Nature
Conservation Agency
Republic of Latvia

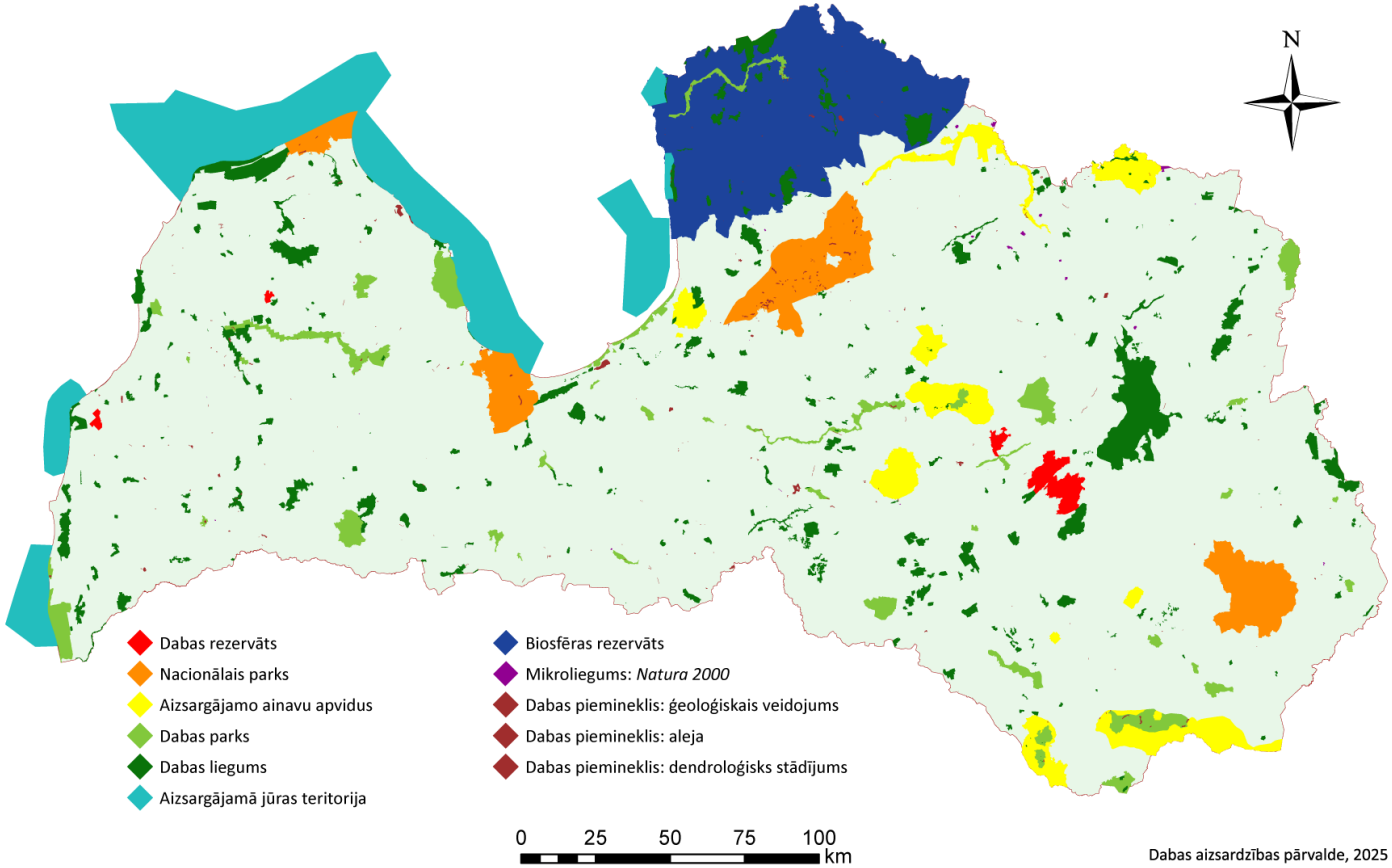
Good for Parks, Good for People. European Charter for Sustainable Tourism in Latvia

