



BEST

B7 Exchange on Sustainable Tourism

Current Status Of Sustainable Tourism On the Island of Rügen

This study was commissioned by the BEST-Project.

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1. Background

The central aim of this study is to take stock of the current status of development of sustainable tourism on the Island of Rügen. The study is part of the BEST project, a co-operative venture by the B7 islands. BEST stands for B7 Exchange on Sustainable Tourism. For the Island of Rügen, this study can be viewed as the first stage of this joint project.

The starting point taken for collaboration between the 7 islands in the tourism field is the comparable nature of the situation all seven of the Baltic's largest islands find themselves in. The islands not only share a geographical location in the Baltic but are also confronted with similar problems. Tourism is of great significance for every one of these islands in terms of furthering economic and social development. The main resources the islands have which can be used for tourism purposes are the natural and cultural landscapes which all come from a common geological source.

For the purposes of tourism on Rügen – as for that on the other islands – the fact is that the natural and cultural environment are the key features of value which must be maintained.

In addition to this, all the islands have a relatively short high season in tourism terms as well as being subject to certain limitations in terms of access by transport. Rügen could certainly play a special role here, since the Rügen Causeway provides a

connection to the mainland and the decentralised nature of holiday periods in Germany gives good reason to count on a longer high season. Nevertheless, intelligent transport solutions and innovations for lengthening the high season are the main objectives of tourism on the island of Rügen.

To guarantee lasting tourism, long-term strategies are required due to the unique nature of tourism here. These strategies should create a balance between tourism and natural resources. Sustainable tourism is one possible solution to accommodating both interests. Sustainable growth of tourism currently lies in the hands of companies, politicians and government employees who are not very motivated by this concept.

No uniform definition of sustainable tourism has yet been agreed upon in respect of all the islands. In some respects, there is still very little knowledge and understanding of the concept of sustainable tourism. A conference has already been held – as part of the BEST project – on the issue of sustainable tourism. As regards the definition and understanding of sustainable tourism on Rügen, please refer to Chapter 2.

The aim of the BEST project is to promote sustainable tourism on the B7 islands. To do so, efforts are being concentrated on the four tasks below:

1. Finding a uniform definition for describing what is meant by sustainable tourism on the B7 islands
2. Creating a network among the islands for the purpose of an inter-island network for the purpose of mutual exchange to promote sustainable tourism
3. Creating a system of operating guidelines, standards which can be applied far into the future, capacity limits and quality control measures for sustainable tourism
4. Promoting growth of sustainable tourism and initiating a minimum of three new promotional projects in the field of sustainable tourism

The co-operative efforts of the B7 islands are to lead to information leaflets and Internet websites.

In respect of the co-operative efforts on the island of Rügen, the questions to be asked are: 'How can Rügen best benefit from this?' 'What aspects of the project are of particular interest to Rügen?' and 'What form should the collaborative contribution of Rügen take?'

At this point, four phases of the BEST project can be defined to give a possible answer to these questions.

Stage 1: In the first stages, it must first be determined exactly which concepts of sustainable tourism on Rügen already exist. A starting point for this is research on the companies which have committed themselves to sustainable tourism. In addition, it is necessary to take stock of the current status of development of sustainable tourism on Rügen.

Stage 2: The second stage entails making the findings of stage 1 known. In particular, the level of awareness of sustainable tourism on Rügen must be increased. This can be best effected in the context of a network. Such a network will also serve the purpose of pooling ideas for further expansion of sustainable tourism projects. Sustainable tourism is in fact a type of philosophy or mindset which first has to be learnt. Once a network has been established on Rügen, this can then be easily integrated into the network to be created among the B7 islands as a whole.

Stage 3: The approach in the case of Rügen should therefore be one of filtering out criteria for sustainable tourism which can be used for all tourism endeavours already in place and those to be created. Such criteria can take the form of a green book, with regulations for behaviour, so-called Codes of Conduct, as performance ratings and methods of measurement as well as viable capacity limits.

Stage 4: The last stage is that of providing the stimulus for new projects which can contribute to sustainable tourism. Further projects can be conceived in the knowledge that sustainable tourism has a particularly high status in terms of attracting sponsorship.

This study should be viewed as an initial starting point for the co-operation of the B7 islands in the BEST project. The aim of this study is to give an overview of the current state of development of sustainable tourism on Rügen. In doing so, it essentially fulfils the tasks of Stage 1. Some findings of this study provide useful pointers for the tasks in Stages 2 to 4. These are, however, still to be explicitly defined by the orderer of the study.

2. Sustainable Tourism

Health and relaxation-related tourism is generally based on an intact environment. The more tourism grows, however, the greater its effects on both the natural and the social environment. Due to the growing level of environmental awareness, it is also being realised now that the environment is used (and at times also misused) as an essential resource in the field of tourism. For this reason, then, there is an inherent conflict of interests between the growth of tourism and the environment. This insight forms the basis for endeavours in the field of sustainable tourism.

For a study to be made of the significance of sustainable tourism on Rügen, what exactly is meant by sustainable tourism must first be clarified. Thus a clear, unambiguous definition must be found. This definition must take into consideration what is understood by sustainable tourism on Rügen..

This study in no way attempts to provide a definition of sustainable tourism based on scientific research. Instead, it is concretely concerned with the form sustainable tourism does and can take on Rügen. It is therefore first of all important to take a closer look at the current understanding of sustainable growth in tourism on Rügen. For this, the primary sources of information used will be publications on tourism on Rügen and the meaning sustainable tourism has for those carrying out projects in the field of tourism.

It is frequently difficult to give any one unambiguous definition of sustainable tourism. This also holds true in the case of the co-operative efforts of the B7 islands in this area. There is quite evidently no complete agreement on the definition of the term

sustainable tourism. By contrast with the other islands, attempts were made very early on to come up with a possible definition of the concept in the case of Rügen.

In the case of Rügen, sustainable tourism is understood as a form of tourism in which ecological, economic and social interests are all accommodated. In the publication "Tourismuskonzeption für Rügen", approved by the district assembly, it is stated that: "growth of tourism on Rügen must be economically, ecologically and socially compatible". According to the stated aims of this notion, all measures taken are to be checked for compatibility with these three points. This "magic constellation" with the three aims of being ecologically, socially and economically compatible, points to areas of conflict between the three aims. According to the conception of tourism on Rügen, it is stated that: "It should always be attempted to reconcile all three aims with one another so that they are congruent with one another and in harmony as far as is possible".

With regard to economic compatibility, it was then already agreed that there was to be no monoculture created in terms of tourism. Instead, tourism was to take the form of a motive power behind the overall economic development of Rügen.

In considering ecological compatibility, the first point to make clear is nature and the environment comprise the most important tourism resource for Rügen. Current surveys show that the unspoilt natural environment is top of the list among all visitors' expectations, with the trend being upwards. In this respect, then, ecological tourism must be ascribed a very special significance for Rügen.

The principles of socially compatible tourism are those of the balancing of social tensions, improving quality of life and preserving the individual identity of the island.

The key principles of sustainable tourism development have therefore already been defined in the tourism concept even if the description was still not under sustainable tourism as a collective term.

The island of Rügen's tourism model can also be used to clarify the term sustainable tourism. This model also accords top priority to the preservation of the natural and

cultural landscape. Further growth of tourism is only possible with the people who live on Rügen. According to the model, tourism is most highly valued in economic terms, with the co-operation with related economic sectors optimising its value.

There are even more extensive ideas in the area of sustainable development on Rügen from the National Park Office. The starting point here, of course, is also the natural and cultural wealth of the island of Rügen. Since the natural, cultural, economic and administrative environments on Rügen combine in such a unique way Rügen is "wonderfully suitable for exemplary sustainable regional development in terms of the resolutions made at the summit meeting in Rio" (quote from the article "Modellregion Insel Rügen", see bibliography). The National Park Office sees its actions as a contribution to Rügen as a model region, aiming to make it possible for economic development to be in perfect harmony with the goals of nature conservation.

The concept of Rügen as a model region encompasses the combined efforts of the chief administrative officer of the district, the district authorities local authorities, businesses, associations and citizens to "realize the ideas for integrating the traditional and irreversible features of Rügen into an overall, integrated and social-ecological concept of reform" (from the article "Modellregion Insel Rügen"). This mainly entails the use and intelligent development of what is available by strengthening local commercial networks and promoting the unique aspects of the culture and landscape.

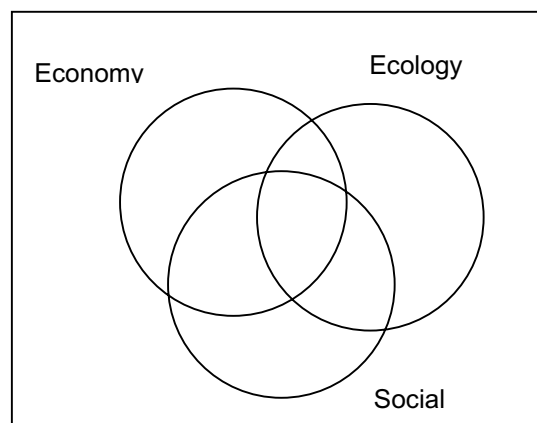
In the case of all the various concepts, the concepts given of sustainable tourism are covered by the scientifically discussed approaches. There is agreement that economic activity in tourism must also have an ecological, economical and social dimension. Different criteria, constituting the minimum requirements for sustainable development, can be drawn up for these three aspects.

Another element of sustainability has not yet been mentioned. The concept is based on the report of the UN Commission on Sustainable Development of 1987, the so-called Brundtland Report. According to this definition, sustainability is a permanent development "which satisfies current requirements without putting at risk the

possibility of future generations having their requirements satisfied" (from Becker, Job, Witzel, p. 1) . This time-related element is also considered of part of the social dimension if not only intra-generational justice but also a fair balance among generations is taken into account.

Sustainable tourism as a concept has thus been defined to a much greater extent than the other often-used terms of eco-tourism and gentle tourism. Here far-sightedness, the consideration of spatial interconnections and the stringent interlinking of the three aspects is lacking. Thus a comprehensive, interlinked approach must be valid in tourism terms if sustainability is to be achieved.

Since all tourism projects affect all three ecological, economic and social dimensions, sustainable tourism has to meet as many of the criteria of these three dimensions as possible. And the better the criteria of the three dimensions are taken into account, the more sustainable the development will be.



Shown in graphic form, we can see that the aim of a sustainable tourism project is to have the three dimensions overlapping as much as possible. A consistent development process is required if this target is to be reached. This study has tried to reflect the levels of development of the different sustainable tourism projects.

3. Procedure

The main task of this study is to determine, list and analyse all sustainable tourism projects on Rügen.

On account of the importance of tourism on Rügen and the size of the island there is an abundance of activities which must be checked for sustainable development. Here we have, on the one hand, enterprises which are directly connected with tourism and, on the other, activities which indirectly affect tourism or whose affect on tourism can not be predicted. The number of such enterprises on Rügen is so great that this study cannot possibly cover them all.

Thus, for this project, the projects and enterprises which are clearly directly connected with tourism were studied first. These projects were then examined in more detail if they were viewed as sustainable tourism projects both internally and externally. This means that those projects which viewed themselves as a part of sustainable development according to the definition of sustainable tourism were included in the more reduced group. For these projects, we then investigated whether they could also be considered examples of sustainable tourism according to different external appraisals on account of the extent to which they were known.

