



GO RURAL

PRODUCT MANUAL 2020

LATVIA
ESTONIA
SOUTH COAST
FINLAND



**GO
RURAL**

= CAITO project

To promote and support rural tourism companies to enter Japanese tourism market from Latvia, Estonia and the South Coast of Finland.

www.balticsea.countryholidays.info

This project is part-financed by the European Union (ERDF Interreg Central Baltic)



EUROPEAN UNION
European Regional Development Fund



Interreg
Central Baltic





LATVIA
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FINLAND

CONTENTS



HOW TO READ THE MANUAL

Avotiņi Herb Garden and Country-Style Lunch in Sidrabiņi Pub

WEBSITE: Avotiņi herb farm:

www.celotajs.lv/en/e/veselibas_augu_ekspozicija

Sidrabiņi country pub: www.celotajs.lv/en/e/krogssidrabiņi

GENERAL INFORMATION

PACKAGE TYPE:	stopover between Riga and Tallinn
SEASON:	May – September
FOR WHOM:	individuals / groups (min. 8 – max. 20)
SERVICES INCLUDED:	excursion and tasting in Avotiņi herb garden + lunch
DURATION OF THE PROGRAMME:	3 hours (2 hour excursion + 1 hour lunch)
TYPE OF TRANSPORT:	tour bus/individual transfer
PUBLIC TRANSPORTATION:	bus 'Rīga – Limbaži' to Limbaži bus station (~1h 50 min), change for bus 'Limbaži – Saulkrasti' to the bus stop 'Lādes skola' (~18 min). Walk to Avotiņi Herb Garden (~550 m / 6 min).

PROGRAMME

- **Excursion to the herb garden.** The Avotiņi herb garden grows more than 300 herb species. They are all used in medicine, health and beauty care, and in well-being treatments – the garden is known as 'the green pharmacy'. Here healthy lifestyle enthusiasts can discover the secrets of phytotherapy and learn how to use plants in many different ways – making aromatic pillows, healthy teas, bath scrubs, etc. In the summertime, the colours and smells of the outdoor display of plants are beautiful. The host will take visitors through the garden to show and tell them about the plants and their uses. The excursion will end with a tasting of healthy green smoothies made from the plants in the garden.
- Depart Avotiņi herb garden for **travel to Sidrabiņi country pub.** The pub is located approx. 15 km from Avotiņi and the journey takes approx. 20 min.
- **Lunch at Sidrabiņi.** This family-run pub is located near to the Riga–Tallinn road. It is a renovated historical wooden building. The owners have a meat processing facility next to the pub, so there are always fresh and tasty meals on the menu made from smoked meat products. Smoking is a traditional Latvian method for preserving and preparing food. The meat (usually pork, but others too) is treated with spices (salt, pepper, garlic and others) and smoked on wood. The pub serves traditional Latvian foods.

INTRODUCTION

The distance from Riga to Tallinn is more than 300 km and it takes approx. 5 hours by bus. Therefore we suggest stopping on the way for a brief excursion to a herb farm and lunch in a country pub. This stopover is approx. 1.5 hours' drive from Riga, just at that point when one needs to stretch one's legs and enjoy a change of scene. The visit will give an insight in rural life and it may surprise visitors to learn how well Latvians understand nature, knowing and using herbs for food, health and beauty. After the excursion, the group will have lunch in a country pub serving meals made from locally grown ingredients.



LOCATION

EXCURSION: AVOTIŅI HERB GARDEN – an outdoor collection of health-related plants

ADDRESS: Avotiņi, Lāde, Limbažu pag., Limbažu nov., LV-4001, Latvia

DISTANCE: Riga 76 km

HOST: Mr Jānis Ulmis has a unique knowledge of plants, herbs and their medicinal properties. The host speaks Latvian and Russian. Japanese interpreter services are required.

