



**INTERREG IIIA Priority NORTH NV-049 project**

**«Integrated and sustainable development  
of Emajõgi- Peipsi- Velikaja waterway  
as a tourism destination»/**

**EMAJÕGI-PEIPSI-VELIKAYA WATERWAY**

14 .07.2010 , Riga, Latvia



## Project team:

- Association of Local Authorities of Tartu County
- Tartu City government
- Tartu County Tourism Foundation
- Vara municipality government
- Luunja municipality government
- Meeksi municipality government
- State Committee for Tourism and Culture of Pskov region

## Project budget:

TOTAL BUDGET: 332 735,83 EUR

ERDF budget: 224 046,60 EUR

TACIS budget: 108 689,23 EUR



## **The main objective of the project is:**

**To develop cross-border tourism cooperation between Tartu county in Estonia and Pskov region in Russia, on the assumption of common vision and synchronization of activities on both sides of the border**

**The activities include:**

- ❖ development of commonly functioning and unique Emajõgi – Peipsi - Velikaya waterway,**
- ❖ initiating new solutions to make the developed tourism services more attractive,**
- ❖ development and tightening of tourism cooperation of regions on different sides of Lake Peipsi to improve tourism attractiveness of both regions and welfare of the local population.**





## The sub-objectives of the project are:

- improve and develop cooperation between two historically connected regions, which also share geographical features (positioned near waterways);
- increase the number of local and foreign tourists visiting the region (especially in the developed tourism field);
- create possibilities for new tourism companies to come to the region and also help to develop the existing companies;
- make it easier for tourists to obtain information and increase their satisfaction.



## Main project activities:

- **WP1:** Project management and co-ordination
- **WP2:** Planning harbours and accessways (in Estonia)
- **WP3:** Marketing activities (participation at tourism fairs, publications etc.)
- **WP4:** Destination management (visitor's surveys, development strategies)





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# Project results:

## Marketing issues:

- Event calendar 2007 (1000 ex.)
- Event calendar 2008 (500 ex.)







## Publications:

# Project results:



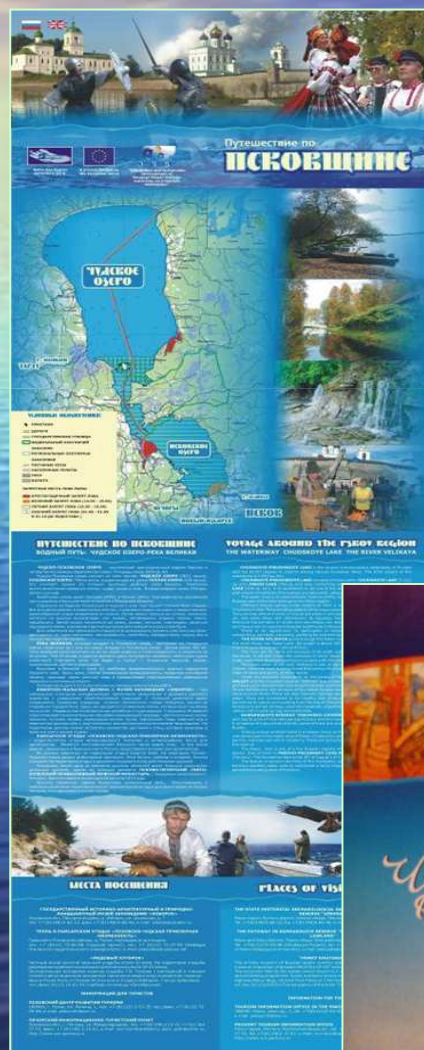
- Articles about Pskov region in the tourism Estonian issue "Reisimaailm"
- Article about Pskov region in the tourism Russian issue "TOURISM"





