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Attractive Hardwoods Workshop

– Sweden 21th September 2017 –

21th of September – Workshop theme: Strategic discussions in tourism strategy planning – setting up the frame for the Attractive Hardwoods cross-border tourism strategy.

Accommodation and conference: **First Hotel Carlshamn**

21th September 2017 (09.00 -16.30)

Theme: Strategic discussions in tourism strategy planning – setting up the frame for the Attractive Hardwoods cross-border tourism strategy.

Moderator: Johan Graffman, Graffman AB

Morning session 09.00-12.00

For two-days visitors: Breakfast + check out

09.00-09.30 **Registration and coffee**

09.30-09.50 **Attractive Hardwoods project, presentations of participants**, Ola Runfors & Oriana Pfister, Swedish Forest Agency

09.50-10.00 **Reasons to go** – summary of a new market analysis about tourism patterns in Blekinge, Niklas Kämpargård, Region Blekinge

10.00-10.30 **Destination development** - how to strengthen an area's power of attraction and competitiveness on a long-term basis, Johan Graffman, Graffman AB

10.30-12.00 **Workshop 1. Case-to case benchmark seminar - supply solutions (A4.4)**

Hardwoods forests around Baltic sea have a high potential for tourism development and can be seen a more attractive destination than what it is now if appropriate marketing and management is carried on.

The workshop will consist in a SWOT analyse. We will work divided in four groups with mixed nationalities for 20-25 minutes trying to identify strengths, opportunities, weakness and threats for cross-border and off-season tourism.

Afterwards each group will present the results and discuss them together.

Output: Seminar report with conclusions based on group discussions and presentations.



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12.00-13.00 **Lunch**

Afternoon session 13.00-16.30

13.00-14.30 Workshop 2. Forming the first draft of the Attractive Hardwood strategy – identification of action areas – where are actions especially needed to boost the hardwood cross-border tourism?

Identification of core actions. Descriptions of which actions are needed, why they are needed and how actions can be carried on. Example of action areas: the hardwood potential, internationalisation connecting the regions in a cross-border co-operation perspective, need of entrepreneurship support, management of hardwood sites, off-season offers, marketing, business and co-operation models, legislations and rules, infrastructure, information, labelling, etc.

Means: arrange a **content seminar** with the respective actors to get an overview of what is not working in the outdoor tourism sector – which actions are needed to further develop the outdoor cross—border tourism?

40 min discussions in four *non-mixed* national groups and subsequent presentations in the whole group followed up by discussions.

For your help: please see “Possible action areas acting as input to workshop 2...”

Output: Seminar report with conclusions based on group discussions and presentations.

14.30-15.00 Summing up experiences from the meeting, conclusions

15.00 -15.30 Coffee

15.30-16.30 Match-making between tourism operators and other participants



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Possible action areas acting as input to workshop 2 about developing a hardwood tourism strategy

Headlines strategy: Boosting hardwood cross-border tourism in and between Poland, Lithuania and Sweden “– *Hardwoods – a reason to go!*”

Stakeholders: to be identified

Action area 1

The hardwood tourism potential

Aim

- # Describe the uniqueness of hardwoods
- # Position the coastal South Baltic as a region with high nature and recreational values
- # Local people are aware and acting as good ambassadors for marketing of the region

Actions

- 1:1 Identify the unique values of South Baltic Hardwoods
- 1:2 Telling the hardwood story
- 1:3 Labelling of top-of-the-line hardwoods

Action area 2

Connecting the regions - Tourism cross-border cooperation

Aim

- # Increase the cross-border hardwood tourism cooperation
- # Extend the match making between travel agencies and tourism operators
- # Raised awareness of potential tourism business co-operation partners

Actions

- 2:1 Mapping of existing co-operation
- 2:2 Development of a common communication platform/network
- 2:3 Strengthen internalisation of hardwood tourism

Action area 3

Entrepreneurship development and support

Aim

- # Increase the encouragement and support to potential, new and established tourism



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companies

Increased competence in tourism business

Internationalisation of hardwood tourism products and services

Actions

3:1 Increased public support to companies

3:2 Development of tourism company's competence

3:3 Strengthen internalisation of hardwood tourism

Action area 4

World class visits in world class hardwoods

Aim

Hardwoods - a reason to go

Proper management of hardwoods

Public accessible sites

Actions

4:1 Developed hardwood sites with increased qualities and visitor values

4:2 Accessibility for all – public transport and nature for all abilities

4:3 Packaging of new tourist products and services

4:4 Marketing of hardwood sites and tourism offers

Action area 5

Off-season – “Hardwoods in hard times”

Aim

Increase the off-season tourism

Making business of cold, rainy and windy weather

Actions

5:1 Stimulation, support and establishment of off-season offers

5:2 Development of new products and services

5:3 Increased cooperation between off-season tourism operators

Keywords to improve the discussions

These keywords are all elaborated in the Attractive Hardwoods application.

Management of sites

- Sustainable tourism
- Managing hardwoods, Natura 2000
- Maintenance needs and practise
- Exchange of know-how
- Attractiveness of hardwood areas
- Low exchange of information between actors in maintaining and promoting hardwoods
- Incoherent management of sites
- Sharing best practise
- Cross-sectorial approach Development of hardwood sites
- Conflicting approaches in management
- Common resource
- Compare management patterns
- To be continued....

Co-operation

- Fragmented and mistuned sectoral approach
- Pooled capacities
- Enlargement of hardwood network
- National stakeholder meetings
- Joint strategic plan for cross-border tourism
- Better interfacing between stakeholders (private, public, visitors, etc)
- Scattered knowledge
- Sharing best practise
- To be continued....
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Marketing and hardwood business

- Regional identity
- Hardwood business opportunities
- Forestry, nature conservation, tourism, landowners, tourism operators, travel agencies
- Tourists needs
- Weak knowledge among tourists of hardwood tourist attractions
- Low interest of commercial operators in including hardwood offers
- Increase popularity of hardwood sites

- Cross-border eco-tourism
- Product and services customised to cross-border needs
- Strengthened cross-border values
- Exchange of know-how
- Interaction in the local service market
- Off-season: low number of offers and visitors
- Cross-border marketing
- Extend the overall season
- Attract more cross-border visitors
- Lack of veritable evidence on awareness of hardwood attractions and activities
- Is Natura 2000 a label or unknown among tourists?
- Positioning hardwoods as tourism destinations
- Unused potential for tourism
- Awareness
- Information exchange
- Sharing best practise
- Competitiveness
- Reasons to go
- Survey-visitor perspective
- Scattered information, outdated information, low information
- Unsatisfactory number of visitors to sites
- Marketing activities
- Travel agency match making
- Mapping of commercial operators
- Contacts with travel agencies/tourism operators
- To be continued....

Tourism products and services

- Hunting
- Birdwatching
- Trails
- Mobile app
- Naturum concept to be shared (SE)
- Certification of nature guides (LT)
- Web portal for Hardwood tourism
- Raise the number of hardwood tourism offers
- Off-season offers
- To be continued....

Others

- Institutional capacity
- Benchmarking
- Target groups
- To be continued....