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**GO
RURAL**
Latvia



PROJECT

**Marketing Campaign for Promotion of Rural Tourism and
Development of Rural Tourism Products in all the Regions of Latvia**

ACTIVITIES, RESULTS, ANALYSIS AND CONCLUSIONS

1.06.2013 – 29.02.2015





PROJECT GOAL:

Implement rural tourism marketing campaign by creating and promoting rural tourism products that are based on rural resources and traditional values: local and regional food, culture and rural trade, producers of rural products.

PROJECT KEYNOTE – COLLABORATION IN ALL LEVELS

Content of the Project mainly developed through discussions and collaboration with farmers, agricultural organizations and local tourism information centres. Personal approach, discussions, seminars and surveys reflected the actual situation in the countryside and the needs of the farmers and the rural tourism. We organized meetings with entrepreneurs inspecting both opened to the visitors farms of „Countryside goodies” and public catering places that offer Latvian food. Rural tourism products that are developed during the Project are based on possibilities of the current offer taking into account references of the tourists and market tendencies.

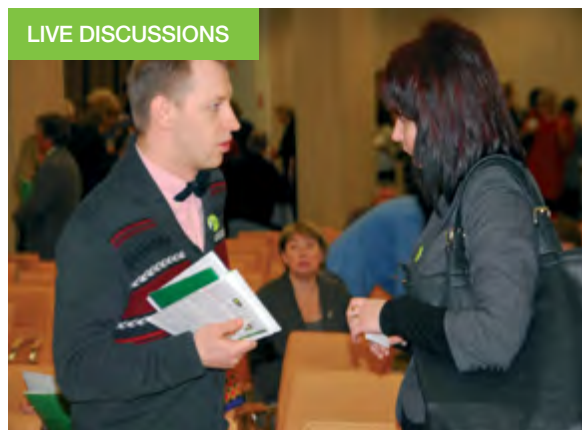
Due to participation, co-operation and personal interest of the farmers we have successfully implemented in practice the concept of “Go Rural”, developed the rural tourism products, organized “Open Days in the Countryside”, and developed criteria of “Latvian Food” and culinary product „Latvian Cuisine”.



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LIVE DISCUSSIONS



INVOLVEMENT OF MASS MEDIA IN PUBLICITY OF THE PROJECT



DIALOGUE WITH POLICYMAKERS



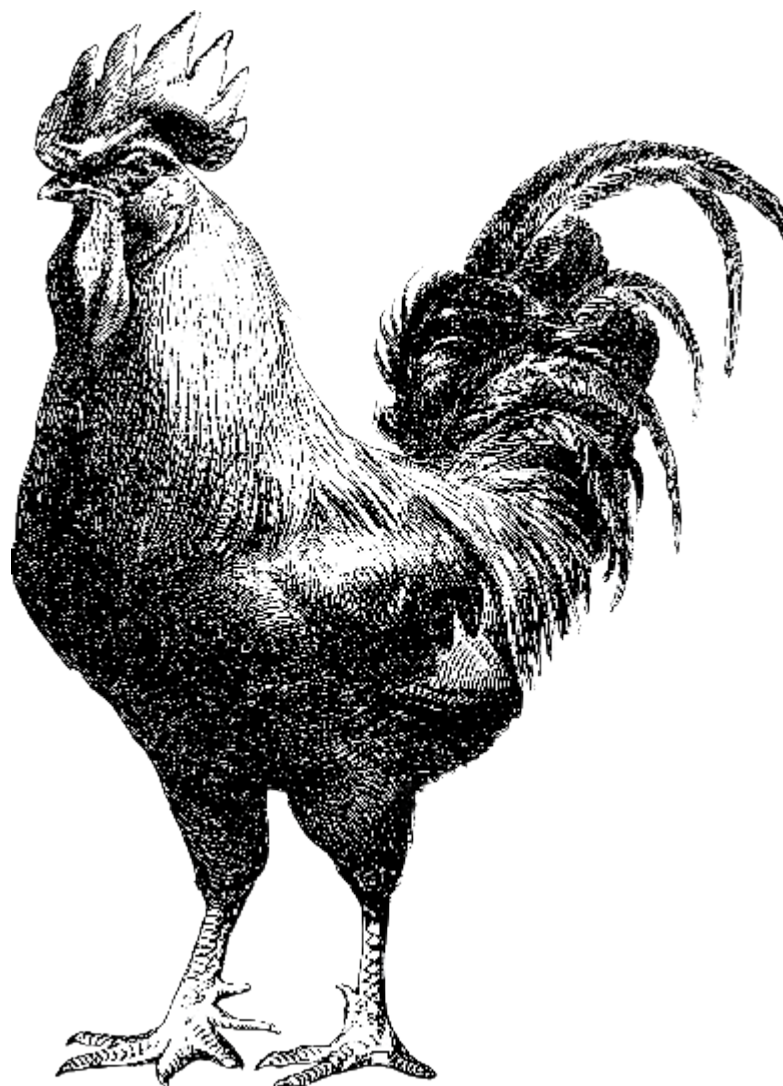
TASTING OF THE COUNTRYSIDE GOODIES



Rural Support Service of the Republic of Latvia

TABLE OF CONTENTS

„Go Rural” concept	2
„Go Rural” product’s market demand and supply	3
Implementation and promotion of “Go Rural” concept	9
Souvenirs “Go Rural”	11
Culinary tourism, Latvian Cuisine	12
Communication and public activities	14
Information Technology upgrades www.celotajs.lv	16
Printed materials	17
Training materials for a rural entrepreneur	18
“Lauku ceļotājs” e-newspaper	18
Video clip	18
Performance assessment and the necessary further activities	19
Thanks for the support, ideas and collaboration to	21



“GO RURAL” CONCEPT

“

The tourism gives extra income and helps to maintain traditions and link with the countryside lifestyle.”

„Go Rural” invites tourists to get to know and enjoy life of the countryside deeper and more properly, at the same time giving opportunity to the local inhabitants to use the countryside lifestyle and the main occupation of the farm as tourism resources. The farms are motivated to take part in the rural tourism because of the social and economic benefit – there is work for senior and junior members of the family, good collaboration of the local inhabitants, cheered up the social activity in the surroundings, and the life into the countryside becomes more interesting. The tourism gives extra income and helps to maintain traditions and link with the countryside lifestyle. Substantially communication with the tourists increases self-respect of one’s work and strengthens identity, because of evaluation of the guests and visitors. In the concept of “Go Rural” all these aspects are taken into account.

