



**DEVELOPMENT OF THE CROSS-BORDER TOURISM, BY THE
MEANS OF THE INTERNET MARKETING,
CASE – WHITE ROAD PROJECT.**

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ABSTRACT

This research work was aimed to result in relevant and valid conclusions as well as recommendations, concerning the cross-border tourism collaboration, through the internet marketing tool in the White Road area. This request of cross-border cooperation extension was based on the possibilities and demand of the tourism development in the region. The foundation of the work was The Karelia ENPI CBC Programme and White Road project. Thus, the main focus was made on the Internet Marketing issue, as the modern tool to reach the foreign market and develop a tourism network in the regions of Northern Finland and the Republic of Karelia. I, Nadezda Petrova, the student of Kajaani University of Applied Sciences have worked for the White Road project as a research assistant.

The first section of this work investigates the theoretical framework, which is Internet Marketing, followed by the analyses of the current tourism situation in the Republic of Karelia, with an emphasis on 6 regions, namely: Loukhi, Kostomuksha, Kalevala, Segezha, Kem and Belomorsk. Furthermore, the research stages are explained in detail, particularly, supply and Internet potential analyses. The outcome of these analyses reveals the current tourism and Internet Marketing potential of the tourism organizations in the RK. The theoretical framework presents several theories that made the work valid and relevant, such as 10 Cs of Marketing for the modern economy (Charlesworth, 2007). During the work, 40 tourism organizations have been investigated.

Conclusive part of the whole work represents the main outcomes of the research and analyses as well as recommendations. In order to create a network of the tourism organizations in the White Road area, the web-pages of the companies in the Republic of Karelia are needed to be improved, in order to reach the foreign market. Moreover, infrastructure has to be raised to the higher level in order to create strong conditions for the tourism cooperation development.

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1. INTRODUCTION

The foundation of the following work was the research question: what are the differences in the internet marketing, especially web-pages, between Russian and Finnish organizations related to tourism in the White Road Project area?

The objective of the project work was to analyze the current tourism situation in the White Road Area, namely, Northern part of the Republic of Karelia and Northern Finland, particularly, Vuokatti, Ruka-Kuusamo and Wild Taiga. Using the knowledge about the tourism market, the number and operations of various organizations, such as tour companies, authorities, as well as schools working in the field of tourism, it would become possible to build up the network between 2 neighboring countries, using their potential for the joint products development. Furthermore, the second aim was to analyze the companies' existing cooperation, Internet Marketing, especially web-pages, in White Road Project Area, in order to be able to compare their marketing strategies as well as web-sites' content, the difference in which can be connected to Finnish and Russian cultural peculiarities as well as social needs and wants.

An inspiration idea of the following work was taken from the Cross-border project, which started in the end of November 2012 and will finish in the end of the year 2014.

Mainly, following work was focusing only on the several regions:

Russian side	Finish side
Loukhi	Vuokatti
Kalevala	Ruka-Kuusamo
Kostomuksha	Wild Taiga
Segezha	
Kem	
Belomorsk	

There are several partners, who are taking an inalienable part in the project, namely:

- 1) Kajaani University of Applied Sciences
- 2) Kainuu Vocational Colledge
- 3) Kuhmo and Suomussalmi (Idän Taiga)
- 4) Vuokatti Oy

- 5) Naturpolis (Kuusamo)
- 6) Voigt travel (The Netherlands)
- 7) Belomorsk Metropolitan Region
- 8) Loukhi Metropolitan
- 9) Kalevala National region
- 10) Kem Metropolitan Region
- 11) Segezha Metropolitan region
- 12) Kostamuksha Urban District

The lead partner is the Kajaani University of Applied Sciences.

In the project following issues about the companies and their internet marketing have been analyzed:

1. The number of the companies in different districts

From each company following information will be found:

- Name
- Web address
- Location
- Main business field (accommodation (number of beds), food services, tour operators, programme services)

2. Internet marketing

- Languages
- Form used (Vkontakte, Facebook, Webpage, Pinterest, etc.)

The following work included theoretical chapters as well as a case study, which take roots into the tourism in Karelia and cross-border collaboration with the Northern Finland.

As Internet Marketing was the base of the following work, it was essential to build up an effective and durable theoretical base. First of all, the meaning of the Internet Marketing and all of its components was defined, in order to gain insight into the internet marketing framework and be able to make valuable comparison and conclusions.

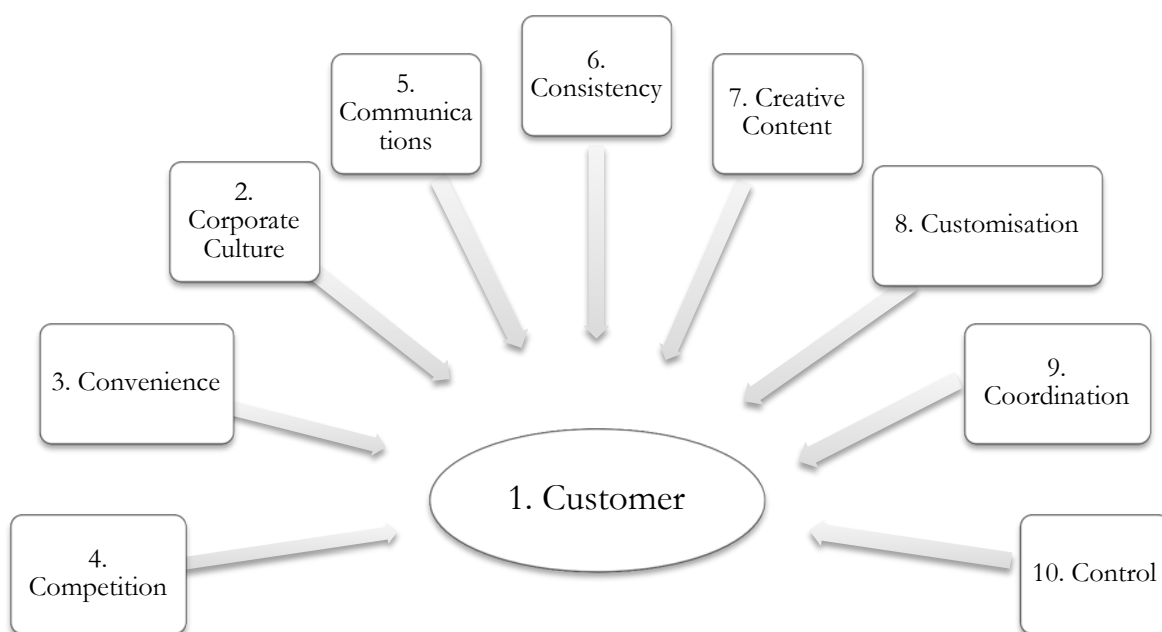
In the following work the web-sites of the tourism organizations in the Northern Karelia have been analyzed and compared with similar ones in Northern Finland, using the theoretical background and models that have been reflected in the following chapter. Therefore, it is of no small importance to understand all the marketing peculiarities as well as strategies. Firstly, it was necessary to gain insight

into the each region's features, particularly, in relation to tourism, so it would be easier to make the potential analyses.

During the work, current tourism situation in the Republic of Karelia has been analyzed as well as transport network and accommodation facilities. Moreover, all the tourism organizations have been examined and the unite database has been created, in order to make the comparison simple and convenient. As the main focus of the work was Internet Marketing, web-pages of the tourism organizations have been analyzed.

1.1 Ten Cs of Marketing

Ten Cs of Marketing model was chosen for the analyses as it provides an effective framework for marketers assessing for the modern digital market-scape from both an internal and external perspective. Following model can be used as a tool to the creation of the successful Internet Marketing, as it gives a possibility to depth analyses and investigation.



Pic.1: 10 Cs of Marketing for the modern economy. (Gay R., Charlesworth A., 2007.)

Firstly, the customer stands in the centre, as he is the main focus of any marketing driven organization. All the marketing activities should be designed so that they could achieve high levels of customer satisfaction and the Internet makes the client even more powerful and demanding with

such tools like search engine, possibility for price comparison as well as multi-channel offers. The Internet Interactivity allows faster customer feedback, an updating of content and other web-site features. On the other hand, such writers like Wind (2002) have observed “a new hybrid consumer” emerging who wants to “call, click and visit” organizations. In other words, he wants everything the best of the physical and virtual world. Web-sites have to be designed, taking into the consideration all the needs of different customers (Charlesworth, 2007).

