

Annex B: Tūrisma, dabas un kultūrvēsturiskā mantojuma ekonomiskais potenciāls

Tourism workshop resume, Nīca, Latvia, 8th September 2022

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1.Public waters for recreation

- **Recreational infrastructure along the waterbodies** – lakes, ponds, rivers – network of safe and equipped swimming places, training of rescuers, educational activities of society about safe behaviour near/on waters.
- **Network of Recreational lakes destinations** – project would be aimed to connect lakes available for the recreational purposes in the Kurzeme and Klaipeda regions.
- **Leisure boating, kayaking rivers**

Rivers & Lakes

	Project idea	Initiator	Partners
1.1	Cleaning the river of Šventoji & adaptation it for tourism and recreation: -grass removing: -small infrastructure (benches & garbage bins)	Palanga	Kretinga & Dienvidkurzeme county
1.2	Improving local public swimming areas in small parishes (approx. 8 places): -cleaning & additional sand for beaches: -small infrastructure (changing cabins, benches & garbage bins etc.)	Tukums county	Liepāja city & Dienvidkurzeme county & Kretinga
1.3	Set up & develop the forest lake shore: -set up/develop the lake shore for free time & leisure after the swimming -small infrastructure (changing cabins, benches & garbage bins etc.) -infrastructure for leisure, free time & sports activities	Saldus county	

Public waters in cities & towns

(Votes for the whole group: 8)

	Project idea	Initiator	Partners
1.4	Route for water tourists in Cietokšņa canal to the Liepāja lake:	Liepāja city	

	-safe route & rules & regulations		
1.5	Infrastructure for boats in King Vilhelmas canal: -slips & piers	Klaipeda district	Šilute, Kretinga (Akmena river)
1.6	Set up the public water shore & make a nice recreation space in Mosedis town -cleaning public water from grass -set up nice area with terrace and ponton scene for events -ponton path to small island	Skuodas municipality	Dienvidkurzeme county
1.7	Walking path around lake Saldus & Path around the former lake Tukums -small infrastructure Votes:2	Saldus county	Tukums county
1.8	Recreation territory in Mārtiņsala (near Ventas Rumba & river) -cleaning of canal -set up a recreation & leisure infrastructure	Kuldīga county	
1.9	Recreation of the gravel digging area (in Garždai town) -cleaning canals & shores -building public infrastructure (playgrounds etc.)	Klaipeda district	

Seaside public waters

(Votes for the whole group: 8)

	Project idea	Initiator	Partners
1.10	Solve toilets/waste problems on the coastline in Talsi County by building basic infrastructure for visitors: -parking lots -WC & waste management -showers at the beach -adjust access to the shore for disabled people	Talsi county	Tukums county
1.11	Improve access to the seaside: -renew parking lots -build/set up trails to the sea -make it accessible for people with special needs (near coastline)	Tukums county	
1.12	Beach equipment for swimming places adaptation for disabled people (people in wheelchairs)	Palanga	
1.13	Installation of video monitoring & surveillance at the public beaches for safety with integrated system for counting visitors/tourists as well	Liepāja	Palanga

Free water stations

	Project idea	Initiator	Partners
1.14	Network of drinking water stations for filling up VP bottles Votes: 2	Liepāja	Saldus Dienvidkurzeme county

Water tourism (infrastructure & tourism routes)

(Votes for the whole group: 6)

	Project idea	Initiator	Partners
1.15	Connect Stende River to Irbe river by building appropriate infrastructure for visitors & water tourists & kayakers & hikers -clean rivers -access to water -WC & waste problems	Talsi county	
1.16	Make a water tourist routes for kayaking to connect Lithuania with Latvia by Bartuva/Bārta river: -clean the river -equipment needed	Skuodas municipality	
1.17	Infrastructure for the water tourism route in Minija river - signs, resting places, waste bins etc.	Klaipeda district	Kretinga, Šilute

Votes:1

Project – Improvement of the seaside infrastructure

Title - Beaches for all

Lead partner – Palanga

Partners – Tukums & Liepāja

Budget – 600 000 Euro + 20%

Time – 24 months

Activities:

- improve access to the seaside
- renew parking lots, trails to the sea in Tukums,
- make accessible for the people with special needs, adapt swimming places for people in wheelchairs in Palanga
- Video monitoring at the beaches in Liepāja
- experience exchange visits to Liepāja

