

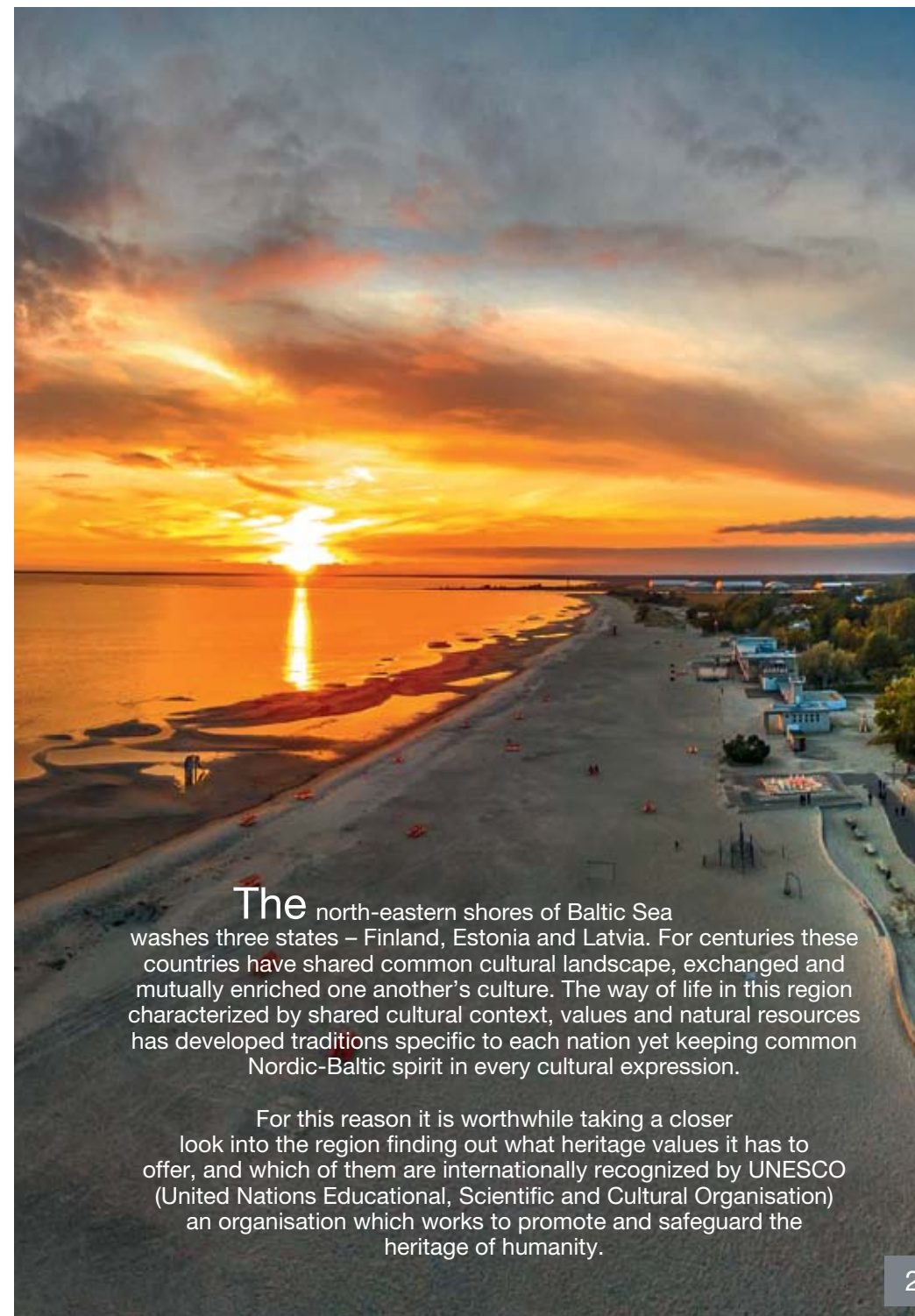


UNESCO HERITAGE SITES AND CULTURAL SPACES IN

Ethnographic Regions of
ESTONIA - Setomaa, Kihnu Island,
LATVIA - Suiti Land, Livonian Coast,
and SOUTH COAST OF FINLAND

PROGRAMMES FOR TOURISTS







What is UNESCO acknowledged heritage?

For centuries, people thirsty for knowledge have travelled to explore the world's diverse peoples and cultures, their skills and wisdom. In Europe of the 17th and 18th centuries, the phenomenon of educated and wealthy men travelling around Europe's metropolises was called a "Grand Tour". However, today cultural tourism is no longer a tradition of the bourgeois, it is an opportunity – available to everyone.

