



**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 AUKŠTAIJA REGIONS –  
POTENTIAL, INFRASTRUCTURE DEVELOPMENT AND NECESSARY  
INVESTMENTS"**

**3<sup>rd</sup> progress report**

**From May 29 to July 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 third progress report are preparing investment plan draft (60 lakes), selection those which are going to be included into funding application for the first set of investments, and define project ideas.

## 2. PERFORMED ACTIVITIES

### 2.1. Meetings and seminars

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### 2.1.1. Vision seminars

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The vision seminars took place in recreational complex "Raznas Licis" in Rezekne district in May 30 and in Zarasai in May 28.

The aim of the seminars was to present to the local and regional level stakeholders current characterization of the water based tourism, to agree on main terms and main principles of the Concept of lakes and river use.

In the Latgale seminar May 30 (in "Raznas Licis") 26 representatives from tourism providers, municipalities, and regional state institutions participated. Summary of the seminars has been attached in [appendix 1](#).

Main Results from both seminars are summarized below.

Seminars' participants agreed on main terms. For example, infrastructure in terms of the Concept is:

- Roads and paths leading to the recreational site next to watercourse, and info signs;
- Built, arranged, established accesses to the water – stops, docks, launch site for boats, beaches, shores along the bank, small bridges;
- Established recreational site – places for tent, camping, fire, tables, benches, garbage cans;
- Arrangement water part and banks – cleaning riversides and river bed, establishment or destroying of fences, digging and sand supplement for beach.

Water based tourism:

- trips by water;
- recreation and sport on waters;
- angling.

Other services support water use activities. They are night beds, conferences, social services in the nearest town or village.

Seminars' participants were informed about the project timescale and activities, and study progress (characterization of the watercourses, tourism providers and revenues).

The vision of investment plan was discussed:

- The Concept will create the framework and justification 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 have 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.

Seminars' participants agreed that the Concept has not to include all the watercourses (they are under supervision of various state and municipal institutions), but has to include only prior lakes

and rivers where investments are the most effective. The investment plan would be named as Latgale Blue Lakes' Book.

### 2.1.2. Seminars with stakeholders

Till July 15, 2007 there were planned seminars and discussion on investment impact. Totally 14 meetings and three seminars were held in period from July 3 to July 25. Total attendees number is 31. Seminar in Ludza and Preili will be held in next report period.

The Further short records and main conclusions presented from each seminar.

#### **04.07.2007 Daugavpils.**

Participants of seminar:

1. Līvija Tamane, Ilūkste municipality Tourism Information Centre;
2. Inga Vonaga, Tourisms development State Agency, Latgale office;
3. Lolita Kozlovska, Daugavpils Tourism Information Centre;
4. Jānis Silovs, Nature park „Daugavas Loki” office;
5. Brigita Vasiļevska, Svente municipality;
6. Viocehs Juhņevičš, Višķu municipality ;
7. Jānis Psoms, Višķu municipality ;
8. Jurijs Kopasurs, Latgale Rowing and Tourism Centre;
9. Henrijs Spalvins, Latgale Rowing and Tourism Centre;
10. Nataļja Cingele, Latgale Rowing and Tourism Centre;
11. Nadježda Braucēja, „Kurcums”, Ltd.;
12. Aldis Ādmīdiņš, camping „Ozianna”;
13. Tatjana Kesetņikova, Naujenes municipality;
14. Olga Lukaševica, Daugavpils district municipality;
15. Neils Balgalis, SIA „Grupa93”
16. Sarmīte Lesiņa, ŠIA „Grupa93”

#### Present situation in Daugavpils district, needs and solutions in development of tourism offer including water use.

Daugavpils city are not a project area, but there are interesting solution in city development plan – public spaces next to Daugava, water tram, which will connect city centre with planned golf yard.

The most unique places in Daugavpils district – nature park “Daugavas loki”, lakes, Svente lake in Visku municipality. Naujene Municipality organizes yearly international Augšdagava festivity since 1997, which reach the number of 2000 visitors. This is a one day festivity combining various activities – boats, canoes (smallites), horse riding, practises in farm etc.. In autumns they organize knight night, close festivity, where important entrepreneurs have been rewarded.

