

# “Planning Regions of Latvia”

## LAUNCH SEMINAR OF PROJECT “CULT IDENTITY”

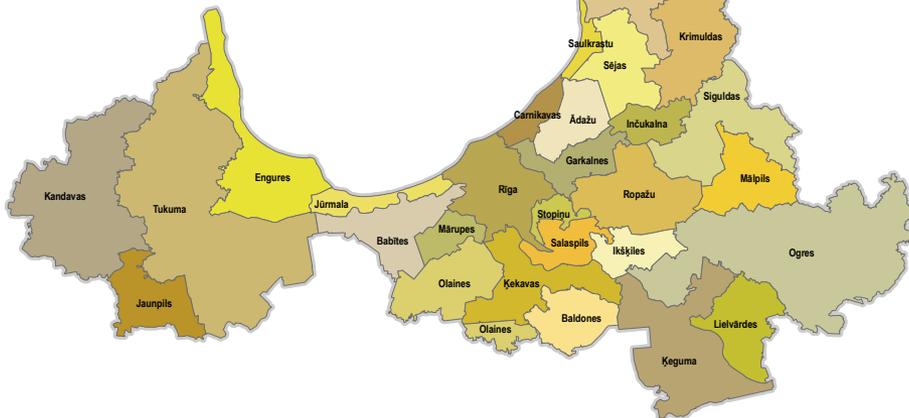
RIGA, 18.02.2011.

**RIGA PLANNING REGION –  
Centre of Latvia's  
Development**

# Riga Planning Region in Latvia



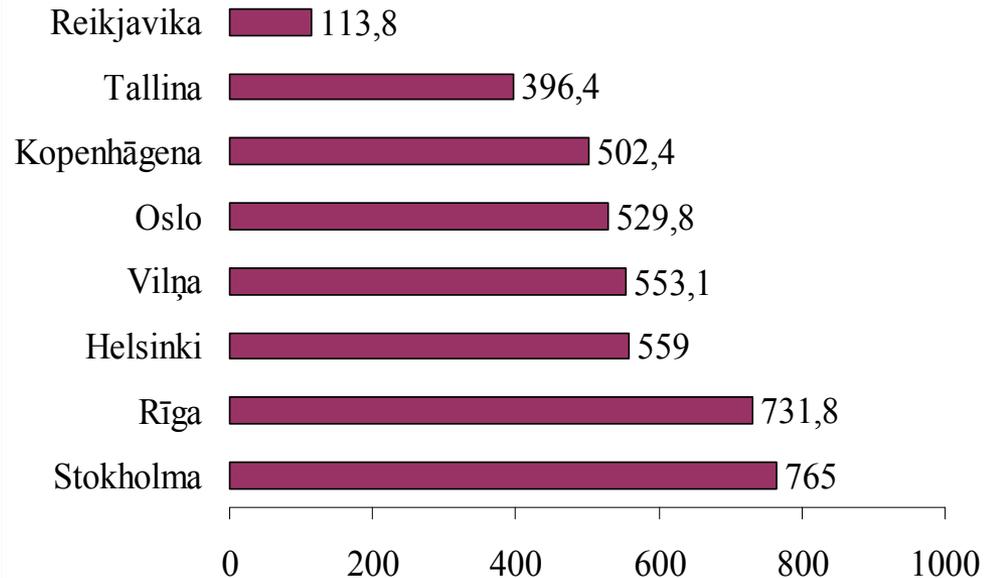
- Territory: 10 435 km<sup>2</sup> or 16 % of the total countries' area
- 30 local municipalities
- 2 republican cities
- Density of population:  
~ 1.1 million inhabitants reside in the region; the population forms 48% of the total inhabitants of Latvia  
There are 706 thousand inhabitants living in Riga; i.e., 64% of total number of region's inhabitants.  
85 % of the region's inhabitants are living in towns.



# Riga – centre of development

Riga has advantageous location and comparatively large number of inhabitants in international space

Number of inhabitants in the capital cities of the Baltic States and Nordic countries (thousand)



# Main actions of the Region in international context

Regional development brings results more efficiently if it is combined with practical activities in projects where added value is brought by cooperation and transfer of experience and know-how among local and foreign partners.

The main topics of the projects:

- SIB Net (motivation and support schemes for potential SMEs),
- EU Strategy Goes Local (implementation of Lisbon agenda),
- IBI Net (development of Intercountry business incubators network)
- Global vision (support to 'green' SMEs)

Cooperation with partners from Germany, Italy, Norway, Sweden, Finland, Poland, Russia, Canada



# Riga Planning Region expectations:

- successful cooperation with partners
- Strengthen historical and cultural links among partners' regions
- new approaches how to use local resources for development of new tourism destinations
- identification of the Partners regions in the BSR





# Kurzeme planning region

13 600,8 km<sup>2</sup>  
(21% of Latvia territory)

301 621 inhabitants  
(~74% Latvians)

# Kurzeme Planning Region

20 municipalities:

- 2 national significance cities (1% of territory) (Liepaja, Ventspils)
- 18 counties