One hundred years ago, the "Grand Tour" had a certain canon: the route

included exploration of the main centres of culture, science and education in Belgium, France, Italy and Germany – while nowadays, UNESCO maintains lists of values that can be considered as peculiar guidebooks for cultural journeys. UNESCO develops such lists of tangible heritage values (monuments, architectural ensembles, nature parks and sanctuaries, cultural landscapes), as well as for traditions, which are not tangible, and reveal in the use of knowledge and skills passed down from generation to generation.

What is UNESCO Intangible Cultural Heritage?

One of the most beautiful UNESCO developed lists of this kind is devoted to promotion of intangible cultural heritage. With the term "intangible cultural heritage", we understand different forms of oral expressions, languages and dialects, social practices, festive events, performing arts and rituals, traditional knowledge and craftsmanship, including instruments and objects associated with them, as well as cultural spaces.

Cultural spaces are special places where traditions passed down from generation to generation are concentrated in an environment that relates to the origins of such traditions. In Latvia and Estonia, multiple cultural spaces can be found which are promoted by UNESCO granting international recognition.

Would it be *sklandrausis*, a traditional pie baked with love alongside Suiti women, or a moment of admiration observing Livi men carrying out the catch of the day in the wind-swept shores of the Livonian landscape, the humbleness and wisdom sounded out in the polyphonic singing of Seto people, or the inspiration found in the cheerful colours of crafts developed by Kihnu island people; every single one of these experiences is an expression of tradition concentrated in time and space, which we can receive in an extraordinary tourism product that helps us travel meaningfully and to become more aware, skilful and inspired.



More information on the UNESCO

Intangible Cultural Heritage Lists available:
<https://ich.unesco.org/en/lists>



Destination area – Latvia, Estonia and South Coast of Finland.

Estonia, Latvia and Finland are neighbouring countries in the North of Europe and Scandinavia, on the shores of the Baltic Sea. Visiting all countries in one trip is very easy for the following reasons: relatively short travelling distances between and within the countries due to their small size, no border formalities between countries since Estonia, Latvia and Finland are in EU, all countries have the same time zone, the same currency and similar climate. The peoples of our countries feature many similarities in temper and way of life. However, each one is proud of their own unique identity which shows in language, arts and crafts, food and traditions. While each country has its own national language, in cities many people speak English as well. In rural areas, however, foreign language skills are sometimes less common and interpreter services would be helpful.

ABOUT PROGRAMMES in this brochure:

Ethnographic regions – UNESCO cultural spaces in Latvia and Estonia.

The programmes allow visitors to experience unique and different ethnographic regions where traditional culture is still part of peoples' everyday life:

- **UNESCO Representative List of the Intangible Cultural Heritage of Humanity:**

- SETO LEELO, Seto polyphonic singing tradition (Estonia);

- KIHNU CULTURAL SPACE (Estonia);

- SMOKE SAUNA tradition in Võromaa (Estonia).

- **UNESCO List of Intangible Cultural Heritage in Need of Urgent Safeguarding:**
SUITI CULTURAL SPACE.

- **National Intangible Cultural Heritage Inventory of Latvia:**

THE LIVONIAN CULTURAL SPACE.

Livonian community has made a commitment to prepare a nomination for UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

The programmes offer brief cultural experiences that can bring some diversity to itineraries for group and individual travels. They can be adapted to the timing and geographical area covered by tour operators' existing tours, and fitted in as additional elements without changing the basic tour itinerary.

The descriptions of the programme packages are provided to give an idea of the product performance, as well as to showcase the different elements which characterize the nature of UNESCO acknowledged intangible cultural heritage in tourist friendly manner.

They are structured in three parts:

- **GENERAL INFORMATION** presents the technical details regarding the programme's duration, distances, etc. to help readers understand whether and how the programme could be fitted into tour operators' itineraries;

- **THE INTRODUCTION** describes the highlights and unique experiences the programme offers;

- **THE PROGRAMME ITINERARY** describes activities that can be included in the package.

At the end of the brochure, see the **COMBINED 10-DAY TOURING ROUTE** along the above listed UNESCO cultural spaces and UNESCO World Heritage sites such as Historic Centre of Riga in Latvia, Old Town of Tallinn in Estonia and Fortress of Suomenlinna in Finland.

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SETOMAA

MORE INFORMATION:
www.visitsetomaa.ee



SEASON
all year

FOR WHOM:
individuals/groups
(max. 30 pers.)

PROGRAMME INCLUDES:
guided tour + entrances +
local lunch

PROGRAMME
DURATION:
8 hours

TYPE OF TRANSPORT:
private driver/tour bus

DISTANCE FROM TALLINN:
approx. 285 km

DISTANCE FROM RIGA:
approx. 240 km



INTRODUCTION

Setomaa has been inhabited for about 8,400 years, which makes it one of the oldest human settlements in Estonia. It is located on the border of Eastern and Western civilisations, adjoining Russia, Latvia and Estonia. Setomaa is famous for its well-preserved traditions and culture. The local handicraft skills have been passed down through families for centuries. Seto polyphonic singing (*Seto Leelo*) is inscribed on the UNESCO List of the Intangible Cultural Heritage of Humanity. Setos have distinctive national costumes, rich in detail and unique to each family. Perhaps most impressive is the distinctive array of Seto jewellery. These visually striking pieces not only reflect the social standing of the wearer, but are also worn as amulets safeguarding them from misfortune. To this day, the Seto lifestyle remains closely tied to nature. It is common practice for the Seto not only to enjoy the natural beauty of the forest, but to also use its gifts. Seasonal berries and mushrooms are picked freely.

It is best to start the tour in Tartu and finish in Tartu. The tour can also start and end in Võru.



PROGRAMME:

The group is greeted by a local guide Helen Külvik.

VÄRSKA FARM MUSEUM.

A living farm museum with livestock to give you an idea of the traditional way of life of the Seto people some 100 years ago. Optional workshop on baking traditional rye buns in a Russian stove. Option to have hot drinks and/or lunch in the museum restaurant. Handicrafts for sale and a gift shop. Duration: museum tour approx. 1 hour, bun baking approx. 30 min., restaurant meal approx. 45 min.

SAATSE BOOT:

drive through Russia. There is a section of Russian territory in the route from Värskä to Saatse. Visitors are permitted to drive through without a Russian visa, but they are not allowed to stop.

OLD GEORGE'S SOAP SHOP AND GOD'S HILL.

A visit to a courageous and smart entrepreneur who combines ingredients from the local environment – such as bog peat, the holy water of Pechory Monastery, fine sand, birch leaves, blueberries – into lovely-smelling products. Listen to his stories, smell the soap, and buy some lovely and useful souvenirs (payment in cash only). God's Hill is a small hilltop with of local historical significance. Duration approx. 1 hour.

OBINITSA MUSEUM:

get dressed up as a Seto! The Seto women have a special look and wear a lot of silver jewellery. Get an idea of how to dress as a Seto – one of the group members is dressed up in Seto clothing and jewellery. This is equally enjoyable for the other members of the group: the person who gets dressed up will look completely different. Gift shop and souvenirs. Duration approx. 1 hour.

SETO ART GALLERY:

the story of Seto silver. The local silversmith will share his knowledge of Seto silver jewellery and show the group some nice examples. Duration approx. 1 hour.

TAARKA'S HOUSE.

A heart-warming and bountiful dinner featuring the best traditional recipes from Seto cuisine. The hosts welcome visitors and tell them all about the food. Duration approx. 1 hour.

The dinner can be accompanied or followed by a performance by a local choir presenting *Seto Leelo* (groups only), the traditional Seto polyphonic singing, which has been included in the UNESCO Representative List of the Intangible Cultural Heritage since 2009. Duration approx. 1 hour.

Optional: a session with a musician to learn some traditional dances. Duration approx. 30 min.

Estonian Smoke Sauna at MOOSKA FARM

MORE INFORMATION:
www.mooska.eu

ADDRESS:
Mooska Farm, Haanja, Võru, Estonia 65601



SEASON
all year

FOR WHOM:
individuals/groups
(max. 20)

PROGRAMME INCLUDES:
1.5 hour tour + 1.5 - 2 hours
masterclass or
sauna session + 1.5 hours dinner

PROGRAMME
DURATION:
half-day
programme

TYPE OF TRANSPORT:
individual transfer/
tour bus

DISTANCE FROM TALLINN:
270 km

HOST:
Eda Veeroja

INTRODUCTION

The smoke sauna is an important part of everyday life in the Võru community in Estonia. It is the hub for a rich set of traditions including bathing customs, the skills of making sauna whisks, building and repairing saunas, and smoking meat in the sauna. The sauna is a building or room heated by a stove that is covered with stones, with an elevated platform for sitting or lying. It has no chimney, and the smoke from the burning wood circulates in the room. People usually go into the sauna together and remain until they are sweating. Water is thrown onto the heated stones to produce hot steam-laden air and bathers beat their bodies with whisks to exfoliate and stimulate blood circulation. After sweating, whisking, relaxing and possible healing procedures, people cool down outside and rinse their bodies with water. The procedure is then repeated. The smoke sauna tradition is primarily a family custom, usually practised on Saturdays, but also before major festivals or family events. Its main function is to relax the body and mind. Families take turns hosting each other. Usually an older family member is responsible for preparing the sauna, accompanied by children, who gradually acquire the necessary skills. The smoke sauna tradition is part of the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

Mooska Farm is a typical smallholding in Southern Estonia. The Veeroja family are proud to share their life with guests and introduce them to the smoke sauna.



PROGRAMME:

Arrival, meeting the hosts.

