



bastis

baltic sea heritage tourism
information service

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Zukunftsfähiger Tourismus – Innovation und Kooperation
28.05.2011, Fachhochschule Stralsund

BASTIS - Baltic Sea Heritage Tourism Information Service: Innovative Informationsplattform für die touristische Vermarktung der Ostsee-Region

Bente Grimm
N.I.T. - Institut für Tourismus- und
Bäderforschung in Nordeuropa GmbH
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Baltic Sea Region
Programme 2007-2013

Part-financed by the European Union
(European Regional Development Fund)

 **AGORA 2.0**

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What is BASTIS?

BASTIS is the Baltic Sea Heritage Tourism Information Service. It is ...

- ... a work package of the Agora 2.0 project
- ... co-financed by the Baltic Sea Region Programme 2007-2013.



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Background of BASTIS

- Lesson learnt from the first **agora** project:
 - There is already some information on the tourism market and development in the Baltic Sea Countries,
 - but it is often difficult to find and
 - mostly not comparable from one nation/destination to the other.
- Comprehensive comparable data on customers and markets relevant for the Baltic Sea Heritage Tourism on BSR level are lacking.

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What is BASTIS good for?

BASTIS was developed for tourism SMEs, tourism authorities and tourism associations working in the Baltic Sea region (BSR) ...

... to provide tailor-made market information

... free of charge

... easily accessible

... as complete as possible

... as comparable as possible

→ To help tourism stakeholders in the BSR with their decisions for marketing and strategic planning



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What information do I find in BASTIS?

In BASTIS you find well-structured and at one glance, statistics, market research results and analyses ...

- ... on all Baltic Sea **destination countries**
- ... on the most important **source markets** for the Baltic Sea Region
- ... on different **cultural and natural tourists** in Europe interested in holidays in the BSR.
- ... on **heritage sites** all around the BSR



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How is the information in BASTIS provided?

The heart of BASTIS is a **WIKI** – the “creators” of BASTIS put already a lot of very valuable information into the system.

But you, the user, can easily add information and make BASTIS better. This is especially important for the section about Heritage Sites!

You find all news around BASTIS in our **BLOG**. You can easily follow it by clicking “follow blog”!

In the **FORUM** part of the web service you can post and discuss questions about or outside BASTIS



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Have a look yourself!



The screenshot shows a web browser window with two tabs: "bastis - baltic sea heritage touris..." and "Wikipedia:General disclaimer - Wikipedi...". The website header features the BASTIS logo, which consists of four overlapping squares in blue, grey, red, and white, with a blue circle in the center. To the right of the logo, the text reads "bastis" in a large, bold, blue font, followed by "baltic sea heritage tourism information service" in a smaller, grey font. A search bar is located in the top right corner of the header, with the word "Search" and a magnifying glass icon.

Welcome to BASTIS, the Baltic Sea Heritage Tourism Information Service!

The basic idea of BASTIS is to provide everybody dealing with heritage tourism in the Baltic Sea region (e.g. SMEs, tourism authorities and associations) with tailored market information, free of charge and easy to access!

To get straight to the information, just use the "search" function or browse through our wiki. Stay updated about BASTIS by following our blog and discuss about heritage tourism in our forum. For more information about BASTIS, please click here.

BASTIS is part of the Agora 2.0 project. It is hosted by the BTC (Baltic Sea Tourism Commission) and edited by the N.I.T. (Institute for Tourism Research in Northern Europe).

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wiki The [wiki](#) is the heart of BASTIS. Here you can access, share, update and edit all relevant market information for heritage tourism in the Baltic Sea region. [Start the wiki!](#)

blog The [blog](#) is the news center of BASTIS. Here we keep you updated with new developments within BASTIS and point out interesting findings relevant for heritage tourism in the Baltic Sea region. [Start the blog!](#)

forum The forum is the place for discussion. Here you can ask, compliment and criticize the editors of BASTIS and discuss with other users about heritage tourism in the Baltic Sea region. [Start the forum!](#)

[Contact Us](#) | [About bastis](#)

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Who are the people behind BASTIS?

BASTIS is conceptualised, developed, set up and run by ...

... the Baltic Tourism Commission (**BTC**),
with Thomas Mielke in charge of BASTIS



... Institute for Tourism Research in Northern
Europe (**N.I.T.**),
with Ulf Sonntag in charge of BASTIS



The development of BASTIS is supported by
the BASTIS Advisory Board with persons from ...

- ... the Finnish Tourist Board
- ... the Lithuanian State Department under the
Ministry of Economics
- ... the NGO West-Estonia Tourism



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Das Institut für Tourismus- und Bäderforschung in Nordeuropa (N.I.T.)
in Kiel engagiert sich in der touristischen Grundlagenforschung,
betreut im Auftrag der Forschungsgemeinschaft
Urlaub und Reisen die jährliche Reiseanalyse und
arbeitet in der anwendungsbezogenen Forschung und Beratung.



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