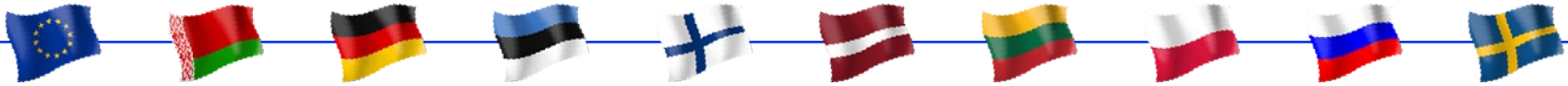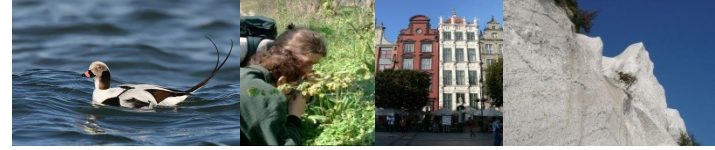# AGORA 2.0

Heritage Tourism for Increased BSR Identity

Overview about the project application
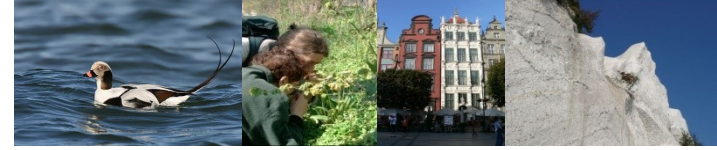*(2nd call of the Baltic Sea Region Programme 2007-2013)*

Problems to be addressed

- Insufficient awareness and knowledge about rich natural and cultural potentials of the BSR both among tourism stakeholders and the potential customers

- Insufficient use of heritage assets for identity-building

- Lack of vertical and horizontal cooperation

- Insufficient marketing (incl. distribution) of BSR heritage products

- Exploitation of heritage assets often in an unsustainable way

- Lack of visibility of many heritage project results

- Lack of market information on and for heritage tourism
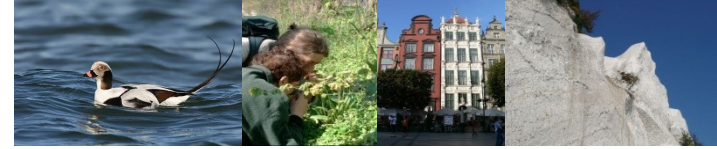
Objectives

- ► Improve common identity of the Baltic Sea Region, based on natural and cultural heritage

- ► Scouting: Improve sustainable use of BSR heritage potentials
- ► Develop heritage tourism as a tool for valorisation of heritage assets in a sustainable way

- ► Increase visibility of the BSR and its unique heritage

- ► Bridge the gap between promising product development (also carried out in former projects) and the tourism market

- ► Support strategic cooperation between stakeholders

- ► Provide a (web based) supporting tool for tourism SMEs with relevant market information

- ► Develop and implement a pan-Baltic marketing strategy for heritage tourism

- ► Provide transferable good practice examples for sustainable heritage tourism

- ► Contribute to the implementation of the Agenda for a sustainable and competitive European tourism

- ► Economic use of heritage in a sustainable way

Project application

Baltic Sea Region Programme 2007 – 2013

▶ 2nd Call   by 31 March 2009

▶ Priority   4: **Attractive & competitive cities and regions**
→ Improved competitiveness and identity of the BSR

▶ Duration   Jan 2010 – Dec 2012
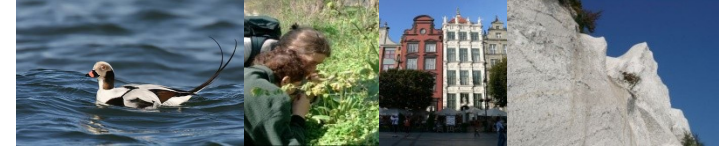
Involved Countries

1) Belarus

2) Denmark

3) Estonia

4) Finland

5) Germany

6) Latvia

7) Lithuania

8) Poland

9) Russia

10) Sweden

Baltic Sea Region Programme area 2007 – 2013

- ■ EU Member States
- ■ non-EU States

Background

▶ **Baltic 21 – an Agenda 21 for the Baltic Sea Region**

   Tourism Sector Lead Party: University of Greifswald, DE

▶ **Existing AGORA – Network + Results**

   (Toolbox, Sustainability check, YepaT, Pilot Project Experiences)

