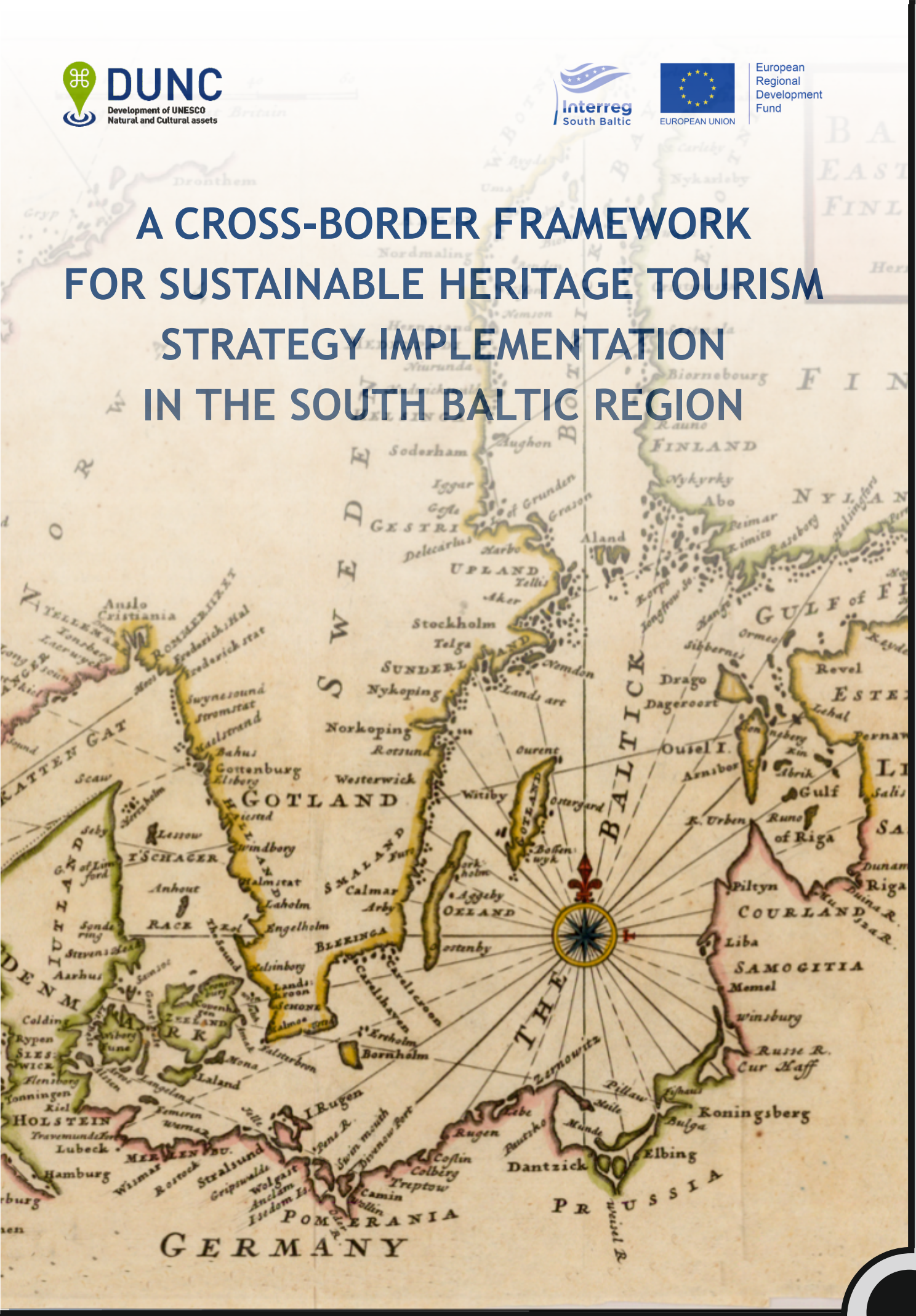


# A CROSS-BORDER FRAMEWORK FOR SUSTAINABLE HERITAGE TOURISM STRATEGY IMPLEMENTATION IN THE SOUTH BALTIC REGION



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Written by: Ramunas Povilanskas (Co-ordinator), Edmundas Greimas, Evaldas Urbonas & Arvydas Urbis. EUCC Baltic Office, Klaipeda, 2020.

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## FOREWORD

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.

DUNC (Development of UNESCO Natural and Cultural assets) was a three-year project of the Interreg South Baltic Programme 2014-2020, part-financed by the European Union (European Regional Development Fund). All the activities within the project were divided into six work-packages: WP1 was dedicated to Management and Coordination, WP2 - Communication and Dissemination, WP3 - Joint Quality Management, WP4 dealt with identification of synergies and collaboration on development and provision of products/services, WP5 - Stakeholder involvement, and WP6 - Long-Term Governance.

The main objective of WP3 of the DUNC project was to jointly form strategies and action plans for the heritage-based sustainable tourism development through exchanging good practices, learning from other South Baltic coastal cultural UNESCO World Heritage sites, and transboundary sharing of best expertise. As a final outcome, it resulted in the Main Output 1 of the DUNC project: Strategies for sustainable tourism and accompanying action plans jointly produced and integrated in or added to management plans. Deliverable 3.2 (a transboundary framework for sustainable heritage tourism strategy implementation in the South Baltic Region), that is, the current document was also the pivotal collaboration result of WP3.

The Deliverable 3.2 provides a solid basis for the continuity of DUNC project achievements. World Heritage 'liveability' is the main keyword in this respect. The essential precondition for the continuity is to cherish 'living heritage', which needs constant and active human care. It also requires the cohabitation in harmony with carefully planned and broadly discussed measures of sustainable adaptation of the World Heritage property for local tourism interests without compromising the Outstanding Universal Value. In this way, the overarching goal of striking the balance between the heritage conservation regulations and tourism development aspirations may be best achieved.

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 as long as possible.

Dr Ramunas Povilanskas, Professor, Klaipeda University  
Vice-President, EUCC - Coastal and Marine Union

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# 1. INTRODUCTION TO THE CROSS-BORDER FRAMEWORK

Measures for successful establishing and long-term maintenance of a cross-border sustainable heritage tourism framework 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 sites as tourism destinations should focus on the key measures best suited for sustainable heritage-based tourism development. A few preconditions must be met and taken advantage of for achieving of anticipated objectives, including proper identification of the key actors for each action. Therefore, after identifying the most appropriate measures, the planners proposed functional roles and responsibilities assigned to different actors.

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.

A comparative analysis has been applied to check if sustainable heritage tourism development priority actions were more efficient and viable than 'Business As Usual' or just averting the coincidence of threats and weaknesses. The results of the comparative analysis have confirmed this initial notion. Actions for reinforcing the cross-border framework for sustainable heritage tourism strategy implementation in the South Baltic Region comprise concrete measures in each of the five South Baltic coastal cultural World Heritage sites.

However, for achieving the long-term goals and medium-term objectives in the development of sustainable heritage tourism in the South Baltic Region and beyond, active and dedicated international collaboration of a wide array of stakeholders is indispensable.



*DUNC project team*

## 1.1. SOUTH BALTIC COASTAL WORLD HERITAGE SITES

As of 2020, there are 1121 World Heritage sites listed by UNESCO in 167 countries worldwide. Of all this abundance and diversity of the sites, we have elicited and focused on the coastal cultural World Heritage ones. A UNESCO-listed property is considered as coastal if it was established or flourished thanks to the sea, maritime trade or coastal processes, even though today it might be further away from the sea (e.g., Ostia Antica, Bruges or Vanha Rauma). Currently, there are 258 coastal and hinterland cultural World Heritage sites: 127 - in Europe, 52 - in Asia, 47 - in the Americas, and 32 - in the rest of the World.

A vast Eurasian continuum of maritime civilizations, crafts, industries, trade, commerce, warfare and other sea-related activities - from Europe to the Far East - has engendered the largest number of coastal cultural UNESCO World Heritage sites. It comes as no surprise that almost half of all coastal cultural World Heritage sites are in Europe bearing in mind a long cultural tradition of coastal and maritime economy and a very indented coastline of Europe. Most of these coastal cultural World Heritage sites throughout Europe are, at least partially, restored, well preserved and became appealing assets for tourism development of various kind - from cultural tourism to cruise ship calls.

Five of the 258 coastal cultural World Heritage sites in the World are either transboundary ones or listed in more than one country, including the Curonian Spit, a transboundary coastal cultural landscape in the South Baltic Area shared by Lithuania and the Russian Federation. Altogether, there are 17 coastal and hinterland cultural UNESCO World Heritage sites in the South Baltic Region: one heritage city of European naval history, two prehistoric cultural World Heritage sites at the seaside, three cultural landscapes at the seaside, three properties of modern coastal architecture and industry, and eight properties of the classical European coastal cultural heritage.

The South Baltic Region is an area where coastal cultural World Heritage sites, without exaggeration, are unique on the World scale. Throughout the Middle Ages and modernity, it was the playground of Northern European superpowers (including the Hanseatic League). Nowadays, there is a strong added value in coastal cultural World Heritage sites in the South Baltic Region since these are valuable assets for sustainable tourism development. Hence a South Baltic seaside-cum-heritage experiential tourism cluster arises comprising World Heritage sites, seaside resorts, coastal cities and creative sector outlets sharing a common vision, the essential brand elements, unique selling points, and iconic images.

Promotion of sustainable coastal and maritime tourism in the South Baltic Region is among the key priorities of the Interreg South Baltic Programme 2014-2020. The Programme aims at unfolding South Baltic's potential for blue and green growth through cross-border cooperation between local and regional actors from Denmark, Germany, Lithuania, Poland and Sweden. Regarding tourism, the Programme aims to increase the development of the South Baltic natural and cultural heritage assets into sustainable tourist destinations. In this effort, the Interreg South Baltic Programme focuses on blue and green tourism services, products and tools that help to increase the number of visits in cultural and natural heritage sites.

DUNC is a transboundary cooperation effort of seven partners located in Germany, Lithuania and Sweden. Five of the project partners - Municipality of Karlskrona (Lead Partner, Sweden), Municipality of Mörbylånga (Sweden), Curonian Spit National Park Administration (Lithuania), Hanseatic City of Stralsund (Germany), and Hanseatic City of Wismar (Germany) - represent four South Baltic coastal cultural UNESCO World Heritage sites: the Naval Port of Karlskrona, the Agricultural Landscape of Southern Öland (both in Sweden), the Curonian Spit (Lithuania/Russia), the Historic Centres of Stralsund and Wismar (Germany).



In the South Baltic Region (in a broad sense), there are 17 coastal and hinterland cultural UNESCO World Heritage sites:

- 8 properties of classical cultural heritage of Europe at the seaside
- 3 cultural landscapes at the seaside
- 3 properties of modern architecture and industry at the seaside
- 2 prehistoric cultural World Heritage sites at the seaside (Jelling Mounds and Hedeby/Danevirke Border Complex)
- 1 heritage city of European naval history (Karlskrona)

However, there are cases, when areas featured by outstanding heritage values prefer not to be included into the prestigious list of UNESCO World Heritage sites, e.g., Gdańsk (PL) or Bornholm (DK).



