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Attractive Hardwoods Workshop

– Sweden 20th September 2017 –

Aim of workshop: **Internal project meeting and seminar A3.2 Theme - synergies/conflicts in management and tourist use of hardwood areas.**

Accommodation and conference: **First Hotel Carlshamn**

20th September 2017 (10.00-21.00)

Theme: Internal project meeting and seminar A3.2

Registration and coffee from 9.30

Indoor session

10.00-10.30 Welcome, presentations of participants, state of art

10.30-12.00 Financial matters – budget change, budget per partner overview/spending plan, reporting, reimbursements, time for questions, visibility rules, compliance with the application, etc (Ingegerd Andersson)

12.00-13.00 Lunch

13.00-14.30 Seminar A3.2. Theme - synergies/conflicts in management and tourist use of hardwood areas. Input to day 2 workshops.

Discuss with a broader audience (nature conservation, forest management and tourism sectors from the three participating countries) synergies/conflicts in use of the hardwood areas, including the perception of the NATURA 2000 label as an attractor or a barrier to ecotourism: perception in the sectors involved (tourism, nature conservation, forest management etc.). Exemplary questions to be complemented to the meeting:

- Mutual relations between nature conservation, forest management and tourism functions? Where are the clash areas and where are the synergies?
- Any best practices available elsewhere to be picked up and applied in this project? Within South Baltic area and/or outside (elsewhere in Europe)?
- Is the NATURA 2000 label attractive or discouraging for tourists and holiday-makers? Reasons behind?
- Is there any difference in perception* towards various protection regimes (e.g. national parks, landscape parks, nature and/or cultural reserves etc.)?

* The process by which people translate sensory impressions into a coherent and unified view of the world around them.

Aim of seminar: to identify relations between different sectors/stakeholders.

Result: A list of identified areas with descriptions. The result will be used in developing the joint strategy for cross-border ecotourism. Results are comparable between LT, PL and SE.



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To be completed during the meeting:

Identified conflicts:

Identified synergies:

Identified clash areas (collision):

Best practise examples:

Natura 2000, perception, label, attractor/barrier, etc:

Difference in attractiveness between Natura 2000, national park, landscape parks, nature reserves:

Co-operation and dialogue models (land owners, forestry, nature conservation and tourist operators) including information and communication:

The role of authorities:

What does sustainability mean in practise:

To be further elaborated at the meeting

Output: Seminar report with conclusions

14.30-15.00 Coffee break

15.00-16.50 WP4 – tourism product development, **WP3** reasons to go, strategy, **WP2** movie, communication guidelines, etc

16.50-17.00 Short break

17.00-17.30 Transport to Mörrum Kronolaxfiske, Karlshamnsvägen 1, Mörrum.

Guidance: coordinates: X 6227409, Y 484343, Latitude N56 O11.506´ Longitude E014 O44.891´. Road E22 direction west (Malmö). After approx. 4,7 km sliproad 50 right towards Mörrum. In Mörrum turn left, pass the church and the river. Turn directly to the left after the river and before the market (altogether approx. 15 min by car). Olas mobile: +46706-905715

17.30-18.30 Tourism development, marketing and management at Mörrum Kronolaxfiske (salmon fishing tourism, guided tour by Mattias Holmquist)

18.30-19.00 Transportation to First hotel Carlshamn

19.15 Dinner at First Hotel Hotel Carlshamn



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Keywords in the application (to be considered in A3.2). These can be a help in the discussions. The key words are a mix between what we will do in the project and what we pointed out as challenges when we were compiling the 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....



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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....



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