



Seminar-Discussion

Kemeri National Park – Nature Protection and Tourism, Cooperation Options and Benefits for Local Society

Minutes

22.05.2009.

10.00 – 15.00

"Meža māja", Administration office of Kemeri National park

Participants: 45. See list of participants.

Aim of seminar: to inform stakeholders about the project, about the possibilities to participate and cooperate, to provide information on existing resources within Kemeri National Park, as well as initiate discussion about limitation and restrictions while living and working within territory of National park.

Agenda:

- 10.00 – 10.05 Opening of the seminar by Erika Klavina, Head of Administration of Kemeri National Park.
- 10.05 – 10.20 "Presentation of the project "Parks & Benefits": idea, goals, expected outcomes, activities by "Lauku celotajs", planned benefits to the region from the project" by Asnate Ziemele, Lauku celotajs
- 10.20 – 10.45 "Planned activities and goals by Administration of Kemeri National Park – cooperation with local entrepreneurs, residents, municipalities of the national park. Vision of role and input of Kemeri National Park in development of region" by Agnese Balandina, Administration of Kemeri National Park
- 10.45 – 11.30 "Tourism offer within other national parks in Latvia and Baltics – efficient and sustainable use of natural values to generate attractive tourism offer", Juris Smalinskis, Lauku celotajs
- 11.30 – 12.00 Coffee break
- 12.00 – 13.00 "Potential tourism products in Kemeri National Park by using infrastructure of national park and developing existing tourism offer. Our point of view.", Juris Smalinskis, Lauku celotajs
- 13.00 – 14.00 Tourism offer, need of cooperation, possibilities and options – vision of entrepreneurs by Liga Putnina, Janis Plavinskis, Zanda Serdane
- 14.00 – 15.00 Discussion: problems, ideas, solutions, use of possibilities offered by the project "Parks & Benefits"

1. Agnese Balandina during her presentation

- emphasizes unique value of Kemeri National Park
- suggests to start a dialogue
- initiates to generate diverse image of the national park and consider different development options

2. Juris Smalinskis during his presentation:

Opinion of participants about the KNP:

Resources:	Products:
<ul style="list-style-type: none">– nature trails– underground water reserves– mud– biodiversity– special air of bogs– hydrogen sulphide mineral water	<ul style="list-style-type: none">– bird watching– hiking routes– souvenirs– health tourism– catering– cycling tours



<ul style="list-style-type: none"> – bees (traditions of honey collecting within the territory) – fishing, different species of fish – seaside – Baltic sea (excluding Jurmala) – cultural heritage of coastal zone – <i>Cinevilla Backlot (open air film decoration) – is located next to the National park, it is possible to include the site in tourism routes</i> 	<ul style="list-style-type: none"> – nature trails with tour guide – nature school for children
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Associations:

National park: <ul style="list-style-type: none"> – disagreement between administration of national park and municipalities – bogs – birds – bats watching night - event – nature trails 	Kemeri: <ul style="list-style-type: none"> – scandals – aroma of hydrogen sulphide – national park and restricted area – sanatorium (used to be) – mosquitoes – health resort – tourism
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Juris Smalinskis is suggesting for business representatives to involve students to do market, client segmentation and development researches.

3. Discussion – what kind of services would be necessary to develop in territory of national park; development options:

In discussion active part takes: Janis Plavinskis (Kemeru velonoma/bicycle rent), Sarmite Ruduka (guest house "Pilsetnieki"), Zigrīds Freimanis (camping "Sveikuli"), Dagnis Mukans (tour guide in KNP), Guntis Gruba (Jurmala protection union), Dace Strēle (Jurmala City Council), Ingus Zālītis (association "Undīne"), Andra Andrusaite (GNP, administration), Irena Romanovska (Irena Romanovska's Ekotourism Agency), Zanda Serdane (guest house "Valguma pasaule"), Gints Starts (KNP, administration), Kristine Petersone (resident of Ragaciems, "Lauku celotajs"), Erika Klavina (KNP, administration), Agnese Balandina (KNP, administration), Asnate Ziemele (Lauku celotajs) and Juris Smalinskis (Lauku celotajs).

Problems	Lack of:	Opportunities of development, cooperation, unused resources:
<ul style="list-style-type: none"> • People are gathering in areas of forest, not in villages • restricted areas within the national park – lack of information and explanation what is allowed and what is forbidden • by creating active beaches the area and infrastructure has been organized and set, but visits of tourists has 	<ul style="list-style-type: none"> – Places for picnic and short stops for bicycle riders and hikers – grocery shops – catering – souvenirs – one day complex offer for tourists – action and development plans of municipalities 	<ul style="list-style-type: none"> – Countryside bounty (inland, organize tourism flow away from the seaside) – gastronomy heritage – smoked fish – fishing traditions – Geo-tourism (mineral waters) – existing demand of hiking trails from hotels in Jurmala city – to create public-private partnership for the development of territory



decreased (people don't stay in villages because they are searching loneliness)	<ul style="list-style-type: none">– information where to find parking lots– information where to find access to the seaside (within villages)– sites and object for regular tourist (without bachelor diploma in biology)– united vision of territory development	<ul style="list-style-type: none">– to use logo of Kemer National park as unite symbol, symbol of quality– widen perception and associations of Kemer National park (include fishermen' villages, Dzukste)– cooperation of local entrepreneurs: on-site catering at the events of Administration of KNP– develop places for picnics next to guest houses and country houses, campings etc.– use of nature sights – sight points, watching towers etc.
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Ideas for new tourism products:

- 1 day tours in national park (different tours: water tourism, countryside bounty, museums etc.) with possibility to combine these tours for two and three day trips
- to renew and develop bee-keeping traditions
- develop geo-tourism tours
- mud hikes
- hiking trails on coastal area
- new cycling tours, boat trips in the lakes, in sea etc.
- Post Soviet heritage in guest house "Valguma pasaule" - "Direct phone line to Moscow"
- Sea fishing as adventure

To do:

1. To prepare a map with highlighted spots where would be necessary to develop existing infrastructure (places for picnics, trash cans, toilets) according to the tour routes. To discuss this plan with administration of KNP and invite local residents and business representatives for cooperation and management
2. To collect information about existing tourism offer within the region of Kemer National park, add these ones and create new products. To invite participants of this seminar to test new tourism products and other stakeholders.