

CODE OF GOOD PRACTICE



Code of good practice
in the field of innovative forms of local heritage promotion



Atbalsta Zemkopības ministrija un Lauku atbalsta dienests

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INTRODUCTION

Innovation and heritage are concepts that are hardly associated with each other. History and tradition are different from modernity. But you can show the local heritage in a different, surprising way to rediscover it. It is worth to intrigue visitors, draw the attention of residents, attract and interest in what has been attractive in a given area for years.

Innovations are a manifestation of entrepreneurship, which is an important factor in the competitiveness of entities offering their products or services on the market. They are developed at various levels and may have different types and scale of impact on the market.

Innovation is an issue that is not easy to interpret [Roman 2018]. Kotler defines it as a concept that refers to every good that is perceived by someone as new [Kotler 1994]. On the other hand, Schumpeter considers innovation to be the first implementation of the invention (for production, organization or the market) [Schumpeter 1960]. A different approach was proposed by Drucker, for whom innovation is a special tool of entrepreneurs, with the help of which they make change an opportunity to start a new business or provide new services. Entrepreneurs should look for sources of innovation, look for changes and their symptoms, indicating an opportunity for effective innovation [Drucker 1992]. The basic type of innovation understood in this way is secondary innovation (i.e. duplication or adaptation of existing solutions to new conditions).

According to the OSLO Manual [2008], innovation is the implementation of a new or significantly improved product (product or service) or process, a new marketing method or a new organizational method in business practice, workplace organization or relations with the environment. It can be a product, process, marketing method or organizational method that is new (or significantly improved) for a company. This includes products, processes and methods that the company developed first, and those that have been assimilated from other companies or entities [OSLO Manual 2008].

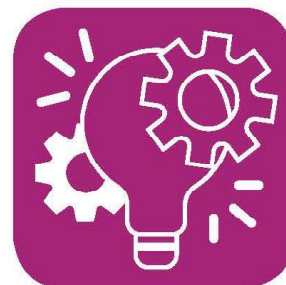
In this sense, it can be, in the case of product innovation, an implementation consisting in introducing a new product to the market, and in the case of new processes, marketing methods or organizational methods, actual use in the company's operations.

Therefore, innovation is not always something that is absolutely new and has never been seen before. It can be something that is the development and improvement of an existing solution or the application of this solution in a new environment.

New marketing methods for the promotion of products (things and services) involve the use of new concepts for their promotion; this may be the first application of significantly different media or techniques. Therefore, in the case of the promotion of local heritage, one can speak of innovations introduced in the entity's activities that so far have not been implemented by it. Until then, the company was promoting itself only by means of paper leaflets or traditional

media: radio or television, and now it is choosing the way of communication with the market through e.g. social media.

Innovation requires the subject to share its ideas with others. Therefore, the purpose of developing this description was to indicate selected innovative forms of promotion in the field of local heritage promotion that can be used in various entities involved in this field.



The contemporary consumer is demanding, experienced and resistant to the impact of traditional forms of promotion. Currently, it is important to know the needs of a specific customer and prepare for him from an attractive, tailor-made offer. The next step is to get his attention and reach him with a specific message that will interest him.

The study consists of three parts, introduction, summary and literature. The first theoretical part shows the classification of heritage, the aspect of its authenticity and the explanation of concepts related to local, regional and traditional products. The second part describes the market segmentation issue in terms of local heritage and modern selected forms of promotion that can be used to promote it. The third part contains selected examples of the use of innovative forms of promotion prepared by workshop participants under the project entitled "Smart specializations in the promotion of local heritage". These are descriptions of the forms of promotion used, sent from three countries participating in the project: from Poland, Latvia and Croatia. More over a description of "The most important events of this year in rural tourism in Latvia" prepared by Normunds Smaļinskis. This part also includes a study untitled "Natural and cultural heritage as the basis for tourism development in the Gorski Kotar region", which is a summary of the lecture by prof. Vuk Tvrтко Opačić delivered during the conference "Intelligent specializations in promotion of local heritage" in Lokve on 14th September, 2019, this description was done by prof. Vuk Tvrтко Opačić.

The forms of promotion presented in the second part of the study were considered to be uncommonly used in the area of local heritage. Some may stand alone, others will overlap, and others may occur together. The study presents various examples of these forms of promotion, both Polish practices and those from other countries. Some of them are low-cost (fanpage on Facebook), others require a lot of financial investment (mobile application).

This catalog may be a suggestion or inspiration to imitate and use these new forms for people involved in the promotion, preservation and commercialization of local heritage, i.e. producers of local products, people operating in the field of tourism, entertainment, etc. based on local, unique resources. The examples presented can be implemented in various types of activities, and their introduction in the area of local heritage should lead to an increase in the competitiveness of the area and the protection and preservation of the natural and historical values of the region.

Anna Jeczmyk

1. UNIQUE LOCAL HERITAGE

Local heritage is what man lives in, more broadly, the local community. In short, it is a material and spiritual value. This is something that has been inherited from previous generations, but also the achievements of the present time, which remained in decline for the next generations.



1.1 WHAT IS LOCAL HERITAGE?

Local heritage can be divided into:

- natural heritage, which includes unique formations of animate or inanimate nature. These are also elements of the environment that may be threatened with the extinction of animal and plant species, as well as areas of great value for nature protection as well as aesthetic and / or scientific value,
- cultural heritage, which includes monuments, buildings and objects of historical, aesthetic, archaeological, scientific, ethnological or anthropological value.

Therefore, the natural heritage will be natural attractions, which include rare and beautiful natural sites of high aesthetic, cultural and scientific value, preserved in the most natural state and form. They can have both animate and inanimate nature. They are often considered to be a natural attraction, which also includes its wider natural surroundings. In these places, activities that may violate natural conditions or adversely affect their aesthetic values are prohibited.

Whereas cultural heritage consists of:

- tangible: movable (i.e. those that can be theoretically moved, e.g. a coin or ring) and immovable (i.e. those that cannot be theoretically moved, e.g. a manor house, castle, church),
- intangible: that is more elusive: knowledge, skills, practices, ideas, values, messages, related items (e.g. Easter palms) or places (e.g. creator's workshop) [Fundacja Plenerownia 2016].

The first group, i.e. the material components of cultural heritage are easy to describe and locate, often in very poor condition. These include: residential houses, palaces, castles, manor houses, religious buildings, outbuildings, agricultural industry buildings, technical heritage, small architecture, objects and tools, agricultural tools and machinery, castle ruins, burial mounds, fortifications, etc.



The landscape, panorama of the village or small town, i.e. the spatial arrangement (greenery, fields, water, buildings, roads, engineering structures), should also be included in the cultural heritage because it is the result of centuries of human impact on the environment.

Cultural intangible heritage is strongly associated with material heritage, we can distinguish here: the manner of management and production, rituals, customs, language in regional and local varieties, place names, costumes, music, dance, songs, legends, fairy tales, traditions of family, neighbor and community life. This is an important element of the national heritage, like history and culture [Adamowski, Smyk 2013].

It is worth paying attention to one of the elements of this intangible heritage, which is the culinary heritage. These are food products and dishes that have special quality features, a traditional way of making and preparing, often dating back to a distant history. They are mainly produced on a small scale using specific skills and technologies, as well as related to a defined geographical area. By promoting this culinary heritage you can:



- enrich the gastronomic and tourist offer of a single object, town and, consequently, the entire region;
- keep traditional skills in the field of cooking;
- save many native specialties from oblivion, but also to identify and inventory them;
- increase the profitability of agricultural production by offering processed products of known reputation and high quality;
- increase the variety of products offered to the consumer and protect local and regional identity and local resources [Jęczmyk 2016].

When analyzing local heritage, it is sometimes worth forgetting about the classic definitions of this phenomenon, look for elements that have not yet been used for this purpose, but also not be afraid of "younger" heritage. It is worth to provoke, revive, interest and engage the senses and offer various activities.

Local heritage conveys old skills and items that were well made, sometimes they were made of a completely different material than they are made today, with a different, interesting design. These are objects,



events etc. that evoke memories and emotions. Often these are unique, rare, items, but interesting for both residents and tourists, but also for scientists. Local cultural heritage gives a sense of identity, tells a lot about local shared history, about previous generations.

Local heritage can be promoted and shared, then it becomes a product. As an important factor of local development, it creates jobs and sources of income for residents, stimulates the development of areas such as tourism, the production of local and regional products, the production of craft products and the provision of services related to disappearing professions. A given place, which emphasizes cultural goods, becomes attractive not only for tourists, but also is chosen as a place of residence and as a place of business.

1.2. WHAT IS AUTHENTICITY?

An important element of local heritage is its authenticity, which guarantees uniqueness. There is a widespread belief in the existence of a "natural relationship" between a given region (its climate, soil, flora and fauna), skills and experience of local communities. Therefore, local heritage resources are "unique" and "original", only in this area. This is especially important in local food and presentation methods, which can be one of the dominant attributes in the case of motivations associated with culinary travels. A tourist is looking for authenticity, but not necessarily the truth, and "pretty" does not always mean "true". The whole of the local heritage should harmonize with the environment without which it becomes inauthentic.



