

8th Baltic Sea Tourism Forum 2015

POLITICAL SUPPORT, COOPERATION, DEVELOPMENT

- ONE SEA, ONE MILLION OPPORTUNITIES



Complementary event of the
“Polish Presidency - in Council of the Baltic Sea States - 2015-2016”

Programme

22-23 September 2015

Gdańsk / Poland



Ministry
of Sport and Tourism
of the Republic of Poland



POMORSKIE
VOIVODESHIP



Pomorskie
Tourist Board



POLISH
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B Polska Filharmonia Bałtycka
im. Fryderyka Chopina w Gdańsku



Mecklenburg
Vorpommern
Best of Northern Germany

Baltic Sea Tourism Forum

Initial situation and major aims of the Forum

According to the World Tourism Organization (UNWTO) numbers of international tourist arrivals around the Baltic Sea region have increased by almost 50 % since the millennium to currently more than 106 million (2013). Scientists say that in the long term tourism in the Baltic Sea region will only be able to continue growing if an orientation to international markets takes place and the marketing is coordinated accordingly.

Thus to use this potential, in 2008 the Ministry for Economy, Employment and Tourism at that time and the Tourist Board of the German state of Mecklenburg-Vorpommern initiated the first Baltic Sea Tourism Forum (Summit at this time) which took place in Rostock. Core aims of this touristic rapprochement process were to develop forms of collaboration which complement the countries' and regions' own marketing strategies in a meaningful way and give the Baltic Sea as a tourism brand a better place on the market.

Since then, these aims have been pursued in annual Baltic Sea Tourism Forums which provide an information and exchange platform. The following forums took place in Vilnius/Lithuania, Kaliningrad/Russia, Sopot/Poland, Rostock/Germany, Ringsted/Denmark, Karlskrona/Sweden. Since 2012, the annual forums are closely linked to the implementation process of the priority area tourism in the EU strategy for the Baltic Sea region. Further information at: balticseatourism.net

Objectives of the 8th Baltic Sea Tourism Forum 2015

The 8th Baltic Sea Tourism Forum is organized by the Polish Ministry of Sport and Tourism and the Pomorskie Voivodeship in close cooperation with the Mecklenburg-Vorpommern Tourist Board and the Ministry of Economics, Construction and Tourism; Mecklenburg-Vorpommern - in its role as the coordinator of Policy Area Tourism (EUSBSR).

The annual convention brings professionals from economics, politics and academics together to examine the development of tourism in the Baltic Sea region. In 2015 the forum will focus on four thematic priority areas such as:

- maritime policy as a fundament for tourism development in coastal areas,
- demands on improved and sustainable transnational cooperation in BSR tourism,
- the impact of meetings and events industry for developing the BSR as a common tourism destination and
- challenges of future trends in the XXI century and their effects on tourism.

In addition, organizations, ongoing projects and new project initiatives have the possibility to present themselves with a stand during the two conference days to encourage creativity, ideas and cooperation.



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Participants

The Baltic Sea Tourism Forum addresses tourism stakeholders that show a common interest in transnational cooperation and that are convinced of the added value of international cooperation in the Baltic Sea macro-region - in particular:

- representatives of Baltic Sea tourism regions and institutions,
- lead- and project partners of tourism related EU projects in the Baltic Sea region,
- countries' officials of national and regional administrations,
- private tourism operators and experts of the sector.

Organizers

The preparation and organization of this year's forum comprises a steering group that consists of the **Polish Ministry of Sport and Tourism**, the **Pomorskie Voivodeship**, the **Mecklenburg-Vorpommern Tourist Board**, and the **Ministry of Economics, Construction and Tourism; Mecklenburg-Vorpommern** in its role as the coordinator of Policy Area Tourism, accompanied by an international group of like-minded partners.

Date & Venue

22-23 September 2015 | Gdańsk /Poland

"Green Hall" at Polish Philharmonic Hall, Frederic Chopin in Gdańsk, 1 Ołowianka Str.

