



## **BLENDED MOBILITY 5**

24<sup>th</sup> – 28<sup>th</sup> September 2018

Latvia (Rīga, Jūrmala)

### **Compendium**



*Organised by University of Latvia, Centre for European and Transition Studies*

Funded by the European Union in the framework of the ERASMUS Plus programme - cooperation for innovation and exchange of best practices - KA2 strategic partnerships

**ComPass** - Personnel Competence Building in the Matter of "Tourism for All/Accessible Tourism"  
**Project number:** 2016-1-DE02-KA204-0032

## FINAL AGENDA

Erasmus+ Project „ComPass 2016“  
24-28 September 2018, Latvia (Riga, Jurmala)

### Sunday, 23<sup>th</sup> September 2018

Arrival of the participants to the IBIS Riga Hotel

### Monday, 24<sup>th</sup> September 2018

Time	Activity	Place
9:30	Meeting at the lobby of hotel IBIS Riga, guided walk to the meeting venue by <b>Ms.Haemi Shin</b>	Marijas street 5, Riga, Latvia
10:00 – 13:00	<b>Project management meeting</b> <ul style="list-style-type: none"> <li>Project progress <ul style="list-style-type: none"> <li>✓ Actual time line and activity status</li> <li>✓ Difficulties to face and how to remediate them</li> <li>✓ New Interim Report</li> <li>✓ Discussion, Q&amp;A section</li> </ul> </li> <li>Communication Activities <ul style="list-style-type: none"> <li>✓ Done in relation to the TPM4 and BM4</li> <li>✓ To do in relation to the TPM4 and BM4 accordingly to the Communication Strategy</li> <li>✓ Discussion and QuA section</li> </ul> </li> <li>Financial management <ul style="list-style-type: none"> <li>✓ Actual status</li> <li>✓ Suggestions of the German NA in relation to the new Interim Report</li> <li>✓ Discussion and QuA section</li> </ul> </li> <li>Agreement on the content/focus for the next mobility in Greece 2019</li> </ul>	University of Latvia, Library building (Kalpaka blvd.4, Riga, Latvia)
13:00-14:30	<b>Lunch: “Lido Vermanitis”</b> (nearby meeting place)	Elizabetes 65, Riga, Latvia
15:00 – 17:00	<b>Opening of the Bench Meeting (Meet and Greet I)</b> <ul style="list-style-type: none"> <li>Introduction of participants of the Bench Meeting</li> <li>Presentation of the Meeting Agenda</li> <li>Hints and suggestions on the meeting organisation</li> </ul>	University of Latvia, Library building (Kalpaka blvd.4, Riga, Latvia)
After 17:30	Free time	



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**Tuesday, 25<sup>th</sup> September 2018**

time	Activity	place
9:30	Meeting at the hotel IBIS Riga, transfer time	Marijas street 5, Riga, Latvia
10:00 – 12:00	<u><a href="#">Visit to Riga Technical School of Tourism and Creative Industry, Ltd (RTRiT, secondary school)</a></u> Welcoming: Mrs.Solvita Siliņa, Expert on education issues; <ul style="list-style-type: none"> <li>• Introduction by Mrs. Gunta Šmaukstele, Deputy Director;</li> <li>• Presentation of the school, Q&amp;A session by Mr. Artūrs Homins, Project assistant; Mrs. Anda Rezgale, Head of Tourism and Commercial Science Department; Mrs.Inese Tomase, Hotel manager/ Hospitality services lecturer and others;</li> <li>• Tour around the school, including restaurant and hotel part</li> </ul>	Nīcgales street 26, Riga, Latvia
12:00 – 13:00	Organised Lunch at the RTRiT (10 EUR/per person)	Nīcgales street 26, Riga, Latvia
13:00 – 14:30	<b>Chocolate making workshop</b> at the RTRiT	Nīcgales street 26, Riga, Latvia
14:30 – 15:00	Transfer time	
15:00 – 16:30	Visit to the <u><a href="#">Pullman hotel</a></u> and meeting with General Manager Mr. Valdis Vanadziņš: tour and discussion	Jēkaba street 24, Riga, Latvia
16:30 – 17:30	Visit to the <u><a href="#">Konventa sēta</a></u> and meeting with Director – Mr. Normunds Ozoliņš: tour and discussion	Kalēju street 9/11, Riga, Latvia
After 17:30	Free Time	



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**Wednesday, 26<sup>th</sup> September 2018**

time	Activity	place
9:30	Meeting at the hotel IBIS Riga, transfer time	Marijas street 5, Riga, Latvia
10:00 – 11:00	<p><b>Visit to <a href="#">National Library of Latvia (LNB)</a> – Castle of Light</b></p> <ul style="list-style-type: none"> <li>• <i>"Latvia 100": project planning and implementation from tourism perspective</i>, Mrs. Linda Pavļuta, Head of the Office Latvia 100.</li> </ul> <p>Project "Latvia 100" is supervised by the Ministry of Culture of Latvia;</p> <ul style="list-style-type: none"> <li>• <i>Informative campaign devoted to Latvia's 100th anniversary "Discover Latvia Once Again!"</i> by Mr. Martiņš Engēlis, <a href="#">Expert at the Tourism Marketing Department, Latvian Investment and Development Agency</a></li> </ul>	Mūkusalas street 3, Riga, Latvia
11:00- 12:00	Guided tour* around the Library – <i>Role of the Castel of Light in Latvian tourism sector</i> by Mrs. Anna Muhka, Head of Corporate Communications, LNB	Mūkusalas street 3, Riga, Latvia
12:00 – 13:00	Lunch at the Canteen of LNB	Mūkusalas street 3, Riga, Latvia
13:30- 14:30	Visit to hotel <a href="#">Hotel Relais le Chevalier</a> and meeting with hotel's Chief Manager Mr. Jevgenijs Nahmans: tour and discussion	Kalku street 24, Riga, Latvia
14:30- 16:00	Visit to the <a href="#">Riga Central market</a>	Nēģu street 7, Riga, Latvia
16:30- 18:00	The Riga International Biennial of Contemporary Art ( <a href="#">RIBOCA</a> ). Visit to the one of eight venues: <a href="#">The Former Faculty of Biology of the University of Latvia</a> (optional)	Kronvalda bulvaris 4, Riga, Latvia
18:00 –	<a href="#">Street Food Festival</a> at the Kalnciems Quarter. Festival opening hours 18:00-23:00	Kalnciema street 35, Riga, Latvia
	Free time	

