



DIGITAL APPROACHES TO ECOTOURISM

Marie McNulty
Galloway and Southern Ayrshire Biosphere



Northern Periphery and
Arctic Programme
2014–2020



EUROPEAN UNION

Investing in your future
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GALLOWAY AND
SOUTHERN AYRSHIRE
BIOSPHERE

THE PROJECT ACTIVITY



- Developing and maintaining effective stakeholder partnerships
- Capitalising on assets
- Creating eco-tourism initiatives - development of products and services
- National and International promotion

DEVELOPING AND MAINTAINING STAKEHOLDER PARTNERSHIPS



Various digital methods to reach stakeholders

- On-line surveys
- E-Newsletter
- Social media



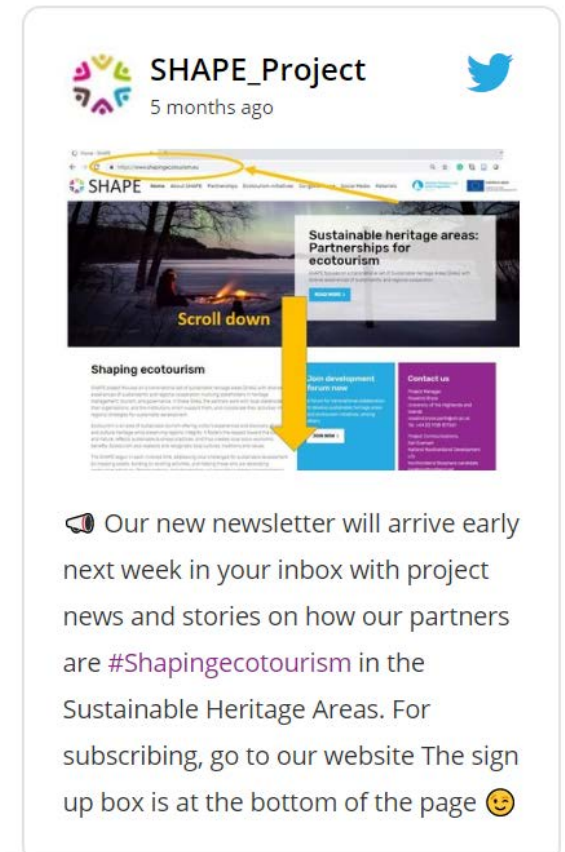
DEVELOPING AND MAINTAINING STAKEHOLDER PARTNERSHIPS



Newsletter shared by e-mail and social media became available through e-service



#ShapingEcotourism



🔊 Our new newsletter will arrive early next week in your inbox with project news and stories on how our partners are **#Shapingecotourism** in the Sustainable Heritage Areas. For subscribing, go to our website The sign up box is at the bottom of the page 😊

CAPITALISING ON ASSETS



Methods to map and analyse assets to support management of them

Create a Heritage and Infrastructure map – illustrating the natural and cultural heritage assets, and the existing associated infrastructure, in the region.

Develop eco-tourism products and services

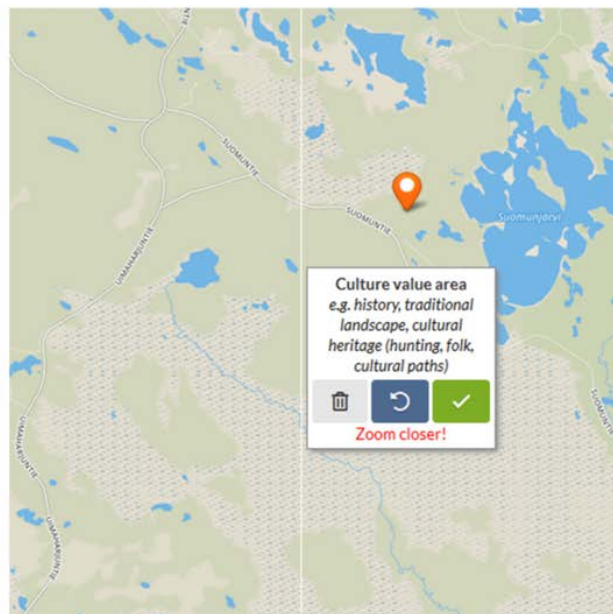
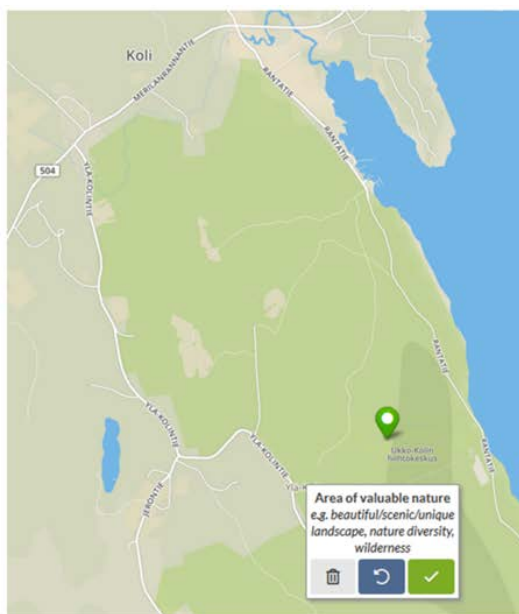


