

www.bastis-tourism.info



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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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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 Program 2007-2013.









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.













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











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











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

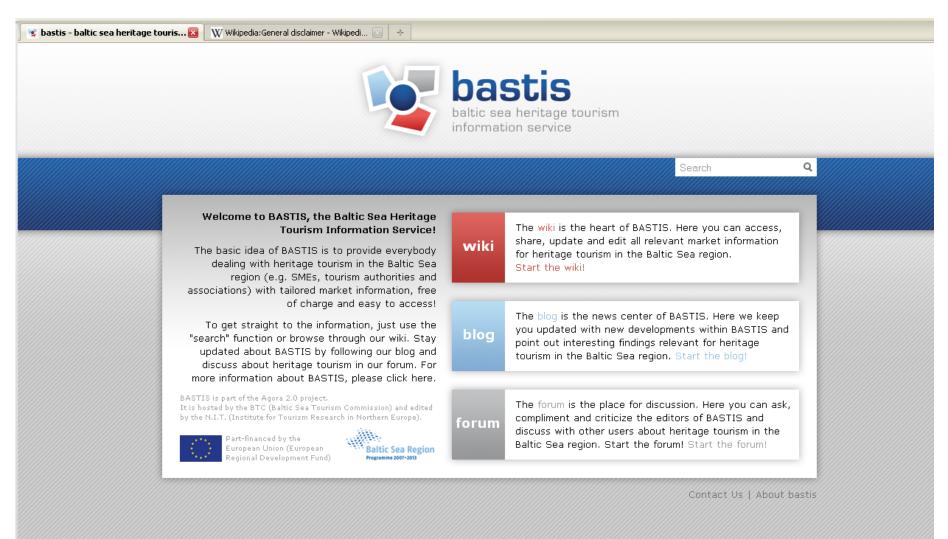








Have a look yourself!



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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.





