

Proposals for environmental policy based on demonstration of environmental, social and economic benefits from tourism in the Slītere National Park



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Latvijas
vides
aizsardzības
fonds

VIDES



MINISTRIJA

Latvian Country Tourism Association

Legal form: NGO

Founded: 1993

Members: ~350 (rural tourism providers)

Staff: ~14

Office: in Riga



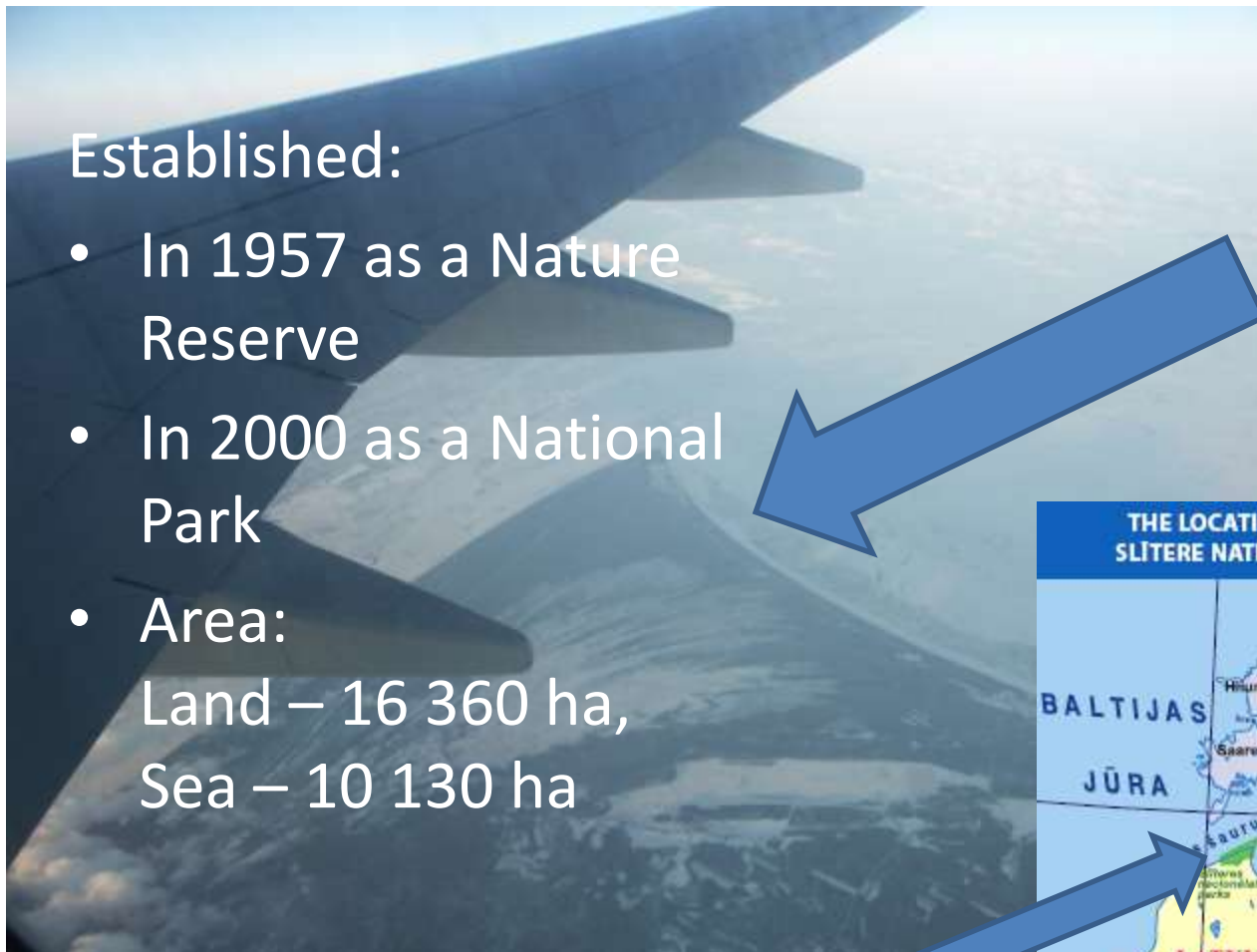
Functions:

- RT product development
- Quality control and labelling
- Provider training and consultations
- Promotion and marketing (brochures, maps, Internet)
- Lobbying for interests of members
- Project implementation

Project aim

To develop policy proposals on balancing tourism development and nature conservation interests in protected nature sites/NATURA 2000

Demonstration site – Slītere National Park. Why?



