

| RESOURCE NAME   | TARGET GROUP | DESCRIPTION  | SUPPORT TYPE     | LINK  |
|---|--------------|--|------------------|---|
| <b>Key consumer markets, customer typologies, potential products and services for nature-based tourism products</b> | SME          | This report aimed to enable a greater and more detailed understanding of key consumer markets for slow adventures, and how to target these markets   | Publication      | <a href="https://saint.interreg-npa.eu/studies-and-reports/">https://saint.interreg-npa.eu/studies-and-reports/</a>   |
| <b>Development and piloting of new marketing and clustering models</b>  | SME          | The aim was to enable businesses to more effectively market their services. The partners investigated elements and use of social media to portray and promote adventures to consumers              | Publication      | <a href="https://keep.eu/projects/18571/Slow-Adventure-In-Northern--EN/">https://keep.eu/projects/18571/Slow-Adventure-In-Northern--EN/</a>                   |
| <b>Review of the new technology to promote slow adventures</b>  | SME          | The use of digital technology in tourism business is surprisingly low. The aim of this desktop report was to undertake a review of the state-of-the-art in marketing technology                    | Publication      | <a href="https://saint.interreg-npa.eu/studies-and-reports/">https://saint.interreg-npa.eu/studies-and-reports/</a>   |
| <b>'Two-eyed Seeing' guide, on combining Indigenous and Western perspectives</b>                                    | SME          | The outputs of this project are a short video and a report to understand and combine both Indigenous and Western perspectives  | Publication      | <a href="https://www.dropbox.com/s/jf1lk7oc749wte8/Final%20report%20WP6.pdf?dl=0">https://www.dropbox.com/s/jf1lk7oc749wte8/Final%20report%20WP6.pdf?dl=0</a> |
| <b>How to create and narrate a slow adventure tourism product</b>   | SME          | A business strategy was created on 'how to create and narrate a slow adventure tourism product'. It sets out how businesses can develop and promote new slow adventure experiences                 | Publication      | <a href="https://saint.interreg-npa.eu/studies-and-reports/">https://saint.interreg-npa.eu/studies-and-reports/</a>   |
| <b>Series of recorded webinars (training videos)</b>  | SME          | The topics vary from pricing to personal branding  | Media            | <a href="https://w-power.interreg-npa.eu/outputs-and-results/">https://w-power.interreg-npa.eu/outputs-and-results/</a>                                       |
| <b>Map of guidelines for sustainable, responsible and ethical tourism</b>   | SME          | Includes links to existing guidelines set by different actors from Norway, Canada, Finland, Greenland and Sweden as well as on international level on sustainable, responsible and ethical tourism | Media            | <a href="https://prezi.com/view/DmUxZf5lof4LgFsyBzd1/">https://prezi.com/view/DmUxZf5lof4LgFsyBzd1/</a>   |
| <b>Roadmap to culturally sensitive tourism business</b>   | SME          | Practical tips on how to do tourism business in a culturally sensitive way   | Media            | <a href="https://blogi.eoppimispalvelut.fi/toolkitforculturaltourism/roadmap/">https://blogi.eoppimispalvelut.fi/toolkitforculturaltourism/roadmap/</a>       |
| <b>Benchmark kit</b>  | SME          | Take-aways from the benchmark trips (including videos) for culturally sensitive tourism  | Media            | <a href="https://blogi.eoppimispalvelut.fi/arctisenonlinebenchmark/">https://blogi.eoppimispalvelut.fi/arctisenonlinebenchmark/</a>                           |
| <b>Toolkit for understanding cultural sensitivity in tourism</b>  | SME          | Tools for understanding cultural sensitivity in tourism (including videos and blog)  | Development tool | <a href="https://blogi.eoppimispalvelut.fi/toolkitforculturaltourism/">https://blogi.eoppimispalvelut.fi/toolkitforculturaltourism/</a>                       |
| <b>Toolkit for culturally sensitive tourism product development and business innovation</b>                         | SME          | Tools for culturally sensitive tourism product development and business innovation (including product cards and benchmarking kit)  | Development tool | <a href="https://blogi.eoppimispalvelut.fi/toolkitforculturaltourism/">https://blogi.eoppimispalvelut.fi/toolkitforculturaltourism/</a>                       |