







AIM



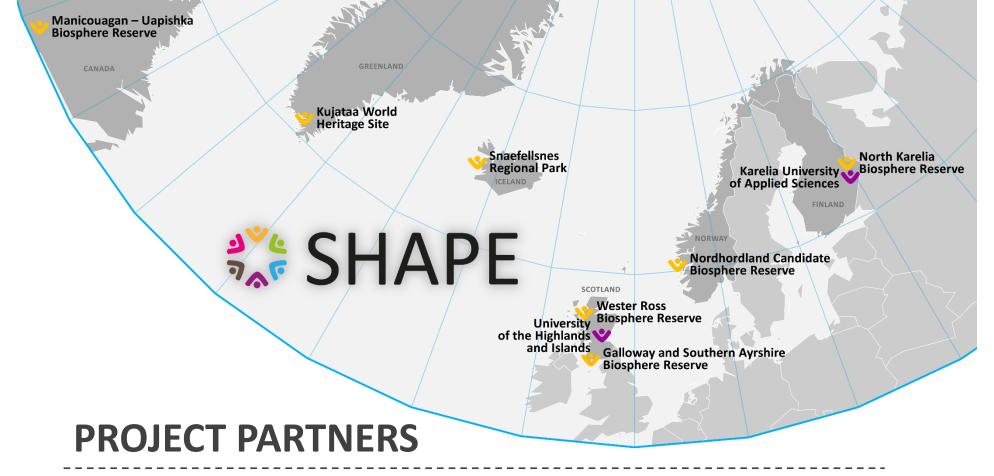
To enable authorities, businesses and communities to develop innovative approaches for ecotourism initiatives in sustainable heritage areas which preserve, manage and create economic value from local assets in the Arctic region in an era of rapid change

- develop practical solutions
- gather these experiences
- make them available to others









8 PARTNERS:

6 Sustainable Heritage Areas

2 Universities

33 ASSOCIATED PARTNERS:

Canada, Faroes, Finland, Greenland, Iceland, Ireland, Northern Ireland, Norway, Sweden







Addressing common challenges

- Limited employment opportunities
- Low pay
- Lack of Infrastructure
- Outward migration of young people
- Sparse population
- Climate change

- Low visibility/lack of visitors
- Too many visitors
- Lack of knowledge
- Poor connectivity







Identifying opportunities based on natural and











Learning from transnational experience

Igaliku, Kujataa, Greenland

Remote, sparsely populated, niche tourist market



Huge surge in tourist numbers over recent years

The Scottish context

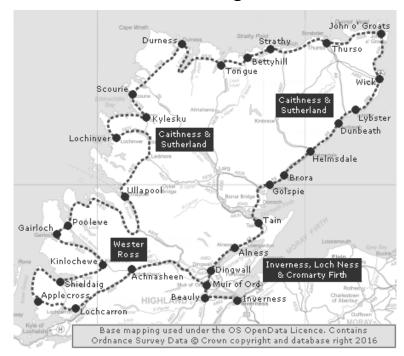


Galloway and Southern Ayrshire biosphere

Often bypassed by tourists heading for more well-known destinations



Wester Ross biosphere Great increase in tourism due to marketing of 'North Coast 500' touring route



PARTNERSHIPS APPROACH



1) BUILD PARTNERSHIPS AND IDENTIFY COMMON PRIORITIES

- Stakeholder engagement
- Participatory approaches
- Mapping of assets
- Identifying innovative initiatives













ECOTOURISM INITIATIVES IN DEVELOPMENT

- Great North Circuit
- Indigenous ecotourism

The Camino of South Greenland (trails and local products)

Snæfellsnes visitor centre to promote responsible tourism Coastal trails

Destination management plan for Biosphere

Manicouagan – Uapishka
Biosphere Reserve

Kujataa World
Heritage Site

Snaefellsnes
Regional Park
Nordhordland Candidate
Biosphere Reserve

University
of the Highlands
and Islands
Galloway and Southern Ayrshire
Biosphere Reserve

