



PARKS & BENEFITS

Baltic protected areas and tourism



INTERREG IV B PROJECT

PARKS & BENEFITS

Establishing Socioeconomic Benefits in Regions by Managing Protected Environmental Territories Therein

2009–2012

THE GOAL OF THE PROJECT

is to ensure socioeconomic benefits by providing for the sustainable use of environmentally protected territories. The environmental heritage in Baltic Sea region countries is outstanding and unique. If environmental protection requirements and goals are respected, sustainable environmental tourism can become an important component of national economies.

The economic potential of the environment has not been used to a sufficient degree. There are many opportunities to develop tourism, promote co-operation between the private and public sector, and to expand environmental protections. Opportunities for business activities are not sufficiently appreciated, and there are often biases against environmental protection requirements. The truth is that sustainable development in protected environmental territories will require the involvement of all involved parties on an equal basis.

The project will involve the implementation and strengthening of sustainable developmental methods in making offers to tourists. People will learn about environmental protection and economic gains. The European Charter for Sustainable Tourism in Protected Areas is an instrument that will be used to ensure co-operation in this project. The charter requires analysis of the acceptable level of use of parks, specific standards for managing visitors, co-operation with local residents and businesspeople, as well as public information about benefits both in terms of environmental protection and of environmental development. Eight national parks in the countries of the Baltic Sea region will be assisted in obtaining the charter through this project.

The project involves national parks, NGOs, government institutions, business representatives, and scientific institutions – 18 partners from the countries of the Baltic Sea region. The Latvian rural tourism association Country Traveller is one of the partners, and it is organising a pilot project together with the Ķemeri National Park.

THE GOAL OF THIS PILOT PROJECT

is to promote the ability of local residents, businesspeople, providers of tourism services, local governments and the Ķemeri National Park to work together so as to make offers to tourists on the basis of the park's natural resources, as well as to popularise tourism offers in national parks.

THE MAIN ELEMENTS OF THE PILOT PROJECT AND ITS RESULTS:

- **New environmentally friendly tourism products in the Ķemeri National Park:** Biking, hiking and boating routes, bird and animal watching, etc., with all of the products described at www.celotajs.lv;
- **A tourist guide to Latvia's national park**, with information about tourist offers at Latvia's four national parks, including sections on tourist destinations, activities, events and the tourism infrastructure;
- **Seminars and educational materials** on the basis of subjects such as tourist activities outdoors as well as gentle use and protection of biological diversity and natural resources by rural businesses. All materials will be available at www.macies.celotajs.lv;
- **An international conference on environmental tourism** in the spring of 2011 to offer information about the project and its results in Latvia, the Baltic States and Europe.

SENIOR PROJECT PARTNER:
MINISTRY OF AGRICULTURE,
ENVIRONMENT AND
CONSUMER PROTECTION
MECKLENBURG-WESTERN POMERANIA

PROJECT DIRECTOR:
OLAF OSTERMANN
Telephone +49-385-588-6641
o.ostermann@lu.mv-regierrng.de
www.parksandbenefits.net


LAUKU CEĻOTĀJS
PILOT PROJECT ORGANISER IN LATVIA:
LAUKU CEĻOTĀJS
Vilpiņa Street 12-21, Rīga LV-1083
Phone +371-6761-7600, fax +371-6783-0041
asnate@celotajs.lv
www.celotajs.lv