BSTF 2015 – Contact point

Mecklenburg-Vorpommern Tourist Board

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Programme - 22 September 2015

- 08:30-13:00** **Registration of the participants**
- 09:00-11:30** **Pre-conference tour to ECS (European Solidarity Center, Gdańsk)**
Meeting Point: Hotel Gdańsk, 9 Szafarnia Str., Gdańsk
- 12:00-13:00** **Lunch**
- 13:00-13:45** **Opening Plenary of the Forum**
Mr Adam Korol, Minister of Sport and Tourism, Poland
Mr Taleb Rifai, Secretary General, UNWTO
Mr Mieczysław Struk, Marshal, Pomorskie Voivodeship
Ms Sylvia Bretschneider, President of the Landtag Mecklenburg-Vorpommern and President of the Mecklenburg-Vorpommern Tourist Board
Mr Andrzej Bojanowski, Deputy - Mayor of Gdańsk
Mr Pedro Ortun, DG Enterprise and Industry, European Commission
- 13:45-15:15** **1st Session**
Maritime Policy as a fundament for tourism development in coastal areas
- 13:45-14:00** **Key note: Maritime Policy**
Mrs Dorota Pyć, Undersecretary of State, Ministry of Infrastructure and Development of the Republic of Poland
- 14:00-14:10** **Priorities of the policy of the Council of Baltic Sea States**
Mr Jan Lundin, Director General, Secretariat Council of the Baltic Sea States
- 14:10-14:20** **Maritime Policy as a foundation for the development of tourism in the Baltic Sea Region**
Mr Tomasz Jędrzejczak, Undersecretary of State, Ministry of Sport and Tourism of the Republic of Poland
- 14:20-14:30** **Tourism policy priorities from a Public Private Partnership perspective,**
Mr Georgios Drakopoulos, Special adviser to the Secretary General UNWTO
- 14:30-14:40** **The implementation of the European Strategy for more growth and jobs on coastal and maritime tourism: challenges and opportunities for the Baltic Sea area**
Ms Cinzia De Marzo – DG for Internal market, Industry, Entrepreneurship and SMEs F4/Unit Tourism, Emerging and Creative industries European Commission
- Moderated by Krzysztof Celuch**, PhD, Head of Poland Convention Bureau, Polish Tourist Organisation
- 14:40-15:15** **Experts debate**
- 15:15-15:45** **Coffee break and networking**

Programme - 22 September 2015

- 15:45-17:15** **2nd Session**
Demands on improved and sustainable transnational cooperation in BSR tourism
- 15:45-16:00** **Implementation of the reviewed EUSBSR Action Plan (PAC Tourism)**
Dr Anja Gelzer, Ministry of Economics, Construction and Tourism; Mecklenburg-Vorpommern
- 16:00-16:20** **Baltic Sea Tourism Center - Operational structures for improved communication in the BSR**
Mr Tobias Weitendorf, Deputy Managing Director, Mecklenburg-Vorpommern Tourist Board
- 16:20-16:35** **European Grouping of Territorial Cooperation (EGTC) - a new tool for tourism development in the Baltic Sea region**
Dr Tomasz Studzieniecki, Lecturer, Department of Tourism and Hotel Management, Maritime Academy in Gdynia
- 16:35-17:15** **Funding opportunities for project initiatives in the South & Central Baltic Sea region**
Dominika Butkiewicz, Project Officer, Interreg South Baltic Programme 2014-2020,
Vassilen Iotzov, Communication and Capitalisation Officer, Interreg South Baltic Programme 2014-2020 Joint Secretariat, Interreg South Baltic Programme 2014-2020
- Moderated by Krzysztof Celuch**, PhD, Head of Poland Convention Bureau, Polish Tourist Organisation
- 17:15-17:30** **Open discussion – questions and answers**
- 17:30-18:30** **Free time**
- 18:30-19:00** **Transfer by bus or walking distance from hotels to the Shakespeare Theatre Gdańsk, 1 Bogusławskiego Street – Meeting point for buses: Hotel Królewski, 1 Ołowianka Str. and Novotel, 1 Pszenna Str.**
- 19:00-22:00** **Dinner and get together at the Shakespeare Theatre**
- 22:00-23:00** **Night tours of the theatre**



