



# CHRISTA

Culture & Heritage for Responsible  
Innovative and Sustainable Tourism Actions

Mr. Raitis Sijāts

Chairman of the Board – Vidzeme Tourism Association

# Vidzeme region in Europe



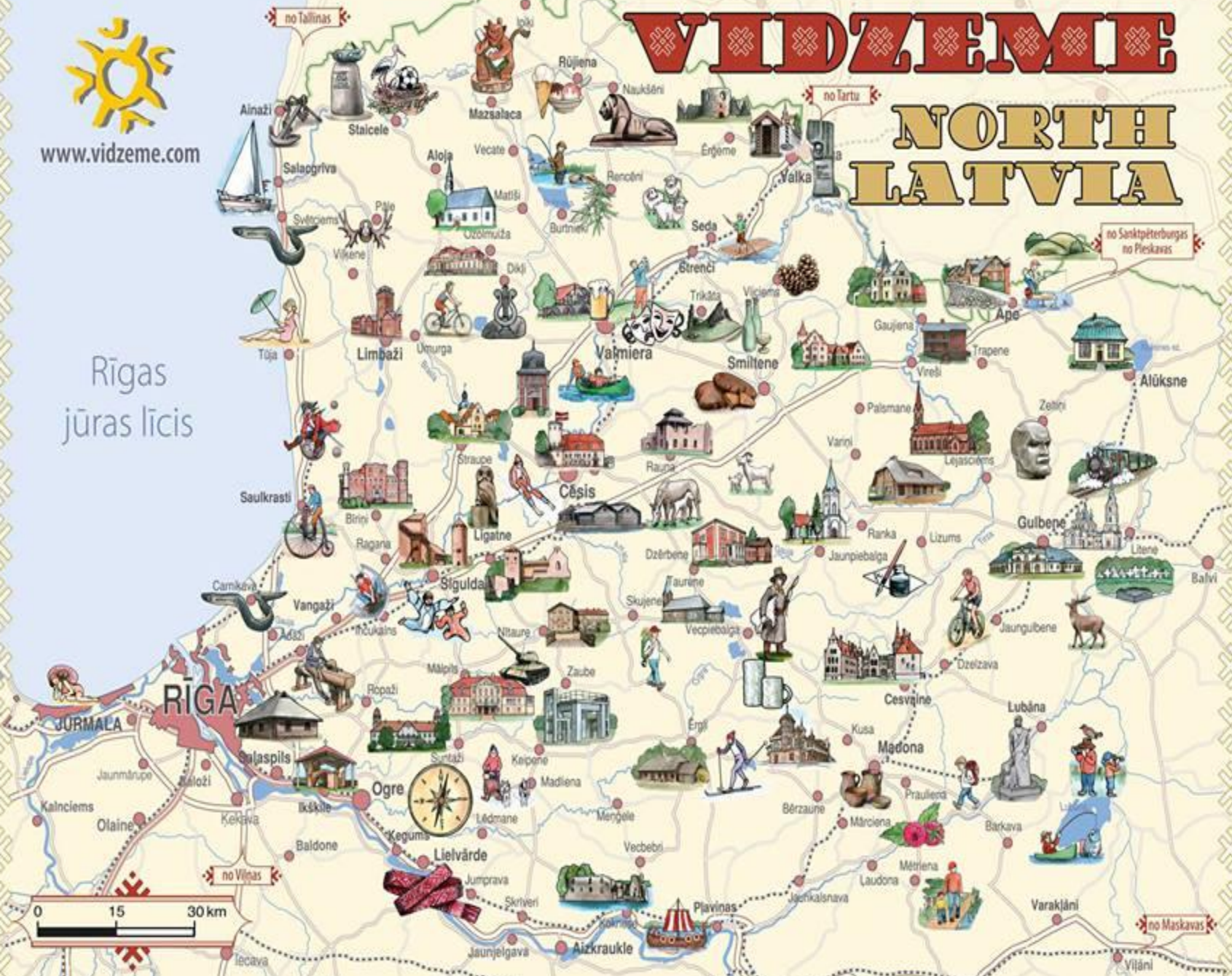


www.vidzeme.com

# VIDZEME

## NORTH LATVIA

Rīgas  
jūras līcis



no Tallinas

no Jūrmalas

no Sanktpēterburgas  
no Pleskavas

RĪGA

0 15 30 km

no Maskavas

# Culture in Vidzeme

- **One of the four historical regions of Latvia;**
- **Notable for the beautiful nature, versatile heritage of cultural history and local traditions;**
- **Picturesque beauty of rivers and lakes, the nature's sceneries formed by the forests, meadows, hills and valleys;**
- **Medieval castles and manors;**
- **An important heritage of culture and architecture is preserved by the oldest Hansa cities of Vidzeme – each with own individual charm, history and culture;**
- **Unique - Vidzeme seashore and Gauja National park**





