

North EAST South West
INTERREG III C



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INCORD

Integrated Concepts for
Regional Development

Integrated Regional Tourism Concepts for Keila River Region SWOT-analysis status

Schwerin

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SWOT-analysis status

- Found an external expert and contacted them, now waiting for their respond
- Working out the list of needed performance and introduce it to the external expert

DATA:

- Within the meetings data from most municipalities of the region
- Different plannings and development strategies from the state

Proceeding for elaborating the SWOT-analysis

- Still waiting for response from the external expert if they take our case
- Good to have SWOT and the final concept from the same expert because then they already know the background
- After the list of needed performances is ready we can start the negotiations and collecting additional data

Strenghts and weaknesses of Keila river region

Strenghts	Weaknesses
Co-operation alacrity between different municipalities	Co-operation in the region has been low
All municipalities have taken some steps already for improvement	Tourism is not so spread in the region
History and culture background	No environmental extensive study have been done
Close to the capital Tallinn	Few signposts
Some tourist activities have already organized – canoe and boat trips etc.	The area is decreasing at the headwaters of river

Waste-water project is coming for the river	Unpassable places by the river (privet property)
Some municipalities have built new waste water treatment plants	Pollution (no modern waste water treatment plants everywhere)
Liquidation of old Soviet-time farms	No official swimming-areas (difficult to arrange)
Attractive nature	Riverbed is full of garbage
	Low environmental knowledge and low readiness for tourists from local people.
	Few eating and accommodation facilities

Thank you!



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