

Cultural tourism and sustainable development

Results of the cooperation of the state authorities of Finland and the Republic of Karelia on cross-border territories

Publications of the Ministry of Education, Finland 2003:27



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Petroglyphs on the shore of Lake Onego. Photo by Igor Georgievsky

Foreword

Sustainable cultural development preserves and strengthens the characteristic features of the social environment creating conditions for the increase of the well-being of the citizens. Nowadays a great experience has been acquired in the development of eco, youth and cultural tourism in Finland and the Republic of Karelia. Tourism based on the principles of sustainable development is an important factor of spatial development, job creation and economic growth in these regions as well as the preservation and use of cultural and historical monuments.

Geographical borders and cultural ties of Finland and the Republic of Karelia determine the fact that many objects of eco and cultural tourism, water and land routes stretch throughout both regions. Due to this the promotion of cooperation is expedient according to the opinions of both sides. It is necessary to assist and promote the development of cultural tourism between our countries. Mutual effects that appear during the tourist trips help to promote culture and art both in Finland and the Republic of Karelia. International tourism with cross-border routes opens absolutely new perspectives of development.

Cooperation of the state authorities of culture in Finland and the Republic of Karelia in the sphere of sustainable development of cultural tourism provide examples of linking TACIS and INTERREG projects. The importance of these examples lies in the incentive for more active and close intergovernmental interaction between state authorities of education and culture of Finland and the Republic of Karelia and other organizations, which are interested in the development of cross-border territories. State institutions and authorities of the European Union and the Russian Federation as well as the projects' initiators and performers are taking part in this cooperation. This publication introduces a real example of how it is possible to develop such cooperation systematically and with no prejudices. Efficient network partnership is possible on condition that jointly planned activities are carried out by responsible and interested specialists. The main result of the network partnership is reaching publicity and transparency, which in its turn favours new initiatives and the culture of effective work.

This publication is prepared by the secretary of culture of the Ministry of education of Finland Tarja Mäkinen and the specialist on foreign affairs of the Ministry of culture of the Republic of Karelia Natalia Rekunova. An editorial group comprising special government advisor Paula Tuomikoski, senior advisor Pirkko Liisi Kuhmonen and special government advisor Olli Saarela assisted them in this work. The publication was translated into the Russian language by Natalia Rekunova and into the English language by Natalia Sidorova.

11.4.2003

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Resume

In 2000 the department for cultural, sport and youth policy of the Ministry of education of Finland, the Ministry of culture, the Ministry of education and youth of the Republic of Karelia and the State center on physical culture, sport and tourism of the Republic of Karelia initiated the cooperation on promotion of tourism development between Finland and the Republic of Karelia. The work started after the consultations where it was stated that cultural tourism offers unique opportunities for cooperation between our countries and the distribution of information concerning the principles of sustainable development. In this respect it was decided to include youth and eco tourism in the frames of the term "cultural tourism". The actual cooperation was initiated at the seminar on sustainable development of cultural tourism in Petrozavodsk in May 2000. Three more seminars devoted to the development of cultural tourism were held during 2000-2002 that resulted in singling out five project lines of the cooperation.

During the seminar in Petrozavodsk the representatives of cultural, youth and eco tourism and state authorities elaborated the general principles of sustainable development, which were put together in the final resolution of the seminar. This resolution particularly emphasizes the necessity of cultural tourism development taking into account the needs of a tourist object and local population. Tourism can permanently support tourist objects, traditional ways of living and cultural heritage when it is based on the originality of a tourist object and its unique nature and if tourist service income remains with the local population. At the same time tourism is a cultural exchange, which contributes to a deeper and more profound perception of a tourist object. After the principles of sustainable development had been developed, another meeting was held in Kuhmo in autumn 2001. It was devoted to the development of the projects on cultural tourism and entrepreneurship in the sphere of tourism. The next seminar took place in Helsinki in winter 2002. Its aim was to assist the search of project partners both in Finland and the Republic of Karelia and to inform the participants on the INTERREG program. In summer 2002 the representatives of Finland and the Republic of Karelia met in Joensuu in order to combine projects under certain

themes and to study the operating principles of TACIS and INTERREG programs. The decision to prepare this publication in order to introduce such form of cooperation was made in Joensuu as well.

Besides the seminars the main instrument of the cooperation is an electronic information network. The Ministry of education of Finland and the Ministry of culture of the Republic of Karelia introduce the projects on the Internet pages, which give access to the development of each project and possible participation. Information on the Internet pages in Finnish and Russian can be found at: www.minedu.fi/opm/hankkeet/sisu/ulttuurimatkailu_karjala.html.

In 2000-2002 the use of the Internet and an electronic mail in the Republic of Karelia tremendously increased providing access to the information distribution. A special KEKE working group comprising the specialists of the culture and media division and youth policy division of the Ministry of education of Finland was established in order to coordinate joint activity. The name of this group comes from the term "sustainable development" in the Finnish language (KEstävä KEhitys).

As a result of the cooperation, meetings of specialists and presentation of project ideas five project lines were selected for further development. These project lines include whale-watch tourism, bird-watching tourism, archeological objects and cultural routes, war history tourism and youth handicraft workshops as part of tourism. Preliminary discussions have been held for each of the project and project performers were found both in Finland and the Republic of Karelia. The partners were introduced to each other and currently a detailed elaboration of projects is being carried out.

This publication introduces the cooperation on the sustainable development of cultural, youth and eco tourism between Finland and the Republic of Karelia. It describes the progress of cooperation, its operational forms, seminars and project lines. With the help of this publication the authors were aiming at the information distribution concerning the cooperation on the border of European Union and its results.

On cooperation

In 2000 the department for cultural, sport and youth policy of the Ministry of education of Finland initiated an intergovernmental cooperation in the sphere of sustainable development of cultural tourism together with the Ministry of culture and the Ministry of education and youth of the Republic of Karelia as well as the State committee on physical culture, sport and tourism of the Republic of Karelia.

The cooperation in the sphere of cultural tourism was set in three directions - youth, eco and cultural tourism. The starting point of the cooperation was the creation and development of a sustainable partnership network of state authorities of Finland and the Republic of Karelia including the specialists of the Ministry of education of Finland, the Ministry of culture, the Ministry of education and youth, State committee on physical culture, sport and tourism of the Republic of Karelia as well as the organizations working in the sphere of tourism on the principles of sustainable development.

The joint activity was initiated by the representatives of the Republic of Karelia. In winter 1999 an invitation from the Ministry of culture of the Republic of Karelia was addressed to Secretary General Vilho Hirvi to visit the Republic of Karelia and get acquainted with its historical, cultural and natural heritage. However instead of Vilho Hirvi the counsellor for cultural affairs Hannele Koivunen and the senior advisor Paula Tuomikoski came to visit Karelia. With the help of Finnish specialists they made a list of places of

interest and events, which they wanted to attend including petroglyphs (rock carvings), Olonets villages and rune villages of Belomorsk Karelia, Valaam, City Days of Petrozavodsk and Sortavala. The Ministry of culture of the Republic of Karelia assisted in arranging this trip. In the end of it a meeting with the Minister of culture of the Republic of Karelia Tatjana Kalashnik was held. During the meeting the possibilities of the development of cooperation were discussed. Tatjana Kalashnik introduced a long list of possible initiatives for cooperation. On reflection the Finnish guests suggested cultural tourism as the sphere of cooperation out of the proposed initiatives.

In the end of 1999 the Ministry of education of Finland addressed a proposal to the Minister of culture of the Republic of Karelia to organize a joint seminar on sustainable development of cultural, youth and eco tourism. In response the government of the Republic of Karelia appointed three specialists for negotiations on the program of the seminar.

In January 2000 Deputy minister of culture of the Republic of Karelia Antonina Kamirova, Deputy minister of education and youth of the Republic of Karelia Elena Antoshko and Deputy chairman of the State committee on physical culture, sport and tourism Evgenij Kotkin came to Finland to carry on the negotiations. The head of the department for cultural, sport and youth policy of the Ministry of education of Finland Kalevi Kivistö was the chairman of the meeting.

The representatives of the National Board of Antiquities of Finland and the Finnish-Russian society also took part in these negotiations. Upon the close of the meeting the decision to hold the first seminar on cultural tourism in Petrozavodsk in May 2000 was made.

The sides decided to invest in sustainable development of cultural tourism because they believed that on condition that tourism is organized in accordance with the principles of sustainable development it is possible to assist considerably in the preservation of cultural and natural heritage. The world experience of tourism development confirms the fact that the small-scale tourism intended for specialists is the most intensively developing sector. Finland and the Republic of Karelia have rich tourist potential and are ready to offer Russian and foreign visitors unique objects of cultural and natural heritage and various options for travelling. However besides interesting objects and tourist demand for them it is necessary to have skilled specialists and activities that could strengthen the development of cultural tourism on the basis of the principles of sustainable development. That was the task to be tackled by the specialists of Finland and the Republic of Karelia.

State authorities of Finland and the Republic of Karelia initiated a network partnership, which was considerably strengthened during the visits and was reinforced towards the development of new forms of activity. The main form of cooperation was a series of joint seminars on cultural tourism. According to the agreement the seminars started in May 2000 and were continued in Kuhmo in 2001, in Helsinki in 2002 and in Joensuu in 2002. Hereafter it was decided to proceed with such an effective way of cooperation.

In order to continue the work of the seminar in Kuhmo, which followed a meeting in Petrozavodsk, a working group was established in the Ministry of education of Finland in October 2001. It comprised of the representatives of culture and media, and youth policy divisions. Its aim was to promote the cooperation in the field of youth, eco and cultural tourism according to the

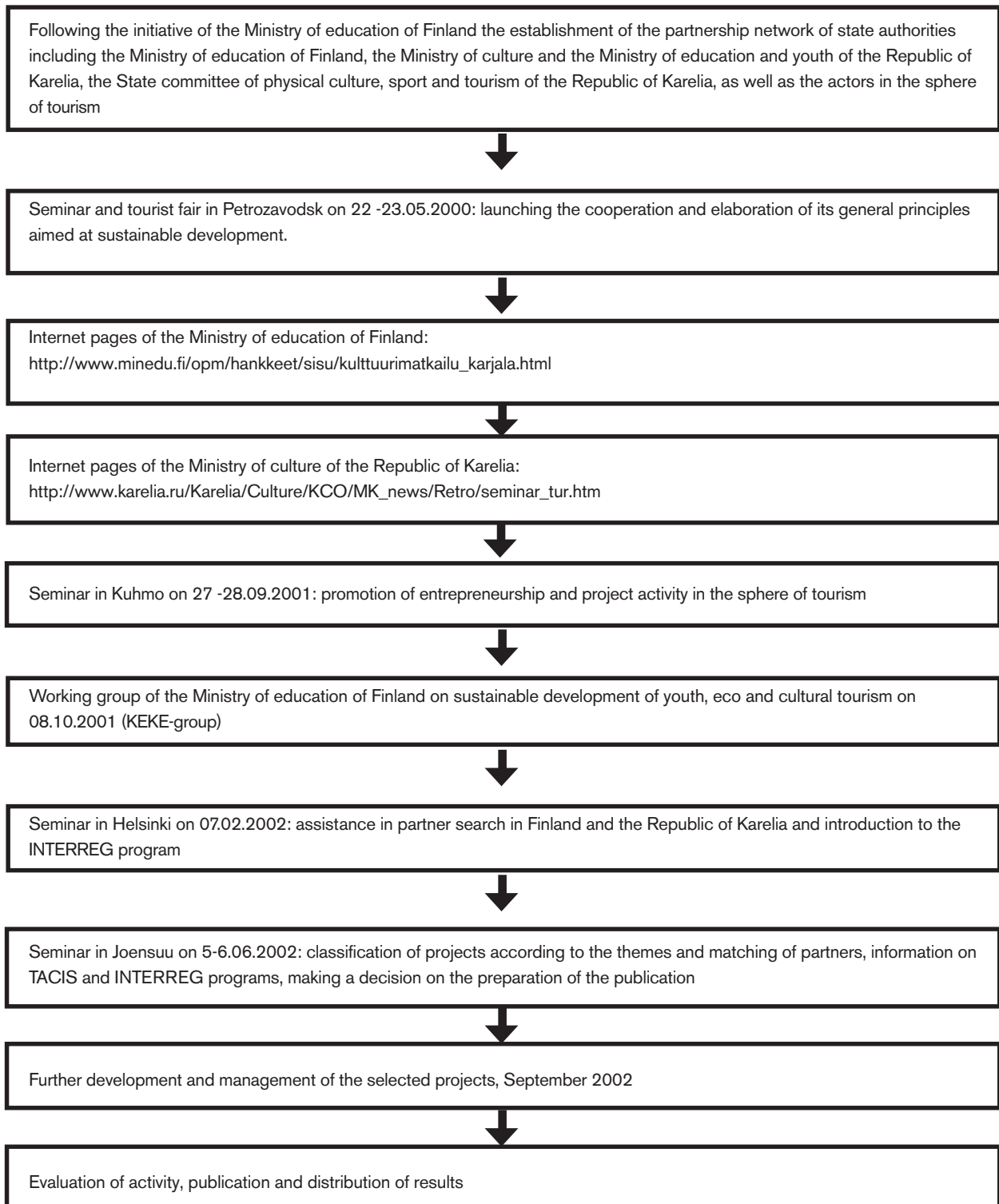
principles of sustainable development. This working group was named "KEKE-group" ("KEstävä KEhitys" which means "sustainable development" in Finnish). The main objective of the working group was the coordination of the development of cultural tourism between Finland and the Republic of Karelia. The chairman of the working group is a special government advisor of the culture and media division Paula Tuomikoski. The following people comprise the working group: special government advisor Olli Saarela and counsellor for cultural affairs Kimmo Aaltonen from the youth policy division, senior advisor Pirkko Liisi Kuhmonen and secretary of culture Tarja Mäkinen from the culture and media division, senior advisor Merja Niemi from the finance service and Natalia Ershova, an executive director of "MediaComnatel" and the designer of the Russian pages on cooperation within cultural tourism.