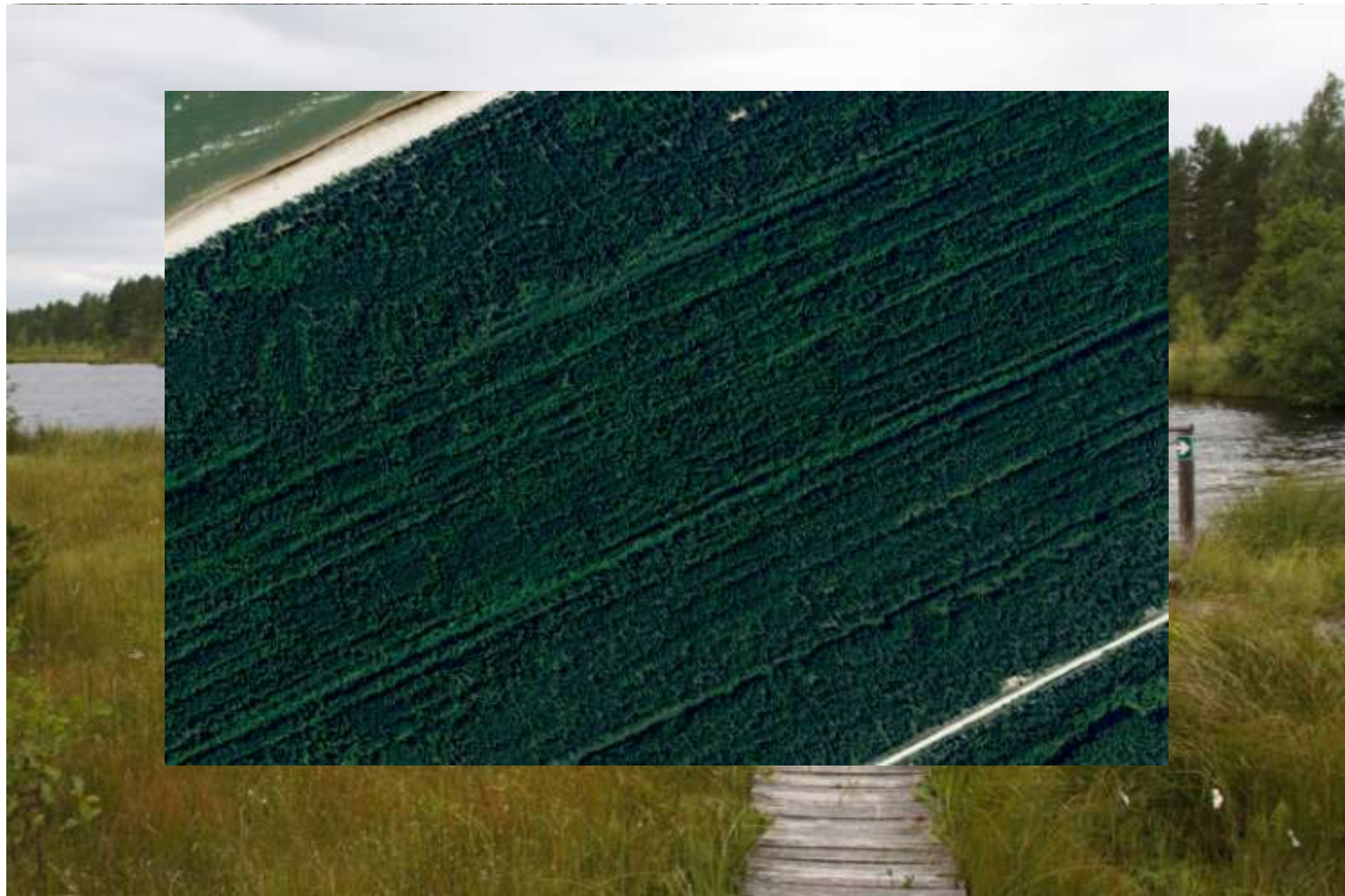
Established:

- In 1957 as a Nature Reserve
- In 2000 as a National Park
- Area:
Land – 16 360 ha,
Sea – 10 130 ha



