

Topic: Joint Working Group on Tourism

Time: 26.5.2011 at 13.00

Place: Government of Arkhangelsk Region, office 146

Present:

Korovkin Valery	Russian Federal Agency for Tourism
Evmenov Nikolay	Ministry of Youth Affairs, Sport and Tourism of Archangelsk Region
Hyyry Maiju	Regional Council of Lapland
Luiro Satu	Regional Council of Lapland
Yliniemi Ilkka	Council of Oulu Region
Gokkoev Roman	Council of Oulu Region
Pääsuke Kairi	County Administrative Board of Norrbotten
Platova Galina	Yasavey Nenets Association
Mäntynen Pekka	Finavia, Oulu airport
Kauppinen Petri	Sotkamo town
Vähäkuopus Mari	BART project
Sivonen Sari	BART project
Vieru Markku	MTI, Lapland Institute for Tourism Research
Zhestovskikh Marina	Kolartic ENPI programme
Halmetoja Erkki	Sámi Education Center
Salo Natalia	Sámi Education Center
Suomi Kirsi	Sámi Education Center
Halmetoja Erkki	Sámi Education Center

Welcoming words

Mr. Korovkin welcomed everybody to the JWGT meeting in Arkhangelsk. He thanked the organizers of the International Tourist Forum (ITFA) for the excellent Forum. He also stated that the JWGT meeting in association to tourism seminars will provide good opportunity to observe tourism development and analyze common actions.

Mrs. Hyyry also thanked the organizers of the Tourist Forum. She noted that the seminar presentations have been very interesting and useful. Many new contacts have been established in the Forum.

There were several presentations in the meeting:

Tourism development in Arkhangelsk region

Mr. Evmenov presented the Arkhangelsk region, and told about the tourism potential of the region and how tourism in Arkhangelsk has developed during the past few years.

The Arkhangelsk region provides many types of tourism activities, such as cultural, educational, rural, nature, active, extreme and health tourism. One important tourism activity is cruising and especially the Solovetsky Islands are a very popular destination for cruise ships.

About 300 000 tourists visit Arkhangelsk annually. 2,4 % of them are foreign tourists. There are about 100 tourism companies, and 27n of them are incoming companies.

At the moment tourism revenue in the region is about 1047 million RUB. The share of tourism is only 1 % of the Gross Regional Product. A lot of new investments for tourism have been made during the last few years. The value of these investments has been about 186 million RUB.

Tourism development follows the Tourism Target Plan 2013. The development actions include e.g.

- attracting new investments to the region
- providing funding and loans for investments
- participating in the BART project
- marketing etc.

One example of tourism co-operation in the BEAC region is the project called “Euroregion - Arkhangelsk Tourist Ring”. In this project Arkhangelsk, St. Petersburg, Oulu, Kainuu and Karjala regions are developing tourism and especially accessibility together. There is huge potential for tourism development in Arkhangelsk region.

BART –project: Review of the current issues and next steps

Mrs. Mari Vähäkuopus told the latest news from the BART –project.

The BART activity number two is in progress at the moment. It means that the research of the stakeholder’s needs and expectations is about to start soon. The analysis of the strategies and the current tourism situation in every region has now been completed. Also, the tourism projects have been mapped out. All this information, together with the research results will form “the Knowledge Pool”, which should be completed in November 2011.

Next BART meeting will be arranged on the 9.-10.11.2011. There the project participants will decide about the comparable knowledge gathering and the content of the questionnaire. The research will be carried out by the students.

The final result of the BART phase one will be the Action Plan, which concludes the development needs and actions that should be taken in tourism co-operation on the BEAC level.

Oulu Region

Mr. Ilkka Yliniemi presented the tourism development and future goals in the Oulu region. Oulu is a co-partner in the “Euroregion - Arkhangelsk Tourist Ring” project, where one of

the main goal is to develop accessibility and especially air traffic between the partner regions.

Oulu region emphasizes the development of Oulu airport into a hub for international air traffic.

Tourism development in Nenets region

Galina Platova gave a presentation about tourism in the Nenets region. There are many nature and cultural attractions in the region which provide a good basis for tourism development. However, product development is still needed. Also the lack of sufficient infrastructure is one of the main challenges for further development.

Tourism development in Lapland

Satu Luro informed the JWGT about Lapland's new tourism strategy, which was recently approved by the Council board. The strategy for years 2011-2014 defines the vision and the goals for tourism development in Lapland.

The vision:

Lapland – PURE LIFE FORCE near to you. Lapland will be the leading destination for sustainable nature and experience tourism in Europe by 2020.

The main issues in the new strategy deal with international marketing, accessibility and the development of summer tourism.

After some difficult years, tourism in Lapland has developed very well in the spring 2011. The number of registered overnights has started to grow again. The Russian market has developed especially well.

Discussion

The working group discussed about marketing on the BEAR level. There's a common understanding that it would be beneficial to do marketing together especially on the Asian markets. However, it's not easy to decide which would be the common marketing message (BEAR or something else?). Also the products and services are on different level in different regions, which makes it difficult to do joint marketing.

In the discussion it was stated that the BART project is proceeding well. However, the work of the JWGT needs to be systematized. The meetings need to be more focused on the strategic issues which the working group has possibilities to influence.

It was decided that in the next meeting the JWGT will draft a preliminary agenda/theme for next few meetings; a kind of action plan for the working group activities. The planning session could be arranged as a workshop and utilize facilitators, if necessary.

It was also noted in the discussion that the JWGT work should be presented for the Barents Council at some point, highlighting especially the BART project, which is so far the best result of the work. However, the schedule for this was not yet decided.

Kolartic ENPI programme

The coordinator Marina Zhestovskikh from the Arkhangelsk branch office introduced herself and told about the services the office offers for project applicants. The next call for proposals will be launched in August.

Date and place of the next meeting

Next meeting of the Joint Working Group on Tourism will be arranged on the 10th of November 2011 in Luleå, Sweden.

The meeting ends

The chairman closed the meeting at 16.30

The memo was written by:
Satu Luiro
Tourism Coordinator