

CCI in Vidzeme region, Latvia

Vidzemes Tourism Association

4.04.2019. Saint Petersburg

Cult-CreaTE
Interreg Europe



European Union
European Regional
Development Fund



VIDZEME TOURISM
ASSOCIATION



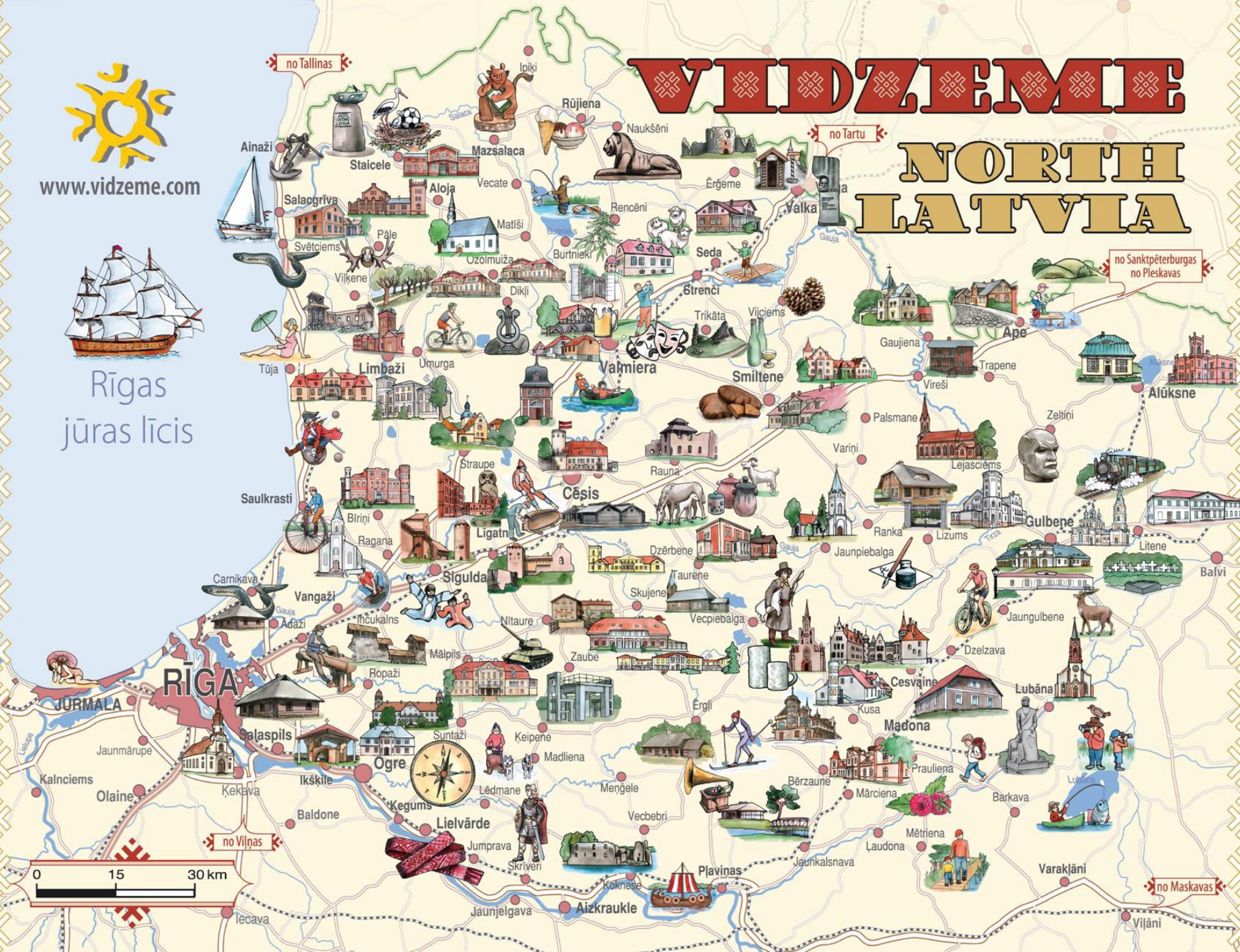
www.vidzeme.com



Rīgas
jūras līcis

VIDZEME

NORTH LATVIA



Main attractions in Vidzeme

- ▶ Nature - forests, sandy, rocky beaches, sandstone cliffs along river banks, hills, gorges and valleys
- ▶ Heritage - castles, manor, castle ruins and parks
- ▶ Recreation - cycle, hiking routes, SPA, ski resorts, adventure activities



Association cooperation with businesses

- ▶ Capacity building
- ▶ Cooperation with the state Tourism department
- ▶ International projects
- ▶ International cooperation



