

Action plan for sustainable tourism development 2011-2016

Abbreviations:

NCA PRA - Nature Conservation Agency Pierīga Regional Administration

TIC – tourism information centre

Goals/Actions	Priority	Years when the action will be carried out / Resources						Responsible bodies	Expected outputs	Monitoring methods
		2011	2012	2013	2014	2015	2016			
1. To preserve natural, cultural heritage and healing values										
1.1.To carry out protection, management and renovation actions, that are included in the Management Plan.	1							See MP	See MP	See MP
1.2.To determine carrying capacity of coastal forests	1		Students, staff time					NCA PRA, universities	Study implemented	Document available at the NCA PRA
1.3. To develop a plan for managing visitor flows in coastal forests	1		Students, staff time	Students, staff time				NCA PRA, universities	Plan developed	Document available at the NCA PRA
1.4. To evaluate ecreation potential of meadows in ĶNP	3	Staff time	Staff time					NCA PRA	A map of meadows suitable for recreation	Document available at the NCA PRA
1.5. Involve visitors and tourists in nature	2	Staff	Staff	Staff	Staff	Staff	Staff	NCA PRA	Different nature management activities	Reports of activities

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management and monitoring e.g.: Cutting of Rosa rugosa in coastal areas Cutting vegetation on islands in Kaşieris Lake Putting stones in rivers Counting bats at one colony Cutting meadows (repeated management of one meadow)		time	time	time	time	time	time		involving visitors carried out and reported	available at NCA PRA
1.6. To develop an information material for tourism entrepreneurs on possibilities and restrictions for using nature values of Kemer NP in tourism	1	Staff time						NCA PRA	Information material developed and distributed to tourism stakeholders (electronic format)	Document available at NCA PRA
1.7. To continue to inform the members of Tourism Forum about the nature, culture and healing values local producers and traditional craftsmen of	1	staff time, catering 150 LVL	staff time, catering 150 LVL	staff time, catering 150 LVL	staff time, catering 150 LVL	staff time, catering 150 LVL	staff time, catering 150 LVL	NCA PRA	Excursion organized each spring at the beginning of tourism season. Stakeholders are more informed about the tourism	Reports of the events available at the NCA PRA

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ᶒNP by organizing excursions									possibilities in the national park and can inform their visitors, visitors stay longer are more satisfied.	
1.8. Compile historical recipes of the region	2		Staff time, students	Staff time, students				NCA PRA, Tukums TIC	Compilation of the historical recipes written and distributed to stakeholders in PDF format	Document available at NCA PRA
1.9. Include food prepared by old regional recipes in the tourism offer (fishing traditions in seaside villages, agricultural traditions)	2			Staff time, speaker and catering for the seminar 300 LVL				NCA PRA, Tukums TIC	Seminar/discussion about including the traditional food in menus with local restaurants organized.	Report of the seminar available at the NCA PRA
1.10. Compile local tales and legends on the ᶒNP region (develop an information material for tourism enterprises and guides)	3		Staff time, students	Staff time, students				NCA PRA, Tukums museum, Lapmeᶒciem s museum, universities	Information material developed and distributed to tourism stakeholders (PDF format)	Document available at NCA PRA
1.11. Include old tales and legends in the tourism offer of ᶒNP (history Kemeru resort, fishing	3				See costs for tourism infrastruc	See costs for tourism infrastruc	See costs for tourism infrastruc	NCA PRA, TICs, tourism	Tales and legends included in information materials, used by guides and NCA staff	Information materials (folders, information stands) containing local tales and legends

