



**Interreg**  
**Estonia-Latvia**  
European Regional Development Fund



EUROPEAN UNION

# Product development

Latvian - Estonian Common Military  
Heritage Tourism Product  
EST-LAT156

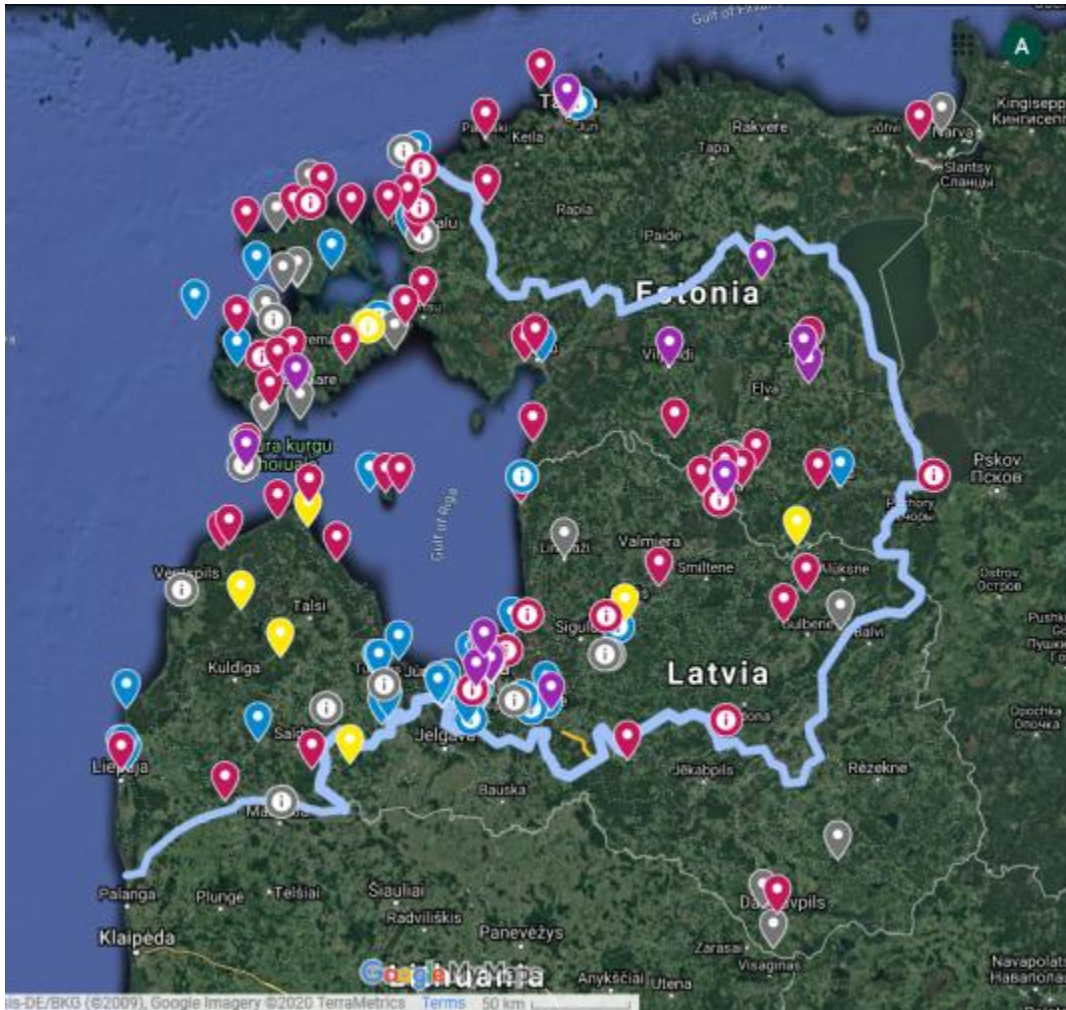
April 22, 2020

*This project is part-financed by the European Union (ERDF Interreg Estonia-Latvia).*

