

Case Finnish Lapland

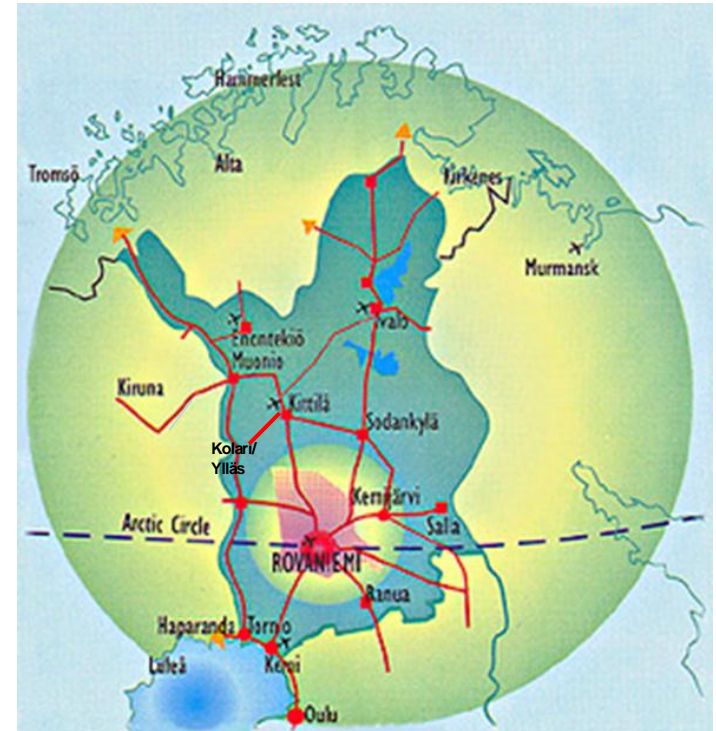
Public-Private Partnership in Barents Tourism

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

Background information

Location

Location Destinations	Tourism related organisations (TO)
Rovaniemi	3
Salla	2
Levi/Kittilä	3
Ylläs	2
Inari (Ivalo/Saariselkä)	3
Organisation operates in several local destinations	2
Total	15*



* The research process continues in a form of Bachelor Thesis and as the result seven (7) additional interviews are conducted in Western Lapland (Pello) and Utsjoki during late spring 2012

Background information

Business Sector and Age

Business sector within Tourism	TO
Accommodation services	4
Program services	4
DMC/Multi-service enterprises (incl. accommodation, catering, program service and meetings)	4
Congress and meetings services	1
Transportation services	1
Regional tourism marketing organisation	1
Total	15

Age (years)	TO
25 –	9
14 – 24	4
1 – 5	2
Total	15



Background information

Turnover, Staff, Customers

Turnover	TO
10–50 milj. €	2
2–10 milj. €	5
– 2 milj. €	7
Not known	1
Total	15

Staff	TO
50–	2
10–49	4
3–9	7
–2	2
Total	15

Leisure FIT (90%)

**Corporate
- MICE(67%)**

Leisure Groups (50%)



Domestic (20% – 100%)

International (0% – 80%)

Background information

Business Opportunities and Challenges

Opportunities

- Relatively positive business prospects for the near future after 2-3 years of tough years after recession 2008
- Level of business activities 2007 has not been reached yet
- E-business
- Reorganising business plan
- New strategic partners

Challenges

- Accessibility
- Co-living with mining industry
- Risk management with global tour operators
- Optimising amount of staff
- Clarifying co-operation
- Keeping up with quality
- New consumer behaviour
- Creating pre-requisites for entrepreneurship
- New needs for knowledge and skills (e-business)



Perceptions of Barents Region

- Positive attitudes towards Barents region
- Barents region was perceived mostly in the right way, however, accurate definition could not be given
- Most used definitions for Barents region were the following

"The northernmost parts of Finland, Russia, Norway and Sweden"

In addition *"Enlargen North-Calotte"* or *"Northern Scandinavia + Kola peninsula"* were mentioned

- Barents region is difficult to perceive as an unified international destination since there is a considerable lack of general and tourism related knowledge among stakeholders



Opportunities of Tourism in Barents Region

- Barents region has potential as an international tourism destination
- Arctic attractions
 - Nature and nature related activities
 - Exotic cultural differences
 - Regional diversity
- Barents region is at the same time a tourism generating region and a destination
 - Neighbouring markets
 - Revitalising summer tourism
 - Summer / "non-snow" season inter-regional tour packages
- Inter-regional co-operation
 - Tourism organisations in Finnish Lapland have currently more co-operation between Russian than with Swedish or Norwegian tour operators / stakeholders



