



# Baltic Cities

Bulletin

1 / 2000

PUBLISHED BY THE UNION OF THE BALTIC CITIES

## Sustainable Tourism in the Baltic Sea Region

### UBC has 96 Member Cities !

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# Baltic Cities Bulletin



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Theatre Square in  
Klaipėda  
photo V. Karasiejus

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Dear UBC Friends,

The main theme of this issue of our bulletin is "Tourism in Baltic Cities". The expectations on tourism as a major industry and source of income in our region are high. The articles really show that we have very much to offer a tourist. Culture, sights, beaches, nature, history and activities – the Baltic Sea region can offer something to almost everyone.

We have a very successful General Conference behind us, and I would like to take the opportunity to thank Stockholm once again for the excellent organisation of the event. The theme was "EU Enlargement in the Baltic Sea region – the role of cities, regions and states". It gave very valuable input and will serve as a very good starting point for further UBC activities in this field.

Mr Michael Bouteiller, active in UBC since its foundation and Mr Bartłomiej Sochański left their positions as Vice-Presidents of UBC. They have both contributed very much, Michael as a strong support especially in the early days of UBC, and Bartłomiej as main coordinator and contributor to the UBC Strategy, which was adopted at the General Conference. Thank you once again for your valuable contributions!

Mr Armas Lahoniitty, Mayor of Turku and Mr Eugenijus Gentvilas, Mayor of Klaipėda, will now continue as UBC Vice-Presidents. I know already now that their experience will be very valuable to our organisation. So I am looking forward to work together with them during my last period as UBC President. I am also looking forward to work with the new UBC Executive Board, where Kaliningrad, Klaipėda, Pärnu, Rēzekne and Turku have been replaced with St. Petersburg, Šiauliai, Tartu, Liepāja and Pori.

We have some very important tasks to carry out. The UBC Strategy must be implemented, and for that we need an action plan. We will continue with our efforts to prepare the cities for the EU enlargement and with Local Agenda 21. UBC is a large organisation now, so we need constantly to investigate and improve our organisation in order to be able to meet the expectations of our member cities. We must deepen our cooperation with the other important Baltic Sea organisations: CBSS, BSSSC, CPMR BSC in order to make our voice heard in Brussels.

I very much welcome the new UBC Youth Network. Young people must be able to influence the future, and also be able to influence UBC. I also hope that a UBC Youth Network also will be able to influence policies of their own cities.

At the end of the present period, I do hope that our efforts to create a special EU program on local and regional level co-operation in the Baltic Sea region have resulted in concrete action.

We are facing a very challenging period of UBC development. I am certain that we can show a successful result at the next General Conference 2001 in Rostock!

With 2000 best wishes,

Anders Engström  
UBC President

Kalmar, January 2000

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*V UBC General Conference was held in Stockholm on 24-25 September 1999*



*UBC Presidium at the Executive Board meeting in Šiauliai, 27 November 1999*



*Mayors of Gdynia and Liepāja signed agreement on cooperation*

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# I. Tourism in Baltic Cities

## “FJORDS, FORESTS, FAUNA - HISTORY, CULTURE, SAUNA”

### - A SUSTAINABLE TOURIST PRODUCT OF THE BALTIC SEA REGION

“The Sea, sand, sun, spirits, sex” (“5S”) – all create a classical tourist product or as some hard-liners opposing “spirits or sex” appreciate only the “3S” best. Unfortunately, this most popular worldwide product does not work in the BSR that is still to be discovered by the tourists. Political transformation after the collapse of the Iron Curtain exhibits unrivalled opportunities for the region.

The World Tourism Organisation (WTO) forecasts for the Baltic Region up to the year 2020 are fairly optimistic but

Tourism success in the BSR is determined by the cooperative outcome developed by all the relevant actors in the region. Here the main priority of the cooperation should be the sustainable tourism development based on Agenda 21 for the Baltic Sea Region adopted at the 7<sup>th</sup> Ministerial Session of the Council of Baltic Sea States in 1998. Appreciatively, also the Union of the Baltic Cities places significant emphasis on the environmental development. Noticeably, the sustainable tourism

has become ever present. It is the one “which is any form of tourism which respects the environment, ensures long term resources, and is socially and economically adopted”.

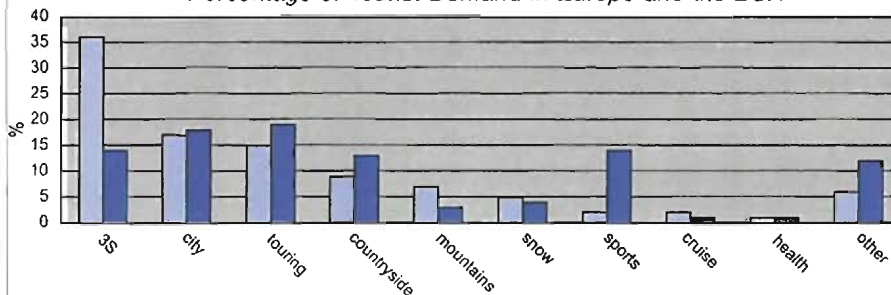
The objectives of tourism sector according to the Baltic 21 Agenda should be as follows: (1) It should sustain a sound environment to safeguard the recreational quality of natural and man made landscape and to integrate natural, cultural and human environments, (2) promote and sustain the competitive quality and efficiency of tourism business, (3) and create satisfactory conditions for tourists and local population.

The Rugian Recommendations relating to the cultural environment stipulate several issues of major interest as listed below. First, with regard to major tourist projects, critical analyses and rational localisation of major tourism infrastructure investment, involving transportation system and local community’s opinions are recommended. Major Projects should not exert negative impact on the region’s cultural uniqueness.

Second, with regard to the tourist behaviour, there is a need to raise relatively low tourist environmental awareness, also through projects financed jointly by authorities and the tourism industry. A correlation between the tourist demand and supply is focused on, too. Additionally, there is a close connection between the changes in the environmental quality and tourists behaviour, which should not be neglected.

Third, as for the biodiversity, the need for sticking to Helsinki Commission’s assumptions related to biospherical reserves is being stressed. Tourism as such should be the part of the integrated management of the coastal zones. What’s more, tourist activities should be limited especially in the areas protected by law, to preserve the habitats.

Percentage of Tourist Demand in Europe and the BSR



the competitors do not sleep! Tourism has become the biggest world industry generating new jobs, but at the same time destroying natural and man made heritage. Fortunately, the Baltic countries place themselves in a good position in comparison to other European regions, which enables the BSR to offer more sustainable tourist products.

BSR as a tourist destination area is composed of the countries generating diversified tourism income.

development is also the priority for the Baltic Sea Tourism Commission, regional organization which has contributed most to the development of the tourist product under the lead of Arne Ellefors, its former Secretary General.

As a well-timed coincidence this edition of the UBC bulletin is devoted entirely to tourism. In no way can tourism be looked upon separately from environmental issues. Therefore, the term “eco-tourism” or sustainable

	Country	Income (bln USD)	Growth dynamics (% 1997/98)	participation in the global income (%)	Ranking position
1.	Sweden	3,76	5,1	0,8	28
2.	Denmark	3,63	14,9	0,8	29
3.	Finland*	1,96	N/A	0,45	46
4.	Germany	16,84	2,0	3,8	6
5.	Poland	8,40	-3,2	1,9	11
6.	Russia	7,12	3,0	1,6	16
7.	Lithuania*	0,399	N/A	N/A	N/A
8.	Latvia*	0,192	N/A	N/A	N/A
9.	Estonia*	0,465	N/A	N/A	N/A



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Forth, as for the coastal areas management, the public interest and not private investors' should determine planning procedures adjusted to this integrated approach. The Baltic States should then adopt common minimal standards relating to the coastal line protection, where investment in infrastructure should go hand in hand with the planning.

Fifth, as to the regional cooperation tooted in common interests and benefits, it should be developed on a multi-level scale. Better information exchanges and activities coordination is needed, though. Networks of similar projects could be of interest, as well as a specific project information system could be developed. Cultural heritage and nature preservation are important initial prerogatives for any form of the "soft tourism". Hence, their protection is a must in the BSR.

Finally, cooperation agreements and excellence quality marks are proposed. Baltic Sea States should introduce uniform marks of tourism excellence quality complying with the international standards. Not to mention that the marking procedures should be clear and credible. Local governments and tour operators should provide tourists with broader information about the environmental recommendations to promote environmentally friendly human behaviour.

An outstanding problem hindering tourism development in the Baltic cities is the safety of tourists. It would be necessary to have a decent cooperation platform in order to exchange experiences in the field of concrete initiatives improving the level of safety.

Tourism and environment are such significant elements in the multinational regional cooperation that several hundred coastal cities have created the International Forum of Coastal Cities Tourism and Environment (IFCCTE) with its seat in Tel Aviv. The IFCCTE conference in Greece (1995) compared municipal maritime cooperation in the selected basins: the Mediterranean, the Red Sea, the Black Sea and the Baltic. Remarkably, tourism cooperation in the Baltic Sea Region has been considered as a model one.

The Baltic cities that implement the sustainable tourism policy should see to be placed on the World Heritage List of UNESCO. Nevertheless, it is not easy to



obtain this excellence quality mark. For instance, in Poland only 8 cities have met the required criteria.

The *Baltic Tourism Cooperation* has been based on the tourism development scheme called "BALDER", boastfully recognised by the regional organisations including the UBC, and emphasising the need for intensified maritime collaboration. You may ask: What connects all the Baltic cities? – The answer is *Ferries!*

The present and the past are intertwining. Historic routes like Amber (the gold of the Baltic) are the tourist product. Likewise are the renowned Hanseatic, Vikings, and Maritime cultural trails.

"Amber" is a European project, worth being used. Presently many cities participate in various projects. For example, Baltic Cities Tourism Project developed jointly by Kalmar, Karlskrona,

Gdynia, Rostock, etc. rightly assumes the need for better coordination of cooperation between the cities in tourism development. There is a great demand for the Baltic Tourism Academy, which should be understood as the federation of higher education schools educating sustainable tourism oriented specialists.

The XXI century is a challenge for the Baltic tourism development. While revenue is not the only measurable element here, it is worth promoting and implementing the ideas of Baltic 21 Tourism Group. This is supposedly the major task for the Homo Balticus!

Tomasz Studzieniecki  
holds the positions of BTC - link Poland coordinator; director of tourism department in Agency for Regional Development in Gdańsk and lectures tourism at Gdynia Maritime Academy



# TOURISM - A CHALLENGE FOR THE BALTIC SEA CITIES

The World Tourism Organisation (WTO) has forecasted that by the year 2020 tourism in the Baltic Sea region will have experienced the greatest growth of all regions of Europe. So there is also reason for the great expectation on the future potential of tourism in the Baltic States, Russia and Poland. But tourism in a western sense is also very new to these states. The old type of Soviet tourism did not really brought wealth, and it definitely did not foster a good service.

So the cities have to orientate in a new direction in order to attract and keep tourists. Marketing is of course important, but much more is needed. The tourists must be given a pleasant experience. Then he will stay longer, maybe return and also forward good impressions to others. This will soon reach the tourism entrepreneurs, attract investments, create demand for different kind of services and ultimately create jobs, which to a great extent will come in small local businesses of all kinds.

When developing tourism, the first question to ask is: What can my city offer to tourists? What are the best assets? What is the potential? This must of course also be compared with what competitors can offer. If the main asset is a great beach, it is still difficult to compete with the Mediterranean in terms of climate and the Danish west-coast in terms of accessibility and activities for tourists from the central parts of Europe. On the other hand, it can be excellent for domestic tourists, which anyway represents about 80% of the total tourism of many countries in the Baltic Sea. It can also be attractive for some tourists from neighbouring countries.

## What kind of tourists?

About 60% of the tourists in the Baltic Sea Region are considered cultural tourists in the sense that an important element of cultural attractions is included in the tourism-visit. Only 2-3% are pure cultural tourists, who only travel to go to cultural attractions.

Another important group, 18%, is touring tourists, who travel around and visit various attractions and places. This tourism is mostly carried out in an own or rented car. They are very much dependent

on good ferry connections. To develop the ferry and overnight cruising capacity in the new millennium is a challenge for the tourism industry where cities and ports play an important role.

Other types are different kinds of nature tourism, everything from fishing and bird-watching to various adventure tourism. The Baltic Sea Region has much to offer for nature lovers, but they do not spend as much money on the site as some other categories.

There is a small and decreasing number of "disaster tourists" who like to see examples of environmental disasters or other remains of the old Soviet rule.

## Tourists' Demands

The tourists have some basic demands that must be met. They can be expressed in the four words Stay, Eat, Travel and Do. These demands should be fulfilled to suit the individual preferences of different types of tourists. One general rule is to offer a varied supply of accommodation and places to eat, from cheap family living on camping sites and youth hostels with provisions for own cooking, to good quality hotels and nice restaurants.

The perhaps most important factor besides the facilities to Stay, Eat, Travel and Do is general friendliness and consideration, clean environment including clean and functional toilets, nice surroundings inclusive nice parks, flowers and arrangements and other things that makes the tourist feel in a good mood. Safety is also important, and it is well known that the eastern countries still suffer from an unjustified rumour of unsafe environment.

To meet people is a very important aspects in the travel experience which is often forgotten. The City which can arrange in a cosy atmosphere and where tourists meet locals, having a beer and discuss living conditions, taxes, politics and local habits and values will no doubt be a winner in the tourism competition in the next millennium.

## Create tourism networks!

It is very advantageous to connect various tourist attractions and sites in networks to increase an attractive supply of interesting experiences. This is specially important in the light that such

a great part of the tourists are touring tourists and cultural tourists, covering maybe several countries in one tourist trip. There are no competitors within the Baltic Sea Region, our competitors are found outside our region. Everybody wins on increase cooperation in the tourist sector.

The CCC concept is a winning concept for the Baltic Sea Region. It stands for Cooperation, Competition and Collaboration. First we have to win new tourists to the Baltic Sea Region, then we can start to compete in which part they will spend their holidays.

The cooperation could for example also be creation of special routes with special tourist facilities, like the Amber Road or the Via Baltica. In Germany, the Romatische Strasse, which leads the tourist past picturesque houses, towns and houses, attracts many touring tourists.

An other example is to start cooperation on themes, like "Hanseatic" or "Viking", with special kinds of attractions, for example museums. Another theme could be cities with a special quality of some kind. Trans-border tourists sub-regions are of special interest.

There are some attempts to create such networks in order to promote tourism, and perhaps could the UBC network be utilised better for such creation. The Helsinki initiative of development of the urban qualities for tourism is an incitement for sustainable development of tourism. This is a challenge to start a cooperation process together with spatial planners, cultural and tourism representatives and perhaps using the UBC network in order to fulfil the declaration of Helsinki of making a better use of the special qualities of Cities in order to create tourism development and satisfied visitors.

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# THE LARGEST CRUISE PORT

Every year cruise ships carry 160.000 passengers generating turnovers of 23 million USD for Copenhagen. In addition, the cruise liners spend approximately 22



million USD on provisions, fuel, harbour taxes, pilots and pilot boats. Including bed-nights, flights and trade to Copenhagen Airport, the cruise ships contribute a considerable part of the overall airport turnover of more than 36 million USD. The total turnover for the cruise industry worldwide is approximately 9 billion USD.

## Optimism for Copenhagen's cruise industry

The future looks bright for cruise ship destination Copenhagen with hopes for a record breaking season in the year 2000. One reason for such an optimism is that from next year the American shipping company, Orient Lines, has decided to make Copenhagen the home port for its Baltic cruises. The financial implications of this decision are considerable, with an increased turnover of 3 million USD expected for the city. Orient Lines' classic cruise ship, Marco Polo, will call at Copenhagen 11 times next season bringing 850 passengers each time, who will start and end their journeys here. Passengers will have a bed-night included in one of the city's hotels. This gives the city approximately 9.000 extra bed-nights next year. On their stay in Copenhagen the passengers will also go on sightseeing trips and excursions.

## New city cruise terminal

As a result of a new plan by Wonderful Copenhagen, next year's cruise tourists arriving in Copenhagen will be able to sign

on for their cruise liner as soon as they arrive at the hotel.

Instead of building a terminal on the quay where the ships berth, Wonderful Copenhagen has suggested that the terminal should be situated where the guests are. Typically, the passengers have flown in to Copenhagen the day before their ship arrives, allowing a day for final preparations on board the liners before they receive their guests. As passengers are to spend a night in one of the city's hotels, it is

much more convenient for them to check in there, rather than having to travel by coach to a special terminal. This solution gives the cruise guests more time for shopping and visiting sights in the city, instead of spending their waiting hours in a terminal.

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## GATEWAY TO THE FJORDS

Bergen, known as the Gateway to the Fjords of Norway, has always something to offer regardless the season. Bergen is an international town with a small-town charm and friendly atmosphere. Its 220.000 inhabitants take pride in their beautiful city and its shipping, trading and cultural traditions. The city is a spectacular amphitheatre climbing up the mountain slopes, overlooking the sea, embracing you. You can roam through the living history in this modern city, the gateway to the wildest and loveliest fjords of Norway.



