



**Development of cultural-religious  
heritage in Daugavpils, Vilnius and  
Ostrovetsky regions**

## **Project topic:**

Stimulation of cross-border tourism in Latvia, Lithuania and Belarus by improving the accessibility and attractiveness of cultural-religious heritage

## **Project title:**

Development of cultural-religious heritage in Daugavpils, Vilnius and Ostrovetsky regions

## **Project acronym:**

Heir

## Project development team:

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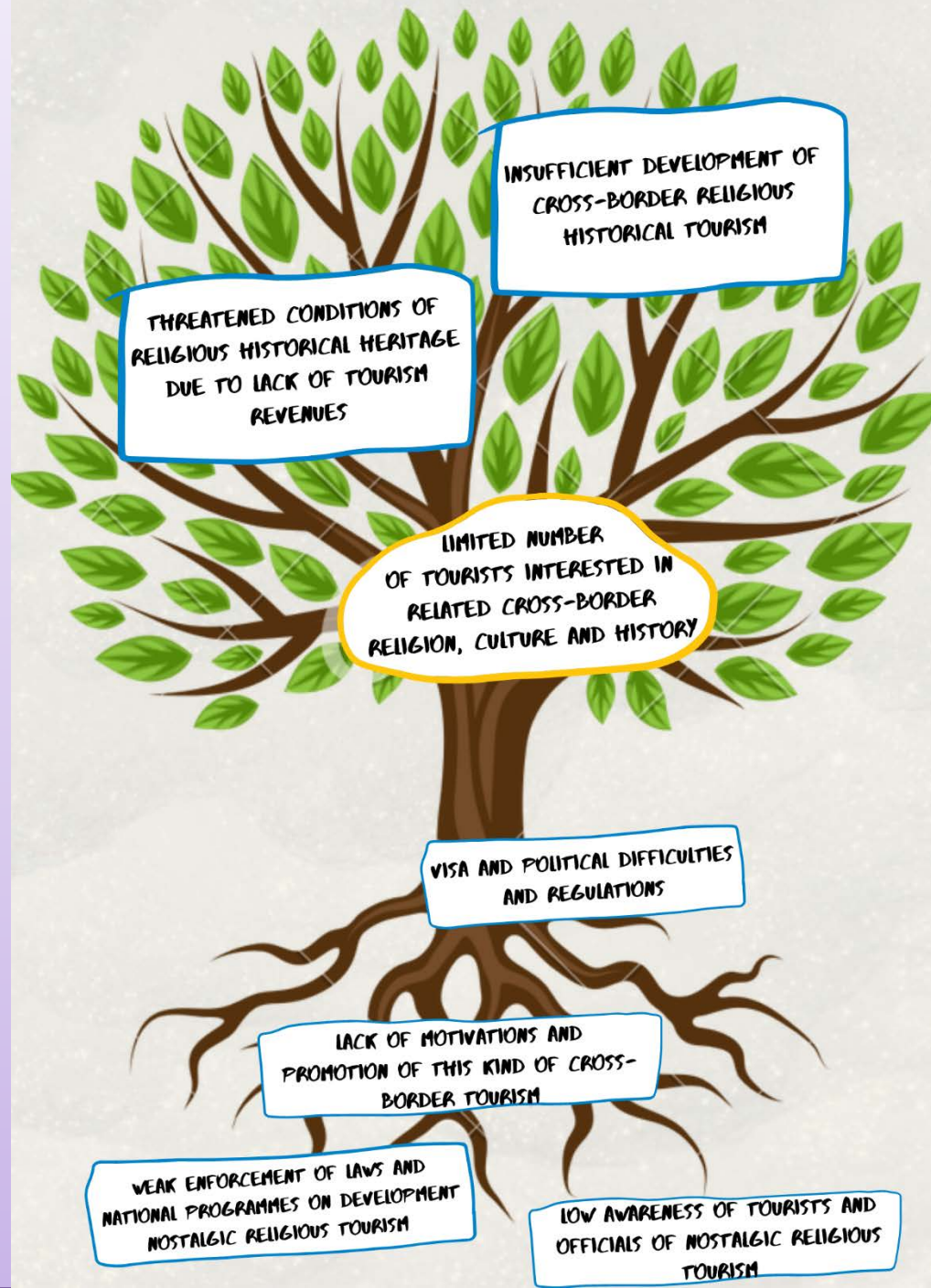
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# Stakeholders analysis:

Stakeholders basic characteristics	Interests and how affected by the problem	Capacity and motivation to bring about change	Possible actions to address stakeholder interests
persons	<ul style="list-style-type: none"> <li>•Improvement of income for residents</li> <li>•Development of cultural-religious heritage</li> </ul>	<ul style="list-style-type: none"> <li>•Provide with new ideas of the project</li> <li>•Interest in developing destinations</li> </ul>	<ul style="list-style-type: none"> <li>•Provide jobs</li> <li>•Improvement of living conditions</li> </ul>
Institutions & Companies	<ul style="list-style-type: none"> <li>•Increase profits</li> <li>•Sponsorship and cooperation</li> <li>•Some concern about public image</li> </ul>	<ul style="list-style-type: none"> <li>•Build a customer base</li> <li>•Business development</li> </ul>	<ul style="list-style-type: none"> <li>•Creation of offers and special discounts for tourists</li> <li>•Tax incentives from authorities</li> </ul>
Sector (authorities)	<ul style="list-style-type: none"> <li>•Improvement of tourism in these regions</li> <li>•Undeveloped regions</li> </ul>	<ul style="list-style-type: none"> <li>•Financing</li> <li>•Willing to improve tourism and capacity to increase profit</li> </ul>	<ul style="list-style-type: none"> <li>•Influx of foreign tourists</li> <li>•Improving relations with neighboring countries</li> </ul>