It should be remembered that an authentic and really valuable cultural heritage object is not the one that looks "like new", but the one that convinces with its form, texture and color. In the past, there were no such excellent materials and technologies as today, much of the work was done manually, in a craft system. In addition, tastes were different in different eras, and current trends are certainly different than ancestors. Very often, one tries to impose contemporary aesthetics in design solutions, and the cultural asset is like a book. Sometimes it is necessary to bring out the beauty and elegance of the original from underneath many layers of painting. Acting in this way, you gain double, because saving the

matter, you do not destroy the spirit [Chabiera et al. 2016].

1.3. WHAT ARE LOCAL, REGIONAL AND TRADITIONAL PRODUCTS?

Local, regional and traditional products are connected with the place and its natural heritage, with the culture and skills of people living there. They are influenced by natural conditions, i.e. climate, soil, terrain, vegetation, animals (e.g. specific varieties and species occurring only in a given area), as well as people's skills, knowledge and cultural heritage passed on from generation to generation (customs, naming, rites). These factors give the products uniqueness and are so-called "Added value", important for both producers and consumers [Jęczmyk 2015].

Products that are produced naturally, on a small scale, from locally available raw materials, thanks to specific and unique features, are often a showcase of the regions, and their inhabitants inspire the development of local entrepreneurship. Their significance is not limited to maintaining cultural heritage (it is not only picturesque folklore) but has a much broader dimension. They inspire the economic development of rural areas by diversifying farmers' incomes, developing micro-entrepreneurship in the countryside, developing agritourism and rural tourism. Local processing can develop in many stages: from hobbyists, enthusiasts and occasional promoters of local tradition, to small and medium-sized family businesses (butchers, dairies, bakeries, fruit and vegetable processing plants, or oil mills) operating not only on local markets,

but often also successfully beyond them. Local, regional and traditional products can be distinguished on the market.

A local product that the inhabitants of the region identify with is produced in a non-mass and environmentally friendly way, from locally



available raw materials. It is both a food product and handicraft as well as services based on local heritage (handicraft and cultural workshops, guides, etc.). This general definition covers different types of products, and the local one is associated with a small area. This term is commonly used to refer to unprocessed products, e.g. local fruit and vegetable variety or local animal breed [Produkt tradycyjny i lokalny].

A regional product is a product produced in a specific region. Colloquially, it is said about a regional product from Podhale or Silesia. This type of product has its precise definition in legal regulations concerning high quality articles and foodstuffs. Regional products, otherwise known as products of known origin, are products which quality and reputation are related to the region in which they are produced, and this region does not have to be a geographical region,



but rather means the area with which the product is associated [Jęczmyk 2015].

A traditional product is a product produced by traditional methods and from traditionally used raw materials. The term 'traditional' is used in European and national legal acts, and the detailed definitions are slightly different, but their spirit is common. It may or may not be associated with the region, and the traditional method can be modernized without compromising the quality of the product [Produkt tradycyjny i lokalny].

2. CHARACTERISTICS OF INNOVATIVE FORMS OF PROMOTION

Market segmentation is like eating a cake, because instead of trying to eat the whole cake at once, you can go after it in a small piece. The process of market segmentation and dividing it into separate parts allows you to create appropriate products targeted at a specific group of recipients. These segments should be clearly defined so that they do not overlap, and representatives of these homogeneous segments should receive the product in the same way. Each of them should have a different form of promotion, depending on whether the product is targeted e.g. at young recipients or the elderly.

2.1. WHAT IS THE MARKET SEGMENTATION?

Segmentation consists in dividing a heterogeneous market into relatively homogeneous groups of buyers based on selected segmentation criteria. This process allows to isolate groups of clients that have similar characteristics, needs, motivations, or market behavior. What makes them different is a reaction to marketing mix tools. The purpose of this division is to increase sales efficiency, matching the marketing strategy for those buyers who will buy the product.

You cannot treat everyone in the same way. Current markets consist of infinitely diverse individual clients who are interested in the offer for very different reasons and who have very diverse needs.

Segmentation gives enterprises great benefits. A given entity in a much shorter time using the available methods can reach the most profitable market for its business profile. In this way, you can properly adapt to the expectations and needs of buyers and it will be easier to plan a marketing strategy based on traditional marketing mix (product, price, promotion, placement). The segmentation process also makes it easier to observe changes that are taking place in the market and quickly adapt to it (both to consumers and their needs as well as products and changing trends). Thanks to this, it is much easier to reach customers, as well as increase the bond and mutual communication between the seller and the buyer.

The success of choosing a target segment depends on the adopted criteria, which according to traditional assumptions can be divided into the following groups:

- geographical factors, i.e. division by place of residence;
- demographic and economic features, such as: age, gender, occupation, education, family life cycle phase, income level;
- social factors, which include: origin, belonging to a specific social group, social position within the group, socio-cultural traditions;
- psychographic features, namely: personality traits, lifestyle, hierarchy of needs, aesthetic preferences;
- features of consumer behavior on the market, among them: shopping frequency, specific purchase motives, size of consumption, acceptance speed of new marketing stimuli [Zuchowski 2007].

Currently, however, the emphasis is on criteria for buyers' behavior, or is based on a more psychographic approach [Culture Segments].

Segmentation is a part of the approach called STP (the acronym formed from the first letters of the three stages of this process). The phases of this procedure include:

1. segmentation (market division according to customer needs and preferences),
2. targeting (assessment of the attractiveness of the segments and selection of those with the greatest potential),
3. positioning (determining the position of your offer in a given segment in relation to the competitive offer).

Targeting is an extremely important activity because it depends on how much money you have to invest to reach potential customers. It is worth considering and deciding whether the entity's offer will include only one or several, or maybe all consumer segments that were identified during segmentation. This is a kind of selection, because not all identified potential groups of buyers may be customers of a given company.

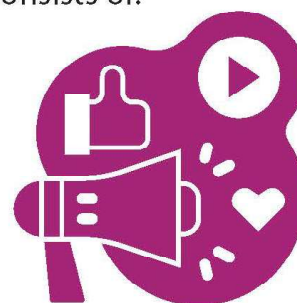
The last stage is positioning, which is often based on building position in search engines. It is an action related to shaping the image of a brand or business leading to occupying in the minds of the target consumers a clear, highly rated and desirable place in comparison with the products of competitors [Kotler 2005]. Positioning makes it possible to distinguish the company's offer from the competition products that are in a given segment, by giving the product/service some specific advantages that will make it stand out from competitors and other segments. Carrying out these activities allows selection of appropriate forms of promotion for communication with the market.

2.2 WHAT IS A PROMOTION?

Promotion is a marketing category and one of the ingredients of the marketing mix in the traditional approach. There are many definitions of promotion, and one of them says that it is a form of marketing impact on customers and potential buyers, which affects their attitudes and behavior by providing information and using arguments, promises and incentives that trigger the need to have a specific product and incline to make it purchase, as well as building a positive image of the producer in the mind of the buyer [Kruczek, Walas 2010].

The essence of this definition is the desired result of the promotion. This is influencing the buyer's awareness, providing him with information about the product or service and convincing him that it is worth buying or using it. The forms of promotion are different, but in traditional marketing it consists of:

- advertisement, i.e. paid, impersonal form of presentation and promotion of ideas, goods or services by a specific sender of a message,
- personal sales, i.e. personal presentation of the offer by the company's employees in order to increase sales and build customer relations,
- sales promotion, i.e. short-term activities aimed at stimulating the purchase or sale of a product or service,
- public relations, i.e. building good relations with the environment, creating a positive image of the company and how to deal with unfavorable rumors and relationships or adverse events,
- and direct marketing, which is direct contact with the selected target group of consumers, both to obtain a quick response and to create long-term relationships with the client [Bosiacki, Sikora 1999].



Regardless of the form, the most important thing is that the chosen promotion is effective.

A single entrepreneur, agritourism farm or other producer or service provider operating in the field of local heritage is not able to use all promotion measures alone, because the possibilities of a single entity are limited. That is why it is worth thinking about cooperation and mutual support in the promotion of local heritage.

Effective promotion must meet the objectives set. Determining them is necessary so that it can be evaluated later. The more precise and specific they are, the easier it will be to determine if the promotion was effective.

Promotion should be uniform and have a clear, strong message, and at the same time persuasive, i.e. changing consumers' attitudes.

When developing a strategy for promoting local heritage, it is worth asking yourself some important questions:

1. Who is it addressed to?

The promotion must be directed to someone, i.e. directing the offer to a specific group of recipients, and this action is aimed at directing the message. Each of these groups of buyers has different needs: what teenagers expect differently, what seniors do differently, and families with children from big cities. According to the well-known saying, if something is for everything, it is

2. Why to promote the product?

Are these activities supposed to increase the number of individual buyers or can it encourage them to buy the offered products? Answers to these questions mean that specific forms of promotion will be selected.

3. How to promote?

Depending on the selected group, the right form of promotion will be chosen: for young, educated consumers the use of the Internet: Facebook or other social media will be definitely more effective; whereas it is easier for local residents to reach by organizing a competition, festival or other event.

4. How much money to spend?

It is worth nothing here that joint promotion is much more effective than actions taken by an individual producer or service provider.

5. What will the promotion be like?

The promotion is to draw attention, and this should translate into the interest of the recipient, which is to lead to the need to own or use the product, and as a result to persuade him to act, i.e. to buy.

The promotion should be developed in accordance with the AIDA method (Attention, Interest, Desire, Action), i.e. based on different configurations of three elements: think-feel-do. Currently, the following letter is added: S (Satisfaction) – satisfying the buyer, which means that he will again choose the same product and recommend it to others, and L (Loyalty) – customer satisfaction that will help to build a lasting and good relationship, and thanks to which the company will gain customer loyalty towards the company, product or service.

