

Proposals for environmental policy based on demonstration of environmental, social and economic benefits from tourism in the Slītere National Park



1930.



Riga, 22.-24.03.2011
Juris Smaļinskis
Lauku ceļotājs, Latvia



Latvian Country Tourism Association

Legal form: NGO

Founded: 1993

Members: ~350 (rural tourism providers)

Staff: ~14

Office: in Riga



Functions:

- RT product development
- Quality control and labelling
- Provider training and consultations
- Promotion and marketing (brochures, maps, Internet)
- Lobbying for interests of members
- Project implementation

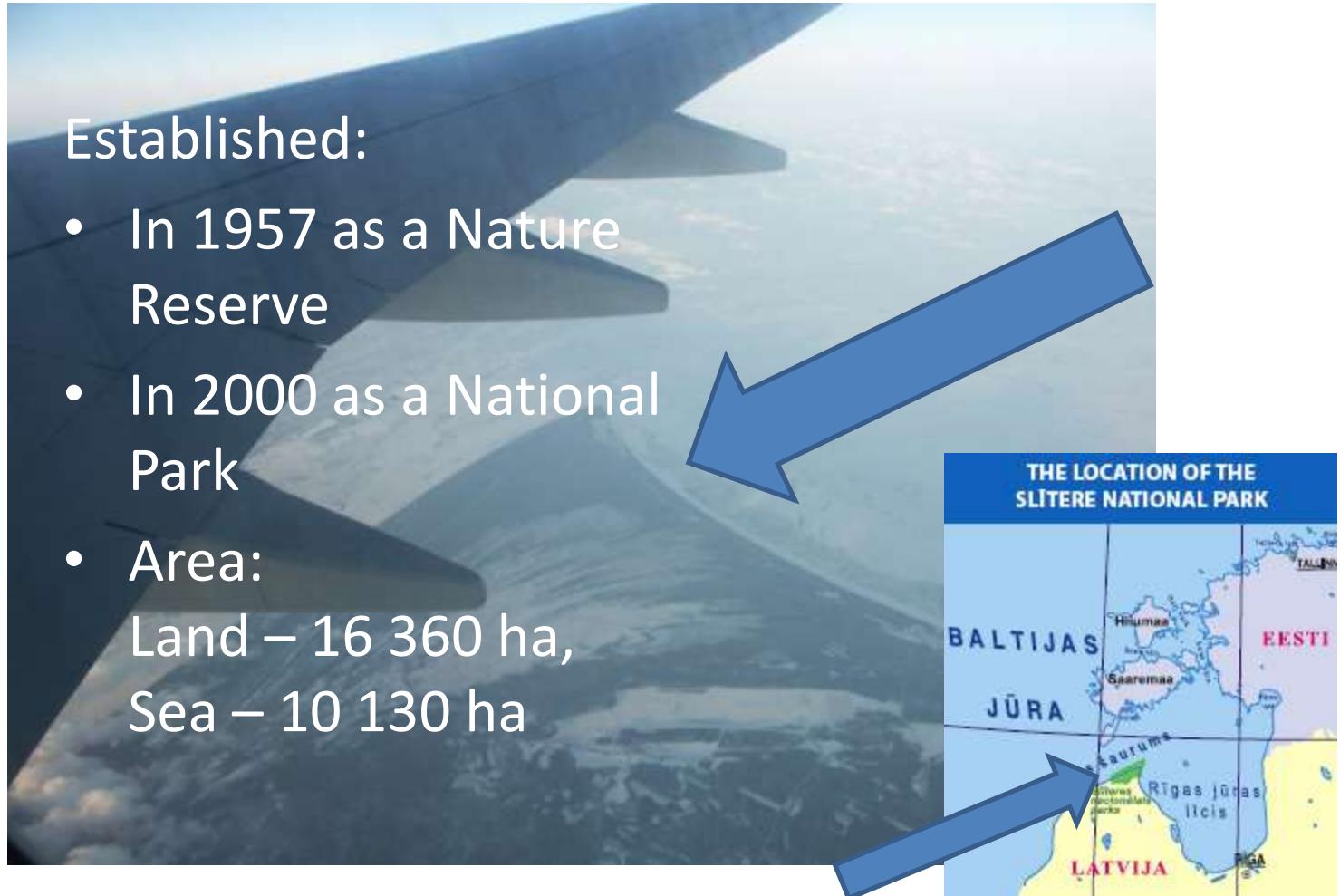
Project aim

To develop policy proposals on balancing tourism development and nature conservation interests in protected nature sites/NATURA 2000

Demonstration site – Slītere National Park. Why?

