



## The UBC Commission on Tourism Action Plan 2010-2011

**In 2011 the Commission on Tourism intends to mainstream its activities in 2011 in three main directions: branding, project development (including Agora 2.0.) and marketing. It should be stressed that the activities are of cyclic nature. CoT sticks to organizing its meetings twice a year: spring and autumn in the cities around the Baltic.**

### **I. Branding**

This activity is to concentrate on the place branding activities in the BSR, as well as UBC branding. Both of these topics remain in compliance with the EU Strategy for the BSR and the UBC Strategy.

- Competition on the best BSR tourist destination
- UBC City Marketing Guidelines

### **2. Tourism projects based on UE programs**

The CoT is a partner in **Agora 2.0** project developed through the BSR Programme 2007-2013.

- Participation in seminars and activities within the project
- Dissemination of information related to project activities through the CoT Newsletter and directly
- Preparing surveys related to the relevance of heritage potentials

South Baltic Program project **G-BIST** (Geographic Baltic Information Systems of Tourism) – in stage of elaboration.

### **3. UE Project development**

This is to activate the Commission's members, through offering a series of lectures and workshops on actual project preparation, management and development. Through various working techniques the CoT wants to strengthen its own network of contacts and enlarge it through active involvement of cities. The members will be offered a manual elaborated in English which they can then use in their daily proceedings in their cities.

- Preparing surveys and policies related to tourism development in the BSR
- Case studies

### **4. Marketing**

- Publish the catalogue “BSR Perfect Tourism Zone” in a new, more attractive form
- Prepare the Newsletter sent out to the Commission members and the Agora Project Network via Internet
- Publish “Baltic Notes” under the UBC patronage
- A series of articles on the BSR tourism, identity and integration in international and national literature
- Gadgets (pens, maps, pendrives, etc.)
- Project Management Manual – available on CDs and in print.
- Prepare a series of articles to be published in the UBC Cities Bulletin

**Methodology:**

- Participation of experts in meetings organised by the CoT
- Using methods to encourage and stimulate the members to be more active
- Case studies, brainstorming activities, seminars, etc.