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**Thursday, 27<sup>th</sup> September 2018**

time	Activity	Place
9:00	Meeting at the hotel IBIS Riga, transfer to <a href="#">Jurmala city</a>	Marijas street 5, Riga, Latvia
10:00 – 18:00	<b>Visit to Jūrmala city</b> Welcoming by Mrs. Gunta Ušpele, Head of the Tourism department, Jurmala City council; and Head of the Latvian Health Tourism Cluster.  Visit to: <ul style="list-style-type: none"> <li>• Jūrmala Hospital;</li> <li>• Jūrmala open air museum, Ragakāpa nature park, Lielupe beach;</li> <li>• Presentation of <a href="#">Latvian Health Tourism cluster</a>, also medical tourism, senior tourism, healthy city activities, etc. Followed by discussion (place in Jurmala tbc);</li> <li>• Lunch time;</li> <li>• Baltic Beach Hotel;</li> <li>• Global Virotherapy centre in Jūrmala;</li> <li>• Ķemeri National park and big Bo.</li> </ul>	Jūrmala, Latvia
	Transfer to Riga	

**Friday, 28<sup>th</sup> September 2018**

time	activity	place
09:00 – 11:00	<b>Review of the week: Open Space Discussions/Reflection by content and technical patterns</b> <ul style="list-style-type: none"> <li>• Topic "What have we learned"</li> <li>• Topic "What remains not yet discussed"</li> <li>• Topic "What should be improved"</li> <li>• Evaluation sheets and participant lists</li> <li>• Agreement of date and content of the mobility in Greece</li> </ul>	IBIS Riga Hotel Library building (Marijas street 5, Riga, Latvia)
	End of the meeting Individual departure of the adherents	



## PARTICIPANTS LIST

Name	Surname	Company	Country	E-Mail
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Joachim	Lang	NaturApartments Stauensfließ	Germany	info@na-pa.de
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BM meeting

The poster features a large, stylized blue circular graphic on the right side, resembling a map of Latvia. Inside this circle is a photograph of a cityscape, likely Riga, Latvia, showing historic buildings and a river. The text on the left side of the poster reads: "5th Bench Mobility in Riga, Latvia" in a large, bold, orange font, followed by "24-28 September 2018, University of Latvia" in a smaller black font. At the top left, there are logos for the University of Latvia and the Erasmus+ Project "ComPass 2016". At the bottom left, there is a small credit line: "Photo by David Holt / CC BY-SA 3.0".

The slide features a large, stylized blue circular graphic on the left side, containing a blue icon of a stack of books. The text on the right side of the slide reads: "University of Latvia" in a large, bold, blue font. Below this, there is a list of bullet points in black text: "• One of the largest & leading research universities in the Baltics;", "• Founded: 1919;", "• No of students (2017): over 14 000;", "• No of faculties: 13;", "• Research institutes & independent study centres: 20;", "• UL offers more than 130 state accredited academic and professional study programmes;", "• According to QS University rating, the UL was awarded 4 out of 5 stars;", "• No of modules in tourism: Tourism Economy; Management of Tourism; Tourism Marketing, etc.". At the top right, there is a logo for the University of Latvia.



### CENTRE FOR EUROPEAN & TRANSITION STUDIES (CETS)

- Study centre founded: 2000;
- Objective: to develop and implement research related to the Integration of the EU and EU's external policies;
- CETS main activities:
  - ~ 30 international collaborative research projects (2000 – 2015, Erasmus+, Interreg, Horizon2020);
  - Regular international scientific conferences, seminars, roundtables, etc.;
  - Publications (books, collections of articles, e-books, papers, etc.).

Tourism projects:






**LATVIJAS  
UNIVERSITĀTE**  
ANNO 1919  
UNIVERSITY OF LATVIA

### About Latvia

- One of the Baltic States country;
- Population (2018): 1,93 mln, 0.4% of total EU population;
- Female: 54% Male: 46%;
- Area: 64,573 km<sup>2</sup> (33 persons per km<sup>2</sup>);
- Ethnic groups: Latvians (62%), Russians (25.4%), Belarusians (3.3%), Ukrainians (2.2%), Poles (2.1%), Lithuanians (1.2%), etc.
- Language: Latvian (belonging to the Baltic branch of the Indo-European linguistic family, commonly known as Balts);
- Widely spoken languages: English, Russian.