Slītere National Park

Unique Nature



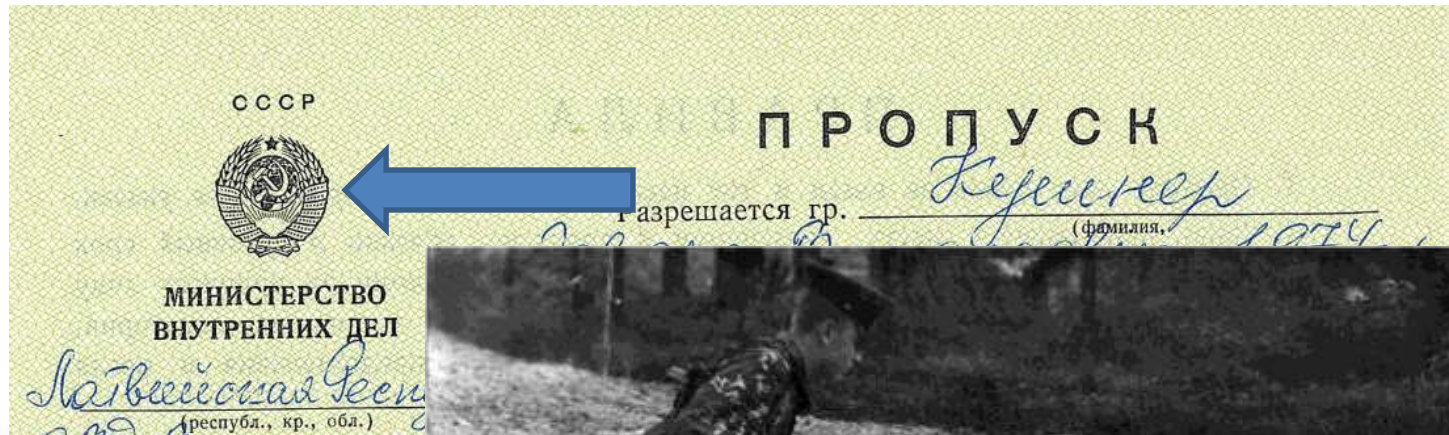
Slītere National Park

Unique History, Culture



1945 – 1993

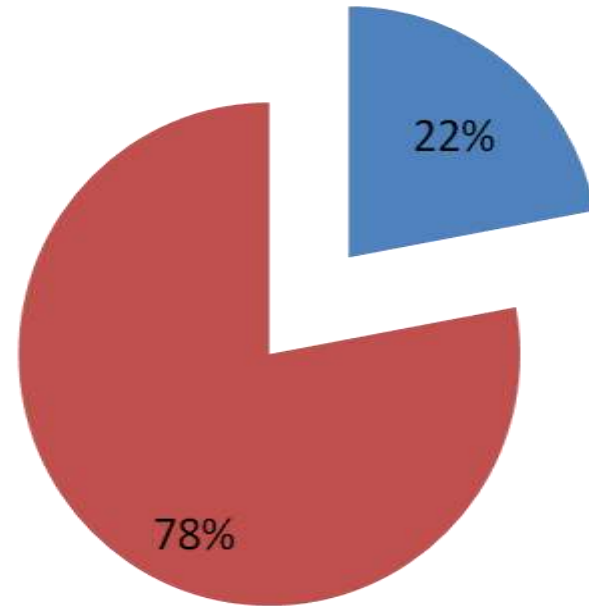
Border regime, Nature Reserve



Stereotypes ...

Slītere = Strict Reserve (22 %)

Slītere = “Closed zone”



At the same time ...

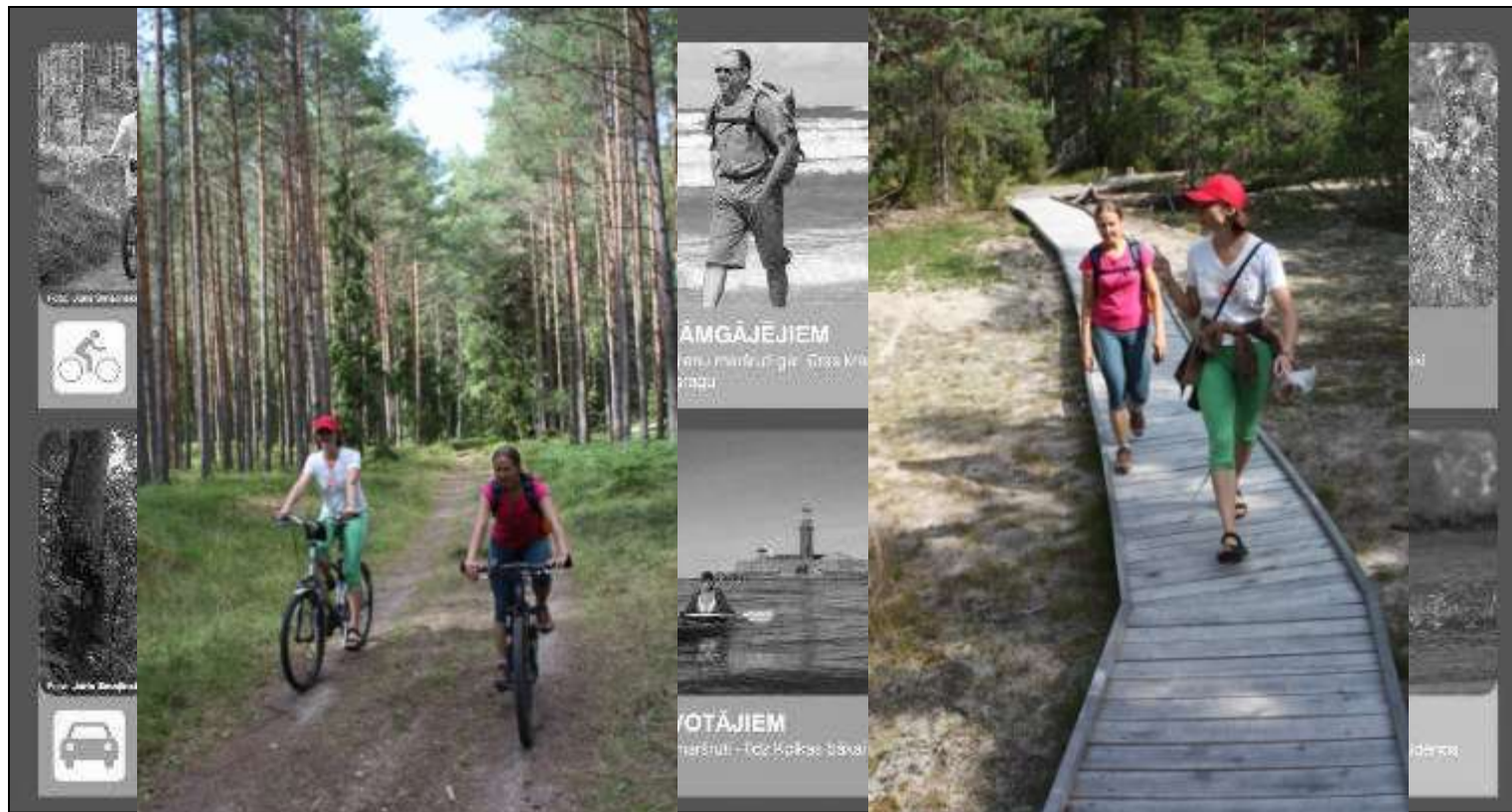


COOPERATION at all levels involved – the key of success



- SNP administration
- Local municipality
- local NGOs
- Tourism entrepreneurs
- Other active local people

Recommendations for the sustainable tourism development in the Slītere National Park



