



NAKUWA –
Sustainable nature and cultural tourism
UNESCO World Heritage Wadden Sea

Wadden Sea Forum, Varde, 6 June 2018

06.06.2018

NAKUWA – Nachhaltiger Natur- und
Kulturtourismus im UNESCO Weltnaturerbe
Wattenmeer

1



- project period – 1. April 2017 – 30. June 2020
- budget – 1.5 mio. euros
- 6 partners and 12 network partners
- **aim** of NAKUWA- project: generate and market transboundary products and offers in the field of nature and cultural tourism
- **focus:** sustainable solutions and quality
- www.nakuwa.net

06.06.2018

NAKUWA – Nachhaltiger Natur- und
Kulturtourismus im UNESCO Weltnaturerbe
Wattenmeer

2

Interreg Deutschland - Danmark EUROPEAN UNION

NAKUWA.net

Cultural tourism – NAKUWA area



06.06.2018

Wattenmeer

3

Interreg Deutschland - Danmark EUROPEAN UNION

NAKUWA.net



6 topics

- **cultural tourism** – development and visualization of cultural tourism – national park Vadehavet
- **cycle tourism** – development of cycle tourism in the World Heritage – business region Esbjerg
- **hiking tourism** – development of potentials in the field of hiking tourism – WWF, Germany



06.06.2018

NAKUWA – Nachhaltiger Natur- und Kulturtourismus im UNESCO Weltnaturerbe Wattenmeer

 **Interreg**
Deutschland - Danmark  EUROPEAN UNION



- **bird tourism** – development and visualization – National Park Schleswig- Holstein
- **sustainable transport** – analysis of the possibilities linked with the other topics – Nordsee Tourismus Service
- **online education** – development and allocation of online education with starting point in the firms’ needs – Nordsee Tourismus Service



06.06.2018

NAKUWA – Nachhaltiger Natur- und Kulturtourismus im UNESCO Weltnaturerbe Wattenmeer

5

 **Interreg**
Deutschland - Danmark  EUROPEAN UNION



WP 3.1

Sustainable cultural tourism

- Coverage of the cultural offers in the Wadden Sea
- 10 short descriptions of the cultural offers
- 1 video
- 100 photos
- 20 content marketing suggestions
- 10 fact sheets
- 10 package suggestions
- 1 culture guide book with 10 ‘must see’



06.06.2018

NAKUWA – Nachhaltiger Natur- und Kulturtourismus im UNESCO Weltnaturerbe Wattenmeer

6



Interreg
Deutschland - Danmark



EUROPEAN UNION



Cultural tourism – to see before you die

Preliminary identified cultural focus ‘stories’

- Living with water
 - The fight against water and surviving storm surge (dikes, locks, halligen, warfs ao.)
- Built heritage
 - Wadden Sea towns
 - Frisian architecture
- Cultural traditions
 - Costumes, bonfires, lace and folk music
 - Historical gastronomy (and present locally produces food)
 - Wadden Sea ‘heroes’ (Nissen, Nolde, Maersk ao.)
- Cultural outlook
 - Vikings and maritime culture
 - Border region (shared culture and language)
 - Agility (subsistence economy, adapt to the environment and changing living conditions)

06.06.2018

NAKUWA – Nachhaltiger Natur- und
Kulturtourismus im UNESCO Weltnaturerbe
Wattenmeer

7



Interreg
Deutschland - Danmark



EUROPEAN UNION



Cultural tourism – to see before you die

Preliminary identified cultural high potential experiences

In Varde, Fano, Esbjerg og Tønder municipalities (7)

- *Drøshes House, Tønder*
- *Fanø International Dragon Festival*
- *Fishery and Maritime Museum, "People by the Sea" (land art)*
- *Nordby, Sønderho, (Fanø)*
- *Ribe town, Dome, Viking centre, Storm surge column, quay*
- *Tirpitz*
- *Wadden Sea Centre*


In Kreis Nordfriesland (7)


