



**Lauku Ceļotājs**

[www.celotajs.lv](http://www.celotajs.lv)

**Latvian Country Tourism Association**

**Juris Smaļinskis**

**Tourism and environment expert**

# Latvian Country Tourism Association



**Legal form:** NGO (owns a Ltd company)

**Founded:** 1993

**Members:** ~350 (rural tourism providers)

**Staff:** ~10

**Office:** in Riga



## Functions:

- RT product development
- Quality control and labelling
- Provider training and consultations
- Promotion and marketing (brochures, maps, Internet)
- Lobbying for interests of members
- Project implementation
- Offer Tour operator services

# ASSOCIATION MEMBERS

- **Rural tourism businesses: accommodation, food, open farms, etc.**
- **Members are approved by decision of the board.**



# SERVICES AND BENEFITS FOR ASSOCIATION MEMBERS:

- training seminars, conferences, public discussions
- study and experience exchange tours
- online training materials and discussion forum
- regular information: newsletters, roundmailing
- problem solving, lobbying
- marketing and promotion



# PROBLEMS ADDRESSED THROUGH LOBBYING

- **Taxes**
- **Food hygiene inspection requirements**
- **Road signs**
- **Regulations on home-brewed alcoholic drinks**
- **Ongoing: unfair competition - local governments against private business**



# RURAL TOURISM PRODUCT DEVELOPMENT

1990

- **Small private rural farming businesses develop after collapse of the Soviet Union.**
- **Farmers are seeking for extra income – offering spare rooms in their homes for guests.**



# RURAL TOURISM PRODUCT DEVELOPMENT

1993

- **Association – the first and largest professional rural tourism organisation in Latvia :**
  - Database of businesses
  - Quality and inspection scheme
  - Promotion and marketing
  - Bookings



LAUKU CEĻOTĀJS

# 1993-1996

## TWO ACCOMMODATION TYPES

### ○ “B&B”

- Rooms in the hosts' house, shared WC and shower facilities
- Some investment in facilities and amenities

### ○ Cottages (self-catering)

- Open in summer (no heating)
- Modest facilities



# EU AND NATIONAL SUBSIDIES BECOME AVAILABLE

1997

- **“B&B”**
  - Renovations, new investments.
  - Separate WC and shower facilities for guests.
  - Attention to quality of furniture and equipment.
- **Cottages**
  - Building new cottages according to market demand.
  - Heating, well-equipped kitchen.
- **Services for parties**
  - Rooms and services for private parties, weddings, corporate events.
  - -2 rooms for parties, accommodation in rooms containing 5-10 beds, sauna.



# RURAL ACCOMMODATION TYPES

<https://www.celotajs.lv/en/c/accommodations?lang=en>

- Cottages
- Guest houses
- Country houses
- Campings
- Castle and manor hotels
- Country hotels



Cottages



Guest houses



Country houses



Campings



Castles and Manors



Hotels



# RURAL TOURISM IS NOT JUST A BED

2000



- **Surrounding environment – the key attraction of rural tourism:**
  - The Green Certificate label – environment friendly tourist accommodation businesses
  - Changing attitudes of guests and business owners
- **Specialised services according to market demand:**
  - Fishing, skiing, horseback-riding
  - Specialised services for families with children

# RURAL TOURISM IS NOT JUST A BED

2011

- Development of **heritage tourism**
- Increasing demand in **culinary tourism**
- **“Countryside Bounty”** – ca 630 small production farms and craftsmen businesses open for visitors



# COUNTRYSIDE BOUNTY

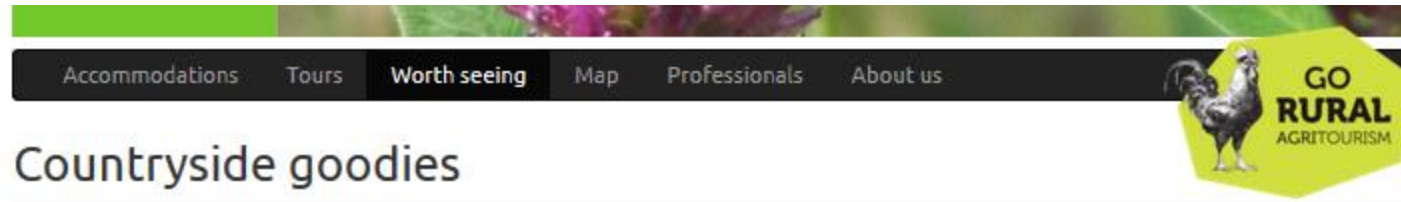
<https://www.celotajs.lv/en/c/wrth/goodies>

- **Open farms and craftsmen businesses offering:**
  - Farm excursions
  - Tasting and buying their produce
  - Try one's own hand at crafts and farmwork
  - Buy designer crafts
  - Enjoy traditional foods
  - Watch farm animals
  - Enjoy Latvian sauna traditions



# COUNTRYSIDE BOUNTY

<https://www.celotajs.lv/en/c/wrth/goodies>



## Countryside goodies

What is "Countryside goodies"?      Visits and charges      Who visit?



