



SHAPE

SUSTAINABLE HERITAGE AREAS: PARTNERSHIPS FOR ECOTOURISM



Northern Periphery and
Arctic Programme
2014–2020



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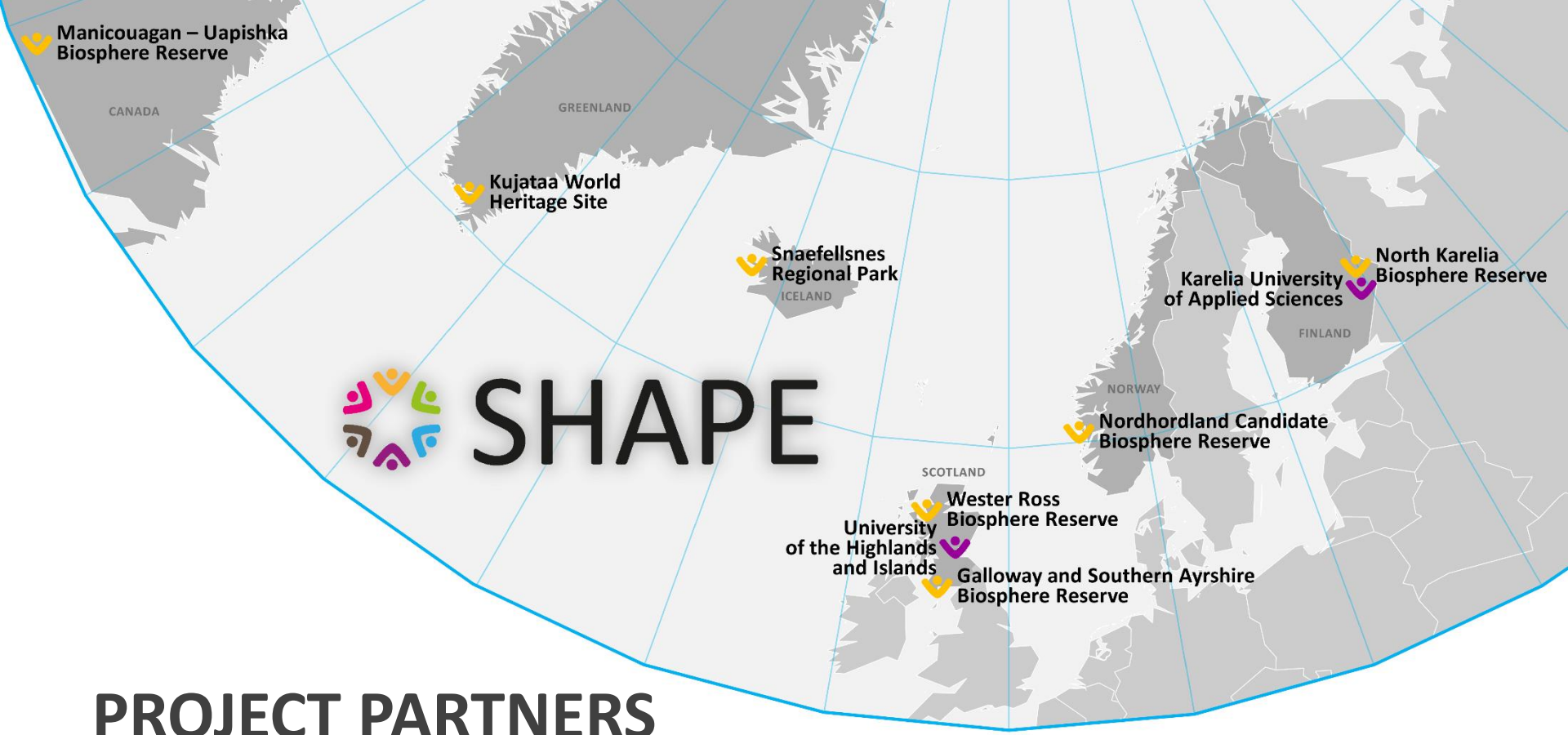
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AIM



