

**DELIVERABLE C.10.1**  
**PROMOTIONAL CAMPAIGN FOR TOURISM INDUSTRY**

Partners carried out promotional campaign addressed to tourism industry – tour operators potentially interested in agritourism. The campaign activities included continuous contacts and cooperation with tourism industry and agricultural organisations regularly informing them about heritage agritourism product and collecting feedback regarding requirements. The feedback was transferred to the product providers – the farmers to motivate and enable product improvements.

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### 1. Promotional campaign activities

#### 1.1. Information packages – promotional materials

Project partners supplied the following promotion materials for professional use and for further distribution to final users:

##### 1) the map „HERITAGE AGRITOURISM”

The heritage agritourism map offers information about 102 places in Latvia (Latgale, Kurzeme and Zemgale) and Lithuania (Aukštaitija and Žemaitija). It offers information about typical and regional framing traditions so that travellers can learn about them. The history of farms is very broad, and this map calls on people to visit craftspeople, preparers of local foods and beverages, growers and manufacturers of countryside products, fishermen, farms and agricultural, craftsmanship and fishing museums and collections. The map of Latvia and Lithuania is at a scale of 1:750 000 with 102 objects that are listed. There is information about each object's historical heritage and contact information. The map also marks out ten agritourism routes and offers a brief description of each one. The map is available in English, Latvian, Russian, German and Lithuanian.

##### 2) tour manual „HERITAGE AGRITOURISM”

This tour manual is meant for tourism operators, sectoral professionals and travellers. The manual presents heritage agritourism products in Latvia and Lithuania. The handbook provides information on farms where tourists can learn traditional skills and see how farmers work today. There is information about agritourism accommodations, as well as other practical advice on how to organise a trip. The handbook has ten special agritourism routes and five tourism routes related to historical gardens in Latvia and Lithuania. The handbook has been published in English and German and is meant for tourism operators.

##### 3) POSTCARDS

The collection of 20 postcards illustrate the traditional farm/rural lifestyle and the features that have been preserved and are still important. For example, mushroom picking, festive foods like “pīrāgi”, collecting wild herbs for teas, etc. Each postcard has a brief sentence to describe the aspect of the farm/rural life it shows, e.g., “Old apple trees are romantic at Latvian farms,” “The rooster is the boss of a Latvian farm,” “Each season in Lithuania has its own colour, so find the one that you like,” and “An oasis of peace in Lithuania’s countryside.

## 1.2. List of contacts for the promotional campaign

The following companies, organisations and individuals were contacted that are interested in the Baltic States as a tourism destination and specialising in farm and rural tourism/agricultural exchange programs.

#	Company name	Country	Address
1.	Fédération Wallonne de l'Agriculture (FWA)	Belgium	47, chaussée de Namur 5030 GEMBLOUX
2.	Fédération Nationale des Syndicats d'Exploitants Agricoles (FNSEA)	France	11, rue de La Baume 75 008 PARIS
3.	„Expression Groupe“ Géraldine Charollais, Consultante Senior RP – Marketing	France	15 rue Monsigny, 75002 Paris
4.	Boerenbond (BB)	Belgium	40, Diestsevest 3 000 LEUVEN
5.	Confederação dos Agricultores de Portugal (CAP)	Portugal	Rua Mestre Lima de Freitas, n º 1 1549-012 Lisbon
6.	Andreas Thurner	Austria	Schauflergasse 6 1015 Wien
7.	Irish Farmer's Association (IFA)	Ireland	The Irish Farm Center Bluebell – Naasroad 12 DUBLIN
8.	Maa- ja metsätaloustuottajain Keskusliitto - MTK (Central Union of Agricultural Producers and Forest Owners)	Finland	P.O. BOX 510 (Simonkatu 6) 00101 HELSINKI
9.	Landbrug & Fødevarer - Danish Agriculture and Food Council - DAFC	Denmark	Axelborg, Axeltorv 3 1609 København V
10.	Seamus Martin	Ireland	41 Morehampton Road Dublin 4 D04 AE28
11.	Cooperativas Agroalimentarias	Spain	C/ Agustín de Bethencourt, 17, 4 <sup>a</sup> floor. 28003 Madrid
12.	Baluarte Palacio de Congresos y Auditorio de Navarra	Spain	Plaza del baluarte. Muelle de carga. (acceso rampa parking

