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
Learning from transnational experience

Igaliku, Kujataa, Greenland
Remote, sparsely populated, niche tourist market

Snaefellnes, Iceland
Huge surge in tourist numbers over recent years, damage to assets, insufficient infrastructure
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
EXPECTED OUTCOMES

• Provide and test **sustainable local development initiatives** in the Northern Periphery and Arctic

• **Stakeholder engagement** in Sustainable Heritage Areas

• Fostering **ecotourism**

• Enhance transnational **knowledge exchange** and collaboration
1) Build partnerships and identify common priorities
2) Develop and test new approaches
3) Identify best practice and feed this back to communities and end-users
PARTNERSHIPS APPROACH

1) BUILD PARTNERSHIPS AND IDENTIFY COMMON PRIORITIES

- Stakeholder engagement
- Participatory approaches
- Mapping of assets
- Identifying innovative initiatives
2) DEVELOP AND TEST ECOTOURISM INITIATIVES

• Address local challenges

• Create **virtuous circles** from tourism to maintenance of natural & cultural heritage and community identity

• Build on existing activities

• Strengthen stakeholder partnerships
ECOTOURISM INITIATIVES IN DEVELOPMENT

- Great North Circuit
- Innu Culture
- The Camino of South Greenland (trails and local products)
- Visitor Harbour to promote responsible tourism
- Coastal trails
- Heritage trails - stories connected to the land
- Guide training programme (focused on young people)
- Destination management planning
- Ambassador scheme
- Wool and local food route
- Digital mapping
- Koitajoki area river route
- Agreement of partnership for sustainability

Northern Periphery and Arctic Programme
EUROPEAN UNION
Investing in your future European Regional Development Fund

University of the Highlands and Islands
Perth College
Centre for Mountain Studies
Main themes:
• Responsible tourism
• Branding (e.g. Slow adventure)
• Training (focus on young people)
• Local products (wool)
• Creating trails that link cultural and natural assets
• Destination management planning
PARTNERSHIPS APPROACH

3) IDENTIFY AND SHARE BEST PRACTICE

Learning journeys
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
Sharing knowledge and experiences to address common challenges in peripheral areas

International partnership

Knowledge exchange

Collaborate

Inspire
Thank you!

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