



EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION

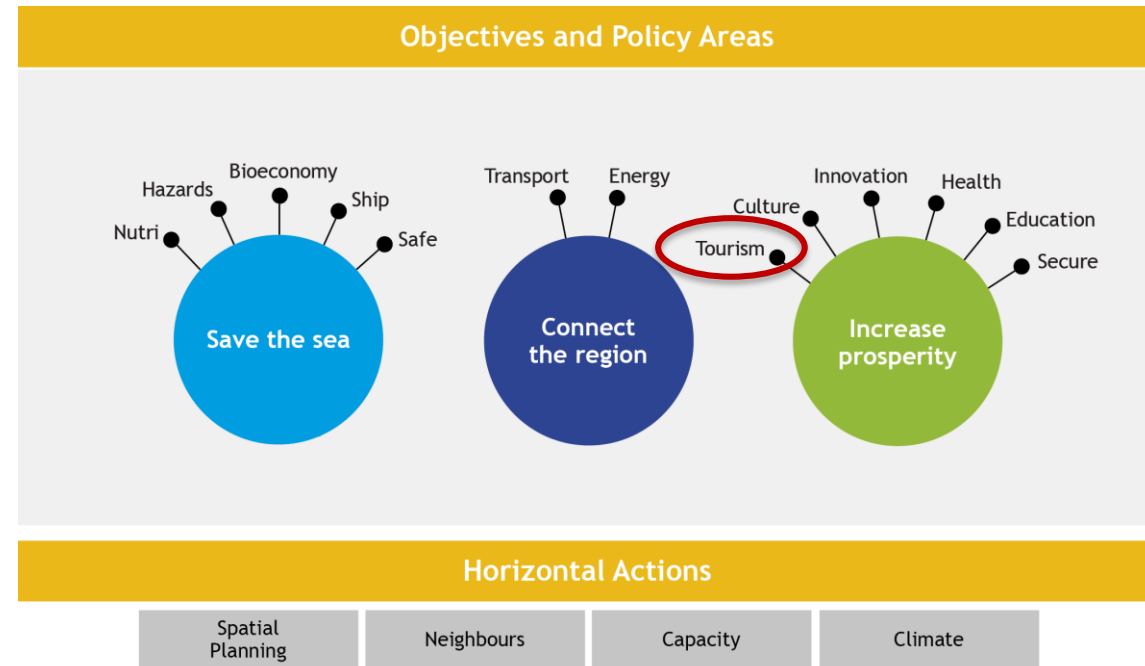
POLICY AREA TOURISM

22.11.2019

Palanga

The European Strategy of the Baltic Sea Region

- The EUSBSR Strategy is accompanied by the EUSBSR Action Plan which comprises 3 objectives and 13 Policy Areas (PAs), among them PA Tourism.
- The **action plan is regularly updated** in the light of new, emerging needs and changing contexts.



Why do we need an Action Plan? What is it about?

- working Document as the basis for the actual implementation of the Strategy
- reflecting the progress made
- necessary adaptations with respect to stakeholder responsibilities, thematic or political trends
- **last version:**

Brussels, 20.3.2017
SWD(2017) 118 final

COMMISSION STAFF WORKING DOCUMENT

European Union Strategy for the Baltic Sea Region

ACTION PLAN {COM(2009) 248}

PA Tourism in the current Action Plan

OVERALL OBJECTIVE

Establish the Baltic Sea Region as a common and coherent tourism destination

Action 1: Facilitate networking and clustering of tourism stakeholders

Sub-action 1.1: Facilitate and strengthen the Baltic Sea Tourism Forum (BSTF) process

Sub-action 1.2: Promote the establishment of a (the) Baltic Sea Tourism Center (BSTC)

Action 2: Help to mobilize the full potential for sustainable tourism

Sub-action 2.1: Facilitate coordination with stakeholders through joint workshops

