



- 13:30 – 13:45** **Welcome and introduction**
Lise Lyck, Centre Director
Center for Tourism and Culture Management,
Copenhagen Business School, Denmark
- 13:45 – 14:15** **“Cultural Tourism opportunities in Lithuania”**
Irena Vedrickaite,
Commercial Counselor,
Embassy of Lithuania, Copenhagen
- 14:15 – 14:45** **“Co-operation in Cultural Heritage Tourism -
Case studies and strategies”**
Christian Rümmelein, Owner and Senior Consultant
Marketing Contor, Lüneburg, Germany
- 14:45 – 15:15** **Break**
Coffee, Tea, Cookies
- 15:15 – 16:00** **“Cultural Co-operation with the Baltic States”**
Invited Speaker
Finn Andersen, Secretary- General
The Danish Culture Institute, Denmark
- 16:00 – 16:30** **“How to Combine Culture, History and Tourism in the Baltic Sea
Region”**
Kirsi Pönni
Training and Research Manager, Kimara Travel Consulting,
Former marketing director of the King’s Road Co-operation
- 16:30 – 17:00** **“Culture as a tool to develop tourism in the Baltic Sea Region”**
Arne Ellefors
President, Cultural Tourism Institute, Norköping, Sweden
- 19:00 – 22:00** **Conference Dinner**
FUHU Faculty Club
Solbjerg Plads 3, Building A, 3rd floor
2000 Frederiksberg



- 9:00 – 9:15** **Introduction**
- 9:15 – 9:45** **“Cruise Tourism in the Baltic Sea Area”**
Signe Adamsen, Project Director, Cruise Baltic Project
- 9:50 – 10:20** **“Baltic Sea Tourism as an Instrument and Driver for the Baltic Sea Region Integration”**
Lise Lyck, Centre Director
Center for Tourism and Culture Management,
Copenhagen Business School, Denmark
- 10:20 – 10:45** **Break**
Coffee, Tea, Cookies
- 10:45 – 11:15** **“The Baltic Sea Area as a Target for Tourism – Problems and Possibilities”**
Thomas Lundén
Professor of Human Geography, Director, Center for Baltic and East European Studies, Södertörn University College
- 11:20 – 11:50** **“Reasons to Travel and Tours in the Baltic Sea Area”**
Svend Lisdorf
Responsible for the Baltic Sea Area, Hekla Travel, Denmark
- 11:55 – 12:25** **“Baltic Countries – as a New Tourism Destination for Danes”**
Jurgita Vilkeviciute
Studying for a Masters of Science
- 12:25 – 13:30** **Lunch**
Buffet in the hall
- 13:30 – 14:00** **“Leisure and adventure in Poland”**
Andrzej Zywiec, Head of the Economic & Commercial Section,
Embassy of Poland
- 14:00 – 15:45** **Round Table/Panel Discussion on the Topics Presented during the Conference and Future Service and Tourism study Cooperation**
- Helle Degn
 - John Callisen - Uddannelseschef
Hotel – og restaurantskolen
 - Niels Mygind – Professor, Director
Center for East European Studies, Copenhagen Business School
- 15:45 – 16:30** **End of the conference. Farewell Reception**