

SUSTAINABLE TOURISM ACTION PLAN

Biosphere Reserve Southeast-Rügen(PP06)

CEETO - D.T2.2.3 Action Plan

Version 1
08 2018





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1. Introduction

In 2011 the Biosphere Reserve Southeast-Rügen qualified for the title as European Charter Park for Sustainable Tourism in Protected Area and thus sustainable tourism development became one of the main working objectives. Over the past years a strong cooperation with local stakeholders e.g. the tourism association, tourism resort managers as well as hotel owners and other interest groups has developed.

In 2018, the Authority of the Biosphere Reserve Southeast-Rügen together with the local forum (“Steuerungsgruppe”) decided to apply for the re-certified as European Charter Park for Sustainable Tourism. During this process, all past achievements were evaluated and possible challenges and future opportunities for a sustainable tourism development in the Biosphere Reserve and beyond were identified. From January to September 2018, several meetings were held with the local forum and four participatory workshops were organised supported by the external experts of the BTE-tourism and regional development consultancy.

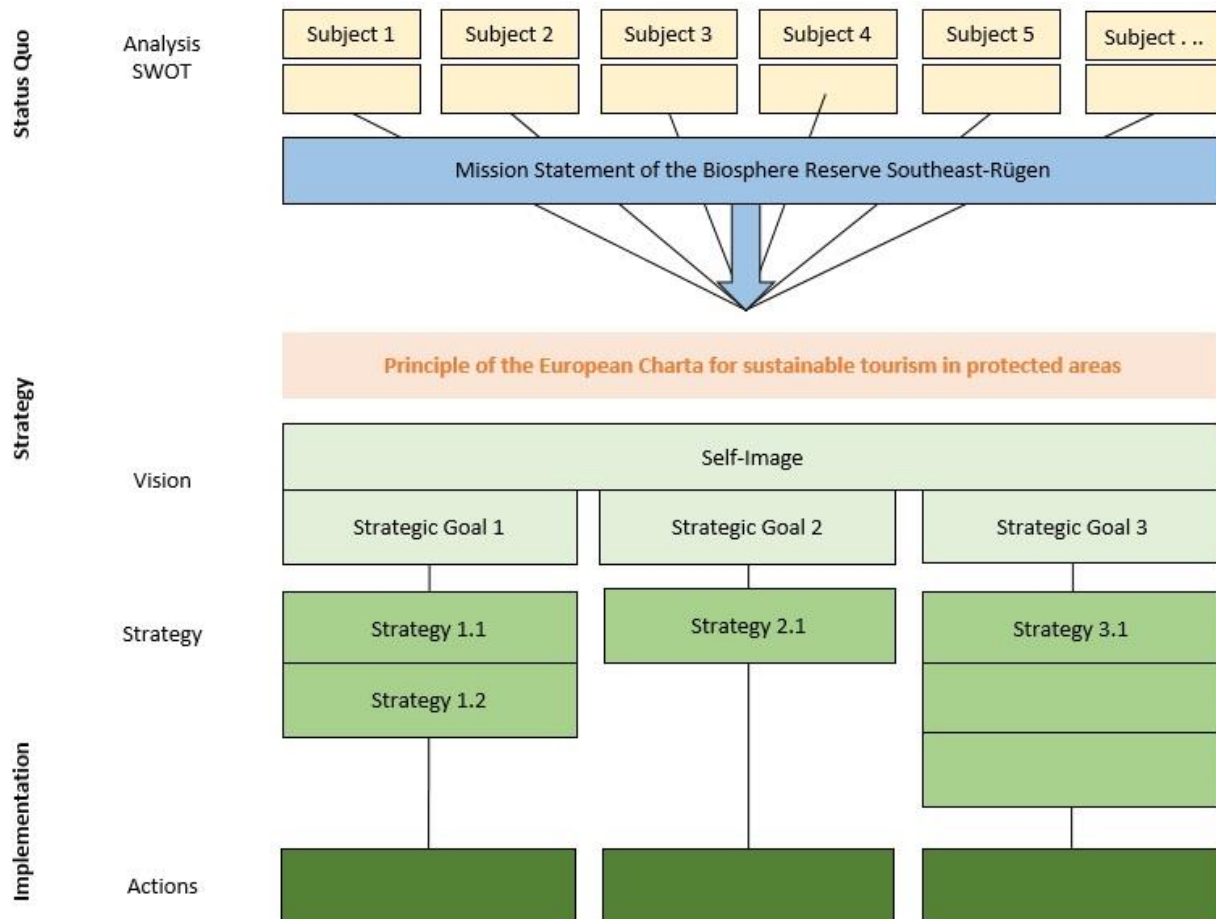
The re-certification as Charter Park and the development of a new sustainable tourism action plan is part of the EU Interreg Central Europe Project “CEETO”. This report describes the new sustainable tourism action plan and the sustainable tourism strategy.



2. Strategy

The strategy lays the foundation for a strong sustainable tourism. It is based on the analysis and evaluation of the initial situation as well as on the framework of existing strategies. Decisive factors that were taken into account stem from the suggestions of the regional actors and the discussion results of the various events.

Fig. 1: Structure of the development concept¹



¹ BTE, 2018, Final Report "Begleitprozess zur Re-Zertifizierung des Biosphärenreservats Südost-Rügen zum Europäischen Charter-Park für nachhaltigen Tourismus (CEETO-CE926)

2.1. Framework of the strategy

The existing mission statement for the Biosphere Reserve Southeast-Rügen and the current Charter principles set the framework for the strategy and the action plan.

2.1.1. Mission Statement for the Biosphere Reserve Southeast-Rügen

The mission statement of the Biosphere Reserve Southeast-Rügen is the basic framework for current and future developments. It summarizes the main objectives, guides the actions of the protected area administration and forms the basis for the development of projects and measures.

The mission statement is the result of a multi-year participatory discussion and work process that included the mayors of the communities, important associations and numerous other experts who accompanied the development of the Biosphere Reserve. At the advisory board meeting on 10 April 2014, the mission statement was adopted unanimously. On May 21, 2014, the public presentation took place in the Kurverwaltung Thießow in the presence of the Minister of Agriculture, Environment and Consumer Protection.

The mission statement is subdivided into eleven fields of action for which specific goals have been formulated.

