



Escape into the archipelago landscape

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INCULTUM Sweden team



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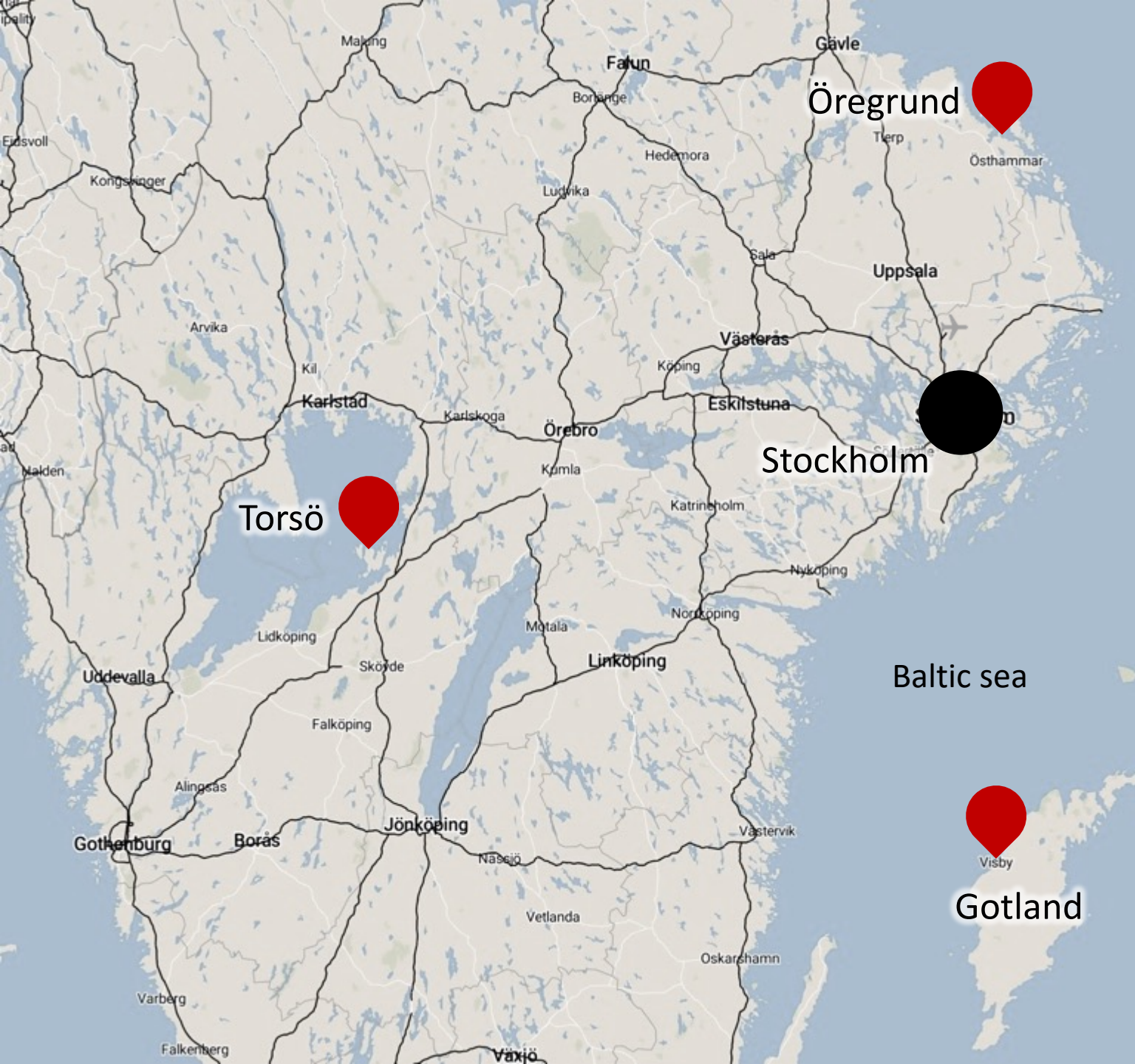
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Agenda

