

ANNEX 1. RESULTS OF SWOT ANALYSIS

FINANCIAL AND ECONOMIC ASPECTS

Theme	Strengths	Weaknesses	Opportunities	Threats
Social sustainability	Farmers on Öland are younger on average than in the rest of Sweden	Local population is becoming quite old. The number of farmers continues to decline	There will be enough young locals to take over the farms after their parents retire	Young people will become completely disinterested in continuing farming
	Some of the second homeowners stay on the island longer than merely during the summer season	Homes are costly enhancing depopulation. Ever more homes are transformed into summer houses	EU contributes more money for the maintenance of open landscapes and the Swedish State duly pays subsidies	Southern Öland might turn into one of the most popular second-home places
	In spite of dwindling numbers of farmers, no agricultural land has been taken out of production	Dependence of agricultural production on EU and national subsidies	New agricultural investments coming to the World Heritage area	Declining farming due to changing socioeconomic conditions and tastes
Overall economic sustainability	Larger farms became more efficient and agricultural production is increasing without compromising the World Heritage values	It is impossible to sustain small farms in Sweden anymore due to no profit margin. The alvar agriculture is always on the verge of economic sustainability	The EU subsidies are shifted to support conservation through agriculture and to manage the World Heritage agricultural landscape	The agricultural policy of the EU radically changes and subsidies disappear while the State allocates no money to manage the World Heritage agricultural landscape
Sustainable heritage farming	Local knowledge of the optimum use of diverse landscape types under a permanent stress	The farmers are unwilling to sacrifice their land for restoring wetlands	Restoration of wetlands reduces negative impacts of more frequent droughts	Ever increasing risk of disastrous droughts with declining precipitation
	Considerable independence of the agricultural production on weather	Low rainfall, scarce surface- and groundwater resources	Construction of new irrigation ponds or expanding the existing ones	Catastrophically dropping groundwater levels in summer
	Strong sense of environmental awareness among farmers and agritourism service providers	Harsh contrast between high and low seasons causing a disproportional load on municipal utilities and water consumption	EU LEADER and LIFE+ programmes support sustainable farming and agricultural tourism	Dropping beef and milk prices forcing the farmers to reduce the numbers of livestock drastically
Heritage tourism sector	The only World Heritage site in the Nordic countries, which includes active agriculture in combination of cultural and nature heritage conservation and agritourism	The municipality doesn't put enough dedicated efforts in making the agriculture on Southern Öland more attractive for tourists who struggle to comprehend the OUV	Second home owners further extend the tourist season attracted by the heritage amenities of the shoulder seasons	Southern Öland turns into a second-home resort void of almost any lasting economic activities except summer months

Tourism competitiveness	Öland is one of the sunniest places in Sweden guaranteeing its appeal for 'sun, sand' sea' visitors	People from tourism sector are not interested in developing new products and offers	Southern Öland is located between Karlskrona and Visby – two most appealing Swedish World Heritage sites	Real estate prices become too high on Southern Öland for urbanites, particularly young people to buy second homes
	Öland is one of Sweden's most well-known and long-visited tourist destinations	On Southern Öland, it is hard to find a room for less than € 50 a night on the booking.com platform on the Internet	New tourist packages including golf and nature guiding increase the appeal of Southern Öland	Rising energy and transport prices due to extra costs of a carbon-neutral economy cause the price spike in the tourism sector of Southern Öland

LEGAL AND REGULATORY ASPECTS

Theme	Strengths	Weaknesses	Opportunities	Threats
Historical legacy	Southern Öland is a living agrarian landscape having all necessary well-preserved and highly authentic attributes to convey the OUV	Canals were dug to divert surface water and lower groundwater levels	Ever-increasing demand for locally-produced 'slow food' products from a historical area with World Heritage agricultural traditions	A sharp decline of interest and/or commitment of the HORECA businesses and customers in sustainability or heritage designation due to 'concept inflation'
Legal and management aspects of heritage conservation	A management plan to preserve Southern Öland is in place and regularly updated	There is no conservation legislation specifically tailored for World Heritage landscapes in Sweden	EU NATURA 2000 regulations in place implying support for keeping an open landscape	World Heritage restrictions might turn the living landscape into a museum
Recent/current/eventual legal and administrative development	The property is designated as an Area of National Interest and its cultural environment is protected under the Swedish Environmental Code	Many permits and a consent from neighbours are required for any larger-scale changes	New agricultural practices are allowed to be introduced even encouraged also, stone walls can be moved to make fields wider	Further indebtedment of the Government concerning the subsidies to the farmers of Southern Öland putting the sustainability of the agriculture on the Great Alvar at risk
	The World Heritage property enjoys protection in its entirety according to the UNESCO regulations and laws of Sweden	The farmers have difficulties to drill for groundwater in the protected area	Maintaining sufficient number of cattle on the Great Alvar supported by long-term subsidies of the Government	It becomes more cost-effective to keep a token-level of agriculture and maintain the vast open areas of the Great Alvar by mechanical measures

