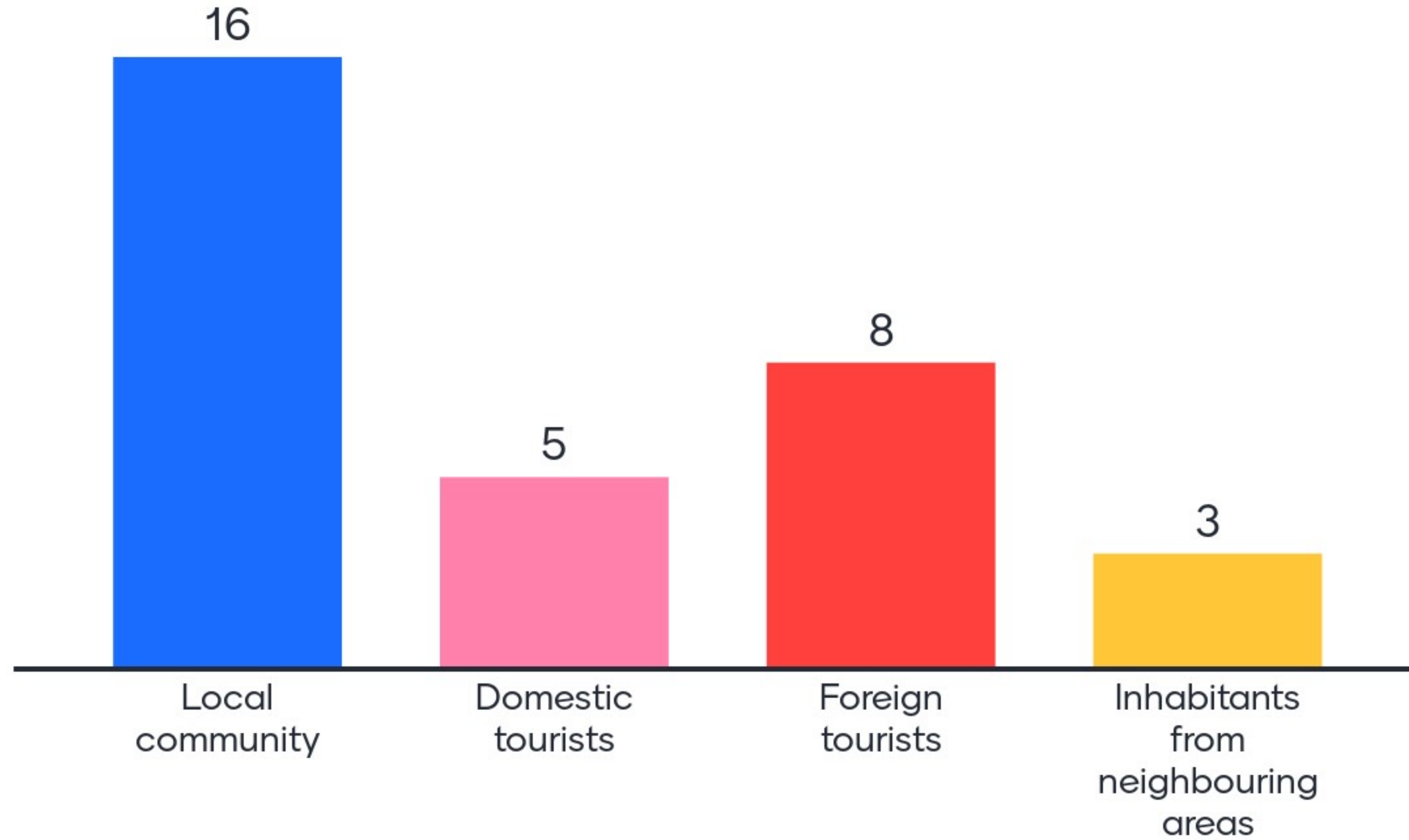