Short lecture about smoke sauna's intangible cultural heritage, UNESCO's Representative List of the Intangible Cultural Heritage of Humanity – in Estonian and in English.

The hosts present the smoke saunas of Mooska farm. Two of them are for bathing, while the third is for smoking meat. Visitors get an overview of the construction, heating, sauna rituals and family traditions of the smoke sauna. The tour ends with tasting of smoked pork. Duration approx. 1.5 hours.

Practical master class for how to heat a smoke sauna and make whisks. 1 hour.

Optional: Sauna session with the host family. The hosts lead the visitors through the sauna process. The sauna is located near a pond for a refreshing swim when the water is ice free or an invigorating dip during winter. During the experience, hosts will talk about Estonian smoke sauna traditions and beliefs. 2.-2.5 hours.

Optional: traditional Estonian meal. 1.5 hours.

KIHNU ISLAND

MORE INFORMATION:
<https://visitkihnu.ee>
www.kultuuriruum.ee
www.kihnumare.ee



SEASON all year WINTER TIME:

during winter
it is better
to come with
the bus or
to prearrange
one on
the island
(max 20 seat)

FOR WHOM:

sauna session:
4–6 persons
tour: max. 20 persons

PROGRAMME INCLUDES:

guided tour + traditional lunch
+ home visit
+ folklore concert (groups only)

PROGRAMME DURATION:

approx.
6.5 hours

TYPE OF TRANSPORT:

- private driver/tour bus
- ferry to/from Munalaiu har-
bour (near Pärnu in Estonia)

DISTANCE FROM TALLINN:

140 km



INTRODUCTION

Kihnu is the largest island in the Gulf of Riga, with an area of 16.4 km². It is only 7 km long and 3.3 km wide. Kihnu's cultural space and its traditions are included in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. There are four villages on

the island, and the islanders still wear national dress as everyday apparel. The unique atmosphere of the island can be experienced during a guided daytime programme. Kihnu Mare, the local guide, has developed her own traditional culture network with the people who have the know-how and skills to demonstrate different aspects of Kihnu culture to visitors – the language, traditional clothing, farming and fieldwork, handicrafts, the cooking of traditional foods, folklore, church life, singing, and dancing at weddings and village parties, as well as their traditions surrounding the sea, fishing, seal hunting and living in harmony with nature.

PROGRAMME:

Boat from Munalaiu to Kihnu.

09:30

Local guide Kihnu Mare meets visitors arriving by ferry from Munalaiu at the harbour.

10:00

Kihnu Museum. Visitors will learn about the history of the island, see national costumes and household items, fishing equipment and local paintings. There is a range of local souvenirs on sale and a coffee corner.

11:00

St Nicholas Church, built in 1784, is one of the few orthodox churches converted from a Lutheran sacral building. There is a simple but beautiful iconostasis in the church.

11:30

Kihnu lighthouse is a striking iron structure, built in 1864 and offering spectacular views over the island. It stands 29 metres tall, with a winding internal staircase.

There is a narrow round-the-tower balcony at the top.

12:00

Metsamaa Heritage Farm visit. Visitors will see traditional architecture, handicrafts, farm life, and the motorcycles with side-cars that are used by the local women as a regular means of transport and have become closely associated with the island.

13:00

Traditional lunch: fish or meat, home-made rye bread.

14:00

Home visit: an opportunity to see how a traditional Kihnu family lives. Guests will see sheep, storehouses with chests full of handicrafts, a sauna and the living rooms of the main house.

15:00

Folklore concert. Local singers and handicraft masters perform the island's traditional wedding and village songs and dances, and demonstrate handicrafts.

16:15

Ferry departs.



THROUGH THE LAND OF SUITI

MORE INFORMATION:
www.alsunga.lv/lv/
www.suitunovads.lv/en/



SEASON
all year

FOR WHOM:
individuals/groups

PROGRAMME INCLUDES:
guided tour + entrances +
local lunch

PROGRAMME
DURATION:
5 h

TYPE OF TRANSPORT:
private driver/tour bus

DISTANCE FROM RIGA:
180km

INTRODUCTION

The Suiți are a community with some of the most colourful and unique cultural traditions in Kurzeme region and Latvia. This was acknowledged on October 1, 2009, when the cultural space of the Suiți was included in the UNESCO List of Intangible Cultural Heritage in Need of Urgent Safeguarding, indicating that these traditions are very fragile and must be safeguarded. The Suiți cultural space as an exceptional value of folk traditions, is also a part of the Latvian Cultural Canon. Manifestations of this intangible cultural heritage include traditional festivals, customs, oral traditions, traditional singing and music playing skills, folk costumes and culinary traditions. Since 2009, the Suiți community has been undergoing a renaissance, with people actively working to restore traditions and to ensure their sustainability and promotion at the local, national and international level. The survival of the cultural space is in the hands of the Suiți themselves, and this is closely linked to the practices and the creativity of community members. The Suiți believe the development of tourism in their cultural space to be of great importance in this. This means emphasising a niche in cultural tourism that is based on the broader promotion of the unique cultural heritage of the Suiți.



