



REPORT ON MANAGEMENT TOOLS IMPLEMENTATION

D.T2.3.2 - Biosphere Reserve Southeast-
Rügen (PP06)

Ver. 1.0
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1. General information

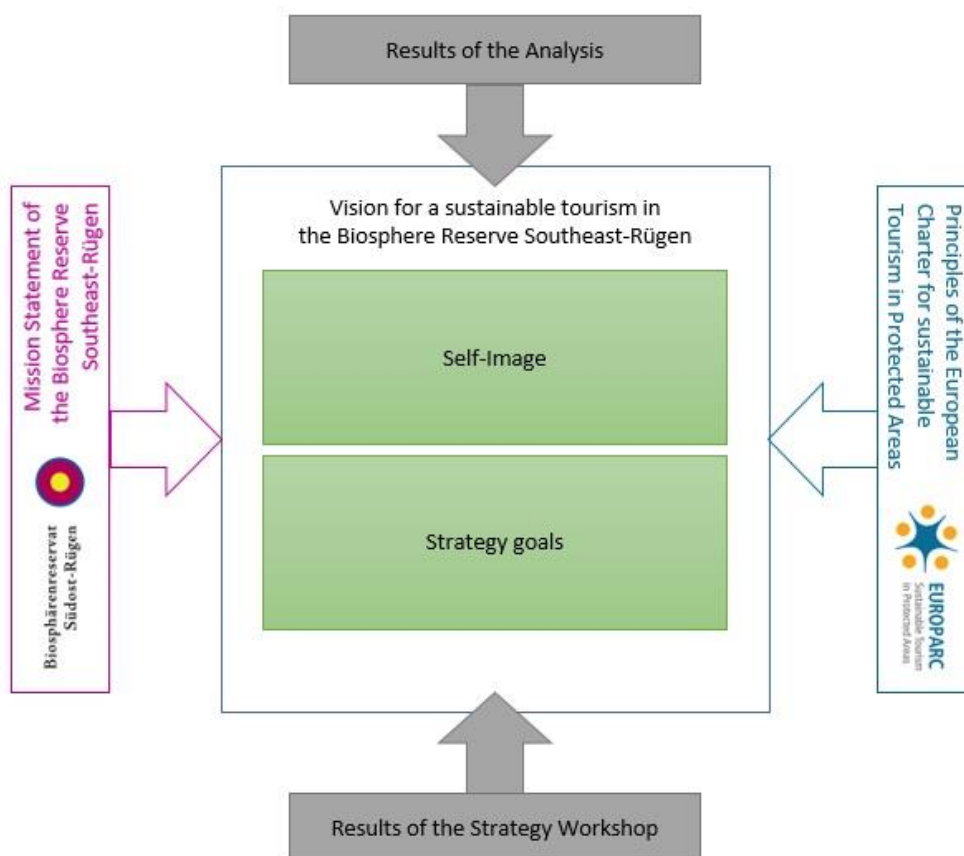
1.1 - General introduction to the Action Plan and strategic objectives

The Sustainable Tourism Action Plan of the Biosphere Reserve Southeast-Rügen was developed in a participatory process with local stakeholders. Three participatory action plan development workshops (February until Mai 2018) and one action plan implementation workshop (October 2018) took place.

Based on this action plan, the re-certification of the Biosphere Reserve Southeast-Rügen as a European Charter Park for Sustainable Tourism was evaluated in July 2018 and the Biosphere Reserve was successfully re-certified with the ECST in November 2018.

