

## INCULTUM Pilot: meeting with stakeholders in Sweden



text and images courtesy of dr. Sabine Gebert Persson, Associate professor  
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On April 4, 2022 a total of 18 individuals representing different stakeholders gathered in Torsö (Sweden) to listen to and discuss data collected during the summer of 2021. The participants were representatives from a number of different organizations and associations, ranging from the local community association, the Swedish church (as the largest landowner in Sweden), the municipality, and a representative working with Leader projects to the local conference center, fishing guides, and shops selling local handicrafts.



Photo: Sabine Gebert Persson, presenting the results

At the workshop, the researchers presented the tourists' engagement journey visualized through trajectories of tourist movements on the island together with information on eg. how the tourists' felt that their expectations were met or not as well as their willingness to recommend the destination. The presentation resulted in a vivid discussion on how the destination can develop in a sustainable manner.



Photo: Vivid discussion on what to develop and how

A number of new areas to develop were identified related to sights/activities, information/communication, and transport/infrastructure, where new ideas and collaborations were discussed. Setting up QR codes that tourists can use for accessing information while also providing the stakeholders with information on movements is one example of a project initiated as a part of developing sustainable methods for monitoring walking and biking trails.

Learn more about [INCULTUM Pilot 10 Escaping into the archipelago landscape](#)