

SUSTAINABLE HERITAGE TOURISM ACTION PLAN THE HISTORIC CENTRE OF STRALSUND AND JASMUND NATIONAL PARK (GERMANY)



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PREFACE

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

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

Three different heritage tourism action alternatives have been developed for each site based on the results of strategic analysis, including SWOT analysis: 1) 'Business As Usual' ('0' Strategy); 2) Actions averting coincidence of threats and weaknesses ('0+' Strategy); 3) Sustainable heritage tourism development priority actions. The comparative analysis aimed to check if sustainable heritage tourism development priority actions are more efficient and viable than 'Business As Usual' or averting coincidence of threats and weaknesses. The results of the comparative analysis have confirmed the initial notion that sustainable heritage tourism development priority actions are more efficient and viable than 'Business As Usual' or averting coincidence of threats and weaknesses.

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

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



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1. FRAMEWORK FOR THE ACTION PLAN

Mission & Vision



The ultimate purpose of strategic planning of sustainable heritage tourism development in the World Heritage region of Northwest Pomerania is to connect three essential strategic aspects into a single and effective Action Plan:

destination's **mission** - defining the criteria for sustainable heritage tourism in the World Heritage region of Northwest Pomerania as a complex World Heritage tourism destination;

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

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

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

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 Stralsund's former wealth and status (Stralsund)
- 🏠 World natural heritage beech forests - extraordinary, valuable and unique worldwide (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”*



SUSTAINABLE HERITAGE TOURISM THEMES AND THEIR KEY ACTORS

The tourism planning sustainability criteria are the following:

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

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

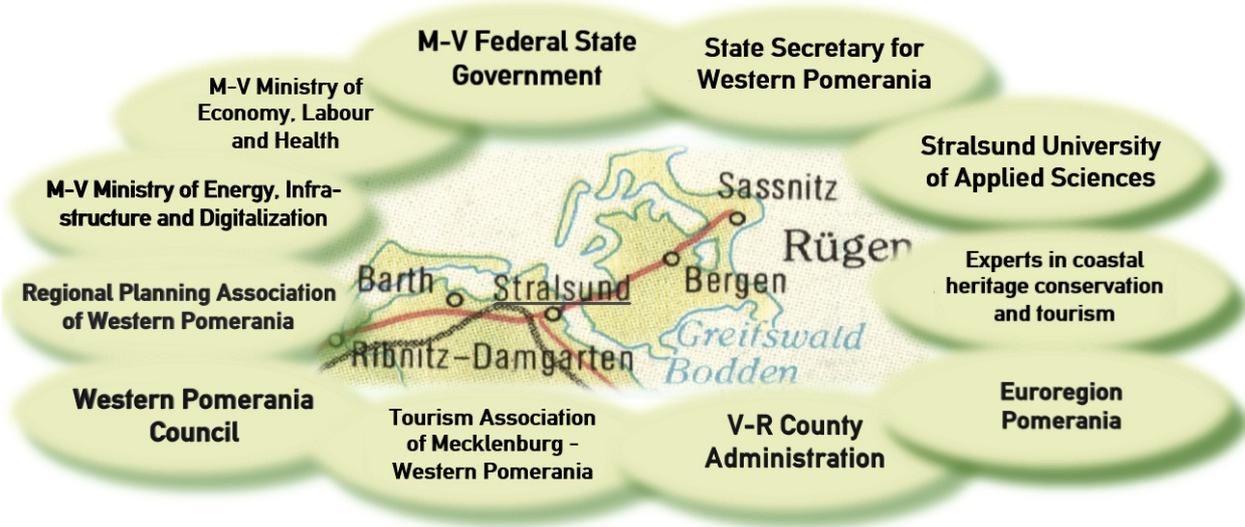
preservation of integrity and authenticity of a World Heritage property for future generations is also among the essential sustainability criteria. Additionally, there are several other main issues specifically pertinent to sustainable tourism at coastal cultural World Heritage sites:

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

Facilitating sustainable heritage tourism through dedicated conservation efforts in Stralsund and Jasmund as a common theme for the entire Northwest Pomerania builds synergy and caters for the appeal of Northwest Pomerania as an attractive tourism destination on a national and international cultural, nature and multi-purpose tourism markets.



Some institutional actors in Northwest Pomerania are most pivotal for sustainable heritage tourism development in the Historic Centre of Stralsund and Jasmund National Park (see Annex 2 for the description).



2. SUSTAINABLE WORLD HERITAGE TOURISM THEME AND ACTORS

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.