Agnese Balandiņa

Nature Education Specialist

October 6, 2026, Cēsis

Protected Areas in Latvia



Nature Conservation Agency – managing PAs in Latvia



www.daba.gov.lv

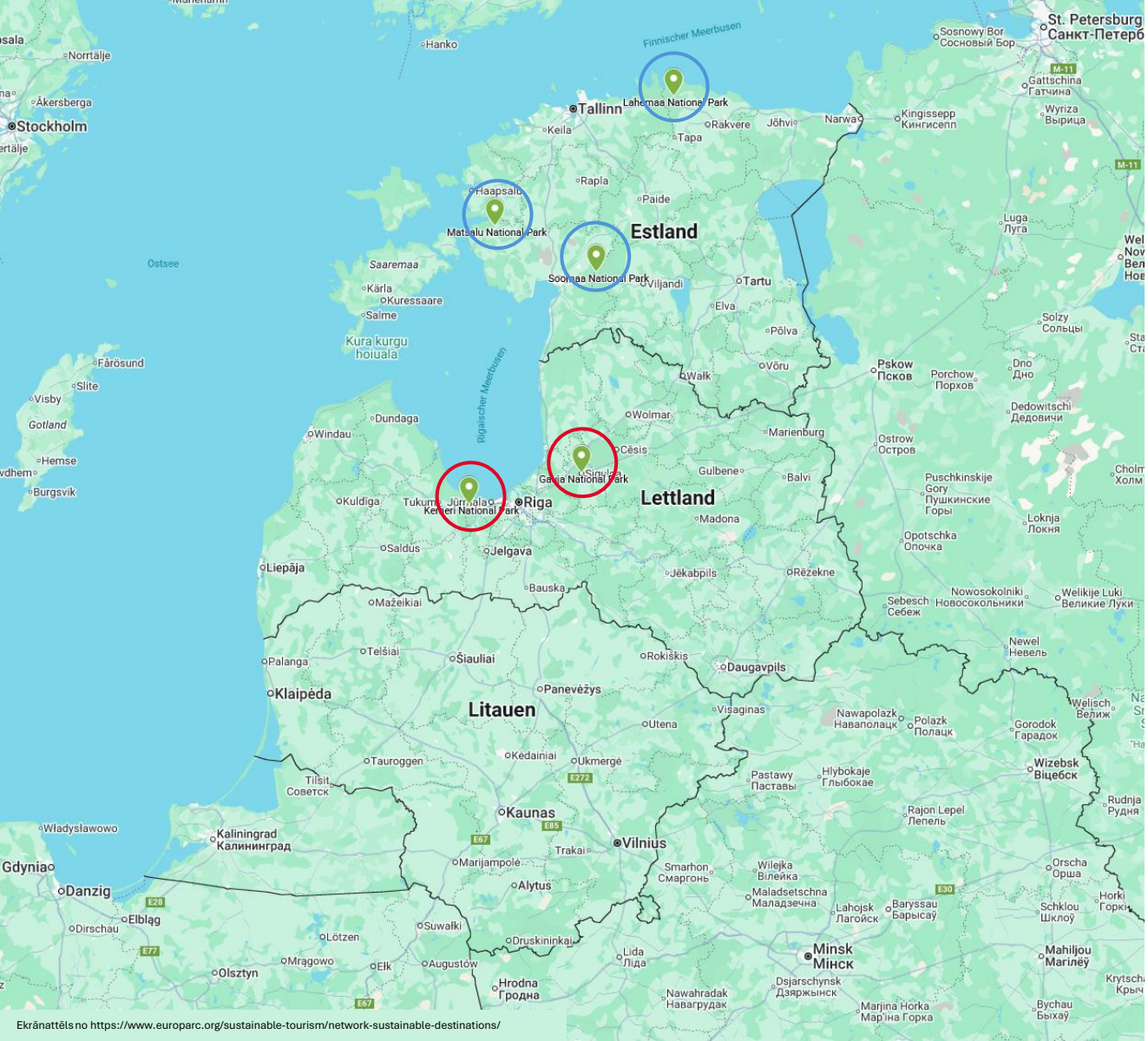
Sustainable tourism

- is implemented in **cooperation with all stakeholders** involved in tourism
- is strategically planned
- ensures the **preservation of the area's values** for future generations
- raises public **awareness**
- is of high **quality** in all aspects (infrastructure, information, services, etc.)
- supports the **local economy** and is friendly to local residents
- highlights the values of the specific area

