

# VI UBC GENERAL CONFERENCE

## COMMISSION ON TOURISM

### ACTIVITY REPORT OCTOBER 1999 – SEPTEMBER 2001

1. A **new Board** for the Commission on Tourism has been elected (April, Vilnius). The Board now consists of Kalmar (Chair), Palanga (v Chair), Kaunas and Rostock (from October 2001)
2. The Commission has seen to that the seminars of the **Baltic Tourism Academy** have been realised. Seven seminars on the topic "working with events" have been held as follows:
  - January 23-24; Kalmar; Seminar on marketing
  - January 25; Karlskrona; Seminar on the idea behind an event
  - February 27; Tallinn; Seminar on organisation and financing
  - March 29; Gdynia; Seminar on organisation
  - April 26; Vilnius; Seminar on advertising
  - May 7; Rostock; Seminar on Sponsoring
  - May 10; Nyköbing F.; Seminar on measuring of effects

The **UBC network** has been used for distribution of the Baltic Tourism Academy seminars. A refund of 100 EURO has been offered to participants from Russia, Estonia, Latvia, Lithuania and Poland, for travel and accommodation during the seminars.

3. The Commission tried to go through with a joint meeting with the **Commission on Culture** this year but this so far hasn't been possible to realise. The Commission hopes for such a meeting in 2002.
4. The development of the planned **tourism exchange programme**, TEP, is continuing. Contacts with the Council of Nordic Ministers in Vilnius and the Programme Office in Stockholm are involved. This will be of high priority from October 2001 (new steering board). A small investigation on interest and demands of such an exchange programme has been made by the secretariat.

### ACTION PLAN 2002 - 2003

1. To make a **schedule** for meetings both for the board and the Commission for the coming years.
2. A **first meeting** with the steering board will be held in Riga on the 25<sup>th</sup> of October. The meeting will create a more precise action plan for the coming two years. The following is still valid though:
3. An **information meeting** on ongoing eu-projects in tourism will be held in 2002. Lecturers from the different projects and eu-programme offices will be invited.
4. To initiate a co-operation with UBC's **Commission on Culture**. The two Commissions plan to have joint meetings and work out a proposal to co-operation project initiated for the period 2000-2003.
5. **Trainee activities** will be initiated during 2002. An exchange program for persons working in tourism, giving the participants opportunities to learn from other organisations and countries. A co-operation for this is being initiated at the moment. A new meeting with the Nordic Council of Ministers will be held.

6. The Commissions will continue with the work with the **Baltic Tourism Academy**. The City of Kalmar is for the moment writing the new eu-application of the continuation of the project. A new seminar series and in new structures will be formed in the coming months.

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