

Lauku Ceļotājs

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Latvijas lauku tūrisma produkta piemēri tālajiem tirgiem

Antra Damberga 22.03.2018., Mazmežotne







Project CAITO - Meta cluster for attracting the Japanese tourism market



Atšķirīga vide un kultūra – kā ieinteresēt un padarīt saprotamu mūsu lauku tūrisma piedāvājumu?



Pirmā pieredze produkta veidošanā



- lauku tūrisma produkta rokasgrāmata FIN, EE, LV
- tūroperatoriem un individuāliem klientiem
- produkts apmeklējumi laukos un tūru programmas
- izdota un izplatīta 2017. gadā
- gatavojam 2018. gada izdevumu

Japāņu tūroperatoru un mediju braucieni















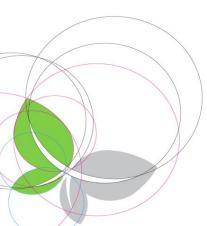
Mediju brauciena rezultāti - publikācijas



Japānas tūroperatoru jautājumi

- Kas īpašs jāredz Latvijā slavens, ievērības cienīgs?
- Kā var nokļūt laukos?
- Apmeklējumi laukos kā tas notiek?





40 tūroperatori interesējas par Baltijas lauku tūrisma piedāvājumu





Izvēles pamatojums:

- saimnieku vēlme sadarboties
- atraktīvs piedāvājums programma
- detalizēta informācija/operativitāte
- sasniedzamība

- japāņu tūroperatoru interese
- "iespraudumi" jau esošajās tūroperatoru programmās

Veselības augu kolekcija "Avotiņi" + pusdienas krogā "Sidrabiņi"



GENERAL INFO:
Package Type: Stopover Riga-Tallinn
Season: May - September
For whom: for groups (min 8. - max. 45)
Package includes: Excursion and tasting in Herb

Duration of the package (excl.transportation from Riga): 4 hours (2h excursion + 2h lunch)

Type of transport: organized tourist bus

Distance from Riga: 76km

Herb garden and country style lunch

The distance from Riga to Tallinn is more than 300 km and it takes ~5h by bus. Therefore we suggest to make a stop on the way for a brief excursion in a herb farm and lunch in a country pub.

This stopover place is in ca 1.5 hours' drive from Riga, just on time to stretch one's legs and diversify the trip. It will give an insight in the country lifestyle and it may surprise the visitors with how Latvians live closely with nature, knowing and using herbs for food, health and beauty. After excursion, the group will have lunch in a country pub serving meals from natural and locally grown ingredients.

The whole stopover package with an excursion in the herb farm and with lunch (incl. drive) in the pub will take 4 hours.





An outdoor exhibition of health-related plants Avotin







- grupām maršrutā Rīga –
 Tallina
- 4 stundu programma



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Keramikas darbnīca "Cepļi" + pusdienas krogā "Sidrabiņi"

ARRIVING at the ceramics workshop "Cepļi".

Ceramics workshop "Cepli" is run by Ingrīda Žagata, a latvian potter who makes traditional pottery from earthenware and burns it in an open flame kiln. Usually she uses no glazing for the outside to smoke the pottery dark. During excursion Ingrida will tell and show how to make pottery and there will be a chance to try and make your own pottery masterpiece. Ingrīda Žagata is a member of the Latvian Designers' Society. The ceramics workshop "Cepli" is a member of Latvian Chamber of Commerce and Industry.

Duration of the excursion is ~2h. Handmade pottery items are available for sale, payment in cash.









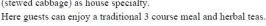
DEPARTURE from ceramics workshop "Cepļi"
The pub "Sidrabiņi" is located ~8 km from the ceramics workshop "Cepļi" and the ride takes ~10 min.

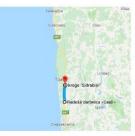


ARRIVING at pub "Sidrabini" and LUNCH.

This family run pub is located by the Riga - Tallinn road. It is a renovated historical wooden building. The owners have a meat processing facility next to the pub, therefore there are always

fresh and tasty meals on the menu made from smoked meat products. Smoking is a traditional Latvian method to preserve and prepare food. Meat (usually pork, but also other meats can be smoked) is treated with spices (like salt, pepper, garlic and other), and smoked on wood. Traditionally, the best smoky taste is achieved by using alder wood. The pub offers traditional Latvian foods like pearl barley porridge with smoked bacon, gray peas, black pudding with fried bacon and apples, smoked pork with mustard, horseradish and home-made sauercraut (stewed cabbage) as house specialty.







