



EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION

POLICY AREA 'TOURISM'

REVISED ACTION PLAN STATUS QUO & NEXT STEPS

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AGENDA

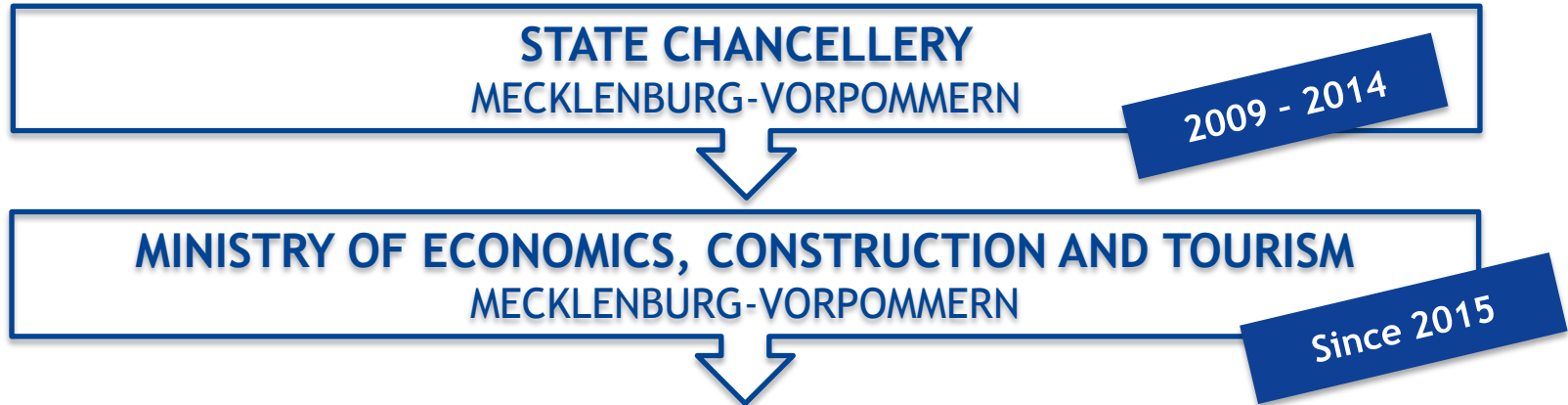
1. Who we are
2. Action Plan 2015
3. Status quo and next steps
4. Project overview
5. Challenges



