

ASSESSING STAKEHOLDER NEEDS AND EXPECTATIONS FOR TOURISM DEVELOPMENT IN THE BARENTS REGION

BY THE EXAMPLE OF MURMANSK REGION

Basic information about tourism related organizations, participating in the survey

*Tour operators -
5*

*Tourism
developers - 3*

*Transportation -
3*

*Program
services -3*

*Accommodation
2*

*Restaurant /
catering-2*

*Meeting
facilities -1*

*Complex services
-1*

Other -2

Number of employees

Number of employees	Tourism related organizations
<250	5
<50	4
<10	6
<3	5

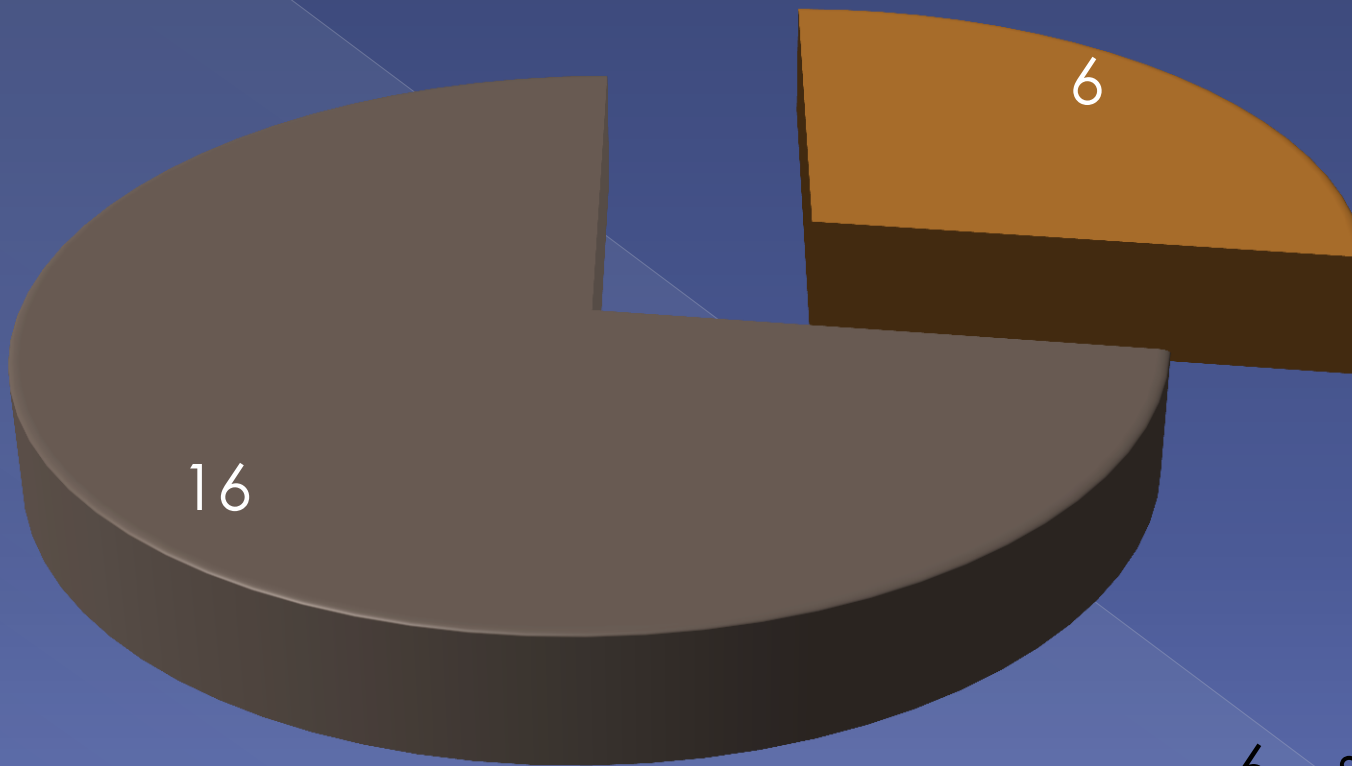
Annual turnover

Annual turnover, euro	Tourism related organizations
<50 million	-
<10 million	2
<2 million	4
<1 million	4

