

Added Value of Networking



“Lithuania. Countryside holidays 2012 – 2013”

Basic information	
NRN:	Lithuanian rural network
Theme:	Good practice
Coordinator:	Lithuanian Countryside Tourism Association
Partners:	n.a.
Beneficiaries:	Members of Lithuanian Countryside Tourism Association
Resources:	9 847 EUR
Period:	2011
Main element of networking:	Collection, analysis and dissemination of good practice, success stories and relevant experience
Other elements of networking:	n.a.

Background

The Lithuanian Countryside Tourism Association (LCTA) is a National Association with nearly 400 members accounting for 60% of countryside tourism service providers in Lithuania and 5 employees working in administration. The main goals and activities of the association are:

- to represent the interests of Association members at management institutions and other organisations; to coordinate the activities of the Association members developing rural tourism in Lithuania;
- to promote rural tourism products;
- to organise workshops, conferences, fairs and exhibitions;
- to prepare information bulletins on the activities of the Association and its members;
- to improve the qualifications of Association members;
- to organise apprenticeships within the country and abroad;
- to analyse the demand for rural tourism services within the country and abroad; and,
- to market members services.

To market and promote rural tourism products a new publication “Lithuania. Countryside holidays 2012 – 2013” was released.



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Main activities

The main activities of the project were to summarise information about the services and products of rural tourism providers so they could be presented to local holiday makers and also to attract visitors from abroad. The publication had to be short, attractive, easy to take away to travel fairs and exhibitions as well as complying with the style of publications representing Lithuanian tourism.

Information was translated and published in Lithuanian, English, German and Russian.

Main results/benefits

9000 copies of the publication were produced including 10 types of Lithuanian countryside holidays:

- Peaceful Holidays
- Cultural recreation
- Active Holidays
- Holidays for Families
- Culinary Heritage
- Environment-friendly Homestead
- Wellness Homestead
- Family Celebrations
- Business events
- Agro-tourism

The members were listed according to their services specialisation.

Success factors

The brochure was a good source of information for travellers seeking to spend time in the countryside. It was also a good link for people to find more comprehensive information at www.atostogoskaime.lt. Potential travellers were attracted to the brochure, could find interesting brief information and be tempted to search for more online.

Added value of networking

By networking together these rural businesses were able to promote themselves in many more markets and to lots more potential visitors than could have been achieved alone.

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Contribution of the NSU

This project was implemented as part of the LRN Action Plan 2012. The Lithuanian Rural Network developed the opportunity to create and publish this new brochure which contributed to the promotion of countryside tourism not only in Lithuania but also in other English, German and Russian speaking countries.

Contribution of the partners

n.a.

Additional information

www.atostogoskaime.lt

Pictures






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Okia!

Pašvilks šlaunelīš gūvaimē veldē

The image contains a list of contact information for various individuals, including names, phone numbers, and email addresses, arranged in two columns.

Source: Lutuanian National Rural Network

Last Update

April 2013



ENRD Connecting Rural Europe
<http://enrd.ec.europa.eu>