



**Topic: Joint Working Group on Tourism, Expert Meeting**

**Time: 12.5.2010 at 13:00-16.20**

**Place: Hotel Pohjanhovi, Rovaniemi, Finland**

**Present:**

Ekdahl Päivi	Regional Council of Lapland (arrived at 14.30)
Evmenov Nikolay	Ministry of Youth Affairs, Sport and Tourism of Archangelsk Region
Gabov Sergey	Councilor of the Head of Komi Republic
Gokkoev Roman	Council of Oulu Region
Halmetoja Erkki	Sámi Education Center
Hyry Maiju	Regional Council of Lapland
Ignatiev Alexander	International Barents Secretariat
Korovkin Valery	Russian Federal Agency for Tourism
Lotvonen Kaarina	Regional Council of Lapland
Luiro Satu	Regional Council of Lapland
Paltto Irja	Interpreter
Raasakka Eija	Finnbarents/Rovaniemi University of Applied Sciences

Representatives from Sweden or Norway were not present at the meeting.

**Welcoming words**

Chairman Ms. Maiju Hyry from the Regional Council of Lapland welcomed everybody to the third JWGT meeting.

**Short reviews of the tourism by country or region**

In Finland,

- Lapland: Change in registered overnights from 2008 to 2009: total -4,5%, domestic 1,7%, foreign -12,2%.
- Oulu region: A new marketing organisation will be established. World biggest cruiser will visit the city of Oulu and a lot of events are planned around this.

In Russia:

- Domestic tourists 3%. There is lack of tourism investments: accommodation and logistics. However, accessibility is being developed and hopefully visa liberalisation will come to the use of tourists.
- Archangelsk: -7%, however, the demand for skilled tourism labour has increased.
- Komi Republic: There has been some changes in tourism administration: the tourism administration has been transferred under the Ministry of Economic Development. Another department that manages tourism related matters is an organisation that manages investments. An ethnic theme park has already been funded and it is expected that a ski resort will be built by investment project. The additional funding from the

Federation is expected. The establishment of a tourism bureau is yet unfinished. It was suggested that the contact person from this bureau will also be invited to join the group.

**Presentation of the ENPI –project plan:** Public-Private partnership in Barents Region BART 1(see attachment).

#### Discussion:

So far, in this working group, we have made our mandate and had a lot of discussion of what to do on the Barents level to develop tourism. Now, the ENPI project application BART 1 could be used as a tool to promote the issues that are important. The joint working group on tourism could work as strategic level to guide practical actions that will be implemented in this project.

Altogether it was noted that the implication of the project application BART 1 was considered to be good. However, the critical factor is the commitment of the enterprises that should be ensured in BART 1.

#### **Latest news from the Kolarctic ENPI CBC –programme, Ms. Ekdahl:**

First call for proposals closed April 9<sup>th</sup> and the result was 34 applications. Totally 11,5 million euro of EU financing has been applied. The programme's priorities are 1. Economic and Social Development. 2. Common Challenges 3. People to People Co-operation and Identity Building.

#### **The International Tourist Forum in Archangelsk and the next JWGT meeting**

Mr. Evmenov invited the group to participate to International Tourist Forum in Archangelsk at 25<sup>th</sup> to 26<sup>th</sup> of May in 2011. Mr. Evmenov's wish was that one of the expert meetings would take place in Archangelsk at the same time and the meeting's participants would represent a wider aspect of tourism including administration, education organisations and enterprises. It was decided that one of the expert meetings will take place in Archangelsk at the same time with the International Tourism Forum.

#### **Other issues and discussion**

It was noted that we should get together with some other groups because of common interests (eg. logistics). It was also noted that to achieve the synergy of the working groups we should look through the Internet site ([www.beac.st](http://www.beac.st)) to find out what the other groups are doing. Synergies between the groups are recommended but so far the results haven't been visible.

Some concerns were announced regarding tourism as it seems that Barents Euro Arctic Council's proceeding's guidelines doesn't mention tourism. It was considered important to foster the supervision of the interest of tourism. Mr. Ignatiev commented that the purpose of the chair and the secretariat is to develop economy, ecology and social items, which doesn't mean that the all the other issues are not given attention.

The Barents Euro Arctic Council will hire a person to find a funding to Barents cooperation so that the implementation of good ideas is possible. This person could be invited to our next meeting.

Mr. Halmetoja presented an ENPI project application called Néda and Mr. Gokkoev told the latest news from Barents Baltic Sea project application called Barents Power. Mr. Gokkoev informed also that ENPI Carelia programme will have its second round of call for proposals on September and the priority is tourism.

### **Date and place of the next meeting**

The group discussed the future meetings. It was considered important that meetings of the group would take place in all the member countries in order to ensure wide participation.

It was suggested that the next meeting of the Joint Working Group on Tourism would take place in Norway at the end of October 2010. Ms. Luro will inform the participants concerning the exact date and time later. By this meeting we know if the BART 1 will be funded or not and the group can guide the implementation of the project. In the next meeting the work of the other Joint Working Groups is surveyed and possibly some representatives from these other groups are invited to this meeting. Also the person hired to find a funding to Barents cooperation could be invited to this meeting.

The following meetings were suggested to be arranged in Norway (autumn 2010), in Archangelsk in May 2011 and in Komi Republic (time will be confirmed later).

### **The meeting ends**

The chairman closed the meeting at 16.20

The memo was written by Ms. Kaarina Lotvonen, Regional Council of Lapland