

## Results/statements workshops



## 1. Creative ways to sustainable communication: social marketing in practice

- Visualise the results in a "funny" way
- Take time to be creative
- Don't think for our target group, think like them
- Be smart, think with your heart



## 2. Gamification: engaging visitors with instant rewards

- The technology takes away the nice experience of the outdoor
- Technology adds information and motivation.
- A 'ranking' should also motivate one time visitors.
- The workload is high. Are the rewards as high?



## 3. Sustainable tourism: an agent of change and positive deviance

- The STEP partnership is already becoming a champion of Sustainability communications and needs to use its own resources better



## 4. Turning sustainable communication into a visitor experience

- No litterbins at all or as many bins as possible
- Visitors have to pay for visiting park
- Tourist tax should return to the management of the site
- Only the sensibilised are sensibilised

