



**Latgale Region
Development Agency**



BALTIC COUNTRY OF LAKES

BJR INTERREG IIIA projektu SII-050 līdzfinansē Eiropas Savienība

Feasibility study
"LAKE AND RIVER USE FOR TOURISM, RECREATION AND
TRANSPORT IN LATGALE AND RYTU AUKŠTAITIJA REGIONS –
POTENTIAL, INFRASTRUCTURE DEVELOPMENT AND
NECESSARY INVESTMENTS"

2nd progress report

From March 29 to May 28, 2007

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1. INTRODUCTION

The report represents progress of the feasibility study "Lake and River Use for Tourism, Recreation and Transport in Latgale and Rytu Aukštaitija Regions – Potential, Infrastructure Development and Necessary Investments" during the time period from March 29 to May 29, 2007.

The feasibility study has being performed by Grupa 93. Ltd. in collaboration with subcontractor in Lithuania UAB Vilnius Consult within the Interreg IIIA financed project No: SII-050 "Creating New Tourist Destination By Joining Two Border Regions in Latgale-Rytu Aukštaitija" which leading partner is Latgale region development Agency and partners: Latvian Tourism Development Agency, Euroregion "Country of Lakes" Lithuanian office, Ignalina Nuclear Power Plant Regional Development Agency.

Main activity of the second progress report are analyzing the database of 2000 lakes, selection of the 200 lakes that are most appropriate for tourism infrastructure investments and setting up funding application for the first set of investments.

2. PERFORMED ACTIVITIES

2.1. Meetings and seminars

During the period of March 29 and May 28, 2007 there were just inner work meetings between project experts. Project experts from both regions met in Ignalina in April 10, and in Riga in May 16 and 17. Main focus was to prepare presentations for vision seminars, where the study will be presented to the local and regional level stakeholders, main principles of the Concept of lakes and river use will be agreed.

The vision seminars which have to be taken part in the 2nd period have been planned in May 30 in recreational complex "Raznas Licis" in Rezekne district. The seminar in Lithuania side took place at May 28. Results from both seminars will be included in the 3rd progress report.

2.2. Progress in study

2.2.1. The database of lakes

The data base of 2000 lakes was continued and complemented. The databases about lakes in Latgale region and the database about lakes in Rytų Aukštaitija Region are attached to the report in Excel files. Some of the lakes are missing some data, due to lack of them. Those data relate to the environmental and physical characterization. Up to now this has not observed as delaying factor for selection 200 lakes for investments in tourism infrastructure.

The data has been actively used in the preparing vision seminars' presentations. Main conclusions from the analyzing collected data have been included in the Concept to describe the current situation.

2.2.2. The database of the service providers

There are 107 tourism providers in the Rytų Aukštaitija region and 149 in Latgale region. Database about services provides following information:

- Tourism provider's name;
- Address;
- Phone;
- Email address;
- Nearest lake or river;
- Accommodation (bed capacity);
- Price (1 person 1 day);
- Maximum revenue from beds (if accommodation has been used 100%);
- Other services;
- Prices of other services;
- Maximum revenue from other services

Table No.1. Tourism services providers in the districts of the Rytu Aukštaitija region.

	Anyksciai municipality	Utena municipality	Moletai municipality	Svencionys municipality	Ignalina municipality	Zarasai municipality
Total number of service providers	16	20	18	4	20	23
Accommodation capacity over 25 beds	6 (37,5%)	4 (20%)	7 (39%)	0 (0%)	1 (5%)	5 (22%)
Accommodation capacity over 15 beds	1 (6%)	6 (30%)	6 (33%)	3 (75%)	6 (30%)	8 (35%)
Accommodation capacity up to 15 beds	10 (62,5%)	11 (55%)	5 (28%)	1 (25%)	13 (65%)	10 (43%)
Other services more than 50% to comp with accommodation	4 (25%)	5 (25%)	0 (0%)	1 (25%)	1 (5%)	1 (4%)
Max revenue more than 1000 LTL	5 (31%)	7 (35%)	9 (50%)	2 (50%)	5 (25%)	4 (17%)

Number of people using the lake for recreation has been analyzed for 67 lakes and rivers, based on service providers data about beds fills. It could be assumed that people living within 40 minutes car drive take advantage to visit lake as well. See table No.2.

Table No.2. Number of people using the lake for recreation, Number of people living within 40 minutes car drive.

Lake or River	Approximate number of people using the lake	Approximate number of people living close
ANYKSCIAI REGION		
Alaušas lake	293	407
Jara river	133	1002
River Šventoji	280	1732
Rubikių lake	21	210
Rubikių lake	460	1114
UTENA REGION		
Alaušas and Lankos lakes	228	407
Alaušas lake	573	1483
Ilgis and Klykiai lakes	88	581
Juodlankiai lake	58	407
Katlėriai and Šeduikiai lakes	51	581
Klykiai lake	83	581
Lakajai lake	191	389
Luknas lake	36	407
Paštys lake	407	1483
Tauragnas lake	59	602
Utenos tvenkinys	67	581
MOLETAI REGION		
Aisetas lake	67	223

Lake or River	Approximate number of people using the lake	Approximate number of people living close
Alaušai lake	27	470
Alaušai and Piršenas lakes	470	470
Asveja lake	36	239
Bebrusų lake	50	324
Gavis lake	25	232
Kiementas lake	48	778
Kirneilio lake	17	1850
Labanoras lake	23	494
Lukštas lake	33	2608
Luokesu lake	157	1850
Stirnė river and Baltųjų Lakajų lake	19	232
Stirnė river and Stirniai lake	32	232
Virinta river	45	494
SVENCIONYS REGION		
Aukštaitijos nacionalinis parkas	69	282
Kiauno lake and river	12	282
Labanoras lake and Žeimenas river	23	75
Luknė and Juodynėlis rivers	7	282
IGNALINA REGION		
Alksnas lake	108	834
Aukštaitijos nacionalinis parkas	150	212
Ažvintis lake	69	212
Gulbinio lake	147	528
Kiauno lake	20	212
Lūšių lake	8	212
Lūšykščio lake	150	212
Pakalas lake	15	212
Šakarva lake	17	212
Samanio lake	117	1834
Srovinaitis lake	69	212
Srovintis lake	67	204
Ūsių lake	12	212
Vėlys lake and Kėkštupis river	205	1834
Žaliasis lake	334	687
Žiezdris lake	15	212
Žiežulinis lake	68	528
Žilmas Lake	92	383
ZARASAI REGION		
Antalieptės marios	343	2367
Asavėlis lake	29	604
Čičirys lake	26	304
Dūkštas lake	10	604
Kumpuolis lake	19	604
Ligajai lake	6	604

Lake or River	Approximate number of people using the lake	Approximate number of people living close
Luodis lake	604	604
Petrošiškis lake	126	403
Plavio lake	44	848
Sartai lake	238	848
Suviekijs lake	15	304
Šventoji river	13	604
Uosintas lake	248	681
Vasaknas lake	52	848
Vencavas lake	27	324

Separately were analyzed recreational facilities in biosphere reserve and state nature parks.

Out of 102 accommodation providers in the region 41 have well developed tourism infrastructure as they can provide accommodation on winter time, some of them are capable to serve handicapped people, and can offer many activities that could keep tourist busy any time of the season. Besides, most of the 41 service providers are modern. They have own website, provides ability for wireless network, and are able to provide catering services for a conference or party. The improvements are needed still, because majority of recreational service providers are not able to work on cold season period or serve invalid people.

The outside improvements are needed as well, and they are:

- Expansion of recreation and wellness infrastructure (beaches, camps and resort areas, housing parks, preventive agencies, wellness and leisure centres, hygiene facilities, and other), docks, water, pedestrian and other tracks, sport wayward and clubs, stadiums, swimming pools and other.),
- Renovation, restoration and practice usage for tourism infrastructure of juridical public heritage property (conference, exposition and handicraft information, for culture and leisure centres, and for similar activities),
- Expositions' and similar nature infrastructure,
- Implementation of tourism informational stands,
- Development of tourism informational systems' data base and technical capacities,
- Administrative tourism marketing tools (touring publication, video-information, organization and participation in exhibitions, business missions, promotion campaigns and other similar activity as tourism products' market research and accounting).

Latgale

140 tourism providers have been analyzed in Latgale region. They are located near or directly next to 63 lake and 10 river and activities concerning water use makes quite significant part of the services.

There are 86 holiday houses (guest houses), 17 farm-holiday houses, 10 recreational centers (complexes), 7 hostels, 6 recreational sites on lake with ground for tents, sport ground, shore, 6 camping sites, 5 saunas, 1 tent site, and 1 hotel. One fifth tourism providers ensure more than half of beds.

Table No.3. Tourism providers with beds

Beds	Proportion from all tourism providers	Proportion from all beds in the region
1 - 5	13%	3%
6 -20	56%	28%
21 – 30	11%	14%

31 – 50	8%	15%
51 and more	12%	41%

Service providers' offer is quite traditional: holiday houses, saunas, banquets, tent sites, sport grounds, rent of boats. The differences are in the quality of service. Some of the tourism offer could be marked as different:

- Fishing championships (Božki on Istra Lake, Ludza district);
- Horse riding routes (Untumi, Klajumi, Eglaine, Zirga smaids, Murāni, Božki, Akmeņi);
- Farms of culinary heritage;
- Water-bicycle (18 providers);
- Motorboat, water-bike, water skis, surfboard (Dzerkaļi, Zirga smaids, Līdaciņas, EKO Punkts, Stropu ezers, Papeles, Ezerkrasti);
- Rents of boat equipment and trips (Ezersētas, Arkādija, Lejasmalas, Piedrūja).

2.2.3. Estimation of revenues

Estimation of revenue from accommodation and from other services has been done based on 140 in Latgale and 107 tourism providers in Rytu Aukštaitija. Seasonality and services offered by the tourism operator as well as location of the service object was taken in account as factors which impact revenues.

In Latgale, maximum revenue was estimated for each tourism service provider for categories of accommodation (based on number of beds and price of accommodation), sauna, catering, celebrations, conferences/seminars and camp sites. Then maximum revenue was calculated for each lake and approximation percentage for each of the services was applied to establish 'normal' scenario*. This provided estimation of 'normal' revenue for each main type of service.

In Rytu Aukštaitija such wide data was not available; therefore all services were separated into accommodation and other services. At first, total number of beds and total number of other services (as boat rent, horse riding etc.) has been summarised. Then, maximum revenues have been calculated. After that, based on the interviews with service providers and Tourism information centres, approximate fill rate has been defined for each kind of service to get to the "real revenues". The rate has been chosen depending on such factors as demand for the service, location (distance from Vilnius, Utena, 25 and 50 km from towns), accessibility (how qualitative are roads), do the service provider offer additional, specific services, do services are on market winter time.

As a rule, tourism businesses are nearly fully booked during summer seasons, offering services such as accommodation, sauna, catering for celebrations, corporate summer games. Clearly water-related activities are on offer, although do not form substantial share of the revenue. In off-season, some businesses are active offering catering for celebrations and sauna services, whereas accommodation is not much demanded.

The service providers could be characterized as:

- Services are traditional, quite monotone;
- Recreational complex are developing only last years;
- Big proportion of small tourism providers and just some big enterprises;

* For example, for accommodation 'normal scenario' is 80% fill rate for the three summer months, 40% fill rate on spring and autumn weekends, as well as 20% fill rate on winter weekends, resulting in a 'normal' scenario revenue ratio, which is 33% of maximum annual revenue

- Almost full in summers; low demand in seasons with cold weather

To increase revenues from tourism main suggestions are related to the following improvements:

- Increasing capacity of tourism providers;
- Diversifying of the services, tourism offer;
- Offering more out-seasonal services, products;
- Attraction of new target groups.

One aim of the study is to determine out what kind of effects infrastructure investments would have had on the tourism development in the Latgale and Rytu Aukštaitija lake region. The data on lake infrastructure has been updated for the 100 lakes in Latgale.

2.2.4. The selection of 200 watercourses

Main groups of criteria for selecting lakes in Rytu Aukštaitija region:

- Ecological purity;
- Working service providers which offer is linked to the water and variety of services; service potential (revenue from services)
- Presence of tourism infrastructure, accessibility;
- Abundance of fish;
- Attractiveness of environs,
- Sensitivity, anthropogenic load (popularity of lakes).

Ecological purity of the waters in Rytu aukštaitija region

All the waters of lakes and rivers in the region are clean enough for the recreation activities. Otherwise, in the process of planning of the water based tourism infrastructure development must be precisely measured with the environment protection expertise on the topic of the level of hazardousness of the recreational activities growing onto "risky waters" identified by Environmental Agency of Lithuania.

All the lakes and rivers of the region meet the requirements of this criteria.

Service potential

Destinations of the latter type are structurally compact wholes, limited, intimate spaces which can be walked around and whose marketing is easily targeted. In addition to that, the tourist activities can be concentrated into a small and easily accessible spot (resort destination), which makes for an easy development and marketing concept. Such an LD can be considered as a single attraction archetype occupying a small geographical area.

At the other end of the scale, a large lake complex with a different origin and distributed structure is more difficult to manage functionally and it may be harder to find an equally personalized marketing image for it than for a single lake destination.

The modern traveller is above all motivated by the activities offered by a destination. Clean water and tranquillity are not sufficient to attract visitors to an LD. The lake environment is fundamental for leisure activities. Apart from accommodation services, the activities offered have a central position when the tourist is making comparisons between different LDs. So, the factor of the existing or forecasted capacities to provide services on winter and summer activities in the various places dependent on the water element, "non-water" activities and cultural activities, theme tourism (study tours, congress and incentive tours) as well as accommodation services is still very important. By this criteria the following lakes and rivers are in the exclusive position: Svetoji River, lakes Alausas (AN), Rubikiai, Alausas (UT), Aisetas, Lakajai Baltieji, Bebrusu, Grabuosto, Siekstis (Zaliasis), Sartai, Vasakno and Antalieptes pond.

Presence of tourism infrastructure, accessibility

In several places of Rytū Aukštaitija region tourism infrastructure represents bundles of services, which are important for regional development, but are not provided sufficiently, or not at all, by the private sector, due to the high degree of publicness. Tourism-related infrastructure comprises means of access paths, is spread all over the region waters and there are no places that could be named as hardly accessible. As for recreation facilities such as marinas and water trails etc. are too fragmentary in regional dimension, and existing infrastructure overwhelmingly desuetude, so the deficiency of it is relevant for whole the region. By these criteria all the lakes and rivers of the region are accessible and needs of modern public infrastructure evenly. Exceptional water tourism and recreational infrastructure is created on the lakes Laukesa, Siekstis (Zaliasis), Lusiū, Baltieji Lakajai, Alausas (UT), Zarasas, Grabuostas;

The relevant aspect for this selection criterion is the factor of the city/town on the banks of the lakes or rivers. The cities and towns are specifically advantage places to develop complex services. By this criterion the following lakes and rivers are in exclusive position: Sventoji River, Zeimena River, lakes Druksiai, Tauragnas, Zarasas, Baltas, Sartai, Alausas(UT), Alausai (MOL), Asveja, Arinas, Luodis, Aviliai, Indrajai, Gavys.

