



The Flagship 1

“Attract tourists to rural areas especially coastal ones”

Kirsi Stjernberg 27.5.2010



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**Lead Partner: The Regional Council of Southwest Finland/
Turku Touring, the regional tourism organisation**





Idea behind it all:

Baltic Sea Region has a good potential for becoming a unique, attractive tourism destination.

We need to understand the importance of deep co-operation between regions and common development of expertise, know-how and products

All the products and destinations must be accessible and form service chains working well together, based on the needs of the customer.





An umbrella, seeking to find the best practices in tourism field.
→ a common view of the future, own special brand of the BSR
will help in

- *attracting EU funding

- *influencing the future funding mechanisms.

The common goals are implemented in several different
projects, both on-going and new ones on the whole Baltic Sea
Region

- financed by different EU and national/regional funding
programmes together.

- (+EIB/NIB loans?)



The goal: Baltic Sea Region “Centre of Excellence”, formed by tourism organizations, education bodies, public and private sector, gathering the best know-how and developing potential of the region.

This potential is used for developing sustainable tourism products and services across the borders, and accessible destinations based on nature and culture in rural, especially coastal, areas.

Challenge: How to involve the enterprises?
Strengthening the competence of entrepreneurs; size, resources, lack of networking on the regional level...
→ A mentoring programme



What has been done in the flagship so far?

- *Planning of the coordination project and the **resources** needed, application for the regional funding from the Regional Council



Another project application planned for Central Baltic Interreg IV A: the network "Centre of Excellence" (partners will be searched during the summer/autumn and in the context of the kick-off meeting (week 35?).

*Interviews for a full-time coordinator for the umbrella project

–no decision yet

When the coordinator begins:

he/she will start systematically going through all the projects and studies already going on (or planned) connected to our flagship's themes and putting together the network, informing all the relevant stakeholders about the project



- *22.6.2010 National meeting on EUBSR in Helsinki
TEM and INTERACT point Turku – presentation of the
flagship
- *Kick-off event of the FP 1 in Turku August/September
(week 35?)
- *Congress for all the stakeholders in 2011
- *Developing the web solution for information exchange,
best practices, mentoring





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Thank you!

