

MAGDA LESZCZYNA-RZUCIDŁO

“CREATIVE COMMUNITY BUILDING UPON BALTICNESS: ROLE OF TRADITION AND NEW APPROACHES”

**GDAŃSK, 26.09.2022
CREATIVE WAVES PROJECT CONFERENCE**



EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

POLICY AREA 'TOURISM'




EUSBSR PA Tourism provides a strong platform to reinforce sustainable tourism development in the Baltic Sea region, creates networks, and strengthens the dialogue with tourism industry stakeholders.

#SUSTAINABLETOURISM

#CULTURALTOURISM


EUSBSR PA Tourism enhances the Baltic Sea region's profile, visibility and attractiveness.






“The diversity of culture, languages and traditions of the Baltic Sea area are developing a new kind of cultural heritage: that of living together.”

Handout of the 3rd DG IV Transversal Project Meeting, Visby 2003



**UNWTO DESCRIBES CULTURAL TOURISM AS A
“TYPE OF TOURISM ACTIVITY IN WHICH THE
VISITOR’S ESSENTIAL MOTIVATION IS TO
LEARN, DISCOVER, EXPERIENCE AND
CONSUME THE TANGIBLE AND INTANGIBLE
CULTURAL ATTRACTIONS/PRODUCTS IN A
TOURISM DESTINATION”**

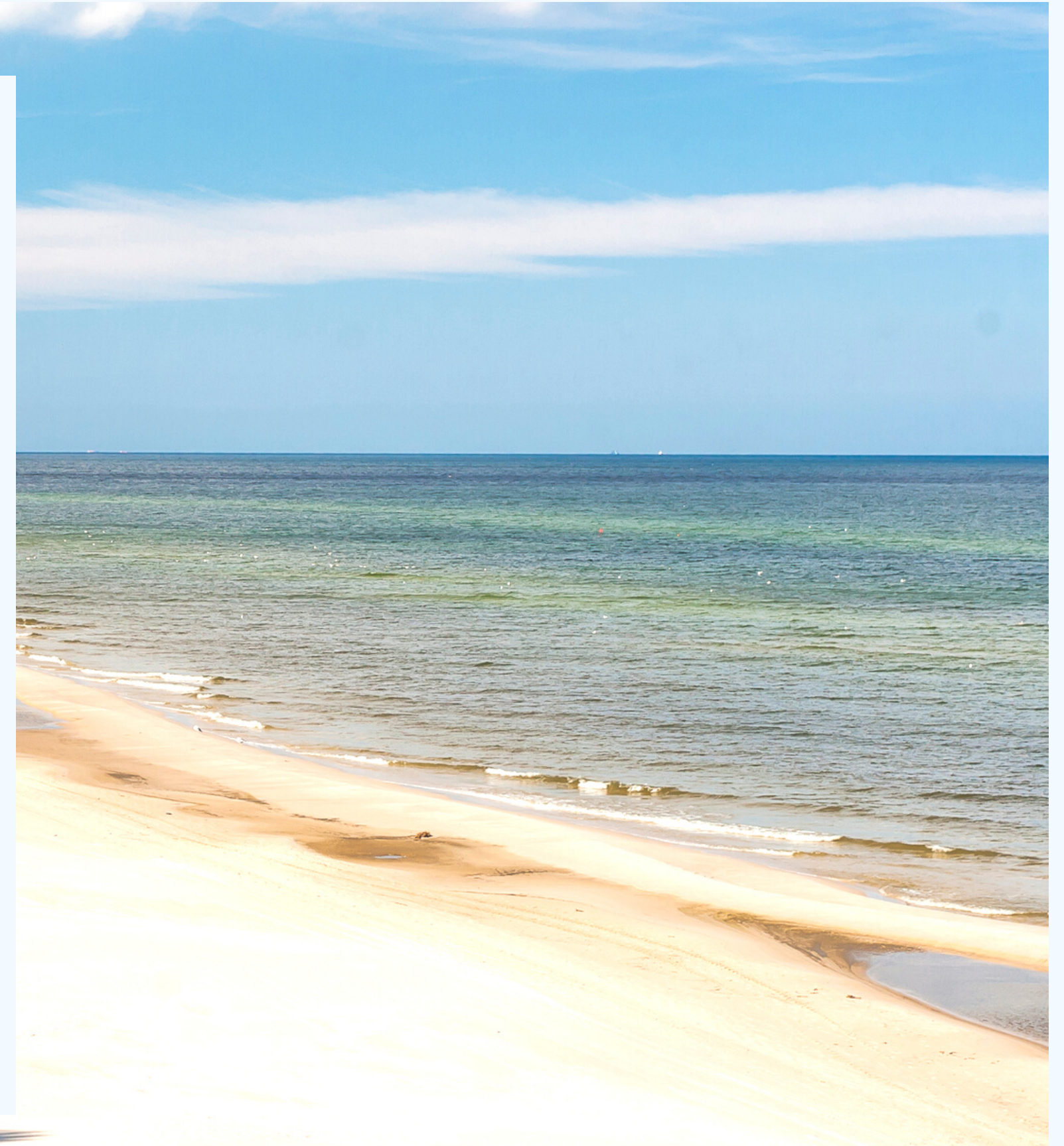




Cultural tourism is one of the largest and fastest-growing global markets.