- About the pilot
- Pilot peculiarities
- Engagement actions with stakeholders
- Innovations generated or foreseen by implementation of INCULTUM



Photo © Mirina Togen



About the Swedish pilot



- Three periferal areas
- Seascapes
- Distribute visitors over time and space
- Attract visitors for growth





Öregrund

Öregrund, Östhammar and further on in Roslagen – Bathing resort heritage, Swedish coastal classic experience, Viking heritage



Photo © Mikael Gidhagen



Photo © Marina Toger



Torsö

waterways and archipelago
heritage, attract visitors and
distribute around the island

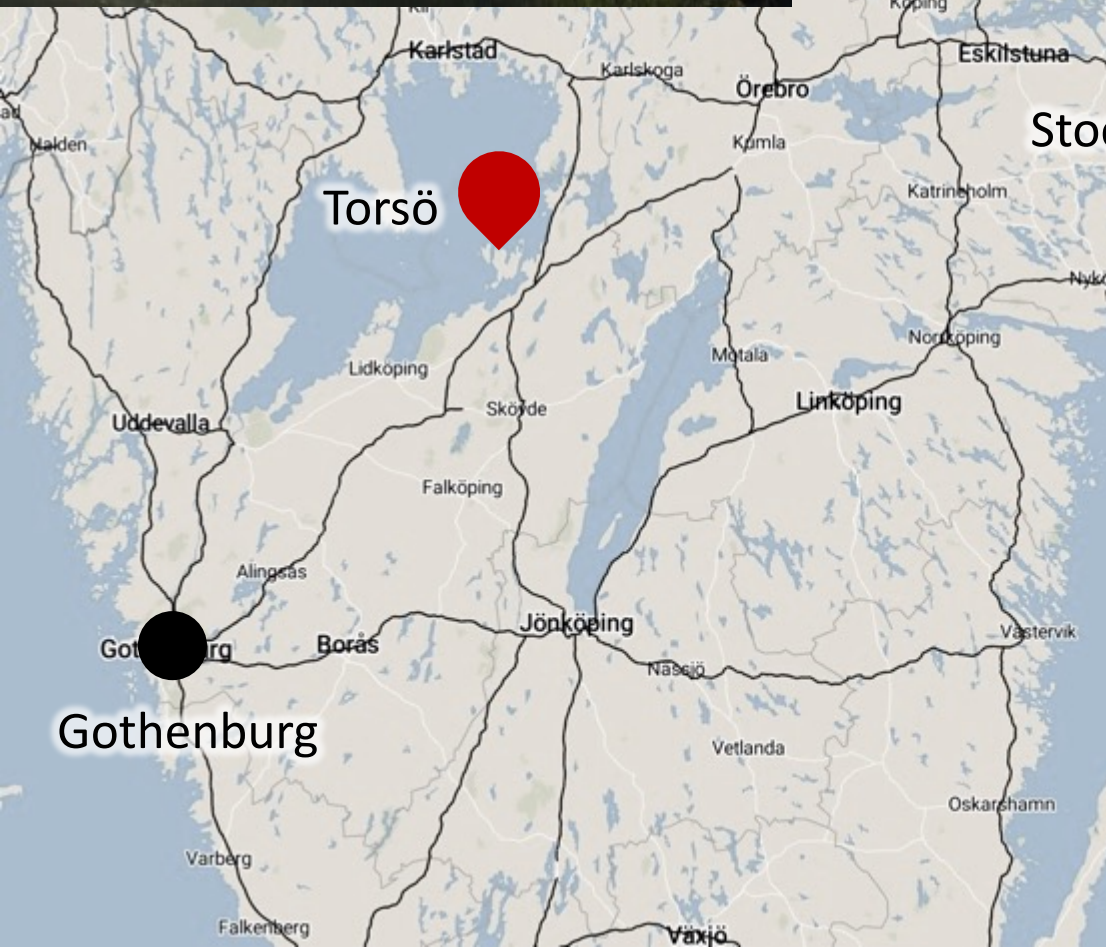


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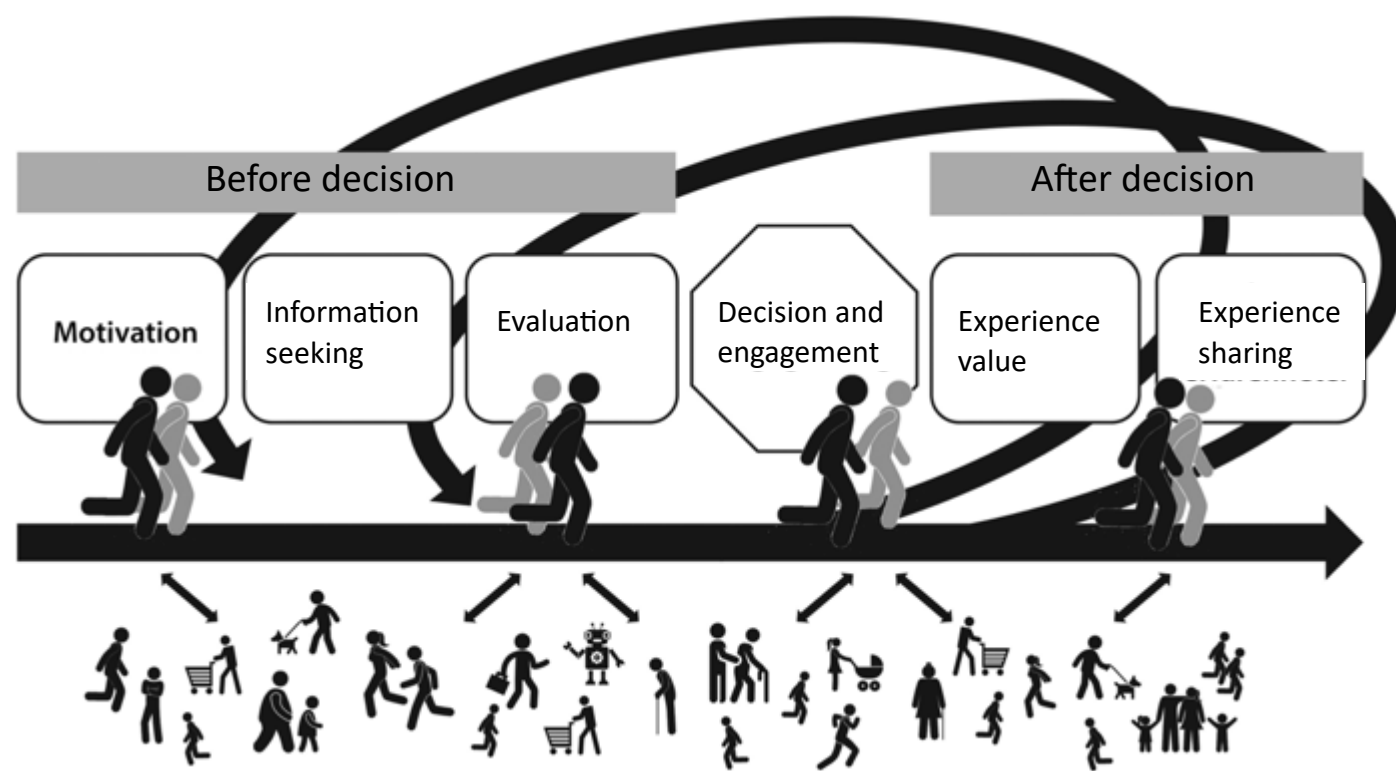


Gotland

Hanseatic heritage, Visby to the rest of the island




Visitors' engagement



Adapted from: Hamilton et al. (2021: 7)

Questionnaires can provide insights on:

- ✓ Demographic data
- ✓ Information seeking behaviour
- ✓ Activity preferences
- ✓ In group or alone (monads)
- ✓ Expectations
- ✓ Satisfaction
- ✓ Willingness to recommend (WOM)

