



“AGORA – Sustainable tourism development network in the Baltic Sea Region”

- contributions to a sustainable tourism development

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Project background

The agenda 21 for the
Baltic Sea Region, Baltic 21



Initiators

Baltic 21 Tourism Task Force (TOUTF)

including members from the different Baltic Sea
States as well as from international organisations



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Intention

- Compile and integrate knowledge & experiences on sustainable tourism in the Baltic Sea Region (BSR)
- Make it accessible for the tourism development in the BSR and Europe
- Strengthen the competence and capacity of tourism stakeholder in the BSR and join their forces in a common network
- Develop a strategy for sustainable tourism development in the BSR



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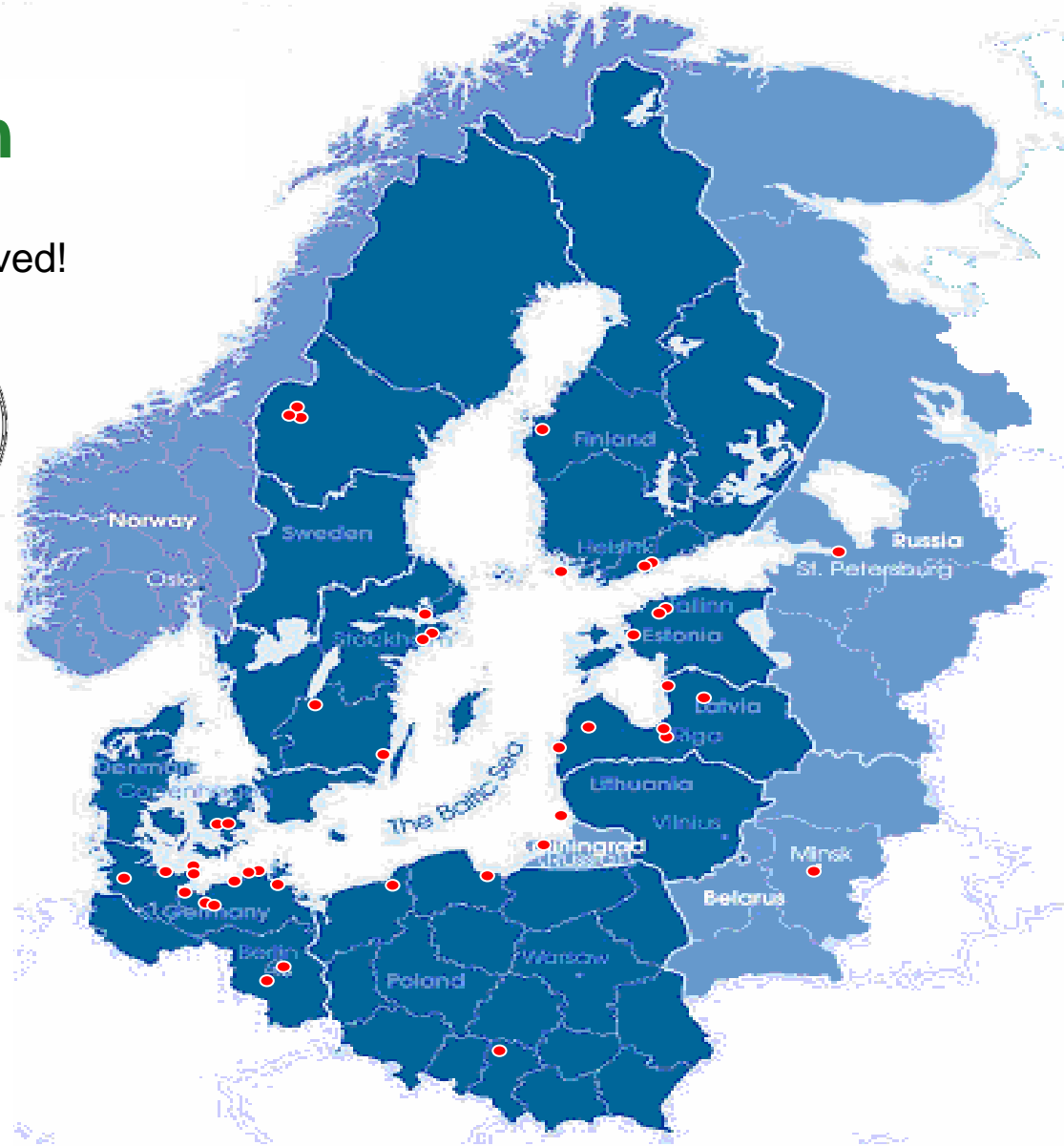
Pan-Baltic approach

44 partners from 10 BSR states involved!

