

Project no. KA358

## **ECO-EFFICIENT TOURISM**

**Enhancing the Quality of Life**

### **MARKETING AND INVESTMENTS**

Seminar report

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### Abstract:

Eco-efficient Tourism project (EET) aims at increasing cross border co-operation in tourism. Eco-efficiency is the keyword for this project and it will also be crucial in many relevant EU funding and development programmes in the starting programme period (2014 – 2020). Eco-efficient Tourism project marketing and investments seminar was organized in Joensuu and Iloanta 21-22.11.2013. It covered many practical examples of eco- efficiency in action within many organizations. This part of the seminar was held in Joensuu. The investment section (held in Iloanta) covered an introduction to the funding options during the next EU programme period. The seminar summarized the key lines for joint development and options for future collaboration. The process was started to complete a joint action plan for future actions until the end of the project period.

### Keywords:

Eco-efficient tourism, investments, e-marketing, EU programmes, funding, border area, collaboration, cross-border activities

**Karelia ENPI project (KA358) Eco-Efficient Tourism**

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Our Special thanks go to all seminar participants and presenters from both Russia and Finland for taking time off your busy schedules to join in making the “Eco-efficient tourism” Marketing and Investments seminar a successful and productive event.

On behalf of the project partners on Finnish side (**Markku Lappalainen** - Iloantsi municipality, **Timo J. Hokkanen & Daisy Silvennoinen** - Centre for Economic Development, Transport and the Environment, **Suvi Kärmeniemi** - Finnish Environment Institute - SYKE), we would like to especially thank **Heikki Hamunen** (CEO of Simana Oy) who carried a heavy load in practical organization of the event.

“Eco-efficient Tourism-EET” project (ENPI KARELIA project KA358) coordinating organization, **North Centre** (“Centre for Problems of the North, Arctic and Cross-border Cooperation”) from Petrozavodsk took care of seminar technical arrangements in Russia and participated actively in formulation of the programme. Our special thanks are due to **Igor Shevchuck** and **Ellen Cherniakovich**.

The photos used in this report are courtesy of **Anton Yushko**, Head of the commission on eco-efficient tourism of Leningrad oblast’ branch of Russian geographical society, Russia and participant during the seminar, **Sami Niemeläinen** (North Karelia Biosphere Reserve partner photographer) and Daisy Silvennoinen.

## 1. INTRODUCTION

The three-day seminar focused on Investments and Marketing within the scope of eco-efficient tourism. The seminar offered examples how communities and businesses can improve eco-efficiency in their day to



day tourism business through marketing (e.g., by using collaboration and electronic means) as well as how to attract investments in tourism sector.

Examples included real case examples from both Republic of Karelia and Finland. The language used during the seminar was Finnish and Russian. Specialists from Republic of Karelia, Petrozavodsk, Pryazha and Sortavala attended the event. Finnish experts' were no exception.

The two day seminar started with an ice-breaker session on the evening of 20.11.2013 which aimed at networking and getting the participants acquainted with one another and a smooth start of the event.

*(Igor Shevchuk; "Eco-efficient Tourism" Project leader. Photo by Anton Yushko)*

The official first day of the seminar (21.11.) was held in Joensuu and focused on marketing. The whole day session was open to the public. The second day (22.11.) was held in Möhkö village of Ilomantsi and was intended for project partners and key stakeholders, municipality officials, and regional heads of tourism from Russia and Finland. The seminar was planned to serve project workers in tourism sector who were interested in cross-border tourism, local entrepreneurs, development organizations, administrative officials, representatives of Biosphere Reserves, students, researchers and regular citizens. The seminar was successful as new

innovative ideas were exchanged and realized and concurrently cooperation between parties established. A total of 36 tourism experts from various locations in Russia and Finland joined the event.



*Photo by Anton Yushko*

## 2. SEMINAR OUTCOMES

### 2.1 Marketing (21.11.)

The opening of the seminar was done by the North Karelia Biosphere Reserve coordinator Dr. Timo J. Hokkanen. This was followed by opening speeches from *Markku Litja* (Managing Director, Karelia Expert Tourist Services Ltd), *Vladimir Gromov* (Deputy head of State committee of the Republic of Karelia on tourism) and *Anatoly Gusarov* (Head of administration and analytic work department at State Committee of the Republic of Karelia for Interaction with Local Self-Government Bodies).



