



COOPERATION FOR CITIZEN PARTICIPATION AND COMMUNITY DEVELOPMENT IN BELARUS

SUBGRANTED PROJECTS

Using the local capacities as the main resource to create innovative

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GENERAL PROJECT DESCRIPTION

Project location: Braslaw

Organiser: The Braslaw District Public Association for Cross-Border Cooperation Euroregion

Status: Civic Initiative

This project aims at developing sustainable tourism in the rural area of Braslaw, based on its local resources. The project will involve the local community in this project to define the strategy for sustainable tourism in Braslaw. Therefore, awareness raising events (exhibitions, round tables, workshops, seminars, debates and study tours) on topics related to Braslaw's characteristics such as flax, craft, local herbs, local products, local resources and development will be organized to create a strategy for sustainable tourism in Braslaw.

The Association Euroregion - Country of Lakes aims at:

- Promoting the economic, social, cultural, environmental development of Braslaw
- Promoting the development of mutual benefit cross-border cooperation between Braslaw and other countries and regions
- Promoting the protection of the environment and creating the conditions for the development of eco-rural tourism

PROJECT UPDATE SEPTEMBER 2012

The project has conducted a number of round-tables and trainings for people involved in local tourism such as representatives of local authorities, civil society organisations, workers in the field of preservation of cultural heritage, SMEs as well as entrepreneurs and owners of touristic residences situated in the region "Lake side".

Seminars were focused on two main angles:

- 1) history, theory and practice of traditional craft (making objects of linen and wool) and
- 2) management and marketing of local traditions in order to promote ecological tourism and the local touristic destination.

The events were covered by the local press and one article appeared on a special Belarusian touristic internet domain.

The project contributed to a network among people working on tourism and led to the creation of a cluster of touristic residences in Braslaw's lake region.