

10-13 November, PALANGA, LITHUANIA

13th Baltic Sea Tourism Forum

Reviving tourism in times of global change

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European
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10 November 2020: Warming Up for the Forum



Dr. Mindaugas Brazauskas | PhD in humanities. Lector at the Klaipeda University, tour leader and guide

After completing PhD in history and archaeology, had started career at the department of Tourism and recreation at the University of Klaipeda. Main fields of interest: the cultural heritage and the tourism, the history of the tourism, the tour leading and guiding. Participated in several international projects for development of the tourism in the Baltic Sea Region held by the Klaipeda University.

Works on the field of incoming and internal tourism with agencies “Klaipėda Tours”, “Krantas travel”, “Baltic bike travel”, “Baltic idea”, etc. Organizes and leads tours and excursions around Lithuania and The Baltic states.



Vitalij Vladykin | Research Manager Services and Payments Euromonitor International

V. Vladykin joined Euromonitor International, the world’s leading provider of business intelligence on industries, countries and consumers, as a Research Analyst for Central and Eastern Europe in 2008. As a gratitude for his hard work in 2015 Vitalij was promoted to a Research Manager.

In his current role Vitalij is responsible for managing a team of experienced analysts, who conduct research programme for consumer markets in Eastern Europe and Nordic countries. The team focuses on strategic analyses and monitoring key trends and developments across a numerous FMCG categories, such as retailing, travel, foodservice and payment card.

Prior to joining Euromonitor International, Vitalij has gained experience in banking sphere, where he was responsible for cooperation with corporate customers. In addition, Vitalij regularly writes for industry titles on FMCG market developments.

Vitalij graduated from St. Petersburg State University of Economics and Finance, where he received a bachelor degree in Economics.

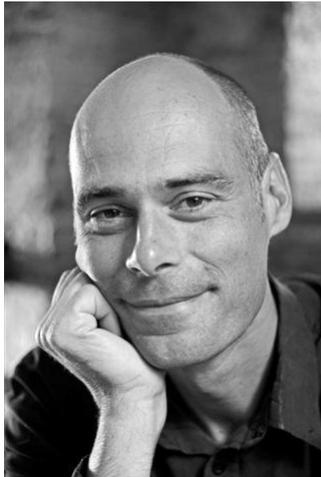


Diana Šaparnienė | PhD in social sciences, Full Professor since 2014, and today - Professor of Management at the University of Klaipėda in Lithuania.

Her research interests include research on innovation leadership in tourism sector, development of health tourism, as well as accessible tourism, expression of e.governance and e.government, and new kind of tourism - e.tourism.

She is an expert in Social research methodology and its branch - Recreation and Tourism research methodology. She has published over 50 articles in national and international journals, such as Entrepreneurship and Sustainability Issues, Research, Development and Education in Tourism (Cambridge Scholars Publishing), Knowledge Spillovers in Regional Innovation Systems (Springer International Publishing), Smart Cities and Regions as Systems of Innovation, British Journal of Education, Society & Behavioural Science, ect. Additionally, she is coauthor of Monography, of Scientific Study and three Feasibility studies. She participated in over the fifteen projects; nowadays participating in “Youth Networking for Sustainable Tourism Development in BSR”, “SB Nature Guide Network - Supporting sustainable nature tourism in transboundary coastal areas in the SB Region via establishing a common education scheme for Local Guides” and “Development, promotion and sustainable management of the Baltic Sea Region as a coastal fishing tourism destination”. She is a member of editorial board of two scientific journals. Also, she is supervisor of four doctoral students; two of them have graduated in 2018.

Professor is a member of the Regional Tourism Council; Member of Committee of Joint VDU, KU, MRU, ŠU Doctoral Consortium; Member of the Group of Independent Experts on the European Charter of Local Self-Government.



Prof Stefan Gössling | Professor of Tourism, Linnaeus University, School of Business and Economics, Kalmar, Sweden

Stefan Gössling has studied interrelationships of tourism, transport and sustainability for a quarter of a century.

In the early 1990s, his work focused on aviation and the sector’s contribution to emissions of greenhouse gases. Since then he has started to investigate a wide range of different transport modes, including the car, bicycle, and e-scooter.

