

# 6<sup>th</sup> Baltic Sea Tourism Forum 2013

## Sustainability, Growth and Cooperation

**September 25 – 26, 2013**  
**Ringsted / Denmark**

## Programme

**Ringsted, 25<sup>th</sup> - 26<sup>th</sup> September 2013**



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ZEALAND, MØN, LOLLAND-FALSTER



**Tourismusverband**  
Mecklenburg-Vorpommern

**Mecklenburg  
Vorpommern**  
Best of Northern Germany



## 6<sup>th</sup> Baltic Sea Tourism Forum

### *Initial situation and major aims*

The Baltic Sea region is **one of Europe's macro regions**. Nine countries adjoin to the Baltic Sea and make the area to one of the most diversified and multifaceted destinations. The area offers in many sectors a bright future potential - especially in tourism. However, the process of growing together needs time. After something over 20 years the Baltic Sea still faces a fragmented orientation with respect to many economic and social issues. In tourism only a few attempts for continuous transnational cooperation can be recognized. Cooperation and networks are often limited by time and resources.

Since 2008, the Baltic Sea Tourism Forum intends to overcome some of the difficulties like national interests, language barriers and different basic and general conditions. It offers an opportunity for tourism stakeholders to exchange knowledge and to start or to continue cooperation in a cross-border or transnational character. 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**. The Forum provides a long-term annual cooperation platform for more than 5 years already.

The general aims of the Forum are also essential for the implementation of Priority Area Tourism in the **EU Strategy for the Baltic Sea Region (EUSBSR)**. Since 2009, the EUSBSR "...intends to increase the levels of environmental sustainability, prosperity, accessibility and attractiveness and safety and security." and "...it provides an integrated framework for improving the environmental condition of the sea, transport bottlenecks and energy interconnections as well as facilitating the development of competitive markets across borders and common networks for research and innovation."

### *Objectives of the 6<sup>th</sup> Baltic Sea Tourism Forum*

The tasks are comprehensive and manifold to contribute to the overall development and to support the idea of a common, recognizable and even more prosperous Baltic Sea destination. Therefore, the topics have been further consolidated. The Forum 2013 will build on the results of the previous fora and continue cooperation with a focus on the following areas:

- Promotion of **sustainable tourism approaches** on the level of strategies and projects in the Baltic Sea region.
- Strengthening the role of **small and medium-sized enterprises** in the process of building a Baltic Sea destination.
- Preparing for the **EU programme period 2014-2020** by developing project ideas and cooperation.



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## Participants

The 6<sup>th</sup> 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.

## Organizer

The preparation and organization 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 East Denmark**, accompanied by an international group of like-minded partners.

## Date & Location

September 25-26, 2013

Sørup Herregaard - Sørupvej 26, DK-4100 Ringsted

[www.sorup.dk](http://www.sorup.dk)

## Contact | *BSTF competence center*

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## Programme - 25 September 2013

Individual arrival

11.00 Registration, Lunch

### Opening Session

13.00 Official opening of the 6<sup>th</sup> Baltic Sea Tourism Forum

**Ms. Sylvia Bretschneider**, President of the Landtag and Tourist Board Mecklenburg-Vorpommern, Germany

**Mr. Steen Bach Nielsen**, Chairman of the Council of the Region Zealand, Denmark

13.20 Greetings from the Presidency of the Council of the European Union

**Ms. Laura Paulauskiene**, Head of Tourism policy division, Ministry of Economy of the Republic of Lithuania

13.30 Markets and trends – The Baltic Sea destination in competition with other macro regions

**Ms. Isabel Garaña**, Regional Director for Europe, World Tourism Organization (UNWTO)

13.50 Outside view on the Baltic Sea region as a coherent travel destination – challenges and assets

**Mr. Werner Schindler**, CEO, raitour suisse sa, Switzerland

14.10 Open panel discussion

Sustainable tourism – Strategy and practical implications of a commonly used term

The panel will discuss which significance sustainability has for the tourism development in the Baltic Sea Region, will give examples how elements of sustainable tourism can look like and provide an indication how they pay out in practice

#### Speaker:

**Prof. Dr. Wilhelm Steingrube**, University of Greifswald, Institute of Geography, Germany

**Mr. Aivar Ruukel**, Ecotourism Practitioner at Pan Park *Soomaa National Park*, Estonia

**Ms. Jane Strange Nielsen**, Director, Hotel Sørup Herregaard, Denmark

**Mr. Eike Otto**, Consultant in the field of sustainable tourism, Germany

#### Moderator:

**Mr. Wolfgang Günther**, Associate Director, Institute for Tourism Research in Northern Europe, Germany

15.10 Coffee break



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## Programme - 25 September 2013

15.40

### Parallel Session

**a) Panel discussion on product development**

Long-haul market demands and requirements by travel and tourism-related businesses

Travel experts from different Baltic Sea region countries and beyond discuss future trends and challenges from the business perspective. A major focus will lie on the requirements tour operators think of when it comes to cross and transnational product development. The discussion will look particularly into areas in which the private sector may need further support to link offers and products across national borders.