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



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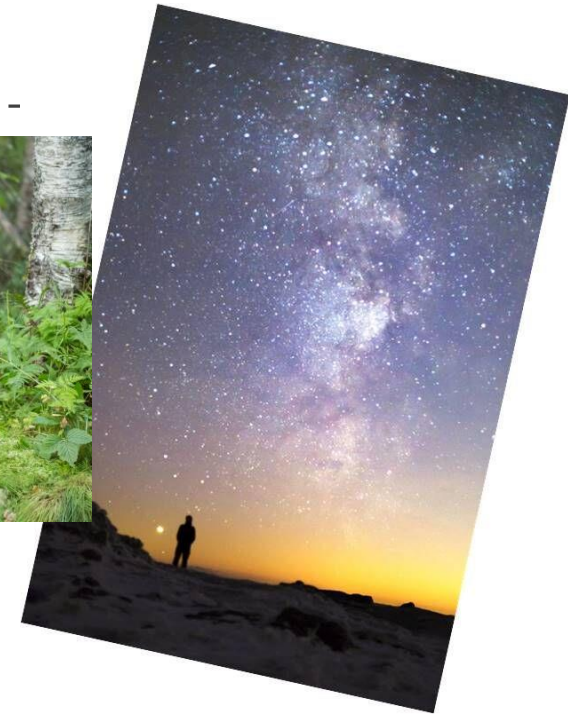
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Addressing common challenges

- 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

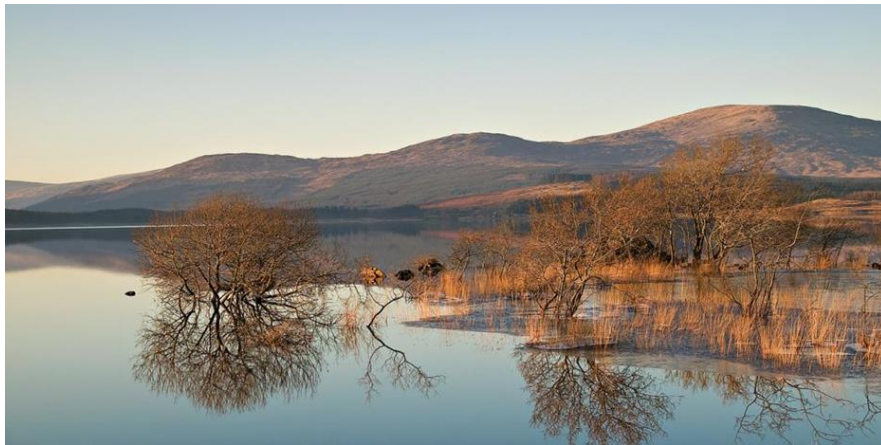


Snaefellnes, Iceland

Huge surge in tourist numbers
over recent years, damage to
assets, insufficient infrastructure



The Scottish context



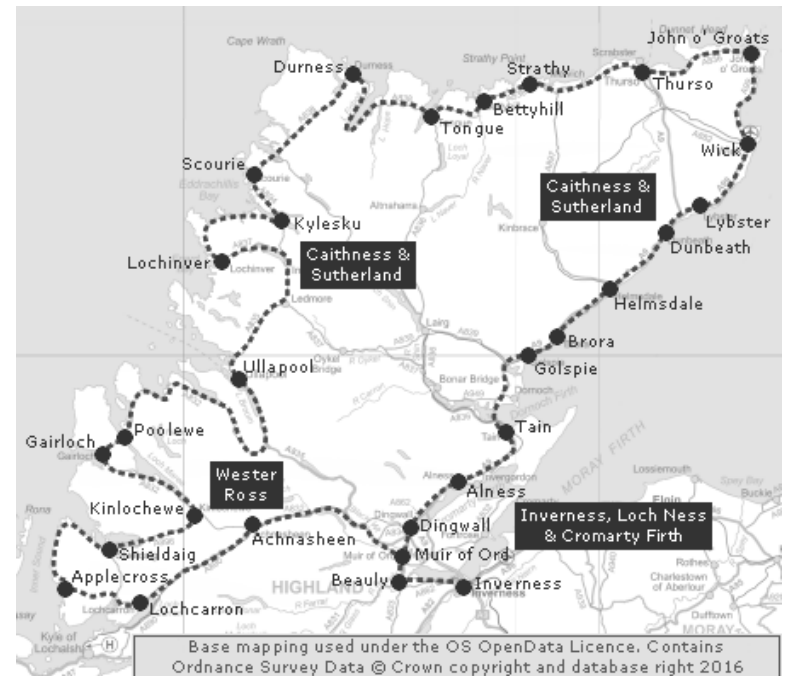
Galloway and Southern Ayrshire biosphere

