



Priority Area Tourism in the EU Strategy for the Baltic Sea Region: State of Implementation and Perspectives

Andrea Herrmannsen, State Chancellery Mecklenburg-Vorpommern
Conference „Building A Baltic Sea Tourism Region, Warnemünde, 3.-4 May 2012



Overview

- Tourism in the EU Strategy for the Baltic Sea Region
- Experiences made
- Outlook on tourism cooperation in the Baltic Sea Region





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

Cooperative Action 1

- Development of common tourism strategies for the BSR based on environmental and social responsibility, including Russia
- Could include:
 - Joint marketing of the region
 - Cross border tourism products
 - Cooperation in projects

in practice:

- Flagship Project 12.10
- Russia: SEBA-Initiative / CBSS
- Joint marketing: No agreement yet among major players; study with focus on internet presentation of the BSR
- Practical obstacles: Limited funding possibilities



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

Cooperative Action 2

- Involvement of public authorities, private business, non-governmental organisations
- Building on existing cooperation networks like the Baltic Sea Tourism Forum (BSTF) or the Baltic Sea Tourism Commission (BTC)

in practice:

- Exchange with and involvement of priority area tourism
- BSTF 2012 supported by the Coordinator;
Challenges: Governance, finance, geographical coverage



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 and natural heritage
LP: Marshal Office Pomorskie

12.10 Strategies for sustainable tourism
LP: University of Greifswald



12.7 FP Attract tourists to rural and coastal areas

- Lead Partner: Regional Council of SW Finland and Turku Touring
- Focus: Transfer of know how on development of products, services and accessibility based on culture and nature
- Objective: „Centre of Excellence“ cooperation network based on a triple helix approach
- Social network group in „Yammer“ platform
- Current status: Transition phase



12.8 FP Sustainable cruise ship tourism

- Lead Partner: AIDA Cruises, Rostock
- Focus: Development of common guidelines for sustainable land excursions in the Cruise Ship Sector in the BSR
- Objective: targeting new clients and promoting the Baltic as a cruise ship destination
- Pilot project to be started in June 2012
- Workshop B



12.9 FP Promote cultural and natural heritage

- Lead Partner: Marshal Office Pomorskie and Pomorskie Tourist Board
- Focus: Develop marketing initiatives
- Objective: Promotion of the transnational tourism offer and marketing based on nature and cultural heritage
- Reference: EU-Project „Enjoy South Baltic!“
- Workshop D



12.10 FP Develop strategies for sustainable tourism

- Lead Partner: University of Greifswald
Member of CBSS Expert Group „Baltic 21“
- Focus: Common identity in the BSR; develop heritage pilot projects
- Objective: Promote a strategic and practical approach for sustainable tourism in the Baltic Sea Region
- Reference: EU-Project AGORA 2.0
- Workshop C – in close interaction with CBSS



Experiences after more than two years of implementation

- Tourism cooperation at BSR level has to be based on national and regional tourism policies (strategy, creation of tourism infrastructure and offer)
- Transnational tourism cooperation is hard to build (mostly between border regions, maritime tourism, project-based)
- Weak links between tourism market players and EU-projects
- Limitations: No intergovernmental cooperation structures, no tourism funding at BSR level
- Positive: Baltic Sea Tourism Forum is gaining acceptance
- Priority Area Tourism to give more visibility for tourism cooperation and to stimulate cooperation



Outlook on tourism cooperation in the Baltic Sea Region

- 2012 – 2014: Focus on strategies and structures, preparation of the new funding period on programme and project level
- Objective: To have a stable, generally accepted cooperation platform with a common agenda for tourism sector development in the BSR
- Until end of 2012: Revision of Action Plan of the EU-Strategy for the Baltic Sea Region – possibility to agree on a joint work programme for tourism
- Funding remains a challenge but can be solved through the joint commitment of tourism stakeholders on political and practitioner's level

Join us!

www.baltic-sea-strategy-tourism.eu

Contact:

**Andrea Herrmannsen
State Chancellery
Mecklenburg-Vorpommern**

coordinator@baltic-sea-strategy-tourism.eu

