

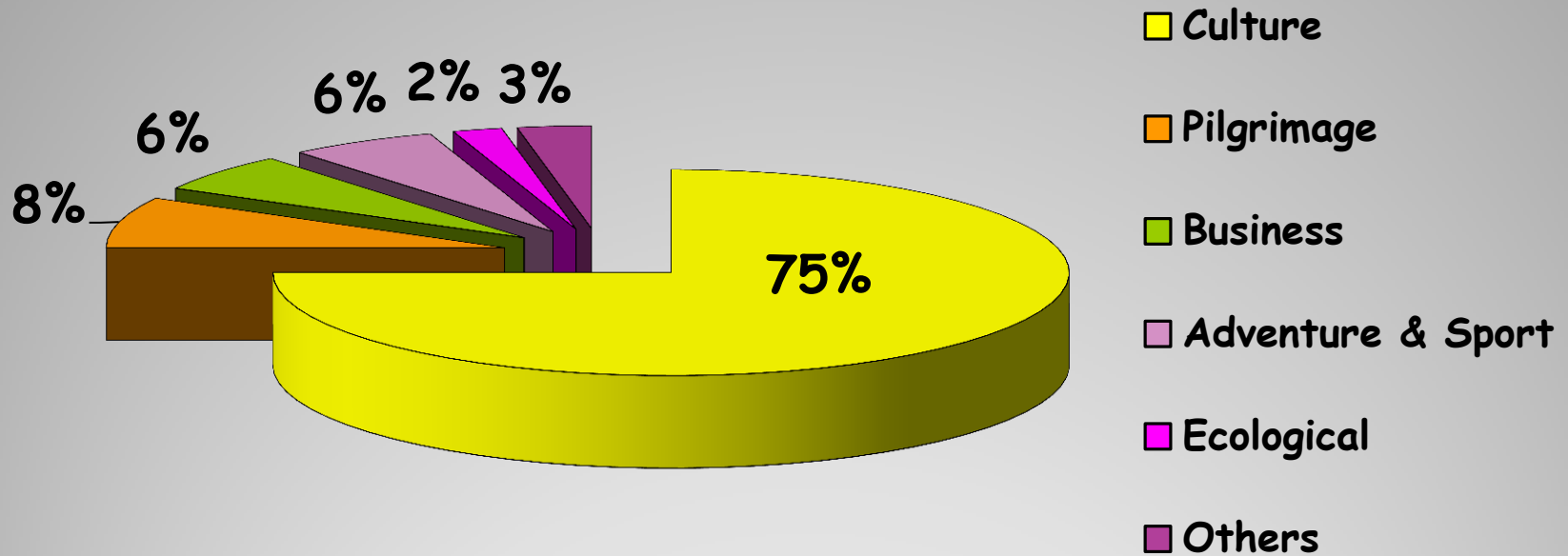
Public-Private Partnership in Barents Tourism

Activity 2.3. Assessing of stakeholder needs and expectations for tourism development in the Barents Region

