

Integrating natural and cultural heritage using local resources & development of thematic trails

Perspectives from SHAPE NPA project

Joensuu, 4.2.2020



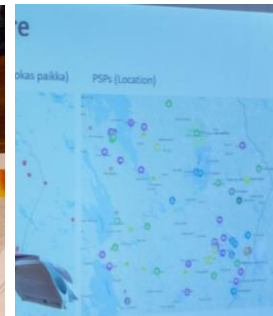
Daisy L. Silvennoinen,
Centre for Economic Development, Transport and the Environment for North Karelia



Final conference,
4-5-2-2020, Finland

SHAPE project objectives

- Stakeholder engagement
- Participatory mapping of cultural and natural assets
- Identify challenges in maintaining cultural and natural heritage and developing ecotourism
- Potential ecotourism products and services → ADDRESS identified challenges/enhance experiences

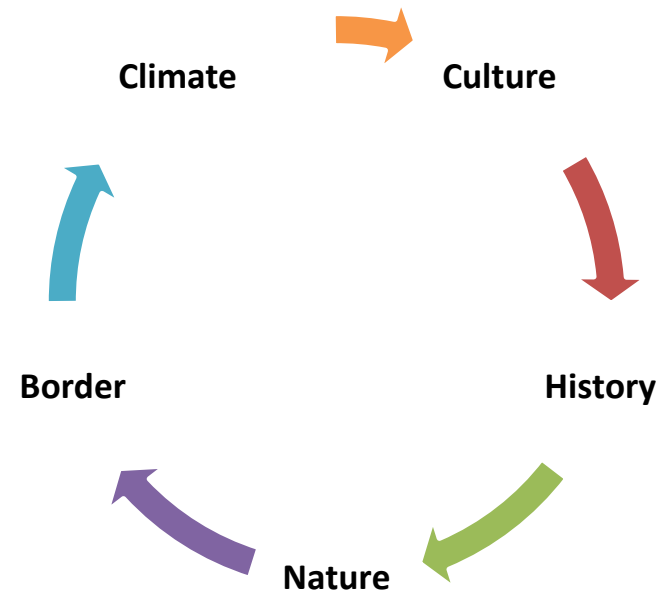


Heritage Routes in addressing challenges and opportunities

Solve region specific challenges



- Allow biosphere communities think:
 - Tangible/intangible heritage
→ themes? Connection?
 - Physical connectivity



Core elements: **Responsible - sustainable economy**

SHAPE aims

- ☐ local benefit; maintain natural and cultural heritage and community identity
- ☐ Strengthen or develop stakeholder partnerships
- ☐ Best practice for international knowledge exchange

Initiatives, selection and development process



→ Interlinkages
→ Regional strength
→ Challenges?

- Selection of ecotourism initiatives for development in each SHA



Slow Adventure in
Northern Territories



Cool Route: Cruising
Oceans on Latitudes above
51° North



Connected culture and
natural heritage in the
northern environment



Adapt Northern Heritage



Drifting apart: geological
heritage of the Northern
Periphery and Arctic region

- Development of stakeholder partnerships to work on initiatives

- *Workshops/discussions*
- *Research (Visitor needs/segment)*
- *Learning journeys*
- *Testing of initiatives*



Northern Periphery and
Arctic Programme
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund

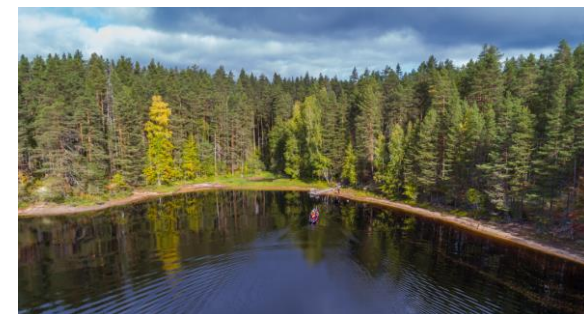
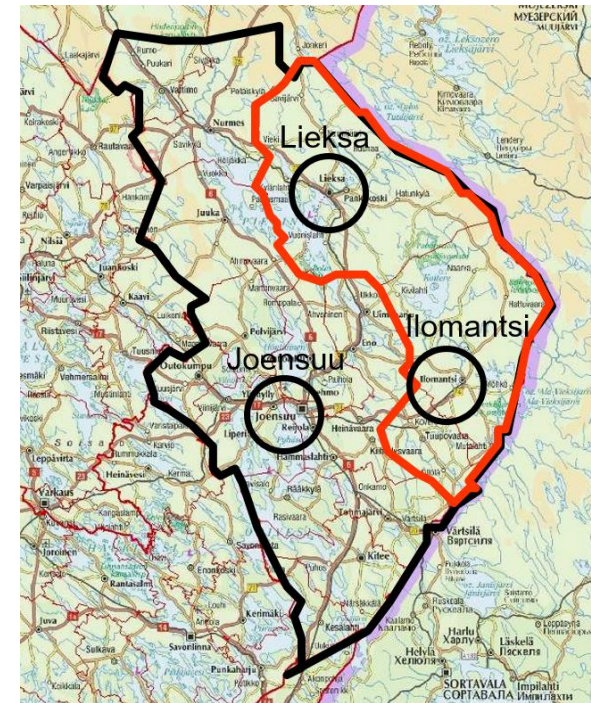


SHAPE

Final conference
Joensuu, 04-05.02.2020

Case 1; North Karelia Biosphere Reserve

- thousand lakes
 - forest capital of Europe
 - 3 national parks within biosphere reserve
 - national landscape
-
- Finnish national epic, Kalevala
 - Karelian cultural heritage
-
- services and service providers
- Tangible and intangible experiences



