



Developing quality tourism products in protected nature areas



Asnāte Ziemele

Latvian Country Tourism Association

Conference “Quality Counts – Benefits for Nature and People”.

Bad Urach , Germany, September 24, 2011

Latvian Country Tourism Association

Legal form: NGO

Founded: 1993

Members: ~350 (rural tourism providers)

Staff: ~10

Office: in Riga



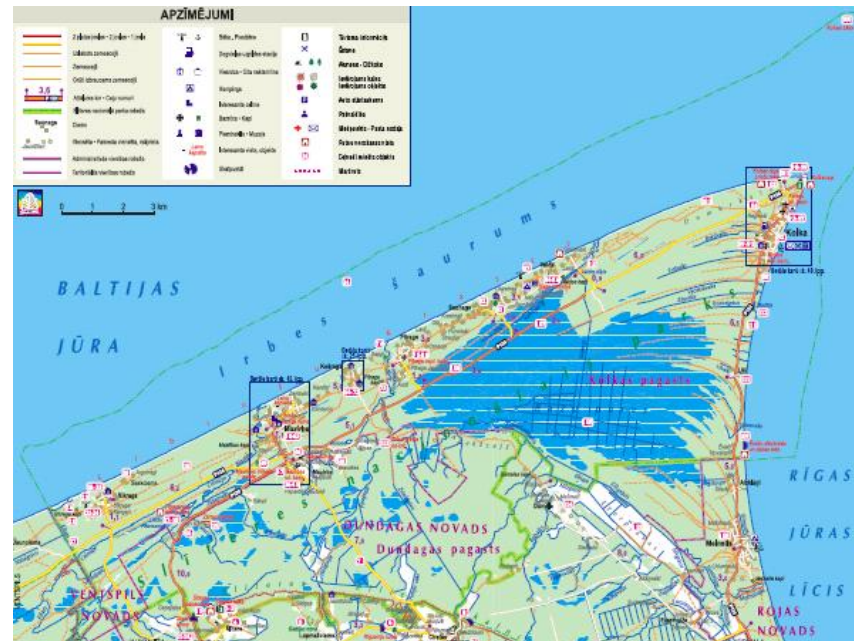
Functions:

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

Developing quality tourist services in Slītere National Park, Latvia

Background:

- Former restricted military area and a protected nature site
- Growing pressure from unorganised tourism
- Local conflicts (residents versus NP administration)



The goal:

To ensure contribution from tourism in the local economy while preserving the nature values in the protected nature territory

Established:

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



COOPERATION at all levels involved – the key of success



- SNP administration
- Local municipality
- local NGOs
- Tourism entrepreneurs
- Other active local people

To start with: sustainable tourism development vision

- On-site visits (project staff, EU experts)
- Summary of problems, finding solutions (administrative, technical, etc.)
- Product development seminars with local stakeholders – discussing resources and opportunities, suggesting the products

New tourism products/routes

Why start with routes? – the benefits:

- No large investments in service provision required
- Large local participation achieved in itinerary development
- Routes well tested, reliable product
- An example of professional product description created
- Product development experience documented in guidelines



FOR ANIMAL WATCHERS

ANIMALS IN THE SLITERE

Welcome to Slitere!

In the Slitere National Park, except for restricted areas, you may walk freely through it to look for plants, animals and landscapes to pick mushrooms and berries, to enjoy swimming, canoeing, fishing, cycling, with the children, to go to a sauna, to ride a bike or a boat. What do you like? Let us report the nature values!





OBSERVABLE SPECIES OVER THE COURSE OF THE YEAR

Here we refer to animals only in terms of the recommended time to look for them (April-September).

A thick dark line means that you are likely to see a species, a broken line means that you'll have to be lucky to spot one.