Latgale Rowing and Tourism Centre is newly established (in 2007) and participated in Augšdagava festivity as responsible for canoe race. Centre collaborates with “Campo”, from which they hire boats. Augšdagava festivity canoe race has been included in the Latvia Rowing Federation races list in 2008. The Centre plans open new water routs and sees potential in Viski un Svente municipalities. The Centre informs that they have interested persons from Spain, Italy about rowing offer in Latgale. The Centre suggest to develop tourism proposal around Daugavpils

fortress; fortress wall had been surrounded by water the time before; besides fortress wall is wooden, and missing water in the channel could fasten degradation of the wall. Main problem in use of Daugava river for water sport activities is changing water level. The most important need is for boat piers.

Camping „Ozianna” is situated near Vasargelišku view tower. The camping place can serve for 20 visitors. Their work experience is one year, and first conclusions is about the focus on specific audience is needed. They will focus on *nature lovers*. Camping place is crossed by the old road, and they tell a story about the Old road of Napoleon and empress Ekaterina rest place. They also keep a stylized historic culture museum, where old mechanics and instruments from neighbourhood have been gathered. Need to develop camping place is boat pier (this is hardly to make due to the big water level changes – the bank line differs up to 30 metres, because the bank is flat and smooth. They would obtain a motorboat for route “Krāslava – Daugavpils” and a air-balloon to show visitors Daugava river serpentine character from the air. Their estimated investments are aprox. 200 th. Lats.

Daugavpils district municipality sees festivities as good marketing tool to attract market attention and visitors, but it is necessary to find ways to attract long-stay visitors and consequently – make revenues for other service providers. The complex services are good, but often the appropriate infrastructure is missing. The most visited place Path of Pilskalnes Siguldiņa (6500 visitors) takes 0,50 LVL and there is no other services. Other sightseeing as paths of Dinaburga, Markova, Slutišku village shows the increasing of visitors number after the services have been varied. Augšdagava festivity would be valuated as good opening measure, but it is not a profit-making.

Tourisms development State Agency (TDSA), Latgale office agrees that culture activities are tools for attracting people, but marketing expenses have to be in balance. TDSA suggests theatrical shows, which take lesser costs. Flooding, changes of water level ought to be suggested as preference – an offer to cross flooded areas in the time of low water level (Dviete valley in Svente municipality, Daugava).

Nature park „Daugavas Loki” special value is beautiful landscape, restrictive aspect – private lands. In Nature park „Daugavas Loki” office competence will not be service provision, according to Latvian legislation, the office can only supervise un give recommendations. There are many interesting show elements in festivities of Daugava – bicycle riders’ demonstrations, delta planes shows). Recommended varying of tourism service, which mostly are night stays at holiday house, would be teaching to fish, to row (accompanied by instructor), short races. The boat users’ group would be divided on long-term (up to 2 weeks), on weekend, and short visits (part of day). Water routes have to be linked to the bicycle routes (Iļksna municipality). Instructors are needed. Prior needs in Daugava are piers, fireplaces and firewood, toilets, possibility to order food products. The offer of tourism houses is minimal – right now there are camping „Ozianna”, 2 holiday houses. Comfortable, big houses, with 50 beds are missing. Very important is to develop catering services; there are no cafes near nature park “Daugavas loki”, and bicycle and boat hiring services.

In use of small rivers potentially the most attractive offer would be created on Dubna and Tartaks rivers with destination in Višku lake. From Sivera lake, along Dubna river to Livani town is 2-weeks holiday route. Laucese, Tartaks, Dubna in combination with routes on Daugava river, Svente manor and Egļu hill.

Svente lake is managed by foundation “Sventes pērle”, but all lands around lake mostly belongs to the private owners. There operates holiday house “Rudzupuķes” (just 3 months). Water quality

tests have been done, but there is no official swimming place in Svente lake. Parking place is missing. Other swimming place in neighbourhood is in Sasaļu lake, which belongs to SC "Latvian State Forests" and is the most favourite swimming place near by Daugavpils.