# Management, Steering group, communication

- **Management group – representatives from the lead partner and regional partners 4 pers. LV: P1, 2, 5, 10 and 5 pers. EE: P3, 6, 21, 22, 23**
- **Steering group – strategic stakeholders, 2pers LV+2pers EE. The following stakeholders will be invited: Latvian Investment and Development Agency, the Museum of the Occupation of Latvia, Visit Estonia and..?.**
- **Communication to media – who is responsible from EE?**

# MILITARY HERITAGE TOURISM PRODUCT



## Tourism objects according to periods in history of Latvia and Estonia:

1. WW I / Latvian War of Independence / Estonian War of Independence (1914 – 1918).
2. WW II (1939 – 1945).
3. National partisan movement in Latvia and Estonia (1945 – 1956).
4. Under Soviet rule / on the way to restoration of independence (1944 – 1991).

*Draft map:*

<https://www.google.com/maps/d/viewer?hl=en&ll=57.72720165788664%2C23.77393608437501&z=7&mid=16kpWxwk-5qqF05t-aOtaDXBQv9TTLWdw>

# Texts about periods can be longer and added

uzbrūk, bez šaujampulvera neiztikt. Gadā saražotas pat 25 tonnas

šaujampul

gan, daudz

kaņepāju

Anglijas ka

audzē šķir

ražību.

Ne visu Jē

nepabeigt

Austrālijas

laiks Latvi

hercoga Jē

pierāda, ka

Skatīt piln



1-12

weet

iteikt



Kurzemes un Zemgales hercogs Jēkabs Ketlers neapšaubāmi ir viena no mūsu vēstures spožākajām zvaigznēm. Uzaudzis un skolojies Rietumeiropā – Vācijā, Holandē un Francijā, Jēkabs uzskata, ka ekonomisku uzplaukumu un attīstību var nest tirdzniecība un jūrā braukšana.

Viņa valdīšanas laikā (1642 – 1682) hercogistē notiek ļoti nozīmīgas pārmaiņas.

Strauji attīstās kuģubūve – kuģus būvē Liepājā un Ventspilī hercogistes vajadzībām, ar laiku parādās arī tirgotāji – kuģu īpašnieki. No Kurzemes izved labību, kokmateriālus, linsēklas, kaņepājus – ar Kurzemes hercogistē vītām kaņepāju tauvām braucot visi Anglijas karalienes buru kuģi! Cik šajā teicienā patiesības, tagad grūti pateikt, bet sva dala noteikti ir. Ziedu laikos ar hercogistes karogu jūrā iet 10 kuģi un zveic 100 kuģi, vēl tiek minēti 44 apbruņoti ar lielgabaliem. Dažādos avotos skaitļi ir mainīgi, taču skaidrs, ka kuģi daudz nā ziņā. Skops var sacensties ar Dāniju, Zviedriju un pat Franciju. Jūras lielvalstis, protams, nav priecīgas par šāda konkurenta uzrašanos pasaules jūrās. Turīgi top arī citi – tā Kuldīgas tirgotājam Jānim Goziņam pieder 12 kuģi, kuri no Ventspils ostas burā uz Franciju, Spāniju un Holandi. Savukārt gar piekrasti kuģo nelieli kuģi un zvejas

x

s rumbas apejas kanāls palika  
ozi plāni un ieceres – pat  
ēkaba laiks ir lielu pārmaiņu  
nepamanīts, tāpat kā lielais  
Eiropas zemes gabaliņā. Tas  
kt.

How long period info?  
Long/short version



# MILITARY HERITAGE TOURISM OBJECTS

## **Tourism product criteria in project application:**

- attractive and interactive information presentation on one or several of the 4 defined historic periods;
- can be experienced in a group or individually;
- product info on site allows full touristic experience for independent visitors (e.g., info stands, audio-guide). Optional guide services or programs;
- the product site and/or constructions are safe for visitors;
- the product site has at least minimum tourist infrastructure / facilities / services in the surroundings.