Fig. 2: Mission Statement - Areas of Action⁽¹⁾





Table 1: Mission Statement for the Biosphere Reserve Southeast-Rügen⁽¹⁾

| Areas of action | Goals |
|--|--|
| Regional identity | <p>Strengthen the image of the region both in terms of regional identity and external perceptions</p> <ol style="list-style-type: none"> 1. Encourage the connection with the island of Rügen (inter alia, natural and cultural landscape, cultural history, churches and traditional settlement structure, customs) 2. Support supra-regional perception and appreciation of the coastal region 3. Increase attractiveness as place of work and life (schools, associations, museums, theatres and other cultural offers, infrastructure) 4. Secure and promote traditional industries (crafts, fisheries, agriculture) 5. Build up the positive image of the Biosphere Reserve as a supporter of sustainable enterprises (partner initiative) |
| Regional value creation, regional products | <p>Preserve and strengthen local businesses, increase regional value creation</p> <ol style="list-style-type: none"> 1. Build and strengthen regional value chains (products, raw materials, services and energy) 2. Working together to select regional products that can and should have a special place in terms of regional marketing and visibility (products as regional ambassadors) 3. Create sales locations and opportunities for regional products 4. Establishment and strengthening of networks for the production and marketing of regional products 5. Support and advice on funding opportunities |
| Tourism | <p>Promote sustainable and climate-friendly developments in tourism and create and maintain jobs; Strengthen environmental awareness and further develop and shape the tourist potential of the Biosphere Reserve for residents and guests</p> <ol style="list-style-type: none"> 1. Promote regional gastronomy and accommodation 2. Make better use of the potential of the cultural and natural landscape as well as existing sights, strengthen nature tourism, bring nature to life 3. Promotion of the hiking region, strengthen active holidays (cycling, hiking, sailing, surfing, kiting, fishing, horseback riding, running, etc.) 4. Expand and market target group oriented offers |
| Mobility and transport | <p>Promoting sustainable mobility for local residents and tourists</p> <ol style="list-style-type: none"> 1. Strengthening / expansion of local public transport (PPP), establishment of a toll-free public transport system 2. Expansion of information on eco-friendly mobility offers 3. Promoting environmentally friendly technologies in the transport and mobility sectors 4. Development of the Biosphere Reserve as a model region for sustainable mobility |
| Nature and Landscape Conservation | <p>Nature Conservation / Landscape Protection: Protecting, maintaining, developing and conserving nature and landscapes as well as genetic resources and ensuring their sustainable use.</p> |
| Fishing | <p>Preservation and development of sustainable, natural resources and nature friendly coastal fishing</p> <ol style="list-style-type: none"> 1. Maintain and promote small-scale, craft and traditional coastal fishing 2. Improvement of the Bay of Greifswald as habitat and spawning ground by raising the water quality and minimizing negative environmental influences (in particular reduction of nutrient and pollutant inputs in the area) |



| | |
|----------------------------------|--|
| | <ol style="list-style-type: none"> 3. Assisting fisheries with the testing of low-bycatch-fishing techniques (including those of more traditional use) and their implementation after they have become operational, by taking advantage of existing funding opportunities 4. The return of grey seals and harbour porpoises is accepted as a natural evolution, damage to the fishing gear must be compensated. 5. Expand regional marketing and "marketing by the cutter" in order to make greater use of tourism potential 6. Networking with coastal fisheries in the Baltic Sea region 7. Participation in national and international research projects 8. In the case of continuation of the protection contents or deterioration of the conservation status of the Bay of Greifswald, the observance of the polluter-pays principle applies with regard to the fishery. Prior to the adoption of measures, a dialogue between fisheries and nature conservation should take place. |
| <p>Agriculture</p> | <p>In addition to tourism, agriculture is one of the leading economic sectors in the Biosphere Reserve Southeast-Rügen.</p> <ol style="list-style-type: none"> 1. Preservation of the agricultural area for the production of high-quality food (and raw materials) according to the criteria of "good professional practice" 2. Preservation and maintenance of the efficiency of the natural balance, in particular soil fertility as an irreplaceable basis of agricultural production, erosion protection and groundwater formation 3. Maintenance and development of diverse cultural landscape with typical area plant and animal life, in particular by crop rotation, preservation and increase of green land share and extensive grazing 4. Support for organic farming, integrated farming systems, animal welfare, direct marketing and strategies for the regional marketing of local and organic (reprimand) products 5. Creation of jobs in the agricultural value chain, care of rural settlement structure and cultural life in rural areas |
| <p>Forest, forestry, hunting</p> | <p>Preservation, development and protection of semi-natural forests with diverse requirements. In the Biosphere Reserve Southeast-Rügen, sustainable use of resources (wood, wildlife, etc.), nature conservation, coastal protection, soil conservation, preservation of typical regional landscapes, ensuring recreation and tourist services are the most important demands on the forest. In detail, this means</p> <ol style="list-style-type: none"> 1. Protection of the natural development of natural forest 2. Forest use according to the principles of semi-natural forestry 3. Consideration of the recreational, educational and tourist interests in the protection and management concepts 4. Preservation of a healthy and species-rich wildlife, taking into account the interests of agriculture and forestry and nature conservation |
| <p>Climate and energy</p> | <p>Promote climate-friendly developments in the region</p> <ol style="list-style-type: none"> 1. Strengthen climate protection functions of the forest (CO2 filter, energy wood supplier) 2. Promote climate protection measures in agriculture and reduce climate- and nature-damaging measures 3. Strengthening advisory services (energy efficiency) for small and medium-sized enterprises 4. Promote low-emission, climate-friendly mobility in the region 5. Further develop landscape-adapted possibilities for the generation of regenerative energies 6. Promote decentralized energy supply, especially on the basis of renewable energies, taking into account tourism objectives and landscape conservation |



| | |
|--|--|
| <p>Education for sustainable development</p> | <p>The content and methodological diversity of educational programs is intended to strengthen awareness of sustainable development and offer residents of the region positive links to the Biosphere Reserve. The offers are intended to promote empathy, perceptiveness, knowledge and competence in questioning one's own actions critically and helping to shape the future in the sense of sustainability.</p> <ol style="list-style-type: none"> 1. Expand the range of topics for target group-oriented educational programs in the sense of education for sustainable development, including the Granitz-Haus information centre 2. sensitize people from island and the guests for the region 3. Strengthen cooperation with regional companies and develop offers with and for them 4. Intensify networking with school and extra-curricular learning venues and associations |
| <p>Research and monitoring</p> | <p>Investigation and long-term observation of the interactions between the natural balance, land and water use, culture and socio-economic conditions with the aim to develop suitable ways for a sustainable use of natural resources in the Biosphere Reserve based on a coexistence of humans and nature, especially</p> <ol style="list-style-type: none"> 1. Development, coordination and implementation of research and monitoring projects in the sense of the Biosphere Reserve (nature budget, land use, working and living conditions) 2. Special promotion of applied, implementation-oriented and interdisciplinary projects that provide management-relevant data for the Biosphere Reserve 3. Preparation and testing of exemplary implementations 4. Communicate the results to the public |



2.1.2. European Charter for Sustainable Tourism in Protect Areas

In order to meet the requirements of the Charter, the strategy must correspond to the following key issues and related actions.

