

# Transnational cooperation project “Sustainable tourism development in national park/protected area regions”

Project Nr.17-00-A019.33-s000002

The project activities (2017-2021)

General conclusion (activities, results, successes,  
obstacles etc) of the project“

Future plans, possible common projects

Portugal/Madeira, July, 2021



NACIONĀLAIS  
ATTĪSTĪBAS  
PLĀNS-2020



EIROPAS SAVIENĪBA  
EIROPA INVESTĒ LAUKU APVIDOS  
Eiropas Lauksaimniecības fonds  
lauku attīstībai



# LAG - Cesis district rural partnership



**LAG Founded on 2006.**

**The LAG working on development of the territory and supports 8 municipality and local community initiatives.**

Around 90km from the capital – Riga.





The Gauja National park is territory with strong potencial for sustainable tourism



**Many tourism places and entrepreneurs with a focus on activities and recreation in the nature.**





Cēsu  
rajona lauku  
partnerība

# International project activities

32 participants in study tours and summer universities.



ZBA Ziemeļurbuma  
Biznesa Asociācija



ASSOCIAÇÃO DE DESENVOLVIMENTO DAS  
TERRAS ALTO DO MIM, CÁNDIDO EAVE



## Local project activities

- **Nature guides learning course– 20 participants** (Cesis and Ziemeļkurzeme)
- **Gaujas NP Traveller day 2018, 2019, 2020** (more than 3500 visitors)
- **Mobile Gauja NP Traveller day flags** (20 pieces)
- **Research of interests of Traveller Day** - (Cesis and Ziemeļkurzeme)
- **Participation in conference:** 20 participants (organised by Ziemeļkurzeme)
- **Conference:«Carftsman and sustainable tourism»** 27 participants (organised by Cesis)
- **printed booklet about smart living in nature** (Ziemeļkurzeme and Cesis)



# Gauja National park Traveller days



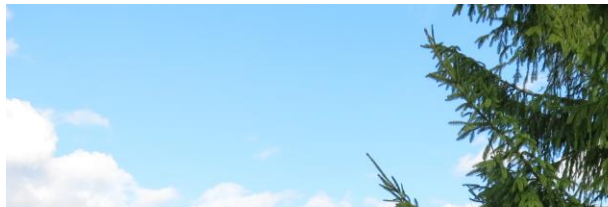
- On 2018.september was first Traveller day.
- It was two-day event
- Gauja National park area and also nearest enterprenours
- Involved partners – Cesis rural distric partnership; Nature Conservation Agencu of Latvia, NGO, local municipalities, Tōrism information centers, enterprenours, local inhabitants.



# Marketing activities for Traveller day

- Special/joint design materials for Traveller day
- Information in Balttour exhibition 2018 and 2019.
- Information in homepages and facebook and social media, TV
- Cooperation between LAG and NCA and tourism information centers
- Information/advertisement panels near main roads





2018  
15.-16.09.

Pa viltniecības pēdām  
Gaujas Nacionālā parka  
eļotāju dienas

**AMATĀS NOVADS**  
15. septembris  
Pūpiņš - Čučka dabas taka turība (2h)  
16. septembris  
Pūpiņš - Čučka dabas taka turība (2h)  
15.-16. septembris  
Pūpiņš - Čučka dabas taka turība (2h)

**PRIEKULU NOVADS**  
15. septembris  
Pūpiņš - Čučka dabas taka turība (2h)  
16. septembris  
Pūpiņš - Čučka dabas taka turība (2h)

**KRIMULDAS NOVADS**  
15. septembris  
Pūpiņš - Čučka dabas taka turība (2h)

**SIGULDAS NOVADS**  
15. septembris  
Pūpiņš - Čučka dabas taka turība (2h)  
16. septembris  
Pūpiņš - Čučka dabas taka turība (2h)

**PĀRGALJAS NOVADS**  
15. septembris  
Pūpiņš - Čučka dabas taka turība (2h)  
16. septembris  
Pūpiņš - Čučka dabas taka turība (2h)

**KOCĒNU NOVADS**  
16. septembris  
Pūpiņš - Čučka dabas taka turība (2h)

**LIGATNES NOVADS**  
15. septembris  
Pūpiņš - Čučka dabas taka turība (2h)  
16. septembris  
Pūpiņš - Čučka dabas taka turība (2h)

**AUTOBUSA EKSKURSIJAS**  
15. septembris  
Pūpiņš - Čučka dabas taka turība (2h)  
16. septembris  
Pūpiņš - Čučka dabas taka turība (2h)

www.daba.gov.lv | www.facebook.com/sabarpasvalde | twitter.com/statuap

# Future Expectations



- Some kind of project (activities) how to improve positive thinking and a attitude of local people and enterprenours about life in a National parks
- Improvement and development of partnership between LAG and Nature Conservation Agency of Latvia
- Development of new places/activities for relaxtion and reducing of visistor number in popular nature areas.
- Lot of contacts and good ideas

# WELCOME to Latvia and Gauja National Park



**Cēsu  
rajona lauku  
partnerība**

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“Atbalsta Zemkopības ministrija un Lauku atbalsta dienests”