

What happened to tourism digital transformation and smart destinations?

Challenges of Post Covid nature tourism in northern Sweden



Hansi Gelter

Professor Experience production
Consult tourism development
Nature guide, Forest Therapy Guide

Aim of presentation

Short recap of :

WHAT is digital transformation in tourism?

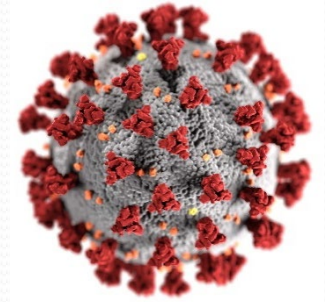
WHAT is smart destinations?

WHY smart destination?

Discussion of:

HOW did the Covid crisis local change tourism?

WHAT is happening now in rural tourism?



Corona virus

Agenda

Section 1: 12.30-13.15

Introduction of presentation and Hansi
My research for Visit Arctic Europe of Digital transformation
The "Hype of digitalization" in tourism
Tourism under transformation, challenges and paradigm shifts
Megatrends and technology revolution
Smart Touristy, and Smart Destinations

Question time

Section 2: 13.15-14.00

The pre-Corona tourism development hype
The Coronas Crisis - what happened to the digital transformation?
DMO changes & Market changes

Question time

Section 3: 14.00-14.45

What happens now? The future?
Micro-destination networks
Bottom-up micro-destination development, examples
Questions about the future?
Summary

Question time

My background



My background



Professor experience production, LTU
Ass. Professor biology LTU
Postdoc evolutionary Genetics Queens U.
Ass. Professor genetics, U.U



GELTER Research & Consulting
by Guide NATURA

Expanding Your Mind!

Project leading, workshops, lectures, courser, research



FRILUFTSRÅDET
Instructor in:

Alpine skiing
Telemark skiing
Cross-country skating
MTB
Kayaking
Mountain hiking
Climbing/Alpinism



ALAI-EXPEDITION
1994
TADZIKISTAN



Chuli Expedition 2001
Single Chuli 6581m
Tharpu Chuli 5500m
ANNAPURNA HIMAL, NEPAL



Naturskydds
föreningen



TEMA
RESOR TILL
KULTUR OCH NATUR

Samos
Cyprn
Madeira
Österrrike
Nepal
Tanzania



STAS ALPRESOR
STÖRST PÅ RESOR TILL ALPERNA

SOLANDERLEDEN
Ideell Förening



Certifierad Forest Bath Guide



NATURTURISM
FÖRETAGEN

**NATURE'S
BEST
SWEDEN**

QUALITY APPROVED BY
SWEDISH ECOTOURISM SOCIETY

Natures Best certifier



certifierad naturguide

Nature Guide certifier

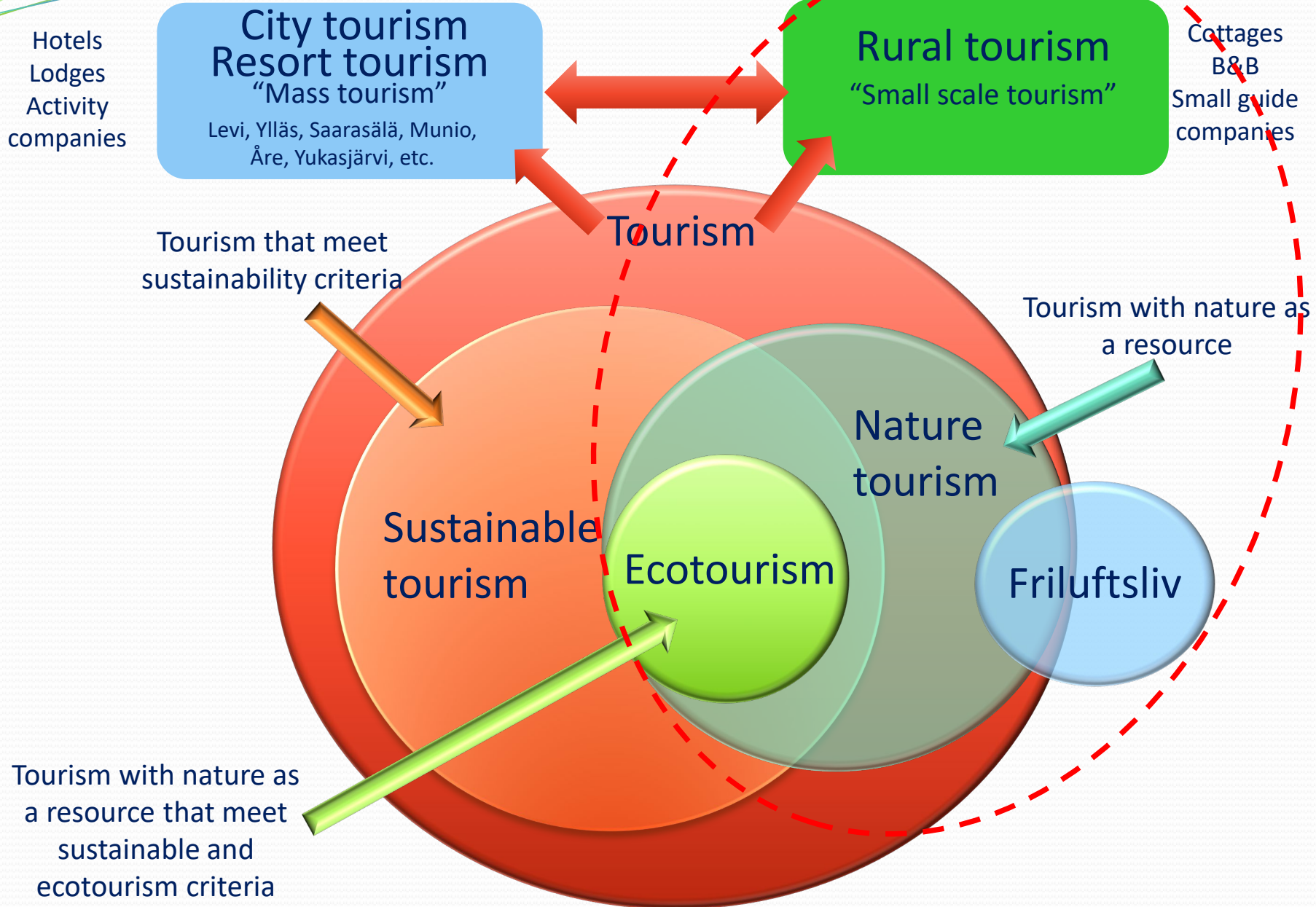


Guide NATURA

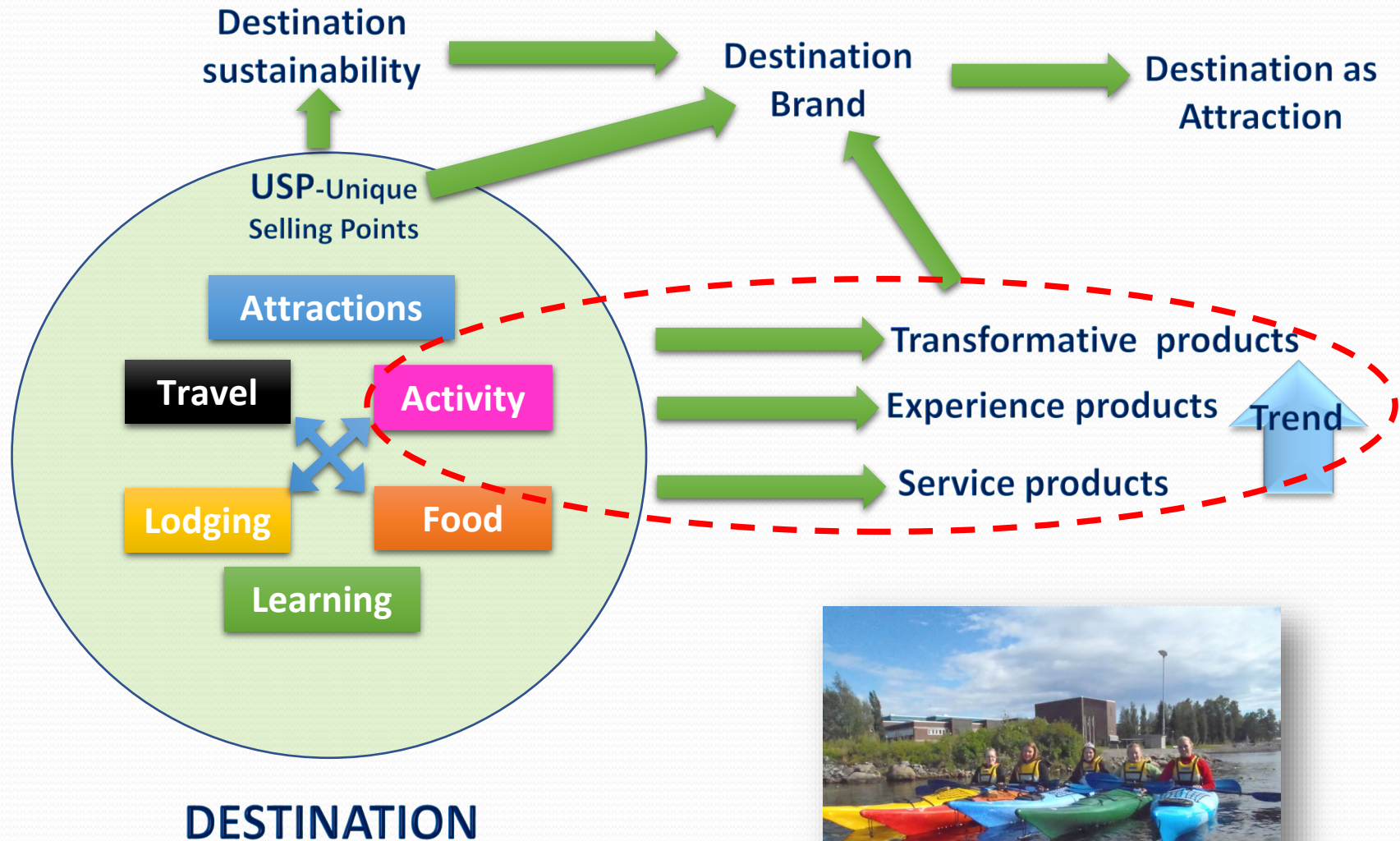
Transforming Nature into Experiences



My tourism interest



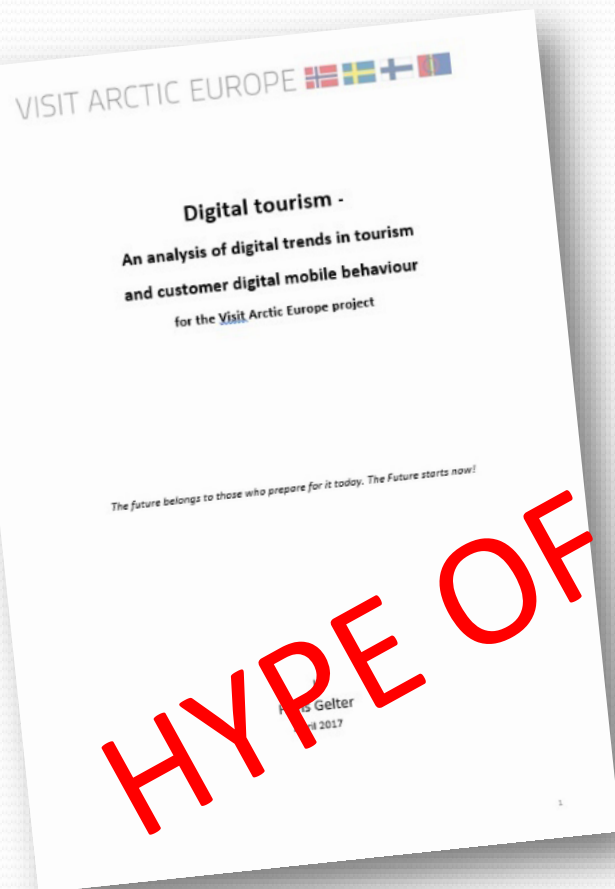
Destinations and products – my interest



My research for VAE 2017

2017 PAPER: Digital tourism - An analysis of digital trends in tourism and customer digital mobile behaviour

Looked at recent (2017) research papers and white papers (industry reports) what they predict about trends in digital tourism. = Qualitative forecasting ≠ Science Fiction



132pages



*The Future belongs to those who prepare for it today!
The Future starts now!*

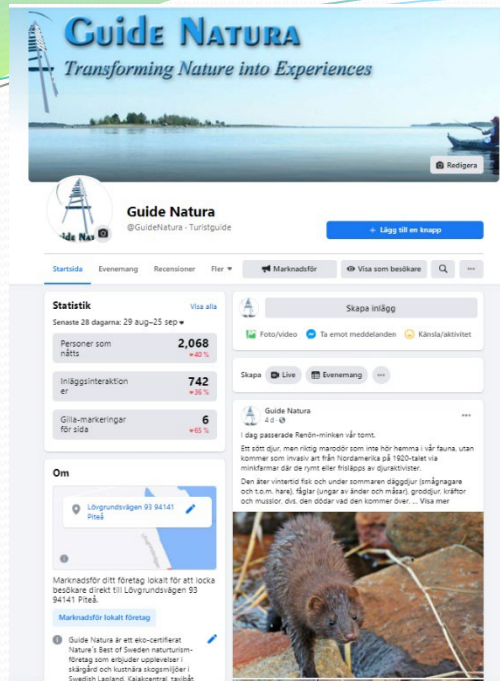
FACEBOOK/INSTAGRAM

Hype of Digitalization

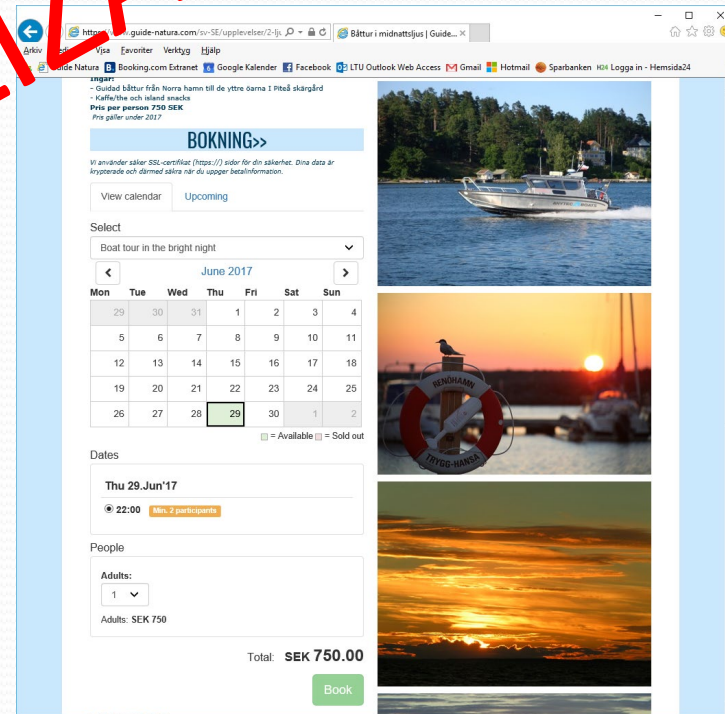
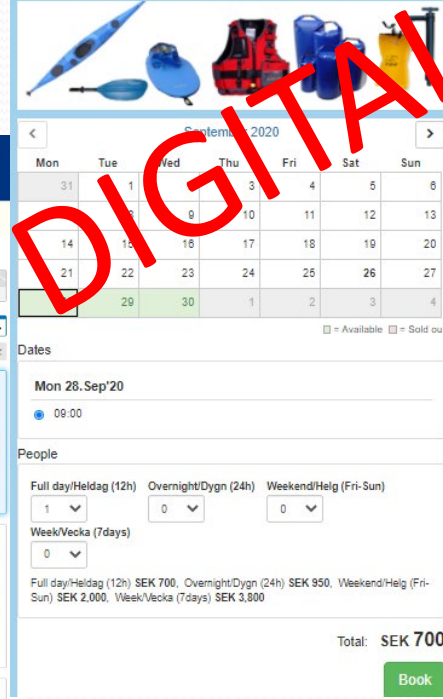
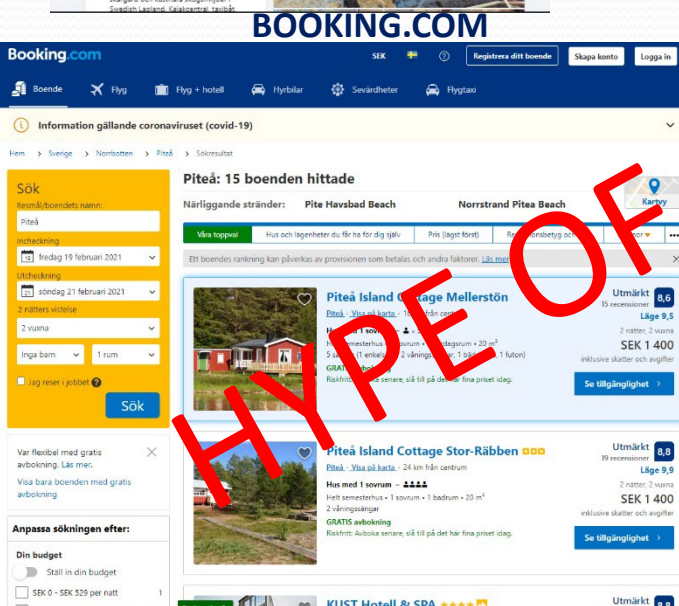
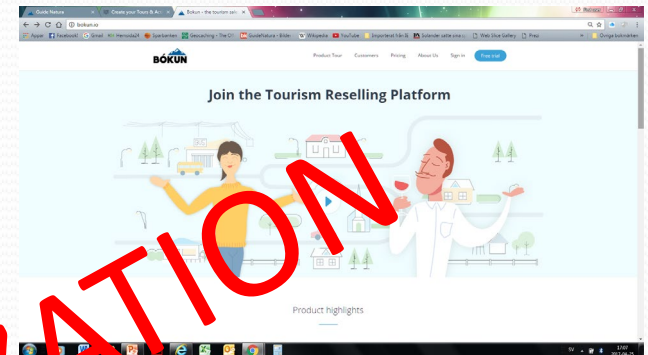
AVAILABLE ON PLATFORMS:

Pitea.se, Swedish Lapland,

Canoe association, Natures' Best, Cottage rental etc. etc.

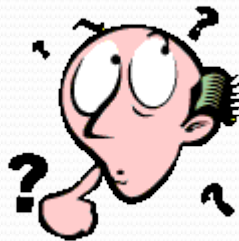


BOKUN



Present tourism under transformation

- Sustainability crisis and climate change crisis affecting Nature tourism
- Post-materialism society transformation affecting consumption patterns
- Digitalization revolution of tourism affecting tourism supply chain
- The experience turn from service economy to experience economy
- **Hot new topic** – transformative tourism turn affecting product practice
- Corona pandemic with tourism crisis affecting markets
- Economic crisis due to WAR and regression affecting world economy
- = CALLANGES FOR SMALL BUSINESS IN TOURISM!



