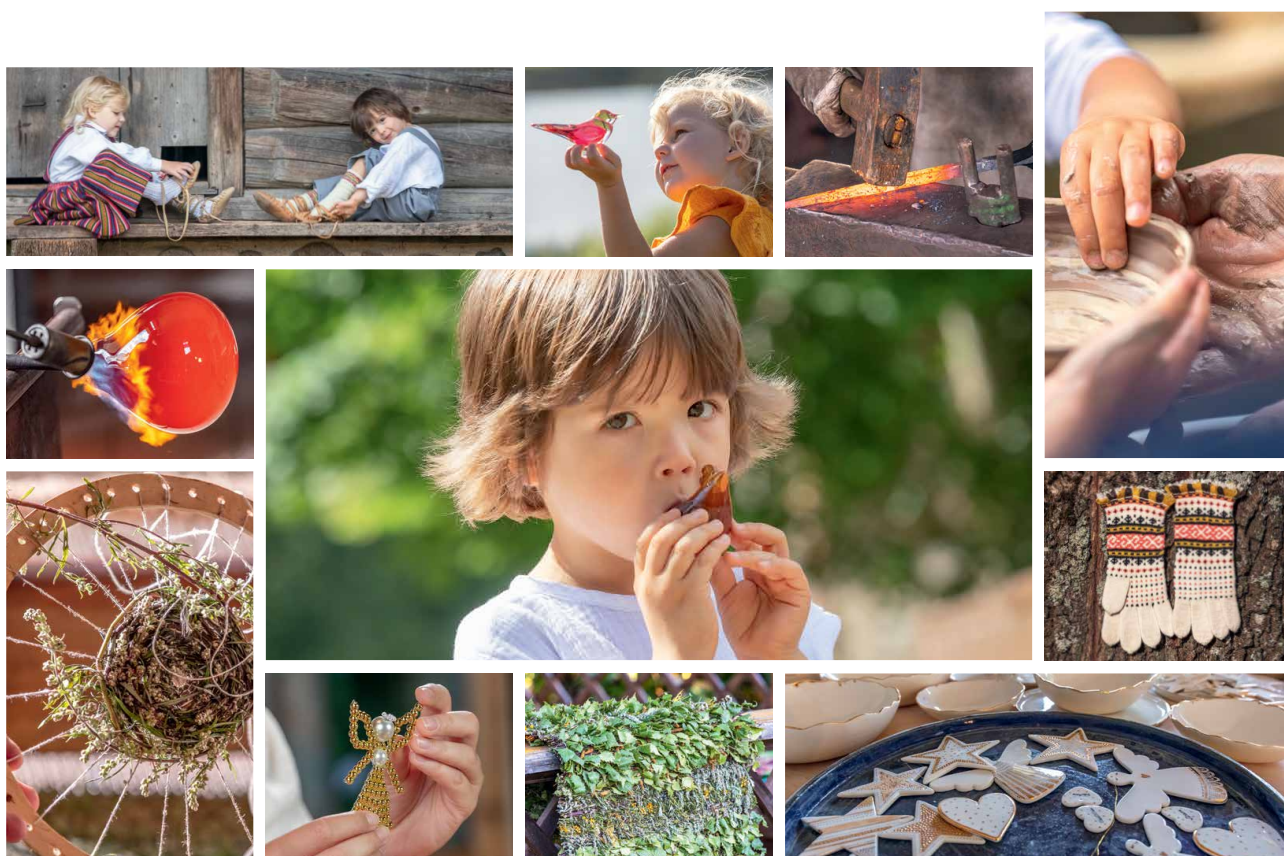


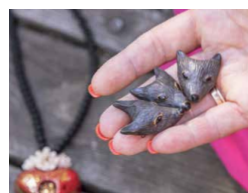
TOUR DE CRAFTS



LATGALES AMATNIEKI | LATGALĒS AMATININKAI | CRAFTSMEN OF THE LATGALE

TOUR DE CRAFTS CROSS-BORDER TOURISM ROUTE (PROJECT) CONCEPT

TOUR DE CRAFTS



LATGALE | AUKŠTAITIJA | ZEMGALE

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TOUR DE CRAFTS CROSS-BORDER TOURISM ROUTE (PROJECT) CONCEPT

Project coverage: "Development of tourism concept, tourism routes and marketing materials" with identification no. LPR 2022/15 project "Craft skills in the tourism space (Tour de Crafts)" No. within LLI-539.

Client: Latgale Planning Region (LPR)

Contractor: SIA "Reklāmas aģentūra "Bulterjers"" (Agency)

Compilation period: August and September 2022 (Research and Fieldwork)

The purpose of the Concept is to promote the sustainable use of traditional craft skills, preserving and promoting them as a common feature of the cultural and historical heritage of the cross-border territory of Latvia and Lithuania and a common tourism product, which could attract the interest of tourists in the long term to the regions of Latgale and Zemgale in Latvia (Area in Latvia), and the counties of Utena and Panevėžys (Aukštaitija) as territories in Lithuania (Area in Lithuania), as well as to more successfully integrate craftsmen as partners in the creation and realization of tourism projects and products in practical life. On the other hand, to create additional added value for tourism activities - to integrate support mechanisms for artisans and to increase the commercial profitability of their production.



Picture No. 1. Infographic – Location of the area of the new tourist routes developed within the project in the Baltics.

Tourism service provider in the focus of this Concept – a natural or legal person directly practicing a craft or closely related to such a practice, or their association.

Recipient of the tourism service in the focus of this Concept – a family with children or a compact group of travelers up to five people traveling by car.

Geography of the home country of the recipient of the tourism service. The focus of of this Concept is on all three Baltic states (internal tourism consumption), nearby Scandinavia (Finland, Sweden), the nearest major European countries (Poland and Germany), as well as Ireland, Great Britain, Denmark and Norway (as the current for nationals who have emigrated from their home country and choose Latvia or Lithuania as their summer vacation destination).

The authors' reference on the current external situation, which has influenced and may influence the processes and forecasts discussed in this Concept. Due to the unclear geopolitical situation, we currently do not consider it useful to focus on incoming tourism from Belarus, Russia and Ukraine, as well as on the rapid increase in the diversity and distances of the countries of origin of incoming tourism recorded before the pandemic. The tourism industry in the entire area is at the epicenter of the crisis at the moment of the writing of this Concept - the subjects of economic activity have not had sufficient time to restart their business after the losses caused by the pandemic, but now their activities is likely to be affected even more dramatically by real war in the European continent, which has a tendency to escalate. Crafts are oriented to the process of creating home things and enjoying the beautiful, while the tourism industry is oriented to the provision of rest, entertainment and joy of life. Both of these sets of services become irrelevant under conditions of real physical threat, and are also highly vulnerable to any restriction on the free flow of people and goods, which is one of the main side effects of both pandemic and warfare. We believe that immediately after the pandemic years, in the conditions of the new geopolitical threats, any statistics from previous years regarding the tourism industry are inapplicable - just as it is impossible to make meaningful forecasts in the medium and long term. We can operate in the short term with a high risk tolerance and readiness to promptly change our settings, following changes in the surrounding conditions, but in the longer term, we can currently only carry out activities of an intangible nature. According to our assessment, the global background currently changes with a time interval of about three months, which is a very short period of time for both the craft and tourism industries*.

1. Introduction and geographical base of the Project

In Latgale, as in other historical regions of Latvia and Lithuania, craft traditions are an integral part of the history and development of culture and applied arts. Craftsmen's activities are especially concentrated in Latgale and the bordering Aukštaitija, which in the Middle Ages was inhabited not only by Aukštāis, but also by Selians and Zemgalians¹.

Craftsman skills are often passed down from generation to generation, and being a skilled craftsman is a matter of honor and respect. Today, crafts are no longer just one of the sources of creating things needed in everyday life, but more like a hobby or a tool for more active face-to-face communication between different people, similar to various interest or sports clubs or traveling in groups. However, the craft has not lost its commercial component and for many people it is an additional or often the only way of earning income. Just like in historical times, nowadays there is a synergy between craft and professional art, sometimes the boundaries between them disappear. This is especially noticeable in cases when professional artists start independent and permanent semi-industrial production of objects of applied art or when skilled and talented craftsmen reach the level of quality and expression of professional artists in their visual communication skills after long years of work. In both cases, there is an interaction with both commerce and the individual's creative realization², but the only difference is the order of priorities and, from a more conservative point of view, the existence of appropriate professional education.

The sublimation of crafts with small forms of business is experiencing a special boom in Latgale, where traditionally crafts have played a greater role in the common cultural and historical heritage offer of the region. Traveling through Latgale, you can get to know all kinds of ancient crafts: pottery, weaving, blacksmithing, wood carving, jewelry making, glass blowing, basket weaving and more. Here you can visit both welcoming countryside guest houses and artisan workshops, as well as visit one of the crafts centers established in nowadays, where both the craftsmen themselves are active, and everyone who wants to learn, get to know, learn new skills or just have an exciting time is welcome. When we are all integrated to a greater or lesser extent in the world of industrially produced things and their marketing, meeting in person with craftsmen and watching the creation of things provides both emotional pleasure and renews the understanding of the beginning of many processes and things, and this is essential for

the younger generation - children and teenagers. In modern language, a trip to the world of artisans is like a detox from globalization, digitization and brand addiction.

Craft is currently a global passion and we can confidently predict future growth and demand for it. According to Business Wire³ Summer 2022 Report⁴, the applied arts products, crafts toys and DIY kits market in the US alone reached a total of \$1.26 billion in 2021 and is projected to grow at around 7.38% per annum over the coming years. A report published by Imarc Group⁵ in 2022 indicates that the consolidated volume of the global handicrafts market reached USD 680 billion in 2021⁶. It is important that the indicated market research company equates artisan products with luxury goods (symbol of status) in its report. A certain catalytic role in this growth is also played by global platforms aimed at the distribution of the products of artisans, artists and individual entrepreneurs, such as the broad availability of Etsy (<https://www.etsy.com>), the development of internet commerce in general, and changes in the hierarchy of societal values and habits during the pandemic. Even despite the current short-term or even mid-term major crisis of global digital trading platforms after the hyper-growth of the market segment caused by the pandemic, Etsy employed 2,402 employees in the 2nd quarter of 2022, and the company's half-year turnover reached 585.14 million USD with an impressive gross margin of 70.7%. It should be noted that the boundaries or criteria in each country, or how each consulting or market research firm divides and positions the belonging of various goods, services and even entire business areas to one or another section of the classification is quite different and in this case - the indicated numbers are only illustrative. Large-scale international exhibitions-fairs are also addressed to the performance of artisans, handicraftsmen and small manufacturing entrepreneurs, such as Artigiano in Fiera (<https://espositori.artigianoinfiera.it/>), which will take place in the Fieramilano exhibition center from December 3 till December 11, 2022. in Milan. The event is taking place for the 26th time! For illustration, the planned quantitative indicators of the fair promise 1 million visitors in person and at least 1.3 million unique guests on the digital platform of the event, which operates throughout the year. The representation of participants comes from at least 100 countries with the participation of more than 3,000 artisans. Regardless of possible large shifts in the understanding of the belonging of goods and services to the range of handicraft products or the very different definition of a handicraft product in different geographical locations - the figures indicate that the current market for handicraft products in the world is at the same time very large, profitable and rapidly growing.

The planning region of Latgale implements the project LLI-539 "Craft skills in the tourism space", Tour de Crafts, which is financed by the Interreg V-A Latvia-Lithuania program of the European Union for 2014-2020. The aim of the project is to promote the sustainable use of traditional craft skills, preserving and promoting them as a common feature of the cultural and historical heritage of the border area of Latvia and Lithuania and a common tourism product that could attract the interest of tourists.



Picture No. 2. Etsy, Inc. (Ticker - ETSY) stock price chart - a screenshot from the Nasdaq website that illustrates the dynamics of the company's stock value. The image is informative and does not constitute as an invitation to buy or sell securities. Prices are in US dollars. Graphics - NASDAQ OMX Group, Inc.

The development of the Concept includes three initial tourism routes for exploring handicrafts, whose maps and descriptions are available in the project deliverables as attachments. Two of them are geographically linked to the planning region of Latgale and include all actual districts of Latgale. The third route includes the entire Project area – the Latgale planning region, Utena and Panevėžys counties in Aukštaitija and Dobeles county in Zemgale, as well as the Bauska and Jelgava counties included in the route as well as such tourism pearls of Zemgale – Bauska Castle and the Rundāle Castle complex.

2. Basic tools for obtaining data material before and during the fieldwork process:

- 1) Study of the available cartographic material;
- 2) Researching available material on the World Wide Web, including the social network environment;
- 3) Identifying and researching materials available in the Agency's internal archive;
- 4) Visual audit on the road and on site;
- 5) Questionnaire in the form of an interview with craftsmen for each of the basic craft points included in the Project, which form the "backbone" of all Tour de Crafts routes:
 - a. Project participants' answers to 30 thematic questions,
 - b. identification of other local tourist routes,
 - c. identification of related services on the planned route:
 - i. entertainment,
 - ii. a rest,
 - iii. catering,
 - iv. accommodation,
 - v. cultural and historical heritage,
 - vi. special offers (museums and/or exhibitions),
 - vii. cycle routes,
 - viii. landscapes.
 - d. vision of participation in tourism activities,
 - e. cooperation with other craftsmen,
 - f. the most important problems that hinder the development of tourism services,
 - g. the quantitative service possibilities in the examined location.

3. Administrative and geographical Coverage of included stops (points) of the Project's craft activities

Points submitted by the Latgale Planning Region that are directly related to craft activities (confirmed participation in the Project and available for face-to-face visits during fieldwork):

in the Latgale region – 22 (one of them remotely);

in Zemgale region – 4 (all in Dobeles district);

In Lithuania – 2 (one each in Utena and Panevėžys counties, in total 27 points are indicated in Lithuania, which are included in the routes developed locally by Lithuanian partners)⁷.

Three of the points included in the Latgale region in real life can be defined as a set of several separate points, both factually and thematically, which gives an additional 5 points. In Latvia as a whole, we can assume that 31 stops of craft activities - active points - have been identified and examined within the framework of this Project and Concept.

4. Exploration and research of the territory of the Project

The project territory includes three historical regions - Latgale and part of Zemgale in Latvia, as well as part of Aukštaitija in Lithuania. We have included several administrative units in the initial summary of the Project's terms of reference and the developed route layout:

4.1. Latgale Planning Region⁸ (includes 9 local municipalities and occupies a total of 14,547 km² (22.52% of the entire territory of Latvia):

- Daugavpils as state city,
- Rēzekne as state city,
- Augšdaugava county,

- Balvi county,
- Krāslava county,
- Līvāni county,
- Ludza county,
- Preiļi county,
- Rēzekne county.

One of the treasures of Latgale is the people – sincere, hardworking, purposeful, tenacious, and family is one of the basic values of Latgale people. Therefore, travelers with children will always feel at home in Latgale. In Latgale, it is customary to welcome visitors with full hands and an open heart and language. When visiting artisans, we often “intrude” into a completely private space, however, such collective character traits have helped the artisans of Latgale become more popular and recognizable compared to the craftsmen of other regions. The words “Latgale” and “Artisans” are often perceived almost as synonyms. In colloquial language, regarding holiday trips by car, you can often hear the words - “let’s go to Latgale to meet the craftsmen”. The region is unique on a global scale as one of the few where representatives of different nationalities and religious denominations have lived and are living in peace and harmony for centuries under different forms of social and national administration. These qualities allow Latgale artisans to establish communication with visitors from different countries and with different opinions more quickly and positively, to more calmly perceive situations in which travelers are already tired or capricious, which is not a rare occurrence when we look at trips in a car with a child or children of different ages. Basically, we are looking at a micro-collective with very different interests and resistance to stress or travel fatigue. Very important is the different attitude of tourists towards giving in to the position of others in various operational matters of the travel household, which also includes the ability to behave adequately during the visits of artisans when looking at things that are completely uninteresting to the individual, which can at the same time be very exciting for someone else or even for all other travel companions.

The other top asset of Latgale is its special environment, in which in many places untouched and magnificent nature is sublimated with intelligent life skills and calm trust in God, which is generally a relatively rare social phenomenon nowadays. According to legends, 1,206 lakes have descended from the sky in Latgale in ancient times, which is why we can call Latgale as the land of Blue Lakes. The number of lakes tends to vary in different sources, but water is certainly one of the basic geographical and recreational values of Latgale. It is not for nothing that we have named one of the local routes included in the Project “Water Road” - from the Bends of Daugava to Lubāns Wetland.

Sacred tourism, like recreation in nature, occupies an important place in the common “basket” of the region’s tourism offer. The Roman Catholic Basilica of the Assumption of the Blessed Virgin Mary in Aglona is the most important pilgrimage site in the region and an outstanding monument of sacred architecture in Northern Europe. His Holiness the Pope of Rome has already visited it twice.



Picture No. 3. On September 24, 2018, His Holiness Pope Francis visited Aglona as a pilgrim.

The Latgale region and its many lakes are located in the Latgale highlands, which is the widest in Latvia. In the south, it borders the Polotsk lowlands and, along the Daugava valley, with the Augšzeme highlands, which is a continuation of the Lithuanian Aukštaitija highlands in the territory of Latvia. The hilly terrain is

dominant, forming complex spatial combinations with lake depressions, creating a visually rich landscape that provides aesthetic pleasure in all four seasons. The continental climate prevails in the Latgale highlands, which is slightly different from the climate of the nearby lowlands. Generally, in areas with a continental climate, air temperatures are slightly lower in winter and hotter in summer, which is also characteristic of Latgale.

Similar to Aukštaitija in Lithuania, we can rightly consider Latgale in Latvia as the beginning of Latvians in many areas. On the banks of the Daugava River, near Līvāni, there is the Jersikas mound. Jersika as the center of the economic and spiritual life of Letija (The ancient State of Latgali population), which in the 12th-13th century controlled the Daugava waterway, is mentioned several times in the Indrikis chronicle. Archaeological excavations show numerous settlements. The oldest finds date back even to the 1st millennium BC. Another important place of antiquity for Latvia is the Ludza hill with the ruins of a medieval castle. Ludza is considered the oldest city in Latvia. The area around Ludza was already inhabited in the Mesolithic (8th-5th centuries BC, also called the Middle Stone Age)⁹, as evidenced by the bone household objects found in the archaeological excavations on the shores of the Great Ludza Lake.



Picture No. 4. Bird's eye view of Jersika Mound in autumn.



Picture No. 5. Ludza hill with medieval castle ruins.

The manors and castles preserved in Latgale testify to more recent times. For example, the house or castle of the lords of Balvi manor is located on the shore of Lake Balvu. The first information about Balvi manor appears in 1765. Over the centuries, the building suffered a lot, but nowadays it has been restored. The manor palace hall boasts one of the best acoustics in Latvia. One of the buildings on the territory of the manor – a granary in the Empire style has been preserved, where the Museum of the Balvi County

is located and equipped with more than 25 thousand exhibits and two interactive expositions. In the fall of 2014, a new and modern exposition “Intangible Cultural Heritage of North Latgale” was opened. The museum’s five exhibition halls reflect the themes characteristic of North Latgale, including ethnography, traditional music, folklore, customs, psalms, traditional May songs in Latgale and craftsman’s skills.



Picture No. 6. A view of one of the halls of the “Northern Latgale Intangible Cultural Heritage” exhibition in Museum of the Balvi County.

One of the most beautiful examples of historical architecture in Latgale is the Preiļi manor complex with a park. The manor or palace building itself is an excellent 19th century building – an example of manor architecture, characterized by the romanticism prevailing at that time. The manor park covers approximately 47 ha and is the largest urban park in Latvia. About 13 ha of park territory is occupied by park ponds and canals, at least 25 species of trees and shrubs grow here, as well as several large trees. The current palace building was built between 1860 and 1865.



Picture No. 7. Bird’s eye view of Manor Park of Preiļi.

Briefly summarizing the advantages of tourism in Latgale, we can state that the region's most important tourism attraction assets are:

- Nature in general with a focus on vacation time at the waters,
- Visually diverse relief landscape (hills),
- Diversity of Sacred objects and rich cultural heritage,
- Objects of historical evidence important to Latvia,
- Latgale artisans who have generally become one of the region's brands.

4.2. The cross-country tourist route Tour de Crafts crosses the region of Aukštaitija, which is the main part of historical Lithuania and was first mentioned in writings as the "land of the Aukštai" already during the reign of the Great Lord Gedimin in 1322. The observation points of this route are located in the counties of Utena¹⁰ and Panevėžys¹¹, in the locations of six local municipalities (districts):

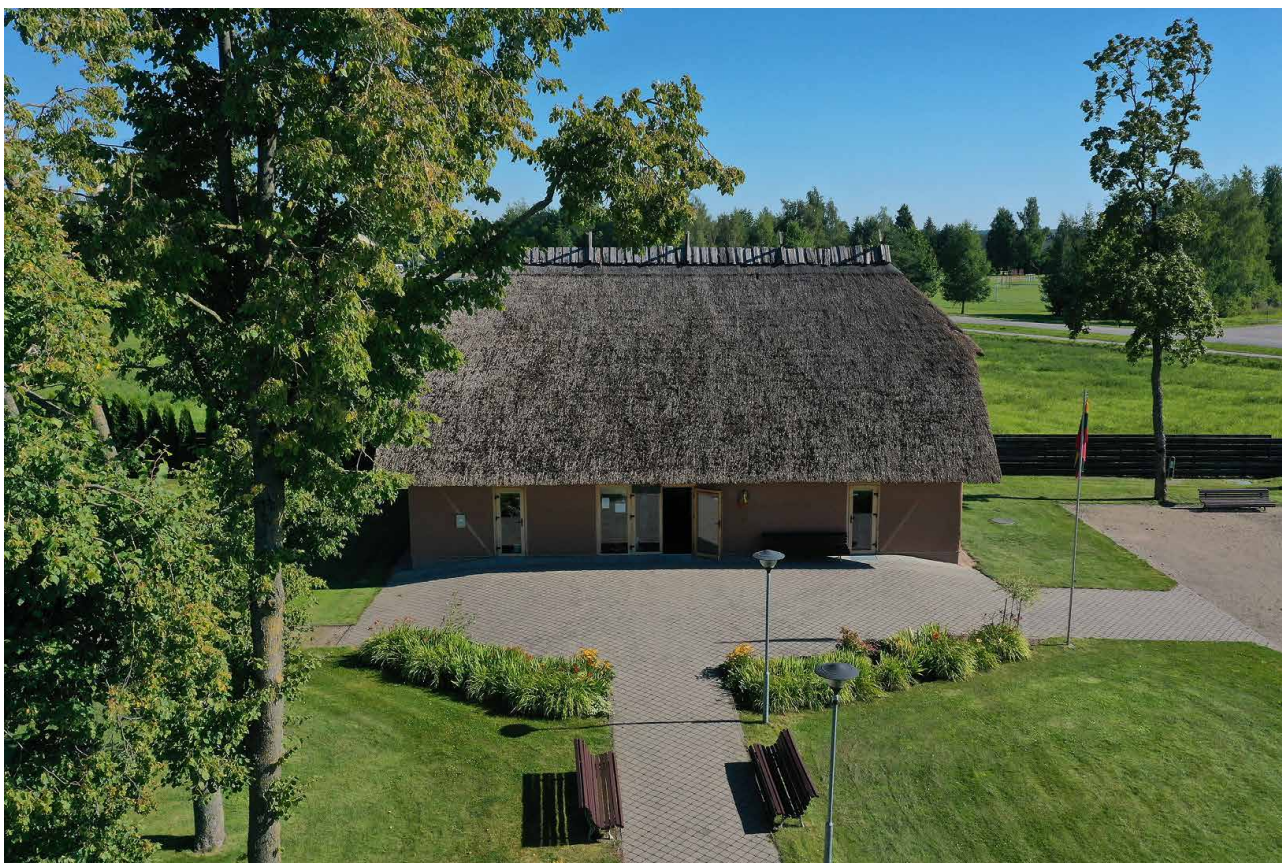
- Zarasai district,
- Utena district,
- Anykščiai district (Project partner from Anykščiai – Anykščiai art incubator – art studio),
- Panevėžys district (direct Project partner),
- Pasvalys district,
- Biržai district.

Aukštaitija has a lot in common with Latgale, including the great abundance of lakes. Aukštaitija is also home to the deepest lake in Lithuania - Tauragnas (62.5 meters deep). An attraction that will be equally exciting in all seasons is the treetop walking trail, which is one of the most visited tourist attractions in Lithuania. The trail is 300 meters long, its highest point reaches 21 meters, and the observation tower is 35 meters high. The tower offers a view of the tops of the forest right under your feet, the Sventaja river and the roads leading to Anikšči. On the other hand, one of the objects of historical and technical heritage is the narrow-gauge railway (Sauruks), which has been operating since the 19th century and was the backbone of the transportation system in Aukštaitija for a long time. Nowadays, a train intended only for tourists runs along the tracks, from which you can enjoy the splendor of Aukštaitija's landscapes. An exposition of the narrow-gauge railway museum has been opened at Anikšči station. Both Utena and Panevėžys counties have an active artisan life, flax is grown and processed, beer is brewed, bread is baked and various traditional regional holidays are celebrated.



Picture No. 8. The landscape of Zarasai in spring.

Near the town of Panevėžys, which is informally known as the capital of Aukštaitija, is the located village of Upytė, which has been mentioned in historical sources since the 13th century. For the maintenance and popularization of craft traditions, a “Traditional Crafts Center” has been established in the territory of Upytė’s former manor. Crafts Center is located in an ecological, energy-efficient building made of natural materials. Training for various crafts, educational courses, seminars and lectures, exhibitions, artisan meetings, artisan fairs and other events are organized here. Visitors can learn how cloth is made on a loom, what happens in a blacksmith’s forge, what a beekeeper does, sit at a potter’s wheel and make their own clay dish, which will then be fired in a ceramic kiln, listen to traditional music, learn how to make toys, pour candles and make masks. Special attention is paid to flax farming - here you can learn flax spinning, linen fabric weaving and linseed oil pressing. Upytė’s “Traditional Craft Center” is like a gorgeous visiting card of the artisans of the entire region, where visitors from other countries can get an idea of how people lived and worked in the territory of modern Lithuania several generations ago. Looking at the many samples of the works of contemporary craftsmen of Aukštaitija and Latgale, you will definitely notice both commonalities and differences in colors, patterns and designs of objects.



Picture No. 9. The main building of the Upytė Traditional Crafts Center.

When planning a trip to Lithuania, you can use for inspiration and planning both the routes prepared by Lithuanian partners, as well as the international route offered within the framework of the Concept, which includes nine artisan activity points and ten objects recommended for viewing in six administrative districts (municipalities) of Aukštaitija.

4.3. The international route also crosses three local municipalities in Zemgale¹², which as a region together occupies 10,742 km² (16.6% of the entire territory of Latvia) and is a very important intersection of Latvia’s internal and external logistics, as it is crossed by the country’s main highways – A6/E22, Via Baltica A7/E67 and A8/E77, main oil and natural gas pipelines and optical fiber communication cables. The observation points of the international route of the Tour de Crafts are located in the following locations:

- Bauska county,
- Jelgava county,
- Dobele county (Project partner from Dobele – Adult Education and Entrepreneurship Support Center of Dobele).

Zemgale is crossed by the two largest rivers of Latvia – Daugava and Lielupe. The rivers of the Lielupe basin cross the Zemgale plain: Svitene, Platone, Svete, Tērvete, Auce, Bērze, Misa and Iecava. One of the region's greatest assets is quality land for agriculture. About half of the territory of the region is agricultural land, but the most fertile soils are in the Zemgale plain. Forests cover approximately 40% of the territory of Zemgale. Zemgale is famous not only for its agriculture, but also for its rich cultural and historical heritage. The most impressive castles of Latvia can be seen directly in Zemgale, and they are often included in various tourist routes. It is difficult to meet a person in Latvia who has not seen or at least read about Jelgava, Rundāle, Mežotne, Bauska and Krustpils castles, Koknese and Dobeles castle ruins, Tērvete nature park, Pokaiņi forest and the Ložmetējkalns (The Mountain of the Machine guns) – important Memorial site of the First World War. The landscapes of the plain show their charm during harvest time, when fields of ripe ears sway to the horizon, combine harvesters hum and powerful tractors with grain trailers and other agricultural equipment move along the roads and highways of region.



Picture No. 10. Traditional rural landscape of Zemgale during harvest.



Picture No. 11. Wooden sculpture in Tervete Nature Park.

In general, the Concept of Tour de Crafts and the five (three from Latvian partners and two from Lithuanian partners) tourist routes developed within it cover 18 different administrative units in two countries of the European Union and, according to the authors' forecasts, can provide a very intensive recreational and exploratory trip for learning new skills for a full two weeks (at least 14 calendar days).

5. The structure of the stops (points) of the considered craft activities

One of the most significant differences between the subjects of craft activities as tourist destinations or tourist route points is the mutual heterogeneity of tourist objects created by craftsmen or directly related to their activities in many quantitative and qualitative indicators - they are structurally multilayered. This is partially justified by the fact that when we look at handicrafts as a tourism product, in reality we are trying to combine at least four very different areas of socio-economic activities - realization of creativity, production, hospitality business and privacy, "wrapping" it all in promises of viewing beautiful landscapes and many sights, which will accompany you on a journey through the world of crafts. This means that we have to work with a multi-component structure, where each of the components can be completely from a different domain. Basically, it's like walking into a bar with no bartender but all the utensils and lots of unlabeled bottles and trying to make a world class cocktail. You need either very specific knowledge, which allows you to recognize all the components without instructions, and the creative spirit and talent of a professional artist (in this case, a bartender) to combine it all into a charming drink, or there are significant risks of getting a mediocre or even completely unpalatable product. This is how simply and somewhat harshly we can describe the possibilities of creating a good or non-functioning tourism product with the wider involvement of the world of artisans.

The most significant positions of differences (heterogeneity) of craft points:

- a) Physical dimensions of the location** - from an small apartment in a multi-storey building to a multi-building complex built on a large area with an integrated parking lot and other additional services;
- b) Belonging to the location environment** - a large city with dense built-up, a small town with sparsely built-up, a village or a similar settlement and a completely freely located rural homestead or farm without direct neighbors. In this position, the road surface will also differ - some locations can be reached by asphalted roads or streets, and some only by gravel roads with different surface quality or in some locations "last mile"¹³ - generally through uncultivated fields;
- c) Dependence on the weather** - some artisans' stops may not be suitable for visiting or even with difficult access during the rain or during the winter period in general! At certain points, due to the weather or seasons, there may be noticeable differences in the overall comfort of the visit;
- d) Legal social status:**
 - a. a natural person's private environment (space) or a dual-use (private-public) environment separated from pure private space at different levels,
 - b. an environment completely separated from the private space of a natural person or their group,
 - c. environment (office or workshop) of a legal entity that is not specially adapted for visits,
 - d. environment (workshop) of a legal entity that is already adapted for visits,
 - e. an object specially designed for visits by an institutional subject;
- e) Human resources** - a component that correlates to a certain extent with the legal-social status of each point, but can be significantly more nuanced, including qualities such as language skills, experience in communicating with children or additional talents, such as acting, which can significantly affect the added value of the visit value and rating in general:
 - a. craftsman(14 sole proprietor, who positions himself more as a private individual,
 - b. sole craftsman who positions himself more as a company,
 - c. several craftsmen or a craftsman and his family members as a small team,
 - d. salaried employees comparable to artisans in terms of skills or experience,
 - e. salaried workers not themselves related to craft skills,
 - f. a mixed team that includes both craftsmen and service personnel;
- f) Availability** - regular working hours or the possibility of visiting only after prior application, time and number of visitors and agreement of the visit programme. In some locations it may not be possible to visit with children, but in most locations it is not desirable to visit with pets, which must be taken into account when planning a trip. There may be different times for both pre-registration of the visit and registration for participation in the master class. In locations with less human resource capacity, it is not uncommon for visits to be canceled with or without explanation (for

private reasons). Also, there can be long periods of unavailability of the object, which can change with active attendance or event advertising for short periods of time and cause communication misunderstandings in the public space. In general, the availability of artisans is both highly variable and sometime fully unpredictable;

g) Specialization – a blacksmith's workshop and a weaving workshop are as different from each other in terms of technological processes, environment and physical involvement as serene travel is from mountaineering or skydiving;

h) Co-involvement – a very important component for planning a trip, especially for families who plan to visit artisans with children. Certain locations are more suitable only for viewing, others offer participation or master classes, but at certain points in one geographical location, both one or more expositions for viewing are available, as well as the possibility to participate in one of the master classes or attractions, by applying in advance;

i) Services available at the location – the most basic hospitality business positions. There can be a very different offering when it comes to artisans, and this is directly related to the common heterogeneity of the field. Parking, toilet, Wi-Fi, availability of drinking water, coffee and snacks, opportunities to buy handicrafts or even a visit a crafts shop. Not only the availability of these services, but also the quality or understanding of the hospitality business will definitely be different.



Picture No. 12. Illustration for the topic – heterogeneity of craft objects. The beginning of creating an exposition of the ancient technique of shoe making in the workshop of the Leatherely brand in the thematic village project of Briežuciems. About 30 km drive along the small roads to the nearest town – Balvi or Kārsava. Finding – GPS or by asking locals. It should be noted that the works of the owner (a craftsman) of this visiting point – are of very high artistic and technical quality!



Picture No. 13. Illustration for the topic – heterogeneity of craft objects. Exhibition dedicated to shoe making in the workshop (small factory) of the "Kristāla kurpīte" brand in Rēzekne, near the city center, asphalt and all amenities. It should be noted that the shoemaker Andris Kačkāns's company is the largest manufacturer of shoes needed by folk art collectives in Latvia, where ethnographic shoes are also made to order.

Heterogeneity can be considered both as one of the biggest benefits of the artisan theme in the tourism industry, and at the same time as a very significant negative obstacle in any organizational work, communication and logistics related to the creation of such thematic tourism products and their further implementation in life and further operational support. Taking into account the objectively justified and logical origin of heterogeneity, there are not very many meaningful or financially justified solutions to eliminate the negative part of differences in basics.

In our opinion, when planning any activity based on the attraction of artisans, the possible heterogeneity of the participants and the services they provide should be identified in the context of each specific project and appropriate communication should be included so that the recipients of the tourism service are informed about it, treat it with understanding and enjoy instead of negative emotions as possible the benefits that such a difference in participants provides as an added value.

Nowadays, an exaggerated difference is often considered a value, and the heterogeneity of our viewing points can be positioned as an unprecedented generator of feelings - for example, "enjoy the temperature fluctuations from +15 to +45 and back", "feel real parquet and centuries-old stone maple floor with your bare feet" or "try the field toilet together with a nice restaurant, which has served for seventy years".