Abundance of fish

No one lake and river of Rytū Aukštaitija is exceptional in the meaning of abundance of fish. Nevertheless, the recreational fishing game is still one of the regions' water-based tourism potential and still remains the niche in the market. This issue is especially topical to the river Zeimena, where still exists significant population of valuable species of fishes.

Attractiveness of environs

Conservation areas give many European LDs their distinctive character and add to their touristy attraction. National parks and nature Reserves should be put into effective use in marketing. Lake Destinations in themselves are valuable nature destinations, but their quality of "scarce resource" multiplies their touristy value and in a sense makes them special tourism destinations.

Sensitivity

During the selection of the Lake Destinations extremely precise attention should be paid to the factors of the depth of the waters and especially to the parameters of the small brooks, which in turn has a bearing on the development of boat traffic or the sensitivity of the ecosystem of the lake/brook to external influences. For these reasons the selection of the lakes appointed for the regular and presumptively massive tourism development must be started from largest by the water surface area and depth.

According to above listed criteria the most perspective lakes and rivers of Rytū Aukštaitija region are following:

Reg no	Lake name	Municipality	Infrastruct advant	Surface area (he)	Proximity city	Services
19-34	Alausas	AN	<input type="checkbox"/>	50		<input type="checkbox"/>
30-41	Musejus	AN		91		
19-33	Svedasas	AN		124		
30-50	Neveza	AN		156		
39373	Viesintas	AN		198		
39281	Suosa	AN		209		
30-30	Rubikiai	AN	<input type="checkbox"/>	940		<input type="checkbox"/>
31-167	Siekstis	IGN	<input type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>
44-1	sakarvai	IGN		77		

Reg no	Lake name	Municipality	Infrastruct advant	Surface area (he)	Proximity city	Services
31-186	Alksnaitis	IGN		84		
32-173	Parsvetas	IGN		87		
32-180	Zilmas	IGN		95		
31-168	Almajas	IGN		105		
32-184	Sagardas	IGN		114		
44-11	Gavys	IGN		124	□	
31-164	Pakasas	IGN		147		
32-178	Alksnas	IGN		176		
31-184	Ukojas	IGN		190		
16469	Erzvetas	IGN		206		
32-195	Ruzas	IGN		219		
32-160	Visaginas	IGN		220		
43-60	Usiai	IGN		257		
32-90	Asalnai	IGN		264		
32-183	Azvintis	IGN		264		
33-13	Prutas	IGN		266		
32-91	Lusiai	IGN	□	391		
12389	Apvardai	IGN		425		
32-79	Baluosas	IGN		426		
32-46	Dukstas	IGN		520		
32-190	Dysnykstis	IGN		558		
32-97	Dringis	IGN		713		
32-189	Dysnai	IGN		2401		
42-77	Grabuostas	MOL	□	47		□
43-296	Spenglas	MOL		85		
42-108	Ilgis	MOL		86		
42-88	Kiementas	MOL		99		
43-86	Alnis	MOL		101		
30-67	Vastapas	MOL		102		
43-19	Malkestas	MOL		103		
42-52	Luokesai	MOL		104		
43-1	zelva	MOL		143		
42-24	Makys	MOL		169		
43-276	zvernas	MOL		175		
43-36	Aisetas	MOL		248		□
42-7	Alausai	MOL		262	□	
43-249	Pravalas	MOL		262		
42-32	Duriai	MOL		274		
42-23	Virintai	MOL		281		
43-41	Galuonis	MOL		298		
43-215	Isnarai	MOL		308		
42-71	Bebrusai	MOL		367		□

Reg no	Lake name	Municipality	Infrastruct advant	Surface area (he)	Proximity city	Services
43-174	Lakajai Juodieji	MOL		387		
43-294	Arinas	MOL		392	<input type="checkbox"/>	
42-57	Siesartis	MOL		504		
42-109	Asveja	MOL		541	<input type="checkbox"/>	
43-173	Kertuojai	MOL		545		
43-214	Galuonai	MOL		587		
43-118	Lakajai Baltieji	MOL	<input type="checkbox"/>	700		<input type="checkbox"/>
43-71	Stirniai	MOL		855		
43-283	Nikajis	SVE		92		
45-15	Lazdiniu	SVE		132		
43-136	Rasia	SVE		182		
43-143	Persoksnai	SVE		207		
44-26	Vajuonis	SVE		231		
43-278	Baluosas	SVE		245		
44-2	zeimenys	SVE		463		
44-25	Kretuonas	SVE		861		
32-64	Utenykstis	UT		84		
30-54	Vidinkstas	UT		114		
31-150	Utenas	UT		200		
31-29	Indrajai	UT		299	<input type="checkbox"/>	
31-140	Tauragnas	UT		504		
31-24	Alausas	UT	<input type="checkbox"/>	1071	<input type="checkbox"/>	<input type="checkbox"/>
31-17	Baltas	ZAR	<input type="checkbox"/>	18	<input type="checkbox"/>	
21-75	Ilgis	ZAR		72		
20-159	Vasaknas	ZAR		74		<input type="checkbox"/>
21-52	Laukasas	ZAR	<input type="checkbox"/>	84		
21-16	Ilgis	ZAR		89		
32-121	Smalvykstis	ZAR		95		
20-87	Duburys	ZAR		99		
21-2	Suvieko	ZAR		107		
21-7	Lukstas	ZAR		109		
32-31	Ligajai	ZAR		136		
20-78	Zaduojys	ZAR		137		
21-42	Auslas	ZAR		151		
32-22	Asavas	ZAR		199		
20-76	Sartai	ZAR		215	<input type="checkbox"/>	<input type="checkbox"/>
20-146	Vencavas	ZAR		226		
21-49	Zarasas	ZAR	<input type="checkbox"/>	323	<input type="checkbox"/>	
32-147	Smalvas	ZAR		336		
32-45	Sventas	ZAR		426		
32-21	Samavas	ZAR		545		

Reg no	Lake name	Municipality	Infrastruct advant	Surface area (he)	Proximity city	Services
21-11	cicirys	ZAR		689		
21-41	Avilys	ZAR		1224	<input type="checkbox"/>	
32-42	Luodis	ZAR		1288	<input type="checkbox"/>	
33-7	Druksiai	ZAR		3200	<input type="checkbox"/>	
	Antalieptes p	ZAR		1572		<input type="checkbox"/>
	Sventoji R		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
	Zeimena R		<input type="checkbox"/>		<input type="checkbox"/>	

For Latvia side the criteria used for the selecting 100 lakes and rivers, were quite similar to the Lithuanian side methodology. It differs by specific data, summarised by environmental institutions. The missing fragmental tourism data were complemented in the interviews and municipalities questionnaire.

Main groups of criteria for selecting lakes in Latgale region:

Main criteria of selecting 100 lakes in Latgale region

- Area of water surface and bank length (km);
- Ecological purity;
- Working service providers which offer is linked to the water and variety of services; service potential (revenue from services)
- Presence of tourism infrastructure, accessibility;
- Planned management activities from nature protection plans, if lake or river is situated into the NATURA sight;
- Allowed activities, according to municipal territorial plans;
- Abundance of fish or fishbaskets and dragnets limits and signed contracts about fishing rights;
- Planned building or planned land transforming activities around the lakes and rivers
- Attractiveness of environs,
- Sensitivity, anthropogenic load (popularity of lakes).

Name of lake	Municipality	Area, ha	Special regime
Baltis lake (Belos lake) (part of lake in Latvia)	Robežnieku municipality	35.3	
Baltezers	Vaboles municipality	48.5	
Balvu lake	Kubuļu municipality	167.9	
Beļānu lake (Baltis lake)	Skrudalienas municipality	55.4	
Bicānu lake	Rušonas municipality	149.4	Nature reserve, public
Biržgaļi lake (Biržkalnu lake. Kapiņu lake)	Aglonas municipality	272.2	
Brīgenes lake	Demenes municipality	136.4	
Cērmenes lake (Cārmaņa lake)	Aulejas municipality	221.8	Nature park, public
Černostes lake	Maltas municipality	213.3	
Ciriša lake	Aglonas municipality	630.6	
Cirma lake	Cirmas municipality	1261.2	public, rented
Čornojes lake (Latvijas daļa)	Brīgu municipality	7.4	
Dagdas lake	Asūnes municipality	484.1	
Deguma lake (Pelēčāres lake)	Rudzātu municipality	59.0	
Demenes lake	Demenes municipality	30.2	
Dolgojes lake (part of lake in Latvia)	Indras municipality	15.0	

Name of lake	Municipality	Area, ha	Special regime
Dīdža lake	Kombuļu municipality.	753.2	public, Nature park
Dzīlezers	Istras municipality	150.9	
Dzīlūta lake	Stoļerovas municipality	33.1	
Ežezers (Ješa lake)	Ezernieku municipality	987.9	National park of Razna, public
Feimaņu lake (partly in Preiļi district)	Feimaņu municipality	625.7	
Feimaņu lake (partly in Rēzekne district.)	Gailīšu municipality. Rušonas municipality	625.7	
Galiņu lake (part of lake in Latvia)	Šēderes municipality	20.0	public, protected landscape area
Idzīpoles lake (partly in Ludza district)	Kaunatas municipality	48.0	National park, public
Idzīpoles lake (partly in Rēzekne district.)	Pildas municipality	48.0	
Ismeru-Žogotu lake	Čornajas municipality	147.0	
Istras lake	Istras municipality	155.3	Public, nature reserve
Jersikas lake	Jersikas municipality	41.0	
Kairīšu lake	Svariņu municipality	31.7	
Kamenkas lake	Salienas municipality	11.0	
Kāša lake (Koša lake)	Līksnas municipality	59.2	
Kaunatas lake	Kaunatas municipality	54.5	
Kurcuma lake	Medumu municipality	12.1	public, protected landscape area
Kurjanovas lake	Līdumnieku municipality	127.8	public, nature park
Laucesas lake (Smelīnes lake)	Medumu municipality	94.8	public, protected landscape area
Laudera lake	Lauderu municipality	55.3	
Lielais Gusena lake	Robežnieku municipality	120.5	
Lielais Kalupes lake (Salenieku lake)	Kalupes municipality	175.0	
Lielais Kalupes lake (Salenieku lake)	Rožkalnu municipality	175.0	
Lielais Kumpinišķu lake (Latvijas daļa)	Medumu municipality	44.1	public, protected landscape area
Lielais Kumpoša lake (Latvijas daļa)	Medumu municipality	7.4	public, protected landscape area
Lielais Ludzas lake	Zvirgzdenes municipality	846.4	public, rented
Lielais Stropu lake	Daugavpils	417.9	
Lielais Subates lake	Subate town with rural area	51.0	
Lubāna lake (partly in Madona district)	Nagļu municipality. Gaigalavas municipality	8210.0	
Luknas lake	Višķu municipality	409.0	
Maksimovas lake (part in Latvia)	Indras municipality	16.1	
Marijas lake	Šēderes municipality	19.3	
Matejka lake	Robežnieku municipality	9.9	
Mazais Kalupes lake (Keišu lake)	Kalupes municipality	110.0	
Mazais Kumpinišķu lake	Medumu municipality	3.6	public, protected landscape area
Mazais Ludzas lake	Ludza	36.5	
Mazais Subates lake	Subates pils.	22.0	

Name of lake	Municipality	Area, ha	Special regime
Medvedka lake (Lāču lake)	Robežnieku municipality	8.4	
Meirānu lake	Bērzgales municipality	114.7	
Melnais lake (Čornojes lake)	Robežnieku municipality	8.0	
Nauļānu lake	Robežnieku municipality	55.9	Fishing rights belong to the state, public
Nāzaru lake (Malcānu lake)	Bērziņu municipality	12.5	
Nirzas lake (Nierzas lake)	Nirzas municipality	551.6	public, rented
Nūmērnes lake	Salnavas municipality	73.8	Public, nature park
Osvas lake	Bērziņu municipality	51.8	
Pelēča lake	Aizkalnes municipality	82.0	
Pērkonu lake	Kubuļu municipality	229.7	
Pildas lake	Nukšas municipality	294.6	Public, nature reserve
Pīteļa lake (part in Latvia)	Līdumnieku municipality	138.5	Public, nature reserve
Plisūna lake (Plusons. Dunduru lake)	Istras municipality	480.0	
Pušas lake	Pušas municipality	241.4	
Rāznas lake (Rēznas lake)	Kaunatas municipality.	5756.4	National park, public, rented
Rēzeknes lake	Rēzekne	22.0	
Riču lake (part in Latvia)	Līdumnieku municipality	587.7	Public, nature park
Robežas lake (part in Latvia)	Medumu municipality	12.0	public, protected landscape area
Rušona lake (Cīruļu lake)	Kastuļinas municipality	2373.0	Public, nature reserve
Rušona lake (Cīruļu lake)	Rušonas municipality	2373.0	Public, nature reserve
Rušona lake (Cīruļu lake)	Feimaņu municipality	2373.0	
Salāja lake (Lakstīgalu lake. Solovju lake)	Mākoņkalna municipality	174.7	National park, public
Samaņkas lake (part in Latvia)	Medumu municipality	18.0	public, protected landscape area
Šarlotes lake	Šēderes municipality	27.2	
Sasaļu lake	Sventes municipality	27.4	Public, nature reserve
Šešku lake	Pasienes municipality	38.7	Public, nature reserve
Sila lake	Skrudalienas municipality	262.0	Public, nature park
Sitas lake (part in Latvia)	Skrudalienas municipality	43.1	Fishing rights belong to the state, public, nature park
Sīvera lake	Aulejas municipality. Skaistas municipality	1759.0	
Skirnas lake (part in Latvia)	Demenes municipality	31.8	
Šķirnates lake (Kimbarcišķu lake)	Demenes municipality	10.0	
Šņezers	Daugavpils	74.8	
Sventes lake	Sventes municipality	734.8	
Svētaunes lake (Jorzavas lake)	Baltinavas municipality	36.0	
Tiskādu lake (Ciskada lake)	Silmalas municipality	179.5	Public, rented
Viljakas lake	Viljaka	137.6	

Name of lake	Municipality	Area, ha	Special regime
Viraudas lake	Lendžu municipality	95.4	
Virtūkšņa lake (Vertūkšņas lake)	Lūznavas municipality	52.8	
Višķu lake	Višķu municipality	360.1	
Žabinka lake	Robežnieku municipality	3.4	
Zīlezers (part in Latvia)	Līdumnieku municipality	57.0	
Zosnas lake	Lūznavas municipality	156.5	National park, public
Zvirgzdenes lake	Zvirgzdenes municipality	134.2	Public, nature reserve

The lakes and recreational places, as well other thematic information, for example, areas with restrictions to economic use (nature protection areas), have been mapped in a scale of 1:200 000. The maps are available in paper and electronic format. There is following thematic geospatial information about Latgale region on maps prepared:

- River basins;
- Nature protection territories (Natura areas);
- Service providers and revenue from services;
- Swimming places;
- Public waters;
- Accommodation capacity (beds), price of accommodation.

Spatial information could be used in mixed way to analyze in cross cut.

