



# VIDZEME TOURISM ASSOCIATION

PILS SQUARE 1, CĒSIS, LV-4101, LATVIA, +371 64122011, INFO@VIDZEME.COM, WWW.VIDZEME.COM



## CHARTS Project Thematic Workshops & Study Visits

- \* **Visitor Information**
- \* **Cycling for Tourists**

**September 7 – 10 2013, Vidzeme region, Latvia**  
 (Rīga - Cēsis – Sigulda – Turaida – Saulkrasti – Limbaži – Cēsis - Rīga)

### PROGRAMME

<b>Saturday, September 7<sup>th</sup></b>	<i>Optional day</i>
	Optional Tour to "BANITIS FESTIVAL" - 110 <sup>th</sup> Celebration Anniversary of the Narrow gauge Railway BANITIS (Gulbene – Alūksne route) <i>Practicalities will follow on request</i>
<b>Sunday, September 8<sup>th</sup></b>	
	Arrival of Participants in Riga
15:00 – 17:00	Guided Tour in Riga Old Town organized by VTA
18:00	Bus from Riga to Cesis organized by VTA
19:30	Check-in at Kolonna Hotel Cesis***
20:00 – 20:30	ECTN General Assembly ( <i>for ECTN Members</i> )
20:30 – 23:00	Welcome Dinner at Kolonna Hotel Cesis*** Restaurant <i>See Practicalities</i>
<b>Monday, September 9<sup>th</sup></b>	
7:00 – 8:20	Breakfast in Kolonna Hotel Cesis***
8:30 – 9:00	Registration for workshop <i>Venue: Cesis New Castle conference hall</i> <i>See Practicalities</i>
9:00 – 13:30	<b>SESSION 1</b>
	<b>Thematic Workshop "Visitor Information"</b> <ul style="list-style-type: none"> <li>• Welcome by VTA</li> <li>• Welcome by Kostas Papamarkakis, Chairman of Municipal Council of South Pelion, Greece, Lead Partner</li> <li>• Welcome by Latvian State institution</li> <li>• Introduction to the event by CHARTS Project Coordinator, Mr. Manos Vougioukas</li> <li>• "Collaboration with regions at national level, associations, TIC... Model in Latvia from practical side on visitor information" - Mrs. Inese Širava, Latvian Tourism Development Agency, Ministry of Economics of the Republic of Latvia</li> <li>• "VTA experience, models, real examples with demonstration on visitor information" – Mr, Raitis Sijats, Head of the Board of Vidzeme Tourism Association</li> <li>• Vidzeme Coastal Cluster: Good examples of exhibitions, EDEN videos... – <i>topic and speaker will follow</i></li> </ul>



11:00 – 11:30	<b>Coffee break at terrace with introduction of Cēsis TIC (visitor information, maps, video clips, EDEN, stories)</b>
11:30 – 13:30	<ul style="list-style-type: none"> <li>• Experience of South Pelion Municipality (Donor)</li> <li>• Experience of Vastra Gotland Region (Donor)</li> <li>• Mallorca experience (Recipient) (will have presentation)</li> <li>• USERLA experience and needs (Recipient)</li> </ul>
	<b>Conclusion of SESSION 1</b>
13:30 – 15:00	Short walking tour in Cesis Old Town Lunch in Café "2Locals" <i>See Practicalities</i>
15:00 – 18:00	<b>SESSION 2</b>
15:10 – 16:00	<ul style="list-style-type: none"> <li>• Presentation of an innovation - "Vidzeme Cultural Game" as information dissemination to tourists (part of CHARTS project how Vidzeme University collaborating with tourism sector) – Ms. Marija Markule, Student of Vidzeme University of Applied Sciences</li> <li>• Presentation of `Mobile App's – Latvia.Travel` as real practice / one of the method (Vidzeme is 1 of the 4 parts) Smartphone application - Inese Širava, Latvian Tourism Development Agency, Ministry of Economics of the Republic of Latvia</li> </ul>
16:00 – 16:40	<b>Workshop in divided working groups related to Visitor Information (with coffee)</b>
16:40 – 17:40	<b>Conclusion of working groups by moderators of Working Groups</b>
17:40 – 18:00	<b>Conclusion of afternoon session</b> <ul style="list-style-type: none"> <li>• Round up by Mr. Manos Vougioukas, Project Coordinator</li> <li>• VTA</li> <li>• Closing remarks by Mr. Kostas Chalevas, President of ECTN</li> </ul>
18:00 – 21:00	<b>Evening programme</b> (Medieval dinner, guided walk in the Cēsis Old castle in the lantern lights, traditional music etc.)

<b>Tuesday, September 10<sup>th</sup></b>	
9:00 – 23:00	<b>SESSION 1 – Study visits on Visitor Information</b>
7:00 – 8:15	Breakfast in Kolonna Hotel Cesis***
... - 9:00	Departure by bus to Sigulda
9:00 - 9:30	Visit at Sigulda TIC as good example with multimedia screen, work of the TIC
9:30 – 10:00	Departure by bus to Turaida
10:00	Short guided study walk in Turaida Museum Reserve with good examples
11:15 – 11:30	<b>Coffee Break</b>
	<b>SESSION 2 – workshop and study visits</b>
11:30 – 13:30	<b>Thematic Workshop "Cycling for tourists"</b> <i>Venue: See Practicalities</i>
11:30 – 13:10	<ul style="list-style-type: none"> <li>• Cycling in EU, LV and Vidzeme with examples – Mr. Raitis Sijats, Head of the Board of Vidzeme Tourism Association and ICT 13 Project Coordinator in Latvia</li> <li>• Cycling in Gaujas National Park (Vidzeme) – Ms. Dana Spulle, Sigulda Tourism Development Agency, Latvia</li> <li>• Veneto presentation on cycling for tourists (Donor)</li> <li>• Pafos region on Cycling for Tourists – experience and needs (Recipient)</li> </ul>
13:10 – 13:30	<b>Discussions, Conclusions</b>
13:30 – 14:00	Departure for site visit to Birini



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14:00 – 15:30	Visit at Birini castle with information for tourists Lunch
15:30 – 16:00	Departure for site visit to Saulkrasti city
16:00 – 16:45	Visit at Saulkrasti Cycling Museum, excursion
16:45 – 18:00	Short Cycling tour – Vidzeme coast, White Dunes, visit of Saulkrasti TIC (in the case of good weather) Coffee break at cafe by coast (if bad weather conditions and for those who don` t do cycling)
18:00 – 19:00	Departure by bus to Limbaži city
19:00 – 21:00	Short Guided tour in Limbazi with visit ar Limbazi TIC, Depo and Silver Museum Farewell Dinner at Limbazi
21:00 – 22:00	Departure to Rīga, PK Riga Hotel. The rooms have been pre-booked, if you wish to stay at the hotel, you need to fill in <a href="#">THIS FORM</a> and send it to <a href="mailto:booking.riga@pkhotels.eu">booking.riga@pkhotels.eu</a> by 23rd of August.



Engaging Culture and Heritage for Sustainable  
Tourism Development



**CHARTS project Thematic Workshops**  
**'Visitor Information'**  
**'Cycling for Tourists'**  
**7 – 10 September, 2013, Vidzeme, Latvia**

## **Practicalities / Useful information**

### **Airport:**

Riga International Airport (RIX): ~ 30 min. by bus to city centre (0,70 LVL, ticket at driver)  
~ 20 min. by taxi (~10,00 LVL)

### **Departure from Riga to Cesis on 8 Sept 2013:**

Transfer from Riga city to Cesis will be provided by bus. *Meeting point: in front of the Museum of Occupation*

### **Departure from Limbazi to Riga on 10 Sept 2013:**

Transfer from Cesis to Riga will be provided by bus.

### **Hotels:**

Kolonna Hotel Cesis <http://www.hotelkolonna.com/hotel-cesis/reservationcesis@kolonna.com>

Special rates incl. breakfast: 1 SGL = 35 EUR  
1 DBL = 40 EUR

### **Booking Reference: Vidzeme Tourism Association - CHARTS**

\* Hotel reservation must be made directly by Partners [reservationcesis@kolonna.com](mailto:reservationcesis@kolonna.com)

PK Hotel Riga <http://pkhotels.eu/pk-riga-hotel-description/booking.riga@pkhotels.eu>

Special rates incl. breakfast: 1 SGL = 60 EUR  
1 DBL = 65 EUR

### **To book: fill in [THIS FORM](#) and send it to [booking.riga@pkhotels.eu](mailto:booking.riga@pkhotels.eu) by 23<sup>rd</sup> of August**

\* Hotel reservation must be made directly by Partners [booking.riga@pkhotels.eu](mailto:booking.riga@pkhotels.eu)

### **Distances:**

Riga Airport – City Centre	10 km	Riga – Cesis	90 km
Cesis - Sigulda	35 km	Sigulda – Turaida	3 km
Turaida – Birini	15 km	Birini – Saulkrasti	20 km
Saulkrasti – Limbazi	40 km	Limbazi – Cesis	45 km

### **In addition:**

- 1 EUR = 0,702804 LVL (fixed rate)
- Our contacts: Raitis Sijāts, +371 29175314, Anna Kupče +371 29756327

## **WELCOME TO LATVIA!**

Engaging Culture and Heritage for  
Sustainable Tourism Development



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## Rīga Old Town

