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FORMS OF TOURISM IN SOMMARØY, ARCTIC NORWAY: A MODEL FOR SUSTAINABLE ARCTIC TOURISM

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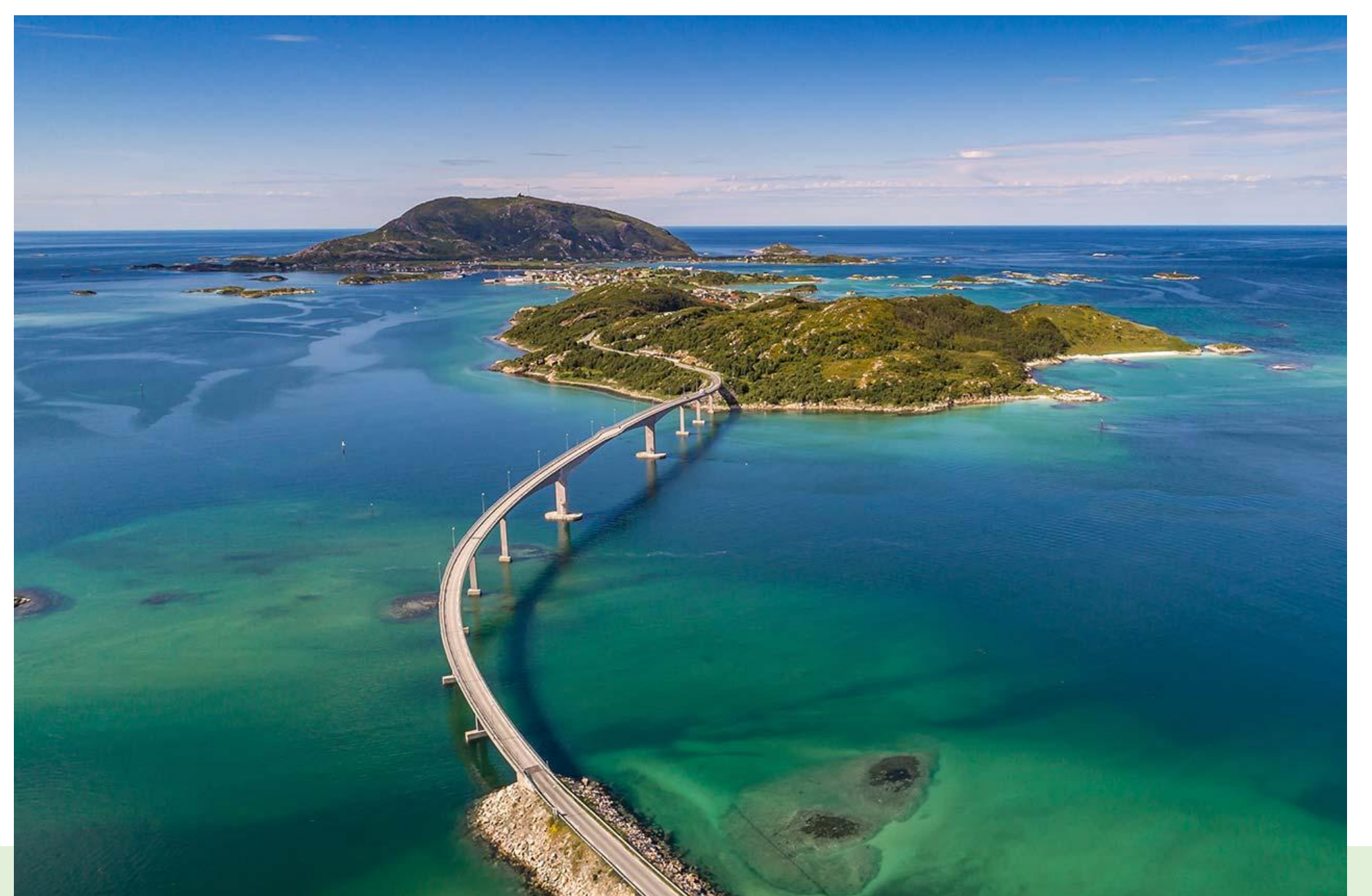
Abstract: This paper aims to identify and analyze the main forms of tourism that can be developed in the island area of Sommarøy (Arctic Norway). The locale is remarkable for its white-sand beaches above the Arctic Circle, the phenomena of the midnight sun and the northern lights, minimal light pollution, and a unique "time-free" mindset among locals. Based on bibliographic research and secondary data, the study highlights the potential for coastal and beach tourism, nature and adventure tourism, wellness and health tourism, and cultural tourism related to Arctic fishing village life. The findings suggest that Sommarøy has the capacity to become a model for sustainable Arctic tourism by leveraging its dual seasonal extremes and unique temporal identity.

• Introduction

Contemporary tourism seeks not only landscapes and relaxation, but also authentic experiences related to nature, culture, and the perception of time. The Sommarøy area, located in northern Norway, above the Arctic Circle, offers an exceptional setting for analysis due to its rare combination of elements: Arctic beaches with white sand, continuous summer light, polar nights with the Northern Lights, a traditional fishing community, and the tourist idea of a "timeless zone." The choice of topic is motivated by the growing interest in tourism in the Arctic regions, both from the perspective of local development and sustainability. The aim of the paper is to identify the tourist resources of the area and to propose forms of tourism adapted to the Arctic specificity of the island of Sommarøy.

• Results and discussions

For sustainable development, tourism offerings should combine coastal relaxation with nature, wellness, and local culture experiences. Seasonal themed packages and collaboration with the fishing community can enhance the destination's appeal and reduce the seasonality of visits. Promotion should highlight the unique character of Sommarøy: "the timeless island."



Conclusions

The Sommarøy area has great tourism potential thanks to its combination of natural, cultural, and symbolic resources. The development of sustainable tourism in this region must take into account the balance between accessibility, environmental protection, and local community involvement. The proposal for an integrated offering that includes coastal relaxation in the night light, Arctic adventure, wellness, and cultural experiences can transform Sommarøy into a benchmark destination for sustainable Arctic tourism. The infrastructure, which is at a medium stage of development, and thematic marketing can be strengthened through public-private partnerships and campaigns that emphasize local identity. In this way, Sommarøy can become an example of integrated, responsible, and memorable Arctic tourism.