Approximate boaters number in Daugava is several thousands, but it would increase to the 20 thousands. The negative tendencies – the number of public swimming places and public places next waters are decreasing, services are not concentrated around Daugava river.

Viski municipality cooperates with Fish Fund since 1999 and due to active people fish resources has been increased remarkably, it attracts fishermen. Lukna and Visku lakes are shallow and appropriate for fish spawning. The problem is small hydroelectric stations. There are 2 public spaces, which owes municipality, next to Lukna and Visku lakes. Three times a year (winter, July, and October) the angling championship is taking place. Problematic object is Visku technical school estate (state land); stadium and open air scene have to be reconstructed. In Lukna lake in soon future will be house on water; technical project is accepted. Sauna-boat already operates in Stropi Lake. The number of boats next to technical school has to be increased, but better is to solve different owners' problem by arranging boat station on municipality land next to Dubna river. Potential development: to develop professional fishing and angling, i.e. to provide instructors, equipment, and make it available for all members of family; to develop diving (now diving is possible in Belmonti in Demene municipality (certified instructor), and Riča lake).

Daugavpils University foreseen increase of trailer tourists, no place provides sewage infrastructure. Solutions is needed to cope with seasonal character of tourism services.

#### Resume of recommendations:

- Development of unique festivities (Knight festivity) of several day length;
- Restoration of previous fests – Neptune festivity – activities in and on water, sport activities;
- Propose watching flood and ice-going in Daugava;
- Propose activities in period of low-water – crossing places free from water;
- Underwater equipment;
- air-balloon;
- cables for shamble in Locika airport area;
- boating at night;
- exclusive sightseeing places (from Vasargelišķu tower, camping "Ozianna");
- well-established places in the bank of river, different from other places in Latvia, in proposal with services in neighbourhood. Places with good level toilets, with parking zone, waste containers, play grounds and sport grounds, appropriately managed, different by size (for bigger companies, and for families)
- on specific target groups aimed proposals (Finland case with island, on which drawing etc. activities could be taken), art, clothe design)
- places with specific infrastructure – watching tower, open-air oven where to prepare cached fish, fix-ups and constructions where measure oneself skills or parameters to compare, to come back and compare data, stand with food receipts, fish food receipts, stands and maps about objects in neighbourhood, nature values around, information where to order food, meet, firewood;
- special places with designed tables and benches very close to the water or on it;
- sculptures, for example Latgalian traditionally built farmstead, something based on traditions,
- specially designed place name, easily staying in mind, linked to the main object (place near the crucifix);
- transport services: travel along the Daugava, which caring very slowly and propose time spending ways – eating crayfishes, drinking beer. As ground of the Daugava is shallow, the float



with small sea-gauge has to be used. Necessary to prepare depth map of river ground. Float with cover. The wind is quite good for surfing (now in Stropi lake surfing takes place), small airplanes, hydro planes.

- Buildings on water and piers: pilot pier (see district territorial plan) between Daugavpils and Kraslava, next to the camping "Ozianna", linked to the other services in neighbourhood (Naujene municipality). Boat and cutter piers after the example of Lielvarde harbour with services. Pier in Viski and boat hiring, pier in Svente.
- Artists' plein-air as tool of designing a place;
- Specific souvenirs;
- Instructors of rowing, fishing, guides and story tellers;
- Old natural farmsteads where old people live (case with cooperation partners from Germany about 4-hour visit);
- Unique feature in combination with elements, which are common for all, - criteria to be included into the Blue Book and present region (case from culinary heritage project). Be specific and in the same time create a network. Better take bigger fee for entrance in Nature Park "Daugavas loki", and small for certain objects and places.