KEY ACTORS (see Annex 3 for the description):

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

● INTERNATIONAL ACTORS

-  UNESCO World Heritage Centre 1
-  Foreign tourists 2

● FEDERAL ACTORS

-  Experts in World Heritage conservation 3
-  Experts in coastal beech forest ecology 4
-  German UNESCO World Heritage Sites 5
-  ICOMOS Germany 6
-  Jasmund National Park 7
-  Stiftung Deutsches Meeresmuseum 8
-  The German Foundation for Monument Protection 9
-  The German UNESCO Commission 10
-  The World Wildlife Fund of Germany (WWF-Germany) 11

● FEDERAL STATE ACTORS

	State Office for Culture and Monument Conservation Mecklenburg - Western Pomerania	12
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● MUNICIPAL ACTORS

	Stralsund City	13
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	The Königsstuhl National Park Centre	14
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	The Tourist Office in Stralsund	15
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	The World Heritage Advisory Board	16
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	HORECA service providers	17
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	Heritage tour guides	19
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	Tourismusverband Insel Rügen e.V.	21
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	Ostseebad Sassnitz	22
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	Domestic visitors	23
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● MAIN NON-HUMAN ACTORS THAT ARE PART OF THE WORLD HERITAGE



Merchant houses in the Historic Centre of Stralsund

24



The ancient beech forest in Jasmund

25



The Artus Court

26



The hall house (Dielenhaus)

27



The Hall of the Hanseatic City of Stralsund

28



The Kütertor Gate

29



The Meyerfeld Palace

30



The Old Market Square

31

	St James Church	32
	St Mary's Church	33
	St Nicholas' Church	34
	The Wulflam House	35

● **MAIN NON-HUMAN ACTORS THAT BUILD SYNERGIES WITH THE WORLD HERITAGE**

	Biodiversity on Jasmund	36
	Management plans for the World Heritage properties	37
	NATURA 2000 management plans	38
	The annual Wallenstein Days festival	39
	The highest white chalk cliffs in the Baltic Sea Region	40
	The Royal Ferry Line	41
	The Rügen Bridge	42

● **INTANGIBLE ACTORS**

	Hanseatic legacy	43
	Swedish legacy	44

3. ACTIONS FOR SUSTAINABLE HERITAGE TOURISM DEVELOPMENT

DEVELOPMENT SCENARIOS AND 'BUSINESS AS USUAL' ('0') STRATEGY

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

The realistic scenario which is drawn in this way also represents a '0' option of the strategic sustainable heritage tourism development plan, i.e., what will happen if World Heritage wardens and tourism managers do not do anything pro-actively ('business as usual'). Any prediction of the future is, naturally, more vague than the analysis of the current situation. Therefore, the realistic scenario, which aims to predict the future as realistically as possible, lacks details compared to realised anticipated opportunities (optimistic scenario) or realised threats (pessimistic scenario). For this reason, one predicted action in the realistic scenario might represent several optimistic and pessimistic counterparts (see Annex 6). Nevertheless it can deliver a fully feasible future development vision.



FINANCIAL AND ECONOMIC ASPECTS

Socio-economic sustainability

- 🍪 In spite of the rapid ageing of population, Stralsund will upkeep its traditional role as the engine of the regional economy

Economy

- 🍪 Rügen Island with the adjacent coastal areas will increase its role as the most popular seaside holiday destination in Germany

Heritage tourism sector

- 🍪 Shifting tourist profiles and demand towards 'new seaside crowds', reduces the revenues from heritage, urban and nature tourism

Tourism competitiveness

- 🍪 The demand for Stralsund and Rügen in the German-speaking part of Europe continues to grow, especially in the times of economic uncertainty

LEGAL AND REGULATORY ASPECTS

Historical legacy

- 🍪 The legacy of the Hanseatic period persists, but Hanseatic collaboration stagnates due to rising nationalism in Europe

Legacy of GDR

- 🍪 'Ostalgie' becomes blended with the Hanseatic, Swedish and Imperial legacy in Stralsund and on Rügen

Legal and management aspects of heritage conservation

- 🍪 Stralsund and Sassnitz municipalities continue to showcase examples of a proper respect towards conservation restrictions and preventing infrastructure development intrusion into the conservation zones

ORGANISATIONAL AND INSTITUTIONAL ASPECTS

Organisational framework

- 🍪 EU Interregional co-operation programmes stop supporting tourism-related projects

Institutional framework

- 🍪 Sharper than forecasted ageing and depopulation in Western Pomerania leads to labour force shortages, gradual dysfunctionality, and loss of high-quality tourism services, especially in Northwest Pomeranian rural areas

Institutional role of the heritage tourism-related stakeholders

- 🍪 Stralsund and Jasmund function not only as tourism centres of their kind but also as an attractive hinterland for the seaside resorts

Coordination of sustainable World Heritage property management

- Loss of control over tourist flows with increasing popularity of Northwest Pomerania as a tourist destination

