

**DEVELOPMENT STRATEGY FOR THE TRANSBOUNDARY
ECOTOURISM IN THE AREA ADMINISTERED BY REGIONAL
DIRECTORATE OF THE STATE FORESTS IN GDAŃSK (GDAŃSK RDSF)
FOR THE YEARS 2019 - 2024**

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1. INTRODUCTION

Contemporary, tourism is seen as a one of business activities of the most significant potential in creating future workplaces and increasing the level of GDP in the European Union (EU). According to estimation, tourism industry creates about 5% GDP in the EU. Considering other, strictly related to tourism branches it appears that the total share of tourism in GDP exceeding 10%. At the same time, 12% of all workplaces in the EU are connected with tourism. Tourism is also a part of Polish economy. Its share in GDP has amounted to 6% GDP and about 5% of whole manpower has worked in tourism industry for a few last years. Tourism activity is one of measures of inhabitants' wellbeing and an indicator of social development. Tourism development creates new jobs, growth of entrepreneurship, improvement of regional competitiveness, mobilisation of rural and urban areas. It promotes lasting links between society and environment, forming consciousness of local communities and improving their responsibility for their living place. Sustainable tourism plays an important role in cultural and natural heritage preservation and enhancement. Tourism, even more than other business activities may be developed in accordance with nature's needs. Sustainable tourism is particularly relevant in view of the fact that the number of visitors attending areas under the high natural value (including forests) is constantly increasing. Forest management in Polish woods is carried out to be sustainable. That allows preserving forest resource for future generations, share of inhabitants in decision-making process (social participation) and improvement of citizens' ecological consciousness (forestry education). Sustainable forest management contributes to the so-called green economic regional growth and in regard to woods located near the coastal zone is related to the so-called blue growth. One of crucial part of the economic growth is cooperation and coordination of actions at the national and international scale in the Baltic Sea Region (BSR). Ecotourism is one of the sustainable tourism forms (other names: ecological tourism, green, nature, landscape, soft, environmentally-friendly, nature targeting tourism). This term refers to travelling for study, admire and getting satisfaction form beautiful landscapes, wildlife observance and local tradition and culture admiring. World Trade Organisation (UN WTO) defines ecotourism as all tourism activities based on nature, where the main tourist's aim is nature watching and treating the nature as a common good. Ecotourism development, like all other human activities, requires deliberated, aware moves, so a certain action strategy must be adopted. Strategy of tourism development is an attempt to answer the questions concerning increasing of tourism processes in case of particular area. It must be emphasized that there is no universal, model process of strategic planning. Each area has its own, typical profiles of landscape, natural, cultural characteristics that

have a strong impact on tourism development. That means there are no two identical development strategies for regions, tourist destinations, municipalities, districts, provinces etc. The main objective of Development strategy for the transboundary tourism for area administered for the Regional Directorate of the State Forest in Gdańsk (RDSF Gdańsk – Regionalna Dyrekcja Lasów Państwowych w Gdańsku) is to identify the possibilities of sustainable forest tourism, indicate priorities and directions of actions, including defining tourism products that allow on the one hand, to promote landscape, cultural and natural values of hardwoods and, on the other hand, as a result of extending of the tourist season, to socio-economic development of the region and improvement of inhabitants' quality of life.

2. PREMISES OF THE STRATEGY

2.1. Tourism, recreation and forestry educations – tasks resulting from formal and legal system

Ecotourism development strategy at forest areas administered by the State Forest Holding should include general trends and directions in Tourism, defined in such the EU documents within the framework of the European directives like: Communication from the Commission (of the European Communities) – “Agenda for a Sustainable and Competitive European Tourism”, Communication from the Commission – “A Renewed EU Tourism Policy – Towards a stronger partnership for European Tourism” and Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions – “Europe, the World's No 1 Tourist Destination – a new political framework for tourism in Europe”.

These documents pointed out the general challenges for tourism, including:

- increasing numbers of travellers in the age over 50 and people with reduced mobility, that is an effect of changes in demographic structure in Europe.
- climate changes in Europe, resulting in a significant recast of travelling models and selection of tourist destinations.
- significant growth of health-related tourism and tourism based on natural and cultural heritage.

In Poland, directions of tourism development were specified in: the Concept of the National Spatial Planning 2030 (CNSP 2030); Long-term Strategy of National Development Poland 2030. Third wave of modernity (LSND) and a few documents integrated with the Strategy e.g.: National Strategy of Regional Development 2010-2020: regions, cities, and rural areas; Strategy of Rural, Agriculture and Fishing Sustainable Development for the years 2012-2020 and Programme of Tourism Development to 2020.

Analysis of the above-mentioned documents leads to the conclusion, that in Poland, during nearest years, tourism will be developed, among others as a result of:

- promotion large cities as an international tourist products.
- implementation of common, partnership projects in transboundary areas concerning nature and environment protection and cultural initiatives.
- improvement of transport accessibility (including development of harbours and waterways).
- better care about cultural heritage and inheritance from former (early) inhabitants of Poland.
- support for multifunctional development of rural area and promotion of development of spatial specialisation.

The basic development trends in Polish tourism, defined in the Programme Tourism Development to 2020 are:

- more often but shorter tourist trips.
- preferences for travel in close proximity to the home, visiting homeland.
- changes of tourists' expectations – visitors expect services fit to their individual needs, providing authentic experiences.
- rising interest in pro-health forms of spending free time, that may indicate possibility of development active tourism, i.e. water-based recreation, cycle, health, nature and rural tourism.

Strategy prepared for woods administered by the State Forest Holding needs also detailed analysis of task for the forest management, resulting from formal and legal regulations, i.e.: The Act of Forests in Poland of 28 September 1991 (as amended), The Act of Preservation of National Character of Strategic Natural Resources of 6 July 2001 (as amended), The Act of Nature Protection of 16 April 2004 (as amended) and other documents and regulations, including National Forest Policy – document accepted by the Council of Ministers (22 April 1997) and internal regulations in the State Forests, e.g. Strategy of the State Forest Holding for years 2014-2030; Regulation No. 30 of Promotional Forest Complexes (PFCs) by the State Forests' General Director (ZO-72-15/94, 19 December 1994), Regulation No. 57 of Development Directions of Forestry Education by the State Forests' General Director and Guidelines in Making of Forestry Education Programme in Forest District.

The main tasks concerning development of tourism, forestry recreation and ecological education, resulting from above-mentioned documents are:

- ensuring free access to forest and usage of non-production functions of forest to the society.
- maintaining restrictions on horse riding, using motor vehicles in forests and limited cycling and walking in nature reserves.
- pointing out the locations for recreation and tourism development in woods.
- ensuring the possibility of organisation sporting activities and other mass events in forests.
- need to provide natural-forestry education.
- need to include within education questions leading to improvement ecological awareness of the society, including rational and reasonable use of all forest functions, popularisation knowledge of forest environment, multifunctional and sustainable forest management and other information improving social trust in foresters.

