



# ”Common Future for Baltic Tourism II”

Practices - Products - Promotion

European Strategy for the Baltic Sea Region (EUSBSR): Priority Area (PA) Tourism

Flagship project 12,7: Attract tourists to rural areas esp. coastal ones

Herrankukkaro, Finland, 14-15 Sept. 2011

## DESCRIPTION OF SPEAKERS

### Moderator & Speaker:



**Ain Hinsberg. Estonian School of Hotel and Tourism Management**

Ain Hinsberg (MA) comes from the Estonian Summer Capital - Pärnu. His tourism career took off there in 1991 working at a hotel and in 1994 he joined Estonian Tourist Board to represent Estonia in Finland. Since 1997 he has been acting as an international tourism consultant with about 100 projects in his portfolio all over the Baltic Sea Region, mostly in Estonia and other Baltic countries, but also in Finland and Russia.

His areas of expertise include tourism policy, development, marketing and promotion, identification studies, information systems, planning, HR development and training, master plans and marketing action plans for tourism projects, enterprises and destinations. He has also participated in many tourism development assignments for EC and EU.

He has delivered lectures at many schools since 1996 on the tourism in the Baltics and BSR with more specific attention at policies, EU-related issues, planning, marketing, sustainability, economy & industry, quality, product development, cultural tourism – also in ENG, FIN, RUS. At present he works at Estonian School of Hotel and Tourism Management EHTE in Tallinn dividing his time between two major tasks - leading the R&D unit and delivering lectures.

He is also a member of Estonian Museums Advisory Board - Product Development and Marketing Working Group.

**Ain Hinsberg**  
**Estonian School of Hotel and Tourism Management EHTE**  
**ain.hinsberg(at)ehte.ee**  
**www.ehte.ee**

## Welcome Speakers:



### **Programme Director Päivi Lappalainen**

**Centre of Expertise for Tourism and Experience Management / Turku Touring**

**Päivi Lappalainen** (University of Turku, Master of Arts in Cultural Research) is working as Programme Director for Tourism and Experience Management Competence Cluster in Southwest Finland for Turku Touring. Turku Touring is a regional marketing, sales and development organisation for tourism business mainly owned by the city of Turku.

Tourism and Experience Management Competence Cluster in Southwest Finland for Turku Touring and The Regional Council of Southwest Finland are also the Lead Partner (LP) of the EUSBSR Priority Area Tourism, Flagship project 12,7 : Attract tourist to rural esp. to coastal ones, which is implementing the seminar.

The Centre of Expertise for Tourism and Experience Management is part of a national Centre of Expertise programme. The programme is implemented by the Lapland, Savonlinna region, Uusimaa, Southwest Finland and Jyväskylä region centres of excellence. In Southwest Finland, the operation of the Centre of Expertise for Tourism and Experience Management is coordinated by Turku Science Park Ltd, and Turku Touring is responsible for the implementation.

Päivi Lappalainen has been involved in developing culturally sustainable tourism products nearly for 20 years. As a researcher she has worked in several museums and has a long perspective in culture and tourism in many ways. Turku is the European capital of culture in year 2011. This is a great challenge – and a great chance for the whole Finland in building cultural tourism destinations.

### **Päivi Lappalainen**

**Turku Touring / Tourism and Experience Management Competence Cluster in Southwest Finland**

**paivi.lappalainen(at)turku.fi**

**www.turkutouring.com**

**http://www.oske.net/en/**



### **Priority Area Coordinator Wolf Born**

**State Chancellery Mecklenburg-Vorpommern and Coordinator of the Priority Area Tourism in the EU-Strategy for the Baltic Sea Region (EUSBSR)**

Since 1997, **Wolf Born** has been working for the regional government of Mecklenburg Vorpommern in the fields of EU affairs and Baltic Sea Region cooperation. He currently works in the Department of European and Foreign Affairs of the State Chancellery as the head of unit for Baltic Sea Cooperation and the relations to the USA and Canada. He holds a degree in economics and public management and has several years of work experience in Brussels where he worked in the regional representation of Mecklenburg-Vorpommern to the EU.

**Mecklenburg-Vorpommern** being one of the prime tourism destinations in Germany, offered to take over the responsibility for the implementation of priority area tourism, together with the lead partners of the four flagship projects in this area. The overall objective of this priority area is to offer a

platform for exchange and cooperation for tourism stakeholders in the Baltic Sea Region and to support the profiling of the region as a tourism destination.