Provision of information and education to visitors

- The decline of interest in learning and knowledge about cultural and nature heritage in the age of information 'fast-food'



DESTINATION MARKETING ASPECTS

Marketing potential of the Outstanding Universal Value

- Dedicated investments into tourism infrastructure development aiming at interest and educate visitors in the Outstanding Universal Value of the World Heritage as a part of the Federal Stimulus Package

Destination marketing based on the USP

- Shifting tourist profiles towards 'new seaside crowds' and growing demand for more 'sun-sand-sea' reduces interest in heritage tourism

Events and festivals as heritage brands

- Events and festivals gradually strengthen their image as World-Heritage-themed celebrations and foster positioning of Northwest Pomerania as a World Heritage tourism destination

Value for money

- Weakened Swedish crown and/or Swiss franc cause a price spike in the tourism sector of Vorpommern-Rügen

Care for the quality of the tourist offer

- 🍷 Tourism growth in Jasmund and Stralsund is in line with the tourism upheaval in Mecklenburg - Western Pomerania, but further loss of traditional rural life, makes the hinterland heritage tourism a 'missing link'

Heritage tourism marketing innovations

- 🍷 Ferry tourism between Mukran and Scandinavia declines and completely disappears between Mukran and the Baltic States and Russia

Heritage tourism product development

- 🍷 Available external support opportunities for start-ups and business incubators in ICT-based heritage tourism product development

Seasonality

- 🍷 A decrease in overnight stays in Stralsund with an even more significant prevalence of daily visitors



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

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

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

PROPOSED ACTIONS

FINANCIAL AND ECONOMIC ASPECTS

Socio-economic sustainability

- Develop and implement a 'Fit For Purpose' Housing Strategy creatively adapted from the English Lake District that faces similar depopulation challenges

Economy

- Promote Stralsund and Jasmund National Park as a cutting-edge innovative ICT-based sustainable tourism 'lab' offering modern take on coastal heritage tourism

Heritage tourism sector

- Apply 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

Tourism competitiveness

- Facilitate wider introduction of airB&B accommodation offers by motivating and educating flat owners to offer additional services (e.g. free bikes)



“Zur Fähre” (est. 1332) in Stralsund is the oldest continuously functioning pub in the South Baltic Area

LEGAL AND REGULATORY ASPECTS

Historical legacy of the Hanseatic and Swedish period and GDR

- Strengthen collaboration with the Western Pomeranian rural and manor tourism hosts as well as regional and cross-border package tour operators both in the rural hinterland of Mecklenburg-Western Pomerania and the Polish Voivodship of West Pomerania

ORGANISATIONAL AND INSTITUTIONAL ASPECTS

Organisational framework

- Ask experts from dwif GmbH, Greifswald University and/or Stralsund University of Applied Sciences to make a study of market and non-market leverages to support sustainable heritage tourism under different regional development scenarios

Institutional framework

- Joining efforts of Stralsund, Sassnitz and Binz municipalities together with the national parks of Jasmund and Vorpommersche Boddenlandschaft and the UNESCO Biosphere Reserve of Southeast Rügen, as well as the Blue Flag marinas to establish a Northwest Pomerania's sustainable tourism network

Institutional role of the heritage tourism-related stakeholders

- Introduce a comprehensive education module for students at Stralsund University of Applied Sciences to make them more interested in World Heritage in modern and innovative ways

Coordination of sustainable World Heritage property management

- Introduce a modern 'smart barrier' car flow control and filtering system, as well as flexible parking fees in the Historic Centre of Stralsund

Provision of information and education to visitors

- Develop an app specifically dedicated to introduce young people to the Outstanding Universal Values of Ancient Beech Forests of Jasmund and the Hanseatic Historic Centre of Stralsund in an engaging way



SUSTAINABLE HERITAGE TOURISM DEVELOPMENT ACTIONS

1. Dedicated transportation planning, especially encouraging the use of local public transport in the city centre, which would mean fewer cars and less parking problems. Also, developing the network of the bike paths, signage and visitor guidance.
2. Promoting the worldwide trend for sustainable products in Vorpommern-Rügen (possible joining the international Cittaslow movement by Stralsund and Sassnitz).
3. The event and entertainment offer in the Historic Centre of Stralsund is currently not sufficient and must be further expanded, to bring World Heritage to life and create awareness through events, e.g. Organ days or similar in the shoulder seasons, especially, in spring.
4. Improving quality of non-World heritage-related tourism infrastructure and services: facilitate the usage of reusable coffee cups in the city centre; reusable tableware at city events; training tour guides in nature education or for sustainable fishing tours; promotion of biking, sustainable fishing and other water-based activities; better use of many nature reserves in the immediate area of Stralsund and Sassnitz, recreation areas within the city of Stralsund - numerous parks and playground facilities; avoiding garbage especially in the sea.
5. Sustainable heritage tourism facilitation through dedicated conservation activities focus on enhanced efforts to cultivate traditional crafts both in Stralsund and areas around Jasmund National Park and preserve the historic fabric of the Historic Centre of Stralsund, and to broaden the scope of those activities.