“Go Rural” tourism products offer the return to the authentic, to the „genuine”. It is communication with the local people by getting to know the local social and cultural heritage and especially nowadays life and work in the countryside. There are small family businesses with the farmer and owner in the centre – with his story, personality and product.



Into the products of “Go Rural” are included the following offers:

- Different kinds of accommodations into the working fisherman house/farm;
- Activities into the countryside farm – domestic animals, field work, countryside lifestyle, bathhouse rituals etc.;
- Learning and purchase of the local product, culinary traditions, home-made food;
- Recreation in the nature – walking, cycling, mushroom picking etc.

Goal of the “Go Rural” concept is to join appropriate suppliers of services under a common “roof”, give to the product identity and recognition, as well as make the product more easily accessible for tourists. Abroad “Go Rural” concept is well-known therefore these products are interesting not only for the local market, but also for the foreign tourists.

“

Abroad “Go Rural” concept is well-known therefore these products are interesting not only for the local market, but also for the foreign tourists.”

Photo: Family enterprise „Liela muiža” where the barrel maker hands over to the further generation skills of barrel making and guest reception.

Photo: Family enterprise „Skrīveru mājas saldējums” where all the family is involved into the making of the ice-cream and guest reception.



„GO RURAL” PRODUCT’S MARKET DEMAND AND SUPPLY

Project was studied the perspective market by making tourist inquiries and interviews thus establishing product groups and their target groups in the market. There was gathered information about tour operators and organizations potentially interested into the product. In order to clear up compliance between demand and supply, we made inquiry of the farmers.



Photo: visit of tour operators and getting to know the countryside goodies in Latvia (guest house “Valguma pasaule”, barefoot track).

Photo: tourist poll during the international tourism fair “Balttour 2013”, Riga



DEMAND

Tourist poll (in Latvian, Russian, German and English)

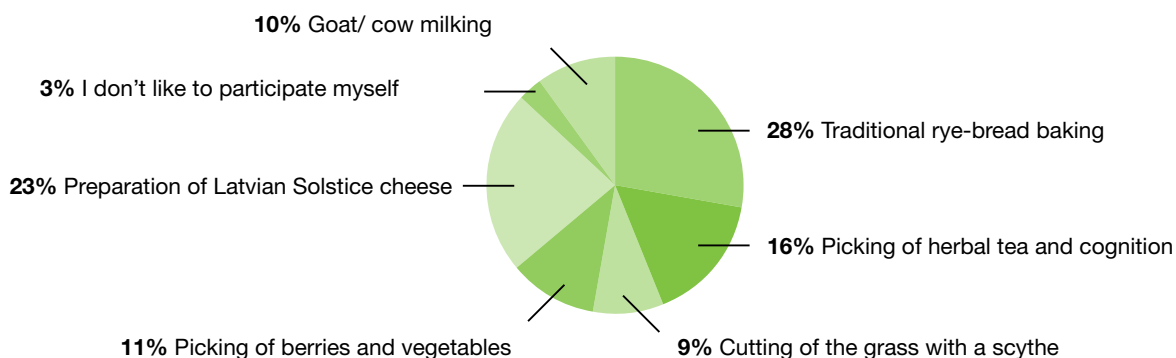
During the Project we made tourist poll in order to clear up viability and directions of the concept “Go Rural” that are going to be developed. The poll was made in all the foreign and local fairs where we participated, as well as

online www.celotajs.lv and in social media (Facebook, Twitter).

Summary of the results:

http://www.celotajs.lv/cont/prof/market/doc/aptaujas_rezultati_baudi_laukus.pdf

WOULD YOU LIKE TO TRY TO DO THE FOLLOWING FIELD WORK?



„COUNTRYSIDE GOODIES” – PRODUCING COUNTRYSIDE FARMS THAT ARE OPENED TO THE VISITORS

Target groups of the opened farms mostly are senior couples and families with children. The couples usually stay in the farms for shorter periods, but families with children stay for longer periods. Essential target group is Latvians residing abroad that have sentimental memories of Latvia. Tourist groups are important to the opened farms, mainly they are from Latvia and neighbour countries.

Most frequently respondents link the countryside tourism with peace and calm, beautiful landscape, full and tasty meal made from the local products, acquaintance with rural lifestyle, and contact with domestic animals and personal approach from the farmers. Tourists also would like to recreate in the countryside more actively – walk, cycle, swim, boat, pick mushrooms etc.

WOULD YOU LIKE TO DO ANY OF THE FOLLOWING ACTIVITIES DURING YOUR HOLIDAY?

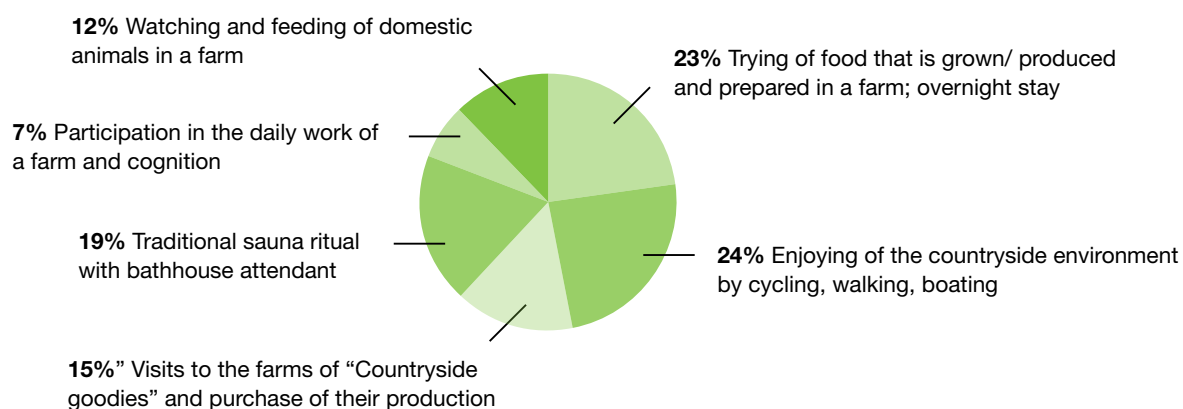


Photo: Group of local tourists in the wild animal park “Dimantu kalns”

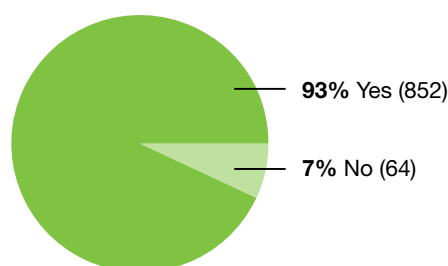


CULINARY TOURISM

Nowadays tasting of the food of the country one is visiting is considered to be an essential part of any kind of tourism, because it gives authentic and different from other countries experience. In culinary tourism there are involved, collaborate and benefit several industries. Culinary tourism helps to prolong tourism season. In the rural economics it gives development possibilities for alternative product that has a high added value. Many countries

through tourism promote their export products, because the tourists usually are open to new adventures and are easier to encourage trying something new. Though target group of the country culinary tourism mainly is the local tourists and only afterwards – foreign tourists. Culinary travellers usually are at the age from 30 to 50 years or a little bit older, educated, with comparatively bigger amount of resources available for spending.