			c/ yanguas y miranda) C. P. : 31002 Pamplona (Navarra) España
13.	Swiss Farmers Union	Switzerland	Laurstrasse 10, 5201 Brugg
14.	Zemědělský Svaz České Republiky (ZSCR) (Agricultural Association of the Czech Republic)	Czech Republic	38, Hybernska 11 000 PRAHA
15.	Coop de France	France	43 Rue Sedaine - CS 91115 75538 PARIS Cedex 11
16.	Deutscher Bauernverband e.V. (DBV)	Germany	7, Claire-Waldoft-Strasse 10 117 BERLIN
17.	Federacja Branżowych Związków Producentów Rolnych - FBZPR (Federation of Agricultural Producers Union)	Poland	30, Ul. Wspolna, room 564 00 930 WARSAW
18.	Confederazione Generale dell'Agricoltura Italiana (CONFAGRICOLTURA)	Italy	101, Corso Vittorio Emanuele II 00 186 ROMA
19.	Ente Fiera Promoberg Fiera dei Territori	Italy	a/c Carlo Conte - <u>Stand</u> <u>EuroGites</u> Via Lunga snc 24125 Bergamo
20.	Confederazione Nazionale Coldiretti (COLDIRETTI)	Italy	43, Via XXIV Maggio 00 187 ROMA
21.	„AIGO" Paola Cerri , Account Director	Italy	Piazza Caiazzo 3   20124 Milano
22.	Land- en Tuinbouw Organisatie Nederland - LTO - Nederland	The Netherlands	Bezuidenhoutseweg 225 2594 AL DEN HAAG
23.	Nemzeti Agrárgazdasági Kamara - HCA (Hungarian Chamber of Agriculture)	Hungary	89-95, Fehérvári út 1 119 BUDAPEST
24.	Lantbrukskarnas Riksförbund (LRF)	Sweden	6, Franzengatan 10 533 STOCKHOLM
25.	„Prat PR   Porter Novelli" Carin Balfe Arbman, Account Manager	Sweden	Tulegatan 11, S-113 53, Stockholm
26.	Agrární Komora České Republiky - AKCR (Czech Agrarian Chamber )	Czech Republic	Počernická 272/96 10800 PRAHA 10
27.	Eesti Põllumeeste Keskliit EPTK (Central Union of Estonian Farmers)	Estonia	53G, J. Vilmsi 10 147 TALLINN
28.	Związek Zawodowy Rolników - OJCZYZNA (FARMERS LABOR UNION)	Poland	Al. Jana Pawła II 20/512 00-133 Warszawa
29.	LIETUVOS RESPUBLIKOS	Belarus	ul. Zacharova 68, 220088

