

NATURE

Project: *Running events in protected areas and national park information*

Aims/Activities:

The National Park "Vorpommersche Boddenlandschaft" is an important image factor. It directly attracts tourist and visitors to the region. Therefore, the combination of experiencing a unique natural environment and the teaching of the aims of environmental protection needs to be strengthened by sustainable tourist offers and products which are typical for the region. The identification of the locals with their environment is not yet distinct.

Using the example of running events, the project will implement measures to improve the projected image (events, branding, marketing, evaluation, quality control). Also, the identification with the National Park will be strengthened. Running events in National Parks or protected areas will be organised in the region Fischland-Darss-Zingst.

Central aims: With respect to the aims of environmental protection, people shall be able to make a living from the National Park. Also the identification of the locals with the region shall be improved and a process of mutual exchange can be started. At first a semi-marathon will take place in the National Park. As a second step a full marathon is planned.

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