Secondly, corporate culture stands for all the internet based operations and all the other issues connected with it, such as risks, IT architecture, front and back office systems as well as partnerships. The most important thing is the culture of continual customer centric innovations. The growth of the technological improvements requires constant and costly investments in new series and features, as without them the online operation becomes stale and fails to meet the customer expectations. All the organizations can be divided into 3 groups, such as Grasp the Nettle – visionary firm that exploit the potential of the digital tools to achieve sustainable competitive advantage, Follow the Leader – the cautious firm which prefer to see first how the market reacts and finally, a Stand Firm, that resist the adoption of the Internet within its marketing function (Charlesworth, 2007).

Convenience plays an important role, as nowadays, the Internet provides maximum convenience for its users. This could be the easy booking system, updating of prices, e-catalogues and possibilities for faster communication with the clients.

The majority of writers on strategic Internet marketing offer a limited time and space to any competitive analysis beyond Porter’s revised Five Forces (2001). Online Marketers are in a threat, however as Charlesworth (2007) observe in the new economy, that technology has made them “fast and unpredictable”. There are a number of threats that online marketers can face, for instance, new online entrants from overseas as well as traditional competitors moving online.

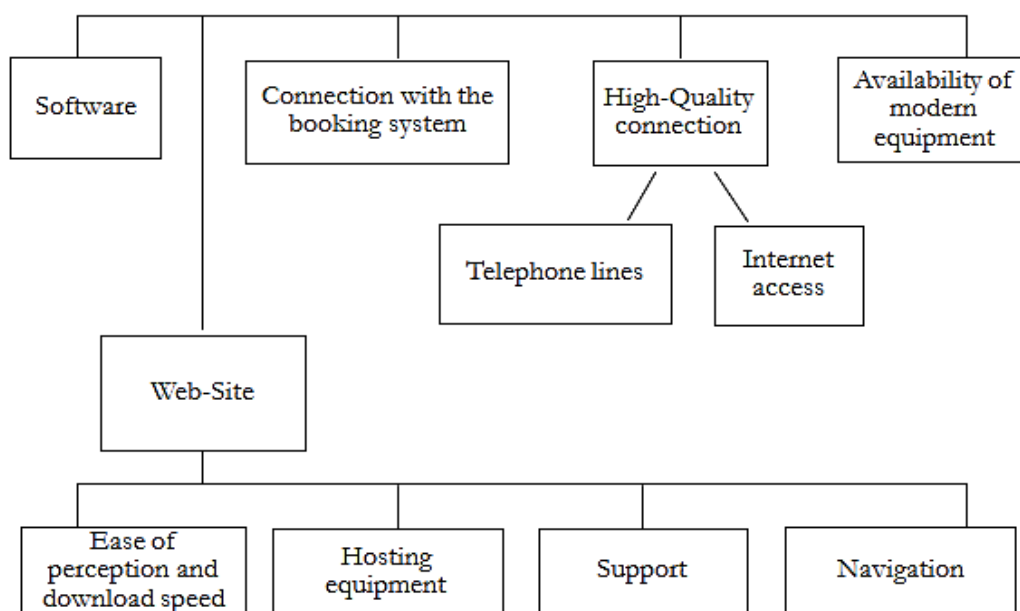
Another essential aspect is the communication, which implies the potential interactions and its outcomes between the sender and receiver that could be done for instance, through the e-mail marketing. It could be noticed that there is a majority of web-sites which are using certain chats, where company workers have a possibility to answer all the customers’ questions online. Together with the consistency, the customer becomes ensure that the company’s actions are logical and reliable (Charlesworth, 2007)

Furthermore, the content of any web-page should be creative enough as well as informative, topical, stimulating and relevant to the needs of the target market in order to make customers return there again and again as well as use web-site possibilities. To promote products and services online, the actual product creator must have a Web-site where should be provided a variety of information about products or services, and the means by which the consumer can place and pay for the order. Thus, there is a need to make creative and innovative use of information employing both technology and intuition to tease out trends and opportunities (Charlesworth, 2007)

In addition, customization is all about the personalized products and services. And last but not least, is a coordination and control, which is an actual tool to measure any online activity through the special analytics. One of those tools is CRM – customer relationship management (Charlesworth, 2007)

1.2 Level of the companies' information support

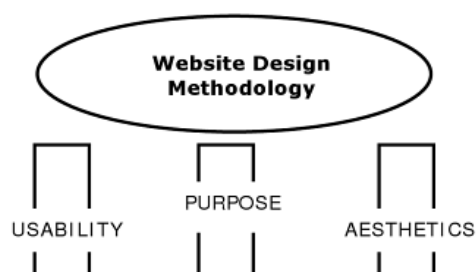
The dynamic development of the social media, the public value of which is currently rapidly growing, is closely linked with the competitiveness issue. In order to be able to differ from other companies in the market, the tourism organization should use modern ways of promoting their



product. Judging from the works of various scientists, such as Miletsky, Jason, Kotler, Smith, it became evident that Internet Marketing and the web-site itself is an inevitable part of the marketing strategy of any company. Based on the works of Smolokurov (2009) the table above has been created, that is showing the level of the companies' information support, which includes: the

availability of modern office equipment, high-quality software, which allows to serve clients without delays, connection to the booking systems, high-quality telephone communication and broadband Internet access. Therefore, evidently, the web-site of the company is an essential part of the whole marketing. Moreover, Smolokurov has pointed out the main standards of how the web-page of the company should be in order to successfully deliver all the necessary information to the potential clients, as well as to be competitive in marketing. Thus, this table shows the best correlation with the 10 Cs of Marketing for the modern economy (Gay R., Charlesworth A., 2007) and will be used in the main analyses.

In case if the approach is not structured, it is most likely that the delivered aims and scope of the web-site will be incomplete. The price to be paid for producing a poor website is getting higher and higher – in terms of missed opportunities, lost revenues, damaged reputations and so on. The Web nowadays is a busy place, with lots of competition and web users have ever-rising expectations and can very quickly move to an alternative web-page if satisfaction or interest is not speedily and substantially achieved. The structure can be also called methodology, which is an organized, documented set of procedures and guidelines. Good design methodology must include certain



general features, which are reflected in the picture 2 (Lawrence, 2007). These are: usability, which is the ease of use of a web site; purpose, which refers to the main aim that the web-site was created for and finally, meeting all the aesthetic standards.

Pic.2: Website design: the three pillars.
(Lawrence, 2007.)

One of the examples of the web-site analyses, using the above reflected models, can be an American multinational computer technology corporation Dell Inc. Baumann (2009), had evaluated the web-page of the company by its information, navigation, presentation design, visibility, traffic generation as well as accessibility. He is mentioning that the site visitors need to quickly find what they are looking for on the web-site of a company, moreover, it is essential to make customers feel comfortable and entrap them to purchase the product. Furthermore, Dell web-page offers the homepage guests the possibility to interact with the company and other customers, for instant, by reading and writing customer ratings about their products or writing in blogs. Obviously, Dell Inc. is

making use of the CRM tool. The marketing tool is further enhanced by even having a chance to inform other people via e-mail about a product or a service one found on Dell's homepage.

Baumann (2009) has also described the link between the web-site quality and companies' competitiveness, as it is an essential part of the operations of any organization. Therefore, it could be concluded, that the models that are going to be used in the following work are functioning and the majority of the organizations are pursuing that rules in order to make their Internet Marketing effective in today's world of modern technologies.

In the following work the web-sites of the tourism organizations in the Northern Karelia will be analyzed and compared with similar ones in Northern Finland, using the theoretical background and models that have been reflected in the following chapter. Therefore, it is of no small importance to understand all the marketing peculiarities as well as strategies.