Immediately after the first seminar in 2000 the Internet pages of the project were created in order to present the sustainable development of youth, eco and cultural tourism. (http://www.minedu.fi/opm/hankkeet/sisu/kulttuurimatkailu_karjala.html)

On these pages you can find information on seminars and the follow-up actions. Descriptions of projects and the minutes of the meetings of the KEKE-working group are also to be found there. The department for cultural, sport and youth policy of the Ministry of education of Finland is taking care of updating the information on the Internet pages in the Russian and Finnish languages. These Internet pages introduce information to the public thus giving an opportunity for everyone to participate in this cooperation. The designers of the web pages followed the availability rule therefore all information is translated into the languages of the countries participating in this cooperation.

The seminars have become the turning points for the promotion of activities and have encouraged new lines of cooperation. In the following you will find information on at each seminar.

Cooperation model:



Seminar in Petrozavodsk in spring 2000 - implementation of the principles of sustainable development

The Ministry of education of Finland, the Ministry of culture and the Ministry of education and youth of the Republic of Karelia, the State committee on physical culture, sport and tourism and the State committee on national policy of the Republic of Karelia organized the seminar "Cultural tourism and sustainable development" in Petrozavodsk on 22-23.05.2000. This seminar laid foundation to a series of four seminars, which took place during 2000-2002.

Significance of the seminar

Objectives of the seminar:

- To define the principles of the joint development of tourism based on the working regulations in this sphere declared by UNESCO, Council of Europe and ICOMOS;
- To explain the principles of sustainable development and their application in the projects' implementation in cultural, eco and youth tourism;
- To determine and start elaboration of bilateral tourist projects in Finland and the Republic of Karelia

Contents of the seminar

The seminar was based on the search of the common opinion on the contents and methods of implementation of the principles of sustainable development. In the beginning of the seminar the definition of sustainable development was determined with the help of specialists. The meaning of sustainable development, the present situation in the sphere of tourism in Finland and the Republic of Karelia and the perspectives of its development in the light of the designated principles were defined as well. The examples of the cooperation in the sphere of cultural tourism

were also presented at the seminar. More than 74 participants from Finland and more than 100 participants from the Republic of Karelia took part in this two-day seminar (See the seminar program in Appendix 1).

The starting point of the seminar was the verification of the fact that sustainable cultural development preserves and reinforces essential and the most valuable features of the human environment creating conditions for the increase of the well-being of the citizens. Tourism based on the principles of sustainable development is an important way of employment and economic growth of the area as well as the preservation and inclusion of cultural objects in the social economic growth. Educationally well-organized youth tourism improves the perception of the world by young people and creates opportunities for implementing the principles of sustainable development in the future too.

There were four groups operating at the seminar, namely "Cultural tourism", "Eco tourism", "Youth tourism" and the meeting of "The Blue Road" international association's working group which started in Mo-I-Rana (Norway) and was over in Petrozavodsk. Information on the ongoing projects and the tourist objects were collected by the working groups. As a result a final resolution of the seminar "The principles of sustainable development of cultural tourism in Finland and the Republic of Karelia" was formulated (See Appendix 2).

The final resolution of the seminar is based on the world declaration proposed by ICOMOS in Mexico in 1999, which introduces the principles of sustainable development of cultural tourism. ICOMOS (International Council on Monuments and Sites) is UNESCO's principal advisor in matters concerning the conservation and protection of world's historic monuments and landscapes and responsible for drawing attention of world communities to their preservation. The seminar in Petrozavodsk introduced its additions to the ICOMOS declaration. Such document provides a favourable basis for the promotion of youth, eco and cultural tourism on the principles of sustainable development to a higher and more qualitative level in the Nordic region.

By introducing additions to the ICOMOS declaration it was pointed out that the following principles of sustainable development of cultural tourism should be observed:

1. Tourism is a cultural exchange by means of which tourists and local population perceive the objects of culture and carry out interaction between each other.
2. Tourism aimed at the acquaintance with the cultural objects should go through sustainable development. Cultural landscapes should be developed in their own environment taking into account natural, flora and fauna peculiarities as well as the traditional culture, crafts and the way of life of local population for a more profound familiarization with cultural heritage and the preservation of traditional culture.
3. A tourist trip should give positive emotions and impressions.
4. Local population should be given the priority in tourism development. It is necessary to take into account opinions of museum specialists and experts on environment preservation.
5. Cultural tourism should above all provide economic benefits to the local community and its members.
6. Cultural tourism should be based on the essence and specific characteristics of the tourist object itself.

In the final resolution it is stressed that cultural tourism based on the principles of sustainable development is ready to support the territories economically, providing employment for the population. The objects of cultural tourism and the activities aimed at their development should be supported by both national and international financial organizations, which implement the regional policy (e.g. through different programs of the European Union). Meanwhile cultural tourism should become a considerable part of the cross-

border cooperation between Finland and the Republic of Karelia as well as the interaction between citizens.

The resolution also stresses that geographical and cultural closeness of Finland and the Republic of Karelia determined the fact that many cultural and tourist objects, water and land routes stretch through the territories of both countries. According to the opinion of both sides the development of cooperation in the sphere of sustainable development of cultural tourism is expedient. It is necessary to assist the development of cultural tourism between our two countries. The mutual impact of tourist trips promotes the development of culture and art in both countries. International tourism with its routes stretching through both counties opens absolutely new perspectives of development.

Answering the question raised at the seminar about the organization of tourism, there was an opinion expressed that tourism should be safe, profitable and available to everyone. In order to have high quality tourist activities it is necessary to provide training for specialists in eco, youth and cultural tourism. Besides, it was emphasized that there should not be any abuse in handling children and youth.

Finnish and Karelian projects and objects of cultural, eco and youth tourism which correspond to the principles of sustainable development or have preconditions of such development were registered at the seminar. The list of projects which are based on the principles of sustainable development should be kept updated. During the seminar a desire for assistance and support of the implementation of these projects was expressed.

Along with the seminar the first tourist fair of the Republic of Karelia was held. All regions of Karelia introduced their tourist objects to the visitors. A large number of tourist agencies of Russia were presented at the fair as well. The opening of the fair was held in the seminar room with approximately 500 people present.

Besides the program the seminar participants were offered an opportunity to visit the Onego petroglyphs (rock carvings) located on Besov Nos

cape. Petroglyphs are the monuments of rock art of Late Stone Age. During the trip the participants got unforgettable impressions of the unique cultural heritage of the region.

Results

Finland

An illustrated information booklet containing the resolution of the seminar "Principles of Sustainable Development of Cultural Tourism in Finland and the Republic of Karelia" was published in the Finnish (Kestävän kehityksen periaatteet Suomen ja Karjalan tasavallan välisessä kult-tuurimatkaillussa), Russian (Идеи устойчивого развития культурного туризма в Финляндии и Республике Карелия) and English languages (Principles of sustainable development of cultural tourism in Finland and the Republic of Karelia).

The resolution is also to be found on the website of the Ministry of education of Finland at: www.minedu.fi/opm/hankkeet/sisu/kulttuurimatkaillu/karjala/petroz.html.

As a result of the seminar the term "sustainable development" and the idea itself entered our everyday life and have become widely used. The seminar turned out to be the starting point for further development of the well-grounded cooperation. Due to the seminar the frames of cooperation have been defined, as well as its aims and fundamentals. During the seminar the rich potential of tourism and its present condition were reviewed.

Youth sector inspired by the seminar in Petrozavodsk organized forums for specialists aimed at the development of youth activity in Olonets region. During these meetings the structure of cooperation was elaborated and its contents were defined. A special emphasis was placed on education through adventure, pedagogy of emotional experience and entrepreneurship.

Though the projects suggested by the working groups at the seminar have not developed afterwards. It turned out to be a much more

complicated task than it was expected by the participants. The next seminar, which took place in Kuhmo, was devoted to the promotion of the promising projects.

Republic of Karelia

The final resolution of the seminar was introduced to the public in mass media and the booklets were distributed among specialists in the sphere of tourism. The text of the resolution was published on the website of the Ministry of culture of the Republic of Karelia at: http://www.gov.karelia.ru/gov/Power/Ministry/Culture/Tourism/cult_tur1.html

The seminar "Cultural tourism and sustainable development" which took place in Petrozavodsk gave a powerful impulse to the specialists involved in tourism development in the Republic of Karelia. It was followed by a series of seminars in the regions of the Republic of Karelia aimed at further identification of tourist objects. At the seminars several issues were raised concerning the possibility of various interpretations of objects of cultural and historical heritage, the information support of such objects, the perspective of establishing local tourist centers on the basis of historical residential areas, possible ways of involving local population in the sphere of tourist services, and drawing investments to the development of tourist routes. Such seminars were held in Pryazha and Medvezhjegorsk regions.

The seminars once again confirmed the perspectives of tourism development in Karelia. The success of this development depends on general interest and joint efforts in this field.

As a result of the seminar a joint organization of events by the State committee on physical culture, sport and tourism of the Republic of Karelia, institutions of the Ministry of culture and local government administrations of the regions of Karelia has become an indispensable condition of activity in the sphere of tourism.

Seminar in Kuhmo in autumn 2001 - concrete projects

Significance of the seminar

After the seminar in Petrozavodsk the principles of sustainable development of tourism have become generally accepted in Finland and the Republic of Karelia. Jointly formulated principles were combined in the common opinion on the fundamentals and starting points of tourism development: cultural and eco tourism should support local culture, preservation of objects of cultural and natural heritage and also favour the increase of the living standards of the local population.

State authorities that are responsible for issues of culture, education, youth policy and protection of nature should consolidate joint efforts on elaboration and promotion of tourist projects. At the same time it is necessary to take note of the way that the local population realizes the value of nature and cultural heritage and possibilities of using it in tourism.

Sustainable development and promotion of entrepreneurship in the sphere of cultural, youth and eco tourism in the seminar in Kuhmo on 27-

28.09.2001 confirmed that it's high time to move on to concrete projects on cultural, youth and eco tourism in accordance with the principles of sustainable development.

The aim of the seminar in Kuhmo was to answer the question on how to assist entrepreneurship in the sphere of youth, eco and cultural tourism with the help of education corresponding to the principles of sustainable development.