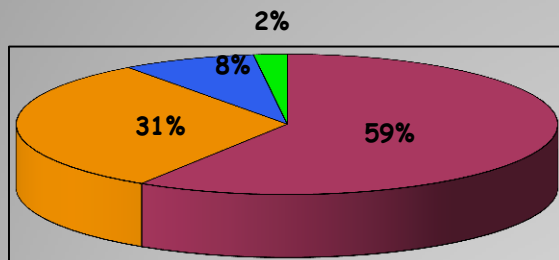
Arkhangelsk region



Types of tourism

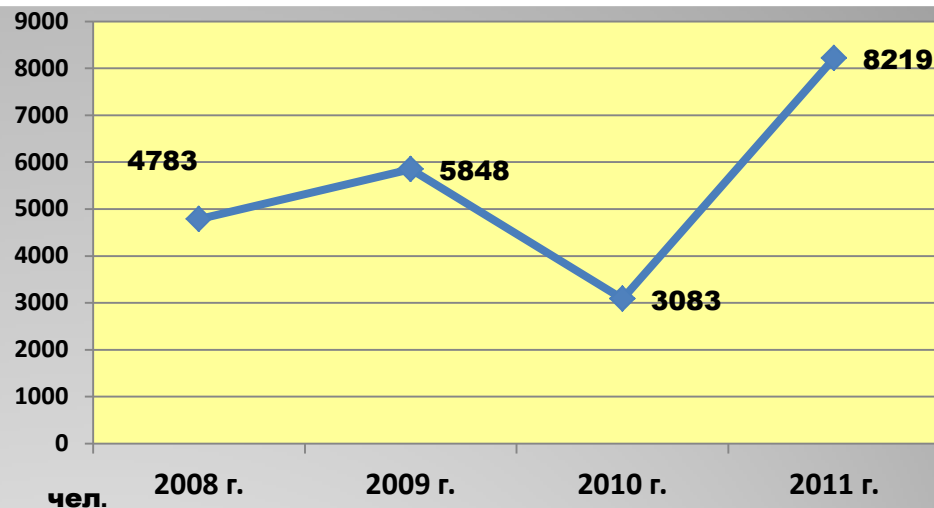


Tourists flow

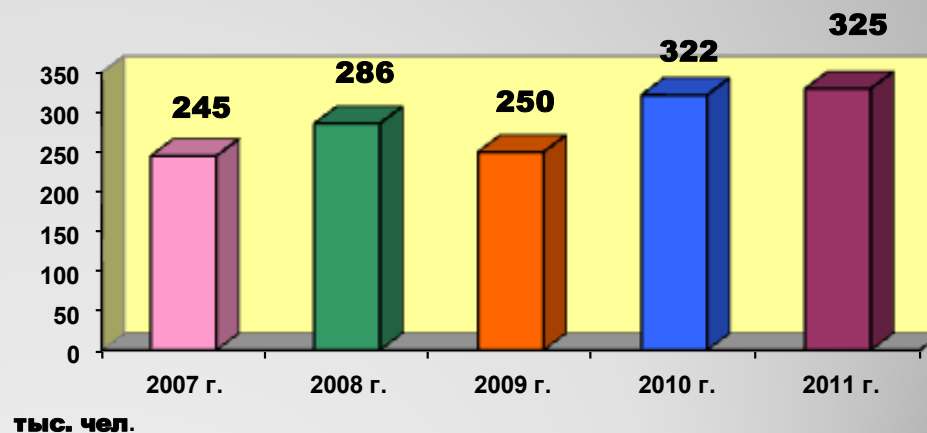


- Arkhangelsk
- Solovki
- Kargopol
- Others

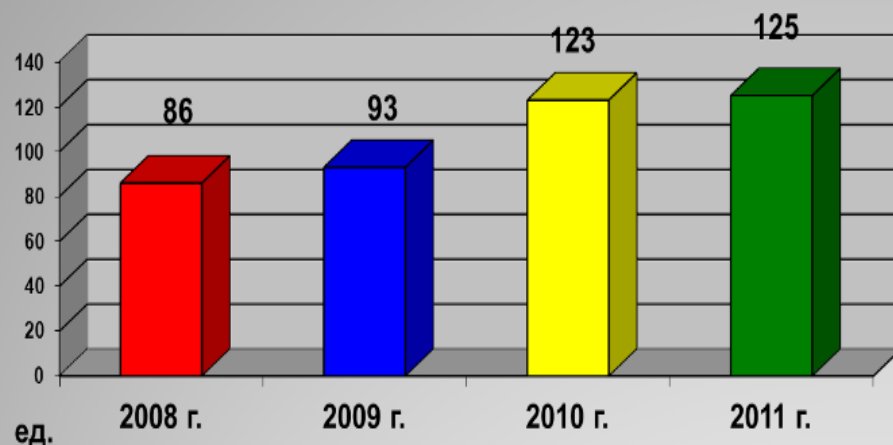
Total tourist flow,
thousands people



Foreign tourists, persons

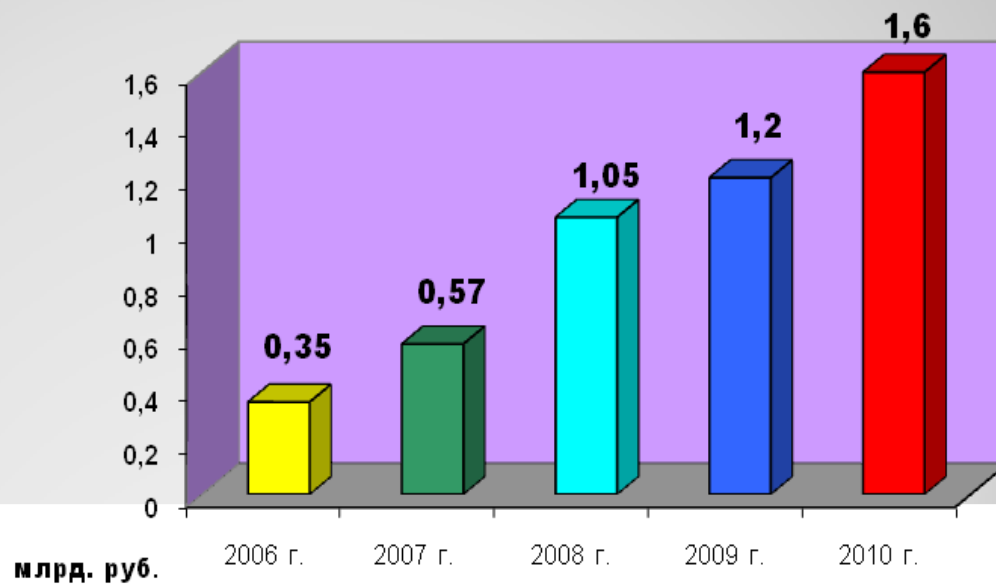


TOURIST COMPANIES



Number of tourist companies

Turnover, bill. rub.



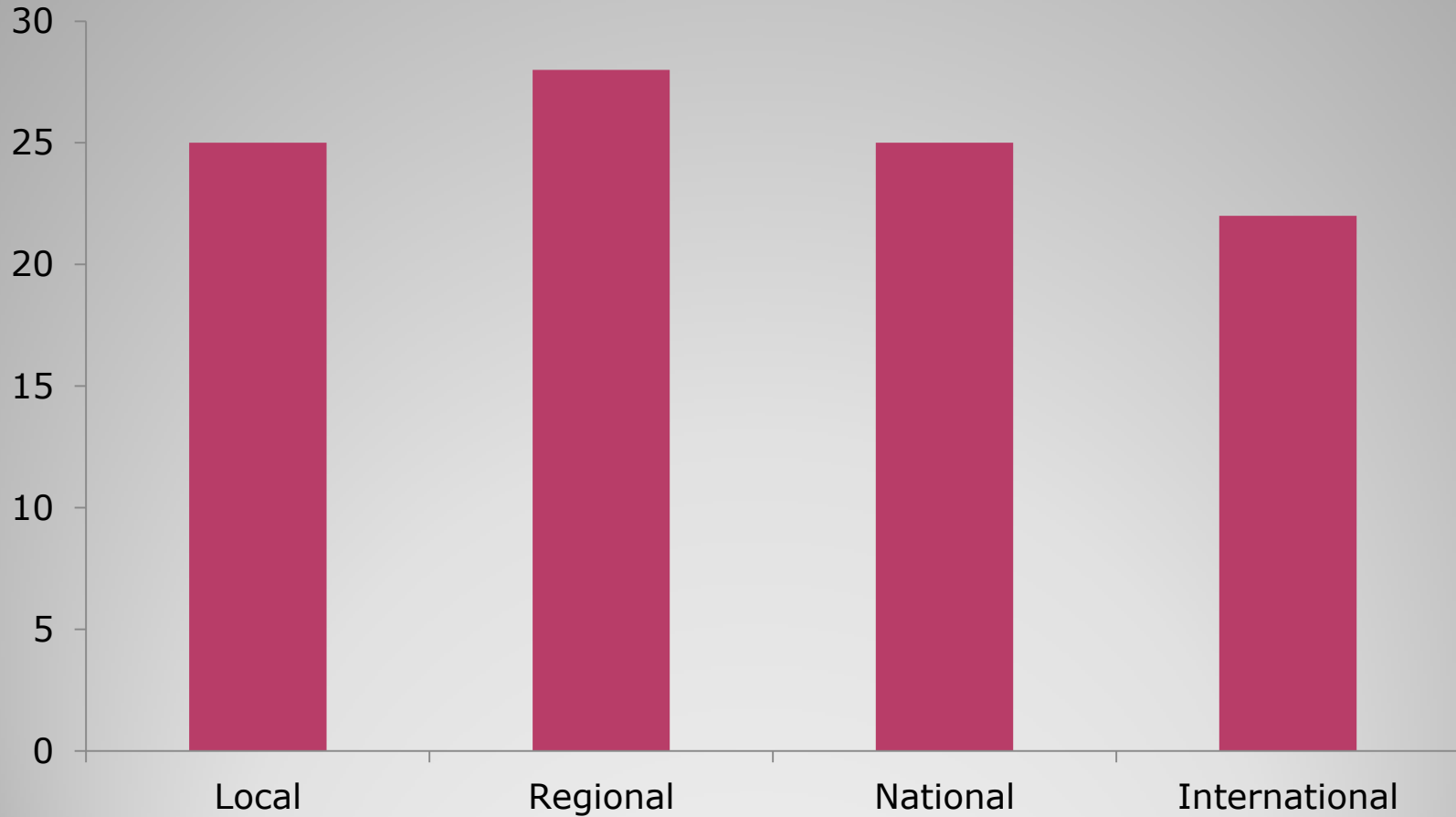
List of companies interviewed (1)

