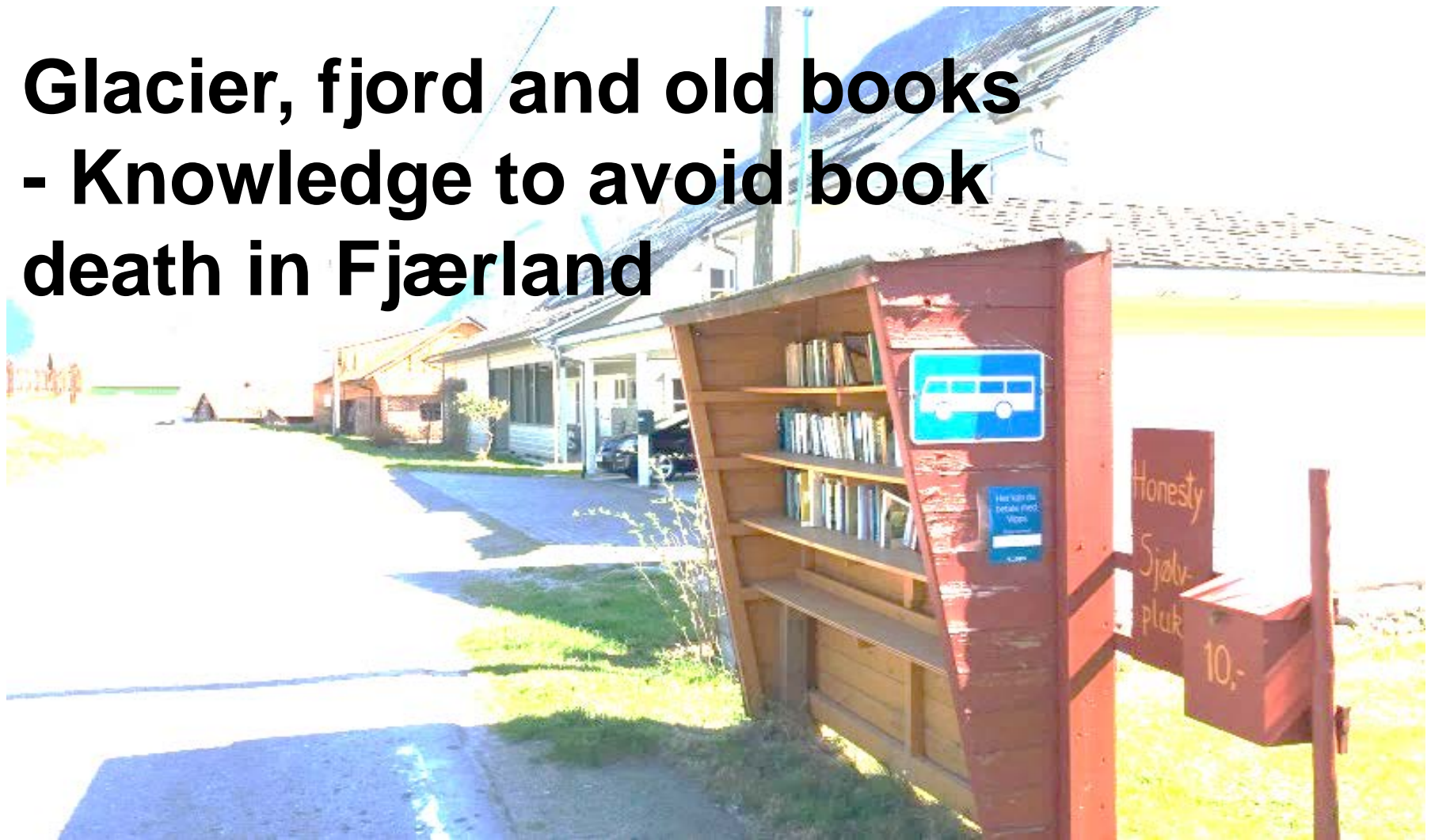


Glacier, fjord and old books - Knowledge to avoid book death in Fjærland



Anna Maria Urbaniak-Brekke

WESTERN NORWAY RESEARCH INSTITUTE

VESTLANDSFORSKING

www.vestforsk.no

Introduction

Beautiful Fjærland is the place where the Sognefjord meets Jostedalsglaciær with its white and blue arms hanging down steep mountains. Some tourists have named it the most beautiful glacier village in the world and we could not agree more. The village with almost 300 inhabitants is officially an international Book Town, with 10 second-hand bookshops in a variety of abandoned buildings – from ferry waiting rooms, stables and local banks to post office and grocery shop. [fjaerland.org]



Introduction

- **Tools for regional research and innovation (VRI)** show the Research Council's special focus on innovation through interaction. VRI will develop knowledge and ability for cooperation and innovation processes in the regions and promote research-based innovation in Norwegian business and working life [www.forskningsradet.no].
- **Sogn & Fjordane Fylkeskommune**
- **The Research Council FORREGION**

Main goals

- Short time:
Find out what are the critical factors and how can research and development help to increase income and turnover of the Book Town in Fjærland
- Long time:
‘Case study’ → development of a model → innovative and sustainable tourism in small villages in rural areas
- Pre-project (short time, local) → possible project (long time perspective, regional, national, international?)

Cooperation

- **Fjærland:**

- Den norske bokbyen – project owner
- Norsk Bremuseum
- Fjærland Guiding
- Bygdeutval
- Joker butikk
- Fjærland Fjordstue hotell

- **Vestlandsforskning:**

- Bård Huseby – project leader
- Guttorm Flatabø
- Anna Maria Urbaniak-Brekke

- **15. April - 31. Oktober 2018**

Method and tools

- **Questionnaire among tourist**

TOURIST DESTINATION FJÆRLAND –
GUEST SATISFACTION SURVEY

- **Interview with project partners**

SATISFACTION, COOPERATION,
SOLUTIONS FOR THE BOOK TOWN AND FJÆRLAND

Results and conclusions

- **Problems:**
 - Product development
 - Marketing
 - Cooperation
- **There is need for creating a model (concept) of tourism development in Fjærland, where the Book Town should play a main role.**
- **That model could later also suit other rural tourist destinations.**

Solutions and next steps

KNOWLEDGE VILLAGE FJÆRLAND

'Nature, culture, short-travelled food, knowledge -> sustainability'

The village with its glacier arms, fine delta, hanging valleys and high mountains is among the best 'outdoor classrooms / climate laboratories' in Europe.

The Book Town can become a tourism hub with a focus on green shift, attracting other players in Fjærland (tourism industry and farmers).

The Book Town can offer:

- expanded product with new technologies: rental of electric bicycles, electric boats, electric scooters;
- exciting knowledge packages for groups and individual tourists focusing on Norwegian nature and culture (glaciers, fjords, mountains, books, short-travelled food). Tour packages shall include guided culture and 'climate' hikes, use of electric bikes, electric boats, electric vehicles (marketing among tour operators);
- Climate and Environment Festival organized by The Book Town in collaboration with other local companies, where all actions are linked together. Knowledge village Fjærland offers during the festival: the climate laboratory, cultural experiences, short-travelled food, book workshop with focus on climate and environment.



Thank you

Contact:

Anna Maria Urbaniak-Brekke

Mobil: 90115257

E-post: amb@vestforsk.no

Vestlandsforskning

Postboks 163

6851 Sogndal

Tel: 906 33 600 Faks: 947 63 727