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Ação Chave 2: parcerias estratégicas

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I- Personal Identification

My name is Telma Paiva, 28 years old and Portuguese. Graduated in Marketing. Started a master's degree in Tourism Management but I couldn't finish because as a student and a worker it was hard to manage time to write a thesis about 'Digital Marketing effects on Tourism'. So I decided to invest my time in a Digital Marketing post-graduation. I'm interested in all the new tendencies in Marketing and how people consume it nowadays. I love traveling and meeting new people, new cultures, new perspectives.

II- Project identification

Tourism is responsible for creating conditions that contribute to a dynamic economy. It should be seen as an important factor for economic development since its effects have a direct impact on economic and non-economic activities. The mass tourism process, in terms of tourists amount, tourist agents, and spaces built, have contributed to an unbalanced economic growth.

The awareness of this problem, and the necessity to create an offer diversity, come the idea of an app named 'Explorit'. An app for tourist connected with local business who are threatened by those who manage mass tourism.

How does it work? The idea is to offer the tourist an alternative to have a unique experience of connecting with the local community. Providing a map that allows the user to filter information based on their own interests and needs. A safe way to travel alone. Also promotes tourism sustainability and diversity when it creates a connection with local business.

The target is under 25-35 years old and use the cellphone to get all the information while is travelling and search for alternative ways of tourism. Adventurous spirit and looking for unknow places. They care for the nature and the environment, the connection with people and cross culture.

To reach that target all the communication should be online, for example the social media (Facebook, Instagram, Twitter, YouTube).

III- Workshops in Portugal

Workshop “Me and Co – How to build your own future” –25th, 26th and 27th October 2016

First contact with this program. Although it helped me to see many different ways to be creative and reach my goals. It was all new for me that couldn't come out with a project idea.

Workshop “Inovative tourism, entrepreneurial, ethics and practices in the fields or entrepreneurship” – 7th and 8th March 2017

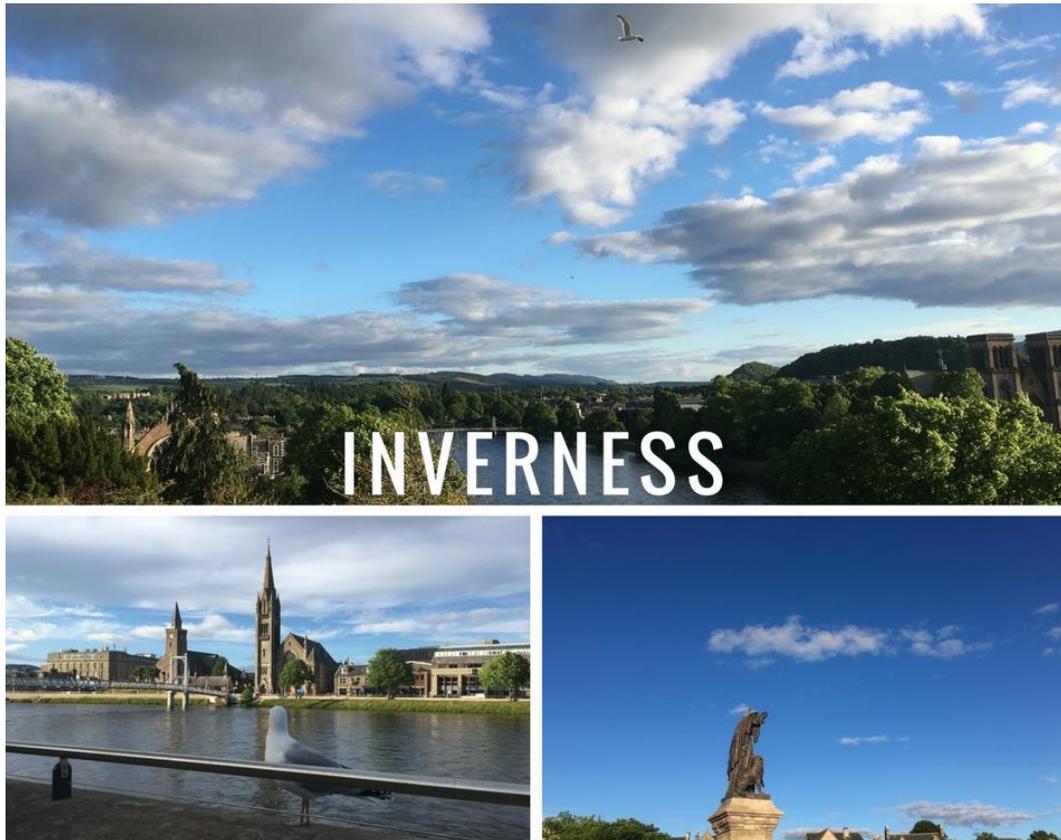
It was at this workshop that a develop my project idea. Basically, we create the plan and all the steps to be done.

