

11th Baltic Sea and Latvian Tourism Forum

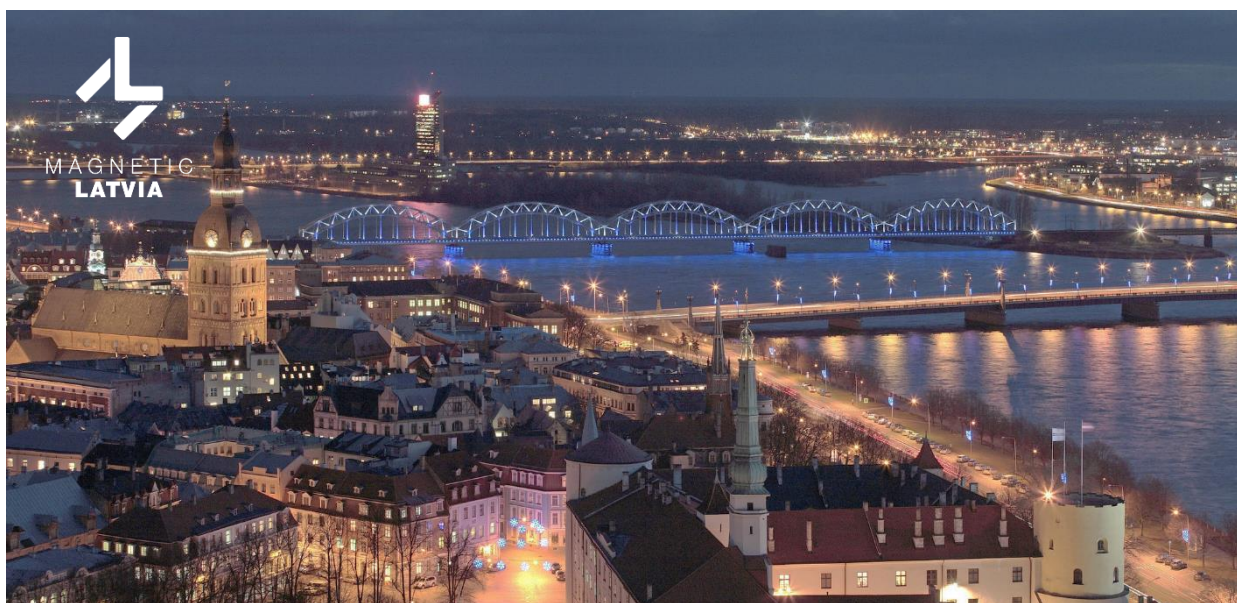
On the Edge of Change

14 - 15 November, 2018

RIGA, LATVIA

FULL PROGRAMME

#BSLTF2018



Joint Baltic Sea and Latvian Tourism Forum 2018

“On the edge of change”

Date: 14 – 15 November, 2018

Venue: Ziemeļblāzma Culture Palace. Address: Ziemeļblāzmas iela 36, **Riga, Latvia**

Hosts & Organizers: Investment and Development Agency of Latvia, Ministry of Economics of Latvia, Baltic Sea Tourism Center, Policy Area Tourism of the EU Strategy of the Baltic Sea Region

Work Language: English (with headphone translation in Latvian; only the *Main hall*)

Official hashtag: #BSLTF2018

The tourism industry is more active today than ever before. Some might say that everything seems to be doing just fine, while others believe the industry is being increasingly affected by two major influential factors:

1) CREATION vs PRESERVATION. Various risks have been taken to establish innumerable ideas and innovative solutions in BSR tourism to prepare for the moment when European Union funding is no longer available for funding marketing activities, as well as to reach more “valuable” visitors. Yet it is becoming harder to capture and preserve the local experience, authenticity and the essence of destinations, the spirit of the place that gives the city, country and the whole BSR its distinctive taste, feel and unique self;

2) DIGITALISATION vs PRESERVATION. Mass digital tools and technologies have only existed for a few decades, yet they already seem so ordinary. Still, many stakeholders struggle to realize that the times are a-changing. In the context of growing competition and constant technological advances, maintaining a reasonable digital presence and technological literacy should be standard practice.

The joint 11th Baltic Sea and Latvian Tourism Forum will both address these changes, and also serve as a “call to action” to inspire change. It aims to shift perceptions from seeing these changes as obstacles or threats to seeing these changes as opportunities.

Over 450 professionals will gather for two days of inspiring presentations, discussions and fruitful networking.

Wednesday, 14 November

CREATION vs PRESERVATION

10:30 **Shuttles to Ziemeļblāzma Culture Palace** from the official #BSTF2018 hotels

11:00 – 12:00: **Registration and morning coffee**

12:00 **Opening performance and the main programme.** *Location: Main hall*

12:10 **Opening addresses**

- Minister of Economics of Latvia (tbc)
- **Andris Ozols** (LAT), Director of Investment and Development agency of Latvia
- **Ms Beate Schlupp** (GER), Vice-president, Landtag Mecklenburg-Vorpommern

12:30 **Keynote 1: On creativity and motivation to change**

- **Marius Smit** (NLD), Founder of Plastic Whale

13:00 – 14:30 **Panel 1: Creation vs preservation** – creativity and innovation as a major driving force of preserving the local experience and cooperation within the BSR.