	AMBASADA BALΤARUSIJOS RESPUBLIKOJE		Minsk, BELARUS
30.	LIETUVOS RESPUBLIKOS AMBASADA RUSIJOS FEDERACIJOJE	Russia	Borisoglebskij per. 10, 121069 Moscow, RUSSIA
31.	Foresight Marketing Co., Ltd Shigeyoshi Noto	Japan	The Towers Daiba 1114, 2-2-2 Daiba, Minato-ku, Tokyo 135-0091
32.	LTO Nederland (Land- en Tuinbouw Organisatie)	The Netherlands	Bezuidenhoutseweg 105- 113   2594 AC Den Haag
33.	LTO Noord	The Netherlands	Zwartewaterallee 14 8031 DX Zwolle
34.	ZLTO	The Netherlands	Onderwijsboulevard 225, 5223 DE 's- Hertogenbosch
35.	LLTB	The Netherlands	Steegstraat 5 6041 EA Roermond
36.	NAJK (Het Nederlands Agrarisch Jongeren Kontakt)	The Netherlands	Bemuurde Weerd oz 12 3514 AN Utrecht
37.	FNLI (Federatie Nederlandse Levensmiddelen Industrie)	The Netherlands	Postbus 96949, 2509 JH Den Haag
38.	Bionext	The Netherlands	Nieuwe Kazernelaan 2 D42, 6711 JC Ede (GLD), the Netherlands
39.	Stichting Beter Leven keurmerk	The Netherlands	Regulusweg 11 2516 AC Den Haag, Postbus 85689, 2508 CJ Den Haag
40.	Vereniging voor Biologisch- Dynamische Landbouw en Voeding (BD-Vereniging)	The Netherlands	Costerweg 1 D, 6702 AA Wageningen
41.	Bio-beurs	The Netherlands	IJsselhallen, Rieteweg 4, 8011 AB Zwolle, The Netherlands
42.	PuurFair	The Netherlands	Pazzanistraat 37, Amsterdam, Netherlands
43.	Agro Reizen	The Netherlands	Vossenstraat 6, 6811 JL Arnhem
44.	Henk van Dam Studiereizen	The Netherlands	Espelerpad 3, 8311 PR Espel
45.	Ag Travel Academy	The Netherlands	Buorren 2, 9012 DH Raerd
46.	MeetIn	The Netherlands	Postbus 2098 3800 CB Amersfoort
47.	Trekker Reizen	The Netherlands	Glanerbrugstraat 16, 7585 PL Glane
48.	JV-events	The Netherlands	Keizersven 32, 5424 SJ

			Elsendorp
49.	Nederlands Instituut voor Studiereizen	The Netherlands	Bolderiklaan 78, 5582 AZ Waalre
50.	Agrarian Tours	The Netherlands	Bosboomstraat 42, 6813 KC Arnhem
51.	The German Farmers' Association	Germany	Claire-Waldoff-Straße 7 D - 10117 Berlin
52.	BADEN-WÜRTTEMBERG	Germany	Badischer Landwirtschaftlicher Hauptverband e.V. Merzhauser Straße 111 79100 Freiburg
53.	Landesbauernverband in Baden - Württemberg e.V.	Germany	Bopserstraße 17, 70180 Stuttgart
54.	BAYERN	Germany	Bayerischer Bauernverband KdÖR, Max Joseph Strasse 9, 80333 München
55.	BBV Touristik GmbH	Germany	Max-Joseph-Str. 7a, 80333 München
56.	BRANDENBURG, Landesbauernverband Brandenburg e.V.	Germany	Dorfstraße 1, 14513 Teltow/Ruhlsdorf
57.	Andreas Hermes Akademie	Germany	Godesberger Allee 66, 53175 Bonn
58.	Bremen, Bremischer Landwirtschaftsverband e.V.	Germany	Johann-Neudörffer-Str.02, 28355 Bremen
59.	HAMBURG, Bauernverband Hamburg e.V.	Germany	Brennerhof 121, 22113 Hamburg
60.	Hessischer Bauernverband e.V.	Germany	Taunusstraße 151, 61381 Friedrichsdorf
61.	Landesbetrieb Landwirtschaft Hessen	Germany	Zentrale, Kölnische Straße 48-50 ,34117 Kassel
62.	Bauernverband Mecklenburg-Vorpommern e.V.	Germany	Trockener Weg 1B, 17034 Neubrandenburg
63.	Landvolk Niedersachsen - Landesbauernverband e.V.	Germany	Warmbüchenstraße 3, 30159 Hannover
64.	Rheinischer Landwirtschafts-Verband e.V.	Germany	Haus der Landwirtschaft, Rochusstradde 18, 5313 Bonn
65.	Landreise	Germany	LV digital GmbH, Hülsebrockstr. 2-8, 48165 Münster
66.	Bauernverband Schleswig-Holstein e.V.	Germany	Grüner Kamp 19 - 21, 24768 Rendsburg
67.	Thüringer Bauernverband e.V.	Germany	Alfred-Hess-Straße 8, 99094 Erfurt
68.	Bundesverband Landwirtschaftlicher Fachbildung	Germany	Claire-Waldoff-Straße 7, 10117 Berlin
69.	„BZ.COMM GmbH“	Germany	Gutleutstr. 16a, 60329

