



Report on the international seminar

“Sustainable tourism development in transboundary Peipsi region”

within “Baltic Euroregional Network” (BEN) project / Work Package 2

Organized by:	NGO “Chudskoye Project” (“Lake Peipsi Project, Pskov”), 180000, Komissarovskiy per. 7a, of. 17, Pskov, Russia
Organizational support:	Pskov Regional Administration
Financial support:	Nordic Council of Ministers, EU Baltic Sea Region Interreg III B Neighbourhood Programme
Place:	Country hotel “Pleskov”, Pechory district of Pskov region, Russia
Location:	25 km from Pskov on the Pskovskoye lakeshore
Dates:	1 – 2 February 2006
Working language:	Russian (English – when needed)
Participants:	representatives of Pskov and Leningrad regional Administrations, specialists of municipalities from Estonian and Russian Lake Peipsi border area, representatives of Chambers of Deputies both regional and local levels from Estonia and Russia, experts from Estonian, Latvian, Lithuanian and Russian offices of Euroregions, NGOs, educational institutions.
Number of participants:	40
Seminar aim:	Development of cooperation between Russian and Estonian regional and municipal authorities in the Peipsi Lake region in the field of tourism

Seminar goals:

- (1) To get acquainted with successful experience in the field of tourism in Baltic Sea transboundary regions;
- (2) To discuss existing practices of nature tourism in transboundary regions of Russia and Baltic countries;
- (3) To discuss the ways of cooperation between state and municipal authorities in the field of tourism in transboundary Peipsi region.

About the seminar organizer:

NGO “CHUDSKOYE PROJECT” (LAKE PEIPSI PROJECT, PSKOV) (LPP) is a non-governmental non-profit organization which works to promote sustainable development and cross border cooperation in the Estonian – Russian Chudskoye Lake international water basin. LPP, since its establishment in 1997 in Pskov (Russia), has acted to promote intersectoral cooperation among diverse stakeholders – decision- and policymakers, researchers, local authorities, NGOs, others in the Estonian-Russian border area. Since 2003 one of the main strategic directions of LPP activities has been admitted the eco tourism development in the region. In 2005 LPP worked out the Concept for Water and Nature tourism development on the Russian side of transboundary Chudskoye Lake region which might be used by local authorities in elaboration of their own strategies and practical action plans.

Contact persons:

Olga Vasilenko, NGO “Chudskoye Project”, e-mail: olga@lake-peipus.net, tel/fax: +7 8112 720688
Sergei Timofeev, NGO “Chudskoye Project”, e-mail: peipsi_project@yahoo.com, tel/fax: +7 8112 720688



Project part-financed
by the European Union



norden

Nordic Council of Ministers

Content

Description of the seminar.....	3
Summary of evaluation	6
Annexes	7
List of participants	7
Seminar program	12
Seminar presentations	14
Summary of Results of Working Groups	14

Description of the seminar

On February 1-2, 2006 in Pechory district of Pskov region, Russia, two-day international seminar "Sustainable Tourism Development in Transboundary Peipsi Region" was held, which was dedicated to discussion of interaction between Russian and Estonian regional and municipal authorities in the Peipsi Lake region in the field of tourism and development of tourism in transboundary region. The seminar was organized by NGO "Lake Peipsi Project, Pskov" within the framework of BEN project (WP 2).

The seminar gathered 40 participants (Annex 1) - representatives of Pskov and Leningrad regional Administrations, specialists of municipalities from Estonian and Russian Lake Peipsi border area, representatives of Chambers of Deputies both of regional and local levels from Estonia and Russia, experts from Estonian, Latvian, Lithuanian and Russian offices of Euroregions, NGOs, educational institutions.

The seminar program (Annex 2) logically consisted of three plenary sessions: (1) Elaboration of priority actions in public motivation for nature tourism development in municipalities of Peipsi Lake region, (2) Elaboration of priority actions for attracting investors, (3) Elaboration of priority actions for tourism promotion, which were followed by questions and discussions. After the 1st day sessions the discussion "Possibilities and difficulties of tourism development in the Lake Peipsi Border Municipalities" was organized where all participants could express their opinions and exchange own experience.

