



SHAPE

**SHAPING ECOTOURISM: an international
approach to developing ecotourism initiatives in
northern and arctic areas**



**Northern Periphery and
Arctic Programme**
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund



University of the
Highlands and Islands
Perth College

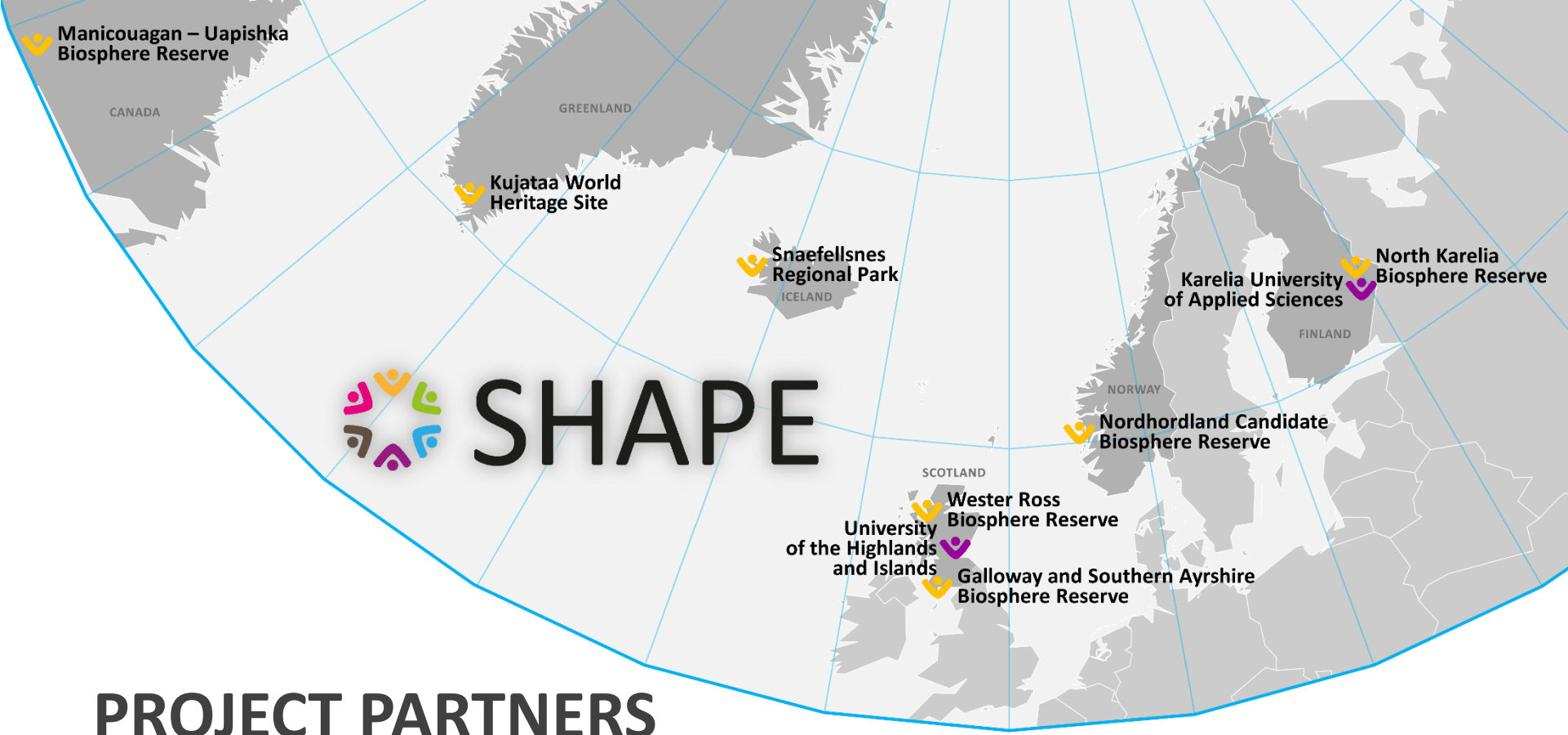
Centre for
Mountain Studies

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



PROJECT PARTNERS

8 PARTNERS:

6 Sustainable Heritage Areas
2 Universities

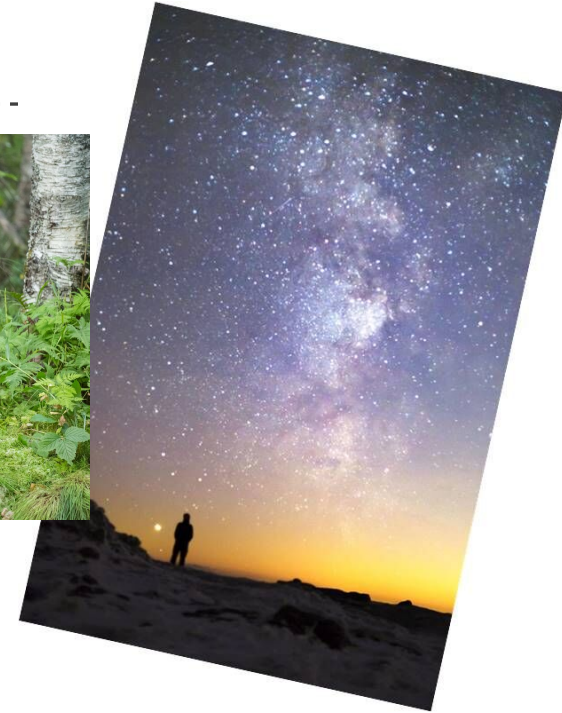
