

Sustainable economic growth and third mission implementation in HEIs

Experience of the University of Latvia in local municipalities



**UNIVERSITY
OF LATVIA**

Kristīne Bērziņa - Cunska



Co-funded by the
Erasmus+ Programme
of the European Union



Research for municipalities

- 2017 municipality of Riga, cruises
- 2017 Tourist satisfaction study on the field of tourism in Jūrmala municipality during the winter period, researcher
- 2018-2020 Jurmala municipality tourism action plan
- 2017-2021 BRANDTour, development of an action plan for the development of Latvia's tourism offer as part of the project of the Interreg Europe program
- 2017-2019 Boosting tourism business growth through higher vocational education (BOOSTED) (ETS2016/24), researcher
- 2018 Consumer behaviour of foreign tourists in Riga, Project ZD2018/20663
- 2020-2024 WESKILL, Erasmus+ project Wellness and Spa Tourism Sectoral Skills

Riga municipality Cruise tourist behaviour and urban challenges 2017

Cruise passenger shadowing



Cruise passanger arrival / departure obeservation



2018 Consumer behaviour of foreign tourists in Riga municipality

ĀRVALSTU TŪRISTU PATĒRĒTĀJUZVEDĪBAS PĒTĪJUMS RĪGĀ



Izpildītājs: Latvijas Universitāte

Pasūtītājs: Nodibinājums "Rīgas Tūrisma
Attīstības Birojs"

**2017 Tourist
satisfaction study
on the field of
tourism in
Jūrmala during
the winter period
2018-2020
Jurmala
municipality
tourism action
plan**

Jūrmalas pilsētas
tūrisma attīstības
rīcības plāns
2018.–2020. gadam



2017-2021 BRANDTour

PHASE 2 - Implementation of the Action Plans



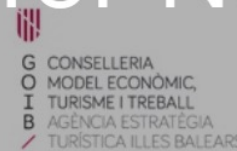
Περιφέρεια Κρήτης
Region of Crete



Ministry of Economic Affairs of the Republic of Latvia



Building Regional Actions for New
Developments in Tourism



NEWS

EVENTS

GOOD PRACTICES

CONTACTS

LIBRARY

ACTION PLANS

INTERVIEWS

Development of an action plan for the development of Latvia's tourism offer as part of the project



Cluster Policy in Latvia

23/11/2018

The Cluster Programme is co-financed by ERDF - supporting the capacity of SMEs to engage in regional, national and international markets & innovation processes.

Location: Latvija, Latvia (Latvija)

Project: BRANDTour

1

2

3

Next


[Visit the good practice database](#)

Cluster policy in Latvia


Interreg
Europe




Co-funded by
the European Union

 Search

 News and events

 Help & contact

 My account

[Discover the programme](#)

[Look for funding](#)

[Approved projects](#)

[Get policy advice](#)

[Find policy solutions](#)

[Meet our community](#)

[Home](#) / [Find policy solutions](#) / [Good practices](#) / Cluster Policy in Latvia

Cluster Policy in Latvia



SMART

SME competitiveness



Boosting tourism business growth through higher vocational education



INTERNATIONAL E-STUDY PROGRAMME

BOOSTING TOURISM BUSINESS GROWTH

SUPPORTING THE DEVELOPMENT
OF THE CENTRAL BALTIC AREA
AS A COHERENT TOURISM
DESTINATION

www.projectboosted.eu



EUROPEAN UNION
European Regional Development Fund



STUDY COURSES



Tourism Products and Experience Design, 6 ECTS



Digital Marketing Communication and Content Management, 6 ECTS



Increasing Competitiveness by Cooperation, 6 ECTS



Boosting Sales in Tourism, 3 ECTS



Cultural Competence in Customer Service, 3 ECTS



Forecasting Tourism in the Age of Uncertainty, 3 ECTS



Proactivity and Creative Performance, 3 ECTS



Innovation Camp in Product Development, 3 ECTS



Wellness & Spa Tourism

Sectoral Skills' Development

The health and wellness trend has continued to grow across Europe as more individuals realize the importance of leading a healthy and active lifestyle.

The main challenge in the further development of the wellness tourism in response to the growing interest of tourists, as well as of the demand for wellness packages that include diversity of services is availability of qualified staff.

WeSkill project seeks to equip VET students and adults/employees from the sector with the needed skills, competences, modern training and didactic tools, thus to make wellness and spa tourism sector more appealing, sustainable, advanced and competitive in the EU area.

Latvian resort's association (LRA)



- founded on April 28, 2008
- **8 members resort municipalities** and 54 members health institutions, spa hotels
- Goals - stimulate the development and rebirth of the wellness and spa tourism in Latvia;
- stimulate the process of making and passing of the laws and regulations of the resorts in Latvia and to ensure the development of the clean environment of the city resorts;
- to develop and to expand the activities of the city resorts of the Latvia increasing the values of both culture and nature in the city resorts,
- attraction of the people of Latvia, as well as the foreign tourists,
- stimulating the using of health resources of nature for the purpose of recreation and rehabilitation;
- to represent and to defend overall interests of the members of the association in the institutions of the private and public sector

Hellenic Association of Municipalities with Thermal Springs (HATS), Greece



- founded in 1983 for the protection and development of thermal natural resources
- HATS consists of **53 municipalities-members** with 71 thermal springs which are spread all over Greece
- Act as technical advisor of the Central Union of Municipalities of Greece (C.U.M.G), for the geothermal water and participates in the committees of Tourism and Health
- close collaboration with the co-competent Ministries of Interior, Tourism, Health and Development on matters pertaining thermal natural resources
- Goals of HATS - is the support of every form of therapeutic treatment, prevention and well –being with the use of the curative natural resources as well as every form of thalasso-therapy, climatotherapy, cave therapy, that are realised and have as a goal the care of the human physical and mental health.