Speaker:

**Mr. Werner Schindler**, CEO, railtour suisse sa, Switzerland

**Mr. Karol Rosada**, CEO, Sea Tours, Poland

**Ms. Malgorzata Hudyma**, Representative of the Baltic Sea Tourism Commission and Director - Nordic Countries, Polish National Tourist Board

**Ms. Kylli Karing**, Vice President, Via Hansa

**Mr. Michael Dietz**, Marketing Manager Germany, Scandlines

Moderator:

**Ms. Krystyna Hartenberger-Pater**, General Manager, Pomorskie Tourist Board

**b) Open dialog on product quality**

Certification versus reputation - quality approaches at European level to obtain more transparency and customer satisfaction

Due to the fast evolution of information and communication technologies rating and review sites are gaining significant importance in consumer awareness and are more and more influencing buying behavior. Certification, on the other hand, is an established system to provide consumers with a confirmation of the characteristics of certain products or services. The workshop will discuss the interaction, advantages and developments of both approaches and exemplarily look at CA Customer Alliance – a reputation platforms and the Hotelstars Union – a harmonised EU hotel classification.

Speaker:

**Ms. Lizzie Herzog**, Assistant, German Hotel Association (IHA)

**Mr. Torsten Sabel**, Chief Operating Officer, CA Customer Alliance GmbH

Moderator:

**Mr. Jonas Wilstrup**, Political Director, HORESTA, Denmark

**c) Kick-off meeting "Steering Committee Tourism Policy in the Baltic Sea Region"**

Closed meeting of representatives of national tourism ministries



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- 17.10 Summary of the sessions and discussions  
**Ms. Krystyna Hartenberger-Pater**, General Manager, Pomorskie Tourist Board  
**Mr. Jonas Wilstrup**, Political Director, HORESTA, Denmark  
**Mr. Wolf Born**, Coordinator for Priority Area Tourism in the EU Strategy for the Baltic Sea Region, State Chancellery, Land Mecklenburg-Vorpommern
- Closing of the first conference day
- 18.30 Dinner and get together

## Programme - 26 September 2013

### Thematic Session on Cooperation

Innovative proposals and new project ideas for transnational cooperation

- 09.00 Opportunities for the integration of Northwest Russia into the BSR tourism cooperation process  
**Ms. Elmira Khaimurzina**, Deputy Director of the Department for Tourism and Regional Policy, Ministry for Culture of the Russian Federation (tbc)
- 09.20 Priority Area Tourism in the EU Strategy for the Baltic Sea Region – State of play, funding and outlook  
**Mr. Wolf Born**, Coordinator for Priority Area Tourism in the EU Strategy for the Baltic Sea Region, State Chancellery, Land Mecklenburg-Vorpommern
- 09:45 Project initiatives planned and established for the new EU funding period 2014 - 2020  
Presentation of new project ideas, round tables & open space for discussions  
Fields of cooperation:
- SME's and tourism clusters  
BSCDC tourism cluster cooperation activities, **Mr. Lars Albæk**, Baltic Sea Cluster Development Centre  
Support for tourism SME, **Mr. Jan Lundin**, CEO, Swedish Travel and Tourism Industry Federation (tbc)
  - Rural tourism  
Baltic Sea Country Style – Attract tourists to rural areas, **Mr. Johannes Volkmar**, International Marketing, Mecklenburg-Vorpommern Tourist Board
  - Active tourism and events  
Programme of development of sport and outdoor event tourism in the Baltic Sea Region, **Mr Andrzej B. Piotrowicz**, Secretary General of the Polish Union of Active Mobility  
GETAWAY - Development and Marketing of Pilgrim Routes in Northern Europe, **Ms. Dr. Madlen Thom**, UNICONSULT, Universal Transport Consulting GmbH



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## Programme - 26 September 2013

- Cultural heritage and maritime heritage  
Common Map for Culture Tourism in the BSR, **Ms. Daria Akhutina**, General Director, Norden Association, St. Petersburg  
Museums cooperating for cultural tourism in the BSR, **Ms. Ulrika Mebus**, Head of dept Cultural heritage management, Gotlands Museum  
Routes to the Baltic Maritime Heritage - Increasing Visibility and Accessibility (VIABAL), **Mr. Roland Steen**, Landsort Maritime and Environmental Center
- Further topics  
Developing tourist potential for people suffering from food intolerances, **Mr. Peter L. Pedersen**, General Manager, Hanseatische Weiterbildungs- und Beschäftigungsgemeinschaft Rostock (HWBR)
- Networking corner

“Walking” Coffee break

11.45 Summary and questions

### Closing Session

12.00 Presentation and adoption of the Forum’s final declaration  
**Mr. Wolf Born**, Coordinator for Priority Area Tourism in the EU Strategy for the Baltic Sea Region, State Chancellery, Land Mecklenburg-Vorpommern

12.15 Closing words and invitation to the 7<sup>th</sup> Baltic Sea Tourism Forum 2014  
**Mr. Bernd Fischer**, Managing Director, Mecklenburg-Vorpommern Tourist Board  
**Ms. Karin Melbye Holm**, Director, Visit East Denmark  
**Ms. Christina Mattisson**, Chair of the Regional Board, Region Blekinge

12.30 Lunch and end of Forum

Individual departure

Moderator: **Ms. Nanna Balsby**, NB Tourism



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