

# SET OF COMMON CHALLENGES FOR PARTNERSHIPS OF STAKEHOLDERS TO WORK ON ACROSS THE SHAs

Sustainable Heritage Areas: Partnerships for Ecotourism  
Deliverable DT1.4.2

SHAPE

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## Acronyms

SHA Sustainable Heritage Areas

## Introduction

One of the objectives of the SHAPE project is to establish enduring stakeholder partnerships that maintain and develop cultural and natural heritage assets in SHAs through ecotourism initiatives that contribute to the sustainable growth of local communities, and transnationally share the experience gained.

Challenges were discussed at the regional level in each SHA and also during the SHAPE transnational workshop on ‘common challenges and opportunities for developing sustainable ecotourism initiatives’.

Table 1 shows the common challenges that the SHAPE ecotourism initiatives will address during their development. These have been derived from the information presented in DT 1.4.1 - Report on common challenges and existing/potential solutions. Ticks are shown where the ecotourism initiatives under development in SHAPE are expected to directly address the challenges listed, according to current plans. It is likely that the developing initiatives may also impact on other challenges in the future.

<b>Common challenges in SHAs</b>	Wester Ross Biosphere  Development of a Destination Management Plan	North Karelia  Koitajoki river initiative (tourism package linking regional natural and cultural assets)	Kommune Kujalleq  Integration of nature and culture based tourism into Municipality Plan 2019-2020	Snæfellsnes Regional Park  Visitor harbour and themed trails	Nordhordland Candidate Biosphere  Wool and food route	Galloway & Southern Ayrshire Biosphere  Glentool and the Cree Valley Biosphere Experience
Develop regional identity	ü					ü
Increase awareness of cultural and natural heritage among visitors	ü	ü	ü	ü	ü	ü
Encourage visitors to stay for longer	ü	ü			ü	ü
Develop visitor routes	ü	ü	ü	ü	ü	ü
Provide employment opportunities for young people	ü	ü	ü			ü
Increase online visibility of the area and visitor opportunities		ü		ü	ü	ü
Develop local entrepreneurship and business partnerships	ü	ü	ü	ü	ü	ü
Promote responsible visitor behaviour	ü	ü		ü		
Planning for facilities and infrastructure to support tourism	ü		ü	ü		
Product development and branding	ü	ü	ü	ü	ü	ü

Table1: Common challenges addressed by SHAPE ecotourism initiatives.