He is specifically interested in climate policy and transport governance, the digitalisation of tourism and transport, transport economics, urban planning, and social norm change in consumer cultures.

His work has been conducted in a wide range of cultural and geographical settings in the European Union, the Middle East, East Africa/Western Indian Ocean, and the Caribbean. He also worked as a consultant on behalf of numerous governments and companies, as well as supranational organisations including UNWTO, UNEP, UNDP, OECD and World Bank.

His ambition is to contribute to basic and applied science, with the overall objective to develop solutions for a growing number of environmental problems.

Besides numerous visiting professorships in New Zealand, Australia, Germany and Sweden he since 2009 works as a Professor of Tourism at Linnaeus University, School of Business and Economics in Kalmar, Sweden.



Ms Lyublena Dimova | Research Project Manager, European Travel Commission

Graduated in 2015 in Tourism Management and Hospitality from both the University of Central Florida and ISCTE - University Institute of Lisbon, Ms Dimova has since been working at the European Travel Commission (ETC), as part of the research and development team. Her main responsibilities include continuous monitoring of trends in the European tourism sector and short-term forecasting of travel demand from key overseas markets. As well as her constant communication with Destination Management Organisations, she is in charge of the development of ETC’s Executive Dashboard - a “data hub” that provides simple access to key indicators and market intelligence information for the travel and tourism industry in Europe.

Ms Dimova is also involved in research activities of the European Tourism Association (ETOA), European Commission (EC) and the World Tourism Organisation (UNWTO).

12 November 2020: Official Forum

	<p>Björn Arvidsson Head of Research and Innovation at the Swedish Tourism Innovation Center</p> <p>Head of Research and Innovation at Swedish Tourism Innovation Center. More than 20 years of consulting in the tourism and travel industry. Background from the airline industry with deep knowledge of pricing, infrastructure and the power of statistics. Over the years I have developed a way to set statistics into a context and an ability to communicate the facts. Experienced keynote speaker and writer of articles on both national and international tourism.</p> <p>My first passion: President of Skål International Stockholm, the largest network in the world of travel and tourism professionals. Skål Stockholm is one of 350 clubs in the world in more than 100 countries.</p> <p>My second passion: Developing Svanstein to an international first-class destination. With a five star nature, you need a five-star hotel.</p>
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Opening of the 13th Baltic Sea Tourism Forum

	<p>Darius Liutikas Advisor of Minister of the Economy and Innovation, Lithuania</p> <p>D. Liutikas accomplished his PhD studies in 2008 at Vilnius University, his thesis being ‘Traditional and modern pilgrimage as an expression of values and identity in Lithuanian society’.</p> <p>Darius Liutikas research interests include sociology of tourism, anthropology of tourism, psychology of tourism, forms of mobility, valuistic journeys and travelers’ types. He is involved as the senior scientific researcher at the Lithuanian Social Research Centre (Vilnius, Lithuania). He has published around 40 articles and book chapters in Lithuanian and international academic journals. He has prepared and published 6 books (3 in the Lithuanian language and 3 in English).</p> <p>The author’s monograph about manifestation of values and identity in the journeys was published in 2009 (in Lithuanian). He has participated in more than 40 international scientific conferences as guest speaker or speaker. He is a member of the editorial boards of the different tourism journals. As an Advisor of the Minister, Mr Liutikas is responsible for tourism measures to promote the sector’s recovery from the global pandemic.</p>
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Grzegorz Poznański | Director General of the Council of the Baltic Sea States (CBSS) Permanent International Secretariat, located in Stockholm, since 1 September 2020.

Mr. Poznański, a Polish national, has considerable experience in Multilateral Diplomacy and Regional Cooperation. He began his professional career in 1997 at the Polish Ministry of Foreign Affairs. He worked in multilateral diplomacy and international security field, including in the Permanent Mission of the Republic of Poland to the United Nations Office in Geneva and Export Policy Department, UN Political Affairs Department and Security Policy Department - as a Deputy Director and Director. 2008- 2010 he was the Director of the Bureau of Diplomatic Security. In 2010, he was appointed as the Ambassador of the Republic of Poland to Estonia. Since 2014 he served at Polish Ministry of Foreign Affairs on positions of Deputy Director of European Policy Department (responsible for relations with Nordic, Baltic and V4 states and regional cooperation formats), Director of the Security Policy Department, and Adviser at the Bureau of the Director General. 2017-2020 he was Deputy Ambassador at the Polish Embassy to Lithuania.