*Coastal and hinterland cultural UNESCO World Heritage sites in the South Baltic Region (in a broad sense)*

There are certain management challenges that are specifically pertinent to the UNESCO Coastal World Heritage Sites of the South Baltic Region:

- Local communities have to play the lead role in the process of designating their sites as World Heritage properties. Hence scepticism from a broader array of local stakeholders regarding the top-down World Heritage designation process backed up by fears to lose control in decision-making on site governance.
- Active community involvement into World Heritage conservation is probably the biggest and, definitely, a recurrent challenge: to help stakeholders understand the obligations of living and doing business in a World Heritage site, the responsibilities that come with it, as well as demonstrating the opportunities that accompany the designation. A narrow stakeholder representation is the main problem.
- It often happens that a few stakeholders that are more active or better positioned, e.g., the conservation authorities, dominate the decision-making over the heritage designation and management. There is no ready recipe for ensuring community participation, but most experts agree that some structure to manage the issues and resolve conflicts on a heritage property scale is required.

## 1.2. JOINT MISSION AND VISION



The ultimate purpose of strategic planning of sustainable heritage tourism development is to connect three essential strategic aspects into a single and effective cross-border framework for sustainable heritage tourism strategy implementation in the South Baltic Region:

destination's **mission** - defining the criteria for sustainable heritage tourism of the South Baltic Region as a transboundary World Heritage-based tourism area;

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 South Baltic Region as a transboundary World Heritage-based tourism area responds to the question 'Why do we need sustainable heritage tourism and how do we want to achieve it? As agreed by the DUNC project partners, it is as follows: *To connect people and develop tourism strategies that help build inclusive communities, provide 'future-friendly' economic growth and safeguard coastal heritage assets for future generations.*

Meanwhile, the definition of the common vision for the South Baltic Region as a transboundary World Heritage-based tourism area responds to the question 'What should the South Baltic UNESCO World Heritage sites be as tourism destinations relying on their uniqueness? Hence the **Vision Statement**: *Coastal UNESCO World Heritage sites of the South Baltic Region are role models for sustainable tourism development.*



### 1.3. WHAT IS SUSTAINABLE HERITAGE TOURISM

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.



## 2. SUSTAINABLE HERITAGE TOURISM THEMES

### 2.1. GERMANY

#### 2.1.1. HISTORIC CENTRE OF STRALSUND AND JASMUND NATIONAL PARK

The best way to elicit the **vision** statement is to browse the websites presenting the UNESCO World Heritage sites as tourist destinations.

The websites of the Hanseatic City of Stralsund and Jasmund National Park highlight a few common features such as:

-  A unique coastal location and impressive Brick Gothic architecture (Stralsund)
-  On the famous steep white chalk coast, shady green forests meet the blue of the Baltic Sea (Jasmund)
-  St Mary's, St Nikolas' and St James' churches are impressive monuments bearing witness to city's former wealth and status (Stralsund)
-  World natural heritage beech forests - extraordinary, valuable and unique world-wide (Jasmund)

Hence the **Vision Statement** of the World Heritage region of Northwest Pomerania as a sustainable heritage tourism destination is as follows: *“to cherish and promote sustainable heritage tourism offering visitors enjoyment of a unique combination of UNESCO World cultural and natural heritage in the most exciting South Baltic coastal environment”*

Based on the results of investigations, one sustainable heritage tourism theme has been elicited as common and pivotal for the entire World Heritage tourism region of Northwest Pomerania. This pivotal theme caters for the appeal of Northwest Pomerania as an attractive cultural, nature and multi-purpose tourism destination on a national and international tourism markets:

**Facilitating sustainable heritage tourism through dedicated conservation efforts in Stralsund and Jasmund**





## FACILITATING SUSTAINABLE HERITAGE TOURISM THROUGH DEDICATED CONSERVATION EFFORTS IN THE HISTORIC CENTRE OF STRALSUND AND JASMUND NATIONAL PARK

### MAIN HIGHLIGHTS:

- 📌 The primary challenge of the sustainable World Heritage tourism development in the Historic Centre of Stralsund and Jasmund National Park is to take adequate measures to prolong the stay of those visitors who come to Stralsund and Jasmund National Park just for a weekend or for a day.
- 📌 The tourism managers in both Stralsund and Jasmund National Park have to take active measures to increase the number of visitors staying overnight in the spring shoulder season (April-June) to avoid congestion in the summer peak season.
- 📌 Various incentives (heritage-themed festivals, other entertainment offers, fiscal incentives to HORECA businesses) could facilitate an earlier start of the high tourist season and, eventually, the gained momentum could help to prolong the high season till the very 'velvet autumn'.
- 📌 The focus of tourism managers should be on enhancing efforts to cultivate traditional crafts, to preserve a heritage fabric of the Historic Centre of Stralsund and the integrity of the ancient beech forest ecosystems in Jasmund National Park, and to broaden the scope of those activities.





## 2.1.2. HISTORIC CENTRE OF WISMAR<sup>1</sup>

### VISION

The positioning vision of Wismar as a sustainable tourist destination was explicitly defined in the Tourism Concept for the Hanseatic City of Wismar developed by a renowned tourism consultant *dwif-Consulting GmbH* in collaboration with the Tourist Office of Wismar:

*Aspiring World Heritage city by the Baltic Sea*

### TOURISM THEMES:

*dwif-Consulting GmbH* in collaboration with the Tourist Office of Wismar have identified essential themes for the increasing of tourism competitiveness in Wismar, including sustainable heritage tourism development. All three belong together inextricably and develop only part of their potential power without the other:

- I. Strengthening cooperation among stakeholders in Wismar
- II. Initiating the process of developing “Hanseatic and World Heritage Wismar 2029”
- III. Increasing service and product quality and sustainability



<sup>1</sup>Based on the Concept of Tourism Development in the Hanseatic City of Wismar (2019) by *dwif-Consulting GmbH*

## STRENGTHENING COOPERATION AMONG STAKEHOLDERS IN WISMAR

### MAIN HIGHLIGHTS








- Individual positioning and strengthening of togetherness in Wismar do not mean isolation or going it alone, but self-conscious and pragmatic activities with partners of all kinds. The individual existing businesses should orient themselves towards positioning: every opportunity must be used to strengthen cooperation.
- The guests should above all feel and experience the positioning with all their senses. The success of positioning will be all the greater, the better it is possible to create a holistic, consistently customer-oriented Wismar experience around positioning along the entire Customer Journey. The prerequisite for success is that as many tourism-related actors and institutions as possible set off together and significantly strengthen their goal-oriented cooperation.
- Ideally, all service providers from the accommodation industry, gastronomy, leisure and cultural industries, retail, other tourism-related services and also the population and administration are aware of the already established positioning (the vision of the destination) and radiate it.
- What all actors carry on the way to recognizing the positioning is lively internal marketing, good cooperation between all actors.
- For example, the pubs and restaurants in Wismar are often so far apart that a coherent, inviting atmosphere cannot be achieved for the “strolling” visitor. A joint initiative of all actors could help.
- A strong cooperation is the drive for the development of a common identity. The appropriate consideration of all interests will ensure sustainable growth that strengthens the local identity.
- Personal get-togethers can be organized like classic tourism days or as fresh and modern meetups.
- Wismar Herring Days is a good example. The festival starts the tourist season. Its aim is to honour the economic importance of the herring for Wismar over the centuries.
- At the request of the Wismar Seaport (Seehafen Wismar GmbH), the Tourist Office of Wismar took an initiative to organize an interest group of sustainable cruising industry. Recently, the topics of criticism of the cruise industry and logistical challenges during cruise calls were discussed among the participants in the interest group. Proposals were jointly worked out how the variety of opinions about the influence of cruise shipping on the Hanseatic city of Wismar can be coordinated.















## INITIATING THE PROCESS OF DEVELOPING “HANSEATIC AND WORLD HERITAGE WISMAR 2029”

### MAIN HIGHLIGHTS

-  Wismar offers the best conditions among the Hanseatic towns for high-quality events in an appealing atmosphere. Various events are already firmly anchored in the calendar with the existing festivals such as the Herring Days, the Harbour Festival and the Sweden Festival attracting visitors.
-  World Heritage City days celebrate the foundation of Wismar, the evidence of the Hanseatic League, the harbour, the imposing brick Gothic and the beautiful cityscape that have resulted in the old town of Wismar, together with Stralsund, being UNESCO-listed as a World Heritage Site.
-  A World Heritage self-guided trail was built comprising six educational sites with artworks from brick and stainless steel between the Friedenshof district and the old town. Texts in German and English convey information about the World Heritage in an entertaining way. The route motivates visitors to leisure facilities and hotels in the Friedenshof district to leave their cars and walk into the old town by foot.
-  The Hanseatic City of Wismar is responsible for the exhibitions in the town hall cellar, in the tower of St. Mary's, in the Schabbell and in the World Heritage House. The St. Mary's Forum was completed in 2020. The culture and history of this place is once again visible and tangible in terms of design and content. With the summer exhibitions, the range and opportunities of the heritage-themed exhibitions is expanded.
-  The anniversary "20 years of world heritage" is celebrated in Wismar. "Two cities - one legacy" is the motto of the two world cultural heritage sites in Mecklenburg-Western Pomerania, the Hanseatic cities of Stralsund and Wismar. Both sites will be enlivened in a special way on the occasion of the anniversary. At the same time, their level of awareness is to be increased and the world heritage idea communicated.
-  Aspiration for the year 2029: All major construction projects have been successfully completed. The mobility infrastructure is adapted to the needs of all city users. The storage facilities in the old port are put to use: tourist use, local recreation, art and the creative scene mix. Shipyard tourism has started. Access to the water has been created. The world cultural heritage can be visited and experienced gastronomically and culturally. Attractive exhibitions bring additional added value.
-  In 2029, the 49th International Hanseatic Congress will take place in Wismar. Then 1,600 delegates from 16 nations will arrive here on the Mecklenburg Baltic Sea coast, over 190 cities of the International Hanseatic League will present themselves. The Hanseatic League and the annual meetings of this federation symbolize the continuation of the traditions from the heyday of the Hanseatic League. It's about intercultural cooperation and the bundling of interests, collaborations and engagement across borders.
-  Wismar can make a name for itself by giving impulses to the world for shaping the future. No other World Heritage city has done this consistently and systematically, so Wismar can build up a reputation as a laboratory of the future, with a focus on topics that belong here, that are at home here and therefore authentic for Wismar.

