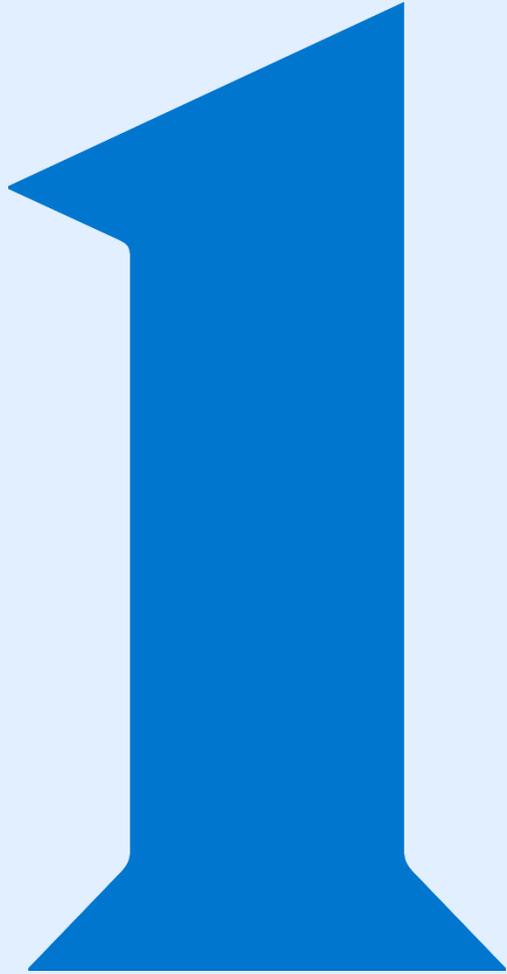




Introduction – information from Sweden

Erika Rosander, Swedish Agency for Economic
and Regional Growth

JWGT, Riga, Nov 13, 2018



- ▶ **Importance and value of the Barents Co-operation**

Barents – a region of possibilities in sustainable tourism

- Swedish governmental organizations prioritizes the Barents co-operation and find it most valuable.
- We see further potential in the Barents region tourism.
- We see that the supply of tourism experiences and future potential in tourism products match international demand, such as:
 - Exploring nature and culture
 - Northern Light/natural phenomena
 - Health and possibilities of self-fulfilness



Sustainability – a key factor



- ▶ Increased and urgent needs of understanding and actions in sustainable development.
 - Environmental
 - Social
 - Economical
- ▶ Must be a part of all development efforts.



▶ **National priorities**

National tourism policy development

- ▶ Waiting for a new government to take form after election in September 2018
- ▶ Yet no formalised coherent tourism policy based on the 2017 national policy inquiry
- ▶ Assignments on i.a.
 - Rural policy implementation, including tourism efforts
 - Simplification for SMEs in the tourism sector



Swedish Agency for Economic and Regional Growth – Four main focuses:

- *Sustainable destination development* and development of sustainable products and services that are internationally competitive and attractive to the visitor
- *Strategic coordination and cooperation* for better governance, knowledge transfer and synchronization of efforts
- An *increased business focus* with efforts to enable companies to develop their business skills
- *Development of knowledge, based on statistic and analysis* in order to help decision makers and enterprises to invest efforts and money in the best possible way

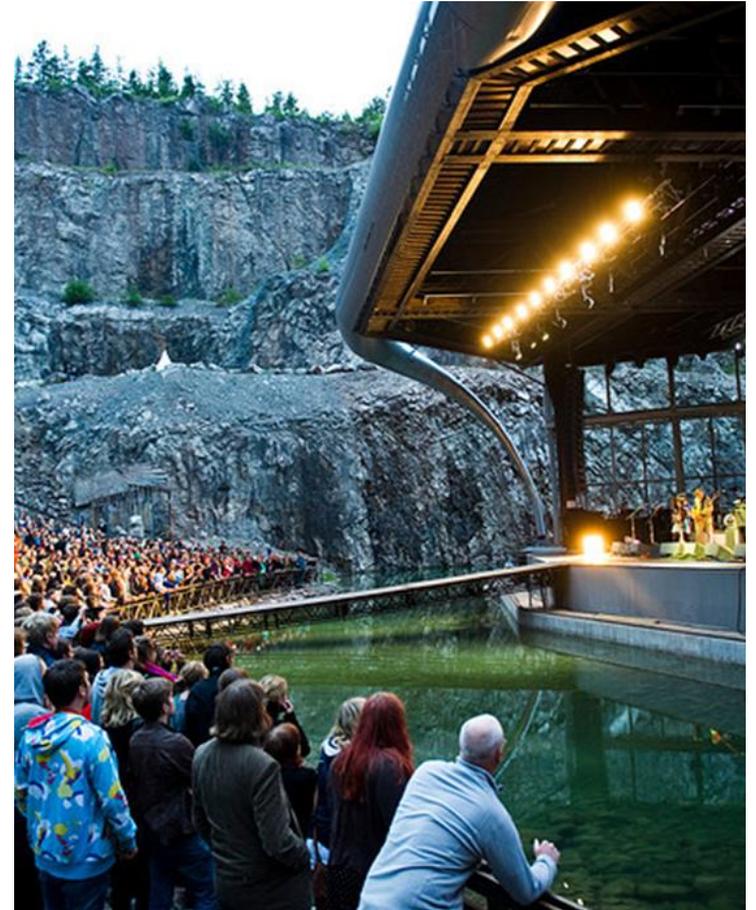


16 co-operating national agencies

- ▶ Led by Swedish Agency for Economic and Regional Growth
- ▶ The overall objectives of the cooperation are to
 - strengthen the international competitiveness of the Swedish tourism industry based on sustainable development,
 - create conditions for **sustainable transports and accessibility** to, from and within destinations,
 - create conditions for sustainable **destination and product development**.

Seven strategic areas

1. Gathered and communicated knowledge
2. Sustainable development and safety
3. Competence supply and labour market matching
4. Destination and business development
5. Digitization and innovation
6. Physical planning and transport accessibility
7. Simplification of regulations and supervision





Looking forward to an
interesting and creative
afternoon!