#### 05.07.2007, Balvi

1. Sanda Kaša, Balvi district municipality council, project coordinator;
2. Vineta Zeltkalne, Balvi district municipality council, planner;
3. Olga Bezmenova, Vilaka town council, project coordinator;
4. Maruta Castkova, Balvi town council, continuing education centre,
5. Ineta Kampe, Balvu tow tourism information centre;
6. Ēvalds Vancans, farm „Zivsalas”, Vecumu municipalities, Vilaka lake,
7. Ivars Šmats, head of Kubulu municipality council;
8. Inese Paidere, Balvi town council;
9. Jānis Trupovnieks, farm „Zīļukalns”.

As Balvi district is poor with lakes, they could be named and discussed straightway. They are Balvu, Kubulu and Vilaka lakes.

Balvi town council owes Balvi lake, but Kubulu municipality – land. Therefore lake has not been treated so well, waiting on each other. Pērkonu lake is bigger by area, but smaller by water cubic measure.

Balvi lake (167 ha) has tourism potential. Old park. Problematic aspects: private lands around lake, pollution with blue-green alga; cyanobacteria (right now it is prohibited to swim). Pollution decreases in last years, but still there are serious pollution points (pension-hous). Needs and ideas: piers for fishing, because fish resources are good (industrial fishing does not take place, industrial fishing take place in Pērkonu lake). Lakes are connected by River Bolupe and sluices are here between lakes (fish road is reserved). Near river Bolupe town council is setting up an swimming-resting place – the ground is deepened, banks are cleaned and mowed, dressing cabins, garbage containers. Next to the Stekentava two tables and biological toilets will be established.

Services in Balvi district is of very limited number, the seminar and banquet hall for 30 and bigger number is missing. The only catering place next to lake is with tasty food, but badly maintained surrounding. Appropriate place for tourism complex is previous consumer service establishment (land 2 ha, municipal estate), suitable to establish for training centre. Previous boat station and

sport school. The open-air rest places are not equipped. There is no possibility to walk around the lake.

Spontaneous ideas, what could be done in Balvi Lake: yearly international fishing championship, to catch marked fish, soup preparing championship. Balvi – place, where people from all the world come to meet each other in certain date, meet Russians with Latvians, meet problems with solutions, meet loners, pensioners, entrepreneurs, meet Vidzeme and Latgale. Talava caller as personage, meet various transport vehicles. To start not so enormous investments are needed. There are project idea about bicycle routes linked to the lakes in Kubulu, Rugaju and Balvi town municipalities. Bicycle routes are accompanied with private tent places, and Latvian State Forest rest-places. Night sport running. What would look tent place known in whole Latvia? Balvi lake would be characterized as passive place. Sleeping festivity. Sunset watching (night on the lake). Lightened water surface, light objects, lightened boat, and lightened pier. Music on water at nights. Musical fountains. Floating aquarium, even "floating Tourism Information Centre". Ferry – offer for just-married to cross the lake.

Prior needs are boat shed, hiring and suchlike services, maintaining, repair of boats.

Vilaka lake is surrounded by Vilaka town (the island belongs to Vilaka) and Vecumu municipality. There are some popular swimming places. Municipality has been improving the public one. Guest-house "Zivsalas" is one of the popular in Balvi district and has 3 boats, sport ground. Lake is pure, there is no exclusive fish species, but general ones and of good resources. Guest-house "Zivsalas" needs are pier with construction for number of fishermen, for walkers to watch sunset. "Zivsalas" practices take guests to the island and tell stories. From castle (school) to the island leads under water pass. Further investments: a bridge to the island, constructed on the place of old bridge.

Main motto of Balvi Lake – to take the town to the lake.

Main motto of Vilaka Lake – to raise an island.

#### 04.07.2007, Krāslava

Participants: development planning department representatives.

Possibilities to establish public access to Daugava: at the end of Ostas street and down to the bridge; public access has to be linked to the bicycle project rest place. There has to be built stairway to the Daugava at the end of Ostas street (ownership of the plot?).

