

SUSTAINABLE HERITAGE TOURISM ACTION PLAN AGRICULTURAL LANDSCAPE OF SOUTHERN ÖLAND (SWEDEN)



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PREFACE

Modern tourists are ever more inquisitive, savvy, and discerning while taking ever shorter and more frequent trips with multiple aims. This tourism multiplicity is rooted in their fundamental diversity of interests and motivations, which implies pursuing a varied mix of experiences while travelling. The shift in focus is particularly pertinent when one considers the transformation of seaside tourism. The integration of the South Baltic seaside resorts with the rich and well-preserved coastal cultural heritage based on sustainability gives a clue to possible ways of mitigating their disadvantages in a challenging international competition where warm coastlines lure away sun-seekers from Northern and Western Europe.

Therefore, the second part of the Main Output 1 of the DUNC project is an Action Plan comprising the long-term vision, goals and objectives for sustainable World Heritage tourism development. The Action Plan is a structured, comprehensive long-term activity outline for the heritage tourism stakeholders in the World Heritage destination concerning each of the essential issues of interest. It includes a comparative analysis of actions and measures that need to be prioritised based on a particular set of weighted criteria. The final part of this document comprises all the annexes.

Three different heritage tourism action alternatives have been developed for each site based on the results of strategic analysis, including SWOT analysis: 1) 'Business As Usual' ('O' Strategy); 2) Actions averting coincidence of threats and weaknesses ('O+' Strategy); 3) Sustainable heritage tourism development priority actions. The comparative analysis aimed to check if sustainable heritage tourism development priority actions are more efficient and viable than 'Business As Usual' or averting coincidence of threats and weaknesses. The results of the comparative analysis have confirmed the initial notion that sustainable heritage tourism development priority actions are more efficient and viable than 'Business As Usual' or averting coincidence of threats and weaknesses.

Measures for successful implementation of a sustainable heritage tourism management plan are concrete tools (actions and activities) to pursue the anticipate objectives for achieving the goal in an identified theme. The stakeholders at the World Heritage tourism destination should focus on the essential measures best suited for sustainable heritage tourism development. A few necessary preconditions must be met and taken advantage of for successful achieving of anticipated results, including proper identification of the key institutional actors for each action. Therefore, after identifying the most appropriate measures, the planners proposed functional roles, responsibilities, and resources assigned to different actors.

A well-managed World Heritage site, which is also a sustainable tourism destination, relies on strong leadership, active collaboration network, and good governance. Hence the essential functional roles of the main actors: coordinators, pivotal actors, knowledge repositories and process facilitators. These roles may change in the process of the Action Plan implementation. Naturally, the heritage tourism action plan is a working document that should be revised regularly to reflect changes in the destination, tourism economy, and the needs of its community. However, it would be good if the coordinating institution and the knowledge repository remain the same throughout the entire lifespan of the current version of the Action Plan (i.e., five to seven years).



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1. FRAMEWORK FOR THE ACTION PLAN



The ultimate purpose of strategic planning of sustainable heritage tourism development on the UNESCO World Heritage site of the Agricultural Landscape of Southern Öland is to connect three essential strategic aspects into a single and effective Action Plan:

destination's **mission** - defining the criteria for sustainable heritage tourism at the Agricultural Landscape of Southern Öland as a World Heritage tourism destination;

destination's **vision** describing what heritage wardens and tourism stakeholders and interest groups want to achieve;

measures to realise the mission and vision in five to seven years.

The Mission Statement for the UNESCO World Heritage site of the Agricultural Landscape of Southern Öland as a sustainable heritage tourism destination should respond to the question *'Why do we need sustainable heritage tourism at the destination and how do we want to achieve it?'* In our opinion, the mission statement should be the same for all the UNESCO World Heritage sites that are the partners in the DUNC project (otherwise there wouldn't have been much sense for the sites to participate in the project). The DUNC project partners have agreed on an apt mission statement responding to the above question: ***Sustainable development and delivery of heritage-related quality products and services to extend or/and prolong the tourist season.***