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traditions of seaside villages, agricultural traditions)					ture and information	ture and information	ture and information	businesses	for interpretation	available at NCA PRA.
1.12. Compile information on everyday life of Kemerı resort in Soviet times (develop an information material for tourism enterprises and guides)	3		Staff time, students	Staff time, students	Staff time, students			NCA PRA Jürmala Museum, sanatoriums, schools.	Information material developed and distributed to tourism stakeholders (PDF format).	Document available at NCA PRA
1.13. Include the stories on Soviet times in Kemerı resort in tourism offer of Kemerı NP	3				See costs for tourism infrastructure, information and events	See costs for tourism infrastructure, information and events	See costs for tourism infrastructure, information and events	NCA PRA., TICs, tourism businesses	Tales and legends included in information materials and events, used by guides and NCA staff for interpretation	Information materials (folders, information stands) containing local tales and legends available at NCA PRA.
1.14. Compile information/ stories on Soviet times in other parts of Kemerı NP	2					Staff time, students	Staff time, students	NCA PRA, universities	Information material developed and distributed to tourism stakeholders (PDF format).	Document available at NCA PRA
1.15. Compile information on traces of World War I and II in Kemerı NP	2					Staff time, students	Staff time, students	NCA PRA, universities	Information material developed and distributed to tourism stakeholders (PDF format).	Document available at NCA PRA

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1.16. Compile information on famous people who have lived or worked in Ƙemeru NP area in 20 th century?	2					Staff time, students	Staff time, students	NCA PRA, universities	Information material developed and distributed to tourism stakeholders (PDF format).	Document available at NCA PRA
1.17. Compile information on traditional craftsmen and local producers in ƘNP region (develop an information material for tourism enterprises and guides)	1	Staff time	Staff time					NCA PRA, Tukums TIC	Information material developed and distributed to tourism stakeholder (PDF format)	Document available at NCA PRA
1.18. Include the offer by traditional craftsmen and local producers in tourism offer of ƘNP	1		Staff time, resources for informative materials	NCA PRA,, TICs, businesses	Information on local craftsmen and producers included in homepage of NCA PRA, TIOs, information materials and tourism routes.	Number of tourism routes and information materials containing offers by local craftsmen and producers. Number of local craftsmen and producers included in homepage of NCA PRA				
1.19. Include local museums in the tourism offer of ƘNP	1	Staff time, resources for informative materials	Staff time, resources for informative materials	Staff time, resources for informative materials	Staff time, resources for informative materials	Staff time, resources for informative materials	Staff time, resources for informative materials	NCA PRA., TICs	Information on local museums included in homepage of NCA PRA, TIOs, information materials and tourism routes.	Number of tourism routes and information materials containing offers of local museums.

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1.20. Include traditional festivities in tourism offer of KNP	1		Staff time, resources for informative materials	NCA PRA, TICs	Information on traditional events included in homepage of NCA PRA, TIOs, printed information materials.	Number of tourism information materials containing traditional events. Number of traditional events included in information materials and homepages of NCA PRA and TICs				
1.21. Assess the possibilities for maintaining characteristic landscape elements – haystacks in the fields and boats on the seashore	3				Staff time			NCA PRA, TICs, municipalities	Assessment performed and written recommendations developed.	Document available at the NCA PRA
1.22. Map the best viewpoints in Kemer NP and include them in tourist maps	2		Students, staff time					NCA PRA, universities, Tukums TIC	Report, viewpoints included in online maps and tourism maps	Report available at NCA PRA, number of maps featuring viewpoints, number of viewpoints included in tourism maps.
1.23. Identify noble trees and large stones and include them in tourism routes	3			Students, staff time				NCA PRA, universities	Report, noble trees and stones included in online maps and tourism maps	Report available at NCA PRA, number of maps featuring noble trees and stones, number of trees and stones included in tourism maps.