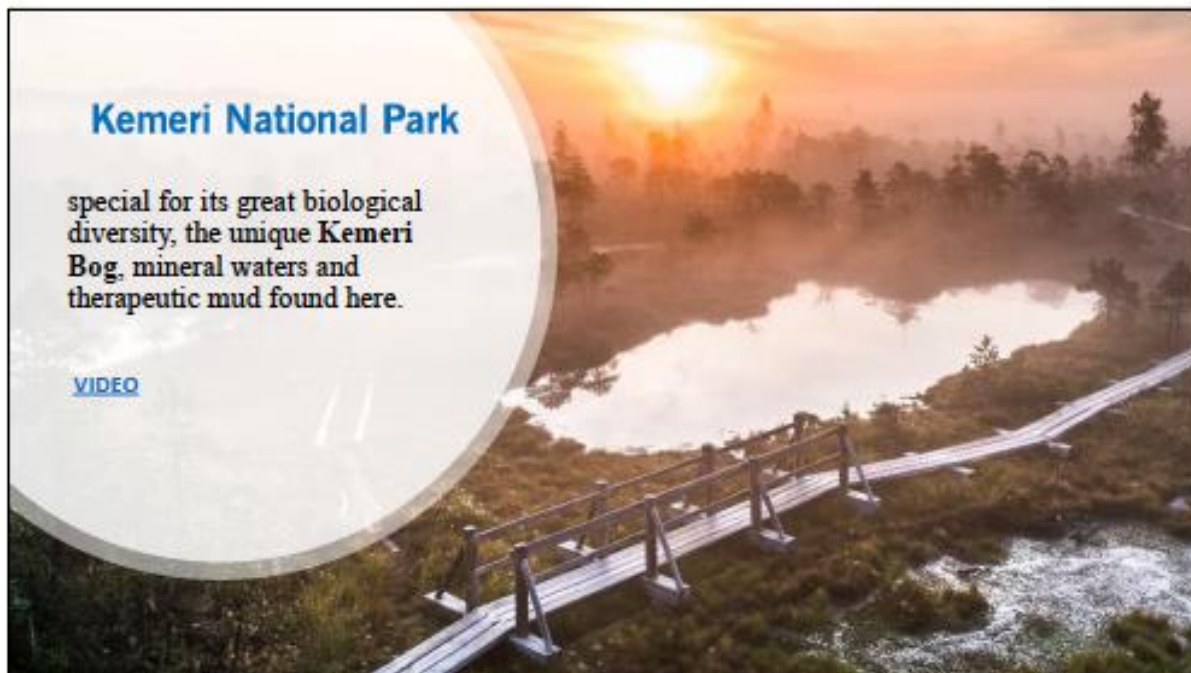
## About Riga

- City charter granted: 1201
- The largest city of Baltic States:  
637 thousands population (2018), ~45% of total Latvia;
- The economic and political centre;
- ~67% of Latvian workplaces are located in Riga
- Riga Europe's capital of free Wi-Fi:  
"Lattelecom" has installed almost 1.5 ths free points in Riga (over 4.5 ths in Latvia) available in public areas.

## About Jūrmala

- The biggest the beach resort city in Baltic States;
- 5<sup>th</sup> largest city: over 57 thousands inhabitants;
- Distance from Riga city centre: 25 km;
- Length of the beach: 27.4 km formed of fine white silica sand;
- EU Access City Award 2017:  
<https://www.youtube.com/watch?v=05Lbx5iqVRs>
- A third of the city's area is forested, mostly a belt of pine-covered dunes;
- Surrounded by water from both sides - Lielupe River & Gulf of Riga;
- Wooden architecture is one of the distinguishing features of Jūrmala, in particular, quaint homes with decorative towerlets and glazed verandas;
- EU Access City Award 2017, Third Prize: Jūrmala (Latvia):  
<https://www.youtube.com/watch?v=05Lbx5iqVRs>
- The most romantic sunsets in Europe







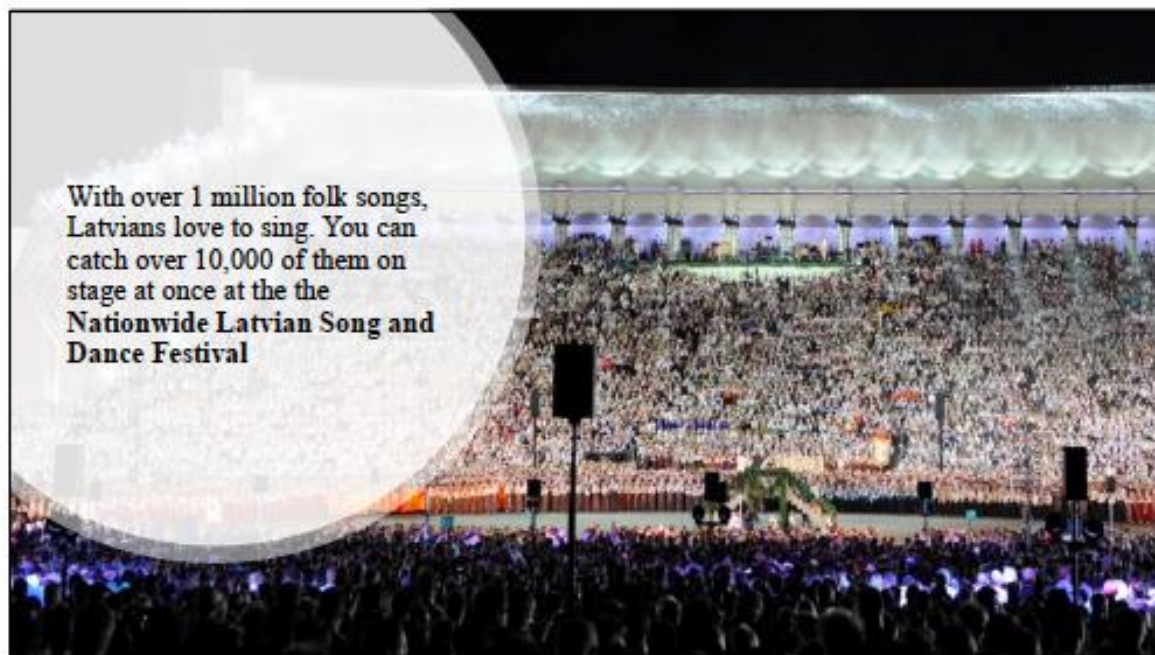
**Tourism in Latvia**


- In 2017, Latvia was visited by **1.9 mln foreign overnight travellers** (8.7% more than in 2016);
- Foreign travellers in Latvia spent **EUR 691.9 mln** (7.2 % more than in 2016);
- No of hotels & other accommodation establishments: **809** (2017; 563 in 2015);
- 5\*-hotels (2017): **12** in Latvia (8 in Riga) out of 227 hotels in the country;
- No of visitors in hotels other accommodation establishments: **2.57 mln** (2017; 2.13 mln in 2015);

Non-resident visitors by country of residence (2017):	
Russia: 13.6%	UK: 5.4%
Germany: 11.7%	Sweden: 4.3%
Lithuania: 10.2%	Norway: 4.0%
Estonia: 9.1%	Poland: 2.9%
Finland: 6.5%	Italy: 2.6%









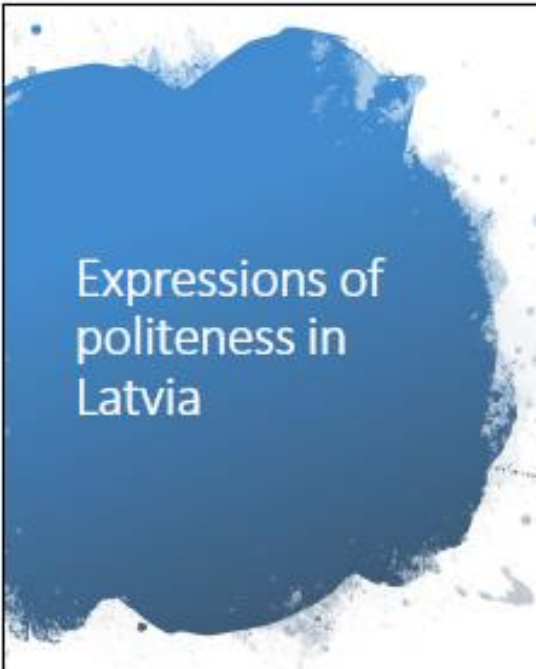
## World wide famous people from Latvia



## Kristaps Porzingis


professional Latvian basketball player  
for the New York Knicks of the NBA





## Expressions of politeness in Latvia

- Thank you - Paldies
- Please/you're welcome –  
Lūdzu [Luudzu]
- Good day/afternoon -  
Labdien
- Good evening - Labvakar
- Bye – Atā! [Ataa]
- Cheers! - Priekā! [Priekaa]