Table 2: Charter-Principles²

| Nr. | Key Issues | Key Actions |
|-----|--|--|
| 1 | Protecting valuable landscapes, biodiversity and cultural heritage | 1.1 Influencing land use planning and the control of potentially damaging developments; 1.2 Influencing the location, type and design of tourism developments; 1.3 Managing visitor flows, activities and behaviour in sensitive areas and sites. |
| 2 | Supporting conservation through tourism | 2.1 Encouraging visitors and tourism businesses to support conservation, through donations, volunteering and other activity; 2.2 Using revenues obtained from tourism-related activity to support conservation; 2.3 Establishing, supporting and promoting tourism-related investments, projects and activities that help to conserve the natural and cultural heritage. |
| 3 | Reducing carbon footprint, pollution and wasteful resource use | 3.1 Working with tourism businesses to improve environmental management, including use of energy and water, waste management, and noise and light pollution; 3.2 Promoting the use of public transport and other alternatives to cars. |
| 4 | Providing safe access, quality facilities and special experiences of the protected area, available to all visitors | 4.1 Providing a wide range of access opportunities, with attention to safety and risk man-agreement; 4.2 Improving the quality of visitor facilities and services; 4.3 Providing visitors with specific tourism offers which involve discovery, interpretation and appreciation of the area's special natural and cultural heritage; 4.4 Providing facilities and information for visitors with special needs. |
| 5 | Effectively communicating the area to visitors | 5.1 Ensuring that marketing materials and activities promote the area effectively and responsibly; 5.2 Providing good quality and effective visitor information and interpretation; 5.3 Ensuring that tourism businesses and other local stakeholders are well informed about the area and provide relevant and accurate information to visitors; 5.4 Providing specific information and interpretation for young people, schools and student groups. |
| 6 | Ensuring social cohesion | 6.1 Anticipating, monitoring and minimising any existing and potential conflicts with local residents; 6.2 Maintaining good communication and engagement between local residents, businesses, visitors and the protected area authority; 6.3 Encouraging and developing appropriate partnership activity with and between stakeholders. |

² EUROPARC Federation, 2015, Sustainable Tourism in Protected Areas, good for parks, good for people, retrieved on August 22nd 2018 from: https://www.europarc.org/wp-content/uploads/2015/12/ECST_2015.pdf



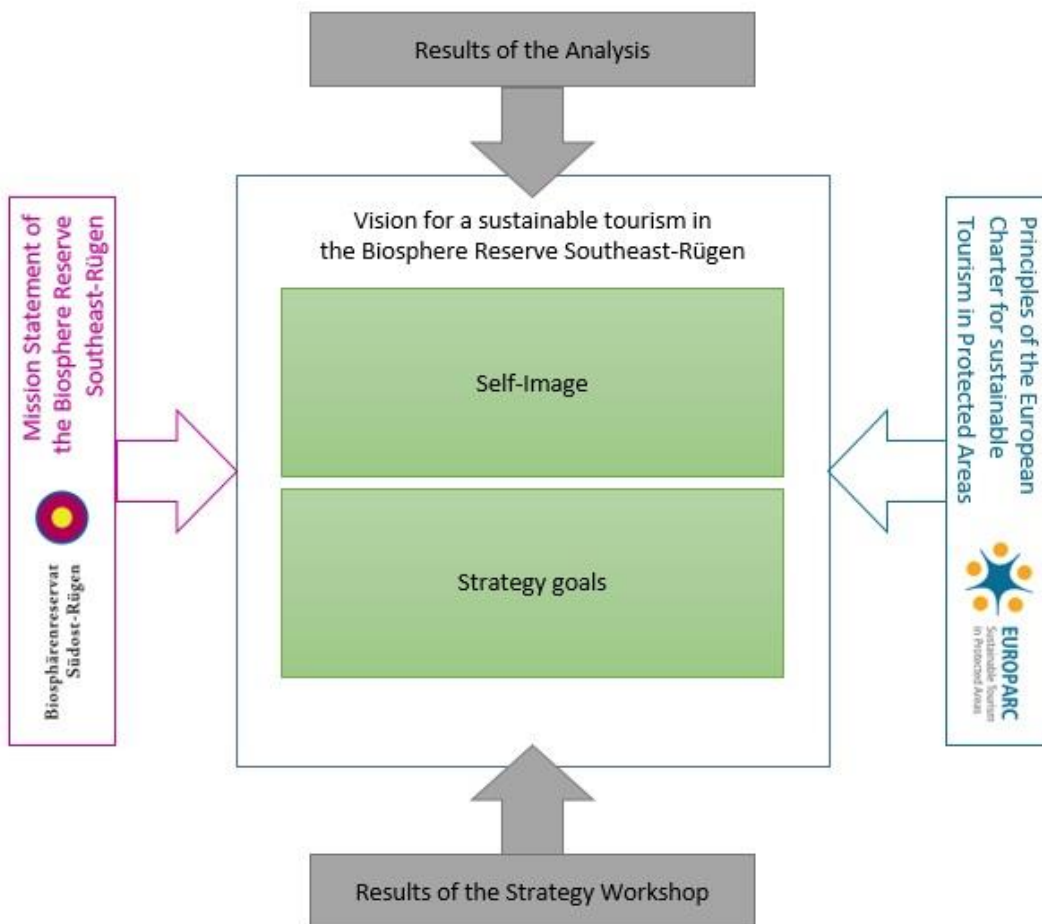
| | | |
|----|---|---|
| 7 | Strengthening prosperity in the local community | <p>7.1 Promoting the provision and identity of local produce and services and their purchase and use by visitors and tourism businesses;</p> <p>7.2 Supporting the economic viability and performance of local tourism businesses and the provision of local employment in tourism.</p> |
| 8 | Providing training and capacity building | <p>8.1 Providing relevant training for staff of the protected area authority in sustainable tourism development and management;</p> <p>8.2 Providing and encouraging relevant training and capacity building for tourism businesses and other stakeholders in sustainable tourism.</p> |
| 9 | Monitoring tourism performance and impacts | <p>9.1 Monitoring of visitors - volumes, patterns, spending and satisfaction;</p> <p>9.2 Monitoring of tourism businesses - performance and needs;</p> <p>9.3 Monitoring of tourism impacts - on the environment, economy and community;</p> <p>9.4 Monitoring progress in implementing the action plan</p> |
| 10 | Communicating actions and engaging with the Charter | <p>10.1 Communicating sustainable tourism actions and results to local stakeholders and more widely at a local, regional and national level;</p> <p>10.2 Promoting and making visible the award of the Charter;</p> <p>10.3 Engaging with EUROPARC and the Charter Network, including participating in related events and activities;</p> <p>10.4 Taking steps for re-application and renewal of the Charter.</p> |



2.2. Vision for a sustainable tourism in the Biosphere Reserve

The strategy concept with action plan of the first Charter certification process from the years 2010/2011 forms the basis of the vision for a sustainable tourism in the Biosphere Reserve Southeast-Rügen. This content was further developed and adapted together with the forum in a participatory process and in alignment with the results of the analysis as well as the principles of the mission statement and the charter.

Fig. 3: Influences in the development of the Vision⁽¹⁾



The vision for sustainable tourism in Biosphere Reserve Southeast-Rügen consists of a self-image as well as strategy goals.

- The self-image summarizes the current self-understanding and the identity of the region. It emphasizes the characteristics that make up the uniqueness of the Biosphere Reserve Southeast-Rügen.
- The strategy goals formulate the long-term objectives of the Biosphere Reserve. They summarize textually what is to be achieved in principle and outline the strategic orientation for the years to come.



2.2.1. Self-Image “Who we are”

Biosphere region: We - the seaside resorts of Baabe, Binz, Göhren and Sellin, the municipality Mönchgut with the Baltic Sea resort Thiessow, the resort Lancken-Granitz and the municipality Zirkow - see us as the biosphere region Southeast-Rügen, that represents an important part of the holiday destinations on the island Rügen. Together, we strive for sustainable tourism that preserves natural areas and traditions alike.

Varied landscapes: The interaction of water and land determines the landscape. Far-reaching headlands and towering shores provide wide views of ever-changing water-land sceneries.

Traces of a long settlement history: The history of our region can be experienced everywhere. Human traces and testimonies from various eras bring the chronicle of the settlement to life - from the early Stone Age to the brick Gothic and the Classicism to the modern seaside architecture of our time.

