

COMMISSION ON TOURISM

The Commission on Tourism was established in 1996 to promote tourism in the Baltic Sea Region. The focus is on education and development of sustainable tourism. The Commission on Tourism is chaired by Mr Leif Nilsson from Kalmar.

At the moment following cities are or want to be involved in activities within the Commission: Gdynia, Haapsalu, Kaunas, Mariehamn, Liepāja, Panevėžys, Palanga, Pärnu, Rçzekne, Riga, Rostock, Tallinn, Vilnius and Kalmar. The activities are mainly participation in projects proposals and some meetings.

The Commission is involved in two project proposals concerning education



and seminars and the outcome shall be presented in January 1998. The Commission has also been involved in a project in the Kaliningrad region for almost a year. This autumn representatives from the city of Baltijsk and the Commission have discussed a joint project and the first steps have actually been made to start writing a proposal.

During those two first years since the start of the Commission the main work has been writing or being a participant in writing proposals, being involved in one project and trying to start other projects. The Commission has also tried to co-ordinate some activities with Baltic Sea Tourism Commission (BTC). But the part of education which is so important has so far had no progress. Education programme courses have been tested, but a break through is far away. Or isn't there any demand for education?

A hope for the future is that the work with education will have greater progress because "Conditions are changing all the time, and to adapt one's thinking to the new conditions, one must study. Even those who have a better grasp and are more firm have to go on studying, have to absorb what is new and study new problems. We can learn what we did not know."

The Chairman, Mr Leif Nilsson



Mr Leif Nilsson, Chairman of the Commission

describes his field, tourism, as follows:

"There is a lot to be said about tourism and tourism in education. Tourism can educate people, the tourist as well as the local people. It can give a lot of experiences by introducing people to other cultures. The new, rising trend is "eco-tourism", which is about how to develop tourism and protect the ecosystem at the same time or even make them support each other. One of the crucial question is: Can tourism be developed in harmony with the local society and environment in a certain area?"

Further information:

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COMMISSION ON TRANSPORTATION

The Commission on Transportation is chaired by Prof. Maciej T. Krzyżanowski, Gdańsk. The Commission on Transportation aims at improving, integrating and

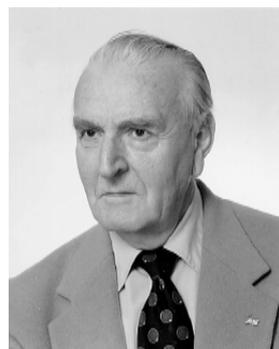
connecting the transport system in the Baltic Region better with the Trans-European Network. An important issue is the connection of waterborne transit chains of the Baltic Sea with inland transportation systems.

From the beginning of 1996 onwards, the Commission has continued to implement the recommendations of the UBC Conference on Actual Problems of the Baltic Sea-Land Transportation Systems held in Gdańsk, April 1995, as regards the Trans European Motorway North-South (TEM), Via-Baltica and Via-Hanseatica. The Commission has presented the following documents in 1996 as a basis for future work:

"Development of land transport systems linking a hinterland with the Baltic ports" and "Short Sea Shipping and Land Transportation Systems in the Baltic Region". In February 1997, the Commission established two working groups, one focusing on short sea shipping and the other one on public transportation reorganisation

Prof. Maciej T. Krzyżanowski describes the activities of this Commission as follows:

"The first steps for the activities of the Commission have been directed to the elimination of the infra-structural shortcoming and undeveloped transport networks existing between the cities of Gdańsk, Elbląg, Kaliningrad and other



Prof. Maciej T. Krzyżanowski, Chairman of the Commission

Baltic States. As a result, a regular railway link between Gdynia and Kaliningrad has been opened, construction works on the the coastal road from Kaliningrad to Poland have been started and a regular air connection between the Baltic Cities has been established.



The growing increase in transportation demand and complexity of international transport operation in Europe include the application of intermodal solutions. The expected shift in the future towards

road transport leads to increasing level of the environmental damage. The necessity of activation of the Baltic Sea transport, having in mind the cargo transport, stimulated the Commission into organising the international seminar on "The transit chains in the Baltic Sea Region. The short-sea shipping in the Baltic" in Helsinki in June 1996.

The problem of the short sea shipping realized in a new form of the fast ships adapted to the market demand and ports activities is strongly supported by the European Union. The long distance bottlenecks, congested highways in the Western and Middle Europe, environmental problems and safety reason, including the lower costs of an operation in comparison with the other modes of transport, have created the

necessity of the development of the modern system.

Problems which will be tackled by the Commission on Transportation in 1998 are:

1. Analytical studies on the economic effects of the modern fast ferries operated in the Baltic and Northern Sea.
2. Adaptation of modern systems of communication to city transport.
3. Concepts of creation of logistic centres in the developed ports of the Baltic Sea.

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THE UBC TASK FORCE FOR PUBLIC RELATIONS AND COMMUNICATION

BE THERE OR BE SQUARE!

Each UBC member city is entitled to nominate one representative to the UBC



Task Force for Communication and Public Relations (TF). The TF is a functional group of contact persons who have the will and the skill to promote practical Baltic Sea cooperation between the UBC network and their own cities. Active involvement in the Task Force operations also guarantees a member city its place within the UBC main flow of communication.

Presently the TF has 60 members

The Task Force members are typically city officials responsible for international and/or public relations in their cities, as the aim of the TF is essentially to develop communication about international projects, partnerships, events and other developments regarding cities and the region. The Task Force membership is a great opportunity to a city, not an obligation - and already 60 persons from all over the region have taken up this challenge!

Many benefits to your city

The UBC is growing rapidly and so is the importance of the role of the Task Force. The TF is a right place for you if



*Ms Sonja Hilavuo,
 Chairman of the Task Force*

you want to:

- search and identify right partners for different projects
- increase your direct contacts and connections to other member cities
- gain promotional possibilities for your city on national and international level
- build networks towards media, financial institutions and the European Union
- learn from the mutual exchange of experiences and practises

The Task Force meets once every year and the meeting in 1998 will take place in the City of Szczecin, Poland. We have our own action plan and mailing lists, so to find out more, please contact:

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