This means, then, that this study does not deal with those projects which in themselves are not directly related to tourism.

The following procedures were selected to gain information on sustainable tourism projects and investigate these projects.

1. Discussions with experts
2. Study of publications
3. Questioning in all tourist information centres, tourism associations and spa administrations on Rügen
4. Examination of tours offered by different tour operators
5. Visiting many projects

1. Discussions with experts

In these discussions experts on tourism were asked about their speciality. The experts chosen had a good overview of tourism activities on Rügen and also a good understanding of the definition and importance of sustainable development. The experts questioned were those in the chief administrative officer's office, the tourism association, the National Park Office and the environmental protection associations.

2. Study of publications

Two types of publications were used to find sustainable tourism projects.

First there are a lot of publications on tourism on Rügen. These publications include scientific reports, dissertations, studies, models and future visions of Rügen. See the bibliography.

Second, there are a whole host of catalogues and brochures aimed directly at tourists or people interested in travelling. There is general information on Rügen available in these publications, but they mainly present the key tourist service providers.

Both types of publication were examined to gain information on sustainable tourism projects.

3. Questioning of all tourist information centres, tourism associations and spa administrations on Rügen

Most tourist information centres, tourism associations and spa administrations were contacted by telephone to find out about sustainable tourism projects.

4. Examination of tours offered by different tour operators

Further information on sustainable tourism projects on Rügen was hoped for by examining different tour operators. Here there was an evaluation of the Rügen tours offered by the tour operators who have declared themselves as dedicated to sustainable tourism. Here the aim was to determine which sustainable tourism projects on Rügen were particularly covered by such operators.

5. Visiting a lot of projects

The information from discussions with experts, research into publications and contact with tourist information centres was followed up. Many of the projects found here were then visited and analysed in more detail between September 1999 and November 1999.

This procedure helped the research team to find out about a whole host of projects. These projects will be analysed and presented in more detail later in this study.

This study does not claim to cover everything. It must be assumed that some sustainable tourism activities have been overlooked. There is the possibility that certain projects will have little external effect. It may also be the case that project ideas are still only ideas in the heads of individuals. There are also projects which, on account of their size, cannot be unambiguously classified under the heading of sustainable tourism.

Here we must point out that this study can only possibly be a “snapshot” of the projects currently underway. Almost all the projects are in a state of flux. In the case of most projects, the goal has not yet been reached and development is a long way from being complete. This study will therefore have to be updated after some time in order to document the current status of development and also describe and assess the history of the development of sustainability.

4. Structure of project descriptions

The projects determined from the selected procedure which can be classified as sustainable tourism on Rügen will be presented in more detail in this study. Despite all the differences between the individual projects there has been a very conscious attempt to structure the descriptions of the projects uniformly.

There is a whole page for the description of each project. Another page has been added only in those cases where there is not enough space because of a large number of participants. The structure of each page is identical to make it easier to read. The structure of the individual project descriptions will be explained briefly.

The description of every project has the following structure:

Title	Logo Address
Brief description	
Detailed description	
	Effects and criteria
Evaluation	Areas

The page is divided into seven differently-sized rectangles whose sizes represent a compromise between all the elements concerned. The page is divided vertically in two with the left rectangles twice as wide as the right column. The boxes on the left contain a detailed description and those on the right contain the most important summaries from the evaluation.

Title

The title is for giving the name of the project in a short, effective form. This name is often also the name the project initiators use for the project.

Brief description

The brief description is for portraying the content of the project in a few words. It is especially aimed at readers who do not have a clear idea of the project from the title alone.

Detailed description

The detailed description which follows is for providing even more background information on the project. This information is structured in such a way that the reader can find out something about the history, the material or tourist products and the objectives of the project. In the case of particularly extensive projects, the details are entered only in key word form for reasons of space.

Evaluation

The evaluation contains information on particularly positive (+) aspects in terms of the sustainability of the project. Weak points (-) are also listed.

Logo and address

In the top right box you can see the project logo. Since some projects do not have a logo, there is sometimes a gap here. An address and contact partner are always given however. In this respect, it must be borne in mind that that this study is intended to provide the preliminary work for a network of sustainable tourism projects. The inclusion of addresses and contact persons can make it easier to update the study.

Effects and criteria

The particular ecological, economic and social effects of the tourism projects are explained here in concise form.

Under criteria, the sustainability elements considered good to very good in the project are given. In addition to the elements ecology, economy and social there are The elements of overall, networking with other projects and marketing. The area of marketing is important because marketing strategies are also necessary for sustainable development.

Areas

The individual projects can be typically classified under particular tourism service providers or service areas. The areas covered in this study include accommodation, cultural attraction, cultural heritage, natural attraction, nature conservation,

production, tour operator, transport and competition. The individual projects are usually based on one specific area which is then shown in bold type for sorting purposes. Sustainable tourism projects, however, have the specific characteristic of covering many areas (overall) and being networked with other tourist service areas. This fact is taken into account with a list of those areas affected by the corresponding project being given.

Tour operator

The trips offered by particular tour operators have been included to show which kinds of tour products considered particularly sustainable and socially compatible there are. The tour operators are a good example of how sustainable tourism on Rügen can be marketed.

The tour operators listed here belong mainly to "forum anders reisen". Around 50 small and medium-sized tour operators and tour organisers have declared themselves dedicated to offering environmentally and socially compatible tours of a particularly high quality according to the guidelines set out in a jointly-created catalogue of criteria.

The descriptions of the tours offered by the various tour operators do not fit exactly into the framework described above. Here, the detailed description consists of a list of the items offered in the tour. These are type of tour, duration, accommodation, meals, travel to starting location, connections, size of group, tour guide, the proportion of travel to starting location days (TD) to itinerary days (ID) to free days (FD), the price and particular programme items.

There has been no evaluation of the tours because of the lack of the necessary transparency.

5. Sustainable tourism projects

5.1. List of projects

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Division according to areas

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Natural attraction

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Nature conservation

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5.2. Descriptions of the projects

<h3>Voluntary classification of campsites</h3>	<p>Tourismusverband Rügen e.V. Am Markt 4 18528 Bergen Internet: http://www.ruegen.org http://www.tourismusverband-ruegen.im-web.de Email: Tourismusverband-ruegen@t-online.de</p>
<p>Voluntary classification of campsites means the consumer knows what services to expect. The stars indicate quality.</p> <p>History In the hotel industry classification with stars and the associated price-performance ratio is the standard practice. In the case of campsites the information provided to the consumer is not transparent, meaning that a price-performance ratio is hard to determine. A pilot project for the voluntary classification of campsites has therefore been started.</p> <p>Products The campsites are assessed according to the type and the infrastructure of the site such as the reception and the comfort of the rooms, the balcony and terrace, furnishings and other equipment such as sanitary installations, services, the surroundings, garden and positioning of the site, the access to the site, the view and the environmental measures in place. The classification is valid for two years.</p> <p>Objectives The consumer should be able to determine the quality of the service before it is used. This achieves a greater sense of satisfaction with the service.</p>	
<p>Evaluation + Criteria for environmental measures have to be met. + The project promotes competition. + The classification is repeated at regular intervals. - No marketing concept can be determined.</p>	<p>Effects Competition and thus increasing quality in each of the campsite categories</p> <p>Criteria catalogue Ecology Economy Future-oriented</p> <p>Areas Accommodation Competition</p>

<h2 style="text-align: center;">Holidays on bio-farms</h2>	
<p>A holiday on a bio-farm should strengthen ecological farming. This is one of the aims of the European Centre for Eco Agro Tourism (ECEAT).</p>	
<p>History To make a holiday on a bio-farm different from a holiday on a "normal" ECEAT has developed their own quality criteria and their own mark of quality in Germany .</p> <p>Products Some of the farms are inspected on-site each year by ECEAT employees. The ECEAT quality test is a first attempt to make offers of holidays on bio-farms more transparent and easier to compare. In the questionnaire, participants are asked about the provision of meals, bio-farming for visitors, safety, water and waste, energy, farming biology, mobility, conservation of the countryside and environmental education with these being accorded different weightings. Particular attention is paid to offers for children. Access to the accommodation with wheelchairs is also, however, evaluated positively.</p> <p>The Biohof in Rambin provides a holiday location amongst surrounded by agriculture and livestock. The farm's own eco-products are sold.</p> <p>Objectives Being a bio-farm should become an advantage in terms of the competition in rural regions. For this reason, then, there are plans for a petting zoo and setting up a farm shop in Rambin.</p>	<p>ECEAT Deutschland c/o Grüne Liga M-V e. V. Postfach 11 02 43 19002 Schwerin Tel.: 03 85-56 29 18 Fax: 03 85-56 29 22 Internet: http://www.biohoeft.de Email: info@biohoeft.de</p> <p>Effects</p> <p>Conservation of regional agriculture Tourist attraction Jobs</p> <p>Criteria catalogue</p> <p>Ecology Economy Marketing</p>
<p>Evaluation + Biological farming is being supported. + Jobs and incomes are being secured and a contribution is being made to the conservation of agriculture. + The farm is advertised throughout Germany via brochures.</p>	<p>Areas</p> <p>Accommodation Production</p>


<h2 style="text-align: center;">Historic Craft Trade Workshops –Gingst Museum</h2>	<p>Historische Handwerkerstuben -Gingst Museum Karl-Marx-Strasse 19/20 18569 Gingst Tel.: 03 83 05-3 04 Email: olaf.imefeuhausgingst@t-online.de</p> <p>Contact person Mr. Olaf Müsebeck</p>
<p>The craft trade museum right in the centre of Gingst is not just an exhibition of machines and traditional tools from a former weaving mill and smithy but is also making a great contribution to both the cultural and economic life of Gingst and its surroundings.</p> <p>History The museum is based on an old smithy and weaving mill and the machines and tools once used there are on display here. The craft trades workshops have been developed beyond this in the museum.</p> <p>Products Today there is a whole host of cultural, craft trade and economic events in the museum or the museum courtyard which serve as an example of a network created for sustainable development.</p> <p>Every Saturday there is a green market which is supplied by farmers and also private producers. In summer there are regular jazz concerts on a small stage.</p> <p>Several craftsmen have set up business right nearby, showing their traditional crafts and offering their products via the museum. There is also a Christmas market and now a museum café has been added .</p> <p>Objectives The museum's aim is to become a rural centre for trade, craft trades and culture which is just as attractive for local residents as for tourists and also contributes to sustainable development.</p>	
<p>Evaluation + The museum is an excellent example of the creation of a village/regional network + It contributes to sustainable development and can be used equally by local residents and tourists. + Trade crafts are preserved and expanded.</p>	<p>Effects</p> <p>Communicative and economic network for village and region Attraction for locals and tourists Preservation of old trade crafts Cultural site Creation and marketing of own products Expansion to other projects</p> <p>Criteria catalogue</p> <p>Ecology Economy Social Overall Networking</p> <p>Areas</p> <p>Cultural attraction Cultural heritage Production</p>

