

PERSPECTIVES FOR SMART TRANSNATIONAL COOPERATION IN THE BALTIC SEA REGION

Michael Deckert
dwif-Consulting GmbH Berlin
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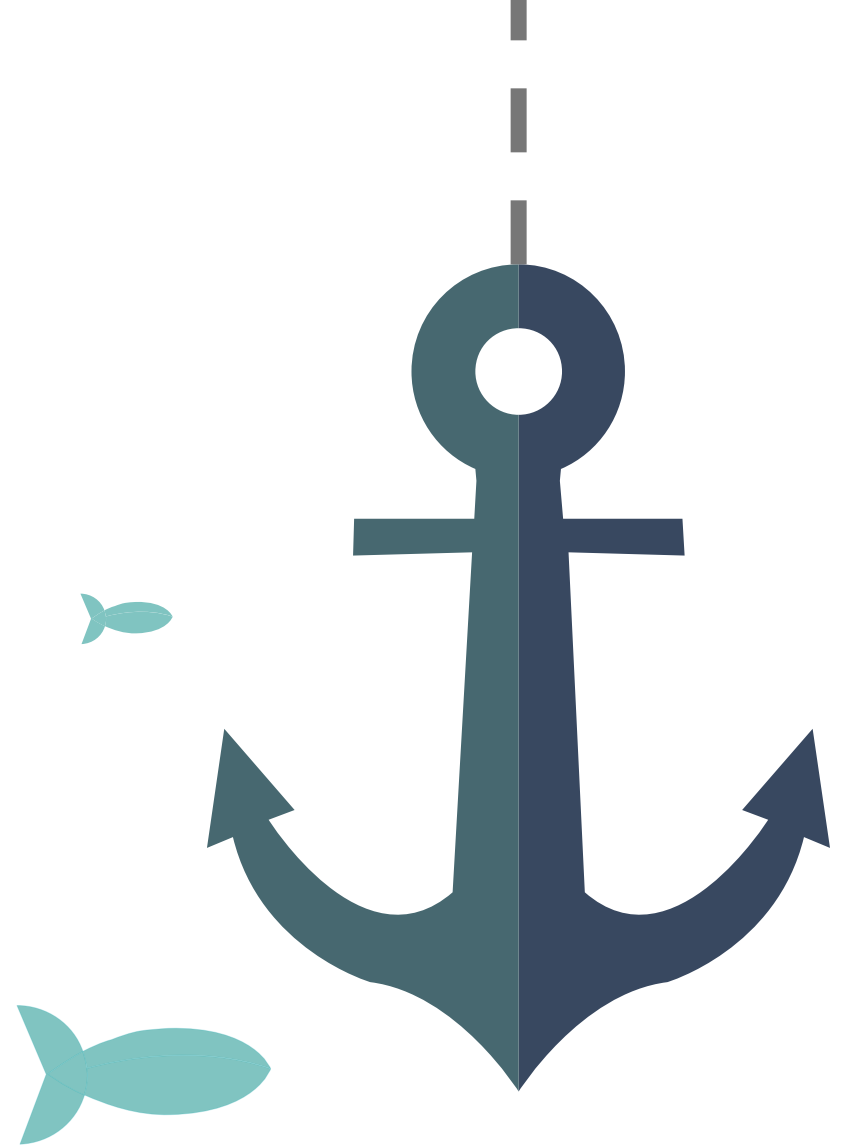
European
Regional
Development
Fund



Cooperation in the Baltic Sea Region



Baltic Sea Tourism Center: Institutionalisation of tourism cooperation in the Baltic Sea Area



Joint forces to establish the Baltic Sea Tourism Center

Project Partners



Mecklenburg Vorpommern
MV tut gut.