Definition of skills gaps and training needs in the wellness and spa sector

Definition of skills gaps and training needs in the wellness and spa sector in seven project participating countries, including four countries beyond the partnership.

- Report on findings of skills gaps research in existing data sources
- Report on survey findings



Multilingual E-learning and training platform

The e-learning and training platform is an advanced digital learning solution offering a highly interactive and immersive educational experience. It comprises full set of training materials and information, provides a virtual classroom environment that is readily accessible and adaptable to diverse learning scenarios and allows teachers and trainers to review and evaluate the results achieved by



Curricula for skills development in the wellness and spa sector

Curricula for skills development in the wellness and spa sector designed for EQF level 4 related qualifications and learning materials supporting the curricula – handbc exercises, present testing materials

Module "Digital S



Outcome - Multilingual E-learning and training platform

- advanced digital learning solution offering a highly interactive and immersive educational experience
- comprises full set of training materials and information, provides a virtual classroom environment that is readily accessible and adaptable to diverse learning scenarios and allows teachers and trainers to review and evaluate the results achieved by trainees from tests and exercises accomplished
- important instrument for functioning the European Wellness and Spa Network for VET Excellence (EWSNET) the platform is available in 8 European languages

ENGLISH

БЪЛГАРСКИ

FRANÇAIS

ΕΛΛΗΝΙΚΑ

ITALIANO

LATVISKI

СРПСКИ

SLOVENŠČINA

Outcome - Multilingual E-learning and training platform

- Curricula for skills development in the wellness and spa sector designed for EQF level 4 related qualifications and learning materials supporting the curricula – handbook, theoretical exercises, presentations for classes, testing materials
- Module "Digital Skills"
- Module "Digital marketing"
- Module "Client Oriented Communication, Service Skills and Problem Solving Skills"
- Module "Design of Spa and Wellness products"
- Module "Sustainable development in SPA and Wellness"

MODULE 5

Sustainability development in Spa & Wellness company

The module aims to enable students to:

- identify the concept of sustainable development
- be able to apply it to the context of a Spa & Wellness company.





CrisisLab

24/04 – 8/05

CrisisLab2020

- 240 students
- 17 universities of Latvia
- 25 challenges from companies, NGOs, municipalities
- student teams looked for answers to the problem situations submitted by various Latvian organizations, companies and municipalities which arose as a result of the global pandemic, the state of emergency and the established restrictions on movement, assembly and social distance
- online seminars or webinars led by industry professionals and expert
- results - real, practical solutions in companies, organizations, state and municipal institutions
- organized by higher education institutions that implement the ERDF co-financed project "Innovation Grants for Students": University of Latvia, Riga Technical University, Latvian Maritime Academy, Ventspils University College, Liepaja University. School of Business Administration, Turība

14. Austrumlatvijas radošo pakalpojumu centrs

Alternatīva interešu izglītības pasākumiem krīzes laikā

Lasīt vairāk →

Hackathons for municipalities

FACULTY OF BUSINESS, MANAGEMENT AND ECONOMICS > EVENTS > ... > DETAI...

Riga City Challenge 2021

Riga City Challenge 2021 ideation workshop will take place on 30 -21th October. Workshop aims to generate innovative solutions enabling the development of mobility for liveable urban spaces, to foster entrepreneurial mindset, and improve ideas generation, validation and pitching skills. Challenge work language will be English.

Share



Riga City Challenge 2021



- University of Latvia Faculty of Business, Management and Economics, Riga City Council, Kimitisik B.V. and EIT Urban Mobility
- Aim - to generate innovative solutions enabling the development of mobility for liveable urban spaces, to foster entrepreneurial mindset, and improve ideas generation, validation and pitching skills
- Municipality competition Barcelona November 2021
- The winning team from Riga will meet teams from **Évora (Portugal), Kaunas (Lithuania) and Ljubljana (Slovenia)**, in Barcelona Grand Final City Challenge event, will develop idea further and will present their ideas and compete for the prize



Čiekurkalns water tower

FUSE: Riga City challenge
team "to-the-moon"

Result academic publications

- 2023 Berzina, Kristine. Cooperation Skill Evaluation in SPA and Wellness Sector for Sustainable Enterprise Development / Kristine Berzina // 23rd International Multidisciplinary Scientific GeoConference (SGEM 2023), 3-9 July, 2023, Albena : Conference Proceedings of Selected Papers Albena, 2023 Vol. 23, N 5.1: Ecology, Economics, Education and Legislation, p.345-351.
- 2022 Bērziņa, Kristīne. In-demand Skills and Competences for Employees in Spa and Wellness Sector / Kristine Berzina, Ilze Medne, Gunta Uspele. Bibliography: p.53 // New Challenges in Economic and Business Development – 2022: Responsible Growth : 14th International Scientific Conference, May 13, 2022, Riga : Proceedings Rīga : University of Latvia, 2022. P.46-53
- 2019 Medne, I., Berzina, K. Tourism Product/ Service Attribute Influence on overall Tourist satisfaction Level in Riga// Proceedings of 11th International Scientific Conference "New Challenges of Economic and Business Development – 2019: Incentives for Sustainable Economic Growth", LU, Rīga, Latvija

Thank you!



**UNIVERSITY
OF LATVIA**



Co-funded by the
Erasmus+ Programme
of the European Union