2.2.5. The Concept of lakes and rivers use

It has been clarified between project partners and experts that Concept's approach will be the following:

- The Concept will create the framework for the tourism and recreation development based on lakes and rivers' resources for next seven years (2008-2013);
- The Concepts' objectives and tasks for tourism development has to be integrated in common development framework for Latgale and Rytu Aukštaitija regions;
- The Concept will enlighten 60 prior lakes and rivers, where investments has to be focused. The lakes and rivers could be grouped by administrative areas, by hydrological systems, linked with other projects and investments.
- The overall objective of the Concept is to support investments in those lakes and rivers where they will be accomplished by services and will benefit.
- The Concept has to show support for important business development, not for daily maintaining measures or weak business cases;
- The Concept has to show support for unique business ideas.

The situation has been analyzed in Latgale and Rytu Aukštaitija regions; and at this stage of the study two parts of the Concept has been prepared – for each region. To facilitate the process of discussions with project partners, Rytu Aukštaitija part was sent to Ignalina Nuclear Power Plant RDA and to Euroregion "Country of Lakes" Lithuanian office and Latgale part – to Latgale region development Agency and partners: Latvian Tourism Development Agency. After the vision seminars the Concept will be adjusted in one document.

Both parts of the Concept draft is attached in the [Appendix No.1](#) and [Appendix No.2](#)

2.2.6. Investment impact planning and creation of investment plan

As the 60 lakes are going to be selected on the next report period, investment plan and impact from planned infrastructure is going to be done later.

3. CONCLUSIONS

Main conclusions about the reporting period are:

- The database of 2000 lakes provides not only environmental and services providers information; it gives an insight which lakes are more exploited, which less, and what are main factors influencing water use in the tourism.
- The selection of the 200 lakes for investments clearly showed (and the Vision seminar in Daugavpils confirmed it) that investments have to be focused. Therefore it is decided to select 60 lakes for investments, and distinguish those which would be included in the first round of investments (project proposal)
- There has to be done field work to research current infrastructure in lakes and rivers. It will help to estimate impact on revenues from planned infrastructure. Therefore for next report period field work maps with field research routes have been prepared.
- Estimation of service providers showed that service providers take just one third of maximum revenue in average. There are recommendations to improve the revenue level, and this create justification for infrastructure improvements as well.

4. PLANNED ACTIVITIES FOR NEXT PROJECT PERIOD

Planned activities for the next project period are:

- Summarize the results from vision seminars;
- Seminar and discussion on investment impact with stakeholders;
- Finalizing of common concept for development of rivers and lakes;
- Field research in 200 lakes to find out current infrastructure, accessibility;
- Based on field research selecting 60 lakes which could be included in the investment plan;
- In collaboration with stakeholders defining those lakes which could be included in the first round of investment (project proposal).

Appendix No.1

Development of lakes and rivers in the field of tourism and recreation for the coming 7 years between 2007 and 2013. Rytu Aukštaitija

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Tourism development background in Rytu Aukštaitija region

Nature and water-based tourism is one of the most important sectors of the Lithuanian tourism industry. **The Lithuanian government has set high-priority position in the National Tourism Development Strategy.** Regional policy in Lithuania promotes the development of different parts of the country. Tourism has been seen as one of industries through which the economic performance of peripheral areas can be influenced. In peripheral areas and particularly in Rytu Aukštaitija nature-based tourism is usually the most important tourism sector. The territory of Rytu Aukštaitija region covers 5760 sq. kilometres, and this is 8,8 % of whole Lithuania territory. **There are 1578000 of inhabitants in this particular region - 4,5 % of the whole population of the country.** From the tourism point of view the region is unique with its natural resources, but still not developed to influence local and inbound tourism market.

There are network of the Tourism Information Centres acting in each municipality of the region and the Tourism Centre in the Aukštaitija National Park, and that is quite positive and effective in sustainable tourism development process in the region.

In 1998 the Utena regional tourism development programme was set up. EU Commission approved the Utena region development plan for 2000-2002 that foresee strategic priority for the small and medium tourism enterprise development. The special funds were issued to support investment projects for the small scale tourism businesses of the region. In 2001 region was involved into the PHARE project "Preparation of the tourism strategy and the preparation of tourism pilot projects in Utena region". Five tourism development projects were granted. In 2001 the region was involved in the PHARE project to develop of four Camping sites on the lakes of the region. The region is also involved in continual projects of Culinary Heritage. Regional policy in Lithuania aims at balanced regional development throughout the country. Together the national regional policy and the European Union regional policy form a whole which promotes the development of different parts of the country. For this purpose, Lithuania has adopted a National Tourism Development Programme-based regional policy, which is carried out through development projects. The water-based tourism development initiatives in different EU-funded development projects supposed to be conductor to the economical, social and environment friendly effects, benefits and relevance. In fact, evaluation of tourism development projects performance should be researched in Lithuania critically.

The Lithuanian National tourism policy defines sustainable rural tourism as any form of tourism development or activity which respects the environment, ensures long-term conservation of natural and cultural resources, and is socially and economically acceptable and equitable. In the rural context of Latgale and Rytu Aukštaitija region tourism companies are small or very small and usually lack the resources (e.g. time, labour, money, knowledge) for engaging in a strategic planning process or concentrating on long term visions. Thus the role of the public and private sectors in tourism development is important. The basic precondition of the concept is that in order to

achieve the objectives set to nature and water-based tourism development in Latgale and Rytu Aukštaitija region, investments made in infrastructure and in destination development processes have to be utilized by small tourism businesses.

As tourism has become increasingly viewed as an effective means of addressing socio-economic challenges facing Rytu Aukštaitija region, sustainability – both optimizing the developmental benefits of tourism and satisfying the needs of tourists within environmental parameters – has become a dominant principle and objective.

Definitions of “water-based tourism”

The term “water-based tourism” or “water tourism” in this paper defines three sectors of recreational activities:

- Travelling by water;
- Recreation and sports on water;
- Recreational fishing;

The concept of water tourism development in this paper focuses on problems of water-related tourism development in Latgale and Rytu Aukštaitija region combining the conceptual definitions of ecotourism, and the process of implementing sustainability in practice in rural tourism. The aim is a planning and promotion of regional water tourism as ecotourism - commonly thought to be tourism related to nature and natural environments based on “green thinking”, respect for nature, and conservation of the environment. On the other hand, for a rural tourism business in the region to remain viable, a destination and its ecological, economic and social sustainability must meet the demands of a customer (e.g. providing a unique experience, images etc.). The concept treats tourism business as based on private sector activities and foresees the involvement of the public sector as normally limited to advertising, marketing, public infrastructure, provision of financial and technical assistance, resource enhancement and protection.

So, the water tourism in the concept is treated as inevitably ecological tourism. The water tourism is non-disembodied from regional natural resources, ecological purity, and environmental desirability. As the water tourism is based on not habitual setting of humans –water, so, recreation on the water requires more infrastructural installations as well as presence of special equipment.

Balanced usage of environmental resources and implementation of sustainable tourism

There are two consequences of the use of certain environmental resources for tourism:

- The quantity of available resources diminishes and sets limits to further tourism development of the researched area. Physically and/or economically non-augmentative resources (e.g. beaches, sites of natural interest) become limiting factors in this respect.
- The quality of resources deteriorates with negative effects on tourism. To avoid these negative impacts, it is imperative to plan tourism in such a way that the tourism-environment relationship occupies a central position in providing guidelines and determining the limits to growth and development of the activities involved.

One of the basic challenges in implementation of sustainable tourism is the issue of control. The concept foresees it as the local, community approach, which seeks to optimize the benefits of tourism to all stakeholders.

In order to attract tourists, a lake tourism destination must have suitable infrastructure, i.e. water trails and other tourist-related services, which support the use of lakes for touristy purposes. Infrastructure also enhances the development opportunities of tourism businesses. Thus, infrastructure is a central factor in terms of both destination development and development of small tourism enterprises.

Infrastructure represents bundles of services, which are important for regional development, but are not provided sufficiently, or not at all, by the private sector, due to the high degree of publicness. Because of that, most infrastructure provision is determined by local government authorities. Broadly defined, (tourism-related) infrastructure comprises means of:

- Access;
- Maintenance of natural resources and construction of parts of the built environment;
- Provision of tourist and recreation facilities (such as marinas and water trails etc.);

- Provision of basic infrastructure (electricity, water, sewerage etc.).

Water tourism infrastructure as any other tourism infrastructure is primarily committed to public usage; otherwise it is not tourism infrastructure. Different is just ownership or operational issues. Otherwise the water tourism infrastructure could be categorised into two main sorts, like “Representative” infrastructure and “Special” infrastructure. “Representative” infrastructure is projected to create convenient and attractive settings in the area and in most of the cases is developed by the local government institutions, parks and public organisations. Most of the public beaches, panorama-sites, public parking-lots, public lounge-lots and tourism information infrastructure should be defined as “Representative” water tourism public infrastructure. This sort of public infrastructure should be considered as “Economic Overhead Capital” or “Social Overhead Capital”. **This means that “Representative” public infrastructure can be seen as part of the production milieu, which affects the production possibilities and the efficiency of firms and Latgale & Rytu Aukštaitija regions. It is the role of the public sector to ensure that the infrastructure supports the competitiveness of the tourism industry.**

Another sort – “Special” public water tourism infrastructure encompass all kinds of marines, piers, floating bridges, jetties, slipways, boathouses, boatyards, berths, etc. This kind of public infrastructure is mainly oriented to the various ranges of specific recreational activities on the water and prerequisite the direct services for tourism and appearance of products on the market. Accordingly, infrastructure investments should be allocated in such a way that they can be utilized both in product development of small tourism enterprises and in destination development process. Destination development process is about combining the services offered by the local tourism businesses with other attractions in the area into attractive overall tourism products.

The major problem of the Rytu Aukštaitija region tourism marketing is the lack of saleable products, is impacted by the lack of the “Special” infrastructure. However, from the tourist’s point of view the holiday is one integrated experience, an overall tourism product. If left mainly on tourist’s responsibility to perceive the overall concept of the holiday, it can be hard to get the potential tourists interested in destination. The utilization, i.e. commercialization to products, of nature tourism infrastructure and recreation services should become one of the main objectives of regional tourism policy when nature tourism is concerned.

Where natural resources are developed for water tourism use, for example through the construction of water tourism trails etc., there is (or should be) also a continuing role for the public sector to cooperate with the private sector. Cooperation is needed especially when geographically dispersed tourism services, like in the Latgale and Rytu Aukštaitija lake region, are tried to be combined as overall tourism products.

One aim of this concept study is to determine out what kind of effects infrastructure investments have had on the tourism development in the Latgale and Rytu Aukštaitija lake region. As has been stated above, the infrastructure of a tourist destination is assumed to be important for success of both tourism enterprises and destinations. Nevertheless, the impact of infrastructure on the performance of small tourism businesses has not been studied empirically. The relationship between infrastructure and regional output was not researched as well. Thus, when examining the effects of investments on lake tourism infrastructure in the Latgale and Rytu Aukštaitija lake region, problems in data availability form a barrier to statistical analysis and quantitative research. In addition, the difficulty of distinguishing between changes induced by investments and those induced by other variables cannot be measured clearly. Also, the lack of information concerning conditions prior to the investment and, hence, the lack of a baseline against which change can be measured hinders statistical analysis. Therefore, this paper is based on a qualitative research method, namely on evaluation perspective.

Substantial natural resources of the region

Most exploited tourism waters

Main natural resources of Rytu Aukštaitija are forests and lakes. There more than 1000 lakes in the region and from the tourism point of view most known of them are these: Aisetas, Alausas, Baluosas, Bebrusai, Dysnai, Dringis, Druksiai, Dukstas, Indrajai, Kretuojai, Baltieji ir Juodieji Lakajai, Luodis, Rubikiai, Sartai, Utenas, Tauragnas. There are several artificial water ponds. Largest are Antalieptes mere (2000 ha) and Kavarsko pond (on Sventoji river). The biggest and only rivers that are suitable for regular and massive tourism in the region are Sventoji and Zeimena.

Parks

In the region there are Aukštaitijos National and Asvejos, Grazutes, Labanoro, Sartu and Sirvetos Regional Parks.

- Aukštaitija National Park (40 570 ha), recreational zone – 3,5%. There are 285 lakes within the ANP. The park was established to preserve and restore natural and cultural heritage of Aukštaitija ethnical region, as well as to organise a sustainable use of its resources, to spread environmental ideas and raise eco-awareness. Almost all area of the Aukštaitija National Park is included into the network NATURA 2000¹.
- Asvejos Regional Park (11500 ha), recreational zone - 9,9%. Protects the landscape, ecosystem and the heritage of the Asveja lake area.
- Grazutes Regional Park (29700 ha), recreational zone – 4,4%. Protects the landscape, ecosystem and the heritage of the upper reaches of Sventoji River.
- Labanoro Regional Park (52848 ha), recreational zone – 3,8%. Protects the landscape, ecosystem and the heritage of Rytu Aukštaitija region areas.
- Sartu Regional Park (4786 ha), recreational zone – 6,2%. Protects the unique landscape, ecosystem and the heritage of Sartu lake area.
- Sirvetos Regional Park (8735 ha), recreational zone – 1%. Protects the landscape, ecosystem and the heritage of Svencionys area.

Largest and most unique lakes of the region

The concentration of the separate and connected lakes in Rytu Aukštaitija composes the group of lakes. The largest lakes of the region are: Druksiai (44.8 km²) and Dysnai (24.2 km²), the longest lakes – Asveja (21.9 km), Aisetas (16 km), Sartai (14.4), the deepest lakes – Tauragnas (60.5 m), Asveja (50.2 m), Baltieji Lakajai (45 m). The largest number of islands is in the Avilys Lake (Zarasai district). The lake is of 1258 ha and has 31 islands. Quite unique is Baluoso Lake in Ignalina district. It has several islands and one of the islands has internal deep lake. Lake Zarasas is quite attractive for recreation and located right beside the Zarasai city. Antaliepte pond is the compound of 26 lakes with enormous number of lakes and unique configuration of lakeshore line. These are the lakes that are most popular among water tourists and all of them are most suitable for the regular and massive tourism development. They are large enough, attractive enough, and conveniently located to design combined water trails.

Rytu Aukštaitija water trails network

One of the most common types of water-based tourism public infrastructure is regional or trans-regional water trail network.

The most popular water trails in Rytu Aukštaitija region based not on the lakes but Zeimena river waters connected with the lakes. The Zeimena river-basin includes around 550 lakes. The deepest lake Tauragnu and the longest lake Asvejos are among them. The ability of lakes connected by the river, brooks and even close location allow designing enormous number of water trails, even up to 500 kilometres on the 60 lakes and the river Zeimena. If to prolong the trail down the following rivers Neris and Nemunas, the water trail can follow by to Vilnius, Kaunas up to the Baltic Sea. Most popular water trails still are related with Zeimena River:

Zeimena is almost only river in Lithuania that free of any natural or artificial obstructions for the water tourists. The river is among cleanest and clearest. The lakes that come into the popular water trails in the upper reaches of the river are Tauragnai (deepest in Lithuania) Pakasas, Ukojus, Alksnaitis, Alksna, Linkmenu, Aseko, Almajo, Srovinaitis, Baluosykstis, Baluosas. All these lakes are connected. In 1 kilometre distance from mentioned lakes

¹ NATURA 2000 is a network of protected areas in the European Union covering fragile and valuable natural habitats and species of particular importance for the conservation of biological diversity within the territory of EU

lays Dringis, Dringykstis, Lusu, Sakarva and Zeimenu lakes that are also connected. Here, from the lake Zeimenu the river Zeimena starts.