33 ASSOCIATED PARTNERS:

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 cultural assets



Northern Periphery and
Arctic Programme
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund



SHAPE

Learning from transnational experience



**Igaliku, Kujataa,
Greenland**

Remote, sparsely
populated, niche
tourist market

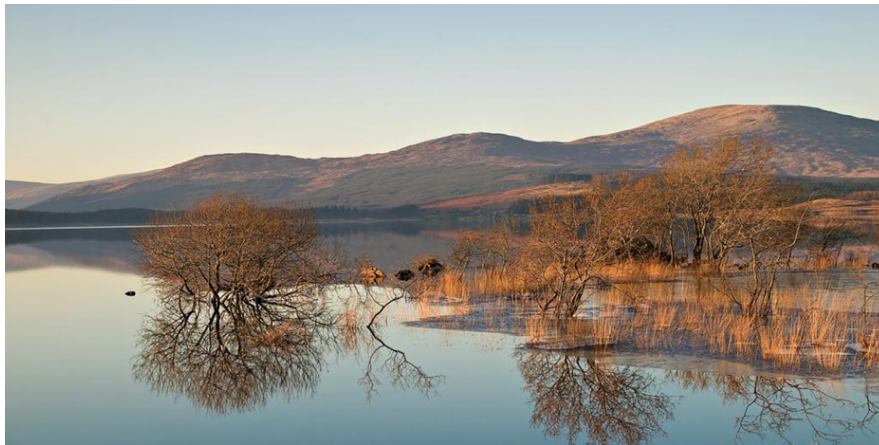


Snaefellnes, Iceland

Huge surge in tourist numbers
over recent years



The Scottish context



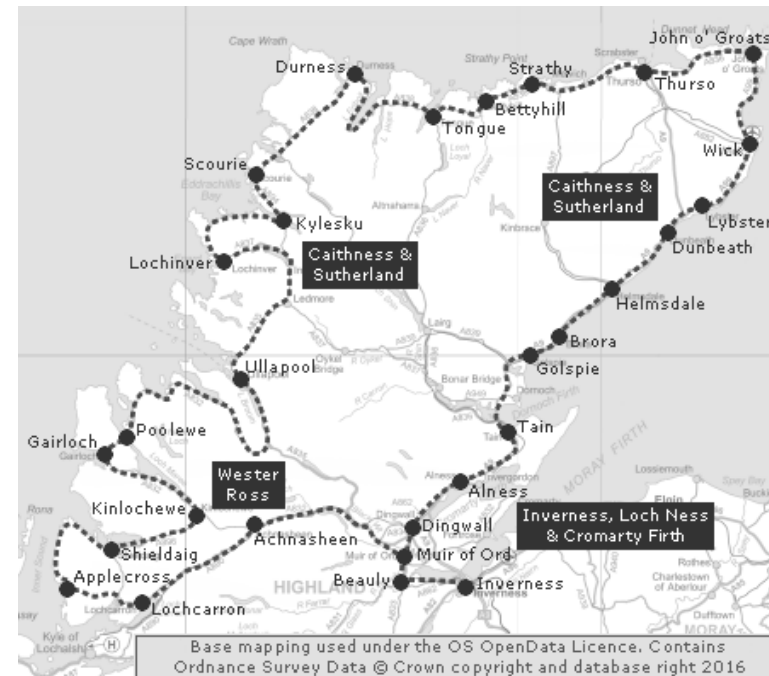
Galloway and Southern Ayrshire biosphere

