



Interreg
Estonia-Latvia
European Regional Development Fund



Lauku Ceļotājs
Baltic Country Holidays

Project „Latvian - Estonian Common Military Heritage Tourism Product” EST-LAT 156

Product development Zoom on-line meeting minutes

3d of June, 2020

Participants:

NR.	Name Surname	Organization
1.	Asnāte Ziemeļe	Latvian Country Tourism Association "Lauku Ceļotājs"
2.	Juris Smalinskis	Latvian Country Tourism Association "Lauku Ceļotājs"
3.	Lauma Strode	Latvian Country Tourism Association "Lauku Ceļotājs"
4.	Jana Kalve	Kurzeme planning region
5.	Aiga Petkēvica	Kurzeme planning region
6.	Iveta Eizengrauda	Riga Planning Region
7.	Edgars Ražinskis	Tourism expert
8.	Raitis Sijāts	Vidzeme Tourism Association
9.	Jānis Sijāts	Vidzeme Tourism Association
10.	Alise Plaude	Vidzeme Tourism Association
11.	Ilva Zavicka	Ventspils Museum
12.	Ilze Zēberga	Ventspils Municipality
13.	Kārlis Dambītis	Occupation museum of Latvia
14.	Anu Viltrop	Estonian War Museum
15.	Kati Aus	Visit Saaremaa
16.	Raili Mengel	ERTO
17.	Katrin Papp	ERTO
18.	Silja Lehtpuu	ERTO
19.	Anneli Kana	ERTO
20.	Margit Säre	Peipsi Center for Transboundary Cooperation
21.	Ain Tahiste	NGO Hiiumaa Military History Society
22.	Raina Jeeberg	Municipality of Lääne-Nigula
23.	Deana Poder	Haapsalu Railway Museum

Information from the lead partner

Asnāte Ziemele, Lauma Strode, Juris Smaļinskis

4 historical periods of the product

- Introduction with history expert Kārlis Dambītis from Occupation museum of Latvia. He suggests making another separate period between wars, because there are objects in both countries that do not belong to WW1 or WW2. Kārlis has agreed to work together also with other history experts in Occupation museum of Latvia, because the museum is really interested to be part of this project.
- Estonian War museum and Anu Viltrop as expert preparing the descriptions of 4 (or 5) project periods, are still in process, having discussions between experts about them. But once they are ready, lead partner will forward texts to expert Kārlis Dambītis and he will add the history facts from Latvia, not making new descriptions.
- Estonian partners find it difficult to include the history about the independence war in any of the periods that is why the text for it was prepared separately. So there will probably be need for division of the in the process of project.

Web platform structure

- Homepage consists of introduction and promo video.
- Tool bar on the side with sections:
 - Military heritage - with under sections for 4 periods (descriptions for each period); Objects (shown as a list with filtering options); Routes (descriptions, GPX files, objects with linked information)
 - Map – digital online map with located objects and routes, with filtering options for periods, objects types, countries, routes, tourism services etc partners can come with suggestions
 - Military history stories – for the objects without physical object, which only have story. Listed one by one, with filtering options for periods, countries, dates. Date should be filtered by the approximate date of the events. With possibility for page visitors to send in their stories.
 - Publications – sections for tourists. Tourism guide and brochure.
 - Marketing – for any interested parties. Project guidelines, design files, logo, style book, information about project souvenirs
 - News – about projects, upcoming seminars, produced marketing materials. *Jana Kalve comments that the FB profile should be linked to the web page, so that the newest posts show up also there.*
 - Destination – how to get to each country, biggest airlines, train, bus and ferry companies, how to travel between countries; gallery with best pictures of objects from partners; general information about countries, weather, currency, etc; partners can come up with ideas what else could be included here
 - About us – information about project, about partner, links to partner web pages
 - Social network icons – FB, IG, Youtube

Still waiting for partner comments for web structure.

Visual identity tender is sent out to get the result by end July.

