



# Shaping ecotourism in partnership: Practical perspectives

BIENVENU! FAILTE! TERVETUOLA! TIKILLARUIT!  
VÄLKOMMEN! VELKOMINN! VELKOMMEN!  
WELCOME!





# SHAPE Final Conference

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Northern Periphery and  
Arctic Programme  
2014–2020



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# How did SHAPE start?



## 1) Biosphere Reserves



- “sites of excellence to explore and demonstrate approaches to conservation and sustainable development on a regional scale”
- regional networks for information exchange, networking and support: EuroMAB and NordMAB

## 2) Interreg programmes



- projects based on partnerships, emphasizing trans-national learning

# SHAPE: the elements



- SHA
  - Sustainable Heritage Areas: Biosphere Reserves, Regional Parks
- Partnerships
  - Local/regional and transnational
- Ecotourism
  - Creating ‘virtuous circles’ between
    - people working in tourism
    - people responsible for cultural and natural heritage

# The project(s)



- Preparatory project
  - November 2015 - April 2016
- Main project
  - Proposal submitted: November 2016
  - Approved: March 2017
  - Implementation: May 2017 - April 2020

## Aim

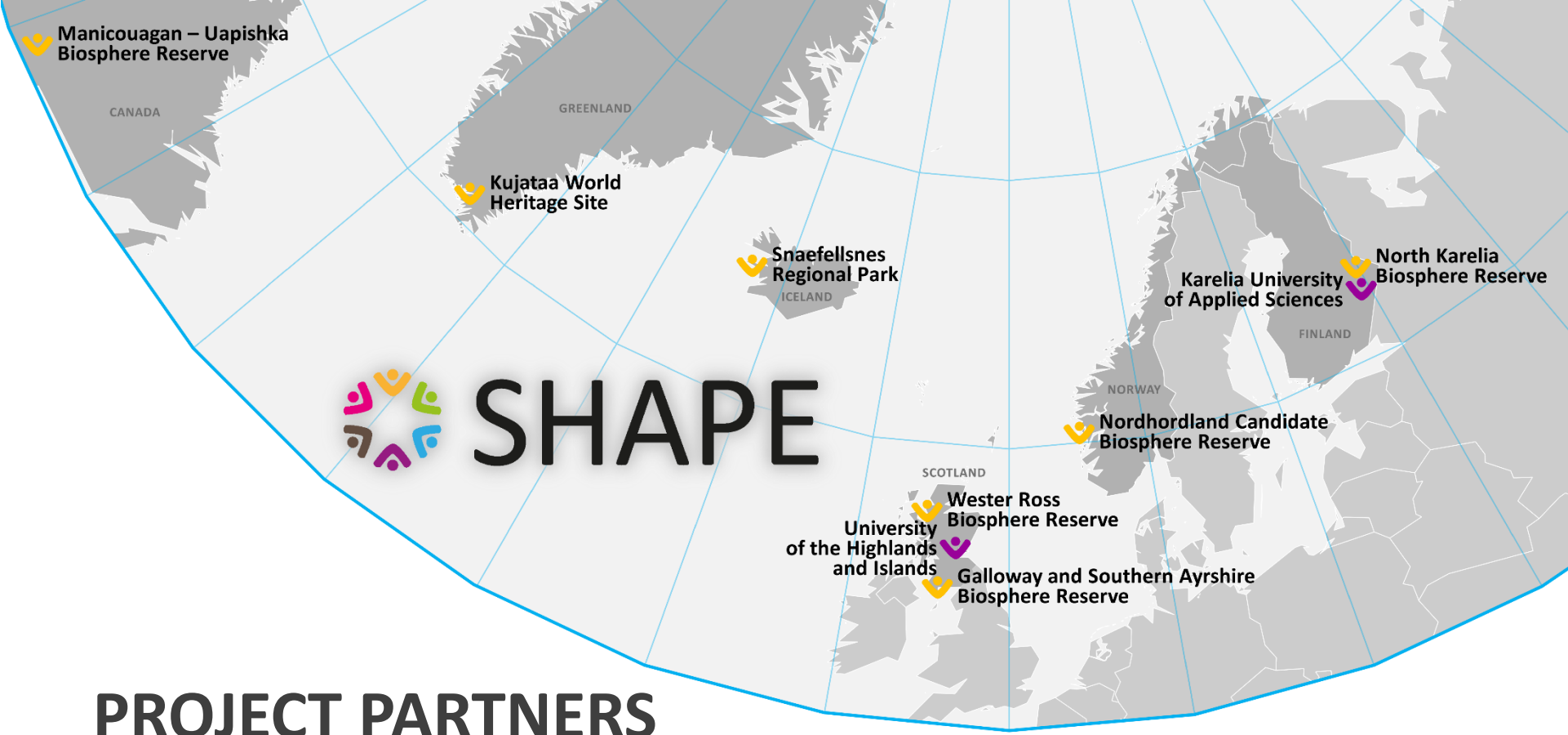
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To enable **authorities, businesses and communities** to develop **innovative approaches** for **ecotourism initiatives** in **sustainable heritage areas** which **preserve, manage and create economic value from local assets** in the Arctic region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

