

Consideration of Using Ancient Natural Sacred Sites in Tourism



Andris Klepers

Tourism expert of Vidzeme planning region

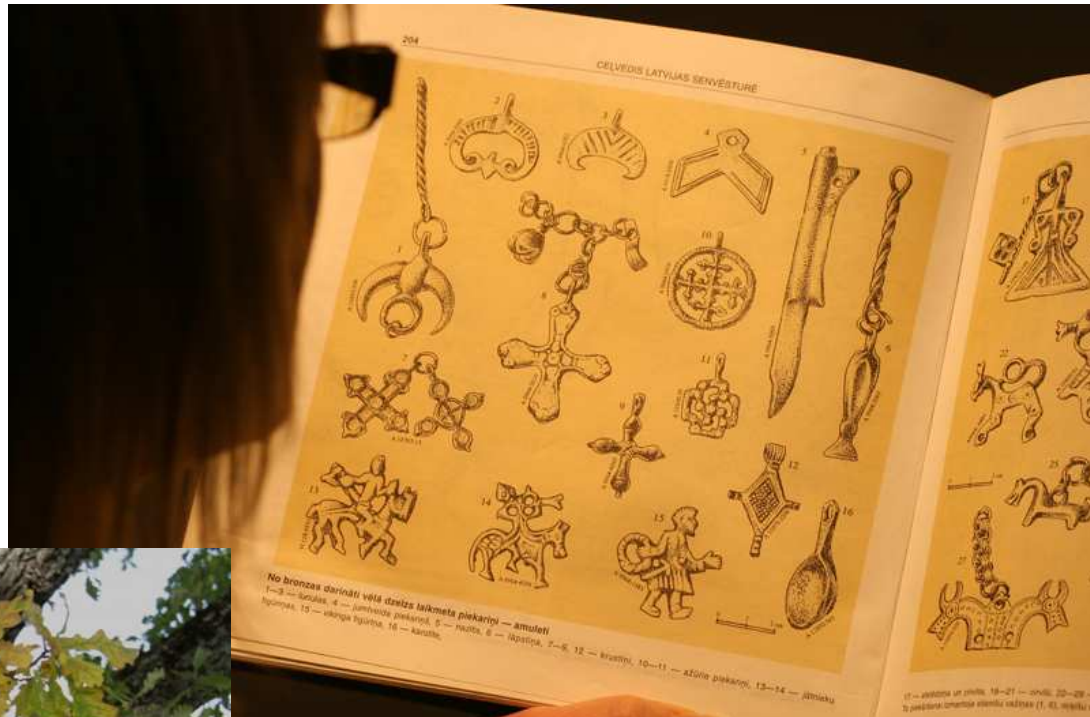
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Valmiera, 27.01.2012

Mission statement

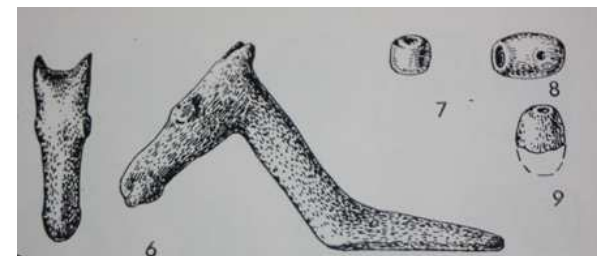
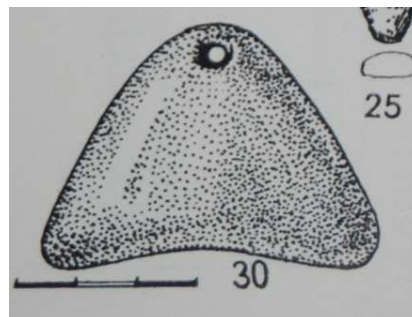
Why sacred sites / cult and tourism?
Dualism



Importance of Authenticity



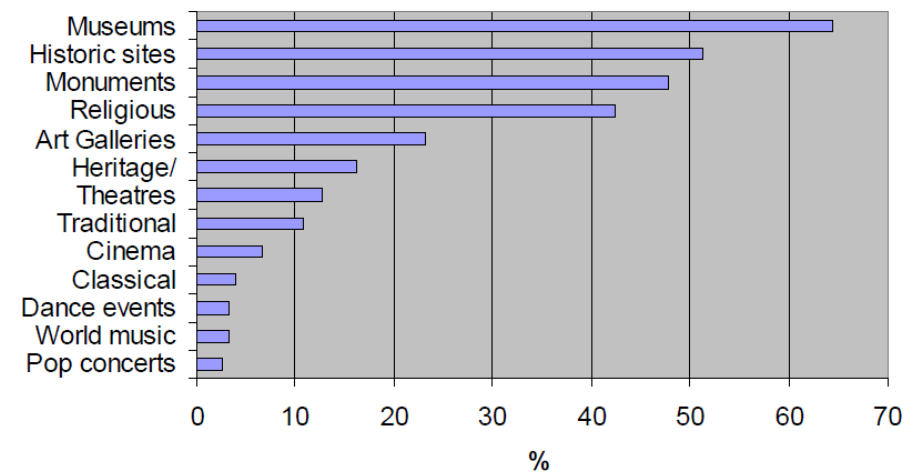
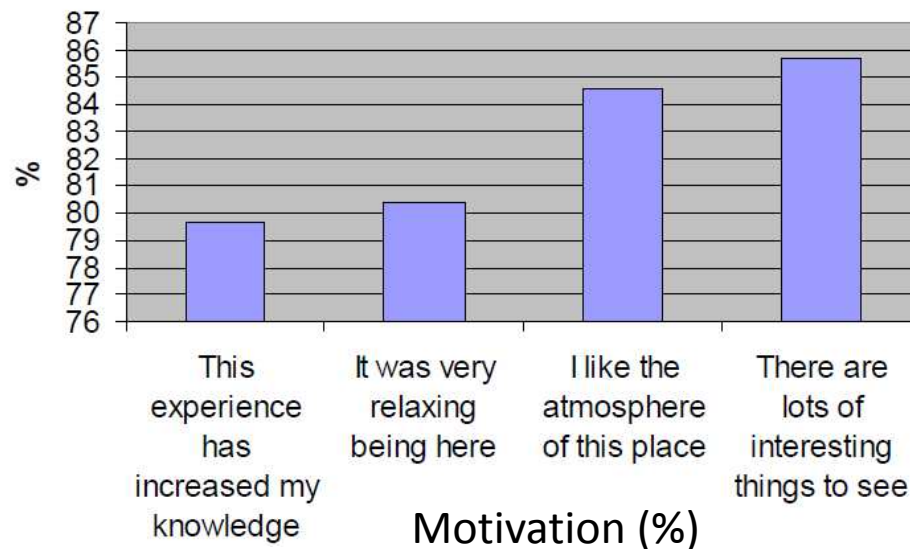
Illustration from book "Devil in Latvian and Lithuanian literature of 19. and 20. century" by Ewa Stryczyńska-Hodyl



