

Master's thesis



# Underutilized Military Heritage Sites at the West Coast of Latvia: Feasibility Study for Creating a New Tourism Attraction

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Feasibility Study for Creating a New Tourism Attraction*

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## **Declaration**

I hereby confirm that I am the sole author of this thesis and it is a product of my own academic research.

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Student's name

# **Abstract**

During the Soviet period numerous buildings and infrastructure elements were built on the west coast of Latvia solely for border protection and military purposes. Today the original purpose of their existence has outdated, many sites have been completely abandoned, others are currently underutilized. This master's thesis focuses on two military heritage sites there – former Frontier Surveillance Facility in Mazirbe, and former Zenith Missile Brigade at Cirpstone. Local conditions have been studied for both of these sites in order to understand how they can be used as tourism attractions with relatively small investments, or how they can serve as a starting point for planning bigger investments for more significant projects in tourism industry.

Literature review as a part of this thesis focuses on topics such as war; peace; philosophy of tourism; sustainable development; and military heritage tourism. A short introduction to the tourism industry in Latvia is also given, regarding its contribution to the national economy; coastal zone policy issues; and military heritage tourism initiatives.

In order to carry out feasibility studies for the two military heritage sites, three subsequent research methods have been used: Review of applicable legislation and local level land use plans; qualitative interviewing of the key stakeholders; and stakeholder analysis.

During this study, it was found out that there exist legal, social and economic obstacles for realizing the full potential of the two military heritage sites. But there are also opportunities that have not been fully embraced so far.

The study concludes that both sites hold a potential for creating a tourism attraction - only the feasible approaches differ. Thesis outcomes include deeper analysis of findings and well as utilization suggestions for each of the military heritage sites.



# Útdráttur

Á tímum Sovétríkjanna voru byggingar og samgöngumannvirki byggð á vesturströnd Lettlands til landamæragæslu og í hernaðarlegum tilgangi. Þessi mannvirki þjóna ekki lengur sínum upphaflega tilgangi og mörg þeirra eru algjörlega yfirgefin eða ekki í neinni notkun. Þessi masters-ritgerð beinir sjónum að tveimur slíkum herstöðvum, landamærarstöðinni í Mazirbe og Zinith eldflaugastöðinni við Cirpstene. Aðstæður á svæðunum voru kannaðar og metið hvernig þær geta nýst sem ferðamannastaðir með litlum stofnkostnaði og hvernig þær geta verið upphafsreitir fyrir stærri fjárfestingar og umfangsmeiri verkefni í ferðaþjónustu.

Þau gögn sem voru skoðuð sem hluti af verkefninu beindu sjónum að þáttum svo sem: stríði; friði; heimspeki ferðaþjónustu; sjálfbærri þróun; og ferðaþjónustu tengdri hernaðarmynjum. Ritgerðin inniheldur einnig stutt yfirlit yfir ferðamannaiðnaðinn í Lettlandi með tilliti til áhrifa á hagkerfi landsins; hagsmuni strandsvæða; og frumkvæða í ferðaþjónustu tengdri hernaðarmannvirkjum.

Til þess að meta hagkvæmni möguleika herstöðvanna hafa verið notaðar þrjár rannóknaraðferðir. Þær reglur sem gilda á svæðunum og skipulag þeirra voru skoðuð, tekin voru eigindleg viðtöl við lykilhagsmunaaðila og framkvæmd var hagsmunaaðilagreining.

Í ritgerðinni er sýnt fram á að það eru lagalegir, félagslegir og hagrænir hnökrar á því að hægt sé að ná fram fullri nýtingu á herstöðvunum. En það eru líka tækifæri sem ekki hafa verið nýtt hingað til.

Niðurstaða verkefnisins sýnir að í báðum þessum herstöðvum eru tækifæri til þess að skapa vinsæla ferðamannastaði, aðeins er munur á hagkvæmni þessara tækifæra. Niðurstöðurnar innihalda dýpri greiningu á þessum niðurstöðum auk tillagna um nýtingu á hvorri herstöðinni fyrir sig.





