



PARKS & BENEFITS
Baltic protected areas and tourism



Strategy and Action Plan for Sustainable Tourism in Kemeri National Park

Jūrmala, 2011



Part-financed by the
European Union (European
Regional Development
Fund)

Contents

| | |
|--|-----------|
| Introduction | 5 |
| Summary | 6 |
| 1 Tourism policy and planning | 8 |
| 1.1 Tourism policy in Latvia..... | 8 |
| 1.2 Tourism planning documents in KNP | 8 |
| 2. Defining the region of the strategy | 9 |
| 3. Description and analysis of existing situation | 10 |
| 3.1 Nature values | 10 |
| 3.1.1 Seashore..... | 10 |
| 3.1.2 Lakes..... | 15 |
| 3.1.3 Rivers..... | 23 |
| 3.1.4 Marshes..... | 26 |
| 3.1.5 Forests..... | 32 |
| 3.1.6 Meadows..... | 34 |
| 3.1.7 Plants..... | 36 |
| 3.1.8 Lichen, Moss and Ferns | 36 |
| 3.1.9 Mushrooms | 37 |
| 3.1.10 Mammals..... | 37 |
| 3.1.11 Birds | 39 |
| 3.1.12 Reptiles..... | 39 |
| 3.1.13 Amphibians | 40 |
| 3.1.14 Insects and Other Invertebrates | 40 |
| 3.1.15 Geological Values | 40 |
| 3.1.16 Unused Tourism Potential of Nature Values..... | 41 |
| 3.2 Cultural History Values..... | 43 |
| 3.2.1 Seaside Villages | 43 |
| 3.2.2 Kemerı and Jaunkemerı..... | 47 |
| 3.2.3 Rural Districts | 50 |

| | |
|---|-----|
| 3.2.4 Evaluation of Culture Values Tourism Potential | 55 |
| 3.2.5 Unexplored Topics | 59 |
| 3.3 Landscapes | 59 |
| 3.4 Healing resources..... | 60 |
| 3.5. Preservation of the environment and sustainable use of resources | 61 |
| 3.6 Socioeconomic Analysis | 61 |
| 3.6.1 The Economic and Social Situation in the Region of KNP | 61 |
| 3.6.2 Importance of the Tourism Sector in Regional Economy | 62 |
| 3.7 Wellbeing of Local Population | 64 |
| 3.7.1 Availability of Services..... | 64 |
| 3.7.2 Education | 65 |
| 3.7.3 Lifelong education and informal education | 66 |
| 3.7.4 Non-Governmental Organizations | 66 |
| 3.7.5 Local Population and Tourism..... | 67 |
| 3.8 Tourism | 68 |
| 3.8.1 Tourism History of the Territory | 68 |
| 3.8.2 The Present Tourism Offer, Services and Products..... | 68 |
| 3.8.3 Concept of activity centres | 73 |
| 3.8.4 Tourism zoning..... | 73 |
| 3.8.5 Information and Marketing..... | 74 |
| 3.8.6. Visitors of Kemer NP | 76 |
| 3.8.7 Creating tourism products | 98 |
| 3.8.8 Constant improvement of the quality of tourism offer | 107 |
| 3.8.9 Cooperation among tourism stakeholders | 108 |
| 3.9 Visitor Management | 108 |
| 3.9.1 Visitor flows..... | 108 |
| 3.9.2 Visitor monitoring | 109 |
| 3.9.3. Plan for the management of visitor flows and impacts | 110 |
| 3.10 Environment Education and Interpretation..... | 112 |
| 3.10.1 Nature Education | 112 |
| 3.10.2 Information Materials | 114 |

| | |
|--|------|
| 3.10.3 Infrastructure and Placards..... | 115 |
| 3.10.4 Exhibitions..... | 116 |
| 3.10.5 Guides | 117 |
| 3.11 SWOT analysis of the development of sustainable tourism in KNP..... | 1128 |
| 4. Tourism Vision..... | 119 |
| 4.1 Tourism offer..... | 119 |
| 4.2 Tourists (Target Groups) | 119 |
| 4.3 Infrastructure | 119 |
| 4.5 Collaboration..... | 119 |
| 4.6 Contribution to the Local Economy | 120 |
| 4.7 Life Quality of Local Residents | 120 |
| 4.8 Monitoring of Visitor Impact..... | 120 |
| 4.9 Environmental Education..... | 120 |
| 5. Goals of Sustainable Tourism Development..... | 120 |
| 6. Implementation and renewal of the Strategy and Action Plan | 121 |
| 6.1 Indicators for the implementation of the strategy..... | 121 |
| Annexes 1, 2, 3, 4 | |

Introduction

Development of sustainable tourism and joining the European Charter for Sustainable Tourism in Protected Areas founded by EUROPARC has been one of the main priorities of the Ķemeri National Park Administration since the elaboration of the first Management Plan in 2002. The Charter process in Kemer National Park was started in December 2009 and continued by numerous seminars and individual meetings. The presented strategy is a common effort of the Tourism Forum, experts and national park staff. Main contributions were made by:

Vita Caune, Manager of the “Parks & Benefits” project – Chapters 2.; 3.1.-3.5.; 3.8.1. – 3.8.4.; 3.8.7.; 3.8.9.; 3.9.; 4.; 5.; 6.; 7.

Agnese Balandiņa, Environment Inspector of Nature Conservation Agency, Pierīga Regional Administration and Information Specialist of “Parks & Benefits” project – Chapters 3.7.; 3.10.

Iluta Bērziņa, Socio-economics Expert - Chapter 3.6.

Ingrīda Smuškova, Head of Tukums Tourism Information Centre, Marketing expert – Chapters 3.8.5 and 3.8.6

Zanda Serdāne, Director of holiday and recreation centre “Valguma Pasaule” – Chapter 1

After the reform of nature protection system in Latvia in 2010, Ķemeri National Park is managed by Pierīga Regional Administration of Nature Conservation Agency that will continue the involvement of stakeholders and implementation of the Action Plan.

The Charter process and the elaboration of the Strategy and Action Plan for Sustainable Tourism in Kemer National Park were made possible by the EU Baltic Sea Region Programme 2007-2013 Project No 21 „Parks&Benefits” that is partly financed by the European Regional Development Fund.

Authors of the strategy express special thanks to the current and former staff of Kemer NP, members of Tourism Forum and experts.

Summary

Kemeri National Park has diverse natural heritage – raised bogs, swamp forests, scenic lakes, seacoast, inland dunes, and meadows. Most important protected species within in the national park are Lady' s Slipper Orchid, Black Stork, Lesser Spotted Eagle, White Tailed Eagle, Corn Crake, Great Bittern, Wolf and Lynx. It is an internationally Important Bird Area and one of its lakes is a Ramsar site, an important area of nesting waterfowl and stopover place for migrating birds. One of the features that make it unique is formation process of sulphurous mineral waters below raised bogs. The cultural heritage reflects the diversity of the area. Traditions of sea fishing and fishermen are preserved in coastal villages. In the heart of the national park lies the centre of historical resort with a picturesque landscape park and historical buildings. Operating from 1838 to 1990ties, the resort was famous for its healing mineral waters, medical muds and bustling social life.

Forests and bogs of Kemeri NP keep the traces of famous battles fought during World War I and II.

All these values are situated an hour away from capital of Latvia – Riga and 30 minutes away form the center of resort town Jūrmala. Approximately 60 000 tourists visit the national park each year – rest at the beach, regain health at sanatoriums, visit the nature trails, museums and enjoy other tourism products offered by the national park. There are approximately 50 tourism businesses operating in the Charter area of the national park – sanatoriums, guest houses, cafés, shops, bicycle rentals etc.

Since establishment of the national park in 1997 its administration has been working in different directions to insure sustainable development of the area. It has carried out nature restoration projects, established a nature school – protection of natural and cultural heritage, built several nature trails and bicycle routes. It has been regularly communicating with local inhabitants, ensuring that the problems and conflicts are identified, discussed and resolved. It has been successful in attracting EU financing both for nature management and sustainable tourism development, many activities related to the latter have been carried out with the continuous and growing support of local tourism stakeholders and sponsors.

The mailing list of KNP Tourism Forum consists of approximately 50 addresses, but its core group consists of about 15 most active members.

The strategy for development of sustainable tourism in KNP was elaborated in 2009 – 2011 by the staff of the KNP authority in close cooperation with tourism forum and experts in different fields.

Together we envision our national park to be an area of unique and well protected natural, cultural and healing values in excellent condition with a wide range of tourism products that would help us to protect our values, bring income to local community and blend in with the local way of life and make our visitors happy. We would like see a lot of fruitful cooperation and partnerships among tourism stakeholders, high quality nature education and interpretation and visitor monitoring and management.

Following this vision the main goal of our sustainable tourism strategy is protection and management of our heritage, improvement of the quality of tourism products and services, increasing contribution of tourism to regional economy, improving communication with local people, enhancement of visitor monitoring and management systems, to continuation and expansion of nature education activities and environmental interpretation and strengthening the cooperation among tourism stakeholders.

In the Action Plan the main activities for achieving each goal are included along with the time schedule, resources, expected outputs and output indicators.

The largest blocks of actions are:

- restoration of wetlands and improvement of tourism infrastructure using EU funds,
- creation of new authentic tourism products e.g. bicycle routes guided nature tours and events and involving visitors in nature management activities (e.g. counting corn crakes and migrating geese) to prolong visitor stays especially in the low season.
- Identifying and including more intangible cultural heritage, local producers, traditional craftsmen in tourism products both – to preserve the heritage and increase the economic benefits to local people.
- Improve visitor monitoring by setting up digital visitor counters, improving data bases and creating a common visitor questionnaire for all tourism stakeholders.
- To strengthen the tourism forum by involving more members through individual interviews and partnerships.
- To continue cooperation with local population and NGOs by continuous communication and common activities.
- To continue nature school activities and to provide more interpretation on sensitive topics like growing population of cormorants, dead wood in the forest, changes of ground water level.

In five years time we are expecting to see that we have taken significant steps towards implementation of all these areas of sustainable development/tourism. After the evaluation of the accomplished activities according to the indicators outlined in Chapter 6 we will improve our strategy and develop an action plan for the next five year period.

1 Tourism policy and planning

1.1 Tourism policy in Latvia

Tourism policy in Latvia is elaborated by the Ministry of Economics which acts on the behalf of the state. The main tasks of the Ministry are to elaborate tourism policy and to organize and co-ordinate its implementation, to draft legislative acts. The policy is implemented by Tourism Development State Agency (TAVA). Its tasks include initiation of public private partnership (PPP) projects in tourism, attraction of finances for tourism development, management of Latvian tourism information systems, promotion of tourism to locals and foreigners in Latvia and abroad, research on local and international tourism. TAVA has also worked out tourism marketing strategy for Latvia for the time period of 2010-2015, focusing on the new image of Latvia – “Best enjoyed slowly”. It is stated that Latvia will not be mass tourism destination and thus creation of any new tourism products should concentrate on five main values - quality, sustainability, individuality, high added value, involvement of tourists and providing experience. Nature tourism and Culture tourism are mentioned among the strategic tourism products of Latvia, so it can be said that the Tourism Strategy of KNP, following the Charter principles fully corresponds to the overall aims and tendencies of tourism development in Latvia and works towards implementing them. The strategy also indicates responsibility of each of the involved parties towards promoting tourism development, Nature Conservation Agency has not been specifically mentioned though.

Local municipalities are also responsible for tourism development. The tasks of local municipalities regarding tourism are: 1) to work out development plans and territorial planning documents, to define tourism development perspectives; 2) provide resources and activities for tourism development as well as for promoting tourism possibilities in its own territory, according to the planning documents; 3) to ensure conservation of tourism objects and possibility to use them for tourism purposes; 4) to participate in establishment and financing of tourism information centres, points and stands; 5) to encourage cultural-education work in tourism and to promote healthy lifestyle.

The Law on the Specially Protected Nature Territories states that one of the reasons why protected territories, including Ķemeri National Park (ĶNP), are created, protected and managed, is “to preserve significant territories for community recreation and education”.

1.2 Tourism planning documents in ĶNP

Jūrmala city municipality has produced “Jūrmala city tourism development strategy 2007-2018”. One of the visions there is that “nature and cultural historical tourism resources are preserved and developed sustainably in Jūrmala”. Careful usage of nature resources and promotion of active tourism development are among the tasks which need to be accomplished in order to meet the strategic goals. Ķemeri-Jaunķemeri territory part of Jūrmala city is perceived as nature and health tourism zone. “Health resort development programme 2007-2011” is one of the sub-tasks under the strategy which anticipates the research of Ķemeri, Jaunķemeri and Kūdra territory (which is at the same time ĶNP territory) as well as creation of development concept for this particular territory. It is also intended to change territorial zoning to “Health resort zone” for the above mentioned territories. Further, specific actions are mentioned such as the renovation and creation of new infrastructure in Resort Park, renovation of pavilion-rotunda in Ķemeri from Jūrmala city subsidies, ĶNP administration subsidies, EU funding and

entrepreneur funding. For eco-tourists improved nature trails will be developed next to Lake Slokas as well as road signs will be created for walking routes. This is planned to supplement for already existing boardwalk in Black Alder Swamp in Ķemeri (next to ĶNP administration building) and the nature trail near Lake Slokas. The whole strategy matches the main principles stated in the Management Plan of ĶNP so the both documents complement each other.

The latter can also be said about the Tourism Strategy of Tukums Region, developed following the initiative of Tukums Tourism Information Centre and covering the time period of 2008-2012. Ķemeri National Park has been stated there as one of the main resources for sustainable tourism development; and planned activities, though not referring particularly to the territory of KNP, mostly concentrate on issues to increase quality of tourism offer (training of guides, promoting communication between different stakeholders, improving availability of information, encouraging quality certificates for service providers, etc.). Activities referring directly to KNP are elaboration of tourism development plan and improvement of tourism infrastructure, with the managing institution of KNP, municipalities and tourism businesses mentioned as the responsible parties and possible sources of finances.

There are territorial development plans for each municipality which have been created before the regional reform. These territorial plans can be referred to more as building development plans as mostly they concentrate on listing types of buildings which are allowed in particular territories. Tourism planning issues are mostly neglected in current territorial plans where only general standard phrases concerning tourism development are included. Some municipalities, like Lapmežciems, have included tourism and tourism entrepreneurship as one of the priorities in their development program. The strategic objectives include: 1) promotion of facilitated recreation places and regular stay on the beach at seaside, which would include creation of parking lots, tourist trails and garbage containers; 2) creation of tourism products that would promote characteristic elements of the place – local celebrations, traditional crafts and folk groups; 3) creation of favourable environment for SME development and 4) promote fishermen farmstead development. However, due to the territorial reform, all the previous territorial plans and development strategies will be revised.

New territorial plans for recently established municipalities will be worked out in the following years. In Engure municipality, for example, tourism issues will be included in the new territorial plan. The precise directions for tourism development will be discussed together with local residents and entrepreneurs whose ideas and recommendations will be taken into account.

Ķemeri National Park also has a profound management plan (2002-2010) and it was extended to 2015 in 2010. It includes also a chapter on tourism. The aim of tourism development in KNP is to promote sustainable tourism by following the principles of the European Charter of Sustainable Tourism and joining the Charter.

2. Defining the region of the strategy

The KNP region for sustainable tourism development has been set to cover the whole territory of KNP and approximately 5 km belt around it (see Annex 1). The region is defined to include tourism businesses having direct connection with accommodating and providing service for KNP visitors. The borders of the region have been set

to comprise tourism businesses and objects of significant importance for KNP. Economic impact of KNP tourism exceeds the borders of this region. Cooperation with representatives of broader region - TICs and municipalities of Jūrmala and Tukums - is provided within the KNP tourism forum, but resources of Nature Conservation Agency are not sufficient to provide cooperation on the level of tourism businesses and marketing level. Within the next Charter period, possibility can be considered to expand the region by including Jūrmala city up to Majori as well as bigger part of Tukums Region.

3. Description and analysis of existing situation

Nature Management Plan has been worked out for Ķemeri National Park for years 2002-2010, and it was extended to 2015 in 2010. It contains descriptions of KNP nature, culture and healing values, aims of protection of these values, actions to reach these aims and indicators to measure if the implemented actions are achieving the planned results. Therefore this chapter only gives a short description of nature, culture and healing values, as well as analysis of their connection with tourism: current use in tourism, tourism potential, factors limiting the use in tourism and possibilities of tourism helping to protect the values.

3.1 Nature values

3.1.1 Seashore

On the seashore, it is impossible or it is very difficult to protect and preserve one separate habitat and hence a totality of habitats must be protected – the beach and dunes: embryo dunes, pre-dunes or white dunes, grey dunes, wooded dunes. Several sections could be distinguished on the coast of the Ķemeri National Park (ĶNP): from Kauguri to Jaunķemeri, from Bigauņciems to Ragaciems, and the Slow Mile (Gausā Jūdze) from Ragaciems to Klapkalnciems.

3.1.1.1 Section: Kauguri – Jaunķemeri

Situated in the territory of Jūrmala City. The beach: 25–30 m wide sand beach, which is intensively used and managed according to the requirements of beach management. The sand is regularly loosened by removing seaweed, which are loaded on the pre-dune. That way, the seashore habitats, which are the feeding grounds for insects and birds, are destroyed. The dunes – embryo and pre-dunes – were washed off during the storms of 2001 and 2005, and now are starting to recover. On the embryo dunes and pre-dunes, typical dune plants (the sea lyme grass, sea sandwort, prickly saltwort) are growing and it is the home of the dune tiger beetle (*Cicindela maritima*). The highest value sections of the wooded dunes are the old pine-tree forests offering good nesting opportunities also for the protected bird species: stock dove, black woodpecker, and nightjar. A rare insect species is also found in these forests – the longhorn beetle *Notorina punctata*. The wooded dunes in this section are used for walking and the vegetation at some places is thus significantly degraded.

Current Use in Tourism and Recreation

The beach and dunes are used for recreation by the inhabitants of Jaunķemeri and Kauguri and guests of sanatoriums located in Jaunķemeri and by the visitors from Jūrmala and Riga. The forests and the beach are rather

intensively used by Nordic walkers. Currently jet skis are not as intensively used in the area. Their number has decreased over the last years, possibly due to the fact that more stringent requirements have been introduced for the drivers of water transport means. The precise total number of visitors is not known, but according to the reported data of 2010, it is at least 15 000 visitors per year. A rescue station has been set up on the beach, along with changing booths, garbage bins, and benches, the silent relaxation area has been established here. There are no studies showing whether the visitors consider the beach to be “overcrowded”.

Tourism Potential

The number of beach vacationers in the upcoming years could remain at the same level or even increase. Likewise, people will continue walking along forest trails (both the local residents and the sanatorium guests). Possibly, a nature trail could be set up featuring the health aspect (in collaboration with the sanatoriums) – for Nordic walkers, pedestrians – showing the distance walked, oxygen intake, etc. Together with the representatives from relevant organisations, the appeal of this section for the sea boat rides could be assessed. The development strategy of the Jūrmala City for 2010–2030 includes plans of constructing a promenade.

Sensitivity and Accessibility

The coastal woods are growing on sandy soil in windy places, therefore they are sensitive towards trampling and consequential wind erosion. In this section of the shore, it would be necessary to organise the visitors’ flow along the coastal woods – to plan and mark the trails to decrease the load and educate the visitors. In future, it would be necessary to calculate the carrying capacity of the coastal habitats, in order for it to serve as an argument in discussing various development projects.

Interpretation

It is necessary to educate the visitors about the nature values on the beach and dunes – to promote their preservation, by using information stands and, possibly, some game elements for children. Information could be provided regarding the contribution of nature to maintaining human health. The visitors should get the feeling that this is not a regular beach and that it is situated within the territory of a national park. It is a good place for nature school activities covering the coastal issues, by using the programmes prepared within the framework of the EU project “Back to the nature”.

3.1.1.2 Section from Bigauņciems to Ragaciems

Includes the territories of the coastal villages Bigauņciems, Lapmežciems, and Ragaciems. The beach: sandy beaches with admixture of pebbles and dolomite chips, 10–25 m wide. At some places on the beach, there are low and moist areas with puddles, in which a rich fauna of water insects develop. In these places, there is also rich vegetation, including rare and particularly protected plants, such as *Atriplex calotheca* and Baltic rush. In September, there are extensive wash-outs of brown alga and other sea waste, which at places covers the entire beach, and rich vegetation develops on them at the end of summer and in autumn, including rare species – *Atriplex calotheca* and at places also the Baltic rush. Fossil remains can be found in the dolomite chips.

The dunes – embryo dunes and pre-dunes – bordering the wooded dunes in this section are poorly preserved, because nearly every house has a boat trail leading to the sea due to fishing development, especially in the northern part of Ragaciems. The dunes are destroyed also by construction, because the pre-dunes are dug off or gardens are arranged there when building close to the sea. The dunes are also washed off during storms. The fishermen's sheds and other buildings set up on the seashore are used by the common shelduck for nesting.

The mouths of two small rivers are situated in this section – Siliņupe and Starpiņupe – in which water plants are prolifically growing and the biological diversity is relatively high. In the section from the mouth of Starpiņupe river to the former rocket base at the beginning of September is a very attractive place for migrating water fowl and wading birds (wood sandpiper, common redshank).

Current Use in Tourism and Recreation

The beach does not have any amenities, only some garbage bins are available. Even though there is plenty of wash-out and dolomite chips on the beach, it is still used for relaxation by the local residents and vacationers alike, leaving behind considerable amounts of waste. Local residents and entrepreneurs are complaining about it on a regular basis, mainly blaming the lack of garbage bins. On the beach next to the breakwater of Bigauņciems, a large-scale open-air concert is held during the fishermen's festival each year; it gathers several thousand visitors. In the summers, there is intensive jet-ski riding, however over the course of the last years, their number has diminished, possibly due to the fact that more stringent requirements have been introduced for the drivers of water transportation means. This section of the shore is sometimes enjoyed by kite-boarders for their activities. For ensuring the needs of local fishing, tractors and sometimes also cars drive on the beach. The Starpiņupe river mouth is popularised as a bird-watching site, but there is no data about its use. One local resident is offering the floating sauna in the sea.

Tourism Potential

The number of beach vacationers in the upcoming years could remain at the same level or even increase. It is necessary to solve the issues regarding property rights towards the beach in the protected nature territories on the national scale, thereby also facilitating the problem-solving regarding waste removal. This section of the beach could be suitable also for pedestrians; however then directional signs would be necessary from the beach to various inland points of interest, as well as from the inland points of interest directional signs would be necessary to show access to the sea. Possibly it would be necessary to create and distribute information materials about the recreation options in this section of the beach. Likewise, the option to create a joint nature trail for this and the previous section of the beach (Jaunķemeri–Bigauņciems) should be considered, bearing in mind the health aspect – for Nordic walkers, pedestrians – showing the distance walked, oxygen intake, etc. in collaboration with the sanatoriums of Jaunķemeri. This section could also be interesting for sea boat rides. All development should be coordinated with the local residents.

Sensitivity and accessibility restrictions – when starting to manage the beach, the puddles should be left intact along with at least some sections of the washed-out seaweed. The existing condition must be assessed in line with the common shelduck nesting success and the migrating bird interferences in the Starpiņupe river mouth.

Interpretation – the fishermen’s villages have a rich history and traditions and they must be included in the information stands and materials when making the tourism route. Likewise, it is necessary to educate the visitors and local residents about the nature’s values on the beach and in the dunes – to foster their preservation. The visitors should get the feeling that this is not a regular beach and that it is situated within the territory of a national park. It is also a good place for nature school lessons covering the coastal issues.

3.1.1.3 The Slow Mile (Gausā Jūdze)

The section from Ragaciems to Klapkalnciems is referred to as the Slow Mile. There is practically no construction in this section. The entire section features 25–30 m wide sandy beach with plants and insects characteristic for a natural beach. It does not have any infrastructure, but it is used in recreation. The embryo dunes, pre-dunes, and grey dunes were washed off during the storms of 2000, 2001, and 2005, but they are slowly recovering. In some places of this section, the grey dunes have formed – it is a particularly rare type of dune only a few metres wide. These dunes are the habitat of moss, lichen, field sagewort, wild thyme, leafy hawkweed, goldmoss stonecrop, as well as the sand pink, which is protected in Latvia and Europe. Along the entire section, the seashore is formed of a 2.2–5 m tall coastal slope – an ancient (Littorina Sea) dune is being washed off. Past the coastal slope there are the wooded dunes, in which the areas of ancient pine-tree forests are of the highest value, offering good nesting opportunities for protected bird species: the stock dove, black woodpecker, and nightjar. These woods are also the home for a rare insect species – the longhorn beetle *Notorina punctata*. The wooded dunes in this section are used for taking walks, paths of differing widths are beaten, and in places, where people go to the beach, the soil cover is treaded down and erosion of coastal slopes due to wind is occurring.

“Slow Mile” – the name was given to the old road along the coastal pine forests from Klapkalnciems to Ragaciems. As the legends have it, robbers would stalk the travellers in this section of the road.

On the seashore, in the place, where the Finnish Jägers fought during the World War I, a memorial site is set up in the dunes.

Approximately 200 m away from the beach, along the entire distance of the Slow Mile, runs the highway P128, which makes it easily accessible for the visitors.

Current Use in Tourism and Recreation

During the summer season, the beach and dunes are used for recreation. In the coastal forest between the highway and the sea, two parking lots have been built with the total capacity of 80 cars. During the summer months, a parking fee is collected for the parking lots, where toilet facilities are set up, as well as recreation areas and water (technological) are available, and sometimes waste is collected. During the holidays, if the weather is good, cars are parked also on the sides of the highway, and the vacationers walk on the trails and mineralised lanes across the dunes to the beach. The beach is not arranged with amenities. Bonfires are illegally made and tents set up in the coastal forests. The record-keeping data of 2010 show that this section of the beach is visited

by approximately 30 000 vacationers – mostly from the nearby towns – Riga, Jelgava, Tukums, as well as vacationers from Lithuania. There are no studies showing whether the visitors consider the beach to be “overcrowded”.

Tourism Potential

Over the upcoming years, the number of beach vacationers could remain at the same level or even increase. The visitors will want to make bonfires and set up tents. Certainly, the quality of the existing parking lots should be improved, and more efficient waste collection on the beach should be ensured. The coastal forests are very appealing for taking walks and cycling. It should be considered, whether a trail network for walking could be set up, which could be used in summer and off-season alike.

The local government wishes to build new parking lots, and the managers of the parking lots wish to set up tent grounds. In order to increase the municipal income, retail sales could be allowed instead of setting up tent grounds or additional parking lots, which are not desirable from the perspective of the nature protection, with the condition that the retailer collects waste on the beach. Meanwhile, information should be available in the parking lots regarding the nearest tent grounds in nearby settlements, in order to decrease the number of illegal overnight visitors. Visitors, who have arrived at the beach, could also be encouraged to visit various other activities and points of interest in the territory of KNP by setting up information stands intended particularly for this target audience.

Sensitivity and Accessibility Restrictions

The dunes and coastal forests are very sensitive to trampling, because they are situated on sandy soil. Since the objective of the national park is to preserve this section of the shore as natural and wild as possible, it is necessary to develop and implement a plan of visitors’ flow – in order to ensure that the visitors inflict as little harm as possible on the nature’s values, while at the same time receiving high-quality services. The number of visitors should be recorded more precisely, their movement should be studied, and the existing trails should be mapped. The plan should indicate, which trails could be open to pedestrians and which ones should be closed off with a gate and piles of branches. In order to determine whether and to what extent the number of parking spaces could be increased, the carrying capacity of habitats should be determined, as well as estimates should be made whether it is cost-efficient to construct new parking lots (perform a cost-benefit analysis). Based on the already available information, it is clear that the visitors, who wish to stay overnight, should be directed towards the closest inland tent grounds (information should be available at the parking lots).

Interpretation – it is necessary to educate the visitors about the nature’s values on the beach and in the dunes – to foster their preservation, by setting up stands, and possibly, elements of games for children. Also the cultural history could be interpreted – the Slow Mile and the memorial site of the Finnish Jägers. The visitors should get the feeling that this is not a regular beach, that it is located in a national park.

How can tourism help in protection? – Tourists and visitors could be involved in fighting the invasive species – the rugosa rose.

3.1.2 Lakes

The territory of Ķemeri NP is rich in **lakes**. The biggest lakes are Lake Kaņieris, Lake Sloka, and Valgums. The total number of lakes is difficult to establish, because, for example, in the Big Moorland of Ķemeri, there are hundreds of small lakes and only some of them, such as Zosu and Gārgaļu lakes, have a name.

3.1.2.1 Lake Kaņieris

The lake is situated on the coast between Lapmežciems and Ragaciems. The area of the lake covers 1128 ha, it is a shallow, littoral lagoon type lake (medium depth 0.6 m, maximum depth 1.8 m), partially overgrown with reeds (70–80 %). The lake has been strongly affected and changed by human activity. Several times, the water level of the lake has been changed and several artificial islands have been built. At the beginning of the 20th century, it was considerably lowered, but since 1965, the previous water level was reinstated, and currently it is regulated with dams (sluices). The River Slocene flows into Lake Kaņieris; the same river supplies also the water to Lake Valgums. River Starpiņupīte flows out of the lake (artificial outflow to the sea has been made, dug in 1668, and later renewed from time to time). In 2005, within the framework of LIFE project, the sluices on Starpiņupīte, connecting the lake with sea, were reconstructed.

Lake Kaņieris one of the richest bird lakes in Latvia. In 1989, it was included on the list of Birdlife International important bird areas (IBA) (the criterion species – whooper swan). In 1995, the lake was included on the list of Wetlands of International Importance – Ramsar Sites – corresponding to 8 criteria (one of them: at least 20 000 water fowl are present at one time on the lake). Lake Kaņieris is the nesting and feeding grounds for such rare bird species as common tern (up to 70 pairs are nesting), black tern (up to 30 pairs are nesting), great bittern (15–20 pairs are nesting), little bittern (0–3 pairs are nesting), western marsh harrier (10–20 pairs are nesting). Osprey uses the lake for feeding, but the grey sea eagle (one couple) uses it as a nesting area. The lake is also an important resting and feeding area for many bird species during migrating – including the whooper swans, tundra swans, white-fronted and bean geese.

The lake is also rich in fish. The biggest biomass includes roaches, tenches, perch, and breams, as well as goldfish and quite a lot of pikes and rudds. Lavaret is a protected fish species, which sometimes swims into the lake.

The lake features also a rich dragonfly fauna, including rare dragonfly species (the scarce chaser, emperor dragonfly), as well as the *Dytiscus latissimus*. The lake is used as feeding grounds by bats.

Several particularly protected habitats are found in the lake – sandy and dolomite bottom, and protected plant growths (great fen sedge, spiny naiad).

Grass swamps are situated on the banks of the lake. There is a castle-mound and a stone rampart (an ancient road – data about its origin are not certain) in the SW part of Lake Kaņieris.

There are established regulations for lake management. In compliance with these regulations, the lake is divided into sections to balance fowl protection during nesting and plumage change with fishing. There is a set limit for boats on the lake – not more than 25 boats at the same time.

Use – besides fishing and recreation, reeds for roofing material are obtained from the lake, and fishing with pods is carried out.

Use for Tourism and Recreation

History – For a long time, the lake has been a popular destination for bird-watchers – already in the turn of 19th and 20th centuries, many prominent explorers came here on excursions. For active recreation, the lake has been used since the 1960-ties, mainly for fowl hunting and fishing. It was accessible for the Soviet power elite and closed for local visitors. After the national park was established, since 2006, water fowl hunting in the lake is forbidden.

Fishing. The lake is managed by the state stock company VAS “Latvijas valsts meži”, which organises licensed fishing (6000–7000 fishermen per year) and underwater hunting. An asphalt surface road from Lapmežciems leads to the lake. There is a boat station on the lake side; however it is in a poor technical condition. There is an abandoned bungalow on the Andersala peninsula; in the former times, it was used for publicly unavailable private banquets for the power elite representatives. Currently, the manager is preparing a project for a new boat station. During the last two years, the number of visitors has decreased considerably.

