


## Green Advice

- Travel in an environmentally friendly way – by train, bicycle, boat or ski. You'll be closer to nature, you'll be protecting the environment.
- Leave your refuse in places where it's supposed to be disposed. Don't spoil everyone else's joy.
- There are rules concerning specially protected natural territories, and they are there for a reason – these areas are "sensitive" to human presence. Please take these rules into account.
- Please don't get too close to animals, especially when they are mating, nesting or wintering.
- Let the animals remain undisturbed in their habitat – after all, they don't come into our homes.
- Please don't leave your initials or name on cliff walls, tree trunks or manmade objects, because that is desecration, not decoration. Let's save the natural monuments for the future, too.
- Let's light fires only in places which are intended for that purpose, and let's keep fire safety strictly in mind. Forest fires cause incalculable damage.
- When you put up your tent, make sure it's in a location that is meant for tenting. You'll be more comfortable, because you'll have access to at least a minimal infrastructure – water, firewood, tent locations.
- Buy local products, don't feel that you have to bring everything with you. You'll be helping local businesses, and the local foodstuffs will always be tasty and healthy!
- If you respect the traditions and habits of local residents, you will always be able to count on their hospitality. Listen to the locals. They can tell you all about the area's history and cultural traditions.


**Philosophy of a sustainable rural tourism accommodation** – it is a small guest accommodation service provider, offering personal attention, quietness, tranquility, and guaranteed standards of quality with well maintained natural environment, authentic society and culture, related to local people, traditions, produce, cuisine and heritage, observing safety and security aspects and conserving these resources.

 Sustainability criteria are integrated in the rural tourism accommodation quality scheme „Butterfly”.



More information on the quality scheme see at: [www.kvalitate.celotajs.lv](http://www.kvalitate.celotajs.lv)

## The Green Certificate

This  symbol designates those accommodations having received the highest assessment of environmental quality for rural tourism accommodations in Latvia – the Green Certificate eco-label. These homes are located in clean, tidy rural environment and are often traditional rural homesteads, built and installed with natural, harmless materials: wood, stone, reed, linen, etc. Home-grown, chemical-free food and various nature based activities are offered to guests. Since 2007, the national Green Certificate eco-label is awarded by the commission, established on order of the Minister of Environment. „Lauku ceļotājs” is a member of this commission.. Information on updated Green Certificate criteria and awarding procedure see here: [www.eko.celotajs.lv](http://www.eko.celotajs.lv) vai [www.vidm.gov.lv](http://www.vidm.gov.lv)

Latvian country holiday association „Lauku ceļotājs”  
„Lauku ceļotājs” is a professional rural tourism association founded in 1993 and today with more than ~350 members – rural tourism providers throughout Latvia. We are all active travelers and real fans of the Latvian countryside. We always travel „the green way” and invite everybody to follow us!

Our publications with the „Green Holidays” branded products:



The map of Latvia "Nature Holidays" with the guidebook "Countryside Bounty"  
The catalogue „Country Holidays”  
Cycling map of Latvia

## „Lauku ceļotājs”

11, Kuģu str, Riga LV-1048, Latvia  
T: (+371) 7617600, F: (+371) 7833041  
e-mail: [lauku@celotajs.lv](mailto:lauku@celotajs.lv)  
[www.celotajs.lv](http://www.celotajs.lv)

**Sustainability criteria for rural tourism accommodations** – intended to draw attention of rural tourism providers to careful use of nature and environmental resources and maintenance of the unique identity of rural tourism, preventing its becoming of a mass tourism product.:

- **General environmental information**  
On surrounding nature, culture, biological farms;  
Things to do and not to do in order to protect the surrounding environment and nature.
- **Environment friendly agriculture**  
Locally produced and/or biological foods offered to guests.
- **„Green” building policy**  
In building and renovation, materials are used that are harmless to environment and human health;  
In building and renovation, harmony with local landscape and the respective region of Latvia is considered.
- **Reduction of waste**  
Disposable tableware and other single use items are neither used nor offered to guests;  
Waste management according to the local regulations.
- **Cultural heritage**  
Local building traditions are taken into account in building and renovation.
- **Active contribution to local**  
Cooperation with local producers of food, crafts and others.
- **Environment protection measures**  
Regular attention to environmental impact of a rural tourism establishment, continuous improvement of protection measures.

## How to run a rural tourism establishment in a sustainable way?



Project AGORA–Network Sustainable Tourism Development in the Baltic Sea Region

The AGORA project leader the University of Greifswald in Germany. The project has developed a network of 44 partners in 10 Baltic sea countries to facilitate sustainable rural tourism development. [www.agora-tourism.net](http://www.agora-tourism.net) Within the AGORA project, LCTA „Lauku ceļotājs” implements a pilot project “Sustainability through common rural tourism quality aspects for BSR”.



## Branding of rural tourism activities and services –

Rural tourism services must comply with principles of sustainability, they are opposite to mass tourism and such activities that leave negative impact on environment and nature. Complying with additional criteria, an accommodation can obtain particular symbols, indicating its specialization. It helps to bring out the special offer and attracts specific target audience. Rural tourism establishments can obtain the following specializations:



**Makšķerēšana**



**Slēpošana**



**Svinības**



**Semināri**



**Skaistumam un veselībai**



**Atpūta ar bērniem**



**Zaļās brīvdienas**

More information on specialization criteria at [www.kvalitate.celotajs.lv](http://www.kvalitate.celotajs.lv)