2.Hiking

Project idea		Initiator	Partners
2.1	Network of paths around lake Melnezers, connecting the existing paths and the Long-Distance Forest Trail	Tukums	
2.2	Hiking trail around lake Usma: -by adapting the existing cycling path to hikers -possibly creating a tourist attraction- small ferry to cross the lake with own efforts	Talsi	
2.3	Walking path across lake Tukums (the lake does not exist anymore, but was there once in the past)	Tukums	
2.4	Path around river Akmene -whole infrastructure required	Kretinga	
2.5	Path around lake Ciecere	Saldus	
2.6	Connect Skuodas and Dunika boardwalk (the vibe is similar) -small infrastructure Votes: 3	Skuodas	
2.7	Small loops around the Long-Distance Forest Trail + creation of an alternative route = shortcut Votes: 7	Saldus	
2.8	Access to the TIC for cyclers and other tourist groups	Klaipeda city	
2.9	Šiaukliai boardwalk - restoration from wood to metal	Skuodas	
2.10	Walking route from Dreverna (old town) to Svenceli (new town) – 2km loop -gravel to be laid down	Klaipeda district	
2.11	“Improving infrastructure by improving access to the Baltic Sea coast”: -within the framework of the project, it is planned to rebuild the 6th dock by improving access of operational services to the Baltic Sea coast -at the moment the wooden structures have deteriorated, which significantly makes it difficult to access the sea -stage: concluded agreement on the development of sketch draft ideas -costs approximately EUR 300 000	Ventspils city	
2.12	Packo-mate for souvenirs at beach and other places	Liepāja	
2.13	4+ 4 (Klaipeda city + Klaipeda district) from city to nature Connecting existing thematic health routes (4 in city and 4 in district) - close to coastline, but not yet interconnected	Klaipeda city	
2.14	Route through small architectural and in one style designed infrastructure elements in Karkle according to existing concept -instalment of stands, bins	Klaipeda district	

2.15	Bird watching at sea in winter (sea or coast) -bird watching route	Liepāja	
2.16	Storage – safe stations: -storage possibilities for hikers (backpacks) and bikes (boxes and space under roof) Votes: 1	Liepāja	
2.17	Kurzeme excellence centre for hikers (to be developed in Embūte area - not crowded, wild nature, some facilities existing already) -huts, grilling equipment, tenting sites etc. Votes: 2	Dienvidkurzeme	
2.18	Bird watching route in LV and LT “Watch my bird” -marketing, promotion, small infrastructure Votes: 9	All LV	All LV Klaipeda district Šilute Skuodas
2.19	New bird watching centre in LT/Priekule – possibly connecting and creating a similar one in LV/Priekule -bird watching route from Ventas ragas in LT till some place in LV	Klaipeda district	
2.20	Connecting hiking routes through county (small regions) borders: - marking -small infrastructure Votes: 2	Talsi	

Project – Joint bird watching route

Title – Watch my bird

Partners – All LV, Klaipeda district, Šilute, Skuodas

Budget – 600 000 Euro + 20%

Time – 24 months

Activities:

- collect info on existing bird watching sites (incl. nearby facilities and provided options) & compile a route
- improve access to bird watching sites, incl. video monitoring
- develop a guidebook or info on website
- set up/improve bird watching centres on both sides (LT and Kurzeme)
- experience exchange visits

Project – Connecting Forest trail & Coastal hiking route by creating medium distance trails (20km – 35/50 km)

Partners:

- Regional level tourism planners/experts, which are ready to proceed with the identification of trails, confirmation of tracks within all parties (nature territories, municipalities, private) as well to ensure implementation of marketing activities (online, travel guides, campaigns)
- Municipalities – to develop small scale infrastructure

Budget – 600 000 Euro + 20%

Time – 24 months

3.Cycling

As a result of project:

- 1) Marketing of Eurovelo 10 and 13 towards target groups in Poland, Germany, Netherlands etc. Detailed information online and travel guide is prepared;
- 2) Updated cycling routes network in Kurzeme and Klaipeda region
- 3) Improvement of signposting of updated cycling routes, small scale infrastructure - information stands / resting areas;
- 4) Marketing of cycling possibilities towards local target markets and across the border. Information online, cycling route brochure, campaigns, events to promote Kurzeme and Klaipeda as a destination for cycling.

