



## Good Practice template

- All Good Practices identified by an Interreg Europe project and reported in the progress reports have to be submitted to the Programme.
- In order to submit a practice, you will have to register in the Interreg Europe website. Online submission will be available the first semester of 2017.
- NB: in orange: 2 optional fields. All other fields are compulsory.

1. General information	
<b>Title of the practice</b>	<i><b>Integrating traditional coastal cultural heritage into coastal tourism.</b></i>  [100 characters]
<b>Does this practice come from an Interreg Europe Project</b>	Yes or no [Technical: Good Practices outside the IR-E projects relevant to the topics and validated by the Policy Learning Platforms experts will also be included in the database]

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

<b>Please select the project acronym</b>	CHERISH
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<b>Specific objective</b>	Drop-down list of the 6 specific objectives [Technical: In case a project is selected, the specific objective is automatically completed]	
<b>Main institution involved</b>	Carnikava Local History Centre	
<b>Location of the practice</b>	<b>Country</b>	Latvia
	<b>NUTS 1</b>	LATVIA
	<b>NUTS 2</b>	LV007 Pierīga
	<b>NUTS 3</b>	Drop-down list

<b>Short summary</b>	<p>Coastal municipalities are rich in cultural heritage and the integration of its values in tourism activities and education of various population groups require competent local cultural heritage history museums with centres that focus on such activities. Carnikava coastal municipality with 8700 inhabitants has established and is running local history and cultural heritage centre. The center has multiple functions: as a museum it keeps history and fishing traditions museum, carries out research of history of local municipality, implements different educational programmes for local community involving all age groups, younger generation including. It is also a venue for events and gatherings for inhabitants, weddings, workshops and other activities. The museum also keeps contacts and interacts with similar museums aiming at experience exchange and development as well as is involved in different EU projects related to protection and promotion local cultural heritage, coastal fishing tradition including.</p> <p>160 characters</p>
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## 2. Detailed description

### Detailed information on the practice

Carnikava, which is now the center of the county, has historically developed as the fishing village. During the Soviet times from 1940-1989, it was fishing collective farm where fishing was main activity, predominantly it was deep sea fishing and fish processing. For decades, the traditional heritage of coastal fishing as a historic trade of the territory was not sufficiently studied and information about it made accessible for the inhabitants of the community. Likewise, this cultural heritage was left outside the local identity as special differentiating aspect and very often not known to the inhabitants of the municipality, esp. to a younger generation. The history and cultural heritage of Carnikava municipality as once coastal fishing willage was not integrated into the coastal tourism offer. People could visit the coastal municipality, acknowledge that fact that it is a territory with fishing history and tradition, however, this information and artifacts were not collected and sytematized into the concentrated and coherent format addressed to visitors of the place as well as to inhabitants themselves, the awareness of whome where low about the history of the place they were living in.

There were also no recognizable places in the village of Carnikava that could be interesting for tourists. The availability of premises for various events and community gathering places was also a challenge. For the above-mentioned reasons, the Carnikava Municipality Council established Carnikava Local History Center in 2010.

Canikava Local History Center invites visitors to learn about the history and fishing traditions of the place; especially interesting for children of different ages, as well as adults are different programs on the theme of fishing, where one can hear the stories of fishermen, try sewing nets and various other activities. A very important program is the "Lamprey Hour", which provides informative information about the symbol of the municipality - Carnikava lamprey. The traditional lamprey festival takes place every year, bringing together both locals and visitors gathering more than 10000 people. During the festival, one can taste varous ways lampery can be cooked: lamprey soup, coal roasted lamprey, there is a fair of craftsmen, concerts, and workshops dedicated to coastal fishing traditional activities.

The local history center is located on the island next to companies that are currently engaged in coastal fishing and lamprey fishing. Over the years, the surrounding area has been improved and made attractive, resulting in a unique place where working fishermen and historical evidence of the life of historical fishermen coexist.

The staff of the center is actively involved in various projects related to the promotion of the cultural heritage of the coast area, for example, by participating in the the Association of Coastal Museums, as well as providing information on the history of coastal tourism information centers. In Carnikava, the center itself has become as a Tourist Information Center and a starting point of visitors. <http://kultura.carnikava.lv/novadpetniecibas-centrs>

Following the example of the Carnikava Local History Center, in recent years other Local History Centers and Museums are opened which invest in moderninizing exposition and promoting accessibility to this knowldege and heritage for different groups of society.

For example, in neighbouring coastal municipality Saulkrasti, a virtual museum of the county is established. Everyone can access a digital

	<p>collection of Saulkrasti local history research, which also provides information about the historic and current fishing activities. An important tradition of fishing cultural heritage is the “Luču Svētki” (Fish Festival) (fish: latin name: Zoarces viviparus) organized since 2016. Fishing of this specie of fish was traditional on the coast of Vidzeme region where Saulkrasti is located until the 20th century. In the 80ies of the 20<sup>th</sup> century this trade was dropped since the stock for catches of this fish specie fell. The aim of the festival is to preserve and promote this fishing tradition, increase awareness of the community about environmentally friendly/sustainable fishing and have a great time.</p> <p>The Salacgrīva County Museum operates in Salacgrīva municipality, it functions as the county's history center and has a permanent exposition "Zutiņš murdā", where are stories about fishing history kept and formation of the tradition on Vidzeme region coast. Here also Ainaži Maritime School Museum operates, which allows you to look into the history of the maritime school's activities and the fishing industry. In Salacgrīva municipality, one can also see and learn about a special lamprey fishing method - lamprey weirs, which allows to find out the development of this historical type of fishing.</p> <p>After its reconstruction, the Lapmežciems Museum in Engure municipality has an exposition about the territory's close historical connection with coastal fishing. The museum exposition visitors can get acquainted with the fishing methods, fish storage and tools used in old times up to nowadays In Lapmežciems village educational camp “Lapmežciems herring” are being organized to introduce the younger generation with fishing tradition. Here young people are introduced to the origins of fish, their types and cooking possibilities, in addition they visited fisherman's farm and participated in other activities by the sea.</p> <p>After the reconstruction in Jūrmala Open-Air Museum (Jūrmala Municipality) it is possible to see a completely restored fishing vessel and an exposition about the history of fishing and its role in the development of this coastal territory. A fishing and marine culture center has been opened in the old premises of Apšuciems school, which allows those interested to learn about the importance of fishing in local economy.</p> <p>Although all above noted cultural heritage centres/museums operate autonomously, their activities are closely linked to local tourist information centers and cultural institutions. As the main target groups are tourists, educational institutions, however, their activities are also targeted at members of local community.</p> <p><i>[1500 characters] Please provide information on the practice itself. In particular:</i></p> <ul style="list-style-type: none"> <li>- <i>What is the problem addressed and the context which triggered the introduction of the practice?</i></li> <li>- <i>How does the practice reach its objectives and how it is implemented?</i></li> <li>- <i>Who are the main stakeholders and beneficiaries of the practice?</i></li> </ul>
<p><b>Resources needed</b></p>	<p>Carnikava Local history heritage centre was established in the period from 2011 until 2012 with total budget of 166 666,77 EUR incl. EU European Fisheries Fund co-financing. Improvements were made in 2020 within the framework of the project “Inclusion of Vidzeme Coastal Cultural and Natural Heritage in the Creation and Development of the Tourism Service -“ Exciting Vidzeme ”” Project “Exciting Vidzeme” (Specific Support Measure 5.5.1) (Total project costs are 4 793 022,33 euros, including ERDF funding – 2 381 180 EUR, while national public funding is 602 194,13 EUR)</p> <p><a href="https://www.varam.gov.lv/lv/jaunums/paplasinats-carnikavas-novadpetniecibas-centrs-pabeigta-saimniecibas-ekas-un-nojumebuvnieciba">https://www.varam.gov.lv/lv/jaunums/paplasinats-carnikavas-novadpetniecibas-centrs-pabeigta-saimniecibas-ekas-un-nojumebuvnieciba</a></p>