DO YOU TRY TO TASTE THE NATIONAL FOOD IN OTHER COUNTRIES?



WHAT KINDS OF FOODS/DRINKS WOULD YOU LIKE TO TASTE IN THE COUNTRYSIDE OF LATVIA?

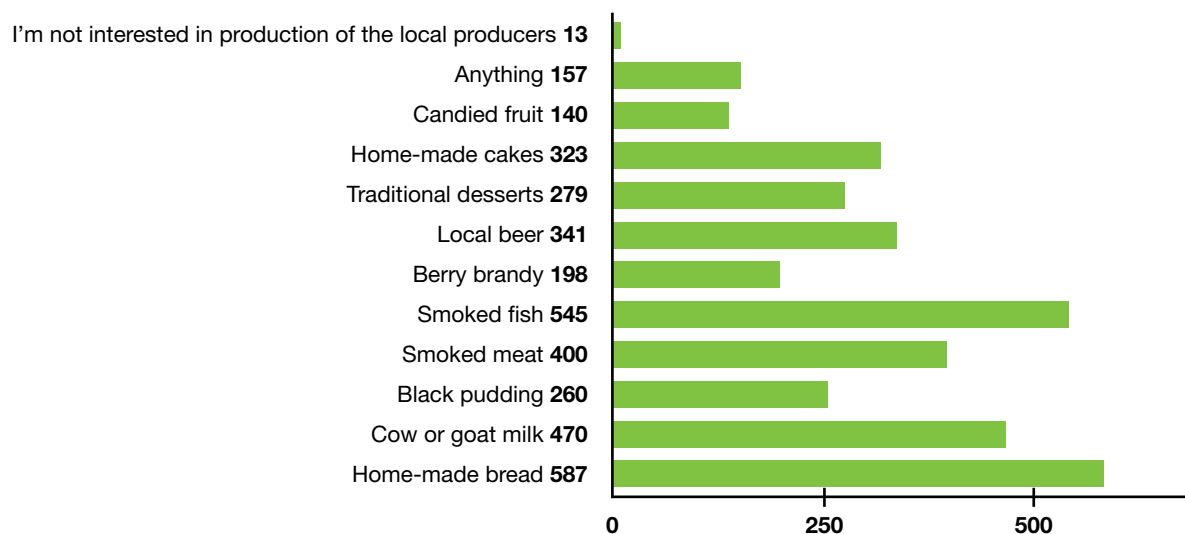


Photo: Group of local tourists takes part in preparation and degustation program of traditional foods characteristic to Lejaskurzeme (Lower Kurzeme) in a tradition house "Zvanitāji" in Rucava



Photo: Group of foreign tourists has a meal in one of taverns of Latvia getting to know Latvian food.



SUPPLY

FARMERS' POLL

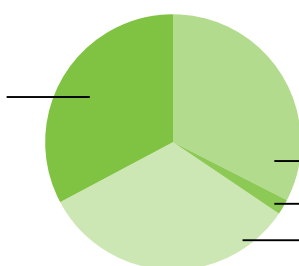
In order to clear up attitude, wishes and motivation of the farmers to open their farms to visitors, we organized farmers' poll and interviews. We inquired what kind of services farms could offer to the tourists and what is needed to be developed in the future.

Summary of the results:

http://www.celotajs.lv/cont/prof/proj/Marketinga_kampana/Documents/Pasakumi_2014/Aptaujas_apkopojums.pdf

COULD THE COUNTRYSIDE GOODIES BECOME A POWERFUL TOURISM PRODUCT?

32% Some of the farms already are



32% Some of the farms could be, but are not now

2% Never will be a significant tourism product

34% Largely they already are



“

The hostess tells that due to the tours she has got a number of new customers.”

VISITATION TO FARMS AND DEGUSTATION OF PRODUCTS

More and more farms in the countryside of Latvia have opened the door to visitors and adjusted their daily life to the needs of tourism. Thus the farm is promoted and gains loyalty of a potential customer of the product, as well as has possibility to sell its production at home.

For instance the goat farm “Lielgrodes” sees about 350 tourists a year. The farmers show the farm, allow caressing and making photos of the goats, offer cheese for degustation and purchase.

Today there is a tendency of individuals and small groups that visit the farms. The hostess tells that due to tours she has got a number of new customers. By giving cheese for tasting it is possible to break biases of the people that goat's cheese is not good or not tasty.

Photo: Goat farm “Lielgrodes”.

The host shows the farm during media visit.

Photo: „Dienīnas” – one of the favourite houses telling about fishing traditions.



OVERNIGHT STAY AND SERVICES

In the farms there are offered overnight stay places of different kinds and services. Farmers have provided entertainment for children by allowing them to caress and feed domestic animals; looking into some product's making process; by telling stories about the farm and its inhabitants. Adults sometimes feel like trying some of the field work. Some farms offer also programs for corporate and entertainment activities.

For instance the farm "Ķempēni" specializes in sheep-breeding. There are around 200 sheep in the farm and widely developed offer for tourists – bed and breakfast in a farmstay, in a camp site or in a farm where farming is taking place and tourists are introduced with countryside goodies. In the estate there are rooms for conferences, playgrounds and a bathhouse. Tourism gives to the farm up to 80% of the total income and guarantees work for six people who are both family members and employees. The farm cooperates with other farms.

COUNTRYSIDE FOOD

Meals for tourists are prepared from products that are grown in the farm or in the neighbourhood; tourists are allowed to eat berries and fruits in the garden. The hostess sometimes offers possibility to participate in preparation of some of the dishes – cheese making, bread or pastry baking, fish smoking etc.