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

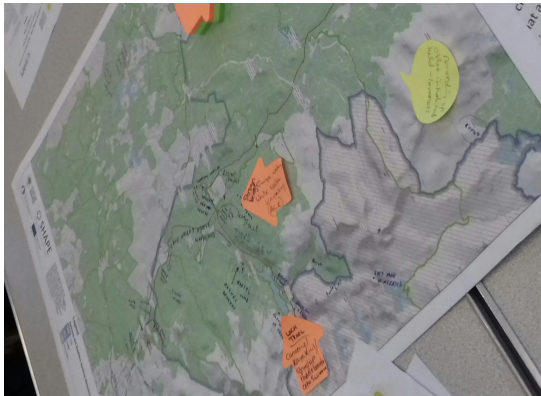


PARTNERSHIPS APPROACH



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)

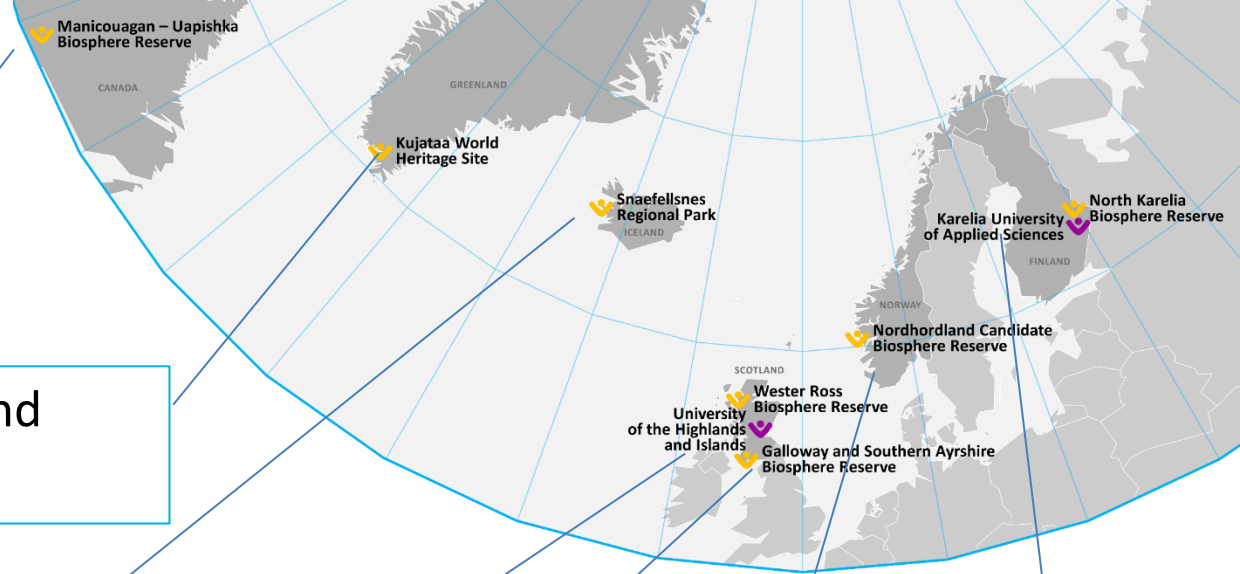
Snæfellsnes visitor centre to
promote responsible tourism
Coastal trails