	Company	Profile	
1.	Malye Karely	Tourist operator: tourist complex, guided tours, accommodation, catering conference facilities	
2.	Tourism Academy	Tourist agency: incoming and outgoing tourism, inland tours	www.akademiya-turizma.ru
3.	Sever-Travel	Tourist information portal	
4.	Arkhangelsk Region Association of Tourism and Service	Non-commercial partnership: over 30 different types of tourist companies	
5.	Golubino	Tourist operator: tourist complex, accommodation, catering, guided tours, conference facilities	

List of companies interviewed (2)

	Company	Profile	
6.	Dvina Hotel	Accommodation, catering, conference facilities	
7.	Pur-Navolok Hotel	Accommodation, catering, conference facilities	
8.	Barents Tour	Tourist company (incoming and outgoing tourism, inland tourism)	
9.	Solovki Company	Tourist operator: regional tourism	
10.	Skazka Stranstviy / Travelling Fairy Tale	Tourist operator: regional tourism	
11.	Arkhangelsk Bureau of Travel and Excursions	Tourist operator (city guided tours), regional tourism, incoming and outgoing	www.arhtravel.ru

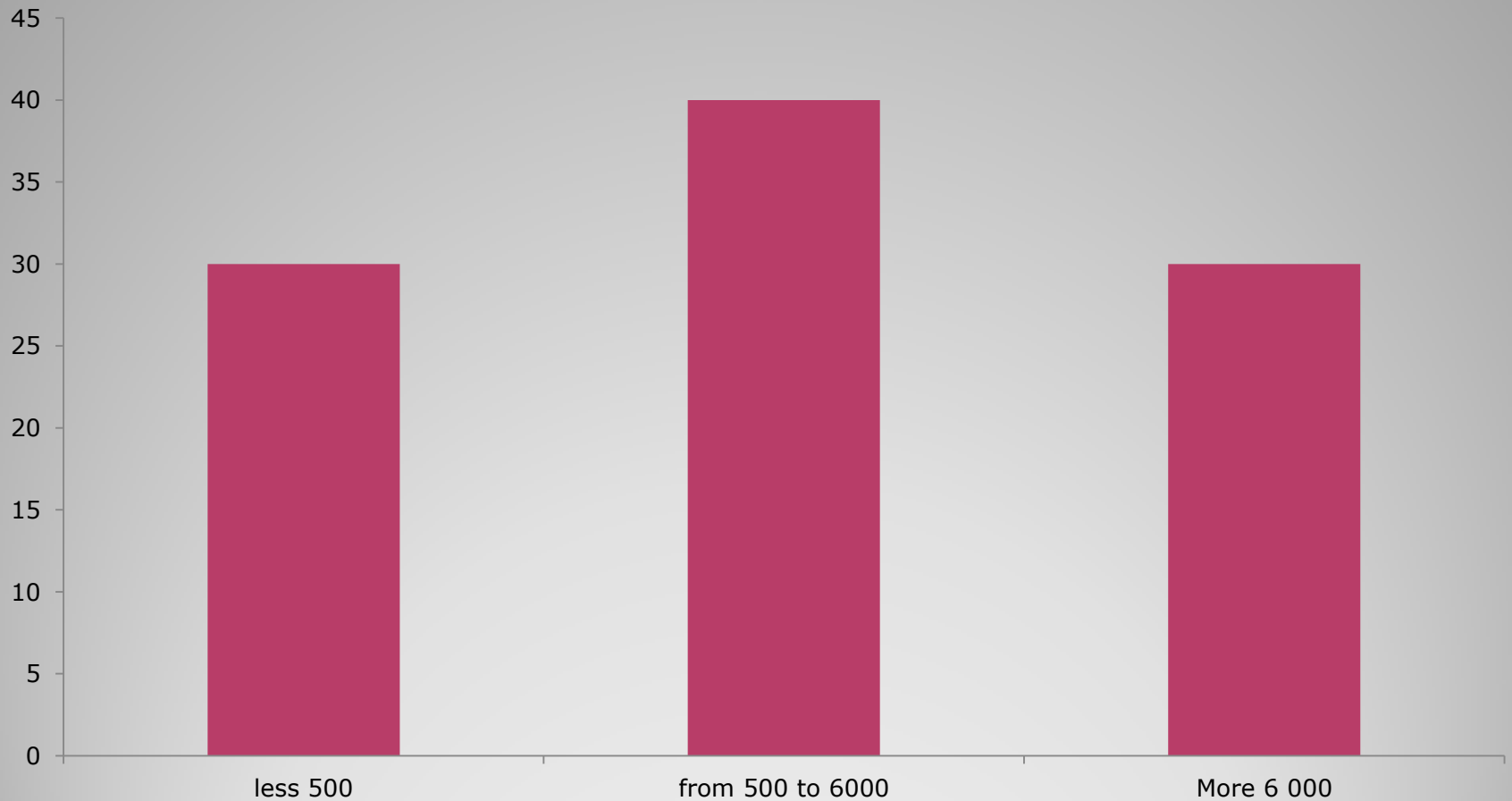
Market distribution



Experience in the tourist market

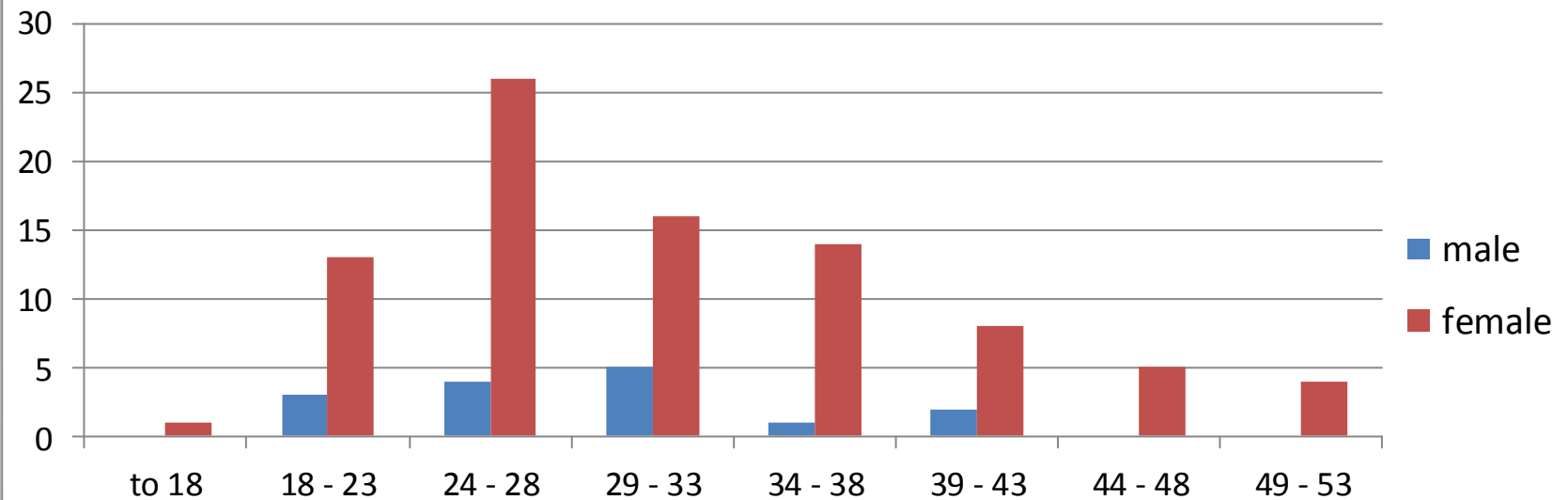


Annual number of the tourists serviced

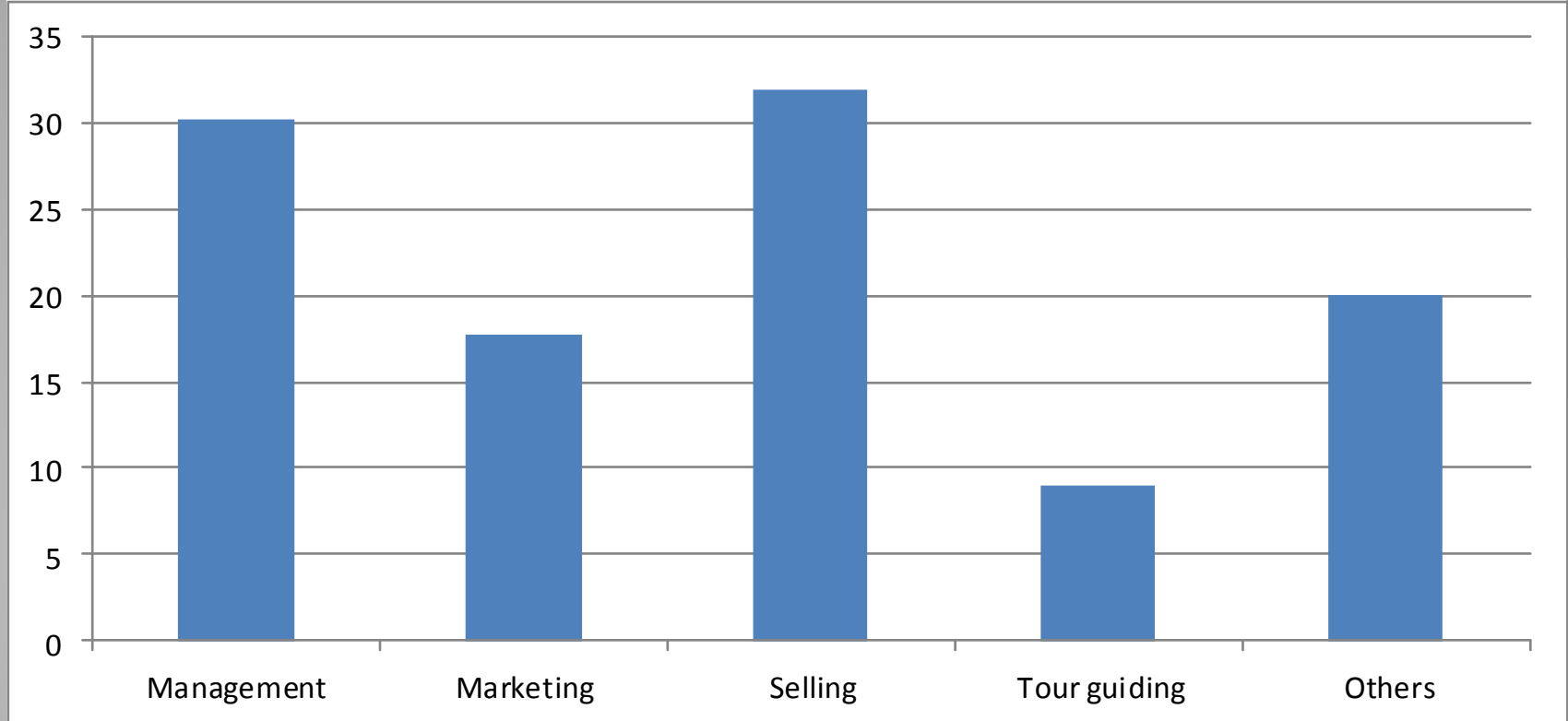


Types of tourism	Noted by companies, %
Educational tourism	70
Ecotourism	40-50
Event tourism	40-50
Health-improving tourism	40-50
Travels	40-50
Sport tourism	40-50
Fishing and hunting tours	40-50
Activities tourism	20
Business tourism	20
Rural tourism	20
Water tourism	20
Beach and pilgrim	20