<h2 style="text-align: center;">Cape Arkona</h2>	
<p>The Cape Arkona memorial site comprises a network of natural, structural and historical attractions, individual and cultural events and the production and marketing of products. Cape Arkona must therefore be viewed in connection with the Rügen-direkt mail order business and also the Arkona estate.</p> <p>With around 880,000 visitors a year, Cape Arkona is a mass tourist attraction.</p>	<p>Tourismus Gesellschaft mbH Kap Arkona Am Parkplatz 18556 Putgarten/Rügen Tel. 03 83 91-41 90 Fax 03 83 91-4 19 17 Internet: http://www.kap-arkona.de</p>
<p>History</p> <p>The concept for the sustainable use of the Cape Arkona memorial site was developed in 1992 and has been used thereafter in many individual projects. Many ideas within this concept for expanding Cape Arkona are soon to be realised.</p> <p>Products</p> <p>The Cape Arkona memorial site currently comprises the following products:</p> <p>Attractions:</p> <p>Lighthouses with viewing platform, marine detection tower with exhibition, international art exhibition, lighthouse attendant's house with presentation room, romantic harbour, octagonal chapel, Slavic fortress wall.</p> <p>Transport:</p> <p>Boat hire, trips around the cape, footpaths, bicycle hire, coach trips and railway trips.</p> <p>Events:</p> <p>Slaughter festivals on the Rügenhof, wedding services and wedding celebrations on St. Valentine's Day, spring festival at Easter, culture days, brewing festival, harvest festival and New Year's Eve event.</p> <p>A car park which has to be paid for ensures that the whole area is free from traffic.</p> <p>Objectives</p> <p>The tourism society's aim is to make Cape Arkona a cultural location. There are further environmentally compatible attractions at the moment to add to the offer.</p>	<p>Contact persons: Mr. Hans Möbius Mr. Ernst Heinemann</p> <p>Effects</p> <p>Regulation of mass tourism Year-round tourism Production of local goods Conservation of nature Creation of an economic base for the local residents</p> <p>Criteria catalogue</p> <p>Ecology Economy Social Overall Marketing Networking</p>
<p>Evaluation</p> <ul style="list-style-type: none"> + The overall concept for Cape Arkona is an excellent example for how to deal with mass tourism in an environmentally compatible manner. + It shows that tourism is possible throughout the year on Rügen + It provides the support required and the basis for the livelihood of many people from the region. 	<p>Areas</p> <p>Accommodation Cultural attraction Cultural heritage Natural attraction Nature conservation Transport</p>

<h2 style="text-align: center;">Boldevitz Castle and Park</h2>	<p>Arbeitsgruppe für regionale Struktur und Umweltforschung Escherweg 1 26121 Oldenburg Tel. 04 41-9 71 74 97 Fax 04 41-9 71 74 73</p> <p>Contact person: Prof. Strasser</p> <p>Landkreis Rügen Allianz Stiftung zum Schutz der Umwelt Insula Rugia e.V.</p>
<p>In the Boldevitz castle park a reedbed purification system was built as part of the Duwenbeek renaturization to clean the waste water from the manor house and the neighbouring settlement. This made it possible to stop the pollution of the castle pond and the adjoining fishing and bathing areas. This EXPO project represents a measure to conserve natural living conditions.</p> <p>History The former estate, which was run as a state farm in the old East Germany is the centre of a large agrarian business today. Until 1996, the waste water from the estate and the small settlement in Boldevitz went largely untreated into the Duwenbeek via ditches and a pond. The castle pond and other stretches of water were seriously affected by the discharge of waste water. On account of its peripheral location, the reedbed purification system was a cost-efficient solution compared with connecting the site to a conventional purification system. The system is integrated in a harmonised manner into the countryside and purifies the waste water from the residents and future visitors to Boldevitz.</p> <p>With this measure a contribution has been made to securing natural living conditions. The quality of life of the residents can be improved even further in the foreseeable future by using the fishing and bathing areas.</p> <p>Products Boldevitz castle and its grounds are considered good starting points for the EXPO exhibition. The information centre is to be in the castle chapel and there will be an exhibition in the restored castle.</p> <p>There will also be holiday apartments for tourists set up in the castle.</p> <p>Objectives The reedbed purification system should be set a good example in respect of biotechnology. It should also become possible to use the bathing and fishing areas again.</p>	
<p>Evaluation + A source of nature pollution is removed permanently and cost-efficiently. + A cultural attraction is increased in value and expanded. + There are links with other projects due to the Duvenbeek renaturization. - No economically viable marketing concept can be determined apart from the EXPO project.</p>	<p>Effects</p> <p>Prevention of environmental destruction and thereby conservation of the environment Increasing value of an item of cultural heritage and thus improvement of living conditions Creation of a cultural attraction</p> <p>Criteria catalogue</p> <p>Ecology Social Network Forward-looking</p> <p>Areas</p> <p>Cultural attraction Cultural heritage Nature conservation</p>

<h2 style="text-align: center;">Pansevitz Castle Park</h2>	<p>Arbeitsgruppe für regionale Struktur und Umweltforschung Escherweg 1 26121 Oldenburg Tel. 04 41-9 71 74 97 Fax 04 41-9 71 74 73</p> <p>Contact person: Prof. Strasser</p> <p>Landkreis Rügen Allianz Stiftung zum Schutz der Umwelt Insula Rugia e.V.</p>
<p>As part of a larger project for the EXPO world exhibition, the former castle park in the destroyed Pansevitz estate has been brought back to life. The park is a living monument which is among the most valuable on the island of Rügen. Because of its historical significance and the trees worth seeing in the park, it should be made accessible to interested members of the public.</p> <p>History The park belongs to the Pansevitz Castle estate but little more than a few foundation walls and a stair tower remain. It covers an area of around 38 hectares. and contains two distinctive avenues and several ponds. The park has not been looked after or maintained for around fifty years.</p> <p>To revive Pansevitz park, an historically correct reconstruction has not been planned. Instead unique individual trees, groups of trees and the key views should be emphasised. The use of the pathway infrastructure including the bridges over reactivated ponds and water ditches should become possible again. Creation of a link to the hiking and bicycle path network has also been considered.</p> <p>The project is connected with the renaturization of the Duwenbeek river consisting of the Boldevitz reedbed purification system, the natural water purification in the river mouth area and the Nonnensee which is now full again.</p> <p>Products The West Rügen region does not have many attractive tourism-based facilities. It is hoped that the park will create an additional tourist attraction which is also of interest outside peak season.</p> <p>Objectives The aim is to rely as much as possible on the workforce available on the island when implementing the project.</p>	
<p>Evaluation + A natural/cultural attraction will be created and maintained. + There is a network with other projects due to the Duvenbeek renaturization. + Jobs will arise quickly.</p> <p>- There is no long-term economic/employment concept with clear future application. - There is no obvious marketing concept.</p>	<p>Effects</p> <p>Tourist attraction Employment in reconstruction Creation and maintenance of an item of cultural heritage Nature conservation</p> <p>Criteria catalogue</p> <p>Ecology</p> <p>Areas</p> <p>Cultural attraction Cultural heritage Nature conservation</p>

<h2 style="text-align: center;">European Blue Flag for Beaches and Bathing Areas</h2>	
<p>The blue flag is awarded to beaches and bathing areas which, due to quality-enhancing measures, ensure improvement of the environmental situation and that natural resources are used in a sustainable manner.</p>	<p>Deutsche Gesellschaft für Umwelterziehung e. V. Büro Schwerin Hagenower Strasse 73 19061 Schwerin Tel. 03 85/3 99 31 85 Fax 03 85/3 99 31 85 Internet: http://www.umwelterziehung.de Email: dgu@umwelterziehung.de</p> <p>Contact person: Ms. Schwichtenberg</p>
<p>History The blue flag is the first common environmental symbol to be awarded for a year at a time in 21 European countries. The award combines appraisal for a clean and safe bathing area with recognition for actively encouraging an environmental approach.</p> <p>Products Here there is a difference between essential and possible criteria. Meeting all the essential criteria is a basic requirement for being awarded this environment symbol. The possible criteria are desirable guidelines for development. The bathing water quality must be checked regularly. Communicating the environmental message should increase receptiveness and awareness of responsibility in terms of environmental development as well as motivating to greater involvement in sustainable development. Environmental management comprises administrative, sanitary and refuse disposal tasks which protect the shoreline. This also includes the beach service and safety. Particular value is attached to danger prevention, dealing with pets, vehicles, camping, life-saving and first aid. The deadline for applications differs each year but is always several months before the start of the bathing season.</p> <p>Objectives The Blue Flag should interlink tourism and environmental conservation and thus promote sustainable tourism in the regions.</p>	<p>Effects</p> <p>Secure natural resources Marketing instrument for promoting tourism</p> <p>Criteria catalogue</p> <p>Ecology Economy Social Overall Marketing Forward-looking</p>
<p>Evaluation</p> <ul style="list-style-type: none"> + A natural attraction is being conserved. + The quality of the beaches has a positive effect on the number of visitors. + Local residents and tourists profit from this project. + The blue flag aims at continuous improvement in the quality of the beaches from year to year. + The award and the logo can be used for advertising. + The project is implemented throughout Europe. 	<p>Areas</p> <p>Nature conservation Competition</p>

<h2 style="text-align: center;">European Blue Flag for Marinas</h2>	 <p>Deutsche Gesellschaft für Umwelterziehung e. V. Büro Schwerin Hagenower Strasse 73 19061 Schwerin Tel. 03 85/3 99 31 85 Fax 03 85/3 99 31 85 Internet: http://www.umwelterziehung.de Email: dgu@umwelterziehung.de</p> <p>Contact person: Ms. Schwichtenberg</p>
<p>The blue flag for marinas is an award for special efforts made to protect the environment. This means keeping water clean and ensuring the countryside is protected.</p> <p>History The Blue Flag is the first common environmental awarded once a year in 21 European countries.</p> <p>Products Here there is a difference between essential and possible criteria. Meeting all the essential criteria is a basic requirement for being awarded this environment symbol. The possible criteria are desirable guidelines for development. The criteria are divided into different areas. The marina and its environment should be integrated ecologically and aesthetically into the local environment. Sanitary facilities are connected to a disposal unit. The marina and environment are checked for pollution. In the case of setting up and equipment in the marina, it is important that the storage and disposal of environmentally-hazardous materials are in accordance with the provisions. The facilities are built with environmental protection in mind. Particular value is attached to the communication of environmental ideas such as informative events on environmental aspects for watersports fans.</p> <p>Objectives The Blue Flag should interlink tourism and environmental conservation and thus promote sustainable tourism in the regions.</p>	<p>Effects</p> <p>Secure natural resources Marketing instrument for promoting tourism</p> <p>Criteria catalogue</p> <p>Ecology Economy Overall Marketing Forward-looking</p>
<p>Evaluation</p> <ul style="list-style-type: none"> + The marina is integrated into the environment ecologically. + The quality of the marinas has a positive effect on the number of investors. + The blue flag aims at continuous improvement in the marinas from year to year. + The award and the logo can be used for advertising. + The project is implemented throughout Europe. 	<p>Areas</p> <p>Nature conservation Competition</p>