	Johanna Wittmann, Marketing Manager		Frankfurt am Main
70.	AgriHusu Oy	Finland	Kupsuntie 58, 54410 YLÄMAA
71.	Trio Travels	Finland	Kitkantie 18, FIN-93600 KUUSAMO
72.	Forssan matkatoimisto oy	Finland	Kartanonkatu 9, Forssa 30100
73.	N & n resor agritours	Sweden	Malma Gård, 533 96 Götene
74.	Scandinavia tours - reisegnister as	Norway	P.O.Box 98, 2684 Vaga
75.	„LYNX Porter Novelli“ Turid Viker Bråthen, The Managing Director	Norway	Business Village, Gründingen 6, 0250 Oslo
76.	Path Finders	United Kingdom	11 Trinity Lane, Cheltenham GL52 2NT
77.	Agritravel	United Kingdom	627 Under Bingham Row, Grand Unction
78.	Norman Allan Travel Group	United Kingdom	Portfield House, Daws Road, Hereford HR1 2JJ
79.	Bay Farm Tours	United Kingdom	35 Euston Rd, Morecambe, Lancashire
80.	Field Farm Tours	United Kingdom	3 Stephenson Court, Newark, Notts
81.	Cambria Farm Tours	United Kingdom	7 Bridge St, Aberystwyth
82.	Richard Denman MA PhD FTS	United Kingdom	The Tourism Company, 15 The Southend, Ledbury HR8 2EY, UK
83.	„Hills Balfour Limited“ Akvilė Vanagaitė, Account Manager	United Kingdom	58 Southwark Bridge Road, London
84.	Wayne's World Media Group Wayne V. Lee, Jr	USA	564 Gregory Av., Suite A1 Weehawken, NJ
85.	UAB "Estravel Vilnius"	Lithuania	Konstitucijos pr. 26, 08105 Vilnius
86.	UAB "Via Hansa & Borealis Vilnius"	Lithuania	Karmelitų g. 5, 01306 Vilnius
87.	UAB "Kelionių laikas"	Lithuania	Kalvarijų g. 14, 09309 Vilnius
88.	Turizmo UAB "LITAMICUS"	Lithuania	A. Jakšto g. 7, 01105 Vilnius
89.	UAB "Seagull group"	Lithuania	J. Savickio g. 4, 01108 Vilnius
90.	UAB "Švitė"	Lithuania	Pamėnkalnio g. 5 - 29, 01116 Vilnius
91.	UAB "Travel Planet"	Lithuania	Subačiaus g. 17 - 28, 01300 Vilnius
92.	UAB "Vildora"	Lithuania	Algirdo g. 41, 03216 Vilnius

