



Conference programme

May 17th 2006
Room SPs05

- 13:30 – 13:45** **Welcome and introduction**
- 13:45 – 14:45** **Presentations**
- 13:45 – 14:15** **“The Development of a Customer Focused Tourism Quality Management Programme”**
Dr. Roger Evans, PhD
Centre Manager, Baltic Tourism Research and Training Centre, University of Tartu, Pärnu College, Estonia
Ms. Heli Tooman, PhD,
Head of Tourism and Hotel Management Division, Lecturer in Tourism Management, Service Quality Training. University of Tartu, Pärnu College, Estonia
- 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**
- 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 Consultant,
Former Head of the King’s Road Co-operation
- 16:30 – 17:00** **“Culture in the Baltic Sea Area as a Tool to Develop Tourism”**
Arne Ellefors
President, Cultural Tourism Institute, Norköbing, Sweden
- 19:00 – 22:00** **Conference Dinner**



May 18th 2006
Room SPs05

- 9:00 – 9:15** **Introduction**
- 9:15 – 12.30** **Presentations**
- 9:15 – 9:45** **“Cruise Tourism in the Baltic Sea Area”**
Signe Adamsen, Project Director, Cruise Baltic Project
- 9:45 – 10:15** **“Current and Future Activities of the Baltic Sea Tourism Commission”**
Thomas Mielke, Executive Director
Baltic Sea Tourism Commission, Sweden
- 10:15 – 10:45** **“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
- 10:45 – 11:00** **Break**
- 11:00 – 11:30** **“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
- 11:30 – 12:00** **“Reasons to Travel and Tours in the Baltic Sea Area”**
Svend Lisdorf
Responsible for the Baltic Sea Area, Hekla Travel, Denmark
- 12:00 – 12:30** **“Baltic Countries – as a New Tourism Destination for Danes”**
Jurgita Vilkeviciute
Studying for a Masters of Science
- 12:30 – 13:30** **Lunch**
- 13:30 – 14:00** **“Tourism in Poland”**
Andrzej Zywien, 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**
- 15:45 – 16:30** **End of the conference. Farewell Reception**