The tradition, initiative and ambition have made Bergen one of Norway's most vigorous cultural cities. It is not merely by chance that Norway's biggest cultural event - the Bergen International Festival, is held here each year, or that the town has been elected to be one of the European Cities of Culture in the year 2000. The Fjord Capital has a wide variety of activities ranging from high culture to lively football matches at Brann Stadium.

Perhaps you have an appreciation for the old-style painters such as J.C. Dahl or more modern ones like Munch or Picasso. Perhaps you're interested in architecture or history, technical skills or maritime matters. Bergen has something to offer to you. The old parts of the town are the living history, and the museums and galleries keep both art and the ancestral heritage alive. The Hanseatic wharf Bryggen, the Fish Market, composer Edward Grieg's home at Troldhaugen, Rasmus Meyer's art collection, the Aquarium and Old Bergen - just to mention a few. Here are plenty of attractions worth your while!

The Bergen Card gives you value for money! It entitles you to a free admission or a discounted admission to museums and attractions, sightseeing, bus journeys, parking and much more. The Bergen Card can be purchased at the Tourist Information in Bergen. Or you may order the «Bergen Package», including both a hotel accommodation and the Bergen Card.

### Further information:

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## CITY WITH HERITAGE

With its rich 1000 year history, Hanseatic and maritime traditions, cultural activities and surrounded by forests and the sea, Gdańsk is one of the most attractive tourist cities, which has been placed on the UNESCO World Cultural Heritage List.

decorated facades of the old buildings encourage to stroll along the streets of the city centre or the Motława promenade and stop at one of the numerous cafes, taverns or restaurants.

Forests surrounding Gdańsk, the moraine hills, the Bay and sport and



*A view on the old town from Motława river*

Three hundred seventy six out of all Gdańsk' historical buildings have already been listed in the historic monuments' register. Those below are rated as the most remarkable architectural monuments:

- *Saint Mary's Church*- dating back to the 14<sup>th</sup> century is the largest gothic church in Poland and one of ten largest in Europe,

- *Fortress of the Vistula River Mouth*, a perfect example of the 16th/17th c. defensive structures

- *The Great Armoury* built at the beginning of the 17<sup>th</sup>,

- a gothic *Main Town Hall* dating back to the 2<sup>nd</sup> part of 14<sup>th</sup> c. famous for its magnificently decorated interiors,

- *Arthur's Court* from the 15<sup>th</sup> – 16<sup>th</sup> century with the 12 m high tiled stove,

- *Neptune's Fountain, The Old Crane or Three – Crosses Monument* are symbols of Gdańsk.

Apart from its historical attractions you can always spend your free time in many different ways in Gdańsk. The charm of the city's historic architecture has always attracted a large number of tourists interested in the city's history. The unique character of the Old Town and elaborately

tourist facilities located in the city, create perfect conditions for all the sporting activities and recreation. There are 12 walking and leisure parks in Gdańsk – the largest being the Tricity's Landscape Park, as well as numerous walking and cycling paths and 97 - km of marked tourist trails.

The Gdańsk's microclimate with high concentration of iodine in the air, 19 km of seaside beaches has always attracted Polish bathing and sunbathing lovers.

Favourable winds blowing on the Bay of Gdańsk create ideal conditions for water sports like windsurfing and sailing, whilst Motława and Martwa Vistula River tributaries encourage the development of canoe tourism. In 2000 Gdańsk will also be a co-organiser of the Tall Ships Races Cutty Sark 2000.

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## TENORS AND FOOTBALL

Göteborg is one of northern Europe's most eventful cities. The world's top musicians and sportsmen have played at the Ullevi Stadium and other venues in Göteborg. The largest sporting event were the 1995 Athletics World Championships. Ullevi Stadium is also the home ground for IFK Göteborg's international cup ties, where teams such as Barcelona, Milan and Manchester United have met their match.

Bruce Springsteen's two concerts in Ullevi Stadium attracted an audience of over 120,000 people, while in 1996 the Three Tenors notched up audience figures of 40,000. And in 1997, U2 and Michael Jackson filled the stadium once again. 1997 was an important year for sailing in Göteborg, with the two largest events being the World Championships in match-racing in Marstrand, and the Cutty Sark Tall Ships' Races. In 1999 Göteborg hosted the International Gymnastrada with more than 20 000 participants from 40 countries. Next year the city will be busy celebrating the new millennium and in June 2001 Göteborg is host for the EU summit.

Most of the very best of Göteborg is within easy walking distance, so there is no need for aching feet or blisters! Sooner or later you will end up on Göteborg's boulevard 'Avenyn'. At its far end is Gotaplatsen with the Göteborg City Theatre, the Museum of Art and the Concert Hall, home of the world-famous Göteborg Symphony Orchestra. From here it's just a short walk to Liseberg, the best and most popular amusement park in Scandinavia.

Another area well worth a visit is Haga, with its restaurants and small shops crowded into this genuine old part of the city. Once in Haga, you may end up in Linnégatan, having more restaurants than anywhere else in the city. At the top of Linnégatan is Slottsskogen, a park made for picnics and recreation. There are also seals, horses, goats and other animals.

### Further information:

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## CITY IN THE MIDDLE OF LAKES

Away from the touristic centres along the Baltic Sea there is Bützow. Our town is little and only 50 kms for from the coast.

As Bützow cannot profit from the Baltic Sea Tourism boom we have to emphasize our own charm. The surrounding is characterized by numerous lakes, forests, fields and the river "Warnow" which builds the connection to the Baltic Sea. Here tourists can enjoy silence, relax or discover nature.

To develop an attractive conception, Bützow works together with different associations. We are a member of the Association of Tourism and have contacts to several clubs. Presently, we are working out a special tourism conception to put forward our possibilities.

A central position have water tours at the "Warnow". The canoeing club offers guide tours along this river, but also a

campsite at lake Bützow with new sanitary facilities.

For the tourists who have other interests, for example walking or cycling excursions in and around Bützow three



hotels invite to a comfortable stay. There are many interesting places and beautiful villages. So tourists may visit legendary or an open air museum which shows the real lifestyle of the Slavic tribes who once lived in this area.

But also the town itself has a long and interesting history. Long time ago Bützow has been a seat of bishops and a university. Today the old town shows many beautiful half-timbered houses, and visible sights like the restored town hall, the old castle and a huge church with wonderful organs. For your stroll through Butzow you can find tips and facts in the tourist information.

A famous event for Bützow's citizens and tourists is the annual festival of our historical animals: geese. An old legend says there has once been a rebellion of geese in Bützow. Every last weekend in August there is a big celebration of this part of our history.

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## FROM NATURE TO CULTURE

The capital of Pomerania, Koszalin, is located halfway between Szczecin and Gdańsk in picturesque terrain, with Dzierzecinka River flowing through the city and primeval Chełmska Hill, towering 137 m above the sea level, covered with a dense forest.

Koszalin has 112,000 inhabitants, but it seems to have more inhabitants each season because of the closeness to the health and holiday resorts. Not only does the Koszalin land offer to newcomers the beauty of the nearby seaside dunes and beaches, but also it offers many attractions in the city itself.

From nature to culture

Koszalin has all attributes to become a popular tourist attraction. The city authorities proved this awareness in Koszalin Master Plan worked out in the city hall.

Forests cover almost 40 percent of the total city area. The Pomeranian Dukes Municipal Park is of distinguishing beauty.

The city panorama unfolds itself from the tower built on the top of Chełmska Hill in 1888. The hill is also the destination of pilgrimages coming from other parts of Poland to the chapel Sanctuary of Covenant,

which was consecrated by Pope John Paul II on his visit to Koszalin in 1991.

Koszalin is rich with history relicts. Most impressive and monumental Gothic cathedral from the early 14<sup>th</sup> century towers the city. Here among many treasures one can find Baroque tone enriched organs. They are well known to music lovers, who are frequent visitors to the International Organ Music Festival held here since 1967. Another historical stop in Młyńska Street are the remnants of the city walls from the turn of the 13<sup>th</sup> century, parts of which surround almost the entire Old Town. It is worth strolling beyond the Old Town walls to visit the gothic chapel of St. Gertruda, the patron of travellers, erected in 1384 and with touches of the Scandinavian architectural style.

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*Saint Mary's Cathedral in Koszalin*





Recently rebuilt Old Market in Elbląg



## FAVoured BY NATURE

Kärdla is the centre of Hiiumaa, the second biggest island in Estonia and the only town in Hiiumaa County. A characteristic expression of Hiiumaa – Favoured by Nature – suits also Kärdla, the town offering natural green quiet maritime good for a peaceful holiday.

Kärdla as a centre of the county plays a big role in coordinating of Hiiumaa tourism. There is situated Tourist Information Centre of Hiiumaa, from where you can get all kind of information.

The Hiiumaa Island is a favourite vacation place for Estonians and nowadays even for foreigners. During the summer season of 1998 the Tourism Information Centre of Hiiumaa had about 6500 visitors. Most of the foreigners were from Finland and Sweden, but there were also tourists from South Africa, Argentina etc. During the season we often lack hotel rooms, but there are available many guesthouses and camping sites around Kärdla.

Kärdla has good links to the other parts of Hiiumaa so it is useful to accommodate in Kärdla and visit different places from here and enjoy events on the island. You can get interesting experiences in Kärdla from newly restored Hiiumaa Museum's house, concert-series *Music-Wednesday in Kärdla Church* and other concerts, sports or events arranged by Cultural Centre, clubs etc. Or you can enjoy good weather in the beautiful Kärdla beach. In the evening you can visit Kärdla restaurants and bars, and have good memories from there.

Looking ahead, Kärdla municipality hopes to offer a possibility of landing for yachtsmen and to extend the beach and become tourist-directed area.

Kärdla welcome all guests who would like to experience a peaceful life in the clean and beautiful nature.



## ELDORADO FOR ARCHAEOLOGISTS

Old Town and Ostródzko - Elbląski Canal constitute two most important tourist attractions of Elbląg. The Old Town has been damaged in 85% during World War II. After the reconstruction on the foundations of ancient houses new tenement-houses have been built, accommodating hotels, pensions and cafes.

Elbląg is a true Eldorado for archaeologists because of number of excavations unheard of in Europe. Each year teams of archaeologists reveal thousands of household supplies of the town's ancient inhabitants, ceramics, wood, leather, metal and steel utilities. Interestingly enough, many such objects are found in the ancient lavatories. In the XIV-XV century Elbląg was the most important harbour centre in the Baltic southern region. The town also belonged to the Union of Hanseatic Cities.

A unique XIX c. Ostródzko-Elbląski Canal starts in Elbląg. It is 192 km long and has a system of five slipways which help the ships to overcome 100 metre difference of water levels separating Drużno Lake (reservation of water birds of 1500 ha area) from Piniewo Lake. Originally, the canal served for transporting commodities. Presently, it is a tourist attraction visited and used every year by 30-40 thousands of tourists.

Other important monuments of Elbląg are: Saint Nicolas Cathedral (XIII-XIV century), Saint Mary church (at present Centre of Art - Gallery El - XIII c.), the Market Gate (XIV c.). It also worth visiting the city museum with interesting archaeological collections, excavated in the areas of the Old Town and Truso stand (relics of ancient, Prussian commercial factory discovered 5 km away from Elbląg). The biggest in Europe outdoor swimming-pool and Landscape Park "Bażantarnia" with interesting specimens of flora and fauna are waiting for tourists.

Elbląg can be an escapade basis to the nearest towns and villages such as Malbork (with its medieval defensive castle - XIII century), Frombork (gothic cathedral and Saint Nicolas Copernicus Museum) or to Gdańsk. From Elbląg it is near to Kaliningrad, with which there is a regular hydrofoil connection.

City authorities take efforts to convert Elbląg into a city friendly for investors and tourists.

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# MARITIME FESTIVAL

Kotka Maritime Festival is the biggest summer festival in Finland. Annually more than 100 000 people visit Kotka during the festival weekend. For the first time this festival was arranged in 1962. This year Kotka Maritime Festival will be arranged from 27<sup>th</sup> to 30<sup>th</sup> of July.

The programme of the Festival is very versatile. You can become acquainted with many kind of ships and boats. You can watch sailing competitions and motor boat races. You can make sightseeing tours in the beautiful archipelago. There are very many concerts during the Maritime Festival, from sea songs to jazz and all possible in-between! The main attraction of the light music programme next summer will be - as always - the entertainment concert of Juha Vainio's music. Juha Vainio (1937-1990) was the most famous songwriter, who was born in Kotka. Very interesting will also be the concert of the popular band called J. Karjalainen Electric Sauna. For twenty years one of the main programmes has been the International Seasing Festival and we have had many visitors from abroad taking part in the competition with good success.

Kotka is the first UNICEF town in Finland and one of the reasons for this honourable task is Children's Maritime Festival. There you and your children can spend wonderful time. There are many possibilities to listen to the music, fairy tales, plays... One of the most important thing is that children can make themselves many things: paper, wooden toys, paintings... Children can play themselves, sing, recite poems, or tell fairy tales, etc.

Of course there are also many restaurants, pubs and other interesting places to spend the time with your friends. So we wish you a warm welcome to Kotka to live with us an exiting and interesting weekend at the end of July in 2000!

#### Further information:

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*Many festival concerts are held on the embankment*



# MUD CURES!

The history of Haapsalu as a seaside resort began just about two centuries ago when the curative effect of local mud was discovered. The first mud cure resort was founded by Carl Abraham Hunnius in 1825. The news of curative mud reached the aristocracy of St.Petersburg and by



the beginning of 20<sup>th</sup> century Haapsalu became an internationally recognised and popular summer resort. Mud cure resorts are nowadays still the most valuable tourist attraction in Haapsalu where people from all over the world can get the medical treatment. Over the past years three new mud cure resorts have been founded: Laine sanatorium (1994), health and holiday centres Fra Mare and Bergfeldt (1997). The exciting history of Haapsalu dates back to 13<sup>th</sup> century. Despite the small size, one can find here fine examples of different building styles from the 7<sup>th</sup> c. There is a possibility to develop niche tourism – the wooden architecture could interest wood renovators. The oldest building in town

– the episcopal castle with the biggest one-naval Dome Church in the Baltics – is in active use even today – a great place for concerts and events of many kind. Cultural life becomes especially active in summer. Old Music festival, strings festival Violin Plays as well as Piotr Tchaikovsky music festival are for those who appreciate classic music. For blues lovers there is August Blues and the international amateur theatre festival Intertheaterfest does the theatre bit.

The international fireworks festival FireNight that has been held for the last couple of years has proved to bring in huge number of public. Haapsalu's trade mark – the White Lady Days – can be taken as a synthesis of all the summer events.

This year it was decided to open a land of Ilon Wikland (Wiklandia) – a recreation centre for children. This world famous book illustrator has been involved with Haapsalu throughout her childhood.

Traditional sports in Haapsalu are fencing and ice-boat sailing. The latter has got potential to bring some attention in winter which tends to be the less active and sleepy one. A good contribution into development of sport tourism has been the reconstruction of sports stadium in 1996.

There is a good ground to pursue the idea of trainspotting which has proved to draw interest in anywhere else in Europe. The existing railway station is one of the architectural pearls in Estonia and since 1997 it has been home for the Estonian Railway Museum and Tourism Information Centre. The outdoor exhibition consists of several steam locomotives from 1940's and 50's and wagons from the beginning of century.

Also, birdwatching is one of the ways to go. Every spring over 600 different species can be found around Haapsalu. There is going to be a birdwatching tower built. A little more spice for the ones who are looking for it could add a visit to an abandoned soviet airfield, which will certainly shock not both locals and tourists. There is a quite a variety of everything in Haapsalu. The only thing that this town will never have is a "big city" feeling. Haapsalu is and proudly will be an idyllic little haven.

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## SUNNY SEASIDES

Our city is one of the sunniest towns in Poland, with mild and humid climate. Strong regular winds create excellent conditions for windsurfing and other water sports. Average annual temperature equals 8.6 °C, average temperature in July is 17.2 °C, average temperature in January is -0.9 °C. The tourist season here lasts the whole year.

It is the location of Gdynia that makes practising lots of forms of active recreation and tourism possible. Skiing down the moraine hills in winter, water sports, cycling and hiking in other seasons are good examples here. Five beaches covering 15 kilometres of the sea 'border' belong to Gdynia. Thanks to the efforts taken by the city authorities, those beaches have been opened to amateurs of sea and sun baths after a long break. They are supervised by Voluntary Water Life Guard. Again, at the end of this season, no accident of getting drowned



was noted down. Tourists come here because of the beaches whose attractive location near the centre of the City, car parks and good access roads invite people, infrastructure (lots of cafes, pubs, discos and places one can hire sport or beach equipment), attractions (performances of the Municipal Theatre actors on the beach in Gdynia Orlowo) and tidiness.

Gdynia is a port city with ferry connections to Karlskrona having at its disposal places to moor for trade, travel and war ships from around the world. 300 ferries carrying almost 14 thousand passengers called at our port this year and 70 tourist ships with 30 thousand people on board visited Gdynia.

