

Piemēri militārā mantojuma tūrisma produkta veidošanā un mārketingā

Antra Damberga, „Lauku ceļotājs”

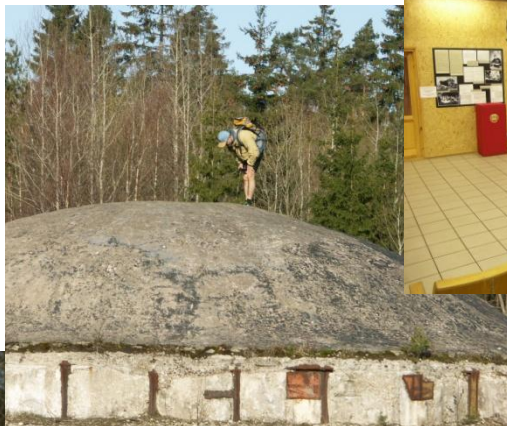
Interreg IV B BSR programmas projekts „Baltijas Zaļā josta” (2009 -2012)

Seminārs “Sadarbība Jaunu Produktu Izveidei Tūrismā Kurzemē”

11.05.09., Laumu dabas parks



Militārā tūrisma mantojums – atpazīstams, pieprasīts tūrisma produkts



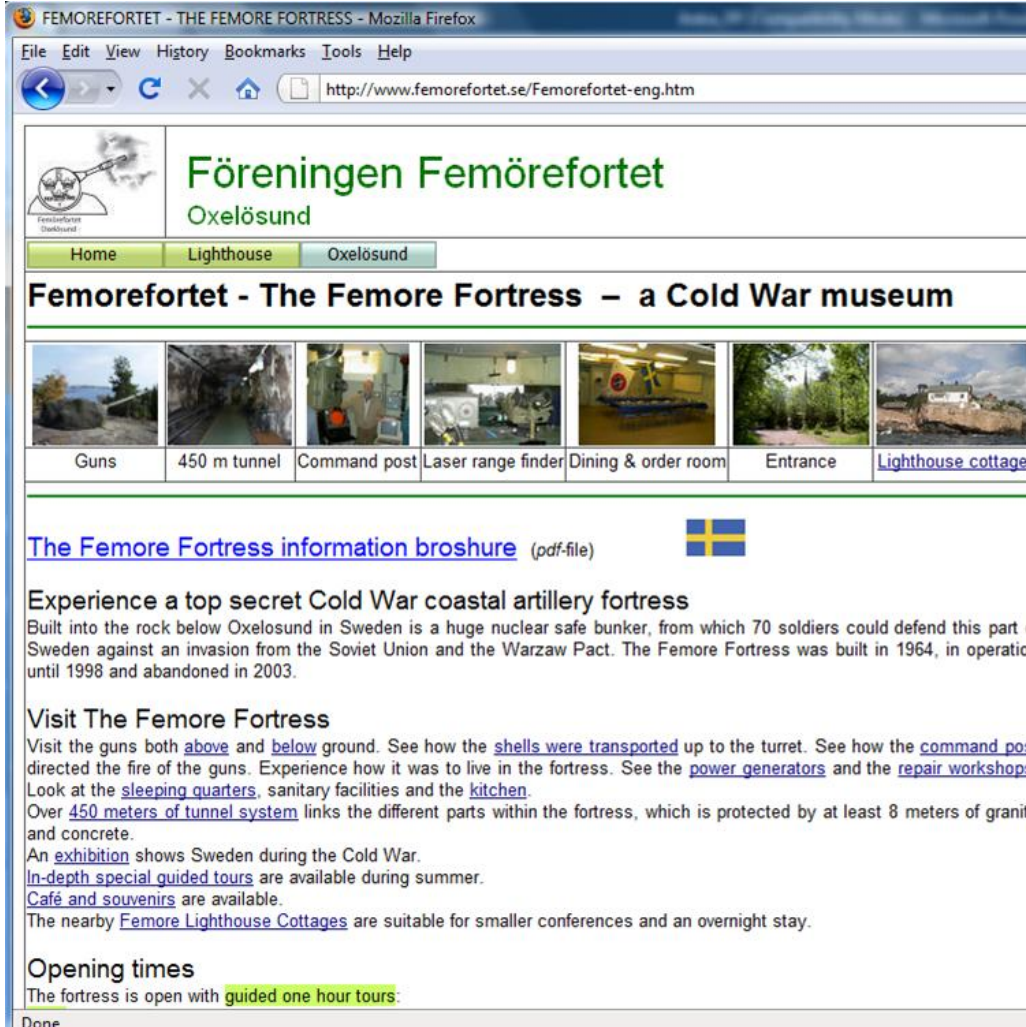
PIEDZĪVOJUMS

PAKALPOJUMS

PRODUKTS

INTERESE

RESURSS



Femoras cietoksnis

- Superslepens krasta artilērijas bunkurs (1964 – 1998)
- No 2003. gada – muzejs, ko pārvalda Femorefortet biedrība

Daži fakti :

- Pilnībā aizsargāts pret Hirosimas uzbrukumam līdzvērtīgu kodolsprādzienu
- 450m gara pazemes tuneļu sistēma
- 7,5 cm Boforsa lielgabali ienaidnieka kuģu iznīcināšanai 13km attālumā