2. RESEARCH AND ANALYSES

To begin with, it is necessary to describe the method of collecting the information from the tourism organizations, as it was an essential part of the research and all the conclusions were made on the assumption of the founded information. An interview was done partly through e-mail and telephone, as it is a relatively cheap tool in comparison with other methods, and moreover, it is an efficient and fast method of collecting the needed information. Altogether, 40 tourism organizations have been investigated in the regions of: Kalevala, Kem, Loukhi, Belomorsk, Segezha and Kostomuksha.

2.1 Tourism organizations' supplies

After the unite database of all the tourism organizations was made, that is presented in the Appendix part, and all the necessary information had been collected, using such data collecting methods, as telephone and e-mail interviews, it is time to make the potential analyses of all the supplies and services, that those tourism entities are able to offer.

Before making the actual analyses, the main keywords can be listed, namely: fishing, hunting, cottages, as mainly all the tourism organizations are offering following services. As it was stated in the main description of the tourism potential of the Republic of Karelia, it is becoming obvious, that

most of the tourism organizations are middle sized companies, who are focusing on the active tourism more than any other kind, as it is more affordable and economical, as the nature itself is offering all the possibilities for it. On the other side, there are also companies, who are offering various attractive and fascinating excursions all around Republic of Karelia, especially in the regions of: Loukhi, Kalevala, Kostomuksha, Segezha, Kem and Belomorsk.

Fishing and hunting are the most popular activities, which are of a high demand in the Republic of Karelia, judging from the offers of the various tourism organizations in the RK and a tourist demand. In our modern and fast pace city lives people are seeking for some remote places of rest. Thus, an exchange of civilization for the unity with nature, hunting and fishing in Karelia - this is what needed. Diversity of rivers, lakes and fauna of Karelia will not leave anyone indifferent, and a large number of game and fish will make hunting and fishing in Karelia diverse and fascinating. Moreover, companies who are offering this kind of active tourism are fully prepared for hosting international and local tourists, in other words, they are able to offer all the needed supplies, starting from the waterproof suit and ending with a fishing-rod. In order to make the staying more interesting and memorable as well as make it differ from other tourism firms, they are trying to dilute the program and add something new. For instant, they can take you to the fishing or hunting place with a snowmobile, or jeep or other kind of safari transport. As for accommodation, the perfect addition to the whole fishing trip will be staying in the Log Hut or a small cottage on the lakeside or a riverside, which will also contribute to the staying extension: the most interesting thing to know about those log huts is that there are no unnecessary staff, just what one will need for sleeping and making food, like simple wooden bed, a campfire and a kettle.

However, there are also companies, who are offering various accommodation facilities. These are: cottages, peasant's log huts, guest houses, tents and hotels. These can be Hotels themselves offering accommodation, or tourism companies, who are offering additional accommodation to various tours, like fishing or hunting as well as excursions.

With regard to the hotels' "Star" system. According to the Russian agency of legal and judicial information, only about 50 hotels throughout the country can qualify for the category of *** up to *****. In fact, to visualize what the hotel category ***** is, it is possible to visit the Moscow hotel «Baltshug Kempinski», «Metropol», «Savoy», «Tverskaya Palace hotel Marco Polo», «Olympic Penta Renaissance» - they fully correspond to the world standard *****. All the rest does not comply with the strict requirements of the classification. Therefore they can be classified in other categories of accommodation facilities, the so - called "guest houses". Their level corresponds to 1-3 stars, but

these are not “Star” hotels. Taking into account the Republic of Karelia, all the hotels are claiming to be 2-3 Star Hotels, however there is no official “Star” system applying to them in comparison with other countries, such as Switzerland or Spain. In Finland there is also no official "star" system applying to hotels and cottages, therefore, their classification in the catalogues of tour operators is relative.

Solution to the following situation might be alternative to stars classification system, or expanding it with an integration of new symbols. At the present time in the world there are about 30 national categorizing systems of accommodation facilities with different gradient symbols. In addition to the stars, there are also "key", "crown", points, and even "diamonds". As shows the experience of many countries, the use of specific mark of compliance helps the various social groups to choose a hotel for their needs. If the stars indicate the presence in the accommodation any kind of the required facilities, the alternative sign can guarantee the satisfaction of certain essential needs without overpayment for unnecessary luxury. This could be a suitable idea for the various accommodation facilities in the Republic of Karelia.

Regarding educational organizations, it is necessary to pay attention on the Belomorsk centre of tourism and local history (Belomorsk centre of tourism and local history, 2013). It is an educational complex in the forest area that includes: a one-story brick building with lecture-rooms and utility rooms, educational-training ground with a Playground for football, volleyball and basketball, camp is equipped with a camp-fire and a place for installation of tents. There are equipped classrooms of tourism and study of local lore as well as sport orientation in the centre and a class-Museum «Pomorskaya izba». The institution has all the necessary tourist and sports equipment, methodical literature, modern office equipment to conduct educational activities. At the expense of extra-budgetary funds and grant support the material base is being constantly updated and renewed. Special attention in the work is given to the implementation of the national-regional component through the sections of the educational teachers’ programs, excursions and holidays in the interior of the class-Museum ”Pomorskaya izba“. The lifestyle of the indigenous population - dwellers and Karels has gained the most interest. The exposition of the class-Museum «Pomorskaya izba» is constantly updated with the exhibits from the expeditions, allowing students to follow the original traditions of the native land (Belomorsk centre of tourism and local history, 2013).

Station of tourism, being a methodological centre of tourism and a local lore study in Belomorsk region, coordinates and provides information as well as methodological assistance to educational institutions of the city and the region on priority directions of development, education and

additional education of children, prepares and replicates methodical collections, developments and recommendations (Belomorsk centre of tourism and local history, 2013).

Students receive sport level and rank of the Young tourist of Russia, Tourist of Russia, instructor of youth tourism. Graduates have the leadership and organizational skills, they are demanded in tourist firms, in children's summer camps. They are able to run tourist complexes at the place of study in the Universities; in addition, they are studying in the higher educational establishments of Emergency Control Ministry of Russia.

Secondly, Basin Council of the North Karelian Coast is another organization worth paying attention in the way of the tourism and region development in the Republic of Karelia (Basin Council of the North Karelian Coast, 2013). It is the public organization established in 2003. The purposes of creation and activities of the organization are public promotion of sustainable development and environmental protection of the North of Karelia.

The main objectives of the organization are:

1. Creation of favourable conditions for unification of persons, interested in sustainable development of the North-Karelian coast;
2. Support of the individuals and organizations performing activities in the field of sustainable development in the region of the North-Karelian coast;
3. Improving communication and information exchange between persons and organizations involved in the activities of the field of sustainable development in the region of the North-Karelian coast;
4. Implementation of programs and projects aimed at achieving the goals and objectives of the sustainable development in the Northern regions of the Republic of Karelia;
5. Improvement of environmental conditions of the basin of the North-Karelian coast;
6. Assistance to institutions participating in the educational process in the field of sustainable development and environmental protection (Basin Council of the North Karelian Coast, 2013).

Finally, there is a certain number of tourism companies, who are offering rich and fascinating trips around the Republic of Karelia, in particular, those who are operating in the investigated regions, such as: Loukhi, Kalevala, Kostomuksha, Segezha, Kem and Belomorsk.

For example, Tour Company "Prichal", that is organizing tours for foreign and Russian tourists in Kem region of the Republic of Karelia and the Arkhangelsk region (Tour Company "Prichal", 2008). They are offering excursions, where tourists can get acquainted with the local Pomor culture, visit an ancient city centre of Kem and the Uspensky Cathedral, which is an architectural monument, which is considered to be as one of the pearls in the necklace of wooden architecture of the Russian North. They are inviting tourists to take part in the journeys: «jump in the past» on the archipelago in the «natural World», «World of spirits», «the World of the dead. » And of course, to discover the Solovetsky archipelago, as it is called, Solovki - the world monument of history, religion, culture and nature. There is nothing alike in the whole world, the place is Holy, natural Russian. In addition, tourists can take part in the journey to the Solovetsky Islands, which is an opportunity to get back to the basics, to think about ones place in this world (Tour Company "Prichal", 2008).

One more instance is a network of tour agencies "Go to Holidays". They are providing various tours and excursions throughout Republic of Karelia, and are appearing to be an intermediary between the tour company and a client. They are booking the hotel, transfer, flight, bus or train tickets, transfer as well as food and beverage. In this case an example of a tour company, offering those tours directly, is "Neva". These are actual combined tour package, which includes in itself: transportation, insurance, accommodation, transfer to accommodation as well as certain number of excursions and food and beverage.