Species	Place to spot	Month					
		Apr	May	Jun	Jul	Aug	Sep
1) Beaver	Flowing water						
2) Wild boar	Fields; meadows						
3) European roe deer	Fields; meadows						
4) Eurasian elk	Open areas; fields						
5) Fox	Fields; meadows						
6) Field vole	Fields; meadows						
7) Wolf	Fields; meadows						
8) Lynx	Edges of forests						
9) Eurasian badger	Fields; meadows						
10) European pine marten	Edges of forests						
11) Otter	Flowing water						



The roe deer (Capreolus capreolus) is one of the most common large mammals in the park. During the spring it feeds on the open and on the edge of the forest.



In Europe, the roe deer (Capreolus capreolus) is the most common large mammal in the park. During the spring it feeds on the open and on the edge of the forest.



The roe deer (Capreolus capreolus) is one of the most common large mammals in the park. During the spring it feeds on the open and on the edge of the forest.



The roe deer (Capreolus capreolus) is one of the most common large mammals in the park. During the spring it feeds on the open and on the edge of the forest.



The roe deer (Capreolus capreolus) is one of the most common large mammals in the park. During the spring it feeds on the open and on the edge of the forest.

3 hiking routes

2 cycling routes

1 canoeing route

1 self-drive route

2 nature watching products (birds and animals)

Slitere National Park

40. Rāstnieku Street, LV-1046, Līvāni
Phone: +371 14 7412400 - Fax: +371 14 7480041
www.slitere.lv

Marking the route in the nature/Guidelines



Product development


Seminars



Guidelines

Basic principles for
**ENVIRONMENTALLY FRIENDLY
AND SUSTAINABLE**
nature tourism activities and product
development in nature areas

Supported by a grant from Iceland,
Liechtenstein and Norway through
the EEA Financial Mechanism and
the Norwegian Financial Mechanism

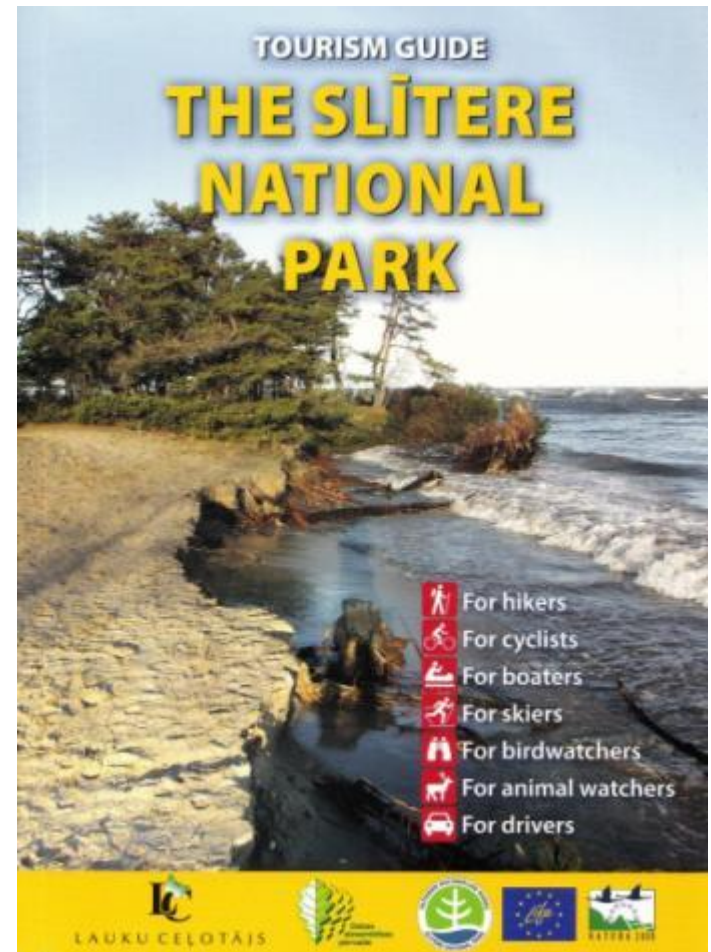
  

Basic principles for environmentally friendly and sustainable nature tourism activities and product development in nature areas

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



Travel Day to Slītere

- Initiative from the local people
- All players at the negotiation table
- Become a regular event
- New products launched, the existing ones improved for The Day
- Feedback and analysis in follow-up meeting



HANDBOOK

FOR ORGANIZATION OF PUBLIC EVENTS

Practical example – Travel day to Slītere on 12th June, 2010

Tiekamies! ▶

Slīteres **ceļotāju** dienā










2011. gada 4. - 5. jūnijā



Free excursions offered by local guides, local businesses

12 PEARLS OF SLITERE

COME AND SEE!

