



BALTIC TRAINING PROGRAMME



CENTRAL BALTIC
INTERREG IV A
PROGRAMME
2007-2013



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE

PROJECT

Bus tours with audio guide of
Narva and its surroundings
NARVA CITY TOUR

Victoria Gurina

2011

Victoria Gurina

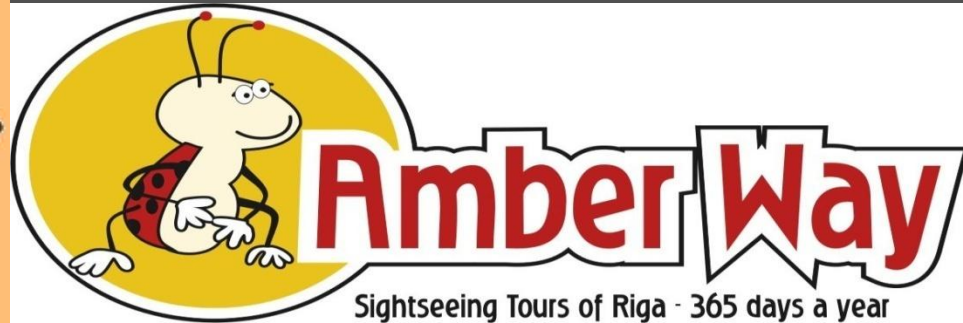


I'm the future worker in the tourism sector and study on the course "Management of tourism" in Narva Vocational Training Centre.

I live in Estonia, Narva city. My hobbies are tourism and sports .



Host Company- Travel Company



SPHERE OF ACTIVITY :

- ❖ Riga sightseeing on a bus with audio phones in 8 languages- Swedish, Finish, English, German, Russian, French, Italian, Norwegian.
- ❖ City tours: Rundale, Jurmala, Sigulda.
- ❖ Transport and guide service. <http://www.sightseeing.lv>
- ❖ Latvian food. Company owns 2 Latvian style restaurants: Latvian cuisine <http://www.latvianfood.lv/>
Fish restaurant <http://www.fishrestaurant.lv>



Narva City Tour

MY PROJECT IDEA

The introduction of new tourism product:
Bus tours with audio guide of Narva and its
surroundings

NARVA CITY TOUR

The company also plans tours of Estonia.

Project manager :
Victoria Gurina

Background:

- The development of the tourism industry is supported by the state.
- Regional support for tourism development
- The presence of interesting sites and attractions in Narva.
- The peculiar history of the city.
- The favourable location of the city.



Aim:

➤ Introduce new tourism products:

Bus tours with audio guide of Narva and its surroundings.

➤ The influx of tourists.

➤ The development of tourism in Narva.

➤ Getting visitors acquainted with the history and culture of Narva.

Target group:

Tourists coming to Narva, who are interested in history, also transit tourists.



Main phases of work:

Preliminary stage: 01.05. – 31.05.2012

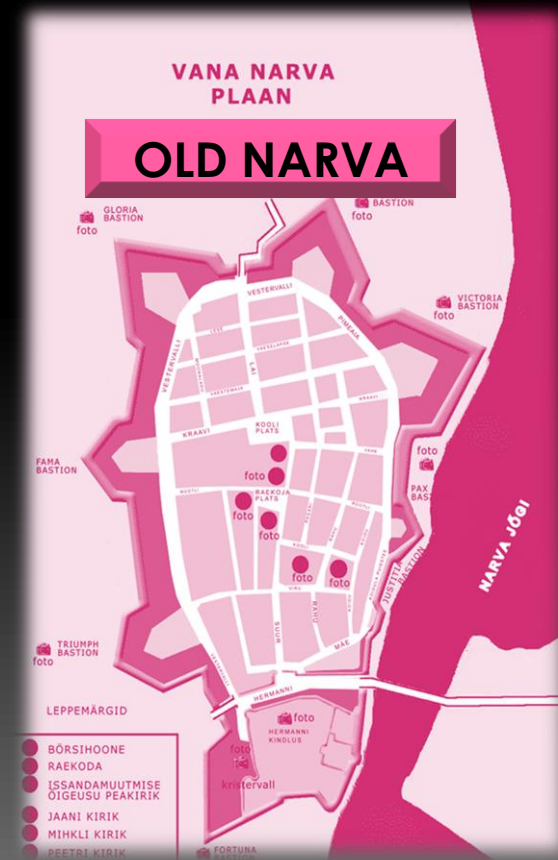
- 1. Search suppliers of tour bus and audio guides.**
- 2. Contracts for the purchase of tour bus and audio guides.**
- 3. Finding and hiring staff. Conclusion of employment contracts. Training staff.**
- 4. Development of routes.**



The main stage: 01.05.2012 – 31.05.2013

First stage 01.05. – 31.05.2012

1. The text for an audio guide.
2. Recording texts announcer.
3. Advertise tours at the city website, in print, in online resources.
4. Meet and make contracts with tour operators and hotels.