2.3. WHAT ARE THE INNOVATIVE FORMS OF PROMOTION?

Activities in the field of local heritage, local products or tourism are heading towards a new operational model, which is the marketing paradigm 3.0. It is an alternative to the classic marketing mix concept (Table 1), i.e. 4P (product, price, placement, promotion). The version referred to by the abbreviation 4C was formulated during the times of intensive development of e-commerce. The newer variant, i.e. the 4E paradigm, was developed in the era of dynamic development of social media, in which the virtual world plays a special role

[Kachniewska 2016]. This concept primarily refers to the emotions and lifestyles of consumers, as well as social, economic and environmental conditions that affect the purchasing decisions of the buyer.

Table. 1. Change in the marketing paradigm

4P	4C	4E
Product	Customer value	Experience
Price	Customer cost	Exclusivity
Placement	Convenience	Engagement
Promotion	Communication	Emotion

Source: Kachniewska 2016, 81.

The strategy referring to traditional marketing mix is outdated, because in fact the set of consumer expectations, his desire to reduce costs, ensure convenience of purchase and reliable, transparent communication counts. The new model is also better suited to shift attention from mass marketing to individualized, niche marketing. Products are getting easier to copy, so it is better to focus potential buyers on the experiences the product will provide them and the emotions it evokes [Kachniewska 2016].

Emotions also relate to new forms of promotion that build relationships based on interaction and the involvement of clients in these activities.

AMBIENT MARKETING

Innovative forms of promotion include unconventional marketing, the so-called ambient marketing, which can be described as any unusual activity that does not fit into known communication channels [Gębarowski 2007]. These are non-standard promotional activities, characterized by freshness and originality, which use creative ideas. Messages are loaded with humor and emotions, engage and attract attention that allows interaction. The message should be presented in an unusual form, preferably just as it has never been before. Very often such promotional activities are one-off and original, sometimes even controversial [www.poradnikprzedsiębiorcy.pl].

Ambient marketing is implemented mainly on request and tailored to a specific product, service or target consumer group. The effectiveness of this form depends on the specifics of the buyers segment to which this message is to reach. This type of promotion will be an effective tool for creating a brand among young customers.



An example of ambient activities in Warsaw was the use of a billboard under the slogan: "Małopolska for skiing". A ski chair was attached to this billboard, with actors J. Wieczorkowski and B. Obuchowicz in full snowboard equipment. Later, extras sat on the chairs, and in the evening mannequins were placed – couples with a child. The poster showed the Tatra Mountains landscape, and thanks to this creation it was shown that Małopolska is a good place to rest. The campaign attracted a lot of media attention, several TV and radio teams appeared, as well as press representatives, and the campaign was discussed in various programs [Szul 2011].

CONTENT MARKETING



It is the art of creating valuable content that responds to the needs of recipients and reaches potential customers [Stopka 2017]. Currently, the recipients are more demanding and it is easier to change the seller than 20 years ago. They also do not believe in everything that is conveyed in advertising, because many of the clients were deceived or even promoted.

The Internet gives them great opportunities to use, and modern consumers can use it and find interesting information, such as advice, opinions and recommendations. Content marketing tools include: articles, webinars, videos, podcasts, graphic forms, etc., which primary task is to provide the Internet users with reliable and desired messages

and information related to a given industry. As a result, both the company and the potential customer benefit [Tarczydło 2014].

This form is based on building long-term relationships with the recipient through the interaction and commitment of both parties. Content marketing is the future of promotion, because it is now important to come with content to the customer in such a way as to activate and stimulate him to act.

An example of such an action was the "Greetings from Łódź" campaign, to which the Facebook community was invited to use the application in which you could come up with your own slogan for a billboard. The purpose of the campaign was to select an advertising slogan that was used in the nationwide campaign promoting Łódź and to build a community around the campaign and to activate Łódź citizens. The competition application was placed on a fanpages: Łódź and Łódź as a hipster of cities. Among the submitted works, the jury selected two projects that were hung in Łódź, and one that appeared on carriers throughout Poland. Citizens of Łódź have massively voted in the application, which was not supported by any advertising campaign. Greetings, memes and background photos appeared on users' private profiles long after the end of the competition [Najlepsze praktyki w Content Marketingu 2015].

SOCIAL MEDIA



The term social media refers to the use of the Internet and mobile technologies to transform communication into interactive dialogue. Facebook is the largest such medium in the world. Its basic marketing communication tool is a fanpage, and apart from it: applications, games, engaging advertising, thematic groups. There is a lot of social media, the largest Facebook already mentioned, but also YouTube, Instagram, Twitter, Pinterest and others.

In traditional media (television, radio, press), recipients do not communicate with each other, and only the service provider/producer can be the sender. However, the Internet allows speech for all users. Communication between them is continuous and non-simultaneous. Portal owners prepare the website, and its operation is provided by users who provide content (e.g. comments, photos, videos, links to other websites, etc.) and create communities that cooperate with each other. They can create their profile and decide to whom they want to present the content presented on it. The idea of participation in these websites is belonging to a given social group, defined by this user [Kachniewska 2013].

Very often people starting or already running their business on the Internet open accounts on many social media platforms that they consider important to

themselves.

But then nothing happens on these accounts. It happens that the last visible post on the account in December is a post from e.g. spring. Unfortunately, having an account on any platform does not mean that the activity will be recognized on the Internet. The account holder must cooperate with recipients, engage in the media.

When any activity is promoted, e.g. in the field of cultural heritage, it is important to write about things that are important to the client. The account should include such content that will be appropriate for the Internet visitors. It is worth posting photos or live coverage, asking visitors for their opinion. You need to involve them so that they want to share the post with others. If you maintain an account on social media, you need to engage the recipient to the extent that he wants to share this post with others, or share his expressions, opinions about this activity, about the event or product.



A good example of such activity in social media is the fanpage of **Chata Miłkowska/Miłkowska Cottage** on Facebook [www.facebook.com/chatamilkowska?ref=hl]. It is a habitat prepared for children and located in the Notecka Forest in the Wielkopolska Voivodeship [www.milkowo.pl]. The unique facility was chosen the best Agritourism Farm, the winner of the competition for the Best Tourist Product and the winner of the title



"Accommodation for a Medal". The owner of this facility shares numerous entries on Facebook, interesting photos, describes events, inserts live reports, asks customers for opinions.

Another action in which the viral effect and Facebook impact is seen is the example of the small Alpine village of Obemutten, where a wooden

board was set up at the entrance to the village, on which profile printouts of those Facebook users who 'liked' its fanpage were placed [Kachniewska 2016].

Instagram was used to promote Latvian tourism. As a part of the **#InstatripLV** project. Latvian instagramers were invited to participate in a day trip outside Riga to create a common photographic story. Finding participants was not easy, partly because people could not believe they were offered a free trip. The event was successful, and Instagram participants told the story of Latvia using camera lenses [www.thinkdigital.travel/opinion/latvia-tourism-instatriplv-concept].

Another example of the use of various social media is **Šibenik Fortresses Friends Club** [https://tvrjava-kulture.hr/hr/]. The Šibenik Fortress manages the revitalized fortresses of St. Michael and Barone in Šibenik. Facility managers undertake continuous and two-way communication with recipients, using various Internet tools, including social media. The Friends Club project shows that the process of audience development requires planning and designing innovative content and implementing content at a high level [Ruiz Soria, Molendowska-Ruiz 2018].



LIKE on Facebook

Clicking Like! under a published Facebook post is a way to show someone that something is liked or noticed without leaving a comment. As with the comment, anyone who can see the post will also see that the person liked it. Thanks to this, friends of social media users can see their reactions to a given post.

However, while doing this, it is worth paying attention to the algorithms for displaying content on social media. The mere fact of clicking like on fanpage posts has a much smaller impact on organic reach than text comment or sharing. It is worth that visitors write any comment, but not in the form of emoticon, which are disregarded by the content display algorithm. If you want to support a given fanpage, then in addition to likes, it's worth sharing and commenting.

EMAIL MARKETING

Email will help where Facebook (and other such) cannot. Mailing is a "long-term" method as opposed to a Facebook post that will be obscured by another one after a few minutes. The email patiently waits in the mailbox for read by the recipient. The seller can write in it what he wants (of course, according to good manners), he is not afraid that he will write one wrong word, and Facebook will block his account.

Positive reception from the recipient is given by sending permission messages (permission marketing). Email can be used, for example, to send e-cards that could be available from a web portal or mobile application. A person visiting a local heritage site could create such cards and send them to family and friends.

SELFIE

Related to social media is the issue of selfie that some people love and some people hate. This is a self portrait created using a smartphone or other mobile device equipped with a camera. Visitors of all ages eagerly photograph themselves against the backdrop of local heritage and then share their image on social media [Mažnica 2016].



You can allow or even encourage visitors to take photos, you can also prepare a special place to take them. Then, ask customers to share photos on social media using specific hashtags. Photos of objects and events visited by visitors may also be an incentive to visit their friends.