-  **1** THIS TASTE OF THE LOCAL SPECIALITY: BREADED FISH AT UJA
-  **2** SCENIC VIEW FROM THE SILVER Lighthouse
-  **3** BIRD MIGRATION WISDOMS AT CAPE MOLLA
-  **4** MAMMOALS AT THE CONIFEROUS FORESTS AT SLITERE
-  **5** STORIES BY THE ETHNIC LIP: EDGARD BASTAMANT, AT THE PAULI BISHOP MUSEUM
-  **6** MASLICE DURING THE ANNUAL LIP FESTIVAL
-  **7** WOODY DUNES AND MARSHY REFLECTIONS AT THE PETREZZI NATURE TRAIL
-  **8** OPEN SEA JUMP THE BEACHES
-  **9** AUTHENTIC FISHERMAN VILLAGE AT BONDAGE



How to develop tours

- contacts with specialised tour operators
- visit specialized trade fairs (Bird fair in UK etc.)
- develop products following tour operator specification
- fam tours for tour operators



Tour packages

www.countryholidays.lv

Spring Birdwatching Group Tour



Who is it for? This tour is for keen and experienced birders who like to spend some time on the sites looking and listening to the birds. The tour is guided by professional and experienced ornithologist and covers the best of the spring migrations. The tour passes Kemeri National Park, several lakes, goes along the sea coast where most of the migration traffic goes over, covers some wonderful historic sites islands, floodlands and marshes.

30 Apr-09 May (10 Days)

Day 1. Arrival in Riga. A tour of the Latvian capital of Riga and its Old Town, which is on the UNESCO list of global cultural heritage. Overnight at the Monica Centre Hotel in Riga.

Day 2 Riga - Jelgava - Sella - Jelgava - Stampe-Dundaga - Miera - Seldra - Jaumokla - (760 km)

See what sites and attractions en route: Riga-Jelgava-Sella (40 km). The Sella flood-lands a major site of migrating geese, ducks and different plovers; Sella-Jelgava (18 km). Jelgava Falck's Island (Swedish); Lunch at Jelgava; Jelgava-Stampe-Dundaga Meadows (40 km). The Dundaga Meadows are an important part of the forested area of the General Health along the course of the little Stampe River. There is a bird-watching tower, as well as so-called Trout of Males (ag) - wetlands flooded by basins at the meadows and of the territory. Seldra-Jaumokla - (30 km). The Jaumokla Minor Park. Overnight at Jaumokla Minor.

Day 3 Jaumokla - General - Sella - Osta - Lapmeždrava - Jaumokla - (300 km)

See what sites and attractions en route: A wetland path near a forest and the camping forest which surround it. The short path takes one through the black alder wetlands of the Vidupe River, as well as the wetlands between the Forest House and Lake Sella; A visit to the waterfalls; Lunch at Sella.

Day 4 Jaumokla - Miera - Ingau -

Make a reservation at the Baltic Country Holidays, A, at the address: Valdemars pi. 48, Riga, LV-1008, Latvia. T: +371 71 91 11 00, E: info@countryholidays.lv

www.countryholidays.lv

...everything about mushrooms: from picking to preparation!

TRIP DETAILS

Package price per person

from 1 120.00 EUR*

by 10 persons. see on site

by 12 persons. see on site

*Minimum number of persons - 4

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti



www.countryholidays.lv

Mushroom Tour at Vidzeme region



(7 days)

Who is it for? This is for people who enjoy forests, wildlife and has an interest in mushrooms - different species as well as their various ways of preparation. The tour is led by the professional mycologist and combines the mysterious world of mushrooms with local culinary traditions. The group is introduced with mushrooms growing at the various biotopes - natural as well as man made. The tour goes in different forests, pass some historic sites and small villages on the way. Everyone could try their hand at mushrooming and by the end of the day together with guide sort them out and cook in delicious meal.

