



March, 2014

EU Baltic Sea Region Strategy – Tourism

Priority Area Tourism – Reinforcing cohesiveness of the macro-region through tourism

Mission Statement of Mecklenburg-Vorpommern as Priority Area Coordinator

The Action Plan of the Baltic Sea Strategy presented by the European Commission on June 10, 2009 was adopted by the European Council on 29-30 October, 2009 and updated in February 2013. It designates the German Bundesland Mecklenburg-Vorpommern as coordinator for the Priority Area „Tourism – Reinforcing cohesiveness of the macro-region through tourism“. In addition to the description of the role and responsibility of the coordinators of priority areas in the Action Plan, this paper aims to add tourism specific aspects as to the role and mission in this priority area:

- To fulfil the role as coordinator, within the State Chancellery Mecklenburg-Vorpommern a “Task Force Baltic Sea Strategy Tourism” has been established. It serves as a platform for the exchange of information, stocktaking, collecting input from stakeholders (all levels and related sectors), drafting of reports, organisation of workshops, creation and maintenance of an appropriate website etc. The Task Force keeps close contact with the respective services of the European Commission in charge.
- As coordinator Mecklenburg-Vorpommern will work as transparently as possible. It commits itself to act impartially.
- The coordinator cooperates closely with the lead partners of the flagship projects and is supported by the Steering Committee „Tourism Policy in the Baltic Sea Region“ that was established in Ringsted on September 25, 2013. The role and the functioning of the Steering Committee is laid down in its terms of reference.
- As common interests emerge and hence cooperation is rewarding, activities should be jointly developed and undertaken –notwithstanding competitive reasons, necessitating stakeholders to work for their sole benefit. The achievement of practical results should be the main objective of the implementation process. Success will rely on the commitment of the stakeholders to act and contribute both with regard to content and financing.
- To develop a tourism strategy for the Baltic Sea Region as a whole is a worthwhile objective. Next to its umbrella function for the tourism-related activities in the region the strategy could provide the basis to create common Baltic Sea tourism products to be marketed outside the region.
- The coordinator has launched a web-based focal point - www.baltic-sea-strategy-tourism.eu. It shall serve as a common point of reference for the interaction between the stakeholders and provide information on networks, projects and related events in the field of tourism in the Baltic Sea region.
- Actors from the tourism field - i.e. partners of ongoing or planned projects, stakeholders who have actively participated in the consultation process and further actors from the sector who have shown an interest – are encouraged to network in the implementation of the Strategy. They are invited to submit information and proposals to the coordinator which shall be published on the website.
- The coordinator pays particular attention to the inclusion of Russian stakeholders and actors. The existing partnerships with Russian regions bordering the Baltic Sea could be a help-ful instrument.



- The actions suggested in the Action Plan should be subject of projects, i. a. based on the activities and insights generated within the flagship projects while at the same time be-ing open to additional input by the stakeholders. The coordinator safeguards the coherent implementation of the actions.
- The flagship projects foreseen in the Action Plan are serving as examples and should be viewed in the context of existing and planned projects. Projects within a multilateral program (INTER-REG A South Baltic and Central Baltic, INTERREG B) may cover aspects of the flagship projects, serving as a contribution to these. However further projects might be needed to cover the intentions of the flagship projects as a whole. New ideas and projects are welcome and could be further developed if they receive sufficient stakeholder support.
- Various financing sources, in particular the EU-funding instruments available in the region, could be utilized by the stakeholders to support the necessary projects and initiatives in accordance with the Action Plan