New tourism products/routes

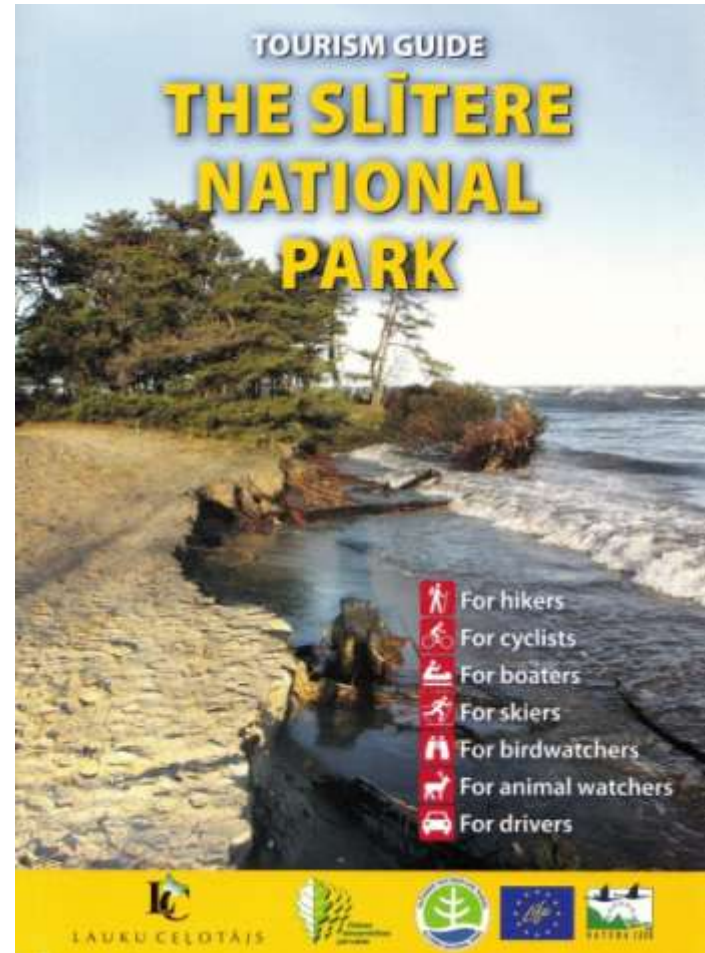
- 3 hiking routes
- 2 cycling routes
- 1 canoeing route
- 1 self-drive route
- 2 nature watching products (birds and animals)

The collage features several brochures and a map. At the top, there are brochures titled "Slitere aicina!" (Sliteria invites!) for bird watching and animal watching. Below these is a map of Latvia with various routes highlighted in red and blue. To the right of the map are more brochures, including one for "DABAS VEROTĀJIEM ZVERU VĒROŠANA" (Nature Observers Animal Watching) and another for "DABAS VEROTĀJIEM KĀRTĀKĀI" (Nature Observers in Order). There are also several photographs of nature, including a bird, a deer, a fox, and a lighthouse. At the bottom, there are logos for various organizations and the website "otajs.lv".

The Slītere NP Tourism guide

+ guidelines how to develop a guide of a national park

- Based on local stories (> 30 interviews)
- The first tourism guide of a NP in Latvia (developed together with the Slītere people)
- History interacts with life today
- Stories of the Liv minority
- **Services and facilities**
- **Tour Maps**



What was Slitere like “yesterday” and before



Change of cultural landscape: there and now



- Future vision
hides in the past

12 Pearls of Slitere

12 PEARLS OF SLITERE COME AND SEE!



1 THE TASTE OF THE LOCAL SPECIALITY - SALMONS AT THE



2 SCENIC VIEW FROM THE SLITERE LIGHTHOUSE



3 BIRDS MIGRATION SEASONS AT CAPE NOLVA



4 MAMMALS AT THE CONIFEROUS FORESTS AT SLITERE



5 INSPIRED BY THE FINNISH EPIC, ENIGMA HALLMANN, AT THE VÄJNE MUSEUM



6 MAJERIE HOSTING THE ANNUAL LOVE FESTIVAL



7 WITHOUT DUNES AND MARINE REFUGIUMS AT THE PETERZONI NATURE TRAIL



8 OPEN SEA AND THE BEACHES



9 AUTHENTIC FISHERMAN VILLAGES AT HOIRAGE



10 MODERN ALVARO PEREIRA AT BOLKARANG LUTHERAN CHURCH



11 LEGENDARY MAJERIE'S BLACK PLAQUE STONES



12 TWIES OF SLITERE

From the idea ... to the result



Livonian coastline – cultural identity of Slītere National Park



POLPROP-NATURA Nr. LIFE07ENV/LV/000981



VIDES



MINISTRIJA



- The Livs are one of the smallest surviving nations in the world
- Ethnic identity of the territory through the language in its natural environment (signposts, info stands, the “Traveller’s day”)