# Cooperation: Key to cultural tourism development

Local Dimension

Regional Dimension

International Dimension

35 Local municipalities

Tourism businesses

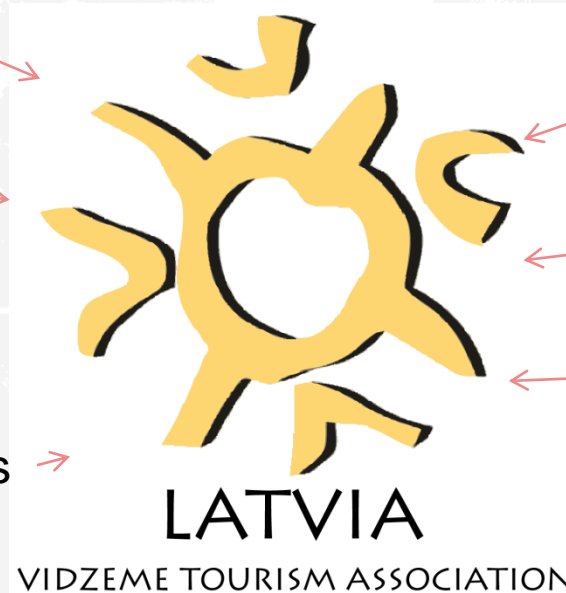
Museums

Tourism Information Centres

European Cultural  
Tourism Network

Cross Border Projects

Cross Border Cooperation



Sustainable Cultural Tourism Development

VIDZEMES TURISMA ASOCIĀCIJA



# Oldest Hansa cities in Vidzeme



# ● ● ● Ligatne village/Industrial heritage





VIDZEMES TŪRISMA ASOCIĀCIJA





# Castles and manor houses



# Hansa/Silver city-Limbaži



# ● Experiencing culture: Manors and their parks



# Creating a Green Heritage Cultural Tourism Route Between Riga and St. Petersburg



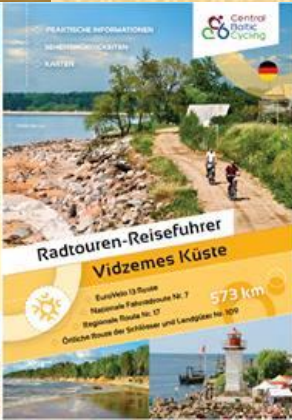
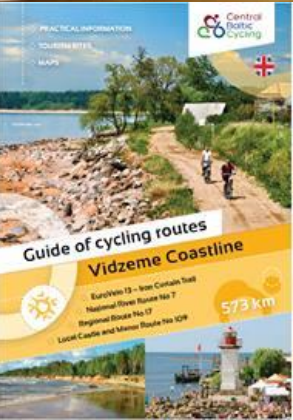
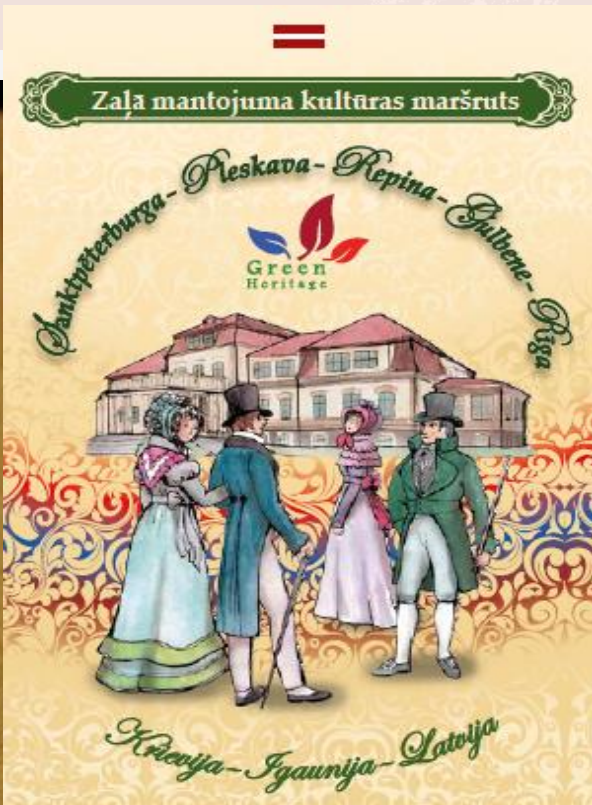
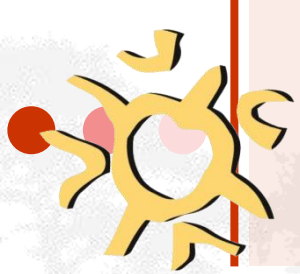
Green Heritage culture route