The discussion of practical aspects was followed by the excursion to Honey Farm located in Pechory district. Honey Farm is a good case study of country tourism (so called "agro-tourism"). During the excursion participants could get acquainted with new tourist-attractive site in the Peipsi lake region, with traditional Russian craft – honey-making, learn about difficulties and benefits of organizing similar country farms.

In the 2nd day 3 parallel working groups took place; this provided the participants of the event with the opportunity to discuss more practical issues in the sphere of tourism and to elaborate concrete proposals.

The seminar was opened by **Mrs. Olga Vassilenko**, chair of NGO "Chudskoye Project", who spoke about overall seminar issues, such as aims, program and timetable. She underlined the importance of the addressed issues for Pskov region having the tourism potential and tangible precondition for development of different directions of tourism as an economy branch. The co-chair of the seminar, **Mr. Vadim Petroukhin**, chair of the State Committee on economic development and property relations of the Pskov Regional Administration, greeted the participants and noted that tourism branch had become an important area that Pskov regional authorities paid special attention to. In previous years the *Strategy of Tourism Development in the Pskov Region* was developed and it was necessary to find out optimal ways to implement the document as well as to cooperate more closely with colleagues from neighbor countries in this field.

"The on-going seminar is the 1st event on the Russian side of the "Baltic Euroregional Network" project within WP2", said **Mrs. Yana Bocharova**, personnel and project manager of the Nordic Council of Ministers (NCM) office in S.-Petersburg, leading partner organization of the project. She introduced the BEN project, its aims and activities, stressed the attention to the aims of the project work package 2, in which the seminar was held. Then Mrs. Bocharova told the participants about the work and programs implemented by the NCM office and invited to take part in similar NCM initiatives.

After the opening words the seminar started with the 1st **plenary session: "TOURISM DEVELOPMENT ON BORDER TERRITORIES. CURRENT SITUATION, POSSIBILITIES AND DIFFICULTIES"**. It included 5 presentations done by speakers from Russia, Estonia and Latvia.

Mrs. Lyudmila Botkina representing the National Foundation for Business and Tourism Assistance from Saint-Petersburg started her speech from the detailed analysis of world-wide trends in the field of tourism, tourism flows and forecasts, etc. Great attention was paid to the tourism development at the North-West Russia. Participants could compare key tourism trends in all NW Russian regions as well as get acquainted with the latest modern ideas concerning brand of the NW Russia as a tourism destination.

Mrs. Eda Tagamets, specialist of foreign affairs from Tartu County Government, introduced the County of Tartu as a tourist-attractive area. Tourism in the county has been developing according to the elaborated *Strategy of Tourism Development*. With the aim to support initiatives in this field a special foundation was created – *Tartumaa Tourism*. Then Mrs. Tagamets introduced different case-studies and attractive sites of the municipality explaining how Tartu County Government dealt with them paying attention to practical issues, problems and solutions.

Mrs. Tatiana Gavrilova, head of tourism department, Leningrad Region Administration, Russia, described the situation in tourism development in Slantsy and Kingisepp districts and the city of Ivangorod underlining that the main challenge was, first of all, the absence of necessary infrastructure needed for tourism development. The last couldn't be improved because of limited municipal budgets. Other problems that were mentioned - lack of significant tourist-attractive places, especially in Slantsy district. The situation in Kingisepp is different because they have Ramsar site - Kurgalsky Nature Reserve, and in Ivangorod - there is a Fortress. They might be used for tourism development in Peipsi lake region.

Mrs. Sille Talvet, project manager from South-Estonian Tourism Foundation introduced the project "Development of Tourist Network in Via Hanseatica Development Zone". She presented the project goals and expected outputs, its importance for tourism development for Hansa Cities located in the Baltic Sea Region involved into the project.

Last presentations in this session - "Tourism Development in Latvia, Latgale Region. History and Perspective" was presented by **Mrs. Ligita Lebeda** from Latvian office of Euroregion "Country of Lakes". She explained the Latvian State system of bodies responsible for tourism and said about their experience in this field.