Strengths: nature, culture, services

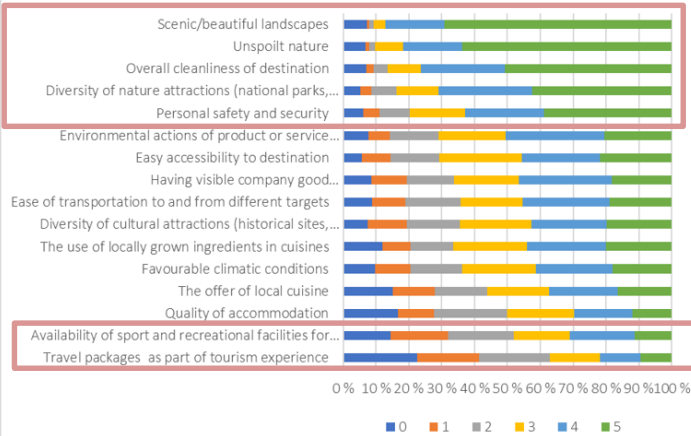


Challenges and opportunities

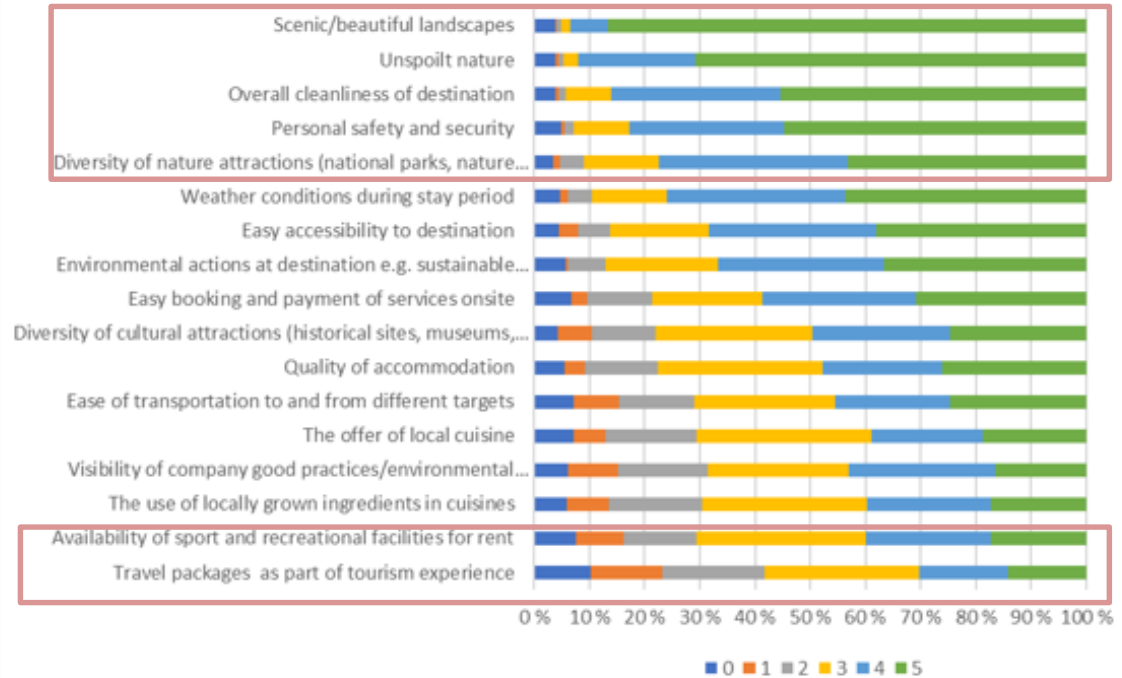
- availability of public transportation to different targets
 - day visitors and short overnights
 - visibility of product and service providers
-
- 1 hour drive from Joensuu city
 - good infrastructure (roads and routes)
 - local strengths, eg. nature and culture offers, local food, history
 - a wish to establish a stronger identity of the region (own brand)
 - what the region offers is also what many visitors to other parts of the North Karelia seek

Visitor views; post visit (n=663)

IMPORTANCE OF THIS ATTRIBUTE TO YOU
(0=not important.....5=very much)

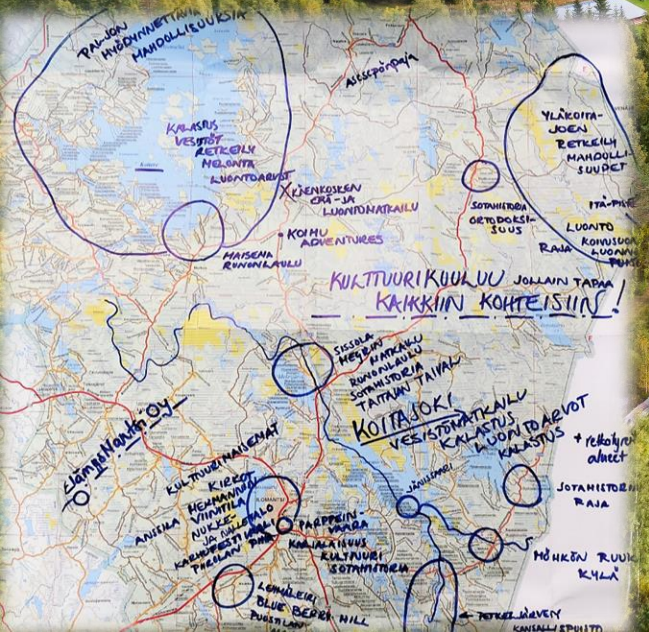


ATTRIBUTE AT DESTINATION
(outstanding: 0=not at all.... 5=very much)



← Need developing



[illegible]

A SLOW TRIATHLON concept (North Karelia)



NATURE TRIATHLON
KOITAJOKI
ILOMANTSI - FINLAND



Experiencing the region;
Slowness, Relaxation, Enjoyment

Case 2; Nordhordland

REGION
NORDHORDLAND

- Core area for wool production
- Sheep farms
- Museums and visitor centers dedicated to wool traditions
- Workshops and small-scale industry coloring and spinning yarn
- Traditional and modern producers of woolen garments