PROGRAMME:

The "Rija" Suiți craftsmanship and art space is in the threshing barn of an old estate in Alsunga. There is a souvenir shop where you can purchase practical items such as shawls, gloves, stockings, dishes, herbal teas, etc. Creative children's workshops are available, and if you contact the venue in advance, you can meet Suiți women to learn about traditions, sing, and play games.

The Livonian Order castle in Alsunga was built gradually between the 14th and 18th centuries and has been rebuilt several times. It is known that there was a fortified house in Alšvanga in 1341, and in 1372, work began on a square castle made of rocks. Defensive towers and other elements of the church were built between the 15th and 18th centuries. The Alsunga castle is unique in that it is one of the few Medieval buildings in Europe that has preserved its historical appearance.

Dizgabalkalns Hill is an ancient Curonian castle mound in the very centre of Alsunga. It got its name in 1659 when General Berg from Kurzeme put cannons on it to attack Swedish forces that had established fortifications in the Alsunga castle. The hill is 8 to 10 metres high and 24 x 54 metres wide, offering a lovely view of the St Michael Roman Catholic Church, as well as the Alsunga windmill lake that is alongside it. On the other side of the street, to the West of the castle hill, there is a cemetery with cremation graves of Curonians that date back to the 11th–13th century. The Suiti celebrate Easter and other festive events on the hill.



Spēlmaņu pub is located at the heart of Alsunga, where tourists can have the opportunity to enjoy hearty meal. Upon request, guests can sample traditional regional cuisine from Suiti, as well as take part in their preparation under the guidance of Suiti women. In addition to cooking, you can explore the richness of Suiti cultural heritage in the performances of the bands “Suiti women”, “Suiti men”, and “Suiti bagpipe players”.



The St Michael's Roman Catholic Church of Alsunga was built around 1625. For several centuries it was the main worship place for the Suiti community, supporting the community's spirituality and identity. In 1882, the church was expanded into the form of a cross as seen today. Inside the church, you can see work done by the Dutch wood carver Johann Mertens around 1715. The organ was built by F. Weisenborn in Jēkabpils in 1893, and the altar painting dates back to 1910. Below the church is the bricked graveyard of the Schwerin dynasty.



The Alsunga Tourist Information and Historical Heritage Centre has a permanent exhibition that features a Suiti living room and a kitchen, as well as liturgical apparel collection worn by Catholic priests. In the exhibition hall there are rotating exhibitions related to the history and present life of the Suiti women's ethnographic ensemble. A special offer involves performances by ensembles “Suiti women”, “Suiti men” and “Suiti bagpipe players”.

The “Austuve” and “Suiti kitchen” are creative workshop places located in the building of the **Alsunga Administrative District Museum**. You can see how Suiti folk costumes and elements are produced, learn more about weaving traditions and learn about the colourful apparel of the Suiti people, and dress up in Suiti traditional clothes. You can also try your hand at weaving under the guidance of experienced masters. In the “Suiti kitchen” you can learn about the culinary heritage of the Suiti people, as well participate in the master classes and learn how to make Suiti traditional sour bread (skābmaize), carrot pie (sklandrausis) and other traditional dishes.



LIVONIAN COAST

(Līvõd rānda)

MORE INFORMATION:
www.visit.dundaga.lv
www.livones.net
www.visitventspils.com



SEASON
May – October

FOR WHOM:
individuals/groups (max. 30) with guide/interpreter

PROGRAMME INCLUDES:
guided tour with entrances + traditional lunch + folklore concert

PROGRAMME DURATION:
ca 8-10 hours

TYPE OF TRANSPORT:
Private driver/ tour bus

DISTANCE FROM RIGA:
150 km (Kolka)
Part of the route crosses the Slītere National Park and the Oviši Nature Reserve.



INTRODUCTION

Livonians are the indigenous people of Latvia of Finno-Ugric origin, who played a significant role in the formation of present-day Latvian language and culture. Contemporary Latvian developed as a result of interactions between the Livonians and ancient Baltic tribes – Latgalians, Semigallians and Curonians. Livonians have managed to preserve the peculiarity of their language and culture – food, folk costumes, verbal creative works, etc., as well as to develop these elements, thus becoming a part of Latvia's cultural environment. From the data of 2011 the Livonian population of Latvia is 250 people and today, approximately 30 people are competent in the Livonian language to the degree that allows fluent communication. Thus, Livonians currently are one of the smallest ethnic groups of Europe. The Livonian heritage can be observed on the Livonian Coast, as the route spans through 14 fishing villages on the Livonian Coast. Livonians are committed to inscribe their heritage on the UNESCO Representative List of the Intangible Heritage of Humanity.