2.2. Conditions for development of transboundary tourism in forests managed by RDSF Gdańsk resulting from the analysis of strategic documents for Pomerania

Development of tourism and recreation in forests (particularly ecotourism), managed by RDSF Gdańsk should include arrangements provided in following strategic documents for Pomerania region: Development Strategy for Pomeranian Voivodship 2020 (DSPV 2020) and Regional Strategic Programme of cultural and tourist attractiveness “Pomeranian Journey”. In the first above-mentioned document, as an operational target 1.3. was pointed out unique tourist and cultural regional offer. Among many directions of actions were mentioned: development of complex tourist products, based on high recreational and tourist potential of nature and culture. In Regional Strategic Programme of cultural and tourist attractiveness “Pomeranian Journey” was assumed, that (besides leisure tourism) sightseeing tourism, agro tourism, health tourism (especially for elderly people) and water tourism should be developed as well. It was emphasised, that natural values of the region foster the development of horse-riding tourism, bicycle tourism, Nordic Walking, cross-country skiing and various kinds of water tourism. The State Forests were mentioned as a key partner for realisation following priorities:

- priority 1.2.: sustainable usage of natural heritage – actions for improvement the conditions of the areas under high natural value, proper tourist route orientation, making trails available, building and (or) modernisation of tourist infrastructure that allows to creation of new tourist products,
- priority 2.1.: modern infrastructure and spatial solutions – connected with providing areas under high natural value, attractive for visitors and extension of infrastructure to develop yearlong kinds of tourism (especially for cycling)

In these both documents was considered, that actions independence of the tourism offer from the season of the year are necessity. Rational use of natural values, including forests, is also crucial as well as leading actions to increase the number of foreign tourists visiting the region.

2.3. Prospective diagnosis – natural and cultural values as a factor of ecotourism development in forests managed by RDSF Gdańsk

RDSF Gdańsk manages forests areas in Pomerania Viovodeship and partly, in western part of Warmia and Mazury Viovodeship and in northern fragment of Kujawy And Pomerania Voivodeship. In forests administered by RDSF Gdańsk dominate beech forests, oak woods, oak-hornbeam forests.

These areas have high natural and cultural values. Many various protected areas were established here: nature reserves, landscape parks, protected landscape areas or Natura 2000 areas and two Promotional Forest Complexes: “Oliwa-Darżlubie Forests” and “Elbląg and Żuławy Forests”. Such values also influence on tourist attractiveness of forests managed by RDSF Gdańsk. The areas near the coastal zone and around the Tricity agglomeration (Gdańsk, Sopot, Gdynia) are especially attractive for tourism and recreation. Fore these areas is also typical high tourism pressure during summertime. Less pressure is in case of region of the so-called Small Kashubian Tricity (Rumia, Reda, Wejherowo).

In the strategy, the focus was on three areas, particularly predisposed for ecotourism development, namely” Rzucewo Demonstration Forest, Forest Botanical Garden (FBG) Marszewo and Forest of Vistula Spit. Detailed report about the forests state and perspectives of tourism development is presented in Appendix No. 1.

2.4. Prospective diagnosis – RDSF Gdańsk cooperation with other entities

RDSF Gdańsk implementing tasks with multifunctional, sustainable forest management, including tourism, cooperates with many entities: landscape parks, local authorities (town halls and municipal offices), Maritime Authority, ecological organisations and others. RDSF Gdańsk works with partners from other countries of the Baltic Sea Region. Within the framework of the “Attractive Hardwoods” project, pilot examination survey was conducted in 2018. The main aim was to hear the opinions to entities in tourism sector (including resorts and hotels, travel agencies and others and local authorities (departments of promotion and tourism in commune offices) about existing cooperation with RDSF Gdańsk for tourism development in the region. Research results and findings from panels carried out during domestic and international workshops (among others, in Sweden) and opinion of experts participating study visits in Vistula Spit, BFG Marszewo and Rzucewo Demonstration Forest (see Appendix No. 1) and specific identification of natural and cultural potential of the forests gave rise to SWOT analysis.

3. SWOT ANALYSIS

Analysis of opportunities and threats for ecotourism development in woods managed by RDSF Gdańsk was conducted for:

- macro-environment (general national and regional scale), in the area of : nature, politics and law and society;
- micro-environment (local scale): tourism service providers and local authorities.

Results of the analysis are presented in Table 1.

Table.1. Opportunities and Threats

OPPORTUNITIES	THREATS
Nature	
adjustment of forests' species composition to habitat types, actions for preserving biodiversity	negative influence of abiotic (i.e. storms, cliffs abrasion) and biotic factors (e.g., insects outbreaks) on forests
decrease of environmental pollution level in Poland as a result of pro-environmental investments (e.g. water and sewage management, thermal insulation)	negative influence of anthropogenic factors on forests (urbanisation pressure, business activities, mass tourism flows, spatial chaos)
	climate changes, including violent climatic events (hurricanes, funnel clouds, prolonged droughts)
	water pollution especially in coastal zone, in summer (sanitation system is not designed for huge number of tourists)
	air pollution during heating season that may have negative effect on forests' health condition
Politics and law	

availability of EU Funds for financing tourism projects in woods	large number of entities operating for nature protection and environmental management (Regional Directorate for Environmental Protection, governmental agencies, <u>Maritime Authority</u> , municipalities, landscape parks etc.)
regulations regarding Forest Fund, allowing to compensate forest districts' activities related to construction, maintenance and modernisation of recreational and educational infrastructure in woods	takeover of forests land for other purposes (including housing)
guaranteed, universal access to forests goods	lack of regulations concerning new forms of tourism and recreation in forests (i.e. use of quads, dog sled)
common transboundary policy regarding spatial development, including improvement of transport accessibility and new tourism investments	lack of regulations concerning gaining non-timber forests products (e.g. limits for mushroom picking, carnets etc.)
successive growth of number of nature reserves with regulations concerning their availability for recreation and tourism purposes (protection plans or tasks, orders on routes designation)	lack of regulations concerning mass events in forests
	lack of the State Forests' prospective policy for tourism development in woods
	problems with crossing the border with Kaliningrad Oblast (Russian Federation)
Society	
improvement of ecological awareness	negative perception of the State Forests' activities, particularly in case of logging
growth of general wealth and increased tourist and recreation mobility of society	limitation of expectations regarding forests only to one – social function