ORGANISATIONAL AND INSTITUTIONAL ASPECTS

Theme	Strengths	Weaknesses	Opportunities	Threats
Organisational framework	Competent advisors: Linnaeus University and Kalmar County Museum	Lack of resources and ideas for the innovative World Heritage management and heritage tourism development	The geographical proximity and tourism integration of three UNESCO World Heritage sites (with Karlskrona and Visby)	EU Interregional co-operation and regional development programmes stop supporting tourism-related projects
Institutional framework	Farmers are fully-involved into decision-taking in the World Heritage Council	Landscape integrity very much depends on the attitude and commitment of local population	The Swedish Government assumes responsibility for preserving the alvar agriculture for the future	The Swedish Government declines any financial commitment for supporting the alvar agriculture due to budget restraints
Institutional role of the agricultural stakeholders	Farmers were in favour of a World Heritage site creation	UNESCO designation is acceptable by locals only under certain conditions	The Farmers Association is aware and lobbying actively to mitigate threats	Swedish Government ignores the long-term threats to the World Heritage survival
Institutional role of the heritage tourism-related stakeholders	For many local farmers, the World Heritage status is appraisal of their work	People from tourism sector haven't until now seen any value of the World Heritage	Increasing demand for World Heritage-labelled agricultural products in Sweden raising the income of the farmers	Prohibition of UNESCO-labelled agricultural products from Southern Öland by UNESCO hampers marketing and merchandising possibilities
Coordination of sustainable World Heritage property management	The National Farmers' Association is represented on the World Heritage Council	Difficulty for locals and visitors alike to understand what the World Heritage value really is	A comprehensive system of attractive events related to the World Heritage, food and agriculture is established and successfully cherished turning Southern Öland into a vibrant World Heritage agricultural landscape	Institutional difficulties, e.g. disinterest of the National Farmers' Association to be active on the World Heritage Council and committed to active upkeep of the World Heritage values
Provision of information and education to visitors	The local World Heritage managers are taking a lot of efforts for educating local farmers and school-children	More precise data of the visitor profile and reasons for their interest or disinterest in the Great Alvar is missing and needs additional studies	Ever more private owners offer user-tailored accommodation and information to their guests and other visitors, e.g., convincing them to save water	The decline of interest in learning and knowledge about cultural and nature heritage in the age of information 'fast-food'

DESTINATION MARKETING ASPECTS

Theme	Strengths	Weaknesses	Opportunities	Threats
The marketing potential of the Outstanding Universal Value	Linear villages on historical grounds with attractive, cinnabar-red wooden houses and windmills	Agriculture and tourism are significantly different and require different skills	The nature centre of Ottenby provides knowledge about the World Heritage	The non-existing 'village idyll' may disappoint in the encounter with modern agriculture
	Visitors are familiar with the terms Southern Öland and Great Alvar as unique landscape labels	Tourists have little understanding how the agricultural heritage landscape should live and develop	Linnaeus University conducts research on how to utilise better the marketing potential of the Outstanding Universal Value	Growing competition with Gotland with is also seen on an international tourist market as a Swedish World Heritage island
Destination marketing based on the USP	The largest alvar in Europe is well known for charismatic species, especially orchids and birds	Providing hospitality and guiding services at the World Heritage landscape requires special training	'Food from the World Heritage' label inspired by the English Lake District promotes Southern Öland as a special culinary destination	Nearshore or offshore environmental disaster (oil spill, algal boom etc.) spoiling the image of the destination
	A unique cultural tradition which still exists in land use, land division, place names and settlements	Visitors perceive the World Heritage not as an agricultural landscape, but as nature and scenery	The new generation of locals participates actively and innovatively in heritage tourism offer development and marketing	Private lenders stop recognising the importance of the heritage landscape in their funding criteria
Destination marketing based on other features	The landscape is appreciated not only for its cultural, but also for its natural heritage values	None of the private owners offering accommodation practices agriculture anymore	Other local traditional agricultural products from Southern Öland, besides brown beans, receive an EU regional brand approval	Shifting tourist profiles and growing demand for more 'sun-sand-sea' reduces interest in heritage and agritourism
	The Grönhögen golf course is one of the most visually appealing golf courses in Sweden	Mörbylånga municipality lacks accommodation and tourist offer diversity	External (EU, municipal) support for positioning of Southern Öland as a World-Heritage-themed unique coastal landscape	Summer months become unappealing to Southern Öland visitors due to a complete depletion of water resources
Events and festivals as heritage brands	Food in the World Heritage fair is a grass-root initiative of local business specifically aimed to promote the World Heritage	The average duration of stay of tourists in Southern Öland is short (between 2 and 3 nights, depending on survey)	The Harvest Festival becomes an important event in extending the tourism season due to ever milder Septembers	Food in the World Heritage fair from the heritage celebration turns into a 'flea fair' for typical agricultural products
Value for money	The camping sector accounts for as much as 75% to 87% of all overnight stays on Öland	The accommodation offer is significantly skewed to a higher price range as prices for hotel rooms are higher than in other similar municipalities	The weakened Swedish crown strengthens the attractiveness of Southern Öland as a tourist destination on the surrounding overseas markets	Southern Öland agritourism farms and hotels lose competition with airB&B, mobile homes and camping sites in the north of the island
Sustainability awareness	Sustainability awareness is quite high among the guests, especially among birdwatchers	Sustainability awareness among the ordinary visitors is moderate	European conservation volunteer networks assist in raising sustainability awareness	Footpath erosion and over-consumption of groundwater due to sustainability ignorance