- grupām maršrutā Rīga –
 Tallina
- 4 stundu programma



Baskāju taka + pusdienas "Valguma pasaulē"



GENERAL INFO:
Package Type: Day tour
Season: May - August
For whom: for groups (min & - max.45)
Package includes: barefoot walking + lunch or
dinner
Duration of the tour (excl.transportation): 4 hours
Duration of the walk: ~2 h

Degree of difficulty: Easy to moderate hike Type of transport: tourist bus Distance from Riga: 60km

VIDEO: https://www.youtube.com/watch?v=KLfl327obBE

Barefoot walking path in "Valguma Pasaule" recreation center

This outing will suit for groups (8-45 persons) and can be considered as an add-on to a tour programme.

The Barefoot Path is a 2600m long trail in natural environment where visitors walk barefoot and experience a variety of surfaces like pine cones, glass balls, small stones and shingles of various shapes, moss, fine sand, clay, river water, turf, gravel, reed, chipwood, pinewood log, wooden poles, millstones and many more. Walking barefoot has a number of positive health effects:

- Strengthens immune system
- Improves blood circulation and stabilises blood pressure
- · Strengthens leg and foot muscles, joints, ligaments
- · Enhances relaxed feeling, mental and physiological stability

The walk is guided by a professional guide (English speaking). Before the walk visitors receive an instruction. After walking the barefoot path, visitors usually feel energised, strong and happy. The walk is finished with a relaxing herbal foot bath.







- saskarsme ar dabu
- 4 stundu programma ar atgriešanos Rīgā



Ķemeru purva laipa + pusdienas "Valguma pasaulē"



GENERAL INFO:
Package Type: Day tour
Season: April - October
For whom: for groups (min 8. - max. 45)
Package includes: walking + lunch

Degree of difficulty: easy
Duration of the tour (excl.transportation): 4 hours (2h walking + 2h lunch)
Type of transport: tourist bus
Distance from Riga: 35 km (walking starts) - 60 km (lunch place)
Video: https://www.youtube.com/watch?v=N860anlAU6

The Great Kemeri Bog Boardwalk

This one day outing is suitable for groups (walking group: 8-20 persons, bigger groups will be splitted in max 20 persons in each group) and can be considered as an add-on to a tour programme.

The Great Kemeri Bog Boardwalk is a popular tourist destination in the Kemeri national park, offering visitors a chance to explore the bog and its inhabitants. The boardwalk takes visitors to the world of moss, small pine trees, deep pools, tiny dark lakes, and the smell of wild rosemary. The astute visitor will notice the carnivorous plant of sundew, and a variety of birds – wood sandpipers, white wagtails, tree pipits, and also hear cranes further away. Those who prefer shorter strolls can take the small boardwalk arc (~1.4 km), while those who choose the great arc (~3.4 km) will be rewarded with the opportunity to climb an observation platform that offers a magnificent view of the bog from above.

The Great Kemeri Bog Boardwalk has become a popular place for photographers of nature scenes in Latvia, regardless of the season or weather.









- o droša dabas pieredze
- 5 stundu programma ar atgriešanos Rīgā



Pastaiga Ķemeru purvā + pusdienas "Valguma pasaulē"



GENERAL INFO: Package Type: Day tour

Season for winter: December-March (if there is frost)
Season for summer: May - September
For whom: for groups (min 8. - max.15)

Package includes: bog shoe walking + lunch Degree of difficulty: Moderate

Duration of the tour (excl.transportation): 5 hours Duration of walk: ~2-3 h

Type of transport: tourist bus

Distance from Riga: 40 km (walking starts) - 60 km (lunch place)

VIDEO: for winter (from the bog Suda with similar landscape): https://www.youtube.com/watch?v=9r2doVII TM

Video for summer: https://www.youtube.com/watch?v=nh0i3cOoMm4



Enjoy the beauty of the The Great Ķemeri Bog bog shoe walking in winter or summer

This one day outing will suit small groups (8-15 persons) and can be considered as an add-on to a tour programme.

The Great Kemeri bog is beautiful, attractive and accessible both, in summer and

Two young Latvian nature scientists came up with the idea to offer bog tours some years ago. Since then, their bog tours have become extremely popular in Latvia as family fun, team building experience or nature lovers' escape. The tours are available for small groups, and the participants are given special bog shoes to make walking easier on bog surface in winter and in summer.



