

Baltic 21 Lighthouse Project

AGORA 2.0

Heritage Tourism for Increased BSR Identity

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*Part-financed by the European
Union (European Regional
Development Fund and European
Neighbourhood and Partnership
Instrument)*



Baltic Sea Region
Programme 2007-2013



Bundesministerium
für Verkehr, Bau
und Stadtentwicklung

*Part-financed by the German
Federal Ministry of Traffic,
Construction and Urban Affairs*



*Baltic 21
Lighthouse Project*



Baltic Sea Region Programme 2007 – 2013



→ Territorial Cooperation

(European Regional Development Fund and European Neighbourhood and Partnership Instrument)

Project in short

- ▶ 2nd Call
- ▶ Priority 4 Attractive & competitive cities and regions
- ▶ Duration 3 years (Dec 2009 – Dec. 2012)
- ▶ Budget 2,834,054 EUR
- ▶ Co-financing rates
5 % (Russia, Belarus), 15 % (Estonia, Latvia, Lithuania, Poland),
25 % (Denmark, Finland, Germany, Sweden), 50 % (Norway)
- ▶ Partners 24 partners from 9 BSR countries



Programme Area

Involved Countries

- 1) GERMANY
as Lead Partner:
Greifswald University,
Institute of Geography,
- 2) Belarus
- 3) Denmark
- 4) Estonia
- 5) Finland
- 6) Latvia
- 7) Lithuania
- 8) Poland
- 9) Sweden

(Russia / Kaliningrad Region
as associated partners)



