

1. International project meeting

**WaterTour**  
**Improvement of competitiveness of SMEs and**  
**watertourism regions by innovative strategies and**  
**technologies**

Report of the results

2<sup>rd</sup> November until 5<sup>th</sup> November 2004  
Greifswald, Fischstrasse 11, Germany



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## 1. Objectives of the event

From the 2<sup>nd</sup> to 5<sup>th</sup> November 2004, the first international meeting in the context of the project “WaterTour - Improvement of competitiveness of SMEs and water tourism regions by innovative strategies and technologies“ took place (Appendix 1: Programme).

In total, up to 15 participants from the five partner regions attended the meeting (Appendix 2: List of participants)

The official welcome as well as the opening of the starting event took place on the 2<sup>nd</sup> November 2004 during a common dinner.

### Objective of the starting event:

- getting to know each other
- defining common targets and objectives
- defining details of components and activities
- task sharing and activity plan for milestone 1 and milestone 2

## 2. Process and results

### 2.1 Opening of the meeting

The meeting was opened by the managing director of the Regional Tourism Board Vorpommern Tobias Valentien. He welcomed the guests from the partner regions and the participants from the lead partner region.

### 2.2 Presentation of the regions

In a short presentation, each partner presented its project region under the following aspects:

- geographical and economical information about the region,
- situation in water tourism,
- strengths and weaknesses,
- possible initial stages for solutions by the project,
- objectives/ expectations for the project

### 2.3 Objectives and expectations of the project partners

Objectives of the common project “WaterTour“ according to the application:

- access to know-how and best practise examples
- exchange of experiences
- establishing of intra-regional and inter-regional co-operations between communities and SMEs and between SMEs



- applying policies and strategies to ensure the development of quality infra structure to enable the development of sustainable water based tourism activities whilst taking cognisance of the environment
- developing tools and methods to market the regions for both the internal market of the country and the European market
- improving regional information systems

According to the aims mentioned above, the partner regions pictured the problems and the restraints in the water tourism development in their region as well as the goals and expectations derived for the project.

Partner region	Problems/ restraints in the water tourism development	Goals for the project	Expectations/ effects through international co operation
Ireland	Tourist cross the region without longer stays	Improvement of the marketing	Joint regional and transnational marketing
	Linked information about available offers missing (database)	Development of a Database	Exchange of experiences in Content Management Systems
	Different qualities of services	Defined image for defined service	Exchange of experiences
	Co-operation between tourism organisations and stakeholders insufficient	Development of co-operations	Use of experiences of regional and transnational tourism stakeholders
Hungary	Tourism infrastructure insufficient developed	Improvement of infrastructure	Learning from best practise examples
	Rivers less developed	Improvement of infrastructure Linking of existing service providers	Better and increased service by co-operation
	Rivers partially in protected areas - restrictions	Find out ways for tourism in protected areas	Nature friendly tourism by co-operation with environmental departements and organsiations
	Strong seasonality	New ideas and offers	Exchange of experiences and initiate a regular brainstorming process
	Lack of links between touristic stakeholders	Development of co-operations	Co-operations as information pool and
	Lack of tourism organisations	Sensitize the regional stakeholders	Use of experiences of other regions
Portugal	Endangered nature (erosion, fire, industry)	Improvement of information to sensitize the people  "Code of behaviour" for inhabitants and visitors	Exchange of experiences
	Lack of connections or co-operation between SMEs	Development of co-operations	Rising tourism activities and revenue
	Lack of information of existing offers and services	Improvement of regional information systems	Joint regional and transnational marketing



	Number of tourists is not satisfied	Development of new or linked travel products Improvement of the marketing	Use of best practise studies
Finland	Number of tourists is not satisfied	Development of new or linked travel products Improvement of the marketing	Use of best practise studies
	Quality of the products not sufficient	Improvement of the quality	Comparison of the quality standards in the different regions
	Tourists pass the region	Find ways to keep the tourist longer, new ideas or services	Exchange of best practises and experiences
	Access to information difficult for tourists	Improvement of the information system especially on waterside	Linking of existing information systems and creation of additional tools e.g. on waterside
Vorpommern	No overview about existing offers and service	Improvement of the information system and data updating	Linking of existing information systems and creation of additional tools e.g. on waterside
	Unsufficient cooperation between regional stakeholders	Creation of co-operations between SMEs and communities	Link the regional of different regions co-operations to create transnational co-operations
	Existing products unsufficiently linked	Development of new or linked travel products	Using the co-operations

## ***2.4 Common activities and task sharing***

### **2.4.1 Project component 3 – Setting up interregional and regional cooperations between communities and SMEs and between SMEs**

#### **Strategic focus of the component**

- Exchange of experience, know-how and best-practices
- Creating co-operation between SMEs and communities
- Building up of loose networks as well as fixed business co-operations
- International conference (planned May 05) in Ireland

#### **Target of the co-operations?**

- Exchange of experiences, learning from best practices
- Create new business-contacts