Evgeniy Zhirnel (Deputy Head of Institute of Economic Studies of KarRC of RAS) followed forth with the Keynote presentation **“Eco-efficient tourism” project in the framework of Karelian tourist infrastructure development.**

*In the photo (Left to right): Ekaterina Miettinen (interpreter and CEO of MOST Oy) & Timo J Hokkanen (North Karelia Biosphere Reserve coordinator; Photo by Anton Yushko)*

Real case examples of tourism marketing challenges and successes dominated the morning session. The presentations were as follows:

- **Visitkarelia.ru –service on both sides of the border** by *Markku Litja* (Managing Director, Karelia Expert Tourist Services Ltd);
- **Case: “Keep Lapland Tidy” – experiences on mobile apps to keep the environment clean** by *Hanna Ikonen* (Bachelor of Hospitality Management, expert on perceptions of ecotourism in Finland)
- **Möhkö village – networks make a difference in marketing** by *Ulla Vartiainen*, museum director at *Ilomantsi Museum Foundation*
- **Certificates as driving forces towards sustainable tourism** by *Minna Murtonen*, entrepreneur at company *Äksyt Ämmät*
- **Creating a mobile app “Contemporary old cities” (ENPI project)** by *Timo Rui*, Project Manager, North Karelia University of applied sciences
- **Tourist information offices to become mottoes for tourism marketing in Russia** by *Alexey Tigushkin*, Director of Tourist Information Center of the Republic of Karelia

The afternoon session focused on realized projects within the umbrella of eco-efficiency in tourism sector. In total six presentations of key cases (Four from Russian Karelia and two from North Karelia, Finland) were showed to participants.

Presentations were:

- **Tourist zone “Syamozerie” development concept by Oleg Ermolaev (Head of Pryazha national municipal district)**
- **Comprehensive projects of tourist infrastructure development in Sortavala district by the example of Marble canyon “Ruskeala” and other objects of “Kolmas Karelia” LTD by Alexander Artemiev (Director General of “Kolmas Karelia” LTD) and Anton Yushko (Head of the commission on eco-efficient tourism of Leningrad oblast’ branch of Russian geographical society)**
- **Tourist stopover in Kolatselga: key point of tourism development along the Blue Road Iliya Karpov (Business director of “EcoProduct” LTD)**
- **Koli region as the corner stone resort in marketing of tourism in North Karelia – do immaterial values matter? by Elisa Ryhänen (Pikes ltd) and Timo J Hokkanen**



The presentations from day one gave the participant a chance to learn from successes and challenges faced in marketing and investments of eco-efficiency related projects and services in Russia and Finland. In addition, key ways of how to attract investments were offered. Also differences in comprehension of the term “eco-efficiency” within the two cultures were tackled.

*In the photo: Heikki Hamunen (CEO of Simana Oy. Photo by Anton Yushko)*

## 2.2 **Investments (22.11.)**

The second day was held in Möhkö village of Ilomantsi and intended solely for project partners, municipality officials, and regional heads of tourism from Russia and Finland. Presentations in day two were as follows:

- **Comprehensive tourism projects in the Republic of Karelia: classification and development prospects** by Evgeniy Zhirnel
- **Marketing and investment plans of “Eco-efficient tourism” project and beyond: focus on future establishment of special tourist zones in Karelia** by Artem Shishkin, Senior research fellow of the Institute of Economic Studies of KarRC of RAS
- **Case Zander Port in Koli – Russian investments in Finnish Tourism sector** by Olga Vokulova, Managing Director Zander Port Ltd / Koli Spa
- **Municipality investments on tourism development** by Markku Lappalainen, Mayor, Ilomantsi municipality
- **Investments in Koli** by Elisa Ryhänen, Pielinen Karelia Development Center Ltd PIKES
- **What kinds of projects to invest in future in?** By Vladimir Gromov, Deputy head of State committee of the Republic of Karelia on tourism



*In the photo (left to right): Vladimir Gromov, Deputy head of State committee of the Republic of Karelia on tourism, Markku Lappalainen, Mayor of Ilomantsi City presenting investments trends and future developments in tourism industry. Photos by Anton Yushko.*

The session was summed up by discussions on collaboration, future investments and development aspects. All results are presented in chapter 4 of the report.



### 3. KEY DISCUSSIONS

#### 3.1 Marketing

According to *Vladimir Gromov*, Tourism development strategy is the key aspect in attracting both investments and tourists. It was pointed out that Finnish-Russian cooperation be deemed of high importance and that eco-efficiency should take an integral part in new development as besides the economic value, culture and nature should not be overlooked. *Anatoly Gusarov* also noted that tourism is changing and many are opting for cultural and nature tourism as top priorities.



Screen capture of Markku Litja's presentation on Karelia Expert and marketing of tourism services

*Markku Litja* topped it with comment that online marketing is a leader in today's tourism business as most services are bought online at least in Finland. The Key note speaker *Evgeniy Zhirnel* presented tourism linkages to infrastructure and key information was that it is fundamental to take into account the road network and its importance for tourism development. Also marketing, geographical location and investor perspectives were deemed vital. From real case examples of tourism marketing challenges and successes, all case studies were considered successful. However, some seemed to face challenges that still need development.