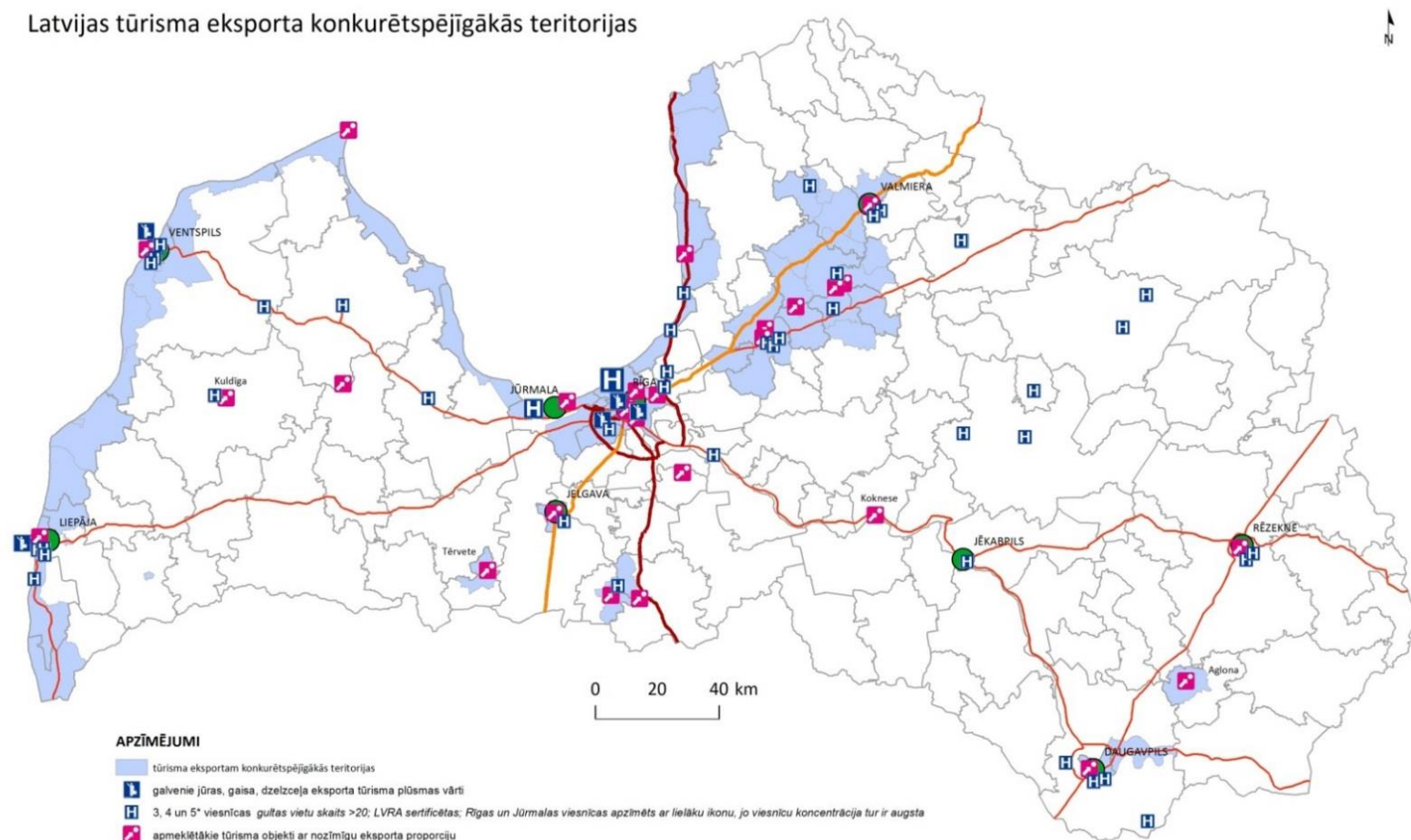
VIDZEMES TŪRISMA
ASOCIĀCIJA
ANNO 1997



Ministry of Economics
Republic of Latvia

The most Competitive Tourism Areas

Latvijas tūrisma eksporta konkurētspējīgākās teritorijas



APZĪMĒJUMI

- tūrisma eksportam konkurētspējīgākās teritorijas
- galvenie jūras, gaisa, dzelzceļa eksporta tūrisma plūsmas vārti
- 3, 4 un 5* viesnīcas guļamvietu skaits >20; LVRA sertificētas; Rīgas un Jūrmalas viesnīcas apzīmētas ar lielāku ikonu, jo viesnīcu koncentrācija tur ir augsta
- apmeklētākie tūrisma objekti ar nozīmīgu eksporta proporciju
- reģionālie centri, nozīmīgi ar tūrisma saistītiem pakalpojumiem
- Via Baltica maģistrālais ceļš
- Via Hanseatica maģistrālais ceļš
- maģistrālie ceļi

A.Klepers / Nocticus, 2013

Konkurētspējīgāko teritoriju kritērijs pēc ārvalstu tūristu nakšņojumiem (vid. 2009.-2012., CSP).

Apmeklētākie tūrisma objekti: kopējais apmeklējumu skaits (vid. 2009.-2012.) pārsniedz 30000, nozīmīga ārvalstu tūristu proporcija (vismaz 10%). Attēlots ne vairāk par vienu objektu vienā pašvaldībā (dati no TIC, objektu apsaimniekotājiem u.c.).

