



**The 4th Baltic Sea Tourism Forum “Tourism linking Baltic Countries”
17 – 18 May 2011 – Sopot, Hotel Sheraton**

**Complementary event of the
“European Maritime Day 2011”
19 – 20 May 2011 – Gdańsk,
Polish Philharmonic Hall, Frederic Chopin in Gdansk**

PROGRAM

Tuesday 17 May 2011

- Arrivals of participants of the IV BSTF in Sopot
- 12:00 - 20:30** - Registration of participants at the information desk - lobby of the Sheraton Hotel in Sopot
- 15:00 - 18:00** - Guided sightseeing tour of Sopot
- 20:00 - 22:00** - Welcoming Dinner at the Marco Polo Ballroom, Sheraton Hotel
ID badge authorizes you to entry.

Wednesday 18 May 2011

- 08:00 – 17:00** - Registration. Any questions regarding the Forum will be answered at the information desk (Sheraton Hotel)
- 09:00 – 09:30** - **OPENING PLENARY SESSION OF THE FORUM – moderator of session - Piotr Świąc.**
Welcoming speeches:
Katarzyna Sobierajska - Undersecretary of State, Ministry of Sport and Tourism of the Republic of Poland;
Mieczysław Struk - Marshal of the Pomorskie Voivodeship;
Jacek Karnowski - Mayor of the City of Sopot.
- 09:30 – 10:00** - Introductory lectures:
The role of the Baltic Sea Region in United Europe - Jan Kozłowski, MEP;
Tourist potential of the Baltic Sea Region Strategy - Knut Hänschke, Honorary President Baltic Sea Tourism Commission;
Introduction to the Baltic Sea Region Strategy - Wolf Born, EUSBSR PA
Tourism coordinator State Chancellery Mecklenburg Vorpommern.
- 10:00 – 10:20** - Art show: “Amber- luxury branded product for the Sea”
- 10:20 – 10:45** - Coffee break in foyer

10:45 – 13:00 - PARALLEL SESSIONS – PART I

10:45 – 12:50 - Parallel session 1 - “Creating the Baltic Sea Region brand by developing a competitive tourist offer”

10:45 – 11:00 - Introduction - Anna Somorowska, President of Gdynia Development Agency

11:00 – 11:55 - Joint tourism product and marketing: water tourism (including sea-cruises and ferry services, maritime tourism, yachting marinas).

Moderator: Marta Chełkowska – Director Department of Tourism, Marshal Office of the Pomorskie Voivodeship, Poland.

Participants:

Falk Morgenstern – CEO of the Marina Kröslin, Chairman of the Board of the Marina Verbund Ostsee - Mecklenburg-Vorpommern;

Patric Olderius - Marketing Manager Stena Line;

Bo Nylandsted Larsen - Cruise Baltic.

11:55 – 12:50 - Joint tourism product and marketing: cultural tourism and cultural heritage, tourism events.

Moderator: Elena Kropinova- The Head of the Agency for Tourism, The Government of Kaliningrad Region, Russia

Participants:

Alfredas Jomantas- Cultural Heritage Monitoring Group, Lithuania;

Lawrence Okey Ugwu- Baltic Center of Culture, Poland;

Liisa Lemmetyinen - Turku Touring, Finland.

10:45 – 12:50 - Parallel session 2 - “2nd International Assembly of Guides. “Tourist leadership and guiding in contemporary Europe - common space, common task, common goals”;

Thematic lectures:

- „European tendency in tourist guiding and tourist leadership development in Poland”, Mrs. Katarzyna Sobierajska - Polish Undersecretary of State responsible for Tourism;
- “European Union tourism politics”, prof. Edmund Wittbrodt - Senator Poland, Chairman of the EU Affairs Committee;
- “The role of a guide in shaping the cultural and national identity”, Andrzej Gordon - The Secretary General ZG PTTK;
- “The role of tourist information centers and diplomatic missions in shaping the image and promotion of Polish tourist”, Marek Gołkowski - Consul General of the Republic of Poland in Kaliningrad;
- “Multiculturalism in the work of tour guides and area guides”, Zygmunt Kruczek - Polish Federation of Tour Guides and Area Guides;
- “How much freedom and arbitrariness in cultural guiding?”, Gabriela Skolaut - Germany/Heidelberg/;
- “Vienna - the capital at the crossroads of routes and cultures”, Małgorzata Nowak - Austria , Vienna,
- “Petersburg and the sea”, Vladymir Gordieev - Russia/Petersburg/

12:50 – 13:00 - Short walk in to Molo - ID badges authorizes you to entry

13:00 – 14:00 - Opening of the Summer Tourist Season in Poland organized jointly by City Hall of Sopot, City Hall of Zakopane and Polish Tourist Organization. (Wooden pier in Sopot, next to Sheraton in Sopot);

14:00 – 15:00 - Lunch at the Sheraton Hotel in Sopot

15:00 – 16:00 - PARALLEL SESSION- PART II

Parallel session 1 - “Creating the Baltic Sea Region brand by developing a competitive tourist offer”

15:00 – 16:00 - Joint tourism product and marketing: active and health tourism

Moderator Thomas Mielke – Executive Director, Baltic Sea Tourism Commission.