The 2nd session: "TOURISM DEVELOPMENT FROM IDEA TO ITS IMPLEMENTATION. PRACTICAL ASPECTS" consisted of 3 presentations under the common idea - to consider more practical tourism issues from certain preliminary proposals to developed tourism products.

On behalf of the Tartu County Tourism Foundation **Mrs. Signe Somelar** introduced "Spatial Development Strategy for Emajõgi Riverland, Tartu" - document describing Emajõgi river as a significant Estonian tourism destination. Mrs. Somelar underlined the importance of such documents for coordinated activities aimed at balanced development of tourism branch.

Mr. Vitas Girduškas (Šešupe Euroregion, Sakiai Office, Lithuania) presented experience of Šešupe Euroregion in tourism development. He spoke in detail about concrete projects in the field of tourism such as Development of the Neman Bicycle Routs, Development of the Tourism Infrastructure, etc. He also stressed the importance of different culture events promoting tourism potential of the Euroregion. At the end of his presentation the speaker described possible economic benefits for the target territory due to the implementation of considered tourism projects.

Mrs. Aivi Ross, chief specialist of information and PR service, Tartu City Government, introduced the "Communication Strategy of Tartu" - a special web-based instrument aimed at creation of permanent channel of communication between Tartu authorities and different target groups including tourists (www.tartu.ee, www.visittartu.ee). Mrs. Ross described principles of work of such instrument, its background, necessity, target groups, spheres of communication, etc.

The 2ND day of the seminar was mostly devoted to discussion of the nature and water tourism development, as the Peipsi Lake region has a great potential in these fields. The day began from the session "CURRENT STATE AND PROSPECTIVES OF NATURE TOURISM DEVELOPMENT IN THE LAKE PEIPSI REGION".

Mr. Mart Reimann from the Estonian Ecotourism Association expressed his understanding of development of water and nature tourism in Estonia as a whole and especially in Peipsi region. He spoke about his experience in organizing nature and water tourism tours underlining the importance of different target groups (e.g. male/ female, foreign/ domestic) willingness and expectations. Mr. Reimann also analyzed existing approaches describing different directions of tourism: rural, nature, ecological, agro-tourism, etc.

Mr. Sergey Timofeev, NGO "Chudskoye Project" introduced the "Concept of Water and Ecological Tourism Development on the Russian Side of the Lake Peipsi" - document developed in the course of UNDP/GEF project "Development and Implementation of Peipsi/Chudskoye Basin Management Programme". The document describes prerequisites and strategy for water and ecological tourism for up to 2010, is offered for consideration of Russian border municipalities and might be used by other border regions developing similar concepts and strategies.

Second half of the day included **work in 3 parallel working groups (WGs)**:

- 1) Elaboration of priority actions in public motivation for nature tourism development in municipalities of Peipsi Lake region, *Moderator Mart Reimann, Estonian Ecotourism Association*
- 2) Elaboration of priority actions for attracting investors, *Moderator Vitas Girduškas, Šešupe Euroregion Sakiai Office*

3) Elaboration of priority actions for tourism promotion, *Moderator Elena Zakharova, Pskov Center for Tourism Development*

After it the results of WGs were presented by moderators and jointly discussed by the seminar participants (Annex 4). The seminar participants stressed that one of the factors restraining the tourism development is the Statute adopted in the 20s of the last century. It prohibits the presence of ships under the flags of other countries in Russian waters of transboundary water bodies. They also noted that it was very important to amend the document.

The participants highly evaluated the seminar. They underlined that the seminar allowed them to exchange the practical experience with colleagues and to know about trends of tourism development in neighboring municipalities. The co-chair of the seminar **Mr. Vadim Petroukhin**, chair of the State Committee on economic development and property relations of the Pskov Regional Administration, noted that "results of the seminar are practically-oriented and will be used by Pskov Regional Administration".

