

6 - 7, 2009

Rovaniemi University
of Applied Sciences,
Jokiväylä 11 B, Borealis
Auditorium

MAY 6 - 7, 2009 Barents Tourism TODAY AND TOMORROW II

WEDNESDAY, MAY 6, 2009

- 10.30 Registration
11.30 Lunch
- Future Perspectives to Tourism Development in the Barents Region**
- Chair** M.Sc. (Econ) Nina Vesterinen, Programme Director
Tourism and Experience Management Competence Cluster
- 12.30 Welcome**
Esko Lotvonen, Region Mayor
Regional Council of Lapland
- 12.40 Economy and Politics on Contemporary Russia**
Ph.D. Markku Kivinen, Director, Professor
Aleksanteri Institute, Finnish Centre for Russian and Eastern European Studies
- 13.40 Future Perspectives to Tourism Development in the Barents, Russia**
Speaker from Russia (tbc)
Ministry of sports, tourism and youth policy of the Russian Federation
- 14.00 Break**
- 14.30 Future Perspectives to Tourism Development in the Barents, Sweden**
Ph.D. Dieter Müller, Professor
University of Umeå
- 14.50 Future Perspectives to Tourism Development in the Barents, Norway**
Arne Trengereid, Managing Director
Troms Reiseliv AS
- 15.10 Future Perspectives to Tourism Development in the Barents, Finland**
Satu Luiro, Tourism Coordinator
Regional Council of Lapland

15.30 Geotourism

Peter Johansson, Division Manager,
Land Use and Environment Geological Survey of Finland

15.50 Break

16.10 Tourism Cooperation in the Barents - Entrepreneur's Point of View

Ari Hiltula, Managing Director
Taxari Travel Agency

16.30 New Tendencies of Tourism Cooperation in the Barents Region

Valery Sidorov, Chairman of the Committee for Tourism

16.50 Future Perspectives to Tourism in the Murmansk Region

Marina Kovtun
Ministry of Economic development of Murmansk region

17.10 Conclusions and Discussion

M.Sc. (Econ) Nina Vesterinen, Programme Director
Tourism and Experience Management Competence Cluster

17.45 Transportation from seminar hall to dinner

18.00 Buffet Dinner

Alartukanen House, Valtakatu 6

THURSDAY, MAY 7, 2009 Developing Tourism Business by Research

Chair

Ph.D. Anu Valtonen, Professor
University of Lapland

9.00 Introduction to the day

Ph.D. Anu Valtonen, Professor
University of Lapland

9.10 Tourism Research in Umeå University

Ph.D. Dieter Müller, Professor
Umeå University

9.30

Destination Management

Organisation: Strategy, Statistic, Promotion

Ph.D. student Anna Chebukhanova

9.50 Case 1. Tourism Safety Research and Company's Viewpoints

Ph.D. Pekka Iivari
Finnbarents

Jarkko Leinonen, Safety Specialist

10.20 Break

10.40 Case 2. Product Development Process in Tourism

Ph.D. Student, M.Sc. Econ. Teija Tekoniemi-Selkälä, Senior Lecturer
Rovaniemi University of Applied Sciences

11.10 Case 3. Product Development Case

Anna Vanhala, Project Assistant
University of Lapland, Education and Development Services

11.40 Case 4. From Stories to Business (e)Tourism in the South Kola

Jussi Konttinen, Journalist

Helsingin Sanomat

Ilkka Kauppinen

Kodja Consulting

12.40 Conclusion

Ph.D. Anu Valtonen, Professor

University of Lapland

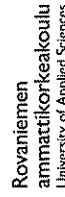
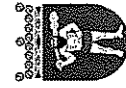
12.50 Lunch

ORGANIZERS:

Regional Council of Lapland, Finnbarents and Lapland Institute for Tourism Research and Education

SEMINAR LANGUAGES:

English/Russian/Finnish



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Euroopan aluekehitysrahoisto