



Developing Sustainable Tourism

Report from the BSYF

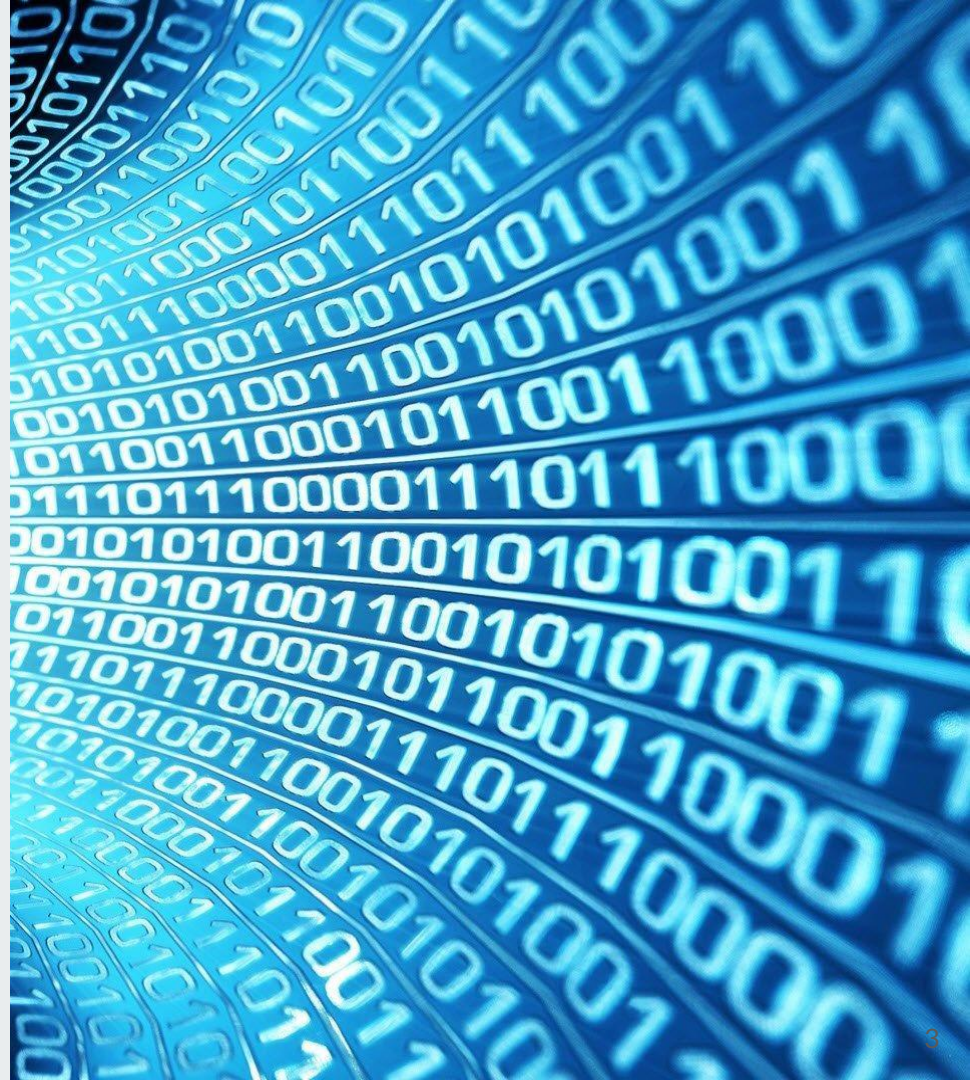
Central Aspects

1. Digitalisation
2. Borders
3. Work & Travel Programmes
4. Tourism
5. Environment





1. Digitalisation



Innovation

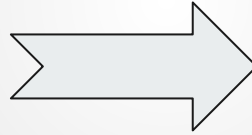
Digitalisation

A portal, eg. "balticsea.com"

Virtual & digital museums

Modernisation

Encourage startups



Identity & Branding

Brand for the Baltic Sea Region

Storytelling - It's about the people



2. Borders





Easy Travelling

Open Borders

“Baltic Sea Summer Ticket” - Interferry

Improve Infrastructure → Port facilities

Cross-border cooperation between different tourism industries

3. Work & Travel Programmes





Education & Staff Development

Improve image and status of jobs

Co-operation between summer and winter destinations

Student exchange programs

4. Tourism



Photo: Heidi Ikonen /
Visit Aland



Eco & Agricultural Tourism

Increased marketing of farms

A regional association

**Common
marketing**

Cultural Tourism

Music festivals to attract

Easy to find events

Pass for multiple festivals
and events

Nature & Sport Tourism

A "tour de baltic"



5. Environment





Sustainability

No mass tourism eg. Mallorca → Nature

Public Transportation

Clean Energy

Improved infrastructure & port facilities

A wide-angle photograph of a calm body of water at sunset. The sky transitions from a deep blue at the top to a bright orange near the horizon where the sun is setting. The water reflects the colors of the sky. In the middle ground, a person is swimming, creating small ripples. The foreground shows the dark, rocky edge of a shore.

Thank You!