According to *Alexander Artemiev and Anton Yushko*, **Marble canyon “Ruskeala”** tourism growth is impressive. The project started from zero but now well-known to Karelian people located in the southern parts of the Republic.

*Photo by Anton Yushko*

Despite the successes, they still face ecological and infrastructural challenges as well as pressures from government organization regarding distribution of responsibility and future management of the target since in Russia, the private person is always held responsible of most factors. The duo suggests that investors’ interests should not be overlooked whence enacting laws and regulations that affect their sectors of operation. It was mentioned that “Eco-efficient tourism (EET)” project has been a cornerstone to the success of “Ruskeala”.

On the contrary, *Case Tourist zone “Syamozerie” development concept by Oleg Ermolaev* had no problem with road infrastructure as roads were mentioned to be in good shape. Only challenge was how the region could be developed in terms of marketing in order to attract investments. Case “Koli region as the corner stone resort in marketing of tourism in North Karelia” by *Elisa Ryhänen and Timo J. Hokkanen* was also rendered a success and seen as a potential marketing tool for North Karelia. “KOLI” won the national 2013 destination award with tourist flow of over 200,000 persons a year.

From Markku Litja’s point of view, **KareliaExpert** success has been based on constant networking and follow ups as well as adapting to new innovative communication channels like social networks. KareliaExpert also does constant evaluations and analysis of tourist visiting the region in collaboration with their partner network.



*Photo by Anton Yushko*

The company has also a diversified way of attracting tourists in that various communication modes are available from online marketing to brochures and social networking. Markku pointed out that most tourist packages are nowadays bought online and for that reason the strategy has been to make all regional tourist

information available in a single database. Language has also been considered why KareliaExpert has launched Russian version of the site.

*Ulla Vartiainen* who presented case **“Möhkö village of Ilomantsi”** also backed up the notion that networks makes a difference in marketing and language of marketing is also a plus. Möhkö (nature based tourism association with visits of over 20,000 persons a year) has its marketing materials in five different languages (English, Finnish, German, Russian and French). Brand strengthening and intelligent marketing tools were considered important in Ulla’s view. *Timo Rui* presenter of case **“Creating a mobile app -Contemporary old cities”** additionally mentioned that Internet marketing is not enough since technology is nowadays also advanced in phones hence phone applications are an added advantage in marketing as it gives the creation of expectations for the travelers.

*Alexey Tigushkin* with case **“Tourist information offices to become mottoes for tourism marketing in Russia”** also mentioned that in Russia tourists information offices are becoming mottoes for tourism marketing. With multiple marketing techniques, the tourist information office website has over 600 000 users a year.



*In the photo: Hanna Ikonen Photo by Anton Yushko.*

**Case “Keep Lapland tidy”** by *Hanna Ikonen* was considered a great way to help in environmental awareness as recycling is the key issue and the case in question targets tourism entrepreneurs who are being encouraged towards environmental friendly activities.

However the challenge is how to strategize multiple language use in order to reach a wider audience as well as its adoption for use in other regions like North Karelia or even making it cross-border keeping in mind the country of origin of tourist to Finland.

**Äksyt ämmät case** by *Minna Murtonen* is also following the same footsteps of environmental awareness but with different approach. The company provides outdoor nature and culture programme services and environmental impact (carbon footprint) by the tourist is the key focus. The company has special limitations to travelers such that their carbon footprint is leveraged somehow by their stay in Äksyt ämmät. Example is

that if the flight is 5000 km, the guest will stay at least a week. Special groups should not be overlooked according to Minna whose services take into account the special groups such as visually impaired.

### 3.2 Investments

The second day of the seminar focused on investments in sustainable tourism of Russia and Finland. Financing tools and future plans were presented by municipality officials and regional heads of tourism from both countries. Timo J. Hokkanen presented “**Tourism investment strategy for Finland**” giving examples of funding of which Finland benefits. Also future funding options through EU programmes were presented.

Case “**Koli spa**” presented by managing director *Olga Vokulova* drew a lot of debates due to the massive



investments put in the design and construction in addition to the fact that the spa is being built in the vicinity of Koli national park; a reknown destination in Finland and across the globe and one of the most valued destinations of the country as it lies on the oldest bedrock in the world.

Many questions from building materials, consideration of environmental effects and the involvement of locals’ perspectives in the process were asked. It was realized that the spa has faced a lot of opposition from various sectors mainly regarding its geographical location.