Tourism Challenges & paradigm shifts

green
BUSINESS

Go
Green
and \$ave Green



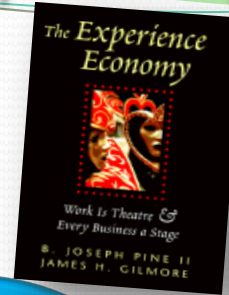
SUSTAINABLE
DEVELOPMENT GOALS



Sustainability
demands of
tourism

Experience-
Paradigm turn

Transformation economy



Tourguide

Digital
transformation of
tourism

Avoid Green
Washing



100%
GREEN



INTERNATIONAL JOURNAL OF
Tourism and Hospitality
Management in the
Digital Age



Smart
Destination

Tourism Challenges & paradigm shifts

green
BUSINESS

Go
Green
and \$ave Green



SUSTAINABLE
DEVELOPMENT GOALS



Sustainability
demands of
tourism

Experience-
Paradigm turn

Tourguide

Digital
transformation of
tourism

Avoid Green
Washing

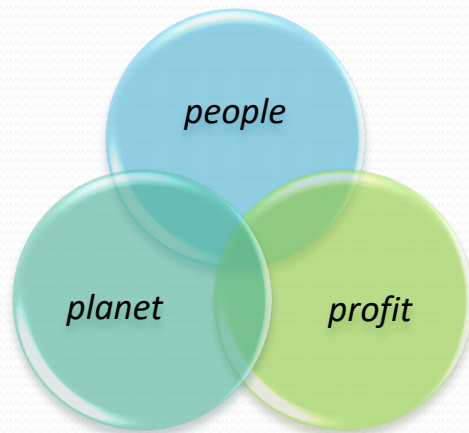


100%
GREEN

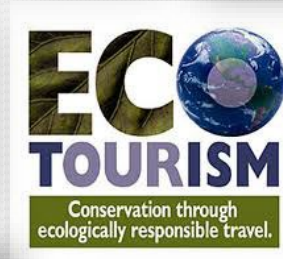
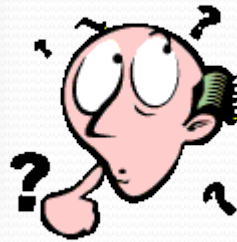
Demands of sustainability



Introduction to the 2030 Agenda:
A New Agenda for a Sustainable World



Sustainable Tourism Challenges



Tourism Challenges & paradigm shifts



The Experience Economy

Sundbo & Darmer **2008**
Creating Experiences in the Experience Economy



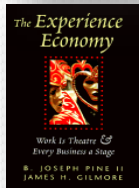
Boswijk et al **2007**
Experience Economy



Jensen **1999**
Dream society



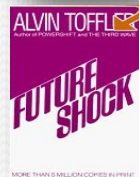
Pine & Gilmore **1999**
Experience Economy



Gerhald Schulze **1992**
Die Erlebnisgesellschaft



Alvin Toffler **1970**
Future Shock



Experience Creation
Organizational – socio-cultural perspective

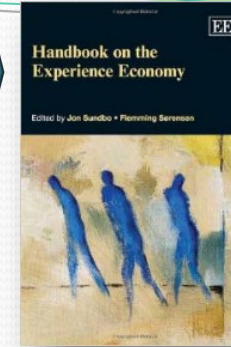
Meaningful Experiences
Stages of Experience production
Erleben – Erfahrung
Individual-socio-cultural perspective

Story telling
Economic-business perspective

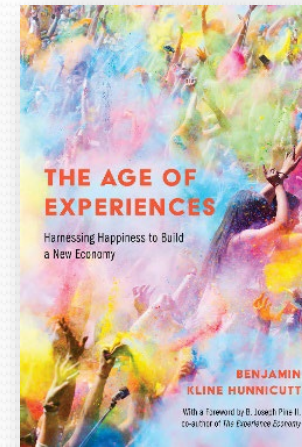
Staging Experiences
Transformations
Economic-business perspective

Experience society
Experience production
Cultural-sociological perspective

Experience society
Experience production
Socio-economic perspective



Sundbo & Sørensen **2013**
Handbook on the Experience Economy

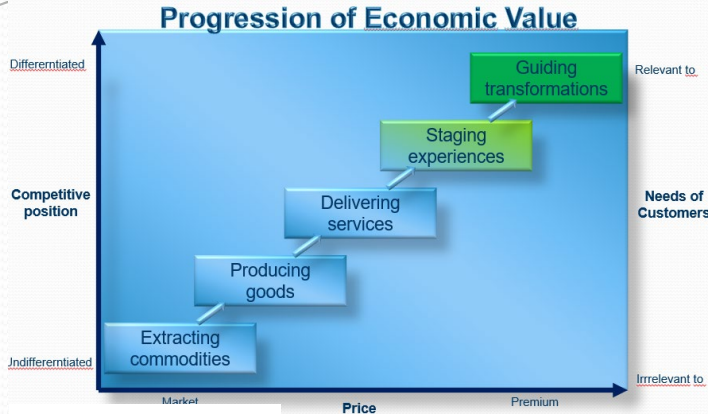


Hunnicutt **2020**
The Age of Experience Harnessing Happiness to build a New Economy

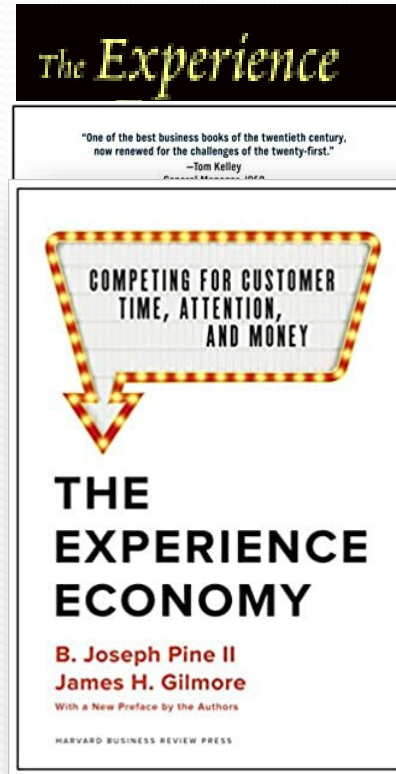
Transformation Economy
Experience production
Positive psychology perspective

THE AGE OF EXPERIENCES
For Hans Gertter
I relied on and
was inspired by
your research
as I was
writing this book
Regards
Benjamin K
Hunnicutt

The Experience Economy



Pine & Gilmore 1999

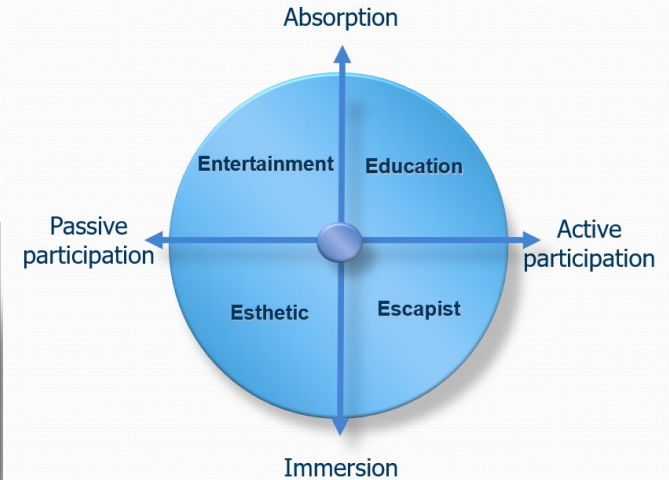


Pine & Gilmore 2019

15 languages, 300 000 sold

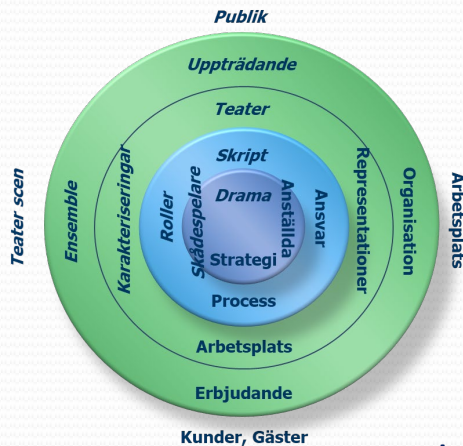
the book's thesis has not sufficiently penetrated the minds of enough business leaders

to give full bloom to a truly new- and desperately needed – economic order.

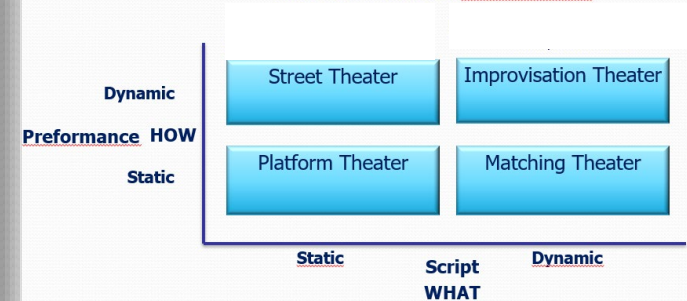


Staging Business Performance

The Enactment Model (Spel-, roll-modellen)



The Four Forms of Performance



Tourism Challenges: The Experience Economy shift

New "Tourism turn" from "**Tourist Gaze**" (Urry 1995, 2002) – "*Been there, Seen It, Done It*" to **meaningful experiences & personal transformations** (Pine & Gilmore 1999)

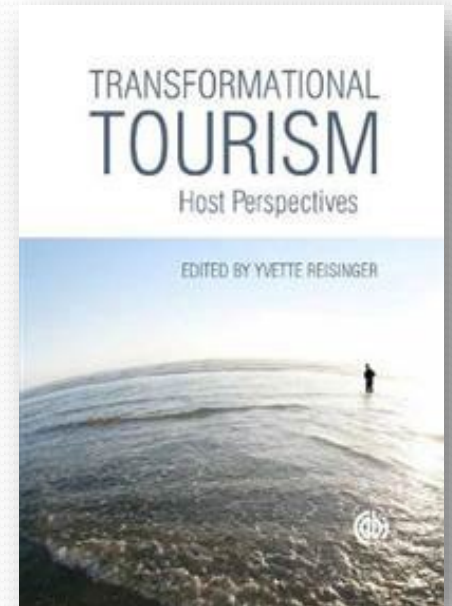
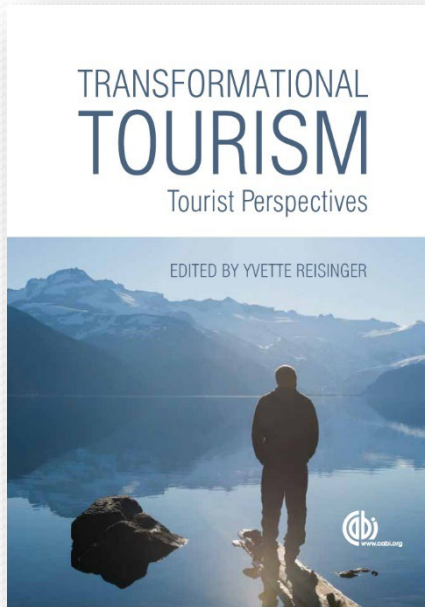
Progression of Economic Value



Transformative tourism

Transformation as a side effect of:

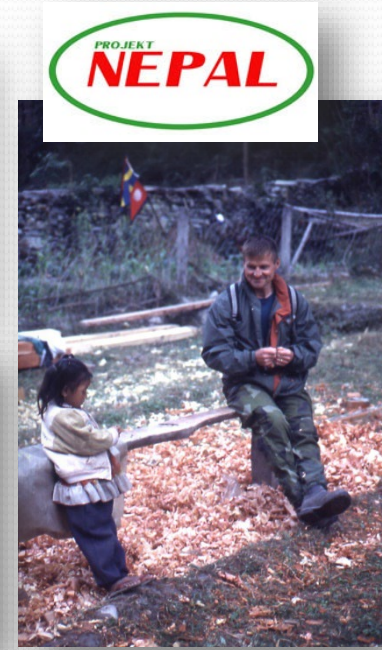
- Wellness tourism
- Retreat tourism
- Missionary tourism (religion)
- Religious pilgrim tourism
- Yoga tourism
- Extreme sport tourism
- Backpacker tourism
- Voluntary truism
- Educational tourism
- WWOOFing (Willing Workers on Organic Farms)
- **Nature & Ecotourism**



Transformative tourism



As a side effect of a tourist experience



As a goal and tourist offering



My TRANSFORMATION research:



TEMA tourists in Nepal

Students in Nepal and Antarktis

Transformative tourism



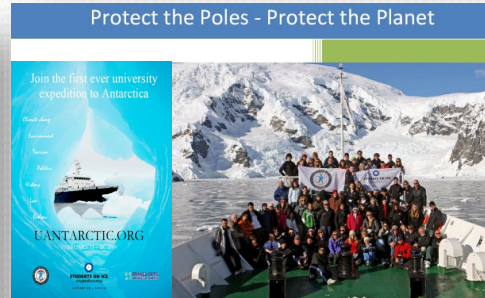
THE AGE OF EXPERIENCES

For Hans Geeter
I relied on and
was inspired by
your research
as I was
writing this book
Regards
Benjamin K
Hunnicutt

Transformative tourism

"The Lindblad model"

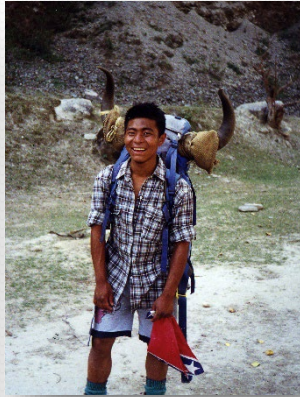
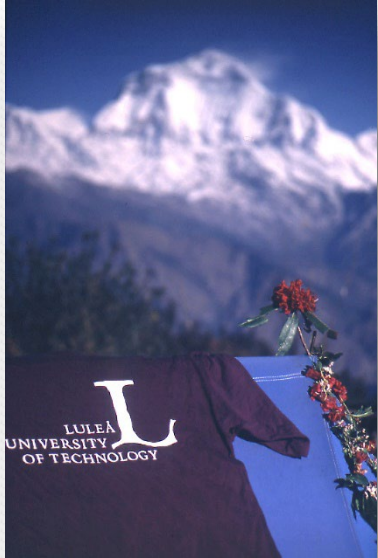
As a goal and tourist offering



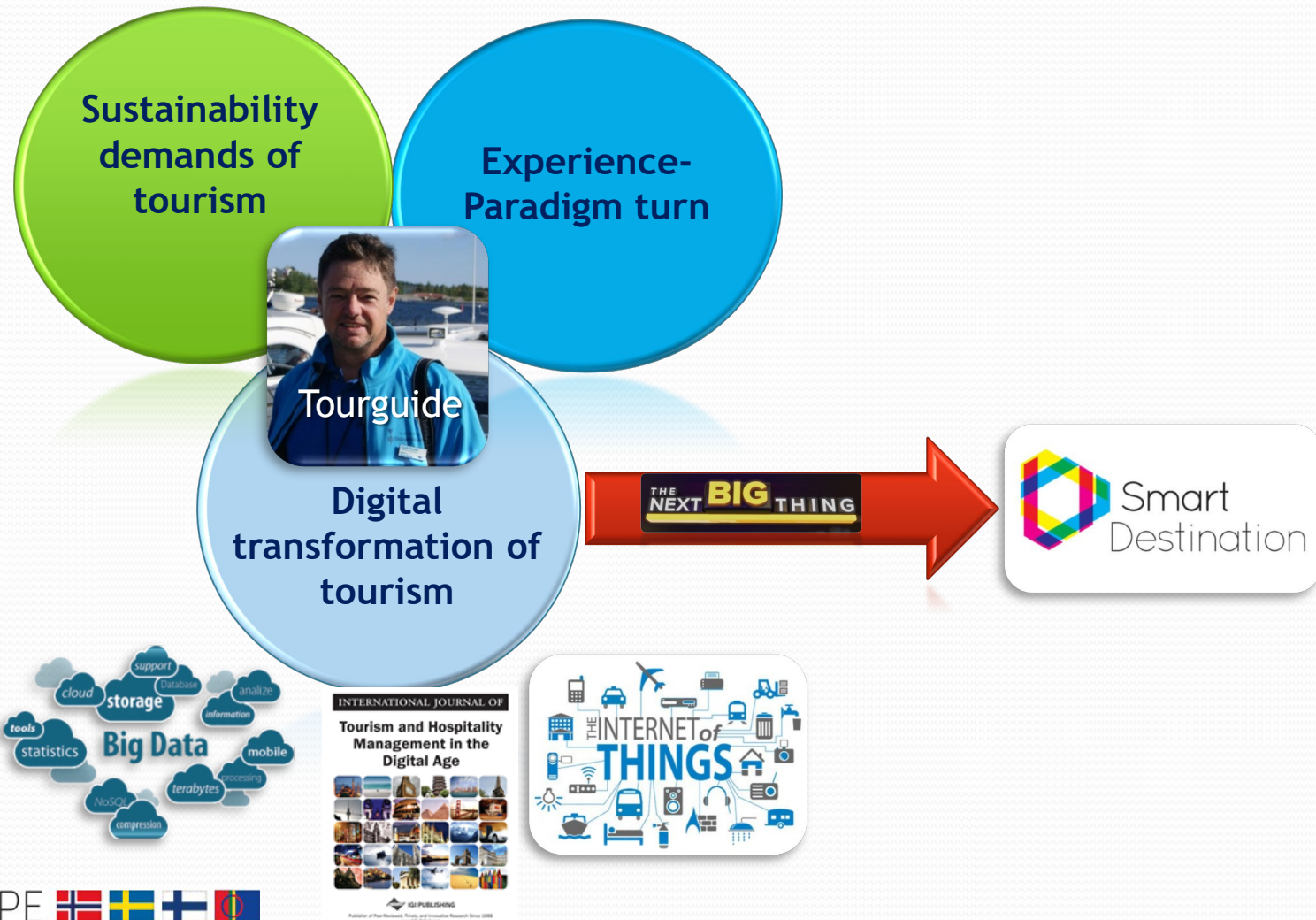


Transformative tourism

As a goal and tourist offering



Tourism Challenges & Paradigm shifts



Tourism Challenges & Paradigm shifts

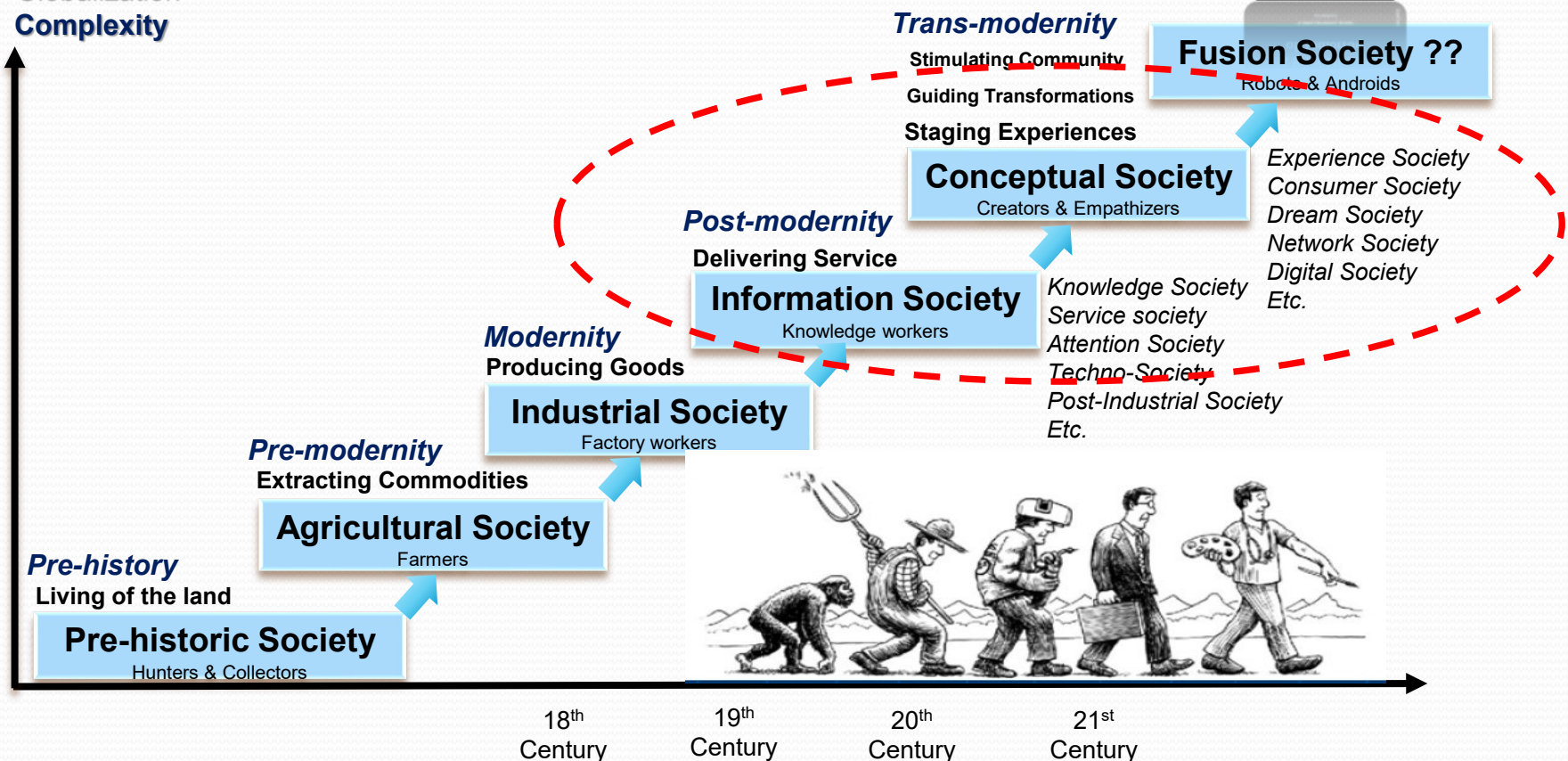
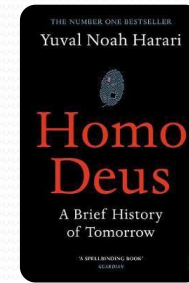
VISIT ARCTIC EUROPE 

- **Disruptive megatrends in society are changing way of living and doing business**
- **Every industry sector is currently undergoing a Paradigm shift towards digitalization (e-business, e-commerce, e-payment, e-tourism and e-traveler, digital generations) = Digital transformation**
- **We are entering industry revolution 3.0**

Tourism Challenges & Megatrends in society

A New World! – the “stage-thinking”!

