



Tour de Latgale and Pskov

Tour

Priority 1 Socio-economic development

Measure 1.3 Tourism development





Short summary of the project

The present project is based on the history of common cooperation among both regions. Analysis of tourism infrastructure shows that Latgale Region and Pskov Region still have significant underdeveloped potential of water-based tourism that would make the regions more attractive for tourists and businesses.

At present, there is a clear lack of cross-border water-based tourism offers:

- present infrastructure and services are not attractive for development of recreational areas for families
- no information on tourism opportunities is available for wide audience both within and outside both regions
- tourism development institutions have lacked initiative of joint cooperation. As tourism development is one of main priorities of both regions, implementation of the project would likely increase attractiveness of the region and use of water resources both by locals and visitors. It would also facilitate further cross-border cooperation among destinations.

The project is aimed to develop cooperation and establish permanent network in tourism sector among Latgale Region and Pskov Region in order to increase recognisability of both regions in the European Union and Russia.

Overall objective

Overall objective of the project is to develop cooperation and establish permanent cooperation network in tourism sector among Latgale Region and Pskov Region.

Specific objective

- ✚ **Increase attractiveness and recognisability of Latgale Region and Pskov Region in the European Union and Russia;**
- ✚ **Raise capacity of regional administration and tourism professionals in order to improve quality of services and increase competitiveness in tourism sector;**
- ✚ **Develop tourism infrastructure as a part of identified interregional tourism routes.**

Beneficiary

Latgale Planning Region (Latvia)

Partners

- **Latgale Region Development Agency**(Latvia)
 - **State Committee of Tourism, Investment and Spacial Development of Pskov Region** (Russia)
 - **Pskov Tourism Development Centre** (Russia)
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Expected results

- ✚ **Capacity** of the **Pskov Tourism Development Centre**(TDC) will be increased in order to provide effective project coordination and tourism promotion activities. **Equipment** purchased for Pskov TDC to facilitate its project coordination (1 laptop PC, 1 copier, 1 printer, 1 plotter, 1 multimedia projector, 1 multimedia screen);
- ✚ It is expected that **45 regional municipalities** and more than **100 tourism professionals** will be informed on project activities and their development as well as **2 million inhabitants** (inside and outside of the project territory) informed **about the project** and the **joint tourism routes** through tourism fairs and publications, web-site. At least **500 followers/business partners** worldwide attracted to the public portfolio of the project via social networks;
- ✚ **5** interregional tourism **routes** will be developed, i.e., sacral, rural and crafts. Additional **2 new routes** will be developed based on discussion among regional representatives during the project;
- ✚ **8 creative workshops** will be organized in Latgale and Pskov regions based on subjects of mutual interests including involvement of creativity and innovation in tourism related services, role of marketing in promotion of tourism, quality management and diversification of tourism products, role of Tourism information centres in promotion of regional tourism, border crossing issues and possible solutions;
- ✚ **19 water-based** tourism **sites** will be improved **in Latgale Region** and **7 water-based infrastructure sites** will be improved **in Pskov Region**. **13 information stands** located at the tourism sites. **195 buoys** placed in Lakes of Latgale. **13 information signs** placed on the roads near the tourism sights in Latgale. Average **number of visitors** to the sites will increase by **3%** and **number of injuries and fatalities** decreased by **10%** in the second year of project implementation in the project related water basins.

Final beneficiaries

- ✚ Regional administrations and institutions responsible for promotion of tourism sector in the regions
- ✚ Tourism operators in the regions
- ✚ Entrepreneurs involved in tourism business
- ✚ Inhabitants of Pskov Region and Latgale Region
- ✚ Entrepreneurs of both regions involved in sectors other than tourism
- ✚ Tourists

Duration

24 months

Budget

Total budget: **1 681 815,20**EUR

Programme co-financing: 1 513633,68 EUR (90%)

Project co-financing: 168181,52 EUR (10%)

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