Profile of cultural tourist (2007, n-4666, ATLAS,

G.Richards; LV part - J.Kalnačs/ViA; n = 347)

- 53% women's
- The largest single age group 20-29
- 70% having a degree or higher education
- Higher level occupations – managers and professionals
- 30% of occupations connected with culture



Types of cultural attractions visited

Possibility to attract visitors



240 000

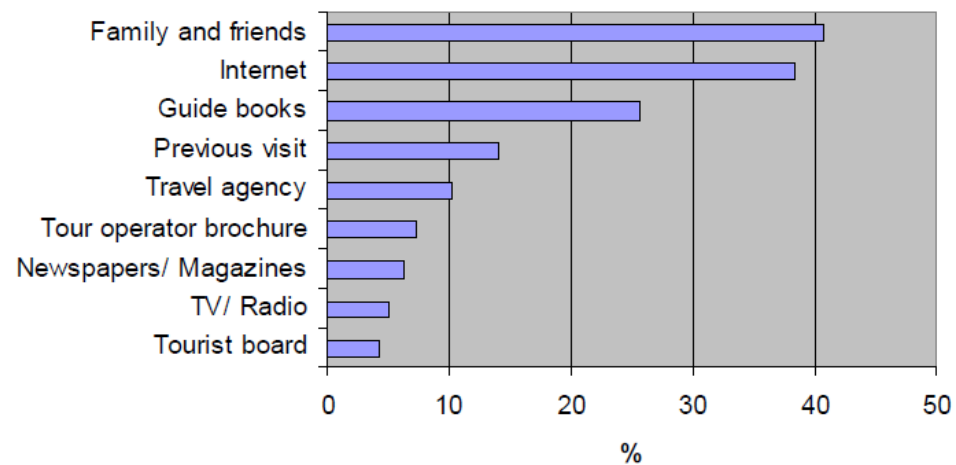
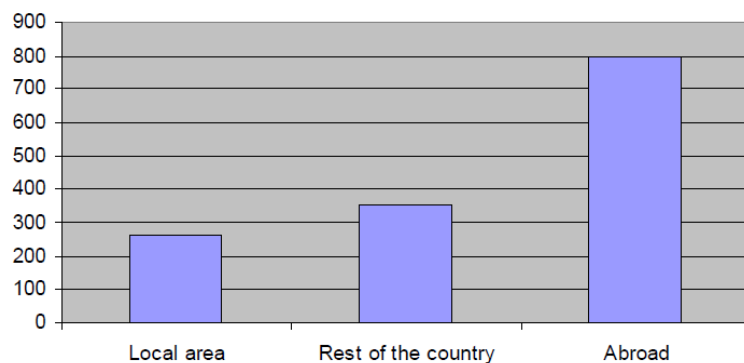
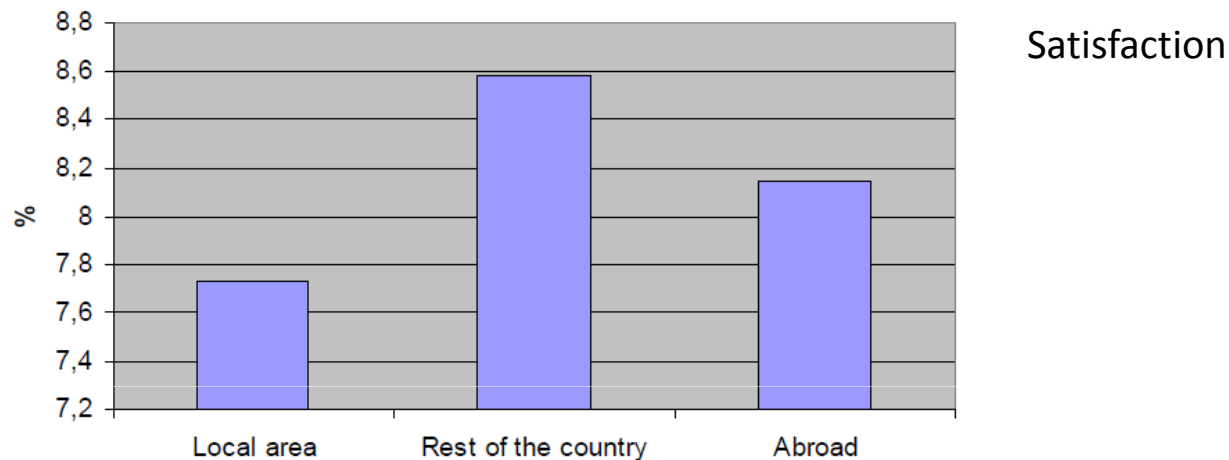
several
hundreds