ASSET MAPPING



Maptionnaire Application –North Karelia (on-line map-based survey)


- Respondents mapped places of valuable to them – nature and culture (regional values)
- Visitors mapped Strengths and Weaknesses, problems faced while at the destination and issues they felt needed developing



REGION AND VALUES

My feedback is for the following area:

☒ Koli
☐ Patvinsuo
☐ Ruunaa



If you need guidance, kindly look below!

Area of valuable nature	
Culture value area	
Hobbies and recreation value area	
Story telling would add value to this area	
Valuable place for other reason	
This area needs developing	

Quick guide:

-In order to **choose an area of interest**, kindly click a value (rectangular box/colour pin) to direct you to the map. Then using your mouse/finger, you can move the colour button to your area of interest after which you click the green tick sign to save your marked value(s).

-**To move the map**, kindly click on the map and drag it to your desired area.

-**Drawing an area for development**: hold & drag map to area before clicking to start drawing.



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ASSET MAPPING



OPINIONS ON REGION OF TRAVEL

IMPORTANCE OF THIS ATTRIBUTE TO YOU (1-not important, 5-very important)	1	2	3	4	5
Personal safety and security	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall cleanliness of destination	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy accessibility to destination	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic/beautiful landscapes	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unspoilt nature	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Favourable climatic conditions	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity of nature attractions (national parks, nature activities offered)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity of cultural attractions (historical sites, museums, cultural events, traditions, etc)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of sport and recreational facilities for rent	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of accommodation	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The offer of local cuisine	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The use of locally grown ingredients in cuisines	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of transportation to and from different targets	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy booking and payment of services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental actions at destination e.g. sustainable products, waste sorting/recycling points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental actions of product or service provider	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having visible company good practices/environmental actions e.g. on webpages, brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Story telling as part of tourism experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Identify key and cultural assets in the region, their structures and uses

Common Challenges faced by tourism companies and other tourists in accessing and use of assets,

Current Stakeholder Relationships and their development needs

OPINIONS ON AREAS NEEDING DEVELOPMENT

Where do you miss additional services that would enhance tourism experience in the region? (programme services, accommodation, tourism support services)

What new services do you wish to have in the area?

Do you know any interesting stories relating to particular places in the area?

How would you brand the region you visited?

☒ Nature destination
☐ Culture destination
☐ Nature and culture destination

Other, what?

GIS mapping (Geographical Information System)

- GIS technology can combine the figure information which reflects the geographical position together with various kinds of information.
- GIS-based approach application has potential for information management in ecotourism region because it has such great spatial analysis functions, that it can produce lots of graphic features. It can help with planning and understanding a geographical area
- Used by majority of SHAPE partners to map assets and SHA areas
- Future possibilities of GIS - could offer visitors with a useful tool to facilitate their activity planning matched personal interests and tourism resources.

ASSET MAPPING



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What's special about this place. What are its assets? What are its qualities?

