

BART - PUBLIC-PRIVATE PARTNERSHIP IN BARENTS TOURISM

2.2. ASSESSING TOURISM KNOWLEDGE POOL IN BARENTS REGION INSTITUTIONS

- 2.2.1. Collecting CVs of tourism experts in the region
- 2.2.2. Survey of existing business knowledge
- 2.2.3. Analyzing the knowledge displayed in the CVs and the survey
- 2.2.4. Identifying what tourism business knowledge is still needed
- 2.2.5. Analyzing the results and combining them into final report

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

The assignment consists of two parts: a report for the all the partners to read and a power point-presentation made for our next workshop in Sweden. The report shall be in doc.-format and include the answers to the following detailed questions.

The power point-presentation shall include 3-5 highlights or key examples of each topic. The presentation should not be longer than 30 minutes and it should give the summary of the report.

Deadline of the report: Report has to delivered to Project Manager in Luleå Workshop

The report shall be saved to Optima to be available for all partners.

1. Regional Expertise Resume in education, research and development of tourism

1.1. On a regional and strategic level:

- a) An analysis of all tourism related SWOT's of the region in a perspective of human capital. What are we good at?

1.2. On a level of organisation:

- a) The priorities of each educational institution (involved in this project) which are available in public or have been announced as the key expertise areas of the institution.

1.3. On a level of individual expert:

Represent the key person(s) related to the previous mentioned priorities / key expertise

- a) in the organisations involved in this project.

1.4. Three main references

- a) Good examples related to tourism development where our regional institutions have been involved.

2. Business knowledge in educational curricula

2.1. Mapping the existing tourism education of the region in three levels:

- a) Secondary / vocational level
- b) Higher education / bachelor and master and postgraduate level
- c) Supplementary education

Mapping is done in a level of degree names e.g. on secondary level: Cook, Receptionist, on higher education: Bachelor of Hospitality Management, on supplementary level: executive MBA in tourism and experience management.

TIPS! Benefit from the work of students!

For example: in Rovaniemi University of Applied Sciences the mapping of educational curricula can be part of course or an assignment of students. Students are guided and supervised by teacher, who will make sure that the outcome of student work is sufficient concerning the project targets.

If the education is implemented in English, please make a note after the program "in English".

2.2. Good examples of PPP

1-3 Best practices of Public–Private Partnerships between universities and businesses in teaching/learning.

2.3. Three main challenges and strengths

Three main challenges and strengths for the future of tourism related education in our region.

3. Collecting MICE expertise in the region

a) (Meetings - Incentives - Congresses - Exhibition/Events)

Name the MICE expertise OUTSIDE your organisation. Collect a list of ALL MICE stakeholders which includes a short description of company and company's core expertise in English with weblink and contact information (Name, phone number and email) .

- List of regional tourism developers
- List of meeting venues, exhibition and event organisers, event management companies, professional congress organisers
- List of destination management organisations
- List of incoming tourist agencies, incoming tour operators

Please follow the depicted example:

Name	Contact details	Contact person	Core expertise	Target markets/groups
Rovaniemi-Lapland Congresses	Rovaniemi-Lapland Congresses PO Box 122 96101 Rovaniemi Telephone +358 40 721 8260 E-mail: marja-leena.porsanger@ulapland.fi, congress@ulapland.fi	Marja-Leena Porsanger	Arrangement of national and international scientific conferences	Universities, Researchers, international and national

- b) Good examples of MICE sector in your region: 1-3 Most important upcoming Meeting / Incentive / Congress or Exhibition / Event in our region in the next three year?