

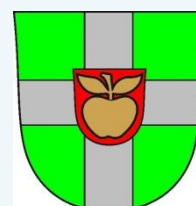


## Exploring the history of narrow gauge railway

### **EHNGR**

**Priority 1**      Socio-economic development

**Measure 1.3**    Tourism development





## Short summary of the project

The project connects Estonian and Russian origin organizations and interest groups that are involved with the narrow gauge railway history.

The project idea is to promote narrow gauge railway thematic tourism field which covers developing joint tourism goods and services, commonly accepted strategy of tourism and creation of co-operation networks in the field. In the light of tourism the history of railway transportation has not been presented in a very attractive manner. Nevertheless the history holds out a lot of interest making it possible to take a look back to the shaping of cultural history, development of society and many events with historical importance.

For this purpose the preparations such as necessary work projects, plans and studies will be made to create a museum and exposition in Türi and St. Petersburg.

## Overall objective

- ✚ Raising the competitiveness of the areas of partner institutions
- ✚ General development of cross-border co-operation and sharing the resources between partners
- ✚ Find solutions to mutual problems
- ✚ To promote cross-border tourism

## Specific objective

- ✚ To establish all the preparation works for building a narrow gauge railway museum in Türi and to create an exposition (also museum in future) of narrow gauge railway in St. Petersburg that would advance the development of the area and deal with the historical research of railway history;
- ✚ Estonian and Russian tourism goods and services are with good-quality, versatile and full filling the mutual objectives of the partners. Tourist information about the tourism goods and services are up to date and easily accessible to everyone;
- ✚ Regularly conducted surveys and data analysis on the theme of Estonian-Russian tourism to describe the economy of tourism, evaluate it and fix the shortcomings.

## Beneficiary

**Türi Rural Municipality** (Estonia)

## Partners

**Non-profit organization “Imperatorski Voksal”** (Russia)





## Expected results

- 2 **conception of museum railway** - detailed overview of the museum program, exposition which helps to find funding and public interest;
- 2 **feasibility study** - economic situation, needed investments, effective amount;
- 2 **marketing strategy** - gives information about the best advertising channels and ways which help to attract investors, tourists from home-land and abroad;
- 2 **technical documentation of buildings** - well planned projects which support environment friendly building;
- The **book of history of narrow gauge railway** is published (1000 prints);
- 2 **webpages**;
- 1 **joint workgroup** on study of **railway history**, 1 **research** of railway history per 3 years;
- preparations done for building 1 **new museum in Türi** and one **exposition in St. Petersburg**, increased number of **tourists - 10 000 in Türi and 300 000 in St. Petersburg**;
- number of **new jobs** in region - 25, number of **new enterprises** in region - 50-100, number of **new residents** increased 1%.

## Final beneficiaries

- **Residents, students** (25 schools in Järva County and 796 in St Petersburg)
- **Local governments**-Türi and St.Petersburg and surrounding municipalities (13 municipalities)
- **Enterprises**: shop keepers, souvenir sellers, accommodation places, catering enterprises etc -10 000 enterprises.
- **Other tourist objects**, sights-museums, expositions, tourism sights, regular events-3000 tourist objects.
- **Institutions** related to tourism
- **Local and foreign tourists** and visitors to region

## Duration

**18** months

## Budget

**Total budget: 261 285,00 EUR**

**Programme co-financing: 234 285,00 EUR (89,67%)**

**Project co-financing: 27 000,00 EUR (10,33%)**

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