PROT Pomorskie Tourist Board



fachhochschule stralsund
university of applied sciences

Danish Tourism Innovation - Visit East Denmark



ASOCIACIJA KLAIPĖDOS REGIONAS

Associated Partners



Mecklenburg Vorpommern
Ministerium für Wirtschaft, Bau und Tourismus



EUROREGION BALIC



VisitDenmark



LITHUANIAN STATE DEPARTMENT OF TOURISM UNDER THE MINISTRY OF ECONOMY



POMORSKIE VOIVODESHIP



POLSKA POLISH TOURIST ORGANISATION



VISIT FINLAND



Germany
The travel destination



REGION BLEKINGE



LIAA
Latvijas Investīciju un attīstības aģentūra
Investment and Development Agency of Latvia

Strategic Partners



UNWTO



COUNCIL OF THE BALTIC SEA STATES



UNION OF THE BALTIC CITIES

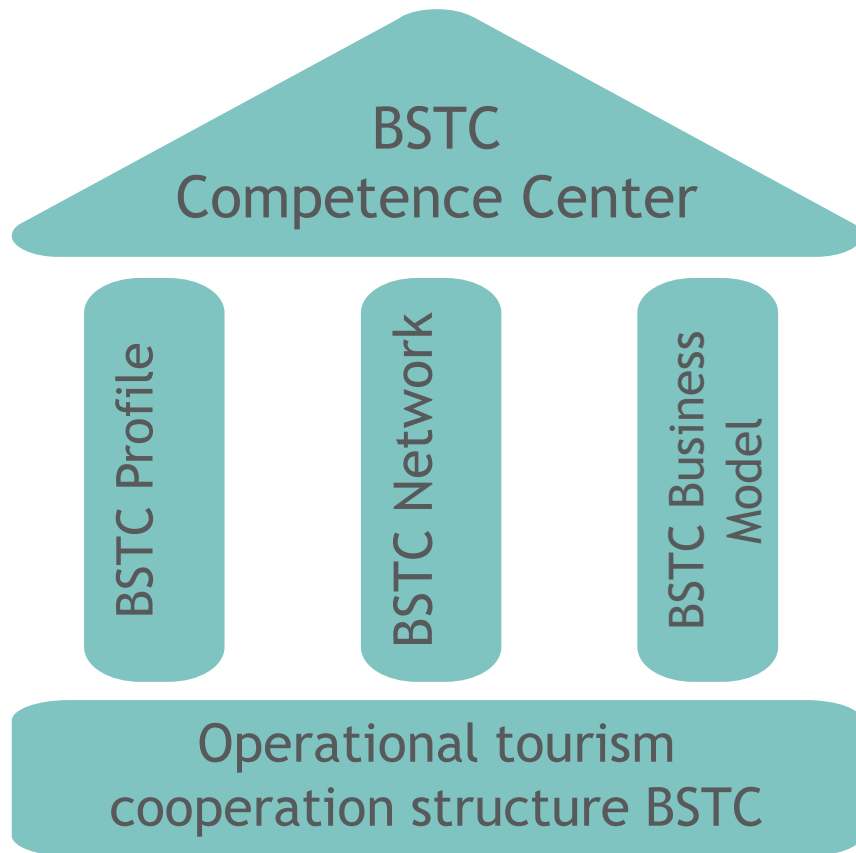


Ministry of Sport and Tourism of the Republic of Poland

Strategies/Policies/Programs

- Flagship project of the EU strategy for the Baltic Sea Region
- EUSBSR - Action plan
- Blue growth agenda for the Baltic Sea Region
- Baltic Sea Parliamentary Conference (BSPC) Resolution
- Cooperation with the CBSS
- Exchange with EU programs and projects