Gdynia is located on the intersection of transit roads in the north-south and east-west directions which means it is a wonderful starting point for visiting the "Kashubian Switzerland". As far lodging, there are over 2000 beds in the City. In this season, over 500 thousand tourists from the country and abroad visited Gdynia.

Our goal is to decrease the impact of tourism on natural environment. Practically we undertake tasks aiming at the protection of recreation values along seaside and in forests which means we clean beaches and forests, create new ones and manage already existing recreation areas and parks. Gdynia protects monuments of sea culture such as the Oceanographic Museum, Sea Aquarium, Museums-Warships and yachting harbours. It organises sea oriented events such as Sea Days celebrated each year in June or Nuptials with the Sea and also other international happenings. In 1974 and 1992, for instance, we hosted the Cutty Sark Tall Ships' Races.

Gdynia aspires to become one of the significant Baltic sailing centres, treated as its municipal priority. Sailing in Gdynia is developing fast both in the form of recreation and record-seeking sport. Eight sailing clubs are currently active in the City. Their seats are situated around the General Mariusz Zaruski Sailing Pool (over 100 harbouring places). Clubs gather about 1200 fans and have at their disposal over 130 sailing units.

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## UNITED POTENTIALS

Liepāja unites industrial potential, advantages of an ice-free port, human intellectual potential and rich cultural heritage. Within the recent years, the city has become more appealing; several new and significant public buildings have been built; the self-confidence of the community has risen - people have regained the belief in their strength and the future of the city.

Liepāja is a novelty for international tourism. Not so long ago the beaches of Liepāja region were the western borders of "the iron curtain" - for 50 years it had been the territory used by Soviet military. Only in 1994 Liepāja regained possibilities to use its potential. Hence it has had to be discovered as new - as a port, a business partner, a culture centre and also



as a tourism destination. Liepāja welcomes guests with a number of cafes, restaurants and hotels. For active recreation, there are recently built sports facilities.

Liepāja is a home to several annual festivals and a venue for events becoming the new traditions of the city - rock music festival "Amber of Liepāja", International Piano Star Festival, Feast of Tourism, Kurzeme Rally, Sea Festival, Flower Festival. Exciting experience can be sought also just outside Liepāja - relaxation in a country home, horse riding, and offshore fishing, real Latvian sauna. The variety of landscape in the countryside and their changing beauty throughout the seasons give endless possibilities to enjoy nature.

Though only a few years have passed, a lot of things have been accomplished. There are several projects with PHARE financing: ecotourism project "Amber Path", project in cooperation with Polish partners from Gdynia for small yacht harbours, a training program for guides, etc. A project idea for future is restoration of the ancient Viking settlement at Grobina (10 km from Liepāja) which might develop into an interesting tourism site.

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## AMBERLAND

Historically, for most Europeans Kaliningrad is also known as Koenigsberg, former capital of Eastern Prussia. This Baltic coast city was founded in the XIII c. by the Teutonic Knights who conquered the land of Prussian Gentiles. Koenigsberg was a member of the Hansa Trade Union. In 1758 after the Septennial War the most of Prussia became part of the Russian Empire. In 1762 new Russian Tsar Peter the Third returned this land to Prussians. After World War II the city belongs to Russia and was renamed Kaliningrad.

Before 1991 Kaliningrad area was closed for foreigners. Numerous historical monuments, beautiful landscapes and sandy beaches of the Baltic Sea coast, golden dunes of the Curonian Spit, make our region very attractive. Thousands of people arrive here to rehabilitate their health and relax in comfort in beautiful parks, or to drink natural mineral water, or to find amber. Some 90% of the world deposits are concentrated in the region, where the mineral is extracted and processed. Kaliningrad is an exclave territory, separated from the mainland of Russia by Lithuania and Belarus. A unique geographic location, friendly climate, ice-free port along with economic, human and natural resources form the background for mutually beneficial business cooperation between Kaliningrad, NIS and EU countries. Indeed, since the reopening of the city, tourism has become a very promising branch of industry. Within the past years, tourism infrastructure has expanded: new hotels have been built and the range of services has been extended.

All this has largely contributed to the fact that a lot of tourists are visiting the city from all parts of the world. BALTIMA TOURS Ltd is recommended by the City Hall as your expert in travelling to Kaliningrad. 'Baltma Tours' founded in 1992 is the largest unbounded and outbound tour operator in Kaliningrad area. We offer a wide variety of services for tourist groups and individual tourists.

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## CULTURAL ASPECTS AND MODERN PROJECTS

The Municipality of Kalmar is putting more efforts into tourism. Tourism is becoming more important for the local businesses and the labour market. The diversity of visitor attractions and activities makes the city and the region around Kalmar one of the most visited areas in Sweden. Its strengths are closeness to the Baltic Sea, forests and cultural heritage.

Since 1997, when Kalmar celebrated the 600 anniversary of the Union of Kalmar, there has been local interest to develop

locally, nationally and internationally. Collaboration with other municipalities in the southeast of Sweden and with countries around the Baltic Sea is of great importance for our future development. Kalmar, in cooperation with other Baltic cities is currently taking part in two EU-projects; *Cultural assets for the sustainable development of tourism* and *Baltic City Tourism*. The aim in both projects is to create a network around the Baltic Sea in order to increase the quality within the tourism and thereby increase



the historical and cultural sites and events. As Kalmar is one of the oldest towns in Sweden there is a wealth of historical remains from different epochs in the area, from the Stone Age all through the Age of Industrialism. The aim is to make the history more vivid, exciting and available for visitors. There is an ambition to develop the concept of *Historical Kalmar*. An important part is the present investigation concerning the opportunity to develop a new museum for the ship *Kronan*, which sank in 1676 outside the island of Öland. It is today one of the largest marine excavations in the world.

Cooperation between different organisations and businesses working with visitors in Kalmar has recently been initiated *Destination Kalmar*. The purpose is to establish a company in order to coordinate the resources and to strengthen the profile of Kalmar both

the number of visitors. One of the future purposes is to increase the quality within the tourism industry. The City of Kalmar together with the University of Kalmar are initiating *the Baltic Tourism Academy* that will offer further education for persons working with tourism. An important complement will be found in the *Baltic Business School* that will start next year in Kalmar. This will be an education on university level for trade and tourism in the Baltic Sea region. We hope for future successful cooperation within the Baltic Sea area in order to develop tourism further in our cities.

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## CHRISTMAS TOURISM

Like every year the historic Old Town in Lübeck is a glitter in a blaze of lights during the pre Christmas season. Thousands of lights in the shopping streets, as well as on the many Christmas trees and historic facades will give the Hanseatic city a flair of Christmas. At the same time the traditional Christmas fairs opens up their gates.

The Lübeck Christmas fairs, beautifully illuminated and decorated with Christmas trees, will take place in the Old Town and on the Koberg and will be offering toys, Christmas decoration, crafts, ornaments, glassware, gingerbread, spiced wine and many more.

For over 30 years the Lübeck Fairytale Forest at St. Mary's Church has been a festive attraction. 500 illuminated Christmas trees and more than 20 fairytale showpieces of the Brothers Grimm at St. Mary's Church form the background.

Fairytales from tape and moveable characters like Puss in Boots, Snow White and the Seven Dwarfs or the Sleeping Beauty let the eyes of children and adults alike shine bright.

The Marzipan-Bazaar, the Craftsmen's Christmas Fair and several other fairs are also waiting for Christmas visitors.

The city of Lübeck, Travemünde Tourist Board (LTZ) and the Heinrich-and-Thomas-Mann-Centre (HTMZ) invite to a "Christmas with the Buddenbrook family". This is the title of an interesting and amusing literature programme where participants will experience the pre Christmas time just as the famous son of the Hanseatic city of Lübeck Thomas Mann.

The guests of the event "Christmas with the Buddenbrook family" will be greeted in the beautifully decorated vaulted cellar of the Buddenbrook House

with coffee and "Buddenbrook plumcake". Then there will be a reading of the novel "Buddenbrooks" and a visit of the permanent exhibition about the life of the family. Afterwards a one-hour-walk through the historical Old Town of Lübeck will lead the guests to the scenes, described in the novel. In the meantime everyone will have the opportunity to warm up with a cup of the famous "Bischoff" - a traditional Lübeck beverage. The guided tour will end at the puppet theatre, where the participants will see puppets and marionettes from the 19<sup>th</sup> century. A buffet with cold and warm dishes awaits the guests, who will be served meals from the Buddenbrook times, cooked after original recipes. The "Christmas with the Buddenbrook family" took place three times in December 1999.

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## LEAPS AND BOUNDS

Since the middle of the '80s, the tourist industry of Kolding has developed by leaps and bounds. In 1998 the city had only 337.500 bed-nights in hotels and camping sites. 125.000 visitors came from abroad. This puts Kolding (62.000 inhabitants) in one line with far larger Danish towns like Odense and Aarhus.

Kolding has invested significant sums in developing new tourist attractions. The old royal palace, Koldinghus, has been restored and houses a museum. A new art gallery, Trapholt, featuring the Danish art and furniture has been established. Add to this a number of new tourist facilities such as a swimming stadium, a theatre and a marina. At the same time, private investors have erected three new conference hotels with more than 700 rooms, and a holiday centre with 85 flats in the middle of the town. All this, together with new motorways and the bridge across Storebælt have made Kolding one of the leading conference and congress centres in Denmark.

Finally, an effective marketing organization has been established which has ensured a systematic promotion of the town among the Danish and foreign tour operators and conference organizers.

"Kolding Erhvervsudvikling", KEU - "Development Centre for Trade and Industry in Kolding" is an important factor in the town marketing. KEU employs 20 persons and works within three areas: trade and industry, retailing



*The old Royal Palace in Kolding*

and tourism. The organization analyses and produces strategic memoranda for operation of the local tourist bureau and the marketing of Kolding in Denmark and overseas.

'Especially the close cooperation among the tourist trade, the trade and industry and the politicians in Kolding has contributed to our success. We have succeeded in creating common strategies for the development of the town, and with these at hand we can target the promotion of the town towards both investors and tourists', according to Mr Erling Winther, Director of Development Centre for Trade and Industry.

In the years to come, Kolding anticipates a continuous growth of tourism. A new and larger conference centre is being planned, and the coming bridge across Öresund is expected to create a considerable effect on the already booming conference market.

Additionally, Kolding offers a tourist product that apparently becomes more and more popular among holiday makers: active holidays with sports, visits to museums, and excursions in a charming town with its own cultural history.

'Definitely we have a positive look at the future. We strongly believe that tourism will generate growth and new jobs in Kolding', Mr Winther says.

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## GUARD OF NATIONAL IDENTITY

Kaunas is the second largest city of Lithuania, situated in the valley of the Nemunas and the Neris and was first mentioned in the old manuscripts of 1361.

The town itself became an example of meetings of peoples and cultures, an attractive mixture of architecture and nature. During the centuries the town has kept deep traditions of independence and freedom and became termed as the guard of national identity.

The city is an important industrial and cultural centre with population of 415 thousands, situated at the crossroads of the main transport flows between the West and the East. Two main highways cross the city – Via Baltika connecting Helsinki and Warsaw, and the highway between Vilnius and Klaipeda.

Kaunas is famous for its remarkable Old Town, which is a concentration of ancient architectural monuments. The Town Hall Square is reminiscent of the middle Ages with the early Gothic Vytautas Church and the late Gothic Perkunas (Thunder) house



*Pažaislio Abbey in Kaunas*

not far away. The Old Town squares and buildings of the surrounding streets are brisk with numerous restaurants, bars and cafes as well as art galleries and

Lithuanian folk art souvenir shops, popular with tourists.

Two pedestrian streets: Vilnius street and Laisvės Aleja (Liberty avenue), connect the Old and the New cities. Artists who play their instruments here, dance, sing and paint, surrounded by idle passer-by and shoppers favour Laisvės Aleja. It is also the main business area of Kaunas with offices, shops, restaurants and banks. It is also a nonsmoking zone.

Kaunas can already offer quite many hotels, motels and private apartments for tourists. If you have not ever been to Kaunas, you are more than welcome.

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## THE LARGEST RESORT IN LITHUANIA

Palanga stretches along the shore of Baltic Sea and, on the north, borders with Latvia. The recreation zone covers several dozens of kilometres, lying as far as Klaipėda, large seaport which has regular ferry lines for passengers and cargo. The international Palanga airport offers flights to major cities of Germany, Sweden, Russia, Norway, Denmark and other countries.

The name of Palanga was first mentioned in the 12th century. The routes of Hanza merchants also referred to this territory in late 14th century and middle of 17th century. In 1824, Palanga Manor was purchased by Earl Mykolas Tiskevicius which triggered constructions of the first rest houses, creation of park and palace for Earl Tiskevicius. At the 20th century Palanga came to be a famous resort, especially liked by intellectuals and aristocrats of Lithuania, Poland and Russia. The resort particularly grew after World War II. At the summer time, city

becomes a capital of entertainment and cultural events. Then, it turns into a symbolic Lithuanian capital gathering people of different professions and age, including artists and academic community. The town provides space for summer residence of Lithuanian government and President.

Holidaymakers can expect a universal type or resort. In early June there are festivals, numerous of the concerts, fiestas, sport and cultural events. In the middle of July Palanga invites for a traditional Aviation Festival. Since the year 1971, the park of Tiskevicius palace has been a venue of "Night Serenade" concerts. In winter, the town witnesses a mass bathing of "seals", perhaps one of the biggest in world. Those who are fond of active recreation can find a wide choice: tennis courts, fields of basketball and small golf, horse riding, water motorcycles and yachting. A famed health school is open year round to provide education in

healthy mode of life. In the environs of Palanga are walking paths "For adults and kids", "A path of puzzles", Zemaitija National Park and Kursiu National Reservation known as Nida. The other attraction is a unique Amber museum, located in Earl Tiskevicius palace, which features the largest collection of amber inclusions, articles in the world.

The future plans are likely to focus more on tourism and recreation. Trying to accelerate process of development Palanga has become a member of several international unions, organisations and signed partnership agreements and cooperates with many municipalities. As a member of UBC Palanga plans to join more actively the Union's projects related to tourism, culture and environmental protection.

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## BANQUETING ATMOSPHERE

For 400 years, the Banqueting Town of Nyköping served as Sweden's second capital. A number of royal and prominent visitors had the opportunity to sample Nyköping's hospitality. Although the famous historic medieval banquet actually ended in misery and starvation, there is no doubt that people today associate Nyköping with a banqueting atmosphere all year round.

The city has experienced a significant upswing in recent years in receiving companies and organisations wishing to take part in the banqueting atmosphere. One of them is Stockholm-Skavsta Airport the only privately owned airport in Sweden. Skavsta is the fastest growing airport in Sweden, both when it comes to international freight and low-fare flights to London. Stockholm-Skavsta Airport, only one hour away from Stockholm, is set for major expansion in the 21<sup>st</sup> century. The new passenger terminal and runway extension will enable the airport to welcome new passengers from all over the world. The tourism trade in the Nyköping region is looking forward to a great season in the year 2000. Stockholm-Skavsta airport and the EU Foreign Ministers' Meeting provide big opportunities for Nyköping. Joining forces with hotels and other enterprises, the local council has been determined to put Nyköping on the world map.

### "The Nyköping Banquet"

This year's edition of the chronicle play "The Nyköping Banquet" was a great success. The play is based on the real events of 1317, when the sons of King Magnus Ladulås, Birger, Erik and Valdemar, were fighting over the Swedish crown. The banquet ends with the Dukes Erik and Valdemar being captured and thrown to starve in the dungeon. King Birger escapes to Denmark, where he is beheaded in 1318. The play is performed with humour and colourful language, and with a great love for our exciting and dramatic Swedish history.

Further information:

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The audience totalling 12.000 saw the medieval play in the courtyard of Nyköpingshus this summer, and it is also guaranteed that visitors will receive better treatment than the dukes did at that time. The popular banquets, linked to the events of 1317 and enjoyed by dinner parties and conferences, 'kick off's' and other social gatherings, have also become a resounding success.



*"The Nyköping banquet"*



## TOURISM PROMOTION PROGRAMME

For many years the only place of interest mentioned of Šiauliai was the Hill of Crosses. However, tourism is more than presentation of one distinctive site. Though tourism services are developed enough nowadays, distributors and consumers of these services perceive them in a rather narrow sense.

To form a wider understanding what tourism is, Šiauliai Tourism Information Centre (STIC) has prepared an educational program, which comprises tourism promotion, as well as education and training programs for tourism specialists, experts, guides and for the potential tourists.

This educational program consists of 8 different projects: first is called "Children at Tourism Information Centre" and financed by Šiauliai City Municipality. Target group of this project is children from secondary schools. This summer they participated in a number of workshops, discussions, study researches, games, competitions, etc. One of the most significant events was drawing competition "Best holiday impressions of mine" and essay writing competition "Vacation at countryside". Participants were provided with a detailed information about country tourism. With the assistance of STIC officers children

analysed travel catalogues, made their routes, prepared guided tours for their friends and acted like guides. A great number of participants and their exciting achievements were evidence that the project "Children at Tourism Information Centre" was of a significant success and will be followed up in the year 2000 with the second project "Organising of tourism promotion".