promotion of healthy lifestyles, outdoor activities and contact with the nature	excessive exploitation of non-timber forest products often connected with environmental damage
large share of children and youth in tourist travels	large pressure on forests, especially around cities and in case of areas favourable for tourism, littering, noise, destroying plant cover etc.
society interests in education conducted by the State Forests	destruction of forest as a result of e.g. illegal amber exploitation
other entities' interest in cooperation with the State Forests concerning tourism, recreation, nature protection, ecological education	vandalism, destruction of recreational and educational infrastructure
possibility of cooperation with entities dealing with cultural heritage protection and promotion (e.g. Cultural Park: The Sealers Settlement)	uncontrolled recreational and tourist flows in forests
local communities (inhabitants and ecological organisations) interest in forests and immense attention to forests' condition	chaotic and uncoordinated development of residences for secondary use
activities of local societies in actions for forest maintenance or forest planting	low interests in walking and hiking by young people
rising interest in specialised tourism forms (birdwatching, geocaching, cycling, Nordic Walking)	low interest in forest such products like game as a component of regional dishes
cultural tradition of the region, numerous historical monuments	
Tourism services providers	
interest of tourism services providers in extension of the tourism season	lack of knowledge about RDSF Gdańsk's recreational and tourism offer

possibility of presentation offer provided by RDSF Gdansk during cultural and recreational events in Tricity (e.g. St. Dominic's Fair)	lack of interest in such offer, particularly among service providers from Tricity
well-developed tourism accommodation infrastructure	reluctance to cooperate with RDSF Gdańsk for tourism development in woods
	low level or even lack of incentive to cooperation between tourism service providers
	seasonality of many tourist accommodation establishments
	low level of specialised marketing targeted at specific groups (birdwatchers, hunters etc.)
Local authorities	
receptiveness of local authorities to cooperation in building recreational and tourist infrastructure in forests	high expectations of local authorities from RDSF Gdańsk in case of infrastructural projects (roads, tourism, land improvement etc.)
preparing planning documents (development strategies, land use plans, study of determinants) in cooperation with RDSF Gdańsk	insufficient cooperation and lack of coordination of actions between individual communes and the State Forests
local authorities' cooperation with RDSF Gdańsk concerning regional promotion	limited funds while large number of tasks and high social expectations

Analysis of strengths and weaknesses was conducted for:

- nature,
- forest accessibility for society,
- recreational, tourist and educational infrastructure,
- promotion, education and social communication.

Results are presented in Table 2.

Table 2. Strengths and Weaknesses

STRENGTHS	WEAKNESSES
Nature	
compact forest complexes of relative large area	low tourist capacity of areas of high natural value but sensitive to human pressure
high biological diversity of forests	presence of post-disaster areas (Lipusz Forest District)
favourable conditions for development of treatment, walk therapy, naturopathy	local damage of tree stand caused by mass occurrence of great cormorant („Kąty Rybackie” Nature Reserve at the Vistula Spit)
supremacy of older stands in composition of tree communities, highly diverse tree composition, age and structure	problems with adjustment of wild game population to carrying capacity
large area of forests within protected areas like nature reserves, landscape parks or Natura 2000 areas	restrictions arising from establishment of nature reserves (ability to walk only on designated routes)
plant and animal species variety (especially birds), including presence of species typical for the region (e.g. black stork, great cormorant, citrine wagtail, dunlin, little ringed plover and common ringed plover)	
high landscape attractiveness (coast, cliffs, distant views)	
complementarity of habitats and tourist values of forests	
low share of forests affected by neophyte presence (there is no impact on tourism attractiveness of forests)	

Forest accessibility for society

proximity of Tricity agglomeration and other cities	lack of roadsides in case of main public roads through forests, that can pose a threat for walkers and cyclists, both inhabitants and tourists (the Vistula Spit, road form Gdynia to Marszewo etc.)
clearly identifiable place, recognisable as location of many sport events (at regional and national level)	poor accessibility of roads for disabled people with reduced mobility
a year-round access to forest areas	disrespect by society for access ban from entering forests and rules concerning moving within the forest
well-developed transport system in the region, usually good availability of public transport services	

Recreational, tourist and educational infrastructure

presence of unique location in the region – FBG Marszewo	shortages in system of marking routes, tourist attractions and facilities in forests
diversity of recreational infrastructure	problems with current maintenance of infrastructure
modern design and material solutions used in newly build infrastructure (e.g. FBG Marszewo)	insufficient number of forest park places and parking for cars
thematic diversity of educational boards	lack of BSA (Biker Service Areas)
good conditions for outdoor sport activities	inadequate adjustment of tourist infrastructure for needs of families with children and people with disabilities
	poor reference of recreational facilities (shelters, information boards) to regional architecture patterns

	insufficient tourist information in foreign languages
	lack of insufficient tourist infrastructures in some forest areas
	lack of some tourist routes operators affecting difficulties in their functioning
	limited offer of tourist packages
	insufficient net of cycling routes to attractive tourist places (e.g. lack of bike path through forest from Gdynia to Marszewo)
	limited offer of accommodations out of summer season

Promotion, education, social communication

high promotional and educational activity, diversified, multi-thematic offer of educational activities	lack of coordinated strategy and action plan for using social media, lack of PR strategy
using of various communication channels and marketing methods (Internet, print, broadcast on the radio and TV)	insufficient information about flagship tourist projects prepared by RDSF Gdańsk
strict cooperation with Tourist Information (IT) points in municipalities	insufficient cooperation with tourism service providers (tour operators, hotels, pensions etc.)
multidimensional cooperation with local authorities, landscape parks, ecological organisations	poor accessibility of information in other than Polish languages
foresters participation in the life of local communities, (co)organisation of local and regional events	shortage of promotional materials published in Braille

growing number of participants attending educational actions	too little educational offer for adults, including elderly people (e.g. attending University of the Third Age)
high pedagogical competencies of forest educators	shortage offer of educational activities intended for people with disabilities
experience in organisation of sport events and other mass events in forests	lack of indicators measuring efficiency of educational activities
	lack of instrument to estimate recognition of recreational and educational offer of units within the RDSF Gdańsk
	poor tourist offer out of summer season and insufficient promotion tourist and leisure offer available form autumn to spring

4. MISSION

Ensuring by the State Forest, including RDSF Gdańsk, sustainable level of all important forest functions (ecological, social and productive) needs a compromise between necessity of natural resources' use, necessity of nature protection and meeting tourist and recreational requirements of the society. Strategy of ecotourism development in woods administered by the State Forest should on the one hand take into account ecological and productive goals of forest management and, on the other hand go toward meeting expectations of various stakeholders, in particular:

- local societies and social organisation – in case of ensuring possibility of common affinity of nature, place for recreation, sport activity, developing interests (hobbies), ecological education, provision for nature and cultural heritage protection and gaining non-timber forest goods for fulfilling everyday needs;
- local and regional authorities – in regard to local socio-economic development, new work-places creation, contribution to investment related to development of recreational and tourist investments in forest, promotion of regional values;
- tourists, both national and international, visiting the Baltic coast between Łeba and Krynica Morska – with reference to improvement of leisure quality and attractiveness, ecological education, developing interests and hobbies (e.g. scouts, green school participants, health resort visitors, sport events competitors etc.);
- tourist organisations with tourist entities and others, providing supporting services – concerning extension of tourist season, enhancement of tourist offer, increase in tourist revenue, co-ownership at level and scope of ecosystem forest services.

