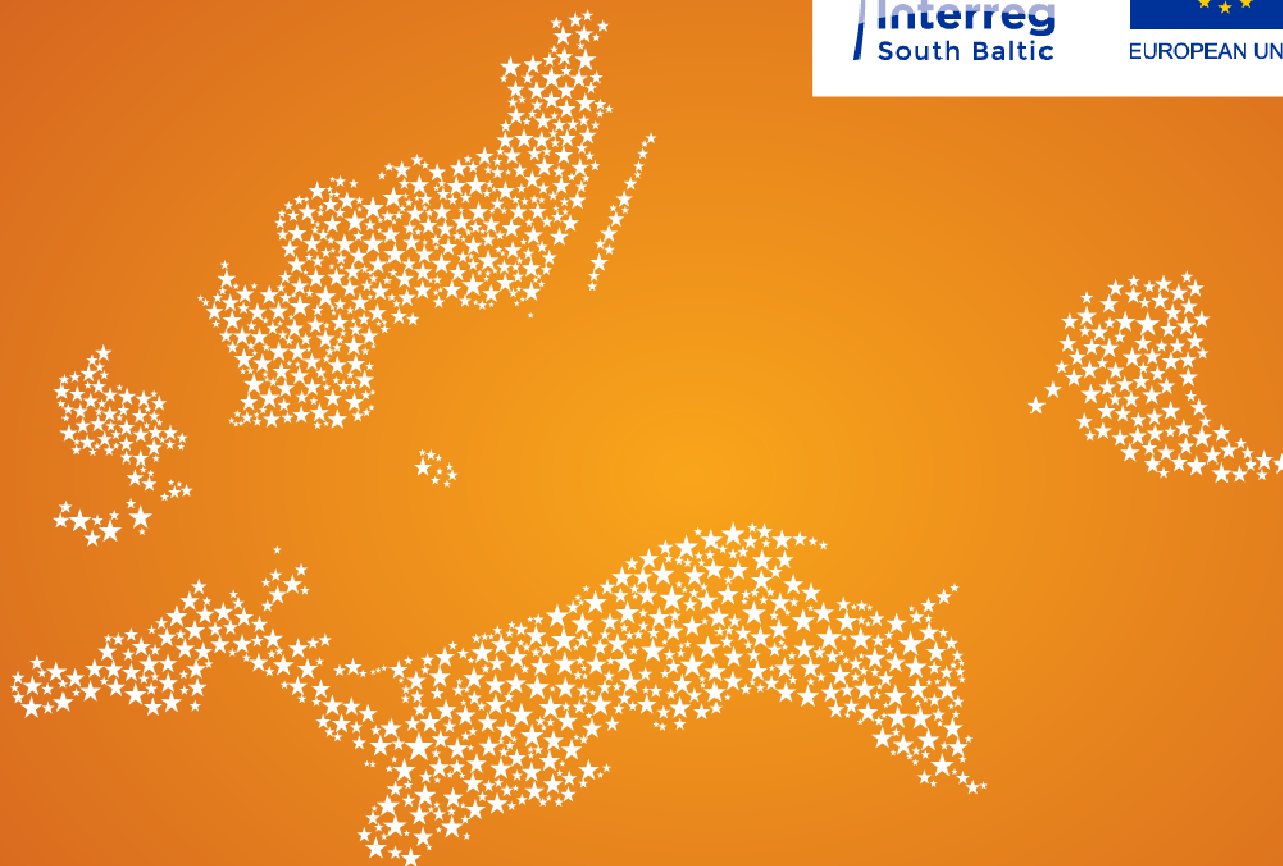




European
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BALTICPRIDE

**Baltic Heritage Routes. Development of Sustainable Tourism Infrastructure
in South Baltic Area**

Description of your idea

- PROBLEM: a) there are sustainable tourist routes in BSR, but they do not work properly, b) majority of tourist offers are one country or blocs: Scandinavia, Baltic Republics, Germany, Poland – there are very few cross-border tourist packages – boat and rural house stay (are we serious?)
- RESULT – very small cross-border sustainable tourism
- REASONS: little common perception, no good cross-border offers, no imaginations that it is valuable, no comments, total silence
- POSSIBLE SOLUTIONS – a) plan the routes in more attractive way, b) explore the routes through exploration trips, c) show them on new media, d) involve public in commenting, e) build significant public interest on what we are doing, f) convince business that huge interest can build opportunities to earn incomes, g) build skills of business to sell sustainable tourism tourist packages, h) involve new people who up to now were not interested in sustainability



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Partners / associated organisations found

- We know what we are to do: we submitted the application in the 1st call and received valuable comments from JTS
- We changed the concept into more proactive and market oriented
- We have enlarged partnership to: Municipalities: Kretinga, Tielasi, Plunge, Lębork, Universities: Gdansk, Greifswald, Business organizations: North Chamber of Commerce, National Foundation of Entrepreneurship, Folkuniversitetet, Local tourist organization Leborg, Region of West Pomerania Szczecin, Department of Tourism



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Partners / associated organisations required

- We are looking for partners from Denmark (tourism organization, business organization), Sweden (tourism organization), Germany (business organization)
- At this moment we are absolutely sure that we are able to plan 8 routes and 8 dream tours, organize exploration trips, publicize them intensively on the web and all media, train business how to make income on our dream tours and implement new products to at least 20 business units located in SBR
- **WE ARE LOOKING FOR YOU BECAUSE TOGETHER WE CAN DO THIS BETTER**



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Thank you!

PRZEMEK KULAWCZUK, BALTICPRIDE ORGANIZER

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