EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION
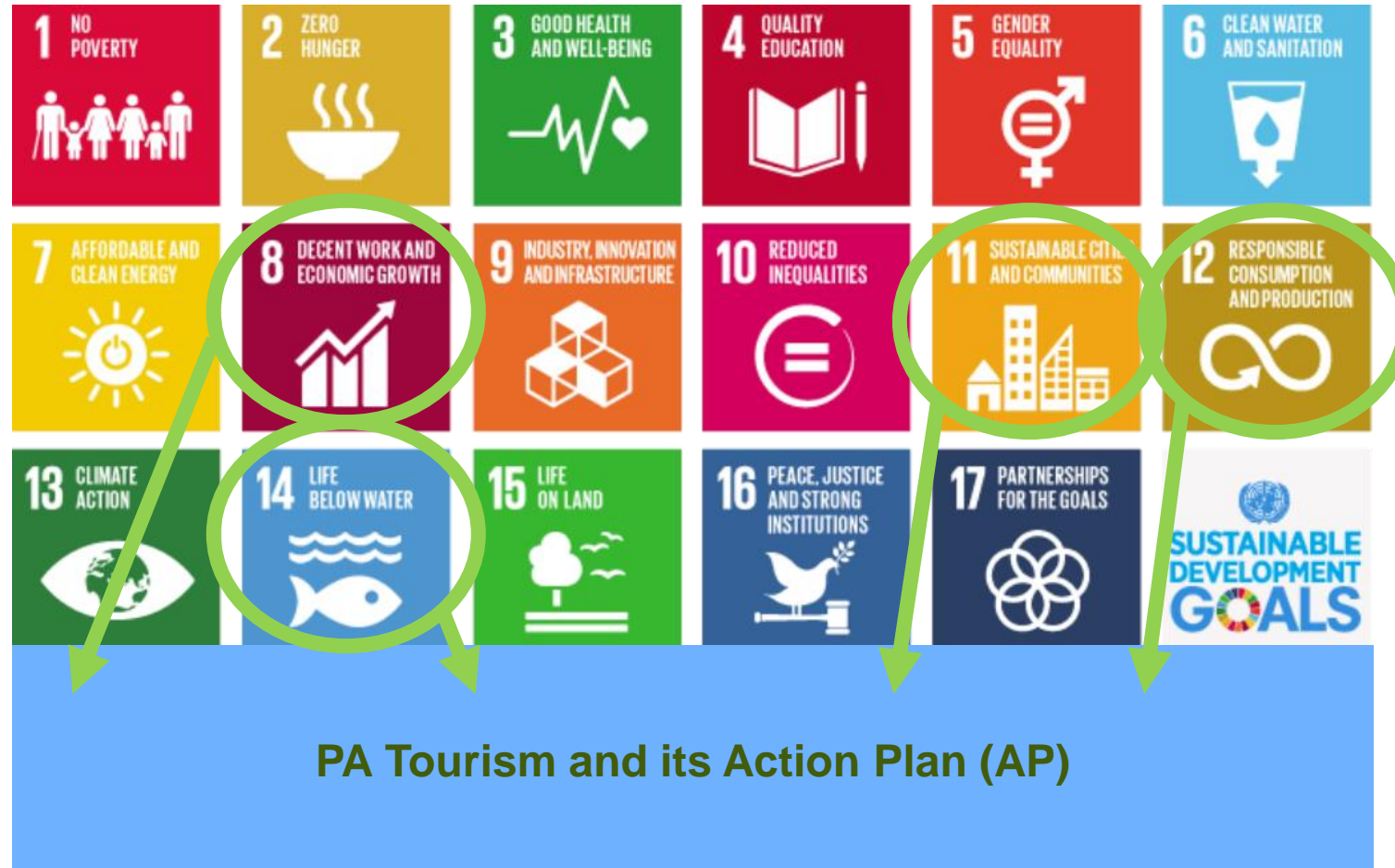
POLICY AREA TOURISM

"Workshop on Tourism cooperation in the Baltic Sea Region"

13.02.2020
Ministry of Transportation and Communication
Helsinki

The UN 2030 Agenda and its 17 Sustainable Development Goals (SDGs)

PA Tourism and its Action Plan (AP)

The link to the Sustainable Development Goals (SDGs)

- The SDGs are crosscutting themes for achieving sustainable tourism development.

- Tourism has the potential to contribute, directly or indirectly, to all of the SDGs.

- The four most relevant SDGs for Policy Area (PA) Tourism are goal 8, 11, 12 and 14.

© PA Tourism

The most relevant SDG-Goals for PA Tourism

- **8.9** "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products".

- **11.4** Sustainable tourism has the potential to advance rural infrastructure and universal accessibility, "promote regeneration of areas in decay and strengthen efforts to protect and safeguard the world's cultural and natural heritage".

- **12.b** "Develop and implement tools to monitor sustainable development impacts for sustainable tourism […]".

- **14** "Conserve and sustainably use the oceans, seas and marine resources for sustainable development".