After the examination and investigation it is possible to state some more additional aspects that unite all the tourism organizations in the Republic of Karelia. Especially, that all the companies are working and offering their services all year round, they are able to offer summer as well as winter activities, which makes them more practical for tourists as well as gives them certain competitive advantages.

Moreover, as it was already stated before, the majority of companies are concentrating on fishing and hunting. However, an important thing is that their offers, the actual tour package also include the accommodation and sometimes even transfer from the train station or an airport to the destination.

According to the analyses of the unite database of all the tourism related organizations as well as interviews, it is necessary to mention one more uniting aspect. Particularly, the size and the market orientation. In other words, the companies are focusing more on the local market, rather than International. This is mostly descended from the company's size, as the majority of investigated companies are satisfied with the current profit and inflow of local tourists, so they do not have a desire for expanding. Moreover, another reason could be the low level of development of the infrastructure in the region, such as poor quality of roads as well as accommodation.

However, judging from the interviewing, 75% of all the companies in all the investigated regions of the Republic of Karelia are willing to cooperate with International partners as well as developing and being a part of the tourism organizations network, the key words in the answers to the interview question about the participation in the cooperation were: undoubtedly, of course, on certain conditions, willing to expand. Which means they would like to expand and grow, but on "mutually beneficial terms", as it was mentioned by the manager of one of the interviewed companies. Furthermore, 4 companies have already participated in the White Road Project seminars and were aware of the project programme.

2.2 Comparison of the Web-Sites on the Finish and Russian side

The aim of the work was to develop measures for improving the use of Internet Resources, raising the attractiveness of tourist products of the Republic of Karelia. To achieve this goal it is necessary to solve the following tasks: consider the peculiarities of use of the Internet in the sphere of tourism; to conduct an analysis of tourist potential of the Republic of Karelia; to give recommendations on improving the use of Internet Resources for raising the attractiveness of tourist products of Karelia, based on the theoretical Internet Marketing background.

The design of the Web-Site of any tourism company must take into account the trail of the criteria for the work of the visitor: Person must be able to quickly find the desired information; Person must navigate, what information he had already seen, and which not yet; Person should be able to choose the information on appropriate topics.

The next stage of improving the use of Internet-technologies is of an advertising campaign of the web-site in the Internet, focused on the potential audience of a tourism company. Site promotion and advertising in the Internet is carried out through mailing lists, search engines, banners and text ads, ratings, exchange links, news services, support of content-projects and PR.

With the participation in the competition, one of the most important tools is the quality of the information. Tourists will choose the host centres mainly on the basis of the information obtained. The strategy should be aimed at organization of such a search mechanism, so that the customer had an opportunity to choose a route and plan the trip. The publication of online brochures with descriptions of popular routes can serve to stimulate the customer to buy a tour. Web-site must be readable for 99% of the audience; attractive for 95% of the audience; make an impression on the 80% of the audience; surprise 30% of the audience. The main thing in the design of the site of the tourist firm, as well as any information resource, is a fast orientation of the reader in the flow of information. When developing ways of using Internet-technologies, namely Web-site, it should be noted that, since its formation it is necessary to accompany and to update this resource.

The main criteria of evaluation of tourist servers is directly based on the 10Cs of Marketing for the modern economy (Charlesworth, 2007): informative - the volume of the submitted information, the detail of the data, use of photo - and video; navigation - structuring of information, ease of use, Web-site; technical capacity - availability of information books, the possibility to book tours, air tickets, hotels; design of a site; language; loading speed of the site and its divisions; regularity of updating of the information itself. In addition, the three pillars of the website design (Lawrence, 2007) had been taken into consideration as an auxiliary tool for the analyses.

First of all, the web-sites of the tourism organizations in the Republic of Karelia will be investigated. To begin with, it is necessary to mention, that half of the web-pages of the investigated tourism organizations in such regions as Loukhi, Kalevala, Kostomuksha, Segezha, Kem, and Belomorsk are in Russian language, which narrows the possibilities for reaching foreign tourists, as all the information is in local language. Example could be such organizations as, LLC "Keret Tour" (LLC Keret Tour, 2013) in Loukhi region and LLC "Rick" (LLC Rick, 2013), which is offering accommodation as well as fishing and hunting. Another half of the examined web-sites are offering information in English, such as JSC "Polar circle" (JSC Polar Circle, 2013), having conditions for eco-tourism: ice-diving, summer diving, children biological program as well as accommodation, and 3 web-sites have information available in Finnish, these are Village Voinitsa, which is offering accommodation and certain type of excursions, including possibilities for active tourism; tourism agency "Golden Dragon" (Tourism agency "Golden Dragon", 2013), which is offering accommodation facilities as well as tours in Kostomuksha region; tourism agency "Kotiranta" (Tourism agency "Kotiranta", 2013), who are offering such services as booking accommodation, especially cottages as well as one and several day tours to Finland and excursions throughout Karelia.

Secondly, another observation is that there are several tourism organizations that do not have their own web-site; the information on them was found through the search engine and secondary web-sites. Namely, LLC "Nereis", that is focusing on the tourism development in the region as well as technical sports and outdoor activities; Network of tour agencies "Go to Holidays", offering tours and Excursions through the tour companies, that are operating all around the world as well as offering special tours in Karelia; Tourism agency "KRASS", providing tours to Finland, Kizhi, Kivach and provide services such as, visas, insurance, provision of a minibus Ford Tranzit (13 seats), booking air and train tickets. In other words, these companies are appearing as Stand Firms that oppose the adoption of the Internet within its marketing function.

Furthermore, concerning the navigation, there is plenty of aspects that unite all the examined web-sites. All the tourism organizations necessarily have their own description, particularly, what is the company all about, what services as well as latest offers do they have and latest news. All the web-sites are informative and structured, despite the fact that they are currently updated; the data of the last renovation can be found at the bottom of the page. There is a site-menu, where the tourist can find all the necessary information about certain matters. For instant, there are prices available and description of the accommodation facilities, such as the size of the bedrooms in the cottages as well as prices. This enables the tourists to have a possibility for price comparison between a vast number of analogous offers. In addition, in order to influence the visual perception, various photos, videos and pictures both from the tourists and owners are used, which helps tourists to form a certain picture about the company and their offers. For example, on the web-site of the LLC "Vector" (LLC Vector, 2013) in Loukhi, the tourist base, located in the picturesque surroundings of the lake Pjaozero, the tourist can find pictures of the offered accommodation, so he could have an image of the overall conditions. There are also brochures presented, that the tourist can easily print out, however, just a few of the web-sites offer them. One of the most important things is the contact information, which guarantees the successful communication between the sender and receiver, as well as maps where the route of how to get to the certain destination is described. Tourists also have a possibility to send a message directly from the web-site.

In addition, it was important to know, how the tourists get to know about the tourism organizations that have been found and investigated during the research. Judging from the answers of the companies' representatives, it became clear, that in 80% of the cases it is 50 to 50, which means that the main information source are friends & relatives and Internet. However, several interviewees mentioned about the peoples' distrust to the Internet sources, because of the numerous cases of swindles. Such writers like Wind (2002) have observed "a new hybrid consumer", who prefer to

“call, click and visit” organizations. In other words, he wants something visible and tangible, like most of the Russian and foreign tourists nowadays. Therefore, the certain number of tourism organizations are trying to avoid relying on the Internet source and invest in it. Moreover, the small size companies have their own formed loyal customers, who are aware of the services and coming back again and again, thus, these organizations are trying to keep with them.

When comparing the web-sites of the tourism organizations in the Republic of Karelia with ones in Finland, it is necessary to mention the company’s orientation, as the design of the web-pages is also depending on that. If most of the Russian tourism organizations are of small size and focusing more on local market, Finnish tourism organizations are internationally focused, this is also shown by the language of the web-pages, which is in Finnish, English, German and Russian. The actual set of the web-pages are all the same: web-site menu for a better and easier navigation, description of the facilities and services offered, as well as prices, maps, photographs, routes, contact information.

