

Interreg



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Latvia – Lithuania

Priority IV “Economic potential of tourism and heritage”

Priority’s aim and expected results

Thematic seminar on
Priority IV “Economic potential of tourism and heritage”
for the potential applicants

Priority IV “Economic potential of tourism and heritage”

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Total available ERDF co-financing – 6 million EUR



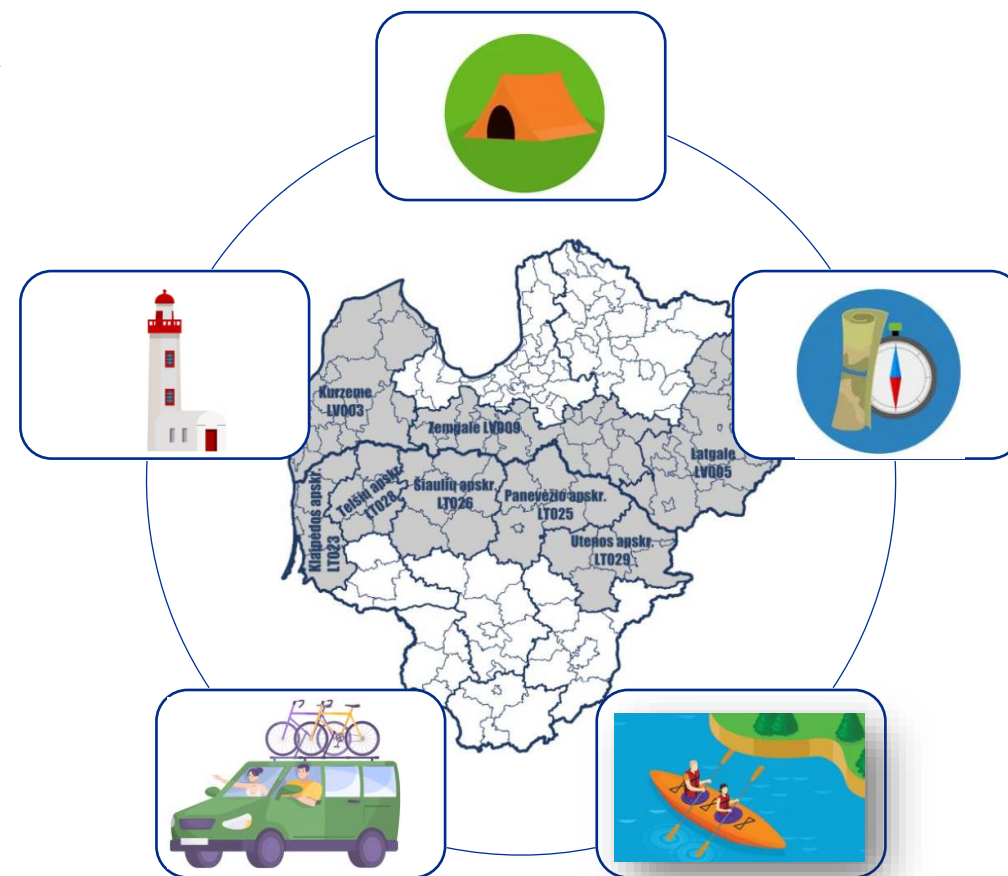
Maximal ERDF project

600 000 EUR

Maximal total project budget

750 000 EUR

The Programme co-finances 80% of total
eligible project budget



Aim of Priority

- To enhance the role of **cultural heritage, nature, sustainable tourism**
- To **involve local communities** in the development and provision of tourism services
- To **use of modern and interactive technologies**, promote **eco** and sustainable **tourism, social inclusion** and social innovations



What does the Programme expect?



- New tourism offers with new/existing small-scale tourism service providers and communities
- Created well planned and promoted tourism routes and other tourism offers
- Longer tourists' travels through cross-border tourism routes with more than one day stays in the Programme area



What does the Programme support?

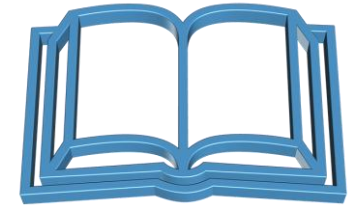
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List of indicative activities is in section 3.4 of the Programme Manual

<https://latlit.eu/calls-for-proposals/>



But be creative and develop modern and interesting tourism products and services that:

- ➔ will catch tourists' eye,
- ➔ will offer unique experience,
- ➔ will motivate tourists to stay longer in the Programme area and come more often.

