



”Common Future for Baltic Tourism II”

Practices - Products - Promotion

European Strategy for the Baltic Sea Region: Priority Area Tourism
Flagship project 12,7: Attract tourists to rural areas esp. coastal ones

Common Future for Baltic Tourism II, 14-15 September 2011.
BrandDay -Turku2011, 16 September 2011

DRAFT AGENDA

DAY 1. Wednesday 14 September

Venue: Herrankukkaro, Rymättylä

9:15 Bus from Turku to Herrankukkaro

10:00 Registration at the Old Fisherman’s Village. Welcome toddy, tar liquor, served in archipelago village tradition in the beachside lean-to. Greeting by the Old Fisherman’s Village host and a short description of the services offered, the surrounding archipelago and the history of the Old Fisherman’s Village.

10:30 Check in and Lunch

Moderator: *Mr Ain Hinsberg*, Estonian School of Hotel and Tourism Management, Tallinn, Estonia

Welcome

11:30 Competitiveness through innovations in tourism in BSR and Nordic countries. Programme Director *Päivi Lappalainen*, Centre of Expertise for Tourism and Experience Management / Turku Touring, Finland

11:50 The EU-Strategy for Baltic Sea Region facilitating tourism cooperation in the BSR, Priority Area Coordinator *Wolf Born*. State Chancellery Mecklenburg-Vorpommern, Germany

12:00 Baltic Sea Tourism Forum – An annual conference for information exchange and continuous cooperation in the sector of tourism around the Baltic Sea. International Marketing *Johannes Volkmar*, Mecklenburg-Vorpommern Tourist Board, Rostock, Germany

- 12:15 Meeting the market expectations in rural tourism. President *Asnate Ziemele*, Latvian Country Tourism Association, Lauku celotajs, Riga, Latvia
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- 12:30 Tourism Product Developer's Handbook as Practical Tool for Rural and Coastal Tourism Development – *José-Carlos García-Rosell*, Lapland Institute for Tourism Research and Education, Rovaniemi, Finland Tourism
- 13:10 The coordination of cooperation in tourism business networks - the significance of networks in tourism business in rural areas. Case Yachting in the Archipelago, area of Roslagen in Sweden, Senior Researcher *Arja Lemmetyinen*, University of Turku, Pori, Finland
- 13:40 Coffee and refreshments
- 14:00 Finnish Model to Develop Rural Tourism. General Secretary *Nina Vesterinen*, Tourism Working Group, Rural Policy Committee, Helsinki, Finland
- 14:30 Russian customers, tourism marketing and co-operation in social media. Good practices from cross-border co-operation with Russians. Project Manager *Mariya Loginova*, Tourism and Experience Management Cluster Programme / Savonlinna Region Centre of Expertise, Finland
- 15:00 Developing sustainable tourism on Hiiumaa island (Estonia) – achievements to date, opportunities and challenges ahead. Managing Director *Oliver Loode*, Consumetric, Tallinn, Estonia
- 15:30 Baltic Museums - eGuides in Tourism Innovation. Prof. Dr. *Michael Klotz*, SIMAT (Stralsund Information Management Team) FH Stralsund, FB Wirtschaft, Stralsund, Germany
- 16:00 Fruits and refreshments
- 16:15 Story Telling - Using Stories to create better customer experiences
Workshop: Story Tree – how to find the common story identity for BSR?
Story Designer, *Anne Kalliomäki*, Tarinakone, StoryEngine, Finland
- 18:30 Outdoor nature spa with smoke-sauna and warm-water baths available
- 20.30 Buffet Dinner
- 21.30 Bus to Turku



The European Agricultural Fund for Rural Development:
Europe investing in rural areas

DAY 2. Thursday 15 September
Venue: Herrankukkaro, Rymättylä

- 7:45 Bus to Herrankukkaro
- 8:30 Coffee
- 9:00 How to create and promote a competitive tourist offer. Current tourism trends and tourism cooperation in BSR. Good practices for joint product development and promotion. Director *Martin Ahlberg*, FIN-S Marknad & Kommunikation, Baltic Sea Tourism Commission Board Member, Stockholm, Sweden
- 9:30 The Baltic Sea Region Culinary Heritage and Baltic Sea Culinary Route. Project Coordinator *Mr Ain Hinsberg*, Estonian School of Hotel and Tourism Management, Tallinn, Estonia
- 10:00 "Branding a Macro region: the case of the BSR" Place branding – joint efforts of Baltic cooperation, Case of BaltmetPromo cross-border product "Live like locals" - Attracting tourists towards Baltic Sea Region from Japan, *Malla Paajanen* and *Piia Hanhiova* Aalto University, CEMAT, Helsinki, Finland
- 10:30 Cultural Tourism 2011: Theme based joint products with Tallinn and Turku: through challenges to succesfull networking and sale. Project Director *Maritta Hiltunen*, Turku Touring, Turku, Finland
- 10:50 Branding Scandinavian Islands: Experiences in cross-border product development and in joint tourism promotion activities. *Marika Andersson* Turku Touring and *Matilda Åberg* the City of Väståboland, Finland
- 11:10 South Baltic Tourism Joint Product Development and Joint Promotion. Director *Marta Chełkowska*, Department of Tourism, Office of the Marshal of the Pomorskie Voivodeship, Poland
- 11.40 Bike the Baltic -South Baltic cross-border activity product. Office Director *Czesław Zdrojewski*, Association of Communes and Districts of Middle Pomerania, Poland
- 12:10 Lunch
- 13.10 From Single Moments to Seamless Packages: Joining Processes with Service Design *José-Carlos García-Rosell*, Lapland Institute for Tourism Research and Education, Rovaniemi, Finland
- 13.40 Service Design Workshop: Towards Rural Tourism Joint Packages. Moderated by *JC García-Rosell*
- 15.30 Bus to Turku

TURKU  TOURING



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