

Building A Baltic Sea Tourism Region
Towards a Cooperative Approach of the Council of the Baltic Sea States
and the EU Strategy for the Baltic Sea Region
Rostock-Warnemünde, 3 - 4 May 2012

Version: 02.05.2012

Venue: Hotel Neptun, Seestraße 19, D-18119 Rostock-Warnemünde, Germany

Conference Languages: German, English, Russian, Polish – **Except workshops B and D which will be in English only.**

Organisers

This conference is organized in a joint approach by the Council of the Baltic Sea States (CBSS), represented by the Federal Foreign Office as its current chair, and the State Chancellery of the Land Mecklenburg-Vorpommern in its role as Coordinator of Priority Area Tourism in the EU Strategy for the Baltic Sea Region (EUSBSR). Both have a common interest in promoting the tourism cooperation in the region. Through the activities of the Baltic 21 Expert Group, the major focus of CBSS has been on a sustainable development of tourism. In the framework of its new initiative for the modernization of the South East Baltic Sea Region (SEBA), CBSS looks at the tourism sector as one promising field to deepen cooperation in this part of the region. These priorities coincide with the objectives in the EUSBSR which are also on sustainable tourism and the involvement of partners from the Russian Federation. Additional priorities focus on the development of tourism in rural and coastal regions, the promotion of cultural and nature tourism and cruise ship tourism.

Purpose and topics of the conference

Given the still fragmented structures in tourism cooperation in the Baltic Sea Region, the conference is designed to offer a forum for a discussion at political level on how to build a Baltic Sea Tourism Region. To this end, a panel of politicians in charge of tourism policies will exchange on the different perspectives on the region, on common needs and aspirations and possible steps to be taken at macro-regional level. Alongside political considerations, there are practical implications to look at when talking about tourism development in the region. These issues will be discussed in four thematic workshops. Two of them will refer to the CBSS priorities on SEBA and sustainable tourism, while the EUSBSR focused workshops will deal with sustainable land excursions in cruise ship tourism and tourism marketing for the Baltic Sea Region. Overall, it is intended to promote the mutual understanding of tourism actors' needs and to get a clear idea on the common denominator of tourism cooperation in the Baltic Sea Region. Not the least, it should also be explored in how tourism cooperation in the region might benefit from and at the same time contribute to the wider EU tourism policy.

Participants

This event is primarily aimed at actors in charge of tourism policy and tourism development from the national level. The conference may also be of interest to practitioners with a role in promoting tourism cooperation at transnational and interregional level in the framework of networks and projects.



Programme

3 May 2012

11:00 Registration

12:00 - 14:00 Lunch-Buffer

Opening Session

14:00 Opening of the conference
*Mr. Erwin Sellering,
Minister-President of the Land Mecklenburg-Vorpommern*

14:10 Welcome on behalf of the German Presidency of the Council of Baltic Sea States
Ms. Cornelia Pieper, Minister of State, Federal Foreign Office

14:25 The EU framework for tourism policy and its practical implications for tourism cooperation in the Baltic Sea Region
Mr. Pedro Ortún Silván, Director for Tourism, CSR, Consumer Goods and International Regulatory Agreement, European Commission

14:40 Tourism cooperation in the Baltic Sea Region - The view from the Kaliningrad Region
Ms. Elena Kropinova, Head of the Kaliningrad Tourism Agency

14:50 Priority Area Tourism: State of implementation and perspectives
Ms. Andrea Herrmannsen, Head of Department for Europe and International Affairs, State Chancellery Mecklenburg-Vorpommern

15:00 Current state of tourism cooperation in the Baltic Sea Region - results of an online study, commissioned by the Coordinator of Priority Area
Coordinator for Tourism, EU-Strategy for the Baltic Sea Region
Mr. Eike Otto, Project M, Berlin

15:15 Coffee break

15:40 Parallel workshop sessions (*see also workshop programme sheets*)
A. Tourism development through regional cooperation: modernization in the South-Eastern Baltic Area (SEBA)
Convener: Ms. Dr. Anna Karpenko, Council of Baltic Sea States, Information Office of the Nordic Council of Ministers in Kaliningrad, SEBA project coordinator
B. Sustainable Cruise Ship Tourism
Convener: Ms. Prof. Dr. Ines Carstensen, Futouris e.V., Flagship Project 12.8, EUSBSR