Care for the quality of the tourist offer	The Swedish affection for food makes visitor satisfaction easier to achieve in Southern Öland without extra investments in heritage adaptation for tourism	Cultural gap regarding the international tourists, understanding their needs	Evening courses for farmers on guiding in Southern Öland organised by Linnaeus University	Erosion or loss of traditional rural life, making the heritage tourism a 'missing link' in tourism on Southern Öland
	World Heritage exploration by combining various transportation means is attractive for visitors	Present quality of the tourist offer is moderate	A good potential and local skills in collaboration with Linnaeus University for improving the quality of the tourist offer	Present quality of the tourist offer collapses due to decline of agritourism, lack of skilled workforce and water deficit
Care for visitor satisfaction	100 km hiking trails, 130 km of biking routes and a 50-km-long specialised birdwatch hiking trail	Car tourism absolutely prevails on Öland	Number of motorised tourists which come to explore Southern Öland for a day or two is increasing	Decline of the visitors, who stay longer in the seaside resorts in the island's north due to climate change
	The overall guest experience and satisfaction on Southern Öland is rather high	Tourists are placing ever-higher demands on the housing standard	The sunny climate and tranquillity invite ever more artists to move to the villages of Southern Öland	The number of overnights suffers a sharp decline due to environmental disasters
Creative industries and local crafts	There are many creative industries on Southern Öland appealing to post-mass visitors	The number of tourist overnights in Mörbylånga municipality is declining	Tourism dynamics in Southern Öland follows the trend of tourism upheaval in Kalmar County	Overlooked changes in visitor tastes and interests cause Southern Öland to fall behind nearby destinations
	The particular atmosphere, scenic appeal of the Great Alvar and unique light on the Great Alvar and the Baltic Sea coast	The impact of the World Heritage designation on tourism in Southern Öland is hard to measure and manage	It becomes quite fashionable among people of creative professions to move to the villages of Southern Öland	The fire could destroy the entire heritage village very fast discouraging urbanites to move to Southern Öland
Heritage tourism product development	Visitors are interested in genuine and inspiring experiences and the story of the local farmers as custodians of the Great Alvar	Local service and product providers do not use the label of World Heritage in marketing	Retailers become increasingly interested in the World Heritage products as an appealing marketing means	Struggle among significant stakeholders over destination marketing priorities and messages
	The World Heritage Week specifically focuses on the World Heritage amenities	The UNESCO logo is not permitted in the marketing of products from Southern Öland	Introduced heritage accommodation certification system facilitates upgrading of agritourism offer	Imposed restrictions trigger negative farmers' attitudes towards the UNESCO status
	Fort Eketorp is a reconstructed medieval fort – a rarity in Northern Europe	A reduced interest in room rentals on the farms as it is ever-less profitable to rent out accommodation	The agritourism offer is successfully diversified thanks to efficient collaboration with Linnaeus University	Ever-more frequent bush fires on the Great Alvar turn Southern Öland into an unappealing tourist destination

Connectivity	Two regular flight lines connect the Kalmar Öland Airport with the Greater Stockholm area	Only a second-rate airport in the vicinity with only few domestic regular flight connections	New heritage-related offers for ferries and local cruises linking Oskarshamn and Västervik with Gotland and Karlskrona and benefitting Southern Öland created	Connection from Västervik and Oskarshamn to Visby in Gotland stops due to optimisation of the local ferry traffic by Destination Gotland
Heritage tourism marketing innovations	Innovative initiatives exist to get visitors out into the nature and teach them about the nature and cultural heritage of the Great Alvar	The World Heritage managers focus on further increasing visitor numbers in July lacking tourism comprehension	EU-funded smart heritage initiatives like geocaching project offer opportunities to experience places in a modern treasure hunt	Ageing professionals in the HORECA sector are less receptive of tourism marketing innovations
Seasonality and length of stay	Many birdwatchers cherish a long tradition of birdwatching on the island and facilitate prolonging the tourist season	Tourism seasonality is high and the peak tourist season in southern Öland is very short	Growing interest in shoulder-season tourism like golf, birdwatching, creative industries, hiking, biking, horse riding	A protracted decline in overnight stays in Southern Öland with an even more significant prevalence of daily visitors
	The shoulder seasons are particularly attractive for outdoors on southern Öland	Weekend tourism absolutely prevails on Öland	The World Heritage status may become important in prolonging visitors' stay on Southern Öland	Weekend visitors have ever less time and interest to visit Southern Öland

ANNEX 2. ESSENTIAL INSTITUTIONAL HERITAGE TOURISM DEVELOPMENT ACTORS

INTERNATIONAL ACTORS

1. **UNESCO World Heritage Centre.** Established in 1992 and located in Paris, the UNESCO World Heritage Centre is the focal point and coordinator within UNESCO for all matters related to World Heritage.
2. **The Common Agricultural Policy of the EU and the EU LIFE+ programme** support sustainable farming and agricultural tourism by allocating money to manage the World Heritage agricultural landscape. It contributes **money** for the maintenance of open landscapes and pastures, which many local farmers consider as a prerequisite for keeping animals on the Great Alvar.
3. **Euroregion Baltic** is an institutionalised form of cross-border cooperation in the south of the Baltic Sea Region, comprising eight regions in Denmark, Lithuania, Poland, Russia, and Sweden (including Kalmar County).
4. **International tourists** (50% from Germany) arriving to explore Southern Öland for a day or two mainly by motorhomes.

