

Baltic Sea Coastal Tourism Conference

Resource – Development - Tourism

April 27 – 28, 2017

Jūrmala/ Saulkrasti/Carnikava

Main target audience: representatives of Latvian and Estonian coastal municipalities, state and business sector, tourism professionals, media representatives

Participation free of charge

Additional information: “Lauku Ceļotājs”, konferences.celotajs.lv/en
veronika@celotajs.lv, tel. +371 28888760

The Conference is organized and co-financed within the Estonia - Latvia Programme from European Regional Development Fund project “HIKING ROUTE ALONG THE BALTIC SEA COASTLINE IN LATVIA-ESTONIA”. Co-financed by: Investment and Development Agency of Latvia, Jūrmala Municipality. Organizers and cooperation partners: Latvian Rural Tourism Association “Lauku Ceļotājs”, Ministry of Environmental Protection and Regional Development of Republic of Latvia, Carnikava Municipality, Latvian Association of Local and Regional Governments



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ministrija



PROGRAMME

The Baltic Sea coastline is our major nature treasure. It is the reason why tourists recognise Latvia and Estonia and choose our countries as a holiday destination. The coastal area is a beautiful recreation, living and working environment for many of us. How to achieve win-win solutions for coastal development respecting different interests of local communities, entrepreneurs and tourists? Let us discuss and come up with proposals for democratic proposals for tourism development of the Baltic Sea coastline.

27 APRIL 2017, JŪRMALA, MAJORI

Venue: Jūrmala Culture Centre, Jomas street 35, Jūrmala

10.30-13.00 1st session. Strategic vision of coastal development

Language: Latvian and English (simultaneous interpretation provided)

Moderator: *Laura Dimitrijeva, Ministry of Environmental Protection and Regional Development of Latvia*

9.30 Registration and morning coffee

10.30 Opening of the Conference

Rita Sproģe, Mayor of Jūrmala City Council, Aivars Draudiņš, Deputy State Secretary of the Ministry of Environmental Protection and Regional Development of Latvia, Māris Dadzis, representative of the Latvian Association of Local and Regional Governments

- The role of the coastal area in tourism development in Latvia – current situation and vision for development
Inese Šīrava, director of the Tourism Department, Investment and Development Agency of Latvia (LIAA)
- The role of coastal tourism development in Estonia - current situation and vision for development
Kaia Treier, representative of the Enterprise Estonia
- Public infrastructure development plan for the Baltic Sea coast - from vision to action
Ingūna Urtāne, representative of the Ministry of Environmental Protection and Regional Development of Latvia
- Coastal protection values – the balance of nature protection and tourism
Juris Jātnieks, Nature Conservation Agency of Latvia, Director General, Gunta Gabrāne, Nature Conservation Agency of Latvia, Deputy Director General in charge of Nature Conservation Issues
- Practical experience in coastal area's planning and its implementation
Normunds Līcis, Saulkrasti municipality
- **Discussion**

13.00 Lunch

14.00-17.00 2nd session. Tourism. Coastal hiking routes. Other country experiences

- The Estonian-Latvian project “Hiking route along the Baltic Sea coastline in Latvia - Estonia”, 2017-2020. Intentions and common benefits
Asnāte Ziemele, project leader, Latvian Country Tourism Association “Lauku Ceļotājs”
- Challenges for Estonian coastal areas in implementation of the hiking route. Estonian experience of integration in the European long distance trail E9
Ingrid Kuligina, president of Estonian Rambler' Association (ERA), Guido Leibur, honorary member of ERA
- What is the organised walking world in Europe? Hiking tourism trends, how is it organized and who is behind it. Label “Leading Quality trails - best of Europe”
Lis Nielsen, President of the European Ramblers Association
- Experience of Sweden – trail along the coast, how to involve villages, companies and organisations along the trail. *Gunnel Wounsch, “Kullaleden” in Sweden*
www.kullaleden.se

Summary of the day

- Coffee break

19.00 – 21.00 Dinner at Jūrmala Open Air Museum – fish soup, smoked fish and beer.

Getting to Lielupe train station by train (departure at 17.52 from Majori train station; train tickets are bought individually in the train station or in the train by cash only) or private transportation. Hike along the seashore (~1hour, 4 km) to Jūrmala Open Air Museum.

We can not change the weather, but real hikers are always ready to hike! ☺

28 APRIL 2017, SAULKRASTI – CARNIKAVA

2nd day. Practical experience

Language: English (no interpretation provided)

07.45 Leaving Jūrmala to Carnikava and Saulkrasti

Tour leader Juris Smaļinskis, Latvian Country Tourism Association and Raitis Sijāts, Vidzeme Tourism Association

9.30-10.15 Practical introduction with hiking route section in Carnikava

If travelling by private means of transportation, please be present at 9:25 AM by the Carnikava Train Station

10.45-11.30 Practical introduction with hiking route section in Saulkrasti

If travelling by private means of transportation, please be present at 10:45 AM by the Saulkrasti Baltā kāpa parking lot

11.45 Lunch in Porto Resort Hotel restaurant

13.00 Coffee break, Carnikava Culture Centre, Jūras street 1A, Carnikava

13.15 Welcome speech by Daiga Jurēvica, Mayor of Carnikava Municipality

13.30 Waymarking and other infrastructure necessary for a good hiking trail. Marketing of hiking trails: how - where - when, who are the walkers and how local economies can benefit from them. *Lis Nielsen, Gunnel Wounsch "Kullaleden". Discussion after the presentation with participation of Ingrid Kuligina, president of Estonian Rambler' Association (ERA) and, Guido Leibur, honorary member of ERA*

14.30 Brainstorming about the walking experience and conference information. Suggestions and conclusions.

~16.00 Clousure of the conference. Departure to Rīga – Jūrmala

Participation is free of charge and shall be confirmed by the organisers following the participant's electronic application. Limited number of places, preference will be given to representatives from coastal areas.

Additional information: Latvian Country Tourism Association ("Lauku Ceļotājs"), veronika@celotajs.lv, phone: +371 28888760, <http://konferences.celotajs.lv/en> . Application deadline: 10 April, 2017.



Lauku Ceļotājs

www.celotajs.lv