IV- Scotland Journey

Day 1

Arrival in Inverness

First time in Scotland! Long way from Edinburgh to Inverness ,but honestly I didn't feel the time passing with all the beautiful and natural views. A good and cozy welcome with a dinner, introducing yourself and sharing expectations.



Day 2

Meet the Scottish

Starting the morning with a briefing and introduction to XpoNorth, Inverness and Highlands. Also, we had the opportunity to meet Stacey Toner, Highland Youth Arts Hub Project Manager. An inspiring work. Doing something you love and in return feeling grateful for providing unique experiences for young people that will cause a huge effect on their future lives. In the evening, we went to Lochness and Glen Urquhart Castle. An experience to know and understand a bit about Scotland's history. Back to Inverness and after dinner we had the opportunity to be in Hootenannys and listen good bands.



G L E N
U R Q U H A R T
C A S T L E



Day 3

First day at XpoNorth

Wait! How is it going to be possible to do all the schedule program in this small place? Lesson learn, what looks smaller from outside, can be bigger from inside.

Based on my personal project on this day I choose to participate on *Future Proofing the past: How can Museums and Heritage Organizations Ensure Future Sustainability*. Interesting debate with different perspectives and one of them was profits and costs.

Briefing meeting with Professor Neil Simco, acting Vice Principal Research UHI.

After that, I decided to watch short films and the special screening "*The End of the Game*" from David Graham Scott. A vegan filmmaker that shows a journey to Africa with a big game hunter. How crazy and unexpected. Lesson learn, if you want be respected from your way of living, you should respect others too.



Day 4

Second day at XpoNorth

For this day I choose to participate on *Storytelling* with Michael Rueger. An amazing person that I had the opportunity to meet on the day before while I was having lunch. We had good moments talking about childhood and how technology's can affect the kids, but used in a good way. Basically, I had an exclusive lecture about storytelling. Lesson learn, If you sell toys you should think as a kid, that worked for other business. All you need is to create a story based on your market.

That morning was very productive. After that meeting I went to *Building the economy on creativity*. This one was one of my favourites. How creativity cause effects on the economy? How a modern museum cause effects on the economy? How art cause effects on the economy? That was something that I've never reflected.

And for the evening, *Sidney & Friends* from Tristan Aitchison. A documentary with a strong message about fighting for who you want to be when others don't accept the way you are.

To end my evening, I enjoyed the good weather and went for a long walk around Inverness. Luckily, I could see a group playing bagpipes. Perfect!

For the perfect goodbye, we all had a great dinner together. Talking about our personal experience in Inverness, all the knowledge absorbed from XpoNorth and our expectation for the future.

Day 5

Arrival in Edinburgh

Once in Edinburgh you definitely want to be there again, better than that, live there. How amazing can be woken up in the morning and see the sea, mountains and a big city, all in the same place!

I took a long walk around the city and one of the best places I went was Calton Hill. Such a nice place with a great view over Edinburgh.



Day 6

See you soon...

Before leaving this amazing journey, and also because I love art, I decided to spend my morning visiting the Edinburgh National Gallery. There I saw for the first time a painting that took my breath away for a few minutes. I never felt so involved with a painting as I felt with *Lady Agnew* portrait. I truly believe that she spoke to me and said: "Go for it and fight for your dreams. You can do it. Be a strong woman!"

I didn't know John Singer Sargent work, but I became an admirer because all its paintings seem that speak with you, magical.

Well, after a long week of amazing days and experiences it was time to go back home with a new perspective and trust in myself.

- Expectations

Being part of this experience exceeded my expectations. I already participated in events like these, but never got so close, and it never was like a debate, between people that work in different areas. For them it is also a unique experience, because they have to argue their opinion, and I as a spectator can have my own perspective and share with them.

- Personal Testimony

My name is Telma Paiva, 28 years old and Portuguese. I graduated in Marketing and also have a Digital Marketing post-graduation at ISVOUGA (Instituto Superior de Entre Douro e Vouga), Santa Maria da Feira, Portugal.

What was the benefit of this program for me? The most interesting aspect of this program is the opportunity for connecting with people and hear their experiences. I am very grateful because of all the knowledge shared, it enriched my market perspective and gave me motivation to fight for my goals.

From my experience, once you are there, you feel like someone visiting, seeing and belonging. So you go looking for the working people, those who can share experiences with you. Get to them and ask your questions, listen, and then get your own answers. Eventually, you feel shy or scared to try, but those people were like you in the past. After all, you need to start from the beginning, and this can be your beginning.

V- Final evaluation and considerations

Where can I buy a time machine and live this journey once again? Although it was just a few days all the shared experiences made me believe and see things from another perspective. All the knowledge absorbed will be helpful in my personal and work life. It will be a new journey with ups and downs, but one thing I will always keep in mind: Listen, analyse and then act.