For instance family members of the farm "Dienīgas" already in several generations go fishing and smoke fish. Fish is being prepared according to old, inherited and local recipes and processes. There are developed several versions of activity in the farm according to wishes of tourists, where along with other activities groups can watch and participate in fish preparing and smoking process, as well as taste the smoked fish afterwards. Welcoming sign that is placed on a road encourages everyone to turn in and taste and buy some smoked fish. There are also provided overnight stay in the house.

“

Meals for tourists are prepared from products that are grown in the farm or in the neighbourhood; tourists are allowed to eat berries and fruits in the garden.”

Photo: Farm Ķempēni

Photo: „Dienīgas” – one of the favourite houses where you can get to know fishing traditions.



HARVESTING

In several berry and fruit farms there is offered possibility for tourists for a certain fee to pick for themselves berries, fruits and other crop.

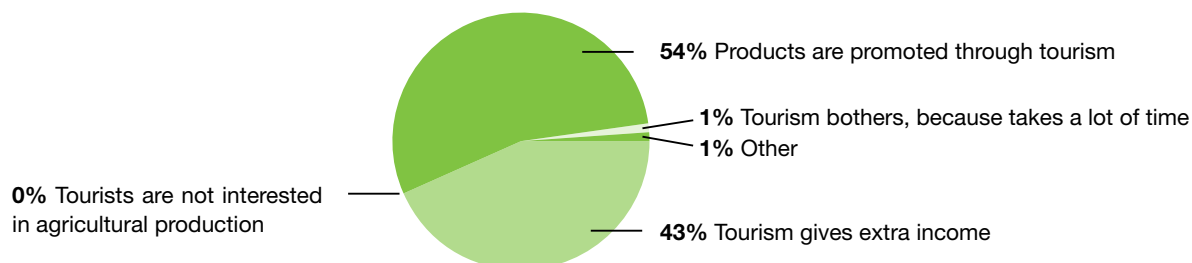
For instance the farm "Gundegas" grows and processes big berry cranberries. The farm organizes common picking of berries since 1998 that has gathered up to 4000 interested. Mainly they are smaller or bigger companies, social groups, for instance blind people, pupils of boarding schools. There are tours to a bog lake and pools for participants; sometimes is organized singing of choirs and soup made on an open fire. Foreigners also from time to time arrive to pick berries. "Gundegas" give to participants up to 20% of the gathered berries or give 50% discount from the market price (approximately 10-20% of the whole production), and partly accounts it as an income from the tourism, because there is no other payment for this service (for instance entrance ticket and the like). Sales expenses thus are reduced (transport expenses to the town, market expenses).

Photo: Farm "Gundegas"

Photo: "Very Berry" – one of the first planters of big berry cranberries and bilberries in Latvia



HOW TOURISM IS COMPATIBLE WITH AGRICULTURAL PRODUCTION?



IMPLEMENTATION AND PROMOTION OF “GO RURAL” CONCEPT

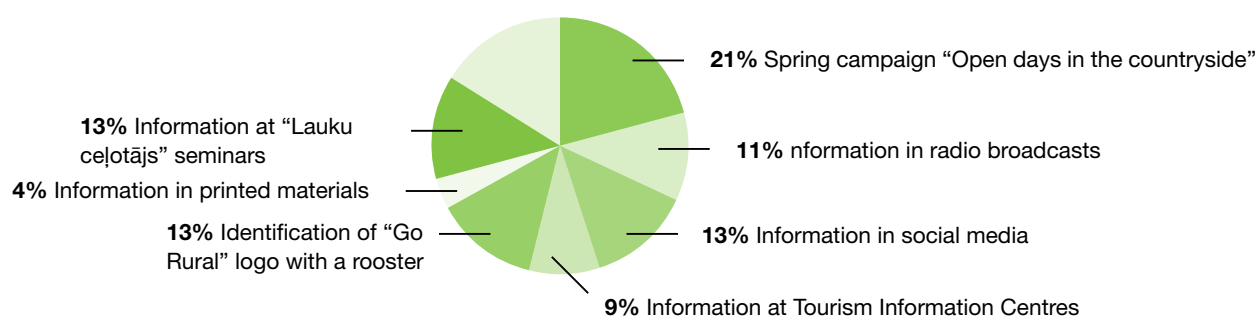
During the Project several marketing activities were carried out to implement the “Go Rural” concept.

IDENTITY FORMATION

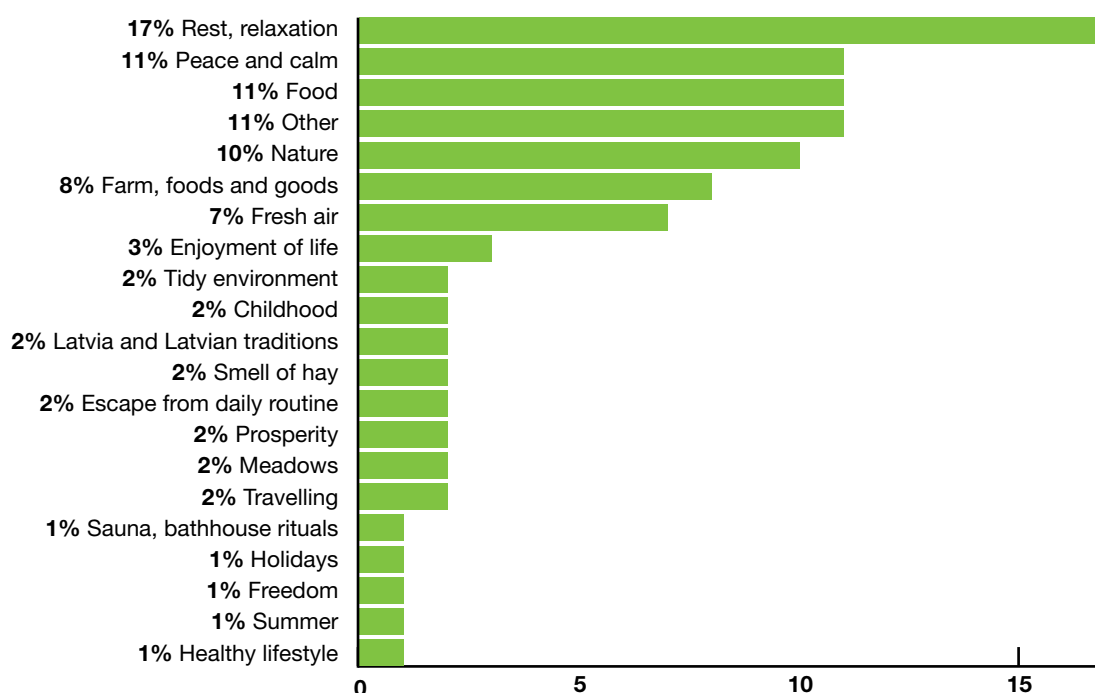
Symbol of the campaign is a rooster, because it is a main character in a farmstead, “the host”, it is a gorgeous and a proud domestic bird. Rooster as logo is used in all the materials and activities of the campaign. The farmers were invited to give their opinion of this logo in its creation study.



