



EIROPAS SAVIENĪBA



Lauku Ceļotājs
Baltic Country Holidays



Interreg
Latvija – Lietuva
European Regional Development Fund



EUROPEAN UNION

PROJECT NEXT TASKS

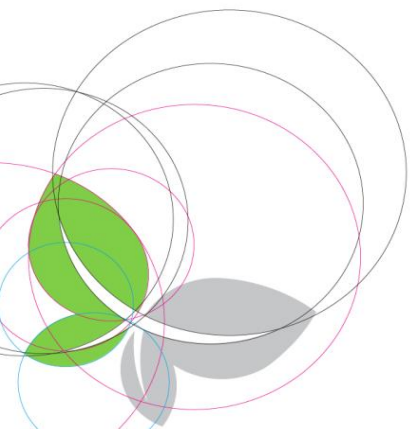
HERITAGE BASED AGRITOURISM PRODUCT
DEVELOPMENT IN LATVIA – LITHUANIA

30.08.2017

Ilzenbergas manor, Lithuania

Workplan

- **WP M: Management**
03.2017-03.2019
- **WP T1: Implementation**
03.2017- 03.2019
- **WP C: Communication**
03.2017- 03.2019



M Management (1)

Responsible partner: Lauku celotajs

M.2 Joint project meetings in Latvia and Lithuania (Mar.2017-Dec.2018)

- Together 6 two-day meetings (3 in LV, 3 in LT) with visits to heritage agritourism farms.
- 3rd meeting in Latvia – Zemgale, Kurzeme, Latgale



M Management (2)

M.3 Administrative and financial management (Mar. 2017-Mar. 2019):

- coordination of activities, division of tasks among the project partners.

M.6 Participation in Programme 3 training events (Mar. 2017-Dec. 2018):

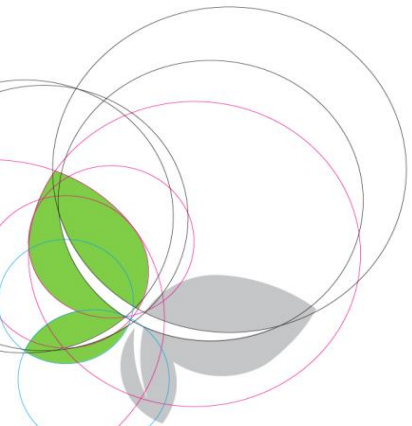
- program training events according to notifications received from JS.



M Management (3)

Overall management and PR

- Publicity & info to society -> all PP;
- Poster for working office -> all PP;
- Roll-up & EU flag on public events - all PP;
- Info on the web & social networks -> all PP;



T.1 Implementation

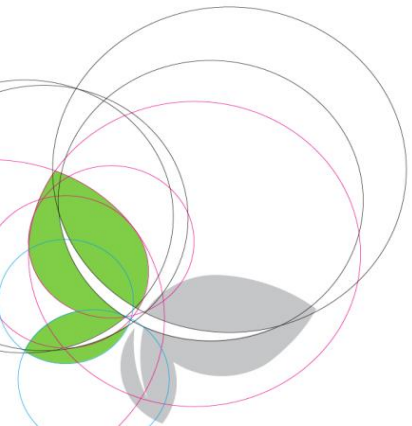
- **Activity T1.2 Heritage agritourism farm accreditation against product criteria** (20.07.2017 – 19.03.2019);
 1. Partners have reviewed 65 farms, museums etc. with good potential, they will be addressed to find their interest.
 2. Accreditation will be announced publicly, through targeted messages and information channels to reach total number.
 3. Inspection visits. Project team inspect farms in 15 trips per partner per year to collect information and check if correspond to criteria according to template. Inspections are planned: Jun – Oct 2017 and Apr – Aug 2018.
 4. LT and LV expert organizations are involved in accreditation.
 5. Accredited farms are promoted according to Communication Plan and marketing activities.



