

# The Tourism Narrative in Greenland



# The Tourism Narrative in Greenland

- A narrative is an angled perspective on history or events
- Many narratives of Greenland's culture
  - Before: Post-colonial identity
  - Climate debate => Growing environmental self consciousness
  - Selfgovernment => Greenlanders part of the world



# Who are we?

Groenlandica  
is a non profit organization  
dedicated to the development  
of Greenlandic/Danish cultural  
Tourism

- Related to a foundation



# Background

- During 2010/11 a project was launched
- Permanent exhibition in the Greenland Institute of Natural Resources in Nuuk
- Telling the story of the publication of the book *Fauna Groenlandica*
- Scheduled to open early 2012





# In need of a narrative

- Need of coordination between sectors and organisations
- Need of promotion of Greenland to potential tourists
- Because tourism got money and need culture and the opposite
- Tendency: Culture has become drum dance, kaffemik and artifact
- Need of differentiation (local stay/tourists travels)
- Need of good storylines





# A Greenlandic/Danish Heritage Narrative



- But how can a book from 1780 holds the potential for a meaningful and relevant experience for the cultural tourist market segment?

# Inspiration

Route of walking and cultural tourism

RECONNECT THE HUMAN FAMILY—STEP BY STEP

*Abraham's Path* Majid Lhakhim al Khalil

About Abraham's Path | Updates: Cultural Sites and National Trails | Join Abraham's Path Worldwide | Experience the Virtual Path | View Photos and Watch Films | Travel Abraham's Path | Global Media Stories & Updates | About the Organization & Supporters | Donate

## EXPERIENCE THE VIRTUAL PATH

The story of Abraham's Path and its experience is not limited to any physical location. The media coverage of Abraham's Path has already inspired millions of people through articles, television reports, documentaries, films, books and websites — highlighting the cultural heritage and hospitality of this region. Through web-based and social-networking technologies — some of which are available below — Abraham's Path will catalyze a global community of participants, who can engage and experience the Path from wherever they are in the world.

Virtual Abraham's Path Fly Along Experience

Google Earth:  
[Explore the Abraham Path](#)

Abraham's Path Facebook Groups:  
[The Abraham Path Initiative](#)  
[Abraham Path Initiative in Palestine](#)  
[Jordan Abraham Path Initiative](#)  
[Travelers on the Abraham Path](#)  
[Global Youth Council in Service of the Abraham Path](#)

Related links and virtual experiences of interest:  
[The Digital Archaeological Atlas of the Holyland - Global Moments in the Levant](#)  
[The Digital Archaeological Atlas of the Holyland - Virtual Museum](#)  
[Wikiloc - Share and discover GPS tracks and waypoints from around the World](#)

A HISTORY OF THE WORLD

Home | Explore | Permissions | In Your Area | About | Locations | Discoveries | About the Project | Add Your Content

## Making the Journey (2,000,000 - 500,000 BCE)

The journey is a story of human exploration and discovery. It is a story of the human spirit and the human quest for knowledge. It is a story of the human journey from the beginning of time to the present day.

