



Three T
Interreg Europe



European Union
European Regional
Development Fund

ThreeT
Thematic Trail Trigger
PHASE 2 FINAL CONFERENCE
14th September 2022

**Active Tourism Product Development in the Landscape
Parks of the Kujawsko-Pomorskie Region**

Katarzyna Rzemyskowska, Kujawsko-Pomorskie Region

KUJAWSKO-POMORSKIE REGION



northern/central Poland

1/16 regions (NUTS 2)

2.0 million residents

area 18 000 km²

2 main cities > 200 000 citizens

23 districts / 144 communes

THE BACKGROUND

KUJAWSKO-POMORSKIE LANDSCAPE PARKS

- 10 Landscape parks
- 2 431 km²
- 13,5 % of the region
- 8 management units (supervised by the regional self-government)
- 3 000 km hiking trails
- 47 natural reserves
- Biosphere reserve Tuchola Forest

Most bike and hiking routes are transit routes, not adjusted to the needs of the modern tourists

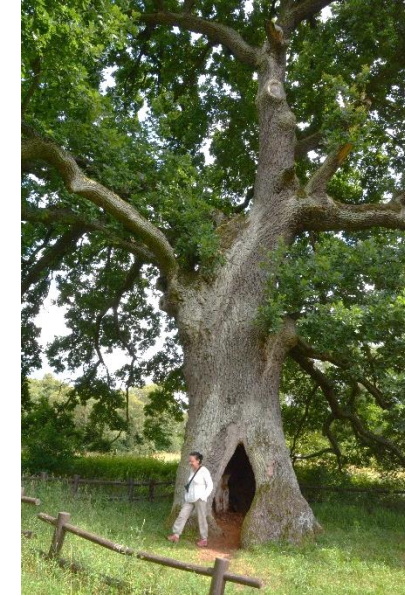


Fig. 1. Location of the landscape park in the region.
Source: resources of the Kujawsko-Pomorskie Region

THE ACTION PLAN

AP preparation process (July 2020 – April 2021)

- Stakeholders involvement
- Local study visits in each landscape park
- Desk research / survey report
- Meetings with all local partners/ stakeholders
- Letters of intent



THE POLICY CONTEXT

The Action Plan aims to impact:

**Investment for Growth and Jobs
programme**

**Other regional development
policy instruments**

(regional strategy documents
of the Kujawsko-Pomorskie
Region)

**[1] Regional Operational Programme
for Kujawsko-Pomorskie Region 2021-2027**

**[2] Regional Development Strategy
of the Kujawsko-Pomorskie Region 2030+**

**[3] Programme of Tourism Development
for Kujawsko-Pomorskie Region 2030**

**[4] LDS-s (Local Development Strategies) to the
LAG-s (Local Action Groups) in the region**

[5] Other regional planning documents

SOURCES OF FUNDING



- Regional Operational Programme 2021-2027 (ERDF)
- Rural Development Programme 2021-2027 (EAFRD)
- Interreg EUROPE (silent areas)
- Own resources (involved institutions)

GOOD PRACTICES

5 SELECTION CRITERIA

- Relevance
- Usability
- Implementation success
- Implementation cost
- Maintaining cost

GP (Good Practice): Silence as a tourism attraction	FINLAND	Regional Council of Central Finland
GP (Good Practice): Meijän Polku / Our Path	FINLAND	Regional Council of Central Finland
GP (Good Practice): Eco-Adventures of Sam the Squirrel	HUNGARY	Self-Government Office - Vas County
GP (Good Practice): Dingli Heritage Trail & Dingli Mobile App	MALTA	Malta Planning Authority
GP (Good Practice): Eco-Touristic trail network in Poarta Carpatilor and in Magura Codlea Mountain	ROMANIA	Brasov County Council



RECOMMENDATIONS

THE ACTION PLAN (2)

Active Tourism Product Development in the Landscape Parks of the Kujawsko-Pomorskie Region

horizontal activities

ACTION 1

Development and implementation of system solutions for the development of active and nature tourism products in the area of landscape parks of the kujawsko-pomorskie region

vertical activities

ACTION 2

Improving the quality of active and nature tourism product infrastructure in selected landscape parks of the kujawsko-pomorskie region



ACTION 1

Sub-measure 2.1. Development the standard for tourist signposting, template for information boards and the maintenance rules of tourist routes and infrastructure in protected areas of the region

Sub-measure 2.2. Development and promotion of typical cycle trips/excursion (loops) for each of the landscape parks in the region

Sub-measure 2.3. Identification and additional equipment of tourist traffic junctions in the area of landscape parks

Sub-measure 2.4.
Create a unified database of tourist products infrastructure

Sub-measure 2.5. Improving the quality of the selected routes in landscape parks (following the typical trips/excursion routes planned in the sub-measure 2.2.)

