

Flagship project:

“Promote the cultural heritage and the unique landscapes”

Project Mapping

Implementation of the European Union Strategy for the Baltic Sea Region and the Action Plan for the Baltic Sea Region within the scope of priority 12 - tourism

SUMMARY



Prepared by:

Doradztwo i Szkolenia TREK Jacek Zdrojewski

At request of Pomorska Regionalna Organizacja Turystyczna [Pomorskie Tourist Board]

Gdańsk, February 2011

Table of contents

1. Subject of the study	3
2. Information about the way of conducting the analysis	5
3. List of analyzed programs and projects	8
4. Programs and projects' characteristics	12
<i>Baltic Sea Region Program</i>	13
<i>Northern Periphery Program</i>	14
<i>NORD Program</i>	14
<i>Botnia – Atlantica Program</i>	15
<i>Central Baltic Program</i>	16
<i>South Baltic Program</i>	18
<i>Öresund – Skagerrak - Kattegatt Program</i>	19
<i>Syddanmark – Schleswig – K.E.R.N. Program</i>	21
<i>Sjælland - Ostholstein - Lübeck - Plön Program</i>	21
<i>Mecklenburg-Vorpommern/Brandenburg - Zachodniopomorskie Program</i>	23
<i>Latvia - Lithuania Program</i>	24
<i>Estonia – Latvia Program</i>	25
5. Conclusions from the conducted analysis	27
6. Recommendations concerning further actions	49
List of tables	52
List of charts	53

1. Subject of the study

Within the scope of the study implementation of **priority 12** - the European Union Strategy for the Baltic Sea Region (*to maintain and reinforce attractiveness of the Baltic Sea Region in particular through education, tourism and youth, tourism and health*) was evaluated by projects of the European Territorial Community implemented in the Baltic Sea area.

The focus was, in particular, on projects pertaining to flagship projects (Flagship Project 12.9 ("Promotion of cultural heritage and natural landscapes")). The evaluation meant identification of the projects, as well as monitoring and assessment of activities executed within their scope.

The evaluation was performed in three stages.

First stage, implemented from February to June 2010, included preliminary identification of tourism projects with priority 12 of EUSBSR strategy [EU Strategy for the Baltic Sea Region] within the frameworks of two programs: Interreg IVB Baltic Sea Region and EWT South Baltic". 10 projects and their concurrence with the Strategy principles were analyzed within the scope of this stage. Basing on this preliminary conclusions were drawn and methodology of the performed analysis was prepared in detail.

In the second stage, implemented from July to December 2010, analysis of 54 projects implemented within the scope of 10 EWT programs (European Territorial Cooperation) was performed. This included the Baltic Sea region for the years 2007-2013. Concurrence with the Strategy was assessed on the basis of information provided on websites by the project partners, as well as common technical secretary's offices implementing the said EWT programs.

EFRR [European Regional Development Fund] intended for the projects implementation was estimated, in comparison with the entire resources intended for the European Territorial Cooperation in the Baltic Sea Region.

Concurrence with two „*cooperative actions*” planned for priority12 in the tourism area was also evaluated with regard to compliance with the four "*flagship projects*" defined in the priority, as well as „*horizontal action*" planned for tourism in the Strategy.

Moreover, the way of the projects' incorporation in implementation of the six priorities regarding tourism cooperation, as defined during the 2nd Baltic Sea Tourism by Baltic Sea Tourism in 2009.

The structure of partnerships within the frameworks of the projects was also analyzed in order to compare international activity of institutions from all the Baltic Europe countries involved in implementation of the European Territorial Cooperation.

During the third stage, implemented from January to February 2011, descriptions of projects subject to evaluation within the scope of stage II were completed, their areas and dominant subjects were determined.

Their number was also verified taking into account two additional cross-border cooperation programs by analyzing all the projects again and rejecting some of the insofar evaluated

projects which, after re-evaluation, were recognized as non-concurrent with priority 12 of the EUSBSR. Newly started projects were also added.

Finally 82 projects from 12 programs in the Baltic Sea area were evaluated, including two trans-national cooperation programs (INTERREG IVB – Baltic Sea Region and Northern Periphery) as well as all 10 cross-border cooperation programs implemented in the Baltic Sea region.

The total amount of EFRR subsidy for the analyzed projects is 99 345 922 EUR (almost 100 million EUR), what constitutes approx. 11.46% of the total financial resources spent within the frameworks of EFRR amount for the programs' support.

Therefore expending such amount constitutes a direct support from the European Union for implementation of priority 12 of the European Union Strategy for the Baltic Sea Region.

The average subsidy amount for the projects is approx. 1.2 million EUR – exactly 1 211 536.6 EUR, though projects within the frameworks of transnational cooperation component (INTERREG IVB) get more financial support - 1 797 516.8 EUR, while projects within the frameworks of cross-border cooperation component get an average financial support at a level of 1 165 274 EUR.

Altogether 664 partners from 9 countries participate in the projects implementation. 8 partners cooperate in a project, on average.

Pursuant to the performed analysis, conclusions and recommendations concerning directions of the Strategy implementation were prepared for the years to follow, especially in a perspective after the year 2013. Suggested directions for further cooperation between entities implementing particular projects were also indicated.

Suggested subjects of the projects, which in a special way incorporate in the scope of priority 12 of the Strategy were also defined.

Later on this will enable exchange of experiences and promotion of good practices among stakeholders of these and future projects, as well as preparing conclusions constituting a recommendation for the European Committee and other authorities in charge for the Strategy implementation.

Information about the way of conducting the analysis

The study below was prepared in the period from January 2010 to February 2011, as ordered by Pomorskie Tourist Board, in cooperation with Self-government of Pomorskie Province, as 3 stages of the piloting project mapping process, i.e. analysis of projects implemented in the Baltic Sea Area, incorporated in realization of the European Union Strategy for the Baltic Sea Region.

Projects concurrent with the priority of Strategy No. 12 were analyzed with regard to tourism (*to maintain and reinforce attractiveness of the Baltic Sea Region in particular through education, tourism and youth, tourism and health*), supported from EFRR (European Regional Development Fund), within the frameworks of the European Territorial Cooperation programs for the years 2007-2013 from so-called "B" components (transnational cooperation) and "A" (cross-border cooperation),

The programs were selected on the basis of their functioning area, which must be totally or partially compliant with the Baltic Sea area.

82 projects within the scope of 10 cross-border and 2 transnational cooperation programs for the years 2007 - 2013 were evaluated:

- 1. EWT Program "Baltic Sea Region" (transnational cooperation);**
- 2. EWT Program "Northern Periphery" (transnational cooperation);**
- 3. EWT Program "NORD" (cross-border cooperation);**
- 4. EWT Program "Botnia - Atlantica" (cross-border cooperation);**
- 5. EWT Program "Central Baltic" (cross-border cooperation);**
- 6. EWT Program "South Baltic" (cross-border cooperation);**
- 7. EWT Program "Öresund-Kattegatt-Skagerrak" (cross-border cooperation);**
- 8. EWT Program „Syddanmark-Schleswig-K.E.R.N." (cross-border cooperation);**
- 9. EWT Program "Sjælland-Ostholstein-Lübeck-Plön" (cross-border cooperation);**
- 10. EWT Program "Mecklenburg - Vorpommern /Brandenburg- Zachodnio-pomorskie" (cross-border cooperation);**
- 11. EWT Program "Latvia-Lithuania" (cross-border cooperation);**
- 12. EWT Program "Estonia-Latvia" (cross-border cooperation);**

Projects within the frameworks of five programs implemented in the Baltic Sea are from the European Neighbourhood and Partnership Instrument (ENPI) were not evaluated owing to an insignificant number of projects selected and approved for implementation within the scope of this instrument.

The analysis is mostly based on reports and publications of secretary's offices of particular programs, as well as information about the projects, as provided on the Programs' websites,

information published by partners of particular projects at the projects' websites, published within the frameworks of project bulletins, press information and similar sources.

All pieces of information were verified at websites of technical secretary's offices of particular programs.

The projects' concurrence was evaluated with regard to the following provisions of the Strategy:

a) Projects' incorporation in two "cooperative actions" planned for priority 12 in the tourism area:

1. **"Highlight and optimise the sustainable tourism potential"** of the Baltic Sea Region by establishing an environmentally-friendly tourism strategy at the level of the Baltic Sea Region (including Russia);

The aim of the priority is to identify and optimize long-lasting tourism potential in the Baltic Sea area.

2. **"Network and cluster stakeholders of the tourism industry and tourism education bodies"** based on the ongoing activities started with the first Baltic Sea Tourism Summit in October 2008 (and the second summit in 2009 in Lithuania).

The aim of the priority is to build a network of connections and clusters for entities acting in tourism and education branch.

b) projects' incorporation in four "flagship projects" determined in the priority:

1. **"Attract tourists to rural areas especially the coastal ones"** by promoting joint sustainable rural and coastal tourism packages (e.g. farm, food tourism, hiking, winter sports, nature based tourism) and by co-operating in planning rural and coastal tourism investments.
2. **"Facilitate environmentally sustainable ferries and cruise vessels in the Baltic Sea"** by developing programmes bringing together providers of maritime services to passengers (e.g. the cruise industry, maritime leisure activities, national / regional / local authorities,...).
3. **"Promote the cultural heritage and the unique landscapes"** by mapping the main areas of interest in order to preserve and revitalise elements of cultural heritage.
4. **"Develop strategies for sustainable tourism"** by using available sources of information such as the YEPAT database or the Nordic Culture Point.

c) projects' incorporation in the frameworks of "horizontal action" planned for tourism in the Strategy: action number 10 "Build a regional identity" .

Moreover, the way of the projects' incorporation in implementation of the **six priorities regarding tourism cooperation**, as defined during the 2nd Baltic Sea Tourism by Baltic Sea Tourism in 2009:

1. **A common market research concept;**
2. **The development of new international markets;**
3. **The development of infrastructure;**
4. **The development of Baltic Sea region products and services;**
5. **Common promotional activities;**
6. **A common internet platform.**

The structure of partnerships within the frameworks of the projects was also analyzed in order to compare international activity of institutions from all the Baltic Europe countries involved in implementation of the European Territorial Cooperation.

One needs to bear in mind that the methodology of the performed analysis is based on analyzing common available information from the Internet sources, as well as general information about the projects.

Owing to that, in some cases inadequate assigning of the analyzed project to a given concurrence area with a strategy might take place, or a project(s) might be omitted if it is inappropriately or incompletely described in the available sources.

What is more, deviations from original plans - usually provided in the websites of the projects and partners implementing the said projects - are quite common during the project implementation stage.

The complete "*mapping*" process requires access to applications of particular projects and reports concerning their implementation, as well as staying in touch with secretary's offices of the Programs, leaders and partners of particular projects.

This will enable detailed evaluation of the projects' effectiveness and verification of their compliance with priorities of the strategy, what is yet a time-consuming and costly process.

2. List of analyzed programs and projects

Within the scope of 12 EWT programs (10 INTERREG IVA and 2 INTERREG IVB), including - partially or wholly - the Baltic Sea area, 82 projects the implementation of which is incorporated within the frameworks of priority 12 of EUSBSR were identified.

A comprehensive list of the analyzed projects and programs is provided in table 1.

Table 1. A list of projects analyzed within the scope of the study (the state as of February 2011).

Number	Program / Project
1	Program: Baltic Sea Region
	1 Baltic Green Belt
	2 Parks&Benefits
	3 Eco-Region
	4 BaltMetPromo
	5 Agora 2.0
2	Program: Northern Periphery
	1 NPP Sustainable Hunting Tourism - business opportunity in the Northern Europe 1.2
3	NORD
	1 Border Route
	2 Tools to develop Tourism in Varanger region and North Lapland
	3 Region Arctica
	4 Development of destination and future for trade and Tourism in the region of Haparanda – Tornio
	5 War-opera
4	Program: Botnia - Atlantica
	1 Världsarv i samverkan 63 grader Nord (Heritage development in cooperation at the 63rd latitude)
	2 Skogens kulturarv i Kvarkenregionen (Forest heritage in Quark area)
	3 Utbildning och certifiering av natur- och kulturguider (Training and certification for tourist guidebooks concerning natural tourist and cultural attractions of the area)
	4 Cross-media design för besöksnäring och turistmiljöer (Designing new media technologies intended to develop tourist industry and the environment)
	5 Gränslös fisketurism (Fishing tourism without borders)
	6 Res och ät (Travel and eat!)
	7 Sju Broars skärgård och Södra Lapplands fisketurism (Fishing tourism in the Seven Bridges Archipelago and Lapland)
	8 Visit Kvarken (Visit Quark region)
5	Program: Central Baltic
	1 BASAAR - Baltic Sea - Asia Agenda for Regions in a Globalising World
	2 BENCH - Beneficial business relations between the Central Baltic region and China
	3 QUADRUPLE - Quadruple helix Central Baltic
	4 GoVeSa LINK - Linking Gotland-Ventspils-Saaremaa for sustainable development

Number	Program / Project	
6	5	CulturalTourism2011 - Developing cultural tourism as a joint network in Capitals of Culture 2011
	6	INFACTO - International food and activity Tourism
	7	BSI - Branding scandinavian Island
	8	GEOISLANDS - Fostering geotourism on Central Baltic Island
	9	SHIPWHER - Shipwreck heritage: digitizing and opening access to maritime history sources
	10	DEVEPARK - Sustainable historic park management and development in Finland and Estonia
	11	BACES – Baltic Archipelago and Island Centre
	12	FIR – Friendly Island Routes
6	Program: South Baltic	
	1	Baltic Museums 2.0 (Joint development of cross-border tourism information products by South Baltic oceanographic museums)
	2	Four Corners Heritage (Developing the Four Corners as a sustainable destination based on natural and cultural heritage)
	3	SEASIDE (Developing excellent cultural destinations in the southern Baltic area)
	4	UNITED (United in diversity)
	5	BalticMuseums 2.0 Plus
	6	RECreate Revitalisation of the European Culture Route in theSB Area, Pomeranian Way of St.James
	7	Art Line
7	Program Öresund – Skagerrak - Kattegatt	
	1	Öresund som cykelregion (Öresund as a region for cyclists)
	2	AMAPROF Öresund
	3	Coasts of the Future
	4	Discover Oresund through regional culinary heritage
	5	Hav möter land - sustainable use of the unique values of the sea and coastal areas of Kattegat & Skagerrak
	6	IKON - Interregional Cultural Experience Network
	7	LISA - The development of rural communities in Scandinavia
	8	Nordiske cykelbyer (Nordic cycling cities)
	9	Rekreativa rutter (Recreative routes)
	10	VER-DI - protection and value creation-nature protection areas as a resource for sustainable economic development
11	Öreferie – sustainable tourism in the landscape of the Öresund region	
8	Program Syddanmark – Schleswig – K.E.R.N.	
	1	Dänisch-Deutsche Fahrradstädte (Danish and German cycling cities)
	2	Ganzjahres – Erlebnisregion (Adventure region all year long)
	3	Bones4Culture: Kulturerbe erhellt deutsch-dänische Identität