There are objects that prohibit selfies because visitors focus more on taking photos than on the place they visit. You can suggest something else. As part of their **#hierteekenen** campaign, the **Amsterdam Rijksmuseum** encouraged visitors to slow down and sketch the works they saw in museum halls instead of photographing them. The museum provided visitors with a free sketchbook and pencils. Photos of drawings were placed on the Internet with a special hashtag [<https://www.rijksmuseum.nl/nl/hierteekenen>].

LIVE STREAMING

These can be object presentations, new products, messages from events, from everyday life, showing events from behind the scenes. Streaming is very popular among social media users. The advantages of this form are primarily direct contact with the recipient, high commitment, but also support in building (personal) brand and expert position. Facebook Live is complemented by broadcasts on Instagram or Snapchat.

BEHAVIORAL MARKETING

This form of marketing refers to the ability to "predict the future". Thanks to this, you can get to know and understand human behavior from the past in order to be able to direct your actions in the future in such a way as to get as much information as possible. Every time a user visits a page, searches for information, spends a lot of time on the portal, these data are saved and allow to create his

behavior pattern. Behavioral marketing collects all available information about recipients, e.g. search history, cookies, IP, time spent on the website or how to navigate the website's menu, etc. and uses this information to develop the best customer profile.

INFLUENCER MARKETING

This form of promotion is based on the recognition and position of people involved in this promotion. Influencers, i.e. the Internet creators, most often run their profiles on YouTube, Instagram, Snapchat, Facebook and create various types of blogs. People who engage them to cooperate with them commission them to prepare appropriate material and its distribution on their social media profiles and blogs.

An example of such cooperation can be the **Wielkopolska Tourist Organization** [<https://www.wot.org.pl>], which regularly uses this form in the promotion of the region [<https://www.facebook.com/Wielkopolska.Organizacja.Turystyczna/>].

Influencers and bloggers were also involved in the promotion of the region's natural and cultural heritage in **Portugal**. They set out on a special presidential train from the National Railway Museum, along the most beautiful railway lines [www.thepresidentialtrain.com/en/home]. This railway experience combined three special ingredients: a journey through history, the best cuisine of Portugal and the best chefs in the world [Ruiz Soria, Molendowska-Ruiz 2018].

GUERILLA MARKETING



Guerilla marketing is an extremely effective concept of marketing strategy that involves creative and unconventional promotion of products and services. Its most important goal is to attract the attention of the recipient and evoke in him specific, often very intense emotions. This happens most often through the use of non-standard and original means and content, which in their assumptions can be humorous, controversial and even drastic. Guerilla marketing works well for small and medium-sized companies that, having a limited budget, want to successfully reach their largest number of customers with their products and services [www.poradnikprzedsiębiorcy.pl].

An example of this type of promotion could be, for example, the promotion of one of the producers of Polish beer, in which a large photo of a mug was placed on the entrance door to the pub, and the bar latch was also its holder. Unwilling, the customer immediately reaches for a pint with this drink [www.guerillaimarketing.wordpress.com]. Another example is the action taken

by one of the pubs, which wanted to attract people for beer, especially those who like sport and competition. The vast majority of promotions are based on the principle of discounts or reductions in beer prices. But how many times you can give a discount, besides, most of the competition works like that. Therefore, the rule was introduced that the client will toss a coin with the waiter. If the consumer chooses the right side of the coin he does not pay for beer at all. If the other side falls, he pays the full amount [www.corazlepszafirma.pl].

An example of a campaign that uses a distinct symbol, and at the same time very characteristic and unusual, is the promotional campaign of the Świętokrzyskie Voivodeship – „Świętokrzyskie czaruje”/”Świętokrzyskie bewitch”. In this case, the promotion was based on associations with the witch, which is a natural attribute of this province, and the friendly Baba Jaga/Jaga Witch is the mascot of the region.

MOBILE APPLICATIONS

Recipients of local heritage are usually mobile and also need mobile access to information. These include travel guides, translation systems and navigation systems. The promotion of local heritage uses various mobile applications, i.e. software running on mobile devices, such as mobile phones, smartphones or tablets. Mobile applications are software designed mainly for mobile phones, can be paid or free, in both cases available in online stores. These are all activities that are aimed at identifying, stimulating and satisfying the needs of customers and are carried out using a mobile device [Królewski, Sala 2016].

An example of such an action can be the mobile application „Polska smakuje” /”Poland tastes”, launched by the National Center for Agricultural Support as part of the campaign "Poland tastes" [www.polskasmakuje.pl]. Along with the website, consumers will get a communication platform between Polish food producers and consumers who value and look for such food.

Another example is the application "Poland Extraordinary"/„ Polska Niezwykła”, which is one of the most popular tourist applications in Poland. In addition, thematic guides are included with the application. The rich database of places makes this application very useful in tourism around Poland [www.polskaniezwykla.pl].

A good example is the Italian application "Vittoriale", which is a project developed by the Foundation Vittoriale degli Italiani [www.vittoriale.it/en]. It aims to provide visitors with the full range of services offered on the site. The Vittoriale application is available on both iOS and Android.

GAMIFICATION

The goal of gamification is to attract attention and then gain customer loyalty by incorporating elements of competition and entertainment at individual stages of their market behavior (search and selection of offers, purchasing process, making assessments, sharing information, etc.) [Kachniewska 2015]. Every presence on the trail, overnight stay, a meal at a local restaurant, a visit to the museum and a horse ride can be the basis for awarding points, and the basis for "passing" the presence on the trail is a system for checking via geolocation [www.geocaching.com/play].

GEOCACHING

– a new method of discovering the heritage of a place



One example of gamification can be the **geocaching** field game, which involves searching for the so-called caches previously hidden by other game participants. Geocaches are found in various, interesting places. There is also a hidden visit log, to which subsequent finders sign in, and can also place small gifts for exchange. In special online databases, the location of the hiding place of the given to other game participants by entering geographical coordinates [www.geocaching.com/ply].

The main idea of the game is to encourage its participants to visit as a result of searching places where the caches are hidden. Some places chosen by hiding players are difficult to access, little known, rarely visited, and at the same time attractive and as such considered worth presenting to other game participants.

QUESTING

– a new method of discovering the heritage of a place

Questing is another example of the promotion of natural and cultural heritage. This method of discovering interesting places, which involves creating unmarked routes. You can wander them based on the information contained in the poems. The next places on the route are found by finding the answer to the puzzle and searching in the area for the corresponding place. At the end of the trail there is a small box with a stamp in it, whose reflection on the card confirms the entire route. The main goal is to draw attention to unique elements and related stories with local heritage [www.questing.pl].

PROMOTION THROUGH CATEGORIZATION

Another form of promotion is categorization, which involves giving individual objects a category or quality mark. Most often, the categorization concerns accommodation rooms, and obtaining a given category by a given object indicates the quality of equipment and service. Obtaining a certificate is not only proof of high-quality services, it can be an effective promotional method, because a categorized product is usually placed in appropriate databases, on websites. This allows you to build a brand. There can be different systems of categorization, e.g. accommodation, catering, cultural facilities, etc., voluntary or mandatory.



An example of this form of promotion is the Latvian heritage mark Kultūras zīme "Latviskais mantojums". It is awarded to tourism-related entrepreneurs who preserve and promote the Latvian cultural heritage and lifestyle by presenting them to visitors. The sign indicates places where the owners are prepared to show facilities and things, tell stories, offer Latvian dishes, teach crafts and skills, and celebrate Latvian holidays. The Latvian heritage mark is given to owners of quarters, farms, craft workshops, organizers of events related to Latvian traditions, museums, collection owners and crafts specialists [<https://www.celotajs.lv/en/c/wrth/heritage?lang=en>].

PROMOTION THROUGH SPECIALIZATION

In practice, there is rather no situation where the producer offers "all products for everyone", just as there is no concept of "average customer". The most successful products are those that best respond to the bundle of needs of a particular market [Majewski 2001]. Narrow specialization and the quality of service and lasting relationships with customers, as well as the innovative nature of products or services, contribute to the achievement of competitive advantage. Specialization allows you to use the potential of the entity, and with a large supply of a given activity allows you to get your own clients [Jęczmyk, Hedvičáková 2017].

You can specialize in a single object or entire villages. The thematic village differs from the previous ways of specializing in villages in that its specialization is tailored to the economy based on knowledge, experience and creativity and is created on the basis of new development factors, most often of immaterial and emotional nature [Idziak 2008]. A thematic village is a village which development is subordinated to the leading idea, the theme. Thanks to this, it becomes distinctive and one of a kind. A village that focuses on a particular direction and development topic, develops better in economic and social terms compared to others with a similar starting state. The level of optimism also increases significantly in such a village. Thematic specialization creates parks, museums, exhibitions, restaurants, shops, as well as cities or their districts, villages and farms [Jęczmyk, Hedvičáková 2017].

There are over 50 such places in Poland, and the Warmińsko-Mazurskie Voivodeship is the leader in terms of their number. Examples of such thematic villages in Poland may be: Sierakowo Sławieńskie – The Hobbit Village [www.wioskahobbitow.pl], or Krzywogoniec – The Grzybowa Village [www.cekcyn.pl/index.php/qwioska-grzybowaq]

EDUCATIONAL FARMS



One of the ways to promote local heritage, both natural and cultural, are educational farms. This is an undertaking run in rural areas, where at least two educational goals are implemented: education in the field of plant production, animal production, and processing of agricultural products; environmental and consumer awareness; heritage of the village's material culture, traditional professions, handicrafts and folk art [Jęczmyk, Bogusz 2017].