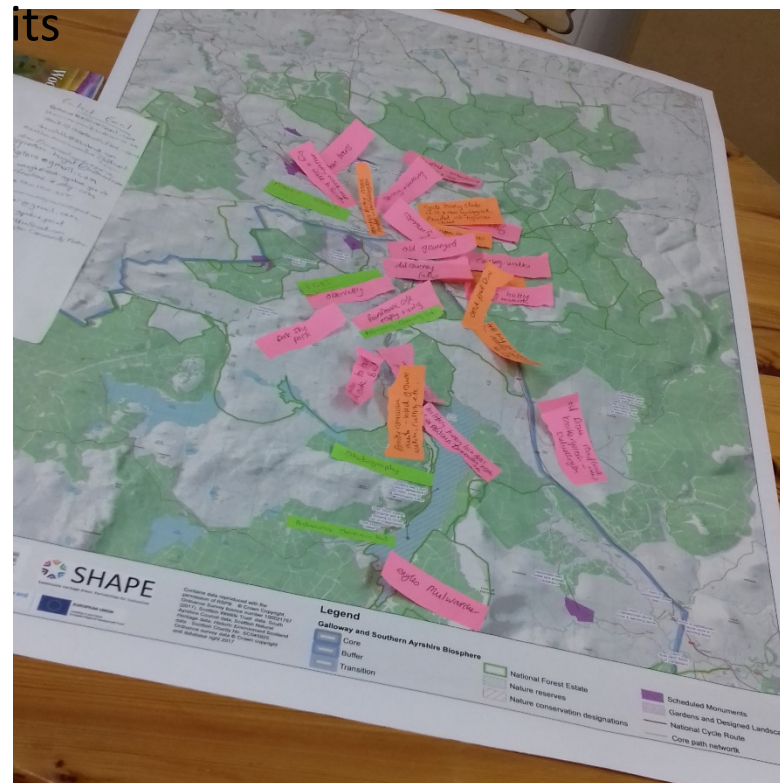
What are its resources?

Tangible

- Landscape Recreation
- Wildlife
- Heritage (tangible)
- Services and Infrastructure

Intangible Assets

- Cultural
- Stories and Traditions
- History and Heritage (non tangible)
- Events and Happenings



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ASSET MAPPING



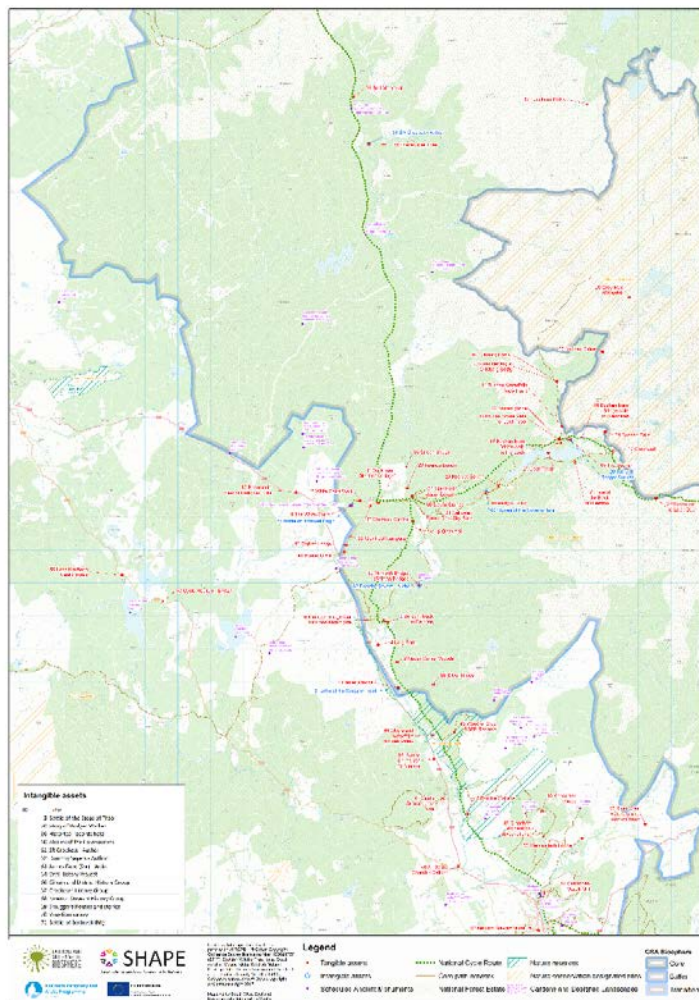
Intangible /Tangible assets

60 IT 10 Stories of the Covenanters

61 IT 58 SR Crockett - Author
Author of the 'The Galloway Raider' featuring locations 'The Raiders' is an 18th century smuggling tale, set in Galloway

