

BART Public-Private Partnership in Barents Tourism

International Tourist Forum in Arkhangelsk ITFA

«Tourism development in the North»

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Mari Vähäkuopus
BART Project Manager

"BART" Public-Private Partnership in Barents tourism

- Kolartic ENPI CBC programme 2007-2013, economic and social development
- Partners from all four Barents region countries
- Grant Contract was signed on 22nd December 2010
- Implementation period two (2) years
- Total budget 921.524 €

BART, objectives

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

BART –Partners

Lead partner

- Rovaniemi University of Applied Sciences, Finland

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

Arkhangelsk region

- Ministry of Youth Affairs, Sport and Tourism of Arkhangelsk Region
- Northern Arctic Federal 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, Arkhangelsk
- Northern State Medical University, Arkhangelsk



BART – Activities

1. Establishing research and development peer-review group (review group)

- 1.1. Setting up the research and development peer review group
- 1.2. Activating the project working group

2. Creating Action Plan for Barents region tourism research and development

- 2.1. Mapping background of tourism development work in each region.
- 2.2. Assessing tourism knowledge pool in Barents region institutions
- 2.3. Assessing of stakeholder needs and expectations for tourism development in the Barents Region
- 2.4. Creating a research and training plan for tourism development in public-private partnership cooperation

3. Activating R & D cooperation in public-private partnership

- 3.1. Activating research cooperation in public private partnership based on stakeholders needs
- 3.2. Establishment of a tourism center in Monchegorsk: cooperation test-case research.

4. Managing the project



BART – Main Outcomes

1. International core working team seminars where work is coordinated and further actions are planned. Results of the work so far disseminated.
2. Existing tourism development work (strategies and projects) mapped
3. Existing tourism business knowledge among stakeholders mapped
4. Needs for knowledge and tourism research assessed
5. Agreement on common research study topics to be conducted during the project.
6. Creating and agreeing on Action Plan for Barents tourism stakeholders to support the work of Barents joint Working Group on Tourism in order to ensure sustainable development in the future.
7. A pilot for developing Tourism Information Center in the Murmansk region is started and monitored during the project. Lessons learned from the pilot will be used when planning more TICs in the second phase of the project.

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.
- In practice this means promoting multilateral co-operation and joint projects, networking and exchanging information and best practices. The Joint Working Group on Tourism works on both national and region levels.
- The purpose is to develop tourism business in the BEAR and to promote ecologically, socially and culturally sustainable tourism.
- However at the moment JWGT is lacking practical tools for the implementation of the cooperation.
- BART project is acting as a practical tool for implementation of the cooperation by developing Action Plan for research and development.
- The Action Plan will ensure an increase in tourism knowledge and know-how for the players in the tourism industry in the Barents region. The Action Plan will point out the priorities in knowledge gathering and improvement.
- JWGT will act as active participant of the peer-review group of the project to support the development of the Action Plan.
- After the project ends JWGT will continue to supervise tourism development in the region and supporting future development activities with the assistant of established within the project public-private partnership and knowledge pool.

Total budget 921.524 €

387.794,00	Requested EU funding (42,08 %)
129.362,64	Requested Russian funding (14,04 %)
196.609,28	Requested Finnish national co- financing (21,34 %)
61.821,75	Requested Swedish national co-financing (6,71 %)
72.968,00	Requested Norwegian equivalent financing (7,92%)
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Budgets per country

393.218,56 Finland

258.725,594 Russia

123.643,52 Sweden

145.936,00 Norway

BART – Contact Information

Mari Vähäkuopus
Project Manager

Mobile +358 20 798 5790,
Email: mari.vahakuopus@ramk.fi

Lapland Institute for Tourism Research and Education
Rovaniemi University of Applied Sciences
Viirinkankaantie 1, FI 96300 Rovaniemi, Finland
<http://matkailu.luc.fi/Hankkeet/BART/en/>