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1. Who we are

DIFFERENT AUTHORITY & NEW FACES



Andrea Krabbe

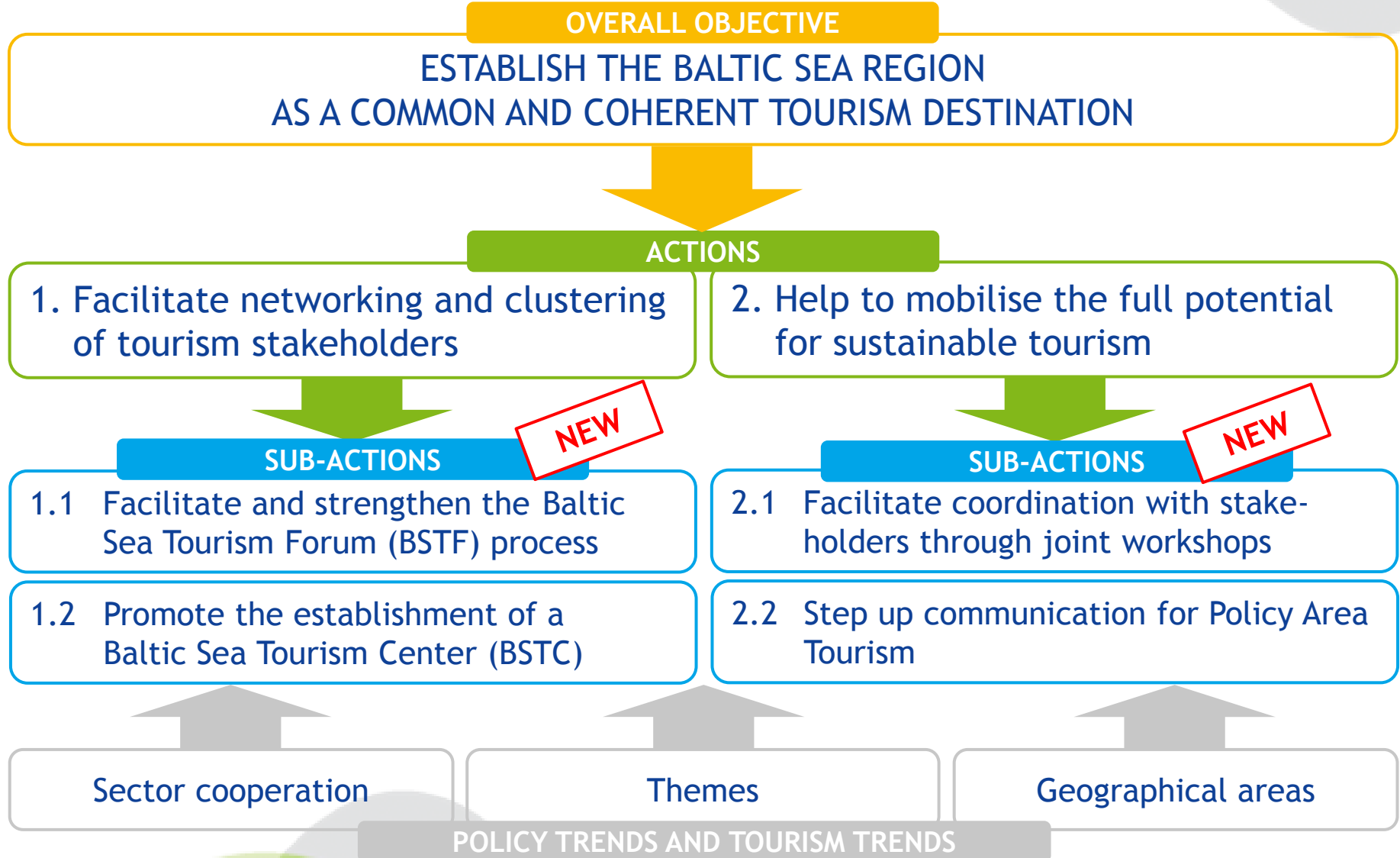


Gerd Lange
Policy Area Coordinator



Dr. Anja Gelzer

2. Action Plan 2015



3. Status quo and next steps

| SUB-ACTIONS | STATUS QUO | NEXT STEPS |
|---|---|---|
| 1.1 Facilitate and strengthen the BSTF process | <ul style="list-style-type: none">• Continuous support by PA Tourism• Increased visibility: Forum Declaration | <ul style="list-style-type: none">• Further development (BSTC)• Higher level representation |
| 1.2 Promote the establishment of a BSTC | <ul style="list-style-type: none">• Flagship status received• PA Tourism partner | <ul style="list-style-type: none">• Finalisation seed money project• SBP project application |
| 2.1 Facilitate coordination with stakeholders (joint workshops) | <ul style="list-style-type: none">• SC: National tourism strategies• Flagship, seed-money proposals, project ideas | <ul style="list-style-type: none">• SC workshop 2016• Stakeholder workshop to advance project ideas 2016 |
| 2.2 Step up communication for Policy Area Tourism | <ul style="list-style-type: none">• Communication tools updated (flyer, stand, roll-ups) | <ul style="list-style-type: none">• Website• EU connections• Collaboration with other PAs |



4. Project overview

FINALISED FLAGSHIPS

„AIDA“
SUSTAINABLE LAND
EXCURSIONS FOR CRUISESHIP
OPERATORS

STRATEGIES FOR SUSTAINABLE TOURISM

HERITAGE TOURISM FOR
INCREASED BSR IDENTITY -
AGORA 2.0

PROMOTE THE CULTURAL & NATURAL HERITAGE

ENJOY SOUTH BALTIC! -
JOINT ACTIONS PROMOTING
THE SOUTH BALTIC AREA AS A
TOURIST DESTINATION

ONGOING FLAGSHIPS

BSTC
BALTIC SEA TOURISM CENTER

SEED-MONEY

MIRA
INTERMODAL TOURISM
MOBILITY IN RURAL AREAS

FLAGSHIP PROPOSALS

VIABAL
ROUTES TO BALTIC MARITIME
HERITAGE

SEED-MONEY

EMOS
SMART INTEGRATED
E-MOBILITY SOLUTIONS FOR
RURAL TOURISTIC AREAS

SEED-MONEY PROJECTS

COUNTRY STYLE
ATTRACT TOURISTS TO
RURAL AREAS

SEED-MONEY PROPOSALS

SMF
4th Round

BALTIC STORIES
EVENT TOURISM BASED ON
STORIES, TRADITIONS AND
COMMON CULTURAL
IDENTITY

HIPPO
HANSEATIC INITIATIVE TO
DEVELOP NEW PACKAGES
AND PRODUCT OFFERS FOR
TOURISM GROWTH

SMART PILGRIM
SUSTAINABLE TOURISM IN
RURAL AREAS ALONG THE
NORTHERN ST. JAMES
PILGRIMAGE

5. Challenges

- Make better use of the existing knowledge base on tourism in BSR (also beyond EUSBSR), close gaps
 - Prerequisite for effective and efficient coordination
 - improve screening, update, evaluate and disseminate
 - avoid duplication and increase synergies
 - create longer-term impacts and benefits
- More strongly include non-EU BSR countries
- More strongly include private sector to improve direct economic impact
- Speak with one voice (SC)



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THANK YOU!

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