

«Cross-Border tourism – marketing and future prospects»

**Kajaani University of Applied Sciences (Kamk), BOSS-project
Karelian Resource Center of NGO's (KRC)
Kostamuksha Urban District**

**May 26-27, 2015
Kostamuksha**

May 26, Tuesday
Barents Link Center
Chair Director General. Nikolay Oskin, KRC
Project manager Petri Muje, Kamk

10.30 11.00	Registration of the participants, coffee
11.00-11.10	Opening speech <i>Representative of the Kostamuksha Urban District</i>
11.10-11.25	Cross-border prospects in tourism <i>Project Manager Petri Muje, Kamk</i>
11.25-12.10	Tourist behavior in the new digital world <i>Senior lecturer Jan Mitts, Kamk</i>
12.10-13.00	Tourism sector prospects and future plans in the Republic of Karelia <i>Deputy chairman Vladimir Gromov, State Committee for Tourism of the republic of Karelia</i>
13.00-14.00	Lunch
14.00-14.40	Tourism companies future prospects in Russia – economical and legislative changes <i>Tourism research expert Alexander Konovalov, University of Petrozavodsk</i>
14.40-15.00	Cross-Border tourism in Kainuu <i>Tourism researcher Jari Järviluoma, Kamk</i>
15.00 -15.40	Nature based events in Kainuu <i>Project Manager (events) Teeemu Takalo, Kainuu Liikunta</i>
15.40-16.20	Nature based events in Russian Karelia

2-3 examples, speakers will be announced later

16.20-17.00

New CBC-programme

*Head of the Petrozavodsk Branch Office Dmitri Bazegski
Karelia CBC-programme*

17.00-17.20

Summarizing seminar day and future activities

Chair Director General Nikolai Oskin, KRC

17.30-19.00

Meetings

*Sub-groups: future projects, event marketing cooperation,
business meetings between the companies*

May 27, Wednesday

8.30-9.00

Breakfast

9.15-12.00

Excursion programme: Trail of the paddlers

Kostomukshskiy Natural Reserve

12.00-13.00

Lunch

13.00-15.00

Planning meetings (small groups)

Barents Link Center

15.00-15.30

Coffee, departure



KAJAANIN
AMMATTIKORKEAKOULU