## INCREASING SERVICE AND PRODUCT QUALITY AND SUSTAINABILITY

### MAIN HIGHLIGHTS

-  The target groups for Wismar increasingly expect individuality instead of standard when it comes to quality. This applies to all guests, with and without mobility restrictions - comfort is the key.
-  In terms of sustainability in particular, Wismar has some catching up to do with its competitors and consequently needs a comprehensive sustainability offensive. Future topics are digitization development in tourism and sustainability.
-  Modernization and repairs of the coastal cycling route, including supplying it with e-charging stations, are of the utmost urgency so that this route does not lose interest among cyclists.
-  The satisfaction of the guests with the gastronomy offer in downtown Wismar is still expandable, in particular the variety and the range of regional specialties. The restaurateurs offer a wide range of culinary delights, but it can be stated that there is no outstanding, authentic and attractive gastronomy. There is still a lack of innovative and jointly developed concepts for revitalization, especially in the early evening hours.
-  With the newly initiated offer of the Marienkino, the art and culture offer became broader. On the last Wednesday of each month, when “Bruno Backstein ends work” (Bruno Backstein is the protagonist of an animated 3-D film on brick architecture), Arthaus films, episodes of the popular crime series “SOKO Wismar” or other productions related to the city are shown in the wonderful backdrop of St. Mary's in cooperation with the Filmbüro Mecklenburg-Vorpommern.
-  The brisk activity of MV WERFTEN in Wismar in the construction of the oceanic cruise ships is obvious. Wismar residents and guests are increasingly interested in it. A tour of the shipyard in Wismar is not possible at the moment for logistical and safety reasons. Nevertheless, there are opportunities to witness the construction of cruise ships without being at the shipyard in the digital way, using VR devices and visualizations at the Old Harbour.
-  The Dalbensteg and the terminal building was realized in 2020. The multifunctional open space (event area) between the stores represents a season-lengthening measure for tourism, stay, games and events. Visitors have a view of the water, the cog and the city skyline.
-  Age-independent play opportunities for everyone are to be integrated there as well as information points with historical references to the immediate vicinity of the granaries and the old port. The creation of the urgently needed and required recreational and green spaces can be implemented promptly.
-  The traditional maritime centre at the Old Harbour offers insights into the development of Wismar during the Hanseatic period, provides information about the construction of the Poeler cog “Wissemara”, the restoration of the pilot schooner “Atalanta” and the fishing boat “Marlen” and shipbuilding on the Wismar shipyard from 1946 to the present with a view of the future.
-  Topographically, the connection to water is present in several places. Wismar is the southernmost navigable port of the Baltic Sea. There are various streams, bodies of water such as the mill pond, the beach in Wendorf with the pier and a water feature in the old town.



- Small cruise ships already tour the Southern Baltic Sea, but rarely leave the main routes to the established larger ports. Wismar can become an important port of call for small-scale cruise ships in the South Baltic Area if a number of pre-conditions are successfully met.
- The city of Wismar is currently evaluating some practical technologies with regard to outdoor IT solutions, for example audio technology in which battery-operated sensors emit an ultrasound signal, which is recognized by an app installed on the smartphone via the microphone and then triggers interaction with the user.
- There is the risk of losing the quality and appeal of the city festivals if the offer and procedure are similar or even the same every year. The Sweden Festival is to be held by an external organizer. The concept is basically based on the previous process, but with new ideas it promises to be even more attractive.
- The city administration, but also local associations and institutions, regularly offer guided tours, theatre performances, exhibitions, concerts and lectures. The events take place in the relevant cultural institutions of the city, but also in the large city churches and the phanTECHNIKUM, which is the exhibition site of the Technical State Museum for the public interested in technology and industrial history.
- Individual cultural performances are of particular importance in the annual program, such as the NDR concerts in St. George Church, which are also well-known across the region, or the international street theater festival BoulevART, which takes place every two years.
- The demand shows that sustainability increasingly influences the decision to stay in a destination. Wismar should take advantage of this opportunity and make positive progress with its further tourism development with suitable measures and actions.



## 2.2. LITHUANIA / RUSSIAN FEDERATION

### 2.2.1. CURONIAN SPIT

#### VISION

The best way to elicit the **vision** statement for sustainable heritage-based tourism development on the transboundary World Heritage site like the Curonian Spit deemed to be an interactive exercise.

It was agreed that the definition of the vision should not be overly sophisticated. The more concise the definition of the vision is, the more likely other people are to accept it.

Hence **the Vision Statement** of the Curonian Spit as a transboundary sustainable heritage-based tourism destination is as follows:

*“to preserve the cultural landscape of outstanding symbolic and universal value of the continuous interaction of humans with nature so that wherever tourists go they could see evidence of the World Heritage features”*

#### TOURISM THEMES:

Based on previous investigations, two sustainable heritage-based tourism themes have been elicited as common and pivotal for the entire trans-boundary UNESCO World Heritage cultural landscape.

Both pivotal themes build a synergy and cater for the appeal of the Curonian Spit as an attractive multi-purpose tourism destination on a national and international cultural and nature tourism markets:

- I. **Coherent nature management and cross-border educational tourism on the Curonian Spit**
- II. **Cherishing traditions of artisanal fisheries, architecture of traditional fishing villages and fish gastronomy**





## COHERENT NATURE MANAGEMENT AND CROSS-BORDER EDUCATIONAL TOURISM ON THE CURONIAN SPIT

### MAIN HIGHLIGHTS:

- 🦶 The primary challenge of promoting the Curonian Spit as a tourism destination is to create attractive offers catering to outdoor experiences curated for various shoulder season visitor groups to avoid congestion in the summer peak season, and to increase the number of visitors staying overnight.
- 🦶 The priority on both sides of the Curonian Spit is given to the expansion of the network of self-guided hiking trails - from restoring the pre-war network of footpaths based on historical documents to better connecting of self-guided hiking trails with mobile dune lookouts.
- 🦶 However, to appreciate the World Heritage and experience the uniqueness of the Curonian Spit, people need to get into nature with a professional guide.
- 🦶 The educational tourism zones are designated for guided visits on specially arranged trails, for wildlife- and bird watching guided tours, and for environmental education.
- 🦶 Dedicated conservation efforts for the World Heritage landscape combine protection of cultural landscape values and include the maintenance of the main structural elements: the Great Curonian Dune Ridge and the foredune of the Baltic Sea, an open coastal plain (palve) on the Curonian Lagoon coast and deflation hummocks (kupstynė) at the foot of grey and mobile dunes.
- 🦶 On the territory of both national parks, access to the seaside will continue to be allowed only in specially designated places. Visitors should be prevented from hiking on the Baltic Sea beach in the strict reserve areas.
- 🦶 The Curonian Spit is traditionally attractive to nature lovers. Its abundant birdlife has long since attracted visitors who appreciate nature. Sustainability awareness is high among the guests, especially birdwatchers.
- 🦶 Numerous visitor centres and nature museums on both sides of the Curonian Spit provide an opportunity for visitors to learn more about wildlife, geology and cultural history that are linked to the World Heritage.
- 🦶 Various incentives (heritage-themed festivals, other entertainment offers, fiscal incentives to HORECA businesses) could facilitate an earlier start of the high tourist season and, eventually, the gained momentum could help to prolong the high season till the very 'velvet autumn'.
- 🦶 The tourism managers on both sides of the Curonian Spit have to develop and apply an advanced marketing mix combining dedicated online and offline marketing measures aimed to make the seaside visitors discover the World Heritage treasures of the spit.
- 🦶 The Curonian Spit claims the highest number of sunshine hours on the southeast Baltic seacoast. Although the heaviest rainfall occurs in July, yet, a long summer daylight makes the summer climate particularly pleasant suitable for diverse seaside leisure.
- 🦶 The world's first bird-ringing station was established in Rossitten (Rybachy). Bird ringing is still carried out on both the Lithuanian and Russian sides of the Curonian Spit.

## CHERISHING TRADITIONS OF ARTISANAL FISHERIES, ARCHITECTURE OF TRADITIONAL FISHING VILLAGES AND FISH GASTRONOMY

### MAIN HIGHLIGHTS:

- 🦅 The focus of tourism managers on the Curonian Spit is on broadening the scope of offered activities by engaging seaside visitors and maritime tourists as the essential target groups into educational activities related to artisanal fisheries, boatbuilding, architecture of fishing villages and fish gastronomy.
- 🦅 Only few visitors of the Curonian Spit are really aware about the origin and quality of the fish served at local restaurants, which is ever less from the Curonian Lagoon or freshly landed.
- 🦅 Even less visitors know that ornamental traditional weather vanes on the ethnographic boats reflect the 19th century pattern of division of lagoon areas for fishing among the villages around the Curonian lagoon.
- 🦅 Catering for experience tourists with special theme weeks during shoulder seasons with a different focus on World Heritage (such as period cuisine and clothing, music and Imperial seaside resort architecture).
- 🦅 Lectures to visitors where they can learn more about the local traditions of artisanal fisheries and fish gastronomy.
- 🦅 Conservation of traditional features of the fishing villages should be the primary focus on both sides of the Curonian Spit.
- 🦅 The synergy of cherishing the heritage of artisanal fisheries and water tourism includes promotion and support for the usage of ethnographic boats - Kurenas - by providing information assistance and involvement in collaboration projects, promotion and facilitation of excursions, including cross-border ones, to explore the Curonian Spit from the lagoon by ethnographic and period boats.
- 🦅 It is necessary to position internationally the entire Curonian Spit as an indispensable stopover within the Baltic Sea motorized and cycling tourism circuit, especially when the visa-free entry to the Russian side of the Curonian Spit facilitates crossing the entire spit without red-tape difficulties.
- 🦅 Located on the northernmost end of the spit, the Lithuanian Maritime Museum is frequented by the majority of the summer visitors, especially families visiting the Curonian Spit on summer holidays. Therefore, museum should be better integrated into the education activities of the national park on cherishing traditions of artisanal fisheries, boatbuilding, architecture of fishing villages and fish gastronomy.
- 🦅 The Curonian Spit being an important 'stepping stone' of the northeast Atlantic flyway for migratory birds should use this fact for international nature and educational tourism marketing also establishing a yet another connection for the Curonian Spit with other Baltic Sea coastal protected and World Heritage areas, e.g., Southern Öland and Rügen.
- 🦅 Dedicated efforts should encourage vacationers to go to the seaside beach on foot and to travel on the Curonian Spit by bike, including transferring the knowledge on bicycle interactive stops approbated in Kuršių Nerija National Park during the DUNC project to Kurshskaya Kosa National Park.