T.1 Implementation (2)

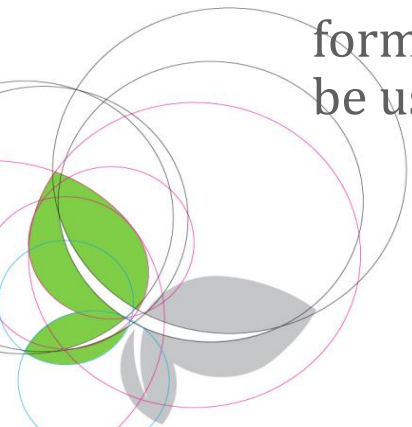
Deliverable T1.2.1. Accredited ca 50 farms in LV and 50 farms in LT (19.03.2019)

- Accredited farms will be in public database accessible for both partner sites, in tour itineraries and marketing/ promotional materials. Best will be as examples in HA product development and marketing Handbook.
- Totally 100 farms



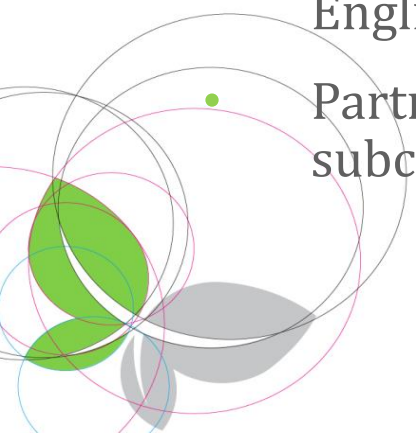
T.1 Implementation (3)

- **Activity T1.3 Heritage agritourism product database (20.04.2017 – 01.11.2017):**
 - Database: accessible as a specialized these section in each partner site.
 - Includes information about 50 in LT and 50 in LV
 - Content: general introduction what is HA farm, profile of each place, facilities, services, photos, location in map and other info.
 - Partners have to ensure cross- border product information.
 - Sistem will be incorporated in both partner websites, 2 databases - that information definitions, data structures and collected data in electronic form will be shared as much as possible. Common data design team will be used to design and implement database structures and contents.



T.1 Implementation (4)

- **Activity T1.4. Product development and marketing handbooks**
(01.05.2017 – 01.12.2017):
 - 3 handbook development “How to open your heritage agritourism farm”, “Guide to heritage agritourism product criteria”, “Heritage agritourism marketing handbook”
 - External experts on heritage to produce specific contents: *Expert should be experienced in all the following job description and/or should be able to provide concrete experts CVs within the company for each particular activity. Job description for activities: Text /content creation for tourism product development for each result, Brand development, graphical design, marketing slogan, printing material development (incl. design, proof reading, photo materials etc.) and production, translation to LT/LV DE, EN, RU.*
 - Partners develop detailed content structure for each handbook in English. Chapters in LT and LV according to national specifics.
 - Partners contract design and printing. For content development subcontract relevant experts.



T.1 Implementation (5)

- **Deliverable T1.4.1 Product development and marketing handbooks**
(01.12.2017) :
 1. Handbook “How to open your heritage agritourism farm” – knowledge in heritage aspects of agriculture and their implementation in tourism.
 2. “Guide to heritage agritourism product criteria” – will explain HA product criteria to suite different types of farms.
 3. “Heritage agritourism marketing handbook” – describe contemporary methods to present HA product.

Content structure in EN, contents in LV and LT languages.

Available as a free pdf to download and in print version $3 * 250 \text{ copies} = 750$
copies per each language = 1500 pieces



3 training handbooks content structure

1. „How to open your heritage agritourism farm”.

- *The handbook will provide knowledge in heritage aspects of agriculture and their implementation in agritourism.*
- *Examples of chapters: infrastructure for guests, permits and licences, product presentation,*

2. “Guide to heritage agritourism product criteria”.

- *The handbook will explain the heritage agritourism product criteria to suite different type of farms taking care of LV specific situation: f.e. traditional heritage in dairy farming, crop growing, animal husbandry, gardening, fishing. I simple guidebook to follow the product criteria.*
- *and how to comply with them.*

3. „Heritage agritourism marketing handbook”.