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## FOLK TRADITIONS



## STRATEGIC TOURISM

Saaremaa is the biggest island in the West-Estonian archipelago. Here farm tourism has developed recently, registering more than 60 farm-lodgings. With meteorite craters, botanical rarities, nature reserves, and with its beautiful nature and rich historical heritage, Saaremaa has been a place for tourists where they always want to return.

On the islands, folk traditions and customs have been cherished much longer than in other parts of the country. For instance, the inhabitants of the island of Ruhnu used to wear folk costumes until World War II.

The folk costumes of Saaremaa are very rich and diverse. Nowadays, folk costumes are often worn at public festivals. The Estonian language had here 16 different dialects, with a slight touch of the Swedish accent that can be still traced on the islands. The most attractive monuments of the ancient times are the strongholds situated in old parish centres. Surrounded by deep moats and high banks, several of these strongholds have witnessed the fight for freedom of the ancient Estonians.

The houses in Saaremaa villages were sited haphazardly. Long stone fences edged village lanes and enclosed small patches of land. On the seacoast, there were cabins for fishermen coming from the upcountry during fishing seasons. Numerous post windmills could be seen in the fields.

Ancient islanders used to believe in elves and fairies, witches and the souls of the dead. Local people have always been kind, friendly and hard-working, sometimes even stubborn. Local sense of humour is well-known too.

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Kristianstad is working to develop tourism in line with the strategy plan "Tourism in Kristianstad 1998-2002". Today, tourism generates a turnover of SEK 450 million and creates 390 dependent jobs. The tourism strategy over the next few years will concentrate on three main areas: product development, marketing and information and guest reception services. The goal is to increase tourism-generated turnover by 5% a year.

The overall strategy is cooperation, good environment, concrete products, customer demand openness to new ideas, follow-up and analysis, quality and fulfilled expectations, providing facilities for all needs and disabilities, extending the season, and marketing including information technology development.

Cooperation within northeastern Skåne is important to tourism development in Kristianstad. The cooperation between the municipalities of Bromölla, Hässleholm, Osby, Göinge and Kristianstad is very strong and goes back ten years. The region comprises a third of the total area of Skåne. The different areas within northeastern Skåne all agreed to make the best use of the cultural and geographical advantages the region offers, and to complement their actions to create possible best comprehensive tourism product.

### Strategic Tourism Plan Profile

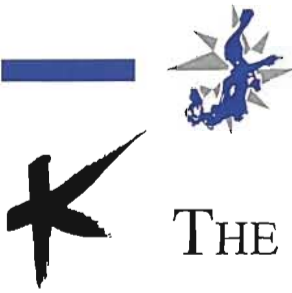
Kristianstad, located in northeastern Skåne, is uniquely placed to:

- increase tourism in the densely populated Baltic Sea Region.
- offer people the opportunity of outdoor recreation in tranquil beautiful countryside with a lot of space
- offer interesting historical sights from the old borderlands between Sweden and Denmark
- offer culture, food and enjoyment in the friendly town of Kristianstad with its Renaissance heritage
- offer high quality culinary experiences based on local gastronomic traditions and locally produced ingredients
- offer outstanding shopping experience
- offer a wide choice of activities in a variety of natural
- offer idyllic, historic surroundings, culture and accommodation by the sea in the medieval town of Åhus
- provide sun, sea and sand for beach lovers along Hanobukten Bay
- offer meeting, conference and trade-fair facilities
- offer every type of accommodation for everyone, from youth hostels to castles.

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City of Kristianstad  
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*Lilla Torget square in Kristianstad*



## THE SNOW CASTLE

Kemi, a small industrial town located in Finnish Lapland on the plains of the Gulf of Bothnia, is famous for its unique Sampo, the world's only icebreaker specially outfitted for tourist use, Kemi Gemstone Gallery with its glittering treasures, and its impressive SnowCastle built each year.

Earlier Kemi citizens concentrated on exploiting the potential of winter, snow and ice. When in 1987 Kemi Town acquired the icebreaker Sampo it converted it for the use of tourists. She can accommodate 150 guests at a time on



its exciting wintry cruises to the icy plains of the Gulf of Bothnia. The Gemstone Gallery tempts tourists, too. Since 1996 an enormous SnowCastle built in Kemi has become its hallmark.

The "snow-business" has been a fascinating tourist attraction. At the threshold of the new millennium we have had more than 1 200 000 visitors in our four castles, including guests from Iraq and the Ivory Coast.

The idea to build the first SnowCastle, arguably the World's Greatest one, was instigated on the touristic icebreaker Sampo, during one of its Icy Cruises. As the snow castles are built with natural resources, tap water and snow pipes, removable metal frames are used to keep the snow in place before it freezes. Every year the SnowCastle offers an ecumenical chapel for weddings, baptisms and

worship services and a snow restaurant for 200 visitors.

The Millennium SnowCastle will open its gates on February 4<sup>th</sup> 2000 and they will remain open until the end of April daily from 10 a.m. to 8 p.m. The new castle is a tribute to a new millennium, an exotic combination of Italian style architecture and arctic conditions. It is full of well-known details from earlier SnowCastles, including impressive medieval towers. The SnowCastle is now approached along a Castle Park decorated with ice sculptures. From the park you step across a drawbridge, as in the castles of bygone days, into a gallery containing glass art works that leads you into the centre of The SnowCastle's courtyard, where you discover dazzling white snow buildings and a magnificent icy fountain.

During the winter 2000 the SnowCastle offers you rooms decorated with warm Lappish handicraft, beds for many adventurous visitors to spend a night, even a wedding night! A real arctic experience!

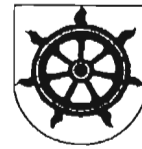
The art gallery introduces the Designer Finnish Glass Art of Iittala and for children there will be a playland featuring several huge ice-slides and a stage. In 2000 the ecumenical chapel will be built to resemble the ruins of a medieval church in the Roman Catholic style with the vaults partially open.

Many famous performers have appeared on the SnowCastle's stage during the four previous winter seasons.

The SnowCastles have projected a beautiful and exciting image of Kemi. Together with the arctic cruises on the icebreaker Sampo the enchanting SnowCastle has been a Landmark in utilising Kemi's natural winter Beauty. These developments have rightly earned Kemi the reputation as the Cultural Showpiece of Northern Finland.

### Further information:

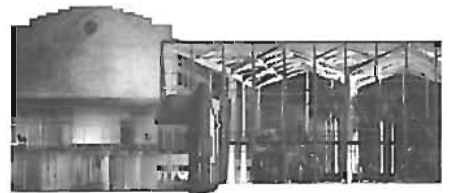
The SnowCastle Office  
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Tel. +358 16 256 548  
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www.snowcastle.net



## MUSIC AND SPORT

Lahti, the seventh largest city in Finland, is a lively city just one-hour drive from Helsinki. Located by the Lake Vesijärvi Lahti is a gateway to the Finnish lake district and the urban profile is dominated by the magnificent scenes of the Salpausselka ridge and beautiful lakes, ski-jumping hills. Lahti is a city of nature: there are nature trails around the city, one even in the centre, passing the biggest musical fountain in Scandinavia and Lanu Sculpture Park in Kariniemi park.

Lahti is a versatile cultural city: high-level music education, choirs and a superb Lahti Symphony Orchestra give musical experiences. Also a famous theatre, many art galleries, museums and cultural happenings like the Lahti International Writer's Reunion, the Poetry Marathon and the International Lahti Organ Festival offer magnificent culture to the people of all over the world.



*The Sibelius Hall*

Lahti Sport Centre is located only one kilometre away from the centre and different possibilities to compete all kind of sports, all year around, are available to everyone. In winter there are many cross-country ski trails, and a downhill ski centre Messila is situated near to Lahti. Several annual competitions like Lahti Ski Games, Finlandia Ski Race, the Salpausselka Games, Elite Games and top football matches attract large crowds of spectators to the Sport Centre. In 2001 Lahti will host the Nordic World Championships for the sixth time.

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## RESORT OF CHEERINESS

"Pärnu is a resort of cheeriness that whole Estonia can take pride in and any traveller on the Baltic Sea, whatever their nationality, would find worthy to stop by. A stay in summer Pärnu, the town of the bright sun, salty sea, refreshing western winds, attractive lanes, magnificent bathing opportunities, modern spa establishments, music and friendly people, would take away the shadows of tomorrow from the faces of neurotic new generations, whatever the demands the latter might have" – it was written in 1936.

First and foremost, Pärnu is a natural resort due to its very favourable geographical location. For 160 years, purposeful work has been done in this town to apply the advantages generously granted by the nature for the benefit of its inhabitants and guests. Having been well known as a health spa for decades, it is becoming recognised as a resort in the broadest sense of this word.

The Blue Flag, world-renowned standard of excellence and environmentally friendly services, has been hoisted at the Pärnu Marina every spring since 1994. In cooperation with the Keep the Estonian Sea Tidy! Association, the citizens of Pärnu are also seeking the Blue Flag for their beach.

Pärnu is a Hanseatic town. The first florescence of Pärnu, soon to celebrate its 750th anniversary, might be located in the period between 1318 and the late 15th century, when the town was a port on a river route leading to the Hanseatic town of Novgorod. The Neo-Hanseatic movement strengthening and promoting the Hanseatic status in the present times and itself an association of over a hundred former Hanseatic cities, has granted Pärnu the opportunity to host the 30th Hansa Days.

Upon a decision by the Swedish authorities, Academia Gustavo-Carolina was relocated to Pärnu in 1699, and Pärnu became a university town. In 1999 the town marked the 300th anniversary of the opening of its first institution of higher learning. Symbolically, at the same time the Pärnu College of the University of Tartu will be moving into its new, up-to-date building. In cooperation with the college as well as tourist businesses, the

town desires to create the conditions for the providing of high-level training and convention services.

It is never boring in Pärnu in summer. The summer capital, as if being a magical key, opens the secret door in the heart of hearts of vacationists from all walks of life. Who is up for restaurants or nightclubs, who for theatre or a film festival, who for tennis courts, jazz, or perhaps classical music? Everyone will find his or her own, yet the paths of tens of thousands holidaymakers will be sure to cross on the sands of the beach.

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## CENTENARY OF NARROW RAILWAY

The unique XIX century complex of narrow gauge railway has historical, technological, and architectural and landscapes value. In 1996 it was included into the list of buildings of Lithuanian real estate cultural heritage. The national government was proposed to give the status of cultural monument to it and to prepare the programme of its renovation and use.

For already 100 year the train takes its way from Panevėžys to Anykščiai and

back. It counts kilometres as years. The centenary means a lot and at the same times very little. The most important thing is that it moves and makes the passengers happy.

The year of 1999 was dedicated to commemorate this unique narrow gauge railway. The main events took place in the central square of Panevėžys on 17<sup>th</sup> September. The sound of old railway bell opened the festivity as if reminding that I am still alive and I still ring. The relics of old railway were displayed in the square. It reminded us of the museum with the scent of ancient times. Each corner of the square reminded that the narrow gauge railway is alive. Even the small train of Puppet Wagon Theatre suited here properly.

The conference "Narrow Gauge Railway - the past, the present, the future" served as a scientific and detailed event. The speakers and scientists not only remembered the narrow gauge railway but also showed a great wish that this narrow gauge railway should be preserved.

The long evening in the Art Gallery turned into the Film Festival. The guests from Finland, Germany, Poland, Latvia, Estonia, Great Britain, Austria, France presented the filmed material. The films were about the narrow gauge railway in these countries and about this narrow railway.

On September 18<sup>th</sup> Panevėžys Railway Station and the old steam engine were decorated and awaited for the guests and passengers. Lots of people accompanied by the famous Lithuanian actor Gediminas Girdvainis burst into the carriages of the train. 10 carriages with about 400 people started their way to Anykščiai.

This nice narrow gauge railway was moving towards the 3rd millennium. What is the future of it, how many kilometres should it cover in order to have some rest? The conclusion is that this centenary has a perfect future and this narrow gauge railway will survive.

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## STUDENTS' PRACTISE



## HOTTER THAN EVER

Vilnius Tourism department has wide connections with many Lithuanian schools educating students for tourism industry.

Last spring Vilnius Tourism Department and Pirkanma Politechnikumo Ikaalineno Commercial Colledge, Finland made an agreement about students' practise. As a result of agreement two students were working in Vilnius tourism department this summer. They had possibility to combine theoretical knowledge with practice. During three months practice the students completed Vilnius tourism product evaluation and assessed available marketing channels to market Vilnius in Finland.

The students indicated that Vilnius tourism product is attractive for Finish market and prices are acceptable. The only concern was insufficient supply of attractions for family leisure. Vilnius doesn't have yet developed family entertainment centres or theme parks. Challenging opportunities within Europe and elsewhere are accessible to professionally qualified people. In cooperation with the challenge, a successful education and practice with thinking in sustainable way makes students professionals.

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Stockholm is now the foremost tourist town in the Nordic countries with 2 million foreign tourists visiting the city each year.

Constant renewal is a vital reason for these positive figures. Among other things, the British trend guru, Sir Terence Conran, will reopen a completely revamped Berns. As designer and restaurant entrepreneur, Conran always puts his special stamp on his restaurants. Is not a coincidence that Stockholm shares the honour with Paris and London of having Conran as a guest. There are Swedish chefs at all his restaurants.

Stockholm is also hoping to receive operation rights for one of the four planned Swedish casinos. If chosen, it will take at least one year before the casino can open. Both security and technology demand an absolutely perfect location.

The Gröna Lund amusement park enjoyed record sales in 1999 - an increase of 50,000 visitors over last year - giving the park its best season since 1983. Gröna Lund is one of the country's leading tourist attractions and is now investing in expanding the park's area.

In 2001 the Nobel Prize will celebrate its 100th birthday. Tribute will be paid to the prize through an exhibit that can be also seen as the first stage of a permanent Nobel museum. The jubilee exhibition will be done in a version for a global tour.

Culture is also a part of the renewal. The Milles Estate Museum's new exhibition hall, designed by architect Johan Celsing, is fully equipped to handle

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and display major exhibitions and is counting on a major volume increase. The opening exhibit by the Russian artist Kazimir Malevitj will certainly take up most of the exhibition hall's space, but in the future it will be possible for three different galleries to exhibit sculpture, glass and paintings.

Improvements are even taking place on the transportation side. A new high-speed train will be transporting passengers between Stockholm and Arlanda Airport every fifteen minutes.

Four new hotels are under construction in Stockholm - Stallmästaregården and J. Tornvillan will be opened already during the year 2000.



Stockholm from the bird's eye



## JAZZ FESTIVAL

The 35<sup>th</sup> International Pori Jazz Festival, a world-famous event, will be held again 15-23 July 2000. It began in 1966 as a small gathering for jazz enthusiasts and quickly grew to attract over 130.000 visitors to over 100 concerts in 13 venues each year. It is now one of the biggest jazz festivals in Europe.

Pori Jazz has earned consistent praise over the years as a very well organised summer event of high artistic standard. The festival atmosphere in particular, created by the music, people, fine services

and unique milieu, is second to none. Over the nine-day week the festival serves up a generous and varied helping of jazz and other styles of black music, not forgetting the rhythms of the rock generation.

Year 2000 promises a broad cross-section of the world's leading performers. The big open-air concerts are held in the beautiful Kirjurinluoto concert park on the Kokemäki riverside. Although concert venues will vary between intimate clubs and large concert halls accommodating thousands of festival visitors, the riverside Jazzstreet will remain in a class of its own, providing round-the-clock rhythms throughout the festival week.

Pori is located 150 miles northwest of Helsinki and is easily accessible by train, coach or air. The accommodation services in Pori, besides hotel accommodation, include Bed and Breakfast lodging with local families, furnished flats and school accommodation. There are also many camping and caravan areas with good facilities nearby.

### Further information:

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## WHAT OF THE FUTURE?

A fairly common perception of Szczecin is of a place which has changed significantly over the last years. The reality, of course, is that Szczecin is always changing. The recent transformation has lasted more than 10 years as the City has contended with the typical CEE city problems of obsolete infrastructure and the loss of industries, all the while searching for a new role.

The majority of Szczecinians are likely to be aware of the broader aspects of the competition for development amongst cities at national and international level. They are, indeed, interested in the outcome of the efforts being made to improve their living conditions and employment opportunities. The City Council and its agencies have demonstrated imagination and initiative in many of their achievements but a massive amount of work remains, including tourism development.

Equally, efforts are made to seek quality developments outwith the inner city, including, as far as possible, suburban housing developments which regrettably often display mediocre design and

layouts which take little account of the environmental opportunities which their location presents. With this Szczecin is trying to accomplish the seemingly impossible task of becoming an attractive tourist destination. The question is "how?" Like so many other economic



development initiatives, development as a recognized tourist destination results as a consequence of opportunism, commitment, partnership and professionalism. These attributes will enable the City to understand and exploit its growing strengths, tackle its weaknesses, and achieve a consensus between its long term objectives and between the principal "actors".

