



Preservation of Intangible Heritage at Turaida Museum Reserve in Latvia - European Heritage Label site

Author(s)

ECTN

Terms of reuse

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Type of best practice

General Cultural Heritage Management

Keywords

n/a

Theme

Management

Specially protected cultural monument Turaida Museum Reserve is a unique cultural and historic site of Latvia and an important European cultural tourism attraction.

Organisation in charge of best practice

Turaida Museum Reserve

Location

Vidzeme, Latvia

Dates

2016 ongoing

Description

Specially protected cultural monument Turaida Museum Reserve is a unique cultural and historic site of Latvia and an important European cultural tourism attraction.

Turaida Museum Reserve (TMR) is the 2nd most visited touristic object outside Riga in Latvia; The territory of Museum Reserve covers 43.63 ha and is rich in archaeological, architectural and art monuments, which provide information about historical events in the course of one thousand years, starting from the 11th century.

The Mission of Turaida Museum Reserve is to build a harmonious society by showing the development of Latvian wisdom of life and experience through natural, cultural and historical values accumulated in Turaida Region in the period of one thousand years.

One of the objectives of the Turaida Museum Reserve is to preserve and hand over to the future generations tangible and intangible cultural heritage accumulated in the Historical Centre of Turaida.

During the years of its activity the Turaida Museum Reserve has accumulated a considerable experience in preservation and popularization of intangible cultural heritage. Different tools are in use to reach aim e.g.:





1. Folk-song Park – Folk-song Hill and Folk-song Garden;
2. Internationale folklore festival “BALTICA”;
3. Latvian annual celebrations;
4. Summer Solstice celebration;
5. Legend about Maija – the Rose of Turaida;
6. The campaign “Meet your master”.

Expert opinion of Interreg Europe Policy Learning Platform

The practice is a good example of preserving intangible cultural heritage and exploring its potential by developing tourism products and services based on it. The experience of Turaida Museum Reserve can be a source of inspiration for other museums interested in developing innovative tourism products and enhancing visitors' experience. Specifically, the learning potential of the practice is in the overall approach and the concrete initiatives developed around different themes of intangible heritage that can be considered by other museums. The practice demonstrated positive results and gained international recognition.

Links

<https://www.turaida-muzejs.lv/>

Resources needed

Turaida Museum Reserve is partly-financed by the State, and the other part of revenue is generated by sales of tickets. During the last years TMR has also been actively participating in various Interreg projects both as a Stakeholder and project partner.

Challenges encountered

n/a

Evidence of success

In September 2016, the Turaida Museum Reserve was awarded the 1st prize of European Cultural Tourism Network in Guimaraes, Portugal for preservation of intangible cultural heritage. Following the success, in 2016, the TMR received the Latvian Ministry of Culture's Prize of Excellency. TMR has also been actively promoting its Intangible Heritage for different Awards European-wide, and sees yearly growth in its number of visitors.

Potential for transfer

The tourism sites European-wide have the opportunity to learn from the experience of Turaida Museum Reserve on how to create various tourism products and services based on Intangible Heritage, enhancing visitor experience and active participation as well as promoting the results. TMR experience has already inspired other CHRISTA project partners in their action plans for intangible heritage deployment in cultural tourism development.

Further Information

n/a

