



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:

Elke Kleutghen – Project manager

LAG: Peräpohjolan Kehitys Ry

Telephone: +358 400 139 326

Email: star@perapohjola.fi