Meanwhile, the **vision** should be different for each UNESCO World Heritage site. The best way to elicit **the Vision Statement** is to browse the websites presenting the UNESCO World Heritage site as a tourist destination. The website of Öland's World Heritage highlights the Agricultural Landscape of Southern Öland as a possibility to experience living heritage: *"By visiting this World Heritage site and enjoying food and drink from Southern Öland, you will be part of the ongoing interaction between man and nature"*. Hence **the vision statement** of the Agricultural Landscape of Southern Öland as a sustainable heritage tourism destination: ***to upkeep, offer, and promote enjoying food and drink from Southern Öland by tourists becoming part of the ongoing interaction between man and nature.***



SUSTAINABLE HERITAGE TOURISM THEMES AND THEIR KEY ACTORS

The **tourism planning sustainability** criteria are the following:

- i) **durability of the practice;**
- ii) **resource efficiency;**
- iii) **economic sustainability;**
- iv) **environmental sustainability;**
- v) **cultural sustainability.**

The durable and efficient tackling of environmental problems at the coastal cultural World Heritage sites like waste management, provision of clean air and water, 'green' transport solutions are the key criteria of tourism sustainability. In the case of World Heritage tourist destinations, the

preservation of integrity and authenticity of a World Heritage property for future generations is also among the essential sustainability criteria. Additionally, there are several other main issues specifically pertinent to **sustainable tourism at coastal cultural World Heritage sites:**

- **Learning about the true heritage conservation needs;**
- **Local community interests and visitor desires;**
- **Providing integrated management of broader environment, including coastal and maritime spatial planning;**
- **Caring that the development of tourism infrastructure is in accordance with the conservation requirements of the World Heritage site.**







From the in-depth analysis of current tourism features in Mörbylanga Municipality, the Island of Öland and Kalmar County, we can discern two essential sustainable heritage tourism themes necessary to address in the sustainable heritage tourism Action Plan for Agricultural Landscape of Southern Öland as a coastal cultural World Heritage property:

- 1) Experiencing the pre-history, history, rural and creative idyll of Southern Öland;
- 2) Experiencing the nature of the Great Alvar.

These both key themes build synergy and cater in their kind for the appeal of Southern Öland as an attractive heritage tourism destination on the national and international cultural, family and multi-purpose tourism markets. There are quite a few major

institutional actors that are relevant for the development and promotion of sustainable heritage tourism in and around the Agricultural Landscape of Southern Öland considering the identified priority themes (see Annex 2 for the description):

● INTERNATIONAL ACTORS

	UNESCO World Heritage Centre	1
	The Common Agricultural Policy of the EU and the EU LIFE+ programme	2
	Euroregion Baltic	3
	International tourists	4

● NATIONAL ACTORS

	ICOMOS Sweden and its experts in heritage conservation	5
	The National Property Board Sweden (Statens fastighetsverket)	6
	The Swedish National Commission for UNESCO	7
	The Swedish National Heritage Board	8
	The National Heritage Act, the Planning and Building Act and the Cultural Environment Act	9
	Domestic visitors	10

