

10-13 November, PALANGA, LITHUANIA

# 13th Baltic Sea Tourism Forum

Reviving tourism in times of global change

## Preliminary Programme



European  
Regional  
Development  
Fund

## Initial situation and major aims of the Baltic Sea Tourism Forum

In 2008, the then Ministry for Economy, Employment and Tourism and the Tourist Board of the German state of Mecklenburg-Vorpommern initiated the first Baltic Sea Tourism Forum (Summit, BSTF) which took place in Rostock/Germany. The key aims of this tourist rapprochement process were to develop forms of collaboration to complement the countries and regions' tourism strategies in a meaningful way and offer the Baltic Sea a better place on the market of tourism destinations.

Major aims of the BSTF are to:

- support a sustainable and balanced development of tourism and voice the interest of the tourism economy in the Baltic Sea Region (BSR);
- strengthen the sustainable, responsible and innovative cooperation of all BSR countries and exploit the existing international development potential more efficiently;
- provide and secure a permanent platform for information and know-how exchange with the BSTF for a continuous collaboration on the basis of a multilevel process;
- position the Baltic Sea as a coherent travel destination on the global tourism market and promote the area as an attractive, safe and natural destination for international and local travellers;
- introduce innovations and digitalisation as a tool for tourism recovery.

Since 2012, the annual BSTF is closely linked to the implementation process of the Policy Area Tourism in the EU Strategy for the BSR. It contributes strongly to the aims of the macro regional strategy, the revised action plan and defined actions adopted by the European Commission in 2015.

## Objectives of the 13th BSTF 2020

Under the heading of [Reviving tourism in times of global change](#), this year's BSTF is dedicated to ideas and impulses for new ways in which we develop the tourism industry at regional, national and international level.

The 13<sup>th</sup> BSTF is one of the events of the Lithuanian Presidency of the Council of the Baltic Sea States 2020-2021. The Presidency is focusing on achievable, practical and visible priorities and one of them is dedicated to sustainable development, green and maritime tourism as an important sector in reviving regional economy, increasing regions' visibility and offering employment opportunities to young people.

The Presidency intends to work on a new forward-looking Vilnius Declaration 'A Vision of the Baltic Sea Region until 2030', which will partly be the vision of the future of tourism in the Baltic Sea Region. This tourism vision will be worked out during the BSTF.

The BSTF will be hosted online and welcomes you on four days, thus giving participants the chance to select among the sessions or - of course - visit all of them.

On 10 November 2020, we are inviting you to join the [Warming up for the Forum](#). This part gives an overview of changes the Coronavirus has and could bring about in tourism mobility and offers best practices in the field of sustainable tourism development and youth.

On 11 November, the EUSBSR PA Tourism Steering Committee Meeting as well as the election of the first Sustainable Tourism Award (STA) takes place.

On 12 November, the official BSTF takes place. The session [The future of transnational cooperation](#) focuses on the political framework for cross-border cooperation within the EU and the BSR. With the session [Adapting to changes and rethinking tourism](#) we want to discuss experiences and possibilities on how to deal with changes in travel behaviour as well as ways to recover from Coronavirus-related crisis with smarter and innovative solutions.

The 13<sup>th</sup> BSTF closes on the 13 November 2020 with the ministerial meeting [Times of new beginnings - Where do we go from here? BSR 2030](#). This session brings together tourism ministers from the Baltic Sea countries providing a platform for discussing regional and European tourism.

## Target Audience

The BSTF addresses tourism stakeholders that show common interest in international cooperation and that are convinced about the added value of transnational collaboration in the Baltic Sea macro-region, in particular:

- representatives of the government institutions and national tourism organisations of the BSR,
- officials of national and regional as well as local public authorities,
- project leaders and project partners of tourism-related EU projects,
- private tourism operators and experts of the sector,
- academia.

## Hosts and Organisers

Ministry of the Economy and Innovation of the Republic of Lithuania, Palanga resort municipality, Mecklenburg-Vorpommern Tourist Board, Policy Area Tourism of the EU Strategy for the BSR.

## Technical Details

The programme (update), registration forms and more information can be found on [www.bstc.eu/bstf/13th-bstf](http://www.bstc.eu/bstf/13th-bstf) and [www.eimin.lrv.lt/en/sector-activities/tourism-sector-activity/international-tourism-events](http://www.eimin.lrv.lt/en/sector-activities/tourism-sector-activity/international-tourism-events).

