



Interreg
Estonia-Latvia
European Regional Development Fund



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Lauku Ceļotājs
Baltic Country Holidays

**Project „Latvian - Estonian Common Military Heritage Tourism Product”
EST-LAT 156**

Product development online meeting minutes

22th of April, 2020

Participants:

NR.	Name Surname	Organization
1.	Asnāte Ziemele	Latvian Country Tourism Association "Lauku Ceļotājs"
2.	Juris Smaļinskis	Latvian Country Tourism Association "Lauku Ceļotājs"
3.	Lauma Strode	Latvian Country Tourism Association "Lauku Ceļotājs"
4.	Antra Spinga	Latvian Country Tourism Association "Lauku Ceļotājs"
5.	Jana Kalve	Kurzeme planning region
6.	Aiga Petkēvica	Kurzeme planning region
7.	Inga Brieze	Rīga Planning Region
8.	Iveta Eizengrauda	Rīga Planning Region
9.	Raitis Sijāts	Vidzeme Tourism Association
10.	Jānis Sijāts	Vidzeme Tourism Association
11.	Alise Plaude	Vidzeme Tourism Association
12.	Liene Johansone	Olaine History and art museum
13.	Samanta Anna Priedīte	Olaine History and art museum
14.	Ilva Zavicka	Ventspils Museum
15.	Kristīne Rendniece	Ventspils Museum
16.	Anu Viltrop	Estonian War Museum
17.	Siim	Estonian War Museum
18.	Kati Aus	Visit Saaremaa
19.	Raili Mengel	ERTO
20.	Katrin Papp	ERTO
21.	Silja Lehtpuu	ERTO
22.	Margit Säre	Peipsi Center for Transboundary Cooperation
23.	Ain Tahiste	NGO Hiiumaa Military History Society

Project presentation: Product development

- Criteria - Partners agree that criteria created earlier for tourism product might be too strict and we have discussed flexibility according to each case, but partners will use these criteria as a base to create the tourism product for the project.
 - Important that objects/sites are safe;
 - Objects/sites have to be available for tourists, it cannot be locked or with barrier or in private/not-accessible place;
 - Objects/sites have to be visible in the nature, if there is no evidence left, than there have to be interesting story about the place, and tourist can get some kind of experience of this object/site. These sites we include in the web presentation, not in printed materials;
 - Object/site belongs to one or more of four historical periods of the project;
 - Optional that there is tourist infrastructure in the surroundings. Not all object will meet this criteria, but the ones who have, it has to be mentioned.
- **Four historical periods** - Ain Tahiste has wrote first description for the project and sent to Lead partner, this will be used for press releases and product general presentation. But for historical periods information has to be more specific and for each separate period. Lead partner suggest that we write longer version of the text and then shorten them if needed. Partners agree that text should not be longer that one A4 page. Juris Smalinskis from Lauku celotajs will prepare template for period descriptions, so that the information is consequent. Ain Tahiste/ Anu Viltrop agrees to write the descriptions for the periods, and there will be Latvian expert to check/add some historical specifics about Latvia.
- **The Google map**
<https://www.google.com/maps/d/viewer?hl=en&ll=57.72720165788664%2C23.77393608437501&z=7&mid=16kpWxwk-5qgF05t-aOtaDXBQv9TTLWdw> with sites is a draft for project application, there can be changes - different objects included and it depends on partners who will make object inventory. After inventory partners put information in template presented in the meeting. Than decision will be made together with project Management group if the objects will be included in marketing materials or not.
- **Template for objects general info**
LV <https://docs.google.com/spreadsheets/d/1z-Tgoyk2xFwMx0yaHseFC6eBbGwmKPYzI3wMIFKuwxs/edit#gid=0>
ENG <https://docs.google.com/spreadsheets/d/1z-Tgoyk2xFwMx0yaHseFC6eBbGwmKPYzI3wMIFKuwxs/edit#gid=1024012140>
Suggestions made for template – to add field for English name of the object (partners who know English name used for object, please indicate); to clarify field of property type, there have to be indicated also name of the owner, or name of municipality who owns the property; to add field with information that will be necessary to gather in on-site visits (descriptions in Sample texts). Excel template in Goggle docs is now available and open for all partners to get acquainted with information.
Ain Tahiste/Hiumaa military museum has made a template for gathering Estonian military objects <https://register.muinas.ee/public.php?menuID=militaryheritagegeneral>. This should be checked if knowledge can be used for project needs.
- **On line platform for data gathering.** Template presented in the meeting will be used for programming platform (from 5.05.2020) where site/object information will be gathered. Platform on-line will be available for all partners in the end of May. Platform will be in