Such proposal was suggested at the preceding seminar in Petrozavodsk in 2000. The necessity of arranging the training of specialists for the sphere of tourism was mentioned in the final resolution of this seminar. It was expected that as a result of the seminar in Kuhmo the proposal of the joint Karelian-Finnish educational program for entrepreneurs in the sphere of tourism would be elaborated. Also such issues as what educational institution could work out such a program, who the trainees could be and who could finance it would also be part of this proposal.

Contents of the seminar

The seminar was held in the form of the meeting of specialists. Specialists in the sphere of cultural and eco tourism and experts of different programs were invited to participate. 26 representatives of Finland and 29 representatives from the Republic of Karelia took part in this seminar (See the seminar program in Appendix 4).

The agenda of the seminar comprised specialists' reports, comments and discussions between the participants. At the same time six preliminary chosen commentators prepared the proposals to the Resolution of the seminar. In the materials, which were prepared in advance by the Ministry of education of Finland, an attempt was made to formulate the operational methods of the seminar and the term of entrepreneurship in the sphere of youth, eco and cultural tourism. The main speech was the report on cultural tourism and personnel training for this sphere given by the governor of the city of Oulu Eino Siuruainen.

The seminar participants introduced available conceptual and financial support programs and determined what programs could fit to the organization of personnel training for the sphere of tourism. A lot of discussions took place at the seminar and the participants were able to discuss vital projects and project initiatives.

Three specialists from Finland and three specialists from the Republic of Karelia were the commentators at the seminar. Their aim was to record the proposals and include them into the final resolution of the seminar. Upon the end of the meeting the commentators met together with translators in order to write the text of the resolution (Appendix 4). The commentators' goal was also to find ways of organizing the training for acquiring the skills of entrepreneurship in the sphere of tourism.

While the commentators deliberated on the draft version of the seminar's resolution, the rest of the participants were discussing the contents of the Internet pages created after the seminar in Petrozavodsk. They also touched upon the

website's further development including the updated list of projects. Besides a possibility of wider use and distribution of theses of Petrozavodsk resolution and its application in educational projects was discussed.

The participants of the seminar reached the consensus of agreement that education is an important tool for the promotion of tourism on the principles of sustainable development. Education should form the skills of "production" of a business idea. Education should also assist the development of local entrepreneurship in the sphere of culture and tourism. It has to correspond to the needs of the development of entrepreneurship in the sphere of tourism or the promotion of project initiatives in this sphere. At the same time local population should get adequate training in order to use rich cultural and natural heritage of the region and to offer the consumers the package of local products and services of high quality. It was also mentioned that education shouldn't be general. Systematic basic education is an objective of officials and educational institutions. Therefore the discussed educational program should correspond to the individual needs of students.

It was recommended to develop cultural, eco and youth tourism between Finland and the Republic of Karelia on the basis tourist routes. Tourist potential of every route should be mapped. Interested entrepreneurs who provide services in the sphere of tourism should also be found and individual training will be organized for them.

In the final resolution of the seminar it was mentioned that the involvement of state and local government authorities is necessary for attracting international funding for the promotion of cooperation in the sphere of cultural, youth and eco tourism. New opportunities for cultural, youth and eco tourism on the principles of sustainable development are offered by the program of INTERREG III A Karelia for 2002-2006 and a recently opened TACIS program. EUREGIO Karelia combines the objectives of these two programs on the territories of Finland and the Republic of Karelia.

At the same time it is necessary to continue updating the Internet pages that support cooperation in this sphere. Information on the project ideas on sustainable development of tourism should be published in the Internet so that potential partners could get into contact with each other and implement joint projects.

Results

Finland

It was suggested that materials would be prepared at the seminar for different educational institutions to begin the implementation of the assigned tasks. In the final resolution it was also suggested to define the contents of the educational program and its target groups.

However the central theme of the seminar, which was defined as "Education and entrepreneurship", shifted to project activity. The participants of the seminar placed the priority on studying the ongoing projects and new project initiatives. At this stage of cooperation the organization of education was no longer the priority.

Instead the promotion of projects was considered to be most important and raised great interest and live discussion among speakers. Upon the end of the seminar a decision was made to collect information on all proposed projects. At the Ministry of education of Finland a standard form of the project application was developed. The projects' initiators filled in these application forms and sent them to the Ministry of education of Finland for translation into the Finnish and Russian languages and publishing in the Internet. Thus "a meeting place" was established where the projects' authors could provide information about their intentions and find data on other projects and partners for further cooperation. Additional information on cooperation between Finland and the Republic of Karelia in the sphere of cultural and youth tourism was also introduced on the website. After holding the seminar 24 descriptions

of project proposals were received, 8 of them from Finland and 16 from the Republic of Karelia. Later on these project proposals were combined under certain themes.

Republic of Karelia

Karelian specialists in the sphere of cultural tourism suggested that the major achievement of the seminar in Kuhmo was creation of contact network of professionals in the sphere of tourism. The seminar gave an opportunity to get acquainted with different trends of activities in this field. Joint seminar activity contributed to partnership establishments, development of information cooperation and identification of project initiatives.

After the seminar in Kuhmo the Center of cultural initiatives of the Republic of Karelia initiated the process of collecting the projects' descriptions suggested at the seminar. They were published on the website of the Ministry of culture of the Republic of Karelia. This accessible information contributed to creating an information space completely devoted to the promotion of cultural tourism between Finland and the Republic of Karelia.

Project activities and project seminars stimulating them continued in Karelia. Under the initiative of the State center on preservation and use of monuments of culture and history and the Center of cultural initiatives of the Ministry of culture of the Republic of Karelia two seminars "Monuments of history and culture as objects of modern cultural policy and practice" and "Projecting in the sphere of cultural tourism" were held. The aims of these seminars corresponded to the objectives of the seminar in Kuhmo. The priority was placed on teaching personnel of the institutions of the regions of the Republic of Karelia new forms and methods of work and skills of project activities.

Seminar in Helsinki in winter 2002

- introducing Finnish participants to cooperation and presentation of INTERREG program

Significance of the seminar

On February 7, 2002 a one-day seminar took place in Helsinki. Its aims were:

- to inform Finnish specialists on the joint activities between the Ministry of education of Finland and the Republic of Karelia in the sphere of cultural tourism;
- to present the data on the projects approved by INTERREG KARELIA program and the selecting criteria;
- to combine projects which were supported and those which are in perspective;
- to establish network partnership of new actors in the sphere of tourism;
- to select the best projects in order to present them at the next Karelian-Finnish seminar.

In general the seminar was devoted to introducing the participants to the projects' descriptions in the sphere of cultural, youth and eco tourism which can be found at

www.minedu.fi/opm/hankeet/sisu/kulttuurimatkailu_karjala.html.

Another important objective of the seminar was to inspire people interested in the cooperation to apply for INTERREG funding and to establish partnership networks with other projects. Those who are interested in the cooperation and involved in project activity developed their own project descriptions based on the suggested schema at the website of the Ministry of education of Finland.

Contents of the seminar

The seminar in Helsinki continued the development of cooperation in the sphere of

youth, eco and cultural tourism between Finland and the Republic of Karelia. At the seminar the proposed project descriptions were analyzed and the search of interested Finnish partners was launched. The representatives of Finland were also chosen for the next joint seminar (See the program of the seminar in Appendix 5).

The representatives of the projects, which received INTERREG funding, were invited to the seminar to share the experience. Specialists of the State provincial offices responsible for INTERREG issues (for them it was an information meeting on INTERREG program issues), heads of the regional councils which are part of the INTERREG - Karelia program, specialists from the regional councils responsible for the INTERREG program and other interested parties were also invited to the seminar.

Deputy minister of culture of the Republic of Karelia Antonina Kamirova played a vital role in the seminar progress by combining Finnish projects to the corresponding Karelian ones. Deputy minister of education and youth of the Republic of Karelia Elena Antoshko responsible for youth matters was supposed to participate in the seminar as well but she wasn't able to attend.

The main achievement of the meeting was the information exchange on different projects and possible ways of financing them. The project ideas from Finland and the Republic of Karelia received a new impulse for further development from the ongoing projects, which were presented at the seminar. The project cooperation was reinforced by

the information on the next seminar, which was suggested to be significant for joint projects. Additional information on different EU programs was also presented. On the other hand the representatives of the grant-giving establishments had an opportunity to meet the actors in the sphere of tourism and get acquainted with the ongoing activities.

Results

Finland

After the seminar in Helsinki the working group of the Ministry of education of Finland analyzed the project proposals and prepared recommendations for further activities on each separate project. Upon the meeting in Helsinki the number of project proposals increased up to 31. The Ministry of education of Finland directed these project descriptions to the Ministry of culture and the Ministry of education and youth of the Republic of Karelia for further discussion and comments whereupon some of the projects were combined. Then they were classified under ten themes. After the theme specification a precise correspondence of the project proposals with this or that line of cooperation was set for further work at the next seminar in Joensuu. Thereupon the contacts between project representatives were established and the search of the missing partners was carried out. KEKE-working group on sustainable development also arranged a meeting for the specialists to assist in the project partner search process.

Republic of Karelia

The previous seminars made way to concrete projects, which were discussed at the meeting in Helsinki. It is important that during the meetings and seminars people working in the sphere of tourism had an opportunity to get to know each other better.

Consistent and logical organization of seminars

assisted the development of information infrastructure. A tremendous work has been carried out in this direction and it is to be continued throughout the whole Republic of Karelia. The creation of databases on cultural resources of local communities is scheduled which will be integrated in the Web portal "Cultural tourism in Karelia".

On the basis of the Karelian center of folk arts the Center of crafts was established which operates throughout the whole Karelia aiming at the revival of folk trades and crafts.

On April 10-12 in 2002 an interregional forum "Museum and tourism" took place in Petrozavodsk. Its aim was to present the tourist potential of the museums of the Republic of Karelia and the development of museum tourism. The representatives of municipal museums, departments of culture, museums of Northwest Russia and tourist agencies of Karelia took part in the forum. The forum participants mentioned that the museums of the Republic have a great potential, which has not yet been called for in the sphere of tourism. The exception is the museum preserve "Kizhi". An important factor of the development of museum tourism in Karelia is the development of partnership relations between museums and tourist agencies, the creation of the up-to-date museum infrastructure and introduction of modern methods of museum organization and management.

It is necessary to involve local population in the tourism development. Due to this the Ministry of culture of the Republic of Karelia together with the Center of cultural initiatives prepared a pilot project on development of rural tourism "Rural tourism in Zaonezhje". The objective of this project is to create conditions for the development of local community. The project's goal is to provide training for the local population in tourist reception and to establish infrastructure of the cultural tourism development on the level of local communities.

Seminar in Joensuu in summer 2002 - meeting of potential partners

Significance of the seminar

The cooperation in the sphere of sustainable development of cultural, eco and youth tourism in Finland and the Republic of Karelia continued at the project seminar in Joensuu on 5-6.6.2002.

The objectives of the seminar were:

- to gather project partners together;
- to combine the selected projects for the promotion of umbrella-type projects on cultural, eco and youth tourism;
- to provide information on INTERREG and TACIS programs and give other consultations on projects and their funding.

The projects' representatives from Finland and the Republic of Karelia, potential partners and INTERREG and TACIS specialists were invited to this seminar. Besides, the representatives of the ongoing projects, which have partners and had already received funding, were invited to the seminar as well. Approximately 60 participants from Finland and 30 participants from the Republic of Karelia took part in the seminar.

Contents of the seminar

The program (Appendix 6) is based on the presentation of projects selected for the seminar, comments of INTERREG and TACIS experts and other discussion issues. The projects were combined by the KEKE-Karelia group under six themes, namely:

- Rural tourism
- Eco tourism
- Youth tourism
- War history tourism
- Introduction to rock art
- Information, marketing of culture and education in the sphere of tourism.

In the table below all projects proposals are presented under separate theme groups. Some of the projects were introduced at the seminar in details so that the financial experts could comment upon them after the projects' presentations. A number of projects' representatives were the commentators for other projects.