Bird-watching. In 2008, on the peninsula of Rieksti, with the support from CEMEX, a bird-watching tower was built. Since then, events are organised on a regular bases for the spring and fall bird-watching days and the annual “Tower Battle”, but since 2010 – also bird-listening nights. Bird-watcher groups are also brought to the tower. The number of bird-watchers is unknown.

Recreation. Water of the lake is suitable for swimming; however the lake is too shallow and muddy to arrange swimming areas. There are several small swimming places on the banks of the lake; they are used by the local residents and there are have no infrastructure.

In collaboration with the Museum of Lapmežciems, a nature trail was created in 2003 on the castle-mound of Kaņieris, but it fell apart and was dismantled in 2009. It is planned to be renovated in 2012, by using financing from the Cohesion Fund. There is a small parking lot at the start of the trail.

The bird-watching tower is approved not only by the bird-watchers, but also by other visitors, because a beautiful and extensive scenery opens up from it. It has become the walking destination for the local residents.

Information: information stands about the lake are set up next to the boat station and tower. Back in the day, a pamphlet about the lake and the castle-mound plank-way was available. A directional sign to the tower would be necessary next to the boat station (where the gravel road starts) along with a sign to the lake from the Talsi highway.

Tourism potential – Over the recent years, the number of fishermen has been decreasing, the boat station is in an emergency condition, however, the fishermen approve of the hospitality (there are a lot of repeated visitors). Bird-watching on the lake has a great potential. The CEMEX bird-watching tower is relatively accessible, but a parking lot and directional signs from Lapmežciems are lacking. The tower can bear no more than 10 people simultaneously – small groups are preferable. In order to oversee the lake entirely, it would be necessary to build a bird-watching tower on the islet Andersala (included in the boat station project) and next to Zālīši. On the roadside, next to the sign directing to the bird-watching tower, possibly, a small parking lot should be arranged.

For nature enthusiasts and vacationers alike, the existing CEMEX bird-watching tower is appealing enough, because beautiful scenery opens up from it. It would be useful to renovate the trail of Kaņieris castle-mound. In future, the Soviet era theme could be developed (by employing the old bungalow), possibly, including in a bigger route on the Soviet legacy in Ķemeri NP.

Bird-watching, photographing (marketing, continuing events) could be developed, while maintaining fishing, quiet relaxation on the water, offer guided boat rides on the lake.

Sensitivity and Accessibility Restrictions – the existing lake management requirements must be observed.

Interpretation – a suitable place for nature school water lessons; lessons about birds could be developed for children. Special interpretation is needed regarding the great cormorant. In future, programmes for guided dragonfly-watching and bird-watching trips on boats could be developed.

How could tourism help in protection?

Eco-tourists and volunteer camps can participate in cutting grass and bushes on islands.

3.1.2.2 Lake Sloka

The lake is situated in the territory of Jūrmala city, covering an area of 250 ha; Vecslocene River flows into the lake from the northwest corner. Water from a small canal flows into the lake from the southeast; the canal connects Lake Sloka with Aklais Lake (the Blind Lake). Slightly towards the East from the canal estuary, is the mouth of Vecslocene river. Sulphur springs flow into the lake. Lake Sloka is rather peculiar – shallow (medium depth 0.6 m, maximum – 1.1 m) littoral lagoon type lake with brown water rich in humus.

The banks are gently sloping; vegetation includes pine-tree and black alder forests; in the northern and southern part – a grass swamp, and at places a section of reed marsh. The bottom of the lake on the Ķemeri side is solid – sand, gravel, dolomite, but on the Jaunķemeri side – muddy.

The lake is an important bird nesting and feeding site. Swans and black storks feed there. Lake Sloka is an important resting site for migrating birds.

The fish stock in the lake is relatively small, the fish show low productivity. The main mass consists of tenches, breams, and roaches, less perch, a relatively small number of pikes, crucian carps, and rudds. Loach, which is a species included in Annex II of the EU Directives, has been found in Lake Sloka.

Nautilus ramshorn (*Gyraulus crista*) is a rare snail that can be found in the lake. Several species of frogs live and spawn in the lake. It is also the feeding grounds for bats and otters. In the vicinity of the lake, rare insect species are also found: the beetle *Carabus clathratus* and the butterfly – *Pericallia matronula*.

There are several particularly protected habitats in the lake – sandy and dolomite bottom, and protected water plant vegetations (spiny naiad, great fen sedge, bog myrtle, horned pondweed). Sulphur springs flow into the lake.

In the adjacent swamp, therapeutic mud is formed and obtained for further use.

Historically (during the era of Duke Jacob), Lake Sloka was used as a navigating route for traffic from Tukums down the Slocene River, through the Kaņieris and Dūņieris lakes, down the Vecslocene River to Lake Sloka, and further down the River Lielupe to the sea. During the times of Ķemeri sanatorium, Lake Sloka had a recreational pavilion and a boat pier.

Current Use in Tourism and Recreation. Quality of water in the lake allows using it for various recreation purposes, but the lake cannot be used for swimming, because it is too shallow and muddy. Local residents fish in the lake. In 2007, with the support from the Jūrmala City Council, a bird-watching tower was built, a recreation area with bonfire place, benches, and garbage bin was arranged, a plank-way was built leading to the sulphur spring, as well as an information stand was set up, along with a 3 km long walking trail featuring sport elements for children. A cycling route Ķemeri–Lake Sloka–Kūdra leads along the banks of Lake Sloka.

Tourism Potential – In future, the bank of the lake on the side of Jaunķemeri could be adopted for tourism, possibly, building a tower and a boat station (handicap accessible), which could provide a place for the sanatorium guests to take walks. Water recreation could be more popularised, for instance, canoeing classes, as well as fishing/enthusiast fishing could be continued. For popularising bird-watching, relevant information stands and/or information plates could be set up. Lake Sloka is the home also for beavers – possibly, the option of setting up an observing post for watching birds and beavers could be considered. On 7 May 2011, Lake Sloka was for the first time publicly used to form a part of a boating route from Ķemeri–Jaunķemeri road to Lielupe – in future, this idea could be elaborated on.

Sensitivity and Accessibility Restrictions In order to avoid disturbing the nesting birds, it could be considered to postpone the starting date for fishing to 1 June. Allow recreation on the water also from 1 June. In other places on the lakeshore, solve the issue of illegal recreation sites.

Interpretation – Nature school lessons about the water and forest topics, as well as bird-watching excursions have been successfully tested and are currently being implemented on the banks of Lake Sloka. Perhaps, the offer should be extended to include information about the sulphur springs, etc.

3.1.2.3. Lake Valgums

The lake is situated in the northeast part of the ĶNP and covers an area of 60 ha; it is 3.2 km long and 0.4 km wide. Lake Valgums is located in a subglacial ridge, its medium depth is 10.4 m and maximum depth – 27 m. The River Slocene flows into Lake Valgums and out of it. The lake is home to otters, bats are feeding above the lake, including bat species protected at EU level– the pond bat. The surroundings of the lake are scenically very appealing.

Legends have it that the golden chariot with treasures belonging to the Russian Tsarina Catherine II sunk in the lake.

Current Use in Tourism and Recreation

The lake is a popular site for relaxation near water, boat rides, and fishing. Also illegal fishing without a license is taking place. Five guest houses are situated on the banks of the lake; they offer also boat rental. There are several illegal recreation sites on the banks of the lake.

Tourism Potential The lake is very attractive and suitable for water recreation. Additional sites for swimming, boat riding, and fishing could be arranged. Various activities could be organised (competitions, regattas, etc.) for row boats and other water vehicles without internal combustion engines (initiative of the local entrepreneurs).

Sensitivity and Accessibility Restrictions – In order to protect the forests on the banks of the lake from trampling and erosion, it would be necessary to regulate the visitors' flow, by monitoring the set up of recreation sites.

Interpretation – bat-watching could be organised; interpreting geology and landscape.

3.1.2.4 Lake Melnezers

The lake is situated in the territory of the city of Jūrmala between Jaunķemeri and Ķemeri. Lake Melnezers (lit. Black Lake) is not big (the area is 10.3 ha, maximum length 0.45 km, maximum width – 0.31 km) and it is shallow (medium depth 1.4 m, maximum depth 2.0 m). It is a very picturesque bog-lake with water-lilies.

Formerly, the residents of Ķemeri brought laundry to the lake for rinsing and drying. Some still do. Legends have it that dishes from the Ķemeri hotel and a statue of Lenin are drowned in the lake.

Current Use in Tourism and Recreation

It is a popular swimming place for the local inhabitants even though entering the lake is difficult – steep banks and muddy bottom (self-made ladder has been set up). In 2007, a parking lot and stand were arranged next to the lake. The parking lot is used as a recreation site – bonfires are illegally made and trash left next to the lake. Passersby are using the parking lot to stop and urinate.

Tourism Potential There is a road running by the lake – it is situated in a beautiful place, which can be seen from the road; therefore it will be used for recreation. In order to protect the nature (from those who urinate and from trash), theoretically it should be improved. A garbage bin is definitely necessary; if a manager was found or if financing became available in own budget, it could be considered to further improve the area – a recreation site with benches, a toilet, and, possibly, a bonfire place. The local inhabitants suggest building a trail around the lake, but the soil on the lakeshore is peaty, and therefore very sensitive to trampling.

Sensitivity and Accessibility Restrictions. The peaty soil on the lakeshore is very sensitive to trampling, therefore building a trail is rather unlikely. In order to protect the lake from pollution, a toilet and garbage bins should be set up in collaboration with the Jūrmala City Council.

Interpretation – How do bog-lakes differ from others? Local legends on sunken treasure.

3.1.2.5 Dolomite Quarries of Kalnciems

In the dolomite quarries next to Kaļķis settlement (NE part of ĶNP), three water reservoirs were formed by flooding the excavated quarries– the Sakhalin Pond and the Southern and Northern ponds named according to their location (Image 17). They feature dolomite bottom and small dolomite outcrops on the banks, depth of several metres and water plant vegetation typical for lakes. The area is owned by a private company.

The Sakhalin Pond is notable with very clear water and well-formed underwater vegetation. The islets of this pond are inhabited by a colony of gulls.

The water is clear also in the Southern Pond, the Noble crayfish live there.

Water in the Northern Pond is dark brown due to the bog water that flows into it and there is no water plant vegetation apart from the reed sections near the shore. Large numbers of water fowl are found in this pond.

All lakes are the feeding grounds of the particularly protected species – the pond bat.

The nearby dolomite quarries have an interesting history – formerly it was used as the penal servitude site.

Current Use in Tourism and Recreation

The ponds are used for fishing and water recreation (unorganised).

Tourism Potential

It would be necessary to improve recreation sites next to the lakes (a private property). Potentially – good opportunities for the “underwater tourists”, underwater hunting, by nursing fish specifically for this reason.

Sensitivity and Accessibility Restrictions – In the Sakhalin Pond, boat riding and stepping on the islets is allowed only starting from 20 June, in order to avoid disturbing the nesting birds.

Interpretation – Cultural history (the times of penal servitude), dolomite formation, extraction, and use.

How can tourism help in protection? – Groups of tourists and volunteers could clean the islets from bushes.

3.1.2.6 Lilija Lake

A small scenic boggy lake situated on the side of Kalnciems Highway (P101). Beavers live in the lake.

Current Use in Tourism and Recreation

A parking lot is set up near the lake and it is managed by the state stock company VAS “Latvijas valsts ceļi”. The lake is used for recreation – an illegal recreation site, bonfire places are set up next to the lake, trash is accumulating, possibly, people go into the wood to urinate.

Tourism Potential

The lake is on the side of a road – it is a beautiful place, which can be seen from the road; therefore it will be used for recreation, and in order to protect the nature (from those who use it for urinating and from trash), theoretically it should be improved. If financing were available, the parking lot could be improved with a garbage bin, bonfire site, benches, and a toilet.

Sensitivity and Accessibility Restrictions. The soil around the lake is fragile and sensitive to treading down.

3.1.2.7 Aklais Lake (the Small, next to Lake Melnezers)

It is a very small, very shallow, muddy littoral lagoon type lake with yellowish-brown water and marshy banks, as well as with the protected plant vegetations (spiny naiad). Situated to the NW from Lake Sloka. The common bog myrtle and great fen sedge grow on the lakeshores. The lake is the spawning area for the moor frog. The wet meadows between Lake Sloka and Aklais Lake are the nesting area for the great bittern.

It is difficult to access the lake, it is not used in tourism or recreation (only by the locals to fish occasionally) and it is not planned to be used for these purposes.

3.1.2.8 Lake Dūņieris

The lake is situated to the SE from Lake Kaņieris.–It is a small, very shallow, littoral lagoon type lake with muddy and mud-covered dolomite bottom, yellowish water, protected plant vegetation, sulphur springs. The lakeshore features coves and peninsulas. The lake is difficult to access and it is not planned to be used in tourism and recreation.

3.1.2.9 Aklais Lake (of Belte)

The lake is situated to the S from Lake Sloka. It is a small littoral lagoon type lake with an outflow to Lake Sloka. The lake is very shallow (the mean depth 0.5 m, maximum depth 0.7 m), it features dolomite bottom, which forms extensive dolomite outcrops as the water level lowers. On the low dolomite islands, gull-type birds are nesting, including, seagulls and terns; the black stork uses the lake as the feeding grounds.

There are several particularly protected habitats in the lake – the dolomite bottom, protected water plant vegetation (spiny niad) and dragonflies (dark whiteface and yellow-spotted whiteface). Great fen sedge and the bog myrtle grow on the lakeshore.

Current Use in Tourism and Recreation

The lakeshore on the side of Kauguri is used for recreation, lighting bonfires, riding vehicles on the lake bottom. Recreationists are the local residents.

Tourism Potential It is an attractive place for the local residents, because it is situated close to Kauguri and is relatively easy to access.

Sensitivity and Accessibility Restrictions. In order to protect the bird-nesting sites and rare habitats, recreation should be controlled and diminished as much as possible, restricting driving vehicles on the lake bottom and lighting fires. Boating allowed from 1 or 20 June.

3.1.2.10 Akacis (Water-Hole)

The lake is situated in the territory of Jūrmala City, in the Sloka Bog. It is a scenic bog lake covering an area of 14.9 ha (mean depth 0.8 m, maximum depth 1.1 m). The banks are peaty with a narrow section of bog pine-trees. One of the main values of the lake is the water low in nutrients. The lake is the habitat of a protected plant species: narrowleaf bur-reed. Next to the water-hole, there are four smaller bog lakes that are more difficult to access. On the banks of the Akacis Lake, the smooth snake can be encountered.

Current Use in Tourism and Recreation

The lake is located on the side of a road connecting Lake Sloka with Kūdra village, and a cycling route follows this road. There are no precise records regarding the number of cyclers using the cycling route. Several spontaneous recreation/bonfire sites have formed on the lakeshore. The lake is used for some minor fishing.

Tourism Potential – a scenic lake by a cycling route – the existing spontaneous recreation sites should be improved in collaboration with the Jūrmala City Council.

Sensitivity and Accessibility Restrictions – in order to maintain water purity, the anthropogenous influence on the lakeshore should be decreased by improving the recreation sites and installing a toilet. In order to decrease the anthropogenous load, in particular, the waste amount, from the perspective of the visitor flow it would be good to close the road for vehicles, subject to prior discussions with the local residents.

Interpretation – how are bog lakes different from others?

3.1.2.11 Lake Putnezers (Lake of Birds)

The lake is situated in the witches' bog, to the SW from Melnezers Lake. It is a very peculiar bog lake, which is notable for its considerable water level fluctuations. The migrating birds use the lake as a resting place (depending on the water level).

Current Use in Tourism and Recreation In autumn, cranberries, which grow on the islets and on the banks of the lake, are picked. Sometimes, poaching occurs.

Tourism Potential – the lake is difficult to access, and it is not planned to use it for tourism.

Sensitivity and Accessibility Restrictions – during migration, regular inspection work must be carried out in order to prevent poaching. The lake is not suitable for an intensive tourism flow, because it can be accessed through a bog, which is very sensitive to trampling.

3.1.3 Rivers

Rivers in Ķemeri NP are small (except Lielupe) and slow-flowing, meandering.

3.1.3.1 Lielupe

The largest river of the National Park and Zemgale region. The eastern border of Ķemeri NP is marked along Lielupe's centre line. The river is used by several protected bird species for rest during migration and for nesting (whooper swan, goosander, great bittern, Savi's warbler, marsh harrier). It is a feeding place for white-tailed eagle, osprey, as well as pond bat and other bat species. Otters and beavers live in the river, it is fish migration route for vimbas, lampreys, sanders, eels. Historically Lielupe is the old ship route to Zemgale port.

Present use in tourism and recreation. The river is used for angling, ice fishing, fishing (haul limits are set for the entire river width, in sections by the respective rural districts). Recreation is rather un-developed – no boating, cutter excursions, wind-surfing of water-skiing is organized.

Tourism potential. The river is too slow and too wide to be used for canoeing. If some kind of traffic will be organized along the river some day, e.g., small ships between Jelgava and Jūrmala, private entrepreneurs could set up some stopping places at the ĶNP side.

Sensitivity and access limits. It would be necessary to identify the resting places of migratory birds and limit water traffic there during migrations.

3.1.3.2 Slocene

Slocene river passes through lake Valgums, lake Kaņieris and Starpiņupīte river, and then flows into the Riga Gulf of the Baltic Sea. The river is used as a nesting and feeding place by the black stork, kingfisher, dipper. An osprey couple nests in the forests near the river-banks. Slocene is also the feeding habitat and movement corridor for otters, and water bats and pond bats. Slocene is the place of beavers' reintroduction in Latvia in 1960-ies. Some protected mollusc species live in the river – river nerite *Theodoxus fluviatilis*, river limpet *Ancylus fluviatilis* and thick shelled river mussel *Unio crassus*. Marsh spurge *Euphorbia palustris* grows on the river-banks. Potentially protected habitats in the river are: stone accumulations, shingle shoals, sand shoals, rapid current stretches, as well as the rivermouths – the complex of wet forests, quagmires at the mouth of lake Kaņieris, where a nature reserve is established. Very picturesque river, at its lower reaches it can be called a “jungle river”, as it leaves the impression of virgin nature (slow-flowing, low, wet banks, some dead trees here and there).

Present use in tourism and recreation. Slocene is a popular angling place along the entire length. As the river is very attractive for boating, the sports enthusiasts and tourism entrepreneurs often express interest in the organizing of boat trips. A small number of boat trips take place in the river (the exact number is not known), including the nature reserve area, where movement is allowed only with the Director's order.

Tourism potential. In the section from Šlokenbeka to lake Valgums the river is too shallow in summers for boating. In this section boating is possible only during the spring flood, but then it is an extreme sport, as the current is strong in some places. In the section from lake Valgums to The Oak, the river is obstructed with fallen trees. The section from The Oak to lake Kaņieris is very attractive for boating. Nevertheless the most beautiful part of the

river is situated in the nature reserve area, where access is very restricted (access is allowed for research purposes, with the Director's order). If boat trips in the river would be allowed in the section from the oak to the nature reserve area, it would be difficult to control the observation of this restriction.

Sensitivity and access limits. Approx. 3 km long river stretch is situated in a nature reserve area of the National Park. According the applicable legislation, access is allowed only for research purposes, with the Director's order. In the nature reserve area, at the river-bank an osprey is nesting, which must not be disturbed during nesting time from February till mid-July.

How tourism can help in protection? Tourist and visitor groups can help in clearing the river from the fallen trees (especially boaters) and placing stones into it.

3.1.3.3 Vecslocene

Vecslocene is the old bed of the river Slocene, which connects lake Kaņieris with Lielupe. It has virtually no current. Nature values are not explored. The section of the river from Jaunķemeri road to Lielupe is suitable for boating. As the boating passes through the lake Sloka, it must be taken into account that boats can enter the lake only from 1 June, so that not to disturb the nesting water birds.

3.1.3.4 Vēršupīte

Vēršupīte takes up the run-off from the northern part of the Great Ķemeri Raised Bog, southern part of the Green and Witches Bogs, passes through Ķemeri and flows into Vecslocene shortly before it falls into the lake Sloka. Sulphur spring outlets are situated on the river-banks. Vēršupīte is a feeding place of the black stork, bat movement route, natural habitat of beavers and otters.

During the "zenith" of the Ķemeri resort, several activities took place at the river-banks – little bridges across the river are built in the Ķemeri park, a "Love Islet" with a rotunda was made. The remains of former floodgate can still be seen in Ķemeri, which allowed to raise the water level in the resort park in order to make boat-rides in the river.

Present use in tourism and recreation. Ķemeri resort park with Sulphur Spring pavilion and Swamp Forest path (near the Forest Home) is situated at the banks of Vēršupīte.

Tourism potential. In order to reduce the flooding of Ķemeri during spring floods, in 2009 and 2010 the river bed was cleared from the fallen trees. It should be checked, whether boating is possible in the river during spring floods.

Sensitivity and access limits. It must be evaluated, whether boating in the river would endanger any nature values, especially the black stork.

Interpretation. In the interpretation of the Swamp Forest plank-way, one of topics is a small river, which, regularly flooding, provides for the existence of a rare forest type – alluvial forests.

How tourism can help in protection? Tourist and visitor groups can help in clearing the river from the fallen trees (especially boaters) and placing stones into it.

3.1.3.5 Slampe River (Renewed)

The river is formed in 2005, naturalising melioration ditches in Dunduri meadows (from 2.1 km of ditches, a winding river stretch of 4.6 km was made). The river is gradually inhabited by plants and animals, typical to natural rivers. The renewed section of the river is situated in a fenced meadow, where herds of wild horses and cattle are grazing.

Present use in tourism and recreation. The renewed section of the river is one of sightseeing objects in Dunduri meadows. In 2005, an observation place – kurgan was established in Dunduri meadows, there is a parking-lot, tower, wild horses and cows are browsing in the surrounding meadows. In springs, the little river floods the surrounding meadows, which serve as a resting place for migrating birds. In 2010, Dunduri meadows were visited by a relatively small number of people – 200–400, mostly bird watchers.

Tourism potential. Dunduri meadows and the renewed river Slampe could become a more popular sightseeing object than it is now, if the access was made easier (if signs were placed, road surfacing was improved, if there were other sightseeing objects along the way). A very good bird watching spot. The most important species are lesser spotted eagle, black stork, corncrake.

Interpretation. River renewal project (first in Latvia), what is the significance of natural rivers in nature and human life, what functions they perform.

How tourism can help in protection? Tourist and visitor groups can help in placing stones into the river.

3.1.3.6 Kauguri Channel (Džūkste River)

An artificial watercourse, formed by straightening a part of Džūkste river and directing it into the Lielupe by the shortest route. Kauguri channel is a good example of an artificial watercourse's naturalisation process, where the formation of the river's meanders take place. Many dead trees have fallen into the river. This river is the only river lamprey spawning ground in the territory of Ķemeri NP. The river is the nesting place of protected bird species – kingfisher (2–4 couples), black stork (~2 couples), and dipper's feeding place. It is also the feeding and movement place of pond bat, water bat, otter's and beaver's habitat. Protected mollusc species – thick shelled river mussel *Unio crassus* and nautilus ramshorn *Armiger cristata* – live in the river, but in the wet river-banks forests narrow-mouthed whorl snail *Vertigo angustior* and craven door snail *Clausilia dubia* dwell.

Present use in tourism and recreation. The river is used for angling to a small extent.

Tourism potential. Watching of Lamprey spawning could be organized in the river.

3.1.4 Marshes

Marshes occupy about 24% of the total area of Ķemeri National Park. All three marsh types – raised bogs, transition mires and fens – can be found here.

There are three little-affected raised bogs in Ķemeri National Park – Great Ķemeri Raised Bog, Witches Bog and Green Bog. They have both open landscapes with moss (sphagnum) mounds, grown with heather and cloudberries, and little lakes, grown over with reed, sedge and toothed sphagnum, and territories, grown with common pine and hairy birch. Several raised bogs are almost completely grown over with pines – Berries Marsh, Shallow Marsh. Also there are such raised bogs in the ĶNP territory which are so strongly affected by melioration and peat extraction that they must be classified as degraded raised bogs: Sloka Bog, Old Bog, Good Bog and Little Bog.

3.1.4.1 (Great) Ķemeri Raised Bog

(Great) Ķemeri Raised Bog is one of the largest raised bogs in Latvia (area 6192 ha) with a varied mosaic of little lakes and pools, forming an interesting landscape. Several peninsulas consisting of mineral soil covered with birch and mixed forests stretch into the bog. Some forests on these peninsulas are quiet old.

As an important marsh birds' nesting place and a rest place for migratory birds, the Great Ķemeri Raised Bog is included in the list of internationally Important Bird Areas as a resting place for migrating taiga bean-geese and white-fronted geese and cranes and a nesting place for three-toed woodpecker. It is the second most important nesting place of wood Sandpiper in Latvia, as well as a nesting place of golden plover, crane, curlew, whimbrel and great grey shrike. On the periphery of the bog there are mating-places of grouses and wood grouses, as well as nests of short-toed eagle and black stork. Moor frogs were found in the bog lakes, but beavers have found their home in the peat extraction fields.

Besides the typical high raised bog plants, several rare moss and bracket-fungi species can be found in the Great Ķemeri Raised Bog: bog liverwort *Odontoschisma sphagni*, bog pouchwort *Calypogeia sphagnicola*, turpswort *Geocalyx graveolens*, matchstick flapwort *Odontoschisma denudatum*, false tinder fungus *Phellinus nigrolimitatus* and a plant species that mostly is typical for raised bogs in the eastern part of Latvia – leatherleaf.

In the NE part of the bog peat was extracted from 1960-ies till 1980-ies. The peat milling fields are surrounded with contour ditches. In 2005 the water level was raised in the abandoned peat extraction sites and milled fields in order to reduce the impact of melioration system, installed for the peat extraction.

The Great Ķemeri Raised Bog is the formation region for mineral water containing hydrogen sulphide. It is also a good example of formation history of a raised bog.

In 1999, a significant area of marsh and forest on the SE side of the moorland burned down, and now there are many little dead marsh pines and vegetation is still regrowing.

A lot of historical World War I sites (entrenchments) have been preserved at the sides of the bog and on the islands. Before the establishing of Çemerî NP, migratory geese which flew to the bog lakes to sleep at night were hunted in the bog. Remains of hunters' hiding-places have preserved along with the tales they tell.

Present use in tourism and recreation. In 1997, in the northern end of the bog, in the labyrinth of little lakes, a 3 km long plank-way was built for viewing the bog. Over time this plank-way became a very popular tourism object, in 2007 the number of visitors reached 30 000. Near the Fazāni homestead a parking-lot was built with information placards and WC. In 2009, the plank-way boards were already ruined, and as the park administration had no money to replace them, the plank-way was closed. In 2010, despite it being closed, the plank-way was visited by about 1500 people. Reconstruction of the plank-way is planned in 2012 using the financing of the EU Cohesion fund.

In 2005, after the restoration of the hydrological regime (raising of water level) in peat extraction sites and milled fields on the SE side of the bog, a road through the former peat extraction sites was restored (from Kalnciems motorway) At the beginning of the road a parking-lot was built with an information placard. In the park's information materials this place is advertised both as the marsh restoration site, and also as a beavers watching spot. The exact number of visitors of this spot is not known, but it could be rather small (several hundred people a year), but it should be found out more exactly.

The Great Çemerî Raised Bog has always been the main cranberry gathering place in a rather large region. Some bog lakes are used for fishing.

Tourism potential. Before the closing of the plank-way, it was the most important tourism object of Çemerî National Park. The landscape of the raised bog is interesting and attractive. After reconstruction the plank-way, most probably, will again receive great visitor flow. The bog restoration site also has potential to attract visitors (although in smaller numbers than the plank-way), because the flooded peat extraction sites are very picturesque. Bog islands could become a sightseeing object for small, specialized visitors groups.

Sensitivity and access limits. Raised bogs are very sensitive to trampling, therefore a special infrastructure must be built for viewing them, or tourists must be taken there in small groups and each time along a slightly different route.

Interpretation. Formation of raised bogs, special plant and animal species, adapted to the life in raised bogs, cultural history (traces, left by wars, hunters' tales of ruling elite from Soviet times). Formation process of sulphide mineral water. Bog restoration.

How tourism can help in protection? Tourist and visitor groups can help in the Autumn by counting migratory birds.

3.1.4.2 Green Bog and Witches Bog

These raised bogs are relatively little affected by human activities – mounds and small lakes, pine groves, in some places exist alongside with the traces of civilization activities – peat extraction sites, melioration ditches. The bogs are separated from one another with an inland dune ridge – the Green dunes, covered with rather old pine

forests. Protected bird species live in the bogs – crane, wood sandpiper, grouse, golden plover, osprey (1–2 couples nesting), wood grouse, fern owl (in the Witches marsh – the greatest density of fern owls in KNP), great shrike. Amphibians: brown garlic toad (in the Green Bog). Reptiles: sand lizard. The Green Bog's peat extraction sites are feeding places for bats. The Witches Bog has an interesting geological object – sulphur ponds (sulphur springs come to the surface, forming ponds). Also the Witches Bog has a mineral soil peninsula, covered with an old pine forest.

A historical World War I road is situated in the direction from Antiņciems to the “bog rose” (it does not coincide with the present-day Antiņciems road!). The Green Bog has historical peat extraction sites.

Present use in tourism and recreation. Green dunes are a popular place for the local inhabitants' walks, as it unites different interesting landscapes – bogs and forests on dunes, as well as their intersections. In 2012, a bicycle road will be built from Kēmeri, over the Green dune to Antiņciems. A nature trail to the Sulphur ponds situated in Witches Bog was built in 2003. The marshes are used for gathering of berries, mushrooms (by the inhabitants of Kēmeri, Kauguri).

Tourism potential. Both bogs are picturesque, and in some places they can be seen from the Green dune road and Antiņciems road. In the Witches Bog there is a mineral soil peninsula, covered with an old pine forest, which could become a sightseeing object for small tourist groups. However, the regulation of the visitors' behaviour must be thought about, in order not to damage the sulphur ponds – then the Sulphur ponds path could be opened for public.

Sensitivity and access limits. Raised Bogs are very sensitive to trampling, therefore the Green Bog and Witches Bog should be viewed from the roads – the one across the Green dune and Antiņciems road, or tourists must be taken there in small groups and each time along a slightly different route.

Interpretation. Formation of raised bogs, special plant and animal species, adapted to the life in raised bogs, cultural history, formation processes of sulphide mineral waters (in the Witches Bog).

3.1.4.3

Pušu Bog and Lake is situated to the West from Kaņieris Lake. Pušu Lake is a very small and shallow lake (7.0 ha) adjacent to the Pušu Bog, covering an area of 1.1 ha. Possibly, it was formerly a part of Kaņieris Lake. The lake features a thick layer of mud, covered by approximately 5 cm of shallow water. A protected plant species – the great fen sedge is growing on the banks of the lake. On the eastern side of the lake, a raised bog with pine-trees has formed, and the common bog myrtle is abundantly growing there. The Pušu bog and lake currently is not used for tourism and recreation, and it is not planned to use it for these purposes.

3.1.4.4 Kūdraines Lake (Kugrainis) and Ogu (the Berry) Bog

Situated in the far N of the Kēmeri NP, covering an area of 11.0 ha Kūdraines Lake is crossed by a border between rural municipalities that is the historical border Kurzeme Duchy. Kugrainis is a lake poor in nutrients, and an open raised bog (2 ha) is surrounding the lake. A protected plant species – the great fen sedge – is found to be growing in the lake. On the lakeshore and in the surrounding forests, the common bog myrtles are growing. The key value

of the place is its wilderness and the rare habitats that are found there. The Berry Bog does not have any melioration ditches, however there are some in the nearby area, which possibly is the reason for the rich growths of the common heather. The bog is the feeding site for the black stork. Also pond and bog frogs can be seen here. It is a scenically appealing territory.

Current Use in Tourism and Recreation. Cranberries are picked in the bog and the lake is used for fishing.

Tourism Potential Even though the Berry Bog and Kūdraines Lake make a scenically attractive territory, it is nevertheless comparatively difficult to access these objects and the bog scenery can be observed from the plank-way in the Big Moorland of Ķemeri and the Raganu (Witches') Bog, which is why tourism development in this bog is not planned.

