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Sustainable Tourism in the Northern Periphery: Exploring the Role of Networks and Technology

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Quebec City, CANADA

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Introduction



- Background
  - Innovation in tourism
- Case Studies
  - The South Pacific
  - The Northern Periphery
- Conclusions
  - Best Practice
  - Partnership opportunities

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Innovation in tourism

- New technical ideas
  - Multimedia contents
- New marketable products
  - Interactivity
- Process innovation in production, supply, and service
  - Usability, collaborative tools, integration capabilities
- Learning new ways of organising
  - Networks of business, government, civil society

Source: Aarsaether 2006

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Case Studies: The South Pacific

- www.newzealand.com
  - Multimedia contents
  - Interactivity
- www.southaustralia.com
  - Interactivity
  - Collaboration
  - Networks





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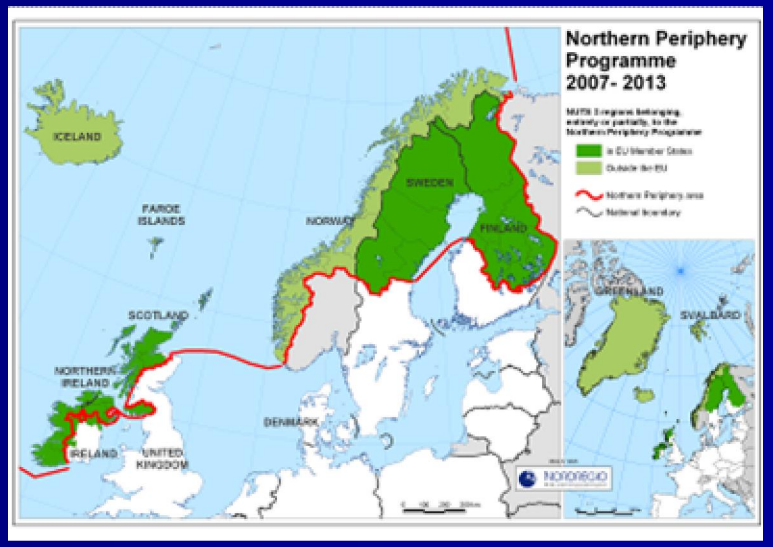
Case Studies

The Northern Periphery: 3 Projects

- Sparse population dispersed over a wide geographic area
- Limited transportation and communications systems
- Diverse social, cultural and educational issues





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Project 1: SMART Labrador

www.smartlabrador.ca

- Non-profit organization
- A cooperative development strategy of Labrador's five Regional Economic Development Corporations



- For Information Technology development in business, human resource and community economic development
- Infrastructure, Knowledge, Skills, Applications and Services

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SMART Labrador websites/projects

- www.ourlabrador.ca/
  - Information
  - Networking
  - Research database
- www.labradorcoastaldrive.com
  - Marketing
  - Monitoring
- Northern Knowledge Network (NKN)





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Northern Knowledge Network (NKN)

- Knowledge management
- Platform for collaboration
- Sharing and dialogue
- Link traditional/scientific knowledge
- Online community – “network”
- Expertise, Reports, Research
- Topics:
  - Climate change, sustainable development, biodiversity, natural/cultural heritage
- Participants:
  - Residents, youth, government, business, researchers, educators





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Project 2: NORCE

www.norce.org

- 17 partners
  - Lead partner Iceland
- Goal: To preserve coastal culture of Northern communities
- Themes:
  - Boatbuilding
  - Traditional food
  - Wildlife viewing
  - Lighthouses
- Toolkit for recording traditional knowledge

NORTHERN COASTAL EXPERIENCE



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Project 3: Nature-based Tourism

www.naturebasedtourism.net





- Partners from:
  - Norway, Sweden, Scotland, Iceland, Ireland, Northern Ireland, Canada
- 3 key elements of program:
  - Marketing
  - Product development (greening/experiential programming)
  - Transnational networking
- Project funded by federal/ provincial governments.
- Program elements:
  - Transnational workshops
  - Business plan
  - Regional cluster meetings