Day 1 Arrival in Riga. Departure to the hotel in the city centre. Introduction meeting with the guide at the Latvian Nature Museum which can be followed by the excursion to the Central Market. Free time in Riga. Accommodation at Island Hotel.

Day 2 Rēvele Rīga - Sīkule - Rīgas -

Nācēnu - Līvūdu -

Ēvelnē. One of the most popular mushroom picking routes at Riga suburbs. Here we might find popular in Latvia edible mushroom like chanterelles, russula and various boletus. Also Chestnut Boletus (*Gyroporus castaneus*), Land Boletus (*Boletus luridus*), edible tree fungus - Sheep polypore (*gopalar*), As *Scaevola* (corking) (*Hydnangium*), Golden coral (*Rhizoglyphis*) and others. Short stop at St. Michael's Church in Riga to look for rare mushroom in European level - peaty saffron yellow coloured (*Hypholoma*).

Day 3 Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Ēvelnē -

Amata river which grants spectacular views, including impressive sandstone Zvarets Cliff as well as mushrooms typical for river banks. Also Chaga (*Inonotia obliqua*) which is used in medicine as well as Alder Slender (*Inonotia radicata*) which changes its colour depending of the light. We'll make a stop at Cēsturook at its majestic medieval castle ruins and charming Old Town. Ungarņu Minor is unique example of the 18th century wooden baroque architecture. The interior paintings on the walls and ceilings have still survived. The minor has the park with impressive old oaks. There we look for (*Haploporus croceus*) and other typical mushrooms growing by oaks. Walking along the Lake Valdeņa we might find summer boletus (*Boletus reticulatus*). We end the mushrooming by stopping at the shital mushroom growers at Dubaj. Accommodation at the hotel Midmar in Valmiera.

Day 4 Zilākalne -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

Šķēde -

TRIP DETAILS

Package price per person from

EUR 57.00*

Based on group of 10 persons

*Minimum number of persons - 4

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

*Included in the price is: transport, meals, accommodation, entrance fees, insurance, etc.

*Maximum of 10 persons can change a date

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti



View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti



View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

View no garbājam ūdeņiem, kas ir labi izvēlēti

Make a reservation at the Baltic Country Holidays, A, at the address: Valdemars pi. 48, Riga, LV-1008, Latvia. T: +371 71 91 11 00, E: info@countryholidays.lv

www.countryholidays.lv

Linking touring routes with info on NATURA2000 sites



- News
- Tours
- Worth seeing
- Car rental
- Ferries
- Map
- Publications
- Links
- Contact us

Individual cycling tours



Soft adventure in the **Gauja National Park** **BEST SELLER!**
cycling, canoeing, hiking

Latvia (8 days)

This tour begins and ends in Riga, featuring six days of active recreation in the Gauja National Park. You will take a train from Riga to Valmiera, where you will spend the first day hiking the area's forest trails. For the next five days, you will ride your bicycle along the banks of the Gauja River, with short hikes along the way to look at sandstone cliffs and caves, to swim in local lakes, and to canoe down the river through the Ligozne Nature Park with its wealth of Baltic wildlife. You will cross the river at one point on Latvia's only wood transport ferry, which is carried along by the river. Finally you will end up in the lovely town of Sigulda, from where you will take the train to get back to Riga.

Read more about: [protected nature areas](#) en route in the description below.

To read feedback about this tour [please click here](#).

1st day / Arrival

Arrival in Riga Airport/ Transfer to the Pick up the info package with maps in Riga. Hotel ABC or Hotel M



Natura 2000

rary description from the hotel reception. Overnight in a hotel at Līvoniņa .