Challenges of Tourism in Barents Region



- Accessibility
 - Visa regime
 - Road infrastructure
 - Transportation/traffic connections
 - Compare connections between West-East – directions to South-North –directions
 - Budget airlines cause uncertainty
 - Access to the right information at the right time on practical issues
- Cultural differences in business e.g. practices
 - Co-operation; contracts
 - Decision making
 - Safety/security
 - Taking business risks
 - Changing legislation
 - "We make products, no projects"
- Imbalance in development resources between regions
- Marketing Barents region as one tourism destination by using name: "Barents region"
 - Instead - Arctic Lapland?

Perceptions of MICE Tourism in Barents Region

- 67% of tourism organisations had connections to MICE related tourism
- There were some challenges in understanding MICE tourism among tourism stakeholders in Finnish Lapland
- MICE tourism is perceived as potential form of tourism in Barents region especially in summer or "non-snow" season
- Exotism and diversity of regions are perceived as significant attractions for MICE tourism in Barents region
- MICE tourism is very demanding form of tourism
 - MICE customers are in average more demanding than leisure customers
 - MICE tourism requires high quality services and service infrastructure (venues, capacity etc.)



Co-operation vs. competition

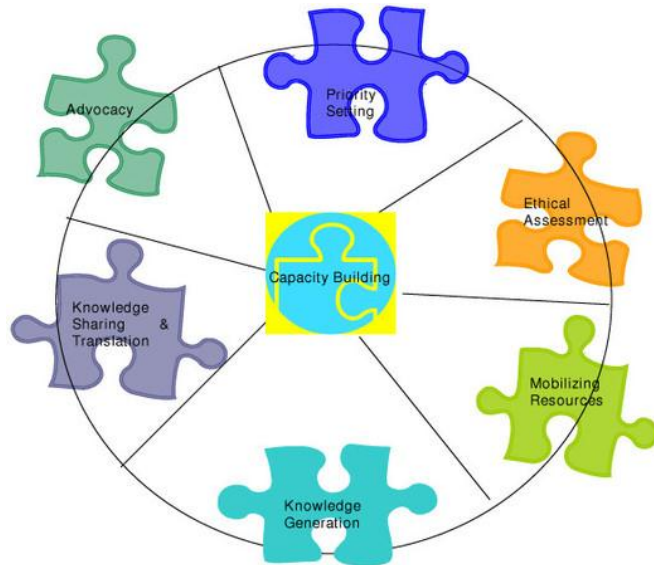
Within Finnish Lapland

- Co-operation and/or co-opetition in service production is local and regional
 - Subcontractors and/or partners
 - Micro/small enterprises need to cooperate and form networks in order to be able to cooperate with and/or compete against large tourism organisations
- Co-operation in marketing and sales is in most cases international
- DMOs (Destination Management/ Marketing Organisation) have significant roles
 - in creating pre-requisites for companies and destinations
 - in promoting /marketing
 - in coordinating
 - in supporting

Within Barents Region

- Approx. 70% of tourism organisations had small scale cross-border co-operation in Barents region
 - Connections through own customers from Barents region
 - Own service production in an other part(s) of Barents region in co-operation with local stakeholders
 - Connections through international projects in Barents region
- Stakeholders in other parts of Barents region are seen more as potential co-operators than competitors
 - Despite the imbalance between tourism marketing and other development resources in different regions

Experiences on the Research Process



- Local research group
 - Project workers (Mari, Marlene)
 - Teachers and researchers from MTI (UoL, RAMK)
 - Several students from RAMK
 - A student completed one's practical training as a project assistant
- Research group pre-selected 30 tourism organisations from different destinations based on their previous knowledge and expertise
 - 30 contacts resulted
 - 15 interviews
 - 5 refusal
 - 10 stakeholders could not be reached because of holiday etc. or no suitable time was found within interviewing process
- Mostly satisfying process
 - Motivated and efficient atmosphere
 - Careful planning and through instructions
 - Tight scheduling (stakeholders time tables)
 - Good practices for future research processes
 - Systematic integration of bachelor studies / study units into the process

Спаси́бо!

On behalf of the Research group

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