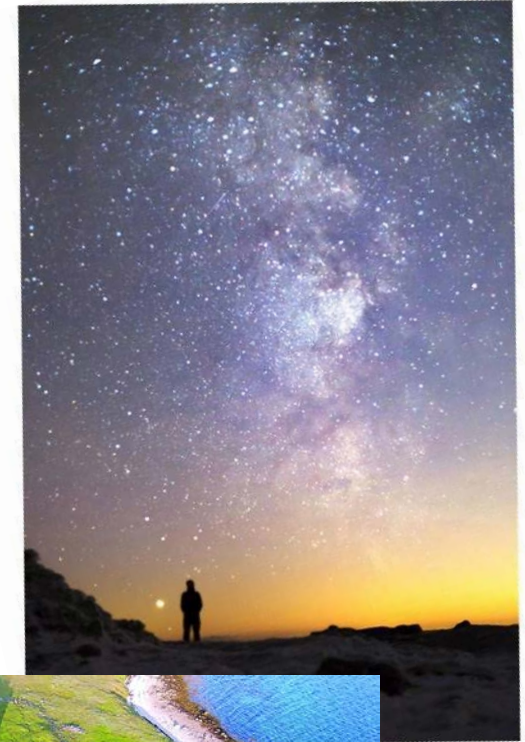
# Addressing common challenges

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- ♥ 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



[Report on shapingecotourism.eu](https://shapingecotourism.eu)