The Action Plan is based on the following:

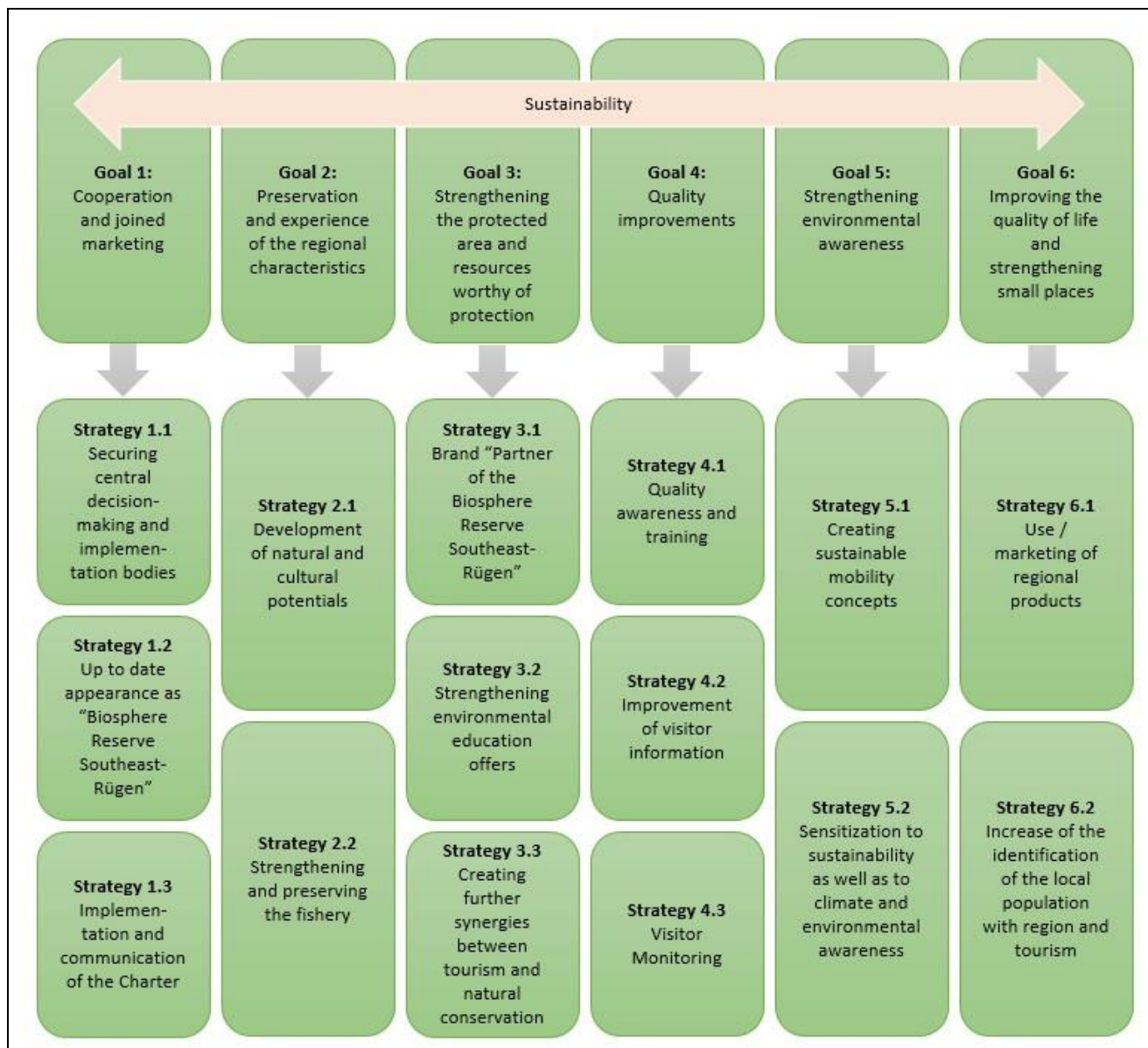
- The results of the analysis of the European Charter Period 2011-2016
- The vision for sustainable tourism in the Biosphere Reserve Southeast-Rügen based on a self-image and the strategy goals
- The principles of the European Charter for Sustainable Tourism in Protected Areas
- The Mission Statement of the Biosphere Reserve Southeast-Rügen
- The results of the strategy workshop





Based on this six strategic goals and 15 strategies were set:

- **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.



1.2 - Forum (update)

After the Workshops in 2018 the Forum - steering committee - met on January 16, 2019 to discuss the working process. It was decided that the CEETO Project Coordinator would do quarterly online-inquiries regarding the Action Plan implementation process. Together with the steering committee it was decided that the short term Action Plan Goals shall be implemented within one year and the medium term within one to three years. In the Beginning of 2020 a meeting shall be held to evaluate the implementation process.