Regional identity: The special natural and cultural potentials, a great affinity to the island of Rügen, traditional economic activities as well as customs and a lively culture are important pillars of our regional identity.

Traditional coastal fishing: For hundreds of years, fishing has shaped our way of life and economy. The gillnet fishery uses resources sustainably. In addition to its function as a source of income, fishing with the small ports and traditional fishing boats is typical for southeast Rügen as well as a magnet and an image factor for tourism.

Characteristic agriculture and forestry: Our landscape has been and is constantly changing due to land use. Various traditional forms of use, from extensive grazing, to agriculture and forestry, give southeast Rügen its characteristic image and contribute to its diversity. In addition, agriculture supplies the raw materials for our regional products and specialities.

Popular tourist region: Guests from many countries have been coming to us for a long time. Especially popular are the seaside resorts with their long beaches and their attractive infrastructure. In addition, tourism in the small communities off the coast is an ideal complement to an active nature and culture experience as well as peace and relaxation. Our guests therefore have access to a wide range of services that must be preserved and further developed.



© Pictures:
 Tourismuszentrale Rügen



2.2.2. Strategic goals “Where we want to go”

Cooperation and joint marketing: We want to continue to join forces and present our self towards the guests as one holiday region with a central tourism organisation on the island of Rügen. An intensive cooperation regarding the development of tourism is particularly important to us.

Preservation and experience of the regional characteristics: We want to preserve our regional characteristics and thus the diversity of the natural and cultural landscape, the biodiversity and the traditional forms of use in fishery and agriculture as well as our customs and our cultural assets and make it even more tangible for the guest.

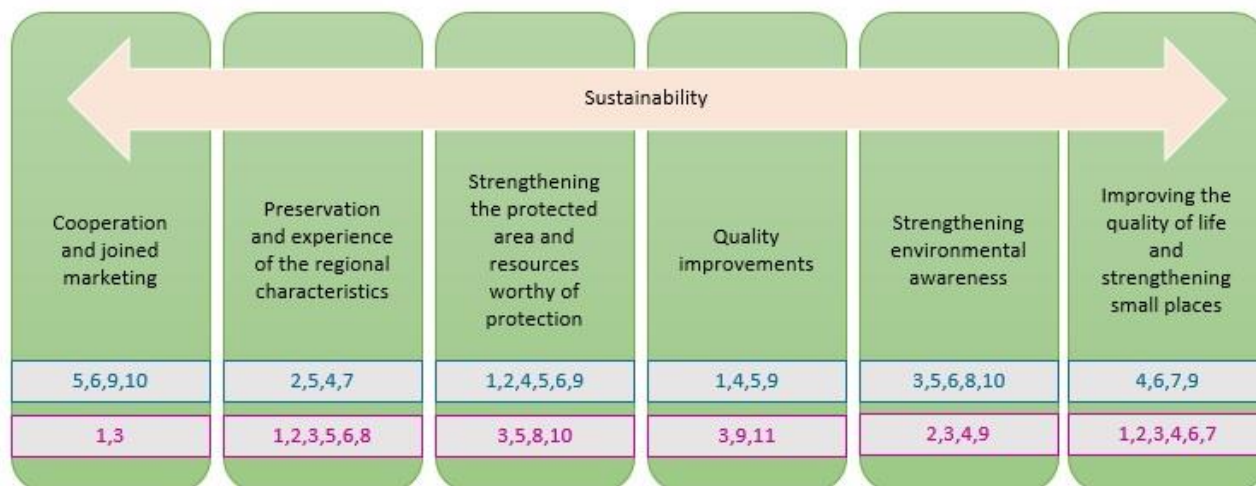
Strengthening the protected area and resources worthy of protection: We want to further develop the Biosphere Reserve Southeast-Rügen as a connecting element into an important partner in our region. In doing so, we want to sensitize and preserve the interests of nature and landscape.

Improving quality: We want to expand our competitiveness through constant quality improvement, greater service orientation and increased hospitality. We want to develop ourselves as a quality engine for sustainable tourism. The qualitative improvement of our offers has clear priority over a quantitative expansion of capacities.

Strengthening environmental awareness: We want climate and environmental protection to be self-evident and we want to establish ourselves as a model region in order to reduce the negative effects as much as possible.

Improving the quality of life and strengthening small towns: We want to create attractive jobs and leisure opportunities, thereby contributing to the improvement of living conditions of the local population in order to make our region attractive for both the elderly and the young. We also want to strengthen the offshore locations with sustainable tourism offers, thereby opening them up to a preserving, quiet tourism.

Fig 4: Strategy Goals Corresponding with Charter principles (blue) and areas of action of the Mission Statement (pink)⁽¹⁾