▶ **Numerous terminated projects:**

   e. g. Ice Age Parks, Red Brick Gothic, CoastSust, RANE …
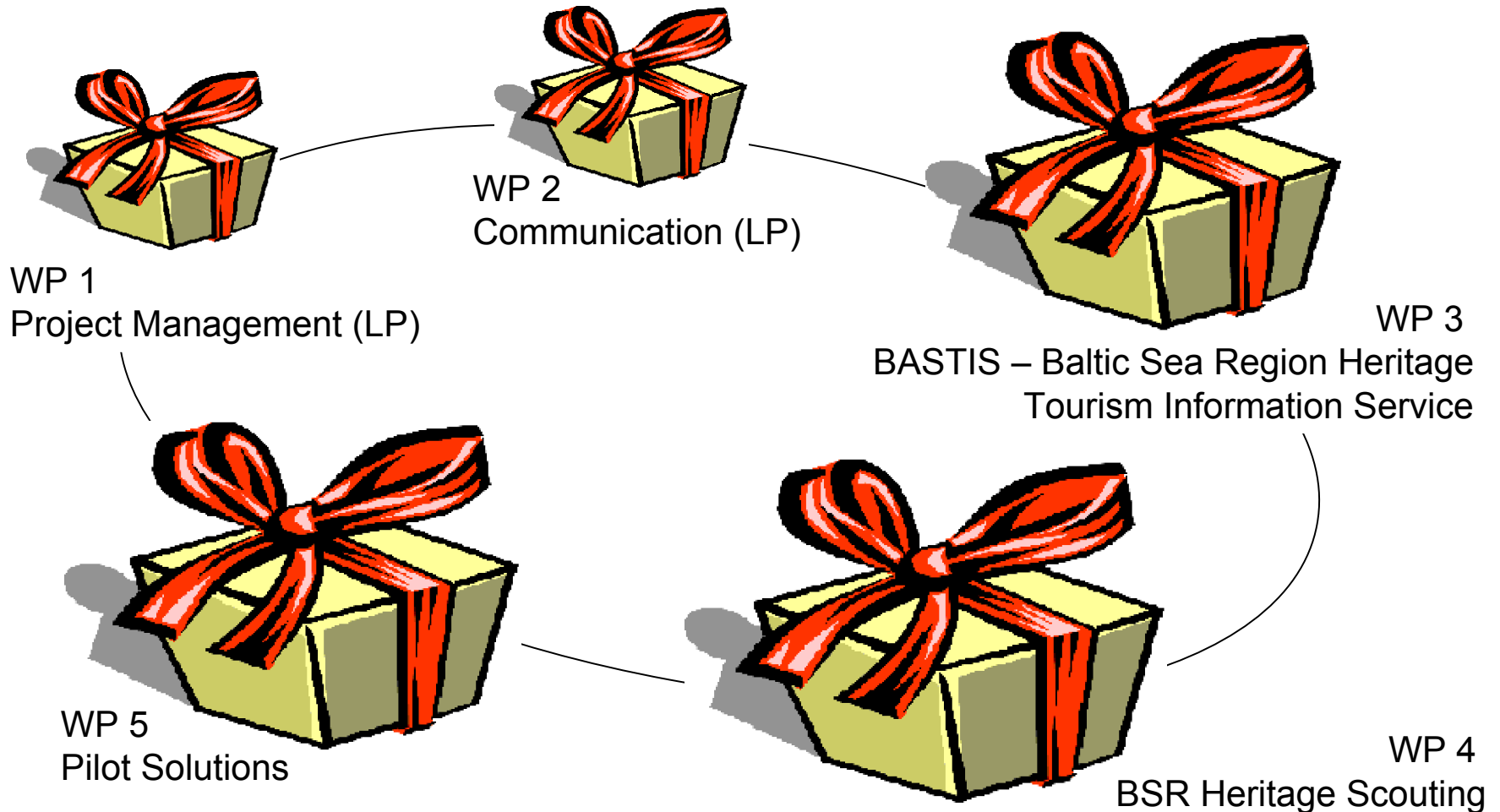   (see agora database YepaT)

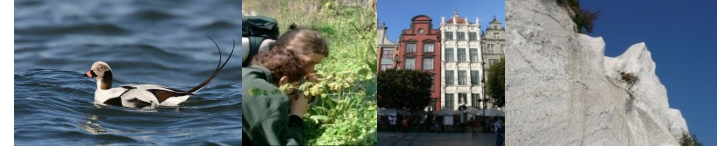▶ **Existing green / blue / cultural organisations (NGO)**

▶ **Involvement in ongoing activities on BSR and EU level**
   Agenda for a sustainable and competitive European tourism
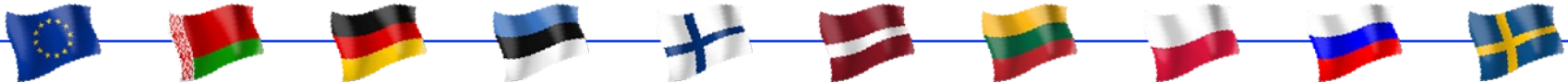   EU Strategy for the Baltic Sea Region
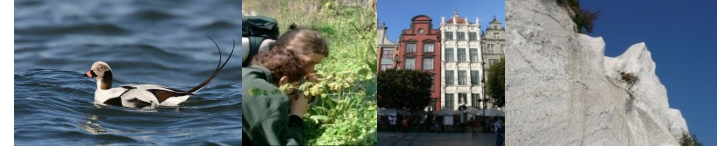
Project Structure: Work Packages