Potential Kraslava offer:

- 1) ferry to island (place for picnics, for ceremonious walks like weddings to take a photos.
- 2) Amateur boating route, short (up to 30 min.), but with professional equipment from the end of Ostas street (market place) around the island and then to the bridge. At the old pontoon bridge place, covered with concrete plates, where come with cars and park them, to set up terrace, summer cafe, also used as a viewers and judges of the amateur championship or used as catering place.
- 3) Walk path:
  - a. the end of Ostas street (market place) – hotel "Zive" – Zvejnieku street (the old pontoon bridge place);
  - b. along the Daugava, with designed pedestrian bridge over the river Jāņupīte.



- 4) For ferry and other objects the symbol of Karoslava town – boat with 5 rows (meaning of 5 nationalities). To create environment objects, stories, attractive motives, usable is tale "How animals dug river Daugava" (for example path with tasks).

## 2.2. Progress in study in trends of river and lake use development

During the report period there were taken following activities:

Draft of the Concept of lake and river use has been translated and spread to project partners. Igalina NS RDA partner gave comments; they are incorporated into the Concept. The concept has to be integrated for the project region, as it serve as justification for future investments, but part of Rytu Aukštaitija would be added as appendix to the Concept, as it is commented and presents study results to Lithuania municipalities.

Examples of water use infrastructure have been surveyed in Estonia, Finland, Germany and other countries. Example cases will help to stakeholders generate infrastructure ideas in the project regions.

Estimation of maximum revenue and real revenue has been done.

|                     | Max (milj.LVL) | Normal (milj.LVL) |
|---------------------|----------------|-------------------|
| Daugavpils district | 1,924,128      | 718,947           |
| Rezekne district    | 3,434,292      | 941,132           |
| Kraslava district   | 2,446,990      | 841,336           |
| Ludza district      | 1,710,955      | 414,867           |
| Preiļi district     | 2,871,473      | 766,761           |
| Balvi district      | 106,311        | 25,812            |
| Total in Latgale    | 12,494,147     | 3,708,855         |

Field research has been started on 200 lakes. The inquiry form has been prepared, search teams formed. The field work has been after the following items:

- Physical access to the lake, without regard they are on private or public land;
- Info signs on the roads that directs to lake, recreational place, object;
- Name of the lake;
- Municipality;
- Name of the service provider or land owner of land plot where recreational site are situated;
- Location, distance from the lake, from nearest farm (living home), forest, agriculture lands around;
- Roads leading to the site;
- Infrastructure of the recreational site (rent of boats, pier, footbridges for fisherman, fireplace, parking place, benches, tables, garbage tins, sightseeing tower, dress cabins, other)
- Clean or dirty surrounding, mowed grass;
- Who does take care about the management;
- Price;
- Average flow of visitors, tourists,
- Information availability about the services in neighbourhood;

- Any plans for future

Last questions have been asked if there are some possibilities to meet manager. The research has been done to 62 lakes and rivers, the rest will be visited in August.

Based on the field research the characterization of district water use and current infrastructure has been complemented. This information will help for the next round of meeting with stakeholders.

### 3. CONCLUSIONS

Vision seminars and following seminars in district municipalities helped a lot to engage potential stakeholders and raise common commitment. It was enthusiastically agreed to meet on another meeting round when investment plan and project ideas will be specified. Seminars did input in common understanding of current water based tourism in the region and its potential development.

Main conclusions form the seminars are:

- The major problem of the Rytu Aukštaitija region tourism marketing is the lack of saleable products, it 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.
- The Concept' main principles are:
  - o Investments have to be forwarded to remarkable service providers and have to be focused. I.e. significant support to few sites which could stimulate growth of tourists flow thus development of the others services around the lake;
  - o Investments have to help private business service providers by public investments in infrastructure;
  - o Investments will be put in those lakes where the interest of municipality (or other public body) has been recognized;
  - o Investments have to stimulate to start and develop new, innovative, interesting ideas, they will not have to be as "social care" or maintaining the daily municipal functions.
- Constraints are lack of money, lack of experience, lack of collaboration experience, lack of willingness from public sector, short summer season, quite big competition between service providers etc. Therefore municipalities were asked how they see possible support to business development, their role and solutions. The Concept has to be an agreement between municipalities and entrepreneurs for close relationships.