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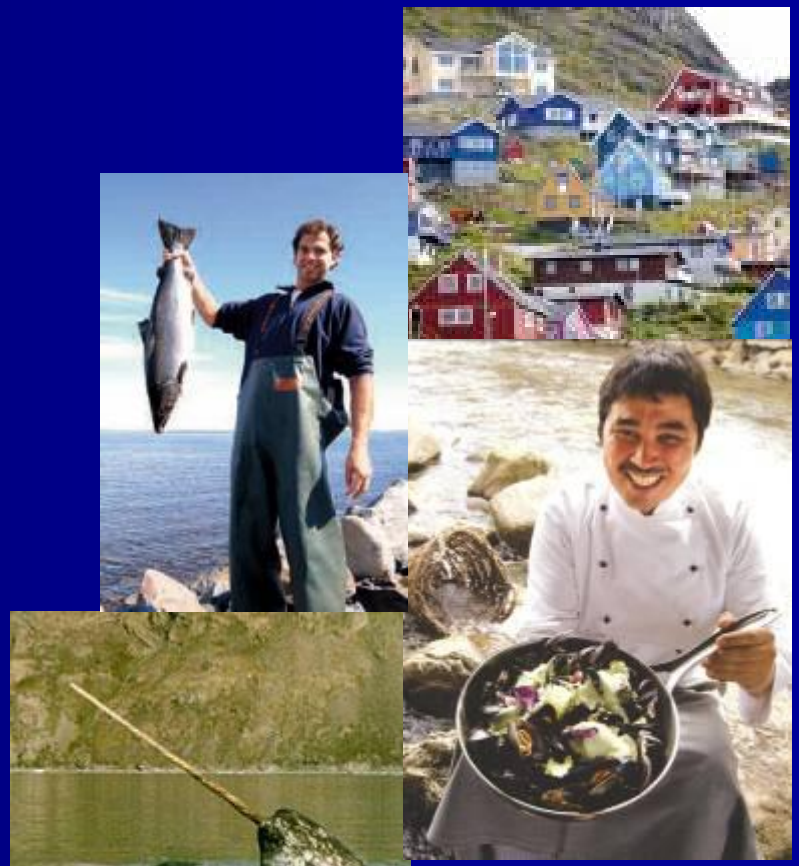
Benefits/Best Practices

- Economic Benefits
  - Added revenue and employment
- Professional Development
- Research
- Partnerships
  - Local
  - International
- Marketing
- Programming/ Policy Development



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Benefits/Best Practices

- Diminishing obstacles to communication
- Providing the opportunity for regions/ communities to make more informed decisions
- Communities helping communities





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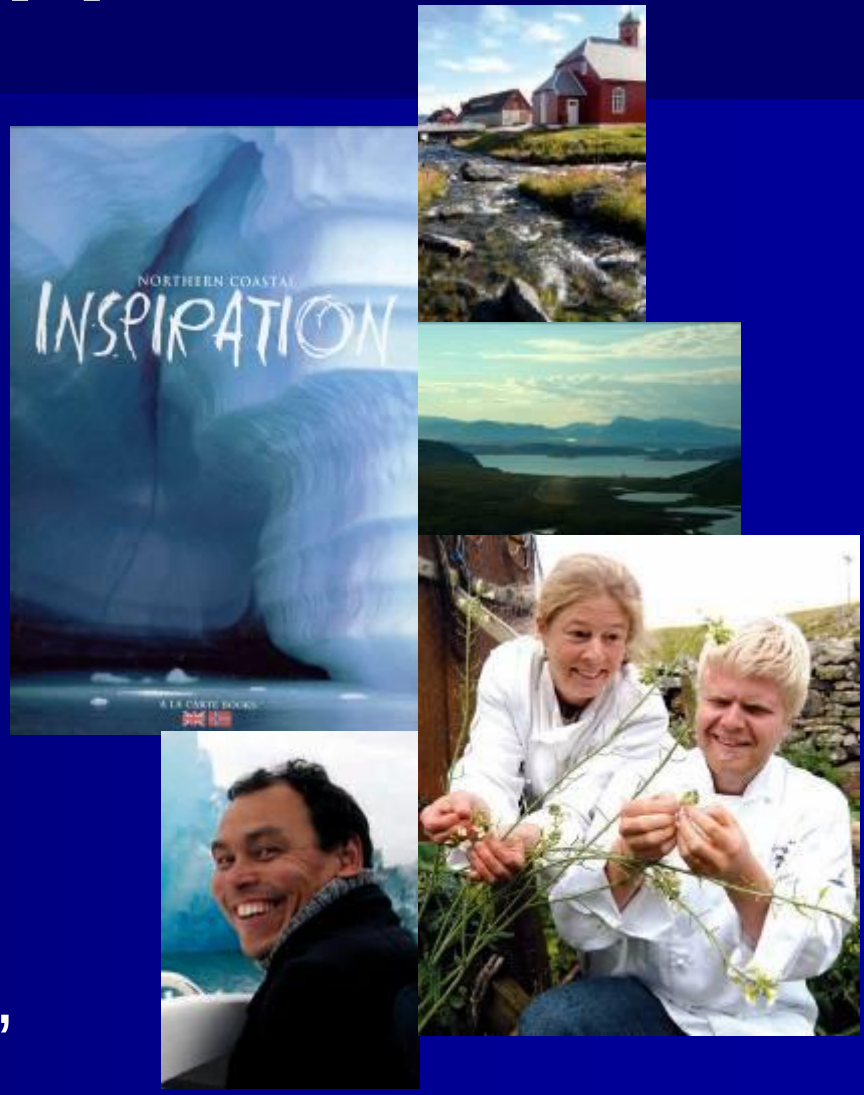
Partnership Opportunities

- Opportunity to create a tourism technology project
  - Northern Periphery Secretariat
  - Office of North Atlantic Agreement
  - Canadian Federal/Provincial Governments
- Form a network to share experience and work
- Need a vision, work plan, and team



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Thank you!