Another set of the lakes are regularly exploited as the tourist water trails are Utenis, Utenykstis and Baluosas that is connected by 8 kilometres of the brook Buka.

One more set of the lakes suitable for the regular water trails are Balcis, Prudas, Labakartis, Usiu, Ziezdrelis, Aisetas, Galuonis, Dumblis. From here the connection with Zeimena River by the brooks Aiseta and Kiauna is available.

Sventoji River is also among the most popular water trails in the Rytu Aukštaitija region. In the upper reaches of the river the water trails flows through Berzinis or Duksto lakes. The river flows through the villages Antalieptė, Dusetos, Uzpaliai, cities Anykščiai, Ukmerge, and meet Neris River. Sventoji River has 6 effluents, also known as the tourism water trails, but these few small brooks of Rytu Aukštaitija region hardly could be discussed as the destination for the regular and massive tourism just for ecological sensitivity reasons. There are some natural and artificial obstructions on the river, but nevertheless she's still very attractive for tourism and recreational reasons.

Preliminary findings show that the water trail network at Rytu Aukštaitija region is well-developed, but has not been fully utilized as far as tourism development is concerned. At the regional/destination level, the water trail network is utilized mainly as a part of the place marketing of municipalities and Aukštaitija National park. Marketing actions include regional promotion material, internet pages and maps of the Rytu Aukštaitija lake region.

By analysing the Internet pages of tourism enterprises, municipalities, and TIC's in the area, one cannot find many (overall tourism) products in which the water trail network would have been used as a development factor. Only few enterprises have utilized the network in developing their products and in marketing actions. They are mostly outfitters, which offer guided and individual trips to the surrounding lake area. In addition, few enterprises receive some revenues by renting canoes, rowing boats and related equipments. Thus, it can be concluded that Rytu Aukštaitija water trail network has been utilized in the tourism development only to a minor extent.

One reason for the underutilization is the location of the water trail network in relation to the location of tourism enterprises. Only some of existing enterprises in the region are located so that they are capable of utilising the water trail network easily in their business activities. In addition, the lack of active tourism enterprises was seen as a barrier. Furthermore, the area lacks a "gateway" through which tourists could have an easy access to the area and to enterprises.

Despite these problems, it is obvious that the water trail network has increased the number of individual tourists and visitors in the Rytu Aukštaitija region. From the tourism industry's point of view, this segment is problematic as it does not bring much economic gain to the area and its tourism businesses. In the water trail network development major attention should be paid to the effectiveness of the investment projects, which is the achievement of formal objectives. Effectiveness is connected to two major assumptions:

- 1) Investment in a water trail network can be seen as an input or development factor in tourism development;
- 2) The project and tourism policy objective can be achieved only if investments in infrastructure have been utilized in destination development process and in product development of small tourism businesses;

Accordingly, effectiveness refers mainly to new products and marketing actions, in which the water trail network could be used as a development factor. As a consequence, the other objectives of the projects can also be achieved. Also, in every particular case/project it is necessary to research and clarify out what type of investments are needed to improve the competitiveness of the tourism industry in the future.

It has to be also kept in mind that in this study the infrastructure investments have been examined from the tourism industry's point of view. Even though the financing of investments, for example water trails, has been justified through tourism development, they also serve local people. In addition, when investing in lake tourism infrastructure, the objectives of nature conservation have to taken into consideration.

Water tourists and their demands

There are no researches or statistics on the water tourist flows in Rytu Aukštaitija region.

Nevertheless it known that most popular types of the boats are baidars, kayaks (70%) and canoes (20%)². These are most convenient boats for short jaunts as well as for longer trips. Actually, these kinds of the boats do not require any special public water tourism infrastructure like slips, quays, except convenient access places from the coast. The water trails infrastructure for these kinds of boats requires the camping places and information signing.

Other available natatory vehicles on the region lakes are jet boats, water skies, motorboats, pedals, windsurfing boards. These should be treated as the short term recreational equipment. The exploitation of motor craft boats and jets is regulated by the State law and allowed only in midsummer starting from 1st of July.

There are several lakes in the region that are open for the natatory with motor craft boats (except jet boats): Ilgio (Ilgalina district), Parsvetas, Klykiu, Ilgio (Utena district), Druksiu, Laukeso, Vajuonio.

According to the issues of the research of 2003³ most of the visitors enjoying:

Swimming	68,3 %
Boating	48,8 %
Fishing	41 %

Other mentioned activities are trekking, mushroom and berries picking.

A water trail is a network of access points, resting places and attractions for users of water craft on lakes and rivers.

Recreational activities on the water trails are most significant in the whole region. A water trails are or should be a "schoolhouse without walls" which involves the recreational boater and general public in shore land preservation and stewardship programs. Water trails afford an opportunity for people to personally explore natural and cultural heritage from a distinctly unique perspective - "sitting on" the water. Approximate analysis of tourist flow on the Rytu Aukštaitija water trails shows that most popular trails are:

Aukštaitija NP lakes	41%
Zeimena River	35%
Sventoji River	18%

Actually these trails are naturally connected and in combination compose integral water trail network of the region. As for required infrastructure 59 % of interviewed water tourists of Rytu Aukštaitija region appreciated the infrastructural tourism conditions as *good*, 38% - as *medium* and 3% were *not satisfied*. Interviewed respondents noted that the simple camping sites are most required. 55% noted the primary necessity of *lodges* with well *equipped cottages*, and even 90% pointed the particular demand for *information infrastructure*.

Tourism services in Rytu Aukštaitija region

Out of 102 accommodation providers in the region 41 have well developed tourism infrastructure as they can provide accommodation on winter time, some of them are capable to serve handicapped people, and can offer many activities that could keep tourist busy any time of the season. Besides, most of the 41 service providers are modern. They have own website, provides ability for wireless network, and are able to provide catering services for a conference or party. The improvements are needed still, because majority of recreational service providers are not able to work on cold season period or serve invalid people.

The outside improvements are needed as well, and they are:

- Expansion of recreation and wellness infrastructure (beaches, camps and resort areas, housing parks, preventive agencies, wellness and leisure centres, hygiene facilities, and other), docks, water, pedestrian and other tracks, sport wayward and clubs, stadiums, swimming pools and other.),
- Renovation, restoration and practice usage for tourism infrastructure of juridical public heritage property (conference, exposition and handicraft information, for culture and leisure centres, and for similar activities),
- Expositions' and similar nature infrastructure,
- Implementation of tourism informational stands,
- Development of tourism informational systems' data base and technical capacities,

² Vilniaus Gedimino Technikos Universitetas. Rytų Lietuvos vandens turizmo plėtros galimybių studija. Vilnius 2003

³ Vilniaus Gedimino Technikos Universitetas. Rytų Lietuvos vandens turizmo plėtros galimybių studija. Vilnius 2003

- Administrative tourism marketing tools (touring publication, video-information, organization and participation in exhibitions, business missions, promotion campaigns and other similar activity as tourism products' market research and accounting).

Therefore in order to be successful in tourism sector it is very important to have well developed recreational infrastructure (roads, paths, beaches, hygiene zones, camping areas, parking lots), and also to provide qualitative and competitive services.

Tourism services providers in the districts of the Rytu Aukštaitija region.

	Anyksciai municipality	Utena municipality	Moletai municipality	Svencionys municipality	Ignalina municipality	Zarasai municipality
Total number of service providers	16	20	18	4	20	23
Accommodation capacity over 25 beds	6 (37,5%)	4 (20%)	7 (39%)	0 (0%)	1 (5%)	5 (22%)
Accommodation capacity over 15 beds	1 (6%)	6 (30%)	6 (33%)	3 (75%)	6 (30%)	8 (35%)
Accommodation capacity up to 15 beds	10 (62,5%)	11 (55%)	5 (28%)	1 (25%)	13 (65%)	10 (43%)
Other services more than 50% to comp with accommodation	4 (25%)	5 (25%)	0 (0%)	1 (25%)	1 (5%)	1 (4%)
Max revenue more than 1000 LTL	5 (31%)	7 (35%)	9 (50%)	2 (50%)	5 (25%)	4 (17%)

Service providers' concentration around lakes and rivers in the municipalities

There are several tourism services providers' concentrations around the lakes and rivers of the region. These services clusters are located on the lakes of Alausas (reg.no.19-34) and Rubikiai (reg.no.30-30) in Anyksciai municipality. In Utena municipality these are the lakes of Alausas (reg.no.31-24), Tauragnas (reg.no.31-140), Aisetas (reg.no.43-36), and Utena pond. In Moletai municipality – Baltieji Lakajai (reg.no.43-118) and Bebrusu lake (reg.no.42-71). In Zarasai municipality these are the lakes of Sartai (reg.no.20-76), Vasakno (reg.no.20-159) and Antalieptes pond. The service providers in Ignalina and Svencionys municipalities are spread all over the districts among enormous concentration of lakes and rivers. Most of them, acting within the territory of Aukštaitijos National Park. Among the rivers of the region the Svetoji River should be pointed as the river surrounded with the high number of the service providers.

Concept of “Lakes Destination” as the selected areas for the infrastructure development

“Destination” is one of the central concepts of tourism and tourism research in terms of the organization of tourism practice; i.e. destination planning, management and marketing. From the viewpoint of the tourist, a lake as a destination is a place with a definite location situated away from home, and having a number of services for the tourist. Before making a travel decision, the tourist has formed an image of the Lakes Destination (LD) when studying the promotional material of the destination. In the internal structure of tourism, the individual tourist is an element of the demand side of tourism. In principle, each LD only comes into existence after tourists, motivated by various factors; decide to travel to the destination, thus generating a demand for various services. A lake as a tourist destination is finally constituted only when tourists come to it from somewhere else. Before that, every LD is an unknown blue spot on the map, which is only significant as a piece of the physical environment and as a social and cultural dimension of the local community unconnected to tourism structures elsewhere.

To the inhabitants of a lake district, instead, a lake is a potential tourism development resource, a part of an administrative district with its own practices, and as the locus of tourism development. The development of tourism, then, is primarily the task of the local communities and population in the Lake District. A lake as a tourist destination is not necessarily a functionally compact regional whole with clear geographical limits. A single lake destination may have fairly obvious limits when it is surrounded by a compact cluster of tourism activities and services (destination as a resort), but a LD may also be part of a larger region (Lake District destination), inside which individual lake basins form separate local destinations with their own local structures. Within a lake district these individual LDs form a whole in terms of service structure in the activity space of tourism when they are united by, say, a regional marketing organization, TICs, a network of water tourism trails or cycle ways between lakes. Such a regional LD is often multilayered in its inner hierarchical structure with individual LDs overlapping and forming a mosaic of different destination sites, resorts and tourist areas. To a tourist in a lake district, the lake appears primarily as a functional whole in terms of transport and the use of services offered by the resort and only secondarily through its physical structure. For service providers and assemblers of tourism products a distributed LD is a development target more demanding than other resorts, calling for a high degree of tourism expertise and the ability to combine the individual development factors into a functional network.

What functional wholes LDs form and what is the connection of the destination activities to the physical and spatial or cultural factors that are the prime determinants of its development. It is crucially important to identify these determinants in the planning stage of investments to infrastructure. Such a survey makes it possible to assess the future development potential of lakes in terms of, say, the requirements of sustainable tourism.

From the viewpoint of the functional whole of tourism the Lake Destination can be defined as a combination of different dimensions and perspectives, requiring the inclusion of at least the following basic factors:

1. *Resource dimension.* Destination is seen as a resource base consisting of physical, cultural and social resources that can be appropriated as a tourist attraction.
2. *Dimension of representation.* A well-developed destination image is seen as a fundamental characteristic of a destination either from the marketing perspective or from the point of view of identity.
3. *Lifestyle dimension.* Destination as locus for preferred activities and consumption. A functional destination concept is preferred over more static destination image.
4. *Supply dimension.* Destination as a staging area for tourism and hospitality services.
5. *Organizational dimension.* The establishment and operation of destination management organizations. Regional institutionalization of tourist marketing.
6. *Logistical dimension.* Destination as a node in tourism traffic networks where accessibility is the crucial characteristic.
7. *Spatial dimension.* Most typically destination is viewed as a more or less compact “tourism area” (geography) or destination zone (planning).

These factors should be used for the planning investments into public tourism infrastructure in the forecasted Lake Destinations.

Exact criteria for the selection of 100 perspective lakes of Rytu Aukštaitija region

The following criteria were used for the selecting the 100 most perspective lakes as tourism destinations of Rytu Aukštaitija region:

- Ecological purity;
- Service potential;
- Presence of tourism infrastructure, accessibility;
- Abundance of fish;
- Attractiveness of environs;
- Sensitivity;

Ecological purity of the waters in Rytu aukštaitija region

All the waters of lakes and rivers in the region are clean enough for the recreation activities. Otherwise, in the process of planning of the water based tourism infrastructure development must be precisely measured with the environment protection expertise on the topic of the level of hazardousness of the recreational activities growing onto "risky waters" identified by Environmental Agency of Lithuania.

All the lakes and rivers of the region meet the requirements of this criteria.

Service potential

Destinations of the latter type are structurally compact wholes, limited, intimate spaces which can be walked around and whose marketing is easily targeted. In addition to that, the tourist activities can be concentrated into a small and easily accessible spot (resort destination), which makes for an easy development and marketing concept. Such an LD can be considered as a single attraction archetype occupying a small geographical area.

At the other end of the scale, a large lake complex with a different origin and distributed structure is more difficult to manage functionally and it may be harder to find an equally personalized marketing image for it than for a single lake destination.

The modern traveller is above all motivated by the activities offered by a destination. Clean water and tranquillity are not sufficient to attract visitors to an LD. The lake environment is fundamental for leisure activities. Apart from accommodation services, the activities offered have a central position when the tourist is making comparisons between different LDs. So, the factor of the existing or forecasted capacities to provide services on winter and summer activities in the various places dependent on the water element, "non-water" activities and cultural activities, theme tourism (study tours, congress and incentive tours) as well as accommodation services is still very important. By this criteria the following lakes and rivers are in the exclusive position: **Sventoji River, lakes Alausas (AN), Rubikiai, Alausas (UT), Aisetas, Lakajai Baltieji, Bebrusu, Grabuosto, Siekstis (Zaliasis), Sartai, Vasakno and Antalieptes pond.**

Presence of tourism infrastructure, accessibility

In several places of Rytu Aukštaitija region tourism infrastructure represents bundles of services, which are important for regional development, but are not provided sufficiently, or not at all, by the private sector, due to the high degree of publicness. Tourism-related infrastructure comprises means of access paths, is spread all over the region waters and there are no places that could be named as hardly accessible. As for recreation facilities such as marinas and water trails etc. are too fragmentary in regional dimension, and existing infrastructure overwhelmingly desuetude, so the deficiency of it is relevant for whole the region. By these criteria all the lakes and rivers of the region are accessible and needs of modern public infrastructure evenly. Exceptional water tourism and recreational infrastructure is created on the lakes Laukesa, Siekstis (Zaliasis), Lusu, Baltieji Lakajai, Alausas (UT), Zarasas, Grabuostas;

The relevant aspect for this selection criterion is the factor of the city/town on the banks of the lakes or rivers. The cities and towns are specifically advantage places to develop complex services. By this criterion the following lakes and rivers are in exclusive position: Sventoji River, Zeimena River, lakes Druksiai, Tauragnas, Zarasas, Baltas, Sartai, Alausas(UT), Alausai (MOL), Asveja, Arinas, Luodis, Aviliai, Indrajai, Gavys.