- 16:45 Panel discussion on the perspectives on the Baltic Sea Region as a tourism destination
Panelists: Mr. Jan Mücke, Parliamentary State Secretary, Federal Ministry of Transport, Building and Urban Development, Germany, Mr. Reinhard Meyer, Head of the State Chancellery, Land Mecklenburg-Vorpommern, and President of the German Tourism Association (DTV), Ms. Maria Napiórkowska, Director of the Department of Tourism, Ministry of Sport and Tourism of the Republic of Poland, Mr Bruno Bedholm, Director of VisitDenmark, Mr. Armand Slokenbergs, Director of the Latvian Tourism Development Agency
Moderator: Mr. Knut Haenschke, Honorary President of the Baltic Sea Tourism Commission (BTC)
- 18:15 *Closing of the first conference day*
- 19:30 Dinner hosted by Mr. Erwin Sellering, Minister-President of the Land Mecklenburg-Vorpommern

4 May 2012

- 08:30 Registration
- 09:00 Accessibility of the Baltic Sea Region as a tourism destination
 - Presentation of the results of a study in the framework of the EU project "Enjoy South Baltic!"
 Mr. Karsten Heinsohn, dwif-Consulting GmbH
- 09:20 The Six Baltic Sea Wonders
 Project 'AGORA 2.0 - Heritage Tourism for increased BSR Identity'
Mr. Prof. Dr. Wilhelm Steingrube, University of Greifswald, Economic and Social Geography
- 09:30 Parallel workshop sessions (*see also workshop program sheets*)
 C. Making the Baltic Sea Region the leading European region for sustainability in tourism
Convener: Mr. Prof. Dr. Wilhelm Steingrube, University of Greifswald, Economic and Social Geography, Flagship Project 12.10, EUSBSR
 D. Tourism marketing in the Baltic Sea Region
Convener: Ms. Marta Chelkowska, Office of the Marshal of the Pomorskie Voivodeship, Flagship Project 12.9, EUSBSR
- 10:30 *Coffee break*

- 11:00 Reports from the workshop sessions and discussion
- 11:35 Priorities of the incoming Russian Presidency of the Council of the Baltic Sea States
Mr. Kirill Logvinov, Embassy of the Russian Federation in Germany (tbc)
- 11:55 Invitation to the 5th Baltic Sea Tourism Forum 2012 (14.-16. November)
- "Nine countries - one destination" and
Closing of the Conference
Ms. Sylvia Bretschneider, President of Parliament of the Land Mecklenburg-Vorpommern
- 12:15 *End of conference*

Conference moderator: Mr. Knut Haenschke,
Honorary President of the Baltic Sea Tourism Commission (BTC)

Lunch-Bufferet

Workshop A:

Tourism development through regional cooperation: modernization in the South-Eastern Baltic Area (CBSS SEBA project)

3 May 2012, 15:40 – 16:40

Description:

The main aim of the SEBA workshop is to launch and discuss initiatives in the tourism development in South-East Baltic area within the framework of CBSS SEBA project. New ways of regional cooperation in order to preserve and explore the rich natural and cultural heritage of this area should be established. During the workshop, the SEBA project ideas will be discussed. One of them is devoted to the development of natural trans-border park in the area of Rominter Forest/Lake of Vystynets. Other ideas are connected with development of SEBA tourism information network and water tourism.

Panel moderator:

Ms. Dr. Anna Karpenko, CBSS, SEBA project coordinator (Information Office of the Nordic Council of Ministers in Kaliningrad)

Speakers:

Ms. Maria Erashova, (Kaliningrad Regional Tourism Information Center) “SEBA tourism information network”

Ms. Betina Meliß, (University of Greifswald, Institute of Geography) “Regional perspectives - Natural and cultural heritage as potentials for tourism development”

Mr. Dr. Alexey Sokolov, (Vystynets Ecological Historical Museum, Kaliningrad region)

Ms. Judith Kloiber (BTE Tourism Management, Regional Development, Berlin)

Mr. Dr. Maxim Napreenko (Immanuel Kant Baltic Federal University, Kaliningrad):
„Rominter Forest/Vystynets area: potential for natural and cultural heritage trans-border tourist cluster“



Workshop B:

Sustainable Cruise Ship Tourism

3 May 2012, 15:40 – 16:40

The workshop will be held in English only.