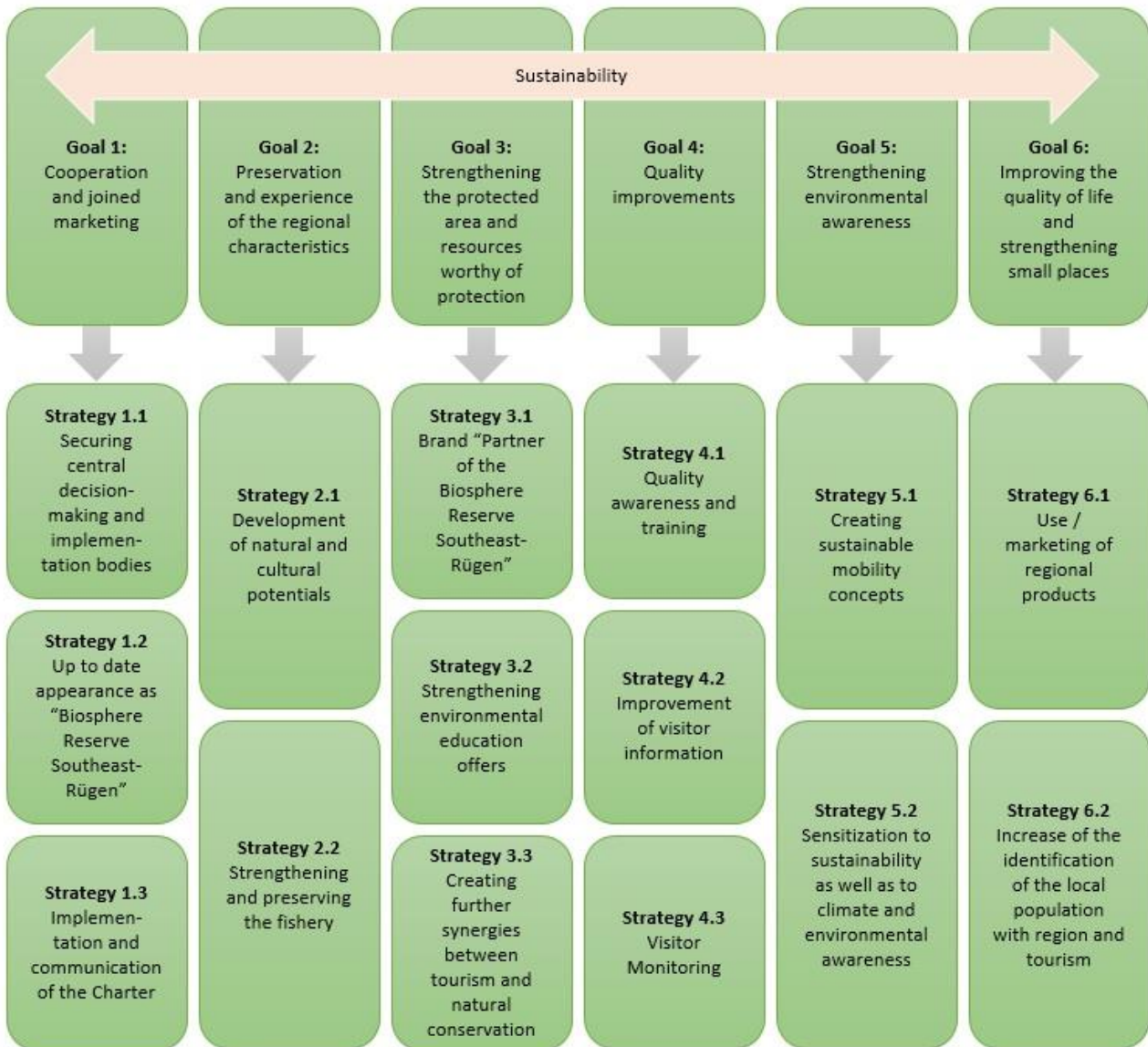


2.3. Strategy for a sustainable tourism in the Biosphere Reserve

The strategies are derived from the vision for sustainable tourism in the Biosphere Reserve Southeast-Rügen. The strategy goals mentioned here are underlined with individual strategies.

Overall, 15 strategies will be pursued over the next few years to meet the goals of sustainable tourism development.

Fig. 5: Goals and strategies ⁽¹⁾





3. Action Plan

An important element of the action plan is the definition of suitable and implementable measures to foster the sustainability-oriented tourist strengths and to remedy the challenges for the Biosphere Reserve Southeast-Rügen.

The individual strategies with the associated measures are presented below. The following categories are tabulated for each measure:

- Project title and short description
- Reference to the Charter principle (see Figure 4)
- Priority: high, medium, low
- Time horizon: short-term to two years, medium-term three to four years, long-term starting at five years, continuous and, if applicable, current implementation status
- Lead / contact person or responsibility

The program of measures integrates some projects that are already underway or in progress, provided that they contribute to the achievement of the strategic objectives.



3.1. Goal 1: Cooperation and joint marketing

3.1.1. Strategy 1.1: Securing central decision-making and implementation bodies

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|---|------|----------|-------------------------------|--|
| 1.1a | Further monitoring of the implementation of the strategy by a steering committee , i.e. the securing of the existing Charter Forum with representatives of the Tourism Board of Rügen, the Biosphere Reserve and the municipalities | 9.4 | High | Continuous / holding standard | BRASOR ³ , TZR ⁴ |
| 1.1b | Continuation of the existing Sustainable Mobility Working Group to further improve sustainable mobility | 6.3 | High | Continuous / holding standard | BRASOR |
| 1.1c | Continuation of the existing Working Group on Fisheries / Fishermen Days for the further development of fisheries-related partnerships and preparation of the theme event Fishermen Days | 6.3 | High | Continuous / holding standard | BRASOR |
| 1.1d | Continuation of the existing Sustainability Working Group to prepare the event series “Sustainability Week” and to examine the expansion of the Working Group beyond the Sustainability Week | 6.3 | high | Continuous | BRASOR |

³ BRASOR = Authority of the Biosphere Reserve Southeast-Rügen

⁴ TZR 0 Tourismuszentrale Rügen (Tourism Centre Rügen)



3.1.2. Strategy 1.2: Up to date appearance as “Biosphere Reserve Southeast-Rügen”

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|--|------|-------------|------------|---|
| 1.2a | <p>Bundling /creating central information on nature experience and environmental education offers in the biosphere reserve (online)</p> <ul style="list-style-type: none"> • Overview of nature tourism offers of/in the Biosphere Reserve (including environmental education offers, guided tours, adventure trails) on the homepage of the Biosphere Reserve or the TZR, including brief description, contact information and attractive images • Elimination of "under construction" on the page “rügenaktiv.de” and integration into existing portals • Ensuring a responsive design⁵ | 5.3 | High | Short-term | BRASOR TZR |
| 1.2b | <p>Contemporary preparation and presentation of nature tourism (and cultural tourism) offers as well as high-reach narration of stories from the Biosphere Reserve</p> <ul style="list-style-type: none"> • Collection and professional preparation of content and stories" from the Biosphere Reserve <ul style="list-style-type: none"> ○ Examination of existing contents and, if necessary, reprocessing (including digital "reissue" of information from existing brochures already available on important topics in the field of cultural and nature tourism) ○ Needs-based development of new topics • Integration into existing media, portals, apps with a large reach - no new development (online and print), e.g. <ul style="list-style-type: none"> ○ Homepage of the TZR ○ Magazine and brochures of the Tourist Offices and the Biosphere Reserve ○ Rügen App ○ Rügen Blog ○ outdooractive (joint project for the entire island with the involvement of all partners) • Development of a campaign for the effective dissemination of stories / stories for various media (e.g. series of pictures, small clips, portraits, background stories), taking into account the available budgets | 5.1 | Key Project | Short-term | TZR in close cooperation with Partners (BRASOR, municipalities, resort town management) |

⁵ Responsive Web Design: How websites are designed so that they can respond to the characteristics of each end device (computers, tablets, smartphones).



| | | | | | |
|------|--|-----|--------|-------------|--|
| 1.2c | Finding solutions for the implementation of a "biosphere information" in the tourist information / spa administrations <ul style="list-style-type: none"> • Strategy discussion with the representatives of the spa administrations / TIs, BR and TZR • agreement on a common minimum solution • Development of necessary steps and responsibilities | 5.3 | Medium | Medium-term | BRASOR in cooperation with the municipalities/Tis/resort town management |
| 1.2d | Active communication of affiliation to the Biosphere Reserve by partner municipalities and partner companies by integrating the word-logo of the Biosphere Reserve in own and common tourist publications | 5.1 | high | Short-term | municipalities |

3.1.3. Strategy 1.3: Implementation and communication of the Charter

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|---|-------------|----------|---------------------------------|-------------------------------|
| 1.3a | Annual short evaluation of the action plan to monitor progress, needs-based adjustments and preparation for possible renewal of the Charter | 9.4 10.4 | Medium | Continuously | BRASOR |
| 1.3b | Consolidating the participation of the Authority of the Biosphere Reserve at important events in the region and beyond in order to promote the topic of sustainable tourism in tourism at local, regional and supra-regional level | 10.1 | Medium | Continuously / holding standard | BRASOR |
| 1.3c | Visualization of the Charter for Sustainable Tourism <ul style="list-style-type: none"> • Presentation of the European Charter for Sustainable Tourism in Protected Areas as a tab on the homepage of the Biosphere Reserve • Contact for questions about the Charter | 10.2 | Medium | Short-term | BRASOR |
| 1.3d | Knowledge and experience exchange with partners in the field of nature tourism, e.g. <ul style="list-style-type: none"> • Cooperation with Europarc • Exchange in the European Charter Network • Cooperation within the INTERREG project CEETO - Central Europe Eco-Tourism • Cooperation and common problem-solving strategies with the other national natural landscapes Rügen (Jasmund National Park, National Park Vorpommersche Boddenlandschaft) and nature providers (e.g. Natural Heritage Centre Rügen) • Participation in sustainability networks and initiatives | 10.3 | medium | Short-term | BRASOR / members of the Forum |