● REGIONAL ACTORS



Linnaeus University

11



The Administrative Board of Kalmar County

12



The Öland Guide Association and Öland Tourism Organization

13

● MUNICIPAL ACTORS



HORECA companies and civic organizations

14



Mörbylanga Municipality

15



Private owners

16



The World Heritage Council of the Agricultural Landscape of Southern Öland

17

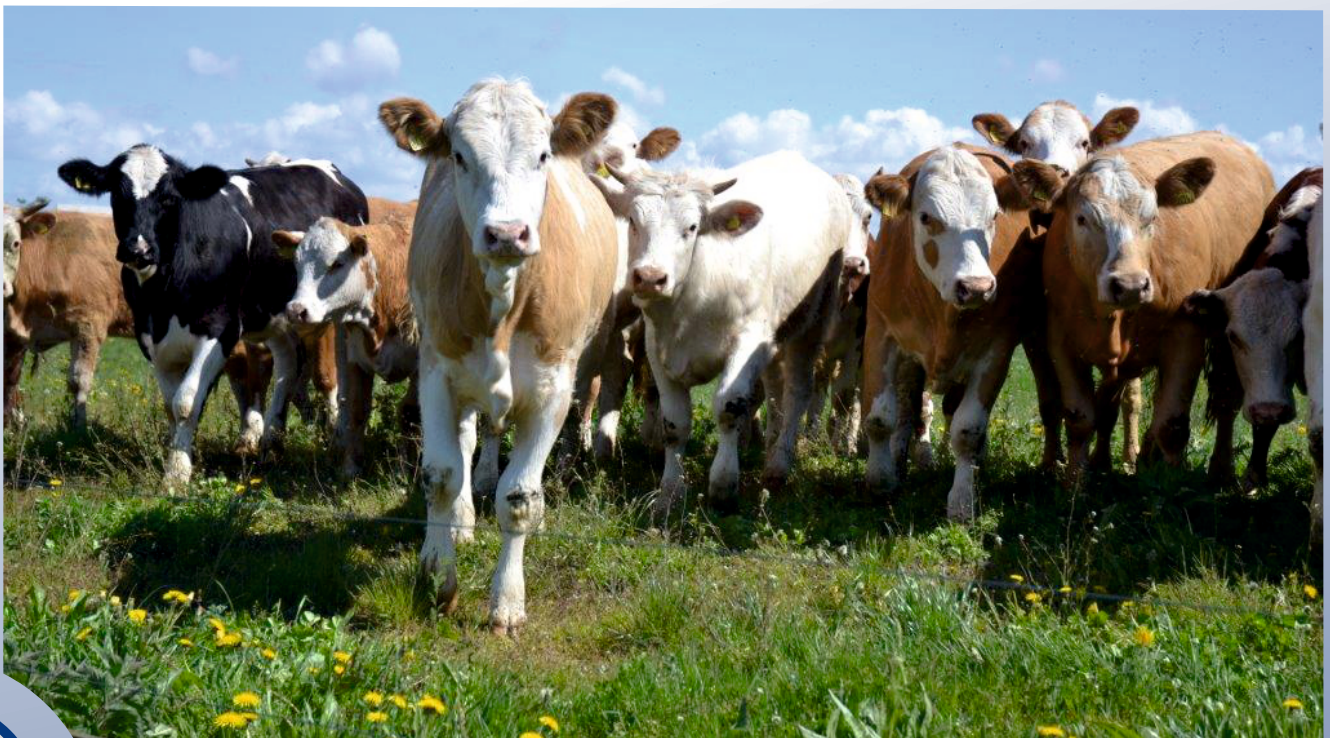


2. SUSTAINABLE WORLD HERITAGE TOURISM THEMES AND ACTORS

EXPERIENCING HISTORY, RURAL AND CREATIVE IDYLL

MAIN HIGHLIGHTS:

- Located in the rain shadow of the Småland highlands, the island is one of the driest places in Sweden.
- The pattern of land division goes back to the Middle Ages when the land on Öland was divided into infields and pastures. The alvar pastures - were used solely for grazing.
- Disturbance by grazing plays a pivotal role in the maintenance of a unique character of the Great Alvar landscape.
- Today, grazing on the Great Alvar is still necessary, both for agricultural production and for conservation reasons - to prevent overgrowing of the area by bushes.
- Linear villages on the historical village grounds with attractive, wooden houses and tiny windmills are still featuring the Agricultural Landscape of Southern Öland to this day.
- Larger farms became more efficient and agricultural production is increasing without compromising the World Heritage values.
- Naturally, the regulations of landscape protection have to be respected, and several permits are required for any larger-scale change.
- It becomes quite fashionable among people of creative professions to move to the villages of Southern Öland.



KEY ACTORS (see Annex 3 for the description):

● MAIN HUMAN AND INSTITUTIONAL ACTORS (along with the multi-functional ones listed above)

	Federation of Swedish Farmers, Southeast Chapter	18
	Local agricultural companies and individual farmers	19
	The Swedish Government	20
	Farmers living on the Agricultural Landscape of Southern Öland	21
	The Local Business Association of Mörbylånga Municipality and Household Society	22
	Local owners of quality food stores	23
	Kalmar Öland's Garden Products (Kalmar Ölands Trädgårds-produkter in Swedish)	24
	People of creative professions	25
	Visitors	26