2
persons
in 3 years



Profile of cultural tourist (2007, n-4666, ATLAS,

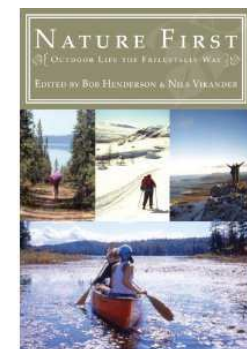
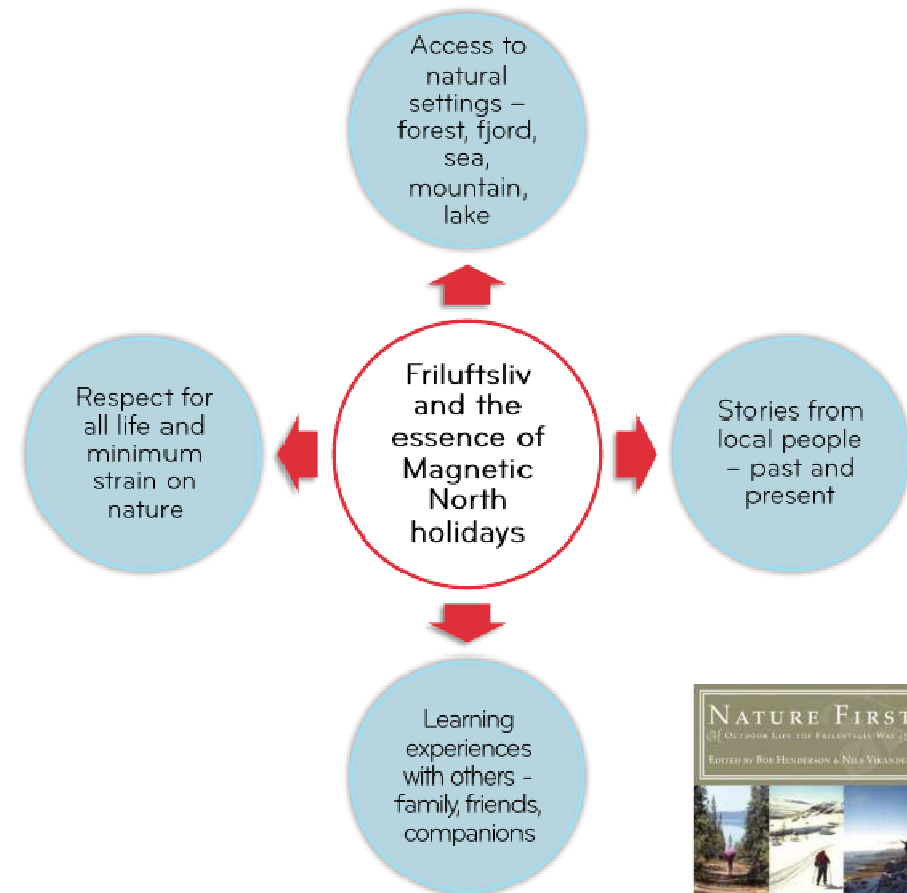
G.Richards; LV part - J.Kalnačs/ViA; n = 347)



Sources of information consulted before departure

Passion to nature / *Friluftsliv*

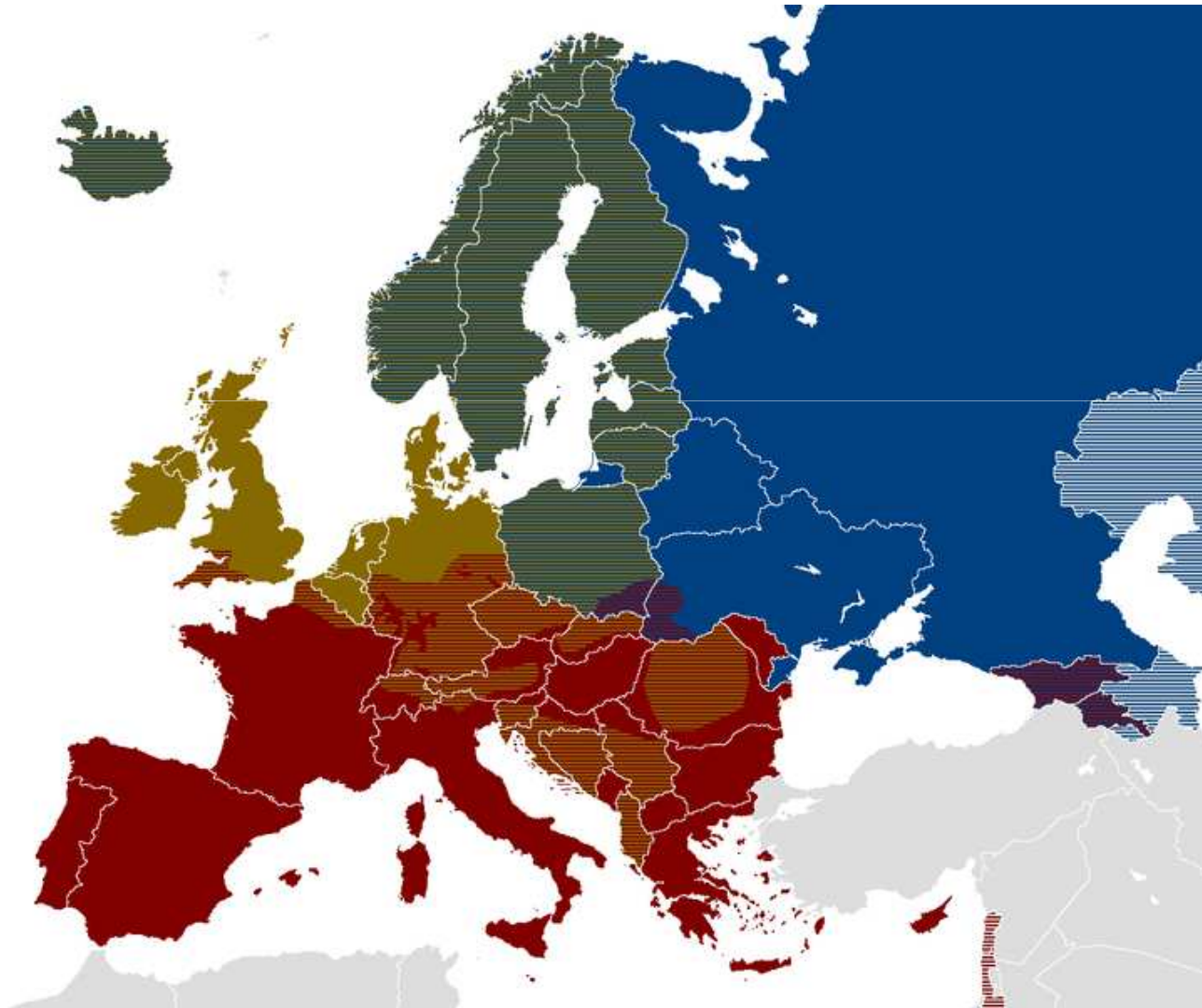
- Value of spending time in out-door
- Desired relationships to nature
- 'Nature' as home, nature education practices
- Spiritual and mythic
- Natural settings and geography
- Open access and low population



