

Parks&Benefits Meeting in Matsalu National Park/ Estonia (11th – 15th October 2010)

Meeting Location:

Meeting Time: 10th October 2010 Arrival of project steering group members

11th October 2010 Arrival of project partners & Nordic Baltic Section members

Project steering group meeting at the hotel

Welcome dinner

12th October 2010 Product development & marketing
 13th October 2010 Product development & marketing

14th October 2010 Carrying capacity

15th October 2010 Departure

Programme 10th October 2010: Arrival

Arrival of steering group members

20:00 Individual Dinner

Programme 11th October 2010: Project steering group meeting

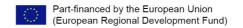
09:00 – 16:00 Steering group meeting (lunch to be paid by each partner)

Arrival of project partners & Nordic Baltic Section members until 18:00

19:30 Welcome Dinner

ca. 23:00 End of meeting day







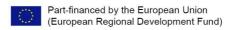




<u>Programme 12th October 2010: Development and marketing of qualitative eco tourism products</u>

08:45 - 9:00	Official welcome
09:00 - 09:45	Quality Labels / Charter part II goes Baltic (Diana Gallrapp, Europarc)
9:45 – 10:45	Best practices in Estonia on how to develop tourism in protected areas - national park workgroup activities and the experiences of Soomaa National Park focusing on stakeholder cooperation (Kaja Lotman, Matsalu National Park & Murel Merivee, Soomaa National Park)
10:45 – 11:15	Coffee break / press meeting
11:15 – 12:15	How to develop eco tourism products from a tour operator's perspective Input by Marika Mann, Estonian Nature Tours
12:15 – 13:15	Input by tour operator 2 (N.N.)
13:15 – 14:15	Lunch
14:15 – 14:45	Experiences in developing & marketing (eco) tourism products from the perspective of a tourism association and protected area (Lauku Celotajs & Kemeri National Park)
14:45 – 15:15	Experiences in developing & marketing (eco) tourism products from the perspective of a tourism association and protected area (Tourism Board Mecklenburg Lake District & Müritz National Park)
15:15 – 16:00	Panel discussion on how to develop eco-tourism products (tourism associations & their protected areas, tour operators, Europarc)
16:00 – 16:30	Coffee break
16:30 – 17:30	Developing sustainable tourism by establishing a geopark – an example from Region Zealand (Anette Petersen, Region Zealand)
19:00	Dinner
ca. 23:00	End of meeting day











Programme 13th October 2010: product development & marketing session

8:30 – 12:00 Official programme for partners not involved in the marketing session:

guided field trip to Silma Nature Reserve in the Haapsalu area

09:00 - 12:00 Marketing session

(Participants: marketing working group representatives)

Topics planned:

- preparation of annual event "nature invites you"
- review Open Days in Brussels
- translation of image brochure
- mobile exhibition
- placement of advertisements
- discussion of giveaways (please bring 1-2 examples of a regional product from your area to be used as giveaway, incl. price offer)

(10:30 - 11:00 Coffee break)

12:00 - 13:00 Lunch

13:00 – 17:00 Presentation of results of partners' target groups analyses, eco product development connected to quality standards & marketing activities

(please also bring along the product manual)

13:00 – 13:30 Matsalu NP 13:30 – 14.00 Zemaitija NP 14:00 – 14:30 Kurtuvenai RP

14:30 - 15:00 Coffee break

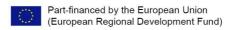
15.00 – 15:30 Biosphere Reserve SE Rügen
15:30 – 16:00 Maribo Lakes Nature Park
16:00 – 16:30 Dovrefjell NP
16:30 – 17:00 Discussion of next steps – dissemination of product manual &

website presentation (led by animare)

19:00 Dinner

ca. 23:00 End of meeting day











Programme 14th October 2010: Carrying capacity session (led by University of Roskilde/animare)

07:30 – 13:00 Excursion to Matsalu National Park (incl. lunch)

14:00 – 14:30 Input presentation of RUC on carrying capacity

14:30 – 18:00 Presentation of park partners on carrying capacity:

(Please refer to the following questions)

- Do you have any "hot spot" situations in your protected area?
- If yes: is there a conflict men-nature or men-men?
- If yes: which is the most important "hot spot" situation in your protected area?
- Has a carrying capacity already been defined/set for that "hot spot" situation?
- If yes: how has the carrying capacity been found/ who decided it?
- If yes: are there any indicators related to the carrying capacity?
- How is the carrying capacity managed/ controlled / monitored?

14:30 – 14:50 Biosphere Reserve SE Rügen

14:50 - 15:10 Dovrefjell NP

15:10 - 15:30 Kurtuvenai RP

15:30 - 15:50 Maribo Lakes NP

15:50 - 16:20 Coffee Break

16:20 - 16:40 Zemaitija NP

16:40 - 17:00 Müritz NP

17:00 - 17:20 Matsalu NP

17:20 - 17:40 Kemeri NP

17:40 – 18:00 Discussion led by RUC/ animare

19:30 Farewell-Dinner

ca. 23:00 End of meeting