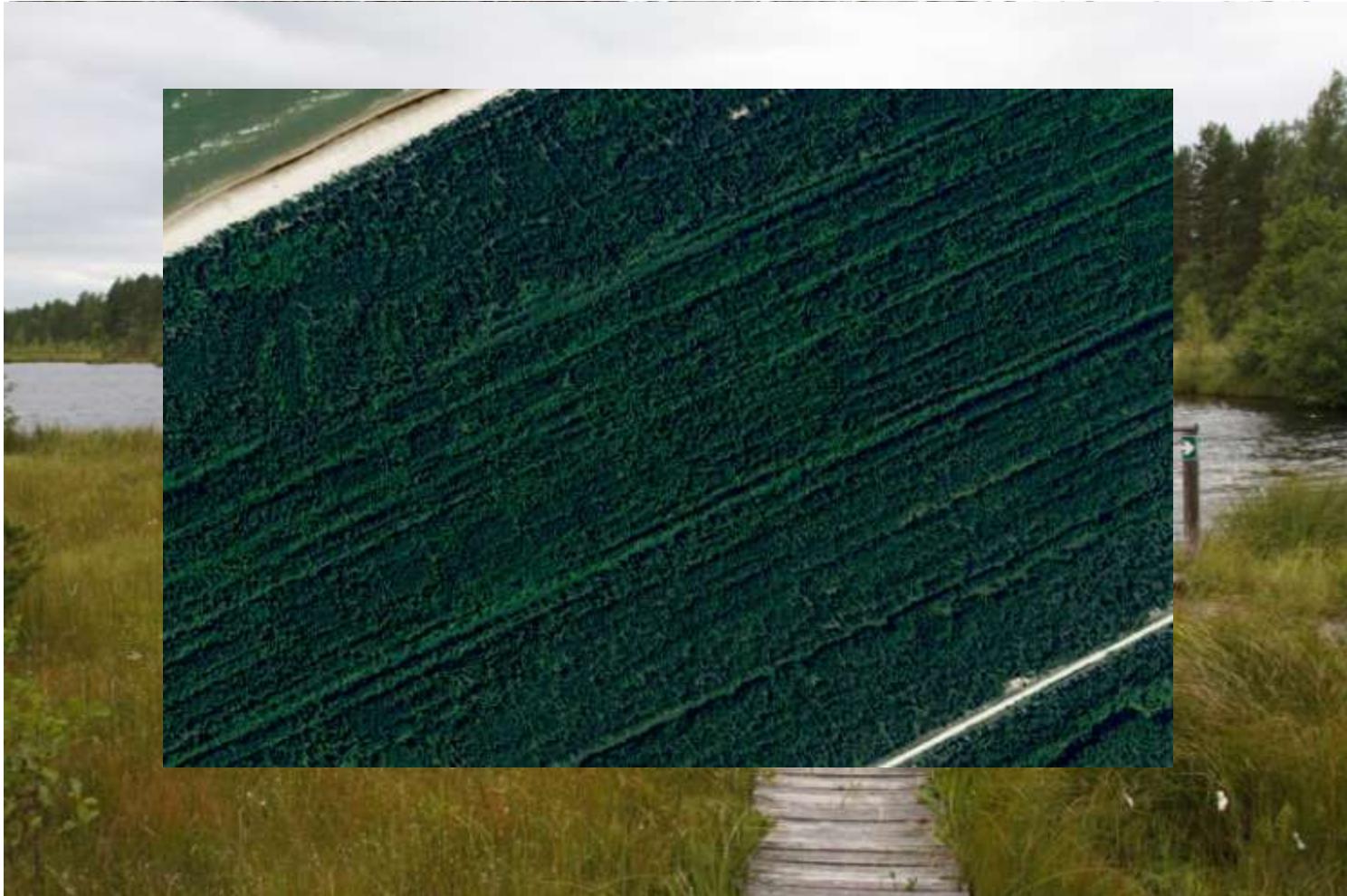
Established:

- In 1957 as a Nature Reserve
- In 2000 as a National Park
- Area:
Land – 16 360 ha,
Sea – 10 130 ha



