

## **Sustainable Arctic Tourism – SEMINAR** *“Selling the Arctic Dream”*

25<sup>th</sup> – 27<sup>th</sup> October 2005 Pyhätunturi, Finland

### **Preliminary Program**

#### **Tuesday 25<sup>th</sup> October**

<b>12.00</b>	<b>Registration</b>
<b>13.00</b>	<b>Lunch</b>
<b>14.00</b>	<b>Welcoming address</b>
<b>14:10</b>	<b>Presentation of Pyhä-Luosto National Park</b>
<b>14:45</b>	<b>What is the Arctic Dream?</b>
<b>15.15</b>	<b>Coffee Break</b>
<b>15:45</b>	<b>How are we going to sell the Arctic Dream? Arctic diversity: What is the Arctic?</b>
<b>16.45– 18.00</b>	<b>Group activity by Arctic Safaris, FIN</b>
<b>19.00</b>	<b>Dinner</b>
<b>20.30</b>	<b>Cultural presentation; Ellin Saamenmaa</b>

#### **Wednesday 26<sup>th</sup> October**

<b>9.00 – 9.30</b>	<b>Introduction to the sessions</b>
<b>9.30 – 10.20</b>	<b>1. Session – Marketing the Arctic Dream Coffee</b>
<b>10.30 – 11.30</b>	<b>2. Session – Reaching for Excellence</b>

- 11.30 – 13.30 Lunch**  
Outdoor break
- 13.30 – 14.30 3. Session – Key to Sustainable Development**
- 14.30 – 15.00 Coffee break**
- 15.00 – 16.15 4. Session – Arctic Networking**
- 16.30 – 17.30 Summary; Group discussion on selected theme**
- 19.00 Dinner with accompanying Arctic program**

#### Thursday 27<sup>th</sup> October

- 9.00 – 9.15 Summary of day two**
- 9.15 – 11.00 5. Session – The future work towards sustainable arctic tourism and SMART**
- 11.00 Seminar wrap up**
- 11.30 – 13.00 Lunch**