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Hur väl stämmer påståendena (1 inte alls — 7 helt)

Öregrund motsvarar mina/våra förväntningar (ringa in ett alternativ)

Inte alls 1 2 3 4 5 6 7 helt

Jag/vi kan rekommendera Öregrund som resmål (ringa in ett alternativ)

Inte alls 1 2 3 4 5 6 7 helt

Antalet lokala attraktioner är tillräckliga (ringa in ett alternativ)

Inte alls 1 2 3 4 5 6 7

Det är lätt att hitta och ta sig fram (ringa in ett alternativ)

Inte alls 1 2 3 4 5 6 7

Vi är i Öregrund... (ringa in ett alternativ): 1/2 dag 1 dag 2 dagar

Ringa in de attraktioner/platser du/ni besökt senaste

Norrtälje	Östhammar	Österåker	Öregrund	Skärgården
Roslagsleden	Vallonstigen	Vandringsled/er	Vallonbruk	Mullerås
Örskär	Forsmark	Österbybruk	Hargshamn	Hummelfjärd
Rävsten	Raggårö	Sunnanö	Tallparken	Hembygdsgård

Vad saknas i Öregrund?

Vad är bäst med Öregrund?

Om Öregrund vore en person, med vilka egenskaper skulle du/ni beskriva den?

Fantasifull	Pålitlig	Svensk	Charmig	Tuff	Blyg	Häftig	Spännande
Ärlig	Anspråksfull	Vildmark	Fridfull	Mystisk	Utmanande	Ansvärlig	Ansvarstagande
Genuin/Äkta	Romantisk	Stark	Barnslig	Äventyrlig	Försiktig	Stadig	Ständig
Glad	Glamorös	Vild	Naiv	Cool	Säker	Lantlig	Snygg
Omtänksam	Unik	Smart	Familjenära	Lyxig	Snäll	Trygg	Traditionell
Aktuell							

Denna undersökning genomförs inom ramen för EU-projektet INCULTUM som handlar om digitalisering av kulturer i EU. Om du har frågor hör gärna av dig till Sabine Gebert Persson (docent, Uppsala universitet) på telefon 018 471 27 69 eller besök <https://incultum.eu> / DELA MED DIG AV DIN SEMESTER

TACK FÖR DIN MEDVERKAN!

#INCULTUM_SE

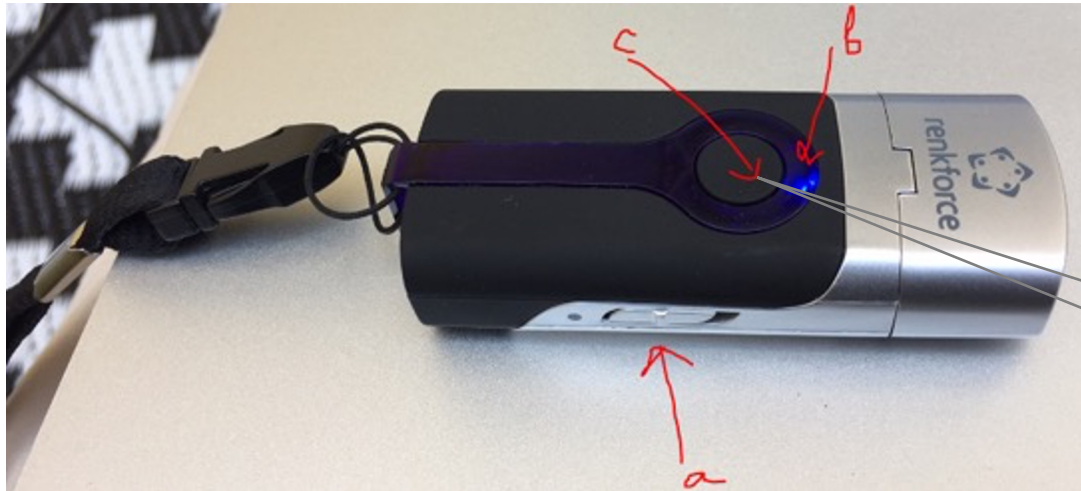
Ö G 1 2 3 4 5 6 7 8 9



Photo © Mikael Lindnager

Mapping trajectories can provide insights on:

- ✓ How visitors move in space
- ✓ Where they stop
- ✓ How long they stop
- ✓ How they interact in the spatio-temporal context



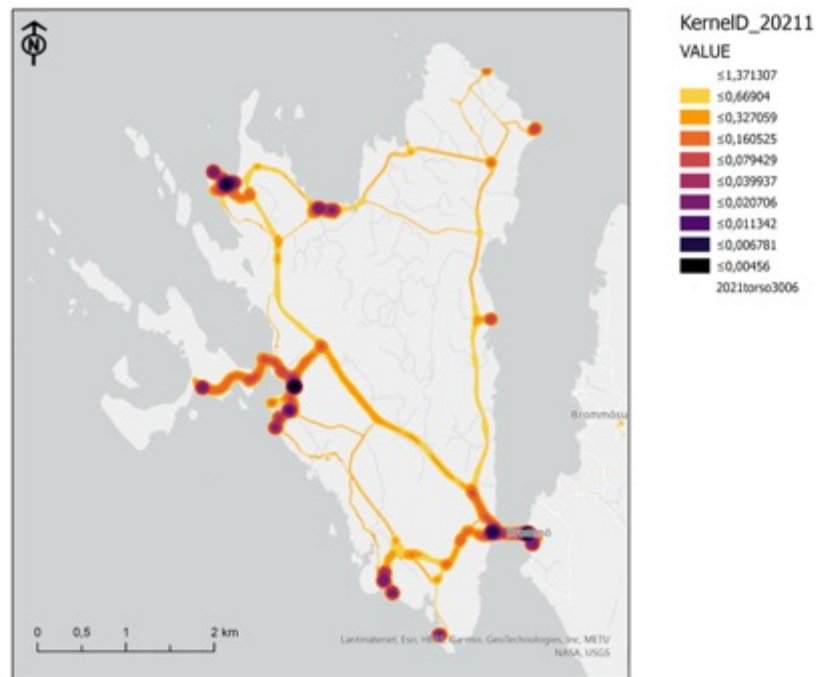
The "like" button to collect visitors' engagement

Roslagen tracks and clicks summer 2022

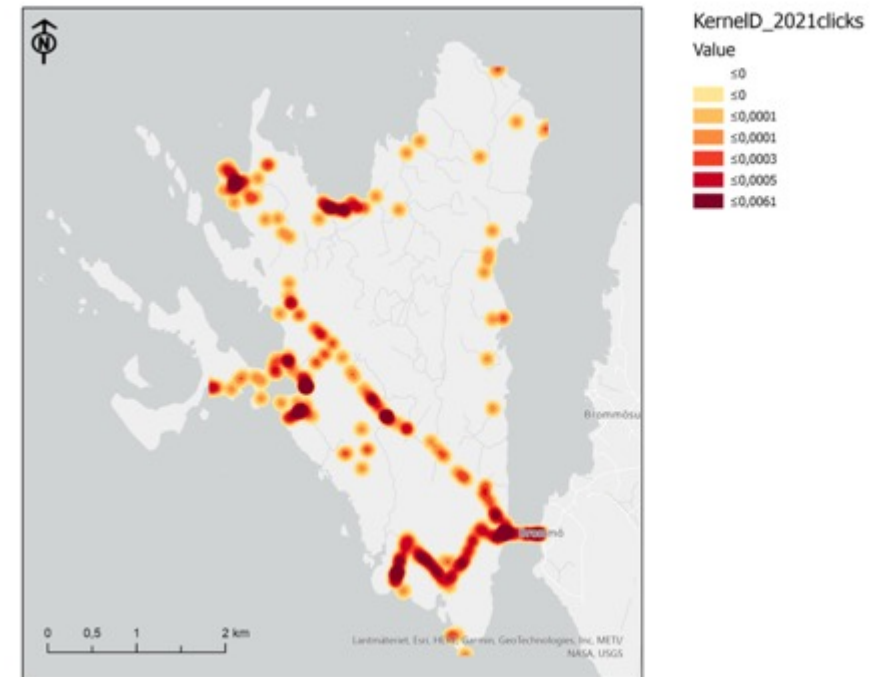
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Mapping trajectories : Travel patterns and the Like-click