- *The handbook will describe contemporary methods to present the heritage agritourism product and strategies to achieve the best marketing results. Marketing cost efficiency will be in focus discussing the most relevant marketing methods for agritourism farms.*
- *Examples of chapters: IT in marketing, visual materials, marketing channels, social networks, booking engines, legislation.*
- *All will include examples to illustrate best practice.*

T.1 Implementation (6)

- **Activity T1.5. Info-training seminars for heritage agritourism providers (01.11.2017 – 01.02.2018):**
 - Training seminars for interested partners. In Latvia: Kurzeme, Zemgale and Latgale, in Lithuania: Zemaitija, Aukštaitija and Centre of Lithuania.
 - 2 lecturers in each seminar, program developed by both partners.
 - Aim: to attract new heritage agritourism providers , existing ones to improve capacities in product development.
 - 6 seminars together in both counties.
 - Total 240 farmers reached, 40 attracted in each.
 - Map with pre-selected farms:
<https://www.google.com/maps/d/viewer?mid=1Rzm4w4DsWVLuEJn5fzwld21KvYs>

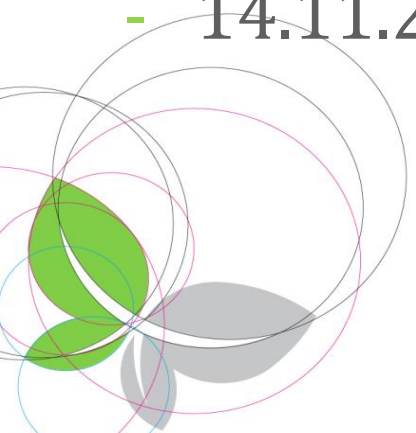


T.1 Implementation (7)

○ Activity T1.5. Info-training seminars for heritage agritourism providers (01.11.2017 – 01.02.2018):

Info- training seminars in Latvia:

- 04.10.2017 in Kuldīga region, guest house “Garīkas”
- 09.11.2017 Latgale region?
- 14.11.2017 in Zemgale region, guest house “Miķelis”



T.1 Implementation (8)

- **Activity T1.6. Heritage agritourism tour itineraries in LV/LT(01.10.2017 – 03.01.2018):**itineraries, the map and postcards - each partner works on their country information. Common publications with different language versions, but common identity and contents
 - 10 cross- border tour itineraries suitable for different kind of tourists.
 - Itineraries designed from geographical point of view (convenience of traveling) and thematic point of view (fishing or other specialization etc).
 - Each partner develop itinerary parts in their country.
 - 2 national tours in each country (2-3 days) and 6 cross border tours (4-12 days).
 - *Expert should be experienced in all the following job description and/or should be able to provide concrete experts CVs within the company for each particular activity. Job description for activities: Text /content creation for tourism product development for each result, Brand development, graphical design, marketing slogan, printing material development (incl. design, proof reading, photo materials etc.) and production, translation to LT/LV, DE, EN, RU.*

T.1 Implementation (9)

○ Deliverable T1.6. Heritage agritourism tour itineraries in LV/LT(03.01.2018):

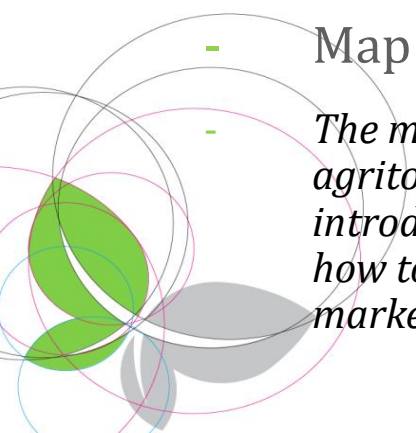
- 10 tours made according to template: general info on tour, map, technical info on tour, worth to know, alternatives to do, other useful information, descriptions about farms and protocols.
- Itineraries as a basis for agritourism products that could be further developed.
- Itineraries will be disseminated to all possible stakeholders, available in partner sites and tour manual in print form.

Tour descriptions in LAT, LIT, ENG, GER, RUS.