62 IT 59 Dorothy Sayers - Author
Minnoch River - featured in 5 Red Herring's novel

64 IT 62 Oral History Project
Ethnographic Study recordings and transcribed by Edinburgh University School of Scottish Studies



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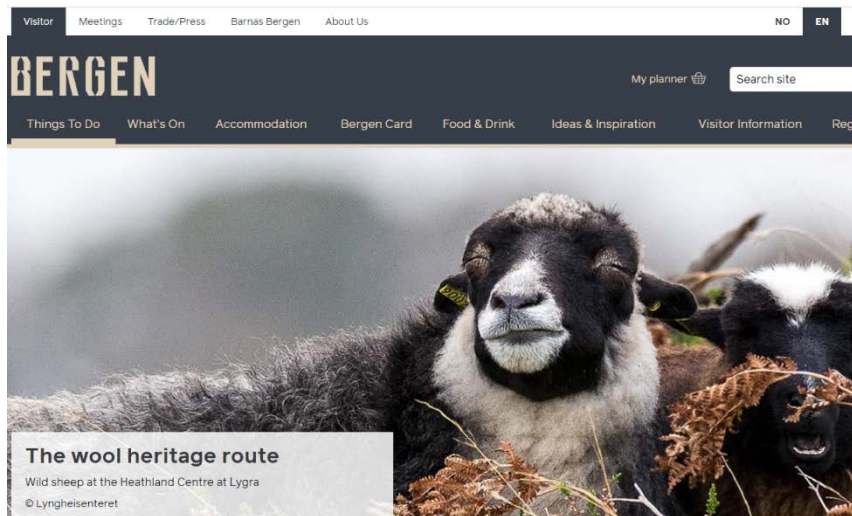


CREATING ECO-TOURISM INITIATIVES NATIONAL AND INTERNATIONAL MARKETING



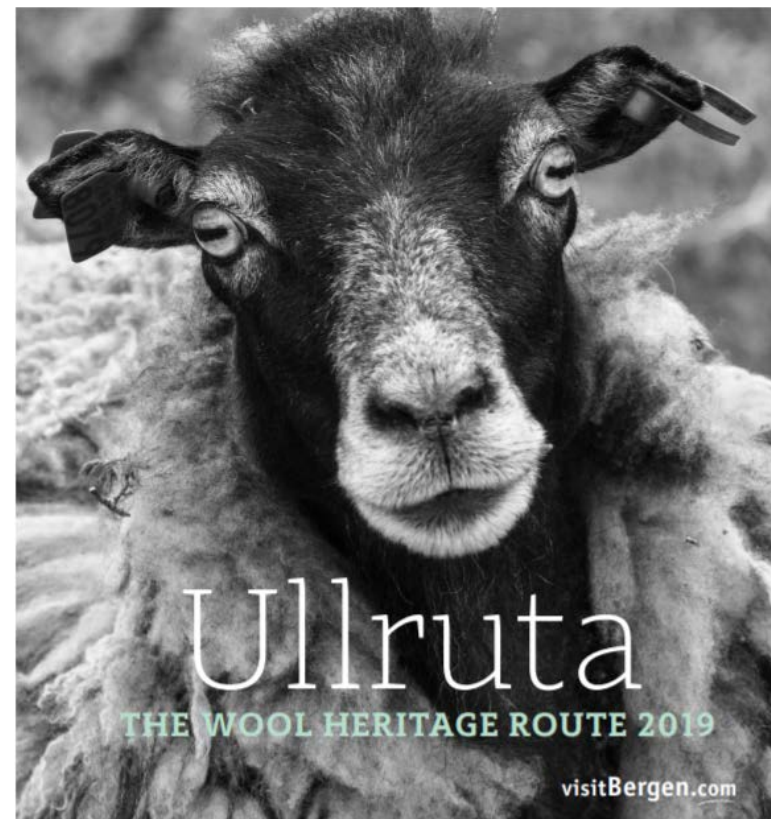
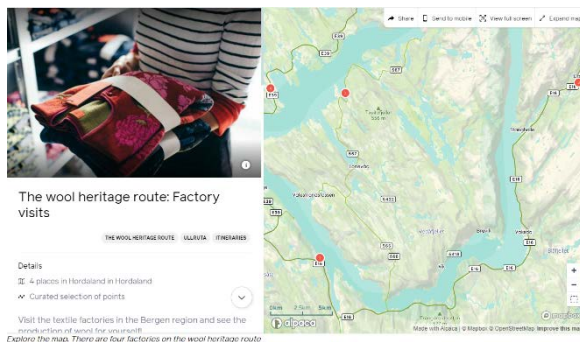
The Wool Heritage Route