During 2019, the members of the steering committee met on many occasions in different constellations e.g. to work together on the "sustainability week" or the "fish(er)days" as well as other topics. Thus a regular get together in different functions of the steering committee is guaranteed.



1.3 - Stakeholders involvement in the Action Plan

A wide range of local and regional stakeholders - public, private and associations - was invited to participate in the action plan development and implementation (approx 90). A range of 20 to 30 Stakeholders, including some of the Biosphere Reserves Partner Program stakeholders very actively participated. Stakeholders included members of the local tourism community e.g. managers of the spa administrations and tourism information centers as well as the tourism association and center but also local enterprises e.g. hotel/restaurant owners, fishermen, tourism attractions/activities and certified nature guides. Additionally members of associations e.g. Biosphere Reserve Booster Club participated.

All stakeholders could indicate which Pilot Action strategies they are interested in and whether they want to be responsible for the implementation of an action or rather only participate/help the stakeholder in charge.

The involvement of stakeholders in the implementation of the Action Plan will be evaluated by the steering committee (forum) at the beginning of 2020 to see if everything is going as planned.



2. Sustainable Tourism Action Plan

2.1 - How would you assess your overall progress towards/ in sustainable tourism, bearing in mind where you started?

The CEETO Project and the development of a new Action Plan have helped the stakeholders and the administration of the Biosphere Reserve Southeast-Rügen to evaluate what they actually achieved in the past years. This picture was much more positive as some of the stakeholders had perceived and thus the development of the new Action Plan has helped to push the energy with which the stakeholders and the administration tackle the issues of sustainable tourism development. Some of the stakeholders have become very proactive, developing their own projects and initiatives in relation to sustainable tourism (e.g. less for the sea project of 2019) and inviting the administration of the Biosphere Reserve to participate (rather than the administration being the initiator). This newly found ownership of the topic of sustainable tourism development and nature conservation in the tourism industry is a very positive development.

Looking more closely at the action plan, we believe that we are on a good way in terms of implementing the short term and some of the mid-term actions of the new action plan; a lot has been achieved already in this first year. A better picture of what did and did not work will be established after the final quarterly inquiry of 2019 and the evaluation meeting with the steering committee at the beginning of 2020.

2.2 - Have the actions provided for in the plan so far been implemented? If not, why?

Yes, the administration of the Biosphere Reserve and the steering committee as well as participating stakeholders are working on the implementation of different actions. The actions were divided into continuous actions short-, medium- and long-term actions. The continuous actions e.g. established events or event series like the “fish(er)days” and the “sustainability week” took place again in 2019. Furthermore, the steering committee decided that the short term actions should be implemented within the first year - by the beginning of 2020 - and work would start on the mid-term actions. The actual progress will be evaluated at the beginning of 2020 in the steering committee meeting.

2.3 - What were your most positive achievements? And the main challenges you still face?

The most positive achievements were the development of the audio-guided tour in the Zicker Berge, this is a new idea to connect and inform our visitors about the area and the proper code of conduct and it could be implemented in more areas of the Biosphere Reserve. Another achievement would be the project “less for the sea”, initiated by our stakeholders. Within this project different actions took place to inform tourists about sustainable tourism the main topic being trash/plastic trash in the Baltic sea and offering tourists alternatives to “throw away plastic”. This project looked at different issues and situations in a very congruent way - introducing a re-usable coffee to go system not only in the Biosphere Reserve but also in Stralsund, having refiller waterbottle stations, offering “hikes for the sea” where tourists and locals would collect trash, establishing a school-company where students would up-cycle used/broken beach equipment.

Looking at the challenges, one of the main issues in relation to the implementation of the action plan



are the available resources. This includes personnel, finances and time resources - especially during the summer and peak-tourism season the stakeholders are extremely busy and work on the implementation of the pilot actions has to be moved to the quieter seasons. This can of course lead to some delays in terms of implementing the actions.

2.4 - Describe the monitoring you have undertaken of the results of your Action Plan.