Sub-action 2.2: Step up communication for Policy Area Tourism

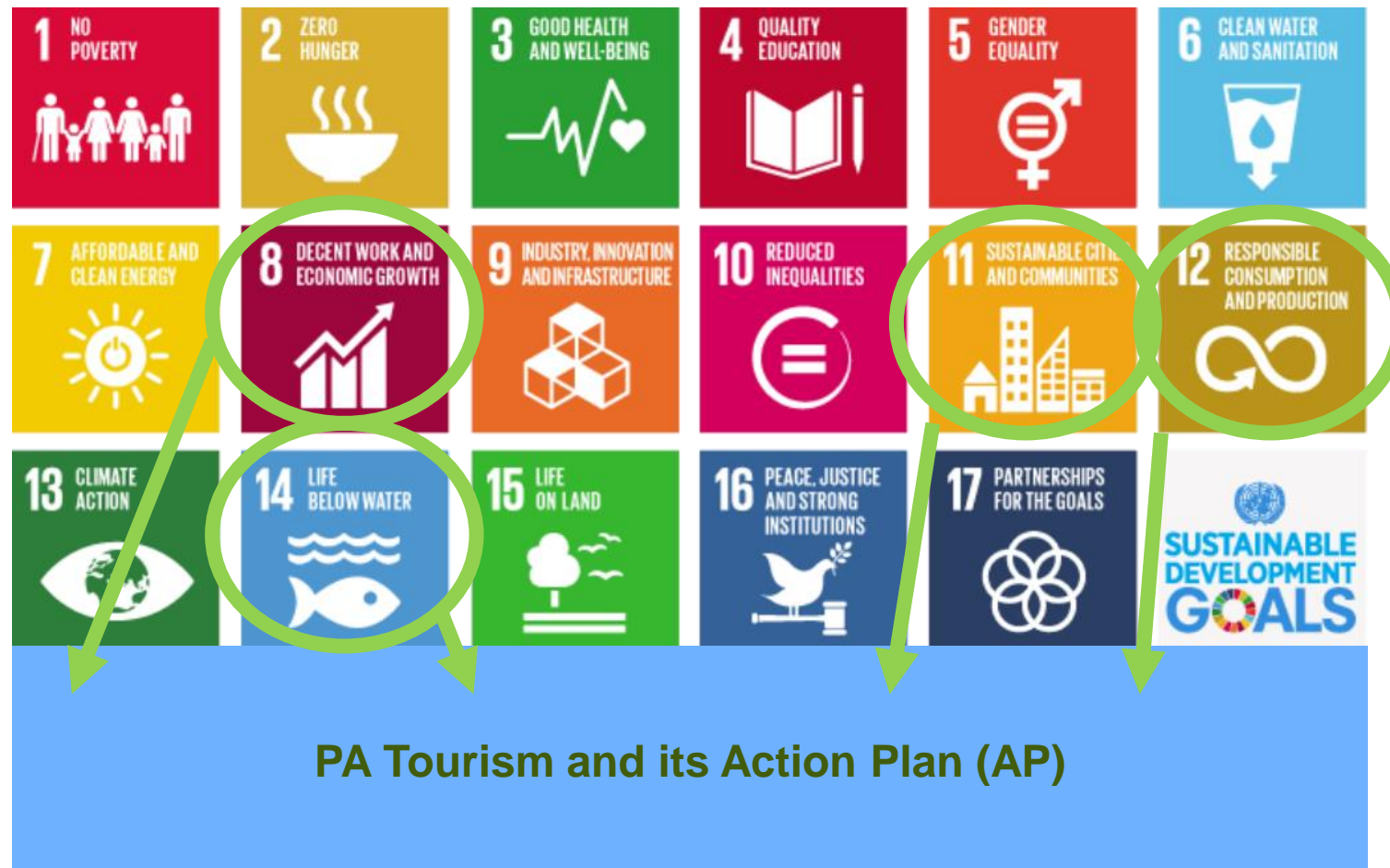


The link to the Sustainable Development Goals (SDGs)

- 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.



