

5th Baltic Sea Tourism Forum 2012

Tourism Cooperation in the EU Programme Period 2014 - 2020

14-15 November 2012
Rostock/Germany

Programme

Rostock, November 14-15, 2012



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5th Baltic Sea Tourism Forum

The development of the Baltic Sea region into a coherent and even more prosperous tourist destination is a challenging long-term task which requires the cooperation of many stakeholders in the Baltic Sea area. One of the major aims is to **profile the Baltic Sea region** in the international competition by attractive and visible tourism offers. For this purpose, tourism actors from all countries bordering the Baltic Sea should define **transnational cooperation** areas with regard to product and service development and relevant source markets. In this context, also the question of **appropriate cooperation structures** should be raised. Today, these often appear to be fragmented and of a temporary character because of their project orientation.

Since 2008, the Baltic Sea Tourism Forum offers an opportunity for tourism stakeholders to exchange information and to start or continue cooperation. The Forum further aims to **strengthen the cooperation** of all Baltic Sea region countries, to **voice the interest of the tourism economy** in the Baltic Sea region and to **exploit the existing international development potentials more efficiently**. These objectives are also essential for the implementation of Priority Area Tourism in the EU Strategy for the Baltic Sea Region (EUSBSR). As a consequence, the Baltic Sea Tourism Forum and the coordinator of Priority Area Tourism agreed on a closer cooperation.

This year, the forum will **focus** on:

- the contribution of tourism for economic development in the Baltic Sea region with regards to the **Europe 2020 strategy** and
- the perspectives for a closer cooperation of tourism stakeholders in the Baltic Sea region during the next **EU programme period 2014 – 2020**.

To this end, the forum will discuss and decide on a **declaration** which will give a résumé of the major topics for the tourism sector in the Baltic Sea region in the years to come.

The preparation and hosting of this year's forum comprises a steering group that consists of the **Mecklenburg-Vorpommern Tourist Board**, the **State Chancellery Mecklenburg-Vorpommern** in its role as the coordinator of Priority Area Tourism, and **Visit EastDenmark**, accompanied by a group of international experts.

The 5th Baltic Sea Tourism Forum addresses the following groups of **participants**:

- representatives of Baltic Sea tourism institutions,
- lead- and project partners of tourism related EU projects in the Baltic Sea region,
- countries' officials of national and regional administrations,
- private tourism providers and experts of the sector.

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08.15 Pre-Convention Tour – Heiligendamm and Kühlungsborn as examples for the development and conservation of seaside resort architecture in the Baltic Sea region

11.00 Registration, Lunch

Opening

13.00 Official opening of the 5th Baltic Sea Tourism Forum
Mr. Jürgen Seidel, Chairman, Tourist Board Mecklenburg-Vorpommern
Mr. Henrik Toft Jensen, Executive Chairman, VisitEastDenmark
Mr. Werner Loscheider, Head of Division Tourism Policy, Federal Ministry of Economics and Technology, Germany

13.30 Tourism as a significant economic factor in the Baltic Sea region and in Europe
Mr. Frédéric Pierret, Executive Director, World Tourism Organisation (UNWTO)

14.00 Tourism in the EU structural funds programmes 2014 - 2020
Mr. Jean-Marc Venineaux, Directorate General for Regional Policy, European Commission

14.30 Mecklenburg-Vorpommern and the European Strategy for the Baltic Sea Region – Perspectives of tourism cooperation
Ms. Andrea Herrmannsen, Head of Department for Europe and International Affairs, State Chancellery, Land Mecklenburg-Vorpommern

14.45 Coffee break



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Perspectives on tourism cooperation in the Baltic Sea region: experiences and outlook