Animals and birds



Bees



Mushrooms



Craftsmen



Gardens and plants



Berries, fruit, vegetables



# BRANDS DEVELOPED BY THE ASSOCIATION



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LATVIEŠU VIRTUVE

# TOURING ROUTES IN THE BALTIC COUNTRIES

- Touring routes and programs for groups and individuals
- **Route information available:** online, downloadable, printed
- **Route descriptions include:**
  - itinerary
  - accommodation sites
  - maps, GPS
  - services: food, information, etc.





○ Themed routes:

- Heritage
- “Countryside Bounty”
- Culinary
- Nature

# MARKETING ACTIVITIES

<http://www.celotajs.lv/en/c/prof/marketing>

- **Press releases** – new products, seasonal events, etc.
- **Online database of service providers**
- **Brochures, maps, touring routes**  
<http://www.celotajs.lv/en/c/publ/list>
- **Fam trips** for media and tour operators
- **Social media:** Facebook lauku ceļotājs / baltic country holidays , Twitter, Draugiem.lv
- **Public events** <http://www.celotajs.lv/en/conference/list>
- **Tourism fairs and exhibitions**



# [www.countryholidays.lv](http://www.countryholidays.lv)



- All database objects on **Google Map**  
<https://www.celotajs.lv/en/geo/map?9>
- Integrated web site and social media
- Remote site administration option
- <http://www.celotajs.lv/en/search/activities>  
- search by products
- News subscription **RSS Feed**
- Site mobile version: [m.celotajs.lv](http://m.celotajs.lv)

# WORTH SEEING

<https://www.celotajs.lv/en/c/wrth>



Countryside goodies



Nature attractions



Cultural and historical sites



Culture mark "Latvian heritage"



Traditional Festivities



# TOURING ROUTES

<https://www.celotajs.lv/en/c/tour/tours>





## TOURISM FAIRS AND EXHIBITIONS



# EXAMPLE – MARKETING CULINARY TOURISM

<https://www.celotajs.lv/en/c/brand/cuisine?lang=en>



# MARKETING EXAMPLE - POSTCARDS



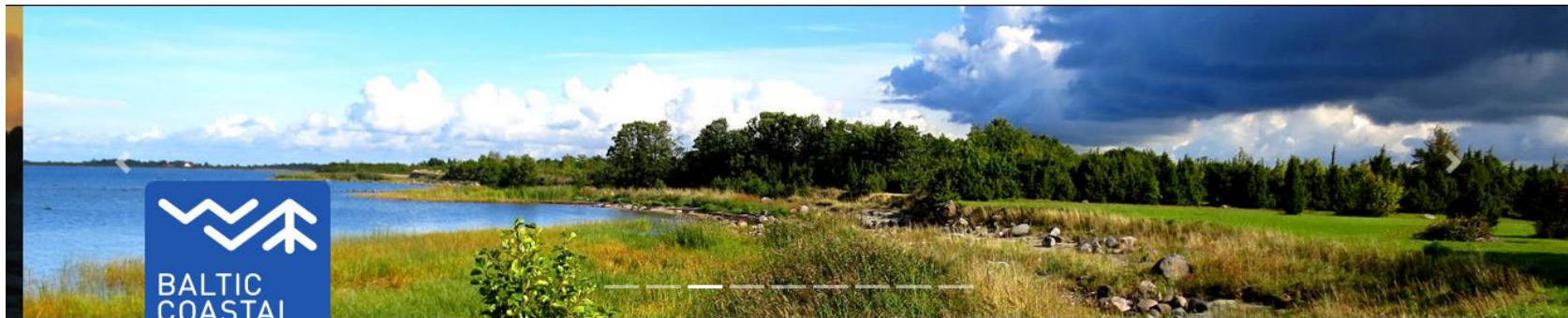
**26 post cards  
introducing  
Latvian  
traditional  
values**

# Our recent products:



# Baltic Coastal Hiking

<https://coastalhiking.eu/en?lang=en>



EN ET LV DE RU

COASTAL HIKING  
MAP

DESTINATION  
ABOUT US



Login



- 2 countries: Latvia & Estonia
- More than 1200 km
- Part of the European Long Distance Hiking Trail E9
- Sandy & stony beaches, cliffs & outcrops
- Historical coastal towns, fisherman villages & 2 vibrant capitals: Riga & Tallinn
- Choose your stretch: from complete tranquillity & remoteness to areas with cafes, pubs & souvenir shops!

