

DMO Seminars in Latvia

- 1. Fishing tourism potential in Kurzeme**, October 16, 2018
 - General information about the project “RETROUT”, *Z.Gaile, Kurzeme Planning Region*
 - Competitiveness of Kurzeme in fishing tourism in the Baltic Sea region. Competition, Demand and Potential. *Andris Klepers, tourism expert.*
 - Fishing tourism offer - commercial approach, Swedish experience. *L.Fridrihsons, VIP Fishing in Swedish Lapland, fishing guide*
 - Opportunities for solving the problem of coastal seasonality, product development, alignment with existing offer. *Andris Klepers, tourism expert.*

- 2. Legal regulation of fishing - licensing, fishing regulations, restrictions on the sea coast and rivers. Comparison with other Baltic Sea countries, need for change.** November 15, 2018.
 - A summary of Kurzeme fishing tourism offer. *Andris Klepers, tourism expert.*
 - Recreational Fishing Trends and Ethical Considerations. *Maris Olte, Environmental Journalist and fishing guide.*
 - Management of fish resources in inland waters of Latvia. *Normunds Riekstins, Director of Fisheries Department, Ministry of Agriculture.*

- 3. Creating a Competitive Fishing Tourism Product. Developing strategic partnerships.** December 4, 2018
 - Fish in the Baltic Sea - where, how much and why do we fish? *Didzis Ustups, Institute of Food Safety, Animal Health and Environment “BIOR”, Head of Fish Resources Research Department*
 - Improving fish habitat quality - within and beyond RETROUT. *Kaspars Abersons, Institute for Food Safety, Animal Health and the Environment “BIOR”, Ithiologist*
 - Development of fishing tourism products and linking with existing hospitality services. *Andris Klepers, tourism expert.*

- 4. Developing a Competitive Fishing Tourism Product for the International Market. Marketing and branding of fishing tourism products.** January 15, 2019
 - Promotion of tourism products in the international market. Marketing and Brand Role. *Aija van der Steina. LU researcher, tourism expert, representative of LIAA Tourism Advisory Council.*
 - Development of the complex tourism product. *Andris Klepers, tourism expert.*

- 5. Complex tourism offers. Developing public-private partnerships. Destination Management for Strengthening International Competitiveness.** February 26, 2019
- Development of individual marketing strategy. Importance of branding. *Andris Klepers, tourism expert.*
 - Considerations on fishing possibilities in the Western part of Kurzeme. *Andris Akmentiņš, Ventpils Anglers'community, fishing guide*
 - Fishing tourism trends, notes from Tallinn meeting. *Ingus Antonovičs, fishing guide*
 - Experience in foreign tourism exhibitions in the context of promotion of Kurzeme fishing tourism offer. *Dzintars Vjakse, Velocope & SIA Business Support Center, fishing guide*
 - Suggestions and development of complex tourism products. *Andris Klepers, tourism expert, Rolfs Jansons, fishing guide*
- 6. Productivity and efficiency of tourism services. Fishing tourism product marketing. Governance and development of network structures, application of cluster strategies in practice.** March 8, 2019
- Fishing tourism product marketing: a social media strategy. *Liene Kupča, Marketing Communication Expert*
 - Tourism Advertising Effectiveness, SEO Example. *Andris Klepers, tourism expert & Atis Maldonis, NGO "Usmas krasts"*
 - Complex fishing tourism products in Kurzeme for the international market. Summary. *Andris Klepers, tourism expert*