# Project results:

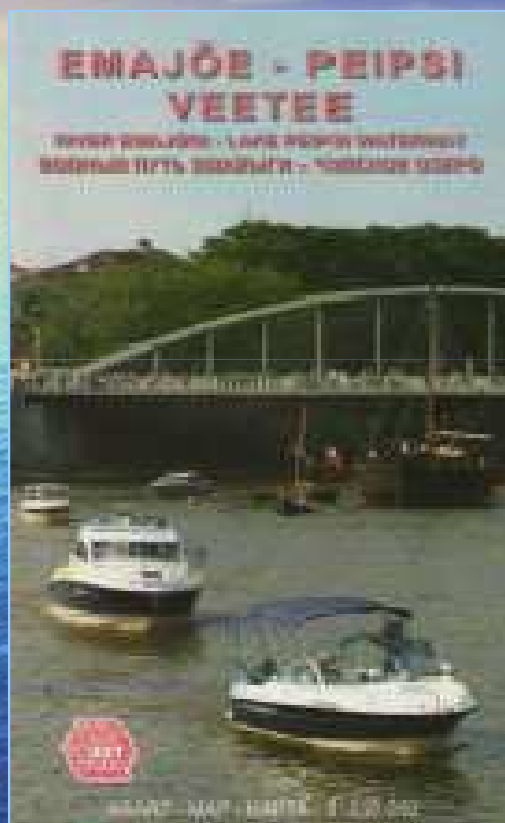
- advertising packages (1000 экз.)
- info brochure about Peipsi – Velikaya waterway
- video postcard «Journey to Pskovtchina»
- + colorful packages for info materials







## Project results:



- River Emajõgi- Lake Peipsi waterway map
- River Emajõgi- Lake Peipsi waterway poster



## Project results:



- River Emajõgi- Lake Peipsi video- postcards
- ( thematic postcards about River Emajõgi and Lake Peipsi have been prepared: nature, culture, life-style)





# Project results:

## Tourism fairs:

- Common stand at the tourism fair TOUREST in Tallinn

- Common stand at the tourism fair MITT in Moscow





# Project results:

## Spatial development of the waterway

- Preparational seminar about visit
- Visitor's survey
- Survey on tourism situation
- Preparation the strategy for spat







# Project results:

## Seminars about developing the spatial development corridor:



- **Seminar in Pskov (Kick-off meeting) about developing the spatial development corridor in Pskov region, Pskov, 31.07.07**



# Project results:

## Seminars about developing the spatial development corridor:



**- 1 marketing seminar in Pskov for tourism entrepreneurs and tourism developers, dedicated to the following joint tourism actions e.g. exhibitions, survey etc., Pskov, 01.02.08**





# Project results:

## Seminars about developing the spatial development corridor:



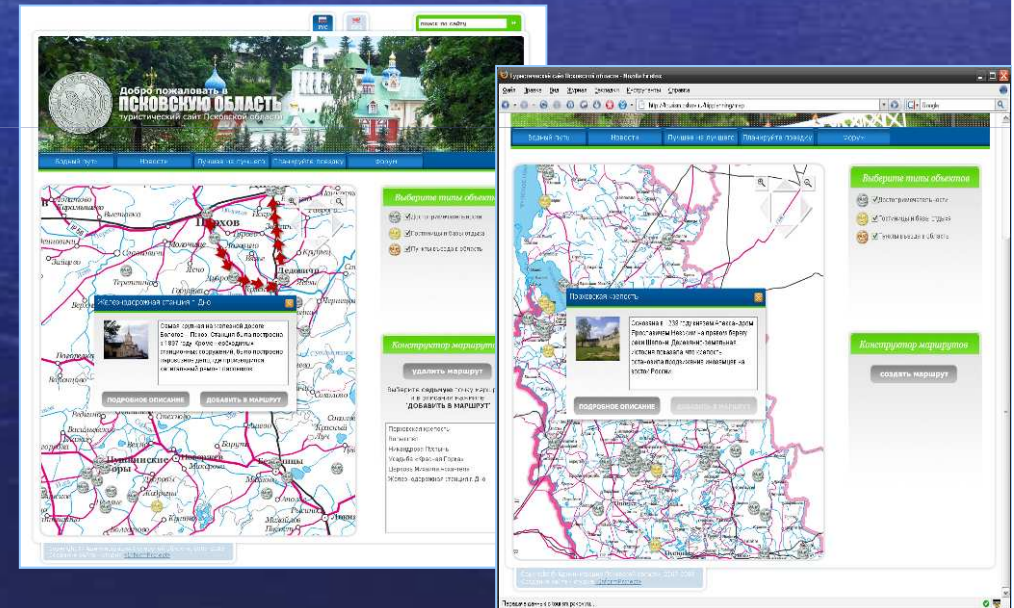
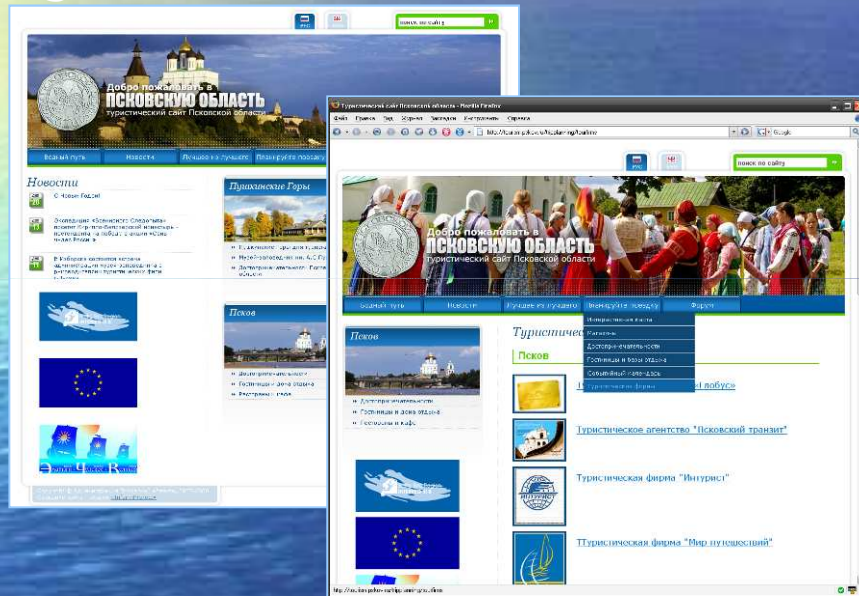
**- 1 seminar in Pskov for presentation the Strategy of waterway with inviting Estonian partners, Pskov, 14.04.08**