<h2 style="text-align: center;">Mouth of the Duwenbeek</h2>	<p>Arbeitsgruppe für regionale Struktur und Umweltforschung Escherweg 1 26121 Oldenburg Tel. 04 41-9 71 74 97 Fax 04 41-9 71 74 73</p> <p>Contact person: Prof. Strasser</p> <p>Landkreis Rügen Allianz Stiftung zum Schutz der Umwelt Insula Rugia e.V.</p>
<p>Die Duwenbeek into the West Pomeranian Bodden National Park area at the Koselower See and thus into the Baltic. A reeded area of about 6 ha is used as a natural purification system for filtering out the substances carried.</p> <p>History The pollution of the Duwenbeek has meant that large amounts of nitrogen and phosphates have been washed into the Bodden for years. If this had continued, it would have destroyed the ecological balance of the Baltic permanently. So the Duwenbeek was dammed up with a small stone dam in the mouth delta so that water flows slowly through the reeds.</p> <p>Products The reeds filter out a lot of the substances. The reeds are regularly harvested and used for covering roofs so that the substances can also leave the system.</p> <p>A fish ladder has been built into the weir.</p> <p>Objectives The purpose of the enterprise was the cost-efficient cleaning of the Duwenbeek water and to avoid continual pollution of the Baltic.</p>	
<p>Evaluation + A source of nature pollution is being removed cost-efficiently and permanently. + There is a network with other projects due to the Duwenbeek renaturization.</p>	<p>Effects</p> <p>Ending environmental destruction and thus nature conservation Improvement of living conditions</p> <p>Criteria catalogue</p> <p>Ecology Overall Networking Forward-looking</p> <p>Areas</p> <p>Nature conservation</p>

<h2 style="text-align: center;">The Nonnensee</h2>	
<p>The Nonnensee is a lake not far from Bergen which was brought back to life with the Duvenbeek project. It is already considered an important bird paradise. People wishing to enjoy it can access it via a bicycle and all-round hiking.</p>	<p>Arbeitsgruppe für regionale Struktur und Umweltforschung Escherweg 1 26121 Oldenburg Tel. 04 41-9 71 74 97 Fax 04 41-9 71 74 73</p>
<p>History Because of huge drainage measures the lake, which arose in the Ice Age, was almost completely dried out and use agriculturally. With the breakdown of the pumping facilities in 1993 and the deliberate neglect of any remedial measures, the lake spread out to an area covering around 75 ha. A weir ensures that there is a regulation of the water area and creates controlled overflow into the Duwenbeek.</p> <p>Products This renaturization measure has contributed to making the Nonnensee a large paradise for birds. Many native species of birds have found a new home in and around the lake.</p> <p>For bird-lovers and walkers and bike riders looking to relax there is now a 5 km long all-round footpath with two observation towers and three colour information boards. In winter the lake ices over to the delight of ice skaters.</p> <p>The influx of visitors has been constantly increasing since the lake was revived. The measures taken have contributed to visitors and the bird world living together in harmony in the lake area.</p> <p>Objectives The Nonnensee project means the revival of environmentally-friendly use and harmonisation with the landscape. The natural environment has been enriched, agriculture was compensated for the loss of agricultural land and environmentally and socially compatible tourism is being created.</p>	<p>Contact person: Prof Dr. Strasser</p> <p>Landkreis Rügen Allianz Stiftung zum Schutz der Umwelt Insula Rugia e.V.</p> <p>Effects</p> <p>Recreation of a natural habitat Creation of a natural attraction Attractive for visitors</p> <p>Criteria catalogue</p> <p>Ecology Social Overall Forward-looking</p>
<p>Evaluation</p> <ul style="list-style-type: none"> + The natural environment is being balanced again. + A natural attraction is being created + There is a network with other projects due to the Duvenbeek renaturation programme. + Jobs will arise quickly. <p>- This project seems to have been presented in marketing terms only at the EXPO 2000.</p>	<p>Areas</p> <p>Natural attraction Nature conservation</p>

<h2 style="text-align: center;">Rügen Eco-partnership</h2>	
<p>The Rügen Eco-partnership (Ökopartnerschaft Rügen) is a union of eight companies from the tourism industry which prepared together for the EU eco-audit. The aim of this is continual improvement in all environment-related areas by means of effective environmental management. Goals and measures for improvement for the coming year have been developed on the basis of the consumer data for last year including employees, and these measures are to relieve the burden on the environment as well as create financial savings in the company.</p>	<p>Arqum GmbH Birkerstrasse 27 80636 München Tel.: 089-12 10 99 40 Fax: 089-12 10 99 49 e-mail: Arqum@Arqum.de Contact partner: Mr Heinrichs</p>
<p>History The Rügen eco-partnership has been in existence since the start of 1999. Convinced that lasting economic success is possible only in a healthy and unspoilt environment, eight Rügen tourism companies have joined together and are making a joint contribution to relieving the burden on and conserving the natural environment.</p> <p>Products The basic idea of the eco-partnership is common action and thus a regular exchange of experiences among the eco-partners. Measures for improvement have been discussed at regular meetings as well as the steps required to create an environmental management system and then realised in the individual companies. First of all, general guidelines based on good environmental practice were formulated. To translate these aims into action, measures for improvement were determined with the employees or implemented immediately in every company. An environment manual with instructions for procedure was produced for the purposes of future compliance with and implementation of the regulations. Every company also has an environmental officer responsible for environmental protection at the company. Since every employee should be involved in environmental protection, however, there is regular education and training. To control environmental effects these are regularly appraised with targets for minimisation set and monitored.</p> <p>Objectives To relieve the burden on the environment and increase competitive strength by means of environmental management and the exchange of experiences among the companies.</p>	<p>Hotel Vier Jahreszeiten Zeppelinstrasse 8 18609 Ostseebad Binz Tel.: 038393-500 Fax: 038393-50430 Contact partner: Mr Schwarz</p> <p>Effects</p> <p>Nature conservation and conservation of resources</p> <p>Criteria catalogue</p> <p>Ecology Economy Social Overall Forward-looking</p>
<p>Evaluation</p> <ul style="list-style-type: none"> + Targeted at nature conservation. + A considerable amount of costs are saved by the project. + Jobs are being secured. + The environmental management system involves the whole company. + The project aims for constant improvement. - A marketing concept is still being created. 	<p>Areas</p> <p>Accommodation Nature conservation</p>

Rügen Eco-partnership

Members of the Rügen Eco-partnership

Lancken-Granitz Apartments in
Lancken Granitz

Bakery and Patisserie
M. Schmidt at
Ostseebad Göhren

Hotel Alt Glowe
in
Glowe

Hotel Goldener Löwe
at
Binz Baltic Resort

Hotel Solthus am See
at
Baabe Baltic Resort

Hotel Vier Jahreszeiten
at
Binz Baltic Resort

Panorama Hotel Lohme
in
Lohme

"Tiet un Wiel" Hotel, Sports and
Leisure Centre in
Samtens

South East Rügen Biosphere Reserve Jasmund National Park Rügen Nature Park (planned)



Nationalparkamt Rügen
Aussenstelle Prora
Blieschow 7 a
18586 Lancken Granitz
Tel.: 03 83 93-5 34 10
Fax: 03 83 93-5 34 19
Internet:

<http://www.modellregion-ruegen.de>
<http://www.nationalparkamt-ruegen.de>
<http://www.nationalpark-jasmund.de>
<http://www.bioshaerenreservat-suedostruegen.de>
<http://www.naturpark-ruegen.de>

Contact person:
Mr. Lehmann

The Rügen National Park office (NPA) has existed since 1 January 1996, consisting of a grouping authorities from different individual nature conservation and forest administrations. It is the only large protected area administration in Germany which is responsible for more than one area – the Jasmund National Park, the South East Rügen biosphere reserve and for overseeing the creation of a planned Rügen Nature Park.

History

Because of the constantly increasing number of visitors, some tourist centres on Rügen are having difficulty coping with the strain. The NPA thus has an essentially different approach for dealing with the landscape. The aim is not only for an environmentally compatible but also a permanently viable business practice – i.e. a balance between economy, ecology and social considerations.

Products

- Public information and environmental education (standard and special guided walks, cooperation with young people and also public relations and own publications)
- Regardless of regional competencies, the NPA wishes to create innovative impulses for the model region of Rügen such as in regional economic development via the Rügen Wood Trade Fair, job motor biosphere and cooperation with medium-sized companies
- Controlling traffic by interlinking local passenger transport services, walks and sight-seeing tours
- Guiding and looking after visitors to create an understanding of nature and its conservation
- Maintenance and development planning
- Reestablishment of damaged ecosystems
- Maintenance of the landscape and species protection

Objectives

Up to now the projects have been supported by the Modellregion Rügen sponsoring body. However, a professional sponsoring concept has already been realised which it is hoped will provide long-term financing for all projects in the field of environmental protection.

Evaluation

- + A natural attraction is being conserved.
- + There is a concept for long-term financing.
- + Aimed at both tourists and local residents.
- + All projects are designed for long-term effect.
- + There is a network with other projects.
- + The activities are announced to the public by means of intensive PR work
- + The networking will make the projects lasting.

Effects


No sprawling settlement of the landscape and thus conservation of the original natural environment
Balance between ecology, economy and social by means of co-operation


Criteria catalogue

Ecology
Economy
Social
Overall
Networking
Marketing
Forward-looking

Areas

Natural attraction
Nature conservation

<h2 style="text-align: center;">Erste Rügener Edeldestillerie</h2>	
<p>The Rügener Edeldestillerie (Rügen high-quality distillery) produces fine spirits from local fruit. For this purpose traditional fruits which thrive on Rügen and, in some cases, have been rediscovered, are recultivated right next to the distillery. The harvest is hand-picked in autumn and processed into high-quality distillates using a classic, traditional process. The spirits are marketed according to type and labelled by year.</p>	<p>ERSTE EDELDESTILLERIE AUF RÜGEN GmbH Lieschow 17 18569 Ummanz Tel. 03 83 05-5 53 00 Fax 03 83 05-5 52 97 Internet: http://www.wild-east.de/firmen/edeldestillerie/index.html</p>
<p>History The distillery was founded in September 1998 and is in a historic renovated barn on a Lieschow farmstead protected as a historic monument in the western part of Rügen. The distillery business is based on a staple of apple trees but pears, plums and cherries are also processed.</p> <p>Products Fine spirits and distillates are produced from this Rügen fruit. Liqueurs are produced according to traditional recipes.</p> <p>It is also possible to visit the distillery, see the distillation process and taste the distillates.</p> <p>In autumn the traditional Mecklenburgian and Pomeranian apples are also offered for sale.</p> <p>Seminars and educational events for gastronomy experts are carried out.</p> <p>Objectives This Rügen product represents a special advertiser of the island of Rügen. The use of traditional fruits from Rügen is a particular emphasis of the distillery. Co-operation with the Rügen product association form the Regional Cuisine project and other providers of hospitality services should be intensified even more.</p>	<p>Contact person: Ms. Müsebeck</p> <p>Effects</p> <ul style="list-style-type: none"> Own supply Advertiser Tourist attraction Jobs Cultural heritage <p>Criteria catalogue</p> <ul style="list-style-type: none"> Ecology Economy Social Overall Marketing Networking
<p>Evaluation</p> <ul style="list-style-type: none"> + There is an excellent marketing approach in place. + A special Rügen product is being created and it acts as an advertiser for the island. + Natural, regrowable resources are being used. + The trees are being conserved. + A tourist attraction is being created. 	<p>Areas</p> <ul style="list-style-type: none"> Cultural attraction Cultural heritage Production

