

Marketing Tools to Build the Tourism Image of the Jurbarkas Region and Promote Local Tourism

Background

The Jurbarkas region is characterised by impressive landscapes and a rich cultural heritage of national and international significance with many castles and estates along the Nemunas River which are now some of the most popular tourist destinations in Lithuania.

In recent years, it has been noticed that a growing number of tourists tend to choose a single destination in the region for their holidays. These tourists may come as families or small groups, often to the settlements close to the Nemunas River, and do not appear to have the desire, opportunity or information to explore the region more widely. This includes not making use of the full range of tourism services (including guided tours) which are available from the Jurbarkas Tourism Information Centre.

This is a concern since increased tourism is one of the priorities for the socio-economic development of the **whole** region, not just individual settlements.

Objective

The overall aim of the project is to use a range of modern marketing tools (including the internet) for establishing and promoting the cultural image of the Jurbarkas region as a unique and special tourist destination. More specific objectives are:

- to more effectively represent the cultural heritage and traditions of the region to tourists, and;
- to ensure active collaboration and participation of the village communities in a) the representation of their regional identity, and b) the creation and promotion of new tourist routes.

Main Activities

The main project activities are:

- Preparation of publications and tourist maps for the Jurbarkas Region, including descriptions of tourist routes;
- A DVD video guide called "Where the Nemunas Flows" which introduces the unique nature and cultural resources of the district, the traditions of the contemporary culture, prominent settlements in the region and places of interest of timeless value;
- Creation of tourism information centres in the villages of Pilies I, Seredžius, Veliuona, Raudonė, Skirsnemunė, Smalininkai and Viešvilė.
- Developing a website in Lithuanian, German, English and Polish.



At a glance:

Theme:

Implementing the LEADER approach

Sub-theme:

Implementing local development strategies

Keywords:

Tourism
Information technology
Internet
Marketing

Country/Region:

Lithuania/Jurbarkas region

Beneficiary Type:

Public/Local authorities

Project Cost:

< €20 000

RDP Measure:

413 – Quality of life/diversification

Duration:

Start date: September 2010
End date: April 2011

Last updated:

22 November 2010

- Creation of a brand/trademark for the Jurbarkas Region for use on all marketing tools, together with instructions for its use and possible adaptation.

Results and Benefits

It is anticipated that the marketing tools developed by the project will both increase the in-bound flow of tourists and improve the satisfaction of these tourists with the region.

The new publication called "Jurbarkas Region" (4,000 copies), the tourist maps, guides to the seven tourist routes (1,000 copies) and video guide targeting Lithuanian and foreign tourists will provide more complete information on the district's cultural heritage, tourism services, sites of interest and uniqueness of the village communities.

The tourism information centres created in 7 village communities and the direct participation of these communities in the process of information dissemination will increase the opportunities and resources related to tourism in the region's development and encourage others to enter into this business.

The new website will introduce the Jurbarkas district to Europe and serve to improve communication with foreign partners, communities, tourism business organisations and tourist service companies.

The new brand/trademark of the Jurbarkas Region which will be used for the consistent identification of the regional tourism business and which will harmonise all the new marketing tools.



Lessons Learnt

At the time of writing in November 2010 the project has only just started implementation and has not encountered any difficulties so-far.

Project Cost

EUR 17,736

Contact Information:

Project website: Jurbarkas Tourism Information Centre:

<http://www.jurbarkas.lt/index.php?1111551001>

A new site www.jurbarkotic.lt is still under construction

Lithuanian NRN website: <http://www.kaimotinklas.lt>

Contact: Vidmanta Marcinkeviciene (Director)

v.marcinkeviciene@jurbarkas.lt

turizmas@jurbarkas.lt

Tel +370 447 51 485

Fax +370 447 45 450

Language for communication: Lithuanian, Russian, Polish, English, German