Rural tourism

Proposals from Finland

- Projects of the Juminkeko and Arhippa Perttunen foundations aimed at the cultural tourism development in rune villages of Belomorsk Karelia

Proposals from the Republic of Karelia

- Preservation of the ethnographical integrity of Varispelta village in Vodlozero National Park
- Preservation and the development of the historic village of Paanajarvi
- Preservation and the development of the historic village of Kinerma
- The golden ring of Zaonezhje

Eco tourism

Proposals from Finland

- White whale-watch trips in the White Sea

Proposals from the Republic of Karelia

- Development of the cultural tourism in Olonets: Olonia - the goose capital

Youth tourism

Proposals from Finland

- AWARD - an international youth action program
- New contact

Proposals from the Republic of Karelia

- Youth tourism project introducing rock art of Karelia
- Youth handicraft workshops
- Youth expedition on Lake Onego
- Children's Republic
- International youth eco project on country tourism (continued)
- The pearl of Ladoga - tourist project on organization of young families' recreation
- We choose life
- Walking to the past

War history tourism

Proposals from the Republic of Karelia

- The border. The history of relations between Russia, Sweden and Finland in the XVI-XIX centuries
- On both sides of Kolla
- Preservation and the development of the historic village of Kinerma
- Camping trip to the sites of the Winter War between Finland and Russia

Introduction to rock art

Proposals from Finland

- Paths to prehistory

Information, marketing of culture and education

Proposals from Finland

- The training program for personnel of national parks and entrepreneurs in the sphere of tourism business
- Educational program of the Vuokkiniemi school
- Kuhmo is singing - the beautiful tones of the village
- Back to the origins
- Sustainable development of rural and cultural tourism in Karelia

Proposals from the Republic of Karelia

- Marketing culture and cultural heritage

Miscellaneous

Proposals from Finland

- An eagle flying from the east
- E-Karelia/Northern dimension
- The project of the program of cross-border and adjacent territories
- Theater cooperation project

Proposals from the Republic of Karelia

- Development of cultural tourism in Olonets - Olonets games of Santa Clauses

After separate remarks Leena Westman, the TACIS consultant, gave the following general comments:

- One should remember that the improvement of infrastructure within the frames of TACIS program is impossible as well as the activity of private companies.
- A clear objective of the project is required: it is necessary to know what should be achieved in the short and long terms.
- A distinct division of tasks is necessary.
- The core of every project is comprised by the specialized organizations but it does not necessarily mean that they are the experts of management.
- Separate specialists for project activities, administration and official paperwork are required.
- In the projects tourism as an instrument is the basis for work comprehension for the sake of nature, culture, youth and children.
- Specialists should take into account the fact that projects enrich scientific work, help to solve some problems thus have a global impact.
- The seminar is significant due to the fact that the representatives of the applied projects from Finland and the Republic of Karelia are present.
- A true interest is observed by projects' initiators that participate in this seminar.
- The seminar succeeded in the detailed and concrete elaboration of projects.

Two specialists of INTERREG program, an advisor on the issues of professional training of the State provincial office of Oulu Tauno Puolakka and the head of regional development of the Regional council of Northern Ostrobothnia Marko Ruokangas, gave their comments:

- A large number of projects on eco and cultural tourism has been applied to the INTERREG program.
- It is vital to use the experience and partnership networks of the projects that have already been implemented.
- Projects should be based on the needs of the region.
- Projects should meet the requirements of the INTERREG program.
- The creation of partnership networks is an essential condition.
- The projects presented at this seminar have perfectly demonstrated their innovative nature, which is required by the INTERREG program.
- A relevant TACIS project favours the implementation of the INTERREG project.
- One should remember that INTERREG money could be directed only to the activities of the Finnish performers of the project.
- Grant-giving institutions should understand the subject of an

application better or participate in such kind of seminars more frequently.

Results

Finland

After the seminar in Joensuu the KEKE-Karelia group of the Ministry of education of Finland worked out an action plan and selected projects for further development. These projects included the whale-watch tourist trips project, youth handicraft workshops as part of tourism, archeological objects and cultural routes, bird-watching project in Olonets and war history tourism project. The working group also decided on the necessary activities for further development of each project.

In summer 2002 the chairman of the KEKE working group Paula Tuomikoski came to the Republic of Karelia for the negotiations on further cooperation with the deputy minister of culture of the Republic of Karelia Antonina Kamirova. In autumn the Karelian side introduced their additions to the proposed action plan (Appendix 7). Besides that the representative of the Russian-language information support service of the KEKE working group Natalia Ershova made a report in Russian which was sent to the Republic of Karelia for the check-up and necessary additions so that both sides would be equally informed and unanimous.

Thereafter contacts with specialists were established. In cooperation with the Ministry of education of Finland and the Ministry of culture of the Republic of Karelia a list of projects with contact information was made so that the Karelian and Finnish project participants could keep in contact with each other via email and continue the project development in the English language. Upon receiving information on the readiness of both project sides, INTERREG and TACIS experts and specialists from the administration, the meetings on further development of the project will be organized.

It turned out that Finnish specialists need more meetings for clearing up the questions on further activities. Due to this a meeting was arranged for the Finnish project experts and KEKE group.

New information received at the seminar including the project list was published on the Internet pages at www.minedu.fi/opm/hankkeet/sisu/kulttuurimatkaillu/joensuu/hanke-luettelo.html.

There you can find a detailed information on every project theme. You can also learn about those themes, which were included in the project proposal, and read the comments received from INTERREG and TACIS experts on every project, etc.

After the seminar in Joensuu it was stated that starting 2000 a lot of practical information has been gathered in Petrozavodsk. It mostly deals with the issues concerning the ways of stimulating vast and deep processes of changes in the regions bordering on the European Union. Since the structural fund of the financial service of the Ministry of education of Finland found the obtained experience and applied methods useful for other specialists as well, a decision was made to start preparing this publication. It shows the importance of establishing cooperation in the sphere of culture and hopefully it will help in applying the models of this cooperation on other cross-border territories of the European Union as well.

Republic of Karelia

The representatives of state, educational and cultural institutions, scientific research institutes, nature preserve organizations and the representatives of the sphere of tourism interested in the cultural, youth and eco tourism took part in the seminar from the Karelian side.

An important achievement of the seminar in Joensuu was a detailed consideration of the projects presented at the seminar. With the help of TACIS and INTERREG experts weak and strong points of the presented projects were recognized. These recommendations approved by the Ministry

of education of Finland act as a starting point for further constructive work.

At the end of the seminar people responsible for the development, financing and implementation of each project were chosen (See Appendix 7). Currently every project is coordinated from both Finland and the Republic of Karelia. The main coordinating centers of the project activity promotion are the Ministry of education of Finland and the Ministry of education and youth of the Republic of Karelia.

Different views on implementing activities in the frames of the projects based on cultural and natural heritage were presented at the seminar. The deputy director of the Karelian State regional museum Alexander Zhulnikov, the director of "Belomorsk petroglyphs" regional museum Vera Krotova and the scientific researcher of the Institute of language, literature and history of the Karelian Research Center of the Academy of science of the Russian Federation Nadezhda Lobanova presented the rock art project. Like the whale-watch project, this project should be aimed not only at the preservation of objects of cultural heritage for future generations but also at involving them in the sphere of tourism. Earned revenue could be directed to the scientific research and the development of infrastructure thus contributing to the social and economic development of the region. The goal of the working groups on the above mentioned projects was to resolve contradictions between scientific and practical interests.

Organization and funding of seminars

All seminars were jointly organized by the Ministry of education of Finland, the Ministry of culture and the Ministry of education and youth of the Republic of Karelia. Participation in the seminars was part of the job for many people. Volunteers were also engaged due to the limited budget.

The ministries mentioned above and the State committee on physical culture, sport and tourism of the Republic of Karelia were responsible for organizing the seminar in Petrozavodsk. Along with this seminar another seminar of the "The Blue Road" International Association was held. The Finnish-Russian society assisted in arranging a trip for the Finnish participants. They had to pay a fee, which covered their transportation and accommodation expenses. Meals, interpretation and publication expenses were covered by the funds on cross-border cooperation. The Karelian side was responsible for transportation and accommodation of the Karelian participants and organizational expenses.

For the seminars held in Finland an organizer interested in this cooperation was found in each place. In Kuhmo it was the Juminkeko foundation, in Helsinki - the Finnish literature society and in Joensuu - the City Hall of Joensuu. There were no fees, and the spokesmen weren't paid except for the TACIS experts. The Finnish participants were responsible for their transportation and accommodation expenses. The Ministry of education of Finland covered the accommodation expenses for the participants from Karelia but they had to cover their own transportation expenses themselves.

Due to the fact that money was collected from different sources it was possible to get enough to cover the seminar expenses. The major part of the funds was spent on the organization of the simultaneous translation, payments to the

interpreters and written translations.

For the seminar in Kuhmo the Ministry of education of Finland appropriated money to the Juminkeko foundation which covered the rent of the Kuhmo Arts Center, the meals for the participants as well as the interpreter-service payments, bank and organizational expenses.

The expenses for the seminar in Helsinki were covered by the development funds of the culture and youth policy divisions of the Ministry of education of Finland and the expenses on coffee breaks were covered by the structural funds. The Finnish Literature Society, an organizer of this seminar, provided a meeting place at no charge. There were no expenses for the interpreters either except for the personal interpreter of the deputy minister of culture of the Republic of Karelia Antonina Kamirova.

For the seminar in Joensuu the Ministry of education of Finland allocated money to the city of Joensuu as a participant of the cooperation for taking care of accommodation expenses and meals, interpretation expenses and the premises for the seminar. Besides that, the seminar costs were covered by the development fund of the Ministry of education of Finland. A three-month work of a trainee of the Ministry of education of Finland Katja Alanen was a tremendous contribution to the preparation of the seminar.

As a rule the chairmen of the seminars from the Finnish side were mainly the special government advisors of the Ministry of education of Finland Paula Tuomikoski and Olli Saarela and from the Karelian side they were the deputy minister of culture of the Republic of Karelia Antonina Kamirova and the deputy minister of education and youth of the Republic of Karelia Elena Antoshko. An official organizer of the seminars was the secretary of the KEKE working group Tarja Mäkinen.

From seminars to concrete projects

After two and a half years of cooperation between the Ministry of education of Finland and the Ministry of culture and the Ministry of education and youth of the Republic of Karelia, three two-day seminars and a one-day seminar for the Finnish side, the partners moved on to a new stage. In regard of the primary objectives of the cooperation the emphasis has shifted to the project level. Joint meetings and the combination of participants' ideas resulted in five projects, which were chosen to invest joint efforts and resources to.

The selected projects are the whale-watch project, bird-watching project, archeological objects and cultural routes, war history tourism and youth handicraft workshops as part of tourism.

For each of the projects partners from Finland and the Republic of Karelia were found and introduced to each other. At the moment a

detailed elaboration of projects is being carried out. When the partners have developed a detailed action plan, assistance in funding search will be provided based on the qualified consultations given by fundraisers on TACIS, INTERREG and other programs.

Whale-watch tourist trips project

The aim of the project is to organize whale-watch tourist trips to the White Sea. The project is running in the frames of the activities on preservation of natural and cultural heritage of Solovki islands including sea and forest flora and fauna, labyrinths of Zayachy Island, the herbarium of the monastery and Andreevsky Island. The sea biological station, which specializes in whale studying, aims at combining the preservation and



Belugas of the White Sea.
Photo by Hernan Patino

sustainable eco tourism on the basis of little infrastructure and nature research activity with the help of the legislative measures. In summer 2001 the whale-watch trips to the White Sea were launched. One can watch belugas (white whales) from the coastal observation tower. It is suggested to build a two-kilometer wooden pathway trail on the island, which would lead to the sea biological research station. This will enable visitors to watch belugas without using motor vessels. Among other project activities are the lectures and stories about belugas given during the whale-watch trips and the identification and mapping their migrations. The film on the white whales was first shown in spring 2003 and the book "White whales of the White Sea islands" was released.

The overall objective of the project is seeking opportunities for the sustainable development of

eco tourism in the White Sea. The project participants will do their best to receive funding from the TACIS program. Tourism is considered to be one of the means of preservation and protection of nature and animals. The project will be applied to the TACIS program in January 2004.