Getting to the

Getting to the

Getting to the

Getting to the

Digital journey through the history of the world

100 objects

Hundreds of museums and organisations have added

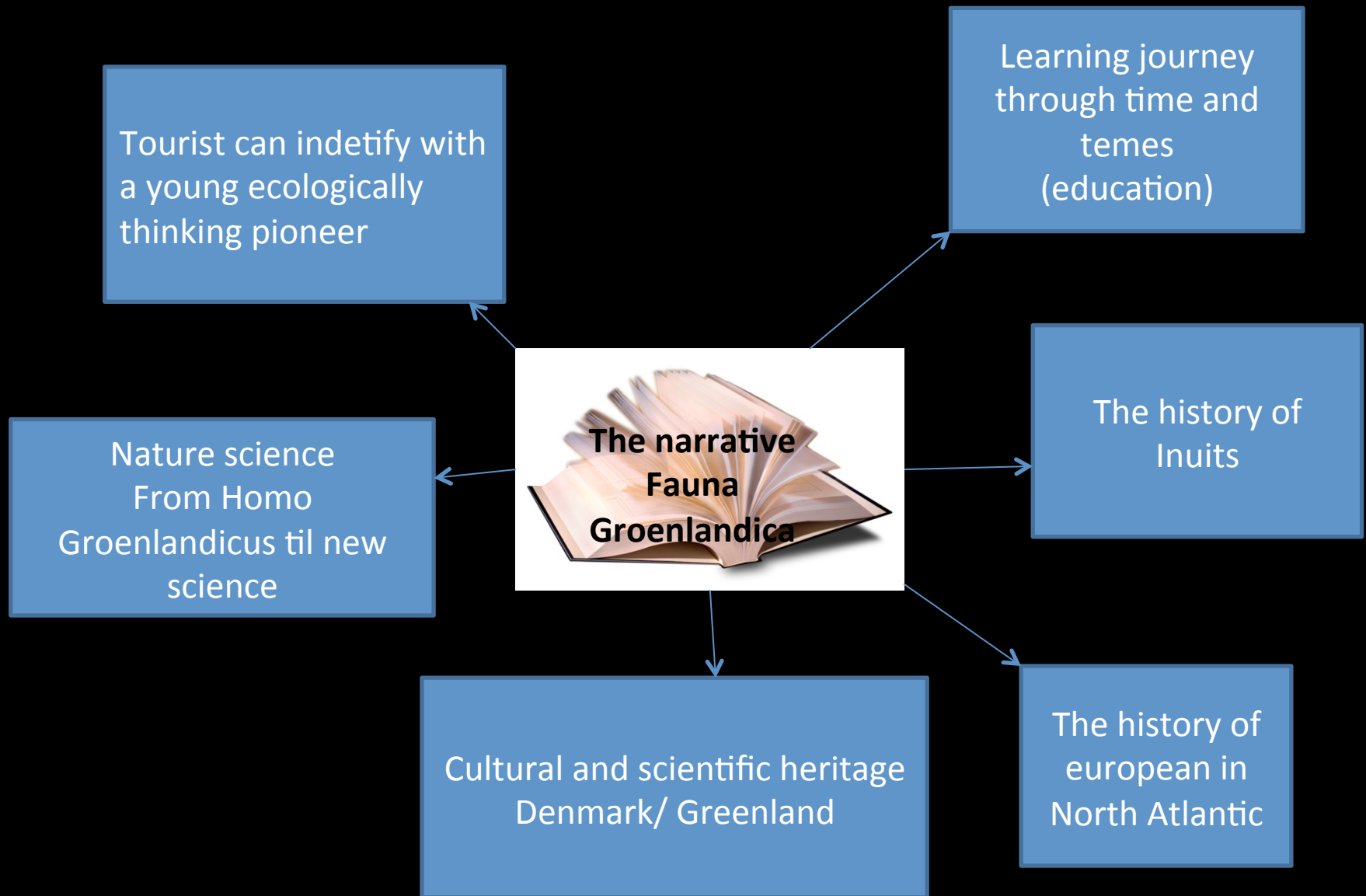
<http://www.bbc.co.uk/ahistoryoftheworld/explorerflash/?timeregion=7>



