

Feb 11-12, 2025

Sustainable Tourism in Protected Areas – Increasing Added Value

Kemeri National Park, Latvia



First European Charter for Sustainable Tourism stakeholder forum in EUROPARC Nordic – Baltic Section

February 11-12, 2025

Kemeri National Park (Latvia)

Venue: Resort Rehabilitation Centre “Jaunkemeri”, www.jaunkemeri.lv

Preliminary draft agenda

February 9-10

Arrival of foreign participants, possibility to enjoy special offers from www.jaunkemeri.lv (more information in the registration form)

February 11

9.00 (Optional) Excursion around the resort-rehabilitation centre “Jaunkemeri”

9.30 Registration, coffee

10.00 Opening

10.05 European Charter for Sustainable Tourism in Protected Areas. A glimpse into notebook from a two-decade journey. *Paulo Castro, Chair of Sustainable Tourism Task Force of EUROPARC Federation*

Stories from the Charter stakeholders around the EUROPARC Nordic-Baltic Section

10.40 A meal to remember. Turning a visit to a local restaurant into a mind-changing experience. *Malin and Petter Sandström, Kullagårdens Wärdshus, Kullabergs Nature Reserve, Sweden*

11.00 Outdoor recreation – minimizing effects and maximizing added value. *Marika Kose, Estonian University of Life Sciences*

11.30 The power of interpretation and storytelling in opening people’s minds. *Helen Kari, Kari Outdoors, Estonia*

12.00 The needs of a nature tourist – recent observations and conclusions from NAT-TOUR-EXPO project. The role of voluntary commitments in making these offers more sustainable. *Asnāte Ziemeļe and Juris Smāļinskis, Latvian Country Tourism Association*

12.30 – 13.40 Lunch.

13.00 – 13.40 (Optional) Excursion around the resort-rehabilitation centre “Jaunkemeri”

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13.40 – 15.40 Workshops – practical experience exchange on increasing added value for different tourism offers in Protected Areas. Each workshop will include at least 3 case studies from stakeholders (mostly tourism businesses) in Nordic-Baltic Protected Areas, sharing benefits, opportunities and challenges of providing tourism activities in Protected Areas; as well as providing possibilities for discussions and networking:

- **Workshop 1.** Increasing added value for **tourism services in buildings (cafes, guest-houses, etc.)**. Possibilities of expanding and diversifying the tourism offer (including in cooperation with other stakeholders), shortening supply chains & reducing ecological footprint, educating the customers, etc.. *Lead by ERTO*
- **Workshop 2.** Outdoor recreation – looking for ways of minimising impacts. Practical examples and discussions on bog-shoeing, canoeing, hiking and other activities etc.. *Lead by Marika Kose/University of Life Sciences*
- **Workshop 3.** Interpretation and storytelling. *Lead by Helen Kari, Kari Outdoors, Estonia*
- **Workshop 4.** The role and potential of voluntary commitments (Code of Conduct) in promoting more sustainable tourism products. *Lead by Juris Smalinskis, Latvian Country Tourism Association*

15.40 – 16.00 Coffee break

16.00 Presentation of workshop outcomes.

17.30 Closing

19.00 Transfer to Kemeri National Park Nature Centre (~5 km from the venue; those who wish may take a walk; public transport is also available)

Informal and cosy evening/networking programme in Kemeri National Park Nature Centre (outdoors and indoors):

- Buffet dinner at the fireplace
 - Folklore programme (outside)
 - Trail of lights – the positive example of using lights wisely to create an off-season offer with educational value.
 - Getting to know the offers of Kemeri National Park Nature Centre
 - Possibilities of networking
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- ~ **22** Transfer back to Jaunkemeri. Public transport is also available, those who wish, may also take a walk (~ 5 km).

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February 12

~ 9.00 – 13.00 Field trips in/around Ķemeri National Park (snack lunch included)

- Option 1 (specially recommended for “outdoor recreation” participants) - bog/snow shoe walking in Ķemeri Raised Bog. Provided by local tourism businesses
- Option 2 (specially recommended for “interpretation” participants) – guided walk in Ķemeri Historical Resort and the boardwalk in Ķemeri Raised Bog
- Option 3 (specially recommended for “services in buildings” participants) – Art Space in the Forest in recreation centre “Valguma Pasaule” (www.valgumapasaule.lv); upside-down house (www.apgrieztamaja.lv) as an attraction on the long distance Hiking Route (Forest Trail) through Ķemeri National Park

After the excursions – transfer to the airport for those who need it, or return to the event venue in Jaunķemeri Rehabilitation Centre with a possibility of enjoying the special offers.