- *Tours will be made according to single template structure and will include: General Info on the tour (marketing text), map with itinerary marked, technical info on tour (duration, length, logistics, Worth to know info, alternatives to do the tour, other useful info for traveller) descriptions of farms and services with photos where relevant. The itineraries will serve as a basis for agritourism products that could be further developed according to needs and interests.*

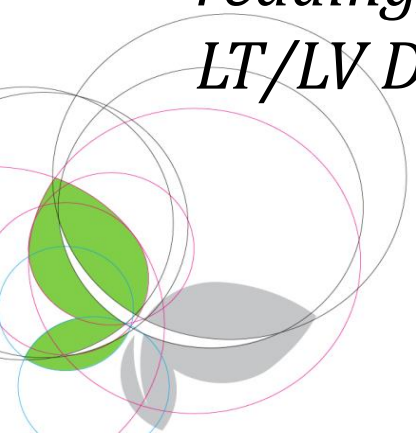
C Communication

- **Activity C2. Publications (01.01.2018 – 01.04.2018) - Map"Heritage agritourism farms":**
 - LV/LT HA map featuring accredited farms which will be linked in 10 itineraries.
 - Map will include descriptions, photos, contact details, also general information on HA.
 - Map in LV, LT, RU, DE, EN languages 10 000 copies (2000 copies per language).
 - Distributed in travel fairs, interested organizations etc.
 - Map will be also in e-version, content included in the partner web sites.
 - *The map will include: descriptions, photos and contact details of the 100+ heritage agritourism farms, which are marked on LV/LT map. General information will cover introduction of the program area and explanation of what is heritage agritourism product, how to use the map and common info symbols. Short tour marketing description of 10 tours, marked on map.*



Expert for marketing publications

- *Expert should be experienced in all the following job description and/or should be able to provide concrete experts CVs within the company for each particular activity. Job description for activities:*
- *Text /content creation for tourism product development for each result, Brand development, graphical design, marketing slogan, printing material development (incl. design, proof reading, photo materials etc.) and production, translation to LT/LV DE, EN, RU.*



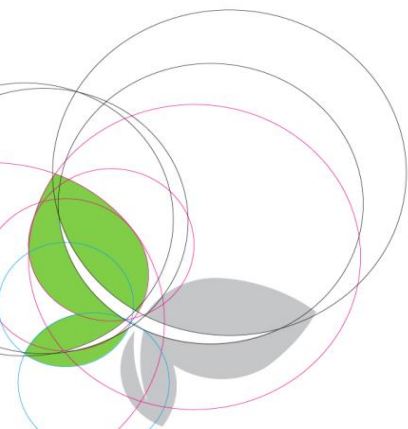
C Communication (2)

○ Activity C3. Digital activities (01.09.2017 – 01.12.2018):

- Heritage Agritourism theme sections in LV and LT rural tourism web sites. Theme sections in both partner sites- farms, itineraries, the map, farming heritage info and other promotional documents.
- *Costs for IT services are for both partners as the information processing for web presentation and printed publications is closely related and should be ensured in each partner web site. Latvian partner will lead the development process, LT partner will reuse and adopt as much as possible from the original design, modifying it to the needs and requirements of their local IT system. Breakdown of 25 days (164EUR/day) for IT subcontract are as follows:*
 - *Database requirements analysis for heritage agritourism (product specific information, extended database schemas) - 2days*
 - *Database schema design and programming existing DB upgrade scripts, including extensions to existing structure to include - 1days*
 - *Compatibility and integration with project partners 1day*
 - *Search, maintenance and data access layer design and programming 2days*
 - *User interface design 2days*
 - *Programming extensions for existing platform 14days, such as:*
 - *general heritage agritourism product information page*
 - *object lists with database objects with descriptions and images*
 - *detailed object info pages with descriptions, images, photo gallery, etc*
 - *extending existing search, map and category sections to include new product*
 - *photo album extensions to include heritage agritourism products*
 - *Ongoing maintenance, support and change implementation 3days*

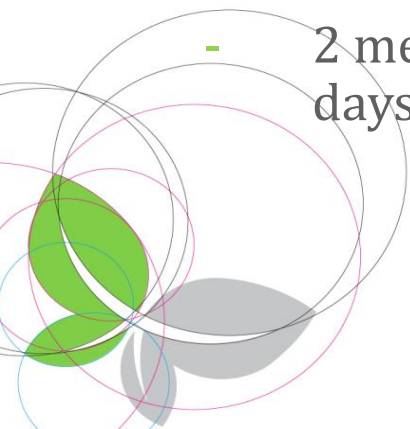
C Communication (3)

- **Activity C4. Publications (03.01.2018 – 01.07.2018) Tour Manual:**
 - HA tour manual present itineraries for national and international touring clients, tour operators, also potential tourists.
 - Manual will be professional promotion material for travel trade.
 - In LV, LT, DE, EN, RU languages, totally 10000 copies (2000 per language)
 - Manual will include: Agri-heritage farms description, Agriculture today, Agri-accommodation (5-10 examples); Agri-tours (20 in total) for tourists individual and groups, map and travel info.