#### **Wolf Born**

**EU Strategy for the Baltic Sea Region**  
**State Chancellery Mecklenburg-Vorpommern**  
**Coordinator(at)baltic-sea-strategy-tourism.eu**  
**www.baltic-sea-strategy-tourism.eu**



#### **International Marketing *Johannes Volkmar*** **Mecklenburg-Vorpommern Tourist Board**

Working for the Department of International Marketing at the Tourist Board Mecklenburg-Vorpommern - **Johannes Volkmar** is responsible for the organisation of major events such as the Germany Travel Mart 2009 with Mecklenburg-Vorpommern as host country or the presentation of Mecklenburg-Vorpommern at the EXPO 2010 in Shanghai. Since 2008, he is guiding and accompanying the process of the development of the Baltic Sea Tourism Forum.

The **Tourist Board Mecklenburg-Vorpommern (TBMV)** is the umbrella marketing association for tourism in Mecklenburg-Vorpommern. Beside target-oriented and continuous marketing, broad and repeating PR activities, as well as cross-marketing alliances, one major goal is to attract more international guests to 'Germany's must-sea destination'. A better cooperation with all Baltic Sea neighbouring countries, leading to a joint and more effective international marketing, is one of the activities to reach this goal. The

**Baltic Sea Tourism Forum**, initialised by the Ministry of Economics, Labour and Tourism and the Tourist Board Mecklenburg-Vorpommern in Rostock in the year 2008, focuses on the establishment of a long-term communication basis for the Baltic Sea neighbouring countries. The forum is the starting point for cooperation in the tourism sector, to strengthen the bonds between all Baltic Sea neighbouring countries, to ensure the concerns of tourism in the Baltic Sea region and to exploit the existing international development potentials more efficiently. After Vilnius/Lithuania in 2009, Kaliningrad/Russia in 2010 - the fourth Baltic Sea Tourism Forum was successfully realised in Sopot/Poland this year. The ongoing process and the interest of the forums participants in the topic deeply confirmed the desire for more information exchange in the tourism sector among the Baltic Sea neighbouring countries. The next Baltic Sea Tourism Forum will be held in Mecklenburg-Vorpommern and Denmark in November 2012.

**Mecklenburg-Vorpommern:** 1,900 km of coastline and 2,000 lakes for swimming and sailing. A treasure chest of cultural heirlooms: Hanseatic towns with Middle Age town centres, hidden fairytale castles surrounded by enchanting gardens. A paradise for walkers and cyclists: routes link the coast with the forest, the seaside villas with Gothic brick churches.

**Johannes Volkmar**  
**Mecklenburg-Vorpommern Tourist Board**  
**j.volkmar(at)mecklenburg-vorpommern.travel**  
**www.mecklenburg-vorpommern.travel**

**Mecklenburg-Vorpommern:** 1,900 km of coastline and 2,000 lakes for swimming and sailing. A treasure chest of cultural heirlooms: Hanseatic towns with Middle Age town centres, hidden fairytale castles surrounded by enchanting gardens. A paradise for walkers and cyclists: routes link the coast with the forest, the seaside villas with Gothic brick churches.



**President *Asnate Ziemele***  
**Latvian Country Tourism Association, Lauku celotajs**

In 1993, **Asnāte** established the Country Traveller association which seeks to promote rural tourism in Latvia. She has continually been re-elected as its president. The association is involved in Eurogites, which is the European country tourism association, and in ECEAT, which is the association for ecological and agricultural tourism in Europe. Asnāte has helped to draft national policy documents vis-a-vis the development of the countryside and small businesses in rural areas. She's been actively involved in the preparation of laws and other normative documents, always representing the interests of countryside tourism companies in these processes. Under the auspices of various national and European projects, Asnāte has sought to promote co-operation between people involved in rural tourism and those who are involved in other areas of the rural economy. She has initiated dialogue with environmental protection institutions in Latvia to talk about sustainable use of natural resources and the involvement of natural

resources in tourism products. Country Traveller has an Internet-based system for making reservations at countryside tourism accommodations. Asnāte is the author of the "Green Certificate," which is a sign of quality for such facilities. She runs the Country Traveller association's marketing activities and works with similar organisations in other countries so as to ensure an exchange of experiences in the development of this sector.