## BSTF Contact Point

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## Programme 10 November, Tuesday

**WARMING UP FOR THE FORUM. 'SUSTAINABLE ENTREPRENEURSHIP DURING CHALLENGING TIMES'**

**MODERATION:** Dr. Mindaugas Brazauskas, Sport, Recreation and Tourism Department of Klaipėda University

- 11:00-11:30      **The impact of COVID-19 on the tourism industry: new reality and new opportunities**  
Mr Vitalij Vladykin, Research Manager of Services and Payment, Euromonitor International Strategic Market Research Provider
- 11:30-12:00      **Youth networking for sustainable tourism development in the BSR STENetY**  
Dr. Diana Šaparnienė, Professor of Sport, Recreation and Tourism Department of Klaipėda University, Lithuania
- 12:00-12:30      **How COVID-19 could change mobility**  
Prof. Stefan Gössling, Professor of Tourism, Linnaeus University, School of Business and Economics, Kalmar, Sweden
- 12:30-13:00      **Understanding Gen Z travellers and their preferences in the context of COVID-19**  
Ms Lyublena Dimova, Research Project Manager, European Travel Commission

## Programme 11 November, Wednesday

- 09:00-12:00      **EUSBSR PA Tourism Steering Committee Meeting (by invitations only)**  
Election Sustainable Tourism Award by the Steering Committee
- 14:00-16:00      **1st Sustainable Tourism Award of the BSR**

## Programme 12 November, Thursday

09:30-10:00 Online Registration & Online Welcome Coffee

### OPENING OF THE 13TH BALTIC SEA TOURISM FORUM

**MODERATION:** Mr Björn Arvidsson, Head of Research and Innovation at the Swedish Tourism Innovation Center

10:00-11:00 **Mr Zurab Pololikashvili**, Secretary-General of the UNWTO  
**Mr Grzegorz Poznanski**, Director General of the Secretariat CBSS  
**Mr Eduardo Santander**, Executive Director of the European Travel Commission  
**Mr Rimantas Sinkevičius**, Minister of the Economy and Innovation of the Republic of Lithuania  
**Mr Neris Germanas**, Vice-Minister of Foreign Affairs of the Republic of Lithuania  
**Mr Šarūnas Vaitkus**, Mayor of Palanga

### 1<sup>st</sup> SESSION. THE FUTURE OF TRANSNATIONAL COOPERATION

**MODERATION:** Mr Björn Arvidsson, Head of Research and Innovation at the Swedish Tourism Innovation Center

11:00-11:30 **New challenges for European Tourism: skills, digital transformation, new business models**

Intervention by

**Ms Anna Athanasopoulou**, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, Unit F.4. Tourism, Textiles and Creative Industries

11:30-12:00 **A roadmap for the future of the Policy Area Tourism**

Intervention by

**Ms Andrea Krabbe**, Policy Area Coordinator Tourism of the EU Strategy of the BSR

12:00-13:00 Break for lunch

## 2<sup>ND</sup> SESSION. ADAPTING TO CHANGE AND RETHINKING TOURISM

**MODERATION:** Mr Darius Liutikas, Adviser to the Minister of the Economy and Innovation, Lithuania

13:00-14:30      **Domestic travel as the new normal? How the BSR deals with the shift in travel behaviour**

Introductory statement and moderation by

**Ms Susanne Marx**, Stralsund University of Applied Sciences, Mittelstand 4.0-Kompetenzzentrum Rostock

Interventions and discussion by

**Ms Marie Zürnstein**, Deputy Head of the Department of Development, Mecklenburg-Vorpommern Tourist Board

**Mr Dalius Morkvėnas**, CEO of Lithuania Travel

**Ms Liina Maria Lepik**, Director of the Estonian Tourist Board

**Ms Caroline Strand**, CEO of Visit Stockholm

**Ms Ida Honkanen**, Ministry of Economic Affairs and Employment of Finland

**Ms Marta Chełkowska**, Director of the Tourism Department of the Marshal's Office of the Pomorskie Voivodeship

14:30-15:00      **Smart Tourism and recovery from COVID-19-related crisis**  
**Prof Dimitrios Buhalis**, a Strategic Management and Marketing expert with specialisation in Information Communication Technology, Smart Environments and Interactive Marketing (UK)

15:00-15:15      **Invitation to the 14th Baltic Sea Tourism Forum (2021)**  
and  
**Closing Remarks**

## Programme 13 November, Friday

**MODERATION:** Ms Daria Akhutina, Senior Adviser for Sustainable & Prosperous Region, CBSS

10:30-12:00      BSR Tourism ministers' meeting (by invitations only)  
**Times of new beginnings - Where do we go from here? BSR 2030.**