# Learning from transnational experiences

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# PARTNERSHIPS APPROACH



## 1) BUILD PARTNERSHIPS AND IDENTIFY COMMON PRIORITIES

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

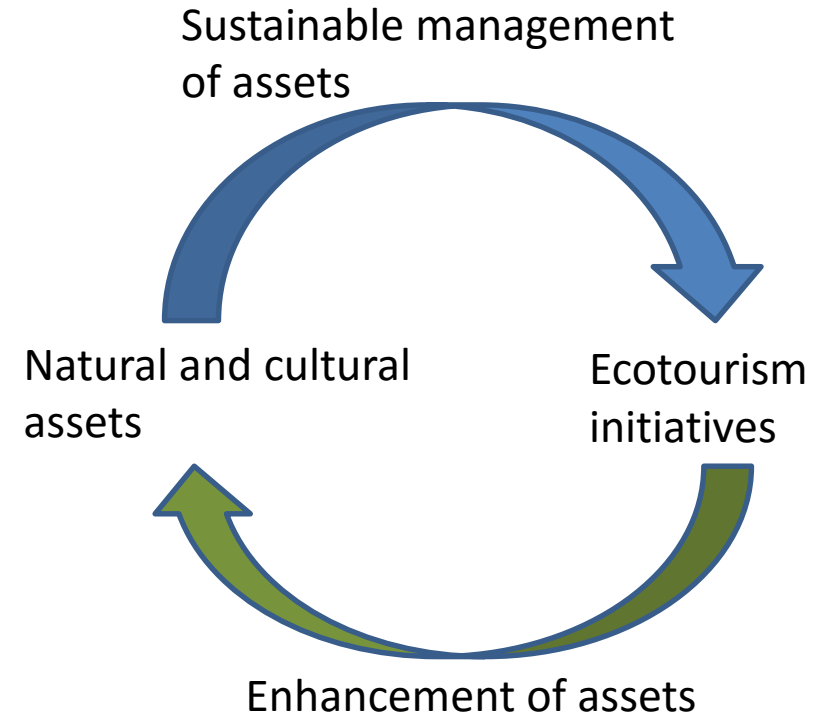


# PARTNERSHIPS APPROACH



## 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
- Indigenous ecotourism

The Camino of South Greenland  
(trails and local products)

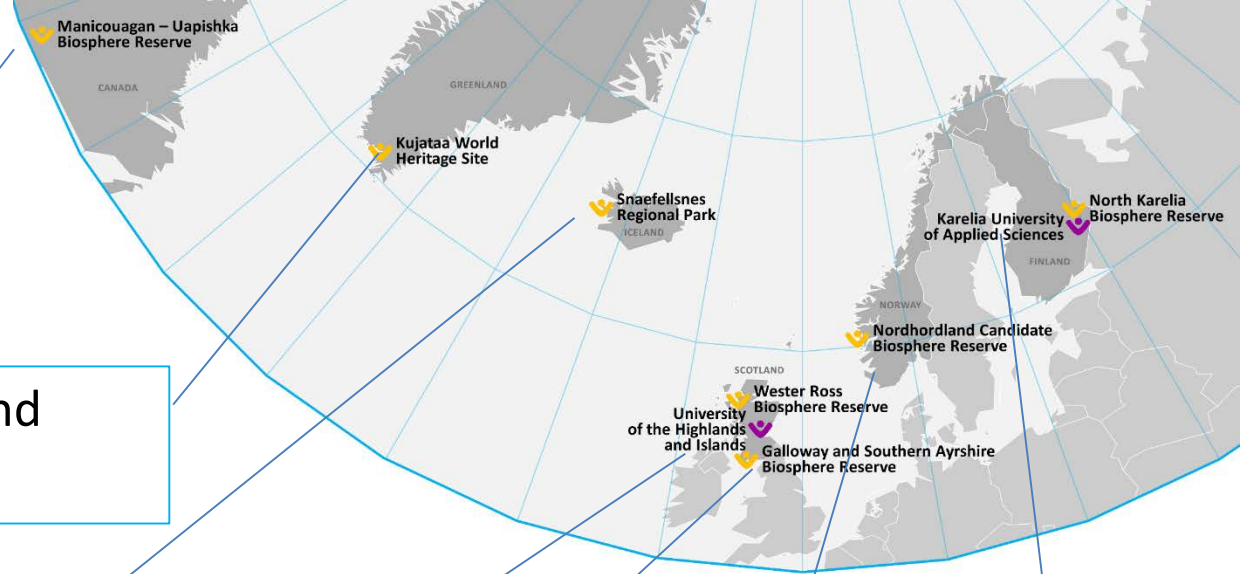
Snæfellsnes visitor centre to  
promote responsible tourism  
Coastal trails