**Asnate Ziemele**  
**Latvian Country Tourism Association "Lauku ceļotājs"**  
**asnate(at)celotajs.lv**  
**www.celotajs.lv**

### Speakers:



**Lic.Sc. (Econ.) *José-Carlos García-Rosell***  
**Lapland Institute for Tourism Research and Education**

**José-Carlos García-Rosell** is a researcher at the Lapland Institute for Tourism Research and Education. His main expertise covers product development, sustainable marketing, corporate social responsibility and multi-stakeholder processes – applied into the field of tourism. Mr. García-Rosell has participated in several research and development projects as researcher, trainer and developer. Recently, he co-edited an electronic handbook for tourism product developers. The handbook was an outcome of "Integrated Tourism Product Development" a three-year project co-financed through the European Regional Development Fund and co-ordinated by the Lapland Institute for Tourism Research and Education. Since 2006 Mr García-Rosell has been gathering experience as an educator through various teaching positions both in the University of Lapland and in the Rovaniemi University of Applied Sciences.

**The Lapland Institute for Tourism Research and Education** is a unique knowledge community, which combines education, innovative research and development activities. The institute is formed by the degree programme in tourism research (University of Lapland); the degree programme in tourism (Rovaniemi University of Applied Sciences); and the school of tourism, catering, and domestic services (Lapland Vocational College). By focusing on product development, safety and foresight in tourism, the institute aims to transform the entire tourism industry.



**José-Carlos García-Rosell**  
**Tourism product developer's handbook**  
**Lapland Institute for Tourism Research and Education**  
**Rovaniemi, Finland**

**The tourism product developer's handbook** (2010) departs from the idea that tourism products and significant meaningful experiences are created at the interplay of tourism service providers, customers, locals and other stakeholders. These encounters, which are shaped by different cultural, social, sensorial, natural and human made elements, occur always in a particular place, whether it is a village, a hotel or a website.

<http://matkailu.luc.fi/tuotekehitys>  
[jgarcia@ulapland.fi](mailto:jgarcia@ulapland.fi) / [jose.garcia-rosell@ramk.fi](mailto:jose.garcia-rosell@ramk.fi)  
[www.ulapland.fi/?deptid=20017](http://www.ulapland.fi/?deptid=20017)

### **Service Design Workshop – Towards Rural Tourism Joint Packages**

The Service Design Workshop is a collaborative exercise in which participants have the opportunity to discuss and evaluate service ideas – or in this case a particular Baltic Sea Region theme – and their practical implementation. The workshop can be used to improve already existing services or develop new services. This tool helps participants to gain new insights into their services, acquire a holistic perspective and develop their daily business practices.

The workshop is based on the belief that multi-stakeholder communication is the cornerstone for successful service design in tourism. As a multi-stakeholder process, service design workshops can help to co-create the knowledge and expertise that is needed for generating service ideas, conceptualising them and putting them to practice.

This two- to three-day workshop consists of six phases: defining the point of departure, planning, inquiring, designing, implementing and evaluating. A short version of the workshop will be used in Common Future for Baltic Tourism II.

**José-Carlos García-Rosell**  
**Lapland Institute for Tourism Research and Education**  
[jgarcia@ulapland.fi](mailto:jgarcia@ulapland.fi) / [jose.garcia-rosell@ramk.fi](mailto:jose.garcia-rosell@ramk.fi)  
[www.luc.fi/tourism](http://www.luc.fi/tourism), [www.ulapland.fi/?deptid=20017](http://www.ulapland.fi/?deptid=20017)



**D.Sc., Senior Researcher Arja Lemmetyinen**  
**University of Turku, School of Economics, Pori Unit**

**Arja Lemmetyinen** is currently working as a senior researcher at Turku School of Economics at the University of Turku. She has recently conducted research on the evolutionary process of building a brand identity, focusing on tourism business networks.

