

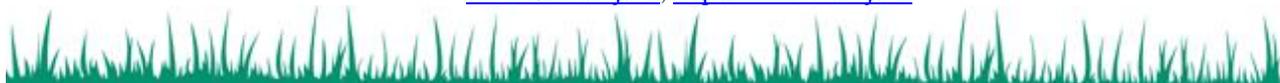
LAUKU CEĻOTĀJS

Nature Tourism Conference: Policies – Products - Practices

March 21st-24th, 2011,

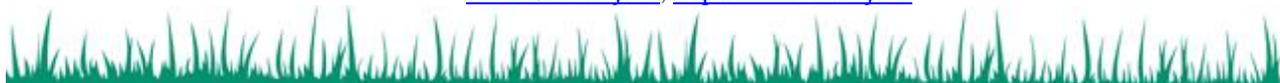
Riga, Latvia, Hotel Blu Radisson Daugava

MARCH 21ST	INFORMAL PRE-CONFERENCE GET-TOGETHER
19:00	Location “Beer Restaurant Merlin”, 4 Maskavas street, “Spīķeri” block Meeting point: at 18:30 Lobby “Radisson Blue Daugava” hotel
MARCH 22ND	INTERNATIONAL CONFERENCE
8:30	Registration and coffee
9:00	Welcome and opening of the Conference – <i>Raimonds Vējonis, Minister of the Environmental Protection and Regional Development of Latvia</i>
9:05 – 9:20	Facilitate tourism cooperation – The EU-Strategy for the Baltic Sea Region <i>Wolf Born, Priority Area Coordinator “Tourism”, EU Strategy for the Baltic Sea Region, State Chancellery Mecklenburg-Vorpommern, Germany</i>
09:20 – 10:40	PANEL 1: Nature protection policies – ways to impact and proposals to improve them based on experiences in grass-root level
Keynote speech	Policy proposals for tourism development and nature protection balance, based on demonstration of sustainable tourism model in the Slitere national park, Latvia. <i>Juris Smalinskis, Latvian Country Tourism Association, EU Life+ project POLPROP-NATURA</i>
Panel Presentations	"How a conservation organisation got involved in tourism" <i>Michael Pugh, Forest of Bowland, Area of Outstanding Natural Beauty in UK</i> <i>John Frederiksen, Ministry of Environment in Denmark</i>
Moderation:	<i>Naut Kusters, ECEAT - Netherlands</i>
10:40 – 11:00	COFFEE BREAK
11:00 – 12:30	PANEL 2: Nature based tourism products in protected nature areas – market demand, product, promotion&marketing.
Keynote speech	Cycling, walking, canoeing, wildlife – bird and animal watching, botanical and mushrooming tours: how to develop products demanded by the market. <i>Andris Klepers, project Sustainable use and management of nature resources in the Natura2000 sites - popular and potential tourism destinations in Latvia.</i>
Panel Presentations	Evaluation, understanding and mapping of market demands, creating product involving local community <i>Maarika Toomel, Heritage Tours - island of Saaremaa and Vilsandi National Park, Estonia</i> Value creation and tourism products in Norwegian protected areas <i>Odd Inge Vistad, NINA, Norway</i> The potential of nature tourism in the Baltics – the largest tour operator view <i>Dieter Semmelroth, TUI, Germany</i>
Moderation:	<i>Lucy Galvin, EUROPARC Consulting, UK</i>
12:30 – 13:30	LUNCH