The Wool

Heritage Route

Biosphere experience heritage trails - stories connected to the land

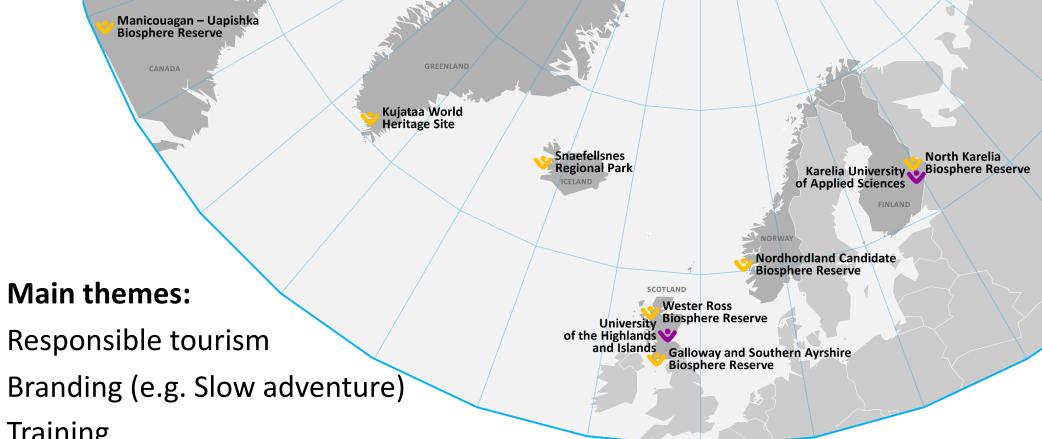
Guide training programme (focused on local people)

Koitajoki Nature Triathlon









- Training
- Local products (e.g. wool)
- Creating trails that link cultural and natural assets
- Destination management planning









PARTNERSHIPS APPROACH



Centre for

Mountain Studies

Perth College

3) IDENTIFY AND SHARE BEST PRACTICE

Investing in your future

European Regional Development Fund



Learning Journeys























Turning Inspiration into Bookings

Product Development

- Consider collaborating to create high-quality ecotourism packages
- Not 'what there is to do' as an advertising message rather 'how it makes me feel'
- The promotion of experiences 'authentic' and 'of that place'
- A USP what visitors cannot experience so easily at home







Turning Inspiration into Bookings

Effective Promotion

- Online booking is a must start with a mobile website
- Social media presence is a must - create inspiring content
- Inspire with influencers
- Get your customers to do your marketing for you









Transnational e-service



- Open-access platform for stakeholders to
 - transfer knowledge
 - share good practices and product/service development tools,
 - implement joint development projects
- Jointly developed (partners, stakeholders / end-users)
- Resource bank
- Future training portal?

shapingecotourism.eu



About the project

SI MAPL focuses on a transmational set of sustainable heritage arress (SI Ma) with discrete experience of sustainable by and regional cooperation involving statismidates in horizogen management, learns and governor, in those SIMAL the partners work with blocal statismidates their organizations, and the institutions which is port them, and incorporate their advisional meriphor attractions for sustainable of sustainable objects attractions.

Project activation will begin in each involved SHA, activating in real challenges for sustainant development for mapping assists, activity an existing activities, and shaping shock who are developing activation in battless. Project pactives and subsection are will then assists in such assists of activities of the subsection are will then assists in activities there will be a subsection are will then assists in activities there will be a subsection and activities there will be a subsection assists and activities are activities and activities and activities are activities and activities are activities and activities are activities and activities and activities are activities and activities are activities and activities are activities and activities activities and activities are activities and activities and activities are activities and activities and activities are activities and activities are activities and activities activities are activities and activities activities and activities are activities and activities are activities and activities are activities and activities and activities are activities and activit

PROJECT AIMS > OUTPUTS AND RESULTS >



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News and events

Stakeholder workshop in Ilomantsi, Finland

CEDTENS and Karella UAS a ranged the final stakeholder workshop at Perpochisaana Bardie Village in Itomentatic lips on the 0.2 2010. The alini was to identify common challenges in mandaring the outstrain and inclumal sessets, as well as seek protential solutions and opercharitisa forms and the protential solutions and opercharitisa forms.