To become one of the educational farms, you must meet certain criteria [www.zagrodaedukacyjna.pl]. Once they are met, there are great opportunities for promotion of this farm, and above all, entry into the educational farm database [Jęczmyk, Hedvičáková 2017].

SALE IN THE LOCAL HERITAGE OFFER

Who doesn't like sales? This is how the "Poznań for half price" campaign was created. For one weekend a year, museums, attractions, institutions, hotels and restaurants offer visitors an offer with a 50% discount. The "Poznań for half price" weekend is a real opportunity for lovers of local heritage and active leisure. The program includes both the zoo, Palm House, swimming pools, rope parks, bowling and billiards, as well as a wide museum, cultural and recreational offer. You can try your hand at various workshops, courses and animations in interesting places of Poznań on the first May weekend [www.poznanzapolceny.pl].

"Poznań for half price" was the first marketing campaign in Europe that uses the idea of sales in the promotion of the city [www.poznanzapolceny.pl/fakty-i-liczby]; short-term, cyclical promotion is organized by the cooperation of many entities. Its goal was, among others promoting the possibility of spending the weekend in Poznań; increasing the number of people visiting Poznań for the first time. The result was increasing sales efficiency and a steady increase in the number of partners, and above all an increase in the number of tourists arriving for the duration of the campaign. Over time, this campaign found its followers.

Similar "sale" is organized twice a year by the Ministry of Development and the Polish Tourist Organization. The "Poland see more – half price weekend" campaign is a campaign targeted at both the tourism industry and tourists. Thanks to it, everyone can discover the beauty of Poland at favorable prices, because you can take advantage of specially prepared tourist offers at prices reduced by 50% [www.polskazobaczwiecej.pl].

COMPETITIONS

Everyone likes them, although some feel disappointed when they do not win. Despite this, they are generally considered a good tool for promoting winners and the idea itself among residents and visitors [Jęczyńsk 2016].

An example of a competition which aims to popularize and promote the Wielkopolska Voivodeship as a place of rest, encourage recreation of both domestic and foreign guests in the countryside, improving the quality of tourist services and motivation of tourist units to raise the standard, quality and scope of the offer is "The competition for the best object of



the best object of tourism in rural areas in Wielkopolska" organized since 2007 in the Wielkopolska Voivodeship the Marshal Office of the Wielkopolska Region, in collaboration with the University of Life Sciences in Poznan and the Wielkopolska Association of Agritourism and Rural Tourism [www.umww.pl/departamenty_departament-rolnictwa-i-rozalu-wsi_agroturystyka].

Another example is the competition "The best in the countryside" organized by the Polish Tourist Organization, which purpose is to identify and then promote good practices in tourism in rural areas [<https://nawsinajlepiej.polska.travel>].



3. EXAMPLES OF GOOD PRACTICES FOR THE PROMOTION OF LOCAL HERITAGE

On the basis of work cards and conversations with workshop participants "Smart specializations in the promotion of local heritage", one can distinguish the forms of promotion that they use in their activities in the field of local heritage.

Participants of the workshops mentioned among the traditional forms of promotion:

- creating websites,
- creating word of mouth marketing,
- organizing tastings, workshops, fairs, events,
- the use of advertising banners as well as television, radio and press advertising,
- participation in fairs and events of all kinds,
- creating leaflets, printed folders or prints on the packaging of other products,
- participation in clusters.

On the other hand, they considered the innovative forms of promotion local heritage:

- social media,
- mobile applications,
- electronic posters,
- virtual walks around the facilities,
- competitions,
- use of the drone to create promotional films,
- placing short films on the Internet,
- cooperation in clusters,
- cooperation with influencers,
- creating board games to promote the place.

It should be noted that, according to the adopted definition of innovation, any new form of promoting local heritage that has not been used in a given activity until now will be an innovative, new form of communication with the market. Its effectiveness will be determined by the appropriate content of the message and properly selected market segment to which the message was addressed.

GOOD PRACTICES OF PROJECT PARTICIPANTS – examples

Below there are examples of the use of different forms of promotion: traditional and innovative. Case reports were prepared by participants of workshops as part of the project entitled "Smart specializations in the promotion of local heritage" and sent to this study. The owners of these facilities made the choice of the category, whether forms of promotion used by them are traditional or innovative.



3.1 GOOD PRACTICES FROM POLAND



J.A.W. ŁĄCZ PROCESSING OF OIL PLANTS – SEED GROWING Ltd.

86-341 Świecie nad Osą 93

The family-owned company has been producing cold pressed unrefined vegetable oils since 1992. The raw material needed for the production of rapeseed and linseed oil comes only from own crops from the Kujawsko-Pomorskie Voivodeship. In addition, the company deals in the production and sale of certified cereal seed. The company's mission is to take care of healthier diets for customers by providing products created in harmony with nature.

Traditional forms of promotion:

- leaflets,
- word of mouth,
- company car covered with contact details,
- Web page,
- online shop,
- occasional advertisements in local newspapers and radio stations,
- bargain promotional campaigns in Polish supermarkets,
- advertising in the gastronomy catalogs.

Innovative forms of promotion:

- participation in competitions and plebiscites (Our Good from Pomorze and Kujawy, Top Product Appreciate Polish, Our Culinary Heritage – Tastes of the Regions);
- positioning, website <http://oleje-swiecie.pl/kontakt/>, store and social media under the care of a specialized company ([https://www.facebook.com/Olejarnia-%C5%9Awiecie-JAW-%C5%81-%C4%85cz-478,141,858,886,799 /](https://www.facebook.com/Olejarnia-%C5%9Awiecie-JAW-%C5%81-%C4%85cz-478,141,858,886,799/));
- participation in fairs under the joint brand of the "Kujawsko-Pomorska Storeroom" cooperative grouping regional producers of good food;
- branding products with the "Culinary Heritage of Kujawy and Pomorze" and "Kujawsko-Pomorska Storeroom" trademarks.

AGRITOURISM GZINIANKA – GREEN HOUSE

Gzin, Oktowo 2 Street

Picturesquely situated agritourism farm. A place built from love of nature, passion for food and a desire to create beautiful and unique experiences. It's the perfect space to relax, organize outdoor events and festivities for people who are looking for aesthetics and relaxation. The hosts offer delicious meals from local products and fantastic attractions. The farm won the first place in the Agri-vacation competition for the best facility with the best regional cuisine in the Kujawsko-Pomorskie Voivodeship. Gzinianka belongs to the National Network of Educational Farms.

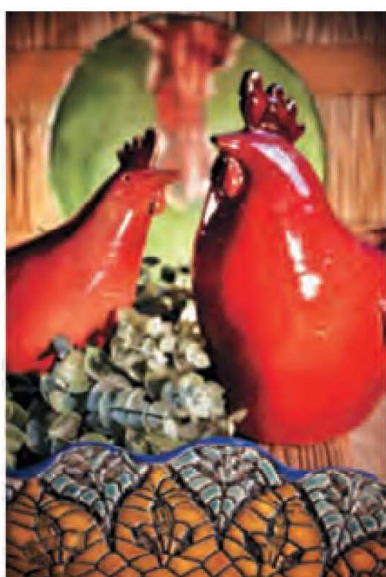


Traditional forms of promotion:

- fairs,
- exhibitions,
- mass media like radio and television, newspapers, magazines.

Innovative forms of promotion:

- website:
<http://www.agro.turystyka.pl/>
- Facebook
<https://www.facebook.com/gzin76/>
- Instagram
- participation in the Network of Educational Farms
https://www.zagroda-edukacyjna.pl/index.php?option=com_places&controller=places&task=details&id=124
- participation in competitions.



GLINIANA PRACOWNIA/GLAY LABORATORY

Skłudzewo 43c, 87-134 Skłudzewo

The ceramics workshop was built in a carefully selected place, with a beautiful view of the Vistula river valley. The location, as well as the type of construction, were to be a kind of business promotion, and the clay walls and surroundings would additionally inspire the artists residing here for their own ceramic work.

Traditional forms of promotion:

- posters,
- leaflets,
- workshop logo placed on products and packaging,
- the website <https://www.glinianapracownia.pl> / maintained in clay colors, with decorations made by clients – small artists who are distinguished in this way, willingly communicate and, at the same time, promote it to their relatives and friends,
- word-of-mouth marketing – a positive opinion, a satisfied customer who recommends a place to others or returns many times, often means that no other form of advertising is needed.

Innovative forms of promotion

- Facebook <https://www.facebook.com/glinianapracownia>
- submitting the workshop to the trail of the Treasures of the Chelmo Land <http://skarbychelminskie.pl/>
- presence on the maps of the - region,
- organizing ceramic workshops for the local community not only in the studio, but also in other cultural centers, e.g. libraries, common rooms.

**3.2 GOOD PRACTICES FROM LATVIA****Z/S «Kurķis» and LAMPREY WEIR**

Meldru street 18, Salacgriva, Salacgriva Municipality

Lamprey weir is used – a traditional and unique way of fishing that reaches hundreds of years back. The weir is a special footbridge from which the lamprey baskets are immersed in the stream and so goes the fishing. Every year before the fishing season the fishermen build the weir from scratch, using spruce timber that has been prepared several years earlier. The whole construction is held together with tiebacks – no nails or bolts are used.

Visiting Lamprey weir and the host of z/s «Kurķis» it is possible to take a look at special gears, take a walk on weir and learn more about the history of lamprey fishing. The best part of visiting z/s «Kurķis» is that you can also taste freshly baked lamprey.