93.	UAB "intoBaltics"	Lithuania	Verkių g. 34A, 08221 Vilnius
94.	UAB "Pilni Lagaminai"	Lithuania	Paupio g. 31A, 11341 Vilnius
95.	UAB "Amber tours"	Lithuania	S. Žukausko g. 49 - 82, 09131 Vilnius
96.	UAB "Baltic Blues House"	Lithuania	Vytenio g. 9, 03113 Vilnius
97.	MB "Lux Projectus"	Lithuania	J. Savickio g. 4, 01108 Vilnius
98.	UAB "Baltic Mania"	Lithuania	A. Smetonos g. 5, 01115 Vilnius
99.	UAB "Baltic Way"	Lithuania	Vilkpėdės g. 22, 03151 Vilnius
100.	UAB "BaltTours"	Lithuania	Kepėjų g. 11, 91243 Klaipėda
101.	"Meja Travel"	Lithuania	Žvejų g. 2, 91248 Klaipėda
102.	UAB "Promo day"	Lithuania	S. Konarskio g. 32E - 24, 03127 Vilnius
103.	UAB "Discover Lithuania"	Lithuania	Pylimo g. 50, 01307 Vilnius
104.	UAB "JeruLita"	Lithuania	Fabijoniškių g. 5C, 06335 Vilnius
105.	VŠĮ "ETVA TRAVEL"	Lithuania	Sudervės g. 10, 14184 Avižienių k., Avižienių sen., Vilniaus r.
106.	UAB "Lithuania Tours"	Lithuania	Šeimyniškių g. 18, 09312 Vilnius
107.	UAB "Visit Lithuania"	Lithuania	Odminių g. 11, 01122 Vilnius

### 1.3. Feedback from the target audience – tour operators and their clients

The following feedback was received from travel industry/agricultural organisations/research sector:

#### 1) Europe and UK:

- Interest in meeting for further negotiations following the first contact.
- A request for case studies on how tourists can be offered an “experience” of farming and land management.
- Examples of inclusive packages/programmes, mainly of a few hours up to one day (but possibly longer). These may involve some special land-based experiences, direct contact with farmers and managers, participation in hands-on activities etc. – delivered as paid-for inclusive packages with food etc. provided. They may be about farming, woodland management, conservation, ecological issues, rural life etc – related in some way to the rural landscape.

- Interesting visitor “experiences” rather than just more normal things like accommodation and farm shops etc.
- Request for contacts to follow up – names/emails of people to approach; websites to look at etc.
- Looking through the manual and the individual details I am very impressed by the clarity of information and the level of practical detail. It gives a very good impression of the importance of this heritage in Latvia and the opportunities to engage with it. Many congratulations.
- It is very important to talk face to face to the representatives of tourism companies and tour operators explaining how the tour manual can be useful for planning new routes and destinations.
- The tour manual is interesting for companies working with inbound, local and foreign markets.
- The current trend is that people are looking for the new experiences, they want to know more about local life in the regions. The tour manual answers this trend as it has lots of offers in both countries.
- Tour operators noted, that the information in the tour manual is provided properly and is comprehensive. Also they mentioned, that it is very useful not only get the offers what to do or what to try, but also get information about the relevant sector in particular country.
- The agriheritage product might be the most attractive for families with children who wish to travel to the countryside of Latvia, get acquainted with some educational programs, try craft programs. They also use accommodation in the countryside.
- A significant group of travelers would definitely be Latvians living in other countries and descendants of Baltic Germans.
- Visitors still have a strong interest in maps, ideally if they include all three Baltic countries.
- Individual customers preference ready made routes, and project partners might want to think about ready-to-print pdf pages.

## **2) Far markets - Japan**

- This is targeting the Japanese market, it's quite interesting to me. As you know, we are representing Lithuania Travel in the Japanese market and if there is anything we could cooperate with, please let me know.
- Japanese target audience: woman (aged 25-49), tourist groups, families with children.
- Accommodation requirements: Security and safety - hosts reachable, meet&greet, written instructions – in-house rules, good quality shower and toilet, light curtains, sauna will be used with sauna attendant, for groups and families - separate beds also for married couples, groups - equal room standard for all group members, for families - children's toys, playgrounds, Wi-Fi, information - what to do in the surrounding area, how to get there, details of your accommodation services on the website - for planning your trip early.
- Food service requirements: possibility to enjoy local, seasonal produce and dishes, the story of the origin of local food, traditions - a must!, Japanese or at least English menu, desired food images in the menu – featuring real meals that are prepared and served at a particular location, the ingredients of the dishes should be explained, breakfast and other meals are provided - Japanese women don't want to cook on weekends, Portion size – not too large, with lots of vegetables, meat, neutral meals should also be included in the menu. Aesthetics - room decoration, table cover, food serving, atmosphere, communication, service manners. Regardless of the weather, the Japanese prefer to

have their meal indoors. Participation in cooking or providing products is an additional activity. For groups - all participants must be served equally.

