

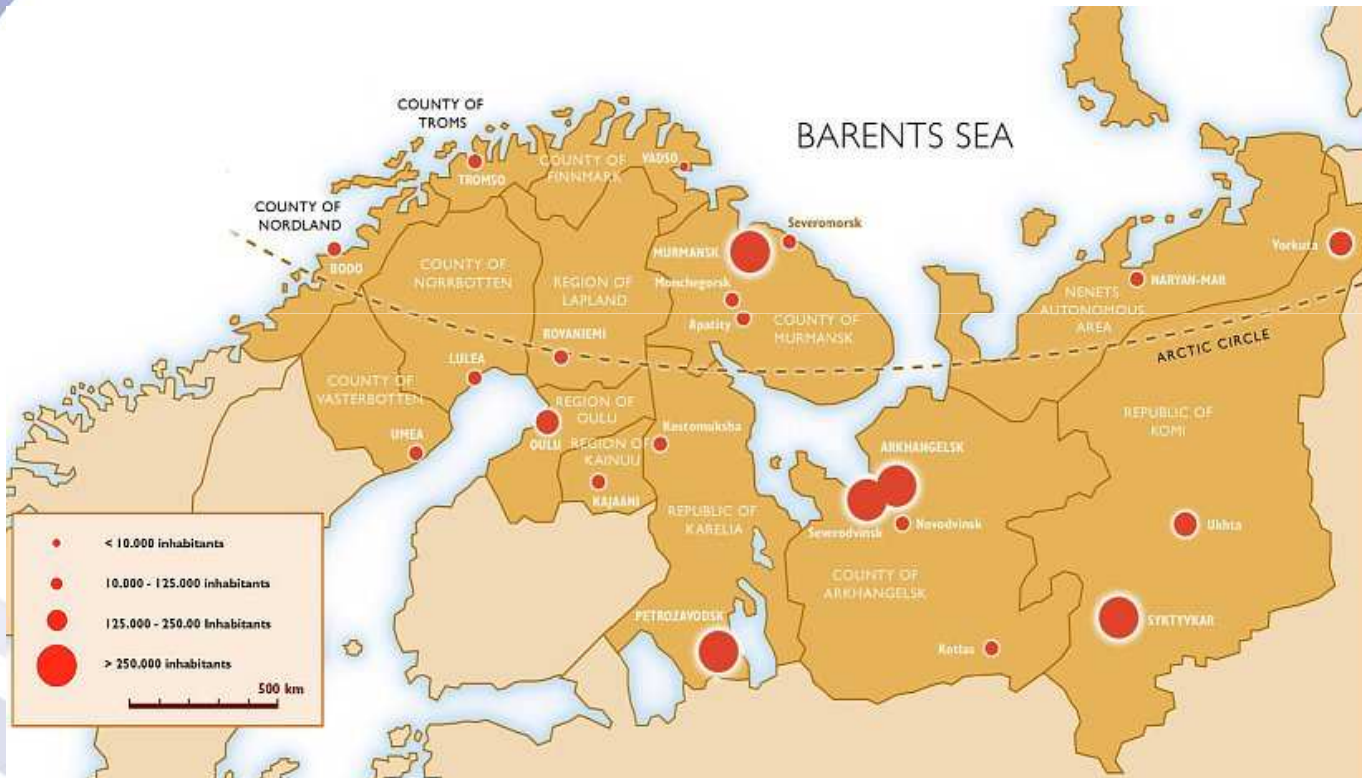
Crossborder cooperation in tourism field

Case LapKola

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Barents Region

www.barentsinfo.org



Background for crossborder cooperation

- ▶ similar challenges: remote areas, sparsely populated, declining number of inhabitants, long distances, climate, expensive to build, narrow range of industries
- ▶ Similar possibilities: nature, natural resources, Sami
- ▶ Different languages, different currencies, different cultures, different governments, inhabited differently, different business knowledge
- ▶ Since 1954 Scandinavian countries, since 2001 Schengen
- ▶ Norway-Russia border is a Nato border

Background for tourism development

- ▶ Tourism industry very important and well developed in Lapland (2,2 milj., 5 int. Airports)
- ▶ Barents Secretariat www.barents2010.net: certain key industries in developed in sector programmes, Lapland has a leading role in tourism sector program
- ▶ www.finnbarents.fi/crossarcticcirle : common crossborder tourism strategy

LapKola, cooperation between Lapland and Kola

- ▶ 2004-2008 Interreg, Tacis, Neighbourhood
- ▶ Regional and town administrations, tourism entrepreneurs, education, research
- ▶ Strategy
- ▶ Infrastructure
- ▶ Training program
- ▶ Crossborder product development and marketing