Current activities in preparation of the Baltic Sea Tourism Center

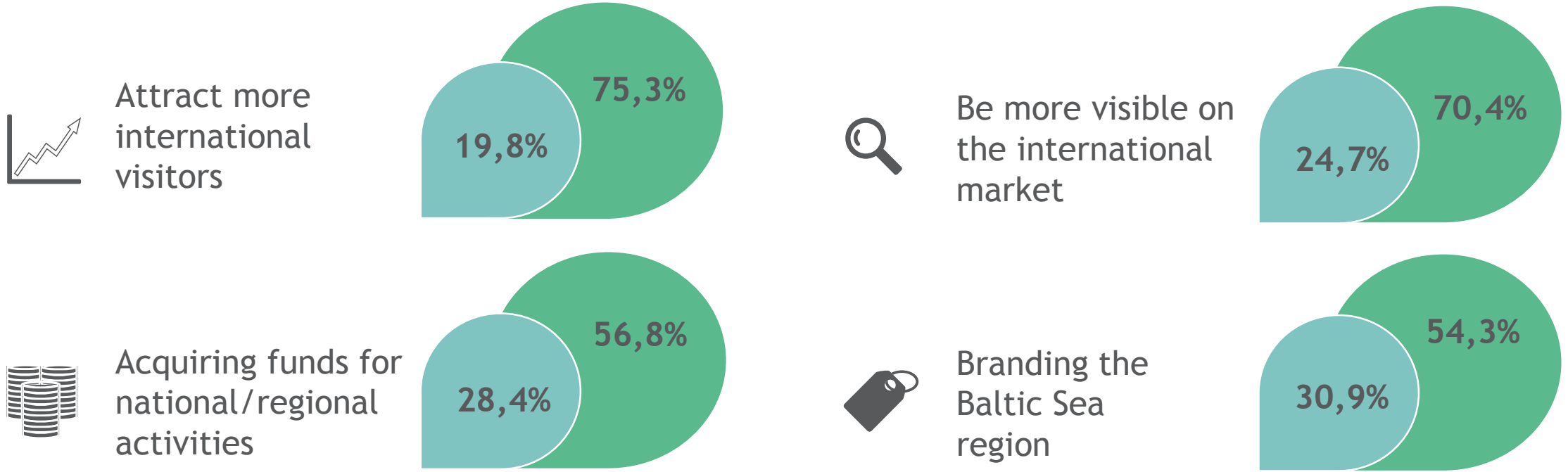


A look at first findings



Attraction of visitors and visibility through international projects

What goals are you pursuing with international projects/work? How important are they?

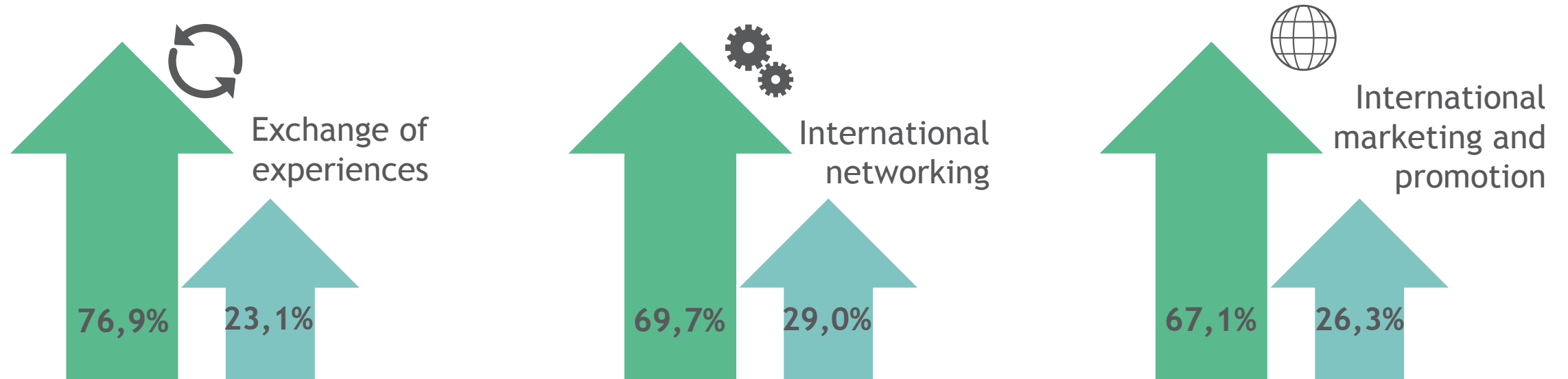


Source: Survey among stakeholders/potential partners of BSTC (2015), n=82

■ Very important ■ Partly important

Focus on exchange, networking and international marketing


Which of the following topics do you consider as important referring to transnational cooperation?