## 2.3. SWEDEN

### 2.3.1. AGRICULTURAL LANDSCAPE OF SOUTHERN ÖLAND

#### VISION

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.*

#### TOURISM THEMES:

From the in-depth analysis of current tourism features in Mörbylånga 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:

- I. **Experiencing the pre-history, history, rural and creative idyll of Southern Öland**
- II. **Experiencing the nature of the Great Alvar**



## EXPERIENCING THE PRE-HISTORY, HISTORY, RURAL AND CREATIVE IDYLL OF SOUTHERN ÖLAND

### 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.





## 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.



## 2.3.2. NAVAL PORT OF KARLSKRONA

### VISION

For eliciting the sustainable heritage tourism **vision** of the Naval Port of Karlskrona, we refer to the World Heritage Management Plan approved by the World Heritage Council. We also refer to a vision of tourism provided by the municipal Tourism Office highlighting the Naval Port of Karlskrona as a unique experience:

*“Karlskrona's impressive and well-preserved architecture and town plan gained the town World Heritage status in 1998, and everywhere you go you can see evidence of this”.*

Hence **the Vision Statement** of the Naval Port of Karlskrona as a sustainable heritage tourism destination is a combination of both statements: *to promote the Naval Port of Karlskrona as an exemplary sustainable and living World Heritage so that wherever tourists go, they could see evidence of this.*

### TOURISM THEMES:

From the in-depth analysis of current tourism features in Karlskrona Municipality and Blekinge County, we can discern three essential sustainable heritage tourism themes necessary to address in the sustainable heritage tourism Action Plan for the Naval Port of Karlskrona as a coastal cultural World Heritage property:

- I. **Maritime Heritage Tourism in the Naval Port of Karlskrona**
- II. **Baroque Heritage Tourism in Karlskrona**
- III. **Living Heritage by the Baltic Sea**

These three key themes build synergy and cater for the appeal of Karlskrona as an attractive heritage tourism destination on the national and international cultural, family and multi-purpose tourism markets.





## MARITIME HERITAGE TOURISM IN THE NAVAL PORT OF KARLSKRONA

### MAIN HIGHLIGHTS:

- ⚓ The Naval Port of Karlskrona, which includes naval installations that illustrate its subsequent development up to the present day, is the best-preserved and most complete of the surviving European naval cities.
- ⚓ Karlskrona has served as a pattern to other naval ports around the world many of which are in their turn also listed by UNESCO as World Heritage sites (e.g., Suomenlinna in Finland).
- ⚓ Located on the island of Stumholmen in the heart of Karlskrona, the National Naval Museum (Marinmuseum) is Sweden's national museum for the history of the Swedish Navy. As the name implies, its main focus is on Sweden's naval defence and history of the Swedish Navy.
- ⚓ The Naval Port of Karlskrona still functions as an active naval base. However, even the restricted zone is relatively open for guided tours. Good collaboration with the military on heritage conservation is not so frequent on a global scale. The case of Karlskrona is exceptional since the military presence and the innovative use of the naval base is part of the long-lasting tradition.



## BAROQUE HERITAGE TOURISM IN KARLSKRONA

### MAIN HIGHLIGHTS:

- ⚓ Having been founded as a royal naval base for the Swedish fleet in 1680, Karlskrona is noted for its Baroque architecture and, presumably, was the site for grandiose plans of King Charles XI of Sweden to found a new capital of the Swedish Empire here.
- ⚓ Karlskrona was purposely planned to represent Sweden as the most significant military power of the Baroque period. The centre of Karlskrona was designed according to the utopian image of an ideal city.
- ⚓ The Grand Square (Stortorget) of Karlskrona is the largest main city square in Scandinavia. It follows the ideal design of how the imperial capital of a European superpower should look like.
- ⚓ Nordic Baroque architecture was inspired by Northern Italian Baroque. However, in Sweden, its own, domestic version of Baroque aesthetics emerged with a greater influence of the Roman Baroque, named Caroline art after the Swedish kings that ruled in the 17th and 18th Centuries.





## LIVING HERITAGE BY THE BALTIC SEA

### MAIN HIGHLIGHTS:

- ⚓ Karlskrona is a regional cultural hub of the Baltic Sea scale pioneering new approaches in cultural collaboration among the Baltic coastal cities including sustainable World Heritage tourism promotion.
- ⚓ Karlskrona and its surroundings offer a wide range of possibilities for outdoor activities, on land as well as on and in water. The hope is to coordinate these activities and to further develop and create some major events.
- ⚓ The Naval Port of Karlskrona is included into the buffer zone of Blekinge Archipelago Biosphere Reserve (UNESCO Man and Biosphere Programme, declared in 2011) offering wide opportunities for building sustainable heritage, coastal and archipelago tourism synergies.
- ⚓ Karlskrona enjoys a unique geographical situation, and, as a result, excellent links with the southern coast of the Baltic Sea offering convenient opportunities for inbound tourism.
- ⚓ Karlskrona already have activities like Karlskrona Swimrun and “Kustjagaren” (running and swimming competitions in the archipelago) while new outdoor tourism offers include scuba diving to the numerous ship wrecks.



### 3. GOALS, OBJECTIVES, MEASURES, ACTORS

#### 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



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.

The sustainability of heritage-based tourism strengthens as the local community and World Heritage wardens embrace high-quality tourism as an opportunity to balance conservation and development goals. The awareness of this and flexibility of the established plan, as well as proper policy measures, are critical to sustainable heritage tourism long-term 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.

## 3.1. GERMANY

### 3.1.1. HISTORIC CENTRE OF STRALSUND AND JASMUND NATIONAL PARK

#### 1. ACTION: DEDICATED TRANSPORTATION PLANNING

**GOAL: TO PROMOTE SUSTAINABLE PUBLIC AND LEISURE TRANSPORTATION IN NORTHWEST POMERANIA.**

#### OBJECTIVES:



Encouraging the use of public transport in the city centre.



Promoting of a wider use of bicycles in the centre of Stralsund and on the Island of Rügen.

#### MEASURES:

- 1.1. Develop a comprehensive plan for encouraging the use of local public transport in the Historic Centre of Stralsund, which would mean fewer cars and less parking problems.
- 1.2. Develop the network of the bike paths, signage and visitor guidance in the Historic Centre of Stralsund.
- 1.3. Introduce a modern 'smart barrier' car flow control and filtering system, as well as flexible parking fees in the Historic Centre of Stralsund.
- 1.4. Upgrade and supplement the existing interactive itineraries for cyclists and develop new ones specifically offering UNESCO-themed biking opportunities in Stralsund and on the Island of Rügen.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repository	Facilitators
Human and institutional actors	Stralsund Municipality	<ul style="list-style-type: none"><li>• Jasmund National Park</li><li>• The World Heritage Advisory Board</li></ul>	Stralsund Tourism Office	Tourismusverband Insel Rügen e.V
Non-human and intangible actors	Management plans for the World Heritage properties	<ul style="list-style-type: none"><li>• Cycling routes</li><li>• NATURA 2000 management plans</li></ul>		<ul style="list-style-type: none"><li>• Biodiversity in Jasmund</li><li>• Hanseatic Legacy</li><li>• Swedish Legacy</li></ul>





## 2. ACTION: JOINING THE WORLDWIDE TRENDS FOR SUSTAINABLE TOURISM

**GOAL: TO PROMOTE THE WORLDWIDE TREND FOR SUSTAINABLE TOURISM-RELATED PRODUCTS IN NORTHWEST POMERANIA.**

### OBJECTIVES:



Positioning Northwest Pomerania as a sustainable tourism region of a European scale.

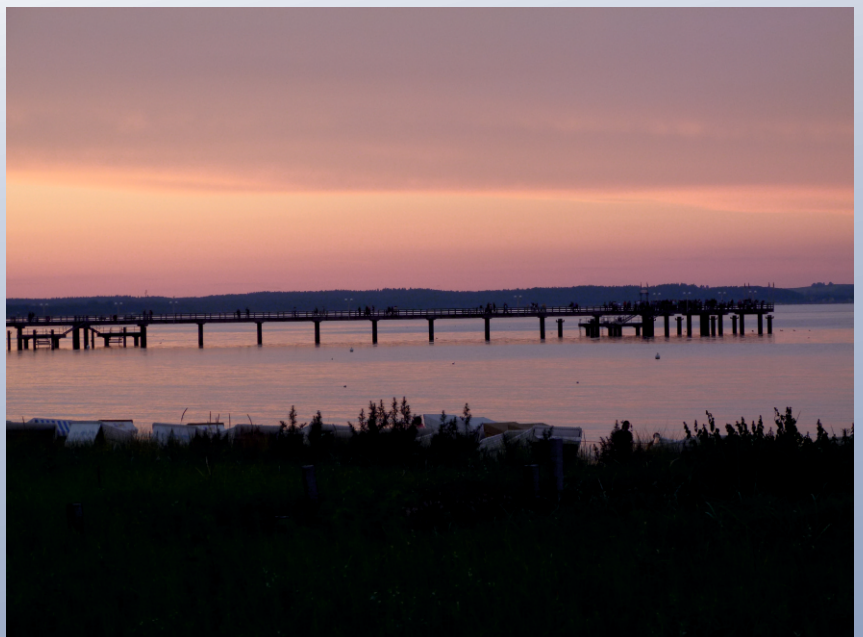


Strengthening the competitiveness of the regional tourism offer relying on the uniqueness of Northwest Pomerania as a seaside tourism 'honey pot' and a UNESCO 'Triple Crown'.

### MEASURES:

- 2.1. Transfer the best practice from the English Lake District to reward those entrepreneurs from HORECA and related sectors that invest in quality through greater exposure to the World Heritage marketplace.
- 2.2. Facilitate wider introduction of airB&B accommodation offers by educating and motivating flat owners to offer additional services (e.g. free bikes) for guests.
- 2.3. Establish collaboration with the rural and manor tourism hosts in the hinterland as well as cross-border package tour operators in the Polish Voivodeship of West Pomerania.
- 2.4. Join the international Cittaslow movement by Stralsund and Sassnitz.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repositories	Facilitators
Human and institutional actors	Stralsund / Sassnitz municipalities	<ul style="list-style-type: none"><li>• HORECA service owners</li><li>• Heritage tour guides</li></ul>	Stralsund Tourism Office	Tourismusverband Insel Rügen e.V
Non-human and intangible actors		<ul style="list-style-type: none"><li>• Biodiversity in Jasmund</li><li>• Hanseatic Legacy</li><li>• Swedish Legacy</li></ul>	The English Lake District	<ul style="list-style-type: none"><li>• NATURA 2000 management plans</li><li>• Chalk cliffs</li><li>• The Royal Line</li></ul>



### 3. ACTION: EXPANDING THE ENTERTAINMENT OFFER IN THE HISTORIC CENTRE OF STRALSUND

**GOAL: TO ENLIVEN THE WORLD HERITAGE CITY.**

#### OBJECTIVES:



Expanding the tourist season in Stralsund by introducing more heritage-related events in the shoulder seasons.



Strengthening the appeal of Stralsund as a heritage tourism destination.

