



# **EUSBSR** EU STRATEGY FOR THE BALTIC SEA REGION

## **POLICY AREA 'TOURISM'**

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# IMPLEMENTATION OF THE REVISED EUSBSR ACTION PLAN

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Ministry of Economics, Construction and Tourism

Mecklenburg-Vorpommern

Policy Area Coordinator Team

Policy Area Tourism

# POLICY AREA TOURISM WITH NEW COORDINATOR TEAM

## DIFFERENT AUTHORITY & NEW FACES

STATE CHANCELLERY  
MECKLENBURG-VORPOMMERN

2009 - 2014



MINISTRY OF ECONOMICS, CONSTRUCTION AND TOURISM  
MECKLENBURG-VORPOMMERN

Since 2015



Andrea Krabbe



Gerd Lange  
Policy Area Coordinator



Dr. Anja Gelzer



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European Union

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# AGENDA

1. Reminder on the EUSBSR and its Action Plan
2. Revised Action Plan 2015
3. What's the news in Policy Area Tourism?

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# AGENDA

## 1. Reminder on the EUSBSR and its Action Plan

# 1. REMINDER ON THE EUSBSR AND ITS ACTION PLAN

## THE EU STRATEGY FOR THE BALTIC SEA REGION

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- LAUNCHED IN 2009
- 1<sup>st</sup> EU MACRO-REGIONAL STRATEGY**
- ... TARGETS A SPECIFIC SUBREGION OF THE UNION
  - ... IDENTIFIES 4 KEY CHALLENGES REQUIRING CONCERTED ACTION
    1. TO ENABLE A SUSTAINABLE ENVIRONMENT
    2. TO ENHANCE THE REGION'S PROSPERITY
    3. TO INCREASE ACCESSIBILITY AND ATTRACTIVENESS
    4. TO ENSURE SAFETY AND SECURITY IN THE REGION



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# 1. REMINDER ON THE EUSBSR AND ITS ACTION PLAN

## THE EUSBSR ACTION PLAN

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### THE ACTION PLAN SUBSTANTIATES THE STRATEGY

... IN DEFINING

ROLES AND RESPONSIBILITIES OF STAKEHOLDERS  
OVERALL OBJECTIVES  
POLICY AREAS  
HORIZONTAL ACTIONS

SUBJECT TO  
CONTINUOUS  
REVISION!



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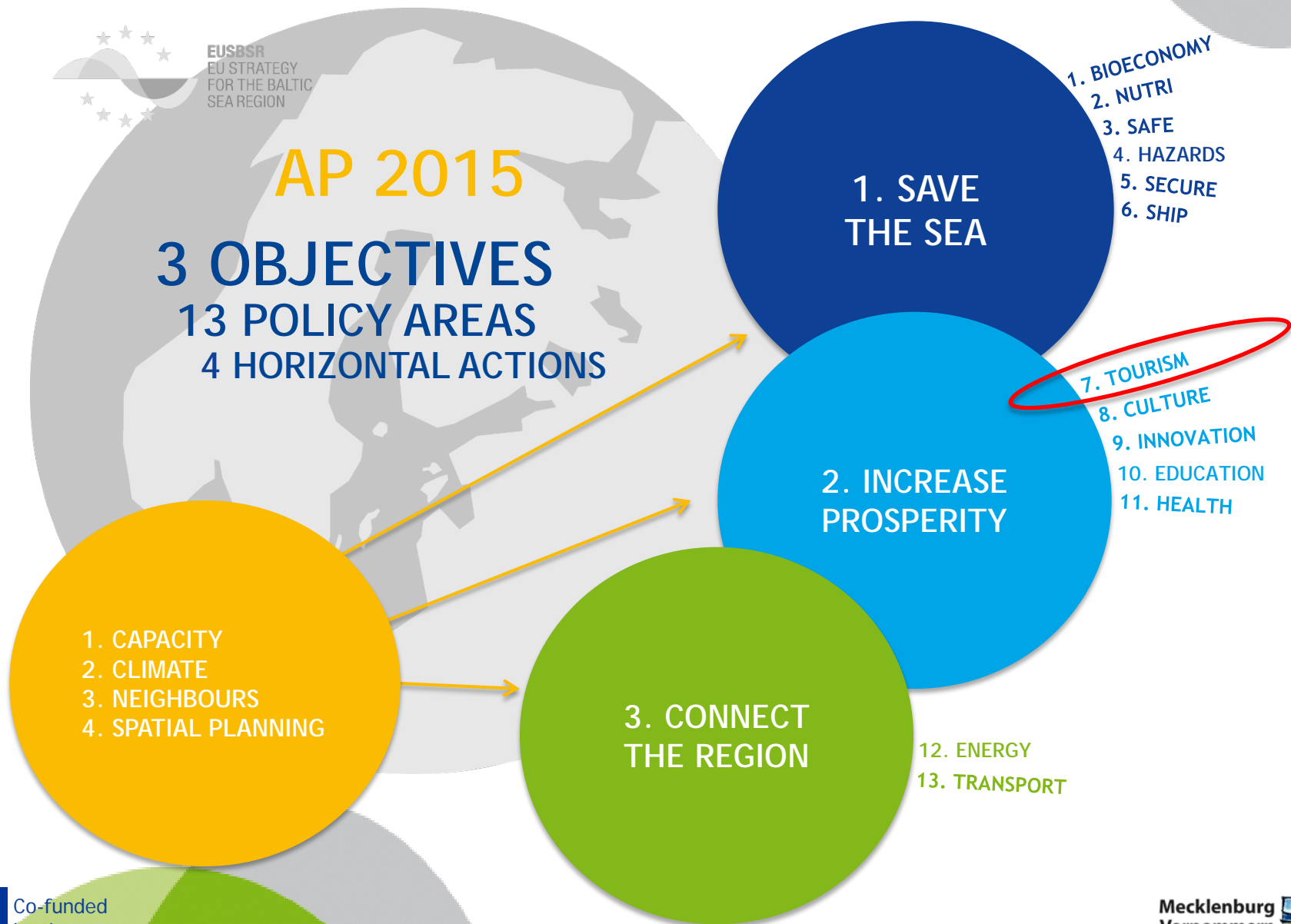
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# AGENDA