*Saint-Petersburg - Pskov - Rāpina - Gulbene - Rīga*



*Russia - Estonia - Latvia*





# Unspoiled Nature: National Parks and Seaside



# Water tourism



# Cycling tourism





# Cycling route Latvia-Estonia –1296 km

Vidzemē un Dienvidigaunijā  
Through North Latvia  
and South Estonia



## Velomaršruts Cycling route



1296 km

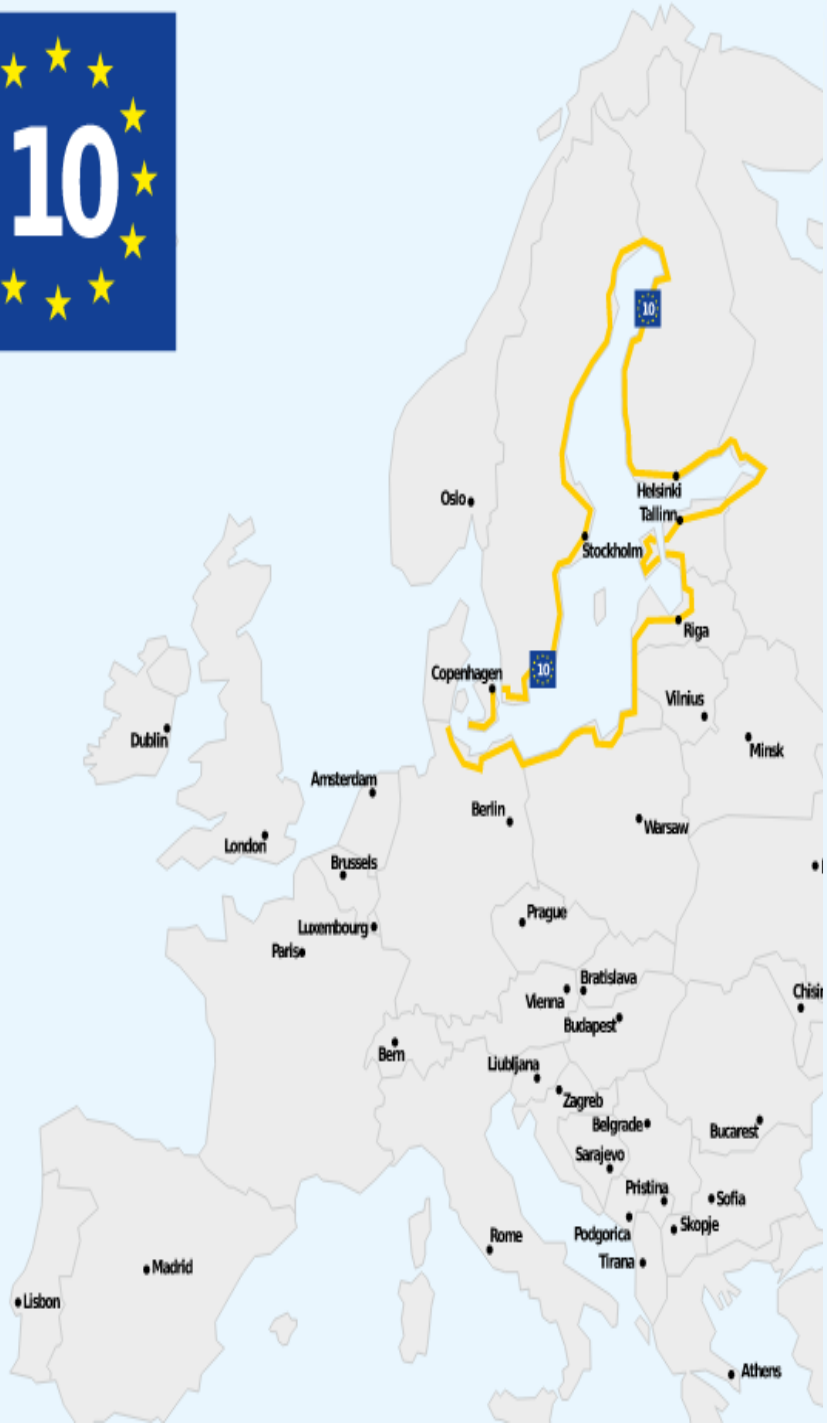
MARŠRUTA APRAKSTS • APSKATES OBJEKTI • KARTE

