



**Strategy of Tourism
Development in the Barents
Region until the Year of 2020**

18-06-2013

Our Barents - Our Future



JWGT – Joint Working Group on Tourism

- ✓ national – regional level
- ✓ started May 2009
- ✓ strategic focus



Tourism as an industry in Arctic conditions

- ✓ Good investments – More job opportunities
- ✓ Tourism Development - Sustainable Development
- ✓ Good incomes in the Arctic – High quality products



The Airport

Local and Regional Authorities

Attractions

Accommodation and Food

Airlines

Retail and Shopping

National Tourism Organisations

The Destination

Tour Operators

Our Barents - Our Future

- ✓ to influence preconditions for tourism development in the BEAR when improving traffic connection
- ✓ to identify and define authentic common values in order to build common identity in tourism development
- ✓ to co-operate in the fields of tourism education and research in order to achieve common criteria in quality, safety and sustainability
- ✓ to promote proactive development and realization of high quality joint products and thematic product families
- ✓ to promote synergies between parallel industries to ensure competitiveness of tourism industry



Strategy of Tourism

Development begins

from trust!

Thank You for Your attention!



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