Mr. Poznański holds a master’s degree in international relations from the University of Warsaw. He has also completed postgraduate studies in European integration and national defense at the National School of Public Administration and at the Warsaw National Defense Academy. He also studied in Beijing, Shanghai and Taipei.

Alongside his native Polish, Mr. Poznański speaks English, Russian and Mandarin Chinese.



Eduardo Santander | Executive Director of the European Travel Commission (ETC).

The ETC is an association of National Tourism Organisations (NTOs) created in 1948 to promote Europe as a tourism destination. In this role, Mr Santander steers ETC’s activities aimed at building the value of tourism for the countries of Europe through cooperation in sharing best practices, market intelligence and promotion. Under his leadership, ETC has extended its membership to private organisations and academia with the launch of the Associate Membership Programme and developed a long-term strategic partnership with the European Commission for the promotion of Destination Europe in long-haul markets.

Mr Santander has over 15 years of experience in tourism marketing, brand development, business consulting, advocacy and public affairs gained in diverse private companies and public institutions from the tourism and hospitality sector. Educated in Spain, USA and Austria he holds a PhD in Sport Sciences and an MBA degree with a focus on Hospitality and Recreation Industry Management.

Mr Santander is a passionate advocate of freedom to travel, smart connectivity and sustainability in tourism and beyond.



Rimantas Sinkevičius | Minister of the Economy and Innovation of the Republic of Lithuania

His main task as the Minister is to help economic recovery from the COVID-19 pandemic-related crisis and boost tourism, investments, innovation, the start-up ecosystem and science and business cooperation. He is a Member of the Seimas of the Republic of Lithuania; he has previously held various positions at Achema, AB and served Minister of Transport and Communications of the Republic of Lithuania.

Rimantas holds a diploma in technology engineering of inorganic chemical substances and fertilizers from Kaunas Polytechnic Institute (presently Kaunas University of Technology).



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

The a Areas of Activity and Functions of the Vice-minister are bilateral relations with member states of the EU and candidate countries, Lithuania’s participation in European regional formats (NB8, CBSS, BCM); building relations with the countries of South America, Africa, Asia and Oceania; shaping and implementing Lithuania’s policy within the United Nations Organization, the Council of Europe, and other multilateral frameworks; performing other functions as may be assigned to him by the Foreign Minister.

N.Germanas was a member of the Seimas (Parliament) of the Republic of Lithuania, the Chcellor of the Seimas (Parliament) of the Republic of Lithuania, Member of the Board of the Seimas. From 1996, was acting as a Foreign policy adviser to the President of the Republic of Lithuania. In 1998 - 2001 - Ambassador Extraordinary and Plenipotentiary of the Republic of Lithuania to Finland, in 2003 - 2008 - Ambassador Extraordinary and Plenipotentiary, Permanent Representative of the Republic of Lithuania to the Council of Europe.

2008 - 2010 - Head of the Secretariat of the Lithuanian Presidency of the Council of the Baltic Sea States.

	<p>Mr Šarūnas Vaitkus Mayor of Palanga City municipality</p> <p>Š. Vaitkus is the Politian of Lithuania and Palanga City municipality, since 2011 he is the Mayor of Palanga City municipality.</p> <p>He was born and grew up in Palanga Resort, graduated Klaipėda University and got the Master’s degree in Recreation and Tourism.</p> <p>In 2003 Mr. Š. Vaitkus worked as the Advisor of the Mayor of Palanga City, 2005-2006 was the Director of the Administration of Palanga City municipality.</p> <p>From 2002 he is the member of Homeland Union - Lithuanian Christian Democrats political party, from 2006 - the Chairman of Palanga Branch of the party. Since 2003 -the Member of Palanga City Council.</p> <p>Š. Vaitkus is very active in Lithuanian Political life: he is the President of the Association “Klaipėda Region”, which consists of 7 municipalities of Klaipėda region, also he is the Vice-President of the Lithuanian Association of Municipalities, the head and a member of the Association of the Lithuanian Resorts.</p> <p>Married, wife Vilma, children: Gabija, Domantas and Ieva.</p>
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1st Session: The future of transnational cooperation

