Creation of hospitality jobs along the Baltic coastline

Juris Smaļinskis
Latvian Country Tourism Association
BESTbelt Conference 2022, 01 – 05 November 2022, Ulcinj Montenegro
Session “Potential for green jobs”
<table>
<thead>
<tr>
<th>WHO WE ARE</th>
<th>OUR TASKS</th>
<th>AREAS OF ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Founded in 1993</td>
<td>- <strong>Tourism product development</strong></td>
<td>- Sustainable rural development, rural economy and natural environment</td>
</tr>
<tr>
<td>- ~400 members: small-scale accommodation, food, open farms, other tourist services</td>
<td>- <strong>Marketing</strong></td>
<td>- Cooperation scope: LV-LT-EE, Baltic Sea Region, Nordic countries, Europe</td>
</tr>
<tr>
<td></td>
<td>- Represent member interests (legislation, taxes, etc.)</td>
<td></td>
</tr>
</tbody>
</table>
6 Green jobs – success stories
(personal experience, personal contacts)
Company name: Purvu bridēji (bog walkers)

Specialisation: bogshoeing and wild hiking

Located: operating in all regions of Latvia, also in Green Belt area and in specially protected nature areas

Staff: 2 (3) nature guides

Operating since: 2015

Www.purvubrideji.lv
Green jobs – success stories

Company name: Ozo (over)
Specialisation: boating and SUPping at sunrise
Located: Green Belt, Ķemeri National Park
Staff: 4 nature guides
Operating since: 2018

incom 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

Company name: Kosīši
Specialisation: holiday cottage and guest house, eco-labelled
Located: Green Belt Latvia, by Svētciems village, North Vidzeme Biosphere reserve
Staff: family
Operating since: 2011
Www.kosisi.lv

common Reed

Without people there is no nature management – and less natural biodiversity
Green jobs – success stories

Company name: Bērziņi farm

Specialisation: traditional bread baking master classes

Located: Green Belt Latvia, by Jūrkalne village

They found way – small scale and nature friendly familie buiness – how to survive in countryside.
Green jobs – success stories

Company name: Jūras rotas (Sandy Coast Design)

Specialisation: souvenirs from the sea

Located: Green Belt Latvia, Pāvilosta town

Staff: family

Operating since: 2014

Benefits for people and nature
Thank you!

Latvian country tourism association
countryholidays.lv
Facebook: Lauku Celotajs  twitter.com/Laukucelotajs