



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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EUSBSR - POLICY AREA TOURISM
COORDINATOR TEAM

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

AGENDA

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



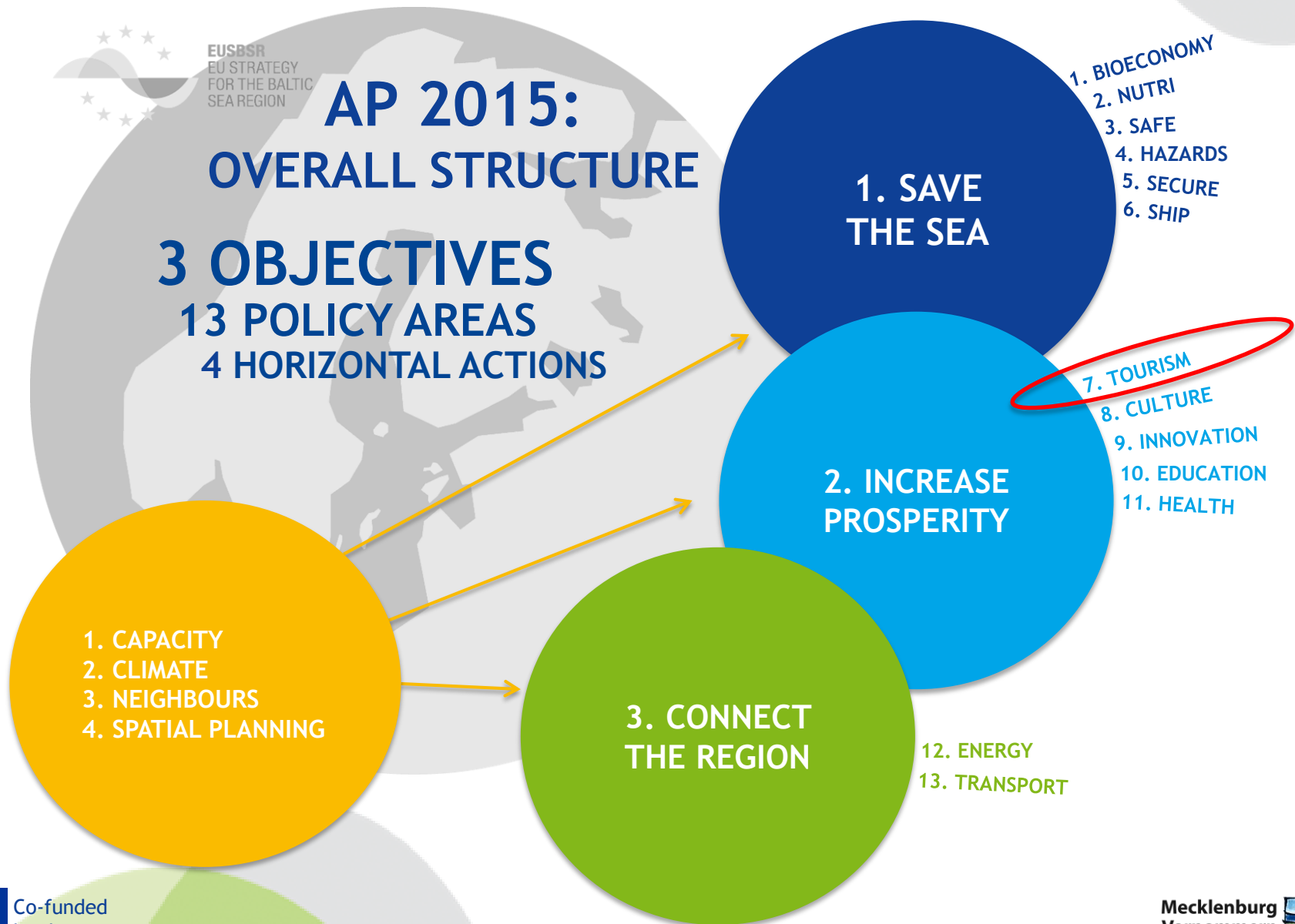
ACTION PLAN

... 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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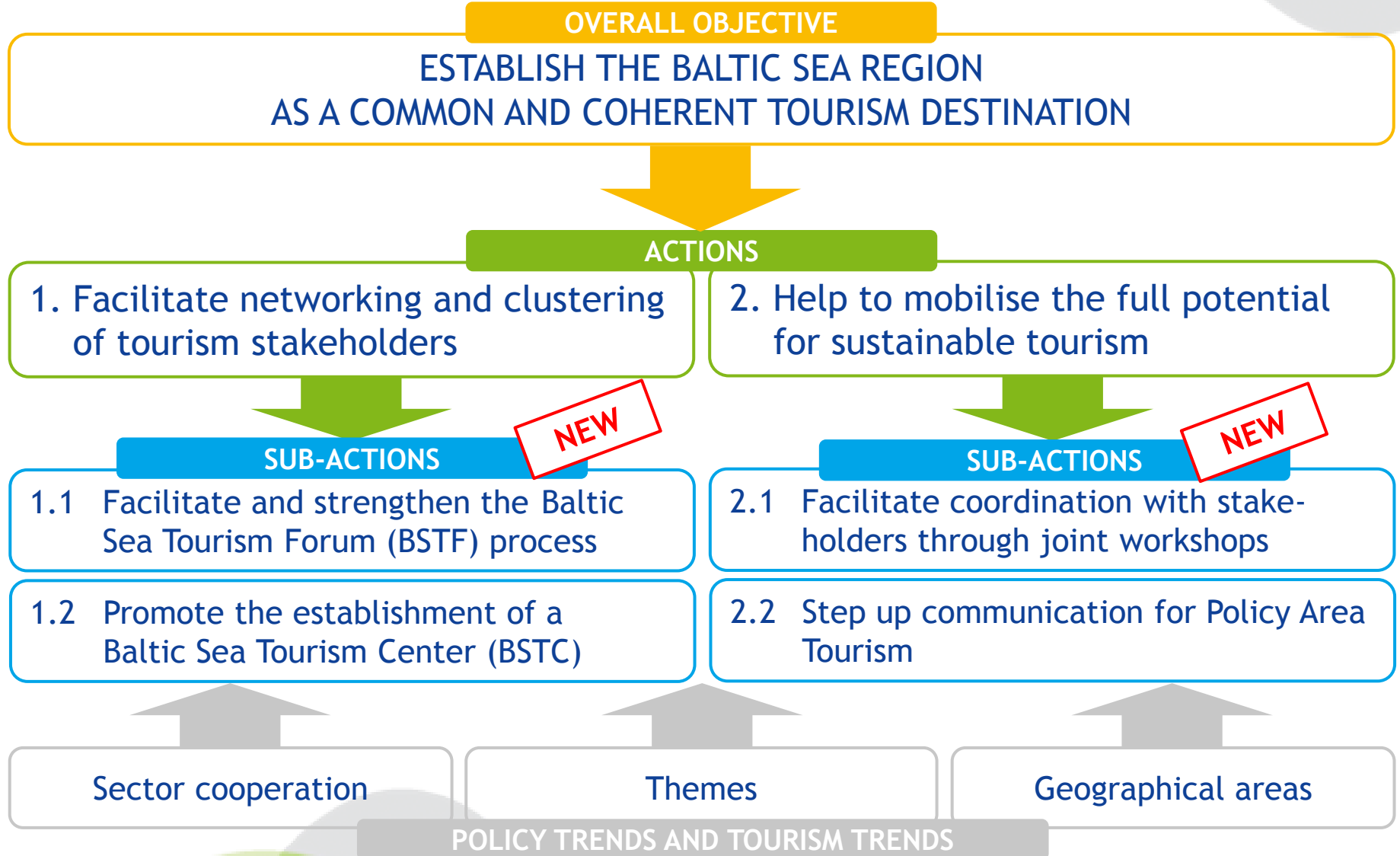
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2. PA TOURISM: ACTION PLAN 2015

