

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

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

Strategy Paper Sustainable Tourism Development in the Baltic Sea Region

Introduction

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Genesis of the paper

Drafted by NIT, as contribution to the EUSBSR Flagship project 12.10
Develop strategies for a sustainable Tourism ...

based on

- Baltic 21 Tourism Sector Report in 1998
- Baltic 21 Lighthouse projects AGORA, AGORA 2.0 (www.agora2-tourism.net) and EcoRegions (www.baltic-ecoregion.eu)
- EU Agenda for a sustainable and competitive European tourism (COM/2007/0621 final).
- EC communication on tourism (COM(2010) 352 final: “Europe, the world's No 1 tourist destination – a new political framework for tourism “
- CBSS Sustainable Development Strategy 2010-2015



discussed on an international workshop at the CBSS in Sept 28, 2011 and revised accordingly

Further connected documents for the future

Plus: Draft of the European Charter for Sustainable and Responsible Tourism
EU Maritime and Coastal Tourism Strategy



Contents of the paper

1. Introduction
2. What is sustainable tourism?
3. Cooperated Social Responsibility (CSR) in Tourism
4. Sustainable tourism potential and challenges in the BSR
5. Vision, goals, aims and principles of sustainable tourism in the BSR
6. Indicators, monitoring and evaluation of the Sustainable Tourism Strategy Paper
7. References



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What is sustainable tourism?

- Sustainable tourism is tourism that “*meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems*” (UNWTO, 1996).
- Spelled out more in detail by EU principles for achieving a competitive and sustainable tourism (see COM/2007/0621 final)



Sustainable Tourism potentials

Potentials for sustainable tourism - Demand

- Sustainability and CSR in tourism are on the rise
- Clear preferences among customers in favor of sustainable tourism, but limited willingness to pay a substantial premium
- Target group of about 20 to 25 % sustainability aware tourists who consider sustainability as important when booking a holiday



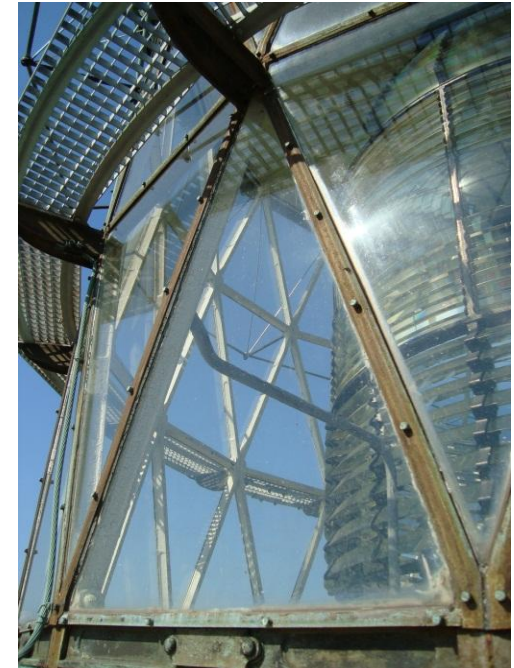
Potentials for sustainable tourism in the BSR - Supply

- Steadfast commitment to sustainability in the region
- Experts and networks on sustainable tourism in BSR
- Increasing number of committed tourism suppliers
- A region with an outstanding Nature and Culture



Vision

- Tourism provides a decisive contribution to develop the BSR to a region where ecology and economy work together in a balanced and integrated manner to sustain societies, nature and culture
- Sustainability is the guiding principle and standard practice in all types of tourism in the Baltic Sea Region
- BSR Tourism is a vital business sector providing adequate added value and social foundation for the local and regional people
- Tourism activities do not endanger the natural and cultural heritage of the BSR but actively contribute to their preservation



Aims

The three goals are broken down in eight aims for sustainable tourism development in the Baltic Sea Region:

1. Consistency
2. Competence
3. Responsibility
4. Transparency
5. Visibility
6. Cooperation and Involvement
7. Quality
8. Continuity

... plus examples of activities



Thank you!



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The Institute for Tourism Research in Northern Europe (NIT) in Kiel is involved in basic research on tourism (e.g. What is recreation?, Do climatic changes and their consequences have an impact on tourism?), supervises the annual “Reiseanalyse” by commissioned by the “Forschungsgemeinschaft Urlaub und Reisen” (F.U.R) and works in applied research and consulting (e.g. for tourism companies, associations, tourism destinations, ministries and other national and supranational institutions).

Wolfgang Günther is Head of the Sustainable Tourism Unit and Associate Director at NIT