3.1.4.5 Labais (the Good) Bog, Sloka Bog (Kūdras (the Peat) Bog), Vecais (the Old) Bog

These are degraded raised bogs, in which the effect of melioration and peat-milling is so extensive that their regeneration is practically impossible. These are the nesting grounds for protected bird species – the big bittern, wood sandpiper, crane, western marsh-harrier (in the Labais Bog), and in the peat-milling fields, the Savi's warbler has been heard. Likewise, this territory is the home for a protected snake species – the smooth snake (not poisonous), it is the otter migration route, and beavers are making dams on the Jāņupīte stream. In the Sloka Bog, on the vertical slopes of peat excavations, a particularly protected species of lichen – cup lichen (*Cladonia incrasate*) – has been found, and it is the only place in Latvia, where it is growing. The Small Moorland is another of the degraded raised bogs. It is situated in the area of Smārde and the peat miller village is still partially preserved next to it.

All of the mentioned bogs were historically used for peat-milling. On the N side of the Labais Bog, a village with a store once stood, where “you could even buy vodka for hunting”.

Current Use in Tourism and Recreation. Local residents fish in the peat-milling fields. In 2007, a cycling route Ķemeri – Kūdra – Ķemeri was set up, and it takes the cyclists around the Sloka Bog. In 2011, the section Kūdra – Ķemeri through the reinforced concrete factory was closed up, because the factory territory is rather disarranged and the road further on through the forest is too damp.

Tourism Potential

The cycling route of Lake Sloka could be improved by building resting sites. It should be considered to close the section from Sloka Lake to Kūdra for motor vehicle traffic. Likewise, it is necessary to think about a route extension so that the cyclists could return back to Ķemeri, for instance, along the northern side of the Seklais (the Shallow) Bog, but it would require a pedestrian crossing across the Ventspils highway (A10). It is not planned to use the Labais Bog in tourism in the upcoming five years. However, an extension for the cycling route “the forest circle” could be arranged on the road that goes along the peat-milling fields of the Small Moorland, where during the summer water-lilies are blossoming abundantly.

Sensitivity and Accessibility Restrictions Also the partially dug-off raised bogs are wet, difficult to access places, sensitive to trampling and can be observed better from the roads (or special infrastructure – plank-ways – must be set up to see these sites).

Interpretation. Historical peat-milling, sustainability, bog lakes (Akacis), birds.

3.1.4.6 Transitional Mires

Transitional mires are found only fragmentarily next to Lake Melnezers, Putnu (Bird) Lake, Slokas Lake, and on the NE edge of the Great Ķemeris Raised Bog.

Tourism Potential The transitional mires cannot be used as a separate tourism object. If a road or a path leads along them they can be included in a tourism routes as a point of interest.

Sensitivity and Accessibility Restrictions Transitional mires are wet areas sensitive to trampling and are better seen from roads (or special infrastructure – plank-ways – must be set up to see these sites).

Interpretation. Formation of bogs.

3.1.4.7 Fens

Fens in ĶNP are scattered covering small areas around Kaņieris Lake (on the SE bank, SW bank, peninsula of Rieksti), SE bank of Dūņieris Lake, on the side of the railroad near from the Sloka railroad station, in division 27 of section 146 of the Valgums Forestry Department. The calcipherous fens are rare and protected in Latvia and Europe alike. In these mires, junipers are growing, and there is a wide variety of orchids. The early marsh orchid, pale early marsh orchid, flecked early marsh orchid, marsh helleborine, yellow widelip orchid, and the fragrant orchid grow here. Alongside the orchids, the fens are the habitat for other protected and interesting plants: the bird's eye primrose, common butterwort, common bog myrtle, Buxbaum's sedge, great fen sedge, Estonian saussurea, rusty bogrush, and rare moss species. During the orchid blossom period, the bog scenery is aesthetically very appealing.

Current Use in Tourism and Recreation. The fens of Ķemeris NP are not used in tourism and recreation, however several tourist trails go along these mires.

Tourism Potential The grass bogs can be an interesting tourism object, because they are peculiar and rarely seen. They are particularly attractive during the orchid blossom period. They could be included as separate points of interest in the existing tour routes (in the Riekstu peninsula, Kaņieris castle-mound trail). However, it must be borne in mind that not far away, in the Engure Nature Park, an orchid trail has already been set up. Furthermore, the fens, which are in near proximity to the tour routes, could be included in the special tour routes for nature enthusiasts.

Sensitivity and Accessibility Restrictions Fens are very sensitive to trampling, therefore it is best to observe them from the existing roads (if roads run along the bogs) or special infrastructure (plank-ways) must be set up to see these sites. The fens to be presented to tourists are those, which are on the sides of already existing roads and trails – on the Riekstu peninsula and along the Kaņieris castle-mound trail. Tourism development in other fens is

not permissible. Presentation of the rare orchid species must be planned with great care, to protect them from being stolen.

Interpretation. Fens as a unique habitat, how they differ from meadows, specific plant species.

3.1.4.8 Springs

Two of the most notable spring outflow sites are found in the area of the Lustūžkalns Hill.

The first of them is situated in district 14 of section 74 of the Valgums Forestry Department at the foot of the hillock, where the biggest and strongest springs come up, smaller springs are found slightly further away. Rare and protected plant and moss species are growing in the area of these springs: the common spotted orchid, liverwort *Trichocolea tomentella*, *Ontario rhodobryum* moss.

The second most notable spring outflow site is situated in district 9 of section 113 of the Valgums Forestry Department. It is a peculiar spring outflow site. As a result of spring activity, approximately 1 m tall, 8x8 m large raised terrain section made of peat and spring calcium has formed.

Current Use in Tourism and Recreation. Close to the first of the mentioned springs, is an illegal/unofficial recreation site – “the totem site”, used by an unknown group of people.

Tourism Potential The springs could be an interesting object to visit, but the visits must be balanced with protection and costs of improving the site, because the spring outflow site is a very damp area, sensitive to trampling and it would be necessary to set up special infrastructure to see the sites. Improvement of the first spring outflow site for tourism needs could be considered in the upcoming planning period, if it can supplement a certain sufficiently frequently used tourism route.

Sensitivity and Accessibility Restrictions Springs and their surroundings are very sensitive to trampling, felling of trees and cutting bushes, as well as to removing trees sunk in the spring. Additional infrastructure should be set up to see them, which would accordingly alter and impede the running of the spring. The first of the mentioned springs could be improved in time subject to conducting an inspection beforehand regarding the permissible activity and potential gains, however no tourism-related development is permissible at the site if the second spring.

3.1.4.9 Fens around Sulphur Springs

Spring bogs form in the areas where the underground waters come to the surface. In the places where sulphur springs flow out, vegetation typical for calciferous fens is found, because the spring water is also rich in calcium. Together they form a unique complex, which is extremely rare in Latvia and even on the European level. The most interesting spring bogs near the sulphur springs are found in the Raganu (Witches’) Bog and next to Lake Dūņieris.

The sulphur springs in the Raganu Bog: interchanging open water ponds, where light yellowish sulphur sediments can be seen and where the common great bulrush is growing, and minor lowlands overgrown with moss have formed. At places, extensive areas in the lowlands are covered in great fen sedge. The moss (sphagnum) knolls have formed islets among the sulphur springs, on which species typical for raised bogs are growing: cloudberries,

bog rosemary, common heather, as well as common pine, bog birch, and junipers. Nearby, closer to where the springs come up to surface, such calcium-loving protected plant species as bird's eye primrose, common butterwort, and rusty bogrush are growing.

Sulphur springs in Lake Dūņieris take up an area of a couple of square metres. Down a slightly sloping bank, they flow into the lake. At the place, where the springs come to the surface, there are few plants, but next to it, a grass bog has formed, in which several protected plant species are growing: rusty bogrush, great fen sedge, bird's eye primrose, common butterwort.

Current Use in Tourism and Recreation. Since the time when the national park was established, the visitors have made a path in the Raganu Bog leading to the sulphur ponds, that way having trampled down the bog. In 2003, a wooden plank-way was set up there and a parking lot at the beginning of the plank-way was arranged. Since it was found that the visitors are regularly stepping into the spring and therefore damaging them, the Sulphur Pond plank-way was removed from all informational materials of the national park and can now be seen only together with a guide.

Tourism Potential – the sulphur spring outflow sites in the bogs are a unique and interesting object. It is necessary to find ways to regulate the visitors' behaviour, so that the Sulphur Pond trail could once again be open for a broader public. The sulphur spring outflow sites next to Dūņieris Lake are too difficult to access and their opening for visitors cannot be justified from the perspective of protection.

Sensitivity and Accessibility Restrictions Since the Sulphur Ponds are located in a raised bog, which is very sensitive to treading down, it is necessary to maintain plank-ways to visit them. In order to open the object for visitors, a way must be found, how the springs can be protected from trampling. If the object is opened for visiting, it should be implemented very gradually – at first by setting up a directional sign on the roadside, but not posting the information online, if possible, by setting up a surveillance camera.

3.1.5 Forests

There are many different types of forests within the Ķemeri National Park

Pine forests. Found in large areas on sandy soils (mostly close to the sea) and on wet peat soils of Ķemeri NP. It is an important nesting habitat for such protected bird species as nightjar *Caprimulgus europaeus*, stock dove *Columba oenas*, black woodpecker *Dryocopus martius* and tengmalm's owl *Aegolius funereus*.

Predominantly spruce-tree forests. Relatively widely represented in Ķemeri National Park. It is an important nesting habitat for such protected bird species as threetoed woodpecker *Picoides tridactylus*, black stork *Ciconia nigra* and lesser spotted eagle *Aquila pomarina*.

Mixed forests. Widely represented in Ķemeri NP. High density of different bird species. An important nesting habitat for such protected bird species as black stork *Ciconia nigra*, lesser spotted eagle *Aquila pomarina*, white-backed woodpecker *Picoides leucotos*, middle spotted woodpecker *Picoides medius*, black woodpecker *Dryocopus martius*, grey-headed woodpecker *Picus canus*.

This forest type is included in the annex of EU Habitats Directive as a habitat type “Western taiga”, subtype “Natural old mixed forests”. The distribution of the habitat is best characterised by distribution of woodland key habitat “Mixed coniferous-deciduous forest” which occupies 75 ha of the landscape protection zone of the National Park.

Semi-natural deciduous forests are preserved to a different degree throughout the territory of the National Park. An important nesting habitat for protected bird species – black stork *Ciconia nigra*, lesser spotted eagle *Aquila pomarina*, white-backed woodpecker *Picoides leucotos*, middle spotted woodpecker *Picoides medius*, black woodpecker *Dryocopus martius*, grey-headed woodpecker *Picus canus*.

Broadleaved (mostly oak) forests occupy small areas in the southern part of the Çemerî NP and around Çemerî. An important nesting habitat for protected bird species – black stork *Ciconia nigra*, middle spotted woodpecker *Picoides medius*. It is included in the annex of EU Habitats Directive as a habitat type “Sub-Atlantic and medio-European oak or oak-hornbeam forests of the *Carpinion betuli*”.

Swamp forests are distributed mainly around raised bogs and in transition mires. An important nesting habitat for such protected bird species as black woodpecker *Dryocopus martius*, stock dove *Columba oenas*.

Broadleaved swamp forests. The more significant areas of the habitat are found in the part of Çemerî NP bordering the Lielupe River (Kalnciems swamp forest), around Çemerî, around Sloka Lake, in the region of the Slocene River mouth. Some small areas are distributed also through the rest of the national park area. It is an important nesting habitat for such protected species as white-backed woodpecker *Picoides leucotos*, middle spotted woodpecker *Picoides medius*, threetoed woodpecker *Picoides tridactylus*.

The most valuable **deciduous swamp forests** from nature protection point of view are the ones in the areas selected as sample territories of swamp forests – Slocene, Sloka, Kalnciems, the Big Moorland of Çemerî, and Vēršupīte stream. Swamp forests as such are not rare in Europe, but most of them are strongly affected by human activities – forest management, drainage – and they lack the key elements for supporting biological diversity.

In the Çemerî National Park, gradient forests (on slopes), burnt forests, beaver-affected forests, and windfalls are found.

Current Use in Tourism and Recreation. During the second half of the summer season and during autumn people pick mushrooms and berries in all forests of ÇNP, which can be entered, while leaving trash behind. Local residents and sanatorium guests are enjoying walks in the coastal forests. In the black alder swamp forests, which are among the highest value forests in the Çemerî National Park, two nature trails have been set up – the Black Alder Swamp Forest Plank-way and the Trail of Sloka Lake. In the area of Lake Valgums and Lustūžkalns Hill, SIA “Valguma Pasaule” has marked and is maintaining three cycling routes on the existing forest roads. In 2010, on the “Traveller’s Day”, the visitors were offered the option to go on a trip in beaver-affected forests and in burnt forests. This activity gained positive feedback.

Tourism Potential. From the survey results and taking into account the visitors’ questions at the information centre, it can be concluded that one of the most popular activities in ÇNP are open-air walks. Up to now, plank-

ways in the national park have been set up mostly in the wet habitats – in the damp forests and bogs, where building and maintenance costs a lot, but relatively short time can be spent there. The plank-ways ensure an opportunity to see unique and rare habitats, but they could well be extended with up to 10 km long walking trails on the existing forest roads. The most attractive types of forests for walking could be dry, sparse forests with sections of old pine-trees and oak-trees. To investigate forests that are most suitable for walking and cycling, an assessment of forests of the Ķemeri National Park was performed, taking into account the following criteria: they are dry forest types (no additional costs for plank-ways), they are accessible on forests roads and there are no nests of eagle and black stork and known animal dens (wolves and others) nearby. As a result of the assessment, a map of the “forests for walking” was prepared (see Annex 2). Overflowing forests in the flood-lands of Lielupe River during the floods could be used for boat-rides (under the supervision of a guide). Likewise, hiking routes in the forests for groups of school-students and youth could be prepared.

Sensitivity and Accessibility Restrictions The wet forest types on peaty soil and the dry forest types on sandy soil are sensitive to trampling. To protect the animals living in the forests, the tour routes should not pass close to the nests of large birds and animal dens (at least 500 m) especially from March till July. Furthermore, various disturbances in the forest should be avoided (e.g., orienteering and other events) during the time, when animals have their young from May till June. Particular attention must be paid to coastal forests, because due to the extensive anthropogenous load, in some areas the soil cover is rather deteriorated. It would be necessary to prepare a more detailed visitors' flow plan for these forests. It would also be necessary to evaluate the visitors' flow and the opportunities to organise the flow during the mushroom and berry picking season. A part of the national park forests are closed to public to keep trash from being dumped in the forest – the barriers should be maintained and supplemented with barriers detaining private vehicles, but accessible for emergency vehicles.

3.1.6 Meadows

Meadows are valuable as the growing place of protected plants, nesting and feeding place of protected bird species, and wild animals' feeding place. Rare insect species dwell there. Meadows form a beautiful landscape. Most meadows, situated in the ĶNP region, are private property (except a part of Dunduri meadows).

In Ķemeri National Park the following meadows are selected as the most valuable from the point of view of nature protection: Lielupe flood-plain meadows, meadows in the Slocene valley and in Čaukciems, Antņnciems meadows, Vecslocene meadows and meadows to the SW from Sloka railway station.

Lielupe flood-plain meadows mostly are wet meadows: high sedge meadows and reedbeds, fragmentarily – moderately wet meadows (with meadows fescue) and moderately fertile meadows (with blue moor grass). The greatest value in these meadows is the blue moor grass meadows, seaside meadows fragments, protected plant species – seaside arrow grass and early marsh orchid. They are the nesting place of corncrake (3–5 pairs) and partridge, feeding place of lesser spotted eagle, Montagu's harrier and hen-harrier, Western marsh-harrier, barred warbler.

The main value of Slocene valley and Čaukciems meadows are **meadow habitats rare** in Latvia – blue moor grass meadows and purple moor grass meadows, rare plant species – fragrant orchid , early marsh orchid, Buxbaum's sedge, sweet gale, rusty bogrush, swallowwort, as well as the nesting corncrakes.

The main value of Antiņciems meadows are their natural state, rare meadow habitats – meadows with blue moor grass, protected plant species – knapweed broomrape (a parasite on knapweed), *Gladiolus imbricatus*, potential noble trees in the meadows – oak and lime, nice landscape.

The main value of Vecslocene flood-plain meadows are large areas of a meadow type, rare in Latvia – meadows with purple moor grass, as well as the growths of sweet gale, rare in Latvia. Some protected plant species also grow in these meadows – *Gladiolus imbricatus*, fragrant orchid , rusty bogrush, early marsh orchid, Buxbaum's sedge, marsh euphorbia. Barred warbler and red-backed shrike nest in the section from lake Slokas to Lielupe river.

In the meadows and grass marshes to the SW from Sloka railway station the main values are meadows with purple moor grass, blue moor grass meadows, grass marsh with rusty bogrush and protected plant species, growing there: early marsh orchid , fragrant orchid, sweet gale, rusty bogrush, autumn gentian, common butterwort, swallowwort.

In the Dunduri meadows, after the renaturalisation (meandering) of Slampe river, the renewal process of flood-plain meadows is taking place, and they are grazed, using large herbivores – Konik horses and aurochs.

Present use in tourism and recreation. The most valuable meadows from the point of view of nature protection are little used in tourism and recreation. In 2002 and 2010, meadow days were organized in KNP. In 2010, they were held as a bicycle trip and excursion, accompanied by a guide, who told about the differences between natural and cultivated meadows and showed different meadow plants.

Tourism potential. Meadow plants and insects can be an interesting sightseeing object with a guide. But it must be taken into account that meadows are very sensitive to trampling and they blossom a very short time. Some organizations have shown interest in camping in tents in the (dry) meadows during hiking. In the most valuable meadows from the point of view of nature protection, during the meadows' blossoming, it cannot be allowed, but it should be evaluated in which meadows, less valuable from the point of view of nature protection, it could be allowed after mowing. Meadows are a good bird watching place (especially Dunduri meadows).

Sensitivity and access limits. Meadows are extremely sensitive to trampling, especially during blossoming; birds, nesting in the meadows, also are sensitive to disturbances, therefore meadows should be best viewed from the existing roads. Also, thinking about showing visitors some beautiful, protected plants (orchids), only one of their growth places should be selected, which is situated in a relatively safe place – for example, on a private land, where the owners live constantly. In those meadows which are managed, using grazing with large herbivores (Konik horses and aurochs) and mowing, entering the pasture-ground is forbidden for safety reasons.

How tourism can help in protection? Visitors and tourists could take part in cutting down bushes and mowing of meadows, learning about the traditional meadow management methods (several consecutive activities could be

held, necessary for the management of one meadow – mowing, swathing, ricking). Visitors also could be involved in the counting of corncrakes (at night).

3.1.7 Plants

The most valuable protected plants in the KNP territory are lady's-slipper orchid, common yew, knapweed broomrape, Estonian sawwort, bog twayblade, marsh euphorbia, *Gladiolus imbricatus*, floating bur-reed (water plant), maidenhair spleenwort, sandy esparcet, ramsons and inundated club moss.

Present use in tourism and recreation. Specially protected plants are not widely used in tourism and recreation. Pictures of orchids and *Gladiolus imbricatus* are used in KNP presentation materials. Other plants also are used relatively little – several pictures of plant species are placed on the Forest path, Black alder swamp-forest plank-way and lake Slokas path. On Meadow Day, the visitors are told about meadow plants. In the territory of Kemer NP and outside it local people gather flowers for bouquets (also for sale), berries – blackberries, red bilberries, cranberries, cloudberries – for food: making of jams, freezing, wines, infusions, etc. In springs, birch and maple sap is tapped, which can be used for drinking fresh or fermented. Medicinal herbs are gathered for infusions, birch branches for besoms.

Tourism potential. KNP nature paths – Lake Slokas path, Valgums Nordic walking path, Great Kemer Raised Bog plank-way, etc., could be complemented with information about plants that can be seen there. Plants can serve as an interesting sightseeing object, shown by a guide. The great diversity of plants in KNP can be used for the creation of interesting excursions and activities, without mentioning the protected species or including them very cautiously. The themes could be, e.g., orchids, medicinal herbs, edible wild plants, marsh plants, trees (in summer and in winter), meadow plants, parasitic plants, insectivorous plants. Also the traditional plant processing methods – making of jams, drying of herb teas – could be included in the tourism offer. At the same time aspects of sustainable use certainly must be stressed. Such offers could serve as additional offers at accommodations, but to implement them a special training is necessary. The short blossoming time of the plants should be taken into account when including them in tourism offer.

Sensitivity and access limits. It must be taken into account that, using plants in the creation of tourism offer, they cannot be gathered in large quantities, and the protected plants cannot be gathered at all, and no trampling of meadows is allowed. If the visitors are shown the protected plants, only one of their growing places should be selected, situated in a relatively safe place – for example, on a private land, where the owners live constantly.

3.1.8 Lichen, Moss and Ferns

There are several protected lichen, moss and fern species in Kemer National Park. Most of them are situated in places, difficult to access. Until now, moss was included in the KNP tourism offer as one of sightseeing objects on nature paths. Lichen has gained certain popularity and artistic interest, thanks to the event "Nature Concert Hall" which was dedicated to lichen *Graphis scripta* in 2009. In the creation of tourism offer, the common lichen, moss and fern species could be used, as it is a relatively unknown world, especially, if viewed in a larger magnification. Lichen and moss could be observed also in the time when flowering plants do not blossom – in early spring and

late autumn. When demonstrating lichen, moss and fern species, they cannot be trampled or gathered. It is not allowed to make nature paths in places where protected species grow.

3.1.9 Mushrooms

One protected mushroom species is found in the ĶNP territory – parasitic bolete. Practically the entire accessible ĶNP forest territory is used for gathering of mushrooms in autumn. In ĶNP tourism offer mushrooms are used very little – some mushroom species are mentioned on placards about Black alder swamp-forest plank-way. Every year in Latvia, different mushroom gathering competitions and mushroom days take place. Ķemeru National Park also could be a good place for organizing Mushroom Day – to show mushrooms as one of aspects of nature diversity and tell about the traditional methods of mushroom preparation. Gathering of mushrooms, accompanied by a guide, could be also as an additional offer at accommodations, because the majority of Latvia's inhabitants know mushrooms rather well. As the rare mushroom species, growing in ĶNP, is very hard to find and is not edible, mushroom gathering does not threaten it.

3.1.10 Mammals

It is possible that ĶNP is the home of most mammal species, found in Latvia.

3.1.10.1 Wolf

5–6 wolves (one family) live in the ĶNP territory. Wolves are not used in the tourism offer. As wolves are rather popular animals with controversial reputation, with time they could be included in the tourism offer – it is one of those animals, whose footprints can be observed in snow, the animals themselves could be observed in Dunduri meadows in twilight (probably a hiding-place should be built). Observation of wolves (and also other animals) cannot organize in a reserve area and near their lairs. Interpretation – natural processes and balance in nature.

3.1.10.2 Lynx

2–3 lynxes live in ĶNP. At present lynxes are not used in ĶNP tourism offer. Their image in the people's perception is a little more positive than that of wolves, but they are harder to observe. When looking for animals' footprints in the snow, there is a slight chance to see also lynx's footprints. Restrictions and interpretation is similar with wolves.

3.1.10.3 Beaver

At least 400 beavers live in ĶNP – they are common and relatively easy to observe. Local people regard them rather negatively, but visitors (especially from abroad) – positively. The best beaver watching spots have been included in ĶNP tourism offer already for many years. The existing offer could be complemented with guided beaver watching excursions in summer and in winter (in winter, together with tracking other animals' footprints). As in certain areas of the park beaver hunting is allowed, beaver meat dishes also could be included in the tourism products and services. In the interpretation, it is important to stress the beavers' role in maintaining nature diversity.

3.1.10.4 Otter

There are about 20–30 otters in the territory of ̘emerı NP. Otters at present are not used in the tourism offer. They are very cautious animals and relatively hard to observe – it is easier to observe the traces of their activities in summer and in winter. It could be included as one of elements in a larger offer – traces, left by forest animals in summer and in winter. Restrictions are similar as with wolf and lynx.

3.1.10.5 Bats

Eight bat species are found in the ̘NP territory. All bat species are protected, but the most rare and endangered is the pond bat, whose one nursing colony (40–70 bats) is found in the National Park. The public attitude towards bats is very diverse. In ̘NP, an annual educational event "Bat Night" has gained great popularity. It is held since 2000, and usually attended by 100–200 people. Bat watching could be offered also to groups – but specially trained guides are needed for that, as well as special equipment – ultrasound detector, battery. The best observation time is May – end of July, best of all in July, at night. One of the best bat watching spots is park of ̘emerı sanatorium. When creating bat watching offers, it is important not to publicize the colonies and wintering places. The exception could be one colony in a relatively safe place, where the visitors could be involved in the counting of bats, when they are flying out to feed. In the interpretation it should be stressed that old trees with hollows are necessary for the bats' and a positive image should be created (they eat gnats).

3.1.10.6 Other Forest Animals

̘NP is also the home of does, hares, polecats, squirrels, badgers, ermines, weasels, elks, red deer, wild boars, foxes, pine martens, racoon dogs, American minks and muskrats. At present they are not used in the tourism offer, but an offer could be created to observe the footprints and other traces, left by these animals, in summer and in winter. These footprints should be best observed at roads and paths, it is important not to take visitors near lairs, not to disturb the animals when they are having their young from May till June, as well as during the mating time in autumn. It must be remembered that it is dangerous to be in forest during hunting. Children could be offered an activity to clean snow from the roe deers' sleeping places. In the interpretation, stories about the animals' life and habits could be used, it is important to explain the relations between hunting and natural processes.

3.1.10.7 Wild Horses and Cattle

Konik horses and Heck cattle are used for grazing Dunduri meadows and southern part of Lielupe flood-plain meadows. Visitors can watch them in Dunduri meadows, where an observation tower is erected with informative placards. Entering the pasture-ground and feeding the animals is not allowed. In addition to the existing interpretation, it would be important to tell about the animals' feeding in winter, the differences between domestic and wild animals, natural processes (incl. the dead animals). Hay, gathered during the Meadows Day, could be used for feeding wild horses and cows in winter. To diminish the visitors' wish to get closer to the horses, information about the nearest horse rental could be placed there.

3.1.11 Birds

In 2006, 255 bird species, 189 of them nesting, were registered in the KNP territory. The nesting of 177 species is proved. Kemer National Park (lake Kaņieris and Great Kemer raised Bog) is an internationally important rest place for migratory birds. The most significant protected bird species in KNP are black stork, lesser spotted eagle, white-tailed eagle and corncrake. Bird watching in Kemer National Park is offered to the wider public, to special groups with disabilities and to bird watchers. For the wider public, Kemer National Park holds spring and autumn Bird Watching Days, in co-operation with Latvian Ornithological Society and migratory birds' welcoming festival in co-operation with Jūrmala city council. Since 2010, bird listening evenings are held in spring, in Kaņieris bird tower. In early spring, Kemer National Park Foundation offers owl excursions (at night), which are offered for a fee. Also free bird listening excursions are offered to blind and visually-impaired people. KNP territory is visited also by bird watchers from abroad –individually, and in groups with or without guides. Unfortunately, the total number of bird watchers is not known. Bird species, which are the most important for bird watchers, are already mentioned protected species, as well as the rare woodpecker species (white-backed woodpecker, three-toed woodpecker) and pigmy owl. The best bird watching spots are lake Kaņieris (migratory waterbirds, white-tailed eagle), Great Kemer Raised Bog (bog birds), Dunduri meadows and Odiņi polder (corncrake, lesser spotted eagle, black stork), the mouth of Starpiņupīte river (migratory wading birds), Kemer sanatorium park and Odiņi marshland (rare woodpecker species). Best time for watching of rare species are – black stork: best June (April – end of July), lesser spotted eagle, white-tailed eagle: best July (April – end of July), corncrake: mid-May – summer solstice, white-backed woodpecker and pigmy owl: March – April. Migratory waterbirds are the most beautiful in spring (in winter feathers), and they can be observed from the melting of ice till mid-May, they can be seen also in autumn from end of August till October. The best time to watch migratory wading birds at Starpiņupe river is end of August till beginning of September. From the point of view of protection, the information about nesting places of black stork and eagles must not be disclosed. No activities are allowed in the vicinity of nests, especially during nesting. Nesting times: black stork: April – July, lesser spotted eagle: April – August, white-tailed eagle: February – August, spends time in the vicinity of nests all the year, corncrake: May – August. This information must be given also to the tourism entrepreneurs in KNP region.

For the wider audience, the most interesting happenings for bird watching with a guide are spring and autumn migration. During the spring migration in April, migratory waterbirds can be watched and listened to all day long, flocks of geese over the fields, small flocks of cranes. During the autumn migration, flocks of cranes can be watched all day long from the end of August till September, flocks of geese can be watched from the end of September till October.

KNP bird watching offer for the wider audience could be complemented with involving visitors in the counting of birds. Listening to corncrakes and counting them could be offered in summer evenings and nights from mid-May till summer solstice and counting of geese in October, at sunset.

3.1.12 Reptiles

Six out of seven reptile species, found in Latvia, live in KNP: viviparous lizard, sand lizard, slowworm, grass snake, viper and a specially protected snake species – copperhead. Most people's attitude towards snakes is negative (except some particular nature lovers), grass snakes are perceived a little better than vipers. Lizards are perceived

slightly positively. On the one hand, the mission of emer NP would be to form a more positive image of reptiles in the eyes of the public. On the other hand, warning must be given not walk barefoot on the raised bog plank-way and in other places. The information about the dwelling-places of copperhead and grass snake must not be disclosed.

3.1.13 Amphibians

NP is the home of running toad, common toad, green toad, brown garlic toad, pond frog, marsh frog, common frog and crested newt. Until now, amphibians are not used in the tourism products and services. People's attitude towards frogs and other amphibians is varied, but listening to the frogs choir in spring could be included in the NP offering its visitors. It could be an educational activity, led by a guide, during which people could learn to tell apart different frogs' voices. It must be remembered that different species have different croaking times – from April till mid-June. From the point of view of protection, the information about the brown garlic toad and crested newt must not be disclosed.

3.1.14 Insects and Other Invertebrates

Insects and other invertebrates in NP are relatively little studied. More than 3000 insect species are registered in the NP territory, but the actual number could be at least three times bigger. 44 of the registered species are protected. Also 58 spider species, and 93 mollusc species, 10 of which are protected, are found in NP. Until now, insects are little used in the tourism offer – *Macrogaster borealis* is included in the informative placard about the black alder swamp forest. Many people like dragonflies, ants, butterflies, bees and bumblebees, grasshoppers. Some people maybe are afraid of insects and spiders. People dislike ticks, gnats, gadflies, fleas and other parasites. Insects, spiders and snails could be an interesting addition to the interpretation of nature paths. In the interpretation, it would be important to use typical, rather common and pleasant species, which the people could later on observe in nature. In time, guided excursions about certain insect groups could be formed, for example, about dragonflies and butterflies, but for that outside experts would be needed. Bat Night event could be complemented with night insects watching at the light trap, guided by a specialist. As there are lots of gnats and gadflies in the NP territory, the visitors must be warned about it. It could be mentioned in the interpretation that bites of gnats and gadflies improve immunity.

3.1.15 Geological Values

Two main geological values, which were protected already before the foundation of the National Park, are inland dune rows – Kru mountains and Green dunes (they mark the ancient coast of the Littorina Sea; covered with dry pine forest and create a pleasant landscape) and the region of formation of sulphide mineral waters situated under the Great emer Raised Bog and Witches Bog.

The construction of bicycle route is started on the Green dunes, and the geological origins of this place must be included in the interpretation of the bicycle route. In the longer-term perspective, a nature path or route is planned for Kru mountains as well. Both dunes are very sensitive to trampling (followed by erosion), therefore, creating tourism routes, stairs and different coverings, preventing it, must be provided for.

The formation process of sulphide mineral waters is explained in the Sulphur pond path. But the very fact that the sulphur waters formation process takes place in ĶNP, is related to specific geological processes, which have formed the foundations of ĶNP. The formation of the ĶNP territory from the geology point of view until now has not been explained to the wider public. Geological processes are not easy to explain, as they often are invisible, but, explained convincingly, they can reveal surprising interconnections. Therefore in the perspective, the inclusion of geology into nature education and tourism products and services should be considered.

