



”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

INVITATION

Are you a professional within the tourism field? Are you interested in enhancing your network and ideas for your line of work? Do you want to improve both the joint products, services and the cooperation between the tourism professionals in the Baltic Sea Region?

Join us in an inspiring seminar on the future development of Baltic Tourism. The second part of the Common Future for Baltic Tourism –seminar will take place on **14-15 September 2011**, in Rymättylä, Southwest Finland. The seminar is linked to the EU Strategy for the Baltic Sea Region and is one of the implementations of the flagship project 12,7: Attract tourist to rural areas esp. to coastal ones. The project will contribute to making the Baltic Sea Region an attractive and prosperous place by promoting joint sustainable rural and coastal tourism packages and by creating a tourism network in order to share and disseminate best practices and knowhow with regard to products, services and their accessibility.

The aim of the second seminar: to continue discussing and sharing the best practices of product development and of joint promotion of rural and coastal tourism in BSR on a more concrete level. Good practices from the Baltic Coastal and Rural Tourism Network members will be showcased. The first day will be concentrating in a business development and how to improve the competitiveness (both products and services) of the rural tourism service providers and of tourism industry. There will be also a workshop of common story for Baltic Coastal and Rural Tourism. Our second day is about presenting successful joint rural and coastal tourism cross-border packages and their promotion in BSR. In addition, during the second day we will open the floor to share your ideas and to take a part into the nature-based and activity cross-border joint package development. As a method will be used service design.

Common Future for Baltic Tourism I seminar took place on 12 May in Turku. Nearly 50 stakeholders from different sectors and Baltic Sea countries took part in exchanging experiences and discussing the perspectives and future of the rural and coastal tourism in the Baltic Sea Region. The presentations, the results of the workshop and the summary as well as photos of the first seminar, are available here: <http://www.turku.fi/Public/default.aspx?contentid=256518&nodeid=16678>

The venue of the second seminar will be very authentic and unique: Herrankukkaro – in the heart of the archipelago of Rymättylä, in Southwest Finland: <http://www.herrankukkaro.fi/uk/services>. In the end of the first

day, there will be a chance to use the outdoor nature spa with smoke-sauna and warm-water baths.

The first seminar demonstrated that we have a good potential for becoming a unique, attractive tourism destination - similar to Mediterranean by working closely together. Since the launch of the EU-strategy for the Baltic Sea Region in 2009, a number of exciting initiatives have been put into action in order to enhance the cooperation.

In addition, it is essential to work together to increase the know-how and the ways of co-operation between the regions, enterprises and operators in order to make the Baltic Sea region into an attractive area worldwide. Without high quality product development rising from the needs of the users and the needed service know-how there are no joint products or a joint brand of the Baltic Sea region available. We need to understand the importance of deep co-operation between regions and common development of expertise, knowhow and products. It is clear that deeper co-operation is needed, we should know each other better and create trust between one another as well as the common stories around the BSR need to be created.

Target audience: actors from the tourism field, research and education, local and the public sector both tourism, creative and food industry, product providers, entrepreneurs, project leaders and developers, tour operators, policy makers and officials, rural tourism associations and developers. The diversity of the audience will create an excellent opportunity to exchange opinions and best practices. Approx. 100 participants are foreseen.

Working language: English.

Fee: 40€ (includes VAT 23%) including the seminar programme, coffees and lunches for two days, outdoor nature spa with warm-water baths and smoke-sauna, transportation by bus from Turku-Herrankukkaro-Turku and the Buffet Dinner. The accommodation is expected to pay at your own expense. The cost of the accommodation in Herrankukkaro cottage is 50€ in double/three-person-room and 75€ in Cento Hotel in a single room and 85€ in a double room including breakfast.

Exhibition: An exhibition will be organised in one of the rooms, to bring brochures and to give an opportunity to present the relevant projects, programmes, institutions and companies both regional, national and cross-border level, which are link to the Priority Area Tourism of the EUSBSR.

In order to register for the seminar and the exhibition, please fill in the registration form no later than 8 September 2011 on the following website:

https://www.lyyti.fi/ilmoittaudu/Common_Future_for_Baltic_Tourism_II_7509%0d%0a

Enclosures: The Draft programme and further practical information can be found in the attachments (pdf). Please pass the invitation to the relevant stakeholders of your region and country involved and interested in development of tourism in the BSR.

To continue: Common Future for Baltic Tourism II seminar can be combined with **BrandDay -Turku2011** which will be held on **16 September in Turku**. The organizer of the seminar is Turku Tourism Academy. The target group will partly consist students from different universities and professionals at the tourism sector both private and public sector. The Key-note speakers are: Professor Dr. Nicholas Adjouri from Adjouri GmbH, Berlin and Doctor of Science Ulla Hakala from University of Turku, The School of Economics. The programme of the day is available here: <http://www.turunmatkailuakatemia.fi/@Bin/116239/BrandDay%20-Turku2011%2016%20Sept.%202011.pdf>

In order to register for the seminar please fill in the registration form no later than 8 September 2011 on the following website: https://www.lyyti.fi/ilmoittaudu/BrandDay_Turku2011_8964

We are looking forward to hearing from you,

**Turku Touring, Southwest Finland Tourist & Convention Bureau
Centre of Expertise for Tourism and Experience Management
EU strategy for the Baltic Sea Region, Flagship project 12,7:
"Attract tourists to rural areas esp. to coastal ones"**

In close cooperation with the Tourism as livelihood in Rural southwest Finland -project, the Regional Cohesion and Competitiveness programme 'COCO', The Regional Council of Southwest Finland and Turku Region Development Centre.

**Further information: Turku Touring: Päivi Oliva, Coordinator
tel. +358 (0)40 8315 041 /e-mail: paivi.oliva@turku.fi
www.turkutouring.com / www.baltic-sea-strategy-tourism.eu**

TURKU  TOURING



Varsinais-Suomen liitto
Egentliga Finlands förbund
Regional Council of Southwest Finland

 **TURKU REGION
DEVELOPMENT CENTRE**



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