Slītere National Park

Unique Nature



Juris Smaļinskis, Lauku ceļotājs

Slītere National Park

Unique History, Culture



1945 – 1993

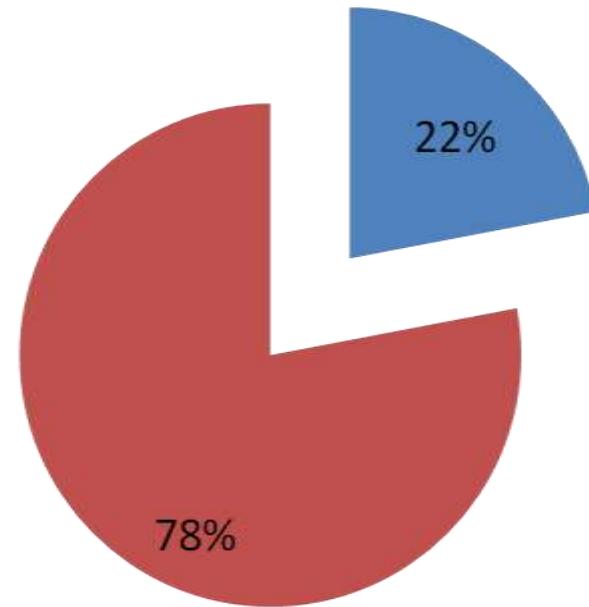
Border regime, Nature Reserve



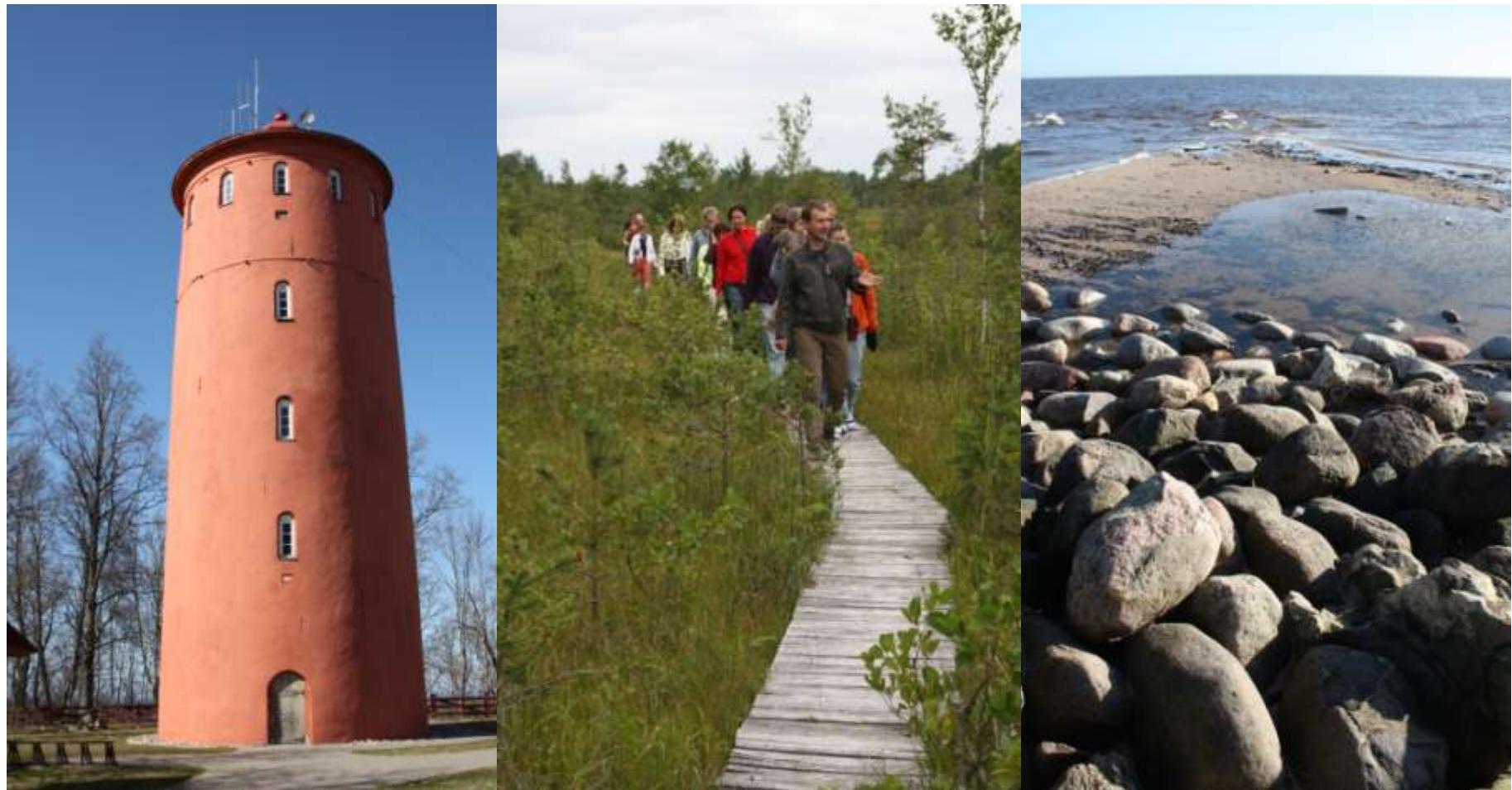
Stereotypes ...

Slītere = Strict Reserve (22 %)

Slītere = “Closed zone”



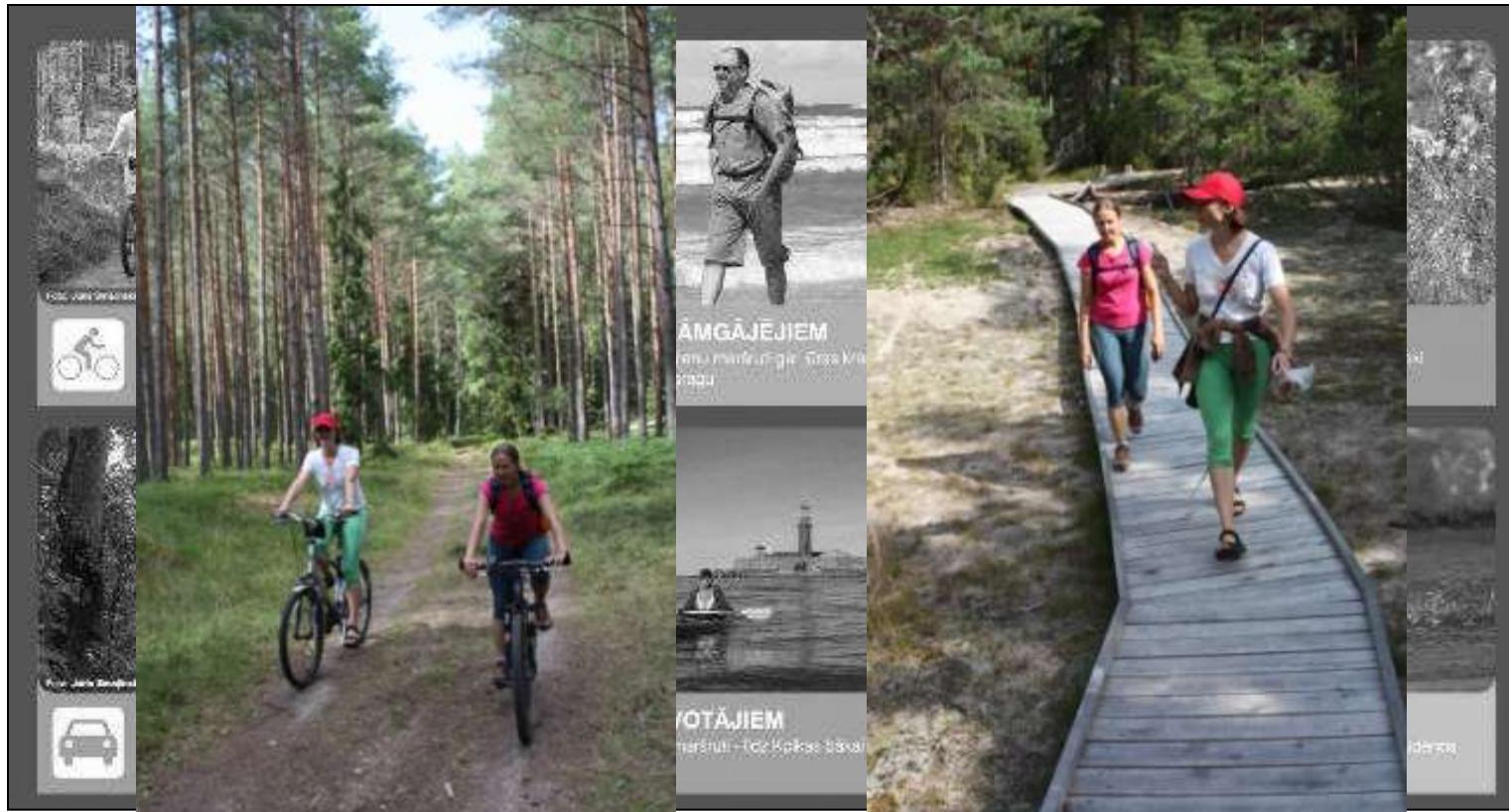
At the same time ...



