



Interreg

Latvija-Lietuva

European Regional Development Fund



EUROPEAN UNION

„TOURISM COOPERATION IN THE BALTIC SEA REGION 2019“

22 November 2019, Palanga

INTERNATIONAL CULTURAL ROUTE

„BALTS‘ ROAD“



Project manager – Rūta Stankuvienė
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Balts’ Road: Couronians Semigallians Selonians

[https://www.youtube.com/
watch?v=bn4OC4kdFjg](https://www.youtube.com/watch?v=bn4OC4kdFjg)



International cultural route „Balts’ Road“ is being implemented under Programme's I Priority "Sustainable and clean environment through cooperation".

Project International cultural route „Balts Road“ involves 6 partners

2 from Lithuania:

Siauliai Tourism Information Centre, National Regions Development Agency

and 4 from Latvia:

Zemgale Planning region, Kurzeme Planning region, Talsi County municipality and Jelgava City Council.

Project start day – 24.04.2017

Project end day – 23.04.2020

Total budget of the project – 763 402.38 Eur.

The main objective of the project - **to increase number of visitors to the Programme area by creating cross-border itinerary “Balts' Road”.**

In order to reach this objective, following specific objectives were set:

- To increase the acquaintance and awareness raising about preservation of Balts’ tangible and intangible cultural and natural heritage;
- To develop new innovative and sustainable touristic product;
- To improve quality and to ensure diversification of cultural tourism services, products and accessibility.

The main issues, which are being solved during implementation of the project, are common for all project partners:

- 1) the potential of cultural and natural heritage is not used to the full extent for sustainable economic growth, social, cultural and recreational societal needs;
- 2) the lack of awareness of local inhabitants and visitors about the sustainable preservation and promotion of cultural and natural heritage objects.

Main activities:

- LT and LV FS implementers and project coordinators from 3 research sides - Zemgale, Kurzeme and Lithuania researchers prepared two feasibility studies: 1 common FS for Latvia, including 2 regions – Zemgale and Kurzeme.

Separate document was prepared for Lithuanian part and NRDA was responsible of that.



Main activities:

- Participation in promotional tours;
- Participation in Tourism fairs;



Main activities:

- Organization of trainings for stakeholders „Balts, Road, Service“.

11 groups in total !



Main activities:

- Organization of seminars – 6 seminars in different Lithuanian regions organized by NRDA
- 12 seminars in different place according to the Balts' Road places in Kurzeme organized by KPR



During the project implementation period three interactive centers will be installed:

- Interactive center „Balts‘ Road“ in Šiauliai city.
- Talsi District Museum
- Two exhibition halls in Gedert Elias Jelgava History and Art Museum

<https://youtu.be/TByobpafp94>;

<https://www.youtube.com/watch?v=Tp0Pyrjla9U&app=desktop>;



- Organized annual events „Balts‘ Unity Day“ on 23.09.2017 in Šiauliai
- Organized annual event „Balts' Unity Day" on 22.09.2018 in Jelgava.



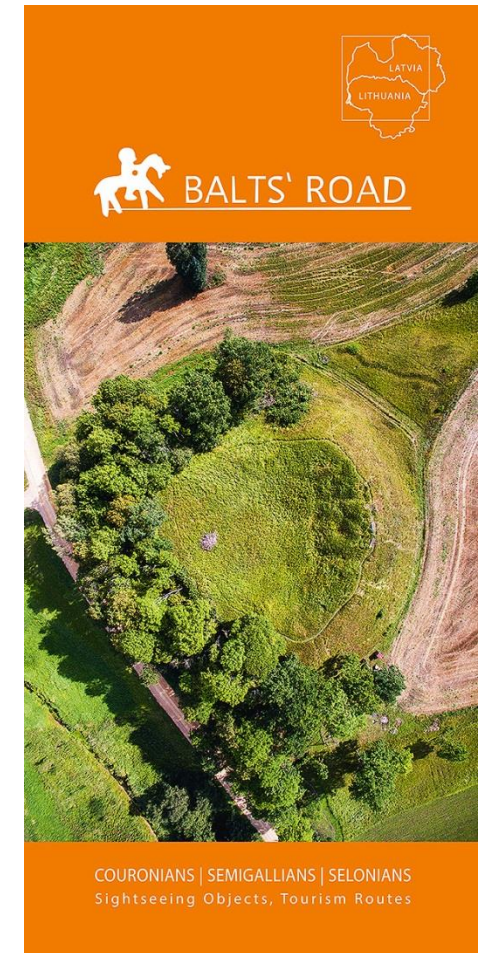


Awareness raising of Balt’s heritage –

- by creating, preparing and distributing a complex of marketing measures like travel guide and maps;
- by creating advertising videos that introduce visitors to ancient Balts’ culture and attractions:

<https://www.youtube.com/watch?v=-XpDEnzsuDU>

<https://www.youtube.com/watch?v=f2JkLXbZxVU&feature=youtu.be>



Seeking to reach the widest possible audience project activities includes publicity measures:

- Articles in mass media
- TV reportages in mass media
- Radio advertising
- Informative posters
- Digital model (www.baltukelias.lt)



Feedback and look to the future:

- A lot is done but for Balts' Road future much more should be done – we would like to continue work on the route development, we need to think how to make this route real in nature.
- Stakeholders want to know more about Balts' heritage, they see in its uniqueness – other European countries don't have any similar routes to this. Learning is essential.
- To think how to make thousands years old history visible, to make some objects more attractive through nowadays solutions.
- To continue storytelling, repeat and repeat to the audience about our unique ancient heritage.



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Thank you for your attention!



BALTU
KELIAS