- **Dagnija Balode** (LAT), Chief Business Officer, H2E interior and design studio
- **Moa Björnson** (SWE/NOR), Head of Development, Træna Island.

13:00 – 14:30 **Parallel Seminar** *Location of the Seminar: Small Hall*

Places are limited!

Tourist system of the Baltic Sea Region. Hosted by The Baltic Tourism Academy.

- **Prof. Valentin Korneevets** (RUS), **Prof. Tadeusz Palmowski** (POL). Definition and delimitation of the Baltic Sea Region as a tourist destination.
- **Prof. Beata Meyer** (POL), **Tomasz Studzieniecki** (POL). The role of Nomenclature of Territorial Units for Statistics (NUTS) in monitoring tourist market of the Baltic Sea Region.

14:30 – 15:30 **Coffee Break**

15:30 – 17:00 **Panel 2: Sustainable tourism cooperation post 2020** (Curated by Baltic Sea Tourism Center. Moderated by **Susanne Marx** (GER), research associate, Stralsund University of Applied Sciences):

- **Mr. Beka Jakeli** (GEO), Coordinator for Member Relations, UNWTO. Global competition – How to compete successfully in a rapidly growing and highly dynamic global tourism market?
- **Anders Bergström** (SWE), Horizontal Action Coordinator HA Capacity, Norden Association. What benefits can Macroregional Strategies have for the tourism industry?
- **Daria Akhutina** (SWE). Senior Adviser, Council of the Baltic States. To what extent can tourism in the Baltic Sea region have a significant impact on achieving the Sustainable Development Goals of the UN Agenda 2030?
- **Tobias Weitendorf** (GER), Deputy CEO, Mecklenburg-Vorpommern Tourist Board. Baltic Sea Tourism Center – Why should cooperation and exchange between regions in the Baltic Sea be more permanent and sustainable?

17:00 **First day closing keynote**

- **Viesturs Celmiņš** (LAT), Socio-anthropologist, urbanist. Bring creativity in to preserve what you are inside already (tbc).

17:30 **Closing performance**

18:00 **Evening get-together and dinner**

20:00/20:30/21:00 **Transfers to the official #BSTF2018 hotels**

Thursday, 15 November

DIGITALISATION vs PRESERVATION

9:00 Shuttles to Ziemeļblāzma Culture Palace from the official #BSTF2018 hotels

9:30 Registration and morning coffee

10:00 Greetings and warm-up activity. *Location: Main hall*

10:15 Opening of the second day: **Inese Širava** (LAT), Director, LIAA Tourism Department

10:30 Keynote 2: Travelling and technologies in evolution

- **Martin Güll & Emma Håkansson** (SWE), Chief Digital Officer & Destination Development Manager, Helsingborg

11:00 – 12:00 Discussion: the age of “smart tourism”

- **Didzis Solims** (LAT), Director of Products, Tele 2 Smart houses. Smart AirBnB
- **Martin Güll & Emma Håkansson** (SWE), Chief Digital Officer & Destination Development Manager, Helsingborg
- **Morten Teilmann-Jørgensen** (DNK), Project Leader, Kongernes Jelling museum

12:00 – 12:30 Coffee Break

12:30 – 14:00 Panel 3: Digital media channels and how to get them right.

- **Kashyap Bhattacharya** (IND). Digital nomad, founder of BudgetTraveller.org
- **Lelde Ineka Beņķe** (LAT), Marketing Project Manager at LIAA
- **Janicke Hansen** (NOR), Co-founder of NordicTB collective

12:30 – 14:00 **Parallel professional workgroup**. *Location of the Workgroup: B2B Café.*

Places are limited!

Baltic Sea Tourism Center (BSTC) – Concepts for permanent cooperation structures in the BSR. Moderated by **Johannes Volkmar** (GER).

- **Lidija Bajarūnienė** (LTU). Tourism Policy Division of the Ministry of Economy of the Republic of Lithuania..
- **Karin Melbye Holm** (DNK), Managing Director, Danish Tourism Innovation.
- **Andrea Krabbe** (GER), Project Manager, Policy Area Tourism in the EUSBSR.
- **Prof. Dr. Björn P. Jacobsen** (GER), Chair for Management Studies and International Management at the Stralsund University of Applied Sciences.

Let's improve our knowledge and skills together! The Baltic Sea Tourism Center is launching transnational expert groups on four interesting topics. Join our introduction on the activities and hear what's in it for you. The expert groups are your opportunity to exchange and gain knowledge on your favourite topic and to be part of the BSTC and the transnational cooperation on tourism development.

14:00 **Second day closing keynote**

- **Marija Ručevska** (LAT), – Co-founder and Board Member, TechChill. Digitality as the future of place identity and a visitor magnet.

14:30 **Conclusion, final remarks**

14:45 **Lunch**

14:45 – 17:00 **B2B matchmaking + networking village**. *Location: B2B café.*

A B2B zone for exhibiting programmes, projects, municipalities and/or private, national organisations as well as holding private B2B meetings with potential or present partners, collaborators.

15:30/16:00/16:30 **Transfers to official #BSTF2018 hotels**