

Mobility Project *Leonardo da Vinci* Approved

The State Education Development Agency has supported the *Leonardo da Vinci* mobility project submitted by the Latvian Tourism Information Organization Association, LATTŪRINFO on “**Sustainable tourism management: Attraction objects and events as factors stimulating social change**”. Within the project, experience exchange in Great Britain from Sept. 21, 2008 until Sept. 28, 2008 is planned for six members. The most important topics to be viewed through a development and tourism education prism: importance of objects of interest and events in tourism, historical objects of attraction and living legends, role of human resources in development of cultural products, problem inspection and innovations in tourism, development of objects of interest and destinations, tourism education in Great Britain – a dialogue between the industry and education institutions.

The project partners are the Nottingham town council (Great Britain), which is responsible for identifying a sample of good practice and for solving the administrative matters of the project, however the Tourism and Travel Research Institute of the Christel DeHaan Business School of the University of Nottingham will ensure elaboration of the pedagogical contents and inclusion thereof in the cultural exchange program.

This is the fourth project, which has been supported by the *Leonardo da Vinci* program. In the year 2005, the project “The role of culture and art in sustainable tourism development – good experience exchange”, within which 9 members of LATTŪRINFO participated in experience exchange in Estonia. Within framework of the project “Sustainable tourism development: envisaged past for the future = good practice exchange” supported in the year 2006, 6 members of LATTŪRINFO participated in experience exchange in Malta. In 2007, practice event for the duration of 4 weeks was supported with the Scottish colleagues in favor of 4 members of LATTŪRINFO. Implementation of this project was postponed to late autumn of 2008 due to the reforms and changes implemented in the Scottish partner organization.

All projects have been elaborated in close collaboration with EUTO (*European Union of Tourist Officers*), and LATTŪRINFO is a member of this association. It must be noted that in September 2007, LATTŪRINFO welcomed more than 50 EUTO members for annual experience exchange and study visit, ensuring a saturated week long working program, during which Latvian experience in tourism development planning, tourism product development, tourism education issues, etc. were discussed.

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