

## Smart Blue Regions Transnational Workshop

**“Coastal and maritime tourism- cooperation potential in the Baltic Sea Region”,**

**19th June 2018 in Jūrmala (Latvia)**

Lielupe hotel by Semarah (Bulduri prospect 64/68, Jūrmala, Latvia)

Hosts: Riga Planning Region

### DRAFT AGENDA

**Tuesday, 19<sup>th</sup> June**

**Location:** Lielupe hotel by Semarah (Bulduri prospect 64/68, Jūrmala, Latvia)

TIME	TOPIC	RESPONSIBLE PARTNER
9.00-9.10	<b>Arrival and registration</b>	RPR
9.10-11.40	<b>Study visit – health, sea medicine and Spas: Jaunķemeri Rehabilitation Centre</b> Riga Planning Region	Guided by G.Ušpele, Health Tourism Association (Latvia)
11.40-12:00	<b>Coffee break</b>	
12.00-12.20	<b>Latvian Tourism Development in the Baltic Sea Region</b>	Mr. Gatis Silovs, Director of Sectoral Policy Department, Ministry of Economics
12.20-12.40	<b>Coastal tourism – cooperation potential in the Baltic Sea Region beyond 2020/ Smart Blue Regions project: overview</b>  <b>Developing and Implementation Strategy for the Sustainable Blue Growth Agenda for the BSR</b>	RPR, Inga Brieze, Head of Project Management Department, Riga Planning Region
<b>Sessions on selling points and development opportunities in maritime and coastal tourism products in BSR</b>		
12.40-13.00	<b>Health, sea medicine and SPAs</b> Regional presentations	RPR, Partner regions G.Ušpele, Health Tourism Association (Latvia)

13:00-13:20	<b>Nature and active tourism</b> Ida-Viru- the Mecca for nature and active tourism developpers in Estonia	RPR, Partner regions  Mrs Kadri Jalonen, Ida-Viru Tourism Coordinator (Estonia)
13.20-13.40	<b>Cultural heritage</b> Regional presentations	RPR, Partner regions  Ms. Telle Tuominen Turku University of Applied Sciences (Finland)
13.40-14.20	<b>Harbours and sailing</b> East Baltic coast – new destination for sailors and new challenge <u>for tourism developers</u> in coastal regions  Opening the door to a destination	RPR, Partner regions  A.Petkevica, EST-LAT Harbours Project Coordinator (Latvia)  Kairi Jõesalu, Project Smart Marina (Sweden)
14.20-15.00	<b>Lunch break</b> Lielupe hotel by Semarah	
15.00-15:20	<b>Review of project ideas developed in SBR workshops</b>	Mr. Otto Lappalainen Regional Council of Southwest Finland
15.20-16.00	<b>Cooperation project idea development sessions in four coastal and maritime tourism product groups</b>	All, WG Facilitators, <b>Coffee, tea and juice available</b>
16.00-16.30	<b>Working group presentations</b>	WG Facilitators
16.30-17.00	<b>Wrap up and farewell</b>	RPR

Language of the workshop: **English**