Number	Program / Project
	(Bones4Culture: cultural heritage as an element of common German and Danish identity)
9	Sjælland - Ostholstein - Lübeck - Plön Program
	1 Cruising Fehmarnbelt (Sailing in Fehmarnbelt Strait – German and Danish cooperation of clubs and other organizations in smaller marines of the Fehmarnbelt Strait area)
	2 Baltic Sailing 2
	3 Baltic Bridge II – The Information Highway of the Past
	4 Destination Fehmarnbelt
	5 Baltic Flyways
10	Program Mecklenburg-Vorpommern/Brandenburg - Zachodniopomorskie
	1 Natural attractions of Uznam and Karsibór islands
	2 Building cycling routes in Pomerania Euro region at the section between Pilchowo and Tanowo to Bartoszewo and in Pasewalk, within the frameworks of extension and connection of the cross-border system of cycling routes.
	3 Building a cycling route Ustronie Morskie - Kołobrzeg - Dźwirzyno and Barth within international seaside cycling route No. 10
	4 Organizing Information Centres and development of infrastructure in touristically attractive places in Ziethen and Moryń for intensive tourist exploitation of landscapes shaped by a glacier at both sides of Odra River (Geopark Kraina Polodowcowa nad Odrą - Postglacial Region on the Odra River)
	5 Developing the infrastructure of Water Tourism Centre in Schwedt over Odra River and building the central Embankment in Gryfino in order to intensify cross-border water tourism
	6 Development of "Europejski Park Huguenotów" [European Huguenots Park] in Schwedt over Odra River and revitalization of the Natural Park "Dolina Miłości" [Love Valley] in Zatonia Dolna, as cross-border centres of culture and recreation
	7 Cross-border Polish - German professional training in hotel industry and gastronomy in POMERANIA Euro Region.
	8 Cross-border connection Świnoujście - Kamminke at Uznam island.
	9 Revitalization and change of functions for railway stations Groß Schönebeck and Drawsko Pomorskie
	10 Life in the area of Zalew Szczeciński [Szczecin lagoon] and Puszcza Wkrzańska [Wkrzanska Primeval Forest], ecological education and history.
	11 Ecologic revival, touristic and environmental development of Polish and German parts of Odra River reception basin.
	12 Infrastructure connecting Polish and German boroughs and cities Mark Landin, Brüssow, Carmzow-Wallmow, Schenkenberg, Schönfeld, Mescherin, Angermünde, Schwedt over Odra River, Banie, Cedynia, Chojna, Gryfino, Kolbaskowo, Stare Czarnowo and Trzcińsko-Zdrój
13 Cross-border promenade between Swinoujście and Heringsdorf Borough.	
11	Latvia - Lithuania Program

Number	Program / Project	
	1	ClayTour - Development of Creative Tourism through the creation of Clay Art Centres in Daugavpils and Utena
	2	STELLA – Sustainable tourism development at Kupiskis Lagoon (Lithuania) and Lake Luban (Latvia)
	3	Water Joy - Joint water-based tourism offering in Latgale region and Utena county
	4	ActiveTour LV-LT - Improvement of Active Tourism in Border Region
	5	New Quality Image - New Quality Image and Infrastructure Development in Remote Border Towns- Zarasai and Kraslava
	6	Museum Access - Development of Accessible and Attractive Museums in Zemgale and Northern Lithuania
12	Program Estonia – Latvia	
	1	Active Tourism - attractive feature of Madona and Polva
	2	Beach Hopping – Towards the Blue Flag on Baltic Beaches
	3	Increasing the attractiveness of Valga-Valka
	4	One vacation - two countries – Raising the Attractiveness and Competitiveness of Northern Kurzeme in Latvia and Saaremaa Island in Estonia
	5	ViSoEst by Bike – Go Cycling Through Vidzeme and Southern Estonia
6	BayLink – Baltic Small Harbour Network	

Source: own study

Some of the analyzed projects are closely and directly incorporated in plans of priority 12 of the Strategy and goals of the Baltic Sea Tourism. Other (e.g. QUADRUPLE project) realize the goals indirectly, as in the case of the project, by increasing women's activity within the scope of clusters, where the piloting activities pertain to this touristic branch.

3. Characteristics of the analyzed programs and projects

Within the scope of 12 EWT programs (10 INTERREG IVA and 2 INTERREG IVB), including - partially or wholly - the Baltic Sea area, 82 projects the implementation of which is incorporated within the frameworks of priority 12 of EUSBSR were identified.

ENPI programs pertaining to the Baltic Sea region were not evaluated due to initial stage of their implementation and a very insignificant number of the implemented projects.

Drawing 1. An example of marking for a project incorporated in Priority 12 of EUSBSR within the scope of EWT Lithuania - Latvia



Source: www.latlit.eu

Each of the Programs has been described below in a synthetic way. Within the scope of each of the Programs (basing on information provided in available Internet sources) a selection of the implemented projects was determined with regard to concurrence of their descriptions with the analyzed Priority.

A short project characteristic describing its assumptions, planned activities, implementation system and the assumed results, as well as their compliance with assumptions of Priority 12 of EUSBSR, along with a short comment concerning the project's compliance, was provided.

Compliance with priority 12 of EUSBSR was evaluated within the scope of:

- *Project's compliance with "cooperative action" No. 1 or 2, as described in Priority 12 of EUSBSR;*
- *Project's compliance with "flagship project" No. 1 - 4, as described in Priority 12 of EUSBSR;*
- *Project's compliance with the "horizontal action", as described in Priority 12 of EUSBSR;*
- *Project's compliance with priorities of the Baltic Sea Tourism, No. 1-6.*

3.1. "*Baltic Sea Region*" Program

The cross-border cooperation program "Baltic Sea Region" is the largest from among EWT and, at the same time, including the entire area of the Strategy. Therefore it constitutes a direct and potentially the best instrument for implementing initiatives and priorities provided in the Strategy. The Program assumes building wide networks of international partnerships between institutions in the Baltic Sea Region.

The Program can be participated by partners from all countries located in the Baltic area, not only those belonging to the European Union, as north-west regions of the Russian Federation, in particular the Kaliningrad Puzzle, areas near Petersburg and the Finnish border, as well as Norway and Belarus.

The Program's budget is more than 280 million Euro. Effects of the Program forecast, among other, providing the solutions and proposals to political decision-makers to enable their enforcement, wider use of balanced development policy of the region and formation of international cooperation networks in this area, increase in private and public investments, as well as support for many studies of feasibility study character, solutions enabling commercialization of business ideas, preparing strategies for supporting investments, action plans, promoting good practices and planning-like attitude.

Many projects incorporated in assumptions of Priority 12 of the Strategy are realized within the scope of the Program. The projects, as the only ones, can focus institutions from the entire area of the Baltic Region on common undertakings and thus this is potentially most important instrument of the Strategy implementation - also within the scope of tourism development.

Within the scope of "*Baltic Sea Region*" cross-border cooperation Program five projects concurrent with priority 12 of EUSBSR have been identified:

1. *Baltic Green Belt;*
2. *Parks & Benefits - Generating socio-economic effects by a sustainable management of protected areas for the benefit of their region;*
3. *The Baltic 21 Eco Region Project;*
4. *BaltMet Promo Project - Creating promotional BSR products for tourists, talents and investors in the global markets;*
5. *Agora 2.0 - Heritage Tourism for increased BSR Identity.*

Four of the projects pertain to balanced tourism and include undertakings related to environmental protection, tourism development and planning. Indirectly they have an impact on development of the tourism offer. Most effects have the form of plans, analyses and strategies. The projects integrate entities dealing with these issues and form a cooperation network. An important feature of the projects is that they include the entire area of Baltic Europe.

One of the projects (BaltMetPromo) is of a different nature and includes actions meant to develop the Baltic Sea brand and tourism promotion of Baltic metropolis at distant tourist markets (in Lapland).

3.2. "Northern Periphery" Program

"Northern Periphery" Program includes peripheral areas of north-west Europe, supports their economic and social development and the use of natural potential.

The Program's area includes Scotland, Ireland, North Pacific islands - Greenland, Iceland, Faroe Islands and the Norwegian Svalbard Archipelago, as well as a part of the Scandinavian Peninsula. In the Baltic Sea area there are areas around the northern part of Gulf of Bothnia, especially Lapland and Karelia. A feature of this area are harsh climate conditions, low population density and significant distances between residential areas.

The projects in the Program should focus on main and specific problems of the area, especially on population dispersion, domination of village areas, climate specificity - no sunlight, harsh climate and peripheral location, adding to solving the problems by international cooperation.

A specific feature of the Program is participation of partners from countries and regions not being members of the European Union, especially Norway and Iceland, as well as some areas of Canada and northern Russia.

Within the scope of "Northern Periphery" cross-border cooperation Program one project concurrent with priority 12 of EUSBSR has been identified;

1. *NPP Sustainable Hunting Tourism - business opportunity in the Northern Europe 1.2*

The project only partially includes the Baltic Sea Region but, owing to its precisely determined goal and the use of practical tools meant to support tourism development, it needs to be considered.

3.3. "NORD" Program

This is one of smaller EWT programs in the Baltic Sea Region. It includes a very wide and poorly populated area of Sweden, Finland and Norway, as well as adhering areas of the Russian Federation. A feature of the area is its peripheral location, harsh climate, distance from city centres, restricted labour market and high costs of maintaining high-quality services, resulting from the factors. The program is intended to support competitiveness and coherence of the region.

A specific feature of this Program is that a special sub-program (Sápmi) has been formed in order to support the ethnic minority (approx. 79 000 people) inhabiting northern limits of Scandinavian countries and the nearby areas of the Russian Federation.

Within the scope of "NORD" cross-border cooperation Program 6 projects concurrent with priority 12 of EUSBSR have been identified (apart from small grants meant to prepare the actual projects):

1. *Border Route;*
2. *Tools to develop Tourism in Varanger region and North Lapland;*

3. *Region Arctica;*
4. *Development of destination and future for trade and Tourism in the region of Haparanda – Tornio;*
5. *War-opera.*

Two out of the analyzed projects refer to building a wide cooperation network oriented to tourism development in the area of northern Scandinavia.

Three other ones refer to specific tourism products - tourist trail infrastructure, organization of a cycle of events - music festivals, meant to increase tourist traffic in one of the borderline regions of the area and a complex promotion of events taking place in one of the commercial centres in the area.

3.4. "Botnia – Atlantica" Program

The Botnia-Atlantica Program is one of smaller programs of the European Territorial Cooperation implemented in the Baltic Sea region in the perspective of 2007-2013. It includes 8 regions from the central Sweden and western Finland, neighbouring in the central part of the Gulf of Bothnia, and the mountainous region of Nordland from Norway. The program's slogan is cooperation "above the sea and mountains".

Projects related to environment, transport, coherence, education, economy and society are promoted as they support the area's development.

Within the scope of "Botnia – Atlantica" cross-border cooperation Program eight projects concurrent with priority 12 of EUSBSR have been identified:

1. *Världsarv i samverkan 63 grader Nord (Development of the heritage at the 63rd latitude);*
2. *Skogens kulturarv i Kvarkenregionen (Forest heritage in Quark region);*
3. *Utbildning och certifiering av natur- och kulturguider (Training and certification for tourist guidebooks concerning natural tourist and cultural attractions of the area);*
4. *Cross-media design för besöksnäring och turistmiljöer (Designing new media technologies intended to develop tourist industry and the environment);*
5. *Gränslös fisketurism (Fish tourism without borders);*
6. *Res och ät (Travel and eat!);*
7. *Sju Broars skärgård och Södra Lapplands fisketurism (Fishing tourism in the Seven Bridges Archipelago and southern Lapland);*
8. *Visit Kvarken (Visit Quark region).*

Most projects concurrent with priority 12 of EUSBSR are focused on supporting specific initiatives including elements of tourist offer characteristic for the region and basing on the common cultural and natural heritage of the region.

Five out of eight projects add directly to development of the selected elements of the region's tourist development.

Two of them refer directly to development of fish tourism. Yet another project pertains to development of "culinary" tourism by providing gastronomic services referring to the region's culinary tradition. A subject of yet another of the implemented projects is training and certification of tourist guidebooks. One project develops tourism connections in forest areas, using touristic potential of archaeological positions.

Two further projects foresee preparation of an IT platform (Internet platform) for the purposes of presenting and promoting the local offer.

One project refers to building cooperation, cross-border partnership and coordination of actions pertaining to managing and developing general culture-related tourism, basing on elements of the area's heritage. This is realized by training, meetings, preparing training tools, new methods of education for children and adults, preparing new projects and solutions within the scope of tourism development for Botnia - Atlantica area.

It is worth paying attention to the fact that many of the projects are rather small-sized ones (there are projects the subsidy for which is less than 100 000 EUR).

3.5. "Central Baltic" Program

"Central Baltic" is one of greater cross-border programs in the Baltic Sea region, both with regard to the area and the funds. It includes quite distant regions of central and eastern Sweden, southern regions of Finland, as well as two Baltic countries - the entire area of Estonia and a larger part of Latvia, as well the Baltic islands.

These are both strongly economically developed regions of Scandinavia, including also the capital agglomerations of Sweden and Finland, less technologically advanced and less innovative regions of the former Eastern bloc, as well as many islands. What is specific for the Program is a very good and strong cooperation between entities from southern Finland and Estonia, fast and dynamic development of Baltic countries from the former USSR. The Program includes the best economically developed regions of the central Baltic, with the largest cities (Stockholm, Helsinki, Tallinn, Riga), as well as peripheral, poorly populated areas. Thus there are significant disproportions related the society and economy.

A common feature of the entire area is its location over the Baltic Sea and its three largest gulfs: the Gulf of Finland, Riga and Bothnia.

Owing to a wide range of the program, **two sub-programs** have been defined within its frameworks: **Southern Finland–Estonia Sub-programme**, including the area of Finland and Estonia, at both sides of the Gulf of Finland, and **Archipelago and Islands Sub-programme**, including the Swedish, Finnish and Estonian islands plus coasts of the countries.

Within the scope of the "Central Baltic" cross-border cooperation Program twelve projects concurrent with priority 12 of EUSBSR have been identified:

1. *BASAAR - Baltic Sea - Asia Agenda for Regions in a Globalising World;*

2. *BENCH - Beneficial business relations between the Central Baltic region and China;*
3. *QUADRUPLE - Quadruple helix Central Baltic;*
4. *GoVeSa LINK - Linking Gotland-Ventspils-Saaremaa for sustainable development;*
5. *CulturalTourism2011 - Developing cultural tourism as a joint network in Capitals of Culture 2011;*
6. *INFACTO - International food and activity Tourism;*
7. *BSI - Branding scandinavian Island;*
8. *GEOISLANDS - Fostering geotourism on Central Baltic Island;*
9. *SHIPWHER - Shipwreck heritage: digitizing and opening access to maritime history sources;*
10. *DEVEPARK - Sustainable historic park management and development in Finland and Estonia;*
11. *BACES – Baltic Archipelago and Island Centre;*
12. *FIR – Friendly Island Routes.*

Five projects within the scope of the program support precisely defined forms of tourism, on the basis of a better use of the common natural resources of the region and its cultural heritage. These are: common marketing activities of the two European Cultural Capitals (Turku and Tallinn), developing the culinary and gastronomic culture, stock-taking and popularization

of tourist attractions - such as Baltic shipwrecks or, investment-related development of monumental park principles, development of a niche natural and educational forms of tourism, such as geotourism.

Three projects include marketing activities for the Baltic islands - in one of them they have been complimented by building tourist information centres and, in the case of the second project, by common planning of marketing activities, tourist routes, souvenirs, etc., various for particular islands yet unified and provided globally.