The second possible scenario, which is certainly also justified by the relatively large distance component, is to create more compact tourism products that include service providers that are less different from each other, giving such a selection an additional thematic load. For example, "The charm of weaving workshops in Southern Zemgale", "Discovering the secrets of crafts along the white highways (gravel roads) of Latgale" or "All about craft skills in Livani and Krāslava - two colorful days on the banks of the Daugava". In the first case, we offer a very specific and high-quality product for experts, which at the same time will definitely not be suitable for the majority of tourists who are looking for attractive entertainment. In the second case, the offer may appeal to a tour on partially off-road and gravel roads in the height of summer - the emphasis would be on the drive itself and its certain proximity to creating "rally" or "off-road" feelings, which, considering the large proportion of crossover-type "family cars", could be well sold product. The objectively identifiable lack of logistical quality of the selected stops would thus be transformed into added value, which in practice would not simultaneously cause discomfort, which would otherwise occur when driving a dirty car into the parking lot of the city museum, or pity for the care invested in polishing the car, when unexpectedly encountering a section of dirt road on the planned route.

The third possible solution is to collect the possibilities of the Craft Centers created by institutional players, which individual artisans do not have, and offer a dynamic, intense and glamorous "immersion" into the world of crafts, without completely renouncing the additional services and entertainment opportunities provided by larger cities, as well as obtaining the maximum intensity of impressions in one day or weekend during one trip. These are only illustrative examples to present a different approach in developing more accurate and efficient tourism products in the future. It is understandable that such technologies cannot be used in the planning of the Project's comprehensive routes, because the principles of their creation are already defined in the Project assignment, but more flexible approaches and the application of innovative ideas are certainly one of the possible "keys to success" for the development of craft-based tourism products in the future!

6. Analysis of possible routes and cross-connections, geographical features

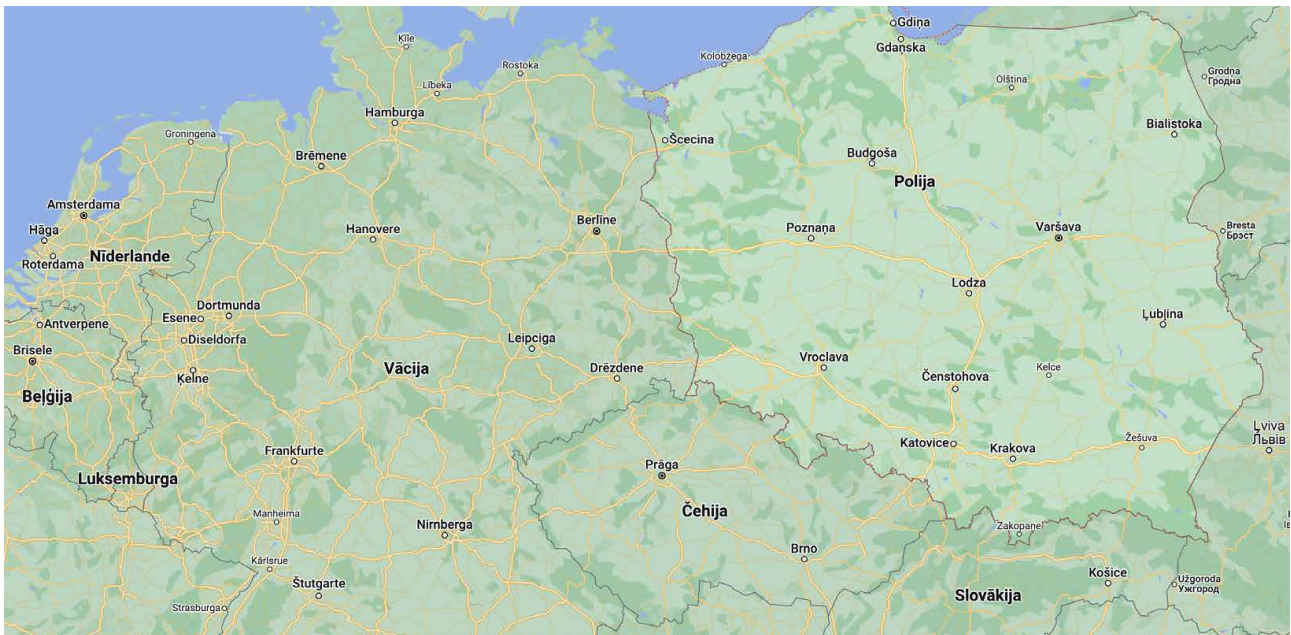
6.1. Route composition:

6.1.1. Line - a prominent example is the national road network of Italy and Poland;

6.1.2. Star - a prominent example is the nationwide road network of France and the Czech Republic;

6.1.3. Combination of line and star(s) - a prominent example is the national road network of Spain and Germany, which combines the two principles of route composition mentioned above.

In both Latvia and Lithuania, the German model is apparently closer, but taking into account the low density (coverage) intensity of the road network, both line and star road composition types may prevail in some territorial units. In Latvia, the mixed composition moves more in the direction of a star solution, but in Lithuania - in the direction of lines, which certainly technically complicates the planning of international routes in both countries. Another important nuance - in the solution of the star, the real mileage of each of its "rays" is the sum of the distance in both directions!



Picture No. 14. Illustration for the topic – differences in the major road network in European countries. A linear network in Poland, star-shaped predominance in the Czech Republic and a hybrid of the two principles in Germany. Screenshot from the Google Maps application. Graphics - Alphabet Inc. (Google).

At small distances from the center of the possible route and a relatively similar spread of reachable points, the star route is usually chosen. Illustrative example - if we want to visit Jurmala, Bauska Palace, Vecāki beach and Sigulda at the starting location in Riga - most likely, the most rational choice will be the composition of the star. But if we want to visit Sigulda, Ērgļi, Preiļi and Krāslava at the same starting location in Riga, the composition of the line will be the only reasonable one. If the starting point of the location is chosen outside the route, or it is unknown how to create a universal route for many users in the future, the route of the line will usually form a closed circle, triangle or trapezoid in the real trip.

6.2. Dominance of the Content or the Trip line:

6.2.1. The route in its development stage is fixed with known points in at least one of the categories. In this case, the points are decisive and the line follows the points, i.e., the dominance of the content is realized.

6.2.2. A route in its development stage is free, where the line is decisive and the points follow the line. In this case, the fieldwork and the authors' flash feelings dominate, but the research and marketing work is done later. Using such technology, Landscape routes are usually developed, where the emphasis is on aesthetic enjoyment during the trip itself or on choosing a different type of road, for example, motorcyclists around the world have a lot of routes that combine two qualities - a lot of sharp turns (preferably in combination with a height difference) and the most picturesque landscapes as possible. All other stops are already found on established route segments that "cover" the primary selection settings.

In the case of a given Project, the basic points of artisans' activities are already defined before the Concept is developed, based on the applications submitted by artisans for participation in the Project. Taking into account the possible distances, for example, from the center of Riga (indicative - hotel Radisson Blu Latvija Conference & Spa Hotel, Riga) to the activity point "Zelču sola", which is also the first inhabited place from the Eastern border side of the 57th parallel crossing to Latvia, the road by car is approximately 250 km and a 4-hour drive in one direction along the Via Michelin. As the closest point, Via Michelin application finds Rekovala in Baltinava county, which is, of course, not suitable for real trip planning. Such side effects are common when the objects to be viewed are located in less populated areas far from major roads.

If you choose the other possible starting point in Daugavpils (indicative - hotel Latgola) to "Zelču sola" with adaptation and rounding according to the same Via Michelin, it will be 170 km and 2.5 hours journey. So at the full "beam" of the star it will be 8 hours and 500 km or 5 hours and 340 km. Even if we choose Rēzekne, which is conditionally in the midpoint of the Daugavpils - Zelči section of the route, we would get approximately 170 km and 2.5 hours of travel as a result of the star beam, which is definitely not acceptable.

This small indicative example has been published deliberately - as an illustration of the distance component when planning any route (also not related to craftsmen) in the Latgale or Aukštaitija region, if we assume that customers will travel from Riga, Liepāja, Vilnius or Klaipėda (the real locations of airports or ports). The line solution will be optimal and the shortest journey duration will be at least two days. In real life, if you plan to show potential customers more than 2-3 locations, you should plan a weekend tour in the direction of Latgale and/or Aukštaitija with arrival at the starting point of the route on Friday evening and departure on Sunday afternoon. But this does not apply to the Concept routes, which include a significantly larger range of points of interest, unless potential travelers break it up into several weekend "sub-projects", which of course means a higher total cost of the whole large route due to higher kilometers traveled and the associated fuel costs.

So we choose a line with as few local "stars" as possible, but only in terms of additional attractions, restaurants and possible accommodation places.

6.3. Cross-connection analysis

When conducting interviews about cross-connections possibilities, it was noted that in most cases Project participants:

- Have not thought about the possibilities of creating interconnections,
- Mixes existing specific tourist routes for bus excursions ("Impro" brand) or equally specific pedestrian routes ("1836" brand) with routes intended for individual travelers (motorists),
- In the best case, chooses to cooperate within the local community of artisans or small entrepreneurs, recommending a visit or the purchase of specific products,
- In the conditions of the global chaos caused by the pandemic and the war in Ukraine, no new activities are being planned for the next tourism season.

Conclusions and recommendations: In order to design and develop interconnections, there must first be a realistically identifiable, recognized and functioning basic route or routes. When such a status is identified, an audit of other similar routes or projects at that time should be carried out and mutual communication between all interested parties should be implemented, how to create interconnections between actually functioning tourism products.

Currently, on a case-by-case¹⁵ basis, voluntary interconnections are implemented by TIC¹⁶, and this manifests itself more as spontaneous and often only one-off new instant routes, mostly by star composition with a starting location at a given TIC location, which is usually already very close to at least one of the points of interest, for example, the Krāslava TIC is located in symbiosis with several points of interest, including the Krāslava Crafts Center in one location - in the palace complex built by the Counts Platers in the 18th century in Krāslava.



Picture No. 15. Part of the palace complex in Krāslava built by the Counts Platers in the 18th century.

6.4. Geographical features¹⁷

The area of the cross-border tourism route developed within the framework of the Concept includes the highlands of Latgale, Augšzeme and Aukštaitija with their specific hilly terrain, the plain of Zemgale and the Daugava valley. Most of the range has a typical continental climate. The eastern part of the area has the highest density of lakes in both Latvia and Lithuania, which in both countries allows this part of the territory to be called "Land of Lakes" or "Land of Blue Lakes", which in turn has taken root in the colloquial language as a romantic synonym of the Latgale region.

Rāzna National Park is located in the Latgale part - the second largest of Latvia's four national parks,

which was established in 2007 on an area of 59,615 ha in order to preserve the natural, cultural, historical and scenic values of the surroundings of Rāzna Lake. The Rāzna Lake is a highland type lake in the Čornaya, Kaunata and Mākoņkalnas parishes of Rēzekne county. The second largest lake in Latvia by surface area, the largest by volume. The park is located in Mākoņkalns parish, Rēzekne county, and its territory contains two mountains important for Latvia and Latgale - Liepa Hill (289.3 m.a.s.l.), which is the highest peak of Latgale and the third highest mountain in Latvia as a whole, and Mākoņkalns (249 m.a.s.l.) with the castle ruins of Volkenberg (13th century). In the territory of the Rāzna National Park, there are also places of interest included in the Tour de Crafts routes - the Art Nouveau pearl of Latgale, Luznava manor built in first half of the 20-th century, the museum "Andrupene lauku sēta" (Country Farm Ansdrupene) and the nearby Swamp path of Andrupene.

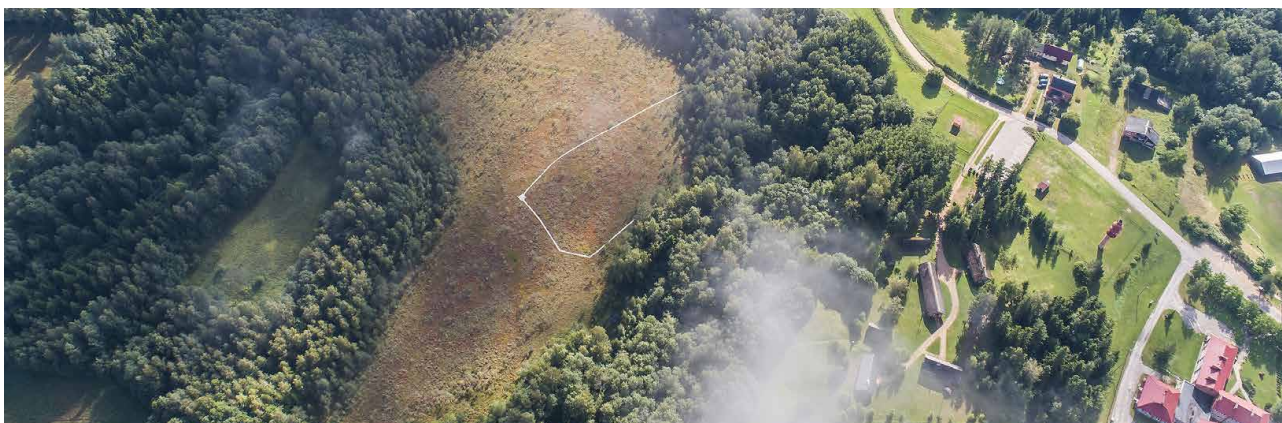
The nature reserve "Lubāna mitrājs" is the largest inland wetland in Latvia. It was founded in 2009, combining 12 nature reserves and creating a complex, specially protected natural area. Lake Lubāns and fish ponds are one of the most important resting and feeding places for passing water birds in the country, a nesting place for 29 European specially protected bird species. The wetland of the Lake Lubāns is also important archaeologically, as it is considered to be the first settlement of inhabitants on the territory of Latvia. Human presence has been proven since the Late Paleolithic, more than 10,500 years ago¹⁸. Lubāns is the largest lake in Latvia, its area is 82.1 km² (without islands 80.70 km²). It is located in the Lubāns plain on the border of Rēzekne and Madona counties.

In the Daugava valley, in the section from Krāslava to Naujene, there is the "Daugava loki" nature park, which includes eight 4-6 km long, picturesque bends of the Daugava (or meanders), which are considered to be the oldest formations of the Daugava valley in Latvia, where the river has preserved its natural course. The bends of the Daugava are part of the protected landscape area "Augšdaugava", which was included in the Latvian national list of UNESCO World Heritage in 2011¹⁹.

Aukštaitija, on the other hand, can be proud of the Aukštaitija National Park, which is the oldest National Park in Lithuania and covers an area of 40,570 hectares.



Picture No. 16. Latgale hills with many lakes in the early morning.



Picture No. 17. A view from the clouds to the Swamp path of Andrupene.



Picture No. 18. Daugava bends and Vasargelišķi observation tower from a bird's eye view.



Picture No. 19. Lake Luban and wetlands. View of the water tourism development center "Bāka".

7. Visiting stops (points) of interest on the route

In order to prepare all three Project/Concept routes of Tour de Crafts, the identification and evaluation of tourist route networks and tourist attraction points in Project Area was carried out, using the cultural, historical and natural heritage tourism attractions identified during the development of the local routes, including craft themed offers and additional services (entertainment, recreation, catering, accommodation) for a complete tourism offer.

Structured stops (points) of interest included in Latgale local routes:

- CRAFTSMEN – 22 stops selected from the applications of Project participants and qualifying as authentic subjects directly related to the activity of artisans, which correspond to their full involvement in the Project. These objects are included in both the booklet and the printed map, PDF documents and maps created on the Internet;
- OTHER ACTIVITIES – 12 stops selected from the Project participants' applications and qualifying as partially related to artisan activities, and some points for thematic enrichment of the offer. These objects are only included in the printed map and PDF documents;
- PLACES TO VISIT – 8 important tourist destinations of the region, selected after the analysis of the Concept developers, taking into account both the importance of the objects in the context of Latgale and the whole of Latvia, as well as their distance from the original main route connecting the CRAFTSMAN points, in order to avoid larger "star-shaped composition" routes for insertions in ready-made routes. These objects are included in both the booklet and the printed map, PDF documents and maps created on the Internet;

- POINTS OF INTEREST - 18 important tourist destinations selected after the analysis of the Concept developers, taking into account both the importance of the objects in the context of Latgale and the whole of Latvia, and their distance from the original main route connecting the CRAFTSMAN points, in order to avoid larger inclusions of the "star-shaped composition" routes in the finished routes. These objects are only included in the printed map and PDF documents;

- CATERING - 8 objects selected after the analysis of the Concept developers, taking into account both feedback from various sources, including questionnaires from the representatives of the CRAFTSMAN points, and their distance from the original main route connecting the CRAFTSMAN points, in order to avoid larger inclusions of the "star-shaped composition" routes in the finished routes. These objects are only included in the printed map and PDF documents;

- ACCOMMODATIONS - 11 objects selected after the analysis of the Concept developers, taking into account both feedback from various sources, including questionnaires of representatives of the CRAFTSMAN points, and their distance from the original main route connecting the CRAFTSMAN points, in order to avoid larger inclusions of the "star-shaped composition" routes in the finished routes. These objects are only included in the printed map and PDF documents.

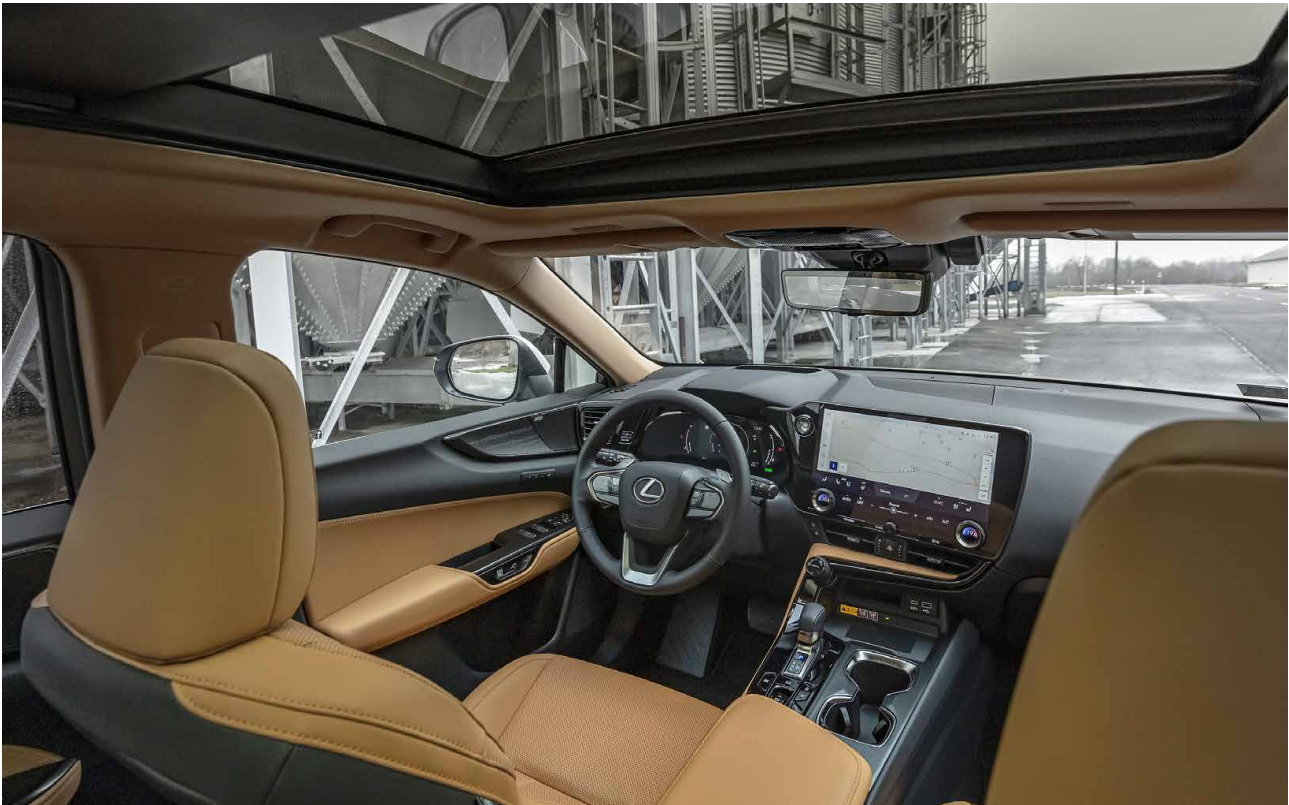
8. Concept basics and global vision of craft as a component of future society

The direct involvement of artisans in tourism projects, tourism products or the allocation of a tourism component to support artisans can be both defined and managed as an integrated interdisciplinary socio-economic item. In order to achieve positive results in the long term, we must not look at or plan activities based only on one of the components - hospitality business, tourism marketing, creativity, home production or small forms of business, ancient crafts, training, entertainment. In each individual episode, we need to adopt a more inclusive position and cover most of the important components of the craft phenomenon with equal importance. The second guideline - craft is not just one of the forms of material value creation, but an essential tool for realising the self-expression and self-development of the large part of society in the future, possibly in the next economic supercycle²⁰, in which transformations contrary to globalization could take place. Some of the most important new challenges of the global economic system are discussed in the respectable Project Syndicate review *The Post-Global Economy* published in the summer of 2022²¹.

The role of the craft phenomenon in society and its future is conceptually and comprehensively reviewed by Richard Sennett, a well-known and highly valued sociologist in the international community, professor of sociology, Senior Fellow of the Center on Capitalism and Society at Columbia University, London School of Economics and Columbia University in his book about the importance of crafts as a socio-economic phenomenon in the life of an individual and society, "The Craftsman", published in 2008 by Yale University Press.

Ten years ago (in 2012), the structure and future significance of the craft phenomenon was examined in detail by a group of international researchers from Erasmus University Rotterdam (Social scientists from the Netherlands, India, China, Italy, Japan and Iceland are represented in the creation of the review) under the leadership of Arno Klamer - "Crafting Culture: The importance of craftsmanship for the world of arts and the economy at large". The identification and survey of craftsmen carried out as part of the project confirms the assessment put forward by the authors, that currently in the Baltics as a whole we are only at the beginning stage of recognizing craft as an essential component of life, and craft as such is generally undervalued and in some cases also misunderstood. In the most developed and strongest countries in the global circulation, craft is currently already considered one of the driving forces of the future economy and society's self-expression and provision of emotional health. Just like in recent history regarding the geographically specific issue of making drinks - an indisputable component and brand of Latgale lifestyle - shmakovka, we need to change the attitude towards artisans and crafts in general at the national level and ensure the development and wider inclusion of this phenomenon in society. A craftsman is not just an address on a map, where we can go to see how pots were made from piece of clay in ancient times, to buy a vase or to have fun in a master class, although these are very important and essential added values of craftsmanship and the services provided. Crafts and craftsmen can also become ambassadors of competence, quality and creativity at the highest level in the Baltic countries - similar to what is already the case in Japan, where the masters of traditional arts Takumi²² are involved in the production cycle of the luxury car brand Lexus²³ and in the development of the design

of new cars, especially it refers to the car interior in order to give it national uniqueness, as well as in the production process directly itself in factories - as quality control specialists²⁴.



Picture No. 20. One of the interiors of the latest Lexus models – hybrid SUV Lexus NX. The picture was taken in Zemgale, in 2022.

9. Evaluation of local routes – risks and opportunities (SWOT analysis)⁽²⁵⁾

9.1. Internal factors – STRENGTHS:

- a) The idea of visiting a craftsman or craft place as a decisive argument in favor of the decision to go on a trip to the Project areas in general;
- b) Craftsmen's great cognitive potential of the process of making things, especially when thinking about the general education of children and young people and digital detox;
- c) Historically, in Latgale and Aukštaitija, handicrafts are a kind of regional brand, which can independently both compete and create a strong synergy with nature and history topics in tourism development communication;
- d) The fine art component included in the craft phenomenon ensures constant renewal and uniqueness of this resource with each newly created work;
- e) Institutional craft centers have already been established in Latgale, Aukštaitija and Zemgale, in which to create a material and technical base for further development of the field;
- f) Professionals in the field of handicrafts with a specific experience and knowledge base can be found in all the examined areas of the Project;
- g) In all the examined areas of the Project there are representatives of the field of handicrafts, especially the new generation of craftsmen who have already commercialized their activities in a qualitative way;
- h) Craftsmen of the new generation are also experimenting with innovative design and techniques, artists with professional education in one of the specialties of creative industries also turn to craft as a channel of creative and commercial self-realization;
- i) Some of the artisan activity points are located in the immediate vicinity of popular tourist destinations or in locations with high scenic quality;
- j) The majority of Project participants can provide good price-value-quality indicators regarding their offered production;
- k) Some of the craftsmen are well versed in the digital marketing environment and resources;
- l) Most craftsmen have long-term practical experience in customer (tourist) service and can ensure a positive attitude in communication;

m) Thanks to the existence of craft centers, there is a certain practical basis for the development of a new generation of craftsmen.

9.2. Internal factors - WEAKNESSES:

- a) Some of the possible activities without external (institutional or third-party) support do not have signs of commerce, or it is impossible to predict successful commerce;
- b) For individual participants of the Project, crafting is like an internal socialization of a relatively closed group without a vision or desire to become a more public than private subject;
- c) Individual Project participants have achieved some success in commerce and do not want to sacrifice their privacy for participation in public activities, including the tourism ecosystem;
- d) Individual artisans as partners in any larger multi-component project are technically unreliable, as health problems of the individual or his family members, the birth of children or grandchildren, depression or any sudden personality problems or change of opinion may temporarily or without warning exclude this stage (craftsman) from the joint work circulation and cause losses to both the other participants and the organizers, as well as damage the image of the Project and the area as a whole;
- e) In the conditions of the dominance of social networks in the information space, mistakes or everyday disputes that may occur, especially for an individual craftsman with visitors, can quickly become viral and undermine joint marketing efforts in a larger project or in relation to the Areas as a whole;
- f) Inability to compete with mass production or in international markets – with artisans from locations with lower product cost;
- g) A relatively large part of the Project participants may have regular accessibility problems, some are located in places where there is no map provision of navigation systems;
- h) Some artisans do not fully realize the possibilities of self-promotion and have a low level of recognition even in a very local market area;
- i) Some craftsmen may have poor communication skills, but their financial turnover does not allow them to hire someone to work with clients or to take a greater part in even local tourism projects;
- j) Some craftsmen do not have access to financial resources for expanding their activities, learning new technologies, purchasing equipment;
- k) Artisans who start in food-related market niches are more vulnerable in their business activities, similarly to any subject of the agricultural and/or food industry;
- l) Artisans who have not united in creative groups have a very limited quantitative capacity and are practically unable to start large-scale commercial activities, or they face the painful but typical problem of small business subjects: when starting a project, its realization generally kills other existing and possible successful projects due to temporary lack of production capacity, time or working capital;
- m) Some craftsmen may have difficulties in ensuring the continuity of their activities, especially if the craft is not their main work;
- n) Lack of knowledge outside the field of the practiced craft, which may pose a direct threat to the quality and sustainability of the craftsman's activities;
- o) Predominance of private obligations over public obligations in general;
- p) The future actions and plans of individual craft subjects may also be completely unpredictable and not always rational;
- q) Non-existent accreditation of Craftsmen;
- r) Shortcomings in the internal management of activities;
- s) Loss of succession, because the place of craftsmanship in the hierarchy of society's values is not clear – the new generation may not have the motivation to choose the craftsman's life path;
- t) Knowledge of foreign languages. The fieldwork carried out within the project fully confirmed the predictions about the poor knowledge of foreign languages among the artisans. The harsh truth – except for a few younger craftsmen, the entire craft ecosystem in Latgale can communicate freely and qualitatively only in Latvian and Russian languages.

9.3. External factors – OPPORTUNITIES:

- a) Craft and individual tourism are clearly global uptrends at the current time in virtually all major markets;
- b) Side effects of classical tourism caused by the pandemic have replaced the previously dominant opportunities for mass tourism with the innovative products of tourism based on feelings and knowledge acquisition;
- c) The demand for high-quality handicraft products and products from natural materials increases

- year by year in the global market;
- d) The availability of digital trading platforms and such global players created and initially based in Latvia, such as Printful, has opened the reach of hitherto unreachable distant markets even for very small craft projects;
- e) The location of Latvia and Lithuania in the European Union allows the Made in EU label to be used in communication as a quality mark, which is currently recognized worldwide, unlike the recognition of the countries of the Project area;
- f) There are always creative and technical possibilities to create a unique design;
- g) Individual participants of the Project have been able to create a professional and quantitatively sufficient environment for larger and permanent tourism activities, which is already comparable to the capabilities of institutional artisan centers and can freely cooperate with any tourism projects;
- h) In reality, larger and smaller tourism and handicraft stimulating events are regularly implemented in the Project area, accessible to a relatively large circle of craftsmen;
- i) There are many still untapped cooperation opportunities for artisans with already existing large and well-known tourist destinations;
- j) There are many still untapped cooperation opportunities for artisans and especially for representatives of different creative fields for mutual communication and cooperation both in commerce and tourism.

9.4. External factors - THREATS:

- a) Geopolitical instability and the entry of the component of fear into our lives, in particular, the threat of escalation and expansion of hostilities in Ukraine, which is one of the most significant inhibiting factors in incoming tourism and the purchase of home goods, which is traditionally the main theme of artisan commerce;
- b) The dramatic increase in the price of energy resources in general, which is especially threatening for all energy-intensive craft areas, especially ceramics and glass processing, as well as for every hospitality business, which can turn the already seasonal nature of activities in the Baltic climate into one possible only in summer due to the increase in heating costs;
- c) The increase in the price of fuel in the field of transport, which can slow down not only the production side of the artisan business, but the influx of tourists, and is very important at long distances from regional centers and capitals, which have always been donors of incoming tourism;
- d) Possible unpopular decisions of politicians restricting commerce and freedom. In Latgale, in general, a collective trauma can be identified from the consequences of the pandemic and, in particular, the consequences of politicians' decisions, which have destructively affected and may still affect in the future decisions about any local expansion or expansion of activities and a decrease in trust in institutional partners;
- e) The low coverage of the area's territories with points of quality accommodation and catering service providers, which would be available 365 days a year. This is a very important problem, but the possibilities of its solution are very minimal, because its emergence and long-term existence is based on fundamental socio-economic realities of the Baltic States.
- f) Inability to learn in a timely manner the continuous and often irrational changes in IT services or the threat of creativity from the often destructive and low-quality performance of artificial intelligence automated systems of social networking platforms;
- g) Increase in the price of certain raw materials and interruptions in their availability or even further unavailability of certain suppliers, on which the previous production has been based;
- h) Decrease in the purchasing power of consumers, which results in the contraction of the market of certain segments;
- i) Impact of natural conditions;
- j) Possible lack of funding in the future for road maintenance in Latvia commonly;
- k) Slow development of the public network of electric car fast charging stations. This circumstance limits the range of movement of electric car owners, because home or office charging equipment (Wall Box) does not provide the opportunity to get from the capitals of Latvia and Lithuania to the majority of sightseeing and visiting points included in the Tour de Crafts routes without additional charging on the way;
- l) Inability for representatives of different fields to agree to achieve common goals.

A new side effect that has arisen at least in the tourism ecosystem of Latgale after the pandemic is the sometimes dishonest attitude of market participants towards the large international tourism product online networks, such as booking.com, and is manifested in the "technology" that very few of the actually available rooms for accommodation are placed on this website from guest houses and hotels, and they have an unfriendly price. When you call the local operator, everything is different - the rooms are

available, the prices are friendly and the service staff is very kind. The reason is simple - no one wants to pay the high commission interest for these services and lose income due to shocking inflation. In the short term, it "works", but already in the medium term, after a few times of not being able to book adequate accommodation, both a foreigner and some of the "golden youth" of our own countries, who are able to pay, want everything natural, but don't know how such a situation must be addressed, because it cannot be done on their smart device without analog direct conversation.

Moral - if you are no longer online - you are no longer at all. This is how the tomorrow is stolen from both a local player in the field of tourism and crafts, even if he or she is online and not fooling around in booking.com or another similar application, because some of the "genius merchants" will have robbed, perhaps, his client.

10. Availability of historical materials and review of points of interest on the route, as well as obtaining additional information about these objects/places on the route

Regarding historical materials, their public availability, as well as various additional information, there are five main channels:

- 1) Museums. As very good examples we can indicate -
 - a. Museum "Andrupene country farm" (included in the routes),
 - b. Balvi County Museum, especially the exposition "Intangible cultural heritage of the Northern Latgale" (included in the routes),
 - c. Polikarps Čerņavskis Ceramic House (included in the routes),
 - d. Ethnographic open-air department of the Local History Museum of Naujene - "Slutišķi Old Believers' Farm" (included in the "Fire Road" route),
 - e. The Šmakovka Museum in Daugavpils, especially the rich set of historic photographic materials included in its digital exhibition part from the funds of the Latvian State Archive of Audiovisual Documents (included in the itineraries and independently also in reviews of many international tourist destinations about Daugavpils city),
 - f. Upytė Traditional Crafts Center in Lithuania;
- 2) Local Tourist Information Centers (TIC), which are often located in close proximity to local history museums and one of the popular tourist destinations;
- 3) The unlimited possibilities of each individual to search for historical materials on the Internet. Admittedly, in this case, there are limited opportunities to verify their authenticity or compliance with what they may be claimed to be. An exciting and interesting resource, for example, is the portal "Zudusi Latvija" (Lost Latvia) (<https://zudusilatvija.lv/>);
- 4) Institutional data sources. Observing the existing local regulations and taking into account known costs and time spent on research, - historical materials are available in the Latvian State Archive of Audiovisual Documents (<https://www.arhivi.gov.lv/en/latvian-state-archive-audiovisual-documents>) and the National Library of Latvia (<https://www.lnb.lv/en/>), which is a generally accessible universal scientific library, was founded in 1919 and is a state cultural institution of national significance under the supervision of the Ministry of Culture;
- 5) Expositions of antiques. One of them is available at the craftsman's point included in the "Water Road" route - Creative Recreation Center "Lidumnieki", and the other - in the accommodation "Sventes muiža" included in the "Fire Road" route. In most cases in Latgale, these expositions are dedicated to the history of wars that have dramatically damaged the destinies of the people of the region.