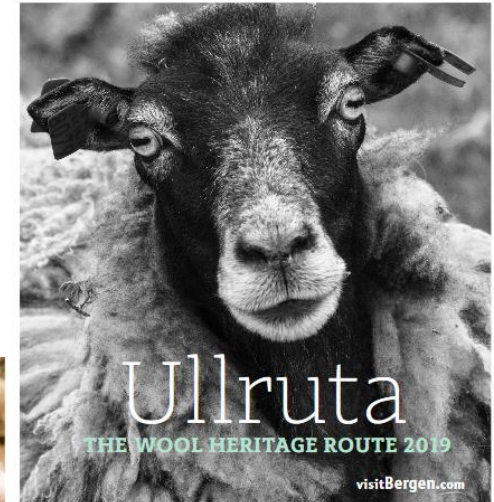


Challenges and opportunities

- coordination and marketing
 - visibility of infrastructure and services (transport/accommodation/food)
 - weather (rainy)
-
- ½ hour drive from Bergen city
 - local initiatives, eg. wool, local food and bike
 - local roads-short distances
 - a wish to establish a stronger identity of the region
 - what the region offers; visitors to Western Norway are searching for

Initiative; Wool heritage route concept (Nordhordland)

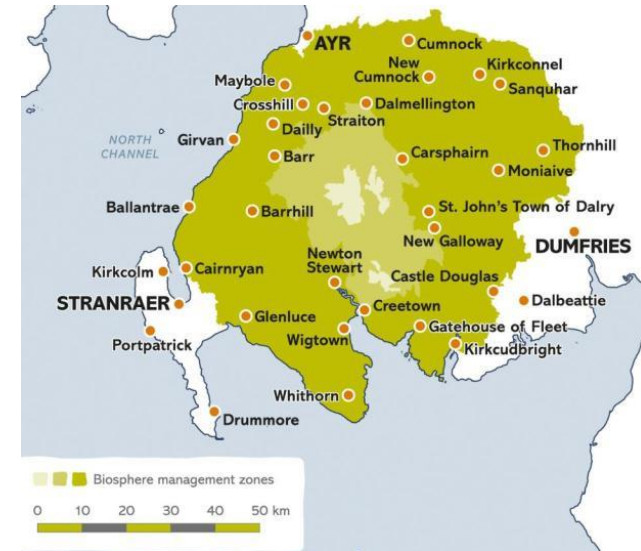
- Cultural landscape “made” by the sheep
- History of textile industry
- Rich cultural heritage – crafts/knitting/weaving
- Growing interest for the use of local/Norwegian wool
- Established collaboration with Visit Bergen



Case 3: Galloway and Southern Ayrshire Biosphere



- Area's history and landscape connection
 - Robert the Bruce Battle of Glen Trool
 - Land-use changes– Hill farming > forestry
- Galloway Forest Park -largest in UK
- Galloway Forest IDA Dark Sky Park - first gold standard dark sky park in Europe
- Glentrool is also home to one of the world-famous 7stanes mountain bike trail



Challenges and opportunities

- Glentrool Village → forest workers & shift
 - change in make-up of population
 - primary school closure
-
- new future and story for the village
 - active Glentrool Village members
 - wealth of assets identified both tangible and intangible