#### MEASURES:

- 3.1. Create wider awareness of the World Heritage and the Outstanding Universal Value through events, e.g., Organ days or similar in the shoulder seasons, especially, in spring.
- 3.2. Take dedicated efforts to blend 'Ostalgie' with the Hanseatic, Swedish and Imperial legacy in Stralsund and on Rügen.
- 3.3. Take dedicated efforts to develop an app specifically dedicated to introduce young visitors to the Outstanding Universal Value of the Historic Centre of Stralsund in an engaging way.
- 3.4. Strengthen the image of events and festivals as Heritage-themed celebrations.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repositories	Facilitators
Human and institutional actors	Stralsund Tourism Office	<ul style="list-style-type: none"> <li>Stralsund Municipality</li> <li>HORECA service owners</li> </ul>	<ul style="list-style-type: none"> <li>Stralsund Museum</li> <li>Heritage tour guides</li> </ul>	<ul style="list-style-type: none"> <li>St. James Church</li> <li>St. Mary's Church</li> <li>Maritime Museum</li> <li>Ozeaneum</li> </ul>
Non-human and intangible actors		The Town Hall and Old Market Square of Stralsund		<ul style="list-style-type: none"> <li>Wallenstein Days festival</li> <li>Hanseatic Legacy</li> <li>Swedish Legacy</li> <li>The Royal Line</li> </ul>





#### 4. ACTION: IMPROVING QUALITY OF NON-WORLD HERITAGE-RELATED TOURISM SERVICES

**GOAL: TO ENSURE ACTUAL SUSTAINABILITY OF TOURISM IN NORTHWEST POMERANIA AS POPULAR SUMMER TOURIST DESTINATION**

##### OBJECTIVES:



Facilitating the usage of reusable convenience items by visitors to the World Heritage sites.



Avoiding garbage and pollution in the most frequented tourist sites.

##### MEASURES:

- 1.1. Facilitate the usage of reusable coffee cups in the World Heritage sites.
- 1.2. Facilitate the usage of reusable tableware at city events.
- 1.3. Train tour guides in nature education and for sustainable fishing tours.
- 1.4. Promote biking, sustainable fishing and other water-based activities in Stralsund and around Jasmund National Park.
- 1.5. Take comprehensive measures to avoid garbage, especially in the sea.
- 1.6. Promote dedicated conservation activities with focus on enhanced efforts to cultivate traditional crafts both in Stralsund and around Jasmund National Park.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repository	Facilitators
Human and institutional actors	Stralsund Municipality / Jasmund National Park	<ul style="list-style-type: none"><li>• HORECA service owners</li><li>• Heritage tour guides</li></ul>	<ul style="list-style-type: none"><li>• Stralsund Tourism Office</li><li>• Stralsund University College</li></ul>	<ul style="list-style-type: none"><li>• Tourismusverband Insel Rügen e.V</li><li>• <u>Königsstuhl</u> National Park Centre</li></ul>
Non-human and intangible actors		<ul style="list-style-type: none"><li>• The ancient beech forest in <u>Jasmund</u></li><li>• Biodiversity in Jasmund</li></ul>	The English Lake District	<ul style="list-style-type: none"><li>• NATURA 2000 management plans</li><li>• Chalk cliffs</li><li>• The Royal Line</li></ul>



### 3.1.2. HISTORIC CENTRE OF WISMAR<sup>2</sup>

#### 1. ACTION: STRENGTHENING THE APPEAL OF WISMAR AS A TOURIST DESTINATION

**GOAL:** TO STRENGTHEN THE RECOGNIZABILITY AND APPEAL OF WISMAR AS A TOURIST DESTINATION THROUGH COOPERATION OF LOCAL STAKEHOLDERS.

##### OBJECTIVES:



Facilitating consolidation and networking of local and regional stakeholders pertinent for tourism development in Wismar.



Reinforcing the recognizability and appeal of Wismar as an aspiring World Heritage destination by the Baltic Sea throughout the entire cycle of the Customer Journey.

##### MEASURES:

- 1.1. Establish and upkeep a regular personal exchange format in Wismar for local and regional tourism professionals ("The Dash is Here - Get Involved!").
- 1.2. Organize a regular Tourism Day each odd year in Wismar dedicated to various issues of common interest of local and regional tourism stakeholders.
- 1.3. Maintain and foster the activity of an interest group on sustainable cruise industry development (IG Kreuzfahrt).

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repository	Facilitators
Human and institutional actors	Wismar Tourist Office	<ul style="list-style-type: none"><li>• Wismar Municipality</li><li>• Seehafen Wismar GmbH</li></ul>	Wismar University of Applied Sciences	<ul style="list-style-type: none"><li>• Interest Group on cruise industry</li><li>• Columbus Cruise Centre Wismar (CCCW) GmbH</li><li>• HORECA providers</li></ul>
Non-human and intangible actors		<ul style="list-style-type: none"><li>• Tourism Day in Wismar</li><li>• Hanseatic Heritage</li><li>• St Mary's</li></ul>	<ul style="list-style-type: none"><li>• World Heritage House</li><li>• St Mary's Forum</li></ul>	<ul style="list-style-type: none"><li>• Pubs and restaurants</li><li>• Wismar Herring Days</li><li>• Swedish Heritage</li><li>• Cruise industry</li><li>• Other festivals</li></ul>

<sup>2</sup> Based on the Concept of Tourism Development in the Hanseatic City of Wismar (2019) by dwif-Consulting GmbH



## 2. ACTION: PROMOTING “HANSEATIC AND WORLD HERITAGE WISMAR 2029”

**GOAL: TO CONDUCT THE PREPARATION PROCESS TOWARDS CELEBRATING THE 800TH ANNIVERSARY OF THE HANSEATIC CITY OF WISMAR.**

### OBJECTIVES:



Successful implementing a step-wise programme of events leading to the celebration of the 800th anniversary of the Hanseatic City of Wismar and the International Hanseatic Days in 2029.



Increasing (inter)national level of awareness and the effects that result from city tourism, growing cruise tourism, strong image factors and the awareness of the city's attractions.



Drawing competitive and sustainable future perspectives and encouraging creativity of the city's young people for the “New Invention of World Heritage & Hanse 2029”.

### MEASURES:

- 2.1. Launch public discussions on the most actual subjects of international trade, globalization, regionalism, tourism and World Heritage conservation in times of ever faster digital developments.
- 2.2. Establish a “Hanseatic and World Heritage think tank” in Wismar and use it as a breakthrough knowledge generation platform.
- 2.3. Design and implement, in collaboration with the Hanseatic City of Stralsund, a high-quality annual program on the occasion of the 20th anniversary of the World Heritage status celebrated in 2022.
- 2.4. Launch a series of events every year up to 2029, with a new infrastructure and adventure offers showcasing and consolidating positioning of Wismar as an Aspiring World Heritage City by the Baltic Sea.
- 2.5. Upgrade the exhibition landscape of Wismar, including the renewal of the exhibition at the World Heritage House.
- 2.6. Host the 800th anniversary celebration and the International Hanseatic Day with the 49th International Hanseatic Congress in Wismar in 2029.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repositories	Facilitators
Human and institutional actors	Working Group on Anniversary	<ul style="list-style-type: none"><li>• Wismar Tourist Office</li><li>• Wismar Municipality</li><li>• Stralsund Municipality</li></ul>	<ul style="list-style-type: none"><li>• City History Museum</li><li>• Wismar University of Applied Sciences</li></ul>	<ul style="list-style-type: none"><li>• New Hansa network</li><li>• German UNESCO site network</li><li>• German UNESCO Commission</li><li>• Exhibition planners</li><li>• Local artists</li><li>• MV Werften</li><li>• HORECA providers</li><li>• Start-ups</li></ul>
Non-human and intangible actors		Hanseatic Heritage	World Heritage House	<ul style="list-style-type: none"><li>• Old Harbour</li><li>• Swedish Heritage</li><li>• Medieval Townscape with churches</li><li>• Ancient shipwreck</li></ul>

### 3. ACTION: REINFORCING HERITAGE-RELATED SERVICE AND PRODUCT QUALITY AND DIVERSITY

**GOAL: TO GENERATE DESIRE AMONG POTENTIAL GUESTS FOR VISITING WISMAR AND THEREBY STRENGTHEN ITS' COMPETITIVENESS AS DESTINATION.**

#### OBJECTIVES:



Charging Wismar with an emotional meaning expressing it in a fresh, modern “Wismar style” that distinguishes the city as a destination from other Hanseatic cities.



Creating interesting and user-tailored travel offers and thus increasing the tourist appeal of Wismar.



Ensuring a suitable quality level of the HORECA offers and, thereby, improving the visitors' satisfaction.

#### MEASURES:

- 3.1. Elicit and cherish clear destination profile of Wismar based on the Outstanding Universal Value and distinctive regional features and authentic experience-oriented offers - from events in unusual locations to enlivened customs and traditions.
- 3.2. Investigate the needs for and facilitate expanding of accommodation capacities to promote cultural and city tourism for current and future target groups in terms of quality and quantity.
- 3.3. Achieve the red “I” quality label awarded by the German Tourism Association (DTV) and promote it among tourism partners.
- 3.4. Professionalize the digital presence of Wismar as a destination with the focus on the design of the website, regular posts in social media, interactive options and outdoor IT solutions.
- 3.5. Present with partners Wismar as a destination at the Germany Travel Mart for proliferating contacts with international tour operators and journalists.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repositories	Facilitators
Human and institutional actors	Wismar Tourist Office	<ul style="list-style-type: none"><li>Wismar Municipality</li><li>German National Tourism Board (DZT)</li></ul>	<ul style="list-style-type: none"><li>Wismar University of Applied Sciences</li><li>German Tourism Association (BTW)</li><li>Mecklenburg-Western Pomerania Tourism Association</li></ul>	<ul style="list-style-type: none"><li>Press office of Wismar</li><li>HORECA providers</li><li>Tour operators</li><li>Journalists</li></ul>
Non-human and intangible actors		<ul style="list-style-type: none"><li>The i-mark</li><li>Hanseatic Heritage</li><li>Germany Travel Mart (GTM)</li></ul>		<ul style="list-style-type: none"><li>Pubs and restaurants</li><li>Initiative Service Quality Germany</li></ul>



## 4. ACTION: EXPANDING THE EVENT LANDSCAPE AND TOURIST INFRASTRUCTURE

**GOAL: TO INCREASE THE DIVERSITY, FACILITIES, ACCESSIBILITY AND APPEAL OF LEISURE AND ENTERTAINMENT OPPORTUNITIES IN AND AROUND THE HISTORIC CENTRE OF WISMAR.**

### OBJECTIVES:



Developing the Historic Centre of Wismar into a tourist and cultural centre with a national appeal.



Making the event landscape in and around the Historic Centre of Wismar more attractive.



Upgrading the tourist infrastructure and preserving historical urban fabric in the city centre.