3.1.16 Unused Tourism Potential of Nature Values

Despite the fact that many ĶNP nature values are used in the creating and improving of the tourism offer, there still are many unused possibilities. The most important of them are:

- Foot and bicycle paths along forest roads (see map of tourism potential of the forests) especially:
 - along the coast
 - along inland dunes (Zaļā (Green) Dune and Krāču (Riffle) Hills)
 - routes exploring sulphide mineral water springs
 - routes for watching lichen, moss and ferns with magnifying glass and with or without a guide
 - hiking routes for schoolchildren (along forestry roads and trails).
- Events:
 - Mushroom Day (gathering mushrooms, learning about mushrooms, cooking mushrooms)
 - Several events for mowing one meadow, to follow through the management process (the hay could be used to feed Konik horses during the winter)
 - Events at lake Valgums – bat watching, interpreting landscape etc.
- Rest places at the lakes (lake Slokas, Valgums, Melnezers, lake LiliĶas, lake Akacis).
- Boating – Vecslocene, sea, Lielupe, also VēršupĶte river should be checked for boating possibilities.
- Watching of nature processes:
 - Spring floods in Slampe river and black alder swamp (explore the possibilities for boat trips to black alder swamps along Lielupe during spring floods)
 - Bird migrations
 - Marsh marigold blossoming in the black alder swamp

- Bird watching for specialists – must be promoted more, two more towers could be built at lake Kaņieris (at Zālīši and Andersala) and several hiding places could be constructed (at Dunduru meadows and lake Kaņieris).
- Guided excursions for small groups:
 - Beaver watching and eating – all year long! Guides: local businessmen, rangers, foresters and hunters.
 - Mushrooms and mushroom gathering and cooking. Guides: local businessmen, rangers, foresters, hunters, biologists.
 - Bat watching. Guides: biologists.
 - Excursions to the forested islands of Raganu Bog and Great Ķemeri Raised Bog. Guides: rangers, biologists.
 - Guided bird watching trip by boats in lake Kaņieris.
 - Animal watching (from a hiding-place). Hiding places could be built in Dunduri meadows and at Kaņieris Lake. Guides: hunters and foresters, biologists, rangers.
 - Animals' footprints in winter. Guides: hunters and foresters, biologists, rangers.
 - Meadows (differences between cultivated and natural meadows, plants, medicinal plants, insects,). Guides: guest-house hosts, biologists.
 - Dragonflies and other insects on waters. Guides: biologists.
 - Plants (orchids, edible plants, medical plants, trees in summer and winter, parasitic plants, insect eating plants, traditional methods of preserving and using plants – teas, jams, tinctures. Guides: biologists, guest house owners.
 - Night insects watching – during bat night etc. Guides: biologists.
 - Excursion to the flooding created by beaver. Guides: biologists, rangers.
 - Listening to the frogs choirs. Guides: biologists.
 - Bird listening. Guides: biologists.
- Involvement of visitors in nature protection:
 - Participation in counting of birds – corncrake counting, geese counting.
 - Participation in meadows management – mowing and bush cutting.

- Putting stones into the rivers
- Cutting *Rosa rugosa* in coastal forests
- Counting bats at a colony
- Cleaning snow from sleeping places of roe deer (for children)

3.2 Cultural History Values

Ķemeri National Park keeps the traces of human activity from different epochs, because part of its territory has been intensively inhabited. From the cultural history point of view the territory of ĶNP can be divided into several regions with different cultural history: seaside villages, Ķemeri and rural areas (Smārde, Slampe, Džūkste, Valgunde, Kalnciems). First the description of cultural history values contains brief descriptions of material culture monuments of national and local significance, and other interesting objects, followed by the intangible culture heritage.

3.2.1 Seaside Villages

3.2.1.1 Siliņupe Settlement

One of the oldest Stone Age settlements in Latvia.

In 1954, during archaeological digs on the banks of Siliņupe river, a Neolithic settlement of fishers and hunters was found, which was inhabited as early as in 3rd–2nd millennium BC. Later the settlement was abandoned because of paludification.

Despite the status of cultural monument of a national significance, Siliņupe settlement really was not protected, just the opposite – its territory was given over for vegetable gardens, and only in late 1980-ies new digs were made and on 18 May 2000, a memorial stone was unveiled.

Present condition: The site is marked with direction signs from the motorway. A memorial stone is erected, greenery is planted. In archaeologically unexplored part of the settlement, the cultural layer has still preserved, containing important evidence of the inhabitation of the territory of Latvia and material and spiritual culture of the Stone Age.

3.2.1.2 Kaņieris Hillfort

In the SW part of the lake Kaņieris an object is situated which is taken under the state protection, but the researchers still disagree about whether it is natural or man-made. It was first discovered by V. Dēriņš in 1867. E. Brastiņš characterized this hillfort as very unusual, because it is situated very close to the sea, in a boggy and low place. The hillfort is 3 m high and 25 m long. Archaeologically it is not explored.

Legends tell that pirates used to stay here, making fires in order to disorient sailors and cause the ships to run aground so they could be robbed.

In 2003, a nature path was made, leading to the hillfort (built by the local municipality with the support of Latvian Environmental Fund), in 2009 it was closed because of its poor technical condition. Reconstruction of the path is planned for 2012.

3.2.1.3 Paugas Medieval Burial Ground

It is situated at the left side of Rīga–Mērsrags motorway, at "Paugas" homestead. During 1920-ies and 1930-ies, in the territory of the cemetery bones and a skull with yellow hair were found, as well as stone axes, bronze spearheads, bracelets, brooches, strings of beads, and silver and copper coins. At present the monument actually can be seen as a 10 m long dune.

Present condition: This archaeological object is destroyed by about 85%, because during the Soviet regime, when a missile army division was deployed in Ragaciems, it was dug off and the earth, containing cultural layer, taken away to use in construction works for surface missile base.

Later on, the fishers' collective farm "Selga" divided parts of the levelled territory for building plots.

3.2.1.4 Memorial Site of the Battles of Finnish Jägers

Wishing to fight against Russia and using the consent of Germany to train the Finns, in May, 1916, the Royal Prussian 27th Jäger Battalion was formed from Finnish volunteers. In order to acquire battle experience, the battalion was sent to the Eastern front in Courland, present-day Latvia's territory. In co-operation with the Embassy of Finland in Latvia, a memorial sign was erected on 9 December, 1997, in the place where during World War I, battles were fought with the participation of Finnish Jägers. The memorial sign – memorial stone – antitank fortification, brought over from the defence line of Finland's Eastern front – is situated in the "Slow Mile", not far from the turn-off to Tukums, near Ķesterciems village. The monument bears the following engraving: "Here, during World War I, in August – December, 1916, fought the Finnish Jägers".

Present condition: A memorial sign is erected, an informative sign is placed at the side of Sloka–Talsi motorway. There is a photo exposition about the Finnish Jägers in Lapmežciems museum.

3.2.1.5 Sedumi

Sedumi – it is how in older times the fishermen's gathering places were called, where they came together and discussed fishing and making of fishing-tackle, but fishermen's wives and children mended nets in these *sedumi*. All fishing villages had such places, and usually net huts also were built there, where not only nets, but also anchors, buoys and all other essential fishing tools were kept.

The *sedums* of Lapmežciems village is situated in the very centre of Lapmežciems near the sea. In Bigauņciems village, net huts of the *sedums* are washed away by the sea, but *sedums* in Ragaciems village is even better preserved than in Lapmežciems.

Present condition: In Lapmežciems *sedums* three net huts have been preserved, because one has almost fallen in ruins, and another – burned down (fire caused by the local boys' smoking). Some huts have reed roofs, mostly there are slate roofs, or the huts are completely roofless. One net hut is restored, but it is situated in a closed territory, where it can be observed only visually.

Sedums in Ragaciems village is in much better shape – 2 huts have been completely renovated according to authentic traditions, and are used daily by local fishermen, 3 more are being reconstructed. All works are being done by local fishermen, following their own initiative and at their own expenses as a tribute to their ancestors.

3.2.1.6 Lapmežciems museum

The museum offers exposition about fishery, the school's history, everyday life in older times, as well as about the activities of Finnish Jägers in Latvia. There is a room, dedicated to temporary exhibitions. The museum is financed by the local municipality, because it does not earn profit – the entrance is for donations. In recent years, the museum attracts consistent visitors' flow (approx. 1600 per year, including approx. 130 visitors from abroad).

The museum has several museum pedagogy programs: "Voyage into the Past of Our School", "Fishery", welcoming school pupils to learn about the life in older times and fishing traditions.

3.2.1.7 Other interesting objects

Lapmežciems pier

Interesting mostly as a place, because the pier itself is falling to ruins.

Ragaciems fish market

The largest fish sale place in Lapmežciems rural district, where fish, smoked and otherwise processed in Lapmežciems village, are sold. The second largest fish sale place – at "Līgas" homestead in Lapmežciems. There are also several smaller, private sale places in the villages, having indication signs at the roadside.

Ragaciems cemetery

The cemetery has beautiful gates. There is a memorial to local people, killed in World Wars I and II, and also the family members of the poet I. Ziedonis are buried here.

Antiņciems cemetery

Latvian riflemen, killed in World War I, are buried here.

In the territory planning of Lapmežciems district, the **historical network of villages' streets** between the motorway Sloka–Talsi and the sea is recognized as a cultural value, and it is being preserved.

"Rasas" homestead – very well-kept property, boasting several hundred sorts of flower and different coniferous trees.

Old building style: "Buntiņi", "Mikuti", "Paiķi", "Stiebri" homesteads.

The family of artists (in Bigauņciems village, Lapmežciems district) – Olita Gulbe-Ģērmane and Andrejs Ģērmanis – welcome small groups of visitors, they display their paintings and graphics, which can also be bought.

The graveyard of Finnish soldiers, killed in World War I and memorial sign in Klapkalnciems, between the sea and the motorway Sloka–Talsi (on municipality property).

Mr. Fricis Granovskis – one of the very few surviving fishermen, who still takes out coastal fishing licences in Apšuciems. He can tell a lot about fishing.

3.2.1.8 Intangible Cultural Heritage

Literature and museums offer information about local tales and legends, and the traditional way of life, social practices, rituals and celebrations (see the work by IK "Irēnas Jefimovas ekotūrisma aģentūra" "Ķemeru nacionālā parka kultūrvēstures objektu tūrisma kapacitātes novērtējums" – "The Evaluation of Cultural History Object Tourism Capacity of Ķemeri National Park"). Traditional occupations in fishing villages were connected with fishing: making of fishing-tackle, net mending, boat making, weaving of nets and sails, sweep-net sewing, assembling of nets, making tubs for salting fish, and, of course, sale. The peasants and fishermen, living at the seaside, also used to build single mast ships for transportation of firewood and agricultural products in coastal waters. Information about the masters of traditional crafts in ĶNP territory is not yet gathered.

We don't have detailed information about the cooking traditions heritage in ĶNP. Of course, fish often predominated in the menu of seaside villagers. One of the most popular sorts of fish was herring, which often was nick-named according to the season of its catching: ice herring, bird-cherry herring, rye herring. Ice herring was delicious, but big-headed herring – lean and tasteless. As fish was to be taken to market, it was usually salted or smoked. Besides herring, eelpout, plaice, perch, roach were fished. Dried fish was also often used in cooking. Erna Andrece (Ķesterciems "Andrecas"): "Dried cod soup. Put potatoes and dried cod into water and boil. When the potatoes are cooked, cod is ready, too. Add milk, butter or cream, also some spices – laurel leaves, pepper." Dried herring was used for sauce: "clean the herring from skin and fishbones. Make sauce from fat and flour, add the cleaned herring, heat, and finally add sourcream. Serve with boiled potatoes."

In Engure rural district, as well as everywhere in Kurzeme, a special kind of pie *sklandrauši* are very popular. The recipe by Emīlija Lerha (Ķesterciems): "Make dough from rye flour without yeast, make round pies, bend their sides up. Fill with mashed boiled potatoes, mixed with flour or slightly boiled semolina, sometimes pumpkin can be added, boiled together with semolina. Top with carrots. Put six pieces on each pan."

Culture house of Lapmežciems rural district houses a dance-group for middle-aged people "Brīze", led by Juris Poga, and a traditions ensemble "Liedags", led by Ārija Neimane.

Every year in Lapmežciems, as well as everywhere on Latvian seaside, Fishermen's festival takes place. Like all over Latvia, the summer solstice festival also is held – usually with an introductory concert with traditional activities and the participation of local amateur collectives, some days before 23 June. Culture house regularly organizes also other social events, usually connected with modern-day culture traditions.

3.2.2 Ķemeri and Jaunķemeri

3.2.2.1 Ķemeri Resort

In 1838, by the order of the Russian tsar Nicholas I, and with the help of Governor General of the Baltics von der Pahlen, resort authority building and bathing facility with 20 baths were built, and the sulphur spring was equipped. This year is considered as the founding year of Ķemeri resort. The historical part of Ķemeri consists of a built-up territory and a park. Most residential buildings, pensions and summer cottages, built of wood with ornate decorations, were destroyed in war or burned down, many buildings were rebuilt after the war. Present-day buildings mostly date back to 1920-ies and 1930-ies, as well as Soviet times.

3.2.2.2 Ķemeri Park with Park Architecture

The origins of the park are connected with a landscape gardener from Riga Karl Heinrich Wagner, who undertook the improvement works of the park in 1839–1846. Before World War I, the park was formed according to the rules of landscape parks – with a network of winding paths, natural landscape spots and pavilion-type recreation buildings. Several small bridges across the Vēršupīte river, wooden pavilion near the sulphur spring "Ķirzacīņa" ("Little Lizard") were built, "Love Islet" with a wooden pavilion was formed, Ķemeri Orthodox church was erected. Next stage in the development of the park started after World War I, during which the wooden buildings of the resort were burned down. After the war, in 1936, the Ķemeri hotel was built. In front of the hotel, facing the older part of the park, a wide square with lawns and greenery was formed. The park itself was also transformed, as it had suffered damages during the war. There are some architectural monuments of local significance: sulphur spring pavilion and twelve little bridges (one bridge with a stone culvert, one bridge with concrete railing, 10 bridges with metal railing).

On 17 March, 2009, Jūrmala City Council signed a contract with VA "Investment and Development Agency of Latvia" about the project "The Reconstruction and Renovation of Ķemeri Park with Park Architecture". It envisages, with the co-financing of ERDF, to reconstruct and renovate the little bridges, pavilion-rotunda on the "Love Islet", water tower, to install watering systems in the park, to build children's playground, to reconstruct the public toilet, to perform extensive greenery planting, install informative signs and maps, as well as organize different marketing activities. Work on this project has stopped because of lack of financing, but Jūrmala City Council is regularly seeking other alternatives of attracting EU funds to implement restoration works of the Park, as all the technical documents have already been prepared.

3.2.2.3 Hotel, also Former Sanatorium "Ķemeri"

Hotel "Ķemeri" is one of the largest and most impressive resort buildings in Ķemeri. It was built almost directly after World War I, in a neo-classicism style, following the traditions of popular European resorts of those times (Baden-Baden, Nitz, Karlsbad, Santa Moritz, Bath). Architect – Eižens Laube. The architect placed the majestic five-storey building with roof terraces and a central tower in the landscape park. The facade is decorated with different building plastics elements – columns, pilasters, balustrades, cornices etc. The influence of modern art

(functionalism) is reflected by the projective geometrical elements of end facades. The hotel building houses five art monuments of national significance – interior design – in the library, dining-room, hall, vestibule, and “Pink salon”, as well as several art monuments of local significance – three tables, a vase, a table-safe, cupboard with a cooler, furniture set, two sideboards and 11 chandeliers.

Sadly, due to the Soviet times management methods, this cultural history monument was miserably run down. In 1998, the dilapidated building was privatized and bought by a foreign investor. In the end of April, 2004, the privatizer of the sanatorium "Ominasis Italia SRL", later its successor – affiliate company "Ominasis Latvia", concluded an agreement with the world-famous exclusive hotel network "Kempinski Hotels S.A" about the management of the sanatorium and establishing of a 5* hotel.

In 2011, reconstruction works are still underway in the hotel, and no clear information is available as to their completion.

The building is known also as one of principal places, depicted in the film of A. Grauba "Baiga vasara".

3.2.2.4 Restaurant "Jautrais Ods" ("Merry Gnat")

The present-day administration building of Ķemeri National Park was built in 1933, and in those times there was a well-known restaurant "Jautrais Ods", offering its guests exquisite meals and different kinds of entertainment – dancing and cabaret programs, sports activities. The building with a reed roof, created by the architect Fridrihs Skujiņš, is one of the most interesting national romanticism buildings in Latvia. Several art monuments of local significance can be found in the building – interior design of three rooms and two chandeliers. In 1951, a children's sanatorium "Meža māja" ("Forest Home") was established in this building, which operated even up to early 1990-ies. In 2006, the building was reconstructed.

3.2.2.5 Water Tower

Ķemeri water tower is a part of Latvia's industrial heritage. It was built in 1929, designed by the architect Fridrihs Skujiņš. The tower housed reservoirs of drinking water and mineral water, as well as an observation platform for resort guests, which was in use till World War II. Here they could admire the Ķemeri vicinity landscape from the height of 42 metres, and in cloudless weather even see the sea.

Ķemeri water tower is also the oldest water tower in Jūrmala. The volume of drinking water reservoir – 400 cubic metres. In mid-1980-ies, the capital repairs and decoration repairs of the tower were made, but their quality was poor. However, the reservoir, made of high grade Swedish steel, is very well preserved.

Renovation of the water tower is included in the project "The Reconstruction and Renovation of Ķemeri Park with Park Architecture", which is temporarily suspended due to the lack of financing. However, the activities of this project are at least partly included in a new project proposal, which is submitted in a competition of projects within an Estonia-Latvia-Russia cross-border co-operation program. The competition results will be announced in summer of 2011.

3.2.2.6 The Monument to the Founders and Directors of Kemerı Resort

This monument, situated in Kemerı park, was unveiled in 1861. The names of the founders and directors of the resort are engraved on it. The latest inscription is dated with 1944–1955. The appearance of the monument was altered over time.

The monument is built of limestone, in the shape of a tree trunk, with a snake coiled around it. White marble plates are imbedded in the stone, bearing engraved inscriptions. The paintwork is severely damaged, the stone base of the monument is also damaged.

3.2.2.7 Pavilion – Rotunda

In 1928, a new stone pavilion-rotunda, designed by the architect Fridrihs Skujiņš in classicism traditions, called the "Coffee Pavilion", was built on the "Love Islet". Before that, there was a so-called "Russian style" structure, which was destroyed in World War I.

The new building was made as a two-level pavilion-type structure with columns on both levels, metal spiral staircase in the centre, balustrades and a kiosk-type structure on the ground floor. Guests were offered soft drinks, tea and coffee with snacks, music was played. During Soviet times, children's celebrations took place near the "Love Islet".

At present the pavilion is in a state of total disrepair. Its renovation is included in the project "The Reconstruction and Renovation of Kemerı Park with Park Architecture", which is temporarily suspended due to the lack of financing. However, the activities of this project are at least partly included in a new project proposal, which is submitted in a competition of projects within an Estonia-Latvia-Russia cross-border co-operation program. The competition results will be announced in summer of 2011.

3.2.2.8 Kemerı Lutheran Church

Kemerı Evangelic Lutheran church, built in 1897, was the first stone building in Kemerı resort. The idea to build a Lutheran church was in the air already for a long time, but the Russian tsar allowed to build a Lutheran church only after the erection of the Orthodox church. Several art monuments of local significance can be found in the church – organ and three stained-glass ornaments.

Since 2000, the repair works of the church were started, the tower was repaired. In 2001, a new roofing was put on the sacristy, in 2005, the roofing of the entire church was completed. The staircase at the sacristy entrance was restored in 2006. In summer of 2008, the church tower was provided with lighting, in 2010, the church's fence was restored.

Present usage. At present, services take place in the church each Sunday at 10:00 AM, but on weekdays at 8:00 AM – morning prayer and at 6:00 PM – evening prayer. Concerts also are held in the church. With the coming of the young pastor Atis Grınbergs to Kemerı congregation, and his active interest in the attraction of church-goers and inviting Kemerı people and local organizations to co-operate, the church can be expected to become even more open to visitors.

3.2.2.9. Cultural Monuments of Local Significance in Ķemeri

Bathing facility, at 28, Emīla Dārziņa street, it houses also **5 stained-glass ornaments**, which are art monuments of local significance. At present its condition is disastrous, it belongs to the same investor, who is the owner of the hotel "Ķemeri". Nobody knows when the buildings could be repaired.

St. Peter and Paul Ķemeri Orthodox church,

Ķemeri Catholic church

Ķemeri railway station

School building

Sanatorium, 2, Durbes street

Two **residential buildings-pensions**, 3 and 9 Karogu street

Four **residential buildings**: 10, Karogu street, 2, Robežu street, 1, Rucavas street, 13 lit. 2, A. Upīša street.

3.2.2.10 Sanatorium "Jantarnij Bereg"

Sanatorium "Jantarnij Bereg" is situated in Jaunķemeri, preserving Soviet times traditions in its architecture and interior design.

3.2.3 Rural Districts

3.2.3.1 Šlokenbeka Manor Buildings

Šlokenbeka Manor is a fortified manor with a surrounding stone wall with portholes, moat and a lifting gate in the western wall, first mentioned in documents in 1544. Over time the manor was rebuilt for everyday use, because as a fortification it was useless. As long as in the late 19th – early 20th century, a malt drying facility, brewery, distillery and a horse farm operated in the manor, it had a small orchard and cornfields. Therefore the manor buildings complex is supplemented with stables, cart-houses, granaries and cellars. During the 1905 revolution, this manor remained virtually intact. During the agrarian reforms of 1920-ies, the manor was nationalized and given to Tukums forest district. In 1980-ies a complex reconstruction was done. The following architectural monuments of national significance are recognized in the manor: two granaries, small and large cart-house, manor dwelling-house and fragments of the fortification wall with two gate towers and underpass. Also two weathercocks in the manor are recognized as state monuments.

Ownership: Part of the buildings are subleased to the Latvian Road Museum (manor dwelling-house, large and small cart-house) and Engure District Council (Servants building, Northern wing and some premises in the Northern gate tower).

Present usage

About the year 2000, Šlokenbeka manor ensemble was reconstructed, and nowadays it houses a hotel, Latvian Road Museum (more information about the museum – www.ltg.lv/slokenbeka), as well as a cafe, doctors' office, culture house and library. Every year, several concerts and the summer solstice celebrations take place in the territory of Šlokenbeka manor.

The facilitation level of Šlokenbeka manor still needs some improvements, as the gravel road in the courtyard creates dust which inconveniences the activities taking place there, and also the uneven ground of the courtyard encumbers the collection and removal of rainwater which in its turn causes damages to walls and ground-level floors of the building.

The cafe premises at present are managed by SIA "Maķiškals" (owner Daiga Horelika), which manages also a guest-house "Upesloki". Hotel premises at present are not used. Engure District Council is planning to found a municipal agency, which would engage in the attraction of funds. The main problem right now is the necessity for heating system renovation, as the hotel suffers great heat losses. Most probably the hotel will not operate this year.

The museum's opening hours are shortened, and it lacks guides.

3.2.3.2 Šlokenbeka Watermill Complex

It consists of several buildings: the watermill proper, a pub – architecture monument of local significance – and a granary, which is an architecture monument of national significance.

Watermill

Built in 1867, now privately owned. The building houses a mill, which, however, no longer runs on water energy. The building's technical condition is satisfactory, but visually it has lost its quality over time. The building is partly rebuilt – windows are bricked over and new constructions are made in the roof part. Due to the renovation of the mill dam and the construction of water-power plant, the water channel is closed down and does not function.

No further changes are planned for the watermill building, and as long as the milling of grain will be economically profitable, the owners will continue to use the building for this purpose.

Pub

19th century building, now privately owned, but there is no indication in the ownership documents about its status as a culture monument. The building is being used as a dwelling-house, and its condition is satisfactory. No signs of alterations are seen from the outside. As well as the mill granary, it can be viewed from the road, but its inclusion in tourist routes will depend on the owner's plans.

Mill granary

Mill granary in Šlokenbeka mill was built in 1867, now privately owned. The building's technical condition is poor. Wooden posts with decorative carvings, which supported the overhang, are partly lost, and the roof's technical condition is poor. Visually the building is not altered. The building is not being used for several years. It is not open for tourists, but, being situated at the roadside, it could be easily viewed, while driving by.

3.2.3.3 Milzkalne Church Hill – a Cult Place

A free-standing hill with the area about 2 ha near the Milzkalne school. It bears no signs of fortifications. Local legends tell that people used to come secretly to this hill to make sacrifices. The forest, which stretches from the hill towards the sea, is called also the Sacred Grove.

Present condition: It is situated on state forest land. Managed by: VAS "Latvian State Forests". Not facilitated for tourism. No signs installed, and the location of the hill is not exactly surveyed. The rural district authorities are contemplating the marking and improvement of this site within the context of the development plan.

3.2.3.4 Ūdri Milzkalns – Hillfort

A mountain, situated in 6 km from the town of Tukums. According to some researchers, it used to be a site of a castle. With the height 112 m above sea level, it is the highest spot in the region. In olden times Milzkalns (in Latvian – Giant Mountain) was inhabited, in July, 2003, test archaeological digs under the supervision of Dr. hist., Dr. hab. art. Juris Urtāns were carried out in ten barholes. The bone and amber objects found are mostly connected with the second half of 1st millennium BC. In 1939, a tourist observation tower was built on the hillfort, and it was used as a surveillance tower in World War II – both the German and Russian armies placed their observers there, built bunkers and entrenchments. After the war the tower was dynamited and destroyed.

On the SW side of the mountain, already in 1980-ies a sky lift hut was built, but on the northern slope of the mountain a sky lift track was dug. This has always been a popular tourism spot, and is mentioned in many guidebooks.

Present condition: Partly situated on state forest land (managed by VAS "Latvian State Forests") which is leased to sports and recreation complex "Milzkalns", and partly on the land, belonging to a private owned farm "Dižkalni". The summit of the mountain is within the territory of Nature park "Milzkalns". The mountain is included in the recreation complex "Milzkalns", whose main area of activity is alpine skiing. On the summit of the mountain, where the old wooden observation tower used to be, the ski lift supports are built. Establishing of the recreation complex is approved by State Inspection for Heritage Protection (VKPAI) and regional environment board. During the construction of ski lift supports, archaeological research was carried out, the materials thereof are available in VKPAI.

3.2.3.5. Monument to the Latvian Riflemen

It is erected in honour to 38 fallen soldiers, buried in warrior's cemetery, who were reburied by the Warrior's cemetery Committee Smārde branch in the newly-established Warrior's cemetery near Smārde railway station. On

17 November 1931, public organizations of Smārde with the support of the Warrior's cemetery Committee collected LVL 5000 and ordered the monument from the sculptor Kārlis Zāle. The base stone of the monument was laid and documents were buried already on 8 September 1936, but the monument was unveiled on 21 June 1936.

Ownership: Engure District Council (it is situated on municipality-owned land in the territory of Ķemeri National Park).

Present situation: The monument was restored in 2005 (it was cleaned, and damaged parts were replaced), and the cemetery is regularly taken care of. Every year, memorial events are held at the monument.

3.2.3.6 Sulphur Springs' Health Springs – Cult Place

Archaeological monument of local significance, it is situated in Smārde rural district, near the sulphur springs. Private property, not marked, surveyed or facilitated.

3.2.3.7 Džūkste Museum of Fairy Tales

The museum is situated in a former Lancenieki primary school, it was established in 2002, when the school was closed (officially it was founded in December, 2001). Džūkste Museum of Fairy Tales officially is a unit of Tukums museum (joined on 1 January 2010). The museum has permanent and temporary expositions. The permanent expositions is dedicated to the father of fairy tales **Ansis Lerhis Puškaitis**, fairy tales and their researchers, as well to famous persons in culture and politics, who were born in Džūkste district. The museum offers information in a very interactive way, children are given the opportunity to draw, to participate in puppet theatre performances and other activities. The museum is open Monday to Saturday, 10:00 AM – 5:00 PM, Sunday – 11:00 AM – 4:00 PM. Entrance fee: school pupils, students and pensioners – LVL 0.40, adults – LVL 0.60, preschool kids – free of charge. double price is charged for visiting the museum after its opening hours. The museum offers also a guide's services in Latvian and in a foreign language (LVL 5 / LVL 10).

The museum fairly regularly holds story-tellers events. For example, on 7 June 2008, a story-tellers gathering was organized, dedicated to the times of collective farms: stories about those times, complemented by a joint firewood preparation in the "timurians" style, and lunch in collective farmers' style.

3.2.3.8 Manors of Slampe rural district

There are no protected culture monuments of national or local significance in Slampe rural district, but as an inhabited place Slampe was known already a very long time ago, economic activities always flourished here, and already in mid-17th century a large salpetre boiling facility operated here. In olden times this place was called "Slampa" (Slut or mud) because of its wet and boggy lands, but later on the name was changed to a better sounding.

Historically the entire life of the rural district was connected with Slampe and Vīksele manors. From the historical Slampe manor only some auxiliary buildings have preserved, which now are used as dwelling-houses. Slampe manor was a state or "crown" manor, which means that it was a property of the Courland Duke, but since 1790,

when Courland was annexed to Russia, its ownership passed over to the Russian tsars. The present-day centre of Slampe started its formation around the Slampe manor. Vīksele manor belonged to baron von Behr till 1917. None of the old buildings have been preserved.

3.2.3.9 Kalnciems work camp or "forced labour camp"

In 1930-ies, the state-subsidized rural construction lacked lime, but factories could not increase production volume because of lack of workers, as brick factories offered higher wages and better working conditions. In 1935, Riga Central Prison concluded agreement for supplying workers in exchange for payment for the maintenance of the prison. In 1935–1940, in Plostmuiža operated a branch of Riga Central Prison – Kalnciems forced labour camp. During World War II, a work camp of Riga Jewish ghetto operated here, later also German war prisoners' camp.

Dolomite quarry continued to operate later on as a part of Kalnciems Construction Materials factory. It is still operating today as a private enterprise.

3.2.3.10 Other Interesting Objects

A large stone "Lielais Miķelis" ("Great Miķelis"), upon which more than 100 people can stand – 5.4 m long (N–S) and 4.5 m wide (E–W); 1.10 m above ground. Situated in the territory of Valgums forestry. At present no information is available about the origin of the stone's name.

3.2.3.11 Intangible Cultural Heritage

Literature and museums offer information about local tales and legends, and the traditional way of life, social practices, rituals and celebrations (see the work by IK "Irēnas Jefimovas ekotūrisma aģentūra" "Ķemeru nacionālā parka kultūrvēstures objektu tūrisma kapacitātes novērtējums" – "The Evaluation of Cultural History Object Tourism Capacity of Ķemeri National Park"). Traditional lifestyle and crafts mostly are connected with different agricultural works, but the information about the masters of traditional crafts in the strategy region is not yet collected.

We don't have detailed information about the cooking traditions heritage in rural districts. We know that *skābputra* was a drink, used while working in meadows. A popular dish in these territories in older times was *kami* – legumes porridges. For example, beans *kami*: "beans – 1.5 l, meat – 200 g, potatoes – 1 kg. Soak the beans, boil till soft, drain, mash. Boil the potatoes, drain, add to the mashed beans, mash again. Add bacon, fried with onions, hot milk and heat well on a fire. Serve in bowls, eat like porridge with buttermilk or sweetened milk. Tastes best with a meat sauce." (Minna Cīrule, Džūkstē). Thirst was quenched with birch sap, which was tapped in spring and fermented in big wooden tubs. For celebrations, beer was brewed. For everyday use different teas were made: camomile, cowberry, peppermint, spearmint. Coffee was made of chicory, grown in gardens. In older times, lots of chicory was grown in Antiņciems.