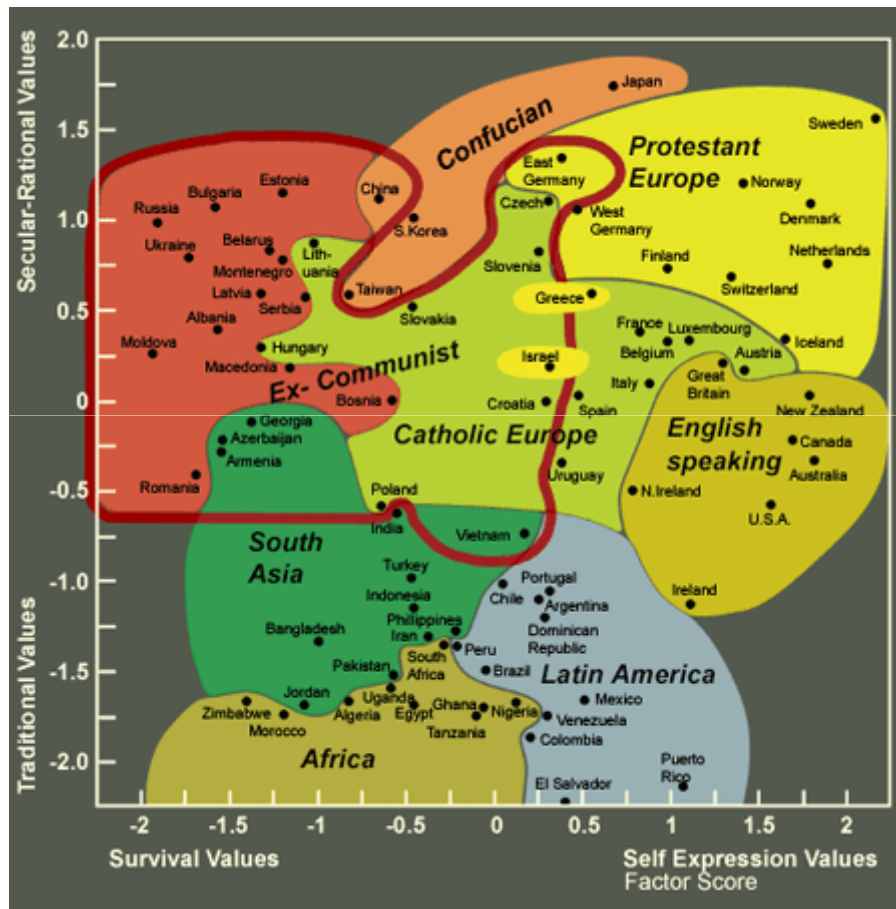
Commercialization threats



Common understanding / identity



Common understanding / identity

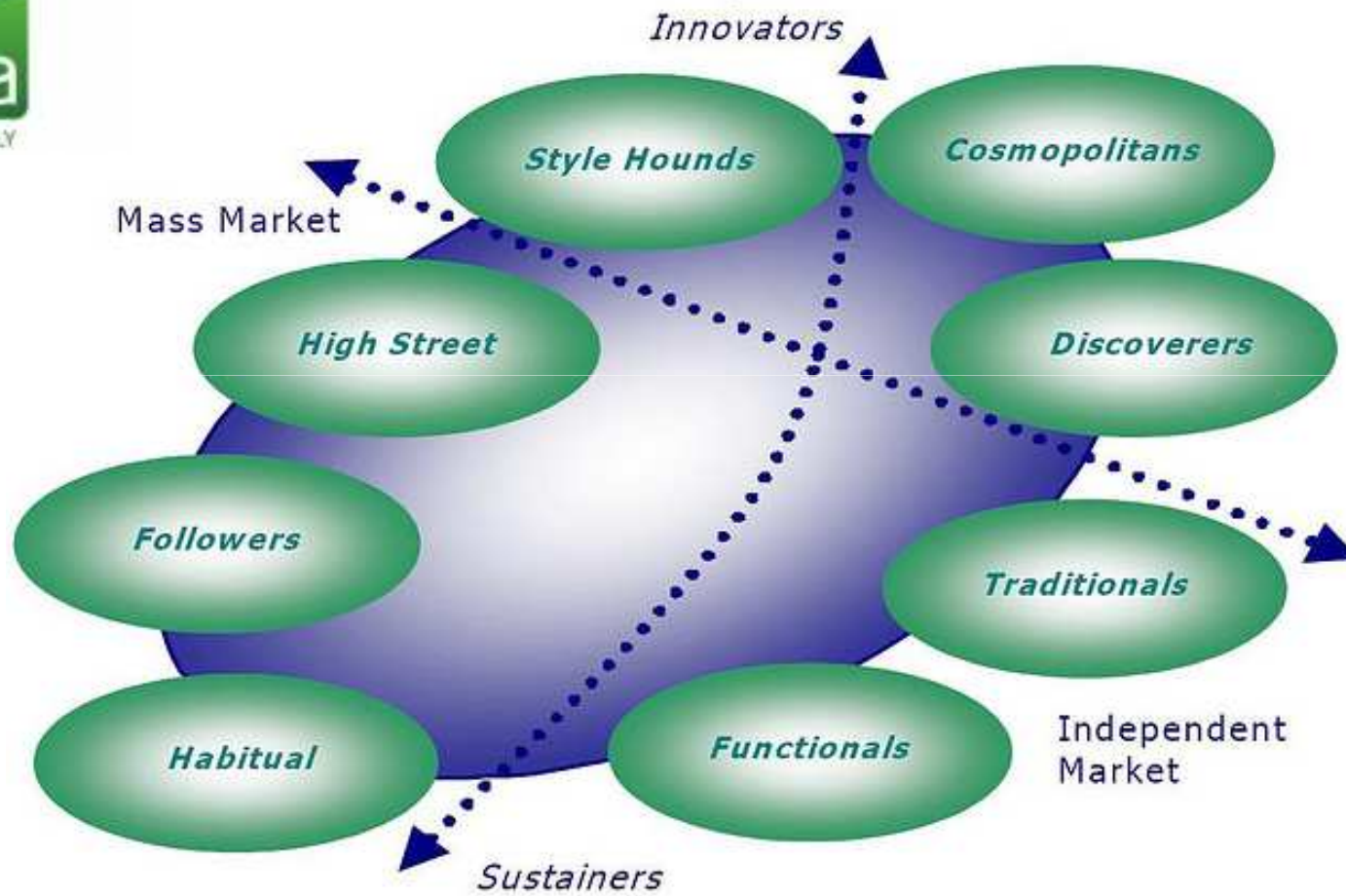


- The **Traditional/Secular-rational values** dimension reflects the contrast between societies in which religion is very important and those in which it is not.
- The second major dimension of cross-cultural variation is linked with the transition from industrial society to post-industrial societies-which brings a polarization between **Survival and Self-expression values**.

Source: Ronald Inglehart and Christian Welzel, *Modernization, Cultural Change and Democracy*. New York, Cambridge University Press, 2005: p. 64 based on the World Values Surveys, see www.worldvaluessurvey.org.

