

# How the „essence of the attraction" provides an important foundation for decisions on sustainable development of nature-based tourism destinations

Dr. *Gunnthora Olafsdottir*, sessional teacher, University of Iceland; Visiting Research Fellow, University of Exeter. Nationality: Icelandic. Email: [gunnthora@hi.is](mailto:gunnthora@hi.is)

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The breakneck growth of unconstrained tourism has created a number of challenges that currently threatens sustainable destination development in Iceland. The unique natural environment and wilderness has come under pressure (Granquist & Sigurjónsdóttir, 2014) and the number of tourists in popular sites is also starting to have negative impact on the visitors' experiences (Sæþórsdóttir, Guðmundsdóttir & Stefánsson, 2016). Fast actions are needed to protect nature and the attraction of nature while maximizing the benefit of tourism for all stakeholders. The paper introduces a contribution to destination development and management where the „essence of the attraction“ and “tourism recovery experiences” provide an important foundation for decisions on sustainable development of outdoor recreation sites. The contribution introduced in the context of Hornafjörður municipality as a destination for nature-based tourism at various levels of difficulty and service.



Figure: Svinafellsjökull glacier, Iceland. Photo: Gunnthora Olafsdottir 2017.

## References

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