DESCRIPTION OF THE ROUTE • TOURISM SITES • MAP



# EuroVelo 13 and 10 cycling routes





# First Latvian Greenways/EuroVelo/Signposted Cycling Routes Map



**LIEDZIENI**  
 1. Lielākais pilsētciemums ir Rīga, kas ir valsts galvaspilsēta.  
 2. Lielākā pilsēta ir Jūrmala, kas atrodas uz jūras krasta.  
 3. Lielākā ciema pilsēta ir Valmiera, kas atrodas Vidzemes reģionā.  
 4. Lielākā ciema pilsēta ir Liepāja, kas atrodas uz jūras krasta.  
 5. Lielākā ciema pilsēta ir Jelgava, kas atrodas Vidzemes reģionā.  
 6. Lielākā ciema pilsēta ir Ventspils, kas atrodas uz jūras krasta.  
 7. Lielākā ciema pilsēta ir Rēzekne, kas atrodas Vidzemes reģionā.  
 8. Lielākā ciema pilsēta ir Daugava, kas atrodas Vidzemes reģionā.  
 9. Lielākā ciema pilsēta ir Krāslava, kas atrodas Vidzemes reģionā.  
 10. Lielākā ciema pilsēta ir Talsi, kas atrodas Vidzemes reģionā.  
 11. Lielākā ciema pilsēta ir Valka, kas atrodas Vidzemes reģionā.  
 12. Lielākā ciema pilsēta ir Pilsdala, kas atrodas Vidzemes reģionā.  
 13. Lielākā ciema pilsēta ir Rūjiena, kas atrodas Vidzemes reģionā.  
 14. Lielākā ciema pilsēta ir Balvi, kas atrodas Vidzemes reģionā.  
 15. Lielākā ciema pilsēta ir Ludza, kas atrodas Vidzemes reģionā.  
 16. Lielākā ciema pilsēta ir Dobele, kas atrodas Vidzemes reģionā.  
 17. Lielākā ciema pilsēta ir Priekule, kas atrodas Vidzemes reģionā.  
 18. Lielākā ciema pilsēta ir Riebiņi, kas atrodas Vidzemes reģionā.  
 19. Lielākā ciema pilsēta ir Ķemeri, kas atrodas Vidzemes reģionā.  
 20. Lielākā ciema pilsēta ir Ķemeri, kas atrodas Vidzemes reģionā.

