LLI-10 Introducing nature tourism for all
UniGreen

Competence & promotion activities (WP T1)

Alise Lūse

Project Manager

Objective of the WP

Increase competence of tourism sector in offering infrastructure, services & products for people with disabilities & implement series of activities which support promotion of nature tourism in our regions

Three activities:

T1.1 – Trainings and workshops

T1.2 – Learning best practice

T1.3 – Marketing activities

06.06.17.

28.08.17.   28.09.17.

01.05.17.-31.12.18.

T1.2.3   T1.2.2
          T1.2.4

01.08.17.-28.09.18.

01.08.17.-28.01.19.

Key deliverables of the WP

40 trained tour guides

60 participants at workshops

50 participants at conference

80 tourism specialists participated in experience exchange visits

Guidelines to adopt infrastructure & tourism products to people with disabilities

Image guide in EN, LV, LT (20000)

Trail maps in EN, LV, LT (219250)

Leaflet in standard & Braille script (500)

Braille maps (500)

QR codes in EN, LV, LT

Audio material in EN, LV (7)

GPX files for trails (50)

T1.1 Trainings & workshops to adopt tourism infrastructure & services for people with disabilities

LP

- Tour guides (25) training in LV
- 2 workshops in LV (60) for tourism entrepreneurs and municipal tourism specialists

PP11&2,3,5

- Educational programmes for guides & target group (2)
- Practical training – excursions for guides (2)

PP11

- Tour guides (15) training in LT

T1.1 Trainings & workshops to adopt tourism infrastructure & services for people with disabilities

T1.1.1

Trained tour guides

Be a better guide

Starts 06.2017

LP

- 25 trained tour guides

- 7 training sessions, each 3 days long in LV

- 1 on-site tour in LT, incl. meetings with nature guides and tourism representatives in partner organisations

- 1st training session in Period 1, 2 sessions in Period 2, 3 sessions in Period 3, 2 sessions in Period 4

- Topics: nature interpretation, different target groups and their needs and psychology, specific needs of people with disabilities, organisation and management of nature exposition

- Selection of participants: open registration to be announced, advantage to guides having basic knowledge for guiding in Kurzeme region

T1.1 Trainings & workshops to adopt tourism infrastructure & services for people with disabilities

T1.1.2 Trained tour guides for LT participants

T1.1.3 Educational programmes

T1.1.4 Practical training

Starts Period 2

PP11&2,3,5

- In LT
- 15 trained tour guides (10 days) on methods of preparing and guiding excursions, specific knowledge on how to guide excursions to people with visibility problems
- 2 *educational* sessions (each 1 day long) for participating guides and locals on how blind people act
- 2 practical trainings – excursions for guides to lead a group of people with physical and visibility problems in Žemaitija National Park

T1.1 Trainings & workshops to adopt tourism infrastructure & services for people with disabilities

T1.1.5 Participants in workshops

Starts Period 2
LP

- In LV

- 60 participants

- 2 events (each 1 day long)

- Topic – specific needs of people with disabilities

- Target group:

- tourism entrepreneurs to consider improving their services to host people with disabilities

- municipal tourism specialists in Kurzeme region to use the lessons learned when developing new tourism infrastructure and promotional materials

T1.2 Learning best practice

LP

- Guidelines for nature territories to adopt infrastructure & tourism products for people with disabilities

LP&PP3

- Experience exchange visit in Finland (30)

PP5&LP

- Experience exchange visit in LV (25)
- Experience exchange visit in LT (25)

PP11

- Conference on tourism infrastructure and people with disabilities (50)

T1.2 Learning best practice

T1.2.1 Participants in experience exchange visit in Kurzeme

01.04.2018

PP5&LP

- 25 tourism specialists from Klaipeda region municipalities and partners' organisations in LT
- 2 days
- Topic – exploring the nature toursim destinations, best nature tourism products, challenges for adopting the infrastructure, services and products for people with disabilities
- LP covers accommodation
- PP5 covers the bus
- To agree on programme & visits, select participants

T1.2 Learning best practice

T1.2.2 Participants in experience exchange visit in LT

- 25 tourism specialists from Kurzeme region municipalities and partners' organisations in LV
- Topic – exploring best practice in nature tourism infrastructure development in LT
- LP covers the bus
- PP5 covers accommodation
- To agree on programme & visits, select participants

28.09.2017

PP5&LP

T1.2 Learning best practice

T1.2.3 Participants in experience exchange visit in Finland

FINLAND

- 30 tourism specialists from LV and LT
- 5 days
- PP3 covers the bus
- Aim - to raise competence among tourism specialists working with nature tourism development
- To agree on programme & visits, select participants

28.08.2017

LP&PP3

T1.2 Learning best practice

T1.2.4 Participants in conference

28.09.2017
PP11

- 50 municipal and nature protected areas tourism specialists from LV and LT, including tourism service providers, infrastructure developers, national level tourism organisations