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13:30 – 15:00	PANEL 3: European Charter parks – trends, steps, cooperation, challenges.
Introduction	<i>Olaf Ostermann, Ministry for Agriculture, Environment and Consumer Protection in Mecklenburg Western Pomerania / Lead Partner of “Parks&Benefits” project</i>
Experience Report	European Charter parks – trends, steps, cooperation, problems <i>Lasse Lovén, Metsähallitus, Finland, EUROPARC Working Group on Sustainable Tourism</i>
Panel Presentations	Evaluation, understanding and mapping of market demands, creating product involving local <i>Agnese Balandina, Kemer National Park, Latvia</i> <i>Klaas van Ommeren, The Dovrefjell Council, Norway</i> <i>Martin Kaiser, Murtitz National park, Germany</i> <i>Asnate Ziemele, Latvian Country tourism association</i>
Moderation:	<i>Romy Sommer, Animare tourism project management, Germany, project Parks&Benefits</i>
15:00 - 15:30	COFFEE
15:30 – 17:00	PANEL 4: European & Baltic Green Belt – a product, an initiative or even a brand in tourism?
Keynote speech	The European Green Belt: history of the initiative and examples of Green Belt tourism <i>Dr. Karin Ullrich, German Federal Agency of Nature Conservation, Germany</i>
Panel Discussion	<i>Asnate Ziemele “Lauku celotajs”, Latvia</i> <i>Alois Lang, Nationalpark Neusiedler See - Seewinkel, Austria</i> <i>Stanka Desnik, Goricko National Park, Slovenia</i>
Moderation:	<i>Wolfgang Günther, Institute für Tourism (N.I.T.) & Stefanie Maack, Kiel University</i>
20:00	DINNER IN RIGA OLD TOWN RESTAURANT “KALĶU VARTI” Address: Kalķu iela 11a, Rīga Meeting Point: Lobby “Radisson Blue Daugava” hotel at 19:00
MARCH 23RD	WORKSHOPS
9:00 – 14:00	I OPEN WORKSHOP: Parks& Benefits
Scope: A joint workshop of the project Project “Parks & Benefits” (http://www.parksandbenefits.net) and EUROPARC Nordic-Baltic Section (http://europarc-nb.org), chaired by the project lead partner, Olaf Ostermann.	
09:00 – 10:00	How to measure carrying capacity in 8 protected areas of the Baltic Sea Region – results of a comparative analysis <i>Jesper Brandt, Roskilde University</i>
10:00 – 10:40	Carrying capacity in protected areas – local experiences & strategies <i>Martin Kaiser, Müritz National Park & Klaas v. Ommeren, Dovrefjell National Park</i>
10:40 – 11:00	Coffee break
11:00 – 13:00	Benefit Monitor – How to measure economic and social benefits of tourism in protected areas, <i>Prof. Wilhelm Steingrube, University of Greifswald</i>



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9:00 – 13:00 II OPEN WORKSHOP: Tourism as a Part of the EU Strategy for the BSR.

Scope: With this workshop, the lead partners of the tourism related flagship projects in the EU-Strategy for the Baltic Sea Region present their projects and related work. <http://www.baltic-sea-strategy-tourism.eu>

STEPS TOWARDS A COMMON BALTIC SEA REGION

chaired by Greifswald University (<http://www.agora2-tourism.net>)

- 09:00 – 09:15 FP 12.10 – Strategies for sustainable tourism in the Baltic Sea Region.
Betina Meliss, University of Greifswald, Institute of Geography
- 09:15 – 09:50 What do we have in common in the whole Baltic Sea Region?
Prof. Wilhem Steingrube, University of Greifswald, Institute of Geography
- 09:50 – 10:25 Branding the Baltic Sea Region.
Marcus Andersson, Baltic Development Forum
- 10:25 – 11:00 The Six Baltic Sea Wonders.
Prof. Przemyslaw Kulawczuk, Gdansk University
- 11:00 – 11:30 Coffee break

RURAL AND HERITAGE TOURISM IN THE EU-STRATEGY FOR THE BALTIC SEA REGION.