Description:

Cruise ships and cruise ship companies are frequently exposed to the criticism of environmental groups, primarily due to the consumption of fossil fuels required to power cruise ships. In response, the cruise ship industry has in recent years begun to address environmental issues by investing in environmental protection and mitigation programs. Examples include the installation of soot filters and other air quality enhancement equipment and exploring the possibility of providing on-shore power to cruise ships as an alternative to running the engines while docked in an effort to reduce localized air emissions. Sebastian Ahrens, chairman of the committee responsible for addressing cruise travel for the Deutschen ReiseVerband (DRV, the German Travel Association) has been quoted stating that, "The German cruise industry is looking into the issue of sustainability and takes its responsibility seriously. With new construction, care is taken to promote efficiency by utilizing the most modern technology available to reduce fuel consumption and exhaust to reduce air emissions." However, emissions are only one factor in promoting sustainability and cruise ship operators are faced with many additional challenges.

Panel Moderator:

Ms. Prof. Dr. Ines Carstensen, *Futouris e.V.*

Speakers:

Ms. Prof. Dr. Ines Carstensen, Germany,
Futouris e.V., *the sustainability initiative*: The commitment of the tourism industry to improve quality of life, the conservation of biological diversity, and environmental and climate protection at tourism destinations

Mr. Helge Grammerstorf, Germany,
SeaConsult HAM GmbH: The cruise industry promotes sustainability: reductions in fuel consumption and lowering air emissions

Mr. Prof. Dr. Edgar Kreilkamp, Germany,
University of Lüneburg: Sustainable land tours, new standards for the industry



Workshop C:

Making the Baltic Sea Region the leading European region for sustainability in tourism

4 May 2012, 9:30 – 10:30

Description:

The workshop focuses on the potential of the BSR to become the leading European region for sustainability in tourism. Basis for the discussion is the draft Strategy Paper “Sustainable Tourism Development in the Baltic Sea Region”. After an introduction, experts with backgrounds in rural and urban tourism will give statements on the potential and the meaning of sustainability and responsibility in BSR tourism and discuss with participants.

Panel moderator:

Mr. Eduardas Borisovas,

Ambassador, Deputy Director General of the Council of the Baltic Sea States Secretariat

Speakers:

Mr. Prof. Dr. Wilhelm Steingrube (Convener), *Germany,*

University of Greifswald, Economic and Social Geography: Flagship project 12.10 – Strategies for sustainable tourism

Mr. Wolfgang Guenther, *Germany,*

Institute for Tourism Research in Northern Europe / NIT Kiel, (NIT): The draft strategy paper “Sustainable Tourism Development in the Baltic Sea Region” (introduction)

Mr. Toomas Kokovkin, *Estonia,*

Island and Coast Research Centre Arhipelaag: Sustainable tourism in rural areas and its marketing (statement, panel)

Mr. Niels Lund, *Denmark,*

Baltic Sea Tourism Commission (BTC): Sustainability as a topic for the Baltic Sea Region as one destination (statement)



Workshop D:

Tourism marketing in the Baltic Sea Region

4 May 2012, 9:30 – 10:30

The workshop will be held in English only.

Description:

The aim of the workshop is to exchange the experience upon efficient solutions for tourism marketing and strengthening the integration between Baltic states. Multilevel cross border cooperation and creative solutions are the key to success in terms of building an attractive image and perception of Baltic as an competitive tourist destination. The meeting will focus on showing the tools that are being implemented and will be an invitation for undertaking further joint actions.

Panel moderator:

Ms. Marta Chełkowska,

Office of The Marshal of the Pomorskie Voivodeship, Pomorskie Tourist Board

Speakers:

Mr. Cezary Molski, *Polish National Tourist Organization*

Destination Baltic – Meeting the potential to the expectations

Mr. Hubert Gonera, *Landbrand*

Branding the region – How to do it successfully

Mr. Artur Żyrkowski, *APMiR Marketing Agency*

Standing out – efficient marketing solutions

Ms. Krystyna Hartenberger-Pater, *Pomorskie Tourist Board*

Offer on the market - Supporting the sales network system within Enjoy South Baltic project

