

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>Three Strings in Vidzeme</u></p> <p>Vidzeme is one of the four regions in Latvia and is crossed with three big highways thus marking traits of tourism possibilities.</p> <p>Three strings are the three highways, three corridors that run deep in the land leading to different cultural places and activities.</p>
Organisations concerned	<p>Vidzeme development agency</p> <p>Municipalities of Alūksne, Cēsis, Madona, Valka and Valmiera</p> <p>Municipalities of Valga and Viljandi (Estonia), Šauļi (Lithuania) and Uusima (Finland)</p>
Case study detail	<p>The aim of the project was to develop tourism infrastructure in Vidzeme. In the necessity to develop trainings for tourism industry, new attractive and interesting products for tourists and also common concept of tourism in the region, state and also Baltics this project actualised tourism as a value to work for and improve.</p> <p>The vision of the project was to improve the competitiveness of the region based on experience, resources and knowledge as well as to improve potentialities of the locals and reduce social and economical differences in the region. In order to secure the development, different activities was carried out in order to increase the amount of the local and foreign tourists visiting the region.</p> <p>The objectives of the project were:</p> <ul style="list-style-type: none"> - Develop infrastructure along these highways; - Create new touring paths; - Increase number and value of parking plots next

	<p>to the tourist attractions;</p> <ul style="list-style-type: none"> - Set up new information stalls with the information about the nearest tourism attractions as well as maps of the region and tourism paths; - Establish 3 new information spots; - Organise trainings for tourism specialists and entrepreneurs on tourism development possibilities, strategies and tendencies in the region; - Organise staff exchanges between partners; - Create new information materials about the region; - Developed and implemented sustainable tourism marketing strategy in the region. <p>The project was implemented in the framework of the EU PHARE programme Cross border cooperation – Special Action in favour of the Baltic Sea region.</p>
<p>Outputs</p>	<ul style="list-style-type: none"> - Cooperation between tourism specialists in the region; - Common concept of tourism development of the region as well as better cooperation between tourism specialists in the region; - Developed tourism enterprises; - Complemented tourism infrastructure; - New projects and initiatives between the Baltic region partners – “Nine rivers in Vidzeme”, “24 hour info line about Vidzeme cultural, historical and environmental heritage”.