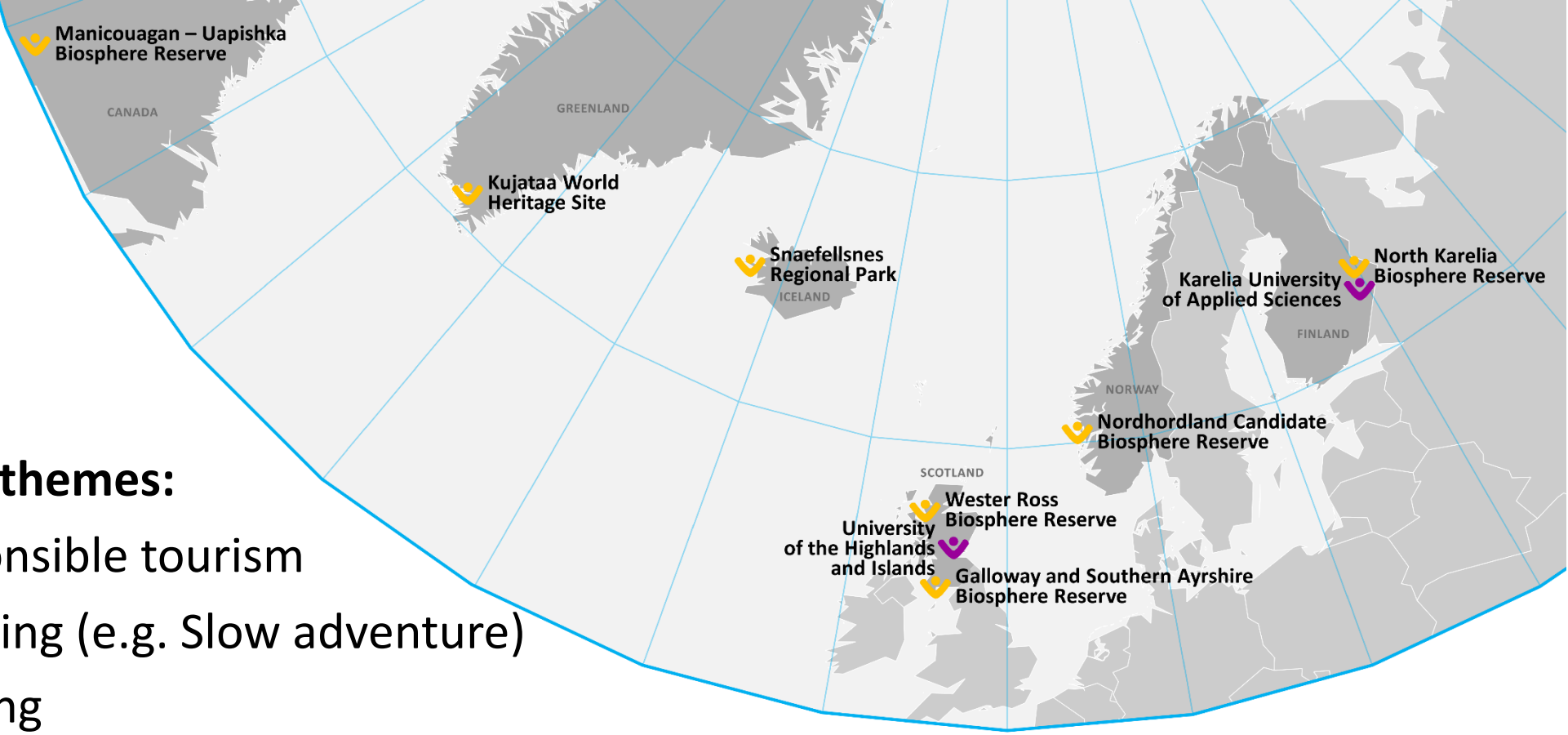
Destination management plan for
Biosphere

Biosphere experience -
heritage trails - stories
connected to the land
Guide training programme
(focused on local people)

The Wool
Heritage Route

Koitajoki Nature
Triathlon





Main themes:

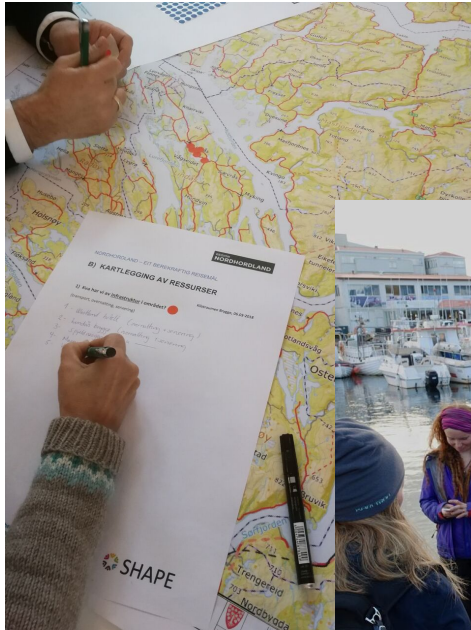
- ♥ Responsible tourism
- ♥ Branding (e.g. Slow adventure)
- ♥ Training
- ♥ Local products (*e.g. wool*)
- ♥ Creating trails that link cultural and natural assets
- ♥ Destination management planning