- Activity requirements: specific to the region and site, requires guide/attendant - preferably Japanese speaking, safety needs to be explained, easy activities, no physical effort operations, workshops related to traditional culture. Nature-related activities. Sauna. Local life events - festivals, fairs. Concept "Live like locals", Wi-fi to post immediate pictures social media. Purchase of souvenirs. No hurry.
- Marketing information requirements: Accessibility - how to get there. The Baltics - a new travel destination. All service available on pre-booking - reservation systems / tour operators. Description of the service according to the needs of the tour operator. Link the offer to a wider, already popular offer (a combination of urban and rural experiences). Emphasize the similarities between Japan and the Baltic States - safety.

#### **1.4. Feedback from travel fair visitors**

Feedback for some important markets was collected during travel fairs.

##### **Germany**

- Craft: In a society where almost everything is mechanically produced, it is interesting to see what the origins of these processes were. In addition, everything made by hand in Germany is a special product and costs much more because of the value of the craft.
- Traditional villages and landscapes typical of Latvia.
- Local food: Germans mark food as one of the most important factors when travelling.
- Mushroom and berry picking (German is and remains a practical man - but attention, most Germans no longer distinguish between mushrooms and the idea is that mushrooms are poisonous (many also poison and die behind ignorance)).
- Birch sap. In Germany it would be unthinkable to get something like this - for tree protection. Anyway, this is something unusual and the Germans are definitely curious and would like to taste it.
- Collecting herbal teas - a tradition once known and nowadays completely forgotten. In Germany, meadows are predominantly cultivated and it is difficult to find a meadow where herbal teas can be collected. Plus, the knowledge that will grow to what is useful - that definitely needs to be explained. Increasing attention is being paid to health.
- Historical cities and places (Latvia's historical relationship with the Germans plays a major role here). Most of the manors and buildings in Latvia are made by Germans - it creates pride in the Germans, it seems interesting and creates a sense of belonging.
- More than 1 week or 1 week (Germans have 5 weeks a year - many split and travel twice a year - and at least 1 week or 10 days if traveling).
- Experience: an insight into Latvian everyday life, such as fishermen going out to sea and catching fish, celebrating holidays and preparing traditional dishes.

##### **Norway**

- Living traditions, craft skills in the countryside are of Norwegian interest. Latvian singing and dancing traditions and folk costumes are also interesting.
- Families with children are keen to visit craftsmen and participate. Couples or groups of adult tourists would not really be ready to participate, just to watch.
- Norwegians love to live in a vacation home, camping for families with children, but couples would love to have a good quality, romantic room in a guest house or hotel.

- Equipment and equipment essential: barbecue, English TV or DVD, boats, wheels, bathing area, maps for walking or cycling in the area, playground for families with children. It is also important to have a shop nearby to buy your own food.
- Norwegians are not big adventurers, they prefer a safe environment. It is therefore important that the host can be contacted in English. They will not hurry to taste local food unless they are familiar with it. (e.g., bread, individual fish, etc.)
- The cultural heritage of the Norwegians would be more like an intermediate element in the active tour.
- The Baltic is considered a new destination in Norway and is associated with "good quality at a good price". Special offers, price discounts and the good reputation and visibility of the seller are very important to Norway. They are still keen on buying ready-made travel packages from the agency because they feel they get a better price in this way. Often makes a purchase as a result of an advertising campaign.

