

Regional Capacity Building Initiative

Supporting partner country participation in ENPI CBC Programmes 2007 - 2013

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<i>Name of the Project</i>	Unique Estonian-Russian fortresses ensemble development as a single tourist product and conservation of cultural and historical heritage
<i>Regions Involved</i>	Estonia-Russia cross-border area
<i>Timeframe</i>	July 2006 – June 2008
<i>Budget</i>	€ 307,504
<i>Sources of Finance</i>	Interreg IIIA, Tacis CBC
<i>Project Partners</i>	<ul style="list-style-type: none"> • Narva City Government Department for Development and Economy, Estonia • Administration of Municipal Fund 'City Ivangorod Kingisepp district, Leningrad oblast', Russia • Municipal Fund 'Ivangorod Centre of Sustainable Development', Russia • Committee for Physical Culture, Sports, Tourism and Youth Politics, Russia • Museum Agency Government of Leningrad Oblast, Russia
<i>Field of Intervention</i>	<p>Cultural and tourist activities:</p> <ul style="list-style-type: none"> • Non-physical investments (development and provision of tourist services, sporting, cultural and leisure activities, heritage) • Shared services for the tourism industry (including promotional activities, networking, conferences and trade fairs) • Encouragement for tourist activities • Maintenance and restoration of the cultural heritage • Infrastructure investment - roads
<i>Aims of the Project</i>	Unique Estonian-Russian fortresses ensemble development as a single tourist product and conservation of cultural and historical heritage
<i>Activities</i>	<ul style="list-style-type: none"> • management and coordination • development of the tourist product • promotion of the developed tourist product • dissemination of project information • creation of conditions for conservation of cultural and historical heritage



<p>Results</p>	<ul style="list-style-type: none"> • Awareness raised and information disseminated • Enhanced co-operation between project partners on administrative and political level • Improved information infrastructure • Creation of networks between cross-border tourist agencies • Promotion of a single tourist product for unique ensemble of fortresses • Expanded cross-border cooperation in this field <p><i>Project impact:</i></p> <ul style="list-style-type: none"> • Strengthened partnership relations • Long lasting and regular contacts among project partners • Increased number of tourists • Enhanced tourism and tourism services • National governments ready to include the complex into UNESCO list • Encouragement for further initiatives for the conservation of cultural and historical heritage on the EU's external border with Russia • Improvement of the image of the relevant cross-border regions
<p>Cross Border Impact</p>	<ul style="list-style-type: none"> • Creation of the basis for cross border co-operation and development of cross border tourism through improved road quality, which facilitates traveling from one side of the border to the other • Stimulation of cross border tourism, leading to an increased number of visits to the other side of the border • Improved common understanding for the other side of the border through joint promotion of a single tourist product (a tour around Ivangorod and Narva fortresses) • Creation of networks between cross-border tourist agencies

Key factors for success

- Wide range of partners with representatives from local, regional and central levels
- Balanced mix of activities (soft and infrastructure)
- Joint marketing activities also enhance mutual understanding through singling out each other's attractive sides