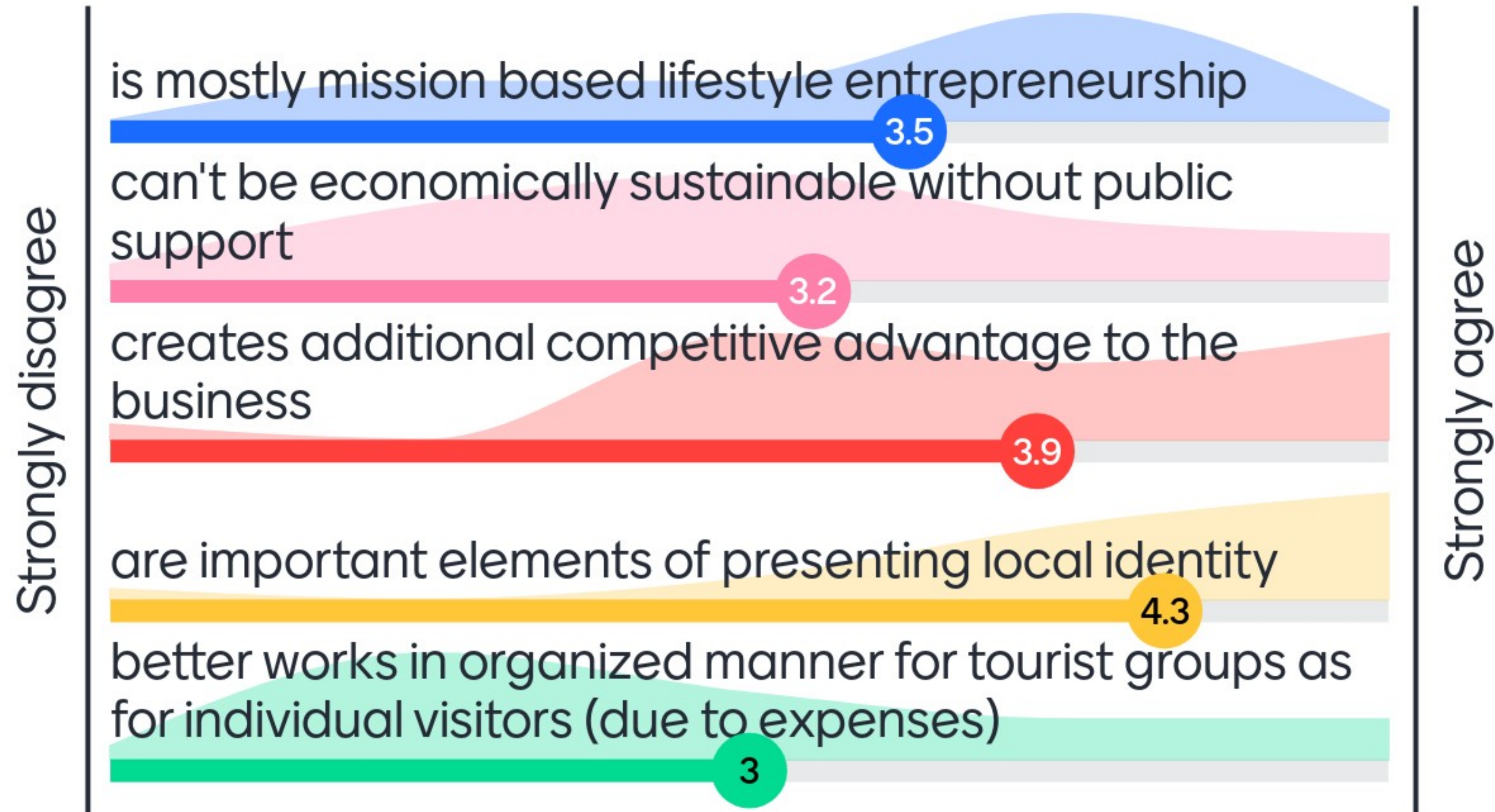