Summarizing the results of the seminar **Mrs. Olga Vassilenko** appealed to all participants for wider usage of exchange of information on tourism attractive events at different levels. She suggested to establish regular exchange of tourism events information (Calendar of events) between Tartu and Pskov and to publish it at sites of partner cities. She also suggested to join the information about cultural and attractive events in the region into the Peipsi Lake Calendar and to use it as a promotion means. At the end she said that frontier location gives us great possibilities of increasing tourism potential and especially due to opportunity of information and professional knowledge exchange with foreign colleagues. The knowing the Baltic Euroregions' experience in tourism is valuable and might be used in transboundary Peipsi Lake region.

Summary of evaluation

The event was useful as the participants discussed tangible tourism-related issues, introduced their own experience in this field, established new contacts and were learned from the best Euroregion`s practices.

Indicators of the seminar success:

- a) Different target groups were involved into the seminar (representatives of Pskov and Leningrad regional Administrations, specialists of municipalities from Estonian and Russian Lake Peipsi border area, representatives of Chambers of Deputies both of regional and local levels from Estonia and Russia, experts from Euroregions, NGOs, educational institutions, etc.).
- b) The seminar gathered 40 representatives from Estonia, Latvia, Lithuania and Russia. Besides, most relevant municipal specialists from Peipsi region engaged in tourism-related issues were firstly gathered by "Chudskoye Project" NGO at the seminar due to which they could exchange their experience and existing problems.
- c) Another significant feature of the seminar is in increasing the participants' awareness about activity of each other. A big number of new inter-sectional and international contacts were established.
- d) Participants noted that one of the most significant outcomes of the seminar is result-oriented approach.
- e) The event was highly evaluated by all the participants as considered issues are mutually interesting and useful for all working group members.
- f) "Results of the seminar are practically-oriented and will be used by Pskov Regional Administration" (According to words of Mr. Petroukhin, chair of the State Committee on economic development and property relations, Pskov Regional Administration).
- g) Information on the seminar was widely represented in different e-based Mass Media (for instance, - at the official web-site of Pskov Regional Administration, NW Russian NGO Network, Russian Tourism Server, etc.). Some most relevant web-sources are stated below:

<http://nw.net.ru/index.php3?action=show&id=3205> - NW Russian NGO Network

<http://www.votpusk.ru/print/news.asp?msg=41804> - Russian Tourism Server

<http://www.pskov.ru/print/ru/news/presscenter/6349> - official web-site of Pskov Regional Administration

<http://informpskov.ru/society/26156.html> - Pskov Agency of Information

<http://pln.ru/society/26156.html> - Pskov Line of News

<http://www.allrussia.ru/news/Default.asp?vYear=2006&vMonth=2&vDay=1> - Interregional Information Agency "All Russia"

<http://szfo.og.ru/news/2006/02/01/5715.shtml> - "Common Newspaper" of the NW Russian Federal District

Annexes

Annex 1

International Seminar «Sustainable tourism development in transboundary Peipsi region»
February 1-2, 2006
Pechki village, Pechory district, Pskov region

List of participants

	First name	Second name	Position	Organization	Address	City, Country	Phone	Fax	e-mail
1.	Nadezhda	Abramova	Director	Municipal organization «District Cultural Center»	Rizhskaya st., 1	Pechory, Russia	+7 81148 22453	+ 7 81148 22753	turizm@ellink.ru
2.	Nikolay	Alexandrov	Deputy Chair	Pskov district Chamber of Deputies	O.Koshevogo st., 4	Pskov, Russia	+7 8112 724429	+ 7 8112 72073 8	
3.	Galina	Belova	Deputy	Gdov district Chamber of Deputies	K.Marksa st., 39	Gdov, Russia	+7 81131 21778	+7 81131 21801	gdov_adm@ellink.ru
4.	Lyudmila	Botkina	Director on external economic activities	National Foundation for Business and Tourism Assistance	Ryleyeva st., 20	Saint-Petersburg, Russia	+7 921 754 1300	+7 812 273 7527	kukasp@mail.wplu s.net
5.	Yana	Bocharova	Personnel manager, project coordinator	The Information Office of the Nordic Council of Ministers in St. Petersburg	Malaya Konyushennaya st. 1/3A Business-center "Sweden House", office B34	Saint-Petersburg, Russia	+7 812 336 7580	+ 7 812 336 7581	yb@norden.ru
6.	Olga	Vassilenko	Chair	NGO "Chudskoye Project"	Komissarovskiy per. 7a, of. 17	Pskov, Russia	+ 7 8112 720688	+ 7 8112 72068 8	pskov@lake-peipus.net
7.	Elena	Vasilieva	Director	State organization	B.Morskaya st.,	Saint-	+7 812 314		lentravel@mail.ru

