Attractive Hardwoods Study visit
– Sweden 23rd and 24th May 2017 –

Aim of study visit: Exchange of knowledge in management of tourist assets, developing of tourist destinations and marketing of attractive hardwoods

Accommodation: Ronneby Brunn, Ronneby

Confrence: Ronneby Brunn

Terrain session (Day 1): Brunnsparken, Brunnskogen, Naturum, Blekinge Trail,

Terrain session (Day 2): Tjärö island

PROGRAM

Day 1: 23rd May 2017 (10.00-17.00)
Theme: Management of hardwood tourism assets

Registration and coffee from 9.30

Morning session 10.00-12.00

Indoor session

10.00-10.15 Introduction of Attractive Hardwoods project (Swedish Forest Agency, Ola Runfors, Oriana Pfister)

10.15-10.30 Blekinge trail – planned activities and challenges (Niklas Kämpargård, Region Blekinge)

10.30-11.00 Skåne trail – Experiences of best practise in trail development, management and marketing (Kenneth Joelsson, Scanian Landscape Foundation)

11.00-11.05 Short brake

11.05-11.25 Natura 2000 - authority perspective (Ulrika Widgren, County Administrative Board of Blekinge)

11.25-12.00 Natura 2000 – land owner perspective (Anders Rosell, Scanian Landscape Foundation)

12.00-13.00 Lunch at Ronneby Brunn
Afternoon session 13.00-17.00

Terrain session (including ev. press gathering at 13.00)

13.00-15.00 Brunnskogen, Blekinge Trail, Scania Trail – practical management perspectives (Kenneth Joelsson, Scanian Landscape Foundation, County Administrative Board of Blekinge, Ronneby municipality)

15.00-17.00 Naturum Blekinge + coffee break (Robert Ekholm, County Administrative Board of Blekinge)

17.00-19.00 Free time. Spa visit included in hotel price. Bring bathing clothes!

19.00 Dinner at Ronneby Brunn

Day 2: 24th May 2017 (8.45-16.00)

Theme: Marketing, tourism development and cooperation

Morning session 8.45-12.00

Indoor session + coffee + transport

Breakfast + Check out

08.45-9.45 Blekinge Archipelago Biosphere Reserve and the Archipelago route project - cooperation model for tourism. Tourist destination development (Heleen Podsedkowska and Simone Wenzel)

09.45-10.15 Coffee

10.15-11.00 Transport to Järnavik (in own cars)

11.00-11.15 Boat to Tjärö

11.20-11.50 Experiences of tourism and business on Tjärö (Sandra, Tjärö)

12.00-13.00 Lunch at the restaurant on the island
Afternoon session 13.00-16.00

Outdoor session + coffee

13.00-13.20 **Introduction to Tjärö nature reserve.** (Sofie Willman, County Administrative Board of Blekinge, Joakim Hemberg Swedish Forest Agency)

13.20-15.20 **Guided tour and coffee. Tourism and visitor management in protected areas – examples from Blekinge archipelago – Tjärö island** Sofie Willman, County Administrative Board of Blekinge, Joakim Hemberg Swedish Forest Agency)

15.20-15.40 **Summing up** (Ola Runfors, Swedish Forest Agency + all participants)

15.45- 16.00 **Boat to Järnavik and travel home**

Practical aspects

In May, the South Baltic coastal weather can be unpredictable and range from calm hot summer days to windy, cold and rainy days. Sometimes you might experience all in one day.

- Bring good shoes and warm clothes
- Sun protection and a wind proof jacket might be needed depending on conditions
- We will travel by small boat - bring seasickness medicine if necessary
- Water drink bottle for the guided tour.

*We wish you all very welcome to Sweden!*

Turn page for speakers list
Speakers list

**Blekinge Archipelago biosphere reserve**

**Heleen Podsedkowska**, co-ordinator Blekinge Archipelago

**Simone Wenzel**, project leader Blekinge Archipelago

**County Administrative Board**

**Robert Ekholm**, Head of Naturum Blekinge visit centre


**Sofie Willman**, officer. Responsible for management of protected areas

**Region Blekinge**

**Niklas Kämpargård**, project worker and photographer/writer

**Ronneby municipality**

**Anna Ekberg**, head of communication division

**Prof. Roland Gustavsson**, Swedish University of Agricultural Sciences. Landscape architecture, planning and management

**Patrik Hellsberg**, Head of Road and Park technical management division

**Scanian Landscape Foundation**

**Kenneth Joelsson**, coordinator of Scanian trail

**Anders Rosell**, forest management and nature conservation

**Swedish Forest Agency**

**Joakim Hemberg**, officer involved in nature conservation

**Oriana Pfister**, project information officer

**Ola Runfors**, project coordinator

**Tjärö**

**Sandra Löfgren**, local manager