Culture is an increasingly important element in marketing tourist destinations as it **creates distinctiveness and attracts cultural and historic assets** forming the unique regional image and identity.

The challenge of cultural tourism can be described as **finding the balance** to ensure the further development of tourism destinations and offers to become a competitive economic activity and **at the same time protect the natural and cultural resources of the destinations and ensure that the quality of life of the local communities does not suffer.**



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The **involvement of local communities** addresses the need for interpreting tangible and intangible heritage by local people, engaging their communities in creative tourism activities, guiding activities, preserving their traditions and enhancing local hospitality.



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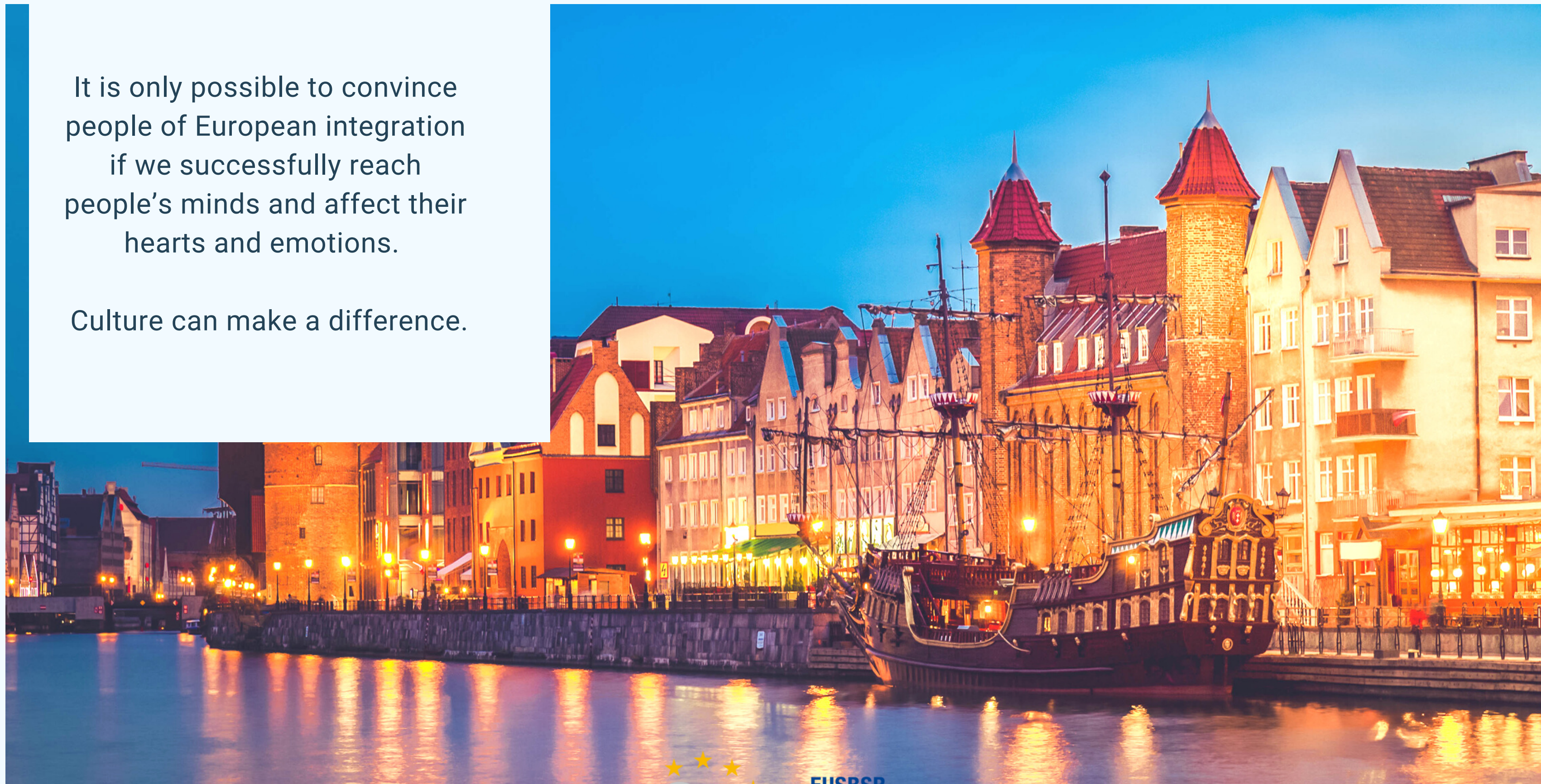
Culture can spur social innovation.

New ways of thinking and innovative approaches are needed in many areas of life.

