




**STEP CONFERENCE WORKSHOP
BIESBOSCH & HOSPITALITY**

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PROGRAMME OF THE WORKSHOP

- 15 minutes presentation
 - Biesbosch & Sustainable tourism
 - Biesbosch Ambassadors
 - Green key
 - Visitor giving
- 30 minutes discussion
 - Statements







Biesbosch & Sustainable Tourism

HISTORY

- 2008: Management plan for recreation and tourism
- 3 conclusions important for this workshop:



There is only one Biesbosch instead of 2 provinces and 4 municipalities



Be an example in sustainable tourism



Tourist entrepreneurs are vital to maintain and develop the area, so: cooperate!



ACTIONS FROM MANAGEMENT PLAN

- Fusion of recreation authorities into Parkschap nationaal Park De Biesbosch
- Promotion of a wider region than the borders of the national park
- Stimulate sustainable tourism
- Funding through Interreg project (STEP)



CHANCES OF STEP

- A chance to act within a limited period
- European Charter for Sustainable Tourism
- Visitor management
- Cooperation with entrepreneurs



EUROPEAN CHARTER FOR SUSTAINABLE TOURISM

- Cooperate with stakeholders!
- Set goals for tourist development in the area




START OF COOPERATION

- Network organisation for support Brabant aan de Biesbosch
- Information meetings
- International excursion best practices



VISITOR MANAGEMENT

- Entry gates
 - Main gates
 - Ambassadors
- Uniformity: new house style



COOPERATION WITH ENTREPRENEURS


- Ambassadorship
 - Quality schemes
 - Help to maintain and develop the area
 - Uniformity & cooperation in marketing




Biesbosch Ambassadors

BIESBOSCH AMBASSADORS

- All 20 national parks have ambassadors
- What do ambassadors need from us and what do we ask from them?
- First park with individual contracts



CONTRACT BIESBOSCH AMBASSADORS


- Supply with information
 - Brochures
 - Pictures
 - Map
- Training
- House style
- Exclusiveness
 - Advertising
 - Merchandise
 - Meetings




Biesbosch & Green Key

BIESBOSCH & GREEN KEY

- Green Key / Blue Flag
- Collective help to be more sustainable
- Criteria for boat rental
- Financial support




Biesbosch & Visitor Giving




BELEEF EN GEEF DE BIESBOSCH FONDS

- Excursion to Lake District
- Founding of Beleef & Geef De Biesbosch Fonds




BELEEF & GEEF DE BIESBOSCH FONDS

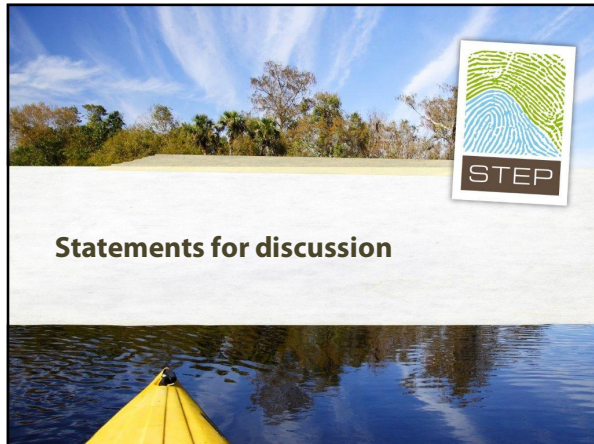


BELEEF & GEEF DE BIESBOSCH FONDS



BELEEF & GEEF DE BIESBOSCH FONDS





STATEMENT

IN TIMES OF CRISIS:

- How do we keep entrepreneurs involved?
- And how do entrepreneurs keep their guests involved?
- What will be the next step in cooperation?
- What will the future look like?
- What happens in another part of the Biesbosch has nothing to do with my business
- Fellow ambassadors, colleagues or competitors?
- No time for cooperation?

STEP

This slide is designed to look like a piece of paper pinned to a corkboard. It has a green header with the word 'STATEMENT' and a green footer with a small 'STEP' logo. The main content is a list of seven questions related to crisis management in a business context.

THANK YOU FOR YOUR ATTENTION

STEP

This slide is also designed to look like a piece of paper on a corkboard. It features a green header with the text 'THANK YOU FOR YOUR ATTENTION'. Below the header is a photograph of a wetland landscape with water, reeds, and a blue sky. A small 'STEP' logo is located in the bottom right corner.