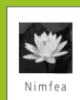


WORKPLAN / ROADMAP SUSTAINABLE TOURISM ACTION PLAN

Biosphere Reserve Southeast-Rügen (PP06)

CEETO - D.T2.2.2

Version 1
11 2018





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1. Introduction

Participation and strong relationships with stakeholder have been fostered for the past years in the Biosphere Reserve Southeast-Rügen. Therefore, setting up a participatory system for the development of the Sustainable Tourism Action Plan as well as the Pilot Action was not very difficult. The Forum which had been established in 2009 had worked together on many projects and were in constant contact and collaboration.

The main challenge faced by the Authority of the Biosphere Reserve was, that the Sustainable Tourism Action Plan would be the basis for the re-evaluation as a European Charter Park for Sustainable Tourism (EUROPARC Federation ECST Tool). Therefore, the timeframe to establish the Action Plan was very tight and an external consulting company (BTE Tourism and Regional Development Consultancy) had to be hired to support the efforts of the Authority of the Biosphere Reserve and the Stakeholder.

2. Participatory Process for the Action Plan Development

The development of the strategy and the new action plan occurred in collaboration with local actors in the form of four workshops:

1. Evaluation workshop
2. SWOT- and strategy workshop
3. Action Plan workshop
4. Implementation workshop

2.1. Evaluation Workshop

The first Workshop was held on March 27th 2018 and included the following stakeholders of the forum (13 participants):

- Director of the Kurverwaltung Baabe
- Manager of the Tourismuszentrale Rügen
- Representative of the Ministry of Mecklenburg-Vorpommern
- Representative of the Tourismusverband Rügen
- Director of the Kurverwaltung Middlehagen
- Director of the Kurverwaltung Ostseebad Göhren
- Representative of the Partner Initiative of the Biosphere Reserve Southeast-Rügen
- members of the Authority of the Biosphere Reserve Southeast-Rügen

In the workshop, the participant reflected on the past seven years of the Charter process and the implementation of the previous actions plan.

Pic. 1: Impressions of the first workshop



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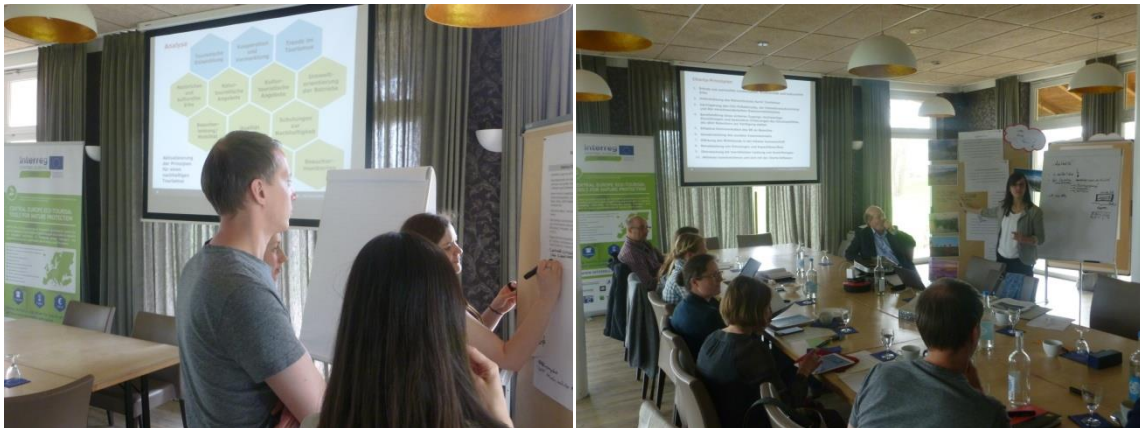
2.2. SWOT and Strategy Workshop

The second workshop was held on April 23rd 2018. Participants (14) included:

- Director of the Kurverwaltung Middlehagen
- Director of the Kurverwaltung Baabe
- Representative of the board of directors of the Biosphere Reserve Southeast-Rügen
- Network coordinator of Insularugia e.V.
- Manager of the Tourismuszentrale Rügen
- Representatives of the Authority of the Biosphere Reserve Southeast Rügen
- Manager Tourismusinformation Lancken-Granitz

The objective of this workshop was to jointly update the tourism profile of the Biosphere Reserve based on a SWOT Analysis (strength, weaknesses, opportunities and threats). Furthermore, the participants discussed the essential needs for action and examined the validity of the mission statement that had been developed during the Charter process in 2011.

Pic. 2: Impressions of the second workshop



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2.3. Action Plan Workshop

The third workshop focusing on establishing the action plan was held on May 3rd 2018. The foundation of the action plan is built upon a needs based analysis of the previous Charter phase, taking up measures and strategies that the stakeholder viewed as being still “up-to-date”. In the Action Plan Workshop these measures and strategies were filtered, supplemented and adapted. Furthermore, the participants prioritized measures, which were discussed in depth and that were thus identified as key objectives.

