

Tourismuskoooperationen im Ostseeraum 12.09.2019



DUNC - Development of UNESCO Natural and Cultural Assets

Development of UNESCO Natural and Cultural Assets

Duration: 08/2017 - 08/2020

Project Objectives:

DUNC aims to promote the region by developing sustainable tourism strategies for its UNESCO sites as part of developing the Baltic Sea region as a common tourism destination. Key actions:

- **Networking** among tourism stakeholders
- Development of high quality tourism **Products**
- Development of a Sustainable Tourism **Strategy**

DUNC - Development of UNESCO Natural and Cultural Assets

- **EUCC-D role and main upcoming activities:**
 - International photo contest about „Baltic Sea World Heritage“ - Summer 2019
 - *Coastal & Marine Magazine* special issue on «*Coastal Heritage*» together with the Interreg Europe Project CHERISH - Spring 2020
 - *ITB*, International Travel Trade Show in Berlin 2020



DUNC - Development of UNESCO Natural and Cultural Assets

Baltic Sea World Heritage Summit – Karlskrona, 24-26 September 2019

- The first **Summit for Coastal World Heritage sites** around the Baltic Sea that aims at strengthening the cooperation and the promotion of exchange of knowledge and good practices amongst key stakeholders, representatives and sites managers
- Joint programme with **Baltic Meeting Point** on September, 25th. The Baltic meeting point is a new forum dedicated to cities located around the Baltic Sea and offers the occasion to focus on business development, cooperation and networking



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DUNC - Development of UNESCO Natural and Cultural Assets

Main Topics during the Summit:

- International cooperation
- Modern technologies
- Financial gains
- Creativity
- Disaster Risk Management
- Sustainability

Disaster risk Management

How do we prepare for disasters like fire or flooding at our World Heritage Sites? What do we do when disaster strikes? A topic that is important to all of us. Listen to Ms Ozdemir from the Unesco World Heritage Center in Paris.

International Cooperation

How do we build strong and lasting cooperations that benefits all parties? Why should we even bother? Can we build strong bonds around the Baltic Sea? Meet colleagues from other WH sites and listen to Mr Fredrik Reinfeldt and Ms Åsa Trulsson.

Financial Gains

How the World Heritages contribute to creating jobs and growth locally, in a sustainable way. Lake District in England share their experiences.

Use new Tools

In this workshop we will explore how kids can use Minecraft to recreate Karlskrona and learn about the history and value of the place. If you are brave you might get the opportunity to get a 10 year old mentor who teaches you how to build your city.

Create a world Sensation

Create a World Class Destination from your local assets by thinking creatively. Example from Icehotel in Jukkasjärvi.

Share your Experiences

We want you to be a part of the planning of the conference. Do you have a great success or a challenge that you want to share? There is room for you to take the stage! You can also be a part of the Conference Exhibition Area.

Baltic Sea World Heritage Centre in Karlskrona

- Currently working on the idea to create a **Baltic Sea World Heritage Centre** in Karlskrona to build a stronger network and contribute to a sustainable growth
- The core idea is to create a **competence and support centre** for all the World heritage Sites around the Baltic Sea
- The **specific competences** of the Center have not been decided yet and should be decided together



CHERISH - Creating opportunities for regional growth through promoting Cultural HERitage of fISHing communities in Europe

CHERISH

- **Duration:** June 2018 – May 2023
- **Project Objectives:** improve regional development policies to protect and promote cultural heritage in fishing communities
- **Aufgabe:** EUCC-D acts as an advisory partner and is, amongst other things, responsible for internal communication as well as stakeholder involvement
- **Link with the Baltic Sea area and the tourism sector:**
 - Riga Planning Region is project partner
 - Tourism plays a key role in most of the partner regions



CHERISH - Creating opportunities for regional growth through promoting Cultural HERitage of fISHing communities in Europe

- **EUCC-D role and main upcoming activities:**
 - International Photo competition about „Fishing communities´Heritage“ and a touring photo exhibition in partner regions
 - *Coastal & Marine Magazine* Special issue on «*Coastal Heritage*» together with the project DUNC – Spring 2020
 - Preparation of a Stakeholder Strategy and realization of interviews



Sustainable coastal angling tourism: CATCH

- **Funded by:** Interreg South Baltic Programme, EFRE
- **Project duration:** July 2016 – June 2019
- **Aim:** To support the development of sustainable coastal angling tourism in the South Baltic region
- **Partnership:** Six project partners and eight associated partners in Denmark, Lithuania, Poland and Germany
- **Role of EUCC-D:** Formation of stakeholder networks in the case study areas; development of guidelines for establishing sustainable angling tourism in coastal communities
- **Project website:** www.catch-southbaltic.eu, www.eucc-d.de/current-projects/articles/catch-1013.html



European
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Sustainable coastal angling tourism: CATCH

Importance of angling tourism for tourism industry:

- Promising touristic trend - especially for rural coastal areas
- New market opportunities and development chances
- Demand is usually quite high in the off-season (support of the creation of all-year jobs without raising the tourism pressure in the main season)
- Often lack of: infrastructure for angling tourists, cooperation of regional stakeholders and target-group-specific marketing
- Preservation of healthy water bodies and fish populations is crucial for the long-term success
- → Sustainability and cooperation should be central aspects for the development of this branch of tourism



Sustainable coastal angling tourism: CATCH

Selected results:

- Support of the cooperation of different stakeholders in the case study areas (e.g. cooperation of the Angling Association MV and the Association of youth hostels in MV)
- Promotional movies about the case study sites:
www.youtube.com/channel/UC7u3n6aL0JjkYEZMSv1aE_Q
- Development of indicators and guidelines for establishing sustainable angling tourism in coastal communities
- Multilingual knowledge and information platform for anglers, tourist and providers in the South Baltic region:
www.fishingsouthbaltic.eu (over 20,000 visitors)
- Photo competition and exhibition at the final event in April 2019 (about 100 participants)



EUCC- Die Küsten Union Deutschland

Thank you for your attention!

stybel@eucc-d.de
nazzari@eucc-d.de