

EU STRATEGY FOR THE BALTIC SEA REGION

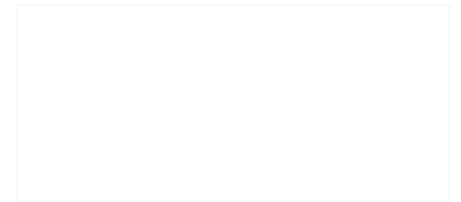
TOURISM



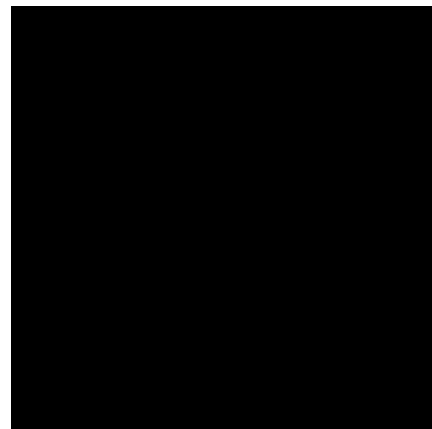
BALTIC NATURE TOURISM CONFERENCE
23 March 2011

Tourism as a Part of the EU strategy
for the BSR

"Rural and heritage tourism
in the EU-Strategy
for the Baltic Sea Region"



EU STRATEGY FOR THE BALTIC SEA REGION
PRIORITY AREA TOURISM FLAGSHIP PROJECTS
12,7 ATTRACT TOURIST TO RURAL AND COASTAL AREAS
12,9 PROMOTE THE CULTURAL HERITAGE AND UNIQUE
LANDSCAPES



+Content

EU Strategy for the BSR & FPs & The aim of the workshop

FP 12,7

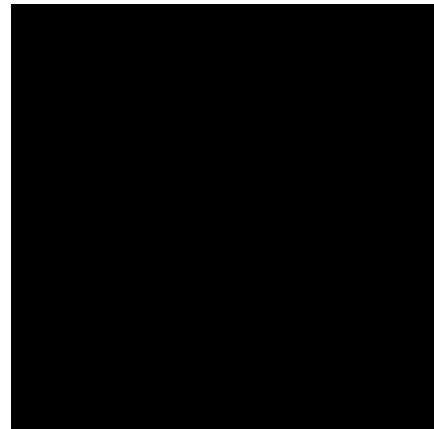
FP 12,9

Case 1, good practice within rural and nature tourism

Case 2, good practice within culture tourism

Facts & potential

Brainstorming





EU Strategy for the BSR & FPs & The aim of the workshop

To develop the region into:

- an environmentally sustainable
- prosperous
- ***accessible & attractive***
- safe & secure place

Baltic Sea Region: to live in, work and invest

” It is essential to work together to increase the know-how and the ways of co-operation between the regions, enterprises and operators in order to make the Baltic Sea region into an attractive area worldwide”

The EUSBSR and the FPs can be a good platform of communication and cooperation

We want You to treat FPs as a forum for the exchanging the experiences and information about current state of play within BSR tourism



Baltic Sea Region
as a competitive tourist destination !!!

FP 12,9 cultural
heritage and unique
landscapes





Lead Partner: The Regional Council of Southwest Finland

Budget: 69 300 € (Regional development programme of South West-Finland)

The goal is to: *“Attract tourists to rural areas especially the coastal ones”* by promoting joint sustainable rural and coastal tourism packages (e.g. farm, food tourism, hiking, winter sports, nature based tourism) and by creating a tourism network made of actors from the tourism sector, research and education, local and the public sector in order to share and disseminate best practices and knowhow with regard to products, services and their accessibility.

Objective: The Innovation network for BSR which creates a mechanism to involve rural areas and SME`s & Micro companies of tourism industry to development programmes and innovation systems

Common Future for Baltic Tourism 12 May 2011 Turku , Finland



FP 12,7

**“Attract tourists to
rural areas
especially the
coastal ones”**





EU Flagship Project FP 12,9: “Promote the cultural heritage and the unique landscapes”

Leader of the project

Pomorskie self-government in cooperation to Pomorskie Tourist Board

Aim of the FP:

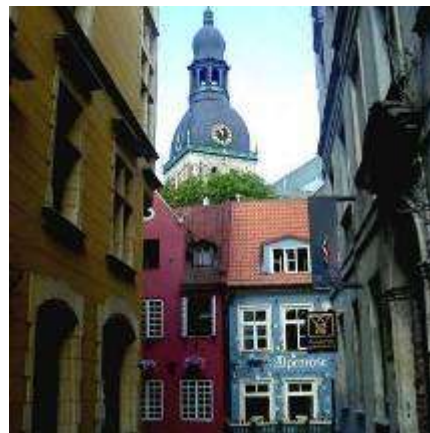
Ongoing project analysis focused on cultural heritage and environmental tourist potential

Detailed, multi-level analysis let us to identify directions of the tourism development in BSR

State of play:

The monitoring report contains the analysis of 82 projects that are being implemented within 12 cross-border 2007 – 2013 programmes.