Latvian and English, with language change available. Partners can enter information about objects in local language or English. Please try to fill all fields asked in the platform, according to this information the decision will be made if the object will be included in the project or not. Partners will be able to log-in with user specific partner names and see all partners gathered object information, but editing will be possible only for their objects.

- **On-site visits** to the objects can be done from now on of each responsible partner in region, if there are no travel restrictions. LP will visit selected sites for marketing purposes.
- **The first draft list of suggested objects/sites** partners will put up/register in the data base for September partner meeting. There is no need to include also site full description and/or historic stories yet in the data base, but it will be also possible to do so, if gathered and partner is sure that the site will be included this site into the product marketing tools. It is promised in programme that there will be 150-170 objects included in the projects, so approx. 80 objects of each country have to be identified and gathered as suitable for project.
- Partners agreed to look and compare the domains from the choices given: **militaryheritage.travel** or **militaryheritagetourism.info** as a name for common product webpage. Depends of the price level the choice is left for LP to decide. Domain name will be registered for ten years.
- For Facebook we should use the same three words **military heritage tourism**. And use only one FB page, not two separate ones. Articles will be written in each local language + English – about LV objects/information from LV partners in LV + ENG, about EE objects/information from EE partners in EE + ENG.
- **Target groups** discussed with partners. It was discussed that it will be difficult to count tourists in objects on remote places with no tourist infrastructure. Tourists in museum could be counted by tickets bought in each season, but again – results could not be precise, because 2020 season is low for tourism and once compared with next year's tourist number in museums, it will be inaccurate information.
- We could create **visitor survey** form for museums and sites with management to gather information about more precise information about tourists that visit them – with age group, reasons for visiting, knowledge of military history – enthusiast or general public, if they have heard about MH project. Partners will discuss this in the next meeting.
- Partners discussed **visual identity design** options. It should be attractive, but also symbolic for project, more interesting that presented in the meeting. Discussed it we should use both flags of country, but there is an option to integrate also Lithuania in the project later on, so flags only of Estonia and Latvia will not be suitable any more. First we have to clarify the one main aim and main target group of the project to make logo that will suit well for the project. It was suggested that we could use train in the logo, as we are already using the historical and modern picture of armoured train, provided by Estonian War museum. The ideas should be discussed next meeting, when it is more clear the sites/objects we will include into the product.
- It was decided that ERTO will be responsible about communication of the project in Estonia. First press release will be written by Lead partner and sent to all partners. Each

partner can add some info about their participation in project, if sees it necessary and then sent to their local media. Estonian partners translate the press release and also do the same.

- Project poster presented to partners. Poster always must be used in project events, has to be readably visible in organizations office. Partners can now print the poster in minimums A3 size. Also separate versions of poster can be made and used in Latvian and Estonian languages.
- Management group formed. From Estonia:
 - PP23, ERTO- Silja Lehtpuu, Raili Mengel, Katrin Papp
 - PP3, Peipsi CTC- Margit Säre
 - PP22 Estonian War Museum- Anu Viltrop
 - PP6 Visit Saaremaa- Kati Aus
 - PP21 Hiiumaa- Ain Tähiste

From Latvia:

 - PP1, LC – Asāte Ziemele
 - PP2, VTA – Raitis Sijāts
 - PP5 – Aiga Petkēvica, Jana Kalve
 - PP10 – Inga Brieze, Iveta Eizengrauda
- Steering group formed:
 - Estonia:
 - Visit Estonia, Aneli Haab
 - Estonian Travel&Tourism Association, Külli Karing
 - Latvia:
 - LIAA (Tourism board) represented by Kristine Mickāne
 - Occupation museum of Latvia represented by Kārlis Dambītis
- Next management group meeting in 3.06.2020, 10:00. Investment partners will be informed for another meeting all together/each country separately, but also can join management group meetings.

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