Rauno Lauhakangas, the whale researcher from the University of Helsinki and Markku Kaukoranta from the TACIS office in Petrozavodsk are the project participants from the Finnish side. From the Republic of Karelia the participants are: Anna Kirova, the representative of Local government administration of Belomorsk region, Vera Krotova, the director of "Belomorsk petroglyphs" regional museum, Elena Sologoub, the director of the Center of cultural initiatives and Vsevolod Belkovitch from Moscow Institute of Oceanology.



Whale researchers Rauno Lauhakangas, Vassily Kovalenko and Jim Nollman in the White Sea near the Solovki islands. Photo by Hernan Patino.

Bird-watching tourist trips project

The project suggests finding new job possibilities and income generation sources for the city of Olonets. The fields of Olonets are the largest rest places of migrating birds in Europe. Annually several millions of wild geese rest and nest on these fields in the early May. The project aims at the development of bird-watching eco tourism. Conferences of ornithologists, open-air events and exhibitions have already been held in Olonets. The project activities are aimed at drawing public attention to the problems of protection and preservation of wild geese. It is also aimed at the development of eco and cultural tourism in Olonets region as well as introducing children and youth to nature. The cross-border cooperation is being implemented in this project. Among the project activities are the mapping of the birds' halt points and arranging bird-watching trips in Olonets region. The project is in the frames of the development of the bird-watching tourism in Northern Karelia (Finland) which is funded by the regional development program of the European Union. The leader of the Finnish project is "Karelia Expert tourist services/ Marketing of tourism of Northern Karelia" company. The participants of the bird-watching project in Olonets from the

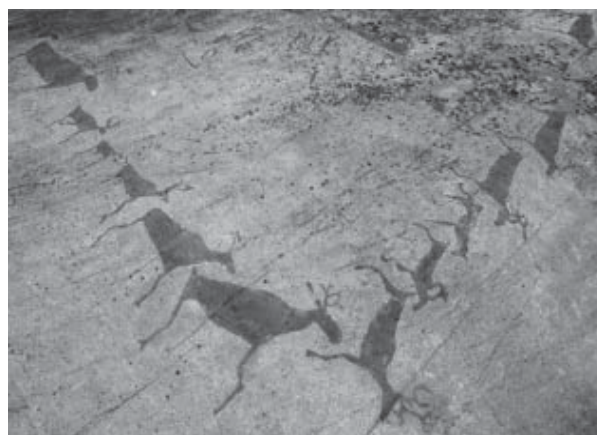
Finnish side are Ari Latja from the bird-watching project of Northern Karelia mentioned above, Olli-Pekka Turunen from the Association of nature protection and the Suomen BirdLife organization. From the Karelian side the participant of the project is Natalia Shishkina, the representative of the Local government administration of Olonets region.

Archeological objects and cultural routes

The project is aimed at mapping and developing cultural routes, which represent the most valuable archeological monuments on both sides of the border. Leena Lehtinen, the director of the Kierikki Stone Age Center (Finland) is one of the project partners. Kierikki is an archeological exhibition center in Yli-Ii in North Ostrobothnia. Jyväskylä Art Museum and Jyväskylä City Administration are also the partners from the Finnish side. From the Karelian side the project partners are Elena Sologoub, the director of the Center of cultural initiatives, the Ministry of culture of the Republic of Karelia, the State



Wild geese on the fields of Olonets. Photo by Igor Georgievsky.



Petroglyphs in Belomorsk. Photo by Igor Georgievsky.

committee on physical culture, sport and tourism and the Karelian College of culture.

The project is aimed at the development of cultural tourism based on the ancient history in the broad sense with the help of the specialists from the Kierikki center. The development of museums of the Republic of Karelia is one of the priorities. The participants are unanimous as far as the project aims are concerned. They keep in close contact with each other regularly exchanging information. The project activities include the study of the cultural heritage of the selected regions, acquaintance with museums of Finland, establishment of the network of specialists and information data, development of cultural routes, arranging seminars, training of tour guides and other personnel, publishing activity, creation of the website and marketing. Museums of Petrozavodsk, Kostamuksha, Kem, Belomorsk, Medvezhjegorsk, Olonets and Sortavala together with the Finnish specialists will determine tourist objects along the tourist routes. In March 2003 the project application was sent to the TACIS CBC Small Project Facility Program. The results are expected in September 2003.



Monument to Peter I in Petrozavodsk. Photo of the State Center on preservation and managing of cultural and historical monuments of the Ministry of culture of the Republic of Karelia.



Wooden bridge in Olonets region. Photo of the State Center on preservation and managing of cultural and historical monuments of the Ministry of culture of the Republic of Karelia.

War history tourism

The aim of the project is to map the objects on the territory of the Republic of Karelia, which are valuable for the war history of Karelia and Finland as well as providing services for the tourists interested in war history. Ari Raunio, the representative of the Association for Military History in Finland participates in this project from the Finnish side. From the Karelian side the participants are Vladimir Dybin from the State center on preservation and use of monuments of culture and history and Jury Kilin from Petrozavodsk State University. The Association for Military History in Finland addressed their proposal on the contents of cooperation to the Republic of Karelia. It is suggested that an Internet website will be created in the frames of this project. It will contain various information on war history of the region, including the documents, maps, information on historic places as well as the tourist information on roads, car repair stores, hotels, dining places, etc. Besides that, the participants of the project will do their best to introduce changes, which will simplify an organization of tourism in the region.



The participants of the outing of the War History Society in autumn 2002 are taking pictures of Nurmoila village in Olonets region. Photo by Ari Raunio.



The participants of the outing of the War History Society in autumn 2002 are listening to Professor Yury Kilin telling about the battles around Medvezhjegorsk. Photo by Ari Raunio.

Youth handicraft workshops as part of tourism

The idea of the project is to support social and professional activity of young people by using the experience of youth handicraft workshops of Finland in the Republic of Karelia. This project is part of the diverse youth activity. In the frames of the project it is suggested to promote the activities of youth handicraft workshops to give young people an opportunity to produce souvenirs and provide tourist services.

The project is part of the broader constructive work aimed at the creation of the system of youth activity, e.g. the organization of handicraft workshops or the AWARD program. Youth policy division of the Ministry of education of Finland, the State provincial office of Eastern Finland, "Youth Services" organization, the Ministry of education and youth of the Republic of Karelia and the Karelian regional public charitable foundation ("Social foundation of youth initiatives") are responsible for project coordination.

In 2001 the center of youth activity of the Ministry of education and youth of the Republic of Karelia initiated the work of youth handicraft workshops. Its aim was to expand the scope of activity of the center whereupon to become the center of youth services. The Ministry of education and youth of the Republic of Karelia, and the Karelian regional public charitable foundation as well as the "Youth Services" from Finland and a youth workshop from Joensuu are the participants of the project. The Ministry of education of

Finland allocated seed money to this project. The Ministry of labour and social development of the Russian Federation also guaranteed funding of the activity of youth workshops. In addition the objective of this center is to combine charitable activity on drug prevention with a bigger TACIS project. The Karelian branch of the Academy of public service of Russia is also the coordinator of the project.



Prize distribution in the frames of the AWARD youth program in Sarkilahti village in January 2003. Photo by Henri Alho.

Internet as a method of tourism development

The use of the Internet has positively affected the promotion of the cooperation. As it was mentioned earlier the Internet pages in the Russian and Finnish languages linked to the website of the Ministry of education of Finland were created right after the first seminar in Petrozavodsk in spring 2000 in order to promote the KEKE-Karelia cooperation. These pages are regularly updated. You can follow the link from homepage to the information on each seminar in Petrozavodsk, Kuhmo, Helsinki and Joensuu with separate links to the seminar's program, the list of participants, presentations, speeches and expert comments related to the contents of the projects. On these pages you can also find information on current issues of the KEKE working group and all meetings' memorandums. All project proposals are being published on these pages as they come and then combined under certain themes.

All information was translated into the Russian language and published in the Internet by the Ministry of education of Finland. Natalia Ershova, a member of the KEKE working group and an executive director of "MediaComnatel" company was responsible for this work together with trainees of the Ministry of education of Finland.

The purpose of these Web pages was to increase an interaction between administrative bodies and strengthen the process of establishing the civil society both in Finland and the Republic of

Karelia. The Internet pages made a continuous information exchange between the ministries of the Republic of Karelia and Finland possible in spite of geographical remoteness and language differences.

For the participants of the projects the Internet pages became a pre-condition for the development of cooperation. Starting 2000 the use of the Internet in this cooperation has become possible due to the increase of the Internet use in the Republic of Karelia. Thanks to the Internet the participants of the cooperation could introduce their project proposals or react to the suggested project initiatives. The language problems were eliminated with the help of the translators cooperating with the Ministry of education of Finland. Thus the transparency in the projects' development was achieved. Anyone interested could follow the project's progress and join in at any stage. Information on the Internet pages serves as a documented archive of the project accessible to everyone.

The representatives of the Republic of Karelia emphasized time and again an importance of the Internet pages as the guarantors of active participation and development.

Evaluation and perspectives of cooperation

The cooperation between Finland and the Republic of Karelia in the sphere of youth, cultural and eco tourism was built on the free and voluntary basis though aimed at a long-term perspective. It was started from the beginning by several people with the recognition of the necessity of sustainable development in the sphere of tourism. There was no clear understanding of objectives, the participants and the promotion of this cooperation. The first seminar in Petrozavodsk turned out to be the basis for everything new. Meanwhile the principles of sustainable development were accepted by new participants and became a natural guiding star for the cooperation. There were quite many participants from different fields, which made the varieties of cooperation possible. Every time during new meetings the resolution of the first seminar in Petrozavodsk would be announced and passed on to the new participants. As soon as the principles of sustainable development became common for everyone, the participants moved on to the new stage of elaboration of project ideas. After the period of intense generation of project ideas the participants entered another stage of the distribution of ideas and concentration on the selected project lines. Five project lines seemed interesting for the Finnish and Karelian participants for further development, namely a bird-watching project, a whale-watch project, an

archeology and cultural routes project, a war history tourism project and youth handicraft workshops as part of tourism project.

It was essential that the projects appeared on-site under the initiative of local participants. As the proverb says "When in Rome, do as the Romans do", there was always an intention to promote even smaller ideas of local participants. It is believed that reliable results could be received only if the cooperation is being promoted by local project participants and if everything new is integrated in the cooperation with them. The managerial role lies in acting as a link, providing a place for meetings and supporting the new idea generation process and mutual understanding. It was also admitted that it would be more efficient to concentrate on several jointly selected project lines rather than developing all spheres of tourism.

It was also decided that the projects will be supported at the first stage and then the managerial role would be put behind. So the projects started to develop independently.

Based on the analysis of the cooperation and the projects on bird-watching, whale-watch, archeology and cultural routes, war history tourism and youth handicraft workshops as part of tourism, it is possible to distinguish strong and weak points, as well as some opportunities and threats.

Strong points

- Wide range of participants, cooperation of participants and administration
- Motivated people
- Long-term cooperation
- Assistance and support of projects
- Flexibility and freedom of action
- Generation of project ideas at local level
- Opportunity to use Internet for the information exchange

Weak points

- Little economic, timing and human resources
- It is difficult to affect the structural problems at the project level
- Language difficulties hold back the work of project participants

Opportunities

- Development of lasting cooperation
- Activation of cultural, youth and eco tourism
- Distribution of the principles of sustainable development
- It can serve as a model and an example for everyone interested in the cooperation without borders
- Increase of transparency and strengthening of the civil society processes

Threats

- Projects might be vulnerable as they depend on the input of individual participants
- Problems of compliance when applying projects for the EU grants
- Other factors of instability in the society (e.g. changes in the legislation and custom rules can complicate the project's progress)
- Efforts undertaken at risk management and reaching mutual understanding can be insufficient.

Hereafter the departments of culture of Finland and the Republic of Karelia will promote sustainable development in Finland and Karelia by providing assistance for joint projects in the spheres of cultural, youth and eco tourism.

Consultations on the TACIS and INTERREG programs in the departments of culture of Finland and the Republic of Karelia are being continued as an example of this assistance.

