

BART Public-Private Partnership in Barents Tourism

KICK-OFF MEETING

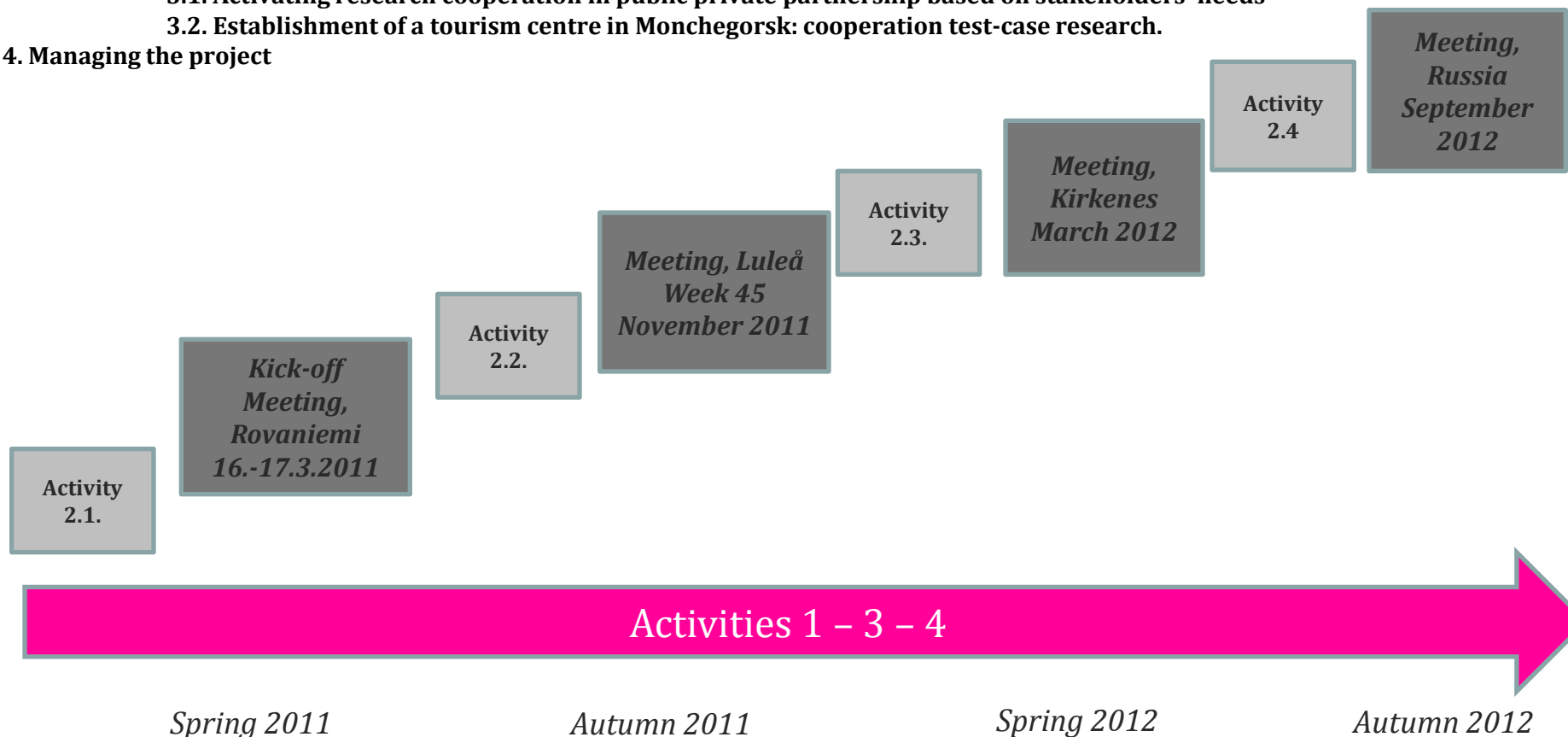
Wednesday 16th- Thursday 17th of March 2011