● MAIN NON-HUMAN ACTORS THAT ARE PART OF THE WORLD HERITAGE

	Line villages	27
	Ancient windmills	28
	Cattle on the Great Alvar	29
	Fort Eketorp	30
	Pre-historic evidences	31
	Stone walls	32
	Mild, sunny, but crispy climate	33
	Limestone bedrock	34
	Brown beans	35
	Locally produced organic food products with a World Heritage label	36

● INTANGIBLE ACTORS:

	Traditions of sustainable farming	37
	Ever-increasing demand for locally-produced 'slow food' products	38
	Added value of agricultural products from Agricultural Landscape of Southern Öland on the market	39

EXPERIENCING THE NATURE OF THE GREAT ALVAR



MAIN HIGHLIGHTS:

- Southern Öland is traditionally attractive to wildlife fans. Its abundant birdlife and biodiversity have long since attracted visitors who appreciate nature.
- The largest alvar in Europe is well known for charismatic species, especially orchids and birds.
- Often flooded in spring, and very dry in summer, this semi-natural grassland supports many rare plant species with some relict species from the Ice Age among them.
- At Ottenby Nature Reserve, there is a nature centre of Ottenby, a visitor centre providing an opportunity for visitors to learn more about wildlife, geology and cultural history that are linked to the World Heritage.
- One of the aims of sustainable tourism development on the Agricultural Landscape of Southern Öland is to develop special birdwatching tourism offers for bird ringing, watching and studying in close cooperation with the nature centre of Ottenby.
- Sustainability awareness is quite high among the guests, especially among birdwatchers. To appreciate the uniqueness of the World Heritage and to experience the tranquillity of Southern Öland, people need to get into nature with a guide



KEY ACTORS (see Annex 4 for the description):

● MAIN HUMAN AND INSTITUTIONAL ACTORS (along with the multi-functional ones listed above)

	Ottenby, a nature reserve	40
	The nature centre of Ottenby	41
	Visitors interested in wildlife and the Great Alvar	42
	Hobby birdwatchers	43

● MAIN NON-HUMAN ACTORS:

	The Great Alvar	44
	A species-rich birdlife	45
	34 orchid species and other rare plants	46
	Långe (tall) Jan	47
	Over 140 km of hiking trails	48
	A 50-km-long specialised birdwatch hiking trail	49

● INTANGIBLE ACTORS:

	Strong environmental awareness	50
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3. ACTIONS FOR SUSTAINABLE HERITAGE TOURISM DEVELOPMENT

DEVELOPMENT SCENARIOS AND 'BUSINESS AS USUAL' ('O') STRATEGY

The sustainable heritage tourism development plan should consider future pessimistic, optimistic and realistic scenarios. It is easily achievable in the following way: each (eventually realised) opportunity from the accomplished SWOT analysis represents an action in the optimistic scenario, while each (eventually realised) threat represents an action in the pessimistic scenario. Naturally, a realistic scenario is an intermediate version between optimistic and pessimistic ones, i.e., somewhere in between the realised opportunities and threats. However, in each specific case, a realistic action might be either closer to a pessimistic action or to an optimistic one.

The realistic scenario which is drawn in this way also represents a 'O' option of the strategic sustainable heritage tourism development plan, i.e., what will happen if World Heritage wardens and tourism managers do not do anything pro-actively ('business as usual'). Any prediction of the future is, naturally, more vague than the analysis of the current situation. Therefore, the realistic scenario, which aims to predict the future as realistically as possible, lacks details compared to realised anticipated opportunities (optimistic scenario) or realised threats (pessimistic scenario). For this reason, one predicted action in the realistic scenario might represent several optimistic and pessimistic counterparts (see Annex 6). Nevertheless it can deliver a fully feasible future development vision.



