

CTUR *citynews*

N. 7/2011

CTUR Thematic Network
URBACT II Programme

CTUR IN ROSTOCK GERMANY

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The CTUR Thematic Network tour left the Mediterranean coast to reach the Baltic Sea and made its sixth stop there.

Rostock, one of the most important ports in the Baltic Sea, hosted the sixth seminar of the CTUR project, Cruise Traffic and Urban Regeneration of the City-port Heritage, which is part of the Territorial Cooperation Programme URBACT II, 2007-2013.

“Awaking the sleeping beauty”



INTRODUCTION TO THE 6th SEMINAR IN ROSTOCK (GERMANY)



CTUR Lead Partner, Gaetano Mollura

CTUR Citynews n° 7 is devoted to Rostock (Germany) on the Baltic sea, a partner city in the CTUR network, where the sixth CTUR Thematic Conference on the issue of “Governance” took place on 1-2 July 2010.

The mayor of Rostock, Mr Roland Methling, underlined that the city has always believed in the perspective growth of the cruise traffic. Since the 1990's major investments have been made in this sector, that is now a pivotal component of Rostock's maritime economy.

The projects carried out so far and the initiatives being taken by the Municipality, including the implementation of the URBACT Local Action Plan make Rostock an interesting laboratory to analyse CTUR themes and identify “good practices”.

This newsletter describes the several diverse initiatives in progress. An interesting one - illustrated in the third objective of the URBACT LAP - is fitting the Inner City Port so as it can be used for small cruise vessels in order to promote Rostock as a destination for short range cruises. A feasibility study by the Baltic Institute of Marketing, Transport and Tourism of the University of Rostock highlights the strengths and the weaknesses of this action that seems very promising at two levels: i) differentiation of cruise offer and ii) opportunity for the local government to regenerate the Inner Port that is closer to the city centre than Cruise terminal of Warnemünde, 12 km away from the city centre and directly connected to Berlin by train.

Another worth-of-notice experience is **The Rostock Cruise Academy** that is considered as “**a pillar of the Rostock Cruise Cluster**”.

On 2008 AIDA Cruises founded the European Cruise Academy with the purpose of developing and realisation of education and training programs for the cruise industry. The Academy is a GmbH and is located at Rostock-Warnemünde, the most frequented port in Germany for cruise ships.

The academic course content is being developed and implemented in cooperation with Wismar University of Technology, Business and Design within the framework of a public - private Partnership.

This public-private venture could be repeated in other countries with many positive fallouts in terms of new job opportunities and a real impact at local level.

Finally another initiative to be highlighted, considering that it aims at the environment protection: the “Clean Baltic Sea Shipping” project, that has been launched and will be a part of the 2007-2013 Action Plan of the EU Strategy for the Baltic Sea Region. The overall goal of the Clean Shipping project is to reduce ship borne air pollution.

Based on the content of this newsletter and the CTUR contribution, we can definitely expect that the city of Rostock will no longer be only a cruise gateway to Berlin!

For who is interested in here follows all Ctur city news just published and to be published.

N.1/2010 Varna CTUR citynews available online on URBACT CTUR minisite

N.2/2010 Matosinhos CTUR citynews available online on URBACT CTUR minisite

N.3/2010 Trieste CTUR citynews available online on URBACT CTUR minisite

N.4/2010 Dublin CTUR citynews available online on URBACT CTUR minisite

N.5/2011 Alicante CTUR citynews available online on URBACT CTUR minisite

N.6/2011 Valencia CTUR citynews available online on URBACT CTUR minisite

N.8/2011 Rhodes CTUR citynews next issue

N.9/2011 Helsinki CTUR citynews next issue

N.10/2011 Naples CTUR citynews next issue

CTUR PARTNERS IN ROSTOCK



All CTUR Network participants

Gaetano Mollura, Lead Partner City of Naples (Italy); **Vittorio Torbianelli**, CTUR Lead expert; **Pauline Geoghegan**, CTUR Thematic expert; **Greta Marini**, AIVP; **Gema Muñoz**, **Miriam Jareño**, City of Alicante (Spain); **Cait Ryan**, Dublin City Council (Ireland); **Tuija Aavikko** and **Jari Huhtaniemi**, City of Helsinki (Finland); **Amelia Castro**, Port Authority of Leixoes; **Fiorinda Corradino**, Naples Port Authority (Italy); **Riccardo Florio**, University of Naples (Italy); **Marta Galbis Rocher**, Valencia Region (Spain); **Andreas Schubert**, **Ralph Maronde**, **Helmut Martin** and **Patrick Schmidt**, City of Rostock (Germany); **Elisabetta Boglich**, City of Trieste (Italy); **Georgi Gilev**, City of Varna.



URBACT II
Thematic Network CTUR

Cruise Traffic and Urban Regeneration of city port heritage as a key for the sustainable economic, social and urban development

Sixth Seminar – Thematic Conference
“Governance”
ROSTOCK (GERMANY)
“Awaking the sleeping beauty”
30th June, 1st and 2nd July 2010

Naples (Italy) Lead Partner
Rostock (Germany) Host Partner
Alicante (Spain)
Dublin (Ireland)
Generalitat Valenciana (Spain)
Helsinki (Finland)
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Port Authority of Leixoes (Portugal)
Port Authority of Naples (Italy)
Rhodes (Greece)
Trieste (Italy)
Varna (Bulgaria)
With the cooperation of AIVP

European Union
Cooperating with URBACT

Source: CTUR 6th report written by Pauline Geoghegan

CTUR 6th seminar: Rostock 1th-2th July 2010

The sixth CTUR seminar, on the theme of governance, was hosted by the City of Rostock on July 1-2 2010. The first day started with the introduction to the theme of governance, including proposals for practical “principles” of good governance, and then the focus was on Rostock, with a visit to the picturesque cruise destination in Warnemünde in the afternoon, which included an overview of Rostock and its access from the sea. The second day included a report of the CTUR workshop during the meeting of the International Association of City Ports in Ajaccio and case studies from the partners. The session was completed with discussions on the Local Action Plans and Local Support Groups, based on the guidelines previously sent to partners by the lead partner.

