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# From the SDGs towards a Sustainable Tourism in the BSR

**10th Baltic Sea Tourism Forum 2017**  
**Turku, 2 November**

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# Background information

<b>Project title:</b>	<b>From the SDGs towards a Sustainable Tourism in the BSR</b>
<b>Lead Partner:</b>	<b>Mecklenburg-Vorpommern Tourist Board</b>
<b>Project Partner:</b>	<b>Ministry of Economy of the Republic of Lithuania, Tourism Policy Division, Ministry of Economics, Employment and Health Mecklenburg-Vorpommern, Estonian Rural Tourism Organisation (ERTO), Visit Turku; Associated Partner: Baltic Sea Commission - Executive Secretariat</b>
<b>Project budget:</b>	<b>72.000,00 € (September 2017- August 2018)</b>
<b>Funding body:</b>	<b>Council of the Baltic Sea States (85%)</b>

# Overall objectives

- The project will track down the status quo of sustainable tourism in the BSR,
- identify good practices, gaps and differences in order to develop and communicate solutions,
- trigger a flagship process in the frame of EUSBSR's PA Tourism,
- support the CBSS long term priorities and the Global Agenda 2030 and the Sustainable Development Goals (SDGs),
- identify possible monitoring and management tools (such as ETIS, GSTC) in order to measure the tourism impacts (environmental, economic, socio and cultural).

# A focus on 3 (out of 17) UN Goals to be implemented



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- **Goal 8 – “Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.”**
  - Target 8.9 – “By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”.
- **Goal 12 – “Ensure sustainable Consumption and Production patterns.”**
  - Target 12b – “Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products.”
- **Goal 14 – “Conserve and sustainably use the oceans, seas and marine resources for sustainable development.”**
  - Target 14.7 – “by 2030 increase the economic benefits of SIDS and LCDs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism”.

# Common challenges for the BSR

## Tourism management and local identity

- Identification of positive messages, to motivate, especially coastal and rural destinations, to added value to day to day reporting activity.
- Capitalize the best story-telling (genius loci, local identity and eco-experiences) and provide more visibility to the excellences, national and transnational level.
- Improving destination sustainable management (e.g. by strengthening Destination Management Organizations-DMOs), following a holistic approach on the territory.
- Use of non-traditional data and their relevance at destination level (e.g. by gathering information from the IT application).

# Common challenges for the BSR

## Transnationality and cooperation

- Capitalizing existing transnational projects by selecting the best experiences and lobbying the upcoming EU reform of cohesion policy post 2020, investing more financial resources on tourism.
- Bring the industry and the SMEs into the loop, fostering internationalization, cooperation, innovation and ICT.
- Enhance the role of transnational and European thematic networks (sustainable tourism, cultural routes, protected areas and parks, creative and cultural industries clusters).
- Balance between /investments/additional costs and benefits.

# Common challenges for the BSR

## Political commitments

- The engagement of the public institutions/administrations, in terms of political commitment, is fundamental to support the entire process.
- The establishment of International Sustainable Tourism Observatories, under the umbrella of INSTO, and with the endorsement of the UNWTO, could be considered as desired milestone in the next years.
- Implementing the UN 2030 Agenda for sustainable development Goals (SDGs), focusing Goal 12 'Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promote local culture and products'.



# Common challenges for the BSR

## Operational engagements

- **The role of coordination team (and or the local coordinator manager at destination level) is necessary to ensure the efficient management and coordination, engaging the wider expert community.**
- **Investing on educational and knowledge skills set, to be able to gathering information, analyzing, interpreting data and organizing peer review.**
- **The selection of qualified technical partners is crucial for the evaluation and assessment process, in order to plan effectively sustainable measures, maximizing the benefits and minimizing the costs for the BSR.**

# Tourism national/regional experiences/initiatives to be shared by the partners

- **Quality and management system in tourism.**
- **Quality sign Estonian EHE label for ecotourism products; vocational schools teaching tourism, training of entrepreneurship and trainers.**
- **Green start Certification; Green destination Quality (Visit Finland); Ecolabel; ETIS.**
- **Create Lithuania (Tourism measurement system); Certification in tourism; entrepreneurship; National tourism award.**

## What next..

# Develop a PA Tourism flagship process!

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