## LATVIA BIKE MAP



**GREENWAY**  
ZAĻAIS CEĻŠ

**LIMBAŽI-KATVARI**  
7km

### Euro Velo 13 – Iron Curtain Trail

**The EuroVelo 13** – Iron Curtain Trail is a unique cycling route that starts at the North European town Skopje in Norway and ends up at the border of Bulgaria/Turkey near the Black Sea in the South. The whole route is 10 400 km long. It crosses 20 countries thus marking the vertical border between the East and the West of Europe that remained during the Cold War for more than a half a century. The route presents both unique historical sites and currently little known tourist attractions. The route in Latvia covers 222 km. It offers various terrain and intensity route with a unique opportunity for cycling through the most beautiful lakes for about 80 km. The cycling route is flat and without steep inclines. The cycling infrastructure is well developed, gravel coastal towns. About 100 km of cycling and pedestrian routes are available. When crossing sections of North-Western European States and Latvia, Estonia and Siberia National Scenic Park, Riga Nature Park and City Reserve, one can enjoy about 100 km of sand and gravel roads. The Iron Curtain Trail in Latvia starts from Estonia border in Anslas and finishes at Mida in Lithuania, it is rich with military heritage and other tourist attractions along whole its length. It is possible to continue the route northwards in Estonia and Finland as there have been no problems and appropriate cycling route marking signs have been placed there. As the main coastline of Northern Latvia, the historic infrastructure can replace the level trails by former Soviet Army Air Defense Forces in Balgajnieks, Līvānu novads, as well as exist from Baltic borders. Of particular interest is the only private Baltic Museum in the Baltic States with unique exhibits in Jūrmala. The EuroVelo 13 route in Northern Latvia is completed in August.



Riga is the largest capital city in the Baltic States, as well as an important regional hub with an international airport, port, rail and bus networks. The Riga Old town is included in the UNESCO World Heritage List. The city is rich with military heritage sites, such as the Museum of Occupation of Latvia, the Museum of Earthquake of 1961, Daugavpilsfortification, Brāņinieku Memorial, the Soldiers' mother statues. In Kurzeme, the UNESCO part of Latvia, there are Latvia's most beautiful villages and their landscape, that is similar to Italian architecture, has still preserved. Here the cyclists can also feel the museum of former Soviet military base Jūrmala's former radio electronic centre that was used for counter espionage during the Soviet times and is the 8th largest building of its kind worldwide in located nearby. Ventspils and Liepāja are coastal cities, offering convenient ferry connections with Germany and Scandinavia. Both cities have well-developed cycling infrastructure. Liepāja is the most attractive military heritage centre in Latvia with historical fortresses on the city of special interest in Kurzeme area, where tourists can spend a night in a real Soviet time prison and enjoy other unique activities. The EuroVelo 13 route in Western Latvia is well organized. For some sections of the cycling route, particularly from Mida till Rīga and from Liepāja till Skopje, there are more than 100 km of asphalted roads with intensive traffic, it is therefore recommended to use public transport services instead. Roads with low traffic intensity combine for about 140 km. Reconstruction of various parts of the route has length, it is planned to complete the reconstruction until 2020 and develop 140 km of cycling infrastructure.

**Information:**  
 Welcome Tourists Association, Latvia's Association in Latvia  
[www.eta.lv](http://www.eta.lv)  
[www.eta.lv](http://www.eta.lv)  
 Complete Latvian's to ride map  
[www.eurovelos.com](http://www.eurovelos.com)

More detailed information about Latvia is available in National, Regional and Local cycling maps is available in Latvian, Russian and other languages and can be found at:  
[www.lvtravel.com/latvian](http://www.lvtravel.com/latvian)

**MAP LEGEND**

- EuroVelo 13 – Iron Curtain Trail
- National routes
- Regional routes
- Greenways
- Local routes
- Local routes in Latvia's Eastern Coastal region
- Digital Mountain Bike routes
- Dangerous place on Greenway routes