Traditional forms of promotion:

- Salacgriva's tourism information centre home page – www.visitsalacgriva.lv;
- tourism brochures – salacgriva tourism brochure, vidzeme coast;
- there is organized an event named "Lamprey day". Mostly this event is located near weirs. A lot of tourists come, people who are interested in this, people who come to look what it is not knowing anything about what lamprey is;
- advertisements on television broadcasts;
- in different social media pages like
<https://www.facebook.com/negutacis/>
<https://www.latvia.travel>
<https://www.celotajs.lv>

Innovative forms of promotion:

- measures to save an object, to make it sustainable; mostly this activity are made by the hosts themselves – cleaning the area, restoring the object etc.
- marketing activities – tourism exhibitions, included in new brochures tourism that include the object. During tourism exhibitions they offer tourist to taste lamprey (making small delicacies);
- to promote in a different context – a potential environment for life, work and leisure; the masters who keep this facility, it is not just their work, it is their lifestyle. They work hard every day, they also take a rest from every day rush, because being by the river, in a quite place, it's peaceful and relaxing. And when a tourist, or a group of tourist come they learn about the life there.
- to give a positive experience; make sure everyone is happy leaving the lamprey weir. It is about giving the best of this. This positive experience can be given only by the host himself.



MUNCHAUSEN'S MUSEUM

Duntes Manor House, Liepupe Civil Parish, Salacgriva Municipality

The Munchausen's museum is located at the picturesque seaside of Vidzeme in Dunte. It is 8 km from Saulkrasti, about 55 km from Riga, just next to the motorway Via Baltica. The museum of Munchausen is one of the successful projects of "Munchausen's world" that develops and improves endlessly. Munchausen is said to be the most truthful man in the world.

Munchausen's museum offers: exhibition; recreation ship; forest trail; shooting range; summer cafe; trail to Munchausen's cup; events; picnic places; souvenirs

Traditional forms of promotion:

- Salacgriva's tourism information centre home page – www.visitsalacgriva.lv
- Munchausen's Museum home page – <http://minhauzens.lv>;
- tourism brochures – salacgriva tourism brochure, vidzeme coast;
- on different social media pages like –
<https://www.facebook.com/minhauzenamuzejs/>
<https://www.latvia.travel>
<https://www.celotajs.lv>

Innovative forms of promotion:

- activities to save an object, to make it sustainable; increase service quality: cleaning the area, restoring the object, making new offer etc.
- to raise awareness – tourism exhibitions, include/make new brochures; include object in every new brochure that comes out, Museum itself take part in tourism exhibitions;
- the inclusion of an object in recognizable destinations; making a new tourist route including the museum. Promotion of the tourism-route on home pages, social networks, on-the-spot in tourism information centre.
- to give a positive experience; make sure everyone is happy leaving the museum. It's all about giving the best of this. This positive experience can be given only by the host himself – welcoming guest in in old gowns, excite visitors with historical narration etc.

MUSEUM OF AINAŽI NAVAL SCHOOL

K. Valdemāra Street - 47, Ainaži, Salacgriva Municipality, LV – 4035

The Museum of Ainaži Naval School is a memorial to the first Latvian professional naval school and its graduates – Latvian and Estonian sea captains and helmsmen.

The Museum of Ainaži Naval School offers: guided tours in Latvian, Russian and German, special guided tours for newly-weds and newly-baptised people, educational programme "Searching Captain Veide's Gold". The museum offers a picnic place for recreation in the museum garden.

Traditional forms of promotion:

- Salacgriva's tourism information centre home page – www.visitsalacgriva.lv
- Museum of Ainaži Naval School home page – <http://www.ainazumuzejs.lv/>;
- tourism brochures – salacgriva tourism brochure, vidzeme coast;
- on different social media pages like – <https://www.facebook.com/pages/Ainažu-jūrskolas-Muzejs>
<https://www.latvia.travel>
<https://www.celotajs.lv>

Innovative forms of promotion:

- to give a positive experience; provide a high-quality guide narrative, excite tourists with their own narrative;
- measures to save an object, to make it sustainable: cleaning the area, restoring the object, make new offers to tourists;
- the inclusion of an object in recognizable destinations; making a new tourist route including the museum by placing an accent directly on the history of fishery and fishermen. Promotion of the tourism route on home pages, social networks, on-the-spot in tourism information centre.

HOLIDAY HOUSE «VĒJAVAS»

Vejavas, Salacgriva, Salacgriva Municipality, Latvia, LV-4032

An old fisherman's individual dwelling house „Lejasozoli”, built in the twenties of the last century, has served as a foundation of the present holiday house „Vējavas”. The ancient aura and the magic touch of history have completely survived.

In 2002, Vējavas was accommodated to welcome guests thus joining Latvia's tourism organisation „Lauku ceļotājs”. Vejavas is awarded by the „Green Certificate”, which serves as an indicator for clean and healthy environment. All holiday houses are renovated and follow the authentic style.

Traditional forms of promotion:

- Salacgriva's tourism information centre home page – www.visitsalacgriva.lv
- Holiday house «vējavas» home page – <http://vejavas.lv/>
- Tourism brochures – salacgriva tourism brochure, vidzeme coast, holiday house «Vējavas» brochure;

Innovative forms of promotion:

- to give a positive experience; provide all possible services, welcome reception, individual access for each customer etc; possibility of fishing at sea, lamprey fishing at night, quiet, peaceful surroundings;
- measures to save an object:

- on different social media pages like –
<https://www.facebook.com/pages/vejavas>
<https://www.latvia.travel/lv/apskat-es-vieta/kempings-vejavas>
<https://www.celotajs.lv/lv/e/vejavas>

cleaning the area, restoring the object, make new offers to tourists;

- to make it sustainable; improving the quality of services, extension of the tourism season, Ensuring traditional activities etc.
- to promote in a different context – a potential environment for life, work and leisure; Display of coastal lifestyle for tourists; providing coastal lifestyle services: sailing out to sea by fishing boat, catching and preparing fish.

SOME MOST IMPORTANT HIGHLIGHTS OF THIS YEAR IN RURAL TOURISM IN LATVIA

Description by Normunds Smajinskis

This year brought a number of important highlights to our rural tourism related to expanding and improving transnational tourism. How to make Latvia even more attractive and recognizable? How to increase the number of foreign tourists who are interested to arrive at quite remote, but very beautiful places of Latvia, rather than visiting the capital and major cities of the country? Visiting the places where the nature is beautiful and unspoiled – seashore, forests, areas, which are protected, but still available for tourists? And such places are common in Latvia – with a nice and rustic lifestyle, natural foods, clean and unpolluted air. Where people are talking to each other instead of texting or talking to each other in the virtual world of social networking.

In Latvia we are saying – come and visit us and we will talk to you in live style!

Walking along the sea in length of 1200 km – BALTIC COASTAL HIKING

Data from **European Ramblers Association** shows that long distance walking is becoming increasingly popular! There is no need for special, expensive equipment and walking is available for travelers of all ages. Therefore, after more than two years of extensive work in this year the BALTIC COASTAL HIKING (in Latvian – Jūrtaka, in Estonian – Ranniku matkarada) – 1,200 km hiking route – was finally opened. It starts at the Latvian – Lithuanian border and ends in Tallinn, the capital of Estonia. The route is 580 km long in Latvia, and 620 km in Estonia.

It is a project that has been done and completed in cooperation of Latvian and Estonian tourism experts. As a result of the project, tourists can explore more than 500 natural, cultural, historical and industrial heritage objects. They include beautiful seashore landscapes, dunes, forests, estuaries and beautiful steep shores against which the Baltic Sea strikes its waves. Here it is possible to find amber, hospitable and friendly coastal people, fishermen at sea. And they will surely treat walkers with delicious seafood and tell about their life on the sea for many centuries and generations. And everyone can choose the most suitable sections of the seaside route and the length of the route to be made according to their physical hardness and ability. You can safely meet and make new friends and meet interesting people along this route.

It takes 60 days to complete the route, but you can also choose individual sections in length of 15-25 km. There is added the necessary information for each section with points of interest, resting and lodging places. There will also be plenty of attractions – going to the sauna, getting to know the local customs, enjoying the national cuisine, and much more.

At present, the BALTIC COASTAL HIKING is already included in the international European long distance hiking route E9. It starts in Portugal at St. Cape Vincent and now after the addition of the BALTIC COASTAL HIKING, it finishes in Narva, Estonia, where the Narva River flows into the Gulf of Finland in the eastern part of the Baltic Sea.

More information about the BALTIC COASTAL HIKING is available at: www.jurtaka.lv and on Facebook: <https://www.facebook.com/jurtaka/>

A new project for walking long distance routes – FOREST TRAIL

The great success of the BALTIC COASTAL HIKING project and its rapidly growing popularity in the Baltics and abroad led to creation of a new trail. The FOREST TRAIL (in Latvian – Mežtaka, in Estonian – Metsa matkarada) will again go from Latvia to Estonia. The starting point of the trail is in Riga, and the finish is in Tallinn. Now, the route is already explored, and it is the time to gather all the information and summarize the big job done in extensive guide that will be available to everyone also on the Internet. The project has to be completed by the end of next year and is as large and extensive as project which was opened this year.

