

## Specific objective: Conserving, protecting, promoting and developing natural and cultural heritage



one of the 11 objectives set by EU for 2014 – 2020

- Nature and culture heritage is defined among **the tourism resources** in Latvia in planning documents
- Crossborder programmes **funding enabled** to develop new nature/culture based products beyond the borders of single municipality, region, country and **make a huge change** in the tourism offer structures,
- **Transition** from single sites/objects development to chains, networks, platforms, routes, niche interest products,
- Transition from simple visiting to **participation, hands-on**
- **Opportunity to enter in the market**/attract attention for small, remote sites/objects as part of bigger networks/groups,
- More **diverse destinations**, which does not depend only from few large scale objects,
- Structure of tourism possibilities/content in the destinations **have been changed**
- Latvia.travel (and regional/municipal websites) **is not able to absorb the changes** and «face it» into the website. **Overall stereotype**, that after the projects end – no durability. Under latvia.travel working group established to elaborate best structure for the current situation/offer
- Discussions how to combine **national/crossborder level routes** in Latvia and across the borders
- Discussions how to expand networks/routes/products **to cover whole Latvia**
- Demanding need for the **regional and/or products-based clusters** for further sustainable development



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## 3 Crossborder programmes = 3 projects = 2 long distance hiking trails in all 3 Baltic countries



Coastal Hiking route in Latvia and Estonia



Forest Trail in Latvia (Rīga/Vidzeme) and Estonia



...expanding

Forest trail in Kurzeme and Lithuania  
Coastal hiking route in Lithuania



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The banner features the European Union flag and logo, the Interreg Estonia-Latvia logo, and the 2018 European Year of Cultural Heritage logo. The central text reads "Project INDUSTRIAL HERITAGE". Below this, the "INDUSTRIAL HERITAGE FOR TOURISM" logo is shown. At the bottom, five icons represent different industrial heritage types: Water Tower, Railroad, Mill, Factory, and Lighthouse.

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**2 countries - 25 industrial heritage sites**

**Challenges:** Average budget for improvements ~30 000 EUR / per site -

- 7 new sites open for visitors and 18 exiting tourism sites improved for hosting visitors

3	5	5	8	4

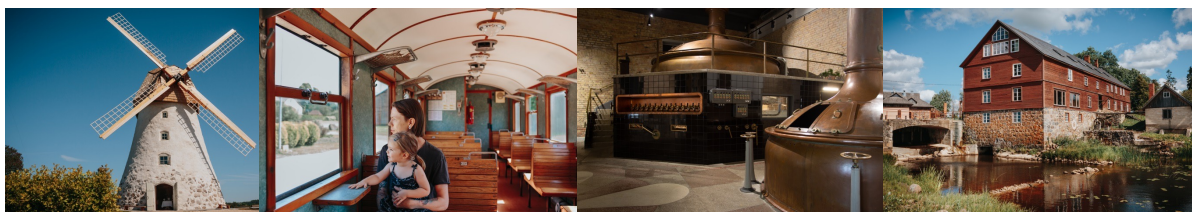
A collage of six photographs showing various industrial heritage sites: a large industrial building interior, a steam engine, a steam locomotive, a factory with a tall chimney, two men working with a large wooden wheel, and a lighthouse.

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# @Industrial Heritage for tourism

- Large partnership (**5 regional** development organisations/ **25 sites** represented by 6 NGOs, 8 private companies, 8 municipalities and 2 public sector organisations – wide impact, great visibility and recognition of results, but meanwhile very challenging partnership, various levels of experiences, knowledge to implement, to cooperate
- Passion and creativity of partners/sites, investments even twice and more higher than project funding
- Timing!!!! 2 years - too short!!!
- **65 sites included** in marketing activities: Guide book, website with virtual tours, promo videos, FAM trips for bloggers, journalists, Industrial heritage weekend
- **Project as a trigger** for future ideas, investments, cooperation to enable industrial heritage to serve for tourism (snow ball effect) – further impact should be measured



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INDUSTRIAL HERITAGE

IN ESTONIA AND LATVIA

MILLS

RAILWAY HERITAGE

FACTORIES

LIGHTHOUSES

WATER TOWERS

www.industrialheritage.travel

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Industrial Heritage in Latvia and Estonia

Hea meel osaleda

TÖÖSTUSPÄRAND TURISMIKS

Industrial Heritage For Tourism

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