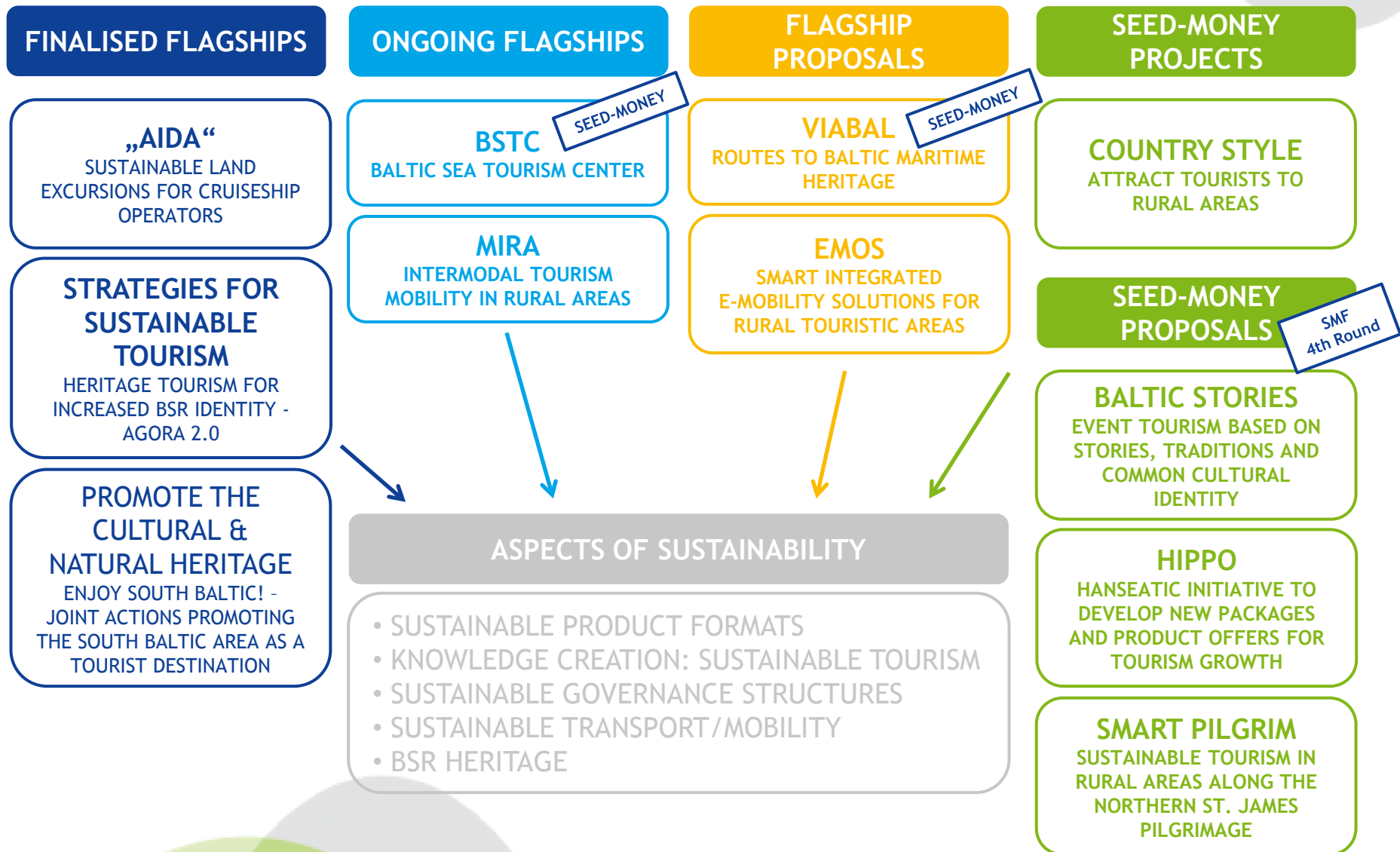


2. PA TOURISM: PUT DIFFERENTLY

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



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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



Co-funded
by the
European Union

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!

**Policy Area Tourism
Coordinator Team**

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www.baltic-sea-strategy-tourism.eu

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**Mecklenburg
Vorpommern**



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