
Regio-Ranger®

Tour guiding concept and occupational profile for nature guiding in Germany

Conference:

Opportunities for Ecotourism in Slovakia
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Welcome to the Nature Park Lüneburger Heide / Germany



Main topics

- Qualification Standards for Rangers and Nature-Guides in Germany
- Cooperation between Parks and private Nature-Guides/Tourism:
 - Benefits
 - Problems
 - Best Practice



Jan Brockmann

- At age of 10 I started my career as a Junior Ranger
- After school I fulfilled my civil service as a warden and nature-guide in the Wadden Sea Nationalpark
- While studying Biology I spend a lot of time working as a volunteer Ranger in British Nature Reserves and worked as a tour guide for tour operators in the field of eco-tourism worldwide
- After university I worked as a project manager for WWF-Germany and together with a work group of Euoparc-Germany and the Federal Ministry of Education we developed a job profile and training plan for rangers in Germany. Today this occupational profile is governmentally approved by law and more than 70% of all Rangers in Germany are trained and certified by this standard.



Jan Brockmann

- After the project I worked for 8 years as head ranger, responsible for 130 Rangers in the Nationalpark, Biosphere Reserves and Nature Parks in the State of Brandenburg
- In 2005 I returned back to my home park „Lueneburger Heathland“

My profile today

- Trainer
 - Training of Rangers, Nature-Guides and Forest-Educationalist
 - National and international clients: Park-Administrations, Federal Forest Academics and Conservation Academics
- Heide-Ranger®: private local Ranger & Guide Service
- Regio-Ranger®: Network & Training-Platform

Trainings

- Ranger (660 h)



(Geprüfter Natur- und Landschaftspfleger)

- Certified Nature-Guide (70 h)

(Zertifizierter Natur- und Landschaftsführerin)



- Certified Forest-Educationalist (144 h)