Slampe Culture house has the following amateur collectives – Youth, middle-age and senior folk dance groups and a folklore group "Pūrs". Džūkste Culture house has middle-age dance group, preschool (3–7 years) children dance group and 7–13 years children dance group, as well as a mourning traditions ensemble. In Milzkalne Culture house – a folklore group "Milzkalnieki" (40 participants) – led by Anita Apine, and middle-age dance group "Jampadracis" (20 participants) – led by Iveta Čīlipāne.

Like all over Latvia, summer solstice is celebrated, this celebration in a traditional style is offered in Šlokenbeka manor and Valguma Pasaule?

3.2.4 Evaluation of Culture Values Tourism Potential

In order to evaluate the objects' tourism potential, an audit procedure was chosen – the objects were placed in a matrix and examined by two properties: their market attraction and carrying capacity.

However, before the analysis of the objects in the matrix, in order to calculate and evaluate the two evaluation dimensions of the matrix, several criteria were used, relating both to the market attraction and the object's capacity.

Criteria for evaluating attraction in the tourism market and cultural history significance.

1. The recognizability of the object (it is recognized globally, regionally, in Latvia or locally);
2. The possibilities of the object to complement other culture tourism objects / products in its region;
3. Interpretation of the object in an attractive way;
4. The involvement of the object's owners / managers in the tourism object's functions (high – medium – low – negative);
5. The object's environment and access (public access and transport possibilities in a range from good to inaccessible);
6. Comfort for tourists at the object (WC, parking places, tourism information etc. – available or not, as well in the range from newly-established / recently renovated to the minimum comfort level);
7. Architectural / historical / archaeological value of the object (whether or not it is under state or local protection, whether or not the protection activities have been carried out, whether or not the management plan is in place);
8. Educational value of the object (whether or not there are guides, whether or not it is included in any of interpretation topics);
9. Uniqueness of the object (whether or not it has analogues, many – few);
10. Tourism activity in the region (high – medium – low).

Similarly, a string of criteria are applied to the object's capacity:

1. General condition of the object (restored / renovated – renovation underway – not renovated, but in a relatively good condition – not renovated and in an unsatisfactory condition – in a disastrous condition);
2. Regular maintenance and surveillance of the object (takes place constantly – periodically – irregularly – never at all);
3. Degradation of the object due to the increase of visitors flow (very significant – significant – insignificant – no influence);
4. Would the transformation of the object into a tourism product / product component influence the lifestyle / culture of the local community (very significant influence – significant influence – insignificant influence – virtually no influence).

Each of the abovementioned criteria is divided into gradations (in most cases added in brackets), and each entry is evaluated with a concrete score. Thus each object is given the evaluation of its market attraction and capacity, and depicting it in a matrix, a complete picture can be seen about the region, as well as about the smaller territorial units.

In order to make the matrix clearer, at first separate matrixes were made for each of the districts or parts of territory (Kemeris and its vicinity, Lapmežciems, Engure, Smārde, Slampe & Džūkste, Sala, Kalnciems & Valgunde) from which 2–3 objects with the highest score were added to the so-called "big" or KNP matrix.

| | | | |
|---|---|---|---|
| High | | Kemeris resort | Lapmežciems museum, Šlokenbeka manor complex, Džūkste fairy tales museum. |
| Medium | Ragaciems and Lapmežciems <i>sedums</i> , Sulphur spring pavilion | Kemeris park with park architecture; hotel "Kemeris"; St. Peter and Paul Kemeris Orthodox church; Ragaciems fish market; Kaņieris hillfort, Kauguri fishing village. Ūdri Milzūkals; Z/s "Kurciņi"; | |
| Low | | | |
| Market attraction/ Carrying capacity | Low | Medium | High |

However, it must be considered that the evaluation is given as at the present moment, and several of the objects are either under renovation or in a pre-renovation stage, when the result cannot be foreseen.

Accordingly for the intangible cultural heritage the following criteria were applied:

1. Is this particular topic understandable for a wide audience?
2. Can this topic be visualized / demonstrated?
3. Is there a sufficient amount of information for the interpretation of the topic?
4. Are there the carriers of the intangible cultural heritage (tradesmen, story-tellers, herbs gatherers, cooking traditions experts etc.) available?

Summarizing the acquired information about the material cultural history objects and intangible cultural heritage, as well as comparing the evaluations of matrixes / criteria, several topics and sets of activities were brought forward:

1. Fishery (fishers' everyday life, fish markets, fishermen's trades, meals, their recipes, sea excursions, traditional architecture of fishing villages);
2. Resort life (Ķemeri resort in different centuries, mineral waters, mud, its use, resort adventures, architecture and everyday life of the resort);
3. Riflemen's battles (historical places, churches, cemeteries, museums, entrenchment sites, connected with them, also a fictional history depiction, e.g., Cinevilla etc.).

As sub-topics certainly could be

4. Excursions to get rural delicacies – in addition to the farms, local craftsmen and Džūkste fairytale museum situated in Charter region also farms in the rest of Slampe, Džūkste and Smārde rural districts territory could be included into such an excursion.
5. Local churches (adding the churches also form outside the Charter area - Sloka church, Sala church, Valgunde monastery, Kalnciems–Klīve Lutheran church).
6. Soviet times in Ķemeri NP (Kemeri resort, hunting places/traditions of Soviet elite, collective farms)

3.2.4.1. Fishery

Up until now fishery traditions of coastal villages are interpreted by Lapmežciems museum. In coastal villages fish market and small private fish smoking enterprises are operating, fishing is taking place in small amounts. To develop the offer further there are several things that could be done:

- Develop a route through seaside villages including traditional buildings, museum, beach, fish market (on the basis of a route prepared by Lauku Ceļotājs).
- Gather traditional recipes and discuss with the local catering businesses the possibilities to include them into the menus.
- Create a tourism product for groups – fishing at sea, visiting fish smoking places, eating traditional food, listening to folk group
- Explore possibilities for offering sea fishing
- Create a joint offer with Engure rural district.

3.2.4.2 History of Kemerī resort

There are several tourism products including Kemerī resort created by staff of Kemerī National Park, Jūrmala Tourism Information Centre and Latvian Countryside Tourism Association Lauku Ceļotājs. There is an information stand at Kemerī railway station and next to sulphur spring “Kīrzaciņa” telling about the resort. During events (Kemerī Festival, Travellers Day) guided tours are offered.

Things that could be developed in future:

- Improve the existing routes by adding more objects of interest
- Provide more information of sulphur springs, maybe by creating a separate route
- Interpret more the cultural history of “Meza maja” – creating an exhibition and offering guided tours (opportunity for students during summer months)
- Collect tales of Soviet times in the resort
- include Resort museum in the sanatorium “Jantarnij Bereg” in the tourism product

3.2.4.3 Rifleman's battles

There were a lot of heavy battles fought in the area of Kemerī NP during both world wars. The area is situated between two popular objects interpreting the wars - battle place – Ložmetējkalni with the museum of Christmas battles and Cinevilla (film set town). Historical information could be gathered about the battles and routes could be developed in cooperation with Ložmetējkalni and Cinevilla (maybe a working group could be created). Main target group could be schoolchildren.

- Excursions to get rural delicacies – peasants' farms in the rest of Slampe, Džūkste and Smārde rural districts territory, which is not included in the strategy region.

3.2.5 Unexplored Topics

In the course of studying ĶNP cultural history heritage, some areas were appeared, which are not explored at all or are explored only partly, and therefore additional information is needed:

- No archaeological monuments are identified and explored in Jūrmala.
- In the entire ĶNP territory and rural districts, connected with it, cooking traditions heritage is not studied and summarized. There are some small preliminary works – expeditions by Tukums museum in Engure rural district, students' bachelor papers, dealing with the offering of fish products at the seaside, etc., but this information is not sufficient for comprehensive conclusions.
- Wisdoms and practices, dealing with nature, environment and space are not sufficiently explored (weather forecasting by nature's signs, natural healing, religious festivals).
- Oral traditions and manifestations, including language from the territory point of view, are studied, but not summarized. In the expeditions by Tukums museum tales and legends about Engure and Smārde rural districts are gathered, several local history researchers (Erna Zubova in Engure, Dzidra Legzdiņa in Lapmežciems) have summarized the information, available to them, very large information amount can be gained from the materials by A. Lerhs-Puškaitis about tales and legends of Džūkste, as well as from the tales and adventures of Džūkste people in 21st century, collected by Guntis Pakalns. A comparative analysis from the territory point of view would greatly help the guides in preparation of narrative about the territory as a whole. It would be good also to organize story-tellers' gatherings, especially knowing that such practice already is in place in Džūkste rural district.
- Information is not summarized about popular persons who have lived or worked in the territory of Ķemeri National Park, especially in the latest 50–60 years. This information could help in the interpretation of each particular period, making it more personal and "humanized". Until now, such information is mostly studied by the pupils of local schools, but the information often has been insufficient, without references, life-stories and contemporaries accounts are not supported with videos, and memories are written without regard to the principles of documentation.

3.3 Landscapes

The aims of Ķemeri NP landscape policy are: the preservation of landscape diversity by protecting valuable nature and cultural landscapes and by cleaning-up and restoring degraded landscapes. Landscape management is described in more detail in the Management Plan.

The most important landscape values are:

Natural landscapes – forests and bogs are protected by protecting nature values of Ķemeri NP.

Rural landscapes – are protected by the zoning of Ķemeri national park which limits building activities and by meadow management that keeps the rural landscapes open (carried out by private land owners and Ķemeri National Park Foundation)

Cultural landscapes – vernacular buildings are protected by national legislation. The guidelines for building new buildings, especially tourism infrastructure taking into account traditional building styles and techniques should be elaborated.

Road landscapes – the aim of the management of the road landscapes is to create a diverse landscape that improves the road safety. It is important that the characteristic landscape can be observed from the road instead of the isolated road corridor. Along the main highways road landscape is kept as close to the natural landscape as possible. After protests from local inhabitants the fallen trees are removed from the road landscapes along the roads surrounding Kemerī.

The characteristic landscape elements that could be preserved or maintained are individual old trees in the fields and meadows, large stones, haystacks, small fishing boats on the beach. Individual old trees are protected by the law and have a special register. In Kemerī NP area there are three such trees – a noble pine tree next to a café in Bigauņciems and two noble walnut trees in the historical park of former Kemerī resort. There might be several large single trees that have high landscape value but are not wide enough to be included in the registry but the information on these have to be gathered.

Nature Conservation Agency has created common guidelines for tourism infrastructure and information materials for protected areas in Latvia. These guidelines are also used by rural municipalities in Kemerī NP for their information stands. Jūrmala city has its own guidelines for tourism infrastructure, but has agreed that the style elaborated by the NCA can be used for the nature tourism objects in the city.

As the area of Kemerī NP is very flat, there is a shortage of view points. There might be some good view points in the surrounding of Lake Valgums that have to be mapped, because the area is more hilly than the rest of the national park. Other good view points are the birdwatching towers in Kanieris Lake, Sloka Lake, Dunduru meadows and at seacoast.

3.4 Healing resources

The main healing resources of Kemerī NP are sulphurous mineral water and medical mud. The sulphurous mineral water is formed below the bogs that surround Kemerī. It belongs to the group of cold mineral waters. About 30 sulphur springs are found in Kemerī NP, some of them have showed up only after the beginning of the melioration works in the 30's. The medical mud is quarried from the bog near Lake Slokas. After using the mud is returned to special ponds in Kemerī for regeneration and can be reused. Both the mineral water and medical mud are used for medical purposes in sanatoriums of Jūrmala. The formation process of the mineral water is sensitive to melioration and forest logging. The area of the formation of the mineral water is included in the nature protection zone of Kemerī NP park to ensure its protection.

Some of the sulphur springs are popular as places to visit and take mineral water. They have rich cultural history as they were the reason for establishment of Kemerī town. These healing resources, especially springs of mineral water, and their healing properties can be used as an object of interest more widely in the tourism offer of Kemerī NP. For the guests of the Baltic Nature Tourism Conference and excursion "Following the healing bonanza of Kemerī national park" was created that can be developed as a commercial offer in the future.

3.5. Preservation of the environment and sustainable use of resources

The overall measures to preserve the quality of air and water, the management of energy resources, waste and noise reduction are included in the development plans of municipalities that are all working towards sustainable development. Nature Conservation Agency is one of the organizations that are asked for conditions for elaboration of the development plans and are asked to comment and confirm the plans after completion. Preservation of the environment and sustainable use of resources in guest houses is encouraged on the state level by Green Certificate. It is awarded by the Ministry of Environment and Regional Development for 5 years after the entrepreneur has elaborated and submitted an action plan and been evaluated by an expert. It is voluntary and free of charge. Up until 2010 only one accommodation – guest house “Pilsētnieki” has applied and received the Green Certificate. To promote the Green Certificate in the area of Kemeris NP a special tourism offer can be created for “green” travelers including traveling by public transport, staying in “green” accommodation and engaging in nature management and nature monitoring activities in the national park.

When the Kemeris national park will decide to create a national park partner scheme and apply for the Charter part II, the Green Certificate should be used as one of the criteria for businesses to become a national park partner.

3.6 Socioeconomic Analysis

3.6.1 The Economic and Social Situation in the Region of KNP

After the territorial reform of rural municipalities, KNP is included in the territories of five regions: City of Jūrmala, Region of Tukums, Region of Jelgava, Region of Engure, and Region of Babīte. The southern part of KNP borders with the Region of Dobele, which is also included in the sustainable tourism development region of KNP. The territory within the KNP (mostly forests and waters) is mainly owned by the state, in the persona of the Ministry of Environmental Protection and Regional Development (VARAM), as well as by private owners (settlements, meadows), and local governments. In the region covered by the Strategy beyond the KNP boundaries, the land is mainly owned by private owners. By the means of the number of inhabitants and economic activity, the most considerable actors are the Region of Engure and City of Jūrmala.

33 % (around 160 km²) of KNP territory falls within the Region of Engure (these are about 40 % of the region's area). Within the boundaries of this region, Lapmežciems rural municipality with approx. 2472 inhabitants (registered place of residence in 2010) is located fully within the territory of KNP. Close to the KNP border in the territory of KNP region, is also Apšuciems village (with 189 residents) and Klapkalnciems village (178 residents), as well as Smārde (734 residents) and Milzkalne (689 residents) – a total of 4262 residents.

The City of Jūrmala includes 30 % (30 km²) of the KNP territory (constituting 8 % of the city's area). In the centre of KNP is Kemeris, which is a part of the City of Jūrmala with approximately 1962 residents. Close to the KNP eastern border are Kauguri and Sloka with approximately 26 600 residents.

Overall, about 4500 inhabitants live in the territory of KNP (mainly in Kemeris and Lapmežciems), but in a 5 km “belt” around KNP – another 32 000 (Kauguri, Slampe, Smārde) inhabitants are living, therefore in total, in the sustainable tourism development region of KNP, about 36 500 inhabitants reside. The number of inhabitants tends to decrease, except for Līvberze and Jūrmala.

In 2010, the unemployment level in the ĶNP economic region municipalities was slightly lower than the average number in the country (14.6 %). The lowest unemployment level was in Lapmežciems (5.77 %) and Sala rural municipality (5.72 %), the highest – in Jaunbērze and Kalnciems. Since 2008, unemployment has increased by 2–4 times (less in Lapmežciems and Kalnciems). The majority of the unemployed are women (except for the age group of 50+).

The demographic load is similar to the country's average.

The main economic activities in the region are related to logging and wood processing, agriculture, fishery, and fish processing, as well as tourism services – retail and public catering. In the territory of Ķemeru NP, economic activities are mainly outwards-oriented, respectively, either connected to the sea or with agricultural lands, adjacent to the park territory, or with the closest large cities (Rīga and Jūrmala).

Agriculture is more developed in the inland municipalities in Smārde rural municipality situated in the Region of Engure and in the rural municipalities of Slampe and Džūkste situated in the Region of Tukums. A part of the farmers are large-scale producers – dairy production, plant nurseries, etc., however there are also smaller farms, some of them – ecological.

In the coastal areas, fishing and fish processing are among the main economic sectors. Over the last few years, fishing has decreased considerably, however fish processing continues, using purchased fish. Ragaciems has a fish market, where products made in the surrounding municipalities are sold. In the seashore villages, many private fish smoking sheds are still used, offering products to the passersby.

In the territory of Ķemeru NP, various mineral deposits are obtained – the resort rehabilitation centre “Jaunķemeri” obtains mineral water and therapeutic mud used in treatment at the RHC “Jaunķemeri” and in other sanatoriums of Jūrmala. A large part of the used mud is placed in special regeneration ponds, so that it could be reused later.

In the territory of Jelgava Region, dolomite is extracted in an area of 103 ha, performed by SIA “Gneiss”. The owner of the dolomite quarry has expressed interest also regarding recreation and tourism development – organising recreation next to the inundated dolomite quarries and interpretation of the dolomite quarry as a former place of penal servitude.

Reeds are obtained in Lake Kaņieris by the residents of Lapmežciems. Reeds are of very high quality and are used as a roofing material.

3.6.2 Importance of the Tourism Sector in Regional Economy

ĶNP and the surrounding rural municipalities employ about 10 % of able-bodied population in the tourism sector (Bērziņa & Grizāne, 2011). The sustainable tourism development region includes 28 lodgings, 30 public catering companies (10 of them are combined with lodging). The City of Jūrmala and the Region of Engure are the ones that contribute most to tourism planning. Tourism entrepreneurship is not equally intensive across the ĶNP region – the most intensive tourism entrepreneurship (the number of offers, companies) is implemented in Jūrmala and in the Region of Engure.

Lodging mostly includes guest houses with 10–30 beds, but there are also several bigger recreation centres, two hotels, and two sanatoriums – altogether around 1500 beds. In high season, also a camping with 320 beds and 5 tent grounds, which can receive around 85 guests are operating. For many of the small guest house owners, tourism is only an occupation on the side. According to data of the Tukums Tourism Information Centre, the average annual load in the lodgings of Tukums and Region of Engure, in 2010, was about 15 %. Tourism is characterised with expressed seasonality – in summer the load is high, up to 90 %, but in winter very low, except for holidays (especially around the Christmas time). In the territory of ĶNP region, 30 public catering service providers are operating, and various activities are offered at an additional cost – the Museum of Lapmežciems, Museum of Džūkste, bicycle rental, boat rental, Nordic walking inventory, downhill skiing, horseback riding, guide services. The most important services related to tourism are retail (about 20 small shops), petrol stations (6), and car parking lots (3).

According to the recorded data of 2010, the total number of tourists during the summer season in the territory of ĶNP was about 60 000. The largest visitor flow is during the summer months (June–August) on weekends, in coastal areas: around 45 000 in Jaunķemeri and the Gausā Jūdze (the Slow Mile). In other objects – around 15 000 in Ķemeri, in the historical centre of the resort (a part of these visitors go to the “Forest House” – about 3000, and to the Slokas Lake Trail – about 4000, the shore), 1700 to the Kaņieris tower, 600 to the Dunduru Meadows tower, 1500 to the plank-way set up in the Big Moorland of Ķemeri. The visits to the nature trails and points of interest are more intensive in May and September. In Lake Kaņieris, about 4000–5000 fishermen fish each year.

According to the survey data of 2010, 28 % of visitors stayed overnight – the others were one-day travellers. The average duration of stay in the ĶNP region is 2.5 nights (Bērziņa & Grizāne, 2011).

The daily spending of those, who stay overnight, per one person are around 17.37 Ls per 24 hours, 50 % for accommodation, 34 % for retail (food, etc.), 10 % for transportation, 10 % for tourism activities, 5 % for public catering (Bērziņa & Grizāne, 2011).

The one-day travellers per day spend around 10 Ls, 45 % in retail, 36 % for transportation, 14 % for public catering services, 5 % - for tourism services (Bērziņa & Grizāne, 2011).

Overall, it can be maintained that the largest revenues from tourism come from the one-day travellers, especially in retail. The number of one-day travellers is by quantity larger, and also proportionally they spend more money for public catering and various tourism activities. However, overall the visitors and tourists relatively rarely take advantage of various paid tourism activities. It could be related to the stereotype that nature should be free of charge and to the small offer and lack of information regarding the available offer. To answer the questions about the cons of our territory, the visitors among the lacking services most frequently mention cafés, (free) parking lots, recreation areas, and cycling paths – these predominantly are activities at no cost.

As the main factors hindering the tourism development tourism stakeholders list: lack of financial resources, weak cooperation between the public and private sectors, bad infrastructure, residents’ inertness and protests, state politics, lack of leadership, bureaucracy, bad planning, entrepreneurial inertness, lack of tourism specialists, insufficient tourism marketing, bad administration and organization, legislation. For instance, one of the gaps in legislation hindering collaboration between the local producers and tourism enterprises is the fact that all foodstuffs, which are used in catering companies, must be presented with documents proving origin (Serdāne, 2009).

In order to increase revenues from tourism, the following would be necessary in the local economy:

- To increase the number of visitors and tourists in off-season – by offering activities
- To increase duration of stay – by offering activities
- To increase the cost for using tourism services:
 - Popularising the existing services (by putting particular emphasis on the beach visitors)
 - Souvenirs (a study must be performed and encouraging measures must be taken so that the entrepreneurs in the ĶNP region could start making souvenirs)
- With the aid of tourism, support nature-friendly and local resident-friendly economic activities – the local producers – biological farming, fish processing, craftsmen:
 - Gather information and advertise so that the visitors would choose local services and products (by including information in tour maps and by posting a description of the territory on the internet)
 - Promote collaboration between the local producers and tourism entrepreneurs (excursions, seminars), local producers and stores/petrol stations
 - Investigate whether it is necessary to create a brand of the park “Made in Ķemeri National Park” and study the opportunities to sell the ĶNP products/souvenirs in local shops and lodgings, distribute the ĶNP products outside ĶNP – in the product shops, hotels, tourism information centres of Latvia.
 - Promote that a part of the producers over the time become points of interest (individual meetings, seminars, excursions). If the farms are doubting whether to receive guests, cooperation could be started with guided groups.
- To gain additional revenues for managing the Ķemeri National Park, Nature Conservation Agency (NCA) would have to work with leasing public land for setting up tourism activities.
- Within reasonable limits, train local guides and popularise guides’ services.

3.7 Wellbeing of Local Population

There are about 4500 local inhabitants in the ĶNP territory, most of all in the territories of Jūrmala city (in Ķemeri) and Engure district municipalities (in Lapmežciems, Smārde and Slampe). More detailed distribution of population by municipalities see in paragraph 3.6.

3.7.1 Availability of Services

Different services are described in more detail in the Tourism chapter. During the regular meeting of population in 2010, asking the people about any lack of services, Ķemeri inhabitants pointed out that they feel the lack of a post office (closed in 2009), ATM, drugstore and activities for young people in their free time. Local people want to see their environment better taken care of, they want some catering services and accommodation in Ķemeri, walking-stick rental, horse riding, WC, more trash bins, as well as improved public transport to Lapmežciems, Sloka and Kauguri. Also they mention the necessity for the reconstruction of the Great Ķemeri Moorland plank-way and building of paths in the Green Dune and near the lake Melnezers. Near the existing paths special infrastructure elements should be made for the locking of bicycles. Local inhabitants admit that they do not very frequently use

the opportunities offered by ĶNP, and they would like to receive more information about them. They also point out that hotels are offering outdated information about ĶNP (obviously, judging by the tourists' questions). Some locals would like to work as guides. As an idea for a more distant future, a suggestion is mentioned to renew the historical transport in Ķemeris (horse-drawn tram used to take passengers from Ķemeris to the sea).

Lapmežciems' inhabitants say that they lack public transport to Smārde, which is the new district centre, and the beach is very untidy (full of litter, no WCs). Milzkalne inhabitants would like to see a nature path along Slocene river from lake Valgums to lake Kaņieris, and paths at Lustūžkalns (bicycle paths already exist there).

Many of the factors mentioned above are affected by economic considerations, and they are not directly related with tourism and cannot be influenced, using tourism, but the Nature Conservation Agency can continue defending the interests of local people, e.g., discussing different planning documents and writing support letters. To improve the wellbeing of local population the Agency can give more information on activities and possibilities for recreation in the National Park. It can also continue the tradition to organize special excursions in the National Park for local people. Such an excursion was organized during event "Nature invites you" in May 2010.

3.7.2 Education

Additional possibilities for environmental and nature education is one more way how living in the territory of Ķemeris National Park can improve the local population's quality of life.

There are several schools in the Charter area of Ķemeris NP. There is one secondary school (in Ķemeris), one primary school (in Lapmežciems) and two kindergartens (in Ķemeris and in Lapmežciems) in the ĶNP territory. In ĶNP nearest vicinity – region encompassed by the strategy – there are primary schools (in Smārde and in Džūkste), kindergartens (in Smārde and in Slampe), an elementary school (in Milzkalne) and a secondary school (Zemgale secondary school in Slampe).

These schools have different hobbies circles:

In Lapmežciems primary school – choirs, folklore group, folk dance group, computer studies, visual arts, floristic, ceramics, woodworking, textile art circles, **environmental education circle, "Mazpulki" (an organization similar to Scouts)**, soccer and basketball teams.

In Smārde primary school – dance group, choirs and a vocal group, Red Cross, floristic, decorative arts, woodworking, art, **environmental education**, young traffic participants, sports and informatics circles.

In Milzkalne elementary school – sports activities, drama and reading circle; dance, informatics, swimming activities; vocal group, piano lessons.

In Zemgale secondary school in Slampe – choir, vocal group, dance group, modern dance group, floorball, volleyball, basketball, **"Mazpulki"**, computer graphics, theatre.

In Ķemeris secondary school – floorball, volleyball, visual art, theatre.

Schools also regularly hold different social events, project weeks and competitions.

Until now the local schools have had priority, applying to the activities of Ķemeri "Nature School" and ĶNP rangers' travelling lectures. The "Forest Home" already for many years hosts the final event of the environment competition among the schools of Jūrmala. NCA PRA staff has offered Ķemeri secondary school to develop thematic activities and lectures, corresponding to the school's curriculum. The cooperation could be further improved by establishing closer cooperation with Mazpulki in Lapmežciems primary school and Zemgale secondary school and circle of environmental education in Smārde primary school. NCA PRA staff is offering free excursions for young people with mental retardation problems from Jūrmala Social Integration Centre branch, situated in Ķemeri for several years already.

3.7.3 Lifelong education and informal education

Different lifelong education and informal education organizations are also present and are cooperation partners of Ķemeri National Park.

Lifelong education opportunities in the form of different courses and seminars are offered by the NGO "Labklājībai" (in Lapmežciems).

Informal education in the strategy region is offered also by culture houses, libraries, societies, clubs, different associations and unions.

Culture Houses

In Lapmežciems – dance-group for middle-aged people, women's vocal group, traditions group, children's pop-group, children's theatre.

In Milzkalne – folklore group, folk dance group, two women's vocal groups, seniors' vocal group, line dance group, children's pop-group, children's fashion dance group.

In Slampe – youth, middle-age and senior folk dance groups, women's vocal group, folklore group, amateur theatre, children's theatre, vocal-instrumental band.

In Kauguri – children's music studio, children's and middle-age folk dance groups, seniors' dance group, dance studio, sports dances, piano studio, guitar-players' circle, brass band, two vocal groups, vocal-instrumental band, two mixed choirs, traditions group, youth club, photography circle.

Libraries – in Ķemeri, Lapmežciems, Smārde and Slampe

Until now, NCA PRA has had successful co-operation with local libraries and culture houses, where travelling photo exhibitions were displayed about Ķemeri National Park. Folklore group "Milzkalnietes" several times has taken part in Ķemeri National Park's activities.

3.7.4 Non-Governmental Organizations

There are different local NGOs situated within the Charter region of Ķemeri NP– society "Partnerība laukiem un jūrai" (Smārde), society "Labklājībai" (Lapmežciems), Lapmežciems Fishers' society, women's interests club "Spridzenes" (Lapmežciems), weightlifting and boxing club "Brāļi" (Ragaciems), society "InBi" (Smārde), society

"Folkloras centrs Milzu kalns" (Milzkalne), society "Sporta klubs "Brīvšolis"", Ķemeri inhabitants' society, society "Ķīris" (Ķemeri), Ķemeri National Park's Foundation, society "Vide un veselība" ("Environment and Health"), Tukums society of disabled persons and Tukums society of blind persons.

Nature Conservation Agency Pierīga Regional Administration co-operates also with Lapmežciems society "Labklājībai" in organizing joint voluntary work and with Ķemeri inhabitants' society in organizing joint voluntary work and Ķemeri festivities. Co-operation is started with LNVP "Latvia Country Women Association", to identify handicraft makers who could make ĶNP souvenirs. In the future, a closer co-operation should be formed with the society "Vide un veselība" ("Environment and Health"), Tukums society of disabled persons and Tukums society of blind persons by offering free excursions in the national park.

3.7.5 Local Population and Tourism

Answering questions about tourism, Ķemeri inhabitants point out that they have no objections against tourists, and they would not mind even if the tourism flow would become more intense, if it would be well-organized. On the contrary, many seaside inhabitants complain that in the summertime they are disturbed by too intense traffic, noise and litter, created by the tourists. These problems could be minimized, developing the recreation plan for ĶNP seaside and involving local population in it.

The attitude of the local population towards tourism and tourists can be influenced by unsolved conflicts between NCA and local population also in other areas. The main conflicts with local population (from the people's questions before meetings), which could indirectly influence tourism are:

- Hydrological regime (spring flood in Ķemeri and Lapmežciems) – a hydrological research about the situation in Ķemeri was carried out in 2009, and since 2009, NCA PRA regularly cleans Vēršupīte river which carries the floodwater away from Ķemeri, and accordingly the conflict has largely diminished. Lapmežciems inhabitants blame the floodgates, reconstructed in 2005 within the project LIFE, as the cause of water level rise, and in 2010, an agreement was found about the lowering of water level for one year and start of hydrological research.
- Dead trees in the forests. Some local people (especially in Ķemeri) consider it unacceptable that dead and fallen trees can be seen from the roads and near populated areas. In spring 2010, at the meeting of local population a compromise was reached regarding some territories along the road Ķemeri–Jaunķemeri, where the fallen trees were taken away from the roadside.
- Construction restrictions, lack of compensations. At present, legislation about the compensation for restrictions of economic activities, caused by nature protection (except forestry), is developed in Latvia, but due to economic considerations it is not enforced.

Ķemeri National Park has developed a communication plan. In order to maintain a dialogue with the local people, NCA PRA holds population meetings in different populated areas in the park and its vicinity (once in 1-2 years), where the information is given about news in the Ķemeri National Park management, including tourism, and local people's questions are answered. NCA PRA staff regularly provides the current information in the local press. The communication can be further improved by attending the meetings of local people that are organized by

municipalities and NGOs. NCA PRA staff is already attending the meetings of Ķemeri inhabitants' society. At the tourism forum the local population is represented by the Lapmežciems society "Labklājībai".

3.8 Tourism

3.8.1 Tourism History of the Territory

Ķemeri resort has been a health tourism destination already since mid-19th century. In the beginning it was a resort only for the so-called elite public, but during Soviet times it became a mass tourism destination. But the Great Ķemeri Moorland, its surrounding forests and lake Kaņieris served as hunting territories for Soviet ruling elite. Seaside villages traditionally welcomed visitors staying for summer. With the foundation of the National Park the first nature paths were established – bicycle path on the Green dune and a plank-way in the Great Ķemeri Moorland. After the establishment of the Ķemeri National Park bird hunting was prohibited in the Great Ķemeri Moorland and lake Kaņieris.

3.8.2 The Present Tourism Offer, Services and Products

3.8.2.1 Infrastructure

Roads

Ķemeri National Park can be reached by main state motorways: Riga–Ventspils (A10) (in a poor condition at present, but reconstruction is planned), Riga–Liepāja (A9), 1st class motorways Riga–Talsi (P128), Kalnciems–Kūdra (P110) (in a poor condition and no reconstruction is planned in the nearest future), Jelgava–Tukums (P98).