Questions? 😊

## Welcome to Latvia!

## BM5 VISITS

The main topics of the visits **were...**

[Visit to Riga Technical School of Tourism and Creative Industry, State LLC](#) (RTRiT, secondary school)

ComPass delegation was welcomed by the team of RTRIT: Mrs. Gunta Šmaukstete, Deputy Director, Mrs. Solvita Silīņa, Expert on education issues; Mrs. Anda Rezgale, Head of Tourism and Commercial Science Department and other representatives, who informed about RTRIT's concept, study programmes & internships, main activities and projects, achievement's (*see presentation slides in the Annex*).

Participants of the BM have gained also an insight into the practical learning of the school by enjoying a guide tour to learn about training facilities of RTRIT – classrooms equipped with commercial kitchens, laboratories for sweets and chocolate production, restaurant's dining rooms, bar and hotel rooms; lunch cooked and served by students of the schools at the restaurant's dining rooms as well as participating at the chocolate making workshop to get some knowledge and practical skills on how to cook chocolates sweets.



### About RTRIT

RTRIT is state funded secondary vocational education institution providing recognized education programs at 2<sup>nd</sup> and 3<sup>rd</sup> national professional qualification levels for graduates of lower or upper secondary schools. It is one of the largest state vocational education institutions in Latvia educating 2000 students and employing 300 teachers and staff members.

RTRIT provides education in wide range of professions in such fields as catering, hospitality, design and fashion, tourism and retail (commercial science). Please see list of professions at the presentation slides below.

School offers flexible forms of tuition, dual education and work-based education; practical training is as close as possible to real-work-environment. On September 2013, RTRIT was granted status of professional education competence centre.

In order to facilitate initial vocational education quality and attractiveness, RTRIT actively implements European dimension in vocational education. It's a member of international non-governmental organizations AEHT (Association of European Hotel and Tourism Schools) and C.H.A.S.E. (Consortium of Hotel and Tourism

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Schools in Europe). 18 vocational education institutions from 17 countries are members of C.H.A.S.E. organization, AEHT - 430 schools and non-governmental organizations from 44 countries.

On May 2016, School approved its "Internationalization Strategy 2016 - 2020" at the Ministry of Education. Beginning of 2016/2017 study year school was awarded with VET Mobility Charter.



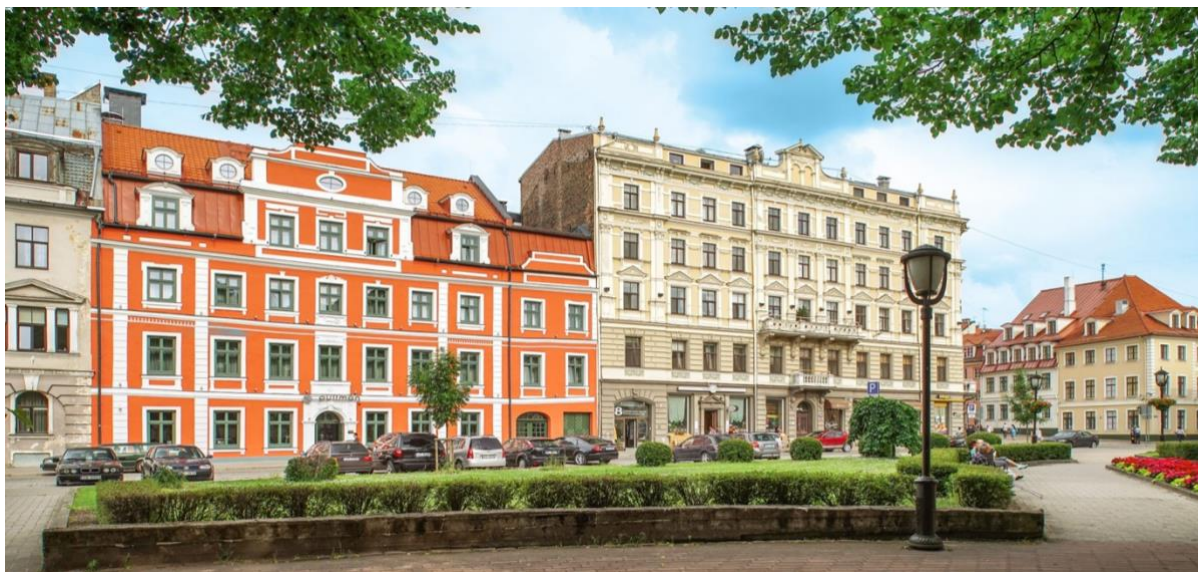
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BM 5 visit continued to the 2 different-type hotels, where internships of RTRIT students take place every year: Pullman Hotel and Konvēta Sēta Hotel.