				«Information Tourism Center»	15, of. 5	Petersburg, Russia	69 35		
8.	Tatiana	Gavrilova	Head of tourism department	Committee on physical culture, sport, tourism and youth policy of Leningrad Regional Administration	Smolnogo st., 3	Saint-Petersburg, Russia	+7 812 576 7922	+7 812 576 7541	kdm@lentravel.ru
9.	Vitas	Girdauskas	Director	Šešupe Euroregion Sakiai Office	Baznycios 4	Sakiai, Lithuania	+ 370 68778 860	+ 370 3456 0200	sinta@is.lt
10.	Svetlana	Drapezo	Interpreter	NGO "Chudskoye Project"	Komissarovskiy per. 7a, of. 17	Pskov, Russia	+ 7 8112 720688	+ 7 8112 72068 8	pskov@lake-peipus.net
11.	Alexander	Zhigalov	Executive director	Euroregion Pskov-Livonia	Narodnaya st., 25	Pskov, Russia	+7 8112 791990	+7 8112 79199 0	amopsk@mail.ru
12.	Elena	Zakharova	Executive director	NGO "Pskov Center for Tourism Development"	Lenina sq. 1	Pskov, Russia	+7 81122 25335	+7 8112 72456 8	pskovinfo@svs.ru
13.	Nikolay	Zateshilov	Director	Agency for regional development of the Pskov region	Muzeiny per., 3-2	Pskov, Russia	+7 8112 161944	+7 8112 16194 4	nik-z@mail.ru
14.	Dmitry	Ziniviev	Consultant	Euroregion Pskov-Livonia	Narodnaya st., 25	Pskov, Russia	+7 8112 791990	+7 8112 79199 0	amopsk@mail.ru
15.	Vladimir	Zubov	President	CCI of the Pskov region	Sovetskaya st. 15	Pskov, Russia	+7 8112 160052	+7 81122 23660	vladimir@cci.pskov.ru
16.	Madis	Kanarbic	Adviser	NCM office in Estonia	Raekoja plast 8, 51004 Tartu	Tartu, Estonia	+372 7 423 625	+372 7 441 241	madis.kanarbik@norden.ee
17.	Lyudmila	Kozlova	Head of tourism department	Pskov City Administration	Nekrasova st., 22	Pskov, Russia	+ 7 8112 168019	+ 7 8112	goradmin@ellink.ru

								16077 0	
18.	Elena	Kolosova	Project coordinator	Agency for regional development of the Pskov region	Muzeiny per., 3-2	Pskov, Russia	+7 8112 161944	+7 8112 16194 4	elenapskov@yandex.ru
19.	Nina	Kruglova	Deputy head	Pechory district Administration	Kashtanovaya st.,1	Pechory, Russia	+ 7 81148 21245	+ 7 81148 (21245) 21941	pech_adm@ellink.ru
20.	Anna	Kunilova	Manager	NGO "Chudskoye Project"	Komissarovskiy per. 7a, of. 17	Pskov, Russia	+ 7 8112 720688	+ 7 8112 72068 8	pskov@lake-peipus.net
21.	Ligita	Lebeda	Tourism Expert	Latvian office Euroregion "Country of Lakes"	Brīvības 13, Kraslava, LV-5601	Kraslava, Latvia	+ 371 633 7449	+ 371 460 7177	tic@untumi.lv
22.	Nikolay	Kamyshev	Specialist	Slansty district Administration	Pochtovy per. 3	Slantsy, Russia	+ 7 81374 24201	+ 78137 4 23291	slantsy@peterlink.ru
23.	Lyudmila	Peterson	Deputy head	Gdov district Administration	K.Marksa st., 39	Gdov, Russia	+7 81131 21778	+7 81131 21801	gdov_adm@ellink.ru
24.	Elena	Petrova	Leading specialist	State Committee of the Pskov region on economic development and property relations	Nekrasova st., 23	Pskov, Russia	+7 8112 164960	+7 8112 16083 5	petrova@obladmin.pskov.ru
25.	Vadim	Petroukhin	Chair	State Committee of the Pskov region on economic development and property relations	Nekrasova st., 23	Pskov, Russia	+7 8112 164393	+7 8112 16753 5	erio@obladmin.pskov.ru
26.	Tamara	Prozorova	Consultant	State Committee of the Pskov region on economic development and	Nekrasova st., 23	Pskov, Russia	+7 8112 164960	+7 8112 16083 5	toma@obladmin.pskov.ru

