Tourism in the Barents Region is characterized by uneven development among its member countries. Some of the overarching questions for researchers and for the Kolarctic-ENPI project on Public-Private Partnership in Barents Tourism (BART) is how tourism can better be developed across borders and how tour operators and municipalities that want to develop the tourism industry can better learn from each others’ best practices. The 2012 Thorvald Stoltenberg Conference addresses these questions. Arranged by the Barents Institute, in cooperation with ISS at the University of Tromsø, the conference will take place in Kirkenes, Norway from 2-3 October 2012.

Day One – 2 October 2012

Panel 1: The nature of Barents tourism

13:00 – 13:30 The Bart Project
Mari Vahakuopus, Lead Partner of BART

13:30 – 14:00 The Monchegorsk Tourist Information Centre
Milena Shatskaya, Lead Expert of Economic Department of Monchegorsk City Authority

14:00 – 14:30 The Branding of Barents and Kirkenes
Luba Kuzonikova, Pikene på Broen
Panel 2: The region – destination nexus

14:45 – 15:15 Neoliberalism, EU regions and crossborder projects
Aileen A. Espíritu, The Barents Institute, University of Tromsø

15:15 – 15:45 The destination-region nexus
Arvid Viken, University of Tromsø

15:45 – 16:15 Tourism as community development
Simone Abram, Leeds Metropolitan University

Panel 3: Cross border tourism

16:30 – 17:00 Cross border tourism – the state of the art
Eeva Kaisa Prokkola, Oulu University

17:00 – 17:30 Touring the borderland: Norway-Russia
Bjarge Schwenke Fors, The Barents Institute, University of Tromsø

17:30 – 18:00 Challenges and the art of muddling through in border tourism
Pasvik tourist

20:00 Dinner and cultural program for registered participants

Day Two – 3 October 2012

Panel 4: Sami tourism in a sustainable tourism perspective

09:00 – 09:30 Tourism preserving Sami spirituality
Trude Fonneland, University of Tromsø

09:30 – 10:00 In Sapmi Park: Virtual performances of Sami shamanism?
Stein Roar Mathisen, Finnmark University College

10:00 – 10:30 Eco tourism as the northern tourism salvator
Hans Gelter, Luleå University of Technology (Piteå)

10:30 – 12:00 Roundtable discussion on Barents tourism as economic development: challenges and best practices

12:00 Lunch for registered participants

Please register with The Barents Institute (svein.h.orheim@uit.no – 789 77076/415 44229) by 28 September.

The Norwegian part of the BART (Public-Private Partnership in Barents Tourism) Project is funded by Kolarctic-ENPI EU Grants, with co-financing from the Norwegian Barents Secretariat. For more information on this EU-Funded project see: