

## **Minutes from the Meeting of the Joint Working Group in Tourism of the Barents Euro Arctic Council**

Date: April, 26 – April 27, 2018

Venue: Clarion Hotel Sense, Skeppsbrogatan 34, 972 32 Luleå, Sweden

Chair: Monica Lejon, Regional Council of Norrbotten

Minutes: Satu Luro

Time: April 26: 16.00 – 19.00, networking dinner 19.30

April 27: 8.30 - 12.30, lunch 13.00

### **DAY ONE**

Participants:

John Steve Linløkken, Northern Norway Tourism Board

Kairi Pääsuke, County Administrative Board of Norrbotten

Monica Lejon, Norrbotten County Council

Erika Rosander, Swedish Agency for Economic and Regional Growth

Heikki Ojala, Council of Oulu

Anna Isaeva, Federal Agency for Tourism, International Cooperation Department

Alexander Zagovelyev, Federal Agency for Tourism

Satu Luro, Regional Council of Lapland

Natalia Makarova, Ministry of Culture, Tourism and Archives of the Republic of Komi

Hanna Mari Kuhmonen, Ministry of Economic Affairs and Employment in Finland

Tuomo Tahvanainen, Region of Kainuu

Camilla Bondareva, Swedish Lapland Visitors Board

Andrey Dubovtsev – WGIP, Agriculture Production Coop. “Tundra” Murmansk oblast

Unfortunately the skype connection failed:

~~Roman Gokkoev, Barents Cooperation~~

~~Ekaterina Kustova, Ministry of Culture of the Archangelsk Region~~

### **1. Opening of the meeting**

Introduction: Monica welcomed the participants

Minutes: Satu will write the minutes

Participants: listed above, everybody introduced themselves

Approval of the minutes from last meeting: Approved with small corrections

Approval of the Agenda: Approved with addition of Natalia’s presentation

## 2. Mandate for the Joint Working Group on Tourism (2018-2021)

John-Steve Linlökken presented the proposal for the new mandate and everybody read it through. The WG discussed about the mandate, and especially whether there should be more strong emphasis on getting funding for the work. The conclusion was that the mandate doesn't prevent for us to do that, on the contrary, it will enable many things.

The Action Plan is more concrete plan for development work and in the next meeting we would need to update the implementation of the Action Plan, it should be revised.

Next, the mandate will be taken for the Committee of senior officials (CSO) for approval.

**Decision:** The mandate was approved by the participants

## 3. New chairmanship – Swedish priorities

Erika Rosander from the Swedish Agency for economic and Regional Growth presented the national priorities of the tourism development in Sweden. Her presentation is attached to the minutes. National strategy for tourism development needed; other recommendations for the national policy in a book, link here:

**Decision:** To be noted for information

## 4. The State of Play from countries

Each participant gave a short summary of the situation and breaking news from their own region/country:

Finland, National level, Ministry of Economic Affairs and Employment, Hanna-Mari Kuhmonen:

- Sustainable Arctic Travel Destination Programme
  - o Implementation by Visit Finland
  - o Goals and measures of the programme
  - o Sustainable Finland label?
- New project: Responsible tourism practices with Sámi Culture in the Arctic and BEAC – possibility to co-operation?

Kainuu, Tuomo Tahvanainen, presented the results of the photography event and competition. Presentation attached in the minutes. Link to the site:  
[www.discoverbarents.com](http://www.discoverbarents.com)

Northern Ostrobothnia, Heikki Ojala: Technical and educational tourism is developing in Oulu region, start has been very promising. Nuclear Power Plant, Fennovoima exhibition center

Lapland, Satu Luiro: Development in Lapland, investments, growth estimations, sustainable development: "Securing sustainable growth requires investments in big issues like traffic, infrastructure and year-round tourism".

Norway, John-Steve Linlokken: Change in Visit Norway, emphasis on B2B connections. Visit Northern Norway is changing as well. 11 % growth in northern Norway, national level no growth. New strategic compass for Northern Norway.

Russia, Anna Isaeva: Greetings from Valery Korovkin, Anna as a contact person in the Agency

Archangelsk, Alexander Zagovelyev: First port in Russia, center of trade. Developing infrastructure in marina, looking for financing. Possibilities to develop round-trips. Northern Yachting Festival.

Sweden, Murmansk and Komi will give their presentations tomorrow.