Source: Survey among stakeholders/potential partners of BSTC (2015), n=82

■ Very important ■ Partly important

Benefits of tourism cooperation in the Baltic Sea Area (I)



Raising awareness /
lobbying to strengthen
the Baltic Sea Area

Benchmark
possibilities

Mutual and joint tourism
promotion/marketing,
international customers

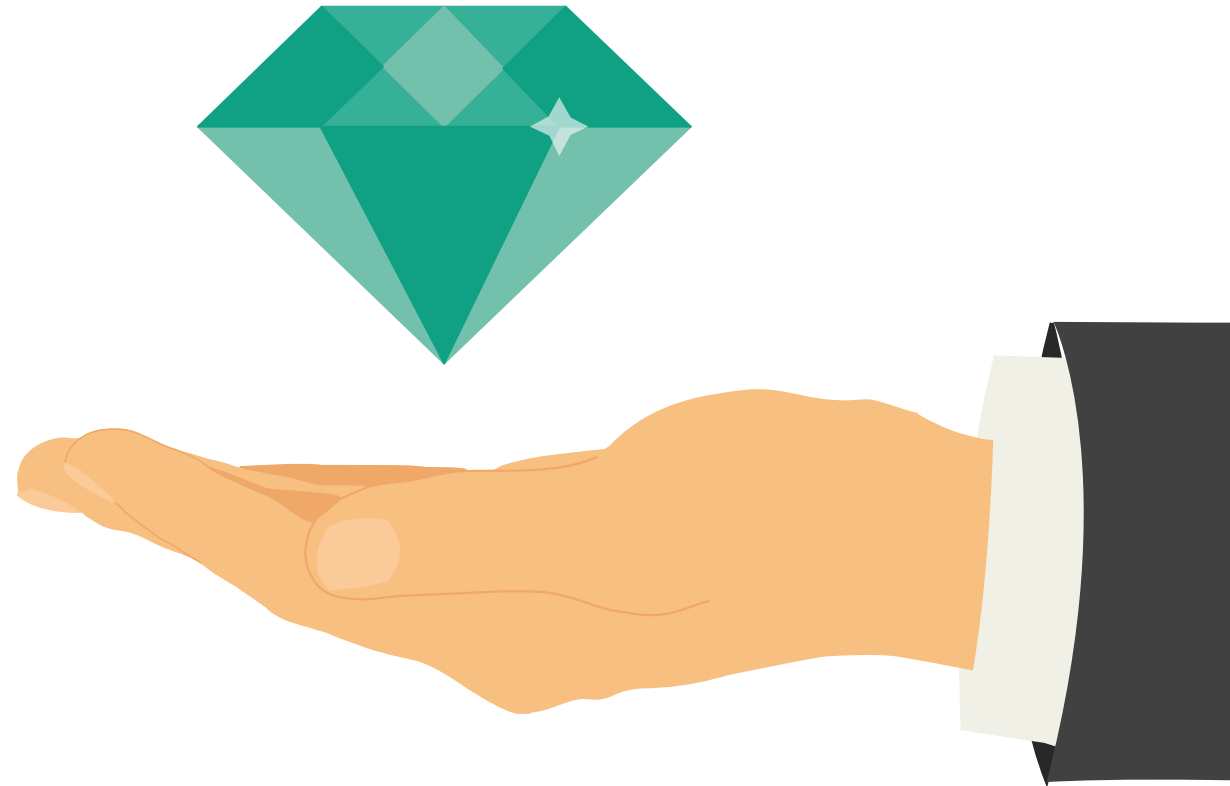
Share / exchange
of ideas, know-how
and experiences

Joint projects
and thematic
cooperation



Benefits of tourism cooperation in the Baltic Sea Area (II)

- bundling and enhanced use of results/achievements
- future topics and trends
- figures and statistics