NATIONAL ACTORS

5. **ICOMOS Sweden and its experts in heritage conservation** is the Swedish National Committee of the International Council on Monuments and Sites (ICOMOS), a worldwide NGO for cultural heritage professionals, and the advisory body to UNESCO for the cultural heritage and the World Heritage Convention.
6. **The National Property Board Sweden** (*Statensfastighetsverket* – SFV) is involved to varying degrees in seven of the 15 UNESCO-listed Swedish World Heritage properties. Its task is to preserve, nurture and make the national cultural heritage accessible and to facilitate achieving the national architectural policy goals.
7. **The Swedish National Commission for UNESCO** provides advice to the Swedish Government on UNESCO-related matters and raises awareness in Sweden about UNESCO and its work, including that of the UNESCO-listed World Heritage site conservation.
8. **The Swedish National Heritage Board** is the national authority in Sweden that leads and supports the work of preserving, using and developing the cultural heritage, including that of the cultural World Heritage sites. The National Heritage Board has the government's task of handling issues in connection with the World Heritage Convention. Its responsibility primarily covers issues related to cultural landscapes, cultural environments, cultural objects and museums.
9. The Agricultural Landscape of Southern Öland is also protected according to the **National Heritage Act, the Planning and Building Act and the Cultural Environment Act**. These acts safeguard the archaeological sites and monuments, historic buildings, landscape and wildlife of Southern Öland.
10. **Domestic visitors** (90% of the total visitor number) mostly (80%) coming in summer months and staying at camping sites. They are motorised, looking for the quality offer, interested in genuine, unique, and inspiring experiences and knowledge, particularly those who favour active outdoors, also explore more tranquil and exciting places.

REGIONAL ACTORS

11. **Linnaeus University** possesses good potential and skills for improving the quality of the tourist offer and conducts research on how to utilise better the marketing potential of the Outstanding Universal Value.
12. **The Administrative Board of Kalmar County** has supervisory authority over the Municipality council regarding any development plans in the core and buffer zones of the World

Heritage. In this role, it is responsible for protecting the attributes that express the Outstanding Universal Value by ensuring that the values of the Area of National Interest are not tangibly damaged.

13. **The Öland Guide Association** and **Öland Tourism Organization** are the main organizations that offer tourism and guiding services in Southern Öland.

MUNICIPAL ACTORS

14. **HORECA companies** until now hasn't seen enough value in the World Heritage status to develop new products and offers. Only a few hotels are in the World Heritage area. The remaining facilities are camping sites, caravan parks, hostels and alike.
15. **Mörbylänga Municipality** is responsible for preserving the values of the Agricultural Landscape of Southern Öland. The Municipality also owns some heritage assets, covers part of organisational expenses of the Food in the World Heritage fair and is directly committed to its success.
16. **Private owners**. 3000 inhabitants in Mörbylänga municipality live within the UNESCO World Heritage site. Ownership of the better part of Agricultural Landscape of Southern Öland is principally vested in a large number of private individuals and enterprises. Some of the second homeowners stay on Southern Öland longer than merely during the summer season. They come for the Easter and remain well until the Harvest Festival in September and beyond.
17. **The World Heritage Council of the Agricultural Landscape of Southern Öland** is responsible for ensuring that World Heritage values are preserved and that agriculture can be carried out and developed in a financially feasible manner. The Council is also responsible for ensuring that World Heritage efforts promote local and regional development and overall policy issues. The Council is not a legal entity; its work is based on mutual agreements instead. All decisions are taken in each member organisation.

ANNEX 3. KEY ACTORS FOR EXPERIENCING HISTORY, RURAL AND CREATIVE IDYLL

MAIN HUMAN AND INSTITUTIONAL ACTORS (along with the multi-functional ones listed in Annex 2)

- 18) **Federation of Swedish Farmers, Southeast Chapter**. It is the most pivotal organization and the main actor in maintaining the integrity and the living agricultural landscape of the Southern Öland. However, the future of the living landscape is in the hands of 100 to 150 farmers only.
- 19) **Local agricultural companies and individual farmers** with the inspiring story of them as custodians of the unique environment of the Great Alvar. 75% of all the businesses are a one-person or one family business, and about 90% to 92% of the enterprises have no more than ten employees.
- 20) **The Swedish Government** provides subsidies for preserving the alvar agriculture.
- 21) **Farmers living on the Agricultural Landscape of Southern Öland** who have chosen to rent out the spare rooms or provide their product sales to visitors directly from the farm.
- 22) **The Local Business Association of Mörbylänga municipality and Household Society (*Hushallssällskapet* in Swedish)** are involved in the organisation of the World Heritage Week and committed to its success.
- 23) **Local owners of quality food stores – *gårdsbutiker*** – living and working on the World Heritage landscape use the World Heritage Week to showcase their products and get into touch with their customers. The number of contributing companies and organisations is about 35, with an estimated number of individuals of the network being 80.
- 24) **Kalmar Öland's Garden Products (*Kalmar Ölands Trädgårds-produkter* in Swedish)** is an economic association of 180 growers who deliver their harvest from Öland, including the World Heritage site.