Affluence
Technology
Globalization
Complexity



Tourism Challenges & Paradigm shifts

TOURISM:

Service industry (1.0) → Experience Industry (2.0) → transformation industry (3.0)

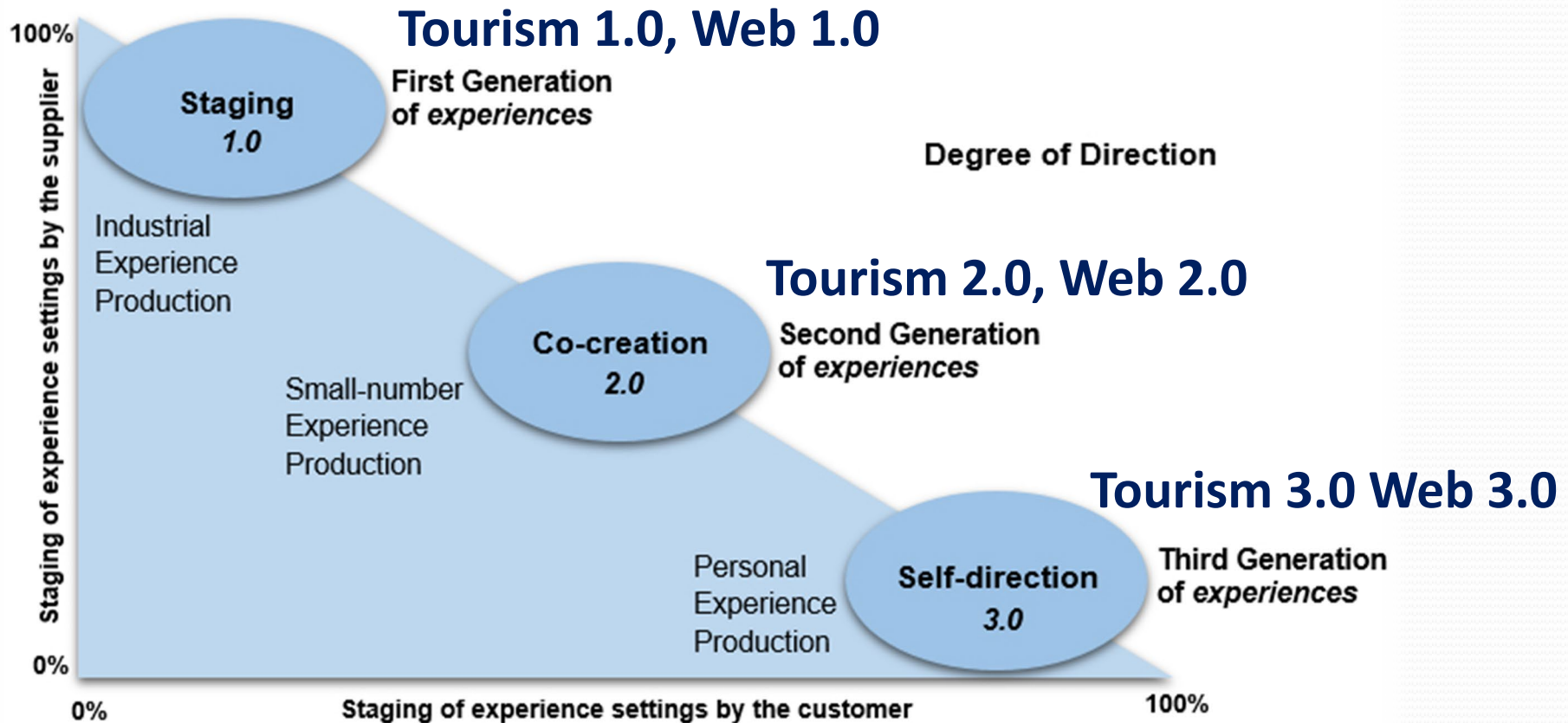


Figure 2. Different generations of experience production as actor-customer relationships in the creation of meaningful experiences. (modified after Boswijk et al 2012, p 11)

Tourism Challenges – The Web evolution

From: Companies posting information (web 1.0) → Interacting with guests (Web 2.0) → Self-creating experiences (Web 3.0) → AI supported experiences (Web 4.0)

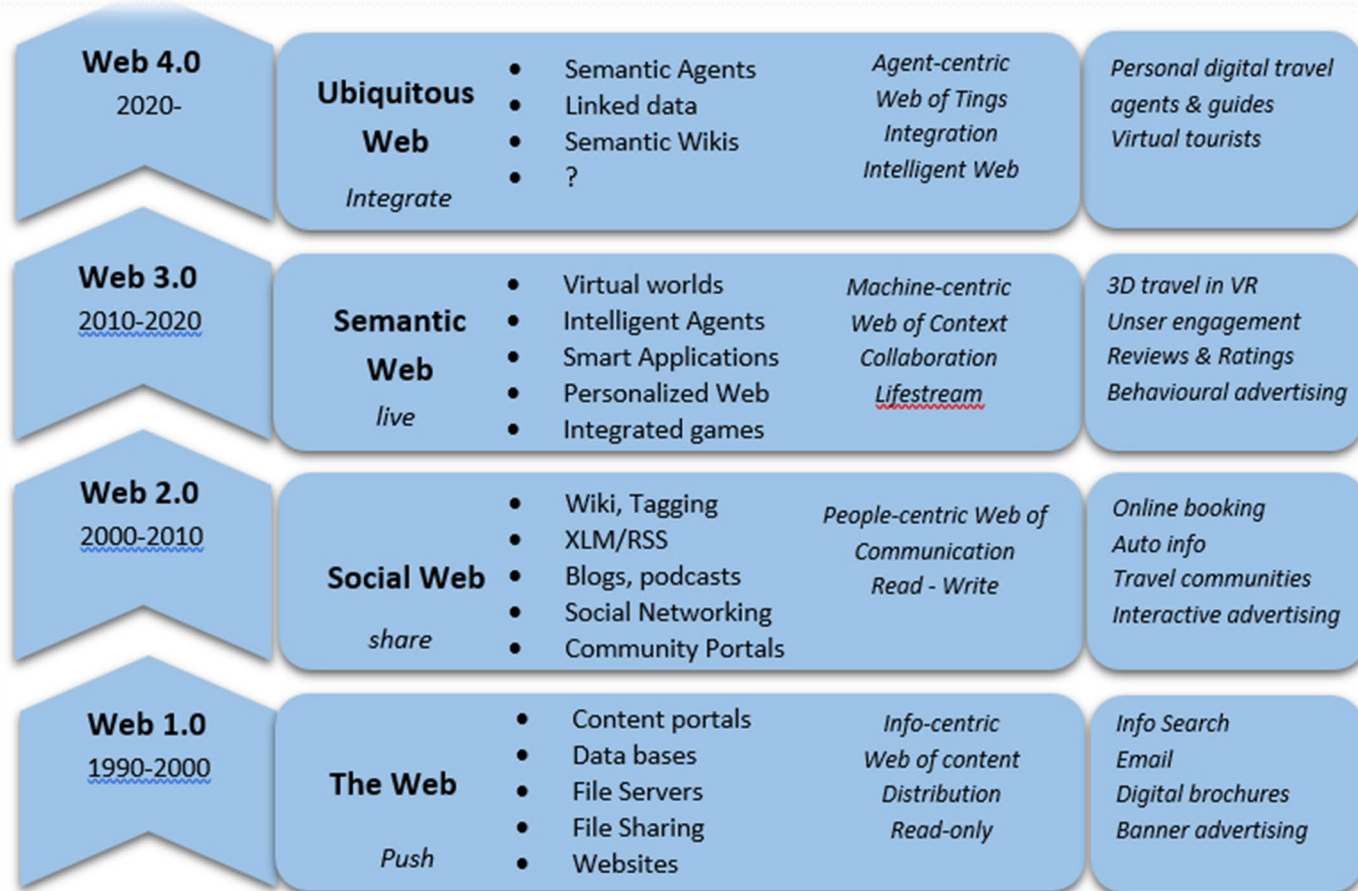
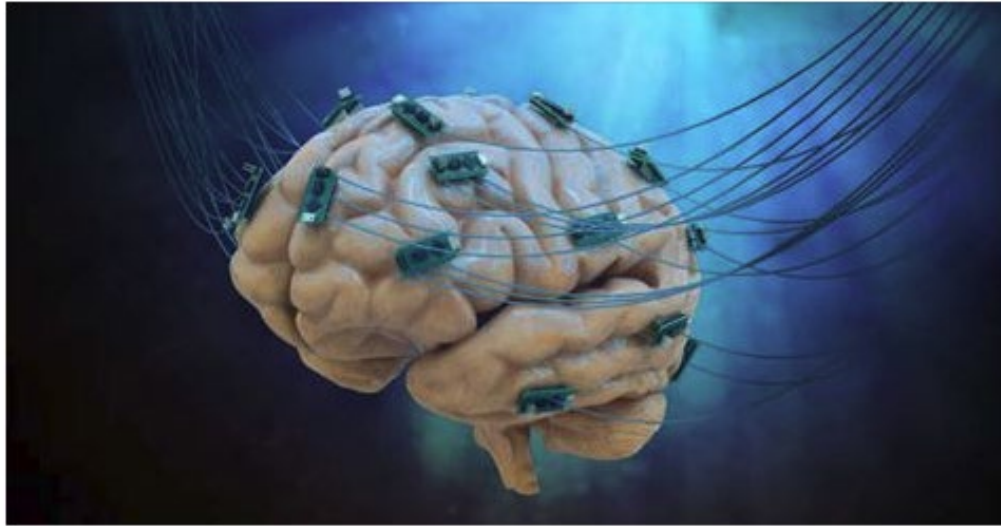


Figure 4. The evolution of the Internet (compiled from diverse sources)

Tourism Challenges – The technological revolution

Technological megatrends: Brain-Computer interface ?

Braininternet! here very soon!



Scientists Connect A Human Brain To The Internet For The First Time

Tired of tapping on the screen of your pesky, high-end smartphone to browse the Internet? No fear, because the awkwardly named "Braininternet" is here! A tea

IFLSCIENCE.COM

**Elon Musk
Wants to
Merge Your
Brain with a
Computer**

big
think



Humanity could become
a **giant brain**,
speeding up progress
and **evolving intelligence.**

big
think



**Neuralink's product?
Brain-Machine Interfaces (BMIs)
that enhance human intelligence.**

big
think



**Elon Musk just started
a new company: Neuralink.**

THE NUMBER ONE BESTSELLER
Yuval Noah Harari

**Homo
Deus**

A Brief History
of Tomorrow

Tourism Challenges – The technological revolution

Technological megatrends: Augmented Reality - AR



Old Uppsala AR experience of Vendel time year 550 AD



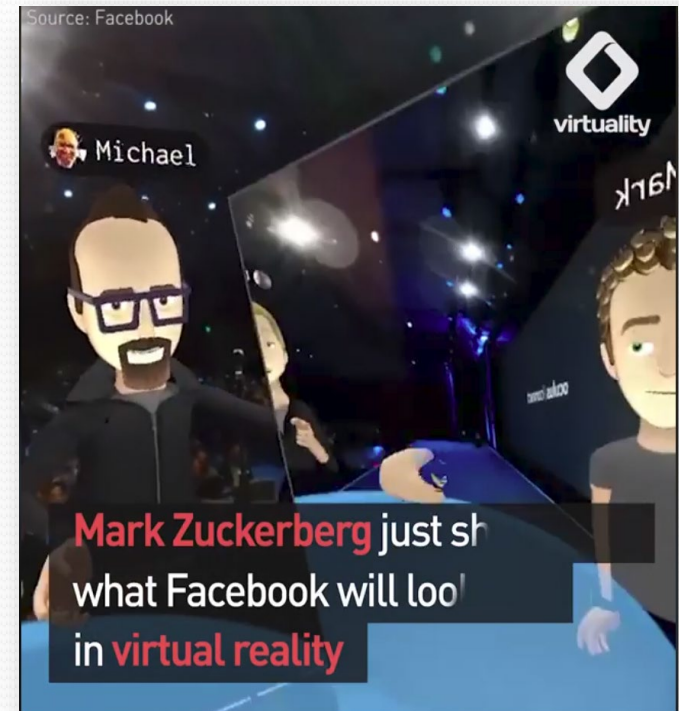
This augmented reality tablet shows the future of education



IT WILL FUNDAMENTALLY CHANGE THE WAY HUMANS LEARN, PERCEIVE AND CREATE

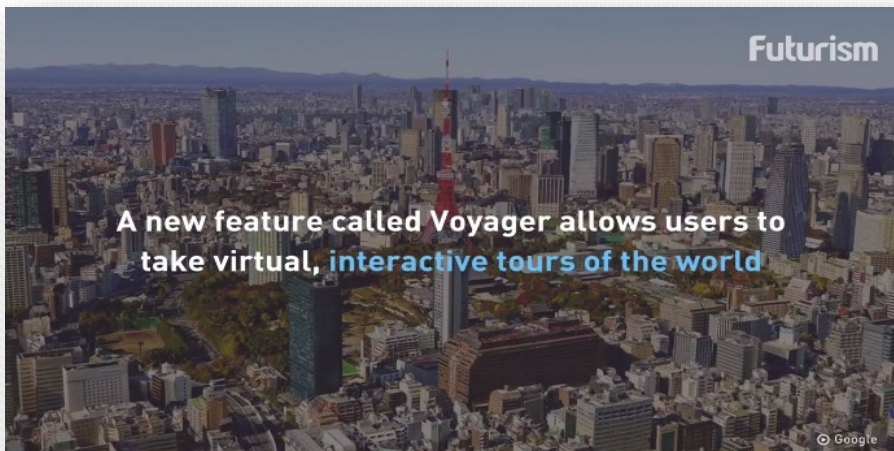
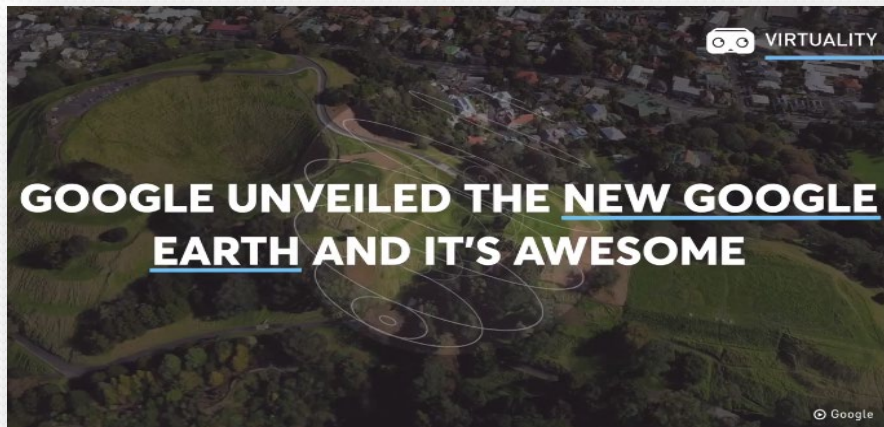
Tourism Challenges – The technological revolution

Technological megatrends: Virtual Reality - VR



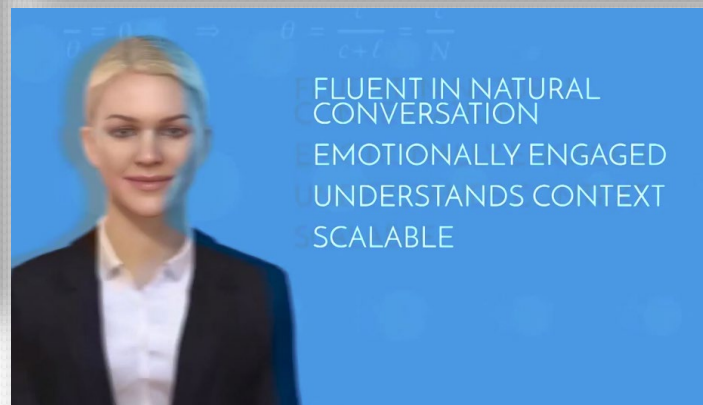
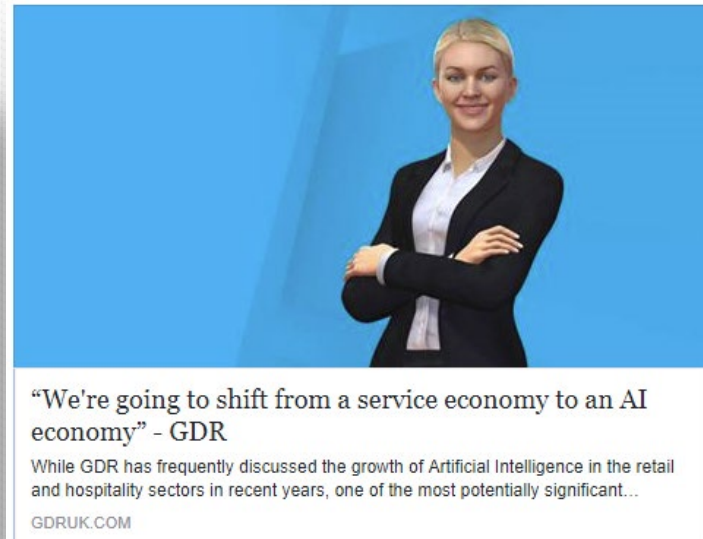
Tourism Challenges – The technological revolution

Technological megatrends: Virtual Reality TOURISM



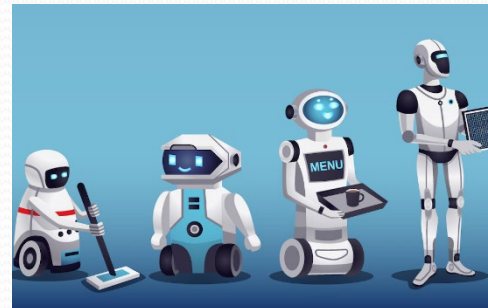
Tourism Challenges – The technological revolution

Technological megatrends: AI Services



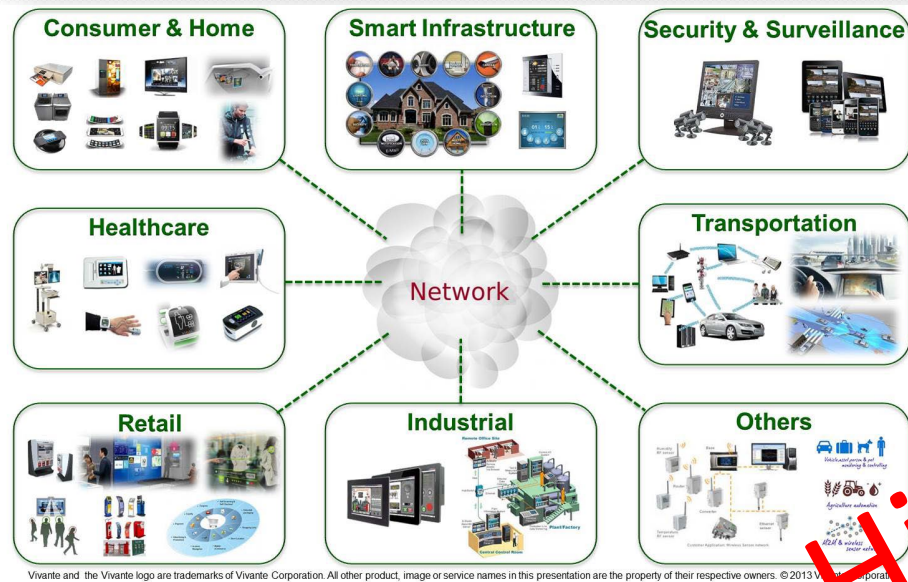
Tourism Challenges – The technological revolution

Technological megatrends: AI Robotics in tourism & service



Tourism Challenges – The technological revolution

Technological megatrends: Internet of Things



BACK-SIDE: Hijacking

"BIG HYPE OF DIGITALISATION"
Inter-connected interactive World
Windows IoT

Tourism Challenges – The technological revolution

Technological megatrends: Internet of Things

“HYPE OF DIGITALISATION”



Smart Destination



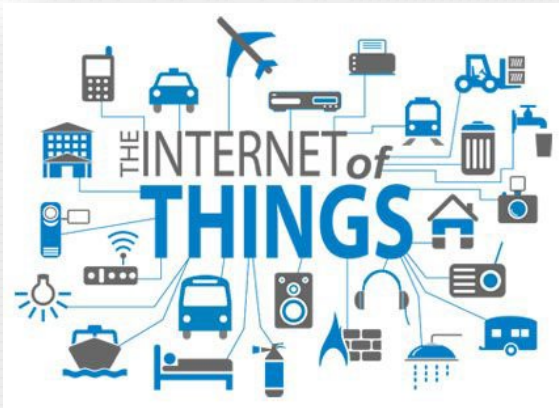
Smart Cities



Tourism Challenges – The technological revolution

Technological megatrends: Digital transformations

WHY this “HYPER OF DIGITALISATION”



