



SusMarTour Webinar

4th October 2022 at 11:00 CET

BSR Tourism - Challenges Into Opportunities



motus 
foundation

BPO
 **BALTIC PORTS
ORGANIZATION**

KLTC-KSRC

About the webinar

The Crisis Situation in the BSR Tourism Sector, which includes the pandemic situation that started in 2020, and the Russian invasion of Ukraine has led to drastic changes in mobility, the employment market, and the resilience of job stability. The problem is highly relevant across the Baltic Sea Region, where traveling is to a large extent based on the maritime sector.

During this autumn seminar of the SusMarTour project, we would like to summarise the current situation of tourism in the region and show how to change challenges that we have crossed during the crisis into real opportunities.

11:00	BSR Tourism - Challenges Into Opportunities	
11:00 - 11:05	Welcoming	Joanna Kniter MOTUS Foundation
11:05 - 11:10	Keynote Speech	Olga Zuin Council of the Baltic Sea States
11:10 - 11:30	Port of Stockholm Answering the Recent Cruise Challenges	Stefan Scheja Ports of Stockholm
11:30-11:50	Tourism Destination Management in the BSR	Tomasz Studzieniecki Gdynia Maritime University
11:50-12:10	BSR Tourism - Challenges Into Opportunities	Magda Leszczyna - Rzucidło EUSBSR
12:10-12:30	Future Tourism Development in the BSR	Jenifer Iduh European Travel Commission
12:30-12:50	Prospects of Finnish Travel and Tourism	Heli Mäki-Fränti Association of Finnish Travel Industry
12:50-13:10	Between covid and energy crisis, how does the BSR develop sustainable and resilient tourism?	Frank Tetzl Image Network
13:10	Ending of the Webinar	