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<p>1.24. Discuss further development of cultural heritage and including it in tourism offer:</p> <p>Siliņupe stone age settlement</p> <p>History of Finnish Jegers</p> <p>History of Kalnciems dolomite quarries</p>	2			Staff time				NCA PRA, museums	Individual meeting with relevant stakeholders discussing possibilities for development and future cooperation.	Reports of the meetings
2. To strengthen and expand tourism forum										
2.1. Organize forum meetings twice a year	1	Staff time, catering 150 LVL	Staff time, catering 150 LVL	Staff time, catering 150 LVL	Staff time, catering 150 LVL	Staff time, catering 150 LVL	Staff time, catering 150 LVL	NCA PRA	Forum meetings organized.	Reports available at the NCA PRA, number of participants.
2.2. Once in 3 months inform forum participants on news in KNP (by e-newsletter)	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	e-news sent to tourism stakeholders.	Number of e-mails sent, number of recipients.
2.3. Continue individual visits to guest houses, local producers, restaurants and other tourism stakeholders	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Stakeholder visited, interviewed, invited to the forum. Cooperation among stakeholder improved.	Reports of the visits available at NCA PRA. Number of active forum members increased.

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3. Increase quality of existing tourism offer										
<u>3.1. Maintain and develop existing nature trails and objects of interest:</u>										
<ul style="list-style-type: none"> Valgums bicycle trails (3) 	1	Staff time and financing of Valguma Pasaule	Staff time and financing of Valguma Pasaule	Staff time and financing of Valguma Pasaule	Staff time and financing of Valguma Pasaule	Staff time and financing of Valguma Pasaule	Staff time and financing of Valguma Pasaule	Recreation Centre Valguma Pasaule	Trails in good condition, improvements agreed upon and carried out.	Monitoring visitor satisfaction.
<ul style="list-style-type: none"> Valgums Nordic walking trail 	1	Staff time and financing of Valguma Pasaule	Staff time and financing of Valguma Pasaule	Staff time and financing of Valguma Pasaule	Staff time and financing of Valguma Pasaule	Staff time and financing of Valguma Pasaule	Staff time and financing of Valguma Pasaule	Recreation Centre Valguma Pasaule	Trail in good condition, improvements agreed upon and carried out.	Monitoring visitor satisfaction.
<ul style="list-style-type: none"> Dunduri meadows 	2	Financing from Çemerî Natinal Park Foundati on						Çemerî national park foundation	Object in good condition, improvements agreed upon and carried out.	Monitoring visitor satisfaction.

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<ul style="list-style-type: none"> Historical resort of Ķemeri 	1	Financing from Jūrmala City Council (EU project)						Jūrmala city council	Object in good condition, improvements agreed upon and carried out.	Monitoring visitor satisfaction.
<ul style="list-style-type: none"> Nature trail in Black alder swamp forest 	1	Staff time, materials	Staff time, materials	Reconstruction using 2 nd call of EU Cohesion Fund projects	Reconstruction using 2 nd call of EU Cohesion Fund projects	Staff time, materials	Staff time, materials	NCA PRA	Trail in good condition, improvements agreed upon and carried out.	Monitoring visitor satisfaction.
<ul style="list-style-type: none"> Sloka tower and nature trail 	1	Financing from Jūrmala City Council	Application for financing to Jūrmala City Council	Application for financing to Jūrmala City Council	Application for financing to Jūrmala City Council	Application for financing to Jūrmala City Council	Application for financing to Jūrmala City Council	NCA PRA	Object in good condition, improvements agreed upon and carried out.	Monitoring visitor satisfaction.
<ul style="list-style-type: none"> Sloka bicycle trail 	1	Financing from Jūrmala City	Application for financing to	Application for financing to	Application for financing to	Application for financing to	Application for financing to	NCA PRA	Object in good condition, improvements agreed upon and carried out.	Monitoring visitor satisfaction.