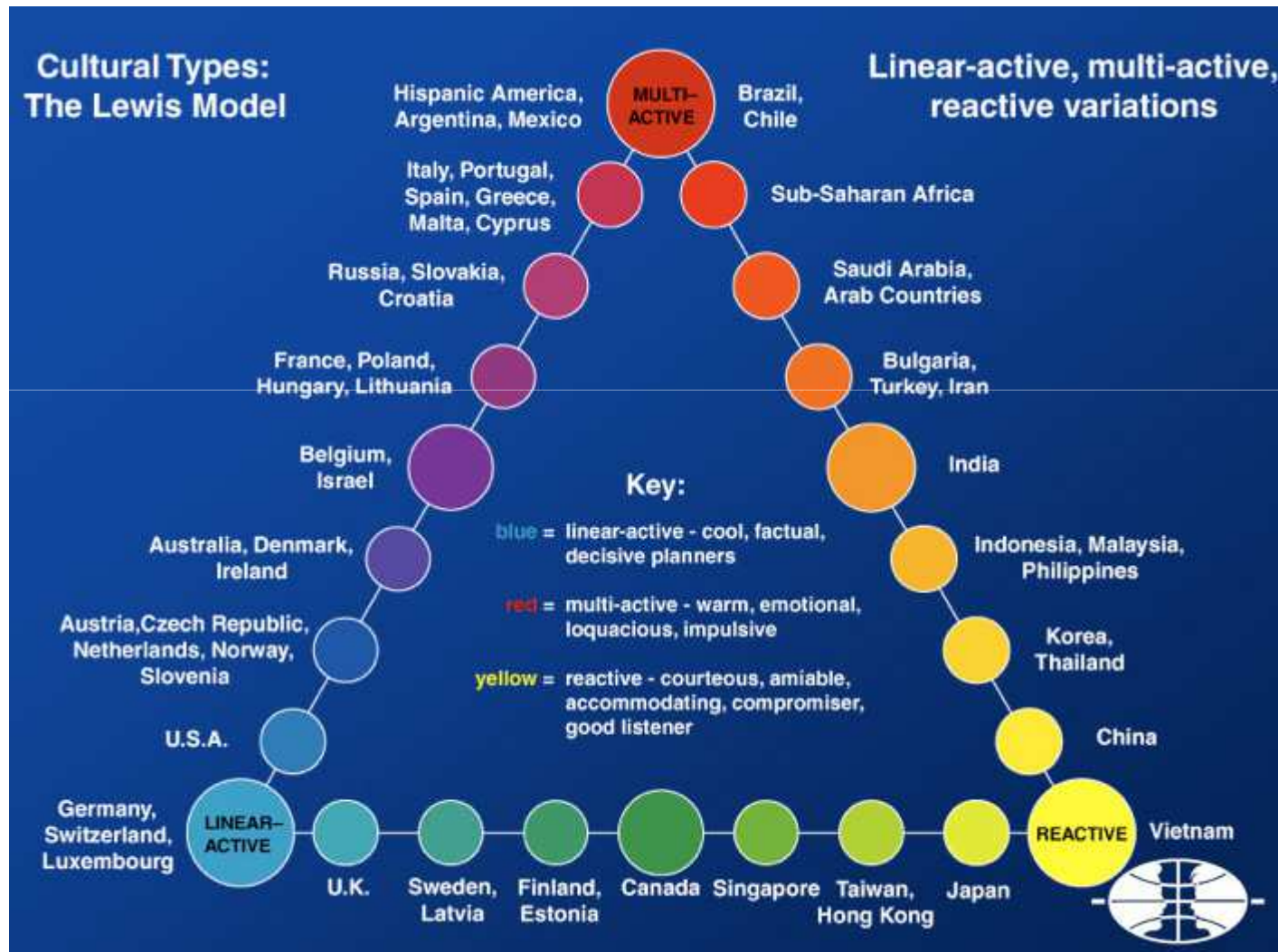


Segmentation



ArkLeisure®

Common understanding / identity



Common understanding / identity

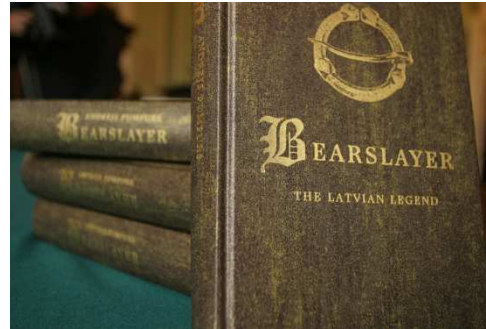
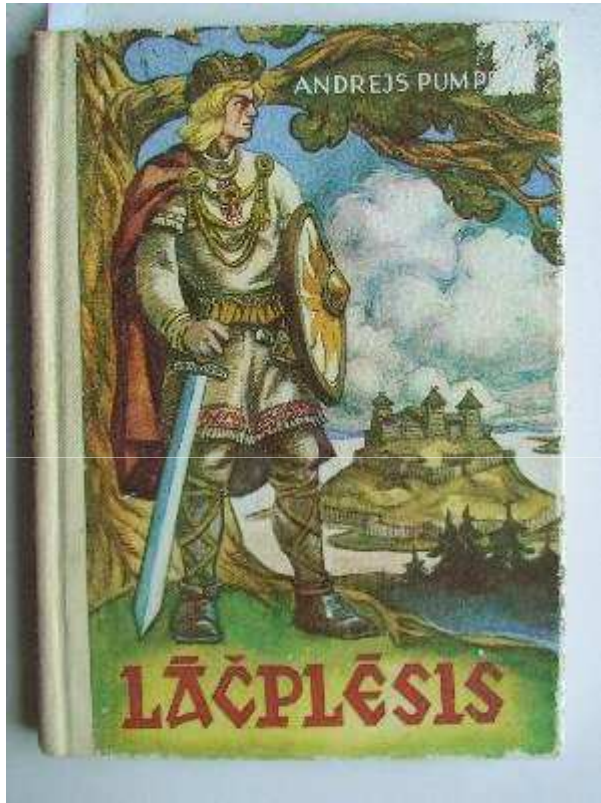
- Pre-Cristianity – referring to the period of history prior to the establishment of Christianity
- Paganism – referring to Greco-Roman polytheism as well as the polytheistic traditions of Europe and North Africa before Christianization.
 - local or rural currents not organized as civil religions presence of a living mythology

Common identity / locality and locale



Iceland, June 2009. Altar piece of Thorgeir church near Godafoss - place connected with entrance of Christianity into the region

Mythical narratives





Stonehenge Tour

PRIVATE CAR/MINIBUS - 7 HOURS



Competition / market considerations

TOURS YOU'VE SELECTED

No tours selected

POPULAR DAY TOURS

1. [Bath and Stonehenge](#)
 2. [Cotswolds Tour](#)
 3. [Harry Potter Tour](#)
 4. [London to Paris Tour by Eurostar](#)
 5. [Oxford, Blenheim Palace & Windsor](#)
- [More Day Tours From London...](#)

[London Day Tours](#)

[Overnight Tours Around The UK](#)

[Special Interest Tours](#)

WHO IS YOUR GUIDE?