*Olga Vokulova, Managing Director of “Koli Spa” project. Photo by Anton Yushko.*

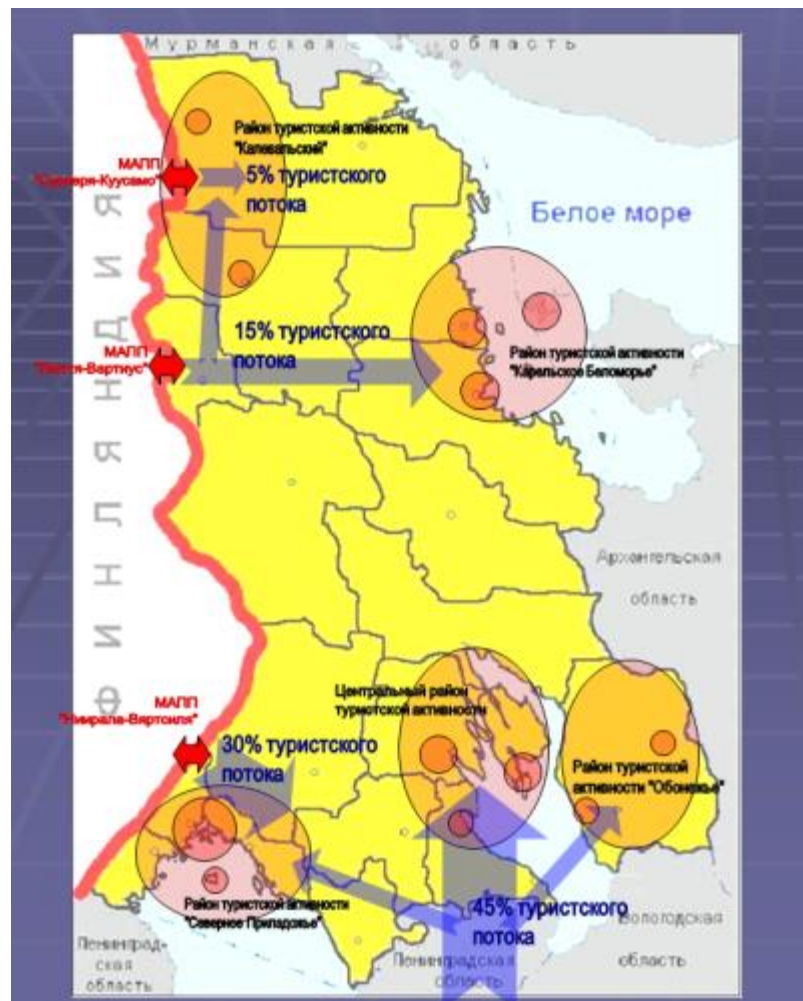
Olga however told that they are ready to make changes in accordance to the tangible feedbacks that they get. She also hopes that the locals and those opposing the idea see not only the negative effects but also the valuable benefits attached. The spa would draw more tourists towards Koli. Key focus is the Russian tourists whose number has grown tremendously every year. This segment of tourists is known to spends a lot in spas in addition to outdoor activities and the combination of Koli Skiing place and spa would increase the spending all year round in North Karelia.

It was considered vital to take into account small local companies and entrepreneurs’ as they are usually forgotten and more focus given to larger companies.

#### 4. FUTURE COOPERATION AND CONTINUATION OF EET DEVELOPMENT PROCESS

For the starting of the final session the Deputy head *Vladimir Gromov* (from the State committee of the Republic of Karelia on tourism) gave a comprehensive summary and future views of tourism in the Republic of Karelia. Roughly 1 million visitors come to Karelia yearly and the number of beds has quadrupled since 2000 and is now about 8000. Tourism in Karelia decreased after 2000, and only now the number of visitors is reaching the same level as back then. The number of various tourism projects has been more than 100 during the last 10 years.

*Gromov* emphasized the versatility of tourism. It needs to be based on immaterial values and understanding of them. Research is thus needed for development. Tourism Committee has had tight cooperation with Karelian Research Centre (Institute of Economy) and tourism development strategy and action plan for 2012 – 2015 has been done together with them. The development of the selected areas will be based on cluster approach.



Map 2. Key tourism development areas in the Republic of Karelia (from presentation of Vladimir Gromov on 22.11.2013)

From “Eco-efficient Tourism” project point of view it is promising that northern part of Lake Ladoga belongs to the key development areas in the Republic of Karelia (Map 2). Tourism development requires good basic infrastructure and these investments will be done mainly by the state, republic and municipalities. Investments for other purposes need investors. Gromov’s final message was that the areas which are of interest to tourism also invite other investments and start to develop faster.

