



**„Project partly funded
by the European Union“**

I N C O R D

“Integrated Concepts for Regional Development”

VISION

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EGS Development Company ▪ Schwerin/Germany

4th Workshop

27th of June 2005 in Keila, Estonia

Theoretical Background

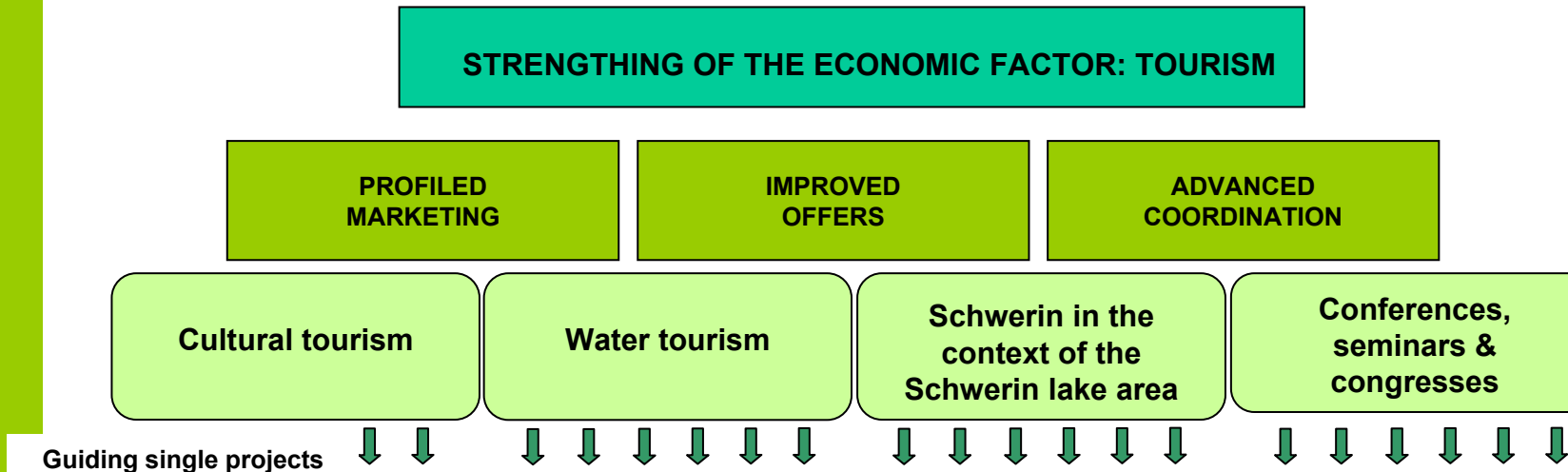
As an introduction the moderators presented the tourism vision of Schwerin, Mecklenburg-Vorpommern, Germany

Principles of tourism visions – Schwerin as an example

WHY?

- ➔ The Tourism vision will supply general guidelines to develop adequate offers and marketing strategies for all involved parties.
- ➔ The Tourism vision is divided into:
 - the overall objective (including sub-objectives)
 - four guidelines
 - guiding single projects

Structure of the tourism vision for Schwerin





Drawa River Region - DRAFT

Drawa is cult – wild nature, hospitable people + cultural discoveries

Alternative:

**River and lake country Drawa – nearer, more hospitable, quieter,
more lively**

**Range (of articles) for
every season**

**Beauty of nature as
„figurehead“**

**Organising and
offering diversity**

**Using local products
for tourism marketing**

**Recreation on
and at the
water**

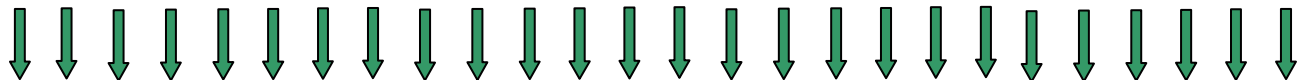
**Experiencing
regional culture**

**Free space for
specialists**

**Family farm
holidays**

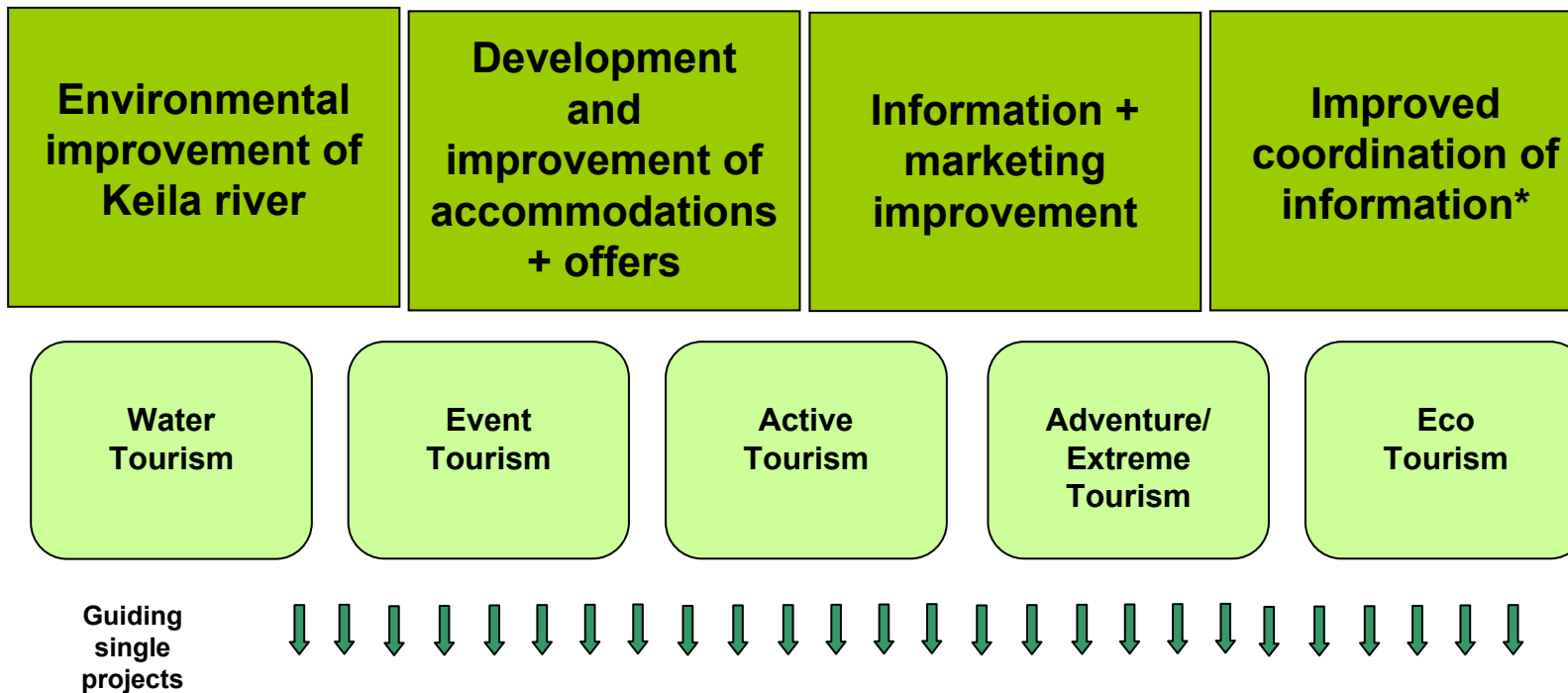
**Active
experience of
nature**

Guiding single
projects



Keila River Region - DRAFT

**KEILA RIVER REGION - PEARL OF NATURE ONLY A STONE'S
THROW AWAY FROM TALLINN**



*(internal and external information support in the field of tourism – info centre)



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Thank you for your attention!

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