Media visits



Juris Smaļinskis, Lauku ceļotājs

Travel Day to Slītere

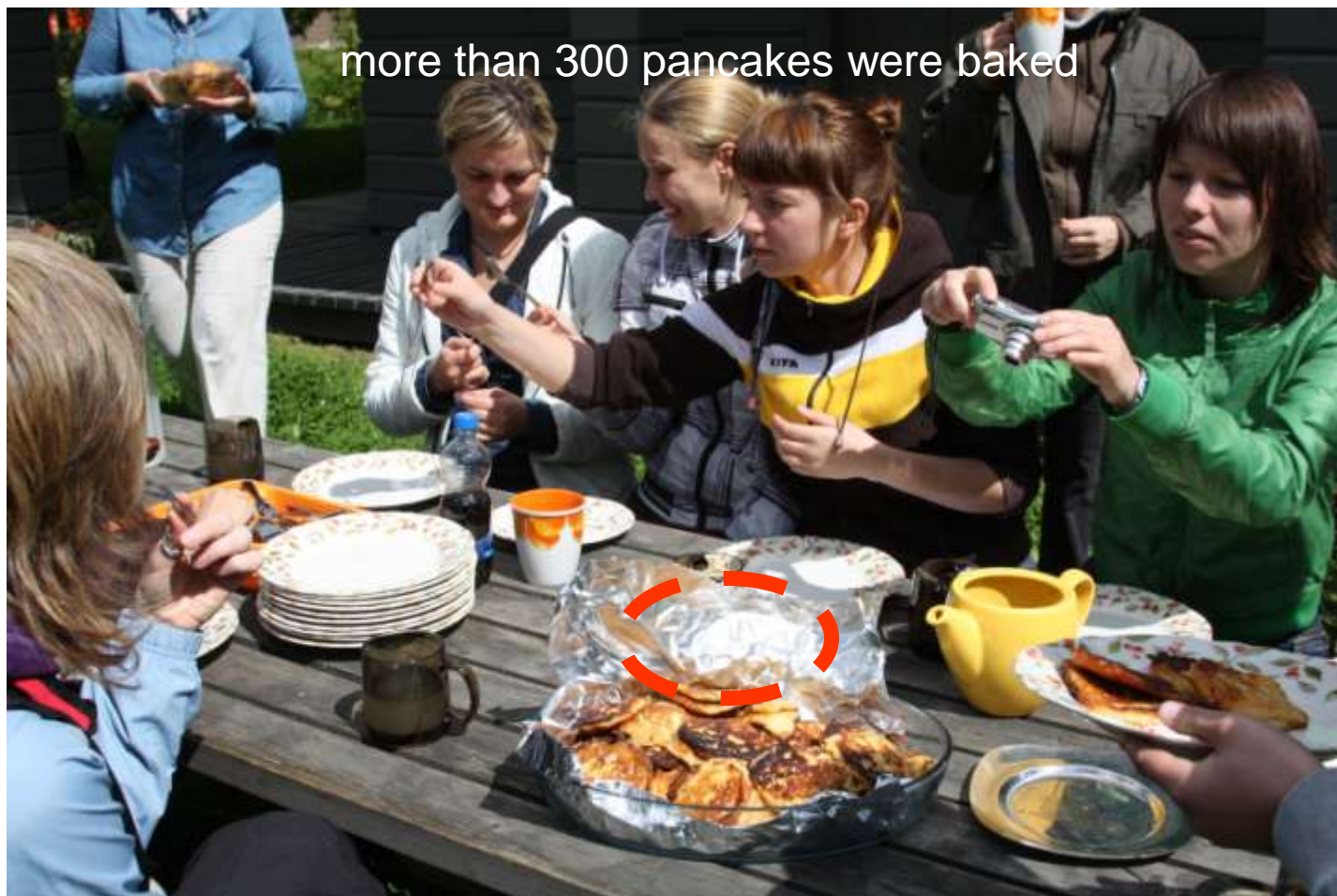
- Initiative from the local people
- All players around the negotiation table