New cycling routes network

(Votes for the whole group: 10)

	Project idea	Initiator	Partners
3.1	<p>“Development of pedestrian / cycle lane infrastructure in south-west Ventspils”: - within the framework of the project it is planned to build 3 wide gravel cover tracks, including -the construction of lighting that would connect the 10th dock to the existing cycle lane infrastructure without prejudice to the protection zone of the dunes of the Baltic Sea -stage: construction project has been developed -costs approx. EUR 135 000</p>	Ventspils	
3.2	<p>Prolonging cycling routes: -LT->LV -LV->LT</p>	Dienvidkurzeme + Klaipeda	Saldus
3.3	<p>New town cycling routes development (connect “Klaipeda-Priekule-Kuršu kāpa”): -new routes -signs & routes marking -marketing + IT</p> <p style="text-align: right;">Votes: 3</p>		Kurzeme + Klaipeda region
3.4	<p>Cycling routes: -joint marketing -apps -exhibitions -tourism exhibitions / fairs</p>		Kurzeme + Klaipeda
3.5	<p>Safe cycle alternatives: A10 -> A13 -> -add loops to the existing -to main cities</p>	Saldus	Kurzeme + LT
3.6	<p>Route “From garden to garden/parks”: -map of gardens -offers for cyclists -rest places in between</p>	Tukums	

Greenways

(Votes for the whole group: 5)

	Project idea	Initiator	Partners
3.7	Greenway/ Liv Coast „Liepene – Lielirbe”: -historical Road Mazbānītis will be restored & installed hiking and cycling trail approx. 36 km long (from Liepene to Lielirbe, in Tārgale parish, Ventspils region) and carried out its labelling -the creation of a single hiking and cycling path along the feet of the historical railway Mazbānītis will eliminate the break on the EuroVelo 13 iron Curtain route and develop the Liepene-Lielirbe section of the Latvian coastal cycle route -the route symbolizes the border between east and west, an area that was divided during the cold War -the route would be constructed at the site of the historical railway Liepene-Lielirbe (1916-1963) track, which has remained as a path that runs through coastal “kangars” and villages station infrastructure- clue signs, maps, info stand about the site, history and sights, small architectural forms (wave - bench, bike racks, rubbish urn).	Ventspils district	Dienvidkurzeme + Saldus + Skuodas
3.8	Skuoda – Priekule – Liepāja -dresines -diverse tourism offers	Klaipeda	Dienvidkurzeme
3.9	Maintenance & exposure improvement of narrow track railway “Ventspils – Anykčiai”: -establish closer cooperation with supplies of a similar service in Lithuania	Ventspils city	

Cycling marketing

	Project idea	Initiator	Partners
3.10	Marketing of Eurovelo 10 in target regions: -apps -tourism exhibitions	Palanga	
3.11	Thematic route military heritage -Along the Sites of WWI Saldus-Ezere-Mažeiki-Skuodas-Liepāja) -WW 2		Saldus + Dienvidkurzeme + LT
3.12	Saldus cycling route around lake Ciecere (using former railway track)		
3.13	Establish bike sharing stations for tourists traveling across the border by bikes: -GPS trackers -bicycle storage containers Votes: 2	Šilute	Kurzeme Saldus
3.14	Cycling route technical service stations -eco sun station -tyres pump station -water station Votes: 1		Kurzeme + LT

3.15	Active cycling: -map, BMX, ?MB park tracks -app -marketing -creation of MB park in Kretinga		LT + Kurzeme + Kretinga
3.16	Pump track in Mosedis & Nīca -skate park -events -map & marketing Votes: 3		Skuodas Kurzeme Saldus D/Kurzeme & LIT

LAT- LIT New cycling routes network

Acronyms: (Cycle-Net) (E-Cycle) (United/Connected In-Cycling)

Cross border issues:

1. cyclers-tourists' preferences (several countries/regions)
2. common destination
3. more attractive destination
4. flexibility of the route
5. Common marketing
6. Cross country cooperation
7. Cross country knowledge exchange