Sub-measure 2.6. Information, promotion and educational activities (pilot and template actions)

Sub-measure 2.7. The Headquarters of the Landscape Parks Directorates as tourist and nature information points

Sub-measure 2.8.
Image-building activities, related to thematic and cyclical events



Total Investment Value: 9 405 000 PLN
2 090 100 EUR

Sub-measure 2.4.
Create a unified database
of tourist products infrastructure



O AKCJI JAK SIĘ ZAPISAĆ? KONKURSY ORGANIZATORZY ZASADY UCZESTNICTWA DEKLARACJA DOSTĘPNOŚCI D

Zapisz się na zwiedzanie!

Wydarzenia Biskupin (1):



GP (Good Practice):
Dingli Heritage Trail & Dingli Mobile App

MALTA



Sub-measure 2.6. Information, promotion and educational activities (pilot and template actions)

„Nest project” in Górzniensko-Lidzbarski Landscape park creating bird estates!!!

- An event carried out in Górzniensko-Lidzbarski Landscape Park organized within the regional action entitled „Nature workshops on active bird protection combined with making nesting boxes”
- Constructing A-type nesting boxes and a joint educational walk combined with hanging the boxes in the Górzno city park



HUNGARY

Self-Government
Office - Vas County

Eco Adventures of Sam the Squirrel



Sub-measure 2.8.
Image-building activities,
related to thematic and cyclical events

16th Annual Festival of Taste in Gruczno
(Landscape Park of the Lower Vistula River)



HUNGARY

**Self-Government
Office - Vas County**

Eco Adventures of Sam the Squirrel

ACTION 2

Sub-measure 2.1. „Silence areas in the landscape parks of the kujawsko-pomorskie region”
(Interreg Europe pilot project 2021-2022)

Sub-measure 2.2.

„Brodnicka Ósemka” (Landscape Park of the Brodnica Lakeland) 2023-25

Sub-measure 2.3.

„Velo Gopło”
(Lake Gopło Landscape Park)
2023-25

Sub-measure 2.4.

„Grudziądz: The fortress on the Vistula River Trail” (Góry Łosiowe Landscape Park) 2023-2025

Sub-measure 2.5. „Development of the cycle tourism in the Gostynińsko-Włocławski Landscape Park” (Gostynin-Włocławek Landscape Park), 2023-2025

Sub-measure 2.6.

„Bike Park of the Brodnica Lakeland” (Górzno-Lidzbark Landscape Park) 2023-2025

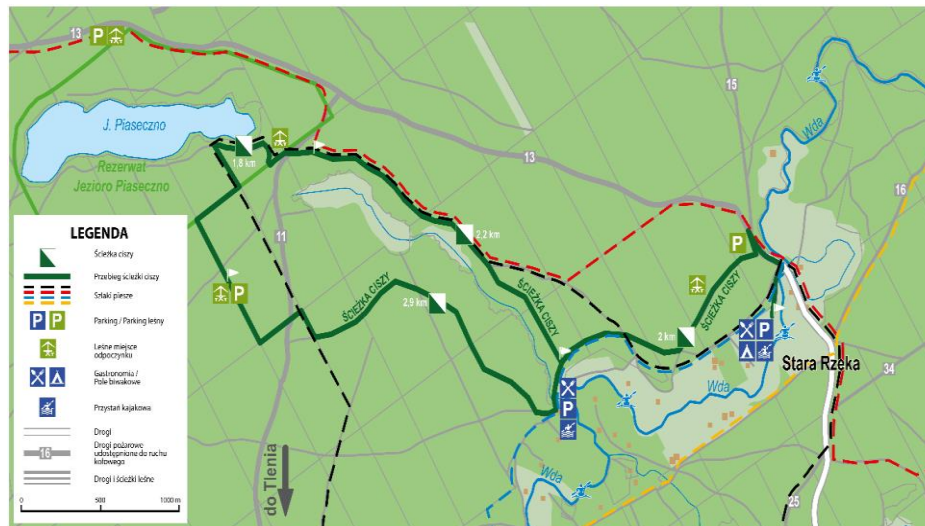
Additional recommendation:
„Bory Tucholskie by bike” and the cycle route “Through the green heart of Pomerania” (2023-2025)