WHAT CAMPAIGNS AND ACTIVITIES OF “LAUKU CEĻOTĀJS” HAVE YOU NOTICED?



WHAT ASSOCIATIONS DO YOU HAVE WITH A SLOGAN “GO RURAL”?





In order to reach wider target audience and create interest there was designed a homepage of the campaign.”

OPEN DAYS IN THE COUNTRYSIDE IN SPRING AND AUTUMN

Goal of the campaign “Open says in the countryside” was to promote services and production that is grown, produced and made in the country. During the days of the campaign visitors could get to know Latvian countryside, taste different countryside goodies, find out farms that sell different products grown and produced in the country, as well as enjoy different activities that are offered in Latvian country.

Within the framework of the campaign there was issued an informative map “Open days in the countryside” where all participants, their contact information and offer were included. The informative maps were distributed in farmer’s fairs (Kalnciema Market, Berga bazāra Market, Valmiermuižas Market), in Statoil gas stations, “Rīga Food” fair, local Tourist Information Centres, during the Congress of Teachers in Rīga Congress Centre, in seminars and presentations of „Lauku ceļotājs” and other events. Posters of the campaign were disposed in collaboration institutions, schools in Rīga, Tourism Information Centres, as well as in close neighbourhood of the participants. The farmers distributed information through their own communication channels. In order to reach wider target audience and create interest there was designed a homepage of the campaign with information about each farmer’s offer, as well as activities motivating for the tourists (photography competition, suggestions’ part).

HOMEPAGE OF **SPRING** CAMPAIGN: <http://www.celotajs.lv/cont/conf/conference/140516-AD/info.html>

Short promotion clips of the campaign were created:

Open days in the countryside of Latvia: Spring 2014

<https://www.youtube.com/watch?v=v9YlufA-Hkg>

After the campaign was made a survey of the farmers-participants and summarized the references.

In spring campaign, 16-18.05.2014,

there were participating 129 farms with ~3000 visitors.

References: http://www.celotajs.lv/cont/conf/conference/140516-AD/images/Atsauksmes_atvertas_dienas.pdf

Winners of spring photo competition: http://galerija.celotajs.lv/g/Events/2014/1405_Konkurss%20ADL/Ezerinos_Stalbes%20pagasta_livija_mukane.JPG?size=800

Photos made by participants of spring campaign: http://galerija.celotajs.lv/g/Events/2014/1405_Konkurss%20ADL/Saimnieku%20bildes/Vitolini/DSCN9088.JPG?size=800



Photo: Promotion of the campaign and distribution of the map during the fairs

HOMEPAGE OF **AUTUMN** CAMPAIGN: <http://www.celotajs.lv/cont/conf/conference/140920-AD/info.html>

Open days in the countryside of Latvia: Autumn 2014

<https://www.youtube.com/watch?v=ArDcR7REb4c>

In autumn campaign, 20-21.09.2014,

there were participating 83 farms with ~ 2500 visitors.

References: http://www.celotajs.lv/cont/conf/conference/140516-AD/images/Atsauksmes_atvertas_dienas.pdf

Winners of autumn photo competition: http://galerija.celotajs.lv/g/Events/2014/140921_PhotoKonkurss_ADL/roberts_keitija.jpg?size=800

Photos made by participants of autumn campaign: http://galerija.celotajs.lv/g/Events/2014/140921_PhotoKonkurss_ADL/Ilze_Zelca.JPG?size=800

SOUVENIRS “GO RURAL”

There was developed “Go Rural” souvenir concept. The souvenirs - T-shirts, stickers, badges, bags, aprons, pens, bottle openers, and other practical things.



CULINARY TOURISM, LATVIAN CUISINE

“

We had consultations with leading Latvian chefs (Ēriks Dreibants, Mārtiņš Sirmāis)”

In order to promote and sell culinary offer of Latvia, we got in touch with 210 participants of catering industry in all Latvia – looked for those who honour and put on the table Latvian dishes. In common discussions with entrepreneurs we created criteria for companies that apply for including into the culinary map. In this map there are included 178 taverns, cafes, restaurants, countryside tourism accommodations and other dining places throughout Latvia (except Riga) that prepare and honour Latvian dishes and traditions.

Criteria for participants of the culinary route: http://www.celotajs.lv/cont/prof/news/2014/Kulinara_cela_kriteriji.doc

IDENTITY FORMATION OF “LATVIAN CUISINE”

In order to mark off in menus and promote dishes of the national cuisine it was necessary to create common identification sign. We had consultations with leading Latvian chefs (Ēriks Dreibants, Mārtiņš Sirmāis) – what is Latvian cuisine today and how to demonstrate it.



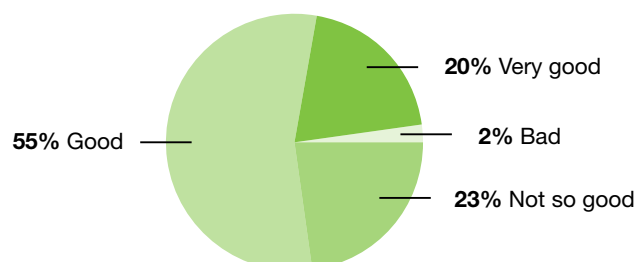
LATVIAN CUISINE



BOUNTIES -

sea / river, meadow / garden, forest

WHAT DO YOU THINK ABOUT THE NEW “LATVIAN CUISINE” LOGO?



BROCHURE „LATVIAN CUISINE”

In collaboration with creators of the portal “Garšīgā Latvija” (The Tasty Latvia) Valdis and Sandra Ošiņi we prepared a brochure “Latvian Cuisine” with 30 traditional in Latvia and still available in taverns and restaurants Latvian dishes.



We developed 10 thematic culinary tours that are marked in the culinary map and available for downloading in GPS in www.tures.celotajs.lv”

POSTCARDS

We designed demo version of postcard set with the souvenirs of “Latvian Cuisine”. Each postcard pictures some unique Latvian tradition connected to food. For instance picking of mushrooms, smoking of meat and fish, birch juice taping, honour to rye bread etc. On the reverse side of the postcard there is printed a short sentence that tells, what is important and characteristic to Latvians: „Whenever the Latvian goes, he always takes along his power rye bread”, „As from the first hot days of spring the Latvian prepares the cold soup from greengrocery and red beets”, „Latvian smokes meat and fish according to ancestral customs”...