Two projects include realization of quite interesting research and analyses pertaining to the Central Baltic area in the global economy, especially in relation to the Asian market and China. The projects are to encourage to better regional Baltic cooperation with the new large markets.

One of the projects forms a basis for development of a common tourist destination, owing to supporting the creation of new ferry connections between the nearby areas of a complementary offer which currently do not form a common destination owing to lack of such transport connections.

Moreover, one of the most original projects (QUADRUPLE) refers to issues related to equality of the sexes in clusters and cooperation networks of the tourist sector.

3.6. "South Baltic" Program

"South Baltic" is one of cross-border programs within the scope of the European Territorial Cooperation, including south-west fragment of regions surrounding the Baltic Sea.

Its area includes both Scandinavian countries (southern Sweden and eastern Denmark), Baltic coasts of Germany (in the part being the former German Democratic Republic), Polish and Lithuanian coast, without the Kaliningrad Puzzle.

It is a medium-size program focusing on densely populated areas of the Baltic Sea region. Connection between the Scandinavian coasts and southern Baltic ones is provided by the Danish island - Bornholm.

Areas to which the program pertains do not have a common specificity. They are characterized by diversely shaped surface, diverse level of economic and social development, which is especially visible between Scandinavia and new EU countries - Latvia and Poland. Mutual communication accessibility of the regions, especially in their eastern part, is not the best.

This, however, makes to possible to implement projects enabling exchange of experiences, building common initiatives for the border routes and improving communication accessibility.

Within the scope of the "South Baltic" cross-border cooperation Program seven projects concurrent with priority 12 of EUSBSR have been identified:

1. *Baltic Museums 2.0 (Joint development of cross-border tourism information products by South Baltic oceanographic museums);*
2. *Four Corners Heritage (Developing the Four Corners as a sustainable destination based on natural and cultural heritage);*
3. *SEASIDE (Developing excellent cultural destinations in the southern Baltic area);*
4. *UNITED (United in diversity);*
5. *BalticMuseums 2.0 Plus (Implementation of eGuides with cross-border shared content for South Baltic Oceanographic Museums);*
6. *RECreate (Re-vitalisation of the European Culture Route in the South Baltic Area – Pomeranian Way of St. James);*
7. *Art Line.*

The projects are of various character but, in majority, they are focused on development of specific touristic initiatives, building tourist products and promoting them, with regard to water, bicycle and culture-relate tourism, taking advantage of the tourism potential, resources and common cultural heritages of the Baltic Sea region.

Two of them (UNITED, ReCreate) are related to development of the region's tourism by supporting development of sub-regional tourist trails - planning, investment support, promotion, building the trail's identity. One of them is a cycling trail, the other one - a pilgrimage route.

Two other projects (Four Corners Heritage, SEASIDE) are focused on building the region's and product's brand with regard to sailing tourism - common actions meant to promote Baltic

sail tourism, organization of common promotional undertakings, marking, etc., quite often related to development of cultural tourism.

The next two projects (Baltic Museums and Baltic Museums 2.0) are an interesting example of consistent and complementarily implemented strategy for developing institutional cooperation - sea museums - in the Baltic Sea region, due to what the region gets profits meant to increase its touristic attractiveness and building a constant cooperation network by the said institutions.

The last project (ArtLine) is an example of an interesting, cross-border initiative in the cultural area, indirectly developing the tourist offer and building a common identity of the region.

3.7. "Öresund – Kattegat – Skagerrak" Program

This is a large EWT program, partially including the Baltic Sea region (Danish straits). The following countries cooperate within the scope of the program: Denmark, Sweden and Norway. The region's population is 9 million. These are one of better developed regions of Scandinavia. Norway's and Denmark's capitals are located in the area. This is the largest of EWT programs with regard to the cross-border cooperation component in the Baltic Sea region and its total budget is almost 223 million Euro.

The region to which the Program pertains is of great significance, because it includes the area providing connection of the sea with the Northern Sea region and thus the Atlantic Ocean, too.

The program, owing to a large functioning area, is divided into two sub-programs:

- **Öresund**, for the region around the Danish straits;
- **Kattegat – Skagerrak**, for the region around the two straits.

Each of the two sub-programs has its own Secretary's office (JTS) and a committee controlling the sub-program. Both committees are subject to the Common Controlling Committee (JTS).

Within the scope of the "Öresund – Kattegat – Skagerrak" cross-border cooperation Program eleven projects concurrent with priority 11 of EUSBSR have been identified:

1. *Öresund som cykelregion (Öresund as a bicycle region);*
2. *AMAPROF Öresund;*
3. *Coasts of the Future;*
4. *Discover Oresund through regional culinary heritage;*
5. *Hav möter land - sustainable use of the unique values of the sea and coastal areas of Kattegat and Skagerrak;*
6. *IKON - Interregional Cultural Experience Network;*
7. *LISA - The development of rural communities in Scandinavia;*
8. *Nordiske cykelbyer (Nordic Cycle Cities);*

9. *Rekreativa rutter (Recreative routes);*
10. *VER-DI - protection and value creation- nature protection areas as a resource for sustainable economic development;*
11. *Öreferie – sustainable tourism in the landscape of the Öresund region.*

Various projects are significant within the scope of this program. There are both bilateral projects (two partners from two countries), as well as large network projects focusing even several dozen entities (e.g. 47 or 65).

The subjects of the projects are also quite diverse, from very specific undertakings through wide, network initiatives.

From among the analyzed projects the most - five - refer to a general, network, cross-border cooperation between several to several dozen partners of the public sector, science and non-government organizations, meant to improve conditions of tourism development due to preparing various activities related to a balanced development of country and coastal areas.

Three out of the five projects include development of natural tourism taking advantage of the natural potential elements, such as development of cognitive tourism. One of them refers to development of all-year cultural tourism on the basis of the region's cultural resources. One of them refers to improving general conditions of tourism development in countryside areas.

Two projects directly add to development of active tourism - bicycle tourism, owing to supporting activities related to development of cycling tourism in cities, planning its development and promoting this form of transport. Therefore they add to creating better development conditions of this form of tourism.

One of the projects refers to training and cooperation in the gastronomy sector, intended to a better use of the region's culinary heritage in order to develop cultural and gastronomic tourism and creating an image of the region with regard to the common cultural heritage.

One of the projects adds to development of cultural tourism owing to training and cross-border exchange of volunteers, who constitute the staff working in heritage parks and are historic performers.

An interesting project is "*Rekreative Ruter*" in which 65 entities create a common tourist information network around active tourist trails and implement new solutions related to tourist information, using innovative mobile technologies.

"*Öreferie*" is also a very interesting project meant to work out an original methodology for the region's tourist offer basing on passive recreational tourism oriented to active, natural and cultural tourism, SPA and wellness, by means of creating new tourist products, their piloting implementation connected with testing through marketing research conducted among tourists and then by improving them and implementing into the market.

3.8. "Syddanmark – Schleswig – K.E.R.N." Program

This is one of smaller European Territorial Cooperation programs realized in the Baltic Sea region.

It includes historical borderland of Denmark and Germany, especially the region of South Denmark and some Danish islands (such as Fyn with Odense city) and Schleswig land in Germany plus K.E.R.N (Kiel, Eckernförde, Rendsburg, Neumünster) region. Apart from the Baltic Sea region the program also includes a fragment of the Northern Sea, at the Danish and German borderline.

Within the scope of the "Syddanmark – Schleswig – K.E.R.N." cross-border cooperation Program three projects concurrent with priority 12 of EUSBSR have been identified:

1. *Dänisch-Deutsche Fahrradstädte (Danish and German cycling cities)*
2. *Ganzjahres – Erlebnisregion (Adventure region all year long);*
3. *Bones4Culture: Kulturerbe erhellt deutsch-dänische Identität (Bones4Culture: cultural heritage as an element of common German and Danish identity)*

The projects are of a very diverse character: One of them refers to the popularization policy of a bicycle as a means of transport in cities of the region, directly adding to development of bicycle tourism.

The next project is meant to develop the water tourism offer (active) and limit the seasonalness phenomenon in the seaside region of Genner Bay, owing to cross-border cooperation and exchange of experiences.

The third project, by the conducted research, is meant to popularize the common heritage of the area showing the life of common people in the period from the Middle Ages to the 20's, building the region's common identity and adding, indirectly, to development of cultural tourism based on the region's heritage.

3.9. "Sjælland - Ostholstein - Lübeck – Plön" Program

This is one of smaller EWT programs functioning in the Baltic Sea Region. Its budget is some 30 million EUR, it includes the southern part of Sjaelland region bordering on Copenhagen and the eastern, seaside part of Holstein region in Germany, with Lubeka and Plön cities.

The aim of the Program is to create a coherent, functional seaside region in this part of the Baltic Sea, located in the axis of Hamburg - Copenhagen - Malmö, and to improve its attractiveness and economic situation.

The Program supports activities meant to provide better connections within the MSP sector and increase efforts meant to use innovation development sources on the international scale, improve know-how exchange and technologies on the international scale, create a basis for innovations development and implementation within the public sector, improve the transport

and information system, develop the IT technology network on the Program's realization area. Moreover it supports activities intended to improve effectiveness and activity of public institutions with regard to water resources management, better development of a balanced economy taking advantage of the sea and seaside regions, facilitate solutions meant to limit hazards and risk factors (including environmental ones), better use of metropolitan regions' resources, city and village areas for developing competitiveness of this area and its coherence and, finally, improve the image and identity of the region to which the Program pertains.

An important external factor significantly increasing the cross-border coherence will be the planned construction of the 19 km long and 65 m high road and railway bridge through the Fehrmann Strait, significantly shortening the travelling time between Hamburg and Copenhagen. Study works concerning the construction are being performed.

Within the scope of the "Sjælland - Ostholstein - Lübeck – Plön" cross-border cooperation Program five projects concurrent with priority 5 of EUSBSR have been identified:

1. *Cruising Fehmarnbelt (Sailing in Fehmarnbelt Strait – German and Danish cooperation of clubs and other organizations in smaller marines of the Fehmarnbelt Strait area);*
2. *Baltic Sailing 2;*
3. *Baltic Bridge II – The Information Highway of the Past;*
4. *Destination Fehmarnbelt;*
5. *Baltic Flyways.*

Four of the projects develop selected tourism areas in cross-border aspect.

Two of them refer to sailing tourism (common promotional and informative activities, building the common touristic and sailing offer at both sides of Fehmarnbelt Strait).

One of the projects develops cooperation and promotion of museum institutions creating conditions for cultural tourism development.

Also, one of the projects develops ornithological tourism within the frameworks of ecological organizations at migratory birds' flyways, at both sides of Fehmarnbelt Strait.

Finally, one of the projects refers to complex marketing research (quantitative and qualitative)

among tourists in the entire area of Fehmarnbelt region, along with preparing a tourism development strategy, structures managing and promoting the region's offer, in order to create a common touristic destination - Fehmarnbelt destination.

3.10. "Meklemburgia – Pomorze Przednie / Brandenburgia – Zachodniopomorskie" Program

This one of largest cross-border cooperation programs in the Baltic Sea region, as far as the resources are concerned, and, at the same time, one of the smaller with regard to the area. It includes the north-east German lands and north-west Poland, neighbouring along the lower course of the Odra River.

In the borderline area, along the river, there are serious restrictions concerning communication availability - this is caused by the lack of sufficient number of road connections, bridges, cycling routes, etc. Moreover, Odra River constitutes a natural water passage and transport axis of the region.

The entire area is characterised by high natural values, both in the seaside zone (beaches, cliffs, islands), as well as in the lakeland area, well-forested, which constitutes the majority of the area.

Within the scope of the "Meklemburgia – Pomorze Przednie / Brandenburgia – Zachodniopomorskie" cross-border cooperation Program thirteen projects concurrent with priority 13 of EUSBSR have been identified:

1. *Natural attractions of Uznam and Karsibór islands;*
2. *Building cycling routes in Pomerania Euro region at the section between Pilchowo and Tanowo to Bartoszewo and in Pasewalk, within the frameworks of extension and connection of the cross-border system of cycling routes;*
3. *Building a cycling route Ustronie Morskie - Kołobrzeg - Dźwirzyno and Barth within international seaside cycling route No.10;*
4. *Organizing Information Centres and development of infrastructure in touristically attractive places in Ziethen and Moryń for intensive tourist exploitation of landscapes shaped by a glacier at both sides of Odra River (Geopark Kraina Polodowcowa nad Odrą - Postglacial Region on the Odra River);*
5. *Developing the infrastructure of Water Tourism Centre in Schwedt over Odra River and building the central Embankment in Gryfino in order to intensify cross-border water tourism;*
6. *Development of "Europejski Park Huguenotów" [European Huguenots Park] in Schwedt over Odra River and revitalization of the Natural Park "Dolina Miłości" [Love Valley] in Zatonia Dolna, as cross-border centres of culture and recreation;*
7. *Cross-border Polish - German professional training in hotel industry and gastronomy in POMERANIA Euro Region;*
8. *Cross-border connection Świnoujście - Kamminke at Uznam island;*
9. *Revitalization and change of functions for railway stations Groß Schönebeck and Drawsko Pomorskie;*
10. *Life in the area of Zalew Szczeciński [Szczecin lagoon] and Puszcza Wkrzańska [Wkrzanska Primeval Forest], ecological education and history;*

11. *Ecologic revival, touristic and environmental development of Polish and German parts of Odra River reception basin;*
12. *Infrastructure connecting Polish and German boroughs and cities Mark Landin, Brüßow, Carmzow-Wallmow, Schenkenberg, Schönfeld, Mescherin, Angermünde, Schwedt over Odra River, Banie, Cedynia, Chojna, Gryfino, Kołbaskowo, Stare Czarnowo and Trzcińsko-Zdrój;*
13. *Cross-border promenade between Swinoujście and Heringsdorf Borough.*

From among 13 implemented projects, 12 refer to investments in the cross-border tourist infrastructure.

The subject of investment in six cases is the infrastructure of trails and cycling routes, including also the international seaside EuroVelo trail R-10. In several cases these are border checkpoints for cyclists, connecting trails at both sides of the border (along with pedestrian routes, bridges, roads, etc.)

In five cases, within the scope of the project, infrastructure is built at the cross-border areas of high natural values - these will be developed in order to protect them and make them available for tourists. New natural education centres, walking and educational routes are being created. This allows for better development, protection and making the natural resources and the region's heritage available for the tourists.

In one case the subject refers to building water tourism infrastructure on the Odra River.

Moreover, one of the projects is not of an investment character but refers to common education in Poland and Germany, regarding hotel industry and gastronomy, by preparing educational schemes which makes it possible to get two diplomas, recognized in both countries.

3.11. „Lithuania – Latvia”

This is a medium-size cross-border program including the northern part of Lithuania, having a common border with Latvia (along with the Vilnius region) and southern regions of Latvia.

The aim of the program is to support the balances social and economic development of these borderline regions in order to increase their economic competitiveness and enterprise, as well as touristic and settlement attractiveness.