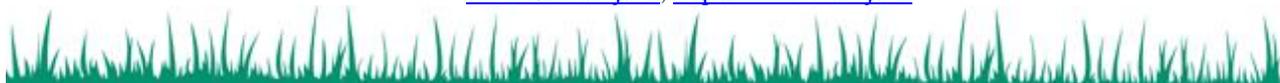
Chaired by the lead partners of the flagship projects on “Rural and coastal tourism” (FP 12.7) and “Cultural heritage and natural landscapes” (FP 12.9)

- 11:30 – 11:40 FP 12,7 Attract tourist to rural esp. coastal areas, *coordinator Paivi Oliva, Turku Touring, Southwest Finland Tourist & Convention Bureau* and 12,9 “Cultural heritage and natural landscapes”, *coordinator Krystyna Hartenberger-Pater, Pomorskie Tourist Board, Poland*
- 11:40 – 12:00 **Case 1** (*good practice within rural - nature*)
Meeting the market expectations in rural tourism - what we can learn from customer surveys" (Eurogites Rural tourism quality survey, 2009-2010, 4000 respondents from 16 countries).
Asnate Ziemele, President, Latvian Country Tourism Association, Lauku celotajs
- 12:00 – 12:15 **Case 2** (*good practice within culture*)
The Monitoring Group on cultural heritage of the Baltic Sea States 2010. *Chairperson, Alfredas Jomantas, Department of Cultural Heritage under the Ministry of Culture, Lithuania*
- 12:15 – 13:00 Brainstorming: How to attract tourists to rural and coastal areas in the BSR? How to create a competitive offer based on environmental and cultural recourses? How to promote sustainable joint tourism packages that possibly relate to e.g. farm, food, hiking, winter sports, nature and cultural heritage based tourism. Intro into the brainstorming by coordinator *Krystyna Hartenberger-Pater, Pomorskie Tourist Board, Poland.*

9:00 – 13:00 III OPEN WORKSHOP: DIMENSIONS OF SUSTAINABILITY IN TOURISM AT THE GREEN BELT: NATURE PROTECTION, MOBILITY AND BEYOND”

Scope: The workshop aims at exchanging examples of good and bad practice in tourism and is chaired by representatives of the projects MobEE (NOE 10/026) and “Baltic Green Belt” (<http://www.balticgreenbelt.uni-kiel.de>), Wolfgang Günther (N.I.T.) and Stefanie Maack (Kiel University)

- 9:00 – 9:20 Defining Sustainable Tourism - Outline on current approaches to catch a slippery eel
Wolfgang Günther, N.I.T., Kiel, Germany
- 9:20 – 9:40 Combining nature protection and tourism - examples from the inner German Green Belt
Melanie Kreutz, Project office of the Central European Green Belt, Nuernberg, Germany
- 9:40 – 10:00 Sustainable Tourism in Kaliningrad Region
Anna Belova, Immanuel Kant State University, Kaliningrad, Russia
- 10:00 – 11:00 Moderated discussion
- 11:00 – 11:30 Coffee break



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- 11:30 – 11:50 Examples of low-energy mobility in touristic areas.
Stefan Gössling, Lund University, Lund, Sweden
- 11:50 – 12:10 Sometimes things go wrong - bad practice in nature tourism
Alois Lang, Nationalpark Neusiedler See/ Ferto Hansag
- 12:10 – 13:00 Moderated discussion

13:00 – 14:00 LUNCH

14:00 – 16:00 INTERNAL WORKSHOP
Restricted to project partners of Parks&Benefits & EUROPARC Nordic Baltic Section members
Departure to Kemeri National Park at 16:00

14:00 – 17:30 INTERNAL WORKSHOP
Restricted to invited Baltic Green Belt partners

March 23rd - 24th EXCURSIONS TO KEMERI NATIONAL PARK

16:30 Departure to Kemeri National Park. Meeting point: Lobby „Radisson Blue Daugava” hotel
Accommodation in spa hotel Arkādija, Apšuciems. Dinner.

21:00 – 23:30 Owl excursions (in groups of 10-15 people)

March 24
09:00 – 15:00 Excursion "Following the healing bonanza of Kemeri National Park"

ca 16:00 Return in Riga

March 24th EXCURSIONS TO SLITERE NATIONAL PARK

7:30 Meeting point: Lobby „Radisson Blue Daugava” hotel
Day's program with Dace Sāmīte, the deputy director of the NP.
Coffee break at Jaunmoku castle forest museum - the Latvian State Forests will receive the group.
Country guest house Laumas, nature trails, hot lunch.

ca 20:00 Return in Riga