				property relations					
27.	Mart	Reimann	Lecturer, Board member	Tallinn University / Estonian Ecotourism Association	Regati 1, Tallinn 11911	Tallinn, Estonia	+372 511 40 99		mart@retked.ee
28.	Aivi	Ross	Chief specialist of information and PR service	Tartu City Government	Raekoda 50089 Tartu	Tartu, Estonia	+ 3727 361 329	+ 3727 36110 6	aivi.ross@raad.tartu.ee
29.	Signe	Somelar	Project Manager	Tartu County Tourism Foundation	Raekoja Sq 14, 51004 Tartu	Tartu, Estonia	+ 3727 441 464 (+ 372 53431027)	+ 3727 442 111	signe.somelar@visittartu.ee
30.	Viktor	Sysoev	Director	Tourism Co. "SVN-tour"	Mira st., 10	Pechory, Russia	+ 7 81148 21510	+ 7 81148 21061	
31.	Eda	Tagamets	Specialist of Foreign Affairs	Tartu County Government	Riia 15, 51010 Tartu	Tartu, Estonia	+ 3727 305 209	+ 3727 305 201	eda.tagamets@tartumaa.ee
32.	Sille	Talvet	Project Manager	South-Estonian Tourism Foundation	Kitsas 8 Tartu	Tartu, Estonia	+ 372 5109278		sille@southeastonia.info
33.	Sergey	Timofeev	Project Coordinator	NGO "Chudskoye Project"	Komissarovsky per. 7a, of. 17	Pskov, Russia	+ 7 8112 720688	+ 7 8112 72068 8	pskov@lake-peipus.net
34.	Tiit	Toos	Chief Specialist	Ida-Viru County Government	Keskväljaku 1, Jõhvi 41594	Jõhvi, Estonia	+ 372 332 1263 + 3725 184 356	+ 3723 321 240	tiit.toos@ivmv.ee
35.	Tatiana	Sharova	Director	Municipal Foundation «Ivangorod Center for sustainable development»	Kingisepp road 8	Ivangorod, Russia	+7 81375 53369	+7 81375 53369	center@ivangorod.ru
36.	Valentina	Shuraeva	Head of external relations Department	Pskov district Administration	O.Koshevogo st., 4	Pskov, Russia	+ 7 8112 720738	+ 7 8112 72073 8	
37.	Nina	Khaschenko	Chief Specialist	Pechory district	Kashtanovaya	Pechory, Russia	+ 7 8248	+ 7	pech_adm@ellenk.

				Administration	st., 1		21245	8248 (21245) 21941	ry
38.	Jaak	Õprus	Chair of City Council	Kallaste City Administration	Vikerkaade, 55	Tartu, Estonia	+ 372 5054000		moskva@hotmail.ee
39.	Representative of Kallaste								
40.	Vladimir	Yanikov	Deputy head, Committee on legislation and local self-government	Chamber of Deputies of the Pskov region	Nekrasova st., 23	Pskov, Russia	+ 7 8112 164421	+ 7 8112 16005 1	

Seminar program
1-2 February 2006

"Sustainable tourism development in transboundary
Peipsi region"

