

10th Baltic Sea Tourism Forum 2017

The Future of Baltic Sea Tourism.

Draft Programme

November 2-3, 2017

Turku / Finland

Draft as of: September 22, 2017



Ministry of Economic Affairs
and Employment of Finland



MINISTRY FOR FOREIGN
AFFAIRS OF FINLAND



VARSINAIS-SUOMEN LIITTO
EGENTLIGA FINLANDS FÖRBUND
REGIONAL COUNCIL OF SOUTHWEST FINLAND



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Vorpommern
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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) which took place in Rostock / Germany. 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 destination a better place on the market.

Major aims are:

- Support a sustainable and balanced development of tourism and voice the interest of the tourism economy in the Baltic Sea region.
- Strengthen the sustainable and responsible cooperation of all Baltic Sea region countries and exploit the existing international development potentials more efficiently.
- Provide and secure a permanent platform for information and know-how exchange with the Baltic Sea Tourism Forum at its core for 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 travelers.

Since 2012, the annual forum is closely linked to the implementation process of Policy Area Tourism in the EU Strategy for the Baltic Sea Region. 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 10th Baltic Sea Tourism Forum 2017

The anniversary Forum will be dedicated to 'The Future of Baltic Sea Tourism' as the principal theme. Visit Turku and the City of Turku, the Regional Council of Southwest Finland, Visit Finland and the Ministry of Foreign Affairs and the Ministry of Economic Affairs and Employment of Finland will host the conference, in close cooperation with the Mecklenburg-Vorpommern Tourist Board and Policy Area Tourism of the EU Strategy for the Baltic Sea region as constant organisers of the Forum.

The 10th BSTF will provide a mix of policy issues and several practical approaches for peer learning and exchange. Keynotes regarding trends in tourism and the future of Destination Marketing Organisations will be complemented by case-studies, good practices and seminars, which will provide room for sharing ideas and knowledge across the BSR.

Special focus will be given to future and trend topics like digitalization, tourism financing, funding, education and transnational cooperation. Moreover, in the light of the International Year of Sustainable Tourism for Development, sustainability will become an integrated part of the forum.

In addition, the forum will again offer the possibility for projects and initiatives to showcase their pioneering ideas of transnational and cross-border initiatives to boost the visibility of existing sustainable approaches of international cooperation.

The cultural programme of the 10th anniversary will provide pleasurable space for exchange combined with unique experiences for guests and participants of the Forum.

Target audience

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

- representatives of Baltic Sea tourism organizations and institutions,
- officials of national and regional as well as local public authorities,
- lead- and project partners of tourism related EU projects,
- private tourism operators and experts of the sector.

Hosts & Organizers

Visit Turku - City of Turku - Regional Council of Southwest Finland - Visit Finland - Ministry of Economic Affairs and Employment of Finland - Ministry for Foreign Affairs of Finland - Mecklenburg-Vorpommern Tourist Board - Policy Area Tourism of the EU Strategy for the Baltic Sea Region

Date & Venues

November 2-3, 2017 Turku/Finland

- Radisson Blu Marina Palace Hotel, Nov 2 (Linnankatu 32 FI-20100 Turku)
- Aitiopaikka Nov 3 (Itsenäisyydenaukio 2, 20800 Turku)

BSTF – Contact point

Mecklenburg-Vorpommern Tourist Board

Mr Johannes Volkmar

Head of Baltic Sea Cooperation

Konrad-Zuse-Straße 2

18057 Rostock, Germany

phone +49 381 40 30 663

fax +49 381 40 30 555

mail j.volkmar@auf-nach-mv.de

web www.auf-nach-mv.de

Visit Turku

Ms Päivi Pohjolainen

Development Manager

Aurakatu 4

20100 Turku, Finland

phone +35 8505590578

mail paivi.pohjolainen@turku.fi

web www.visitturku.fi/en

Programme - November 1, 2017

All day **Individual arrival**
Back-to-back meetings, e.g. EUSBSR PA Tourism Steering group meeting

Programme – November 2, 2017 (Radisson Hotel)

09.30-11:30 **Pre-conference tour**
Guided tour through the Finnish history on the banks of Aurajoki River
(Meeting point: Lobby of Radisson Hotel)

11.00-13:00 **Registration, lunch and**
Networking village (open from 11.00 to 15.30)

SESSION 1: Opening

13.00-13:30 **Anne-Marget Hellén**, Director of Tourism, Visit Turku
Mr Paavo Virkkunen, Head of Visit Finland
Ms Sylvia Bretschneider, President of the Landtag and Tourist Board Mecklenburg-Vorpommern

SESSION 2: Trends in Tourism

13:30-14:00 **Key note: Digitalisation and the future of travel**
Ms Anke Domscheit-Berg, Entrepreneur and Publicist