Sixteen participants came from eleven CTUR partner cities, together with the CTUR experts, and the city of Rostock was represented by four members of the city and port administration, together with fifteen members of the Local Support Group, some of whom gave specialised presentations. The second day of the seminar gave the partners the opportunity to share their experience on the development of Local Support Groups as well as progress towards their Local Action Plans. They were also reminded of project management issues such as the choice of future case studies and financial reporting. The seminar ended with a visit of Trieste by sea, followed by a meeting with the President of the Port Authority.

Rostock has experienced major transformations since the political changes in the country, and the city has identified cruise tourism as a potential source of economic and community development, especially when closely linked to recognising and valuing its cultural and industrial heritage. From being a key player on the Baltic Coast since mediaeval times up to pre industrial times Rostock later passed through an era of insignificance in relation to Hamburg, Berlin or Copenhagen.

Participants of the hosting city

Municipality of Rostock:

Andreas Schubert, Hanseatic City of Rostock, urban development office

Ralph Maronde, Hanseatic City of Rostock, City admin, urban dev. office

Helmut Martin, Rostock Harbour Development. Agency, ULSG;

Patrick Schmidt, Hanseatic City of Rostock, City urban development office

Local Support Group members

Walter Mews (Managing Authority), **Bellgart Holger**, **Tino Hensel**, **Hans Dieter Kluge**, **Matthäus Holger**, **Nielsen Carsten**, **Karl-Heinz Breitzmann**, **Ruhnke Gisbert**, **Schölens Dürten**, **Reinhardt Wolfgram**, **Martin Zawracki**, **Dietz Michael**, **Heimann Uwe-Holger**, **Peter Volkmann**.

CITY OF ROSTOCK (GERMANY): A CITY IN TRANSITION; THE DEVELOPMENT ENVIRONMENT FOR THE CRUISE BUSINESS

The presentation of the City Council & Port Authority of Rostock by the local authorities during the opening meeting

The city

Location: City in the state of Mecklenburg-West Pomerania

Population: 200 000 (city); 500 000 (metropolitan area)

Number of people in employment: 45 254 (city) 99 000 (metropolitan area)

Unemployment rate: 13,2%

Income per capital: 13 334 (GNP)

The port

Ranking: international

Administrative statutes: Municipal port managed by a port authority (74,9% city; 25.1% state Mecklenburg-West Pomerania)

Total traffic: 26.5 m. G.T.

Container traffic (EVP): no container traffic

Total passengers: 2,5 m. pax

Cruise passengers: 115 000 pax

Direct employment: 3 800

Indirect and induced employments: 5 600 (10 000 and 15 000 including the maritime sectors)

Source: CTUR Baseline Study R.M.

Source: CTUR Baseline Study R.M.

The city of Rostock is not only a spatial structure but also a community. After two dictatorship periods since 1990 Rostock has had the chance to develop according to its own self determined goals. In medieval times Rostock was a Baltic Sea stronghold and very well integrated into the "northern neighbour-hood". The Hanseatic League (town community around 1250-1400/1670) was formative for Rostock; the Rostock town community was economically and politically independent to a high degree.

The spatial structure arose from a fort; the city was founded on the river to the East, on the Hanseatic trade route. Rostock grew fast, based on trade in grain products and then salted herrings. Rostock was a macro-regional centre. The first and most important University was founded in the Baltic Sea Region. After the 30 years war, (1618-1648) began the period of relative depression and insignificance influenced by the Black Death and the discovery of America.

Rostock had the largest tall ship armada in the Baltic Sea around the end of the 18th century. However it lost out in industrial development to Hambourg and Berlin, and in 1933 received grants from the central government for high tech production for military purposes. Rostock doubled its population on two occasions, firstly in the short period of national fascist exogenous development and a second time in the longer period of soviet socialist exogenous development (between the 1950s and 1989).

Since 1945/46 Rostock became a 'model city' for the soviet socialism development approach in a very privileged way. The city grew based on professional urban spatial, social and economical plans - along the river Warnow, with experimental slab-construction "Le Corbusier"-settlements, highly developed shipyards, and a university; i.e. a 'socialist utopia'.

CTUR is helping the city to focus on quality orientated redevelopment of the inner city port. In Warnemünde the

cruise terminal works well, but in the inner city, a 'niche' product for cruise tourism - based on smaller and flat going cruisers, tall ships and super yachts - must be developed step by step; the idea is being developed but decisions must be taken. For this the approach of the ULSG and Local Action Plans are an ideal tool.

Because CTUR also has a focus on community development, Rostock's hosting qualities are being developed: youngsters learn and speak English fluently, the City and the cruisedestination heritage are well maintained; cruise parties, tall ship events and races contribute to a "welcome-well being feeling"; cruisers and cruise trips are now open to (nearly) everyone and no longer just to a small class of privileged persons. Now there are AIDA and Arosa as well as other cruise companies. Tall ships also work as cruise ships, so they are moving towards quality development.

Source: CTUR 6th report written by Pauline Geoghegan

THE POINT OF VIEW OF THE CITY BY THE ELECTED MEMBER

CTUR Interview collected by Dr. Andreas Schubert to the Mayor of Rostock Mr. Roland Methling

What is the importance and the priority level your city/port organization ascribes to the development of cruise tourism? What are the expectations and the expected benefits?

Already back in the early 1990s the Hanseatic city of Rostock decided to allow ferry shipping and cruise tourism to become important mainstays of Rostock's maritime economy. This is why a modern cruise ship terminal was built in Warnemünde. Investors were encouraged to stimulate with their companies both the shipping side and the tourism side and with it all the associated opportunities for services.

Structural change has been achieved. Now it is all about expanding Rostock's position in the Baltic Sea region and also generating even more top-quality added value in Rostock through the cruise tourism industry.

What is the role played by your organization in developing cruise tourism in the destination and what is, in general, the degree of strategic and operational cooperation with the port authority/city on the specific "cruise tourism" issue? What are the most positive and problematic aspects of the city-port cooperation?

The Rostock ports are the backbone of our maritime economy. The Hanseatic city of Rostock owns a 75.1% share of the port

development company HERO GmbH. Overall management of the development of cruise tourism in Rostock has been transferred to HERO.

Based on Rostock's ambitious development goals, we have become - in terms of the non metropolitan cities - on the one hand the leading cruise port in the Baltic Sea region and on the other hand a location for internationally established cruise companies with cruise tourism providers like AIDA Cruises and AROSA.

