

**LAUKU CEĻOTĀJS****Baltic Nature Tourism Conference: Policies – Products – Practices  
March 22-23, 2011, Riga, Latvia****Information request of keynote speakers, panel speakers, panel chairpersons, and workshop speakers:**

Dear colleagues,

we shall print a conference program with information about speakers and their organisations, as well as will put the info in the conference website

[http://www.celotajs.lv/cont/conf/conference/110322-CNF/speakers\\_en.html](http://www.celotajs.lv/cont/conf/conference/110322-CNF/speakers_en.html). Please send the following information to [asnate@celotajs.lv](mailto:asnate@celotajs.lv) by **February 1, 2011**.

- introduction of the speaker and organisation represented, 600 characters
- photo of the speaker
- contact details to be published
- organisation web site

**1. Guidelines for keynote speakers, panel speakers and panel chairpersons (March, 22).**

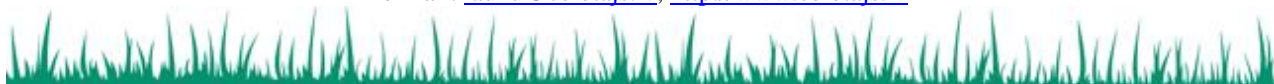
- Keynote speakers and panellists are asked to send their PPs to [asnate@celotajs.lv](mailto:asnate@celotajs.lv) by **March 10, 2011**.
- If you would like to place any posters/signs/banners – please let us know before March 10.
- The conference agenda is structured in 4 panels, please find your panel to read corresponding guidelines.

**Panel 1: Nature conservation policies - ways to impact and proposals to improve them based on experiences in grass-root level.**  
09:20 - 10:40

The panel will be chaired by Naut Kusters, ECEAT, Netherlands. The chairperson prepares in advance 3-5 questions to initiate discussions and sends to the panel speakers before the conference. Keynote speaker introduces the topic. The panel speakers reflect on the theme from their experience.

Keynote speech: 30 minutes  
2 Panel speeches: 15 minutes each panel speech  
Panel discussions: 20 minutes

The panel discusses interaction between nature protection and rural development sectors, involvement of local stakeholders in aware and constructive participation to national nature protection policy building for benefit of both sectors. Case studies on how nature protection policies are implemented in protected nature areas and what is the process to improve these policies and their interpretation through local community involvement.



**LAUKU CEĻOTĀJS****Panel 2: Nature based tourism products in protected nature areas – market demand, product, promotion&marketing.**  
11:00 - 12:30

The panel will be chaired by Lucy Galvin, EUROPARC Consulting, UK. The chairperson prepares in advance 3-5 questions to initiate discussions and sends to the panel speakers before the conference. Keynote speaker introduces the topic. The panel speakers reflect on the theme from their experience.

Keynote speech: 30 minutes  
2 Panel speeches: 15 minutes each panel speech  
Panel discussions: 30 minutes.

The panel discusses methods in development of sustainable competitive nature based tourism products in protected nature areas. Case studies will be presented how development of tourism products according to the market needs, in cooperation between the local communities and professional tour operators knowing the market, facilitate solution of social and economic problems in rural areas.

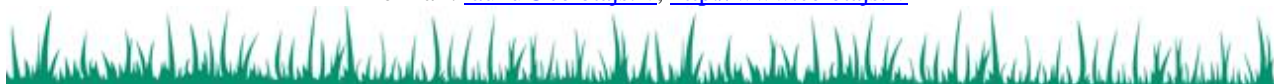
**Panel 3: European Charter parks – trends, steps, cooperation, challenges**  
13:30-15:00

The panel will be chaired by Romy Sommer, Animare tourism project management/Project Manager of the Parks&Benefits project. The chairperson:

- prepares in advance 3-5 questions to initiate discussions and sends to the panel speakers before the conference;
- informs the audience that the discussions will be continued on the following day during the 1st workshop “The Benefits of Protected Areas”.

Panel and project short introduction: 5 minutes  
Keynote speech: 25 minutes  
3 Panel speeches: 10-15 minutes each panel speech  
Panel discussions: 20 minutes

The panel discusses how to implement the European Charter for Sustainable Tourism in Protected Areas in the Baltic Sea Region. 4 protected areas in the Baltic Sea Region are already certified Charter parks, 6 further parks are about to apply for the certificate, going through the process of setting up stakeholder forums and developing a sustainable tourism strategy together with entrepreneurs in their areas. The panel will give answers to questions like how and why to join the European Charter, how to involve local people and tourism businesses, how to develop strategies for a future sustainable development of the region and what are the steps to go through such a process. 4 protected areas will talk about their experiences and what are the costs and benefits to join the Charter.



## LAUKU CEĻOTĀJS

**Panel 4: European and Baltic Green belt – a product, an initiative or even potential brand in tourism?**  
15:30-17:00

The panel will be moderated by Wolfgang Guenther (Institute for Tourism Research in Northern Europe (N.I.T.) and Stefanie Maack (Kiel University).

The moderators:

- prepare 3-5 questions per panellist and send them to the panel speakers before March 1<sup>st</sup> 2011. They shall be used to ask for central information on the panel issue and initiate discussions;
- inform the audience that the discussions will be continued on the following day during the 3rd workshop: “Dimensions of sustainability in tourism at the Green Belt: nature protection, mobility and beyond.”

The panellists are asked to:

- Send approximately 10-15 pictures (with titles in a separate word file) to the moderators, which visually describe their Green Belt activities related to tourism before February 1st, 2011. They will be used in an introductory slide show (no oral presentation)
- Read questions provided and if necessary change/ add other questions.
- Suggest – only if available from your work – Green Belt multimedia products to be shown during the discussion

Keynote speech: 30 minutes

Moderation: 2 minutes (per panellist) slide show about Green Belt project areas.

Panel discussions: 45-50 minutes. The chairperson prepares in advance 3-5 questions to initiate discussion

The panel discusses management opportunities of heritage sites in protected nature areas, their use in tourism and the potential to develop Green Belt products as a brand in tourism. The European Green Belt initiative unites countries along the former Iron Curtain, where the former restricted, often also military areas offer well preserved nature values and cultural heritage sites. Their common vision is to create the backbone of an ecological network, running from the Barents to the Black Sea that is a global symbol for transboundary cooperation in nature conservation and sustainable development.

## 2. Guidelines for Workshop speakers, chairpersons, organisers of the workshop (March, 23).

Workshops are open to general public as parallel discussion sessions. The participants can freely move between rooms. The Workshop day schedule is planned by each workshop leader individually. All speaker information sent by workshop leaders or speakers themselves will be included in the conference information pack.

**1st workshop: The Benefits of Protected Areas** – Romy Sommer

**2nd workshop: Tourism as a Part of the EU Strategy for the BSR** – Betina Melis. Paivi Oliva and Krystyna Hartenberger-Pater

**3rd workshop: “Dimensions of sustainability in tourism at the Green Belt: nature protection, mobility and beyond”** - Stefanie Maack