As the tourism market is neither homogenous or stable, it can be characterised by infinite variety and experiences and both short and long term fluctuations. Strategies to deal with and exploit such a market must be equally varied and flexible. One thing is certain, tourism is a steadily growing market but one where competition between potential destinations is increasing nationally and internationally. All this means that Szczecin will need to continue to develop its existing range of tourist products for target market segments which one realistically be satisfied by these products and continue to sell its unique attributes to these markets. At last, the Council seems to have understood that only interrelated initiatives will produce an attractive tourist product and a more positive image. Szczecin's recent membership in the Baltic Sea Tourism Commission BTC is complementing new city development strategy and a guarantee for success in this direction.

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## CRUISE SHIPS' PORT

Rostock has rapidly become the favourite port of cruise ships coming to the North coast of Germany. Since 1991, the number of docking has reached 240 ships with approximately 190.000 passengers.

Rostock is the "Gateway to Berlin" for many guests from USA. The 220 kilometres between the largest city in Mecklenburg-Vorpommern and the capital of Germany seem to be a short trip in American sense of distance - "just three hours away".

In the passenger cruise ship branch the market is highly competitive. Tour organisers, shipping companies and harbour cities have developed more and more original strategies. The goal is to cater to a continually growing passenger turnover, to make tour routes and ships better known, and to increase the number of docking in the harbour cities. Cruises

are one of the most attractive and coveted businesses in international tourism.

The Baltic Sea countries and their historical harbour cities have taken over a central role in Europe. The Mare Balticum has become highly attractive for passengers, tour organisers, and shipping companies due to the short distances between the target harbours. The "small sea" in Europe makes it possible to stop in ten European countries in about 12 days. The close neighbourhood of the Scandinavian countries, Germany, and the Eastern European countries is geographically ideal for the demands of tour organisers: few days, numerous countries, colourful cities. The majority of cruise tourists in the Baltic Sea come from the USA and wish such variety: western countries, eastern countries in development and aged harbour cities.

For the last five years Rostock together with ship relators from the area has been represented at the annual worldwide cruise ship trade fair, Seatrade Cruise Shipping, in Miami (USA). The promotion has been successful - twice we engaged local artists singing and playing sailor's melodies on the ship organ. This programme made our fair stand one of the favourites in the entire hall.

Each cruise ship that enters our harbour for the first time is greeted with a large marching band from the city; the national anthem is always part of their repertoire. When the ships depart from Rostock, the harbour workers and the pilot sentries at "Rostock Port", give a signal for a pleasant trip and cheery good-bye from Rostock with a ship horn.

### Further information:

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## REFINED OPERA

When you come to Riga, do not miss the opportunity to visit the Latvian National Opera! Opera traditions in Latvia date back to the 18th century. In 1760, travelling opera troupes began performing regularly in Riga. In 1782, the city's German Theatre opened its doors as a legitimate theatre and opera and ballet performances were also presented.



1920-1940, over 300 performances were staged, attended each year by over 220 thousand. Original Latvian opera and ballet productions by Janis Medins, Jazeps Medins and Janis Kalnins graced the repertory. Stars like Mikhail Baryshnikov, Alexander Godunov and Maris Liepa have all begun their formal dance training in Riga.

Currently, Latvian National Opera expects visits of such famous stars as Sergej Larin from Metropolitan, Bojidar Nikolov from Vienna and Warren Mok from Hong Kong. And, of course, everyone is welcome to attend Riga Opera Festival 2000 on 7-18 June.

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## CONFERENCE CITY

Tampere is a high ranking international conference city. Every year, some 30 international conventions with an average of 6000-8000 participants are arranged in Tampere. This year, EU related meetings will put a sharp upswing on the curve with 48 international meetings and a total of 15.000 delegates.

Tampere offers a wide range of venues, well-developed conference infrastructure, centrally located quality accommodation and restaurant services, a wide supply of arts and culture, a clean natural

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environment and good connections both by air and by rail.

Additionally, Tampere is one of Finland's most popular tourist centres. Last year, Tampere's hotels registered 575,000 guests and the share of foreign visitors was 20%. According to several surveys, Tampere's appeal comprises a wide range of attractions. The chief attraction is the Sarkaniemi Theme Park. Other popular spots include the Moominvalley museum with its collection of illustrations and other pieces of art on Tove Jansson's Moomin books. Sara Hilden's collection of modern art, the only surviving Lenin Museum in the world, and the new Vapriikki Museum Centre.



## WINTER SPELLS

St.Petersburg will strike you with its vibrant energy and the diversity of events. It attracts public figures, businessmen, politicians and scientists from all around the world.

First of all, it is a world heritage city with vast mental and cultural potential. Market research clearly shows the increase of tourists coming to the city and attracting additional tourist flows is one of the first priorities in city policy.

Congress tourism is a promising segment of St.Petersburg tourist market, starting from major congresses to small scientific seminars on various profiles.

In the BSR there are various programs aimed on tourism development, including new routes and designing joint projects. An example of such cooperation project is the integration of St.Petersburg and Leningrad region into the Scandinavian King's Road. This project will reinforce links with the Baltic regions and stimulate development of programs on sustainable cooperation in tourism. It will also contribute to the integration of St.Petersburg tourist market into an international tourist space.

The City is developing a number of new

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projects to stimulate the city's cultural life and reviving traditional festivities and ceremonies. The international musical and theatre action "St.Petersburg season", scheduled for February 2000, will become one of the projects. One of the objectives is also to attract attention to St.Petersburg in winter. The soft Petersburg winter, the muted glow of the golden domes of cathedrals through the crystal patterns woven in frost, the grandeur of the Neva River trapped in ice - all this will cast the spells even on those who claim they do not like winter.

In 2003 the City is going to have its Tercentenary Celebrations. The eve of this jubilee and the beginning of the next millennium will be marked and professionals, coming to St.Petersburg will find much interest in this city.





## 970 YEARS OF CULTURE



## GATEWAY

Tartu will be celebrating its 970<sup>th</sup> anniversary in the year 2000 and has attracted foreigners for centuries. Tartu is a Hanseatic town with a university and a rich cultural heritage. Due to the enormous Soviet military facilities, Tartu was a "closed town" until the 1990's. After the fall of the iron curtain, many former citizens of Tartu and graduates of Tartu University from abroad started visiting Tartu, which boosted tourism industry.

The Tourist Information Centre and the South Estonian Office of Estonian Tourist Board represent the state level in Tartu. The Centre supplies various information concerning accommodation, catering, transportation and various activities. Together with the South Estonian Office, the City of Tartu participates in various tourism exhibitions and fairs.

Regional level is represented by the South Estonian Tourism Foundation which coordinates the activities in the adjoining 6 counties. Tartumaa Tourism Foundation directs the tourism work of the Tartu County. It aims at strengthening the cooperation in the county to promote tourism, and is supported financially by the local governments.

Tartu City Government has no special unit for tourism activities. The Foreign Relations Service, Information and PR Service and the Department of Culture are involved in marketing and promotion of Tartu in cooperation with the above-mentioned institutions.

Tartu-related cultural tourism is becoming more popular. Events, such as the Tartu Ski Marathon, Tartu Early Music Festival, the Theatre Festival Dionysia, Hanseatic days, classical music performances (open air concerts by Montserrat Caballer in 1998, Jose Carreras 1999), Tartu Song and Dance Festivals, Emajogi Summer Theatre performances on Dome Hill, etc. are popular.

The interest of foreign tourists in active recreational activities (canoeing, horse riding and biking) should also be mentioned.

Club Tartu Maraton organizes four popular sport events: The Tartu Maraton (cross-country ski marathon), Tartu

Jooksumaraton (running marathon), Tartu Rattaralli (bicycle race) Tartu Rattamaraton (mountain bike race).

The most famous is the Tartu Maraton. The best indicators of the fame and growth are the increasing number of participants (over 3000 skiers) and the interest of foreign ski tourists. More than 600 ski tourists have participated in Tartu Maraton last years.



*Classical music performances are popular in Tartu*

Tartu Maraton is a unique opportunity to enjoy the beautiful landscape of South-Estonia at professionally organized international cross-country ski race. Worldloppet, an organization that consists of 14 greatest ski races of the world, has chosen the Club Tartu Maraton for its General Secretariat for the next four years since June 1999.

Each event has become a popular festival, where everyone competes with friends and other participants. Estonian Association of Travel Agents awarded Tartu Maraton as the Best Tourism Establishment in Estonia in 1999. However, the Club Tartu Maraton is happy for even greater interest towards its events from outside of Estonia and especially from the neighbouring countries.

Klaipėda is Lithuania's gateway to the world, boastful of booming economy and rich cultural offer.

The City Sea Festival, held in the end of July livens up with concerts & performances.

The city is proud of the castle remains from 1252, old buildings in the old town, the Theatre Square and the city symbol Anike von Tarau statue, dedicated to Simon Dach. The blacksmith's museum featuring iron traditions, equally with the Maritime Museum, aquarium and dolphinarium receive a well deserved attention and interest. The city has over 300 restaurants, cafes and bars.

With the new tourism legislation, most of the tourism service functions were transferred to tourism departments in the municipalities and counties. Klaipėda Municipality established Tourist Services Committee to meet the new challenge, granting activity certificates (the five star scale). Presently, there are 30 tourist agencies and 18 hotels registered. Klaipėda County Tourism Council, Klaipėda City Tourism Committee and Klaipėda Industry and Trade Chamber's Tourism Committee coordinate tourism in the region and decide upon participation in international tourism fairs or projects.

City Tourism Information Centre surveys increasing tourists. Elderly German tourists take the lead in the survey. Latvians and Estonians come second. Scandinavian tourists come third. Overseas visitors usually stay 2 to 3 days in the city. Apart from Klaipėda, they visit the Curonian Spit, Palanga, and other cities. In their surveys tourists appreciate pleasant service, hospitality of the citizens, but they miss cheaper accommodation, city maps, internet cafes, bicycles and other tourist equipment to rent.

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## PLACES IN THE SUN

Vaasa has developed as the international centre of Western Finland. History and the present day come together in Vaasa's 12 museums and its art galleries. The town also has its own orchestra and mounts operas and theatre productions in Finnish and Swedish as well as numerous events all year round.

Vaasa's paradise island Vaskiluoto will keep children and older summer visitors entertained alike. There are several cruise boats to take you out to the nearby islands or to Sweden.

Vaasa is one of the most important conference and congress towns in Finland with a great number of congress venues available. The main building of

the university situated by the sea provides a functional venue and excellent services. Also Radisson SAS Royal Hotel Vaasa, the Town Hall, the gigantic Botnia Hall and the Centre for Ice Sports as well as the Western Hotel Silveria with its restaurant specialised in local Ostrobothnian gastronomy makes all kind of venues and congresses possible in Vaasa!

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*Green area near the Vordingborg Castle*



## GREEN AND BLUE PEARLS

The strategy of Vordingborg is based on three elements: city as a portal to South Zealand and the islands, a historic and cultural capital and a blue and green pearl idea.

The portal is made up of a string of facilities, which naturally leads tourist and visitors to this area and takes good care of them all the way. As royal city and with the history connected to Vordingborg Castle, The Goose Tower and surrounding manors, Vordingborg has "a good story" to tell the guest.

Development of the historic and cultural capital is promoted in the following ways: expansion and further visualization of the historic and cultural starting point, further development of communication of the historic and cultural starting point, search for combinations and development of new tourist products and expansion of cooperation between local, regional and national participants.

With the blue and green sides of the

pearl Vordingborg seeks to point out the nice and quiet, recreative and natural surroundings, which is asked for by many tourists. The blue side of the pearl is more than 90 kilometres of coastline. A good place for sailing and windsurfing and a nice natural harbour very close to the city centre and next to the historic castle grounds. The green side of the pearl is made up of Knudshoved Point, a unique natural area, a nice ever changing landscape with woods, bogs, slopes and points from which there are a nice view of the surroundings This blue and green pearl also embraces visitors and communication facilities around the Svend Heinild Centre (Centre for Health and Environment) and a planned initiative around Baltic Centre Vordingborg.

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## VARIETIES FOR LEISURE

In 1936 the city of Ystad saw one of its most spectacular events, the Exhibition of Leisure. This was the first tourism exhibition and was the result of a new law of vacation.

Ystad presents a wide variety of art, theatre, music, festivals and markets. A combination of the ancient charm of the medieval city centre, restaurants and cafes and good shopping makes it the ideal place to visit. The other attraction is the beach (40 km long) and the pleasant and historic surroundings where swimming and fishing are likely activities.

Southeast Skåne and Bornholm has had a long thriving cooperation in tourism. Since a few years this cooperation has been extended to the Świnoujście, Poland and the island of Rugen in Germany. A project organisation has been established and goes under the name of the "Four Corners" cooperation. The partners develop concepts as Gardens around the Baltic, Old village architecture and Marinas. A round-trip fare has been developed jointly with the shipping companies that traffic the area. The Gardens around the Baltic is a success as it obviously was right on time with the expectations of the tourists and inhabitants. It includes lectures, painting, guided tours by specialists, "open-garden", separate gardens for herbs etc. This way the product/service is marketed to the tourist as available in advance.

Another interesting event is the Art-week in Southeast Skåne that started some 20 years ago. Approximately 100.000 visitors are attracted to this "happening" each Easter Holiday. The local area is famous for housing a number of great artists. This event will be now marketed even harder and in connection with the institutions on Bornholm. And, in the future it is not unlikely that it will be a concept in the Four Corners, perhaps it could even prove to be an extension of the summer season.

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## MUSIC AND QUIET

Viljandi was granted the city rights in 1283. Nowadays, it is a picturesque town with a beautiful lake and the ruins of the Order Castle in the southern part of Estonia. Viljandi belonged to the Hanseatic League and was an important trade centre to Novgorod. Nowadays Viljandi belongs to the Modern Hanseatic League and one of the greatest summer activities here are the local Hansa days.

For the Estonians Viljandi is known as a green quiet town with old culture traditions. Viljandi has become famous through music. The song of the boatman of Viljandi has become a symbol of the town and the top event of the summer time is Folk Music Festival.

In 1224 the stone stronghold was started to be built at the place of ancient wooden one and by the beginning of the 16th century the Order Castle was ready in its full splendour. Unfortunately as a result of the wars between Sweden, Poland and Russia only the ruins of the Castle are left. Nowadays the most beloved place being the Castle Hills and the suspension bridge over the moat

Viljandi is actively participating in the international project "Pearls of Livonia" which will result in a Livonian Tourist Map. Valmiera and Viljandi have founded the a non-profit society Baltic Tourist Forum. The city is working out the new tourist road Via Livonia that should be an alternative to Via Baltika and Blue Corridor. This road is easy to follow when coming from Tallinn, Riga, Novgorod or St.Petersburg. Via Livonia connects the most attractive tourist regions in South Estonia and North Latvia and offers high quality tourist services.

Viljandi town and its neighbourhood offer many experiences to people interested in primeval nature - riding trips at Heimtali and Loodi nature park; canoe trips and hiking tours in the rivers and swamps of Soomaa Nature Reserve and meeting rare wild animals and birds is a unique experience.



*The Castle Hill Park in the centre of Viljandi is the place for search of harmony and recreation*



## KASZUBIAN BEAUTY

Chojnice is distinguished by its unrivalled climate, rich customs, culture and folk traditions of the Kaszubian District. The town lies in the Pomeranian Region between Krajeńska Hills District and Kaszubian Lakes District. Both scenery is typical of the lake area. The air does untold good to the human condition



*Sailing is one of the attractions in the Kaszubian lakes*

as it is filled with ethereal oils and antibacterial substances. It is worth a while seeing the Town and Ethnographic Museum which is located in the medieval city wall towers.

The surroundings are attractive with numerous beautiful lakes and forests, water routes and nature parks. The Tuchola Forest is famous for its diversified landscape, a plethora of plants and animals, most of which are protected by law.

Chojnice town provides a network of shops, restaurants, take away, sports facilities and effective tourist information point. River swimming, tourist trails in the scenic parks, canoeing, horse and buggy riding or angling are also offered here. During summer the town livens up with the International Street Theatre performances, The Poets' Night, Kaszubian Fairs or International Festival of Folklore, to name just a few events.

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## REGIONAL PROMOTION

The city of Turku in southwest Finland has created the first regional organisation in tourism in Finland based on a direct significant contribution of the city. As the region consists mainly of small communities, the joint effort especially in marketing is most effective. Within two years 44 communities from the region have joined the Turku TouRing.

The responsibility of management and expertise in the organisation lies with the city of Turku. A joint-stock company carries out the commercial functions. Thus the traditional separation where the customer gets the information in the city tourist office but has to go elsewhere to actually buy the products exists no more. Also the small tourism enterprises have now information of their products given directly to the customer or been made to an element of a travel package for groups.

Turku TouRing is also participating in EU-projects on international web-services for tourism. Participating in projects in the Baltic Sea Region is very important.