*Elisa Ryhänen* from Koli (Finland) represented the project “LuontoKolin kasvusysäys” which has been developing Koli area nature based tourism. The investment plans at Koli were presented by Ms Ryhänen. There are a few major investments being prepared (Koli Club, Koli Chalets, new residential areas) and some already ongoing (such as Koli Spa as presented earlier by Ms. Vokulova). The many small scale investments improve the infrastructure and co-operation in Koli region. Eco-efficiency is always written in the plans and one of the criteria being used when implementing the plans.

Ms Ryhänen’s presentation clearly indicated the opportunities to increase transboundary co-operation in the future in the ongoing proces. Also the planned visitor centre “Koli Cultura” is a major investment (over 40 million €) in the area, but implementation has been delayed due to appeals concerning the location of the centre. When started, many more co-operation opportunities open. Koli Cultura Centre is fully planned to follow sustainable development principles and eco-efficiency.



*Winter at Koli (photo by Sami Niemeläinen)*

## Timeline and the next steps to summarize the outcomes of EET and develop future actions

The seminar started the process to define and strengthen future cooperation between Russia and Finland in the strategically important field of eco-efficiency in tourism. Marketing and Investments are both key tools to develop tourism business. All these issues have to be taken into account together, in co-operation with businesses, to get economically flourishing results.

During the seminar discussion, the process and tentative time-table of the current project was presented to Participants (Fig. 1) by *Heikki Hamunen*. Project coordinator *Igor Shevchuk* commented that projects like Eco-Efficient Tourism are just instruments that pave way to developments in tourism industry. However, the developments should not be stopped when the project ends but rather a way forward beyond the project period is essential as the targets for example stop-over sites like “*Kolatselga*” which is termed a key point of tourism development along the Blue Road still needs development despite the project’s limited time period.



Fig. 1. Proposed schedule to develop the next steps for future co-operation

## **Networking and “The Blue Road” will help to find common solutions**

In essence of marketing, most presented Finnish cases were well developed. Some developments mainly in **networking** were considered lagging and needed adjustments for example in multilingual integration of info-boards, services and websites. **Language** was a challenge in both countries especially in marketing services and products. Companies like KareliaExpert from North Karelia, Finland, are in the verge of tackling the issue through cross-border co-operation with Russian partners. Therefore, it was thought essential to develop cross border cooperation not only in investments but also in essence of marketing to improve tourism in general.

**New funding sources for investment** in cross-border cooperation are important to develop tourism. EU development programmes and national priorities in Finland include eco-efficiency as one of the key development goals and the national structures such as laws and regulations support and promote development to this direction. Investments for ecotourism activities in Finland are somewhat stable on this basis, but still the businesses have a major role to make it happen. In Russia, eco-efficiency is understood and appreciated, but in practice lots of infrastructural development and specific laws and regulations are needed to promote faster development of eco-efficiency based tourism sectors.

By **future cooperation and exchange of ideas between specialists from both countries**, new innovative ways of investments and developments of the tourism sector will be enhanced. Policy makers and government representatives from both countries were continually urged to take into consideration **local nature and culture based tourism entrepreneurs** whence allocating future investments and making development plans. It was also considered vital to take into account **small local companies** and entrepreneurs’ offering eco-efficient tourism services during the investment allocations as they are usually forgotten and more focus given to larger companies.

During discussions, the **“Blue road”** (see Map 1 below) also termed by some “The blue highway” (“Sininen tie” in Finnish) that Runs from Russia to Norway through Finland and Sweden was considered significant in tourism development and mutually agreed that its development is still necessary. However, for this to be realized cross-border cooperation is imperative and investments in continuation of developments along the “blue road” should be beyond the project period. The **road is very important** not only in tourism development but also in **eco-efficient practices development** such as stop over sites development, tourists’ and entrepreneurs’ empowerment on adopting eco-friendly activities like using **recycling** containers rather than tossing trash in nature and stopover sites during travel, **promoting eco-efficiency practices** through **info-boards** along the blue road, among others.





Map1. Some key areas in Finland and Russia considered important in cross-border tourism development and continuation of the co-operation started in Eco Efficient Tourism project. (Map: Reproduced from Google Maps)

Karelia Expert presentation also raised the issue of a **new cooperation**. From the discussion came up the term **“Visit Karelia without borders”** from the presentation “Borderless Karelia” by Markku Litja. The term meant that the “visit Karelia” would be integrated in a way that there is cooperation between both Karelian regions of Russia and Finland and tourism will cover both regions at same time; not Karelian part of Finland on its own and Karelian part of Russia on its own but by cooperation in service provision. Tourists from both countries can through the collaboration benefit of the opportunity as Finnish tourists will be able to visit Russia easily and Russian tourists Finland and vice versa or even package services to visit both regions (of Russia and Finland) at same time could be introduced as there will be easy access to information and language issues will be overcome if cooperation between entrepreneurs and service providers is built in an efficient manner. However, language barrier and differences in level of services with focus on infrastructural differences as well might be a challenge in realizing the proposed idea of why cooperation and investments opportunities are still necessities in developing the borderless Karelia beyond project period.