EUROPARC
Sustainable Tourism in Protected Areas

More:
https://www.europarc.org/sustainable-tourism/


Norwegen
Finnland
Oslo
St. Petersburg
Санкт-Петербург
Stockholm
Lahemaa National Park
Ostsee
Cairngorms National Park
Nordsee
Kemeri National Park
Lettland
Dänemark
Litauen
Moskau
Москва
Kasan
Казань
Vereinigtes Königreich
Irland
Dublin
Niederlande
Berlin
Polen
Belarus
Warschau
London
Deutschland
Belgien
Prag
Kyjiw
Київ
Paris
Slowakei
Ukraine
Moldau
Frankreich
Rumänien
Kroatien
Serbien
Schwarzes Meer
Cap de Creus Nature Park
Barcelona
Bulgarien
Georgien
Istanbul
Ankara
Aserbaidschan
Alta Murgia National P...
Tyrrhenisches Meer
Sila National Park
Griechenland
Türkei
Athen
Αθήνα
Lissabon
Cabañeros National Park
Doñana Natural Park
Algier
Google My Maps



Ekrānattēls no https://www.europarc.org/sustainable-tourism/network-sustainable-destinations/

Charter areas in the Baltics

In Latvia:

- Ķemeri National Park

  (2012., 2017., 2023.)

- Gauja National Park

  (19.11.2025.)

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Tourism forum

In Gauja NP

- Run/managed by an NGO – members' association of stakeholders
- Attracting finances also from LEADER, in cooperation with the LAG
- Initiated Charter Part II, both for Gauja and Ķemeri NP via Nordplus Project

In Ķemeri NP

- No legal framework
- Managed/run by Nature Conservation Agency (no additional budget)



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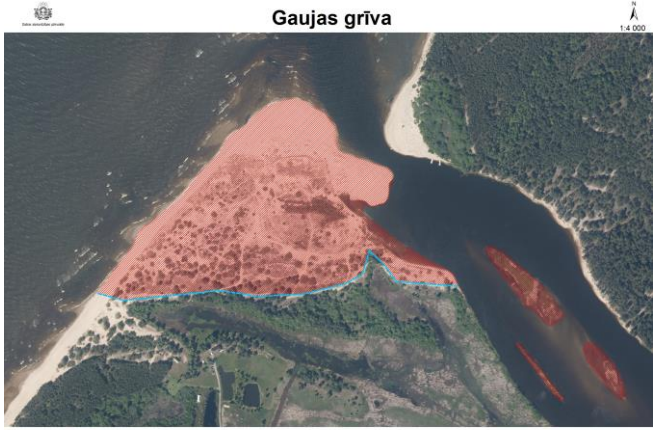
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Closed areas



1. ATTĒLS. Piekrastē ligzdojošo putnu aizsardzības pasākumu īstenošanas vietas. FIGURE 1. Seashore sites where the protection measures for nesting birds are in place.



