



Workshop „Tourism.Sustainable.2030.“

Strategy Paper: Sustainable Tourism Development in the Baltic Sea Region

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Genesis of the paper

Drafted by NIT, as contribution to the EUSBSR Flagship project 12.10
Develop strategies for a sustainable Tourism ...

based on

- Baltic 21 Tourism Sector Report in 1998
- Baltic 21 Lighthouse projects AGORA, AGORA 2.0 (www.agora2-tourism.net) and EcoRegions (www.baltic-ecoregion.eu)
- EU Agenda for a sustainable and competitive European tourism (COM/2007/0621 final).
- EC communication on tourism (COM(2010) 352 final: “Europe, the world's No 1 tourist destination – a new political framework for tourism “
- CBSS Sustainable Development Strategy 2010-2015

discussed on an international workshop at the CBSS in Sept 28, 2011 and revised accordingly.



Contents of the paper

1. Introduction
2. What is sustainable tourism?
3. Cooperated Social Responsibility (CSR) in Tourism
4. Sustainable tourism potential and challenges in the BSR
5. Vision, goals, aims and principles of sustainable tourism in the BSR
6. Indicators, monitoring and evaluation of the Sustainable Tourism Strategy Paper
7. References



Download: http://www.bastis-tourism.info/images/0/0c/CBSS_POLICY_PAPER_ST_BSR_V2.pdf

Key elements

1. Introduction
2. **What is sustainable tourism?**
3. Cooperated Social Responsibility (CSR) in Tourism
4. **Sustainable tourism potential** and challenges in the BSR
5. **Vision, goals, aims** of sustainable tourism in the BSR
6. Indicators, monitoring and evaluation of the Sustainable Tourism Strategy Paper
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What is sustainable tourism?

- Sustainable tourism is tourism that “*meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems*” (UNWTO, 1996).
- Spelled out more in detail by EU principles for achieving a competitive and sustainable tourism (see COM/2007/0621 final)



Sustainable Tourism potentials in the BSR

Demand

- Sustainability and CSR in tourism are on the rise
- Clear preferences among customers in favor of sustainable tourism, but limited willingness to pay a substantial premium
- Target group of about 20 to 25 % sustainability aware tourists who consider sustainability as important when booking a holiday

Supply

- Steadfast commitment to sustainability in the region
- Experts and networks on sustainable tourism in BSR
- Increasing number of committed tourism suppliers
- A region with an outstanding Nature and Culture



Vision

- Tourism provides a decisive contribution to the establishment of the world's first Eco-region: The BSR as a region where ecology and economy work together in a balanced and integrated manner to sustain societies and culture
- Sustainability is the guiding principle and standard practice in all types of tourism in the Baltic Sea Region
- BSR Tourism is a vital business sector providing adequate added value and social foundation for the local and regional people
- Tourism activities do not endanger the natural and cultural heritage of the BSR but actively contribute to their preservation



Goals

- To sustain a sound environment, safeguarding the recreational quality of natural and man-made landscape and integrating natural, cultural and human environments
- To promote and sustain the competitive quality and efficiency of the tourism business
- To create satisfactory social conditions for tourists and the local population



See also Baltic 21 Tourism Group (see Baltic 21 Tourism Sector Report 7/98) and agora strategy for sustainable tourism development in the BSR (agora 2007)

Aims

The three goals are broken down in eight aims for sustainable tourism development in the Baltic Sea Region:

1. Consistency
2. Competence
3. Responsibility
4. Transparency
5. Visibility
6. Cooperation and Involvement
7. Quality
8. Continuity

... plus examples of activities



Thank you!



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The **Institute for Tourism Research in Northern Europe** (NIT) in Kiel is involved in basic research on tourism, market research and works in applied research and consulting (e.g. for tourism companies, associations, tourism destinations, ministries and other national and supranational institutions).

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