

CREATING A TOOLBOX FOR IMPROVING THE COMMON IDENTITY OF THE BALTIC SEA REGION, BASED ON THE NATURAL AND CULTURAL HERITAGE.

BALTIC SEA REGION PROGRAMME AREA 2007-2013

- EU Member States
- non-EU States



CONTACT

LEAD PARTNER

University of Greifswald
Institute of Geography and Geology
Makarenkostrasse 22
D-17487 Greifswald | Germany

PROJECT LEADER

Prof. Dr. Wilhelm Steingrube
Phone + 49 3834 864 540
Fax + 49 3834 864 542
baltic21@uni-greifswald.de

PROJECT COORDINATOR

Dipl. oec. Betina Meliss
Phone + 49 3834 864 541
Fax + 49 3834 864 542
agora@uni-greifswald.de

MORE INFORMATION

www.agora2-tourism.net
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HERITAGE TOURISM FOR INCREASED BALTIC SEA REGION IDENTITY

PILOT PROJECT GROUPS

Red-Brick Gothic
Castles
and Museums
Forest
Shifting sand dunes
Stones (rocks)



ERNST MORITZ ARNDT
UNIVERSITÄT GREIFSWALD





BACK GROUND

Numerous projects and activities in the past demonstrated the impressive variety of attractive natural and cultural assets of the Baltic Sea Region.

AGORA 2.0 focuses on fostering the common identity of the Baltic Sea Region by highlighting, developing and marketing natural and cultural heritage as business environment and outstanding strength of the region.

The Lead Partner is involved in the CBSS Expert Group on Sustainable Development – Baltic 21 (Council of the Baltic Sea States). AGORA 2.0 was approved as a Baltic 21 Light-house project. It contributes to the implementation of the EU Strategy for the BSR as a part of the flagship project 12.7- developing strategies for sustainable tourism.

AIMS

- to make the Baltic Sea Region more visible, even outside its formal borders
- to provide market research data on heritage tourism, especially for tourism SME (web based)
- to improve the accessibility of natural, cultural and historical heritage
- to increase the common identity of the BSR
- to develop new innovative heritage tourism products
- to work on solutions for sustainable use of heritage potentials – between the sectors business, tourism and heritage

PROJECT STRUCTURE

BASTIS

Baltic Sea Heritage Tourism Information Service

- Compilation of existing data and market research results relevant for BSR heritage tourism
- Set-up of a web-based Information Service (BASTIS) – free accessible to tourism SME
- Identification of source markets and potential target groups for different BSR heritage tourism offers
- Development and implementation of a standardized benchmarking tool for SMEs and destinations
- BSR Image Analysis

WWW.BSR-IDENTITY.NET

PLEASE
VOTE
ONLINE!

HERITAGE SCOUT

- Collection and assessment of potentials for cultural and natural heritage
- Set-up of a web based BSR heritage panel
- Ranking: 6 BSR Wonders
- Sustainable use of heritage: business sector & tourism sector & heritage organisations
- Inspirations for developing innovative tourism product ideas
- Common Identity Profile

PILOT SOLUTIONS

Red-Brick Gothic, Castles and Museums, Forest,

Shifting sand dunes, Stones (rocks)

- SWOT analysis on use of heritage potentials
- Visitor surveys (expectations)
- Transnational analysis on common identity profile
- Moderated workshops for generating innovative ideas
- Development and implementation of tourism products

PROJECT PARTNERS

BELARUS

- Belarussian Association Country Escape

DENMARK

- Copenhagen Business School

ESTONIA

- NGO West-Estonia Tourism
- Estonian Heritage Society
- Narva City Government

FINLAND

- Finnish Tourist Board
- National Board of Antiquities, Häme Castle

GERMANY

- University of Greifswald, Institute of Geography
- Institute for Tourism and Recreational Research in Northern Europe
- German Association for Housing, Urban and Spatial Development
- Entrepreneurs Association Rostock and Surrounding

LATVIA

- Latvian Country Tourism Association Lauku Celotajs
- Latvian Fund for Nature
- Latvian Tourism Development Agency

LITHUANIA

- Administration of Neringa Municipality
- Lithuanian State Department under the Ministry of Economy

POLAND

- National Foundation for Enterprise Culture
- Regional Development Agency of Koszalin
- County of Leborg
- Association »Sustainable Development«, Gdansk

SWEDEN

- Baltic Sea Tourism Commission (BTC)
- Skokloster Castle