Looking at the individual performance of the Project participants, a very pronounced polarization of opportunities can be identified in this matter. Artisan centers are able to provide a relatively wide range of information about history as well, which is certainly not available to individual craftsmen, among whom the youngest and those oriented towards professional art are certainly not ready to play the role of history teachers in customer service. This should be taken into account when planning various interdisciplinary activities in the future. However, some artisans have collected noteworthy and perhaps even unique and unpublished historical materials on relatively narrow topics of interest to them, such as regional patterns/ designs for some special weaving or knitting technique, which could be

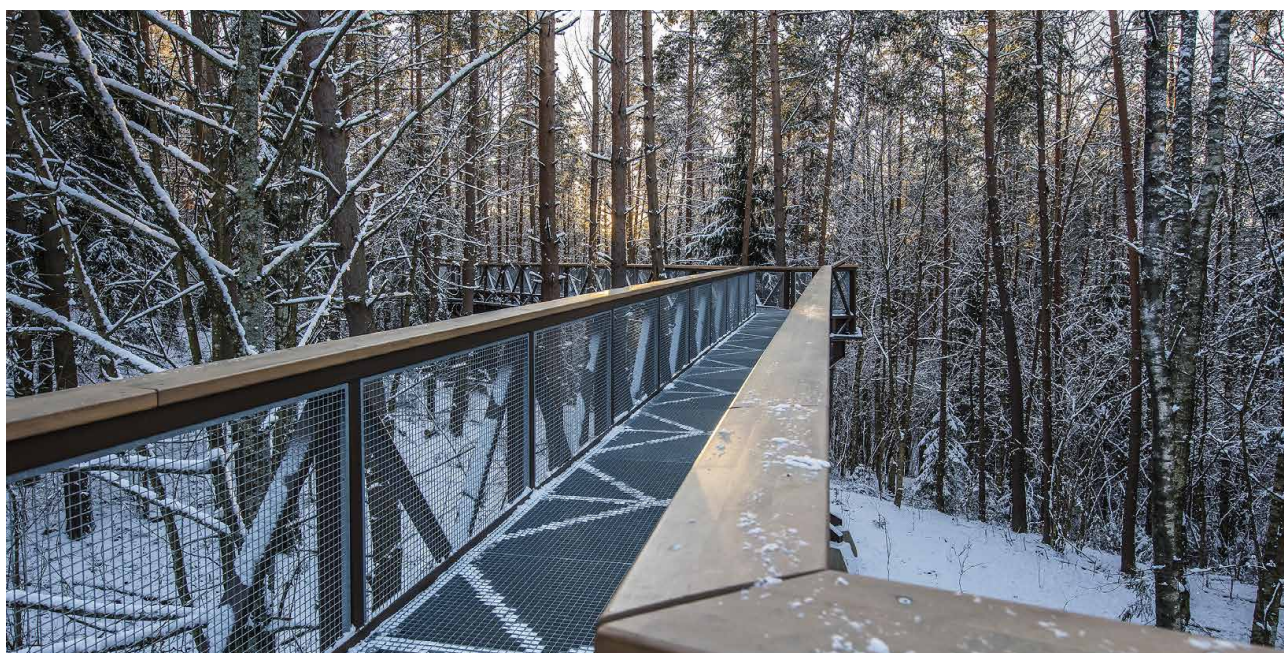
completely uninteresting to most tourists, especially children, because evaluation of these materials is mostly possible only for other practitioners of the specific arts or crafts. These artisans or their small associations urgently need financial, technical, organizational and educational support so that their work can be digitized and preserved for future generations, because given the mostly very respectable age of the authors, these materials could be in danger.

We can highlight at least two artisan points on the Project routes - the weaving workshop "Indra" and the handicraft workshop "Māra". On the other hand, the master of leather processing of the Thematic Village of Briežuciems, who operates under the Leatherely brand, has collected a remarkable collection of leather processing tools and sewing machines, from which it would be possible to create a small museum, but by investing more funds, it is possible even to create an independent and nice tourist destination.

11. Analysis, segmentation and geographical linking of special offers in the Areas of the project partners.

In communication about such a complicated service as a craft offer, which includes sharing a private space, relatively individual and often voluminous communication between complete previously each to other unknown people, publishing such an emotionally intimate process as an artistic creation, at the same time often providing the entire spectrum of hospitality business services with the introduction of a kindergarten teacher or in the role of an educator and just as quickly changing it to the role of event manager or even a clown, - should definitely not be leveled with "stamps"²⁶. One of these is precisely the term "Special Offer". We would like to state with a sense of responsibility that 100% of everything included in this Project and its Concept is Special in the truest sense of the word. Perhaps underestimated by many is the truly unique opportunity to watch how miraculous glass works of art are created in the glass-blowing workshop of the "Livani Glass and Crafts Center" much closer to the close-ups of the process, as is possible in one of the most famous similar tourist destinations in Europe - Glasi Hergiswil in Switzerland (<https://www.glasi.ch/en/>), or significantly closer than flying to the USA to see the Corning Museum of Glass, located in the Finger Lakes region (a certain similarity with the Blue Lakes region, since the Finger Lakes region, like Latgale or Aukštaitija is rich in lakes, and another coincidence - one of the architects of the museum building, as well as our National Library, is Latvian Gunārs Birkerts).

A walk along the Treetop Trail at any time of the year or conquering the corn maze in the summer season (both located near Anikšči in Lithuania) will be just as special adventures as each mood at that moment and loved people with whom we will travel. A trip with a narrow-gauge train (Sauruks), which was once the main traffic highway of Anikšči, or a look at aviation equipment at "Istros Aviaparkas" - all technology enthusiasts and, of course, children will be delighted. Summary - the feelings created by Tour de Crafts are special, and it is possible to enjoy them with all Project participants in Latgale, Aukštaitija and Zemgale.



Picture No. 21. Treetop Trail in winter.

The geographical connection is based on the artisan activity points defined in the task of the routes to be created. Due to the distances that must be objectively traveled from the possible starting locations of the journey and the current costs of fuel, deviation from the line determined by the locations of the artisans is allowed on all three routes only at relatively short distances. The concept is to create a tour to get to know the craftsmen and create a sense of creativity - a new and specific tourism project. One of the basic values of the tourist products created by this Concept is the fact that it is not intended to run through all the known and popular tourist places, but the kaleidoscope of the offer is made up of this Tour de Crafts - artisans' path. The "basket" of related offers is dominated only by what can be found in the immediate vicinity of this road, in order to provide visual and informational relief and allow you to re-absorb knowledge and new feelings at the next craft stop.

A bit sarcastically, we can illustrate this topic with the comparison that Tour de Crafts products in Latvia and Lithuania have to compete with the Louvre in the center of Paris, Disneyland Paris, which is located approximately 35 km from it, The National Museum in Oslo, Norway, which is a novelty in Scandinavian museum life, or London for pearls - British Museum, Tate Modern or National Gallery, because they are all within the same reachable time from Riga or Vilnius. Four hours in the car, often enjoying additional hours, overcoming the many traffic lights of the road construction phase, or the same time spent on the road by plane and taxi. One of the biggest side effects of practically any tourism project in the examined Areas is the time spent on the road, and let's be honest - not all sections of the road delight us with harmonious and exciting landscapes. Part of the traveled kilometers will lead you through relatively monotonous forests or flat countryside without the perspective of the plains visible in some sections of Zemgale or the hills of Latgale, which in some places really resemble Switzerland, but like the lakes - hidden behind roadside bushes and trees. On the positive side, the majority of the territory was very clean and pleasing to the eye, but the uninhabited and often otherwise untreated parts of the landscape are still long and tiring both at the steering wheel of the car and as a passengers. These are arguments for making the routes concise and practical.



Picture No. 22. Flower composition at the Mark Rothko Art Center in Daugavpils.

In the triad of negotiations of any Latvian and Lithuanian tourism product, there will almost always be a place for the positions "Accommodation" and "Food". Low population density, which many people are happy about in our countries, because this way we can claim the status as one of the "greenest" countries in Europe, also creates side effects. High-quality and uninterrupted maintenance of the hospitality business requires a flow of people, which in our countries is only in the largest cities or "Top 5" tourist

destinations. The pandemic created a Perfect Storm²⁷ event for these industries, and we have to be honest with ourselves and those around us - quality and freely available these services at all locations on the route outside the big cities do not currently exist and will not exist in the near future. Tourists and organizers of tourism life have to take this into account. Caterers often work only "on demand" - it is impossible for an individual traveler to call and combine the exact time when someone will come to a certain place, prepare and serve, perhaps even a very high-quality meal, if several tens of kilometers must be traveled between sightseeing points, master classes and a potential caterer. Hotels that can be considered real hotels with 24-hour reception, parking, breakfast and quality rooms are only in the biggest cities. The best summer guesthouses are booked and occupied for practically the entire short summer season in our Nordic countries months before summer itself (at least for the weekends, of course) and just as dramatically, they are mostly all closed during the winter. When surveying and interviewing Project participants, more than 50% noted this as one of the biggest problems. The route includes Lodging and Dining locations in Latgale, which were not closed at the time of the fieldwork and corresponded to the Agency's vision of the objects of this group, and to reach them it was not necessary to travel more than about 5 km from the main line of the route.

In the local routes created by the Lithuanian Partners, the accommodation and food service providers selected by Lithuanian experts are indicated on their printed maps. It should be noted that, due to objective external circumstances, the situation in this area is constantly changing dynamically - service providers may be suddenly unavailable or resume work under a different name and at a changed location. Therefore, a minimum number is included in this Concept and Maps and most are indicative (illustrative) only.



Picture No. 23. Hotel "Latgola" is one of the few accommodations with a 24-hour reception available to guests during the winter.

12. Recommendations for the successful development of tourism in the Project territory (Area), project partner territories (Areas) at the local, national and international level

Taking a general look at the development of all tourism²⁸ at all possible levels (local, national and international), within the framework of the given Project and Concept, we can recommend integrating the Craft ecosystem into the significantly larger tourism ecosystem on the basis of mutual benefit and developing this cooperation at all the named levels.

A slight digression on classification, as definitions of tourism tend to vary around the world. British tourism developers, for example, conceptually define the main levels of tourism in a different way (in our opinion, more precisely and logically) - domestic, inbound and outbound tourism²⁹. Latvia and Lithuania are too small countries to divide tourism into local and national, but international tourism and its management are very different in nature from inbound and outbound tourism to be evaluated together.

The second deviation - as we have already indicated at the beginning of the document, we believe that currently only short-term activities are meaningful in terms of material, covering the medium and long-term with plans of an intangible nature.

12.1. Possible innovations of the tourism ecosystem as a whole in terms of activities or their planning, which could be implemented by the Latgale Planning Region (LPR) and, in case of successful implementation, by the project partners in Aukštaitija in Lithuania and Zemgale Region in Latvia

12.1.1. Create a common and unified hybrid³⁰ TIC (Tourism Information Center) for the region. The hybrid idea in this case means the fact that the work physically takes place in one of, for example, LPR offices with at least two full-time employees. At least two - in order to ensure the continuity of the service during business trips, vacations and possible sick days, as well as to be able to provide at least limited response options in online chat, for example "Crisp"³¹, within the framework of a mutually agreed schedule. But this TIC would never accept visitors on site. On-site staff not available to the public. The idea is not to create a rivalry (internal competition) with the existing county TICs, local history museums or the previously spontaneously formed tourism structures, but, first of all, to provide informed, meaningful and logical recommending management and customer relations management in order to constantly and independently renew the information base, the website (which should be created based on this hybrid TIC specifics) and the minimum specific presence in social networks. Secondly, to accumulate active projects in their final phases, so that after the end of their terms, the most successful activities or the tangible and intangible values created during them are preserved - to fulfill the instructions of the will, which were clearly received during the fieldwork regarding the current practice and the implementation of various projects in the tourism industry. The idea is not unique - conceptually, on the basis of similar technologies, most social networks currently manage customer service and a very large number of simultaneous project communications. Digression - of course, quantitatively, the teams of these market subjects are a thousand times larger than the minimum of two professionals! But in most cases their customer service staff is not reachable for direct communication even for big institutional players. We are very critical of such practices in the business model of social networks at the moment, because their influence has often become greater even than the capacity of individual governments to act, social media in general have displaced traditional media from the market share, and the quality and operational consequences of their artificial intelligence automated systems are highly debatable themes. However, initially, such a strategy allowed them to ensure both rapid growth and real customer satisfaction, while spending significantly less money compared to classic market players and their customer service models.

The third possible task of such a Hybrid TIC would be to bring to life and ensure the realization of practically non-existent institutions or services in Latvia, but understood in Europe and the world, as an industry or regional ombudsman³², which in Latvians is sometimes also called a Ombudsman Institution. The Ombudsman of the Republic of Latvia is a significantly more general institution than the majority of ombudsmen's offices in the world, which specialize in the supervision of a specific field or sector and provision of mediator³³ service. In this case, we definitely do not identify arbitration with the mediator service, which is, however, a different legal entity. A hybrid TIC could provide a service strictly within the boundaries of the region and the industry with the aim of achieving an emotionally neutral result in possible conflicts between merchants and their customers, that can seriously damage the reputation of the region and individual players in the field of hospitality services, as well as become a known authority over time who can advise on various more complex, but important for the industry in matters in which merchants may not have the necessary knowledge. Of course, such a structure, "descending to a local and narrowly segmented circle of problems", can eventually become a certain "complaints office" role performer, which can generally help more than harm, since such functionality, with appropriate management and a certain success factor, becomes safety valve for eventual crises.

12.1.2. To create a certification institution for tourism service providers as a new quality mark, but at the conceptual level with a very specific basic task - to create and maintain a tool that ensures the participants' own desire to constantly and independently maintain their contact information and operational status information of their activities. The idea of how, perhaps, this certification functionality could be protected from bureaucracy, negations of perception and formalism: Create it as the Latgale Tourism Guild with its unique and individualized media. In this way, we would see the revival of ancient craft skills also connected with the revival of ancient socio-economic structures. Combining formal but functional certification with the renovated institution of the historical Guild and modern means of communication, using components from the best practices of quality marks (e.g. "Green spoon"), could create an innovative tool for ensuring faster, higher quality and more sustainable development of craft life both in Latgale and the rest of the world. In the project locations and to more successfully integrate the artisan community into the processes of the tourism industry.

The goal is to create not another better or worse illustrated website, brochure or map, in which at least 51% of the players in the industry repeat themselves year after year (subjective assessment of the

authors!), equally “uniformly” mixing service areas, opportunities, while not even providing real working hours tied to the season information, but to create a platform where both local travelers, organizers of incoming tourism and the most proactive travelers could get operationally updated information about services that are closer to the status of 24/7 service providers - hotels, restaurants, cafes, museums, craftsmen workshops and similar cultural institutions and sacred objects also too. Provided that the initially created basic resource contains only those field players who can provide the maximum possible availability, defined working and service hours, excluding from such a list all the quantitatively large circle of subjects whose availability is the result of mutual negotiations. These subjects are already widely represented in numerous online and print media in Latgale, but customers generally do not have access to easy-to-use information about the services that can be received “when making a decision in the morning, about a trip to Latgale in the afternoon or evening of the day in question”.

In our opinion, the current socio-economic situation and the rhythm of life require just such a portal for super short-term tourism offers. At the conversational level - open, choose, drive - you will be welcomed and served. Now, now and every day, or the service provider has not qualified for this portal. This does not mean that additional lists of exclusive service providers, with alternative service providers or a special cluster of ecological service providers cannot be created in the future, but it is certainly not a prerogative³⁴. We are aware that Latgale or LPR cannot independently solve the critical situation in many areas, cannot reduce the distance to Riga or Vilnius, and cannot change the climate. But LPR can segment and authorize those service providers who can actually offer classic, quality and affordable hospitality and craft services, despite the possible criticism that the best, most beautiful or cheapest have been ignored on such a platform.

12.1.3. To ensure an adequate high-level representation of Latgale as a joint tourism product both at the national tourism exhibition Balttour³⁵ and after the easing of geopolitical tensions and the end of hostilities in Europe - to create innovative stands at tourism exhibitions in the world in order to restore the inbound international tourism that was basically destroyed as a result of the pandemic and the current war in Ukraine. For example , ITB Berlin³⁶, IMEX America³⁷ or ITB Asia³⁸, covering the most important continents. Possible topic - Ready-to-Wear in tourism in the Baltics!



Picture No. 24. Common stand of the Latgale at the Balttour 2015 exhibition with the combined team of tourism industry and craftsmen.

12.2. Possible innovations of the artisan ecosystem in general regarding activities or their planning, which could be implemented by the Latgale Planning Region (LPR) and, in case of successful implementation, by the project partners in Aukštaitija in Lithuania and Zemgale Region in Latvia

12.2.1. Create a Craftsman Support Center (CSC) or, if it is initially cooperated with Hybrid TIC, the new structure could be possible named the Latgale Handicrafts and Tourism Support Center (LHTSC). The identical hybrid idea and conditions mentioned in Concept point 12.1 would apply. In the case of a joint structure, the initial minimum number of full-time employees – three full-time positions, where all employees must be trained and prepared at such a level that they can completely replace each other and it would be legal in the case of longer business trips (for example, exhibitions) to fully replace the head of the structural unit, as well as to be equally competent on both tourism and craft issues and to provide eventual ombudsman services also in the local craft ecosystem.

12.2.2. The most important tasks of CSC or LHTSC directly in the organization of craft life in Latgale, which in the case of their successful implementation can be adapted and taken over by the Project partners as well:

a. Continuous implementation of specific artisan education programs. Possible topics: digital commerce, copyright issues, tax system with a focus on more complex situations when conducting commercial transactions outside the territory of the EU, work with children, work with youth, conflict resolution in psychology, annual global fashion trends, energy efficiency, learning international programs, exploring and learning the possibilities of the “green course”, workplace ergonomics, work safety issues, hospitality business basics for those artisans who want to expand their offer directly with hospitality services;

b. 8/5 with a limited range of services 10/7 – availability of fixed-fee partially subsidized remote advisory services for registered craftsmen on the most important three topics that may require prompt assistance from an external specialist – legal issues (copyright, GDPR, taxes), psychological consultations, IT specialist consulting focusing on social networking platforms and managing non-content creation issues;

c. Creation and sustainable maintenance of a certification institution in the territory of the LPR, which is built according to the principle of quality mark functionality and at the same time ensures Concept point 11.1.2. updating and availability of operational information to the public specified in paragraph. In contrast to the direct specificity of tourism, in the case of certification of artisans, it is important to create mini-clusters of individual craft fields at the same time as the certification, so that it is easier to offer segmented and/or more precisely targeted products in external communication, including – by integrating them into tourism services;

d. Centralized lobbying and management of solar panel projects to ensure funding opportunities for equipping energy-intensive craft workshops with alternative energy sources through the support of institutional funds;

e. Changing the culture of the sale of craft products and the organization of stands at gas stations (DUS) in the territory of the LPR, similar to how it has been dealt with for decades in Germany and France. Just like shmakowka in the past – such activities, taken for granted in Western Europe, have been ignored in Eastern Europe until now, but consumer habits are changing and, in the case of a successful pilot project, the expansion of such Latgale product stands throughout Latvia is also possible, for example in less conservative DUS chains such as “KOOL”³⁹;

f. Ensuring the possible participation of artisans in local and international tourism exhibitions in a unified synergy with representatives of the tourism industry of Latgale;

g. The development, production and installation of uniform signs (physical) by certified LPR craftsmen to ensure high-quality access to these locations for motorists who are not familiar with the local road or street network, including the assumption of all bureaucratic administrative burden functions in order to coordinate individual projects in the LR and local self-government structures;

h. Generating and supporting activities for the winter period – indicatively, these could be innovations in Gorilla marketing⁴⁰ activities and organizational support for the period from October to March (GMOM);

- i. Annual renewal of the Tour de Crafts route, so that the Project is sustainable and in the next editions of the route, there will already be a competition of craftsmen for the opportunity to enter a limited number of places, possibly even for each county to allocate its own number of places;
- j. Development of specific professional routes for artisans from other regions of Latvia and Lithuania - "Steļļu ceļš" (The path of the ancient weaving loom) or "Tikai māls" (Only clay), which can be tied to specific times - two or four times a year with a tie to the seasons. On specific dates, it is easier to ensure availability, attendance and quality, as well as the uniqueness of the event, because you can prepare specifically for it and choose the theme of the year - similar to choosing the "plant of the year" or "animal of the year";
- k. The organization of craft fairs is possible in cooperation with existing organizers and supporters of such events.

13. Recommendations for marketing

In the current socio-economic (hyperinflation and resource shortage combined with the drop in demand for many industrial products and services) and the objective situation caused by the dynamically escalating global turmoil, it is not useful to implement larger-scale activities, because the business environment conditions of the medium time horizon (orientative - the next tourism season) are not known, price level of energy resources and raw materials, possible demand and possible political settings. But in such times, it is very important not to lose communication with potential customers in the public and institutional environment, because after all crises there is an equally cruel and uncompromising period of startup growth (often very short), in which the market usually gives certain advantages to market participants with the identified presence of positive communication during the stagnant phase competitors who have completely sacrificed their marketing and PR budgets during the darkest moments of the crisis. Currently, it could be public relations covered by LPR combined with each individual's creation and publication of quality and regular (at least twice a week) content on social networks. In both cases, the theme and focus should be on the aesthetic quality, design, emotions, history of the idea and the product, but definitely should not highlight the invitation to buy or the price. The fiscal side is currently toxic and we should avoid it until the general situation stabilizes in the medium term.

It would be smart to develop and implement unconventional marketing for unconventional products. But the idea of the Tour de Crafts is not unequivocally considered unconventional or particularly innovative, since various "trade routes" or "industry routes" are a common or even somewhat old-fashioned practice in almost all large economies with a developed tourism industry. We have also identified that the direction of Latgale, at least in Latvia, has long been associated with crafts as a catalyst for the journey. So, a successful product should look for the opportunity to assign this non-traditional, or innovative component in each specific case. Good examples are a specific job on a specific day in specific locations - the most recognizable and more practiced are lighting and opening a ceramic kiln or just opening it. The creative possibilities for organizing such local activities are very wide, and if the event has been successfully implemented within the borders of the county or LPR, there is a reason to start work on its marketing on the Latvian scale, while conducting research or if there are no incoming tourism activities planned in the given time window, which could offer cooperation.

Any master class in the craftsman's workshop can be turned into a special project if we associate it with an additional activity, color, cooking a meal together or a special event location. By inviting representatives of classical media to such an event, you can offer informative barter - a regular whistling master class can become, for example, a "news portal X whistling master class with baking bread", which, if successful, can mean free advertising distribution on the information partner's channels, including extensive coverage of the event after it's happening. If the event takes place in a tourist location, three components would be combined (integrated) at once: crafts, culinary heritage of Latgale and tourism as such. On the other hand, innovation components can be granted by supplementing such a master class with the opportunity to receive a "License for making a Pottery Whistler" - a technology in many popular tourist destinations to personalize and make even seemingly insignificant tourist attractions special. If this "license" is the handiwork of a craftsman from another field and is presented by a well-known person in the community, participants will definitely share it on their social media channels, providing additional buzz⁴¹ for such mini-project. Of course, the entire project must always be executed with high quality, regardless of the available budget.

For all locations included in the Project Area, we see one universal channel for reaching the subjects of

incoming tourism - the national airline airBaltic. Direct advertising in the cabin magazine BalticOutlook, Tour de Crafts booklets and maps in airplane cabins with contacts of each craftsman in the form of scannable QR codes, opportunities to purchase craftsman's works during the flight - just some of the ideas. Of course, the use of such a channel requires relatively long and complex administrative and communicative work in order to find a common sponsor for cooperation and minimize costs, which can be very high for such campaigns without social involvement. It should be noted that airBaltic as a channel will work equally well both on incoming tourism and on local customers with guaranteed purchasing power.

14. Ideas for possible solutions to ensure that tourists travel the entire Tour de Crafts route or routes in one trip

In order to qualitatively and meaningfully travel the local Latgale routes "Water road" and "Fire road" prepared by Tour de Crafts, every interested party must start some planning, communication and preparation work by making reservations for artisans' stops and workshops (in practice, it is very difficult to create a logical sequence, because during the summer tourism period, there will certainly be days when one or more craftsmen will not be available or will not be available at a time acceptable to the traveler), as well as by booking accommodation in time and thinking about your desired entertainment plan, such as fishing, boating or horse riding. As a guide, each of the routes will take a week in this case. On the other hand, the trip from Balvi to Dobeles via Aukštaitija with at least 90% visits by artisans - two weeks, if we look at recreation and getting to know craft skills, not speed races. Objectively, at the current prices of hospitality services and fuel, such a trip will be comparable in cost to a weekend in Paris by plane or a car trip to Finland all the way to the Arctic Circle.

As we have already pointed out in several content points of the Concept above, even these costs will most likely not be the biggest threat to those interested in traveling all the routes. The reach of artisans in the heat of the season (when the most successful are on vacation themselves, for example, in Italy, or have already taken the children on a promised trip to the sea already in winter) will be dramatically low, as well as the availability of good service guest houses on weekends, which will turn the route beyond recognition during its planning, shorten it included points and it is just as likely that travelers will come across some locations not included in the Project on their own from the current offer. The result will be positive, because they will still visit Latgale, Aukštaitija and Zemgale. But there are enough opportunities to achieve the ideal goal - at least 75% higher visits to the route points and enthusiasm for the game component, which provides both excitement and help to achieve the goal for the participants and organizers. As for the long-term implementation of the entire Tour de Crafts project, the activities we offer will require an institutional organizer - LPR, one of the Partners or, best of all, the Hybrid TIC, CSC or LHTSC proposed in the Concept.

14.1. A long-term solution that allows you to enjoy Latgale and the Partner Areas throughout the season by visiting the Tour de Crafts locations - the "Learn crafts and bring home a prize!" promotion.

The idea is that participants can register in an online resource within a certain period of time and receive a membership certificate by mail or in a parcel, which has space for the appropriate number of stamps or stickers. The promotion has a time in which the participant collects some or all of the authentic markings of each craftsman. In this case, the stickers or stamps must of course be unique for each craftsman. Stickers have a controllable number, but more complicated use and can be more expensive, stamps are a more democratic solution, but there is no meaningful control over the number of their uses.

During this time window, each participant independently plans trips and tries to get as many tags as possible. After the end of the campaign, one of the craftsman points has been given the right and obligation to collect and exchange the completed participant cards for one of the craftsman's works. The most expensive works are awarded for the full route, but those who complete 50% or 75% can also get a nice souvenir, for example, a set of whistlers with a Tour de Crafts Diploma for participating in the project, specifically in the participant's name.

With the participants of the Project (artisans) included in the route, the Organizer concludes a seasonal cooperation agreement for participation in this Tour de Crafts promotion and buys a range of prizes at mutually agreed prices. The prizes are advertised in promotional campaign materials, providing their authors with publicity that would otherwise be unimaginable, as in this case the public relations component will be particularly strong. The platform allows you to expand additional activities very widely, including initial registration for specific prizes, a special prize for the first participant who fills out the certificate, a closing green ball and many other creative activities. Of course, there will be special publicity

for the award-serving stop, which could logically act as the issuer of the closing stamp or sticker.

In our opinion, this role would be suitable for the Krāslava Crafts Center if we look at the Latgale routes, or for the Upīte Traditional Crafts Center in Panevėžys if we include Aukštaitija. In the event of the entire long route being played, the final marking and awarding could take place at the Dobele Amatu house.

14.2. Orienteering competition with cars, which takes place on a specific weekend and within the framework of which you have to visit all Tour de Crafts locations - "Latgale Craftsman Rally!" or "Rallye Tour de Crafts".

In 2007, the authors of this Concept organized a similar car orientation event in Latgale with the main prize - a brand new Toyota RAV4 car. The response and passion at this event was at a very high level, and we are sure that such a competition, even with a significantly more modest Grand Prize, could be both well-attended and widely covered in the mass media and social networks.

The idea is simple, but the implementation requires the timely creation of a project team and a team of judges and the involvement of professionals in the technical side of the event in order to comply with the requirements of security, GDPR and fair competition, as well as to ensure the accounting of results, quick compilation and inclusion in one weekend. Additional costs - providing overnight accommodation for a large number of participants and essentially the obligatory final ball after the results are announced. Technically, not only the task of visiting the included points and performing some symbolic action at each should be ensured, but the average speed record, which is one of the few tools to prevent speed races from starting, and there should also be a large number of volunteers who would be able to provide 24+ hours of field work on the track, which practically the whole of Latgale will be there. In such a rally, all participants (crews) receive commemorative prizes (medals) for their participation, but the big prizes traditionally go to the first three place winners in the ladies', gentlemen's (sports) and family classes, as decided conceptually before the announcement of the event. There is usually one Grand Prize awarded outside of classes for first place overall. Nowadays, there should definitely be a separate class of electric cars with a smaller number of points to be visited or different routes due to car charging options or the impossibility of providing them. Ordinary cars can also have an eco distance - a competition for the lowest fuel consumption.

Both solutions provide added value - promotion of the region as a whole and presentation of the integration of artisans in the tourism offer of the Project Area and guaranteed publicity.

15. Intangible stories - Additional inspiration for creating tourist routes

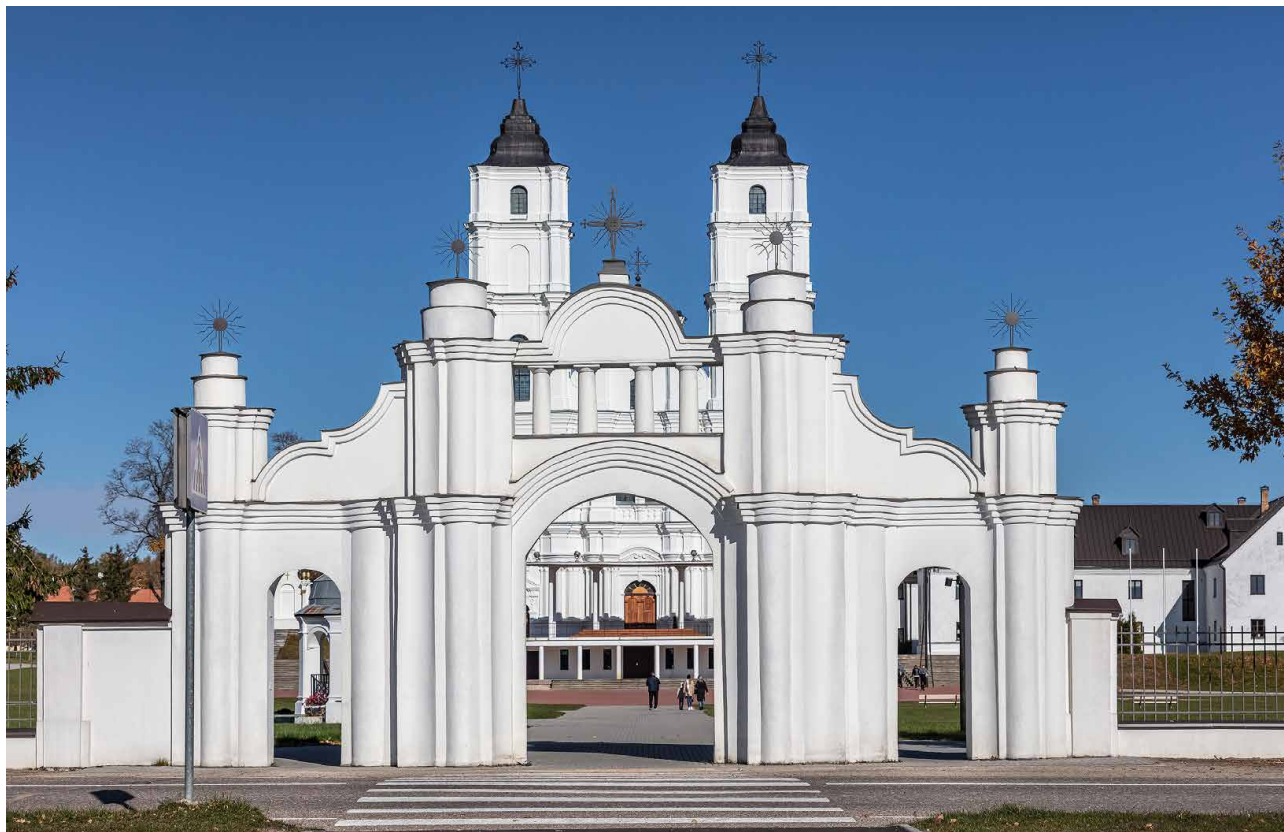
A trip, however short or long, is an adventure. Figuratively speaking, it is the addition of color to the daily routine, a spark that can flutter like the flame of a small candle and turn into a burning torch. It all depends on what we want to expect, see and get from the trip. Whether it will be new, practically useful knowledge and skills demonstrated by the masters of crafts, or expanding your horizons by getting to know and discovering places where you have not been before, or whether it will be unforgettable emotions provided by natural landscapes, amazing cultural and historical heritage, people you meet along the way and unexpected twists and turns that add a sense of exhilarating joy to the memories of the trip even years later.

Next to carefully calculated tourist points of interest, which are included in the developed routes, there are so-called intangible stops. The ones that create the environment, conditions, feelings and help to understand why the traditions, language, daily habits and emotional attachment to this place are exactly the same and not different. These are annual festivals of the specific region, celebrations of a narrower or wider scale, it is a celebration of traditions and a return to the historical roots of one's people, events that help to revive cultural and historical places and motivate to return here again and again.

These events take place on specific dates or weeks of months, therefore, when planning your tourist route through Latgale, Zemgale in Latvia and Aukštaitija in Lithuania, it is worth finding out whether it is possible to make the intended trip even more exciting. It is precisely for this purpose that we offer for inspiration 23 descriptions of excellent non-material stops, which allow you to look into the traditions, culture and lifestyle of various regions and districts, which will add additional value to the travel adventure.

The stories are grouped in alphabetical order (according to their names in Latvian).

15.1. Great Feast of Aglona - Celebration of the Assumption of the Blessed Virgin Mary into Heaven



Picture No. 25. A view of the central entrance gate of the Roman Catholic Basilica of the Assumption of the Blessed Virgin Mary in Aglona.

Since ancient times, Latgale has been called the land of Mara or the Holy Virgin Mary. It is in Latgale that one of the largest centers of Baltic Catholicism, the spiritual center of Latvian Catholics and the worldwide holy place Aglona and the Basilica of the Assumption of the Blessed Virgin Mary of Aglona are located. The church was built in the late Baroque style from 1768 to 1780, the height of its towers is 60 m. Inside the basilica there are cross vaults, arches, columns richly decorated with rococo style decorations. The church houses a wide collection of paintings, sculptures and artistic values, including the famous 17th century. the holy picture "Our Lady of Miracles of Aglona", which is uncovered only during religious holidays.

In celebration of the 200th anniversary of the Aglona Basilica, in 1980, Pope Jānis Pāvils II granted it the title of "Basilica Minoris", which is the title of the minor basilica, which is the only one in Latvia for the Aglona Basilica. In 1993, Pope John Paul II visited the Aglona Basilica. On the other hand, Pope Francis visited Aglona on September 24, 2018, arriving by helicopter.

