

## White Road - Project on Cross-Border integration of Infrastructures of Tourist Industry

### Hankkeen taustaa

The title White Road means the route from the city Oulu to the White Sea and surrounding geographical areas a.k.a. Kainuu Region and Oulu Region (especially Oulu and Kuusamo areas) on the Finnish side and the districts of Louhi, Kalevala, Kemi, Belomorsk and Segezha as well as the city of Kostamus in the Karelian Republic.

The objective of the project is to increase inbound tourism in Kainuu, Oulu Region and the Republic of Karelia by creating new, high quality travel products that correspond to the requirements of and are easily obtainable by the modern customer from Russia, Finland or Central Europe.

This will be implemented by co-operation between active tourism entrepreneurs on both sides of the border the focus being in the joint development of services and products as well as joint marketing actions and novel marketing methods (e-solutions, social media).

### Tavoitteet

Overall objective of the project is to increase inbound tourism in Kainuu, Oulu Region and the Republic of Karelia by creating new, high quality travel products that correspond to the requirements of and are easily obtainable by the modern customer from Russia, Finland or Central Europe. This will be implemented by co-operation between active tourism entrepreneurs on both sides of the border the focus being in the joint development of services and products as well as joint marketing actions and methods.

(a) to tighten co-operation and networking between tourist service companies in Kainuu, Oulu Region and the Republic of Karelia in order to facilitate the development of joint products and services as well as to promote understanding of the quality and safety requirements of customers and travel agents (b) to promote the outreach and marketing of the area along "White Road" and of the new cross-border tourism products by design of marketing material and marketing campaigns (e-solutions, exhibitions) and providing up-to-date information on tourism facilities and services in the Republic of Karelia (c) development of professional competencies of personnel of tourism companies in the project area.

### Kohderyhmä

The target groups are the tourism SME's (accommodation, transport, ski & spa, adventure and incentive services) in Kainuu, Oulu Region and the Republic of Karelia that are already involved in cross-border activities or are planning to start cross-border co-operation.

Networking, product design and marketing activities as well as the educational activities are targeted at these SME's. The other important target group is the educational institutions of tourism in the project area. The final beneficiaries are the above mentioned SME's and their customers.

### Rahoittajat

Karelia ENPI CBC -ohjelma (Pohjois-Pohjanmaan liitto), Kajaanin ammattikorkeakoulu, Karelian Resource Center, Kainuun ammattiopisto, Naturpolis, Idän Taiga ry, Vuokatin matkailukeskus, Voigt Travel, Byelomorsk Metropolitan Region, Kalevala National region, Kem Metropolitan Region, Segezha Metropolitan region, Kostamuksha Urban District, Louhi Metropolitan Region

### Toteuttamisaika

30.10.2012 - 31.12.2014

### Yhteyshenkilöt

#### Projektijohtaja

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