

# Regional Perspectives - Natural and Cultural Heritage as Potentials for Tourism Development

Betina Meliss

University of Greifswald, Institute of Geography

ERNST MORITZ ARNDT  
UNIVERSITÄT GREIFSWALD



Wissen  
lockt.  
Seit 1456

# Impact on the Regions?

- Economic aspects?
- Environmental aspects?
- Social aspects?
- Positive / negative?
- In line with regional development strategies?



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= **TOURISM ??**

# Questions ...

- Who is the tourist?
- Where does he come from?
- When does he come?
- Why does he come?
- What does he want to do?
- What does he expect?
- How?

→ Answers ?



# Example: Country / Farm travellers in Germany



**Age?**

**Income?**

**Education?**

**Stages of Life?**

**State/Federal State?**

**Internet?**

.....

**Main/Additional Trip?**

**Travel Party?**

**Duration?**

**Accommodation?**

**Expenditures?**

**Organisation?**

**Transport?**

**Seasonality?**

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Source: German „Reiseanalyse“, FUR

## Offers that should be available?

- Hiking trails
- Shopping possibilities
- Restaurants
- Possibilities to swim
- Sights
- Activities for children
- Bicycle trails
- Tourist Information
- Events
- Sport activities
- .....

## Type of holidays?

- Relaxing
- Nature
- Family
- Activity
- Visit friends / family
- Experience
- Sun & beach

## Potential guests

- Animals and Nature
- Silence, Relaxing
- Get to know the region and people
- Space for children
- Holidays with the family
- Take part in daily life
- Several different activities
- Sport
- Wellness
- Comfortable atmosphere
- Seminars
- Holidays alone

# Example:

## 7 Pre-conditions for a successful development of agrotourism

(Bernard Lane/University of Bristol/GB)

- ▶ Attractive landscape and rich cultural heritage
- ▶ Easy accessibility from the source markets
- ▶ Small and medium farms with interest in diversification
- ▶ Farms owned by the farmers
- ▶ Farms in relatively wealthy regions i.e. farmhouses are well equipped; room for accommodating visitors available
- ▶ Local/regional tourism organisations for marketing and infrastructure
- ▶ Hospitality resp. tradition in hosting guests

# Good practices!



- **Project EcoRegion**

(Federal Ministry for Environment, Nature Conservation and Nuclear Safety)

→ Database: Good examples of sustainable development

- **Project Parks & Benefits**

(Ministry of Agriculture, Environment and Consumer Protection Mecklenburg-Vorpommern)

→ Certification: EUROPARC

- **Project AGORA**

(University of Greifswald, Institute of Geography)

→ YepaT - The Service Hub of Tourism Projects in the Baltic Sea Region

→ Sustainability check for tourism projects

- **Project AGORA 2.0**



# Sustainable tourism, of course!

Use existing approaches like

- EUROPARC and its European Charter for Sustainable Tourism  
(guided certification process)
- others

# Challenging:

Tourism Destination  $\neq$  Area within  
administrational  
borders  
!

# Heritage organisations towards tourism organisations:

## Expectations:

- Lots of visitors, paying for services
- Cooperation with other organis.
- Joint marketing
- Promotion of heritage sites on a larger scale (e.g European)
- Feedback from tourism organisations and end-customers
- Expertise and advisory services
- Market research, studies, data
- Tell tourists the truth
- Partnership
- Provide practical experiences
- Demand for internships
- Accept & communicate conservation rules

## Offers:

- Cultural experience and expertise from heritage experts
- Internships & practical experiences for students
- Provide us with basic knowledge and data

# Steps for a successful development

- ▶ clear definition of the product profile, based on consumer demand
- ▶ clear definition and guarantees for minimum standards
- ▶ support networking between existing organisations
- ▶ improve the common use, presentation, and sales through ITC platforms
- ▶ improve the professional qualification of providers to a common level

# Thank you!

## Contact

Prof. Dr. Wilhelm Steingrube  
Dipl. oec. Betina Meliss  
University of Greifswald ,  
Institute of Geography  
Makarenkostrasse 22  
D-17487 Greifswald  
GERMANY

phone: +49 3834 864541

fax: +49 3834 864542

[meliss@uni-greifswald.de](mailto:meliss@uni-greifswald.de)

[www.wisogeo.de](http://www.wisogeo.de)