Implementation of tasks related to sustainable forest management together with identification and inclusion of these stakeholders needs concerning ecosystem forest services defines overall RDSF Gdańsk activities as a certain mission, task to do, headline target that may be presented as follow:

RDSF Gdańsk managing the common social goods – forests, guarantees their sustainable development, permanence, and simultaneously ensures meeting the leisure needs of local societies, visitors and expectations local authorities and tourist services providers operating in the region.

Transboundary ecotourism, developed at the area managed by RDSF Gdańsk is an opportunity for forest protection against excessive tourist and recreational pressure and contributes to enhancement of the society's ecological awareness and improvement of tourism development at the same time.

Mission provides a basis for strategic goals, time-framed in terms: 2019 – 2024. It is consistent with foundations of the Strategy of Poland Development 2020, in strategic area 3: “Social and territorial cohesion” with reference to balancing of regional development and spatial integration by creating conditions for local development and enhancing potential of rural areas (development of new functions, improving their attractiveness, enlarging tourist infrastructure) and improving of territorial cohesion (including actions for the border areas).

5. VISION

Vision of ecotourism development in forests administrated by the RDSF Gdańsk is a set of postulates regarding to desirable area characteristics, considering trends in tourism, results of prospective diagnosis and findings establishing according to expectations of regional development's stakeholders. Based on collected data, the vision is as follows:

Transboundary ecotourism in area managed by the RDSF Gdańsk will be developed in accordance with natural advantages of the area, assumptions of multifunctional forestry and rules of the sustainable development. All tourist and recreational activities based on nature observation, considering nature as a common goods and use of forest health benefits will be promoted. Ecotourism development will contribute to increase forest accessibility for families with small children, elderly people, people with disabilities as well as to lengthen the tourist season. It may cause further, joint partnership projects in infrastructure in transboundary areas. Ecotourism development, due to intensification of ecological education activities, will lead to reduction of the number of local social conflicts between forest management – forest protection – tourist and recreational needs of citizens.

6. AIMS

The headline aim for development of transboundary ecotourism in RDSF Gdańsk is to define new forest tourist products, fit to real needs of local inhabitants and visitors that allow improving regional attractiveness and strengthening transboundary cooperation.

The main specific objectives contributing to implementation of the mission are:

- tourism development with accordance to natural conditions, respect to natural resources and values, landscape and with sustainable development principles, in regard to common partnership transboundary cooperation;
- improvement of access to forests, i.e. infrastructure, social dimension, as an effect of development of these recreation and tourism form, aimed at average tourists but also at people searching specific tourist products, visitors at different age groups as well as people with disabilities;
- advancement of education for sustainable development (i.e. forest, natural education and informal educational activities focus on study culture and historical heritage of the region) as a main pillow of ecotourism, due to indication activities seeking to promotion of RDSF Gdańsk's forests and to obtaining the network of complementary tourist products.

7. Priorities, specific aims and objectives

Priority 1: Sustainable development of tourism and recreation

Specific aims	Objectives
1.1. verification of existing tourist and recreational facilities as regards to environmental possibilities	1.1.1. verification of road system as regards of their functions
	1.1.2. analysis of capacity of tourist and recreational routes
	1.1.3. mapping of points and conflict areas related to social forest functions
	1.1.4. preparing of complex concept of tourist and recreational infrastructure's development for forest managed by the RDSF Gdańsk
	1.1.5. ensuring social participation in projects in development of social functions of forests
	1.1.6. preparing of unified standards concerning setting out, signposting and arranging tourist routes

1.2. creation of new tourist products	1.2.1. creating the conditions necessary for developing tourism forms based on nature observation
	1.2.2. building tourist product based on birdwatching
	1.2.3. creating recreational and tourist offer focused on children, youth and families with children
	1.2.4. preparing offer of outdoor events based on market needs related to the so-called sport tourism
	1.2.5. creating offer to elderly people and health resort (sanatorium) visitors
	1.2.6. developing education for sustainable development, including forest education in combination with transferring the knowledge about regional history and culture and building ecological awareness
	1.2.7. using Pomeranian cultural heritage during creation of new tourist products
1.3. promotion of products and tourist and recreational values of forests	1.3.1. cooperation with tourist service providers (national and international) to promote the RDSF Gdańsk's offer
	1.3.2. identification of key groups of recipients, tourist products and areas crucial for tourism development
	1.3.3. preparing the campaign promoting tourist and recreational potential of forests managed by the RDSF Gdańsk as a factor affecting development of tourism on the region
	1.3.4. RDSF Gdańsk cooperation with local authorities concerning joint promotion of the region
	1.3.5. RDSF Gdańsk active participating in creation and

	promotion of transboundary partnership projects
	1.3.6. preparing set of indicators for checking the effectiveness of promotional activities
	1.3.7. monitoring of effectiveness of promotional activities
	1.3.8. joint actions with other entities as a part of the co-operational forest network „COOPFOR”

Priority 2: Increasing of forest availability

Specific aims	Objectives
2.1. development of tourist and recreational infrastructure	2.1.1. building new facilities as a part of recreational infrastructure in forests (i.e. forest playgrounds equipped with interactive tools, health paths, fit-trails, outdoor gym areas)
	2.1.2. building of BSA (Biker Service Areas, designated for rest, equipped with leisure facilities providing bike accessories)
	2.1.3. preparing target tourist and recreational road network with rest areas
	2.1.4. supplementing leisure infrastructure on routes, especially in coastal zone
	2.1.5. extension of existing infrastructure (sanitation and social one), especially in case of tourist nodes
	2.1.6. coordination of RDSF Gdańsk’s actions with activities carried out by other entities (Landscape parks, Maritime Authority, PTTK – Polish Tourist and Sightseeing Society)

	etc.)
	2.1.7 building of „Nature centre” in FBG Marszewo (including building with educational classes, small shop, resting place for visitors like cafeteria and offices)
2.2. improvement of external availability of communication services	2.2.1. cooperation with transport service providers (public and private ones) to increase the frequency of the services
	2.2.2. enlargement of the Mevo system – new locations of metropolitan bike stations near forests
	2.2.3. building a system of parking and park places according to tourist traffic volumes
2.3. improvement of forest competitiveness as a leisure space	2.3.1. enhancing the municipalities’ offer regarding to health tourism due to development of alternative, year-long Wellness services (walk therapy, Nordic Walking – instruction and walks, active running routes for training alone or with instructor, fit-trails etc.)
	2.3.2. organisation of supra-local events for selected receivers (runners, bikers, participants in marches, Nordic Walking competitions, marathons etc.)
	2.3.3. actions on improvement of skills of recreational and tourist services’ staff
	2.3.4. cooperation with hotels, pensions tourist equipment hire centres and horse farms concerning recreation and health tourism
2.4. improvement of routes signposting	2.4.1. unification of visual communication system
	2.4.2. improving the readability of routes