Most positive:

We were particularly able to increase our competitiveness because we were able very early to direct the potential from politics, administration, the economy and science towards collectively agreed goals. Collaboration with the federal and state government has proven to be just as fruitful as with large and small businesses.

In the meanwhile Rostock's city centre has also been refurbished, modernised and completed; department stores, boutiques, bars, pubs and restaurants invite you to linger, just like the churches, museums and the city's historic quarters. We are delighted with the growing number of ships docking and cruise ship guests. In the summer of 2011 we expect over 161 cruise ships with way around 250,000 guests, all of whom will have time for Rostock.



Most negative:

Older Rostock residents lack foreign language skills. In a few years, the people of Rostock will be even more hospitable because their foreign languages will be more practised - e.g. they will accept credit cards or foreign currency without problem. Restaurants will increasingly offer multi-lingual menus; taxi drivers will be well-informed about tourist highlights.

Rostock is still treated far too much as a transit city both by the cruise ship companies and their passengers. Rostock does not really need to be any more established internationally than the "Berlin" branding. We look proudly on our beautiful city and want to win over a greater share of (through) travellers for a stay in Rostock.

What is the role - if any - that the development of cruise tourism could play to support urban regeneration(s) in your city and what could be the role of urban regeneration(s) to develop urban tourism?

Roland Methling (laughing): Before I was elected as Mayor, I

was responsible for maritime tourism in the Rostock administration. The connection between maritime tourism, urban regeneration and growing visitor numbers in Rostock is so important to us that we have endeavoured to tap into reserves for the increasing of visitor numbers in the city centre in addition to for example the URB ACT CTUR-Project and the Repair Project. It is obvious that the cruise tourism industry in Rostock is so successful because Rostock can showcase itself with hospitable people as a modern Hanseatic city in top-notch condition. We want our guests to feel good in Rostock. If we have more than 2 cruise ships in our terminal, it can at times be rather full in Warnemünde. So it is also quick and easy to reach the city centre with our local public transport services. 20 years of careful urban regeneration have allowed the redevelopment of a lively city centre and a tourist attraction full of historic buildings.

What are your personal opinions and your suggestions about the LAP proposed/ carried on within the CTUR framework?

I have been aware of the CTUR Project from its inception, likewise the corresponding URB-ACT Project Repair. As Mayor I have campaigned for Rostock to have ownership of the Warnemünde Mittelmole, the

1990s railway and ferry port area, by the end of 2010. Now the development requirements of the local community can far better be brought into harmony with the justified demands of the cruise companies. Really soon there will be appropriate pedestrian links between the cruise ship terminal, the S-Bahn railway station and historic Warnemünde.

A planning and architecture competition in 2012 is to incorporate all legitimate interests between Alten Strom, Mittelmole and the cruise ship terminal in an optimised urban development.

Soon the transport connections to and from the Warnemünde shipyard location and the cruise ship terminal will also be functioning perfectly. The large-scale €23 million investment in the complex transport construction project is to be finished in 2012 before the start of the cruise tourism season.

Not to be forgotten is also the excellently renovated Rostock city centre. It is a tourist highlight. Once the guests and crew from the cruise ships and ferries are in the city centre, they do not regret not having travelled for example to Berlin.

I welcomed the proposal of the LAP to relocate in the long-term more maritime life into the historic city centre port. It was not easy to make a public promenade with effective companies

of a maritime character out of that cut-off port from which the last Soviet soldier left Germany. We are delighted that the cruise ship company AIDA Cruises has made its headquarters in two former granaries. We would like however to leave open further - particularly long-term invested - development options for the cruise ship industry in Rostock. Tall ships are financed in a similar way to cruise ships. Therefore I support the reservation of areas in the city port for small and shallow draft cruise ships, tall ships and mega yachts. It goes without saying that this can only be successful if we work together with other Baltic Sea cities.

I have already mentioned in other places that we can welcome far more guests from cruise ships and ferries in the city centre of Rostock. This invitation is also extended to the cruise ship crews; our colleagues from onboard can at any time turn to the port authority and seaman's mission if help is required.

I would like to expressly thank the international CTUR Project team for their suggestions and fruitful collaboration. I hope to be able to welcome some of the CTUR experts to the international planning and architecture competition "Rostock Oval/City Center Port" or to the competition "Central Pier Warnemünde".

THE POINT OF VIEW OF THE PORT OF ROSTOCK CRUISE DEPARTMENT

CTUR Interview, collected Dr. Andreas Schubert. to the **Cruise Project Manager / LSG Member in CTUR project - Mr. Helmut Martin**



What is the importance and the priority level your city/port organization ascribes to the development of cruise tourism? What are the expectations and the expected benefits?

Any development of cruise tourism provides that there is a common understanding of the city and the port about the needs and the musts to be able to take part in this business. From the port's perspective, cruise tourism has of course a high rank. Although as an universal port with the focus on ferry- and ro-ro traffic, cruise business has not the first priority but a high one. This demonstrates our commitment as a port to the community to support the development of the city and the tourist industry in it. The port company will always play a key role but the port is nothing without all the other partners in the business, those ones directly involved like shipping agents, ship chandlers, shore ex companies, bus operators and others but also the indirect ones like shop keeper, bars and restaurants, taxi drivers or even dentists.

What is the role played by your organization to develop the cruise tourism in the destination and what is, in general, the degree of strategic and operational cooperation with the port authority/city on the specific "Cruise tourism" issue? What are the most positive and the problematic aspects of the city-port cooperation?

We as the port feel responsible to do the utmost to provide a perfect infrastructure for the cruise ships calling at Rostock-Warnemünde.

This is one of the basic issues that a further development of cruise tourism will be possible. But any development of infrastructure has to be done in an economic way considering reasonable investment cost and best possible results in using that infrastructure. Here it is our responsibility to give advice to the city, how the development in the cruise business will go ahead and how we can cope with this development, with the demands of cruise lines and cruise passengers as well. Our co-operation is directed to all the marketing efforts the city can do. For instance to improve the quality of different items the cruise needs and is asking for. Like city maps, guidelines, recommendations for sights etc. to have it in different languages available but also more signs on streets, in public transport vehicles and at public buildings also in the English language. Therefore we are an associated member of the local tourism and marketing organization of the city.

