



Lauku Ceļotājs

Baltic Country Holidays

Latvian Country Tourism Association “Lauku ceļotājs” / Baltic Country holidays



The organization is founded in 1993, is a national level non-governmental, non-profit organization currently associating 350 members – owners of rural tourism accommodations, activities, producers, farms, rural museums and other entrepreneurs in rural Latvia. There are 10-15 staff members currently working in the Association, in Riga office.

The activities of “Lauku ceļotājs” are focused on development of rural tourism sector as a sustainable part of rural economy. They include rural tourism product development, marketing and promotion, provider training and consultations, exchange and integration of experience through membership and networking activities with organisations across Europe. Training and consultations are important part of the Association’s activities. The Association has developed a number of training literature titles, continuously updating the contents and ensuring availability online and in print forms. Training seminars and rural tourism provider experience exchange takes place. We are active members in „EuroGites”, the European Federation of Farm and Village Tourism.

In the *Switch Asia* programme project we are responsible for provision of trainers for workshops and assistance with different tasks, for example, round tables, policy recommendations and improvement of legislative framework, taking part of production of promotional materials and development of guidelines. Also participate of information for updating the website content, and the project’s social media account and for the visibility of the project in Latvia.

Website: <https://www.countryholidays.lv>

Facebook page: <https://www.facebook.com/Laukucelotajs>