



EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION

Policy Area Tourism

**Baltic Sea Cooperation in Tourism:
Tackling common challenges together**

The Sustainable Development Goals (SDGs)

- Tourism is as a cross-cutting issue in sustainable tourism development.
- It has the potential to contribute, directly or indirectly, to all of the SDGs.
- The most relevant SDGs for Policy Area (PA) Tourism are goal 8, 11, 12 and 14.



The 17 SDGs



”Our contribution to SDG achievement”

- **8.9** "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”.
- **11.4** “ [...] 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.

Definition of three new actions

Action 1

Transnational
development of
remote areas

Action 2

Competencies and
skills

Action 3

Preservation and
usage of cultural
heritage and natural
resources

Revision Process...

- building synergies with other Policy Areas (PA Culture, PA Education, PA Bioeconomy...)
- defining better indicators to measure the performance / achievements of PA Tourism
- stronger (online) communication
- more transparency and ease of access for Stakeholder

New Flagships are emerging...

- Each of the three Actions contains one or more flagship(s).
- “Flagships are developmental, collaborative environments / processes that are designed to enact larger policy impact on selected macro-regional issues, within the thematic area”.
- **Become involved -> Your support and ideas are highly requested!**
- PA Tourism is planning to build the first flagship around the action: *“transnational tourism development in remote areas”*
- First flagship workshop planned for winter 2019

Workshop Serial in the BSR

- Initiation of a workshop serial in each Baltic members state
 - to get to know the local partners,
 - to learn more about the happening in the projects on the ground (current and planned activities),
 - to meet stakeholders that are interested to participate in our planned flagship(s) and
 - to find flagship leader that will be involved in the preparatory process with HA Capacity right from the beginning

Upcoming workshops „Tourism cooperation in the BSR

- October 2019: Project exchange meeting in Klaipeda or Palanga, Lithuania (planned)

Steering Committee meetings 2019

- Past meetings
 - 25 June 2019, Stockholm (CBSS secretariat)
 - „Workshop on the revision of the new Action Plan“
 - 19 March 2019, Copenhagen
- Upcoming meetings
 - 12 November 2019, Brussels
 - back-to-back with the BSTF
 - Split into two parts: an internal meeting for the Steering Committee and an extended one together with the BSTC project partners

Steering Committee meeting in Stockholm, June 2019





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Thank you for your attention!

**Project Manger for PA Tourism
Friederike-S. Maasch**