What the role - if any - that the development of cruise tourism could play to support urban regeneration(s) in your city and what could be the role of urban regeneration(s) to develop urban tourism? In case of further growth of cruise tourism, the increasing number of international guests will be a driving force for urban regeneration. To offer more and better downtown Rostock located attractions, urban regeneration should be the easiest way. We don't mean sights or festivals but to place mu-

seums or other places of interest at the waterfront or at nearby areas. This is a need and will make the city more attractive for all our guests, to stay longer, spend more money and enjoy Rostock.

In this respect we have also to take into account that Rostock is frequented by more than 2 million ferry passengers per year. This is a potential to be added to cruise tourism guests. We should be able to catch at least 10 percent of them to make more than a stop at the port but also to visit the urban city area.

Other comments.

The LAP is one of various different guidelines where the city and the port can work closely together as it describes several ways how to bring more cruise passengers into the urban region of Rostock. If the city will further on take care of the different experiences available at the CTUR framework and also going on to change them and to give advice to partner cities on the same way, we will see some positive results very soon. However it is necessary to set clear strategic goals in a short time frame and common sense with the Rostock inhabitants about the urban city waterfront. Endless discussions and every month a new proposal are not helpful to make the goals reality.

ROSTOCK NOT ONLY A CRUISE WAY TO BERLIN

CTUR Lead Expert, Vittorio Torbianelli



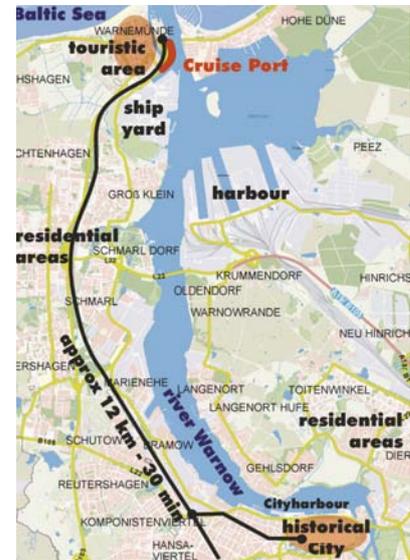
Rostock is a cruise destination with a relevant development potential. The city of Rostock, like Le Havre in France, has an extremely favourable position as a gateway to a capital city (Berlin) and it also has an important local value because it is a maritime centre and a tourist city as well as the core of a wider regional tourist area (i.e. the Land Mecklenburg-Vorpommern).

Rostock's approach to cruise lines and cruise tourism aims at developing a policy that takes into consideration the three aspects that make up its attractiveness in order to avoid relying exclusively on its more traditional function of gateway to Berlin. In the past, 2/3 of the passengers went to Berlin. Now the situation is changing and the regional development is such that 50% of the passengers still go to Berlin, while other passengers (20-30%)

remain in the area.

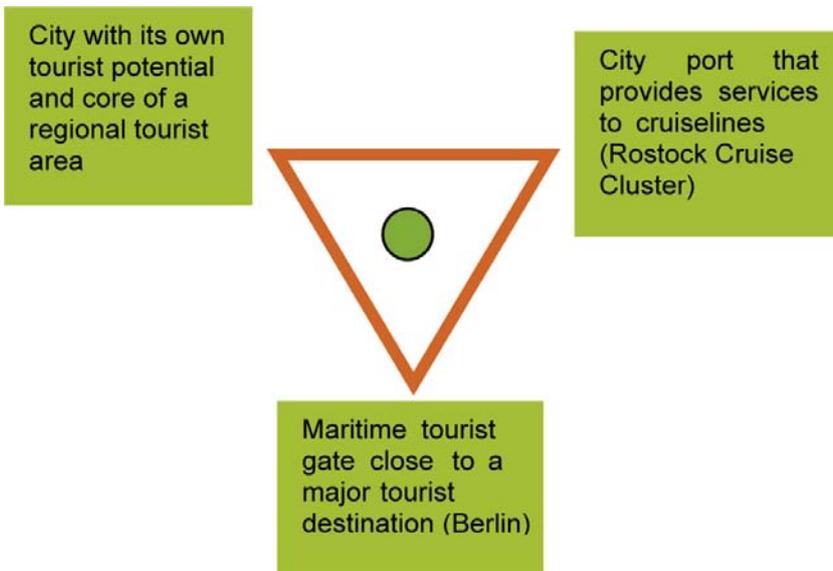
Besides exploiting tourism, Rostock has started to expand its role of service centre for cruise lines with a strategy that aims at increasing its role as local cruise cluster. For example, by relying on its traditional role as a port and on the fact that it is an industrial city by the sea as well as a maritime training centre (university), Rostock has been able to meet the needs of an important cruise company (Aida Cruise) that has chosen to locate its headquarters and logistical basis in Rostock. Aida Cruise has also chosen Rostock as training centre, which proves that the relationship between cruise lines and cities can be based on factors that differ from sheer tourist flows.

The expansion of the cruise market poses another challenge that Rostock has to meet: attracting more people who come to this area by ship (on a cruise or on ferries) to its historical centre. The cruise port is located close to



the village of Warnemünde, which has developed a good mix of commercial and refreshment activities linked to tourism and is connected with Berlin by rail (there is a dedicated railway station), but that is about 12 km from the historical centre.

The historical centre with its small inner-city port was abandoned for a while in the past. As the meeting report points out, during the socialist period, “the inner city with its heritage buildings was forgotten. Up to the 1990s the area around the harbour was closed in with a fence and a wall. Disembarkation was stopped as was maintenance of the harbour, and there was even the danger that the historical inner city might be demolished”. It was only after the reunification that “in the light of the western inner city’s functional losses, Rostock’s inner city and its river bank became the highest priority for comprehensive urban development starting from 1990”. The situation has changed and the present goal is reintegrating the inner port in the city. The ac-



tual aim is connecting the port to the city centre both in terms of functions and space. The municipality is the land owner and it has been reconstructing old buildings around the city centre since 1990.

At present the area close to the harbour is empty (it is used only by circuses, for parking etc.), so the municipality is looking for new options, such as attracting small cruises, sailing ships, mega yachts and tall ships, and a new theatre and museum are also being considered.