Day 1: February 1

09.30 – 10.00	REGISTRATION OF THE SEMINAR PARTICIPANTS, Coffee
10.00 – 10.15	Opening of the seminar Olga Vassilenko , chair, NGO "Chudskoye Project", Russia Vadim Petroukhin , chair, State Committee of the Pskov region on economic development and property relations, Russia
10.15 – 10.30	Yana Bocharova , Personnel manager, project coordinator, The Information Office of the Nordic Council of Ministers in St. Petersburg, Russia "BEN" Project as a Tool for Euroregions Development"
SESSION:	TOURISM DEVELOPMENT ON BORDER TERRITORIES. CURRENT SITUATION, POSSIBILITIES AND DIFFICULTIES
10.30 – 11.50	Lyudmila Botkina , Director on external economic activities of the National Foundation for Business and Tourism Assistance, Russia "Mutual Experience of Russian Regions and Baltic Countries for Tourism Development and Promotion"
10.50 – 11.10	Eda Tagamets , Specialist of Foreign Affairs, Tartu County Government, Estonia «Tourism Development in Tartu Region»
11.10 – 11.30	Tatiana Gavrilova , Head of tourism department, Leningrad Region Administration, Russia "Tourism Development in Slantsy and Kingisepp Districts and in the City of Ivangorod of the Leningrad Region"
11.30 – 11.40	Questions, comments
11.40 – 12.10	Coffee-break
12.10 – 12.30	Sille Talvet , Project Manager, South-Estonian Tourism Foundation, Estonia "Development of Tourist Network in Via Hanseatica Development Zone"
12.30-12.50	Ligita Lebeda , Tourism Expert, Latvian office Euroregion "Country of Lakes", Latvia "Tourism Development in Latvia, Latgale Region. History and Perspective"
12.50 – 13.00	Questions, comments
13.00 – 14.00	Lunch
SESSION:	TOURISM DEVELOPMENT FROM IDEA TO ITS IMPLEMENTATION. PRACTICAL ASPECTS
14.00 – 14.20	Signe Somelar , Project Manager, Tartu County Tourism Foundation, Estonia "Spatial Development Strategy for Emajõgi Riverland, Tartu"
14.20- 14.40	Vitas Girdauskas , Director, Šešupe Euroregion Sakiai Office, Lithuania "Tourism, as a Tool for Border Territory Development in Šešupe Euroregion"
14.40 – 15.00	Aivi Ross , Chief specialist of information and PR service, Tartu City Government, Estonia "Communication Strategy of Tartu"
15.00 – 15.15	Questions, comments

15.15. – 16.15	Discussion "Possibilities and difficulties of tourism development in the Lake Peipsi Border Municipalities"
16.15 – 16.45	Coffee-break
17.00 – 20.00	Excursion on Honey Farm
	Dinner

Day 2: February 2

09.00 – 09.15	Sergey Timofeev , NGO "Chudskoye Project", Russia Introductory words to the 2 nd Day of the Seminar
SESSION	CURRENT STATE AND PROSPECTIVES OF NATURE TOURISM DEVELOPMENT IN THE LAKE PEIPSI REGION
09.20 – 09.40	Mart Reimann , Board member, Estonian Ecotourism Association, Estonia "Development of Water and Nature Tourism in Estonia. Possibilities and Difficulties"
09.40 – 10.00	Olga Vassilenko / Sergey Timofeev , NGO "Chudskoye Project", Russia "Concept of Water and Ecological Tourism Development on the Russian Side of the Lake Peipsi"
10.00 – 11.15	3 parallel working groups: (1) Elaboration of priority actions in public motivation for nature tourism development in municipalities of Peipsi Lake region (2) Elaboration of priority actions for attracting investors (3) Elaboration of priority actions for tourism promotion <i>Coffee-break during working groups</i>
11.15 – 11.45	Presentation of results of working groups and experts' comments
11.45 – 12.00	Seminar conclusion, closing remarks
12.30 – 13.15	Lunch
13.20	Bus departure of participants

Seminar presentations

Seminar presentations are burned on the CD that is attached to the report.

