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ACTIVITIES AND COOPERATION OF THE LATVIAN NATIONAL RESORT ASSOCIATION

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History

Strong traditions of using natural healing resources for over 200 years!

Baldone is best known for its natural resources – healing mud and underground mineral water, which have facilitated the development of resort recreation and medical facilities here throughout the centuries. Already 222 years old!

The oldest health resort location in Latvia!

Historically Baldone has been the largest sulphur and climate resort in the Russian Empire!



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Baldone



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Liepāja (Libau)

- Health resort since 1900
- Reconstruction and development of Rehabilitation unit at Liepāja Regional Hospital
- New Spa hotel «Royal House»









Sigulda, Krimulda

- Health resort since 2nd half of 19th century





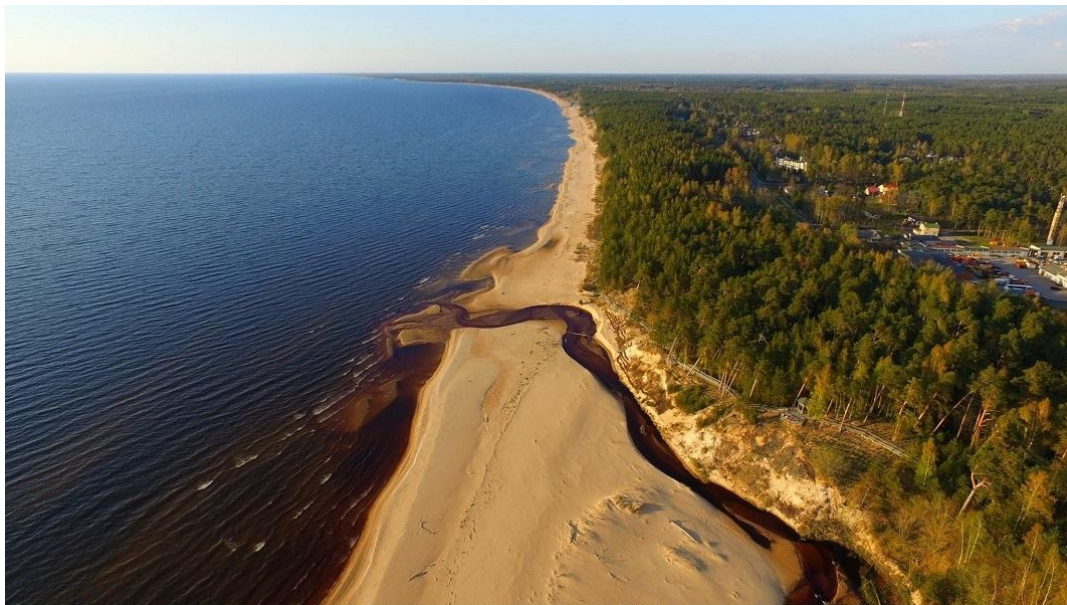


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Saulkrasti(Neibad)

- Climatological health resort since 1920





Jūrmala

- Health resort since beginning of 19th century







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Members

Latvia Resort Association was founded in 2008

- Historical members:
By the initiative of
Jūrmala, Sigulda
Liepāja, Baldone
Līgatne, Saulkrasti
Salacgrīva and
Ogre

Nowadays

64 members,
entrepreneurs and 3
most active
municipalities Liepāja,
Sigulda and Saulkrasti



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Goals

- Stimulate the development and rebirth of the resorts
- Stimulate the process of making and passing of the laws and regulations of the resorts and to ensure the development of the clean environment of the city resorts
- Develop and to expand the activities of the city resorts
- Represent and to defend overall interests of the members
- Taking part in the preparation and realization of the international projects in the fields of science, legal , professional, economical, social and cultural



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Projects and activities

Latvian Health Tourism Cluster, from 2012

- Trainings
- Quality issues, certification systems
- Marketing activities
- Study visits
- Networking
- Product development
- Collaboration with state institutions
- Research and product development
- International cooperation
- Promoting the sustainable cforeign tourists in Latvia ooperation of companies operating in the health tourism industry of Latvia, educational and knowledge-spreading organisations, thus improving their competitiveness in healthcare and health tourism, and stimulating an increase in total expenses of and the formation of products with high added value





International projects

- Foundation of Baltic Health Tourism Cluster
- Brandtour
- InnovaSpa
- Cooperation with the Balkans cluster
- WeSkill
- Cooperation with international partners (insurance firms, medical experts, educational and tourism institutions)

Future plans

- Trainings
- Quality and certification issues
- Health product development
- Investment projects
- Research





International projects

WELLNESS AND SPA TOURISM SECTORAL SKILLS' DEVELOPMENT – WESKILL

- Updating of skills and creating new, relevant skills for the labour market in the sector
- Matching between skills and labour market needs, bridging the gap between education and work, improving synergy between the worlds of education and work
- • Equipping adults/employees from the sector being trainees with the missing skills, by using a strong modern personalized didactic tool
- • With mobile app development and the promotion of the app usage, we will try to make wellness and spa tourism sector more appealing, sustainable, advanced and competitive in the EU area





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THANK YOU!

Any questions?



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