



COMMISSION ON TOURISM

ACTIVITY REPORT OCTOBER 2011 – SEPTEMBER 2013

The Commission on Tourism was established in 1996 to promote tourism in the Baltic Sea Region. The Commission has focused on information exchange, education, promotion and development of sustainable tourism around the Baltic Sea Region. Mr Ryszard Zdrojewski, Koszalin, Poland holds the function of the Chairman since 1.10.2005, while Ms Ewa Kurjata (Szczecin, Poland) was in position of Co-chair since 2008 up to the end of 2010.

The purpose of the Commission on Tourism is:

- integration of the Baltic Sea Region communities through better understanding each other, exchange of tourist information and support of the tourist traffic;
- better coordination of tourism in the Baltic Sea Region through creation of cooperation network between the cities; development of interpersonal relationships and use of the Internet;
- promotion of active and healthy lifestyle in which tourism plays a significant role;
- permanent development of the tourist infrastructure through initiation of projects based on the European Union programmes;

The main activities of the UBC Commission on Tourism in the said period were:

- *Like in the previous years, there were numerous articles provided by the CoT Secretariat to the UBC Bulletin.*

All articles were related to the activities undertaken by the Commission, its projects and competition.

- *The UBC Commission on Tourism meeting in Liepaja 2011*

Commission on Tourism had its meeting on Oct. 6th 2011 in Liepaja, simultaneously with XI UBC General Conference. We held an election of the Chairperson for the next two years, as well as we have discussed our plans and goals for the year 2012.

- *The UBC Commission on Tourism meeting in Vilnius 2012*

The annual meeting of the UBC Commission on Tourism took place in Vilnius, Lithuania between 29 and 31 March 2012. 20 CoT members, guests and observers were welcomed by Mr. Jaroslav Kaminski, Deputy Mayor of the City of Vilnius. **Baltic Sea Region – Perfect Tourism Zone** – new edition of the publication showing the tourist attractions of the cities within BSR was

presented, as well as our two projects – **AGORA 2.0** and „**Enjoy South Baltic!**“. We have also discussed the new concept - project "**Baltic Culinary Route**".

ENJOY SOUTH BALTIC!

Joint actions promoting the South Baltic area as a tourist destination.

ESB! is a new and innovatory cross-border project co-financed from European Development Funds within South Baltic Programme 2007-2013 implemented by partners from Poland, Lithuania and Germany:

- Pomorskie Tourist Board (Lead Beneficiary)
 - Regional Self-Government of Pomorskie Region
 - Regional Development Agency of Koszalin
 - Mecklenburg-Vorpommern Tourist Board
 - Administration of Neringa Municipality
 - EUCC Baltic Office
- **Project duration:** 36 months (01.08.2011 – 31.07.2014)
 - **Project budget:** 1.180.540,00 EUR
 - **ERDF:** 1.003.459,00 EUR

The goal is:

To strengthen the image and competitiveness of the South Baltic region defined as the "rising star" among other international tourist destinations and to improve the quality of tourist offer and services throughout direct cooperation to private sector.

The expected results are:

1. Creation of the new tourist product and packages on the base of unique resources and observed trends in tourism
2. Launching the new products on the market
3. Connection of south baltic tour operators and tourist agencies with the tourist industry in the perspective destination countries which communicate with the end customer

The role of CoT/KARR is to promote and disseminate information about the project. Within the project implementation we will organize study tours and workshops for travel suppliers.

CoT/KARR is also responsible for preparation of information about cities, events and tourist attractions on Polish Pomerania Region. Gathered data will be published on the project web site.

Partners meeting in Rostock

Second ESB meeting took place in Rostock, 05 – 07 February 2012. During this meeting the market research study results were presented. Furthermore, the web page - its structure and layout was broadly discussed.

AGORA 2.0

Project in a nutshell:

Baltic Sea Region Programme 2007 – 2013

Priority 4 Attractive & Competitive
Cities And Regions

Duration 3 Years (Dec 2009 – Dec. 2012)

Budget 2,834,054 EUR

24 Partners From 9 BSR Countries + Associated Partners From Russia (Kaliningrad)

4th AGORA 2.0 Meeting took place in Stockholm / Skokloster, Sweden on 29 September - 1 October 2011

5th AGORA 2.0 Project Meeting was held in Kaliningrad, Russia on 26 - 28 April 2012

CoT/KARR together with the National Foundation for Enterprise Culture in Gdynia and the Entrepreneurs' Association in Rostock Region, as partners in the project, carried out online research and prepared survey for internet users. The name of the questionnaire was "Survey on relevance of heritage potentials for business development". Its aim was to assess the influence of various heritage aspects on tourism. We focused on natural and cultural heritage of the Baltic Sea Region. The survey was available on the website of KARR, AGORA 2.0 project, facebook and was mailed to the cities of UBC. There are 201 responses on our survey. Now CoT/KARR is working on the development of research results. CoT/KARR is also involved in The Six Baltic Sea Wonders Competition. The contest intends to promote the region's cultural and natural heritage by identifying the most popular features of the whole Baltic Sea Region. The aim is to strengthen a common identity, which will help making the region more visible as a tourist destination and to develop innovative tourism products.

"Baltic Culinary Route - enjoy Baltic Cuisine"

The aims of the project:

- preparation of the final tourist product with the involvement of the UBC member cities;
- creation and promotion of the concept of "Baltic Cuisine";
- promotion of the Baltic Sea Region, its traditions, customs and current tourist offer

The project was meant to be implemented in the period February 2012 - March 2013, and its various stages look like this:

1. Introductory stage of information - mailing to UBC member cities with information about the project;
2. Gathering information about the culinary traditions of each BSR country - cooperation within CoT and between UBC member cities;
3. Creating a logo of the Baltic Culinary Route and Marketing Plan for BCR.
4. Creation of geographical and biological description of the Baltic Sea Region with particular reference to the influence of natural conditions on the culinary heritage
5. Selection of the food and places where it is served to be included in the project - indications made by member cities of UBC
6. Preliminary delimitation of BCR on the basis of collected information
7. Development of the final version of BCR with multimedia material. Elaboration and edition of data and preparing it for printing
8. Preparing an electronic version of guide on BCR to be used on the Internet (in English)
9. Providing the UBC member cities and structures of UBC with the electronic version of the guide on BCR with the request to place it on their web sites
10. Printing out the booklet of Baltic Culinary Route

Instead of the Action Plan for the CoT's future

We assume that the CoT should look at the annual updating of data in the guide on BCR in collaboration with Commission Members and UBC member cities.

The Guide should be regularly updated with interesting facts and anecdotes about places along the route. The Commission intends also to collect unique recipes for local dishes and in this way will save them from forgetting.

The planned project will help in creating and promoting the concept of "Baltic Cuisine".

The results of this project will be used by the CoT in the project „Enjoy South Baltic!”, and will be available for own and foreign publications.

It is anticipated that, over time, the guide on BCR will be translated into national languages of the Baltic Region countries.