INTERNATIONAL JOURNAL OF Tourism and Hospitality Management in the Digital Age



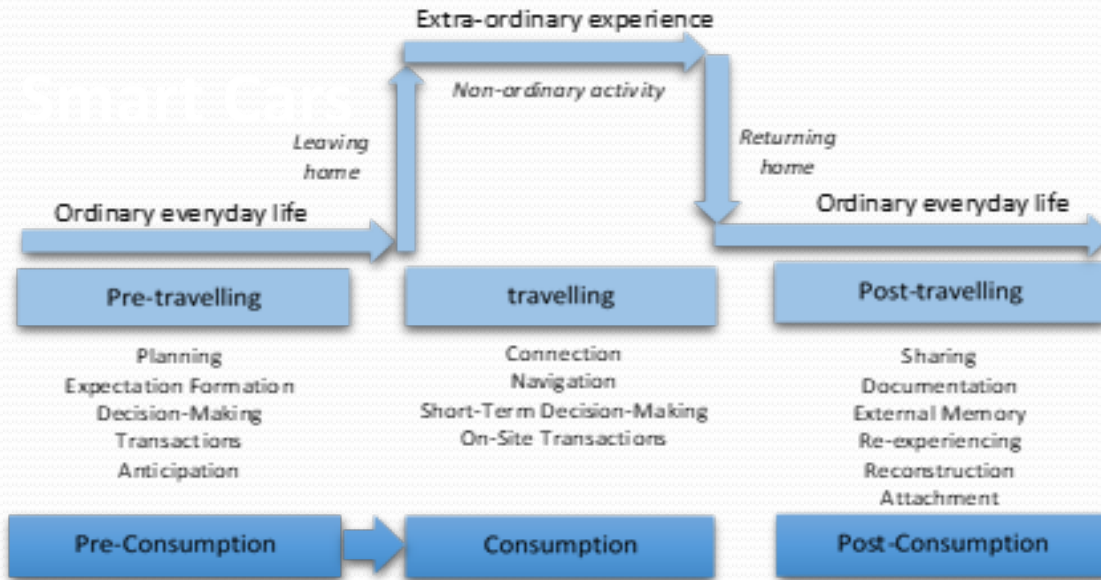
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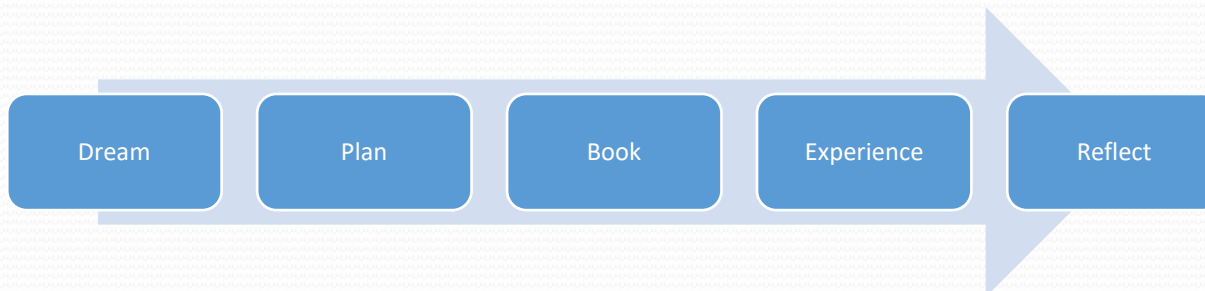
Tourism Challenges – The technological revolution

Technological megatrends: Digital transformations

WHY this “HYPE OF DIGITALISATION”



The fundamental phases of consumption and travelling and experiencing (based on Jafari **trampoline metaphor** of traveling).



Facebook's five phases of the path to purchase for traveller

Tourism Challenges – The technological revolution

Technological megatrends: Digital transformations

Tourist digital behaviour: Mobile Micro-moments

Amy had **419 digital moments** researching her trip over 2 months



of these digital moments happened on **mobile**

In real-life Micro-moments of “Amy” using mobile or desktop when planning for a trip to Disney World (from Google)



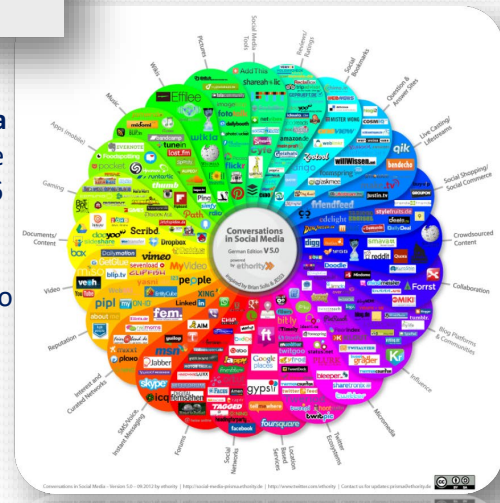
2013

DIRECT BOOKING FOR MOBILE MICRO-MOMENTS



2016

Social Media Prisma that summarises the social media in 2016 (by ethority Social Media Intelligence, <http://ethority.de/social-media-prisma/>)



Tourism Challenges – The technological revolution

Technological megatrends: Digital transformations

WHY this “HYPE OF DIGITALISATION”

THE SMART TOURIST

List of characteristics to define the technologically savvy tourists:

- Well-connected and well-informed
- Active critics and buzz marketers
- Demand highly personalised service
- Engaged both socially and technologically
- Dynamically discuss through social media
- Co-create experience
- Contribute to content
- Utilise end-user devices in multiple touch-points

**= FIT – Free Independent
Tourist/Traveller**

Tourism Challenges – The technological revolution

Technological megatrends: Digital transformations

WHY this “HYPER OF DIGITALISATION”

THE SMART TOURIST- TOURIST DIGITAL BEHAVIOUR

- Importance of understanding Traveller's road to decision
- Micro-moments in travel
- Cross-device movements
- Mobile-in-destination behaviour
- Anywhere-and-anytime availability (7/24)
- Radical self-reliance of modern travellers – FIT-boom
- Diversity and complexity of behaviours
- Blurring of on-site and post-travel experience; blogging-on-spot

Tourism Challenges – The technological revolution

CHALLENGES FOR TOURISM COMPANIES

THE DIGITAL TRANSFORMATION IN TOURISM COMPANIES

- **Digital organisation & working processes** (business models, book-keeping, production, cloud-computing, IoT, Expert systems, mobile payment, etc.)
- **Digital communication multiple platforms** (homepage, social media, SMS etc.)
- **Dynamic products** (co-production, self-production)
- **Dynamic digital marketing, booking and distribution**
- **Fierce competition** by early adapters (to digital transformation)

Tourism Challenges – The technological revolution

CHALLENGES FOR TOURISM COMPANIES

THE DIGITAL TRANSFORMATION IN TOURISM DISTRIBUTION

TRADITIONAL VALUE CHAIN IN DISTRIBUTION

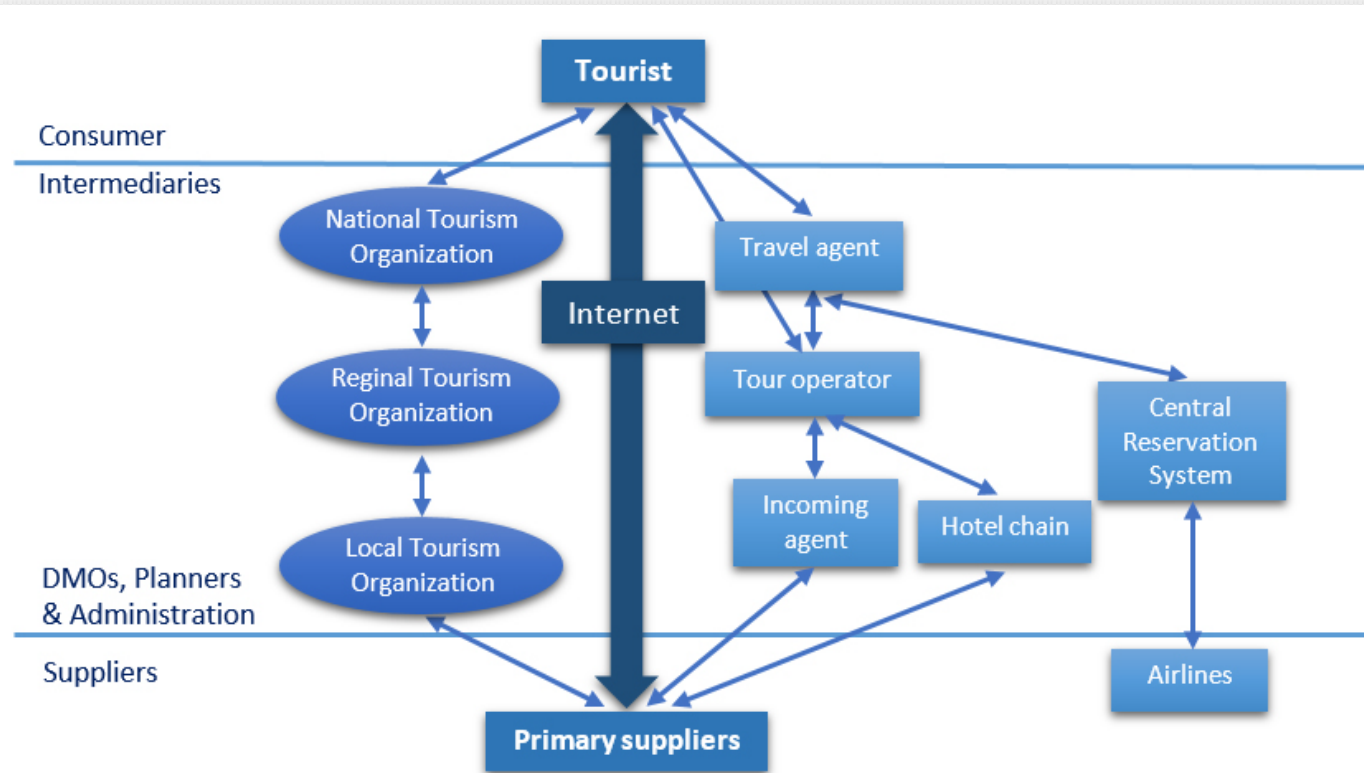


Figure 13. Simplified traditional travel and tourism industry value chain (adapted after Werthner & Klein 1999)

Tourism Challenges – The technological revolution

CHALLENGES FOR TOURISM COMPANIES

THE DIGITAL TRANSFORMATION IN TOURISM DISTRIBUTION

NEW EMERGING CHAIN IN DISTRIBUTION

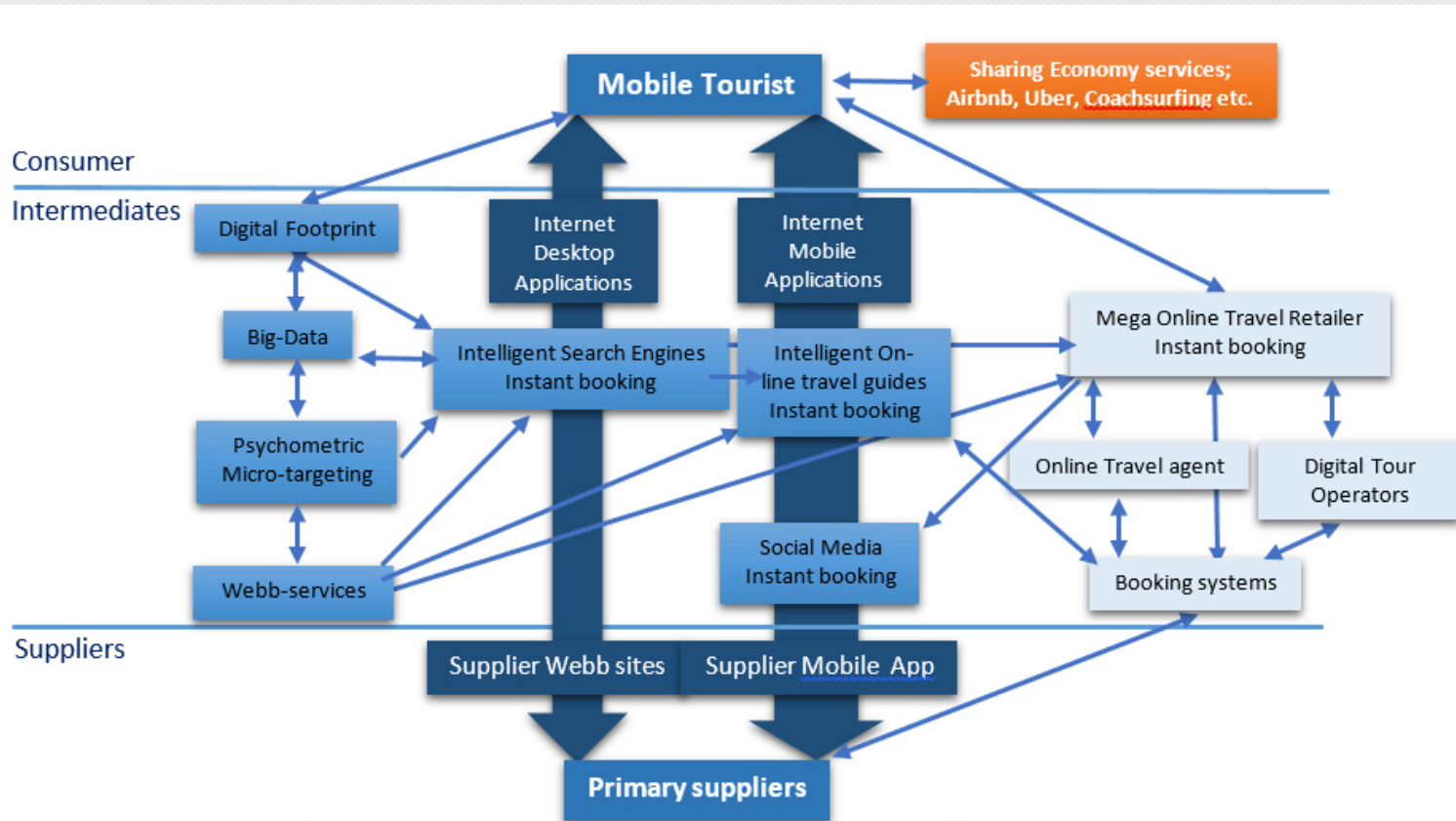


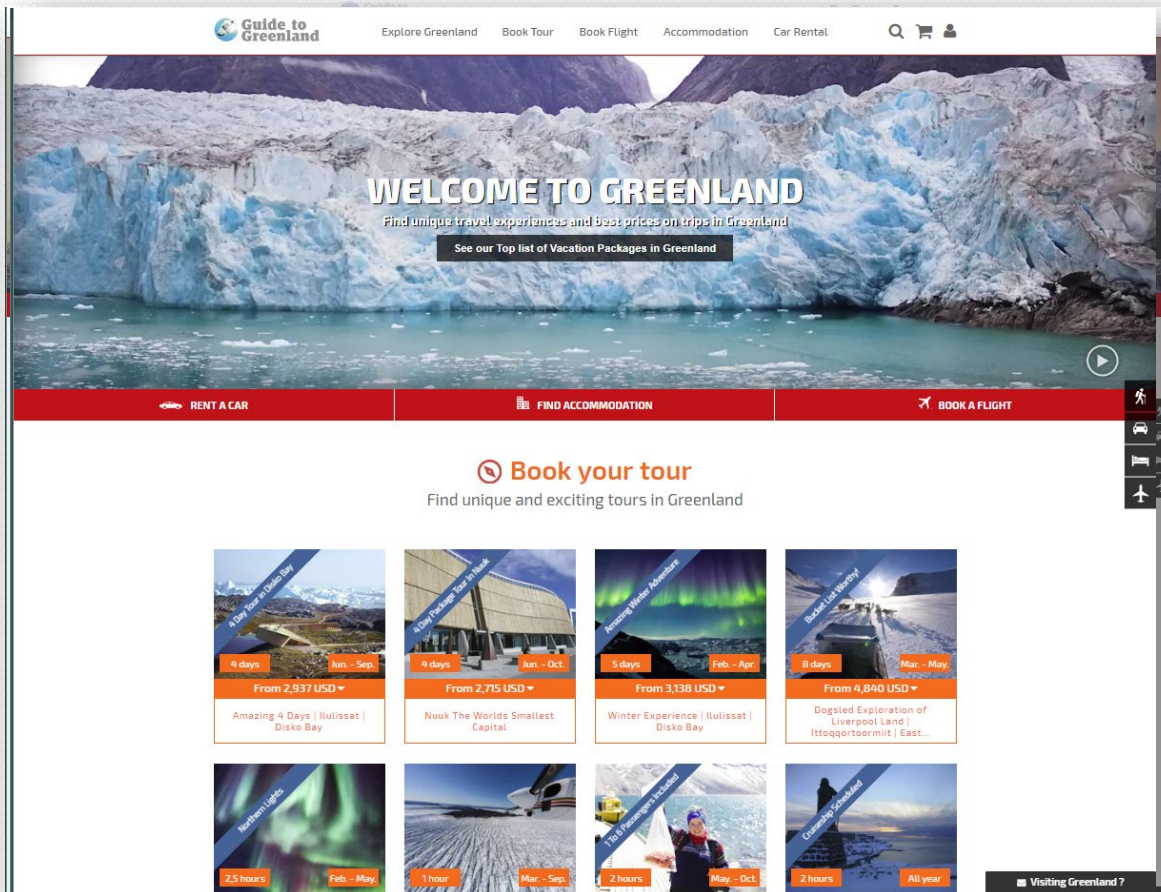
Figure 14. Simplified interpretation of future digital value chains in travel and tourism.

Tourism Challenges – The technological revolution

CHALLENGES FOR TOURISM COMPANIES

THE DIGITAL TRANSFORMATION IN TOURISM DISTRIBUTION

NEW EMERGING CHAIN IN DISTRIBUTION



MEGA ONLINE TRAVEL RETAILER

Offers dynamic product presentations of 5000 products of 1000 suppliers in Iceland:

