

## 5. International Meeting

### **WaterTour Improvement of competitiveness of SMEs and Water tourism regions by innovative strategies and technologies**

Report of the results

13 - 15 September 2006  
Sesimbra, Portugal

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## 1 Objectives of the event

From 13 September until 15 September 2006, the 5. 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.

The meeting included a final conference, a study trip and a project working group meeting. In total, up to 25 participants from the five partner regions attended the meeting. (see attached list of participants)

## 2 International Meeting

### 2.1 *Opening of the meeting*

The meeting and the conference was opened by:

- Mr Nuno Santos Fernandes,
- Mr. Tilo Braune, Chairman of the Regional Tourism Board Vorpommern and President of German Tourism Association
- Ms Christin Kellner, International Project co-ordination, Vorpommern Tourism Development plc.

They welcomed the guests from the partner regions and the participants from the hosting region. Ms Kellner gave a short overview on the meeting program.

### 2.2 *Presentations*

#### Presentations

- Presentation of the **Project results of the Portuguese partner** presented by Cristina Daniel
- **“The tourism in our region – Diagnostic and future strategies”** presented by Dr. Fernando Teigão dos Santos, ISA
- **“ Navigability in the Estuary of Sado - potentialities ”** presented by Commandante Orlando Temes.
- **“Observation of Dolphins – Code of Conduce ”** presented by Maria João Fonseca – Vertigem Azul
- Finland - Lahti Region– Presentation of the **Project results of the Finnish partner** presented by Virve Kuha and Marjaana Salomaa

- “Presentation of the **Project results of the German partner**  
presented by Mr Tobias Valentien, Managing Director Regional Tourism Board  
Vorpommern
- “Presentation of the **Project results of the Irish partner**  
presented by Jim Stone, Director of the Midland Regional Authority
- “Presentation of the **Project results of the Hungarian partner**  
presented by Balázs Borkovits

Please see the presentations attached.

### **3 Excursion around the Sado estuary**

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

- Cruise at the Sado estuary – Visiting the characteristic coastline and watching typical water related activities like boating, sailing, hang-gliding, dolphin and bird watching
- Visiting the touristic place Troia
- Visiting Herdade de Comporta – a rice and wine farm
- Visiting the tide mill near Setúbal
- Visiting cork oak trees and umbrella pine trees

### **4 Future of the WaterTour partnership – New Project Ideas**

In general the partners decide to continue the common project work within the water tour partnership. They discussed the following topics:

It is necessary to find a common umbrella for the next project. It can combine different ideas in the different regions.

A relation to the WaterTour project could be a fortune to use it as a base for any kind of continuation

#### **4.1 Presentations and discussion**

Hungary

- Horse riding is one of the images of Hungary
- more than 100 horse riding places in the Drava region
- horse riding companies have an own monitoring system, but offered quality is quite low
- 2007 is national year of horse riding tourism in Hungary
- national and regional horse riding organisations are willing to be project partners
- Quality of infrastructure/ horse riding tracks is already good, but quality of tourism products and marketing are lacking

The Hungarian idea contains:

1. Market analysis
2. Concept to develop products and destination
3. To train the people for tourism jobs – people don't speak English
4. Development of an international standard for riding places
5. Marketing of the products and destination in newspapers, magazines, updating existing homepages

## ***Discussion***

Portugal:

- Horse riding has an increasing importance
- It attracts families
- Development of integrated products: often combined with golf or water tourism
- In the next project round the funds will focus more on rural development
- Classified areas are a good base for projects – Natura 2000, FFH areas

Germany:

- Horse riding is not a complementary part of tourism in Germany
- There are farms existing, but not to much
- Opening of National parks for tourism as possible target
  - o Rural development
  - o Quality
  - o environment

Ireland:

- The roles of protected areas contain information about tourism and its possibilities
- Horse riding works already in Ireland
- Target to keep the people longer, e.g. horse riding as an additional offer possible
- Rules of sustainable tourism should be focused on
- Development of niche markets

Finland:

- Lack of wider range of activities
- New project should focus on SMEs – development of products and marketing
- Horse riding has already good standards in Finland
- Branding, information, marketing

Hungary:

- Tourism in National parks as a possibility
- Talking about tourism in protected areas considering of different protection status
- Protection and revitalisation of wildlife
- Support the natural values and experience it

- First of all is our job to develop tourism

Ireland:

- To support SMEs must include to follow the EU guideline Natura 2000 etc
- To protect wildlife could be an important part of tourism
- Rural Tourism: Special programmes for rural areas! So the focus should be more the sustainable tourism rather than rural development

Finland:

- Don't forget water tourism – there are many things to be done in water tourism
- The WaterTour project should to be found in the new project

Ireland:

- Water tourism can be a part of packages
- New target group: aging people, demand on cultural and intelligent offers!

Portugal:

- Special natural areas Nature should be named “Natural resource” to avoid irritations with other programs (LIFE)
- Infrastructure development, no more studies, rather cooperation with SMEs

**Decision:**

**Each partner sends a short description (max 1 page A4) of his ideas by 29 September 2006**

**Content:**

- Planned project region
- Objectives of the planned project
- Activities planned to reach the project target
- Planned Investments
- Possible new project partners



## 5 Meeting of the Project Working Group

Participants:

International Project Management: Christin Kellner

Ireland: Jim Stone                      Finland: Reima Kauhanen  
Virve Karkkainen

Hungary: Balázs Borkovits

Portugal: Luis Unas                      Germany: Tobias Valentien  
Raquel Rosario                      Marlies Joost

### 5.1 Component 2 - Information and public relations

#### General topics

- Each product produced within the project has to be signed by the EU logo and the sentence "Project part-financed by the European Union"
- It is very important
- Each partner should pay care and attention to it
- all activities have to be done until the end of December 2006

#### Activities to be done in this component

- Creation and dissemination of newsletter 4 and 5  
**Each partner should send information for the next newsletter till the end of September**
- Installation of an exhibition system - exhibition should show the results of the project
- updating the project web page [www.watertour.org](http://www.watertour.org)  
**Each partner should send texts and links for downloads to project co ordination**  
case studies, manual and similar document could be offered as download
- participation in a fair can be a possible activity in this component too – it can be funded
- please document your participation

### 5.2 Component 3 – Co operation

- in each region outstanding co operation agreements have to be signed
- Finland and Portugal should send a short message about the actual stand concerning the agreements



### 5.3 Component 4: Infrastructure

- Portugal and Hungary should complete the translation of the manual which is already in work of
- Sign posting systems have to be completed: Ireland, Finland and Portugal plan to built information boards; Germany installs the information system "Gelbe Welle" for small harbours and landing stages
- if there will begin a delay in spending the money the partners should give the information about this as soon as possible to project co ordination

### 5.4 Component 5: Tools and methods to market the regions

- The partners work as planned within this component
- The already existing web pages and tools will be completed till the end of December

## 6 General financial matters

Progress report will be send to JTS Rostock without the report from AFLOPS/ Portugal as the auditing still takes time. This procedure was agreed by all partners and is supported by the JTS Rostock. AFLOPS will add the report Jan-Jun06 to the next report. Budget refunding will be delayed to AFLOPS!

The actual project budget was presented .

The comparison of the planned budget and the spent money shows the following:

Staff:	ca <b>20.800 € more than planned</b> will spent
Administration:	ca 7.000 € left
External:	ca 6.300 € left
Travel:	ca <b>21.963 € left</b>
Meetings:	ca 12.344 € more than planned
Investments:	ca <b>42.000 € left</b>

There is a different situation is in the partner regions:

Germany: Investments left  
 Finland: Money is mostly spent as planned  
 Ireland: Investments and Extern costs left  
 Hungary: Budget used very well

- The money don't needed can be given back to the JTS or transferred to one of the partners
- both actions have to been applied

The partners will give there final decision of the budget use by the end of September.



## 7. Others

The partners support an application to organise an additional meeting in May 2007 in Germany.

The content of the meeting should be:

- Conclusion of the WaterTour project
- Preparation of a new common project

The partners will invite new possible partners from new EU-member states or non EU partners.

The project management has been asked to apply for this additional meeting.  
The hosting German partner should calculate the meeting costs by the end of September.

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Greifswald, 2006

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