- *Biikebrennen/ Pers Awten*
- *Eider Sperrwerk*
- *Hallig Langeness/ Hallig Hooge/ Hamburger Hallig*
- *Husum by, Nordfriesland Museum Museum Nissenhaus, Theodor-Storm-Haus, Marienkirche (Husum)*
- *Keitum/Kampen (Sylt)*
- *Museum Kunst der Westküste, Föhr*
- *Nolde Stieftung*


06.06.2018

NAKUWA – Nachhaltiger Natur- und
Kulturtourismus im UNESCO Weltnaturerbe
Wattenmeer

8


 **Interreg**
Deutschland - Danmark

 EUROPEAN UNION


 **NAKUWA**.net

Cultural tourism – cultural heritage

How can NAKUWA and WSF benefit from each other?



- Network
- Projects
- Sustainable tourism



06.06.2018

NAKUWA – Nachhaltiger Natur- und Kulturtourismus im UNESCO Weltnaturerbe Wattenmeer

9

 **Interreg**
Deutschland - Danmark

 EUROPEAN UNION

 **NAKUWA**.net


For more information ask the members of the steering group:


- *Erik Dam, Business Region Esbjerg:* eda@bre.dk
- *Peter Saabye Simonsen, Nationalpark Vadehavet:* pessi@danmarksnationalpartner.dk
- *Frank Ketter, Nordsee-Tourismus-Service:* frank.ketter@nordseetourismus.de
- *Dr. Christiane Gätje, Nationalparkverwaltung S-H Wattenmeer:* Christiane.gaetje@lkn.landsh.de
- *Anja Szczesinski, WWF Deutschland:* Anja.Szczesinski@wwf.de

06.06.2018

NAKUWA – Nachhaltiger Natur- und Kulturtourismus im UNESCO Weltnaturerbe Wattenmeer

10


 **Interreg**
Deutschland - Danmark  EUROPEAN UNION

 **NAKUWA**

Cycle tourism

6 applications:

- development of cycle packages in collaboration with the organizers
- development of a national park guide for cyclists
- press travels
- transboundary printed cycle map
- cycle video
- gateways into the national parks
- network of e-bike charging stations



 **Interreg**
Deutschland - Danmark  EUROPEAN UNION

 **NAKUWA**

Hiking in the Wadden Sea

- walk & hike for old & young people over long or short distances
- 25 route suggestions on land & on the islands
- nature and cultural experience on the wayside: with text, sound & pictures
- available as app & classic as flyer
- development in cooperation with tourism, national park partners



 **Interreg**
Deutschland - Danmark

 EUROPEAN UNION

 **NAKUWA**.net

Birdwatching



- activities:
 - train **birdwatching** guides (conception, training program)
 - initiate **new offers** (tours, arrangements)
 - **marketing** for existing and new offers
 - develop supportive material (flyer, poster, dictionary)
 - establish **Code of conduct** (nature compatibility)

06.06.2018

NAKUWA – Nachhaltiger Natur- und Kulturtourismus im UNESCO Weltnaturerbe Wattenmeer

13

 **Interreg**
Deutschland - Danmark

 EUROPEAN UNION

 **NAKUWA**.net

Quality

- improvement in addressing the target group „World Heritage tourists“
- transboundary transfer of knowledge, qualification and competence deployment
- quality enhancement in the fields of basis quality, service quality, online marketing, distribution, network and national park
- projected: creation of an online platform for training programs





© Foto Oliver Franke


06.06.2018

NAKUWA – Nachhaltiger Natur- und Kulturtourismus im UNESCO Weltnaturerbe Wattenmeer

14


**Interreg**
Deutschland - Danmark


EUROPEAN UNION



Sustainable transport / round tours

- north-south connection is well developed in the region with public transport; connections to the destination Wadden Sea are missing
- nature experiences should be accessible with sustainable means of transport on both sides of the border
- identify nature experiences and link them meaningful
- aim: 2 round tours should be generated



© Foto Oliver Franke

06.06.2018

NAKUWA – Nachhaltiger Natur- und
Kulturtourismus im UNESCO Weltnaturerbe
Wattenmeer

15