



Flagship Project 12.10: Strategies for Sustainable Tourism

Riga, Latvia, 23.03.2011





Overview

- A What does it mean - a flagship project?
- B Background and History
- C Basis: AGORA 2.0
- D Contributions by BSR projects
- E Events, Fora
- F Outlook



A What does it mean – Flagship project?

- FP refers to core elements of PA tourism
→ strategies for sustainable tourism
- FP is not a "real" project like
Baltic Green Belt, Parks & Benefits ...
→ no separate financing!
- Objective:
→ Promote sustainability in BSR tourism
→ get stakeholders involved
- Approach: „CCC“
→ Cooperation, Coordination, Communication





FP 12.10 – Develop Strategies for Sustainable Tourism

Develop strategies for a sustainable tourism by using available sources of information such as the YEPAT database or the Nordic Culture Point. Efforts shall be made in order to improve the accessibility to the natural, cultural and historical heritage for tourism and to enhance a common identity of the Baltic Sea Region.



EUSBSR, PA, PAC, FP, LP..... ??

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Strategies for Sustainable Tourism
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B Background

Lead: Greifswald University, Institute of Geography

- active member of **Baltic 21** since 2003
now: **CBSS Expert Group** on Sustainable Development – Baltic 21 (since 2010)
- Experiences as lead partner of the INTERREG III B project „AGORA – Network Sustainable Tourism Development in the Baltic Sea Region“ and further project experiences
- Network + Partner networks
- Contributions to EUSBSR





„History“: AGORA (2005 – 2007)

- YEPAT – Service Hub of Tourism Projects
incl. Information about more than 260 projects part-financed by European funds (IR II, IR III, IR IV, Leader+, LIFE)
- Sustainability check for tourism projects
and guidance for project developers
- Toolbox - instruments, methods and guidelines
- Strategy concept for sustainable tourism development in the BSR
Stakeholder meeting with BSR organisations, Sept. 2007
- Contributions to Agenda for sustainable and competitive European Tourism (COM(2007) 621 final)





C Basis: AGORA 2.0

Heritage Tourism for increased BSR Identity

- Focus on common identity
questionnaire survey
- BASTIS – Baltic Sea Heritage Tourism Information Service
(existing data and market research results for the tourism sector, esp. for SME)
- Web based BSR heritage panel
- „6 Baltic Sea Wonders“
- „VIPER study“ (visitor perceptions)
- Pilot projects and new innovative products
(castles, red-brick gothic, forests, shifting sand dunes, stones)





D Identification of tourism related BSR projects

South Baltic Programme



- Baltic Museums 2.0
- RECreate
- SB Global Access
- SeaSide
- UNITED - United in diversity
- WAB - Wetlands, Algae and Biogas



