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Lessons learnt by Vidzeme Planning region and stakeholders after KES I, KES II, KES III

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Participants – stakeholders in the KES I

- ✓ **Linda Krūmiņa**, Senior Financial Officer at Ministry of Culture of the Republic of Latvia
- ✓ **Jolanta Sausiņa**, Project and tourism specialist at Amata Municipality
- ✓ **Māris Lietuvietis**, Director at Alūksne Municipality Self-government agency “ALJA”
- ✓ **Lelde Ābele** and **Jānis Rubulis** specialists at Vidzeme Planning region



Lessons learnt after KES I

- TCC gives many possibilities for **bottom-up** and **stakeholder cooperation** and **involvement into policy making** and development. This is an approach that should be developed in the field of cultural and natural heritage management in Latvia
- The **balanced territorial development strategy** is playing a key role in the development of cultural and natural heritage objects
- The **ways of involvement differ widely** – from public forums and questionnaires to individual talks. The representative from Alūksne Municipality has got an inspiration from good examples of society involvement activities and is planning to organize a public discussion forum in their homepage to get in touch with society

Lessons learnt after KES I

- **Public-private sectors engagement** for the promotion and management of tourism in region is essential
- **Lough Derg lake** is a good example how different municipalities can cooperate in the management process of the common lake. It is also a good example how **public water could be managed without the involvement of public funded human resources**, but by various types of societies, foundations and public organizations

Participants – stakeholders in the KES II

- ✓ **Juris Urtāns**, Expert at State Inspection for Heritage Protection
- ✓ **Valērijs Seilis**, Head of Development division at Burtnieki Municipality
- ✓ **Lienīte Priedāja – Klepere** and **Māra Sproģe** tourism and communication specialists at Vidzeme Planning region



Lessons learnt after KES II

- **There is a big difference between navigable waterways system** in Milan and waterways management system (including culture and natural heritage management) in Latvia
- In Latvia, it would be necessary to **analyze the possibilities for diversifying water resource management models** involving the private sector, entrepreneurs and non-governmental organizations
- Local authorities in cooperation with Vidzeme Planning Region could **consider implementation** (pilot project options) **of eco-museum concept**

Participants – stakeholders in the KES III

- ✓ **Andris Klepers**, Expert, Assistant Professor, Deputy head of tourism and leisure studies in academic issues for master's programmes at University of Applied Sciences
- ✓ **Toms Treimanis**, Project and tourism specialist at Kocēni Municipality
- ✓ **Lienīte Priedāja – Klepere** and **Māra Sproģe** tourism and communication specialists at Vidzeme Planning region



Lessons learnt after KES III

- **Dordrecht/ Biesbosch/ Kinderdijk water triangle cooperation model** the idea of this type of cooperation model could be used in Latvia as well
- **ArcGIS** platform is a good common governance tool that could be the next step also in Latvia for our river basin management plans which are poorly integrated into regional and local planning documents
- **Tidal Park initiative** is an example that could be transferred to Latvia creating ideas for river Gauja promenades and also planning other coastal areas of waterbodies

Lessons learnt after KES III

- **Culture heritage management model** - run by a non-governmental organization in Kinder Dijk is motivated by the quality of services and overall results. Their "customer journey" principle in designing a service has created a precise experience management model.
- Approach of the national tourism agency of the Netherlands about Hierarchical levels of tourism management between national / regional and local levels, gave good ideas to use by project SWARE when **defining strategical framework for heritage management**
- **Volunteering for the development of the Rotte River.** Local community initiatives with a high culture of voluntary engagement.

Next steps

- **Strategic guidelines for management of tourism and cultural heritage** (action plan) of the Vidzeme region is one of the forthcoming work plans in the near future
- The **next stakeholder & institutional learning group meeting** in Vidzeme will be dedicated to the topical issue of the need to develop a strategic guidelines for management of tourism and cultural heritage (action plan) for the Vidzeme region
- **Strengthening SIG group**, involving key stakeholders - national, regional and local stakeholder representatives from both the tourism industry and cultural and natural heritage areas. We can create a **successful platform for effective cooperation** in a long term



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Thank you for your attention!

Project medias