4. Culture heritage

- 1) **Castles and manors** in Kurzeme region and Klaipeda – history, events.
- 2) **Manor's parks and gardens** as areas for recreational and educational activities (parks maintenance)
- 3) **Former mill lakes** – to connect into one route
- 4) **Panorama route**- network of sites and objects which offer possibility to enjoy view from the top (church towers, watching towers, heritage buildings with roof platforms etc.)
- 5) **Capacity building for museums** and development of attractive content for visitors
- 6) **Balt's road** – further development of the route – accessibility and interactivity of hill forts

Time travel

(Votes for the whole group: 3)

	Project idea	Initiator	Partners
4.1	Travel in time – in mid-20th century townhouses and gardens: -H.Dorbe Memorial Museum - there may also be similar examples of the mid-20th century constructions in Lithuania	Ventspils	Tukums
4.2	Cultural event “Life in the medieval ages. A historic rebuilding game after a certain scenario”: -bringing together historical associations in Latvia and Lithuania, that are interested in history, -engaging in the manufacture of objects and clothing reconstructions of different historical ages, -organizing a variety of thematic events that dress up in copies of historical clothing, play role games following a previously agreed scenario (e.g. Knight Tournament, etc.). Takes place in The Castle of the Livonian Order and in some Lithuanian Castle	Ventspils	
4.3	Medieval castles – Grobiņa, Durbe, Aizpute: -routes, digitalisation, trail around castles -specific events -digital tablets -parks (manors)	Dienvidkurzeme	

Sacral heritage

(Votes for the whole group: 1)

	Project idea	Initiator	Partners
4.4	Restoration of ethnographic cemeteries, churches: -digital routes\digitalisation services	Neringa	Liepāja Tukums
4.5	Heritage of Lutherans: -churches -traditions -cemeteries -events & routes	Šilute	Tukums

4.6	Virtual explosion about Latvians in the renovated Lutheran church Votes: 1	Skuodas	
4.7	Final Phase of restoration of Jewish synagogue: -culinary heritage route -Jewish heritage route	Šiltute	Liepāja

Industrial heritage

(Votes for the whole group: 1)

	Project idea	Initiator	Partners
4.8	Former mill lakes route Ezere and others	Saldus	
4.9	Processing of agricultural products – roadmap through Latvia and Lithuania windmills, watermills, etc. Votes: 1	Ventspils	

Hillforts

(Votes for the whole group: 10)

	Project idea	Initiator	Partners
4.10	Activities in Mosedis hill fort: -infrastructure (path, stairs, small infrastructure)	Skuodas	Šilute, Kretinga,
4.11	Future development of Balt's Road: -to build a Curonian castle in Talsi -to have a change to see how Curonians were living	Talsi	
4.12	Watching tower at Saldus lake (hillfort)	Saldus	Tukums
4.13	Access to the hillforts in Šilute district	Šilute	
4.14	Create a walking path along the Venta River to Kuldīga hillfort: -distance/length approx. 2,5 km (starting from the old bridge in the city centre)	Kuldīga	
4.15	Ālande river trail – extending the trail to connect with Balts' cultural object in the end of the prolonged trail -length approx. 500 m	Dienvidkurzeme	

Crafts

	Project idea	Initiator	Partners
4.16	Maintaining the traditions of beekeeping as educational and interactive tourism offer throughout the year: -exposure -museum education -creative games	Ventspils	
4.17	“Diversity of craft traditions. Pottery's work then and now”: -using the expressions and working techniques specific to traditional pottery, it is important to continue to stoke in the Seaside Open-Air Museum after a traditional conventional kiln pattern.	Ventspils	

	-establish the Cross-Border Pottery competition “Kurzeme kiln 2023, 2024, 2025 past and today” based on a traditional kiln. -create in the House of Crafts (<i>Amatu māja</i>) courtyard a high-temperature roasting ceramic kiln for artworks. -organize an international ceramic symposium.		
4.18	Restoration of stylised Couronian swords in Embūte	Dienvidkurzeme	

Culinary

(Votes for the whole group: 1)