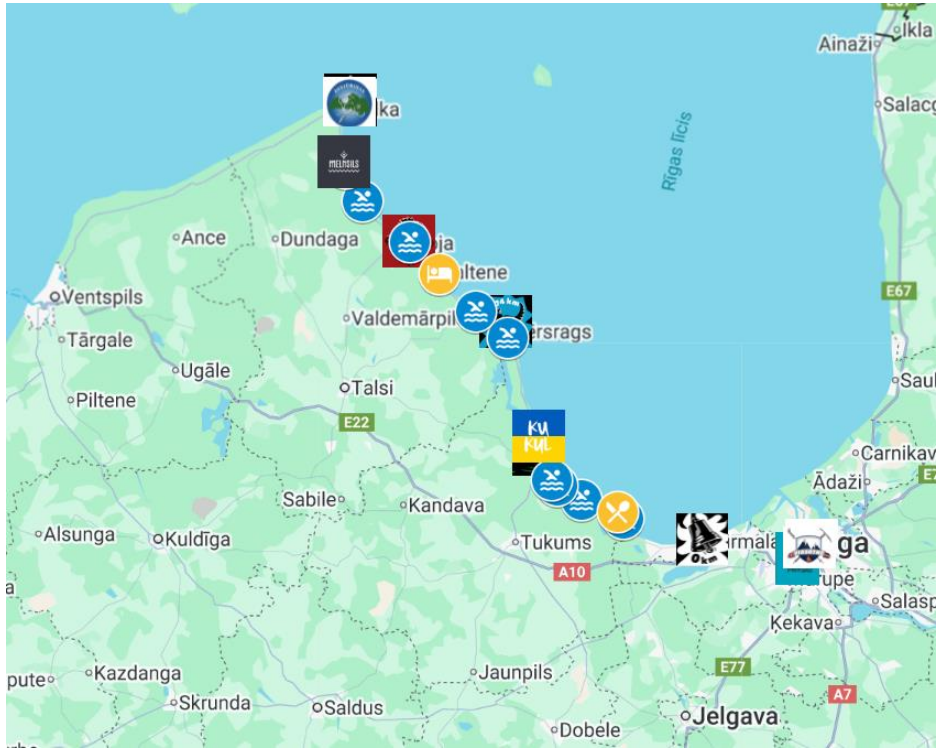




3. ATTĒLS. Auklu sētiņa, informatīvā zīme un stends Gaujas grīvā.
FIGURE 3. A fence, a display sign and an information panel at the Gauja estuary.