Every year on August 15, when the Assumption of the Blessed Virgin Mary is solemnly celebrated, hundreds of thousands of pilgrims from all over Europe come to the Aglona Basilica. The holidays start to be celebrated from August 11, with daily prayers dedicated to specific goals: August 11 – for the sick, August 12 – for families, August 14 – in honor of St. Maynard, August 15 – in honor of the Assumption of the Mother of God. On the evening of August 14, the People's Cross is held in the sacred square and the Midnight Holy Mass, but the culmination of the celebrations is the main Mass of the Feast on August 15 with a series of religious ceremonies.

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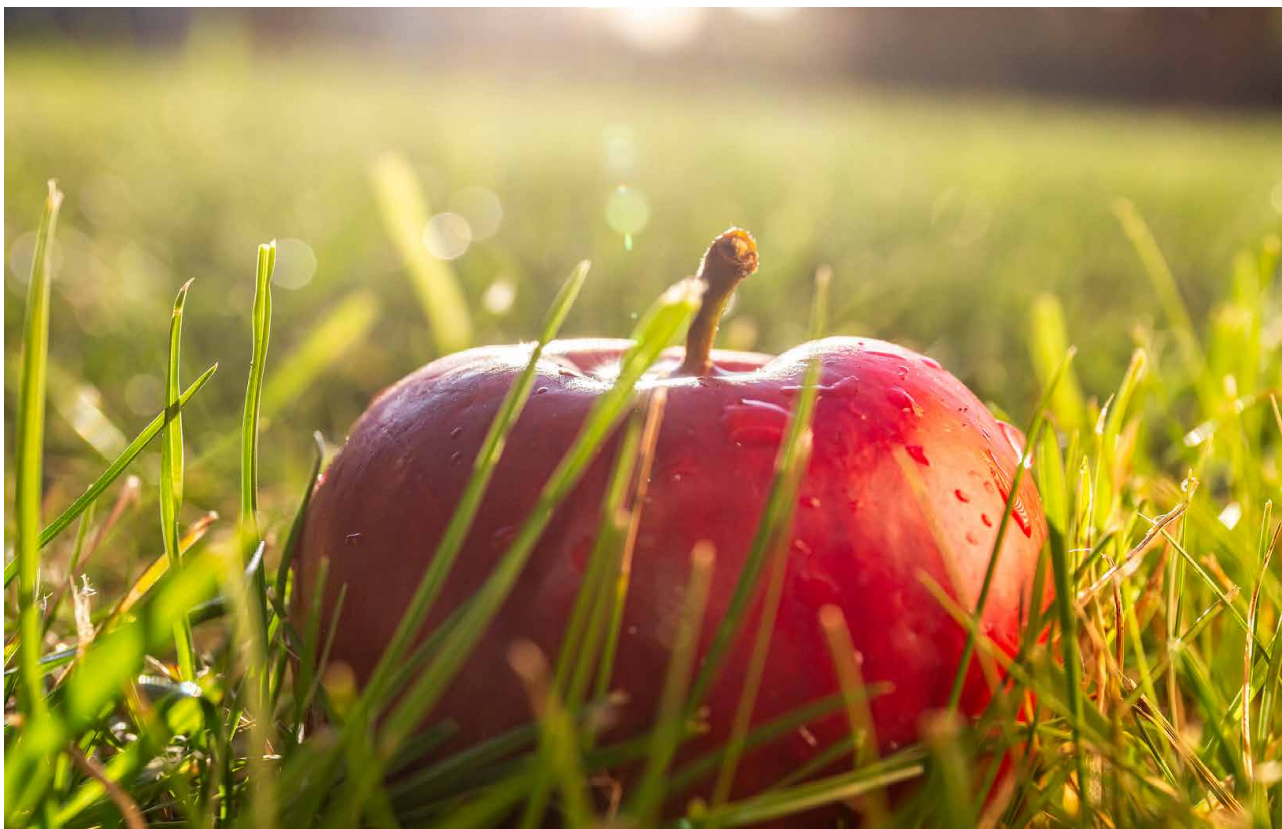
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15.2. Anikšči Apple Festival



Picture No. 26. Once a year, an ordinary apple can become a King Apple - you can experience it in Lithuania, in Anikšči.

The city of Anykščiai in Lithuania is often called the city of apples and apple pickers. The Apple Festival has become an annual tradition at the end of September, which is eagerly awaited by both local residents and visitors to the city.

Every year, the program of the event surprises with something new, however, the central element of the holiday is and remains the apple. They all take place in and around apples - environmental objects are made from them, all kinds of delicacies are prepared, from simple recipes to sophisticated apple delicacies. Have you tried apple cheese? Juice is pressed from apples, wine and cider are offered to taste, the main product of the holiday market is apples and everything related to them. Apples take part in exhibitions, they "go" on stage, there are songs and dances dedicated to them, competitions and various performances. In the evening, the festivities continue and merge with the tourism night, which is also an annual event, taking place at the same time. Almost throughout the night, the streets of Anikšči are lively. Concerts, markets, exhibitions, light installations and a real festive atmosphere help to draw positive emotions for the whole upcoming autumn.

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15.3. An important event in the cultural life of Anikšči is the Festival of Creative Industries



Picture No. 27. View towards of Anykščiai art incubator - art studio.

Anykščiai Art Incubator - art studio is the first creative incubator in the Aukštaitija region and is located on the territory of the old Anykščiai manor, in a renovated former school building. Artists and craftsmen from various fields work in the incubator. Once a year, at the beginning of September, the Creative Industries Festival is held, the purpose of which is to introduce both local residents and city guests to various creative industries that "live" in the incubator.

Every year the festival is dedicated to a certain theme. The first festival took place in 2015 and was dedicated to wool art, the next festival's theme was glass and light art, followed by a festival on the theme of ceramics. Further festivals are dedicated to textile art, metal and jewelry art, graphic design art and a paper festival. The festival lasts two days, and the events included in its program take place both in the premises of the incubator and in the outdoor area. Depending on the specific theme, installations, photo walls are created, visitors can participate in creative workshops, educational lectures, seminars, an auction of art products take place, and as in every proper festival, there is an artisan market, but in the evening, a favorite music group invites you to a concert. Anikšči Creative Industries Festival is a joyful gathering that inspires, educates and delights.

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15.4. Anikšči city festival

Anykščiai, a small town popular for tourists, is located in the north-west of Lithuania at the confluence of Šventoja and Anykšta rivers. Every year at the end of July, the city's birthday is celebrated in Anykščiai. Over the course of three days, the residents and guests of the city enjoy concerts of various musical artists, sports events and entertainment, in which every resident and guest of the city will find something suitable and enjoyable. Making flower carpets has become a tradition on the first day of the holiday. Florists from Lithuania and neighboring countries create gorgeous flower carpets. In the evening, a festive opening of the festival with a magnificent concert takes place in the city center.

The next day invites you to visit the fair of artisans and homemakers and enjoy a diverse festive program. A wide range of activities are designed especially for children and young people, and sports have not been forgotten. Those who want a more peaceful rest can visit the Sacred Art Center and the Museum of Angels located there, where a special program is offered during the holidays. Guests are also welcomed by St. Matthew's Church, which is known as the symbol of the city and where you can attend a concert during the holidays.

The third day of the holiday, Sunday, begins with a morning service, but the fair, fun entertainment and attractions continue until the evening itself.

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15.5. "A.R.T. Ėriškiai"

The annual plein-air painting event "A.R.T. Ėriškiai" could be a nice reason to visit Lithuania. The event is organized every year in the summer by the Panevėžys District Ėiškių Cultural Center (Ėiškių kultūros centras), and its purpose is to unite professional artists, art lovers, folk artists, local residents and guests.

Plein-air takes place for three days, during which painters from various regions of Lithuania go out into nature and paint surrounding landscapes, village objects, natural elements, animals. At the same time, everyone can follow the artists' work, watch the painting process, maybe even paint together. An outdoor program is also organized in the plein-air, where you can participate in creative workshops, get to know different painting techniques, try them out and talk to artists. Informative and entertaining events are also planned for children. On the evening of the second day, everyone is invited to a music concert, and on the third day there is an exhibition where the works created during the plein air can be viewed, the authors of which are both professionals and amateurs.

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15.6. Balvi Manor



Picture No. 28. The Balvi County Museum is housed in a barn on the territory of the Balvi Manor.

Balvi manor was once one of the largest Latgale manors in the current Balvi county. The most luxurious building - the manor's house or castle - is located on the shore of the picturesque Lake Balvi. The first news about the Balvi manor was found in 1765, when the wife of Viļaka's governor, Konstancija Hilzena, created a half-manor near Lake Balvi. Over the following hundreds of years, the number of owners of Balvi manor changed several times. In 1876, the owner of the time rebuilt the manor's house in the neoclassical style, built a granary and outbuildings. In 1920, the palace burned down, but it was restored and the Gymnasium of Balvi was located in the building. In 1944, the palace was burned down and later restored for the needs of the school.

Over the centuries, little remains of the original appearance of the building. The manor house no longer has entrance columns and a spiral staircase at the back of the building. The second floor, which used to be located only in the middle part, is now built along the entire length of the house. The aura of antiquity is given to the building by the unusual thickness of the walls and the vaults of the basement floor. The manor hall, on the other hand, boasts one of the best acoustics in Latvia, and every year on the last weekend of August, the Balvi Chamber Music Festival is held here. Of the buildings on the territory of the manor, a granary in the Empire style has been preserved, which houses the Museum of Balvi County. On the other hand, in 2017, the environmental object "Gauss", which is the largest ensemble of wind chimes in the world, was installed in the manor park.

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15.7. Dobele Crafts House and the International Plein-Air of Craftsmen



Picture No. 29. A view towards of Dobele Crafts house.

In September 2010, the Dobele Crafts House was opened, where a pleasant environment was created for learning, improving and creative coexistence of ancient and modern crafts. The Crafts House is a place to gather both those who know the crafts and those who want to learn something new. Here you can weave, spin, knit, spin yarn, make jewelry, make clay ceramics, try old food recipes. The Crafts House has a spacious exhibition hall where craftsmen and artists exhibit their works.

In celebration of the birthday of the Dobele Crafts House, an International Plein-Air of Craftsmen is held every year in September. It gathers craftsmen and masters of applied art from near and far to work together, learn from each other, share their skills and knowledge with anyone interested. In order to promote cross-border cooperation, artisans from Lithuania and Estonia also take part in the plein-air in Dobele. Master classes are organized for the exchange of experience, practical lessons, visitors can expect a market of artisans and homemakers, exhibitions, events for children. Of course, folk music is playing, delicacies are smelling and there is a warm and creative atmosphere all around.

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15.8. Dobele Lilac Festival



Picture No. 30. The Lilac Festival in Dobele is a popular tradition throughout Latvia, and many people visit it every year.

At the time when the spring blossom reaches its peak, everything is green, flourishing and smells wonderful, you must go to Dobele. The Lilac Festival has been held there at the end of May for more than ten years during the blooming of lilacs.

Lilacs first appeared in Latvia at the end of the 19th century. Dobele is one of the first places in Latvia where the planting, cultivation and selection of lilac varieties began. The main venue of the festival is the extensive lilac garden of the Dobele Institute of Horticulture - there are around 240 varieties of lilacs here, and it is the largest collection of lilacs in the Baltic States and the European Union.

The Lilac Garden is also called the "Upīša dārzs" - The Garden of Mr. Upītis in honor of the outstanding Latvian horticulturist and breeder Pēteris Upītis (1896 - 1976). During his lifetime, P. Upītis created 35 lilac varieties and many promising hybrids. His dream was to make Latvia a lilac superpower. P. Upītis was a great fan of art and classical music, and various musicians and artists often visited his garden. The tradition established in "Upīša dārzs" - to ring the lilac garden with beautiful music - is continued even nowadays. During the Lilac Festival, classical music concerts are held in the gorgeous, fragrant garden. It's a bit surreal feeling - sitting in a fragrant concert hall surrounded by blooming lilac bushes and enjoying wonderful music.

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15.9. Dobele's annual Apple Festival

The annual Dobele Apple Festival is called Latvia's juiciest festival. Why not, if apples are raised in honor, which are tasty, healthy, juicy, with wide possibilities of use in various recipes. At the apple festival, local producers, plant growers, fruit growers and horticulture experts gather. The festive program of educational and entertaining events is like a colourful, lively kaleidoscope, ensuring that all activities follow the apple theme.

Of course, where there is a holiday, there is also a market - in the apple market, in addition to a wide range of apple varieties, you can buy various goodies of the autumn harvest and many other useful things. The Apple Festival is also the time when the highest award of the fruit growing industry is presented - the "Apple Order". It is awarded for special merits and contribution to the development of fruit growing in Latvia. By the way, in Dobele, where the Institute of Horticulture is located, which is the leading research center for horticulture and fruit growing in Latvia, the first apple orchard was created in the garden of the 17th century Dobele Palace.

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15.10 The folk music festival "Kapelmaušis"

Every year in autumn, fans of Lithuanian folk music gather for the collective festival-competition "Kapelmaušis" of the Aukštaitija region. In this great event, music collectives demonstrate the folk music of their region and compete for the evaluation of both the jury and the audience, reflecting the ethnographic uniqueness and traditions of the regions of Lithuania.

In order to participate in the "Kapelmaušis" festival, you have to pass a strict selection process, and only the best are invited to the finals, so the collectives carefully prepare for this competition throughout the year. The competition is always fierce and every performance is polished like a diamond, taking care of both musical and visual quality. The participants are dressed in folk costumes characteristic of their region, and here too every detail is important.

Along with the events on the stage, there is fun music, songs are played and dances are performed throughout the day. There is an artisan market and workshops of folk hairdressing masters, where you can learn the skills of ancient crafts. Here you can buy and taste traditional delicacies from Lithuania's rich culinary heritage. In the evening, as always, a musical surprise awaits you in the spirit of folk music traditions and, of course, you can't do without fun songs and dances.

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15.11. Basilica of Krekenava and Žolinė Sacral Festival

Krekenava is a small town in Panevežys district. Krekenava's greatest pride is the Roman Catholic Basilica of the Assumption of the Blessed Virgin Mary, whose neo-Gothic towers are visible from afar. A wooden church built in 1409 once stood in this place, but the current building was built in 1901. The church is unique with its altar painting depicting Blessed Virgin Mary holding a baby in her arms. There are legends that this painting works miracles.

Since time immemorial, Krekenava has been famous for the Žolinė festival, which takes place every year for nine days from August 14 to 22. Žolinė means Herb Day in Lithuanian, and it is a time when farmers give thanks for the new harvest. In order to receive a blessing, bouquets of flowers are brought to the church, bread, vegetables, and honey are baked from the new grain harvest, services, intercessions and religious rituals are held in the church. On the other hand, on August 15, Lithuania celebrates the Assumption of the Blessed Virgin Mary - one of the most important holidays of the Catholic Church. On this day, hundreds of believers and pilgrims gather for the Holy Mass in the Basilica of Krekenava. In the continuation of the holiday week, in addition to the religious events, a fair and various events related to the harvest festival are held in Krekenava.

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15.12. Latgalian festival “Upītes oubeļdourzs”

It was in 2002, when the Latgalian poet and regional cultural history researcher Ontons Slišāns decided to create a unique festival to promote and preserve the Latgalian language. Since then, every year on the third Saturday of September in the village of Upīte in Šķilbēni parish, the “Upītes oubeļdourzs” festival gathers Latgalian poets and musicians who create their works in Latgalian.

Although the founder of the festival has passed away, his son Andris resolutely continues what he started, who, together with other members of the Slišāni family, nurtures the traditions of Latgale and cares for the preservation of the Latgalian language. At the festival, you can hear and see both well-known Latgalian musicians and young aspirants, for whom it is a great opportunity to show their talent. Represented music genres: from rap to folk music, from heavy rock to romantic bards. Every year special guests from other regions of Latvia take part in the festival.

“Upītes oubeļdourzs” is not only a performance of musicians - both poets and masters of prose demonstrate their literary performances in Latgalian. Verses of poetry alternate with fragments of stories, laughter with tears, philosophical reflections with celebration of life. This is “Upītes oubeļdourzs” - warm, with a wide soul - like a festival born in Latgale. By the way, at the 2014 festival, 39 apple trees were planted near the Upīte Culture House. Let a real apple orchard grow!

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15.13. Latgalian language



Picture No. 31. A view towards the river Daugava near Krāslava and the boat “Baltais Gulbis” (The White Swan), which can be seen in the feature film “Piļsāta pi upis” (City by the River) by director Viesturs Kairiņš, which is one of the rare full-length films shot directly in the Latgalian language.

The Latgalian language is spoken in Latgale. It is a form of the Latvian language and an important part of Latvian cultural and historical heritage that has survived to this day. The protection of the Latgalian language is stipulated in the State Language Law, where it is emphasized that the state must ensure the preservation, protection and development of the Latgalian language. Around 8.8% of the population of Latvia speak Latgalian on a daily basis. For the people of Latgale, it is an opportunity to prove their unique identity, while at the same time belonging to the Latvian nation. The Latgalian language has several dialects, which means that the language differs in different parts of Latgale.

The centuries-long separation of Latgale from the rest of Latvia's territories (from 1629 to 1917) had a historically significant role in the development of the language. During the Polish rule (from 1561 to 1772), religious orders, especially the Jesuit order, were active in Latgale. The greatest merit of the religious orders was the creation of Latgalian writing and books.

Today, the Latgalian language is heard on radio and television, in concerts and at various public events, literature is published in Latgalian, including educational materials, composed songs and staged plays. Portals in the Latvian language also operate in the Internet environment, and Latvians choose them for communication on social networks.

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15.14. The day of the coronation of the Lithuanian king Mindaugas, or the holiday of statehood

Three main public holidays are celebrated in Lithuania every year: the declaration of independence, which took place on February 16, 1918, the restoration of independence on March 11, 1990, and the celebration of statehood, or the coronation of King Mindaugas, on July 6. Since 1991, July 6 is an official national holiday, which is celebrated throughout Lithuania. On this date in 1253, following the decision of the Pope of Rome, the first Lithuanian king Mindaugas was crowned, who wanted to unite the Baltic tribes living in this region. Thus, the foundation for the founding of the Lithuanian state was laid.

On July 6, various outdoor festivals are held in Lithuania, people visit historical places and demonstrate their pride and belonging to their country in various events. A wide program of events also takes place in the village of Upytė near Panevėžys, where the local municipality organizes the festival in cooperation with the Upytė Traditional Crafts Center. The events take place both in the central square of the village and at the foot of the hill of Upytė. The festivities begin with a Holy Mass in the Church of St. Charles Borromeo, followed by a solemn procession to the Upytė hill, where the official opening of the festivities takes place. Throughout the day, a wide and diverse program is offered, its culmination is the joint singing of the national anthem, in which Lithuanians living in Lithuania and abroad participate. The evening then continues with concerts, songs and dances until dawn.

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15.15. Sacred chants of May



Picture No. 32. Sacred chants of May in Latgale. The picture was taken in the summer of 2013 on Crucifix road, Vabole parish, Augšdaugava county.

In the spring, when everything around is green and flourishing, in the peaceful landscape of Latgale in the evenings you can hear loud singing. These are the Catholic people who have gathered to sing at the crucifixes in honor of the Virgin Mary. In the Catholic Church calendar, May is the month of the Holy Virgin Mary, and singing at the cross, as the people of Latgale call it, is an essential part of the religious life of Catholics.

The beginnings of the tradition can be traced back to the end of the 18th century. There were large congregations here and the churches were located far away, so a tradition was formed to hold May services in populated areas near the settlement cross - crucifix. During the Russian Empire, gathering at the crucifixes made it possible to keep the national language and Latgalian identity alive.

The Sacred chants of May are an integral part of the intangible culture of Latgale, which is also included in the cultural canon of Latvia. The singing takes place in the open air at the crucifixes, which are usually located in the center of the village, on the roadside or in some public place. The crucifix is beautifully decorated, with benches placed near it, as the chants last an hour or more. The lyrics are found in prayer books, but the melodies are passed down from generation to generation, similar to folk oral folklore. Along with singing, prayers, rosary and "pātari" are recited. All the songs are dedicated to the Virgin Mary and are called Mary's songs. In total, more than 120 crucifixes can be found in Latgale, but singing takes place at about half of them in May evenings.

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15.16. A celebration of home-baked bread



Picture No. 33. High respect is felt and shown for bread both in the historical regions of Latgale and Aukštaitija.

The ancient bread-baking festival in the Panevėžio district in the village of Radviliškių has been attracting visitors from near and far for more than two decades in the second half of July. The time to honor the tradition of baking bread in the second half of July was not chosen by chance. During this time, the ancient Lithuanians celebrated the beginning of the rye harvest by performing special rituals of honoring bread, believing that then the harvest would be abundant and successfully harvested.

The initiative to hold a bread festival belongs to Stasi Eigirdieni, a well-known hostess in the Miežišku neighborhood of the Panevėžys district, who shares ancient traditions. She invited all the bakers of the region together to show how real bread is made. Since then, the Bread Festival has been held every year. Over time, the festival moved to the village of Radviliškių, where it is organized by the famous Lithuanian bakers Audrone and Albīns Kisieli in their large homestead. Their home-baked bread has been awarded a national heritage certificate.

Bread bakers are honored during the holiday, and an educational program “Bread Path” is offered, which introduces the traditions of bread baking and the customs associated with them. Anyone who wants to can create and bake their own loaf of bread. At the same time, there is an artisan market, bakers and cake bakers share their experiences, delicious smells waft in the air, fun music plays and real joy of life prevails.

Sources:

<https://radviliskiai.lt/duonos-svente-2022/>

<https://sekunde.lt/leidinys/sekunde/duonos-sventeje-atgavintos-senosios-tradicijos/>

<https://paninfo.lt/sventeje-uisur-duona-su-pluta-pagerbti-duonos-kepejai-prisimintos-senosios-tradicijos/>

15.17. Art picnic in Luznava manor



Picture No. 34. In the summer, in the scenic park of Luznava Manor, the view is usually attracted by environmental objects created in honor of the annual Art Picnics.

In the very middle of Latgale, near Rēzekne, in a picturesque area, Luznava manor is located - the pearl of Latgale art nouveau style, built in the 20th century and at the first - imitating the European architecture and art trends of the time. During its existence, the Luznava manor had various functions - the Latgale cultural center, the army headquarters, several educational institutions, the parish administration building and the library were located there. After extensive reconstruction, Luznava manor has regained its former splendor and elegant form. Today it is a creative, active and inspiring meeting place - concerts, exhibitions, seminars, conferences, festive events, marriage ceremonies and educational tours take place here.

Since 2016, the Summer Art Picnic has become an annual tradition at Luznava Manor. It is an exciting carousel of diverse events that invites you to discover and appreciate the beautiful, diverse and interesting things around you. Everyone will find the pleasure closest to their heart. Visitors can expect a music program, an art program, the opening of a potter's kiln, creative workshops for young and old, new taste sensations for gourmets and a lot of fun by being present, participating and leisurely enjoying. Before going home, it is worth stopping by the scenic manor park - there is a path about a kilometer long for nice walks.

Sources:

<https://latgale.travel/listing/luznavas-muiza-un-parks/>

<http://www.luznavasmuiza.lv/notikumi/makslas-pikniks/>

15.18. Upytė Traditional Crafts Center of Panevėžys district



Picture No. 35. Busy work in the pottery workshop in Upytė Traditional Crafts Center.

Near the Lithuanian town of Panevėžys is the village of Upytė, which has been mentioned in historical sources since the 13th century. Nowadays, the village cares about the preservation of historical and ethnographic traditions. Special recognition has been gained with traditional handicrafts.

For the maintenance and popularization of craft traditions, a Traditional Craft Center has been established in the territory of Upytė's former manor, which is located in an ecological, energy-efficient building made of natural materials. The supporting structures of the house are made of a wooden frame with straw filling and clay finish, the roof covering is made of specially grown rye straw.

The craft center offers a wide range of educational and practical activities. Trainings for various trades, educational courses, seminars and lectures are organized here, traditional holidays are celebrated, exhibitions, artisan meetings, artisan markets and other events take place. Visitors can learn how cloth is made on a loom, what happens in a blacksmith's forge, what a beekeeper does, sit at a potter's wheel and make their own clay dish, which will then be fired in a ceramic kiln, listen to traditional music, learn how to make toys, pour candles and make masks. Special attention is paid to flax farming - here you can learn flax spinning, linen fabric weaving and linseed oil pressing.

The Upytė Traditional Crafts Center is like a creative oasis with a respectful attitude towards the cultural and historical heritage.

Sources:

<https://upyteszeme.lt/amatu-centras/>

https://www.explorebaltics.eu/lu/tourism-list_poi/upites-tradicionalo-amatu-centras/

<https://www.eriskiukc.lt/tradiciniu-amatu-centras/>

<https://www.youtube.com/watch?v=9jAI2ltcaVI>

<https://www.youtube.com/watch?v=vbm2RCAGNnU>

<https://www.15min.lt/galerija/upytes-tradiciniu-amatu-centras-263602#galerija/263602/7190808>

15.19. The Castle festival in Dobele

The ancient mound of the Dobele castle and its surroundings are a favorite recreation spot for Dobele residents and a real magnet for tourists. The ruins of the walled castle of the Livonian Order are the oldest building in Dobele, built in the 14th century, and was inhabited until 1730. Over time, the castle gradually fell into disrepair. A large part of the castle walls has survived to this day. The palace chapel building has been restored and rebuilt, which has become a multifunctional center for the development of culture, crafts and tourism.

Once upon a time, even before the restoration of the palace, the palace courtyard was the main venue of cultural life in Dobele. Enthusiasts of ancient knight fights gathered here once a year, the medieval atmosphere was complemented by gentlemen and ladies dressed according to the era, a medieval market and activities of craftsmen. Now this tradition is being revived in a new form, and here again everyone is welcome to celebrate holidays, participate in various events and just relax. The castle festival offers many surprises for both young and old - there is singing, dancing, theater performances, exhibitions, but the culmination of the festival is expected in the evening with the performance of musicians and a green ball and dancing until dawn.

Sources:

<https://zinatv3.lv/novados/senas-pils-svetkos-atklati-dobeles-pilsdrupu-noslepumi/>

<https://www.youtube.com/watch?v=3beGkcY7mgk>

<https://dobele.lv/lv/tourism/dobeles-pilseta-pilis-un-muizas-zemgalu-pilskalni-un-senas-kulta-vietas/zemgalu-pilskalns-un>

<https://www.latvia.travel/lv/apskates-vieta/dobeles-pils>

15.20. Potter's Days in Latgale



Picture No. 36. Potters have always had a special place in the cultural heritage of Latgale.

Every year at the end of April, Latgale invites you to the annual Potters' Days, when potters' workshops are open to anyone interested. It is a meeting of clay masters and admirers of their talent to jointly honor the clay of Latgale, get inspiration, new impressions and have a lot of fun.

The Latgale Potters' Days have been held since 1980, and the author of the idea is Jānis Pujāts, art

historian, researcher of the history of Latgale ceramics, art critic and author of the book "Latgale ceramics". Since the 1990s, the municipality of Rēzekne county has undertaken the organization of Potters' Days, cooperating with ceramic organizations and workshops.

Potters' Days always offers a wide program. An inseparable tradition is firing the kiln in one of the ceramic workshops and removing the kiln the next day. It is a moment of pleasant surprise for everyone present. At the same time, exhibitions are held where the works of various clay masters can be viewed, each with their own handwriting and clay processing technique. On Potters' Days, you can both view and buy clay vessels, as well as try your hand at the potter's wheel yourself, feeling the miraculous transformation process of clay.

Sources:

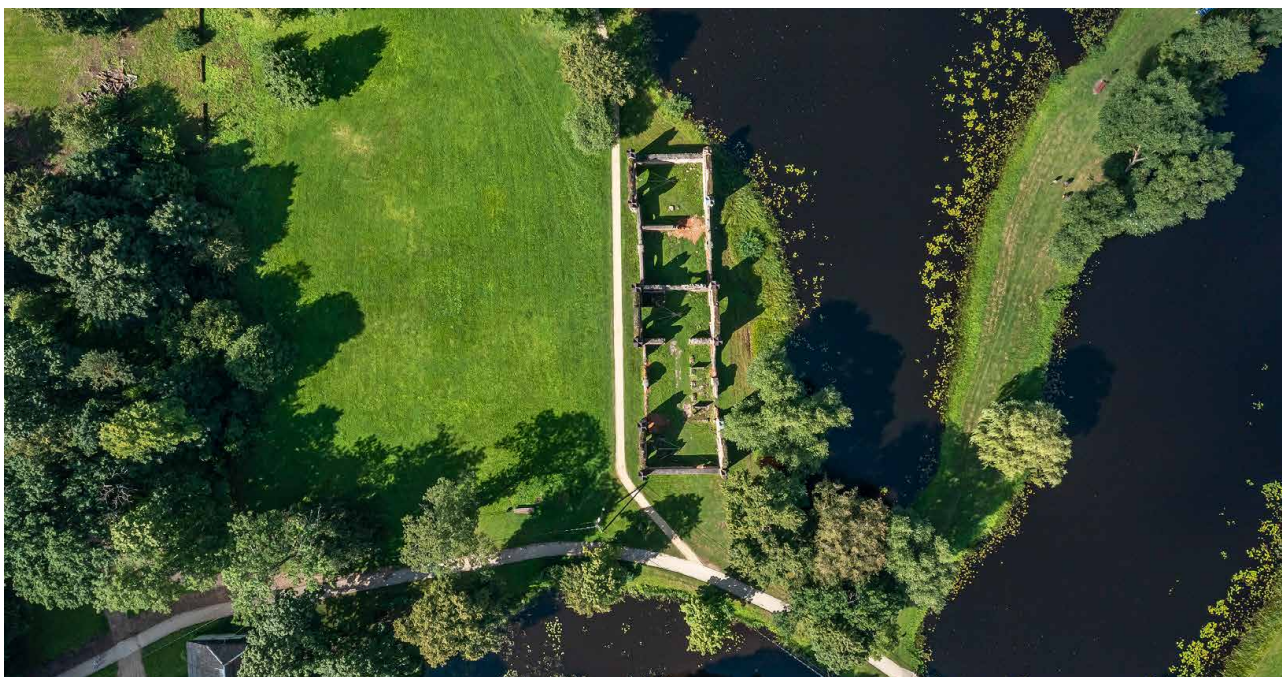
<https://rezekne.lv/latgales-podnieku-dienas/>

<http://www.luznavasmuiza.lv/jaunumi/params/post/2222018/cetrdesmitas-latgales-podnieku-dienas-2020>

<https://lr2.lsm.lv/lv/raksts/latvijas-simtgades-stastu-raksti/latgales-podnieku-dienas.a102938/>

<https://www.youtube.com/watch?v=9-7gEhZDafY>

15.21. Preiļi manor complex



Picture No. 37. A bird's-eye view of a fragment of the Preiļi Manor Park and the ruins of the Horse Stables in it, which is one of the most popular attractions in the park.

Preiļi Manor with a park is one of the most beautiful examples of historical architecture in Latgale. The Manor was built between 1860 and 1865, its architecture is a combination of Neo-Gothic, Classicism and Romantic styles. The restoration of the Manor has been going on for several years, so the main building itself can still be viewed by visitors mostly from the outside. There is a 47 ha wide park in the territory, which is the largest urban park in Latvia. Many active recreation opportunities are available in the park area, in summer boat rentals are available.

News in preiļi manor

Soon, an interactive exhibition dedicated to handicrafts will be installed on the ground floor of Preiļu Manor, created in an innovative 5D format and will complement the cognitive process of the exhibition with various sensory effects. The exhibition will offer 12 video films, the main characters of which are the craftsmen of Preiļi region. The visitors will be able to observe how various skills of ancient crafts have developed and changed until today. This little video journey will be complemented by realistic water spray, wind, warm air, smoke and various smells, making the effect of presence even more real. Have an exciting and curious journey!

Sources:

<https://latgale.travel/listing/preilu-parks-un-borhu-muizas-komplekss/>

<https://www.pilis.lv/act/castls-manors/castle-popup?id=9371>

<https://www.atrastalatvija.lv/objekts/preilu-muizas-komplekss-un-parks/>

15.22. Shmakovka

Picture No. 38. Agnese Miškovska – the winner of the MISS ALPHA FEMALE 2022 title of the Miss Multiverse 2022 beauty contest held in the Dominican Republic, the winner of Miss Tourism Queen International 2013 and Miss Latvia 2010, demonstrates how Šmakovka is prepared for serving. Photographer – Jānis Vidmants. The picture was taken in the museum “Andrupene farmstead” in Latgale.

The people of Latgale are hospitable, as they say - with a big heart. Every visitor will be warmly welcomed and deliciously treated with traditional Latgalian dishes. The culinary heritage of Latgale has strong roots - recipes handed down from generation to generation are still respected here. And what would a meal be without a sip of a stronger drink? Shmakovka is a name that every Latgalian knows, and it is a self-brewed alcoholic drink that is unique to the Latgale region. A drink that has survived different times, where it was both hated and scorned, and resurrected and gained respect.

Classic shmakovka is based on natural local raw materials - cereal grains, sugar and yeast. Just so simple and complicated at the same time, because the shmakovka recipe is special for each master, developed to the finest nuances, often a secret that the master keeps for his whole life. In order to obtain a more diverse bouquet of flavors, the masters supplement the classic trinity with other raw materials - both grown in their

own garden and imported from abroad. A cinnamon stick, lemon peel or coffee beans can create real taste miracles, as can cumin or mint leaves grown in the backyard garden.

A real shmakovka is not a light drink, it is 40-50 degrees strong and, as they say, you don't need much of a good one. Shmakovka should be enjoyed by taking a small sip and keeping it in the mouth for a moment to feel how the taste opens up. Be happy!

Sources:

<https://www.smakovka.lv/>

<https://www.la.lv/latgaliesu-nacionala-dzeriena-meklejumos-smakovka>

<https://web.archive.org/web/20140803120245/http://bar.lv/smakovka/>

15.23. Zemgali festival in Tervete

The name Tervete is associated with the ancient Zemgali, who once lived in this area and until the 13th century and fought for their political and economic independence. Tērvete mound and foothills are a symbol of the Latvian people's willpower, steadfast, firm and persistent character. In order to preserve historical evidence and provide an insight into the life of the ancient Zemgali people, based on archaeological research, the 12th century ancient mound of Tervete is being held reconstruction of the wooden castle. So far, the eastern part of the castle has been built, but over time it is planned to build the entire building.

