Project part-financed by the European Union (European Regional Development Fund)

Baltic Sea Region Programme 2007-2013

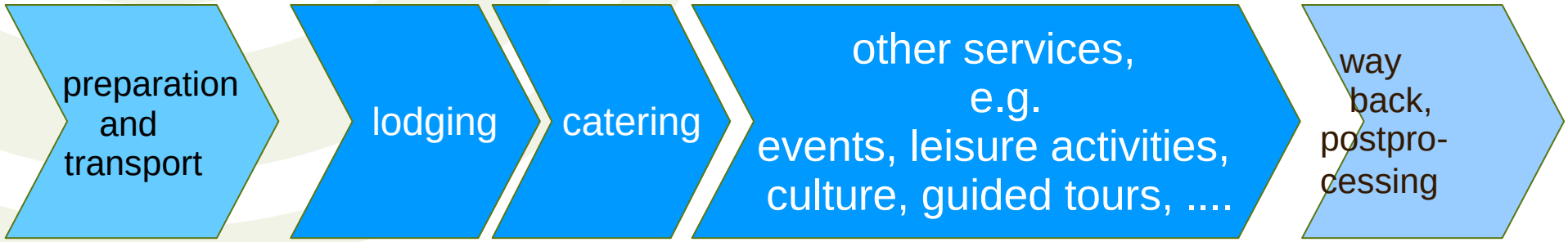
Developing the BalticSeaRegion into the world's first EcoRegion

Territorialisation of Sectoral Policy: the example "tourism"

Wilhelm Steingrube

Territorial Cohesion (TC) and Tourism (1)

A journey (trip) consists of a chain of several goods and services:



a t d e s t i n a t i o n

tourism is used to work cross-sectorally

→ **Tourism can support TC well in gaining its objectives !**

(due to the cross-sectoral approach of TC)

Territorial Cohesion (TC) and Tourism (2)

Tourism lures guests to destinations

by natural or cultural attractions

One principle of TC is

„.. built on territorial specifities and characteristics ..“

Tourism acts on all geographical levels

- **on international level,** e.g. Baltic Sea Area
- **... national ..**

for source markets far away
• to gain visibility and
• promote territory as a common tourism destination

- **.. regional ..**
- **.. on local level,** in particular in rural areas

Tourism
a) is good as „additional" business (e.g. for farmers)
b) needs strong cross-sectoral support
c) is often the only (or last) „idea to help" villages
d) can lead to a „corporate feeling"

The Competence of Networking

But:

The successful networks in tourism

- **are conducted on a high geographical level**
- **are focussing on (very) specific subjects („thematic network“)**

ecoregion - tourism -

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BTC
BALTIC SEA TOURISM COMMISSION

Brandenburg
Das Weite liegt so nah.

Tourismusverband Mecklenburg-Vorpommern

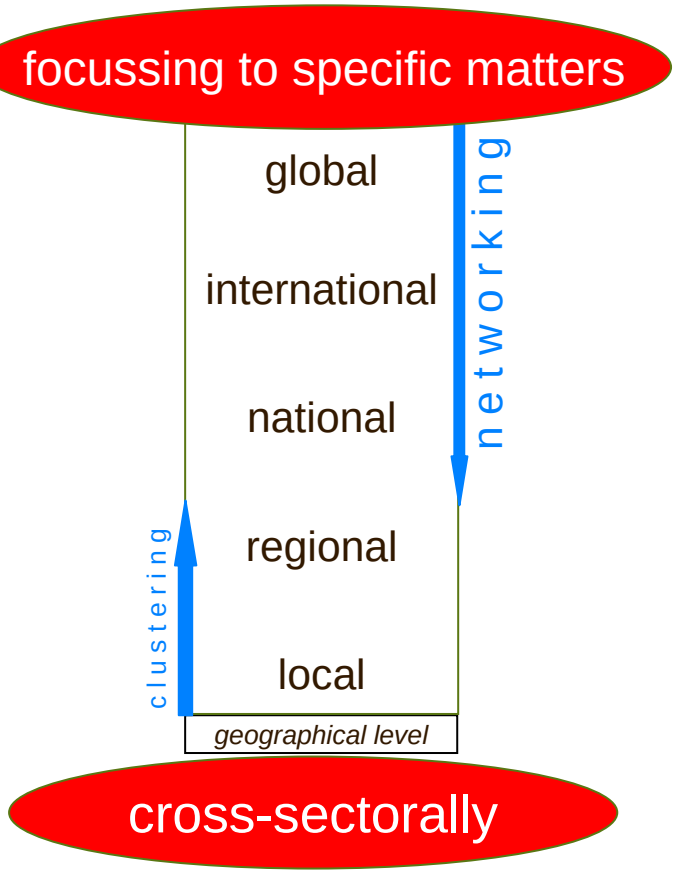
visiteast denmark.com

BIKEWAY BERLIN-KOPENHAGEN

CRUISE BALTIC
Northern Europe

European Route of Brick Gothic

Tourism acts different



Conclusion:

- **Tourism and TC**
  both follow the idea of territories
  to make the best use of their assets.
- **„Thematic networking" has proven to be a very successful tool that also contributes to the harmonious development of the entire BSR.**

Thanks a lot for your kind attention.