**Arja Lemmetyinen**  
**University of Turku, School of Economics, Pori Unit**  
[arja.lemmetyinen@tse.fi](mailto:arja.lemmetyinen@tse.fi)  
[http://info.tse.fi/julkaisut/vk/Ae4\\_2010.pdf](http://info.tse.fi/julkaisut/vk/Ae4_2010.pdf)



**General Secretary *Nina Vesterinen***  
**Tourism Working Group of Rural Policy Committee**

**Nina Vesterinen** has over 20 years' experience in various expert positions in a field of tourism; business, education, research, consultancy, national development, tourism policy, and now for the past years in rural tourism development. She was in charge of compiling Finland's national tourism strategy in 2005. She has also published books and articles on tourism.

The Rural Policy Committee, appointed by the Finnish Government, is a cooperation body which aims to promote the well-being of the rural areas in various ways. **Tourism Working Group is one of the fixed-term cross-sectoral groups and it** has been in operation for 16 years. It has taken the development work of rural tourism industry into a more systematic direction. It has developed a strong role within the changing field of tourism in integrating national development and resources, and safeguarding

continuity in the development processes. It also functions as the national point of contact of communication within rural tourism.

**Nina Vesterinen**  
**Tourism Working Group of Rural Policy Committee**  
**nina.vesterinen(at)lomaidun.fi**  
**www.maaseutupolitiikka.fi/matkailu**



**Managing Director *Oliver Loode*. Consumetric**

**Oliver Loode** is a tourism development and place marketing consultant based in Tallinn. As Managing Director of Consumetric ([www.consumetric.ee](http://www.consumetric.ee)), Oliver has advised municipalities, regional and national tourism boards in the Baltic States and Russia (including Perm Region, Republic of Karelia and Leningrad Oblast) on tourism planning, destination marketing and new tourism product development. This year, Oliver has been actively involved in the programme of Tallinn 2011 - European Capital of Culture, having initiated and organized an international literary festival Dovlatov Days in Tallinn ([www.dovlatov.ee](http://www.dovlatov.ee)). Oliver is an active participant of international Finno-Ugric cooperation movement; since 2011 he is Member of Board of MAFUN (International Finno-Ugric Youth Association).

**Oliver Loode**  
**Consumetric**  
**oliver(at)consumetric.ee**  
**www.consumetric.ee**



**Project Manager *Mariya Loginova*. Tourism and Experience Management Cluster Programme / Savonlinna Region Centre of Expertise**

**Mariya Loginova**, part-time Project Manager (until 1.10.2011) in Savonlinna Region Federation of Municipalities, Cluster of Expertise in Experience and Tourism Management. Mariya is a young dynamic professional, who devotes her career to increase prosperous co-operation between Russia and EU. She has been working as a specialist in different projects related to Russia in the fields of culture, tourism, technology, organic agriculture, social media and innovation. Mariya also runs two small companies of her own.

**Mariya Loginova**

**Tourism and Experience Management Cluster Programme / Savonlinna Region Centre of Expertise**

**[mariya.loginova\(at\)savonlinnaseutu.fi](mailto:mariya.loginova(at)savonlinnaseutu.fi)**

**[twitter.com/MariyaL](https://twitter.com/MariyaL)**

**[www.soske.fi](http://www.soske.fi)**

**[www.experiencebusiness.fi](http://www.experiencebusiness.fi)**



**Prof. Dr. *Michael Klotz***

**SIMAT (Stralsund Information Management Team) FH Stralsund, FB Wirtschaft**

**Prof. Dr. Michael Klotz**, born 1960, studied from 1980 to 1985 business administration at the Berlin Technical University. He finished his study with an accordingly German diploma. Following from 1985 to 1989 he was scientific assistant at the Technical University of Berlin with an university teaching position. In this time he also acted as an IT-consultant. He earned a doctorate with a scientific research about the impact from the use of information technology on organizational structures. In the next ten years he acted as management consultant, project manager, and managing director in the IT sector. In 1989 he started as a lecturer at the University of Applied Sciences Stralsund. There, in 1999 he was appointed to a professorship, which concerns the fields of organization and information management. Numerous

publications, lectures and positions in associations and advisory boards are subjects of his work. So since 2006 he is member of the German society for informatics (GI) and the German society for organization (gfo). Since 2007 he is also an Academic Member of the Information Systems Audit and Control Association (ISACA), German Chapter. Since 2007 he is co-editor of the magazine "IT-Governance". From 2005 to 2007 Prof. Klotz was responsible for business development at the DAI (Distributes Artificial Intelligence) Lab of the Berlin Technical University. He benefits from his experiences there and founded the Stralsund Information Management Team (SIMAT) in October 2008.