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Tourismusverband
Mecklenburg-Vorpommern

Mecklenburg
Vorpommern
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Programme - 23 September 2015

- 09:00-10:30 3rd Session**
Panel discussion: The role of the meetings and events industry in the development of tourism destinations.
- 09:00-09:10 Baltic Sea Region in global meetings and events industry statistics**
Mr Krzysztof Celuch, PhD Head of Poland Convention Bureau, Polish Tourist Organisation
- 09:10-09:20 Tourist attractions vs. congress venues. How to cooperate? - planner perspective -**
Ms Agnieszka Faracik, Owner, Partner DMC Poland
- 09:20-09:30 The impact of meetings and events industry for developing the BSR as a common tourism destination**
Ms Kadri Karu, Managing Director, Estonian Convention Bureau
- 09:30-09:40 Business meetings - good or bad solution for destinations**
Mr Wojciech Liszka, CEO, Z-Factor
- 09:40-09:50 The role of meetings and events industry in the development of Gdansk tourism**
Łukasz Wysocki, CEO, Gdansk Convention Bureau
- Moderated by Krzysztof Celuch PhD**, Head of Poland Convention Bureau, Polish Tourist Organisation
- 09:50-10:30 Experts debate**
- 10:30-11:00 Coffee break**
- 11:00-12:30 4th Session**
Tourism in 21st century – challenges and trends
- 11:00-11:15 Bratwurst or Surströmming?! Mutual perception and understanding of tourists from the Baltic Sea region**
Dr. Piotr Geise, Owner, Research and Analysis Laboratory
- 11:15-11:30 Challenges and problems for sustainable development of tourism including availability of protected areas & building the offer Baltic Sea Tourism Forum 2015**
Mr Björn Grönholm, Head of Secretariat, Union of the Baltic Cities commission on environment, Turku, Finland
- 11:30-11:45 Reasons to travel - slow food - regional food - style of life**
Mr Cezary Molski, Owner, Consulting Company
- 11:45-12:00 eForest – development potential within the South Baltic Region. Polish, Swedish and Lithuanian experiences.**
Mr Piotr Neubauer, Regional Directorate of State Forests in Gdansk, Poland
- 12:00-12:15 Sustainable development of the tourism in Baltic Sea Region – results of the project TREBLE - Experience from BTC activity**
Mr. Jesper Klockareson, Lecturer Fair Travel, Baltic Sea Tourism Commission
- Moderated by Krystyna Hartenberger – Pater**, Director, Pomorskie Tourist Board
- 12:15-12:30 Experts debate – trends and proposals**
- 12:30-12.40 Presentation and adoption of the Forum's declaration**
Mr Gerd Lange, Ministry of Economics, Construction and Tourism, Mecklenburg-Vorpommern



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Programme - 23 September 2015

- 12:40-12:50** **Invitation to the 9th Baltic Sea Tourism Forum**
Mr Rainer Aavik, Deputy Mayor, Pärnu City Government
- 12:50-13:00** **Summary and closing of the Forum**
Mrs Marta Chełkowska, Director of Tourism and Promotion Department, Pomorskie Voivodeship
- 13:00-14:00** **Lunch – End of Forum**
- 16:30-17:50** **Bus transfer from Gdańsk to Malbork, www.zamek.malbork.pl**
Meeting point: Hotel Królewski, 1 Ołowianka Str., Gdańsk
- 18:00-23:00** **Official celebration of the World Tourism Day at Karwan Conference Centre, Malbork, 1 Starościnska Street**
- Awards of the Polish Ministry of Sport and Tourism of the Republic of Poland
 - Awards of the Marshal Pomorskie Voivodeship and President of Pomorskie Tourism Board
 - Awards of The President of Polish Tourist Organization “Promote Poland Together”
 - Awards of the Mayor of Malbork Town
- “Gothic flavours” - gala dinner at Malbork Castle**
Sightseeing tour by night of the castle
- 23:00-23:45** **Bus transfer back to Gdańsk**

24th September 2015

all day Individual departures from Gdańsk



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