- 25) **People of creative professions.** Creative industries and individual artists with a lot of art galleries and small boutique shops. Some artists stay all year around or come each year for the Easter and stay even until Christmas.
- 26) **Visitors (at least many of them)** have an old-fashioned romantic image of a Swedish farm with cattle and cows with calves at the farm. There is little understanding of modern agriculture with silage bales and limited groundwater resources. The number of visitors to the World Heritage Week is around 7,000 to 8,000 and expected to rise over 10,000 in coming years.

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

- 27) **Line villages** on historical grounds with attractive wooden houses and windmills. Small line villages such as Vickleby, Gettlinge, Hulterstad, Alby and Triberga lie on the fringe of the Great Alvar along the perimeter highway.
- 28) **Ancient windmills** in and around the line villages.
- 29) **Cattle on the Great Alvar** supported by long-term subsidies of the Government are necessary to maintain an open landscape of the Great Alvar.
- 30) **Fort Eketorp** located on the Great Alvar in southeast Öland is a reconstructed medieval fort – a rarity in Northern Europe. Fort Eketorp is owned by *Fastighetsverket* and Mörbylånga Municipality is now on trial running the operations.
- 31) **Pre-historic evidences.** Stone Age tombs, Bronze Age burial mounds, castles, house foundations and grave fields from the older Iron Age indicate that people lived permanently on Öland for at least 8,000 years adapting their way of life to the physical constraints of the island.
- 32) **Stone walls** surrounding the meadows and pastures of the Great Alvar. The island-long stone wall (*Mittlandsmuren* in Swedish) stretches for 40-km from the south to the north and separates the western part of the island from the eastern part.
- 33) **Mild, sunny, but crispy climate** attracting tourists but also causing shortages of surface- and groundwater in summer.
- 34) **Limestone bedrock** containing groundwater. As a result of catastrophically dropping groundwater level in summer, the water shortage poses the most severe threat to the World Heritage integrity.
- 35) **Brown beans** from Southern Öland enjoy an EU regional brand approval.
- 36) **Locally produced organic food products** with an indication of the origin from the World Heritage site.

INTANGIBLE ACTORS:

- 37) **Traditions of sustainable farming** that existed for thousands of years. By continuing these traditions, the farmers of Southern Öland have achieved something unique and of value for the whole world. For many local farmers, the World Heritage status is appraisal of their work. Strong sense of environmental awareness among farmers and agritourism service providers.
- 38) **Ever-increasing demand for locally-produced 'slow food' products** from a historical area with World Heritage farming traditions.
- 39) **Added value of agricultural products** from the Agricultural Landscape of Southern Öland on the market

ANNEX 4. KEY ACTORS FOR EXPERIENCING THE NATURE OF THE GREAT ALVAR

MAIN HUMAN AND INSTITUTIONAL ACTORS (along with the multi-functional ones listed in Annex 2)

- 40) **Offenby, a nature reserve** lies at the extreme south end of the Great Alvar. It is an important bird sanctuary. It houses a research station for ornithology and an extraordinary visitor's centre (the nature centre of Offenby).
- 41) **The nature centre of Offenby** attracts over 15.000 visitors each year. Here the visitor will find guided tours, an interesting exhibition, a high-quality bookstore, and a restaurant.
- 42) **Visitors interested in wildlife and the Great Alvar** as an iconic Swedish landscape, as well as genuine and inspiring experiences and a story of local farmers as custodians of the Great Alvar.
- 43) **Hobby birdwatchers** cherish a long tradition of birdwatching on the island and facilitate prolonging the tourist season. They come to Southern Öland in April and May, then return in September and stay until the end of October.

MAIN NON-HUMAN ACTORS:

- 44) **The Great Alvar** of Southern Öland is the most extensive alvar landscape terrain in Europe with the term '*alvar*' denoting a barren limestone grassland with rich biodiversity.
- 45) **A species-rich birdlife** offers possibilities to see many different species of birds.
- 46) **34 orchid species**, including Common Spotted-Orchid, **and other rare plants**. Certain plants occur only here. *Artemisia oelandica* is endemic to the island. Most of the wildflowers blossom from May to July making an additional attraction for visitors.
- 47) **Lange (fall) Jan** is Sweden's tallest lighthouse located on the southernmost tip of the coast of Öland.
- 48) **Over 140 km of hiking trails** criss-cross the Great Alvar. Also, there is a network of over 130 km of biking routes on the Agricultural Landscape of Southern Öland.
- 49) **A 50-km-long specialised birdwatch hiking trail** within the World Heritage area with information columns with QR codes providing visitors with information, accompanied by birdsongs related to the area.

INTANGIBLE ACTORS:

- 50) **Strong environmental awareness** among birdwatchers and other visitors.