1. Reminder on the EUSBSR and its Action Plan
2. Revised Action Plan 2015

## 2. REVISED ACTION PLAN 2015

### OVERALL STRUCTURE





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# AGENDA

1. Reminder on the EUSBSR and its Action Plan
2. Revised Action Plan 2015
3. What's the news in Policy Area Tourism?

### 3. WHAT'S THE NEWS IN POLICY AREA TOURISM?

#### FORMAL NEWS

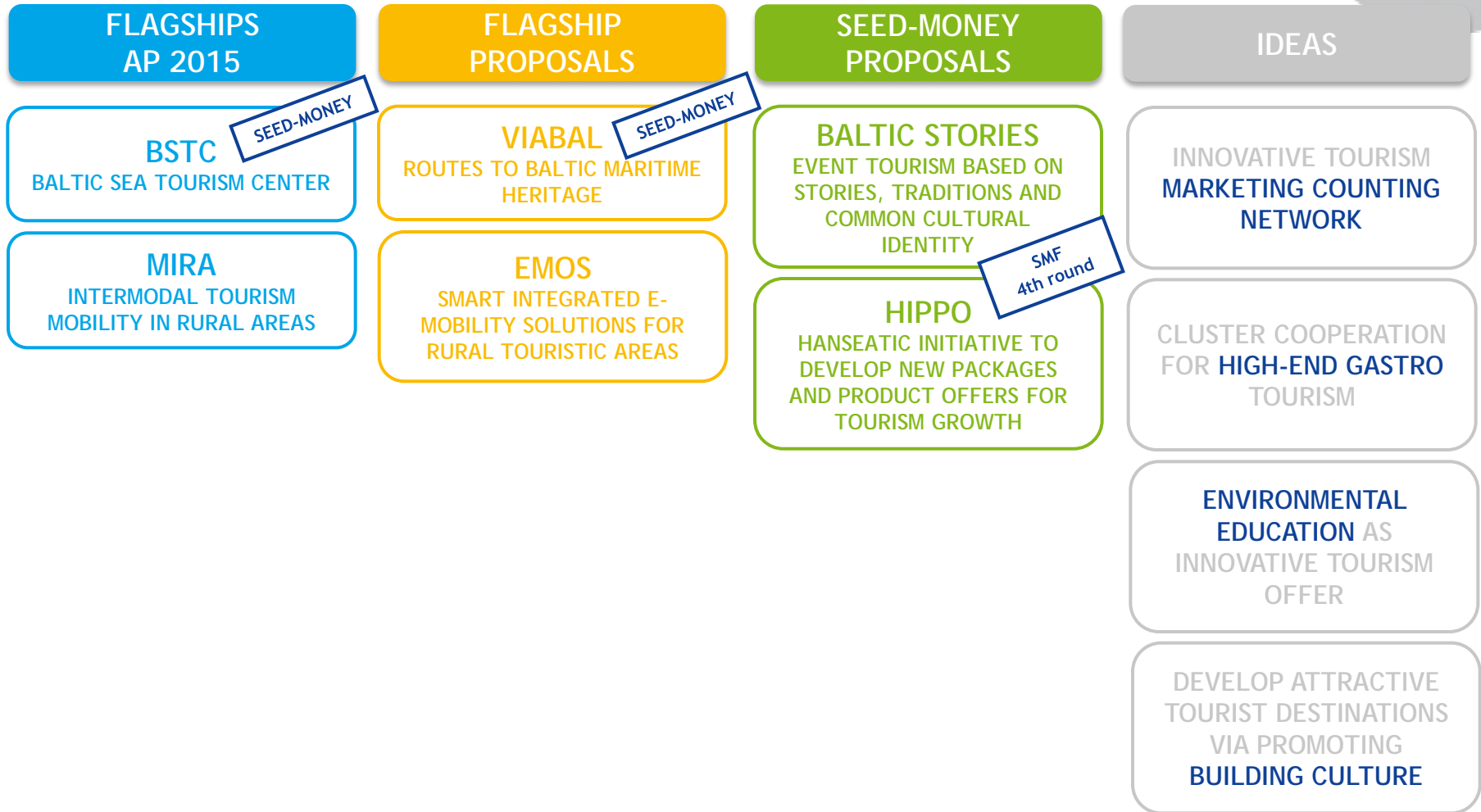


### 3. WHAT'S THE NEWS IN POLICY AREA TOURISM? IMPLEMENTATION - STATUS QUO & NEXT STEPS

SUB-ACTIONS	STATUS QUO	NEXT STEPS
<p><b>1.1</b> Facilitate and strengthen the BSTF process</p>	<ul style="list-style-type: none"> <li>• Continuous support by PA Tourism</li> <li>• Increased visibility: Forum Declaration</li> </ul>	<ul style="list-style-type: none"> <li>• High level representation</li> </ul>
<p><b>1.2</b> Promote the establishment of a BSTC</p>	<ul style="list-style-type: none"> <li>• Flagship status received</li> <li>• PA Tourism project partner</li> </ul>	<ul style="list-style-type: none"> <li>• Finalisation seed money</li> <li>• Application for EU funding</li> </ul>
<p><b>2.1</b> Facilitate coordination with stakeholders (joint workshops)</p>	<ul style="list-style-type: none"> <li>• SC: National tourism strategies</li> <li>• Flagship, seed-money proposals, project ideas</li> </ul>	<ul style="list-style-type: none"> <li>• SC workshop 2016</li> <li>• Stakeholder workshop to advance project ideas 2016</li> </ul>