14:00-14:30 **Key note: Collaboration because it works. The measurable results in sustainable maritime culture.**
Ms Annamari Arrakoski-Engardt, Secretary General, John Nurminen Foundation

14:30-15:00 **Peer learning in the fields of digitalization and sharing economy**

Building tourist engagement in the era of digitalisation: gamification of tourism products
Prof. Jakub Swacha, Institute of Information Technology in Management, University of Szczecin
Authentic experiences in travelling
Mr Tomi Virtanen, Founder and CEO, Doerz

15:00-15:30 **Coffee break and networking (Tourism Networking Village)**

SESSION 3: Parallel seminars on priority areas

15:30-17:00 Seminar 1: From the SDGs towards a Sustainable Tourism in the BSR

Funded by the Council of the Baltic Sea States the initiative tracks down the status quo of sustainable tourism in the BSR, identifies good practices, gaps and differences in order to develop and communicate solutions for the tourism sector and to actively support the Global Agenda 2030 process. The planned seminar will (a) introduce the initiative to a broader public, (b) highlight good practices from the Baltic Sea region, (c) promote discussion on communicating and measuring sustainable tourism on macro-regional level and (d) identify fields of action on BSR level.

Facilitator: Cinzia De Marzo, Italian lawyer, specialized in European Union Law and Economy and European expert on sustainable tourism and indicators

Seminar 2: Identifying and adopting digitalization best practices to the Baltic Sea Region

In this workshop we discuss the possibilities of technology and digitalization for the sustainable development of tourism in the Baltic Sea Region (BSR). During this workshop we will map out best practices and ideas that the participants from all around the region have and compare experiences about developing tourism technology. We will focus on three topics: 1) Technological differences, weaknesses and opportunities among countries in the BSR, 2) Best practices for developing sustainable tourism through technology and 3) Future opportunities to develop tourism technology in the BSR. Participants should prepare for the workshop by preparing answers and content for these topics. Please bring your own computer, tablet or smart phone to the workshop.

Facilitator: Mr Juho Pesonen, University of Eastern Finland

Seminar 3: Developing the Baltic Sea as a common tourism destination: identifying the skillset needed

The seminar will start with a brief introduction of research results of an intensive study among 100 interviewed tourism stakeholders in the Central Baltic area, dealing with the skills needed in international tourism development from the business perspective. Subsequently, the strategic action fields of coastal and maritime tourism defined in the implementation strategy for the Baltic Blue Growth Agenda will be presented. Based on this knowledge, the participants will further elaborate the topic and align jointly the most relevant skillset needed in order to make the Baltic Sea region grow as a coherent tourism destination and to increase the share of international tourists.

Facilitator: Ms Sanna-Mari Renfors, Head of the Research Group, Tourism Business, Satakunta University of Applied Sciences

17:15-17:30 Evaluation of seminars and summary of the day Rapporteurs of the seminars

17:30-18:30 Free time

18:30 Bus transfer – Dinner “Renaissance Banquet” in Turku castle

Programme – November 3, 2017 (Aitiopaikka)

SESSION 4: The future of sustainable cooperation and funding

- 09:00-09:20 Perspectives for smart transnational cooperation in the Baltic Sea region**
N.N. Policy Area Tourism of the EU Strategy for the Baltic Sea Region
- 09:20-10:00 Key-note and discussion: The future of Destination Marketing Organizations**
Mr Frank Cuypers, DestinationThink
- 10:00-11:00 Moderated expert debate: Sustainable tourism financing - prospects for DMOs**
Ms Karin Ekebjär, Head of Tourism, Regional Council in Kalmar County
Ms Anne-Margret Hellén, CEO, Visit Turku
Mr Tobias Weitendorf, Deputy CEO, Mecklenburg-Vorpommern Tourist Board
Mr Linas Zabaliunas, Director, Lithuanian countryside tourism association
- Moderator: Mr Frank Cuypers**, Senior Strategic Consultant, DestinationThink
- 11:00-11:15 Coffee break and networking**
- 11:15-12:15 Project pitching: Good practices of sustainable transnational cooperation**
- Baltic Pass - Maritime Heritage Tours
 - BalticMuseums: LoveIT!
 - BOOSTED
 - Coastal Angling Tourism (Catch)
 - DefenceArch
 - HANSA & HIPPO
 - Integrated Coastal Zone Management (ICZM)
 - Lean & Green Tourism
 - Sailing event "Hajkutter Regatta"

SESSION 5: Closing

- 12:15 Brief overview of the results of the Baltic Sea Tourism Future –questionnaire**
Dr. Soc. Sc. Juha Kaskinen, University of Turku
- Declaration and next host of the BSTF 2018**
- 12:30 End of the conference**
Lunch and individual departure

Conference Moderator: Juulia Räikkönen Dr., Turku School of Economics at the University of Turku