

Mission of  
Working Group on Tourism  
of Barents/Euro-Arctic Region  
(BEAR JWGT)

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graph TD; A[Mission of Working Group on Tourism of Barents/Euro-Arctic Region (BEAR JWGT)] --> B[To support and increase confidence of Government Authorities, Society and Business to tourist projects]; A --> C[To promote development and realization of tourist projects of different level and purpose];
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To support and increase confidence  
of Government Authorities,  
Society and Business  
to tourist projects

To promote development  
and realization of tourist projects  
of different level and purpose

## BEAR JWGT tasks

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graph TD; A[BEAR JWGT tasks] --- B[1. Increase of tourist flow to regions]; A --- C[2. Increase of tourist revenue in regions]; A --- D[3. Diversification of local employment]; A --- E[4. Increase of cultural contacts, social adaptation to national and global development process]; A --- F[5. Improvement of cultural knowledge of tourists and understanding of surrounding, internal and external integration];
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1. Increase of tourist flow to regions

2. Increase of tourist revenue in regions

3. Diversification of local employment

4. Increase of cultural contacts, social adaptation to national and global development process

5. Improvement of cultural knowledge of tourists and understanding of surrounding, internal and external integration

## Main solution methods of defined tasks

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graph TD; A[Main solution methods of defined tasks] --- B[1. PR & Marketing at potential tourist markets]; A --- C[2. Development of tourist infrastructure and investments]; A --- D[3. Training and improvement of local education system]; A --- E[4. Simplification of border formalities, improvement of tourist legislation, statistics];
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1. PR & Marketing at potential tourist markets

2. Development of tourist infrastructure and investments

3. Training and improvement of local education system

4. Simplification of border formalities,  
improvement of tourist legislation, statistics

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Current task could be not the most complicated, nevertheless it is difficult to develop tourism without its solution.

## Proposals on BEAR JWTG mandate:

- Countries of BEAR define priority tasks at national and regional level and concentrate efforts on solution of current ones. Current task could be not complicated, nevertheless it would be difficult to develop tourism without its solution.
- Participants of JWTG inform each other about tasks to be solved in collaboration. Other participants support and assist them.
- Discussion of current tasks, directions of cooperation should be held at the sessions of JWTG twice a year (Spring and Autumn).
- For the practical cooperation JWTG initializes the establishment of special expert groups. Russian side has a proposal to establish expert group on marketing.



PR & Marketing

Within BEAR

International tourist market

Information web-site

Unified design and brand  
of national and regional  
information web-sites

Development of interregional  
and international tourist routes

BEAR Tourist web-site  
for tourists from other countries