



## **EU-Strategy for the Baltic Sea Region facilitating Tourism Cooperation in the BSR**

**Common Future for Baltic Tourism II: Products – Practices – Promotion**

**Herrankukkaro, 14. September 2011**



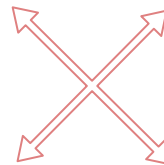
# Priority Area Tourism offers a framework for cooperation

1. Highlight and optimise the tourism potential

12.7 Attract tourists to rural areas, esp. coastal ones

12.9 Promote cultural and nature heritage

**Cooperative  
Actions**



**Flagship  
Projects**

2. Network and cluster tourism stakeholders

12.8 Facilitate sustainable cruise ship tourism

12.10 Strategies for sustainable tourism



## To overcome fragmentation in order to highlight and optimise the tourism potential in the BSR.

### Cooperative Action 1

- Sustainable Tourism Strategy for the BSR, including Russia
- Joint marketing of the region
- Cooperation in projects

### in practice:

- Flagship Project 12.10
- Beginning involvement of Russian partners
- No consensus among major players
- Practical obstacles (program egotisms, lack of binding rules)



## To develop new tourism offers and exchange of experience through networking of tourism stakeholders.

### Cooperative Action 2

- Basis: Baltic Sea Tourism Fora since 2008

### in practice:

- Borne by Tourism marketing associations (M-V, POM), Ministries for Tourism (POL, LIT, LAT, Kaliningrad Region)
- Exchange with and involvement of priority area tourism
- Challenges: Governance, broader geographical coverage of BSR



## The Lead Partners of the Flagship Projects play a vital role in the implementation of Priority Area Tourism



12.7 Rural and coastal tourism  
LP: South West Finland

12.8 Sustainable cruise vessels  
LP: AIDA CRUISES

12.9 Cultural heritage and landscapes  
LP: Marshal Office Pomorskie

12.10 Strategies for sustainable tourism  
LP: University of Greifswald



## Priority Area Tourism is a cooperation framework in development.

- Ongoing verification of objectives.
- Practical solutions for cooperation needed (lack of funding).
- Window of opportunity to involve Russia:
  - CBSS (GER / RUS Presidency 2011-2013, Program of modernization of the South Eastern Baltic Sea Area),
  - Regional Partnerships, *Baltic Sea Tourism Forum* Process.
- Involvement of private sector in a feed-back way.
- Further strengthening of the Baltic Sea Tourism Forum as the joint cooperation platform
- Priority Area Tourism Conference: 9-10 May 2012, Warnemünde, GER



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