C Communication (4)

- **Activity C5. Publications (01.11.2017 – 31.01.2018) - Postcards:**
 - Postcards - highlight attractive tourism products and farmlife with accent on heritage aspects to distribute in promotional events.
 - 20 different postcards motives with advised photos and slogans/texts will be developed, will be printed in 10000 copies. 10 different motives from LV and 10 from LT. In LV, LT, DE, EN.
 - *Expert job description for postcards: Brand development, graphical design, marketing slogan and text development, printing material development (incl. design, proof reading, photo materials etc.) production, translation to LT/LV DE, EN, RU*
- **Activity C6. Public events (01.05.2017 – 01.05.2018):**
 - 2 media trips to the farms in similar time in LV and LT, before the Open days promotional event. Each partner organize in their country.

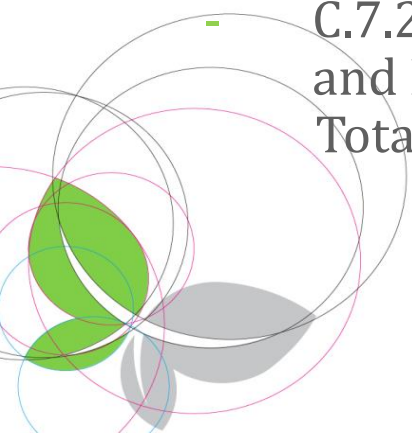


C Communication (5)

- **Activity C7. Public events** (20.03.2017 – 01.06.2018):
 - Open days – promotional campaign and event
 - Open days in same dates in LV and LT, encouraging cross-border touring
 - Feedbacks from farmers and visitors – online, feedback forms, telephone interviews with farmers.

Deliverables

- C.7.1. Open days promotional event: 2 events, result: visits to heritage sites. (01.06.2018)
- C.7.2. Open days map: descriptions and contacts of participant farms (LV and LT versions). 5000 copies x 2 (in LT and LV languages) x 2 events. Totally 20 000 copies. (till 01.05.2018)



C Communication (6)

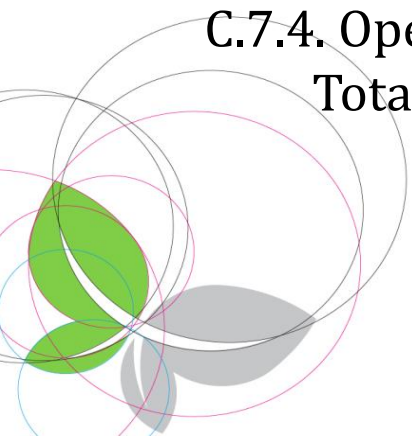
○ Deliverables C7. Public events

C.7.3. Open days posters and invitation posters:

- posters and delivery A4 1000 x2 events x 2 languages;
- Posters A3 x 250 x 2 events x 2 languages
- Invitation posters A4 500 x 2 events x 2 languages
- Totally 7000 posters

C.7.4. Open days street banner: street banner 1 x 2 events x 2 languages.

Totally 4 banners



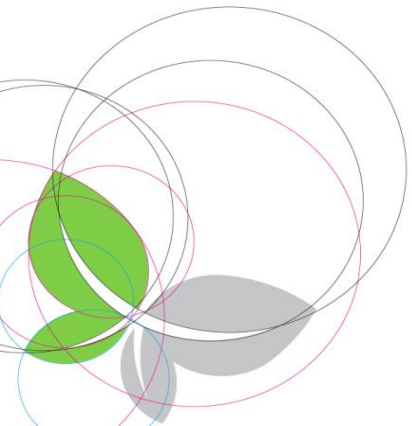
C Communication (7)

- **Deliverables C7. Public events**

C.7.5. Open Days roll- ups: 2 x 2 events x 2 languages. Totally 8 roll-ups.