- Creation of "silence area" in the landscape parks of the kujawsko-pomorskie region.
- Construction of **92 km** of bicycle routes in the form of a loop (**3 loops** in 4 LPs) located in different parts of the region. The length of each of the designed bicycle loops is from 20-60 km
- Construction of over 20 km of connecting routes
- 5 single tracks**
- 4 "baby tracks"**
- 2 "pump tracks"**
- Construction of **65 kilometres of bicycle paths** (including 9 km along the former railway track, Eurovelo ,9, Vistula Cycling Route),
- Improvement of the surface of **13,1 km of local roads with substandard surface**
- Improvement of the surface of **20 km of forest roads** with substandard surface
- Modernization of **2 large technical facilities** (old railway Bridges) and **4 smaller bridges**
- Construction of **2 technical objects** (large and small bridge)
- Creation of **14 rest areas** in attractive locations within LPs
- Signposting of **157 km** of bicycle routes
- Signposting of the **50 km** bicycle trail
- Extension of one facility - the observation tower
- Construction of one facility - a viewing platform

Target Investment Value: 98 389 876 PLN

(21 864 417 EUR)

Sub-measure 2.1. „Silence areas in the landscape parks of the kujawsko-pomorskie region”
(Interreg Europe pilot project 2021-2022)



Podręcznik dla służby parków krajobrazowych w zakresie przygotowywania i rozwijania oferty edukacyjnej i turystycznej oraz promocji „obszarów ciszy”



Dokument opracowany na zlecenie Samorządu Województwa Kujawsko-Pomorskiego w ramach wdrożenia projektu pilotażowego „Obszary ciszy jako atrakcja turystyczna” będącego kontynuacją projektu „ThreeT Interreg Europe”

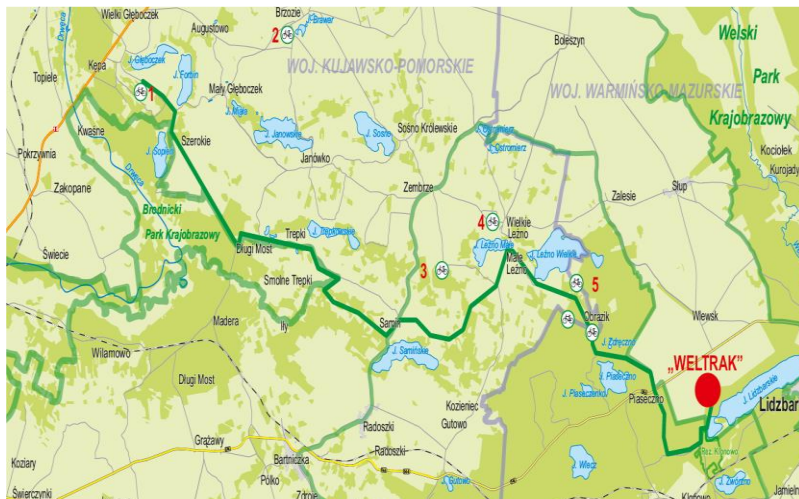


The following scope of investments was determined in Wdecki Landscape Park

1. Marking 8.7 km of forest paths (170 painted signs);
2. Setting up 3 signposts with plates;
3. Setting up 3 information boards;
4. Development of 2 key documents:
 - 4.1 Manual for the landscape parks on the preparation and development of education and tourist offer and promotion of silent areas.
 - 4.2 Tourist and education offer of the pilot "silent area" in Wdecki Landscape Park.