- All partners to participate

- In EN

- 1,5 days

- Topics – launching discussions and paying attention to challenges of tourism sector to adapt tourism infrastructure and offers to people with disabilities, sharing of good practice, on-site visit, partners meeting on project progress

- To agree on programme, on-site visit, lecturers, participants

T1.3 Marketing activities to promote nature tourism possibilities

| LP | LP&2,3,5,11 | PP3 | PP11 |

LP
- Inspection round trips to evaluate trails and collect info (10)
- Image guide in EN, LV, LT (20000)
- Audio material in EN, LV (7)
- GPX files for trails (50)

LP&2,3,5,11
- Trail maps in EN, LV, LT (219250)

PP3
- QR codes with an audio material in EN, LV, LT (3)

PP11
- Leaflet in standard & Braille script (500)
- Braille maps (500)

T1.3 Marketing activities to promote nature tourism possibilities

T1.3.1 Inspection round trips

- Up to 10 round-trips for ~ 30 spots
- To evaluate trails and collect info, incl. pictures, necessary for marketing activities
- Through whole year to evaluate trail conditions in various seasons
- Which target groups can be hosted
- Result – info prepared for up to 30 trails in Kurzeme and further used for developing the image guide and trail maps. Recommendations for owners/managers to improve the trail in a way it could meet the target group expectations and needs

Starts August 2017

LP

T1.3 Marketing activities to promote nature tourism possibilities
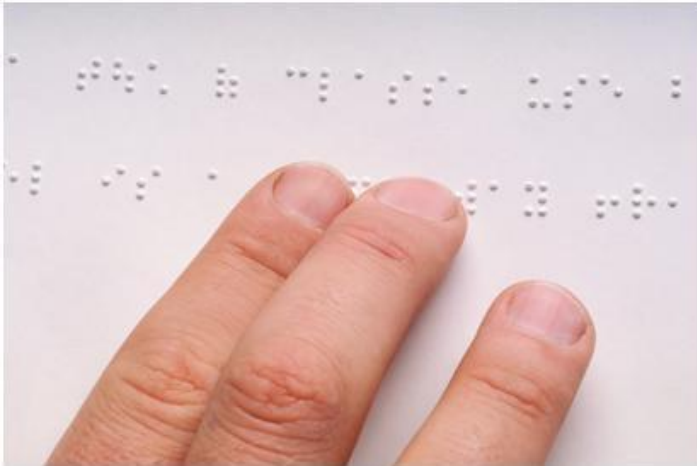
T1.3.2 Image guide

Starts August 2017

LP

- 20 000 copies

- Available also online

- LV, LT, EN

- A4-A5 with ~ 24 pages

- Will contain introductory info, overall maps, pictures

- Will cover all partner territories to introduce our regions as destinations offering wide variety of nature experience and are accessible to people with disabilities

- To be distributed in tourism info centers, travel fairs

T1.3 Marketing activities to promote nature tourism possibilities

T1.3.3 Trail maps

Starts Period 3

LP&2,3,5,11

- 219 250 copies

- Available also online

- LV, LT, EN

- A4 – single common style designed leaflets + folded together to promote our regions as a single destination

- Detailed map & supporting info on tourism serviced, objects to visit, practical info for visitors

- LP – 30 walking trails mapped

- PP2 – ANP 4 water routes (40 000)

- PP3 – BRP 4 walking trails (6 250)

- PP5 – Klaipeda region 5 trails (15 000)

- PP11 – ŽNP 4 walking trails in LT and EN (8 000)

T1.3 Marketing activities to promote nature tourism possibilities

T1.3.4 Leaflet in standard & Braille

- 500 copies
- A4 (in standard & Barille script = 2 in 1)
- Short description about trails and all territory of Žemaitija National Park
- Target group – people with eyesight problems

Starts Period 3

PP11

T1.3 Marketing activities to promote nature tourism possibilities

T1.3.5 Braille maps

Starts Period 3

PP11

- 500 copies

- A4 (in standard & Barille script = 2 in 1)

- Printed embossed trail route maps with marked places of interest

- 2 trails (250 copies each)

- Target group – people with eyesight problems

T1.3 Marketing activities to promote nature tourism possibilities

T1.3.6 QR codes

T1.3.7 Audio material

Starts Period 2

PP3 & LP

- 3 **QR codes** printed on water/sun safe material and attached to an existing info stand with info about Kirkilai karstic lakes
- Audio material also available online
- In LV, LT, EN

- **Audio material** for 7 – 10 nature sites
- In LV, EN
- Printed and attached to new or existing info stands

- Target group – people with eyesight problems

T1.3 Marketing activities to promote nature tourism possibilities

T1.3.8 Electronic format files for trails

- 50 trails
- All mapped trails (T1.3.3) prepared as GPX files
- Distributed through existing mobile and web apps

Starts Period 3

LP