Plans include:

- Leisure/tourism: restaurants, marinas, trips by boat to Warnemünde, small shops;
- Maritime services: small companies, marina services, AIDA-Cruises headquarters;

- Culture/history: theatre, club, “Stubnitz” Culture-boat, but also increasing the value of industrial elements like cranes, silos, railways
- Free public accessibility - all quays are to be renovated with European support
- Connection to the city-centre in a spatial and functional way

The exploitation of Rostock’s local resources is pursued also by improving the historical centre in order to further develop cruise growth models. Major efforts are being made to try and develop a cruise offer based on short itineraries that start in Rostock and include other cities on the Baltic Sea; this kind of endeavour cannot be implemented in the short term, but it will certainly bear significant results in the future.

Three Targets in one LAP

The meeting in Rostock provided the chance to discuss the Local Action Plan for the city with the CTUR partners: Rostock's LAP has three main goals of a different nature; they are summed up here below.

1. Changing the city-marketing approach

The first aim set down in the LAP is a far-reaching goal that concerns the overall tourist strategy of the city. It consists in the “Change of the Corporate Identity” of Rostock from “individual city” to a regional attraction, which means turning Rostock into a gateway to North Eastern Germany and the Baltic Sea Region. Actions include updating the strategic city development and the implementation of the marketing and communication strategy.

2. Investing on people flows from the sea: cruise-lines and ferries

The second goal is increasing the number of cruise lines and tourist ferries that call in Rostock and reducing the number of “tourists in transit”, that is tourist that do not stop to enjoy the city. Actions include taking part to international business forums and fairs, expanding networking with cruise lines, shipping and tourist opera-



Cruise Tourism in Rostock: it’s a long story...

From being a key player on the Baltic Coast since mediaeval times up to pre industrial times Rostock later passed through an era of insignificance in relation to Hamburg, Berlin or Copenhagen. Only because Rostock was elected as “national socialism model city” Rostock’s development got external support from central government; Rostock’s urban development already got privileges again in 1945/46 through external central state grants, because Rostock was elected as model city for the soviet socialist model of urban development. The first “Kraft durch Freude” cruise liner visited Rostock in the 1930ies

and early 1940ies. During these Eastern Block times Rostock was also the GDR-cruise destination; cruise tourism was on the one hand for western charter only and in limited cases for GDR-nomen clature elites. Already since the early 1990ies Rostock developed the ambition of becoming an important cruise tourism destination, by building on its existing experience in Warnemünde harbour, but also by creating a niche market for smaller cruise ships close to the historical city centre.

(Source: P.G. – Rostock meeting report)

Cruise Markets in Europe: the “Baltic Growth”

In the last decade, the Baltic Sea registered a major growth in cruise tourism: there was a 315% increase between 2000 and 2009. Rostock's performance was very good in that the number of passengers

went from 52,000 in 2000 to 200,000 in 2010. Table 1 provides data on the growth of Baltic cruise ports and Table 2 shows data on Rostock.

Year	Number of Calls	Number of Passengers	Number of Passengers per Call (Ø)
1990	3	1.161	387
1993	30	21.546	718
1996	32	21.917	685
2000	47	52.662	1.120
2001	64	69.499	1.086
2002	62	77.656	1.253
2003	76	95.092	1.251
2004	93	92.209	991
2005	97	103.000	1.062
2006	138	143.000	1.036
2007	92	115.000	1.250
2008	116	171.500	1.478
2009	114	160.000	1.404
2010	113	200.000	1.770

Port	2000 Passengers (1.000)	2008 Passengers (1.000)	2009 Passengers (1.000)	2009 Calls	2009:2000 (%) Passengers
Copenhagen	166	560	675	331	407
St. Petersburg	149	395	426	321	286
Stockholm	157	365	447	293	285
Tallinn	110	376	416	305	378
Helsinki	140	360	358	263	256
Oslo	109	240	270	149	248
Kiel	48	222	290	117	604
Rostock	53	172	160	114	302
Riga	10	50	69	88	690
Gdynia	58	124	135	96	233
Visby	48	64	33	.	69
Klaipeda	4	32	34	50	850
Total 12 ports	1.052	2.960	3.313		315

tors as well as enhancing contacts within the “Cruise Baltic Network”, the association of Baltic cities that promotes cruise tourism in the area. Further actions concern a comprehensive development of Rostock's cruise business cluster in order to include the role of home port for cruise trips and the development of synergies between cruise and ferry passengers transport and other incoming tourists. The synergy between tourist policies for cruising and ferries is quite significant since Rostock is a very important port because of the flow of ferry pas-

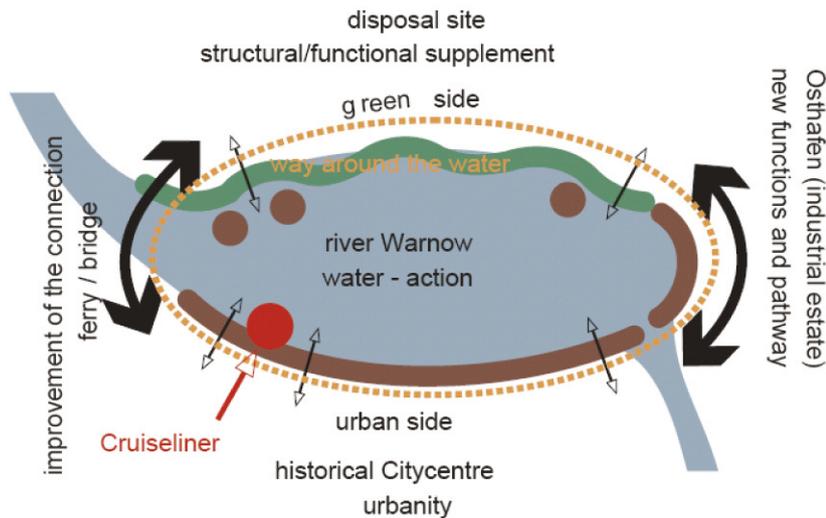
sengers, who represent a really important tourist potential that is not fully exploited yet. The aim is increasing the quality of services for ferry passengers, who are increasingly similar to cruise passengers in terms of tourist needs. An example of the planned actions is creating a bus shuttle service between the central station-inner-city and the ferry port.