The new trail will take you through the most beautiful forest areas in Latvia and Estonia. Walkers will pass through protected areas and national parks, beautiful sceneries, river valleys with rock outcrops and caves, lakeshores and large and small swamps to the shores of Lake Peipus. There you can see the vast waters of the lake from which you will be very close to the Gulf of Finland. Then along the forests of the Baltic Sea coast, the trail will lead westwards up to the Estonian capital Tallinn.

Although the forest paths seem for walkers more uninhabitable than the seashore, there are also welcoming people who will feed and provide accommodation for late travelers. Also, on this trail you will not miss interesting cultural and natural attractions, traditional local cuisine. Here, too, will be a meditative opportunity for everyone in the woods to meet themselves and to think – who I am and where I am going in this life? And why?

Also, this trail will be open for year-round hiking and suitable for all ages. There will be separate sections where it may not be easy for someone to walk – they will need focusing and gathering strength. But – we may, however, choose sections of the route that are within our capabilities if we have any concerns about reaching our destination at any section of the route.

The total length of this trail will also exceed 1000 km, but again, everything will be divided into shorter sections that everyone can complete in one day. FOREST TRAIL is planned to be part of the European long distance hiking route as part of the existing route E11. The discovery of this route could also attract foreign tourists to leave the comfort zone created by the cities and test their physical and mental abilities in the vicinity of forests and beautiful nature. Although it is not yet completed and ready, there is already interest in this trail, and travelers are ready to start almost now to enjoy the adventures and experiences of the trail.

More information available at: www.meztaka.lv and on Facebook: <https://www.facebook.com/meztaka/>


Note – both of these routes were created by support of EU funding.

Preservation of historical and cultural monuments with 3D laser scanning

Not a long time ago, the whole world worried about the fire at the Notre Dame Cathedral in Paris and the enormous damage to this cultural, architectural and historical monument. Fortunately, the cathedral's 3D laser scanning already took place in 2005, during which the digital materials obtained will allow the building to be restored to its former appearance with a high degree of accuracy.

In Latvia there are unique sandstone nature monuments – rocks and caves. In some places ancient sandstone rocks are covered with ancient inscriptions and pictographic images. As the sandstone is exposed to the weather and its surface is quite fragile, there is a risk of losing ancient inscriptions and pictograms. That is why experimental 3D laser scanning has been carried out, and digital 3D images have been created, which will allow storing information in its current state.


The Gutman's cave in the territory of the Gauja National Park is the most visited cave in the territory of Latvia. It is also the highest cave in Latvia, the largest grotto also in the Baltic States: 10 m high, 12 m wide, 18.8 m long. In ancient times, the spring flowing out of the cave had served as a holy spring and its water was considered as healing one. There are many stories and legends



about the cave, and it is visited throughout the year. Time has not been careful towards this millions of years old sandstone and some inscriptions and carvings have gone awry. Therefore, the 3D image, which has now been created and is accessible to all tourists and interested people on the Internet, allows you to view and record the current state of the cave.

Currently, a 3D model for another unique Latvian cave – the Liv Sacrificial Caves nearby River Svetupe – is being prepared. This cave contains ancient inscriptions from the middle of the 17th century, including ancient pictographic signs whose precise age we do not know. The cave has been an ancient sacred site and its condition has deteriorated in recent years due to collapses. 3D technologies will allow you to preserve these ancient inscriptions for future generations.

These are the most important events in tourism development in Latvia today. Hopefully the long hiking routes will attract new tourists who want to discover the beauty and uniqueness of our land. Whereas, 3D digital capabilities will allow us to look into our history and natural treasures, and will encourage history and geology experts, not just ordinary people to visit us. And in the future, rural tourism accommodations and people involved in this field of tourism will only benefit.



3.3 GOOD PRACTICES FROM CROATIA

BUNDEVIJADA (PUMPKIN FESTIVAL) VRBOVSKO

Bundevijada (Pumpkin Festival) before:

Festival "Bundevijada" was held for the first time in 2004 at the initiative of a local farmer, Mr. Ghani Ramadani, and in 2005, Tourist Board of the City of Vrbovsko has taken over the organization of the event and the Festival was held in Vrbovsko Cinema Center with fifteen exhibitors (mainly associations from the area of the City of Vrbovsko). Festival was held as a one-day event.

In 2007 Festival Bundevijada begins as a two-day weekend event. From the very beginning the Festival proved to be a good tourist product recognized by numerous visitors. After several years, the space of the Cultural Center became too small for all interested exhibitors, and the numerous visitors, the Festival was relocated to Sport Hall in Vrbovsko, which is much bigger.

Bundevijada (Pumpkin Festival) today:

Bundevijada is an Ethno-gastronomic event celebrating its fifteenth birthday on October 12th 2019. The two-days program is very rich and includes more than 500 local and international participants. During two days, many events were held: competitions for the most interesting, the smallest or the most difficult pumpkin or the best pumpkin dish. "Wine Festival" (most famous winemakers of the Požega Basin and Kvarner were participating), "best strudel" of Croatia was presented, traditional Macedonian cuisine, cooking show, fashion show as well as ethno ensembles singing and dancing in rich program held on the main stage.

Local food and souvenirs producers (OPG, crafts, companies and associations – 120 participations) offered the range of products grown exclusively in domestic and eco production. There were also interesting numerous performances of heritage and customs and traditional souvenirs. The prominent two-days program, which lasted from 10 am to 6:30 pm on both days, was adapted to all ages and target groups.

Festival Bundevijada is a manifestation of great importance for the tourist offer of the City of Vrbovsko, the Gorski Kotar region and an event that can certainly enrich the tourist offer of the whole County in the post season.

Media channels:

invitations, posters, radio and TV shows, social networks.

JELENA HOLENKO PIRC

Lynx and Fox Vučnik 100, 51 300 Delnice

Lynx and Fox came about after years of collecting licenses, knowledge and experience, and at the right time with the support of CES self-employment measures in 2017 the owner took EUR 35,000 for the first year of business, which made it incredibly easy to get started, and she might not have decided to start a business without it. She has licenses for tourist management and a manager of a tourist branch (obligatory for setting up a tourist agency). The business model of the establishment was to choose a narrow niche within the industry, i.e. to be the agency DMK (Destination management company specializing in Gorski Kotar), which turned out to be a good choice because of easier recognition on the market.

Core business Lynx and Fox is a tourist guided tour and package deal in Gorski Kotar, participating in Gorski Kotar tourism development and promotion projects.

(example)<https://rijeka2020.eu/susjedstvo-delnice-spaja-srednjoskolce-mlade-poduzetnike-i-mlade-na-trzistu-rada/>

Lynx and Fox, this is primarily an innovative approach to organizing and promoting business in this rural area.

Traditional forms of promotion:

- logo and visual identity development,
- production of promotional photos,
- web site (www.lynxandfox.com),
- native (unpaid) interview articles in print (Novi list),
- guest appearing on Trend TV Karlovac (Women's entrepreneurship),
- weaker and less frequently - business cards, leaflets and roll up.

Innovative forms of promotion:

- Native (unpaid) interview articles on portals,
 - organic (unpaid) reach through Lynx and Fox FB site,
 - tour sales portals (not enough), She is planning more in 2020 (TripAdvisor, Viator, Orioly, Like a Local, AirBnB experience)
- From promoting the work and philosophy, she would point out her appearance at TEDxZagreb. (example)<http://tedxzagreb.com/govornik/twister-govornici-13/>; TEDxZAGREB VIDEO https://www.youtube.com/watch?v=dqwB61h2__c&t=119s

GRANDMA'S NOODLES BY OPG JURKOVIĆ IN RAVNA GORA

Since the owners had a great desire to engage in agriculture and stay and live in rural area, they decided to devote themselves as a family to the realization of that dream. This way, they not only eat homemade and healthy products but also their younger generations acquire work habits and keep the tradition alive.

Founded in 2017, the small family farm Jurković in Ravna Gora is primarily engaged in the production of Japanese quails and production of related products from Japanese quail eggs.

It all started for hobbies and health reasons when, as a family, they decided to eat fresh quail eggs to improve their quality of life and maintain lasting health. Friends, neighbors and the general public were very curious, because in the area of Gorski Kotar it is not very common to cultivate and grow Japanese quail. This was an indication that they are on the right track and that they have to offer their own products, made from Japanese quail eggs, on the market. In addition to fresh eggs, pickled eggs are offered in homemade vegetable marinade, and OPG members are most proud of the preserved traditional heritage of making homemade grandma noodles (narrow and wide, with plain and gluten-free flour). Grandma makes the noodles according to the home-made recipe and mixes with her hands, which gives a note of specialty. Exactly Grandma noodles are a form of protection and preservation of tradition and local heritage. They remind and associate with a warm home, the smell of Sunday soup and lunch with loved ones, reminding us of our old, grandparents. They are reminiscent of other times, nostalgia.

Traditional forms of promotion are generally no longer used on OPG, except for some articles in newspapers or television reports.

Mostly innovative forms of promotion through social networks (Facebook, Instagram...) are used. With quality of service and listening to the needs of customers from the field, they make the customers satisfied, which is the best advertisement.

POPOVIĆEV MLIN

Nadia Beljan, Supilova
76, 51 300 Delnice

The revitalization of Popovic's Mill as a tourist attraction began in the year 2008, when the granddaughter of the last miller Nadia Beljan, recognized the potential of the facility, which had stood unused for decades. She found the inspiration for this in



conversation with local tourism professionals and professionals from the Ministry of Tourism and the Ministry of Culture who recognized that this mill has a big touristic potential.