Within the scope of the "Lithuania - Latvia" cross-border cooperation Program six projects concurrent with priority 6 of EUSBSR have been identified:

1. *ClayTour - Development of Creative Tourism through the creation of Clay Art Centres in Daugavpils and Utena;*
2. *STELLA – Sustainable tourism development at Kupiskis Lagoon (Lithuania) and Lake Luban (Latvia);*
3. *Water Joy - Joint water-based tourism offering in Latgale region and Utena county;*
4. *ActiveTour LV-LT - Improvement of Active Tourism in Border Region;*

5. *New Quality Image - New Quality Image and Infrastructure Development in Remote Border Towns- Zarasai and Kraslava;*
6. *Museum Access - Development of Accessible and Attractive Museums in Zemgale and Northern Lithuania.*

Projects realized within the frameworks of the Program add to development of touristic offer of the area to which the program pertains and usually they are of an investment character complemented by activities meant to develop active and cultural tourism products, as well as common marketing activities.

Three projects include the building of active tourism infrastructure - water and bike tourism. Two of them refer to investment in water tourism infrastructure. One of the projects refers to the construction of Euro-Velo route in Lithuania.

Two other projects are related to cultural tourism, by repairing and increasing attractiveness of museums and developing tourism offer based on craft characteristic for the region, i.e. pottery.

One of the projects includes common cross-border activities related to building a common brand and working out mechanisms for common visualization and promotion of two border cities.

3.12. "Estonia – Latvia" Program

The EWT program Estonia – Latvia is one of smaller cross-border cooperation programs in the Baltic Sea region. It pertains to neighbouring regions and coasts of the two small Baltic countries, along the Gulf of Riga.

Within the scope of the "Estonia – Latvia" cross-border cooperation Program six projects concurrent with priority 12 of EUSBSR have been identified:

1. *Active Tourism - attractive feature of Madona and Polva;*
2. *Beach Hopping – Towards the Blue Flag on Baltic Beaches;*
3. *Increasing the attractiveness of Valga-Valka;*
4. *One vacation - two countries – Raising the Attractiveness and Competitiveness of Northern Kurzeme in Latvia and Saaremaa Island in Estonia;*
5. *ViSoEst by Bike – Go Cycling Through Vidzeme and Southern Estonia;*
6. *BayLink – Baltic Small Harbour Network.*

These are various initiatives, mostly concentrating on investment undertakings realized by partners from two countries - usually within the scope of the common borderline area. They add to development of cross-border cooperation and increasing touristic attractiveness of the area.

Two projects refer to certification of beaches in the Blue Flag system (altogether 10 beaches will be included in the system, along with improving tourists safety and quality of the environment, plus promotional activities.

Three other projects refer to building the active tourism infrastructure with regard to winter sports, cycling and water tourism, along with promotional activities and preparing documentation for further investments in the cross-border region.

One of the projects refers to building infrastructure for servicing small passenger ships in four small Baltic ports in the two countries.

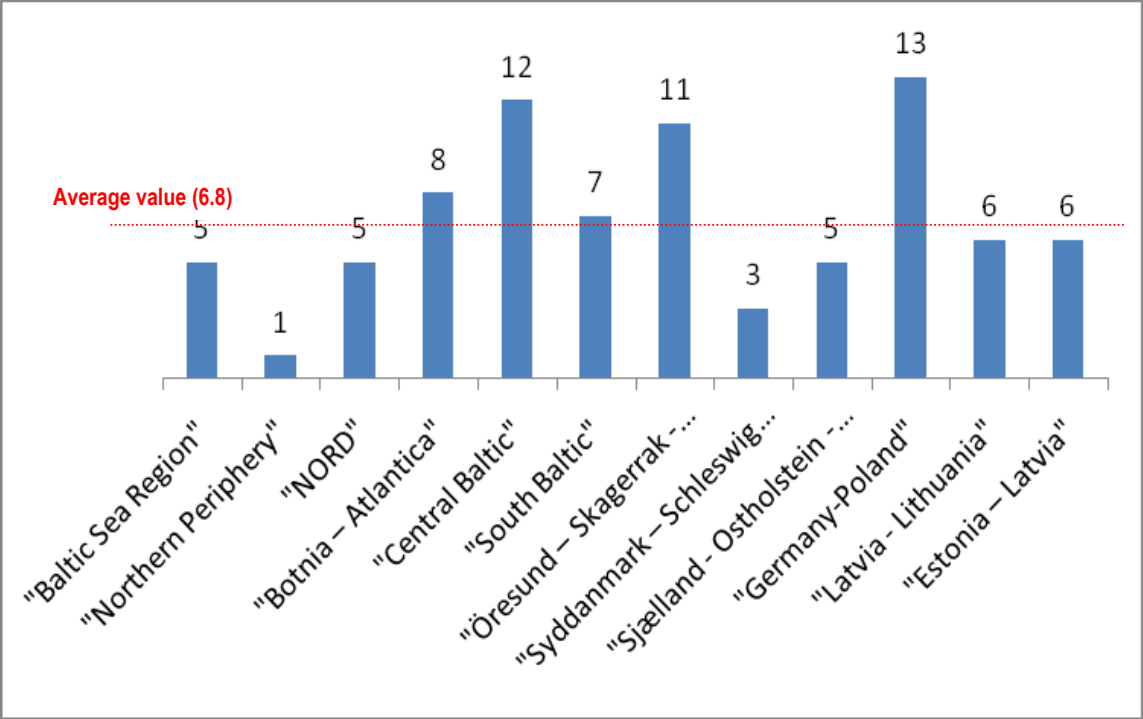
4. Conclusions from the conducted analysis

The following conclusions were drawn on the basis of the conducted analysis:

- a) **The number of projects concurrent with principles of priority 12 of EUSBSR, realized within the frameworks of 12 programs is 82.**

The list of the number of projects in particular programs is presented in chart 1.

Chart 1. The number of projects incorporated in realization of priority 12 of the Strategy in the analyzed EWT programs for the years 2007 - 2013 in the Baltic Sea region.



Source: own study

General number of projects in particular programs is from 1 to 13, 6.8 on average (i.e. 7 projects).

Most projects (13) are realized within the scope of the cross-border program Germany-Poland (Mecklenburg-Vorpommern/Brandenburg – Zachodniopomorskie). More than 10 projects are realized within the scope of "Central Baltic" (12) and Öresund – Skagerrak – Kattegatt (11) program.

Just one project is realized in the "Northern Periphery" Program. There are most touristic projects, yet usually they do not include the Baltic Sea Region.

Six from among the analyzed projects (7%) are implemented within the scope of two cross-border cooperation programs INTERREG IVB – "Baltic Sea Region" (5 projects) and "Northern Periphery" (1 project).

Subsidy for the projects implemented within the scope of INTERREG IVB program constitutes 10.86% of the total subsidy value from the EFRR for identified projects compliant with priority 12 of EUSBSR (99 345 922 EUR). This results from a greater than average subsidy amount for projects realized within the frameworks of the trans-national component.

- b) The total subsidy amount for the 82 projects incorporated in realization of priority 12 of EUSBSR from EFRR resources within the frameworks of the 12 analyzed EWT programs is almost 100 million EUR (99 345 922 EUR), i.e. approx. 11.5% of the sum from the resources intended for supporting EWT programs from EFRR resources in the Baltic Sea region (906 889 270 EUR).**

Detailed financial data is provided in table 2.

Table 2. The amount of EFRR subsidy for projects incorporated in priority 12 of the Strategy within the frameworks of 10 analyzed EWT programs

Pos.	Program	EFRR subsidy amount for the program (EUR)	EFRR subsidy amount for the projects (EUR)	% of resources within the scope of the program
1	"Baltic Sea Region" Program	230 642 709	10 139 400	4,40%
2	"Northern Periphery" Program	35 115 126	645 701	1,84%
3	"NORD" Program	33 966 446	772 420	2,27%
4	"Botnia – Atlantica" Program	30 468 668	2 948 541	9,68%
5	"Central Baltic" Program	102 179 011	12 401 719	12,14%
6	"South Baltic" Program	60 735 659	7 403 638	12,19%
7	"Öresund – Skagerrak – Kattegatt" Program	111 611 517	10 965 759	9,82%
8	"Syddanmark – Schleswig – K.E.R.N." Program	44 311 398	1 894 272	4,27%
9	"Sjælland - Ostholstein - Lübeck – Plön"	22 900 000	5 544 108,9	24,21%

	Program			
10	"Mecklenburg-Vorpommern/Brandenburg - Zachodniopomorskie" Program	132 812 670	29 729 768	22,38%
11	"Latvia - Lithuania" Program	63 917 517	9 376 551,66	14,67%
12	"Estonia – Latvia" Program	38 228 549	7 524 044	19,68%
TOTAL		906 889 270	99 345 922	11,46%

Source: own study

The total amount of EFRR subsidy for projects realized within the frameworks of INTERREG IVB component is 10 785 101 EUR, what constitutes 4% of the general EFRR allocation sum intended for supporting the two programs of the trans-national component.

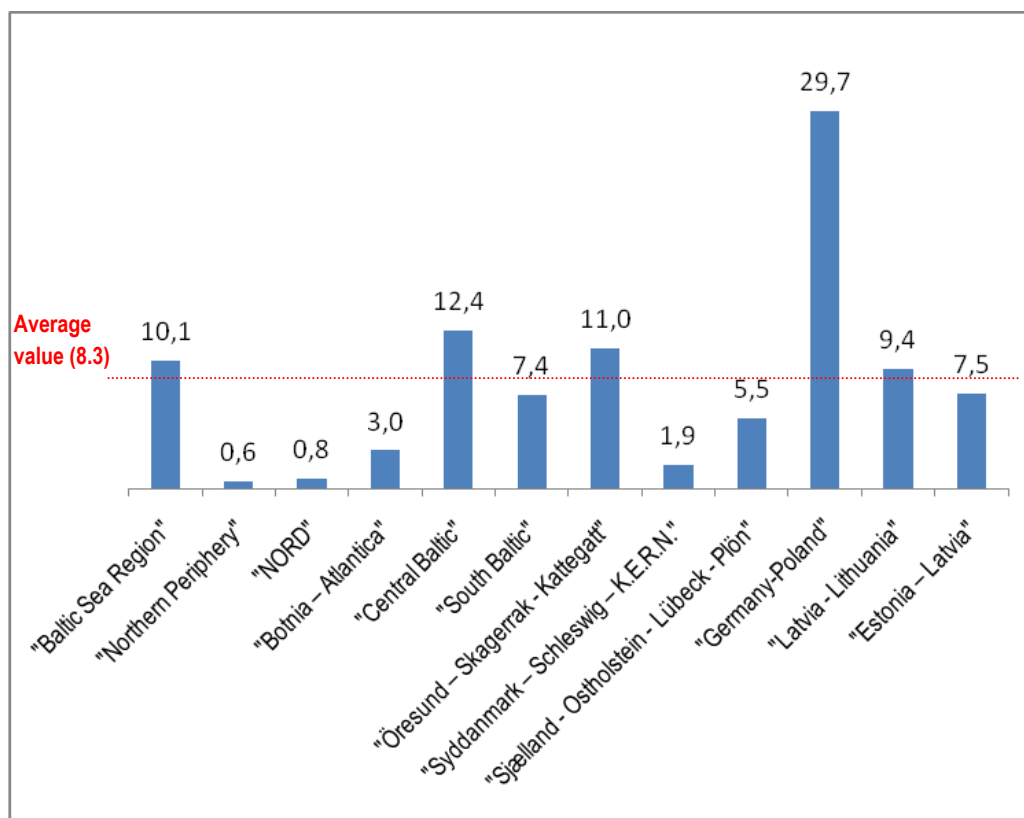
Other projects (76, i.e. 93% of the total number of the analyzed projects) are realized within the frameworks of 10 cross-border cooperation programs.

The EFRR subsidy amount for realization of projects compliant with Priority 12 of EUSBSR within the frameworks of INTERREG IVA component is 88 560 821 EUR, i.e. 89.14% of the total EFRR subsidy amount for the identified projects concurrent with priority 12 of EUSBSR (99 345 922 EUR).

This constitutes approx. 13.8% of the total EFRR allocation value intended for supporting INTERREG IVA cross-border cooperation programs in the Baltic Sea region (641 131 435 EUR).

The average subsidy amount for the projects is approx. 1.2 million EUR – exactly 1 211 536.6 EUR, though projects within the frameworks of transnational cooperation component (INTERREG IVB) get more financial support - 1 797 516.8 EUR, while projects within the frameworks of cross-border cooperation component get an average financial support at a level of 1 165 274 EUR.

Chart 2. The amount of resources intended for supporting projects within the scope of priority 12 of EYSBSR (in million EUR)



Source: own study

The biggest amount intended for supporting the realization of priority 12 of the Strategy is provided within the scope of "Mecklenburg-Vorpommern/Brandenburg – Zachodniopomorskie" program (almost 30 million EUR).

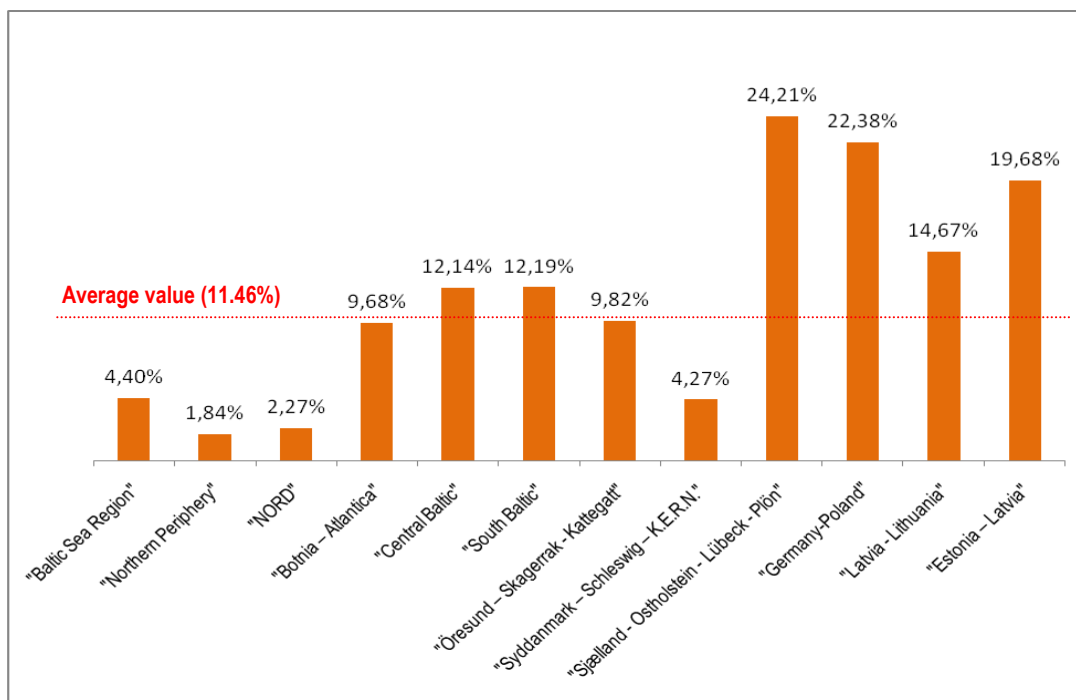
Large sums are also spent in programs such as "Central Baltic" (over 12 mln EUR), "Öresund – Skagerrak – Kattegatt" (almost 11 mln EUR), "Baltic Sea Region" (over 10 mln EUR), "Latvia-Lithuania" (over 9 mln EUR), "South Baltic" and "Estonia – Latvia" (over 7 mln EUR).