### MEASURES:

- 4.1. Develop and implement a diverse program of events in the Historic Centre and other tourist spots suitable for recreation.
- 4.2. Coordinate and maintain the quality of cultural and leisure activities checking their coherence with the “Aspiring World Heritage City by the Baltic Sea” vision and a special focus on young people.
- 4.3. Convert the Christmas Market into a New Year's Market and move it to the Old Harbour catering for the interest of the guests who are in Wismar over the Christmas holidays and stay a few days longer.
- 4.4. Develop and maintain a regular range of high-quality events in Wismar that will alternate with the street theatre festival BoulevART catering for the tastes of a culture-loving audience.
- 4.5. Take dedicated efforts in scheduling and communicating a "suitable" event at the right time to specific target groups in advance.
- 4.6. Upgrade and adapt essential facilities and unused or undesigned open spaces, as well as create new areas for tourism purposes, open-air recreation and events.
- 4.7. Take dedicated efforts for preserving cultural and historical urban fabric through renovation, expansion and reuse.
- 4.8. Create attractive recreational areas in open public spaces of the Old Harbour as well as green corridors and patches.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repository	Facilitators
Human and institutional actors	Wismar Municipality	<ul style="list-style-type: none"><li>Wismar Tourist Office</li><li>Seehafen Wismar GmbH</li></ul>	Wismar University of Applied Sciences	<ul style="list-style-type: none"><li>Cultural associations and institutions</li><li>Culture-loving audience</li><li>HORECA providers</li></ul>
Non-human and intangible actors		<ul style="list-style-type: none"><li>Julfest</li><li>The Old Harbour</li><li>St Mary's Church area</li></ul>	<ul style="list-style-type: none"><li>phanTECHNIKUM</li><li>World Heritage House</li></ul>	<ul style="list-style-type: none"><li>Pubs and restaurants</li><li>Harbour Festival</li><li>Sweden Festival</li><li>BoulevART</li><li>Other culture events</li></ul>

## 5. ACTION: DEVELOPMENT OF SUSTAINABLE WATER-RELATED AND CRUISE TOUR

**GOAL: TO EXPAND WATER-RELATED AND CRUISE TOURISM IN WISMAR AND ON THE ADJACENT MECKLENBURG BALTIC SEA COAST.**

### OBJECTIVES:



Making the waterfronts and beaches in and around Wismar more attractive for water tourism.



Expanding cruise tourism in Wismar to host 20 to 25 small cruise ships calling each year.

### MEASURES:

- 5.1. Establish more berths for leisure boats at the Brunkow quay.
- 5.2. Create more access points to the waterfront at which water can be experienced by visitors.
- 5.3. Offer an opportunity for the residents and guests of Wismar to experience the construction of the cruise ships at MV Werften using VR devices and visualizations.
- 5.4. Develop better possibilities for cruise guests to experience the World Heritage in Wismar with shore excursions and also offer shopping opportunities for the crews.
- 5.5. Participate in the Cruise Europe network so that Wismar increases visibility in the cruising industry.
- 5.6. Provide highly-skilled on site cruise coordinators, well-trained guides, and HORECA service providers not only for Wismar, but also for tourist places in the adjacent region.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repositories	Facilitators
Human and institutional actors	Wismar Municipality	<ul style="list-style-type: none"><li>• Wismar Tourist Office</li><li>• Economic Development and Building Authority</li><li>• Seehafen Wismar GmbH</li></ul>	<ul style="list-style-type: none"><li>• Wismar University of Applied Sciences</li><li>• Digital innovation centre</li></ul>	<ul style="list-style-type: none"><li>• Interest Group on cruise industry</li><li>• Columbus Cruise Centre Wismar (CCCW) GmbH</li><li>• Cruise Europe</li><li>• HORECA providers</li><li>• MV Werften</li><li>• Construction companies</li></ul>
Non-human and intangible actors		Hanseatic Heritage	World Heritage House	<ul style="list-style-type: none"><li>• Old Harbour</li><li>• Waterfronts and beaches</li><li>• Brunkow quay</li></ul>





## 6. ACTION: INCREASING ECOLOGICAL SUSTAINABILITY OF THE TOURISM OFFER IN WISMAR

**GOAL: TO REINFORCE ECOLOGICAL SUSTAINABILITY OF THE TOURISM OFFER IN WISMAR ALONG THE ENTIRE CYCLE OF CUSTOMER JOURNEY.**

### OBJECTIVES:



Introducing the system of ecological corporate management in the HORECA sector in Wismar.



Motivating Wismar tourism developers to pick up the sustainability trend and position the tourist offer as more sustainable and, therefore, more competitive.



Facilitating environmentally friendly travel and mobility on site, energy efficiency in the hospitality industry, organic and regional ingredient-based cuisine in Wismar while remaining genuinely authentic.

### MEASURES:

- 6.1. Aspire at ecological sustainability in Wismar tourism by influencing mobility supplemented by environmentally-related offers of information, communication and awareness-raising.
- 6.2. Offer active animation and information for guests about sustainable arrival and movement on site with free or included public transport.
- 6.3. Conduct a feasibility study of a cycle expressway between Schwerin and Wismar.
- 6.4. Develop products for the expansion of cycle tourism within the city and in neighbouring regions by means of cycle maps, cycle tours and information on bike rental options as well as bringing and fetching rental bikes or pedelecs directly to the accommodation, organized by a local bike rental company.
- 6.5. Direct visitors to peripheral areas ("off-the-beaten-track") to avoid overloading.
- 6.6. Inform stakeholders about resource and energy efficiency.
- 6.7. Offer the environmental check designed by the German Hotel and Restaurant Association (DEHOGA) not just for its members, but for the majority of HORECA providers.
- 6.8. Promote the awareness of the visitors about the biological diversity of Wismar environs.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repositories	Facilitators
Human and institutional actors	Wismar Tourist Office	Wismar Municipality	<ul style="list-style-type: none"><li>Green Destinations Foundation</li><li>Wismar University of Applied Sciences</li></ul>	<ul style="list-style-type: none"><li>DEHOGA</li><li>HORECA providers</li><li>Tour operators</li><li>Event organizers</li><li>Mobility service providers</li></ul>
Non-human and intangible actors		Green Destinations Sustainability Standard		<ul style="list-style-type: none"><li>Pubs and restaurants</li><li>Accommodation enterprises</li></ul>

## 7. ACTION: AUGMENTING SOCIAL AND ECONOMIC SUSTAINABILITY OF WISMAR

**GOAL: TO STRENGTHEN SOCIAL AND ECONOMIC SUSTAINABILITY OF WISMAR AS AN ASPIRING WORLD HERITAGE CITY BY THE BALTIC SEA.**

### OBJECTIVES:



Reinforcing all aspects of sustainability in Wismar as a destination while seeking certification as a sustainable travel destination in the medium term.



Ensuring comprehensive care for sustainability throughout all phases of the Customer Journey from inspiration and information about booking, travel and stay to reflection.



Motivating all target groups in Wismar to use the city's assets according to their needs without compromising the needs of other user groups, including fair, friendly and respectful cooperation on an equal footing among all those involved.

### MEASURES:

- 7.1. Provide sustainability qualification offers for high performers.
- 7.2. Promote the internal exchange of knowledge, particular regarding requirements for stand operators at events to avoid waste and gastronomic actors on the topic of food sharing.
- 7.3. Increase marketing of regional products for holidaymakers and guests such as the formats "Wismarer Genuss-Handwerk" and "Butter bei die Fisch - a culinary city tour through Wismar".
- 7.4. Reduce seasonality with offers in the off-season such as the "November lights", the sailor's Christmas with a trip with lights and the New Year Festival (Julfest).
- 7.5. Enhance the gastronomy landscape by taking into account the multitude of diets in the menu, such as vegan and vegetarian, gluten and sugar-free or from organic farming and regional origin.
- 7.6. Preserve and actively promote tourism acceptance and regional awareness through an active dialogue-oriented involvement of the residents in tourism-related decision-making processes.
- 7.7. "Practice what you preach!": Motivate tourism actors to orient themselves in their corporate management independently and responsibly and, herewith, give a good example of sustainability.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repository	Facilitators
Human and institutional actors	Wismar Tourist Office	Wismar Municipality	<ul style="list-style-type: none"><li>Green Destinations Foundation</li><li>Wismar University of Applied Sciences</li></ul>	<ul style="list-style-type: none"><li>DEHOGA</li><li>HORECA providers</li><li>Tour operators</li><li>Event organizers</li><li>Mobility service providers</li></ul>
Non-human and intangible actors		Green Destinations Sustainability Standard		<ul style="list-style-type: none"><li>Pubs and restaurants</li><li>Accommodation enterprises</li><li>Sweden Festival</li></ul>



## 3.2. LITHUANIA / RUSSIAN FEDERATION

### 3.2.1. CURONIAN SPIT

#### 1. ACTION: PROMOTION OF CULTURAL EXPERIENCES OF THE WORLD HERITAGE

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

#### OBJECTIVES:



Making more visible and developing new World Heritage products.



Preserving the historic fabric and cherish traditional crafts.

#### MEASURES:

- 1.1. Promote event tourism especially World Heritage weeks in a coherent way on both sides of the border.
- 1.2. Establish and promote special World Heritage theme weeks during shoulder seasons with a different focus on World Heritage (such as period dishes and clothing, boat construction, music and architecture).
- 1.3. List the conservation of the traditional features of the Curonian Spit fishing villages on both sides of the spit as a primary focus of the national park and World Heritage management documents.
- 1.4. Maintain and/or restore traditional forms of small architecture.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repository	Facilitators
Human and institutional actors	<ul style="list-style-type: none"><li>• Kuršių nerija national park</li><li>• Kurshskaya kosa national park</li></ul>	<ul style="list-style-type: none"><li>• Neringa Municipality</li><li>• Curonian Rural District</li><li>• Klaipėda Municipality</li></ul>	<ul style="list-style-type: none"><li>• Academic institutions / experts in landscape conservation</li></ul>	<ul style="list-style-type: none"><li>• Local fish producers and sellers</li><li>• Fishermen's folklore interpreters</li><li>• Ethnographic boating tradition keepers</li></ul>
Non-human and intangible actors		<ul style="list-style-type: none"><li>• Architecture of villages</li><li>• Kurenas boats</li><li>• Traditional weather vanes</li></ul>	<ul style="list-style-type: none"><li>• Traditions of artisanal fisheries</li><li>• Traditions of boatbuilding</li></ul>	<ul style="list-style-type: none"><li>• Baltic Sea amber</li><li>• Villages covered with sand</li><li>• Myth of Neringa</li><li>• Monuments and tombs of foresters</li><li>• Fishermen's Day</li></ul>

## 2. ACTION: FACILITATING OUTDOOR EXPERIENCES IN THE WORLD HERITAGE

**GOAL: TO USE MORE ACTIVELY THE WIDE RANGE OF POSSIBILITIES FOR OUTDOOR ACTIVITIES OFFERED ON THE CURONIAN SPIT.**

### OBJECTIVES:



Expanding the range of opportunities for heritage-related outdoor activities on the Curonian Spit.