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		Council	Jurmala City Council	Jurmala City Council	Jurmala City Council	Jurmala City Council	Jurmala City Council			
Renovate and maintain nature trails in: <ul style="list-style-type: none"> • Ķemeri Raised bog • Kaņieris castlemound 	1	1 st call of EU Cohesion Fund projects	1 st call of EU Cohesion Fund projects	Staff time, materials	Staff time, materials	Staff time, materials	Staff time, materials	NCA PRA	Nature trails established, in good condition, improvements agreed upon and carried out.	Monitoring visitor satisfaction.
<ul style="list-style-type: none"> • Sulphur springs 	2	Staff time, materials	Staff time, materials	Reconstruction using 2 nd call of EU Cohesion Fund projects	Reconstruction using 2 nd call of EU Cohesion Fund projects	Staff time, materials	Staff time, materials	NCA PRA	Object in good condition, springs are not damaged by the public.	Monitoring visitor satisfaction, monitoring of visitor impacts.
3.2. Set up bicycle racks at existing nature trails and objects of interest	1			2 nd call of Cohesion Fund projects/ costs to be calculated	2 nd call of Cohesion Fund projects/ costs to be calculated			NCA PRA, municipalities	Project proposal prepared and submitted	Project proposal prepared and submitted

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3.3. Recreation site place and information stand in Smārde (next to crossing of Valguma Pasaule)	2				Costs to be established			Engure municipality	Recreation site established and maintained.	Monitoring visitor satisfaction.
3.4. Put up boards with information about KNP tourism offer in the coastal areas	1			EU Cohesion Fund project 2 nd call	EU Cohesion Fund project 2 nd call	Staff time, materials	Staff time, materials	NCA PRA, municipalities	Project proposal prepared and submitted.	Project proposal prepared and submitted
3.5. Add play elements for children (wooden sculptures) to existing nature trails and objects of interest	2			EU Cohesion Fund project 2 nd call	EU Cohesion Fund project 2 nd call	Staff time, materials	Staff time, materials	NCA PRA	Project proposal prepared and submitted.	Project proposal prepared and submitted
3.6. Manage the illegal resting places at the lakes (Sloka, Valgums, Melnezers, Akacis, Aklais, Lilijas)	2			EU Cohesion Fund project 2 nd call	EU Cohesion Fund project 2 nd call	Staff time, materials	Staff time, materials	NCA PRA	Project proposal prepared and submitted.	Project proposal prepared and submitted
3.7. Create/mark walking trails in coastal forests	1			2 nd call of EU Cohesion Fund projects	2 nd call of EU Cohesion Fund projects	Staff time, materials	Staff time, materials	NCA PRA	Project proposal prepared and submitted	Project proposal prepared and submitted
3.8. Create cycling route along the Green Dune	1	1 st call of EU Cohesion	1 st call of EU Cohesion	Staff time,	Staff time,	Staff time,	Staff time,	NCA PRA	Cycling route established. Object in good condition,	Monitoring visitor satisfaction.

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		Fund projects	Fund projects	materials	materials	materials	materials		improvements agreed upon and carried out.	
3.9. Create walking trail to sulphur spring in Lūžņu Ditch in Ķemeri	1	Staff time, financing from Jūrmala City Hall	Staff time, financing from Jūrmala City Hall	2 nd call of EU Cohesion Fund projects	Staff time, materials	Staff time, materials	Staff time, materials	NCA PRA	Project proposal prepared and submitted	Project proposal prepared and submitted
3.10. Build birwatching tower at Kanieris lake at Zāliši	2			2 nd call of EU Cohesion Fund projects	Staff time, materials	Staff time, materials	Staff time, materials	NCA PRA	Project proposal prepared and submitted	Project proposal prepared and submitted
3.11. Build a pier and birdwatching tower at Sloka lake near Jaunķemeri	2			2 nd call of EU Cohesion Fund projects	Staff time, materials	Staff time, materials	Staff time, materials	NCA PRA	Project proposal prepared and submitted	Project proposal prepared and submitted
3.12. Continue picking up garbage in forests and coastline	1	Staff time, volunteers	Staff time, volunteers	Staff time, volunteers	Staff time, volunteers	Staff time, volunteers	Staff time, volunteers	NCA PRA, municipalities	Cleaner environment	Less complaints from local inhabitants and tourists (discussions and survey in 2016)
3.13. Establish a working group for solving recreation issues in coastal areas e.g.:	1		Staff time	Staff time	Staff time	Staff time	Staff time	NCA, PRA, Engure municipality, businesses	Discussion on solving issues of managing recreation in coastal areas resulting in better quality of	Reports of meetings, results of visitor survey showing increases satisfaction, visitor monitoring showing