## Summary and the next steps

Coordinator *Igor Shevchuk* summarized the seminar into three main points to be taken into account for future

- we are living in common area and we **need structures to improve and maintain exchange of experience and develop common identity and marketing of the area**
- we need to come **from strategy to practice** to make ideas visible and generating new ideas and actions
- **projects help to formulate our ideas and keep them alive** – “Eco-efficient Tourism” has many good examples illustrating joint work and good results with minor sums of money

A discussion was held to extract the ideas for the common grounds of the next steps. The keywords collected include the various approaches by different individuals and illustrate well the background values. The following table (Table 1) summarises the key aspects in cross-border tourism development and in attracting more investments for development purposes for eco-efficient tourism based sectors.

<b>Common area, common values</b>	<b>Co-operation facilitates results</b>
<ul style="list-style-type: none"> <li>• shared territory/area</li> <li>• values (material, immaterial)</li> <li>• what features keep the areas together</li> <li>• eco-efficiency (sustainability)</li> <li>• human values, traditions</li> <li>• traditions</li> <li>• border crossing</li> </ul>	<ul style="list-style-type: none"> <li>• cooperation (practices, structures)</li> <li>• involvement (right quarters)</li> <li>• networks (existing, new ones)</li> <li>• IT-technology (into full use)</li> <li>• human resources (existing)</li> <li>• education (to be included)</li> <li>• regional participation (right quarters)</li> <li>• quality (in all actions, products, processes)</li> <li>• all tourism actors (not only entrepreneurs)</li> <li>• research, businesses, administration, NGO's</li> </ul>
<b>From strategies to investments (projects as tools)</b>	<b>Next steps (continuation)</b>
<ul style="list-style-type: none"> <li>• exploring funding programmes and partners</li> <li>• summary of funding options for project use</li> <li>• developing case examples for new projects taking into account eco-efficiency, (trans-boundary) co-operation and the values defined</li> </ul>	<ul style="list-style-type: none"> <li>• goalsetting for the process</li> <li>• including the development process (continuation with all its aspects defined) an integral part of “Eco-efficient Tourism” project PMT work and future meetings</li> </ul>

Table 1. Keywords summarizing the final discussion and aspect to be considered in the future

The discussion for keywords reflected the background of the seminar participants. Background analysis and understanding of the situation was presented and also administrative approaches. Promotion of investments & marketing and project follow-up type of approaches were not widely presented directly, although they are implicitly well included in the values. Due to the meeting being only the starting point of the follow-up development process and considering the very short time in use, this was not a major drawback.

For the next steps proactive measures are needed to work directly with entrepreneurs and include tangible cases from the target area (Map 1) and if necessary, finding partners/useful cases beyond the area.

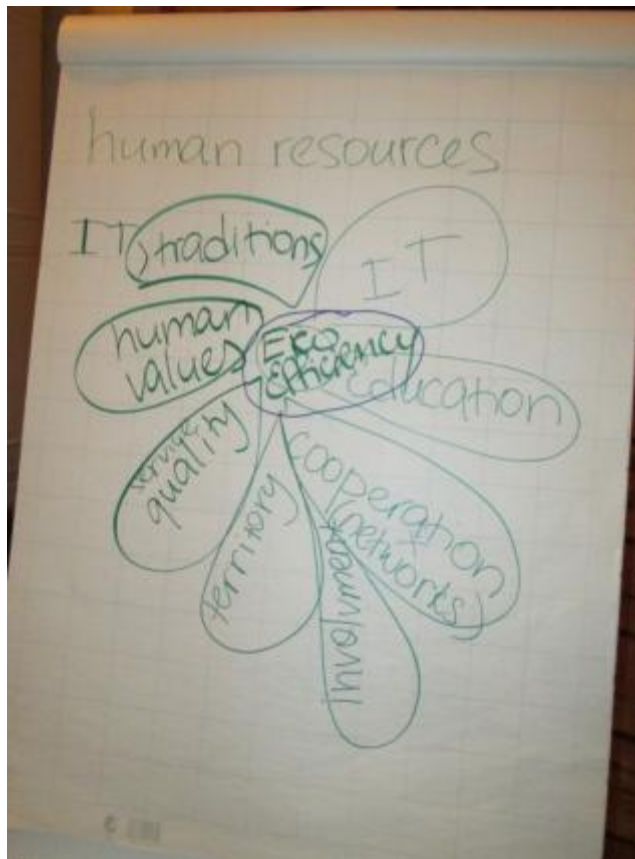


Photo by Daisy Silvennoinen

Investments and marketing are easier to grasp when concrete issues are in question. Also involving the right quarters is far easier.