In terms of monitoring, the CEETO Pilot Action which is strategy 4.3a of the Action Plan is the main monitoring activity taking place during 2018-2019. Strategy 4.3 focuses on visitor monitoring and the CEETO Project used electronic counting systems and manual monitoring and surveys in the Zicker Berge to evaluate tourism flows (quantitative data) as well as the types of tourists (qualitative data) visiting.

In 2019, based on another Interreg Project called REGE a monitoring amongst locals took place regarding the tourism development in the Biosphere Reserve Southeast-Rügen. The analysis is expected for the coming year.

Many of the spa administrations conduct their own tourism based questionnaires/monitoring, however the data is not yet shared - the steering committee is talking about options how to make data available and cooperate on this matter.

The Biosphere Reserve Southeast-Rügen installed electronic car counting systems in 2019, to evaluate the traffic/tourism flows during the different seasons. In previous years this was done manually.

2.5 - Updating strategy and actions, the process(es) and timetable(s), making reference to the Forum and the involvement of local stakeholders.

Following are updates on the strategies and actions which have been completed, implemented and worked upon in 2019. If the action/strategy is not listed below then work has not started or no progress was made.

Continuous actions:

- 1.1a - Further monitoring of the implementation of the strategy by a steering committee - **completed/to be continued in 2020**
- 1.1b - Continuation of the existing Sustainable Mobility Working Group to further improve sustainable mobility - **Tourism Association took over the lead in this working group**
- 1.1c - Continuation of the existing Working Group on Fisheries / Fishermen Days - **completed/to be continues in 2020**
- 1.1d - Continuation of the existing Sustainability Working Group - **completed/to be continues in 2020**
- 1.3a - Annual short evaluation of the action plan to monitor progress - **quarterly email inquiry took place in 2019, an evaluation meeting is planned for the beginning of 2020**
- 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 - **completed/to be continues in 2020**
- 2.2a - Consolidation of the event Fishermen days - **completed/to be continues in 2020**
- 5.2d - Consolidation of the week of sustainability - **completed/to be continues in 2020**



- 6.2b - Conducting local and regional events and action days for guests and the population with regard to the natural and cultural potentials - **organisation of Markets e.g. Wild-Garlic Days/Market, newly opened Exhibition and Information Centre Granitzhaus; existing event; to be continues in 2020**

Short-term actions:

- 1.2b - Contemporary preparation and presentation of nature tourism (and cultural tourism) offers as well as high-reach narration of stories from the Biosphere Reserve - **completed, available via the Tourism Center website and the CEETO Audio Tour as another example**
- 1.3c - Visualization of the Charter for Sustainable Tourism - **media was present when the EUROPARC Federation handed the ECTS Certificate to the Environmental Minister of Mecklenburg-Vorpommern; the Charta Certificate is displayed in the new Exhibition and Information Centre “Granitzhaus”.**
- 1.3d - Knowledge and experience exchange with partners in the field of nature tourism - **Tourism Centre took part in the CEETO Midterm Conference; the administration of the Biosphere Reserve is participating in a project to exchange knowledge in relation to sustainable tourism with Biosphere Reserves around the Baltic Sea - to be continues in 2020**
- 2.1b - Further development of the tour program on natural and cultural potentials - **the authority of the Biosphere Reserve offers six guided tours for adults and three for children in the main season; additional tours exist for special occasion’s e.g. during the “hiking spring” and the “active autumn” season-prolonging measures**
- 2.1d - Processing and development of further potentials - **A destination Brand Workshop organised by the Tourism Centre took place on 27. November 2018 to show the potential of different tourism groups**
- 3.1a - Strengthening the marketing of the partners of the Biosphere Reserve - **presentation of the Partner Program and the existing partners at 12 local events in 2019; new Partner Working group established focusing on marketing activities**
- 3.1b - Support further networking of the partners of the Biosphere Reserve (companies and communities) - **Partner meeting in 2018 and two partner workshops on 16.9. and 21.11 2019 took place (further workshops planned for 2020)**
- 4.1a - Raising awareness about quality and knowledge transfer - **the Tourism Association organised their Tourism Day in 2018 focusing on the topic of quality; furthermore a “Quality Working Group” was establish which meets regularly**
- 4.2b - Implementation of a modern exhibition in the “Granitzhaus” on the Biosphere Reserve and on the topic of sustainability - **completed/new exhibition and information centre opened on April 18, 2019**
- 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) - **CEETO Pilot Action monitoring and management completed**
- 4.3b - Conducting a visitor survey and deriving an action plan for a continuous visitor survey and evaluation adapted to the personnel and financial conditions - **the project members of**