**Mari Vähäkuopus
Project Manager**

www.luc.fi/tourism

BART, activities: Overall Time Frame

1. Establishing research and development peer-review group
2. Creating Action Plan for Barents region tourism research and development
3. Activating research and development cooperation in public-private partnership
 - 3.1. Activating research cooperation in public private partnership based on stakeholders 'needs
 - 3.2. Establishment of a tourism centre in Monchegorsk: cooperation test-case research.
4. Managing the project



2.2. Assessing tourism knowledge pool in Barents region institutions

2.2. Assessing tourism knowledge pool in Barents region institutions / CHAIR SWEDEN

- 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:

- 1. Regional Expertise**
- 2. Business knowledge in educational curricula**
- 3. Mutual learning in the BART project**

Deadline one week before the meeting (November 2011), the assignment given by the end of March

2.2. Assessing tourism knowledge pool in Barents region institutions

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 is the 31st of October 2011. The report shall be saved to Optima to be available for all partners.

NOTE:

The detailed assignment is based on the work of Project Working Group during kick-off meeting. Since that, some adjustments have been made in order to meet the objectives set in project plan. To ensure that the detailed assignment is commonly approved by all the partners, it is expected that each partner will confirm or make suggestions for adjustments until end of next week (Friday 8.4.2011).

Assignment 2.2.

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

1.1. On a regional and strategic level:

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:

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:

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

1.4. Three main references

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

Assignment 2.2.

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.

If the education program 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.

Assignment 2.2. Assessing tourism knowledge pool in Barents region institutions

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.

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

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- 2.3.1. Selecting interviewee groups in each region
- 2.3.2. Composing the interviews questionnaires and guidelines
- 2.3.3. Implementing interviews in 5 participating regions
- 2.3.4. Analyzing the results of the interviews
- 2.3.5. Making recommendations for tourism development in the 5 regions
- 2.3.6. Publication of the stakeholder research and background mapping



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

- 1. Tourism companies' / organizations' viewpoints, interests and practices, structured interviews**
- 2. Analysis of the results**

The lead partner will make a suggestion for the interview questions by the end of March, and formulate a check-list for training the interviewers (students).

The assignment & instructions by the end of April – to students in September! The work is to be started already in autumn 2011!

Deadline one week before the meeting (spring 2012)!



Task 2.3: Instructions

1. Tourism companies' / organizations' viewpoints, interests and practices

- Qualitative, structured interviews
- Students interview top management / key person of tourism companies and tourism development organizations in each region (students will be trained)
- 5-10 % representative sample (at least 10 interviews/region) of the companies/organization in the region
- Two parts: basic information + viewpoints on Barents tourism development
- The questions cover these areas of interest:
 - ✓ Basic information (if needed, type, history, focus etc.)
 - ✓ Where the companies attach themselves (own city, region, ...)
 - ✓ How companies understand "Barents"
 - ✓ Present state
 - ✓ Problems
 - ✓ Readiness/willingness to develop (what they need, or lack, abilities)
 - ✓ Where is Barents tourism heading/should head
 - ✓ How companies understand and value PPP