Guide to Iceland

Norway Travel Guide

Guide to Greenland

Tourism Challenges – The technological revolution

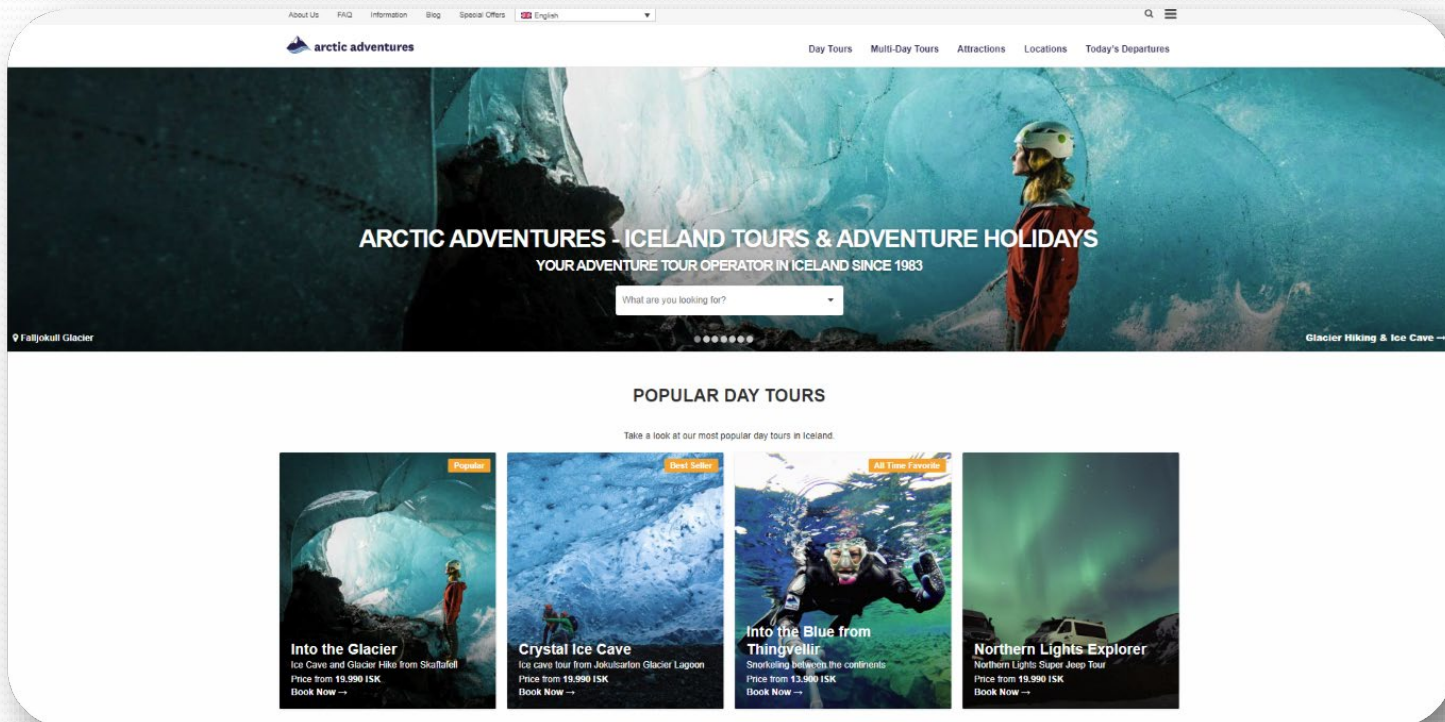
CHALLENGES FOR TOURISM COMPANIES

THE DIGITAL TRANSFORMATION IN TOURISM DISTRIBUTION

NEW EMERGING CHAIN IN DISTRIBUTION

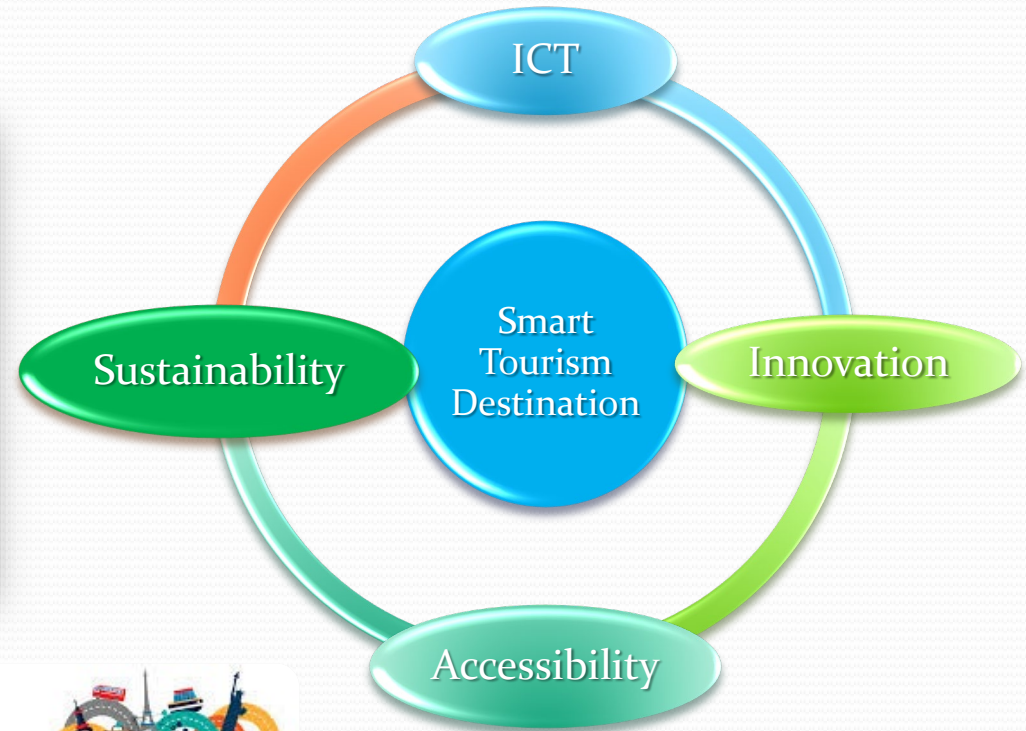
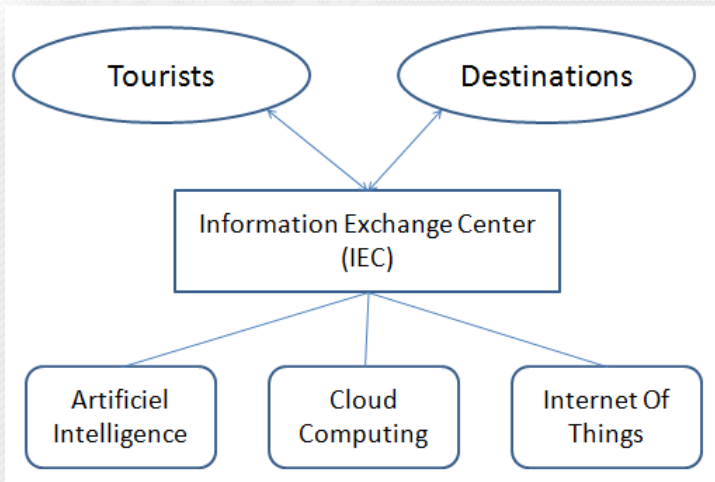
Disrupted value-chain by Cross-Selling by providers (BOKUN)

Arctic Adventure have 100 own products, 1000 products on dynamic webpage



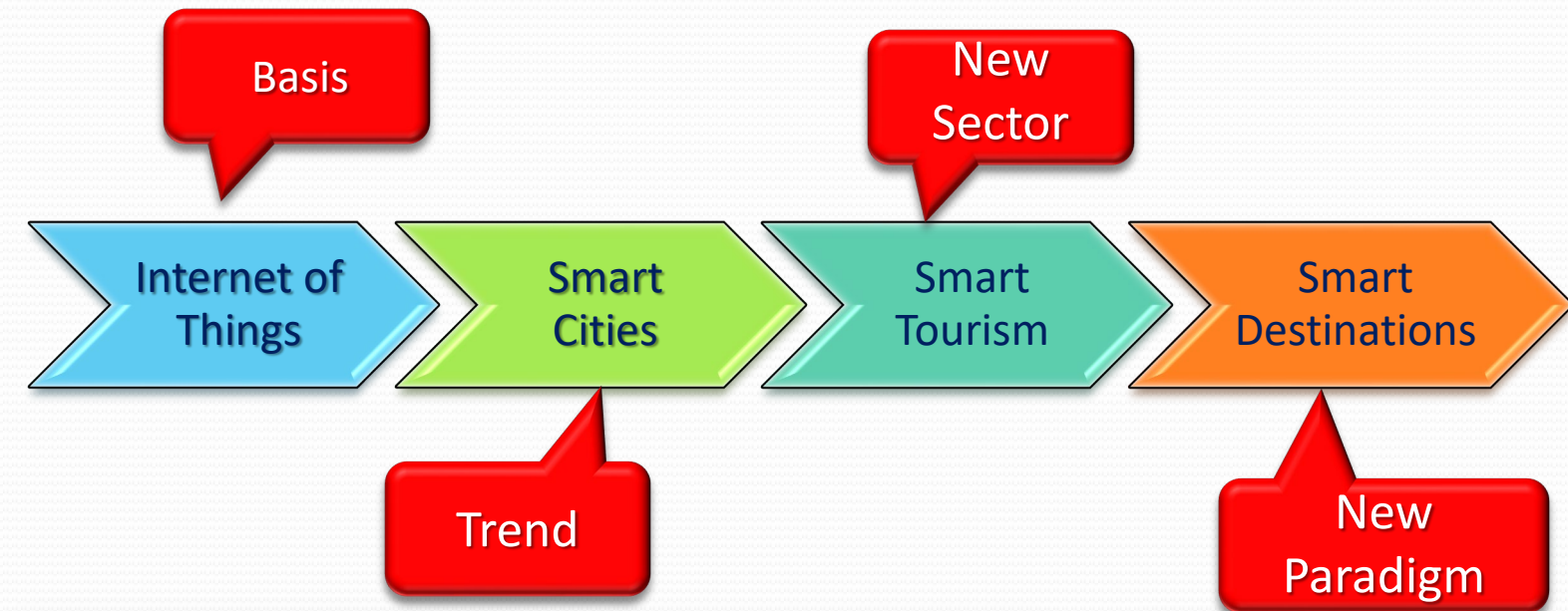
Tourism Challenges – The technological revolution

SMART DESTINATIONS



Tourism Challenges – The technological revolution

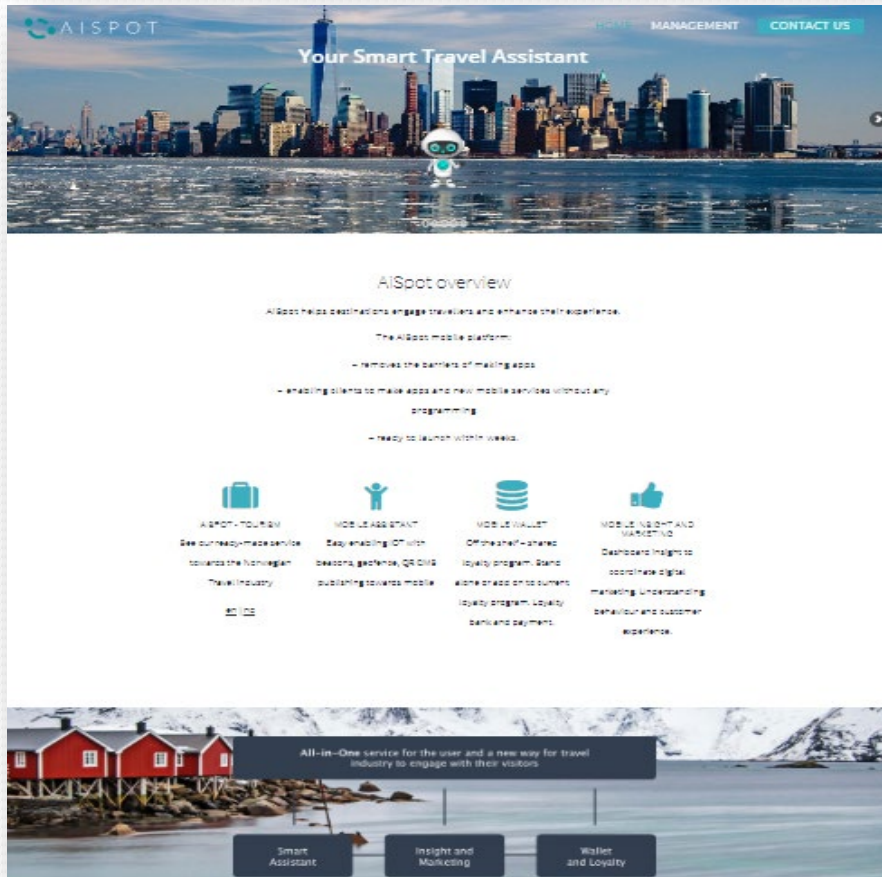
SMART TOURISM – SMART DESTINATIONS



Tourism Challenges – The technological revolution

SMART TOURISM – SMART DESTINATIONS

SMART DESTINATION ON THE MARKET



AISPOT mobile platform:

- AI system for smart destinations,
- developed in Norway

Provide the **right information at the right time** to tourists by allowing the use of IoT towards tourists, who will have a **mobile wallet travel assistance** for recommendations, activities, maps, booking and tickets, etc.

Tourism Challenges – The technological revolution

SMART TOURISM – SMART DESTINATIONS

The overall **aim** of smart tourism is to:

- enhance tourism **experience**
- improve the efficiency of **resource management**
- maximise destination **competitiveness**
- increase **consumer satisfaction**
- whilst implementing **sustainability** aspects to the destination



Smart
Destination

Tourism Challenges – The technological revolution

SMART TOURISM – SMART DESTINATIONS

- **Smart tourism tools** are a combination of **mobile hardware, software** and **network** that enable an **interactivity** between tourists, stakeholders, and physical objects.
- This **communication** allows tourists access to **personalized services** provided in **real-time information**.
- **The tracking and collection of Data** via these systems enables stakeholders to **manage destinations effectively** and **efficiently**.



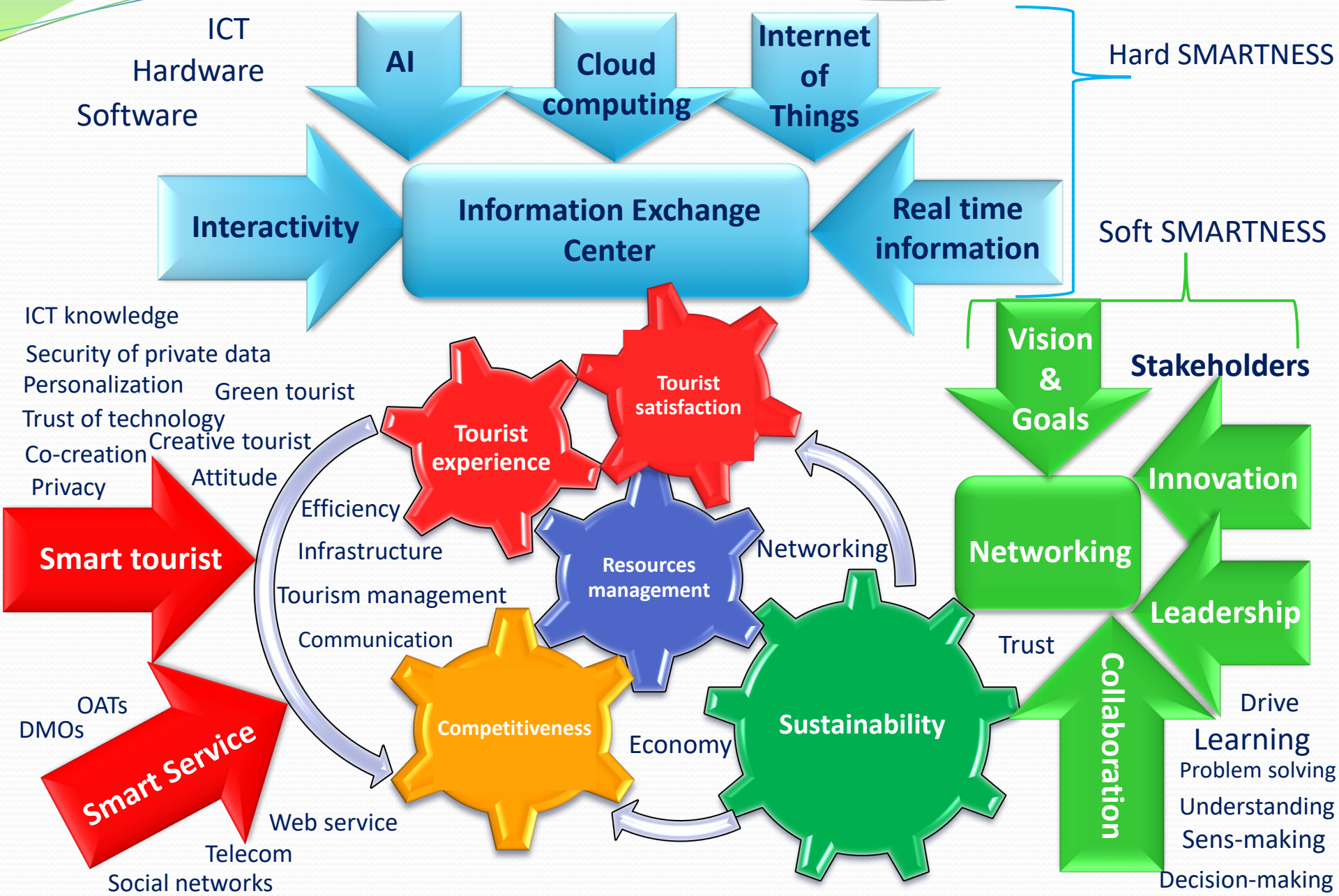
Tourism Challenges – The technological revolution

SMART TOURISM – SMART DESTINATIONS

CHALLENGES:

- The construction of a balanced system of **infrastructures, relations and values**.
- Any destination can become a ***Smart Tourism Destination*** by consisting of and involving the concepts of Soft and Hard SMARTness.
 - **Soft SMARTness:** collaboration, innovation, leadership (human capital)
 - **Hard SMARTness:** Technology and infrastructure (Heart of SMARTness)
- This means that destinations **cannot simply embed technology** into their environment and automatically believe it is smart
- the Soft aspects refer to the human capital and the ***smart decisions*** that can be made based on the information gained through technical systems.

Tourism Challenges – The SMART Destination



Tourism Challenges – The technological revolution

SMART TOURISM – SMART DESTINATIONS



Pre- Corona development in Swedish Lapland

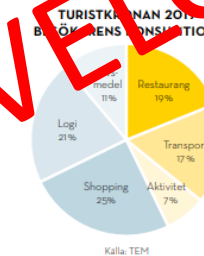


2010 National GOAL to
DOUBLE tourism
turnover before 2020

Swedish Lapland
Visitors Board
REGIONAL TOURISM ORGANISATION OF
SWEDEN'S NORTHERNMOST DESTINATION

86%
ökad omsättning
2010-2019
Källa: TEM

SSLSATTA:
4.562
ÅRSVERKEN
Källa: TEM

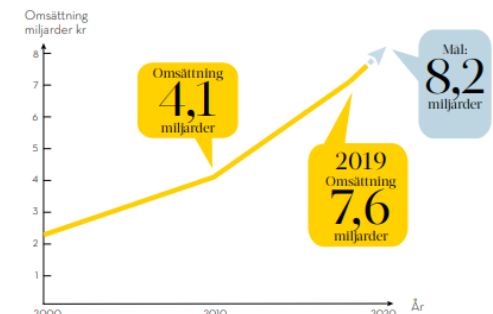


4.066.000
GÄSTNÄTTER 2019
+5% MOT 2018.
+51% MOT 2010.
Källa: TEM

TOTALA SKATTEINTÄKTER
741.000.000
KRONOR UNDER 2019
Källa: TEM

34%
internationella
gästnätter 2019
Källa: SCB

Turismens exportvärde 2018 i relation till exportvärden för ett antal branscher (miljarder kronor).
Källa: Tillväxtverket/SCB



SWEDISH LAPLAND
HAR SATT SOM MÅL
ATT FÖRDOUBBLA
OMSÄTTNINGEN INOM
BESÖKSNÄRINGEN
MELLAN 2010-2020

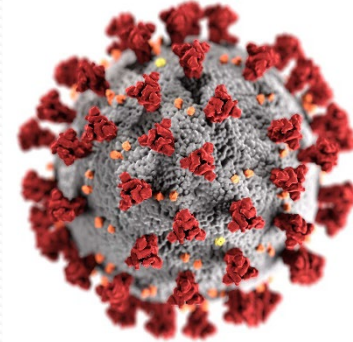
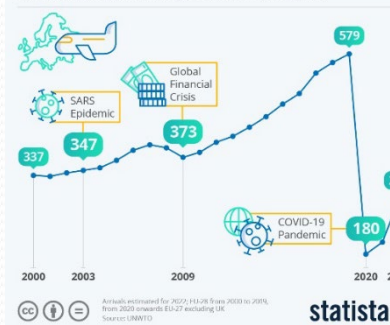
2011 Tourism classified as **basic industry**, 2019 turnover **309 10⁹ SEK**, 102 000 employees (year basis)

The REALITY – the tourism Corona crisis



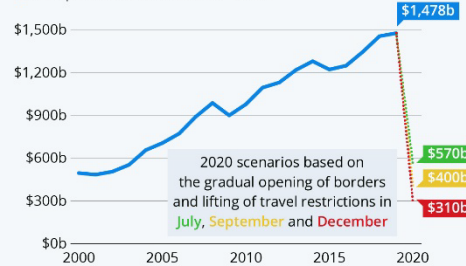
COVID-19 HAD AN UNPRECEDENTED IMPACT ON EUROPEAN TOURISM

International arrivals in Europe, 2000-2022 (in millions)



Pandemic Could Set Tourism Sector Back by \$1 Trillion

Global international tourism receipts from 2000-2019 and possible scenarios for 2020



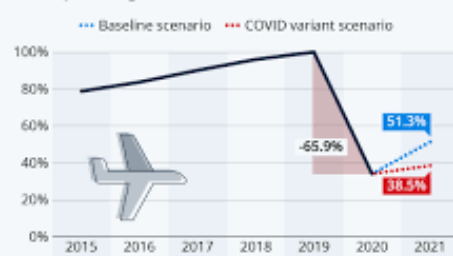
Source: UNWTO



statista

Pandemic Causes Historic Decline in Air Passenger Traffic

Global air passenger traffic (revenue passenger kilometers) as a percentage of 2019 traffic



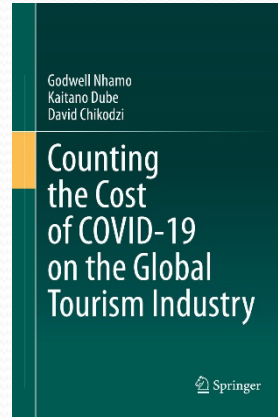
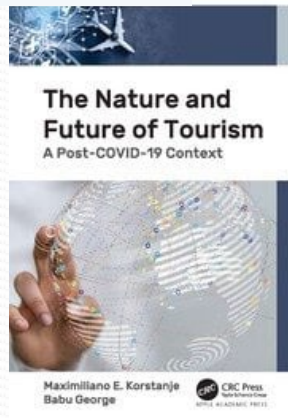
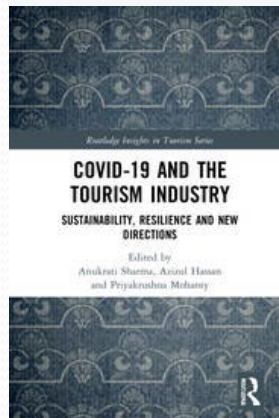
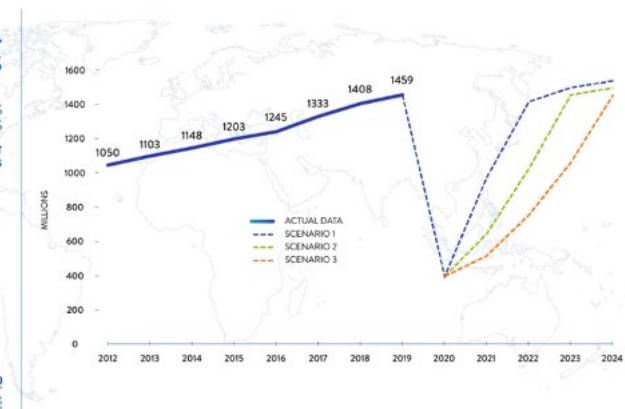
Source: IATA



statista

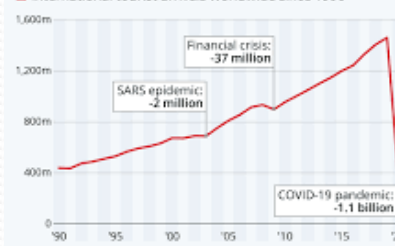
2021-2024 SCENARIOS

2% TO 4 YEARS TO RECOVER 2019 LEVELS
INTERNATIONAL TOURIST ARRIVALS



Tourism Back to 1990 Levels As Pandemic Halts Travel

International tourist arrivals worldwide since 1990

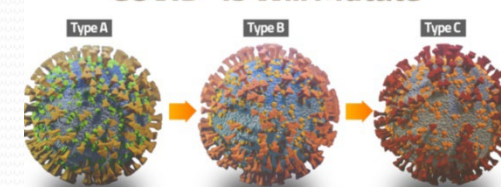


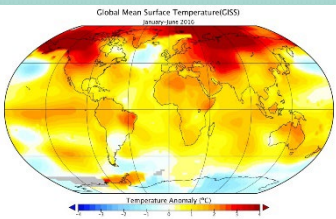
Source: UNWTO



statista

COVID-19 Will Mutate

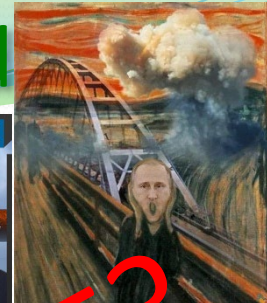




The NEW REALITY –the crisis World



Tourism preper!