the Interreg REGE Project conducted questionnaires among locals in relation to tourism in 2019. Project still continues

- 5.1c - Activation and maintenance of the digital route planner for cycling, hiking and riding trails, if necessary integration into existing systems - **completed/back online and working**
- 5.2f - Promoting young talent and transferring knowledge about sustainable tourism through the development of projects at schools and kindergartens - **Annual “Küstenputz” activities taking place with different schools; the Junior Ranger Programme and Volunteer Rangers are continuing; a new Volunteer Ranger Group “Marine Explorers” was created in 2019**

Mid-/long term actions:

- 2.1a - Establishment of a Mönchgut circular walk as a “theme” trail with different sections - **difficult to find a compromise in 2019; next meeting is schedules on January 17th 2020**
- 3.2a - Further development of environmental education offers for tourists in cooperation with the spa administrations and hotels - **the development and construction of the Nature Trail in Thiessow began in 2019 (the existing programme of guided tours and representation at events/markets is being continued)**
- 3.2b - Strengthening responsible thinking and acting through an appealing program of "Education for Sustainable Development" - **the existing program is being continues; newly developed in 2019 were the Marine Explorer Volunteer Rangers (teenagers), participation at Summer-Academy and “Bonfire night of the Baltic Sea” (Senans ugun nakts); educational program during the Environmental Day of Mecklenburg Vorpommern; support in the development of a “Student Company” for the “less for the sea” project (initiated by TVR)**
- 3.3a - Ensuring opportunities for voluntary participation in the Biosphere Reserve - **possibilities to participate include: volunteer rangers, the federal voluntary service, the federal voluntary ecological year, voluntary nature conservation rangers**
- 5.1a - Creation of an island-wide free bus service / public transport offer via the guest card - **negotiations taking place with regional public transport services**
- 6.2c - Identification of the concerns and wishes of the population with regard to tourism development - **Interreg REGE Project being initiative in 2019**



3. Management tools/procedures

3.1 - What management tools/procedures have you used? (not only in your Pilot Actions)

Looking at the CEETO Inventory (D.T1.2.1), as project partner PP06 we used the following methods and monitoring tools during the project period to assess tourism volumes and types of tourists in the Zicker Berge:

- Person counting: two electronic counters were installed; additionally we counted manually
- Interviews: we used “blitz” interviews to gain some additional knowledge about the tourists in the Zicker Berge
- Surveys: we did surveys regularly in the Zicker Berge during the high-touristic season
- Statistical models: for the evaluation of the number of people counted as well as the interviews and surveys statistical models/methods were used

3.2 - Cooperation with other competent bodies in the implementation of management activities

As authority of the Biosphere Reserve Southeast- Rügen we are the competent body in terms of Biosphere Reserve management. We cooperate with tourism stakeholders to assess and develop the management activities relevant for our situation.

3.3 - Assessment of strengths/weaknesses about management tools/procedures used

In relation to all methods used there are some discrepancies depending on e.g. who conducts the interviews and surveys - as the motivation of the interviewer might be very different from another. Furthermore, these methods are very people and time intensive in terms of development, preparation, implementation as well as analysis. To be able to use the collected data to derive dependable conclusions, a big enough dataset is needed (statistically sound).

In relation to the person counting - if done manually, this can be very faulty as it can easily happen to miscount. However, electronic counting systems are also far from fool proof. These have to be correctly calibrated and they cannot distinguish two persons walking next to one another or a agricultural vehicle from a person. Thus, even there some margin of error has to be dealt with.

3.4 - Have you identified other innovative tools/procedures?