The baseline for future development in tourism will be participation in the **green economy** for both countries. Green economy enables consumers - in this case tourists - reduce their impacts as well as fulfill their needs in a way that makes them genuinely part of the solution. **Consumers' pressure** also gives tourism programmes and service providers the incentive to adopt eco-friendly solutions in their daily activities. **The real examples and success stories also illustrate the positive and long-term benefits of being eco-friendly in tourism sector.** These are parts of good marketing and effective investment schemes.

## Appendix 1. List of Participants

### SEMINAR

## **Marketing of eco-efficient technologies. Investments in sustainable development.**

*21-22.11.2013*

*Joensuu & Ilomantsi, Finland*

1. Artemiev Alexander, "Kolmas Karelia" LTD, Director General
2. Berdino Alexander, ANO "Energy efficiency center", Project manager
3. Cherniakov Elena, NP «Centre for Problems of the North, Arctic and Cross-border Cooperation», Manager of "Eco-efficient tourism" project
4. Ermolaev Oleg, Pryazha national municipal district, Head
5. Gromov Vladimir, State committee of the Republic of Karelia on tourism, Deputy head
6. Gusarov Anatoly, State Committee of the Republic of Karelia for Interaction with Local Self-Government Bodies, Head of administration and analytic work department
7. Hamunen Heikki, Entrepreneur, Simana Oy
8. Hokkanen Timo, J. r, Centre for Economic Development, Transport & the Environment for North Karelia, Coordinator
9. Hoskonen Hannu, Municipality of Ilomantsi
10. Ikonen Hanna, Bachelor of Hospitality management, Finland
11. Karpov Iliya, "EcoProduct" LTD, Business director
12. Kislova Olga, Karelian Research Centre of RAS, Interpreter
13. Kärmeniemi Suvi, SYKE Finnish Environment Institute
14. Lappalainen Markku, Mayor, Ilomantsi City
15. Lintunen, Eila, PIKES OY
16. Litja Markku, Karelia Expert, CEO
17. Miettinen Ekaterina, MOST RM, Interpreter
18. Mikhailova Nadezhda, Karelian Research Centre of RAS, Assistant chairman on STC with foreign countries
19. Murtonen, Minna, Äksyt Ämmät OY, entrepreneur
20. Orekhanov Andrey, Essoila rural settlement, Head of Administration
21. Pasternak Elina, Ecofooster Oy
22. Pitkänen Katri, SYKE Finnish Environment Institute
23. Raikisto Heli, project manager, University of Eastern Finland

24. Rissanen Kari, Pogostan News Ilomantsi
25. Ryhänen Elisa, Pielinen Karelia Development Center Ltd PIKES
26. Rui Timo, project manager, University of Applied Sciences "Karelia"
27. Silvennoinen Daisy, Centre for Economic Development, Transport & the Environment for North Karelia
28. Shevchuk Igor, NP «Centre for Problems of the North, Arctic and Cross-border Cooperation», Director, Leader of "Eco-efficient tourism" project
29. Shishkin Artem, Institute of Economic Studies of Karelian Research Centre of RAS, Senior research fellow
30. Tigushkin Alexey, Tourist Information Center of the Republic of Karelia, Director
31. Titov Alexander, Karelian Research Centre of RAS, Chairman
32. Yushko Anton, Leningrad oblast' branch of Russian geographical society, Head of the commission on eco-efficient tourism
33. Vartiainen Ulla, Ilomantsin Museosäätiö, director
34. Varis Seija, Centre for Economic Development, Transport & the Environment for North Karelia
35. Vokulova Olga, Koli Spa, Managing Director,
36. Zhirnel Evgeniy, Institute of Economic Studies of Karelian Research Centre of RAS, Deputy head

## Appendix 2. Conference Programme

### Marketing of eco-efficient technologies. Investments in sustainable development.

*Joensuu & Ilomantsi, Finland, 21-22.11.2013*

#### PROGRAMME

##### Wednesday 20.11.2013:

###### Arrival in Joensuu

18.30-19.30: Icebreaker at restaurant "SurakanBaari", Rantakatu 11-13, Joensuu

##### Thursday 21.11.2013

#### FOCUS: MARKETING

Venue: Malmikatu 2 C 27, Joensuu

(Venue of Nuorten Naisten Kristillinen Yhdistys NNKY)

