

# Putting science at the centre of the tourist experience



**SCITOUR** is an EU-funded project with partners in Scotland, Finland, Iceland and Greenland. It aims to **help small tourism businesses in remote areas extend their market reach** by developing a new tourism concept based around **scientific learning**.

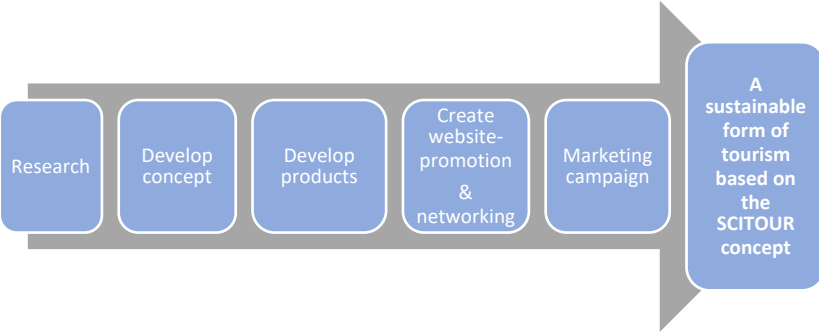
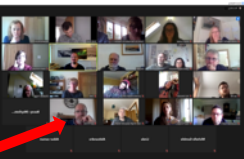


### Methods

- Work with businesses to develop products
- Create guidelines on the SCITOUR concept and product development
- Develop a scientific tourism brand
- Develop a promotional website
- Coordinate a transnational marketing campaign

### Current research

- Desktop research- existing products and best practise
- Literature review
- Marketing guidelines
- Business engagement- meetings and surveys



### Results so far

There is **sector enthusiasm** for the concept. Barriers include accessing verified scientific knowledge. The **potential market** includes high-spending visitors who would consider visiting in the shoulder or off season.

The SCITOUR project was developed before the spread of Covid-19 but the outcomes are suited to our new reality. Scientific learning can be a draw to rural communities and help with the immediate short-term recovery and long-term planning of the local tourism sector.

