

# **BART Public-Private Partnership in Barents Tourism**

**KICK-OFF MEETING**

**Wednesday 16th- Thursday 17th of March 2011**

**Mari Vähäkuopus  
Project Manager**

[www.luc.fi/tourism](http://www.luc.fi/tourism)

# 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 €**



# THE BARENTS EURO-ARCTIC REGION



# 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

# 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



# The Cooperation with the Joint Working Group on Tourism

- 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?

# BART – Contact Information

Mari Vähäkuopus

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](http://www.luc.fi/tourism)