

FORUM CONCEPT

International Tourist Forum in Arkhangelsk / ITFA Tourism Development in the North Arkhangelsk, North-West Russia May 25-28, 2011

International Tourist Forum in Arkhangelsk ITFA is arranged under celebrations of 300 anniversary of the famous Russian scientist Mikhail Lomonosov born in Arkhangelsk.

ITFA mission is to offer a forum and support open dialogue between authorities, business, research community and non-governmental organizations representing the Barents Euro-Arctic Region and other foreign countries to discuss issues of interaction in the world tourism arena and contribute to establishing and promoting a new center of innovative tourism technologies in North-West Russia in Barents cooperation context.

ITFA objectives:

- highlighting current tendencies in tourism development in Russia, in the Barents Region and in the world,
- elaborating proposals on the implementation of a united policy of promoting tourist destinations of the Pomor Land and Barents Region to internal and international tourist markets;
- sharing experience in development of attractive tourist and recreational territories in Russia and abroad;
- searching for new approaches and forms of tourism cooperation on national and international levels.

ITFA key topics:

1. Current status and perspectives of tourism development in the North.

North incorporates a great part of world recreational resources. It is a good arena for ecological, sports, research and educating, hunting tourism (safari type). The history and way of living of indigenous people in the North is of special interest and value for preserving their cultural identity and unique traditions.

2. Experience and perspectives of tourist recreation zones development and promotion

Tourism promotion in northern geographical and climatic environment has its specific features and rules. At the same time, tourism sector ranks high in the economy of northern regions. In recent years, northern countries have greatly progressed in creating efficient tools for tourism destinations promotion.



3. Interregional and cross-border cooperation in tourism sector in the Nordic countries.

International and cross-border programmes and projects successfully contribute to tourism advancement and enhance partnership relations between Northern countries in political, socio-cultural and economic spheres.

4. Arctic tourism development

Popularization of Arctic tourism is viewed as strategic trend of tourism development in the North. Rich natural and cultural resources of the Arctic need proper management and protection. On the other hand, they are a powerful source on inbound tourism development. Some programmes for tourists have already been successfully running (guided tours to indigenous peoples' communities, individual and group trips by snow mobiles and quadra cycles, etc.).

5. Congress tourism development

Northern (Arctic) Federal University recently established in Arkhangelsk has opened new perspectives for Arkhangelsk Region to become one of the national congress tourism centers as a specialized segment of tourism services market, including travels for participation in the events like congresses, conferences, workshops, exhibitions and meetings uniting different professional communities.

6. River and sea cruise tourism development

Cruise tourism is one of the most dynamically developing sectors in the world tourism market. Cruise fleet and its infrastructure, improving technical specifications and comfort standards of passenger ships, new tourism water routes are the key indicators of cruise sector development.

ITFA networks and participants:

- Ministry of Sport, Tourism and Youth Policy of the Russian Federation;
- Federal Tourism Agency (Russian Federation);
- Committees and commissions of the State Duma and Federal Council of the Russian Federation;
- Regional authorities of the Barents Euro-Arctic Council countries (Russia, Norway, Finland, Sweden);
- Regional tourist authorities and associations;
- National tourist representation bodies and tourism offices of foreign countries located in Moscow and Saint-Petersburg;
- Members of the Joint Barents Euro-Arctic Council Working Group on Tourism;
- Tour operators and tourist agencies;
- Educational institutions in the Barents Region carrying out training programs for specialists in tourism and hospitality sectors;
- Tourist associations;
- Tourist businesses and accommodation facilities;
- National air companies running routes in the Barents Region;
- Non-governmental organizations in tourism and hospitality sectors;
- Chambers of commerce and associations of entrepreneurs;
- Central and specialized mass media.