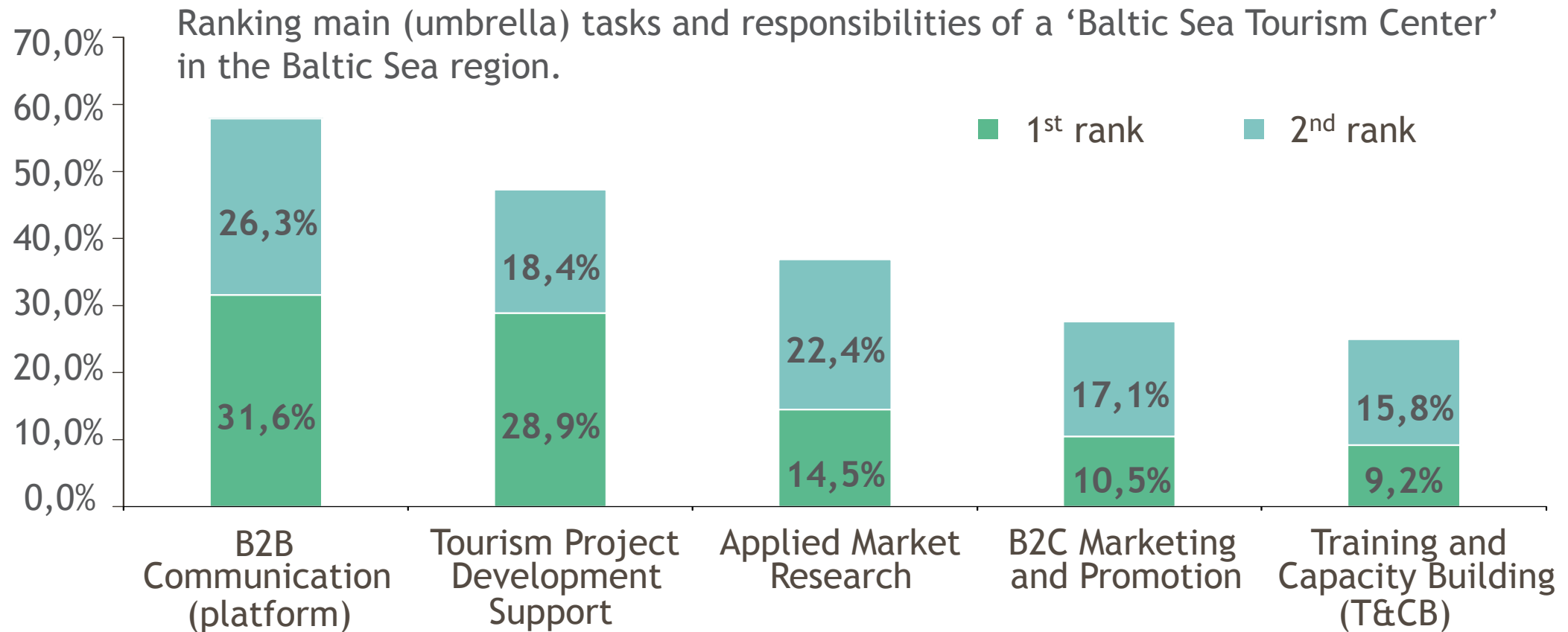


BSTC will provide added value for its target groups!



BALTIC SEA
TOURISM CENTER

Focus on most relevant tasks and responsibilities



Source: Survey among stakeholders/potential partners of BSTC (2015)

Training and Capacity Building

- Fresh knowledge
- Relevant, but not the focus
- SMEs, across the borders?
- Combination with BSTF



B2C-Marketing and Promotion


- Important for some experts
- Especially in long-haul markets
- No general promotion
- Rather brand than product promotion

- Competitive situation
- Requires high budgets
- Rather private sector

Applied Market Research



Clearly among the most important tasks (basis!)



Existing data:
making use instead of parallel system!