FINANCIAL AND ECONOMIC ASPECTS

Social and economic sustainability

- There will be enough young locals to take over the farms after their parents retire
- Agricultural production remains stable supported by new investments and state support

Overall economic sustainability

- The EU and state subsidies gradually shift to support conservation through agriculture and to manage the World Heritage landscape instead of agricultural production albeit without subsidies, dairy farming in Southern Öland is ever less economically sustainable

Sustainable heritage farming

- Ever increasing risk of disastrous droughts with declining precipitation and catastrophically dropping groundwater levels in summer facilitates restoration of wetlands and expanding irrigation ponds

Heritage and overall tourism competitiveness

- Number of second homes in Southern Öland gradually increases but not drastically, due to high real estate prices



LEGAL AND REGULATORY ASPECTS

Historical legacy

- Gradually increasing demand for locally-produced 'healthy' products from a historical area with World Heritage agricultural traditions ('a story behind it')

Legal and management aspects of heritage conservation

- EU NATURA 2000 regulations in place implying support for keeping an open landscape

Recent/current/eventual legal and administrative development

- Agricultural production remains stable supported by new investments and state support (see above), yet the state ever more considers to support World Heritage agriculture of a token-level and maintain the vast open areas of the Great Alvar by mechanical measures (like alvars on Estonian islands)

ORGANISATIONAL AND INSTITUTIONAL ASPECTS

Institutional role of the heritage tourism-related stakeholders

- Increasing demand for World Heritage-labelled agricultural products in Sweden is hampered by the prohibition of UNESCO-labelled agricultural products, but the managers of the Agricultural Landscape of Öland make their own label.

Coordination of sustainable World Heritage property management

- A comprehensive system of attractive events related to the World Heritage, food and agriculture is established and successfully cherished but with limited impact on tourism or local ways of living



DESTINATION MARKETING ASPECTS

The marketing potential of the Outstanding Universal Value

- The nature centre of Ottenby provides knowledge about the World Heritage

Destination marketing based on other features

- Shifting tourist profiles and growing demand for more 'sun-sand-sea' reduces interest in golf and, particularly, agritourism, but not in Great Alvar, birds and local 'healthy' food

Sustainability awareness

- Footpath erosion and ground-water consumption stay within the limits of acceptable change

Care for the quality of the tourist offer

- Agritourism offer and demand on Southern Öland gradually becomes blended with nature and heritage tourism, and not outcompeting the 3-S tourism demand in the north of Öland

Care for visitor satisfaction

- Increasing number of motorised tourists which come to explore Southern Öland for a day or two, yet their stay is ever shorter

Creative industries and local crafts

- Number of second homes in Southern Öland gradually increases but not drastically, due to high real estate prices, but not because of environmental stress

Heritage tourism product development

- Increasing demand for World Heritage-labelled agricultural products in Sweden is hampered by the prohibition of UNESCO-labelled agricultural products, but the managers of the Agricultural Landscape of Öland make their own label
- Heritage accommodation certification system is absent along with any further restrictions on farming

Heritage tourism marketing innovations

- Ageing professionals in the HORECA sector are less receptive of tourism marketing innovations



ACTIONS AVERTING COINCIDENCE OF THREATS AND WEAKNESSES ('0+' STRATEGY)

SWOT analysis adds a note of realism into strategic planning. For practical purposes, it might be useful to pay more attention to the 'pessimistic' part of the SWOT analysis, i.e., on analysing weaknesses (internal conflicts or bottlenecks) and threats (external conflicts or risks). By matching and analysing weaknesses and threats in various combinations, it is possible to acquire a better picture of potential hindrances to sustainable

development and propose suitable aversion measures. The essential question to be raised and answered in that case should be 'How to avoid or avert the coincidence of a specific weakness (an internal conflict or a bottleneck) and a threat (an external conflict or risk)? Financial and legal aspects are of particular relevance for sustainable heritage tourism planning.

PROPOSED ACTIONS

FINANCIAL AND ECONOMIC ASPECTS

- Engage creative industry adepts who bought second-homes in Southern Öland ('new locals') to participate more actively in the World Heritage Week
- Facilitate wider introduction of airB&B accommodation offers by second-home owners by motivating and educating them to offer additional services (guiding, bike renting, creative workshops)
- Establish closer collaboration relations with the English Lake District World Heritage cultural landscape and exchange the best concepts promoting local pride and sustainability (e.g., Farming Heroes and the Heritage Product from the English Lake District)
- Develop and implement a comprehensive programme of wetland restoration and pool expansion in Southern Öland convincing the farmers in advance to agree on 'trade-offs' particularly relating it to the mitigation of the greenhouse gas emissions from local cattle by carbon sequestration by restored and/or wetlands
- Develop and launch a wide-scale and segment-tailored World Heritage marketing campaign to make the agriculture on Southern Öland more attractive for tourists

