Territorialisation of Sectoral Policy: the example “tourism”

Wilhelm Steingrube
Territorial Cohesion (TC) and Tourism

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

- preparation and transport
- lodging
- catering
- other services, e.g. events, leisure activities, culture, guided tours, ....
- way back, postprocessing

Tourism is used to work cross-sectorally

Tourism can support TC well in gaining its objectives!

(due to the cross-sectoral approach of TC)

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Territorial Cohesion (TC) and Tourism

Tourism lures guests to destinations by natural or cultural attractions.

One principle of TC is „... built on territorial specificities and characteristics ..“

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Tourism acts on all geographical levels

- on international level, e.g. Baltic Sea Area
- ... national ...
- .. 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“)
Developing the Baltic Sea Region into the world's first EcoRegion

Baltic Sea Tourism Commission

Bikeway Berlin-Kopenhagen

Cruise Baltic

Northern Europe

European Route of Brick Gothic
Tourism acts different

- global
- international
- national
- regional
- local

geographical level

cross-sectorally

network

focussing to specific matters
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.