Free educational excursions offered by local guides, local businesses



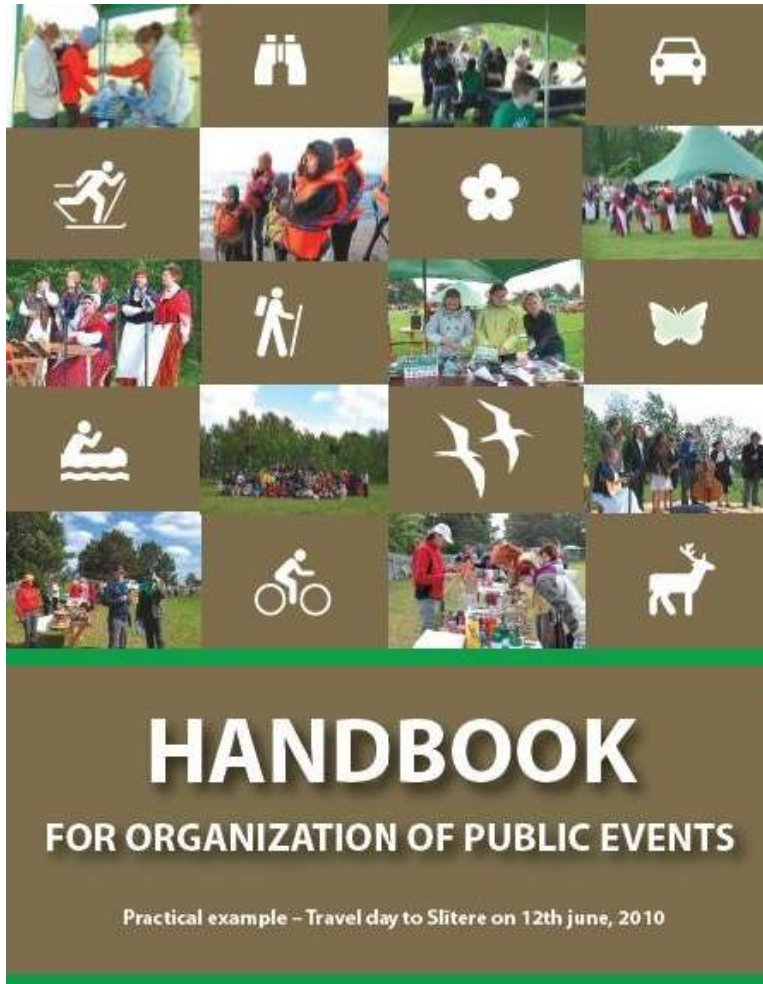
Tasty Pancakes 😊



Local Market, Fish soup, Concert



Some Facts ...



- More than 1000 visitors (38 % first time in SNP)
- No garbage left!
- **Guidelines**
- 2011: **Travel Day to Slitere** (4. – 5. 06.) – succession (self-organisation)

