

Sustainable rural tourism and heritage preservation in the Vidzeme region



VIDZEME TOURISM ASSOCIATION

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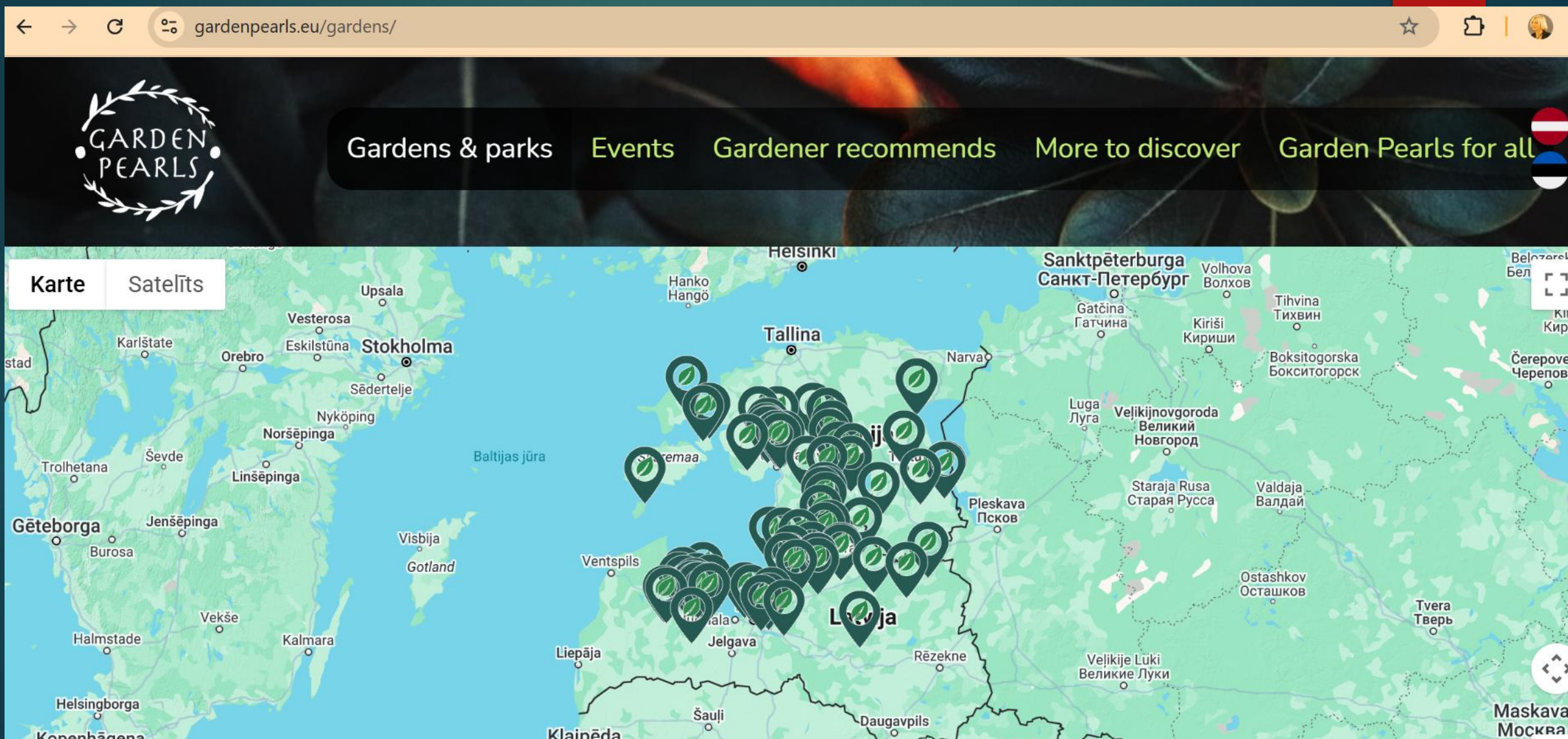
Greenways in Latvia



- ▶ Repurposed former railway lines for new uses in Latvia and Estonia
- ▶ Suitable for year-round activities
- ▶ Old stations and tracks attract entrepreneurial ventures
- ▶ Agreements between national railways, municipalities, and private landowners
- ▶ Promoting the idea and scaling up tourism entrepreneurship
- ▶ Community-involved line clean-up initiatives
- ▶ Reconstruction of demolished or missing bridges
- ▶ Route marking with informative signs and boards
- ▶ Greenways of Latvia Association formed



Garden Pearls in Latvia and Estonia



Garden Pearls in Latvia and Estonia



Garden tourism was previously underdeveloped in Latvia and Estonia

Focus on product development and service design

Scaling up potential participants through European best practices

Training on how to work with tourists

Creation of promotional materials: maps, handbook, website, and events

Small-scale improvements made to gardens and parks

Establishment of the "Garden Pearls" Association



Vidzeme Creative Hives

- ▶ Outcomes of the Interreg Europe project "Cult-CreaTE"
- ▶ Development of creative tourism products in the Vidzeme region
- ▶ Leveraging creative skills and intangible cultural heritage
- ▶ Making traditional craftsmanship appealing to younger generations
- ▶ Building network and establishing creative hubs
- ▶ Formation of the Vidzeme Creative Hives Association





Zaube Wildfood Festival

www.wildfoodfest.lv



- ▶ Promote rural development through a large-scale community event using local resources
- ▶ Engage local talent and entrepreneurs — hunters, herbal tea collectors, home-bakers, and more
- ▶ Collaborate with senior groups, the local library, and the church
- ▶ Key achievements:
 - ✓ Increased recognition of the Zaube name across Latvia
 - ✓ New tourism offerings developed
 - ✓ Informal entrepreneurs registered their businesses
 - ✓ New accommodation facilities established
 - ✓ Strengthened local pride and self-confidence





Thank you!

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