ANNEX 5. OPTIMISTIC, PESSIMISTIC AND REALISTIC SCENARIOS

FINANCIAL AND ECONOMIC ASPECTS

Optimistic scenario (Realised opportunities)	Pessimistic scenario (Realised threats)	Realistic scenario (Strategy 'Business as Usual')
Social sustainability		
There will be enough young locals to take over the farms after their parents retire	Young people will become completely disinterested in continuing farming	There will be enough young locals to take over the farms after their parents retire
EU contributes more money for the maintenance of open landscapes and the Swedish State duly pays subsidies	Southern Öland might turn into one of the most popular second-home places	Number of second homes in Southern Öland gradually increases but not drastically, due to high real estate prices
New agricultural investments coming to the World Heritage area	Declining farming due to changing socioeconomic conditions and tastes	Agricultural production remains stable supported by new investments and state support
Overall economic sustainability		
The EU subsidies shift to support conservation through agriculture and to manage the World Heritage agricultural landscape	The agricultural policy of the EU radically changes and subsidies disappear while the State allocates no money to manage the World Heritage agricultural landscape	The EU and state subsidies gradually shift to support conservation through agriculture and to manage the World Heritage landscape instead of agricultural production albeit without subsidies, dairy farming in Southern Öland is ever less economically sustainable
EU LEADER and LIFE+ programmes support sustainable farming and agricultural tourism	Dropping beef and milk prices forcing the farmers to reduce the numbers of livestock drastically	
Sustainable heritage farming		
Restoration of wetlands reduces negative impacts of more frequent droughts	Ever increasing risk of disastrous droughts with declining precipitation	Ever increasing risk of disastrous droughts with declining precipitation and catastrophically dropping groundwater levels in summer facilitate restoration of wetlands and expanding irrigation ponds
Construction of new irrigation ponds or expanding the existing ones	Catastrophically dropping groundwater levels in summer	
Heritage and overall tourism competitiveness		
Second home owners further extend the tourist season attracted by the heritage amenities of the shoulder seasons	Southern Öland turns into a second-home resort void of almost any lasting economic activities except summer months	Number of second homes in Southern Öland gradually increases but not drastically, due to high real estate prices (see above)

LEGAL AND REGULATORY ASPECTS

Optimistic scenario (Realised opportunities)	Pessimistic scenario (Realised threats)	Realistic scenario (Strategy 'Business as Usual')
Historical legacy		
Ever-increasing demand for locally-produced 'slow food' products from a historical area with World Heritage agricultural traditions	A sharp decline of interest and/or commitment of the HORECA businesses and customers in sustainability or heritage designation due to 'concept inflation'	Gradually increasing demand for locally-produced 'healthy' products from a historical area with World Heritage agricultural traditions ('a story behind it')
Legal and management aspects of heritage conservation		
EU NATURA 2000 regulations in place implying support for keeping an open landscape	The NATURA 2000 regulations might turn the living landscape into a museum	EU NATURA 2000 regulations in place implying support for keeping an open landscape

Recent/current/eventual legal and administrative development		
New agricultural practices are allowed to be introduced even encouraged	Further indebtment of the Government concerning the subsidies to the farmers of Southern Öland putting the sustainability of the agriculture on the Great Alvar at risk	Agricultural production remains stable supported by new investments and state support (see above), yet the state ever more considers to support World Heritage agriculture of a token-level and maintain the vast open areas of the Great Alvar by mechanical measures (like alvars on Estonian islands)
Maintaining sufficient number of cattle on the Great Alvar supported by long-term subsidies of the Government	It becomes more cost-effective to keep a token-level of agriculture and maintain the open areas of the Great Alvar by mechanical measures	

ORGANISATIONAL AND INSTITUTIONAL ASPECTS

Optimistic scenario (Realised opportunities)	Pessimistic scenario (Realised threats)	Realistic scenario (Strategy 'Business as Usual')
Organisational framework		
The Swedish Government assumes responsibility for preserving the alvar agriculture for the future	The Swedish Government declines financial commitment for supporting the agriculture due to budget restraints	The state ever more considers to support World Heritage agriculture of a token-level and maintain the vast open areas of the Great Alvar by mechanical measures (like alvars on the Estonian islands that are completely depopulated)
The Farmers Association is aware and lobbying actively to mitigate threats	Swedish Government ignores the long-term threats to the World Heritage survival	
Institutional role of the heritage tourism-related stakeholders		
Increasing demand for World Heritage-labelled agricultural products in Sweden raising the income of the farmers	Prohibition of UNESCO-labelled agricultural products from Southern Öland by UNESCO hampers marketing and merchandising possibilities	Increasing demand for World Heritage-labelled agricultural products in Sweden facilitates the local initiative that the managers of the Agricultural Landscape of Öland make their own label.
Coordination of sustainable World Heritage property management		
A comprehensive system of attractive events related to the World Heritage, food and agriculture is established and successfully cherished turning Southern Öland into a vibrant heritage agricultural landscape	Institutional difficulties, e.g. disinterest of the National Farmers' Association to be active on the World Heritage Council and committed to active upkeeping of the World Heritage values	A comprehensive system of attractive events related to the World Heritage, food and agriculture is established and successfully cherished but with limited impact on tourism or local ways of living

DESTINATION MARKETING ASPECTS






















Optimistic scenario (Realised opportunities)	Pessimistic scenario (Realised threats)	Realistic scenario (Strategy 'Business as Usual')
The marketing potential of the Outstanding Universal Value		
The nature centre of Offenby provides knowledge about the World Heritage	The non-existing 'village idyll' may disappoint in the encounter with modern agriculture	The nature centre of Offenby provides knowledge about the World Heritage
Destination marketing based on other features		
More local traditional agricultural products receive an EU regional brand approval	Growing demand for more 3-S reduces interest in heritage and agritourism	Shifting tourist profiles and growing demand for more 'sun-sand-sea' reduces interest in golf and, particularly, agritourism, but not in Great Alvar, birds and local 'healthy' food
External (EU, municipal) support for positioning of Southern Öland as a World-Heritage-themed unique coastal landscape	Summer months become unappealing to Southern Öland visitors due to a complete depletion of water resources and scarcity of opportunities	