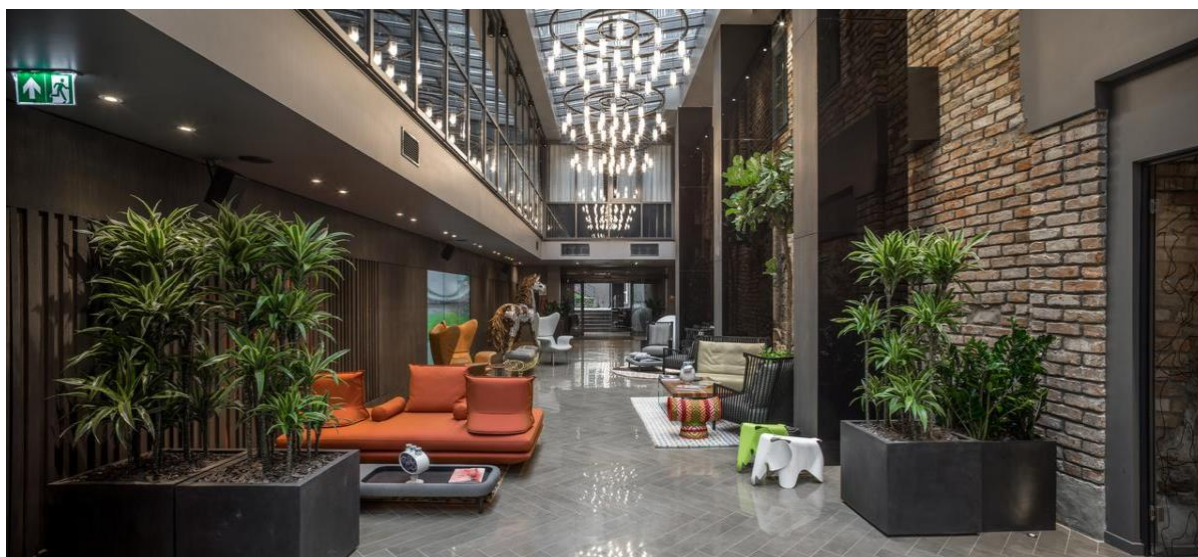
### **PULLMAN RIGA OLD TOWN Hotel**

The Pullman Riga Old Town is a 5-star hotel that belongs to the international chain AccorHotels and Resorts. It is located in the historic building - a former Baron Munchausen's horse stable built in 1789 - and complemented by a modern attachment (opening of the hotel took place in 2016 after significant renovation work). Thereof, the interior of the hotel is designed in the equestrian theme, commemorating the famous 18th century's fantasy master Baron Munchausen, who had his stables there. Another characteristic of the hotel's style is the modern art and design.



The hotel has received various awards: in 2017, it has been recognised as the best project in the Baltic States (receiving "Baltic Real Estate Awards 2017"), received the main architectural award of the year in Latvia, won the award in the "Best Hotel Tourism & Resort" nomination and other. The hotel is also famous for various-type of events – conferences, public lectures, exhibits and others. Most of them are related to the art topic: <http://pullmanriga.lv/category/news/>

In Pullman Riga Old Town Hotel there are 155 guest rooms, a 24-hour restaurant, a bar, five meeting rooms, a private dining room, and two conference rooms for 150 and 200 guests, men's barbershop, as well as a fitness and recreation centre with a swimming pool. The hotel has also facilities for disabled guests, including wheelchair accessibility. Facebook page: <https://www.facebook.com/pullmanriga/>



## **Rixwell Hotel Konventa Sēta**

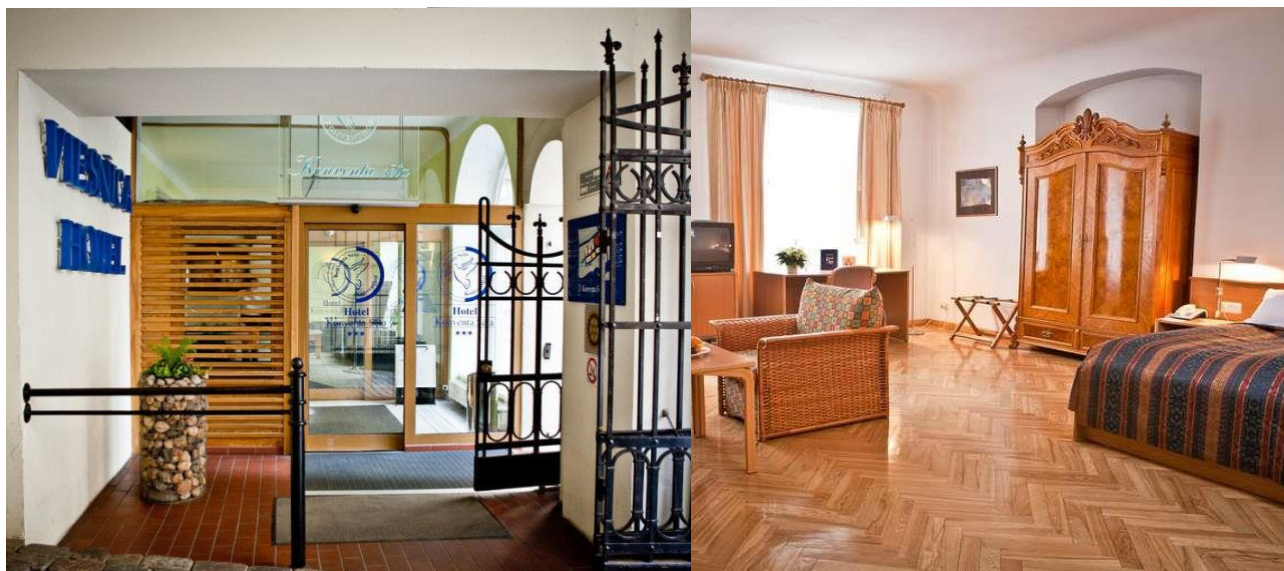
*Comfort for an accessible price in the very heart of Riga*

The Konventa Sēta (Convent Yard, Konventhof) is a 3-star of the Latvian chain Rixwell (currently comprising 6 hotels in the country). The hotel is a **complex of 7 buildings** ([schematic plan](#)) where the hotel is hosted is a national architectural monument located in one of the most ancient neighbourhoods in Riga.

Originally, on the site of the Convent Yard there was a castle that belonged to the Order of the Brothers of the Sword, built during the 13th century and destroyed during the Livonian civil war. Later on, in 1297 in the 13th century, the Holy Spirit's Convent was placed in this area. Afterwards, at the end of the 17th century, the so-called Holy Spirit's passage was introduced between Kaleju Street and Skarnu Street. During the 18th and 19th centuries, several warehouses were built there. St. George's Church — the chapel of the castle that belonged to the Order of the Brothers of the Sword — was retained.

The hotel offers 68 standard rooms, 47 apartment type rooms, 2 separate apartments, Junior Suite as well as 5 rooms for the event organisation.

Facebook page: <https://www.facebook.com/RixwellKonventa/>



One of the BM topics was related to the Latvian celebration of 100 years anniversary that plays an important role not only in the culture and history, but also in the tourism development of Latvia. At the premises of "Latvia 100 Info Point" that is located in the National Library of Latvia, participants of BM have met with a Head of Office "Latvia 100" Mrs. Linda Pavluta who introduced the concept of "Latvia 100" and Mr. Martins Engelis who shared the success story of the marketing campaign "Discover Latvia".