**SIMAT** unites academic teaching and research, advanced training and national as well as international projects in the field of corporate information management at Stralsund University of Applied Sciences, Germany. All activities are dedicated to enable an effective and efficient use of the informational resources in enterprises. Applying an interdisciplinary approach, SIMAT combines the fields of business informatics, business administration and computer science. In modern labs, that are equipped with the latest tools of information management, the team works with the concept of Research, Development and Demonstration (RD&D). The labs are used both for research work and for demonstration purposes.

Prof. Dr. Michael Klotz  
SIMAT (Stralsund Information Management Team)  
michael.klotz(at)fh-stralsund.de  
<http://twitter.com/ProfKlotz> / <http://simat-stralsund.de/>



**Story Designer Anne Kalliomäki  
Tarinakone (StoryEngine)**

Tarinakone (2008) helps companies and organisations in the tourism industry to find effective ways to use stories and dramaturgy in producing better and more memorable experiences. Tarinakone specialises in using story design to commercialize experiences.

The founder of Tarinakone, Anne Kalliomäki used to work on the Finnish film and television industry. Now she is using her storytelling skills to help her clients create better customer experiences. Anne is also one of the authors of the first Finnish book on service design, published in May 2011.

Anne has degrees in audiovisual marketing and media production, and she has studied scriptwriting in University of Salford, Manchester, UK.

### **Story Workshop – Common Story for Baltic Sea Region Tourism**

The Story Workshop uses the StoryTree-method developed by Anne Kalliomäki of Tarinakone (Story Engine) to create stories for tourism. StoryTree is a simple approach to discovering the essence and the core of a company - or in this case, a geographical region. The method helps us to define the unique elements of the experience we offer to tourists exploring the Baltic Sea Region. What is the story line that could be used to combine that experience as one common theme that can then grow into a whole story that then keeps on growing in the services that are provided in all countries included.

What is the story line that will merge the customer experience into one common theme? A theme, which will grow into a full story and keep sprouting new shoots in the all tourism services we provide in all the countries on the Baltic Sea Region.

#### **Story design terminology:**

**Story design** (in Finnish *tarinallistaminen*, *tarina design*)

In story design, storytelling methods are used to design customer experiences.

Anne Kalliomäki uses a lot of different storytelling methods, such as dramaturgy and story patterns, that are typically used in filmmaking and TV programmes. A story brings the various elements of the product together and creates causality as well as continuity. A story makes the product more attractive and memorable.

#### **Story Identity**

*Story identity* is a concept created by Tarinakone. Before starting to design a company's customer experience, it's essential to establish the company's story identity. One of the main aspects of the story identity is company's *core story*. The story identity is used as the foundation for all company's story design.

**Anne Kalliomäki  
Tarinakone (StoryEngine)  
anne(at)tarinakone.fi  
www.tarinakone.fi**





**Director CEO/Senior Advisor *Martin Ahlberg***  
**FIN-S Marknad & Kommunikation**

**Martin Ahlberg** was born in Helsinki and has his home at Dalarö in the Stockholm archipelago. Martin used to work at Silja Line Scandinavia in Stockholm as president of marketing in Scandinavia. Before that he was the director at the Finnish Tourist Board in Sweden. Martin is currently CEO/Senior Advisor at FIN-S Marketing & Communication. He is also a board member of Baltic Sea Tourism Commission (BTC) and the president of SKÅL International Sweden.

**FIN-S is a PR and marketing agency** specialized in travel and tourism within Sweden, the other Nordic Countries and the Baltic region. The agency was founded in 1995 by Martin Ahlberg. Today, there are three persons at the agency. During the past ten years, FIN-S have co-operated with more than 200 companies related to travelling. The agency has a solid network of partners and co-operating companies in the travel and tourism industry. In addition, they keep an extensive register of tourism and travel/business trade media and constantly observe the travel trends in the Nordic countries.

