

Barents Tourism Action Plan

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Presented by
José-Carlos García-Rosell

Five key action areas

Four sections

- Significance
- Current circumstances
- Challenges and Development Needs
- Recommendations for implementation

Example from Education & Knowledge

Challenges and Development Needs

Recommendations

Recommendations

Five key action areas

- Cooperation
- Education & knowledge
- Accessibility & transportation infrastructure
- Product development
- Place identity

Working towards the Action Plan

71 interviews
Workshops
Expert consultations

Foreword...to be written...
Conclusions after closing seminar (SWOT)
Action Plan is a living document, developed to be updated...

www.barentsinfo.org/barentstourism

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FOUNDRY

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Challenges and Development Needs

- Poor skills and knowledge in information technology, e-commerce and tourism marketing.
- Necessity to improve knowledge about law and regulations applied within specific Barents countries, especially about legislations regulating commercial contracts.
- Lack of knowledge, sensitivity and awareness about the different cultures represented in the Barents Region.

Current circumstances

- The collection of data for statistical purposes. For example, Finnish, Swedish and Norwegian tourism organizations and local governments collect statistical information in the field of tourism (e.g. room and bed places, overnight stays, tourist flow and economic development, among others) on a monthly, quarterly and yearly basis.
- Initiatives that promote mutual knowledge-building between industry and academia. Finnish, Swedish and Norwegian educational institutions have succeeded in establishing collaborative working relations with public and private tourism or-

Recommendations

- Developing joint educational programs and study units that bring together tourism students from different educational institutions in the Barents.
- Creating joint training courses/programs that gather tourism entrepreneurs and developers from different municipalities of the Barents. Priority should be given to training in the following areas: tourism marketing, e-commerce, service quality, safety and security, financial management and commercial law.



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