### **Project "Latvia 100" devote to Latvia's Centenary**

Currently, one of the remarkable events in the history of Latvia is taking place. In 2018, the Republic of Latvia celebrates a hundred years since it became an independent state. In this regard, a 5-years long project "Latvia 100" with a budget nearly 60 million EUR was allocated. The celebration of anniversary continues from 2017 to 2021, when a large number of cultural, educational, diplomatic and multi-disciplinary events are planned. Latvia's official program includes more than 800 events in Latvia and all around the world. The culmination of the Centenary celebrations will take place on November 18, 2018, the date marking Latvia's 100th anniversary.

To provide information on all the events and activities, a digital platform "[Latvija 100](#)" has been developed where everyone is invited to add their own ideas, dedicated to Latvia and corresponding with the goals of the celebration.

Mrs. Pavluta introduced also with the campaign where Latvian companies and various organisations where invited to use infographics "LV 100" in their products to disseminate the "celebration spirit" around the world.

Facebook page: <https://www.facebook.com/Latvija100>



### **Marketing campaign "Discover Latvia"**

"Atklāj Latviju no jauna!" (Discover Latvia) is a marketing campaign, and brand at the same time, developed by Latvian Investment and Development Agency (LIAA) to facilitate local tourism all year around and to popularise less-known places, tourism objects and services of Latvia. Within the campaign, LIAA together with ambassador of the project Mr. Otomārs Pūce invites everyone to share a photo of the most beautiful, unusual and, specially, less-known places in the country at the social [platform Instagram, profile @enjoylatvija](#), by adding hashtag #atklaj or #enjoylatvia.

Due to the Latvia 100's celebration, campaign "Discover Latvia" is dedicated to Latvian and Russian speaking population (to tackle also neighbouring countries). However, foreign guests are also using opportunity to tag various places of Latvia.

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In a short period campaign has reached higher results than it was planned: 15 600 Facebook followers, 16 400 Instagram followers, 1600 pictures with #atklaj in only three months (*see presentation slides in the Annex*)

Facebook page: <https://www.facebook.com/AtklajLatviju/>



Following the presentations of the projects and intensive discussions, a guided visit around the National Library of Latvia took place.

### **National Library of Latvia (LNB)**

The LNB, also locally known as the Castle of Light, was opened in 2014 on the banks of the Daugava River. The building, designed by Latvian-American architect Gunnar Birkerts, is shaped like a large mountain with a glass flame atop the structure. The glass flame makes up the 11th and 12th floors and offers a magnificent panorama of Old Town Riga on the river.

In Latvian folklore, a crystal mountain symbolizes the height of achievement – something not easily attainable but full of rewards for those who make the commitment to reach its peak. Latvian literature and folklore also speak of the 'castle of light' as a metaphor for wisdom that has been lost, but will rise again from the depths of the Daugava River after the Latvian people have overcome the intellectual darkness of war. It comes from an old legend in which a mystical castle symbolizing culture and knowledge sinks in a lake but will one day be rebuilt.

The LNB hosts a campaign "[A Special Book for a Special Bookshelf](#)" – where everyone are invited to donate one book of special importance to themselves together with a written personal message or story related to the book on its front page. The presented book is placed behind a glass construction (atrium) which serves as central element of the Library building.

Under one glass roof, the multi-functional facility houses over 1000 reading places, shelf space for the library's entire active collection (over 6 million items), extensive provision for research, a modern conference centre and exhibition area. In addition, Library pays attention to the [accessibility for people with special needs](#). All the reading rooms, event spaces and services – is accessible to all visitors, also to people with special needs, including those with reduced mobility. Visually impaired and blind people may be accompanied by their guide dogs.



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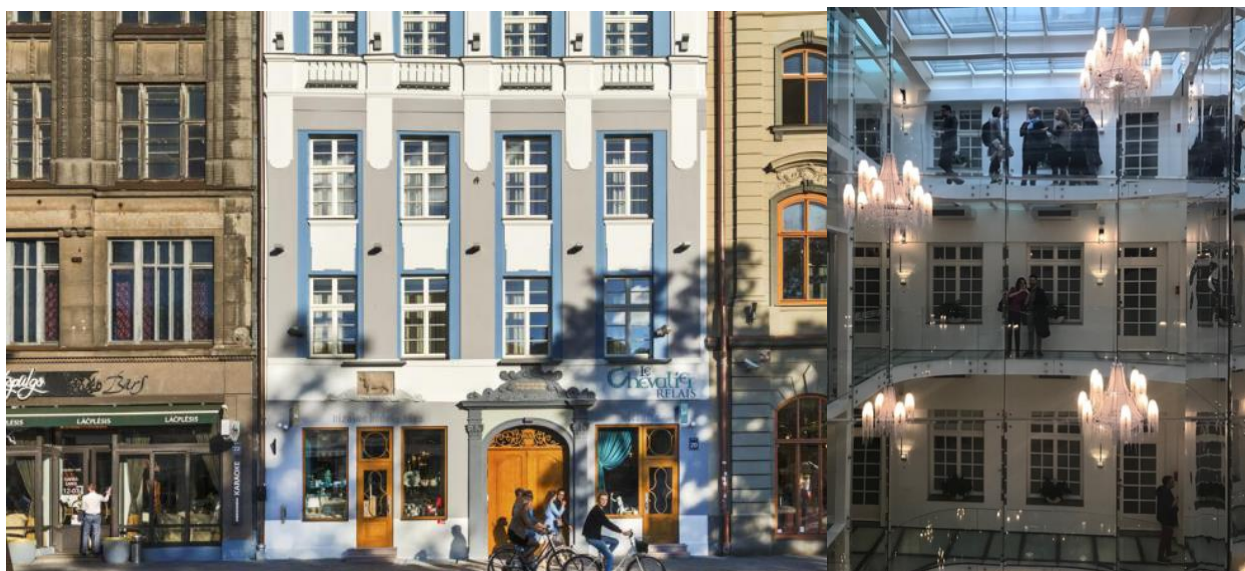
## **Hotel Relais Le Chevalier**

Opened in 2017, a small luxury boutique in the heart of Old Town (no stars but is considered as 5\* hotel). Relais le Chevalier is located in one of the most famous medieval buildings of Old Riga, also known as "a house with a horseshoe" due to the legend, which says, that Peter the Great's horse once lost it shoe here and dwellers of the house kept it for luck. Renovated façade of the building hides inside an impressive glass and mirrored atrium, which stretches to the roof.

The interior of the hotel is done by French and Italian designers, and the name, which literary means Knight's Inn, bringing s back to the mysterious medieval France. In the boutique hotel, following the format's rules, each floor has its own colour scheme. Rooms overlook a pedestrian street of the Old Town or the inner courtyard that has been turned into an atrium.