	2.4.3. addition of information about average time needed to pass to the next points and about the type of route surface
	2.4.4. amending information boards with trails map by QR codes of (in case of lack of poor access to Internet in some forest areas) by beacons and mobile application – audio guidebook
	2.4.5. addition of information in foreign languages (information boards, access by QR codes, beacons or mobile applications)
2.5. improvement of forest availability for people with disabilities	2.5.1. choosing some trails and their adaptation for wheelchair users or for parents with baby carriages
	2.5.2. preparing tourist offer in Braille (leaflets, maps, information boards), miniature models for sightless people in selected locations, audio description in mobile applications
	2.5.3. adaptation of recreational facilities (shelter, table, etc.) for disabled people needs
	2.5.4. enhancing the set of leisure facilities (in playground, fit-tails, health paths etc.) in regard to disabled people demands

Priority 3: Nature and forest education

Specific aims	Objectives
3.1. development of educational infrastructure	3.1.1. further development of existing forest educational facilities
	3.1.2. equipping or refitting educational facilities in educational materials and interactive toy-educational tools
	3.1.3. enhancing educational content by adding of information in foreign languages via QR codes
	3.1.4. modernisation of existing educational paths
	3.1.5. adaptation of educational paths for demands of people with disabilities (sightless, people with reduced mobility)
	3.1.6. establishing new educational paths
	3.1.7. conducting analysis of the level of text comprehension in case of information at educational boards in different districts of RDSF Gdańsk
3.2. enhancement of educational offer	3.2.1. extending the opening hours of forest educational centres
	3.2.2. enhancing the number of educational topics (adding themes concerning the role of forests and forestry in regional history)
	3.2.3. preparing scenarios and organisation of workshop and outdoor activities based on woods (woodwork, sculpture, art technics: painting, pyrography etc.) and non-timber forest products (herbology, cooking, home-made cosmetics etc.)

	3.2.4. preparing the educational offer for disabled people (audio description iconography, special educational materials)
	3.2.5 enhancing cooperation in case of educational activities with ecological organisations (CIEE – Centre of Ecological Information and Education in Gdańsk, organisations like: Kuling, OTOP, Drapolicz, Akcja Bałtycka – the Baltic Operation, WWF etc.), other educational centres, landscape parks, researchers from universities and research centres
	3.2.6. promotion of the „leave no trace” idea as a leisure form in forests
3.3. joining forest education with education concerning cultural heritage of the region	3.3.1. cooperation with local artists, country clubs, local cultural centres; joined workshops, organisation of exhibitions etc.
	3.3.2. taking into account local architecture patterns during building new tourist and recreational infrastructure
	3.3.3. introduction or continuation educational activities based on topics concerning historical methods of gaining forest goods (e.g. tapping) and their use in everyday life in the past
	3.3.4. using local traditions, myths, fairy tales during educational activities
	3.3.5. cooperation with entities concerning education and cultural heritage promotion (Cultural Park: The Sealers Settlement, The Slavic Settlement – Sławutowo, KL Stuthoff Museum in Sztutowo, Żuławy Historical Park)
3.4. promotion of educational activity	3.4.1. greater presence of foresters in social media, broadcasts and programs in local TV and radio
	3.4.2 possibility to buy the souvenirs, forest products, gadgets, handcraft etc.

	3.4.3. preparation the mobile application in different languages and modernisation already existing application (adding new functions and information)
	3.4.4. co-organisation of exhibition stands with ROT – regional Tourist Organisation or municipalities during tourist fairs
	3.4.5. preparing the logo distinguishing selected forest area / tourist product

8. THE ACTION PROGRAMMES

The action programmes were developed for three objects selected in the Attractive Hardwoods project, especially those predisposed for the development of cross-border ecotourism, such as: Demonstration Forest near Rzucewo (RDF Rzucewo), Forest Botanical Garden in Marszewo (FBG Marszewo) and Forests of the Vistula Spit (Mierzeja Wiślana).

Rzucewo Demonstration Forest (RDF Rzucewo – Las Demonstracyjny koło Rzucewa)

Priority	Activities
1.1., 2.3., 2.5.	verification of tourist and recreational routes with their marking and adaptation for disabled persons
3.1.	project of an educational path on hunting and hunting culture and extension of the „Osada Łowców Fok” (Seal Hunters’ Settlement) path to the forest educational topics
3.2.	designing infographics about forest plants, functioning of the forest, individual tree species in Braille language
2.2., 3.3.	extension of existing car parks and parking spaces, retrofitting them with resting and toilets

2.1.	organisation of a bicycle service point (BSA) for cyclists
2.1., 2.5.	investment in new leisure facilities, in particular benches, bench-tables, tourist shelters and rubbish bins adapted to the needs of people with disabilities
1.2., 2.1., 2.5.	construction of towers and platforms for bird observation, equipped with educational boards dedicated to individual species of birds occurring here
2.1., 3.3.	organisation of a playground for children, taking into account the cultural heritage and traditions of the region
2.3.	unification of the visual communication system
2.3.	equipping tourist cross-roads with tables presenting maps of routes, also in QR in different languages
1.2.	organisation of workshops on ringing and identification of birds, especially in the period of migration of birds (spring, autumn)
3.3.	development of scenarios of learning activities taking into account the heritage of the Seal Hunters' Settlement (Osada Łowców Fok) and the Slavonic Settlement (Osada Słowiańska) in Sławutowo near Puck
1.2., 2.3.	organisation of outdoor events based on such activities as: running competitions, bicycle rallies, Nordic Walking, horse riding
1.2	cooperation with OTOP and WWF in the field of dissemination of knowledge about birds and nature protection („Beka” nature reserve)
1.3.	cooperation with local tourist objects (e.g. Jan III Sobieski Hotel, hotels and guesthouses in Puck), Puck municipality and tourist information points in order to provide hotel guests with information and promotion materials (in different languages) about the forests of RDSF in Gdańsk.
2.2.	oooperation with transport service providers and municipalities to improve accessibility (public transport, new cycle paths, Mevo metropolitan bike).