	Project idea	Initiator	Partners
4.19	Start a culinary tourism in Skuodas as a Curonians and Samogitians	Skuodas	
4.20	Culinary tourism: -local product promotion -degustation -masterclasses etc. -markets	Saldus	Kurzeme
4.21	Culinary / Crafts: -local food – products masterclasses in Rucava – white butter pottery -digitalisation of old crafts -fish (Jūrmalciems, Ziemepe, Pāvilosta) Votes: 1	Dienvidkurzeme	Tukums Klaipeda
4.22	Improve local markets: gastronomic route – traditional dishes across the region	Klaipeda	
4.23	Processing of agricultural products	Skuodas	
4.24	Local market as heritage: -improve small, local markets -create tourist guide -activities, events, celebrations	Tukums	Liepāja
4.25	Wineries & Breweries route (local)		
4.26	Gastronomic coastal route (regional)		
4.27	Skuodas & Neringa connecting stone road (connects a museums), audio guide – 1 ticket, route, map, signs for these 4 museums	Skuodas	Kretinga

Manors

Votes for the whole group: 4)

	Project idea	Initiator	Partners
4.28	Manors (border region) Kuldīga, Jaunauce, Ezere, Vadakste accessibility outside: -QR codes -audio guides etc. -park infrastructure Votes: 4	Saldus	

4.29	Theatrical performances in manors - ladies in old-style dresses meeting visitors walking in city/parks	Kretinga Palanga	
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Gardens

(Votes for the whole group: 4)

	Project idea	Initiator	Partners
4.30	Public garden in Mosedis - a small park with historical plants, fountains, -music, benches, meditation place -digital historical information Votes: 4	Mosedis	

Open air stages

	Project idea	Initiator	Partners
4.31	Open air stages as cultural heritage: -improvement of local air stages -map/rout of open-air stages -local, dance folks festivals -sustainability of cultural heritage	Tukums	Kretinga

Infrastructure

(Votes for the whole group: 1)

	Project idea	Initiator	Partners
4.32	Improving culture heritage area in Judrinai village: -small airplanes infrastructure (wc, for visitors, public spaces) Votes: 1	Klaipeda district	
4.33	Making camping place in Nasrenu museum	Kretinga	

Other

	Project idea	Initiator	Partners
4.34	Marked music route within the Klaipeda city similar as in Liepāja	Klaipeda city	
4.35	Art and Poetry route in small towns	Tukums	

Hillforts project

- Accessible all year
- Benches & small infrastructure
- Info stands & actual information
- Connects us all – festivals each year

5. Maritime Heritage

- 1) **Maritime heritage** – coastal museums, traditions, experiences, culinary heritage along the coast (“Go West – to Coast in Latvia and Lithuania”)
- 2) **Joint route of lighthouses**
- 3) **Cruises, pleasure boats, yachting/sailing, beaches**

Lighthouse routes

(Votes for the whole group: 7)

	Project idea	Initiator	Partners
5.1	Route of lighthouses LAT - Liepāja, Talsi LIT - Neringa, Šilute, Klaipeda, Klaipeda district Votes: 3		
5.2	Lighthouse route -connecting in one route services & culinary & excursions & water services -connection: public transport -industrial / cycling route (Liepāja lighthouse cannot visit) Votes: 3	Neringa, Šilute, Klaipeda	
5.3	Lighthouse reconstruction: -access for tourists -accessibility -instalment Votes: 1	Palanga, Tukums, Talsi	

Coastal museums

(Votes for the whole group: 2)

	Project idea	Initiator	Partners
5.4	Coastal museums: New expositions/tech & app -marketing -Fisherman Smiltyne -homesteads village Votes: 2	Tukums	Liepāja, Pāvilosta Klaipeda (Smiltyne) Klaipeda district

Fishing route

(Votes for the whole group: 9)

	Project idea	Initiator	Partners
5.5	Fishing route -mapping places -one platform? -lake + rivers -fishing tours / caps -marketing Votes: 3		Klaipeda district Kretinga Liepāja
5.6	Old fishing tradition in 400 km -split cross border Votes: 6	Klaipeda district	

Project:
Coastal route – seaside areas (Maritime culture?)

Title:
Nude Fish / Common fish / Selfish
Fish spot / Fish hunt / Fisher Dream / Dream Holidays
Stinta pukis

Cross border issues:

- Mapping
- Bigger choice
- Evaluation / Rating
- Easier to attract tourists
- Seasonality
- Regulation differences

6. Management and Marketing

- Tourism market & consumer research
- Creation of Klaipeda Region tourism platform
- Preparation of a cost-benefit analysis of foreign tourism markets through a selection of target foreign markets
- Implementation of integrated marketing in targeted foreign markets
- Development of regional tourism marketing and communication strategy
- Implementation of advertising campaigns in local and foreign markets (to attract tourists and reduce seasonality)

- Audit of maritime and coastal tourism products (cruises, yachts, pleasure boats, beaches, bicycles, etc) in Region
- Development of regional branding?
- Regional tourism products development: marine tourism (beaches), cycling, water tourism, solo / slow tourism, gastronomic, ornithology, cultural roads,
- Development of special tourism offers (packages) for foreign markets.

