



Innovation and Continuing Education in Destination Management

3rd Transnational Project Meeting (Riga, Latvia)

7-8 March 2022



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Third ERASMUS+ project meeting in Riga, Latvia

On 7-8 March, in Riga, the European Information Centre of the Baltic International Academy held the third meeting of the members of the ERASMUS KA2 project “Cooperation for Innovation and Exchange of Good Practice” Strategic Partnership Programme KA202 No 2020-1-CZ01-KA202-078343 “Innovation and Continuing Education in Destination Management”, which took place in the hybrid form.

The meeting was attended by participants from the Czech Republic (Prague), Poland (Krakow) and Latvia (Riga). A remote membership was chosen by colleagues from Turkey (Adjina), Bulgaria (Sofia) and Croatia. Baltic International Academy was represented by Marina Gunare and Inta Buka.

The participants had the following objectives:

- 1) discussing the management, reporting, evaluation and dissemination of the project to be carried out.
- 2) Overview of:
 - completed tasks;
 - the tasks at the execution stage;
 - the tasks to be done.
- 3) Preliminary planning of project closing activities, such as training workshop and implementation of adjustments in the initial plans for the execution of the second part of the project.
- 4) Visit to the Riga Investment and Tourism Agency, meeting with representatives of the Latvian Convention Bureau, getting acquainted with the promotion of tourism destinations in Latvia and changes in tourism flows, both internal and external, as well as with the impact of various factors, detailed information on the work of the Agency and the Bureau, discussing the latest knowledge, skills and competencies of tourism workers, which could be included in the project training programme.
- 5) Visit to the Riga Tourism information centre, getting acquainted with its work principles and materials provided by the centre, as well as a tour of the main sites of Riga.

The first day was highly eventful and fully devoted to the analysis of the completed activities, such as: international questionnaire survey, analysis of tourism management systems in individual countries and development of a set of indicators for assessment and analysis.

Much attention was paid to the management of the project, the allocation of future activities during the second phase of project implementation between the project participants and the individual responsibilities of each partner within the framework of individual measures.

The Czech partners repeatedly emphasised the importance of the report and explained on the completion of the first phase of the project, which benefited from a positive assessment by the Czech National Agency.

All project participants have received the necessary information regarding the preparation and submission of joint and financial documentation for the next phase of the project, including a list of necessary documents, the time limits for their preparation and submission.

In addition, an assessment of the dissemination and use of the results already achieved, including the dissemination of information on this meeting, the deployment of information on websites and partner accounts, as well as the dissemination of information to all interested institutions in countries whose partners are involved in the implementation of the project, was carried out.

The meeting participants managed to plan further work on such project activities as: description of indicators, development of a European model and methodology, and the establishment of an educational programme.

Major debates were caused by the definition of the format of the education programme, the discussion on its development and content methods, and the development of a European model and methodology.

The meeting participants made adjustments to the previously marked initial internal plans for the implementation of the second phase, agreed on additional discussions on the tasks of the second phase of the project in individual national working groups and additional consultations with the Czech National Agency.

The participants managed to set deadlines for execution, to harmonise the management and implementation of the project's final activities, such as: set up a methodology for the education programme, schedule a final meeting of the project in Croatia and a training event in Prague.

On the second day of the meeting, despite a tense political situation in the world and the fact that restrictions related to COVID have not been completely removed, participants managed to visit Riga Investment and Tourism Agency, as well as to meet with representatives of the Latvian Convention Bureau.

Meetings with the representatives of the Riga Investment and Tourism Agency and the Latvian Convention Bureau have allowed the participants to receive information straight from the source on the promotion of the direction of tourism in Latvia, the management of tourism and changes in domestic and external tourism flows in Latvia and Riga, as well as the impact of various factors on them.

During the meeting, all participants had an opportunity to ask questions about the development of internal and external tourism directions, as well as the priority directions in this area for Latvia and the Baltic region. More information was received on the activities to be carried out and planned in Riga, on the work of the agency and office, as well as on the knowledge, skills and competences of tourism workers, which could be included in the training programme and would be needed for their future professional activities and career development.

Representatives of the Riga Investment and Tourism Agency presented the project participants with the work of the Riga tourism information centre, then a certified guide, the Baltic International Academy docent Ludmila Bavrina, led a tour of Riga, presenting the participants to the main sites.

Certificates were drawn up for each member of the meeting, indicating the form of their participation in the third transnational project meeting.

All participants in the project have undertaken the realisation of the most responsible part, which includes three main results: The European model and methodology, the education programme and its methodology, as well as an educational seminar. The implementation of the third part will be extended until October 2022.

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Link to the meeting's agenda:

https://bsa.edu.lv/wp-content/docs/international/2022/Agenda_3_TPM_Riga_final_04_03_2022.pdf