In the 1920s after years of working in America, Josip and Francika Mihelčić (Popović) returned to Delnice and wanted to start a business with their own capital. They decided to build the first electric mill in Gorski Kotar. The facility where the mill is located was built in 1924-1925, and under the supervision of two masters from Austria, and a "main" mill, manufactured by company from Budapest was installed in the mill itself. The mill started operating on November 25th 1925 and worked until 1960.

After the mill was opened for sightseeing in 2008, the idea was recognized by the institutions and the project "Popovic's Mill" received two grants. The funds were used for expansion of the business. Farm building (barn) was remodeled to hold thematic workshops for children and adults. Workshop "From Grain to Cake" shows the process of making a cake from freshly ground grain. The Workshop "Little Carpenter" introduces visitors to the old carpentry craft and after a short documentary film "The Story of the Wood" and learning about old carpenter's tools, children participate in making their own wooden souvenir.

At the very beginning, the mill has been recognized as an original tourist offer, for which in 2008 it won the recognition of the Tourist Board of the Primorje-Gorski Kotar County. The mill is the topic of various contributions on television programs and radio stations, which greatly contributed to the advertisement of the facility. During the ten years, it has been realized that the best advertisement is "oral presentation", "satisfied guest" will recommend a visit to the Mill to other potential guest. As part of the "Popovic Mill" crafts, souvenirs and gift products, mostly from wood are manufactured there. In addition, social networks are used to advertise the products. ■

"THE WHEEL"

VID ARBANAS, Obrt "Kotač"
Rudolfca Strohala 127, 51 316 Lokve

"The Wheel" company was founded in 1981. This name has survived to this day. At that time, the company was not involved in the production of liqueurs and brandy but in catering business. In 2003 it was decided to quit catering business and start producing liqueurs (alcoholic beverages) and it still exists. The manager's wife who is an expert in the field of herbalism has influenced the recipe of all the products they produce because it is very important to get the recipe just right and to mix the herbs that go well together.



Currently there are five products:

- **SAN HUBERT** – a mountain jeger – aperitiv made from 57 types of herbs, 7 types of fruits.
- **PAPRA Hortus diabolicus-digestive** – made of 13 grass species, 4 root types.
- **PLAVA MRČA** (BLUE DARK) – Liqueur – made of blueberries, 4 types of herbs and premium dessert red wine.
- **DIVLJA RUŽA** (WILD ROSE) – made of 21 types of herbs, 7 types of fruit – can be used as a liqueur and is prepared for the preparation of refreshing cocktails.
- **HAJDUČKA TRAVARICA** – Lujzijana – brandy with a blend of 15 types of grass.

Two new products that will enrich the offer are currently under preparation and they will be introduced soon.

They produce their product in a brand new facility. The building has 230 square meters and there are two floors. On the ground floor there is a production and warehouse and on the first floor there is a gallery and a tasting room where gusts will see and taste the products and at the same time hear the story about each drink and see the exhibition. The name of this object is “House of Nature” and it was opened in 2011., the same year that was 200 year anniversary of the construction of one of the most beautiful European road called “Lujzijana” which connected Rijeka with Karlovac (the continental part of Croatia with the Adriatic coast).

The company mostly advertise in newspapers, radio and on TV, and many articles about the business have been written during the years. Not long time ago, Mr. Drew – English Chef of the Year made a TV report for the National Geographic channel for his TV show called “The best from Croatia”.

This year “The Wheel” participated in the international fair in Novi Sad (Serbia), and among 368 competitors from 63 countries, it won gold medals for their liqueur PAPRA and PLAVA MRČA.

NATURAL AND CULTURAL HERITAGE AS A BASIS FOR TOURISM DEVELOPMENT IN GORSKI KOTAR

Conference "Smart specializations in the promotion of local heritage",
Lokve September 14th 2019.

Summary of the lecture by Vuk Tvrtko Opačić.

Tourism valorization of heritage includes several steps: identification of heritage suitable for conversion into tourism attractions; evaluation of the tourism attractiveness; determination of its spatial distribution and; finally, application of an appropriate model for tourism valorisation. In evaluating tourism attractiveness of heritage, it is necessary to define clear criteria and indicators, as well as an assessment scale. Four spatial models of tourism

valorisation of heritage are proposed based on identification of heritage suitable for conversion into tourism attractions, the evaluation of its tourism attractiveness and determination of its spatial distribution: concentrated on point model; dispersed urban model; linear thematic model; and regional networked model. Each mentioned model is based on a specific principle and is suitable for attracting certain groups of heritage tourists, depending on their motivation.

Gorski Kotar is full of real and potential tourist attractions from the domain of natural and cultural heritage that are under-represented in the tourist offer today. The main problems in tourism development, so far are: incompatibility between the level of tourism development and the potential of both the natural and anthropogenic segment of the tourist attraction base; lack of perception of Gorski Kotar as a special and unique tourist destination within the County of Primorje-Gorski Kotar; insufficient co-operation between key participants in the tourism sector and the lack of a single tourism community in the Gorski Kotar area.

Gorski Kotar, as a unique mountainous region in Croatia, to successfully develop in the future, more and more specific forms of tourism, it is necessary to complete the tourist attraction base of this area – on the one hand, integrating more related attractions based on natural and cultural heritage into thematically shaped tourism products, and on the other, stronger horizontal and vertical cohesion of all key participants in the development of rural tourism.

On the theoretical basis of these models the tourist valorization of heritage and presented the characteristics of tourism development of Gorski Kotar are presented two proposals for tourism products based on cultural or natural heritage of this region.

Tourist product **"Roads of Gorski Kotar mills"** is based on the tourist valorisation of six old mills in Gorski Kotar: forge Urh near Čabar; sawmill near Malinarić (Zamost – place); the mill of Selanč (Zamost – place); Žaga; mill and forge near Jezirac (Čabar – place); Popović's mill; ethno-estate "Juretic" (near Leskova Draga). The idea is to link them into a single thematic route that would show how locals lived in old times with a particular focus on mills – the basis of flour production, and therefore food in rural areas. Through the story about them and their history tourists will get a complete overview of how once, not so long ago, mills were important for life in small rural towns. The guides would familiarize them with how to get the cereals to the mill. The process of grinding and making flour would be performed in front of tourists to show and smell it that would bring them back to the old times. The purpose of the proposed tourism product is to enrich the existing tourist offer while preserving and promoting the traditional values of Gorski Kotar and strengthening tourism as a development factor of the area. As the main target groups of visitors can be families with children, couples, kindergartens, schools (to educate), associations of citizens, especially those associated with heritage, day-trippers and weekend visitors.

“Murmur and burble of Gorski Kotar” is the name of the second proposed tourism product based on the tourist valorization of the natural heritage. The tourist product is inspired by the dominant natural attractions in the tourist attraction base of Gorski Kotar – forest and water, and presupposes the connection of several natural sites of this area, which as individual localities are not attractive enough to represent individual tourist attractions. Therefore, the proposal is based on the creation of a unique tourism product based on natural heritage, consisting of marketing linking the most beautiful examples of river sources in Gorski Kotar: the source of the river Kupa – hydrological monument of nature within the Risnjak National Park (in the Crni Lug area); special geomorphological reserve Zeleni vir (the source of Curak) – significant landscape (along with Vražji prolaz (Devil's Pass), near Skrad) and the source of Kamačnik (near Vrbovsko). These sites represent the natural ambient essence of Gorski Kotar, so the purpose of the proposed tourist product can be emphasized in recognizing the natural heritage of Gorski Kotar while promoting ecological awareness. Accordingly, it is realistic to count on all those interested in natural heritage and educational visits, nature lovers, people looking for vacations and recreation in nature, as well as kindergartens and schools (for the purpose of education – eg "Nature school"), as target groups visitors for the proposed tourism product.

SUMMARY

The "Code of Good Practice for Innovative Forms of Promotion of Local Heritage" describes selected innovative forms of promoting local heritage. As it can be noticed some of them require large financial outlays already at the stage of creation, which is a huge financial burden for a single entrepreneur.

This study may be an inspiration for people conducting various activities in the field of local heritage. The presented proposals do not exhaust the entire resource of modern, innovative forms of promotion, but they are the ones that are used in this respect. To take advantage of them, you should constantly look for current information on this subject in various available sources.

Effective promotion of local heritage is based on its unique features, displaying the qualities that make them stand out and makes it authentic and remembered by the recipient. The region's unique resources are now a key success factor, and their possession determines the uniqueness of space. They should be seen as the basis for local development as well as a natural competitive advantage. The basis for the effective promotion is properly carried out earlier interpretation of local heritage.

Innovative forms of promotion rely on the use of new product promotion concepts, i.e. for the first time using significantly different, media or techniques. Therefore, in the case of the promotion of local heritage, one can speak of innovations introduced in the entity's activities that until now have not been implemented by e.g. social media. This is not always an absolute novelty, but something that is the development and improvement of an existing solution or the application of this solution in a new environment. Currently, more and more often used in the field of communication with the market: the Internet, social media, mobile solutions or modern technology: GPS geolocation, audio and video solutions, various forms of space visualization, e.g. virtual walks.

However, in the promotion of local heritage, cooperation between entities is important, and innovation requires to share that ideas with others.

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