

Good Practice template

- In order to submit a practice, you will have to register in the Interreg Europe website. You can submit your practice through your user dashboard ('Good practices' tab).
- Optional fields are shown in orange. All other fields are compulsory.

1. Author contact information	
<i>[Technical: Contact information comes from your community profile. You can edit it by visiting your user dashboard] Ideally, the owner of the good practice should fill in the form. Indeed, if you submit a good practice, your personal and organisational profile in the Interreg Europe community will be linked to it.</i>	
Name	Katrina Potapova
Email	Katrina.potapova@rpr.gov.lv
Telephone	
Your organisation	
Country	Latvia
Region	Riga Planning region
City	Riga

2. Organisation in charge of the good practice	
<i>[If your organisation is not the one in charge of the good practice, you can indicate the relevant organisation in this section of the form. But your contact details will still be linked to the submitted good practice.]</i>	
Is your organisation the main institution in charge of this good practice?*	no

In case 'no' is selected, the following sections appear:

Location of the organisation in charge:	Country	Drop-down list
	Region	Drop-down list
	City	Drop-down list
Main institution in charge	Drop-down list of organisations [Technical: it is possible to select 'other' to add a new one]	

3. Good practice general information	
Title of the practice	Pop-up tourism and pampering days for tourism agencies and guides organized by Mrs. Wolf husky park.
Does this practice come from an Interreg Europe Project	Yes

In case 'yes' is selected, the following sections appear:



Please select the project acronym	<i>Drop-down list of all Interreg Europe approved projects</i>	
Thematic objective of the practice	<i>Drop-down list of the 6 specific objectives</i>	
Geographical scope of the practice	<i>/Regional/</i>	
Location of the practice	Country	<i>Drop-down list</i>
	Region	<i>Drop-down list</i>
	City	<i>Drop-down list</i>

4. Detailed description	
Short summary of the practice	Mrs. Wolf of Husky Park, in cooperation with self and neighbour county tourism companies, organizing service presentation events, of which the main audience was incoming tourism agencies and guides.
Detailed information on the practice	<p>Mrs. Wolfas Husky Park is in Garkalne district, Pieriga. Its services include trips with huskys, organising events and bread baking. Looking at the problems, Garkalne and many other counties of Pieriga are not traditionally considered as destinations neither for foreign travelers nor local audiences, they seem to be too close to the urban environment and they are not on travel routes. Secondly, in the Garkalne region, the tourism sector is not among the priorities, and it has an underdeveloped environment for tourism promotion and support. Thirdly, Pieriga has seen rapid growth in recent years, including a growing willingness of young entrepreneurs to operate directly in the field of tourism and hospitality, but given the two previous circumstances, support and cooperation between actors in the tourism ecosystem is poorly developed.</p> <p>On October 8, 2019, the head of the company Ms. Vulfas invited four tourism companies of Garkalne and Ropaži region, which represent various tourism products, to the first meeting. 345 representatives of the tourism industry, media, persons involved in the state and municipal tourism sector were invited to the event planned for November 22 of the same year. The companies created a joint budget, by paying for the bus, the photographer, as well as the project manager, who provided calls, communication and support to the recipients on the day of the pop-up. Representatives of 28 inbound travel agencies attended the event. The second event: A pampering day in the countryside, took place on 11 June this year, and its target audience was tourist guides. The event was smaller in scale, it involved Ms. Wolf and a neighbouring tourism provider. It did not have a separate budget, only the cost of self-presented services, which are difficult to quantify. As a result of both events, the participants concluded several cooperation agreements and experienced the first groups of tourists this summer, however, the covid-19 crisis does not allow to us objectively assess the real success of the event.</p> <p>In addition to the measurable results mentioned below, close co-operation between tourism service providers was established and developed, which is still used now. The Ropaži - Garkalne partnership is involved in the organization of events. The press was invited to the events and, according to the event organizer, the events have attracted the interest of local and neighbouring residents.</p>
Resources needed	<p>November 22, 2019. 600 EUR (bus, photographer, project manager) + costs of the service to be presented by each involved party, including catering.</p> <p>June 11, 2020. costs of the service to be presented by each involved party, including catering.</p>
Timescale (start/end date)	<i>22.11.2019 and 11.06.2020</i>
Evidence of success (results achieved)	<ol style="list-style-type: none"> This is one of the few events of its kind organized by the private sector, without municipal and state support, which uses professional sales techniques with professional involvement. On the 2nd Pop-up Tourism Day, out of the 345 recipients initially addressed, 112 showed interest and 28 arrived. Ms. Wolf signed cooperation agreements with 2 inbound tourism agencies. Ms Wolf created and offered a joint product with a neighboring company of which she was not even aware before the project started. From another cooperation partner knowledge was gained and for contracting with agencies and used immediately.



	<ol style="list-style-type: none"> 4. On the day of rural pampering, 18 of the 75 people approached arrived. Some guides brought several groups of tourists already this summer. 5. The fact that the event was organized by the entrepreneurs themselves rather than by national / municipal authorities, NGOs or partnerships created a greater motivation to ensure both the participants and the quality of the event, while lacking knowledge, contacts and experience.
Challenges encountered (optional)	<p>Tourism pop-up day proved that tourism agencies are conservative in their view of Pieriga and only with great effort is it possible to draw their attention;</p> <ol style="list-style-type: none"> 1. Five companies are too many for a one-day pop-up event. 2. Working with inbound tourism agencies does not bring immediate results, because their customers buy service packages for a long time to come.
Potential for learning or transfer	<p>Such a practice could be interesting in areas where there is weak state and municipal support for tourism and hospitality services, tourism facilities do not cooperate with each other, or cooperate poorly.</p> <ol style="list-style-type: none"> 1. As well as tourism products that have a high potential (creative, unique, high capacity) to attract an incoming tourism audience, but do not have the necessary marketing and sales support or knowledge. 2. Experience has shown that cooperation makes it possible, firstly, to divide the budget by significantly reducing costs, secondly, to acquire new knowledge, for example in legal matters, and thirdly, to find the competencies and contacts needed, to organize events and promote for example: design specialists or project managers.
Further information	https://www.vulfaskundze.lv/en/
Keywords related to your practice	<i>Select existing keywords or add</i>
Upload image	<i>[2000px wide recommended]</i>
Expert opinion	<i>[1500 characters] [to be filled in by the Policy Learning Platforms experts]</i>