- 70 vīru komanda nodrošināta ar pārtiku, munīciju, degvielu 30 dienu aplenkumam



Piedāvājums tūristiem:

- ekskursija – lielgabalu, pazemes tuneļu, komandpunkta un dzīvojamo telpu apskate
- ekspozīcija: Zviedrija aukstā kara laikā
- vasarā specializētas ekskursijas
- kafejnīca un suvenīri
- bākā kotedžas un konferenču telpas

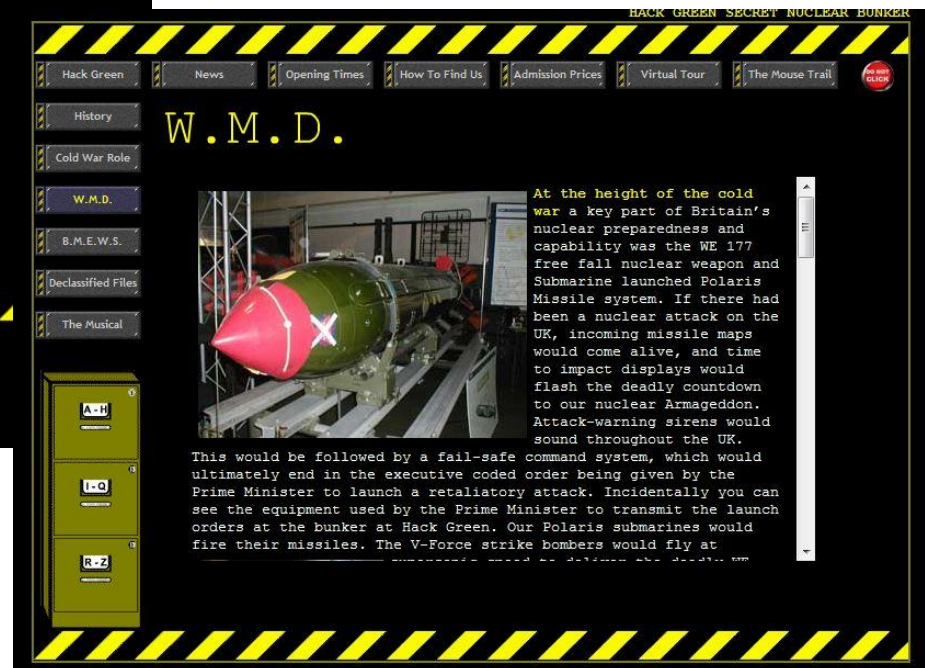


<http://www.hackgreen.co.uk/index.htm>

Anglija

Hack Green slepenais bunkurs

- 2. pasaules kara beigās Britu valdība bunkurā uzstādīja radaru aizsardzībai pret aviācijas uzlidojumiem



HACK GREEN SECRET NUCLEAR BUNKER

Hack Green | News | Opening Times | How To Find Us | **Admission Prices** | Virtual Tour | The Mouse Trail

History | Cold War Role | W.M.D. | B.M.E.W.S. | Declassified Files | The Musical

Admission Prices

Valid from - 01/01/2006 (Admission prices are updated on a regular basis)