The Relais has 23 elegant rooms, skilfully created thanks to a careful division of the floors available so as to offer a full range of facilities; despite the limited space available, each one has been designed to appear as roomy as possible, by creating a natural light effect inside. Inside of the hotel, a bar and shop with production of various design objects is available.

Facebook page: <https://www.facebook.com/pages/category/Hotel-Resort/Relais-le-Chevalier-1011081132328962/>



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## Kalnciems Quarter

Kalnciems Quarter, located on the left bank of the Daugava River, is the complex of renovated wooden buildings on the corner of Kalnciems and Melsnīls streets with a 19th century wooden architectural landmark, which was built in the style of late western European Classicism.

The revival of Kalnciems Quarter began in 2001 and now it's open for visiting the six restored wooden houses which surround a small apple orchard. In the renovation process of the buildings, traditional materials and technologies were used, while at the same time the houses have been adapted for the rhythm and comfort of modern life. It is famous for regularly hosting events for families and children, art exhibitions, plays, open-air concerts, and educational events, weekly markets with production from local farmers and artisans, food festivals. The Kalnciems Street Quarter has also been included in the Latvian Cultural Canon.

Facebook page: <https://www.facebook.com/Kalnciemaiela>

## **Street Food Festival**

Since 2017, the Street Food Festival is the one of the regular events in Kalnciems Quarter. It's organised every Wednesday from May to September, where it's possible to enjoy a variety of street food prepared by professionals and enthusiasts, while at the same time enjoying a glass of good wine and some music outdoors with family or friends.



## **Riga Central Market**

Riga Central Market was opened in 1930 after the construction work of five pavilions which were used as German army zeppelin (airship) hangars during the WWI. It was recognized as the largest and most technologically advanced market in Europe. During the war, the Third Reich made use of two pavilions as an automobile repair shop, and nearby was a large area where firewood was stored. In 1949, Central Market was renamed the Central Kolhoz Market, and the Soviet press lavished much praise for it, calling it the best in all of the USSR.

Since 1995, the Central Market has been a joint stock company with 100% of its shares owned by Riga City Council. It occupies 72.3 thousand m<sup>2</sup> of space and has over 3000 trade stands. The market has five pavilions in the historical buildings – meat pavilion, dairy pavilion, gastronomy pavilion, vegetable pavilion and fish pavilion as well as open-air market mainly around the pavilions.

In 1997, the vast territory of Riga Central Market was added to the UNESCO World Heritage list. Riga Central Market is unique not only with its pavilions but also with its old warehouses or the so-called Spikeri (from German Spéicher), which have now been turned into a hip arts&entertainment quarter (creative quarter). In 2019, at the Gastronomy pavilion will be opened the first Gastro Market (food hall with restaurants) in Baltic States.

Facebook page: <https://www.facebook.com/RigasCentraltirgus>

Watch video: <https://vimeo.com/132921753>



## Jūrmala city

Visit to the Jūrmala city was devoted to such topics as **health tourism in Latvia** and **accessible tourism to all in Jūrmala**. Under the guidance of Mrs. Gunta Ušpele, Head of the Latvian Health Tourism Cluster, participants of the BM5 visited Jūrmala Hospital to learn about Latvian Health Tourism Cluster and medical opportunities in Latvia, Baltic Beach Hotel and nature sites of the city – Jūrmala open air museum, Ragakāpa nature park, Lielupe beach and Ķemeri National park and big Bo.

**Jūrmala** is the biggest beach resort city in Baltic States, surrounded by water from two sides - the city's southern side borders with the coasts of the Lielupe River for 30 kilometres, but the city's northern edge - with the Gulf of Riga for 26 kilometres along the white sand beaches, extensive pine forests. It is located only 25 km from capital city Riga. Wooden architecture is one of the distinguishing features of Jūrmala, in particular, quaint homes with decorative towerlets and glazed verandas.

The center of Jūrmala is located in the Majori station and it has the main street of the city – Jomas street. With a population of over 57 thous., Jūrmala leads the WHO Healthy City movement in Latvia offering therapy, social and medical rehabilitation as well as tourism.

From April 1 until September 30 there is an entrance fee obliged, if you are travelling by car (2 EUR per 1 day). The profit gained from the entrance fee is used for city development and municipal parking lots in the city are free of charge.



## **Accessibility to all**

There is a number of beaches adapted for people with special needs, having exit paths suitable for wheelchairs and special changing rooms for people with reduced mobility. Some of them have special floating chairs offered for disabled people free of charge (for individual use and with an assistant). Additionally, there are built and reconstructed walkways and sidewalks feature integrated tactile markings that aid navigation for the visually impaired. Also, the city's traffic lights are equipped with audible signals. 10 train stations in Jūrmala are accessible to wheelchair users

In 2017, it has received an [EU Access City Award](#) for its commitment to making its tourist and seaside areas more accessible to visitors and city residents alike (click to see [VIDEO](#)).

Information sources: [www.jurmala.lv](http://www.jurmala.lv) (for visual impaired users), MAPEIRONS (accessible place mobile application for people with disabilities, available at IOS and Android, [www.mapeirons.lv](http://www.mapeirons.lv)) and [Accessible tourism map](#) (in Latvian).



## Medical Tourism in Latvia

Benefits of Latvian medical and health tourism products in comparison with Eastern and Western medical tourism markets where equivalent services can be received, are: high product and service quality, professional medical staff, latest medical equipment to ensure services, without long queues and at competitive prices altogether are essential prerequisites for the patient to decide on receiving services outside their home country, and choosing Latvia. Other significant factors: unique natural healing resources of Latvia and its temperate maritime climate that provide unique opportunities for treatment of various diseases, speeding up the recovery process, providing beauty treatments, rehabilitation, as well as recreation.

In addition, cluster partners are able to provide both English and Russian speaking medical staff, so there is no language barrier, and free communication on health issues gives patient a sense of security, trust and confidence that a proper choice has been made to receive high-quality services from the professional medical staff of Latvia.

