



LAUKU CEĻOTĀJS

MARKETING STRATEGY FOR CULTURAL HERITAGE PRODUCTS IN RURAL TOURISM

Summary

The strategy gives a review of the present cultural heritage products in rural tourism in Latvia, looks at the market demand and target groups in the domestic and incoming markets, points out factors influencing the product development, highlights examples of cultural heritage products in rural tourism and deals with the available marketing measures, actions and channels. The marketing strategy introduces the marketing sign “Latvian heritage” and its conditions. Annexed are examples of potential cultural heritage rural tourism products in regions of Latvia and examples of potential touring routes in historical regions of the country. The chapter on the present cultural heritage products in rural tourism in Latvia classifies and characterises the types of rural tourism products using cultural heritage as a resource. They are:

Rural tourism accommodations

Traditional rural farmstead

National/regional cuisine

Open farm

Collections of household items and work tools

Demonstrations of crafts or work

Events, festivities

Country steam bath and sauna rituals

Touring routes with visits

The chapter on market demand and target groups looks at the target groups in the local market (school groups, families with children, corporate groups, Latvians residing in other countries) and the most important or growing incoming markets (Germany, Russia, Norway, UK, the Netherlands). Based on results of customer surveys, their travelling habits and interests in the area of cultural heritage tourism are characterised.

The chapter on factors influencing the product development discusses location, available resources, knowledge base of the providers, seasonality.

The chapter on product development offers 6 general practical steps in development of marketing of cultural heritage tourism products and product development recommendations by product types. The chapter also discusses local features as product resources, namely, use of local dialects, and souvenirs as part of marketing strategy. Strengths and weaknesses of the present cultural heritage products are highlighted.

The chapter on product examples describes 12 successful rural tourism establishments having developed attractive cultural heritage tourism products in different areas:

- Latvian cuisine in a country pub
- a programme for tourists - baking regional specialty: carrot pastries
- a programme for tourists in Lejaskurzeme region: festive meal, presentation of local traditional costumes, music, festive traditions
- beer brewery
- production of hemp butter
- woodcraft
- Latgale regional traditional crafts
- lamprey fishing





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- traditional rural lifestyle, natural farming
- celebration of seasonal festivities – programs for tourists, regional cuisine
- bread baking
- traditionally Latvian rural environment

The chapter on marketing looks at marketing activities and channels that can be used by rural tourism businesses individually or in cooperation with a number of institutions and organisations: tourist information offices, local, regional and national tourism associations, state tourism authorities, national tourist boards, etc.

A separate chapter deals with the marketing sign “Latvian Heritage” explaining its rules, requirements, opportunities and benefits.

There are two annexes. Annex 1. Offers examples of potential cultural heritage tourism products in particular regions of Latvia. Annex 2. Offers examples or thematic tours in historical ethnographical regions of Latvia.



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