Joint Promotion & Digitalisation & Modernisation

(Votes for the whole group: 11)

	Project idea	Initiator	Partners
6.1	"Fish road" as product promotion destination in Klaipeda district, Šilute district, Klaipeda, Neringa, Liepāja, D/Kurzeme county: -new website -new e-shop -educational centre (new) -create new products with Liepāja -new trail connecting Latvia & Lithuania <div style="text-align: right;">Votes: 8</div>		
6.2	Joint festival – Maritime -promotion campaign -marketing -fishing tradition -ship building in Liepāja -Vikings		
6.3	One platform -all products -sharing information	Šilute	
6.4	Creating interregional App		Skuodas D/Kurzeme Talsi
6.5	Virtual Excursion: -the Apps to order services	Skuodas	
6.6	Virtual reality excursion to the Viking time <div style="text-align: right;">Votes: 3</div>	D/Kurzeme	
6.7	Modern multilingual digital solutions, modernization of exhibitions at manors near the border – Jaunauce, Vadakste	Saldus	Tukums
6.8	Feasibility study for adaptation tourism and recreation villas Romeo and Julieta	Palanga	

Trainings for tourism business

(Votes for the whole group: 18)

Project idea		Initiator	Partners
6.9	Training for tourism business: -hospitality -self marketing & modern digital skills Votes: 7	Palanga	Šilute Skuodas Talsi & Saldus D/Kurzeme
6.10	Educating locals about small business: -air BnB & etc. Votes: 11	Skuodas	Liepāja Talsi Saldus

Beach infrastructure

Project idea		Initiator	Partners
6.11	Beach infrastructure: -WC, changing cabins etc. -Info points -market less visited places on the beach (Conscious travel)		
6.12	Spreading(?) tourist flows from main resorts/places -sharing info surrounding objects/places	Skoudas	D/Kurzeme
6.13	Self-service point -QR code / info screen -souvenir stand/shop -brochure	Liepāja	Skuodas
6.14	Making camping place	Kretinga	

Project title - Smarter no harder

Cross border issues:

- Small countries, similar challenges
- Same client profile
- Cross border tourists
- Lack of knowledge of new providers
- Lack of foreign languages

7. Project ideas exchanged between Kurzeme & Klaipeda regions

From Klaipeda region	Proposal from Kurzeme
<p>Development of regional cycling and walking paths network</p>	<p style="text-align: center;">1.Hiking:</p> <p>Klaipeda region and Kurzeme are crossed by 2 long distance hiking trails E9 Baltic coastal hiking route and E11 Forest trail. Both regions have developed also rather good short distance hiking trails, each trail between 0.5km-up to 7 km in the nature protected areas, nearby and in the towns, near by nature objects (lakes, rivers, parks). In Kurzeme there are over 60 nature trails and in Klaipeda region xx (???) trails.</p> <p>Demand for nature tourism products is growing, people are looking for the options to spend holidays in active way in the nature, meanwhile also expectation for the readiness of products are raising. Travellers are looking for ready-made routes with the available services around/start/finish destinations – catering, accommodation, attractions, qualitative information online and good cartography maps.</p> <p>The aim of the project is to develop connections between the both long distance hiking trails (Coastal hiking route and Forest trail) by creating medium distance trails (20km – 35/50 km), which will serve for 2-3 days/weekend hikes. It is expected that new developed connections will cross valuable nature and landscape areas as well will connect tourism service hubs (villages, towns).</p> <p style="text-align: center;">As a result:</p> <ol style="list-style-type: none"> 1) Network of hiking trails all over the Klaipeda and Kurzeme regions would be established - both regions would be more friendly and open to nature tourism travellers, 2) Tourism seasonality will be expanded, as hiking is more intense beyond the traditional tourism season in summer, and is more spring/autumn season activity. 3) Kurzeme and Klaipeda regions would be promoted as hiking destinations towards local target markets, markets across the border and foreigner markets. 4) Small scale infrastructure (signposting, information stands, resting areas) to welcome hikers and make trails feasible and recognized in the nature. <p>Partners expected:</p> <ul style="list-style-type: none"> • Regional level tourism planners/experts, which are ready to proceed with the identification of trails, confirmation of tracks within all parties (nature territories, municipalities, private) as well to ensure implementation of marketing activities (online, travel guides, campaigns) • Municipalities – to develop small scale infrastructure <p>Long distance routes to be connected:</p>