3.2., 3.3.	development of educational programmes and workshops (for children, young people and adults) from autumn to spring on the past and present use of forests and forest products
3.2.	cooperation with the (Seal Hunters' Settlement in order to increase accessibility for individual tourists outside the summer season
1.3., 3.3, 3.4.	promotion of a joint (RDSF Gdańsk, the Seal Hunters' Settlement, Puck commune) natural and cultural offer on the Internet (national and international portals), also in specialist portals (e.g. for birdwatches, bicycle tourism, etc.)
1.3., 3.2., 3.3., 3.4.	providing information about the new educational path and ensuring the possibility of combining the sightseeing path with workshops and activities organised by OTOP or the Cultural Park: Seal Hunters' Settlement for educational institutions and curatorial offices in the Pomeranian Voivodeship and neighbouring voivodeships
3.3, 3.4.	development of a logo and design of souvenirs and promotional materials bearing the LDR logo
1.3, 3.4.	cooperation with existing objects in the scope of souvenirs sale possibilities
1.3.,3.4.	creation of a mobile application - map of attractions in the region of the Rzucewo
3.2., 3.3.	preparing didactic materials for teachers and conducting workshops for them, enabling them to conduct learning activities on their own on the didactic path

Forest Botanical Garden (FBG) in Marszewo (Leśny Ogród Botaniczny w Marszewie)

Priority	Activities
3.2	extension of the opening time of the Garden
2.1, 3.4.	creation of "Nature Center" (visitor center) with the possibility of purchasing souvenirs, gadgets promoting Garden in Marszewo
3.1.	delineation of new educational paths in the field in accordance with the guidelines of "the Functional and Utility Program for FBG in Marszewo" and construction of infrastructure facilitating access to FBG (e.g. a footbridge over Marszewska Street)
2.5., 3.2.	equipping information boards with Braille text, introduction of educational infrastructure near car parks and educational paths, allowing to get to know the world of nature by touch
2.2.	extension of the existing car parks and bicycles and car parks spaces (in the northern part of FBG Marszewo), retrofitting them with toilets and others facilities
2.1.	improving communication labelling and organisation of a bicycle service point (BSA) for cyclists
1.2., 2.1.	organisation of a playground for children, taking into account Kashubian tradition and style
2.1.	the introduction of playground facilities for children with disabilities
2.4.	adaptation of the surface of all routes to the requirements of disabled persons in wheelchairs
2.1., 2.3.	design of the fitness path with elements of external outdoor gyms
2.4.	to improve the marking of recreational routes

2.4.	translation of existing texts in the application and voice guide into foreign languages (English, German and Russian)
1.2, 3.2.	expanding, as far as possible, the offer of sculptural, culinary, herbal workshops, etc. based on forest plant products for various target groups: children, young people and adults (including the elderly, e.g. students of the University of the Third Age and teachers)
2.2.	to improve access signs to the FBG Marszewo
1.3.	preparation of materials (map, brochure, guide, etc.) promoting the FBG Marszewo in Polish and foreign languages
3.2., 3.3.	continuation of cooperation with the "Baltic Action" Foundation, academic staff of the university (especially natural sciences faculties) and establishment of cooperation with academic society in order to enrich the educational offer of FBG Marszewo
1.2, 3.2.	development of gadgets, souvenirs, educational books for children with the logo of FBG Marszewo
3.2.	increasing the availability of FBG Marszewo for individual tourists
2.1.	retrofitting classrooms with interactive equipment
1.3, 3.4.	joint promotion of the FBG Marszewo with the City of Gdynia, PROT – Pomeranian Regional Tourist Organisation, provision of information materials (in Polish and foreign languages) to tourist information points in the Tri-City (Trójmiasto)
2.2.	cooperation with the city councils of Gdynia and Rumia in order to improve access to FBG Marszewo by public transport
3.2., 3.3.	supplementing the offer of didactic materials for teachers and family groups, conducting new cycles of trainings for teachers enabling them to conduct learning activities on the basis of FBG Marszewo infrastructure.

3.4. modernization and development of an interactive application enabling guests to move around FBG Marszewo

Vistula Spit Forests (Lasy Mierzei Wiślanej)

Priority	Activities
2.1.	equipping the area with new leisure facilities, in particular benches, bench-tables, canopies and rubbish bins in accordance with the guidelines included in the document: „Concept of tourism and recreation management for the Elbląg-Żuławy Forests ”
2.1., 3.1.	designing an educational path in the area presenting the specific nature environment of the Vistula Spit in accordance with the guidelines included in the document: „Concept of tourism and recreation management for the Elbląg-Żuławy Forests ”
2.2., 2.5.	extension of the existing car parks and parking spaces, equipping them with rest and toilets and other facilities, adaptation to the needs of physically disabled persons
2.1.	organisation of a bicycle service point for cyclists (BSA)
2.4.	equipping tourist cross roads with tables presenting maps of routes, also in QR in different languages
1.2, 3.2.	continuation of workshops on bird ringing and identification in cooperation with the Drapolicz Association, “Baltic Action” Foundation, OTOP, landscape park employees and (or) ornithologists from University of Gdańsk or the Bird Station of the Polish Academy of Sciences in Górkki Wschodnie.
1.1., 2.5.	verification of the route of forest roads in terms of accessibility for people with reduced mobility and parents with children

1.2., 2.3., 3.3.	cooperation in the organisation of outdoor events related to such forms of sports activities as sailing, running, ice-racing Nordic Walking, hiking and cycling rallies, etc., especially in the period from autumn to spring
2.1., 3.3.	preparation of the tourist product: ornithological excursions to observe birds during migration (spring, autumn) and in winter (wintering and predatory birds, e.g. counting wintering birds)
1.2., 1.3., 3.2.	organisation of photographic workshops, artistic open-air workshops related to nature observation
1.2., 3.3.	all year- round workshops on ceramics, weaving, woodwork, wood decoration (e.g. pyrography, decoupage, painting, writing icons on wood) and culinary workshops (e.g. cheese-making, fish dishes, wild-game) related to the region's heritage all year round - in cooperation with local restaurants and the Żuławy Historical Park
2.1., 3.3.	further development of a comprehensive tourist product for hunters, including accommodation, hunting, the possibility to prepare wild-game (culinary workshops) together with the leisure offer for persons accompanying hunters, who are not interested in hunting
1.2., 3.3.	organizing a health path in the forests in the vicinity of sanatoriums, outdoor gyms, increasing the number of resting places in accordance with the guidelines included in the document: „Concept of tourism and recreation management for the Elbląg-Żuławy Forests”.
2.1., 2.5., 3.1.	equipping information boards with Braille text, introduction of educational infrastructure near car parks and educational paths, allowing to get to know the world of nature by touch
2.1., 2.5.	construction of a forest playground for children, also adapted to the needs of disabled children
3.3.	development of recreational and educational offer during weekends out of summer season (trips, rallies, mushroom picnics, workshops, picnics) in cooperation with the commune authorities and the “Vistula Spit” Landscape Park (“Mierzeja Wiślana” LP) and other companies

3.4.	creation of applications for mobile devices (in Polish and foreign languages) with the main tourist attractions marked on the map of this area
1.3., 3.3, 3.4.	promotion of a common (RDSF Gdańsk, “Vistula Spit” Landscape Park, communes) natural and cultural offer on the Internet (national and international portals), also in specialist portals (e.g. for hunters, bird lovers, bicycle tourism, health-spa users, etc.)
1.3.	cooperation with local tourist accommodation establishments (hotels and guesthouses, holiday resorts, owners of private accommodation, health -spa) as well as commune authorities and tourist information points in the Tricity in terms of providing information and promotion materials (in different languages) to guests
2.2., 3.3.	cooperation in educational activities with the KL Stuthoff Museum in Sztutowo, with the “Vistula Spit” Landscape Park
3.4.	publishing brochures and guides in Polish and foreign languages

9. CONCLUSIONS

Tourism and natural (forest) recreation are, and will be in the focus of interest of many people, offering opportunities of development for communes situated in the area managed by Gdańsk RDSF.