Initiative: Glentool and Cree valley area of the biosphere

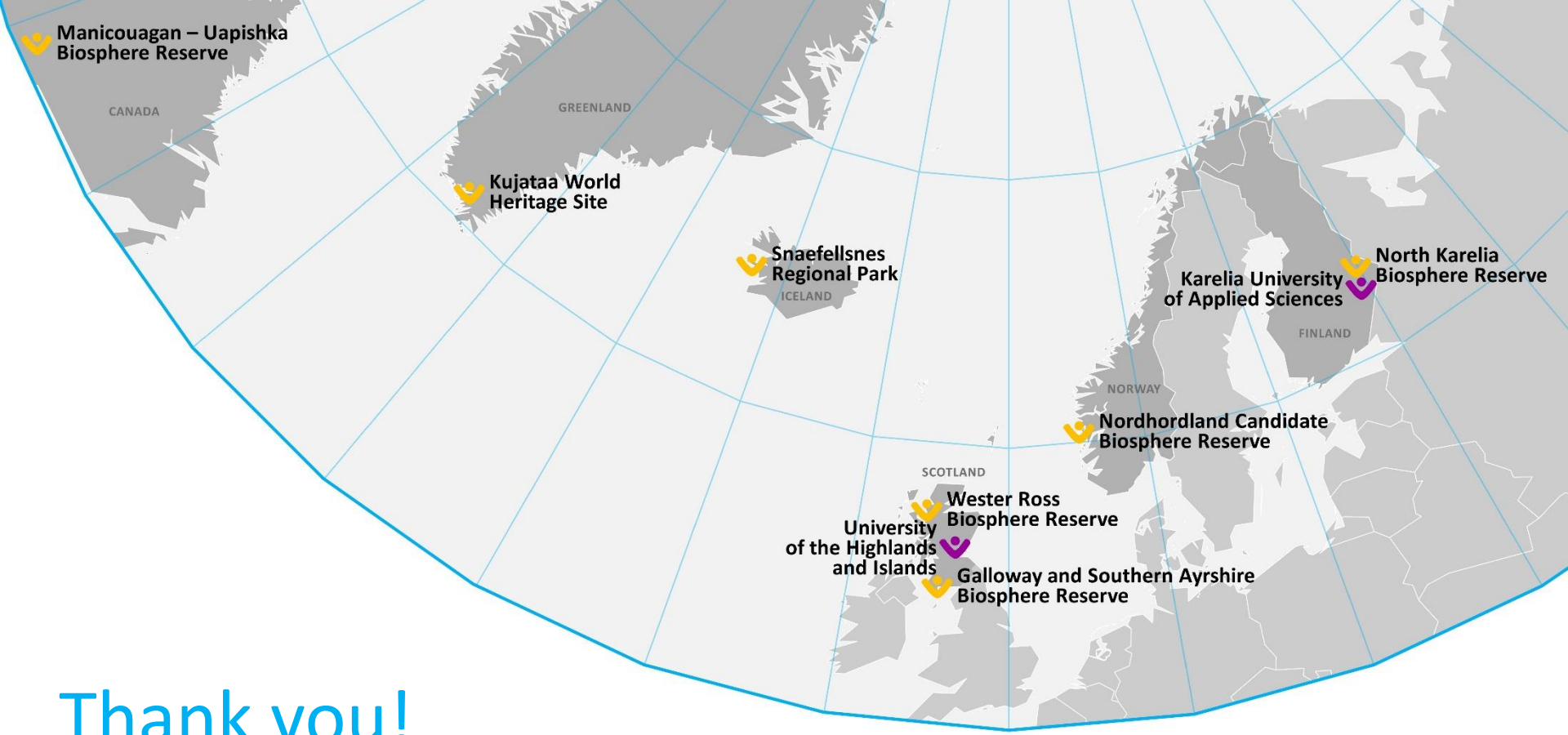


GUIDED/UNGUIDED EXPERIENCES OF THE BIOSPHERE

- nature, heritage and culture, story of the changing land-use
- partnering and packaging up local guides with accommodation providers and local food opportunities
- stories and experiences connected to the land ‘**Our Home – Our Heritage**’ and Biosphere Experiences in the Dark Sky Park
- self-guided information leaflets/tools that complement the guided opportunities

→ guided experiences are currently taking place





Thank you!

Photos:

Slide 3: Sami Niemeläinen

Slide 8: Visit Karelia, Visit Ilomantsi, Sami Niemeläinen

Slide 17: Tord Litleskare Gonzales, Kjersti Isdal

Rest photos: North Karelia Biosphere Reserve and its partners, SHAPE partners and their networks



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



EUROPEAN UNION

Investing in your future
European Regional Development Fund



SHAPE