2. Cycling:

Eurovelo 10 and 13 is crossing Klaipeda and Kurzeme regions. There are in Kurzeme region 35 routes, which have applied for the route number within national system of route development and have obtained status of local cycling routes. There is 1 regional route – Forest trail in Kurzeme by bicycle, track partly overlaps with Forest hiking route, but in some sections different roads are used to fit better for cyclists. Klaipeda region has (...??) routes.

During last 5 years active improvement of local roads/city/town streets is ongoing. New cycling paths/new green areas regenerated and are available for cycling, walking etc. active leisure. That requires to revise cycling routes network, developed back in 2012 in Kurzeme and update it by adding new routes and connections and harmonizing existing routes to fit the best into the upgraded infrastructure.

There is also a demand to develop regional network of routes, which would be at least 100-300 km long and would offer possibility to discover whole region on the bicycle wheels.



Current network of local cycling routes.

	<p>As a result of project:</p> <ol style="list-style-type: none"> 1) Updated cycling routes in Kurzeme and Klaipeda region (?) 2) Marketing of Eurovelo 10 and 13 towards target groups in Poland, Germany, Netherlands etc. Detailed information online and travel guide is prepared; 3) Improvement of signposting of updated cycling routes, information stands and resting areas; 4) Marketing of cycling possibilities towards local target markets and across the border. Information online, cycling route brochure, campaigns, events to promote Kurzeme and Klaipeda as a destination for cycling. <p style="text-align: center;">3.Green Ways for cycling and walking, “traffic free corridors” for people with disabilities</p> <p>There are several former railway lines, which are not in use anymore, and rails are taken away. Across the Europe such lines are used for tourism purposes – as routes, trails, tracks for the hikers, cyclists with no traffic or low intense traffic. 3 of the former lines are most promising to be turned into the tourism as Green Ways</p> <p style="padding-left: 40px;">Liepāja – Priekule, approx. 50 km Liepāja – Pāvilosta, approx. 50 km Mazirbe - Ventspils, approx. 50 km</p> <p>Project main activities:</p> <ol style="list-style-type: none"> 1. Cleaning works of the lines (if needed); 2. Signposting, resting areas, tourism information stands to guide tourists in to the heritage of railway, nature values around, services nearby 3. Marketing of created routes and networking with Green Ways association in Latvia and Europe 4. Experience exchange visits etc. 5. Separate direction in the project can be devoted to develop traffic free corridors to let enjoy cycling for disabled persons with eyesight problems etc. <p>Do you have in Klaipeda region any resources related to this???</p>
<p>Recreational infrastructure along the waterbodies –</p> <p>Network of Recreational lakes destinations –</p>	<p>lakes, ponds, rivers – network of safe and equipped swimming places, training of rescuers, educational activities of society about safe behaviour near/on waters.</p> <p>project would be aimed to connect lakes available for the recreational purposes in the Kurzeme and Klaipeda regions.</p>
<p>Cooperation between sailing schools –</p>	<p>joint regattas and camp among young sailors, training of trainers, purchase of training equipment (boats for educational lessons), educational material development.</p>
<p>Innovative IT solutions for tourism marketing, increasing awareness in foreign markets, seasonality reduction</p>	<p>Kurzeme needs a website, which would cover than whole region and information would be both ways – for the visitors and for the planning purpose (about the flows of tourist, most intense hubs, how to manage, how to decrease negative impact on nature/culture resources, gaps between resources and services etc.)</p>