### **England**

- Britain has a very international society, so people have a longstanding interest in other nations and their culture. That's why British tourists are definitely interested in the local cultural heritage - the folklore traditions that they have lost themselves, their craft skills and opportunities to try and learn new things.
- The British are also keen to try local food (both less dried fish) and a drink. They will be happy to visit the local fair of local produce and buy handmade items made from natural materials.
- British travellers are interested in historical architecture (palaces, manors, churches, villages) as well as history.
- The British would be more observers than participants.
- Britons love holiday homes, but also country houses and small guesthouses by their very nature.
- Sauna offers speak to the British less than other representatives of the countries mentioned here. Sauna is unimportant for them, most often it will remain unused.
- The idea of "Live like a Local" in the UK is understandable, because the orientation towards the local people and moving closer to the manufacturer of the product, authenticity started many years ago in other sectors and now also in tourism.

### **The Netherlands**

- The majority of Dutch people associate themselves as completely self-sufficient, travelling with caravans and taking along everything they need to travel (including food). However, the Netherlands also has a wide variety of tourism product niches and not all travel in caravans.
- The Dutch want their trip to be filled with a variety of activities and diverse experiences. For example, nature, cultural heritage, history will be combined in one trip.
- For the night they prefer a country house or a guest house with its charm.
- Dutch people will enjoy food in local pubs or in the countryside.

## **2. Conclusions/recommendations for agriheritage product development**

The promotional campaign has resulted in a number of conclusions regarding the building, presentation and marketing of the agriheritage product.

In foreign markets, the dominant rural tourism associations are concerned with peace and quiet, the beautiful countryside, rich, delicious meals from local produce, some access to the farm and the pets there, the sincerity and good value. Modern farming methods may not quite go along

with the image of a tourist romantic rural idyll. Although it is a modern farm, the part dedicated to tourist accommodation, catering, and enjoying the peaceful countryside must fulfill these rural romance dreams.

Dream country holidays are associated with beautiful landscaped farmstead and surrounding landscape. Room with wooden floor, natural materials for bed covers, linen, floor coverings. Rural scent – may be hay or apple. Beds should be comfortable. A delicious country breakfast. An opportunity to observe the course of rural life - maybe an older woman knits a sock, feeds a calf, etc., or maybe a treat with freshly baked bread that goes with the scent. Holidaymakers are looking for running farms to gain an idea of life in the countryside, the origin of food, to get closer to "real" life.

From market reactions (both tour operator and end user segments) it is concluded that agriheritage tourism product attracts interest in European as well as far markets (Japan, China, USA, etc.). Heritage values that are still part of everyday life is a highly attractive aspect of a tourism product as in the modern world this is something rare, unique and normally not accessible. Developing agriheritage tourism products attention should be paid to the following:

- Authenticity is of key importance. Faked or staged activities will not build a good quality tourism product.
- There is a big gap between modern urban lifestyle where the visitors come from, and the traditional country life. Consequently, descriptions of processes, things, traditions should be explanatory.
- Information should be presented clearly and in good level of practical detail to provide a reliable picture about what exactly tourists will experience.
- Agrigeritage tourism programmes should be well structured and timing should be well planned taking into account tour operator needs (usually 1.5-2 hours).
- A programme structure should usually include: introduction of the hosts and the farm (some history and present profile), demonstration of crafts, food production etc. (production process, facilities, trying own hand, etc.), tasting the produce/purchasing the product.
- Smooth and fast communication/information exchange between tour operators and agritourism product providers is a key for successful cooperation. To work with tour operators, the agriheritage tourism product should be absolutely reliable.

*The Interreg V-A Latvia – Lithuania Cross Border Cooperation Programme 2014-2020 aims to contribute to the sustainable and cohesive socio-economic development of the Programme regions by helping to make them competitive and attractive for living, working and visiting.*

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