However, there is a certain number of differences. Firstly, is a network system, which is clearly shown on the web-site of Kuhmo and Suomussalmi - Idän Taiga (Wild Taiga, 2013). In particular, on their web-site they are reflecting all the information concerning 5 regions, which are Kuhmo, Suomussalmi, Hossa, Ukkohalla and Vuokatti. This web-site is an original network of all the cooperating tourism organizations that are somehow working in the following regions, as well as accommodation facilities and even such services as restaurants and equipment rentals. There, the tourist is able to find the brochures, which can give more information about Kainuu region as well as Wild Taiga, as well as photographs and videos for a better visual perception. Moreover, this online network holds the survey for measuring the customer satisfaction, which is one of the efficient ways to improve the customer service. In other words, they are coordinating and controlling their online activity, with a use of the CRM tool, unlike the tourism organizations in the Republic of Karelia, where CRM does not go beyond phone and e-mail interaction. However, the navigation and general structure of the web-sites are similar, except the language variety, tourism organizations network system and customer relationship management.

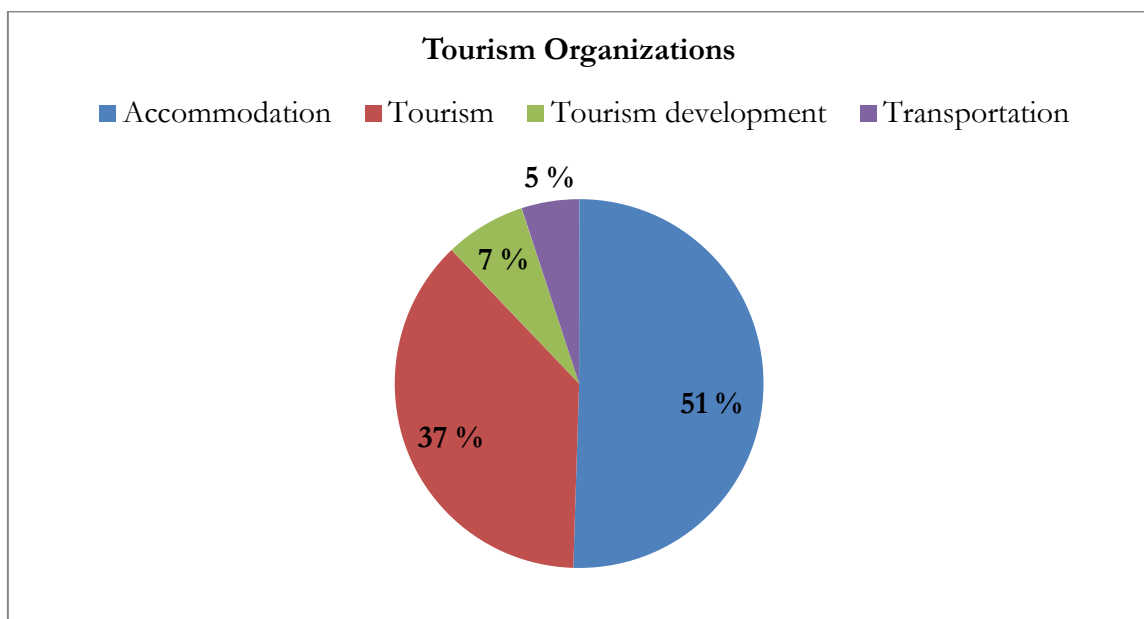
Hence, it would be convenient to create the similar database of all the tourism organizations in the White Road area, especially if judging from the interview, 75% of the companies are willing to be part of the chain. Moreover, in when comparing web-sites of the tourism related organizations in the Republic of Karelia, it is also becoming visible that there is still lack of the new technologies introduction. Such as mobile phone applications and networking system. The majority of the companies are not reaching the European standards and are operating more on the local market:

even though they are willing to expand, it is a step that most of them are fearful to do, but with the help of the cooperation and proper impact, it is possible to change the situation.

1.1 Companies' classification

After the research of the tourism organizations' supplies and Internet marketing it became possible and logical to classify all of them into several groups, by certain characteristics. First of all, companies can be divided into 3 groups, namely: accommodation, transportation and tourism. Further the division will be made, taking into account their location, size, tourism potential and Internet Marketing.

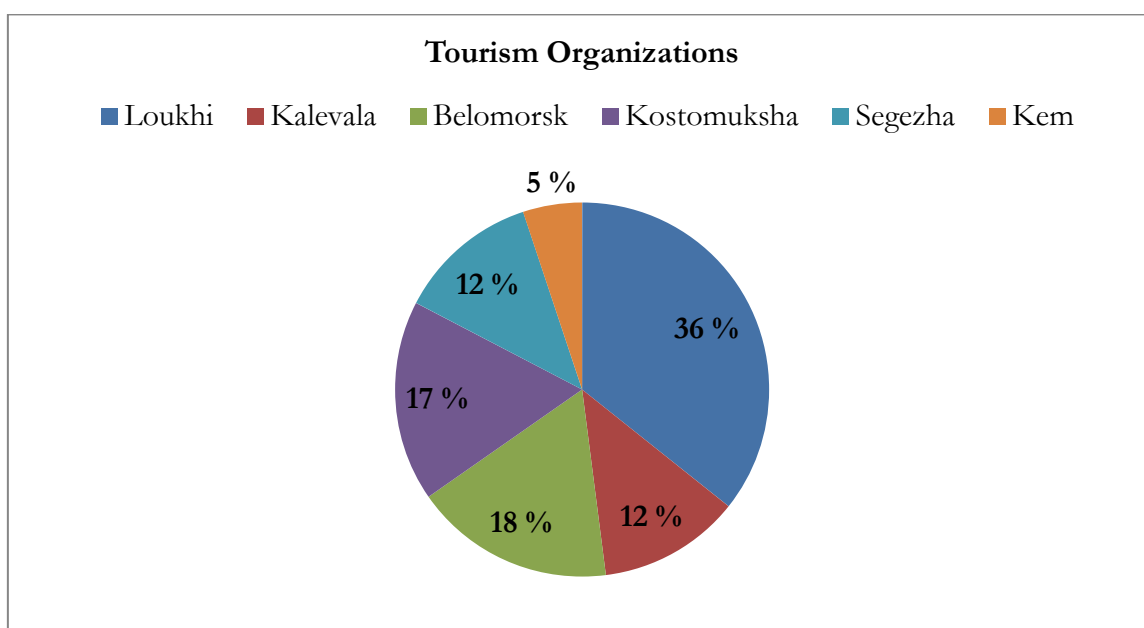
To begin with, the following statistics shown below indicate the number of various companies in the regions of the Republic of Karelia, namely: Loukhi, Kostomuksha, Segezha, Karelia, Kem and Belomorsk. Apparently, all the tourism organizations have been divided by offered supplies and scope of activity, particularly: accommodation, tourism, tourism development as well as transportation.



After the examination of the statistics it could be seen, that the majority of all the tourism related companies in investigated regions are offering accommodation and various tourism activities, which was described in more details in the chapter of the supply analysis. It is necessary to mention, that some companies, who are focusing on tourism activities only, are also offering a certain kind of accommodation, such as guest houses or cottages. However, they are not part of the "accommodation" group, as it is their secondary supply that belongs to the company and the most

of the focus is made on active tourism as well as excursions. It is visible, that there is only 5% of the companies, who are focusing on transportation, which is a small amount on the one hand, and appropriate on the other: in first case, because there are 6 regions of the most interest in the White Road project framework and these companies are covering most of their territory, however, in the second case these are small companies, and the amount could count several more companies, or one company, that would cover the whole area of the Republic of Karelia, for instant, similar to Matkahuolto or Pohjolanmatka in Finland, thus, this could be the way for improvement, as this would simplify the process of reaching certain tourist destinations. Finally, 7% are focusing on the tourism development, which is the centre of tourism and local history in Belomorsk, Basin Council of the North Karelian Coast and LLC "Nereis" in Loukhi, who are focusing on the development in the region of technical sports and outdoor activities.

Nextly, the companies have been divided by the regions, to be specific, the number of the tourism related organizations in each region that can be seen in the following diagram.