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



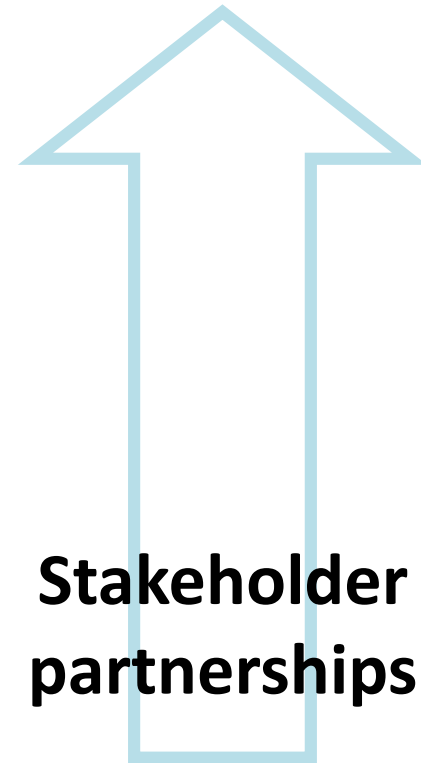
- Provide and test **sustainable local development initiatives** in the Northern Periphery and Arctic
- **Stakeholder engagement** in Sustainable Heritage Areas
- Fostering **ecotourism**
- Enhance transnational **knowledge exchange and collaboration**



PARTNERSHIPS APPROACH



- 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

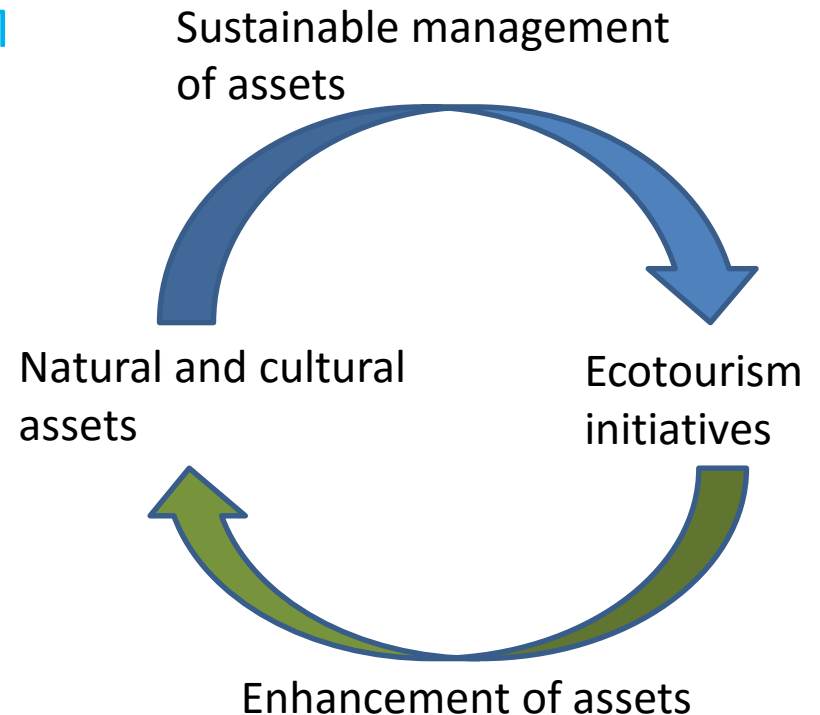


PARTNERSHIPS APPROACH



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
- Innu Culture

- The Camino of South Greenland (trails and local products)