**Decision:** To be noted for information

## **5. Networking dinner kl 19.30 (County Administrative Board of Norrbotten)**

### **DAY TWO**

Participants:

John Steve Linløkken, Northern Norway Tourism Board

Kairi Pääsuke, County Administrative Board of Norrbotten

Monica Lejon, Norrbotten County Council

Erika Rosander, Swedish Agency for Economic and Regional Growth

Heikki Ojala, Council of Oulu

Anna Isaeva, Federal Agency for Tourism, International Cooperation Department

Alexander Zagovelyev, Federal Agency for Tourism

Satu Luiro, Regional Council of Lapland

Natalia Makarova, Ministry of Culture, Tourism and Archives of the Republic of Komi

Hanna Mari Kuhmonen, Ministry of Economic Affairs and Employment in Finland

Tuomo Tahvanainen, Region of Kainuu

Camilla Bondareva, Swedish Lapland Visitors Board

Andrey Dubovtsev – WGIP, Agriculture Production Coop. “Tundra” Murmansk oblast  
Eva Furmark, Swedish Transport Agency  
Krister Palo, Swedish Transport Agency  
David Sundström, Regional Council of Norrbotten

## 6. Continuing the meeting April 27, kl 8.30

Introduction of the participants

Swedish Lapland film

Camilla Bondareva told the news from Swedish Lapland and showed the infograph Swedish Lapland in numbers. Goal is to double the tourism turnover by 2020.

## 7. Cooperation with Working Group on Transport

Krister Palo from the Working Group on Transport and Swedish Transport Agency gave a presentation (attached). In Barents co-operation there are two WG's working in transport and infrastructure: EATA and WG of Transport and Logistics. The Joint Barents Transport Plan will be updated by the September 2019 and WG of Transport would like to add more tourism perspective to it. How we could co-operate?

John Steve Linlökken and Camilla Bondareva introduced the transport studies and outcomes from VAE-project (presentation attached, check also the result video). Results show a lot of potential, but also a lot of obstacles to tackle in cross-border bus t traffic, car rental etc.

Visit Arctic Europe (VAE) project has produced a lot of information about transport needs cross-border in tourism. First thing that could be done, is to check these results and take them into account in doing the JBTP.

**Decision:** It was decided that VAE results will be delivered to Krister. Monica, Camilla and WG of Transport will possibly organize a meeting to go through the results in more detail. It is also common goal for all of us to spread the information gathered in VAE. We also need to explore more the possibilities to further co-operation with WG of Transport.

## 8. Possible initiatives about further development

David Sunström from Regional Council of Norbotten gave a short presentation of Norbottens economy, future potential and challenges. Most innovative part of Europe according the innovation score card.

Hanna Mari Kuhmonen gave a presentation about Tourism Quality and Sustainability Programmes, Labels and Criteria in the Barents Region. Please check the report: [http://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/79212/TEMrap\\_8\\_2017\\_v\\_erkkojulkaisu.pdf?sequence=1&isAllowed=y](http://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/79212/TEMrap_8_2017_v_erkkojulkaisu.pdf?sequence=1&isAllowed=y)

Recommendations in short: Nordic umbrella label, introduction and promotion in Russia and common measures. What plans different countries have according the sustainability labels and could Norwegian Green Label be broaden to cover other Barents countries as well?

There was a discussion about how do we utilize the results of the study. The outcome was that maybe we should categorize labels a bit more and communicate them to customers (e.g. a “one-pager”). Both B2B and B2C perspectives should be taken into account.

**Decision:** No more labels, but more effective communication and utilization of the existing ones. Ministries in three countries could be involved in communicating this also to Nordic Council. This will be discussed further in the next meeting.

Andrey Dubovtsev from Murmansk told about the gastronomic tourism development in Russia. They are planning the Gastronomic map of the area.

**Decision:** The map will be introduced in the next meeting.

Camilla Bondareva told about the development of the culinary tourism in Swedish Lapland. Themes are e.g. food with a purpose, holistic health, digital reality.

**Decision:** To be noted for information

Alexander Zagovelyev presented the International Yacht Festival, which will be organized in July and August 2018. There will be six key destinations along the route.

**Decision:** To be noted for information. Also comments of the JWGT members are asked for the further development of the event in written.

Natalia Makarova presented two tourism development projects from Komi, TransUral Race and project to build movable module accommodation.

Accessible Arctic Forum in Vorkuta on the 24<sup>th</sup> -25<sup>th</sup> of November 2018.

Link to the TransUral film:

**Decision:** To be noted for information

Kairi Pääsuke gave some information from Kolarctic CBC: Projects so far, financing criteria, third and final call starting 21.9.2018. Please contact Kairi, if you are planning to apply.

**Decision:** To be noted for information

## 9. Other matters

John-Steve wanted to raise discussion about the co-operation with the WG of Culture and the WG of Indigenous People.

**Decision:** We will invite the representative of the WG of Indigenous People to our next meeting.

Satu invited everybody to participate to Lapland Tourism Parliament on 20<sup>th</sup> and 21<sup>st</sup> of September to Levi. Heikki had a suggestion that the JWGT should be visible also in Parliament, maybe a short pitching. Satu will make a suggestion to the programme.

## 10. Date and place of the next meeting

We suggest that the next meeting would be on the 13<sup>th</sup> of November 2018 in connection of the Baltic Sea Tourism Forum (14.-15. of November 2018) in Riga

**Decision:** To be decided in the e-mail conversation

## 11. Summary and close

Monica thanked all the participants for the excellent work!