The route length in the Great Kemeri bog is 6 km, and the guided tour takes 2-3 hours. The guide tells about plant and animal life, about nature processes in the bog. The route shows the best landscapes in the bog and takes to its most attractive nature objects. Even in winter time when temperatures are below 0°C, people feel warm as walking takes some physical effort. The Great Kemeri bog offers and excellent and safe opportunity to spend a day in wild nature just 40 km from Riga.

The route is not marked and cannot be taken without the specialised professional guide. The route is located in the Kemeri national park.



Equipment

Participants are advised to wear comfortable clothing according to the season. In winter time: gloves, winter caps, scarves, winter boots. In summer time - outdoor boots, windstopper jackets, caps. The participants will be provided with bog shoes. They are available for feet sizes 19 – 34.5 cm.

- Unikāla un droša dabas pieredze
- 5 stundu programma ar atgriešanos Rīgā



Maizes cepšana "Caunītēs"



GENERAL INFO:
Package Type: Day tour
Season: January - December
For whom: for individual (min. 2pers.)
or groups (min 8. - max.15)

Package includes: bread baking workshop + lunch
Duration of the package (excl.transportation): 2.5 h
Type of transport: Public transport (train) or tourist bus

Distance from Riga: 40km

VIDEO: http://galerija.celotajs.lv/lv_LV/f/Events/2017/170413_JPN_FAM/Japani/11_Japani_dazi_video (several clips in JPN language)

Bread baking workshop and country life in the country house "Caunites"

Bread baking is one of the most honoured traditional skills in Latvia as bread has always been one of the most important staple foods for Latvians.

"Caunites" is a country house that keeps Latvian traditions and shows them to visitors. The hosts master many of traditional skills in handicraft, music, making food, and they offer specialised excursion and workshop programs to groups and individuals. The house is designed and decorated in traditional Latvian style and carries authentic ambience while having modern facilities.

Bread baking is the most popular programme. Under guidance of the hostess, visitors bake their own loaf of sweet-and-sour bread in a wood-fired bread oven. Traditionally in Latvian families, it was one of the main duties of the mistress of the house, to bake a week's supply of bread for the whole family every Saturday morning. Everyone was proud of her own best recipe and passed it down to her daughters and granddaughters through generations. There are many traditional beliefs, sayings and riddles linked with bread in Latvian folklore. Today, there is great interest in old recipes, bread baking methods and use of ecological ingredients as many families go for healthy lifestyle.

The "Caunites" country house is located 40 km from Riga, the capital, and it can be easily reached by train or private transfer car. The time of the visit and programme should be booked in advance.







More photos: http://www.celotajs.lv/lv/e/glry/caunites



Address: "Caunītes", Cenu pag., Ozolnieku nov., LV-3018, Latvija

GPS: Lat:56.72267 Lon:23.79211 Distance from Riga: 40 km

Website: http://www.celotajs.lv/en/e/caunites
Host: Mrs. Santa Rubene with family

- 2,5 stundu programma ar atgriešanos Rīgā
 - maizes cepšana, sarunas un stāsti, pusdienas
- iespējams ar sabiedrisko transportu



Sēņošana Gaujas nacionālajā parkā



"Kārlamuiža"

country hotel

Joint mushroom cooking workshop with chef and dinner in the "Kārļamuiža" country hotel. A professional chef will cook a mushroom meal for the group. The cooking is done as a presentation, in front of the group, with explanation of the recipe.

There will be also other foods without mushrooms.

The meal is served for the group in the hotel restaurant or, in good weather, on the restaurant's terrace.













back to the hotel in Riga

1h 30 min





Your fungi guide: Ms. Diāna Meiere (ENG)

- · Professional environmental guide
- Education: Master of Natural Science in Biology
- Board member of the Latvian Society of Biologists
- Permanent job at the Latvian Museum of Natural history
- · Owner of two dogs that are trained for truffle fungi

6 stundu programma:
 pikniks dabā, sēņošana,
 vakariņas viesnīcā
 "Kārļamuiža"



Dabas takas Gaujas NP



GENERAL INFO:
Package Type: Nature hiking incl. overnight stay in
the country hotel
Season: May - September
For whom: for individuals (min.2-max 4pers.)
Package includes: independent hiking + overnight +

Distance from Riga: 75km

Degree of difficulty: Easy to Moderate

Duration of the package (excl. transportation from Riga): 24hours

Type of transport: public transport (train or bus)

VIDEO about hiking: https://www.youtube.com/watch?v=IIrJGnokC40

Nature experience in the Gauja national park

This is a two day outing to the countryside to experience beautiful natural environment in the Gauja national park with landscapes, nature trails, seeing wild animals in open air enclosures. The area offers a number of marked nature trails for easy walking. In some places wooden boardwalks are installed. The area is slightly hilly that requires a bit of physical effort but rewards a hiker with beautiful landscape views.