PROGRAMME:

• **Livonian Community house** in Kolka – gathering house in renovated building “Pastnieki”, exhibition of Livonian household and cultural objects and information centre.

• The performance of Livonian music ensemble **Laula**.

• **The village of Kolka** with a Lutheran (altar piece painted by H. Heinrihsone), Catholic and an Orthodox churches.

• **Sklandraušī** – a traditional Livonian carrot pie. A master class in cooking sklandraušī by Livonian lady Dženeta Marinska at the Ūši house of Kolka.

• **Cape Kolka** (Livonian – Kūolka nanā) – one of the first locations of present-day Latvia that were mentioned by Vikings in the Mervalla rune stone (approximately 1000 A.D.). Cape Kolka is the place where the Livonian Great Sea (*Sūr mer*) and Small Sea (*Piški mer*) meet.



• Livonian fishing village **Saunags** (*Sānag*).

• **Pitrags** (*Pitrōg*) with the Pitrags Baptist Church.

• **The Krogi** homestead in the centre of Pitrags (Pie Andra Pitragā) has a collection of 27 old types of Livonian coastline fencing. The owner also offers a chance to help with the smoking of fish and then to taste the resulting product. Introduction to Livonian fishing gear, fishing and fish processing traditions.

• Livonian fishing village **Košrags** (*Kuoštrōg*) – cultural monument. Traditional and modern buildings of a Livonian village.

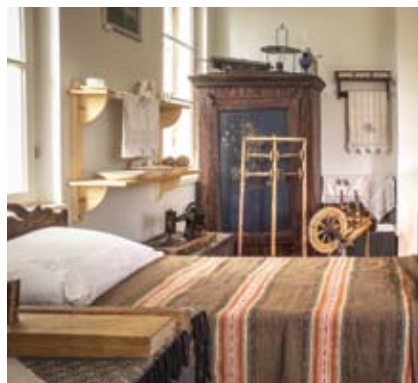
• **Mazirbe** (*Irē*) – the most significant centre of Livonian culture on the coasts of Northern Kurzeme.

• **Mazirbe Old Cemetery** (a monument to the parents of Livonian captain A. Bertholds, Werewolf grave – a site linked to Livonian mythology) and Mazirbe church, where services were once held in Livonian language; (20 min)

• **Livonian Community House** – a symbol of Finno-Ugric people. Tasting of national dishes.

• **Boat cemetery**, the site is associated with the prohibition of traditional coastal fishing during the Soviet times.

• **Šlītere Lighthouse** – a place from which Saaremaa island can be seen – the home of Livonians' closest Finno-Ugric neighbours, with whom the locals maintained close contact before the World War 2. The exhibition displays the history of culture of Šlītere National Park.



• **Sīkrags** (*Sīkrōg*) – One of the oldest Livonian fishing villages featuring traditional and contemporary architecture (a cultural monument).

• **Lielirbe** (*Īra*) – once the largest fishing village of the Livonians, connected by a route of narrow-gauge railway (so called “*Līvzemes vilciens*” (Livonian Land Railway) – the most significant coast transport of Livonians – crossing the River Irbe over the new foot bridge.

• **Western Livonian centre** – fishing village Mīķeltornis (*Pizā*) – school, church, and Pize Pub building – the only building of its kind on the Livonian Coast – and the environmental object “*Burinieku gadsimts*” (Century of Sailing Boats), a cemetery with a monument to a Livonian poets (the earliest known monument dedicated to a Livonian).

• **Irbene** locator and deserted army town of Irbene (Soviet heritage). As the Soviet Army entered, Livonians were forced to leave the coast because individual fishing was prohibited due to a newly established border area. Numerous army bases were stationed at former Livonian fishing villages of the western coast. The monument dedicated to Jānis Princis, Livonian poet and book translator who established a part of the city of Ventspils (*Ostgals*), the street (*Prinču iela*) and the house named after his family, as well as other buildings of the Ostgals district of Ventspils around it. Visit to the promenade of Ventspils.





COMBINED TOUR

10 DAYS · 9 NIGHTS



TRUE EXPERIENCE

of UNESCO Acknowledged
Intangible Cultural Heritage and
National Heritage Sites

SETOMAA, KIHNU ISLAND,
SUITI LAND, LIVONIAN COAST,
SOUTH COAST OF FINLAND

*The tour presents UNESCO
World Heritage Sites and the Intangible
Cultural Heritage of Latvia, Estonia and Finland.*

*Experience the famous traditions of song,
national crafts, architecture and food of the
unique Seto, Kihnu, Suiti and Livonian ethnic
groups and in the South coast of Finland.*

RIGA – KOLKA – VENTSPILS – KULDIGA – ALSUNGA – RIGA – TARTU –
VÄRSKA/OBINITSA – TARTU – HAANJA – PÄRNU – KIHNU – PÄRNU – TALLINN –
HELSINKI – WESTERN UUSIMAA – LOHJANSAARI ISLAND – HELSINKI



Day 1 RIGA

Arrival in Riga.

