



## ANSÖKAN: UTVECKLINGSMEDEL FÖR SAMVERKAN

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|------------------------|---|
| Projekttitel           | Cross-border tourism development in the Umeå – Vaasa region |
| Projektnummer          | Ifylles av koordinatören                                    |
| Projektperiod          | 2017-06-01 – 2017-10-01                                     |
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|                        |   |
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### 1. Bakgrund, syfte och målsättning för samarbetet (max ½ A4 sida)

The proposed study is linked to an ongoing Interreg project entitled “Spotlight High-Low Coast”. The objective of the Interreg project is to introduce new tourism product packages and marketing materials to attract more visitors to the High Coast / Kvarken Archipelago World Heritage Site regions in a sustainable way. Within this context, the purpose of the proposed study is to examine existing experiences from promoting cross-border tourist products to local as well as foreign tourists. Special attention will be directed at the examination of the various stakeholders’ roles in the marketing of cross-border destination packages. An important component of our study is to document the initiatives to redirect tourists who are already in Vaasa to visit Umeå (Västerbotten region) and vice versa. We will collect data from archives, interviews and questionnaires. The topics of the questions will be defined in cooperation with the concerned organizations and include organizations such as the Kvarken Council (Kvarkenrådet) which is the leading association for the cross-border cooperation between Österbotten in Finland and Västerbotten in Sweden. The findings from the study will be presented at seminars to which we will invite representatives from firms and organizations with interests in increasing the region’s attractiveness to tourists. We have also discussed the possibility of including students in the coming project activities with representatives from Visit Umeå and Visit Vaasa. These organizations can present case study assignments for students and possibly also give feedback when the students present their analyses. Thus, the project will integrate research, education and practical assignments.

### 2. Kort redogörelse för fortsatta samarbetsmöjligheter efter projektets avslut (max ½ A4 sida)

The study’s findings will make it possible to assess the state of the cooperation during the final year of the Interreg project “Spotlight High – Low Coast”. The study’s findings can therefore contribute to the identification of critical development areas of the cross-border

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product packages. Hence, the proposed study makes it possible to conduct analyses of interest for those involved in the development of cross-border tourism in the region. These analyses are likely to be of practical relevance to those involved in the Interreg project since the "Spotlight High-Low Coast" project ends in May 2018 and the application period for continued Interreg Nord funding opens in June 2017. An important objective of the pilot-study is therefore to establish contacts that make Umeå School of Business and Economics (USBE) a future partner in the coming project application for Interreg Nord funding. A possible contribution by researchers from USBE within the context of such cross-border co-operation is to conduct studies that identify consumers' preferences with regard to cross-border tourism packages. Also an area of future cooperation concerns the involvement of students. This will be possible through the integration of practical case study assignments on cross-border tourism products in a Master level course in marketing. Our students will, therefore, conduct studies of relevance to firms and public organizations. Future co-operation also need to include one of the academic institutions in Vaasa. While the timeframe of the proposed study is too short to encompass joint research activities, we will discuss opportunities for future research cooperation with one of the academic institutions in Vaasa.

| Aktivitet   | Ansvarig               | Tidsplan              | Kostnad    |
|---|------------------------|-----------------------|------------|
| <b>Travel costs</b><br>Travels to Vaasa for initial meetings with Visit Vaasa" and the "Kvarken Council" (Kvarkenradet).  | P. Hulten<br>I. Monich | May 2017              | 4000 SEK   |
| <b>Data collection costs</b><br>Consultant costs for collecting survey and interview data.  | P. Hulten              | Jun, Jul, August 2017 | 20 000 SEK |
| <b>Costs associated with promotion and dissemination of results</b><br>Arranging a panel debate seminar at Umea University to which we will invite the local media. (Administrative help is needed) | I. Monich              | September 2017        | 10 000 SEK |
| <b>Coming project proposal</b><br>Travels for meetings about the project proposal to obtain Interreg Nord funding. The application period is 2017-06-01 to 2017-09-04.                              | P. Hulten<br>I. Monich | August 2017           | 6 000 SEK  |
| <b>Travel costs</b><br>Guest lecturers by our Finnish partners  | P. Hulten              | September 2017        | 5000 SEK   |
| <b>Best case study award</b><br>A group of four to five students will be awarded a weekend trip to Vaasa (sponsors are needed).   | P. Hulten              | September 2017        | 5000 SEK   |



Underskrift  
Ansvarig forskare



Underskrift  
Representant från företag/organisation

Total kostnad: SEK 50 000:-

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