Sustainability awareness		
European conservation volunteer networks assist in raising sustainability awareness	Footpath erosion and over-consumption of groundwater due to sustainability ignorance	Footpath erosion and groundwater consumption stay within the limits of acceptable change
Care for the quality of the tourist offer		
Evening courses for farmers on guiding in Southern Öland organised by Linnaeus University	Loss of traditional rural life, making the heritage tourism a 'missing link' in tourism	Agritourism offer and demand on Southern Öland gradually becomes blended with nature and heritage tourism, and not outcompeting the 3-S tourism demand in the north of Öland
A good potential and local skills in collaboration with Linnaeus University for improving the quality of the tourist offer	Present quality of the tourist offer collapses due to decline of agritourism, lack of skilled workforce and water deficit	
Care for visitor satisfaction		
Number of motorised tourists which come to explore Southern Öland for a day or two is increasing	Decline of the visitors, who stay longer in the seaside resorts in the island's north due to climate change	Increasing number of motorised tourists which come to explore Southern Öland for a day or two, yet their stay is ever shorter
Creative industries and local crafts		
The sunny climate and tranquillity invite ever more artists to move to the villages of Southern Öland	The number of overnights suffers a sharp decline due to environmental disasters	Southern Öland gradually falls behind nearby destinations yet the declining visitor numbers and their shorter stays are compensated by their broader interests and bigger spending
Tourism dynamics in Southern Öland follows the trend of tourism upheaval in Kalmar County	Overlooked changes in visitor tastes and interests cause Southern Öland to fall behind nearby destinations	
It is fashionable among people of creative professions, and with a long tradition, to move to the villages of Southern Öland	The fire could destroy the entire heritage village very fast discouraging urbanites to move to Southern Öland	Number of second homes in Southern Öland gradually increases but not drastically, due to high real estate prices, but not because of environmental stress
Heritage tourism product development		
Retailers become increasingly interested in the World Heritage products as an appealing marketing means	Struggle among significant stakeholders over destination marketing priorities and messages	Increasing demand for World Heritage-labelled agricultural products in Sweden is hampered by the prohibition of UNESCO-labelled agricultural products, but the managers of the Agricultural Landscape of Öland make their own label.
Introduced heritage accommodation certification system facilitates upgrading of agritourism offer	Imposed restrictions trigger negative farmers' attitudes towards the UNESCO status	Heritage accommodation certification system is absent along with any further restrictions on farming
Heritage tourism marketing innovations		
EU-funded smart heritage initiatives like geocaching project offer opportunities to experience places in a modern treasure hunt	Ageing professionals in the HORECA sector are less receptive of tourism marketing innovations	Ageing professionals in the HORECA sector are less receptive of tourism marketing innovations
Seasonality and length of stay		
Growing interest in shoulder-season tourism like golf, birdwatching, creative industries, hiking, biking, horse riding	A protracted decline in overnight stays in Southern Öland with an even more significant prevalence of daily visitors	Southern Öland gradually falls behind nearby destinations but the declining visitor numbers and their shorter stays are compensated by their broader interests, bigger spending and a more even spreading from April to October (see above)
The World Heritage status may become important in prolonging visitors' stay on Southern Öland	Weekend visitors have ever less time and interest to visit Southern Öland	

ANNEX 6. ACTIONS TO AVERT THE COINCIDENCE OF WEAKNESSES AND THREATS

Weaknesses	Threats	Proposed Actions
FINANCIAL AND ECONOMIC ASPECTS		
Homes are costly enhancing depopulation. Ever more homes are transformed into summer houses	Southern Öland might turn into one of the most popular second-home places	Engage creative industry adepts who bought second-homes in Southern Öland ('new locals') to participate more actively in the World Heritage Week
Dependence of agricultural production on EU and national subsidies	Declining farming due to changing socioeconomic conditions and tastes	Establish closer collaboration relations with the English Lake District World Heritage cultural landscape and exchange the best concepts promoting local pride and sustainability (e.g., Farming Heroes and the Heritage Product from the English Lake District)
The challenge for local young people to stay in agricultural business with dwindling other employment opportunities	Production of cement is renewed with incising into the World Heritage site	
The farmers are unwilling to sacrifice their land for restoring wetlands	Ever increasing risk of disastrous droughts with declining precipitation	Develop and implement a comprehensive programme of wetland restoration and pool expansion in Southern Öland convincing the farmers in advance to agree on 'trade-offs' particularly relating it to the mitigation of the greenhouse gas emissions from local cattle by carbon sequestration by restored and/or wetlands
Low rainfall, scarce surface- and groundwater resources	Catastrophically dropping groundwater levels in summer	
Harsh contrast in tourist arrivals and in precipitation levels between seasons causing a disproportional load on municipal utilities and water consumption	Dropping beef and milk prices forcing the farmers to reduce the numbers of livestock drastically	
The municipality doesn't put enough dedicated efforts in making the agriculture on Southern Öland more attractive for tourists who struggle to comprehend the OUV	Southern Öland turns into a second-home resort void of almost any lasting economic activities except summer months	Develop and launch a wide-scale and segment-tailored World Heritage marketing campaign to make the agriculture on Southern Öland more attractive for tourists
On Southern Öland, it is hard to find a room for less than € 50 a night on the booking.com platform on the Internet	Rising energy and transport prices due to extra costs of a carbon-neutral economy cause the price spike in the tourism sector of Southern Öland	Facilitate wider introduction of airB&B accommodation offers by second-home owners by motivating and educating them to offer additional services (guiding, bike renting, creative workshops)
Weaknesses	Threats	Proposed Actions
LEGAL AND REGULATORY ASPECTS		
Canals were dug to divert surface water and lower groundwater levels	A sharp decline of interest and/or commitment of the HORECA businesses and customers in sustainability or heritage designation due to 'concept inflation'	Develop and implement a World Heritage 'Storytelling Master Plan' for vivification and animation of the underpinning farming culture creatively adapted from the English Lake District that faces similar challenges of 'concept inflation' and turning the living landscape into an open-air museum
There is no conservation legislation specifically tailored for World Heritage landscapes in Sweden	NATURA 2000 restrictions might turn the living landscape into an open-air museum	