Planned, aware actions for tourism development allow preventing environmental degradation and perturbation of spatial order. Spatial planning in case of areas under high natural value, implemented according to multi-functional, sustainable management of natural resources means demand for subordination of social needs and expectation on the ground of tourism and recreation development to main aims related to nature protection, landscape and cultural heritage preservation. This is a purpose of the set of goals and directions contained in the Strategy. There are also action plans prepared for three areas selected for the “Attractive Hardwoods” project: Rzucewo Demonstration Forest, Forest Botanical Garden Marszewo and Vistula Spit Forest. Planned activities should provide complementary development of different forms of eco-tourism in the forests administrated by Gdańsk RDSF. The level of their accomplishment must be periodically monitored and constantly updated. Implementation of these recommendations is crucial for

creation and promotion of main tourism products, like birdwatching (Vistula Spit, Rzucewo), forest education (Rzucewo, Marszewo) and hunting (Vistula Spit).

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APPENDIX NO. 1

Characteristics and evaluation of areas selected to the Attractive Hardwoods project

Vistula Spit (Mierzeja Wiślana)

The Vistula spit is an area of high nature value: the eastern part of the peninsula in Poland is protected as the “Vistula Spit” Landscape Park (Landscape Park “Mierzeja Wiślana” VSLP: from Sztutowo to the State border between Poland and the Kaliningrad Oblast), three nature reserves (two of them: “Kąty Rybacke” and “Buki Mierzei Wiślanej – Beeches of the Vistula Spit” are located within the boundaries of the above-mentioned landscape park) and Natura 2000 areas: Special Area of Conservation (SAC) “Vistula Lagoon and Vistula Spit – Zalew Wiślany i Mierzeja Wiślana” (PLH280007) and Special Protection Area (SPA) “Vistula Lagoon – Zalew Wiślany” (PLB280010) located in the southern part of the spit together with the whole Vistula Lagoon. Forests of the Vistula Spit are a part of the Promotional Forest Complex (PFC) “Elbląg and Żuławy Forests” (LKP “Lasy Elbląsko-Żuławskie”).

Old beech forests are retained only near Przebrno (current nature reserve “Buki Mierzei Wiślanej – Beeches of the Vistula Spit”), in other parts of the Vistula Spit pine stand (artificially planted) dominates. Bird migration route from Scandinavia into Western Mediterranean countries (the so-called West European Flyway) leads Over the Vistula Spit and the Vistula Lagoon. Ornithologists from “Operation Baltic“ (“Akcja Bałtycka”) Foundation have been carrying out field studies for many years during autumn bird migration periods (since mid-August to the beginning of November). Foresters from the Elbląg Forest District (Nadleśnictwo Elbląg) a part of Gdańsk Regional Directorate of the State Forests (RDSF Gdańsk) together with the members of the Drapolicz Society organise (in collaboration with many others environmental organisation and workers of the Vistula Spit Landscape Park) Bird Picnic every year in October during European Bird Watching Days.

The Elbląg Forest District’s workers are co-organisers (together with the Town Council of the Krynica Morska and other organisations) of family picnic: Feast of Roast Boar in Krynica Morska (yearly, in September).

Another tourists’ attractions are historical monuments located within the Vistula Spit or nearby (Vistula Marshlands – Żuławy Wiślane) like old churches, lighthouse in Krynica Morska, arcaded houses, KL Stuthoff Museum in Sztutowo and technical monuments (e.g. bridges, lock).

There are also located year-round sanatoria in Jantar, Stegna and Krynica Morska.

Nordic Walking routes, cycle routes and walking trails had been paved at the Vistula Spit (Amber Trail – a part of International Long-distance Footpath E-9 and partly, Vistula Trail).

In the Vistula Spit there is all year round public transport: buses from Gdańsk and Elbląg. Inhabitants and tourists may also use narrow gauge railway during summertime.

Three places were selected and valued in the Vistula Spit regarding eco-tourism development:

- area of “Kąty Rybackie” nature reserve (breeding grounds of great cormorant and grey heron),
- area of “Buki Mierzei Wiślanej – Vistula Spit Beeches” nature reserve (old-growth beech forest) and Animal Breeding Area Przebrno,
- area of Wielbłądzi Garb – the highest fixed dune in Poland and Europe (49,5 metres above sea level), where two-level bird observation tower has been built.

All these areas were evaluated by group of experts during study visit. Experts assessed each of criterion, giving notes (points) from 0 (the lowest) to 10 (the highest score) considering area compliance with Main goals of the “Attractive Hardwoods” project. The average results and the final score are listed in the Table 1.

Table 1. Average evaluation (points) of the Vistula Spit

Evaluation criteria	Selected area		
	Kąty Rybackie	Przebrno	Wielbłądzi Garb
Location of the area (aesthetic judgement of the surroundings)	8	9	10
Location of the area (nature value)	10	9	10
Availability for tourists (public transport)	7	7	4
Attractiveness as a place to visit	9	7	8
General information about the area	6	7	5
Equipment intended for social needs of tourists	5	9	3
Information equipment	8	5	6
Access roads markings	8	6	7
Access to Internet (Wi-Fi)	0	8	3
Safety of the area	5	8	6
Workers qualifications	8	9	2
Consistent with the idea of "Attractive Hardwoods"	9	9	10
General assessment	7	8	6

Experts stressed following problems influencing on tourism attractiveness and accessibility of the Vistula Spit: no roadside near main way at the Vistula Spit (and high level of traffic during summer), lack of signposting and notice boards in foreign languages, lack of small-scale tourism infrastructure (benches, trash bins, lavatories etc.), insufficient information signs and orientation boards along the tourism routes and near parking lot, lack of pedestrian crossings in attractive places for tourists (near nature reserves), and in case of some sites: lack or insufficient number of parking space, low quality of small-scale recreational or tourism infrastructure, lack of information boards. There are no information folders or leaflets (in Polish and foreign languages) and suitable information at official webpages.

Forest Botanical Garden (FBG) Marszewo (Leśny Ogród Botaniczny Marszewo)

Forest Botanical Garden (FBG) Marszewo is an educational centre (with nature-forest paths) and botanical garden set up in 2010 by Gdańsk Forest District (Nadleśnictwo Gdańsk). The garden was created by Gdańsk RDSF with the strict cooperation with University of Gdańsk (Faculty of Biology), City of Gdynia and environmental organisations, with financial support of the Pomeranian WFOŚiGW (Provincial Fund of Environmental Protection and Water Management).