2nd day / Riga - Valmiera

Breakfast at the hotel/ Pick up the bicycle in the morning take train: Riga - Strēlni (2 h, 2 **Cycling: Strēlni - Valmiera (35 km, 100% Asphalt)** brewery of "Brenču" with niche small open-air Overnight in a hotel in Valmiera **Hotel Valmiera** To see more photos from this day please click



3rd day / Valmiera - Cēsis

Breakfast at the hotel. **Cycling: Valmiera - Cēsis (100 km, 50% Asphalt)** white sandstone cliffs and Engu red sandstone free time in Cēsis - visit to the Livonian Or traditional jeweller is recommendable. Overnight in a guest house near Cēsis **"Bīrozos"** To see more photos from this day please click



Territory - Gaujas Nacionālais parks

Territory - Gaujas Nacionālais parks - Latvia, Vidzeme , Cēsis region No 10005

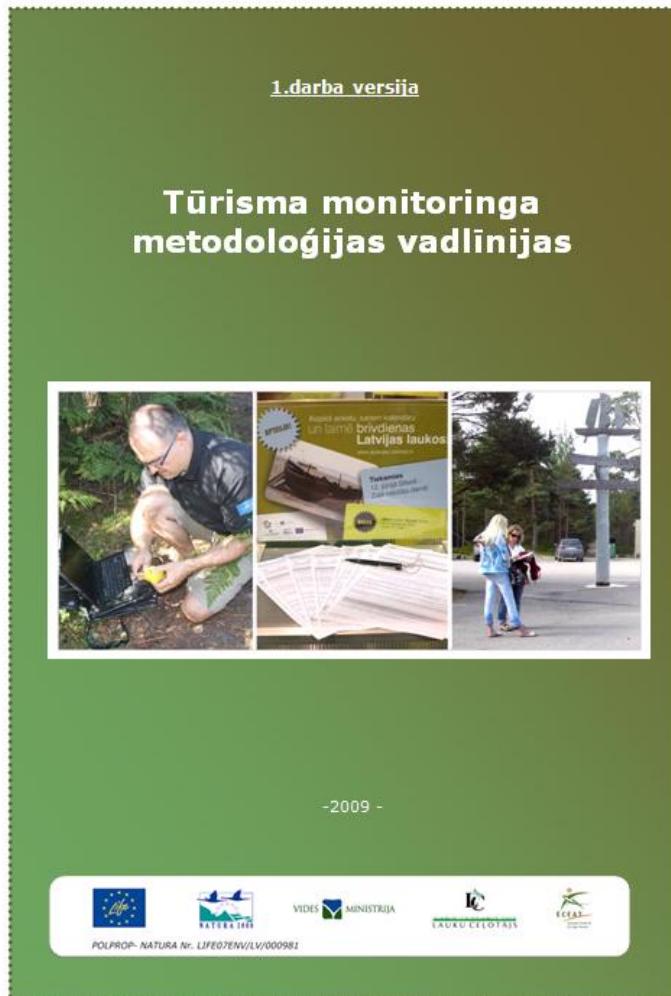
Gaujas Nacionālais parks

The Gauja National Park, established in 1973, was Latvia's first national park, and it has a wealth of tradition in environmental protection and tourism. Indeed, the GNP is one of the most popular tourist destinations in Latvia. The main "artery" of the park is the ancient Gauja River valley, which was left behind when Ice Age glaciers receded. The valley is 95 kilometres long, with many tributaries that are also in deep ravines with massive sandstone cliffs from the Devonian period. The deepest part of the river valley is at Sigulda, where it is 63 metres deep.

The territory has a great diversity of species – some 900 plant species in all. The Gauja is Latvia's most popular river for water tourism, and many tourist accommodations are found along its shores. The Gauja National Park is one of the best-appointed protected territories in Latvia in terms of nature trails and tour routes. Nature trails at Ligozne pass along paddocks of wild animals – the largest and most complete object of its kind in the Baltic States. The park also features cultural monuments of pan-Baltic importance – the Turaida Museum Reserve, the medieval old town of the city of Cēsis with its famous castle ruins and St John's Church, the lake castle at Arāji, etc. Visitors centres are found in Sigulda, along the Ligozne nature trails, and at the Zvārte rock. The administration of the GNP is building a new and modern visitors centre in Sigulda.