<h2 style="text-align: center;">Arkona Estate</h2>	
<p>The Arkona estate has a close relationship with the activities around the mamorial site at Cape Arkona. The estate itself is the setting for various tourist and cultural events as well as a site for historic trade crafts and product selling sites.</p>	<p>Gutshof Arkona Dorfstrasse 22 18556 Putgarten/Rügen Tel. 03 83 91-4 00 30 Fax 038391 / 4 19 17 Internet: http://www.kap-arkona.de</p> <p>Contact persons: Mr. Hans Möbius Mr. Ernst Heinemann</p>
<p>History The expansion of the Arkona estate is part of the overall concept in respect of the Cape Arkona memorial site. The expansion is still far from completed. The next step will be the renovation and reconstruction of two barns.</p> <p>Products Various companies working in historic craft trades have now set up premises in the estate. Among the craft trades represented here are pottery, candle-making, glass-blowing, amber and stone polishing, a historic printing workshop and a wood and leather workshop. Here, there is the opportunity both to purchase the finished products and watch the craftsmen at their trade.</p> <p>Comfortable holiday apartments have also been built at the Arkona estate.</p> <p>In addition to all this, the estate is also the setting for craft, farming and pottery markets as well as slaughter and harvest festivals throughout the whole year.</p> <p>A farm animal activity centre is currently being set up with a petting zoo as well as a Inselkräutergarten.</p> <p>Objectives To offer something to suit all tastes while also better integrating the local residents using their talents is the stated aim for the Gutshof. The individual craftsmen producing and displaying their work do not see themselves as rivals but rather make up a larger, overall attraction due to the variety on offer.</p>	<p>Effects Expansion of production Rügen products sold Creation of jobs outside of tourism Tourist attraction Advertising for Rügen</p> <p>Criteria catalogue</p> <p>Economy Social Overall Marketing Networking</p>
<p>Evaluation</p> <ul style="list-style-type: none"> + Companies producing goods are being set up at the estate. + This creates income foundations for local residents. + A cooperative network is being built up. + The range offer to tourists is becoming even more attractive. 	<p>Areas</p> <p>Accommodation Cultural attraction Cultural heritage</p> <p>Production</p>

<h2 style="text-align: center;">Regional Culinary Heritage</h2>	<div data-bbox="1098 226 1321 432" data-label="Image"> </div> <p>Amt für Wirtschaft und Kultur Gartenstraße 5 18528 Bergen/Rügen Tel. 0 38 38/813429 Fax 0 38 38/813270 Internet: http://www.culinary-heritage.com Email: Info@culinary-heritage.com</p> <p>Contact person: Ms. Krah</p>
<p>Producers of regional foodstuffs and companies in the hospitality field who are making a contribution to a positive image by taking measures to improve quality are being awarded the logo "Regional Culinary Heritage".</p> <p>History Interest is growing in foodstuffs with their very own identity and brand quality. Eating and drinking is increasingly becoming a way of enjoying life and furthering social contacts. However, on the part of consumers, there are difficulties in finding out which products are actually locally produced.</p> <p>Products Businesses and restaurants which have local products are being marked out by the "Regional Culinary Heritage" logo. This enables visitors and residents to enjoy traditional products and cuisine.</p> <p>For the logo to be assigned, the products must meet a stiff regulations as to what constitutes "local". This means, then, that the raw product must originate in the region or have been refined in the region.</p> <p>Companies apply to the evaluation commission, who then decide on whether to award the logo. Checks are carried out to determine whether the criteria are met.</p> <p>Objectives Creation of a network between foodstuff producers and restaurateurs with uniform marketing.</p>	<p>Effects</p> <p>Securing jobs in the hospitality field and with producers. Revival of local, traditional foodstuffs. Creation of a positive image.</p> <p>Criteria catalogue</p> <p>Economy Social</p>
<p>Evaluation</p> <ul style="list-style-type: none"> + Assists the regional economy. + Means jobs are secured. - The network between producers and the hospitality industry is inadequate. - There is no obvious marketing concept. 	<p>Areas</p> <p>Cultural heritage Production</p>

Regional Culinary Heritage

Restaurants and Producers on Rügen carrying the Regional Culinary Heritage Logo

Panorama-Hotel Lohme
Dorfstrasse 35
18551 Lohme
Tel: 03 83 02-92 21

Hotel-Pension Baumhaus
18551 Hagen
Tel: 03 83 92-2 23 10

Gastmahl des Meeres
Strandpromenade 2
18546 Sassnitz
Tel: 03 83 92-51 70

Ringhotel Villa Aegir
Mittelstrasse 5
18546 Sassnitz
Tel: 03 83 92-30 20

Cliff-Hotel Rügen
Siedlung am Wald 22
18586 Sellin
Tel: 03 83 03-80

Mönchguter Fischerklause
Hauptstrasse 48
18586 Thiessow
Tel: 03 83 08-3 03 97

Restaurant und Cafe Inselreif
Suederende 9
18565 Vitte/Hiddensee
Tel: 03 83 00-2 63

Speisegaststätte Boddenschenke
Spreng 50
18565 Vitte/Hiddensee
Tel: 03 83 00-2 84

Hotel Meeresblick
Hauptstrasse 128
18551 Glowe
Tel: 03 83 02-5 30 50

Landgasthof Kiebitzort
No. 24
18569 Lieschow
Tel: 03 83 05-5 51 66

Zur Alten Schmiede
Poggenhof 25
18569 Schaprode
Tel: 03 83 09-21 00

Gasthof & Hotel Lindenkrug
Lindenstrasse 27/28
18574 Poseritz
Tel: 03 83 07-2 51

Travel Charme Hotel Nordperd
Nordperdstrasse 11
18568 Göhren
Tel: 03 83 08-70

Villa Subklew
Warmbadstrasse 1
18586 Sellin
Tel: 03 83 03-8 59 87

Pension Haidehof
Haide 15
18569 Haide
Tel: 03 83 05-5 53 60


Hotel am See
Seestrasse 25
18568 Baabe
Tel: 03 83 03-13 70

Gasthaus/Pension Zur Schaabe
Hauptstrasse
18551 Glowe
Tel: 03 83 02-5 30 23

Lange & Sohn
Lieschow 17 A
Am Focker Strom 4
18569 Waase
Tel: 03 83 05-81 64

Molkerei Naturprodukt GmbH
Poseritz Hof 15
18547 Poseritz
Tel: 03 83 07-4 04 28

Erste Edeldestillerie auf Rügen
GmbH
No. 17
18569 Lieschow
Tel: 03 83 05-5 53 00

<h2 style="text-align: center;">Rügen-direkt</h2>	
<p>In respect of the Rügenhof Kap Arkona, not only are products produced on-site. They are also distributed via mail-order selling. This means that a little bit of Rügen can also be enjoyed at home.</p>	<p>Rügen-direkt Dorfstrasse 22 18556 Putgarten/Rügen Tel. 03 83 91-4 00 30 Fax 03 83 91-4 19 17 Internet: http://www.ruegen-direkt.de</p>
<p>History The idea quickly came about to sell the local products offered in the Rügen shop at Cape Arkona beyond Rügen.</p> <p>Products The products offered are all produced on Rügen. The range includes bread, schnaps, Rügen honey, Rügen cheese, fish products, meat and sausage specialities, Rügen ceramics, amber and stone jewellery, glass-blown products and printed products from a historic printing workshop.</p> <p>Some of the products have brand names which clearly show their origin. Selections of the products are offered, such as, for example, the Rügen "Seekiste" (sea chest). Some of the products are also produced at the Rügen estate at Cape Arkona itself.</p> <p>Objectives The idea underlying the concept of Rügen Direct is one of creating an income for the local producers on Rügen and in particular those at the Rügen estate. Here, then, the project takes on enormous significance, since jobs are created in tourism as well as in the field of production of goods.</p>	<p>Contact persons: Mr. Hans Möbius Mr. Ernst Heinemann</p> <p>Effects</p> <p>Rügen products sold Creation of jobs outside of tourism Marketing measures</p> <p>Criteria catalogue</p> <p>Networkin Marketing Economy Social Overall</p>
<p>Evaluation</p> <ul style="list-style-type: none"> + Rügen Direct is opening a path for marketing and distribution for local producers. + This creates jobs outside tourism too. + The products also act as advertisers, affecting the tourism market too. + This means networking of goods production and tourism. 	<p>Areas</p> <p>Production</p>

<h2 style="text-align: center;">Rügen Healing Chalk</h2>	<p>Cliff-Hotel Rügen Siedlung am Wald 18586 Sellin Tel.: 01 30-18 10 10 Fax: 03 83 03-84 95 Email: info@cliff-hotel.de Internet: http://www.cliff-hotel.de</p> <p>Contact person: Mr. Scheibe</p>
<p>Rügen Heilkreide (healing chalk) can be used for mud-type and solution-type baths and packs. It is used medicinally and in the health spa field as well as being used for beauty applications.</p> <p>History The first healing chalk baths were used in 1910 in the then Baltic and healing chalk spa resort of Sassnitz. Scientific research later showed that the heat retention of the chalk was very high. Its effects were also evaluated very positively. The chalk was then already being used for beauty applications.</p> <p>Products The healing chalk is especially suitable for bathing. It consists mainly of chalk, but also contains silicic and phosphoric acid, aluminium, iodine, magnesium, calcium salts, sodium salts and, according to recent findings, vitamin B12. Especially positive is the subjective perception of it. Since the chalk is white and odorless, it is perceived as pure and clean. In addition to this, the skin feels soft after using the chalk. Handling and disposing of it is also simple. In medical application, there have been reports effective relief of joint inflammations and rheumatic ailment. The advantages of use in the health and fitness field are better circulation and the feeling of noticeably softer skin. In the beauty field, the chalk is used as a gentle exfoliator.</p> <p>Objectives Rügen is famed for its chalk cliffs berühmte. This should also apply to Rügen Heilkreide. This means, then, that there are opportunities for heightening its profile and marketing it beyond Rügen.</p>	
<p>Evaluation + Long tried and tested natural remedy, meaning a part of the cultural heritage is conserved. + Makes a natural attraction (chalk cliffs) tangible and there for all to experience. - There is a lack of new scientific findings as to its effects and no marketing concept.</p>	<p>Effects Means of creating an image of Rügen as a health and spa resort</p> <p>Criteria catalogue Ecology Economy Social Overall Forward-looking</p> <p>Areas Cultural heritage Production</p>

<h2 style="text-align: center;">Rügen Produkt Association</h2>	<p>Rügen Produkt e. V. Darzer Weg 70 18528 Zirkow Tel.: 03 83 93-24 77 Fax: 03 83 93-3 23 97 Contact person: Mr. Raabe</p>
<p>This association promotes the conservation and promotion of rural areas within a context of integration in terms of the natural, social and economic environment. It promotes the production, processing and marketing and distribution of quality products from controlled ecological and conventional production on the island of Rügen. Marketing and distribution is done under a uniform trade mark.</p> <p>History Rügen Produkt e. V. was founded in June 1996 and now has 26 members. The historic nature of the landscape is to be preserved and a high-quality cuisine culture to correspond to this is to be created.</p> <p>Products The association has built up a range on offer through its members of excellent meat and sausage products, milk and dairy products, potatoes, honey, fruit juices, fruit spirits, fresh fish, smoked fish and fish preserves, kale, various kinds of bread and rolls and chalk for health applications. The association sets up markets, festivals and other sales activities based on these products. It is authorized to carry out inspections to determine compliance with the basic conditions and standards set out.</p> <p>Objectives Offering a range of quality products with the hallmark of freshness, purity, wholesomeness and taste. This should create further potential for development within the company and by means of further networking of these operations with other partners. Sales of the regional products are to be promoted and demand stimulated. In the long term, a regional cuisine culture should be established and other areas of production created. The association is giving Rügen an "added value", due to the close cooperation between its producers and the processors as well as the marketing and distribution of local products. This should mean that jobs are secured and new ones created. Here, then, tourism can be supported in its growth into the most significant economic factor.</p>	
<p>Evaluation</p> <ul style="list-style-type: none"> + The products originate in part from ecological cultivation. + Strengthening of the production trades and tourism. + Creates and secures jobs. + Uniform logo stands for high-quality Rügen product. + The Höfe can be visited and thereby offer an additional attraction even outside the high season. - Networking and cooperation are not yet adequate. 	<p>Effects Expansion of the producing trades Rügen products sold Creation of jobs outside of tourism Tourist attraction Advertising for Rügen</p> <p>Criteria catalogue</p> <p>Ecology Economy Social Marketing Overall Networking Forward-looking</p> <p>Areas</p> <p>Cultural attraction Cultural heritage Production</p>


Rügen Produkt e. V.


