

South Baltic Annual Event 2018, Klaipeda

14:15 -15:30, 23 May

Round table: Sustainable Tourism - Cooperation post 2020.

Lead question: What do we need to succeed in sustainable tourism cooperation post 2020?

Summary

Awareness

- Raise awareness for sustainable tourism cooperation value on all levels (from local to EU)
- Lobby for future funding
- Better access to funding with higher flexibility of partner countries
- Continue with seed-money for project development
- Involve more local stakeholders in projects (provide local value, SMEs) and in programme development (bottom up perspective)

Thematic Content of future cooperation

- Strengthened tourism infrastructure
- Better connectivity/mobility between the countries
- Accessibility: information, languages, different cultures, “tourism for all”
- Improved balance of conservation and commercialisation: preserving natural and cultural heritage while still profiting from increasing tourist numbers
- Marketing: joint product development of transnational products, manuals for sustainable product development, smart international marketing (in the programme area and beyond)
- Promote rural tourism in remote areas (with tourism as a non-fulltime business for many providers)
- Trends and innovation in tourism
- Digitization: latest technological developments

Continuous cooperation

- Further development of the EUSBSR tourism strategy under policy area tourism
- Sustainable cooperation beyond projects
- Higher focus on support of strategic projects

Flipcharts

