



**LLP Project ACTOUR
LEONARDO DA VINCI – TRANSFER OF INNOVATION
Final report – Piloting Action**

LCTA “Lauku ceļotājs” organized piloting courses:

- **Dates of testing action and number of hours**

26-27.03.2013, 15 h:

26.03.2013 7 class hours in LCTA “Lauku ceļotājs” office, Kalnciema iela 40, Rīga

27.03.2013 4 class hours and 4 hours practical training in restaurant “Garage”

- **Information about participants**

Totally 10 participants for 2 days.

All are experienced rural tourism providers, acting in tourism for several years, interested to develop active tourism offer to diversify their services and improve competitiveness. Course participants are involved in accommodation service provision (guest houses, camping sites, self-catering cottages) and are not specialized in active tourism. Majority of them offer some active tourism elements in their rural tourism accommodation – hiking routes, cross country skiing, nature guide services, boat rent, bicycle routes or team building with active tourism elements. Participants indicated that information about pilot course have received in association “Lauku ceļotājs” webpage www.celotajs.lv. As all of them are association members they receive also information for their e-mails.

Gender representation: 60% women and 40% men. Average age of participants: 45, 5 years, youngest participant is 26 years old. 8 participants have higher education, 2 have secondary education. None of participants represent Riga and Latgale region, 2 persons are from Zemgale region, 1 from Kurzeme and 7 from Vidzeme.

- **Classes**

Trainers: Asnāte Ziemele, LCTA “Lauku ceļotājs”

Juris Smajinskis, LCTA “Lauku ceļotājs”

Aija van der Steina, Business school “Turība”

Ēriks Dreibants, chef and employer

With the support of the Lifelong Learning Program of the European Union



AcTour: Active Tourism for Sustainable Development

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Project no: 2011-1-BG1-LEO05-05043

The program consists of following topics:

26.03.2013 Classroom training:

Topic	Training
Introduction	1 h
<ul style="list-style-type: none"> • Active tourism and recreation concept and philosophy • Active tourism terminological aspects • Active tourism in a changing world (how changes equipment, technologies, and forms of active tourism) • Short description of active tourism history (19th – 20th turn of the century, 20th century beginning, soviet time, nowadays) 	
Forms of active tourism	3 h
<ul style="list-style-type: none"> • Four seasons – lack or benefit? • Four elements – land, water, air, snow <ul style="list-style-type: none"> ○ Hiking ○ Cycling (also as a mean of transport and sport) ○ Water tourism (rivers, lakes and sea) ○ Mountain tourism/cave tourism ○ Horseback ridding ○ Hiking with skis ○ Other modern forms of active tourism (Nordic walking, geo catching, rope tracks, windsurfing, kite boards, downhill skiing, snowboard, paragliding etc.) 	
Psychological aspects of active tourist	1 h
<ul style="list-style-type: none"> • Active tourism type depending on motivation, objectives and aspects • Active tourist needs in context of tourism product development 	
Active tourism resources	1 h
<ul style="list-style-type: none"> • Nature, cultural heritage, history etc. resources • Supporting infrastructure 	
Active tourism product development	1 h
<ul style="list-style-type: none"> • Principles of active tourism route development <ul style="list-style-type: none"> ○ General principles ○ 10 steps to create the route 	
TOTAL:	7 h

27.03.2013 Classroom training and practical training

Topic	Training
Active tourism product development (continuation)	1 h

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• Other products and services , their preparation	
• Sustainable and eco-friendly principles integration in tourism product development process	
• Use of modern technologies	
Active tourism marketing	1 h
• Preparation of informational materials	
• Advertising in internet, social network, media, brochures, tourism guides	
• Other tools	
The legal framework, institutions	1 h
• The general laws governing active tourism and related activities	
• Tourist rights and obligations	
• Legal aspect of Specially protected areas use	
• Legal aspects of cultural heritage	
• Active tourism organizations (NGO, tour operators etc.)	
Safety in active tourism	1 h
• General issues	
• Active tourism equipment	
• Security in the context of various activities	
Best practice examples in active tourism	
Sources of information, useful links	
PRACTICAL experience in cooking and serving food in restaurant „Garage”	4 h
TOTAL	8 h
TOTAL IN 2 DAYS	15 h