LUNCH: SIDRABIŅI COUNTRY PUB

ADDRESS: Sidrabiņi, Jelgavkrasti, Liepupes pag., Salacgrīvas nov., LV-4023, Latvia

DISTANCE FROM THE HERB GARDEN: 15 km/20 min. drive

RURAL PROGRAMMES



RURAL PROGRAMMES



Traditional farms and artisans show the true spirit of the country demonstrating the living traditions in households:

Mushrooming and cooking workshops



Small scale farming



Learning herbs and nature



Celebrating traditional festivities

LIVE LIKE
A LOCAL



LIVE LIKE
A LOCAL



gardening



picking fruit and
vegetables



milking goats



cooking food



feeding farm
animals

Smallholdings welcome individual tourists and families to spend a relaxing holiday in an authentic environment.

Guests become a part of family life and join in the everyday routines such as:

LIVE LIKE
A LOCAL



Dome house park 'Ārpus Laika'

WEBSITE: www.arpuslaika.lv

GENERAL INFORMATION

PACKAGE TYPE:	half-day tour
SEASON:	January - December
FOR WHOM:	groups (min. 10 – max. 50)
SERVICES INCLUDED:	excursion + wine tasting + dessert
DURATION OF THE PROGRAMME:	2 hours
TYPE OF TRANSPORT:	tour bus
PUBLIC TRANSPORTATION:	bus 'Rīga – Ogre' to the bus stop 'Priedītes' (~40 min). Pick-up and transfer to the dome house park 'Ārpus Laika' (~3 min).
HOSTS:	Mrs. Ilze Bērziņa



PROGRAMME

- Introduction to the 'Beyond Time' concept and idea, showing around (approx. 15 min.). In good weather the introduction part takes place outdoors.
- Introduction to wine making from local products (berries, herbs etc.) The first glass of wine served.
- Dome house stories – the hostess will tell about the concept of dome houses, their different architectural styles and ideas (approx. 15 min.).
- Short introduction to the second wine sort for tasting. A glass of wine served.
- Insight in how the dome house 'Beyond Time' was built. Demonstration of the house insulation with straw (approx. 20 min.).
- Short break for guests to explore the park (approx. 10 min.).
- Short introduction to the third wine for tasting. A glass of wine served.
- Workshop and demonstration of cooking a traditional Latvian dessert 'rupjmaizes kārtojums' or 'debesmanna'. The hostess will make one of the desserts together with the visitors. After demonstration the visitors will enjoy the dessert (approx. 30 min.).



LOCATION

ADDRESS: 'Kairoša', Salaspils pag.,
Salaspils nov., LV-5015, Latvia

DISTANCE: Riga 31 km / 40 minutes by car

INTRODUCTION

The name of the house means 'Beyond Time'. The family demonstrates to visitors a modern country living and their lifestyle. They have created a landscape park, built a dome house and a dome terrace, run their own timber construction and tourism businesses, and make wines as a hobby. The family has created a landscape park and they practice green living in a dome house designed by themselves. The family also manufactures garden furniture and hammocks. The buildings are surrounded by a beautiful park and a pond full of frogs and fishes. The surrounding landscape of the park with a pergola, a bridge, a forest and fields creates a very tranquil countryside atmosphere.

NATURE
ACTIVITIES



NATURE ACTIVITIES



HIKING

- Hiking trails 1-6km
- Signposted
- Guided
- Easy terrain



BOG WALKING

- 1-2 hour walking
- Special equipment – walking shoes
- Guided



KAYAKING

- In lakes and rivers
- Strict safety
- Guide/instructor services



FISHING

- Fishing experience on the Lake Lohja.
- Lunch in Villa Lake Café serving Finnish specialties.
- Guided 1-1.5 hour trekking in the forest.
- Guides will teach the traditional Finnish way to boil coffee at the campfire.

CULTURAL
HERITAGE



HANDICRAFT WORKSHOPS

Traditional crafts are popular and still practiced by people in rural areas:

- knitting
- weaving
- wickerwork
- making clay pottery
- making wax candles



UNESCO
CULTURAL
HERITAGE



INTANGIBLE
CULTURAL HERITAGE
AND CULTURAL SPACES

UNESCO
CULTURAL
HERITAGE

CULTURAL HERITAGE

PROGRAMMES FOR TOURISTS

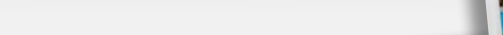
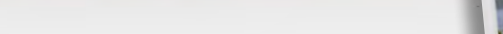
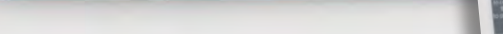
- SETO LEELO, Seto polyphonic singing tradition (Estonia);
- KIHNU cultural space (Estonia);
- SMOKE SAUNA tradition in Võromaa (Estonia).
- SUITI cultural space (Latvia).

