



Public-Private Partnership in Barents Tourism – project

For Joint Working Group on Tourism

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Background - What is BART?

- BART is European Union funded project
 - Kolartie ENPI CBC programme 2007-2013, economic and social development
- Partners from 4 Barents region countries
- Implementation period 22.12.2010-21.6.2013
- Total budget 921.524 €
- Main problems behind:
 - Lack of cooperation between public and private sector
 - Lack of cross-border cooperation between four countries of Barents Region





The Main Aim of the Project

Aim is to enhance tourism development in the Barents Region by

Background mapping of tourism development in the Barents Region

+

Survey on existing tourism expertise in Barents Region higher educational institutions

+

Study on tourism entrepreneurs needs and expectations regarding tourism knowledge



Action Plan on tourism development in Barents Region



Why Public-Private Partnership

- Public-Private Partnership brings together strenght of both sectors
- Private sector provides innovation and market knowledge
- Private sector lacks resources and time to build infrastructure
- Public sector builds framework, private sector fills it with meaning and purpose





Challenges in Public-Private Partnership

- Provide outcomes in "entrepreneur-friendly" way
 - In BART case specifically challenging due to 5 different languages
 - Different needs in each region due to different stage of tourism development

- Get entrepreneurs interested in projects
 - Lack of time on side of entrepreneurs
 - Finding "common language" to make results easily readable and understandable and usable

- Combine viewpoints of academics/administration/business



Opportunities in Public-Private Partnership

- Overcome common challenges
 - Seasonality
 - Migration
 - Accessibility

- Use knowledge/expertise from entrepreneurs as well as academics and administration

- Close cooperation between HEI and entrepreneurs provides opportunity for "tailor-made" future staff

- Close cooperation between law making bodies and entrepreneurs provides opportunity to influence tourism strategies and law





Creating an Action Plan on tourism development in Barents Region

- Based on a total of 71 interviews were carried out the spring of 2012
- Action Plan target groups
 - Regional planners and governments (JWGT)
 - Tourism entrepreneurs from all over Barents region
 - Educational institutions specializing in tourism (Academic staff, Students)
 - Other tourism actors
- Requirements for Action Plan
 - Easy to understand and read
 - Highlighting statements from entrepreneurs collected during spring 2012
 - Quotes from interviews with entrepreneurs
 - **Action Plan published as web page**

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Action Plan structure

1. Background/Introduction

- 1.1 Current Strategic tourism development in the Barents Region
- 1.2 Tourism knowledge pool in Barents Region institutions

2. Action areas/work packages

- 2.1 Knowledge
- 2.2 Accessibility and infrastructure
- 2.3 Cooperation
- 2.4 Product Development
- 2.5 Branding

3. Recommendations for Implementation

4. Conclusion

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Action area work packages

| Action area | Country responsible |
|------------------------------------|--|
| Branding the Barents Region | Sweden <i>Dr. Hans Gelter</i> |
| Product development | Finland <i>Doctoral Researcher José-Carlos García-Rosell</i> |
| Knowledge | Arkhangelsk/Russia <i>Head of International Projects Unit, Lyubov Zarubina</i> |
| Infrastructure | Murmansk/Russia <i>Dr. Ludmila Gerachenko</i> |
| Cooperation | Norway <i>Dr. Aileen A. Espiritu</i> |



Schedule for the Action plan

| Activity | Deadline | Responsibility |
|--|---------------------------------|--|
| Regional priorities | by the end of August | Each region individually |
| Action area packages - each region compiles action area for which they are responsible from each region's priorities | By 30.11.2012 | - Branding/SWE - Cooperation/NO - Infra & accessibility/MUR - Knowledge/ARK - Prod. Development/FI |
| Assembly of individual action areas/ putting all together | By 10.12.2012 | Lead Partner |
| Recommendations of impl. (Chapter 3) - each region presents recommendations for implementation based on the action area they are responsible for | By 28.2.2013 | - Branding/SWE - Cooperation/NO - Infra & accessibility/MUR - Knowledge/ARK - Prod. Development/FI |
| Conclusion (Chapter 4) | By 15.3.2013 | Lead Partner |
| Last workshop, presenting the | week 16 FINAL CONFERENCE | All attend |



Thank you!

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