Our guides are personable educated men and women, chosen for their knowledge, special interests, backgrounds and personality. They will collect you by car from any central London location and guide you inside places of historic importance



Next: Local examples from Baltic Sea region in photos / web



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Existing connection to the tourism / trends



Visitor's expectations



Machu
Picchu, Peru

Tourism as a tool – quality of interpretation



Tūrisma informācija īpaši aizsargājamā dabas teritorijā – Gaujas nacionālajā parkā

ME

Gutmans Cave



The highest cave of Latvia and the largest grotto in the Baltic: 10m high, 12m wide and 18.8m long.

On the walls of the cave there are inscriptions of the 17th century. The spring that flows out of the cave used to be sacred and its water – healing.

Gutmans cave is connected with the Legend of the Rose of Turaida and her tragic love.

There is another popular story about the beautiful and unfaithful wife of the Liiv chief Rindaugs. In anger her husband let her dig into the ground of the cave. Tears of the wife have made the spring.

Baltic-Germans started to call it Gutmans (Gūtmaņa - in Latvian) cave (Good man's cave) for a local healer had lived next to the cave. He gave the water of the spring to people and treated them with various herbs.

In the 30ties of the 20th century there was a suggestion to Latvianize the name of the cave and to call it "Labvīra cave". For all that there was no responsiveness among the Latvians.

Visitor Centre by the Gutmans cave

Address:

Sigulda, Turaidas Street 2a

phone +371 26657661

e-mail gac@gnp.lv (<mailto:gac@gnp.lv>)

e-mail ac@gnp.lv (<mailto:ac@gnp.lv>)





Tūrisma informācija īpaši aizsargājamā dabas teritorijā – Gaujas nacionālajā parkā

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Precaution of exposing, intimacy



:: Biļetes

Izstāde būs atvērta no 10. februāra katru dienu no plkst. 10.00 līdz 21.00, bet svētdienās no plkst. 10.00 līdz 20.00.
Biļetes iespējams iegādāties pie ieejas izstādē t/c Spice Home 2. stāvā, kā arī Spices un Spice Home info centros.

Pārc. biļetes: internets – www.ticketpro.lv

TICKETPRO
www.ticketpro.lv

☎ 67326754

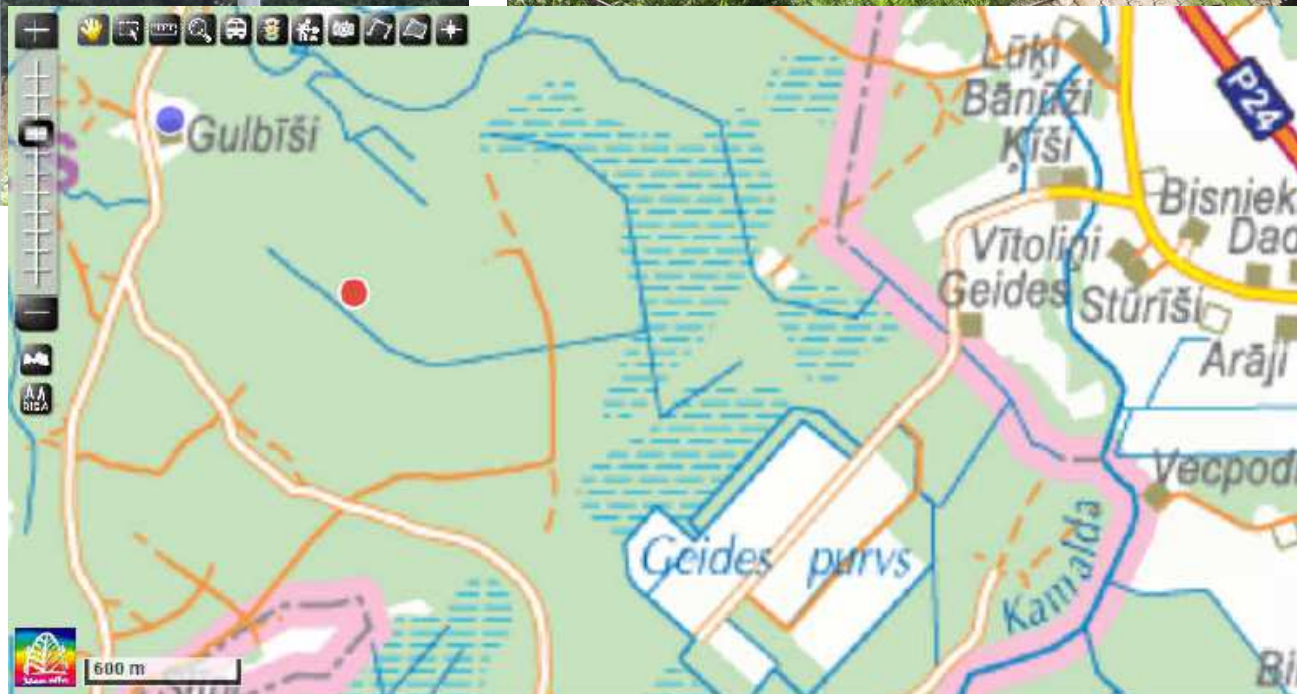
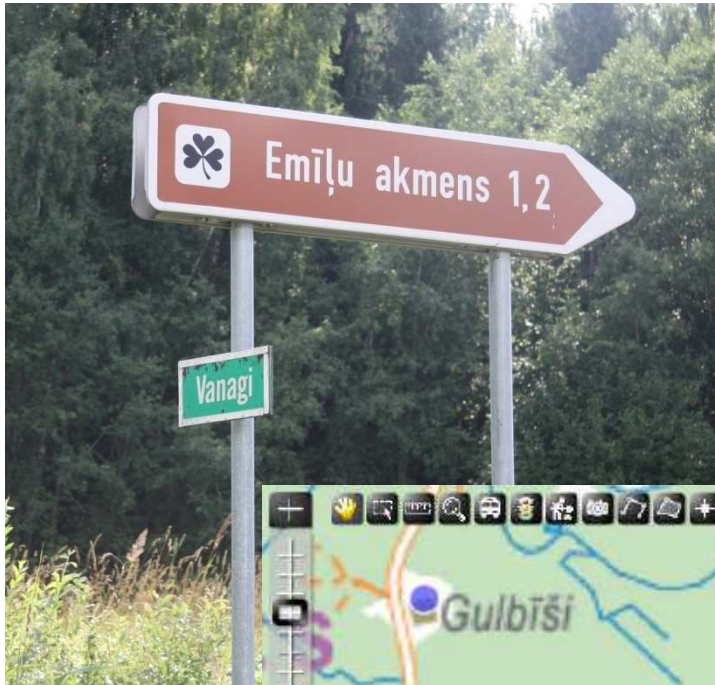
28853479

