



Unique Estonian-Russian fortresses ensemble development as a single tourist product. Stage II

EstRusFortTour-2

Priority 1 Socio-economic development

Measure 1.3 Tourism development





Short summary of the project

In Narva- Ivangorod twin-cities, at the Estonian – Russian border there is a unique fortresses ensemble of great cultural, historical and tourist value that is not fully used mostly due to undeveloped tourism infrastructure and poor accessibility. Poor accessibility was identified not only in terms of infrastructure but in tourist information as well. The present investment project is a follow-up project of EstRusFortTour project implemented in the framework of Interreg IIIA Programme in 2006-2008, directed at the development of the unique fortresses ensemble as a single tourist product.

EstRusFortTour project studies clearly identified poor access to the fortresses as one of the MAIN PROBLEM or “bottleneck” to be solved at first in order to create the cross-border single tourist product in most successful and sustainable way. Creation of a good access infrastructure and development of an innovative single tourist service (audio-tour) will significantly improve CBC regional competitiveness as a united tourism destination and the main centre of tourist attraction.

The project is relevant to particular needs and constraints of Narva-Ivangorod cross-border region.

Overall objective

Development of the Narva and Ivangorod fortresses ensemble as a single tourist product to ensure fast development and regional competitiveness of the Narva/Estonia Ivangorod/Russia cross-border region as a united tourism destination and the main centre of tourist attraction by means of development of the area's unique historical heritage.

Specific objective

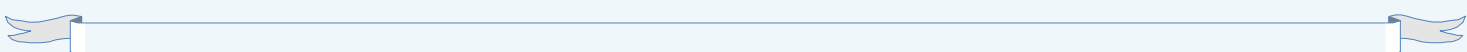
- ✚ To improve accessibility of the Narva and Ivangorod fortresses ensemble by integrated improvement of the access roads by modernizing them and making them easier to find;
- ✚ To increase the level of safety and attractiveness of the access territory as well as improving the quality and accessibility of tourist information by implementation of innovative methods.

Beneficiary

Narva City Government, Department for City Development and Economy (Estonia)

Partners

- **Administration of Municipal Formation “City Ivangorod Kingisepp Municipal District”** (Russia)
- **Narva Museum** (Estonia)



Expected results

- + **Ivangorod** tourism **infrastructure improved**:
 - o Constructed **Ivangorod fortress access road** -320m length for tourists (ca 177 000 tourists per year) and local inhabitants (ca 75 000 inhabitants); constructed public toilet near the Fortress;
 - o Created **equal possibility** for different groups for visiting fortresses (families with children, disabled people)- the ascend to the fortress is constructed: area of construction 350 sq.m with **special ramp**;
 - o **Increased** number of **tourists** and visitors 30%;
- + **Narva fortress** tourist **infrastructure improved**:
 - o **Reconstructed** 13,538 m2 of **access** territory. **Landscaping** implemented;
 - o Created **equal possibilities** for different groups for visiting fortresses- Families with children (children thematic playground constructed), good quality roads, disabled people accessibility to Narva fortress complex improved;
 - o **Increase of tourists** and visitors 10 %;
- + The **living environment** improved (ca 75000 CB region inhabitants);
- + **Accessibility** to Narva and Ivangorod fortresses ensemble improved;
- + Created **innovative tourist service tool** aimed at extending the attractiveness of the CB region, developed **common marketing strategy** of the service. The quality and accessibility of **tourist information** improved. Provided new service as a single audio-tour around Narva and Ivangorod fortresses, grown demand for different tourism services, equal possibility for different groups (3 languages, individual and group tourists);
- + **Dissemination of information** contributes to significant awareness raising among tourists, tourist and tourist related companies, stakeholders, potential investors on local, regional, national and international levels, wider public as regards development **of accessibility of fortresses ensemble**.

Final beneficiaries

- + Domestic and foreign tourists visiting the CBC area (ca 177 000 tourists per year)
- + Local population (65 506 inhabitants in Narva and ca 11 200 in Ivangorod)
- + Tourist companies
- + Narva and Ivangorod Museums

Duration

28 months

Budget

Total budget: 1 824 564,85 EUR

Programme co-financing: 1 642 108,36 EUR (90%)

Project co-financing: 182 456,49 EUR (10%)

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