Project activities shall be aimed at achieving objective, outputs and results of Priority IV.

Indicative activities (1)

Developing modern, digital,
interactive cross-border tourism
products

Thematic virtual routes/tours

Interactive exhibitions

Digital games

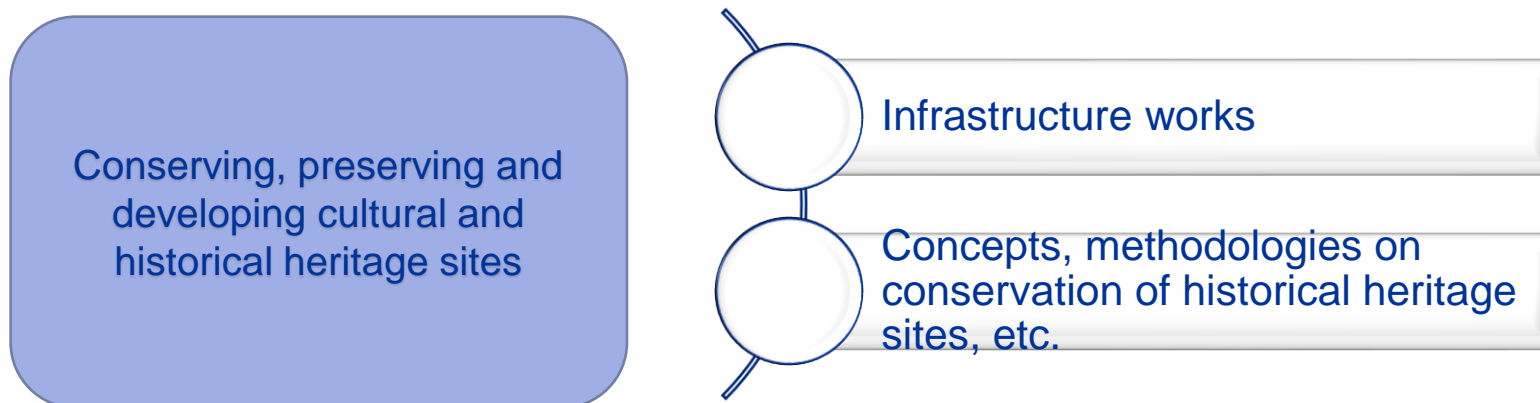
Interactive maps

Innovative interactive products, involving new, small-scale service providers

Indicative activities (2)



Indicative activities (3)