The main stage:
01.05.2012 – 31.05.2013

Second stage
01.06.2012 – 31.05.2013

1. Organization of selling tickets for the bus tour in Narva:

1.1. Tickets for tour bus, the possibility of payment by cash or credit card.

1.2. Selling tickets and promotional booklets directly in all the hotels of the city.

1.3. Booking with payment through the Internet.

2. Tour departure daily from:

2.1. Geneva Area (Narva)

2.2. Peter's Square (Narva)

2.3. Hotel Liivarand (Narva-Joesuu)



The main stage: 01.05.2012 – 31.05.2013

Second stage
01.06.2012 – 31.05.2013

3. Stop near the hotel:

3.1. Departure from Narva

Hotel Narva
Hotel Inger
King Hotel
Hotel Etapp
Guest House Europe
Guest House Elektra

3.2. Departure from the city of Narva-Jõesuu:

Hotel Liivarand
Meresuu Spa & Hotel
Narva-Joesuu SPA hotel

3. Schedule of tours:

3.1. Geneva Area 13.00
3.2. Peter's Square 13.10
3.3. Hotel Liivarand 10.30



Possible adjustment depending on the season, tourist season.

	Departures Narva	Narva- Jõesuu
Tourist facilities		
Picture gallery	13.15	11.00
Town hall	13.20	11.05
The Dark garden	13.25	11.10
Narva bastions	13.30	11.15
Friendship Bridge	13.35	11.20
Swedish Lion	13.40	11.25
Alexander's church	13.45	11.30
Krenholm manufactory	13.55	11.40
Resurrection Cathedral	14.05	11.50
Narva Castle	14.15	12.00

The main stage: 01.05.2012 – 31.05.2013

Second stage

01.06.2012 – 31.05.2013

4. The duration of the excursion:

4.1. Departure from Narva - about 60 minutes.

4.2. Departure from Narva - Jõesuu - about 100 minutes.

5. The length of the tour route:

5.1. Departure from Narva - about 15 km.

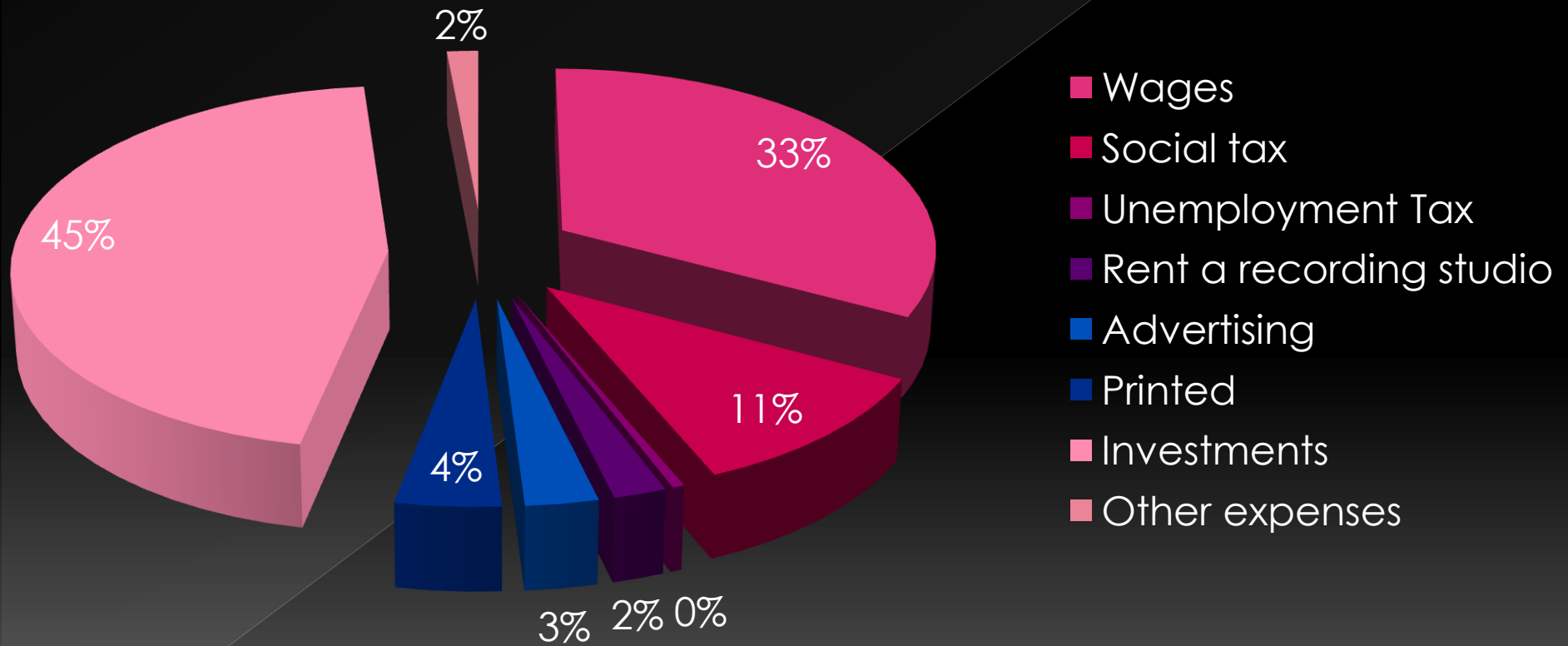
5.2. Departure from Narva-Jõesuu - about 35 km.