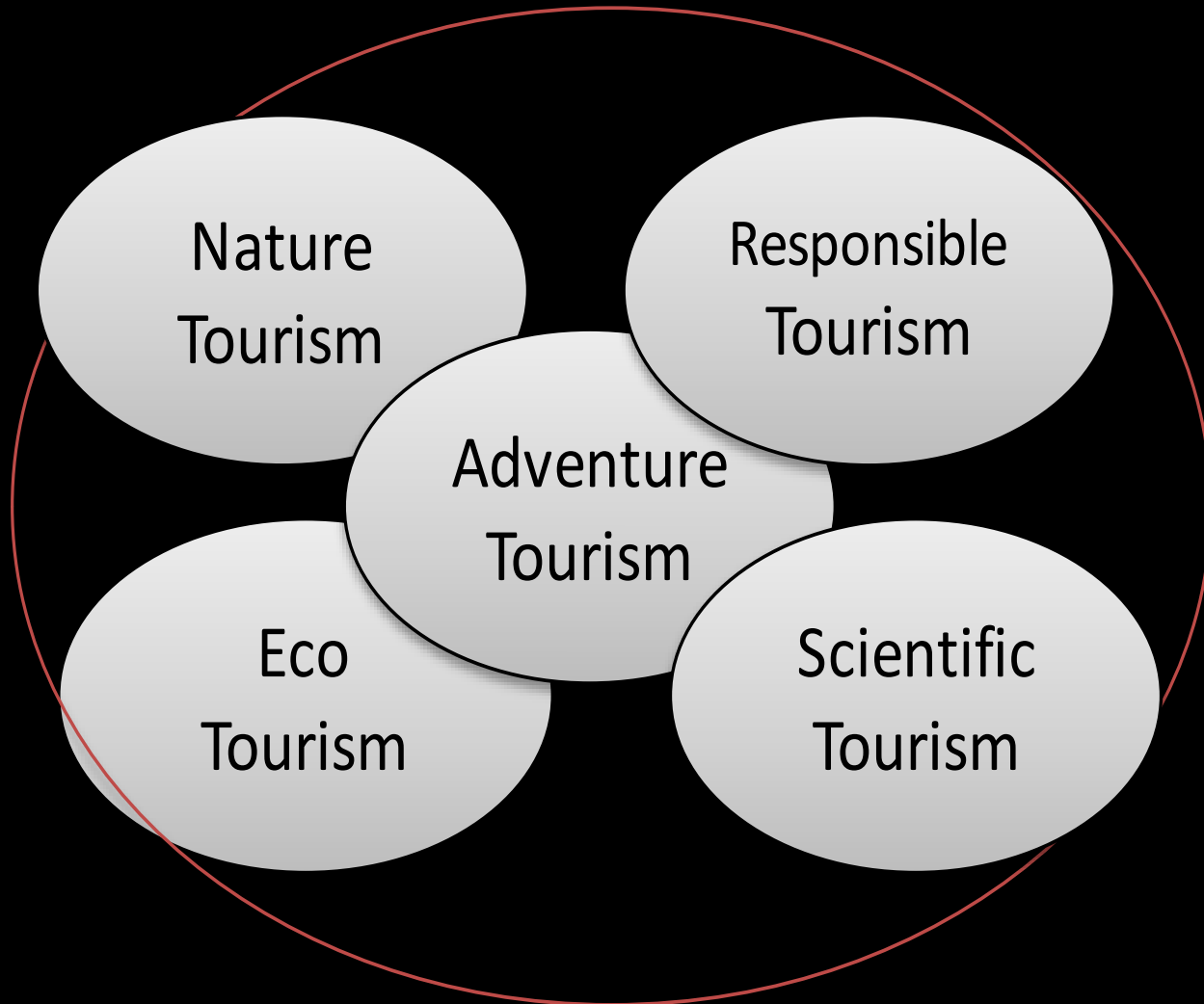
# A Greenlandic/Danish Heritage Narrative

- Groenlandica: The history of a young priest that left the colony for living 3 years with the inuits to study nature
- First compendium of all animal life in Greenland (of which 130 unknown)
- Used by scientists till late 20th century
- First anthropological fieldwork and description of inuit hunting and behaviour
- Historical documentation of cross cultural contact and respected for inuits
- Terms of arctic nature

