

EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION

POLICY AREA 'TOURISM'

POLICY AREA TOURISM MACRO-REGIONAL PERSPECTIVES ON SUSTAINABILITY IN TOURISM

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1st BSPC Working Group Meeting Working Group "Sustainable Tourism" 13 November 2015 Rostock





- 1. The EUSBSR and its Action Plan
 - From strategic consideration to action AP 2015: Overall structure
- 2. Policy Area Tourism

 Action Plan 2015 Put differently Overview projects
- 3. Selected examples of projects

 AIDA BSTC Develop strategies for sustainable tourism
- 4. Challenges





1. THE EUSBSR AND ITS ACTION PLAN

FROM STRATEGIC CONSIDERATION...



... TO ACTION

EU STRATEGY FOR THE BALTIC SEA REGION

... LAUNCHED IN 2009

1st EU MACRO-REGIONAL STRATEGY

... TARGETS A SPECIFIC SUBREGION OF THE UNION

... IDENTIFIES 4 KEY CHALLENGES REQUIRING CONCERTED ACTION:

- 1. TO ENABLE A SUSTAINABLE ENVIRONMENT
- 2. TO ENHANCE THE REGION'S PROSPERITY
- 3. TO INCREASE ACCESSIBILITY AND ATTRACTIVENESS
- 4. TO ENSURE SAFETY AND SECURITY IN THE REGION



ACTION PLAN

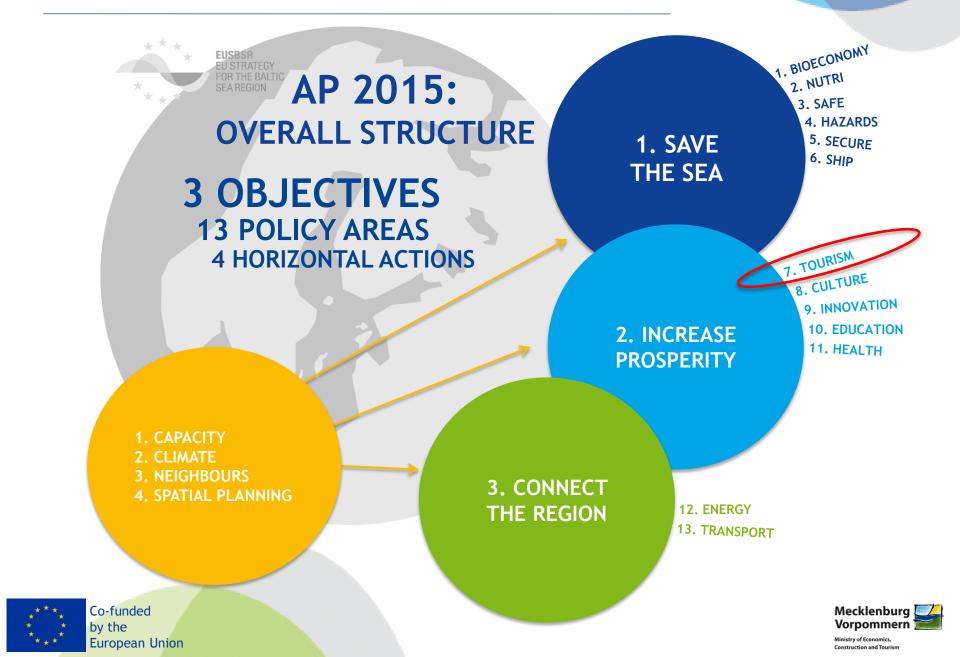
... SUBSTANTIATES THE STRATEGY
IN DEFINING

ROLES & RESPONSIBILITIES
OVERALL OBJECTIVES
POLICY AREAS
HORIZONTAL ACTIONS

... IS SUBJECT TO CONTINUOUS
REVISION - LATEST VERSION
SEPTEMBER 2015



1. THE EUSBSR AND ITS ACTION PLAN



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2. PA TOURISM: ACTION PLAN 2015

OVERALL OBJECTIVE

ESTABLISH THE BALTIC SEA REGION AS A COMMON AND COHERENT TOURISM DESTINATION

ACTIONS

- 1. Facilitate networking and clustering of tourism stakeholders
- 2. Help to mobilise the full potential for sustainable tourism

SUB-ACTIONS



- 1.1 Facilitate and strengthen the Baltic 2.1 Facilitate Sea Tourism Forum (BSTF) process holde
- 1.2 Promote the establishment of a Baltic Sea Tourism Center (BSTC)

SUB-ACTIONS



- 2.1 Facilitate coordination with stakeholders through joint workshops
- 2.2 Step up communication for Policy Area Tourism

Sector cooperation

Themes

Geographical areas

POLICY TRENDS AND TOURISM TRENDS





2. PA TOURISM: PUT DIFFERENTLY

OUR UNDERSTANDING OF SUSTAINABILITY:
ESTABLISH LONG-TERM, WELL-FUNCTIONING STRUCTURES
OF COMMUNICATION AND COOPERATION
IN THE BALTIC SEA REGION
WITH A VIEW TO
ADVANCE THE TOURISM SECTOR ECONOMICALLY

PRACTICALLY:

WE ARE LOOKING FOR PROJECTS AND PROCESSES WHICH CONTRIBUTE TO OUR OBJECTIVE AND THE CORRESPONDING ACTIONS





2. PA TOURISM: OVERVIEW PROJECTS

FINALISED FLAGSHIPS

"AIDA"

SUSTAINABLE LAND EXCURSIONS FOR CRUISESHIP OPERATORS

STRATEGIES FOR SUSTAINABLE TOURISM

HERITAGE TOURISM FOR INCREASED BSR IDENTITY - AGORA 2.0

PROMOTE THE CULTURAL & NATURAL HERITAGE

ENJOY SOUTH BALTIC! -JOINT ACTIONS PROMOTING THE SOUTH BALTIC AREA AS A TOURIST DESTINATION

ONGOING FLAGSHIPS

BSTC SEED-MONEY

BALTIC SEA TOURISM CENTER

MIRA

INTERMODAL TOURISM MOBILITY IN RURAL AREAS

FLAGSHIP PROPOSALS

VIABAL

SEED-MONEY

ROUTES TO BALTIC MARITIME HERITAGE

EMOS

SMART INTEGRATED
E-MOBILITY SOLUTIONS FOR
RURAL TOURISTIC AREAS

ASPECTS OF SUSTAINABILITY

- SUSTAINABLE PRODUCT FORMATS
- KNOWLEDGE CREATION: SUSTAINABLE TOURISM
- SUSTAINABLE GOVERNANCE STRUCTURES
- SUSTAINABLE TRANSPORT/MOBILITY
- BSR HERITAGE

SEED-MONEY PROJECTS

COUNTRY STYLE

ATTRACT TOURISTS TO RURAL AREAS

SEED-MONEY PROPOSALS

SMF 4th Round

BALTIC STORIES

EVENT TOURISM BASED ON STORIES, TRADITIONS AND COMMON CULTURAL IDENTITY

HIPPO

HANSEATIC INITIATIVE TO DEVELOP NEW PACKAGES AND PRODUCT OFFERS FOR TOURISM GROWTH

SMART PILGRIM

SUSTAINABLE TOURISM IN RURAL AREAS ALONG THE NORTHERN ST. JAMES PILGRIMAGE



Construction and Tourism

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3. SELECTED EXAMPLES OF PROJECTS

FACILITATE SUSTAINABLE LAND EXCURSIONS FOR CRUISESHIP OPERATORS

FINALISED FLAGSHIP

OBJECTIVES

 develop guidelines for sustainability criteria for product format land excursions • pilot formats: development and testing • certification process and implementation • transferability preparation (beyond BSR, other operators)

MAIN ACHIEVEMENT

expansion to all AIDA destinations: sustainable excursions highlighted with "sustainability seal - tree symbol"
 currently 138 excursions in 170 ports plus 230 bike/pedelec tours

FUNDING

AIDA Cruises/State Chancellery Mecklenburg-Vorpommern

PARTNERS

• Lead: AIDA Cruises • Leuphana University Lüneburg • Futouris e.V. (GER)





3. SELECTED EXAMPLES OF PROJECTS

BSTC" - BALTIC SEA TOURISM CENTER

ONGOING FLAGSHIP

MAIN OBJECTIVE

Establish an operational service unit for sustainable tourism cooperation

SUB-OBJECTIVES

Baltic Sea Tourism Forum (BSTF) • Communication network • Pilot services:
 BSTC Academy, BSTC Insights

FUNDING

• EUSBSR seed money (#S67 2015) • Interreg South Baltic Programme 2014-2020 (intended)

CONTRIBUTION TO EUSBSR ACTION PLAN

Action 1.2 "Promote the establishment of a Baltic Sea Tourism Center"

PARTNERS

• Lead: Mecklenburg-Vorpommern Tourist Board • DK, PL, SE, PA Tourism





3. SELECTED EXAMPLES OF PROJECTS

DEVELOP STRATEGIES FOR SUSTAINABLE TOURISM

FINALISED FLAGSHIP

OBJECTIVES

• Develop strategies based on available information sources • increase accessibility to natural, cultural and historical heritage of BSR

MAIN ACHIEVEMENTS

• Strategy paper on Sustainable Tourism Development in the BSR • AGORA 2.0: BASTIS - Baltic Sea Heritage Tourism Information Service (not up-to-date); • AGORA: YepaT - service hub of tourism projects (not accessible); sustainability check for tourism projects;

FUNDING

• BSR Programme 2000-2006 (AGORA); BSR Programme 2007-2013 (AGORA 2.0)

PARTNERS

• Lead: University of Greifswald (DE)





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4. CHALLENGES

- 1. Make better use of the existing knowledge base on tourism in BSR (also beyond EUSBSR), close gaps
 - improve screening, update, evaluate and disseminate
 - avoid duplication and increase synergies
 - create longer-term impacts and benefits
- 2. More strongly include non-EU BSR countries
- 3. More strongly include private sector to improve direct economic impact



SUSTAINABLY CONNECT AND ADVANCE THE BALTIC SEA REGION IN THE FIELD OF TOURISM







EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION

THANK YOU!

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