## Future Structure: Definition of three new Actions

PA Tourism's contribution to SDG achievement:
The establishment of the Baltic Sea Region as a responsible and sustainable tourism destination

Action 1	**Action 2**	**Action 3**
Transnational tourism development in remote and rural areas	Investing in people, skills and technology in the tourism industry	Preservation and sustainable utilization of cultural heritage and natural resources in tourism destinations
Indicators and targets	Indicators and targets	Indicators and targets
New Flagships and Projects	New Flagships and Projects	New Flagships and Projects

Future structure

PA Tourism's contribution to SDG achievement:
The establishment of the Baltic Sea Region as a responsible and sustainable tourism destination

Action 1

Transnational tourism development in remote and rural areas

Focus:

- ✓ Improving sustainable accessibility, connectivity and mobility
- ✓ Promoting the attractiveness and visibility of rural and remote areas
- ✓ Addressing seasonality by developing a year-round tourism and deconstructing mass tourism
- ✓ Fostering sustainable consumption and production
- ✓ Strengthening local initiatives and participation

Food Trails
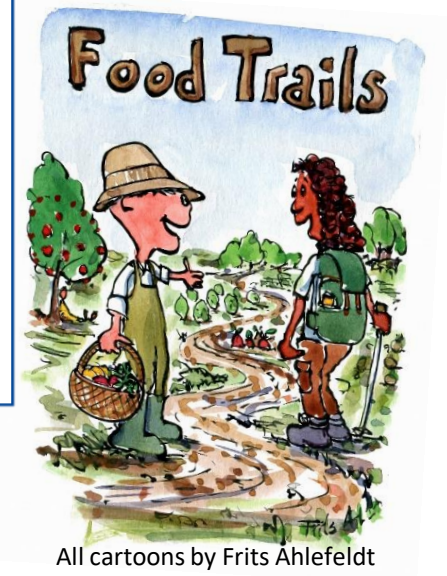
All cartoons by Frits Ahlefeldt

Rest in BSR:

Unlocking transformative eco-tourism potential for sustainable regional development

- Contributes to **Action 1: Transnational tourism development in remote and rural areas**

- Corresponds to **SDG 11.4, 12b**

- Focus: Development of ecotourism as an alternative approach to tourism development that lessens the negative consequences of the mass tourism approach -> new powerful tool for sustainable regional development

- Need: Policies / programs for development of tranformative eco tourism around the BSR

- Participating countries: Lithuania, Germany, Poland, Russian Federation

Questions

Action 1:

❖ **How can we combat seasonality in tourism around the BSR?**

❖ **What are future challenges/problems in the field of (sustainable) tourism cooperation in the BSR after 2020?**

❖ **Where do you see possibilities to co-create new Flagships together?**

Future Structure

PA Tourism's contribution to SDG achievement:
The establishment of the Baltic Sea Region as a responsible and sustainable tourism destination

Action 2

Investing in people, skills and technology in the tourism industry

Focus:
- ✓ overcoming skilled labour shortages, including the perspective of seasonality and increasing the attractiveness of the sector on the labour market
- ✓ improving relevant skills and competences in the BSR for employability, entrepreneurship and innovation
- ✓ promoting closer cooperations with educational, training, labor and research institutions in particular on a transnational, regional and bilateral level
- ✓ developing market research and trend studies as a basis for strategic decision making
- ✓ fostering the digital transformation of tourism SMEs and new technologies, which will enable the leap to new business models

Baltic Digi Tours:
Connectivist Massive Open Online Courses for Digitalization in Baltic Tourism Attractions

- Contributes to **Action 2: Investing in people, skills and technology in the tourism industry**

- Corresponds to **SDG 8.9**

- Focus: Building an online knowledge community/online courses embraced by cMOOCs: connectivist Massive Open Online Courses

  -> The connectivist approach I) sees all participants as both learners and teachers, with mutual exchange building the content and value of learning and II) focusses on community building without setting up a fixed structure with an openness of the community, both to join and leave

- Output: I) Social Learning Online Community, II) eLearning Material on Digitalization in Tourism Attractions, III) a tested and documented Methodology for building and managing a cMOOC to be transferred to other areas of tourism expertise

- Participating countries: Germany, Poland, Finland

Questions

Action 2:

❖ **What are trends and skill needs in tourism in the BSR?**

❖ **How can we use new technologies for sustainable tourism development?**

❖ **Where do you see possibilities to co-create new Flagships together?**

Future Structure

PA Tourism's contribution to SDG achievement:
The establishment of the Baltic Sea Region as a responsible and sustainable tourism destination

Action 3

Preservation and sustainable utilization of cultural heritage and natural resources in tourism destinations

Focus:

- ✓ improving the touristic infrastructure in a green/ecological way

- ✓ fostering sustainable destinations, including destination management approaches

- ✓ controling and monitoring tourism flows to reduce negative impacts on nature, culture and local communities, taking active measures to protect the environment and combat climate change and looking for new opportunities which climate change might offer for the BSR

- ✓ respecting the socio-cultural authenticity of host communities, conserving their built and living cultural heritage and traditional values, and contributing to inter-cultural understanding and tolerance

Military Heritage and Dark Tourism around the Baltic Sea

- Contributes to **Action 3: Preservation and sustainable utilization of cultural heritage and natural resources in tourism destinations**

- Corresponds to **SDG 11.4, 14**

- Focus: Examining Military Heritage and Dark Tourism as a niche tourism market -> gaining popularity in the world

- Participating countries: Estonia, Denmark, Latvia, Sweden

Pictures: Abandoned military fortifications at Baltic sea, Liepaja (Latvia), abandoned Soviet time prisons in Karosta (Latvia) and Rummu (Estonia)

Questions

Action 3:

- **What are good strategies (best practices) for sustainable tourism destination development/infrastructure?**

- **How can we balance tourism and natural and cultural heritage preservation around the BSR? What are the target conflicts with protecting sensitive nature, archipelagos and mountains?**

- **Where do you see possibilities to co-create new Flagships together?**

IDEAS

Thank you very much for your attention!

EUSBSR Policy Area Tourism Coordinator Team

http://www.baltic-sea-strategy-tourism.eu/