

Yelagin Island

Ekaterina KASPEROVICH,

Natalia PROKOPENKO

School 61

St. Petersburg, Russia

2003

Global Travel & Tourism Programme

CONTENTS

- ✓ **History**
- ✓ **Present day situation**
- ✓ **Problems**
- ✓ **Business opportunities**



ST. PETERSBURG



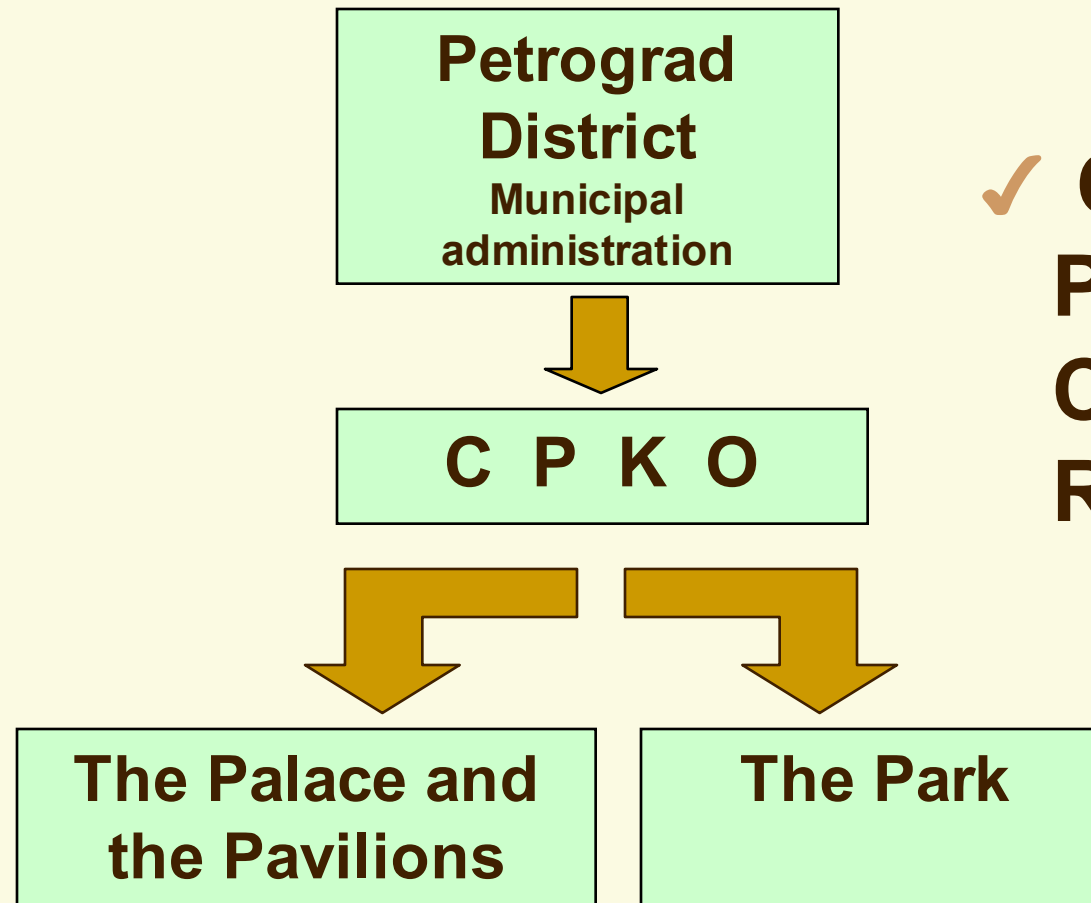
BIRD'S VIEW



GLORIOUS PAST



CPKO



✓ **Central
Park of
Culture and
Relaxation**

COMPLEX PRESENT

✓ Cultural activities

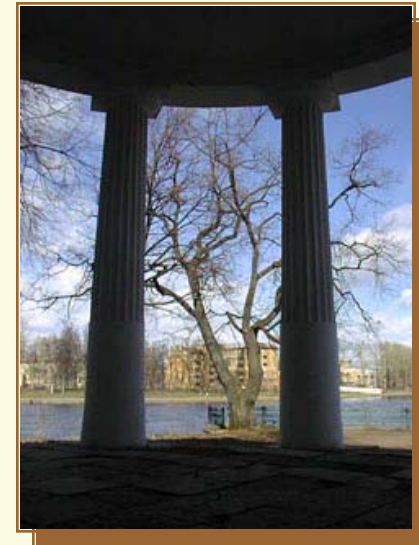
- Palace tours
- Chamber concerts
- Art exhibitions

✓ Sport activities

- Skating
- Lawn tennis
- Rowing
- Jogging
- Horseback riding

✓ Mass events

- Carnivals
- Beer festivals
- Rock concerts



CHALLENGES

palace & museum

- ✓ Poor state of buildings
- ✓ Foreign languages
- ✓ Promotion



CHALLENGES

sport

- ✓ **Poor facilities**
- ✓ **Poor equipment**
- ✓ **Damage to vegetation**



CHALLENGES

mass events

- ✓ **Damage to flora and fauna**
- ✓ **Vandalism**
- ✓ **Littering**
- ✓ **Noise**
- ✓ **Image**



CHALLENGES

general

- ✓ **Parking**
- ✓ **Lack of funds**
- ✓ **Legal status**



SWOT analysis

of Yelagin Island as a tourist attraction

STRENGTHS

internal

WEAKNESSES

Heritage
Flora & fauna
Staff, Facilities
Variety of tours
Long working hours

State of facilities
Promotion
Visitor information

Economic growth
Potential visitors
Accessibility
Demand

Competition
Damage to park and buildings
Legal status
Image

OPPORTUNITIES

external

THREATS



PROMISING FUTURE

- ✓ **History tours**
- ✓ **Ecotourism**
- ✓ **Hospitality**
- ✓ **Catering**
- ✓ **Sport**



***See you on
Yelagin Island !***