	<p>Saulkrasti Virtual museum development took place with a support of European Agricultural Fund for Rural Development; total amount 14287.67 EUR</p> <p>For development of a permanent exposition in Lapmežciems museum, a project was developed for 200 000 EUR</p> <p>The project for development of infrastructure of Jūrmala Open-air Museum related to promotion of fishing and marine cultural and natural heritage was implemented with a funding of 118 256,41 EUR</p> <p>A project for the establishment of a fishing and marine cultural heritage center in Apšuciems has been implemented for 129 000 EUR</p> <p><i>[300 characters] Please specify the amount of funding/financial resources used and/or the human resources required to set up and to run the practice.</i></p>
<p><b>Timescale (start/end date)</b></p>	<p><i>e.g. June 2010 –ongoing</i></p>
<p><b>Evidence of success (results achieved)</b></p>	<p>Over 10 years of operation the Carnikava Local History Center has become a remarkable tourism and cultural heritage centre with an ever-increasing number of visitors. (528 visitors in 2018, 6287 visitors in 2019).</p> <p><a href="http://kultura.carnikava.lv/novadpetniecibas-centrs">http://kultura.carnikava.lv/novadpetniecibas-centrs</a></p> <p>More information about museums developed with EU funding please see in links: Lapmežciems Museum:</p> <p><a href="http://www.enguresnovads.lv/lapmezciema-muzejs">http://www.enguresnovads.lv/lapmezciema-muzejs</a></p> <p>Jurmala Open-Air Museum:</p> <p><a href="http://www.jbmuzejs.lv/">http://www.jbmuzejs.lv/</a></p> <p>Apšuciems Fishing and Marine Cultural Heritage Center:</p> <p><a href="http://www.enguresnovads.lv/apsuciema-kulturas-centrs">http://www.enguresnovads.lv/apsuciema-kulturas-centrs</a></p> <p><i>[500 characters] Why is this practice considered as good? Please provide factual evidence that demonstrates its success or failure (e.g. measurable outputs/results).</i></p>
<p><b>Difficulties encountered/ lessons learned</b></p>	<p><i>[300 characters] Please specify any difficulties encountered/lessons learned during the implementation of the practice.</i></p>
<p><b>Potential for learning or transfer</b></p>	<p>The success story of Carnikava Local History is based on the fact that the centre is multifunctional. It is open not only to the research and keeping historic exhibition of history; it also carries out tourism and cultural activities, it is democratic and open to different groups of the society.</p> <p>The biggest challenge is to maintain a balance between resource allocation in historical research and the use of such centers for tourism activities. Usually such museums have small facilities, number of visitors is growing and human resources involved in operations should be multifunctional –they are engaged in research, guiding as well as development and running different projects.</p> <p>Optimal development of resources and infrastructure is also important. When creating new Local History Centers, it is worth taking into account that initially the interest in such a center will be low, however, as it develops, the interest will increase, as evidenced by the data. Sufficient space (area) for expansion should be planned as well. The increase in popularity of such a center is determined by the fact that the center is open to various activities and various target groups. On the other hand, if the museum/centre would only be a repository of artifacts, it would be difficult to attract new target groups. The</p>



	<p>importance of digital technologies is also ever increasing in the work of even comparatively small museums and history centres.</p> <p><i>[1000 characters] Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions to learn from. This can be done e.g. through information on key success factors for a transfer or on, factors that can hamper a transfer. Information on transfer(s) that already took place can also be provided (if possible, specify the country, the region – NUTS 2 – and organisation to which the practice was transferred)</i></p> <p><i>[Technical: A good practice be edited throughout a project life time (e.g. to add information on the transfers that have occurred)]</i></p>
<p><b>Further information</b></p>	<p><i>Link to where further information on the good practice can be found</i></p>
<p><b>Contact details</b> <i>[Technical: the contact details will be visible only to “Policy Learning Platforms registered members”]</i></p>	
<p><b>Name</b></p>	<p>Olga Rinkus</p>
<p><b>Organisation</b></p>	<p>Carnikava Local History Centre</p>
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<p><b>Expert opinion</b></p>	<p><i>[500 characters] [Technical: to be filled in by the Policy Learning Platforms experts]</i></p>

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