Members of Rügen Produkt e. V. offering processed products


Hofgut Bisdamitz 18581 Bisdamitz Tel.: 03 83 02-92 07 Fax: 03 83 02-9 01 99	Kutter- und Küstenfisch Rügen GmbH Am Hafen Postfach 43 18541 Sassnitz Tel.: 03 83 92-5 13 11 Fax: 03 83 92-5 13 44	Rügener Backwaren GmbH Industriestrasse 18528 Bergen Tel.: 0 38 38-2 22 02 Fax: 0 38 38-2 22 46
Meierei-Naturprodukt GmbH Rügen Stralsunder Strasse 38 18574 Poseritz Tel.: 03 83 07-4 04 02 Fax: 03 83 07-4 04 02	Rügen Kartoffel GmbH 18574 Poseritz Tel.: 03 83 07-2 24	Ms. Heide Wierth Honey and honey products Kurt-Bartel-Strasse 18 18528 Bergen Tel.: 0 38 38-25 39 51
Agrar GmbH und Co.KG "Wittow-Süd" kale production 18556 Lankensburg Tel.: 03 83 91-3 47	Getränke Becker Sagard GmbH August-Bebel-Strasse 32 18551 Sagard Tel.: 03 83 02-7 53 11	Die Rügener Landschlachtere i GmbH Gademow 18528 Gademow Tel.: 0 38 38-25 19 55
Poseritzer Geflügelhof GmbH 18574 Poseritz Tel.: 03 83 07-3 65	Erste Rügener Edeldestillerie Lieschow 17 18569 Ummanz Tel.: 03 83 05-5 53 00 Fax: 03 83 05-5 52 97	Kreidewerke Rügen GmbH Postfach 4 18540 Sassnitz


<p>Operator offering tour: "Rügen – Pearl of the Baltic"</p>	<p>Lupe Reisen Rosental 3 53111 Bonn Tel.: 02 28-65 45 55 Fax: 02 28-65 45 56 Email: lupereisen@t-online.de</p> <p>Contact person: Mr. Axel Neuhaus</p>
<p>A tour operator offering particularly high-quality, environmentally and socially responsible tours in accordance with the guidelines of a criteria catalogue created in the "<i>forum anders reisen</i>". This means the tours are intensively oriented to experiencing the natural environment and meeting the local residents, with stays with local families, regional cuisine and qualified tour guides. There is time provided between itinerary activities for independent investigation by travellers.</p> <p>Type of tour: Guided walks Duration (days): 8 Accommodation: Guesthouse in Seedorf Meals: Breakfast and one evening meal Travel to starting location: Participants make own way (Group travel by train or car arranged on request) Connections: Large taxis, buses, Rügen local railway Size of group (no. of participants): min. 7 – max. 18 Tour guide: yes – biologist TD:ID:FD: 2:5 (full and half-day walks) :1 Cost: June 860 DM Express train supplement 210 DM October 790 DM Express train supplement 140 DM Items on itinerary: <input type="checkbox"/> Walking in the Granitzwäldern with visit to Jagdschloss Granitz <input type="checkbox"/> Walking in the Zickersche Berge <input type="checkbox"/> Walking in the Stubbenkammer with visit to Fischerhafen Sassnitz <input type="checkbox"/> Trip on the "Rasender Roland" visit to Putbus and Lauterbach harbour <input type="checkbox"/> Walk on the beach to Göhren and visit to the Rookhus and Binz Also included: <input type="checkbox"/> Visitor's tax and entrance fee</p>	
<p>Evaluation + Mainly public transport is used. + Tourist get to know the region and its people better from the qualified tour guide. + Limit on group size. + Balance between itinerary days and free days. + Concentration on one part of Rügen.</p>	<p>Criteria catalogue</p> <p>Ecology Economy Social Marketing</p> <p>Areas Tour operators</p>

<p>Operator offering tour:</p> <p>"Impressions of Rügen"</p>	<p>Mecklenburger Radtour Zunftstrasse 4 18439 Stralsund Tel.: 0 38 31-28 02 20 Fax: 0 38 31-28 02 19</p> <p>Contact person: Mr. Thomas Eberl</p>
<p>A tour operator offering an active holiday with selected cycling tours to experience the landscape and culture.</p>	
<p>Type of tour: individual cycling tours Duration (in days): 6 Accommodation: Guesthouses and hotels in categories I and II (Cat.) Meals: breakfast Travel to starting location: Participants make their own way</p> <p>Connections: Bicycle, boat and minibus(luggage transportation) Size of group (no. of participants): no limit Tour guide: no TD:ID:FD: 2:4:0 Cost: D-train 725 DM (Cat. I); 955 DM (Cat. II) Express train 855 DM (Cat. I); 1145 DM (Cat. II)</p> <p>Items on itinerary: <input type="checkbox"/> Stralsund – Putbus – Granitz <input type="checkbox"/> Granitz – Jasmund <input type="checkbox"/> Jasmund – Kreidefelsen – Jasmund <input type="checkbox"/> Jasmund – Hiddensee – Stralsund</p> <p>Also included: <input type="checkbox"/> Bicycle including panniers and maps and information material <input type="checkbox"/> Luggage transportation during tour</p>	<p>Criteria catalogue</p> <p>Ecology Economy Marketing</p>
<p>Evaluation + environmentally-friendly cycling. - no tour guide. - no group size limit.</p>	<p>Areas</p> <p>Tour operators</p>


<p>Operating offering tour: "The Natural Environment of the Baltic Coast and Rügen"</p>	
<p>A tour operator offering tourists the opportunity to actively discover the region by bicycle. The natural and cultural environments can be experienced in a relaxed atmosphere.</p>	<p>Rückenwind Reisen GmbH Sonnenstrasse 43 26123 Oldenburg Tel.: 04 41-88 55 96/7 Fax: 04 41-88 55 93 Internet: http://www.rueckenwind.de Email: Rueckenwind_Reisen@t-online.de</p>
<p>Type of tour: Cycling tour Duration (in days): 7 Accommodation: Hotels Meals: Half-board Travel to starting location: Participants make own way to starting location or via train</p> <p>Connections: Bicycle, boat, Rügen local train, minibus (accompanying)</p> <p>Size of group (no. of participants): max.8 – min.18 Tour guide: yes – no details on qualifications TD:ID:FD: 1:6:0 Cost: Own travel to starting location 1,390 DM Train travel to starting location 1,575 DM</p> <p>Items on itinerary: Below only the Rügen/Hiddensee part is given</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hiddensee with visit to Gerhardt Hauptmann memorial and walk to lighthouse or similar. <input type="checkbox"/> Cape Arkona with visit to Vitt <input type="checkbox"/> Jasmund with walk along the chalk coast to Sassnitz <input type="checkbox"/> Granitz and Binz with "Rasender Roland" trip and visit to the Granitz Hunting Lodge <input type="checkbox"/> Southeast Rügen with visit to Putbus <p>Also Included: <input type="checkbox"/> Touring cycle with panniers <input type="checkbox"/> Breakdown / picnic service <input type="checkbox"/> Transportation of luggage</p>	<p>Contact person: Mr. Thorsten Haase Ms. Inge Hauer</p> <p>Criteria catalogue</p> <p>Ecology Economy Social Marketing</p>
<p>Evaluation</p> <ul style="list-style-type: none"> + Environmentally-friendly type of tour. + Tour guide + Limit on size of group. + Walking to balance cycling tour. - No free days for independent investigation. 	<p>Areas</p> <p>Tour operators</p>


<p>Operator offering tour:</p> <p>"Summer on Rügen "</p>	 <p>Sausewind Reisen Lindenstrasse 16 26123 Oldenburg Tel.: 04 41-93 56 50 Fax. 04 41-3 04 71 09 Internet: http://www.sausewind.de Email: info@sausewind.de</p>
<p>A small specialist tour operator with a comprehensive range of offerings in the fields of cycle touring, fitness and activities as well as relaxation guaranteed. Cycling is with those of similar interests on selected subsidiary paths. There is always time provided for getting to know the area and its people at a relaxed pace.</p> <p>Type of tour: Camping Duration (in days): 16 Accommodation: Tent (Ummanz) Meals: own meals (full board can be booked separately) Travel to starting location: Bus</p> <p>Connections: no information Size of group (no. of participants): min. 24 – max. 40 Tour guide: yes – no information on qualifications TD:ID:FD: 2:0:14 Cost: 980 DM</p> <p>Items on itinerary: no fixed items on itinerary – suggestions are made for various sports</p> <p>Also included: <input type="checkbox"/> child supervision <input type="checkbox"/> cycling transport (arrival/departure)</p>	<p>Criteria catalogue</p> <p>Ecology Economy Social Marketing</p>
<p>Evaluation</p> <p>+ Organised travel to starting location. - Size of group can present problems.</p>	<p>Areas</p> <p>Tour operators</p>

<p>Operator offering tour: "Rügen and Hiddensee – Walking and Painting on the Island of Artists"</p>	
<p>A tour operator offering holidays for the active, the lone travellers, the creative, the health.conscious and those seeking relaxation.</p>	<p>SKR Studien-Kontakt-Reisen GmbH Postfach 20 10 51 53140 Bonn Tel.: 02 28-93 57 30 Internet: http://www.skr.de Email: info@skr.de</p>
<p>Type of tour: Guided and individual walks and painting courses Duration (in days): 8 (min. stay) Accommodation: Hotel in Poggendorf Meals: Half board Travel to starting location: Participants make own way to starting location (car recommended– Info on SKR agency for arranging lifts) Connections: Own car, SKR bus and boat (not included in price) Size of group (no. of participants): min. 5 Tour guide: Yes – Environmental awareness teacher and artist TD:ID:FD: cannot be determined Cost: High season 1,290 DM Express train supplement 350 DM Low season 1,190 DM Express train supplement 280 DM Items on itinerary: The five most beautiful walks (one can be chosen) <input type="checkbox"/> "In the kingdom of the cranes" <input type="checkbox"/> "Nord-Kap Arkona" <input type="checkbox"/> "Hiddensee" <input type="checkbox"/> "Königsstuhl" OR Painting and drawing in the studio and in the open Also included: <input type="checkbox"/> Holiday cancellation cover</p>	<p>Contact person: Ms. Luise Müller</p> <p>Criteria catalogue:</p> <p>Ecology Economy Social Marketing</p>
<p>Evaluation + Qualified tour guide. - No limit on size of group. - Car recommended.</p>	<p>Areas</p> <p>Tour operators</p>