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<ul style="list-style-type: none"> Reduction of waste Management of parking lots Allowing retail sell in parking lots Establishing trails and tourism routes 									tourism offer, less pressure on coastal habitats	reduced impacts.
3.14. Continue to warn visitors about gnats and ticks	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA, stakeholders	Information on internet and printed information materials	Visitors are more prepared for the trip
3.15. Supplement existing offer with information on tourism services, traditional craftsmen, local producers, cultural and healing values	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA, TICs	Information included when producing new guiding materials and route descriptions	
3.16. <u>Continue organizing KNP nature education and culture events:</u>										
<ul style="list-style-type: none"> Bat night 	1	Staff time, 200 LVL (from	Staff time, 200 LVL	NCA PRA	Event organized	Number of visitors at the event				

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		Jurmala municipality)								
<ul style="list-style-type: none"> Bird watching days in spring and autumn 	1	Staff time, 300 LVL (sponsors)	Staff time, 300 LVL (sponsors)	Staff time, 300 LVL (sponsors)	Staff time, 300 LVL (sponsors)	Staff time, 300 LVL (sponsors)	Staff time, 300 LVL (sponsors)	Latvian Ornithological Society, NCA PRA	Event organized	Number of visitors at the event
<ul style="list-style-type: none"> Travelers' Day (Day of National Parks) 	1	Staff time, LVL 800 (EU Project Parks&Benefits)	Staff time, LVL 100	NCA PRA, Latvian Countryside tourism association Lauku Celotajs, local tourism businesses	Event organized	Number of visitors at the event				
<ul style="list-style-type: none"> Biodiversity Day 	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Event organized	Number of visitors at the event

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• Birthday of the national park	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Event organized	Number of visitors at the event
• Skiing events	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Event organized	Number of visitors at the event
• Meadow Day	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA, tourism stakeholders	Event organized	Number of visitors at the event
• Mushroom Day	1		Staff time	NCA PRA, tourism stakeholders	Event organized	Number of visitors at the event				
• Wetlands Day	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Event organized	Number of visitors at the event
3.17. Continue visitor survey on satisfaction on KNP nature trails, events, accommodation and consider the proposals	2	Staff time, students	Staff time, students	Staff time, students	Staff time, students	Staff time, students	Staff time, students	NCA PRA, Tourism Forum, universities	Questionnaires produced, distributed and processed. Results discussed at the forum meeting.	Report on visitor satisfaction (part of yearly report of visitor monitoring)
3.18. Maintain and supplement KNP tourism	1	Staff time,	Staff time,	Staff time,	Staff time,	Staff time,	Staff time,	NCA PRA	Tourism information on the homepage	Check www.daba.gov.lv/kem

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information on the web page www.daba.gov.lv (in Latvian, English, Russian)		students	students	students	students	students	students		www.daba.gov.lv/kemeri is complete and up to date	eri , results of visitor survey.
3.19. Provide functioning and development of KNP information centre	1	Staff time, students, 500 LVL	Staff time, students, sources of financing to be established	Staff time, students	Staff time, students	Staff time, students	Staff time, students	NCA PRA, universities	Information centre operates from May - September	Opening times and number of visitors
3.20. Publish KNP tourism map (in Latvian, English, Russian)	1	Staff time, 1500 LVL (EU Project "Parks&Benefits")		Staff time, reprints 600 LVL		Staff time, reprints 600 LVL		NCA PRA	Tourism map produced and distributed to visitors, TICs, tourism businesses and other stakeholders	Number of maps produced
3.21. Provide information on KNP tourism offer in regional TICs and tourism businesses (in Latvian, English, Russian)	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	Tourism forum	Printed information materials distributed, constant communication maintained	Number of printed information materials distributed
3.22. Provide information on KNP tourism offer in social networks (in	1		Staff time, students	Staff time, students	Staff time, students	Staff time, students	Staff time, students	Tourism forum	Information published.	Number of social networking sites containing information