Map of density – all trajectories
(observed movements)



Map of density – Like Clicks
(engagement)



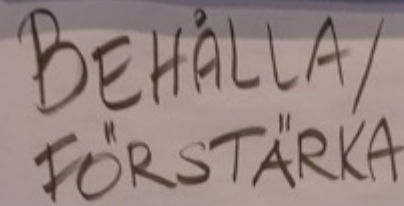
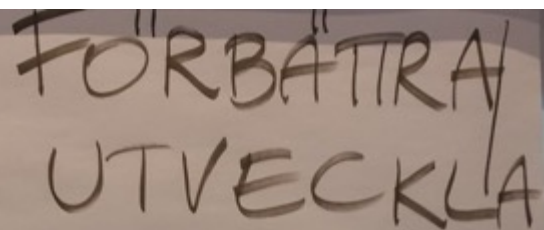
Torsö findings

Still analysing, but preliminary:

- Hiking trails across the island aren't used
- Detect which stops are used
- Identify what's missing (from the tourists' POV)



Photo © Yulia Grinblat



Torsö stakeholder workshop

- 2022-April
- Objective: identifying challenges and opportunities together with stakeholders based on our data presentation
- INCULTUM SE team: present our data, organise discussions, reflect and discuss with stakeholders, collect stakeholders' input what they want to develop further for the destination
- Local stakeholders: many from municipality, hotel manager, church rep (land owner), folklore society, entrepreneurs, Leader representative (Locally lead development through Leader project)



Torsö stakeholder workshop, structure

Round 1

- what to keep,
- what to improve = grouped into information, attraction, availability

Round 2

Grouped by information, attraction, availability:

- define what we have,
- what needs to be developed,
- what could be added in the future,
- targets.

Round 3

Based on activities from round 2:

- which of these activities will you bring into your organisation to work with,
- who are the important others you need for this (new relationships).

Torsö stakeholder workshop

Quotes

- “It’s so good to get more insights”
- “We don’t know what people do and why but with GPS trajectories and questionnaires we get a better understanding”
- “eye opener – we have created new collaborations based on this workshop”

Discussed

- New routes for bikes
- Identified needed collaboration btw municipality, traffic agency, land owner (who didn’t speak to each other previously but now the municipality and land owner started to collaborate)

Öregrund workshop (with Östhammar municipality)

- 2022-October
- Objective: prepare for next summer season
- INCULTUM SE team: present our observations, highlight challenges in Öregrund related to tourism
- Local stakeholders (municipality related DMO): presented their specific issues , confirmed our findings, interested in continued collaboration
- DMO representatives: destination developer (LKT), business coordinator, land use strategist, transportation manager, building and development manager, garbage manager, among others.



Innovations generated or foreseen by implementation of INCULTUM

From INCULTUM team

- Bringing in engagement from the visitors' POV (group recollection and reflection of experiences survey method)
- provide a new way for the DMO to get insights on what the spatiotemporal behaviour of visitors looks like
- Educating DMOs on the technique we are using
- Visualising places that are not visited (detecting potential)
- Visualising biking hiking trails and various other activities
- QR codes on Torso to get feedback from the visitors
- Add a course within INCULTUM on using GPS loggers

From DMOs

- Getting better understanding of what visitors do and how they behave
- Helping DMOs develop engagement with visitors
- DMOs develop websites with information that comes from QR code scanning by the visitors
- Torsö - new collaborations and strengthening existent ones
- Roslagen – strengthen existing collaborations (e.g. Samarbete Öregrund)
- Contacting Folklore societies (present in diff rural areas)



Thank you for listening!
Questions?