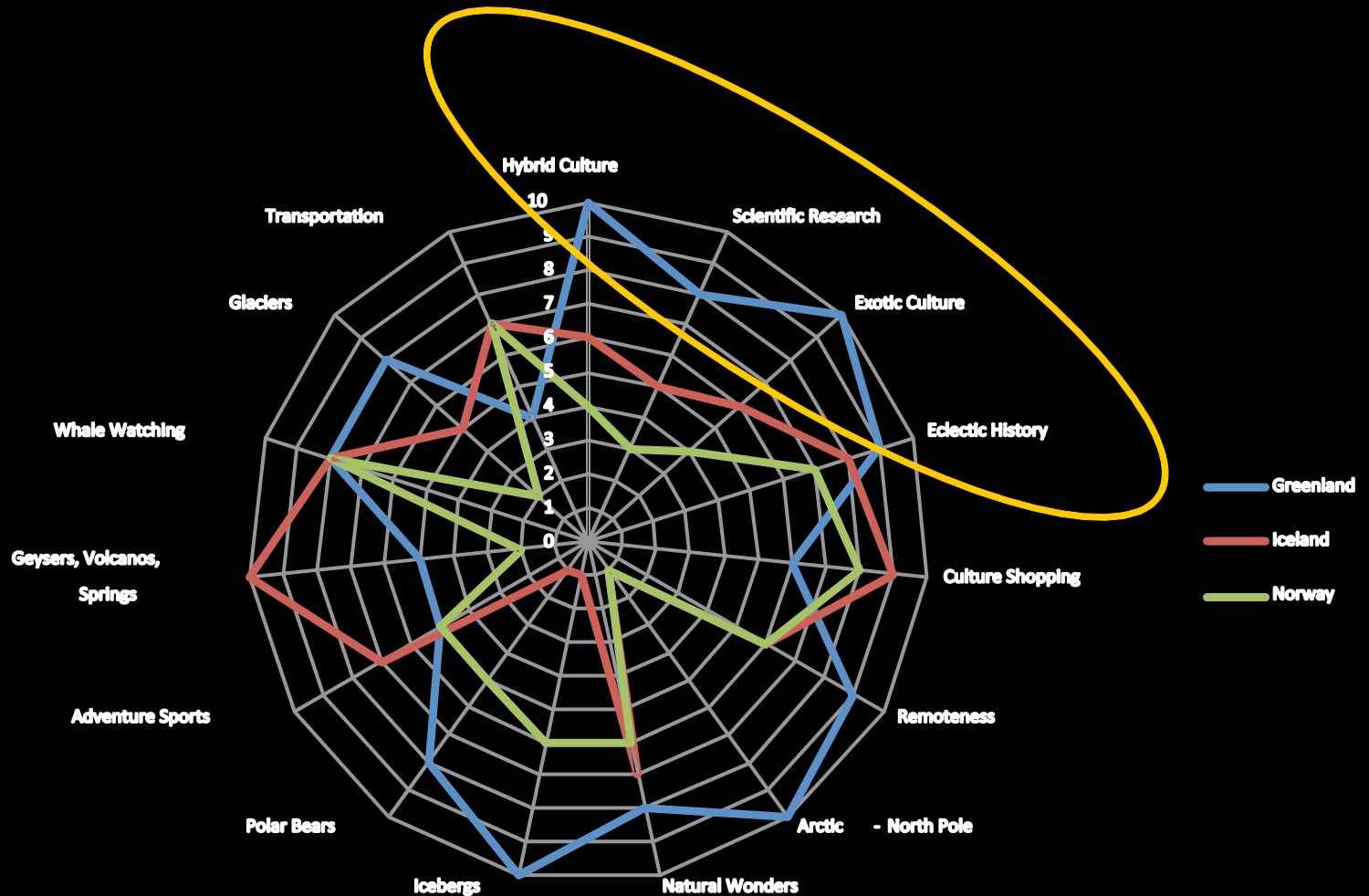




# Different kind of tourism



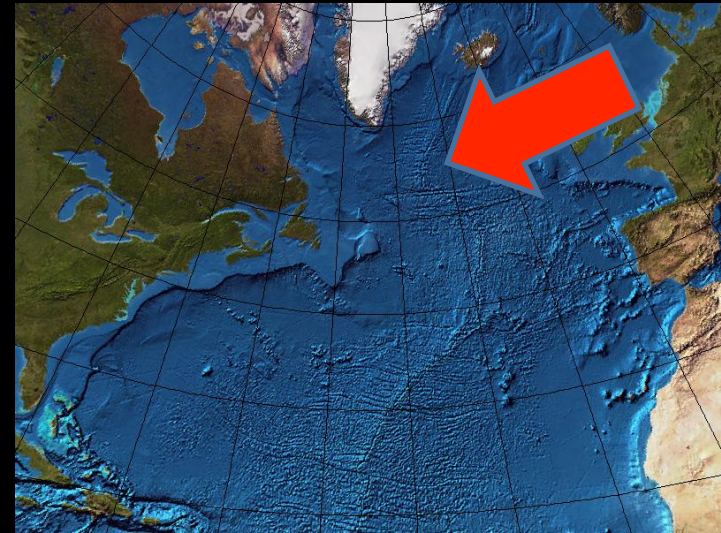
# What is the key attributes associate with Greenland?