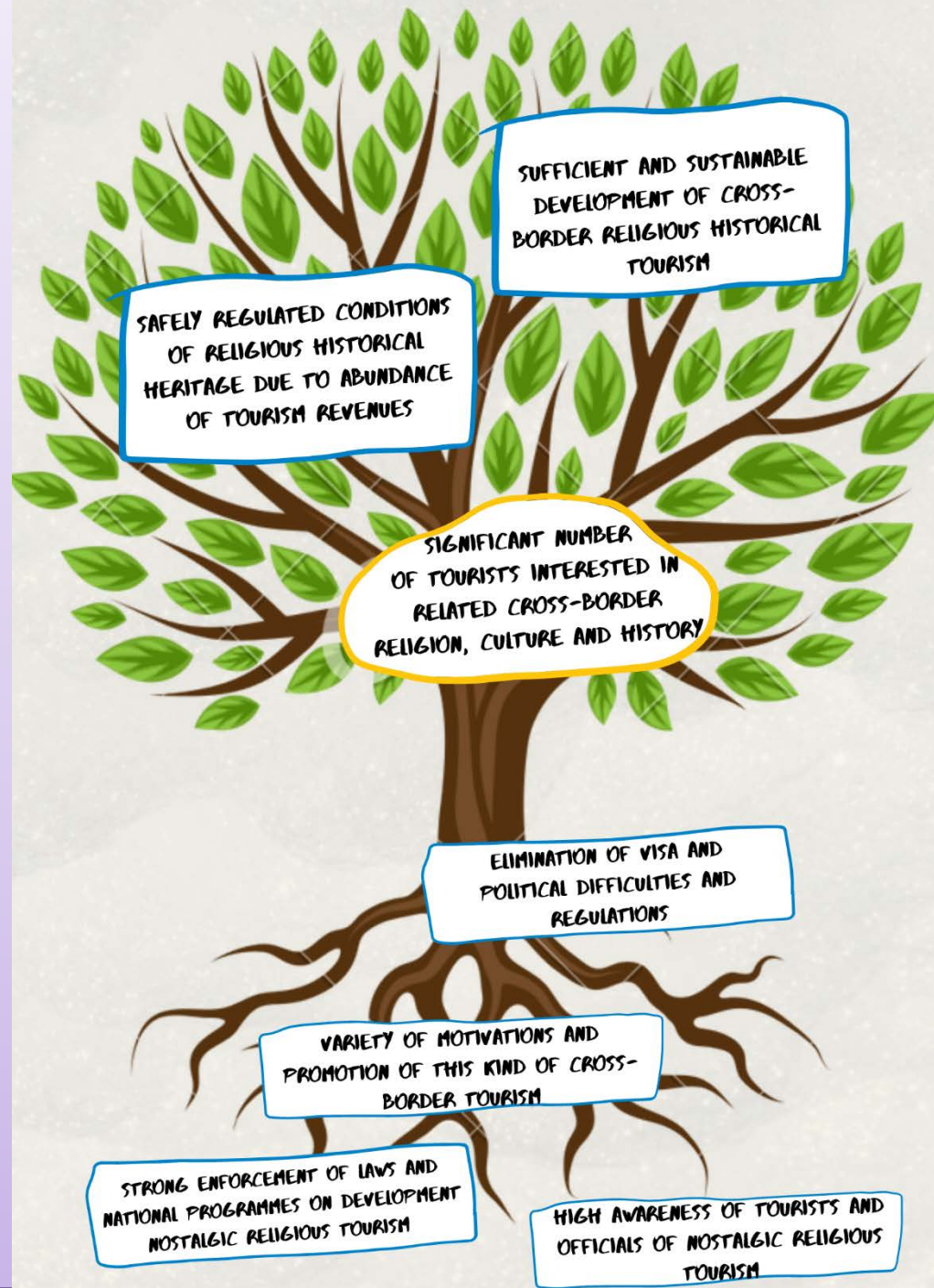
## Problem tree



## Problems & needs analysis description

- 1. The core problem we face today is limited number of tourists interested in this type of tourism (cultural, historical and religious). Nowadays most tourists interpret cross-border tourism as a way of shopping with maximum of 1-2 nights of stay at a hotel or apartment and/or visiting cafes and restaurants. Statistics of the quantity of nights that cross-border tourists spend at a country proves that. Internal cross-border tourism in Belarus is limited due to visa formalities and its expense.*
- 2. Origins and roots of the current situation as a matter of fact are first of all low awareness of tourists about the resources, weak enforcement of national programmes aimed at such a development and of course lack of motivations among tourists which in its regard could be caused by visa and (in the foreseen future) political difficulties and low level of incomes.*
- 3. Among negative consequences that could appear we could mention insufficient development of that kind of tourism and threatened conditions of religious and historical heritage due to lack of incomes and revenues from tourist's expenditures.*