3.2. Goal 2: Preservation and experience of the regional characteristics

3.2.1. Strategy 2.1: Development of natural and cultural potentials

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|---|----------------|-------------|-------------|--|
| 2.1a | <p>Establishment of a Mönchgut circular walk as a “theme” trail with different sections, e.g. on culture, history, flora and fauna in cooperation with relevant actors (Tourismus und Gewerbeverein Mönchgut e.V., Insula Rugia e.V., BRASOR, nature / landscape guides, municipalities, spa administrations, tradesmen):</p> <ul style="list-style-type: none"> • Evaluation of the existing route structure (merging of existing routes and use of existing infrastructure) • Development of a route guidance involving important POIs as well as gastronomy, hotels and public transport • Establishment of theme tours on the way through local nature and landscape guides | 4.1 4.3 7.2 | Key-project | Medium-term | Tourismus und Gewerbeverein Mönchgut e.V., Insula Rugia e.V., Brasor |
| 2.1b | <p>Further development of the leadership program on natural and cultural potentials, e.g.</p> <ul style="list-style-type: none"> • Annual coordination of the program • Annual seasonal evaluation • Focus on more emotional presentation & experience • Expansion and optimization of sales channels • Examination of year-round offers, for example on historical village tours, animals in winter | 4.1 | Medium | Short-term | BRASOR |
| 2.1c | <p>Development of multi-day offers on connecting themes of the region, i.e. sustainable, thematic, bookable products taking into account all components of the service chain. Offers could be e.g.</p> <ul style="list-style-type: none"> • Culture through the centuries • Nature active with pet • Family time in the biosphere reserve • Being on track of the silver of the sea (fish) | 4.3 | High | Medium-term | Coordination through BRASOR |
| 2.1d | <p>Processing and development of further potentials (in close accordance with measure 1.2b), i.e.</p> <ul style="list-style-type: none"> • Construction Culture (TZR 2019 theme year) • Mönchguter (regional) costume • Rose blossom and roses in Putbus • Organic farming and regional crafts • Rough-woolly Pomeranian land-sheep | 2.3 | Medium | Short-term | TZR in cooperation with Partners |



| | | | | | |
|------|--|-----|--------|-------------|-------------------------------|
| 2.1e | Examination and development of family, child and youth-oriented offers | 5.4 | High | Medium-term | Coordination TZR or BRASOR |
| 2.1f | Determination of the need for action in the area of accessible nature experience <ul style="list-style-type: none"> Survey of barrier-free tourist facilities and offers in the Biosphere Reserve or the island as a whole (on mobility restrictions, the blind / partially sighted, deaf / hard of hearing, people with learning difficulties and mental disabilities, allergies and special nutritional needs), e.g. by research of existing offers, questionnaire to providers Survey of problem areas for accessibility "for all" in major tourist facilities and basic infrastructure Evaluation of results Determination of the need for action | 4.4 | medium | Medium-term | Coordination TZR or BRASOR |

Further approaches to environmental education can be found in Strategy 3.2.

3.2.2. Strategy 2.2: Strengthening and preserving the fishery

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|--|---------|----------|---------------------------------|--|
| 2.2a | Consolidation of the event Fishermen days, i.e. <ul style="list-style-type: none"> Attractive event program in terms of experiences as well as awareness raising in relation to inshore fishing Implementation of a regional menu in local gastronomy | 2.3 | High | Continuously / holding standard | Workshop group Fisher Day |
| 2.2b | Creation of the (project) position of a "Fish-Responsible" for the coordination, motivation and networking of the actors on the topic of fish and tourism (project within the strategy for local development of the fish economy on the island Rügen) | 2.3 | High | Medium-term | Local action group on Fishing (FLAG) |
| 2.2c | Creation of a marketing app Fish to improve the marketing of the fishery products (App to indicate where which fisherman sells which fresh fish) (project within the strategy for local development of the fish market island Rügen) | 7.1 2.3 | Medium | Medium-term | Local action group on Fishing (FLAG) |
| 2.2d | Development of guided tours to the fishermen | 7.1 7.2 | medium | Short-term | Nature and Landscape guides |

Further starting points for strengthening the topic of regional products can be found in Strategy 6.2.



3.3. Goal 3: Strengthening the protected area and resources worthy of protection

3.3.1. Strategy 3.1: Brand “Partner of the Biosphere Reserve Southeast-Rügen”

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|---|---------|----------|------------|--|
| 3.1a | Strengthening the marketing of the partners of the Biosphere Reserve (see also measure 1.2b) <ul style="list-style-type: none"> Set up portraits of the partners with little stories Storytelling, for example on the platform “wirsindinsel.de” Application to frequented places / POIs or events, marketing partner companies as lighthouse enterprises for sustainable tourism | 5.1 | High | Short-term | BRASOR, TZR |
| 3.1b | Support further networking of the partners of the Biosphere Reserve (companies and communities) , e.g. annual meeting of the network partners on a partner day or short “get-together” in the week of sustainability to get to know each other and exchange ideas | 5.3 9.2 | Medium | Short-term | BRASOR, Partner initiative of the Biosphere Reserve |



3.3.2. Strategy 3.2: Strengthening environmental education offers

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|---|---------|-------------|---|--|
| 3.2a | <p>Further development of environmental education offers for tourists in cooperation with the spa administrations and hotels, e.g. special events, lectures, films, slideshows, exhibitions, guided tours, etc. Steps to implementation:</p> <ul style="list-style-type: none"> • Inventory analysis, gathering the status quo • Needs analysis in cooperation with TZR and spa administrations • Matchmaking / merging of environmental and tourist actors (spa administrations, hotels, etc.) • Pooling and coordination of activities • Ensuring a timely platform of offers for promotion and booking (see measure 1.2a) • Marketing measures using existing infrastructures to communicate with guests via posters, newsletters, etc. (digital) | 4.2 2.2 | Key-project | Medium-term, possible network project of Insula Rugia | BRASOR in connection with the TZR Partner: Environmental educators, interested tourist actors |
| 3.2b | <p>Strengthening responsible thinking and acting through an appealing program of "Education for Sustainable Development", e.g.</p> <ul style="list-style-type: none"> • Evaluation of existing courses for children and adolescents, pupils and students (school and extracurricular) • Conceptual development of Education for Sustainable Development in the Biosphere Reserve • Organization and implementation of sustainable development education programs, projects and events • Content design and updating of information facilities • Carrying out field trips | 5.4 4.1 | High | Medium-term | BRASOR |
| 3.2c | Testing a "regular's table" of environmental educators to exchange and promote networking | 6.3 | medium | Medium-term | Environmental educators |

Further starting points for contemporary communication and marketing of environmental education offers can be found in Strategy 1.2.