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

### MEASURES:

- 2.1. Expand the network of self-guided hiking trails - from restoring the pre-war network of footpaths based on historical documents to better connecting of self-guided hiking trails with mobile dune lookouts.
- 2.2. Promote the Curonian Spit as an attractive transboundary destination for active leisure in the overseas priority markets.
- 2.3. 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.
- 2.4. Develop the cross-border cycling route network.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repositories	Facilitators
Human and institutional actors	<ul style="list-style-type: none"><li>• Kuršių nerija national park</li><li>• Kurshskaya kosa national park</li></ul>	<ul style="list-style-type: none"><li>• Neringa Municipality</li><li>• Curonian Rural District</li><li>• Nature guides</li></ul>	Academic institutions / experts in landscape conservation	<ul style="list-style-type: none"><li>• Nature ambassadors, friends and volunteers</li><li>• Notable people associated with nature of the spit</li></ul>
Non-human and intangible actors		<ul style="list-style-type: none"><li>• National park management documents</li><li>• Educational zones, self-guided trails and routes, lookouts</li></ul>		<ul style="list-style-type: none"><li>• Ancient forests</li><li>• Legend of the dancing forest</li><li>• Cormorant Colony in Juodkrante</li></ul>





### 3. ACTION: REDUCING SEASONALITY ON THE CURONIAN SPIT

**GOAL: TO EXTEND THE PEAK SEASON ON THE CURONIAN SPIT AT LEAST FROM MAY TO OCTOBER.**

#### OBJECTIVES:



Promoting the Autumn Equinox Festival in September on the Curonian Spit by Kuršių Nerija National Park.



Offering the visitors off-season organized educational tours by Kurshskaya Kosa National Park.

#### MEASURES:

- 3.1. Develop traditional off-season events and education tours as concerted efforts in both national parks on the Curonian Spit.
- 3.2. Designate educational tourism zones for guided visits on specially arranged trails with an emphasis on shoulder season attractions.
- 3.3. Engage creative industry adepts who bought second-homes on the Curonian Spit ('new locals') to participate more actively in the Autumn Equinox festival.
- 3.4. Impose tax incentives (e.g., even more contrasting car toll) between the high and shoulder season to regulate the visitor flow and the load on utilities.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repositories	Facilitators
Human and institutional actors	<ul style="list-style-type: none"><li>Kuršių nerija national park</li><li>Kurshskaya kosa national park</li></ul>	<ul style="list-style-type: none"><li>Neringa Municipality</li><li>Curonian Rural District</li></ul>	Academic institutions / experts in landscape conservation	<ul style="list-style-type: none"><li>Ecotourism companies</li><li>Forest Management State Enterprise</li></ul>
Non-human and intangible actors		Migratory birds	Sustainability awareness among birdwatchers	Autumn Equinox festival



#### 4. ACTION: IMPROVING THE WORLD HERITAGE INFRASTRUCTURE AND MAKING IT MORE ACCESSIBLE TO VISITORS ON BOTH SIDES OF THE BORDER

**GOAL: TO CREATE A STIMULATING ENVIRONMENT FOR ENTREPRENEURS AND MAKE THE WORLD HERITAGE BETTER ACCESSIBLE TO VISITORS ON BOTH SIDES OF THE BORDER.**

##### OBJECTIVES:



Creating a stimulating environment for entrepreneurs with heritage-related interests.



Making the World Heritage better accessible and enjoyable for visitors across the border.

##### MEASURES:

- 4.1. Actively apply transportation planning measures to regulate and reduce car traffic flows, especially in central areas of the settlements and near the seaside beaches.
- 4.2. Encourage vacationers to go to the seaside beach on foot and to travel on the Curonian Spit by bike, including transferring the knowledge on bicycle interactive stops approbated in Kuršių Nerija NP during the DUNC project to Kurshskaya Kosa NP.
- 4.3. Develop a common cross-border system of heritage signage and online visitor guidance in both national parks on the Curonian Spit.
- 4.4. Facilitate closer tourism-related collaboration between both national parks on the Curonian Spit.
- 4.5. Ensure closer cooperation between the key actors in making the World Heritage better accessible for visitors.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repository	Facilitators
Human and institutional actors	<ul style="list-style-type: none"><li>Neringa Municipality</li><li>Curonian Rural District</li></ul>	<ul style="list-style-type: none"><li>Kuršių nerija national park</li><li>Kurshskaya kosa national park</li></ul>	Academic institutions / experts in landscape conservation	Baltic Sea Marina Association
Non-human and intangible actors		<ul style="list-style-type: none"><li>Marina and checkpoint Nida</li><li>Marina and checkpoint <u>Rybachy</u></li></ul>		<ul style="list-style-type: none"><li>Curonian Lagoon</li><li>Navigation installations</li></ul>



### 3.3. SWEDEN

#### 3.3.1. AGRICULTURAL LANDSCAPE OF SOUTHERN ÖLAND

##### 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.



Strengthening 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"><li>• LRF - the Farmers Association</li><li>• Mörbylånga Municipality</li></ul>	<ul style="list-style-type: none"><li>• Local businesses and societies</li><li>• Administrative Board of Kalmar County</li></ul>	Linnaeus University	<ul style="list-style-type: none"><li>• The Öland Guide Association</li><li>• The Swedish Church</li><li>• The nature centre of Ottenby</li><li>• The Öland Tourism Organization</li></ul>
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	Mörbylånga Municipality	The nature centre of Ottenby	Linnaeus University	<ul style="list-style-type: none"><li>• The Öland Guide Association</li><li>• The World Heritage Council</li></ul>
Non-human and intangible actors		<ul style="list-style-type: none"><li>• Ottenby Nature Reserve</li><li>• Rich wildlife of Southern Öland</li></ul>		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. Augment 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"><li>• LRF - the Farmers Association</li><li>• Mörbylånga Municipality</li></ul>	<ul style="list-style-type: none"><li>• The World Heritage Council</li><li>• Private owners</li></ul>	Linnaeus University	<ul style="list-style-type: none"><li>• Private stakeholders with knowledge of local sustainable farming traditions</li><li>• The Öland Guide Association</li></ul>
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 farmers 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, including Poland.
- 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	





### 3.3.2. NAVAL PORT OF KARLSKRONA

#### 1. ACTION: IMPROVING THE WORLD HERITAGE SERVICE INFRASTRUCTURE

**GOAL: TO CREATE A STIMULATING ENVIRONMENT FOR ENTREPRENEURS AND MAKE THE WORLD HERITAGE BETTER ACCESSIBLE TO VISITORS.**

##### OBJECTIVES:



Creating a stimulating environment for entrepreneurs catering to visitors with various heritage-related interests.



Making the World Heritage better accessible and enjoyable for visitors.

##### MEASURES:

- 1.1. Link and package the central and rural (Skärva Manor) areas of the World Heritage in a joint tourism promotion offer.
- 1.2. Promote the Drottningsskär Citadel as a visitor point.
- 1.3. Facilitate closer tourism-related collaboration between the Naval Museum, Blekinge Museum and the Cultural House.
- 1.4. Apply the best practice from the English Lake District in creating a stimulating environment for entrepreneurs.
- 1.5. Ensure closer cooperation between the key actors and stakeholders in making the World Heritage (naval part) better accessible for visitors.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repository	Facilitators
Human and institutional actors	Karlskrona Municipality	Karlskrona Tourist Office	Blekinge Museum	<ul style="list-style-type: none"><li>• Visit Blekinge AB</li><li>• Region Blekinge</li><li>• The Association "World Heritage Sites in Sweden"</li></ul>
Non-human and intangible actors			The English Lake District	The Main Square



## 2. ACTION: ACCESSING THE ENCLOSED PART OF THE NAVAL BASE FOR GUIDED TOURS

**GOAL: TO FACILITATE ACCESS FOR GUIDED TOURS INTO THE ENCLOSED PART OF THE NAVAL BASE AS SMOOTHLY AS POSSIBLE, PARTICULARLY IN THE SHOULDER SEASONS.**

### OBJECTIVES:



Strengthening already existing close links between the Karlskrona Municipality, the Naval Museum and the Naval Base, in marketing and facilitating the guided tours in the restricted part of the World Heritage in the shoulder seasons.



Improving communication between the Naval Museum, the Karlskrona Municipality, the Tourist Office and the Naval Base for making tourists experience the feeling of a true naval base which is still used by the military for training and for exploring 'military secrets' ('Forbidden fruit' effect), especially in the shoulder seasons.

### MEASURES:

- 2.1. Establish a working group on naval heritage tourism development and marketing at the World Heritage Council of the Naval Port of Karlskrona.
- 2.2. Develop at least two new guided naval-theme tours for exploring 'military secrets' specifically tailored for the shoulder seasons (September-October and April-May).
- 2.3. Apply the IT capacities of the academic institutions in Karlskrona (Blekinge Institute of Technology and *Hyper Island*) to develop VR and AR tools for an interactive experiencing of the naval heritage of Karlskrona.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repositories	Facilitators
Human and institutional actors	The Naval Museum	<i>Fortifikationsverket</i>	<ul style="list-style-type: none"><li>Blekinge Institute of Technology</li><li><i>Hyper Island</i></li></ul>	<ul style="list-style-type: none"><li>Blekinge Museum</li><li>Visit Blekinge AB</li></ul>
Non-human and intangible actors		<ul style="list-style-type: none"><li>The Naval base of Karlskrona</li><li>Kungsholm Fort</li></ul>		Symbolic role of Karlskrona as a peace-keeping stronghold





### 3. ACTION: FACILITATING CULTURAL EXPERIENCES IN THE WORLD HERITAGE

**GOAL: TO ATTRACT MORE VISITORS TO THE NAVAL PORT OF KARLSKRONA WITH SPECIAL AWARENESS OF HERITAGE AND HISTORY.**

#### OBJECTIVES:



Creating greater interest in the World Heritage among the visitors to Karlskrona and, more broadly, to Blekinge as an international tourist destination.

