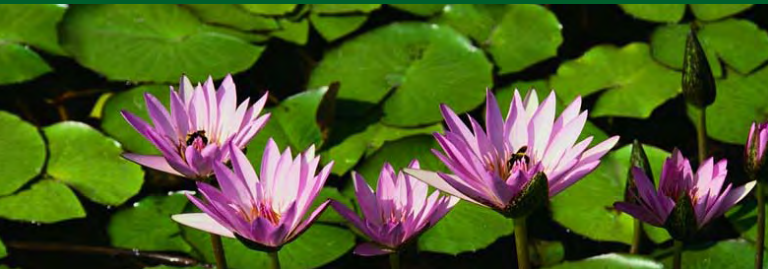




**PARKS & BENEFITS**  
Baltic protected areas and tourism

# 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 of 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 Rügen Authority (DE)
- 4** Tourist Board Mecklenburg Lake District (DE)
- 5** Ernst-Moritz-Amdt 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-Sundalsfjella National Park (NO)
- 13** Environmental Board (EE)
- 14** Nature protection Agency, Ķemeri National Park Administration (LV)
- 15** Latvian Country Tourism Association (LV)
- 16** Association of Lithuanian State Parks & Reserves (LT)
- 17** Directorate of Kurtuvėnai Regional Park (LT)
- 18** Directorate of Žemaitija National Park (LT)



# Project Duration & Financial Resources

- Project Duration: 36 months
- Financial Resources (all amounts in EUR):

<b>ERDF budget</b>	<b>2 434 660,30</b>
<b>Norwegian budget</b>	<b>252 000,00</b>
<b>ENPI budget</b>	<b>-</b>
<b>TOTAL PROJECT BUDGET</b>	<b>2 686 660,30</b>



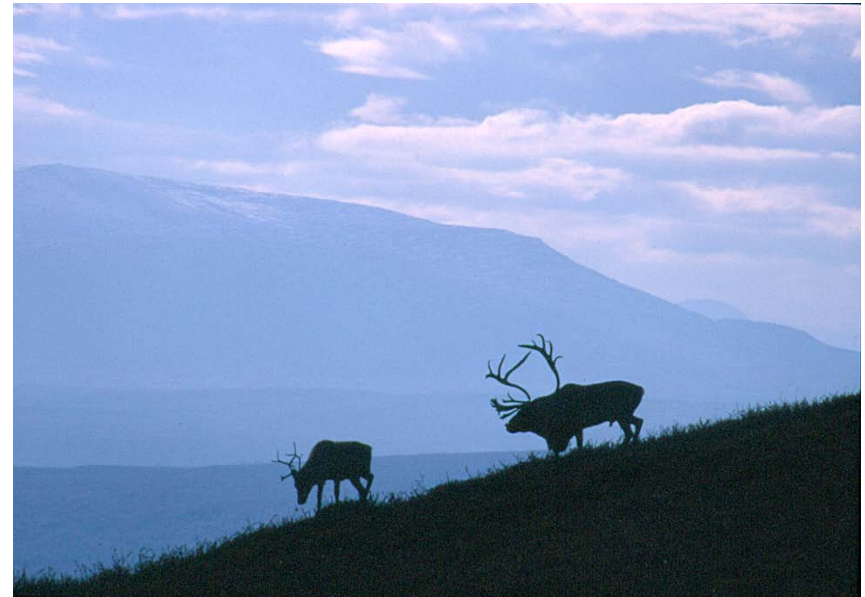
# Project Aims (I)

- 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

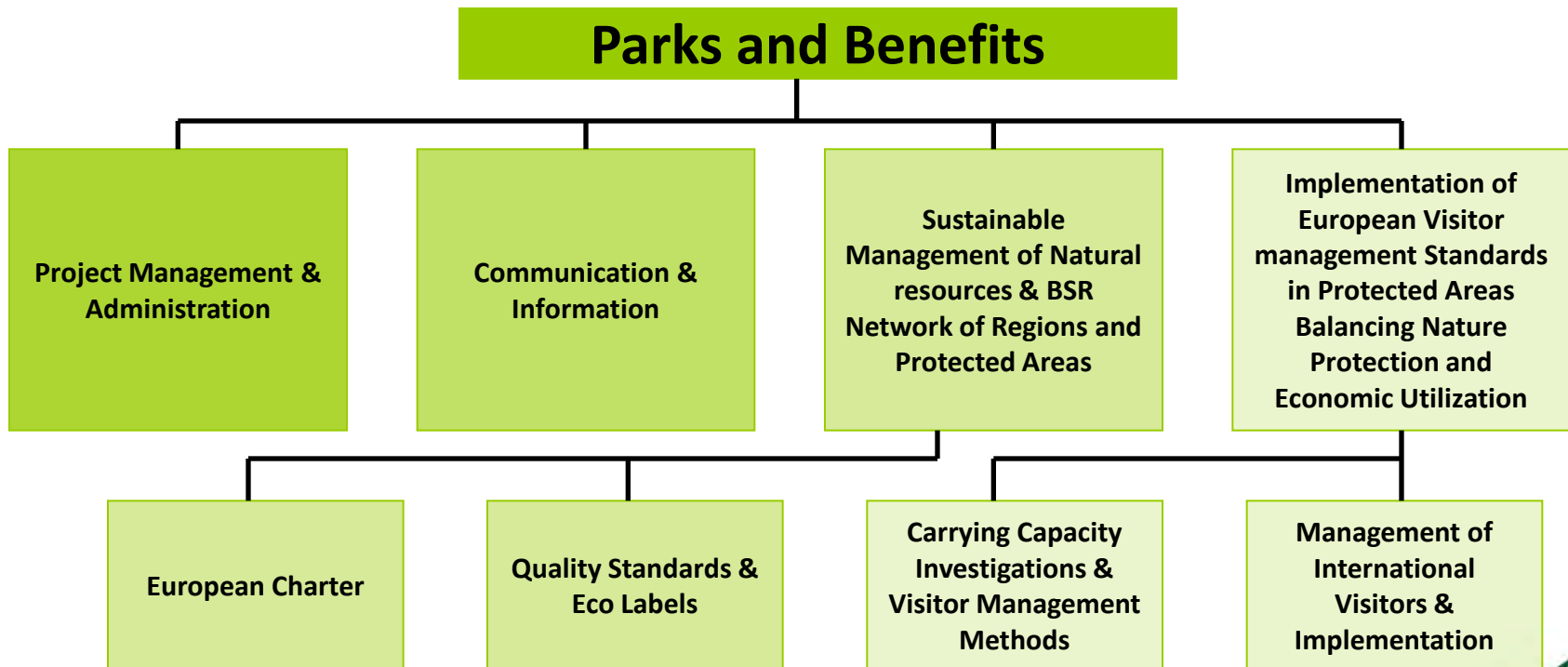


## Project Aims (II)

- 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



# Work Package Structure





AIMS

## Work Package 2

>> 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



# 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

>> 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**



# 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 context of the EU Baltic Sea Action Plan

**The Baltic Sea Action will most probably been 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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Part-financed by the European Union  
(European Regional Development Fund)



# Thank You for Your Attention!