C.7.6. Open days visual design for web: information in partner web sites with practical information for visitors, web banners 2 types, website section header with changes for 2 events x 2 languages.

C.7.7. Open days stickers: with Open days visual identity: 5000 pieces x 2 events x 2 languages



C Communication (8)

○ Activity C8. Public events (01.01.2018 – 19.03.2019)

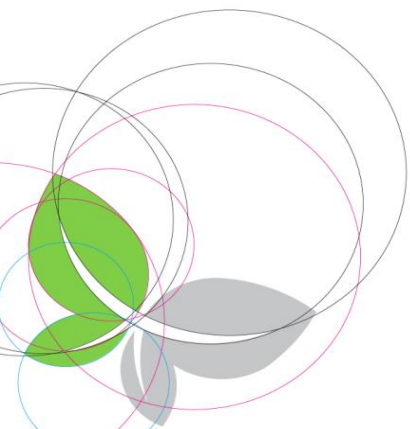
- participation in AgroBalt (Lithuania 3 days), Ramava (3rd period, Latvia 3 days), Gruene Woche (3rd period, Germany 10 days), Riga Food (4th period, 4 days).
- 2 German speaking experts in Gruene Woche, after will produce a summary and conclusions.
- - Participants of exhibitions will receive: HA map, the Manual, the postcards and travel consultations.
- After each event: summary report

Qualification of external experts for Green week: German language native speaker level, local market knowledge in Germany, experience in tourism fairs and communication with customers (stand visitors), previous experience in rural tourism marketing, knowledge of rural tourism specifics in LV.

Costs for local expert are foreseen for the whole duration of exhibition. Staff member participation is planned for 5 days because the task is to arrange the stand and materials, set the work on, instruct the local expert, and meet with travel professionals to introduce the Heritage Agritourism product. The expert's task will be to work in the stand and actively communicate with visitors, provide information on the product and answer customer questions, distribute marketing materials and make observations of the market. The expert will produce a summary and conclusions after the exhibition regarding customer reactions and interest in the product, possible necessary improvements in the product or its description, relevance to particular market groups.

Stand designs

- *Separate stand designs are required because the exhibitions are different, and consequently, different agri heritage aspects will be exposed as the key message. RAMAVA exhibition focuses on agricultural machinery, Riga Food is a food exhibition, AgroBalt – food and tourism, Gruene Woche – food. Stand design should carry messages in the languages of the country in order to properly attract exhibition visitors – LV in Latvia, LT in Lithuania, DE in Germany. All stand designs will bear common visual identity for recognition, however, the configuration and size of each exhibition space is different. Besides, during transportation and use in exhibition, the stand elements get worn, shabby and sometimes damaged. It is important to present respectable image in each exhibition.*



C Communication (9)

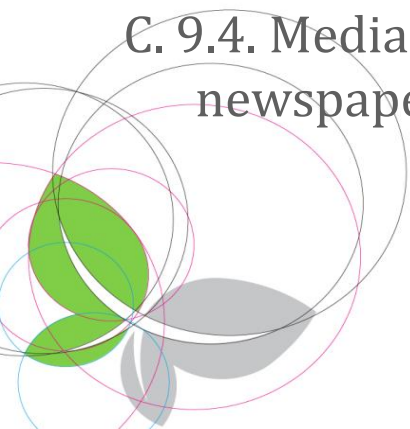
- **Activity C9. Digital activities (01.04.2017 – 19.03.2019)**

C9.1. Media campaign: social media, press releases and articles, interviews in press, radio, TV, news portals etc.

C.9.2. Media campaign – press releases 6 x 2 countries. Totally 12 press releases

C.9.3. Media campaign – news in social media (FB, Twitter etc) 50 entry news x 2 countries. Totally 100 entries.

C. 9.4. Media campaign – articles (media coverage from press releases , news, e-newspapers) 20 x 2 countries, totally 40.