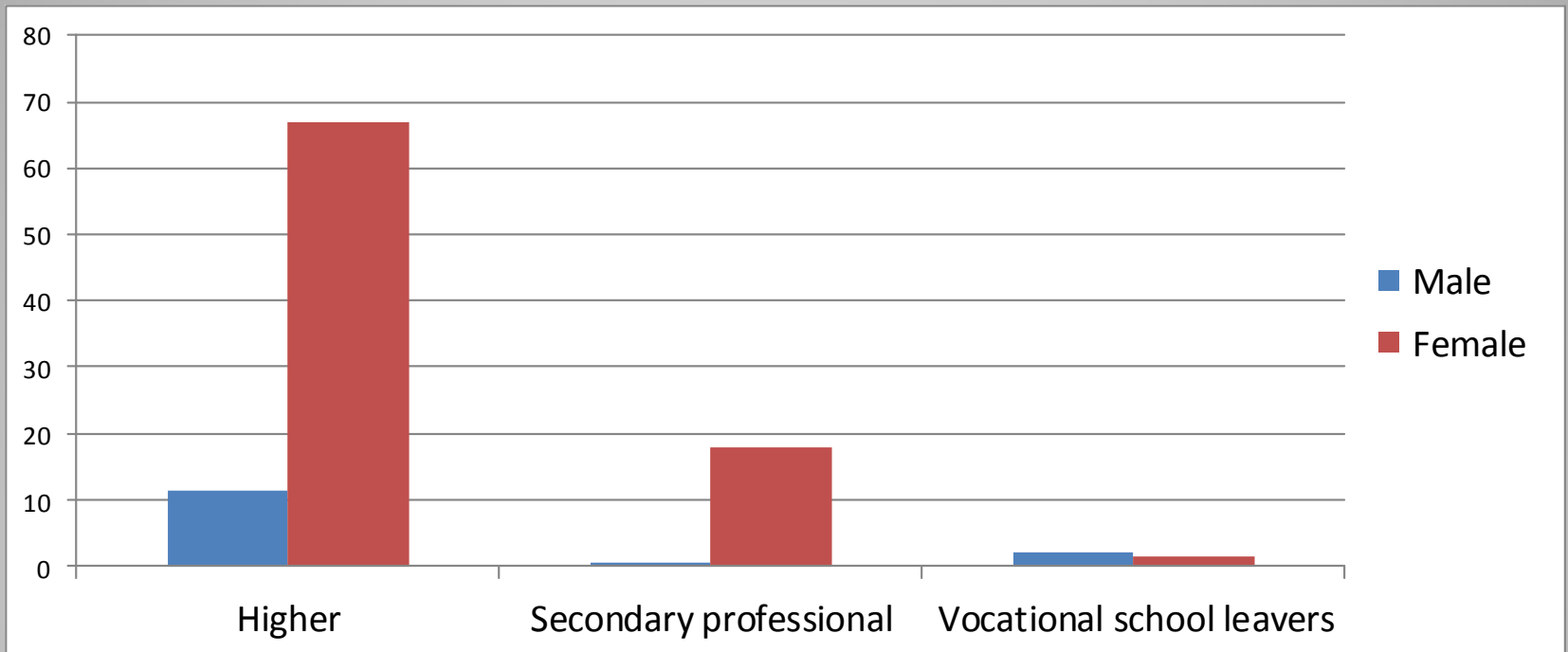
Personnel age structure



Professional areas\positions



Educational background



Staff turnover reasons

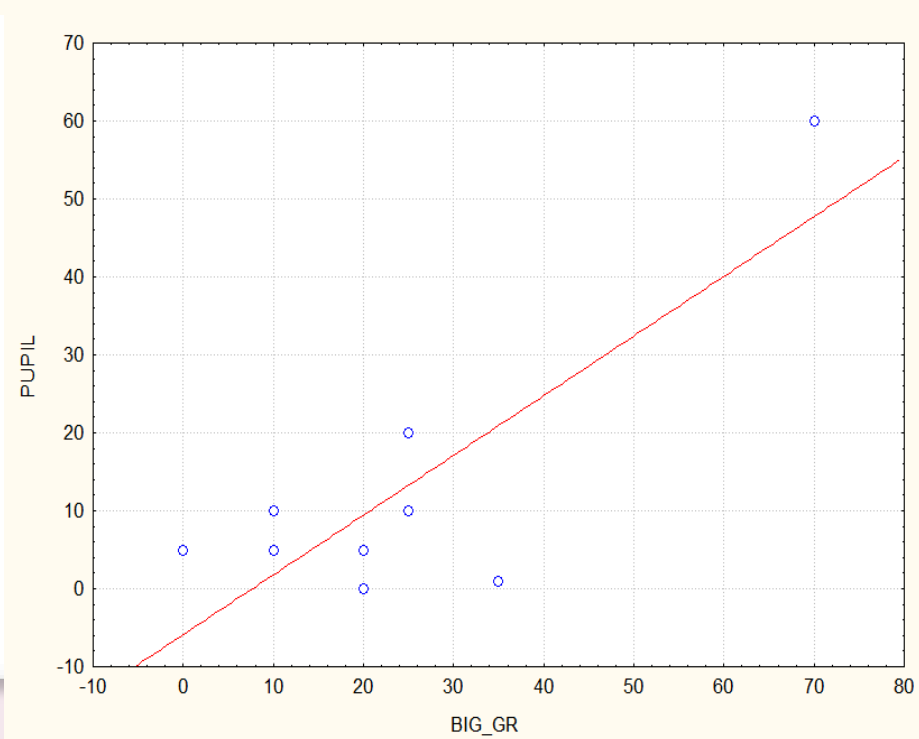
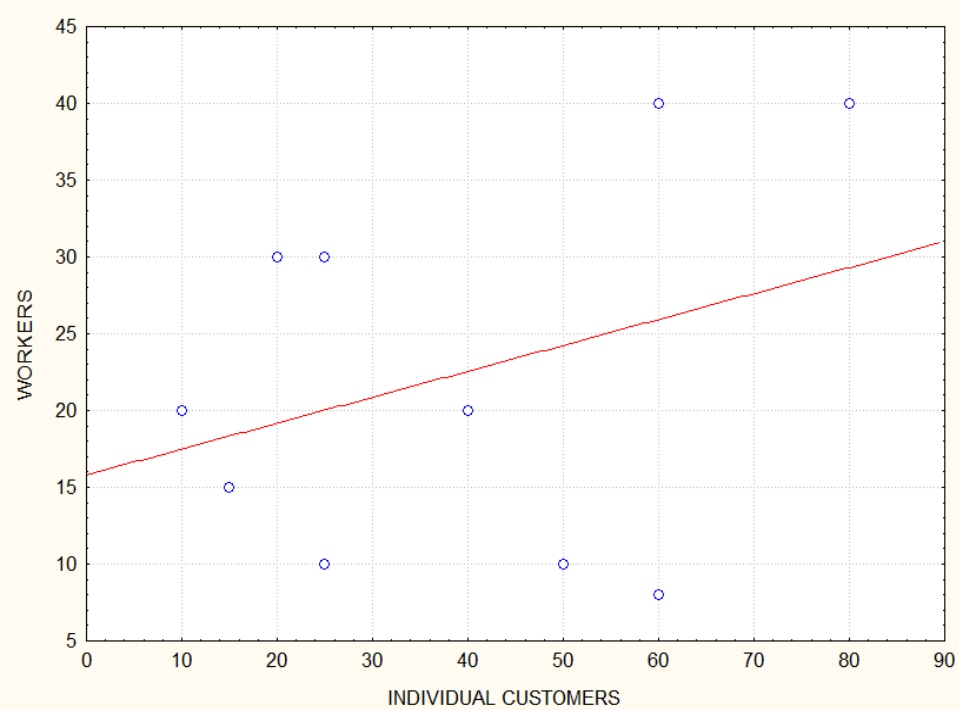
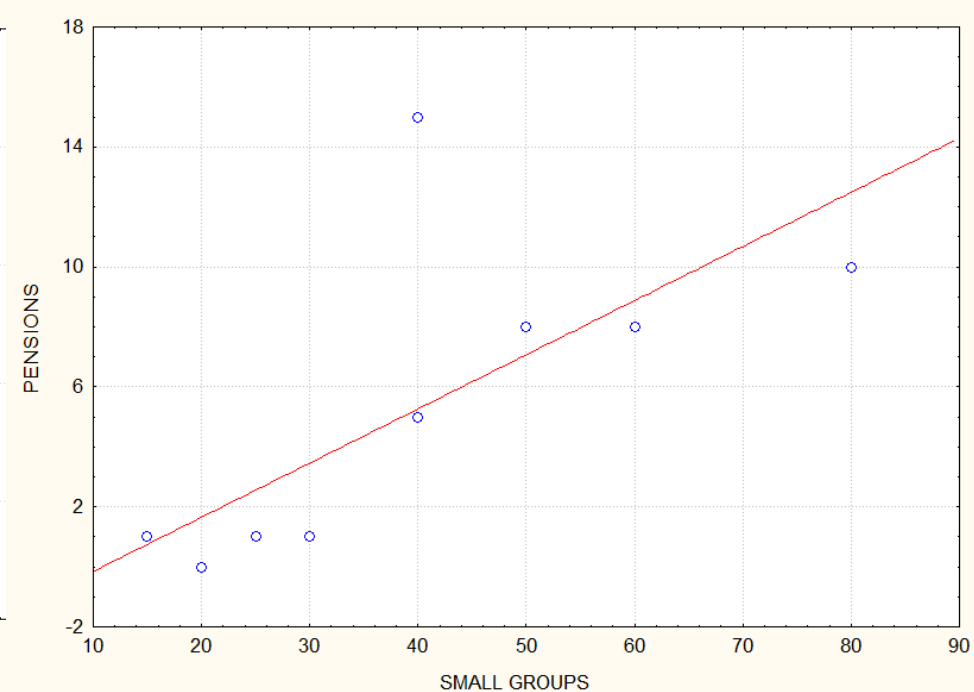
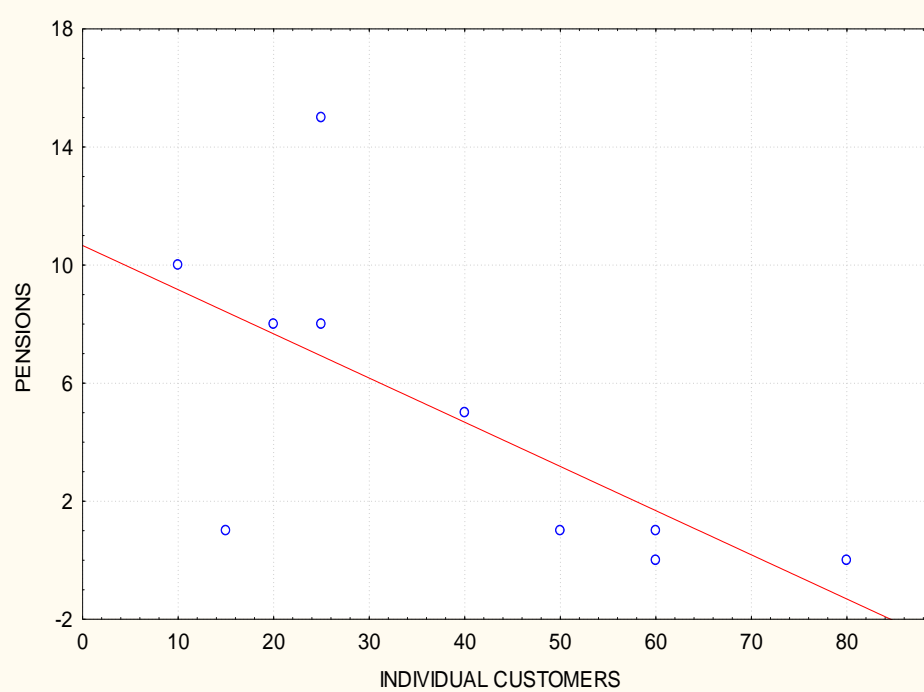
Reason	% noted
low salaries	60
change of place of residence	60
physically challenging working conditions	30
lack of special knowledge	30
inability to cope with duties	30
lack of career prospects	30
disciplinary procedures	10
poor customer handling skills	10
unpopularity of job	10