For almost 20 years now, on one of the weekends in the month of August, the Zemgali festival has been held in Tērvete hill, where supporters of the ancient Zemgali way of life gather, who feel the 9th - 13th centuries. environment and gladly introduces it to others. The two-day program offers both educational lectures, a visit to Tērvete Castle expositions, craftsmen's workshops, a medieval market and ancient delicacies, entertainment for children, an archery tournament and performances by folklore ensembles. The main event of the holiday is the tournament between the white peoples and the Livonian knights, where spears flash, swords clang and armor clangs. The smartest and bravest win, and the next day the audience can watch their demonstrations. The sense of historical presence is complemented by reconstructions of ancient Zemgali battle scenes, where everything seems to be happening for real.

Sources:

<https://www.dobeledara.lv/events/xix-zemgalu-suetki-tervete/>

https://www.travelzemgale.lv/wp-content/uploads/2022/04/Zemgales_Pasakumu_plans_2022_LV.pdf

<https://www.delfi.lv/turismagids/jaunumi/vestures-rekonstrukcijas-un-amatnieku-tirdzini-zemgalu-suetki-tervete.d?id=54621530>

<http://www.tervetesnovads.lv/Karte/tervetes-koka-pils/>

16. Local tourist route “Crafts skills in the Latgale region” No. 1.

The Tour of Water – leather and textile. From the Bends of the Upper Daugava to the marshy meadows of Lubans

From the Bends of the Upper Daugava to the marshy meadows of Lubāns.

Latgale surprises, delights, inspires and relaxes. From the Bends of the Upper Daugava, which run through Latgale like a shimmering silver belt, to the vast waters of Lake Rāzna and the fabled marshy meadows of Lake Lubāns. Latgale is as colourful and vibrant as the quilts made by Latgalian weavers. It's a little bitter like a hoppy beer and strong like a traditional shmakovka. As a part of preserving the historical heritage, palaces, manor houses and churches are being restored, revealing their true architectural value. Enjoy the Balvi Palace, Krāslava Plāteri Palace and Lūznava Manor. They are matched by the modern Rēzekne's Gors and Zeimuļš, with their extensive cultural offer. Once you've explored the towns and seen the buildings, there are places to relax and have fun in nature, including observation towers for an unforgettable bird's-eye view of the landscape – the Priedaine Tower in Krāslava or climbing to the top of Mākoņkalns. And then, relaxed and happy, person is ready to learn how to turn what grows in the meadow into a fantastic weaver's masterpiece, how to use ancient methods to create modern accessories from leather. Enjoy and get to know the creative spirit of Latgale's craft centres which are bustling like a beehive. Because Latgale is home to people who skillfully use the abilities inherited from generation to generation, creatively bringing traditional crafts into the modern world.

16.1. Route No. 1. in numbers

Total route length – **414.48 km⁴²**

Distance from the center of Riga to the starting point of the route – **262 km⁴³**

Distance from the center of Vilnius to the starting point of the route – **218 km⁴³**

Distance from the final point of the route to the center of Riga – **217 km⁴³**

Distance from the final point of the route to the center of Vilnius – **295 km⁴³**

16.2. Route No. 1. Informative table with contact information, addresses and distances between attractions – Craftsmen workshops and places to visit

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Distance from previous route point*
55.90090, 27.16114	1	Krāslava Crafts Centre	Pils iela 10, Krāslava, LV-5601, Latvija	+371 26348644	https://www.visitkraslava.com/	Maršruta sākumpunkts
55.87566, 27.54030	2	Weaving workshop "Indra"	Rīgas iela 3, Indra, LV-5664, Latvija	+371 26430121		33.4 km
55.87397, 27.53405	3	Association "Laimīgi Indrā"	Sporta iela 1, Indra, LV-5664, Latvija	+371 20266514		0.68 km
56.19024, 27.39717	A	Museum "Andrupenes lauku sēta"	Skolas iela 5, Andrupene, Krāslavas novads, LV-5687, Latvija	+371 26458876	https://www.visitkraslava.com/lu/turisms/ko-apskatit/muzeji-un-novadpetnieciba/muzejs-andrupenes-lauku-seta	44.9 km
56.51331, 27.33575	4	Ethnographic footwear workshop "Kristāla kurpīte"	Atbrīvošanas aleja 130, Rēzekne, LV-4601, Latvija	+371 29474998	http://www.kurpite.lv/	72.9 km
56.51330, 27.33563	5	Brand "Zelma Kraft"	Atbrīvošanas aleja 130, Rēzekne, LV-4601, Latvija	+371 26447073	https://www.zelmakraft.lv/	Atrodas blakus punktam Nr.4
56.54849, 27.72698	6	Ludza Crafts Centre	Tālavijas iela 27a, Ludza, LV-5701, Latvija	+371 29467925	https://www.ludzasamatnieki.lv/	26.6 km
56.59401, 27.99020	7	Creative Recreation Centre "Līdumnieki"	Tautas iela 2, Līdumnieki, Līdumnieku pagasts, Ludzas novads, LV-5719, Latvija	+371 29242779	www.lidumnieki.lv ; https://latgale.travel/listing/biedriba-darba-un-kulturas-centrs-lidumnieki/	24 km
56.94029, 27.64683	8	Valentīna Daukste Weaving Workshop	Jaunā iela 12a (nogriešanās no Tirgus iela 9), Baltinava, LV-4594, Latvija	+371 29325894		60.4 km

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Distance from previous route point*
56.96183, 27.59353	9 Tekstils	Briežuciems Thematic Village	Briežuciema pagasta Tautas nams, "Briežuciems", Grūšļeva, Briežuciema pag., Balvu nov., LV-4595	+371 28781631		4.83 km
56.99232, 27.59549	9 Āda	Briežuciems Thematic Village (leather)	Leatherely, Liepas, Bēliņi, Briežuciema pagasts, Balvu novads	+371 28303578		4.37 km
56.98471, 27.63651	9 Maize	Briežuciems Thematic Village ("Kroniši")	"Kroniši", Briežuciema pagasts, Balvu novads	+371 26133911		6.69 km
56.96950, 27.69049	10	"Vilibalt" souvenirs	"Strautiņi", Demerova, Baltinavas pagasts, Balvu novads, LV-4594, Latvija	+371 26426889		6.45 km
57.01088, 27.70417	11	"Zeļču sola"	"Janki", Zeļči, Šķilbēnu pagasts, Balvu novads, LV-4587, Latvija	+371 29754060		6.07 km
57.05257, 27.64164	12	Blacksmith's workshop	Parka iela 2, Šķilbani, Šķilbēnu pagasts, Balvu novads, LV-4587, Latvija	+371 26519040		10.8 km
57.19166, 27.67761	B	Walking trail on the Viļaka Lake island	Liepna iela 48, Viļaka, Balvu novads, LV-4583, Latvija	+371 28386859	http://www.visitvilaka.lv/kodarit/daba/vilakas-ezera-pludmale-un-sala/	16.2 km
57.17853, 27.68105	B	Roman Catholic Church of the Sacred Heart of Jesus in Viļaka	Baznīcas iela 56, Viļaka, Viļakas pilsēta, LV-4583, Latvija	+371 29522542		1.89 km
57.13106, 27.25701	C	Balvi Manor and Balvi Region Museum	Brīvības iela 46, Balvi, Balvu pilsēta, LV-4501, Latvija	+371 64521430	http://www.muzejs.balvi.lv	28.3 km
56.78421, 26.94393	D	Lake Lubāns and the water tourism development centre "Bāka"	Kvāpāni, Gaigalavas pagasts, Rēzeknes novads, LV-4618, Latvija	+371 26663358	https://baka.rezeknesnovads.lv/	66 km

16.3. Route No. 1. Descriptions of the main attractions

16.3.1. Krāslava Crafts Centre



Krāslava Crafts Centre is located in one of the buildings of the 18th century palace complex built by the Counts Plater. Four thematic workshops are permanently active here: pottery, woodworking, weaving (handicrafts) and the culinary heritage workshop. The crafts centre offers master classes, seminars and training in traditional crafts.

Types of crafts

Ceramics, woodworking, weaving, glass décor making, aroma workshop, Latgale culinary heritage workshop.

The distinctive in their field of activity

The talented ceramicists Olga and Valdis Pauliņi give an introduction to traditional Latgalian ceramics.

When to book a tour in advance;

3 days

When to book a master class in advance

1 week

16.3.2. Weaving workshop "Indra"



The master craftswomen of the weaving workshop "Indra" have preserved an old tradition of weaving blankets that is characteristic of the Latgale region - laseitos koldrys. In the workshop you can see a textile collection, learn about the weaving process and try your hand at weaving a floor runner. The workshop organises exhibitions and master classes, carries out projects. The craftswomen participate in the event "Meet your master craftsperson".

Types of crafts

Weaving, knitting and other handicrafts, with plans for soap-making and wax candle making in the future.

The distinctive in their field of activity

The weavers have inherited and preserved the skill of weaving laseitos koldrys.

When to book a tour in advance;

3 days

When to book a master class in advance

1 week

16.3.3. Association "Laimīgi Indrā"



The association "Laimīgi Indrā" in the village Indra deals with the development of traditional crafts and implementation of exciting projects. And so, the unique "Laimē muzejs" ("Museum of Happiness") was created - an interactive exhibition that invites everyone to act, feel and think, to look to the future and not to the past. There is also a Craftspeople Room in the museum, where you can discover the products of local craftspeople and buy souvenirs.

Types of crafts

Pottery, textiles, wool scarves, jewellery, handicrafts, soap-making and bee products.

The distinctive in their field of activity

The use of straw appliques in design products.

When to book a tour in advance;

1 day

When to book a master class in advance

2 weeks

16.3.4. Museum “Andrupenes lauku sēta”



The museum “Andrupenes lauku sēta” offers a journey into the Latgale countryside of the early 20th century. There is a century-old country house, a barn, a black bath, a blacksmith’s forge and many ancient tools and household objects. You can learn about the potter’s workshop and kiln. By prior arrangement, you can taste traditional Latgalian dishes. Special Latgale Culinary Heritage offer - the Andrupene bread. Behind the museum there is a walking trail through the bog, which is equally magnificent in all seasons.



16.3.5. Ethnographic footwear workshop “Kristāla kurpīte”



The leather goods workshop “Kristāla Kurpīte” in Rēzekne has been operating since 1997 and is run by the shoemaker Andris Kačkāns - his company is the largest manufacturer of footwear that is required by folk art groups in Latvia. Pastalas, dance shoes, boots - that's the master craftsman's everyday life. The shoemaker's passion is historical footwear, and he also makes ethnographic shoes to order. All footwear is 100% hand-made.

Types of crafts

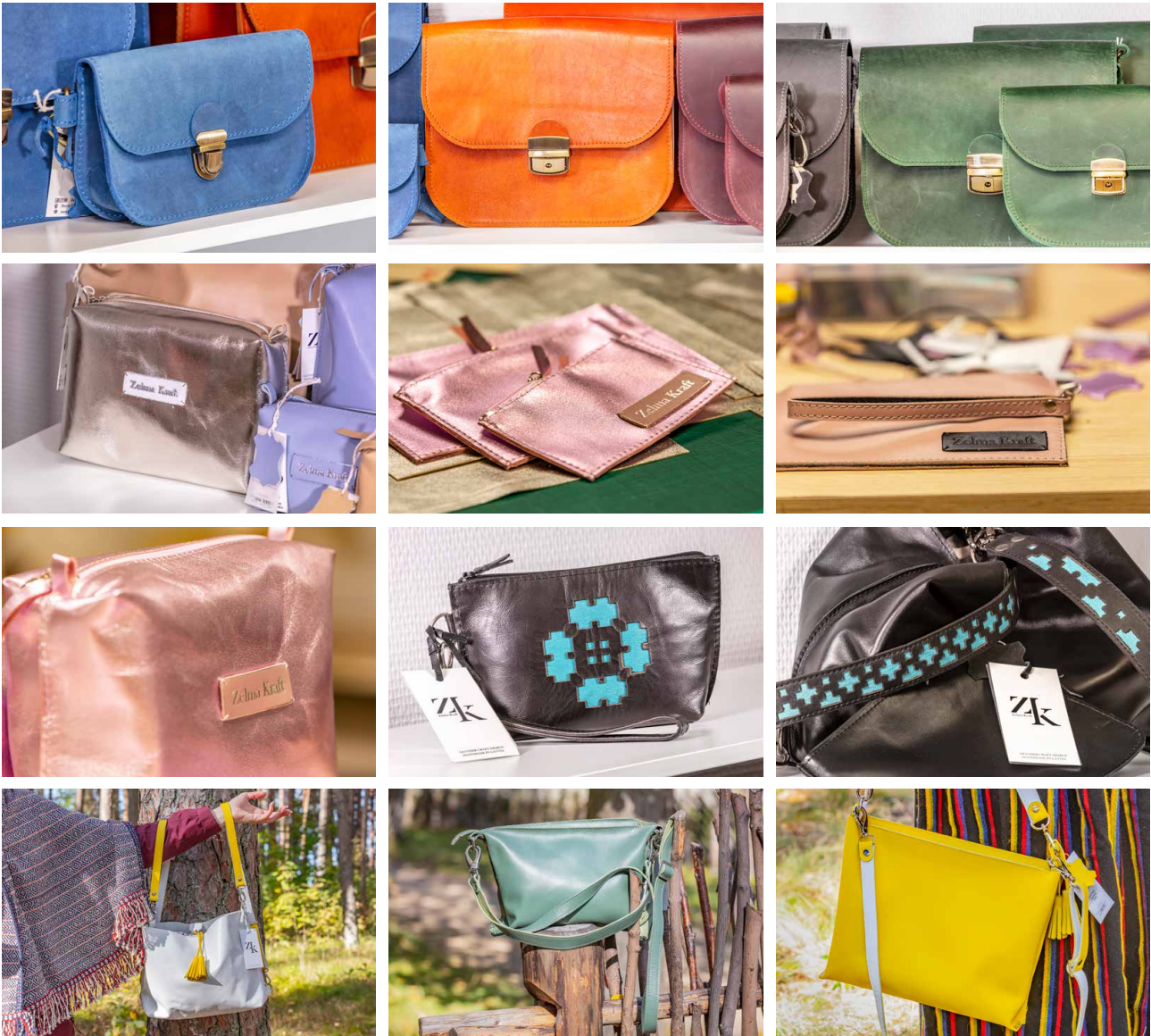
Hand-made pastalas in genuine leather, archaeological style boots for women and men, footwear for folk dance groups and choirs, footwear to wear with ethnographic costumes, footwear for historical films.

The distinctive in their field of activity

Footwear making from a pattern, on-site measuring, specific individual orders.

When to book a tour in advance; When to book a master class in advance
1 week

16.3.6. Brand “Zelma Kraft”



Zelma Pigožne, the creator of the brand “Zelma Kraft”, is a second-generation leather goods designer. Zelma creates leather bags and accessories, combining historical traditions with modern technologies. “Zelma Kraft” values are sustainable design, quality, and identity. Unique and at the same time practical goods to highlight your individuality.

Types of crafts

Leather goods – hand-made bags, accessories, small items. New - design clothing with leather details.

The distinctive in their field of activity

Made on-site in the workshop, hand-made, classic design. Few examples of identical colour, as the materials that are used are leftover stock from manufacturers/design houses where only one sheet of leather has remained.

When to book a tour in advance; When to book a master class in advance
1 week

16.3.7. Ludza Crafts Centre



Ludza Crafts Centre is located at the foot of the mighty Ludza hillfort. Here everyone is invited to watch craftspeople at work and learn traditional crafts. You can participate in weaving, ceramics and sewing workshops, try on the costumes of ancient Latgalian and order folk costumes from any region of Latvia. Works by local craftspeople are displayed in the exhibition hall of the centre. Organisation of events to promote and preserve Latgalian traditions. The Ludza Crafts Centre organises the Great Latgalian Market and the annual Green Market on the Saturday before Ligo festival, Latgale Days with demonstrations of craft skills, Latgalian music and food. "Latvian Heritage" award winners.

Types of crafts

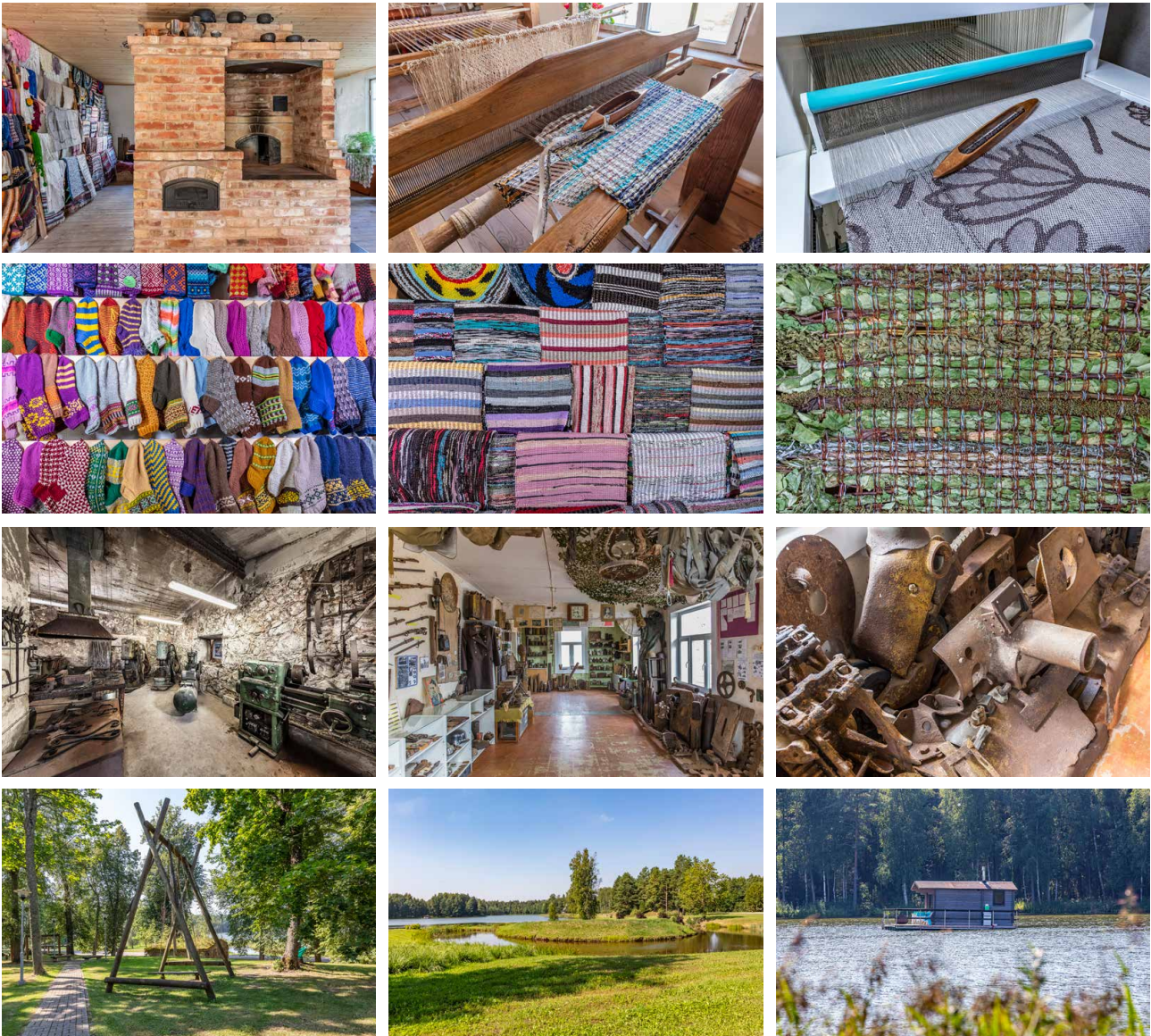
Ceramics, weaving, knitting, embroidery, handicrafts, tailoring, woodworking, candle making, Latgale Culinary, Heritage - "Latgaļu kukņa"

The distinctive in their field of activity

Guided tours about the life of the ancient Latgalian, the principles and rules of the social environment - during which listeners get involved in activities. There is also a recorded TV version available in Latvian and English.

When to book a tour in advance; When to book a master class in advance
2 days

16.3.8. Creative Recreation Centre "Lidumnieki"



„Lidumnieki” – a lively place where various cultural, sports and family events take place. In the spacious premises of the centre, there is a weaving and knitting workshop, a blacksmith’s forge and a candy-making workshop. Here you can learn to play folk instruments, learn ethnographic singing, and explore local folklore. Exhibitions, concerts, themed workshops and many other exciting events take place at the centre.

Types of crafts

Weaving, knitting, crocheting, handicrafts, metalwork in the blacksmith’s workshop “Kaļve”, bread baking.

The distinctive in their field of activity

Digital looms, semi-automatic looms by Pēteris Viļumsons, home looms. Weaving of plants with a loom, use of flax to make fabrics and a wide range of other leisure and entertainment facilities, a museum with exhibitions, rooms suitable for events.

When to book a tour in advance; When to book a master class in advance
1 week

16.3.9. Valentīna Daukste Weaving Workshop



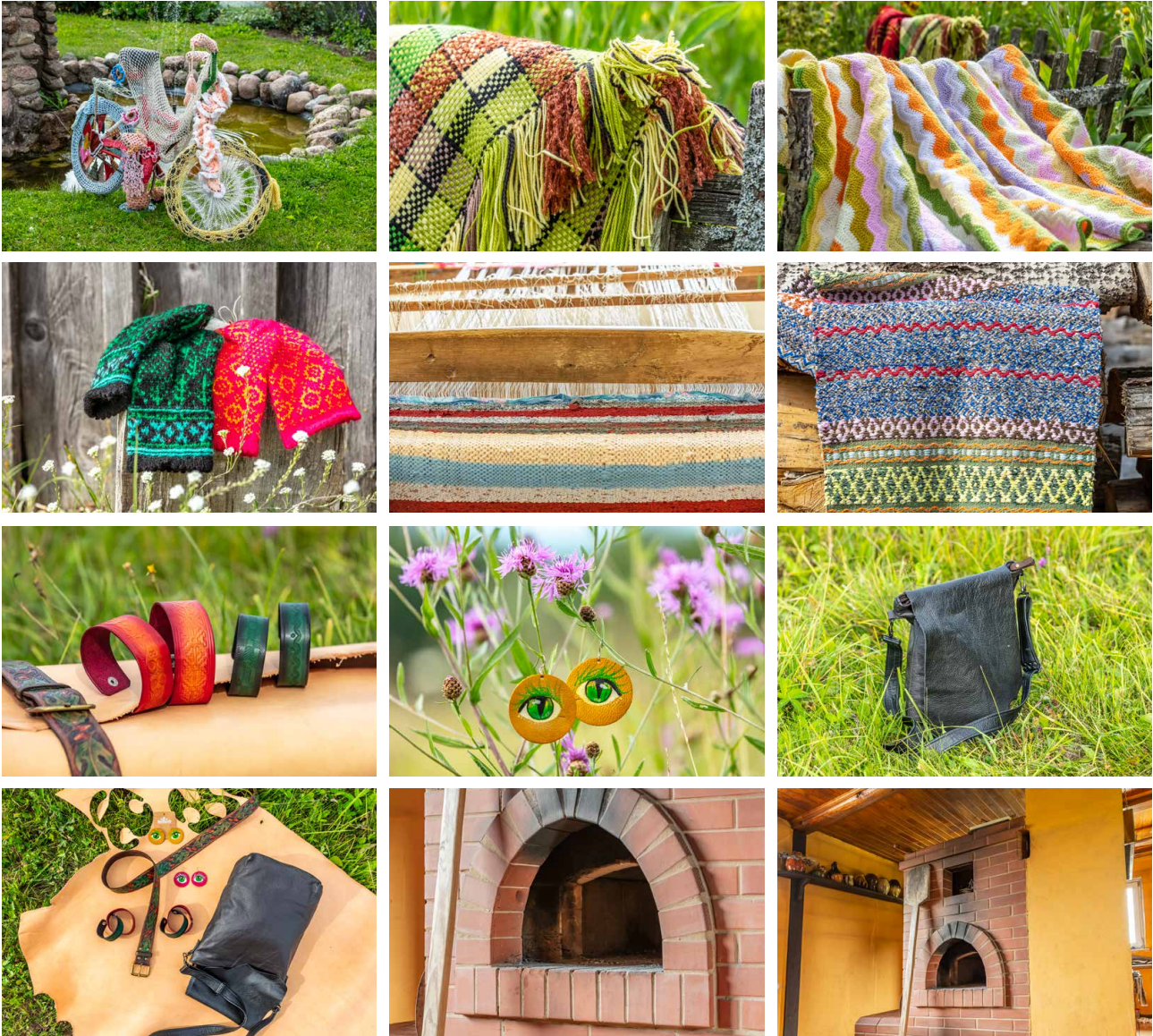
Valentīna Daukste from Baltinava is a well-known weaver in Latgale and the owner of the farm "Upeskrasti". She weaves rag rugs, rugs made of yarn, called tapestry, and she knits gloves, socks and scarves. In summer, she weaves blankets from fresh herbs, which are used for sauna or for a nice scent in the room. You can meet the weaver at various craft markets.

Types of crafts
Weaving and knitting

The distinctive in their field of activity
Herb blankets and miniature tapestry

When to book a tour in advance; When to book a master class in advance
3 days

16.3.10. Briežuciems Thematic Village



The craftspeople village of Briežuciems is a place where traditional crafts are cared for and honoured. Here they bake bread, brew beer, process leather, weave rag rugs, floor coverings, blankets and other items. The weavers have united in the Briežuciems handicraft workshop "Atspole", where everyone can learn the basics of weaving colourful blankets and other types of handicrafts, as well as see and buy the works of the weavers and craftswomen of Briežuciems.

Types of crafts

Weaving, weaving of scarves, knitting and crocheting, candle making, cake baking, the bread bakery "Kronīši", a leather brand, a workshop and an exhibition of old sewing machines at Leatherely.

The distinctive in their field of activity

Authentic old looms are used for weaving, and the brown-green colour tones of Northern Latgale. For leather design - specially designed prints and leather painting. Bread at "Kronīši" is baked on dried maple leaves according to an old recipe.

When to book a tour in advance; When to book a master class in advance
Min. 3 working days

16.3.11. "Vilibalt" souvenirs



Vilhelms Laganovskis from Baltinava, a master craftsman for wood, makes personalised wooden products using laser-cutting technique. The range includes souvenirs, boxes in various sizes and designs, baskets, ornaments, charms and more. The master craftsman has his own wooden souvenir workshop, where visitors are welcome to participate in the creation of wooden works, have their photo taken and create their own portrait on the wooden décor.

Types of crafts

Carpentry works, the making of wooden souvenirs, laser engraving, photographer services.

The distinctive in their field of activity

Individual orders - from earrings to vintage carriages. Portrait engraving on solid wood.

When to book a tour in advance; When to book a master class in advance
3 days

16.3.12. "Zeļču sola"



Annele Slišāne is a well-known textile artist in Latgale, author of the project "100 deči Latvijai", weaver, craftswoman and author of Latgalian prose. She has founded the company "Anneles zeme", where she makes environmentally friendly toys, weaves rugs, tapestries, rag rugs, sauna rugs and herb rugs from a variety of materials. In the historic Latgale farmhouse "Zeļču sola" (Grass Snake Island), home to the Annele family, weaving master classes are organised and everyone can try their hand at real loom weaving. The place is special because, starting from the country's eastern border, it is the first populated area on Latvia's longest parallel - the 57th parallel.

Types of crafts

Weaving, knitting, toy making

The distinctive in their field of activity

An ethnographically authentic environment that can serve as a "time machine" and a venue for creative events and exhibitions. Various materials are used for weaving - natural resources, industrial products and packaging, recyclable materials.

When to book a tour in advance; When to book a master class in advance

Min. 2 days

16.3.13. Blacksmith's workshop



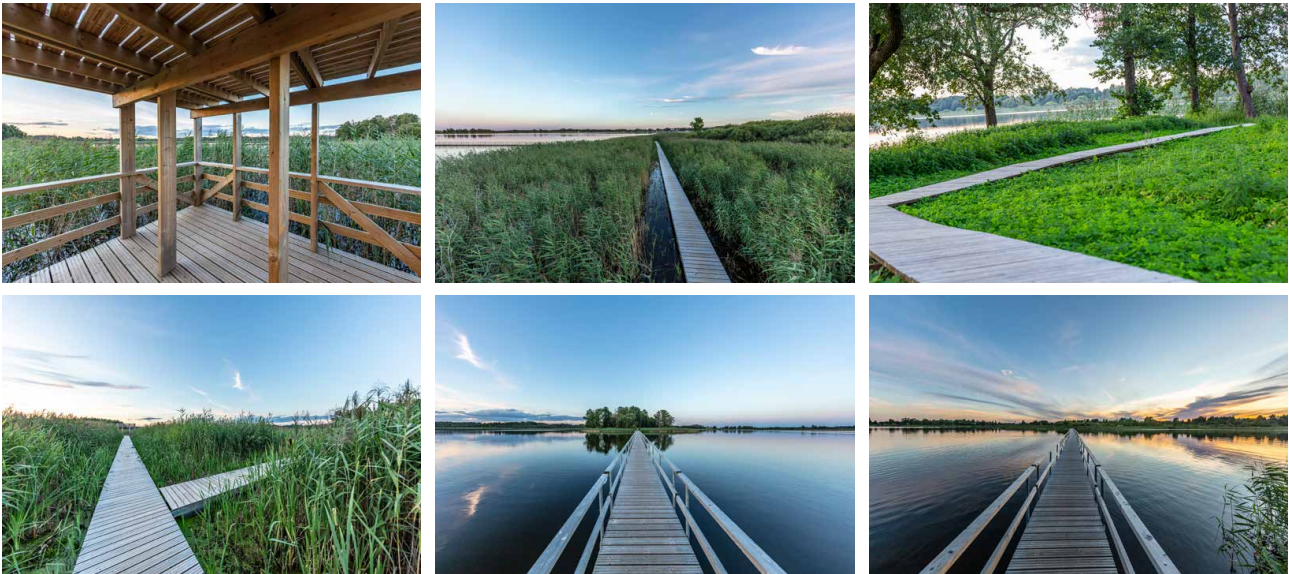
Igors Trešutins is a self-taught metalsmith. The master craftsman makes a variety of environmental objects and interior items, as well as fine design products and souvenirs. In his workshop, everyone has the opportunity to get to know the basic principles of metalsmithing, watch the blacksmith at work, forge a souvenir nail on their own, and see and buy the works created by the metalsmith.

Types of crafts
Forged metal items

The distinctive in their field of activity
The only smith in the area who lets you visit the workplace. A special product of the metalsmith - door knockers in the shape of dragons.

When to book a tour in advance; When to book a master class in advance
3 days

16.3.14. Walking trail on the Viļaka Lake island and Catholic church



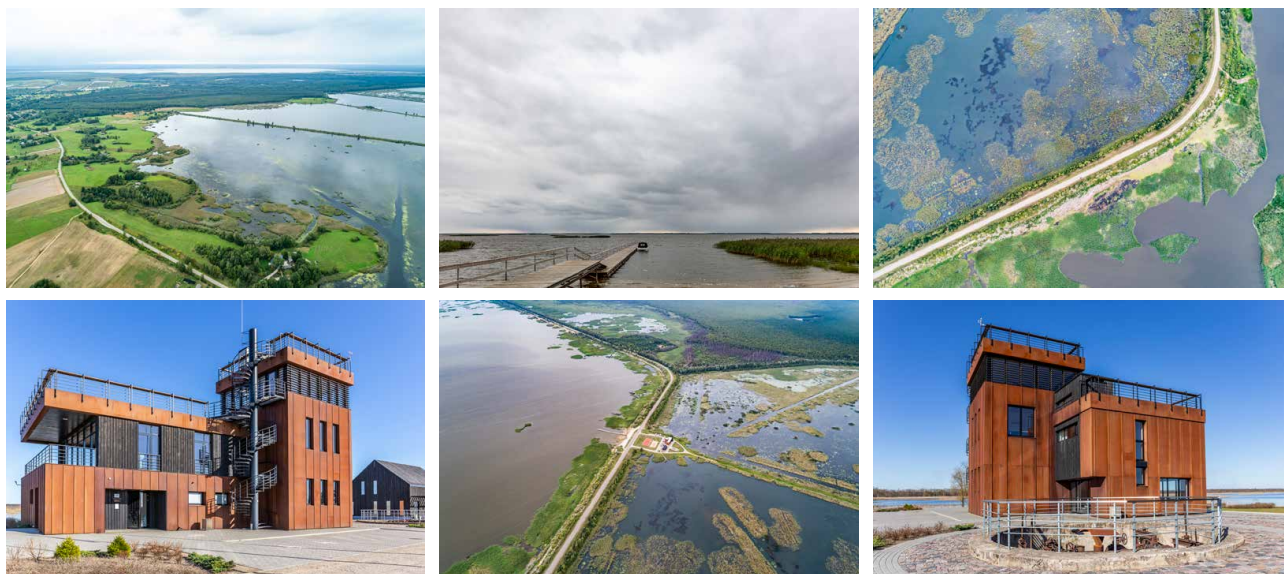
There is a 1.8 ha island in Lake Viļaka, on which there are fragments of the Viļaka (Marienhausen) Castle which was built in 1509. A 144-metre long pontoon plank-way – one of the longest in Latvia – leads to the island. On the island there is a 442 m long walking trail. There are wooden plank-ways with a “pocket” for some rest, a boat dock and information boards. In Viļaka you can visit the Roman Catholic Church of the Sacred Heart of Jesus, a grand Gothic-style building with two 46 m high towers, opened in 1890.

16.3.15. Balvi Manor and Balvi Region Museum



The Balvi Manor is located on the shore of Lake Balvi. The first information about Balvi Manor dates back to 1765. Over the centuries, the building suffered a lot, but today it has been restored. The Manor Hall is proud to have one of the best acoustics in Latvia. The barn in the Empire style has been preserved from the buildings on the territory of the manor and now houses the Balvi Region Museum with more than 25,000 exhibits and two interactive exhibitions. In autumn 2014, a new and modern exhibition „Ziemeļlatgales nemateriālais kultūras mantojums” (“Intangible Cultural Heritage of Northern Latgale”) was opened. The five exhibition halls of the museum reflect themes characteristic of Northern Latgale, including ethnography, traditional music, folklore, customs, psalms, May singing and craftspeople skills.

16.3.16. Lake Lubāns and the water tourism development centre “Bāka”



Lubāns is the largest lake in Latvia, and together with the surrounding wetlands, it is recognised as a unique nature area of European and global importance to be specially protected. The marshy meadows or wetlands of Lubāns (bogs, wet meadows, wet forests) are among the largest in Europe. The lake is home to 23 species of fish and its shores - to 236 species of birds. You can fish, have boat rides, visit bird-watching towers, enjoy smoked fish and go for a walk along the bog path. Near Lake Lubāns there is the water tourism development centre “Bāka”.