- When the project ideas will be generated, stakeholders were asked to think about the project justification as well. The infrastructure itself without the complex service development is not a success. Thus investments in the water infrastructure could be linked to the:
  - o Events (festivities, sport activities);
  - o Objects;
  - o Routs, trails;
  - o Experience, story, adventure.
- The Concept as "Latgale Blue Lakes' Book" tries to be innovative and offer three ways of investment planning approach:

The first division of lakes is based on the effectiveness and benefits from investments. Therefore the purpose is to select those objects that would make the biggest turnover (profit), attract the most new visitors to the regions.

- a. "Champions" – recognizable lakes; here the most successful service providers operates; lakes, which already are the main tourism objects in the regions, services are at good level. Lakes, where the interest to develop them from the public sector is high.
- b. "Folk artists" – small lakes, recognizable lakes by unique feature – natural advantage or specific services;
- c. Mass sport class – other lakes

The investment plan has would be focused on the champions and some Folk art objects.

The second division of lakes is based on the urban division:

- Towns and villages on the banks of lakes and rivers (Livani, Kraslava, Daugavpils, Balvi, Malta, Dagda, Rezekne). Main motto of this is "give lakes back to the people". One of the main conclusion is that water is not accessible even in towns.
- Rural municipalities with big and remarkable lakes. Here on of the critical condition is do municipalities want to participate in the implementing common projects.

The third division of lakes is based on the administrative units. Taking care of the investment management more than of selected watercourses more reasonable is to share cofinancing. Therefore administrative division is very important when first round of investment will be set. One to two investment objects for every district municipality (Balvi, Rēzekne, Ludza, Preili, Krāslava, Daugavpils districts). This would be complemented by exterritorial routes, linking objects.

Water based tourism always will be closely bonded with nature resources, always ecotourism, asks for specific infrastructure and equipment, inseparable from overland infrastructure.

## 4. PLANNED ACTIVITIES FOR NEXT PROJECT PERIOD

- Preparing Short-term and long-term investment plan for 2007 – 2013;
- Prepare a list of necessary improvements for every out of the 60 lakes (30 in each country) selected for the investment plan;
- Assess environmental impact of the proposed investments and summarise cases where impact may be critical and analyse likely environmental impact of the suggested improvements and formulate measures necessary to remedy unacceptable environmental impact of the investments and introduce respective changes into the investment plan;

- Prioritize investments for the short-term program, selecting prior lakes and prepare Interreg application. Discuss funding application with stakeholders.

## Appendix No.1

### Summary from Latgale vision seminar



#### BJR INTERREG IIIA projektu SII-050 līdzfinansē Eiropas Savienība

#### Semināra "Latgales reģiona upju un ezeru izmantošanas koncepcija" kopsavilkums

Seminārs tika veikts pētījuma „Ezeru un upju izmantošana tūrisma, rekreācijas un transporta vajadzībām Latgales un Rytu Aukštaitijas reģionos – potenciāls, infrastruktūras attīstība un nepieciešamās investīcijas” ietvaros. Pētījums tiek īstenots INTERREG IIIA projekta SII-050 "Jauna tūrisma galamērķa radīšana, apvienojot Latgales un Rytu Aukštaitija pierobežas reģionu piedāvājumu" (New Destiny) ietvaros.

**Semināra vieta un datums:** Atpūtas komplekss "Rāznas līcis", 2007. g. 30. maijs

**Semināra dalībnieki:** 24 Latgales reģiona rajona padomju, vietējo pašvaldību, attīstības aģentūru, vides aizsardzības iestāžu pārstāvji, kā arī tūrisma uzņēmēji un divi Grupa 93 konsultanti: saraksts un kontaktinformācija pielikumā.