Travelling options from Riga: train or bus, with a pick up service from the station in the countryside. Accommodation in a charming country hotel "Kārļamuiža". Meals in the hotel restaurant. The restaurant also provides takeaway lunch boxes. The country hotel is surrounded by a romantic landscape park and located in the Amata river valley. The location is 8 km from the historic town of Cēsis and 18 km from Sigulda town, in the middle of the Gauja national park. Distance from Riga is 75km.

After arrival to the "Kārļamuiža" country hotel, guests will check in their rooms, receive lunch boxes and printed information packets for getting out in nature trails. After return, dinner is served in the hotel restaurant from 19.00. It is recommended to book the time in advance. After dinner in the hotel, there is an option to take sauna. Sauna is not included in the package price and it has to be booked in advance, at the time of booking all other services. Next morning after breakfast guests can enjoy the nearest nature surroundings of the hotel or use some more hiking options as described in their information packets.



More photos: http://www.celotais.lv/en/e/glrv/karlamuiza

- Izbraukums ar nakšņošanu ārpus Rīgas – viesnīca "Kārļamuiža"
- Pastaigu taku maršruti dabā
- Vakariņas



Apraksta formāts



- 1. Vispārējā informācija
- 2. Ievads
- 3. Foto
- 4. Kartes
- 5. Apmeklējumu adreses,GPS, saimnieku vārdi
- Detalizēts programmas apraksts
- 7. Papildinformācija skaidrojumi

Produkta apraksts - detaļas!!!



GENERAL NFO:
Package Type: Stopover Riga-Tallian
Season: May - September
For whom: for groups (min 8. - max. 45)
Package includes: Excursion and tasting in Herb
garden + lunch

Duration of the package (excl.transportation from Riga): 4 hours (2h excursion + 2h lunch)

Type of transport: organized tourisybus

Distance from Rigg. 76km

Herb garden and country style lunch

The distance from Riga to Tallinn is more than 300 km and it takes ~5h by bus. Therefore we suggest to make a stop on the way for a brief excursion in a herb farm and lunch in a country pub.

This stopover place is in ca 1.5 hours' drive from Riga, just on time to stretch one's legs and diversify the trip. It will give an insight in the country lifestyle and it may surprise the visitors with how Latvians live closely with nature, knowing and using herbs for food, health and beauty. After excursion, the group will have lunch in a country pub serving meals from natural and locally grown ingredients.

The whole stopover package with an excursion in the herb farm and with lunch (incl. drive) in the pub will take 4 hours.





An outdoor exhibition of health-related plants Avotini







TEHNISKĀ INFORMĀCIJA:

Veids: pietura maršrutā Rīga -

Tallina

Sezona: maijs - septembris

Kam: grupām (min. 8 - max. 45)

Iekļauts:

ekskursija un degustācija ārstniecības

augu dārzā "Avotiņi" + pusdienas

Programmas ilgums:

4 stundas (2h ekskursija + 2h pusdienas)

Transports: tūristu atobuss

Attālums no Rīgas: 76km



Apraksta stils - tikai precīza informācija

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The whole stopover package with an excursion in the herb farm, a short drive to the country pub, and lunch will take 4 hours.

...ar senattes elpu...

...no hercoga (ēkaba laikiem...

...viss ir ie pējams...

...nonāksiet pasaku vals ība...

...ekskursijas leigās pārsteigums.

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Programmas apraksta piemērs - "Caunītes"

SAGAIDĪŠANA (~15 min):

- stacijas nosaukums, saimnieka vārds brauciena laiks, kāds auto



PICK UP at the station "Dalbe" and transfer to the country house "Caunites" (~15 min)

Mrs. Santa Rubene, the host of the country house "Caunites" will pick you up at the train station "Dalbe" with her private car and will take you to "Caunites". The ride takes ca 15 minutes.