# Template for gen info description of military sites/objects

- **LV** <https://docs.google.com/spreadsheets/d/1z-Tgoyk2xFwMx0yaHseFC6eBbGwmKPYzI3wMIFKuwxS/edit#gid=0>
- **ENG** <https://docs.google.com/spreadsheets/d/1z-Tgoyk2xFwMx0yaHseFC6eBbGwmKPYzI3wMIFKuwxS/edit#gid=1024012140>



# Register of objects/sites by regional partners in LV/EE

- **LV**

[https://docs.google.com/document/d/1bD2vDKw67ML24k7kPOLa0Vc94057HLYv\\_m\\_cSXqnGsA/edit](https://docs.google.com/document/d/1bD2vDKw67ML24k7kPOLa0Vc94057HLYv_m_cSXqnGsA/edit)

- **ENG** <https://docs.google.com/document/d/1PrV6J6-HaIUeQXE357TjbzfpL9Mn2RaP6KM0NoGYCWw/edit>





# Web platform and FB account

- **militaryheritage.travel** \$26.88 year
- **militaryheritagetourism.com** \$8.88/year
- **militaryheritagetourism.info** 3.88/year (spec offer)
- **militaryheritagetourism.eu** 6.88/year (spec offer)
- **military-heritage-tourism.eu** 6.88/year (spec offer)
  
- **Ideas for FB account?**



# Target groups

- **Local public authorities - 175**
- **Interest groups including NGOs - 10**
- **SMEs - 2000**
- **Tourists - 100 000 - how do we count tourists?**
- **National public authorities - 10**
- **Education/training centres and schools - 400**
- **General public - 200 000**



# WP T1 Product development

## Activity A.T1.4. Visual identity design of Military Heritage product and info plates (March 2020-March 2022).

- Visual identity.

External designer services: Stylebook (pdf) – the visual identity rules of MH product (logo, design of signposting, etc.) to be used for printed and digital materials, stands, plates. **LP, shared costs.**

- Visual identity info plates.

The Military Heritage product objects will be marked with common visual identity plates - logo and the name of the object.

**Regional partners** will be responsible to produce the plates, organise their distribution to objects and supervise application in their territories of responsibility.

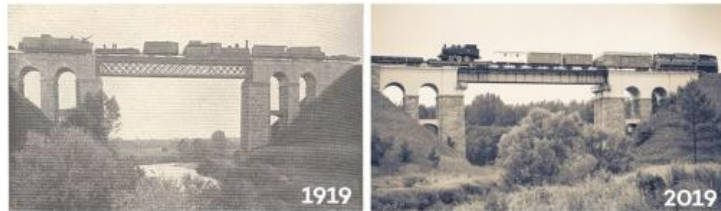


# Visual identity design for MH product examples

- **Logo ideas**



# Project poster



*Photo of the armored train and its reconstruction provided by the Estonian War Museum*

**Estonia – Latvia Programme 2014 - 2020**  
We support ideas that help Estonia and Latvia to grow through neighbourly cooperation

PROJECT

## Military Heritage Tourism Product

Financed by  
the European Regional  
Development Fund:

1 639 643.53 €

Co-financed by  
the partners:

€ 289 348,86



**Interreg**  
Estonia-Latvia  
European Regional Development Fund



EUROPEAN UNION

- Placing at least one poster with information about the project at a location readily visible to the public, such as the entrance of the building. The poster must be in minimum size A3, must include the Logos that cover at least 25% of the area of the poster, the information about the amount of the financial support from the programme and the name of the project with the height of at least 30% of the poster's area.
- **Poster must always be visible in events, in your office and web section.**



celotajs.lv



**Latvia Country Tourism Association “Lauku ceļotājs”**

Kalnciema iela 40, Rīga, LV-1046, +371 67617600

E-pasts: [lauku@celotajs.lv](mailto:lauku@celotajs.lv) Facebook: [Lauku Celotajs](https://www.facebook.com/Lauku-Celotajs) [twitter.com/Laukucelotajs](https://twitter.com/Laukucelotajs)