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## II. UBC Today

### V UBC GENERAL CONFERENCE IN STOCKHOLM



The V UBC General Conference was held on 24-25 September 1999 in Stockholm, Sweden, at the invitation of the Mayor of Stockholm. The principal theme of the Conference was “*EU enlargement process in the Baltic Sea Region – the role of cities, regions and states*”.

The Conference was attended by ca. 200 participants, including representatives of 67 Member Cities, as well as invited guests from governments and international organisations. The first day of the Conference was devoted to the EU enlargement process in the Baltic Sea region. The second day was devoted to internal UBC matters such as reports, elections, etc. On the eve of the General Conference the 25<sup>th</sup> UBC Executive Board meeting was held.

#### **Keynote addresses**

Conference participants were warmly welcomed by Mr Carl Cederschiöld, Mayor of Stockholm. The Conference was

opened by Mr Anders Engström, UBC President. The following keynote speakers submitted presentations related to the Conference principle theme: Mr Sven-Erik Söder, State Secretary, Ministry of Foreign Affairs of Sweden; Mr Ulf Dienkelspiel, President of the Swedish Trade Council; Mr Jarle Skjørestad, State Secretary, Ministry of Foreign Affairs of Norway; Mr Pierre Schori, Member of the European Parliament, Sweden.

The following workshops were held concurrently during the first day of the conference: I. Impacts on cities of EU membership; II. New geopolitical situation in the Baltic Sea region. After the workshops all UBC Commissions held working meetings to discuss reports from the last period and action plans for the next two-year period.

#### **General Assembly**

Mr Anders Engström, the President of the Union, submitted the report on UBC activities during the period September’97

– September’99. The Conference adopted the report. Subsequently the chairpersons of the Commissions submitted reports and action plans to the assembly.

#### **Statute and Strategy**

Mr Anders Engström presented the proposed amendments to the UBC Statute as submitted by the Executive Board. The Conference decided to accept the proposed amendments. Mr Bartłomiej Sochański, UBC Vice-President, responsible for the development of the new UBC Strategy, recalled that the Strategy development process started at the end of 1997. The outline of the document was developed by the Strategy working group in 1998. The Executive Board discussed the Strategy at several meetings. The General Conference adopted the new UBC Strategy.

#### **UBC LA21 Action Program**

President Anders Engström informed the Conference that the UBC LA21



Action Program was developed by the UBC LA 21 Working Group initiated by the Commission on Environment. Mr Engström stressed that sustainable development and LA21 work must be considered as a basis for all UBC activity. The Conference decided to adopt the UBC LA21 Action Program.

#### Financial matters

Mr Paweł Żaboklicki, the Secretary General of the Union, presented the auditor's report on UBC accounts for 1997-1998, which was prepared by the licensed auditing office 'Bilans' from Gdańsk, stating that the Union financial transactions and records within the mentioned period have been handled properly. The Conference took note of the report. President Anders Engström presented the Executive Board's proposal for the UBC budget and membership fees for the financial period 2000-2001. The Conference approved the budget and membership fees.

#### Elections

The following cities were elected as members of UBC Executive Board for the next two-year period: Aalborg, Bergen, Gdańsk, Liepāja, Pori, Rostock, Šiauliai, St. Petersburg, Stockholm, Tartu.

The General Conference elected Mr Anders Engström, Kalmar, as President of the Union, and Mr Eugenijus Gentvilas, Klaipėda and Mr Armas Lahoniitty, Turku, as Vice-Presidents of the Union, for a two-year period. Mr Anders Engström expressed his thanks to outgoing UBC Vice-Presidents Mr



*UBC Presidium 1997-1999: Anders Engström (President), Bartłomiej Sochański (Vice President), Michael Bouteiller (Vice President)*

Michael Bouteiller and Mr Bartłomiej Sochański for their outstanding contribution to the work of the Union.

The Conference elected the following persons to the Board of Audit: Ms Silvia Lobner, Head of Auditing Department, Wismar; Mr Kim Roessel, Head of International Affairs Department, Copenhagen; Mr Bartłomiej Sochański, City Councillor, Szczecin.

#### Commissions

President Engström reminded the Conference that the Executive Board decided to create two new UBC Commissions in 1998, i.e. the Commission on Education and the Commission on Urban Planning. The General Conference approved the creation of mentioned

Commissions. The Conference also approved the Executive Board decision to terminate the Commission on Communication.

#### Environmental Award

The idea of Best Environmental Practise in Baltic Cities Award came from the Commission on Environment. The intention of the award is to encourage member cities to develop their administration and services in innovative ways for the good of the whole municipality and its citizens. The first award was granted during the V General Conference to the City of Tartu for the project "Tartu Agenda 21".

#### Next Conference

Following the proposal of the Mayor of Rostock, Mr Arno Pöker, the General Conference decided to hold its 6<sup>th</sup> Meeting in the City of Rostock in the year 2001.

#### Resolution

President Anders Engström presented the Conference Resolution on European Union Enlargement in the Baltic Sea Region. The Conference adopted the Resolution. President Engstrom expressed his warm thanks to the City of Stockholm, delegates from member cities, speakers, guests and the UBC Secretariat for their outstanding contribution to the success of the V UBC General Conference.





## 26<sup>TH</sup> MEETING OF THE UBC EXECUTIVE BOARD

The 26<sup>th</sup> meeting of the UBC Executive Board was held on the 27 November 1999 in the City of Šiauliai, Lithuania, at the invitation of Mr Alfredas Lankauskas, Mayor of Šiauliai.

### New Board

President Anders Engström reminded that at the General Conference in Stockholm, new cities have been elected to the Executive Board: Liepāja, Pori, Šiauliai, St. Petersburg, Tartu. Mr Engström warmly welcomed representatives of newly elected Board cities. The President presented the most important questions to be handled by the new Board: internal organisation; action plan; strategic projects e.g. EU enlargement, Agenda 21; EU program for BSR; cooperation with Baltic organisations; youth network; cities in Belarus; northern dimension.

### New Members

Secretary General Paweł Żaboklicki informed about new applications for membership submitted by the cities of: Kronshtadt, Lomonosov, Peterhof (Russia) and Jelgava (Latvia). The Board decided to accept mentioned cities as UBC members. The number of Union member cities reached the figure 96.

### Strategy follow-up

President Engström reminded that the new UBC Strategy was adopted at the V General Conference. During the discussion the Board members expressed opinions that in order to implement the Strategy an Action Plan should be developed. The Board appointed a working group to prepare, in close cooperation with the Commissions, the draft of the Action Plan.

### UBC structure

President Engström reminded that at present UBC has the following structures: General Conference, Presidium, Executive Board, Commissions, Board of Audit, Secretariat. There are also working networks ie. Contact Persons, EU Coordinators, Women's Network etc. Mr Engström expressed an opinion there is a need to reactivate a task force on information. A working group was set up to prepare a proposal of tasks to be carried out by the new task force. The Board asked the Secretariat to remind the member cities that all cities have the right to participate in the work of all Commissions.

### UBC-EU Coordinator

President Engström informed he has applied to Swedish International Development Agency (SIDA) for resources to extend the employment of Mr Janusson for another year. The President proposed to change Mr Janusson's title to the UBC-EU Coordinator; the new title would reflect in a better way his actual tasks. The Board decided to employ Mr Janusson as UBC-EU Coordinator for another year.

### LA21, women and youth

President Engström expressed an opinion that UBC Commissions should involve LA21 aspects in their daily work. The Commissions should also strive to involve more women and young people in their activities. The Board agreed with



the President's opinion and encouraged all UBC Commissions to follow these guidelines. Mr Engström informed that UBC was approached by a network of young people who want to strengthen contacts between the youth from UBC cities. The network would like to act as UBC informal structure. The Board endorsed the youth network initiative and encouraged all cities to support it.

### Situation in Belarus

President Engström reminded that Belarus government informed him in April that it would like cities from Belarus to join UBC. In June the President invited to Tartu two representatives of Sapiha Foundation who introduced the Board with the situation of cities in Belarus. They informed that local authorities in Belarus are not elected democratically but appointed by the government. Mr Eugenijus Gentvilas, Vice-President, who investigated the situation of cities in Belarus, confirmed the information provided by the Foundation. Mr Gentvilas

proposed that in order to work out the UBC policy towards the cities in Belarus, UBC should meet Mr Siemion Szarecki, leader of democratically elected parliament, dissolved by Mr Łukaszenko. The Board authorised the Presidium to meet Mr Szarecki and discuss the problem.

### UBC at Victoria Lake

President Engström informed, SIDA carries out a project to help the cities from Victoria Lake region in Africa to strengthen their network. Within the frames of the project, SIDA sponsored the trip of Mr Engström and Mr Mikko Jokinen to Uganda and Kenya. UBC delegation had several meetings with the authorities of cities situated in the VL region. The President signed a "Partnership Document" between UBC and LVRLAC. SIDA asked if UBC could help to establish the secretariat of LVRLAC.

### MEAs Validation

Mr Risto Veivo, UBC Environmental Coordinator, informed that MEAs have so far been run in Tallinn, Pärnu, Panevėžys, Klaipėda, Turku and Pori. In order to give additional support to the follow-up and implementation of proposed improvements,

the Commission proposed that each audit should be validated by external body. Suitable external bodies for validation would be the UBC and HELCOM. The Board approved the proposal.

### General Conference 2001

Mrs Karin Wohlgemuth, Rostock, proposed the following theme for the VI General Conference to be held in Rostock in 2001: "Social justice in the Baltic Sea Region in the new Millennium". Special fields could be: social equality, involvement of youth, strengthening of handicapped. The conference would adopt a UBC 'Social Charter'. Mrs Wohlgemuth proposed 12-13 October 2001 as date of the conference. The Board approved the theme and the date of the conference.

### Next Meeting

The Board decided that following an invitation from Mr Juhani Leino, Mayor of Kemi, the next meeting of the UBC Executive Board will be held in Kemi, Finland, in the end of March 2000.



## STRESS ON TOURISM EDUCATION

Tourism is presently one of the fastest growing industries. The demand in our region is increasing as a result of the political system changes both in the western and eastern parts of Europe. This creates possibilities for faster growing economies and gives us the opportunity to develop this field, to meet, to see and to choose!

What kind of basic work do we need to do? How is it possible to cooperate in order to make us stronger and more competitive? UBC is the tool for its member cities. Obviously, there are various ways of organising this sector, or of selecting the priorities. But what may unite the CITIES?

The Commission on Tourism's meeting in Riga in August concluded that the most important issue was "education". So what can we do that might provide the UBC with a platform for future economic, cultural, environmental and social development? The commission action plan for the coming years focuses on the trainee activities. An exchange program for persons working within the field of tourism will be developed, which will enable participants to learn from sister organisations and cities by living and working in other countries for a while, both learning languages and the local culture, as well as getting to know the highlights in the region. This is believed to help build personal networks, too. With the Commission on Tourism as a partner some of the cities have started the work for establishing a Baltic Academy of Tourism through an EU-project. In the coming two years we plan to contact schools and universities dealing with this field to implement the ideas. All initiatives are more than welcome.

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*Participants of the Baltic City Tourism Project at the first meeting in Rostock*

## BALTIC CITY TOURISM PROJECT

Tourism Commission is reorganizing its work, while seven UBC member cities won an EU application. The Project Baltic City Tourism - Strategies and Instruments of Common Transnational Tourism Marketing for Baltic Cities - was designed mainly by the UBC Office Rostock.

Submitted to the ECOS / Ouverture Programme in 1997, Project gathers Turisme Region Syd and the cities of Gdynia, Tallinn, Vilnius, Kalmar, Karlskrona and Rostock. New partners can join even during the later project development phase. The project aims at initiating common tourism marketing of the Baltic cities, and even regions on the qualified equal level considering social, cultural and geographical events. Marketing target areas are the Baltic Region, Europe and overseas areas. This should be accomplished with the Baltic Events Calendar, capturing planned events and displayed efficiently to be distributed in the network. A long term "Networking" is a keyword in this project.

Targeted marketing requires decent knowledge, yet most of the marketing staff in the cities has learned it in practice. Intensive exchange of experience is needed then, and the compilation of sector knowledge to make it useful for universities and high-level institutes. All

this lies at the core of the Baltic Tourism Academy project. Each partner city will host a seminar consisting of theoretical (academic) and practical demonstration featuring characteristic elements of their specific experiences. City marketing experts are welcome to join the group. Finally, the revolving first course will be repeated on request. Concluding, the Baltic Tourism Academy has been designed as a flexible institution reacting to the Baltic cities needs. The Rostock's Baltic Point is planned to be the focal point of these activities to guarantee the follow-up.

Project results will be spread during the Baltic City Tourism Conference combined with the Baltic City Tourism Market Place, supposedly to be held in Rostock, too.

The first project meeting took place in Rostock on 28 October 1999 where the edition of the common Baltic Event Calendar was discussed. The project start promises a good and effective work and sustainable output.

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## TARTU AGENDA 21 WON FIRST UBC ENVIRONMENTAL AWARD



*Award ceremony at Stockholm City Hall*

Among 15 excellent applications, the Award Committee unanimously chose the Local Agenda 21 of the City of Tartu as the winner of the first Best Environmental Practice in Baltic Cities Award. The winner was announced 25 September at the award ceremony in the Town Hall of Stockholm, on the occasion of the Lunch Reception of the V General Conference.

The Award Committee underlined that the participation in the Agenda 21 process in Tartu has been broad – all parts of the

municipality, many other stakeholders and ordinary citizens have participated, and the schools and teachers have been active. A lot of information has been reported and an environmental information system that makes information available for public participation has been created. Furthermore, Tartu Agenda 21 has in many ways been linked to regional,

national and international Agenda 21 processes.

According to the report of the Award Committee, the inter-sectorial process with a broad participation that has been implemented during the work is important. There are a lot of cornerstones for the future in terms of high awareness and skills. All partners and also ordinary citizens of Tartu will have improved capacities for bringing about a sustainable future.

Other cities that applied for the award were: Bützow, Elbląg, Gdynia, Gotland, Kaunas, Kolding, Lahti, Norrköping, Panevėžys, Pori, Rostock, Šiauliai, Sundsvall, and Växjö. The three key guidelines of the evaluation by the Award Committee were: beneficialness to the whole local community, innovativeness, and consideration of local circumstances.

The 15 applications covered a wide range of environmental practice - e.g. from specific projects to participatory processes and from smaller local projects to broad-scaled projects with global environmental perspectives. The differences of practice and methodology, and the fact that most of the applications were really good, implied that the task of the Award Committee was not an easy one.

In addition to the winner, the committee wanted to express its special favourable comments to the following practices: *Elbląg* for its well targeted practical Local Agenda 21 activities, which are an excellent example of implementing bottom-up approaches; *Sundsvall* for its innovative and quite unique approach to include working places in the sustainable development process, and *Växjö* for excellently demonstrating in practice how renewable energy can be used.

## COOPERATION WITH TAIEX

During the autumn UBC Commission on Environment had planned three seminars on application and enforcement of European Community environmental legislation at sub-national level in the Baltic States. The seminars, that were held on 16-17 November in Kaunas, Lithuania, 30 November - 1 December in Jurmala, Latvia and 7-8 December in Tartu, Estonia, were co-organised together with the European Commission's Technical Assistance Information Exchange Office (TAIEX) and local organisers.

European Commission's interest in financing these seminars is that they prepare civil servants of the accession countries for the oncoming changes when implementing the EC environmental legislation. Another reason, as important as the first one, is that information has to be exchanged also in the other direction. For the European Union to make a

trustworthy approach to improving the environment situation in the Baltic States, it has to have a thorough knowledge of the conditions in this area, legislative, administrative, technical, practical and financial factors that have to be dealt with. The European Council is believed to move forward in the accession discussions with these three countries at the Helsinki European Council in December. Eventually it is time for the Baltic States to choose their path, inside or outside the European Union. It should not be the role of the UBC to influence their decisions but to assist in the approximation process if they choose to join the EU.

Thanks to UBC's wide and well working network in the Baltic Sea Region we were approached with this task. In addition to expertise from TAIEX and the environment ministries of the Baltic

States, best practices and experience from the Nordic EU Member States were presented in a "from colleague to colleague" form of way. Some of the UBC member cities were participating with speakers. This is a way for the Commission on Environment to serve UBC's member cities as well as function as a consultative body in the region. At the same time, the ongoing Municipal Environment Auditing (MEA) project, was brought up and results disseminated. The subject of these two-days seminars was narrowed down to water protection and waste management. Possibly other subjects will be taken under consideration for future seminars with the experience of the ones now being organised.

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## BALTIC 21 CITY COOPERATION

UBC is initiating cities' cooperation towards the implementation of Baltic 21. City cooperation is invaluable because cities are responsible for so many decisions and practices that greatly affect sustainability. The factor of success is the integrated approach that cities can offer for joining the efforts on different sectors.

On the initiative of the UBC, Baltic 21 Secretariat and Baltic Local Agenda 21 Forum (BLA21F), 22 persons from different city networks, organisations and national ministries gathered to St. Petersburg on 5 October for the Baltic 21 Joint Action 4 Kick-off Meeting. Joint Action 4 is the integrated action of Baltic 21 concentrating on city cooperation and sustainable development at the local level. Together the participants decided to booster the implementation of Baltic 21 in cities. The meeting founded a working group for the implementation of this "City Joint Action", and the efforts of all actors were decided to be joined in a common action program.