Smallest amounts are intended for "Northern Periphery" and "NORD" program (<1 mln EUR) and "Syddanmark – Schleswig – K.E.R.N." (< 2 mln EUR).

Comparison of amounts intended for supporting the projects within the scope of priority 12 of EUSBSR within the frameworks of particular programs is presented in chart 2.

Comparison of contribution of amounts intended for supporting the projects within the scope of priority 12 of EUSBSR to the general subsidy amount within the frameworks of particular programs is presented in chart 3.

Chart 3. % contribution of amounts intended for supporting projects within the scope of priority 12 of EUSBSR to the general subsidy value granted in particular programs



Source: own study

In relation to percentage values, independent of the program's size, most resources spent on tourist projects are provided in the following programs: "Sjælland - Ostholstein - Lübeck – Plön" (>24% allocation), "Mecklenburg-Vorpommern/Brandenburg – Zachodniopomorskie" (> 22% allocation), "Estonia – Latvia" (almost 20% allocation).

A bit more than the average (11.46%) is spent for supporting priority 12 of EUSBSR in the following programs: "Central Baltic", "South Baltic". Significantly more resources within this scope are spent in the programs: "Sjælland - Ostholstein - Lübeck – Plön", "Mecklenburg-Vorpommern/Brandenburg – Zachodniopomorskie", "Latvia – Lithuania" and "Estonia – Latvia".

The smallest percentage of resources is spent on the priority within the frameworks of the programs: "Northern Periphery" (<2%), "NORD" (2,27%), "Syddanmark – Schleswig – K.E.R.N." (4,27%) and "Baltic Sea Region" (4,4%).

The programs such as "Botnia-Atlantica" and "Öresund – Skagerrak – Kattegatt" are located slightly lower, contrary to "Baltic Sea Region", "Northern Periphery", "NORD", "Syddanmark – Schleswig – K.E.R.N.", which spend more resources on supporting priority 12 of EUSBSR, significantly less than the average % of resources.

c) Involvement of partners from particular countries can be compared on the scale of the Baltic Sea region

Altogether 664 partners¹ from 9 Baltic European countries and 8 partners from other European regions (and USA, in the case of "Northern Periphery"), participate in the projects implementation realizing projects within the scope of priority 12 of the Strategy. 8 entities cooperate in one project, on average.

It must be remembered that particular countries within the Baltic Sea region do not participate in the same number of programs. This is reflected in activity of partners from a given country, because the more programs there area, the more possibilities the partners have to realize common projects. Comparison of the number of programs in which a given European country takes part is presented in table 3:

Table 3. The number of EWT programs in which Baltic Europe countries participate

Pos.	Country	Number of programs in which a country participates	Within the trans-national cooperation (INTERREG IVB)	Within the cross-border cooperation (INTERREG IVA)
1	Denmark	5	1	4
2	Germany	5	1	4
3	Poland	3	1	2
4	Lithuania	3	1	2
5	Latvia	4	1	3
6	Estonia	3	1	2
7	Finland	5	2	3
8	Sweden	7	2	5
9	Norway	5	2	3

Source: own study

Scandinavian countries and Germany have access to a greater number of programs than e.g. Baltic countries or Poland (4 programs is the average).

Detailed list of involvement of partners from particular countries is presented in Table 4.

¹The actual number of institutions taking part in the projects can be smaller since, in some cases, one entity can participate in several projects realized within the frameworks of several programs (e.g. participating in "South Baltic" and BRS project at the same time).

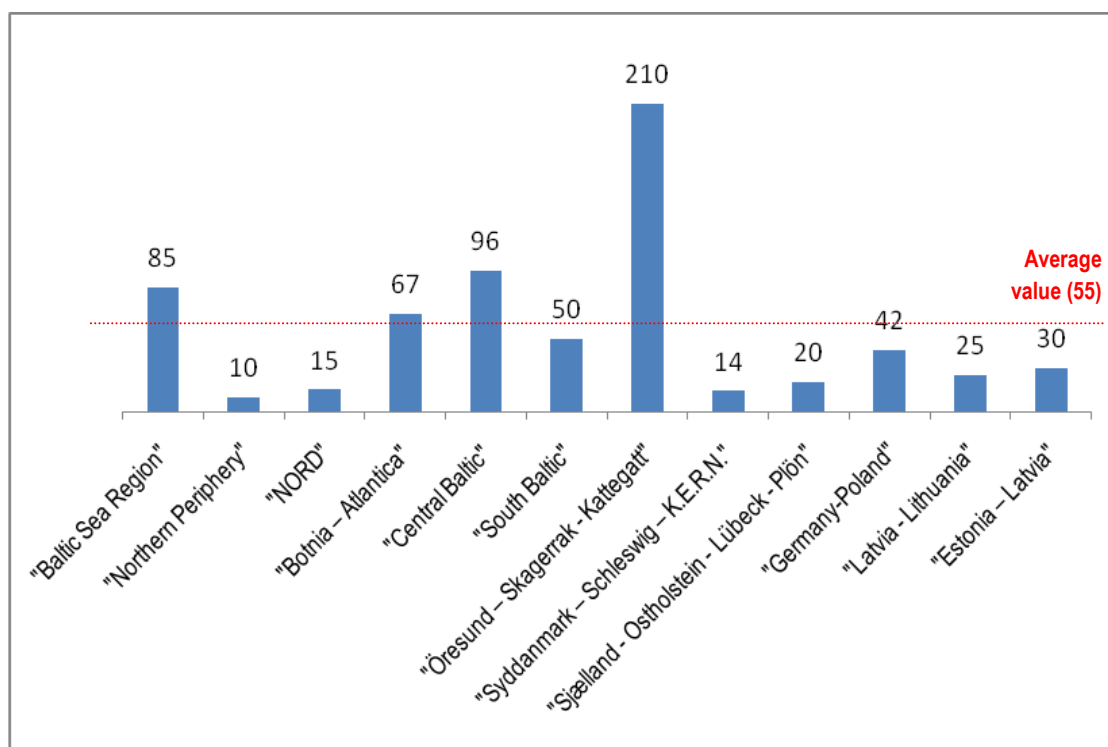
Table 4. The number and division of partners realizing the projects within priority 12 of the Strategy, as divided into the country of origin

Pos.	Program	Number of partners from particular countries										Sum for the program	% contribution of the partners in the total number of partners involved in EWT projects
		Denmark	Germany	Poland	Lithuania	Latvia	Estonia	Finland	Sweden	Norway	Other		
1	"Baltic Sea Region" Program	8	23	9	9	9	8	7	8	2	2	85	13%
2	"Northern Periphery" Program							2	2		6	10	2%
3	"NORD" Program							5	7	3		15	2%
4	"Botnia – Atlantica" Program	1						17	30	19		67	10%
5	"Central Baltic" Program					3	42	28	23			96	14%
6	"South Baltic" Program	3	11	19	6				11			50	8%
7	"Öresund – Skagerrak - Kattegatt" Program	61							91	58		210	32%
8	"Syddanmark – Schleswig – K.E.R.N." Program	7	7									14	2%
9	"Sjælland - Ostholstein - Lübeck - Plön" Program	10	10									20	3%
10	"Mecklenburg-Vorpommern/Brandenburg - Zachodniopomorskie" Program		21	21								42	6%
11	"Latvia - Lithuania" Program				12	13						25	4%
12	"Estonia – Latvia" Program					21	9					30	5%
Total number of partners		90	72	49	27	46	59	59	172	82	8	664	100%
% contribution in the total number of partners		14%	11%	7%	4%	7%	9%	9%	26%	12%	<1%	100%	
Number of programs in which a country participates		5	5	3	3	4	3	5	7	5	3		

Source: own study

The list of number of partners, as divided into particular programs, is presented in chart 4, while involvement of Baltic countries in the tourist projects is shown in chart 5.

Chart 4. The number of partners in projects incorporated in priority 12 of the Strategy within the frameworks of 9 analyzed EWT programs for the years 2007-2013



Source: own study

The greatest number of partners is involved in projects within the frameworks of the cross-border cooperation program "Öresund – Skagerrak – Kattegatt" (210, what constitutes almost 1/3 of all partners realizing projects within the scope of EWT programs in the Baltic Sea region).

This is a unique feature of the program, because some projects are participated even by several dozen partners (e.g. "Rekretive Rutter" project - 65 entities).

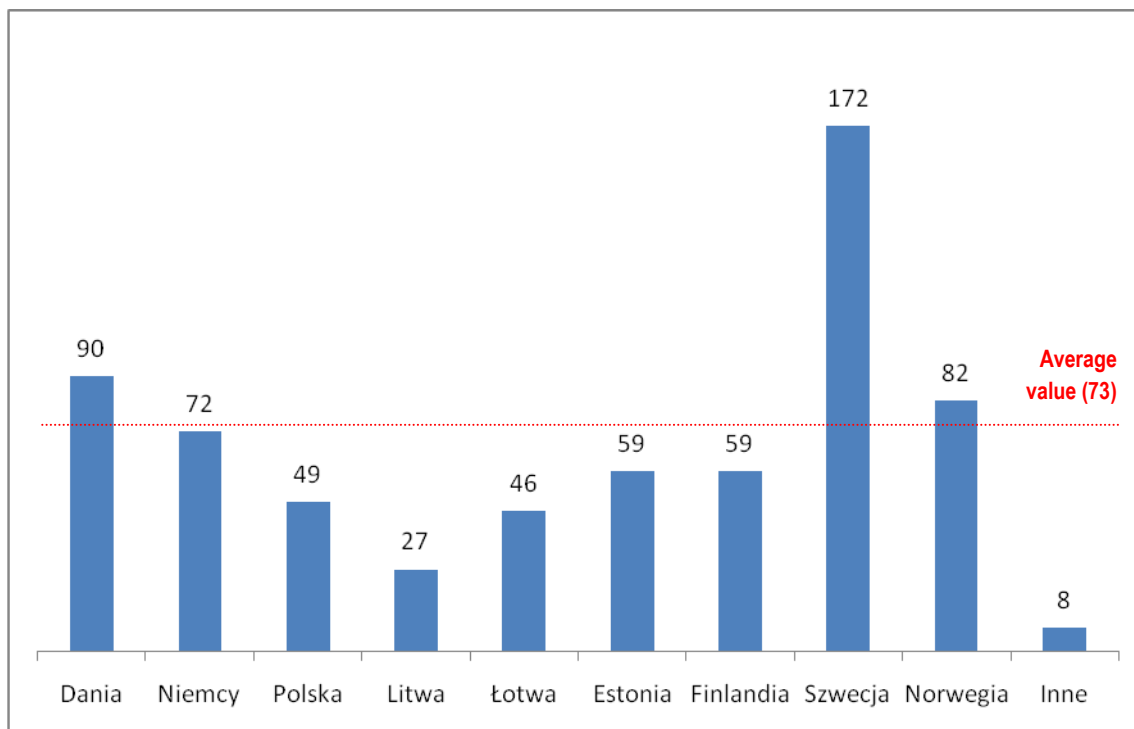
A great number of partners (96) cooperate within the scope of "Central Baltic" program (14%).

The number of partners within the scope of the trans-national cooperation INTERREG IVB Baltic Sea Region" is also significant, i.e. 85 (13%). This results from the range of the program, including the entire Baltic Sea region, and the need to involve many entities from many countries (component "B").

The contribution of entities realizing projects within the frameworks of "Botnia-Atlantica" (10%, 67 partners) is also significant.

The partnership of other programs is less developed and from 10 to 50 partners participate in that.

Chart 5. The number of partners from particular countries realizing projects within the frameworks of 12 EWT programs in the years 2007-2013, incorporated in priority 12 of the Strategy



Source: own study

As far as partners' activity is concerned, Sweden is dominant (172 partners from the entire country realize the projects). Average activity (not taking into account other countries) is 73 partners from a given country, participating in projects concurrent with priority 12 of EUBSR.

A greater than average, also because of the number of available programs, is activity of partners from Denmark and Norway².

In this background the contribution of other partners is rather balanced - only the activity in Lithuania is relatively smaller (only 27 partners).

d) The most active countries, as far as projects leadership is concerned, is Denmark and Sweden.

The Danes and Swedes run more than 50% of all projects realized within the Strategy priority. Other countries are much less active.

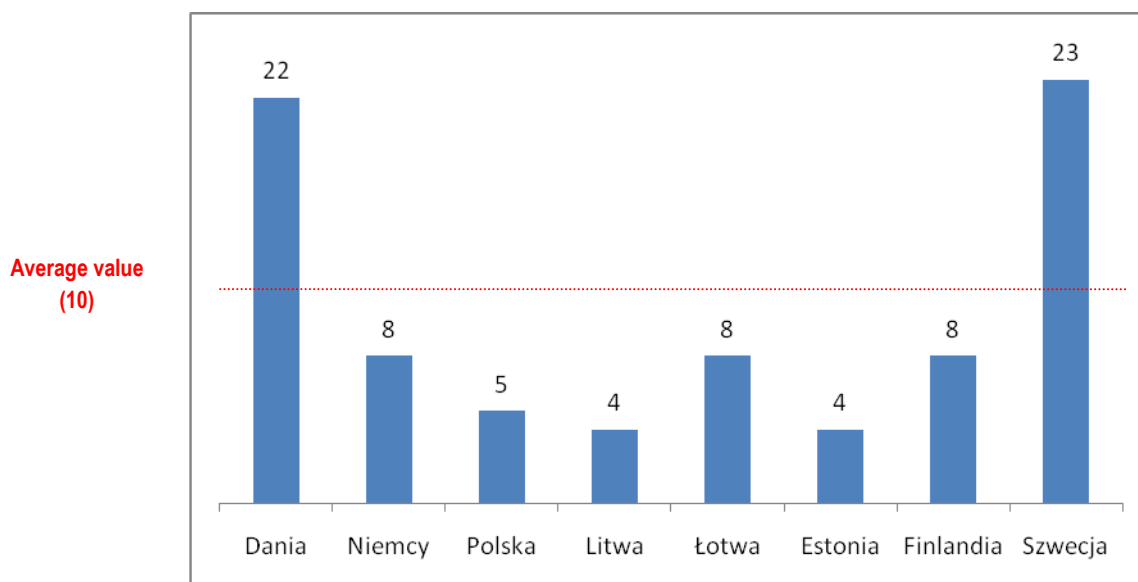
It must be noticed that Norway is not a EU country and, despite a significant number of partners (co-financed from Norway funds) projects leaders cannot be appointed.

² In the case of these three countries a decisive impact on such a great number of partners involved in the projects is the "Sjælland - Ostholstein - Lübeck - Plön" program, in which much more partners are attributed to projects than in the case of other programs (u to 65 in one project).

Other countries are significantly less active and their partners, as leaders, realize from 4 (Lithuania) to 8 (Finland and Germany) projects.

The list of leading partners (coordinating realization of particular projects) , as divided into countries, is shown in chart 6.

Chart 6. The number of leading partners from particular countries realizing projects within the frameworks of 12 EWT programs in the years 2007-2013



Source: own study

e) The projects are quite well incorporated into "cooperative actions" defined in priority 12 of EUSBSR.

By "incorporation" one means compliance of goals and activities planned to be realized within the frameworks of the project with "cooperative action" provided later on.