Judging from the shown statistics, it is becoming obvious, that most of the tourism organizations are located in Loukhi, Belomorsk and Kostomuksha regions. This can be interpreted by the location: Loukhi has a close position to the Paanajarvi National Park, White Sea, other tourism attractions as well as transportation connection - highway from Murmansk to Saint-Petersburg is lying through this city as well as a railway; Belomorsk is famous for its monument artifacts, such as White Sea petroglyphs and closeness to Solovetsky Islands; Kostomuksha is close to the Finnish border, and have possibilities for the cross-border collaboration, for instant it takes about 2 hours to get from

Kajaani to there (137 km), moreover this city has the second biggest population number after Segezha – 28 433 thousand.

As part of the main objective was to analyze the Internet Marketing in each region, following diagram was made. Statistics below show the percentage of the companies whose web-sites are meeting the standards of the Internet Marketing, based on the 10 Cs of Marketing for the modern economy (Charlesworth, 2007). This means, that the web-sites are informative, interactive, up-to-date, visualized, communicative, simple to navigate and are in several languages.

78 % of the companies in Loukhi have their own web-site, which are meeting all the standards, described in the theoretical part, and 22% do not. However, even though the web-sites are appropriate, there is still a difference, concerning languages. Within 78% of all the companies, 27% are in Russian and English and other 51% of the web-pages are only in Russian, which can be explained by the companies' focus on the local market.

100% of all the companies in Kalevala have their own web-sites, which are meeting the mentioned above standards; nevertheless, there is a language difference. In particular, 40% of them are in Russian, English as well as Finnish, which can be explained by the closeness to the Finnish Border and interrogation with the Finnish tourists, and 60% of them are only in Russian.

57% of all the tourism organizations in Belomorsk have their own web-sites; however, all of these web-pages are in Russian Language.

71% of all the tourism companies in Kostomuksha are using Internet as the Marketing tool, moreover, it is necessary to notice their web-pages are in Russian, Finnish and English, which can be interpreted by the location, which is near the Finnish border, despite the fact, that the cross-border tourism there has being and is developing steadily.

80% of the tourism organizations in Segezha are actively using Internet; however, all of their web-sites are in Russian language. Last, but not least: all of the tourism companies in Kem have their own Internet Source; moreover, all of them are in Russian and English.

All in all, when taking into consideration the statistics shown above, it is possible to unite all this data and count how many of the companies in the investigated regions are meeting the main requirements. Only companies, who have their web-pages translated in English and Finnish, have been counted. Thus, only 43% of all the tourism organizations that have their own web-pages are meeting all the requirements, that were developed based on the 10 Cs of Marketing for the modern

economy (Charlesworth, 2007). Therefore, those companies have the most Internet Marketing as well as tourism potential for the further development.

3. CONCLUSION

The main intention of this work was to find out the differences in the internet marketing, especially web-pages, between the organizations related to tourism in the White Road Project area, as well as to make valid analyses, conclusions and recommendations, that would contribute to the further research and development of the possible solutions as well as enhancements of the cross-border collaboration in the project area. The White Road project at the head of the Karelia ENPI CBC programme is the beneficiary of this research and acted as a commissioning party. The actual research is based on the possibilities and demand of the tourism development in the region. In addition to that, the outcomes of the investigation and analyses would contribute to the further cross-border collaboration development; therefore it would offer opportunities to achieve the foreign market through the essential Internet Network. The basic prerequisites for the research handling were provided by the White Road project.

In order to reach foreign customers and provide them a high tourism service, it is necessary to develop a strong tourism base, including the infrastructure as well as tourism-organizations' unite network. Currently, there are a huge number of governmental projects taking place that are focusing on the cross-border and regional development. Moreover, the natural resources of the Republic of Karelia are very diverse: mild winter and warm summer, a variety of landscapes, as well as an abundance of opportunities for the development of tourism - fishing, hunting, collecting mushrooms and berries. The presence of mineral springs allows developing a resort vacation. Water tourism in the summer, and in winter, snowmobiles, cross-country skiing routes make it possible to develop ecological tourism on the territory of the Republic throughout the calendar year. The tourism potential of the Republic of Karelia shows that there are recreational resources in all regions. Nature monuments and protected areas are of special interest and value. They have the greatest cultural and educational potential. There is no doubt that fishing and hunting tourism in these areas deserve the most careful attention and support of both Republican and municipal levels.

The presence of such a rich cultural and natural potential allows the Republic of Karelia to win strong positions in the world tourist market, however, the reality differs. Sufficient tourism industry implies the existence of not only the natural reserves and architectural monuments, but also the

presence of the cultural industry. At the present time this side of the tourism is slightly developed in the Republic. All possible cultural institutions are concentrated mostly in the capital of Karelia, in other cities besides the houses of culture and history museums; there are no major sporting, theatrical, entertainment institutions. This is a shortcoming in the assessment of the tourist potential of Karelia.

The lack of accommodation facilities in recent years is rapidly eliminated. There are plenty of projects taking place and therefore, it is believed that in the nearest future the level of hotel service will be raised, which will contribute to the development of the international tourism. Currently, the tourist companies in the Republic of Karelia offer more than hundreds of different routes, depending on the degree of comfort and value. Low cost tours with a reduced level of comfort of residing are not pushing back the Russian tourists wanting to partake of the nature, at the same time for foreign tourists lack of normal conditions of rest is a huge disadvantage. Thus, accommodation services have to be raised to the European standards, in the case of star system the introduction of alternative insignia will help Russian hotels and hostels to attract tourists with the use of national specifics as well as protect them from unpleasant surprises.

Another problem that tourism can face in the Republic of Karelia is infrastructure. Therefore, the transport network have been analysed in detail and it became clear that roads should be examined separately, as there is a lot of development needed. Integration of the modern technologies has to be done; repairs should be conducted; enterprises have to renew their fleet with new machinery as well as equipment.

With the regards to the tourism organizations' supply analyses, the research showed, that there is a wide majority of the middle sized tourism organizations that are willing to expand and be a part of the unite tourism network. However, they are in need of the motivation push, as they are afraid to try the ground in the International market by themselves at first, moreover, it is necessary that the cooperation will be beneficial for both sides. Furthermore, most of the organizations in the RK are middle sized, focusing on active tourism, which is hunting and fishing. With regards to the Internet Marketing the statistics reflected, that the percentage of the web-sites, that are meeting the main requirements is smaller, than those, who do not. This means, that these companies have their web-site only in Russian or do not have the web-page at all. Therefore, this makes it difficult for the company to reach the foreign customer as well as partners. Moreover, it also means that these companies are Stand Firms that resist the adoption of the Internet within its marketing function. It could also be concluded that it is 50 to 50 in most cases that customers get to know about the

company through Internet as well as their friends & relatives. Which means, that most of the companies have their loyal customers and that they are choosing the cheapest marketing tools.

It is necessary to mention, that there is also a difference between Russian and Finnish people's attitude towards the Internet Marketing. Russian people mostly show distrust to the Internet sources and prefer to buy the tour directly from the company, rather than through their web-page. This could be changed through the web-site improvement, particularly, reflecting the opinions and experiences of the tourists, and use of CRM tool.

In addition, the information availability should be increased, in order to be open to the foreign market and there is also an essential need to make creative and innovative use of information employing both technology and intuition to tease out trends and opportunities.

All in all, the following research have shown the tourism as well as Internet marketing potential of the tourism organizations in the White Road area, which will contribute to the further cross-border development and marketing expanding through the up-to-date modern technologies.