✉ Info@t.e-pes.lv

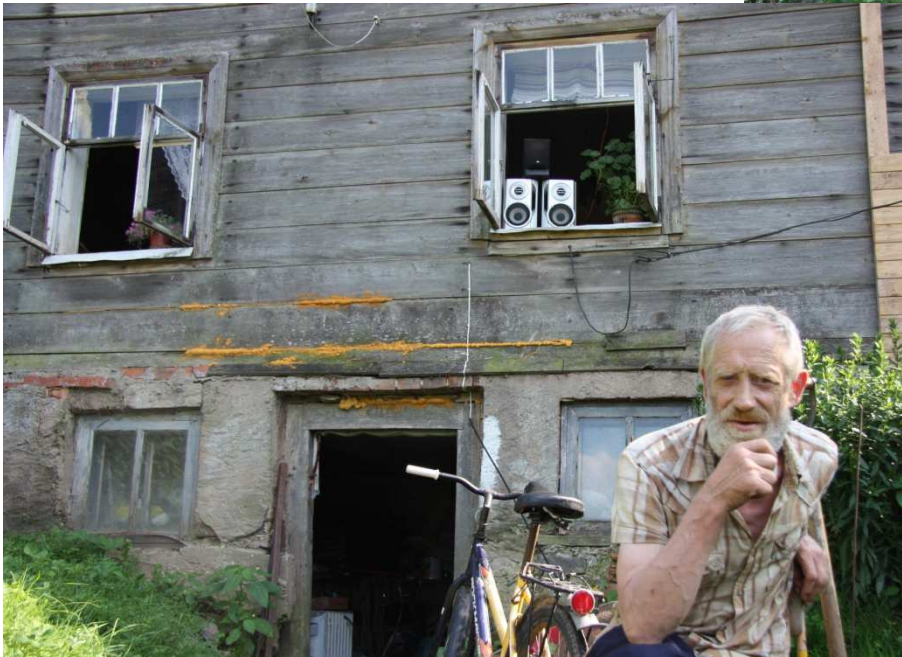
Biļešu cenas:

| | |
|--|----------------|
| Pieaugušo biļete | 7 LVL |
| Pieaugušo biļete Sest., Svēt. | 8 LVL |
| Bērniem (0-6) | ieeja brīva |
| Bērniem (7-12) | 4 LVL |
| Pensionāriem un invalīdiem | 4 LVL |
| Pensionāriem un invalīdiem Sest., Svēt. | 5 LVL |
| Skolēniem un studentiem | 5 LVL |
| Ģimenes biļete (2 pieaugušie + 2 bērni līdz 12 gadu vecumam) | 20 LVL |
| Privātā grupa (personai) | 5 LVL |
| (Minimums: 15 cilvēki) | |
| Skolas grupa (personai) | 4 LVL |
| (Minimums: 15 cilvēki + skolotājam ieeja brīva) | |
| Audio gids | 1,50 LVL |