COOPERATION at all levels involved – the key of success



Recommendations for the sustainable tourism development in the Sītere National Park



New tourism products/routes

- 3 hiking routes
- 2 cycling routes
- 1 canoeing route
- 1 self-drive route
- 2 nature watching products
(birds and animals)

The collage includes:

- A map titled "DABAS VEROTĀJIEM ZVĒRU VĒROŠANA" showing various routes and locations for bird and animal watching.
- A brochure for "Slitere aicina!" featuring a red deer logo and a green leaf logo, with text in Latvian.
- A brochure for "OTAJIEM KĀRT BĀKAI" featuring a lighthouse and a reindeer.
- Photographs of a red fox, a deer, a squirrel, and a small bird.
- Logos for the European Union, the Ministry of Environment, and the Latvian Environment Information System.
- Text in Latvian describing the tourism products.

For Plant -, Bird, - Animal Watchers



- studenten waren von politischen & sozialen Themen
- Motivationsprobleme führen zu einem Mangel an Engagement
- an Auseinandersetzung mit sozialen Problemen ist kein Interesse zu erwarten (es gibt andere Anlässe)
- Normative Ziele prägen die Orientierung von Studierenden am gesellschaftlichen Leben
- Jüngere Politikinteressen sind eher auf Identitäts- und Kultursachen ausgerichtet
- Politische Meinungen in vielen Kulturräumen unterscheiden sich deutlich. Sofern Tendenzen nachweisbar sind, so sind diese unterschiedlich (z.B. in Südkorea und den USA)



1980. gados, nei līdzīgi izmūtu tārtuva Chonashovs liecību, ka var attiekt pīk-dzherīni grieķu apdzīvību, kā arī latīņu, kurt apēs, dzēstāju un ielikšu mērķus. Līgdotnējais laikā tiešāgā ne viens vairāk bedzēja, kurš laikā tās robežas, kā ietilpija var kļūt arī ārvalstes tovarīgās līgumā, vienīs ne kļūdīm ar bērniem tātā uzņēmēju viltības parādījumu.

Fig. 1. A typical example of a *Leptothrix* colony.

Природата показва, че вие можете обичаните си чувства да се променят.

[Ver todos los artículos](#)

gatūnė, ir apšluvėmis iš plokščių sparnų arba labai sudėtingomis bokštais.

o ligado baseado na ligação nova amarrada.

Lithocarpus pseudoparviflorus

U.S. Fish and Wildlife Service

obtusum var. *leptocarpum*

как для обогащения памятника. Левитин не является автором

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Leptopelis *maculatus* *maculatus* (Boulenger, 1895)

Scutellaria galericulata L. (syn. *S. galericulata* L. var. *lutea* Benth.) — *Scutellaria galericulata* L. var. *lutea* Benth. — *Scutellaria galericulata* L. var. *lutea* Benth.

Числовая надпись	ЧЧЧЧЧЧЧЧЧЧ	
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	Venda	Jan	Fev	Mar	Abr	May	Jun
■ Melhor	Promo melho, celmala						
■ Ocas	Promo melo						

■ 2.5000 Visa tarjonta
■ 5.5000 Järjestä
■ 2.5000 Järjestä

- Betűi oldalra** Jelentési és összefoglalók
- Vissza** Pályázat, pályázati mód
- Létrehozás** Jelentés

Una inválida	Aplica para personas con parálisis	
Otra discapacidad	Véase funcional	
Autismo	Autismo	