APPENDIX: Database of all the investigated tourism organizations

Loukhi Region							
Name of the company	Location	Accommodation and main Facilities	Main Activities and Services	Contact s	Web-Site	E-mail	Interview
Cottage base "Niska"	Republic of Karelia, Loukhi region, s. Zasheek	Cottages for 5-6 people: 19 rooms	Accommodation facilities, fishing, snowmobile safari, boat rental, sauna	8 (499) 755-62-06 8 (967) 025-57-55	www.bazaniska.ru (currently unavailable)	info@bazaniska.ru	Interviewed
Hotel "Severnaya Ekspeditsiya"	Republic of Karelia, Loukhi region, s.Chupa, st. Zheleznodorozhnaya, 25	Accommodation	Accommodation facilities, fishing, hunting, excursions to the museum of local lore	(814-39) 4-11-25 (from 9-00 to 17-00), 4-11-65 (from 20-00 to 8-00), 8-921-4580143	No web-site	—	Interviewed
Recreation centre "Laydasalma"	Republic of Karelia, Loukhi region, s.Pyaozerski, st. Molodezhnaya, 4-17	Accommodation	Accommodation facilities, Fishing, Hunting, snowmobile, boat	8 91142677 77, 8 92172613	http://vika.onego.ru/ru/ (RU)	laydasalma@mail.ru	Interviewed

			rental	08			
PAANAJÄRVI Wilderness Center	Zipringa - Paanajärvi wilderness is located in Karelia Republic, close to the Finnish border	Accommo dation	Accommodation facilities, 3 apartments, each for 12 persons; Electric saunas in all apartments	+358 (0)40 7094 711	http://www.erakeskus.com/ (EN)	juho.kettunen@e rakeskus.com	Interviewe d
Hotel "Solo"	Republic of Karelia, Loukhi region, s. Solovetskiy, st. Kovakeva 8	Accommo dation	Accommodation facilities	8 (921) 492-80- 85, 8 (818 35) 90- 246	http://www.solo-vky.ru/ (RU)	solo- vky@yandex.ru	Not Interviewe d
Hotel "Remstroykonstr ukciya"	Republic of Karelia, Loukhi region, s. Loukhi, st. Sovetskaya, 83	Accommo dation	Accommodation facilities	5-10-85, 51-60-19, 51-60-35	No web-site	—	Not Interviewe d
LLC "Nereis"	Republic of Karelia, Loukhi region, s. Chkalovsky	Comfortab le hotel for 22 seats in s.Chkalovs ky	Development in the region, technical sports and outdoor activities.	(814-39) 4-45-22; 8 921 400-07- 94	No web-site	—	Not Interviewe d

JSC "Polar circle"	Republic of Karelia, Loukhi region, s. Chupa, st. Pioneer, 42	Hotel "Polar Circle"; Diving center, children's camp, dolphinarium, excursion center and spa.	Eco-tourism: ice-diving (January-April), summer diving (May-November), children biological program (June-August)	8-925-381-22-43, 8-495-925-77-99	http://www.ice-diving.ru/ (RU,EN,CZ)	sever@dive.ru	Interviewed
LTD "Agricultural Complex - Aurelia "	Republic of Karelia, Loukhi region, s. Chupa, st. Pioneer 74-27	5 Guest Houses; 1 Fishing Hut; 1 Guest Complex "Chupa"	Sport fishing, hunting, camping.	8 (921) 523-45-30 (administrator); 8 (921) 701-02-12 (manager); 8 (921) 450-58-08 CEO	http://aurelia.ru/ (RU,EN)	aurelia-chupa@yandex.ru aurelia.chupa@mail.ru	Interviewed; has participated in the project seminars
LLC "Keret Tour"	Republic of Karelia, Loukhi region, s. Chupa, st. Cludanaya 15	Guest house in s. Chupa; Guest House in s.	Fishing, hunting, swimming with the yacht crew, sailing training	8 (921) 463-32-13	http://www.whitesea.ru/index.html (RU)	kerettour@mail.ru	Interviewed

		Keret					
LLC "Rick"	Republic of Karelia, Louhi region, s. Chupa, st. Clubnaya 7a	Guest house in s. Keret; Guest house in "Kuvikanda" fishing area; sail-motor yacht; peasant's log hut ("Izba") in "Nikolskaja" fishing area	Fishing, Hunting.	8 (921) 468-49-19; 8 (921) 625-37-13	http://www.beloemore.com/start/(RU)	Only possible to send the message through the website	Interviewed
LLC "Green House"	North Karelia, Louhi region, one kilometer from the village "Plotina", 50 meters from the Loukhi lake.	Cottage "Prostor"; Room in a wooden house	Fishing, Hunting.	8 (962) 697 99 59; 8 (921) 355 98 84	http://www.greenplotina.ru/ (RU)	greenplotina@gmail.com	Interviewed
LLC "Vector"	Republic of Karelia, Loukhi region, s. Pjaozersky, st. Zelenaya, 2a.	Tourist base, located in the picturesque surroundings	Fishing, Hunting.	8 (499) 755 62 06; 8 (967) 025 57 55; 8 (921) 467 39 94; 8	http://www.bazaniska.ru/ (RU)	info@bazaniska.ru	Interviewed

		gs of the lake Pjaozero		(921) 467 39 94			
"Basin Council of the North Karelian Coast"	Republic of Karelia, Loukhi region, s. Chupa, st. Korgueva 7a.	Active promoting the development of tourism on the coast of the White Sea, which was created in 2003 for the public to promote sustainable development and environmental protection in North Karelia. A learning center where you can get information about the rest of the territory of the coast, tourists, travel agencies of Louhi region, itineraries, etc. The center organizes environmental and geological excursions. This project is carried out at the expense of the charity fund "Lighthouse" and is led by the World Wildlife Fund.	Chairman of the Board: 8 (921) 523 4498, Chief: 8 (921) 451 6051	http://www.basincouncil.ru/ (RU,EN); http://www.whitesea.onego.ru/index.htm (RU); http://www.kareliacoast.ru/page1.php (RU,EN)	chupayachtclub@mail.ru; den_diordiev@mail.ru; coast_c@onego.ru;	Interviewed	
Kalevala region							

Kalevala tourism centre	Russia, Republic of Karelia, the settlement of Kalevala, Sadovaya Street 2	Tourist centres,hotels ("Sampo" Hotel)	Excursions	8 (921) 014 66 22 8 (921) 728 05 59 8 (921) 010 72 82	http://kalevala.sampo.ru/index.shtml (RU,EN,FR,GE); Vkontakte - http://vk.com/club20336455	expresst@onego.ru	Interviewed
Fishing club "RUSS"	Republic of Karelia, Kalevala region	Accommodation services in the guest house "Vaikulskoe"; Accommodation services in guest house "Kainalainen"; Cottage "Hirmushjarvi"	Recreation, Fishing, Hunting, Accommodation facilities	(495) 483-34-88, 8 (905) 535-21-23, 8 (963) 693-46-67	http://fishing-russ.ru/ (RU)	5143337@mail.ru fishing-russ@mail.ru zorge257@mail.ru	Interviewed
Hotel "Kalevala"	Republic of Karelia, Kalevala region, Prionezhskiy region, st. Kosalma	Accommodation service	Accommodation facilities, active tourism, sauna, excursions around Karelia	8 (8142) 78 86 14 8 (8142) 78 86 15	http://www.kalevala-hotel.ru/ (RU)	hotel-kalevala@rambler.ru	Interviewed

Tour Company "Velt"	Republic of Kalelia, Kalevala region, st. Sovetskaja 28a	Accommodation services: Hotel "Velt"	Tours and accommodation facilities in the Northern Karelia	Moscow: (495) 981-07-66, Saint-Petersburg: (812) 441-25-35, Saratov: (8452) 74-80-67, Perm: (342) 201-70-41, Chelyabinsk: (351) 245-40-15, Yekaterinburg: (343) 287-04-57, Tyumen: (3452) 56-57-16, Novosibirsk: (383) 246-14-17, Kiev: +38 (044) 390-74-55	http://kalevala.com.ru (RU); http://www.velt.kk.ru/ (RU)	trips@onego.ru	Interviewed
Voinitsa: Runesinging old Karelian village	Republic of Karelia, Kalevela region	5 Peasant's log huts ("Izba")	Excursions, Fishing, Hunting as well as Freight services	8 (81454) 4 20 63 8 (921) 010 5761; Information bureau of Boinitsa village in Moscow (Vuonnisen kylän Moskovon Toimisto) - 8 (919) 101 6223 (from 20 to 23 on weekdays)	http://www.voinitsa.ru/ (RU,FI)	igor.egorov@list.ru; <i>Information bureau of Boinitsa village in Moscow - e-mail:</i> vkmt@voinitsa.ru	Interviewed
Belomorsk region							