<p>Operator offering tour: "Mecklenburg Baltic Seaside and Lakeland"</p>	
<p>A small specialist tour operator offering a comprehensive programme of cycling tours which guarantees an active holiday yet also time for relaxation. Cycling is with other like-minded tourist on selected subsidiary paths. There is always time provided for getting to know the area and its people at a relaxed pace.</p>	<p>Velociped Fahrradreisen Alte Kasseler Strasse 43 35039 Marburg Tel.: 0 64 21-2 45 11 Fax: 0 64 21-16 16 27 Internet: http://www.velociped.de Email: info@velociped.de</p>
<p>Type of tour: Guided cycle tour and walks Duration (in days): 8 Accommodation: Medium-classification hotels Meals: Half board Travel to starting location: Participants make own way to starting location (Travel by train is arranged on request)</p> <p>Connections: Bicycle, boat, train, bus Size of group (no. of participants): min. 6 – max. 18 Tour guide: Yes – no information on qualifications TD:ID:FD: 1:7:0 Cost: 1,590 DM Express train supplement 250 DM</p> <p>Items on itinerary: Only the Rügen part is given below</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hiddensee – Bohlendorf with visit to the Gerhardt Hauptmann memorial and Local History Museum and walk to Lighthouse or similar <input type="checkbox"/> Bohlendorf – Binz with walk from Königsstuhl to Sassnitz <input type="checkbox"/> Binz – Stralsund with Gross Stresow, Lauterbach and Gross Schoritz and Birthplace of Ernst-Moritz-Arndt <p>Also included: <input type="checkbox"/> Touring cycle and all transfers <input type="checkbox"/> Bus accompaniment and transportation of luggage <input type="checkbox"/> Breakdown and picnic service</p>	<p>Contact persons: Ms. Claudia Möllers und Mr. Christian Rhode</p> <p>Criteria catalogue</p> <p>Ecology Economy Social Marketing</p>
<p>Evaluation</p> <ul style="list-style-type: none"> + Environmentally-friendly type of tour. + Balanced ratio of walking to cycling. + Limit on size of group. - No free days for independent investigation. 	<p>Areas</p> <p>Tour operators</p>

<h2 style="text-align: center;">Intelligent Transportation Routing System (IVS)</h2>	<p>Landkreis Rügen Amt für Wirtschaft, Tourismus, regionale Entwicklung und Kultur Industriestrasse 3 18528 Bergen auf Rügen Tel. 0 38 38-81 34 02 Fax 0 38 38/20 93 13</p> <p>Contact person: Amtsleiter Mr. Kammann</p>
<p>This project is concerned with creating sustainable growth by means of a unified, intelligent transport system on the Island of Rügen in order to improve mobility on the island and to develop environmentally-friendly transport solutions. The IVS is one of two global projects on for the EXPO 2000.</p> <p>History The transport system is increasingly breaking down on Rügen in the summer months. This brings the transport used by companies and the traffic used by the local residents to its knees and threatens the growth of the island as a whole. Under the direction of Rügen district authority, with the participation of many local authorities, transport companies, public bodies and transport planners, practical solutions were sought for improving the mobility and environmental effects of the transport system.</p> <p>Products This project aims to avoid overloading of the transport system by linking traffic controlling, video monitoring and information systems. To achieve this, signs should not only be adapted dynamically but should also be on display at places where they can provide information as early and as widely as possible. The signs should be in three parts and should give information on the traffic situation, inform of possible alternatives including tourist alternatives and events by means of advertising and give general information about what the ÖPNV has to offer.</p> <p>The method of designing, compiling, collecting and directing information via a control centre is still in the early stages of formulation.</p> <p>Objectives The main objective is an obvious distribution of the level of traffic during a day and distribution among alternative, more environmentally-friendly means of transport. The mobility of all, local residents and tourists alike, should be improved.</p>	
<p>Evaluation + Improvement of mobility of local residents and visitors to the island by means of better distribution of transport means. + Active assistance in converting to the more environmentally-friendly ÖPNV, which will then have a higher profile. + Linking the traffic control system with tourist services.</p> <p>- There is still little knowledge of the solutions to be proposed.</p>	<p>Effects</p> <p>Exchange via networking of activities Strengthening of the ÖPNVs distribution of transport Greater mobility Environmental protection</p> <p>Criteria Catalogue</p> <p>Ecology Social Overall Networking</p> <p>Areas</p> <p>Nature conservation Transport</p>

<h2>Rügener Personennahverkehr</h2>	
<p>The main task of Rügener Personenverkehr GmbH (Rügen local passenger transport) as a company of the district authority is to ensure good running of the public local passenger transport. In addition to providing the local population bus services, its services are of especial importance for tourists.</p>	<p>Rügener Personennahverkehrs GmbH Industriestrasse 1 18528 Bergen Tel. 0 38 38-2 20 25 Fax 0 38 38-2 5 14 07 Internet: http://www.rpnv.de</p>
<p>History The company was founded in 1992. It is wholly owned by the district of Rügen. The RPNV is now the largest transport company on the island of Rügen, with 54 buses and 90 employees.</p> <p>Products Concentration is mainly on bus transport. There are half-hourly services at peak times on all routes. In addition, there are special trips offered to special events and a collective taxi service for the sparsely populated areas of the island.</p> <p>The provision of local public transport services to tourists also has particular significance in respect of the efficiency of the company. With this, the company is making an important contribution to reducing the levels of traffic on the island. The daily transport network ticket "UmweltTicket" for the entire island and the RegioTicket with concessions in the regions of Wittow, Mönchgut and Jasmund and other special trips (theatre bus and Störtebecker bus) are particularly targeted at tourists.</p> <p>Objectives The company has set itself the following goals in respect of providing public transport services to the population:</p> <ul style="list-style-type: none"> • Exact compliance with the schedule • Achieving connections on time • Safe transportation • Closely-interlinked network of services to increase mobility in rural areas and socially viable costs 	<p>Contact persons: Mr. Jörg Lettau Mr. Markus Zimmermann</p> <p>Effects</p> <p>Ecology Provision of services to local residents and tourists Economically sustainable Reduction of levels of traffic</p> <p>Criteria catalogue</p> <p>Ecology Economy Social Overall</p>
<p>Evaluation</p> <p>+ An attractive provision of services to the local population and tourists with ÖPNV including rural areas of Rügen. + The RPNV is economically independent, as it receives no public subsidies. + It makes a contribution in ecological terms by reducing the number of cars on the streets of Rügen. - Awareness of the schedules and tourist offerings can be increased.</p>	<p>Areas</p> <p>Nature conservation Tour operator Transport</p>

<h2 style="text-align: center;">Rügen Verkehr</h2>			
<p>Rügen Verkehr is a community of public transport companies on Rügen. The RügenTicket offers access to the routes of all these transport providers. This cooperative venture is aiming in particular at coordinating and harmonising schedules.</p>	<p>Rügen Verkehr Bahnhofstrasse 0 18528 Bergen Fax: 0 38 38-20 90 24 Internet: http://www.ruegenverkehr.de</p>		
<p>History This cooperation of the various transport providers is still relatively recent.</p> <p>Products The first joint product created was the RügenTicket, which is valid for one day and entitles the holder to use all transport facilities. The efforts to harmonise schedules to facilitate rapid connections resulted in the production of a joint schedule covering the whole of Rügen. A customer-friendly price for all routes on the islands is being decided upon.</p> <p>The following companies are involved in this cooperative venture:</p> <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 50%;"> DB Regio Rügensche Kleinbahn GmbH & Co Binzer Str. 2 18581 Putbus Tel.: 038301 / 80112 Fax: 038301 / 80115 Reederei Hiddensee GmbH Achtern Diek 4 18565 Vitte Tel. 0180 / 3212150 </td><td style="vertical-align: top; width: 50%;"> Weisse Flotte GmbH Fährstrasse 16 18439 Stralsund Tel. 0180 / 3212120 Reederei Ostsee-Tour Carsten Nöhren-Petan Hafenstrasse 12j 18546 Sassnitz Rügen Tel. 038392 / 3150 Fax 038392 / 50672 </td></tr> </table> <p style="text-align: center;">Transport alternatives via ÖPNV.</p>	DB Regio Rügensche Kleinbahn GmbH & Co Binzer Str. 2 18581 Putbus Tel.: 038301 / 80112 Fax: 038301 / 80115 Reederei Hiddensee GmbH Achtern Diek 4 18565 Vitte Tel. 0180 / 3212150	Weisse Flotte GmbH Fährstrasse 16 18439 Stralsund Tel. 0180 / 3212120 Reederei Ostsee-Tour Carsten Nöhren-Petan Hafenstrasse 12j 18546 Sassnitz Rügen Tel. 038392 / 3150 Fax 038392 / 50672	<p>Effects</p> <p>Harmonisation of schedules More comprehensive information Attractiveness of local transport Reduction of private traffic ÖPNV more economically effective</p> <p>Criteria catalogue</p> <p>Ecology Networking</p>
DB Regio Rügensche Kleinbahn GmbH & Co Binzer Str. 2 18581 Putbus Tel.: 038301 / 80112 Fax: 038301 / 80115 Reederei Hiddensee GmbH Achtern Diek 4 18565 Vitte Tel. 0180 / 3212150	Weisse Flotte GmbH Fährstrasse 16 18439 Stralsund Tel. 0180 / 3212120 Reederei Ostsee-Tour Carsten Nöhren-Petan Hafenstrasse 12j 18546 Sassnitz Rügen Tel. 038392 / 3150 Fax 038392 / 50672		
<p>Evaluation</p> <ul style="list-style-type: none"> + Cooperation of transport providers to harmonise schedules + Makes the ÖPNV more attractive + Agreement on a common price 	<p>Areas</p> <p>Nature conservation Transport</p>		

<h2 style="text-align: center;">National Park Friendly Hotel</h2>	
<p>The distinction "National Park Friendly Hotel" is awarded to hotels and guesthouses demonstrating a positive attitude towards the national park.</p>	<p>Industrie- und Handelskammer Rostock Geschäftsstelle Nordvorpommern-Rügen Fährstrasse 6 a 18439 Stralsund Tel.: 0 38 31-2 60 40 Fax: 0 38 31-29 72 77 Internet: http://www.rostock.ihk.de Email: info@rostock.ihk.de</p>
<p>History This concept deals with sponsoring. This is a special type of advertising and is based on the principle of reciprocal provision of services.</p> <p>Products The national parks and the unique natural environment and landscape are presented in a free brochure distributed across the whole of Germany. Ten national park-friendly hotels are recommended to readers for each national park for an enjoyable holiday stay. The project is organised and financed by the sponsor "Effem", the national parks themselves and other associations, including tourism associations. Issues are addressed such as type of cooperation with the national park, whether environmental protection activities are supported by the company, to what extents employees are informed about the national park, if guests are informed about the national park and what it has to offer in particular and whether there is active advertising of the national park by the company.</p> <p>Objectives The sponsor "Effem" is trying to reach its target groups in new ways and places financial aid at the disposal of others for this. It then profits from the positive image presented of the national parks. The sponsors want the consumer – in particular animal and nature-lovers – to experience and gain a sense and understanding of the national parks. Since it is easier to reach the consumer by means of "package"-type offerings, hotels have been integrated into the concept. This makes it possible for the hotels to advertise themselves beyond Rügen.</p>	<p>Contact person Ms. Tiebke</p> <p>Effects A county-wide communication network is made possible by means of optimum cooperation of non-profit organisations and companies, mainly concentrated on image profiling.</p> <p>Criteria catalogue Ecology Economy Marketing Networking</p>
<p>Evaluation + Hotels and national parks are advertised beyond Rügen. + The award helps hotels create their own image and access a large target audience. - The concept depends entirely on the sponsor. This means that long-term financing is uncertain.</p>	<p>Areas Accommodation Competition</p>

