



PROGRAMME (DRAFT)

Barents Tourism Today and Tomorrow II
May 6-7, 2009 Rovaniemi, Finland
Rovaniemi University of Applied Sciences, Jokiväylä 11 B, Borealis Auditorium

Wednesday, May 6, 2009

10.30 Registration
11.30 Lunch

Future Perspectives to Tourism Development in the Barents Region

Chair M.Sc. (Econ) Nina Vesterinen, Programme Director
Tourism and Experience Management Competence Cluster

12.30 Welcome
Esko Lotvonen, Region Mayor
Regional Council of Lapland

12.40 Economy and Politics on Contemporary Russia
Ph.D. Markku Kivinen, Director, Professor
Aleksanteri Institute, Finnish Centre for Russian and Eastern European Studies

13.40 Future Perspectives to Tourism Development in the Barents, Russia
Speaker from Russia (tbc)
Ministry of sports, tourism and youth policy of the Russian Federation

14.00 Break
Refreshments

14.30 Future Perspectives to Tourism Development in the Barents, Sweden
Ph.D. Dieter Müller, Professor
University of Umeå

14.50 Future Perspectives to Tourism Development in the Barents, Norway
Arne Trengereid, Managing Director
Troms Reiseliv AS

15.10 Future Perspectives to Tourism Development in the Barents, Finland
Satu Luro, Tourism Coordinator
Regional Council of Lapland

- 15.30 Geotourism
Peter Johansson, Division Manager, Land Use and Environment
Geological Survey of Finland
- 15.50 Break
Refreshments
- 16.10 Tourism Cooperation in the Barents - Entrepreneur's Point of View
Ari Hiltula, Managing Director
Taxari Travel Agency
- 16.30 New Tendencies of Tourism Cooperation in the Barents Region
Valery Sidorov, Chairman of the Committee for Tourism
Arkhangelsk Regional Chamber of Commerce
- 16.50 New Trends in Tourism of Murmansk Region and the Future Prospects of
Development of Tourism in Barents Region
Marina Kovtun
Ministry of Economic development of Murmansk region
- 17.10 Conclusions and Discussion
M.Sc. (Econ) Nina Vesterinen, Programme Director
Tourism and Experience Management Competence Cluster
- 17.45 Transportation from seminar hall to the dinner
- 18.00 Buffet Dinner
Alaruokanen House, Valtakatu 6

Thursday, May 7, 2009

Developing Tourism Business by Research

Chair Ph.D. Anu Valtonen, Professor
University of Lapland

9.00 Introduction to the day
Ph.D. Anu Valtonen, Professor
University of Lapland

9.10 Tourism Research in Umeå University
Ph.D. Dieter Muller, Professor
Umeå University

9.30 Destination Management Organisation: Strategy, Statistic, Promotion
Ph.D. student Anna Chebuhanova

- 9.50 Case 1. Tourism Safety Research and Company's Viewpoints
Ph.D. Pekka Iivari
Finnbarents
- 10.20 Break
Refreshments
- 10.40 Case 2, Product Development Process in Tourism
Ph.D. Student, M.Sc. Econ. Teija Tekoniemi-Selkälä, Senior Lecturer
Rovaniemi University of Applied Sciences
- 11.10 Case 3, Product Development Case
Anna Vanhala, Project Assistant
University of Lapland, Education and Development Services
- 11.40 Case 4, From Stories to Business
(e)Tourism in the South Kola
Jussi Konttinen, Journalist
Helsingin Sanomat
Ilkka Kauppinen
Kodja Consulting
- 12.40 Conclusions
Ph.D. Anu Valtonen, Professor
University of Lapland
- 12.50 Lunch