seminar **workshop**
 Q&A session **Open discussion**

 Universitat de València

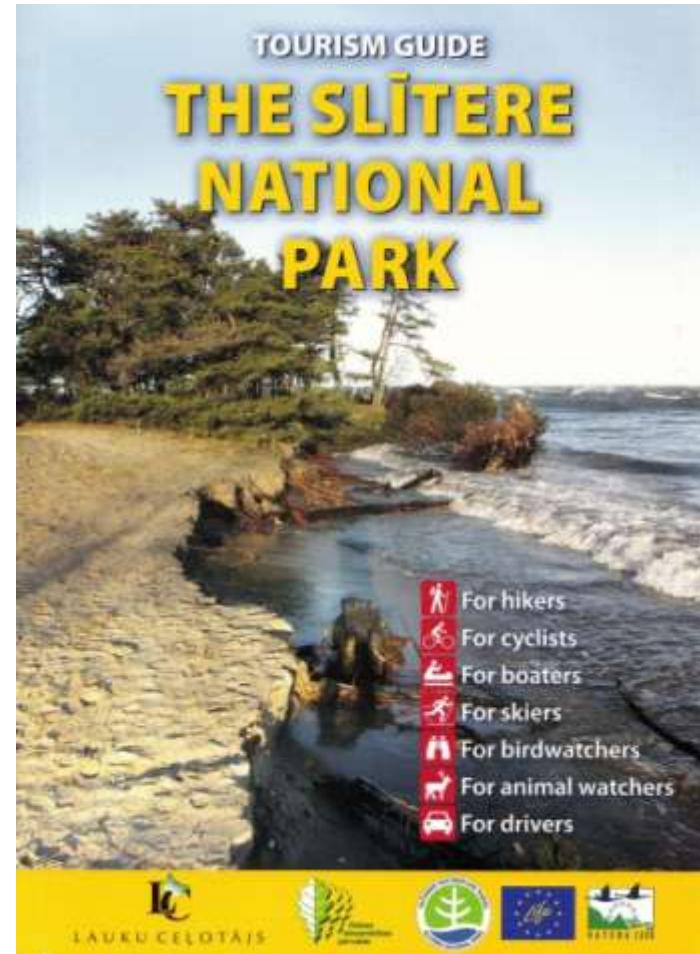
www.vetmed.ws



The Slītere NP Tourism guide

+ guidelines how to develop a guide of a national park

- Based on local stories (> 30 interviews)
- The first tourism guide of a NP in Latvia (developed together with the Slītere people)
- History interacts with life today
- Stories of the Liv minority
- Services and facilities
- Tour Maps



What was Slītere like “yesterday” and before



Change of cultural landscape: there and now



- Future vision
hides in the past



12 Pearls of Slitere

12 PEARLS OF SLITERE COME AND SEE!

- 
1 THE TASTE OF THE LOCAL SPECIALTY INLANDBRÖD AT URI
- 
2 SCENIC VIEW FROM THE SLITERE LIGHTHOUSE
- 
3 BIRD MIGRATION SEASONS AT CAPE KOLKA
- 
4 MAMMALS AT THE CONIFEROUS FORESTS AT SLITERE
- 
5 STORIES OF THE ETHNIC SÁMI ESKAARI HASSAKAII AND THE VÄIKE HORNEMUSEUM
- 
6 MAZIRJE DURING THE ANNUAL LOVE FESTIVAL
- 
7 WOOD POWER AND MARINE REFRESHMENTS AT THE PETERZETS NATURE TRAIL
- 
8 OPEN SEA AIR AT THE TEERISTI
- 
9 AUTHENTIC FISHERMAN VILLAGE AT RÖRAAGE
- 
10 MODERN ALTAARPIECE AT RÖLAABÄLE LUTHERAN CHURCH
- 
11 LEGENDARY MAZIRJE'S BLACK PLAQUE STONES
- 
12 TWINS OF SLITERE

5 outdoor panels in Slītere NP

Guidelines for interpretation based on practical experience in the
Slītere National Park

The content of the outdoor information stand



Lauku Ceļotājs, ECEAT
-2010-

- several hundreds of stands analysed
 - all players involved – local ownership
 - focus on practical information

From the idea ... to the result



Livonian coastline – cultural identity of Słītere National Park



- The Livs are one of the smallest surviving nations in the world
 - Ethnic identity of the territory through the language in its natural environment (signposts, info stands, the “Traveller’s day”)

Media visits



Travel Day to Slītere

- Initiative from the local people
- All players around the negotiation table

Country Holidays

12th June, 2010 Dundaga District, Latvia
TRAVEL DAY TO SLĪTERE

Information | programme | routes | persons | accommodation | contacts | 2010

Routes, tours and special events

If you are planning to visit Slītere as the stated date, here you can learn about the routes, guides, levels of difficulties, duration and beginning and end points for the various routes. You can like the routes yourself with the tourist guide that is available at the Oti campsite in Karka where you will register. You can join together with groups or hire a local guide who will inform you about 30 hot issues at the Slītere National Park. Some of the routes have been prepared especially for visitors day – "Looking for the Longest Wooden Railroad Bridge", "Nature Alive – The Forest and Swords 20 Years After a Fire", "Let's Learn About the Northern Rainforests" and "Out to Sea in a Fishing Boat". Other routes are available on other days, as well, but it will be only on June 12 that guides will work for free. They are the people who know the routes best, and you can read about them in the section on guides. Information about how to lease sailboats or boats is also available. Please register for routes here. This will allow you to take part in a lottery, get the new Slītere tourist guide, and taste the fish soup. The soup will be available everyday at 4:00 PM at the Oti campsite. Please remember to be green while travelling. You'll be in one of Latvia's most beautiful locations – a national park, and so please treat nature and local residents with respect. Here you can find green and practical advice.

We have arranged the routes for the Slītere travellers' day into three categories, taking into account their length, the type of transport, and the route cover:

- An easy route
- A medium route
- A difficult route

Hiking routes:
The Ring of Karka
Along the Seaside
Lauku Skaidi Magazīne

Cycle routes:
Through the Lauku Villages

Boating:
Around the Karka Lighthouse

Birds of the Slītere:

Routes and trips only in the Slītere travellers' day

Hiking routes:
Looking for the Longest Wooden Railroad Bridge
Nature Alive – The Forest and Swords 20 Years After a Fire
Let's Learn About the Northern Rainforests

Events:



Free educational excursions offered by local guides, local businesses



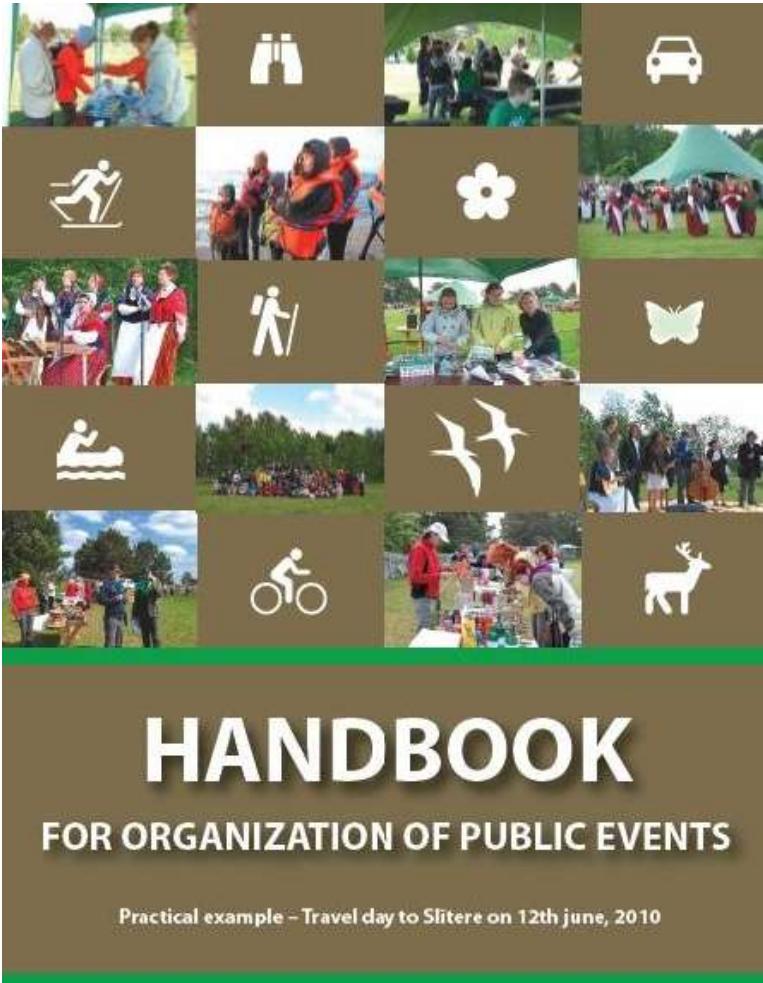
Tasty Pancakes 😊



Local Market, Fish soup, Concert

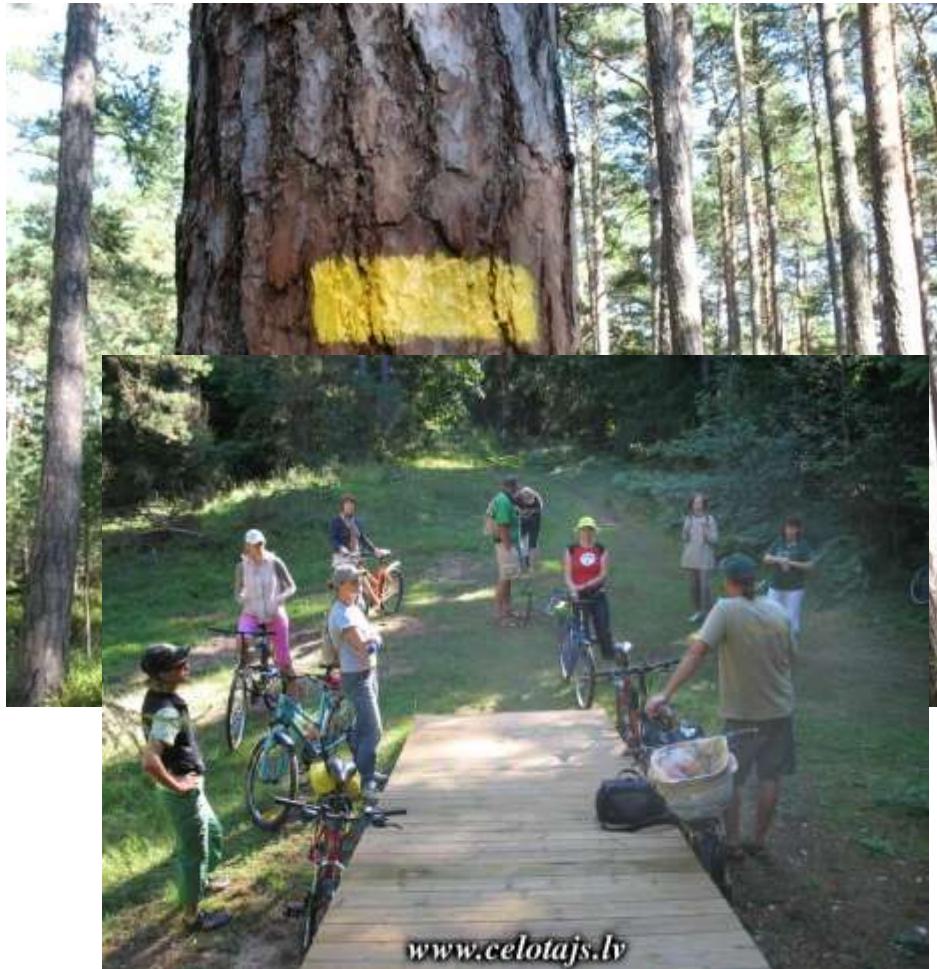


Some Facts ...



