

The Ancient Cult Sites for Common Identity of the Baltic Sea Coast – **CULT IDENTITY**

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Pictures by author, if not indicated otherwise



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Authenticity

An increasingly 'travelled' consumer will seek the unusual and the **authentic experience** rather than the shared, off-the-shelf holiday package.

[Alford, 2005; Education Commission of the United States, 1999; Dwyer Edwards, Mistilis, Roman, Scott, 2009]



Participation

Tourists are increasingly interested in discovering, experiencing, **participating in**, learning about and more intimately being included in the everyday life of the destinations they visit.

The experience economy is generally based on customized holidays and personalized services allowing travellers to participate more actively in the experiences.

[Nordin, 2005; Dwyer Edwards, Mistilis, Roman, Scott, 2009]



Self-improvement

Individuals are becoming more interested in **self-improvement** as part of the tourism experience with an emphasis on health, well-being, education, skill development and **cultural appreciation**. Going on holiday to learn something.

For increasing numbers of tourists some people, a holiday, instead of being a form of consumption, is becoming an investment – investment in themselves. Consequently, the barrier between **leisure and education** will blur to such an extent that it will virtually disappear.

[UNWTO, 2002]



No bronzas darināti vēlā dzelzs laikmeta piekarīni — amuleti
 1—3 — sacūlas, 4 — jumtveida piekarīni, 5 — krusts, 6 — ikpatīņa, 7—8, 12 — knaives, 10—11 — aplisveida piekarīni, 13—14 — cilvēku
 figūras, 15 — cilvēka figūra, 16 — karote.



17 — plectrum ar zīmuli, 18—21 — zirņi, 22—28 —
 29 — cilvēka un dzīvnieku figūras (1, 4), zirņu un

Experimentation

In the developed countries in particular, people are extremely **experimental**, willing to try new products, foods and attractions, but too impatient to give a second chance to a product that fails to satisfy initially

[Cetron, 2001]



Increased social and environmental awareness



Cultural differences & communication

North



South

Cult site as tourist attraction

Object (accessibility, attractiveness,
amenities)

Event (interpretation, participation)

Primary tourist attraction – integration in to
the existing destination system



Summer Solstice 2009 , 36 500



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Gutman's cave – 240 000

Pokaiņi – 15 000

Zilais kalns – ~10 000





Conclusions

- Exploration
- Improvement and amenities
- Developing tourism product
(based on authentic experiences and participation, self-improvement) cult site = sensitive sphere
- Excellent interpretation
- Tourism system & marketing