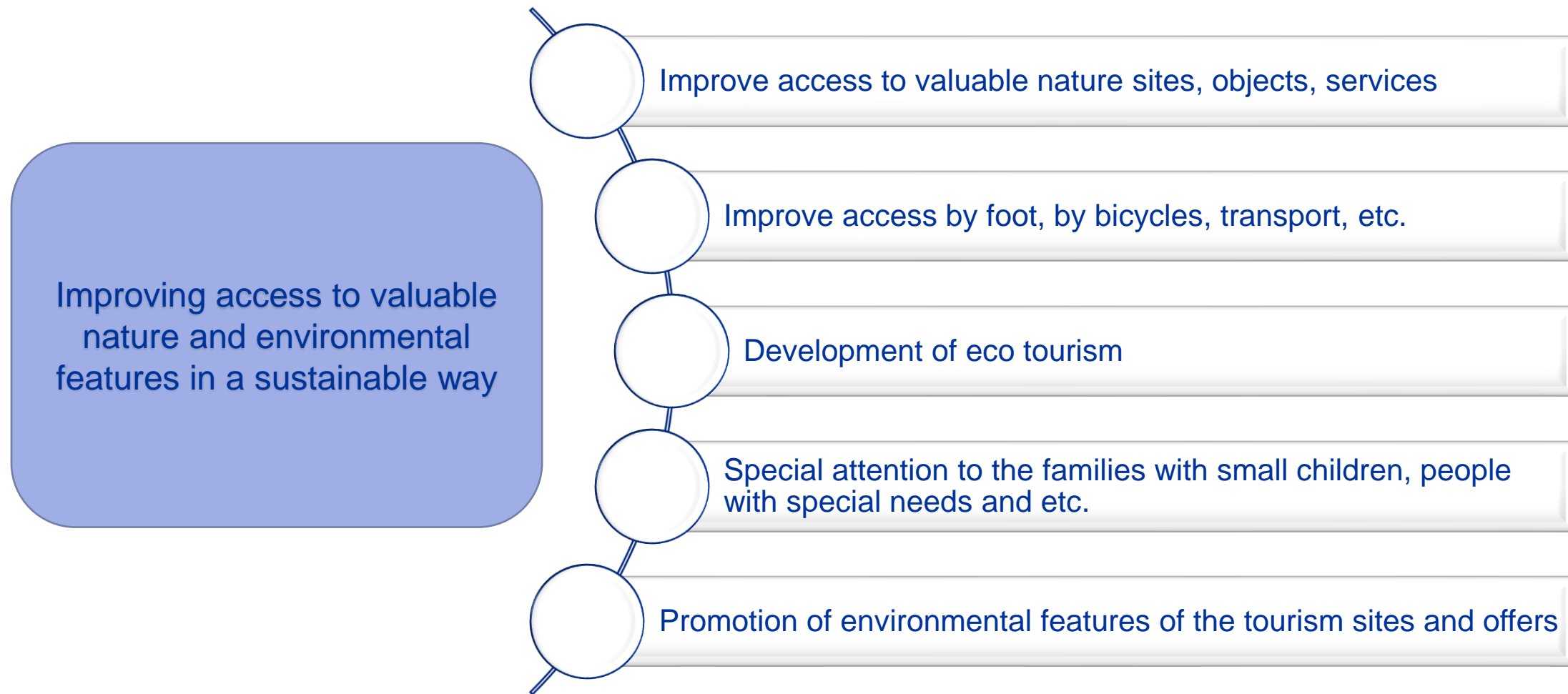


Provide a clear justification why selected objects are considered cultural and historical heritage.

Proposed activities shall:

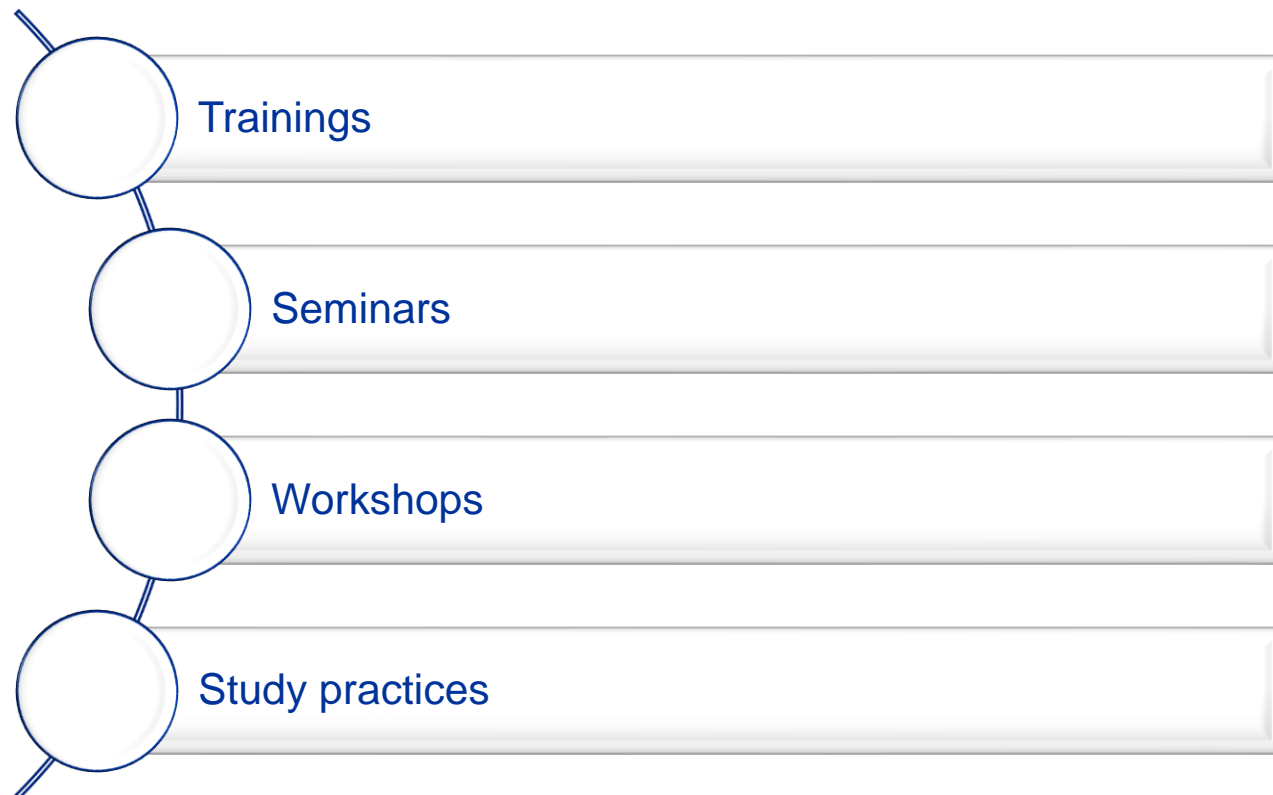
- aim at creating jobs and promoting economic activity in the local area.
- Help heritage sites to be financially independent.