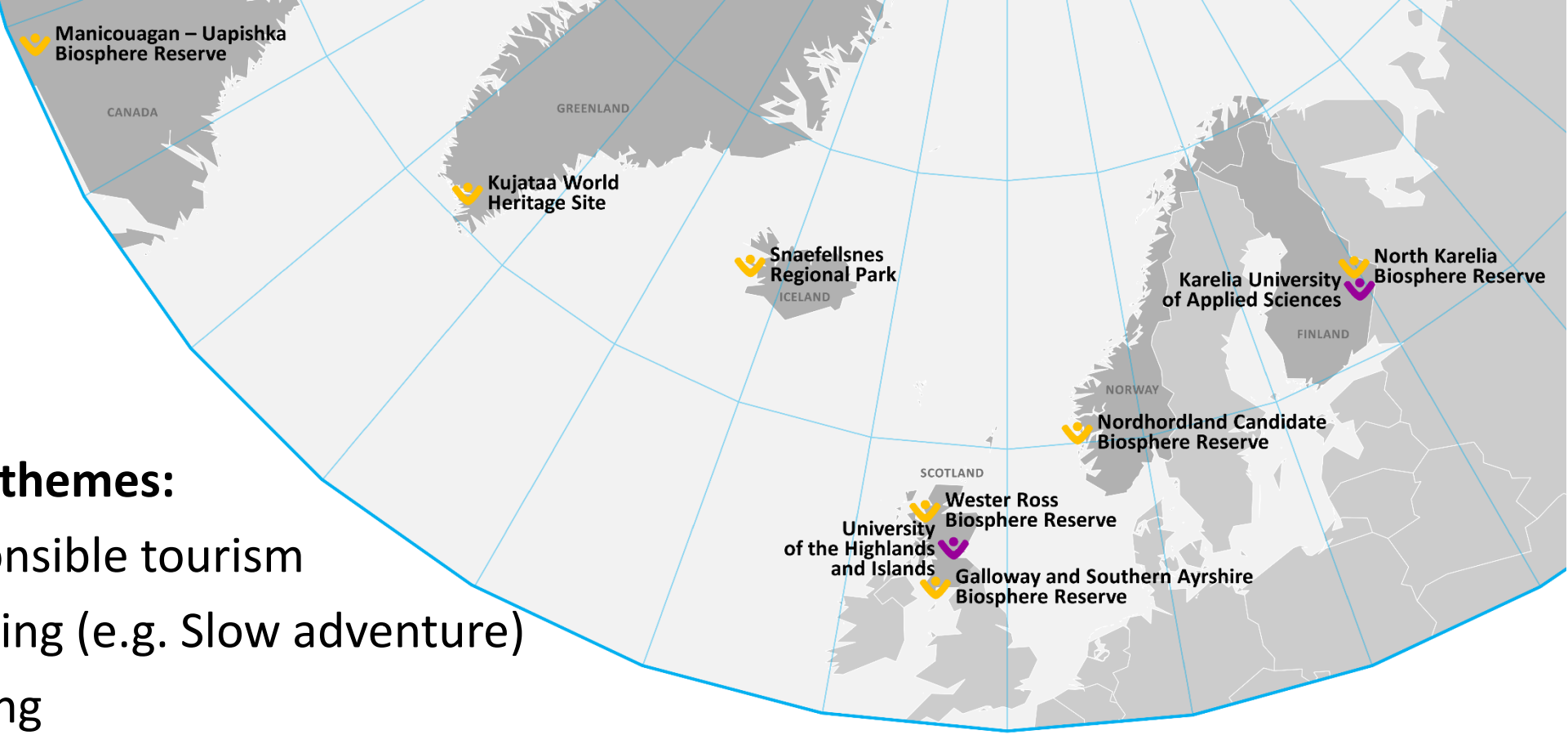
Destination management plan for  
Biosphere