Role clarification



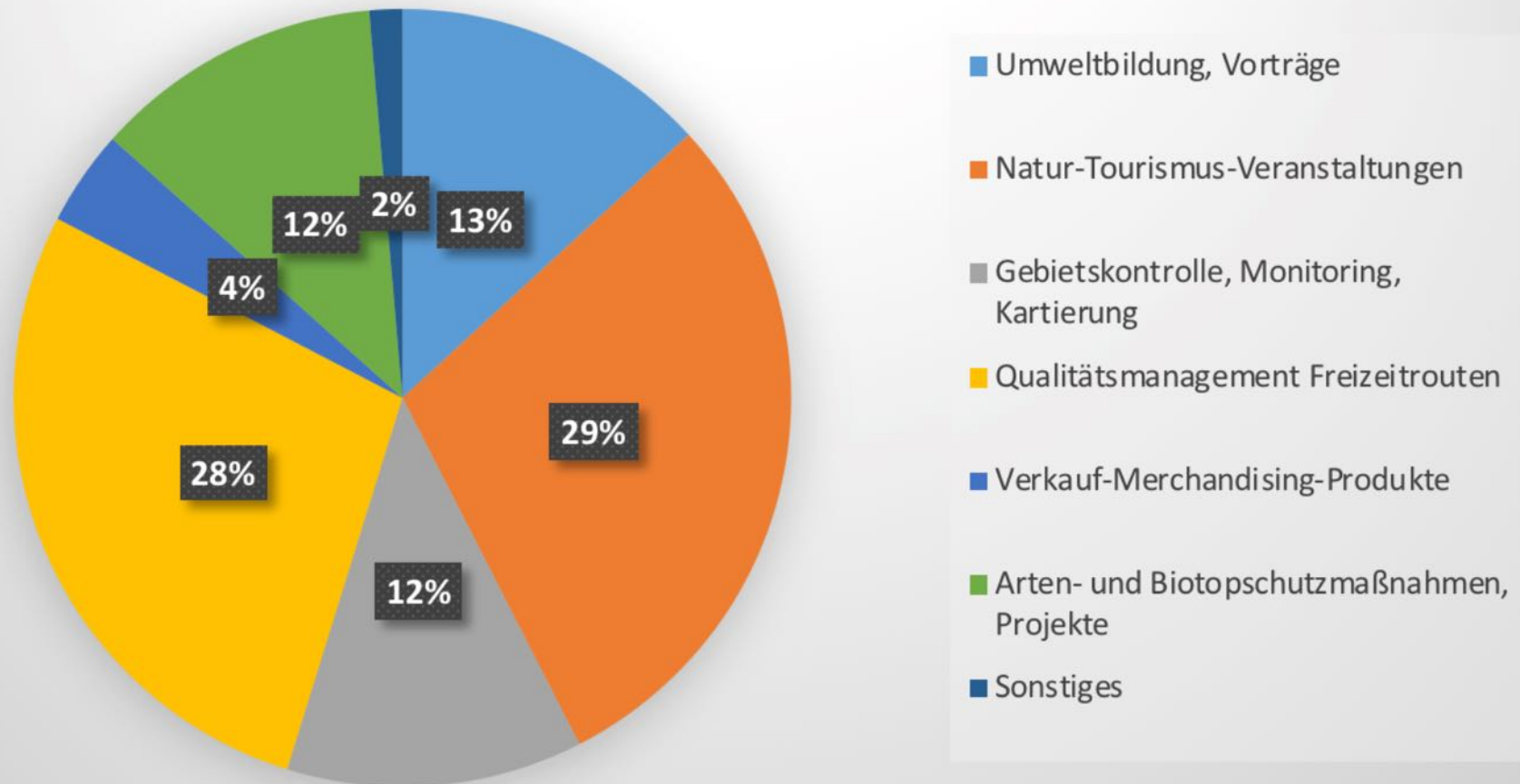
Heide-Ranger®



- 2 Employees/ 3 Freelance Workers
- +100 Event-Days per year
- Maintenance of 3.000 km hiking-, biking-, horse-riding & nordic-walking-trails
- Support & Documentation of landscape-management-projects
- Monitoring & Mapping of endangered animal and plant species

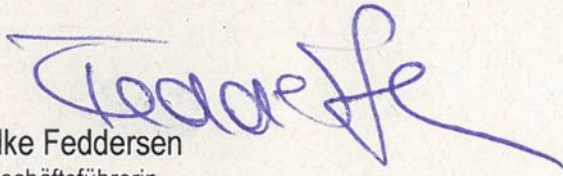
Diversity of Income

Einnahmen-Arbeitsfelder



Statements

Die Arbeiten, Projekte und Initiativen des Heide-Rangers tragen zur Entwicklung eines nachhaltigen Tourismus im Naturpark Lüneburger Heide bei. Aus unserer Erfahrung heraus, können wir auch anderen Regionen empfehlen, entsprechende Gründungen und Initiativen zu unterstützen.


Hilke Feddersen
Geschäftsführerin

Head of Park Administration

„Activities of Heide-Ranger do promote the sustainable development and tourism in our park. We recommend this concept to other regions.“

Wir sind überzeugt, dass „Regio-Ranger“ auch für andere Destinationen von großem Vorteil sein können. Nicht nur im Hinblick auf touristische Angebote und Vermarktung, sondern auch im Sinne eines nachhaltigen Tourismus und der Bewahrung von Natur- und Landschaft als touristische Ressource.

Mit besten Grüßen


Anja Siemer
Stellv. Geschäftsführerin

Regional Tourism Department

„We are convinced that other destinations will benefit from Regio-Rangers too. Not only in relation to marketing and to the variety of their programmes but also in the field of developing a sustainable Tourism and protecting nature as an attractive ressource for tourism.“

State Award for Sustainable Tourism

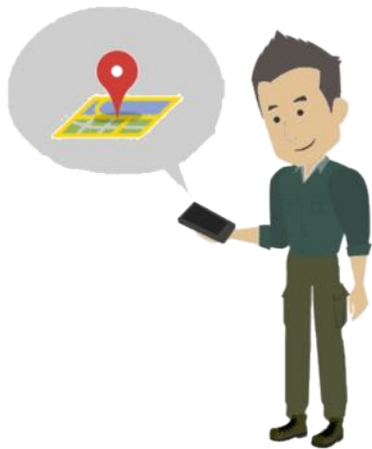


Regio-Ranger® (Business-Concept)



Goal

To help qualified people to develop their own business in the field of guiding, sustainable tourism and landscape management





Regio-Ranger Business-Concept





Module 1: Introduction - Service Provider for men an nature



Module 2:

Founding – Start up basics





Module 3: Product – Development Environmental Education & Guiding



Module 4: Product-Development

Maintenance of touristic infrastructures



Modul 4
Produktentwicklung: Wegemanagement & Infrastrukturen

- Einblick
- Produkt-Vielfalt
- Ziel-gruppen
- Wege-manage-ment
- Lehr-pfade
- Projekt-entwicklung
- Förder-mittel
- Tipps & Ideen

Module 5: Product-Development Biotope and species protection

Modul 5

Produktentwicklung: Biotop- und Artenschutz





Module 6: Product-Development Landscape Control and Monitoring

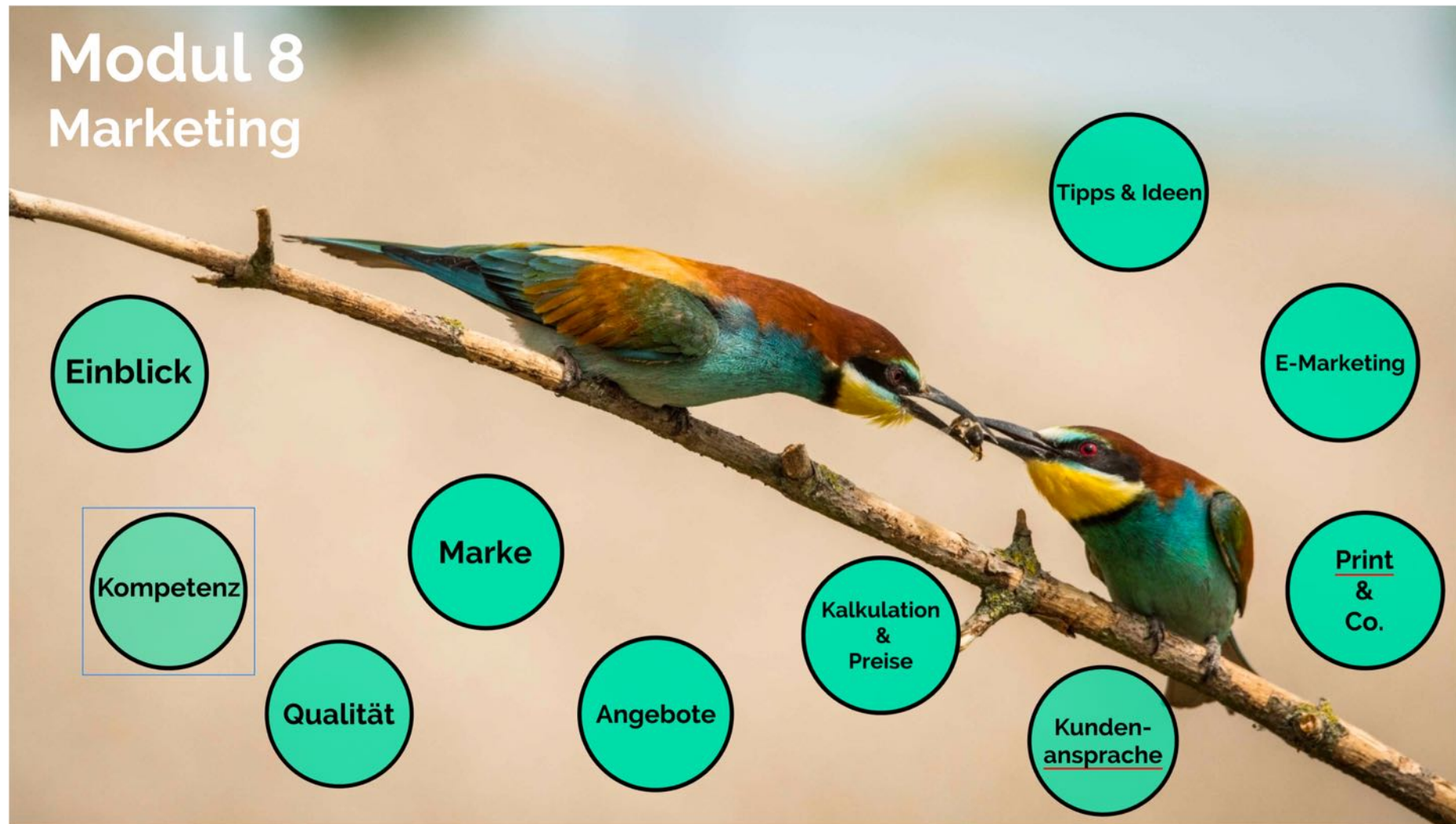


Module 7: Product-Development Mapping & Reviews

Modul 7 Produktentwicklung: Kartierung & Gutachten



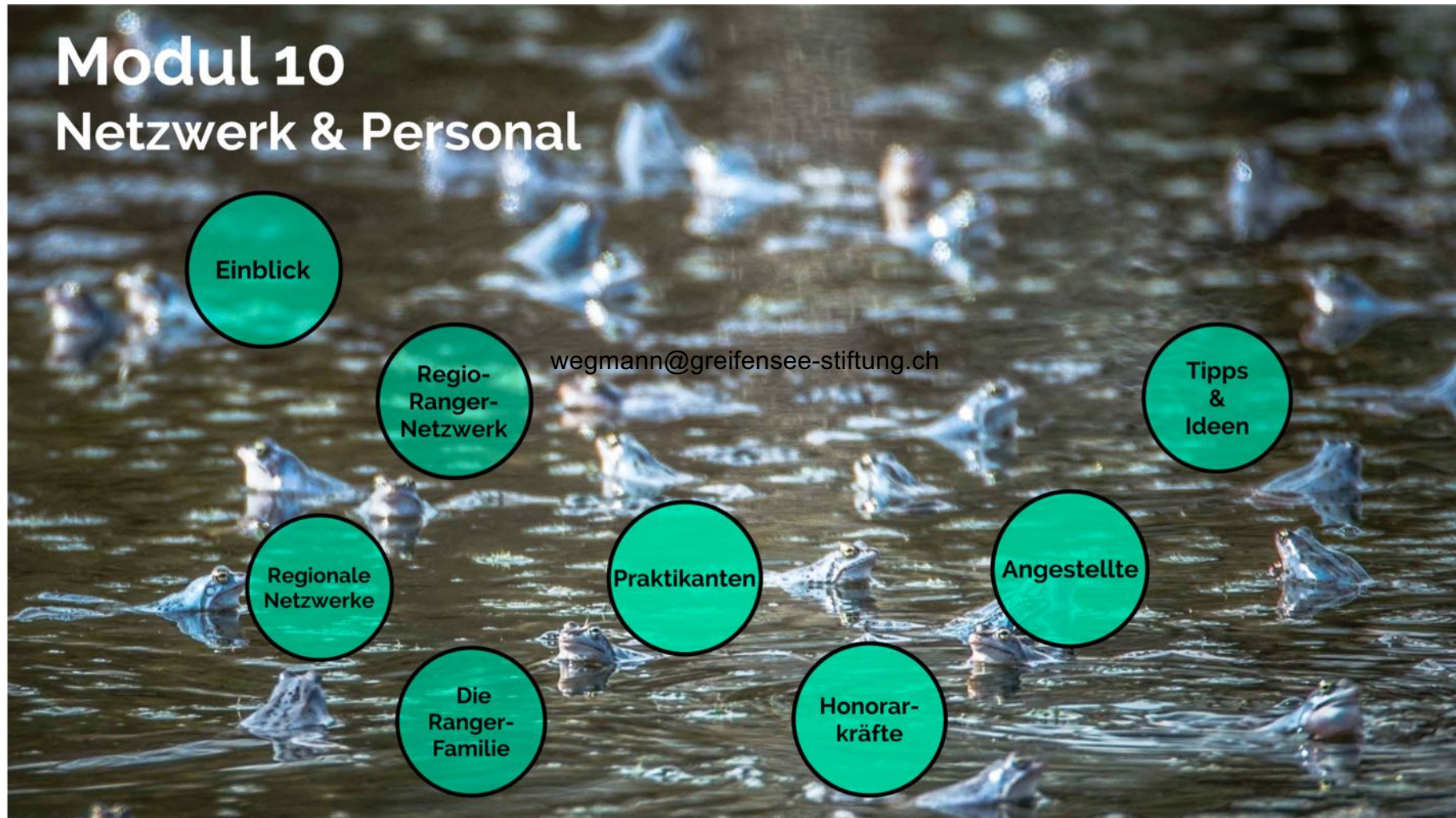
Module 8: Marketing



Module 9: Merchandising & Sponsoring



Module 10: Networking & Staff



Thank you for listening!
Questions welcome!
Hope to see you in my park!