Broader perspective, regional clusters

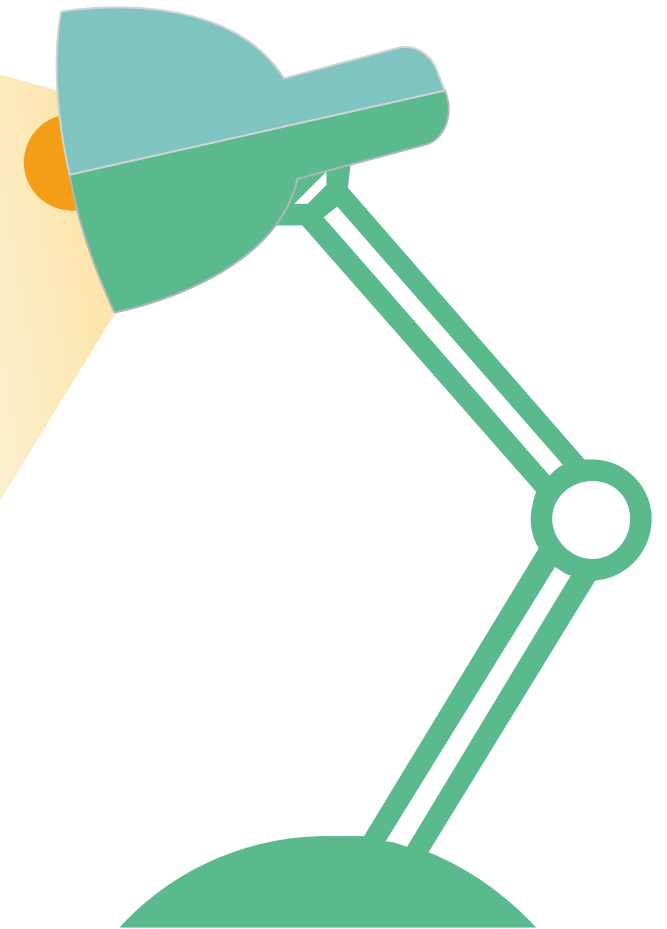


Future/overseas markets,
needs of potential customers, trends

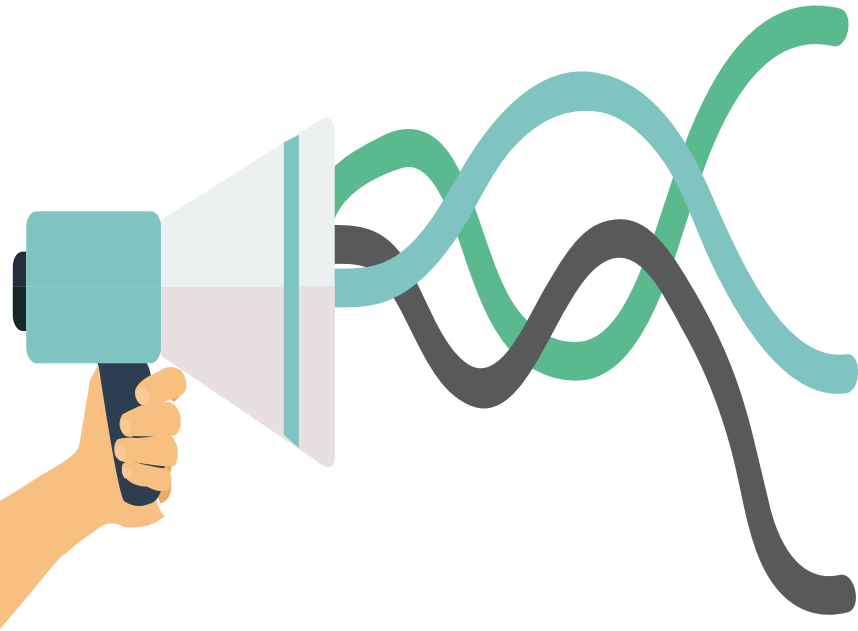


Tourism Project Development and Support

- Important, but
 - Plenty of information available
 - Rather task for program bodies and inhouse specialists
 - Cost-value ratio?



B2B-Communication Platform



Confirmed as very important by most interview partners

BSTC as center for networking, communication and collaboration, connection of different levels

