

# Baltic Sea Tourism Forum - development opportunities for a sustainable communication and cooperation platform

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# Baltic Sea Tourism Forum

## 1<sup>st</sup> BSTF (Summit) 2008 in Rostock



# Baltic Sea Tourism Forum

## History of the Forum



2. Vilnius / Lithuania 2009
3. Kaliningrad / Russia 2010
4. Sopot / Poland 2011
5. Rostock / Germany 2012
6. Ringsted / Denmark 2013
7. Karlskrona / Sweden 2014
8. Gdansk / Poland 2015
9. Pärnu / Estonia 2016
10. *Turku / Finland 2017 (Oct 11-12)*





# Baltic Sea Tourism Forum

## Aims of the Forum



- ✓ Support a **sustainable and balanced development** of tourism and voice the interest of the tourism economy in the Baltic Sea region.
- ✓ Strengthen the sustainable and responsible cooperation of all Baltic Sea region countries and **exploit the existing international development potentials** more efficiently.
- ✓ Provide and secure a **permanent platform for information and know-how exchange** with the Baltic Sea Tourism Forum at its core for continuous collaboration on the basis of a multilevel process.
- ✓ Position the Baltic Sea as a **coherent travel destination** on the global tourism market and promote the area as an attractive, safe and natural destination for international travellers.
- ✓ Contribute to the aims of the **EUSBSR** and support the implementation process of **PA Tourism**.

# Baltic Sea Tourism Forum

## Target audience



- ✓ representatives of Baltic Sea tourism organizations and institutions
- ✓ officials of national and regional as well as local administrations, parliamentarians
- ✓ lead- and project partners of tourism related EU projects
- ✓ private tourism operators and experts of the sector

# Baltic Sea Tourism Forum

## Organization team



- ✓ Mecklenburg-Vorpommern Tourist Board
- ✓ Policy Area Tourism / EUSBSR
- ✓ annual host city/region/country
- ✓ constantly changing group of likeminded partners

# Baltic Sea Tourism Forum

## Requirements for a sustainable Forum



- ✓ permanent structures
- ✓ sustainable funding
- ✓ continuous topics to be elaborated
- ✓ strategic and operational orientation
- ✓ improved communication

# Baltic Sea Tourism Forum

## Key topics to be discussed



1. structure, funding opportunities and commitment of stakeholders
2. future content alignment and better involvement of the private sector
3. benefits of and contribution to the EUSBSR | PA Tourism
4. improved communication among tourism stakeholders



# Baltic Sea Tourism Forum

## The basic question for today



**How shall the Baltic Sea Tourism Forum  
be positioned in the future?**

# Baltic Sea Tourism Forum

## 1) structure, funding and commitment



1. How to facilitate the planning and preparation of the Forum?
2. How to finance the forum?
3. How committed are countries/regions, organizations, and businesses to support the forum?

# Baltic Sea Tourism Forum

## 2) Content alignment and private sector



Sustainability

Culture, Active,  
Culinary,  
Maritime...

Market research

Innovation

Quality

Education

Marketing and  
Promotion

Climate,  
Environment,  
Hazards,...

Business  
development

Tourism funding

Capacity building

Seasonality

Experience  
exchange

...???



# Baltic Sea Tourism Forum

## 3) benefits of and contribution to EUSBSR



1. How does the forum contribute to the strategy and how organisations and businesses can benefit from the activity?
2. What does the EUSBSR mean for tourism stakeholders in the Baltic Sea region?

# Baltic Sea Tourism Forum

## 4) improved communication



Is it **facebook** to improve communication?

How to make relevant information transparent and accessible?

# Thank you for your attention and contribution!



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