



WHAT IS «WHITE ROAD»?

The title of the project White Road refers to the traditional routes between Northern Finland and Northern Karelia in Russia. These important routes have connected the Baltic Sea with the White Sea. On the Finnish side Kainuu and the Kuusamo region take part in the White Road project. From Russia the districts of Louhi, Kalevala, Kemi, Byelomorsk and Segezha as well as the city of Kostomuksha in the Republic of Karelia are involved in the project work.

OVERALL OBJECTIVE

The overall objective of the project is to increase inbound tourism in Kainuu, the Kuusamo Region and the Republic of Karelia by creating new, high quality travel products that correspond to the requirements of and are easily obtainable by the modern customers from Russia, Finland and Central Europe.

SPECIFIC OBJECTIVES:

- To tighten co-operation and networking between tourist service companies in Kainuu, Kuusamo Region and the Republic of Karelia in order to facilitate the development of joint products and services as well as to promote understanding of the quality and safety requirements of customers, tour operators and travel agents;
- To promote the area along the “White Road” as well as the new cross-border tourism products;
- Development of professional competencies of personnel of tourism companies in the project area;
- To enhance the co-operation and exchange of information between entrepreneurs, officials at local and regional level; to facilitate both small- and large scale investments in the tourism infrastructure.



PARTNERS

Kajaani University of Applied Sciences (KUAS)

Finland, Kainuu (Kamk, P.O.B 52, Ketunpolku 3, FI-87101, Kajaani)

tel: +358 447 157 004

Project manager: Petri Muje

e-mail: petri.muje@kamk.fi, <http://www.kamk.fi/en>

Karelian resource Center of NGOs

Russia, Republic of Karelia (185035, Petrozavodsk. Gogolya St, 1)

tel: +7 8142 76 60 73, fax: +7 8142 76 39 35

E-mail: resource@karelia.ru, <http://www.nko-karelia.info>

Naturpolis Oy Ltd

Finland, Oulu Region (Nuottatie 6 A, 93600, Kuusamo)

tel: +358 408 608 844

e-mail: info@naturpolis.fi, <http://www.naturpolis.fi>

Kainuu Vocational College Public Utility

Finland, Kainuu (Opintie 3, 87100, Kajaani)

tel: +358 861 656 770

e-mail: elisa.karhu@kao.fi

Voigt Travel B.V.

The Netherlands, Noord-Holland

(Amsterdamsesstraatweg 15E, 1411 AWWaarden)

tel: +313 56 990 322, fax: +313 56 990 329

e-mail: cees@voigt-travel.nl, www.voigt-travel.nl

Vuokatin matkailukeskus Oy

Finland, Kainuu (Kainuuntie 9 A 7 88600 SOTKAMO)

tel: +358 500 681 792 fax: +358 500 681 792

e-mail: pasi.tolonen@sok.fi

Idan Taiga Association (Wild Taiga)

Finland, Kainuu

(Hotel Kalevala, FI-88900 Kuhmo)

tel: +358 400 380 878 fax: +358 865 542 00

e-mail: info@wildtaiga.com, <http://www.wildtaiga.com>

PARTNERS

Administration of Byelomorsk Municipal Region

Russia, Republic of Karelia (186500, Byelomorsk, Leninskaya St, 9)

tel: +7 81437 5 10 54, fax: +7 81437 5 14 65

e-mail: belkaradm@onego.ru, belturadm@onego.ru,

<http://belomorsk-mo.ru/>

Administration of Kalevala National Region

Russia, Republic of Karelia (186910, Kalevala, Sovetskaya St, 11)

tel: +7 81454 4 11 57, e-mail: kalevadm@onego.ru,

<http://www.visitkalevala.ru>

Administration of Kem Municipal Region

Russia, Republic of Karelia (186600, Proletarsky Av, 30)

tel: +7 81458 2 27 73, e-mail: kemeconom@mail.ru,

<http://kemrk.ru>

Administration of Kostomuksha Urban District

Russia, Republic of Karelia

(186931, Republic of Karelia, Kostomuksha, Stroiteley St, 5)

tel: +7 81459 5 21 42, +7 81459 5 41 40

e-mail: adm-kos@msu.kostomuksha-rk.ru,

<http://www.kostomuksha-city.ru>

Administration of Louhi Municipal Region

Russia, Republic of Karelia (186660, Louhi, Sovetskaya St, 27)

tel: +7 81439 5 13 90, +781439 5 16 87

e-mail: sev@onego.ru, <http://louhi-adm.onego.ru/>

Administration of Segezha Municipal Region

Russia, Republic of Karelia (186420, Segezha, Lenina St, 9A)

tel: +7 81431 4 36 61, +7 81431 4 26 54

e-mail: ud@segadmin.onego.ru, <http://home.onego.ru/~segadmin/>



WHITE ROAD

Cross-border Tourism

Development in Northern Finland
and the Republic of Karelia



THE EUROPEAN
NEIGHBOURHOOD AND
PARTNERSHIP INSTRUMENT,
CROSS-BORDER COOPERATION