Moving activities in time/space





www.kolkadubulti.lv

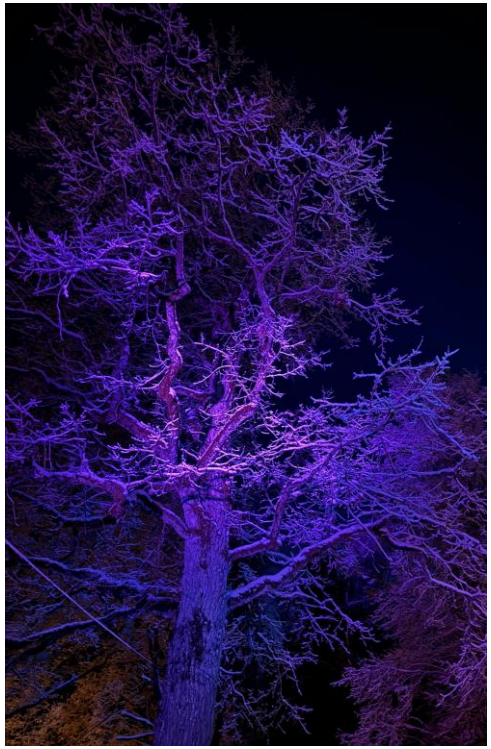


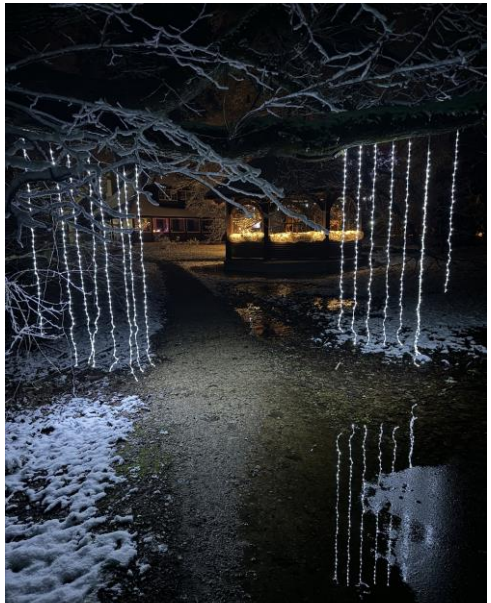

Photo: www.ozolaivas.lv


ADVAITA.ADVENTURES


Photo: www.purvubrideji.lv

Trail of lights





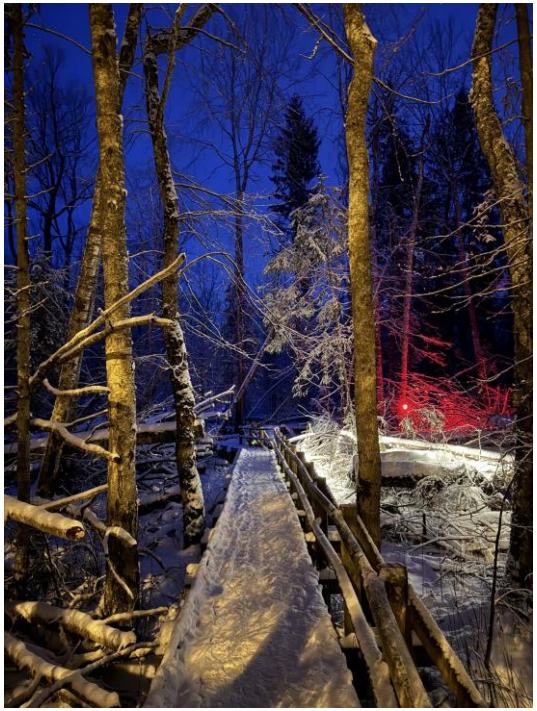






Photo: www.visitjurmala.lv







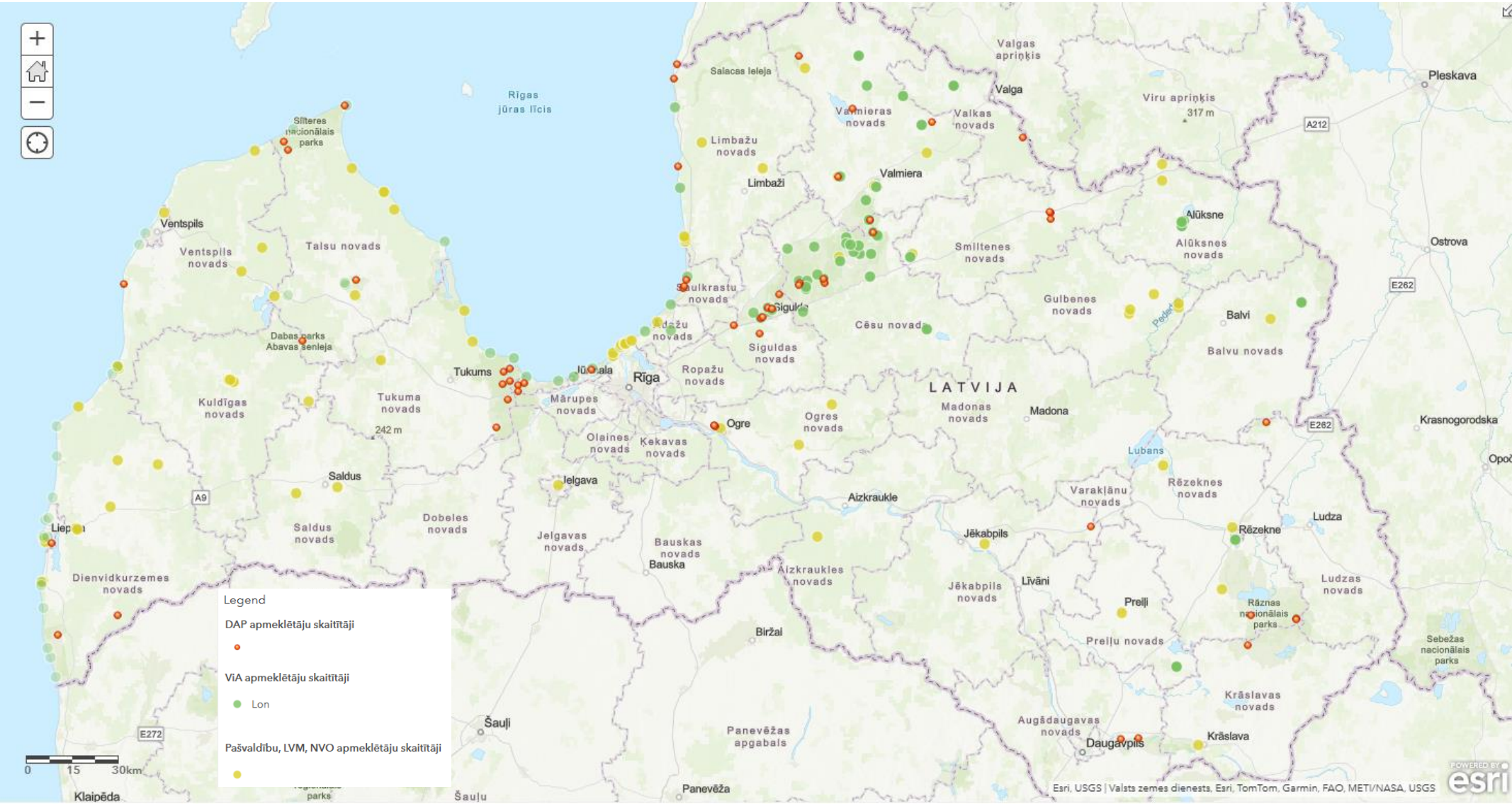


Visitor counting on trails – getting the data

Since 2020 (inspired by Finland/Metsähallitus):

- ~ 40 digital visitor counters installed in PAs across Latvia
- 2 main models, testing one more with data transfer
- big differences in technical performance across regions
- data available in Excel tables




Legend
DAP apmeklētāju skaitītāji
ViA apmeklētāju skaitītāji
Lon
Pašvaldību, LVM, NVO apmeklētāju skaitītāji
0
15
30km
Rīgas jūras līcis
Salacas leleja
Valgas apriņķis
Valga
Pleskava
Viru apriņķis
317 m
A212
Valmieras novads
Valkas novads
Limbažu novads
Limbaži
Valmiera
Ventspils
Ventspils novads
Talsu novads
Slīteres nacionālais parks
Dabas parks Abavas senleja
Alūksne
Alūksnes novads
Smiltenes novads
Ostrova
E262
Gulbenes novads
Balvi
Balvu novads
Cēsu novad
Siguldas novads
Tukums
Rīga
Ropažu novads
LATVIJA
Madonas novads
Madona