Support for cooperation, partnerships and knowledge exchange in Scotland

The SHAPE project is creating a transmittent with the second source to support organisations, communities and businesses in the Clad Kortff in occutiong, implementing and ranging conduction ministrate. To ensure the affairly a metal the regarded metals to the one-sure regarded production ministrates of the one-surer way pulser feedback though an online questionneits.

Joint development forum

20.3.2019 @ 10.03 | Charlic Brown Methodologies, tools and studies

An end-user centric appreach, early launch of elservice, and integration via the communical and stakeholder occiperation activities of the participating SHOs will create long-leading effects. 3.2019 9 1003 | Charle Brown Boosting sustainability, quality and market visibility

Example texts. In SI WPE, a number of methodologies and bols will be developed and tested recognizing the imporative of considering the role of people in environmental management.

22.3.2018 @ 10.03 | Charle Brown
Karelia University of Applied

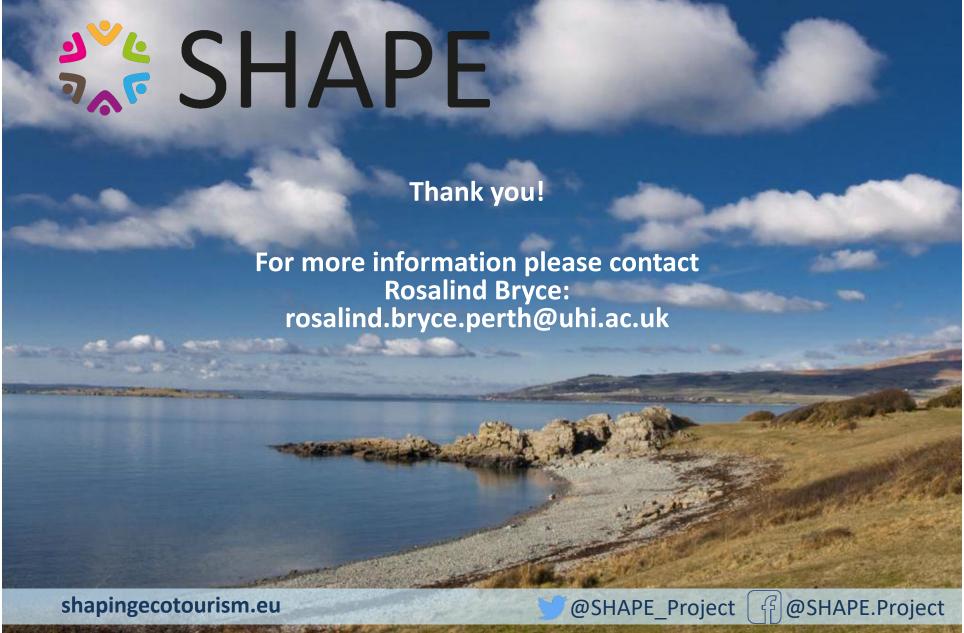
Example texts. In STIAPE, a number of methodologies and tooks will be developed and tested, recognizing the importative of considers the role of people in environmental management READ MORE.)

PARTICIPATE, JOIN FORUM HOW >

















Supporting the development of ecotourism initiatives in the Northern Periphery and Arctic shapingecotourism.eu



Photo: Sami Niemeläinen





CONFERENCE

SHAPING ECOTOURISM IN PARTNERSHIP:
PRACTICAL PERSPECTIVES

4-5 February Joensuu North Karelia
2020 Finland Biosphere Reserve

Sessions on:

- Integrating natural and cultural heritage
- Sustainable tourism: working with visitors and tour operators
- Destination management planning and stakeholder partnerships
- Digital approaches to ecotourism

Registration and other event details available at www.shapingecotourism.eu/conference