Pre-Corona Destination Development

"DESTINATION HOUSE"

International Market

Visitor

Brands (USP)

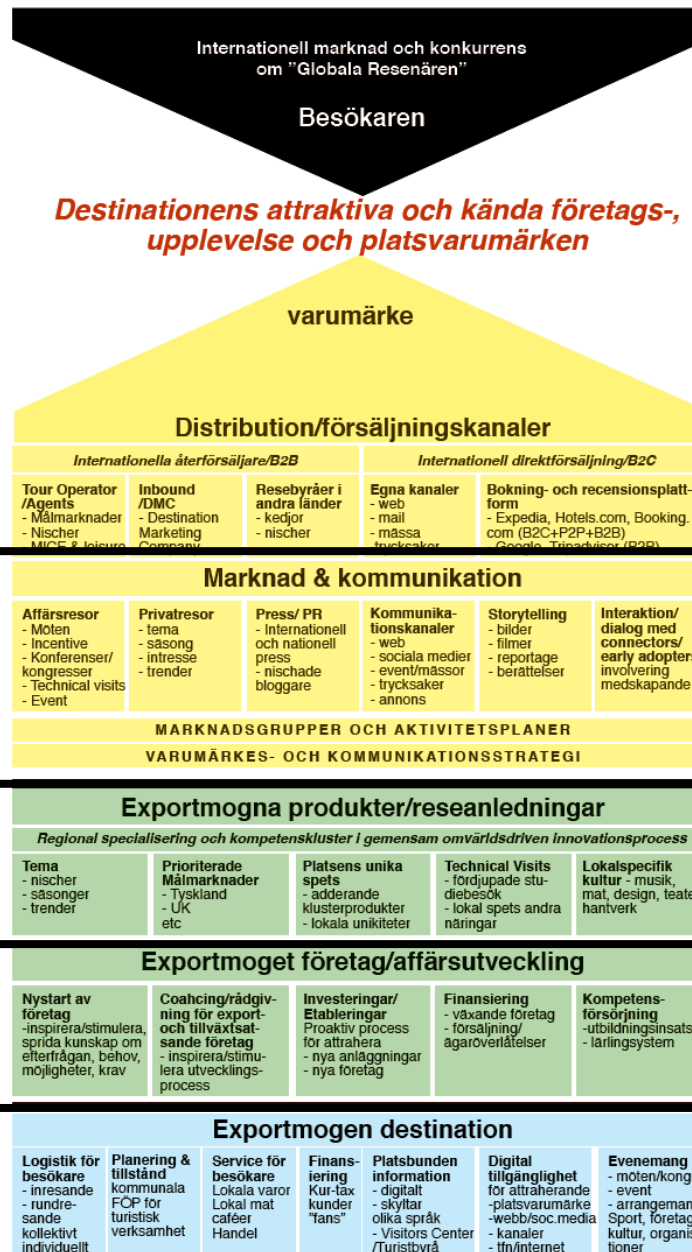
Distribution & sell channels

Market & Communication

Export ready products

Export ready companies

Export ready destination
(Infrastructure)



Swedish Lapland
Visitors Board

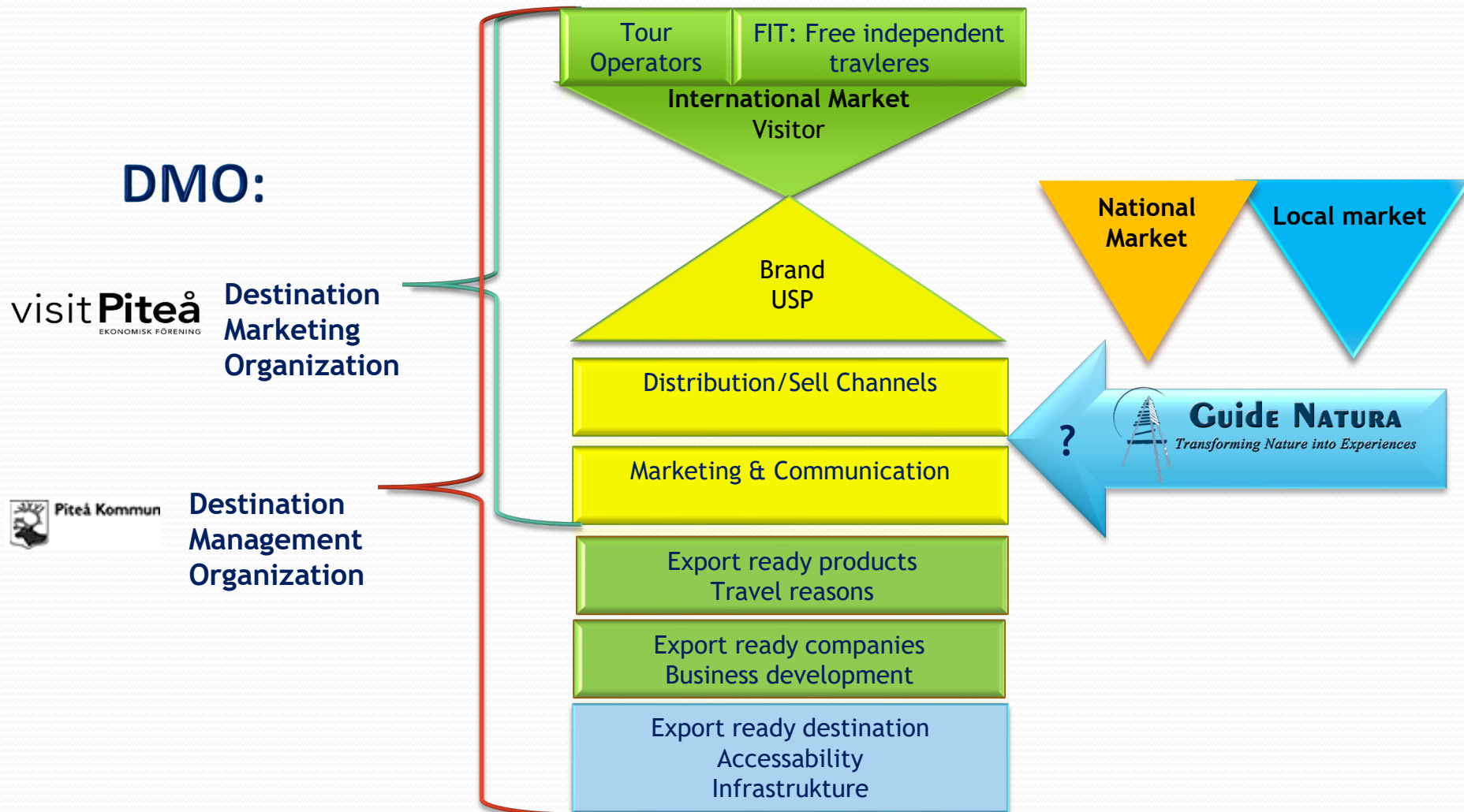
REGIONAL TOURISM ORGANISATION OF
SWEDEN'S NORTHERNMOST DESTINATION

2015-2017
Destination
Capacity Building
in Swedish Lapland,
DCB
152 10⁶ SEK total

2018-2022
Business Capacity
Development in
Swedish Lapland,
BCD
- 65 10⁶ SEK

Tourism Challenges– the tourism DMO crisis

DMO - Destination Management Organisation Pre-Corona



Tourism Challenges– the tourism DMO crisis

DMO - Destination Management Organisation Post-Corona

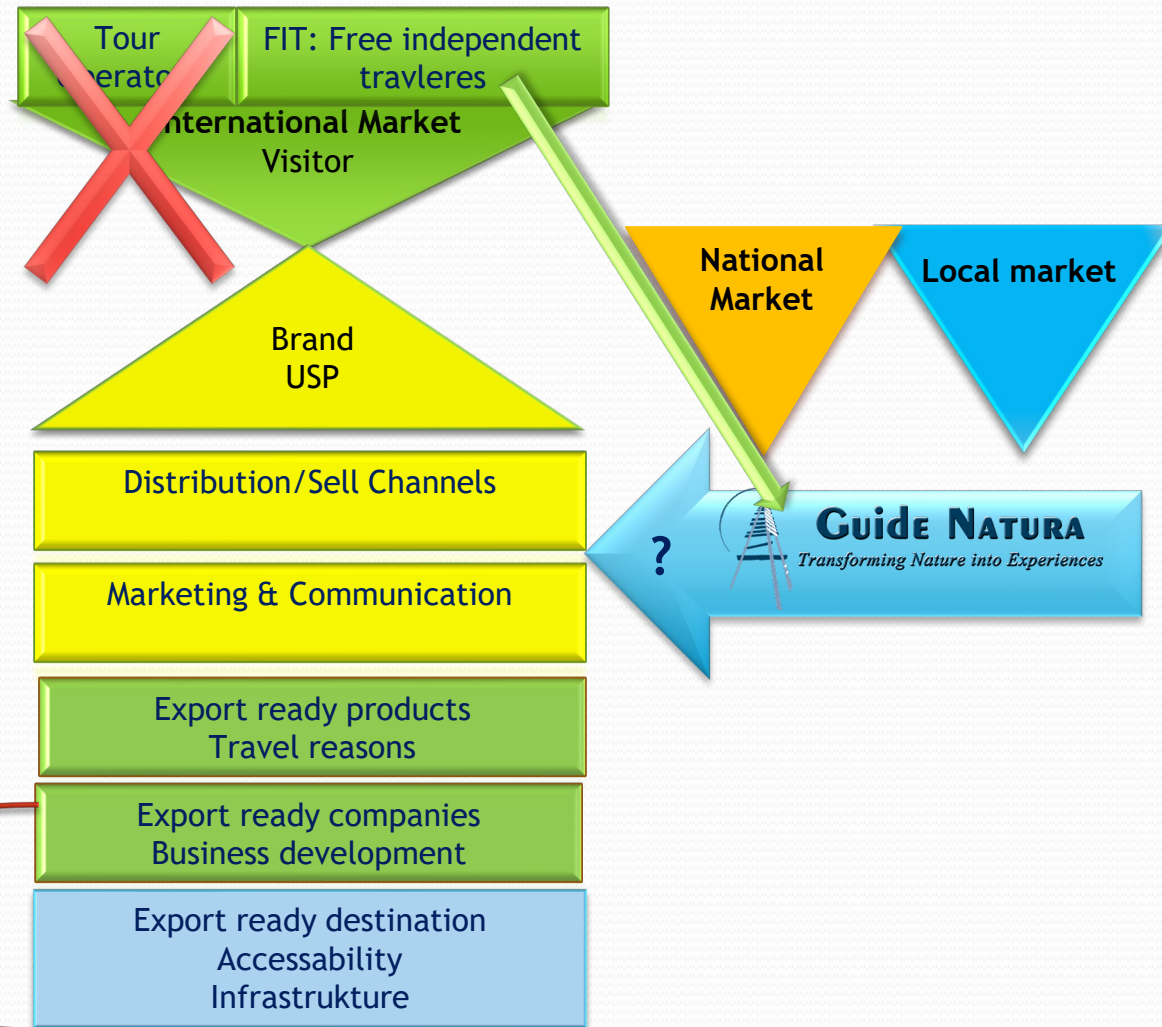
DMO:

visit **Piteå**
EKONOMISK FÖRENING



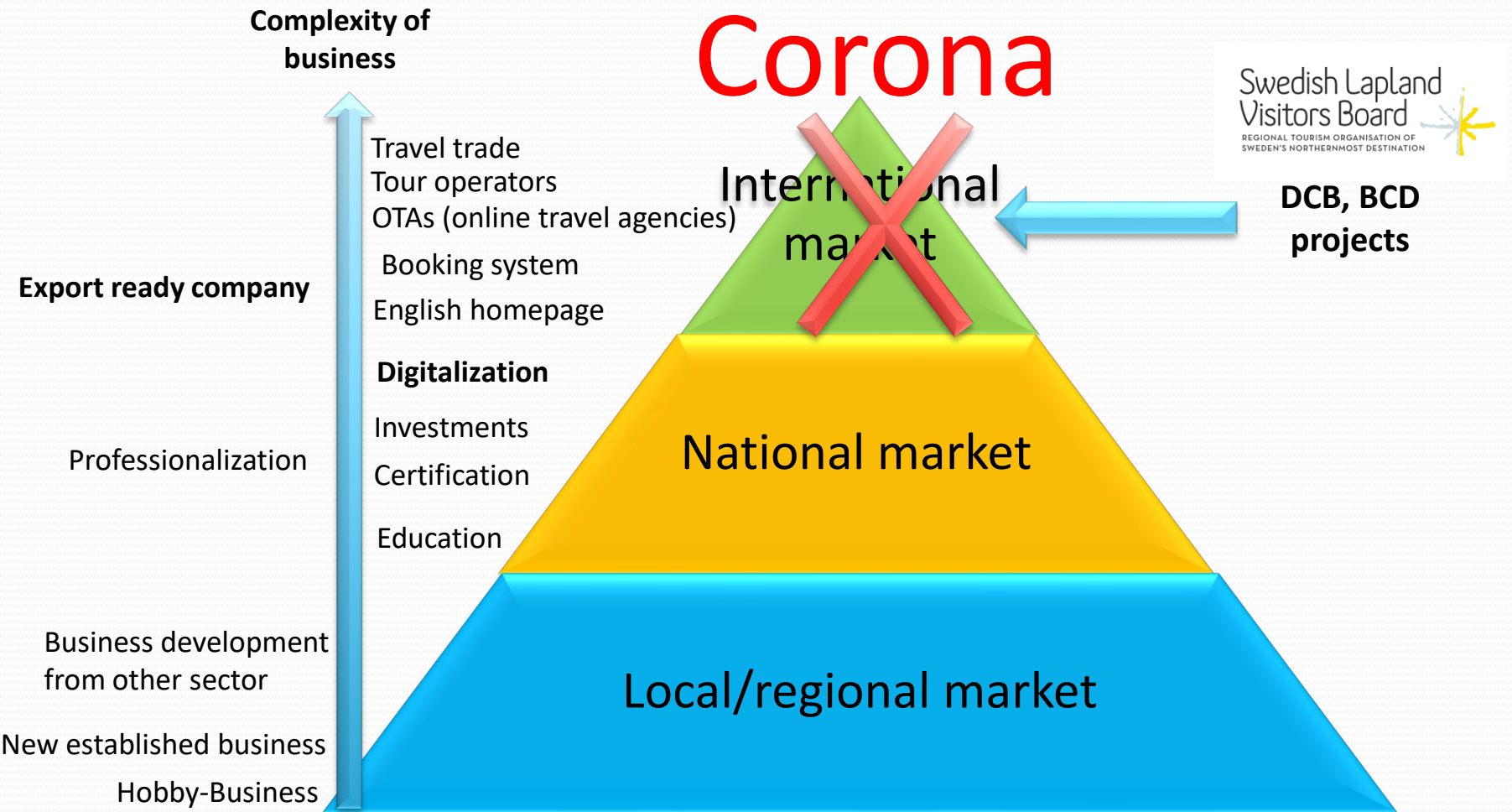
Piteå Kommun

**Destination
Management
By Municipality**



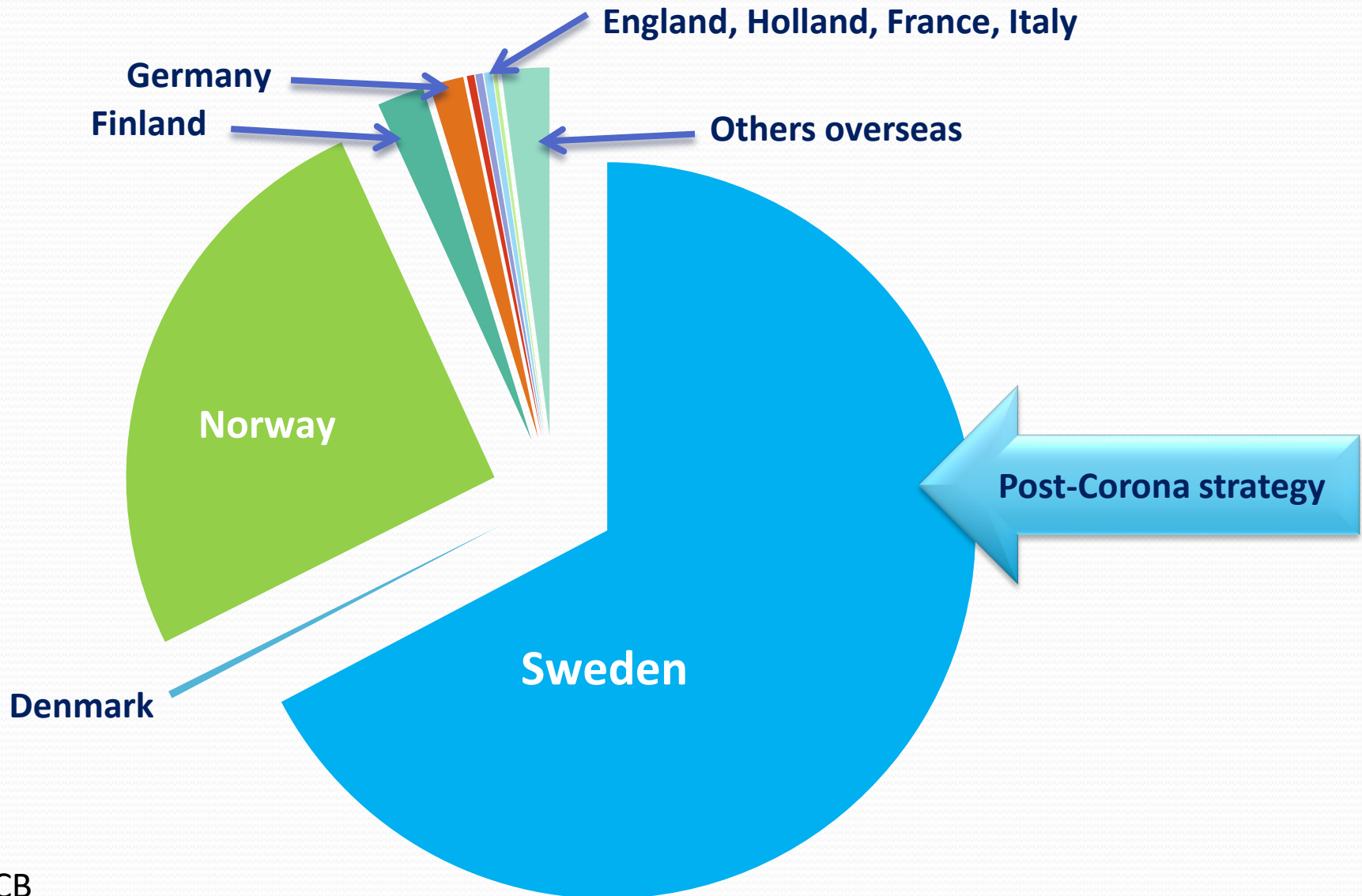
Tourism Challenges– The Market crisis

Tourism company's path to international market



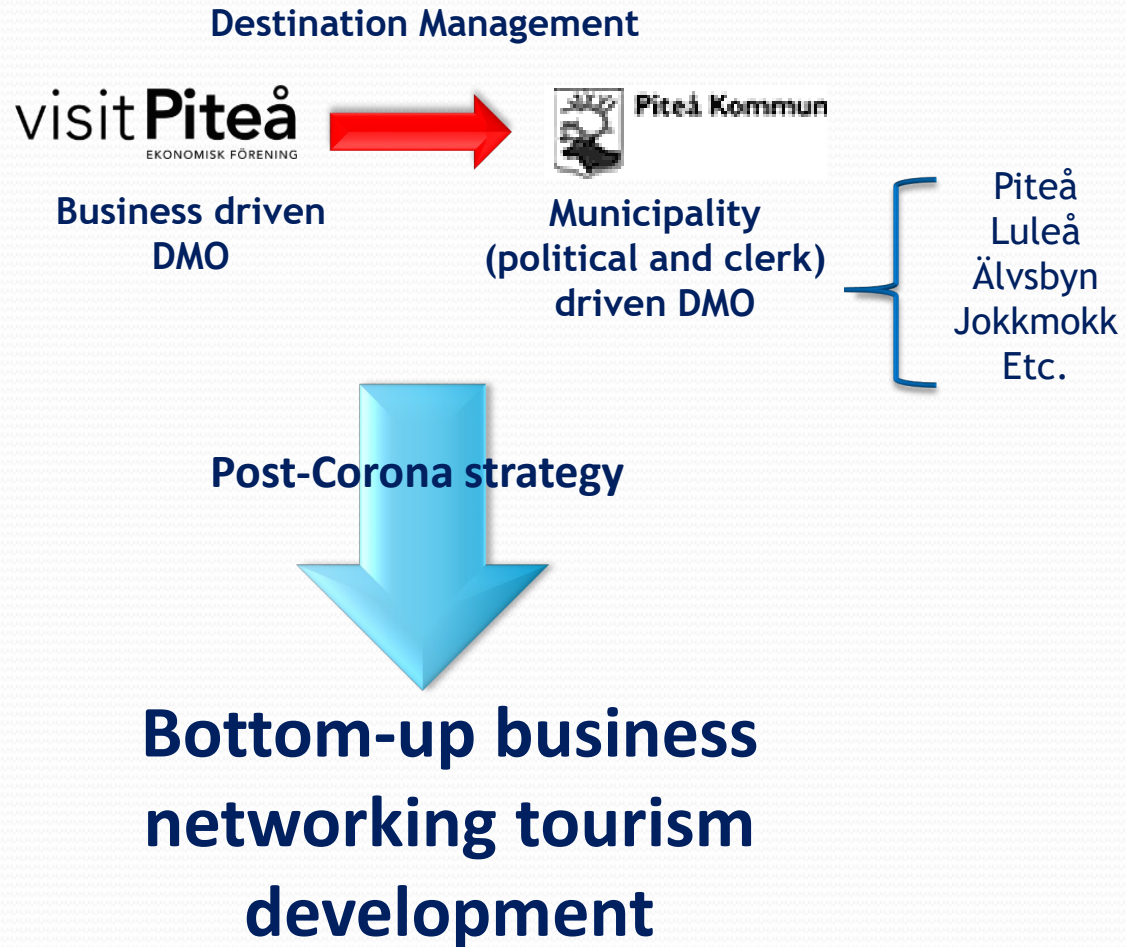
Tourism opportunities – The Market race

Tourism Market in Swedish Lapland pre-corona



Tourism opportunities – The Market race

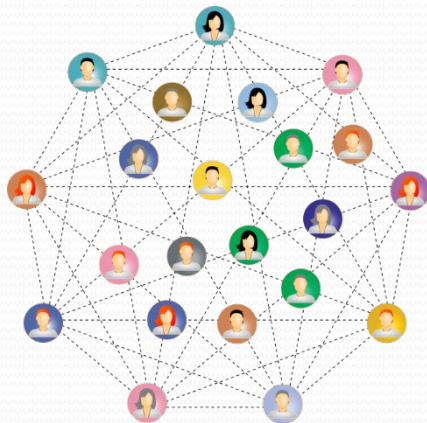
Post Corona tourism Development



Micro-destination networks

Network

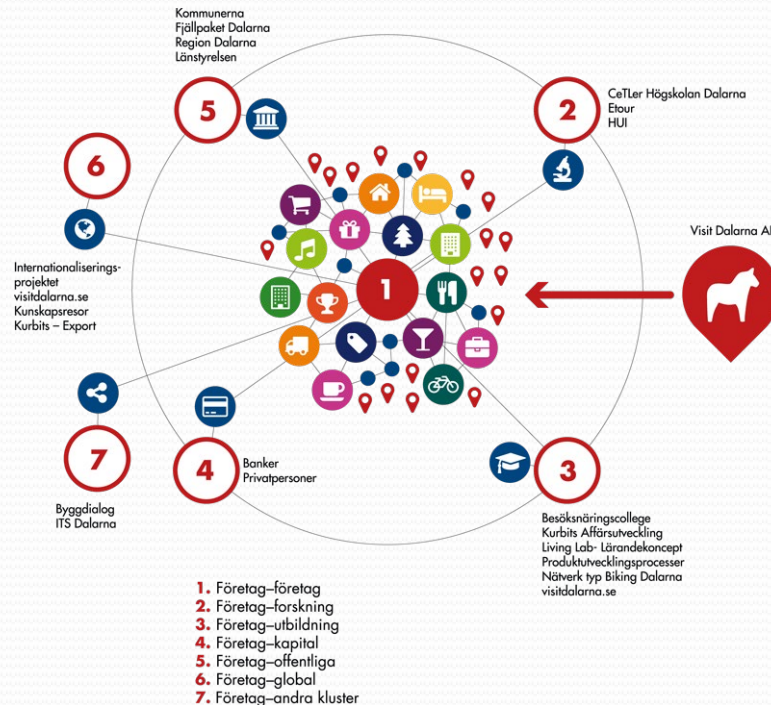
Established contact network of people with the same goal and problem challenge.



Solanderleden
Rosfors

Cluster

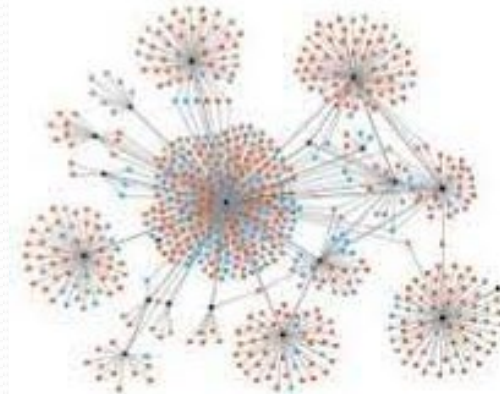
A common cooperation area or platform within a geographical demarcated environment with companies within similar industry together produce an end product, for example a destination



Piteå Älvdal
Råneå Älvdal
Harlads

Node

A junction or branching in a network, such as a resort or incoming company.



Hotel (Icehotel, Tree Hotel)
Resort (Piteå Havsbud)
Incoming company

Micro-destination networks

WHY NETWORKING

Cooperation:

Give inspiration and energy to development

Generates new business – and product ideas in cooperation

Generate more products in cooperation

Creates contacts for cooperation

Generates mutually learning

Open for new target groups and markets

Generates new destinations

Increase the attraction of the area/municipality with more visitors and more moving in and staying in the area

All together it generates **Rural development** and tourist visitors

Micro-destination networks

Solanderleden

SOLANDERLEDEN



www.solanderleden.se

220 km from Jävre to Luleå Airport

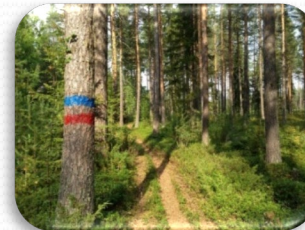
Organic developed – bottom up

Aim – Rural development

Use Storytelling: *The storytelling trail*

- Story of Daniel Solander
- Stories of local nature and culture

Started in 2010, ready 2019

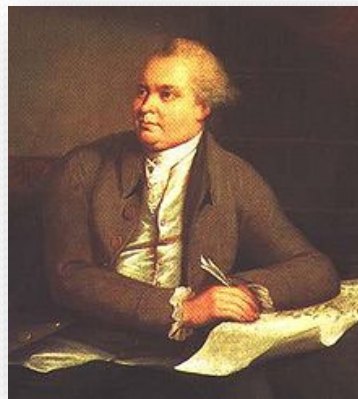


Micro-destination networks

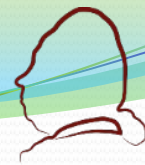
Solanderleden



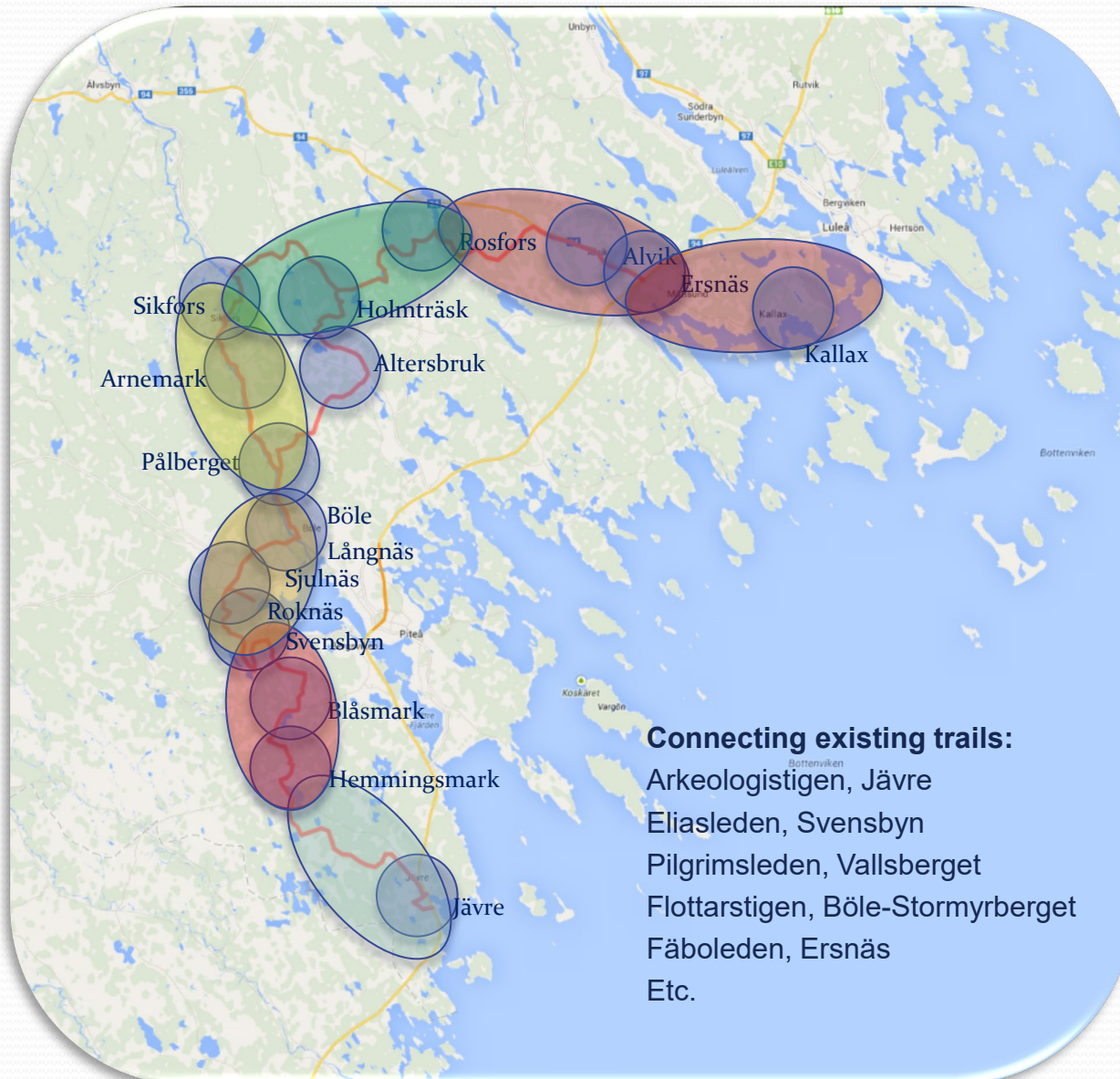
- Daniel Solander was born 1733 in Piteå, and was a student and disciples of Carl von Linné – aimed to marry Linnés daughter and take over his position as professor in Uppsala.
- Daniel sailed on the Endeavour 1867 with James Cook around the world, collecting new specimens for science.
- Daniel Solander is more known around the world then in Sweden.
- The thematic name Solander Trail, gives a storytelling-frame of natural and cultural history, discovery and entrepreneurship.



Micro-destination networks



Organic trail development



Connecting existing trails:

Arkeologistigen, Jävre
Eliasleden, Svensbyn
Pilgrimsleden, Vallsberget
Flottarstigen, Böle-Stormyrberget
Fäboleden, Ersnäs
Etc.

SOLANDERLEDEN

Organic developed – bottom up,
by involving local communities,
landowners, village elders',
local associations and
companies.

Each village its own trail-color.



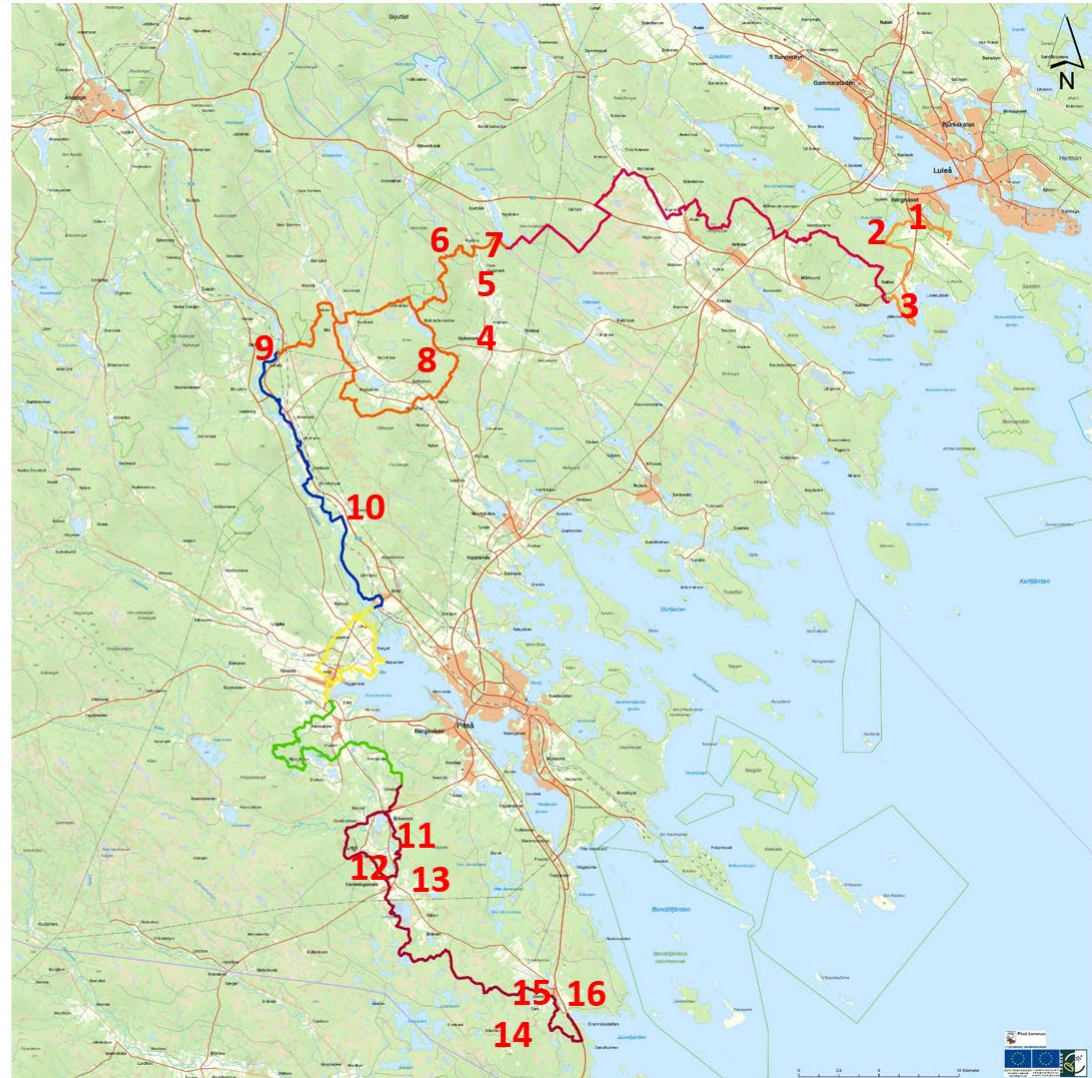
Micro-destination networks

16 companies along the trail in a project: “Pilot project- A Model for eco-trail development by network certification of entrepreneurs for Nature’s Best Sweden along the trail



Företag vid projektets början 2020:

1. Luleå Travel, Luleå, Cecilia Sandström
2. Arigal Adventures, Luleå Ari Hultqvist
3. Kallax Gårdshotell, Kallax Maria & Kristina Wikström
4. Jössgården, Sjulsmark, Helene och Torbjörn Forsberg
5. PK Reindeer, Rosfors, Ronny Koskinen, Katarina Parfa Koskinen
6. Forestreetretreat Guide Natura, Rosfors, Hansi Gelter
7. Baronselets Gourmetprodukter, Peter Eriksson
8. Sagitarus, Clas Jörgen Pohl
9. Sikfors Konferens & Fritidsby, Sikfors, Åsa Nilsson
10. Zebra i Norr, Maria Ramnek
11. Kulturgaraget, Stefan Johansson
12. Stämningssrum i Norr, Britt-Louise Nyman
13. Kälågård, Hemmingsmark, Marika Berglund
14. Jävve Kvarnkafé, Jävve, Emma Degerman
15. Wabi Sabi, Piteå, Elin Johansson
16. Beas Rökeri, Maureen Lindbäck



Micro-destination networks

Project members together with the Solander trail association has developed 10 criteria for an eco-trail based on sustainability criteria according to Nature's Best Sweden



Kriterier för definition av eko-vandringsled

Dessa kriterier för en eko-vandringsled har framtagits inom Landsbygdsutvecklingsprojektet: "Pilotprojekt: Modell för eko-vandringsleder – Kollektiv Nature's Best Sweden certifiering av entreprenörer längs en vandringsled." Kriterierna har förankrats bland medverkande företag och föreningen Solanderleden ideell förening.