Movement within the territory is provided by 2nd class state motorways Lapmežciems–Antiņciems–lake Valgums (15 km gravel road in a good condition); Klapkalnciems–Smārde–Slampe (30 km in a relatively good condition, in a section Klapkalnciems–Ventspils motorway (A10) the road is asphalted, in a section from Ventspils motorway to Slampe – with gravel surfacing). Motorways of lesser significance are managed by the municipalities. The most important for tourism among them are Tūristu street and Jaunķemeru road, connecting Ķemeri and Jaunķemeri (6 km, good condition), roads Antiņciems–Ķemeri (dirt road, in a very poor condition), Lancenieki–Dunduru meadows (gravel road, in a poor condition in some places – big potholes).

forest dirt roads (total length ~65 km) are used for forest protection and forestry operation, and in some places also for bicycle routes. They were built mostly during melioration works in the forests (the largest of them – the road along Kauguri ditch). At present their condition is rather poor, they are not repaired, ditches along them are very overgrown, roads have not been cleaned for at least 10 years. Due to beaver's activities, road surfacing in some places has collapsed and eroded.

Public buses

The territory is crossed by all long-distance busses, running from Riga to the largest cities and towns of Kurzeme – Tukums, Talsi, Ventspils, Liepāja etc. Ķemeri is connected with Jūrmala by minibus No. 10 and city bus No. 6.

Railway

Railway line Riga–Tukums, stations Ķemeri, Kūdra and Smārde.

Airports

The nearest airport is Riga International Airport, situated about 50 km (45 min) from Ķemeri. There are plans about opening an airport in Tukums 25 km (25 min) from Ķemeri.

Ports

The nearest port is Riga Passenger Port, there are yacht-clubs in Riga and Jūrmala (4 yacht-clubs in Lielupe and Priedaine),

Telecommunications

The largest mobile operators in Latvia – LMT, TELE2 TRIATEL and Bite – are constantly improving their coverage, including the territory of Ķemeri National Park. LMT characterizes its UMTS coverage in the largest part of the ĶNP territory as excellent, except Smārde vicinity and the southern part of the National Park, where it is considered good. TELE2 characterizes its coverage in the largest part of the ĶNP territory as excellent, except the eastern side of the Park (Odiņi – Pavasari polder), where it was planned for 31.08.2010. TRIATEL coverage in the ĶNP territory mostly is unstable, but in the western side of the National Park – possible only with outdoor antennas. Bite is the most recent arrival in the mobile operators market, and information about its coverage is not available.

3.8.2.2 Services

Accommodation and Meals

Tourism services providers are distributed rather irregularly in the strategy region territory, most of them are at the seaside – in Jūrmala city and Engure rural district.

There are 28 accommodations in the ĶNP region (10 of them offer also meals, 6 operate only in summers – camping and tent places). All year long in the territory of Ķemeri National Park region operate two hotels with 287 beds, two sanatoriums with about 700 beds, two recreation complexes with 123 beds, 15 guest houses with 314 beds and one motel with 80 beds, total – **1500 beds**. During summer additionally a camping operates with 320 beds, five tent places for 85 visitors, total 405 beds.

Accommodations offer also different premises for seminars – 11 in total. Two of them are for 300 persons, six – for 50–70 persons, and three – for 30 persons.

In the ĶNP region territory 30 eating places operate (10 of them in accommodations) – six restaurants, 21 cafes, two bistros and one pizzeria.

Tourism Information Centres

In the region territory tourism information is provided by Ķemeri National Park Information Centre (it is not certified as an information centre, works in May and September on weekends, June–August – every day), the nearest information centres outside the region territory are Tukums Tourism Information Centre, Jūrmala City Tourism Information Centre, Jūrmala Resort and Tourism Information Centre and Jelgava Regional Tourism Information Centre. In 2011, in Kauguri the information centre of the sanatorium "Jantarnij Bereg" was opened, and there is an information centre in the sanatorium building. Engure district authorities are contemplating the opening an information centre in Lapmežciems. In 2009 a poster with the map of Ķemeri NP and descriptions of main tourism attractions in Latvian and English were printed and distributed to tourism stakeholders of the Charter region.

Shopping

In the strategy region territory there is a fish market in Ragaciems, selling fish, smoked and otherwise processed in Ragaciems, 16 small local shops, selling food and everyday goods, flowers (in Ķemeri – 4, in Lapmežciems – 5, in Smārde – 4, in Slampe – 2, in Apšuciems – 1). Local handicraft items can be bought in the flower shop in Lapmežciems.

Banks/ Currency Exchange

There is one bank branch in the ĶNP region (A/S Krājbanka in Lapmežciems) and ATMs in Lapmežciems, Smārde, Slampe and Kauguri.

Transport Services

There are five fuel filling stations and four paid parking-lots in the ĶNP region. The nearest taxi services and car rentals are in Tukums and Jūrmala.

Resort Medical and Rehabilitation Services

Resort medical and rehabilitation services in the ĶNP region are provided by Resort Rehabilitation Centre "Jaunķemeri" and sanatorium "Jantarnij Bereg".

Resort Rehabilitation Centre "Jaunķemeri" specializes in the treatment of a wide range of organ systems and body tissue disorders: cardiovascular diseases, central and peripheral nervous system disorders, vestibular system disorders, digestive system disorders, urogenital system disorders, gynaecological diseases, metabolism-related diseases, skin diseases, children diseases. RRC "Jaunķemeri" offers medical rehabilitation for in-patients, as well as health services for out-patients. One of main treatment methods is the treatment with natural mineral waters and healing mud – hydrogen sulphide baths, sapropel and peat mud applications on the diseased body parts. Other treatment methods are: physical therapy (magnets, lasers, ultrasound, etc.), physiotherapy – treatment of joints, spine, muscles, tendons, ergotherapy – targeted activity use in the facilitation of recuperation, alleviating the fulfilment of a person's life tasks, hydrotherapy – mud applications, hydrogen sulphide or brome mineral water baths, 4 chamber baths, whirlpool-baths, underwater stretching, remedial exercises in a hall, in a swimming-pool, group physiotherapy with cardio exercise machines, Nordic walking, special dietary meals.

Sanatorium "Jantarnij Bereg" offers the treatment of cardiovascular system diseases, vestibular system disorders and peripheral nervous system disorders, main treatment methods are: physiotherapy (electro-treatment (amplitude pulse therapy, SMS phoresis, diadynamo-therapy, galvanization and electrophoresis, decimetre wave and ultrashort wave therapy); magneto-therapy; treatment with light (laser-therapy, UV radiation); ultrasound technologies, as well as phono-phoresis with different medicines; inhalations; water treatment procedures (circular and charcot shower); sulphate chloride waters (internally and baths); mud treatment (applications) and hydrogen sulphide baths.

Medical Services

Medical services are available in Lapmežciems doctors' office, in Apšuciems paramedic and midwife office, in Smārde rural district doctors' office and health centre in Kauguri .

Post

Post offices services are available in Lapmežciems, Smārde, Slampe and Kauguri.

Telecommunications Services

Internet access points are in Lapmežciems rural district administration office, Kemeris, Smārde, Apšuciems and Milzkalne libraries.

3.8.2.3 Activities

Nature trails and bicycle routes

Currently Kemeris NP is offering three nature trails (Nature trail in Black Alder Swamp, Nature trail of Sloka Lake, Nordic Walking trail of Valguma Pasaule). Two nature trails are under reconstruction (Trail in the Great Kemeris Bog and Trail of Kanieris Castlebound) and one is closed to the public (Trail to the Sulphur Ponds in Raganu Bog). There are also four marked bicycle routes in the National Park (three routes in the Vicinity of Valgums Lake and Sloka Lake Bicycle trail) and one bicycle route is under construction (Green Dune Bicycle trail). More detailed descriptions are given in the section on environmental education and in the homepage of Nature Conservation Agency (<http://www.daba.gov.lv/kemeris>)

Objects of Interest

Around 40 different objects of interest are included in tourism offers prepared by the NCA PRA and other tourism stakeholders. They represent different nature, culture and healing values of the area and are described in the sections 3.1-3.4. The largest are Lapmežciems museum, Džūkste fairytale museum and Dunduru meadows.

Events

The main events in the region of Kemer National Park are: Bird, Watching Days in Spring and Summer, Bat Night, Biodiversity Day, Day of National Parks, Travellers Day, Day of Meadows, Wetlands Day, Kemer Festivity, Fishermen Festivity, Midsummer night, Night of the Museums.

Boating

Lakes – Kaņieris and Valgums are the most often used lakes for boating, as boat rentals are available there (one in Kaņieris and two in Valgums).

Rivers – at present there is practically no boating in KNP rivers. In spring 2011, a test ride was performed along Vecslocene river in the section from Jaunķemer road to Lielupe.

Sea – at present some companies operate in Latvia, offering sea boat rentals and organizing boat trips in the sea. This activity is gaining great popularity. In KNP it is not done at present, but the area between Ragaciems and Bigauņciems could be the most interesting.

Angling and Underwater Hunting

Licensed angling is organized in lake Kaņieris, and since 2011 – also licensed underwater hunting. In other KNP watercourses angling is allowed, with the state-adapted angling cards according to the law (observing seasonal restrictions).

Sea Fishing

Sea fishing at present is not officially offered as a tourism activity, but it is possible to arrange with the help of acquaintances from local fishermen.

Horse Riding

Horse rental and riding in the Park at present is offered by the Resort Rehabilitation Centre "Jaunķemer", offering also riding therapy. Several farmsteads, owning horses, are situated in the Park territory. Z/s "Griķi" is contemplating the possibility to offer horse rental and riding (1 horse).

Hunting

Kemer National Park territory, except the nature reserve area, is rented to hunters' clubs – mostly among local population.

Bathhouses and SPAs

Most accommodations situated in the KNP region offer rural bathhouses or saunas. SPA services are offered by hotel "Arkādija".

Sports Facilities and Gyms, Sports Grounds

Most accommodations, situated in the KNP region territory, offer sports grounds for games. Gyms are available in RRC "Jaunķemeri" and hotel "Arkādija".

Public Swimming-Pools

Swimming-Pools are available in RRC "Jaunķemeri" and sanatorium "Jantarnij Bereg".

Guided Excursions

Guide services in Kemeru National Park are offered by SIA "Kemeru takas" and 4 self-employed guides, who have received training from KNP Administration.

Bird Watching

KNP territory is visited by bird watchers – both individually and in groups. Three towers are built for bird watching – in Dunduru meadows, Riekstu peninsula of Lake Kaņieris and Lake Slokas.

Photography

A small number of nature photographers individually visit KNP territory. Sometimes international plein airs are held here.

3.8.2.4 Tourism products

Latvian Countryside Tourism Association "Lauku Ceļotājs" has created six different products for travelling in the region of Kemeru NP (for free) – for walking, going by bicycle, car, boat and for bird watching. Tourism products are created also by Tourism Information Offices of Jūrmala and Tukums (descriptions of routes around Kemeru NP e.g. "One day in Kemeru NP"), sanatorium "Jantarnij Bereg" ("Soviet party") and private enterprise "Kemeru takas" (mostly offering bicycle tours). All tourism products already available in the territory as well as new tours have been compiled into a Product Manual issued within the "Parks & Benefits" project.

3.8.3 Concept of activity centres

Development of tourism activities in the Kemeru NP is based on the idea of activity centres, that are easily accessible by roads and public transport and can offer different supporting services (catering, shops and accommodation). Various tourism activities are developed around these centres and are connecting different centres. Some of the centres are more developed and some less developed and should be developed in the future. The main centres are Kemeru, Lapmežciems, Valgums. Less developed centres are Jaunķemeri, Gausā Jūdze, Kūdra, and Lancenieki&Slampe. In future new centres can be developed in Kaļķis and Odiņi – Pavasari area.

3.8.4 Tourism zoning

To balance the nature protection and tourism development a tourism zoning for the Kemeru NP was developed in 2002. It was developed by adapting the method of Recreation Opportunity Spectrum (ROS) to the area of Kemeru NP. It is described in more detail in the Management Plan.

3.8.5 Information and Marketing

3.8.5.1 KNP Marketing Organizers

After the review of previously prepared materials about KNP tourism products and services, the following main promoters of a joint tourism offer must be mentioned: KNP administration and regional TICs (Jūrmala, Tukums), as well as, within special projects or marketing activities, – tourism association "Lauku ceļotājs", Kurzeme Tourism Association and Latvian Association of Tourism Information Organizations "Lattūrinfo". Municipalities and entrepreneurs until now have shown little activity in advertising KNP as a tourism destination, mostly using the KNP name as a quality sign of their working environment.

Indirectly, but increasingly significant marketing organizer is the public itself – mass media, reflecting news and activities in this territory, indirectly advertise the Park, and social portals, where the most ardent travellers publish articles, comments and photographs, depicting their recreation, travels, adventures and emotions, serve as good promotion of the Park and its tourism products and services.

3.8.5.2 Marketing Aims, Means and Channels

The main aims of KNP tourism marketing until now was to inform about and promote KNP as a unique nature tourism destination, as well as to provide education about nature diversity and its values and promote nature-friendly travelling and lifestyle.

The following marketing means and channels have been used until now for the promotion of KNP tourism products and services:

| KNP joint offer | Entrepreneurs' individual offer |
|---|--|
| Marketing means | |
| Maps Booklets Web site Logo Placards Activities Seminars Publications Press releases Educational activities Competitions Campaigns Travelling exhibitions Guidebooks by (independent) travelling authors Direction signs Outdoor media | Web site Booklets Press releases "word of mouth" location e-mail sending draugiem.lv profile booking.com and other search engines, reservation systems |

| | |
|--|--|
| Mailing lists | |
| Marketing channels | |
| Internet information centres press outdoor media (advertisements) culture houses libraries hotels bookshops | |
| Target audience | |
| LV Foreigners | |

Materials, published until now about KNP, are attached.

At a workshop about the KNP marketing activities, the entrepreneurs and other persons, involved in the development of KNP tourism, expressed the opinion that the most significant marketing means and channels now and in the nearest future are:

- Internet (web sites, campaigns, banners, reservation systems),
- independent publications (guidebooks, articles, publications),
- press releases (fresh news, informative and reminding advertising in different mass media),
- tourism information providers (centres, offices, placards, indication signs).

3.8.5.3 Online and Offline Sale

Point of sale of tourism services is the choice of the main marketing channels for reaching the target audience.

Main *offline* points of sale – mass media, i.e., press, TV, radio, post, outdoor environment (outdoor media – advertising placards, installations), exhibitions, public relations, tourism operators and companies.

Online points of sale are connected with the use of IT technologies – web sites, e-mails, banners, Internet TV, blogs, mobile messages, spam messages.

Until now KNP tourism products and services were intentionally (because of knowledge and available financial and other resources) promoted mostly by *offline* methods: informative leaflets, flayers, maps, booklets. they were made available in the territory or distributed at Tourism Information Offices, exhibitions, during campaigns, at tourism companies, in mass media as press releases and publications. Informative signs, indications, placards are installed in the territory.

In view of the rapid development of the Internet and IT technologies and their increasingly significant role in the people's everyday life, their role in the sale of products is also growing. For example on 14 May 2010, *Google*

search with search terms "Kemeru nacionālais parks" showed almost 24 thousand results. But on 1 August 2010, the number of such results was already more than 30 thousands.

When searching for information about KNP the first 8 pages in *Google* search (in May, 2011) were:

- 1) www.kemeri.lv
- 2) lv.wikipedia.org
- 3) www.latvia.travel/lv/
- 4) www.kemeri.gov.lv (the former Kemeru National Park administration web site, which does not work any more)
- 5) www.turisms.tukums.lv
- 6) www.daba.gov.lv
- 7) www.likumi.lv
- 8) www.draugiem.lv/kemeru-nacionalais-parks
- 9) www.easyget.lv
- 10) www.vietas.lv
- 11) www.takas.lv

As a negative sign the fact must be mentioned that the site www.kemeri.gov.lv does not work any more, and opening this link from *Google*, no information is shown that the site is closed and no link is provided to the new web site.

3.8.6. Visitors of Kemeru NP

As already stated in the section on socioeconomic analysis, in 2010, approximately 60 000 people visited Kemeru NP. The largest visitor flow is during the summer months (June–August) on weekends, in coastal areas: around 45 000. In other objects – around 15 000 in Kemeru, in the historical centre of the resort, about 3000 in “Forest House” – information centre of KNP, about 4000 in Slokas Lake Trail, approximately 1700 to the Kaņieris tower, 600 to the Dunduru Meadows tower, 1500 to the plank-way set up in the Big Moorland of Kemeru. The visits to the nature trails and points of interest are more intensive in May and September. The visitors visiting the nature attractions of Kemeru NP steadily increased up until the nature trail in the Great Kemeru Raised Bog was closed in 2009, when the visitor numbers decreased. Number of Lithuanians coming to the beaches has increased in recent years. Also the number of bicycle riders from other parts of Latvia is increasing. More detailed description on methods used in visitor monitoring is given in the chapter on Visitor Management.

The Results of KNP Visitors' Survey in 2010

Survey was carried out in 2010 May – October. During this period, the visitors were surveyed for 20 days simultaneously in 10 places in the KNP territory: at the KNP visitors and information centre "Forest Home", at three observation towers: bird tower at lake Sloka, bird tower at lake Kaņieris and Dunduru meadows tower, on the plank-way of the Great Kemeru Moorland and at six other spots – parking-lot at the seaside, in the Slow Mile, at the boat station in lake Kaņieris, on the path to Jaunkemeru beach and in Kemeru at the sulphur spring “Kīrzaciņa”.

During the survey a total 1100 respondents were questioned, and 1094 questionnaires were considered valid.

Demography Information

Respondents' Origin

In the beginning of the survey, answers to the question "Do you live in this region?" (*Question 04.*) showed which ÇNP visitors are from local population and which are travellers / tourists. 58.5% from the total number of respondents were travellers and tourists who do not live in the ÇNP territory, and visit it for recreation or other purposes.

Table 2: Respondents' Origin

| | Number | % |
|----------------------------------|-------------|------------|
| Live in the ÇNP territory | 454 | 41.5 |
| Do not live in the ÇNP territory | 640 | 58.5 |
| Total | 1094 | 100 |

Respondents' Gender

Respondents almost equally represented both genders.

Table 3: Respondents' Gender

| Gender | All respondents | | Tourists | |
|--------------|-----------------|------------|------------|------------|
| | Number | % | Number | % |
| Women | 584 | 53.4 | 353 | 55.2 |
| Men | 510 | 46.6 | 287 | 44.8 |
| Total | 1094 | 100 | 640 | 100 |

Respondents' Age

Summarising data about the respondents' age (*Question 5.2.*), it was found that the main age groups are economically active people, i.e., people 21–40 years and 41–60 years of age, together making up more than 80% of all respondents.

Table 4: Respondents' Age

| Age | All respondents | | Tourists | |
|-----------------|-----------------|------------|------------|------------|
| | Number | % | Number | % |
| 15–20 years | 62 | 5.7 | 28 | 4.4 |
| 21–40 years | 558 | 51.0 | 349 | 54.5 |
| 41–60 years | 363 | 33.2 | 200 | 31.3 |
| 61 – more years | 111 | 10.1 | 63 | 9.8 |
| Total | 1094 | 100 | 640 | 100 |

Respondents' Origin

Asked about the respondents' origin (*Question 5.3.*), in order to find out whether they represent local or foreign tourism sector, it was found out that about 80% are travellers from Latvia. It corresponds with data from other territories, as well as to the essence of this country tourism – the largest part of tourism is local tourism.

Table 5: Respondents' Origin

| Countries | All respondents | | Tourists | |
|-----------------|-----------------|------------|------------|------------|
| | Number | % | Number | % |
| Latvia | 926 | 84.6 | 472 | 73.8 |
| Other countries | 168 | 15.4 | 168 | 26.3 |
| Total | 1094 | 100 | 640 | 100 |

Latvia's Respondents' Origin

Considering the Latvia's travellers main places of residence (places of origin) (*Question 5.3.*), it was found out that the largest part of KNP visitors live in Riga, Jūrmala, Tukums and Zemgale regions.

Table 6: Latvia's Respondents' Origin

| City / Region | All respondents | | Tourists | |
|---------------|-----------------|------|----------|------|
| | Number | % | Number | % |
| Riga | 296 | 32.0 | 281 | 59.5 |
| Jūrmala | 280 | 30.2 | 9 | 1.9 |

| | | | | |
|-----------------|------------|------------|------------|------------|
| Zemgale regions | 76 | 8.2 | 71 | 15.0 |
| Riga region | 34 | 3.7 | 21 | 4.4 |
| Vidzeme regions | 33 | 3.6 | 33 | 7.0 |
| Kurzeme regions | 25 | 2.7 | 22 | 4.7 |
| Unknown | 15 | 1.6 | 2 | 0.4 |
| Latgale regions | 9 | 1.0 | 9 | 1.9 |
| Total | 926 | 100 | 472 | 100 |

Foreign Respondents' Origin

Among the foreign respondents, as high priority countries Germany, Lithuania and Russia must be mentioned, but as priority countries – The Netherlands and Estonia, and as new priority markets – France and Poland, the number of tourists from which in the nearest territories is gradually growing each year.

Table 7: Foreign Respondents' Origin

| Countries | Number of respondents | % |
|-----------------|-----------------------|------|
| Germany | 40 | 23.8 |
| Lithuania | 38 | 22.6 |
| Russia | 19 | 11.3 |
| The Netherlands | 12 | 7.1 |
| Estonia | 8 | 4.8 |
| France | 7 | 4.2 |
| Poland | 5 | 3.0 |
| USA | 4 | 2.4 |
| Spain | 3 | 1.8 |
| Czech Republic | 3 | 1.8 |
| Israel | 2 | 1.2 |
| Byelorussia | 2 | 1.2 |
| Ukraine | 2 | 1.2 |
| Great Britain | 2 | 1.2 |
| Australia | 2 | 1.2 |
| Norway | 1 | 0.6 |
| Finland | 1 | 0.6 |
| Italy | 1 | 0.6 |
| Canada | 1 | 0.6 |
| Switzerland | 1 | 0.6 |

| | | |
|--------------|------------|------------|
| Rumania | 1 | 0.6 |
| Belgium | 1 | 0.6 |
| Other | 12 | 7.1 |
| Total | 168 | 100 |

Respondents' Activities During Survey

Before the start of survey, the activity was noted in which the respondents were engaged when they were addressed (*Question 03.*). Five variants of answers were offered – walk, hiking, horse riding, bicycling or another answers, leaving space for marking "some other activity". The largest part of KNP visitors at the moment of the survey were just using the opportunity to spend time in nature and take a walk – 66% of all respondents and 73% of tourists.

Table 8: Respondents' Activities During Survey – 1

| | All respondents | | Tourists | |
|--------------|-----------------|------------|------------|------------|
| | Number | % | Number | % |
| Walk | 726 | 66.4 | 471 | 73.6 |
| Hiking | 23 | 2.1 | 14 | 2.2 |
| Horse riding | 5 | 0.5 | 2 | 0.3 |
| Bicycling | 86 | 7.9 | 35 | 5.5 |
| Other | 254 | 23.2 | 118 | 18.4 |
| Total | 1094 | 100 | 640 | 100 |

The next answer "some other activity" is mentioned, among which the most popular are nature watching, fishing, sunbathing on the beach, as well as picnicking and visiting the Park on an excursion (in a group).

Table 9: Respondents' Activities During Survey – 2

| | All respondents | |
|---------------------------------------|-----------------|------|
| | Number | % |
| Walk | 726 | 66.4 |
| Bicycling | 86 | 7.9 |
| Recreation in nature, nature watching | 42 | 3.8 |
| Fishing | 37 | 3.4 |
| Sunbathing on the beach | 33 | 3.0 |

| | | |
|---|-------------|------------|
| Excursion | 26 | 2.4 |
| Hiking | 23 | 2.1 |
| Pleasure trip with a car / motorcycle | 20 | 1.8 |
| Picnic | 18 | 1.6 |
| Boating | 10 | 0.9 |
| Taking the water from mineral water springs | 6 | 0.5 |
| Horse riding | 5 | 0.5 |
| Gathering of berries, mushrooms | 5 | 0.5 |
| Waiting for a train or bus | 4 | 0.4 |
| On business | 3 | 0.3 |
| Photography | 2 | 0.2 |
| Wedding trip | 1 | 0.1 |
| Child's birthday | 1 | 0.1 |
| Jogging | 1 | 0.1 |
| Competitions | 1 | 0.1 |
| Feeding of swans | 1 | 0.1 |
| Watching fishermen | 1 | 0.1 |
| Other | 42 | 3.8 |
| Total | 1094 | 100 |

Respondents' Travelling Habits

Studying the respondents' travelling Habits, survey results showed that both local people and tourists mostly travel together with somebody (*Question 5.4.*).

Table 10: Respondents' Travelling Habits – 1

| | All respondents | | Tourists | |
|-----------------------|-----------------|------------|------------|------------|
| | Number | % | Number | % |
| Travels alone | 215 | 19,7 | 86 | 13,4 |
| Does not travel alone | 879 | 80,3 | 554 | 86,6 |
| Total | 1094 | 100 | 640 | 100 |

Most respondents travel in twos or with their family or friends.

Table 11: Respondents' Travelling Habits – 2

| | All respondents | | Tourists | |
|----------------------|-----------------|------------|------------|------------|
| | Number | % | Number | % |
| Travels alone | 215 | 19.7 | 86 | 13.4 |
| Two persons travel | 289 | 26.4 | 160 | 25.0 |
| 3 persons travel | 251 | 22.9 | 154 | 24.1 |
| 4 persons travel | 133 | 12.2 | 89 | 13.9 |
| 5 persons travel | 81 | 7.4 | 58 | 9.1 |
| A group travels (5+) | 125 | 11.4 | 93 | 14.5 |
| Total | 1094 | 100 | 640 | 100 |

In total, the respondents had 2612 companions with them. Most of them are in the age group 21–40 years, as well as children under 14 years and people older than 41 years.

Table 12: Respondents' Companions' Age

| | All respondents | | Tourists | |
|-----------------|-----------------|------------|-------------|------------|
| | Number | % | Number | % |
| 0–14 years | 531 | 20.3 | 362 | 19.7 |
| 15–20 years | 286 | 10.9 | 173 | 9.4 |
| 21–40 years | 1082 | 41.4 | 797 | 43.3 |
| 41–60 years | 562 | 21.5 | 399 | 21.7 |
| 61 – more years | 151 | 5.8 | 111 | 6.0 |
| Total | 2612 | 100 | 1842 | 100 |

Purpose of the visit

Summarizing the answers about the purpose of visiting KNP (*Question 1.1.*), – a total of 1105 different answers among all respondents and 652 – among tourists were analysed. The main purpose was going on a holiday or a day trip.

Table 13: Why Do the Respondents Visit This Region?

| Purpose | All respondents | | Tourists | |
|------------------------------|-----------------|-------------|------------|-------------|
| | Number | % | Number | % |
| No answer | 420 | 38.0 | 12 | 1.8 |
| Holiday | 250 | 22.6 | 234 | 35.9 |
| Day trip | 233 | 21.1 | 221 | 33.9 |
| Weekend | 95 | 8.6 | 91 | 14.0 |
| Other purpose | 48 | 4.3 | 40 | 6.1 |
| Visiting friends / relatives | 46 | 4,2 | 43 | 6.6 |
| Business | 13 | 1.2 | 11 | 1.7 |
| Total | 1105 | 100 | 652 | 100 |

When asked, in what activities the respondents were already involved or are planning to get involved during the KNP visit (*Question 1.2.*), most answers (in total all respondents gave 3143 different answers, tourists – 1787) were related to nature watching – environment, nature, animals, birds – or activities in nature – walks and swimming.

Table 14: Why Do the Respondents Visit This Region?

| Activities | All respondents | | Tourists | |
|--------------------------|-----------------|-------------|------------|-------------|
| | Number | % | Number | % |
| Walks | 753 | 24.0 | 454 | 25.4 |
| Wildlife watching | 445 | 14.2 | 282 | 15.8 |
| Swimming | 423 | 13.5 | 235 | 13.2 |
| Sightseeing | 345 | 11.0 | 250 | 14.0 |
| Bird watching | 251 | 8.0 | 162 | 9.1 |
| Bicycling | 238 | 7.6 | 82 | 4.6 |

| | | | | |
|---------------------------------|-------------|------------|-------------|------------|
| Gathering of berries, mushrooms | 217 | 6.9 | 76 | 4.3 |
| Boating | 138 | 4.4 | 46 | 2.6 |
| Other activities | 126 | 4.0 | 57 | 3.2 |
| Culture enjoying | 117 | 3.7 | 83 | 4.6 |
| Museum visit | 81 | 2.6 | 56 | 3.1 |
| Canoeing | 9 | 0.3 | 4 | 0.2 |
| Total | 3143 | 100 | 1787 | 100 |

The most important sightseeing objects which the respondents plan to visit in ĶNP (*Question 1.3.*) were nature trail and bird watching tower at lake Slokas, Ķemeris and its vicinity, beach, as well as the bird tower and boat station of lake Kaņieris. Only about half of respondents named only one choice – an object or a place which they had visited or would visit, about 1/4th named two choices and a little more than 1/10th named three choices.

Table 15: The most often mentioned sightseeing objects.

| Object, place | Number of answers |
|--|-------------------|
| Lake Slokas nature trail and tower | 155 |
| Ķemeris | 123 |
| Sea and seaside, beach | 122 |
| Lake Kaņieris, bird tower and boat station | 74 |
| Great Ķemeris Raised Bog plankway | 55 |
| Nature trail in black alder swamp | 48 |
| ĶNP and sulphur spring Little Lizard | 44 |
| Jūrmala – architecture, beach | 40 |
| Sulphur spring | 39 |
| Health improvement | 38 |
| Forest Home | 29 |
| Dunduri meadows | 25 |
| Jaunķemeris | 10 |
| Melnezers | 6 |

A total of more than 70 objects were mentioned, including not only ĶNP, but also Riga and other popular places in Latvia.

Naming two most important reasons for visiting KNP (*Question 2.1.*), 1/3rd of respondents mentioned the possibility to relax in nature (34.7%), but for 11.7% of respondents it is the possibility to relax at the sea, but for 10.8% – a good way to spend holidays or vacation.

Table 16: The Most Important Reasons to Visit KNP

| Reasons | Number | % |
|----------------------------------|------------|------------|
| Relaxation in nature | 240 | 34.7 |
| Sea and beach | 81 | 11.7 |
| Holidays, vacation | 75 | 10.8 |
| Visiting friends / relatives | 41 | 5.9 |
| Interest in SO | 39 | 5.6 |
| Close to home | 36 | 5.2 |
| Not many people, quiet | 33 | 4.8 |
| First time visit | 29 | 4.2 |
| A beautiful place | 24 | 3.5 |
| Fishing | 22 | 3.2 |
| Suggestion of relatives, friends | 21 | 3.0 |
| Memories, nostalgia | 20 | 2.9 |
| Stopping while driving by | 16 | 2.3 |
| Other reasons | 15 | 2.2 |
| TOTAL | 692 | 100 |

Knowledge about KNP

Asked whether they know that KNP is a specially protected nature territory (SPNT) (*Question 2.2.*), the great majority – more than 80% respondents answered yes.

Table 17: Did You Know that KNP is a SPNT?

| Answer | All respondents | | Tourists | |
|--------------------|-----------------|------------|------------|------------|
| | Number | % | Number | % |
| Yes, I did | 959 | 87.7 | 545 | 85.2 |
| No, I did not know | 135 | 12.3 | 95 | 14.8 |
| Total | 1094 | 100 | 640 | 100 |

All those who answered in the affirmative that they knew that KNP is a SPNT, were asked if they can specify what type of SPNT it is. In total 1132 answer versions from all respondents and 625 – from tourists were collected. Most visitors knew that KNP is a national park.

Table 18: Knowledge About KNP as a SPNT

| Answer | All respondents | | Tourists | |
|-------------------|-----------------|------------|------------|------------|
| | Number | % | Number | % |
| national park | 837 | 73.9 | 475 | 76.0 |
| biosphere reserve | 208 | 18.4 | 101 | 16.2 |
| nature park | 62 | 5.5 | 34 | 5.4 |
| nature reserve | 25 | 2.2 | 15 | 2.4 |
| Total | 1132 | 100 | 625 | 100 |

The Duration of Stay

The planned duration of stay (*Question 3.1.*) in almost half of the cases is only 1–2 nights (25% and 14.3% respectively), which corresponds with the respondent's answer about the purpose of visiting KNP, i.e., visiting KNP for holidays or weekends.

