



sustainable economic growth, full and productive employment, and decent work for all.

We focus especially on

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| <b>TARGET 8.4</b><br>   | <b>8.4</b> Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead. |
| <b>TARGET 8.5</b><br> | <b>8.5</b> By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.   |
| <b>TARGET 8.9</b><br> | <b>8.9</b> By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products   |

#### Theme:

Opportunities in tourism industry to support sustainable tourism, emphasis on the Sustainable Development Goals (SDGs) for Decent Work and Economic Growth in the community. Students see how local culture and environment combine to sustainable tourism. Students get to know how companies work towards the SDGs (environmental policy, etc.). It should also open their eyes to untapped related opportunities and how companies could strengthen themselves in this field.

### Preparation for the trip

There are a few terms that are important to understand and can use in the project work that lies ahead. Please answer the following questions:

1. What does the word **economic growth** mean? Explain the term in your own words.
2. How can **sustainability** and **economic growth** be linked?
3. How can **sustainability, a circular economy** and **economic growth** be linked?

It is quite clear that we need to find ways to live and live in the greatest possible harmony with the Earth, but at the same time we want to have the opportunity to have a good standard of living.

Tourism is a very important industry and many people there have begun to wonder how it is possible to run a company in the most environmentally friendly way. One part of running an environmentally friendly company is to formulate an environmental policy

4. What does **environmental policy** mean?
5. How important is it for a company to formulate an environmental policy? Remember to justify the answer.

**Students from Finland and Norway** – remember you are asked to check if a local tourism company has an environmental policy and if it exists what is it?

### Field work Monday and Tuesday:

Students visit different places / companies, including entertainment companies, accommodation, restaurants, production companies, museums, hiking trails and souvenir shops.

Students are given an indicative project framework for the visits, to assist them in organizing the gathering of information.

Group work in the field (data collection: interviews, photos, etc.) is expected to take 4 - 5 hours each day. Its organization is in the hands of [Katla Geopark](#) and [Vatnajökull National Park](#). Further processing takes place under the supervision of teachers, in the later stages of the journey and after returning home.

### Monday the 28<sup>th</sup> of March

1. Drive from Reykjavík city to Katla Geopark – first stop is Lava centre in Hvolsvöllur

**9:30 – 11:00** [Lava Centre](#), located in the town of Hvolsvöllur – We will go over available information for tourists, how increased tourism has changed the demand for knowledge about the area and created new jobs. We will watch the Lava Centre video and visit the volcano and earthquake exhibition. If the weather is good, we will visit the viewing platform and have a look at the nearby volcanic systems.

**11:00 – 11:30** – Short stop at the previous visitor centre of Katla Geopark. There we will have a short introduction about the farm Þorvaldseyri and the 2010 eruption of Eyjafjallajökull. Drive to Skógafoss

**11:30 – 12:30** – Skógafoss waterfall – lunch stop and sight seeing

**12:30** Drive to Reynisfjara beach

**13:00 - 13:30** short introduction about Reynisfjara beach – review and learning about landslide (global goal 13)

**13:45**– Drive to the town of Vik – we stop at [Köttlusetur](#) – culture, education, and tourism centre

**14:10 - 16:15** – Students are divided into groups and work on a project in Vik. Now you have two tasks ahead of you.

**1) Each group works in detail with one tourism company, takes an interview and gets to know the activities and circumstances. They should be aiming for the company's emphasis on sustainability, job creation and how they use local resources (nature, history, culture, and products).**

We anticipate that students will pay attention to the following aspects in their visit.

- ❖ Get to know the nature of the business.
- ❖ Does the company have an environmental policy, what does it do to fulfill it and is it visible to guests / customers e.g., on a website or in advertisements?
- ❖ Does the company rely to some extent on its environment?
- ❖ How does the company work with local history / culture?
- ❖ Is the company working with other companies in the local area, how?
- ❖ Is the company buying products / services from locals?
- ❖ Experience of the visit, receptions, setting, etc.
- ❖ Could the companies improve in this area, how?
- ❖ Does the company consider global goals in its operations? – If yes – how?
- ❖ **Remember to ask where to send feedback about the visit**

It is very important to gather all the information - you can write the answers in a notebook - or even record them. If you choose to record, it is important to ask permission.