Both for the task (1) (*Highlight and optimise the sustainable tourism potential*), as the task 2 (*Network and cluster stakeholders of the tourism industry and tourism education bodies*), majority of the analyzed projects (adequately 61 out of 82 projects for the cooperative action 1, what gives 74%, and 64 out of 82 projects for the cooperative action 2, what gives 78%), are incorporated in plans of priority 12 of EUSBSR.

Great dispersion between the values can be noticed in particular programs.

In the case of action 2 assessment was especially difficult, because description of majority of projects within the scope of the cooperation networks disregards the information whether a given network includes only public entities, or also private ones and scientific institutions. Therefore the issue should be a subject of a thorough analysis.

A list of sizes of projects incorporated in the actions defined in the Strategy is presented in table 5.

Table 5. Compliance of projects with "cooperative actions" 1 and 2 defined within the frameworks of Priority of EUSBSR

Pos.	Program	The total number of projects in a program	Concurrence with cooperative action defined within the frameworks of priority of the Strategy			
			(1) Highlight and optimise the sustainable tourism potential		(2) Network and cluster stakeholders of the tourism industry and tourism education bodies	
			Number of projects	% of projects	Number of projects	% of projects
1	"Baltic Sea Region"	5	4	80%	5	100%
2	"Northern Periphery"	1	1	100%	1	100%
3	"NORD"	5	3	60%	5	100%
4	"Botnia – Atlantica"	8	1	13%	8	100%
5	"Central Baltic"	12	8	67%	7	58%
6	"South Baltic"	7	3	43%	6	86%
7	"Öresund – Skagerrak - Kattegatt"	11	10	91%	11	100%
8	"Syddanmark – Schleswig – K.E.R.N."	3	3	100%	3	100%
9	"Sjælland - Ostholstein - Lübeck - Plön"	5	5	100%	4	80%
10	"Mecklenburg-Vorpommern/Brandenburg - Zachodniopomorskie"	13	12	92%	2	15%
11	"Latvia - Lithuania"	6	5	83%	6	100%
12	"Estonia – Latvia"	6	6	100%	6	100%
TOTAL/AVERAGE		82	61	74%	64	78%

Source: own study

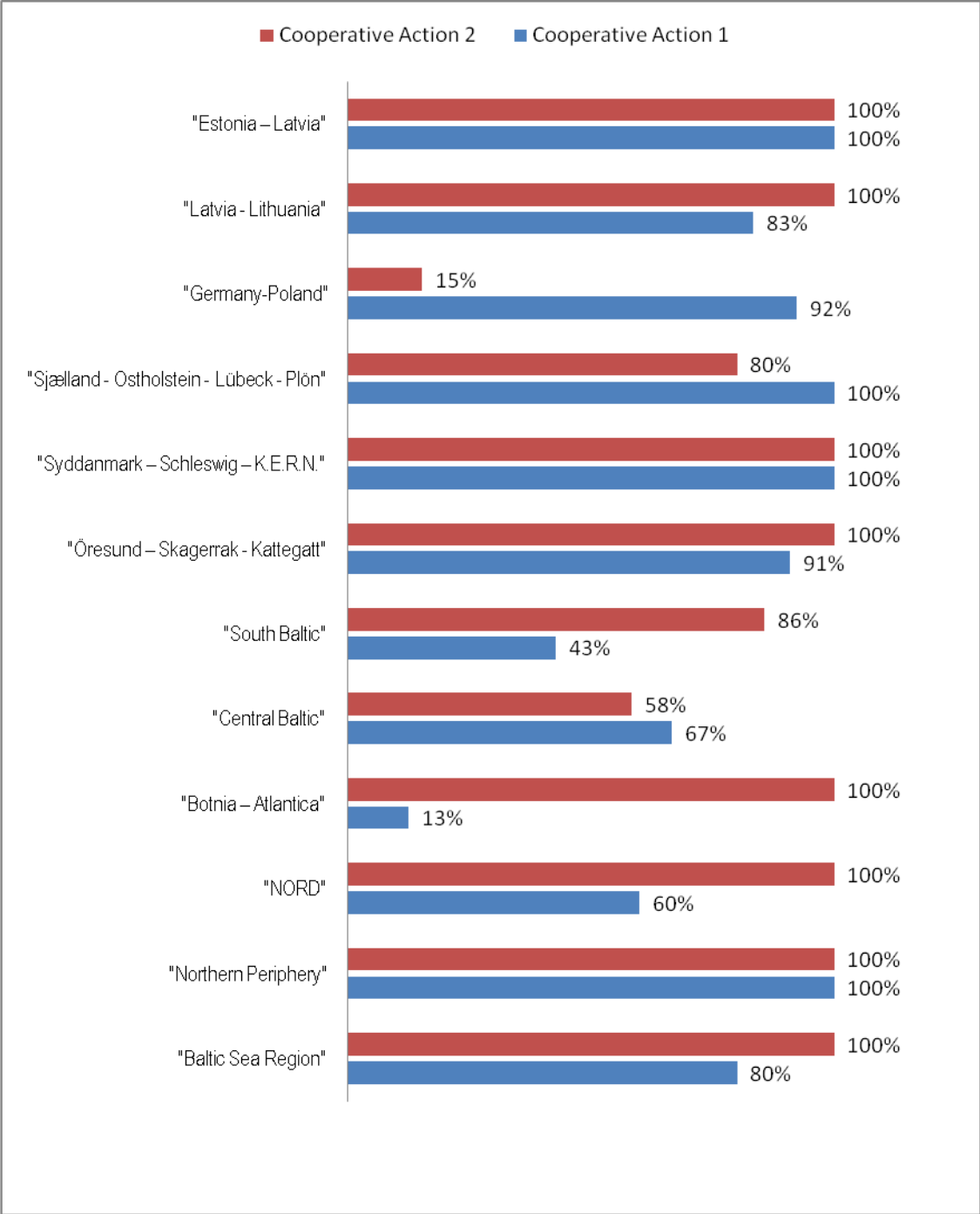
For Priority 1 below the average (being 74%) concurrence there is a compliance of projects within the scope of the programs: "Botnia – Atlantica" (only 13%), as well as "South Baltic" and "Central Baltic" and "Nord" (adequately 43%, 67% and 60%). This means that the programs less effectively realize the strategy priority pertaining to a balanced development of the tourism potential.

The situation is analogical in the case of priority 2, much below the average (being 78%) concurrence there is a compliance of projects within the scope of the programs "Mecklenburg-Vorpommern/Brandenburg - Zachodniopomorskie" (only 15%), as well as "Central Baltic" (58%). This means that the programs less effectively realize the strategy

priority pertaining to forming of the cooperation network and clusters with a contribution entities from tourism industry and educational institutions.

Chart 7 presents a percentage distribution of projects' concurrence within the analyzed programs, with cooperation areas indicated in priority 12 of the Strategy.

Chart 7. Projects' concurrence within the frameworks of 12 EWT programs with cooperation areas indicated in priority 12 of the Strategy



Source: own study

f) Compliance with directions defined in "flagship projects" is quite diverse in particular flagships.

A list of sizes of the number of projects incorporated in the flagship projects in the Strategy is presented in table 6.

Table 6. Compliance of projects with "flagship projects" defined within the frameworks of Priority 12 of EUSBSR

Pos.	Program	Number of projects	FLAGSHIP PROJECTS							
			Attract tourists to rural areas especially the coastal ones		Facilitate environmentally sustainable ferries and cruise vessels in the Baltic Sea		Promote the cultural heritage and the unique landscapes		Develop strategies for sustainable tourism	
1	"Baltic Sea Region"	5	3	60%	0	0%	4	80%	4	80%
2	"Northern Periphery"	1	1	100%	0	0%	0	0%	1	100%
3	"NORD"	5	4	80%	0	0%	2	40%	1	20%
4	"Botnia – Atlantica"	8	6	75%	0	0%	4	50%	0	0%
5	"Central Baltic"	12	4	33%	1	8%	7	58%	2	17%
6	"South Baltic"	7	6	86%	0	0%	7	100%	1	14%
7	"Öresund – Skagerrak - Kattegatt"	11	6	55%	0	0%	5	45%	6	55%
8	"Syddanmark – Schleswig – K.E.R.N."	3	1	33%	0	0%	2	67%	2	67%
9	"Sjælland - Ostholstein - Lübeck - Plön"	5	4	80%	0	0%	4	80%	2	40%
10	"Mecklenburg-Vorpommern/Brandenburg - Zachodniopomorskie"	13	12	92%	0	0%	1	8%	0	0%
11	"Latvia - Lithuania"	6	4	67%	0	0%	3	50%	2	33%
12	"Estonia – Latvia"	6	3	50%	1	17%	3	50%	1	17%
TOTAL/AVERAGE		82	54	68%	2	2%	42	52%	22	37%

Source: own study

Approximately 2/3 (68%, i.e. 54 out of 82 projects) are incorporated in the flagship projects area No. 1, which is "Attract tourists to rural areas especially the coastal ones".

The area is poorly developed in "Central Baltic" and "Syddanmark – Schleswig – K.E.R.N." programs, where only 1/3 of the projects are incorporated in the flagship project area.

The concurrence is quite fine when it comes to "Northern Periphery", "NORD", "South Baltic" and "Germany – Poland" programs, where it is from 80 to 100% of projects realized in these programs..

Only 2 projects (2% of the total number of projects) are incorporated in the flagship projects area No. 2, which is "Facilitate environmentally sustainable ferries and cruise vessels in the Baltic Sea.

Only 2 out of 82 analyzed projects refer directly to passenger navigation (one in the programs: "Central Baltic" and "Estonia – Latvia").

Quite possibly this results from the fact that subjects of the navigation projects include other priorities, not related to tourism issues, and included in other priorities of the Strategy.

Approximately half of them, i.e. 52% (42 out of 82 projects) are incorporated in the flagship projects area No. 3, which is "Promote the cultural heritage and the unique landscapes".

This area is rather poorly developed in "Northern Periphery (because only one project is present there and its subject is hunting tourism) and "Germany - Poland" (where investment projects are dominant, without promotional aspects).

The concurrence is quite fine when it comes to "Baltic Sea Region", "South Baltic", "Syddanmark – Schleswig – K.E.R.N.", "Sjælland - Ostholstein - Lübeck - Plön" programs, where it is from 67 to 100% of projects realized in these programs.

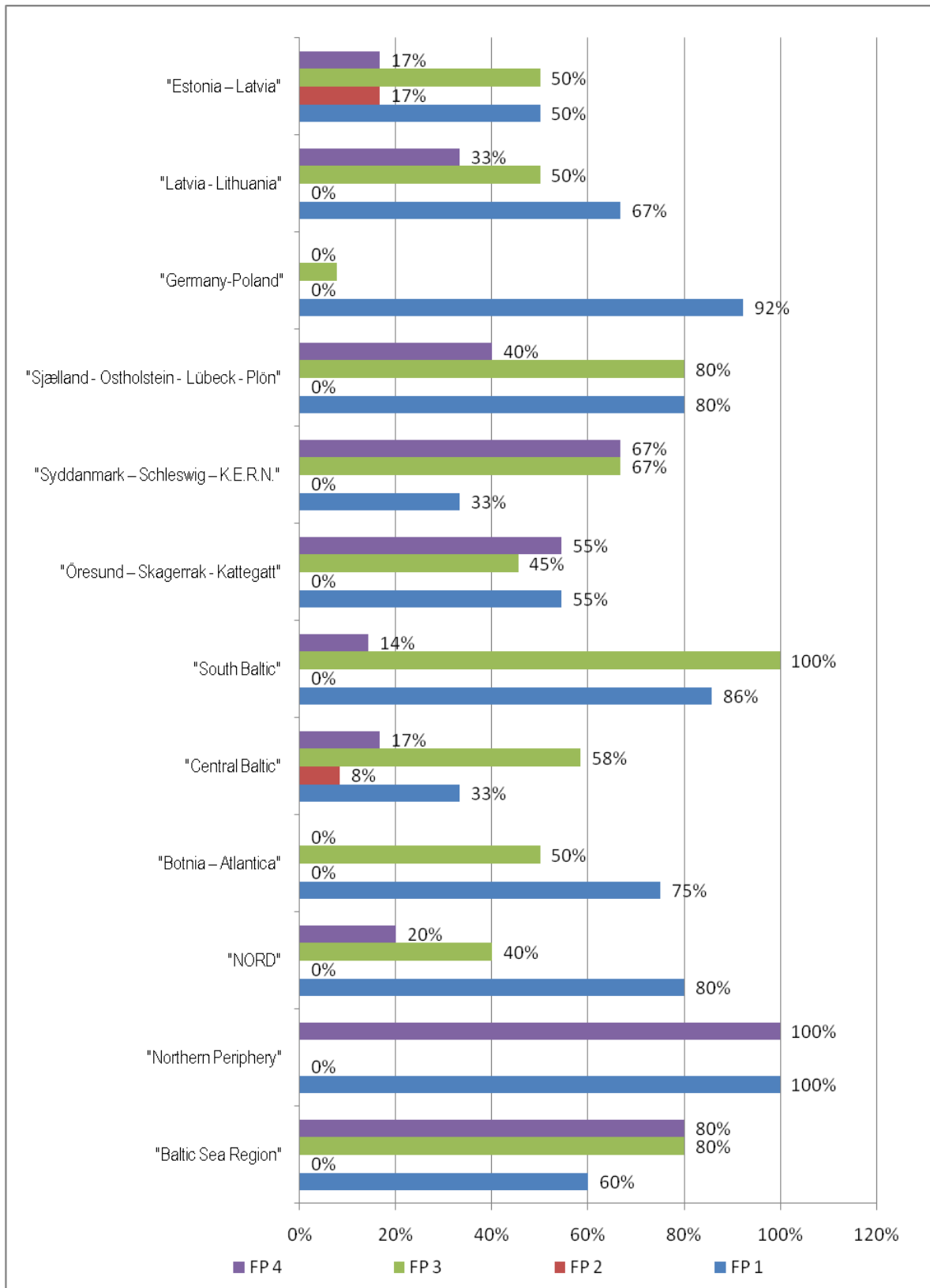
Approximately 1/3 (37%, i.e. 22 out of 82 projects) are incorporated in the flagship projects area No. 4, which is "Develop strategies for sustainable tourism".

This area is poorly developed in the following programs "Botnia – Atlantica", "Germany-Poland" (no concurrent projects), "Central Baltic", "South Baltic", "NORD", "Estonia – Latvia". Only 14% - 17% of the projects are concurrent with their flagship area for the programs.

Projects concurrence looks quite well when it comes to "Northern Periphery", "Baltic Sea Region", "Öresund – Skagerrak - Kattegatt" and "Syddanmark – Schleswig – K.E.R.N." programs. 55 to 100% of projects in the programs are incorporated in the area of flagship projects.

A collective list of percentage concurrence within the frameworks of the analyzed programs - towards flagship projects - is presented in chart 8.

Chart 8. Projects' concurrence within the frameworks of 12 EWT programs with flagship projects in priority 12 of EUSBSR



Source: own study

g) Realization of horizontal actions defined in the Strategy is high but diverse in particular projects and programs

Approximately 2/3 of the analyzed projects (50 out of 82, what gives exactly 68%) are incorporated in the "horizontal action" compliant with priority 12 of EUSBSR ("*Build a regional identity*").

Detailed comparison of the projects' concurrent in particular programs, with EUSBSR, is provided in table 7 and chart 9.