LLC Travel agency "Karelia"	Republic of Karelia, c. Belomorsk, st. Grusdeva 19A; c. Petrozavodsk, st. Rigachina 3.	Guest house near "Mikhailovskie" lakes; Guest house "New Mashesero"; Hotel "Onega"; tourist centre "Uya"; Campsite	Accommodation facilities, Excursions, Fishing, Hunting.	8 911 410-67-19; (8142) 796-128; 796-129	http://www.turkarelia.ru/ (RU)	nord-hunting@mail.ru	Interviewed
Hotel "Brandvahta"	Republic of Karelia, c. Belomorsk, st. Port-Shosse 36	Floating Hotel	Accommodation facilities	8 (911) 410-6719	No web-site	—	Not Interviewed
Hotel "Gandvik"	Republic of Karelia, c. Belomorsk, st. Pervomaiskaya 18	Accommodation	Accommodation facilities	(8142) 57-55-40, (81437) 5-12-93, 5-25-69	No web-site	info@karelia-open.ru	Not Interviewed

LLC Travel agency "Gipperboreya"	Republic of Karelia, Belomorsk region, s. Pushnoi, st. Kalinina 1a-4	Motel "Pushnoi"	Accommodation facilities, Fishing, Hunting.	(81437) 39-331	http://www.shuezero.ru/ (RU)	shuezero@mail.ru	Interviewed; has participated in the project seminars
Tour Company "Belomorje"	Republic of Karelia, Belomorsk region, c. Belomorsk, st. Voronina 8	Hotel "Belomorje"	Accommodation facilities, Thematic tours, Excursions, Fishing, Hunting.	(81437) 5-42-00	http://belomorje.com/ (RU)	blt@onego.ru	Interviewed; has participated in the project seminars
Belomorsk centre of tourism and local history	Republic of Karelia, Belomorsk region, c. Belomorsk, st. Lomonosova 21	No accommodation provided	Additional children education; support of healthy and safe lifestyle, environmental culture; establishes an active interaction with the schools in the city and district in the way of tourist-local-historical activities; implementation of training modules and projects;	(81437) 5-32-90	http://vigtur.karelia.info/ (RU)	vigtur2000@yandex.ru	Interviewed

			recreation for children and their parents.				
Network of tour agencies "Go to Holidays"	Republic of Karelia, Belomorsk region, c. Belomorsk, st. Portshosse 1	Accommodation is provided through the tour company "Neva" and other tour companies, that are operating all around the world as well as offering tours in Karelia	Tours and Excursions are provided through the tour companies, that are operating all around the world as well as offering tours in Karelia	8 953 538 6800; 8 911 669 7770; 8 911 409 1015	No web-site	iv.travel@yandex.ru	Not Interviewed
Kostomuksha region							
Tourism Agency "Golden Dragon"	Republic of Karelia, Kostomuksha region, c. Kostomuksha, st. Anttikainena 31-12	Cottages in Kostomuksha region as well as	Accommodation facilities and Tours	8 921 2235789; +358 44 2615 400	www.drakontravel.ru (RU,FI)	frtrus@frt.fi; frt@frt.fi	Interviewed

		Finland					
Tourism Agency "Kotiranta"	Republic of Karelia, Kostomuksha region, c. Kostomuksha, st. Oktyabrskaya 7 - office № 31	Guest House "Kotiranta" in Kalevala; currently building new own hotel "House of the fisherman and the hunter" in Kostomuk sha	Booking accommodation (cottages) in Finland; Tours to Finland, one day and several days; Excursions throughout Karelia	(81459) 7-80-30 (81459) 7-81-30	http://kotiranta-tour.ru/(RU,FI)	kotiranta-tur@onego.ru	Interviewed
Guest House "Vuara"	Republic of Karelia, Kostomuksha region, st. Voknavolok	Accommodation	Accommodation facilities, bicycle rental, fishing, child care, escursions	8 (921) 461-85- 63	http://vuara.ru (currently unavailable)	juli_filippova@mail.ru	Not Interviewed

Hotel "Aina"	Republic of Karelia, Kostomuksha region, c. Kostomuksha, st. Mira 9A	Hotel with luxe and standard rooms	Accommodation facilities	(81459)76461	No web-site	—	Not Interviewe d
Hotel "Podkova"	Republic of Karelia, Kostomuksha region, c. Kostomuksha, st. Podkova 2	Cottages for 2-8 people	Accommodation facilities	89214 52240 2; (81459) 71560	http://www.napodkove.ru /(RU,FI)	—	Interviewe d
Hotel "Fregat"	Republic of Karelia, Kostomuksha region, c. Kostomuksha, Prigranichnoye Shosse 13	Hostel and Cottages	Accommodation facilities	8 (814 59) 7- 52-53	http://fregat-hotel.ru/ (RU,FI)	fregatln@onego. ru	Interviewe d
Ltd. Matka-Kos	Republic of Karelia, Kostomuksha region, c. Kostomuksha, st. Internacionalnaya 12- 81	Accommo dation facilities during tours - Tents	Tours to Solovki and White Sea, River Rafting on river Pisto, Fishing, Skiing and hiking in the natural reserve "Kostomukshsky", Safari, Tours to Finland	(814- 59) 7- 75-80	http://www.raft- tour.info/(RU,EN)	zakharov@oneg o.ru	Interviewe d

Segezha region							
Ltd. "Rapid"	Republic of Karelia, Segezha region, c. Segezha, st. Spiridonova-27	No accommodation provided, but booking accommodation through other providers in possible	Carriage of passengers (tourists) to the places of active tourism (river Onda, Chirko-Kem, Shuya and such)	(81431)44430, (81431)44526, 8921 7023994, 8911 4096865	http://rapid.onego.ru/ (RU)	ooo_rapid@onego.ru	Interviewed
Guest House "Vetreniy Poyas"	Republic of Karelia, Segezha region	Accommodation	Excursions, Fishing, Hunting	89212207521, Director: 89218010501, 89212206474	http://www.topaz-tur.ru/ (RU)	topaz@onego.ru	Interviewed; has participated in the project seminars
Guest House "U Stepanycha"	Republic of Karelia, Segezha region, st. Popov Porog, lake Segozero	Accommodation	Active tourism, fishing and hunting, water-rafting	89535316965	http://www.popovporog.ru/ (currently unavailable); Vkontakte - http://vk.com/club35746274	popovporog@bk.ru	Interviewed

Hotel "Segezha"	Republic of Karelia, Segezha region, c. Segezha, st. Lesokulturnaya 4	Accommodation	No other services provided	8 (921)604- 12-66; (81431) 73637	http://hotel.segezha.biz/ (RU)	g.k.s@inbox.ru	Interviewed
Tourism agency "KRASS"	Republic of Karelia, Segezha region, c. Segezha, st. Antikainena 12	No accommodation provided	Tours Finland, Kizhi, Kivach; Provide services such as: - Visas; - Insurance; - Provision of a minibus Ford Tranzit (13 seats); - Booking air and train tickets.	(814) 314-48- 00; 8- 981-401- 28-48	No web-site	krass@onega.ru	Not Interviewed
Kem region							
Ltd. Tour Company "Prichal"	Republic of Karelia, Kem region, c. Kem, s. Rabocheostrovsk, st. Nabereznaya 1	Tourist complex "Prichal" (8 - 2 Floor cottages)	Organizing tours for foreign and Russian tourists in Kem region of the Republic of Karelia and the Arkhangelsk region.	(81458)3 5-360; 2- 10-77; 7 (814 58) 56060	http://prichalrk.ru/ (RU, EN)	prichal@onego.ru	Interviewed

Official web-site of the Kem city	http://kem.onego.ru/kem/(RU)	Information	Information on accommodation, museums, tourism, transportation and programmes	—	http://kem.onego.ru/kem/(RU)	—	
Ltd. Tourism Agency "Aista"	Republic of Karelia, Kem region, c. Kem, st. Puetnaya 5A	Hotel "Kuzova", Restaurant	Tours to Solovetskye islands, Fishing; transfer to the berth	8 (81458) 2-22-57; (81458) 2-22-59	http://kuzovahotel.ru/(RU,EN)	aista@onego.ru	Interviewed