- 15.15 **Thematic Session 1:** Presentation of selected tourism EU projects with focus on the added value, economic relevance and sustainability of project results
Mr. Lasse Fridberg Bilstrup, Wonderful Copenhagen, Project: Oresund Event Center (Oresund-Kattegat-Skagerrak Programme); Prof. Dr. Wilhelm Steingrube, University of Greifswald/Geography, Project: Agora 2.0 (Baltic Sea Programme); Ms. Jaana Räisänen, Häme Development Centre Ltd, Project: INFAC TO (Central Baltic Programme); Prof. Dr. Michael Klotz, University of Applied Sciences Stralsund, Project: Baltic Museums 2.0-Plus (South Baltic Programme)
- 16.00 **Panel discussion:** National perspectives of tourism cooperation in the Baltic Sea region
Introductory statement: *Mr. Tobias Weitendorf, Head of Communications and Deputy CEO, Mecklenburg-Vorpommern Tourist Board*
Panelists: *Ms. Lidija Bajaruniene, Chief Specialist, Ministry of Economy Lithuania; Mr. Bernd Hässler, Regional Manager North-East Europe, German National Tourist Board; Ms. Ilze Jankava, Senior Officer of Tourism Division, Ministry of Economics of the Republic of Latvia; Ms. Elmira Khaimurzina, Deputy Director, Department for Tourism and Regional Policy, Ministry for Culture of the RF; Ms. Ulla Sperling, Market Manager Germany, Estonian Tourist Board/Enterprise Estonia; Mr. Jan Lundin, CEO / President, Swedish Travel and Tourism Industry Federation (RTS); Ms. Eva Thybo, Project Director, Business Development, VisitDenmark*
- 17.15 Questions and summary
- 17.30 Closing of the first conference day
- 19.00 Get together



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Tourism as an economic and competitive factor in the Baltic Sea region

- 09.00 Trends and developments for tourism in the Baltic Sea region
Mr. Michael Deckert, Consultant, Dwif-consulting GmbH
- 09.20 International tourism marketing – practical attempts to market the Baltic Sea region as an attractive and coherent tourist destination
Ms. Krystyna Hartenberger-Parter, Director, Pomorskie Tourist Board
- 09.40 **Thematic Session 2:** Bridging the gap – funding sources 2013/2014
EU Strategy for the Baltic Sea Region - the Seed Money Facility
Mr. Jean-Marc Venineaux, Directorate General for Regional Policy, European Commission
CBSS - SEBA and the Project Support Facility
Mr. Eduardas Borisovas, Ambassador, Council of the Baltic Sea States
Ms. Anna Karpenko, CBSS SEBA Project Coordinator, Council of the Baltic Sea States
Swedish Institute funding for seed money and thematic partnerships
Ms. Cecilia Andrae, Baltic Sea Unit, Regional Development, Swedish Institute
Discussion of project ideas and initiatives
- 10.40 Coffee break
- 11.00 **Thematic Session 3:** Joining efforts to develop world-class tourism clusters and destinations in the Baltic Sea region: a proposal for realizing BSR excellence in tourism development
Welcome by session chairman
Mr. Arne Grove, Director, Nordic Council of Ministers Information Office in Kaliningrad
Cluster development: the approach and its benefits, much more than a network
Mr. Thomas Winther, Director Innogate
Panel Session
Mr. Maxim Michailov, Cluster Manager, Kaliningrad; Mr. Lars Albæk, Cluster Manager, Bornholm; Ms. Marta Chelkowska Director of Tourism Department, Office of the Marshal of the Pomorskie Voivodeship, Gdansk/Sopot; Ms. Anita Birze, Cluster Manager, Jurmala
A proposal for cooperation from Bornholm – the Baltic Sea Cluster Development Centre,
Mr. Lars Albæk, Cluster Manager

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- 12.00 Presentation and adoption of the final declaration of the 5th Baltic Sea Tourism Forum
Mr. Wolf Born, Task Force EU Strategy for the Baltic Sea Region, State Chancellery, Land Mecklenburg-Vorpommern
- 12.15 Invitation to the 6th Baltic Sea Tourism Forum and closing of the conference
Mr. Bernd Fischer, Managing Director, Mecklenburg-Vorpommern Tourist Board
Ms. Karin Melbye Holm, Director, VisitEastDenmark
- 12.30 Lunch
- 13.30 End of Forum
- Moderator: Mr. Jürgen Vogt



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