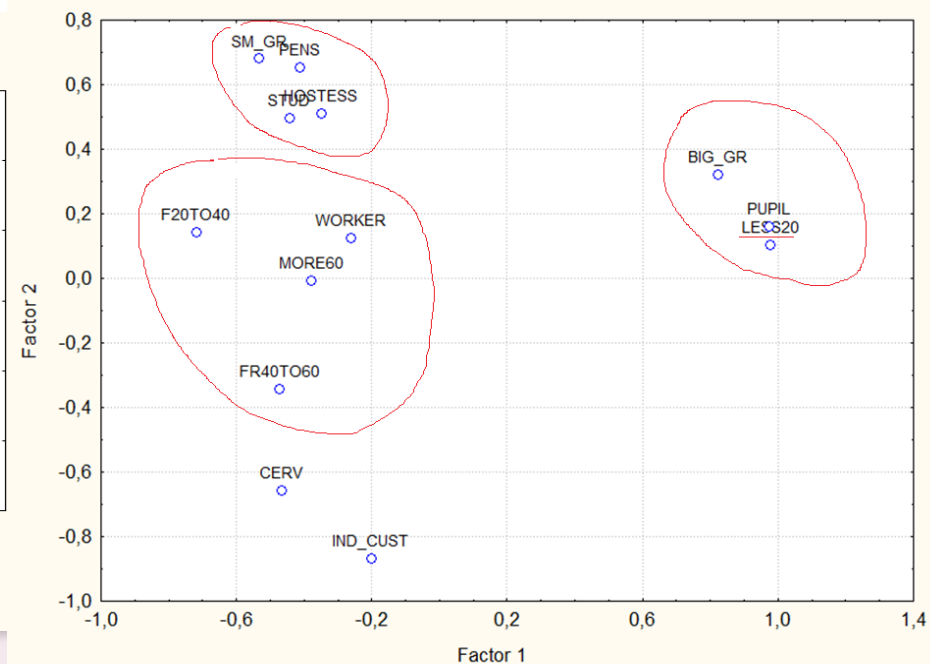
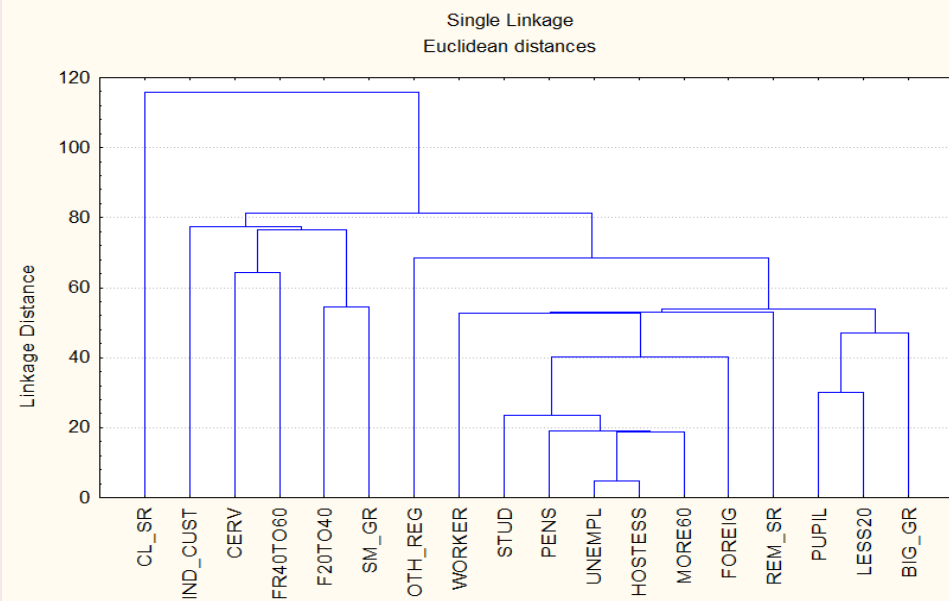
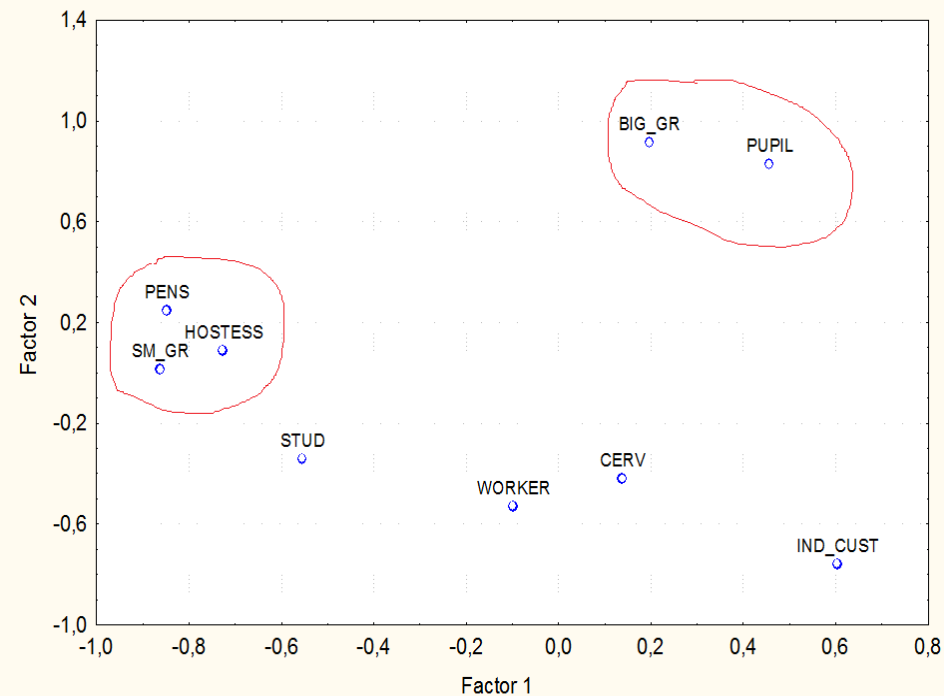
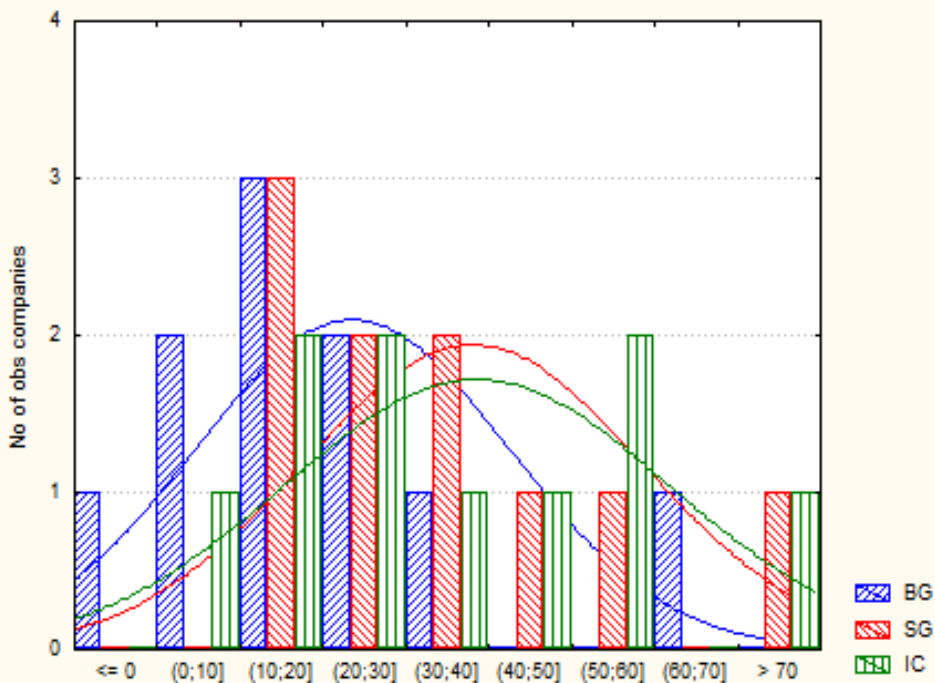
Challenges faced