Years of operating

Years of operating	Tourism organizations
Older than 21	3
16-20 years	2
11-15 years	3
6-10 years	6
1-5 years	6

Type of ownership



6 – state
16 – private

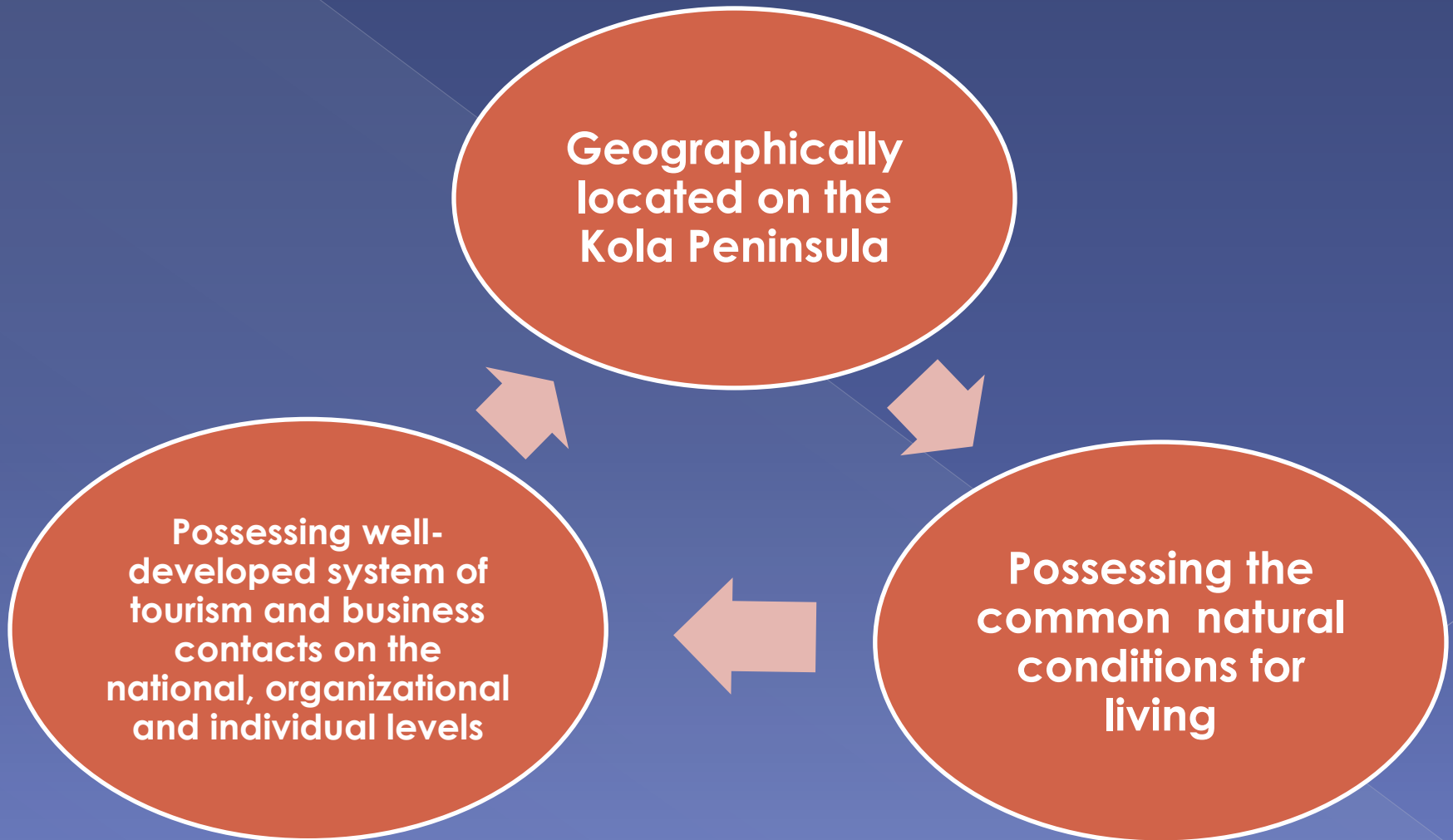
Main directions of activities

- ◉ Children's tourism,
- ◉ Ski slope,
- ◉ Aqua park,
- ◉ Translation and interpretation services,
- ◉ Arranging thematic musical entertainment parties,
- ◉ Active expedition tourism,
- ◉ Fine arts,
- ◉ Visa and insurance service and others

Development of tourism in the Barents region



Barents region is the union of countries ...



Barents region is the union of countries, differing in :



Level of life



History



Ethnographic peculiarities

Cooperation with organizations in the Barents region

is realized

Outside Russia
• 8 organizations

Inside Russia
19 organizations

Main forms:

Business
trips

Exhibitions

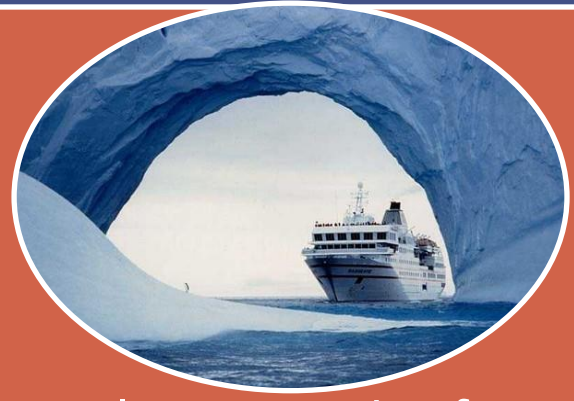
Fairs

International
projects

Opportunities of the Barents region for developing organizations and crossborder cooperation



Improvement of the
knowledge level
(studies, training)



Development of new
tourism directions (in
particular, MICE-tourism)



Attractiveness of the Barents region for tourism development



Quiet, safe region



Particular natural climatic conditions



The land of wild nature



Good geographic location

Perspective directions of tourism development for the Murmansk region

Ecotourism

Active holidays (mountain skiing, extreme tourism)

Historical – cultural tourism (ethno-tours, excursions around military objects)

Fishing (sea fishing, diving)

MICE-tourism

Individual tourism

Family tourism

Obstacles for tourism development in the Murmansk region

- Insufficient level of tourism infrastructure development
- Visa regime
- Underdevelopment or inaccessibility of unique tourist attractions (closed administrative-territorial entity)
- Low level of linguistic competence
- Region's opportunities are not well presented in advertisement and other information products
- No skills of selfpresentation among managers of tourism companies
- There is no common (regional) valid data base