FBG Marszewo is located about 4 km on west from Gdynia Chylonia, near the way from Gdynia to Koleczkowo. It is situated within boundaries of the Three-City Landscape Park (Trójmiejski Landscape Park) and inside of the Promotional Forest Complex (PFC) “Oliwa-Darżlubie Forests” (LKP “Łasy Oliwsko-Darżlubskie”). Except the botanical garden (16 various plants collections, over 200 species), in Marszewo there are: yearlong educational building, playground, instructive-display ground and fire pit. The access is free of charge.

Visitors may get to FBG Marszewo by city bus from Gdynia Chylonia or Rumia, there is also a parking area near FBG Marszewo. There is also a walking trail from Gdynia Pustki Cisowskie to Marszewo (the so-called Squirrel Footpath) Nearby is the tourism route led from Sopot Kamienny Potok to Wejherowo (Wejherowo Footpath).

The Garden is involved in the educational activities (during autumn-winter period only for groups like school classes, in spring and summer also for individuals) from Monday to Friday from 10.00 to 14.00. On selected Sundays (10.00 – 16.00) there are workshops, shows (also for individual visitors). The main

recipients are children and school pupils (adults – rarely). FBG Marszewo also cooperates (during preparation of some workshops and presentations) with “Operation Baltic” Foundation (displays of bird ringing). FBG Marszewo has about 8000 visitors annually.

The main problem is insufficient number of didactic rooms that could allow conducting classes during bad weather and lack of back office. Northern part of the garden is not developed regarding to educational lessons.

FBG Marszewo during assessment by experts received 9 points (general score). The average results are presented in the Table 2

Table 2. Average evaluation (points) of the FBG Marszewo

Evaluation criteria	FBG Marszewo
Location of the area (aesthetic judgement of the surroundings)	9
Location of the area (nature value)	9
Availability for tourists (public transport)	8
Attractiveness as a place to visit	8
General information about the area	9
Equipment intended for social needs of tourists	9
Information equipment	9
Access roads markings	8
Access to Internet (Wi-Fi)	9
Safety of the area	9
Workers qualifications	10
Consistent with the idea of "Attractive Hardwoods"	10
General assessment	9

There are also some problems pointed out by experts: lack or insufficient marketing and promotional actions, lack of signposts and access marking, shortage of educational rooms and other exhibition rooms, necessity of wider access for individual tourists, improvement of social and living infrastructure (for visitors) and need to increase of information boards (the map). It is also important to provide information in foreign languages (at least in English).

Rzucewo Demonstration Forest (Las demonstracyjny koło Rzucewa)

The area of Rzucewo is a part of the Seaside Landscape Park (Nadmorski Landscape Park). Forests are managed by Wejherowo Forest District (Nadleśnictwo Wejherowo). Rzucewo is located in coastal zone of the Puck Bay. The region is also within of the “Oliwa-Darżlubie Forests PFC” (“Lasy Oliwsko-Darżlubskie”). Some parts of this region are protected as Natura 2000 areas: Special Protection Area (SPA) “Puck Bay – Zatoka Pucka” (PLB220005) and Special Area of Conservation (SAC) “Puck Bay and Hel Peninsula – Zatoka Pucka i Półwysep Helski” (PLH220032).

This region, also known as Rzucewo Headland is an area of richly diverse landscape. From East there is a coast of the Puck Bay (beach and cliff, the so-called Osłonino Cliff) and from West – the upland edge zone.

The historical neo-gothic palace and park is located in Rzucewo (currently all year running Hotel Jan III Sobieski) with stables (possibility of horse-riding). Nearby there is also Cultural Park: The Seal Hunters’ Settlement (Park Kulturowy: Osada Łowców Fok) – the real such village was situated there in Neolithic, archaeological research have been conducted there for many years. The educational, archaeological route has built there, including historical reconstruction and building with teaching and exhibition booms – Kashubian Cottage. A small pier is in Rzucewo as well.

The Slavic Settlement – Sławutowo (Osada Słowiańska – Sławutowo) is located west of Rzucewo. There, the living conditions in the Early Middle Ages are presented there. Workshops are also organised there. South of Rzucewo is Osłonino situated (with private collection of Kashubian arts and crafts, and farther, nature reserve “Beka” established to protect birds and halophytes plant communities. The nature reserve is on the bird migration route (South European Flyway) so during spring and autumn flocks of birds (hundreds of individuals) stop here for rest. Within the nature reserve area the educational route has been created. It is in the care of the Polish Society for the Protection of Birds (OTOP) that also implements tasks concerning active bird protection, nesting places and environmental education.

Rzucewo is on the walking trail “the Edge of Puck Hillock” from Wejherowo, via Darżlubie Wood, to Puck. The cycle route from Gdynia through Rzucewo, Puck and farther to Hel is also set here. Tourists can get to Rzucewo by public transport: bus from Gdynia to Rewa or from Reda to Mrzezino. There is no direct connection between Rzucewo and Gdynia, however there are connections from Rzucewo to Puck and Rumia (a few times daily). The Rzucewo area is during summer intensively visited and used by water sports enthusiasts (kite-, windsurfing, sailing) and fishing.

Rzucewo Demonstration Forest receiver the score of 7 point (out of possible 10). Average results are presented in the Table 3.

Table 3. Average evaluation (points) of the Rzucewo Demonstration Forest

Evaluation criteria	Rzucewo Forests
Location of the area (aesthetic judgement of the surroundings)	9
Location of the area (nature value)	9
Availability for tourists (public transport)	5
Attractiveness as a place to visit	7
General information about the area	5
Equipment intended for social needs of tourists	7
Information equipment	6
Access roads markings	6
Access to Internet (Wi-Fi)	6
Safety of the area	6
Workers qualifications	6
Consistent with the idea of "Attractive Hardwoods"	9
General assessment	7

Experts pointed out following problems that should be solved: lack of information for tourists, lack of signposts, guideposts, lack of educational boards (about forest ecosystems and forest management), poor communication accessibility (limited number of bus routes), lack or very short information about the area in Tourism Information Points, insufficient social and living infrastructure, limited surface of exhibition and educational rooms. Moreover, existing information boards are not equipped with foreign language texts. Rzucewo Demonstration Forest needs retrofitting of educational routes. There is also necessity to open the the Cultural Park for individual tourist during the whole year.

This elaboration has been drawn up as a part of project entitled “Attractive Hardwoods” – “Best practise in tourism development, marketing and sustainable management of Attractive Hardwoods” co-financed under the South Baltic Cross-Border Cooperation Programme 2014-2020 .

The contents of this elaboration are the sole responsibility of the authors and can in no way be taken to reflect the views of the European Union, the Managing Authority or the Joint Secretariat of the Interreg South Baltic Programme 2014-2020.