3. Developing the potential of the inner city port and of the historical city centre by exploiting the opportunities offered by the waterfront and short cruises

The third goal set down in Rostock's LAP is enhancing the development of the inner city port and of the inner city by exploiting the opportunities offered by the waterfront (which is close to the historical city centre) in order to create a small ship cruise business. To this end, a study was carried out in order to evaluate how to add to Rostock's cruise business cluster another component, which is the management of a fleet of small and flat cruisers for short excursions in the Baltic area to be managed locally. The departure and arrival of these short cruises should be the internal port and not the port of Warnemünde. Developing an internal port through short cruises would provide the chance of using a new strategy for the historical city centre that can be implemented through adequate urban planning actions (passages, connections, regeneration of old buildings, etc.) that aim at improving the whole extension of the basin of Rostock's internal port and at creating the “Rostocker Oval” with a high urban quality and new functions (see image).



Ferries enter the port of Rostock, near the cruise berth, in Rostock Warnemünde



The "Rostocker Oval" - new strategies for the centre

Smaller cruise ships in the city-port of Rostock?

As was pointed out before, the third main goal of Rostock's LAP is the possibility of organizing short cruises with small ships that would use the inner city port and start from there. The Baltic Institute of Marketing, Transport and Tourism at the University of Rostock carried out a study on the feasibility of this idea.

The study set out to identify: a) advantages for the city in economic and urban terms; b) the "usable potential" of smaller cruise ships that could call at the inner city port of Rostock; c) the requirements for handling smaller cruise ships in the inner city port of Rostock.

There would be several advantages in developing cruises with small cruise ships. The main advantages would be increasing the value of Rostock City Port in terms of cruise-ship calls, increasing the "maritime flair" of the city and bringing additional tourists (passengers and crew members) to the city centre. On top of this, there are other advantages, like improving the attractiveness of Rostock-Warnemünde

for cruise shipping as a whole by developing an additional cruise product for smaller ships in the City Port and ensuring the status of federal waterway to the Warnow River (from Warnemünde to Rostock) to the benefit of the "Hanse Sail" as well as of other users.

The "usable potential" is the most critical factor at present. The "usable potential" factor includes cruise ships with a draft of up to 6 m and a ship length of up to 140 m as well as mega yachts up to a length of 30 m. The study recognized that on the whole only 53 cruise providers (that have 116 smaller cruise ships, including ships which are momentarily under construction) are to be considered as having "usable potential" and that only a small part of them already operate in the Baltic Area. This quantity does not appear to be very relevant: this means that at the moment there is a rather limited potential for cruise ships with dimensions

that qualify for calling at the City Port of Rostock. On the other hand, the study has confirmed that smaller cruise ships can be handled in the City Port of Rostock; berths 79 to 83 are available to this end, which translates into an overall length of 504 m. Berths 79 /80 (circled in the picture) are the most suitable.

In this area, the supply of electricity and water is ensured, the reception of sewage can easily take place and the delivery of goods for catering is possible problem-free. In order to implement the ISPS Code (International Ship and Port Facility Security Code), several measures have to be taken (fixed and temporary fences with accesses, access controls and surveillance of port facilities).

The designated berth-area is paved and it can be used for a safe and convenient passengers transfer. The city centre can be accessed on foot thanks to the proximity of the City Port. Only the street along the waterfront represents a slight problem, but it could be solved by building pavements in the city port of Rostock. The connection to public transport would be also guaranteed and all essential tourist destinations could be reached. Coaches, smaller buses and cabs could drive directly to the city port, so that mobility-impaired people



Source: Stadtplan ungsamt Rostock

could use these means of transport without having to take long ways. Excursion tours by ship could be provided at the berth. The chances of attracting smaller cruise ships can be increased by offering not only the city port of Rostock itself, but a network of evenly distributed ports along the Baltic Sea.

The Port Development Company Rostock should accordingly establish contacts, for example within the "Cruise-Baltic-Network" association.

(VT - Source: Feasibility Study Rostock - Smaller Cruise Ships in the City Port of Rostock. Prof. Dr. Karl-Heinz Breitzmann, Dr. Werner Sperling)

The Rostock Cruise Academy: a pillar of the Rostock Cruise Cluster

Rostock is the "head quarter" for the fleet of the German Cruise company "AIDA Cruises". AIDA Cruises has defined the investment in human resources, qualification and development as one of its main targets for the future. On 05th May 2008 AIDA Cruises founded the European Cruise Academy with the purpose of

developing and realisation of education and training programs for the cruise industry. The academy is a GmbH and is located at Rostock-Warnemünde, the most frequented port in Germany for cruise ships.

The academic course content is being developed and implemented in cooperation with Wismar University of Technology, Business and Design within the framework of a Public Private Partnership. The Wismar University of Technology, Business and Design is a highly competitive, innovative, and recognised educational and research institution with a long academic tradition. It is a member of the International Association of Maritime Universities. At present three faculties offer 27 programmes of study.

The Department of Maritime Studies, located in Warnemünde, currently has around 600 students, in three study-programmes.

The programmes of the Academy are practice-oriented and the close association with the industry ensures the great practical relevance. A network of cooperation agreements with the supply and cruise-ship industry guarantees the innovative approach.

The Advisory Board, consisting of top executives from the industry, government and nongovernmental organisations, watches over the content and has an active influence on the quality of education.

The location in Warnemünde close to the existing campus ensures immediate access to the simulator, the labs and other facilities.

The Master's (M.Sc.) programme "International Cruise Ship Management" was developed especially for experienced officers from the nautical/technical departments who are interested in management positions with leadership responsibility in the cruise-ship industry either on board or ashore. This includes nautical officers and engineers as well as electrical engineers, electronics engineers, communication officers, and environmental officers. A further set of Advanced Training Courses (6-8 weeks) is available.

The Academy provides to de students the so called "Integrated Vessel Automation Simulation and Training System (IVASATS)". This training system is aimed at provide a high quality qualification of Officers and Engineers for a sustainable increase in ship's safety.

Rostock: an "headquarter city" for cruise companies

In Rostock the headquarters of AIDA-Cruises and A-ROSA Flussschiff GmbH are situated.