17. Local tourist route “Crafts skills in the Latgale region” No. 2.

The Tour of Fire – ceramics and glass. From Slutišķi to Aglona

You can visit Latgale several times and discover something new every time. It is like the unique works of glass, through which the world is seen differently each time. Be inspired by the scenic views of nature from the lookout towers on the Bends of the Upper Daugava, travel back in time and visit the Old Believer village of Slutišķi, where life is in harmony with nature and inner wisdom. However, the Mark Rothko Art Centre beckons with its particularly energetic aura. Here is the Daugavpils Theatre and down along the Daugava River, the childhood home of Latvia’s greatest poet, Rainis. Everything in Latgale is real and from the heart. From church rituals to a lump of clay on a potter’s lathe, from a home-baked slice of bread to a good-day wish to a stranger or a sauna ritual. Latgale’s craft is deeply rooted into tradition, which the artisans continue to nurture, develop and they share their experience with others. Glassblowing in Līvāni, porcelain ceramics in Preiļi. A real clay pottery workshop, bead jewellery making, eco-soap making – so many different activities where the ancient goes hand in hand with the modern. Before going home, we need to get out into nature one more time – on the trails in the Dviete flood-plains or just stand on the bank of the Daugava River and watch the ferry slowly slip from one bank to the other. For peace of mind and inner balance.

17.1. Route No. 2. in numbers

Total route length – **250.25 km⁴²**

Distance from the center of Riga to the starting point of the route – **244 km⁴³**

Distance from the center of Vilnius to the starting point of the route – **199 km⁴³**

Distance from the final point of the route to the center of Riga – **237 km⁴³**

Distance from the final point of the route to the center of Vilnius – **219 km⁴³**

17.2. Route No. 2. Informative table with contact information, addresses and distances between attractions – Craftsmen workshops and places to visit

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Distance from previous route point*
55.91375, 26.88601	E	Slutišķi Village and Slutišķi Old Believers' Farmstead	Slutišķi, Naujenes pagasts, Augšdaugavas novads, LV-5462, Latvija	+371 26532508	https://www.visitdaugavpils.lv/turisma-objekts/slutisku-sadzaun-slutisku-vecicibnieku-lauku-seta/ ; http://naujenesmuzejs.lv/	Maršruta sākumpunkts
55.87096, 26.51669	F	Shmakovka Museum in Daugavpils	Rīgas iela 22A (ieeja no Vienības laukuma puses jējimas iš Vienības aikštēs pusēs entrance from the square Vienības laukums), Daugavpils, LV-5401, Latvija	+371 25666201	https://www.smakovka.lv/	27.3 km
55.86597, 26.52455	13	Daugavpils Clay Art Centre	18. Novembra iela 8, Daugavpils, LV-5401, Latvija	+371 65425302	http://dnmm.lv/lv/Daugavpils-Malamakslas-centrs/	1.48 km
55.88378, 26.49743	G	Mark Rothko Art Centre in Daugavpils	Mihaila iela 3, Daugavpils, LV-5401, Latvija	+371 65430250	https://www.rothkocenter.com/	3.13 km
56.07072, 26.12788	14	Handicrafts workshop "Māra"	Bebrenes profesionālā vidusskola, Bebrene, Bebrenes pagasts, Augšdaugavas novads, LV-5439, Latvija	+371 28608302		54 km
56.34419, 26.17748	15	Applied folk art studio "Dubna"	Sporta iela 5, Līvāni, LV-5316, Latvija	+371 29262019		45.3 km
56.35591, 26.16314	16	Līvāni Glass and Crafts Centre	Domes iela 1, Līvāni, LV-5316, Latvija	+371 28603333	https://www.livanustikls.lv/	1.96 km
56.41140, 26.49038	17	"Lienas rotas"	"Liepiņas", Borovka, Rudzātu pagasts, Līvānu novads, LV-5328, Latvija	+371 29448328		30.7 km
56.32160, 26.52292	18	Flower Expert's Sauna	"Latiņi", Krivoki, Sutru pagasts, Līvānu novads, LV-5334, Latvija	+371 29425194	https://www.visitlivani.lv/lv/kodarit/amatnieku-darbnicas/pirtniecieszieddares-gitas-pirtina/	18.7 km

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Distance from previous route point*
56.29139, 26.71546	19	Polikarps Čerņavskis Ceramics House	Talsu iela 21, Preiļi, LV-5301, Latvija	+371 29429630		13.7 km
56.29219, 26.73307	20	Porcelain workshop Piece of Touch	Jaunā iela 8, Preiļi, LV-5301, Latvija	+371 25729888		1.58 km
56.28608, 26.72276	P	Preiļi manor castle complex and park	Pils parks, Preiļi, LV-5301	+371 29100689		Atrodas tiešā tuvumā abiem apskates punktiem Preiļos
56.21813, 26.78318	21	Pottery workshop "Jašas podi"	"Jašas podi", Aizkalnes pagasts, Preiļu novads, LV-5305, Latvija	+371 29175252	http://www.jasaspodi.com/	11.1 km
56.06446, 26.75634	22	Višķi Crafts Village	Parka iela 2, Višķu tehnikums, Višķu pagasts, Augšdaugavas novads, LV-5481, Latvija	+371 29207737	http://clay.lv/about	21.1 km
56.12499, 27.01385	H	Aglona Roman Catholic Basilica of the Assumption of the Blessed Virgin Mary	Ciriša iela 8, Aglona, Aglonas pagasts, Preiļu novads, LV-5304, Latvija	+371 65381109	https://www.aglonasbazilika.lv/	20.2 km

17.3. Route No. 2. Descriptions of the main attractions

17.3.1. Slutišķi Village and Slutišķi Old Believers' Farmstead



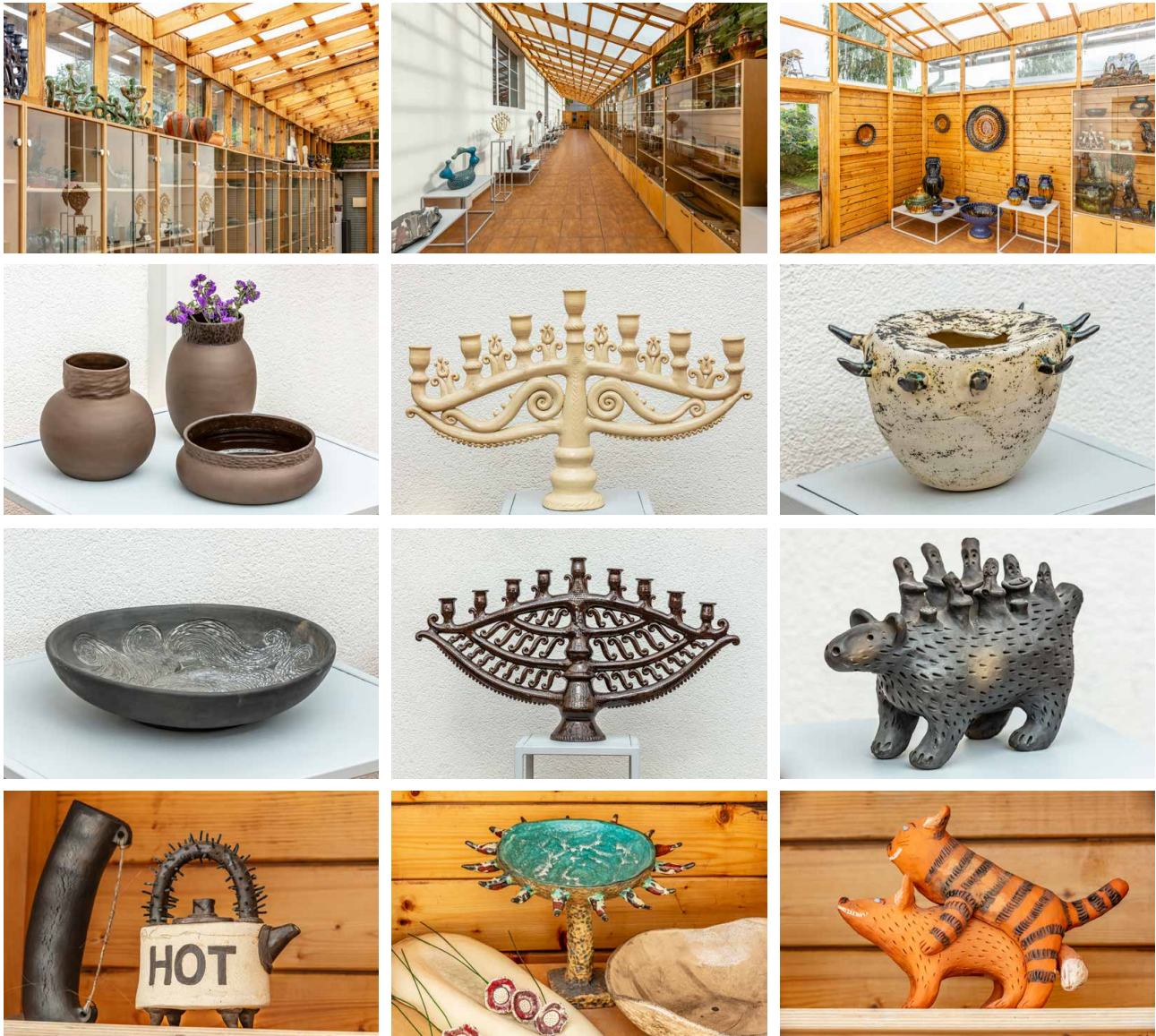
The ethnographic open-air section of the Naujene Regional Research Museum - "Slutišķi Old Believers' Farmstead" - is the only object of its kind in Latvia, located in an authentic inhabited village, where visitors can get acquainted with the unique spiritual life and household customs of the Old Believers of Latgale. Here, you will find a unique building complex with buildings and layout from the late 19th and early 20th centuries. All the buildings are built according to the log-house building traditions, they are decorated with masterful carvings, which are different on each building.

17.3.2. Shmakovka Museum in Daugavpils



The self-made alcoholic beverage shmakovka is an integral part of the cultural, historical and culinary heritage of Latgale, it is a unique Latgalian brand. At the Shmakovka Museum, you can learn about the history and traditions of the making of shmakovka in a modern and attractive way, and see exhibits from different time periods. The oldest one dates back to 1890. Here you can taste a sip of real shmakovka. Groups are kindly advised to book a guided tour of the exhibition at least one day in advance.

17.3.3. Daugavpils Clay Art Centre



Daugavpils Clay Art Centre offers an opportunity to get to know the renowned Latgale ceramics and pottery traditions. Ceramists work here, hold classes and master classes, and you can watch them at work. At the centre you can see the unique Baltic Raku ware, which is post-processed in fermented rye flour liquid. There is an exhibition and everyone can order or buy various ceramic products.

Types of crafts

Ceramics classes for adults and children in 3 workshops and a studio; permanent exhibition; exhibition hall with a change of theme every 2 months.

The distinctive in their field of activity

A wide range of ceramic styles in one place - from colourful and painted tableware to ascetically monochrome, from classic to modern. A place where traditional Latgalian black ceramics are well represented.

When to book a tour in advance; When to book a master class in advance

Min. 1 day

17.3.4. Mark Rothko Art Centre in Daugavpils



Mark Rothko Art Centre in Daugavpils is dedicated to one of the world's best-known artists, Mark Rothko (1903-1970) who was born in Daugavpils, and who played an important role in the development of post-war painting in the USA and laid the foundations for the abstract expressionist movement of the New York School. It is the largest art centre in Latvia, with several permanent and temporary exhibitions that spread over 2500 m². The multifunctional centre for contemporary art, culture and education is located in the Daugavpils Fortress - in the historic Artillery Arsenal building. The centre is constantly evolving and now includes the "Martinsons House", dedicated to Pēteris Martinsons (1931-2013). - The most internationally renowned Latvian ceramicist, born in Daugavpils.



17.3.5. Handicrafts workshop “Māra”



The handicraft group “Māra” brings together the most hard-working and creative knitters of the Bebrene area. Socks, gloves, scarves and other knitted items are made here. The knitters from Bebrene have even made socks and hats for the 2020 collection of the Italian fashion house Neil Barrett. Now, knitted items from Bebrene master knitters are ordered online from all over the world. The knitted items feature many ethnographic patterns from the Selonia region.

Types of crafts

Knitting, crocheting, pattern research, and in the future, candle making from natural beeswax.

The distinctive in their field of activity

Glove and sock knitting, use of the French heel when knitting socks, old pattern restoration

When to book a tour in advance; When to book a master class in advance

1 week

17.3.6. Applied folk art studio “Dubna”



The Livāni region has rich weaving traditions. Weavers working in the applied folk art studio “Dubna” take care of the preservation of weaving traditions, study the ethnography characteristic of Latgale and weave ancient signs into modern textile works. The studio organises weaving classes, master classes, and has a large exhibition of works. There is also a guided tour, during which you can explore the journey from sheep’s wool to finished socks.

Types of crafts

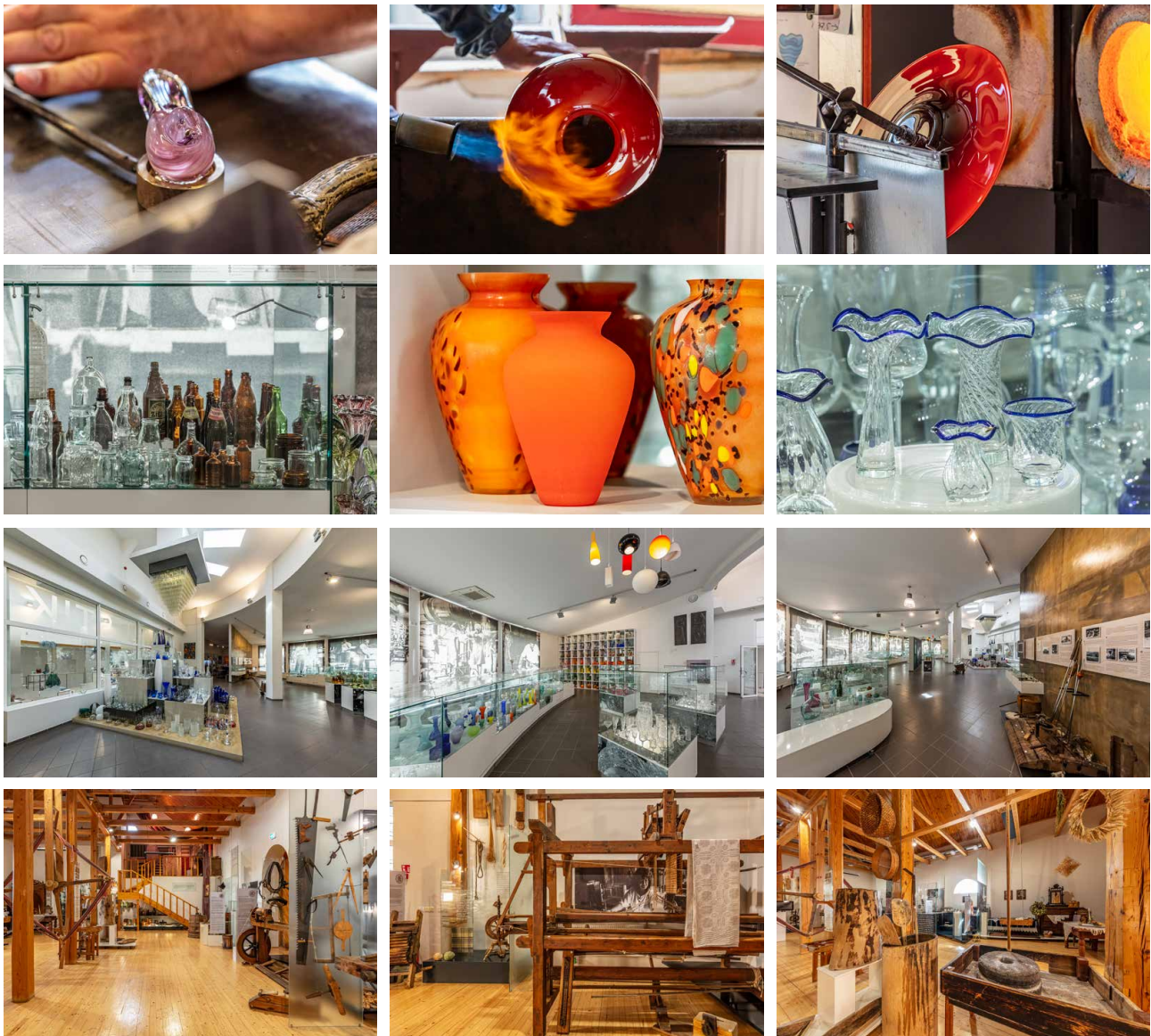
Weaving - blankets, scarves, towels, rugs, belts and skirt fabrics; knitting.

The distinctive in their field of activity

Use of denim in rugs, linen skirt fabric making, making of handbags.

When to book a tour in advance; When to book a master class in advance
2 days

17.3.7. Livani Glass and Crafts Centre



In the centre, there is the exhibition “Museum of “Līvānu stikls””, which presents several thousand unique glass works that were once made in the Līvāni Glass Factory “Līvānu stikls”. From simple glass bottles to intricate masterpieces. The second exhibition - “Craftspeople in Latgale in the 19th-20th century” gives an opportunity to learn how people lived in Latgale in the past. A unique offer is the opportunity to visit the Glass Blowing Workshop and see how glass art is made.

Types of crafts

The historical home of “Līvānu stikls”, which integrates the “Museum of “Līvānu stikls””, the Glass Blowing Workshop and the exhibition of traditional Latgale crafts into a single complex.

The distinctive in their field of activity

The largest exhibition of historical “Līvānu stikls” products in the Baltics and the longest folk belt in Latvia.

When to book a tour in advance; When to book a master class in advance
3 days

17.3.8. "Lienas rotas"



Liena Brūvere is a jeweller from Līvāni region who makes beautiful jewellery - beaded earrings, bracelets, angels, brooches, linen wallets and bags, as well as other lovely accessories. Liena's signature product is the long-beaded earrings. Each pair of earrings is unique, with a special design and colour combination. You can see and order Liena's jewellery on several sites online.

Types of crafts
Jewellery making

The distinctive in their field of activity
Native American Style beaded earrings and original beaded angels, as well as purses and accessories with folk ornaments.

When to book a tour in advance; When to book a master class in advance
1 week

17.3.9. Flower Expert's Sauna



Gita Usāne, a bathhouse attendant, plant and flower expert, offers to regain your strength in a traditional, wood-fired country sauna. Gita performs wonderful sauna rituals in which she uses herbs collected and specially prepared by herself. Gita uses the herbs to make teas, syrups, herbal powders and natural cosmetics. She shares her vast knowledge of herbs in her master classes, where everyone can make their own cosmetics and learn a lot.

Types of crafts

Sauna, making of sauna accessories and natural products for bathing rituals, herbal teas, natural cosmetics and body care products.

The distinctive in their field of activity

Flower and herbal therapy, traditional bath combined with comfortable and modern equipment.

When to book a tour in advance; When to book a master class in advance
1 week

17.3.10. Polikarps Čerņavskis Ceramics House



Polikarps Čerņavskis (1923-1997) was a ceramist, the preserver and developer of Latgale ceramic traditions. An exhibition in his house in Preiļi showcases his work, from simple tableware to sophisticated and complex forms of decorative ceramics. The ceramist Raivo Andersons works here every day, gives tours, master classes and teaches to work with clay.

Types of crafts

Ceramics, preservation of traditions

The distinctive in their field of activity

Guided tours of the exhibition hall, turning demonstrations. A synthesis of the traditional and the modern, using different coloured clays, working with clay dug by the ceramist.

When to book a tour in advance; When to book a master class in advance
1 day

17.3.11. Porcelain workshop Piece of Touch



After graduating from the Art Academy of Latvia, ceramist Sintija Logina returned to her childhood home in Preiļi, where she established her ceramics studio Piece of Touch. Most often Sintija works with porcelain, because it is finer and can be made so thin that light shines through. Sintija creates porcelain individual pieces of tableware, tableware collections and porcelain jewellery. Ideas for her work she finds in nature, travels, everyday moments.

Types of crafts

Ceramics - porcelain, clay, stoneware

The distinctive in their field of activity

The finest details, painting and the use of natural plants in the design. Lamp making from porcelain

When to book a tour in advance; When to book a master class in advance

Up to 2 weeks

17.3.12. Preiļi manor castle complex and park



Preiļi Manor with a park is one of the most beautiful examples of historical architecture in Latgale. The Manor was built between 1860 and 1865, its architecture is a combination of Neo-Gothic, Classicism and Romantic styles. The restoration of the Manor has been going on for several years, so the main building itself can still be viewed by visitors mostly from the outside. There is a 47 ha wide park in the territory, which is the largest urban park in Latvia. Many active recreation opportunities are available in the park area, in summer boat rentals are available.



17.3.13. Pottery workshop "Jašas podi"



"Jašas podi" is a brand created by the ceramist Kristīne Nicmane. In her workshop, she creates practical and artistic ceramic products in various styles, as well as exquisite ceramic jewellery made from porcelain. Educational excursions and master classes for groups are available. You can buy a wide range of finished products, and the brand also has an online store.

Types of crafts

Ceramics - stoneware and porcelain

The distinctive in their field of activity

The works are grouped by collections - Āfrika (Africa), Jūra (Sea), Puķītes (Flowers) and UPE (RIVER). Also available are large-scale tableware, interior objects, exhibition works and Raku ceramics.

When to book a tour in advance; When to book a master class in advance

Min. 1 week

17.3.14. Višķi Crafts Village



Višķi Crafts Village is the workplace of Valdis Grebežs - a unique craftsman because he is active in several fields. He creates three-dimensional ceramic panels, wooden sculptures, works of plastic arts, and he also works with glass, wicker, stone and other materials. The master craftsman has his own workshop where he warmly welcomes everyone and is ready to show, tell and teach his skills.

Types of crafts

Unglazed ceramics and ceramic paintings, wickerwork, garden sculptures and décors made of wood and aerated concrete.

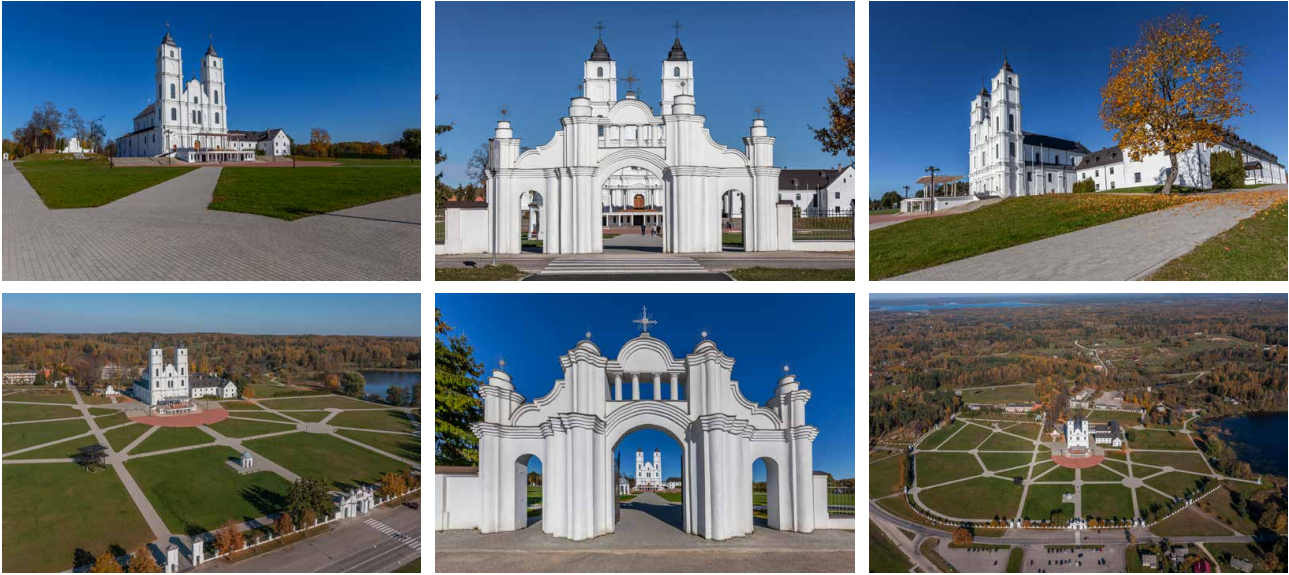
The distinctive in their field of activity

The use of fired wood to create three-dimensional objects, the making of family buttons and master classes for each type of craft. Guided tours in Višķi and the surrounding area.

When to book a tour in advance; When to book a master class in advance

Min. 1 week

17.3.15. Aglona Basilica



The Aglona Roman Catholic Basilica of the Assumption of the Blessed Virgin Mary is an important Latvian Catholic religious centre and a shrine of international importance. The current church building was built in the time from 1768 to 1780. Each year on 15 August, pilgrims arrive in Aglona to celebrate the Assumption of the Blessed Virgin Mary into Heaven. The Basilica has also been visited by Pope John Paul II (in 1993) and Pope Francis (in 2018). A special treasure in Aglona Church is the altar piece - Our Lady with the Child Jesus, which is located above the main altar. Due to the location it is called "Our Lady of Aglona".



18. The joint table for local routes No. 1 and No. 2 with additional points of attraction –points of interest, service providers of related activities, recommended accommodation and public catering service providers

18.1. Points of Interest

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
55.89262, 27.14622	A	Priedaine Watchtower near Krāslava with a view to Daugava River bends	Priedaine, Krāslava, Krāslavas novads, LV-5601			
55.90090, 27.16114	B	Count Plāters' palace complex with a park in Krāslava	Pils iela 2 (Krāslavas TIC), Krāslava, LV-5601	+371 65622201	http://www.kraslavaspils.lv/	Krāslavas TIC
55.89773, 27.16963	C	Krāslava Saint Ludvika Roman Catholic Church	Baznīcas iela 2A, Krāslava, Krāslavas novads, LV-5601			
56.09316, 27.53967	D	Dagda Holy Trinity Roman Catholic Church	Asūnes un Alejas ielu krustojums, Dagda, Krāslavas novads, LV-5674			
56.27926, 27.41520	E	Mākoņkalns (Cloud Hill) with a view of Lake Rāzna				GPS Car parkingi
56.50316, 27.32578	F	Latgale embassy GORS in Rēzekne	Pils iela 4, Rēzekne, LV-4601	+371 64633303	https://www.latgalesgors.lv/	
56.54847, 27.72814	G	Ludza medieval castle ruins	Baznīcas iela, Ludza, LV-5701			
55.91491, 26.81524	H	Vasargelišķi Watchtower with a view to Daugava River bends	Vasargelišķi, Naujenes pagasts, Augšdaugavas novads	+371 65471321		Naujenes Local History Museum
55.88383, 26.49591	I	Daugavpils fortress	Daugavpils cietokšņa Kultūras un informācijas centrs, Nikolaja iela 5, Daugavpils, LV-5401	+371 28686331		
55.87490, 26.53486	J	Historical Daugavpils shot factory	Varšavas iela 28, Daugavpils, LV-5401	+371 27766655	http://www.dsr.lv/	
55.87062, 26.53928	K	Daugavpils Church Hill	18. novembra, Varšavas un Marijas ielu krustojums, Daugavpils, LV-5401			Indicative location

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
55.81647, 26.45622	L	Rainis' House in Berķenele	Birkinēļi, Kalkūnes pagasts, Augšdaugavas novads, LV-5449	+371 65474368	www.rainamaja.lv	
56.06688, 26.17722	M	Nature park "Dvietes paliene"	Bebrene, Putnu sala, „Gulbji”, Bebreņu pagasts, Augšdaugavas novads, LV-5439	+371 26109353		
56.21973, 26.21483	N	Daugava ferry by Dunava	Gospori, Jersikas pagasts, Līvānu novads, LV-5315	+371 22467117		Only in the summer season
56.25876, 26.20633	O	Jersika Christ's Transfiguration Orthodox Church	Jersika, Jersikas pagasts, Līvānu novads, LV-5315			
56.28608, 26.72276	P	Preiļi manor castle complex and park	Pils parks, Preiļi, LV-5301	+371 29100689		Preiļu TIC
56.20227, 26.78557	R	Rainis' Museum in "Jasmuiža"	Parka iela 3, Aizkalne, Aizkalnes pagasts, LV-5305	+371 29427554	http://www.aspazijarainis.lv/raina-muzejs-jasmuiza/	
56.05756, 26.77527	S	Višķi Saint John the Baptist Roman Catholic Church	Krāslavas iela 2, Višķi, Višķu pagasts, LV-5481	+371 29470188		

18.2. Other activities

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
55.97861, 27.59391	1	Mini zoo "Akati"	Z/S "Akati", Priežu iela 26, Robežnieki, Robežnieku pagasts, LV-5666	+371 26157690		
56.71781, 27.71781	2	Latgalian strong drink distillery "Latgolys Šmakovka"	Kļavu iela 11, Malnava, Malnavas pagasts, Ludzas novads, LV-5750	+371 28321856	http://www.latgalesmakovka.lv/	
56.94245, 27.63724	3	Sauna house and wine tasting "Dīķmalas"	Viesu māja "Dīķmalas", Skolas iela 9, Baltinava, Baltinavas pagasts, LV-4594	+371 29471150		
57.16630, 27.20986	4	Recreation and leisure park "Škladi"	Kalna iela 19D, Kubuli, Balvu novads, LV-4566	+371 20031204	https://www.skladigo.lv/	

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
56.85464, 27.08526	5	Latgalian home ale brewing "Kolnasāta"	Stacijas iela 4, Bērzpils, Bērzpils pagasts, Balvu novads, LV-4576	+371 26452844		
56.32522, 26.20230	6	Natural energy research location "Olūti"	"Olūti", Jersikas pagasts, Līvānu novads, LV-5316	+371 29483759		
56.36331, 26.17722	7	Relaxation location "Apinamiņš" and "Krauklišu" honey	Latgales iela 6a, Līvāni, LV-5316	+371 29680028		Seasonal activities only
56.48022, 26.26771	8	"Turku pirts ciems" - white and black (smoke) sauna	"Vidussala", Vidsala, Turku pagasts, Līvānu novads, LV-5316	+371 27701575		
56.32026, 26.58101	9	Wedding events with Latgalian traditions "Nākotnes Ozolu ciems"	"Mazie Upenāji", Kaži, Sutru pagasts, Līvānu novads, LV-5334	+371 26595334		
56.27102, 26.71586	10	Painting master classes with the artist Jānis Plivda	"Cīrulīši", Jaunsaimnieki, Preiļu pagasts, Preiļu novads, LV-5301	+371 26525625		
56.13365, 27.02528	11	Inta Reča's creative skills workshop	Livdānu iela 13, Aglona, Aglonas pagasts, Preiļu novads, LV-5304	+371 29429422		
56.13335, 27.00144	12	Aglona Bread Museum	Daugavpils iela 7, Aglona, Aglonas pagasts, Aglonas novads, LV-5304	+371 29287044		By appointment only

18.3. Catering

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
55.89592, 27.16592	1	Café "Mārīte" in Krāslava	Tirgus iela 2 (leeja no Brīvības ielas 3), Krāslava, Krāslavas novads, LV-5601	+371 20055716		
56.35785, 27.26052	2	Restaurant "Pērles" in Lūznava manor	Pils iela 8, Lūznava, Rēzeknes novads, LV-4627	+371 28233994		Reservation no later than 24 hours in advance!
56.50808, 27.33564	3	Kebab house "Ausmeņa kebabs" in Rēzekne	Nikodema Rancāna iela 41, Rēzekne, LV-4601	+371 20112200		

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
56.54752, 27.72586	4	Café "Kristine" in Ludza	Baznīcas iela 25, Ludza, Ludzas novads, LV-5701	+371 26527888		
57.12282, 27.25983	5	"Kureti Café" – active lifestyle centre in Balvi	Bērzpils iela 62c, Balvi, Balvu novads, LV-4501	+371 29336428		
55.87377, 26.52436	6	Family restaurant "Skovorotka" in Daugavpils	Rīgas iela 65, Daugavpils, LV-5401	+371 28000034	https://skovorotka.business.site/	
55.86818, 26.51580	7	Restaurant "Gubernators" in Daugavpils	Lāčplēša iela 10, Daugavpils, LV-5401	+371 65422455	http://www.gubernators.lv/	
56.38794, 26.15266	8	Café "Kalnakrogs"	Jaunā muiža, Turku pagasts, Līvānu novads, LV-5316	+371 29343049		

18.4. Accommodation

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
56.08990, 27.55306	1	Glamping "Uz salas" – sensory overnight stay	Jelgavas iela 10, Dagda, Krāslavas novads, LV-5674	+371 28214800	https://uzsalas.com/	Only in summer
56.29882, 27.50462	2	Recreation complex "Rāznas stāvkrasti"	Lesinski, Kaunatas pagasts, Rēzeknes novads	+371 20221941		
56.35785, 27.26052	3	Lūznava manor (residences)	Pils iela 8, Lūznava, Rēzeknes novads, LV-4627	+371 28686863	http://www.luznavasmuiza.lv	Reservation no later than 24 hours in advance!
56.50039, 27.32731	4	"Kolonna Hotel Rēzekne"	Brīvības iela 2, Rēzekne, LV-4601	+371 64607820	https://www.hotelkolonna.com/lv/rezekne/	
56.54725, 27.58905	5	Recreation complex "Dzerkaļi" by Lake Cirma	Dzerkaļi, Cirmas pagasts, Ludzas novads	+371 26182240		
55.87156, 26.51713	6	Hotel "Park Hotel Latgola"	Ģimnāzijas iela 46, Daugavpils, LV-5401	+371 65404900	http://www.hotellatgola.lv/	
55.86755, 26.53065	7	Hotel "Biplan Hotel"	18. Novembra iela 50, Daugavpils, LV-5401	+371 29999950	https://biplan.lv/	
55.90349, 26.37631	8	Hotel, restaurant and military equipment museum "Sventes muiža"	Alejas iela 7, Svente, Sventes pagasts, Augšdaugavas novads, LV-5473	+371 65427822		

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
56.35958, 26.16913	9	Contemporary Latgalian crafts house and exclusive accommodation "Handmade Latgola"	Vectīcībnieku iela 15, Līvāni, Līvānu novads, LV-5316	+371 29443621	https://www.handmadelatgola.lv/	
56.15134, 26.61146	10	Arendole manor	Arendole, Rožkalnu pagasts, Preiļu novads, LV-5325	+371 29421413	http://www.arendole.lv/	Only by prior reservation
56.13320, 26.99854	11	Guest house "Aglonas cakuli" on the coast of Lake Cīrītis	Ezera iela 4, Aglona, Aglonas pagasts, LV-5304	+371 29333422	http://www.aglonascakuli.lv/	

19. Cross-border tourism route "Professional crafts skills in the tourism environment". Latgale – Aukštaitija – Zemgale.

For feelings, experience, and joy: from Balvi to Dobele through Latgale, Aukštaitija and Zemgale regions

Every shorter or longer travel creates an uplifting feeling of exhilarating joy promising an adventure! Especially if the trip is purposeful, and you can see, enjoy, admire, taste things, and learn something new. Learn new skills and see artisans in action, as well as try your own hand at creating a miracle. Let clay run through your fingers; see how threads form a fabric, and how sheep wool turns into a soft ball of yarn; make your special candle for autumn evenings; or make your own bread loaf and put it into the oven. Then, head out into the nature: climb a high hill to admire the vastness of the world, or walk above the treetops, run through the forest, and meet fairytale characters, or search for an exit from a labyrinth with joyful laughter. Look up at the majestic church spires reaching for the sky, explore mysteries hidden in renovated ancient manors and palaces and their picturesque parks and gardens. You can enjoy the diversity of regional traditions and ethnography throughout the whole route, and see how the historical aspects have interwoven with the contemporary. Enjoy the presence of geniuses in museums, learn surprising facts from the exhibition of war equipment, or let the wind rush you by as you take a ride in a hand railcar. More than 70 exciting tourist locations await you on the route from Balvi in Latgale region to Dobele in Zemgale region, as well as in Aukštaitija in Lithuania.

