

ECTN INTERREG III C Project

Template for Contact details (as per Microsoft Outlook)

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Template for case studies

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Summary of Case study	<p><u>Latvia Travel marathon</u></p> <p>The main goal of the “Latvian Travel Marathon” is to raise the public awareness about the tourism products in different parts of the country as well as to ensure further development of such objects. The project “Latvian Travel Marathon” will take place every weekend from the 18th of March until the 18th of November, rewarding the most active travellers at the end of December.</p> <p>Project has received a very large responsiveness, hosting close to 20,000 visitors in 15 events. It is expected to raise even a greater awareness and interest during summer time, planning to have up to 100,000 visitors at the end of the project.</p>
Organisations concerned	Latvian tourism development agency Latvia Tourism Information centre
Case study detail	<p>The aim of the project “Latvia travel marathon” is to promote new tourism products in Latvia in order to encourage development of local tourist production as well as cooperation between tourists and tourism enterprises.</p> <p>The purpose of the initiative is to widespread information about tourism objects, attractions and possibilities.</p> <p>Project lasts for 9 months and aims to visit more than</p>

	<p>30 different attractions and places in different regions in Latvia. Every weekend a group of professionals as well as tourists are invited to attend one concrete place where special attractions and activities are carried out that are specific to the region and place. Then everyone can participate, experience, see or try out themselves individualities of the place which they have visited.</p> <p>It is very important firstly to show and also to teach tourists to see the differences and possibilities of tourism in Latvia, to learn about culture, history and environment in different approaches and in different circumstances. Latvia Travel marathon gives every tourist and also tourism enterprises ideas and clues to follow to improve leisure time and weekend</p> <p>To ensure public participation in this Marathon all the time during the week in cooperation with mass-media information campaign is enforced, also particular broadcast "Holiday guide" is being made on TV where everyone can see if the upcoming place is promising and tempting for the person and is it interesting to visit!</p> <p>At the same time in the regions informative shows are organised to involve people as well as visitors and organisers in the programme and activities on the spot each weekend.</p> <p>In the activities organised on the objects great emphasize is made to create the atmosphere attractive to families with small children, also to educate and inform every visitor of cultural specialities in every place. Thus this is not only a tourist or cultural venue, it is also very important that this kind of initiative involve and raise the self-esteem of the region thus enhancing the value of cultural tourism in the eyes of both locals and visitors.</p> <p>This project also allows creativeness to different objects themselves and facilitates their work and development as extra attention and tourists are involved and appealed to the objects.</p>
Outputs	