We developed an audio guided tour for the Pilot Action. This guide is hosted on an open source website which collects data e.g. GPS Data, whether the content was just viewed or listened to entirely, which type of operational system was used, where the person was from listening to the app. Furthermore the Tour can be rated and commented by tourists giving additional valuable information in relation to the usability as well as the satisfaction of the listener with the tour. These types of data are able to tell us more about our tourist. It is similar to the social media methods from the CEETO inventory.



4. Implemented Action(s)

<p>4.1 - Action 1</p>
<p>A) Action description: The Strategy 3.2b strengthening responsible thinking and acting through an appealing program of "Education for Sustainable Development", was worked upon during 2019. This strategy includes the evaluation of existing courses for children and adolescents, pupils and students (school and extracurricular), a conceptual development of Education for Sustainable Development in the Biosphere Reserve Southeast-Rügen, the organization and implementation of sustainable development education programs, projects and events, the design of content and updating of information facilities as well as carrying out field trips.</p> <p>B) Strategy/objective: this strategy is part of strategy 3.2 "Strengthening Environmental Education offers". The objective is that we need to create a sense of ownership and connection to nature within the youngest members in our communities. Via the children we are also able to reach the parents and are able to foster a sustainable development in the Biosphere Reserve</p> <p>C) Monitoring tools/management procedures: The number of participants at the different events, guided tours and programmes is collected to assess how appealing the offer is. This way it is possible to put more focus on the well working offers and possible cancel or re-develop the less well perceived activities.</p> <p>D) Stakeholders involved: in different programmes different stakeholders are involved. Education for Sustainable Development is on its own an individual subject the authority of the Biosphere Reserve Southeast-Rügen is working on - however depending on the events different stakeholders cooperated e.g. the Küstenputz (coastal clean-up days) work in cooperation with the schools/teachers (participating students), communities (handing out trash bags and collecting the garbage), public transport (free bus rides for students that day) and other e.g. associations who sponsor some prizes for the kids at the end. In other projects/programmes/activities cooperation exists with EUROPARC Germany or regional stakeholders.</p> <p>E) Specific Results: the Junior Ranger School program is very successful as it has been running for over 10 years. A cooperation exists between the Authority of the Biosphere Reserve and six schools in the Biosphere Reserve. Each year approximately 15 children of each school participate in the Junior Ranger Program (which runs the whole school year with weekly/bi-weekly nature topic related classes). By now, two volunteer ranger groups - teenagers - exist, who focus on different nature related topics (doing excursions, learning about monitoring etc.). Some of the participants previously participated in the Junior Ranger school program.</p> <p>In relation to the coastal cleanup days - in 2019 approx. 800 children joined and 200 kg of trash was collected.</p>



4.2 - Action 2

A) Brief description of the action (tools /procedures) B) Strategic reference objective C) Monitoring tools and management procedures activated D) Stakeholder involvement E) Specific results

A) Action description: Strategy 2.2a “Consolidation of the event Fishermen days” was continued in 2019. This strategy include , i.e. the creation of an attractive event program in terms of experiences as well as awareness raising in relation to inshore fishing as well as the implementation of a regional menu in local gastronomy.

B) Strategy/objective: This strategy belongs to strategy 2.2 “Strengthening and Sustaining the local Fishery” and it is part of the overall goal 2 “Preservation and experience of the regional characteristics”. This strategy shall help to raise awareness about local fisher and their importance for a sustainable regional economy. Local fisheries are economically, social and environmentally sustainable. Furthermore, the event series should help to promote the purchase of local catch by e.g. local restaurants (also to portray local eating culture).

C) Monitoring tools/management procedures: the events are being evaluated by the “Fishermen Days” event working group. This helps to identify new potentials and give the fishermen a possibility to come up with own ideas.

D) Stakeholders involved: Fishermen, Restaurants, Associations, Communities and the Authority of the Biosphere Reserve Southeast Rügen as well as the Tourism Centre and Spa Administrations are involved in this working group and the organisation of the events.

E) Specific Results: in 2019 35 restaurants participated in this event offering locally caught fish and local specialities.