

A Brief Introduction to Norway's Tourism Status

Jinyi Hu

*Department of International Tourism, Hainan University, Hainan, China
840987555@qq.com*

Abstract: Norway, as a country with better tourism development in Europe, has important reference significance to analyze its tourism status. This paper mainly analyzes and sorts out the current situation and advantages and disadvantages of Norway's tourism industry. As a country with rich tourism resources, Norway's tourism industry has a high proportion in providing economic output value and employment opportunities. Combining the geographical location and human geography of Norway, we can analyze the advantages of Norway in tourism. Through a large number of analysis of Norwegian tourism related data to show the status of Norway's tourism development, combined with experts and literature on Norway's tourism prospects, such as rich natural resources and good destination marketing. This paper also studies and discusses the disadvantages of Norway's tourism development, especially the contradiction between environmental pollution and economic development.

Keywords: Norway, tourism status, geography

1. Country overview

1.1. Location

Norway, located in northern Scandinavia in the northwest, west of the Norwegian Sea, and Denmark across the sea. It covers an area of 385,155 square meters, including Svalbard Islands, Jan Mayen Island and other dependencies. It is located in the western part of Scandinavia, east to Sweden, northeast to Finland and Russia, south to Denmark across the sea, west to the Norwegian Sea (Huang, 1986).

1.2. Physical geography

Norway is a long and narrow mountain country from the north to the south. The Scandinavian mountains run through the whole territory. Plateaus, mountains and glaciers account for more than 2/3 of the whole territory and takes natural resources as the pillar of tourism (Mei, 2003). Norway is also one of the world's important maritime countries, its coastline twists and turns, offshore islands up to more than 150,000, is not only an excellent port, but also a scenic tourist area. Most of Norway is a temperate maritime climate, the interior mountain climate is cold (Prebensen, 2012).

1.3. Cultural geography

Norway has a total population of 5.35 million as of October 2020. 96% are Norwegian. There are about 30,000 Sami, mainly in the north.

The Sami people, also known as the Lapps. The Sami people have a rich national culture, speaking seven different dialects, and occupy 40% of the land in Norway. About 8% of Norway's Sami people still feed on reindeer. There is also the idea that the Sami were a reindeer race.

The official language of Norway is Norwegian, and the common language is English. Norway has two similar official languages that are taught in schools. Bokmal is the main language, spoken by 80% of the population. The other language is New Norwegian, which is rarely spoken today (Huang, 1986).

The most distinctive ethnic feature of Norway is the Viking culture. Norway flourished during the heyday of the Vikings. Norwegians, on the other hand, are very artistic. There are many music festivals here every year, among which jazz and black metal music are very popular. There are many festivals in Norway every year. There are more than 900 festivals in Norway.

1.4. Economy

Norway is a highly developed industrial country and one of the top ten economies in Europe. GDP per capita is the highest in Northern Europe (Huang, 1986). Norway has been an emerging oil and gas producer since the 1990s, overtaking Britain in oil and gas production. The oil and gas produced by the North Sea oilfield are not only for domestic consumption, but also for export in large quantities. Many new pipelines, oil terminals and oil ports have been built in areas where the main fields of the North Sea are concentrated.

2. Tourism Statistics

Norway's tourism statistics, after a large amount of data search and screening, finally confirmed the number of the Norway international entry in the past: by definition, international arrivals (overnight visitors) is to point to to a very live, but living environment outside the national tourism not more than 12 months the number of tourists, and the purpose of tourism is not paid from visiting countries. In 2019, Norway received 5,879,000 international tourist arrivals, an increase of 3.36% over the previous year. Norway's main inbound market is dominated by visitors from other member states of the European Union, as well as visitors from other parts of the world.

Meanwhile, according to the statistics, Norway's tourism income reached 7B US dollars. Tourism accounted for 4.7 per cent of total exports.

Norway's current tourism mode is mainly combined with natural scenic spots. As Norway is a country rich in natural resources, it has a unique climate and different natural landscapes, so the development of tourism mostly depends on its own natural resources.

According to Kseniia N Kikkas, Norway has a future in tourism to the Arctic. Because the Arctic is currently a little-known region, even in the 21st century, this makes Arctic tourism a promising part of economic development for any country near the polar circle. Kseniia N Kikkas also sees Arctic tourism as a tourism project, as a source of income for the northern region, especially the indigenous people there, and as an opportunity to develop Norway's local economy (2021).

3. Importance of tourism in the country

Norway has a very rich tourism resources, the development of tourism is good. The annual output value of tourism accounts for about 4 percent of the GDP and about 7 percent of its employees. The main domestic tourist attractions are Oslo, Bergen, Leros, North Point and other places. It can be seen that tourism in Norway plays a very large role in the national economy, especially it provides 7% of the related industries, which means that tourism provides employment opportunities and life security for 7% of the country's citizens (2019).