Table 19: The Duration of the Stay During the Trip

| Number of nights | Number | % |
|--------------------|------------|------------|
| 1 night | 63 | 25.0 |
| 2 nights | 36 | 14.3 |
| 3 nights | 25 | 9.9 |
| 4 nights | 16 | 6.3 |
| 5 nights | 9 | 3.6 |
| 6 nights | 3 | 1.2 |
| 7 nights | 13 | 5.2 |
| 8 nights | 1 | 0.4 |
| 9 nights | 2 | 0.8 |
| 10 nights | 15 | 6.0 |
| 11 nights | 2 | 0.8 |
| 12 nights | 4 | 1.6 |
| 13 nights | 20 | 7.9 |
| 14 nights | 20 | 7.9 |
| 15 and more nights | 23 | 9.1 |
| Total | 252 | 100 |

Staying Overnight

A direct question whether or not the respondents are going to stay overnight during their trip was not asked. However, considering the answers to the next question about places and duration of staying (*Question 3.1.*), it could be concluded that a little over a half of travellers / tourists (51.6%) planned to stay overnight during the trip.

Table 20: Choice for Staying Overnight

| Answer | Tourists | |
|---|-----------------|------------|
| | Number | % |
| Yes, they will stay overnight during the trip | 330 | 51.6 |
| No, they will not | 310 | 48.4 |
| Total | 640 | 100 |

As the most popular places for staying overnight (*Question 3.1.*) tourists mentioned Jūrmala (50.2%) and Rīga (24.7%), but territory of ĶNP – in 9.5% cases.

Table 21: The Tourists' Staying Place During the Trip

| Staying place | Number | % |
|----------------------|---------------|-------------|
| Jūrmala | 148 | 50.2 |
| Rīga | 73 | 24.7 |
| ĶNP | 28 | 9.5 |
| Tukums | 16 | 5.4 |
| Engure, Roja | 4 | 1.4 |
| Other | 26 | 8.8 |
| Total | 295 | 100 |

Different types of accommodation chosen for staying overnight were mentioned, but from the offered variants the most popular option is staying overnight "privately" (*Question 3.2.*). However, only less than a half of respondents (330 persons) answered this question.

Table 22: The Chosen Accommodation Type During the Trip

| Accommodation type | Number | % |
|---------------------------|------------|------------|
| Privately | 105 | 31.8 |
| Hotel | 57 | 17.3 |
| Camping / trailers | 44 | 13.3 |
| Guest house / rural house | 18 | 5.5 |
| Youth hostel | 8 | 2.4 |
| Cottage / holiday home | 6 | 1.8 |
| Other type | 92 | 27.9 |
| Total | 330 | 100 |

Transport

Answering the question about the means of transportation, used during the trip, the most popular means of transportation, used by respondents–tourists for getting to ÇNP (Question 3.3., several answer variants could be given), was a car, i.e., 71.1%.

Although in fewer cases the second main means of transportation is the public transport: trains – 9% and public bus – 4.5%.

Table 23: Means of Transportation, Chosen for Coming to ÇNP

| Means of transportation | Number | % |
|-------------------------|------------|------------|
| Car | 457 | 71.1 |
| Train | 58 | 9.0 |
| Public bus | 29 | 4.5 |
| Bus | 28 | 4.4 |
| Bicycle | 25 | 3.9 |
| Avio + transfer | 16 | 2.5 |
| Caravan | 8 | 1.2 |
| Taxi | 6 | 0.9 |
| Minibus | 5 | 0.8 |
| Maxi taxi | 5 | 0,8 |
| Ferry | 3 | 0.5 |
| Motorcycle | 3 | 0.5 |
| Total | 643 | 100 |

A car is also the most popular means of transportation, used or planned to use for touring ζ NP (Question 3.4.) – 70.9%.

Table 24: Means of Transportation, Chosen for travelling within ζ NP

| | Number | % |
|---------------|------------|------------|
| Car | 439 | 70.9 |
| Bicycle | 55 | 8.9 |
| On foot | 47 | 7.6 |
| Public bus | 26 | 4.2 |
| Bus | 21 | 3.4 |
| Caravan | 9 | 1.5 |
| Train | 8 | 1.3 |
| Taxi | 5 | 0.8 |
| Minibus | 3 | 0.5 |
| Motorcycle | 3 | 0.5 |
| Will not tour | 2 | 0.3 |
| Other | 1 | 0.2 |
| Total | 619 | 100 |

As the next most popular means of transportation for touring ζ NP a bicycle is mentioned – in 8.9% cases, indicating the possibility to create offers for travelling to and within ζ NP – "car + bike" un "train + bike" – for the sake of environment protection and sustainability.

The Significance of the SPNT Factor in the Choice of the Trip

Asking the respondents–tourists: "Did you come to this region, because this is a protected territory?" (Question 3.5.), the significance of SPNT in choosing ζ NP as the destination was found out. But it turned out that SPNT status is important only for one third of respondents – 33.4%, who answered this question in the affirmative.

Table 25: Are you Touring this Region, Because it is a specially protected nature area?

| Answer | Number | % |
|--------------|------------|-------------|
| Yes | 214 | 33.4 |
| No | 426 | 66.6 |
| Total | 640 | 200 |

Those respondents who answered in the affirmative that the SPNT status of ÇNP is important for them in the choice of the trip and in travelling, were asked how important it is for them (*Question 3.6.*). The majority – 89.3% – answered that it is important and 1/3rd of them even answered that it is very important.

Table 25.1: How Important for Your Visit is the Fact that ÇNP is a SPNT?

| Answer | Number | % |
|----------------------|------------|-------------|
| Very important | 62 | 29.0 |
| Important | 129 | 60.3 |
| Of little importance | 15 | 7.0 |
| Not important | 5 | 2.3 |
| No answer | 3 | 1.4 |
| Total | 214 | 100 |

Frequency of Visits

When asked if this is their first visit to this territory (*Question 3.7.*), almost 2/3 of respondents–tourists answered that this is not the first time visiting ÇNP. These answers show that the existing offering of ÇNP is satisfactory, sufficient, qualitative.

Table 26: Is this Your First Visit to ÇNP?

| Answer | Number | % |
|------------------------------|------------|------------|
| Yes, first | 261 | 40.8 |
| No, I have already been here | 379 | 59.2 |
| Total | 640 | 100 |

Answering the question on how many times they already have been in ÇNP, about 1/3 of respondents said that they have been in ÇNP already 2–3 times, about 1/3 have been 4–6 times, but the rest – more times.

Table 27: Frequency of Visits to ÇNP

| Answer | Number | % |
|---------|--------|------|
| Once | 2 | 0.7 |
| 2 times | 45 | 15.0 |
| 3 times | 43 | 14.3 |
| 4 times | 29 | 9.7 |
| 5 times | 38 | 12.7 |
| 6 times | 28 | 9.3 |

| | | |
|-------------------------|------------|------------|
| 7 times | 11 | 3.7 |
| 8 times | 3 | 1.0 |
| 9 times | 1 | 0.3 |
| 10 times | 25 | 8.3 |
| more than 10 times | 53 | 17.7 |
| several times each year | 1 | 0.3 |
| a couple of times | 21 | 7.0 |
| Total | 300 | 100 |

Information

In finding out the answer to the question where the respondents–tourists found information about ĶNP (*Question 3.8.*, several answer variants could be selected) suggestions of friends and relatives were mentioned (42.5% answers) as the main source of information. The next most popular sources of information were the Internet (25.3%) and brochures about SPNT (10.5%).

Table 28: Source of Information About ĶNP

| Answer | Number | % |
|---|------------|-------------|
| Family, friends | 299 | 42.5 |
| Internet | 178 | 25.3 |
| Brochure about SPNT | 74 | 10.5 |
| SPNT info-centre | 28 | 4.0 |
| I know since childhood, from experience | 28 | 4.0 |
| tourism brochure | 19 | 2.7 |
| TV, radio | 17 | 2.4 |
| publication in a newspaper, magazine | 10 | 1.4 |
| at school | 10 | 1.4 |
| passing by | 9 | 1.3 |
| saw on the map | 7 | 1.0 |
| followed the road signs | 6 | 0.9 |
| at an accommodation | 4 | 0.6 |
| I am a guide / have worked | 3 | 0.4 |
| from the local people | 3 | 0.4 |
| doctors' suggestion | 3 | 0.4 |
| read in an info placard | 2 | 0.3 |
| experts / seminars | 2 | 0.3 |
| Riga TIC | 1 | 0.1 |
| I did not know that this is a park | 1 | 0.1 |
| Total | 704 | 100 |

But, finding out the sufficiency of information among all respondents (*Question 3.9.*), depending on the information search / providing source, 44.4–71.5% respondents could give no opinion about this question. However, the rest of respondents gave mostly positive answers that the information was sufficient.

Table 29: Sufficiency of Information in SPNT Information Centre – KNP "Forest Home"

| Answer | Number | % |
|---------------------------|---------------|------------|
| Yes, it was sufficient | 334 | 30.6 |
| No, it was not sufficient | 36 | 3.3 |
| No answer / opinion | 724 | 66.1 |
| Total | 1094 | 100 |

Table 30: Sufficiency of Information in SPNT Maps and Brochures

| Answer | Number | % |
|---------------------------|---------------|------------|
| Yes, it was sufficient | 451 | 41.3 |
| No, it was not sufficient | 50 | 4.6 |
| No answer / opinion | 593 | 54.2 |
| Total | 1094 | 100 |

Table 31: Sufficiency of Information on SPNT Web Site

| Answer | Number | % |
|---------------------------|---------------|------------|
| Yes, it was sufficient | 229 | 21.0 |
| No, it was not sufficient | 82 | 7.5 |
| No answer / opinion | 783 | 71.5 |
| Total | 1094 | 100 |

Table 32: Sufficiency of Information on Signs at Paths

| Answer | Number | % |
|---------------------------|-------------|------------|
| Yes, it was sufficient | 412 | 37.7 |
| No, it was not sufficient | 196 | 17.9 |
| No answer / opinion | 486 | 44.4 |
| Total | 1094 | 100 |

Table 33: Sufficiency of Information on Observation Points (Towers)

| Answer | Number | % |
|---------------------------|-------------|------------|
| Yes, it was sufficient | 394 | 36.0 |
| No, it was not sufficient | 93 | 8.5 |
| No answer / opinion | 607 | 55.4 |
| Total | 1094 | 100 |

The most critically the sufficiency of information is evaluated on SPNT web site and on signs (and/or placards) near the paths, where 1/3rd of respondents evaluated it as not sufficient.

Disturbances during visit

During the survey the respondents were asked to evaluate whether there were any circumstances disturbing their visit to KNP territory (*Question 3.10.*). Five factors were offered for evaluation in a 6 point scale, and the resulting answers in 4 criteria were sufficiently positive:

- the respondents pointed out that during their KNP visit the number of other visitors was not so great that they could disturb them – more than 90% answered that the present KNP visitor number is not too large and they do not disturb their visit;
- similar is also the respondents' answer about other visitors' behaviour – 91.3% respondents answered that other visitors' behaviour does not at all disturb them during their trip;
- almost the same number of respondents – 84.9% – answered that the attitude towards the natural environment is not a disturbing factor during their trip;
- soil erosion was not mentioned as a disturbing factor during the trip either (91.6% answers).

The majority of respondents – 70.5% – did not regard littering as a disturbance, but this factor was mentioned both as a disturbance, among other disturbances during the trips (especially among the foreign tourists), and among the negative features of KNP.

Table 34: Evaluation of Disturbing Circumstances During the Trip to KNP

| | 1 did not disturb at all | 2 – did not disturb | 3 fifty – fifty | 4 disturbed a little | 5 disturbed | 6 disturbed a lot | TOTAL % | Do not know / no answer |
|--|-----------------------------------|---------------------------|--------------------------|----------------------------|----------------|-------------------------|------------|----------------------------------|
| too many visitors | 81.4 | 9.5 | 4.4 | 2.3 | 1.2 | 1.2 | 100 | 7 |
| other visitors' behaviour | 81.4 | 9.9 | 4.5 | 1.9 | 1.5 | 0.8 | 100 | 8.3 |
| littering | 54.5 | 16 | 12.8 | 7 | 4.1 | 5.6 | 100 | 6.7 |
| attitude towards the natural environment | 72.2 | 12.7 | 6.5 | 3.7 | 2.6 | 2.3 | 100 | 15.8 |
| soil erosion | 85.2 | 6.4 | 4.8 | 1.5 | 1.2 | 0.9 | 100 | 26 |
| | 74.5 | 11.1 | 6.7 | 3.4 | 2.2 | 2.2 | 100 | 12.8 |

In general, none of the offered circumstances is considered as possible disturbances, because their average score is 1 – 1.9 points, where 1 is the answer "did not disturb at all" and 2 – "did not disturb".

Table 35: Evaluation of Disturbing Circumstances During the Trip to KNP – Average Evaluation

| Circumstances | Average evaluation |
|--|--------------------|
| littering | 1.9 |
| too many visitors | 1.3 |
| attitude towards the natural environment | 1.3 |
| other visitors' behaviour | 1.2 |
| soil erosion | 1 |

But when the respondents were given the chance to name their own circumstances which disturbed them during the trip or were unacceptable during their visit to a SPNT, the most often mentioned are:

- ill-kept and dirty surroundings, especially in the Kemer centre,
- lack of information (both in the Internet, and on signs and information placards),
- lack of several infrastructure objects (trash bins, eating places, shops, WCs, indication signs, luggage storages, etc.).

Table 36: Circumstances Given by the Respondents that Disturbed Them During the Trip to KNP

| Answers | Number | % |
|--|-----------|-------------|
| ill-kept and dirty surroundings | 21 | 28.8 |
| lack of information, it's needed more | 10 | 13.7 |
| no trash bins | 5 | 6.8 |
| everything overgrown | 5 | 6.8 |
| Kemer moorland plank-way closed | 4 | 5.5 |
| many damaged things | 4 | 5.5 |
| no cinemas, shops, cafes | 4 | 5.5 |
| health resort destroyed | 4 | 5.5 |
| many gnats | 3 | 4.1 |
| no indication signs | 3 | 4.1 |
| no WCs | 3 | 4.1 |
| no luggage storages | 3 | 4.1 |
| dirty beach | 3 | 4.1 |
| no parking-lot | 1 | 1.4 |
| no benches on the beach | 1 | 1.4 |
| culture shock | 1 | 1.4 |
| no active recreation possibilities | 1 | 1.4 |
| want canoeing | 1 | 1.4 |
| no rules about the behaviour in nature | 1 | 1.4 |
| difficult to get there | 1 | 1.4 |
| natural environment altered | 1 | 1.4 |
| | 73 | |

Evaluation of the Territory

In general, evaluating the territory in a 10 point scale (*Question 3.11.*), the average evaluation of KNP is 6.8 points. The highest evaluation – 9 and 10 points – were given to KNP by 32.6% respondents, next highest evaluation – 7 and 8 points – were given by 50.9% visitors, but mediocre and passable evaluation – 5 and 6 points – were given by 13.2 visitors.

Table 37: Evaluation of the Nature Territory

| | 1 – very bad | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 – very good |
|--------------------------|--------------------|-----|---|-----|-----|-----|------|------|------|----------------------|
| Evaluation (%) | 0.4 | 0.6 | 1 | 1.3 | 5.7 | 7.5 | 20.4 | 30.5 | 19.4 | 13.2 |
| Average evaluation – 6.8 | | | | | | | | | | |

In general, answering the question whether the respondents would suggest others to visit KNP (Question 3.12.), 92% answered in the affirmative.

Table 42: Would You Suggest Others to Visit KNP?

| Answer | Number | % |
|-----------------|-------------|------------|
| Yes, I would | 1007 | 92.0 |
| No, I would not | 87 | 8.0 |
| Total | 1094 | 100 |

When the respondents were offered to express their opinion – positive and negative about KNP (Question 3.13.), among the positive answers most often the park values are mentioned – beautiful nature and its elements, pleasant environment, fresh air, peace and calm, not many visitors, good quality towers and paths, seaside and recreation possibilities near the sea, chance to get away from everyday worries and a suitable environment for family recreation. It is appreciated that the park is suitable for travelling on bicycle, as well as available free of charge. Local people and park employees – nature protection specialists and environment maintenance workers – are praised as nice and pleasant people.

Table 38: Positive Comments About KNP

| Opinion | Number | % |
|--|--------|------|
| Nature, wildlife | 355 | 26.6 |
| Peace and calm | 160 | 12.0 |
| Beautiful place, nature, animals, pleasant environment | 114 | 8.6 |
| Seaside, clean and nice, closeness of the sea | 84 | 6.3 |
| Clean | 79 | 5.9 |
| Fresh air | 65 | 4.9 |
| Not many visitors | 54 | 4.1 |
| Walking paths, wooden plank-ways | 49 | 3.7 |

| | | |
|--|----|-----|
| Recreation possibilities | 36 | 2.7 |
| Bird watching, their diversity | 21 | 1.6 |
| Suitable for family outings | 20 | 1.5 |
| Nature protection, national park | 19 | 1.4 |
| Forests | 19 | 1.4 |
| Healthy water | 16 | 1.2 |
| Good infrastructure | 16 | 1,2 |
| Many objects to visit | 15 | 1.1 |
| Nice observation platforms and towers | 13 | 1.0 |
| Marshes | 13 | 1.0 |
| Well managed territory, people work | 12 | 0.9 |
| Not spoiled, protected place | 12 | 0.9 |
| Close to Riga | 11 | 0.8 |
| Nice people, friendly local population | 11 | 0.8 |
| Fishing possibilities | 10 | 0.8 |
| Bicycle riding allowed in the park territory | 9 | 0.7 |
| Ķēmeri hotel / White swan and park | 8 | 0.6 |
| Cultural heritage, famous history | 8 | 0.6 |
| Close to home | 6 | 0.5 |
| Open for everybody free of charge | 6 | 0.5 |
| Pines | 5 | 0.4 |
| Sulphur smell, sulphur springs | 5 | 0.4 |
| Healthy place | 5 | 0.4 |

Among the negative features, the respondents mostly mention that the territory is dirty, Ķēmeri town is ill-kempt, lack of infrastructure – eating places, indication signs, parking-lots, dust bins, picnic spots, WCs, information, as well as lack of tourist infrastructure – not enough sightseeing objects, the most popular objects closed or incomplete, lack of information and benches, as well as the territory at present is not friendly to families with children in baby carriages, and disabled people in wheelchairs.

Table 39. Negative Comments About ĶNP

| Opinion | Number | % |
|--|--------|------|
| dirty | 70 | 12.3 |
| poor infrastructure | 42 | 7.4 |
| more signs needed | 30 | 5.3 |
| no WCs | 25 | 4.4 |
| Great Ķēmeri Moorland plank-way closed | 22 | 3.9 |
| more trash bins needed | 18 | 3.2 |

| | | |
|---------------------------------------|----|-----|
| too many gnats | 15 | 2.6 |
| no restaurants, cafes | 14 | 2.5 |
| paths and benches need reconstruction | 12 | 2.1 |
| more parking-lots needed | 9 | 1.6 |
| pay parking-lots | 8 | 1.4 |
| Ill-kept forests | 8 | 1.4 |
| not enough rest / picnic spots | 8 | 1.4 |
| litter | 7 | 1.2 |
| poor roads | 7 | 1.2 |
| not allowed to cut trees for firewood | 6 | 1.1 |
| dirty sea coast | 6 | 1.1 |
| not enough entertainment | 5 | 0.9 |
| not enough information available | 5 | 0.9 |
| a big puddle in the parking-lot, dirt | 5 | 0.9 |
| more bicycle paths needed | 5 | 0.9 |

* The most frequently given answers are highlighted with brown.

Yellow highlights mark the answers which should be taken into account, planning the activities for tourism development.

3.8.7 Creating tourism products

From the results of visitor survey carried out in 2010 and from the data of visitor monitoring, eleven main target groups for Kemer NP area were identified. Main, additional and future tourism offers for each target group are identified using the Marketing Matrix (see Annex 3).

3.8.7.1 Individual tourists from Latvia coming by car to enjoy nature

Small groups of friends or families mainly form Rīga, Jūrmala and Tukums in weekends. The main sources of information are friends and family and internet. Large group that should be invited to stay longer and visit more in low season. They should be encouraged to use local products and services, to travel around the area by bikes.

Main offer

Nature trails and objects of interest

1. Kemer activity centre:

Main offer:

Nature trail in black alder swamp and Forest trail (forest trail also in winter)

Center of Ķemeri (also in winter)

Sloka lake nature trail and tower

„Meža māja” and exhibition on raised bogs (also in winter)

Necessary improvements:

Restoration of nature trail in Great Ķemeri raised bog,

To develop a trail to mineral spring at Lūžņugrāvis

Additional offer:

To be developed: Walking/ bicycle trail in Green Dune (also for walking and skiing in winter)

Bicycle rent (see offers for bicycle riders)

Shops (also in winter)

2. Lapmežciems activity center:

Main offer:

Bird watching tower near Kanieris Lake

Lapmežciems museum (also in winter)

Necessary improvements: reconstruction of nature trail to Kanieris hillfort

Additional offer:

Objects of interest – Siliņupe stoneage settlement, Dižpriede (noble pine tree), Ragaciems lighthouse

Kanieris boat station (angling, boat rental)

Walks along the beach (also in winter)

Catering/ shops (available also in winter)

Accommodation (also in winter)

3. Valgums activity centre

Main offer

Valgums Nordic walking trail, territory of Valguma Pasaule (also in winter)

Additional offer:

Labyrinth

Bicycle rent, rent of Nordic walking equipment

Bicycle trails (also in winter for skiing)

Playground for children

Boat rental

Catering (also in winter)

Accommodation (also in winter)

5. Slampe/Lancenieki activity centre

Dunduru meadows

Džūkste museum (also available in winter)

Nature education events

Culture events

Additional offer

Relaxation on the beach

Guided tours (announced beforehand)

Information on tourism offer for this target group should be available on internet, regional TIOs, in the area of the national park (at KNP tourism information centre, at tourism service providers).

3.8.7.2 Individual tourists from Latvia coming by car to relax on the beach

Small groups of friends or families mainly form Tukums, Jelgava, Rīga, Jūrmala in weekends. The main sources of information are friends and family. Large group that should be directed inland – to reduce pressure on the coastal habitats. They should be encouraged to use local products and services.

Main offer

Relaxation on the beach

Nature trails and objects of interest – the same offer as in section 3.8.5.1.

Nature education events

Culture events

Additional offer

Guided tours (announced beforehand)

The information for this target group primarily should be provided at the parking lots and service providers near the beach.

3.8.7.3 Individual tourists from Latvia coming by public transport to enjoy nature

Small groups of friends or families mainly from Jūrmala (could be also from Riga and Tukums) in weekends. The main sources of information are friends and family and internet. Small group that should be invited more. They should be encouraged to use local products and services, to travel around the area by bikes.

Main offer

Nature trails and objects of interest – at Ķemeri activity centre (see section 3.8.5.1) for those going to Ķemeri.

Nature education events

Culture events

Information should be provided on internet and especially in Ķemeri railway station.

Additional offer

Relaxation on the beach

Guided tours (announced beforehand)

3.8.7.4 Individual tourists from Latvia coming by bicycles to enjoy nature

Small groups of friends or families mainly from Rīga, Jūrmala and Tukums in weekends. Coming by car and bringing along bikes or coming by bikes from Jūrmala. The main sources of information are friends and family and internet. Small group that is growing in numbers. Should be invited more, especially in Spring and Autumn. They should be encouraged to use local products and services.

Main offer

Nature trails and objects of interest

Ķemeri activity center:

The same offer that is described in section 3.8.5.1 + all these objects need infrastructure for locking bikes.

Connection (route) to Lapmežciems (to the objects of Lapmežciems activity centre described in section 3.8.5.1)

Connection (route) to Kūdra (one way)

Connection to Jaunķemeri and Sloka (to continue the trip after visiting Ķemeri/ Lapmežciems)

Connection to Valgums activity centre or Smārde (via Antiņciems road or Green Dune)

Valgums activity centre

Bicycle trails

Bicycle rent

Catering

To be developed – weekend on a bike in Ķemeri National Park (several routes including accommodation)

Nature education events

Additional offer

Relaxation on the beach

Guided tours (announced beforehand)

Culture events

3.8.7.5 Individual tourists from Lithuania coming by car to relax on the beach

Small groups of friends or families from Lithuania coming by car in weekends and during vacation. Usually they are not willing to pay much for accommodation and sometimes are camping illegally. The main sources of information are friends and family and sometimes internet. Quiet large and growing group that should be directed more inland to reduce pressure on coastal habitats. They should be encouraged to use local products and services, to travel around the area by bikes. They prefer manors and castles as objects of interest.

Main offer

Relaxation on the beach

Additional offer

Nature trails and objects of interest

1. Lapmežciems activity centre (as described in 3.8.5.1)
2. Ķemeri activity centre /Valgums activity centre (as described in 3.8.5.1)
3. Slampe/Lanceneki activity centre (as described in 3.8.5.1)

Other offers

Nature education events – language barrier

Culture events – language barrier

Guided tours (announced beforehand)

Information for this target should be provided in the parking lots at the beach, in Russian or English (in Lithuanian in time)

3.8.7.6 Individual tourists from abroad coming by car to enjoy nature

Small groups of friends or families coming to Latvia from Germany, Russia, Netherlands and other countries. 2-4 people coming by car. Mostly staying in Riga or Jurmala. The main sources of information are internet, guidebooks, Tourism information offices outside the park.

Main offer

Nature trails and objects of interest (as described in section 3.8.5.1)

Additional offer

Relaxation on the beach

Other offers

Nature education events – language barrier

Culture events – language barrier

Guided tours (announced beforehand)

Information for this target group should be provided on the internet, in the Tourism Information Offices in Jūrmala and Riga, in the area of the national park in English, Russian, German.

3.8.7.7 Individual tourists from abroad coming by public transport to enjoy nature

Small groups of friends or families coming to Latvia from Germany, Russia, Netherlands and other countries. Mostly staying in Jūrmala, also in Riga. The main sources of information are internet, guidebooks and Tourism information offices outside the park.

Main offer

Nature trails and objects of interest – the same as described in 3.8.5.3.

Additional offer

Relaxation on the beach

Other offers

Nature education events – language barrier

Culture events – language barrier

Guided tours (announced beforehand)

Information for this target group should be provided especially in Kemerī railway station, on the internet, in the Tourism Information Offices in Jūrmala and Riga, in the area of the national park in English, Russian, German.

3.8.7.8 Individual tourists from abroad (DE, RU) staying in sanatoriums

Guests of the sanatoriums situated within the national park. Older people, mostly Russian speaking, coming from Russia, Germany, Israel. Usually staying for one to two weeks, have no car. The main source of information about the national park is the reception or information centre of the sanatorium.

Main offer

Services of the sanatoriums

Relaxation on the beach

Additional offer

Guided excursions for groups

Nature trails and objects of interest – (as described in 3.8.5.1)

Guided tours (announced beforehand)

Other offers

Culture events – language barrier

3.8.7.9 People with special needs

People in wheelchairs and with other disabilities.

Main offer

Guided excursions for groups

Additional offer

Nature trails and objects of interest:

Çemeri activity Center

Nature trail in Black alder swamp forest and Forest trail

Center of Çemeri (cultural heritage)

Nature education events

Culture events

Guided tours (announced beforehand)

Other offers

Relaxation on the beach

3.8.7.10 Families with small children (>7)

Families with small children (>7) from Latvia (Rīga, Jūrmala, Tukums) coming by car to relax and enjoy nature, mostly on weekends. Stay for shorter time (half a day) than the families with older children. The main sources of information are families and friends and internet.

Main offer

Nature education events

Nature trails and objects of interest – as described in 3.8.5.1. but supplemented with playgrounds (e.g. large wooden sculptures of animals) and other interactive elements

Relaxation on the beach (for those who are coming especially to the beach)

Additional offer

Culture events

Other offers

Guided tours (announced beforehand) – could be too expensive

3.8.7.11 Specialized tourists from abroad – bird watchers, photographers

They travel individually or in small groups. They are interested in nature values, there is a good chance they will stay overnight in the area. The main sources for obtaining information are internet, other birdwatchers, specialized web pages and journals.

Main offer

Bird watching

Additional offer

Nature trails and objects of interest

Guided tours - could be very expensive

Detailed information on bird watching possibilities is should be provided on internet, in TIOs of Jurmala, Tukums and Riga, in the area of National Park in English.

3.8.7.12 Groups of schoolchildren

Coming in large groups – 35-50 children by bus in Spring and Autumn.

Main offer

Nature school programs

Additional offer

Nature trails and objects of interest – by themselves or with a guide

Offers that could be developed:

Routes for Spring and Autumn hikes, winter offers (visits to the forest)

3.8.7.13 Travel agencies (organized groups)

Main offer

Nature trail in Kemeru Great Bog (after reconstruction)

Additional offer

Different packages – to be developed

The necessary improvements to infrastructure and information for implementing these offers are included in tables attached to the action plan.

3.8.8 Constant improvement of the quality of tourism offer

To monitor visitor satisfaction and to improve the quality of the nature trails in 2010 a simple questionnaire was made for evaluation of visitor satisfaction and two nature trails were evaluated. The questionnaire will be used in the future as well. In the events organized by NCA PRA visitor feed back is asked – usually two flipchart sheets are put up for positive comments and suggestions for improvement. In the guest houses and other tourism facilities

there is no written form for assessing visitor satisfaction. The participants of tourism forum found the results of the visitor survey interesting and offered to share their statistics with the National Park.

3.8.9 Cooperation among tourism stakeholders

Current cooperation

Currently the tourism entrepreneurs in Kemeris NP are not organized in associations. Few of guest houses are members of Latvian Countryside Tourism Association. Regular meetings and training courses for tourism entrepreneurs are organized by Tukums Tourism Information Office and Jūrmala Tourism information office. To develop the Kemeris National Park tourism forum, the process was started by individual interviews and visits to the stakeholders. These individual interviews did not cover all the stakeholders, but they proved to be the best method for stakeholder involvement and situation analysis and should be continued in the future.

After the initial round of interviews the forum was further developed by the series of seminars and excursions. Before establishing the tourism forum, there was some cooperation between the national park authority and individual tourism entrepreneurs in developing and maintaining nature trails and bicycle routes (with recreation complex “Valguma Pasaule” and guest house “Pilsētnieki”). After the establishment of the forum the cooperation has become closer – not only between national park authority and stakeholders but also among the stakeholders themselves. Since 2010 tourism businesses are participating in planning and organizing of events in the national park.

Improvement of cooperation in the future

Tourism forum of the National Park is still in its development stage – it is informal. It consists of the representatives of accommodation, municipalities, activity providers, local NGO and national park authority. The members of the forum have agreed to meet at least twice a year in Spring and Autumn to evaluate the activities that have been carried out and to plan tourism offers for the next season. To tackle some specific issues smaller working groups can be organized. To improve the cooperation in the future it was agreed, that the national park authority will send out monthly e-mails with the news of what is happening in the national park area. To improve further cooperation more small businesses dealing with catering should be involved in the forum along with the owners of small local shops. After identifying local producers and craftsmen, they also will be invited to the forum.

3.9 Visitor Management

3.9.1 Visitor flows

The main visitor flow to the Kemeris NP consists of the seaside visitors during the summer months. Most of the visitors are coming by cars by the roads P128 from Jūrmala and Rīga (via Jūrmala) and A10 (visitors from Rīga who do not want to pay the entrance fee to the Jūrmala city). There is also an important visitor flow on the roads P98 via Tukums to Apšuciems and Klāpalcīems and P101 via Kemeris to the seaside villages. These roads are used by inhabitants of Tukums, Southern part of Latvia (Zemgale) and NE part of Lithuania to visit the beach areas.

From the end of June to the end of September there is a steady flow of berry pickers and mushroom pickers to the forests and bogs of  emer NP. They come both by private cars and by trains and are using the dense network of forests roads to access the whole area of the national park. These visitors are distributed more or less evenly throughout the National Park.