Table 7. Compliance of projects with "horizontal action" defined in the Strategy within the frameworks of Priority 12

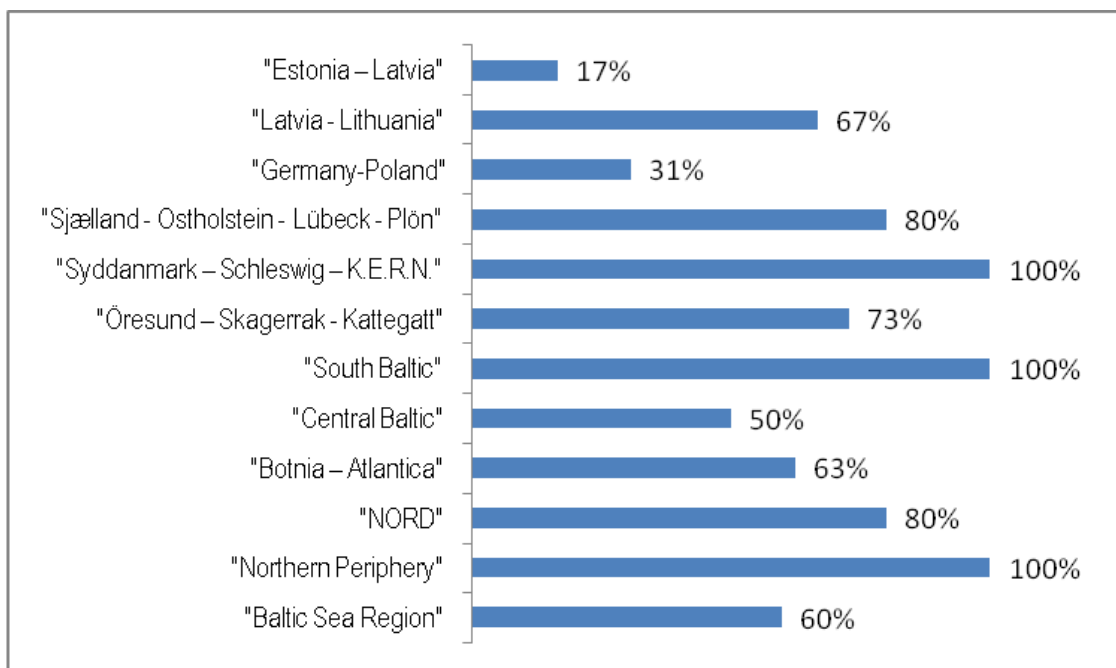
Pos.	Program	Number of projects	HORIZONTAL ACTIONS Build a regional identity	
1	"Baltic Sea Region"	5	3	60%
2	"Northern Periphery"	1	1	100%
3	"NORD"	5	4	80%
4	"Botnia – Atlantica"	8	5	63%
5	"Central Baltic"	12	6	50%
6	"South Baltic"	7	7	100%
7	"Öresund – Skagerrak - Kattegatt"	11	8	73%
8	"Syddanmark – Schleswig – K.E.R.N."	3	3	100%
9	"Sjælland - Ostholstein - Lübeck - Plön"	5	4	80%
10	"Mecklenburg-Vorpommern/Brandenburg - Zachodniopomorskie"	13	4	31%
11	"Latvia - Lithuania"	6	4	67%
12	"Estonia – Latvia"	6	1	17%
SUMA		82	50	68%

Source: own study

Projects realized in the programs: "Northern Periphery", "South Baltic" and "Syddanmark – Schleswig – K.E.R.N.", where the action is a subject of all projects, are especially well incorporated in the area of this priority. The majority, i.e. 4 out of 5 (what gives 80%) of projects, realized within the frameworks of "Sjælland - Ostholstein - Lübeck - Plön" program are also incorporated in the Strategy area.

This is less effectively realized in "Estonia – Latvia" program (only 17%, i.e. 1 out of 6 projects are incorporated in such horizontal action) and "Mecklenburg-Vorpommern/Brandenburg - Zachodniopomorskie" (4 out of 13 projects, i.e. 31% incorporated into such horizontal action). Also, in "Central Baltic" program just half out of 12 projects implemented in are concurrent with the provision of the Strategy.

Chart 9 Projects' concurrence within the frameworks of 12 EWT *programs with a horizontal action "build a regional identity", as indicated in priority 12 of EUSBSR*



Source: own study

h) Concurrence of actions defined in the analyzed projects with priorities of the 2nd Baltic Sea Tourism is very diverse in particular priorities

The projects, in a very diverse level, are incorporated in the priorities established during the conference in 2009.

Cooperation priorities related to ideas of common marketing activities (No. 1) and developing new, international tourism markets (No. 2) are realized just slightly (<10% projects in each of the priorities). Altogether only 9 projects are related to actions taken in these areas.

In a slightly better way actions related to investments in tourist infrastructure (No. 3), common Internet activities, creating information platforms (No. 6) are developed. They are realized in 35% and 25% of projects adequately. Altogether 50 of the analyzed projects refer to these two priorities.)

The cooperation priorities, referring to products and tourist services development in the Baltic Sea region (No. 4) and common promotional activities (No. 5), are realized to a greatest extent (adequately by 79% and 60% of projects), adequately in 61 and 42 projects.

Detailed comparison for the analyzed programs is provided in table 8.

Table 8. Compliance of the analyzed projects with cooperation priorities defined during the 2nd Baltic Sea Tourism Forum (2009)

Pos.	Program	Number of projects	Priorities of cooperation - 2 nd Baltic Sea Tourism Forum											
			1 A common market research concept		2 The development of new international markets		3 The development of infrastructure		4 The development of Baltic Sea region products and services		5 Common promotional activities		6 A common internet platform	
1	"Baltic Sea Region"	5	1	20%	1	20%	2	40%	5	100%	4	80%	1	20%
2	"Northern Periphery"	1	0	0%	0	0%	0	0%	1	100%	1	100%	1	100%
3	"NORD"	5	0	0%	0	0%	1	20%	5	100%	1	20%	0	0%
4	"Botnia – Atlantica"	8	0	0%	0	0%	0	0%	8	100%	3	38%	3	38%
5	"Central Baltic"	12	3	25%	2	17%	2	17%	7	58%	5	42%	3	25%
6	"South Baltic"	7	0	0%	0	0%	2	29%	7	100%	6	86%	5	71%
7	"Öresund – Skagerrak - Kattegatt"	11	1	9%	0	0%	2	18%	6	55%	7	64%	1	9%
8	"Syddanmark – Schleswig – K.E.R.N."	3	0	0%	0	0%	0	0%	2	67%	2	67%	0	0%
9	"Sjælland - Ostholstein - Lübeck - Plön"	5	1	20%	0	0%	1	20%	3	60%	4	80%	1	20%
10	"Mecklenburg-Vorpommern/Brandenburg - Zachodniopomorskie"	13	0	0%	0	0%	12	92%	8	62%	0	0%	2	15%
11	"Latvia - Lithuania"	6	0	0%	0	0%	5	83%	4	67%	5	83%	0	0%
12	"Estonia – Latvia"	6	0	0%	0	0%	6	100%	5	83%	4	67%	0	0%
TOTAL/AVERAGE		82	6	6%	3	3%	33	35%	61	79%	42	60%	17	25%

Source: own study

i) Detailed subjects of the projects

82 of the analyzed projects have a very diverse subjects, from typically investment projects, through researches and analyses, cooperation-building projects and such that support development of new tourist products, trainings and promotional projects.

The subjects of the projects are presented in table 9.

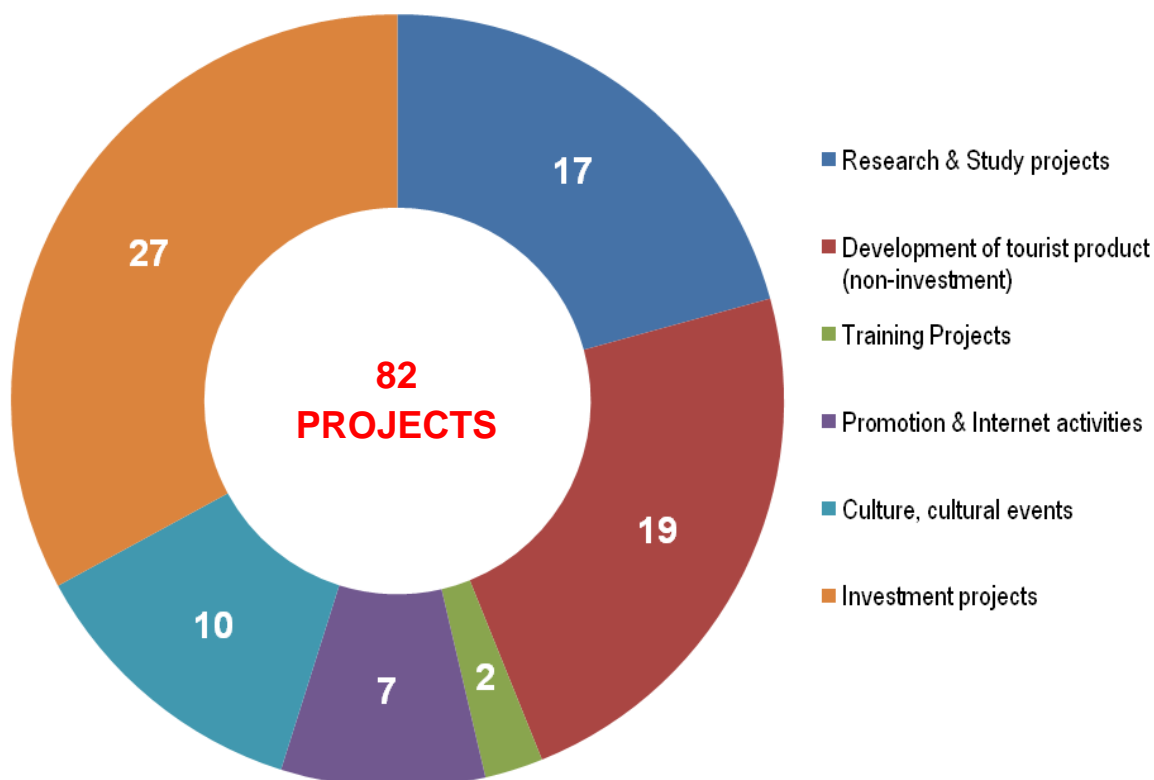
Table 9. The scope of projects incorporated in principles of priority 12 of EUSVSR

Pos	General and detailed subjects of the analyzed project	Number of projects
1	Researches and analyses	17 (21%)
	1 Researches - balanced tourism	8
	2 Researches - globalization	3
	3 Marketing researches	1
	4 Researches - equality of the sexes	1
	5 Researches - development of water and passenger transport	1
	6 Planning development of bicycle transport	3
2	Development of tourist products (non-investment support)	19 (23%)
	1 General development of cross-border products	2
	2 Development of active tourism	6
	3 Development of cultural tourism products	2
	4 Development of natural tourism products and ecotourism	6
	5 Development of culinary tourism	3
3	Training-related projects	2 (2%)
	1 Training and common educational standards	2
4	Promotion	7 (9%)
	1 Promotion of sailing	4
	2 Promotion in the Internet / promotional campaigns	3
5	Culture and cultural events	10 (12%)
	1 Common cultural events	4
	2 Cooperation with regard to presentation and development of the cultural offer	6
6	Investing in tourist infrastructure	27 (33%)
	1 Bicycle tourism infrastructure	8
	2 Natural tourism infrastructure	6
	3 Water tourism infrastructure	4
	4 Infrastructure in the beaches and coastal area	3
	5 Tourist information infrastructure	4
	6 Museums' infrastructure	1
	7 Pedestrian tourism infrastructure	1
TOTAL	82 (100%)	

Source: own study

Comparison of the leading subjects of projects can be found in chart 10.

Chart 10. Dominant topics of projects compliant with priority 12 of EUSBR



Source: own study

The subject of 17 analyzed projects are various researches and analyses.

The subject of eight research projects is a widely understood development of balanced tourism, assuming conducting of researches, analyses and cooperation meant to rationally use the natural potential of the Baltic Sea region, especially with regard to natural tourism (as well as cultural, seaside tourism, forest area and cognitive tourism, etc.).

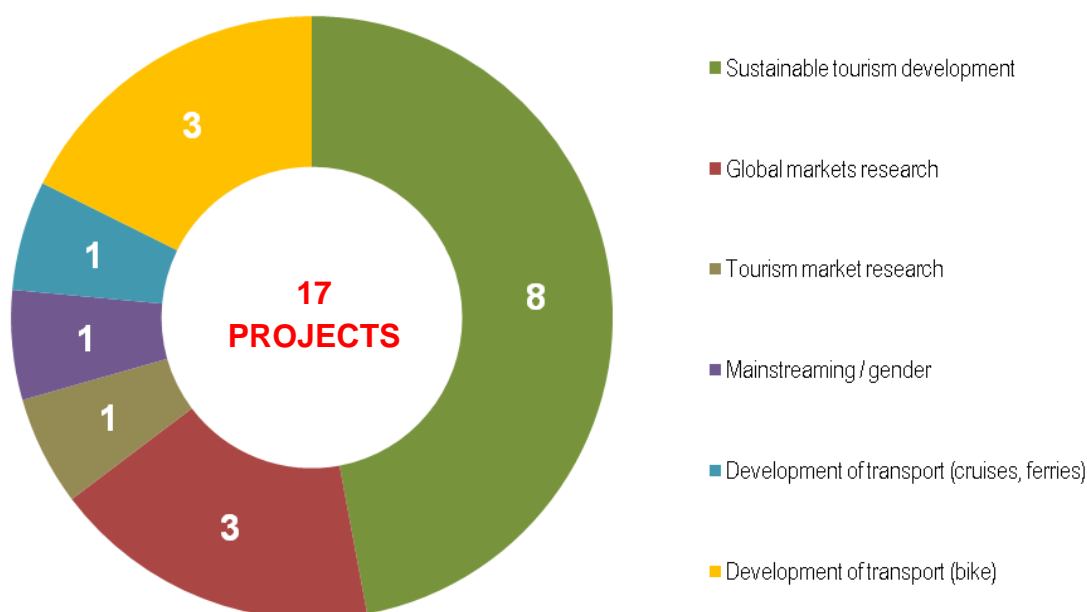
The subject of three research projects is globalization - analyses meant to define cooperation of the Baltic Sea region (also touristic cooperation) with Asia (China and Japan), in one case including promotional actions.

One research project realizes complex marketing research over tourist traffic, analyses and promotes the equality of the sexes in tourist cooperation networks and clusters, refers to transport analyses meant to develop water tourism and passenger navigation at the coastal areas.

Moreover, three projects support development of bicycle tourism, owing to preparing development plans and promoting bike transport in cities and boroughs.

Chart 11 presents distribution of subjects of projects in relation to researches and analyses.

Chart 11. Detailed subjects of the research projects compliant with priority 12 of EUSBR



Source: own study

The subject of two analyzed projects are training sessions and international certification of professional qualifications.

Seven projects refer first of all to promotional activity.

In the case of four projects the subject of promotional activities is sailing and sailing tourism. In three other cases these are typical promotional campaign or development of e-marketing tools.

10 projects refer to tourism development, owing to supporting the culture and cultural events and cooperation between cultural and touristic institutions.