Sub-measure 2.6.
„Bike Park of the Brodnica Lakeland”
(Górzno-Lidzbark Landscape Park) 2023-2025



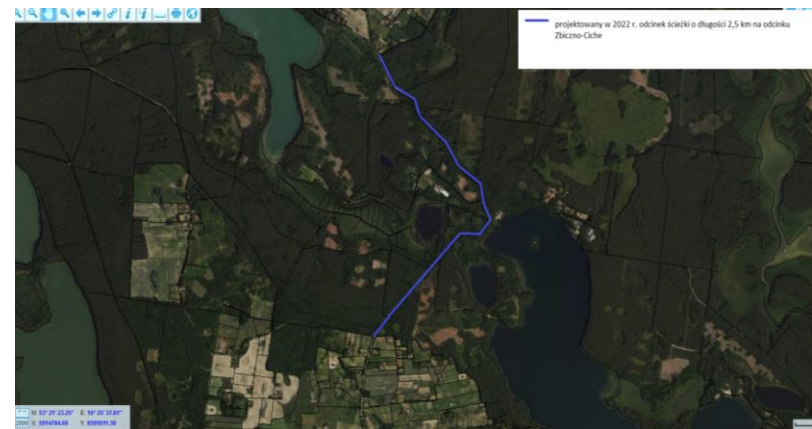
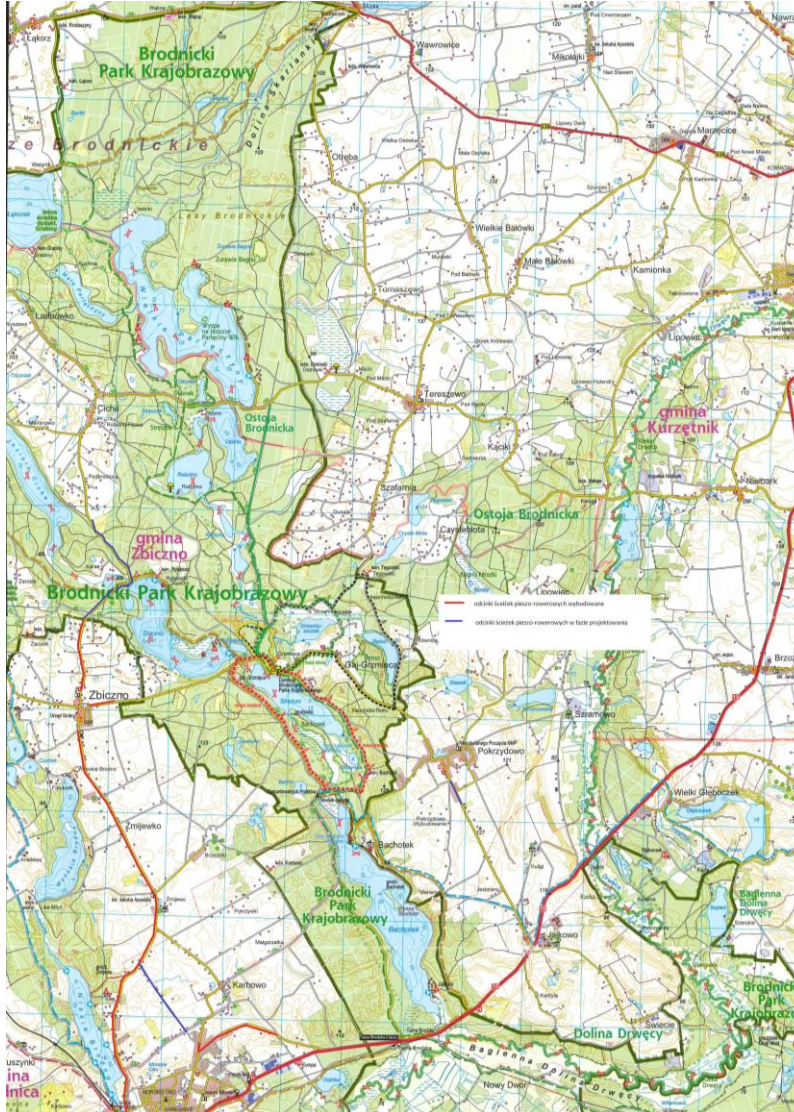
Rządowy Fundusz **Polski Ład**
Program Inwestycji Strategicznych

Gmina Brzozie
otrzymała 2 000 000,00 zł

Stworzenie infrastruktury sportowo-rekreacyjnej
na terenie gminy Brzozie.



Sub-measure 2.2.
„Brodnicka Ósemka” (Landscape Park of the Brodnica Lakeland) 2023-25





***Thank you for
your attention!***