The report will be given to the stakeholders/institutions responsible for tourist promotion and development as a as a source of current and reliable information about undertaken initiatives but it will also be popularized in the EU structures as a facilitating material for the next programming period the tourism priorities determination.



FP 12,9

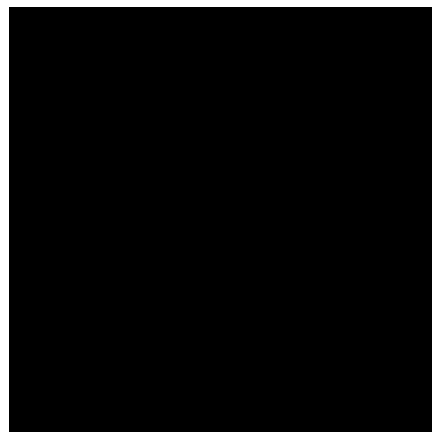


Best practice within rural - nature tourism

Meeting the market expectations in rural tourism - what can we learn from customer surveys?

Eurogites Rural tourism quality survey, 2009-2010, 3487 respondents from 55 countries.

Asnate Ziemele, President, Latvian Country Tourism Association

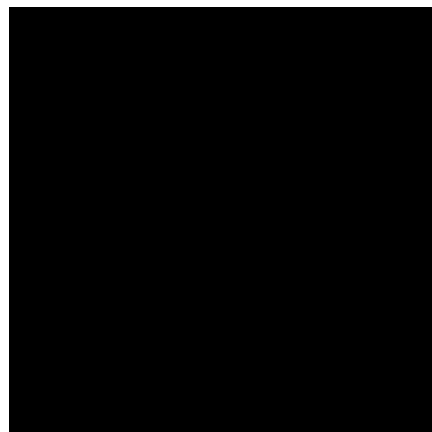




Best practice within culture tourism

The Monitoring Group on cultural heritage of the Baltic Sea States 2010.

Alfredas Jomantas, Chairperson,
Department of Cultural Heritage
under the Ministry of Culture,
Lithuania





Brainstorming

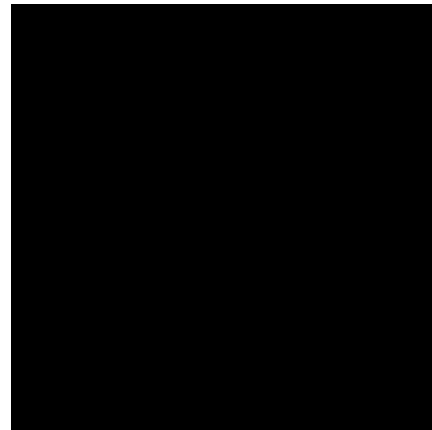


Thesis:

BSR as a diversified area with little possibility of finding one dominating brand

Challenge:

How to be united in diversity ?



+ Facts and potential

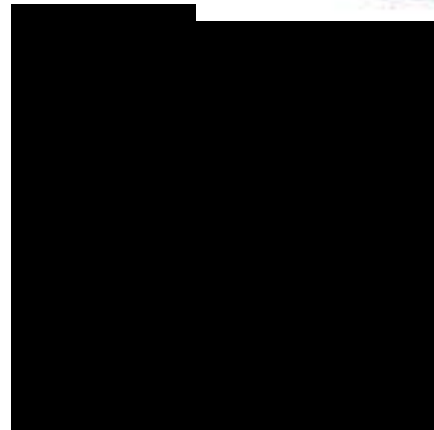
Baltic chemistry:

Scandinavia – 50 %

Ex USSR – 20 %

„New Europe” – 20 %

Hanza – 20 %





Baltic chemistry:

Historical cities:

Copenhagen, Gdansk, St.
Petersburg, Rostock

Cultural cities: Tallinn,
Turku 2011

Maritime and fishery
climate, red gothic,
amber, Vikings, etc.



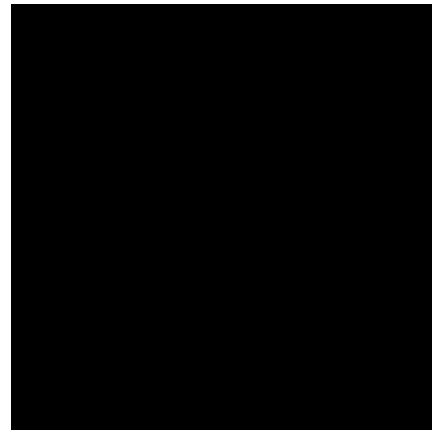


Trends in tourism:

- increasing share of short-term tourism
- visiting friends and relatives
- demand on qualified and thematic offers
- the demand for "luxury service"
- demand for and offer and services based on tradition, culture, history, etc.
- demand for low-cost carriers
- demand for the cruising offer
- MICE tourism development
- interest in urban tourism and city breaks
- interest in cuisine and regional products
- growing customer's awareness (their needs and requirements)
- new rule in tourism called 3E (Education-Entertainment - EMOTION)
- increase of Internet sales and network marketing (including social media)

„3 E” rule

Education – Entertainment – Emotion





Tourists are very aware
type of clients, having
firmly defined
expectations about the
destination to which they
travel

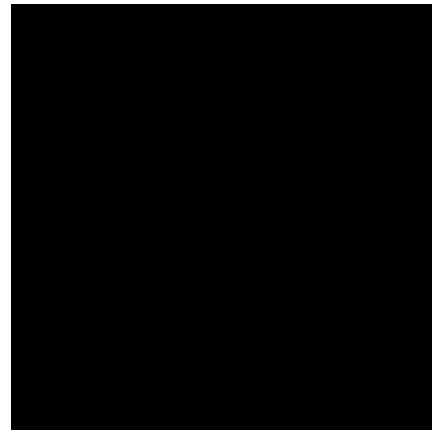
Why ??

because they making their
dreams come true ...





Do we agree that tourist products based on nature and culture might create Baltic Sea Region competitive tourist destination ?





Products without clients do not exist !

To whom should they be
addressed ?

Where to be sold ?



target groups

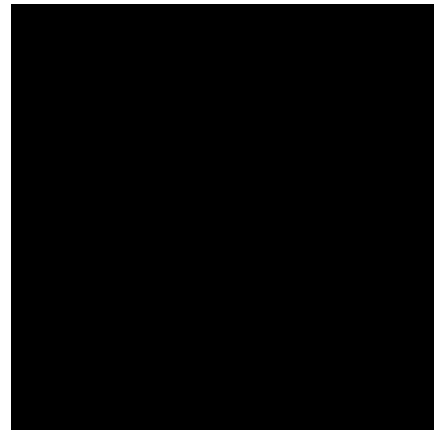




Who do we need for
the process of creation and
implementation ??

(partnership structure)

How do You see the
cooperation with the private
sector ?

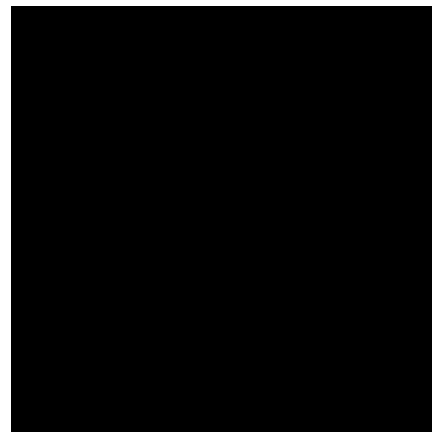
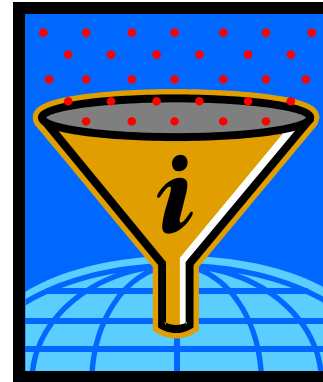




How can we cooperate if we want to attract tourist to coastal and rural areas of BSR?

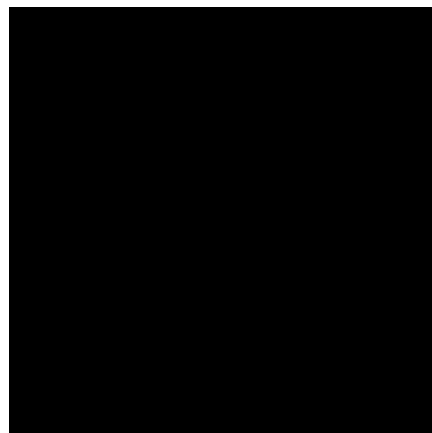
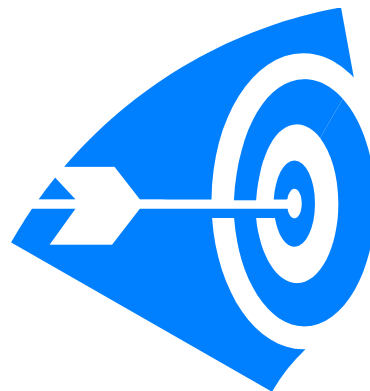
Do you think establishing thematic groups would be a good option ??

System of management – under umbrella of EUSBRS ???





What are Your expectations
about getting involved in
EUSBSR PA Tourism
Cooperation



EU strategy for the Baltic Sea Region

Priority Area “Tourism”

Flagship project 12,7
"Attract tourists to rural and coastal areas"

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Flagship project 12,9
"Promote the cultural heritage and the unique
landscapes"

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TOURISM

