



**Agenda of Joint Meeting of Logistic & Transportation, Tourism and Culture**

**Visit Arctic Europe**

*Promoting tourism in co-operation of Barents working groups*

*31.05.2016, Kaukametsä, Kajaani / Finland, 9:39 – 11.11 GMT +2*

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## 1. Helena Aaltonen, the chair of the JWGC opens the meeting at 9:39

- Opening question for the meeting:
  - *How do the joint working groups cooperate together between the fields of tourism and culture?*

## 2. Nominating the chair and the secretary of the meeting

### Decision:

- Hannu Heikkinen acts as the chairperson for the meeting
- Joonas Heikkinen acts as the secretary during the joint meeting.

### 2.1 WGTL briefing

- Barents National Transport Strategy will be adopted in the ministerial meeting of Arkhangelsk in the 21 of June.
- In the Monday's workshop the WGTL discussed about the financing programs (when they will become open for calls etc.)
- WGTL feels that they have good cooperation and dialogue between the ministerial level actors in the strategy planning.
- Ministerial actors often partake in the joint meetings of the working groups.

### 2.1 WGT briefing

#### Action plan

- *How to improve regional tourism from the perspective of business?*
- In the action plan was brought up the cooperation between the cultural side and the tourist sector.
- Tourism working group feels that the logistics play a key role in the development of these two aspects.
- Visit Artic Europe is used as an example on how the cooperative communication works across the borders.
- Accessibility is the essential part of tourism.
- Standards and needed for the evaluation of tourism (what metrics etc. do each countries use to measure tourism / development of it and so forth).
- Eco label system is brought as an example of the problems. Each country in the region has several of their own Eco labels which aren't built on common standards or principles.
- The cooperative action with the state actors works towards the Finnish state side ministerial / political entities, but on the other hand Norwegian and Swedish counterparts in this regard need improving.
- Without culture and logistics there is no tourism. Culture gives added value through arts, communication and logistic is necessary for the accessibility of these activities.

### 2.3 WGC briefing

- Main task for the group is to connect the people, artists from different countries to communicate and cooperate with each other
- The business side hasn't been on the top of the agenda for the tourism, and the view is that in regards with this cooperation it is important that the cultural is treated with enough respect.
- Strategic plans are to be found from the Cultures / Barents website. Strategic goals aren't to link tourism to business. Main goal is to develop a human understanding the common standards for what "culture" in the Barents region.
  - o *How do we promote the Barents culture to the world outside?*
- Cultural heritage -> Identity is changing throughout each individual live so the dynamics are shown in the society as a general. If the Barents identity isn't felt as one's own we can't really market or spread information about it (stories based on the culture identity is on perspective to it).

#### **Decision:**

- Minutes of each working groups briefings were written down.

### 3. Adopting the Agenda

#### 4. Introduction to promote Vist Artic Europe-idea in Barents Area, project leader *Rauno Posio*

- Visit Artic Europe -project ends at the end of 2017.
  - o Participating in to the project are three different tourist boards across the Barents region.
  - o Cooperation between the actors started two and a half years ago.
- Overall budget is 6,6 million euros.
- A year was used to create and recognize common material and values for the participants in the project.
- Interreg Nord is the main funder of the project.
  - o Some municipalities and regions are also part of the project funders as well as the business side on these regions.

#### **Target for the project is the Artic Europe.**

- The project staff feels that the North should be seen as a single travel destination
  - o This view and perspective already exists on the tourist sector, where the travel companies create packages for the Northern regions.
- Driving factor for the common goals are related to solving the issues in the areas of accessibility and how the region can benefit from it in the future.
- 505 000€ worth is used to networking and cooperation.
- R&D aims to create more cooperation between the regions universities through consortiums.

#### **Accessibility**

- o Model is created for the purpose of building a travel change system which in had also applies itself in to efficient optimization of the said system.
  - In short the system aims to provide answers for the question on how one can get or move about from one place to another (busses, transportation hubs, trains, road network, border crossing and other forms of logistic-related topics in general).
- o The total budget for the Accessibility theme is some 800 000€.