Each group then compiles their observations and creates a presentation of them and the company. The presentations are a good contribution to the ongoing discussion on the subject, in the large group and for fellow students after returning home. It would be desirable for the company in question to receive feedback after the visit, e.g., students would send them their presentation, or a part of it.

We expect this work to take about one hour.

**2) The group visits 1-3 other places, in the role of "tourists / guests" and thus looks mainly for the same elements, from a new perspective.**

- ❖ Is the place welcoming? What do you notice?
- ❖ Is there anything that indicates sustainability and respect for the environment and nature?
- ❖ Does the place seem to reflect local culture / history?
- ❖ Is there anything unique or exceptional about this place?

We will all meet at Köttlusetur again 16:15 and drive to the hotel. After checking in we will meet to review the day and start project work. First of all, you need to decide how you will work.

**Thursday the 29<sup>th</sup> of March**

**Departure at 8:00** – you will be divided in to three groups – each group is visiting one place and collecting information. You can use the questions from yesterday. Places to visit:

**Lindarfiskur**

Lindarfiskur is a family run charr farming, located on an old farm surrounded in Eldhraun, a huge lava flows. The company takes advantages of the clean, cold water, filtered by the lava. The fish is breeding there all its lifetime and the product is processed in the area. The company takes pride in sustainability and all waste is used as a fertilizer on the farm.

More information is to be found on their webpage: <http://lindarfiskur.com/>

**Vatnajökulsþjóðgarður, Visitor Center, Skaftárstofa**

Skaftárstofa is a visitor center of Vatnajökull National Park. It is run in the community centre at Kirkjubæjarklaustur in collaboration with the municipality and Katla Geopark. The visitor centre provides information to guests about significant places, history, nature, and responsible travel behaviour. There is also a small shop with books and souvenirs. Emphasis is placed on having the products that are available from the local area or the surrounding area and that all products are in accordance with the sustainability criteria of Vatnajökull National Park.

Efforts are made to play an educational role and to be actively participating in projects and events that strengthen society in a sustainable way in line with its environment.

More information is to be found on their webpage:

<https://www.vatnajokulsthjodgardur.is/is/svaedin/laki-eldgja-langisjor/skipuleggja-heimsokn/skaftarstofa>

**Iceland Bike Farm**

Iceland Bike Farm is a small, family run, locally based adventure tour company. They specialize in mountain biking, located in the mountain biking paradise of Kirkjubæjarklaustur, South-East Iceland. With the perfect trails in the backyard, made by the sheep for many centuries of roaming, they offer a selection of day tours and multi-day tours from beginners' level to advanced level of riders.

They also run the Iceland Bike Farm Glamping (glamorous camping), which is the base camp on the multi-day tours and for any of their riders looking for an adventurous place to stay!

More information is to be found on their webpage: <https://www.icelandbikefarm.is/>

**12:00 – 14:00 drive to Hali** – on the way we will stop at the Glacier lagoon for a while

In Hali we meet owners of two local companies <https://glacierjourney.is/is/> and <https://glacieradventure.is/about/> Both companies are very aware of environmental issues and are constantly working to reduce carbon footprints. We will get some information and have to opportunity to ask. In Hali we also visit the museum [Þórberssetur](#).

We arrive in Höfn in the afternoon.

**Wednesday and Tuesday 30<sup>th</sup> and 31<sup>st</sup> of March**

We use the time to process the information we have gathered over the last two days. Remember that your projects should go to the website, and you will also send them to the people you visited. We will also listen to presentations from partner countries and visit. We will also evaluate how the project went.