**Martin Ahlberg**  
**FIN-S Marknad & Kommunikation**  
**[martin.ahlberg\(at\)fin-s.a.se](mailto:martin.ahlberg@fin-s.a.se)**  
**[www.fin-s.a.se](http://www.fin-s.a.se), [www.traveltrends.se](http://www.traveltrends.se)**



**Project Manager *Malla Paajanen***  
**Aalto University, CEMAT (Center for Markets in Transition)**

Aalto University, CEMAT (Center for Markets in Transition)

**Malla Paajanen** has Master of Science and Licentiate of Science degrees in Economic Geography from the Helsinki School of Economics in the field of Tourism Geography. She works as Senior Specialist and Project Manager at Center for Markets in Transition (CEMAT) of the Aalto University School of Economics since 2007. She is a board member in the Finnish University Network of Tourism Studies (FUNTS) as representative of Aalto University. Prior to CEMAT she worked as Director for International Relations at the Helsinki School of Economics for nine years and in various positions at the

Department of Economic Geography.

Malla Paajanen's expertise in tourism research cover product development, macro-regional marketing, and international place branding. In her current project BaltMet Promo (2010-11) at CEMAT tourism development is carried out in international partnership to attract Japanese tourists to the Baltic Sea Region. Her other current projects at CEMAT include Rail Baltica Growth Corridor (2011-13) and its sister project RBGC Russia (2012-), and BaltMet Brand-ID initiative (2012-).

The Center for Markets in Transition (CEMAT) of the Aalto University School of Economics is a research and education center founded in 1998. CEMAT's mission is to provide academic and applied research results useful to Finnish enterprises operating in rapidly emerging markets (Russia, Baltic states, Asia and Latin America) as well as to promote the competitiveness of Helsinki metropolitan region as part of the Baltic Sea Region. CEMAT also educates future experts on Russia and Asia by channeling the research results to Master's level education.  
<http://cemat.aalto.fi/en/>

BaltMet Promo Project promotes the entire Baltic Sea Region in global markets and strengthens the common identity of BSR. [www.balmetpromo.net](http://www.balmetpromo.net)

**Malla Paajanen**  
**Aalto University School of Economics**  
**Center for Markets in Transition (CEMAT)**  
malla.paajanen(at)aalto.fi  
www.aalto.fi  
www.hse.fi/cemat



**Coordinator *Piia Hanhiova***  
**Aalto University, CEMAT (Center for Markets in Transition)**

**Piia Hanhiova** works as Coordinator at the Aalto University School of Economics Center for Markets in Transition (CEMAT). She has over five years of working experience from the university sector (University of Helsinki & Aalto University) in Finland working within international projects; planning, research, project management and coordination. Her expertise covers Baltic Sea Region cooperation in various fields ranging from civil and maritime protection to enhancing competitiveness and identity building and branding of the BSR. Currently she is coordinating the BaltMet Promo project. Previously she has worked inter alia at the Finnish

Ministry for Foreign Affairs and NGO field and her educational background is in political science, international relations (M.Soc.Sci).

The Center for Markets in Transition (CEMAT) of the Aalto University School of Economics is a research and education center founded in 1998. CEMAT's mission is to provide academic and applied research results useful to Finnish enterprises operating in rapidly emerging markets (Russia, Baltic states, Asia and Latin America) as well as to promote the competitiveness of Helsinki metropolitan region as part of the Baltic Sea Region. CEMAT also educates future experts on Russia and Asia by channeling the research results to Master's level education. <http://cemat.aalto.fi/en/>

BaltMet Promo Project promotes the entire Baltic Sea Region in global markets and strengthens the common identity of BSR. [www.balmetpromo.net](http://www.balmetpromo.net)

**Piia Hanhiova**  
**Aalto University School of Economics**  
**Center for Markets in Transition (CEMAT)**  
piia.hanhiova(at)aalto.fi  
www.aalto.fi  
www.hse.fi/cemat



**Project Director (Master of Arts ) *Maritta Hiltunen***  
**Turku Touring**

Ms. **Hiltunen's** background includes over 20 years of experience in liable incoming travel industry in marketing, product development, and project activities in Finland. She has served as a director of tourism, an executive director in a regional tourism organization, a project manager at King's Road project entirety, and a steering group member/chairman in many international EU-projects (in the Baltic

States, Russia, and the Nordic Countries). She has also owned a consultancy company specialized in EU-projects,

BSR tourism researches and training, years 2007 - 2008. Year 2008 she worked as a tourism expert at Tallinn 2011 foundation.

