

BART

– Analysis on strategies and projects

KICK-OFF MEETING
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Summarizing Regional Reports

2.1. Mapping background of tourism development work in each region

2.1.1. Identifying existing tourism strategies

2.1.2. Identifying implemented and ongoing tourism projects

2.1.3. Analyzing the results and combining them into final report

- **Summarizing the region-specific reports**
 1. Current annual economic facts & figures (statistics) of the region
 2. Concluding remarks on the regional (and other related) tourism strategies and development guidelines
 3. Overall description of the tourism industry
- **Common starting points, principles and guidelines**
- **Regional special characteristics**
- **Building blocks for a common ground for the Action Plan of Barents Tourism Public–Private Partnership**

Current Statistics

- **Diverse regions, big gaps – Fairly similar statistical data and joint vocabulary available**
- **According to the statistics, we have advanced regions working together for tourism development and higher tourism volumes**
- **Significant seasonal changes, rather low overall utilization rates**
- **In overall, Barents tourism deals with millions of tourist arrivals, billions of euros and many thousand business units and tens of thousands of employees!**
 - **Globally significant figures**
 - **Global growth potential**



Strategies and Development Guidelines

- **Many strategies that frame regional tourism development**
 - **International**
 - **National**
 - **Regional**
 - **Local**
- **In overall, strategic planning is on good level, active role of the public sector (?), project-based development**
- **Public-Private Partnerships are on good / moderate level**
 - **An obvious development focus to build on strengths!**

Describing the Tourism Industry

- **Versatile area for tourism activities**
- **Public–Private relationships, networking and complexity**
- **Globally unknown destination (vs. its member regions), global potential**
- **Price vs. quality, volume vs. value**

What is Common to Us?

Common starting points, principles and guidelines

Rather commensurable, similar view of the tourism industry

Development of tourism entrepreneurship (but the starting points differ), versatile types of entrepreneurship

Internationalization of tourism

To increase the utilization of Research & Development knowledge

Accessibility

To enhance technological development & communication networks

Natural resources and amenities

€ as a challenge – to join forces

How We Differ?

Regional Special Characteristics

Differences in availability and use of critical mass (People!)

The level and/or development resources of tourism infrastructure

Different developmental phases of regions/destinations, also organizing

Government driven vs. Business driven vs. Jointly driven?

Top-down vs. bottom-up?

Marketing and international tourism expertise



Building Blocks for the Action Plan

Building blocks for a common ground for the Action Plan of Barents Tourism Public-Private Partnership

The momentum (e.g. EU, Barents area member states, ongoing projects, international tourism trends) – the crossroads

A strong belief in the destination focus in development and multiple positive impacts of tourism – and Barents as a cross-border tourism destination (vs. e.g. Adriatic Sea, Balkan, Baltic Sea, The Alps, ...)

To increase the status and understanding of tourism, but also to enhance inter-sectoral business and regional development

Multi-cultural, poly-vocal and sustainable development work – diversity as a strength

Innovative product development (safety + service quality level + foresight + experience economy), differentiation

Instead of simply direct unification – probably more “tools for all”?

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THANK YOU

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СПАСИБО