# Kurzeme Planning Region

- See cost territory more than 300 km
- Amber
- 2 big ports



# Kurzeme Planning Region

- Jurkalne's steep coastal cliff



- The Cape Kolka



# Kurzeme Planning Region

- Forests
- Waterfall  
Kuldīga's  
Rumba
- Talsi - town  
of nine hills





# Welcome to Vidzeme!

The most Latvian  
region(85% latvians)

The most green region  
(51,7% forests)

The cradle of  
Latvian theatre,  
Latvia national flag,  
Latvian national song  
celebration



## **VIDZEME PLANNING REGION**

**When You are going to the Vidzeme, You have to go up the hill. Vidzeme is geographically the highest region of Latvia. It is entirely accorded to the Vidzeme place in the economy and culture of Latvia. Tended households, ancient cultural monuments, and Lettic culture is the first association about Vidzeme thought by foreigners and other citizens of Latvia. Vidzeme historically has been a remarkable and pluryilateral manufacturing ground and as such it must be made in the future. Going to Vidzeme, the road leads up!**

# **Vidzeme - The road leads up!**

# Current projects related to tourism development

The project **TRANS IN FORM** aims to introduce ideas and scenarios as well as suggest and implement actions for face lifting villages, smaller towns and cities.

## Project results:

- Competitive development concepts
- New planning tools and guidelines
- New narratives and storytelling

# **Current projects related to tourism development**

The project **WATERWAYS FORWARD** aims to improve the management of regional inland waterways in a balanced way, respecting nature and environment (one of ways to use waterways – tourism)

3 steps in project:

- **analyses of the experiences**
- **selection of good practices**
- **policy recommendations and regional action plans**

# The role of Vidzeme Planning Region in the project:

- will ensure project coordination and implementation of activities in partner region
- will lead the implementation of WP 3-Development of pilot routes around Ancient Cult sites

(Activities related to development of pilot routes, linking them with existing local tourism operators (hotels, guest houses, cafes and restaurants, craftsmen), development of digital map of ancient cult sites)



# The most popular cult site in Vidzeme region – Zilaiskalns Kocēnu municipality



geocaching.com

# Expectations of Vidzeme region from the Cult identity project

- A detailed survey of cult sites in the region and sustainable use of their potential in the economic development of the region and increase of its attractiveness both to tourists and local inhabitants
- To find the best ways how to include cult sites in tourism routes and to use them in economic activities, at the same time preserving and promoting their natural and heritage value .



# Zemgale Planning Region



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

# Some facts about Zemgale PR

- Population: 279 809 (12,45 %)
- Consists of 22 municipalities (20 counties, 2 national meaning cities)
- The biggest part of agriculture land in Latvia.
- Zemgale PR is implementing 19 projects
  - Tourism
  - Culture
  - Education
  - Entrepreneurship
  - Transport
  - Territorial planning
  - Environment protection etc.



# Zemgale is:

**Granary of Latvia**



**Cradle of Latvia's presidents**



# The most popular tourism destinations in Zemgale (1):

- Rundāle Palace



- Tērvete Nature Park



# The most popular tourism destinations in Zemgale (2):

- Jelgava Palace



- Koknese Castle ruins



# Crafts and Art Centres in Zemgale

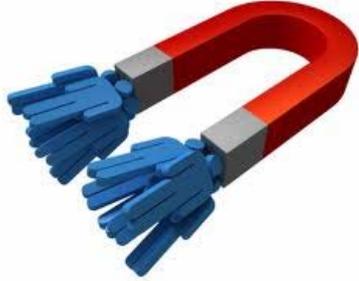


- Amatniecības un mākslas centri  
Amatų ir meno centri**
1. Viesītes Amatniecības centrs  
Viesītes Amatų centras
  2. Rokišķu Amatniecības un mākslas centrs  
Rokišķio Amatų ir meno centras
  3. Sēļu amatniecības centrs „Rūme”  
Sēliu Amatų centras „Rūme”
  4. Amatniecības un mākslas centrs „Bauskas skapis”  
Amatų ir meno centras „Bauskas skapis”
  5. Vīpes amatniecības un mākslas centrs „Māzers”  
Vypės Amatų ir meno centras „Māzers”
  6. Dobeles Amatu māja  
Duobelės Amatų namai
  7. Amatniecības centrs - keramikas darbnīca Svētē  
Amatų centras – keramikos dirbtuvē Švētėje
  8. Amatniecības centrs „Jaunlīdumi”  
Amatų centras „Jaunlīdumi”
  9. Tautas lietotājs mākslas studijas Amatniecības centrs „Līve”  
Liaudies taikomojo meno studijos Amatų centras Live”(LTMS)
  10. Amatniecības centrs - darbnīca “Zemgale”  
Amatų centras – dirbtuvē „Ziemgala”



# Zemgale Planning Region

## expectations :



- Zemgale – attractive tourism destination for more tourists
- Great team work for reaching project aims!
- Conviction that Project target groups appreciate Project results!
- Desire to continue... 😊



**I BELIEVE THAT WE WILL  
SUCCEED!**

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Zemgale Planning Region

project manager