#### Semināra kopsavilkums:

Seminārā dalībnieki tika iepazīstināti ar Latgales upju un ezeru iepriekšējās izpētes rezultātiem. Konsultanti ziņoja par Latgales reģiona upju un ezeru resursiem un to rekreatīvo potenciālu. Tika apskatīta tūrisma uzņēmumu piedāvājuma analīze, kā arī iespējamo un pašreizējo ienākumu novērtējums no dažādiem pakalpojumiem. Tika sniegti piemēri pakalpojumiem, kas atšķir atsevišķus tūrisma uzņēmumus no vispārīgā tūrisma piedāvājuma (ūdensmalu attīstība reģiona pilsētās, ūdeņu izmantošana dažāda veida peldlīdzekļiem, peldošās mājas un pirtis laivu piestātnes, ūdens sporta infrastruktūra).

Grupa 93 konsultanti ierosināja pētījuma rezultātā izveidot "Latgales zilo grāmatu" jeb upju un ezeru izmantošanas koncepciju tūrisma un rekreācijas mērķiem. "Zilā grāmata" kalpos kā vadlīnijas investīcijām infrastruktūrā, kas saistīta ar ezeru un upju izmantošanu tūrismam nākamajos 3 – 5 gados. 'Zilajai grāmatai' jāpalīdz koncentrēties un atšķirties, jāatbalsta biznesa attīstība ar publisko ieguldījumu palīdzību. Lai to panāktu, jānodrošina pašvaldību ieinteresētība/nozīme/loma jaunajos projektos.

Semināra dalībnieki atbalstīja "Zilās grāmatas" ideju, uzsverot nepieciešamību pēc sadarbības starp pašvaldībām, uzņēmējiem un vides aizsardzības institūcijām (labs piemērs - Naujienes pagastā organizētie "Augšdaugavas svētki"). Dalībnieki vienojās, ka ar koncepcijas palīdzību netiks risinātas ikdienas lietas – bet jaunas un interesantas idejas/inovācijas.

Turpinot darbu, tiks organizētas ieinteresēto pušu tikšanās katrā no iespējamiem infrastruktūras objektiem katrā no Latgales rajoniem.

Semināra materiālu apkopojumu var atrast Grupa 93 mājas lapā, kur arī varēs sekot "Latgales Zilās grāmatas" izveidošanas procesam. Adrese:

Paldies visiem semināra dalībniekiem par produktīvu darbu un labām idejām!