Take a one-day program for each or experience all in a 10-day tour.

UNESCO HERITAGE SITES AND CULTURAL SPACES IN

Ethnographic Regions of
ESTONIA - Setomaa, Kihnu Island,
LATVIA - Suiti Land, Livonian Coast,
and SOUTH COAST OF FINLAND

PROGRAMMES FOR TOURISTS



KIHNU ISLAND

What is UNESCO Intangible Cultural Heritage?

One of the most beautiful UNESCO Cultural spaces are those where traditions passed down from generation to generation are concentrated in an area. Such traditions, in Latvia and Estonia, include folk songs, dances, and crafts. Multiple cultural spaces can be found in the UNESCO growing world of intangible heritage.

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ESTONIAN SMOKE SAUNA AT MOOSKA FARM

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THROUGH THE LAND OF SUITI

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FOOD WORKSHOPS



TRADITIONAL FARM MEALS



GOURMET FOOD



WILD FOODS:

mushrooms, wild grasses, herb teas, birch sap and fish from lakes and rivers, wild berries - blackberries, raspberries, strawberries



LOCALLY GROWN AND SEASONAL



TRADITIONAL FOODS:

beef and pork meat, fish, eggs, cooked and fresh vegetables, fresh salad, cheese, white and black bread



FOODS PRODUCED ON FARMS

more information:

www.balticseaculinary.com

FOOD WORKSHOPS

Cooking dinner with the chef (approx. 1-2 hours).

Cooking is done in front of the group as a demonstration with an explanation of the recipe. The group does it together at the same time seeing what others do in food preparation.



SAUNA



ACCOMMODATION



ACCOMMODATION

ACCOMMODATION TYPES

Manor and castle hotels -
accommodation capacity
10 -30 rooms



ACCOMMODATION

ACCOMMODATION TYPES

Guest houses -
accommodation capacity
5 -15 rooms



ACCOMMODATION

ACCOMMODATION TYPES

Rural homes -

accommodation capacity up to 5 rooms in the same building with host family



ACCOMMODATION



ACCOMMODATION TYPES

Services:

Breakfast usually included.
Other meals can be ordered.



ACCOMMODATION



ACCOMMODATION FACILITIES

- Spacious living rooms, terraces and other common use areas available for guests.
- Gardens, yards and other open air territories for guest use.

TRAVELLING WITHIN THE DESTINATION



AIRLINES



COACHES



FERRIES



CHARTER BUS
COMPANIES



CAR RENTAL



RURAL TOURISM ORGANISATIONS

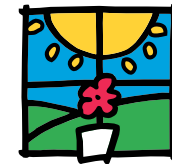


Baltic Country Holidays
www.countryholidays.lv

Baltic Country Holidays



Visit South Coast Finland



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E S T O N I A N
R U R A L T O U R I S M

Estonian Rural Tourism
association

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Baltic Travel Group ✓

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 ESTONIAN
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 REISI
EKSPERT

 HOOKED
by
NORTH

 TUM LARE
DESTINATION MANAGEMENT

 VIA HANSA

 Visit Southpoint Finland

 PORKKALA
TRAVEL



USEFUL LINKS

Please find information about rural South Finland-Estonia-Latvia travel destination at

www.balticsea.countryholidays.info

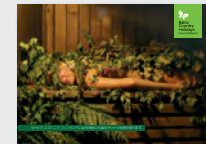
The following links offer more information about **FINLAND, ESTONIA, LATVIA:**

www.visitfinland.com - official tourism website of Finland

www.visitestonia.com - official tourism website of Estonia

www.latvia.travel/ja - official tourism website of Latvia

Broshures in Japanese produced during CAITO project





**WELCOME TO FINLAND,
LATVIA, ESTONIA!**