Abundance of fish

No one lake and river of Rytu Aukštaitija is exceptional in the meaning of abundance of fish. Nevertheless, the recreational fishing game is still one of the regions' water-based tourism potential and still remains the niche in the market. This issue is especially topical to the river **Zeimena**, where still exists significant population of valuable species of fishes.

Attractiveness of environs

Conservation areas give many European LDs their distinctive character and add to their touristy attraction. National parks and nature Reserves should be put into effective use in marketing. Lake Destinations in themselves are valuable nature destinations, but their quality of "scarce resource" multiplies their touristy value and in a sense makes them special tourism destinations.

Sensitivity

During the selection of the Lake Destinations extremely precise attention should be paid to the factors of the depth of the waters and especially to the parameters of the small brooks, which in turn has a bearing on the development of boat traffic or the sensitivity of the ecosystem of the lake/brook to external influences. For these reasons the selection of the lakes appointed for the regular and presumptively massive tourism development must be started from largest by the water surface area and depth.

According to above listed criteria the most perspective lakes and rivers of Rytu Aukštaitija region are following:

Reg no	Lake name	Municipality	Infrastructure advantage	Surface area (he)	Proximity city	Services
19-34	Alausas	AN	<input type="checkbox"/>	50		<input type="checkbox"/>
30-41	Musejus	AN		91		
19-33	Svedasas	AN		124		
30-50	Neveza	AN		156		
39373	Viesintas	AN		198		
39281	Suosa	AN		209		
30-30	Rubikiai	AN	<input type="checkbox"/>	940		<input type="checkbox"/>
31-167	Siekstis	IGN	<input type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/>
44-1	sakarvai	IGN		77		
31-186	Alksnaitis	IGN		84		
32-173	Parsvetas	IGN		87		
32-180	Zilmas	IGN		95		
31-168	Almajas	IGN		105		
32-184	Sagardas	IGN		114		
44-11	Gavys	IGN		124	<input type="checkbox"/>	
31-164	Pakasas	IGN		147		
32-178	Alksnas	IGN		176		
31-184	Ukojas	IGN		190		
16469	Erzvetas	IGN		206		
32-195	Ruzas	IGN		219		
32-160	Visaginas	IGN		220		
43-60	Usiai	IGN		257		
32-90	Asalnai	IGN		264		
32-183	Azvintis	IGN		264		
33-13	Prutas	IGN		266		
32-91	Lusiai	IGN	<input type="checkbox"/>	391		
12389	Apvardai	IGN		425		
32-79	Baluosas	IGN		426		
32-46	Dukstas	IGN		520		
32-190	Dysnykstis	IGN		558		
32-97	Dringis	IGN		713		

Reg no	Lake name	Municipality	Infrastructure advantage	Surface area (he)	Proximity city	Services
32-189	Dysnai	IGN		2401		
42-77	Grabuostas	MOL	□	47		□
43-296	Spenglas	MOL		85		
42-108	Ilgis	MOL		86		
42-88	Kiementas	MOL		99		
43-86	Alnis	MOL		101		
30-67	Vastapas	MOL		102		
43-19	Malkestas	MOL		103		
42-52	Luokesai	MOL		104		
43-1	zelva	MOL		143		
42-24	Makys	MOL		169		
43-276	zvernas	MOL		175		
43-36	Aisetas	MOL		248		□
42-7	Alausai	MOL		262	□	
43-249	Pravalas	MOL		262		
42-32	Duriai	MOL		274		
42-23	Virintai	MOL		281		
43-41	Galuonis	MOL		298		
43-215	Isnarai	MOL		308		
42-71	Bebrusai	MOL		367		□
43-174	Lakajai Juodieji	MOL		387		
43-294	Arinas	MOL		392	□	
42-57	Siesartis	MOL		504		
42-109	Asveja	MOL		541	□	
43-173	Kertuojai	MOL		545		
43-214	Galuonai	MOL		587		
43-118	Lakajai Baltieji	MOL	□	700		□
43-71	Stirniai	MOL		855		
43-283	Nikajis	SVE		92		
45-15	Lazdiniu	SVE		132		
43-136	Rasia	SVE		182		
43-143	Persoksnai	SVE		207		
44-26	Vajuonis	SVE		231		
43-278	Baluosas	SVE		245		
44-2	zeimenys	SVE		463		
44-25	Kretuonas	SVE		861		
32-64	Utenykstis	UT		84		
30-54	Vidinkstas	UT		114		
31-150	Utenas	UT		200		
31-29	Indrajai	UT		299	□	

Reg no	Lake name	Municipality	Infrastructure advantage	Surface area (he)	Proximity city	Services
31-140	Tauragnas	UT		504		
31-24	Alausas	UT	<input type="checkbox"/>	1071	<input type="checkbox"/>	<input type="checkbox"/>
31-17	Baltas	ZAR	<input type="checkbox"/>	18	<input type="checkbox"/>	
21-75	Ilgis	ZAR		72		
20-159	Vasaknas	ZAR		74		<input type="checkbox"/>
21-52	Laukesas	ZAR	<input type="checkbox"/>	84		
21-16	Ilgis	ZAR		89		
32-121	Smalvykstis	ZAR		95		
20-87	Duburys	ZAR		99		
21-2	Suvieko	ZAR		107		
21-7	Lukstas	ZAR		109		
32-31	Ligajai	ZAR		136		
20-78	Zaduojs	ZAR		137		
21-42	Auslas	ZAR		151		
32-22	Asavas	ZAR		199		
20-76	Sartai	ZAR		215	<input type="checkbox"/>	<input type="checkbox"/>
20-146	Vencavas	ZAR		226		
21-49	Zarasas	ZAR	<input type="checkbox"/>	323	<input type="checkbox"/>	
32-147	Smalvas	ZAR		336		
32-45	Sventas	ZAR		426		
32-21	Samavas	ZAR		545		
21-11	cicirys	ZAR		689		
21-41	Avilys	ZAR		1224	<input type="checkbox"/>	
32-42	Luodis	ZAR		1288	<input type="checkbox"/>	
33-7	Druksiai	ZAR		3200	<input type="checkbox"/>	
	Antalieptes p	ZAR		1572		<input type="checkbox"/>
	Sventoji R		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
	Zeimena R		<input type="checkbox"/>		<input type="checkbox"/>	

Appendix No.2

CONCEPT OF RIVERS AND LAKES USE LATGALE AND RYTU AUKŠTAITIJA (Work reading)

Content

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3. Foreign experience	46
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Introduction

The Conception of using the rivers and lakes of Latgale and Rytu Aukštaitija was created in the result of the research "Using the rivers and lakes for tourism, recreation and transport purposes in the Latgale and Rytu Aukštaitija regions - potential, development of the infrastructure and necessary investments".

The research was carried out in the frame of Project Interreg IIIA No. SII-050 "Creating of the new tourism final objective in the boarder areas of Latgale and Rytu Aukštaitija".

The leading partner of the Project is the Latgale Agency of region development, which performs the Project together with State Latvian agency of the tourism development, Lithuanian office of Euro region „Ezeru zeme” and Agency of regional development of Ignalinas APP.

The research was carried out by „Grupa 93” Ltd. in collaborations with subcontractor in Lithuania UAB Vilnius Consult.

Picture 1. Project territory

The territory of the Project includes 6 regions of Latgale - Ludzas, Balvu, Kraslavas, Rezeknes, Preiļu and Daugavpils, and Rytu Aukštaitija region and the part of Ignalinas district.

The goal of the research is to ground the investments into the infrastructure, connected with using of the water for tourism and recreation in the period of 2007 - 2013, for increasing the profits from using of the water for tourism and recreation.

For the first investments in the result of research it is necessary to prepare the Project Application Interreg IV A

South priority in the next period of financing.

The research took place from December 13, 2006 till October 15, 2007.

Within the framework of the research was established the Rivers and Lakes Data Base (2000 of lakes), from which 200 were chosen as the most suitable to the using of the water for tourism, rest and recreation, basing on the different criteria (existing infrastructure, places for Centers of development, existing tourism companies and so on). Further, basing on the analysis of different factors and the opinions of associated parties (local authorities, tourist information centers and so on), were chosen 30 lakes, where investments could give the maximal payback and incentives to perform the development of the surrounding territories and to generate the profits for the long period of time.



Conception consists of description of the water resources and their existing utilization, vision, perspectives on the reaching of the main provisions and the plan of actions (investments).

On the several workshops, dedicated to the vision and investment plan was accepted so cold "Blue (lake) book of Latgale", which could be at the same time used as the permanent marketing tool, printed and distributed as a separate brochure (containing the materials, where are shown the best places of Latvian and Lithuanian board regions, connected with the using of water resources).

1. Description of rivers' and lakes' resources of Latgale and Rytu Aukštaitija

In Latvia there are more than 3000 lakes (2256 lakes < 1 ha) with the total square of 1000 km², including 16 lakes with the square more than 1000 ha or 10 km² and form 42 % from the total square of the lakes. Small lakes are dominating. The water resources of Latvia replenish about 800 of artificial storages: power stations storages, fish ponds, water-mill balancing ponds. 0, 04 ha of the water surface fall to each inhabitant of Latvia. The medium ratio of lakes in Latvia (1.5%) is similar to that in Lithuania. It is much less than in Sweden (8, 5% of in Finland (9%).

At the same time, the rate of lakes in Latgale is 4, 47%. Here are situated 972 lakes and water storages (40 % of the total quantity of Latvian impoundments) which together occupy 69405, 1 ha or 4,8% of the total square of region (14 547 km²). The water surface per one inhabitant - 0.18 ha (on the beginning of 2006 in the region were 364 345 of inhabitants).

The biggest, including the most important in fishery, lakes in Latgale are Razna (82 km²) and Lubans (57, 6 km²), the deepest - Dridzis (65,1 m – the deepest lake in Baltic States), Garais (56,0 m) and Geranimovas-Ilzas lakes, the purest - lakes Richa, Razna, Sventes; most of all salt is in Ezherzers.

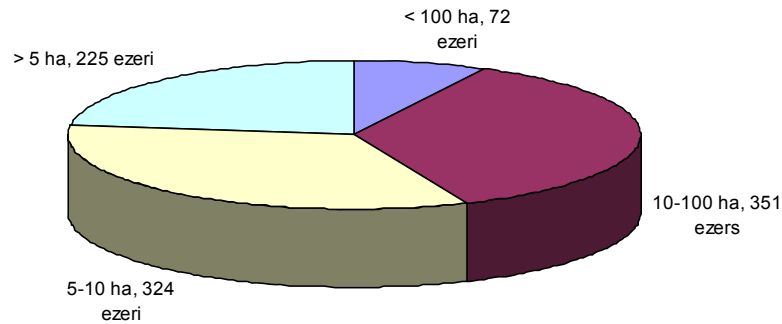
1. Table. Biggest Lakes of Latvia

No.	Name	Square (ha)
1.	Lubans	8210,0
2.	Raznas Lake	5756,4
3.	Engures Lake	4130,7
4.	Burtnieku Lake	4006,0
5.	Liepajas lake	3715,0
6.	Usmas Lake	3469,2
7.	Babites Lake	2555,7
8.	Keguma storage facility	2490,0
9.	Rushons Lake	2373,0
10.	Sivers Lake	1759,0
11.	Kishezers Lake (in Riga)	1730,0
12.	Aluksnes Lake	1543,7
13.	Cirma Lake	1261,2
14.	Papes Lake	1205,0
15.	Kanieris Lake	1122,1
16.	Ezhezers lake	987,9
17.	Lielais Ludzas Lake	846,4
18.	Alauksts Lake	774,8

2. Table. Square of Lakes distribution by regions

Region	Square of region territory (ha)	Quantity of Lakes	Total square of water (ha)	Specific weight of water/rate of lakes (% from the total square of territory)
Balvi	238121	62	5052,0	2,12
Daugavpils	251457	234	9550,9	3,80
Kraslava	228884	292	13896,7	6,07
Ludza	239239	159	9669,0	4,04
Preiļi	203642	100	9635,4	4,73

1 Drawing. Division of the Lakes by square (ha)



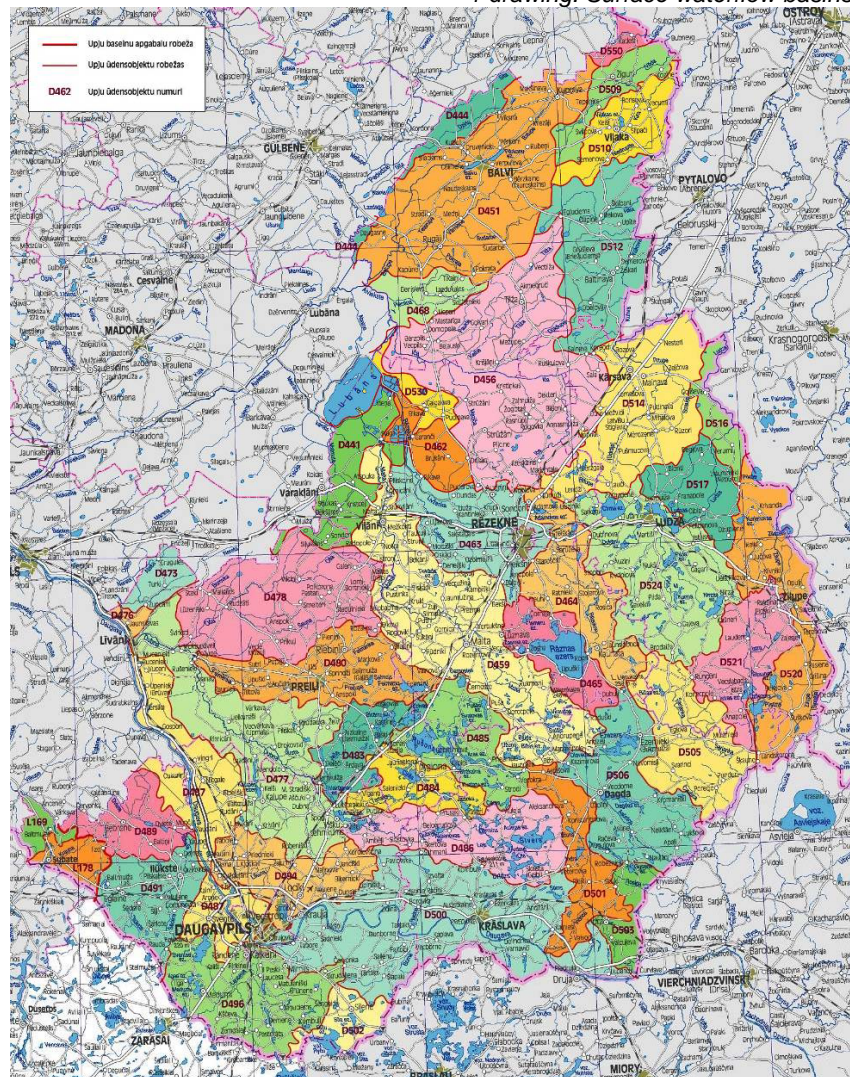
The water resources in the Latgale's region characterize the medium density of rivers' net. The Project territory is situated on the section of Daugava's basin of the lower basin of Rivers Daugava and Velikaja.

