

Tourism and the dissemination of knowledge in a LIFE project

From agriculture and industry to
Ecosystem services and local development



Elgen er tilbage ... besøg Lille Vildmose



Lille Vildmose Visitor Centre

- Founded i 2005, opened in 2006
- NGO organisation
- Non commercial goals
- 4-8 employees
- Wetland Centre, RAMSAR
- VPAC - one of 16 in Denmark



VPAC

VI SÆTTER AFTRYK – GENNEM INDTRYK

VPAC 16 VidensPædagogiske AktivitetsCentre
Utallige oplevelser for 1,3 mio. besøgende om året

The map shows the following centers:

- Lille Vildmosecentret
- AQUA
- Økolariet
- Ribe VikingCenter
- Vadehavscentret
- Universe
- Historiecenter Dybbøl Banke
- Fjord og Bælt
- Sagnlandet Lejre
- Experimentarium
- Tycho Brahe Planetarium
- Kulturcentret Assens
- Middelaldercentret
- Geocenter Møns Klint
- Bornholms Middelaldercenter
- NaturBornholm

A vertical strip of logos on the right side of the map includes: Bornholms Middelaldercenter, Universe, Tycho Brahe Planetarium, Experimentarium, Høst i Jernholm, Sagner og Sagn, Ribe VikingCenter, Middelaldercentret, and NaturBornholm.

VPAC
-viden gennem oplevelser-



The dissemination of knowledge

Primary goals:

1. Enhancement of public understanding, need for nature-preservation and restoration
2. Policymaking and democracy

Public funding is a must

Need for more resources for the dissemination in LIFE projects, at least 20 %

Not only for service, information and facilities

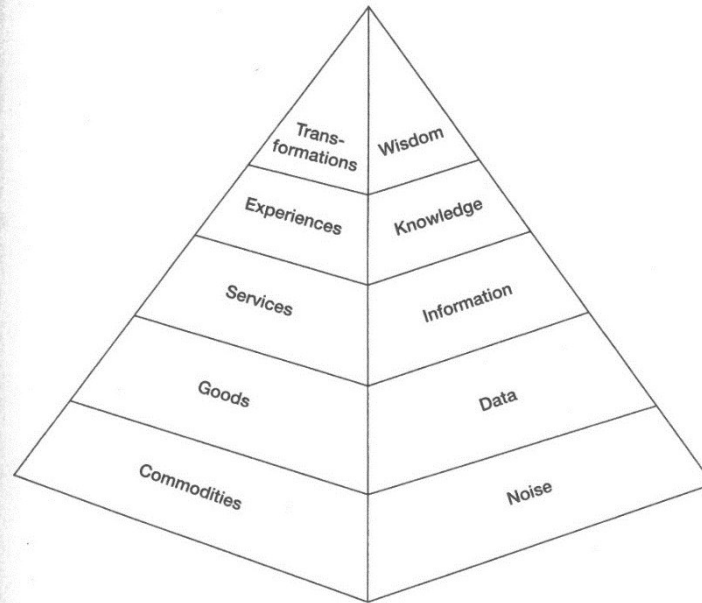


Putting Wisdom into Work

The Experience Economy: Pine and Gilmore

FIGURE 10-3

The Progressions of Economic Value and valuable intelligence



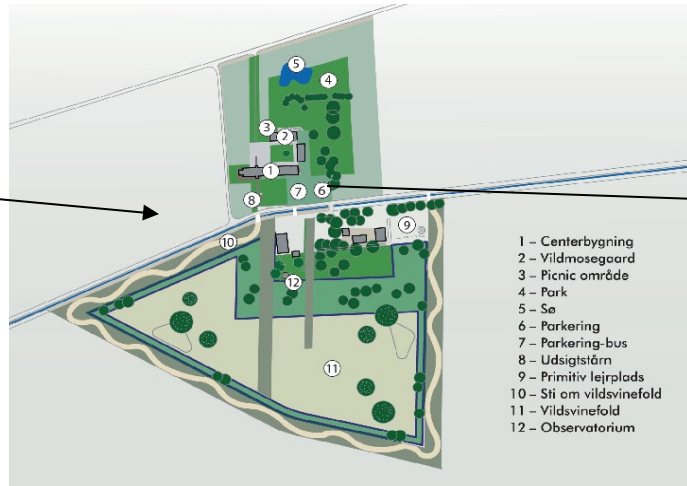
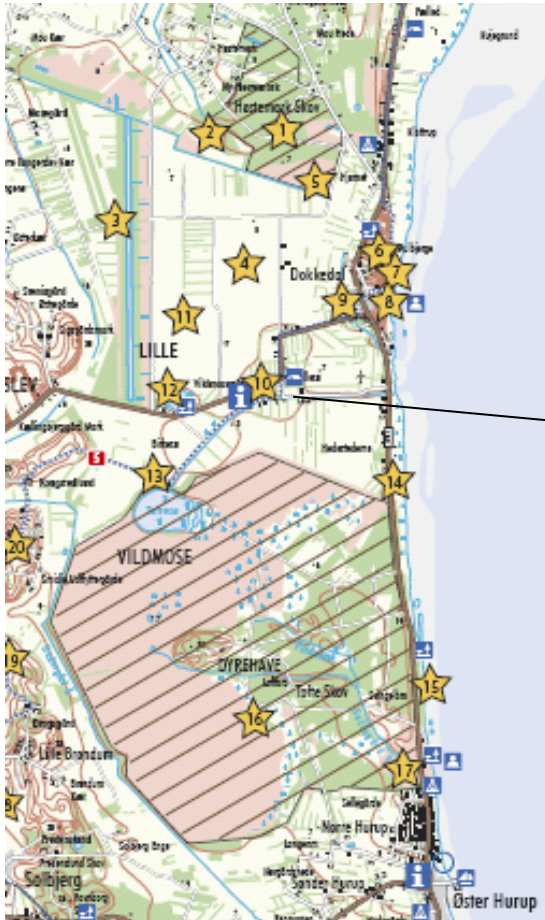
Passion for nature



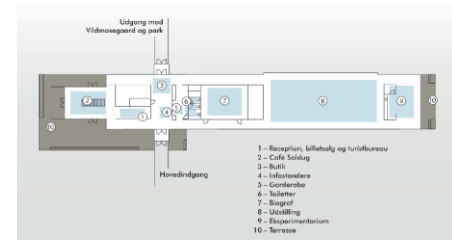
Don't tell it - show it



Flow strategy



- 1 – Centerbygning
- 2 – Vildmosegaard
- 3 – Picnic område
- 4 – Park
- 5 – Sø
- 6 – Parkering
- 7 – Parkering-bus
- 8 – Udsigtstårn
- 9 – Primitiv lejrlplads
- 10 – Sti om vildsvinefold
- 11 – Vildsvinefold
- 12 – Observatorium

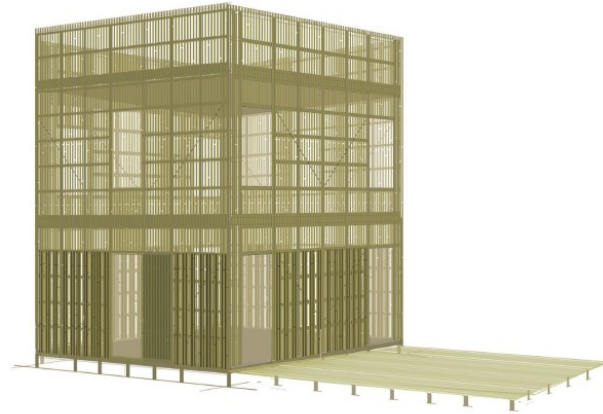
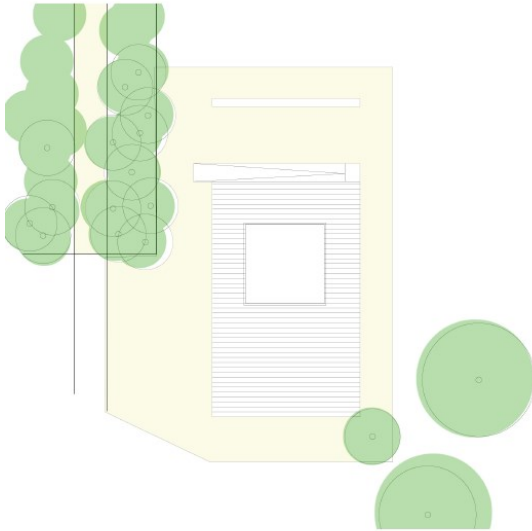


- 1 – Reception, billetkøb og turistbureau
- 2 – Café Sølvg
- 3 – Børk
- 4 – Infocenter
- 5 – Gørdstube
- 6 – Toilet
- 7 – Biograf
- 8 – Udsigtstårn
- 9 – Eksperimentarium
- 10 – Terrasse



Rewilding and the Tower of Death

- transformative experiences



Udsigtstårnet formes som en let bygning og har en kvadratisk form.