LEGAL AND REGULATORY ASPECTS

- Develop and implement a World Heritage 'Storytelling Master Plan' for vivification and animation of the underpinning farming culture creatively adapted from the English Lake District that faces similar challenges of 'concept inflation' and turning the living landscape into an open-air museum

SUSTAINABLE HERITAGE TOURISM DEVELOPMENT ACTIONS

- 1. Promotion of the Heritage Week:** As the local World Heritage managers have a policy to be more working with information “everywhere”, where people are, the World Heritage Week could serve this purpose with further brand building and product development: make visible and develop new World Heritage products as anticipated in the Management Plan. It has a clear purpose: through many and varied activities, carried out by different associations, companies and other stakeholders, together focus and highlight the unique cultural heritage and values of the World Heritage site.
- 2. Cooperation with the nature centre of Ottenby:** At Ottenby Nature Reserve, besides the research at the bird's station, there is also a nature centre. It provides an opportunity for visitors to learn more about local plants, animals, geology and cultural history related to the World Heritage. One of the aims of sustainable tourism development on the Agricultural Landscape of Southern Öland is to develop special birdwatching tourism offers for bird ringing, watching and studying in close cooperation with the nature centre of Ottenby.
- 3. Outdoor experiences in the World Heritage:** The priority interest of the World Heritage managers is to make the visitors to get out of car, move around in the landscape and explore it. There is a need to develop the cycling route network further, first of all, to have two additional cycling routes designed or at least the existing ones better equipped. The World Heritage managers, together with Mörbylånga Municipality, are currently producing a detailed cycling map focusing on 'creating the content'. Another opportunity could be to facilitate and motivate farmers to offer ancillary services, for instance, rent bikes and, at the same time, tell the tourists essential information about the World Heritage. This also implies promoting Southern Öland as an attractive destination for active leisure in the overseas priority markets, for example, Poland and Lithuania.
- 4. Agricultural experiences of the World Heritage:** Rather than focusing on quality programs and certifications for the hospitality sector, the World Heritage managers of Southern Öland believe that education of local actors is one of the answers to tourism sustainability. Also, the Management Plan for the Agricultural Landscape of Southern Öland implies an in-depth dialogue with agricultural companies and other enterprises about the World Heritage as the farmers are the most important stakeholders, not the tourism sector. An opportunity should be provided for the farmers to offer ancillary services, for instance, rent bikes and, at the same time, tell the tourists essential information about the World Heritage.



VIABILITY OF WORLD HERITAGE TOURISM DEVELOPMENT ALTERNATIVES

Three different heritage tourism action alternatives have been developed for each site based on the results of strategic analysis, including SWOT analysis:

1. 'Business As Usual' ('0' Strategy)
2. Actions averting coincidence of threats and weaknesses ('0+' Strategy)
3. Sustainable heritage tourism development priority actions

The aim of the comparative analysis was to check if sustainable heritage tourism development priority actions are more viable than 'Business As Usual' or

averting coincidence of threats and weaknesses. Altogether 10 criteria have been applied with the weighing factors ranging from 1.0 to 4.0:

1. **Efficiency** (weighting factor is 2.0). The first step is to assess which strategy will deliver the most significant socio-economic breakthrough.
2. **Socio-economic** acceptability (w.f. is 3.0). It is necessary to assess which alternative is the best to achieve long term sustainability goals.
3. **Technical feasibility** (w.f. is 1.5). If the strategy requires a new technology to be developed or acquired, then the likelihood of successful implementation is low.
4. **Policy feasibility** (w.f. is 1.0). Unacceptable alternatives that violate the principles of sustainable local development must not be offered.
5. **Suitability** (w.f. is 1.5). A strategy that has a narrower impact range than one whose results cover very different areas is more acceptable.
6. **Reliability** (w.f. is 2.0). Will the implementation bring the expected results and deliver the improvement outlined at the outset of the plan?
7. **Prevalence** (w.f. is 1.0). The option that best fits the prevailing public opinion is preferred.
8. **Flexibility** (w.f. is 3.0). Is the strategy suitable for solving the issues even as circumstances change, new circumstances become evident, new knowledge is acquired.?
9. **Smoothness** (w.f. is 2.0). Assesses the length of time between strategy adoption and implementation.
10. **Implementation costs** (w.f. is 4.0) usually play a decisive role.