National Park Friendly Hotel

Rügen Hotels and Guesthouses– Winners of the competition for National Park Friendly Hotel

Jasmund

Steigenberger MAXX Resort
Neddesitz
18551 Sagard
Tel: 03 83 02-95

Hotel-Pension Hertha
Dorfstrasse 35
18551 Hagen
Tel: 03 83 02-93 05

Rügen-Hotel Sassnitz
Seestrasse 1
18546 Sassnitz
Tel: 03 83 92-5 31 00

Ringhotel Villa Aegir
Mittelstrasse 5
18546 Sassnitz
Tel: 03 83 92-30 20

Vorpommernsche Boddenlandschaft

Pension Zum Kranich

18569 Tankow
Tel: 03 83 05-81 79

Heiderose

18565 Vitte/Hiddensee
Tel: 03 83 00-6 30

Pension Haidehof
Haide 15
18569 Haide
Tel: 03 83 05-5 53 60

Hotel Schafshorn
Streuer Weg 65 a
18569 Schaprode
Tel: 03 83 09-13 13

6. Findings

The aim of this study is to gain an overview of the status of growth of tourism on Rügen which can be classified as sustainable tourism. Since tourism here is made up of a multitude of small and large companies, a great number of projects were analysed in detail in respect of sustainable tourism. The projects which can be identified with certainty as belonging to those involved in sustainable tourism are contained in this study. Their current state of development is given here.

These findings represent the first of a total of four stages intended to promote sustainable tourism more strongly. The second phase is that of creating a network of sustainable tourism projects and their operators, including a network beyond the island itself. Third, the capacity limits and tourist use and criteria for evaluating the sustainability of tourism projects should be determined. In the fourth stage, new proposals for projects which especially merit assistance within the context of the BEST project should be drafted.

There is one page exactly allocated to each sustainable tourism project on Rügen presented in the study. The uniform structure of the descriptions given should make it possible to gain a rapid overview of the individual projects. Of particular interest are each of the positive effects of the tourism projects on the economic, ecological and social dimensions of commercial activity.

A "sustainable growth" approach is not yet very widespread on Rügen.

An integrated way of thinking, particularly a "sustainable growth" way of thinking, is not very widespread. Consideration of the social, ecological and economic aspects in taking all decisions is a way of thinking that must first be grasped and learned. One way of familiarising oneself with this approach is to take a look at the examples of this way of thinking already in place. Another possibility is offered by co-operating with other service providers involved or not involved in tourism. Here, there are also some initial examples with very positive results.

There are few people who have internalised the idea of sustainable tourism and from whom this way of thinking can simply be learned. These people, however, include in particular the contact persons named in the project descriptions. This makes it clear, then, how important exchange is within a network.

Mr. Heinemann, the Mayor of Putgarten, must be cited here as an excellent example. The development which has taken place at the Cap Arkona memorial site is unprecedented in terms of sustainable development. The growth of tourism at Cape Arkona is not only interesting because all the dimensions of sustainability are taken into account but because it also represents an example of coping with mass tourism in a way which protects the environment.

The progress of the projects is varies greatly. The most developed is certainly the projects at Cape Arkona. A great number of projects are still in the initial stages. However, there is a pool of ideas already in place which is waiting to be translated into the right action. And the successes can be just as great as those at Cape Arkona.

The more projects are interlinked, the greater the effect in terms of sustainable growth.

On looking closely at the individual projects it becomes clear that these projects can only develop their sustainability by means of co-operation with other service providers and companies. This holds true for the multitude of individual activities at Cape Arkona. One example of this is the memorial site in relation to the estate and the mail-order service for Rügen products. Another is the activities of the "Aufschwung West-Rügen" association. With the examples from the transport sphere, in respect of the healing chalk and regional cuisine too, co-operation is of particular importance. The more the individual projects are interlinked, the greater their effect in respect of sustainable tourism.

This interlinking of the individual projects means that companies lose their individual character. For example, a hotel which participates in the national park friendly hotel competition, is then seen in relation to the national park. Another example is the Erste Rügener Edeldestillerie, which also stands in a relationship to the hospitality industry due to its co-operative activities in respect of regional cuisine. Which areas are unified here in one project can be addressed in the study. The Cape Arkona memorial site is networked in such a way that all the various areas in the study such as cultural attraction, cultural heritage, natural attraction, environmental protection, transport and accommodation are all gathered under one common roof. On the one hand, this increases the attractiveness of these offerings and on the other hand accommodates the individual interests of visitors since there is something on offer for everyone.

Sustainable tourism lengthens the season.

The sustainable tourism projects presented in this study not only have a positive effect on the image created of Rügen but every one lengthens the season. In fact, the stated aim in the case of the memorial site is that of having an attraction which appeals throughout the year independently of the weather due to the variety of activities on offer. The activities in the EXPO project Duwenbeek renaturization also emphasise creating an attraction outside the summer season. The healing chalk has huge potential as a year-round tourist attraction.

To achieve year-round tourism, more attractions must be created on Rügen. The natural attractions represented by the beach and sea alone are unfortunately not suited for the purposes of lengthening the season effectively.

Sustainable tourism increases quality levels in tourism.

Every one of the sustainable tourism projects presented in this study increase the quality levels of the tourist products produced on Rügen. This becomes particularly clear when considering competitors who often have the aim of improving responsible interaction with the natural environment. Here, we can cite the competitions for the blue Europe flags, the National Park Friendly Hotel competition, the Eco-audit and the voluntary classification of campsites.

Although these competitions improve the quality of tourism, it is less understood why there are so few participants in the competitions. Indeed, from a marketing point of view, it would be advantageous for more companies to participate in these competitions.

Sustainable tourism lends colour to tourism.

The transformation the tourism market has undergone in the last few decades from concentration on what it has to offer to concentration on what is required by consumers, it has become increasingly important to address the right target groups using marketing techniques. In choosing these, product policy has a key role to play. Offers can be aimed at specific target groups by means of product differentiation.

In tourism marketing, a model has been developed in which different types of tourism are each assigned a colour. Thus there is :

Blue tourism	for water-related tourism
White tourism	for health and fitness tourism
Green tourism	for ecology-related tourism
Yellow tourism	for sun and beach-related tourism
Red tourism	for group and socially-related tourism
Brown tourism	for farming and craft-related tourism

The kinds of tourism on offer on Rügen can be analysed using this model. What kind of impression do the tourist activities make on visitors? There is currently no data from visitors on this topic available. However, brochures and publications showing what service providers have to offer give the impression that the types of tourism concentrated on are yellow and blue tourism. Despite a large amount of investment, for example in the swimming area, both these kinds of tourism remain strongly season-dependent. In this field, then, it will only be possible to lengthen the season with great effort.

By contrast, the opportunities for lengthening the season are greater in the case of the other tourism colours. If the tourist activities offered in the tourism projects in the study are analysed, then the following colours can be seen:

Brown tourism	Cape Arkona estate, craft studios, holidays on bio-farms and Rügener Edeldestillerie
Green tourism	Competitions, Duwenbeek renaturization,

	transport control system and RPNV
Red tourism	Tours from tour operators
White tourism	Healing chalk

Quite clearly, sustainable tourism projects are in a position to develop a range of offerings which does not rely on the main tourist season. Thus sustainable tourism can lengthen the season. This seems to have been considered little in the Rügen brochures.

Marketing strategies for sustainable tourism require development.
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Sustainable tourism has a considerable advantage in comparison to tourism which does not take account of all three aspects of ecology. Economy and social considerations. It gives travellers a more positive feeling that they have done something worthwhile by travelling to or buying a traditional product from Rügen. This positive feeling should not be underestimated and increases environmental awareness in general.

Sustainable tourism is in and of itself a good thing and must be prepared to make this known. In contrast to this, in other tourist areas (in Germany too) it has been shown that a little bit of sustainability goes a long way. This is being exploited more and more by marketing strategies. The marketing activities for The island of Rügen have not yet accorded sustainable tourism the significance it could have.

In analysing the marketing strategies used, concentration is on – on the one hand – those carrying out the projects and – on the other – the service providers affected by the sustainable project.

There are only a few examples of integration in a among those carrying out the projects of integration into a well thought-out marketing concept. Again, Cape Arkona with its Rügen shop and estate can be cited as a positive example of this. Marketing is also carried out for the distillery and The RPNV and Rügen Verkehr. The regional cuisine project, the Duwenbeek project and the intelligent traffic control system have no well-defined marketing concept in place. Frequently – and this becomes particularly clear when looking through the project descriptions – there is lack of a logo which creates a lasting impression. And the regional cuisine project shows too that a logo alone is not enough to do the job. Although 20 companies carry this logo, only a single hotel has advertised with this logo in the Rügen Brochure 2000.

Other service providers could also profit from the positive effects of these sustainable projects, by means of the competitions they have taken part in, from the Rügen

products they process. However, it is evident that only very few service providers are aware of this potential. For this very reason, then, the level of awareness of sustainable tourism projects is in some areas very low. This is also one reason why tourism on Rügen is still not typified by sustainability.

Tour operators are the best advertisers of sustainable tourism

The best advertisers of sustainable tourism on Rügen are those tour operators offering environmentally and socially responsible tours on Rügen. These tour operators are however not all based on Rügen. The range on offer from tour operators from the island of Rügen is in parts too all-inclusive to make it possible to determine a special emphasis on sustainable tourism in the range of activities offered on Rügen. Only the quality of the tour descriptions by the tour operators outside of Rügen are positive.

Conclusion

The inventory taken of the status of development of sustainable tourism on Rügen has found that there is a great number of tourism projects underway which can be classified under the rubric of sustainable tourism. As a proportion of the tourism companies on the island, however, the number of sustainable projects is still very small.

On looking more closely at the sustainable tourism projects, it becomes clear that the sustainable effect is increased the more various service providers and producers are interlinked. The creation of such a network also has a positive effect on marketability of products and activities on offer.

Most of the sustainable tourism projects make an important contribution to increasing the quality of individual tourist services. This particularly holds true for the competitions. This increases the overall quality of tourism on Rügen.

It must, however, be said that marketing for sustainable tourism is often poorly-developed by those involved in the projects. Sustainable tourism has hardly any significance in terms of policy communication, although it is very positively viewed by visitors. For this reason, then, Rügen does not have a reputation for sustainable tourism, in contrast with other tourist regions in Germany.

The sustainable tourism projects contribute to lending more and more colour to the tourist activities offered on Rügen in the sense of the tourism colour classifications. Sustainable tourism creates new products, activities and attractions which can lengthen the tourist season. Sustainable tourism is well-placed to make a significant contribution to year-round tourism.

Rügen is very well placed to become the most sustainable tourist region in Germany. To do so, the approach must be one oriented more strongly towards interlinking various activities. The healing chalk, intelligent traffic control system and Rügen products projects and the various competitions will have great significance in future.

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