Problems	% noted
strong competition	40
weak legal support	40
lack of investment	40
lack of personnel competence	30
seasonal accessibility of roads	15
poor quality on-site service	15
careless tour operators	15

CATEGORIES OF TOURISTS

Characteristics, correlations, factors





Know-how and resources required

Know-how/resources	% companies
Market forecast and tourist product development	30
Perfect the software operation skills	20
Need solid funding and innovative technologies	20
Upgrading the service level	20
Tourist complexes' infrastructure development	20

Challenges in tourism development in the BEAR

Challenges	% noted
Shortage of the regional supportive programs	30
Shortage of investment on the part of local authorities	30
Difficult to obtain updated information	35
Tourist products are jeopardized by seasonality	25
Negative expectations towards federal legislation	10
Visa formalities	90
Overpriced airline tariffs	90
Shortage of new tourist product offers	90

Training needs

Statement	% noted
Happy with the level of their employees' training	70
Require marketing specialists	10
Require development managers	10
Need qualified guides in high season	20
In the next 5-10 years	
Will need museum guides	50
Will need interpreters	25
Will need marketing and IT specialists	25
Will need tour managers	25
Will need PR managers	15
Will need accountants	10

Areas contributing to better personnel performance

Statement	% noted
service marketing	60
and personnel training	60
international projects	30
IT development	30
innovative methods and technologies	10
increased wages and niche specialism	10

Quotations from interviews

"The most critical problem is personnel. It is hardly possible to find a good tourism manager"

"The information either doesn't reach us at all or reaches us from non-official sources"

"In order to develop, the tourist companies shall move in parallel. It often happens that one company is not able to cope with a big program"

"We need information about the cooperation opportunities and exchange possibilities in the Barents Region".

"Arctic tourism is quite an expensive type of tourism. Russians with average income cannot afford it"

"The prices for accommodation and transport are very high. That's why the tours are planned for only 2-3 days. No tourists come to us from municipalities, no practical sense"

"It is difficult to replace an employee. New young specialists coming to us put high job requirements that are not justified by practical skills"

Any chance for MICE-tourism in Arkhangelsk region?

ADVANTAGES/ PERSPECTIVES:

- events related to Arctic, Northern identity and indigenous people culture**
- annual traditional business events (Margaritinskaya Fair, Forestry Forum, Tourist Forum, exhibitions)**
- available MICE facilities: conference-halls (up to 400 participants), - accommodation facilities**
- equipment**
- professional interpreters**
- conference venues in districts (up to 50 people)**
- 2 local exhibition operators**
- upgrading of international sector in Arkhangelsk airport**

Any chance for MICE-tourism in Arkhangelsk region?

CHALLENGES:

- Economic depression of the region**
- Tourism still is not institutionalized as a separate industry in Arkhangelsk region**
- No integrated conference infrastructure, i.e. exhibition halls**
- Low-standard transportation facilities**
- Poorly developed system of professional training**
- Low servicing standards and skills of personnel**
- Low catering capacities**

Photos by: V.Prynkov, Ju.Ropotova, P.Petrov, A. Golenev

Thank you for your attention!