



Innovation & Digitisation for capacity building with study visits

Vidzeme Tourism Association / LATVIA

Vidzeme region in Europe



Innovation and digitisation

Innovation and Digitisation turns cultural resources into an important building block for the digital economy and provides jobs and has great potential for stimulating innovation in other sectors, with a competitive edge.

The digitisation and online accessibility of cultural resources as input for added value products and services **can fuel innovation in tourism**. It gives Europe's rich cultural heritage a clear profile on the Internet, **promotes regions and protects cultural diversity**. Making the collections of **cultural heritage available online** is a win-win for culture, economic growth and individual fulfillment; it lends much greater visibility, attracts new visitors, tourists and researchers, as well as business to regional economies.

Digitisation and digital preservation **creates employment opportunities in innovative areas (3D) and tools for text digitisation or preservation of audiovisual material**.



Innovation & Digitisation

Thematic workshop

- Thematic **workshop** on 'Innovation & Digitisation'
- Contribution includes **extensive expertise and know-how** of the regional tourism development on the specific topics for cultural heritage, the staff and selected members (municipalities) will contribute in the **policy learning, development, monitoring & implementation** of the **Action Plan**;
- **Cooperation** at the project will ensure the development of cultural heritage resources of the region in a responsible, innovative & sustainable way;



Create Stakeholder group relevant for policy instrument

1. Local municipalities of Vidzeme (35/11+2 for CHRISTA project);
2. Latvia Tourism Development Agency, Ministry of Economics;
3. Latvian Greenways Association
4. HESPI Institute of Social, Economic and Humanities Research of Vidzeme University of Applied Sciences; VR Lab
5. Vidzeme Museum Agency;
6. Banitis Heritage Railway Gulbene - Aluksne;

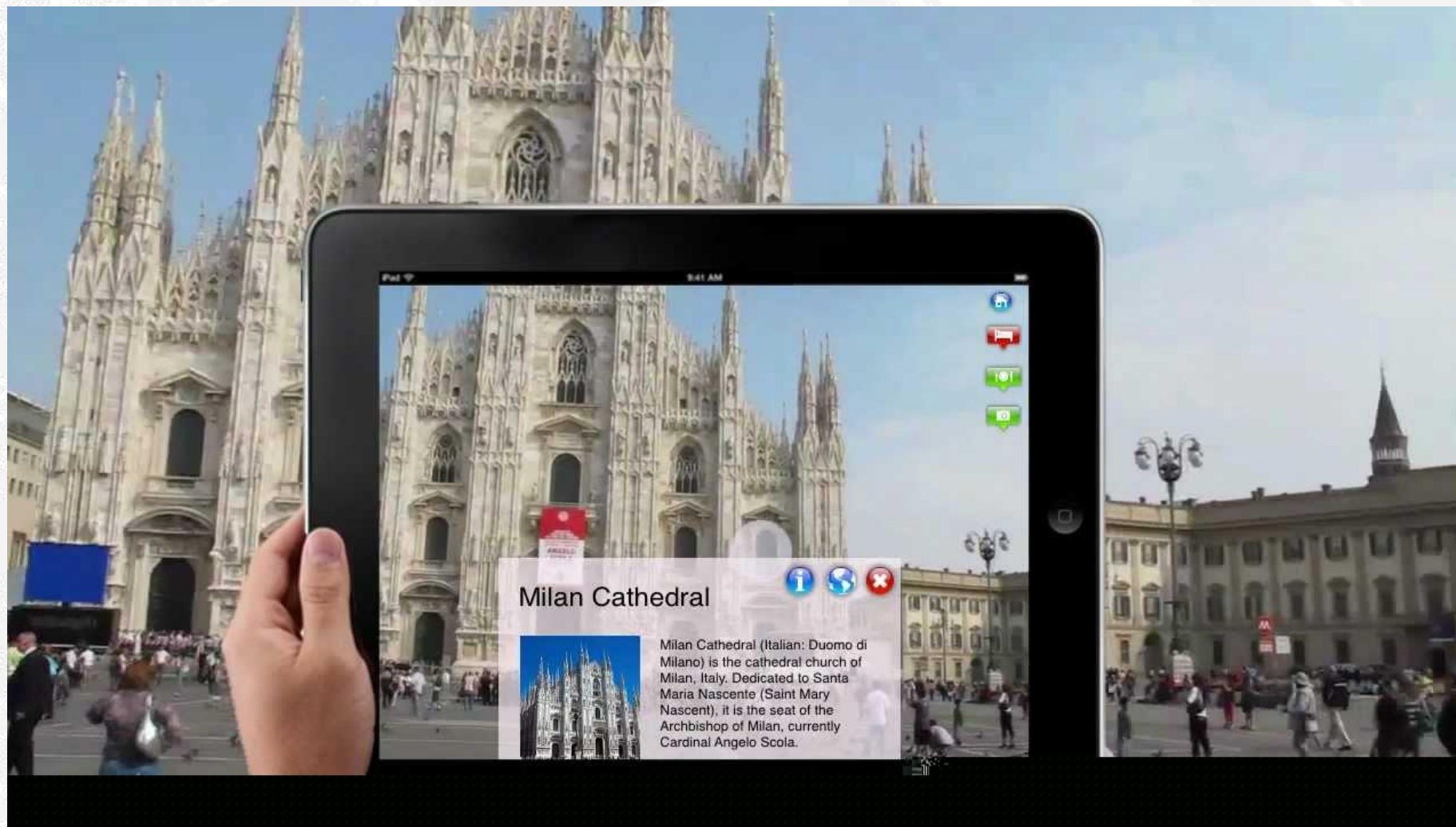


Vidzeme University College of Applied Sciences

- HESPI academics & researchers supports policy instrument with surveys, data collections, analyses, etc. for the sustainable tourism development
- Laboratory for Virtual and Augmented Reality



Vidzeme University College





www.vidzeme.com

Rīgas
jūras līcis

VIDZEMIE

NORTH LATVIA



Interactive Cultural tourism game
CHARTS project



Ogre Technical School

(in cooperation with hard-ware manufacturers)



The Visitor Journey

Interactions and Methods of Information Provision



Digitisation & Innovation

Basis for cooperation

- Creating a platform to exchange idea (forum, intranet group, e-mail)
- Sharing ideas and exchanging the views on best practices
- Objective: to creates employment opportunities in innovative areas (3D) and tools for text digitisation or preservation of audiovisual material.



Vidzeme region experience with digitisation & IT

- Mobile apps for tourism don't work in our region / Latvia
(number of users vs. cost of development)
- Augmented reality is becoming increasingly popular for heritage objects (e.g. Castles)
- Paper-based materials are still very popular (tourism trade fairs etc.)



Vidzeme Tourism Association

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VIDZEMES TŪRISMA ASOCIĀCIJA