Participants:

Jacek Karnowski, Mayor of the City of Sopot, Poland
Lidija Bajaruniene, Chief Officer of Tourism Policy Division
Ministry of Economy of the Republic of Lithuania
Michael Cramer, Member of the European Parliament, Germany.

15:00 – 16:00 - Parallel session 2 - “2nd International Assembly of Guides. “Tourist leadership and guiding in contemporary Europe – common space, common tasks, common goals”;

Thematic lectures:

- “Historical and contemporary multiculturalism in the work of the UK Guide”; Renata Howell -UK/London/,
- “Vilnius - the common historico-cultural roots and diversity at work guide”; Paweł Giedroyc - Lithuania/Vilnius/,
- “Cultural routes in Denmark and were received by Polish tourist”, Jadwiga Herlevsen - Denmark/Copenhagen/.

16:00 – 16:10 - Technical break – joining the parallel

16:10 – 17:00 - Closing Plenary Session - joint meeting of the Second International Assembly of Guides and presentation of conclusions from discussions held at the Fourth Forum of the Baltic States Tourism in Sopot by Ms Anna Somorowska, President of Gdynia Development Agency and Mr. Lech Drożdżyński, President of PTTK.

17:00 – 18:00 - Reception

18:00 - 19:00 - Bus transfer from the Sheraton Hotel in Sopot to the Polish Philharmonic Hall Frederic Chopin in Gdańsk (Ołowianka 1 St.)

19:00 – 21:00 - Concert Gala/Presentation Gala for participants of the European Maritime Day and Venue: Polish Baltic Philharmonic Hall (PBPH)

21:00 – 22:00 - Bus transfer from the Polish Philharmonic Hall Frederic Chopin in Gdańsk to the Sheraton Hotel in Sopot

Please note! If you want to participate at the Gala Concert and at the European Maritime Day 2011 on 19th May please register yourself on the website:

http://ec.europa.eu/maritimeaffairs/maritimeday/index_en.htm#

Thursday 19 May 2011

08:00 - 09:00 - Bus transfer from the Sheraton Hotel in Sopot to European Maritime Day Conference in Gdańsk, Polish Baltic Philharmonic Hall (PBHP), Ołowianka 1 St.

09:00 – 09:30 - Registration and welcome coffee

09:30 – 11:00 - OPENING OF THE CONFERENCE “EUROPEAN MARITIME DAY “

Details:

http://ec.europa.eu/maritimeaffairs/maritimeday/index_en.htm,

Donald Tusk, Prime Minister of Poland;

Jerzy Buzek, President of the European Parliament;

Viktor Orban, Prime Minister of Hungary;

Jose Manuel Barroso, President of the European Commission;

Lech Wałęsa, former President of the Republic of Poland;

Mieczysław Struk, President of Pomorskie Voivodship;

Paweł Adamowicz, Mayor of Gdansk.

11:00 – 11:30 - Keynote speech by Maria Damanaki, Member of the European Commission Responsible for Maritime Affairs and Fisheries:

“The integrated maritime policy: putting people first”

11:30 – 12:00 - Press conference

- 11:30 – 13:00 - PLENARY SESSION I:**
Making maritime careers attractive: education, training and working conditions.
- 13:00 – 14:30 -** Lunch break
- 14:30 – 16:00 - PLENARY SESSION II:**
What lessons from the Strategy for the Baltic Sea Region ?
Moderator: Danuta Hübner, Member of the European Parliament,
Chairwoman of the Committee on regional development of the European Parliament.
Participants:
Janusz Lewandowski, Member of the European Commission responsible
for Financial Programming and the Budget;
Ilkka Laitinen, Executive Director of Frontex (European Agency for the
Management of Operational Cooperation at the External Borders of the
Member States of the European Union);
Katarzyna Sobierajska, Polish Undersecretary of State responsible for
Tourism;
Mercedes Bresso, President of the Committee of the Regions;
Representative from the Baltic Sea States.
- 16:00 - End of the 4th Baltic Sea Tourism Forum**