



Lauku Ceļotājs

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Creation of hospitality jobs along the Baltic coastline

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Latvian Country Tourism Association

BESTbelt Conference 2022, 01 – 05 November 2022, Ulcinj Montenegro

Session “Potential for green jobs”

WHO WE ARE

- Founded in 1993
- ~400 members: small-scale accommodation, food, open farms, other tourist services

OUR TASKS

- **Tourism product development**
- **Marketing**
- Represent member interests (legislation, taxes, etc.)

AREAS OF ACTIVITY

- Sustainable rural development, rural economy and natural environment
- Cooperation scope: LV-LT-EE, Baltic Sea Region, Nordic countries, Europe



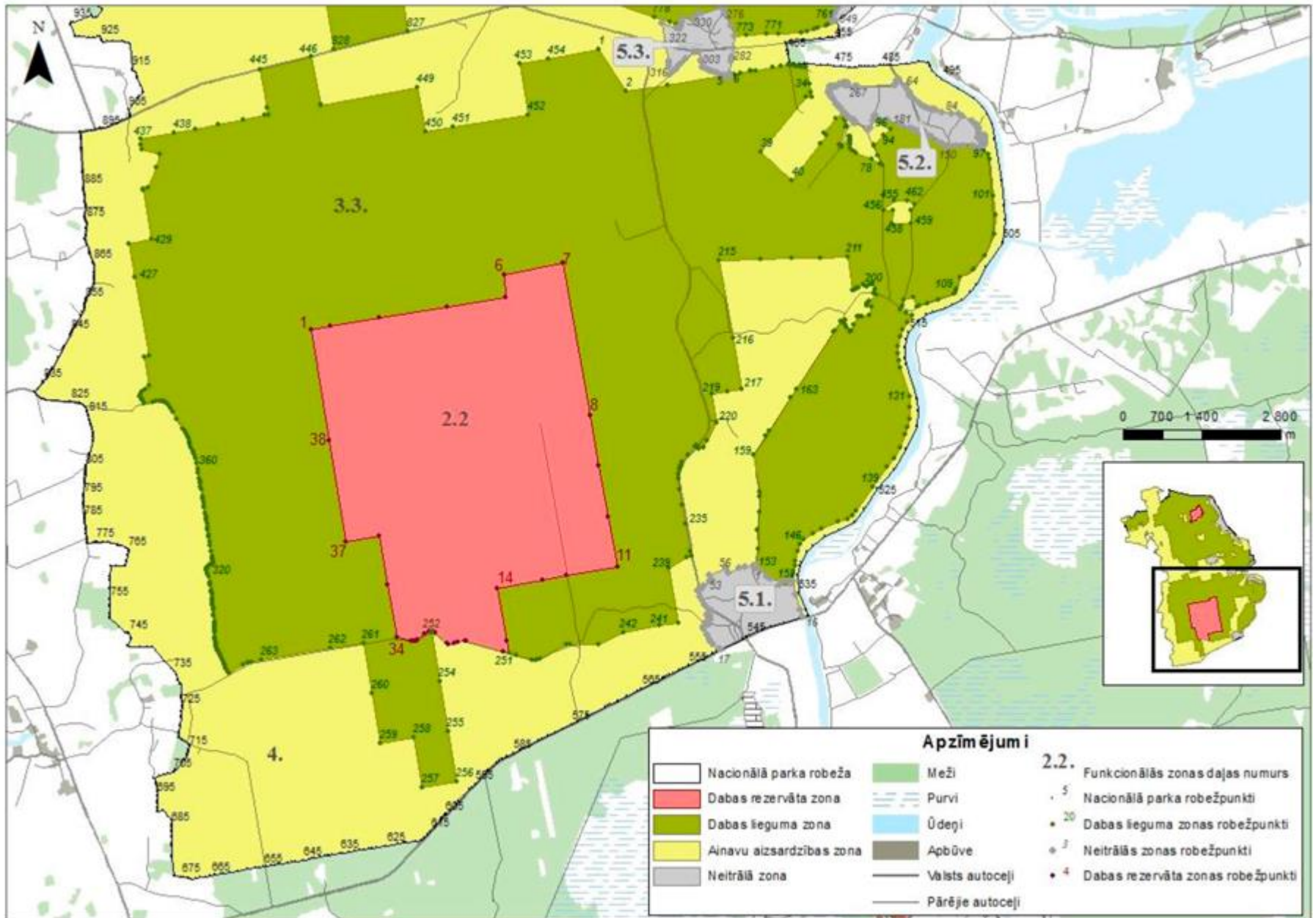
6 Green jobs – success stories

(personal experience, personal contacts)



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Green belt suggestions



Baltic

Green jobs – success stories

Company name

Specialisation

Located: G

Staff: 4 national

Operating since



income for small tourism companies (family business)



Green jobs – success stories

Company name: Ūši camping and coastal holiday cottage

Specialisation: hikers' friendly accommodation, traditional culinary master classes, eco-labelled



Located: Green Belt Latvia, Kolka village
Slītere National park

Nature friendly tourism product in National park



Green jobs – success stories



common Reed

Without people there is no nature management – and less natural biodiversity



Zaļā sertifikāta saimniecība - viesu nams "Kosiši" Ziemeļvidzemes biosfēras rezervātā

Green jobs – success stories

Company name: Bērziņi farm

Specialisation: traditional bread baking master classes

Located: Green Belt Latvia, by Jūrkalne village



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They found way – small scale and nature friendly familie buiseness – how to survive in countryside



Green jobs – success stories

Community-based initiatives (Sandy Coast Design)



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[etsy.com/shop/SandyCoastDesign](https://www.etsy.com/shop/SandyCoastDesign)

Always open

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Benefits for people and nature





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Thank you!

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