AIDA-Cruises

- Leading shipping company in the German-speaking market for cruises
- 9 ships, until 2012 two more constructions are planned
- Business volume 2008: 566 Mill. € (2009: 722 Mill. €)
- 3.000 employees (thereof 468 on land)
- (2009: 4.400, thereof 600 on land)

- Construction of the cruise ships: Meyer Werft / Neptun Werft (shipyard)

A-ROSA Flussschiff GmbH

- Business Volume 2008: 45 Mill. € (2009: 51 Mill. €)
- 365 employees (thereof 50 on land in Rostock)
- (2009: 400, thereof 65 on land)
- Construction of new ships by Neptun Werft (shipyard)
- 7 cruise ships, employment on the Danube, Rhône /Saône, Rhine

The Rostock “Hanse-Sail”: from historic sail-ships to UE Operational Programs.

The Rostock “Hanse-Sail” is one of the most spectacular meetings of “traditional sail-ships” in Europe. It represents a very great occasion to promote the city as a tourist city.

“Hanse Sail” regularly takes place the second weekend in August. About one million visitors get Rostock for the spectacle. About 250 participating historic ships attend at the event, which is estimated to induce 40 Mio. € additional revenues to the local and regional tourism and other related industries. The investment of the city is abt. 500.000 € and 250 voluntary helpers are employed during the event, which is considered a “together party” for people living in the Baltic Sea Region and the crews.

“Hanse Sail” can be defined as an event “made for people”, a “maritime kaleidoscope” which includes: traditional ships in operation, races of traditional ships, squadrons, daytrips with trainees, cruises in company of cogs, a “Sailing Stadium” in the city harbour with sport competitions and “maritime action”, the “Mini Sail” (a competition of mock-up builders) and various exhibitions of maritime arts, concerts and other public shows. The event has an high entertainment value: the “customer satisfaction” for people which have attended at the show is estimated, through a survey, to be rather high (positive impression: 84%). Like other very big events (e.g. the “Barcolana” regatta in Trieste) Hans Sail is in fact a “multi-goal” event: it has, in fact, a political mission (strengthening the co-operation in the Baltic Sea Region), a marketing mission (branding the city and the region), a touristic mission (development of maritime tourism in Mecklenburg/Western Pomerania), and a “maritime culture” mission (strengthening of the awareness of maritime history, heritage & craftsmanship).

Rostock is also a member of the “Sail-Baltic association”, an association of nine Baltic harbour cities joined with the purpose to develop maritime tourism linked to “traditional ships” in the Baltic Sea Region, through permanent “cross border co-operation”, joint marketing, common actions and city-networking. Sail-Baltic association is a step to promote, at international level, the Baltic Sea as a first class sailing resort for traditional ships, to create a foundation to support traditional ships in operation.

The activities in the field of historical ships allow several Baltic Cities to develop a common specific policy, through UE operational projects: Hanse Sail Rostock, for example, is the lead partner of the EU InterReg IV A Southern Baltic cross border project “SEASIDE”, developed by Rostock & Karlskrona, dedicated to promote & support the maritime heritage of the Baltic Sea Region.

“Seaside Project” is aimed at developing excellent cultural destinations in the southern Baltic Sea Region, strengthening of the awareness of common cultural maritime heritage, raising quality of cultural sites, improvement of welcoming service sector, building a professional museum network, floating maritime heritage live, tourism destination marketing & branding. The partners are: City of Gdansk, City of Klaipeda, City of Greifswald, City of Rostock, City of Karlskrona, City of Stralsund, Tourist board Ruegen, Klaipeda University, Royal Swedish Naval Band, Blekinge Museum, Maritime Museum Gdansk, Sea Museum Klaipeda, Marinmuseum Karlskrona, Shipping Museum Rostock

(VT - Source: Holger Bellgardt: “Hanseatic City of Rostock, Hanse Sail Rostock, Baltic Sail/Sail Baltic”)

The 1st qualification level is based on a PC- triggered training system: all systems existing on Board are displayed on PC and the functionality of the machinery and system items are described. It is useful for the training of newly hired Officers and Engineers to demonstrate the automation environment.

The 2nd level makes available the dynamic simulation of systems, flows and processes to replicate a real operating environment. The 3rd level refers to the integration of scenarios with possible accidents, errors and malfunctions of systems by using real history scenarios. Actions and measures taken are

recorded for verification after completion of trainings. The 4th level provides the integration of the training system into an existing ship handling and ship engine simulator.

(VT - Source: Tino Hensel, “AIDA Cruises/European Cruise Academy”)

Rostock: at the core of a quality-oriented tourist area

Rostock is a maritime city located in a very important tourist area (the Land Mecklenburg-Vorpommern) that is characterized by great development potential.

In order to develop its tourist attraction potential, Rostock has decided to change its strategy and to put aside its identity as individual city in order to become the regional attraction and gateway of a wider tourist area that includes Berlin, North-Eastern Germany and the Baltic Sea region. This implies changing brand and communication policies and requires integrating the offers of the surrounding area, starting from the Land Mecklenburg-Vorpommern, where Rostock is located. Here below are the main data on this region, which enable to understand its great potential in terms of variety and its strong bond with sea-driven tourism.

Mecklenburg-Vorpommern has one of the highest guest satisfaction ratings in Germany (the average rating being 1.7, the same as Bavaria).

According to a survey of the European Tourism Institute (ETI) - Summer 2007 - M.V. is one of the top European tourist regions (it ranks third after Tyrol and Carinthia among 86 European destinations). In 2009, in this region there were 58 spa and health resorts, 2,750 accommodation establishments, 176,000 beds and 189 camp sites (25,500 spaces) and they had a very important economic impact. In M.V. tourism generates a gross turnover of € 5.1 billion, an income of € 2.5 billion (direct and indirect income), which represents 7.7% of the GDP of MV

(national average: 3.8%). In M.V the tourist sector includes 173,000 employees (direct and indirect); among them there are 51,000 employees in the catering industry and about 6,400 trainees in the hotel business and catering trade, with 5,048 companies liable to tax on sales/purchases in the catering industry. M.V has various strategic tourist markets: summer and bathing tourism, water sports tourism, SPA and wellness, camping tourism, cycling tourism, hiking tourism and day trips. The Ministry of Economics, Employment and Tourism of Mecklenburg-Vorpommern has also identified some "strategic developing markets". They are: arts and culture tourism, nature tourism, health tourism, agritourism, horse riding tourism, golf tourism, meetings and conference tourism, incoming tourism and, last but not least, cruise tourism.

