

## ECTN INTERREG III C Project

### Template for Contact details (as per Microsoft Outlook)

Full Name	Dagnija Baltina
Job title	Project Manager
Company	Latvian Tourism Development Agency
Address details Street City State/Province Zip/Postal Code Country Region	Pils sq. 4. Riga LV 1010 LATVIA
Business Tel	+371 735 9134
Home Tel	--
Mobile Tel	+ 371 2 935 9556
Fax	+371 735 8128
Email	<a href="mailto:Dagnija.baltina@latviatourism.lv">Dagnija.baltina@latviatourism.lv</a>
Web page address	<a href="http://www.latviatourism.lv">www.latviatourism.lv</a>

## Template for case studies

<b>Contact details</b>	
Full Name	Dagnija Baltiņa
Job title	Project manager
Company	Latvia Tourism development agency
Address details	Pils sq. 4 Riga, LV – 1010 Latvia
Business Tel	+371 2 7359134
Mobile Tel	+371 2 9359556
Fax	+371 2 7358128
Email	<a href="mailto:Dagnija.baltina@latviatourism.lv">Dagnija.baltina@latviatourism.lv</a>
Web page address	<a href="http://www.latviatourism.lv">www.latviatourism.lv</a>
Summary of Case study	<p><u>Nine rivers in Vidzeme</u></p> <p>Vidzeme is one of the four regions in Latvia. Nine rivers of the region were included in the project in order to develop tourism infrastructure around them, to develop these rivers as a marketable tourism product. Project includes 9 rivers in Vidzeme that are the most appropriate for water tourism.</p>
Organisations concerned	Vidzeme development agency Municipalities of Tampere (Finland), Siaulai (Lithuania), Valga (Estonia), Pomorskie (Poland)
Case study detail	<p>Until now, water tourism in Latvia has developed slowly. It is planned to open nine information centres in Vidzeme, have new tourism infrastructure, issue river maps, handbooks for tourism entrepreneurs, special cooking books for water tourists, organise events for promoting water tourism and representation of the region in international tourism fairs.</p> <p>The aim of the project was to develop water tourism and human resources working in the tourism.</p> <p>Water tourism is a little developed branch of tourism in Latvia although Latvia is rich of small rivers with picturesque shores and interesting routes leading through historical and cultural regions. Still water tourism in Latvia has got old traditions and a lot of possibilities for advancement, formerly people used to travel in hard wooden boats, rafts, canoes and dingeys.</p> <p>Nevertheless needs of the water tourists are very high. There is a lack of detailed maps on the rivers,</p>

	<p>public guidance services about possible routes and cultural objects around; boat rent spots and also proper resting places ashore.</p> <p>Wherewith the tasks of the project are:</p> <ul style="list-style-type: none"> <li>- to establish resting places on the shores for water tourists;</li> <li>- to set up leading marks by the rivers;</li> <li>- to set up information stalls by the rivers;</li> <li>- to issue river maps with the marks of the cultural and historical objects around;</li> <li>- to issue informative materials on the region food specialities and where to taste them, horse-back riding, biking, resting, sleeping and other attractions offered in the region in three languages – Latvian, Russia and English;</li> <li>- to issue booklet “Bon Appetite, water tourist!” with recipes of the regional specialities as well as special recipes for water tourist kitchen;</li> <li>- to issue handbook on water tourism;</li> <li>- to establish water tourism help and information centres to support water tourists and to provide them with the necessary materials, information and technical help;</li> <li>- to organise trainings for tourism specialists about water tourism peculiarities;</li> <li>- to organise campaigns promoting water tourism in Vidzeme;</li> <li>- to organise and participate in stuff exchange programmes in cooperation with partners.</li> </ul> <p>The project is enforced in the framework of the EU PHARE programme Cross border cooperation – Special Action in favour of the Baltic Sea region.</p>
<p>Outputs</p>	<p>Water tourism is one of the most promising trends of tourism in Latvia that involves both cultural and adventure tourism. It is expected that if the infrastructure is developed and organised more people will get involved in the water tourism activities and also attend more cultural objects on their way if the information and travel system is improved.</p>