

# **BALTIC SEA CULTURAL ROUTES**

## **EASTERN VIKING FORUM II**

Discussion forum on Baltic Sea cultural routes

Tuesday 20 May – Wednesday 21 May 2014

Maritime Centre Vellamo in Kotka, SE Finland

[www.merikeskusvellamo.fi/en/](http://www.merikeskusvellamo.fi/en/)

### **Organizers:**

Finnish Ministry of Education and Culture  
Council of the Baltic Sea States

The Forum is organized in the framework of Finland's Presidency  
in the Council of the Baltic Sea States 2013–2014.

### **Contact:**

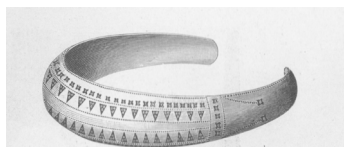
Please confirm your interest and availability to participate in the Forum  
by an e-mail message to Project Coordinator Ms. Mervi Suhonen, e-mail  
[misuhone@gmail.com](mailto:misuhone@gmail.com)

You will receive the invitation letter and registration form by e-mail.

### **Website:**

<http://ndpculture.org/blog/baltic-sea-cultural-routes-eastern-viking-forum-ii-finland-may-20-21-2014>

For Programme, Background & Goals, and Practical information please see  
below.





Tuesday 20 May 2014

11.30 – 13.00 Registration & Lunch

13.00 Opening speeches

13.30 **Panel 1**

**The Baltic Sea in early history and the meaning of history to the people of today**

Chair: *Associate Professor Dan Carlsson, Gotland University, Sweden*

- Viking Age as a resource with special reference to a few examples in the Baltic Sea area  
*International co-ordinator Geir Sør-Reime, Norway*
- Sea routes and maritime cultural heritage of the Baltic Sea  
*Maritime archaeologist Oscar Törnqvist, Södertörn University, Sweden*
- The meaning and applications of history in modern societies with special reference to early history and the Viking Age  
*Professor Kristian Gerner, Lund University, Sweden*

15.30 **Panel 2**

**From cultural substance to economically sustainable tourist products**

Chair: *Director General Daria Akhutina, Norden Association, St. Petersburg, Russia*

- Fresh formulations of the concept "cultural tourism"  
*Professor Mike Robinson, University of Birmingham, UK*
- Recent developments and future challenges in cultural tourism in Finland  
*Culture Finland programme*
- Selling the culture: formula for success and opportunities in the Baltic Sea Region  
*Project development consultant Maria Erashova, Germany*

17.30 Entrance to the museum exhibitions in Maritime Centre Vellamo

18.00 – 20.00 Social programme



Wednesday 21 May 2014

9.00 **Panel 3**

**Baltic Sea cultural routes: opportunities, challenges, co-operation and funding**

- Council of Europe cultural routes: synergy through transnational networks promoting archaeological sites as a tourist destination  
*Director Penelope Denu, European Institute of Cultural Routes EICR / General Coordinator Sorina Capp, EICR*
- Cultural routes: possibilities and challenges in modern-day Russia  
*Representatives from the regional administrations in NW Russia*
- EU viewpoints: cultural interest, opportunities for funding

11.00 **General discussion**

Chair: *Dan Carlsson, Sweden*

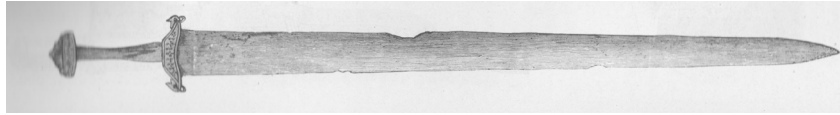
Closing words

12.00 – 13.00 Lunch

Please note: The programme is being finalized; last up-dated in January 2014.

No major changes will be made in the time schedule anymore.

The themes for the panels may be modified to some extent and the topics of discussion in each panel will be chosen by the invited panelists.



## **BALTIC SEA CULTURAL ROUTES**

### **EASTERN VIKING FORUM II**

#### **Background:**

*Eastern Viking Forum II* is the sequel to "*Eastern Viking Forum (i)* ", held in St. Petersburg in April 2012.

*The Study on Viking Age Heritage Sites in Russia* by Dan Carlsson & Adrian Selin was presented, and both Russian and Scandinavian Viking heritage sites were discussed in the light of tourism and education.

<http://www.ndpculture.org/blog/ndpc-organises-a-seminar-on-viking-route-heritage-sites-in-russia>

#### **Goals:**

The aim of Eastern Viking Forum II in 2014 is to discuss cultural tourism and cultural routes on principal and practical levels. In the long run we aim at constructing new cultural routes in the Baltic Sea area. Special focus of the Forum is on the Viking Age: archaeological sites and non-material cultural heritage as elements for creative economy.

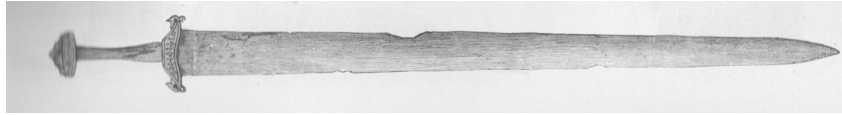
The challenge is to present early history to visitors without losing scientifically relevant information connected with the sites and stories. Economically sustainable cultural tourism is a solid basis for continuous work and good results.

#### **Final report:**

The results of Eastern Viking Forum II will be published on the internet in summer 2014.

We hope to make practical steps in cultural tourism. The most important results to be gained from the Forum are bilateral and/or international co-operation between the Baltic Sea States.

Funding possibilities for the development of cultural routes are provided by the European Union. There is plenty of new potential for EU-based and other investments in cultural tourism in the Baltic Sea area.



## **BALTIC SEA CULTURAL ROUTES**

### **EASTERN VIKING FORUM II**

#### **Language:**

The working language is English.

#### **Fees and costs:**

Eastern Viking Forum II has no participation fee.

All meals and the evening reception are offered by the organizers.

The participants are expected to cover their own travel costs and accommodation.

#### **Accommodation (recommended):**

Original Sokos Hotel Kotka, which is located 1.0 km from Vellamo  
Bookings for the hotel by 15 April 2014.

#### **Transport:**

public transport from Helsinki by bus or train;  
minibus / bus transfer from Helsinki-Vantaa airport to Kotka and return journey  
(free of charge, by request only; to be scheduled later; travelling time ca. 1.5 hrs)

#### **More information:**

Finnish Ministry of Education and Culture

Project Coordinator Mervi Suhonen, e-mail: [misuhone@gmail.com](mailto:misuhone@gmail.com)

Counsellor for Cultural Affairs Maija Lummepero, [maija.lummepero@minedu.fi](mailto:maija.lummepero@minedu.fi)

**Welcome!**