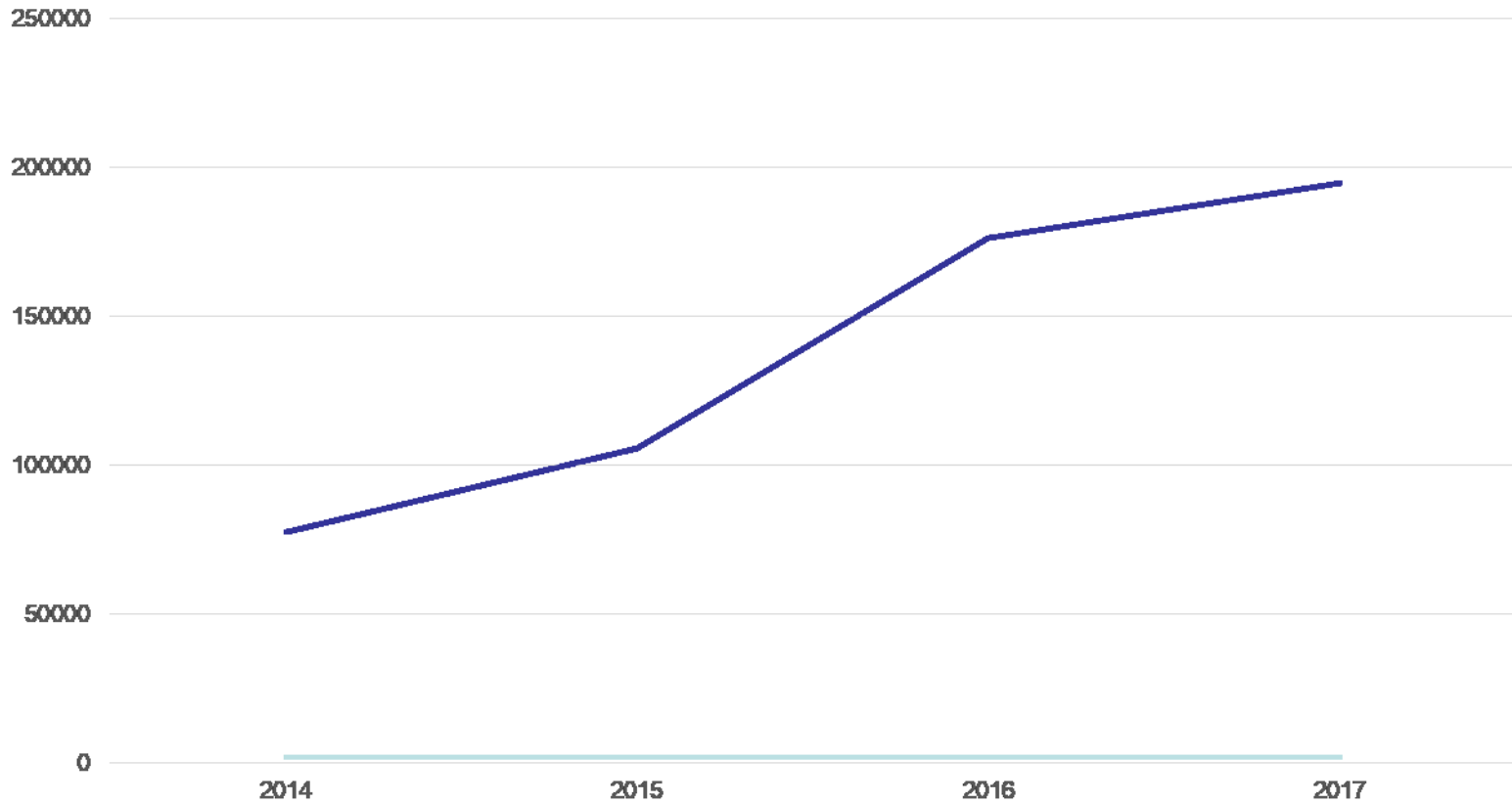
Tårnet er lukket i nederste etage så man kan opholde sig der i al slags vejr. Tårnet er hævet op på en plateau som skaber naturlige siddepladser langs alle kanter. Der er en rampe mod nord så der sikres at alle kan komme ind i stue niveau.