Lead Partner:
University of Greifswald,
GERMANY



Prof. Dr. Wilhelm Steingrube
Head of the Institute of
Geography and Geology



BELARUS
DENMARK
FINLAND
ESTONIA
GERMANY
LATVIA
LITHUANIA
POLAND
RUSSIA
SWEDEN



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“Sustainable development - Challenge for growth of competitive tourism sector”

Project Structure

Work Packages

WP 1
Service Centre

Information &
Service Hub
„YEPAT“

Capacity Building
& Trainings

WP 2
**Methodologies
& Strategies**

Toolbox

Sustainability
Check

Strategy Factory

WP 3
Pilot Projects

Tourism
& Agriculture

Tourism & Nature

Tourism & Culture

Tourism & IT



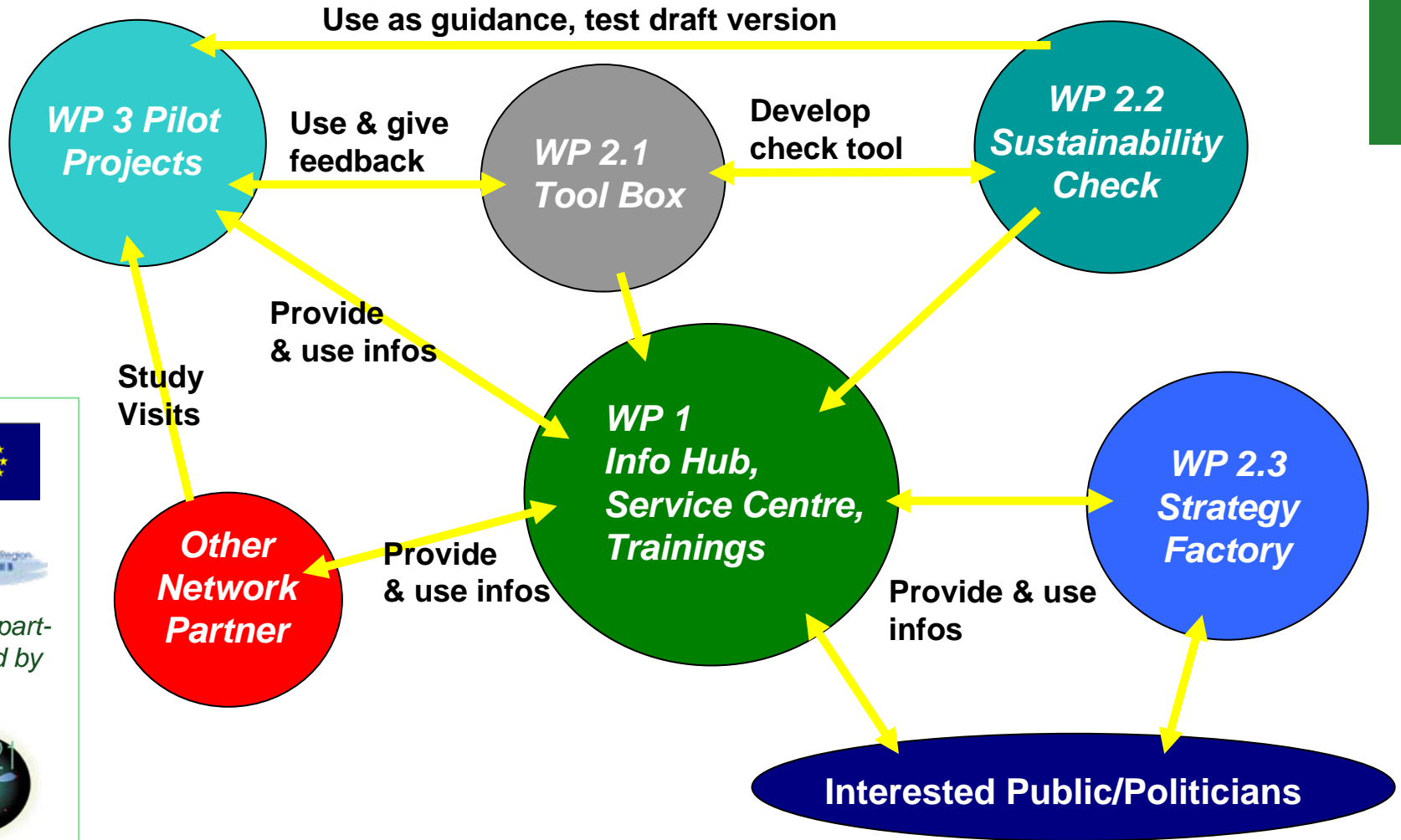
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Project Structure



