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

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tour operators</td>
<td>5</td>
</tr>
<tr>
<td>Tourism developers</td>
<td>3</td>
</tr>
<tr>
<td>Transportation</td>
<td>3</td>
</tr>
<tr>
<td>Program services</td>
<td>3</td>
</tr>
<tr>
<td>Accommodation</td>
<td>2</td>
</tr>
<tr>
<td>Restaurant / catering</td>
<td>2</td>
</tr>
<tr>
<td>Meeting facilities</td>
<td>1</td>
</tr>
<tr>
<td>Complex services</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
</tr>
</tbody>
</table>
### Number of employees

<table>
<thead>
<tr>
<th>Number of employees</th>
<th>Tourism related organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;250</td>
<td>5</td>
</tr>
<tr>
<td>&lt;50</td>
<td>4</td>
</tr>
<tr>
<td>&lt;10</td>
<td>6</td>
</tr>
<tr>
<td>&lt;3</td>
<td>5</td>
</tr>
</tbody>
</table>
## Annual turnover

<table>
<thead>
<tr>
<th>Annual turnover, euro</th>
<th>Tourism related organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;50 million</td>
<td>-</td>
</tr>
<tr>
<td>&lt;10 million</td>
<td>2</td>
</tr>
<tr>
<td>&lt;2 million</td>
<td>4</td>
</tr>
<tr>
<td>&lt;1 million</td>
<td>4</td>
</tr>
</tbody>
</table>
# Years of operating

<table>
<thead>
<tr>
<th>Years of operating</th>
<th>Tourism organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Older than 21</td>
<td>3</td>
</tr>
<tr>
<td>16-20 years</td>
<td>2</td>
</tr>
<tr>
<td>11-15 years</td>
<td>3</td>
</tr>
<tr>
<td>6-10 years</td>
<td>6</td>
</tr>
<tr>
<td>1-5 years</td>
<td>6</td>
</tr>
</tbody>
</table>
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
Geographically located on the Kola Peninsula

Possessing well-developed system of tourism and business contacts on the national, organizational and individual levels

Possessing the common natural conditions for living
Barents region is the union of countries, differing in:

- Level of life
- History
- Ethnographic peculiarities
Cooperation with organizations in the Barents region is realized.

Main forms:

Outside Russia:
- 8 organizations

Inside Russia:
- 19 organizations

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

- Disunity of activities among business organizations and companies within MICE sector
- Lack of information about services and organizations of MICE-tourism
- No centralized management of MICE-tourism in the region
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!