ANNEX 8. COMPARISON OF THE VIABILITY OF WORLD HERITAGE TOURISM DEVELOPMENT ALTERNATIVES

Criteria	STRATEGY 'BUSINESS AS USUAL' ('0 STRATEGY')		MITIGATING COINCIDENCE OF WEAKNESSES AND THREATS ('0+ STRATEGY')		AVAILABLE HERITAGE-BASED TOURISM DEVELOPMENT OPTIONS	
1. Efficiency	 (w.f.=2.0)	If is not the way, how the goals and breakthroughs of sustainable heritage tourism development are achieved	 (w.f.=2.0)	Limited measures aimed to mitigate coincidence of weaknesses and threats have a long-term limited positive effect	 (w.f.=2.0)	The tourism actions of the World Heritage Action Plan will deliver a substantial socio-economic breakthrough
2. Socio-economic acceptability	 (w.f.=3.0)	If is not the way how the wide society and business anticipate heritage tourism development	 (w.f.=3.0)	Mitigating coincidence of weaknesses and threats is acceptable by society and business	 (w.f.=3.0)	The tourism actions of the World Heritage Action Plan are focused to achieve long-term overall sustainability goals
3. Technical feasibility	 (w.f.=1.5)	Continuing the 'Business as Usual' policy doesn't require additional technical solutions	 (w.f.=1.5)	Mitigating coincidence of weaknesses and threats requires extra limited technical solutions	 (w.f.=1.5)	No new approaches are necessary while implementing the tourism actions of the World Heritage Action Plan
4. Policy feasibility	 (w.f.=1.0)	Continuing the 'Business as Usual' policy goes against the sustainability policy	 (w.f.=1.0)	Mitigating coincidence of weaknesses and threats is neutral regarding sustainability policy	 (w.f.=1.0)	The tourism actions of the World Heritage Action Plan are endorsed by the World Heritage Council and directly facilitate sustainable local development
5. Suitability	 (w.f.=1.5)	It has a narrower impact range than alternatives whose results cover very different areas	 (w.f.=1.5)	Focus on educational programs of the Agricultural Landscape stakeholders has a narrow impact range and is suitable	 (w.f.=1.5)	The tourism actions of the World Heritage Action Plan aim to have quite a broad impact range in different areas
6. Reliability	 (w.f.=2.0)	Continuing the 'Business as Usual' policy is surely reliably implementable at low costs	 (w.f.=2.0)	Applying the best practice from the English Lake District reinforces mitigating coincidence of weaknesses and threats	 (w.f.=2.0)	The implementation of the tourism actions of the World Heritage Action Plan has good chances to deliver the outlined improvement
7. Prevalence	 (w.f.=1.0)	If is not the way, how the key stakeholders see sustainable heritage tourism development	 (w.f.=1.0)	If is not the way, how the key stakeholders see sustainable heritage tourism development	 (w.f.=1.0)	The implementation of the World Heritage Action Plan endorsed by the World Heritage Council fits best the prevailing public opinion

8. Flexibility	 (w.f.=3.0)	The strategy is unsuitable for solving the issues as circumstances or situation change	 (w.f.=3.0)	The strategy is barely suitable for solving the issues of the situation change	 (w.f.=3.0)	The World Heritage Action Plan and its heritage tourism actions are formulated broadly and flexibly and therefore are suitable for achieving the goals even as circumstances change
9. Smoothness	 (w.f.=2.0)	Continuing the 'Business as Usual' policy is the smoothest strategic alternative	 (w.f.=2.0)	The length of time between strategy adoption and implementation is relatively short	 (w.f.=2.0)	The length of time between the adoption and implementation of the World Heritage Action Plan is fixed by the period of validity of the Action Plan
10. Implementation costs	 (w.f.=4.0)	Continuing the 'Business as Usual' policy doesn't require extra implementation costs	 (w.f.=4.0)	Mitigating coincidence of weaknesses and threats require only minimal additional costs	 (w.f.=4.0)	Implementation of the proposed extensive heritage-based tourism development program including all proposed measures bears substantial costs
FINAL SCORE	5.0		25.5		32.0	