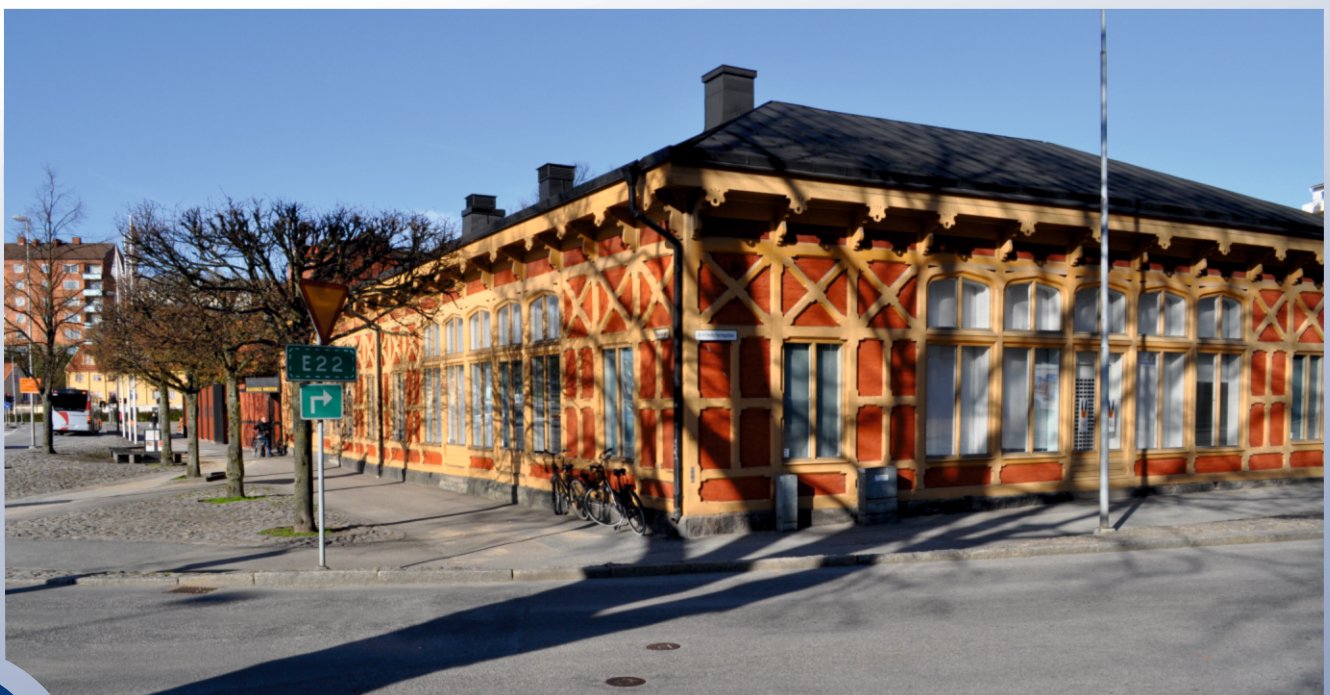


Attracting more visitors with special awareness of heritage and history, especially in the shoulder seasons (September-October and April-May).

#### MEASURES:

- 3.1. Establish an informal network of local associations, individuals, companies, organizations and museums who have extensive knowledge of local history and World Heritage with the aim to develop and promote new experience offers and heritage-themed weeks.
- 3.2. Create at least three new experience offers catering to the interests of savvy visitors with special awareness of heritage and naval town history.
- 3.3. Establish at least two special heritage-themed weeks - one in spring and one in early fall - with a different focus on the World Heritage (period dishes and clothing, boat construction, music and architecture, etc.).

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repositories	Facilitators
Human and institutional actors	Blekinge Museum	<ul style="list-style-type: none"><li>• Karlskrona Municipality</li><li>• Karlskrona Tourist Office</li></ul>	<ul style="list-style-type: none"><li>• Blekinge Museum</li><li>• Naval Museum</li></ul>	<ul style="list-style-type: none"><li>• Private stakeholders with knowledge of local history and World Heritage</li><li>• The Admiralty Musicians</li></ul>
Non-human and intangible actors		The Grand Square		Story of Karlskrona as an ideal city, a classical naval imperial capital





#### 4. ACTION: PROMOTING FOOD IN THE WORLD HERITAGE AND THE WORLD HERITAGE WITH FOOD

**GOAL:** TO ESTABLISH NEW SYNERGIES BETWEEN ALREADY EXISTING FOOD-RELATED ACTIVITIES/EXPERIENCES, SUCH AS GÅRDSBUTIKSRUNDAN AND KLIMATVAL WITH THE WORLD HERITAGE.

##### OBJECTIVES:



Leveraging the World Heritage in collaboration with the already existing food-related activities/experiences in Karlskrona and Blekinge ('the Garden of Sweden').



Creating closer associations of various Blekinge delicatessens ('delis') with the World Heritage of the Naval Port of Karlskrona during special events and in online tourism marketing.

##### MEASURES:

- 4.1. Establish a regular open-air market place in an appealing corner of Karlskrona for selling heritage-related food with a broader World Heritage geography (e.g., strawberries from Southern Öland, Baltic herring from Stralsund or Wismar, etc.).
- 4.2. Introduce the system of quality assurance for sold products to avoid the dillution of the concept of heritage relation with food.
- 4.3. Introduce the system of labelling and financial incentives to promote the entrepreneurs who are willing to focus and specialize in heritage-related food offer.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repository	Facilitators
Human and institutional actors	Karlskrona Municipality	Karlskrona Tourist Office	Blekinge Museum	<ul style="list-style-type: none"><li>• Visit Blekinge AB</li><li>• Region Blekinge</li><li>• The Association "World Heritage Sites in Sweden"</li></ul>
Non-human and intangible actors			The English Lake District	The Main Square



## 5. ACTION: FACILITATING OUTDOOR EXPERIENCES IN THE WORLD HERITAGE

**GOAL: TO USE MORE ACTIVELY THE WIDE RANGE OF POSSIBILITIES FOR OUTDOOR ACTIVITIES OFFERED IN KARLSKRONA AND ITS SURROUNDINGS ON LAND AND IN WATER.**

### OBJECTIVES:



Expanding the range of opportunities for heritage-related outdoor activities in Karlskrona and around it.



Increasing the appeal and recognition of the Naval Port of Karlskrona as a World Heritage site.

### MEASURES:

- 5.1. Create and further develop some major outdoor events, such as a World Heritage bicycle event or a City Activity Adventure Festival with opportunities to try out various outdoor activities in one week, such as kayaking, mountain biking, beach volleyball, scuba diving, stand up paddling etc.
- 5.2. Coordinate the promotion of these activities on the municipal level with active involvement of outdoor sport associations and private stakeholders.
- 5.3. Use the best practice from the English Lake District in relating heritage-learning and adventure tourism with active outdoors into complex and appealing tourism offers.
- 5.4. 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	Karlskrona Municipality	Region Blekinge	Blekinge Institute of Technology	Outdoor sport associations and stakeholders
Non-human and intangible actors		Outdoor amenities of Karlskrona Municipality	The English Lake District	<u>Skärva Manor</u>





## 6. ACTION: DEVELOPMENT OF SIX ATTRACTIONS ON THE NEARBY ISLETS AND BY THIS INCREASING TOURISM SECTOR'S DIVERSITY

**GOAL: TO STRENGTHEN THE TOURIST APPEAL OF KARLSKRONA BY BUILDING A SYNERGY WITH BLEKINGE ARCHIPELAGO AS A SINGLE UNESCO-THEMED SUSTAINABLE TOURIST DESTINATION.**

### OBJECTIVES:



Increasing accessibility of the skerries of Blekinge Archipelago for tourists in order to experience it better, including scuba diving to the numerous ship wrecks.



Building closer synergies and creating new offers with tourism service providers in the skerries of Blekinge Archipelago.

### MEASURES:

- 6.1. Elicit and clarify the tailored tourist brand of both UNESCO assets - the Naval Port of Karlskrona and Blekinge Archipelago with profile and position.
- 6.2. Develop and promote at least two UNESCO- and living heritage-themed boat cruises in Blekinge Archipelago in the shoulder seasons (September-October and April-May)
- 6.3. Improve boat transport and accessibility to the skerries in the shoulder seasons.
- 6.4. Develop and arrange at least one underwater self-guided trail for scuba divers to investigate ship wrecks in the archipelago around Karlskrona.

Roles	Coordinating Actor(s)	Pivotal actors	Knowledge repository	Facilitators
Human and institutional actors	Karlskrona Municipality / Blekinge County Administrative Board	<ul style="list-style-type: none"><li>• Blekinge Arkipelag Association</li><li>• Boat services to the skerries</li></ul>	<ul style="list-style-type: none"><li>• The Naval Museum</li><li>• Blekinge Museum</li></ul>	Private stakeholders with knowledge of diving (e.g. Unique Dive & Travel AB)
Non-human and intangible actors		<ul style="list-style-type: none"><li>• Attractions on the nearby islets</li><li>• Shipwrecks</li><li>• Outlying skerries</li></ul>		





## SUMMING-UP

As mentioned in the beginning, indeed, the South Baltic Region is an area where coastal cultural World Heritage sites, without exaggeration, are unique on the World scale. The history of the South Baltic Area featuring the playground of Northern European superpowers (including the Hanseatic League) in the Middle Ages and modernity is also unique. However, the clustering potential of the World Heritage attractions should be better utilized by theming the South Baltic World Heritage sites into routes, ways, or trails aimed to provide a themed experience related to the title:

- the South Baltic heritage port cities and castles;
- the South Baltic coastal landscapes (including Ancient and Primeval Beech forests on Rügen Island and Stevns Klint).

The South Baltic World Heritage routes should not be confined to the EU South Baltic Cross-border Cooperation Area, but encompass coastal WH sites in a broader South Baltic Region including Lübeck, Riga and Visby, to mention a few. The priority is to build joint efforts in focusing on cruise tourism offering a joint South Baltic World Heritage theme, as well as a comprehensive menu of itineraries and experiences.

There exists a good ro-pax ferry connection enabling to develop a South Baltic motorized tourism circuit for tourists interested in the unique South Baltic coastal World Heritage. If there were a yet another ro-pax ferry line linking Gdansk with Klaipeda established, it would be even better. Shoulder seasons might be particularly attractive as they extend the tourism season from three months to almost half a year. Especially in fall, coastal and island destinations enjoy warmer temperatures than inland ones due to a moderating effect of the maritime climate.

ICT applications of enhanced or augmented reality will play an ever-important role in enhancing visitors' experiences at the South Baltic coastal cultural World Heritage sites. A key measure of augmented reality systems applied at the World Heritage sites is how accurately in scientific terms they recreate authentic original features of the Outstanding Universal Value and how aptly they integrate augmentations with the real world.

The cutting-edge technologies for digital 3D rendering of the heritage sites are able to deliver accurate virtual reconstruction and a fully representative augmented reality experience to enhance visitor's perception of the heritage property. On the other hand, Virtual Reality (VR) applications might be useful for experiencing the sites of the South Baltic World Heritage destinations that are closed for visiting like some areas in the Naval Port of Karlskrona or a cruise-shipyard in Wismar.

As a long-term result, the South Baltic seaside-heritage-experiential tourism cluster will get stronger and more distinctive comprising seaside resorts, nature areas, coastal cities, World Heritage sites, creative sector outlets, as well as hospitality and tourism service providers sharing a common vision. There is a very clear added value in coastal and hinterland World Heritage sites since these are the most valuable assets for sustainable tourism development in the South Baltic Region that should be cherished and nurtured ever more.