The importance of culture as a factor of the region's development should be emphasized from now on. The sphere of culture has always provided jobs and in all times has served as a natural and

reliable bridge between cultures of cross-border territories. This development should be supported in future too involving cultural tourism more and more in the stable development of the region's economy.

The cooperation, which was initiated between Finland and the Republic of Karelia at the seminar in Petrozavodsk, is documented in this publication and will be handed over for information to the officials of the European Union and Russia and other interested parties as an example of a long-term cooperation. This publication in the Finnish, English and Russian languages will help the public to get acquainted with the cooperation itself and will assist in the distribution of this model of cooperation in other spheres.

EU money and national resources of the participating countries will be the main funding sources for the cultural projects in the sphere of tourism. When applying for financing from the programs of the European Union it is necessary to emphasize the following:

1. The participants of cooperation should join into the projects;
2. Every project should specialize in the field where it is most applicable. If the project faces problems, for examples with management, it is necessary to draw a person who can handle financial and managerial issues.
3. All activities should be based on the action plan. An action plan is a good help in strategic and perspective development of the project.
4. Interested participants should join together.
5. Every project should introduce something new and innovative and find a proper appliance of it.

Updated information on the development of the cooperation will be available on the Web pages on cultural tourism at: www.minedu.fi/opm/hankkeet/sisu/kulttuurimatkailu_karjala.html in the future too. These Web pages in the Russian and Finnish languages provide an easy access to information. For the promotion of this publication there will be a link on these pages to its electronic version.

The future of the sustainable development of cultural tourism for the most part depends on the people who work in this field. There are still many more perspectives for further development of this sphere.

This document provides information characterizing a multi-step process at the primary stage. Hopefully information on the progress of this development, its successes and failures will give other participants better ideas on different ways of achieving one's goals. Evaluation of the experience received during the process of cultural tourism development between Finland and the

Republic of Karelia and following the projects' progress is an important stage and a step to the future. Systematization of activities and experience gained from positive and negative happenings create the basis for further information materials.



Sts. Peter and Paul's Church in the village of Virma in Belomorsk region. Photo by Igor Georgievsky.

Appendix 1

Cultural tourism and sustainable development

The seminar in Petrozavodsk on 22-23.05.2000

The program:

Monday, 22.5.2000

Breakfast

- 9.15 Departure from "Karelia" hotel to the Children and youth palace
- 10.00-10.30 The opening of the seminar
Welcoming speech
· Director General Kalevi Kivistö, Ministry of education of Finland
· Minister of culture of the Republic of Karelia Tatyana Kalashnik
- 10.30-11.00 Cultural and eco tourism in the development of joint tourism of Finland and the Republic of Karelia, a view of the Republic of Karelia on the development of the principles of cooperation and funding of projects
· Minister of foreign affairs of the Republic of Karelia Valeriy Shlyamin
- 11.00-11.30 The principles of sustainable development of cultural and eco tourism
· Head of the department of monuments and sites Mikko Härö, National Board of Antiquities
· Director Vladimir Dybin, State center on preservation and use of monuments of culture and history
- historic and cultural heritage of Karelia and its tourist potential
- 11.30-13.00 Examples of cooperation in cultural tourism
· Writer Markku Nieminen - cooperation in cultural tourism in Belomorsk Karelia
· Director Oleg Tchervyakov, Vodlozero National Park
· Secretary on cultural affairs Kimmo Aaltonen, Ministry of education of Finland - eco tourism
· Director Galina Stepanova, Republican center of tourism for children and youth
· Karin Eriksson, representative of the Blue Road
· Regional painter Kari Niskasaari - cultural tourism of sustainable development and education
· Discussion of examples
- 13.00-15.00 Lunch, "Karelia" hotel
- 15.00-16.00 INTERREG III and TACIS foundations, funding from the cross-border cooperation resources
· Head of regional development Sisko Kaarto, Regional council of North Karelia
· Director Seppo Viitala, TACIS office in Petrozavodsk
· Senior advisor Riitta Harkimo-Rumbin, Ministry of Trade and Industry of Finland
· Questions to the speakers

16.00-18.00 Group work: discussion of the resolution
"Sustainable development of cultural tourism" and identification of projects
Group A: Identification of objects of cultural tourism.
Head: Natalia Vavilova, deputy head: Hannele Koivunen
Group B: Identification of objects of eco tourism.
Head: Juhani Kytö, deputy head: Oleg Tchervyakov
Group C: identification of objects of youth tourism.
Head: Elena Antoshko, deputy head: Olli Saarela
Group D: The Blue Road.
Head: Heikki Koivuniemi, deputy head: Vladimir Tchehonin

18.00 Transfer to the hotel

19.00 Super at the hotel

Cultural program

Tuesday, 23.5.2000

8.30 Transfer from the hotel to the place of the seminar

9.00-11.50 Group work: identification of tourist objects of sustainable development (continued)

12.00-12.30 Opening of the exhibition "Karelia the tourist"

13.00-15.00 Lunch, "Karelia" hotel

15.00-17.00 Discussion of the seminar resolution and pointing out tourist objects of sustainable development
· Director General Kalevi Kivistö and ministers of the Republic of Karelia

Additional program:

- Acquaintance with cultural and natural heritage of the Republic of Karelia
- Rock carvings on Besov Nos cape
- Karelian villages of Pryazha region
- "Kizhi" museum preserve

Resolution of the seminar in Petrozavodsk

Seminar in Petrozavodsk 22-23.05.2000

Principles of sustainable development of cultural tourism in Finland and the Republic of Karelia.

In this resolution the term "cultural tourism" stands for eco, youth and cultural tourism.

The resolution was accepted at the seminar in Petrozavodsk on 22-23.05.2000 organized by the Ministry of education of Finland, the Ministry of culture, the Ministry of education and youth of the Republic of Karelia and the State committee on physical culture, sport and tourism of the Republic of Karelia. 74 representatives of Finland and 100 representatives of the Republic of Karelia took part in this seminar.

Finland and the Republic of Karelia are situated in the North of Europe in the zone of coniferous forests. Low density of population, diverse nature as well as numerous cultural monuments and landscapes, villages and towns which are the witnesses of different stages of cultural development are all characteristics of this area. The nature and culture offer a lot of interesting tourist objects.

Tourism on a global scale is an intensively developing field. In the sphere of international tourism there is a tendency for the specialized small-scale tourism based on cultural and natural riches. Such kind of cultural and eco tourism based on the principles of sustainable development offers Finland and the Republic of Karelia alluring perspectives of development.

For the development of Finland and the Republic of Karelia as well as their cultural monuments and values tourism is a great

opportunity which might turn into a threat in some exceptional cases. There are examples when the objects of world heritage suffered from over-intensive and badly organized tourism. Modern forms of tourism can become a threat to the traditional ways of living and trades which are the basics of the sustainable development of traditional culture.

Early cultural heritage is highly vulnerable. It is necessary to protect natural and cultural environment. It should become the starting point of the tourism development.

Numerous international organizations both intergovernmental and independent, which are taking care of issues of cultural and eco tourism, took notice of introducing the principles of sustainable development into tourism. International Committee on Monuments and Sites ICOMOS proposed a declaration on tourism at the World Congress in Mexico on 23.10.1999. Special attention was paid not only to the threat originating from cultural tourism but also to the opportunities it offers. The declaration also points out the fact that tourism is playing a vital role in preservation and promotion of cultural objects and creation of economic preconditions.

At the two-day seminar on cultural tourism the urgency of the principles of sustainable development in the present-day tourism in Finland and the Republic of Karelia as well as the perspectives of its development were discussed.

The sustainable development of culture

preserves and strengthens essential values of human environment thus creating favourable conditions for the well-being of the population. Finland and the Republic of Karelia have already gained experience on sustainable development of cultural, eco and youth tourism. In these countries tourism is considered to be an important instrument for job creation and an assistance to the economic growth as well as the preservation and use of cultural objects. Youth tourism strengthens the perceptions of young people thus ensuring the implementation of the principles of sustainable development in the future.

At the seminar a list of objects of cultural, eco and youth tourism of Finland and the Republic of Karelia and projects which correspond to the principles of sustainable development was made. This list helps to keep the openness of the museums of both countries and the development of partnership and cooperation. It is aimed at strengthening the development of Finland and the Republic of Karelia with the help of cultural tourism. Both countries intend to keep the list of tourist objects and projects updated. It is suggested that this list will assist and support the marketing of these objects.

The seminar in Petrozavodsk fully accepts the principles of the World Declaration of ICOMOS and suggests additional principles of the development of cultural tourism which should also be taken into account:

1. Tourism is a cultural exchange by means of which both tourists and local population perceive cultural objects and carry out interaction between each other.
2. Tourism aimed at acquaintance with the objects of culture should go through a stable development. The seminar mentioned that cultural landscapes should be developed in their own environment taking into account natural, flora and fauna peculiarities as well as traditional culture, crafts and ways of living of local population for a more profound familiarization with cultural heritage and the preservation of traditional culture.
3. A tourist trip should give positive emotions and impressions.
4. Local population should be given the priority in tourism development. It is necessary to take into account opinions of museum and environment-preservation specialists.
5. Cultural tourism should above all provide economic benefits to the local community and its members.

6. Cultural tourism should be based on the essence and specific characteristics of the tourist object itself.

Officials of Finland and the Republic of Karelia will introduce the list of objects of cultural tourism at their web pages and will turn for assistance to the specialists on the issues of identifying new tourist objects, which meet new requirements, and developing new tourist routes. It is vital to establish a new kind of tourist information Internet service.

Exceptionally important in the sustainable development of cultural tourism is its role in the support of the economic growth and job creation. Thus the objects of cultural tourism and the activities aimed at their development should receive support from both national and international funding organizations, e.g. from different programs of the European Union. At the same time such activities should become a considerable part of cross-border cooperation between Finland and the Republic of Karelia and interaction of citizens.

Tourism should be safe, profitable and accessible for everyone. People involved in youth, cultural and eco tourism should get proper training. Incorrect behaviour with children and teenagers should not take place.

Geographical and cultural closeness of Finland and the Republic of Karelia determines the fact that many objects of cultural and eco tourism as well as water and land routes stretch through the territories of both countries. Thus the cooperation on sustainable development of cultural tourism is expedient for both sides. It is also necessary to develop cultural tourism of Finland and the Republic of Karelia. Cooperation based on cultural tourism promotes the development of culture and art in both countries. International tourism based on the routes, which go through both countries, opens absolutely new perspectives.

Web pages devoted to the seminar in Petrozavodsk and the sustainable development of cultural and youth tourism could be found at:

www.minedu.fi/opm/hankkeet/sisu/kulttuurimatkailu_karjala.html.

