



Addendum to the Implementation Report of Priority Area Tourism 2013 EU Strategy for the Baltic Sea Region

1. New projects / actions launched

During the first half of the reporting period, the focus of the coordinator was on the improvement of the cooperation among tourism related projects in the Baltic Sea Region. Ongoing projects dispose of resources and exploit the tourism potential in the region. In line with the proposals in non-paper written by the coordinator in June 2011, the clustering thematically complementary projects is currently discussed as an option in the elaboration of the EU Baltic Sea Region Programme 2014-2020.

Through the networking activities in the frame of the 5th Baltic Sea Tourism Forum that took place in Rostock in November 2012, new project initiatives were brought up. Since then, the initiatives have turned into seed money projects and are either financed by the EUSBSR Seed Money Facility or the corresponding instrument of the Swedish Institute. Thematically, these projects focus on the better marketing of sport and outdoor events (project "Sportour"), the networking of museums in order to better interact with the tourism sector (project "Baltic Museums bonding for Baltic Branding") or the support for tourism start-ups and SME with regard to their ability to develop new and innovative products, to internationalise and to facilitate access to funding (project „Tourism business generating system“). Further projects are in the process of application for seed money, e.g. in the field of maritime heritage tourism or rural tourism. These two projects are considered to be the successor projects for the flagship project "Attract tourists to rural areas especially the coastal ones" (former FP 12.7) which became vacant during 2012. Further project initiatives focus on cycling, tourism on inland waters, cultural and nature heritage tourism. The objective of these projects and initiatives is to prepare project applications on transnational level in order to become flagship projects in Priority Area Tourism. The coordinator offers regularly consultancy and support for the lead applicants.

Ongoing and new tourism projects should contribute to profile and finally brand the whole Baltic Sea region as a tourism destination.

2. New networks and processes established

Through the technical assistance provided by the European Union, the coordinator was able to successfully link the actions in Priority Area Tourism with the Baltic Sea Tourism Fora (BSTF) in November 2012 and September 2013. The cooperation has strengthened the visibility of tourism cooperation in the region. In joint declarations, proposals and needs were voiced, among others with regard to the elaboration of the EU ETC programmes 2014 - 2020 in the region. In addition, close contacts have developed to the Council of Baltic Sea States as to the "Initiative of Modernization of the South Eastern Baltic Area through regional cooperation" (SEBA), and the Swedish Institute with a view to funding and project development issues.



On 25th September 2013, the Steering Committee “Tourism Policy in the Baltic Sea Region” for Priority Area Tourism shall be established. The kick-off meeting shall take place in the frame of the 6th Baltic Sea Tourism Forum in Ringsted. Members of the committee shall be the representatives of the national tourism ministries and / or the national destination management organisations. The aim of the committee is to strengthen the governance of tourism cooperation on policy level.

3. Influence on policy level

In 2013, the flagship project on sustainable tourism strategies for the Baltic Sea region (former FP 12.10) under the leadership of the University of Greifswald will be finished. A major result of the project is the strategy for sustainable tourism in the Baltic Sea Region which was elaborated in cooperation with Baltic 21 / Council of Baltic Sea States. It shall be presented and discussed during the 6th Baltic Sea Tourism Forum in Ringsted in September 2013. In the further reflection of the topic on the policy level and in the development of operational approaches in this field, the strategy shall serve as a landmark for the stakeholders.

The overall objective of this action is to profile the Baltic Sea Region as a pilot region for sustainable tourism.