The participants (28) included:

- Director of the Kurverwaltung Middlehagen
- Director of the Kurverwaltung Baabe
- Director of the Kurverwaltung Göhren
- Representative of the board of directors of the Biosphere Reserve Southeast-Rügen
- Network coordinator and the CEO of Insularugia e.V.
- Manager of the Tourismuszentrale Rügen
- Representatives of the Authority of the Biosphere Reserve Southeast Rügen
- Manager Tourismusinformation Lancken-Granitz
- Second deputy of the Major of the Community Ostseebad Binz
- Certified Nature and Landscape guides

- Manager Discover Rügen GmbH & Co KG (local enterprise)
- Representative RÜGENDRUCK GmbH Putbus (local enterprise)
- Manager Im-jaich oHG wasserferienwelt rügen (local tourism accommodation)
- Representative of Kornrade ökologisch delikat (local enterprise)
- Representative Tourismusverband Rügen
- Representative Tourismus- und Gewerbeverein Mönchgut e.V.
- Representaitve Naturerbe Zentrum Rügen (local tourism attraction)
- Rangers of the Biosphere Reserve Southeast-Rügen

Pic 3. Impressions of the third workshop



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2.4. Implementation Workshop

The fourth workshop took place on October 10th 2018. The BTE Consultancy presented the action plan and the participants formally adopted it and voted for the implementation thereof. In a second step the participants were ask to indicate whether they would be willing to lead the implementation of actions, invest time or funding and for which actions in particular. Lastly, the stakeholder further discussed the implementation of two possible actions.

The participants (25) included:

- Representative of the Kurverwaltung Putbus
- Director of the Kurverwaltung Thiessow
- Fisher, Partner of the Biosphere Reserve
- Director of the Kurverwaltung Baabe
- Three certified nature- and landscape guides
- Network coordinator of Insula Rugia
- Representative of the Kurverwaltung Göhren
- Representative of the board of directors of the Biosphere Reserve Southeast-Rügen
- Manager of the Tourismuszentrale Rügen
- Representatives of the Authority of the Biosphere Reserve Southeast Rügen

- Manager Im-jaich oHG wasserferienwelt rügen (local tourism accommodation), Partner of the Biosphere Reserve
- Representative of Kornrade ökologisch delikat (local enterprise)
- Representative Tourismusverband Rügen
- Rangers of the Biosphere Reserve Southeast-Rügen
- Two Masterstudents from the University of Greifswald
- Representative of the Weiße Flotte GmbH, Partner of the Biosphere Reserve

Pic 4. Impressions of the fourth workshop



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3. Pilot Action

In June 2018 the Pilot Action Area was agreed upon within the Authority of the Biosphere Reserve Southeast-Rügen, as in their function as nature conservation authority the vulnerable areas (which could/are threatened by tourism development) are very well know. Originally three areas were considered. In every of these areas stakeholders existed with whom the Biosphere Reserve was already closely working with. Thus, the deciding factor was the comprehensibility; it was necessary that the chosen area could be easily and clearly defined and monitored. Finally, the Zicker Berge were chosen as Pilot Action Area.

During the work on the Action Plan, the Authority of the Biosphere Reserve included “ECST Strategy 4.3 Monitoring” under which the Pilot Action will be conducted.

3.1. Participatory Process Pilot Action

Before the Stakeholder list was comprised, the Biosphere Reserve consultant with the Kurverwaltung Gager-Groß Zicker, with the Wife of the Paster of Groß Zicker as well as the Family Westphal (Farmer/Landowner)



to establish the necessary reach, and the people to be involved in the Pilot Action. Further this consultation was seen as gaining some initial ideas about the concerns stakeholders might have.

Together with the Kurverwaltung Gager-Groß Zicker, the stakeholders (approx. 20) were invited to participate at an on-the-spot Workshop to discuss problems, visions, strength and weaknesses. In a second step they discussed possible Pilot Actions to address the existing challenges.

4. Management Tools to be implemented

To ensure that the goals of the CEETO Projekt, the Action Plan and the Pilot Action are being met it is planned to have on one hand regular quarterly meetings with the Forum Members (starting in January 2018) to plan working stages and discuss progress of the Action Plan. Furthermore, meetings focusing on individual strategies/actions will be held - on a needs basis - to implement the actions. Stakeholders outside the Forum are invited to participate as well as drive the implementation of actions.

On the other hand, between January and April one to three meetings (based on the effectiveness, and needs) are planned with the Pilot Action Stakeholders to further develop, discuss and implement the ideas generated during the on the spot workshop. During these sessions, targets shall be set based upon which the effectiveness of the Pilot Action shall be evaluated.

Each of the meetings will be documented to be able to track the project progress.