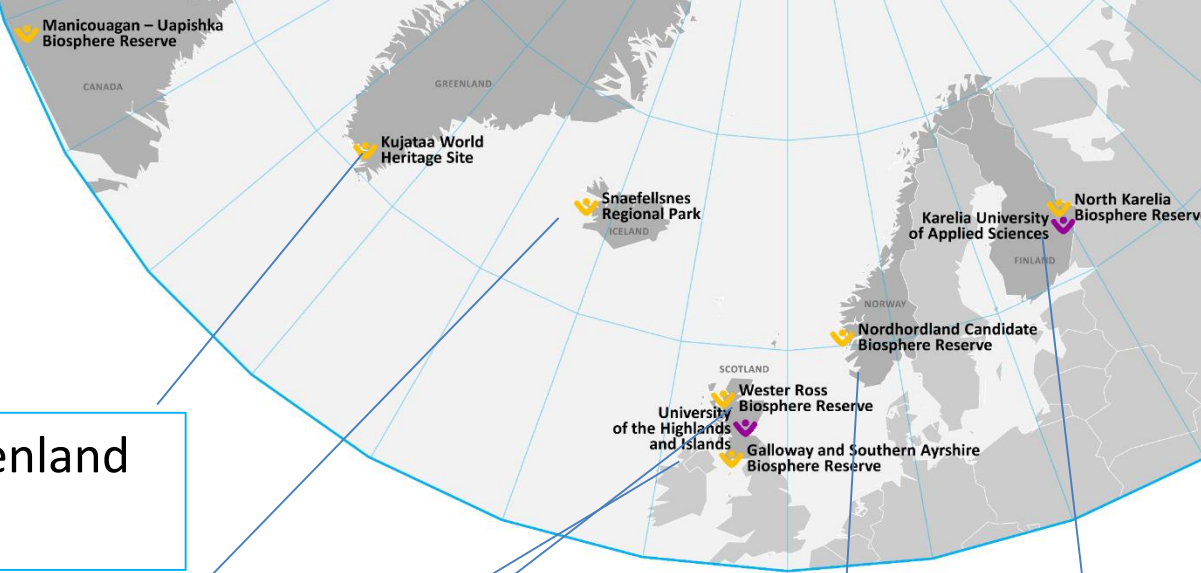
- Visitor Harbour to promote responsible tourism
- Coastal trails

- Heritage trails - stories connected to the land
- Guide training programme (focussed on young people)

- Destination management planning
- Ambassador scheme

- Koitajoki area river route
- Agreement of partnership for sustainability

- Wool and local food route
- Digital mapping





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

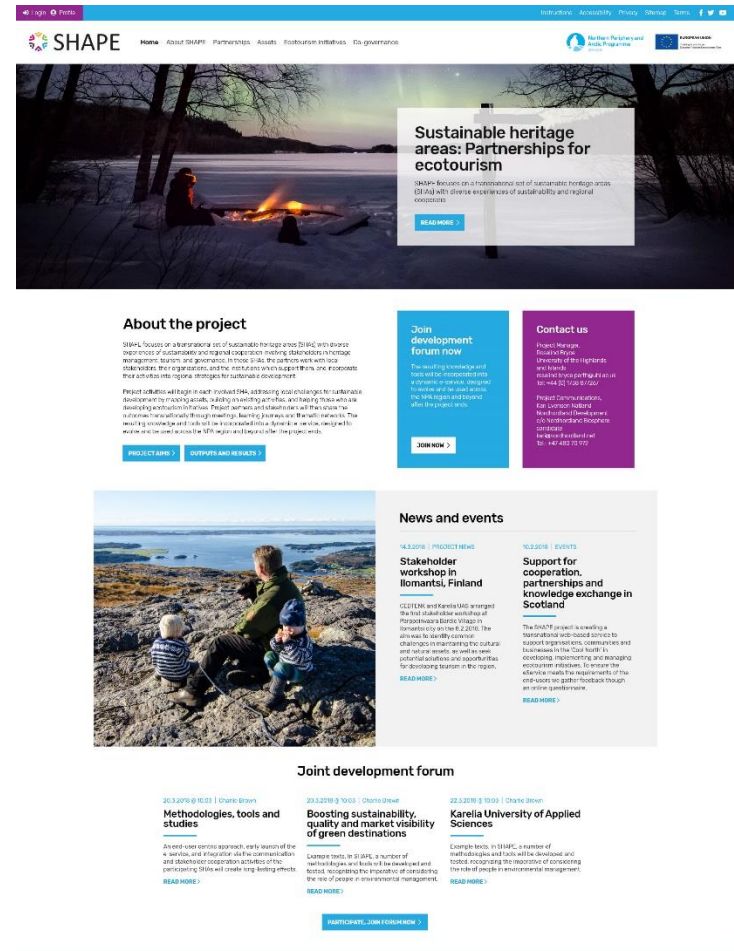
Learning journeys



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



INTERNATIONAL DIMENSION



Sharing knowledge and experiences to
address common challenges in
peripheral areas

International partnership

Knowledge exchange

Collaborate

Inspire



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Thank you!

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