<p><b>2.2</b> Step up communication for Policy Area Tourism</p>	<ul style="list-style-type: none"> <li>• Transition</li> <li>• Communication tools updated</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Improve EU connections to voice demands of BSR tourism</li> </ul>

# 4. WHAT'S THE NEWS IN POLICY AREA TOURISM?

## PROJECT NEWS



## 4. WHAT'S THE NEWS IN POLICY AREA TOURISM?

### PROJECT NEWS

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IF YOU HAVE ANY PROJECT IDEAS...

... WHICH COULD CONTRIBUTE TO ADVANCE THE BSR AS A COMMON TOURISM REGION

... BY SUPPORTING OUR AP'S ACTIONS AND/OR SUB-ACTIONS

... OR BY SPECIFICALLY (BUT NOT EXCLUSIVELY) FOCUSING ON MARITIME AND COASTAL TOURISM

OR IF YOU ARE LOOKING FOR POTENTIAL PARTNERS...

OR IF YOU NEED GENERAL SUPPORT...

... CONTACT US!



# **EUSBSR**

## **EU STRATEGY FOR THE BALTIC SEA REGION**

**THANK YOU!**

**Policy Area Tourism  
Coordinator Team**

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[www.baltic-sea-strategy-tourism.eu](http://www.baltic-sea-strategy-tourism.eu)

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