

10-13 November, PALANGA, LITHUANIA

13th Baltic Sea Tourism Forum

Reviving tourism in times of global change

Programme



European
Regional
Development
Fund

Initial situation and major aims of the Baltic Sea Tourism Forum

In 2008, the then Ministry for Economy, Employment and Tourism and the Tourist Board of the German state of Mecklenburg-Vorpommern initiated the first Baltic Sea Tourism Forum (Summit, BSTF) which took place in Rostock/Germany. The key aims of this tourist rapprochement process were to develop forms of collaboration to complement the countries and regions' tourism strategies in a meaningful way and offer the Baltic Sea a better place on the market of tourism destinations.

Major aims of the BSTF are to:

- support a sustainable and balanced development of tourism and voice the interest of the tourism economy in the Baltic Sea Region (BSR);
- strengthen the sustainable, responsible and innovative cooperation of all BSR countries and exploit the existing international development potential more efficiently;
- provide and secure a permanent platform for information and know-how exchange with the BSTF for a continuous collaboration on the basis of a multilevel process;
- position the Baltic Sea as a coherent travel destination on the global tourism market and promote the area as an attractive, safe and natural destination for international and local travellers;
- introduce innovations and digitalisation as a tool for tourism recovery.

Since 2012, the annual BSTF is closely linked to the implementation process of the Policy Area Tourism in the EU Strategy for the BSR. It contributes strongly to the aims of the macro regional strategy, the revised action plan and defined actions adopted by the European Commission in 2015.

Objectives of the 13th BSTF 2020

Under the heading of [Reviving tourism in times of global change](#), this year's BSTF is dedicated to ideas and impulses for new ways in which we develop the tourism industry at regional, national and international level.

The 13th BSTF is one of the events of the Lithuanian Presidency of the Council of the Baltic Sea States 2020-2021. The Presidency is focusing on achievable, practical and visible priorities and one of them is dedicated to sustainable development, green and maritime tourism as an important sector in reviving regional economy, increasing regions' visibility and offering employment opportunities to young people.

The Presidency intends to work on a new forward-looking Vilnius Declaration 'A Vision of the Baltic Sea Region until 2030', which will partly be the vision of the future of tourism in the Baltic Sea Region. This tourism vision will be worked out during the BSTF.

The BSTF will be hosted online and welcomes you on four days, thus giving participants the chance to select among the sessions or - of course - visit all of them.

On 10 November 2020, we are inviting you to join the [Warming up for the Forum](#). This part gives an overview of changes the Coronavirus has and could bring about in tourism mobility and offers best practices in the field of sustainable tourism development and youth.

On 11 November, the EUSBSR PA Tourism Steering Committee Meeting as well as the election of the first Sustainable Tourism Award (STA) takes place.

On 12 November, the official BSTF takes place. The session [The future of transnational cooperation](#) focuses on the political framework for cross-border cooperation within the EU and the BSR. With the session [Adapting to changes and rethinking tourism](#) we want to discuss experiences and possibilities on how to deal with changes in travel behaviour as well as ways to recover from Coronavirus-related crisis with smarter and innovative solutions.

The 13th BSTF closes on the 13 November 2020 with the ministerial meeting [Times of new beginnings - Where do we go from here? BSR 2030](#). This session brings together tourism ministers from the Baltic Sea countries providing a platform for discussing regional and European tourism.

Target Audience

The BSTF addresses tourism stakeholders that show common interest in international cooperation and that are convinced about the added value of transnational collaboration in the Baltic Sea macro-region, in particular:

- representatives of the government institutions and national tourism organisations of the BSR,
- officials of national and regional as well as local public authorities,
- project leaders and project partners of tourism-related EU projects,
- private tourism operators and experts of the sector,
- academia.

Hosts and Organisers

Ministry of the Economy and Innovation of the Republic of Lithuania, Palanga resort municipality, Mecklenburg-Vorpommern Tourist Board, Policy Area Tourism of the EU Strategy for the BSR.

Technical Details

The 13th BSTF will be hosted online and can be accessed in this webpage: <https://renginiai.puslapiai.lt/tourismforum/>. The webpage contains 2 main elements: a live stream player where the event will be streamed to and an audience interaction platform where viewers will be able to ask their questions to the speakers. The most liked questions will be placed on top of the interaction platform, for the moderator to see. The webpage can be accessed without a password.

Online connection for the event days is possible 30 minutes prior to the start of the first programme point on the given day. The connection link for participation will be send prior to the event, but not later than 09.11.2020.

The times in the programme are according UTC+2.

More information on the BSTF can be found on www.bstc.eu/bstf/13th-bstf.