10 CULINARY ROUTES OF LATVIA

We developed 10 thematic culinary tours that are marked in the culinary map and available for downloading in GPS in www.tures.celotajs.lv. Topics include popular foodstuff of Latvia - milk, bread, beer and wine, fish. Routes include both small and middle companies that produce foodstuff, as well as heritage value objects interesting to the tourists.

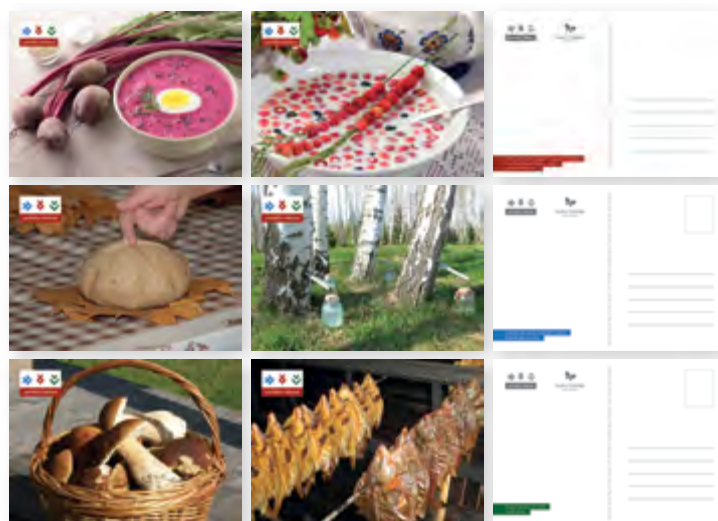


Photo: BIO birch tree juice products made by the Liberts family.

Photo: Preparation and degustation of ice-cream at “Skrīveru mājas saldējums”



COMMUNICATION AND PUBLIC ACTIVITIES

SEMINARS – DISCUSSIONS

We informed countryside entrepreneurs about „Go Rural” idea and each current activity of the Project in five seminars that were held in regions of Latvia. We discussed about tasks of the Project and practical implementation of them, as well as how to involve in the Project greater number of entrepreneurs and local inhabitants so that everyone involved (both the farmers and the tourists) benefits from the Project.

PUBLIC DISCUSSIONS

In order to present results of the Project we organized discussions. Thus we achieved that a wider part of society takes part in settlement of the problematic issues; we put in touch many of the involved parties. We have always been fond of democratic mood and the country people are capable of creating it. We organized two discussions in the large conference hall of the Ministry of Agriculture:

- „Producing farm opened to visitors – benefit for a tourist and producer?” The main topic of this discussion was interaction between tourism and production, mutual collaboration, added value of the both fields and risks. In the discussion there participated representatives of farms and tourism organizations, representatives of the both fields, representatives of local authorities, policy makers and executors, mass media representatives and other interested parties. The farmers shared their experience and skills, defined industry’s problems and outlined further preferable activities and development. After discussion there was organized degustation of the countryside goodies, as well as possibility to purchase production of the farmers. Almost 200 participants took part in the discussion.

Summary of topics of the discussions and minutes of the discussion: http://www.celotajs.lv/cont/prof/proj/Marketinga_kampana/Diskusija_27_02_2014.html

Public discussion: „Producing farm opened to visitors – benefit for a tourist and producer?” contains presentations, discussions, degustation of country production, as well as media interviews.

- We concluded the Project with a second public discussion, addressing a wide part of interested parties. The main topic is culinary tourism and the Latvian cuisine. Discussion brings forward the following issues: *Who provides food for country and cities? What do we see in menus? How easy or difficult are criteria appointed by innkeepers themselves for including into the culinary map? What are the favourite dishes of Latvian cuisine and how they are highlighted in menus?*



Photo: From informative seminars and the public discussion

PARTICIPATION IN INTERNATIONAL FAIRS

In order to promote tourism products and the data base of the countryside goodies of “Go Rural” we participated in several international tourism and agricultural, and food fairs.

In Latvia during the fair “Balttour 2014” we presented concept and the results of “Go Rural”. Abroad we participated as a part of the common stand of Latvia: “ITB Berlin”, “Reisen Hamburg” and “Grüne Woche” - Germany, “MITT 2014”- Russia, “Vakantiebeurs 2014”- the Netherlands, “Tourest”- Estonia and “Agrobalt 2014”- Lithuania.



COLLABORATION WITH MASS MEDIA

- In collaboration with the farms of the „Countryside goodies” during the spring campaign “Open days in the Countryside” we organized a tour for media representatives where participated 21 journalist of radio, television, internet and newspapers and journals.

- Together with the farms of countryside goodies and in collaboration with “3 Pavāru Restorāns” (Three Chefs’ Restaurant) in August, 2014 we organized press conference-discussion about topical issues in the rural tourism. There were discussed the goals and activities of the Project, and the logotype of the “Latvian Cuisine”.

- On a regular basis we informed mass media by distributing press releases and participating in radio and television broadcasts.

- We have prepared the summary of publications of mass media and collaboration partners. During the project there were more than 150 publications and broadcasts:

http://www.celotajs.lv/cont/prof/proj/Marketinga_kampana/Marketinga_kampana_prese.html

Photo: Visualisation of “Go Rural” identity in tourism and agricultural fairs.

Photo: Journalists during the press conference and the media tour.



INFORMATION TECHNOLOGY UPGRADES

www.celotajs.lv

DATA BASE OF THE FARMS OF „COUNTRYSIDE GOODIES” OPENED TO THE TOURISTS

In the data base there is aggregated information about more than 400 farms, that are classified in eight specializations and are found at www.celotajs.lv chapter „Worth seeing”/ „Countryside goodies”, including public catering places in the chapter „Catering”. There is included a brief description of the place, photo, contact information and location on the digital map. Attached are GPS co-ordinates. The farms can be found by their name, specialization or place on the map.

<http://www.celotajs.lv/lv/c/wrth/goodies>

HANDBOOK FOR ENTREPRENEURS „RECOMMENDATIONS FOR REGISTRATION AND INTEGRATION OF SMALL BUSINESS ENTREPRENEURS IN INTERNET BUSINESS REGISTERS”

There are developed recommendations and a handbook in order to help entrepreneurs of tourism branch to promote their services by putting information on different websites. The handbook gives detailed information how to add one's company to the most popular virtual maps, business catalogues, tourism portals and social nets. Preface of every chapter provides information about websites we recommend to join, what are advantages and benefits to the user. The handbook is available at <http://macies.celotajs.lv>.

