

BALTIC DREAMS

FINAL CONFERENCE



BALTIC
dreams
HERITAGE ROUTES

26/04/2021
10.00-16.30 CET



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SCHEDULE

10.00 -10.30 Introduction and welcome

Welcome speech by Professor Krzysztof Bielawski, the University of Gdańsk Deputy Rector for Innovation and Cooperation with Social and Economic Environment

Greetings from the Head of the Joint Secretariat in the Interreg South Baltic Programme – Dominika Butkiewicz

Greetings from the Dean of the Faculty of Economics – Professor Monika Bąk

Introduction to the Conference Programme – Project Manager Professor Przemysław Kulawczuk

10.30 – 10.50 Invited guest speech: Marta Chełkowska, President of Pomeranian Tourist Organization, title: **Development of the Baltic cultural routes based on trends and challenges of the tourism industry.**

10.50 – 11.20 Professor Jacek Zaucha (UG), title: **Overview of the Baltic tourism projects from a new perspective**

11.20-12.30 Baltic Heritage Routes Project Discoveries and Inspirations for the Future - Project partners short speeches and presentations

7-8 short speeches of the individual partners of the Baltic Heritage Routes showing their South Baltic Region discoveries, findings, project impressions, and visions of the future - circa 10 minutes each

Discussion, Guests' Q & A

BHR Project Partners include the University of Gdansk, the University of Greifswald, Kretinga Municipality, Telsiai Municipality, Plunge Municipality, Lębork Municipality, Institute for Private Enterprise and Democracy, Local Tourist Organization Lębork, West Pomeranian Region, Northern Chamber of Commerce, People's University in Kristianstad

12.30-13.30 lunch break

During the break - presentation of the dream tours reportage videos conducted in the project, and slides shows - it will be done by the organizer



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SCHEDULE

13.30-13.45 Announcement of the Photography Contest results

13.45-15.00 Sustainable tourism business in the South Baltic Region after Pandemic

Introduction to the topic and proposition of the Declaration of collaboration in revitalizing sustainable tourism after the pandemic in SBR (BHR Project Manager)

Voices of Business on how to revitalize sustainable tourism in SBR after the pandemic

Short speeches of the representatives of business organizations and designers of tourist offers, tourism site operators, tourism managers, etc.

Ad hoc speeches and open discussion of the conference participants

Voices of the researchers

Voices of the local authorities

15.00-15.30 Coffee break

During the pause – the presentation of the results of the individual elements in the project (slide show provided by the organizer)

15.30- 16.30 Sustainable tourism and tourist community in the South Baltic Region – Open discussion Agora

Voices of the tourist community members

Open discussion

Around 16.20 - Closing remarks and Goodbye by the Project Manager.



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