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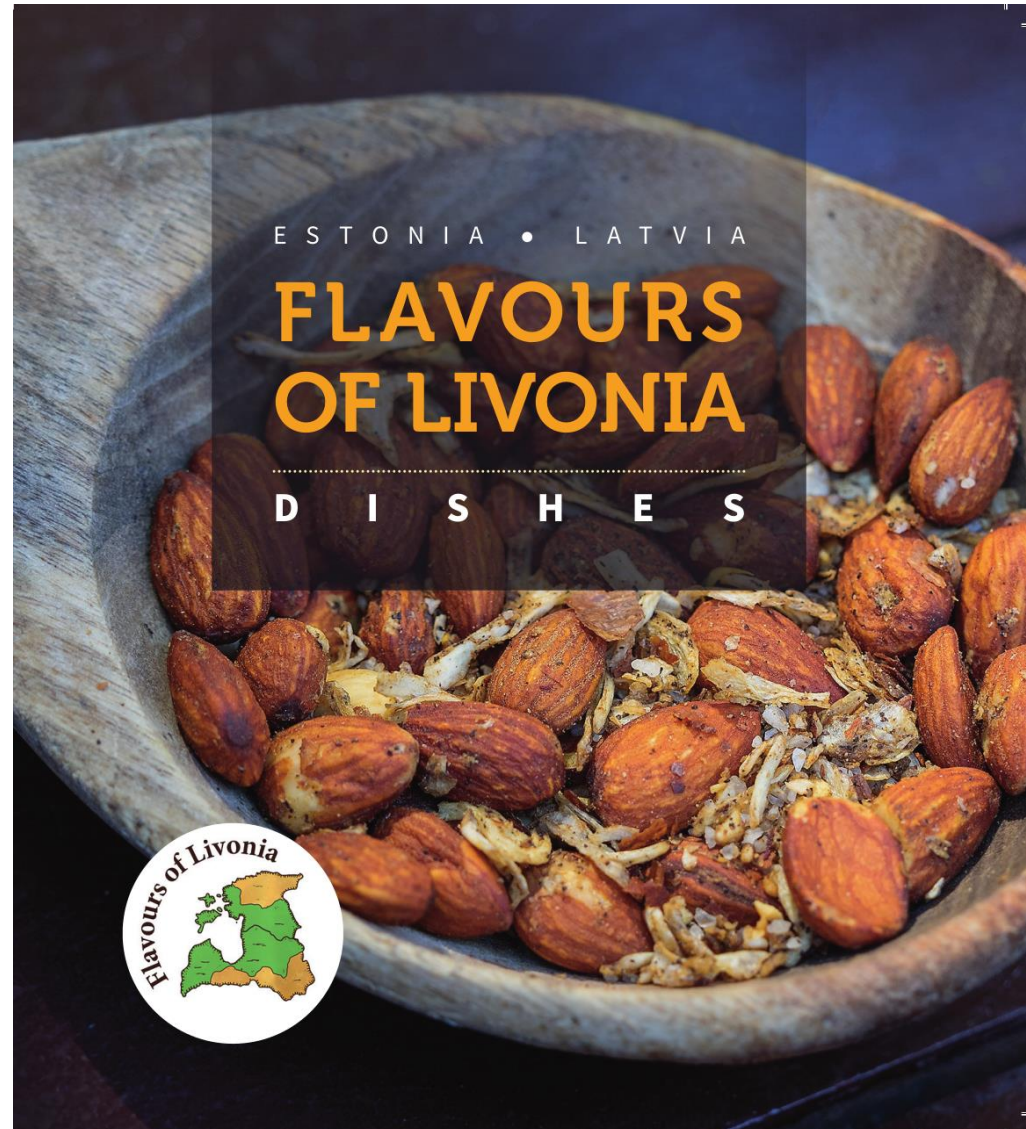


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countryholidays.lv

# Livonian culinary route



# Heritage agritourism



Baltic  
Country  
Holidays  
countryholidays.lv

ATOSTOGOS  
KALME

## HERITAGE AGRITOURISM



PRODUCT MANUAL



## OPEN FARMS

The farms described below represent different themes of agri-heritage and the hosts are well experienced in hosting visitors. For most of these farms their main business is agricultural and food production. Some are specialised demonstration farms. The farms selected here are conveniently located to main roads and are easy to reach.

**GROUP SIZE:**  
the minimum and maximum group size is indicated in each farm description. It is also mentioned whether or not individual visitors are accepted.



necessary. Excursion languages are shown in each farm description.

st of the following: an introduction/presentation of the hosts and ad interactive elements, e.g., making your own loaf of bread, and programme duration is 1.5 – 2 hours. Programmes can be modified sts and needs. Master classes can also be organised.

ntacting the hosts directly by phone or e-mail. Contact details are

**please contact:**  
[lauku@celotajs.lv](mailto:lauku@celotajs.lv)  
urism Association at [administracija@atostogoskaima.lt](mailto:administracija@atostogoskaima.lt)





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