The results of the comparative analysis confirmed the initial notion that sustainable heritage tourism development priority actions are more efficient and viable than 'Business As Usual' or averting coincidence of threats and weaknesses.

SUMMARY OF VIABILITY OF WORLD HERITAGE TOURISM DEVELOPMENT ALTERNATIVES

	1	2	3	4	5	6	7	8	9	10	FINAL SCORE
STRATEGY 'BUSINESS AS USUAL' ('0 STRATEGY')	-6.0	-9.0	4.5	-1.0	4.5	6.0	-3.0	-9.0	6.0	12.0	5.0
MITIGATING COINCIDENCE OF WEAKNESSES AND THREATS	2.0	3.0	4.5	0.0	3.0	6.0	-3.0	-6.0	4.0	12.0	25.5
AVAILABLE HERITAGE-BASED TOURISM DEVELOPMENT OPTIONS	4.0	9.0	4.5	3.0	-1.5	6.0	3.0	6.0	6.0	-8.0	32.0

4. GOALS, OBJECTIVES, MEASURES, ACTORS

In this interactive strategic planning methodology, the goals, objectives, measures and actors are interlinked in a GOMA (Goals, Objectives, Measures and Actors) matrix. The implementation of all suggested GOMA measures should tackle the elicited controversies for all planning aspects and allow to achieve the sought vision. Future-proofing is very critical.

Sustainable heritage tourism has to evolve as the community develops to ensure it continues to offer high-quality opportunities. The awareness of this and flexibility in the established plan, as well as proper policy, is critical to sustainable heritage tourism development. There is no end to strategic planning.



Strategic planning is always a work in progress, continually evolving to reflect the challenges faced by the destination. Knowledge is never perfect or finished. It is the process of learning and finding the information that matters. This is what can ensure the sustainability of tourism at the coastal World Heritage destination.

1.ACTION: PROMOTION OF THE HERITAGE WEEK

GOAL: HIGHLIGHT AND PROMOTE THE VALUES OF THE WORLD HERITAGE SITE THROUGH MANY AND VARIED ACTIVITIES.

OBJECTIVES:



Making more visible and developing new World Heritage products.



Establish closer association between the Outstanding Universal Value, conservation goals and the agricultural products and features of Southern Öland.

MEASURES:

- 1.1.Ensure coherence, synergy and continuity of the World Heritage Week by including it into the management, tourism development and conservation plans of Southern Öland, Mörbylånga Municipality and Kalmar County.
- 1.2.Expand the geography of the World Heritage Week by building collaboration links with other UNESCO World Heritage sites and Biosphere Reserves in the Baltic Sea Region.
- 1.3.Create a branding strategy of World Heritage products for further Southern Öland brand building and product development using the World Heritage Week as a tool.
- 1.4.Take efforts to ensure the continuity of the Food in the World Heritage fair related to the World Heritage Week.



Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repository	Facilitators
Human and institutional actors	<ul style="list-style-type: none">• LRF - the Farmers Association• Mörbylånga Municipality	<ul style="list-style-type: none">• Local businesses and societies• Administrative Board of Kalmar County	Linnaeus University	<ul style="list-style-type: none">• The Öland Guide Association• The Swedish Church• The nature centre of Ottenby• The Öland Tourism Organization
Non-human and intangible actors		The line villages of Southern Öland		



2. ACTION: STRENGTHENING COOPERATION WITH THE NATURE CENTRE OF OTTENBY

GOAL: TO WIDEN THE TOURIST APPEAL OF SOUTHERN ÖLAND AS A SUSTAINABLE HERITAGE TOURIST DESTINATION, PARTICULARLY IN THE SHOULDER SEASONS.