Riga city tour.

The Dome Cathedral with one of the world's largest pipe organs, St. Peter's Church with magnificent views of the city from its steeple, the old Guild Houses, the Swedish Gate, the architectural ensemble Three Brothers, St. Jacob's Church, the Parliament House, Old Riga Castle, Art Nouveau area. The Historic Centre of Riga is a UNESCO World Heritage Site.

www.liveriga.com

Overnight stay in a hotel in Riga.



Day 3 SUITI

KULDIGA
ALSUNGA
RIGA

**DRIVING
DISTANCE:**
204 km

**PROGRAMME
DURATION:**
full day (8 h)

Depart Kuldīga and drive to Alsunga. Visit the centre "Rija" of Suiiti arts and crafts in Alsunga town – exhibition and shop. Alsunga Medieval Castle Museum. The Dižgabalkalns hillfort – a place for traditional festivities and beautiful landscapes. The Alsunga Catholic Church. Suiiti traditional textiles – a weaving craft shop and demonstration. The Alsunga Tourist Information and Historical Heritage Centre. Return to Riga.

Overnight stay in a hotel in Riga.



Day 2 LIVONIANS

RIGA – KOLKA
VENTSPILS
KULDIGA

**DRIVING
DISTANCE:**
294 km

**PROGRAMME
DURATION:**
full day (8 h)

Depart Riga and drive to Kolka – Livonian coast – to start your tour from Livonian Community house in Kolka – and continue down the Livonian coast to Ventspils, exploring little fisherman villages, churches, lighthouse, traditional food and crafts and many other locations to experience Livonian culture. Visit Ventspils city and drive to Kuldīga.

Overnight stay in a hotel in Kuldīga.



Day4 TARTU

RIGA
TARTU

**DRIVING
DISTANCE:**
260 km

**PROGRAMME
DURATION:**
full day (8 h)

Visit Tartu Old Town and the medieval St John's Church with its almost 200 terracotta sculptures. Tartu University is an outstanding example of Classicist architecture in Estonia, and a site of European Heritage Label: <http://visittartu.com/>. Estonian National Museum – see examples of Estonian national costumes and food, and learn about the Song and Dance Festival that is inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity (<http://www.erm.ee/en>). Tartu University Observatory is a point in Struve Geodetic Arc (UNESCO World Heritage Site): <https://www.tahetorn.ut.ee/en>.

Overnight stay in a hotel in Tartu.



Day 5 SETOMAA

TARTU
VÄRSKA
OBINITSA
TARTU

**DRIVING
DISTANCE:**
250 km

**PROGRAMME
DURATION:**
full day (8 h)

OPTION 1:

Depart Tartu. At Värskas, the Seto Farm Museum introduces the history and farm architecture of the Seto people. The trip continues through "Saatse Boot", a section of Russian territory in the route from Värskas to Saatse. At Obinitsa Museum the visitors learn about national clothes. The story of Seto silver jewellery at the gallery. A hearty national lunch at Taarka Tarõ accompanied by Seto Leelo, the traditional way of singing.

OPTION 2:

Depart Tartu. The Medieval Theme Park of the Vastsellina Bishop Castle (14th century). Meremäe look-out tower, Serga Orthodox chapel. At Obinitsa Museum the visitors learn about national clothes. The story of Seto silver jewellery at the gallery. A hearty national lunch at Taarka Tarõ accompanied by Seto Leelo, the traditional way of singing. Return to Tartu.

Overnight stay in a hotel in Tartu.



Day 6 MOOSKA FARM SMOKE SAUNA

Visit to Mooska Farm – to experience the UNESCO acknowledged Intangible Cultural Heritage of smoke sauna traditions – located in Haanja Nature Park. Sauna session with the hosts and dinner.

Overnight stay in a hotel in Pärnu.

TARTU - MOOSKA - PÄRNU

**DRIVING
DISTANCE:**
190 km

**PROGRAMME
DURATION:**
full day (8 h)



Day 7 KIHNU

PÄRNU
KIHNU
TALLINN

Pärnu is a popular summer resort town. Ferries take visitors from Pärnu (Munalaiaid port) to Kihnu Island. The Kihnu Cultural space is inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. See details in the Kihnu package section and more information at: www.kihnumare.ee. Return to Pärnu by ferry.

Overnight stay in a hotel in Pärnu.