## Solution tree

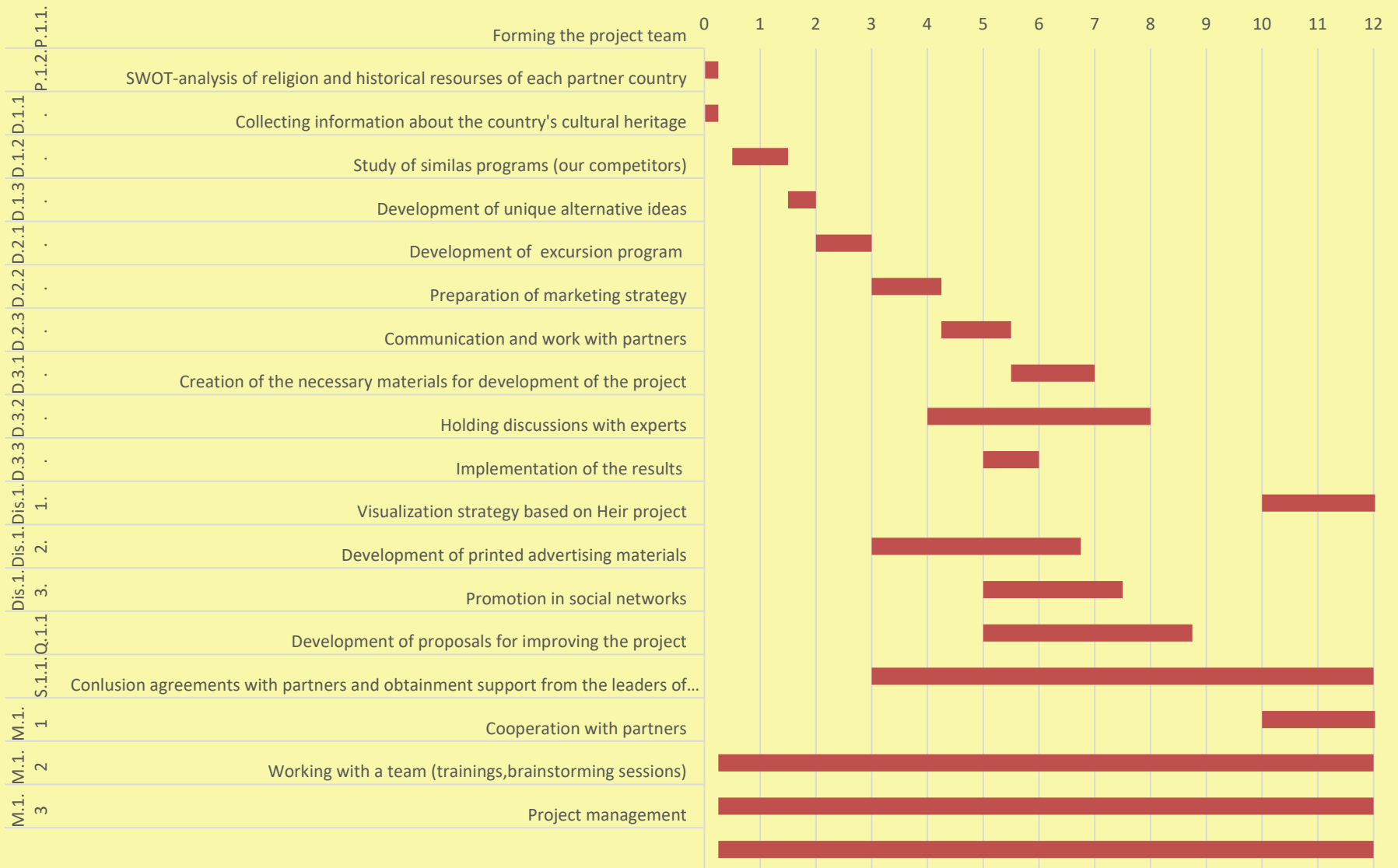


# Logical Framework Matrix

Project description	Indicators	verification	Assumptions & Risks
<p>Generate interest of tourists in related cross-border religion, culture and history for sustainable and sufficient development of cross-border tourism between such countries as Belarus- Lithuania -Latvia.</p>	<p>The overall flow of tourists to the Republic of Belarus will rise. The interest of tourists in nostalgic religious tourism will increase ( the demand for tourist services)</p>	<p>National statistics</p>	
<p>1. To promote nostalgic religion tourism 2. To implement national programmes on development nostalgic religion tourism</p>	<p>not only the demand will increase, but also the supply (more nostalgic / religious tours).There will be more nostalgic tourists.</p>	<p>expert reports, program results.</p>	<p><b>A</b> Desire for cooperation <b>R</b> The lack of response from stakeholders, problems in finding partners.</p>
<p>1.1 changed people's perception of this type of tourism 1.2 Strategies for promotion of this type of tourism 1.3 An online tool (web site) 2.1Increased engagement in this tourism type 2.2The results of the implementation of national programs 2.3 Tourist product (tour)</p>	<p>Strategic plan, 1 tour,1 website, research in the field of national programs.</p>	<p>Statistics from the website,feedback from tourists, research reports.</p>	<p><b>A</b> Interest of the participants, competence of the experts <b>R</b> Outdated and low-quality of created products</p>



# Gantt Chart



# Budget results

Staff costs	Cost of stay	Travel costs	Subcontracting costs	Equipment costs	Total Costs (Grant)	Total Costs (Own resources)	TOTAL PROJECT COST
18220	7080	540	4390	84010	114240	0	114240