

ICOM Latvia and ICOM Lietuva

Conference *Museums and Regional Tourism: Tendencies and Perspectives*

23 November 2021, 10:00 – 15:00 EET = Riga local time

(via Zoom and ICOM Latvia and ICOM Lietuva Facebook)

Chair: Maija Meiere-Oša, ICOM Latvia		
10:00 – 10:10	Juris Ciganovs ICOM Latvija Sigita Bagužaitė-Talačkienė ICOM Lietuva	Opening.
Study “Museum Tendencies and Perspectives: Focus on Lithuania and Latvia”		
10:10 – 11:15	Dr.art. Baiba Tjarve Latvian Academy of Culture Prof. dr. Rimvydas Laužikas Vilnius University	Tourism potential in Latvian museums: offer and demand. Museums during and after pandemic: experiences gained and lessons learned.
Museum and tourism sector representatives: examples of practice		
11:15 – 12:15	Džiuljeta Flenderienė Biržai Region Museum „Sėla” Ieva Aldiņa Jēkabpils History Museum Kristina Šapytė Šiauliai Tourism Information Centre Elīna Kola Alūksne Tourism Information Centre	Trends of foreign tourists visiting the Biržai Region Museum ‘Sela’ in 2016-2021. Covid time – an opportunity for Latvian regional museums to attract local tourists. Latvian tourists. What are they looking for in Šiauliai? The role of museums in attracting tourists – an example of Alūksne Bānītis station.
12:15 – 13:15 Break		
Tourism industry representatives: opinions and conclusions		
13:15 – 13:45	Dr.oec. Ēriks Lingeberziņš , Turība University	Meaningful development of museums as tourism products.
13:45 – 14:30		Debate.
Information on the 26th ICOM General Conference		
14:30 – 14:50	ICOM Czech Republic (A pre-recorded presentation)	ICOM Prague 2022 <i>The Power of Museums</i> .
14:50 – 15:00		Conference closing.