Accessibility



Attractions / Availability of information



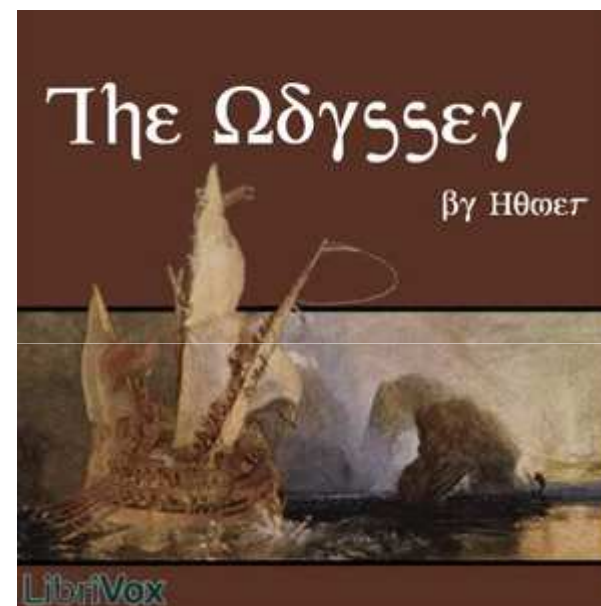
Amenities

Cultural Tourism

Product Formation



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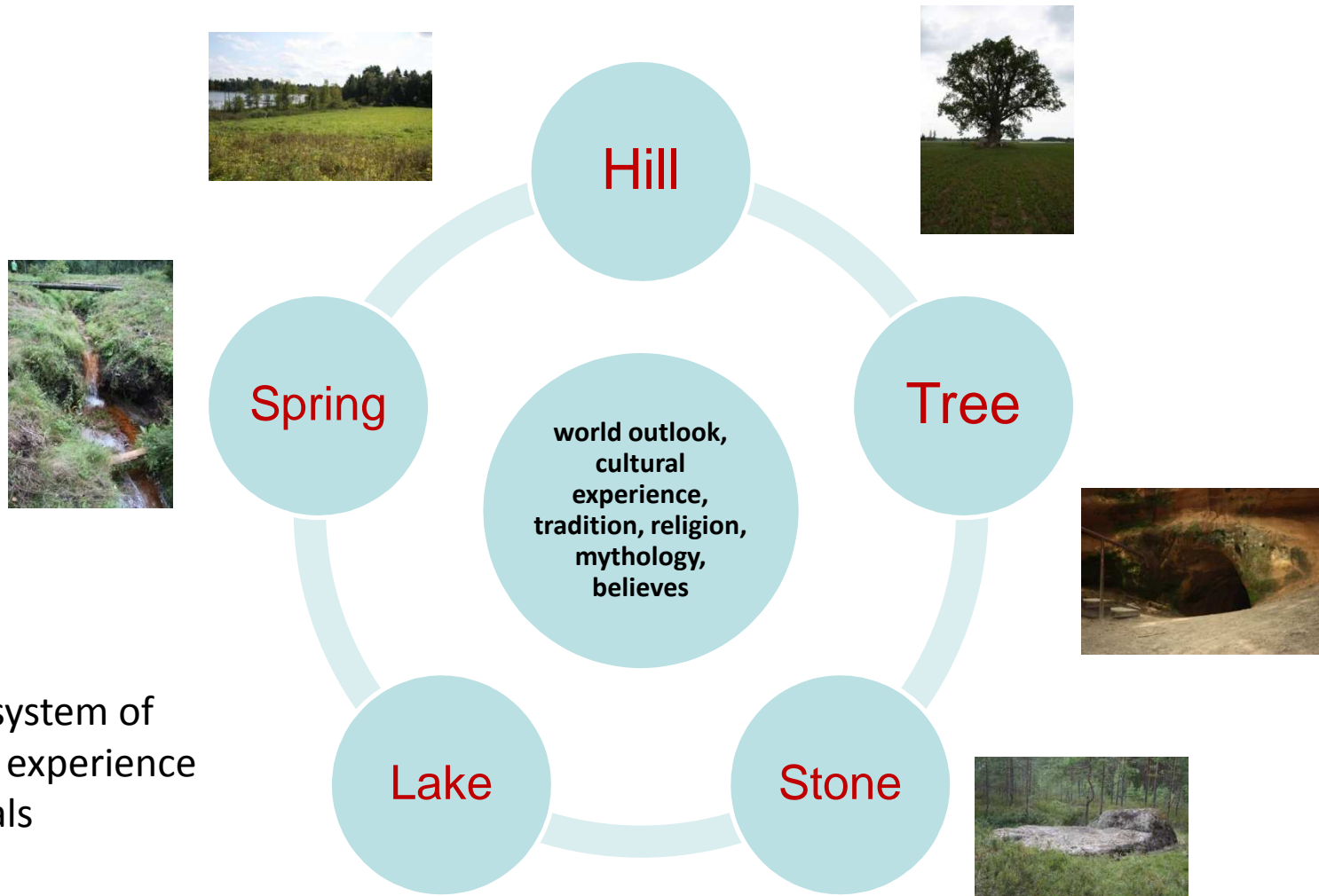


“A GUEST NEVER FORGETS THE HOST WHO HAD TREATED HIM KINDLY.”

Homer, *The Odyssey*, 9th Century B.C.

Conception of content perception

Holistic approach



Cult as system of
religious experience
and rituals

Essence of Story

Emotionality &
inspiration

Details

Knowledge &
erudition

Linked information

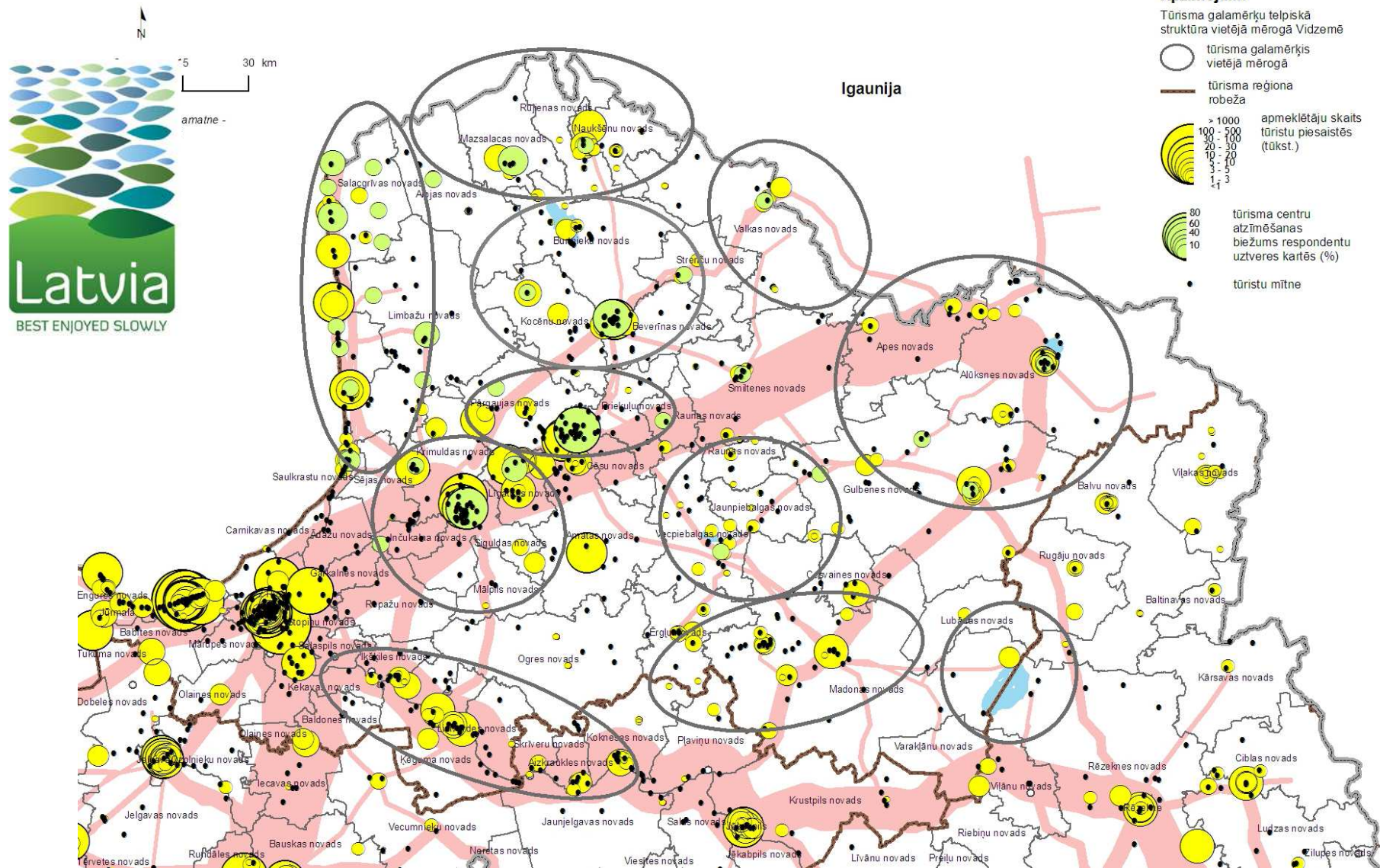
Additional information

Basic facts

Heart of the matter

Values, respect and attitude

Spatial considerations of the tourism routes



For discussion

- Live experience, involvement vs static objects
- Inspirations, esoteric vs evidence, facts and scientific arguments
- Historic authenticity / vs quasi sites
- Target audiences – which ones /possibility to influence
- Tourism as tool for regional development / attractivity of places
- Public access, private or for favoured group only