BSTF Contact Point

Mecklenburg-Vorpommern Tourist Board

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Programme 10 November, Tuesday

WARMING UP FOR THE FORUM. 'SUSTAINABLE ENTREPRENEURSHIP DURING CHALLENGING TIMES'

MODERATION: Mr Vytautas Ulozas, Institute for policy research and analysis

- 10:30-11:00 (UTC+2) Online Registration & Online Coffee
- 11:00-11:40 (UTC+2) **The impact of COVID-19 on the tourism industry: new reality and new opportunities**
Mr Vitalij Vladykin, Research Manager of Services and Payment, Euromonitor International Strategic Market Research Provider
- 11:40-12:15 (UTC+2) **Youth networking for sustainable tourism development in the BSR | STENetY**
Dr. Diana Šaparnienė, Professor of Sport, Recreation and Tourism Department of Klaipėda University, Lithuania
- 12:15-12:50 (UTC+2) **How COVID-19 could change mobility**
Prof. Stefan Gössling, Professor of Tourism, Linnaeus University, School of Business and Economics, Kalmar, Sweden
- 12:50-13:30 (UTC+2) **Understanding Gen Z travellers and their preferences in the context of COVID-19**
Ms Lyublena Dimova, Research Project Manager, European Travel Commission
- 13:30-13:45 (UTC+2) **Conclusion and information on the upcoming event days**

Programme 11 November, Wednesday

- 09:00-12:00 (UTC+2) **EUSBSR PA Tourism Steering Committee Meeting (by invitations)**
Election Sustainable Tourism Award by the Steering Committee
- 14:00-16:00 (UTC+2) **1st Sustainable Tourism Award of the BSR**
connection to the online platform at 13:30 (UTC+2)

Programme 12 November, Thursday

13TH BSTF. 'REVIVING TOURISM IN TIMES OF GLOBAL CHANGE'

09:30-10:00 (UTC+2) Online Registration & Online Welcome Coffee

OPENING OF THE 13TH BALTIC SEA TOURISM FORUM

MODERATION: Mr Björn Arvidsson, Head of Research and Innovation at the Swedish Tourism Innovation Center

10:00-11:15 (UTC+2) **Mr Rimantas Sinkevičius**
Minister of the Economy and Innovation of the Republic of Lithuania

Mr Zurab Pololikashvili
Secretary-General of the UNWTO

Mr Eduardo Santander
Executive Director of the European Travel Commission

Mr Grzegorz Poznanski
Director General of the Secretariat CBSS

Mr Neris Germanas
Vice-Minister of Foreign Affairs of the Republic of Lithuania

Mr Šarūnas Vaitkus
Mayor of Palanga

1st SESSION. THE FUTURE OF TRANSNATIONAL COOPERATION

MODERATION: Mr Björn Arvidsson, Head of Research and Innovation at the Swedish Tourism Innovation Center

11:15-12:00 (UTC+2) **New challenges for European Tourism: skills, digital transformation, new business models**
Intervention by
Ms Anna Athanasopoulou, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, Unit F.4. Tourism, Textiles and Creative Industries

- 12:00-12:30 (UTC+2) Covid, tourism and transnational cooperation - the case of Gotland
Intervention by
Mr Mats Jansson, Business development strategist Region Gotland
- 12:30-13:00 (UTC+2) Break for lunch

2ND SESSION. ADAPTING TO CHANGE AND RETHINKING TOURISM

MODERATION: Mr Darius Liutikas, Adviser to the Minister of the Economy and Innovation, Lithuania

- 13:00-14:50 (UTC+2) **Domestic travel as the new normal? How the BSR deals with the shift in travel behaviour**

Introductory statement and moderation by

Ms Susanne Marx

Stralsund University of Applied Sciences, Mittelstand 4.0-
Kompetenzzentrum Rostock

Interventions and discussion by

Ms Marie Zürnstein

Deputy Head of the Department of Development,
Mecklenburg-Vorpommern Tourist Board

Mr Dalius Morkvėnas

CEO of Lithuania Travel

Ms Liina Maria Lepik

Director of the Estonian Tourist Board

Ms Caroline Strand

CEO of Visit Stockholm

Ms Ida Honkanen

Ministry of Economic Affairs and Employment of Finland

Ms Marta Chełkowska

Director of the Tourism Department of the Marshal's Office of the
Pomorskie Voivodeship

- 14:50-15:50 (UTC+2) **Smart Tourism and recovery from COVID-19-related crisis**
Prof Dimitrios Buhalis, a Strategic Management and Marketing expert with specialisation in Information Communication Technology, Smart Environments and Interactive Marketing (UK)
- 15:50-16:00 (UTC+2) **Closing Remarks**
Anne Vollerthum, Manager Sustainable and Quality Tourism Development, Baltic Sea Cooperation, Mecklenburg-Vorpommern Tourist Board

Programme 13 November, Friday

MODERATION: Ms Daria Akhutina, Senior Adviser for Sustainable & Prosperous Region, CBSS

- 10:30-12:00 (UTC+2) BSR Tourism ministers' meeting (by invitations only)
Times of new beginnings - Where do we go from here? BSR 2030.