

## Action Plan of the Estonia – Latvia Cross-Border Cooperation Programme

Progress report of:

### **Action 1: capitalisation of the results of the EstLat Programme 2014-2020**

#### *Aim and actions taken*

The aim of this Interreg Europe EPICAH project ([www.interregeurope.eu/epicah/](http://www.interregeurope.eu/epicah/)) Action taken up in September-December 2020 was to:

- 1) Study the visibility of the tourism products and routes developed within the Estonia – Latvia Programme 2014-2020 at national tourism portals ([www.latvia.travel](http://www.latvia.travel) and [www.puhkaeestis.ee](http://www.puhkaeestis.ee)).  
Latvian national tourism portal is managed and hosted by Latvian Investment and Development Agency (LIAA) and Estonian national tourism portal is managed and hosted by Enterprise Estonia (EAS).

At first the communication with project representatives, employees of tourism development centres and EAS took place over phone to find out appropriate persons responsible for the existing texts and explain our requests. Secondly, email communication followed to fine-tune and agree upon the final wording of the amended texts at national tourism portals (please see the detailed table below on 6 existing texts of CBC routes).

- 2) Make recommendation for future for the capitalisation of cross border tourism/heritage projects: proposals for better cross-border cross-marketing of the products and routes at national tourism portals (existing and new texts).  
The capitalisation of the results of the EstLat Programme projects would be useful both for tourism development stakeholders and wider audience (incl. tourists, local inhabitants, service providers); and increasing the impact and sustainability of the projects in the long run.

#### *Overview table*

The table below shows:

- a) the initial state of affairs regarding the visibility of the tourism products and routes developed within the Estonia – Latvia Programme 2014-2020 at national tourism portals ([www.latvia.travel](http://www.latvia.travel) and [www.puhkaeestis.ee](http://www.puhkaeestis.ee));
- b) actions taken to improve cross-border cross-marketing of the products and routes at national tourism portals in the existing texts and promotion of the websites of the products and routes that were created during the projects in the existing texts;
- c) state of affairs by December 2020, *i.e.* the change achieved in promoting the abovementioned tourism products and routes with the help of implementing Action 1.

Project	Initial state of affairs	Actions taken	State of affairs by 18 December 2020
Green Railways	<p>ESTONIA  <a href="https://www.puhkaeestis.ee/et/matkarda-rohelised-roopad-viljandi-moisakula">https://www.puhkaeestis.ee/et/matkarda-rohelised-roopad-viljandi-moisakula</a></p> <p>No reference in the article to Latvia.</p>	<p>Consultations with Tourism Information Centre (TIC) in Viljandi, Estonia to add a reference to Latvia in the article.</p>	<p>Reference to Latvia has been added to the article.</p> <p>In addition, a link called “Seotud objektid” (Connected objects) was added below the article with a photo and heading to Valga – Ape Green Railway route.</p>
	<p>ESTONIA  <a href="https://www.puhkaeestis.ee/et/matkarda-rohelised-roopad-valgavalka-ape">https://www.puhkaeestis.ee/et/matkarda-rohelised-roopad-valgavalka-ape</a></p> <p>No reference in the article to Latvia.</p>	<p>Consultations with TIC in Valga, Estonia to add a reference to Latvia in the article.</p>	<p>Reference to Latvia has been added to the article.</p> <p>In addition, a link called “Seotud objektid” (Connected objects) was added below the article with a photo and heading to Viljandi – Mõisaküla Green Railway route.</p>
	<p>LATVIA  <a href="https://www.latvia.travel/en/article/green-railways-latvia">https://www.latvia.travel/en/article/green-railways-latvia</a></p> <p>No clear reference in the article, where to find more information about the Greenways in Estonia.</p>	<p>Consultations with Vidzeme Tourism Association to add a reference to Estonia in the end of the article.</p>	<p>Reference to Estonia has been added to the article.</p>
Livonian Culinary Route	<p>ESTONIA  <a href="https://www.puhkaeestis.ee/et/puhkaeestis/eesti-toidutee-ehedad-maitseelamused">https://www.puhkaeestis.ee/et/puhkaeestis/eesti-toidutee-ehedad-maitseelamused</a></p> <p>No reference to Livonian Culinary Route (LCR) or Latvia.</p>	<p>Consultations with Estonian Rural Tourism association to add a reference to Livonian Culinary Route in the article about Estonian and Baltic Sea culinary routes.</p> <p>Consultations with EAS to add a reference to Livonian Culinary Route in the article about Estonian and Baltic Sea culinary routes, because Estonian Rural Tourism did not have the rights to amend the existing article.</p>	<p>Reference to Livonian Culinary Route network in Estonia and Latvia and website of the network has been added to the article.</p>
	<p>LATVIA  No page.</p>	<p>Consultations with Latvian Country Tourism about the possibility to promote LCR together with other culinary routes at Latvian national tourism portal.</p>	<p>No page, but Latvian Country Tourism is in consultations with LIAA about possible solutions.</p>