Further establishment of BSTF / link to BSTF

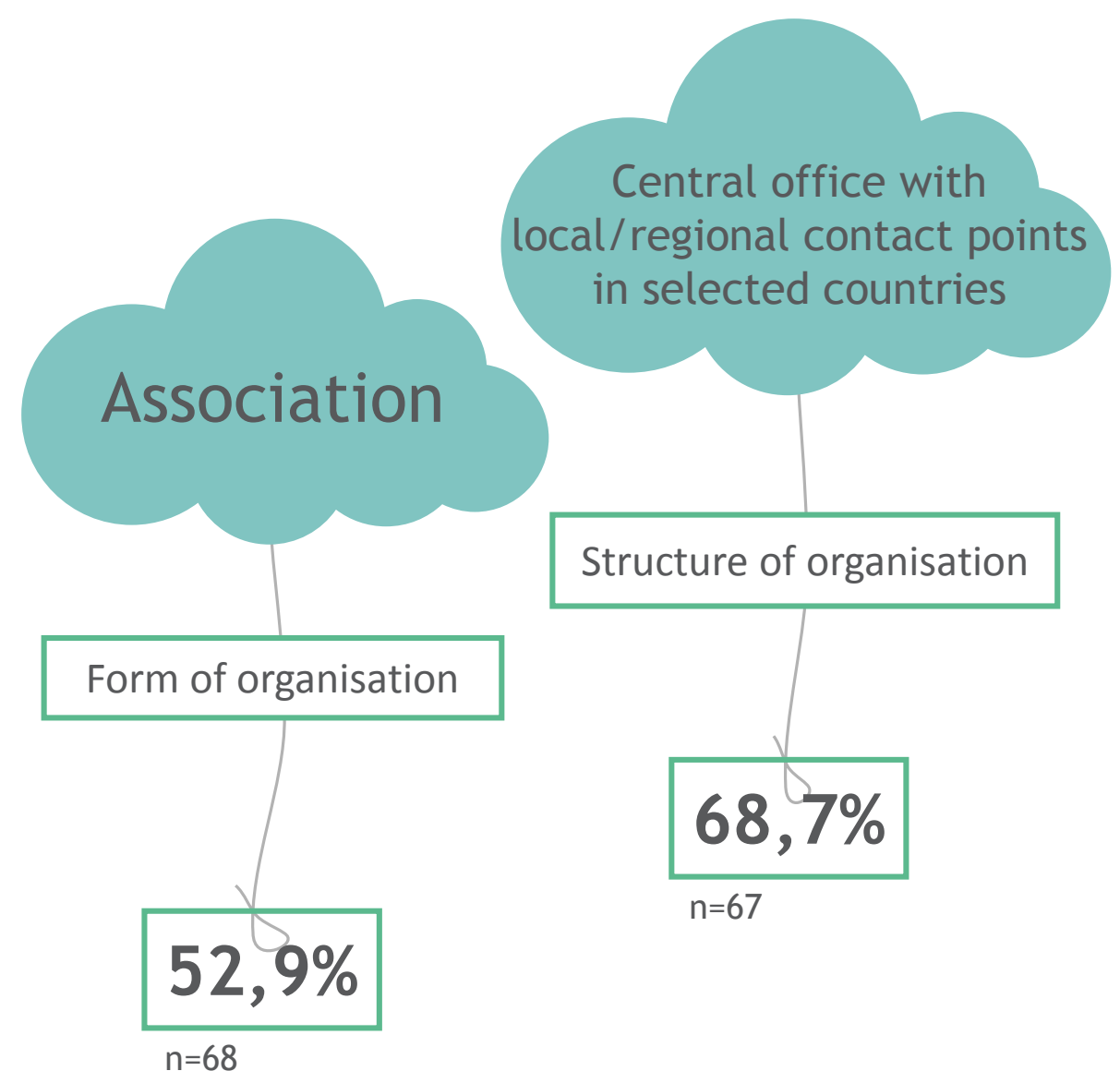
- exchange
- also with regards to trends / future topics

Successful and sustainable establishment of the BSTC requires longterm engagement of partners!



Next steps

- Strategy workshop, decision on profile
- Juristic recommendations
- Development business plan



Source: Survey among stakeholders/potential partners of BSTC (2015)

Questions, comments or participation?

Tourist Board Mecklenburg-Vorpommern



Johannes Volkmar
Head of Baltic Sea Cooperation
Tel.: +49 381/4030 663
j.volkmar@auf-nach-mv.de

Konrad-Zuse-Str. 2
D-18057 Rostock
www.tmv.de

dwif-Consulting GmbH



Michael Deckert
Senior Consultant
Tel.: +49 30/757949-21
m.deckert@dwif.de

Marienstr. 19/20
D-10117 Berlin
www.dwif.de