It is time to set out!

19.1. Route No. 3. in numbers

Total route length – **1196.04 km**⁴²

Distance from the center of Riga to the starting point of the route – **222 km**⁴³

Distance from the center of Vilnius to the starting point of the route – **344 km**⁴³

Distance from the final point of the route to the center of Riga – **76 km**⁴³

Distance from the final point of the route to the center of Vilnius – **291 km**⁴³

19.2. Cross-border tourism route. Informative table with contact information, addresses and distances between attractions – Craftsmen workshops and places to visit

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
57.13106, 27.25701	1	Balvi Manor and Balvi Region Museum	Brīvības iela 46, Balvi, LV-4501, Latvija	+371 64521430	http://www.muzejs.balvi.lv	**
57.19166, 27.67761	2A	Walking trail on the Viļaka Lake island	Liepnas iela 48, Viļaka, Balvu novads, LV-4583, Latvija	+371 28386859		Parking.; **
57.17853, 27.68105	2B	Jēzusa Širdies Romos kataliķu bažnyčia Viļakoje	Baznīcas iela 56, Viļaka, Viļakas pilsēta, LV-4583, Latvija	+371 29522542		
57.05257, 27.64164	3	Blacksmith's workshop	Parka iela 2, Šķilbani, Šķilbēnu pagasts, Balvu novads, LV-4587, Latvija	+371 26519040		**
57.01088, 27.70417	4	"Zeļču sola"	"Janki", Zeļči, Šķilbēnu pagasts, Balvu novads, LV-4587, Latvija	+371 29754060		It is located in the border zone!; **
56.96950, 27.69049	5	"Vilibalt" souvenirs	"Strautiņi", Demerova, Baltinavas pagasts, Balvu novads, LV-4594, Latvija	+371 26426889		It is located in the border zone!; **
56.98471, 27.63651	6A	Briežuciems Thematic Village - "Kroniši"	"Kroniši", Briežuciema pagasts, Balvu novads	+371 26133911		Homemade bread.; **
56.99232, 27.59549	6B	Briežuciems Thematic Village - "Leatherely"	Liepas, Bēliņi, Briežuciema pagasts, Balvu novads, LV-4595, Latvija	+371 28303578		Leather products.; **
56.96183, 27.59353	6C	Briežuciems Thematic Village - "Tautas nams"	"Briežuciems", Grūšļeva, Briežuciema pagasts, Balvu novads., LV-4595	+371 28781631		Textile.; **
56.94029, 27.64683	7	Valentīna Daukste Weaving Workshop	Jaunā iela 12a, Baltinava, LV-4594, Latvija	+371 29325894		**
56.77818, 27.71777	8	Latgalian strong drink distillery "Latgolys Šmakovka"	Kļavu iela 11, Malnava, Malnavas pagasts, Ludzas novads, LV-5750, Latvija	+371 28321856	http://www.latgalesmakouka.lv	

**) Description and pictures - please see the sections of local tourist routes of Latgale!

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
56.59401, 27.99020	9	Creative Recreation Centre "Līdumnieki"	Tautas iela 2, Līdumnieki, Līdumnieku pagasts, Ludzas novads, LV-5719, Latvija	+371 29242779		**
56.54849, 27.72698	10	Ludza Crafts Centre	Tālavijas iela 27a, Ludza, LV-5701, Latvija	+371 29467925	https://www.ludzasamatnieki.lv	Parking; **
56.51330, 27.33563	11	Brand "Zelma Kraft"	Atbrīvošanas aleja 130, Rēzekne, LV-4601, Latvija	+371 26447073	https://www.zelmakraft.lv	**
56.51331, 27.33575	12	Ethnographic footwear workshop "Kristāla kurpīte"	Atbrīvošanas aleja 130, Rēzekne, LV-4601, Latvija	+371 29474998	http://www.kurpīte.lv	**
56.50316, 27.32578	13	Latgale embassy GORS in Rēzekne	Pils iela 4, Rēzekne, LV-4601, Latvija	+371 64633303	https://www.latgalesgors.lv	
56.35785, 27.26082	14	Restaurant "Pērles" in Lūznava manor (book in advance), Lūznava manor (residences)	Pils iela 8, Lūznava, Rēzeknes novads, LV-4627, Latvija	+371 28686863	http://www.luznavasmuiza.lv	Advance reservation 24h
56.27926, 27.41520	15	Mākoņkalns (Cloud Hill) with a view of Lake Rāzna	Mākoņkalna pagasts, Rēzeknes novads			Parking
56.19024, 27.39717	16	Museum "Andrupenes lauku sēta"	Skolas iela 5, Andrupene, Andrupenes pagasts, Krāslavas novads, LV-5687, Latvija	+371 26458876		
56.09316, 27.53967	17	Dagda Holy Trinity Roman Catholic Church	Asūnes un Alejas ielu krustojums, Dagda, Krāslavas novads, LV-5674			
55.87397, 27.53405	18	Association "Laimīgi Indrā"	Sporta iela 1, Indra, LV-5664, Latvija	+371 20266514		**
55.87566, 27.54030	19	Weaving workshop "Indra"	Rīgas iela 3, Indra, LV-5664, Latvija	+371 26430121		**
55.89262, 27.14622	20	Priedaine viewing tower near Krāslava with a view to Daugava River bends	"Priedaine, Krāslava, Krāslavas novads, LV-5601			

***) Description and pictures - please see the sections of local tourist routes of Latgale!

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
55.90090, 27.16114	21	Krāslava Crafts Centre / Count Plāters' palace complex with a park in Krāslava	Pils iela 10, Krāslava, LV-5601, Latvia	+371 26348644		Parking: **
56.12499, 27.01385	22	Aglona Basilica	Ciriša iela 8, Aglona, Aglonas pagasts, LV-5304, Latvija	+371 65381109	https://www.aglonasbazilika.lv	Parking: **
56.05756, 26.77527	23	Višķi Saint John the Baptist Roman Catholic Church	Krāslavas iela 2, Višķi, Višķu pagasts, Augšdaugavas novads, LV-5481, Latvija	+371 29470188		
56.06446, 26.75634	24	Višķi Crafts Village	Parka iela 2, Višķu tehnikums, Višķu pagasts, Augšdaugavas novads, LV-5481, Latvija	+371 29207737		**
56.20227, 26.78557	25	Museum of Rainis "Jasmuiža"	Parka iela 3, Aizkalne, Aizkalnes pagasts, LV-5305, Latvija	+371 29427554	http://www.aspazijarainis.lv/raina-muzejs-jasmuiza/	
56.21813, 26.78318	26	Pottery workshop "Jašas podi"	"Jašas podi", Aizkalnes pagasts, Preiļu novads, LV-5305, Latvija	+371 29175252	http://www.jasaspodi.com	**
56.28608, 26.72276	27	Preiļi manor castle complex and park	Pils parks, Preiļi, LV-5301, Latvija	+371 29100689		Parking, Preiļi TIC
56.29219, 26.73307	28	Porcelain workshop Piece of Touch	Jaunā iela 8, Preiļi, LV-5301, Latvija	+371 25729888		**
56.29139, 26.71546	29	Polikarps Čerņavskis Ceramics House	Talsu iela 21, Preiļi, LV-5301, Latvija	+371 29429630		**
56.32160, 26.52292	30	Flower Expert's Sauna	"Latīņi", Krivoki, Sutru pagasts, Līvānu novads, LV-5334, Latvija	+371 29425194		**
56.41140, 26.49038	31	"Lienas rotas"	"Liepiņas", Borovka, Rudzātu pagasts, Līvānu novads, LV-5328, Latvija	+371 29448328		**
56.35591, 26.16314	32	Līvāni Glass and Crafts Centre	Domes iela 1, Līvāni, LV-5316, Latvija	+371 28603333	https://www.livanustikls.lv	Parking: **

**) Description and pictures - please see the sections of local tourist routes of Latgale!

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
56.34419, 26.17748	33	Applied folk art studio "Dubna"	Sporta iela 5, Līvāni, LV-5316, Latvija	+371 29262019		**
56.25876, 26.20633	34	Jersika Christ's Transfiguration Orthodox Church	Jersika, Jersikas pagasts, Līvānu novads, LV-5315, Latvija			
56.21973, 26.21483	35	Daugava ferry by Dunava	Gospori, Jersikas pagasts, Līvānu novads, LV-5315, Latvija	+371 22467117		Only in Summer time
56.07072, 26.12788	36	Handicrafts workshop "Māra"	Bebrenes profesionālā vidusskola, Bebrene, Bebrene pagasts, Augšdaugavas novads, LV-5439, Latvija	+371 28608302		**
55.90349, 26.37631	37	Hotel, restaurant and war machinery museum "Sventes muiža"	Alejas iela 7, Svente, Sventes pagasts, LV-5473, Latvija	+371 65427822		
55.88378, 26.49743	38	Daugpilio tvertovē / Mark Rothko Art Centre in Daugavpils	Daugavpils cietokšņa Kultūras un informācijas centrs, Nikolaja iela 5, Daugavpils, LV-5401, Latvija	+371 28686331	https://www.rothkocenter.com	TIC of the Daugavpils fortress; **
55.86597, 26.52455	39	Daugavpils Clay Art Centre	18. Novembra iela 8, Daugavpils, LV-5401, Latvija	+371 65425302	http://dnmm.lv/lv/Daugavpils-Malamakslas-centrs/	**
55.87490, 26.53486	40	Historical Daugavpils shot factory	Varšavas iela 28, Daugavpils, LV-5401, Latvija	+371 27766655	http://www.dsr.lv	
55.87096, 26.51669	41	Shmakovka Museum in Daugavpils	Rīgas iela 22A, Daugavpils, LV-5401, Latvija	+371 25666201	https://www.smakouka.lv	Entrance from the side of Unity Square (Vienības laukums)
55.81647, 26.45622	42	Rainis' House in Berķenele	Birkineļi, Kalkūnes pagasts, Augšdaugavas novads, LV-5449, Latvija	+371 65474368	http://rainamaja.lv	
55.72757, 26.24494	43	Lake Zarasai Observation Circle	D. Bukonto g. 20, Zarasai 32132, Lietuva			Parking

***) Description and pictures - please see the sections of local tourist routes of Latgale!

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
55.47546, 25.39332	44	Vytautas Valiušis Ceramics museum	Topolių g. 7, LT-28361 Leliūnai, Utenos r., Lietuva	+370 68622807		
55.50091, 25.21629	45	Burbiškis manor	Parko g. 1B, Burbiškio kaimas, Anykščių rajonas 29211, Lietuva	+370 61673095	https://www.burbiskis.lt	
55.48051, 25.08187	46	Labyrinth amusement park	Skapiškių k. 5, Anykščiai Skapiškių k., 29168, Lietuva	+370 65219991	https://www.labirintu-parkas.lt	
55.48528, 25.05987	47	Treetop Walking Path	Dvaronių k. 5, Anykščiai 29168, Lietuva			
55.53265, 25.10854	48	Narrow Gauge Railway Museum "Siaurukas"	Vilties g. 2, Anykščiai 29107, Lietuva	+370 61281067		
55.52913, 25.12010	49	Anykščiai Art incubator - Art studio	J. Biliūno g. 53, Anykščiai 29110, Lietuva	+370 65244555	https://www.menuinkubatorius.lt/	
55.57331, 25.08673	50	Anykščiai district traditional crafts centre in Niuronys / Horse museum	Muziejaus g. 4, Niuronys 29175, Lietuva	+370 62370629	https://arkliomuziejus.lt	Parking
55.65023, 25.09574	51	Basket garden of Ligita and Kazys Morkūnas	Sielių g. 20, Sedeikiai 29331, Anykščiai district, Lietuva	+370 61600451		
55.59737, 24.35631	52	Bistrampolis manor house	Bistrampolio g. 1, Kučių kaimas 38240, Panevėžio r., Lietuva	+370 68566151	https://bistrampolis.lt	
55.50415, 24.30277	53	Old mill in Ramygala	Dariaus ir Girėno g. 46B, Ramygala 38265, Lietuva	+370 69981131		
55.47430, 24.14701	54	Radviliškiai village bakery	Truskavos g. 12, Linkaučiai 58424, Radviliškių k., Panevėžio r., Lietuva	+370 68730226	https://radviliskiai.lt	
55.64673, 24.22606	55	Ulytė Traditional crafts centre	3050, Ulytė 38291, Panevėžio r. sav. Lietuva	+370 62657415		Parking
55.68856, 24.15368	56	Naujamiesta kultūras centrs - Dailes galerija	S. Nėries g 14, Naujamiestis 38335, Lietuva	+370 61005255	https://www.naujamesciokultura.lt	Parking

***) Description and pictures - please see the sections of local tourist routes of Latgale!

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
55.80572, 24.01537	57	Smilgiai Ethnographic Homestead	Panevėžio g. 21, Smilgiai 38374, Lietuva	+370 45553639		
55.84266, 24.33786	58	Sculptor Juozas Zikars Memorial Museum	Paistrio kultūros centras, Jaunystės g. 1, Gegužinė 38432, Lietuva	+370 45554325		The contacts are for the Culture center and not directly for the Memorial house!
55.82843, 24.36010	59	Jstros Aviaparkas air museum	Stanionių kaimas, Panevėžio rajonas, LT-38436, Lietuva	+370 45554332	http://www. aviapark.lt	
56.12361, 24.47707	60	The historic water mill of Rauboniai with fleece wool carding	3129, Raubonių k, Raubonys 39447, Lietuva	+370 69814356		
56.20495, 24.75357	61	Biržai castle	J. Radvilos g. 3, Biržai, Lietuva	+370 45033390		
56.20786, 24.72333	62	„Rinkušiai“ beer museum	Rinkuškių alaus darykla, Alyvų g. 8, Biržų k., 41180 Biržų r., Lietuva	+370 45035293		
56.44056, 24.57938	63	Ausekli mill and open-air museum	“Ausekļu dzirnavas”, Bārbeles pagasts, Vecumnieku novads, LV-3905	+371 26396878	https://www. ausekludzirnavas.lv	
56.40334, 24.17802	64	Bauska Castle	Pilskalns, Bauska, LV-3901, Latvija	+371 63922280	https://www. bauskaspils.lv	Parking
56.41455, 24.02186	65	Rundāle Palace complex	Pilsrundāle, Rundāles pagasts, Bauskas novads, LV-3921 Latvija	+371 26499151	https://rundale.net	Parking
56.48574, 23.36863	66	Latvia's State Forests Nature Park in Tērvete	“Tērvetes sils”, Tērvetes pagasts, Dobeles novads, LV 3730 Latvija	+371 28309394	https://www. mammadaba. lv/galamerki/ lum-dabas-parks- tervete	Parking
56.56670, 23.29781	67	Craft workshop “Piesta”	Skolas iela 6A, Auri, Dobeles novads, LV-3710 Latvija	+371 29396559	http://www.piesta.lv	
56.48222, 23.06821	68	Folk applied art studio “Bēne”	Stacijas iela 8, Bēne, Bēnes pagasts, Dobeles novads, LV-3711 Latvija	+371 26196628		

GPS	Marking on the map	Name of the point	Address	Contact phone number	Homepage	Notes
56.46307, 22.89434	69	Folk applied art studio "Auce" / Auce Crafts House	Raiņa iela 14, Auce, Dobeles novads, LV-3708 Latvija	+371 28396984		
56.46825, 22.88766	70	Vecauce Castle	Akadēmijas iela 11a, Vecauce, Vecauces pagasts, Dobeles novads, LV-3708 Latvija	+371 29195959	http://www.vecauce.lv/vecauces-pils/	
56.62229, 23.27156	71	Dobele mound and castle	Brīvības iela 2c, Dobele, LV-3701 Latvija	+371 22027275		
56.62346, 23.28333	72	Dobele Crafts House	Baznīcas iela 8, Dobele, LV-3701, Latvija	+371 22049477		

CRAFTSMAN



LATGALE



AUKŠTAIJA



ZEMGALE



19.3. Short descriptions of the most important tourist attractions included or connected to the Cross-border route⁴⁴

19.3.1. GORS



The Embassy of Latgale – GORS is the first completely new acoustic concert hall in the Baltics. GORS – in Latgalian it means “spirit”. GORS is a multi-functional modern cultural environment where different types of culture and art meet, historical values of Latgale and world trends, regional cultural and historical heritage and innovations of the latest generation. A place for inspiration, pride, passion. A place where the spirit of Latgale can be seen, heard and touched.

Additional sources of information:

<https://biletes.latgalesgors.lv/lv/node/75>

<https://www.latvia.travel/lv/apskates-vieta/latgales-vestnieciba-gors>

<https://rezekne.lv/ko-redzet/latgales-vestnieciba-gors/>

19.3.2. Luznava manor



Luznava manor was built at the beginning of the 20th century and is known as the pearl of Latgale Art Nouveau. Today, the building has been reconstructed and has become an important place for cultural, educational and entertainment projects and events. Concerts, exhibitions, seminars, conferences,

festive events, marriage ceremonies and educational tours take place here. The manor is surrounded by a beautiful landscaped park with a walking trail.

Additional sources of information:

<http://www.luznavasmuiza.lv/>

<https://latgale.travel/listing/luznavas-muiza-un-parks/>

<https://rezeknesnovads.lv/viesiem/aktiva-atputa/luznavas-muizas-apbuve-ar-parku/>

19.3.3. Mākoņkalns (Mountain of the Clouds) and Rāzna Lake



Mākoņkalns is located near Rāzna Lake and rises at a height of 247.4 m over the Latgale highlands, in Mākoņkalns parish of Rēzekne county. In 1252, the Livonian Order built the oldest crusader fortress in Latgale - Volkenberg Castle on the top of this hill. Only fragments of the large defensive wall have survived to this day. A staircase leads to the top of the hill, from which there is a wonderful view of the Rāzna Lake and its surroundings.

Rāzna Lake is called the Latgale Sea, and it is the second largest lake in Latvia in terms of surface area, and the largest in terms of water volume. Located in the territory of Rāzna National Park. There are 10 islands in the lake and each has its own name. About 26 species of fish live in its depths. On the shores of the lake, you can find well-equipped recreation areas with a wide range of activities and leisure opportunities.

Additional sources of information:

<https://www.latvia.travel/lv/apskates-vieta/makonkalns-un-volkenbergas-pilsdrupas>

<https://lv.wikipedia.org/wiki/Mākoņkalns>

<https://rezeknesnovads.lv/viesiem/dabas-objekti/makonkalns/>

<https://latgale.travel/listing/raznas-nacionalais-parks/>

<https://rezeknesnovads.lv/viesiem/apskates-objekti/raznas-ezers/>

19.3.4. Daugava Loki Nature Park

The nature park is located in the Daugava river valley from Krāslava to Naujene, and it is the only place in Latvia where the Daugava has preserved its natural course. The river makes 8 big bends here, each 4-6 km long. In particular, an impressive bird's-eye view opens up by climbing the 24 m high Vasargelišķu or the 32 m high Priedaine observation tower, which is one of the highest in Latvia.

Additional sources of information:

<https://www.latvia.travel/lv/apskates-vieta/dabas-parks-daugavas-loki>
<https://www.visitdaugavpils.lv/turisma-objekts/dabas-parks-daugavas-loki/>
<https://latgale.travel/listing/dabas-parks-daugavas-loki/>
<https://www.latvia.travel/lv/apskates-vieta/vasargelisku-skatu-tornis>
<https://www.latvia.travel/lv/apskates-vieta/priedaines-skatu-tornis>

19.3.5. Roman Catholic Church of St. John the Baptist in Višķi



The Roman Catholic Church of St. John the Baptist in Višķi is an architectural monument of national importance. It is one of the few sacred buildings in Daugavpils region, which is built from broken stones and belongs to the type of one-tower basilican cross churches. The author of the church construction project is the talented Liepāja architect Kārlis Edvards Strandmanis.

Additional sources of information:

<https://www.visitdaugavpils.lv/turisma-objekts/visku-su-jana-kristitaja-romas-katolu-baznica/>
<https://www.viski.lv/apmekšanas-vietas/>
<https://zudusilatvija.lv/objects/object/7095/>

19.3.6. Rainis Museum “Jasmuiža”



Rainis museum “Jasmuiža” is located on the right bank of the small and winding Jāša river in Aizkalne parish of Preiļu county. In the poet’s museum in Latgale, we can get to know the environment in which the poet spent his high school and university vacations, as well as learn stories about Rainis first feelings of love. On the other hand, in the reconstructed workshop-kiln and exhibition hall of Andrejs Paulāns, you can view the magnificent collection of ceramics from Latgale.

In the house of the manager of the “Jasmuiža” manor of Rainis Museum, an exposition about the poets high school and study years has been arranged. An exhibition hall has been created in the cowshed of the manor, where a wide exhibition of ceramics from Latgale can be viewed. It exhibits household utensils and decorative ceramics made by more than 200 regional potters, and in the workshop-kiln of Andrejs Paulāns, you can get acquainted with the environment in which Latgale potters lived and worked at the end of the 19th and 20th centuries.

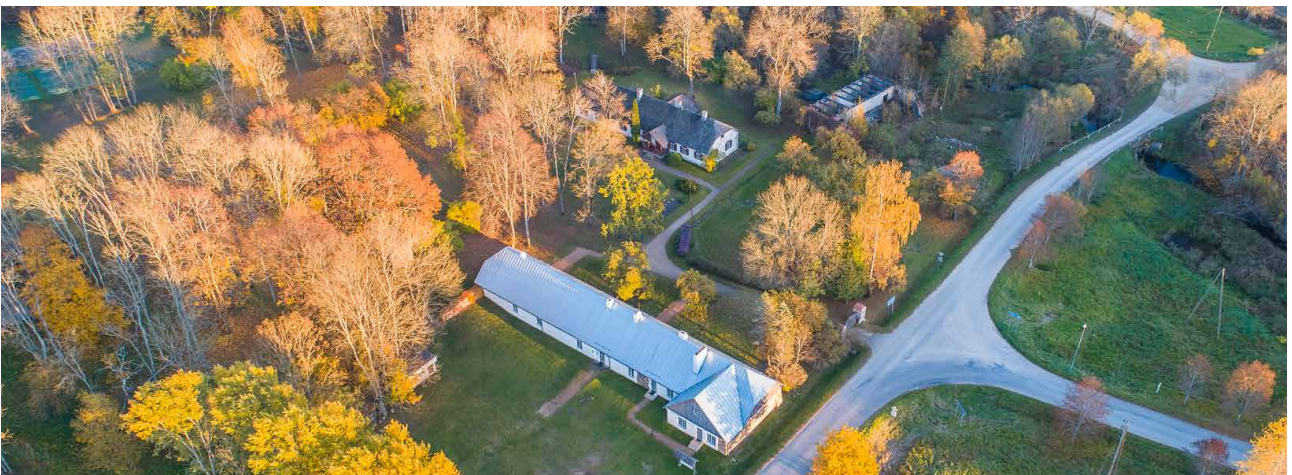
Additional sources of information:

<https://memorialiemuzeji.lv/museums/raina-muzejs-jasmuiza/>

<https://visitpreili.lv/lv/turisms/what-to-see/muzeji-un-kolekcijas/raina-muzejs-jasmuiza>

<https://www.muzeji.lv/lv/muzeji-latvija/museum/raina-muzejs-jasmuiza>

<https://kulturasdati.lv/lv/muzeji/raina-muzejs-jasmuiza>



19.3.7. Preiļi manor palace complex



Preiļi Castle with a park is one of the most beautiful examples of historical architecture in Latgale. The palace building was built between 1860 and 1865, its architecture is a combination of Neo-Gothic, Classicism and Romantic styles. The restoration of the palace building has been going on for several years, so the main building itself can still be viewed by visitors mostly from the outside. There is a 47 ha wide park in the territory, which is the largest urban park in Latvia. Many active recreation opportunities are available in the park area, boat rentals are available in the summer.

Additional sources of information:

<https://latgale.travel/listing/preilu-parks-un-borhu-muizas-komplekss/>

<https://www.pilis.lv/act/castls-manors/castle-popup?id=9371>

<https://www.atrastalatvija.lv/objekts/preilu-muizas-komplekss-un-parks/>

19.3.8. Rainis museums in Tadenava and Berķenele

The Rainis Museum in Tadenava is the birthplace of the well-known poet Rainis or Jānis Pliekšāns (1865-1929) in Latvia. The poet spent the first three and a half years of his life here. The museum's exposition is designed as a game, where you can explore literary heritage of Rainis through interactive games.

Later, Rainis lived in Berķenele, where the future poet's personality and worldview were formed, and the first poems were written. The building houses a museum, exhibitions and various events are held. The Berķenele half-manor consists of a residential house, a stable, a granary, an ice cellar and a large garden. There is a linden street nearby, next to which is the Berķenele church and the cemetery.

Rainis house in Berķenele offers comfortable rooms for seminars, events, creative camps, plein airs, celebrations. The ancient crafts workshop KLĀTS can also be used for summer events.

Additional sources of information:

<https://memorialiemuzeji.lv/museums/raina-muzejs-tadenava/>

<https://kulturasdati.lv/lv/muzeji/raina-muzejs-tadenava>

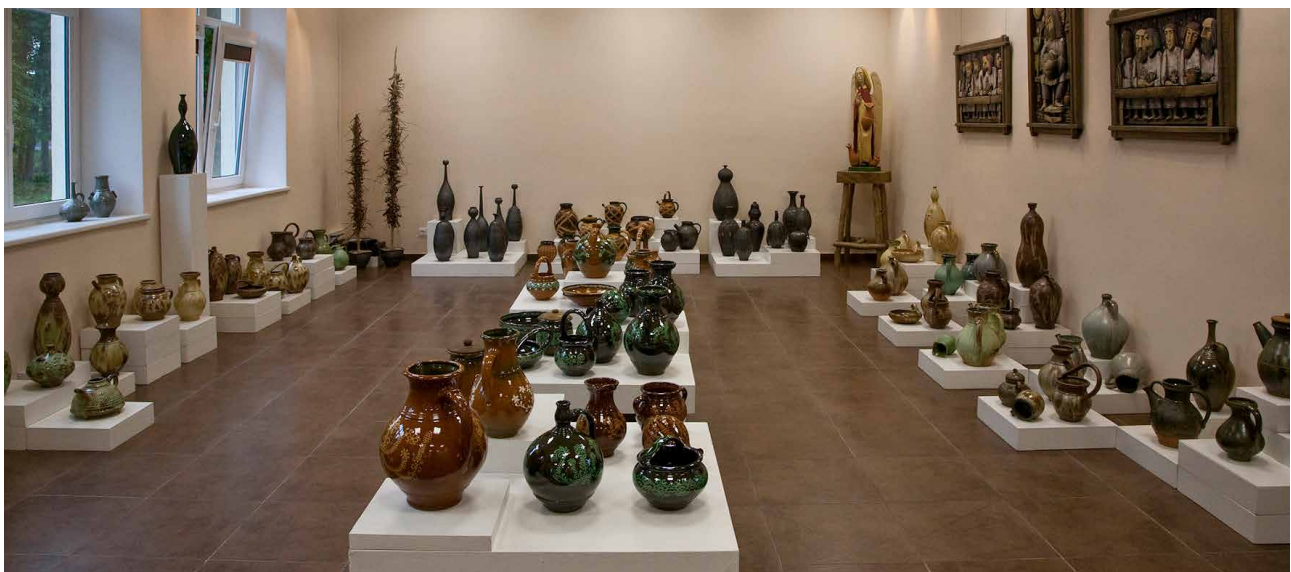
<http://rainamaja.lv/>

<https://www.latvia.travel/lv/apskates-vieta/raina-maja-berkenele>

19.3.9. Vytautas Valiušis Ceramics museum



Vytautas Valiušis is a folk artist, ceramist and potter, who in 2001 founded the only ceramics museum of this scale in Lithuania. It exhibits a wide range of traditional applied ceramics collected from different parts of Lithuania, reflecting the development of the craft and the talents of the craftsmen. A part of the exhibition is Vytautas Valiušis' original works, which the craftsman decorates with various techniques adopted from ornamentation of Easter eggs, chest painting and archaeological ceramic decoration. Visitors to the museum have an opportunity to turn the pot together with the host and see how ceramic articles are dried, decorated, glazed and fired.



19.3.10. Aukštaitija Narrow Gauge Railway (Sauruks) Museum

Narrow-gauge railway since the 19th century was the main transport artery of Aukštaitija region for a long time. Nowadays, a train intended only for tourists runs along the tracks, but an exposition of the narrow-gauge railway museum has been opened at the Anikšči station. Various objects related to the narrow-gauge railway can be viewed in the museum, it is possible to try driving a hand dresina and see the historical station buildings on the territory.

Additional sources of information:

<https://www.infoanyksciai.lt/lu/atraciju-vietas/brauciens-pa-saursliezu-dzelzcelu-un-saursliezu-dzelzcela-muzejs/>

https://www.explorebaltics.eu/lu/tourism-list_poi/sauruks/

19.3.11. Anykščiai Art incubator – Art studio



Anykščiai Art Incubator – Art Studio is a creative industries center with dozens of creators of ceramics, leather crafts and textile toys, illustrators, painter, knitters, designers, filmmakers, paper and textile makers, and craftswomen who create collections from honey and beeswax products. The originals are available for sale in the on-site shop or at www.amimonami.com. The art incubator not only connects creativity and business, but also invites you to concerts, events, workshops, exhibitions and film screenings. In the incubator, you will visit places you've never been before and experience the most exciting or extreme sensations with a virtual reality device, or take a stroll along the Cosmos Bird Trail – a room of mirrors that creates a sensation of infinity. The incubator's outdoor area is also attractive, with a terrace next to the Anykšta stream, a large outdoor play area and cozy places for relaxation.

19.3.12. Anykščiai district Traditional crafts center in Niūronys



The village of Niūronys is famous for its Horse museum – the only one of its kind in Lithuania and the Baltic States. The Anykščiai District Traditional Crafts Center is located nearby, where educational activities are directly related to the revival of traditional crafts. The craft center is a place where carvers, herbalists, weavers, rope makers, beer brewers, potters and others share their expertise. They offer classes in weaving, cutting, bread baking, candle making, candle molding, Easter egg painting, knitting, spinning, and music making. The center organizes presentations or programs on agricultural horse work, traditional horse harnessing, and wooden carriage riding. The crafts of wheel making and harness making, which are cultivated here, have few analogues in Lithuania.

19.3.13. Basket Garden of Ligita and Kazys Morkūnas



Basket Garden is a museum of basketry located in an early 20th-century farmstead in the territory of the Pelyša Geological Reserve. The owners of the homestead, Ligita and Kazys Morkūnas, long-time teachers and certified masters of traditional crafts, introduce both children and adults to the secrets of the weaving craft, household items of the 19th and 20th centuries, and the everyday life of those times. Learn to make a basket, a mill and a sun with herbal tea and honey. The homestead has plenty of safe spaces for children to play and relax, and the natural monuments in the territory of the nature reserve will give you a chance to relax not only your body, but also your soul, surrounded by nature.

19.3.14. Bistrampole Manor

Bistrampole manor was built in the middle of the 19th century and is an excellent example of neoclassical architecture. The manor complex has been restored and houses a hotel, restaurant, concert hall, SPA center and rooms for various events. The interior uses a lot of end of the 19th century and early of the 20th century antiquities. In the old, well-kept park of the estate, there is a chapel and a memorial site from the 19th century for the book movement of the Latin printing ban period.

Additional sources of information:

<https://www.bistrampolis.lt/en>

<https://eden.lithuania.travel/lt/services/bistrampoles-muiza-parvietojies-brivi/>

<https://www.lankykis.lt/parkai/bistrampolio-duaras-panevezio-r-218>

19.3.15. Old mill in Ramygala



The old Ramygala mill, built in 1929, still has authentic equipment from that time. This is where the educational program “Grain Transformation” takes place, during which visitors learn about the production of flour, miller Jonas Plučius tells about grinding processes and how this unique structure with the entire inventory has been preserved to this day. Although the flour is already ground with new mills, the old ones – the stone ones – stand in the same position where they used to be. All units – the mill, the fan – are driven not by a diesel engine as it once was, but by an electric motor. After getting acquainted with the mill, participants are invited to taste flour dishes, pancakes, cake and bread.

19.3.16. Radviliškiai village bakery



On the outskirts of Panevėžys, in the village of Radviliškiai, farmers Albinas and Audronė Kisielius bake bread according to the old Lithuanian traditions, and organize educational activities at their homestead. Everyone who comes can not only watch the process of bread making, but also touch it, knead the dough, breathe in the flavor of the sourdough starter, shape a loaf of bread, put it in the oven and take their own bread out of the bakery. During the session, participants are introduced to the long path of bread, depicted in the sculpture ensemble built in the homestead, and talk about the belief in the magical power of bread, which determines the harvest and human and family life.



19.3.17. Upytė Traditional crafts centre



Upytė Traditional Crafts Centre is housed in a newly renovated, unique eco-friendly house built of straw and clay. The main focus of the educational activities here is the promotion of flax farming and the development of related crafts. The many educational programs will introduce visitors to textile and blacksmithing crafts, beekeeping, traditional music, pottery and toy making. The craft center organizes a series of activities to celebrate All Saints Day, Christmas, Midsummer and Easter: candle making, straw decorations, mask making and learning how to decorate Easter eggs with wax. Periodically, the center hosts an artisan market in a stationary marketplace, and pottery kilns are used to demonstrate the firing of traditional tannery and black pottery.

