



## **PARKS & BENEFITS MEETING IN DOVREFJELL-SUNDALSFJELLA NATIONALPARK FROM 17<sup>TH</sup> - 21<sup>ST</sup> MAY 2010**

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Meeting Location: Oppdal, Quality Hotel Oppdal

Meeting Time:

17 <sup>th</sup> May 2010	arrival & steering group meeting at 20:00 at the hotel
18 <sup>th</sup> May 2010	08:00 – 16:00 Charter process & SME involvement
19 <sup>th</sup> May 2010	08:00 – 14:00 excursion
19 <sup>th</sup> May 2010	14:00 – 17:00 Marketing & Investments
20 <sup>th</sup> May 2010	08:00 – 16:00 quality criteria & carrying capacity
20 <sup>th</sup> May 2010	16:00 – 19:00 excursion
21 <sup>st</sup> May 2010	departure

Consultations with financial manager: parallel to the meeting the financial manager will make appointments with each partner to discuss their budgets and answer specific budget questions

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### **Programme 17<sup>th</sup> May 2010:**

Arrival of partners

20:00 – ca. 21:30 Steering group meeting

20:00 parallel presentation of an 'Integrated GPS based information and management system' by Esbern, Roskilde University (meet in the lobby)

**Individual Dinner** the restaurant "Perrongen" at the hotel has an ala carte menu until 22.30

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### **Programme 18<sup>th</sup> May 2010: About the Charter Development & SME Cooperation & Quality Criteria**

**08:00 – 08:30 Official Welcome**

**08:30 – 08:45 Baltic Sea Region Strategy - Tourism** (Betina Melið, Uni. Greifswald)

**08:45 – 09:15 Status quo of the project:** what has been done & what's left to do? (Romy)

**09:15 – 10:15 About the Charter Implementation at Dovrefjell:** (Carl & Klaas)

- Results of the SWOT analysis, visitor surveys etc.
- About the tourism strategy and action plan
- Cooperation with SME's (assessment criteria for cooperation with SMEs, cooperation agreements / example of the public private partnership model chosen, workshops carried out & results)

**10:15 – 10:45 Coffee break**

**10:45 – 11:15 Discussion on Charter implementation process at Dovrefjell,** feedback by all partners



**11:15 – 13:00**

**Partners' feedbacks about their status quo of the Charter process**

(15 minutes each):

- Results of SWOT analysis & strategy development
- Experiences from stakeholder workshops
- Next steps

11:15 – 11:30 Müritz National Park  
11:30 – 11:45 Kurtuvėnai Regional Park  
11:45 – 12:00 Maribosøerne Nature Park  
12:00 – 12:15 Kemer National Park  
12:15 – 12:30 Biosphere Reserve South East Rügen  
12:30 – 12:45 Zemaitija National Park  
12:45 – 13:00 Discussion

**13:00 – 14:00**

**Lunch**

**14:00 – 16:00**

**Workshop on:**

- **Assessment criteria for cooperation with SME's**
- **PPP models + best-practices**

14:00 – 14:30 Input about best-practices of PPPs (Giacomo Benelli, Po Delta National Park)  
14:30 – 15:00 Introduction about partner's assessment criteria (Romy & Sandra)

**15:00 - 15:30**

**Coffee Break**

- 15:30 – 16:30 Discussion and prioritising criteria & PPP-models (all)
- Expectations on a future cooperation with SMEs: fields of cooperation
  - Demands on SMEs / assessment criteria
  - Planned type of cooperation

(Homework for preparation: Each partner should send us their assessment criteria or expectations for a future cooperation with SMEs before the meeting. A questionnaire will be sent out.)

**16:30 – 17:30**

**Discussion on how to involve SMEs in the Charter process**

**17:30 – 19:00**

**Presentation of Quality Criteria/ Discussion of joint eco-label**

Presentation of sustainable tourism standards / status quo in the theoretical debate & practical realisation:

17:30 – 18:00 Input Europarc (Richard Blackman)  
18:00 – 18:30 Input University of Greifswald (Prof. Steingrube)

Presentation of existing quality labels for eco-tourism per country:

18:30 – 19:00 Quality Labels in Norway & Dovrefjell National Park

>> Presentations and discussion of quality labels will continue on the 20<sup>th</sup> May

**20:00**

**Dinner**

**Ca. 23:00**

**End of meeting day**





## **Programme 19<sup>th</sup> May 2010: Marketing & Investments**

**08:00 – 14:00**                      **Excursion with picnic at lunch**

**14:00 – 17:00**                      **Marketing Workshop:** (coffee break around 16:00)

- status quo of animation film >> feedback
- evaluation of common event >> short reports of partners
- discussion of brochure layout, texts & language versions
- common exhibition
- advertisements & online marketing
- exchange of journalist contacts
- giveaways
- visit of fairs >> decision & preparations
- status quo of target group research & product development
- etc.

**17:00 – 18:00**                      **Status of Planning of Investments:**

- ICT Visitor Monitoring System
- ICT Visitor Guidance System
- Accessibility for all: investments in barrier-free infrastructure in protected areas

**19:00**                                  **Dinner**

**23:00**                                  **End of meeting day 2**

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Parallel opportunity for research partners / strategic partners for day 2: individual field trip to Dovrefjell National Park in the afternoon evaluating the following topics:

- Barrier-free access to the national park
  - Sustainable transport at the national park / mobility
  - Visitor Management & Guidance
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## **Programme 20<sup>th</sup> May 2010: Quality Criteria & visitor management**

**08:00 – 12:00**                      **Presentation of Quality Criteria/ Discussion of joint eco-label**

Presentation of existing quality labels for eco-tourism per country:

08:00 – 08:30    Quality Labels in Norway & Dovrefjell National Park  
08:30 – 09:00    Quality Labels in Denmark & Maribo Lakes Nature Park  
09:00 – 09:30    Quality Labels in Germany, Müritz & Rügen  
09:30 – 10:00    Quality Labels in Latvia & Kemer National Park





**10:00 – 10:30**

**Coffee Break**

10:30 – 11:00 Quality Labels in Estonia & Matsalu National Park

11:00 – 11:30 Quality Labels in Lithuania, Zemaitija NP and Kurtvenai RP

(Homework: each partner is asked to bring material / prepared information sheets about their quality labels to the meeting)

11:30 – 12:00 Discussion of a joint eco-label

**12:00 – 13:00**

**Lunch**

**13:00 – 16:00**

**Carrying Capacity Discussion & Visitor Management**

13:00 – 14:00 Status of the realization of the Benefit Monitor (social dimension, survey & WWF-tool)  
(Peter Jeschke, University of Greifswald)

14:00 – 15:00 Visitor monitoring in the Dovrefjell Area and it's adaptation to the Nordic-Baltic Manual for Visitor Monitoring in Nature Areas  
(Odd-Inge Vistad, Norwegian Institute for Nature Research)

15:00 – 16:00 Input on how to measure carrying capacity for certain areas and how to manage visitors in hotspots  
(Jesper Brandt, University of Roskilde)

**16:00 – ca. 19:00**

**Excursion**

**19:00**

**Farewell-Dinner** at Kongsvold Fjeldstue (Mountain Lodge, member Historic Hotels of Norway), hosted by Dovrefjellrådet and its member municipalities

**23:00**

**End of meeting**