##### 9.00-9.30 Welcoming words / opening

*Markku Litja, Managing Director, Karelia Expert Tourist Services Ltd*

*Vladimir Gromov, Deputy head of State committee of the Republic of Karelia on tourism*

*Anatoly Gusarov Deputy Head of State committee of the Republic of Karelia on cooperation with local authorities*

##### 9.30-10.00 Keynote speech

"Eco-efficient tourism" project in the framework of Karelian tourist infrastructure development  
*Evgeniy Zhirnel, Deputy head of Institute of Economic Studies of KarRC of RAS*

##### 10.00-12.00 Case examples and discussion: marketing in networks

Visitkarelia.ru –service on both sides of the border

*Markku Litja, Managing Director, Karelia Expert Tourist Services Ltd*

Case: "Keep Lapland Tidy" – experiences on mobile apps to keep the environment clean

*Hanna Ikonen, Bachelor of Hospitality Management, expert on perceptions of ecotourism in Finland*

Möhkö village – networks make a difference in marketing

*Ulla Vartiainen, museum director at Ilomantsi Museum Foundation*

Certificates as driving forces towards sustainable tourism

*Minna Murtonen, entrepreneur at company Äksyt Ämmät*

Creating a mobile app "Contemporary old cities" (ENPI project)  
*Timo Rui, Project Manager, North Karelia University of applied sciences*

Tourist information offices to become mottoes for tourism marketing in Russia  
*Alexey Tigushkin, Director of Tourist Information Center of the Republic of Karelia*

**12.00-** Lunch at Restaurant Surakan Baari (Rantakatu 11-13)

**13.00**

**13.00-** **Real life case studies - examples of eco-efficient services**

**14.00**

Tourist zone "Syamozerie" development concept  
*Oleg Ermolaev, Head of Pryazha national municipal district*

Comprehensive projects of tourist infrastructure development in Sortavala district by the example of Marble canyon "Ruskeala" and other objects of "Kolmas Karelia" LTD  
*Alexander Artemiev, Director General of "Kolmas Karelia" LTD,*  
*Anton Ushko, Head of the commission on eco-efficient tourism of Leningrad oblast' branch of Russian geographical society*

**14.00-** **Coffee break**

**14.30**

**14.30-** Tourist stopover in Kolatselga: key point of tourism development along the Blue Road

**15.30** *Iliya Karpov, Business director of "EcoProduct" LTD*

Koli region as the corner stone in marketing of tourism in North Karelia – do immaterial values matter?  
*Elisa Ryhänen (LuontoKolin Kasvusysäys –project) & Timo J. Hokkanen*  
*(coordinator, North Karelia biosphere reserve)*

**16.00-17.00** Free time. Possibility to visit the city of Joensuu.

**17.00-18.00** Car drive to Ilomantsi to Restaurant Parppeinpirtti (address: Parppeintie 4, 82900 Ilomantsi)

**18.00-19.30** Dinner at Restaurant Parppeinpirtti

**19.30-19.40** Car drive to Hermanni Winery (address: Käymiskuja 1, Ilomantsi)

**19.40-21.00** Introduction to the winery, possibility for shopping.

**21.00-21.30** Car drive to Möhkö, Rajakartano (Mustakorventie 11, Möhkö)

**Friday 22.11.2013**

## **FOCUS: INVESTMENTS**

Venue: Mantan Majatalo, Möhkö, Ilomantsi

**9.00-10.00** **Future financing / what is the future of project funding from 2014 onwards? Financing tools and future plans**

Financing tools and future plans in North Karelia. Project funding/plans 2014

***Timo J. Hokkanen (on behalf of a working group)***

Comprehensive tourism projects in the Republic of Karelia: classification and development prospects

***Evgeniy Zhirnel, Deputy head of Institute of Economic Studies of KarRC of RAS***

**10.00-10.15**

**Coffee break**

**10.15-12.00**

Marketing and investment plans of “Eco-efficient tourism” project and beyond: focus on future establishment of special tourist zones in Karelia

***Artem Shishkin, Senior research fellow of the Institute of Economic Studies of KarRC of RAS***

Case Zander Port in Koli – Russian investments in Finnish Tourism sector

***Olga Vokulova, Managing Director Zander Port Ltd / Koli Spa***

Municipality investments on tourism development

***Markku Lappalainen, mayor, Ilomantsi Municipality***

Investments in Koli

***Elisa Ryhänen Pielinen Karelia Development Center Ltd PIKES***

**12.00-13.00**

**Lunch**

**13.00-15.30**

**Mutual pathways for 2014. Future cross-border cooperation**

What kinds of future projects to invest in?

***Vladimir Gromov, Deputy head of State committee of the Republic of Karelia on tourism***

**Coffee break**

**Discussion and summary**

**16.15**

**Departure**