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BALTIM 21
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“Sustainable development - Challenge for growth of competitive tourism sector”

Contributions to a sustainable tourism development

- Knowledge transfer (Infohub, database, trainings)
- Guidelines, reports and handbooks (Toolbox)
- Sustainability Check for tourism projects
- Strategy for sustainable tourism development (Strategy Factory)
- Best practises (Pilot projects)



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Knowledge transfer



YepaT - database on sustainable tourism projects

... + store including project results and publications

... still in development.

At present info about 211 tourism projects, co-financed by different EU programmes, as INTERREG II, INTERREG III, LEADER +, LIFE

Trainings

Seminars and workshops in all BSR countries



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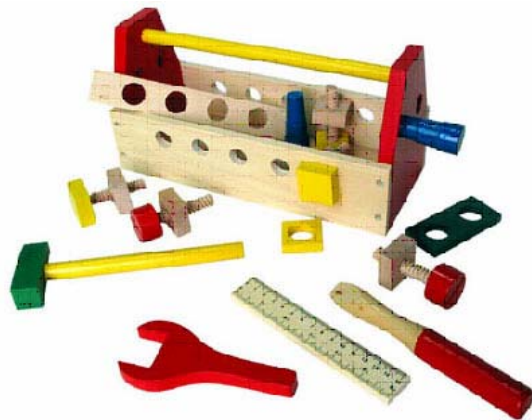
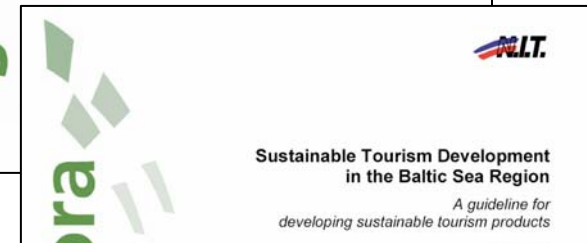


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Guidelines

Step-by-step practise guides with checklist (1-2 pages)

- market research,
- strategic cooperation and
- product development



download: www.agrora-tourism.net

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Reports and handbooks

Information for integrating sustainable tourism development with spatial planning

agora working paper:

Zoning and Opportunity Spectrum Planning

agora report:

Overview of methods for integrating sustainable tourism development with spatial planning at local and regional level

agora handbook:

On tools for assessment, planning and monitoring of tourism in spatial planning



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Sustainability Check

Idea

- There are lots of sustainable tourism projects (at least by name)
- and many funds, which depend on this requirement,
- but no unique standard for the sustainability of these projects.



There is a need to develop a **testing tool** for the sustainability of tourism projects which can be used by supporting bodies.

Advisory Board:




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Sustainability Check Service Kit

- The 'Checklist' itself (word file)
- The 'Instructions' (pdf)
- An 'Implementation Manual' (pdf)

+ Background document:
'Development of the agora
Sustainability Check'