# There to go?- tourists decisions

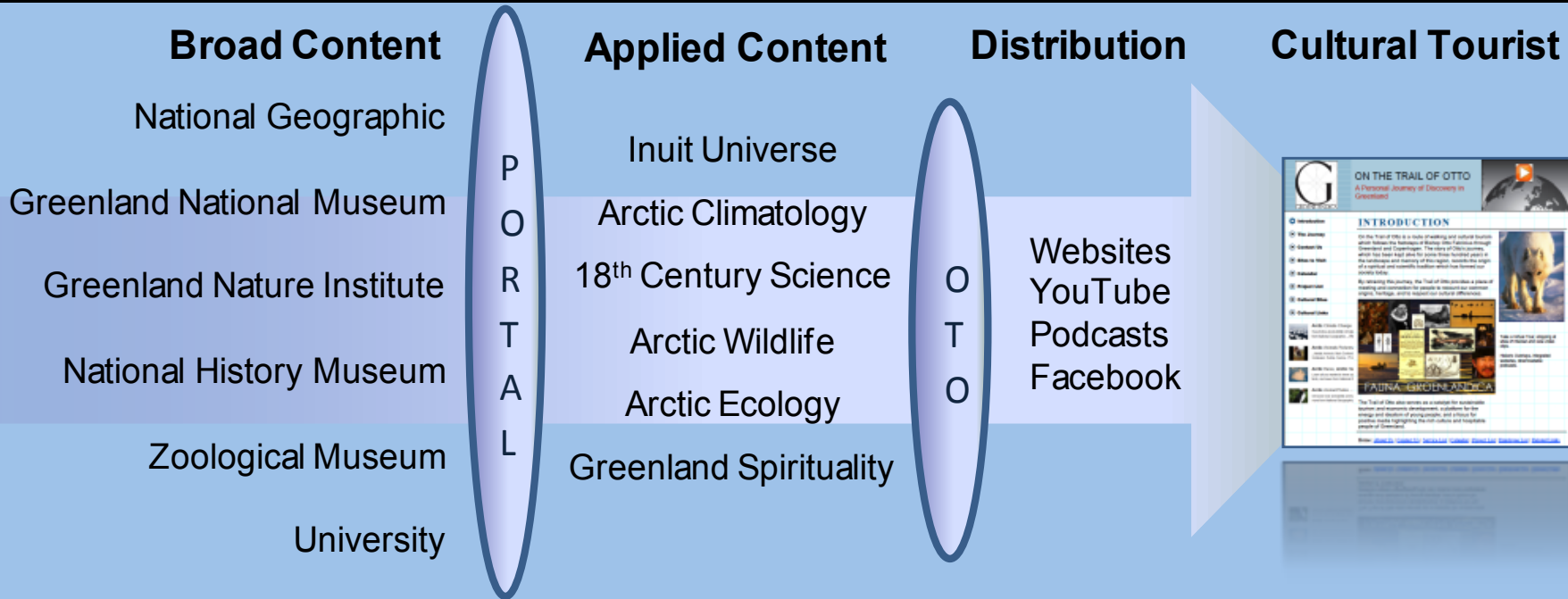
- 800,000 cruise tourists pr. year pass through Copenhagen
- 700.000 consider every year a polar cruise – most go to the Southpoles
- Why not change direction and go to North Atlantic?