- More than 1000 visitors
(38 % first time in SNP)
- No garbage left!
- **Guidelines**
- 2011: **Travel Day to Slītere**
(4. – 5. 06.) – succession
(self-organisation)

Guidelines for marking/ signposting the trails



Marking Test

Route	Length	Duration	Number of Signs
Mazirbe - Kolkasrags	20 km	5 h 40 min	97

Totally 0,6 l of paint used

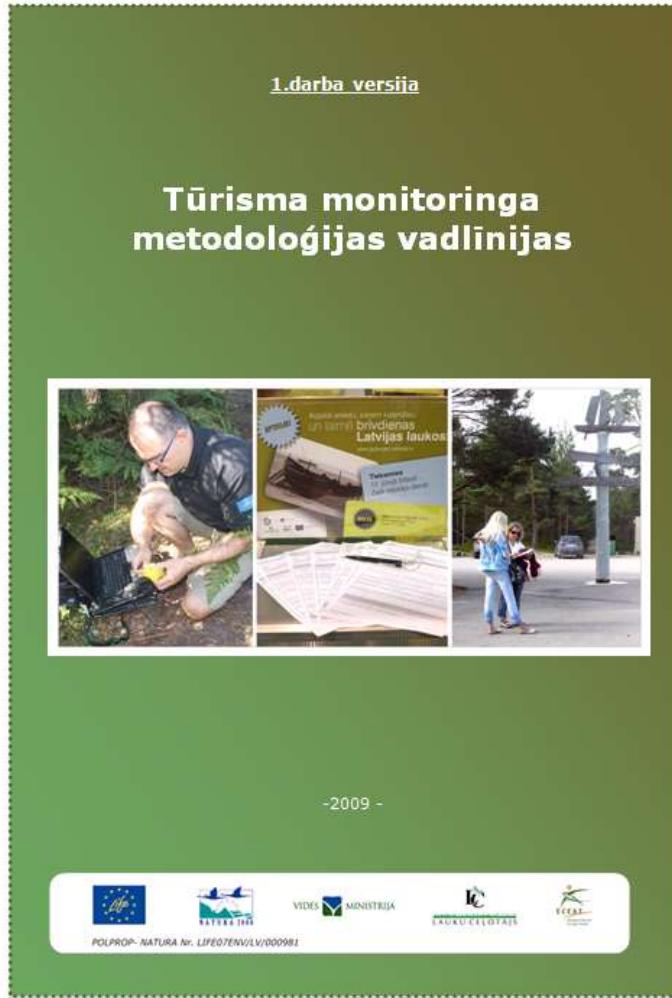
Anybody can do it

Low costs

Approved with the Nature
Conservation Agency

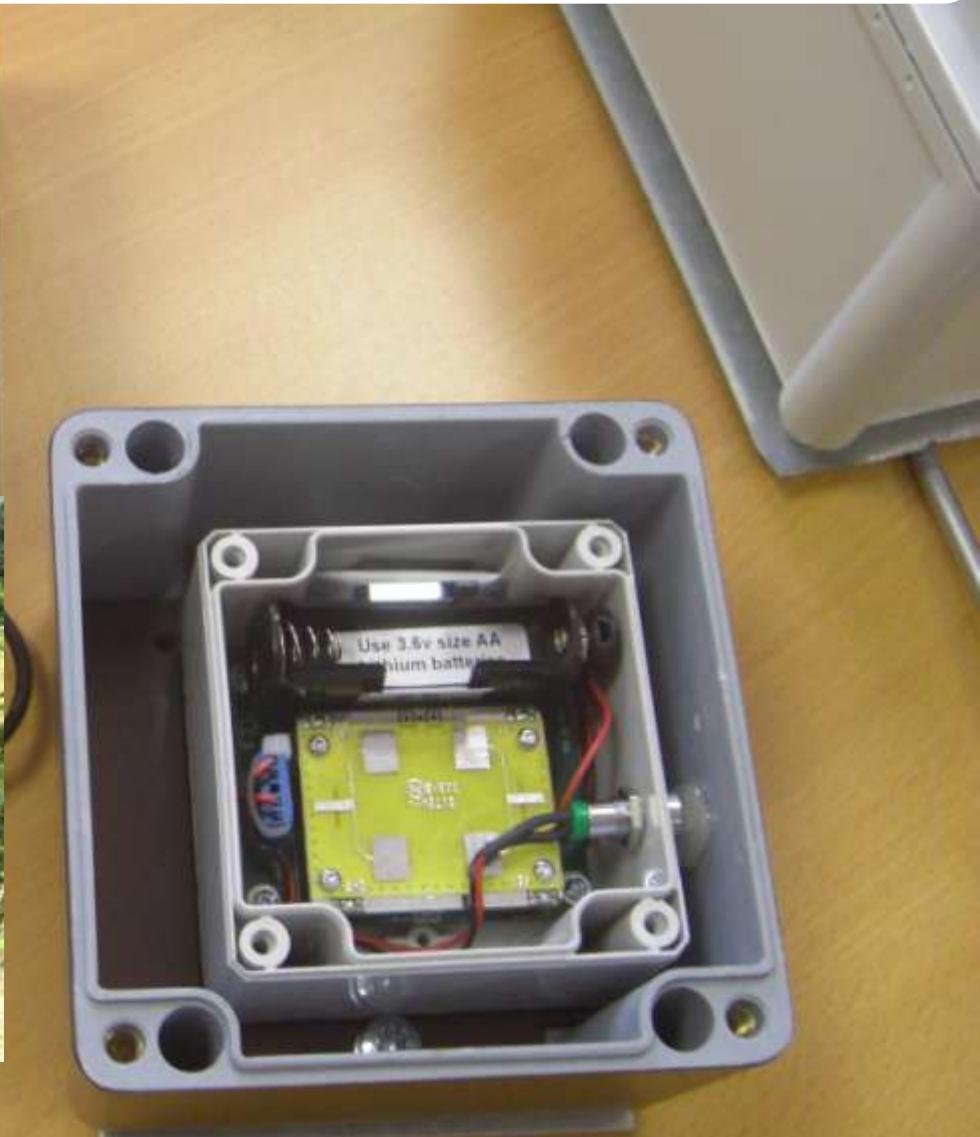


Guidelines for Tourist Monitoring Methodology in the SNP

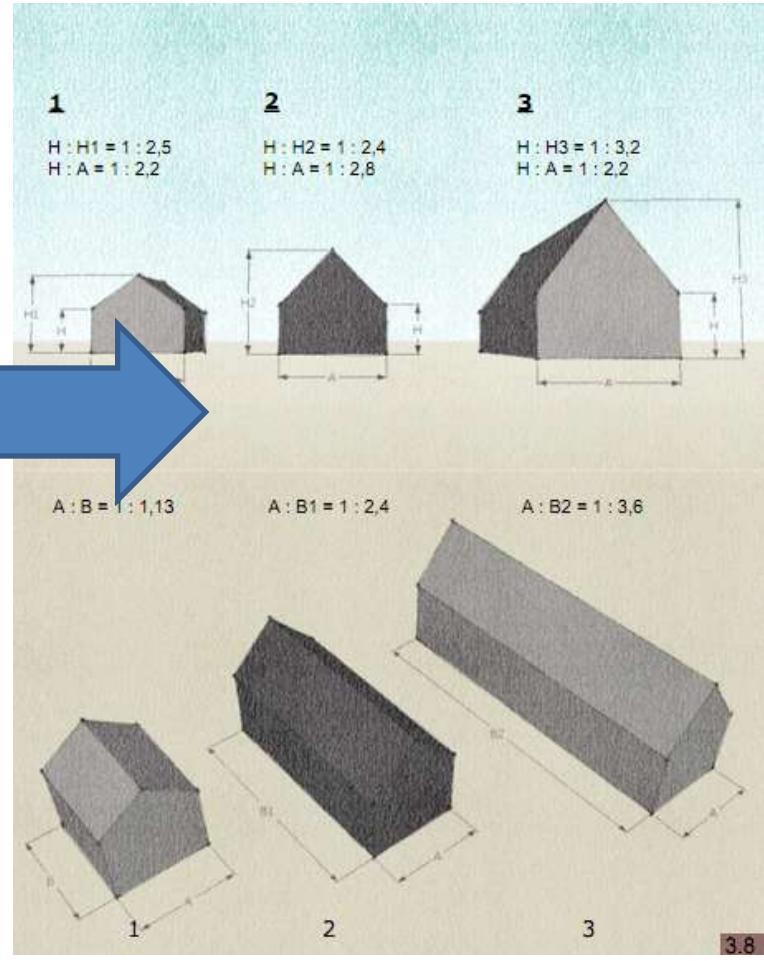


- Visual monitoring
- Photo monitoring
- Questionnaires
- Electronic visitor counting – first time in Latvia

Electronic visitor counting



Coastal Building and Construction guidelines



Botanical Guide, Plant Finder



- The Slītere experience transferred to other places in Latvia
- The “most ordinary” species (> 400)
- Different plant groups together
- Rich visual material
- Attractive stories in everyday language

Coming soon...

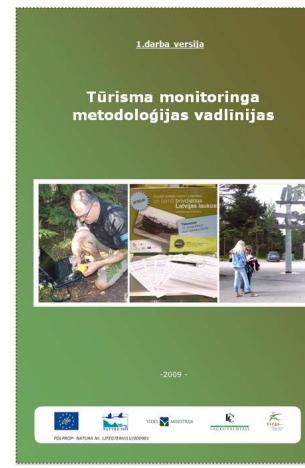
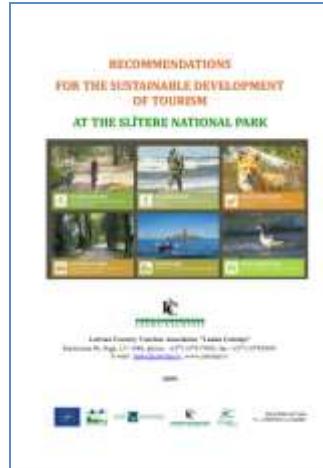
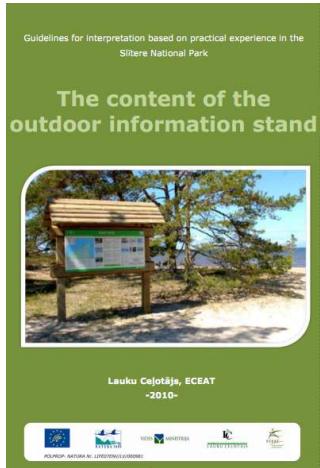
- The Baltic National Parks guide (14 Parks)



Implementation of the project goal

- Testing theory in practice and adapting to life situation
- Local players participation and acceptance
- Guidelines and proposals
- Submit proposals to policy makers and executive bodies
- Initiate changes in policy documents





Ministry of
Economic

Ministry of the
Environmental
protection and
Regional
Development

Ministry of
Culture

Thank you !!!

- The secret of the project success is the support from all players:
- The Ministry of the Environmental Protection and Regional Development
- Nature Conservation Agency, Slītere National Park
- State Inspection for Heritage protection
- Dundaga Municipality, Tourism information Centre
- Latvian Tourism Development Agency
- Local entrepreneurs
- Enthusiasts, experts in regional studies, others



 Latvijas
vides
aizsardzības
fonds

 VIDES MINISTRIJA



Project website: www.polprop.celotajs.lv

“Lauku ceļotājs”



Latvian Country Tourism Association

Kalnciema 40, Rīga ph.: +371 67617600

juris@celotajs.lv www.countryholidays.lv

Photos: J.Smaļinskis, V. Skuja, J. Ķuze, E. Kalēja , B. Šuvcānes arhīvs,
R. Vitkovskis (karikatūras)