INDIVIDUAL VISITORS:	Price
Adults	£6.30
Pensioners (65+) & Students (Pension/Student Card/Licence I.D. Required)	£5.90
Children (5-16 inclusive)	£4.50
Wheelchair Users Only & Carers	£4.50 Each
Family (2 adults & 2 children)	£19.00
Each additional child	£3.50

PRE-BOOKED GROUP PRICES (Minimum 10 People):	Group Price
Adults	£6.00
Pensioners (65+) & Students	£5.50
Children (5-16 inclusive)	£4.00
Wheelchair Users Only & Carers	£4.00 Each

ACCOMPANIED EVENING TOURS - Behind the scenes accompanied tour:	Guided Tour Price
Adults	£7.50
Children	£5.50

A-H | I-O | R-Z

Piedāvājums:

- Ekskursijas individuāliem apmeklētājiem un grupām
- Bērniem spiegu spēle: jānoķer krievu spiegs – “Resnā žurka”

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The Mouse Trail

KIDS HAVE FUN TOO!

Children

Your mission, should you choose to accept it, is to help rid Hack Green of spy mice and find them and their leader, Big "R" Russki the spy rat. Pick up your secret orders on your way into the bunker, hand them back when you leave and you'll receive a Secret Agent Certificate. Find them all and we'll reward you.



A-H | I-O | R-Z

<http://www.grutoparkas.lt/index-en.htm>

Lietuva

Founding history

Soviet sculpture exposition

Museum

Picture gallery

Events

Cafes

Souvenirs

Lunapark

Zoo

Ticket prices

Contacts

How to find us

From 1989-91, during the restoration of Lithuanian independence, many ideologized monuments from the Soviet times were dismantled and, with the absence of any storage procedure, piled in storehouses and backyards, most frequently on the premises of utility companies. Thanks to such "preservation", many monuments were damaged (some of them "suffered" during dismantling while others caught the eye of metal traders, etc.), and eventually could have been totally destroyed, as happened in the neighbouring republics. There were various opinions and proposals regarding the fate of the dismantled Soviet sculptures. Destroy? Preserve?

Hesona klubas public agency located in Grūtas near Druskininkai was the winner of the tender called by the Ministry of Culture in 1998 for the establishment of an exposition of dismantled monumental sculptures from the Soviet period. A strong argument for choosing this undertaking was that its manager, Vilius Malinauskas, was planning to establish the exposition using private funds earned from his family's mushroom and berry business without asking for financial support from the state. The project submitted for tender also stressed the importance of the new tourist site for the development of this region in Southern Lithuania.

The work of preparing the exposition started in early 1999. Grūtas Park was officially opened on 1 April 2001.

Grūtas,
66441 Druskininkai
Tel. (370 313) 55511
info@grutoparkas.lt

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- sākotnēji – privāta iniciatīva
- vēlāk - Lietuvas Kultūras ministrijas izsludināts konkurss par parka izveidi



Latvija, pēc Balttour 2009 materiāliem

1. Karostas cietums Liepājā, <http://www.karostascietums.lv/new/kassagaida.htm>
2. Militārās tehnikas muzejs pie Sventes muižas, Daugavpils raj.,
<http://www.sventehotel.lv/index.php?theme=lv2500>
3. Bijusī PSRS armijas kodolraķešu bāze “Zeltiņos”, Alūksnes raj.,
<http://www.bazezeltinos.lv/lv/base.php>
4. Līgatnes pazemes bunkurs, Cēsu raj., <http://www.rehcentrsligatne.lv/lv/bunkurs/>
5. Mores kauju muzejs, Rīgas rajons, <http://www.moresmuzejs.lv/>
6. Ziemassvētku kauju muzejs Jelgavas raj., <http://www.karamuzejs.lv/index.php?id=1&sid=62>
7. Kurzemes cietokšņa muzejs Zantē, Tukuma raj., <http://www.viss.lv/?p=566>
8. Kinopilsēta “Cinevilla” - “Arsenāls-ieroču muzejs”
http://www.cinevilla.lv/cinevilla_k_lv/cinevilla.php?kura_id=k&val=lv
9. Irbenes radioteleskops
http://virac.venta.lv/index.php?option=com_content&task=view&id=21&Itemid=34



