The density of the rivers net in the basin of Daugava is 830m/km², in the basin of Velikaja - 190 m/ km².

In Latgale are allocated 44 surface water bodies and their basins (9 in the River Velikaya basin, 33 in the River Daugava basin, 2 in the River Lielupe basin) (see Drawing 3).

The overall concentration of the rivers and lakes is in the Central and Eastern part of Latgale.

1 drawing. Surface waterflow basins



3. Table. The most significant rivers

River	Square of river basin (km ²)	Total length (km)	Flows into
Daugava	24700	352**	Baltic Sea
Aiviekste	9154	132	Daugava
Pededze	1523,3	131	Aiviekste
Dubna	2785,4	105	Daugava
Rezekne	2025,7	116	Aiviekste
Malta	886,9	105	Rezekne
Bolupe	936	80	Aiviekste
Ritupe	1442,7	74*	Veļikaja
Zilupe	768,8	73*	Veļikaja
Feimanka	385,4	72	Dubna
Icha	1060	68	Aiviekste
Osha	638,2	60	Dubna
Indrica	242,5	60 (together with River Dzeguze)	Daugava

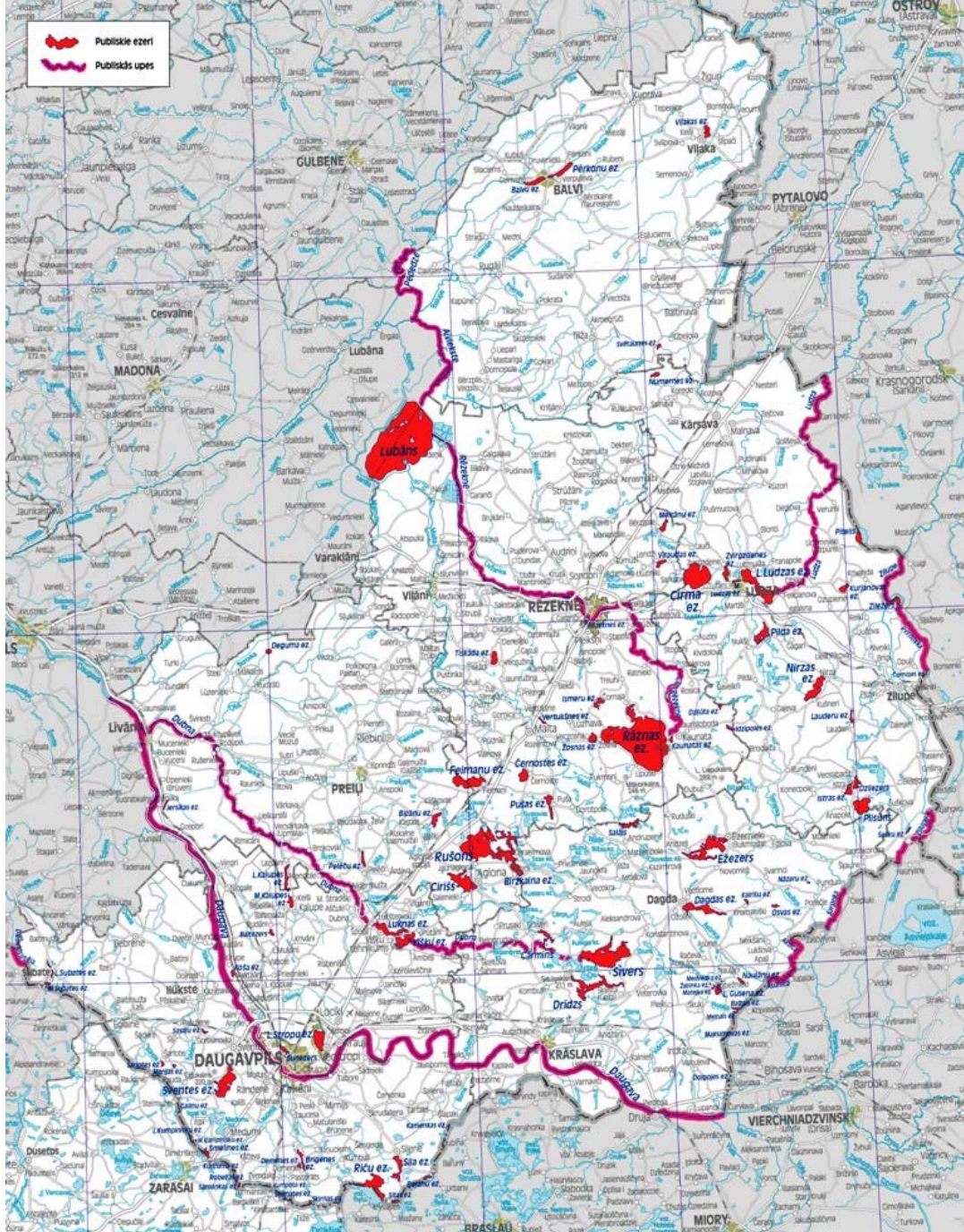
The most essential factors of using the water for the tourism and recreation:

- the attribution of the lake as a real estate
- limitations, connected with status of environmental protection;
- limitations, connected with location near the boarder;
- the transport-geographical location of the lakes against the cities, existence of the inhabited places near the lakes;
- availability, situation near the roads, approachability by the qualitative highways;
- ecological situation of the lake and the quality of environment;
- availability of the tourists companies, quality and diversity of the rendered services;
- natural conditions of the lake and its banks.

93 of the lakes (with the total square of 33 425 ha) are the public lakes (see the Drawing 4). Their square varies from 3.4 ha (Lake Zabinka, Robezhnieku volost) till 8210 ha (Lubans). The Public lakes with the square more then 1000 ha: Lakes Lubans, Razna, Rushons, Sivers, and Cirma. The most part of the public lakes are situated near the borders and are with difficult access, there are no any services, lack of the panorama places, especially on the lakes, situated near the Russian and Lithuanian borders.

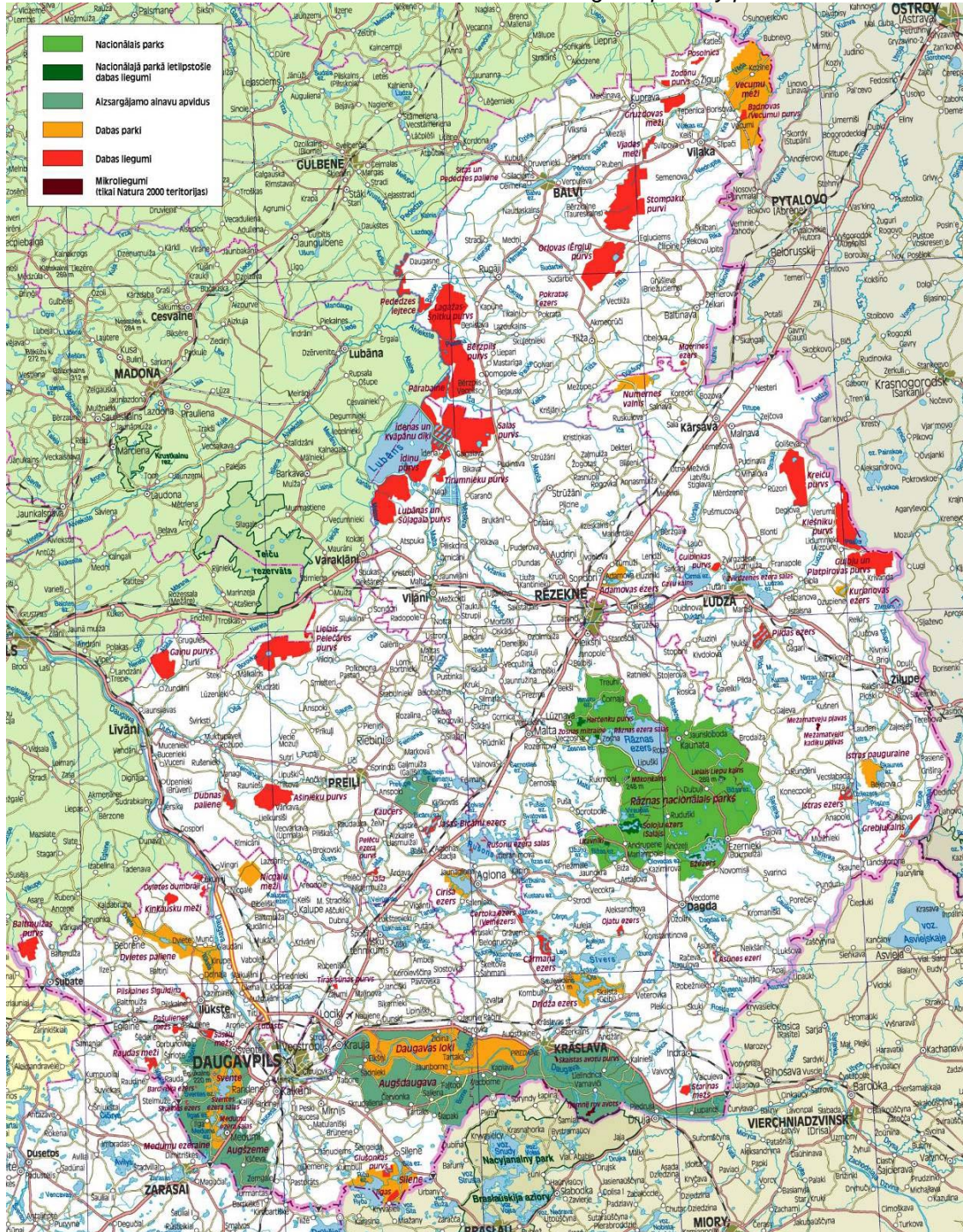
The most important rivers in the public utilization are: Daugava, Rezekne, Dubna and Ludza.

4 Drawing. Public surface waters



In the Latgale are situated 75 **specially protected natural territories**, including the biggest square is occupied by the National Park „Razna” (59 615 ha) and protected landscape area Augshdaugava” (52 325 ha). 208 lakes are situated on the specially protected natural territories, 2000 natural territories or connected to them (for example, the protecting statuses have the lake islands). (See Drawing 5).

Drawing 5. Specially protected natural territories



Socio-economic factors

Limitations, connected with the situation **near the boarder**. Partially, the naturally attractive lakes and springs situated in the boundary zone Pitelis, Lake Richu, River Daugava (section in the Kraslavas region), and Kukova and so on. Visiting the lakes, it is necessary to observe the regulations of stay in the near boarder zone (stay has to be agreed with the State Frontier Guard, as well as being on the near boarder territory one has to have the identity document). (See Drawing 6 "Govern factors").

The using of the lakes depends on its situation against the **places of inhabitanace**, proximity to the existing cities and the quantity of population there. The quantity of population gives the advantages for the everyday using of the water and the services, existing nearby. The city's infrastructure and administrative facilities also are the important advantage for the existing and further development of the natural specimen. In the vicinity of all the towns of Ligule's region or their territories are situated river or lake: near Liavni (11 800 inhabitants) – River Daugava, River Dubna; near Kraslava (11 300 inhabitants) – River Daugava; near Daugavpils (107 000 inhabitants) – River Daugava, Stropu Lake; near Balvi (8 000 inhabitants) – Balvu and Perkonu Lakes, near Rezekne (36 200 inhabitants) – River Rezekne, Lake Kovsha; near Ludza (9900 inhabitants) – Minor and Major Ludza's Lakes, Zvirgzdenes Lake. For the big town the reachable territory considered in the radius 25 km, where are situated lakes, used by the towns' inhabitants. The similar to town's potential of securing the infrastructure and scope of rendered services is also in the largest settlements Maltas village in Rezekne's region (3400 inh.) and town of Dagda in Kraslavas region (2600 inh.)

Quality of environment

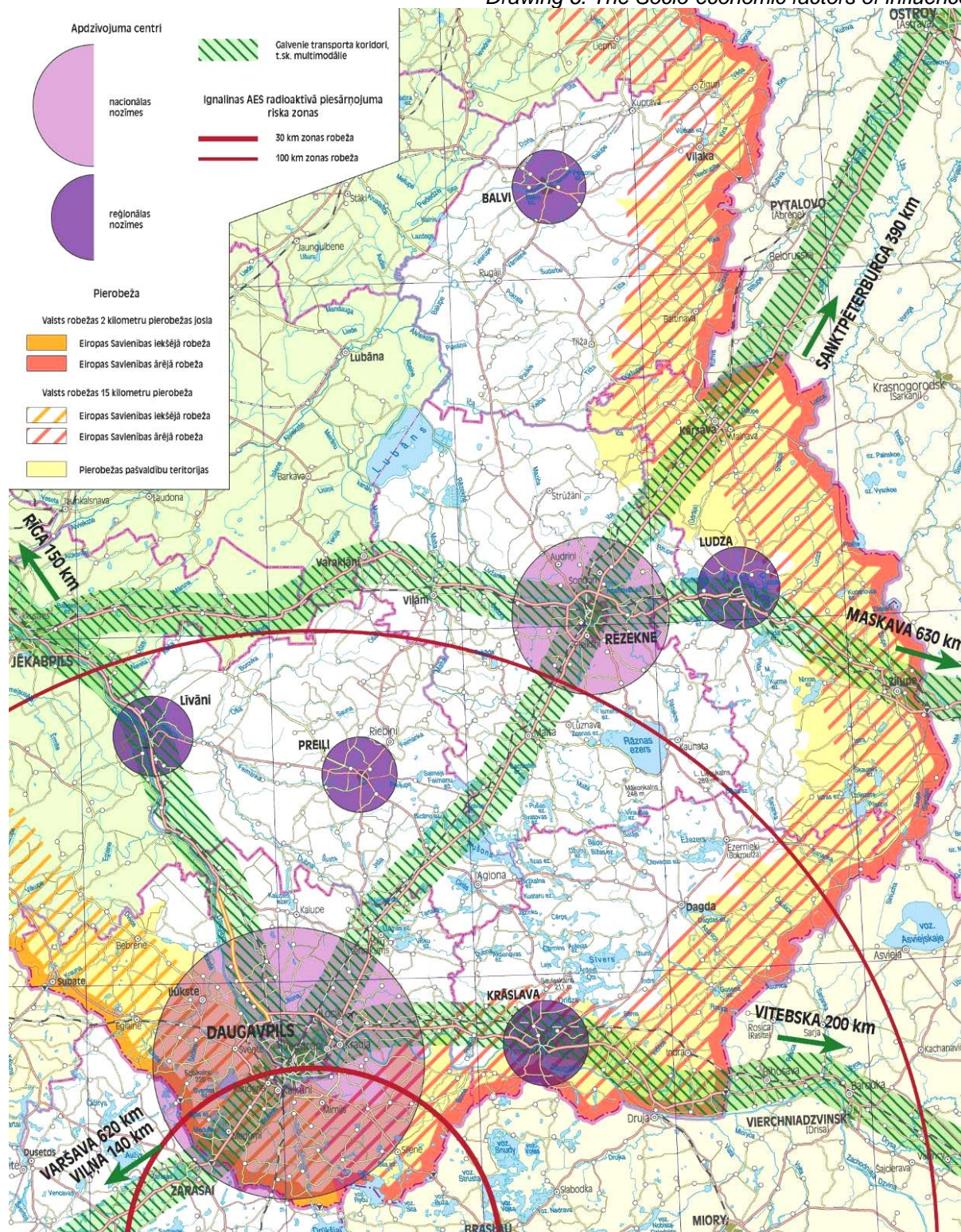
The lakes of Latgale are pure? their ecological quality improved during the last years, notwithstanding the lack of funds in the local self governments for renovating the infrastructure and removal the sources of pollution. The improving of the lakes' quality explains by the relatively low economical activity.