	<p>Anna Athanasopoulou Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, Unit F.4. Tourism, Textiles and Creative Industries</p> <p>Anna Athanasopoulou is an EU official since 2002, with policy experience in culture and creative industries, tourism and external relations. She is currently Head of Tourism, Emerging and Creative Industries at the European Commission, where she has held various positions including Deputy Head of Creative Europe, Member of Cabinet of European Commissioner Androulla Vassiliou and Head of Sector at DG EAC responsible for external relations, copyright and competition. Prior to that, she served at the EU Council Office in Geneva with responsibilities in human rights and humanitarian affairs. Before joining the EU civil service, Anna worked as Adviser to the Minister of Culture in Greece and Director of Programme Planning for the 2004 Cultural Olympiad. In parallel, she lectured on History of Art and Cultural Management. Anna studied Archaeology and History of Art at the Aristotelian University of Thessaloniki and holds a M.A. from the George Washington University and a Ph.D from the Courtauld Institute of Art.</p>
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	<p>Andrea Krabbe Desk officer and project manager PA Tourism, Ministry of Economics, Employment and Health Mecklenburg-Vorpommern</p> <p>Andrea holds a master’s degree in Business Administration. Before she joined the ministry in 2013 as deputy head of unit tourism, she has worked as a teacher at the Hochschule Wismar, University of Applied Sciences for several years. Her fields of specialization were Sales and Marketing, Tourism and Supply Chain Management.</p> <p>Since 2015, she has supported the Policy Area Coordinator Tourism in the EUSBSR Mr. Gerd Lange and has led the project activities.</p>
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2nd Session: Adapting to change and rethinking tourism

	<p>Susanne Marx Stralsund University of Applied Sciences, Mittelstand 4.0-Kompetenzzentrum Rostock</p> <p>She has a professional background in marketing and project management with over 15 years of industry experience in national and international projects in the sectors of consumer goods, tourism and IT. Her research interests are in project management, innovation management and international, virtual teams. She is certified with the Project Management for Sustainable Development (PM4SD®) certificate at Practitioner Level and holds a MSc in Project and Programme Management. Currently, she is engaged in the project „DigiMED&TOUR“, part of the Mittelstand 4.0-Kompetenzzentrum Rostock at Stralsund University of Applied Sciences.</p>
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	<p>Marie Zürnstein Deputy Head of the department of development of the Mecklenburg-Vorpommern Tourist Board</p> <p>Marie studied at Stralsund University of applied sciences, Germany, and holds a Master degree in Tourism Destination Development of Dalarna University, Sweden. For several years her main tasks at the Mecklenburg-Vorpommern Tourist-Board were international marketing activities with focus on Scandinavian countries, the Netherlands, Poland, Switzerland and Austria. Since May 2020 she took over the job as Deputy Head of Department of Development, with focus on Destination and Product Development including topics around quality, sustainability and acceptance of tourism.</p>
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	<p>Dalius Morkvėnas CEO Lithuania Travel</p> <p>Dalius Morkvėnas (born in 1976) is the head of Lithuania Travel - the country's Tourism Board.</p> <p>Before joining Lithuania Travel, Dalius was leading the Marketing and Communications department at Invest Lithuania, recognized as Europe's top Investment Promotion Agency two years in a row. Other roles include Marketing and Comms department head at Danske Bank Lithuania, which he held during the rebranding process. Before that he was the head Marketing and Product Development at MVNO Eurocom, being responsible for the nationwide roll-out of Telemaxima - a prepaid mobile service.</p> <p>Successful commercial projects aside, Dalius also coordinated several branding campaigns for Lithuania, including Password award-winning Minecraft Tesla Gigafactory and Nanojesus.</p> <p>In total, he has more than 20 years of professional experience in Marketing and Comms, most of it spent career in executive roles. Dalius Morkvėnas has studied Political Science, Communications, and Business Administration. Dalius currently teaches International Public Relations at one of his alma matters - Vilnius University. He is married and has two children.</p>
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	<p>Liina Maria Lepik Director of the Estonian Tourist Board</p> <p>L.Maria is the Director of Estonian Tourist Board and she started on that position (and also in tourism) at the beginning of the most hectic period of tourism, ie from the beginning of March. Her previous background has been in different sectors - she was active in finance sector and building an Estonian bank for over a decade, few years in film industry kickstarting Tallinn Film Industry hub and recent years as Estonian digital society promoter managing e-Estonia Briefing Centre. Kick-starting new projects and rebuilding strategies, managing changes and innovation have been a recurring theme and exciting challenges. She is hopeful that those experiences can now be used for the benefit of the new prosperity of Estonian tourism.</p>
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Caroline Strand | CEO of Visit Stockholm; the official destination development company of the City of Stockholm