Project	Initial state of affairs	Actions taken	State of affairs by 18 December 2020
Coastal Hiking	ESTONIA <a href="https://www.puhkaeestis.ee/et/puhkaeestis/ranniku-matkarada-soovitud">https://www.puhkaeestis.ee/et/puhkaeestis/ranniku-matkarada-soovitud</a>  <a href="https://www.puhkaeestis.ee/et/ranniku-matkarada">https://www.puhkaeestis.ee/et/ranniku-matkarada</a>  <a href="https://www.puhkaeestis.ee/et/puhkaeestis/ranniku-matkarada-eesi-laanerannikul">https://www.puhkaeestis.ee/et/puhkaeestis/ranniku-matkarada-eesi-laanerannikul</a>  Reference to Latvia and webpage of the created route is included.	No additional actions were necessary.	
	LATVIA <a href="https://www.latvia.travel/en/article/long-distance-hiking-trails">https://www.latvia.travel/en/article/long-distance-hiking-trails</a>  Reference to Estonia and webpage of the created route is included.	No additional actions were necessary.	
Industrial Heritage	ESTONIA <a href="https://www.puhkaeestis.ee/et/puhkaeestis/avasta-louna-eesi-toostusparandi-kaasaegne-elu-ja-volu">https://www.puhkaeestis.ee/et/puhkaeestis/avasta-louna-eesi-toostusparandi-kaasaegne-elu-ja-volu</a>	Consultations with former project coordinator in Estonia and regional TICs to add a reference to Latvia in the article.  Consultations with EAS to add a reference to the article, because regional TICs did not have the rights to amend the existing article.	Reference to Latvia and the website of the route has been added to the article.
	ESTONIA <a href="https://www.puhkaeestis.ee/et/toostusparandi-tuur-laane-eesis">https://www.puhkaeestis.ee/et/toostusparandi-tuur-laane-eesis</a>	Consultations with former project coordinator in Estonia and regional TICs to add a reference to Latvia in the article.	Reference to Latvia and the website of the route has been added to the article.

Project	Initial state of affairs	Actions taken	State of affairs by 18 December 2020
	<p>LATVIA  <a href="https://www.latvia.travel/en/article/exciting-objects-industrial-heritage">https://www.latvia.travel/en/article/exciting-objects-industrial-heritage</a></p> <p>Reference to Estonia and webpage of the created route are included.</p>	<p>No additional actions were necessary.</p>	
Garden Pearls	<p>ESTONIA            No page.</p>	<p>Consultations with the former project coordinator about creating a story with photos for the national tourism portal.</p> <p>Consultations with EAS about the possibility to post an article on the national tourism portal.</p>	<p>It is agreed with the project team and EAS that the story will be written in January 2020.</p>
	<p>LATVIA  <a href="https://www.latvia.travel/en/article/garden-pearls-latvia">https://www.latvia.travel/en/article/garden-pearls-latvia</a></p>	<p>Consultations with Vidzeme Tourism Association to add a reference to Estonia in the end of the article.</p>	<p>Reference to Estonia has been added.</p> <p>Print screens are attached to the report.</p>
UNESCO cultural heritage	<p>ESTONIA  <a href="https://www.puhkaeestis.ee/et/ponevad-paigad/saared/kihnu">https://www.puhkaeestis.ee/et/ponevad-paigad/saared/kihnu</a></p> <p><a href="https://www.puhkaeestis.ee/et/ponevad-paigad/louna-eeesti/setomaa">https://www.puhkaeestis.ee/et/ponevad-paigad/louna-eeesti/setomaa</a></p>	<p>No specific actions were necessary, as the project was focused on using the term UNESCO as a marketing tool, not so much on forming a route or network.</p> <p>In Estonia, both Kihnu and Setomaa are sufficiently promoted at national tourism portal as UNESCO heritage sites.</p>	
	<p>LATVIA            Besides Riga, other UNESCO heritage sites (for example the Suiti, who were targeted by the EstLat project) are not promoted on national tourism portal.</p>	<p>Consultations with Latvian Country Tourism about the possibility to promote Suiti UNESCO heritage at Latvian national tourism portal.</p>	<p>No page, but Latvian Country Tourism is in consultations with LIAA about possible solutions.</p>

## *Conclusions*

All the consulted Estonian, Latvian stakeholders were very supportive to the idea that cross-border tourism routes and products should be mutually promoted at both national tourism portals and took actions to help with carrying out the aims of our activity plan.

Only one Latvian tourism organisation pointed out the problems regarding their earlier communication with LIAA on similar issues (*e.g.* very time-consuming process of getting their products inserted at [www.latvia.travel](http://www.latvia.travel) website, changes regarding responsible persons at LIAA).

Based on this experience and supportive attitude from all the related stakeholders and hosts of the national tourism portals it can be recommended that:

- a) In future similar cross-border tourism products and routes should be made equally visible at both national tourism portals.
- b) Such promotion stories or articles in national tourism portal must include a clear reference that the route or product extends across the border to another country. Although the portals exist primarily to promote national tourism objects, the hosts of those portals support the idea of cross-marketing between neighbours.
- c) JTS could help leader partners by negotiating with national tourism portals on the need for joint marketing of cross border routes and guide project partners on whom to approach in both national tourism portals .