MICE-tourism development in the Barents region



Significance of MICE-tourism in the Barents region



Strengthening
international
relations

Increase in tax
revenues from the
tourism industry

Tolerance
formation

Widening the
range of activities

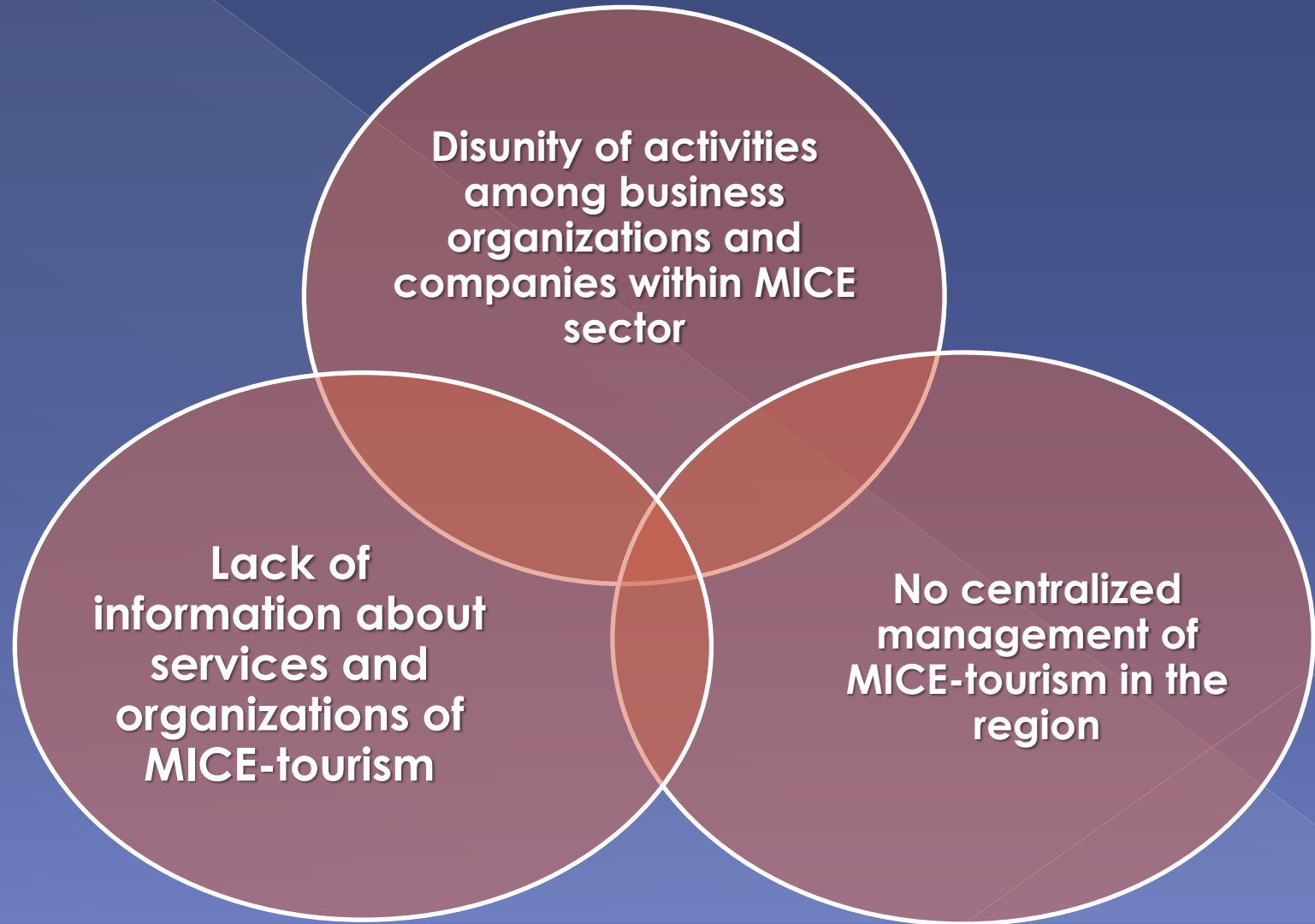
Participation of organizations in MICE-tourism

- © 13 organizations are involved in MICE-tourism

The following directions of MICE-tourism are realized:

- > Information services
- > Program services
- > Tourist reception
- > Transportation
- > Accommodation
- > Organization (providing premises) of business events

Problems of developing MICE-tourism in the Murmansk region





Kolarctic
ENPI CBC | CROSS-BORDER COOPERATION



SUMMARY



Most discussed topics:

Problems/
difficulties of the company

Obstacles for tourism development in the Barents region and in the Murmansk region

Cooperation with partner institutions

Necessary information about the Barents region

Tourism development in the Barents region

Least discussed topics:

Opportunities for tourism development in the Barents-region and in the Murmansk region

Assessing the Barents region as international tourism destination

Perspectives of developing the Barents region as MICE direction

Thank you for your attention!