



Establishment of Environment in Võru (EE), Sigulda (LV), St.Petersburg (RU) for development of tourism

SVS ACTIVETOUR

Priority 1 Socio-economic development

Measure 1.3 Tourism development



Short summary of the project

Active tourism sector makes a substantial contribution to the economy of the Estonian-Latvian-Russian cross-border areas, providing substantial income annually, supporting hundreds of jobs. Active tourism becomes more and more popular and reveals clear trends in local socio-economic development.

Researches and trends in the tourism sector clearly show that investments and tourism strategies for active tourism in cross-border regions of Võru, Sigulda and St.Petersburg are required. Local authorities and entrepreneurs are seeking for opportunities to enhance the amount of the tourists visiting areas. Sigulda, Voru and St.Peterburg is an attractive place for tourists during summer time, but significant improvements should be done for winter time, so it is essential to create an infrastructure which would be used for active tourism in winter and summer.

Recent active tourism development is often associated with sports tourism which is the type of tourism that promotes movement of people-sportsmen from one country to another to take part in sports competitions, sports camps and which is based on the use of tourism services - accommodation and catering. Sports events also attract more visitors-tourists with the purpose of watching events.

The solution is that new infrastructure has to be created as well as the existing infrastructure renovated for development of active and sports tourism in all cross-border regions of Sigulda, Voru and St.Petersburg.

Overall objective

To promote active and sports tourism as well as develop socio-economic environment in cross-border areas of Sigulda-Võru-St.Petersburg by transforming peri-urban areas to areas suitable for active and sports tourism, thus creating preconditions for development and promotion of sustainable tourism enterprises and business in general.

Specific objective

- ✚ To attract international active and sports tourists as well as inhabitants of all 3 regions to interesting places with well-developed infrastructure through creating and developing new active and sports tourism objects in Sigulda, St.Petersburg and Võru.
- ✚ To promote active and sports tourism and recreation centers in the all three regions and make them the most popular tourist objects.

Beneficiary

Sigulda District Council (Latvia)

Partners

- **Committee for physical culture and sports Government of St.Petersburg** (Russia)
- **Võru Town Government** (Estonia)

Expected results



+ **Active and sports tourism objects developed:**

- **3 infrastructure investments made** (1 in Sigulda, 1 in Voru, 1 in St.Peterburg).
- **Sigulda district:** 1,4 km of ski track (including 1,1 km of cooled track), stadium and service house built in Laurenči suburb;
- **Voru region:** sports and playgrounds, soccer fields, volleyball and handball courts, paths renovated and developed in Kubija recreation centre;
- **St.Peterburg:** 4 well equipped service houses on existing skiing tracks of St.Peterburg built (at the Kirovskiy district, park "Aleksandrino"; at the Nevskiy district, Yesenin's park; at the Vyborgskiy district, park "Sosnovka");

+ **Movement between cross-bordering areas** fostered and number of cross-bordering visitors are increased:

- **14 international sports events** will be organised: 2 in Sigulda district and 6 in Võru region, 6 in St.Petersburg. Athletes from EST, LV, RUS and other EU countries will compete in 3 roller ski competitions (2 in Voru and 1 in Sigulda), 2 triathlon competitions (Voru), 3 Bike competitions (2 in Voru and 1 in St.Petersburg), and 3 skiing competition (1 Sigulda and 2 St.Petersburg), 3 orienteering events (St.Petersburg);

+ **New tourism network** created and promoted

- + The **number of visitors** in all project areas will be **increased by 30-50%**. For example, there is only one cross-country skiing track near Sigulda, which depends on the weather conditions; thus the new infrastructure will increase visitors of cross-country skiing by at least 50%.

Final beneficiaries

- + **Tourism entrepreneurs** of Sigulda, Voru and St.Petersburg regions
- + **Local tourism operators**
- + **Local and international tourists** of cross-border areas of Sigulda, Voru and St.Petersburg (youth, families with little children, elderly people)
- + **Tourists** with the purpose of watching events
- + **International sportsmen** (infrastructure will contribute to organizing of international sporting events in different sports - cross country skiing, roller skating, hiking etc. attracting international level athletes for trainings provision)
- + **All local inhabitants** of cross-border areas of Sigulda, Voru and St.Petersburg who will be able to use new and renovated infrastructure for active lifestyle exercise options.

Duration

26 months

Budget

Total budget: 1 700 000, 00 EUR

Programme co-financing: 1 530 000, 00 EUR (90%)

Project co-financing: 170 000, 00 EUR (10%)

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