Political Background

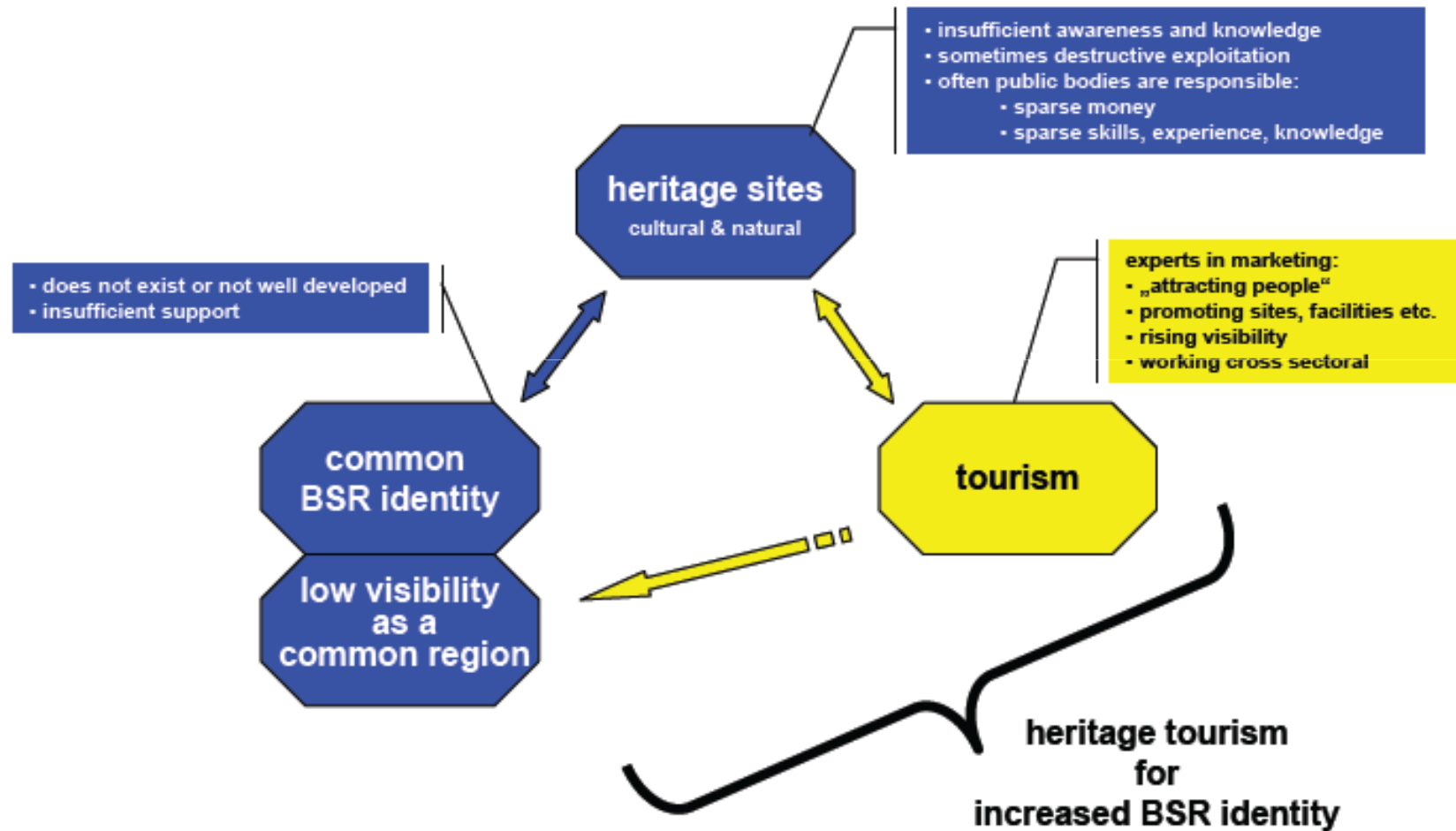


EU Strategy for the BSR + Action Plan

Land Mecklenburg-Vorpommern, State Chancellery:
→ Priority area coordinator for TOURISM

