

Tourism. Sustainable. 2030.

With the participation of



Time: 16:30-17:30

Venue: Fogelström

Tourism can and should be a key driver of sustainable development in the Baltic Sea Region. How can tourism contribute to the global 2030 and Baltic 2030 agendas for sustainable development? How can we align past initiatives and current trends to establish the Baltic Sea macro-region as a model region for sustainable tourism? What are the strategic, political and operational preconditions?

In September 2015 the United Nations General Assembly adopted the ‘2030 Agenda for Sustainable Development’ along with 17 sustainable development goals and 169 associated targets. In support of, and with a view to actively contributing to the global agenda, the Council of the Baltic Sea States (CBSS) member states have recently renewed their commitment to sustainable development in the ‘Baltic 2030 Declaration’. Tourism as a cross-cutting and much localized sector, which benefits from, and at the same time depends on the preservation of destinations’ natural and cultural resources, is a natural driver of sustainable development. Moreover, the United Nations World Tourism Organization (UNWTO) has declared 2017 ‘The International Year of Sustainable Tourism for Development’ – IY2017. Therefore, tourism should form an integral part of the Baltic 2030 process. How? This is the key question we would like to tackle during the workshop.

Our discussion will be based on the following insights from the Sustainability Session at the 9th Baltic Sea Tourism Forum which was held on 19-20 October 2016 in Pärnu | Estonia:

- The IY2017 is the perfect opportunity for tourism stakeholders in the Baltic Sea region to jointly foster sustainable tourism development.
- Try to link the various levels of action in the process, combine top-down and bottom-up approaches, look beyond your sector.
- Do not reinvent the wheel: Use the “Strategy for Sustainable Tourism Development in the Baltic Sea Region” (2011 | 2007) as a starting point.
- Measurability | comparability and benchmarking are essential in the implementation at destination | accommodation level.

Against this background, we have invited the following speakers to the workshop:

- Christopher **IMBSEN** from the UNWTO will set the scene and put our discussion into the global context of the Sustainable Development Goals (SDGs) and the 2017 International Year of Sustainable Tourism for Development.
- Bente **GRIMM** from NIT will present the key elements and challenges of the “Strategy for Sustainable Tourism Development in the Baltic Sea Region” as well as the preconditions for its successful reinvigoration.
- Hartmut **REIN** from BTE will introduce a practical tool for the sustainable structuring of tourism destinations and tell us why this is so important.

These inputs will help us in our discussions of how tourism can contribute to the Baltic 2030 process. What are the preconditions for establishing a model region for sustainable tourism in the BSR? Is the Strategy a good starting point? How can we link the different levels of activity?

Participants

Confirmed speakers:

Christopher **IMBSEN**, Deputy Regional Director for Europe, UNWTO

Bente **GRIMM**, Project Manager, Institute for Tourism Research in Northern Europe (NIT)

Prof. Dr. Hartmut **REIN**, Director, BTE Tourism and Regional Consulting

Guests:

Krista **KAMPUS**, Head of the Sustainable Development Unit “Baltic 2030”, CBSS.

Workshop

Main organizer: Ministry of Economics, Construction and Tourism Mecklenburg-Vorpommern| Policy area tourism coordination

Seminar contact person:

Anja Gelzer

Sub-objective of the EUSBSR:

Connect the Region: Connecting people in the region

Increase Prosperity: EUSBSR contributing to the implementation of Europe 2020

Increase Prosperity: Improved global competitiveness of the Baltic Sea Region

Increase Prosperity: Climate change adaptation, risk prevention and management