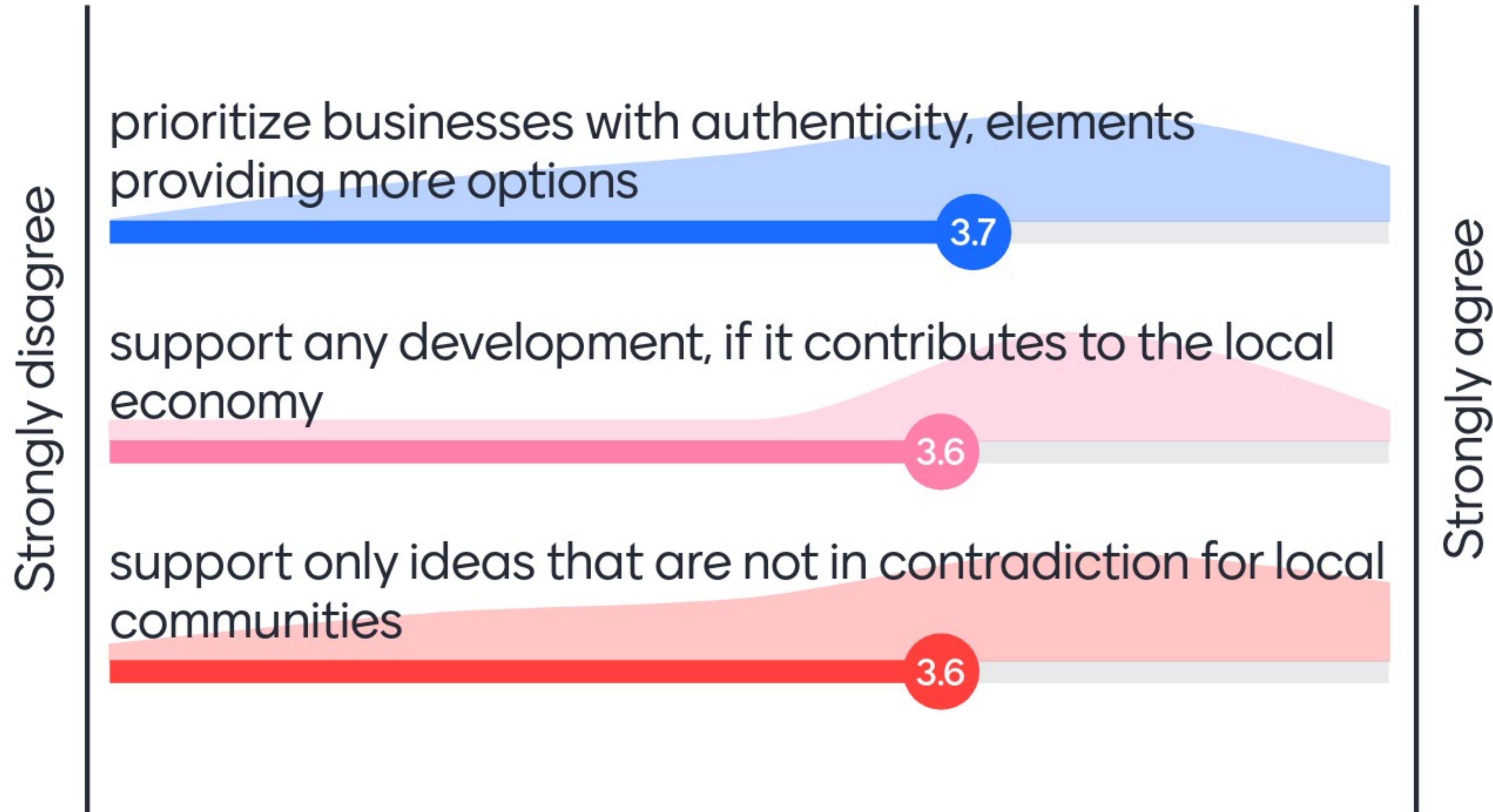
Who is benefiting more from the integration of authenticity elements into the tourism offering