I tårnets stueniveau er det muligt at stille et stort bord til undervisningsbrug om sommeren er den store terrasse mod syd også oplagt til udeundervisning. En del af rummet åbner op til øverste dæk og rummet kan bruges til udstillinger der hænger ned fra loftet eller på væggen ved trappen. Et indskudt dæk giver mulighed for ophold og udstilling. Øverst er der platform med udsigt over Lille Vildmose.

Tårnet er beklædt med trælameller som lukker et flimrende lys ind. I lamellerne er der enkelte steder vinduer for udsyn.

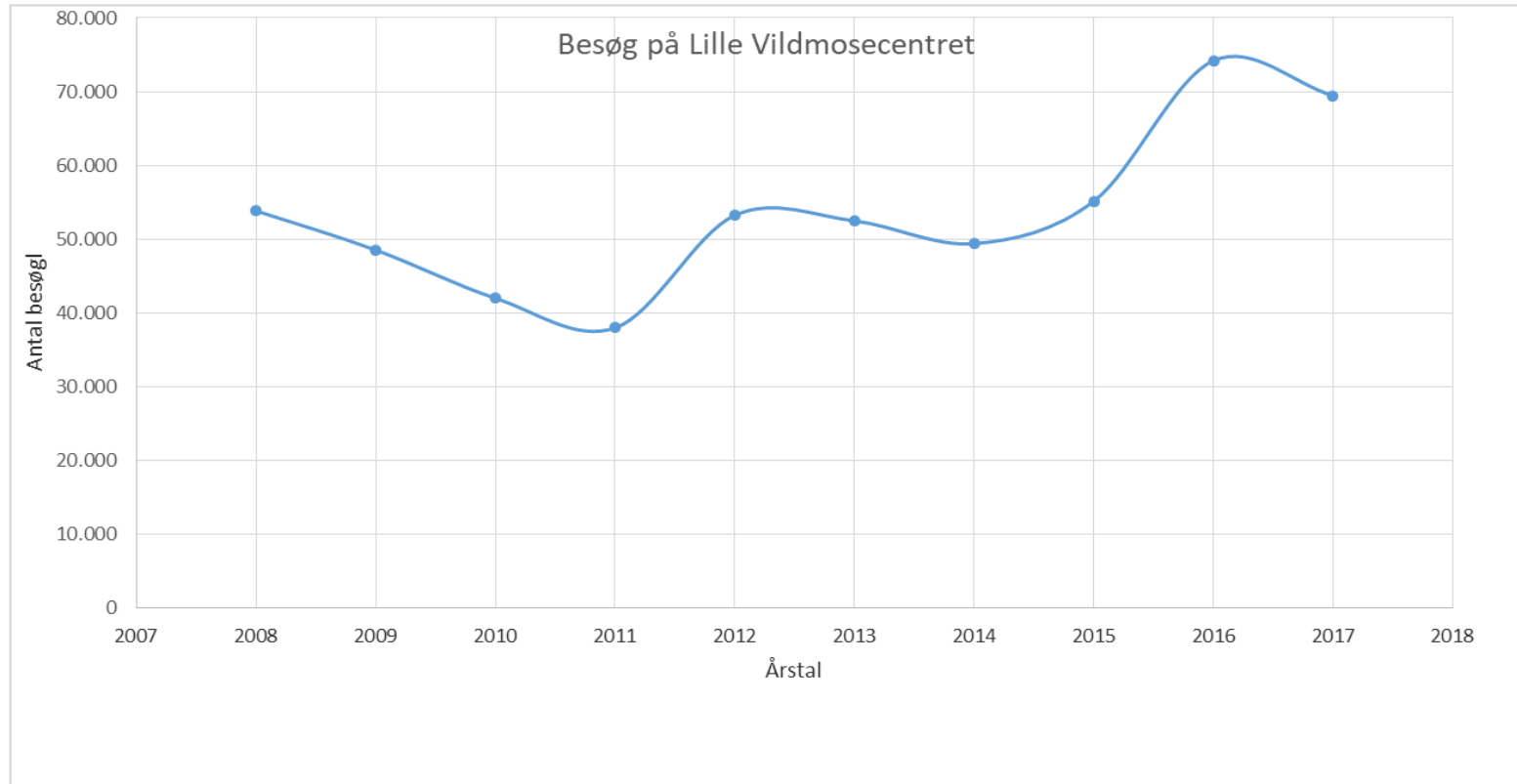


Visits in Lille Vildmose



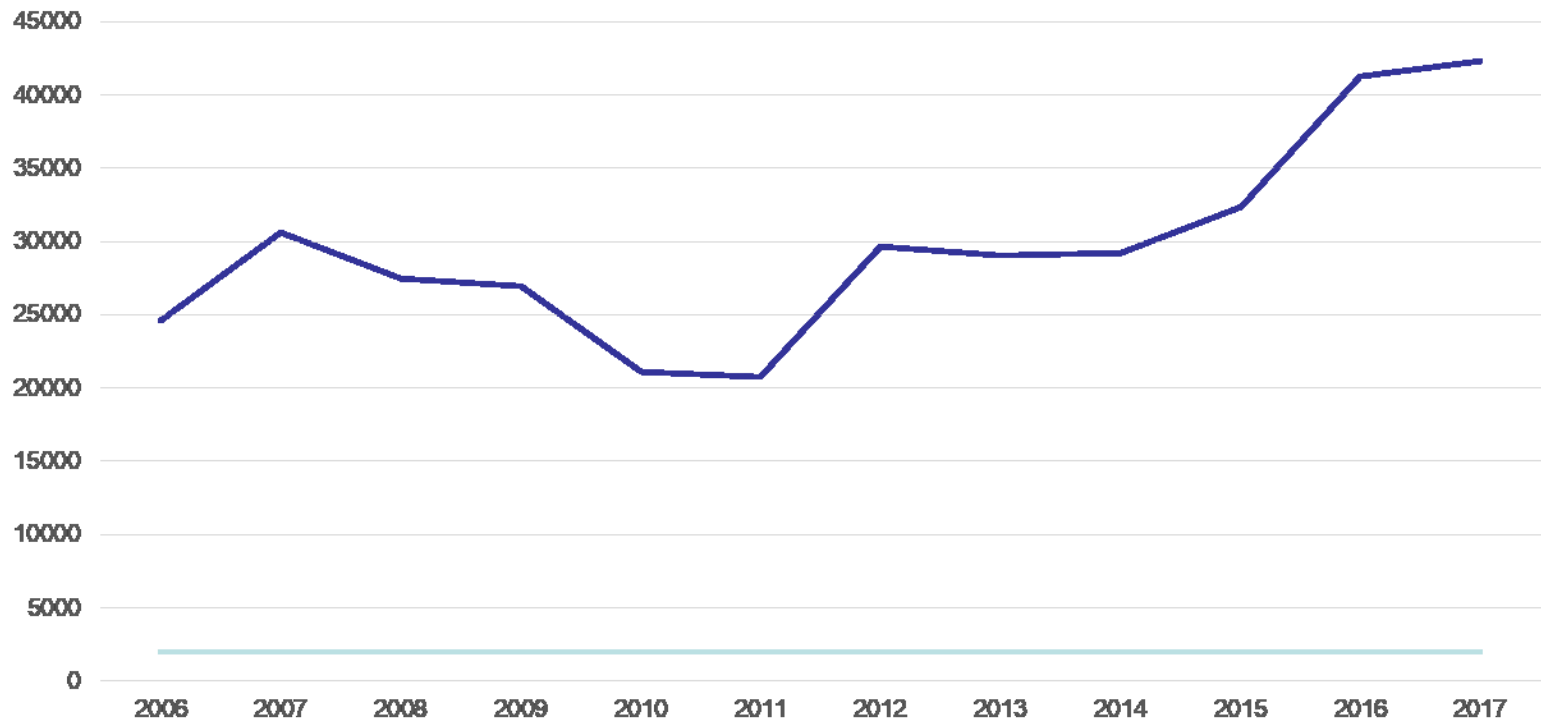
Visits at the Information Centre

- service and information



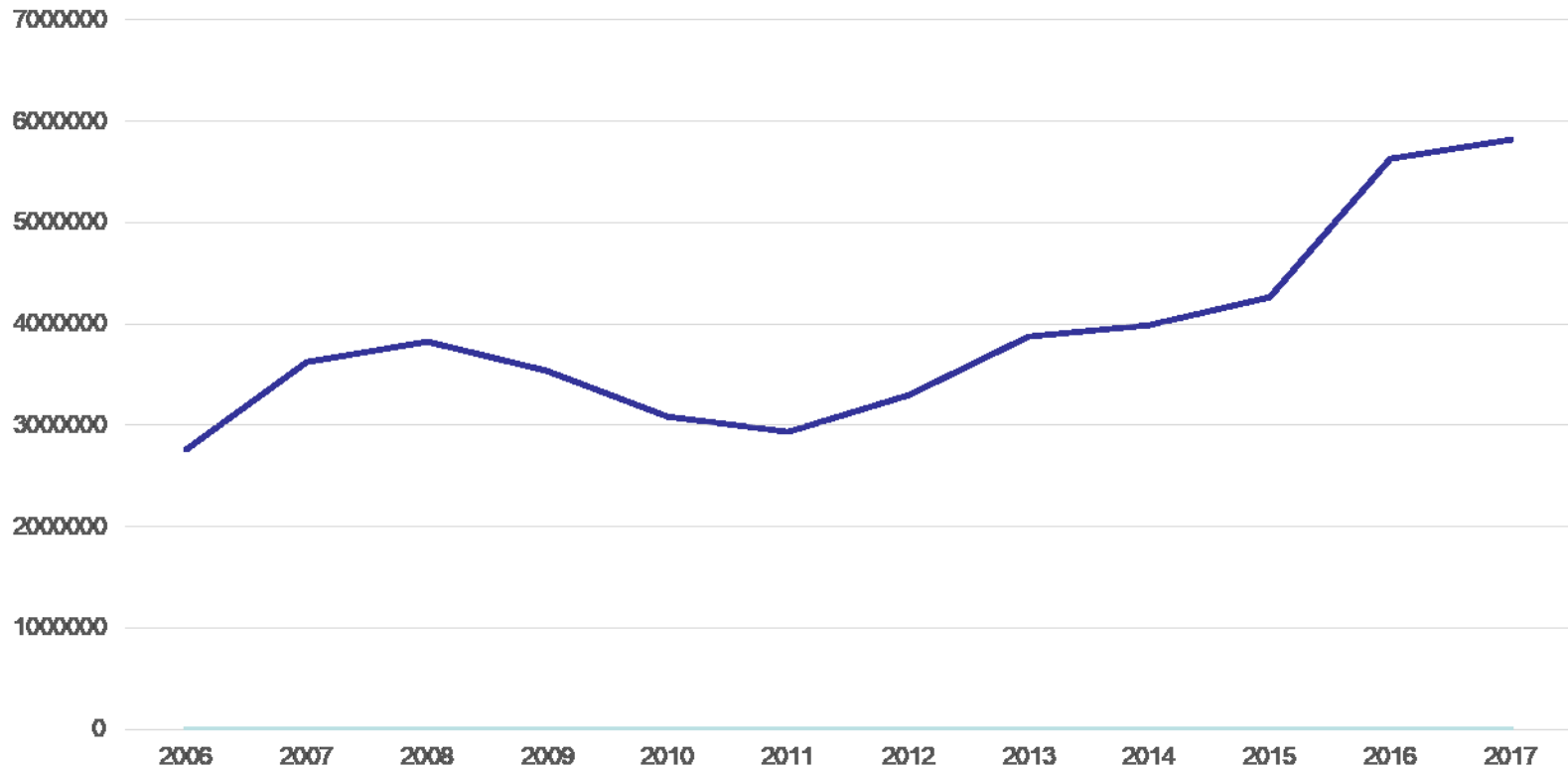
Transformation and knowledge

- educational visits



Economic effects

The development in the turnover at Lille Vildmosecentret



Public funding

- good economic investment

Studies by:

1. CEO Asger Høgh, Experimentarium – the largest danish science centre
2. Professor Christian Wichmann Matthiessen, University of Copenhagen

Books on the economic role of cultural institutions

1 euro in public funding, gives 2 euros back to society



Local development

- Job creation, 50.000 tourists, turnover ca. 1,4 mio. euro
 - 4-8 at LVC
 - 8-10 in nabouring businesses
- Tax revenue
- Reverse depopulation
- Funds for development, new projects



Information Centre 2006, 5,2 mio. euro

Dissiminations projects 2006-2018, 3,6 mio. euro



?????