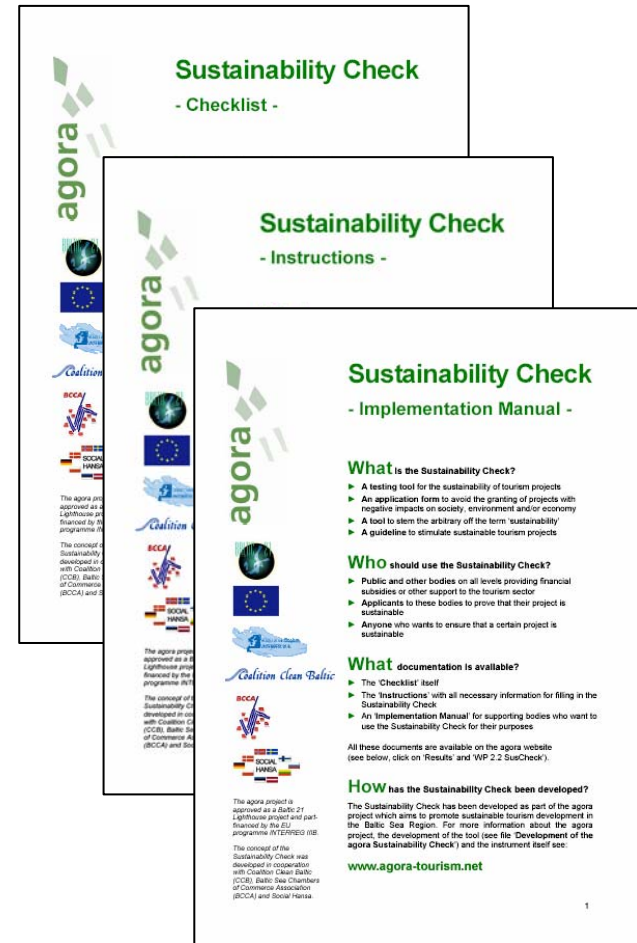
For all see
www.agora-tourism.net



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Sustainability Check
- Checklist -

Sustainability Check
- Instructions -

Sustainability Check
- Implementation Manual -

What is the Sustainability Check?

- ▶ A testing tool for the sustainability of tourism projects
- ▶ An application form to avoid the granting of projects with negative impacts on society, environment and/or economy
- ▶ A tool to stem the arbitrary off the term 'sustainability'
- ▶ A guideline to stimulate sustainable tourism projects

Who should use the Sustainability Check?

- ▶ Public and other bodies on all levels providing financial subsidies or other support to the tourism sector
- ▶ Applicants to these bodies to prove that their project is sustainable
- ▶ Anyone who wants to ensure that a certain project is sustainable

What documentation is available?

- ▶ The 'Checklist' itself
- ▶ The 'Instructions' with all necessary information for filling in the Sustainability Check
- ▶ An Implementation Manual for supporting bodies who want to use the Sustainability Check for their purposes

All these documents are available on the agora website (see below, click on 'Results' and 'WP 2.2 SusCheck').

How has the Sustainability Check been developed?

The Sustainability Check has been developed as part of the agora project which aims to promote sustainable tourism development in the Baltic Sea Region. For more information about the agora project, the development of the tool (see file 'Development of the agora Sustainability Check') and the instrument itself see www.agora-tourism.net

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Strategy for sustainable tourism development in the Baltic Sea Region

Based on ...

Baltic 21
Tourism Sector
Report 7/98

+



„12 Aims for Sustainable Tourism“

- Economic Viability
- Local Prosperity
- Employment Quality
- Social Equity
- Visitor Fulfilment
- Local Control
- Community Well being
- Cultural Richness
- Physical Integrity
- Biological Diversity
- Resource Efficiency
- Environmental Purity

connected to



Report of the EU Tourism
Sustainability Group (TSG)

(see:
„Making Tourism More Sustainable“
A guide for policy makers,
UNWTO/UNEP, 2005)



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Strategy for sustainable tourism development in the Baltic Sea Region

Focused on five fields of action:

- Policy for Sustainable Tourism
- Knowledge & Competence Development
- Product Innovation and Marketing
- Destination development
- Cooperation and networking



for each field: Key aspects & recommended activities



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Best practises

Support for 11 Pilot projects in 7 countries

- **Four thematic foci:** nature, culture, farms, IT
- Implementing sustainable tourism elements
- Testing and evaluating toolbox methodologies in practise ...
- ... and giving feed back to the strategic level



Experiences, documentations, reports, concepts are available via agora infohub



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Outlook

- Complete and maintain **YepaT** and the agora network
- Translation, dissemination and application of the agora project products
- Make the sustainability check a mandatory part of project assessments
- Implement the strategy



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Join us!



Thank you!



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