Cooperation in the sphere of cultural, youth and eco tourism on the principles of sustainable development (continued)

Working seminar of specialists of Finland and the Republic of Karelia in Kuhmo on 27-28.9.2001

Place:	Kuhmo Arts Center, Koulukatu 1, Kuhmo
Organizers:	Ministry of education of Finland Ministry of culture of the Republic of Karelia Juminkeko information center of Kalevala and Karelian culture
Chairmen:	Deputy minister of culture Antonina Kamirova, Republic of Karelia Special government advisor Olli Saarela, Ministry of education of Finland

The program:

Thursday 27.9.2001

12.00-13.00	Lunch
13.00-13.20	Opening of the seminar Resolution of Petrozavodsk seminar and activity of the Republic of Karelia after the seminar Deputy minister of culture Antonina Kamirova, Republic of Karelia
13.20-13.30	Activity of the youth sector after the seminar in Petrozavodsk Special government advisor Olli Saarela, ministry of education of Finland
13.30-13.40	Objectives and the program of the seminar Special government advisor Paula Tuomikoski, Ministry of education of Finland
13.40-15.30	Topic 1: Identification of programs and projects which promote sustainable development in cultural tourism Specialists invited to the seminar will give examples of the programs and projects, which promote sustainable development of cultural, youth and eco tourism and their funding possibilities.
15.30-16.00	Coffee break

16.00-18.0	Topic 2: Proposals of Finland and the Republic of Karelia on the professional training in the sphere of cultural tourism on the principles of sustainable development. Specialists invited to the seminar will give examples of the training programs for entrepreneurs in the sphere of cultural, youth and eco tourism on the principles of sustainable development.
19.00-21.00	Tour of Juminkeko information center of Kalevala and Karelian culture, supper

Friday 28.9.2001

9.00-11.0	Topic 3: Discussion on elaboration of the training courses on the principles of sustainable development
9.00-9.30	How would I organize cooperation on the issues of training the specialists of cultural tourism on the principles of sustainable development Governor Eino Siuruainen, Province of Oulu
9.30-10.00	Comments on the speech of the governor Eino Siuruainen
10.00-11.00	General discussion
11.00-11.30	Coffee break
11.30-12.30	Topic 4: Development of Internet pages of the Ministries of culture aiming at promoting the sustainable development of cultural, youth and eco tourism
11.30-11.50	Promotion of the development of cultural tourism in the Republic of Karelia with the help of the Internet Director Elena Sologoub, Center of cultural initiatives
11.50-12.10	Presentation of the Web pages of the Ministry of education of Finland Trainee Dmitry Petrov
12.10-12.30	Discussion on the further development of the Web pages Director Natalia Ershova, MediaComnatel Oy
12.30-13.45	Lunch
13.45-15.00	Proposals on the issues of organization of training for the specialists of cultural, youth and eco tourism on the principles of sustainable development
15.00-16.00	Discussion of the proposals
16.00	Closing the seminar and announcing the decision on the continuation of cooperation The chairmen - deputy minister of culture Antonina Kamirova, Ministry of culture of the Republic of Karelia and special government advisor Olli Saarela, Ministry of education of Finland Coffee

Resolution of the seminar in Kuhmo

Seminar in Kuhmo 27-28.9.2001

Cultural tourism and sustainable development

Proposals aimed at the support of the entrepreneurship in the sphere of cultural, eco and youth tourism on the principles of sustainable development suggested at the seminar

The Ministry of education of Finland together with the Ministry of culture, the Ministry of education and youth of the Republic of Karelia and the State committee on physical culture, sport and tourism of the Republic of Karelia held a joint seminar on cross-border cooperation in May 2000 in Petrozavodsk. It was devoted to the cooperation in the sphere of cultural tourism based on the principles of sustainable development.

There were 74 participants from Finland and 100 participants from the Republic of Karelia. At the seminar a resolution was accepted which was later issued in the Finnish (Kestävän kehityksen periaatteet Suomen ja Karjalan tasavallan välisessä kulttuurimatkailussa), English (Principles of sustainable development in cultural tourism between Finland and the Republic of Karelia) and Russian languages

and can be found at: <http://www.minedu.fi/opm/hankkeet/sisu/kulttuurimatkailu/karjala/petroz.html>

The cooperation was continued in Kuhmo at the seminar on 27-28.09.2003. The objective of the seminar was to find a model of support of entrepreneurship in the sphere of cultural, youth and eco tourism on the principles of sustainable development. 26 specialists from Finland and 29 from the Republic of Karelia took part in this seminar.

At the seminar the participants were introduced to the programs and projects aimed at the support of tourism on the principles of sustainable development and possible training through these programs. Based on the reports presented at the seminar the working group consisting of six specialists on cultural, youth and eco tourism appointed from Finland and the Republic of Karelia proposed the activities aimed at the support of entrepreneurship in the sphere of tourism. The proposals were considered at the seminar and the following points were made:

After the seminar in Petrozavodsk the principles of sustainable development of tourism became more known in Finland and the Republic of Karelia. Now it's time to develop concrete projects on cultural, youth and eco tourism on the principles of sustainable development.

Cultural and eco tourism should support the local culture and the preservation of cultural and

natural objects and improve the living standard of local population. The departments of culture, education, youth and protection of nature should develop the cooperation between each other for the elaboration of projects. At the same time it is necessary to work so that local population should realize the value of their cultural and natural heritage and the possibility of its use in the tourism business.

INTERREG III program for 2002-2006 and an already started TACIS program offer new possibilities to cultural, youth and eco tourism which correspond to the principles of sustainable development. Euroregion "Karelia" combines the objectives of these programs on the territory of Finland and the Republic of Karelia.

The seminar appeals to the actors of cultural, youth and eco tourism to join their efforts and work out new projects, which could receive financial support from these or any other corresponding programs.

The seminar states that the most important instrument of the sustainable development of cultural, youth and eco tourism is education. Education should be organized so that it contributes to the development of local entrepreneurship in the sphere of tourism. Education should be individual in respect of the needs of the development of ideas and undertakings in tourism. It is necessary to train local population how to offer local services and products to the tourists.

Support of state authorities and local administrations is vital for the development of the entrepreneurship in the sphere of cultural, youth and eco tourism in order to attract international funding for project activity.

It is necessary to prepare a big TACIS project on the year-long training for the specialists and entrepreneurs in the sphere of cultural, youth and eco tourism, an English-language training and a series of seminars on legislation, economics and safety in the sphere of tourism. This educational project could be implemented as part of the big TACIS project on the development of tourism in the Northwest of Russia or as a separate project.

It is also necessary to publish handbooks, which would summarize the experience of the development of cultural, youth and eco tourism in Finland and the Republic of Karelia.

The seminar stated that for the implementation of the above mentioned projects and other projects based on the principles of sustainable development it is possible to apply for the financial support of TACIS Cross-border small and micro project facility programs before 18.12.2001.

Besides it is necessary to continue the cooperation between the ministries and departments of Finland and the Republic of Karelia aimed at the support of Internet pages on tourism. Ideas of the sustainable development of tourism should be published on these Internet pages in order that possible partners from Finland and the Republic of Karelia find each other and elaborate joint projects (http://www.karelia.ru/Karelia/Culture/KCO/MK_news/Retro/seminar_tur.htm)

It is recommended to develop cultural, youth and eco tourism between Finland and the Republic of Karelia based on the tourist routes. It is necessary to identify the tourist potential of the tourist routes and find entrepreneurs for individual education.

The sides decided to turn to the departments of foreign affairs with the request to considerably cut down the prices of visas for cultural, youth and eco tourism or to use the so-called tourist cards.

An important fact is that after the work on the construction of the Koshkoma-Lietmajärvi railway section is completed a possibility of passengers' transportation on the Kostamuksha-Murmansk route and then to Archangelsk will be considered.

The seminar gave priority to the following educational and tourist projects:

- TACIS cross-border project on tourism development offers an umbrella under which small educational projects could be gathered.
- In tourist projects one should consider the experience of TACIS ENRUS 9704 project on the development of national parks of the Republic of Karelia
- Youth tourist project introducing Karelian rock art
- Youth expedition on Lake Onego

- The pearl of Ladoga - a tourist project for young families' recreation
- Virtual educational environment of EUREGIO Karelia
- Development of cultural tourism in Olonets
- Cooperation in the sphere of cultural and eco tourism between the future national park Kalevala (Karelia) and the park Kalevala (Finland)
- School project in the village of Vuokkiniemi
- Establishment of tourist village of Varispelta in the Vodlozero National Park
- Youth international forest eco tourism project (continued)
- International development of the AWARD activity in the Republic of Karelia (continued)
- White sea whale-watch tourist project based on the principles of sustainable development
- Development of cultural and eco tourism in Sortavala and in Ladoga region
- Development of tourism of northern regions between Province of Oulu and the Republic of Karelia (coordinating project, Koillismaa development center - Oulu University)
- Development of cultural and rural tourism on the principles of sustainable development (Oulu University, educational and research services)
- Development of cultural tourism of rune villages of the Barents region (Juminkeko foundation and Arhippa Perttunen foundation)
- Development of the tribasic cooperation between tourist educational institutions of other countries of the European Union
- Educational project on cultural eco tourism "The golden ring of Zaonezje" of Medvezjegorsk region (Kizhi) of the Republic of Karelia
- Educational projects:
 1. Preservation of historic objects of heritage and organization of cultural tourism
 2. Interpretation of objects of cultural tourism
- The holiday of the former dwellers of the lost Karelian villages

At the seminar a desire was expressed that the projects which were not familiar to the seminar participants should be added to the Internet list of projects on cultural and eco tourism of Finland and the Republic of Karelia.

Kuhmo, 28.9.2001

Chairmen of the seminar:

Olli Saarela, special government advisor, Ministry of education, Finland

Antonina Kamirova, deputy minister of culture, Ministry of culture, Republic of Karelia

Elena Antoshko, deputy minister of education and youth, Ministry of education and youth, Republic of Karelia

Seminar on development of joint projects on cultural, youth and eco tourism in Finland and the Republic of Karelia on 07.02.2002

Place:	Assembly hall of the Finnish Literature Society, Hallituskatu 1, Helsinki
Organizer:	Ministry of education of Finland
Chairman:	Government advisor Paula Tuomikoski, Ministry of education of Finland

The program:

8.30-9.00	Registration of the participants and coffee
9.00-9.05	Welcoming speech General Secretary Jussi Nuorteva, Finnish Literature Society
9.05-9.15	Opening of the seminar Minister of culture of Finland Suvi Linden
9.15-9.30	Welcoming from the Republic of Karelia Deputy minister Antonina Kamirova, Ministry of culture, republic of Karelia Deputy minister Elena Antoshko, Ministry of education and youth, Republic of Karelia
9.30-9.50	Cooperation of Finland and the Republic of Karelia in the sphere of cultural tourism, implemented and the main activities Special government advisor Paula Tuomikoski, Ministry of education of Finland
9.50-10.15	INTERREG-KARELIA program, development of tourism and selection criteria of significant projects Advisor on the issues of professional training Tauno Puolakka, State provincial office of Oulu
10.15-10.30	The main fields of activity of the Regional councils in the development of tourism through INTERREG KARELIA III A program Project author Marko Ruokangas, Regional council of Northern Ostrobothnia

10.30-10.45	Head of regional development Sisko Kaarto, Regional council of North Karelia
10.45-11.00	Leader of the project Paavo Keränen, Regional council of Kainuu
11.00-12.30	Lunch Introduction to the tourist projects in the frames of the INTERREG-KARELIA program
12.30-12.40	Project "Kalevala in the XXI century" Chairman of the Juminkeko foundation Markku Nieminen, Juminkeko Information center of Karelian culture and "Kalevala" epos
12.40-13.00	Discussion and comments
13.00-13.10	AWARD International program Senior advisor Mikko Varesmaa, Ministry of education of Finland
13.10-13.30	Discussion and comments
13.30-13.40	Back to the origins: a project on preservation of guide traditions in the natural conditions Specialist Riita Nykänen, Forestry Board, eco tourist services in the Ostrobothnia-Kainuu area
13.40-14.00	Discussion and comments
14.00-14.30	Coffee break
14.30-14.40	Project on cooperation in the sphere of theater Producer Ilkka Laasonen, City Theater of Kajaani
14.40-15.00	Discussion and comments
15.00-15.10	Project on youth tourism "Rock paintings In Prionezje", Counsellor for cultural affairs Kimmo Aaltonen
15.10-15.30	Discussion and comments
15.30-15.45	Closing the seminar and approving of an action plan Chairman of the seminar, special government advisor Paula Tuomikoski

Cultural, eco and youth tourism between Finland and the Republic of Karelia on the principles of sustainable development

Project seminar: continuation of work started at the seminars in Petrozavodsk (2000), Kuhmo (2001) and Helsinki (2002)

Joensuu 5-6.6.2002, Peltola-hall (Peltolankatu 4)

The program:

Wednesday 5.6.2002

09.15	Opening of the seminar Mayor of Joensuu, Juhani Meriläinen, city of Joensuu
09.25	Future of cultural, eco and youth tourism on the principles of sustainable development Head of the youth division, special government advisor Olli Saarela, Ministry of education of Finland
09.35	Cultural tourism - looking into the future Deputy minister of culture Antonina Kamirova, Ministry of culture of the Republic of Karelia
09.45	Youth tourism - looking into the future Deputy minister of education and youth Elena Antoshko, Ministry of education and youth of the Republic of Karelia
09.55	Objectives and aims of the seminar Special government advisor Paula Tuomikoski, Ministry of education of Finland
10.05	Project proposals and theme groups Counsellor for cultural affairs Tarja Mäkinen, Ministry of education of Finland
10.15	INTERREG-KARELIA program for 2002-2006 and development of tourism between Finland and the Republic of Karelia Head of regional development Marko Ruokangas, Regional council of Northern Ostrobothnia
10.35	TACIS program for 2000-2006 and development of tourism between Finland and the Republic of Karelia Consultant Leena Westman, Joint Opportunity Ltd Oy
10.55	Project of the development center of cross-border and adjacent regions as one of the most important projects in "Euregio Karelia" program Project director Kaisa Väyrynen
11.05	The principles of sustainable development in the resolution accepted at the seminar in Petrozavodsk Research Officer Matti Laamanen, National Board of Antiquities

11.20-12.30	Lunch
12.30-14.00	Rural tourism
12.30	The project of establishment of the tourist village Varispelta Deputy director Vladimir Tigushkin, Vodlozero National Park, Republic of Karelia
12.45	The golden ring of Zaonezje Director Elvira Pavlova, the branch of Petrovsky college of tourism Executive director Helena Valta, Karelian Association
13.05	Comments of TACIS and INTERREG experts on the projects Consultant Leena Westman Head of regional development Marko Ruokangas
13.25	Comments on the projects and general discussion Architect Kari Niskasaari (the project of preservation of the historic village of Kinerma) Denis Maximov, TACIS project on tourism development on cross-border territories, Petrozavodsk
13.50-15.15	Eco tourism
13.50	White Sea whale-watch tourist trips project Candidate of science Rauno Lauhakangas, Finland
14.00	Comments of TACIS and INTERREG experts on the projects Consultant Leena Westman Head of regional development Marko Ruokangas
14.15	Comments on the projects and general discussion Professor Vsevolod Belkovitch, Moscow Institute of oceanology Manager Elena Bagaeva, Lukomorje tourist agency
14.35	Bird-watching tourist trips project Natalia Shishkina, specialist on economic, regional, public relations and tourism, Republic of Karelia Mika Asikainen, executive director of BirdLife Suomi ry
14.55	Comments of TACIS and INTERREG experts on the projects Consultant Leena Westman Head of regional development Marko Ruokangas
15.05	General discussion on the project
15.15-15.30	Coffee break
15.30-17.45	Youth tourism
15.30	AWARD - international youth action program Coordinator Jukka Ruotsalainen, AWARD/Youth culture program Alexander Panov, head of the tourism department, Center of children and youth tourism Julia Grishina, leader of the "Children's Republic" project, Karelian regional children's public organization

- 16.00 Creation of infrastructure for the development of the Karelian rock art youth tourism
Svetlana Zhulnikova, head of the Club of experimental archeology of the Children and Youth Palace, Republic of Karelia
Director Jani Karjalainen, Hyvärilä youth center
- 16.20 Eco youth tourism on the territory of the Republic of Karelia
Psychologist Marina Utitsyna, Republican children eco-biological center
Director Jani Karjalainen, Hyvärilä youth center
- 16.40 Cultural ethnographical youth expeditions on Lake Onego
Director Olga Murzina, Republican social youth center, Republic of Karelia
Director Jani Karjalainen, Hyvärilä youth center
- 17.00 Comments of TACIS and INTERREG experts on the projects
Consultant Leena Westman
Head of regional development Marko Ruokangas
- 17.20 Comments on the projects and general discussion
Project secretary Tiina Ojala and project coordinator Kalevi Hokkila ("New contact" project)
- Head of the department Natalia Volkova, Ministry of education and youth of the Republic of Karelia (Youth handicraft workshops project) and project leader Leena Sopenen, Mannerheim Foundation for children's protection, North Karelia region (Strada handicraft workshops project)
- Leader Julia Grishina (Youth program of self-perfection "Children's Republic")
- Specialist Anna Koski, Republican social youth center, Republic of Karelia ("We choose life" project) and head Pauli Parviainen, Youth service
- Deputy director Valentina Markova, State center on preservation and use of monuments of history and culture of the Ministry of culture of the Republic of Karelia ("Walking to the past" project) and marketing director Mirja Borgström ("Suomen Tammi" project/ Project on the cooperation of school and culture)
- 20.00 Buffet-supper, Carelicum center of culture and tourism

Thursday 6.6.2002

- 09.00-10.20 **War history tourism**
- 09.00 War history tourist objects of the Republic of Karelia, which represent the interest for Finland and their development
Chairman Ari Rauno, Association for Military History in Finland
- 09.10 Development of war history tourist objects - a view of the representatives of the Republic of Karelia
Deputy director Valentina Markova, State center on preservation and use of monuments of history and culture of the Ministry of culture of the Republic of Karelia
- 09.20 Professor Jury Kilin, Petrozavodsk state university

Comments:

- 09.30 Researcher Anu Haapala, municipality of Miehikkälä ("Salpa defensive line" project)
- 09.40 Comments of TACIS and INTERREG experts on the projects
Consultant Leena Westman
Advisor on the issues of professional training Tauno Puolakka
- 10.00 General discussion on the project
- 10.30-12.00 **Karelian petroglyphs tourism**
- 10.30 Development of Karelian rock carvings tourism
Petroglyphs of Lake Onego - deputy director Alexander Zhulnikov,
Karelian state regional museum
Petroglyphs of the river Vyg - director Vera Krotova, "Belomorsk petroglyphs" regional museum
and director Leena Lehtinen, Kierikki center
Conservation and preservation of rock carvings, researcher Nadezhda Lobanova, archeology
Department of the Institute of language, literature and history
- 11.00 Comments of TACIS and INTERREG experts on the projects
Consultant Leena Westman
Advisor on the issues of professional training Tauno Puolakka
- 11.20 Comments:
Archeologist Eeva-Riitta Majoinen, Pohjois-Karjala museum ("Paths to prehistory" project)
Researcher Pirjo Uino, National Board of Antiquities of Finland
- 11.50 General discussion on the project
- 12.00-13.00 Lunch
- 13.00-14.30 Cultural and eco tourism: information, marketing and education
- 13.00 "Marketing culture and cultural heritage" project
Curator Rajja Partanen, Jyväskylä Art Museum
Director Elena Sologoub, Center of cultural initiatives
- 13.20 Comments of TACIS and INTERREG experts on the projects
Consultant Leena Westman
Advisor on the issues of professional training Tauno Puolakka
- 13.40 Comments and general discussion on the projects
Lecturer Seppo Suutari, Vocational institute of Savonlinna (The training program for parks'
personnel and entrepreneurs in the sphere of tourism)
Coordinator Effe Gottfried, Oulu University (Northern route to Karelia - development of tourism
across the border through additional education)
Rector Pekka Huttu-Hiltunen, Kuhmo college of music ("Kuhmo is singing - the beautiful tones of
the village" project)
- 15.00 Closing speech
Senior advisor Merja Niemi, Ministry of education of Finland
- 14.30 Closing of the seminar
Coffee

Action plan proposal

Finnish KEKE-working group

Proposal of 18.6.2002 supplemented by the proposal of the Republic of Karelia on 5.9.2002

Cultural, youth and eco tourism on the principles of sustainable development.

Proposals on elaborating joint projects of Finland and the Republic of Karelia on the basis of the decisions of the seminar in Joensuu 5-6.6.2002

The main proposals:

During summer 2002 Finland and the Republic of Karelia named the performers of projects which are to be developed in the future. In autumn 2002 both countries will continue to plan the implementation of projects via electronic mail. Bilateral meetings will be organized for the representatives of those projects, which by that time will have been developed to the greater extent. TACIS and INTERREG experts as well as the specialists representing administrative structures will be present at these meetings.

Joint KEKE-activity of the departments of culture of Finland and the Republic of Karelia is a unique model of elaborating projects aimed at the compatibility of INTERREG and TACIS programs. In order to make this method accessible for the whole European Union a publication will be prepared in the Finnish, Russian and English languages.

Necessary measures for the development of the five suggested projects:

1) Whale-watch tourist trips

Finland:

- It is necessary to prepare a research project which would help to make recommendations on organizing the whale-watch tourist trips from the point of sustainable development

- It is necessary to find out if the main project performers Rauno Lauhakangas and Markku Kaukoranta are able to work in the project in the future as well. On 20.06.2003 Markku Kaukoranta informed on his willingness to continue his work on this project.
- The Finnish performer will keep in contact with the representative from the Republic of Karelia via electronic mail in order to develop the joint project.
- Responsible sides are carrying out a more detailed study of the possibilities of applying the project to the TACIS program, which would consider interests of all participating bodies.

Republic of Karelia

- Anna Kirova, a deputy head of the local administration of Belomorsk region on social issues and Vera Krotova, the director of "Belomorsk petroglyphs" regional museum are studying possibilities of working out a new tourist route in Belomorsk region as well as the degree of the participation of local administration in this project.
- Elena Sologoub, the director of the Center of Cultural Initiatives of the Ministry of culture of the Republic of Karelia together with Vsevolod Belkovitch from Shirshov Institute of oceanology in Moscow are preparing the project's further development proposals.

2) Youth handicraft workshops as part of tourism

- The objective of the project is to support the social and professional development of the youth in the Republic of

Karelia on the basis of the experience of Finland, to involve young people in organization of tourist trips as guides and assistants and to organize the sale of souvenirs produced by young people.

- A joint pilot project on the basis of the proposal "Olonia - the goose capital" (Olonets) will be prepared. One of the youth workshops could be situated on this tourist route.

Finland

- it is necessary to find out if Pauli Parviainen ("Youth service") and Henri Alho (Regional council of Eastern Finland) are going to be the performers of the project from the Finnish side
- The Finnish performer will keep in contact with the representative from the Republic of Karelia via electronic mail in order to develop the joint project.
- It is necessary to think over the contents of training and target groups.
- It is necessary to specify what other tourist projects can support the activity of youth handicraft workshops.

Republic of Karelia

- The coordinators of the project are Natalia Volkova, Ministry of education and youth of the Republic of Karelia and Galina Dudkina, Karelian center of folk art (The Center is engaged in crafts and operates directly in the regions of the Republic of Karelia)
- Coordinators together with the Finnish partners are developing a training program on crafts and studying the funding possibilities.

3) Archeological objects and cultural routes

Finland

- On 20.06.2003 the Kierikki center informed on its readiness to participate in the project as the main performer.
- It is necessary to specify archeological and cultural objects and participants of the cooperation.

Republic of Karelia

- The Center of cultural initiatives, the Karelian State regional museum, "Belomorsk petroglyphs" museum, the department of culture of Belomorsk region and Belomorsk regional museum are responsible for elaborating the project.
- The project partners should define precisely the spheres of interests and the extent of responsibility of every project participant. The Center of cultural initiatives will be responsible for working out new tourist routes and the Karelian State regional museum is responsible for cultural and educational activity.

4) Bird-watching tourist trips (Olonets)

Finland

- It is necessary to specify Finnish project performers including the Finnish organization Suomen BirdLife (representative Mika Asikainen)
- It is necessary to find out if the Finnish company in Liminganlahti which is engaged in arranging such kind of trips is ready to be the consultant in the project. A conclusion should be made on whether the project can create jobs and help in solving the problems of employment in the town of Olonets.
- The Finnish performer will keep in contact with the representative from the Republic of Karelia via electronic mail in order to develop the joint project.
- The search for more project participants will be continued.

Republic of Karelia

- A final list of project partners is necessary for preparing an application to the grant-giving foundations.
- Natalia Shishkina from the administration of local government of Olonets region together with the Finnish side is working on the contents of the project and preparing an application.

5) War history tourism

Finland

- On 20.06.2003 the Association for Military History in Finland informed on its interest in the project development.
- The Finnish performer will keep in contact with the representative from the Republic of Karelia via electronic mail in order to develop the joint project.
- The search for more project participants will be continued.

Republic of Karelia

- Vladimir Dybin from the State center on preservation and use of monuments of culture and history together with Jury Kilin and other researchers of war history are engaged in the elaboration of the project.
- It is necessary to use the created database and maps in the tourist business more effectively and to distribute information on the accessibility of such kind of materials.

Appendix 8: Map





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