- The high quality water is in 6 water bodies (Kokava, River Ritupe, lower course of River Rezekne, Arjanka, Rushona Lake, River Dvietes);
- on the 10 objects – good
- on 6 – medium
- on 2 – bad
- on 2 – very bad

The factors, affected the water quality:

- Pollution with the manufacturing waters from the big cities' disposal facilities. The biggest pollution to Daugava River causes the sewage of the Daugavpils.
- The quality of water of the Dubna River estimates as a bad one. In the basin of Dubna River the biggest anthropogenic pressure probably causes the pollution with nitrates from the farming operations.
- The quality of the water in the upper flow of the River Aiviekste (Balvu region) is estimated as good, with feebly marked anthropogenic influence.
- The River Rezekne is estimates as very affected with bad quality of water downstream the town Rezekne, as a result of flow from the town's disposal facilities.

Drawing 6. The Socio-economic factors of influence



Travel services in the Latgale region.

The analysis of the enterprises was carried out using the Data base of the Agency of development of Latgales region. Where chosen the enterprises, situated near the water bodies, which services are focused on the tourists (tourism as a business), mainly choosing the companies, which offers include also the possibility of lodging. Further the enterprises were divided by the offered services and by the amount of incomes.

To obtain the additional data, was used the information from the Internet, taking into account that advertising of the offer through the Internet serves as a criterion, which testifies that enterprise acts actively and offers its services.

The incomes of the enterprise were calculated, after ascertaining the maximal quantity of the served persons from the hotels (beds), helps in bathing, catering, set-up of the celebrations, conferences and seminars, camping places and the maximal level of incomes per year (prices), and, applying the coefficient depending on the character of the offer (summer, or the all-the-year-round), were obtained the calculations on the possible incomes. Thus were acquired the data by the lakes, which generate the biggest incomes in the region.

There are 140 enterprises in the Latgale region now, which offer the travel services near the water – connected with 63 lakes and 10 rivers.

In the Latgale region dominates the standard offer:

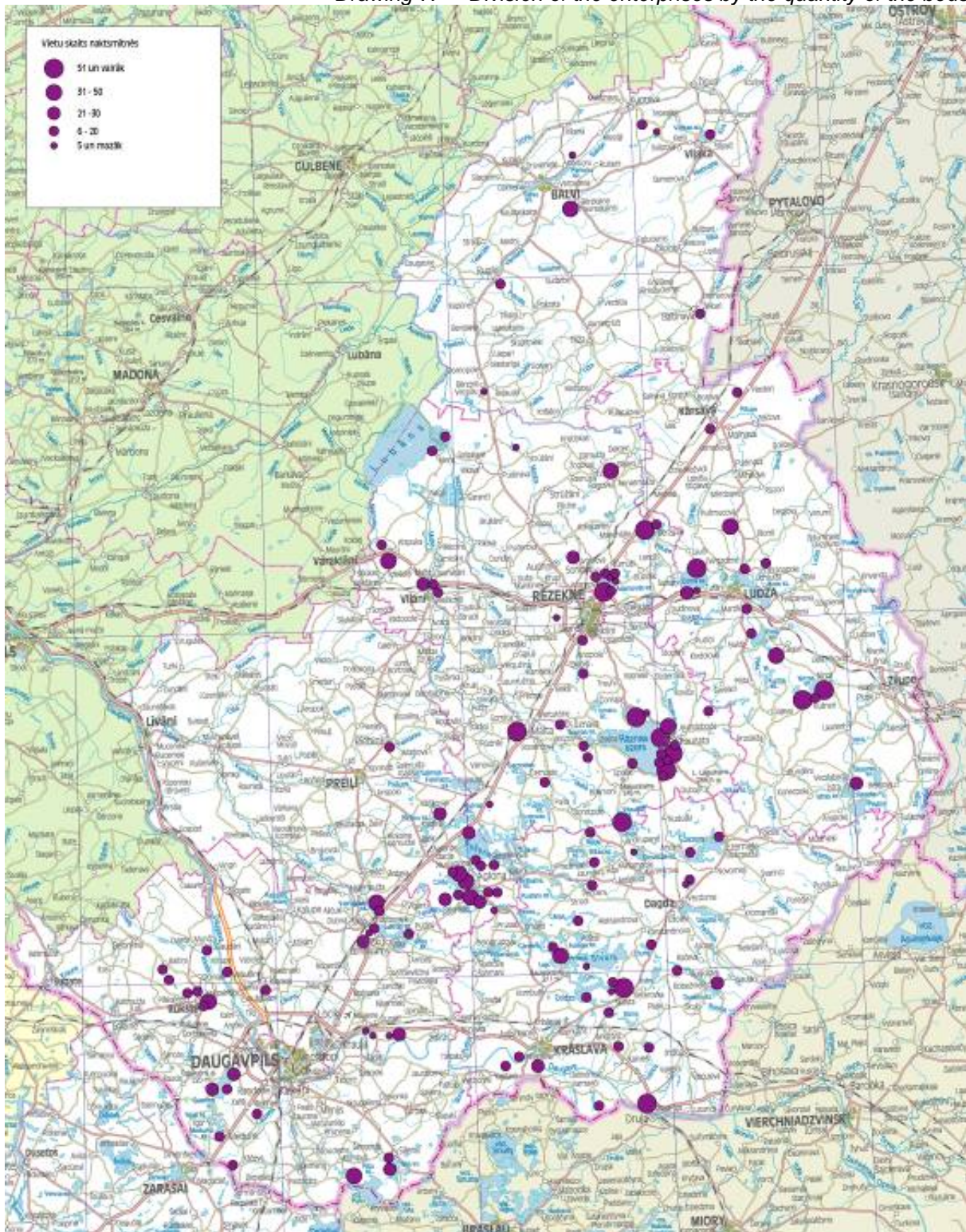
- Holiday house / guest house – 86;
- Country house – 17;
- Recreation center or recreation complex – 10;
- Hotel – 1;
- Subservient hotel, school dormitory – 7;
- Camping's – 6;
- Baths
- Celebrations
- Beds
- Sports grounds
- Boats leasing

Fifth part of the dormitories (20 %) secures more then half of the beds quantity (56%).

4. Table. Division of the enterprises per offered quantity of the beds

Quantity of the places in the dormitories	Ratio (from all dormitories)	Ratio (from total quantity of the places)
1 to 5 places	13%	3%
6 to 20 places	56%	28%
21 to 30 places	11%	14%
30 to 50 places	8%	15%
50 and more places	12%	41%

Drawing 7. Division of the enterprises by the quantity of the beds



Enterprises compete against each other, offering different levels of services and additional activities. As the special offers could be mentioned:

- Fishing championships (Bozhki);
- Horse Riding (Untumi, Klajumi, Eglaine, Zirga smaids, Murani, Bozhki, Akmeni);
- Economies of the culinary heritage;
- Hydrocycles – 18 enterprises;
- motor boats, jet boats, surfing (Dzerkali, Zirga smaids, Lidacinjas, EKO Punkts, Stropu Lake, Papeles, Ezerkrasti);
- Rent of the boat inventory and expeditions (Ezersetas, Arkadija, Lejasmalas, Piedruja and so on).

Summary

- The services mostly are uniform and don't differ from one another, they have no distinguishing features.
- The recreation complexes develop actively only during the last time (1-2 years), the most part of the small-scale enterprises offering the lodging in the country manors render the level of services and infrastructure on the level of the late 90th.
- The quantity of the small enterprises is high, but only several big complexes, due to this it is impossible to satisfy the demand on the service for big tourist groups.
- The fillability of the places in summer is high, but off-season the demand is low.

2. Difference in the water resources and their using by regions. Recommendations on their improvement.

Balvu region

- Total water surface 5019 ha (2, 11% of the total square of Balvu region).
- 63 water bodies, including 33 lakes; the rate of lakes 2,12% - the lowest among the Latgale's regions.
- The lakes are often shallow, difficult to access, small: with square more than 100 ha – five lakes (Perkona Lake - 229 ha, Balvu Lake - 167 ha, Lazdags 148,1 ha, Viljakas Lake 137.6 ha, Kalnis - 119,5 ha), 1/3 part is smaller than 5 ha.
- The part of the water bodies during the Soviet period were heavily changed (the water level lowered, lakes became impounded and so on).
- The total length of the rivers in region is 1600 km, but the most part is estimated as a minor watercourse, with low recreative and fishing potential (the biggest rivers, longer than 50 km: Pededze, Aiviekste, Kukova (Kuhvas), Bolupe, Icha, Rika, Tilzha, Varniene).
- According to the planning of Balvu region, as the areas with considerable swimming places are noticed Viljakas lake and Cukusalas sand-pit (Rugaju volost); places of recreation near Kalnja, Sprogu, Svatonas and Bozhevas lakes, Naudaskalna pond Rugaju storage pull, Tepenicas (Gruzdovas) lake, Nastrovas lake.

Potential investments:

- The biggest lakes par surface and water capacity, situated near the inhabited places of Balvu region with the biggest quantity of inhabitants (Balvu and Viljakas towns): **Perkona, Balvu and Viljakas lakes.**
- Possibility to create the widest offer includes the Kalna and Lazdaga lakes (in cooperation with JSC „LVM” and of the forest owners – the bicycle pathways, places of recreation).

Prerequisites of the using:**Advantages:**

- Previous groundwork, planned activities (improvement of the places of recreation, deepening of the swimming places, planned cleaning of the banks, building of the new comfortable places of recreation on the side of Stekentavas; building of the footpaths);
- possibility of using the lakes in connection with existing activities and territories of the town (Balvu Park, Balvu manor complex);
- Possibility of utilization of the new territories (old park behind the stage (real estate of VAS "LVM", former territory of domestic services (2 ha, local administration's property).

Problems:

- pollution, caused by the negligent activity of boarding house NAI; green algae;
- the biggest part of the riverside is the private property, including degrading territories, vacant properties, without using.

Possibilities, needs, solutions**Arrangements:**

- Reasons of meetings:
 - former Balvu inhabitants (in the frame of town festivals, meetings of compatriots)
 - place of Vidzemes /Latgales meetings – gates;
 - different national problems/or possibilities;
 - different transport facilities meetings;
 - meeting areas near the lakes: for businessmen, retirees, unmarried;
 - Talavas bugler – as convener; passage for White Lady to the lake's environment;
 - Balvu sunset ("evening on the lake");
 - World championship of fishery (annually – to angel for the biggest trout; competitions on cooking of fish-soup).

Infrastructure

- services (boats' storage, maintenance);
- renovating of the former boat stations – in connection with sport schools' activity – renovating as training base, with boat stations, rent of the fishing inventory, entertaining equipment (catamarans and so on);
- secured possibilities to go around the lake – in connection with special arrangements (night races)
- ferry;
- offer to the newly married (in the lake environment – some musician);
- lightening (illuminated water, illuminated boat/vessel on the Balva Lake, illuminated berth);
- special floatable units (TIC, aquarium, zoo);
- musical fountain.

Advantages of the using of Viljakas Lake:

- human orientation (including the optimal length of riverside to build the bicycle route);
- accessibility (there are separate places of approaching; guest house „Zivsālas”, the land plots of the local administration in the vicinity of the lake);

fishing resources

- (the exclusive fish is not present, but there are sufficient fish resources for satisfaction of daily demand of fishermen);
- many degraded, not used coastal territories though the lake is cleared / pure enough for bathing;
- special advantages: island, history, legends);

the interested businessmen / land owners; opportunities of cooperation and the offer on creation of an original complex (for example, - tasting of fruit SIA „KIRA”).

Opportunities, needs, decisions:

- the offer of visiting of island; the actions connected with island and legends about it;
- mooring (with branches; a place for fishermen, a bench where it is possible to observe dawn / declines);
- path / a bicycle path along lake;
- the well arranged vacation spots (near stadium, near school).

Daugavpils region

- 234 lakes a total area of 9550 hectares; a parity of lakes to a total area of region 3, 8 %.
- The greatest lakes: Sventes Lake (739 ha), Richa Lake (588 ha), Luknas Lake (409 ha), Vishku Lake (360 ha), Medumu Lake (265 ha), Silenes Lake (262 ha);
- 28 public lakes though the most part is in a frontier strip (Demenes and Medumu volosts); use of limiting conditions of frontier
- One of the most transparent and landscape-expressive lakes of Latvia – lake Sventes.
- Opportunities of rest are concentrated near lakes Stropu, Sventes, Medumu and Richu.
- 31 rivers, which length is more then 10 km.
- The greatest river – Daugava. Other rivers, suitable for navigation by boats: Laucese, Dubna, Tartaks, Liksna.

Advantages:

- o Unique object in scales of Latvia „Daugavas loki”; less expressive coast – behind Daugavpils; fluctuations of a water level – as the limiting factor.
- o Experience of former actions – unique action involving visitors – a holiday of the Top Daugava.
- o Potential of addressees of services – quantity of inhabitants of Daugavpils (more than 100 000 inhabitants).
- o Lakes close to Lithuania.
- o Existing offers of opportunities of having rest on the water – small by quantity (13), unilateral (rest in rural houses, including spending the night, availability of a bath and a boat).
- o Positive example of other offer of rest on Lake Stropu (the floating bath, the well arranged bathing place).
- o Risk for investments in sphere of the tourist services, connected with frontier position (including, situation in a zone of influence of the atomic power station Ignalinas; a plan of creation of a regional garbage dump in Demene).

Potential objects of investments:

- o Daugava: territory of Daugava valley, territory of city Daugavpils;
- o lakes Sventes and Medumu;
- o territory of volost of lake Vishku

Opportunities, needs, decisions:**Unique actions:**

- holidays of the Top Daugava (and also a holiday of Knights) – to arrange as lasting many days, international action;
- others – revival of old holidays (a holiday of the Neptune – all kinds of the sports activity connected with water)

Seasonal actions, activity:

- supervision over an ice drift;
- supervision over recession of water – the offer to wade Daugava;
- diving in lakes;

- sight on the valley of Daugava from a balloon;
- construction of cable railway;
- travel by boats at night;
- travel on rafts with a canopy;
- landscape route across Daugava; "sight for 10 Lats" with Vasargelishku towers / or camping Ozianna;
- surfing;
- places of landing of hydroplanes;
- during a winter season – skating on lake (district Ilukste - Bebrene, Dvietes valley).