- Due to the small budget the aim is to only use the budget for marketing purposes.
- Budget is also aim in to providing enriched information and knowledge to the companies about their region and the needs of the customers.
- The research and project work suggests that using the peek tourism seasons in concurrence and improving the product development are the key themes for this.
- It is too early at this point to start the phase two of the project, but even still there is clearly both the demand and the will for it to start between the project participants.
- Key figures of the project: Norway has some 1500 tourism related companies in its project regions; Sweden's equivalent number is 600 companies and Finland's about 900.

**Sustainability** is another key theme in on itself at the project

- The question is what sort of content, experiences are to be expected from the people and companies involved in the tourism business?
- Cross border packs are used as an example of this which refers to the earlier point about positive opportunities when twining different regions seasonal and peeks in tourism together.
  - Culture and food are brought up as one of the most important things on sort of experiences the tourist are looking for.
  - Content itself comes from the companies, but cultural and arts people should be involved in to the process as well as the local museums.
- Another main value and goal for the project is to root out the overlapping processes between the cooperative partners and actors.

**Sparsely populated North** is seen as the key issue though possibilities can rise from it after through the cooperative efforts. One of these is the improvement of the life quality of the local inhabitants.

- The working groups feel that the field of culture should provide the stories and perspective on the region. This helps to even out any differences and understandings of the region and its culture base.
- Currently air traffic and tourism faces challenges that are interconnected with the issues in global economy.
- Air Traffic and its development face an issue in relation to the lack of financial support towards interregional traffic.
- Chair Hannu Heikkinen feels that the cooperative development towards the air travel and flight connection is on the key areas of interest to the groups.

**Decision:**

- Main goals of the Visit Artic Europe –project presentation are to written down as notification.

## 5. Listening to the idea of working groups

### a) Tourism

- Chair noted that tourism gave its ideas at the working group briefing.

### b) Transport and logistics

- Project: Transport corridors, Emphasizes cargo traffic. Passenger transport is in the secondary role in this project.
- Do we need analytic tool for the passenger traffic? Analytic model for the first group of passengers. IF you have analytical model of the regions you can make questions based on them.
- Discussions should be had if there is need for this tool in the next two years.

- Freight cargo is clearly needed, but if we make good enough facilities for the transit transportation other forms of traffic will soon follow.
- The goals and other particulars on the projects are still being discussed.
- Norwegians have previous experience with the international corridors / flight connection related development. One should take in to account which sort of routes are needed for the corridor to become a reality for instance.
- Best Practices: How clients, tourist and travelers find the right connections and routes? Benchmarking the best practices in the other regions of the world is important (Australia was used as an example).
- Possibility for mixed transport.
- Discussions about the direct flight from Japan with a mixed transportation bundled with passenger and cargo traffic.
- Sweden: A view that inhabitants of the regions can be seen as customers (change in the perspective on the public sector side).
- One raised issue that troubles the cooperation between the experts inside the working groups are the poor logistical routes between each region. This issue makes it often impossible to take part in the meetings or any other events.
- Customs and the issues relating to its practices were raised as one of the issues that is counterproductive for the Barents regional cooperation.

**c) Culture**

- Action Plan: Explore the possibility for a *common project in tourism*. A small working group should make a suggestion and guidelines on how to move forward with the umbrella projects. Which kind of other projects are needed in this framework (transport, culture etc.)?
- Cultural group will have next meeting in the September in Murmansk, it's a possibility that if a group is having a working group meeting, they can have guests from other working groups (Transport, Tourism etc.).
- The persons in charge should be named for the project framework assessment.
- Action Plan: What do the groups want in it that isn't included in the plan already?
- Short meetings, email exchange are possible options as working methods.
- Chairs were suggested as the person in charge of this task from each of the working groups.
- Annually joint meetings were suggested.
- Tourism business and the deeper meaning behind it are unclear for some of the participant of the joint meeting. A workshop or a presentation was suggested.

**Decision:**

- Joint meeting of the working groups present will be held during the summer of 2017.

**6. Further steps of**

**6.2 The WGS**

- *Further steps were discussed in the meeting's agenda number 5.*

**6.3 Other Steps**

- a) *Further steps were discussed in the meeting's agenda number 5.*

**7. Closing the meeting**

- *Chair closes the meeting at 11:11*