Task sharing in preparation of the conference

Ireland:           - hosting partner  
                      - responsible for conference room and equipment, excursion etc

each other partner:   - supporting the PM with search for water tourism regions and experts  
                              presenting their experience (contacting project partners within their region  
                              with special experiences)  
                              - electing 5 –6 tourism stakeholders per region to attend the  
                              conference  
                              - each partner has to use its budget for travel and accommodation to  
                              finance the participation of the referent and the 5-6 stakeholders

## **2.4.2 Project component 4 – Strategies for developing a target group orientated and quality orientated infrastructure and target group orientated products**

### **What is the strategic focus of the component?**

- Strategies for target group oriented infrastructure
- Quality of infrastructure
- Common, customer related information system
- Target group orientated and high quality products

### **What are the common objectives of the component?**

- Defining and adaption of checklists for infrastructure
- Developing tourism potential around the water ways
- Connecting waterside and land side tourism activities
- User-friendly manual

### **Planned activities:**

- Sign posting system       to be discussed in late 2005
- Manual

### **Discussion about the special targets and structure of the manual**

Structure

- Common part to describe general, common problems and solutions
- Special parts for each region to describe regional problems which could be from general interest
- Manual in all 5 partner languages:



Possible topics for the special part :

- Development of a database for touristic offers and services
- Use of Best Practise examples
- Development of operation models for water tourism enterprises
- Including of existing studies and concepts
- Development of a “code of behaviour” for tourism in protected areas
- Opportunities for tourism in protected areas like National Parks

### **What are the next steps?**

Discussing possible topics to develop as a model project within the manual (1-2 projects per region)

- The topics will be collected by the project management
- The partners find a commonly agreement of the content of the manual
- The partners decided to develop a common manual by one Europe wide active tourism consulting enterprise
- The tender procedure will be done by the Lead partner by the end of November
- Enterprises of each region will be involved – project partners will serve the Leadpartner with information by the end of November
- The offers has to be sent as a paper version and a mail version. That will allow a common decision of all partners in choosing the firm by using a criteria catalogue before the 2 meeting
- The consultant should already attend the 2 meeting

### **2.4.3 Project component 5– Developing tools and methods to market the regions within their regional tourism market as well as on the European market**

#### **What is the strategic focus of the component?**

- Customer orientation (nature, experience, groups, families, adventure, etc.)
- Service and convenience (common recognisable information, publishing of information material, developing of regional profile)
- Marketing of the variety of regions, offers
- Focusing on internet marketing and sales

#### **Common and individual objectives of component 5?**

Common objectives:

- Marketing of water tourism on international, national and regional level
- Quality push



- Common, user orientated web pages
- Attractive offers for specific target groups (thematical, land-water offers etc.)
- Organisation/ co-ordination point for water tourism in the partner regions

### **Planned activities:**

International conference Jan-Jun 06 in Finland

"Strategies of better use for marketing tools in interregional and regional marketing in water tourism"

- Presentation of experts, workshop with experts, discussion, presentation of regions
- Participants of partner regions
- Concept „Marketing tools entering European and national market“
- Development of a common web page as a tool to the linked partner pages and systems  
The partner budget will be divided in an amount for the common web page and an amount for the different partner pages or tools.

The heights of the amounts will be specified after consultations with relevant experts.

### ***3. Excursion through the region of Vorpommern (04.11.2004)***

During an all-day excursion, the participants were introduced to important sights and water tourism related attractions of the hosting region:

- Marina Kröslin
- Canoe station / Anklam at the river Peene
- Lilienthal Museum / Anklam
- Landing stage / Stolpe at the river Peene
- Boat trip from the landing stage Alt Plestlin (river Peene) to the city of Loitz
- City of Loitz, area of the planned new touristic port
- Museum boatyard / Greifswald, river Ryck
- Fishing village Greifswald-Wieck, tourist attraction

The evaluation of the excursion took place concerning the following point of views:

- Positive and negative criticism of the tourist attractions presented
- Possible shared marketing topics and co-operation starting-points between the partner regions



- especially the canoe station Anklam was impressing, it shows how to link canoe rental and guided tours to ensure the existence of the station completed by shipbuilding outside the season
- the visited places have shown the structure and size of water tourism enterprise in the lead partner region
- most enterprises or landing stages are very small and need an additional operation to exist
- a more targeted marketing is needed
- started activities are good, but more service providers are needed
- signs are needed on water and land side - Missing of information points at parking areas, at central points in the cities or at similar places
- water tourism offers could be completed by agricultural offers
- how to get the people in the region
- the river Peene is one of the most important natural rivers in Germany, rich in protected animals and plants, partial in protected area
- tourism in protected areas one of the project topics

## **4. Project management and reporting**

### **4.1 Project management**

*International Project Management by GETEV – Vorpommern Tourism Development plc.*

- Responsible: Ms Christin Kellner

Please see attachment “Reporting and monitoring WaterTour”

### **4.2 Subsidy contract and partnership agreements**

The partnership contracts between the Lead partner Regional Tourism Board Vorpommern and the respective project partners were clarified and co-ordinated. The contracts were made available by the Lead partner. Each partner received two signed contracts.

