

Network Sustainable Tourism Development in the Baltic Sea Region



Betina Meliss
University of Greifswald
GERMANY

Euromeeeting, Florence, 16-17 November 2007



Project approved
as a Baltic 21
Lighthouse Project



Project part-financed
by the EU





Agenda 21 Process in the Baltic Sea Region



- **Since 1996**

The Prime Ministers of the Baltic Sea States decided to start an Agenda 21 process in this region.

- **1998**

The document ***Baltic 21 – an Agenda 21 for the Baltic Sea Region*** was adopted by the Foreign Ministers.

➡ **Unique in the world!**



Structure of Baltic 21

8 Economic Sectors

Agriculture

Education

Energy

Fishery

Forestry

Industry

Transport

Tourism

+ so called **Joint actions**
(cross sectoral tasks)



Baltic 21 Secretariat:
Stockholm, SWEDEN
www.baltic21.org

and Spatial Planning



Baltic 21 Tourism Sector



Prof. Dr. Wilhelm Steingrube

University of Greifswald

Head of the Institute of Geography and Geology

GERMANY

Dennis Bederoff

NUTEK

Head of the Tourism Division

Stockholm, SWEDEN





Baltic 21 Tourism Task Force Group (TOUTF)



Members of

- Ministries of Economics (responsible for Tourism) or Ministries of the Environment (responsible for Agenda 21)
- National Tourist Boards
- National / Regional Tourism Associations
- Governmental and non-governmental organisations
- International organisations





2003

Stakeholders of the Baltic Sea Region
identified the most critical points for their work:

- Lack of information
- Lack of cooperation
- Lack of coordination



**➔ Baltic 21 Tourism Task Force Group
initiated the development of the project AGORA**



2005

Project AGORA approved!



- **Lead Partner** University of Greifswald, GERMANY
- **Project partners** 44 partners from all Baltic Sea States, incl. Russia and Belarus
- **Programme** INTERREG III B, Baltic Sea Region
- **Total Budget** 2,3 Mill EURO
- **Duration** July 2005 – December 2007
- **Approach** Cross – sectoral approach
Pan – Baltic approach
Strategic approach