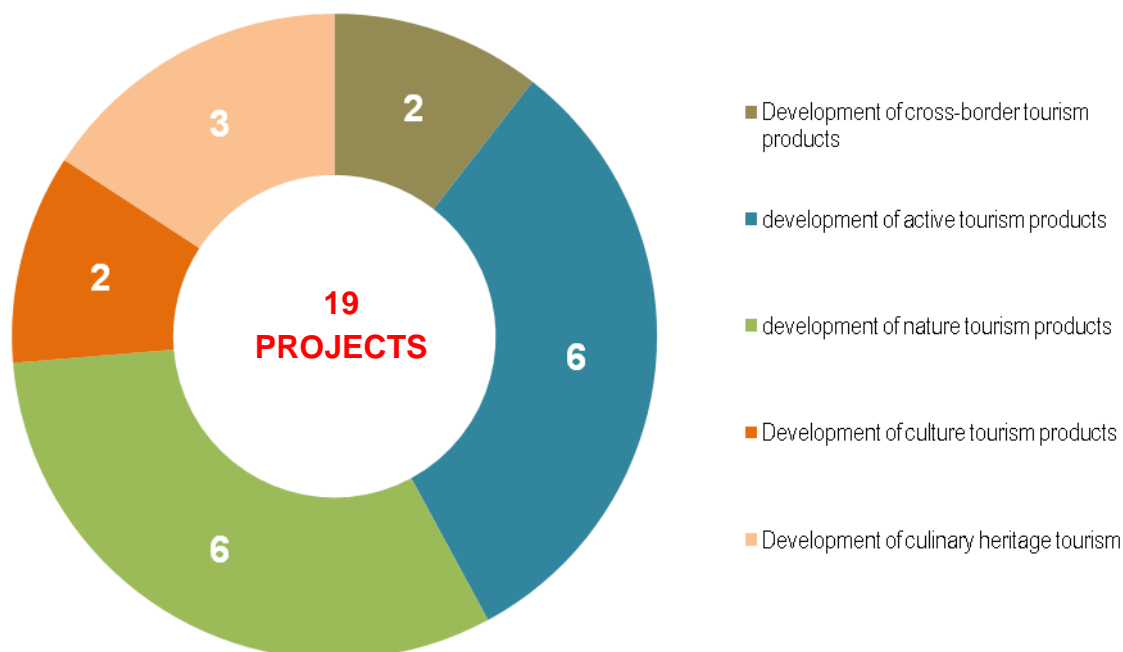
In this number the leading subject of four projects is organization of cross-border events, oriented for tourists and increasing touristic traffic. The subject of six other projects is development of cooperation, common presentation, exchange of experiences and employees between cultural facilities which are tourist attractions.

A subject of 19 projects is non-investment support of tourist products development, realized by means of various methods and tools.

Two of the projects from this group realize general, cross-border support of tourist products. The next six projects support development of active tourism products. The next six projects support development of natural tourism products and ecotourism. Two projects support development of cultural tourism products. The next three projects support development of culinary tourism.

Comparison of projects from this group can be found in chart 12.

Chart 12. Detailed subjects of projects supporting development of tourist products compliant with priority 12 of EUSBR (non-investment ones)



Source: own study

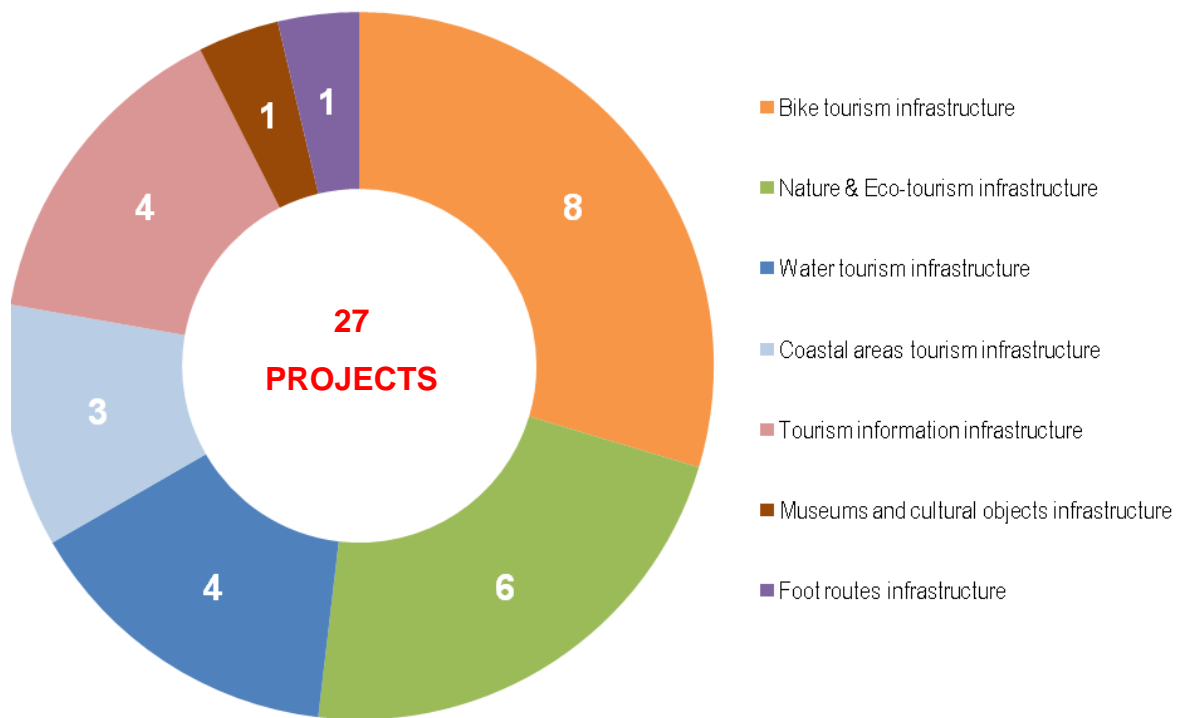
Finally, the leading subject of 27 projects are investment activities including investments in the cross-border tourist infrastructure.

The projects include activities meant to develop infrastructure of various forms of tourism:

- **Bicycle tourism** (8 projects, including 4 which refer to EuroVelo R-10 road);
- **Natural tourism** (6 projects: exhibitions, developing and providing attractive places protected with regard to tourist traffic, renovation of monumental parks);
- **Water tourism** (4 projects, out of which one refers to passenger navigation, three - river water tourism),
- **Infrastructure in the beaches and the coastal area** (3 projects – investments in the beaches, environmental protection, adapting the infrastructure to Blue Flag standards);
- **Tourist information infrastructure** - tourist information spots and systems (3 projects: tourist information spots located on islands and former railway stations, common marking of tourist trails and cities);
- **Investments in museums" infrastructure** – 1 projects (refurbishment, new arrangement of modern exhibitions);
- **Investment in infrastructure over long-distance pedestrian routes** - 1 project.

A list of detailed subjects of the investment projects can be found in chart 13.

Chart 13. Detailed subjects of the investment projects compliant with priority 12 of EUSBR



Source: own study

The chart shows that most actively developed is the active tourism - almost half of the investment projects refer to that (13 out of 27). Bicycle tourism - routes and cycling trails - is especially developed (8 projects).

There is a great number of projects realizing investments in natural tourism infrastructure, most often related to investment in providing and developing areas of high natural value, for which protection is guaranteed in many ways (6 projects).

5. Recommendations concerning further actions

The analysis showed great diversity and scale of activities taken in the Baltic Sea region, concurrent with tourist projects for the UE Strategy for the Baltic Sea region. They are realized not only because of the support from the EU funds, but they are also subsidized from state and regional funds.

The total subsidy value from EU resources for projects currently realized within the Baltic Sea region, concurrent with priority 12 of EUSBSR in the tourist area, is almost 100 million Euro.

This constitutes more than 11% of the total resources intended by the EU for supporting the European Territorial Cooperation in the Baltic Sea region. 82 projects *without ENPI funds) are supported from the resources.

The resources are additionally increased by state co-financing (own contribution of the project partners). Apart from EFRR and EWT programs there are also funds within the scope of cooperation projects of LEADER group (European Agricultural Fund). The aims of such projects are concurrent with principles of the Strategy and also required monitoring.

Quite a lot of the analyzed projects are concurrent with principles of the Strategy. The concurrence is, in many cases, "passive", because the projects are oriented in accordance with priorities of the programs, not the Strategy. At the same time, in many cases lack of a broader attitude to the strategy subject is visible, especially in the case of projects oriented to investments.

Most Internet websites of particular programs contains information about the EU Strategy document for the Baltic Sea Region, both in English and national languages. Therefore the idea of the Strategy is well known to beneficiaries of the projects realized within the programs.

Most projects are concurrent with activities planned within the scope of Priority 12 of EUSBSR, referring to identification and optimization of the tourist potential and building a network of clusters and connections between entities acting in the tourist branch.

Nevertheless the concurrence level with particular area of the four "Flagship Projects" is diverse and is from 2% to 68% in particular areas.

In many cases lack of a broader attitude to the strategy subject is visible, especially in the case of projects oriented to investments or time-restricted soft effects of the projects.

Durability of many effects resulting from the projects is also quite often limited to the project realization period. This, in particular, refers to the cooperation network and websites. Therefore it would be recommended to require the maintenance of such structures' and tools' durability in a longer period, min. 2-3 years after a project is completed, analogically to the durability period required for investment projects.

This would make realization of the projects difficult yet would enable its continuity and increase effectiveness of such created cooperation networks, structures and common tools.

It must be noticed that EUSBSR was formed and approved later than particular territorial cooperation programs in the Baltic Sea region. Because of that, in many situations, the projects concurrence with the Strategy is secondary or even accidental.

The key areas for the future projects realized within the frameworks of priority 12 of EUSBSR, especially effective for development of tourism in the Baltic Sea region, one can indicate the following initiatives based on the realized subjects of the projects:

AS FAR AS INVESTMENTS ARE CONCERNED:

- *Development of investments with regard to cross-border active tourism (roads and cycling routes, water tourism - sailing, canoeing, other tourist trails);*
- *Development of investments with regard to cross-border natural tourism - developing area of high natural value and making them available for tourists - with special attention paid to borderline areas ;*
- *Development of investments in cultural tourism infrastructure based on elements of common over-regional heritage;*
- *Development of investments in cross-border tourist information centres and systems (both in the space and IT solutions).*

AS FAR AS PROMOTION IS CONCERNED:

- *Common cross-border promotional campaigns for active tourism, especially sailing;*
- *Common cross-border promotional campaign for cultural tourism, organization of cross-border events;*
- *Promoting the Baltic Sea Region on the global market.*

AS FAR AS TARINIG IS CONCERNED:

- *Initiatives meant to prepare common educational standards and mutual recognition of diplomas and certificates;*
- *Projects meant to educate tourist guides at the cross-border areas;*

AS FAR AS CROSS-BORDER COOPERATION IS CONCERNED:

- *Cooperation and exchange of experiences between employees of cultural institutions, tourist organizations*
- *Cooperation with regard to developing new tourist products;*

The recommendations were prepared on the basis of an analysis of the 82 described projects, focusing on issues being a subject of interest of the project-makers and, on the other hand, generating specially high added value for development of tourist potential and increasing effectiveness of tourist structures in the Baltic Sea Region, pursuant to priority 12 of the Strategy.

In order to get more information about the Strategy implementation, it is recommended to take the following actions:

- 1. Conduct a qualitative analysis for the realized projects and durability of their effects.**
- 2. Closer cooperation within the frameworks of the tourist project leaders networks, concurrent with priority 12 of the Strategy.**
- 3. Strategy usability assessment for realization of the projects and its actual impact on the projects.**
- 4. Publishing a "good practices guidebook" concerning the projects which best realize the plans and goals of the Strategy.**
- 5. Closer cooperation with the Programs' secretary's offices in order to conduct training sessions and informative actions for potential projects realizing the Strategy.**
- 6. Analysis of ENPI programs the realization of which has just begun.**
- 7. Stronger directing of the projects into realization of gals established during the Baltic Sea Tourism Forum.**

Effective monitoring and projects "mapping" requires human and financial resources necessary for functioning of the processes within an institution in charge of this. This should be a constant process. Such activity is possible within the frameworks of one or more projects financed from EWT, best of a broad activity area, e.g. as BSR.

Such activity can be programmed, e.g. within the frameworks of Technical Support after the year 2013, in a system form for the entire area of the Baltic Sea Region. This will allow for efficient monitoring of the Strategy realization during the following years and enable active creation of projects and activities concurrent with its priorities.

List of tables

Table 1.	A list of projects analyzed within the scope of the study (the state as of February 2011).	page 8
Table 2.	The amount of EFRR subsidy for projects incorporated in priority 12 of the Strategy within the frameworks of 10 analyzed EWT programs	page 28
Table 3.	The number of EWT programs in which Baltic Europe countries participate	page 31
Table 4.	The number and division of partners realizing the projects within priority 12 of the Strategy, as divided into the country of origin	page 32
Table 5.	Compliance of projects with "cooperative actions" 1 and 2 defined within the frameworks of Priority of EUSBSR	page 36
Table 6.	Compliance of projects with "flagship projects" defined within the frameworks of Priority 12 of EUSBSR	page 38
Table 7.	Compliance of projects with "horizontal action" defined in the Strategy within the frameworks of Priority 12	page 41
Table 8.	Compliance of the analyzed projects with cooperation priorities defined during the 2 nd Baltic Sea Tourism Forum (2009)	page 43
Table 9.	The scope of projects incorporated in principles of priority 12 of EUSVSR	page 44

List of charts

Chart 1.	The number of projects incorporated in realization of priority 12 of the Strategy in the analyzed EWT programs for the years 2007 - 2013 in the Baltic Sea region.	page 27
Chart 2.	The amount of resources intended for supporting projects within the scope of priority 12 of EYSBSR (in million EUR)	page 29
Chart 3.	% contribution of amounts intended for supporting projects within the scope of priority 12 of EUSBSR to the general subsidy value granted in particular programs	page 30
Chart 4.	The number of partners in projects incorporated in priority 12 of the Strategy within the frameworks of 9 analyzed EWT programs for the years 2007-2013	page 33
Chart 5.	The number of partners from particular countries realizing projects within the frameworks of 12 EWT programs in the years 2007-2013, incorporated in priority 12 of the Strategy	page 34
Chart 6.	The number of leading partners from particular countries realizing projects within the frameworks of 12 EWT programs in the years 2007-2013	Page 35
Chart 7.	Projects' concurrence within the frameworks of 12 EWT programs with cooperation areas indicated in priority 12 of the Strategy	page 37
Chart 8.	Projects' concurrence within the frameworks of 12 EWT programs with flagship projects in priority 12 of EUSBSR	page 40
Chart 9.	Projects' concurrence within the frameworks of 12 EWT <i>programs with a horizontal action</i> "build a regional identity", as indicated in priority 12 of EUSBSR	page 42
Chart 10.	Dominant topics of projects compliant with priority 12 of EUSBR	page 45
Chart 11.	Detailed subjects of research projects compliant with priority 12 of EUSBR	page 46
Chart 12.	Detailed subjects of projects supporting development of tourist products compliant with priority 12 of EUSBR (non-investment ones)	page 47
Chart 13.	Detailed subjects of investment projects compliant with priority 12 of EUSBR	page 48