Annex 4

Summary of Results of Working Groups

Working Group 1: Elaboration of priority actions in public motivation for nature tourism development in municipalities of Peipsi Lake region, *Moderator Mart Reimann, Estonian Ecotourism Association*

Participants discussed different tourism definitions: nature, agro-tourism, sustainable, rural, eco-tourism. They agreed that *rural* and *sustainable tourisms* are wider notions than others; and considered *nature tourism* as part of rural tourism.

Then participants analyzed problems in the field of public motivation for nature tourism. They defined the following priorities for that:

Teaching, advertising, PR

- Successful case studies
- Courses, study trips
- Entrepreneurship + study of local lore

Economic and administrative support

- Fund for local initiative
- Guarantee, privileges, initial capital
- Business-consultations

Economical and cultural development

- Accomplishment
- Tourism infrastructure improvement

Working Group 2: Elaboration of priority actions for attracting investors, *Moderator Vitas Girdauskas, Šešupe Euroregion Sakiai Office*

At the beginning of the Working Group participants agreed that definition *Investor* means *legal entity or individual who wants to develop one or several tourism branches and to gain benefit*.

Then work was organized in the form of *Brain Storming*. WG participants could work out the stated below proposals for attracting investors:

1. *Elaboration of register of investment proposal* – special directory where all investment possibilities in the field of tourism for the lake Peipsi region will be collected;
2. *Creation of investment grounds* – sites with necessary infrastructure (water- and gas-pipe, etc.) that might be used for development of tourism destination on their base;
3. *Creation of conditions for examination of on-going tourism projects by investors;*
4. *Information tours for investors;*
5. *Preparation of code of legal acts existed on a certain territory in the field of tourism* – in order possible investors could get acquainted with local legislation in this sphere;
6. *Working out of special web-site for tourism investors;*
7. *Provision of investors with information (regional and local strategies) about how different territories are planned to be used by authorities*. It can help to avoid contradictions between prospective investment plans and existing local strategies at the early stage;
8. *Creation of opportunities to invest funds with advertising of investors*. It was stressed that many investors would like to benefit not only from money (direct profit) but from well-organized public promotion (indirect profit) of their support of tourism destinations and initiatives.
9. *Improvement of legislation regulating the rights of investors;*
10. *Elaboration of system decreasing tax burden for investors;*

11. *Administrative support of investors;*
12. *Organizing of special consultations for investors on a base of regional and local administrations;*
13. *Conduct of a statistics about tourism branch that might be given to investors;*
14. *Register of rich countrymen/ compatriots who potentially can help to their native land;*
15. *Stimulation of existing tourism firms;*
16. *Creation of portfolio of investment projects for small-scale investors;*
17. *Development of micro-crediting system;*
18. *Cooperation with banks in order to make crediting procedures easier;*
19. *Elaboration on inter-governmental level of transport logistic projects for new tourism routes.*

After the brain storming all the proposals were ranged by the WG participants in order to define most priority actions to be done for attracting investors. Participants defined that proposals ## (1), (5), (7) and (19) are the most relevant for the Russian side of Lake Peipsi and Pskov region.

Working Group 3: Elaboration of priority actions for tourism promotion, *Moderator Elena Zakharova, Pskov Center for Tourism Development*

Elaboration of priority actions for tourism promotion was divided into 4 steps: theoretical work, promotion, internal work, cooperation.

1. Theoretical work
 - a. Choice of terms and goals
 - b. Resource analysis and database compilation
 - c. Analysis of target groups (TGs) and tourism products
 - d. Elaboration of strategy
2. Promotion

Definition of TG and ways of promotion

 - a. Web-site
 - b. Information Centers
 - c. Advertising tours
 - d. Exhibitions
 - e. Work shops
 - f. Booklets, catalogues
 - g. Students
3. Internal work
 - a. Information seminars
 - b. Work with citizens
 - c. Work with entrepreneurs
4. Cooperation
 - a. Neighbor regions
 - b. Business contacts
 - c. Advertising tours

The results of the working groups were presented by the working groups leaders and jointly discussed by the participants.