University of Greifswald / Geography:
→ LEAD for flagship project:
Strategies for sustainable tourism
(see: *Action Plan*, item 12)

Problems to be addressed:



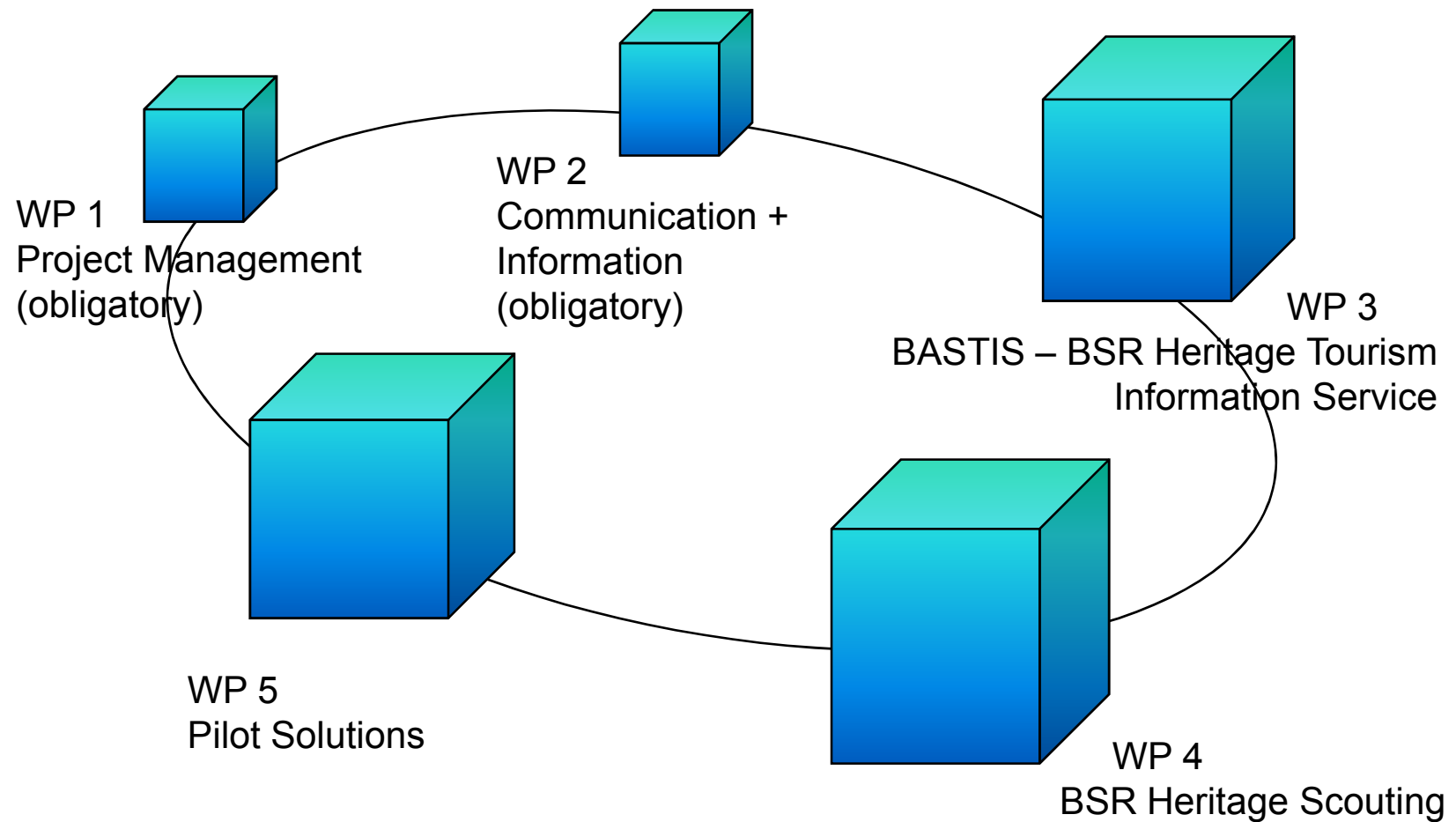
Objectives:

- ▶ Scouting: heritage potentials
- ▶ Enhance level of market information regarding heritage tourism
- ▶ Support strategic cooperation between stakeholders

➡ Improving the development of a common identity of the BSR,
based on natural and cultural heritage

➡ Increased visibility of the BSR

Project Structure: Work Packages



WP 3 – BASTIS

Baltic Sea Heritage Tourism Information Service

- ▶ Compilation of existing data and market research results relevant for BSR heritage tourism
- ▶ Set-up of a web-based Information Service (BASTIS) – free accessible to tourism SME
- ▶ Identification of source markets and potential target groups for different BSR heritage tourism offers
- ▶ Development and implementation of a standardized benchmarking tool for SMEs and destinations
- ▶ BSR Image Analysis



WP 4

BSR Heritage Scouting

- ▶ Collection and assessment of potentials for cultural and natural heritage
- ▶ Set-up of a web based BSR heritage panel
- ▶ Ranking: 6 BSR Wonders
- ▶ Sustainable use of heritage: business sector + tourism sector + heritage organisations
- ▶ Inspirations for developing innovative tourism product ideas
- ▶ Common Identity Profile

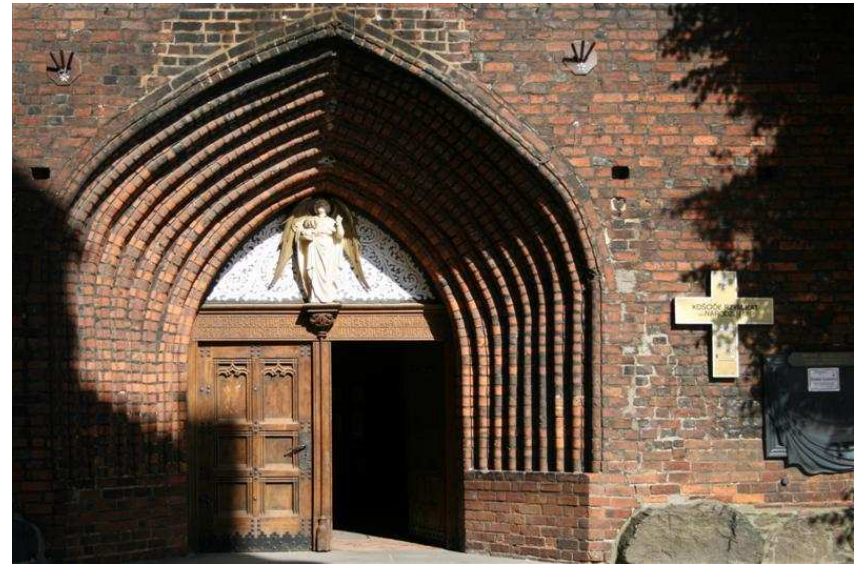


WP 5

Pilot solutions

5 Transnational Pilot Project Groups:

- ▶ Baltic Sea Red-Brick Gothic DE, DK
- ▶ Baltic Sea Castles and Museums FI, SE, EE
- ▶ Baltic Sea Forest LV, BY
- ▶ Baltic Sea Moving Landscapes
(*shifting sand dunes*) PL, LT (RU)
- ▶ Baltic Sea on the Rocks
(*geological potentials: „stones / rocks“*) EE, DE, PL



Intentions of Pilot Project Groups



- ▶ All groups 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 make heritage potentials more visible and to develop tourism products.
- ▶ Every group consists of 2-3 partners from different countries.

Joint actions for pilot project groups



- ▶ SWOT analysis on use of heritage potentials
- ▶ Visitor surveys (expectations)
- ▶ Transnational analysis on common identity profile
- ▶ Moderated workshops for generating new innovative ideas
- ▶ Development and implementation of tourism products

Project Partners



	Partner organisations	State
1	University of Greifswald, Institute of Geography (Lead Partner)	DE
2	Institute for Tourism and Recreational Research in Northern Europe (N.I.T. Kiel)	DE
3	NGO West-Estonia Tourism	EE
4	Estonian Heritage Society	EE
5	Latvian Country Tourism Association "Lauku Celotajs"	LV
6	Latvian Fund for Nature	LV
7	Finnish Tourist Board	FI
8	Belarussian Association Country Escape	BY
9	Baltic Sea Tourism Commission (BTC)	SE
10	National Foundation for Enterprise Culture	PL
11	Regional Development Agency of Koszalin	PL
12	Administration of Neringa Municipality	LT
13	German Association for Housing, Urban and Spatial Development	DE

	Partner organisations	State
14	Copenhagen Business School	DK
15	Lithuanian State Department under the Ministry of Economy	LT
16	Entrepreneurs Association Rostock and Surrounding	DE
17	County of Leborg	PL
18	Kosakowo Commune	PL
19	Latvian Tourism Development Agency	LV
20	National Board of Antiquities of Finland, Häme Castle	FI
21	The Regional Tourism Board of South-Denmark	DK
22	Skokloster Castle	SE
23	Narva City Government	EE
24	Association "Sustainable Development" in Gdansk	PL

Associated Partners

Type of Stakeholders	Partner Organisations	State
International Organisations	Baltic 21	SE
	The Association of Castles and Museums around the Baltic Sea	FI
	Coalition Clean Baltic (CCB)	SE
	Union of the Baltic Cities, Commission on Tourism (UBC / CoT)	PL
National or Regional Authorities	Federal Office for Building and Regional Planning, Germany (BBR)	DE
	Federal Ministry for the Environment, Nature Conservation and Nuclear Safety	DE
	Ministry of Economics, Labour and Tourism of the Land Mecklenburg-Vorpommern	DE
	Ministry of Economics of the Republic of Latvia	LV
	Ministry of the Environment of the Republic of Latvia	LV
	Geological Museum of the University of Szczecin	PL
Stakeholders from Russia / Kaliningrad Region	Ministry of Economics of Kaliningrad Regional Government, Tourism Department	RU
	Immanuel Kant State University of Russia, Kaliningrad	RU
	Administration of Municipal Formation Zelenogradsk Urban District	RU
	Direction of the National Park Curonian Spit	RU

Next Steps



AGORA 2.0:

- ▶ Clarification phase finished
- ▶ Lead Partner Contract
- ▶ Kick-off Meeting → February 2010

BSR Strategy:

Tourism Kick-off Meeting, Berlin, 12-13 Nov 2009



See you in the Baltic Sea Region?

Lead Partner

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