Infrastructure:

Vacation spots:

Well equipped parking places near Daugava:

- 1) vacation spots distinct from others in Latvia, the complex offer with remote services which are not present directly on coast of Daugava, with accent on uniqueness of a place, with the general uniting territory of area / region feature (for example, a sign on an accessory to „ the Blue book ");
- 2) well-groomed: pure, comfortable, with limited zones (for parking places, attractions, etc.); various on capacity;
- 3) the entertainments intended for entertainment of certain target groups (children);
- 4) the special additional equipment:
 - viewing tower,
 - external fireplace – an opportunity to fry the caught fish (for example, the guest house „Augstkalni”),
 - with the equipment for check of dexterity, speed, weights – which writes down the data, in comparison with others; the place where to address / to compare;
- 5) the interesting information: about objects, about the nature (insects), the stand with recipes of fish-soup; the information on where to receive services (to order a shashlik, to buy fire wood);
- 6) the special local offer and special design:
 - table / sitting near the water / on water;
 - sculptures; miniature of a Latgale farmstead; authenticity – something, that supports traditions;
 - "highlight"/communication with history – the special name of a place + a special recognition symbol which remains in memory (a mill wheel from a mill; vacation spot near the crucifixion);
- 7) the places created for trailers: on the territory of rivers Višķos, Daugavas, Medumos valleys; first of all to estimate existing places of parking and an opportunity of their equipment.

Transport services

- Renewal of a boat route (to estimate an opportunity of renewal of route Daugavpils– Jersika existed in the Soviet time, travel on a boat across Daugava. Detailed research of a bottom and fluctuation of a level of Daugava, possibly - dredging of a bottom is necessary; the bottom of Daugava is necessary to dredge or use floating means with very shallow draught. The equipped moorings and information tablets for tourists.

Moorings

- o Territory of Daugava valley – connection with objects of survey between Daugavpils and Kraslava; including near Ozianna; places of moorings according to a lay-out of Daugavpils region.
- o Construction of a city mooring on the principle of port Lielvarde (with crew services).
- o Other well arranged places: Svent – near a public beach; rent of boats in Vishkos.

Others:

- Lakes which are in IADT and are connected with restrictions of a seasonal nature – an opportunity to create the offer of different intensity of a seasonal nature.

- Open-air for artists, as an opportunity of an accomplishment of places for creation of the arrangement.
- Special souvenirs to create the recognition of places; trade in local souvenirs.
- Necessity for instructors (on fishery, rowing), guides (story-tellers).

Kraslavas Area

- 271 lake with a total area 13 890,8 ha, from them 27 lakes with the area more than 100 hectares, 114 lakes with the area from 10 up to 100 hectares and 130 lakes with the area from 1 up to 10 hectares; 12 public lakes;
- the territory richest with lakes in Latgale (6,07 %),
- 117 water-drains (rivers), longest of them: Asunica (35 km), Indrica (30 km), Sarjanka (30 km); the public and with the greatest recreational potential - Daugava and Dubna;
- the greatest river - Daugava with the length of 60 km, its part from the Belarus border includes the valley of Daugava.

Advantages:

- Valley of Daugava – the part of a valley of Daugava most attractive in landscape sense in Latvia;
- Unique lakes in scales of Latvia: the deepest lake (Dridzis), lake with the greatest quantity of islands (Ezhezers);
- Line of lakes Dridzha - Sivera – Rushona – the interconnected chain of lakes attractive in landscape sense;
- the part of lakes is on the territory of natural park Razna (including Ezhezers, etc.), incorporated by administration IADT;
- Lay-out Kraslava region especially does not accent significant objects and territories of area, enabling decision-making at a level of local planning;
- opportunity of creation of the offer with use of natural uniqueness (unsurpassed bends of Daugava);
- an available enterprise activity (near lake Dridzha, rock Saules, facilities near Daugava “Untumi”, “Arkādijs”, etc.);
- interest of self-managements (city Kraslava, etc.).

Potential objects of investments

- Daugava: pool Daugavas, territory of city Kraslavas;
- the boat routes connecting lakes (a circuit of lakes Dridža - Sivera - Rušona)

Opportunities, needs, decisions

Kraslava:

1) Creation of transition to islands (places for the organization of picnics, opportunities of photographing of weddings);

2) Boatmen – fans' rout: short but with the professional equipment (10-15 minutes a route) from the end of street Ostas (the market area) – around of islands or from / up to the bridge;

Near the bridge (a place of a pontoon ferry made of concrete plates) – the equipped terrace / summer cafe for fans, a special sight – a place for record of results.

3) a walking track: from the end of street Ostas / the market area – hotel " Zive " – up to street Zvejnieku (by the old pontoon bridge (the concreted approach); through Daugava; with the stylish bridge through Janupite. On the ferry and on the other facilities the symbol of city Kraslava – a boat with 5 oars (5 national symbols) is used. Using motive of a legend, for example: „ How animals Daugavu dug” - sculptures, fairy tales, motives of attractions (a path with tasks and so forth).

Line of lakes Dridzha-Sivera - Rushona: arrangement of boat routes, creation of vacation spots / quays, the information for boatmen.

Ludzas area

- In Ludzas area there are 138 lakes, bigger then 1 hectares, with a total area of 7412.5 hectares.
- 12 biggest lakes with the area more than 100 hectares are lakes Cirmas, Lielais Ludzas, Nirzas, Plisuns, Pildas, Shķaunes, Zilezers, Istras, Dzilezers, Pitelis, Zvirgzdenes and Kurjanovas (lakes Cirmas and Lielais Ludzas - among 20 greatest lakes of Latvia). Two of them - Zilezers and Pitelis are situated on border with Russia.
- Offer of the Ludzas region is based on 5 greatest lakes and their vicinities: Cirma, Ludzas, Pildas, Nirzas, Istras and separate small lakes which are well-known with their specific offer, as Lake Shkaunes – paradise for fishermen.
- Potential of Ludzas region – creation of boat routes from lake to lake (connection between lakes by small rivers) and their association with other opportunities of productive leisure (conducted routes, places of the sightseeing, offers of a lodging for the night).
- Lakes of Ludzas region are maiden and natural, that is poorly changed. Here naturally accessible coast, pure water, forest lakes are characteristic. Ludza is well known with its takes, the local residents visit it as well as the fishermen from Rezekne.

Potential objects of investments:

Complex of lakes in vicinities of city Ludza: Big Ludza Lake, Small Ludza Lake, lakes Cirmas and Zvirgzdenes, a part of river Ludzas up to Cīblas hydroelectric power station.

Preilju region

- 86 lakes and water basins with a total area 9635.4 ha, the rate of lakes 4.73 %;
- difference of availability of water bodies within the limits of territory of region – the greatest relative density concentrates in the zone A – system of lakes Rushona and Cirisha;
- the part of 36 km upwards by river Daugava has fishing value and the sanction on industrial fishery and fishing, and on the part of river Dubna where only fishing is allowed;
- rather good maintenance with water resources for needs of a recreation, in particular, in volosts Rushonas and Aglonas.

Advantages:

- Potential of development, on the basis of former reserves – a facilities “Siverinja” near lake Rushona, a skiing lodge “Bashki” near lake Eiksha, a complex of recreation centre “Zolva” near lake Zolva, the offer of rest near lake Cirisha, travel by boats on lake Dubna and creation of an opportunity of travel by boats on river Malta).
- Experience of self-management and interest in activation of development (Livanu district council has planned construction of the well arranged quay and water’s edge in Livani).

Restrictions in communication with the status ĪADT: island’s wildlife reserve on the lake Rushona; the status of national park of Lake Cirisha; problems of fluctuation of a water level in water-drain of Dubna and near Daugava in vicinities of city Livani

Rezeknes region

- 224 lakes with a total area 18 778.0 ha, a parity of lakes to a total area of region - 6.6 %;
- Uniqueness of water resources of Rezeknes region – the greatest and well-known lakes in Latvia and Latgale’s region - (Lubans, Razna).
- According to a lay-out of territory of region, value of area is connected with public lakes: lakes Chernostes, Dziljuts, Feimanu, Idzipoles, Kaunatas, Lubans, Meiranu, Pushas, Raznas, Rushons, Salajs, Tiskadu, Viraudas, Vertukshnas, Zosnas; River Rezekne along the full length.
- Use of the motorized water means of transportation is authorized on all public lakes and the rivers, except for what include especially protected natural territories, and their use is regulated with plans of wildlife management, or specially developed rules of managing;

definition of other concrete decisions on use is delegated on a local level within the limits of development of planning.

Advantages

- The greatest accessible water area in Latgale (> 18 000 ha).
- Popularity of Raznas and Lubanas, former development of recreation offers on the Lake Raznas – as a basis for the further development of services.
- The offer on the further development of vicinities of Lake Adamovas.
- Potential of rivers Rezeknes and Maltas, as water-drains' connection of lakes.
- Newly created specially protected natural territory "Raznas Dabas parks" – an opportunity of the coordination of interests and cooperation.
- Interest of self-managements and support of the activity connected with use of water bodies (volosts Kaunatas, Veremu, Maltas, city Rezekne, etc.).

Potential objects of investments:

- River Rezekne on the territory of city Rezekne;
- Lake Razna;
- River Malta.

In spite of the fact that in Central and Eastern part of Latgale region (Kraslavas, Rezeknes and Daugavpils regions) there are plenty of lakes, during development of the concept is accepted the decision to distribute investment on each object of areas of region Latgales, proving it with the necessity to provide development of recreational resources through the territory of all region.

The various offer forms more incomes. The increase and concentration of a stream of people, as well as increase in time spent by them in region are essential to conditions of development of the industry of tourism. The special attention needs to be paid to the every possible kind of training, schools, for the organization of the lasting for many days' actions and the offer connected with wider surrounding.

3. Foreign experience

Having analyzed experience of use of water resources (Estonia, Finland, Germany, Spain), it is necessary to consider, what opportunities need to be used in design territory, offering various and various services; quite often even the minimum level of an accomplishment is not provided.

The main improvements which should be accepted by self-managements and the enterprises of tourism in territory of the project can be grouped as follows:

Improvement of an infrastructure of coast

Approaches to coast. Creation of beaches. The device of vacation spots with the minimal infrastructure (planked footway, a place for a fire, urns for garbage, plates with the information, a wardrobe, a toilet). Clearing of coast and the maintenance of the area of a beach. Quays, pontoons, a designation of places for bathing (buoys, water paths, springboards, artificial pools for children), towers.

A variety of use of water

Sailing and navigation, diving, spear fishing, water ski, sailboard, boat quays, fishing sports.

Construction on water

The floating baths, floating houses of visitors, objects of design, such as the fountains, specially created boats, rafts, quays.

More detailed review of foreign experience see in the report on research.

4. SWAT Analysis

Strengths

- Known lakes and objects on them
- High ecological quality of water
- Image of Latgale as Land of lakes
- River Daugava offers in its natural current outstanding landscapes and the cultural-historical environment
- The Land of blue lakes as one of symbols of identity of Latgale with uncountable lakes, magnificent landscapes, unique monuments of culture and popular objects of tourism
- Greater areas of especially protected natural territories that provides the pure, untouched environment with the greater biological variety, the balanced hydrological circumstances, the mode of water in the rivers and in lakes adjusts, carries out natural clearing waters of a surface of the ground

Opportunities

- Formation of the offer of various tourism
- Private public partnership
- Development of offers for off-season
- Orientation on new target groups who are interested in the offer of special character (separate kinds of sports)
- Increase in a role of the Internet in marketing, availability of an infrastructure of the Internet
- Accomplishment and improvement of an infrastructure of services

Weaknesses

- The unvaried offer on tourism
- Low level of tourist services, the level inappropriate to modern inquiries
- Coast of lakes are plant-filled and unapproachable
- It is possible to reach lakes by ground roads, are quite often dear bad quality
- Shortage of information signs
- Restrictions for the economic activity, following from security modes of frontier area and the nature
- Seasonal nature of tourism
- A lot of the small enterprises, only a few tourist complexes, that creates a situation when the competition is inefficient, some market niches are not filled
- Lack of funds for the enterprises and self-management
- Lack of public private experience of partnership

Dangers

- Increase in a competition in Latvia and in the Baltic region
- Loss of an image of region, potential of development is not using
- Economic backwardness, reduction of quantity of the population, deterioration of an infrastructure;
- Reduction of quantity of the enterprises;

5. Basic statements of the concept, the purpose

The purpose of the concept - to support investments in an infrastructure with the biggest feedback and in contribution of development of stimulus for neighboring territory, and also in generating incomes for a long time. During the following 7 years to increase incomes of use of waters in Latgales region by 100 %, not worsening quality of environment and thus, as an ultimate goal, improving appeal of Latgales as region of tourism.

Main principles

- Principle of continuity
- Regional principle
- Principle of competitiveness
- Principle of partnership

The principle of continuity means, that investments are enclosed in such objects (in an existing infrastructure and in the enterprises which operates near lakes and the rivers) which already now create the big stream of people, have proved the capacity of action. Investments will be presented for innovative decisions which expand and diversify an available offer.

The regional principle means, that investments are enclosed in each of 6 areas - Balvu, Rzeknes, Ludzas, Preilju, Kraslavas, Daugavpils, in each area defining unique, identifiable objects for their further development. They can be added by ex-territorial routes, thus providing mutual communication in all regions.

The principle of partnership means, that investments are enclosed in such objects where self-management is interested to develop an infrastructure, environment, and is ready to cooperate with private businessmen who have an opportunity to use these infrastructures in the future and on their base, or with their help to offer complex services of tourism. For this purpose should be taken measures which can really help business by means of public investments.

Interest of self-management to participate in public private partnership – one of criteria which in the list of objects of investments can carry also self-management of village, in addition considering other essential aspects (the area of lake, the ground at the lake, belonging self-management).

The principle of competitiveness of region means, that investments are enclosed in such objects which relevancy in region is unconditional that can provide competitiveness of region. By means of the project it is necessary to support new and interesting ideas and innovations. It is not necessary to solve questions of a putting in order or the current maintenance. By means of partnership it is necessary to create decisions, as the interesting ideas to develop and support in the future.

Applying a principle of competitiveness of region, the enterprises of tourism on water are divided by opportunities of efficiency and short-term return of the investment, i.e. under the existing offer of services and a degree of quality of services, volume and recognition. Conditionally they can be divided into three groups:

- "Champions" – the enterprises, which now provide the big stream of people in region which have a plenty of visitors, a highest level of service, the most good natural advantages (an arrangement to cities, to roads, for rest, advantages of use of a water basin (the natural beach, cleanliness of water, island, etc.). To diversify the offer of these enterprises, possible to provide both faster recoupment of investments, and recognition simultaneously places and region, and a gain of a stream of visitors in region, and increase of incomes of the enterprises of sphere of rendered services. Investments will be an opportunity to involve more than joint financing. There

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are real guarantees in their use and in the maintenance of the infrastructure created as a result of investments. Here there are real opportunities of realization of public private partner programs. In places of champions it is necessary to create a high level of the services respective for the foreign tourist, a respective infrastructure of an accomplishment.

- "Fans" or „national art masters” - the small enterprises of tourism, self-management, rural facilities which became recognized by the unique original offer. They can be also places near unique lakes which till now are not put into order enough, but already now create the certain stream of visitors (for fishers significant is lake Shkaunes). Support of handicraftsmen - support for the innovations, special design of available services. Investments into these enterprises and the further maintenance of existence of the enterprises which have found the niche are planned for the following 5 years. It is necessary to predict, that they cannot create a stream of tourists; their main task - to freshen the offer of a place with characteristic service for region.
- „Mass sports – a national class” – the basic offer on tourism which not only directed on tourists – visitors, but also first of all improves quality of a life and rest of local population; this offer is at a level of services of an average indices. The basic enterprises and places of tourism aspire to generate various offers, and raise a level of services "to get" into categories of handicraftsmen.