PARTNERSHIPS APPROACH



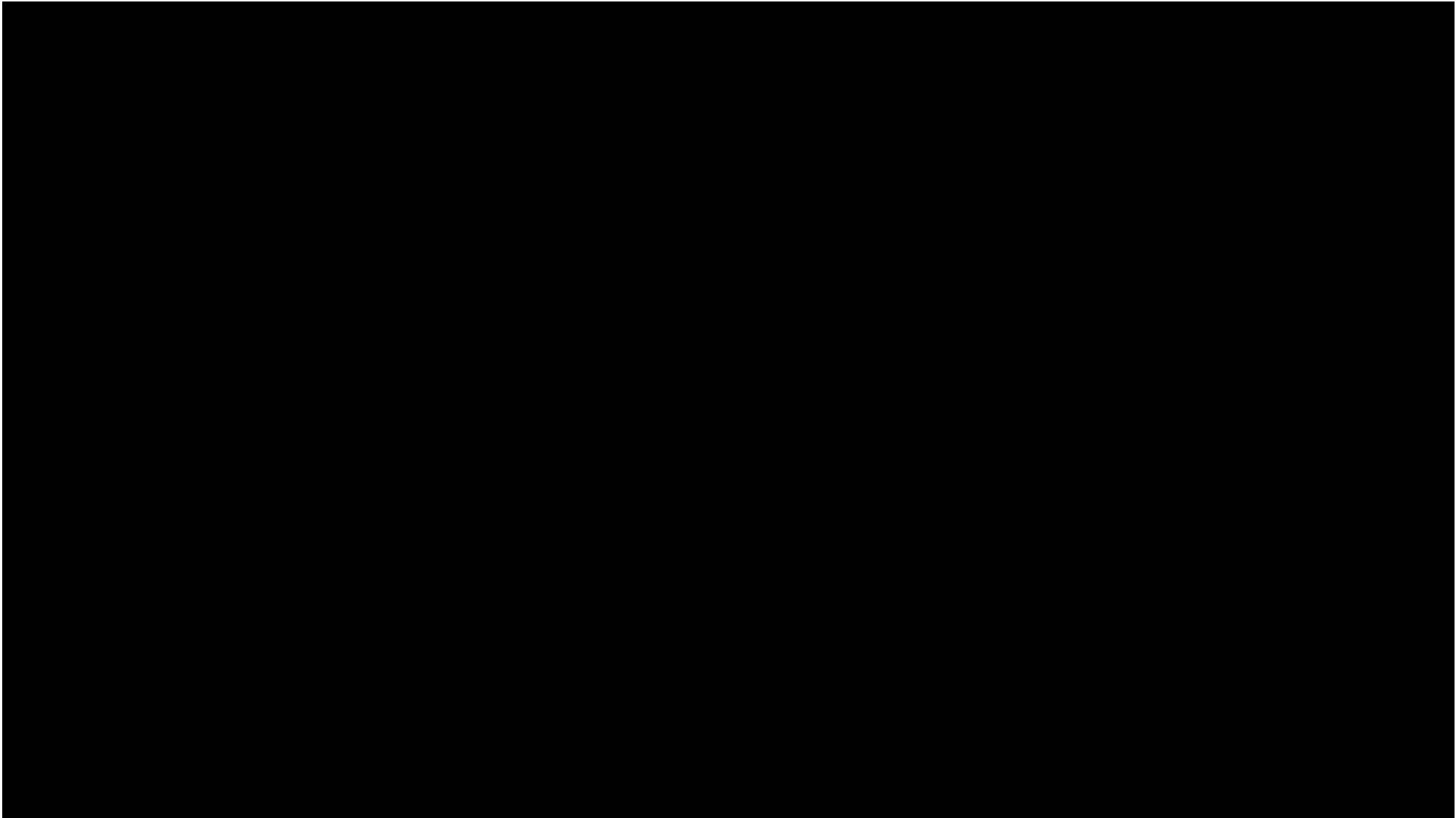
3) IDENTIFY AND SHARE BEST PRACTICE

Learning journeys



Learning Journeys





**Northern Periphery and
Arctic Programme**
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund



University of the
Highlands and Islands
Perth College

Centre for
Mountain Studies

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

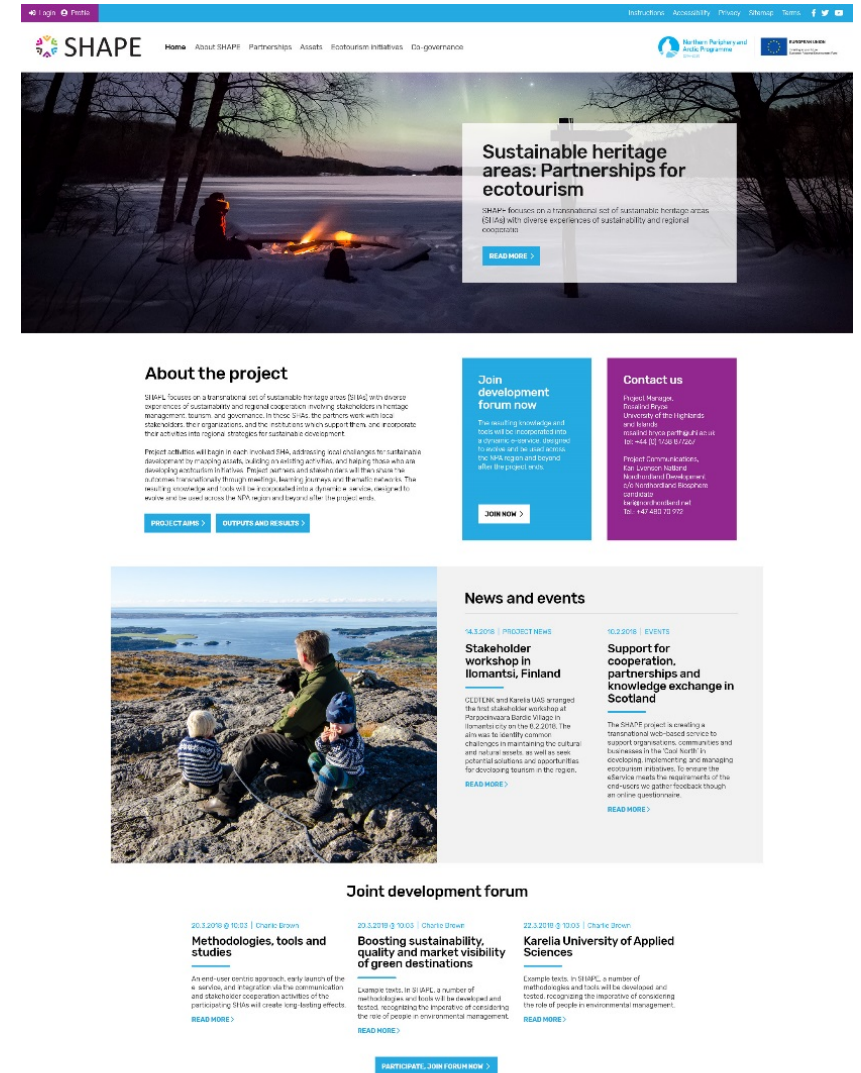


Transnational e-service



- ♥ 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





SHAPE

Thank you!

For more information please contact
Rosalind Bryce:
rosalind.bryce.perth@uhi.ac.uk

shapingecotourism.eu

 @SHAPE_Project  @SHAPE.Project



Northern Periphery and
Arctic Programme
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund



University of the
Highlands and Islands
Perth College

Centre for
Mountain Studies



Supporting the development of ecotourism initiatives in the Northern Periphery and Arctic

shapingecotourism.eu



Photo: Sami Niemeläinen

The background of the conference poster is a dark, nighttime photograph of a snowy landscape with bare trees and a body of water reflecting city lights.

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