

GO RURAL

- LATVIA
- ESTONIA
- SOUTH COAST
FINLAND





GO RURAL = CAITO project

To promote and support rural tourism companies to enter Japanese tourism market from Latvia, Estonia and the South Coast of Finland.

www.balticsea.countryholidays.info

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EUROPEAN UNION
European Regional Development Fund





WHERE WE ARE

CLIMATE

Warm summers, spring and autumn relatively mild, cold winters. The warmest month is July with average temperature +17C, the coldest months - January with average temperature -4C

SEASONS



WE HAVE
FOUR DISTINCT
SEASONS -
spring, summer,
autumn, winter.



SPRING
month: March,
April, May



SUMMER
month: June,
July, August



AUTUMN
month: September,
October, November



WINTER
month: December,
January, February

Each season offers specific tourist activities in the countryside.

FOOD



FOOD



LOCALLY
GROWN AND
SEASONAL



GOURMET
FOOD



TRADITIONAL
FOODS:

beef and pork meat,
fish, eggs, cooked and
fresh vegetables, fresh
salad, cheese, white
and black bread



WILD FOODS:

mushrooms, wild
grasses, herb teas,
birch sap and fish
from lakes and
rivers, wild berries
- blackberries,
raspberries,
strawberries



TRADITIONAL
FARM MEALS



FOODS PRODUCED
ON FARMS

more information:

www.balticseaculinary.com



FOOD WORKSHOPS

**Cooking dinner with the chief
(approx. 1-2 hours).**

Cooking is done in front of the group as a demonstration with an explanation of the recipe
The group does it together at the same time
seeing what others do in food preparation

RURAL
PROGRAMMES
farm visits



RURAL PROGRAMMES

farm visits

Traditional farms and artisans show the true spirit of the country demonstrating the living traditions in households:



Tasting food and
farm products



Small scale
farming



Learning herbs
and nature



Celebrating
traditional festivities

HANDICRAFT WORKSHOPS



HANDICRAFT WORKSHOPS

Traditional crafts are popular and still practiced by people in rural areas:

- knitting
- weaving
- wickerwork
- making clay pottery
- making wax candles



NATURE ACTIVITIES



NATURE ACTIVITIES



HIKING

- Hiking trails from 1-20km
- Signposted
- Guided
- Easy terrain



KAYAKING

- In lakes and rivers
- Strict safety
- Guide/instructor services



BOG WALKING

- 1-2 hour walking
- Special equipment – walking shoes
- Guided



MUSHROOMING:

- Fungi guide
- Equipment provided: baskets, knives, gloves
- natural forest environment, easy terrain

NATURE ACTIVITIES



Mushrooming
in Gauja National park,
LATVIA

LIVE LIKE LOCALS



LIVE LIKE LOCALS

Smallholdings welcome individual tourists and families to spend a relaxing holiday in an authentic environment.

Guests become a part of family life and join in the everyday routines such as:

- gardening
- picking fruit and vegetables
- milking goats
- cooking food
- feeding farm animal
- practicing crafts



LIVE LIKE LOCALS

- Walk by the lake Lohja and a picnic lunch in a nature
- Laine family home & garden
- Sauna
- Preparing food together
- Traditional Finnish seasonal meal
- Writing post cards



*Home visit at
Laine family*

FINLAND



SAUNA



SAUNA



UNESCO
CULTURAL
HERITAGE

EXCURSION: an overview of the construction, heating, sauna rituals and family traditions of the smoke sauna.

SAUNA SESSION: certified sauna attendants will lead you through the process, temperature 70-90 degrees C, branch and plant switches, scrubs and masks made of natural herbs, herbal teas.

SPECIAL ESTONIAN TRADITION:

- ham smoked in sauna house.
- branch and plant switches,
- scrubs and body masks made of natural herbs, natural local raw materials,
- herbal teas

SAUNA



Smoke sauna at
Mooska farm,
ESTONIA



UNESCO
CULTURAL
HERITAGE

UNESCO CULTURAL HERITAGE



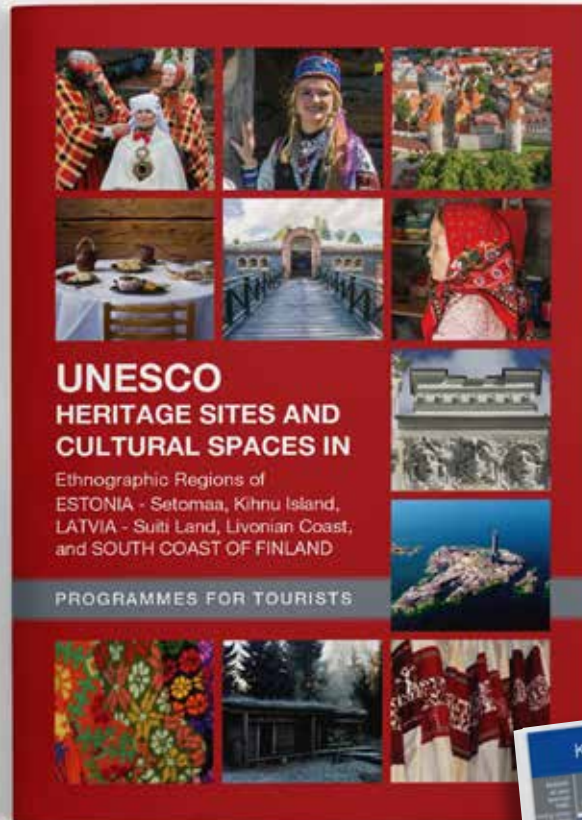
INTANGIBLE CULTURAL HERITAGE AND CULTURAL SPACES:

- 1) 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.
- 2) 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

CULTURAL HERITAGE PROGRAMS FOR TOURISTS

- SETO LEELO, Seto polyphonic singing tradition (Estonia);
- KIHNU cultural space (Estonia);
- SMOKE SAUNA tradition in Võromaa (Estonia).
- SUITI cultural space (Latvia).

*Take a one-day program for each or
experience all in a 10-day tour.*



KIHNU ISLAND

ESTONIA



UNESCO
CULTURAL
HERITAGE



KIHNU ISLAND

ESTONIA



PROGRAMME ITINERARY:

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.

CHRISTMAS



CHRISTMAS

Lohja Old Time Christmas fair - experience the traditional Finnish way to prepare for Christmas.

- Over 200 selling points full of traditional handicrafts, Christmas decorations, food and delicacies, souvenirs, small local sellers
- Festive events with music performances, meeting Santa Claus, horse ride and other traditional Christmas programme
- The Lohja medieval church and Lohja museum exhibitions are open for visitors.



MIDSUMMER





CONTACT US

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ESTONIAN RURAL TOURISM
South Coast of Finland

<http://balticsea.countryholidays.info> (in Japanese)
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