Visitors that are coming to visit different objects of interest within the national park are also mostly coming by cars on the roads P128 (used also by visitors coming by public buses from J rmala) and A10. Small number of visitors are coming by train.

3.9.2 Visitor monitoring

3.9.2.1 Counting of visitors

Visitor counting in  emer NP is done in several ways:

- Counting visitors in the information centre of  emer NP – by the staff since 1999.
- Counting visitors in the tourism attractions. In the tourism objects managed by the Nature Conservation Agency visitor counting has been inconsistent up until now. Visitors were counted by volunteers at nature trail in Kemer Great Bog in 2007 and Slokas lake nature trail in 2008. Visitors were counted by students in the main tourism attractions during the visitor survey in 2010. Five digital visitor counters will be installed in summer 2011. Visitors are counted also in the local museums (by staff).
- Counting of visitors during the events organized by the Nature Conservation Agency – carried out by the staff.
- Visitor counting in accommodations – carried out by the owners (more or less). The statistics on the Tukums and Engure region is compiled by the staff of Tukums Tourism Information Office.
- Visitor counting in guided tours – only data from the guides trained by the national park are available. There is no information on groups using the services of the large tourism agencies.

To improve the assessment of the total number of visitors more detailed survey on visitor flows should be carried out (to eliminate double counting).

The system of processing and reporting visitor monitoring data should be improved.

3.9.2.2 Visitor surveys

There are several kinds of visitor surveys carried out in the  emer National park.

- Visitor survey in the information centre of the national park. All the visitors who enter the visitor centre are registered in an database along with some basic information: time of arrival, number of visitors in the group, age, country of origin, means of transport, objects they intend to visit, complaints and suggestions. There is a visitor questionnaire available in the information centre as well.

- Visitor surveys in the area of the national park. In 2001 a visitor survey was carried out in the beaches of the Ķemeri NP. In 2010. a visitor survey covering all the main visitor attractions was carried out.
- Visitor surveys at guesthouses. There are standard visitor questionnaires used in the guesthouses that are members of Latvian Countryside Tourism Association. Some owners of guesthouses are expressed their readiness to distribute the KNP questionnaires as well.
- Surveys of visitor satisfaction – are described in more detail in the Tourism section.

There are quite a lot of data gathered on visitors of the Kemer NP (especially after the digital visitor counters will be installed). In the future the overall system of processing and reporting visitor monitoring data should be improved. The overall visitor survey should be carried out in every 5-7 years. In the meantime smaller surveys on individual target groups and on visitor satisfaction can be carried out (by students).

3.9.2.3 Monitoring of visitor impacts

Photomonitoring of visitor impacts in coastal forests and nature trail in Great Kemer Bog is carried out since 2008. No conclusive results are available yet. Photomonitoring sites should be established also on Sloka nature trail in all the nature trails planned in the future.

3.9.3. Plan for the management of visitor flows and impacts

3.9.3.1 Managing visitors coming by cars to the coastal areas

To reduce the visitor impact on coastal forests and dunes:

- 10-15 wooden staircases will be built for descending to the beach
- information on various activities and services available in more “inland” areas of the Ķemeri NP should be available in the parking areas along the coastline. Especially it concerns information on accommodation to reduce illegal camping.
- Visitors of the Ķemeri NP who are looking for directions to the beach in information centre, accommodation places etc. should be directed to Jaunķemeri beach that has the best infrastructure to welcome large number of visitors and has very few local inhabitants.
- study on carrying capacity of coastal forests in Gausā Jūdze and Jaunķemeri should be carried out before planning new parking lots and trails.
- Ķemeri National Park should not be advertised as an area for seaside/beach activities.
- Signs directing the main visitor flows towards the information centre should be installed on roads A10 and P128 (in 2012, after the renovation of nature trails) – this measure is relevant also for other visitor groups.

3.9.3.2 Managing berry pickers and mushroom pickers

Some of the forest roads are closed to traffic to reduce littering and forest fires. Existing barriers should be maintained.

3.9.3.3 Managing the visitors coming to see objects of interest

Several of the tourism attractions lack small parking places – bicycle trails in Lustūžkalns area, birdwatching tower at Kanieris Lake.

When the trail in Kemerī Great Bog was open to the public, a lot of people visited it directly, without paying visit to the information centre, because the trail was easily accessible from the highway A10. After the renovation it should have an information point offering the information on the other tourism activities in the national park.

3.9.3.4 Facilitating sustainable mobility

Negative visitor impacts can be reduced also by promoting sustainable mobility:

- To promote traveling by public transport detailed information on public transport and links to the schedules are provided in the tourism section of the homepage www.daba.gov.lv. Tukums Tourism Information Office is working on a set of tourism routes „Travel by train!” including a route within the Kemerī NP. The openings of the events that are organized by NCA PRA are coordinated with the incoming trains from Riga and Tukums and in press releases advertising the events coming by train is advised. There is an information stand at the railway station giving directions to the nearest tourism attractions. In future more detailed routes can be elaborated and route descriptions distributed in the train station and information centre. See tourism section for more detailed descriptions.
- To promote traveling by bicycle several routes have been described by bicycle rental company in Kemerī and Latvian Countryside Tourism Association „Lauku Celotjs”. More detailed descriptions of bicycle routes of different lengths and starting from different activity centers can be created – both for promoting sustainable mobility and supporting local economy. See tourism section for more detailed descriptions.

3.9.3.5 Distributing the flow of visitors more evenly throughout the year

To distribute the visitor flow more evenly throughout the year, NCA PRA is offering different activities in the low season – bird watching events in the Spring and Autumn, cross-country skiing during the Winter. More such activities can be developed (see tourism section for more details). In future visitors that are coming to the neighboring areas for downhill skiing can be offered some additional activities in the National Park (e.g. cross country skiing)

3.10 Environment Education and Interpretation

The aim of nature interpretation in  emer National Park is to tell about nature and cultural history values of the territory, promoting understanding of their significance and necessity of protection, using methods best suited to every target audience. In addition to the interpretation of the National Park values, it is necessary to inform the visitors about the Park's mission, to explain different sensitive questions (dead trees in the forest, beavers' damages, burned areas and wind broken trees, gannet colony in lake Kaņieris etc.), to explain the rules of behaviour and educate about sustainable development aspects. Until now, the interpretation of nature values in the National Park was mostly the responsibility of Pieriga Regional Administration of Nature Conservation Agency, but culture values were interpreted by Lapme ciems Museum, D ukste Museum of Fairy Tales, and Road Museum in  lokenbeka manor. Healing values were interpreted by the resort museum of sanatorium "Jantarnij Bereg".

3.10.1 Nature Education

Nature education essentially is one of interpretation forms. Nature education offering consists of two main types of activities:

- 1) outdoor activities and lectures,
- 2) educational events.

3.10.1.1 Outdoor Activities

These activities were first started in 2000, and they are included in the Management Plan of  emer National Park.  NP administration, in co-operation with an NGO Children's Environment School, developed several special nature education programmes for pupils, uniting them under a joint name "Nature School". Later the logo was also developed for the nature school, depicting the symbol of  NP - White-backed Woodpecker. The programmes of the Nature School were developed for different age groups, encompassing learning about three ecosystems – high marshes, forest and waters. The main topics: ecosystems inhabitants, their diversity and significance, in secondary school – also the restoration of habitats (marshes). The form and content of activities: going outdoors for about 1.5 h, getting to know the respective ecosystem by using all the senses – sight, hearing, smell and touch, the necessary equipment (binoculars, loupes, thermometers, tweezers, etc.) and filling of worksheets. Till 2009, the Nature School activities were available for a little price, special staff was assigned to them –  NP administration environment education specialist, joined by assistants during the busiest season.

In 2010, within the Estonia–Latvia Cross-border Co-operation Programme project "Back to Nature", the existing educational programmes about the forests were supplemented with information about the wet forest, a completely new programme, dedicated to the seaside, was created. New nature education materials were also developed, the equipment was significantly upgraded. But since 2010,  NP administration has no more employees, fully dedicated to nature education. At present these activities are carried out by rangers, in addition to their other work duties. A discussion at the administration level is started about the future organization and provision of outdoor activities, decision should be made till the beginning of the autumn season of 2011. Also the basis is laid for discussion about nature education at the level of Nature Conservation Agency, stressing the necessity to develop a joint environment education strategy for the entire organization, and to evaluate which of

nature education forms would have the greatest effect in raising children's awareness on nature protection issues. The creation of nature activities database is started at the Agency level. The improvement of nature education offer is included in the project, submitted to the Estonia–Latvia–Russia Cross-border Co-operation Programme.

3.10.1.2 Lectures at Schools

Lectures at schools are one of environment education forms which was especially activated after the reform of nature protection system in Latvia, the formation of a unified Nature Conservation Agency and the inclusion of environment education in the majority of employees' job descriptions. At present the lecture themes are chosen in two ways:

- 1) according to wishes, expressed by schools and/or school curricula themes;
- 2) within the educational campaigns, organized by NCA and other nature protection organizations (nature symbols of the year, Wetlands Day, CITES Convention Month, etc.).

The existing curriculum should be continued, but the principles of lecture organization and theme selection need to be evaluated more thoroughly at the Agency level (within the nature education strategy).

Lectures about different topics, related to nature protection, are organized also in the Administration building, mostly providing information to the groups of students or specialists of different areas. These themes are chosen according to the needs of every group, mostly dealing with KNP nature values and the Administration's work.

Also the public monitoring program should be mentioned as important, and the significance of its implementation is especially stressed at the Agency level. The Administration staff also is actively involving people in the carrying out of regular nature observation (monitoring).

3.10.1.3 Events

Every year the Administration organizes events, dedicated to getting to know KNP nature values, mostly targeted to wide audience, with special attention to families with children. The topics of the educational events reflect the nature values of Kemeru National Park. Some events are dedicated to certain groups of animals, e.g., to birds (spring and autumn bird watching days; bird listening evenings), bats (Bat Night); some events are dedicated to certain ecosystems (Meadow Day); but other events encompass a wider theme range, dealing with nature protection (Biodiversity Day, Wetlands Day) or sustainable tourism (Travellers Day, Ski Trips).

Among these events, spring and autumn bird watching days, as well as the Bat Night, are the richest in traditions, as they take place almost since the foundation of KNP. These events have a certain long-time quality attached to them and always attract great public interest. Since 2010, new events have been introduced: the Biodiversity Day Bicycle ride, bird listening evenings, Meadow Day, ski trips. There are plans of an annual Travellers Day, which first took place on 7 May 2011. Thus more and more KNP nature values are covered and new target audiences are attracted (bicyclists, people with sight defects etc.). Some events – Meadow Day, ski trips, Travellers Day – are organized in co-operation with local entrepreneurs.

Besides the events, organized by the Administration, different events in the ĶNP are held also by municipalities and their subordinated bodies (culture houses, museums). Besides modern-times culture events, historical seasonal celebrations are held – Easter, Summer solstice, Christmas, Meteņi (spring solstice). Every year in Lapmežciems great festivities of Fishermen's Day are held, attracting thousands of visitors.

In the future, the range of events organized by the Administration should be expanded, evaluating ĶNP values, which are lacking interpretation. Some of them are – ĶNP healing values, Soviet heritage, fishermen's traditions, traces of World Wars I and II in Ķemeru NP, sensitive issues (biodiversity in dead wood, burned areas, wind broken trees and beavers' damages, gannet colony in lake Kaņieris), sustainable development aspects. With the help of local entrepreneurs more activities should be developed for the low season and for increasing the length of people's stay in the territory. Small groups of visitors could be invited to participate in monitoring activities, necessary for the Administration (counting of corncrakes, geese, animals' footprints and excrement mounds, etc.), as well as in the public monitoring programs. Municipalities and their additional financing opportunities should be more involved in the organization of events, allowing to enrich each event, creating positive emotions and positive attitude towards nature protection issues. Also the local population should be more involved in the organization of events and special activities should be made for local people to facilitate their perception of their native place as a very special and unique territory. The inclusion of cultural history elements into nature education events should be promoted, stressing the close interaction and interrelations between nature and cultural history. Interpretation of nature values could be integrated into some events with rich cultural history and traditions, such as the Fishermen's Festival, seasonal celebrations, etc.

3.10.2 Information Materials

Most materials about ĶNP nature and cultural history values are available in the Internet, on the web site www.daba.gov.lv. Within the project "Parks and Benefits" financed by the EU Baltic Sea Region Programme, a tourism section has been added to this site where detailed information can be found about the tourism products and services in Ķemeru National Park, including the descriptions of nature and cultural history values, interactive map, and information about tourism services.

In the future, the existing tourism section must be constantly maintained, checking and updating the current information. The tourism section should be made easier to find. Maybe a separate web site should be created for the Ķemeru National Park Foundation with a name, more familiar to the visitors and easier to find. This site should hold detailed information about ĶNP nature, cultural history and healing values, and a link should be placed to NCA tourism section.

Two printed materials are available at present – booklet "Dabiskie meži – dumbrāji" ("Natural Forests – Swamp Forests"), published in 2005, in Latvian, and "Pa Ķemeru kūrorta pēdām" ("Following the Footpaths of Ķemeru Resort"), published in 2007, in Latvian, English and Russian.

Booklets about individual nature values and/or objects are available as PDF documents and can be downloaded from the web-page www.daba.gov.lv in LAT, ENG, RUS (Sloka nature trail, Dunduri meadows, Boardwalk in Black-alder Swamp). Offers for different target groups (walkers, cyclists etc.) can be downloaded from the home page of Country Tourism Association www.celotajs.lv in 4 languages.

“Parks and Benefits” project will considerably increase the availability of tourism information materials and thus contribute greatly to accessibility of information in KNP. Tourism map will be published in 4 languages in the beginning of 2012 containing information on all tourism objects and services in KNP, as well as several materials on tourism routes and most popular objects.

These and several more information materials are/will be available as PDF files on the internet, and could be downloaded for free. It is necessary to find financing for the publication of a multilingual presentation booklet / brochure about KNP.

3.10.3 Infrastructure and Placards

3.10.3.1 Infrastructure

At present, the following nature infrastructure objects are managed by the Administration:

Boardwalk in Black alder Swamp – wheel-chair-adapted, 500 m long plank-way in a swamp-forest, equipped with one large and several lectern-type placards along its length.

Forest circle – connected with the swamp-forest plank-way, placards contain information about a natural forest, its species, elements.

Lake Sloka bird tower with a walking path – several small lectern-type placards are placed along the path's length, informing about the nature values seen on the path, and towards the path's end, sports elements for children are placed.

CEMEX birdwatching tower and information boards at Lake Kaņieris – situated on Riekstu peninsula, the tower offers a broad view over one of the best birdwatching places in Latvia

Sightseeing tower and information boards in Dunduru meadows – infrastructure offering view and more information about the first river re-naturalization site in Latvia, as well as Konik Polski horses and Heck cattle grazing there

In the future, the implementation of the Cohesion project is planned, within which the KNP Top Object – Great Ķemeri Moorland plank-way – will be reconstructed, as well as a bicycle route Ķemeri–Valgums will be created, Kaņieris hillfort plank-way will be reconstructed, and parking-lots will be built at Lake Valguma. The objects' management possibilities must be considered beforehand, knowing the limitations, imposed by the use of EU financing. For a more complete interpretation of nature values in the KNP territory, more attention should be paid to the existing infrastructure objects and their present use in the interpretation of nature values must be evaluated – several of them are not yet interpreting all the nearby situated nature values, but it would be a great opportunity both for adapting the object for a wider range of target audiences and reducing negative impacts on other territories.

3.10.3.2 Placards

All KNP sightseeing objects and paths managed by Nature Conservation Agency are equipped with different placards (information boards) containing information about nature and culture values in the nearest vicinity as well as general information and map on KNP. Two placards are situated in Kemeris, containing information about cultural history and showing the way to KNP information centre. At the starting points of paths and at the towers, the large placards with general information about the sightseeing object, including indications of allowed and prohibited activities, are usually erected, but along the rest of the path / route, lectern-type placards are placed, containing more detailed description of the concrete nature values. Lectern-type placards usually are placed very close to the described nature values, where people can see what they read about right before them. In the Kaņieris birdwatching tower, also an informative board is placed with pictures and descriptions of the most frequently observed bird species.

In addition, two general placards are situated in the KNP territory, containing information about KNP sightseeing objects and contact details.

The creation and installing of placards mostly has taken place within different projects, attracting outside financing (foundations, private entrepreneurs, Jūrmala municipality). Their maintenance is provided by Pierīga Regional Administration of Nature Conservation Agency; in the territory of Jūrmala municipality, Jūrmala City Council also provides financial support.

In the future, the number of general placards should be increased to about 10, placing them near all large motorways and parking-lots (parking-lot at the seaside at Talsi motorway – in the Slow Mile and Jaunkemeris; parking-lot on Kalnciems motorway at lake Liliju, parking-lot at Liepāja motorway, parking-lots at Ventspils motorway – in Kūdra and maybe also at the fuel station "Kurši"). To the information on the general placards, practical tourism information about catering, accommodation and other tourism services in KNP could be added.

The placing of lectern-type placards at nature paths (lake Slokas path, Great Kemeris Moorland path and Kaņieris hillfort path) must be continued, and, taking into account the most recent information about target audiences, they should be supplemented by specially designed information elements for children. Maybe even smaller-sized placards could be used for some nature values, but the unified style requirements of Nature Conservation Agency must be observed.

Municipalities should be more involved in the creation of placards.

3.10.4 Exhibitions

At present, two travelling exhibitions and one permanent exposition are created about KNP nature values. Both travelling exhibitions tell about KNP nature values – ecosystems, habitats and their inhabitants – with beautiful photographs and short explanatory texts. One of these exhibitions by its format is more suitable for libraries (14 small plates, easy to transport and install – 3 about forests, 3 about marshes, 3 about waters, 3 about meadows and 2 containing general information); the other needs larger premises and special equipment (30 photographs, glued on separate plywood boards, which must be hung up), therefore it should be displayed in culture houses and museum exhibition halls.

The permanent exhibition tells about one of the greatest ҚNP values – raised bog and its invaluable role in human health. Great attention is paid to the formation process of healing resources.

In the future, the exposition must be complemented with distribution materials in foreign languages (English, Russian, maybe also German and Lithuanian etc.), to make them accessible for a wider target audience.

Also the permanent exhibitions in the Administration premises must be expanded, interpreting both the history of "Forest House" and the resort, as well as ҚNP nature values.

3.10.5 Guides

In 2005–2007, within the project INTERRER III B, guides were attached to the ҚNP territory, trained and accredited. It was planned that the guides will have a short training course each year, pass an exam and receive permission to work in Қemerі National Park for one year. This newly-formed system did not match the guide accreditation system, provided by in the state legislation. Regretfully, due to the lack of staff and financing, the guides training process was stopped for several years. At present, five of the accredited guides continue work in the Қemerі National Park territory, and the information about their offered services is placed in the Қemerі National Park tourism section of NCA web site. However, all these guides live in Riga or Jūrmala (not locals). In order to facilitate the use guides services in future, the times and topics of excursions could be announced beforehand, so that individual tourists could apply for them. In the future, financing should be found for training in basic guide skills to owners or employees of all local tourism businesses who would like to make it an additional offer for their guests, and local people who would wish to work as guides during the high tourism season.

3.11 SWOT analysis of the development of sustainable tourism in Ķemeri National Park

| | |
|--|--|
| <p>Strengths</p> <p>Natural heritage (seaside, lakes, birds, forests, great diversity of nature), quiet, not crowded.</p> <p>Cultural heritage (Ķemeri resort, seaside villages, museums)</p> <p>Healing values – mineral water and healing mud, sanatoriums</p> <p>Nature trails and events (Bat night, Bird watching days)</p> <p>Free offers for disabled groups</p> <p>Close to Riga and Jūrmala – lots of one-day visitors</p> <p>Easily accessible by roads and public transport</p> <p>Wide range of tourism services (accommodation, catering, bicycle and boat rentals)</p> <p>Good image (mostly thanks to nature trail in raised bog)</p> <p>Good information on homepage</p> <p>Information centre of the national park</p> <p>Visitors are mostly satisfied (6.8), lots of repeated visits (60%)</p> <p>Nature school and other nature education activities</p> <p>Regular communication with local people</p> <p>Active local NGOs</p> <p>Tourism already brings significant income to local economy</p> <p>EU money from Cohesion Fund available for tourism infrastructure</p> <p>Tourism forum established</p> <p>Visitor survey carried out in 2010</p> | <p>Weaknesses</p> <p>Lack of financing</p> <p>Some infrastructure is in bad condition or lacking (roads, parking, WCs, direction signs)</p> <p>Too close to Riga – visitors are not staying overnight</p> <p>Lack of cooperation among stakeholders</p> <p>Nobody wants to take leadership/ to coordinate tourism offers</p> <p>Ķemeri resort is closed and in bad condition</p> <p>Rubbish in the forest and on the beach</p> <p>Lack of nature guides</p> <p>Distinct seasonality</p> <p>Lack of printed information materials</p> <p>Conflicts between NCA and local population</p> <p>Lack of trained local personnel</p> <p>Conflicts between local inhabitants and tourists in seaside villages</p> <p>Not enough of monitoring visitor impacts</p> <p>Information and tourism offers are not targeted to a specific target groups</p> <p>Lack of fish in local waters</p> <p>Lack of events in low season</p> <p>Very few commercial tourism offers, souvenirs</p> <p>Gnats</p> <p>Lack of offers for families with small children</p> <p>Legislation does not allow buying local products without docketts</p> <p>Lack of interpretation along nature trails</p> <p>Lack of system to evaluate and report visitor monitoring data</p> <p>Lack of information of local producers</p> <p>Lack of interpretation of several sensitive issues</p> |
| <p>Opportunities</p> <p>To develop new, authentic tourism offers (in low season, using bicycles)</p> <p>Include more cultural heritage in tourism offer</p> <p>To build and repair infrastructure using EU money</p> <p>To increase income from tourism to local economy (to create trademark, to develop souvenirs, to popularize local products and services, to create commercial tourism products)</p> <p>To improve communication with local population</p> <p>To inform local people about the recreation opportunities in the national park</p> <p>To strengthen cooperation among stakeholders (using forum)</p> <p>To involve more stakeholders in tourism forum (by individual meetings)</p> <p>To educate stakeholders about the heritage of the area and its tourism potential</p> <p>To create a unified questionnaire for evaluating visitor satisfaction</p> <p>To provide interpretation of sensitive nature protection issues, sustainability issues and cultural heritage</p> | <p>Threats</p> <p>If the tourism flow increases it can damage nature values (trampling, illegal camping)</p> <p>Financing for maintaining tourism infrastructure built for EU money might no be available</p> <p>Conflicts with local population can escalate</p> <p>Lack of motivation for cooperation of tourism stakeholders</p> <p>Local storytellers are old and can die before stories are written down</p> <p>Emigration</p> <p>Bad weather during summer</p> <p>Forestry sector will dominate nature education</p> |

4. Tourism Vision

4.1 Tourism offer

A broad range of good quality tourism products for various target groups are offered in  emer National Park. A large part of the offered tourism products is based on values of nature, cultural history, and therapy found within the territory; the tourism products do not harm these values and encourage their protection. Predominantly, offers are created for active recreation enthusiasts, families.

An offer based on the nature’s values is, for instance, walking trails (especially along the coast, where there are also fewer mosquitos) and cycling routes, boat rides in the sea, including to Riga, in the winter – skiing across the bog.

Tourism offer based on cultural values – ancient crafts and traditions are maintained and developed, such as, fishing. The offer – sea fishing together with fishermen. Dishes are offered made according to the local (also historical) recipes, for example, smoked fish. Ecological food is offered – “Made in  emer National Park”. Adventures in nature and culture are offered – the living history – World War I and II in shape of a performance, Soviet Times in the  emer National Park, etc.

The offers based on therapeutic resources – health tourism – are well-developed in the  emer National Park: by employing therapeutic resources, climate, and other aspects of nature. The  emer Hotel has restarted its operations and resort values are employed in  emer, a SPA and treatment centre has been established.

The tourism offer is available throughout the year.

The tourism offer is continuously developing – tourism entrepreneurs are creating new tourism products.

The information network in the  emer National Park is well thought through and united.

4.2 Tourists (Target Groups)

Possibly larger numbers of tourists come in small groups and stay for a longer time.

4.3 Infrastructure

The territory of the park is publicly accessible, well-arranged, without trash. A finely set up infrastructure and roads – in particular those that lead to points of interest. Parking lots are of good quality, sufficiently large everywhere, where necessary. A well-developed public transportation network is available in the territory. Traffic planning is implemented with the help of public transport. A small boat cruises along the territory of  NP in the route between Jelgava and J rmala.

The ruins of the  emer resort are either used or dismantled (tidied up).

The beach is freely accessible. Garbage containers and toilets are set up there, changing cabins are also available; there is a rescue station, and plank-ways have been constructed to get to the beach.

In the  NP territory, children’s playgrounds are available.

4.5 Collaboration

A collaboration network has been created – the tourism forum of the  emer National Park. The tourism entrepreneurs have united, efficient collaboration between rural municipalities is taking place. All stakeholders are getting educated regarding the park’s natural and cultural history values and principles of sustainable tourism.

4.6 Contribution to the Local Economy

Tourism provides considerable contribution to the local economy, tourism supports nature-friendly economic activities that preserve the cultural heritage, help creating new work places – mainly as an additional service in the already existing companies.

4.7 Life Quality of Local Residents

The local residents are also gaining from tourism; the life of local residents is not disturbed by it.

4.8 Monitoring of Visitor Impact

Monitoring of the number and flows of visitors is carried out in the Çemeri National Park, and negative impacts are prevented.

4.9 Environmental Education

Tourists and visitors are educated about the ÇNP natural and cultural history values and about its road to sustainable development. Special, interactive educational programmes are prepared for children.

5. Goals of Sustainable Tourism Development

In the territory of the Çemeri National Park region (Charter area):

5.1 To maintain and improve the natural and cultural heritage and healing values according to the Management Plan for the area.

5.2 To continue and expand the tourism forum – by regular meetings and communication, individual visits to stakeholders, education on natural and cultural values of the area

5.3 Improve tourism offer – improve infrastructure using EU financing, reduce waste, produce information materials, intensify online marketing, adjust tourism offer for different target groups, create more authentic and sustainable tourism offers, include more cultural heritage and local producers in tourism offer.

5.4 To increase the tourism contribution to the region's economy by increasing the duration of stay, creating activities in low season, providing more information on local services and producers, creating commercial tourism offers.

5.5 To improve communication with the local residents, solve conflicts, involve them in tourism planning, inform about the recreation opportunities offered by the national park.

5.6 To improve visitor monitoring – visitor counting, photomonitoring of visitor impacts, evaluation of visitor data.

5.7 To improve environmental interpretation by providing interpretation along nature trails, interpretation on sensitive nature protection issues, sustainability issues and cultural heritage.

6. Implementation and renewal of the Strategy and Action Plan

Each year during the autumn meeting of KNP tourism forum the implementation of the strategy and action plan is evaluated using the indicators included in this chapter and the Action Plan and changes are introduced if needed. To solve concrete tasks, smaller working groups are organized within the forum. To coordinate implementation of the strategy on regular basis, Nature Conservation Agency Pieriga Regional Administration establishes and maintains the following data bases:

- data base of tourism businesses
- data base of infrastructure maintained by Nature Conservation Agency
- data base of objects of interest
- data base of interpretation
- data base of tourism product ideas
- visitor data base – data from visitor counts and surveys
- data base of published materials
- data base of researches made in tourism (experts' and students' works)

Those actions of the Action Plan that are responsibility of Nature Conservation Agency, are included into the annual work plan.

In 2016 the Strategy is evaluated and updated according to the changes and latest information and Action plan is made for years 2017-2021. If the necessary funding is attracted, application for extension of the Charter is prepared and handed in with the *Europarc Consulting*.

6.1 Indicators for the implementation of the strategy

Indicators are laid out for each of the goals of the strategy.

6.1.1 To maintain and improve the natural and cultural heritage and healing values according to the Management Plan for the area.

Detailed indicators to follow the status of nature values, healing resources and landscapes of the national park are laid out in the Management Plan.

Indicators for maintaining and improving cultural heritage:

- Number of visitors at cultural heritage sites: Lapmežciems museum and Džūkste fairytale museum.

- Number of local events featuring cultural heritage/ number of participants at these events.

Indicators for maintaining and improving environment:

- Number of accommodations having national Green Certificate.
- Expenses per year for removing garbage from the nature areas of the national park (illegal garbage dumps, garbage left by visitors).
- Visitor satisfaction with the environment (garbage, noise) – visitor survey once in 5 years.

6.1.2 To continue and expand the tourism forum – by regular meetings and communication, individual visits to stakeholders, education on natural and cultural values of the area

Indicators/methods for monitoring:

- Number of members on mailing list of the Tourism Forum.
- Number of meetings per year.
- Number of forum members that have participated in the meetings.
- Number of common activities and projects and number of involved parties in each of them.
- Number of National Park Partners (number of signed contracts).
- Number of study trips and training seminars

6.1.3 Improve tourism offer – improve infrastructure using EU financing, reduce waste, produce information materials, intensify online marketing, adjust tourism offer for different target groups, create more authentic and sustainable tourism offers, include more cultural heritage and local producers in tourism offer.

Indicators/methods for monitoring:

- Number of tourism products based on discovery and interpretation of natural and cultural heritage for priority target groups (visitors arriving by public transport and bicycles, birdwatchers, families with small children and disabled visitors).
- Number of visitors of priority target groups (counting visitors at the Information Centre of the national park, tourism attractions and enterprises).
- Km of nature trails/ marked bicycle routes available to visitors.
- Number of objects of interest available to visitors.
- Number of information stands and directions signs.
- Number of facilities and attractions available to disabled people.
- Number of information materials and languages they are available in.
- Number of visitors at the tourism homepage for Çemeri National Park
- Number of guided tours per year, number of guides trained by NP operating in the area.
- Number of events featuring natural and cultural heritage/ number of participants at the events
- Number of visitors at the Information Centre of the National Park

- Level of visitor satisfaction (visitor survey in the national park once in 5 years) and at enterprises – overall and specific (infrastructure, trails, information, accommodation, events, garbage/environment)
- Number of the repeated visits (visitor survey in the national park once in 5 years, visitor questionnaires at information centre and accommodations)
- Number of information points in the Charter area, where the information on Kemer NP is available, opening hours

6.4.4 To increase the tourism contribution to the region's economy by increasing the duration of stay, creating activities in low season, providing more information on local services and producers, creating commercial tourism offers

Indicators/methods for monitoring:

- Number of tourism related enterprises in the area (accommodations/number of beds, catering, activities, attractions, shops) (comment – mostly these are small enterprises employing local people)
- Occupancy levels in all types of accommodation
- Number of tourism enterprises open during low season
- Number of visitors during low season at nature trails and tourism enterprises (digital visitor counters on trails, statistics of the accommodations and tourism services providers).
- Number of commercial tourism products and services
- Average spending per capita per day for local visitors and tourists (visitor survey once in 5 years)

6.1.5 To improve communication with the local residents, solve conflicts, involve them in tourism planning, inform about the recreation opportunities offered by the national park

Indicators/methods for monitoring:

- Number of meetings with local inhabitants covering tourism issues organised/attended by staff on NCA.
- Number of press releases on activities of NCA in Kemer National Park in local media.
- Number of free excursions for local residents/ number of participants.
- Number of joint events and projects with local NGOs/ number of participants in these projects

6.1.6 To improve visitor monitoring – visitor counting, photomonitoring of visitor impacts, evaluation of visitor data

Indicators/methods for monitoring:

- Number of digital visitor counters and photomonitoring plots established in the national park.
- Number/proportion of monitoring plots at tourism attractions showing no damage or showing improvement of the heritage.

6.1.7 To improve environmental interpretation by providing interpretation along nature trails, interpretation on sensitive nature protection issues, sustainability issues and cultural heritage.

Indicators/methods for monitoring:

- Number of Nature School classes and lectures at schools organised by NCA/number of participants.
- Number of education activities related to natural and cultural heritage offered by other stakeholders.