



# STAR Project

*sea, towns and rivers tourism development*

The STAR project aims at developing solutions for small and micro scale tourism enterprises located at the coast or islands. We specifically try to reach areas where tourism is an important sustainable and rural economic activity, but where it is not yet developed into an industry. We also aim to reach areas where the tourism development is carried predominantly by small and micro enterprises. We feel that the combination of these factors are influencing the development possibilities of these enterprises and that common solutions can help to maximise our economic improvements.

We see that the common problems of this type of area are:

- ★ Lack of inflowing tourists attracted into the region by large scale tourism of which the smaller organisations can take a benefit.
- ★ No visibility of the region generated by mass tourism which renders it unknown to the larger public.
- ★ Impossible to launch large marketing campaigns that reach a wider public since they are expensive and thus cannot be carried by small and micro size enterprises individually.
- ★ Inability for small and micro tourism companies to develop extensive services and products.

We see also the following opportunities for this type of area:

- ★ Possibility to attract tourists looking for an unconventional holiday
- ★ Operating in quiet and rural areas suitable for tourists looking to get away from large crowds
- ★ Probably located in unique and unspoiled nature areas
- ★ Possibilities for easy cooperation among local providers to combine forces
- ★ No competition with large scale tourism operators and their overpowering dominance.

Therefore we want to work in the STAR project on the following elements:

- ★ Activating or installing regional tourism offices
- ★ Training tourism companies in “free marketing” and how to find business opportunities
- ★ Offering a think tank for innovative tourism product and services ideas
- ★ facilitating product and service development through cooperation with other tourism enterprises.

Interested? Take contact:

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LAG Living Kainuu  
Finland, Kainuu region

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**Topic / title of the proposed project**

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**ENRICHING VILLAGE HOUSES AND LIFE**

Development of use of village houses and village services through a transnational cooperation

**Objective:**

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**Initial position / background / local context of the proposed project**

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Kainuu region is located in eastern Finland, along the Russian border. There are two LAGs operating on this area: LAG Living Kainuu and LAG Oulujärvi. Most of the area is very sparsely populated (3.9 inhabitants per km<sup>2</sup>), the profile of the area is mainly woodland, lakes and untouched nature with wild animals (bears, wolves, reindeer).

Villages are quite small and there are long distances between them. In the villages there is often a village house ("kylätalo" in Finnish language), which is usually owned by a non-profit organization/ association from the third-sector. The typical Finnish village house is usually an old, big building in good condition (renovated). It operates as a living room of the village: it is a meeting place for dwellers, workshop for hobbies, clubs and place for various events.

To purchase a village house in our region is relatively easy and inexpensive, but the maintenance of a village house is a big challenge. You can buy a beautiful romantic village house in Kainuu for very cheap price! But actually you are buying maintenance cost of about 10.000€ annually. So the owner (non-profit association) must find and provide versatile services and action that generates income, in order to be able to cover the maintenance costs of a big building. There is a need to develop a variety of new activities (services or products), which bring customers to the village house also from the outside of village.

We would like to carry out this development through a transnational cooperation by seeking and exchanging new ideas, new approaches to local and international networking. In a transnational co-operation we would like to provide to our partners special strengths and competences of our villages: 3D modeling as a new innovative marketing tool for villages; our event arrangements, networking experiences and ICT-competences are strong too.

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**Proposed objectives / activities**

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The main goal of the co-operation:

To find new ways to a more efficient and economically productive use of village houses through a transnational cooperation.

Activities:

1. Finding co-operation partners (2-4 different countries), who has same interests and willing to cooperate with Finnish villages
2. Preparing with them a co-operation project plan, in which as a result all partners will have new ideas, tools, and experiences how to use a village house more efficiently.
3. Making preparatory visits to the region of the partners: designing collaboration and drawing up contracts

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4. Organizing a meeting or seminar in Kainuu for the cooperation partners

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**Country and /or kind of partner you are looking for**

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We are looking for co-operation partners according to the following criterions:

- villages with "kylätalo" / village house or a house, which operates as a "living room" for dwellers
- owner is an association or other, non-profit, third-sector-body (not for private or corporate ownership)
- small villages with inhabitants not more than 1000, or the village has a remote location
- on the area of the partner there is a working Leader Group and it has an interest in designing a co-operation project on this subject

WE WILL GLADLY ACCEPT CONTACTS THROUGHOUT EUROPE.  
(Possibly until the end of August 2010.)

**Offering LAG:**

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**Country / Region**

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**LAG Living Kainuu  
Finland, Kainuu region**

**Contact details**

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For further details please contact:  
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**Topic / title of the proposed project**

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Cultural Tourism In The Arms Of Nature

**Summary of project idea:**

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The aim is to combine art and tourism in the beautiful European nature for all rural inhabitants. Idea is to form cultural tourism packages in co-operation with other LAG areas in Europe.

**Local context in which the project is going to operate (starting situation):**

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We have two art museums (Nelimarkka Museum, Vanha Paukku Art Museum), few art associations and local museums that are willing to form a cultural tourism packages for anyone interested in such. The surrounding nature would be an essential part of this package. The art museums are also looking for possible art and expertise exchange with other European art museums. For single artist this could bring art exhibition possibilities and interaction between artists from different LAG areas.

**Proposed objectives, target groups and activities**

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We are looking for other art museums, local museums, artists, art masters, associations, foundations who would like to join us in 1) processing the guided cultural tourism packages 2) preparing lessons of each target cultural tourism area 3) visiting each target area 4) publish material in the internet and also printed material of the project.

**Type of partner you are looking for:**

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LAGs, organizations, individual artists, art masters, local inhabitants or maybe even micro companies

**Countries in which you are looking for partners:**

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LAGs from all EU member states

**Spoken language:** English

**Other language:** French, Finnish, Swedish, German

**Category:** Culture, Tourism

**Date:**

02/07/2010

**Contact details:** LAG Kuudestaan ([www.kuudestaan.net](http://www.kuudestaan.net))

## **1/ Working name for the project: "Services and NGO´s – Partnerships and solutions"**

### **Main Ideology**

Involve NGO´s and associations in service producing alone and in partnership with the public sector and enterprises

### **Vision**

- Diverse and rich structures of services in rural areas
- Increased role of NGO´s and associations

### **Objectives**

We are learning from each other, exchanging experiences and know-how on different solutions to provide services in rural areas. We get better knowledge and skills for education and training purposes serving educational and training institutions, students and third sector actors, volunteers and officials.

### **Suggested activities**

- Cooperation between partners to find creative service solutions – also in public-private partnerships
- Exchange knowhow on service contracts
- Study visits and seminar
- Cooperation between educational and training institutes on teaching and learning programmes as well as R&D when possible.
- Provide material on solutions and good practices in different countries
- LEADER groups benchmark working methods

### **Partner search**

If You are interested in to start "Services and NGO´s" transnational cooperation with Finland, please contact us. We would like to have 2-5 LEADER group partners having varying examples of service providers and providing in rural areas. Our main partner HUMAK University of Applied Sciences, its Degree Programme in Civic Activities and Youth Work, would appreciate to collaborate with other educational and training institutions on this thematic. Please note that two or three LEADER groups in Finland are interested in this project (SILMU, Ykkösakseli).

### **Contact information (please send Your expression of interest to both addresses below)**

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