ONLINE POLL OF FARMERS AND TOURISTS

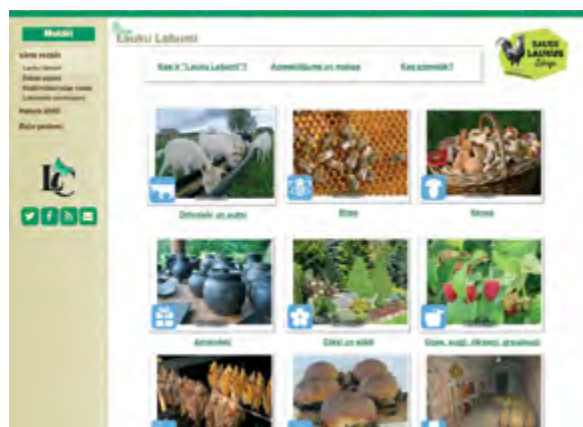
We programmed and inserted in <http://aptaujas.celotajs.lv> polls for farmers and tourists in order to process and analyse the results from different aspects. All the results are available at www.prof.celotajs.lv chapter „Statistics”.

AGGREGATION AND INTEGRATION OF NEWS AND MARKETING INFORMATION OF www.celotajs.lv WITH SOCIAL NETWORKS

News of „Lauku ceļotājs” now are available if the user signs up automatically by using RSS news aggregators; the user can share information and news of „Lauku ceļotājs” in social networks - draugiem.lv, Facebook, Twitter.

CREATED ACCESS FOR FARMERS TO www.celotajs.lv DATA BASE FOR PROFILE CHANGES

Now the farmers themselves can put into the data base and renew photo galleries; add, change or insert texts, insert particular offers. We receive those upgrades as



“

Now the farmers themselves can put into the data base and renew photo galleries; add, change or insert texts, insert particular offers.”

e-mail messages in the office of „Lauku ceļotājs” in order to check them and accept.

DEVELOPMENT OF DIGITAL VERSION OF THE TOUR ROUTES WITH GPS CO-ORDINATES AND DESCRIPTIONS

We performed improvements of design and functionality of the tour chapter of www.tures.celotajs.lv. Now the routes are available at Google map, one can choose also objects that are linked to a route – objects of heritage value, taverns and cafes of „Countryside goodies”, night's lodgings etc. Routes are downloadable with GPS co-ordinates and receivable as track files. In general we developed and inserted in the map six routes of „Countryside goodies” in all regions of Latvia, 10 culinary routes and translated them in Russian, German and English for involvement of foreign guests.

MOBILE VERSION OF M.CELOTajs.LV

Today travellers more and more are using mobile applications in order to find the necessary information in their phones and tablet computers. Therefore we developed design and infrastructure of HTML5 page of www.celotajs.lv for easier browsing in the mobile devices: search of objects, tour survey and selection, map and map's filters. We integrated the version with our social portals. There is developed also new design of the homepage.

PRINTED MATERIALS

“COUNTRYSIDE GOODIES”, CATALOGUE In Latvian and Russian

283 producing farms that are opened to the visitors are included into the catalogue. From the interviews with the tourists we have concluded that most frequently “Go Rural” catalogue is used while travelling by car through Latvia’s countryside and looking for places for family holidays, as well as places where to obtain countryside goodies.



“LATVIAN TASTE”, MAP In German, English and Russian

There are included 22 traditional Latvian dishes in this material, as well as maps of Latvia and the Baltic States with practical information how to arrive to the Baltic States and travel through them. The map was prepared for the fair “Grüne Woche 2014” (Green Week) in Berlin, Germany.



“GO RURAL”, HANDBOOK OF THE PRODUCTS FOR THE FOREIGN MARKETS In English, German and Russian

Material is planned for the foreign markets. There is included information in the material about overnight stay places in the producing farms, accommodations of the “Green Certificate”, routes for travelling by car and in the groups. There are included farms, grocery producers, ideas for exchange of experience, activities of common meal making and places for summer camps.



“TRADITIONAL AND MODERN LATVIAN FOODS AND BEVERAGES”, BROCHURE In Latvian, Russian, German and English

There are included descriptions and pictures of 30 foods and beverages in this brochure. Basically there are described traditional Latvian foods and some most popular daily foods are mentioned, and outlined the modern Latvian cuisine; there is emphasized quality of the local raw materials. Logo - “Latvian Cuisine”.



“CULINARY MAP OF LATVIA” In Latvian, Russian, German and English

There are included 178 dining venues (taverns, restaurants, rural tourism accommodations), where one can taste Latvian dishes. Each place has GPS co-ordinates, brief description and contact information, places are seen on the map of Latvia. The map also presents 10 thematic culinary routes in Latvia.

TOUR ROUTE SHEETS „LEARNING OF RURAL LIFESTYLE”

There are developed six regional routes of countryside goodies. The routes are designed so that the travellers can easy understand and plan their own route. At the basis of each route there is a circle that starts and ends in some of Latvia’s cities or towns and makes its way along the biggest highways. Route sheets are available in Latvian and Russian at: <http://www.celotajs.lv/lv/c/tour/tours/selfdrive?10&d=own>



TRAINING MATERIALS FOR A RURAL ENTREPRENEUR

Materials for those who think and hesitate – open or not to open their farms for tourists. Advices that have to be observed; what does it mean in term of time and work organization; how to make an attractive offer.

“What is a farm of countryside goodies?”

<http://macies.celotajs.lv/course/view.php?id=39>

“How to open one’s farm of countryside goodies to guests?”

<http://macies.celotajs.lv/course/view.php?id=40>

“LAUKU CEĻOTĀJS” E-NEWSPAPER

FOR FARMERS

During the Project we issued three newspapers for the farmers that promoted the Project and told about activities, news and oncoming activities. The newspaper was distributed electronically to more than 4000 addressees, published at homepage of „Lauku ceļotājs” and in social networks (Facebook, Twitter, and Draugiem.lv). **All publications of the newspapers:**

<http://www.celotajs.lv/lv/news/topic/view/e-avize>

FOR FOREIGN TOUR OPERATORS, ORGANIZATIONS In English, German and Russian

During the Project we issued three digital newspapers for tour operators where we told about products developed during the Project and news in the field of the rural tourism. We have developed a list of addressees in three languages (English, German, and Russian), 776 addressees in total. The newspaper is published at homepage of “Lauku ceļotājs” and in social networks.