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



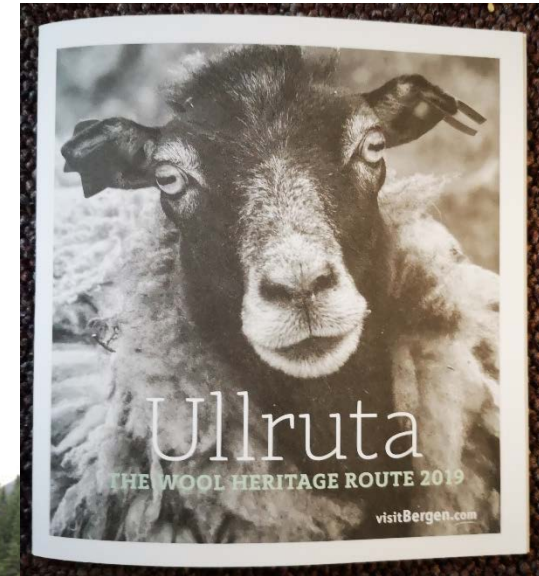
## 3) IDENTIFY AND SHARE BEST PRACTICES

Learning journeys





# Learning Journeys

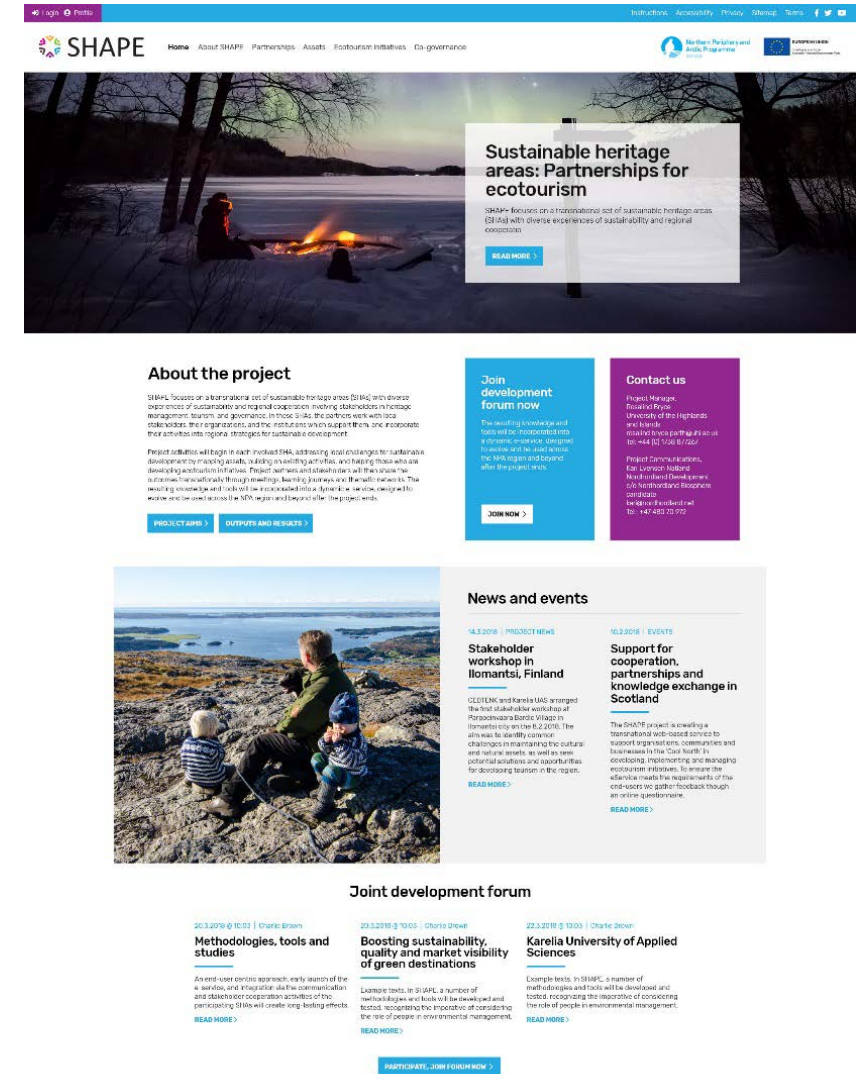




# Transnational e-service



- ♥ 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
- ♥ Future training portal ?



# Governance of SHAs



Essential basis for all activities  
Many different models and experiences

♥ Comparative analysis report:  
see [shapingcotourism.eu](http://shapingcotourism.eu)

Decision-making tool

- ♥ Legitimacy
- ♥ Resilience
- ♥ Efficiency and effectiveness
- ♥ Resources for management

Workshop tomorrow:  
outcomes on [shapingcotourism.eu](http://shapingcotourism.eu)









# SHAPE

Thanks for your attention -  
and enjoy the conference!

[shapingecotourism.eu](http://shapingecotourism.eu)

 @SHAPE\_Project  @SHAPE.Project



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# Learning from transnational experience

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