

Vordingborg Municipality involved in joint development plan for tourism on Zealand and the Danish Islands

A joint development plan for tourism on Zealand and the Danish islands has been published. Vordingborg Municipality is among the active parties in the development efforts aimed at sustainably boosting tourism revenue on Zealand and the Danish islands towards 2025.

The joint development plan contains development principles for sustainable tourism, which is a necessary focus if the tourists of the future are to have the same opportunities that they have today. The publication of the plan also marks the start of the resumption of work on a strategy for sustainable tourism development in Vordingborg Municipality. The strategy planning was put on hold in the spring, as Denmark's Covid-19 shutdown and assembly ban temporarily made further work impossible. The work is expected to result in a sustainable tourism strategy for the entire municipality as well as two action plans for the Møn UNESCO Biosphere Reserve this year and the part of the municipality located on Zealand next year.

“The fact that the Covid-19 crisis halted work on the municipality's sustainable tourism development strategy turned out to be a blessing in disguise. It gave us the opportunity to base the strategy on the joint development plan for the tourism sector once we resume work on our local sustainable tourism strategy,” said committee chairperson Susan Thydal. “The fact that sustainable development of tourism on Zealand and the Danish islands has gained a prominent role in the development plan is a good thing,” she added. “It means that going forward, we are moving in the same direction in terms of tourism development, and we look forward to further outlining the municipality's path forward in our upcoming strategy and action plans.”

The joint development plan for tourism on Zealand and the Danish islands employs the concept of strong tourism centres. Møn has been designated as one of the three existing tourism centres along with Odsherred and Lolland-Falster. The designation entails a greater focus on developing the potential of these tourism centres towards more sustainable tourism. The designated tourism centres will see initiatives aimed at improving the service and quality of the existing tourism products as well as an expansion of accommodation capacity and a lengthening of the tourism seasons. The plan envisages spreading tourism out across all of Møn and across a greater part of the year so that the future growth of tourism occurs in harmony with and consideration for the vulnerable nature as well as local communities.

“It’s great to see the designation of Møn as a tourism centre in the development plan as well as the major focus on sustainable tourism development. For many years now at the Møn-South Zealand Tourism Association, we have wanted to see an expansion of overnight accommodation capacity which is available all year round and able to help extend Møn’s tourist season. It appears that this development is underway now in light of the plans for a holiday park at Hjelm Bay. It’s great that the plans have such a major focus on sustainability, which aligns not only with the joint Zealand development plan but also with the upcoming local strategy for sustainable tourism,” said the association chairperson Nils Natorp. “It’s really exciting to see how sustainable development has become such a focus area for the tourism sector. With the UNESCO Biosphere MØN, Dark Sky and the UNESCO World Heritage nomination underway, we are well-prepared for the times to come, and we look forward to contributing to the future efforts in this area,” he added.

The sustainable tourism strategy for Vordingborg Municipality is expected to be ready by the end of the year.