Lead Partner – University of Greifswald / GERMANY

Project Leader

Prof. Dr. Wilhelm Steingrube

Head of the Institute of
Geography and Geology

Project Coordination

Betina Meliss

Institute of Geography
and Geology



Project approved
as a Baltic 21
Lighthouse Project



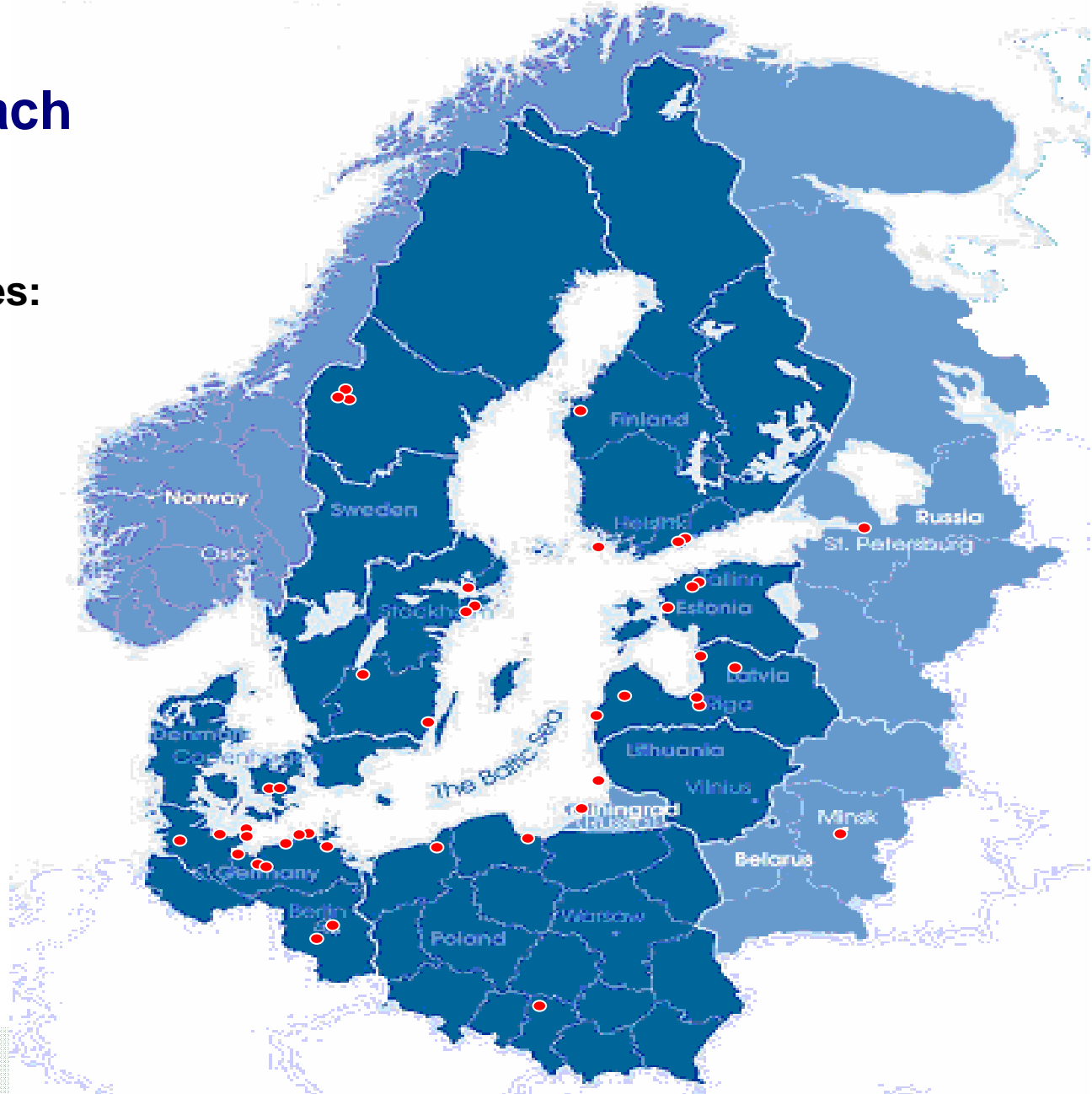
Project part-financed
by the EU



Pan Baltic Approach

**44 partners
from 10 Baltic Sea States:**

*BELARUS
DENMARK
ESTONIA
FINLAND
GERMANY
LATVIA
LITHUANIA
POLAND
RUSSIA
SWEDEN*





2007:

Most important results of the project Agora I

www.agora-tourism.net



YepaT – the Service Hub of Tourism Projects

- a data base including information about tourism projects which have been part-financed by different European programmes (e.g. INTERREG II A, C, INTERREG III A, B, C, LIFE, LEADER+....) as an expandable data base of tourism projects,
- to save existing knowledge and
- to make it easily and free accessible to the public





2007:

Most important results of the project Agora II

www.agora-tourism.net



Sustainability Check for tourism projects

- to measure sustainability of tourism projects
- as a mandatory part for assessing tourism related project applications and
- as a precondition for granting projects.
- to stimulate sustainable projects and
- to avoid the support of projects with negative impacts

Its flexibility allows to use it

- for different kinds of tourism,
- on different levels from local to international.





2007:

Most important results of the project Agora III

www.agora-tourism.net



Strategy concept for developing sustainable tourism in the Baltic Sea Region

- Discussed by Agora partners and approved during the final meeting
- First meeting with international organisations
- Agreement on implementation
- Agreement on further close cooperation
- Agreement on 10 most important actions for the coming 2 years





Cooperation between stakeholders

For example: DESTINET Portal

<http://destinet.ew.eea.europa.eu>

*Hosted by the European Environmental Agency / DK (EEA),
partnered by UN World Tourism Organisation (UN WTO) and
United Nations Environment Programme (UNEP),
administered by ECOTRANS.*



- as technical platform for exchange and networking
- protected by passwords, ready for multi lingual use
- for internal communication
- for international exchange

➡ Database Yepat will be established there

➡ The portal is expandable! You are welcome!





Agenda for a sustainable and competitive European Tourism



- Agora partners got information about the work of the TSG
- Agora took part in the Public Consultation Process
- Agora actively contributed with proposals for concrete measures





Comments to the Agenda

In general:

Centralisation of tasks, administration, reporting? → **No!**

Bureaucracy? → **No!**

New institutions? → **No!**

Use existing capacities? → **Yes!**

Support communication between stakeholders? → **Yes!**





Emphasis on existing Organisations and Networks

e.g. in the Baltic Sea Region –
numerous continuously working organisations and networks:



- Baltic Sea Tourism Commission (BTC)
- Council of the Baltic Sea States (CBSS)
- Baltic Development Forum (BDF)
- Baltic Sea States Subregional Cooperation (BSSSC)
- Baltic 21 and its Tourism Task Force (TOUTF),
- VASAB,
- Union of the Baltic Cities (UBC) and its Commission on Tourism,
- Baltic Local Agenda 21 Forum (BLA21F)
- Coalition Clean Baltic (CCB), WWF, Friends of the Earth
- and others.





Proposals: Agora results for the European Agenda



- Use of YepaT – The Service Hub of Tourism Projects
- Use of the Sustainability Check for tourism projects
- Implementation of the Strategy Concept for Sustainable Tourism Development in the Baltic Sea Region





Continuation?



- Implementation of the Agenda for sustainable and competitive European tourism!
- Baltic Sea Region as a Model Region!
- Agora Network as an already existing knowledge network!



Thank's for your attention!



Project approved
as a Baltic 21
Lighthouse Project



Project part-financed
by the EU

