



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

**POLICY AREA 'TOURISM'**

# TOURISM.SUSTAINABLE.2030

SF2016 • 08 November 2016 • Stockholm

With the participation of



**Anja GELZER** | **Johannes VOLKMAR**  
PA Tourism | Mecklenburg-Vorpommern  
Tourist Board



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# WORKSHOP AGENDA

## 1. Why are we doing this?

*SY 2017 • CBSS • BSPP • BSTF • EUSBSR Action Plan*

## 2. Objectives and procedure

*Key questions • Keynotes • Propositions*



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# 1. Why are we doing this?

UN: SY2017 • CBSS • BSPC

# 2017

International Year of  
Sustainable Tourism for Development



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Ministry of Economics,  
Construction and Tourism



# 1. Why are we doing this?



- **Forum Declaration** clearly supports activities targeting sustainable tourism development

## Key insights from sustainability session

- Link various levels of action in the process, combine **top-down** and **bottom-up** approaches, look beyond your sector.
- Do not reinvent the wheel! Use “**Strategy for Sustainable Tourism Development in the Baltic Sea Region**” (2011 | 2007).
- **Responsibility, measurability, comparability** are essential in the implementation process at all levels.
- **National strategies** seem to address already many subjects.



# 1. Why are we doing this?

## EUSBSR Action Plan | PA Tourism



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## 2. Objectives and procedure

### KEY QUESTIONS

1. IS SUSTAINABLE TOURISM IN FACT AN ISSUE TO BE TACKLED AT MACRO-REGIONAL LEVEL?
2. HOW & WHO EXACTLY?
3. TO WHAT END? VISION?

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## 2. Objectives and procedure

### KEYNOTES

#### GLOBAL CONTEXT

**Christopher IMBSEN**  
UNWTO • DEPUTY REGIONAL  
DIRECTOR FOR EUROPE

#### STRATEGIC UMBRELLA

**Bente GRIMM**  
NIT | GER • PROJECT MANAGER

#### IMPLEMENTATION

**Hartmut REIN**  
BTE | GER • DIRECTOR



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## 2. Objectives and procedure

### KEY QUESTIONS

1. IS SUSTAINABLE TOURISM IN FACT AN ISSUE TO BE TACKLED AT MACRO-REGIONAL LEVEL?
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## 2. Objectives and procedure

# PROPOSITIONS

1. Better link sustainable tourism best-practices, trends and policy with **BSTF**
2. Create a **flagship** devoted to sustainable tourism
  - Clustered best-practice collection | status quo
  - Sustainable destination pilots
3. Reinvigorate **AGORA Strategy** against background of SDGs and Baltic 2030



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

**THANK YOU!**

**Policy Area Tourism  
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