On-line training materials

1. http://macies.celotajs.lv/publ/research/Jaunas_Profesijas_Laukos.pdf
2. http://macies.celotajs.lv/publ/research/Vadlinijas_krasas_markejums_LV.pdf
3. http://macies.celotajs.lv/publ/research/Turisma_monit_vadlinijas.pdf
4. http://macies.celotajs.lv/publ/research/ilgtspejiga_attistiba_web.pdf
5. http://macies.celotajs.lv/publ/research/KasirNATURA5_saimniekiem.pdf
6. http://macies.celotajs.lv/publ/research/dabas_vadl_verosanas_principi.pdf
7. http://macies.celotajs.lv/publ/research/kulinarais_mantojums_lauku_turisma.pdf
8. <http://macies.celotajs.lv/publ/learn/drosiba-lv/html/index.html>
9. <http://macies.celotajs.lv/publ/learn/bio-lv/html/index.html>
10. <http://macies.celotajs.lv/publ/learn/aktivitates-lv/html/index.html>
11. <http://macies.celotajs.lv/publ/research/Velovadlinijas.pdf>
12. Velotūrisma plānotāja un pakalpojumu sniedzēja rokasgrāmata (autoru kolektīvs: J. Smaļinskis, A. Klepers, I. Grīnfelde), izdevējs – Vidzemes tūrisma asociācija, 2010. gads;
13. J. Smaļinskis, A. Ziemele. Ūdenstūrisma uzņēmēja rokasgrāmata. Izdevējs: Vidzemes plānošanas reģions, 2006. g.
14. „Aktīvā tūrisma rokasgrāmata” project Actour result

TOTAL TIME	15h
Training form:	
Classroom training	11h
Practical training	4h

- **Evaluation**

The participants were asked to give their opinion in survey with 16 questions after classroom and practical training. Also discussions about the pilot courses were held at the end.



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All participants in survey indicated that are satisfied with information given in the course, technical support, handouts and lecturer work. In discussions participants indicated that duration and form of course is the most appropriate for working and busy people and would prefer the same for further courses.

The participants were interested in training topics and actively involved in classroom training, asking questions and sharing own experience. Practical training was useful as active tourism includes also catering and these kinds of tourist often have special requirements, like lunch packet, picnic with campfire cuisine etc.

The participants are interested in further learning and practical training in how to develop and provide active tourism services. Topics are found relevant and useful. Themes can be further developed in specific details for specialized interest groups.

- **Final considerations**

The testing action was useful as it provided that the training product is relevant to the needs of the target audience – rural tourism providers interested to diversify services. The program can be modified according to specializations (skiing, horseback riding, cycling etc.), less concentration to means of active tourism that is not relevant in Latvia (like mountain tourism).

Type of training is suitable for busy people, as they have no possibility to spend a lot of time for study. The training contents and form is appropriate, and can be disseminated for running by training institutions or integrating parts of it into other training programs.

- **Trainer reports**

In training activity participated 4 trainers – Asnāte Ziemele and Juris Smaļinskis from LCTA “Lauku ceļotājs”, Aija van der Steina from Business Scholl “Turība” and Ēriks Dreibants which is chef and owner of restaurants.

Trainers indicated in questionnaires that course participants have advanced knowledge although they are not specialized in active tourism and offer it just as additional service. It can be explained that majority of them has higher education, including tourism, and they have experience for many years in rural tourism field.

Trainers admit that teaching aid is suitable for course, easy to understand and use, as most of the materials are available also online. Training schedule of pilot course is appropriate, also practical experience course was enough.

To trainee their opinion training curriculum planned performance time is appropriate with its length and content.