Inserting the object info in the web

Web platform - database with object insertion is ready programmed and it is advisable to use it to avoid the double work for partners (instead of using excel sheet and then copy to database). It is a database for collecting the object list, partners can now fill only basic info, don't have to fill totally with all the information now, f.e. full descriptions, pictures etc. can be added later.

It is suggested to gather the stories from local people, their experiences, their history, what they have heard from their grandparents, so that the project gets alive, emotional and familiar to people. Stories will be reviewed by experts before publishing. Differently from the printed map, there will be no limit of the amount of stories, objects, routes in the web page of military heritage, but it should be interesting for tourists. We should also encourage people to share their stories; maybe in FB or some kind of forum (it then later can be shared/visualize in web platform)

- First you must log in with your user name and password, which was sent out, to get in to the system
- Click on Profile – Military heritage objects – click on “Add object” button on the right side
- Filling the basic information about objects – name (fill also the English name); object type; period (you can choose more than one); address; country, GPS location; contact person (in case of museums and organizations, please put general number and name of organization; in case of public objects, there may be no contact person; guide contacts is an option); phone; email; web page – and press “Save”
- In new window click on “Edit” button to fill further information – GENEREAL - distance from capital; management; owner (the name of the owner can be entered); surveyor. LOCATION – road sign; discoverability (if it is easy to find the object or not), if the object is hard to find, please fill the next window “Why is object hard to discover” and describe the situation; the rest should be filled automatically. PRODUCT – attendance (you can choose more than one); availability of current and historical photos; languages (if it is a museum of private collection); and fill the description of the object (can be filled also later). SERVICES – features (you can choose more than one), accommodation and catering was also added to this dropdown; in notes you can write information about nearest catering or accommodation places or any other necessary info – press “Save”
- In new window click on “Location” button to fill further information – new window opens and if you know you can write coordinates or import GPX files, or if you don't know exact coordinates open “Google map” in the window and drag the arrow to the location of the object – and press “Save”
- In new window click on “Photo album” button to fill further information – “Upload” the picture, write the “Description”, add “Comments”, create “Sub-albums”
- In new window click on “Description” button to add description in different languages
- Object can be deleted in “Edit” – button “Delete”
- All the objects will be visible on open street map, with descriptions, period and object type
- All the partners now have the button “Change status” available now, for show the status of objects – if it is approved, waiting for approval etc.

The system is still in progress, we are waiting for partner comments and suggestions. Tourism services is not the core of this product, so the info about them can be gathered in on-site visits, but not to be put in the map right now – partners will come back to this question later on. But if the site/object has catering and/or accommodation – it should be added in the DB.

It is not possible to edit other partner entered information.

Lead partner suggest that each country would make a list of the objects and sites and each partner presents the objects in their region which are “discussable” and “certain” to put in the web and/or map. We can then discuss together or by countries and make these decision. The button for certain or discussable list should be given also to ERTO for Estonia (for Latvia it is given for LC).

Objects that are outside territory must be discussed with JS, so please if you have any, send to lead partner the info about the object that is outside the program territory, with short description why it should be included and why it is important to the project (has to be some kind of story connected with project theme, periods, important to this “big picture”).

Facebook account

The facebook account @militaryheritagetourism has been made. Please follow the schedule when you and other partners are responsible for posting in facebook and follow some simple rules <https://drive.google.com/drive/u/1/folders/1VzxsRZ6Do-mFmt7IzWLBpGxFOd41nWXo>. Share the popularity of the account in your facebook accounts or web pages.

Questioner for tourists in museums

With this survey we would like to find out what are the visitors that visit museum, the purpose of the visit and where did they get the information about this particular museum or exhibition. If possible 5 objects in each region could be included in survey like this.

We are still waiting for partner comments and suggestions, please comment here <https://drive.google.com/drive/u/1/folders/1epzxdcPaRec5FiYH0YrToZIDTGUWSJUL>.

Next meeting – 15-16 of September, together with Steering Group, Kurzemes planning region is the host so hopefully we are meeting face to face in Kurzeme, details will be sent later.

Latvian and Estonian partners can agree about separate meetings for local partners.



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