**DRIVING
DISTANCE:**
270 km

**PROGRAMME
DURATION:**
full day (12 h)



Day 8 TALLIN AND HELSINKI

**PROGRAMME
DURATION:**
full day

Tallinn city tour.

The tour combines walking and bus. The walking tour includes the Old Town of Tallinn – an excellent medieval (14th–15th century) city and a UNESCO World Heritage Site, the Toompea Castle, the 13th-century Dome church, the 19th-century Russian orthodox Cathedral of Alexander Nevskij, the 15th-century Town Hall square, the Old Guild built to celebrate Tallinn's membership in the Hanseatic League, and St. Olaf's church. The bus tour includes Tallinn's suburbs and Song and Dance Festival Grounds, St. Brigitte's monastery and Pirita area.
www.visittallinn.ee/eng

Transfer to the Tallink Silja line ferry terminal. Ferry Tallinn – Helsinki (~2h).

Helsinki city tour.

The Helsinki Cathedral and the Senat Square, the Parliament, the Old Market Hall and Market Square, the Esplanade park, the Kamppi Chapel of Silence, the Temppeliaukio church, the Design District Helsinki. Optional: The Suomenlinna fortress, a UNESCO World Heritage site, located on an island right in front of Helsinki.
www.suomenlinna.fi/ja/
Overnight in Helsinki the capital city of Finland.

Day 9 WESTERN UUSIMAA REGION

**DRIVING
DISTANCE:**
70-130km
(depending
on the visiting
options chosen)

**PROGRAMME
DURATION:**
full day

**It is possible to choose
two of the three below
options:**

OPTION 1:
Fiskars Village – excursion
and lunch.
The Fiskars company's
birthplace, an internationally
renowned centre of Finnish
design and art.
www.fiskarsvillage.fi/en

OPTION 2:
**Svartå Manor at Mustion
Linn**, one of the most
precious manor houses in
Finland with a history of more
than two hundred years.
www.mustionlinna.fi/en

OPTION 3:
**Hanko and the old
lighthouse Bengtskär**, the
tallest lighthouse within the
Nordic countries, rising 52
metres above sea level. The
lighthouse was built in 1906
and there is a lighthouse
museum, a home turned
museum, an exhibition on
the Battle of Bengtskär,
a lighthouse post and a
café, as well as premises
for accommodation and
conferences.
Overnight stay in a hotel in
Uusimaa region.

Day 10

LOHJANSAARI ISLAND

UUSIMAA REGION
LOHJANSAARI
HEKSINKI

DRIVING DISTANCE:

70 – 130km (depending on the overnight location)

Visit apple gardens and open farms on Lohjansaari island in the middle of the Lake Lohja, the largest freshwater lake in Southern Finland.

<https://martinpiha.fi/en/> or www.ciderberg.fi

Visit Tytyri Mine museum, a unique and multi-faceted travel destination 110 metres below ground level, combining the Nordkalk mining industry, Kone's world-class technological development, and the adventure and thrills of a travel destination.

www.tytyrielamyskaivos.fi/en/

EXTRA OPTION during Christmas time in December:

Visit Lohja Christmas fair. It is one of the best known in Southern Finland and offers to experience the traditional Finnish way to prepare for Christmas. Over 200 selling points full of traditional handicrafts, Christmas decorations, food and delicacies, souvenirs. Festive events with music performances, meeting Santa Claus and other entertainments. The Lohja medieval church and Lohja museum exhibitions are open for visitors. Transfer from Lohja to Helsinki-Vantaa Airport, driving distance 60 km.

Departure.



INFORMATION

GO RURAL
Baltic Country Holidays
Estonian Rural tourism
Lohja

INFO ON UNESCO REGIONS

Setomaa
Kihnu
Livonian Coast
Suti https
Suomenlinna

GENERAL TOURISM INFO

Helsinki
Riga
Tallinn
Finland
Estonia
Latvia

www.balticsea.countryholidays.info/
www.celotajs.lv
www.maaturism.ee
www.visitlohja.fi/en/main/

www.visitsetomaa.ee
www.visitkihnu.ee
www.visit.dundaga.lv/en/
www.suitunovads.lv/en/
www.suomenlinna.fi/ja/

www.myhelsinki.fi/ja
www.liveriga.com
www.visittallinn.ee/jp
www.visitfinland.com/ja/
www.visitestonia.com/en/
www.latvia.travel/ja



ABOUT THE PROJECT

CAITO - META CLUSTER FOR ATTRACTING THE JAPANESE TOURISM MARKET

Project overall objective: to promote and support rural tourism companies to enter Japanese tourism market by strengthening their capacity and cooperation in the three Baltic Sea countries: Latvia, Estonia, and South Coast Finland.

<http://balticsea.countryholidays.info/>



EUROPEAN UNION
European Regional Development Fund



Interreg
Central Baltic



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