Innovative/Sustainable/Cultural tourism offers can help with brain-drain in rural areas, climate change or deal with rising social and political tensions.

It is only possible to convince
people of European integration
if we successfully reach
people's minds and affect their
hearts and emotions.

Culture can make a difference.

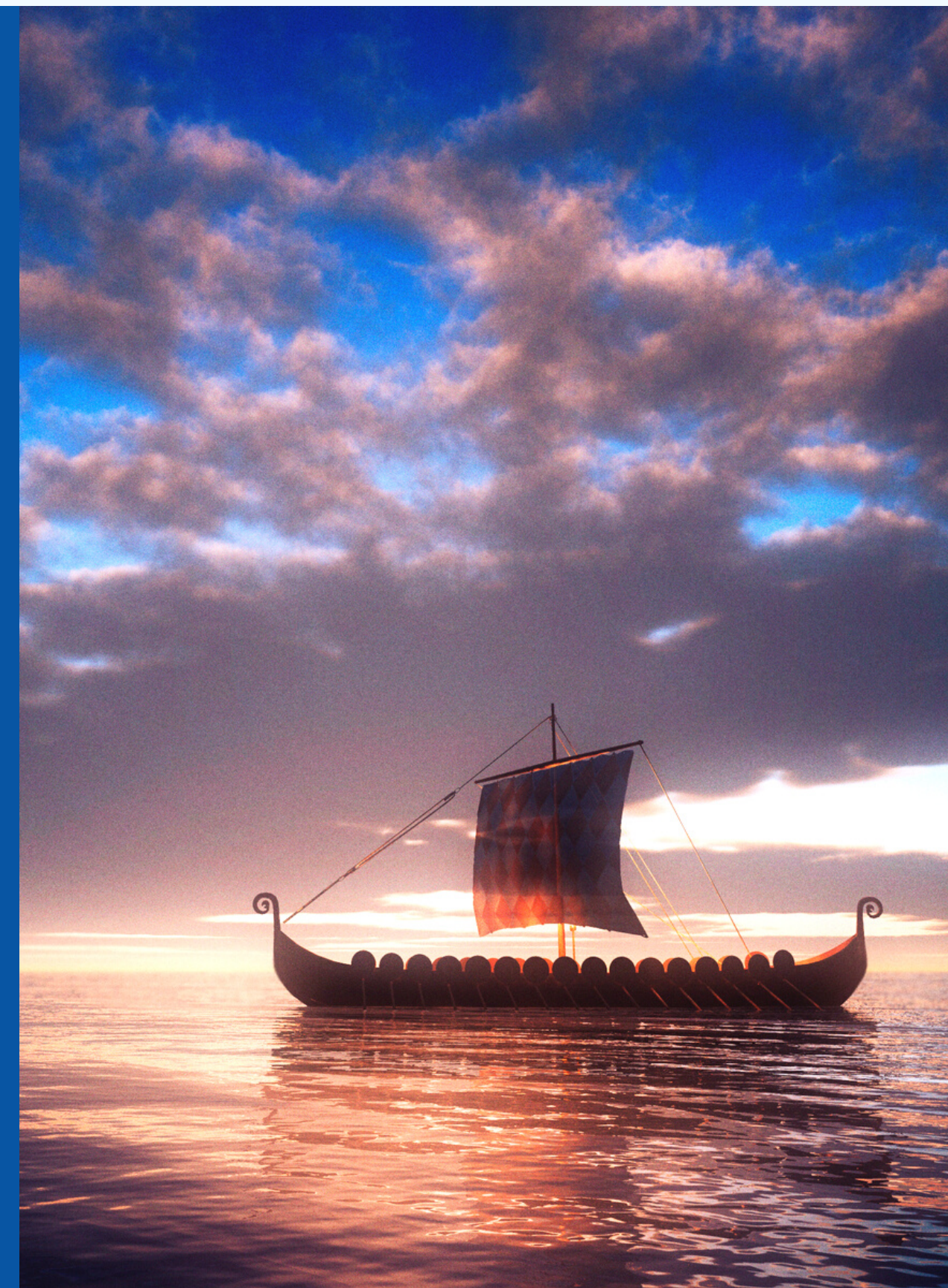


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INVENTORY OF ELEMENTS OF BSR IDENTITY

1. PROVEN WILLINGNESS TO CO-OPERATE
2. ENVIRONMENTAL AWARENESS
3. A UNIQUE ICT COMMUNITY
4. CREATIVITY IN ATTRACTIVE PLACES
5. MULTICULTURAL DIVERSITY
6. AN ACCESSIBLE MARITIME HERITAGE
7. ACCESSIBLE GREEN SPACES
8. BETTER GROWTH THAN THE REST OF EUROPE
9. THE BALTIC SEA

BRANDING STRATEGY FOR THE BALTIC SEA REGION ANALYSIS AND RECOMMENDATIONS ROUTES4YOU PROJECT



Thank you

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