WP 2
Communication (LP)

WP 1
Project Management (LP)

WP 3
BASTIS – Baltic Sea Region Heritage
Tourism Information Service

WP 5
Pilot Solutions

WP 4
BSR Heritage Scouting

WP 3 – BASTIS

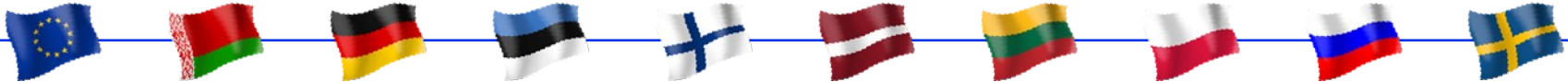## Baltic Sea Heritage Tourism Information Service

- Compilation of existing data and market research results relevant for BSR heritage tourism and respective tourism demands

- Set-up of a web-based Baltic Sea Heritage Tourism Information Service (BASTIS) – free accessible and tailored to the needs of tourism SMEs, tourism authorities and tourism associations

- BSR tourism image analysis as a marketing basis

- Identification of source markets and potential target groups for different BSR tourism offers

- Provide recommendation and proposals for promising marketing strategies for BSR heritage tourism products

- Offer a tool box on supply chain management for BSR heritage tourism

- Develop and implement standardized benchmarking tool for BSR tourism SMEs and destinations

- International workshops for tour operators on Baltic Sea Heritage Tourism Products (BTC)

WP 4 –**BSR Heritage Marketing Scout**

- ▶ Collection of information about cultural and natural heritage
- ▶ Classification and assessment of potentials for "common identity"
- ▶ Identification of product clusters / spatial clusters
- ▶ Set-up of a Heritage Tourism Panel (web based)

- ▶ Pan-Baltic concept on how to exploit the economic potential of the BSR heritage in a sustainable way
- ▶ Guidelines on sustainable use of heritage potentials
- ▶ Concepts to make the BSR more visible by heritage tourism
- ▶ Roadmap to the customers – Guide on distribution channels for heritage products
- ▶ Help desk for tourism SMEs, tourism associations and authorities on marketing of heritage products
- ▶ Develop and implement a pan-Baltic marketing strategy for heritage tourism including conclusions on necessary improvements
- ▶ Ranking: The 6 BSR Wonders (as incentive for innovation and marketing tool)
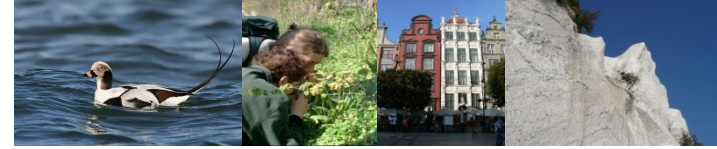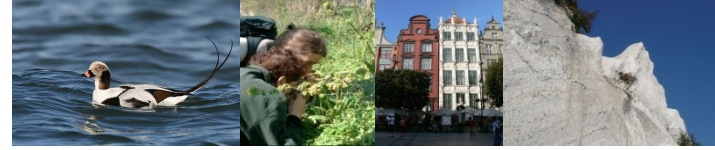
WP 5   Pilot solutions
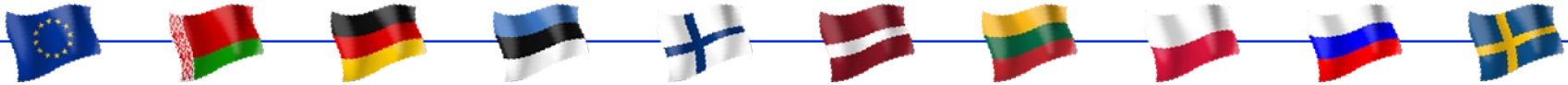
Development and implementation of model solutions and good practices on how to exploit heritage in a sustainable way

▶ Baltic Sea Red-Brick Gothic Route (further development) DE, DK, PL ?

▶ Baltic Sea Castles and related thematic routes   SE, EE, FI ?

▶ Baltic Sea Forest Products   FI, BY, LV

▶ Baltic Sea Shifting Sand Dunes   PL, RU, LT

▶ Baltic Sea Rock Carvings   SE, DK, EE

Intentions of pilot solutions

- All pilot projects are seen as components to contribute to a common BSR identity.

- They deal with well known heritage potentials which are existent in at least 3 BSR countries.

- The aim is to develop transnational sustainable tourist products and ensure there customer orientated marketing to make the heritage more visible.

- Transnationality is ensured by involving 2-3 countries per pilot project: each pilot solution has been initiated by 1 leading partner and involves 1 or 2 further partners who are interested in adapting and implementing the approach in their own countries.