### **4.3 Reporting**

Please see attachment “Reporting and monitoring WaterTour”

### **4.4 Public relations**

Newsletter

Within a year two newsletters will be produced. The co-ordination concerning time and content as well as the editorial work are done by the project co-ordination. The preparatory work of the information from the regions takes place via the project responsible persons. The project co-ordination provides the newsletter in English. The translations into the other partner languages will be done by the national project management. The printing, the dispatch via Email and via



post as well as the display in public places also will be done by the project partners themselves. The project co ordination sends the newsletter to the Joint Technical Secretariat North Zone in Rostock as well as to other interested institutions or projects.

Newsletter 1/04

- Content:
  - Short presentation of the project regions
  - Process 1. international meeting
  - Results, measures and first project steps
- Producing of the newsletters by the project co ordination until the end of November
- Translation of the newsletters by the project partners
- Printing and dispatch (Email, post) in December 2004

## **5. Second international meeting**

The second international meeting will take place in May 2005 in Ireland.

Content:

- International conference with Best-Practise reports from four other regions concerning co operations between SMEs and communities and between SMEs
- Presentation of the first manual draft
- Presentation of the first web pages
- Excursion in the hosting region

The meetings in the following milestone are also planned:

Milestone 3	September/ October 2005	Hungary
Milestone 4	June 2006	Finland
Milestone 5	September 2007	Portugal

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Greifswald, 23.11.04



## Appendix 1.

### Schedule International Meeting „WaterTour“ 02. – 05.11.2004 Greifswald, Mecklenburg-Vorpommern, Germany

Tuesday, 2.11. 20.00	- Arrival at Greifswald  - Official welcoming
Wednesday, 3.11. 9.00 – 9.30 9.30 – 12.00  12.00 – 15.00 15.00 – 18.30 19.00	- Opening of the meeting  <b>Presentation of the different partner regions:</b> ca 15 minutes <ul style="list-style-type: none"> <li>- Ireland</li> <li>- Hungary</li> <li>- Finland</li> <li>- Portugal</li> <li>- Vorpommern</li> </ul> <b>Workshop concerning the content of the project: part 1</b> <ul style="list-style-type: none"> <li>- time and activity plan: Procedure, content, time frame for local meetings structure, tender procedures</li> <li>- Component 2 promotion Public relations: web pages , newsletters, responsibilities, implementation,</li> </ul> <b>Lunch followed by a guided city tour</b>  <b>Workshop concerning the content of the project: part 2</b> <ul style="list-style-type: none"> <li>- Component 3 co-operation</li> <li>- Component 4 infrastructure</li> <li>- Component 5 tools to enter the market</li> </ul> <b>Common dinner</b>
Thursday, 4.11. 8.00 – 21.00	<b>Excursion in the region</b>
Friday, 5.11. 9.00 – 13.00  13.00 – 14.00 14.00 – 15.00 18.00	- Evaluation of the excursion - <b>Project management within Interreg 3c</b> <ul style="list-style-type: none"> <li>- Subsidy contract and contracts between Lead partner and partner</li> <li>- Financial and progress reports</li> <li>- Reporting and Monitoring</li> <li>- Budget</li> <li>- Rules and legislation</li> </ul> <b>Lunch</b>  <b>Preparation 2. international meeting and conference</b>  <b>Common dinner</b>
Saturday, 6.11.	<b>Departure</b>



## Appendix 2.

### Participants

### Meeting WaterTour

Nr.	Name	Land	Institution
1	Ms Sirpa Laine	Finland	Lahti health control and environmental protection centre
2	Mr Reima Kauhanen	Finland	Lahti health control and environmental protection centre
3	Ms Maria Raquel Ratinho Rosário	Portugal	Aflops - Forest Producers` Association
4	Ms Cristina Daniel	Portugal	Aflops - Forest Producers` Association
5	Mr Gusztáv Csomor	Hungary	South Transdanubian Regional Development Agency
6	Ms Sarah Coffey	Ireland	Midland Regional Authority
7	Mr Jim Stone	Ireland	Midland Regional Authority
8	Mr Tobias Valentien	Germany	Regional Tourism Board Vorpommern
9	Ms Iris Klut	Germany	Regional Tourism Board Vorpommern
10	Ms Marlies Joost	Germany	Regional Tourism Board Vorpommern
11	Ms Christin Kellner	Germany	Vorpommern Tourism Development plc
12	Mr Dr. Winter	Germany	City of Loitz, mayor
13	Ms Heymann	Germany	City of Loitz
14	Ms Schramm	Germany	City of Loitz
15	Mr Volker Doench	Germany	Project Vorpommersche Dorfstrasse