Regarding Norway's international tourism revenue, statistics show that in 2017, tourism revenue was \$6,840 million. By 2018, Norway's international tourism revenue reached \$7,096,000,000, an increase of 3.74% from the previous year, despite a decrease of 2.35% in 2019. But it still took in \$6,929m. That's four percent of Norway's gross domestic product (2019).

Tourism also promotes cultural exchanges and development between Norway and the rest of Europe to some extent. The importance of tourism to Norway is evident both economically and culturally.

4. Destination marketing

As the government department of tourism management, the National Tourism Board of Norway plays a large role in the development of tourism in Norway. In terms of publicity in China, for example, the Norwegian National Tourism Board has established exclusive accounts on several influential social media in China, promoting the advantages of Norway as a tourist destination for a long time.

Marketing has played a key role in Norway's emergence as a tourist destination. Take the official website of the Norwegian Tourism Board for example. The website is beautifully produced and promotes the tourist attractions of Norway, as well as the local traditional food. The site is advertised in multiple languages, allowing visitors from all over the world to choose and switch. These are all key reasons for Norway's popularity as a tourist destination.

5. Tourism development for the country

5.1. Potentials

Arctic tourism has become popular in Asia in the past decade. The largest number of tourists are from China, followed by South Korea, while the number of Japanese visitors has declined in recent years. As a country located near the Arctic Circle, the development of Arctic tourism is one of Norway's future potentials (Kikkas, Sosnina & Rubtsova, 2021). First of all, Norway is close to the Arctic Circle and has the advantage of physical geography. Second, a third of Norway is in the Arctic Circle, which attracts thousands of tourists to watch the "midnight sun" during the daytime. Finally, Norway is a country with natural resource attractions as the main type of tourism, and the unique scenery and natural environment of the Arctic will attract more tourists to Norway.

Norway's air and water quality are excellent, the country is covered with lush forests, and its thousands of rivers are home to a wide variety of fish (Mei, 2003). At the same time, the climate of Norway is affected by the North Atlantic Current, which is warmer than other areas of the same latitude. The summer is cool and wet, and the winter is mild and snowy. All these are excellent conditions for the development of ecotourism. Today, with the gradual development of green tourism and ecotourism, Norway can definitely develop ecotourism and develop tourism while protecting the environment (Stokke, & Haukeland, 2018).

5.2. Challenges

Norway is a country with oil and natural gas resources as the main economic industry. In the process of exploiting oil and natural gas resources, it will inevitably cause some pollution, which is a great challenge for Norway (Mei, 2003). How to rationally exploit the oil resources while protecting the natural environment is a problem that the Norwegian Tourism Board needs to consider.

In recent years, with the arrival of a large number of foreign tourists, natural resources have become commodities, and the original balance pattern of coexistence between man and nature has been broken. An extreme case is the "Berry-picking War" in Finland, where Thai laborers, driven by economic interests, used berries as a means of making money, undermining the social consensus on picking and even damaging the plants. Eventually, the locals clashed with the outsiders. There are also problems with whale-watching Tours. For example, too many boats can interfere with whale activities, including tour boats, canoes, private yachts, fishing boats, research boats, and people swimming. However, there are no relevant regulations. So Giovanna Bertella, in discussion with a group of researchers, has drawn up "guidelines for whale-watching" for tour groups and tourists to consider. It includes details on how to control the number of ships, ways to avoid disturbing whales, and safe distances for whale watching. Although not mandatory, they hope to call on the government to provide more services and more tourism management.

References

- [1] Huang Kunfang. (1986). *Archives in the Kingdom of Norway*. *Archives Management* (02), 40-41.
- [2] Kikkas, K. N., Sosnina, M. N., & Rubtsova, A. V.. (2021). *Arctic tourism development: comparative study of Murmansk region and Norway*. *IOP Conference Series Earth and Environmental Science*, 625, 012002.
- [3] Mei Haolin. (2003). *Enjoy the natural gift of tourism in Norway*. *Information on International Technology Trade Market*, 000(004), 66-68.
- [4] Prebensen, Nina, K, Tkaczynski, & Aaron. (2012). *Domestic nature-based tourism: a case study of Norway*. *Tourism Analysis*.
- [5] Stokke, K. B., & Haukeland, J. V.. (2018). *Balancing tourism development and nature protection across national park borders – a case study of a coastal protected area in Norway*. *Journal of Environmental Planning and Management*, 61.
- [6] Thrane, C., & Farstad, E. (2012). *Nationality as a Segmentation Criterion in Tourism Research: The Case of International Tourists' Expenditures While on Trips in Norway*. *Tourism Economics*, 18(1), 203-217.
- [7] *World Data Atlas*. (2019, December 31). Retrieved June 23, 2021, from: <https://cn.knoema.com/atlas>