



## Invitation to the German-Danish TOUR-BO excursion

### "Sustainability and Accessibility in Tourism"

Tuesday, November 9th, 2021

Dear tourism stakeholders,

the cross-border EU project TOUR-BO would like to cordially invite you to our one-day excursion between the Kieler Förde and Lübecker Bucht as part of the activity groups **"Sustainable Accommodation in Tourism"** and **"Barrier-Free Accommodation in Tourism"**.

The aim of this excursion is to bring you, dear tourism partners, closer to two outstanding businesses in Schleswig-Holstein that have been setting up or converting themselves more sustainably for several years. The respective managing directors/owners will take the time to guide us through their hotels and explain what, how and why they have changed or improved. Of course, there will also be enough time for the managing directors/owners to answer all your questions on the subject of "sustainability in tourist accommodation" first hand.

In the second part of the excursion, in the afternoon of the day, there will also be a live lecture with a try-out character on the subject of "accessible tourism", to which we have invited two regional experts in the field.

Of course, the aspect of networking should not be neglected either and there will be sufficient opportunities for this throughout the day. Be it during the two bus trips, while having a lunch snack or during dinner together.

We cordially invite you to take part in this bus tour. The exact itinerary can be found in the attached program.

The TOUR-BO project covers the costs for the bus trip, meals à la FEINHEMISCH during the tour, as well as an overnight stay for our Danish guests from November 9th to November 10th in the Hotel Birke (Kiel). We have organized a translator for our Danish guests!

**We would be delighted to receive your binding commitment to [oliver.bach@kreis-ploen.de](mailto:oliver.bach@kreis-ploen.de) by October 20th. The number of participants is limited!**

Please also remember to inform yourself about the then valid Corona conditions shortly before the excursion. (Vaccination, negative test, mouth and nose protection, etc.)

We look forward to an active participation of many interested tourism actors, as well as a lot of exciting information from the two companies.

Kind regards  
Oliver Bach





## Program:

- 10.00 a.m.** - **Meeting at the Hotel Birke in Kiel**  
Hotel Birke, Martenshofweg 2-8, 24109 Kiel
- 10.15 a.m.** - **Guided tour through the Hotel Birke with the owner Rainer Birke**  
The 4 \* Hotel Birke is a family-run company that has been dealing with the topic of sustainability for almost 30 years. All three pillars of sustainability (ecological, economic, social) are taken into account.
- 11.30 a.m.** - **Departure by bus to the Hotel Strandkind in Pelzerhaken**
- 1.00 p.m.** - **Guided tour through the Hotel Strandkind with the manager Olaf Iskra**  
In the 4 \* family hotel Strandkind, the issues of sustainability and regenerative resources have been lived since the new building in 2016/2017. Whether in the kitchen, room cleaning or the general building fabric - these topics are capitalized and implemented everywhere.
- 2.00 p.m.** - **FEINHEIMISCH lunch snack**
- 3.00 p.m.** - **Departure to the Hotel Birke in Kiel**
- 4.30 p.m.** - **Coffee break**
- 5.00 p.m.** - **Live lecture to join in on the topic of "Accessibility in Tourism"**  
Two experts from Lebenshilfe Schleswig-Holstein were able to be engaged as speakers, who, in addition will invite you to participate, try out and raise awareness with different tasks.
- 7.00 p.m.** - **FEINHEIMISCH dinner (3-course)**  
As with the lunch snack, the dinner is regionally, seasonally and sustainably designed according to FEINHEIMISCH. After the joint dinner there is still the possibility to end the evening together.