NORDHORDLAND BIOSPHERE



The wool heritage route

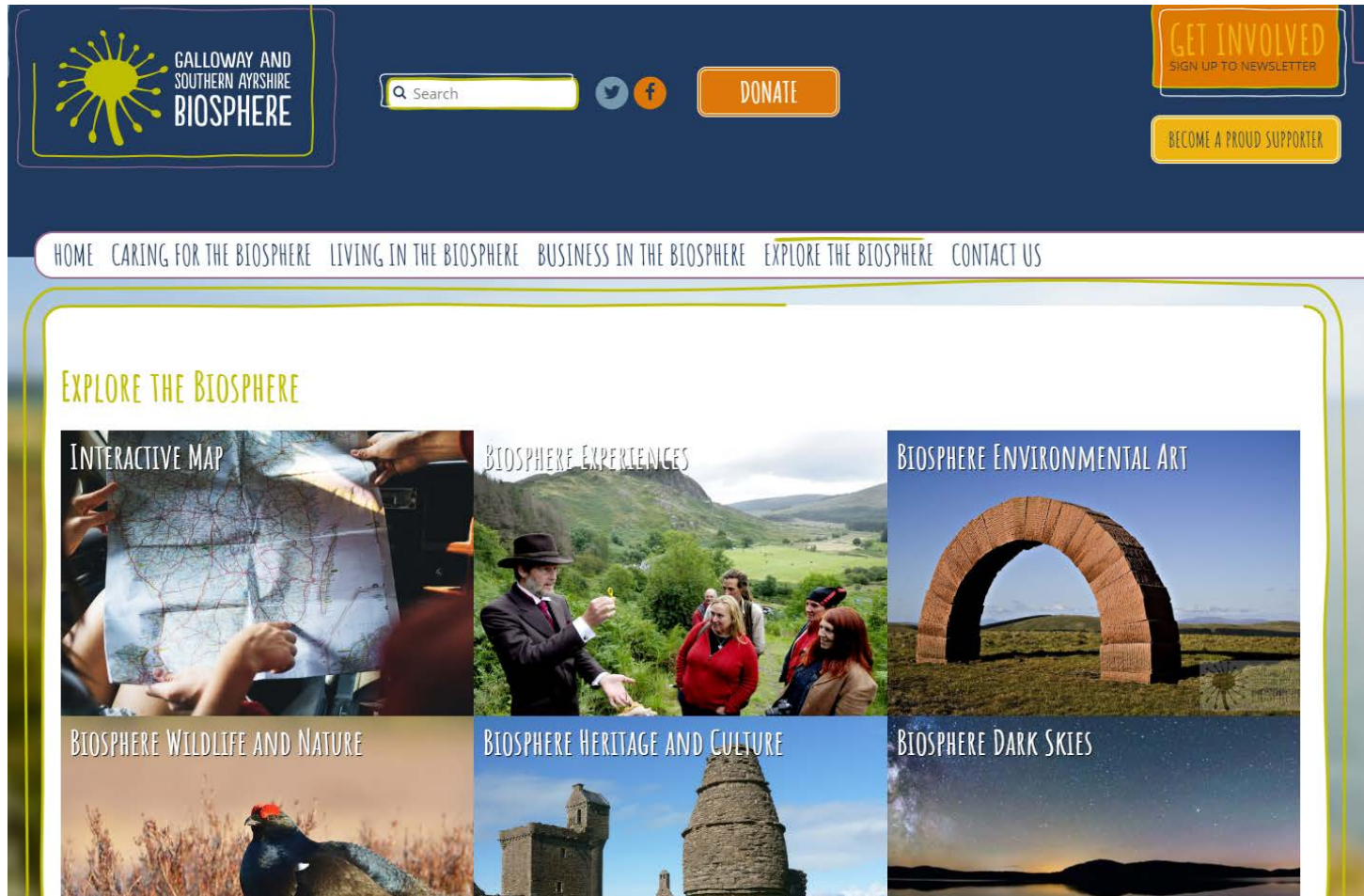
The open, treeless coastal landscape around Bergen has been formed by the people and animals that have lived here. The wool route takes you back thousands of years to the Viking Age and up to the modern designs of 2019.