# Experience-based attractions Railway Heritage - Bānītis



# Traditions and crafts





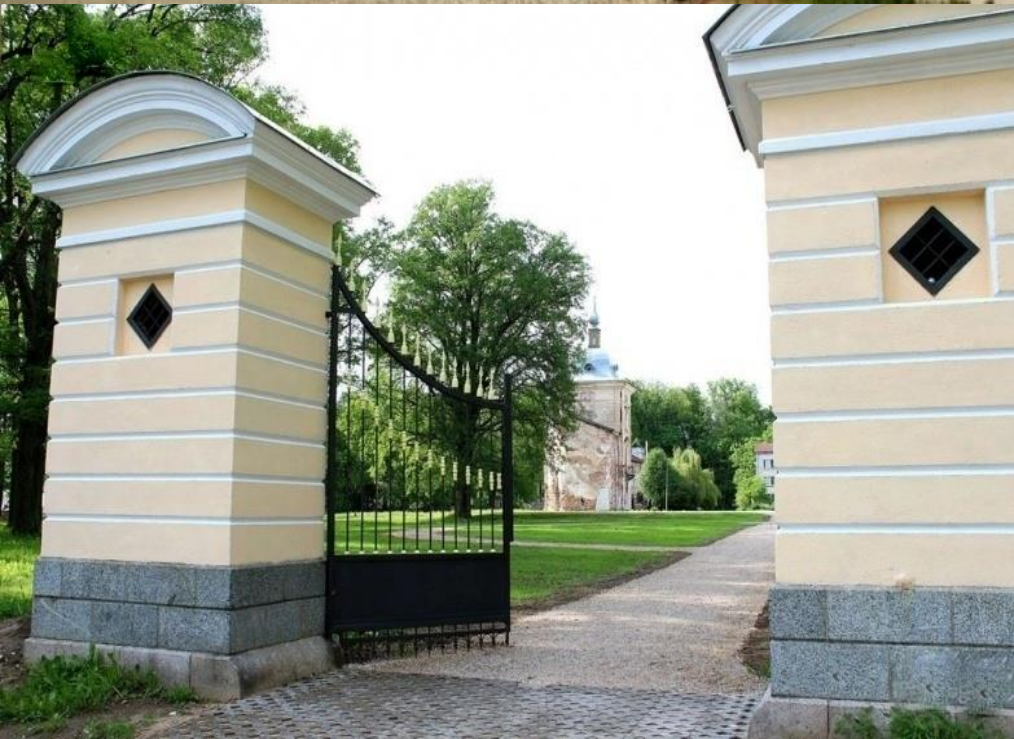
# Local products and Gastronomy

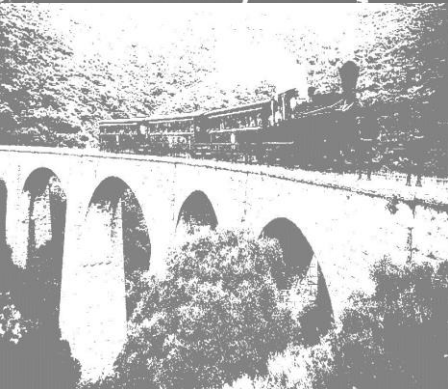


# Culture programm/master class/ degustation/events









**ECTN**  
 EUROPEAN  
 CULTURAL  
 TOURISM  
 NETWORK



European Heritage Days  
 Journées européennes  
 du patrimoine

8th Annual Conference  
 INDUSTRIAL HERITAGE

# PROSPECTS FOR SUSTAINABLE TOURISM

## DEVELOPMENT

18 – 19 September 2015 | Riga, Vidzeme, Latvia

[www.culturaltourismnetwork.eu](http://www.culturaltourismnetwork.eu)



VIDZEMES TŪRISMA  
 ASOCIĀCIJA



# SAVE THE DATES !

for the 9th International Conference for Cultural Tourism in Europe

## Intangible Heritage: Incomparable Asset for Sustainable and Responsible Tourism Development

23 – 24 September 2016, Guimarães, Portugal



European Heritage Days  
Journées européennes  
du patrimoine

# European Cultural Tourism Network: Promotion of Vidzeme region at a European Level



Established in Brussels in 2009, currently about 30 active members from all Europe



# Vidzeme Tourism Association

[www.vidzeme.com](http://www.vidzeme.com)

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