All networks and organisations with relevant activities are now being invited to join the working group and to contribute by their activities to the JO 4 Frame Action Program. So far, several networks, organisations and country lead parties have committed to contribute. The first concrete JO 4 project, Best City Practices, has already received a positive funding decision from the Nordic Minister Council. This two-year project will be started in early 2000, and many other projects and activities will follow soon. All UBC cities are warmly invited to take part in the activities.

The working group is coordinated by the UBC and the BLA21F. The next meeting will be organised in March 2000. All those interested in the coming activities and the action program are warmly welcome to contact the UBC Environmental Coordinator.

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## LEAD CITIES SOUGHT FOR UBC LA21!

Union of the Baltic Cities and its members have so far done really a lot for sustainable development in the cities and in the whole Baltic Sea Region. However, during the few next years, UBC's Local Agenda 21 activities will more than duplicate. In Stockholm, 25 September, the V General Conference approved unanimously the new Local Agenda 21 Action Program 2000-2002. During this three-year period, many new projects will be started and the member cities will have more changes to participate in the work than ever before.

The Local Agenda 21 Action Program creates visions and strategies, and sets guidelines for UBC's policy in this field, e.g., with regard to international cooperation with other organisations and our contribution in the Baltic 21 process. Visions and strategies are - of course - important, and guidelines are needed as well. However, the real strength of our work are the very concrete activities and projects. These activities serve our members and offer wide possibilities for participation.

The action program contains fifteen projects: four ongoing ones, two far developed plans for which funding is already sought, and nine plans/ideas which still need to be further elaborated before they will be feasible for realisation. Especially with regard to the planned projects and project ideas, there are good possibilities for more member cities to take leading responsibilities.

Special lead cities will be sought for all the planned projects. After the turn of the year, an official request will be sent to all member cities. All interested cities are welcome to contact the program's technical coordination body, the Commission on Environment. Decisions about the lead cities should be discussed at the next UBC Local Agenda 21 Working Group meeting in March.

For the convenience of cities interested in this possibility, a short listing of the projects included in the UBC Local Agenda 21 Action Program follows in the next column.

### Ongoing LA 21 Projects

**SAIL:** the project facilitates Local Agenda 21 plans and processes in Estonia, Latvia, Lithuania, Poland and Russia.

**MEA:** Municipal Environmental Auditing projects are currently going on in Estonia, Lithuania and Finland.

**Best City Practices:** this project spreads good practices among cities.

**Gender Equality in Local Agenda 21:** developing methods for mainstream women's experience.

### Planned Projects

**Success Factors of Local Environmental Policy:** activities concentrating on research, education, and information.

**Sustainable Harbour Policy Project:** solving problems of emissions from ships at the harbours, and to the sea together by respective harbour cities.

**Translations of Pilot Agendas:** an initiative from the City of Tartu to make the pilot Local Agenda 21 achievable by translating them into English.

**Management Systems:** an initiative from the City of Kalmar to facilitate the implementation of ISO environmental and quality management standards.

**Cooperation with Universities:** developing cooperation with universities in the field of LA 21 research.

**Lifestyle Changes:** there is a constant need to affect environmentally degrading lifestyles in cities.

**LA 21 Youth Projects:** young people through any medium they choose to describe their city, and how to bring Local Agenda 21 into schools?

**Democracy and Minorities:** spreading themes and ideas of what democracy is.

**Economic Agenda:** the more the public buys environmentally less harmful products the more they will be produced.

**Involvement of the Private Sector**

**Exchange with Developing Countries**

**More Ideas:** projects against narcotics, sustainability activities for elderly people, green families, etc.



## WHERE, WHEN AND HOW PEOPLE WIN

UBC has supported financially numerous sports competitions to promote fitness and integrate people from various countries of different cultures and customs.

Among all the hosting cities Kaliningrad is still to organise "Baltic Autumn" on 19-21 November this year. These are the highlights of the Commissions' work: Klaipėda's UBC Sport Games (24-25.07.99), Gdańsk's "Baltic Sail" (5-12.08.99), Panevėžys's "International Children Triathlon" (27.08.99) and Vilnius's "International Small Football Tournament" (9-10.10.99). What all of these competitions have in common is the young age of participants, popularity of water sports and a great spirit of adventure.

In Vilnius, for instance, more than 400 children participated in the football tournament. In Klaipėda's canoe rowing there were 150 participants. The "Baltic Sail" turned to be a great success, while 14 yachts with 162 people on board contested for the first prize and the cup.

New friendships, sport-tourist cooperation and integration of the BSR cities were initiated. The Panevėžys children in different age groups competed in swimming, cycling and running. Sport Games in Šiauliai, Lithuania (16-19.09.99) are newly established but with a great impetus. 795 athletes representing 22 cities from 5 Baltic countries competed for medals. On 29.09.99 Gdynia hosted the international female football game, first of this kind in Pomeranian Region since 1992, and an unforgettable performance.

Prizewinners in all these competitions were awarded cups, diplomas with the UBC logo on them, medals and other additional prizes such as T-shirts and little flags. It is worth mentioning that some of these sport events like that of Vilnius, for instance, were accompanied by exhibitions and guided sightseeing tours for all the guests. There is a strong wish to continue with this project next year.

New themes, projects and the current list of the member cities can be found in the Commission's new brochure.



## HEALTH & SOCIAL BULLETIN

The first Bulletin on Health & Social Affairs was edited by the H&SA Commission in May 1998 and since then three more editions followed. Two issues are planned per year, relying on your active help. It is thought as a tool for the information exchange about ongoing city activities, networking, useful EU programmes, project partner search, events, reports on attended international conferences. There is also a space for any interesting social initiatives, reports, pros & cons, proposals, partner search, policies and Commission activities.

Dedicated to a specific topic, previously the "Social Market Place" was introduced. The cities advertised equipment and goods needed for social and health institutions, and were encouraged to contact directly named contact persons. "The Social Charter" proposed by Mayor of Lübeck Michael Bouteiller, "WHO Healthy Cities Programme" (and its special office for the Baltic Sea Region in Turku), "UBC Health Questionnaire" (the evaluation of all answers has been published in an extra edition and a summary in No.1/ 1999), "Help coordination" (with the call for help to Russian cities) were highlighted. We could write about concrete actions for help, Introduction of Social Institutions in the BSR and many other interesting topics. The second edition in 1999 is focused on social aspects of the Local Agenda 21 in UBC member cities. Articles and comments are welcome.

Ms Petra Hamann, Rostock  
Commission on Health & Social Affairs  
Tel. +49 381 381 1136  
e-mail: [petra.hamann@rostock.de](mailto:petra.hamann@rostock.de)

## COMMISSION ON EDUCATION PLANS

The 2<sup>nd</sup> session of the Education Commission was held in Stockholm on 24 September alongside the V UBC General Conference. The Board consists of the Chairman, Kurt Pettersson & Vice Chairman Ivo Eesmaa. The Commission's Secretary Mare Ellen, a journalist and co-owner of Hiiumaa newspaper, will work to establish the Commission's Secretariat at Kärddla. Later, Ms Susanna Fredin, a representative from the Swedish Institute

([www.si.se](http://www.si.se)), spoke about the possibilities of receiving scholarships and funding exchanges and study visits in the BSR. A presentation of the guidelines for the new Leonardo Programme followed by Mr Fredrik Rydbo, representative of the EU Programme Secretariat in Stockholm. Leonardo da Vinci II will be launched on 1 January 2000 and will run until 31 December 2006 (<http://europa.eu.int/en/comm/dg22/leonardo.html>). During the

workshop the issues related to the website and the UBC classes were discussed. The participants agreed to develop the bulletin board and the brochure on educational matters. The next session is to take place in Riga or Kärddla in 2000.

Mr Kurt Pettersson, Norrtälje  
Chairman on the Commission on Education  
[kurt.pettersson@limno.uu.se](mailto:kurt.pettersson@limno.uu.se)





## N.E.W.S. !

## BUSINESS COOPERATION



## ARCHITECTS AND CITY PLANNERS IN MALMÖ

UBC Commission on Urban Planning organised a seminar in Malmö 1-4.12.1999. Almost 40 cityplanners, architects and civil engineers took part in the seminar. The seminar itself was held in the historical St Gertrud cultural center from the 16th century.

The basic theme of the seminar was Best Practice in Urban Physical Planning. The seminar focused on old harbour and industrial areas. All participating cities were requested to present their own city and their Best Practice example. There were 22 short presentations of our cities and towns. Through this small exhibition of the plans from different cities and towns there was a view over nice examples how to develop urban structure.

An extraordinary presentation from the City of Malmö showed how the Öresund bridge was changing the urban structure of Malmö and what kind of new projects are made in order to link Malmö and Copenhagen together. The massive potential which has the old shipyard areas to develop the centre of the city was shown on maps and sites. The visit in the windy construction site of the Öresund bridge was really impressive - massive experience.

You are welcome to the network of Urban Planning Commission. We will meet next time in Helsinki!

Mr Jussi Kautto, Helsinki  
Chairman of the Commission on  
Urban Planning  
Tel. +358 9 169 2310  
Fax +358 9 175 149

The meeting of the UBC Commission on Business Cooperation took place aboard m/f "Stena Europe" on 18-20 November '99 on the route Gdynia-Karlskrona-Gdynia.

The topics discussed during the meeting were as follows: current matters of mutual cooperation, presentation of the Economical Statistical Information Leaflet and discussion on an action plan of the Commission for the year 2000.

The representatives of Elbląg, Gdańsk, Gdynia, Kolding, Panevėžys, Šiauliai and Ventspils discussed, first of all, the subject and the future activity of the Commission in regard to conferences. The general opinion was that the conferences should give more opportunity for a dialogue between participants.

In order to be well prepared for the next conference which will take place on **20th May, 2000** in Kolding, Denmark, the participants decided to start preparations now. Therefore, all members of the Commission will be asked to specify 1-4 matters in which they have good experience and could be useful for others. On the other hand, they should shortly describe their needs concerning other cities' experiences.

All answers should be mailed to:  
Mr Erling Winther, Director of Industrial  
Development Council of Kolding  
Akseltorv 8, 6000 Kolding, Denmark  
Tel. +45 76 332111, Fax +45 76 332121

Some of the replies could be used as lectures or a subject to group work during the next meeting. A special visiting programme will be prepared for Kolding Conference 2000. The participants of this conference will have a chance to visit the old city, some industrial enterprises, new shopping mall "Kolding Storcenter" and meet some retailers.

*In deep grief we inform you that on November 30th, 1999, Maciej Brzeski, Deputy Mayor of the City of Gdynia and Co-Chairman of UBC Commission on Business Cooperation unexpectedly passed away. He was an extremely active person, engaged in the work for the benefit of Gdynia. He will be remembered as a man of great heart, of incredible professionalism and of openness to innovative ideas as well as sincerity.*

The N.E.W.S. - exhibition of contemporary visual art of the Baltic countries has been successfully opened on 29<sup>th</sup> of October at the Pomeranian Dukes Castle in Szczecin. It will be on show until 5 December and then move to Riga and Visby in 2000.

The N.E.W.S. project, under the UBC patronage, consists of three big scale exhibitions (Szczecin, Riga, and Visby) and four seminars devoted to the current art theory and practice (Visby, Szczecin, Riga, Bornholm). N.E.W.S. emerged from the collaboration between the MARE ARTICUM magazine editors. (Originally, MARE ARTICUM Baltic art magazine has been launched by the UBC Culture Commission in the end of 1997 in Szczecin in close collaboration with 12 associated editors from the region's leading artistic centres).

Out of 50 recommended artists, 22 artists from the 10 countries were selected to come to Szczecin to work on place during one week specially for the N.E.W.S. exhibition. Similar pattern will be adopted in the two other locations.

The exhibition presents the newest trends in the contemporary visual art, including media, video, video installation, painting, objects, as well as various interdisciplinary projects, street actions, radio encounters, performances.

The project goal is to encourage and facilitate collaboration between artists and curators of the Baltic countries. During the N.E.W.S. opening days (29-30.10.99) Szczecin hosted many international critics and curators interested in the Baltic art scene. All the N.E.W.S. host cities - Szczecin, Visby and Riga expressed readiness to strengthen the cultural co-operation and promote further mutual projects. The cities are also the main sponsors of the N.E.W.S. exhibitions.

The catalogue presenting the N.E.W.S. artists was published thanks to the support of the Ministry of Culture and Art in Warsaw.

N.E.W.S. Baltic Contemporary Art Exhibition

Szczecin - 29.10-05.12.1999 in Pomeranian Dukes Castle

Riga - 12.05-18.06.2000 in Noah Gallery

Visby - 15.07-31.08.2000 in Baltic Art Centre, Gotland's Art Museum



## TELECOM AND UBC

Communication technology has made a great leap forward since the UBC Commission was started. Digital traffic is larger than voice and Internet is supposed to pass traditional traffic in 2004.

In 1991, when the Commission on Communication was established, there was a real problem getting in touch between for example Kalmar and Gdańsk. We used the old Telex machine in the harbour office. I also remember the very few international lines connecting St. Petersburg.

In 1999 we are using mobile phone or e-mail. The technological advances has made the Commission on Communications obsolete, which is why it ceased operations at the UBC General Conference in Stockholm.

In 2001 the new Internet2 in US will be 1000 times better than the present Internet. We will be using our WAP-telephones for connecting to the Internet.

Just to give you a small comparison. Download time for a 3,5 minutes video clip using different technologies: 28,8 kbps modem - 46 minutes, 64 kbps ISDN - 10 minutes, 8 mbps ADSL - 10 seconds

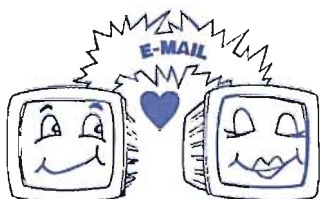
This means of course an increasing possibility to build networks, something that UBC is heavily depending on. Baltic Sea Alliance will be reached from our mobile (WAP) phones and the search for partners will thus be enhanced.

In times of an evolving market in the Baltic Sea Region nothing could be more valuable than "networking on line".

This new situation, having direct contact persons to persons rather than offices to offices will loosen up some of the difficulties we have today.

I am looking forward to the Connected Baltic Sea Region where I can discuss ideas with my friends and colleagues and having an eye contact on my picture-phone. But of course, there have to be normal meetings and conferences because Internet is nevertheless only a meagre substitute to a personal meeting.

by Lars Malmberg



## TRANSFRONTIER COOPERATION

The basic model for the European Union on how to support Transfrontier Co-operation was created long before the Iron Curtain disappeared. The problems along internal EU-borders, especially between Germany and the Netherlands, have inspired the basic thinking to a great degree.

When the Iron Curtain disappeared and the Baltic Sea Region became involved in the European union, the basic concepts behind European Union Transborder Cooperation had to be adjusted to new conditions. One problem is that inclusion of maritime borders in the transborder policies has been complicated and leads to program rules that are not feasible.

This became obvious at a conference on Transborder Cooperation, which is regularly arranged by the European Council. This time the conference took place in Timisoara, Romania on 29-30 October 1999. The Project Manager, Juhan Janusson, represented UBC.

The delegates from the Baltic Sea Region submitted a declaration to the editorial board of the conference

resolution. The declaration highlighted, among others, that countries on both sides of the Baltic Sea are each other's neighbours and thus should be eligible for cross-border support the same way as countries with land-borders in other parts of Europe. The programs should include eligible actions specific for maritime orders, for example support for ferry harbours and connections, as well as flight connections.

The result was that the final declaration included a call to the European Union to pay special attention to the problems of cross-border cooperation in future EU programs, like Phare CBC and Interreg programs. This declaration should be followed-up so the European Union pays more attention to the special cross-border problems in the Baltic Sea Region.

The conference was otherwise influenced by what happened in the vicinity of the conference venue – after all, it was only 120 kilometres from Belgrade and the special cross-border problems they have there.

## EU MONEY TO UBC NETWORK!

The Swebaltcop program of EU has finally decided to support the UBC EU Coordinators network by financing three seminars and the creation of a section on UBC home page dedicated to EU-information.

Several cities have installed EU coordinators in their staff and still more are planning or considering doing so in the near future. In general, an EU coordinator is a person who is the main responsible for EU related questions in the city administration. It is essential to work through networks with other cities, authorities and organisations in these issues in order to get and give information, find partners and to formulate strategies and aims for the work.

The main aim for the UBC EU Coordinators network is to create a forum for exchange of information, knowledge and experiences between the EU coordinators. One side effect will be training of the EU Coordinators in the eastern UBC member cities.

The project activities will consist of three seminars and the construction of a homepage for the EU coordinator network on the Internet. It is highly recommended that participants take part of all three seminars.

The 1<sup>st</sup> seminar will take place in Tartu, Estonia, in January 2000.

Theme: *The role of the EU co-ordinator in the local authority*

The 2<sup>nd</sup> seminar is planned to Nacka, Sweden in March 2000.