visitbergen.com/visitor-information/brochures

Biosphere Experiences

GALLOWAY AND SOUTHERN AYRSHIRE BIOSPHERE



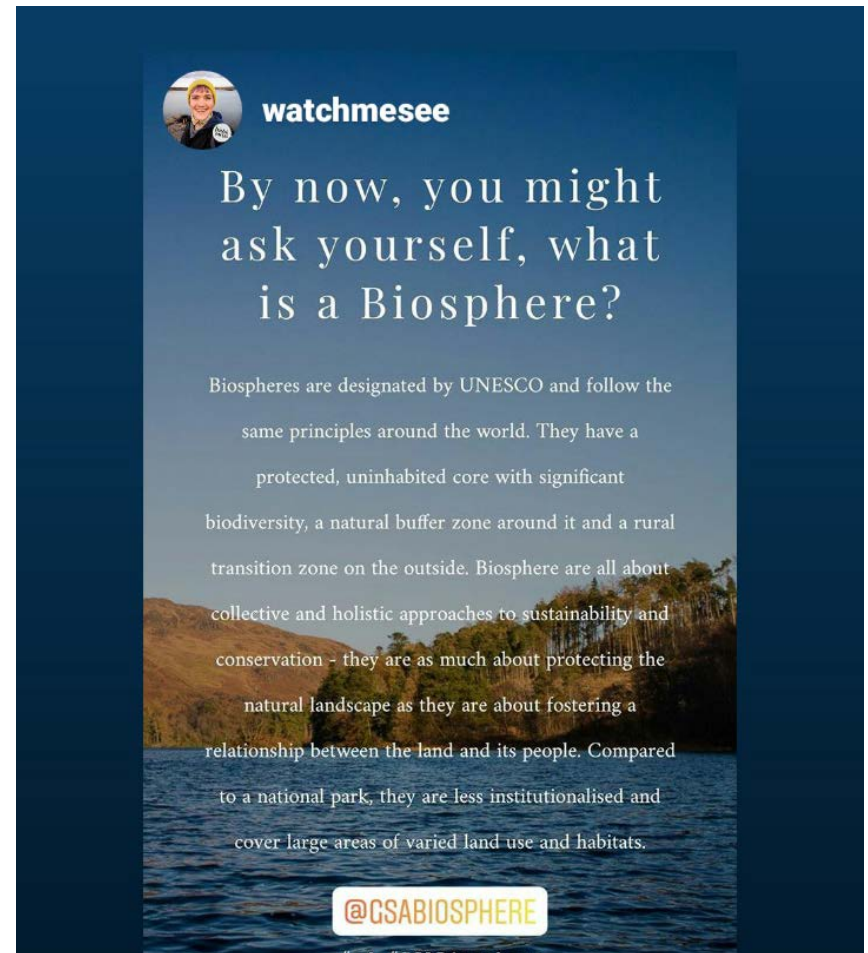
www.gsabiosphere.org.uk/explore-the-biosphere/

Biosphere Experiences

Social Media Case Study - Travel Blogger

Facebook
Twitter
Instagram
Blog

Media messages always follow one or more of the following four goals: seeking attention, creating memories, producing joy and encouraging others. Especially visual memories are supposed to convey and activate emotions
Bolls, Lang, & Potter (2001)



Slow Triathlon

NORTH KARELIA BIOSPHERE





Thank you!



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SHAPE