OBJECTIVES:

-  Strengthening already existing close links between the Mörbylånga Municipality, and the nature centre of Ottenby in marketing and facilitating the guided and self-guided tours in the nature centre of Ottenby and Ottenby Nature Reserve in the shoulder seasons.
-  Providing an opportunity for visitors to learn more about areas plants, animals, geology and cultural history and their linkage to the agricultural practices on the Great Alvar and coastal areas as the reason for UNESCO-listing.

MEASURES:

- 2.1. Develop at least one special birdwatching tourism offer for bird ringing, watching and studying in close cooperation with the nature centre of Ottenby.
- 2.2. Develop at least one new guided tour programme for an in-depth discovery of the World Heritage in close cooperation with the nature centre of Ottenby highlighting the bird migrations, the biodiversity of the Great Alvar and the heritage of the Agricultural Landscape of Southern Öland.
- 2.3. Apply the IT capacities of the regional academic institutions to develop VR and AR tools for an interactive experiencing of birdlife and heritage farming on Southern Öland at the nature centre of Ottenby

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repositories	Facilitators
Human and institutional actors	<u>Mörbylånga Municipality</u>	<u>The nature centre of Ottenby</u>	Linnaeus University	<ul style="list-style-type: none">• <u>The Öland Guide Association</u>• The World Heritage Council
Non-human and intangible actors		<ul style="list-style-type: none">• Ottenby Nature Reserve• Rich wildlife of Southern Öland		Environmental awareness of visitors



3. ACTION: FACILITATING AGRICULTURAL EXPERIENCES IN THE WORLD HERITAGE

GOAL: TO GIVE FARMERS AN OPPORTUNITY AND ABILITY TO TEACH INTERESTED VISITORS ABOUT THE WORLD HERITAGE IN DIFFERENT WAYS.

OBJECTIVES:

-  Cherishing an in-depth dialogue with farmers, agricultural companies and other rural enterprises as the most important stakeholders about the World Heritage.
-  Attracting more visitors to Southern Öland with awareness of and special interests in heritage, agriculture and nature values of the Great Alvar, especially in the shoulder seasons (September-October and April-May).

MEASURES:

- 3.1. Expanding the network of local associations, individuals, companies and organizations museums who have extensive knowledge of the Great Alvar history and sustainable farming traditions with the aim to develop new rural tourism experience offer.
- 3.2. Create at least one new experience offer catering to the interests of visitors with awareness of and special interest in sustainable farming traditions on Southern Öland, especially in the shoulder seasons.
- 3.3. Launch a comprehensive education and information programme for local farmers and tourism service providers in heritage-based rural tourism sustainability.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repositories	Facilitators
Human and institutional actors	<ul style="list-style-type: none">• LRF - the Farmers Association• Mörbylång Municipality	<ul style="list-style-type: none">• The World Heritage Council• Private owners	Linnaeus University	<ul style="list-style-type: none">• Private stakeholders with knowledge of local sustainable farming traditions• The Öland Guide Association
Non-human and intangible actors		The Great Alvar		Story of Southern Öland as an area with sustainable farming traditions



4. ACTION: FACILITATING OUTDOOR EXPERIENCES IN THE WORLD HERITAGE

GOAL: TO USE MORE ACTIVELY THE WIDE RANGE OF POSSIBILITIES FOR OUTDOOR ACTIVITIES OFFERED IN SOUTHERN ÖLAND.

OBJECTIVES:



Expanding the range of opportunities for heritage-related outdoor activities in Southern Öland.



Making the visitors to get out of car, move around in the landscape and explore it.

MEASURES:

- 4.1. Develop the cycling route network further - to have two additional cycling routes designed and the existing ones better equipped.
- 4.2. Facilitate and motivate local actors to offer ancillary services, for instance, rent bikes and, at the same time, tell the tourists essential information about the World Heritage.
- 4.3. Promote Southern Öland as an attractive destination for active leisure in the overseas priority markets, e.g., Poland and the Curonian Spit.
- 4.4. Launch a long-term marketing programme on social media using influencers for promoting the importance of outdoors in a unique heritage environment for mental and physical health.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repository	Facilitators
Human and institutional actors	Mörbylånga Municipality		Linnaeus University	Outdoor sport associations and stakeholders
Non-human and intangible actors		Outdoor amenities of Southern Öland	The English Lake District	