WELCOME INTRODUCTION of the country house "Caunites" (~30 min)

The host Mrs. Santa Rubene will show the guests around the country house and briefly introduce its history afterwards there will be a tea or coffee break with some traditional snacks.



BREAD BAKING workshop (~30min)

The host will give instructions how to make a loaf from a previously prepared dough. The host will tell about bread baking traditions and skills. For bread baking, guests are equipped with a special hat and an apron provided by the host. When the bread loafs are ready, the host puts them in the oven.



LUNCH / DINNER (~50 min)

After the bread baking workshop, while the bread is baking the host serves a lunch - traditional soup with



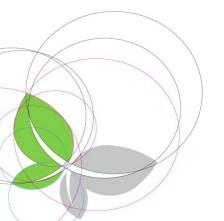
TAKING OUT THE BREAD FROM THE OVEN (~30 min)

45 min after putting the bread in the oven it is ready. After taking it out of the oven bread should cool down 15 min and then it is ready for tasting and packing for take away. The guests get their own bread loaves to take with them.



RETURNING to Riga (~1 h)

After the meal and taking the bread out of the oven the programme is over and the host brings you back to the station "Dalbe" for the train to Riga. You can buy a train ticket in advance in this site: http://pv.lw/en/ or in



IEPAZĪŠANĀS AR MĀJU (~30 min.):

- stāsts, cienasts

MAIZES CEPŠANA (~30 min):

- iepriekš sagatavota mīkla, viesi veido kukuļus

PUSDIENAS (~50 min):

- pusdienās tradicionāla zupa ar maizi

MAIZES IZŅEMŠANA (~30 min):

-viesi dabū līdzi savu klaipiņu

ATGRIEŠANĀS RĪGĀ

- saimniece aizved uz staciju

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Papildu skaidrojumi - sēņošana

Mushrooming equipment

Mushrooms

nigrolimitatus)

russulas and various bolet tree-fungus - Sheep poly-(Ramaria aurea), (Hapalo (Macrolepiota procera), C

For own comfort and safety the participants are recommended to wear outdoor clothing (long trousers, warm and weatherproof jackets, etc.) and footwear (rubber boots or hiking boots). It is recommended to have a light raincoat and an umbrella. Group participants are instructed how to look for mushrooms, how to recognise edible mushrooms, and how to collect them. Group participants also are instructed for safety precautions in the forest. Each group participant receives a small basket, a special knife and a pair of gloves to pick mushrooms.



Forest environment

The forest terrain in the selected mushrooming spots is easy to walk, covered with moss, fallen leaves and small plants. Occasionally there are bushes, some fallen trees or wet spots.



This table shows brief overview of the tour schedule. The following chapters explain details transportation, facilities and other essential information.



Rīga - Gauja National park

The most popular edible n 1h 30 min

Departure from the hotel in Riga to the country hotel "Kārlamuiža" in the Gauia National park. Distance from Riga 75km.

Duration of the ride from Riga to "Kārlamuiža" country hotel 1h 30min.



rain coats will be provided for each person.

Meeting with professional fungi guide

30 min

At "Kārlamuiža" country hotel: getting lunch box, meeting with the professional fungi guide, briefing and preparation for mushroom picking. Mushrooming equipment - baskets, knives and



- Sīks laika plāns
- Sēņu gids
- •Sēņu sugas
- •Sēņošanas apģērbs un aprīkojums
- Meža vide



Naktsmītnes apraksts - "Kārļamuiža"



Total number of rooms: 9 (each room is different)

2 Standard DOUBLE (with private WC and shower) + 1 Standard TWIN (with private WC and shower) + 1 Suite DOUBLE (with private WC and shower) + 1 Superior DOUBLE (with private WC and shower) + 1 Standard TRIPLE (with private WC and shower) + 1 Standard QUADRUPLE (with private WC and shower) + 1 APARTMENT (with bedroom, living room, private WC and shower)





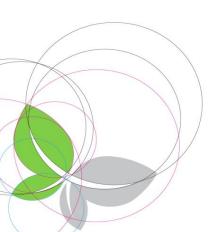








- Precīzs istabu veids un skaits
- Istabu atrašanās vieta ja nav vienā ēkā
- Precīzs gultu veids un skaits
- Līdzvērtīgs serviss katram grupas dalībniekam vienlīdzība!





Produktu apraksti - LC profesionālo jaunumu sadaļā angliski



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