Kuldīgas novads
Tukuma novads
242 m
Mārupes novads
Ogre
Ogres novads
Olaines novads
Ķekavas novads
Krasnogorodska
Lubans
Saldus
A9
Jelgava
Aizkraukle
Varakļānu novads
Rēzeknes novads
Ludza
Rēzekne
Liep
Saldus novads
Dobeles novads
Jelgavas novads
Bauskas novads
Bauska
Jēkabpils
Aizkraukles novads
Līvāni
Ludzas novads
Dienvidkurzemes novads
Preiļi
Rāznas nacionālais parks
Biržai
Preiļu novads
Sebežas nacionālais parks
Krāslavas novads
Šauļi
Panevēžas apgabals
Augšdaugavas novads
Daugavpils
Krāslava
E272
Klaipēda
Panevēža
Šauļu
Esri, USGS | Valsts zemes dienests, Esri, TomTom, Garmin, FAO, METI/NASA, USGS
POWERED BY esri

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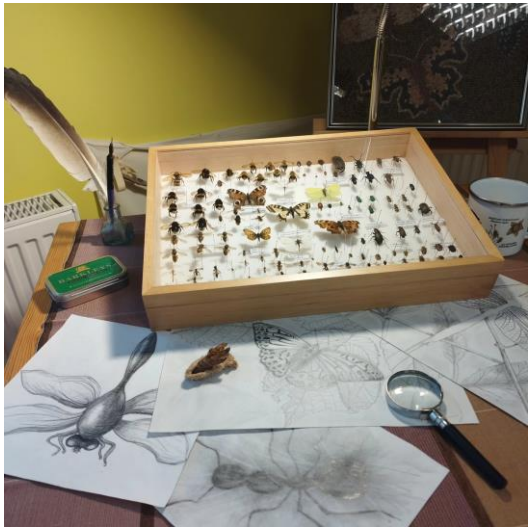
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(Educational) added value to any visit of the park











Cross Re Tour Project

- Implemented by «Green Certificate» tourism businesses in Ķemeri National Park
- Digital routes worked out to increase added educational value at each of the businesses
- Training for tourism business staff







Learning together ERASMUS+ KnowNature

Results:
https://pk.emu.ee/erasmus-project











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