BART Public-Private Partnership in Barents Tourism

KICK-OFF MEETING
Wednesday 16th - Thursday 17th of March 2011

Mari Vähäkuopus
Project Manager
BART – Public-Private Partnership in Barents Tourism

- **Overall objective**
  - Contributing to the regional and economic development of the Barents region

- **Specific objective**
  - Creation and initiation of development mechanisms in long term public-private partnership for the tourism industry on all stakeholders levels

- **Implementation period two (2) years.**
  - Kolartic ENPI CBC programme 2007-2013, economic and social development

- **Total budget 921 524 €**
BART – Partners

Lead partner
➢ Rovaniemi University of Applied Sciences

Partners in Finland
➢ University of Lapland
➢ Regional Council of Lapland

Partners in Sweden
➢ Luleå University of Technology

Partners in Norway
➢ Barents Institute

Partners in Russia, Murmansk region
➢ Ministry of Economic Development of Murmansk Region
➢ Murmansk State Humanities University
➢ Murmansk State Technical University
➢ Monchegorsk Town Authorities Russia Murmansk region

Partners in Russia, Arkhangelsk region
➢ Ministry of Youth Affairs, Sport and Tourism of Arkhangelsk Region
➢ Northern Arctic Federal University (former Arkhangelsk State Technical University)
➢ Pomor State University

www.luc.fi/tourism
BART – Associate Partners

- Municipal Establishment Polyarnye Zori, Murmansk
- Administration of Municipal Establishment Kandalaksha District, Murmansk
- Lapland State Natural Biosphere Reserve, Murmansk
- Municipal Establishment Terskiy District, Murmansk Region
- Municipal establishment Kirovsk Municipality, Murmansk
- International Institute of Management, Arkhangelsk
- Arkhangelsk Pedagogical College
- Northern State Medical University, Arkhangelsk
BART – Activities

1. Establishing research and development peer-review group (review group)

2. Creating Action Plan for Barents region tourism research and development

3. Activating research and development cooperation in public-private partnership

4. Managing the project
BART – Main Outputs

- Peer-review mechanism for project implementation is set up
- 4 peer review workshops are organized (combined with joint coordination meetings)
- 3 new joint tourism related projects are proposed within the project duration
- Meeting schedules for peer-review meetings after project closure are available
- Tourism stakeholders (education, authorities and SMEs) have profound information on tourism background situation in the Barents region
- Available knowledge in tourism field and perceived needs are identified
- Comparative analysis on tourism industry situation in the Barents region
- Action Plan is approved by all involved stakeholders
BART – Main Outputs

- A mechanism to start up and implement applied research in relation to the action plan
- Public-private partnership teams based on expertise
- Research initiatives possibly already one or more finalized applied research mini-project
- Applied research is based on real needs of tourism stakeholders (authorities, SMEs, educational institutions)
- Repeated research updates are available to all partners organizations and tourism stakeholders
- Teachers and experts from 4 participating countries shared knowledge and expertise
- Fully functional tourism centre in Monchegorsk
- Statistics on tourism in the Barents region
- A report of recommendation for tourism development in the Barents region
In order to address common tourism related challenges, Finland, Sweden, Russia and Norway made the decision on establishing a Joint Working Group on Tourism (JWGT) for Barents region in September 2008.

The purpose is to develop tourism business in the BEAR and to promote ecologically, socially and culturally sustainable tourism.

BART project is acting as a practical tool for implementation of the cooperation

JWGT will act as active participants of the peer-review group established in the project to support the development of the Action Plan.
BART, activity 2. Creating Action Plan for Barents region tourism research and development

- 2.1. Mapping background of tourism development work in each region.
  - 2.1.1. Identifying existing tourism strategies
  - 2.1.2. Identifying implemented and ongoing tourism projects
  - 2.1.3. Analyzing the results and combining them into final report

- Detailed instructions of the required emphasis for the region-specific report were:
  - Current annual economic facts & figures (statistics) of the region
  - Concluding remarks on the regional (and other related) tourism strategies and development guidelines (a bulleted list)
  - Overall description of the tourism industry (maximum of 500 words, or a bulleted list)
BART, activity 2. Creating Action Plan for Barents region tourism research and development

Detailed instructions of the required emphasis for the region-specific report:

1. Current annual economic facts & figures (statistics) of the region
   - Tourism industry business units
   - Tourism industry turnover
   - Direct annual tourism industry income
   - Tourism industry man-years
   - Total amount of annual tourist arrivals
   - Registered tourist overnights (foreign, domestic, total)
   - Tourist expenditure in the destination
   - Some other additional tourism statistics, if available and important

2. Concluding remarks on the regional (and other related) tourism strategies and development guidelines (a bulleted list)
   - The current state of strategic tourism development
   - Three most important strategic guidelines where to focus in the development work (e.g. from a regional tourism strategy / development plan)
   - Key organisations and actors in tourism development
   - List of 3-5 most important ongoing tourism projects (mention the name – main objective – expected key result – duration – responsible organisation)

3. Overall description of the tourism industry (maximum of 500 words, or a bulleted list)
   1. What is the current state of the field in our region (relating to business, and research & development work)?
   2. What are the three distinctive characteristics that describe the companies of our region?
   3. What are three absolute strengths of our region (nationally, globally and/or Barents-wise)?
   4. What are the strengths of the partner regions (one tourism related strength / each region)?
   5. What are the three major future challenges for the tourism industry in our region?
   6. What definite expertise and/or elements our region (or institution) brings to the joint pool of BART?

www.luc.fi/tourism
BART – Contact Information

Mari Vähäkuopu
Project Manager
Mobile +358 20 798 5790

Sari Sivonen
Project Coordinator
Mobile +358 20 798 5719

Lapland Institute for Tourism Research and Education
Rovaniemi University of Applied Sciences
Viirinkankaantie 1, FI 96300 Rovaniemi, Finland
www.luc.fi/tourism