## Semināra dalībnieku izteikumi:

'Pašvaldības neko nejēdz no uzņēmējdarbības, viņiem ir atšķirīgie mērķi un funkcijas, pašvaldībai nevajadzētu nodarboties ar uzņēmējdarbību'  
'Publiskā ezera statuss neļauj rīkot makšķerēšanu'  
'Būtisks jautājums ir vides ietilpība – cik cilvēki var apmeklēt ūdens objektu bez ievērojama kaitējuma videi'  
'Pa Daugavu nav iespējama kuģošana'  
'Uzņēmēju ir ļoti maz'  
'Uzņēmējiem trūkst sadarbības'  
'Pašvaldības ļoti pasīvas'  
'Zaļie [vides institūcijas] neļauj strādāt, ierobežo'  
'Pašvaldībai jānāk ar iniciatīvu'  
'Runājot ar pašvaldībām, tās ir jāieinteresē, jārunā tām saprotamā valodā'  
'Attīstot tūrismu, jādomā ne tikai par masu, peļņu nesošo tūrismu, bet arī par maziem uzņēmumiem un amatniekiem, kas piedāvā atpūtu ģimenēm un veic izglītošanu (tradīcijas, kultūra un vide) – viņu pastāvēšana ir nozīmīga sabiedrībai'  
'Jārunā ar konkrētajām pašvaldībām, ne tikai ar plānošanas reģionu un rajoniem'  
'Pašvaldību atbalsts ir kritiskā lieta. Pirmkārt, tūrisma uzņēmumiem ir grūtības ar pašu līdzekļiem, jo sezonas 3 mēnešos nevar nopelnīt tik daudz, lai nodrošinātu līdzekļus investīcijām. Otrkārt, liela daļa Eiropas finansējuma ir pieejama tikai pašvaldībām'  
'Katrā rajonā būtu jāizvēlas viena teritorija / ezeru grupa, kur tiktu veiktas investīcijas'  
'Investīcijas veicama objektos, kas ļauj pagarināt sezonu un pacelt pakalpojumu kvalitāti'  
'Tūrisma piedāvājumam neattīstoties, konkurenti apiet pēc īsa laika, visu laiku ir jāliek klāt jaunās lietas'  
'Patīk ideja par peldbaseinu pilsētā'  
'Infrastruktūra jāplāno tā, lai tā būtu izmantojama arī vietējiem iedzīvotājiem'  
'Uzņēmējiem un pašvaldībām vajag vienam otru'  
'Lai lietas notiktu, katrā teritorijā, kur plānotas investīcijas, ir jāorganizē vietējā grupa, kas kopā meklē risinājumus'  
'Apsveicams plāns kaut ko darīt Ludzas ezerā'  
'RVP ir ierēdņi, kas strādā esošās normatīvas bāzes ietvaros. Ja kaut kas neapmierina, jāmaina politikas līmenī'  
'Čortokam tiek mēģināts ierobežot tūrisma plūsmu'  
'Uzņēmēji neizrāda aktivitāti dabas aizsardzības plānu izstrādē, pēc tam protestē'  
'Ap Dridzi prognozējama liela slodze, daudz tūrisma uzņēmumu'  
'90. gados daudz ezeri atdoti privātajiem īpašniekiem, tagad ļoti grūti panākt to izmantošanu publiskajiem mērķiem'  
'Ūdens tūrisms – vispieejamākais tūrisma veids, pašvaldībām jāsadarbojas tā attīstībā'  
'Kurš spriedīs par konkrēto objektu unikalitāti?'  
'Būtu interesanti ezeru piedāvājumā atšķirt pilsētas – ka sastāvdaļu no kopējā tūrisma piedāvājuma'  
'Uzņēmēji un pašvaldības darbojas izejot no atšķirīgiem principiem'  
'Administratīvi teritoriālā reforma atrisinās daudzus jautājumus – piemēram ja ap Rāznes ezeru būs viena pašvaldība'  
'Uzņēmējs grib gūt ienākumus, pašvaldībai ir atbildība par ceļiem, energoapgādi, telekomunikācijām'  
'Laivošanas problēma pa Maltas upi ir risināma (četras pašvaldības ir vienojušas par attīstību)  
'Pagasts neatbalsta  
'Pašlaik nozīmīgāks notikums ir salu privatizēšana, notiek cīņa par to, kurš savāks salas'  
'Pašvaldībai grūti saprast, ka tūrisms dod ekonomisko labumu'  
'Pašvaldības ir kūtras, uzņēmējiem grūti ar sadarbību'  
'Jāvāc atkritumi no tūristiem'  
'Pašvaldība nav noraidījusi nevienu projektu'  
'Viens uzņēmējs nopirka salu, kā viņš tagad sadarbosies ar vides pārvaldi?'  
'Antropogēnā slodze – var atrast kopējo valodu, vienoties par apjomiem'  
'Nacionālais parks ir rozīnīte, pašvaldība ir ieinteresēta, lai šī teritorija būtu sakopta, jāveido apmeklētāju centri'



'Ja kvalitatīva tūrisma infrastruktūra, slodze uz vidi mazāka'  
 'Lai ieviestu jaunu koncepciju, jāsniedz informācija ne tikai caur semināriem, bet jābūt kontaktcilvēkiem, kas uzturēs interesei un darbosies'  
 'Visi grib savu, bet kopumā visi grib, lai visi dzīvo labāk'  
 'Jāsāliek prioritātes tūrisma attīstībai'  
 'Rušona uzņēmēji bombardē pašvaldību'  
 'Kā tūrisma Latgalē ietekmēs iespējama kuģošanas atjaunošana ūdensceļā Daugava – Dņepra?'

### Semināra dalībnieku saraksts

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|                |                                    |         |          |  |
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