Indicative activities (4)



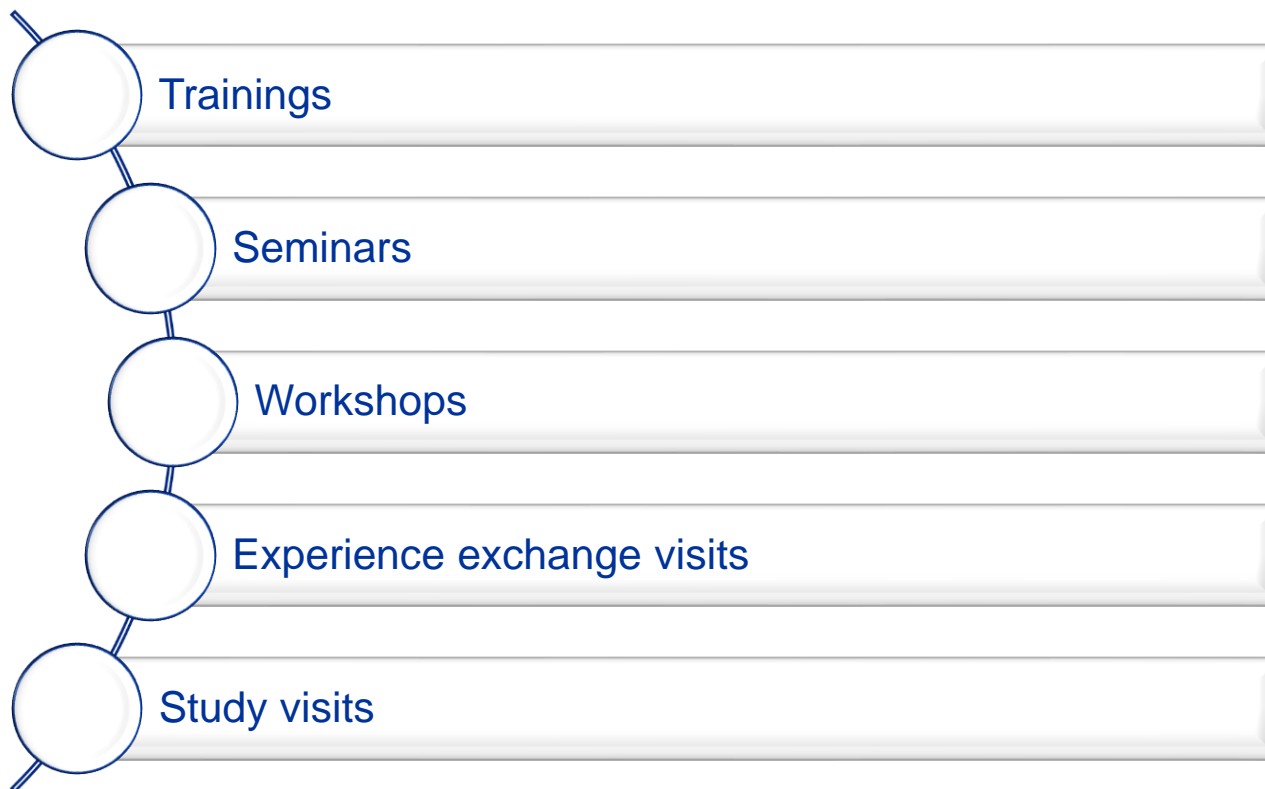
Indicative activities (5)