Her present assignment is working as the project manager for the Cultural Tourism 2011 project. The project partners in the project are Turku Touring, Turku 2011 foundation, Tallinn 2011 Foundation, Tallinn City Heritage and Cultural department). The goal of the project is to have a long lasting advantage of European capital of culture 2011 status in Turku and Tallinn to unite the operators of culture and tourism of cities in creating more customer friendly service and product combinations.

**Maritta Hiltunen**

**Turku Touring / Tourism and Experience Management Competence Cluster in Southwest Finland**

**Cultural Tourism 2011**

**maritta.hiltunen(at)turku.fi**

**[www.turkutouring.com](http://www.turkutouring.com)**



**Designer *Matilda Åberg***

**City of Väståboland, departement of tourism, in cooperation with Turku Touring**

Project worker in the Central Baltic financed project Branding Scandinavian Islands. Responsible for the site [www.scandinavianislands.com](http://www.scandinavianislands.com), as well as team leader for the tourist producers of the Turku archipelago. One curious foot steadily in researching and developing the advantages of usage of Social Media in the tourism marketing and branding process.

**Matilda Åberg**

**matilda.aberg(at)scandinavianislands.com**

**www.scandinavianislands.com**

**[www.twitter.com/purearchipelago](http://www.twitter.com/purearchipelago)**

**[www.facebook.com/purearchipelago](http://www.facebook.com/purearchipelago)**

**[www.twitter.com/nagubon](http://www.twitter.com/nagubon)**

**[www.facebook.com/nagubon](http://www.facebook.com/nagubon)**

**[www.facebook.com/septemberfestival](http://www.facebook.com/septemberfestival)**

**[www.facebook.com/ArchipelagoHarvestFestival](http://www.facebook.com/ArchipelagoHarvestFestival)**



**International Marketing and Product Development *Marika Andersson***

**Turku Touring & Branding Scandinavian Islands**

Scandinavian Islands is the archipelago area between Stockholm and Turku. The tourist organizations and municipalities in the Scandinavian Islands area promote their common destination together. Branding Scandinavian Islands is also a project for developing tourism in the archipelago area. This work is supported by the European Union through its Regional Development Fund. The aim of the stakeholders is to increase the number of visitors to Scandinavian Islands from abroad by 10 % from 2008 to 2013. This is to be achieved by

unified product development, joint marketing and enhancing the competence and quality among the service producers throughout the Scandinavian Islands.

**Marika Andersson**

**International Marketing / Scandinavian Islands / Turku Touring**

**marika.s.andersson(at)turku.fi / marika.andersson(at)scandinavianislands.com**

**www.turkutouring.com / www.scandinavianislands.com**



**Director *Marta Chełkowska***

**Department of Tourism Office of the Marshal of the Pomorskie Voivodeship.  
President of Pomorskie Tourist Board**

M.Sc. in construction, specialization: water and maritime engineering , a graduate of the Technical University of Gdansk, Faculty of Hydrotechnics, 1986; Currently, since 2007 is an employee of the Marshal's Office, carrying out tasks arising from the Tourism Development Strategy of Pomorskie for 2004-2013, is involved in development of the assumptions and implementation of Pomorskie tourism campaign and the creation of "Integrated Tourist Information System". She also cooperates in the implementation of the priority objectives of Tourism, the flagship project 3 of the Baltic Sea Region Strategy. As a President of Pomorskie Tourist Board is involved in tourist promotion of Pomorskie Region, on the national market and abroad.

**Marta Chełkowska**

**Department of Tourism Office of the Marshal of the Pomorskie Voivodeship.**

**m.chelkowska(at)pomorskie.eu**

**www.pomorskie.eu / www.prot.gda.pl**



**Office Director *Czesław Zdrojewski***

**Association of Communes and Districts of Middle Pomerania**

Director of the Office of the Association of Communes and Districts of Middle Pomerania based in Koszalin, Poland. Zdrojewski is a high qualified EU project manager (author and coordinator of many EU-co- financed projects, among them the "United in Diversity" project, co-financed by the South Baltic Programme). He is a member of Experts Council on Tourism appointed by the Marshall of the Westpomeranian Region. Zdrojewski has rich experience in working in an international team and speaks fluently English and German.

**Czesław Zdrojewski**

**Association of Communes and Districts of Middle Pomerania**

**dyrektor(at)ko-pomerania.pl**

**www.ko-pomerania.pl**