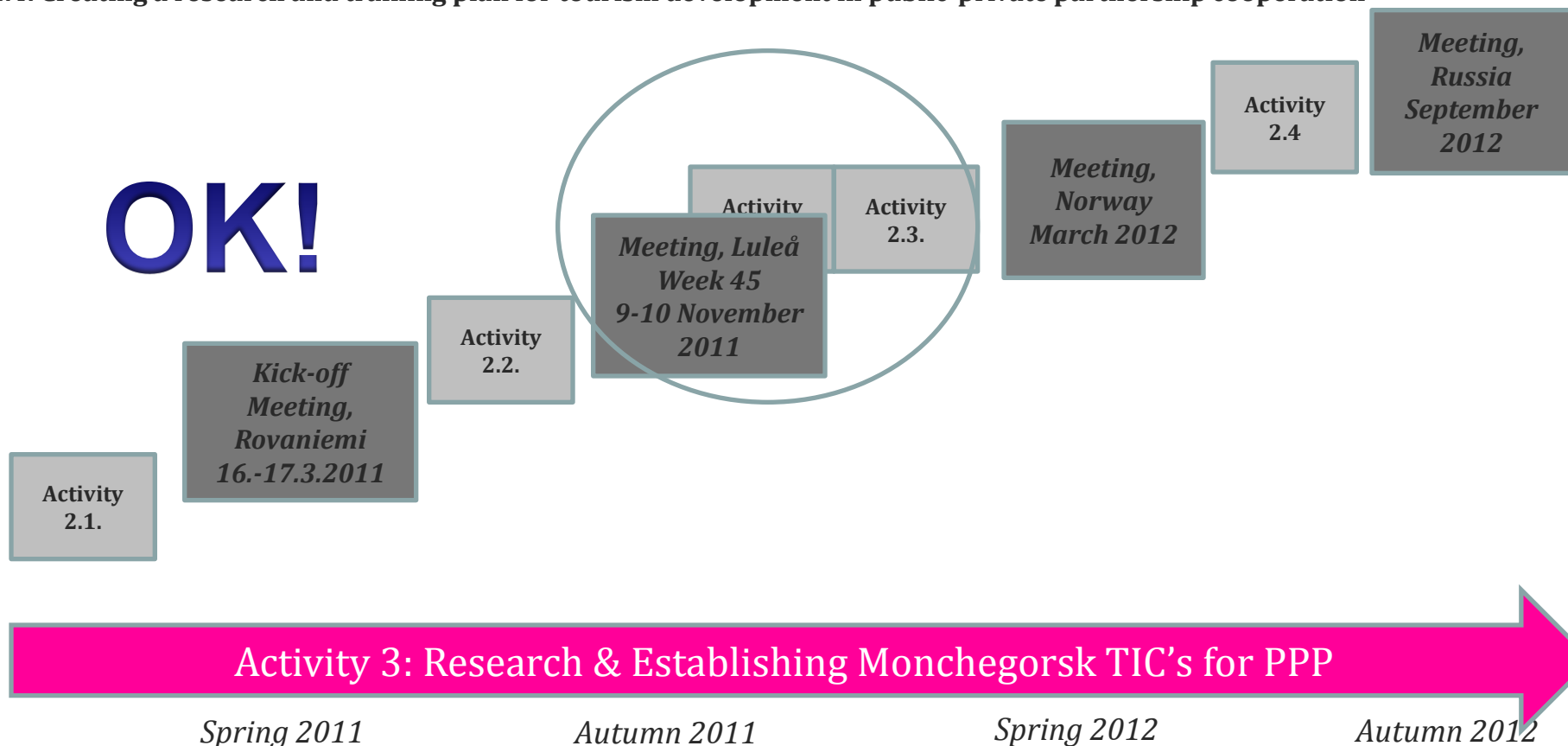
2. Analysis of the results



BART, activity 2: Time Frame

- 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

OK!



For the Action Plan

For the action plan we have covered current regional situation and future directions and interests from many perspectives:

- **Development organizations and public sector (Task 2.1)**
- **Universities and education (Task 2.2)**
- **Companies (Task 2.3)**
- **In the Task 2.4 we put them together and produce an action plan!**



BART, activity 3. Activating research and development cooperation in public private partnership

3.1. Activating research cooperation in public private partnership based on stakeholders 'needs

3.1.1. Holding a research workshop

3.1.2. Start up cumulative research activities

3.2. Establishment of a tourism centre in Monchegorsk: cooperation test-case research.

3.2.1. Planning the tourism center

3.2.2. Monitoring the work in the tourism center as a case study for the partners of the project



- Sustainability plan for 5 years with financing plan (dead line 25th March 2011)
- Benchmarking the best practices in Sweden Finland and Norway: how the TIC's are involved in public-private partnership