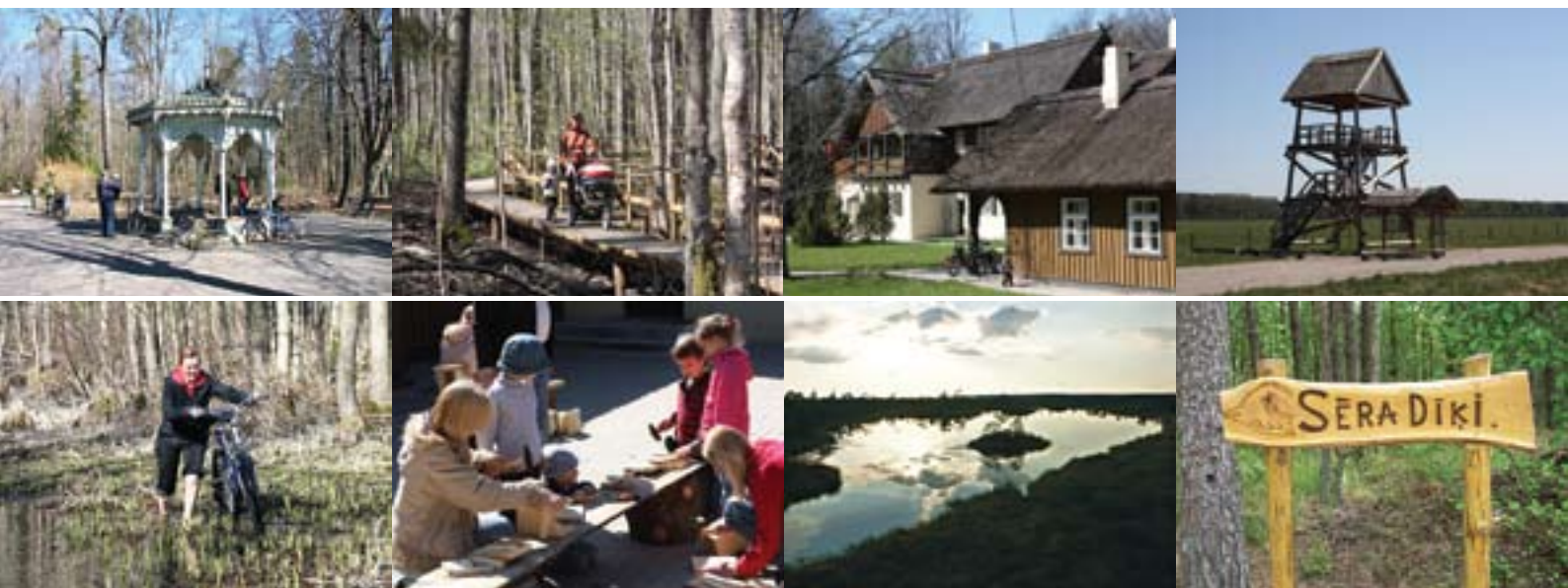

Baltic Sea Region
Programme 2007-2013



This project is partly
financed by the
European Union (ERDF)



parksandbenefits.net

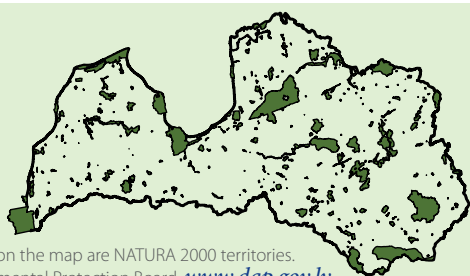


THE LOCATION OF THE PROJECT

The Ķemeri National Park covers 38,165 hectares of territory with a great diversity of nature, including major geological structures. The so-called Seaside Lowlands are bordered by several rows of dunes, including the Krāču Hills and the Green Dune. These are the shores of the ancient Littorina Sea. As the earth rose and the sea sank in ancient times, lagoon lakes such as Lake Kaņieris, Lake Dūnīeris and Lake Sloka emerged, complete with relics such as saltwater plants. In the North-western part of the park, near Milzkalne, there are hillocks left behind by the Ice Age, with Lake Valgums, which is 30 metres deep. Deep in the massive forests are the Great Ķemeri Heath, the Raganas Swamp and the Green Swamp, under which

there is sulphurous water which flows aboveground near Ķemeri and has served as the foundation for a spa for several centuries now. The main cultural and historical objects in the park are linked to the seacoast as a place where people can relax and restore their health. The territory remains comparatively untouched, except for coastline fishing villages and farmland near Slampe. For that reason, the Ķemeri National Park is home to many plants and animals that are uncommon and protected in Latvia and in Europe. The park also has educational nature trails, biking and hiking routes, bird-watching towers, etc.

The Ķemeri National Park is a NATURA 2000 territory.



Territories marked in green on the map are NATURA 2000 territories.
Source: The Latvian Environmental Protection Board, www.dap.gov.lv

NATURA 2000

NATURA 2000 is a network or system of protected environmental territories put together by the European Union's member states. In Latvia, the project applies to specially protected environmental territories, with 122 new areas having been added since Latvia joined in the system. The main goal of the NATURA 2000 network is to protect uncommon and endangered plants and animals in Europe, as well as their habitats. Natura 2000 territories have been specified in all 27 member states, and they cover about 20% of the EU's total territory. General information about NATURA 2000 territories can be found on the homepage of the Environmental Protection Board, www.dap.gov.lv, as well as that of the Latvian Environmental Ministry, www.vidm.gov.lv. Information is also available from regional environmental boards and administrators of NATURA 2000 territories. Information for tourists is available at www.celotajs.lv.



THE EUROPARC FEDERATION

is Europe's leading environmental and national park organisation, which brings together more than 500 parks in 38 countries. The aim of the organisation is to help protected natural territories to play a role in preserving European environmental values, promoting co-operation among those who manage protected environmental territories, and disseminating the goals and experience of the relevant institutions throughout Europe. The role of Europarc in this project is to help the relevant national parks to prepare themselves for the certification requirements of the European Charter for Sustainable Tourism in Protected Areas. See <http://www.europarc.org>.



THE ĶEMERI NATIONAL PARK
"FOREST HOUSE"
Ķemeri, Jūrmala LV-2012
Phone +371-6773-0078
Fax +371-6773-0207
nacionalparks@kemeri.gov.lv


LAUKU CEĻOTĀJS

LATVIAN COUNTRY TOURISM
ASSOCIATION "LAUKU CEĻOTĀJS"
Vilpiņa Street 12-21, Rīga LV-1083
Phone +371-6761-7600
fax +371-6783-0041
E-mail asnate@celotajs.lv
www.celotajs.lv