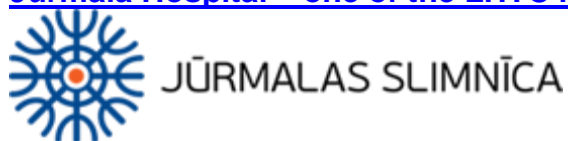
### [Latvian Health Tourism Cluster](#) (LHTC)



LHTC was established in 2012 to provide high quality medical services to foreign patients as well as locals. There are 60 cluster members, wide variety of health tourism providers: government, municipality and regional hospitals, private clinics, rehabilitation centers, resort hotels, travel agencies, educational and research institutions. Travel agencies and educational institutions provide trainings to members of the cluster to make health tourism processes more efficient, and subsequently reach better results. Membership in LHTC gives an opportunity to improve cooperation among health tourism providers, to organize common marketing activities, to invent and market integrated, innovative tourism products and services, and to make them more available to locals as well as foreign tourists.

***For more details see presentation slides below.***

### Jurmala Hospital – one of the LHTC members



The Jurmala Hospital, a multi-profile and emergency medical institution which provides health care services to patients from all areas in Latvia, regardless of the health services' regional distribution, as well as to foreign patients. Jurmala Hospital offers its patients specifically developed health check-up programmes so that anyone can check and follow up their health status within 24 hours. The hospital offers maternity services, delivery in comfortable suites and water births as well. It is well-known for weight-loss surgery for patients suffering from chronic obesity.



### Baltic Beach Hotel & SPA



BBH is a 5-star hotel nestled directly on the shore of the Baltic Sea has a unique location in Jurmala amidst the dunes and lushly pine-trees. Offering direct access to the fully equipped private beach with catering service, it is ideally located in the heart of Jurmala within walking distance to main cultural and recreational institutions, railway station, restaurants, shops.

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It has several restaurants, a 24-hour bar and a summer terrace on the beach is available for hotel guests, SPA complex, conference rooms banqueting facilities as well as playground and different activities for kids. Two rooms are available for people *with mobility disabilities* and ramps heading to the restaurant and conference rooms.



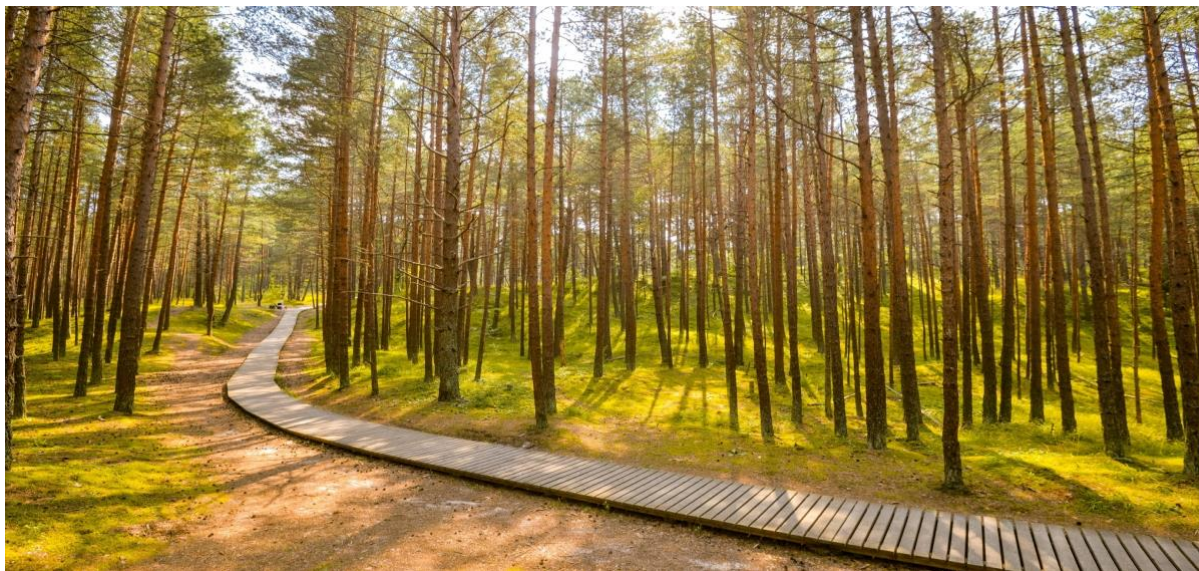
SPA BalticBeach gained the status of certified medical facility, has over 4.810-m2 area and offers more than 400 treatments & relaxation options. It has a unique in Baltics 25-meter long swimming pool with the heated seawater, Russian bath complex „The Banja” (high amounts of heat generated by a stove made of 16 tons of Karelian granite, a special banya "climate" ("light steam") and the aroma of freshly baked rye bread) and SPA recreation complex „The Garden” (is a water relaxation centre that consists of a Jacuzzi, an amber sauna, an "adventure" shower, and Old Wood sauna, ice jets, a pool with counter current, a hammam, Rasul (Oriental apartments for four, with a starry sky), a Kneipp pool) and modern gym with cardio- and heavyweight machines.



## **Nature parks of Jūrmala**

### **Ragakāpa Nature Park**

Ragakāpa is a specially protected territory of nature formed in order to preserve the dunes covered with an ancient pine forest and the biodiversity on the sea coast. The nature park contains stands of pines that are up to 340 years old as well as rare plant and protected bird species. Trails are enhanced by safe and comfortable stairs, benches, informative signs and stands. Ragakāpa walking trail has four separate trails – the Scenic Trail, Insect Trail, Pine Trail and Plant Trail.



### **Jūrmala open -air museum**

Located at the foot of the dune "Ragakāpa", the Jūrmala Open Air Museum is an attractive way to discover the daily life of fishermen at the turn of the 20th century. Here, you can climb on the decks of two authentic fishing boats, upon prior request, try your skills at the rope-making workshop, and visit authentic houses of fishermen. On Thursdays in summer, the museum hosts fish-smoking events where local fishermen show and tell about the traditional ways to smoke.



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### **Kemeri National Park**

The KNP (established in 1997) aims to preserve the values of nature, culture, history and resortology as well as to promote non-depleting economic activity, tourism and environmental education. National Park covers the area of 38,165 ha. It is the third largest Latvian national park (after Gauja and Razna National Parks). Kemeri National Park offers walks along the nature trails, biking routes in nature, educational classes for children and grown-ups, thematic activities for the whole family. Click to see [VIDEO](#).

### **Great Kemeri Bog – part of the KNP**

The Great Kemeri Bog is one of the main sulphur water producing swamps around Kemeri. During the passage of migratory birds, the bog is an excellent place for bird viewing. The Great Kemeri Bog Boardwalk will make your way easy into this otherwise hardly accessible deep pools, tiny dark lakes, undersized pine trees, and land of moss.