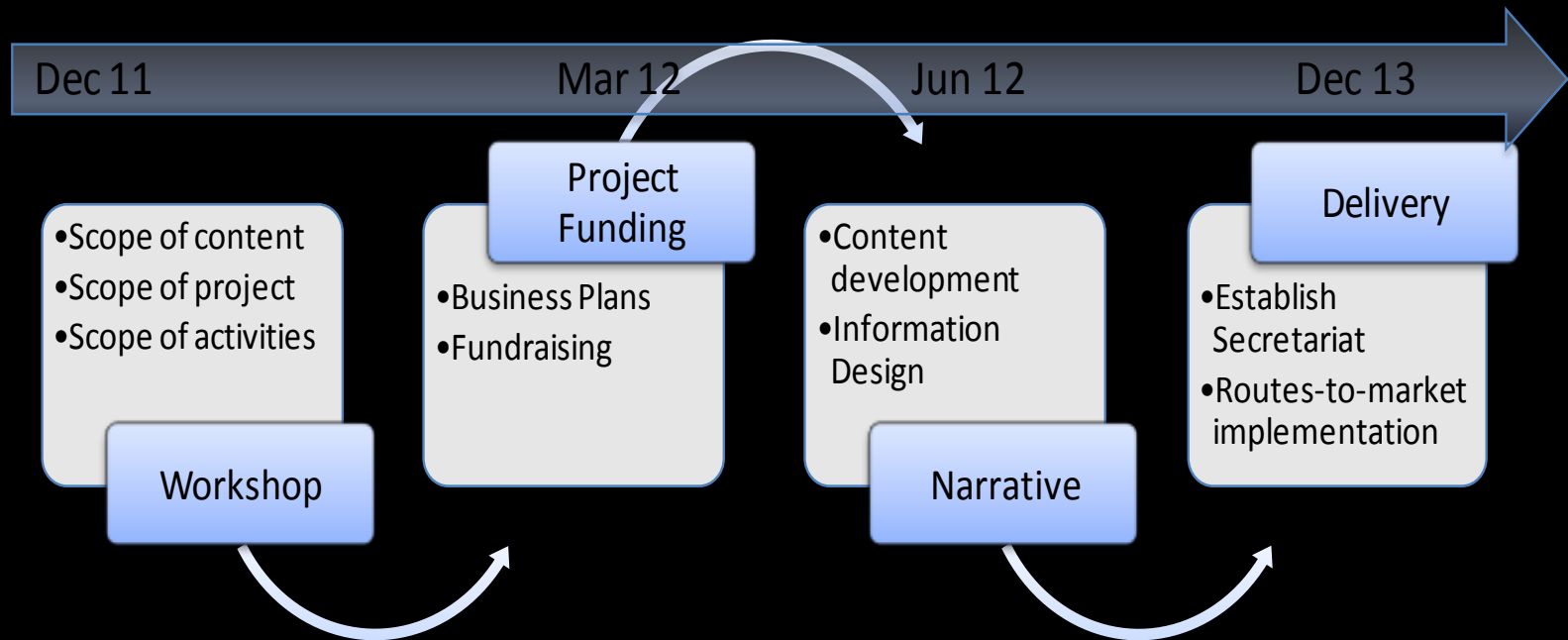
# Stages in determining and building the Greenlandic narrative



# Formulating a common strategy



# Project Timeline





This conference

# Perhaps a more holistic perspective?

Fx. Terms of Arctic Nature as narrative

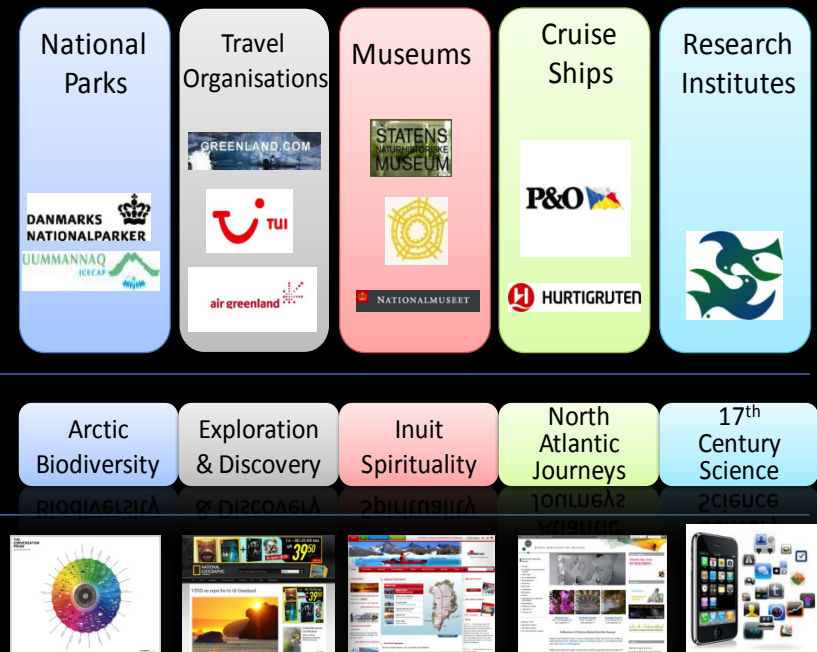
Goal: Aggregating and communicating the Culture, Nature, History and Heritage of North Atlantic

- Fish
- Sheeps
- Music
- Arcitecture
- Etc.



# Terms of Arctic Nature

- Develop a common Polar Cultural and Natural Tourist Narrative
- Aggregate multi Museum Content and Context
- Inter-Science Outreach
- Create a historic travelers journey
- Generate Cultural Tourism Revenue
- Share knowledge info effectively





Intrested?