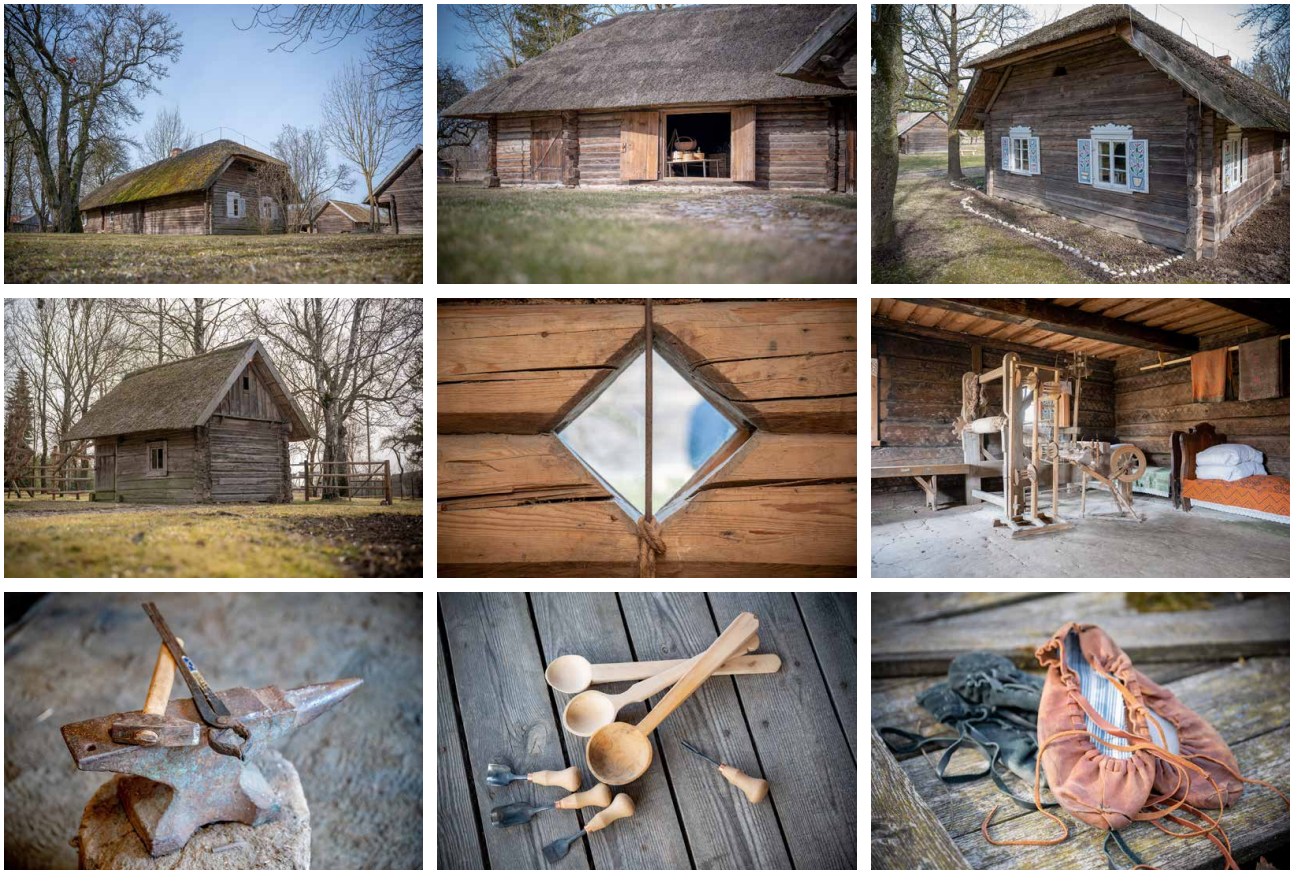
19.3.18. Naujamiestis Cultural centre – Art gallery



The Naujamiestis Cultural Centre – Art Gallery organizes educational programs where participants get acquainted with straw, a durable material with special therapeutic properties. They are useful not only at home, but also for creating delicate and sustainable decorations. The programs “Straw Factory”, “Create an Interior Decoration”, “Straw Song”, “Straw’s Glowing Power” and “Christmas Decorations” reveal the unique properties and symbolism of this material in the context of major celebrations of the year. A straw sculpture park on the outskirts of Naujamiestis invites visitors to pay attention to sustainability, to think about indiscriminate consumption and the friendship between man and nature. There is also an educational program for playing wind and percussion musical instruments, and you can get acquainted with the exhibitions of Karaite history and the chronicles of Lithuanian churches.



19.3.19. Smilgiai ethnographic homestead



Smilgiai Ethnographic Homestead recreates authentic 19th-century peasant household life and crafts. The farmhouse consists of six buildings: a living house, a blacksmith's shop, a granary, a barn, a bathhouse and a chapel pillar. Educational programs are held in and around them, and visitors learn about the traditions of cross-cutting, the work of wood craftsmen, the specifics of blacksmiths' work, the customs of creating a homestead, and the production of footwear. Visitors learn how to carve and recognize wood species, get acquainted with the blacksmith's tools, listen to the tales about the devil, the blacksmith and fire, learn how to wrap puttees, make felt, carve wooden clogs, and make best shoes from tree bark. After the exciting program, they enjoy rye bread, cheese, kvass and other Aukštaitija dishes.

19.3.20. The memorial museum of the sculptor Juoz Zikars

Juozs Zikars (1881 – 1944) was a Lithuanian sculptor and artist who created the design of pre-war Lithuanian Lits coins. He is considered one of the first professional Lithuanian sculptors. In honor of the sculptor's 120th anniversary in 2001, a memorial museum was opened in his family home. It covers the living quarters of the artist, the workshop, as well as the created works. Visits and excursions – with prior application.

Additional sources of information:

<https://turizmogidas.lt/en/places-of-interest/kauno-rajono-savivaldybe/juozas-zikaras-memorial-museum-310>

https://en.wikipedia.org/wiki/Juozas_Zikaras

<https://modernizmasateiciai.lt/en/skulptoriaus-j-zikaro-namas/>

<https://www.paistriokc.lt/padaliniai/juozo-zikaro-muziejus/>

19.3.21. Istrian Aviation Museum

The Istrian Aviation Museum was founded in 2006 and is the only open-air aircraft museum in Lithuania. Military aircraft and helicopters of the second half of the 20th century can be viewed here. An extensive exposition related to aviation has been created: aircraft "black boxes", radio location station equipment, radios, transmitters, old unique wooden propellers and various aircraft accessories. The museum offers guide services, there is an opportunity to take a photo in the MI-8 helicopter.

Additional sources of information:

<http://www.aviapark.lt/>

<https://visitbaltics.net/muzej-samolyotou-istros-aviaparkas-panevezhis-litua/>

<https://www.panevezysnow.lt/entry-193/places-to-visit-in-the-region/aircraft-museum/>

19.3.22. Rauboņi water mill

The Rauboņi water mill was built at the end of the 19th century on the banks of the Tatula river. The mill building, built of red bricks, once housed a wool kiln and a spinning workshop. The authentic equipment has survived well to this day and is still in operation. A folk craft center has been created in the building, where sheep's wool is processed, as well as artisan workshops are organized. The museum exposition can also be viewed here.

It is significant that the historical water mill is located very close to the Rauboņi recreation and entertainment park, better known as the "Dinosaur Park". The Rauboņi Park area covers 16 hectares and includes Dinodragon, or "Dinosaur Park", a classic amusement park and the Tarzan Trail. Attractions and sights are located relatively close to Riga - about 100 km (104 km according to Michelin) and there is even an electric car charging station available in the nearby parking lot.

Additional sources of information:

<http://www.pasvalia.lt/gidas/en/objects/60-rauboniai-watermill-and-the-wool-carding-spinning-workshop>

<https://raubonys.lt/rauboniu-vandens-malunas-ir-karsykla-verpykla/>

<https://rauboniuparkas.lt/lu/apie-parka>

19.3.23. Birži Castle

Birži Castle was built between 1586 and 1589 and is the most typical example of bastion castles in Lithuania. Over the centuries, it was destroyed several times, but always restored. Today, the building under consideration is the third version of the palace. There is also an arsenal building, a bridge and the ruins of a defensive bastion in the area. The Birži County Museum is located in the castle, entertainment and educational programs are offered.

Additional sources of information:

https://www.explorebaltics.eu/lu/tourism-list_poi/birzai-pils/

<https://www.redzet.eu/photo/birzu-pils-lietuva-V-152-11>

<https://www.visitbirzai.lt/birzai-castle-birzai-region-museum-sela/>

19.3.24. Rinkuškiai beer museum in Lithuania

Rinkuškiai Brewery is the only fully private brewery owned by Lithuanian capital, founded and managed by the brewers family of the Birži region. The city of Birži is known as the beer capital of Lithuania. The only beer museum in Lithuania is located on the second floor of the brewery. Tourists are offered several programs that allow them to get to know the ancient traditions of brewing, as well as to taste different types of beer and delicious snacks. "Rinkuškiai" brewery has its own restaurant "Alaus kelias", where you can taste special dishes compatible with the beer produced by the brewery.

Additional sources of information:

<http://www.rinkuskiai.lt/rinkuskiai-beer-museum>

<https://breweryvisits.eu/lithuania/birzai/brewery/rinkuskiai>

19.3.25. Bauska Castle



Bauska Castle is a castle of the Livonian Order built in the late Middle Ages. The whole ensemble consists of a palace built at the middle of the 15th century and what are the preserved ruins. The second part is the residence of the Kurzeme dukes Ketlers, built at the end of the 16th century, nowadays it has been renovated, and a museum with an interior and history exhibition has been arranged in it. Thematic tours and programs are offered.

Additional sources of information:

<https://www.bauskaspils.lv/lv/>

https://lv.wikipedia.org/wiki/Bauskas_pils

<https://www.latvia.travel/lv/apskates-vieta/bauskas-pils>

19.3.26. Rundale Palace



Latvia's most outstanding baroque and rococo architectural and artistic monument - Rundāle Palace - built in the 18th century as Duke of Courland E.J. Byron's summer residence, architect - F.B. Rastrelli. The palace ensemble also includes stables with a courtyard and outbuildings. There is a park near the castle,

and a part of it is occupied by a baroque garden with rose plantations. The palace has an extensive interior and history exposition, concerts and various events are held here.

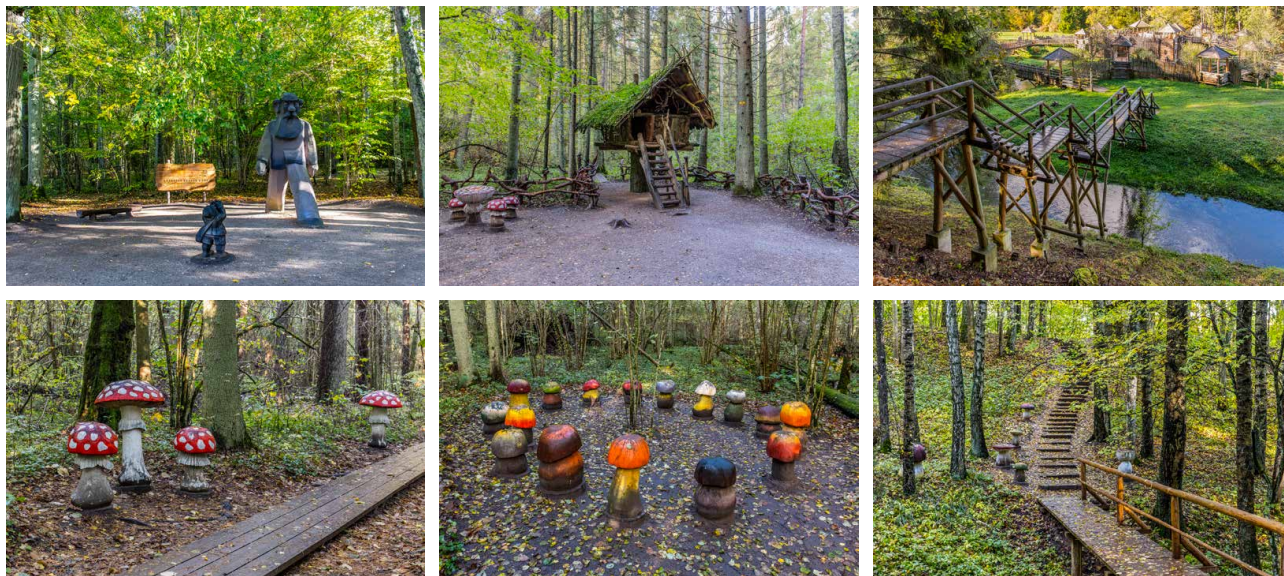
Additional sources of information:

<https://rundale.net/>

<https://kulturaskanons.lv/archive/rundales-pils/>

<https://www.tourism.bauska.lv/lu/ko-redzet/pilis-un-muizas/rundales-pils-28>

19.3.27. Tērvete Nature Park



Tērvete Nature Park is one of the most popular tourist and family-friendly places in Latvia. There is a well-kept, scenic environment with the opportunity to visit several thematic areas. In the gnome forest, a real gnome village with small houses awaits, the Fairytale Forest with various fairy-tale characters, the amusement park has an obstacle course, a labyrinth and a wooden castle, and Kurbad land is suitable for active travelers and adventure lovers. JSC "Latvijas valsts meži" Nature Park in Tērvete has been recognized as the best European tourist destination in Latvia within the framework of the EDEN project.

Additional sources of information:

<https://www.mammadaba.lv/galamerki/lum-dabas-parks-tervete>

<http://www.tervetesnovads.lv/Karte/latvijas-valsts-mezu-dabas-parks-tervete/>

<https://www.redzet.eu/travel/apskates-vietas/parki-promenades-takas/tervetes-dabas-parks>



19.3.28. Craft workshop “Piesta”



Naja Gaile is the creator of the organic product brand Piesta; she works with various natural materials: wax, clay, paper, wood, cement, and plant fibre, jute and flax. The artisan lets her inspiration flow as she makes lavender aromatherapy products, spa cosmetics, beeswax and soya wax candles, eco-soap, modern stoneware ceramics, concrete garden pots, and many other useful things. Piesta products include fragrant soya wax plates for aromatic lamps, plant oil soap made at low temperatures, herbal teas and powders, hand-made paper and designer objects made out of it—for example, paper for sprouting seeds. The workshop offers products which are free of synthetic additives and are nature and human friendly.

The artist Naja Gaile conducts a broad variety of masterclasses, and if you come to the Piesta workshop, you will be able to try as big a variety of crafts, as what you could expect in major artisanal centres. Keep in mind that advance sign-up for a masterclass is required (at least two weeks in advance, for some of the masterclasses) for groups as well as individual guests, so that the necessary materials can be prepared.

Additional sources of information:

<https://www.dobedara.lu/manufacturers/piesta-produkti-no-dabiskam-izejuelam-bez-maksligam-piedevam/>

https://www.youtube.com/watch?v=WSJwt_DOyS0

<http://latlitartisans.eu/lv/product/naja-gaile/>

19.3.29. Folk applied art studio "Bēne"



Professional weavers work at the Bēne studio and create their work on real wooden loom, as it used to be done in the past. Visitors can observe weavers at work and participate in weaving classes. They can see the national costumes of the Zemgale region, learn the traditions of making the costumes, as well as learn of the ancient fabric patterns, ornaments and their meaning. The visitors can also view various finished works. The studio makes woven, knitted, crocheted, and macramé products. It specialises in weaving welts for ethnographic costumes, bonnets, and various other components of folk wear. Weavers take active part in applied folk art exhibitions and events. Weaving training and masterclasses require advance sign-up.

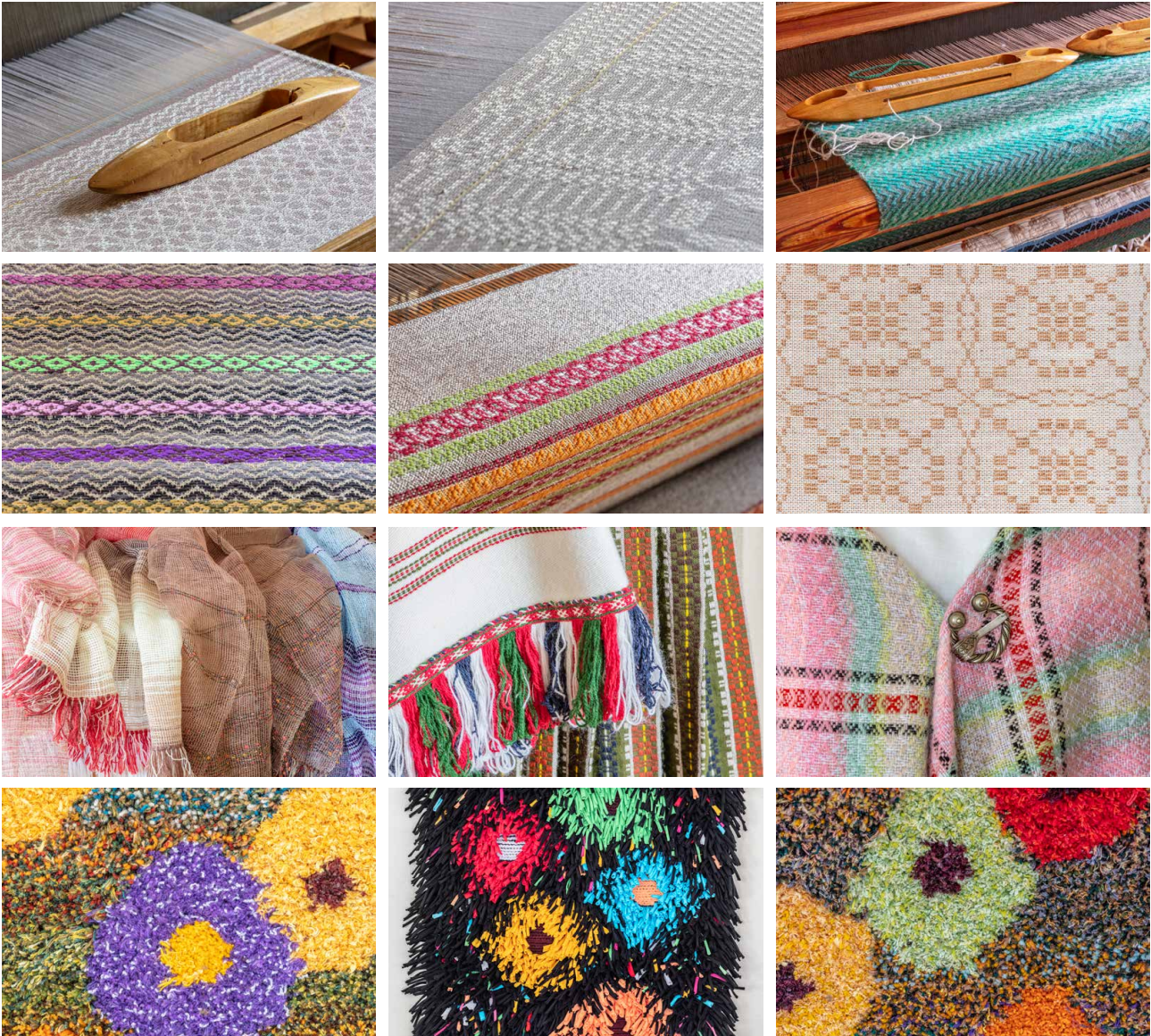
Additional sources of information:

<https://kulturasdati.lv/lv/makslinieciskie-kolektivi/tautas-lietiskas-makslas-studija-bene>

<https://www.auce.lv/kultura/kulturas-iestades/benes-tautas-nams/tautas-lietiskas-makslas-studija/?DATE=2031-01-01>

<https://dobeleva.lv/lv/tourism/amatnieku-darbnicas/tautas-lietiskas-makslas-studija-bene>

19.3.30. Folk applied art studio “Auce” / Auce Crafts House



Auce Applied Folk Art Studio is one of the most long-standing and currently active artisan organisations in Latvia: it was established in 1957. Experienced weavers work at the studio and do both the weaving and the teaching of skills and knowledge about the process of weaving to others. At the studio, you can look at the work created by the weavers, and you can purchase finished products, and order custom-made items. The creative products of Auce Applied Folk Art Studio include tapestries, sauna towels made out of wild plants—bulrush, sweet flag—which are dried, and then moistened before weaving. The weavers use an uncommon ‘drellis’ combination pattern, in the typical colour palette of Zemgale: brown, green, and yellow. The studio also makes ethnographic and historical weaves.

Additional sources of information:

<https://kulturasdati.lv/lv/amatu-prasmes/tautas-lietiskas-makslas-studija-auce->
<https://www.auce.lv/turisms/apskates-objekti/auce/>

19.3.31. Vecauce Castle



Vecauce Castle is one of the first English neo-Gothic style buildings in Latvia, built at the middle of the 19th century. After the restoration, it turned into a tourist and cultural center, a museum exposition was arranged here, a hotel and rooms for various events and celebrations were created. The 30 m high castle tower offers a scenic view of the 13 ha manor park, where you can go for long walks and enjoy the magnificent landscape.

Additional sources of information:

<http://www.vecauce.lv/vecauces-pils/par-mums-pils/>

<https://www.latvia.travel/lv/apskates-vieta/vecauces-pils>

19.3.32. Dobele Castle

The stone castle of the Livonian Order is the oldest building in Dobele, built between 1335 and 1359. Until today, parts of the mighty castle wall have survived, safely preserved. As part of the restoration work, the palace chapel and the palace square were rebuilt. Now there is a multifunctional, cultural, craft and tourism development center "Dobeles Pils", where various holidays and events are held, excursions are offered.

Additional sources of information:

<https://www.latvia.travel/lv/apskates-vieta/dobeles-pils>

<https://dobele.lv/lv/tourism/dobeles-pilseta-pilis-un-muizas-zemgalu-pilskalni-un-senas-kulta-vietas/zemgalu-pilskalns-un>

19.3.33. Dobele Crafts House



At Dobele Crafts House, you can learn various traditional and contemporary crafts. Here you can weave, knit, crochet, wattle, felt, tan leather, create ornaments, embroider, spin and twist yarn, carve spoons, shape clay, or look into the old recipes of Latvian cuisine.

Variety is the key word here: the artisans of Dobele Crafts House include a professional jeweller, they make soya wax candles filled with natural materials, and use an uncommon single-pin knitting/weaving technique. Special feature: masterclasses weaving traditional shoes for adults, and ceramics masterclasses for children. Please sign up for the masterclasses in time, preferably about two weeks in advance.

The centre of the house is the family room with a wood stove creating a special atmosphere of togetherness and cosiness. Art and crafts exhibitions and various events take place here. Notably, the nice exhibition room at the Crafts House changes its exhibits a few times every year, to make return visits interesting. There is a tradition of open-air crafting events taking place at the Crafts House in late August or early September every year.

Additional sources of information:

<https://www.dobeledara.lv/manufacturers/dobeles-amatu-maja/>

<https://www.kulturadobele.lv/amatu-maja>

20. Links to route maps in the free global tool Google Maps⁴⁵

Route No. 1 and No. 2

Welcome to Latgale!

The Red line. The Tour of Fire - ceramics and glass. From Sīdriņi to Agona. You can visit Latgale several times and 17 views. Published 13 days ago. SHARE

CRAFTSMEN

- 1. Krišlāra Crafts Centre
- 2. Weaving workshop "Indra"
- 3. Association "Laimīgi Indriņi"
- 4. Ethnographic footwear workshop "Krišlāra"
- 5. Brand "Zelma Kraft"
- 6. Ludza Crafts Centre
- 7. Creative Recreation Centre "Lūdmnieki"
- 8. Valēnina Daikste Weaving Workshop
- 9A. Briņūciema Thematic Village
- 9B. Briņūciema Thematic Village
- 9C. Briņūciema Thematic Village
- 10. "Vilbāri" souvenirs
- 11. "Zēļu sola"
- 12. Blacksmith's workshop
- 13. Dougavpils Clay Art Centre
- 14. Handicrafts workshop "Māra"
- 15. Applied folk art studio "Dubna"
- 16. Līvāni Glass and Crafts Centre
- 17. "Lienas rotas"
- 18. Flower Expert's Sauna
- 19. Polikarps Čerņavskis Ceramics House
- 20. Porcelain workshop Piece of Touch
- 21. Pottery workshop "Jašas podi"
- 22. Višķi Crafts Village

PLACES TO VISIT

- A. Museum "Andriņpēnes lauku sīta"
- B. Walking trail on the Viļaka Lake island

Route No. 3

[ENG] Tour of Crafts 3. m... 13 views. Published on October 19. SHARE

Pietarvijas

- 1. Balvi Manor and Balvi Region Museum
- 2. a Walking trail on the Viļaka Lake island
- 2.b Catholic church
- 3. Blacksmith's workshop
- 4. "Zēļu sola"
- 5. "Vilbāri" souvenirs
- 6.a Briņūciema Thematic Village "Krišlāra"
- 6.b Briņūciema Thematic Village "Leathery"
- 6.c Briņūciema Thematic Village "Teatras n."
- 7. Valēnina Daikste Weaving Workshop
- 8. Latgale strong drink distillery "Latgāļi"
- 9. Creative Recreation Centre "Lūdmnieki"
- 10. Ludza Crafts Centre
- 11. Brand "Zelma Kraft"
- 12. Ethnographic footwear workshop "Krišlāra"
- 13. Latgale embassy DORIS in Rieķinieki
- 14. Restaurant "Pīriņi" in Līvānu manor B.
- 15. Mākopkalns (Cloud Hill) with a view of L.
- 16. Museum "Andriņpēnes lauku sīta"
- 17. Dayda Holy Trinity Roman Catholic Church
- 18. Association "Laimīgi Indriņi"
- 19. Weaving workshop "Indra"
- 20. Priedaine viewing tower near Krišlāra w.
- 21. Krišlāra Crafts Centre / Count Pilāns' p.
- 22. Agona Basilica
- 23. Višķi Saint John the Baptist's Roman Cat.
- 24. Višķi Crafts Village
- 25. Museum of Rainis "Jasmūža"
- 26. Pottery workshop "Jašas podi"
- 27. Pīri Manor castle complex and park
- 28. Porcelain workshop Piece of Touch
- 29. Polikarps Čerņavskis Ceramics House
- 30. Flower Expert's Sauna
- 31. "Lienas rotas"
- 32. Līvāni Glass and Crafts Centre
- 33. Applied folk art studio "Dubna"
- 34. Jeska Christ's Transfiguration Orthodox.
- 35. Daugava ferry by Dunava

21. List of separately attached Deliverables:

- 21.1. Brochure layout (64 pages + covers), print file, PDF;
- 21.2. Brochure layout, preview file, PDF;
- 21.3. Layout of the flyer – folding map of two Local tourist routes of the Latgale region (“Crafts skills in the Latgale region”), print file, PDF;
- 21.4. Layout of the flyer – folding map of two local tourist routes of the Latgale region (“Crafts skills in the Latgale region”), preview file, PDF;
- 21.5. Layout of the flyer – folding map of the Cross-Border Tourism Route route (“Professional crafts skills in the tourism environment”), print file, PDF;
- 21.6. Layout of the flyer – folding map of Cross-border tourism route (“Professional crafts skills in the tourism environment”), preview file, PDF;
- 21.7. Prepared photo material in accordance with the Technical Specification, Annex No. 1 to Agreement No. 2.10/66 on an external data storage (HDD);
- 21.8. Prepared video stories and short advertising videos in accordance with the Technical Specification, Annex No. 1 to Agreement No. 2.10/66 on external data storage (HDD).

References and explanations

*) **The concept** is the author’s work of the Contractor’s creative team, and the opinions and statements expressed therein do not reflect the official or actual opinion of any related legal entity and may differ significantly from the official or actual opinion of the Customer and the Project partners. The examples and ideas reflected in the Concept are indicative and illustrative items that do not impose any obligations or recommendations on either side.

- 1) <https://lv.wikipedia.org/wiki/Aukštaitija>
- 2) <https://marcypedersen.medium.com/the-difference-between-an-artist-craftsman-creative-entrepreneur-42572e62d642>
- 3) Business Wire is a company of the Berkshire Hathaway group and is a world leader in the distribution of press releases and publication of regulatory acts -<https://services.businesswire.com/about-us>
- 4) <https://www.businesswire.com/news/home/20220627005356/en/United-States-Arts-and-Crafts-Toys-Market-Report-2022-2027-Yearly-Growth-of-7.38-Driven-by-Demand-For-Educational-Toys-and-Rising-Disposable-Income---ResearchAndMarkets.com>
- 5) <https://www.imarcgroup.com/about-us>
- 6) <https://www.imarcgroup.com/handicrafts-market>
- 7) Within the framework of the Project, the Lithuanian partners have developed two tourism routes for the exploration of handicrafts - in Utena and Panevėžys counties, respectively. The route of the Utena county includes 14 stops for the Project participants, starting in Anykščiai and ending in the city of Zarasai near the Latvian border. The Panevėžys county route includes 13 stops for Project participants.
- 8) <https://lpr.gov.lv/lv/padome-l2f3/>
- 9) <https://www.britannica.com/event/Mesolithic>
- 10) https://lv.wikipedia.org/wiki/Utenas_apriņķis
- 11) https://lv.wikipedia.org/wiki/Panevėžas_apriņķis
- 12) <https://www.zemgale.lv/par-zpr/par-zemgali>
- 13) Last mile – a term in logistics or in relation to any movement denoting the final leg of the journey between the final hub of the route and the destination.
- 14) Here and in the future, for ease of reading, the term “artisan”, “craftsman” or “employee” denotes a professional status without attachment to gender, nationality or family status! In this text, “artisan”, “craftsman” or “employee” can refer to a woman, a man, or a transgender person without direct indication.
- 15) <https://dictionary.cambridge.org/dictionary/english/case-by-case>
- 16) <https://tezaurs.lv/TIC:1>
- 17) <https://www.lawinsider.com/dictionary/geographic-features>
- 18) <http://www.lubanamitrajs.lv/dabas-liegums-lubana-mitrajs/>
- 19) <https://www.latvia.travel/lv/apskates-vieta/dabas-parks-daugavas-loki>
- 20) <https://www.fool.com/investing/how-to-invest/stocks/supercycle/>
- 21) <https://www.project-syndicate.org/onpoint/the-post-global-economy/>
- 22) <https://voyapon.com/takumi-road/>
- 23) <https://newsroom.lexus.eu/lexus-history/>

- 24) <https://www.lexus.eu/discover-lexus/craftsmanship/takumi-masters/>
- 25) SWOT analysis is a strategy planning tool that allows you to determine the strengths, weaknesses, opportunities and threats of a company or project.
- 26) <https://tezaurs.lv/štamps:1>
- 27) <https://www.collinsdictionary.com/dictionary/english/perfect-storm>
- 28) <https://www.merriam-webster.com/dictionary/tourism>
- 29) <https://www.visitbritain.org/introduction-tourism>
- 30) <https://www.merriam-webster.com/dictionary/hybrid>
- 31) <https://crisp.chat/en/>
- 32) <https://www.investopedia.com/terms/o/ombudsman.asp>
- 33) <https://www.pon.harvard.edu/tag/mediation-services/>
- 34) <https://tezaurs.lv/prerogatīva>
- 35) <http://www.balttour.lv/>
- 36) <https://www.itb.com/en/>
- 37) <https://www.imexamerica.com/show-information>
- 38) <https://www.itb-asia.com/>
- 39) <https://www.kool.lv/>
- 40) <https://www.investopedia.com/terms/g/guerrilla-marketing.asp>
- 41) <https://www.arimetrics.com/en/digital-glossary/buzz-marketing>
- 42) Approximate distance. Calculation of the data for the total length and distances between route points were obtained using the functionality of the Google Maps application. The indicated numbers may differ significantly from those shown by other similar applications, as well as from the readings of odometers or navigation systems of different makes and models of cars, which may be affected both by deviations in the used tire size from the manufacturer's recommendation and by temporary interruptions in GPS signal reception. This figure does not include possible additional mileage to and from the locations of accommodation and/or food service providers!
- 43) Approximate distance. The calculation of the data was obtained using the first of the three routes offered by the application's Michelin functionality. The indicated numbers may differ significantly from those shown by other similar applications, as well as from the readings of odometers or navigation systems of different brands and models of cars, which may be affected both by deviations of the used tire sizes from the manufacturer's recommendations, and by temporary interruptions in GPS signal reception or different practices, how point location fixation is determined, such as city center location definitions. This figure does not include possible additional mileage to and from the locations of accommodation and/or food service providers!
- 44) Please see the descriptions of the main points of interest included in the local routes in the previous sections on the specific routes. For full information on the main points of attraction of the cross-border route in Lithuania, please see the documents prepared by the Lithuanian partners of the project.
- 45) The indicated links are as they are at the time of preparation of the Concept. The authors of the Concept do not make any guarantees about the continued availability of the specified content and any responsibility for the way it is presented, since they have no influence on the operation, quality and durability of the global free services offered by third parties. This service may be interrupted or discontinued at any time without notice. All questions regarding the use of these resources must be resolved solely between the new user and Google LLC, subsidiary of the Alphabet Inc., Googleplex, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

Description and pictures - please see the sections of local tourist routes of Latgale!

The location of the parking lot is indicated. Description and pictures - please see the sections of local tourist routes of Latgale!

Located in the border lane! Description and pictures - please see the sections of local tourist routes of Latgale!

Please see the text and pictures in the Latgale local tourism route sections!

The images published on Concept pages 65, 97 (about Aukštaitija), 103, 105, 106, 107, 109, 110 have been received from the partners or participants of the Project and are their intellectual property. All other images in the Concept, unless otherwise stated, were taken by SIA "Reklāmas aģentūra "Bulterjers"" specially for the Project during fieldwork in the summer of 2022 or were used from the agency's internal photo image library.

Latgale Planning Regions is implementing project LLI-539 Craftsmanship as Tourism Product without Borders (Tour de Crafts), which is funded by the European Union under the Interreg V-A Latvia – Lithuania Programme 2014-2020.

The **aim of the project** is to stimulate sustainable use of traditional skills in craftsmanship by preserving and promoting it as a common feature and joint tourism product of the cultural and historical heritage of the Latvia-Lithuania cross-border area that could attract the interest of tourists.

The brochure “Craftsmen of the Latgale” has been prepared as part of the project. The contents of this brochure are the sole responsibility of Latgale Planning Region and can under no circumstances be regarded as reflecting the position of the European Union.

Total project size is 816 946,71 EUR.
Out of them co-funding of
European Regional Development Fund
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Vairāk par projektu | Daugiau apie projekta | Links to more information

www.latlit.eu, www.lpr.gov.lv, www.facebook.com/latgales.regions