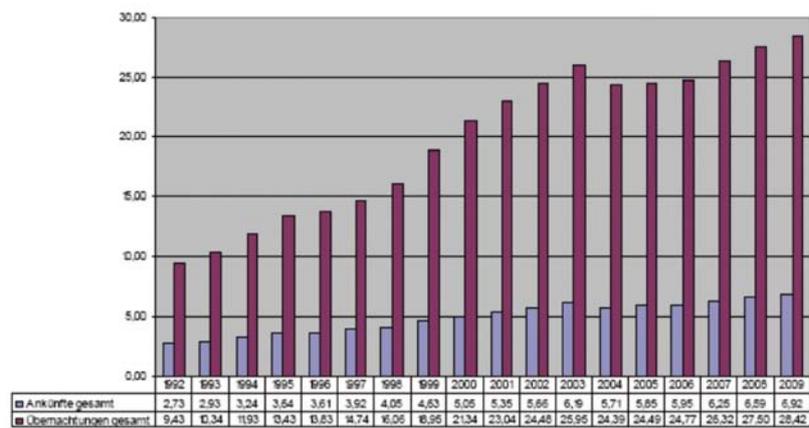
Within this framework, maritime tourism includes about 1,400 companies, with a gross turnover of € 474 Mio., over 7,000 employees and an income of about € 243 Mio. Nowadays, M.V. offers 350 harbours/marinas (181 on the coast, 169 in the hinterland), 25,000 moorings (14,000 on the coast and 11,000 in the hinterland). New marinas for

boat tourism are a promising sector: between 2005 and 2008 three new marinas were opened, which offered about 1,500 additional moorings.

Improving "Quality in Tourism" is one of the strategic aims of the regional policy for tourism and it is based on a quality label approach. M.V has obtained several quality certifications in the tourist sector, and specifically: a quality control label for maritime businesses, a quality certification for spas and relaxation hotels, a youth travel quality management certificate, an ecological camping certificate and a quality control of family-orientated businesses certificate.

(VT - Source: Günther Verheugen, Tourism is a new leading economic sector for Europe and Germany)

Ankünfte / Übernachtungen (gesamt) MV 1992-2009





THE “CLEAN BALTIC SEA SHIPPING” PROJECT

In June 2009, the European Commission presented a Communication on a Strategy for the Baltic Sea Region as well as an Action Plan at the request of the European Council, which were adopted by the European Council in October 2009. The strategy has identified several “pillars”, one of which is transforming the Baltic Area into a model region for clean shipping.

Rostock is a formal partner of the group of partners which proposed to fund the EU “Clean Baltic Sea Shipping” Project. The project will be a part of the 2007-2013 Action Plan of the EU Strategy for the Baltic Sea Region.

Among other project partners, are members of the Clean Shipping project: Port and City of Trelleborg (SE), Ports of Stockholm (SE), Port of Helsinki (FI), Port of Turku (FI), Port of Tallinn (EE), Port of Kalundborg (DK), City of Hamburg (DE), Port of Rostock (DE), Klaipeda State Sea Port (LT), Port of Oslo (NO).

CLEANSHIP is dedicated to substantiate the goals of several organisations like HELCOM, CBSS and BSSSC. Furthermore the project has been ennobled by the „Baltic Sea Programme“ as a “Strategic Project“.

The overall goals of the CleanShipping project are to reduce ship borne air pollution in the Baltic Sea and in ports and port cities of the Baltic Sea Region.

Within the Clean Shipping project, the pilot project 3 proposes that AIDA cruises (which is based in Rostock) will develop the idea to supply cruise ships during stay in port with natural gas from the local gas grid.

<http://www.clean-baltic-sea-shipping.eu/index.php?id=23>

(VT - Source: Baltic Sea Clean Shipping, brochure, August, 2010)



WHO WE ARE: Dr. ANDREAS SCHUBERT ROSTOCK CTUR PARTNER

It was my initiative to contact Gaetano Mollura, asking for a participation in the CTUR-project network. Cruise industries and Ferry business and related services are booming in Rostock. 20 years urban renewal improved Rostock into a highlight and brought the urban community again into balance. But who should co ordinate all so different processes; e.g. city marketing, hard infrastructure planning and engineering, AIDA CRUISE and AROSA business environment development, needed improvements in intercultural competences etc.? The transdisciplinary and intermediary URB ACT development approach - consisting of baseline study, international seminars, local interventions and local action plan; supervised by an independent EU Expert and processed by a powerful urban local support group (consisting of experts from science, business, policy, residents and administration); all of that was challenging to be elaborated in Rostock!

The made experience underlines: urban community development needs much more competences than knowledge and toolkit from urban spatial planning engineers. Spatial structure of a city community is only one of the to influence dimensions.



URBACT is a European exchange and learning programme promoting sustainable urban development. It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes. URBACT helps cities to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 300 cities, 29 countries, and 5,000 active participants. URBACT is part-financed by the European Union (European Regional Development Fund).

CTUR is a thematic network of the URBACT II Programme that focuses on the theme of *Cruise Traffic and Urban Regeneration* of city port heritage; it enquires into how port cities can be productive and no longer simple transit areas through cruise tourism activity.

Its partnership is composed of different realities which allows a fruitful cooperation: Naples (as lead partner and theme promoter), Alicante, APDL (Port Authority of Douro and Leixões), Dublin, Helsinki, Istanbul, Matosinhos, Naples Port Authority, Generalitat Valenciana, Rhodes, Rostock, Trieste and Varna. The activities are supported by the International Association of Cities and Ports (AIVP).

The themes underlying the connection between cruises and cities and on which the CTUR project is based are multifaceted: governance, image of port cities, infrastructural systems, urban tourism, creation of cultural attractions through new types of architecture, re-launching urban/port historical heritage, commercial and general economic development with positive effects on employment and social welfare.

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URBACT National Dissemination Points

ITALY : <http://www.unich.it/dart/urbact/urbactII.html>

GERMANY : <http://www.oerok.gv.at/contact-point/urbact.html>

SPAIN : <http://www.ecosistemaurbano.com/urbact>

BULGARIA : <http://www.namcb.org>

PORTUGAL : <http://www.dgotdu.pt/urbact/>

GREECE : <http://www.espa.gr/el/pages/staticURBACT.aspx>

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