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 efficient and viable than 'Business As Usual' or averting coincidence of threats and weaknesses. The comparative analysis of

these three alternatives closely followed the methodology developed in the earlier stages of the DUNC project. 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 degree of its uncertainty is very high, and the likelihood of successful implementation is rather 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 often 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, the situation changes, etc.? This criterion can be decisive when the issues and their solutions are highly uncertain.
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 in choosing the most appropriate strategy.

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

SUMMARY OF VIABILITY OF WORLD HERITAGE TOURISM DEVELOPMENT ALTERNATIVES

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

4. GOALS, OBJECTIVES, MEASURES, ACTORS

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

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



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

1.ACTION: DEDICATED TRANSPORTATION PLANNING

GOAL: TO PROMOTE SUSTAINABLE PUBLIC AND LEISURE TRANSPORTATION IN THE 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">• Jasmund National Park• The World Heritage Advisory Board	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">• Cycling routes• NATURA 2000 management plans		<ul style="list-style-type: none">• Biodiversity in Jasmund• Hanseatic Legacy• Swedish Legacy



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

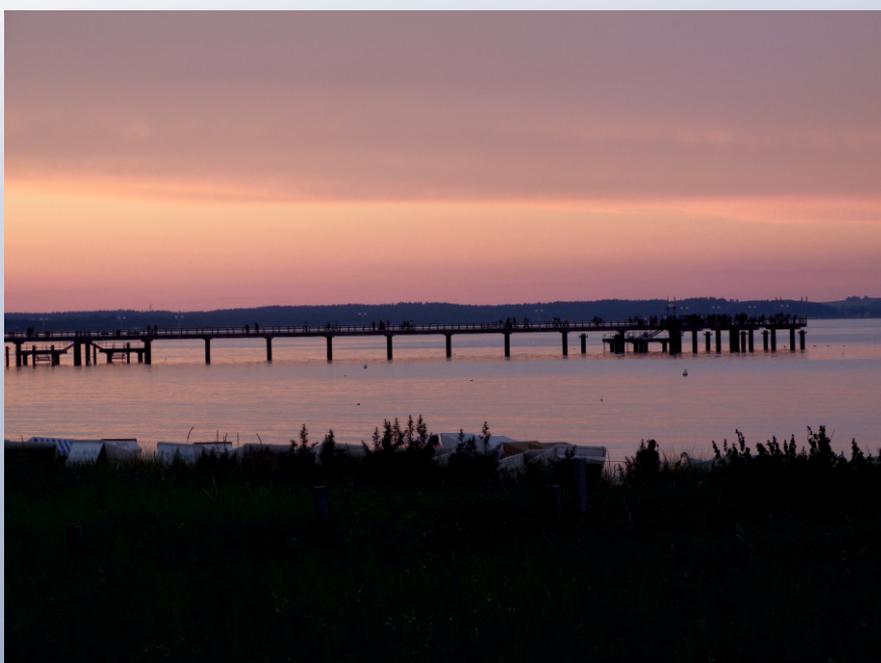


Strengthening the competitiveness of the regional tourism offer relying on the uniqueness of Northwest Pomerania as a seaside tourism 'honey pot' and a UNESCO 'Triple Crown'

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"> • HORECA service owners • Heritage tour guides 	Stralsund Tourism Office	Tourismusverband Insel Rügen e.V
Non-human and intangible actors		<ul style="list-style-type: none"> • Biodiversity in Jasmund • Hanseatic Legacy • Swedish Legacy 	The English Lake District	<ul style="list-style-type: none"> • NATURA 2000 management plans • Chalk cliffs • The Royal Line



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 'Ostalgia' 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. Take efforts to strengthen the image of events and festivals as Heritage-themed celebrations, including building a synergy with Störtebeker Braumanufaktur GmbH.

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



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

GOAL: TO ENSURE ACTUAL SUSTAINABILITY OF TOURISM IN NORTHWEST POMERANIA AS A 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 areas 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 areas 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"> • HORECA service owners • Heritage tour guides 	<ul style="list-style-type: none"> • Stralsund Tourism Office • Stralsund University College 	<ul style="list-style-type: none"> • Tourismusverband Insel Rügen e.V • Königsstuhl National Park Centre
Non-human and intangible actors		<ul style="list-style-type: none"> • The ancient beech forest in Jasmund • Biodiversity in Jasmund 	The English Lake District	<ul style="list-style-type: none"> • NATURA 2000 management plans • Chalk cliffs • The Royal Line