3.3.3. Strategy 3.3: Creating further synergies between tourism and natural conservation

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|---|---------|----------|---|--|
| 3.3a | Ensuring opportunities for voluntary participation in the Biosphere Reserve (in and for nature) <ul style="list-style-type: none"> • Provision of various formats • Consolidation of the program “UmweltRanger” • Consolidation of the offer “UrlaubsRanger” • Ensuring the involvement of volunteers on nature conservatory, participants in the Voluntary Ecological Year and the Federal Volunteer Service as well as the project “Volunteers in Parks” • Checking the implementation of temporary action days or action weeks | 2.1 | Medium | Medium-term /holding up and improving standards | BRASOR |
| 3.3b | Collection and implementation of additional value-added potential to support nature conservation through tourism, e.g. <ul style="list-style-type: none"> • Rental of basic equipment and additional materials (maps, orientation aids, hiking poles, carts, binoculars, etc.) • Development of sponsorships for animals, trees, benches etc. • Sponsorship deals | 2.2 | Medium | Medium-term | Depends on the examination of activities and legal issues: Insula Rugia e.V., TZR, Baltic Project GmbH |
| 3.3c | Representation of interests and lobbying for the protection, care and development of nature and landscape through representation of interests in important tourist committees as well as tourist projects with influence on nature and landscape | 1.1 1.2 | Medium | continuously | BRASOR |



3.4. Goal 4: Quality Improvements

3.4.1. Strategy 4.1: Quality awareness and training

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|--|----------------|-------------|-------------|-----------------------|
| 4.1a | Raising awareness about quality and knowledge transfer , for example by <ul style="list-style-type: none"> Information campaign with communication of success e.g. via newsletters, PR and information dissemination via various other media Professional advice and motivation of the service partners Picking up pulses from the outside, i.e. implementation of possible steps in companies through “showcase”/best practice companies from the region and from outside | 5.2 | Key-Project | Short-term | TZR |
| 4.1b | Examination of the implementation of an (island-specific) quality management with training and consulting services as well as an academy for hosts | 8.2 | High | Long-term | DEHOGA, TZR, IHK, TVR |
| 4.1c | Trainings for employees of the tourist information centers in customer / guest advice, for example in the context of an annual internal season start consultation with the goals <ul style="list-style-type: none"> informing about guest expectations informing about planning and activities (regional and local) Obtaining assessments, wishes and concerns from the staff of the TIs Promotion of networking | 8.2 9.2 5.3 | medium | Medium-term | TZR |

3.4.2. Strategy 4.2: Improvement of visitor information

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|--|---------|----------|-------------|----------------|
| 4.2a | Redesign of the entrance areas to the Biosphere Reserve to welcome the visitors | 4.2 | Medium | Medium-term | BRASOR |
| 4.2b | Implementation of a modern exhibition in the “Granitzhaus” on the Biosphere Reserve and on the topic of sustainability; organization of an opening event for publicity purposes | 5.2 4.2 | high | Short-term | BRASOR |



3.4.3. Strategy 4.3: Visitor Monitoring

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|---|---------|----------|------------|----------------------------------|
| 4.3a | Development and testing of a model project for visitor monitoring and visitor guidance (measure within the framework of the INTERREG project CEETO - Central Europe Eco-Tourism) | 1.3 9.3 | Medium | Short-term | BRASOR |
| 4.3b | <p>Conducting a visitor survey and deriving an action plan for a continuous visitor survey and evaluation adapted to the personnel and financial conditions, for example as part of a master's thesis from FH Stralsund, University of Greifswald, FH Neubrandenburg or HNE Eberswalde etc.</p> <ul style="list-style-type: none"> Evaluation of existing quantitative and qualitative activities (including traffic counts, ranger counts, guest survey of the Naturerbe Zentrum Rügen, activities of the spa administrations) as well as evaluation of financial and personnel capacities of the actors Carrying out and / or accompanying a visitor survey Evaluation of results Derivation of an implementation-oriented, cooperative approach | 9.1 | high | Short-term | Coordination through BRASOR, TZR |



3.5. Goal 5: Strengthening environmental awareness

3.5.1. Strategy 5.1: Creating sustainable mobility concepts

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|---|------|-------------|-------------|---|
| 5.1a | <p>Creation of an island-wide free bus service / public transport offer via the guest card (pay-as-you-go financing), with the requirement for public transport to develop and expand alternative, environmentally friendly vehicles and infrastructures</p> <p>Extension of the "free" public transport offer for tourists "Bus-frei" to the entire Biosphere Reserve or the island of Rügen</p> <ul style="list-style-type: none"> • Goals: reducing individual traffic and strengthening e-mobility and infrastructures • Steps to implementation <ul style="list-style-type: none"> ○ Discussions with the transport company Vorpommern-Rügen ○ Obtaining information/learning from other model regions and possibly becoming a model region itself ○ feasibility study of the financing through the guest card ○ Examining the creation of the position of a mobility manager through support programs | 3.2 | Key-project | Medium-term | Mobility Working Group, Touris-Card TZR, TVR, BRASOR, resort administrations, district Vorpommern-Rügen, transport company Vorpommern-Rügen |
| 5.1b | Establishment of an annual regional forum for soft mobility in the Biosphere Reserve | 3.2 | Medium | Short-term | Mobility Working Group |
| 5.1c | Activation and maintenance of the digital route planner for cycling, hiking and riding trails, if necessary integration into existing systems | 3.2 | High | Short-term | TVR |
| 5.1d | Expansion of co-operation with and between hotels in the area of bringing and pick-up services to minimize the arrival by car | 3.2 | Medium | Medium-term | accommodation establishments |
| 5.1e | <p>Further strengthening the subject "cycling" on Rügen</p> <ul style="list-style-type: none"> • Analysis of bike rental offers and identification of gaps • Realization of up-to date and new ideas, e.g. <ul style="list-style-type: none"> ○ bikes for special target groups ○ fun bikes | 3.2 | Medium | Medium-term | Service providers, communities |



| | | | | | |
|------|--|-----|--------|-----------|--|
| | <ul style="list-style-type: none"> ○ E-bike rental and e-bike service stations • Closing the gap in the cycling infrastructure | | | | |
| 5.1f | Examination of the purchase of e.g. E-cars in case of new car purchases for the spa management | 3.2 | Low | Long-term | Resort administrations |
| 5.1g | Development of an island-wide mobility concept as an innovative and sustainable maxim <ul style="list-style-type: none"> • Identification of the problem • Determination of the current situation • Derivation of guidelines • Identification of recommended actions and pilot projects • Content support through a mobility forum | 3.2 | medium | Long-term | Mobility Working Group, District Vorpommern-Rügen, service providers |