Theme: *The integration process to the European Union*

The 3<sup>rd</sup> seminar is planned to Gdańsk, Poland in May 2000.

Theme: *EU-projects*

Further information:

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EU Coordinator of Kalmar  
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karin.wessman@kommun.kalmar.se



# INTERREG III - A NEW STRUCTURE

The EU Commission published a draft text of the Interreg III program. The new commissioner for Structural Policies, Mr Michel Barnier, hopes that Interreg III will make it easier to prepare the EU enlargement, at the same time keeping the former main purpose, which is to bring the EU citizens closer. One important difference is that it is more than four times as large in terms of money available.

The overall aim of the INTERREG Initiatives is that national borders should not be a barrier to the development and integration Europe. Actions in relation to the border areas between Member States and between the EU and non-member countries is at the heart of the Initiative.

The minimum size of projects will be 2 million.

The new INTERREG will have three activity areas or "strands":

## Strand A

Eligible areas of projects under Strand A are all neighbouring regions in Europe close to a border. The Baltic Sea is not considered a border as such in Strand A, and thus the only eligible areas at the Baltic Sea Coast are the Kreises in Germany at the Polish and Danish border, parts of east and south Denmark, Scania in South Sweden, Stockholm County, South Finland and most of the coast of the Gulf of Bothnia.

50-80 % of the total funding shall be allocated to Strand A, depending on national priorities. Priority areas are, among others, SME developments, labour market integration, sharing human resources, protection of the environment, improvement of transport and energy efficiency.

## Strand B

Strand B is more transnational than cross-border. Eligible regions do not have to be immediately adjacent. Strand B can be considered a continuation of Interreg IIC, with similar aims and groupings of areas of interest.

The projects should deal with operational spatial development strategies on a transnational scale, including cooperation among cities and between urban and rural areas, promoting polycentric and sustainable development. Among fields of actions are to promote efficient and sustainable transport systems and access to the information

Ouverture programs. Strand C covers exchange of experience and good practice under Strands A and B, as well as co-operation actions related to other topics such as research, technological development and SMEs; the information society; tourism, culture and employment; entrepreneurship and environment, etc. This is by far the smallest strand financially. All regions in EU are eligible regardless of locations.

## Partnerships

A wide partnership must be developed; including not only "institutional" partners from national, regional and local authorities, but also economic and social partners and other relevant competent bodies.

Special concerns regarding financing the participation of partners from Phare countries are taken. The problems regarding lack of co-ordination between Phare and ERDF have been eliminated. The implementation of the program will be brought down from Brussels to the regions, and several bureaucratic rules from Interreg IIC have been eliminated.

The draft guidelines will be discussed with the EU member states. The final version will be published in the beginning of next year. The member states have six months to prepare and present national Interreg III programs. The EU Commission has five months to agree on the national programs.

The program will be effective earliest 2001. The projects will be very large in terms of money. Well prepared projects where there is time for lobbying and networking has much greater chance to be approved those projects that have been created very hastily. So it is time to start already now with plans and ideas for projects. The aim should be to get as much EU money for projects to our Baltic Sea Region as possible.

Juhan Janusson  
juhan@post11.tele.dk



*Strand B areas in the Baltic Sea Region*

society, promote the preservation of the environment and good management of natural resources. Eligible areas for Strand 2 are found in eleven, partly overlapping regions in Europe. The Baltic Sea region is one of them, as shown at the map. The only UBC member city which is not located in an eligible region is our Board member city of Bergen.

## Strand C

is intended for Interregional co-operation to create better methods for economic development. This Strand replaces the former RECITE and Ecos-



## III. Member Cities in Action



*Teachers from Gdynia and Karlskrona visited Baltijsk*

### Trilateral Schools Contacts

The Foreign Relations Department of the District Administration of Baltijsk together with a group of teachers from Chapman School in Karlskrona organized a visit to school 14 in Baltijsk for a group of colleagues from Chapman School and A. Mickiewicz School in Gdynia.

The guests were met with the national Bread-and-Salt custom, so the atmosphere of meetings between representatives of the three cities was very sincere. Baltijsk and Karlskrona have been twin-cities already more than 4 years. Contacts between Baltijsk and Gdynia have developed positively. The success of Gdynia in development of international relations excites our constant and growing interest.

The visit of teachers from Gdynia and Karlskrona to Baltijsk was a result of development of our good neighbour relations. Among the many interesting topics for a dialogue was the experience of running a versatile training in Chapman School, the international experience of schools, expansion of opportunities to study languages and international questions, creation a Museum - laboratory "Ecology of the Baltic Sea" at school 14 of Baltijsk. Chapman School and A. Mickiewicz School have already established partner relations and carry out an international exchange of teachers and pupils groups. Friendly relations connect the Swedish teachers and teachers from a school in Klaipėda. Probably the Baltijsk School will become the next element in a growing network of schools in the Baltic Sea area.

### EU Summits in Baltic Cities

EU Presidency rotates between the EU members. Finland holds the EU presidency the second half of 1999, and Sweden will hold it in 2001. Tampere and Nyköping have had and will have important meetings on top European level on those occasions.

The first EU-summit under Finnish presidency was held in Tampere. In addition to the Special European Council 15-16 October, Tampere hosted three ministerial meetings and six other conferences linked to the EU-presidency.

Tampere offered a unique conference venue for all EU-meetings. Most of them took place in Vapriikki Museum Centre. European ministers and heads of states met inside the red brick walls, where locomotives and paper machines were manufactured only a few years ago.

The Informal Foreign Ministers' Meeting is one of the most important ministerial meetings during Sweden's presidency year 2001. Nyköping will host opportunity to put Nyköping on the world map and spread the message that all visitors receives a warm welcome here. Although no formal decisions will be taken, ministers will draw up important frameworks for future EU policy.

In addition to the foreign delegations accompanying the ministers, Nyköping will play host to more than 500 journalists from all over Europe.

The choice of Nyköping for the Foreign Ministers' Meeting fits in exceptionally well with the strategy to market Nyköping as the Banqueting Town that warmly welcomes visitors.



*EU heads at Tampere summit*

### Twinning Link Gdynia-Liepāja

Gdynia now also has a Latvian city as member of the Baltic Ring of Gdynia Twin Cities. Liepāja is a Baltic port and the third largest city in Latvia.

The main aim of the project "Presentation of the city and region of Liepāja" was to present the potential of both cities and to sign the agreement on cooperation. The Phare Small Project Fund contributed financially. A group of 29 people from Liepāja participated in the project.

The presentation of Liepāja enabled all to get to know the economic, cultural and scientific potential of that city.

Representatives of specific depart-

ments of the City Hall of Gdynia and the City Council of Liepāja were present during individual meetings aimed at exchange of experiences, getting to know the structure and functions and search for common fields of cooperation in the future.

The project was carried out during the 1<sup>st</sup> International Fair "Euroregion Baltic Expo '99", organised in the exhibition centre World Trade Centre Gdynia-Expo. The cover themes of the fair were tourism, ecology, culture and economy.

Further information:  
Ms Monika Pawlińska  
City of Gdynia  
Tel. +48 58 6208312



## Saving Power at Schools

In 1996, the City of Kiel launched the 'Fifty Fifty for Kiel's Schools' project to reduce heat, power and water consumption in the schools and to reduce harmful emissions and save money by promoting energy-conscious behaviour. 45 percent of the costs saved are made available to the schools as a bonus.

The City of Kiel has decided to be a 'climate-protection city'. The city and its citizens should bring a lasting reduction of gases contributing to the 'greenhouse effect'. Around half of the heating energy, more than a third of the electricity and approximately a quarter of the water used by municipal buildings are consumed in schools. The costs amount to more than DM 6 million per year.

Climate protection is not only energy saving, it is also an educational task and therefore a particular challenge for schools.

'Fifty Fifty' is an Agenda 21 project, in which many people are involved: teachers, school children, headmasters, parents, the utility company, the Kiel Greenpeace Group, members of the municipal staff of Kiel and others.

Rules of behaviour were, for example: Close the doors on entering or leaving a room, 'massive ventilation' during the breaks, switching off the lights when not needed. Children were made more aware of room temperatures by installed thermometers. On the outside doors, children paint signs to remind people to switch off the lights and close the doors. Older children make posters calling for power-saving. In mathematics classes, data from the climate and energy sectors is used, and so on. Everybody is on the lookout for inefficient or wasteful uses of power and leaking water installations.

30 out of the 78 schools in Kiel were able to save a total of DM 290,000 in energy and water costs and were awarded DM 145,000 in bonuses. The environment was saved the burden of 467 tonnes in CO<sub>2</sub> emissions. Several schools were awarded the Kiel Environmental Prize for their commitment.

These successful results motivated Kiel to continue for three more years.

Further information:  
Mr Jens Rasmussen  
Kiel Environmental Office  
Tel. +49 431 901 3737

## Action for a safer community

Kristiansand has many challenges of large cities like crime, drugs, abuse and violence. The municipality has developed strategies to involve the citizens in creating a safer community. Many have to join their forces, such as police, all sectors in the municipality, schools, parents associations and NGO's. Parents play a key role. We will present 2 examples of "citizens in action":

### Natteravn-service

*Natteravn* means nightjar, a bird that flies around at night. About 20 adult volunteers are patrolling the streets where youths normally meet Saturday nights. Most of the *natteravn*-people are parents. They experience what the town is like at night and what young people, often including their own kids, do in town.

The *natteravn*-volunteers first meet for information on how to react in certain situations, get updated news and information about where to meet for a meal during the evening.

The arrangement started in 1991 and has existed since. It is organised and administrated through the education sector. The goal is to share the *natteravn*-patrolling between many people. The presence of *natteravn*-adults has led to less crime and violence. The youth calm down and feel more safe and secure when they are in the city centre Saturday nights.

### Neighbourhood watch

Neighbours have an agreement to look after each other's homes. They empty the mailbox if the neighbour is away or report to police about suspicious persons or activities. Neighbourhood watch arranges social events some areas, like show care when someone is sick, or visit each other in case of burglary.

The police regularly invite the area-coordinators to meetings and seminars. Neighbourhood watch is at way of engaging people in areas where they live and have their local identity and interest.

Mr Tone Stang Astrup  
Crime preventing coordinator  
City of Kristiansand  
e-mail: tone.stang.astrup@krkom.no



## Business join forces

The business development agencies in Kotka, Næstved, Lübeck and Skurup have formed the *Hanse Business Network*, a permanent working group to actively support small and medium sized companies (SME) in exploring new markets around the Baltic Sea.



The partners have long experiences in working together to increase the support and service for SME's.

An extensive service portfolio has been put together which will be offered to SME's in the regions. The Business Service Center concept will allow companies from the partner regions to use free office facilities in the partner regions.

A second cornerstone is the extensive information supply over the Internet. Prior to the *Hanse Business Network*, the partners built a considerable information database which will form the core of the future InfoService.

Finally, the Hanse Business Network will continue with the annual business meetings which up to now have attracted more than 100 companies annually from countries around the Baltic Sea. These meetings usually focus on a specific business areas. Companies report that they are a good tool for getting in contact especially with partners from Estonia, Latvia and Lithuania.

The *Hanse Business Network* has moreover a project application pending with the European Commission to be included in the BRE (Office for Company Cooperation) network.

In the mid-term future the *Hanse Business Network* plans to expand into Estonia, Latvia and Lithuania to further strengthen the business relations between companies in these areas. Other members from regions around the Baltic Sea are welcome to join the network.

Further information:  
Mr Björn P. Jacobsen  
Lübeck Business Development Corp  
Tel. +49 04 51 / 7 06 55 - 0  
e-mail: jacobsen@luebeck.org.



## European City of Culture 2000

Each year since 1985 one city has been selected by the European Union as a cultural capital. To celebrate the turn of the century in 2000 the European Union designated 9 cultural cities. These cities will collaborate on various levels and work closely on a number of joint projects. This cultural cooperation between European cities is unique and will create an unprecedented synergia between 3 cities in the north, 3 cities in the centre and 3 cities in the south of Europe. The cities are Avignon, Bergen, Brussels, Bologna, Helsinki, Kraków, Prague, Reykjavik and Santiago de Compostela.

The City of Bergen has established the "Foundation Bergen 2000" to organise the year of culture. The foundation will create the content and program together with the cultural institutions and organisations of western Norway.

This is Norway's first European city of culture. For the first time Norway will be strengthening and focusing on our rich traditions and the openness of new artistic tendencies in a pan-European context. For Norway this is an exciting meeting between nine European regional and urban cultures.

Bergen, as an European city of culture, is to be a partnership with the regions cultural life. The foundation has received more than 700 proposals for collaborative projects. 180 projects will be supported by the Foundation Bergen 2000, another 100 will be included in the programme.

A preliminary programme will be presented the 28th of April, the main programme before Christmas, this year.

The foundation "Bergen 2000" has signed several sponsorship agreements with major Norwegian corporations, and is working closely with the tourist trade.

On February the 17th. 2000 the cultural year opens. The year has 3 programme seasons; "Dreams" in the spring, "Roaming" in the summer and "Spaces" in the autumn. Each season will contain both profiled art projects and spectacular folk-festivals. A focus on Bergen is planned in the spring and autumn, during the summer the focus will cover all of the western fjord region of Norway.

Further information:  
Bergen 2000  
Tel. +47 55 55 2000  
Fax +47 55 55 2001

## Baltic Business School

The University of Kalmar, will during the year 2000, start the Baltic Business School. The school is to be a knowledge and competence centre for trade and tourism in the Baltic Sea region, and is as such a bridge between west and east.

The Baltic Business School will offer three four-year degree programmes: Business Economics, Tourism Management and Systems analysis and design. Within the scope of these there will be room for individual specialisation during the two final years. During the education, students will be working with research and be placed in real life situations. Students will in this way become attractive to all the national, as

well as international enterprises, which are operating in the region.

Lecturers from the business community, host companies, project work, real cases, IT, student exchange, student responsibilities, rhetoric training, reflection, current affairs debates - are some of the recipes we will use for creating a reflective and active student.

### Further information:

Baltic Business School  
University of Kalmar  
Tel. +46 480 446000  
e-mail: info@bbs.hik.se

## Big Accident in Pärnu!

A minibus and a tank lorry collided at the Via Baltica 25 kilometres south of Pärnu, Estonia September 13<sup>th</sup> 1999. The minibus caught fire, and two persons were instantly killed. In an attempt to avoid the crash, a bus instead crashed with a jeep. About ten persons were killed, and around 20 were injured, many severely. The first rescue teams arrived at the scene within ten minutes, and soon teams from the fire brigade, police, ambulance service and other authorities were busy saving lives, closely monitored by a team of experts from Norrköping as well as various authorities in Estonia.

The whole accident was the final event of the cooperation project "Via Baltica Accident Management" between Pärnu and Norrköping. UBC was involved in the project preparation stage, which gave also UBC the opportunity to be an observer at



the event. Besides mutual study visits and the accident management exercise, the project also consisted of material improvement of various rescue equipment. The project will also result in a book describing how to carry out accident exercises.

Pärnu is located at the Via Baltica, which is one of the strategic development projects of the EU. However, also cities will be affected by the upgrading of Via Baltica when traffic grows, among others because of accidents which engages the rescue and accident preparedness in cities.

The accident exercise showed that the preparedness in Pärnu is rather good, but improvements are needed, specially concerning organisation and management routines at the accident site.



## CITIES – MEMBERS OF THE UBC EXECUTIVE BOARD:



UBC Executive Board members at the meeting in Šiauliai, 27 November 1999

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### ATTENTION Member Cities !!!

The theme of the next bulletin will be "URBAN PLANNING IN BALTIC CITIES". Everyone is welcome to send material to be published in it.

The deadline for contributions is 31 March 2000 – please respect it.

The Editorial Board wishes following contributions to the bulletin:

- Stories related to the theme
- Short news about activities in the cities
- Vivid and creative photographs to the stories

Please do not hesitate to contact the UBC Secretariat in any questions relating to the Baltic Cities Bulletin!



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**Union of the Baltic Cities (UBC) is a network of currently 96 member cities from all 10 Baltic countries, with an overriding goal of contributing to the democratic, economic, social, cultural and environmentally sustainable development of the Baltic Sea Region.**

**The Union has based its operational activities on nine working Commissions on Business Cooperation, Culture, Environment, Education, Health and Social Affairs, Sport, Tourism, Transportation and Urban Planning. The Commissions coordinate and execute specific projects, activities and special events. Each city is capable to have its own creative and fully independent input to the Commissions' work.**

**The Union has an observer status with the Council of the Baltic Sea States (CBSS), the Parliamentary Conference on Cooperation in the Baltic Sea Area, the Helsinki Commission (HELCOM) and the Council of Europe's Congress of Local and Regional Authorities (CLRAE).**

**The Union is open for new members. Any coastal city of the Baltic Sea or any other city interested in the development of the Baltic Sea Region may become a member of the Union by making a written declaration of its will to enter UBC.**

**Please contact the Union's Secretariat in Gdańsk for more information about the UBC work and the rules of entering the Union.**