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



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** "[...] 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

Transnational tourism development in remote and rural areas

Indicators and targets

New Flagships and Projects

Action 2

Investing in people, skills and technology in the tourism industry

Indicators and targets

New Flagships and Projects

Action 3

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

Indicators and targets

New Flagships and Projects

New Flagships are emerging...

- Each of the three Actions contains one or more **Flagship(s)**.



Where are we in the process?

- ❖ PA Tourism is planning **Flagship workshops** for all three actions (together with HA Capacity)
- ❖ **1st Flagship workshop on „transnational tourism development in remote and rural areas“** (including islands, archipelagos, outermost regions and disconnected cities) -> winter/spring 2020
- PA Tourism is inviting interested stakeholder to participate in our flagship workshops. During the workshop we will i. a. design the collaboration structure of the flagship and discuss practical steps related to funding schemes.
- ***Which stakeholders are actively involved in this field?***

Project exchange meeting serial in the BSR

Purpose:

- engage in **dialogue** with **local partners**,
- learn more about the **happenings in the projects** on the ground (current and planned activities),
- **identify projects** that have the potential to become future Flagships,
- **meet stakeholders** which are interested to **participate in our new Flagships**,
- find **Flagship leader** that will be involved in the preparatory process with HA Capacity right from the beginning,
- create a **platform for exchange and discussion**

Project exchange meetings: „Tourism cooperation in the BSR“

- **Past meetings**

- ❖ 12 September 2019 in **Rostock**, Germany
 - organized by the Mecklenburg-Vorpommern Tourist Board together with PA Tourism (Ministry of Economics, Employment and Health MV)
 - at the International House of Tourism in Rostock

- **Upcoming meetings 2019/2020**

- ❖ 22 November 2019 in **Palanga**, Lithuania
 - organized by the Palanga Tourism Information Center, the Ministry of the Economy and Innovation and Klaipėda region together with PA Tourism
 - at the Museum of the Palanga resort
- ❖ 13 February 2020 in **Helsinki**, Finland
 - organized by the Ministry of Employment and the Economy together with PA Tourism
- ❖ January/February 2020 in **Riga**, Latvia
 - organized by the Ministry of Economics together with PA Tourism

Starting points: Project example I

The screenshot shows a web browser window displaying the Rural Finland II website. The browser's address bar shows the URL `ruralfinland.karelia.fi`. The website header features the title "RURAL FINLAND II" in large blue and black letters. To the right of the title are logos for the European Union, the Ministry of Agriculture and Forestry, Karelia University of Applied Sciences, and the University of Eastern Finland. Below the title is a social media section with the hashtag "#ProMatkailu" and icons for Twitter, Facebook, YouTube, and Instagram. A navigation menu includes links for "Rural Finland II", "Uutiskoosteet", "Julkaisut", "Työkalut", "Esitysmateriaalit", "Aluekierrokset", "Ajankohtaista", "Kartat", "Kalenteri", "Linkit", "Yhteystiedot", "Palaute", "Blogi", "In English", "Rural Finland 2015-2017 [also in English]", and "* LIITY POSTITUSLISTALLE *". A large banner image shows four people in outdoor gear standing in a forest. Below the banner, the text "RURAL FINLAND II - VALTAKUNNALLINEN MATKAILUN KOORDINAATIOHANKE" is displayed. To the right of this text is a call to action "LIITY POSTITUSLISTALLE" and a link to the "#ProMatkailu blogi". A video player is embedded on the page, showing a video titled "Hanke-esittely: Rural Finland II - valta...". The video player has a play button and a "Später ansehen" button. The video player shows the "RURAL FINLAND II" logo. At the bottom of the browser window, the Windows taskbar is visible, showing several open applications including "Posteingang - f...", "Re: Slides for t...", "AW: Slides for t...", "Rural Finland II ...", "Agenda.Palang...", "Dokument1 - ...", "D on NB-PM-O...", "EUSBSR PA Tou...", "PATourism_201...", and "PATourism_201...". The system clock shows the time as 21:02.

We are looking for:

- flagship leaders
- new ideas
- projects
- partners
- *trends*
- networks/initiatives
- ...