

NSC Culture & Tourism Group

The Development of a North Sea Tourism Strategy

Date: Tuesday 28th September, 2010.

Objective: Using the Baltic Sea Tourism Strategy as an example of good practice, discuss and develop an outline tourism strategy for the North Sea area.

Venue: Sweden House, West Sweden Office, Rue Luxembourg, Brussels.

Time: 10.00 am – 4.00pm.

On Monday 27th September, the Charlemagne building of the European Commission will be hosting the European Tourism Day 2010, with the theme of “The role of Cultural Heritage in the renewed European tourism policy.” as part of the World Tourism Day.

This event aims to promote and reappraise European citizenship and its cultural heritage. It is of paramount importance to give value to Europe’s cultural heritage, especially bearing in mind that tourism is one of the strategic sectors for European regions. Tourism accounts for 5% of the EU’s GDP and around 2 million companies provide 8 million jobs.

On Tuesday 28th September, to coincide and compliment European Tourism Day 2010, The North Sea Commission Culture & Tourism Group are hosting a workshop entitled, “The Development of a North Sea Tourism Strategy”. The aim of this workshop is to develop the possibility of a North Sea Tourism Strategy. The programme for the workshop has been developed specifically to inspire and to outline the benefits and opportunities of developing joint strategies, with particular focus on the Baltic Sea Strategy development.

This workshop will be of special interest to project leaders, local and regional authorities, university representatives and key actors in the tourism sector across the North Sea region. Indeed anyone who has an interest or role within the tourism sector in the North Sea region should attend this event to ensure that they have the opportunity to begin to develop and influence the development of a joint tourism strategy for the North Sea area.

To register for “The Development of a North Sea Tourism Strategy” workshop on Tuesday 28th September 2010, please send Tomas Olsson your details at tomas.olsson@vregion.se. Please note that there is no cost for this workshop, however you are responsible for making your own accommodation and evening meal arrangements.

Note: - Registration for the European Tourism Day 2010 should be done separately at http://ec.europa.eu/enterprise/sectors/tourism/promoting-eu-tourism/european-tourism-day/2010/index_en.htm.

Meeting Programme.

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10.00 am **Welcome and Introduction**, by Prof. Lars Nordström, Vice Chair, North Sea Commission Culture and Tourism Group.

10.15 am **Developing Sustainability Through Creativity**, by Dr. Greg Richards.

As a researcher in tourism studies, Dr. Richards has conducted research into many aspects of the production, consumption and marketing of tourism, culture and events, as well as written books on Cultural Tourism, Sustainable Tourism Management and Tourism Education. He has worked in tourism development and marketing consultancy for the last twenty five years.

11.00 am **Place Branding Strategies**, by Prof. Frank Go, Chair of Tourism Management at the Rotterdam School of Management, Erasmus University, Rotterdam.

Prof. Go seeks to link practice and theory through an action learning approach, involving boundary spanning projects. His research themes include marketing strategy, destination development, information and communication technology and innovation and change management.

12.00 pm **Buffet Lunch**, provided by Region Västra Götaland.

1.00 pm **Baltic Sea Strategy; background, status and the future**, by Dr. Merten Barnert, Adviser of Information, Office of Mecklenburg-Vorpommern.

Dr. Barnert works on the development of the Baltic Sea Strategy in the field of tourism.

2.00 pm **Network of European Regions for a Competitive and Sustainable Tourism (NECSTouR) as a resource in tourism strategy development**, by Alice Jude.

Alice Jude works at the NECSTouR secretariat and will discuss the opportunities available to support the process of setting up a sustainable tourism North Sea Strategy.

2.15 pm **A North Sea Tourism Strategy, group discussion of the key benefits, actions, aims and outcomes for such a strategy.**

Workshop session led by Prof. Lars Nordström, Vice Chair, North Sea Commission Culture and Tourism Group.

4.00 pm **End of the seminar.**