Offering specific experience rooted in local history and the preserved cultural legacy of communities



Public funds for tourism development should



What tools do we have to impact tourists visit more remote areas, peripheral areas away from top-attractions?

local readiness/involvement, transport and communication

digital destination marketing

Improved mobility options

ALL KIND OF CONNECTION PROVIDED

transport possibilities are important, digital tools are a good way to wake people's interested and also make attractions accessible

Develop and communicate accessibility. Communicate brand and value proposal e.g. through media cooperation

mobile applications

Clear information, local assistance, easy mobility

Improving networking among top-site and remote-attractions by promoting diversification of touristic offer;

What tools do we have to impact tourists visit more remote areas, peripheral areas away from top-attractions?

Promote as "Covid-safe" destination

Publicise the "quietness" and "pristine" qualities of that place; argue for longer stay in that place in a more strong context-relation with locals both nature and humans (persons and communities)

Sustainable mobility options

Targeted marketing & local buy-in. Need for bundling & cross selling of attractions

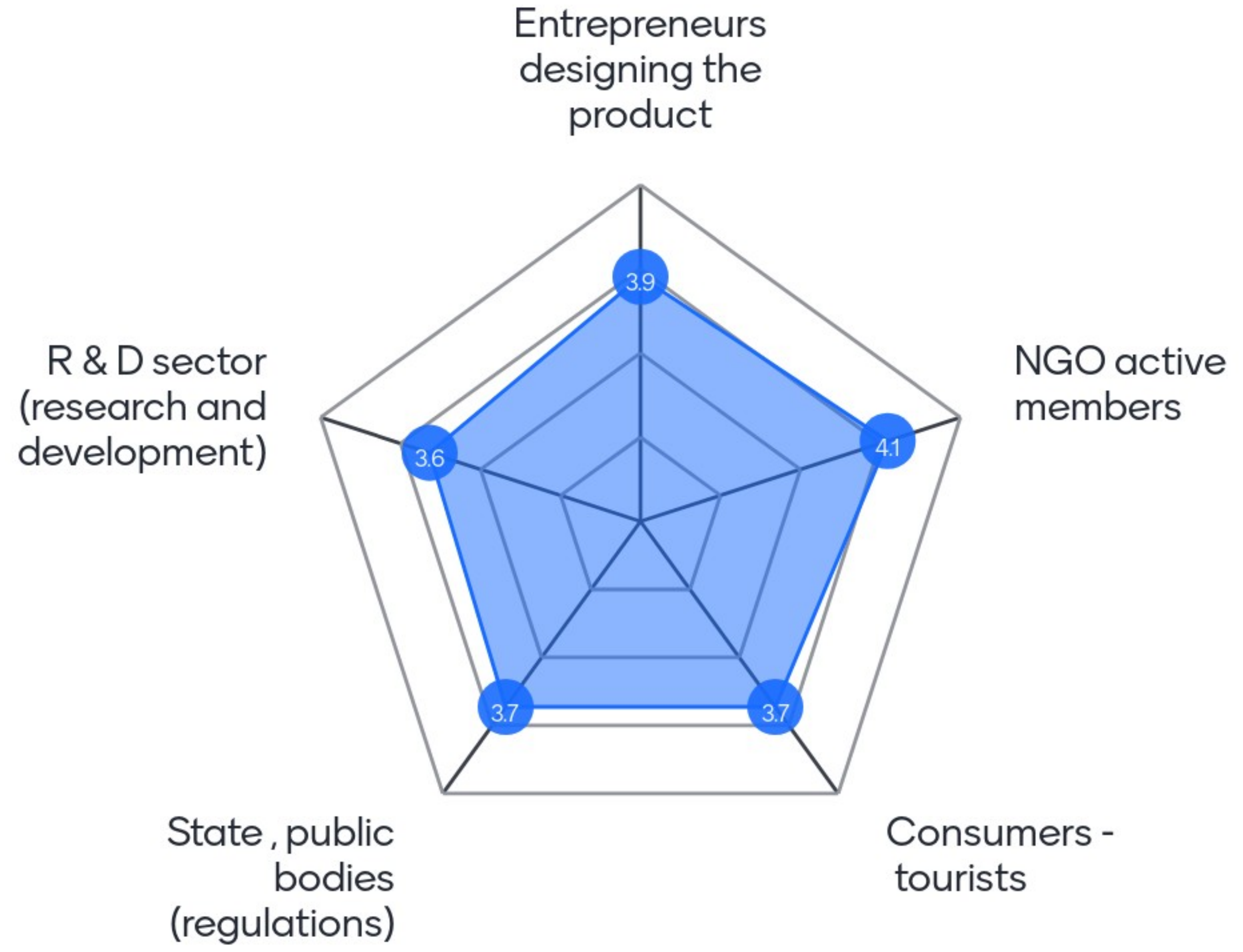
social media marketing

Gaming solutions

focus on experiences which cannot be found elsewhere network-based tourism (education, religion, twin cities)

Improve the skills and the capacity of local tourists entrepreneurs in remote attractions (in selling, marketing, networking, fundraising, etc...)

Stakeholder has the largest impact to maintain cultural heritage involved in the tourism in a sustainable way



Please rank these statements regarding local community interest and tourism product pricing policy



How to involve local community (inhabitants that aren't connected to the tourism businesses) to increase positive attitude about tourism development?

make them choose a role in the process, knowledge sharing, (economic) interest

Get into close contact with free trips/offers, and have direct speak to persuade to change the mind.

Maybe by highlighting the uniqueness of their local heritage? And explaining how it "pays back" to them as well, if the tourism is developed.

Help them understand and to be proud about values they have around

involve local community members in the businesses and organizational processes

For sure, not "by forcing them" because "it is necessary", but maybe by proposing co-organized events, detecting their doubts and perplexities in advance (preparatory co-development approaches)

Involve community at the start of the project. Ongoing two way communications

local volunteer trusts community gain or benefit fund involvement in local area planning

Highlight the benefits

How to involve local community (inhabitants that aren't connected to the tourism businesses) to increase positive attitude about tourism development?

By showing "good examples" of how boosting very local territories and heritage does not mean a reduction of "freedom, peace, tranquillity, privacy"

networking and inspirational events

Cluster development and platforms for discussions

How local authority (municipality) can enhance networking of tourism entrepreneurs?

like the Riga team just works :-)
personal connection
constant connect and be a mediator

By providing platforms for shared marketing (or information sharing)

Mainly through an "educative action", creating permanent occasion for sharing troubles and ideas and giving "practical solutions" (by specific funding lines, or by good practices"

To provide regular active platform for collaboration

Networking and inspiration event (e.g. festival LAMPA for tourism)

By choosing innovative ways of tendering: giving public money to associations / companies grouping for implementing events, actions, initiatives instead of giving small money to everyone