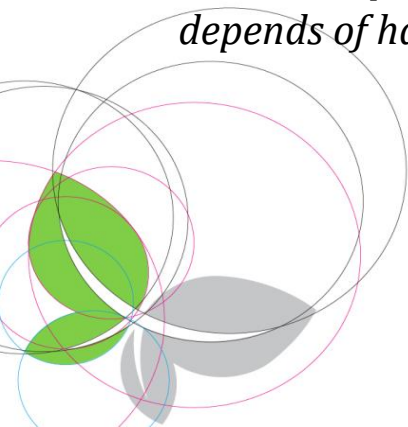
C Communication (10)

- **Activity C9. Digital activities (01.04.2017 – 19.03.2019)**

C.9.5. Media campaign – interviews with farmers in regional and national media 6 x2 countries). Total 12 interviews

C.9.6. Media campaign- contests and quizzes in cooperation with media 4x2 countries. Total 8.

Precise value is not possible to indicate as the activity largely depends on the project progress and news as well as on the communication strategy that will be developed in the start up stage of the project. As it is not planned to involve paid adverts, reaction from media is not predictable and very much depends of happening around.



C Communication (11)

○ Activity C10. Digital activities (01.01.2018 – 19.03.2019)

- Promotional campaign for tourism industry: information packages and delivery to specialized companies/ organizations.
- Target: tourism industry professionals in Europe and overseas (USA, Japan)
- 70 organizations reached

○ Activity C11. Promotional materials (20.03.2017 – 20.04.2019)

- Informative program poster in LV and LT languages according to program requirements.

○ Activity C12. Publications (01.04.2018 – 19.02.2019)

- Project summary in EN, LT and LV in 1000 copies, also electronically .

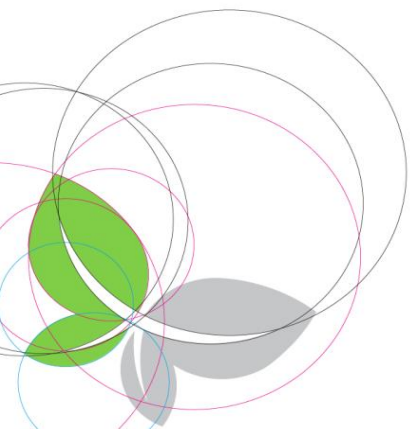


Target groups

- **Sectoral agency: 16** national level organizations and institutions will be involved in discussion of the product criteria and new HA product development. *In Latvia – Agricultural organization board (LOSP), LLKC, Farmers Parliament, Latvian Tourism Board (LIAA), Ministry of Agriculture, Ministry of Culture, Latvijas Nacionālais kultūras centrs, Latvijas Kultūras pieminekļu aizsardzības inspekcija. In Lithuania – Ministry of Agriculture, Rural network, Farmers union, Family farm union, Ministry of Culture (Department of Cultural Heritage), Lithuanian Tourism Board, Lithuanian National cultural heritage conservation board working under the Lithuania parliament (Etno Kultūros Globos Taryba prie LR Parlamento, National Heritage department under the Ministry of Agriculture (Tautinis Paveldas).*
- **SME – rural entrepreneurs – farmers.** Will be involved in product criteria development, Open days, during info seminars will be involved in in discussion of HA concept and practical issues. Best practise examples will be interviewed, their experience included in handbooks.
- **General Public – potential tourists.** Involved through collection their feedback on HA product and services. Feedback will be collected in tourism exhibitions, on site in farms and project events. Tour operators will be asked for their professional feedback and improvements of product.

Tasks in next reporting period

Nr.	ACTIVITY	START	END
M2	Joint project meeting in LV and LT	Mar 2017	Dec 2018
M6	Participation in programm 3 training events	Mar 2017	Dec 2018
M3	Administrative and financial mangement	Mar 2017	Mar 2019
T1.3.	Heritage Agritourism product database	Apr 2017	Nov 2017
T1.4.	Product development and marketing handbooks	May 2017	Dec 2017
T1.2.	Heritage Agritourism farm accreditation against criteria	Jul 2017	Mar 2019



Tasks to start in the first reporting period

-> 19 th October 2017:

Nr.	ACTIVITY	START	END
C.7.	Public events. Open days promotional events	Mar 2017	Jun 2018
C.9.	Digital activities. Media campaign – press realises, news in social media, media campaign – articles, interviews with farmers	Apr 2017	Mar 2019
C.6.	Public events. Media Trips to heritage agritourism farms.	May 2017	May 2018
C3	Digital activities. Heritage agritourism theme sections in LV and LT rural tourism web sites	Sep 2017	Dec 2018





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