Guidelines for marking/ signposting the trails



Marking Test

Route	Length	Duration	Number of Signs
Mazirbe - Kolkasrags	20 km	5 h 40 min	97

Totally 0,6 l of paint used

Anybody can do it

Low costs

Approved with the Nature
Conservation Agency

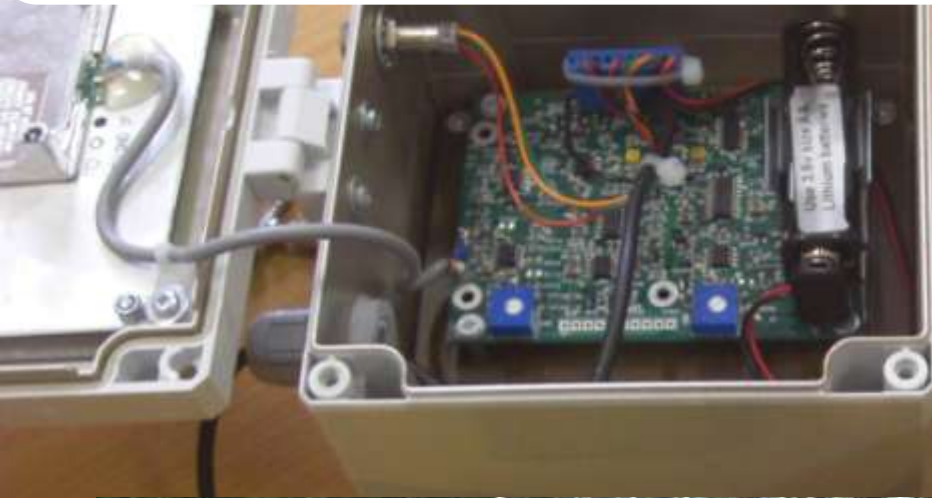


Guidelines for Tourist Monitoring Methodology in the SNP

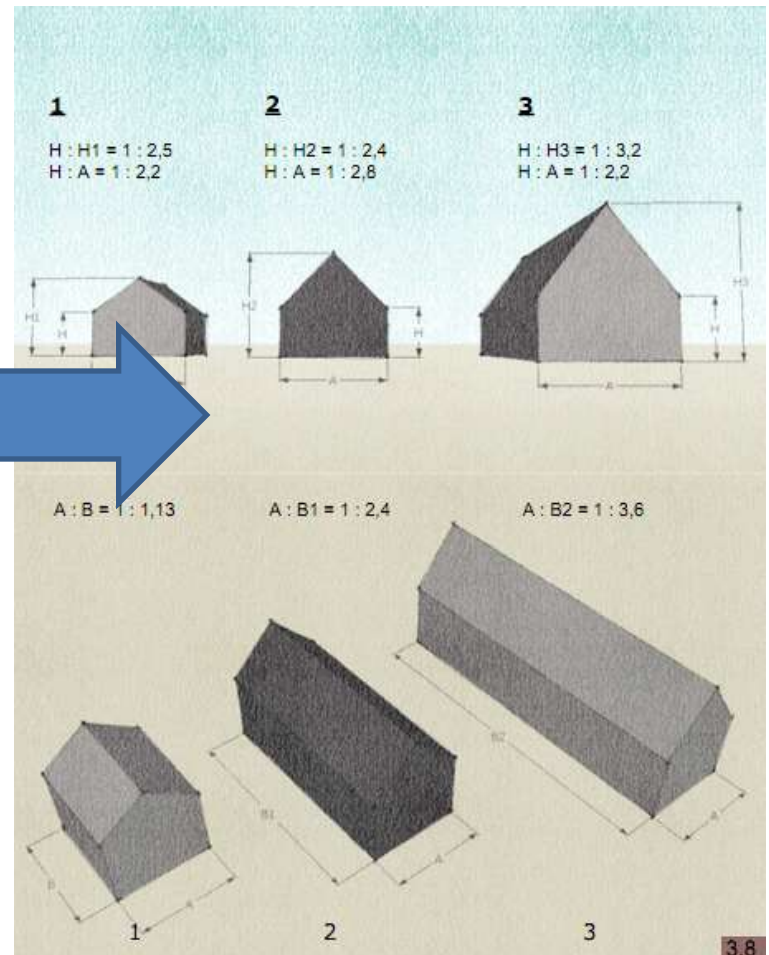


- Visual monitoring
- Photo monitoring
- Questionnaires
- Electronic visitor counting – first time in Latvia

Electronic visitor counting



Coastal Building and Construction guidelines



Botanical Guide, Plant Finder



- The Slītere experience transferred to other places in Latvia
- The “most ordinary” species (> 400)
- Different plant groups together
- Rich visual material
- Attractive stories in everyday language

Coming soon...

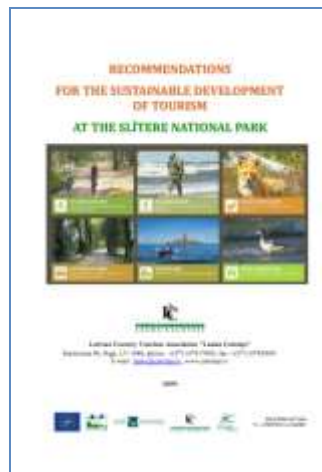
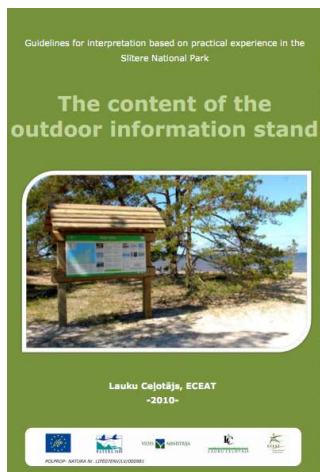
- The Baltic National Parks guide (14 Parks)



Implementation of the project goal

- Testing theory in practice and adapting to life situation
- Local players participation and acceptance
- Guidelines and proposals
- Submit proposals to policy makers and executive bodies
- Initiate changes in policy documents





Ministry of Economic

Ministry of the Environmental protection and Regional Development

Ministry of Culture



Thank you !!!

- The secret of the project success is the support from all players:
- The Ministry of the Environmental Protection and Regional Development
- Nature Conservation Agency, Slītere National Park
- State Inspection for Heritage protection
- Dundaga Municipality, Tourism information Centre
- Latvian Tourism Development Agency
- Local entrepreneurs
- Enthusiasts, experts in regional studies, others



Project website: www.polprop.celotajs.lv

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