

Baltic Sea Commission General Assembly 2010 Rostock-Warnemünde

Workshop B Tourism in the EU-Baltic Sea Region Action Plan: State of Play

Date: May 27, 2010
Venue: Hotel Neptun, Seestraße 19, 18119 Rostock-Warnemünde, Germany
Meeting Room "Muschel I"
Convener: Mr. Wolf Born
Priority Area Coordinator Tourism, EU-Strategy for the Baltic Sea Region

Background

The approval of the EU-Strategy for the Baltic Sea Region by the European Council in October 2009 marks the starting point for the first European integrated macro-strategy, designed to tackle major challenges in all areas. In the underlying Action Plan, Tourism is anchored as one of its priority areas. Mecklenburg-Vorpommern has been named as priority area coordinator for the tourism field. Together with the lead partners of the flagship projects from Southwest Finland, the Voivodeship of Pomorskie and the University of Greifswald, the implementation of the four flagship projects has started.

The process of implementation of the priority area of tourism coincides with the development of the new tourism policy framework at EU level after tourism policy has been introduced as an internal policy area of the European Union. Art. 195 of the Treaty of the Functioning of the European Union (TFEU) states that the EU should *promote cooperation between the Member States*, particularly by the **exchange of good practice**.

Information on the priority area tourism is available at www.baltic-sea-strategy-tourism.eu.

About the workshop

The workshop will offer the opportunity to get overview on the current developments, both in the Baltic Sea Region and at EU level and to get in touch with stakeholders from the tourism sector. It will be opened by a presentation on tourism policy from the regional perspective of Mecklenburg-Vorpommern, followed by the European perspective with a focus on the new EU tourism policy framework. Two lead partners of the priority area tourism will present the current state of implementation of their specific flagship project. This will be complemented by a presentation on the Iron Curtain trail, a new European cyclist route in development. All together, the presentations should prepare the ground for a fruitful discussion with the participants on the added value that regional and macro-regional activities in the framework of the EU Strategy for the Baltic Sea Region could have for the upcoming EU tourism policy and vice versa.

Draft Agenda:

08:30	Registration
09:00	Welcome and introduction <i>Wolf Born, Priority Area Coordinator Tourism</i>
09:10	The new EU Tourism Policy Framework <i>Renate Penitz, DG Enterprise, European Commission</i>
09:30	Reports from the lead partners of the tourism flagship projects: - Tourism in coastal and rural areas - <i>Kirsi Stjernberg, Regional Council of Southwest Finland</i> - Sustainable tourism strategies for the BSR: - <i>Prof. Steingrube, University of Greifswald</i>
09:50	Presentation of the "Iron Curtain Trail" and Comments <i>Michael Cramer, Member of European Parliament</i>
10:10	Discussion
10:25	Conclusions of the workshop <i>Wolf Born, Priority Area Coordinator Tourism</i>
10:30	End of workshop

Moderator: Wolf Born, Priority Area Coordinator Tourism