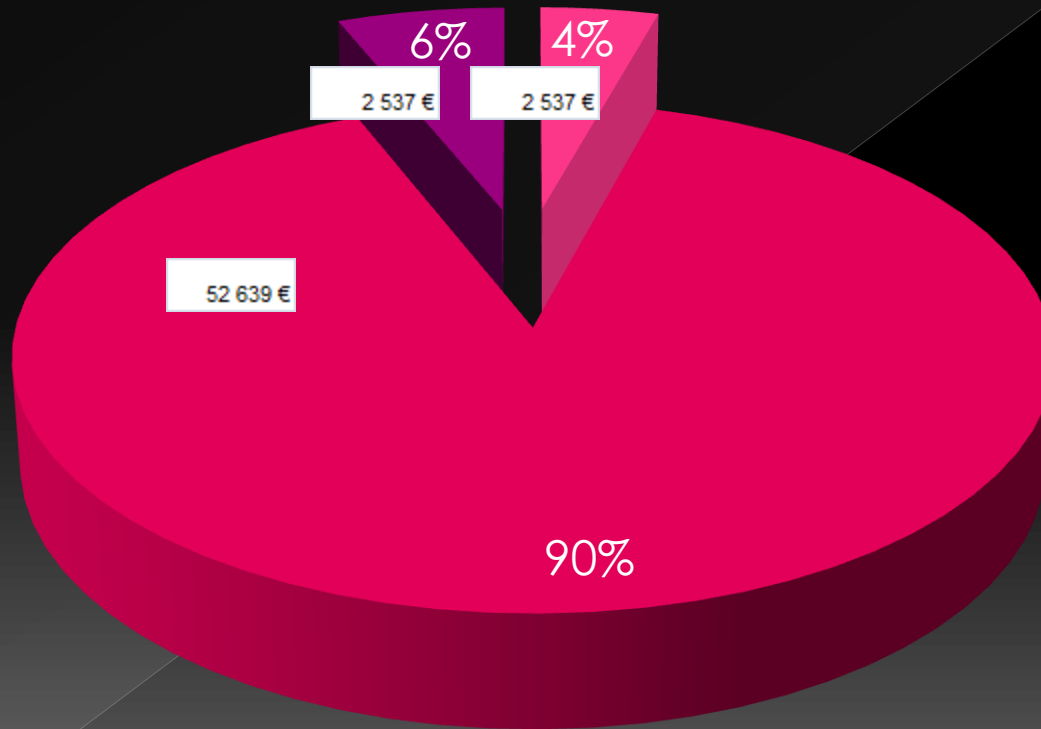
PROJECT BUDGET

	The budget	Price (euro)	Sources of financing	Price (euro)
1	Wages	19 300	Enterprise Estonia EAS (www.eas.ee)	19 300
2	Social tax	6 369	Enterprise Estonia EAS (www.eas.ee)	6 369
3	Unemployment Tax	270	Enterprise Estonia EAS (www.eas.ee)	270
4	Rent a recording studio	1 200	Narva City Government	1 200
5	Advertising	1 660	Self-financing	1 660
6	Printed	2 400	Narva City Government	2 400
7	Investments	26 700	Enterprise Estonia EAS (www.eas.ee)	26 700
8	Other expenses	877	Self-financing	877
	TOTAL:	58 776		58 776

The budget



Assumed partnership and roles of partners:



- Self-financing
- Enterprise Estonia EAS (www.eas.ee)
- Narva City Government

Results:

- **New tourism product in Narva.**
- **Improved city image as a tourist attraction.**
- **Increased inflow of tourists.**
- **Visitors learn about history and culture of Narva.**

GAINS FROM BTP



BALTIC TRAINING PROGRAMME

Participation in BTP and internship in tourism company "Amber Way" gave me the experience and knowledge how to implement my project. The main idea of the project remained. I counted the project budget, cut costs, revised marketing strategy.

I have more realistic look for implementing my project.

THE NEXT STEP

- ✓ writing a business plan
- ✓ preparation of documents for the Enterprise Estonia EAS (www.eas.ee)
- ✓ opening of the company
- ✓ search partners, staff and equipment for the project.



NARVA CITY TOUR

**Thank you for your
attention!**