Use of sustainable and circular
business models for
stakeholders (craftsmen,
artisans, rural producers etc.) in
the tourism sector



Indicative activities (6)

Actions to improve the green
and digital skills for tourism
sector professionals

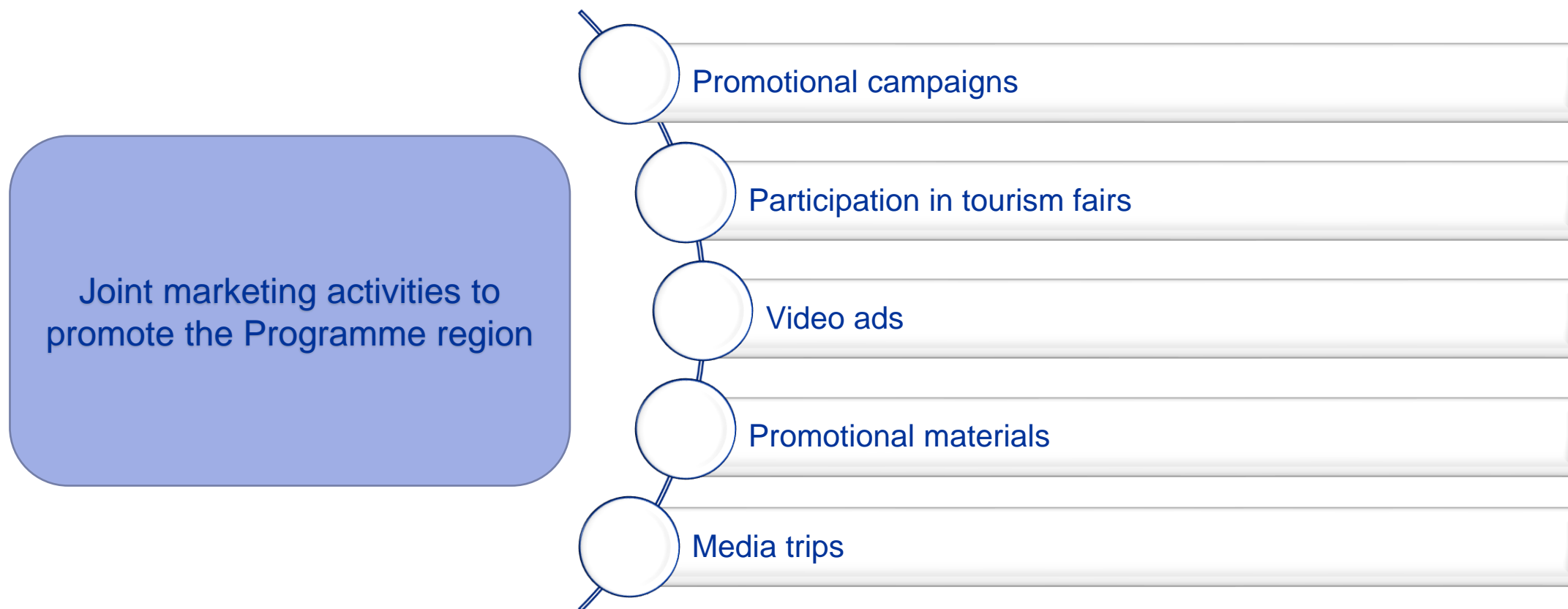


Indicative activities (7)

