Parks & Benefits

Generating socio-economic effects by a sustainable management of protected areas for the benefit of their regions
Outline of the Presentation

- Project Partners
- Project Duration & Financial Resources
- Project Aims
- Work Packages
- European Charter for Sustainable Tourism in Protected Areas
- Visitor Monitoring
- Sustainable Transport in Protected Areas
- Accessibility for All in Protected Areas
Project Partners (1)

18 partners from 6 different countries

- Protected areas
- Regional administrations
- Tourism organisations
- Universities
- Europarc
Project Partners (2)

1. Lead partner: Ministry for Agriculture, Environment and Consumer Protection M-V (DE)
2. Müritz National Park Authority (DE)
3. Biosphere Reserve South East Ruegen Authority (DE)
4. Tourist Board Mecklenburg Lake District (DE)
5. Ernst-Moritz-Arndt University of Greifswald, Institute for Geography (DE)
6. Association for Sustainable Mobility Germany (DE)
7. EUROPARC Federation (DE)
8. Roskilde University, Dept. for Environmental, Social and Spatial Change (DK)
9. Region Zealand, Nature & Environment (DK)
10. Municipality of Guldborgsund, Department for Nature and Environment (DK)
11. Municipality of Lolland, Dept. for business development (DK)
12. Management of Dovrefjell-Sunndalsfjella National Park (NO)
13. Environmental Board (EE)
15. Latvian Country Tourism Association (LV)
16. Association of Lithuanian State Parks & Reserves (LT)
17. Directorate of Kurtuvénai Regional Park (LT)
18. Directorate of Čemaitija National Park (LT)

Part-financed by the European Union (European Regional Development Fund)
Project Duration & Financial Resources

- **Project Duration:** 36 months

- **Financial Resources (all amounts in EUR):**

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<th>Budget Type</th>
<th>Amount</th>
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<td>Norwegian budget</td>
<td>252 000,00</td>
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<td>ENPI budget</td>
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<td><strong>TOTAL PROJECT BUDGET</strong></td>
<td><strong>2 686 660,30</strong></td>
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Project Aims (I)

- Implement the “European Charter for Sustainable Tourism in Protected Areas”

- Develop integrative & harmonized cooperation → linking protected areas to their regions

- Establish public private partnerships between protected areas, SMEs & regional authorities
Project Aims (II)

- Increase the quality of eco-tourism offers by a BSR quality standard
- Promote BSR Charter Parks
- Provide verified arguments in policy making & secure political commitment to nature protection
AIMS

>> Increase the awareness of the protected areas of BSR as fundamental part of its heritage

>> Improve the sustainable development and management of tourism in protected areas – in line with the European Charter for Sustainable Tourism in protected areas
AIMS

Work Package 3

Implementing the European Charter for socio-economic benefits within protected areas

Develop, test & transfer solutions of generating socio-economic effects within protected areas

Establish public-private partnerships between administrations of protected areas, local SME’s & regional planning authorities

Create synergies: between Protected Areas and EUROPARC Federation → Charter development

Secure political commitment to nature protection

Increase the quality of eco-tourism offers by a BSR quality standard

Promote the BSR Charter Parks via the European-wide EUROPARC brand
Work Package 4

AIMS

- Secure accessibility for all by developing sustainable mobility concepts and alternative transport modes
- Raise the awareness for the biodiversity of BSR among the general public by controlled Eco tourism
- Increase the benefits from tourism to local economy, encouraging initiatives with a positive impact on various economic sectors
- Reduce negative impacts on the environment & sensitive habitats/species of the area
- Develop BSR standard of visitor management within protected areas
- Improve the quality of tourism experience by cooperation with regional partners & service providers
European Charter for Sustainable Tourism in Protected Areas (I)

- Implement a local strategy for sustainable tourism:
  - any form of development, management or tourist activity
  - which ensures long-term protection & preservation of natural, cultural and social resources
  - which contributes in a positive and equitable manner to the economic development and well-being of individuals living, working or staying in protected areas

Part-financed by the European Union (European Regional Development Fund)
European Charter for Sustainable Tourism in Protected Areas (II)

Charter Principles

1) Involve all those implicated by tourism in and around the protected area in its development and management
2) Prepare and implement a sustainable tourism strategy and action plan for the protected area
3) Protecting natural and cultural heritage
4) Providing high-quality experience for all visitors
5) Communicating special qualities
6) Tourism products for discovery
7) Knowledge of sustainability and protected area
8) Supporting quality of life
9) Benefits to the local economy
10) Monitoring and influencing visitor flows
Visitor Monitoring
Sustainable Transport in Protected Areas

The customer has to be in the focus of sustainable transport planning

- Accessibility
  - Demands on
    - Observation and View Points
    - Costal Areas
    - Trails
    - Exhibitions

- Information – easy to get, to understand and to use

- Sustainable Mobility Culture
Accessibility for All in Protected Areas

To improve the Accessibility of Protected Areas for disabled people by

- finding out the specific requirements of disabled people
- creating adequate types of information
- building special visitor infrastructure or adapting the existing one.
The Baltic Sea Action will most probably be adopted by the EU Council in October 2009.

The working field of tourism will be coordinated by Mecklenburg-Vorpommern (State Chancellery).

The Tourism-flagship-project “Develop strategies for a sustainable and environmentally friendly tourism” will be coordinated by Prof. Steingrube (University of Greifswald).

Parks&Benefits will be one main activity under this flagship project.
Contact

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