

German-Russian Country

An Initiative in Heritage Tourism

Submitted for consideration: a coordinated effort among state institutions and agencies, in collaboration with local citizens, organizations, and governments, to delineate and develop an initiative in heritage tourism to be known as “German-Russian Country.”

The aim: through the establishment of infrastructure and dissemination of knowledge, to establish German-Russian Country as a significant destination for heritage travelers, thereby establishing tourism as a mainstay of the regional economy. Such an initiative will serve as a model for other culture regions in their development efforts.

State-Level Players

- North Dakota State University
 - ✓ Germans from Russia Heritage Collection
 - ✓ Extension Service
 - ✓ Center for Heritage Renewal
- State Historical Society of North Dakota
- Division of Tourism
- Department of Transportation

Elements in the Initiative

1. Web guide with deep database and interactive interface
2. Visitor center to anchor heritage travel
3. Comprehensive signage
4. Identification and cultivation of leaders and resource people
5. Comprehensive training in communications and hospitality
6. Organization of group tours

Talking Points

1. Definition of the culture region
2. Roles of state-level players
3. Roles of local communities
4. Target constituencies for heritage tourism
5. Sources of support