VIDEO CLIP

Farms of the countryside goodies and their services are seen in a ten minutes video clip. Video is used in presentations and e-marketing. It is published in social media and *You Tube*: <http://www.youtube.com/user/LaukuCelotajs>

“

Advices that have to be observed; what does it mean in term of time and work organization; how to make an attractive offer.”



PERFORMANCE ASSESSMENT AND THE NECESSARY FURTHER ACTIVITIES

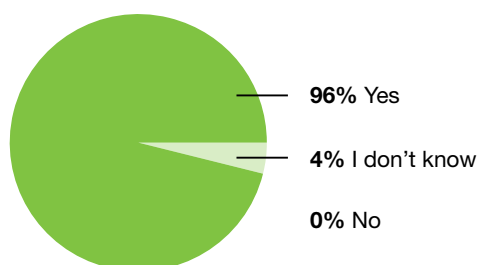
REFERENCES:

"Go Rural" concept is successfully implemented. Surveys show that people have noticed the green slogan "Go Rural" with a rooster. Logo has also attracted attention of visitors of the foreign tourism fairs both with its attractive design and as an efficient product.

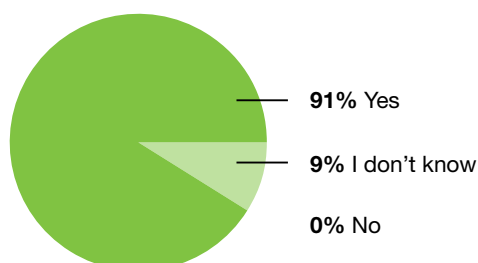
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Surveys show that people have noticed the green slogan "Go Rural" with a rooster."

IS THIS CAMPAIGN USEFUL FOR DEVELOPMENT OF RURAL TOURISM PRODUCTS?



DOES THIS CAMPAIGN HELP TO PROMOTE PRODUCTS OF LOCAL PRODUCERS AND THEIR PURCHASE AND IDENTIFICATION?



CONCLUSIONS:

“GO RURAL” CAMPAIGN

- “Go Rural” logo has got identification; it is necessary to secure this identification and attract logo to a product:
 - Logo could be used by producers as a sticker on packaging of their production. It can be implemented together with promotion of some campaign;
 - Logo could be used as a sign that is detached to the farms in order to make it easier for tourists to orient themselves.
- Results of the surveys show that promotion campaign of “Go Rural” should be continued, but probably in a different shape by organizing other kinds of activities and carrying on marketing activities.
- Campaigns could be oriented to particular food groups, for instance milk, bread, fish etc.
- On the basis of the developed souvenir concept develop “Go Rural” souvenirs that is an amazing promotional material. Souvenirs could be used in various presentation activities.

INVOLVEMENT OF SCHOOL YOUTH IN THE FIELD WORK

We could be glad to see the school youth at the open day activities of “Go Rural”. Reality today is slightly different – children who are living in cities and towns are very far from life in the country and often even do not know where the grocery is made. In the context of “Go Rural” it would be worth trying to promote involvement of the school youth into agricultural works by creating interesting, educational and entertaining programmes. By going to the farms and seeing and involving into the field work the children get to know interconnection among different things, learn where the grocery comes from, and how big is impact of an agriculture in our lives. It could change attitude to the food and possibly even eating habits. Thus the children could come closer to the country and possibly later decide to move to the country and occupy themselves with rural tourism, home industry or agriculture.

“

Tourists mostly would like to visit all three Baltic States.”

THE NATIONAL CULINARY ROUTE

Within the framework of this Project we developed several thematic routes because taking into account location of the objects it was impossible to make one logical national culinary route.

- The National Culinary route could be linked with Estonia and Lithuania. It could become then a wider used tourism product. Tourists mostly would like to visit all three Baltic States. Such a united way could introduce with the unique things in the culinary of these countries. Implementation of this idea demands resources for the road infrastructure from the state and only then the product could be recognizable and worth marketing.
- Beside development and promotion of the National Culinary road it would be necessary to develop the local culinary and perform an initiating and educational work in the culinary tourism.
- Nowadays the culinary tourism in the world tends from glamorous tours to adventures where eating experience is directly linked with a place of origin of the product, its culture and historical traditions. The hosts should learn to develop such tourism product. It could be:
 - Experience exchange tours for the farmers to places where culinary tourism of this kind is put into practice years ago;
 - Training seminars in regions with practitioners of the culinary tourism and the leading chefs.
- Participation with informative materials in food and/or tourism fairs.
- Tours of introduction with the products for tour operators and media representatives.





Rural Support Service of the Republic of Latvia



D.DSGN.
DRIPE DIZAINS /
GRAFIKA



Thanks for the support, ideas and collaboration to:

The Ministry of Agriculture

Rural Support Service of the Republic of Latvia

Latvian Farmers' Federation

LOSP

Young Farmers' Club

Farmers' Parliament

Latvian Rural Forum

LVAEI

TAVA

LLKC

Statoil

"Three Chefs' Restaurant"

Kalnciema Market

- Sandra and Valdis Ošiņi

Media Gids

Eko Media

Dripe Design

Thanks to mass media for the informative support:

Latvian Radio

LTV 1

News portal TVNet

Radio STAR FM

Newspaper „Kurznieks”

Newspaper „Zemgales ziņas”

Newspaper „Auseklis”

Newspaper „Rīgas Apriņķa avīze”

News portal „tūrismagids.lv”

Saimnieks.lv

and other mass media that participated in the activities of the

Project and presented the Project to the readers.

Thanks to the foreign colleagues and their ideas:

Eurogites, European Federation of Farm and Village Tourism

Hannen, Norwegian Rural Tourism Association

Austrian Farm Holidays, Austrian Rural Tourism Association

Farm Stay UK, UK Rural Tourism Association

World Food Travel Association



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Lauku Ceļotājs/Baltic Country Holidays



www.twitter.com/laukuceļotajs



PROJEKTU LĪDZFINANŠĒ
EIROPAS SAVENĪBA



BIŠOPAS LAUKSARŅNĒCĪBAS FONDS LAUKU ATĪVĪBĀI
EIROPĀ INVESTĒ LAUKU APVIDOS



Supported by the Ministry
of Agriculture and the Rural Support
Service of the Republic of Latvia.

Rural Support Service of the Republic of Latvia

