

DRAFT MINUTES

Working Group Tourism (WSF) March 26th 2007– Hamburg

Participants:

Herman Verhey, Anja Szczesinski, Oliver Melchert, Stephan Beck, Willem Meerdink, Pieter Smit.

Absent:

Joram Krozer, Hans Verbree, Steef Engelsman, Constanze Höfinghoff, Hans Jansen, Alwin Theesen, Jens Albowitz, Annemarie Lübcke.

Agenda-members, not present: Jens Enemark, Folkert de Jong, Karsten Jens.

1. Opening and Constitution

Mr. Piet Smit welcomes the participants and presents the agenda.

Not all the persons not present today have informed us properly not having the opportunity to join the meeting. Please contact us in time!

2. Draft minutes Jan. 15th 2007

The minutes are accepted without comments.

3. Announcements

Hanita van der Schaaf has been asked to participate this meeting, but there was another meeting at the same time that she had to visit. She is indeed willing to be a member of this group, and the membership fits her regular job.

Anja Szczesinski visits this meeting for the first time today. She is from the International Wadden Sea School.

The International Wadden Sea School runs educational projects, school projects and is managing a kind of exchange between students of different countries.

The school is oriented on nature-experience. The school supports the status of World Heritage for the Wadden Sea. The school is not confronted with severe resistance against this Status; she sees it as a reward for what already is done and not as a punishment. It is not expected to make more rules than there are nowadays.

Anja wants to co-operate in laying a structure under the common idea of the Wadden Sea rather than to continue with the finishing of a patchwork-quilt.

Regarding the marketing of National Parks Anja will try to identify one person for all the parks who is willing to join this group.

4. Results of the inventory by each member of the group (the members were supposed to make an inventory of products, aspects and so on, contributing to a common sense of marketing the region.

Willem has received a list-up off all the 'pearls' in the north of the Netherlands. Steef Engelsman has made that inventory.

There are no other contributions sent. The meeting speaks out the wish to receive more inventories or lists with attractions, scenic spots and so on.

Willem mentions the website of Ost-Friesland www.ostfriesland.de as a model of how the inventories in the diverse themes can be worked out on a map and a website.

Stephan Beck mentions a comparable website for the West Coast of Sleswick Holstein. This website is about attractions and scenic spots accessible by train.

Maybe it is possible in not too many years to present one map for the whole coastal area along the Wadden Sea.

5. *Division of labor/ allocation of tasks (setting up a Work Breakdown Structure)*

At stake is the question which themes are interesting to start with. For all clearness: the list of themes named in the agenda paper is not mentioned in the booklet "Breaking the Ice"; the list was attached to the summary of that 'booklet' (see agenda and documents d.d. January 15th).

There are lots of places and islands which do something with art. Both Art on its self and Art as a function of tourism.

A second theme is nature. Nature too is one of the main themes in the area.

Nature on its self; nature as a scenery for touristy activities; nature in the shape of bird watching, following bird tracks and so on.

Some activities maybe could be supported by programs on GSM-phones or other ICT related tools.

Food also is a theme; and maritime history.

Thus there are 4 themes to be worked out.

We hope to present you a draft inventory early in June.

So we can finish the job end of august/begin September.

Anja Szczesinski points to the possibility to involve some students at the project; maybe we can interact with Schools and get some students interested in making a master thesis of one of the here mentioned themes.

The set up of the inventory should contain a paragraph "What is already existing, what is missing", within the framework of sustainability, and written down from the view/perspective of the average tourist.

The inventory should contain all that kind of activities being sustainable; youth between 18 and 35 years old could be one of the target groups, but only that youth that is interested in nature, active recreation, sports.

A suggestion for a slogan could be "sustainable is fun and adventure"

6. *Inventory of who is busy with what.*

Again the question is raised of gathering names of persons being important for building a network of people somehow and somewhere related and involved in one or more of the themes or in one or more of the institutions being important for the development of sustainable tourism.

7. *Reaction to the Green Paper*

The meeting agrees with the reaction on the Green Paper; written down by Herman Verhey and attached at the invitation for today's meeting.

8. Any other business

Attention for the negotiations about a common policy on Yachting.

9. Any other questions to be answered briefly

Oliver refers to the appointments about designing a digital map. There are 4 themes chosen and we have to deal with at least 4 formats. He offers to aggregate these 4 formats to just one (overall-format) adjusted for the use throughout the Wadden Sea Region.

In a next meeting we have to assign somebody for doing the co-ordination.

Referring the Gastronomy-award, a letter has to be sent to the guys working on the Gastronomy-award. The meeting asks to inform Annemarie Lübcke and Folkert de Jong before sending out this letter to the WSF.

10. Next Meeting

June 4th again at Hamburg

Intercity hotel (Hamburg Altona, next to the trainstation)

11. Closing at 14.30 h.

REF: WM/WSFMG