

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"



Total available ERDF co-financing – 6 million EUR



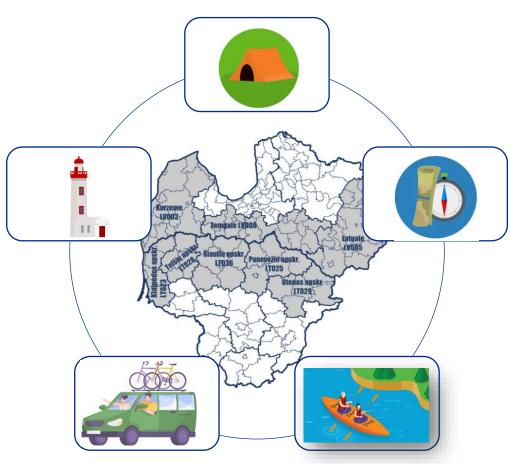
**Maximal ERDF project** 

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?



List of indicative activities is in section 3.4 of the Programme Manual <a href="https://latlit.eu/calls-for-proposals/">https://latlit.eu/calls-for-proposals/</a>



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)



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**Trainings** Seminars Setting up measures to help Workshops local tourism and culture develop economically Conferences Fairs Development of necessary conditions and purchase of equipment for representatives of local tourism www.latlit.eu

#### Indicative activities (3)



Conserving, preserving and developing cultural and historical heritage sites

Concepts, methodologies on conservation of historical heritage sites, etc.

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)



Improve access to valuable nature sites, objects, services

Improving access to valuable nature and environmental features in a sustainable way

Improve access by foot, by bicycles, transport, etc.

Development of eco tourism

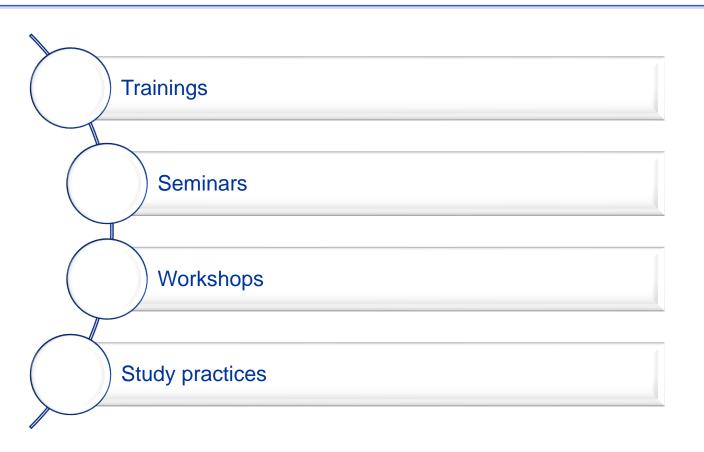
Special attention to the families with small children, people with special needs and etc.

Promotion of environmental features of the tourism sites and offers

#### 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

**Trainings** Seminars Workshops Experience exchange visits Study visits

#### Indicative activities (7)



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

**Trainings Seminars** Networking activities Conferences Study visits, experience exchange Production of joint publicity and communication materials

#### Indicative activities (8)

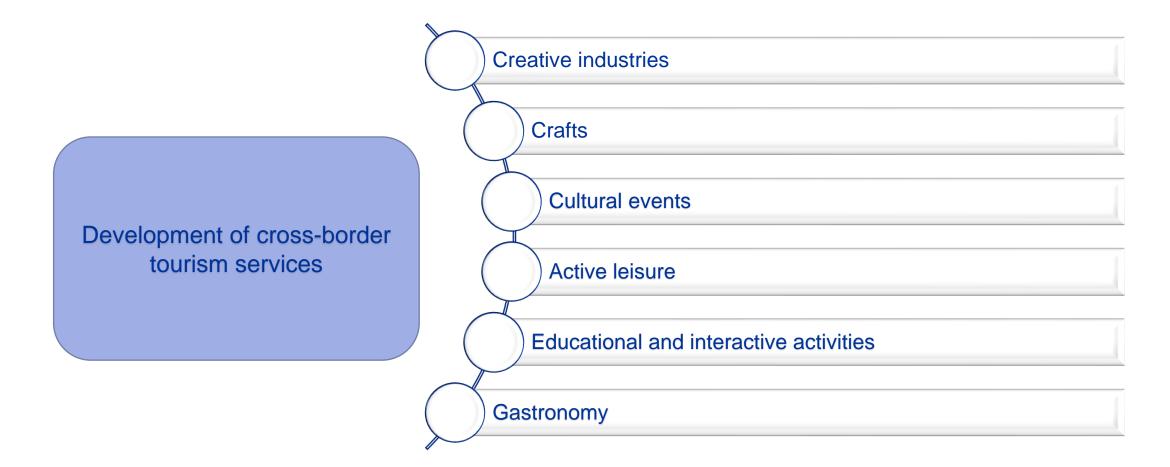


Promotional campaigns Participation in tourism fairs Joint marketing activities to Video ads promote the Programme region Promotional materials Media trips

#### Indicative activities (9)



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# 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,
- reation 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