C. Strand has a long experience in marketing, communications strategy, media and public relations. She has been CEO of her own company and has worked with a broad spectra of business development in the City of Solna. In 2015 she joined the Visit Stockholm team as a Marketing Director. In 2019 she became the CEO. She is a board member at Svensk Turism (Swedish Tourism association) and participates regularly in the Forum for Dialogue hosted by the Minister of Trade and Industry at the Swedish Government. Caroline Strand is one of the key-players to promote and develop Stockholm as a sustainable destination.



Ida Honkanen | Specialist, Policy Area Tourism, Ministry of Economic Affairs and Employment of Finland

Ida holds a Master’s degree in Social Sciences and has studied Tourism Research and Intercultural Communication at the University of Lapland.

She joined the ministry in 2018 as a specialist in the tourism unit and her responsibilities include matters relating to domestic tourism, tourism work and employment, sharing and platform economy in tourism as well as arctic tourism. Before joining the ministry, she has worked in various tourism specialist, project coordinator and research assistant positions.



Marta Chełkowska | Director of tourist department, Office of the Marshal of the Pomorskie Voivodeship

Marta Chełkowska - M.Sc. Eng., director of the Tourism Department of the Marshal's Office of the Pomorskie Voivodeship since 2008.

President of the Pomorskie Tourist Board since 2009.

Many years of experience working in local and regional government at management positions (city secretary and deputy mayor in Łeba) and private companies.

Member of the Supervisory Board of Polish Tourist Organisation 2012-2018 member of the Board of Audid Union of the Baltic Cities since 2008.

As director of the department, she also is carrying out tasks arising from the Tourism Development Strategy of Pomorskie for 2030.

In the years 1999-2002 she was the commander of Łeba Sailing Club.



Prof Dimitrios Buhalis | Strategic Management and Marketing expert with specialisation in Information Communication Technology, Smart Environments and Interactive Marketing (UK)

Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. He is Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University Business School in England. He is the Editor in Chief of the most established Journal in Tourism: *Tourism Review*, now and SSCI Journal in its 75th volume and the Editor in Chief of the *Encyclopedia of Tourism Management and Marketing* <https://eep.manuscriptmanager.net/>. Professor Buhalis has written and co-edited more than 20 books and 250 scientific articles. His research is referenced widely, being the 2nd most cited for tourism and 1st most cited for hospitality 18th on strategy and 30th in Marketing on Google Scholar with more than 44000 citations and h-index 89. Dimitrios current research focus includes: Real-Time and Nowness, Smart Tourism and Smart Hospitality, Social Media Context and Mobile Marketing (SoCoMo), Augmented Reality, Technology-enhanced Experience Management and Personalisation, Reputation and Social Media Strategies, Accessibility and Special Diet (Allergens) Tourism. Professor Buhalis is a well known international speaker on trends, technology, marketing, tourism and Hospitality and works closely with the United Nations World Tourism Organisation (UNWTO). For more information, books, articles and presentations see www.buhalis.com.

13 November 2020: Ministerial Meeting and Conclusion



Daria Akhutina | Senior Adviser for Sustainable & Prosperous Region, CBSS (the Moderator)

D. Akhutina is working at the International Secretariat of the Council of the Baltic Sea States (CBSS) at Stockholm as a Senior Advisor, Head of the Long-term priority “Sustainable and Prosperous Region”. She has got currently under her portfolio maritime issues, sustainable development, including tourism, cooperation in the fields of science and research, labour and employment. She is coordinating the EUSBSR Flagship “Baltic Sea Labour Forum” and EUSBSR HA Neighbours.

During the career, D. Akhutina has implemented a big number of projects devoted to the culture tourism and creative industries.

Education: philologist, Scandinavian languages, St. Petersburg State University, economist, Stockholm School of Economics.