



Foto: Hanse-Sail, Rostock

## The contribution of tourism to economic development in the Baltic Sea Region under the Europe 2020 Strategy

Andrea Herrmannsen, State Chancellery Mecklenburg-Vorpommern

European Tourism Forum, Vilnius, 18. October 2013



## Topics

- Tourism: An economic factor in the Baltic Sea Region
- Priority Area Tourism: Facilitate cooperation, exploiting tourism potential
- Contribution to Europe 2020 Strategy
- Policy objectives in tourism cooperation
- Selected activities in tourism cooperation
- Agenda for 2014



## Tourism contributes significantly to the BSR economy.

- EU: Tourism ranks 3<sup>rd</sup> in terms of employment and turnover  
1.8 mio. enterprises / 9.7 mio. employed / > 10 % GDP incl. indirect effects
- BSR\*: 100 mio. international arrivals in the region (2012, + 8.8 %),  
→ 10 % share of the world market  
→ partly dynamic growth: RUS (+ 13.4 %), POL (+ 11.2 %), SWE (+ 9.6 %)
- Especially relevant for rural areas
- Triggers self-employment, entrepreneurship and growth, stimulates investment and the capitalisation of the nature and cultural heritage.

\* UNWTO August 2013



## Exploit the regional tourism potential through cooperation: Obstacles and Challenges

- Very competitive sector, within the BSR and at global scale
- High share of SME's
- Strong cross-sectoral character
- Tourism offer needs to adapt to societal, technological and global trends
- Need to develop and coordinate a multi-actor system including PPP



## Priority Area Tourism – facilitate cooperation

- Framework: EU Strategy for the Baltic Sea Region
  - Rationale:
    - More efficient use of available resources in projects, networks and organisations
    - The Baltic Sea Region as a common geographical reference, especially as to history, cultural and natural heritage
  - Long term: Consensus-building on the BSR as a tourism destination
  - Promotion of tourism policy vis-à-vis other sectoral policies
- Strengthening of tourism governance structure



## Mecklenburg-Vorpommern – Coordinator of PA Tourism



- Population: 1.6 mio. (81 inh./km<sup>2</sup>)
- Well-established tourism destination in Germany
- Tourism Economy: 8.5 % GDP  
130.000 Jobs
- 6.8 Mio. Guests (2012)  
27.9 Mio. Overnight-Stays
- Visitors from abroad: 335.000  
900.000 Overnight-Stays



## PA Tourism is relevant for the Europe 2020 Strategy

- Contribution to Europe 2020
  - Exploitation of the growth potential
  - Creation of jobs, also in rural areas
  - Cohesiveness



## Policy objectives in Priority Area Tourism

### Actions

Facilitate networking and  
clustering of tourism  
stakeholders

- Policy level:  
Steering Committee
- Operational level:  
Baltic Sea Tourism Forum

Mobilise the full potential for  
sustainable tourism of the  
BSR

- Common strategies and  
approaches
- Involvement of Russia
- Joint projects, product  
development, regional  
marketing





## Long term objective: Profile a Baltic Sea tourism destination

- Basis: National and regional tourism policies
  - strategy, creation of tourism infrastructure and offer
- Profile the BSR as a tourism destination
  - Similar themes across BSR Countries
  - Cooperation not necessarily covering the whole region
  - Transnational products where they make sense
  - Joint communication strategy
  - Joint virtual entry gate



## PA Tourism – Reinforcing cohesiveness through tourism

Mobilise the full potential for sustainable tourism of the BSR

**Actions**



**Flagship  
Projects**

Facilitate networking and clustering of tourism stakeholders

Cultural and nature heritage tourism

**Pomorskie**

Sustainable cruise ship tourism

**Aida Cruises**

Strategies for sustainable tourism development

**Univ. Greifswald**

Attract tourists to rural areas, esp. coastal ones

**Potential FP**

Network of regional tourism innovation centres

**Potential FP**





## Selected activities in tourism cooperation in the BSR

- Support for new Seed Money Projects
  - Potential new flagship projects in the pipeline
  - But: Limited funding
  - Essential to get follow up financing
- Follow up of 6<sup>th</sup> Baltic Sea Tourism Forum
  - promotion of tourism issues in the EU programmes 2014 – 2020
  - develop the BSR into a model region for sustainable tourism development



## On the Agenda for 2014

### 1. Funding

- Facilitate funding for new flagship projects
- Access to other EU funding instruments, like the COSME programme

### 2. Promotion of governance structures

- Steering Committee: Definition of „common denominators“ (policy level)
- Approach for back-up structure for tourism cooperation

### 3. Promotion of tourism on macroregional level

- Development of joint products and marketing
- Tourism policy considered in the long-term objectives of CBSS
- Tourism as interface EUSBSR – Russian NW Region Strategy 2020



EU STRATEGY FOR THE BALTIC SEA REGION  
**TOURISM**

**Mecklenburg  
Vorpommern**



Staatskanzlei

Andrea Herrmannsen  
State Chancellery  
Mecklenburg-Vorpommern

[www.baltic-sea-strategy-tourism.eu](http://www.baltic-sea-strategy-tourism.eu)



Cofinanced by the  
European Union

Priority Area Coordinator for Tourism