Cult-RInG

- ▶ Cult-RInG highlights the value of investment in European Cultural Routes in terms of their contribution to growth and jobs and the development of new cultural routes
- ▶ Euro Velo 13 = European Cultural Route

Cult-RInG
Interreg Europe



European Union
European Regional
Development Fund



VIDZEMES TŪRISMA
ASOCIĀCIJA

ANNO 1997

Typical CI business in LV



SME – micro
entrepreneurship



Often lack of business skills



Export performance could be
increased



Access to finance is a
challenge



Influence of trends

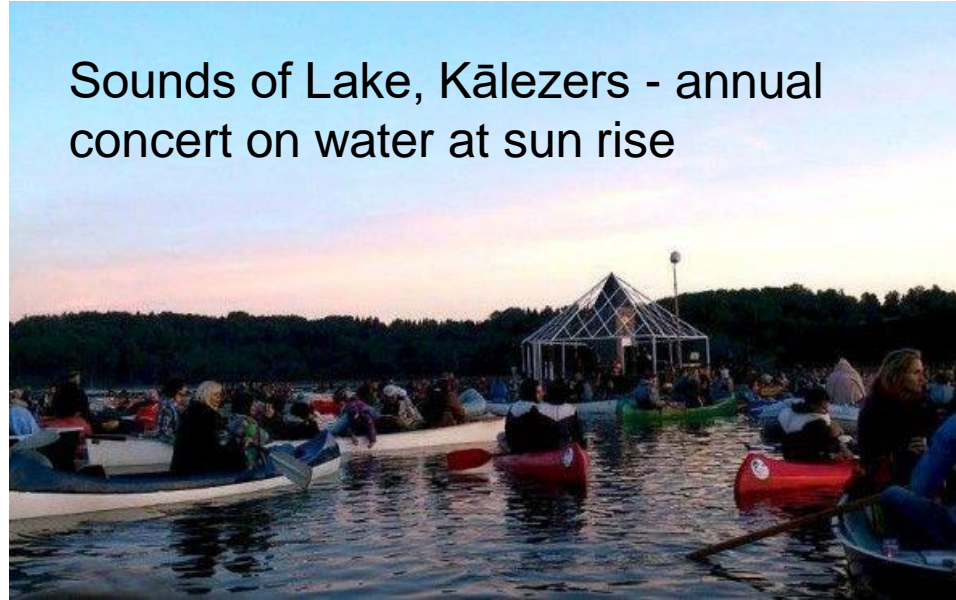


...

MUSIC AND DANCE - samples Vidzeme



Sounds of Lake, Kālezers - annual concert on water at sun rise



Saulkrasti International Jazz Festival



Neikenkalna Nature's Concert Hall, Kocēni



Folk music



ARTS, DESIGN, HANDICRAFT - Vidzeme

Vecpiebalga Porcelan Factory



Vienkoči park





Live Silver Museum,
Limbaži



Leg & Go

Cultural Tourism –
a Lever for Sustainable Development



CCIs contribution and Creative Tourism in the ECTN Charter

A Statement of principles on regional policies and strategies which guide the development, planning, management, operations and promotion of cultural and heritage tourism in the European Union and beyond for the benefit of destinations, communities, businesses, citizens and visitors

| 3rd edition

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

October 2018

www.culturaltourism-network.eu

European Cultural Tourism Network (ECTN) AISBL



2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

the only pan-European network
of destinations, regional and local
authorities, NGOs and research institutes
for **Sustainable Cultural Tourism**
development and promotion



www.culturaltourism-network.eu
info@culturaltourism-net.eu





Project Cult-CreaTE

Cult-CreaTE
Interreg Europe



European Union
European Regional
Development Fund

To redeploy CCIs for the development and promotion of CCT strategies, with:

- Sustainability of tourism
- Innovations throughout
- Capitalisation of good practices
- Policy learning and implementation
- Capacity building for partners' staff and key stakeholders

Tourism Development Strategy for Vidzeme region



Vidzeme needs to boost their tourism potential by using existing CCIs for CCT for sustainability.



The Tourism Development Strategy for Vidzeme region will be improved as follows:

New projects supported



CCIs related to **music/dance, pottery, local museums, arts and crafts**, will be selected with potential to contribute to exclusive and authentic tourism experiences, which are increasingly popular among tourists.



New CCT products will be developed around CCIs, such as **arts, design and handicrafts**.

New governance and structural change

Aspects that need to be improved

- ▶ Majority operates as micro enterprises
 - ▶ Financial support, taxes
- ▶ Activities outside the urban areas
- ▶ Employment
- ▶ Involvement
- ▶ Capacity building
- ▶ Cooperaration





ALISE PLAUDE

INFO@VIDZEME.COM



VIDZEME TOURISM
ASSOCIATION