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Latvian)										on Ķemeri NP
3.23. Find and train local nature guides	1				INTERREG project in LV-EST cooperation program	INTERREG project in LV-EST cooperation program		NCA PRA	Local people (owners of guest houses and others) trained as nature guides.	Number of people trained
3.24. Create , test and offer guided nature tours for small groups	1				INTERREG project in LV	EST cooperation program		NCA PRA	Improved quality of tourism offer, increased income for local population.	Number of tours
3.25. Promote nature events that visitors can come and see: <ul style="list-style-type: none"> • Spring flood in Slampe river • Flocks of migrating birds visible on the fields • Flowering of marsh marigold in black alder swamps 	2	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Information on the internet about the events	Number of events
3.26. Create route to	1		Staff	Staff	Staff	Staff	Staff	NCA PRA, inhabitants	Description of the route created (PDF	Description of the route available on

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sulphur springs in KNP			time	time	time	time	time	of Ķemeri	format) and distributed via internet, TICs and tourism businesses.	internet and NCA PRA
3.27. Create cycling route for weekend "Around KNP"	1		Staff time	Tourism forum	Description of the route created (PDF format) and distributed via internet, TICs and tourism businesses.	Description of the route available on internet and NCA PRA				
3.28. Create one day cycling routes in KNP (3)	1		Staff time	Tourism forum	Description of the route created (PDF format) and distributed via internet, TICs and tourism businesses.	Description of the route available on internet and NCA PRA				
3.29. Create special route for "green travelers"	2		Staff time	Tourism forum	Description of the route created (PDF format) and distributed via internet, TICs and tourism businesses.	Description of the route available on internet and NCA PRA				
3.30. Create route "Travel to KNP by train"	1		Staff time	Tukums TIC	Description of the route created (PDF format) and distributed via internet, TICs and tourism businesses.	Description of the route available on internet and NCA PRA				
3.31. Create offer for walkers "A winter day in KNP"	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	Tourism forum	Description of the route created (PDF format) and distributed via internet, TICs and	Description of the route available on internet and NCA PRA

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									tourism businesses.	
3.32. Create hiking offers for schoolchildren	1		Staff time	Tourism forum	Description of the route created (PDF format) and distributed via internet and directly to schools.	Description of the route available on internet and NCA PRA				
3.33. Create a walking route through seaside villages featuring cultural heritage and nature values	1		Staff time	Tourism forum	Description of the route created (PDF format) and distributed via internet, TICs and tourism businesses.	Description of the route available on internet and NCA PRA				
3.34. Create a combined offer for groups (tourism agencies) in coastal villages (e.g. fishing in the sea, fish smoking, traditional food and folk songs and dances)	1					Staff time	Staff time	Tourism forum	Description of the route created (PDF format) and distributed via internet, TICs and tourism businesses.	Description of the route available on internet and NCA PRA. Number of groups buying the offer.
3.35. Explore possibilities to create combined offer about coastal villages with Engure village	3						Staff time	Tourism forum	Description of the route created (PDF format) and distributed via internet, TICs and tourism businesses. Quality of tourism offer improved.	Description of the route available on internet and NCA PRA
3.36. To gather information and to	3				Staff	Staff	Staff	Tourism forum,	Description of the route created (PDF	Description of the route available on

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develop a route through battle sites of WW I and WW II for schoolchildren (in cooperation with Ložmetējkals and Cineville)					time	time	time	representatives of Ložmetējkals and Cineville	format) and distributed via internet, TICs and tourism businesses.	internet and NCA PRA
3.37. Carry out overall visitor survey in KNP	1						Staff time, students, 1000 LVL	Tourism forum, universities	Detailed information on visitors and changes in their opinions	Results of the survey available at NCA PRA
4. To increase the tourism contribution to the region's economy.										
4.1 Compile a list of nature friendly/traditional producers (craftsmen, farms, fishermen; also included in 1.17).	1	Staff time, students	Staff time, students					NCA PRA, Tukums TIC	Information material developed and distributed to tourism stakeholders (PDF format).	Document available at NCA PRA
4.2. Include the offer by nature friendly/ traditional producers in the tourism offer of KNP (also included in 1.18)	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	Tourism forum	The offer by nature friendly/ traditional producers is included in homepage of NCA PRA and printed information material	Number of nature friendly/traditional producers included in information materials, number of information materials featuring them.
4.3. Assess the possibilities for creation of brand	2		Staff					NCA PRA	Report produced and tourism forum	Report available at NCA

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“produced in Kemer National Park”			time						informed on results	PRA
4.4. Identify potential KNP souvenirs and their producers	1	Staff time	Staff time					NCA PRA, TICs	List of potential producers compiled, individual visits carried out	Report available at NCA PRA
4.5. Test production and selling of KNP souvenirs	1		Staff time, other costs to be estimated	Staff time, other costs to be estimated				Tourism forum	Small amount of souvenirs produced and sold in shops, TICs and accommodation places, results evaluated	Examples of souvenirs and report available at NCA PRA
4.6. Production and selling of KNP souvenirs	1							Tourism forum	Income from tourism to local economy increased	Results of visitor survey in 2016 show increase in purchase of local products and souvenirs.
4.7. Identify and provide training on guiding issues for the staff of guest houses and other local guides (also included in 3.23.)	1				INTERREG project in LV – EST cooperation program			NCA PRA, TICs	Project proposal prepared and submitted	Project proposal prepared and submitted
4.8. Make a study on possibilities for organizing	2	Staff time,	Staff time,					NCA PRA, Kemer	Study carried out (survey of opinions of	Survey results available

Goals/Actions	Priority	Years when the action will be carried out / Resources						Responsible bodies	Expected outputs	Monitoring methods
		2011	2012	2013	2014	2015	2016			
market in Kemerli		schoolchildren	schoolchildren					secondary school	local residents and producers with the help of local schoolchildren), tourism forum informed on results	at NCA PRA.
4.9. Promote guide services	1		Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA, TICs	Guided tours for each season planned and promoted via internet and TICs	Information on guided tours available on internet and TICs
5. To improve communication with local population										
5.1. Continue annual public meetings combined with other meeting of local inhabitants	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Staff on NCA PRA participates in meetings of local inhabitants.	Number of meetings attended, reports of the meetings available at NCA PRA
5.2. Continue cooperation with local schools in nature education (outdoor classes, lectures)	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Outdoor classes and lectures	Number of outdoor classes and lectures
5.3. Continue offering free excursions for the Day Centre of mentally disabled people (in Kemerli) and other similar institutions in vicinity of	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Free excursions guided by NCA PRA staff	Number of excursions

Goals/Actions	Priority	Years when the action will be carried out / Resources						Responsible bodies	Expected outputs	Monitoring methods
		2011	2012	2013	2014	2015	2016			
Çemeri NP										
5.4. Continue cooperation with local NGOs "Labklājībai" and Society of Çemeri inhabitants in organizing events (joint work actions, Çemeri festival etc.)	2	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA, local NGOs, municipalities	Events organized	Number of events organized, number of participants at the events
5.5. Provide more information to local population on recreation possibilities in Çemeri NP	2	Staff time	Staff time 100 Ls	NCA PRA, municipalities	Information on tourism offer provided in local meetings and each Spring a flyer is distributed by post	Number of flyers produced and distributed				
5.6. Organize excursions for local people during events	1		Staff time	NCA PRA, tourism forum	Excursions organized	Number of excursions for local people				
5.7. Improve cooperation with Mazpulki organizations and environmental circle at local schools	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Meetings and activities (outdoor classes, excursions) organized	Number of events organized
6. Visitor monitoring and assessment of negative impacts										
6.1. Continue visitor counts at IC, tourism	2	Staff time,	Staff time,	Staff time,	Staff time,	Staff time,	Staff time,	Tourism	Visitors counted and data included in annual	Document available at