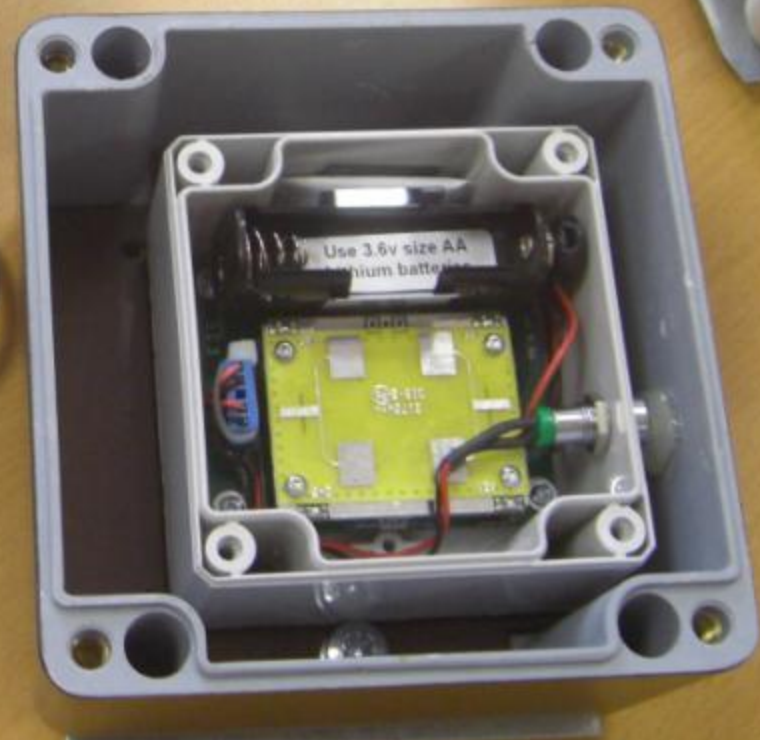
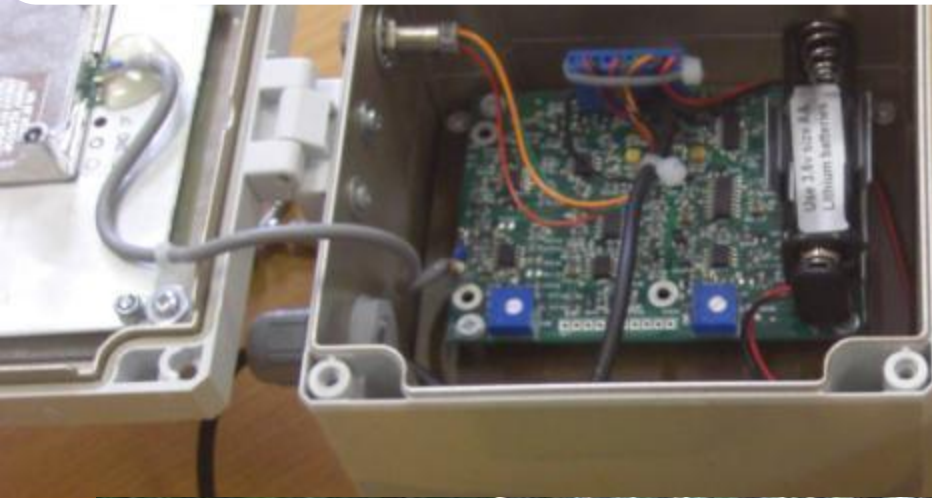
www.countryholidays.lv

Guidelines for Tourist Monitoring Methodology in the SNP



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

Electronic visitor counting



Conclusions

- Local acceptance, motivation and continuous involvement = **be practical!**
- Involvement of professionals for all products and activities (nature, tourism, culture) = **keep quality!**
- Integrated approach to all aspects: social, economic, environmental = **be simple!**
- Fulfil your promises to the locals = **be realistic!**
- Regular feedback of visitors = **follow the market!**

Thank you!



Asnāte Ziemele
Latvian Country Tourism association
asnate@celotajs.lv
www.countryholidays.lv