<p>Improving the accessibility of tourist attractions (accesses, parking, rest places, etc.)</p>	<p>Kurzeme planning region is interested in these topics, also experience is gained by managing to Interreg project – Unigreen and NaTac Narrow focus should be found to elaborate further within set limits of LATLIT programme.</p>
<p>Adaptation of cultural heritage sites (Feasibility studies for management cultural heritage objects)</p>	<p>Following topics could be developed:</p> <ol style="list-style-type: none"> 1. Castles and manors in Kurzeme region and Klaipeda – history, events. 2. Manor’s parks and gardens as areas for recreational and educational activities (parks maintenance) 3. Former mill lakes – to connect into one route 4. Maritime heritage – coastal museums, traditions, experiences, culinary heritage along the coast (“Go West – to Coast in Latvia and Lithuania”) 5. Panorama route- network of sites and objects which offer possibility to enjoy view from the top (church towers, watching towers, heritage buildings with roof platforms etc.) 6. Capacity building for museums and development of attractive content for visitors 7. Balt’s road – further development of the route – accessibility and interactivity of hill forts 8. Joint route of lighthouses
<p>Regional accessibility programme development (marketing campaigns for attraction of new flights)</p>	<p>Too ambitious for LATLIT programme. Project than would need to result with new connections/flights. Are we sure, it is possible within 2 years period? What would be partnership?</p>
<p>Gastronomic tourism (development of joint marketing system and local branding for good places - "Western Lithuania recommends")</p>	<p>Network of culinary heritage and modern catering stops. But what would be the project challenge? Marketing? Maybe this can be as part of some bigger project?</p>
<p>Development of short food supply chains in Klaipeda region (having in mind gastronomic tourism product development)</p>	<p>In Latvia - under the agriculture Fund – support for short food supply chains is foreseen. Should be investigated, if and what type of actions can be implemented under LATLIT programme.</p>

PROPOSALS RELEVANT FOR THE WHOLE REGION (SPECIALISATION):

- Tourism market & consumer research
- Preparation of a cost-benefit analysis of foreign tourism markets through a selection of target foreign markets
- Implementation of integrated marketing in targeted foreign markets
- Development of regional tourism marketing and communication strategy
- Implementation of advertising campaigns in local and foreign markets (to attract tourists and reduce seasonality)
- Creation of Klaipeda Region tourism platform
- Audit of maritime and coastal tourism products (cruises, yachts, pleasure boats, beaches, bicycles, etc) in region
- Development of regional branding?
- Regional tourism products development: marine tourism (beaches), cycling, water tourism, solo / slow tourism, gastronomic, ornithology, cultural roads, inland water routes
- Development of special tourism offers (packages) for foreign markets.

Projekts LLI-431 “Starpreģionu sadarbība ilgtspējīgai, integrētai un viedai plānošanai” (Viedā plānošana) tiek realizēts ar Eiropas Savienības Interreg V-A Latvijas – Lietuvas pārrobežu sadarbības programmas 2014.-2020.gadam atbalstu.

Projekta mērķis ir stiprināt vietējo un reģionāla līmeņa ieinteresēto pušu kapacitāti telpiskajā un attīstības plānošanā, integrējot pārrobežu perspektīvu stratēģiskajā plānošanā, lai veicinātu saskaņotu attīstību un produktīvu pārrobežu sadarbību.

Projekta rezultātā tiks ieviesta kapacitātes celšanas un līderības programma vietējām iesaistītajām pusēm – vietēja un reģionāla līmeņa politiķi, telpiskie un attīstības plānotāji vietēja līmeņa pašvaldībās. Kurzemes plānošanas reģions un Asociācija “Klaipēdas reģions” strādās pie savu reģiona analizēm, lai konstatēto saturiski integrētu attīstības plānošanas dokumentos. Savukārt, kopīgi izstrādātā “Rokasgrāmata pārrobežu plānošanai” apkopos vietējo ieinteresēto pušu aktuālos izaicinājumus un piedāvās risinājumus to novēršanai.

**Kopējās projekta izmaksas ir 363 237,51 EUR.
Projekta līdzfinansējums no Eiropas Reģionālās Attīstības
Fonda ir 308 751,88 EUR.**

Projekta partneri:



KURZEMES
PLĀNOŠANAS
REĢIONS



www.kurzemesregions.lv

www.klaipedaregion.lt

Šis dokuments ir sagatavots ar Eiropas Savienības finansiālu atbalstu. Par tā saturu pilnībā atbild projekta partneri un tas nekādos apstākļos nav uzskatāms par Eiropas Savienības oficiālo nostāju.