Goals/Actions	Priority	Years when the action will be carried out / Resources						Responsible bodies	Expected outputs	Monitoring methods
		2011	2012	2013	2014	2015	2016			
objects and enterprises		students (15 000 EUR for digital visitor counters from EU Project "Parks&Benefits")	students	students	students	students	students	forum	report.	NCA PRA
6.2. Compile annual statement on the results of visitor monitoring	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA, TICs	Statement prepared and distributed to stakeholders and decision makers	Document available at NCA PRA
6.3. Carry out research on visitor flows in KNP	2		Students, staff time	Students, staff time				NCA PRA, universities	Study carried out Results used in estimating visitor numbers.	Document available at NCA PRA
6.4. Continue photo monitoring of visitor impacts at tourism objects, set up new sampling areas	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Monitoring of visitor impacts carried out.	Documents available at NCA PRA
6.5. Maintain infrastructure for managing visitor flows – signs and barriers	1	Staff time, costs depend on	Staff time, costs depend on	Staff time, costs depend on	Staff time, costs depend on	Staff time, costs depend on	Staff time, costs depend on	NCA PRA	Infrastructure in good condition.	Infrastructure in good condition.

Goals/Actions	Priority	Years when the action will be carried out / Resources						Responsible bodies	Expected outputs	Monitoring methods
		2011	2012	2013	2014	2015	2016			
		demolition	demolition	demolition	demolition	demolition	demolition			
6.6. Create new infrastructure for managing visitor flows (ladders in the coastal forests)	1	EU Cohesion Fund	EU Cohesion Fund	Staff time, costs depend on demolition	NCA PRA	Infrastructure in good condition.	Infrastructure in good condition.			
7. To improve environmental education										
7.1. Continue work of KNP Nature School	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Nature School Activities carried out	Number of Nature School activities carried out
7.2. Continue lectures in Schools	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Children educated about nature values and nature protection issues	Number of lecture in schools
7.3. Publish presentation booklet on KNP	1	EU project "Parks&Benefits"						NCA PRA	Presentation booklet on KNP featuring heritage and local stakeholders produced.	Number of booklets produced
7.4. Continue educative classes for pupils on cultural history of the	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	museums	Children educated on cultural heritage of the region	Number of participants in education programmes

Goals/Actions	Priority	Years when the action will be carried out / Resources						Responsible bodies	Expected outputs	Monitoring methods
		2011	2012	2013	2014	2015	2016			
region										
7.5. Develop interpretation material on sensitive issues (cormorans, dead trees in the forest), on sustainable tourism and the Charter.	1	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA	Interpretation material developed.	Interpretation material available at NCA PRA.
8. Update the strategy and elaborate an action plan for 2017-2022	1						Staff time	NCA PRA, tourism forum	Strategy for development of sustainable tourism in KNP updated and action plan for 2017-2022 elaborated.	Document available at NCA PRA.
9. Participate in Charter network to disseminate results and exchange experience										
9.1. Attend annual Charter Network meetings	1	Staff time, travel costs	Staff time, travel costs	Staff time, travel costs	Staff time, travel costs	Staff time, travel costs	Staff time, travel costs	NCA PRA	Annual Charter Network meetings attended	Travel/event reports available at NCA PRA
9.2. Evaluate and make use of possibilities of attracting EU funds for project preparation on	2	Staff time	Staff time	Staff time	Staff time	Staff time	Staff time	NCA PRA, Kemer National Park Foundation	Project proposals prepared.	Project proposals prepared.

Goals/Actions	Priority	Years when the action will be carried out / Resources						Responsible bodies	Expected outputs	Monitoring methods
		2011	2012	2013	2014	2015	2016			
organizing experience exchange trips for stakeholders to other Charter areas.										