För att en led skall kunna benämnas som "ekovandringsled" bör följande kriterier bör uppfyllas:

1. Leden bör vara lokalt "bottom-up" förankrad och organiskt utvecklad. Med organiskt menas att leden gradvis har vuxit fram där ledens dragning sker på initiativ från och i nära samverkan mellan byaföreningar, markägare, företagare, föreningar, skogsägare och lokalbefolkningen.
2. Leden skall vara dragen så att den ej stör lokalbefolkning och deras verksamhet och ej så dragen att den negativt påverkar natur- och kulturvärden och känslig natur och minimerar slitage på natur och kultur, samtidigt som de lokala natur- och kulturvärdena visas upp.
3. Det skall finnas avtal (muntligt eller helst skriftligt) med samtliga markägare enligt modell från LRF & Naturturismföretagen – "Verksamhet på annans mark".
4. Det skall finnas en hållbar ledskötsel- och underhållsplan som är lokalt förankrat hos byaföreningar, markägare, företagare, föreningar och lokalbefolkningen. Med "hållbar" avses att underhållsplan är lokalt förankrad, ekonomisk finansierad och har ansvarig huvudman.
5. Leden skall ha en tydlig organisation för skötsel och utveckling som är lokalt förankrad, och som involverar representanter från olika intressenter kring leden.
6. Ledens huvudman verkar aktivt för att nya och befintliga besöksnäringar längs leden har en hållbarhets- och miljöplan, gärna enligt Nature's Best Sweden eller motsvarande, och att företagen helst bör vara certifierade eller märkta enligt något hållbarhetssystem.
7. Leden bör via storytelling och/eller interpretation lyfta och tillgängliggöra de lokala natur- och kulturvärdena och deras historia enligt definitionen på ekoturism, dvs aktivt sprida kunskap om dessa värden.
8. Till leden bör finnas information om, och möjlighet till ett hållbart resande både till leden och för transporter längs leden, såsom kollektivtrafik och miljövänliga transporter.
9. Vandringservice såsom boendeanläggningar och matserveringar, liksom installationer såsom vindskydd, broar, m.m., nyttjar i första hand lokala resurser och utgår från lokala traditioner.
10. Leden och dess organisation samt medverkande aktörer bör bidra till information om och aktivt bevarande av skyddsvärda natur- och kulturvärden inom ledens verksamhetsområde

Solanderleden Ideell Förening
Lövgrundsvägen 93, [94141](mailto:info@solanderleden.se)

Org.nr: [002522-173](https://www.1177.se/202522-173)
Telefon: 076-1359111

E-post: info@solanderleden.se
Webb: www.solanderleden.se

Micro-destination networks

Solanderleden
association board

(closed)

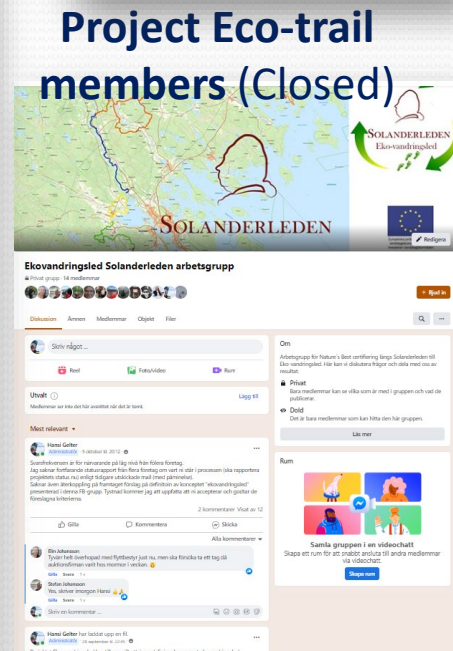
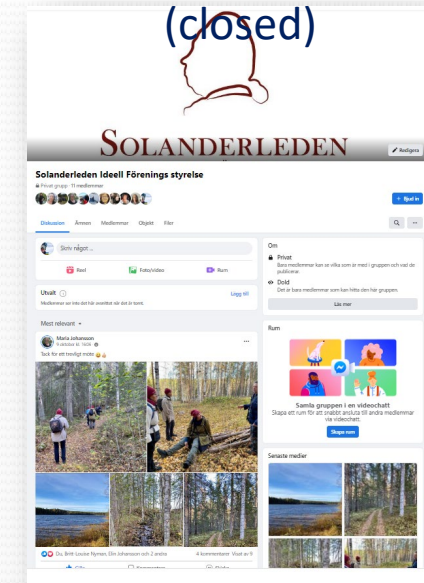
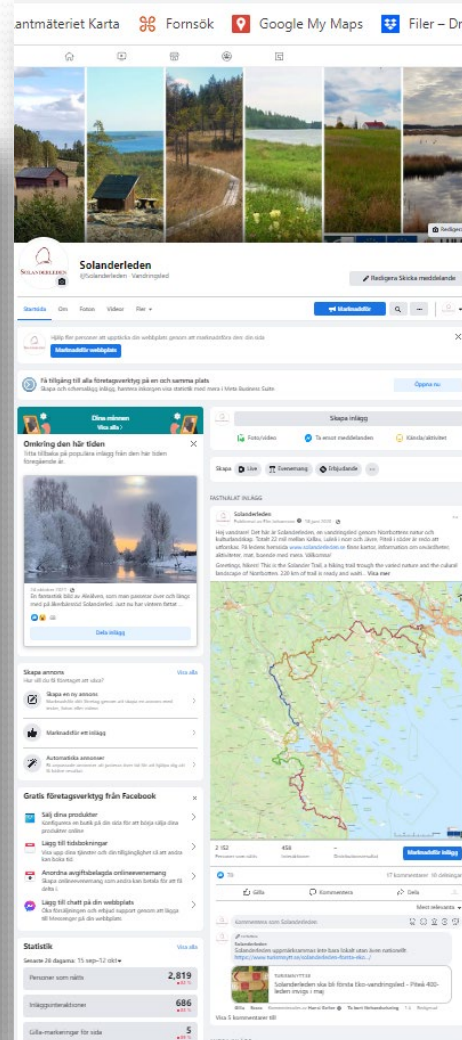
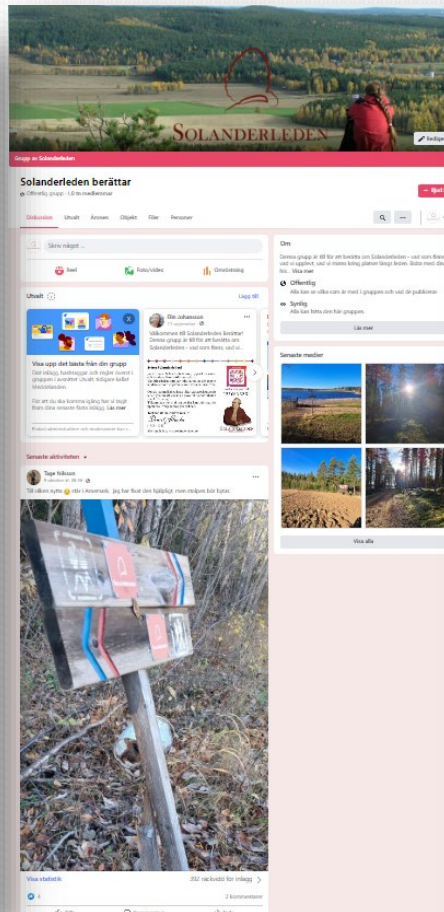
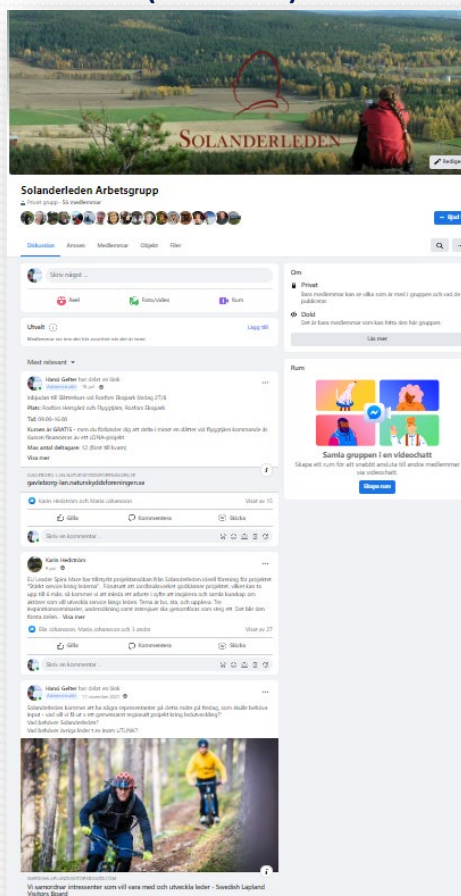
NETWORKING TROUGH FACEBOOK

Solanderleden FB
Page (Open)

Solanderleden
development team
(Closed)

Solanderleden berättar
(Hikers stories)
(Open)

Project Eco-trail
members (Closed)



Micro-destination networks

Project: "SAMVERKAN BESÖKSNÄRING I PITE ÄLVDAL" (Cooperation tourism in Pite river valley)

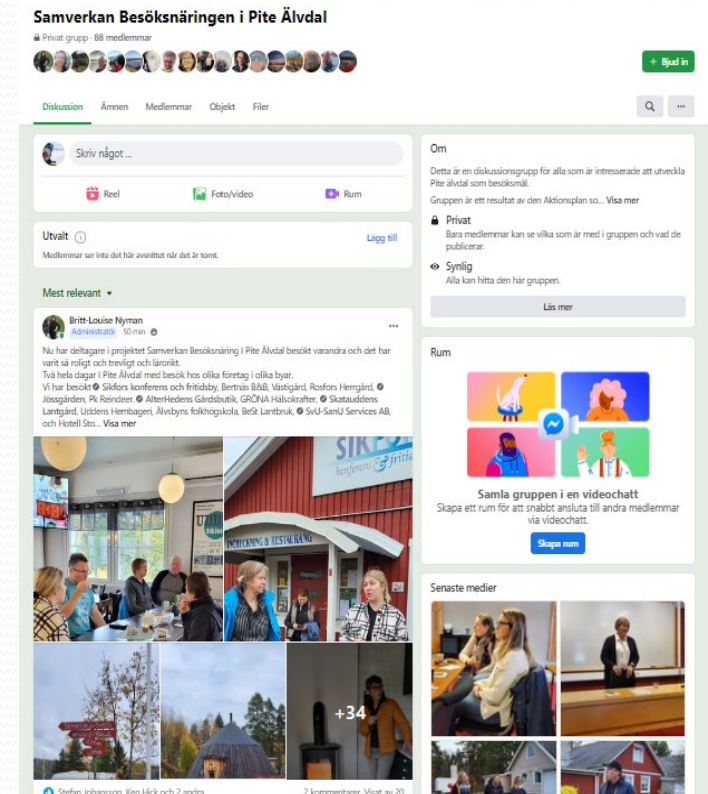


88 tourism firms and stakeholders along Piteå River valley

(Piteå – Älvsbyn municipalities; Arvidsjaur & Arjeplog next)

Project driven

Sustainable?
→ Action Plan



Micro-destination networks

Project: "SAMVERKAN BESÖKSNÄRING I PITE ÄLVDAL" (Cooperation tourism in Pite river valley)

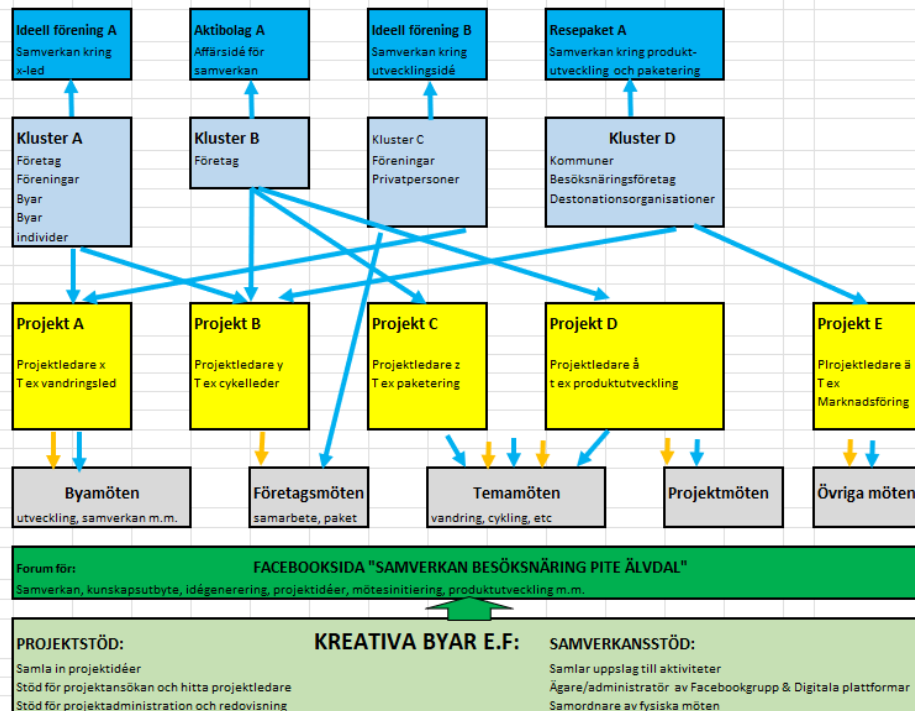


ACTION PLAN for Cooperation

Projekt: SAMVERKAN BESÖKSNÄRING I PITE ÄLVDAL Workshop 1 Storforsen 2021-10-20



Framtaget förslag på modell förorganisation "Samverkan Besöksnäring Pite Älvdal" utifrån Aktionsplan



Resultat av samverkan

Intressenter samlade i nätverk och kluster (exemplifierade)

Projektplattform

Mötesplattform - fysiska möten

Kunskapsplattform & Digital plattform

Plattformsorganisation

Lärandeplattform

Information om Besöksnäring
Pite Älvdal och dess aktiviteter

Annat Digital plattform
App, Hemsida, Instagram etc.

Forum för:
FACEBOOKSIDA "SAMVERKAN BESÖKSNÄRING PITE ÄLVDAL"
Samverkan, kunskapsutbyte, idégenerering, projektidéer, mötesinitering, produktutveckling m.m.

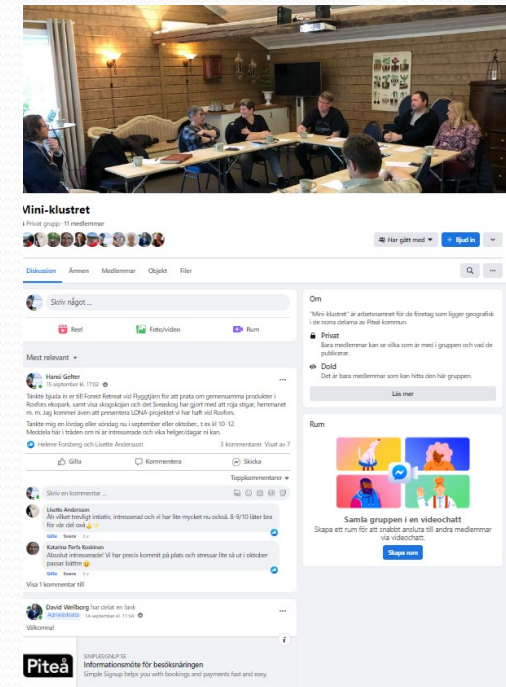
PROJEKTSÖD:
KREATIVA BYAR E.F.:
Samla in projektidéer
Stöd för projektansökan och hitta projektleddare
Stöd för projektadministration och redovisning

SAMVERKANSSÖD:
Samla uppslag till aktiviteter
Ägare/administratör av Facebookgrupp & Digitala plattformar
Samordnare av fysiska möten

Micro-destination networks

Mini-Cluster "Northern Villages", Piteå

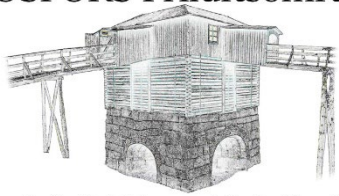
Mini-cluster of 7 companies administrated by "Visit Piteå" (Piteå municipality) = Top-Down management



Piteå

Micro-destination networks

ROSFORS Friluftsområde



Rosfors Bruk Naturreservat, Rosfors Ekopark,
Lustgårdens Naturreservat

Installationer och åtgärder enligt LONA-ansökan

- Befintlig stig, skogsbilväg
- Markerad oframkomlig stig att restaureras



Guide NATURA

Transforming Nature into Experiences

- A1 Återställande av stig
- B2 Befintlig grillplats
- B3 Reparera skyddsnet
- C1 Stigar graderas för vandring och cykling
- C2 Natur och kulturvården inventeras
- P Parkeringsplats

- Område inom natur och kulturvården inventeras



Guide NATURA

Transforming Nature into Experiences



Piteå kommun

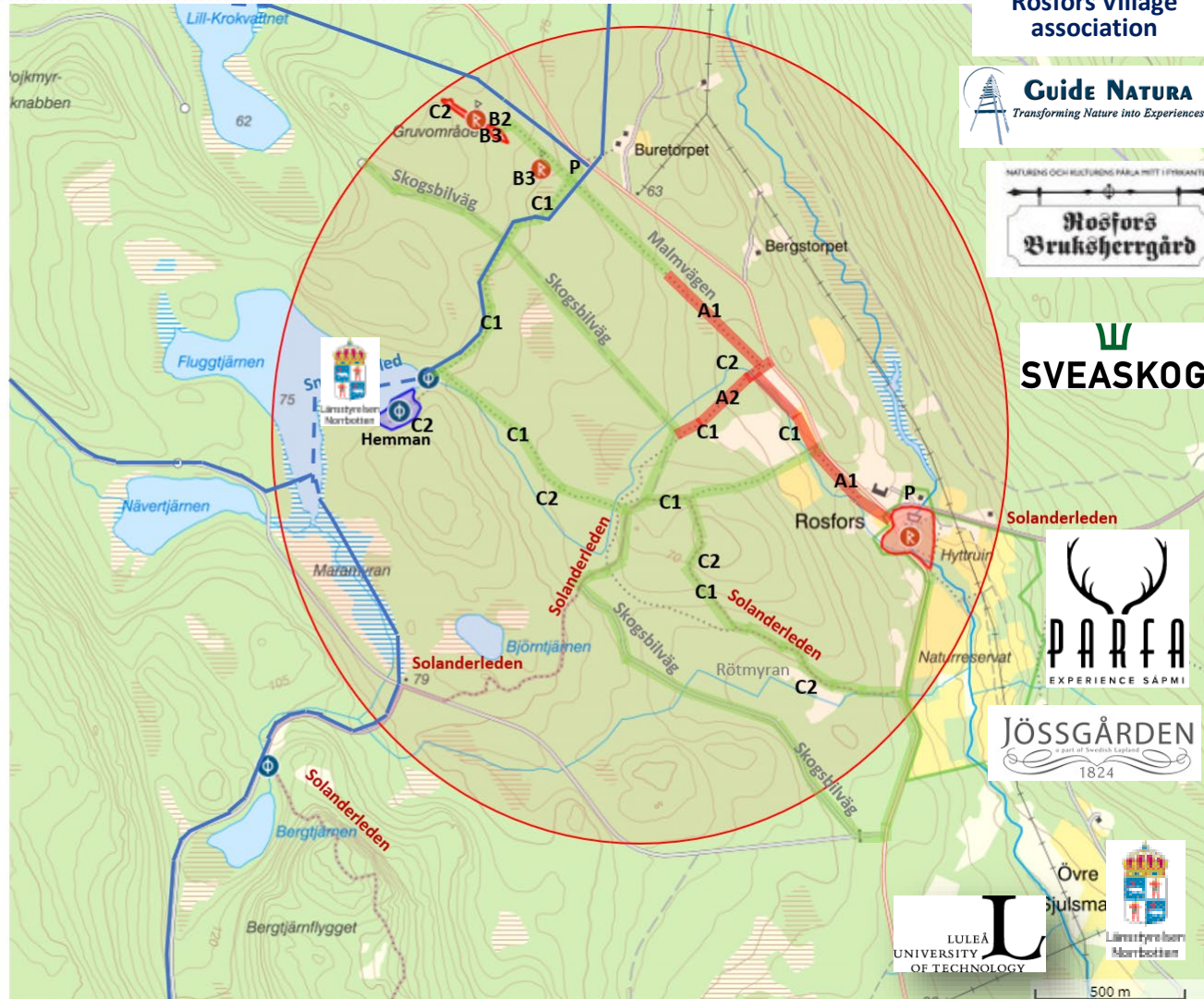


SVEASKOG

SOLANDERLEDEN

LONA-project network

Rosfors Ecopark, Rosfors Nature reserve, Lustgården Nature reserve



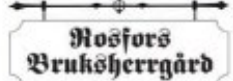
Rosfors Village
association



Guide NATURA

Transforming Nature into Experiences

NATURENS OCH KULTURENS FÄLLA PÅ MITT I FYRANTEN



SVEASKOG



JÖSSGÅRDEN
1824

LULEÅ
UNIVERSITY
OF TECHNOLOGY



Luleå University of Technology

Övre
Sjulsma

Luleå University of Technology

500 m

Micro-destination networks

LONA-project network

Rosfors Ecopark, Rosfors Nature reserve, Lustgården Nature reserve



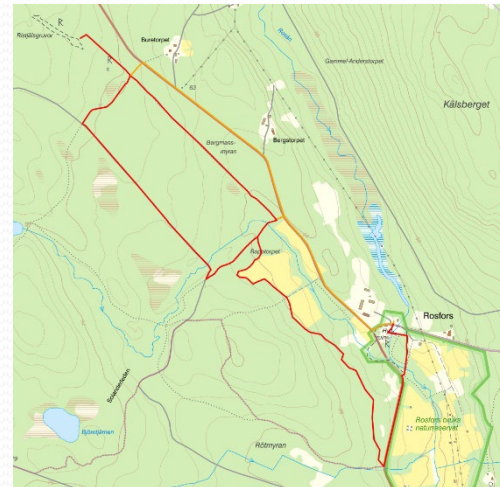
Analoge AR



Infrastructure installations



Nature restauration & flora inventory



Hiking & Biking trail restauration



Culture & history inventory

Micro-destination networks

NETWORKING LESS SUCCESSFUL (Top-Down)

GOPP

Destination Capacity
Building in
Swedish Lapland



WWW.DESTINATIONJOKKMOKK.SE



20 Sami entrepreneurs

Developed 2 round tours
FB-group for networking



Photo: Marie Nygård



QUESTIONS ABOUT THE FUTURE

How Far away are SMART Destinations?

How to move FORWARD?

How far is the future away?

Will we have a post-crisis tourism?

Is the digitalization Hype over?

SUMMARY

Market changes - diversification and focus on domestic markets
Tourism development BOTTOM-UP networking instead of TOP-DOWN steering



Digitalization - simplification (leave BOKUN)
DMO's by municipalities → SMART Destination development slower
Technology evolution will slowly ignite digital transformation again
SMART Destinations do not fit micro-destination networks

Thanks for listening



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