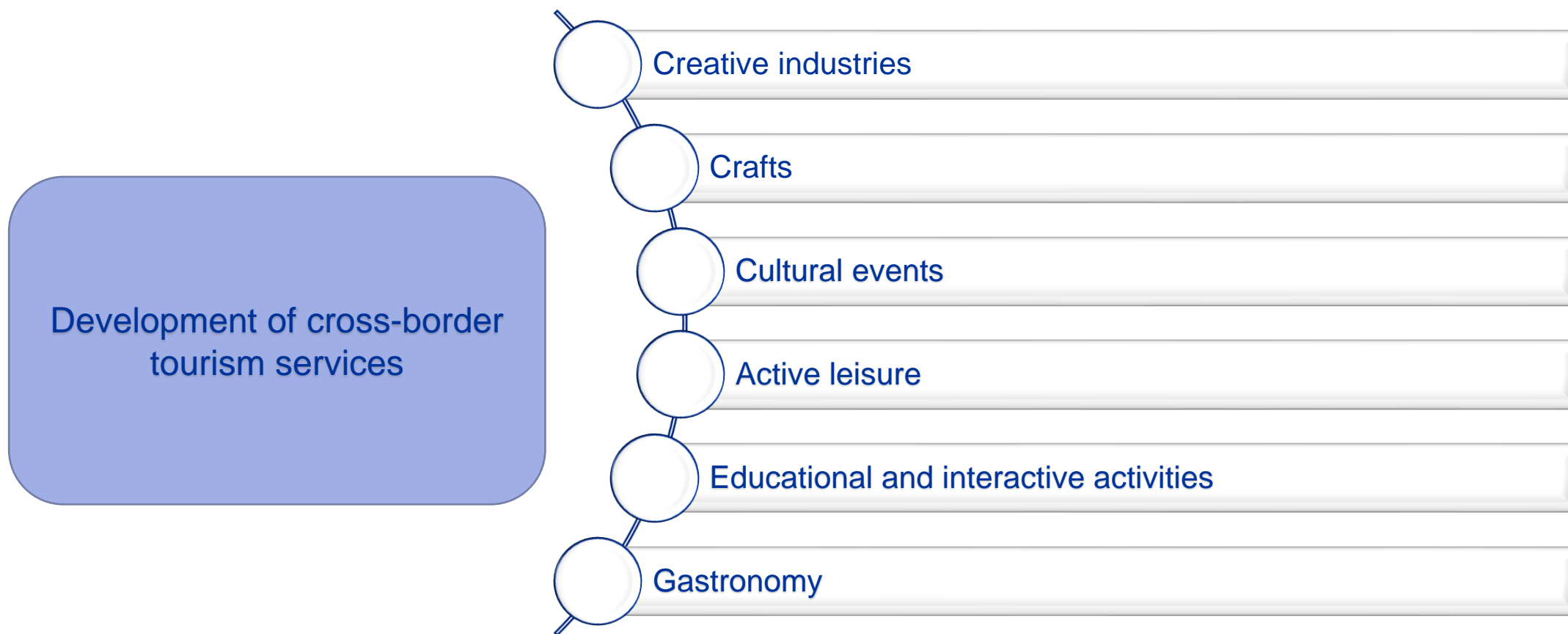
Strengthening the links and
connections between cross-
border tourism destinations,
services within international
tourism networks



Indicative activities (8)



Indicative activities (9)



Specific rules (1)

- Tourism products/offers - complete, fully functional and ready for use
- Effective and sustainable use of cultural and natural heritage objects
- Focus on cooperation activities. Investments of complementary manner
- One-off touristic attraction activities and existing cyclic/regular events are not supported
- Follow national /regional/local tourism marketing strategies and plans, if applicable



Specific rules (2)

- If direct users of project results are not involved in the project, describe how they will be used by the direct stakeholders during and/or after the project. Letter of support from relevant stakeholders is recommended
- Avoid overlapping of activities with similar projects or ensure synergy with them
- For development of e-systems, databases, etc. provide approval from relevant authorities, if required by national regulation



Ineligible activities

- preparation of the **technical documentation** for (re)construction works,
- **political and religious** activities,
- **investments** in infrastructure and equipment **outside the Programme area**,
- **stand-alone logos or designs for projects** use of which is limited to the lifetime of the project,
- creation of **stand-alone project websites** outside www.latlit.eu, unless it directly serves for reaching of the project results and exceeds lifetime of the project

Full list in chapter 3 of the Programme Manual