3.5.2. Strategy 5.2: Sensitization to sustainability as well as to climate and environmental awareness

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|--|-----------------|----------|--------------|---|
| 5.2a | Creating a common understanding of sustainability in tourism <ul style="list-style-type: none"> Development of an understandable definition of sustainability for the region, including a description of the key aspects of sustainability that should be used in daily tourism work, as part of a meeting of the Steering Committee of the Biosphere Reserve or the Sustainability Group (see Measure 1.1d) Coordinating the understanding of sustainability with relevant stakeholder groups Dissemination of the understanding of sustainability internally and externally, e.g. signing by tourism stakeholders internally (linking it to the partner program) and communication to guests | 10.1 8.1 8.2 | High | Short-term | BRASOR, sustainability Forum |
| 5.2b | Inventory analysis e.g. in the context of a student research project: compilation of environmentally friendly or sustainable providers and offers , optimally sorted according to service groups, i.e. according to operating mode (for example, accommodation provider) and product type (for example nature experience offer); Only with knowledge of all sustainable services can the presentation and communication be made more concrete. | 10.1 | High | Short-term | Coordination through RBASOR or TZR |
| 5.2c | Sustainability Breakfast in the Biosphere Reserve as a discussion forum for key stakeholders on specific topics with best practice actors as sustainability ambassadors and obtaining experiences from the Naturerbe Zentrum Rügen | 10.1 3.1 | Medium | Medium-term | BRASOR, sustainability Forum |
| 5.2d | Consolidation of the week of sustainability <ul style="list-style-type: none"> Guaranteeing an eventful and informative program (guided hikes and safaris, hands-on workshops, children's university) Presentation of the diverse offers of complaints in the context of the sustainability market | 6.2 | High | Continuously | Sustainability Working Group, BRASO; TZR, Municipalities, BR-Partners |
| 5.2e | Further processing and communication of environmentally friendly nature experience offers <ul style="list-style-type: none"> Guest-oriented preparation and relining with concrete quality promises (to make it clear what is behind the offer) Identification of sustainability aspects, through existing initiatives such as the partner program or presentation of content-related aspects (e.g. use of green power, regional products) | 10.1 | Medium | Medium-term | |



| | | | | | |
|------|--|-------------|--------|--------------|------------------------------------|
| 5.2f | Promoting young talent and transferring knowledge about sustainable tourism through the development of projects at schools and kindergartens | 5.4 10.1 | Medium | Short-term | BRASOR, sustainability Forum |
| 5.2g | Establish support for local stakeholders to increase environmental awareness <ul style="list-style-type: none"> • Training for employees in the spa administrations, accommodation etc. • Training for teachers | 3.1 | Medium | Medium-term | BRASOR, sustainability Forum |
| 5.2h | Internal sensitization for the topic of sustainability and training of new employees of the nature conservation authority in the field of sustainable tourism <ul style="list-style-type: none"> • Content introduction to the topic for new employees and assistants • Discussion of important topics and planning stages in internal meetings | 8.1 | Low | Continuously | BRASOR |
| 5.2i | Sensitization on the subject of green meetings, for example as part of an information event and joint discussion of potentials and challenges | 3.1 | Low | Medium-term | TRZ |
| 5.2j | Examination and consideration of a TourCert certification of the destination | 8.2 | medium | Medium-term | TZR |



3.6. Goal 6: improving the quality of life and strengthening small communities

3.6.1. Strategy 6.1: Use / marketing of regional products

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|---|---------|-------------|-------------|--|
| 6.1a | <p>Organisation of a workshop "Biosphere Reserve Southeast Rügen regional" (or " Rügen regional") to make better use of the opportunities of the economic factor "regionality"</p> <ul style="list-style-type: none"> Objectives: To further promote acquaintance and communication between stakeholders, structured collection of activities, and forging greater cooperation Approaches <ul style="list-style-type: none"> Identification of regional products from all topics / elements of regionality Collection of current strengths and weaknesses in the field of regionality Elaboration of first measures for the practical implementation of the topic of regionality | 7.1 | High | Short-term | Coordination through Leader Working Group (LAG) Vorpommern-Rügen in close cooperation with Rügen Produkte e.V. |
| 6.1b | <p>Organization of networking and cooperation of producers, processors, restaurants and tourist operators, for example through cooperation meetings with the objectives: Expansion of the distribution of regional products within the region (especially from the producer to the catering industry) and thus valorisation of the regional Gastronomy through the use of fresh regional products</p> | 7.1 | Medium | Medium-term | LAG Vorpommern-Rügen, Rügen Produkte e.V. |
| 6.1c | <p>Establishment of regional slaughtering and processing or establishment of a regional distribution centre, current framework conditions</p> <ul style="list-style-type: none"> Existing functioning products: fish and wild garlic Other regional products, e.g. game, organic meat, lamb / sheep are currently too few available and too expensive | 7.1 | Key-project | Long-term | Network coordinator Insula Rugia e.V., Gastronomy, Hunters, farmers, butcher |
| 6.1d | <p>Increasing the experience of regional products and creating additional earnings for small producers, e.g.</p> <ul style="list-style-type: none"> Catering offers (for example picnic baskets) courtyard cafés | 7.1 7.2 | Medium | Short-term | Gastronomy, Farmers, other providers |



| | | | | | |
|------|---|-----|-----|------------|--|
| | <ul style="list-style-type: none"> • Experience gastronomy • Sale of regional products with "exhibition stand" in exposed, well-frequented places | | | | |
| 6.1e | Implementation of a (digital) regionality guide Rügen to present regional products and general overview of "who sells what, where and when" | 7.1 | low | Short-term | Resort administrations, TZR, Insula Rugia e.V. |
| 6.1f | Transfer of traditional culinary culture to the present <ul style="list-style-type: none"> • Research and coordination of regional dishes and culinary culture • Preparation of the results • Implementation of traditional culinary culture in a culinary travel guide by extending the Mönchguter recipe primer | 7.1 | low | Long-term | Insula Rugia e.V. |

Further starting points to strengthen the topic of fisheries can be found in Strategy 2.2.



3.6.2. Strategy 6.2: Increase of the identification of the local population with region and tourism

| No. | Action | ECTS | Priority | Time | Responsibility |
|------|---|---------|----------|--------------|--|
| 6.2a | <p>Provide insider tips and referrals to hosts on a digital and on-the-go platform along key cycling, walking and riding trails to strengthen infrastructures and service providers in small (and large) communities</p> <p>First ideas for insider tips:</p> <ul style="list-style-type: none"> • Special photo spots • Personal Rügen Tips from locals • Likeable originals (cultural providers, farm shops, catering establishments, etc.) • Small points of interests that are not evident without information in the area | 7.2 | Medium | Short-term | Hots/ accommodation s. TZR/TVR, Baltic Project GmbH |
| 6.2b | <p>Conducting local and regional events and action days for guests and the population with regard to the natural and cultural potentials, e.g.</p> <ul style="list-style-type: none"> • Consolidation of the fishermen days (see measure 2.2b) • Consolidation of the Sustainability Week (see measure 5.2d) • Consolidation of the Wild-Garlic-Days • Implementing a Rügen-day in the off-season, e.g. free admission to all museums | 4.3 6.2 | High | Continuously | Dependent on the event: BRASOR, municipality, etc. |
| 6.2c | <p>Identification of the concerns and wishes of the population with regard to tourism development, e.g.</p> <ul style="list-style-type: none"> • Collection and evaluation of letters of complaint and complaints of the population • Citizen surveys on tourism development • Campaigns for tourism acceptance, etc. on the basis of a call for opinions and recommendations or suggestions for tourism development in the region | 6.1 9.3 | Medium | Medium-term | BRASOR, municipalities in close cooperation with TVR |
| 6.2d | <p>Examination of the implementation of creative accommodation offers in nature and the small towns, for example, sleeping in the hay, in a fisherman's hut, under the stars, on the water (sleeping beach baskets already exist in the Seaside Resort Town Sellin)</p> | 7.2 | Low | Long-term | Accommodation providers |

A further starting point, the steadying of participation in major events in the region, can be found in Strategy 1.3.