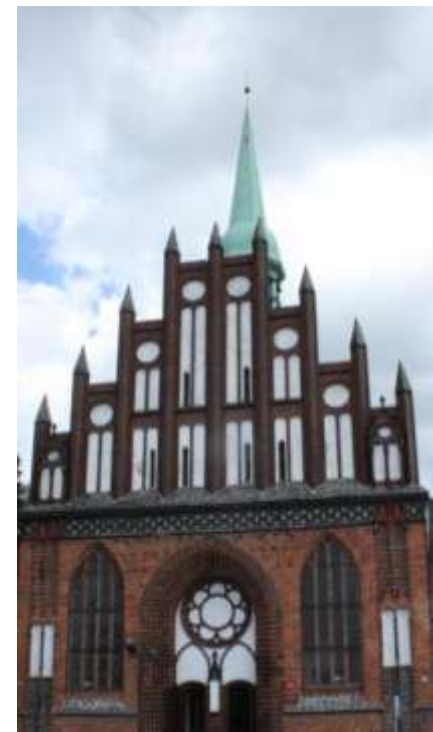


Central Baltic Programme

- Cultural Heritage
- CulturalTourism2011
- DEVEPARK
- GEOISLANDS



CENTRAL BALTIC
INTERREG IV A
PROGRAMME
2007-2013





Baltic Sea Region Programme

- Parks & Benefits
- EcoRegion
- Baltic Green Belt
- BaltMet Promo
- AGORA 2.0





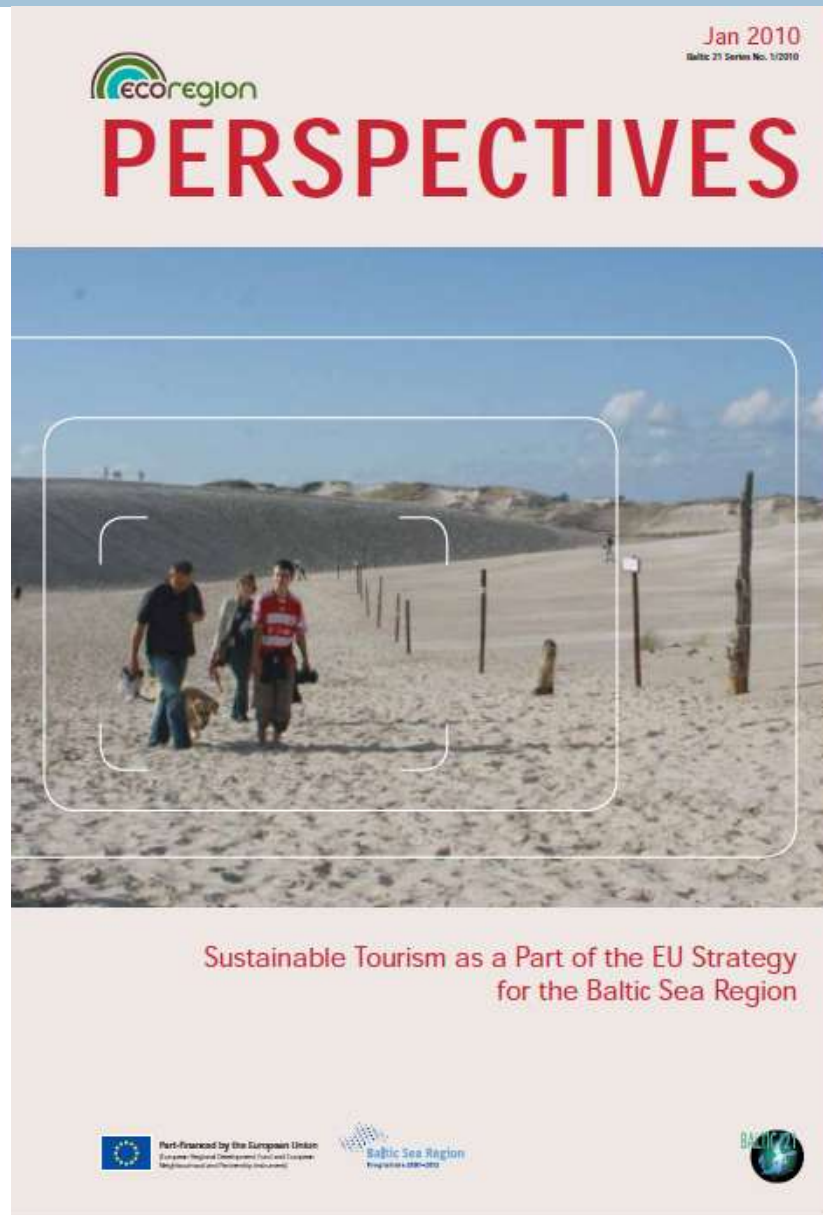
Parks & Benefits

- 8 National Parks aim at EUROPARC Certification
- Development of sustainable tourism products
- Establishing a Benefit Monitor – a tool showing the socio-economic benefit of protected areas
- Benefit Monitor as a common tool for EUROPARC federation? (comparable data!)





- Collection of good practices on sustainable tourism for a free accessible data base
- Brochure “Perspectives”
First Issue:
Tourism as a part of the EU Strategy for the Baltic Sea Region





Baltic Green Belt

- Use of former military areas:
 - Protection of specific nature areas
 - awareness on historical heritage
 - development of sustainable tourism offers



E Events, Fora

Annual Fora

- Stakeholder Conferences EUSBSR
- Annual Conferences of Baltic Sea Tourism Commission (BTC)
- European Tourism Fora
- Baltic Sea Tourism Fora (Warnemuende, Vilnius, Kaliningrad) May 2011, Gdansk / PL

Other events

- UBC / Commission on Tourism, Greifswald / DE, 18 March 2011
- Baltic Conference on Nature Tourism, Riga / LV, 21-24 March 2011
- 3rd AGORA 2.0 Meeting, Tallinn / EE, 24-26 March 2011



F Outlook

- Application
„South Baltic Green Belt“
submission: 17.12.2010
decision: April 2011





Joint Workshop of tourism related BSR projects

Greifswald, DE, 26-27 January 2011

- BSR Programme: Baltic Green Belt, Parks & Benefits, AGORA 2.0, EcoRegion
- South Baltic Programme: RECRreate, SeaSide, Balticmuseums 2.0
- Discussion on how to develop sustainable tourism - necessities, solutions and measures
- **Conclusion**
 - Elaboration of a „Manual – Development of Sustainable Tourism“
 - Definition of criteria for different kinds of tourism
 - Align it to European policies
 - involve stakeholders and BSR umbrella organisations



See you in the Baltic Sea Region!



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