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# Project results:

## Virtual issues about waterway: - on the Russian side



- web site about the Peipsi- Velikaja waterway and Pskov region

[www.tourism.pskov.ru](http://www.tourism.pskov.ru)

- virtual maps about Peipsi- Velikaja waterway





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**EMAJÕGI RIVERLAND**  
**EMAJÕE JÕERIIK**

Avaleht Üritused Emajõgi Sildumisrajatised Loodus Kultuuripärand Turism Projektid Uuringud Pildialbum

Legendid

Laius

Pikkus

Faktid

**Ajalugu**

Sin veel mingi pikem alammenüü tekst

**Ajalugu**

Emajõgi on rahuliku vooluga kuna jõe langus on kõigest 3,6 meetrit. See teeb jõe languks 3 cm / km.

Lähtub Võrtsjärve kirdenurgast Rannu-Jõesuus, läbib keskjooksul Tartu ja suubub Praagal Peipsi järve. Jõe pikkus on 100 km. Suurimad lisajõed on Pede, Ahja, Elva, Amme ja Laeva jõgi. Jõe ülem- ja alamjooksul laiub soid ja heinamaid (luhti), mis suurvee ajal on vee all. Keskjooksul voolab jõgi Emajõe ürgorus. Suur Emajõgi on kogu ulatuses laevatatav.

Suur-Emajõeale on iseloomulikud soised kaldad, mis on sajandite vältel teinud raskeks nii sildade ehitamise kui ka jõe aastaringse ületamise. Üks väheseid kohti, kus kõva mineraalpinnas ulatub mõlemal pool jõe otse jõeni, on Tartu, täpsemini Laia tänava otsas asuva Vabaduassilla koht. Seal asus ka ajalooliselt vanim jõeületuskoht, mille juurde Tartu linn enam kui 1000 aastat tagasi tekkis. Emajõe traditsiooniline, ajalooline nimi saksa keeles on Embach ja läti keeles Mētra.

© 2007 SA Emajõe Jõeriik, SA Tartumaa Turism

# Project results:

## Virtual issues about waterway: - on the Estonian side

- web site about the waterway and Emajõgi riverland

[www.riverland.ee](http://www.riverland.ee)



Project results and the Spatial Development Corridor of Emajõgi-Peipsi-Velikaya waterway will serve as a base for further tourism development activities in the Pskov and Tartu regions and for planning the necessary investments for municipalities bordering with the common waterway.

Maintenance of the web resources will be guaranteed by the project partners. The project ideas for further development of Tartu and Pskov regions as a tourism destination and for establishment the sustainable networks and possible project ideas will be defined in action plan 2008- 2012.





Thank you  
and all  
aboard !!!



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