*For all the undergraduate students and also those who have started their master's studies...*

*I want you to know that your thesis is a doable thing!  
I sincerely wish you not only to make it, but also to enjoy working on your thesis  
as it occurred to me.*



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# Introduction

This master's thesis has been built up as a significant part of my studies in *Coastal and Marine Management* master's program at the University Centre of the Westfjords, in Ísafjörður, Iceland. During these studies, I have learned that in order to achieve the goals of sustainable development in coastal areas, both environments – the land and the sea – must be embraced. And not only that. Also, all the variety of human activity, all the industries working in coastal environments must be harmonized as far as possible.

A classic and fundamental question all the way through these master's studies has been the question of *what is the coastal zone* – how far inland does it stretches, how wide it is, where does it ends, and alike. For the purposes of this thesis, a definition of the coastal zone has been applied from a national level planning document in Latvia – the *Strategy for Spatial Development of the Coastal Area 2011-2017* (VARAM, 2011, 8). According to this definition,

- the coastal zone is a zone, where the Baltic Sea meets the land, where coastal geological processes, such as coastal erosion and accumulation, take place, where there is a specific landscape of sea and its shore, containing beaches, steep seashores, river estuaries, coastal meadows, dunes, lagoon lakes, lighthouses, jetties, harbors, harbor towns and cities, villages and farmsteads, and where lifestyle (fishing, fish processing, seaweed harvesting) and cultural heritage (buildings, dialects, traditions etc.) are different than in inland areas.

One of the industries, present in coastal environment, is the tourism industry. Tourism industry can be split in many sectors, and tourism as a phenomenon can be described in many ways, depending on a criteria chosen. In case of using focus of tourists' interest as a criteria, such kinds of tourism as cultural tourism, including heritage tourism, also nature tourism and ecotourism, can be pointed out, to mention just a few.

“Cultural tourism is that form of tourism whose object is, among other aims, the discovery of monuments and sites” (ICOMOS, 1976). In the main focus of my research project there

are two military heritage sites at the west coast of Latvia. One of them is the former Frontier Surveillance Facility in Mazirbe, and another – the former Zenith Missile Brigade at Ķirpstone (see *Figure 24*). Local conditions have been studied in-depth for both of these sites in order to understand how can they be used with relatively small investments and adjustments for creating an added value in tourism industry, or how can they serve as a starting point for planning bigger investments for more significant projects in tourism industry.

The west coast or the Baltic Sea coast of Latvia is the former outer border of the Soviet Union. This area experienced a special regime for almost 50 years – since the Second World War until the renewal of the independence of Latvia in 1991. The special border regime was characterized by limited civil access and limited economic activity, also by limited human habitation. During this period numerous buildings and infrastructure elements were built there solely for border protection and military purposes.

It is worth clarifying here, that the term “military heritage” for the purposes of this thesis may include, but is not limited to sites, that are included in the official *List of state protected cultural heritage monuments* (State Inspection for Heritage Protection). For this thesis, military heritage is seen in its broader meaning, including physical and also intangible remains of military past, that are all heritage in their essence, but not all of them enjoy the legal status of being a cultural heritage monument officially.

The importance of revitalizing economic activity in coastal areas in Latvia has been emphasized lately in public discourse rather often. One of the significant reasons for such a need is the decline of fishing industry due to decrease of available fishing resources and the management shift towards the conservation of these resources. Similarly as in many other coastal areas across the globe, the demand for coastal areas in Latvia, both as living environment and tourism destination, is increasing (VARAM, 2011, 8).

Wholesome utilization and development of the united heritage of coastal nature and culture is getting even more and more important in order to attract necessary financial resources, both for the protection of this heritage and for raising its added value, since the financial resources available now are not sufficient for the preservation and necessary care for this heritage (VARAM, 2011, 19).

In one of the very first public speeches by the brand new Minister of Environmental Protection and Regional Development in OURCOAST Stakeholders Conference in Riga, he says that coastal municipalities are looking for solutions for economic activity based on utilization of their specific coastal resources, and especially important is the creation of public infrastructure and various tourism products there (Sprūdžs, 2011).

Overall, the concept of integrated coastal zone management (ICZM) has been suggested as the best approach to apply in case of any coastal development planning (Krishnamurthy et al., 2008; OURCOAST; VARAM, 2011).

I chose this research topic with two kinds of perspectives in mind.

One is the historical and educational perspective. At the moment there are people still alive, who hold experienced knowledge about the Soviet military sites. Before this generation is gone, it is essentially necessary not to lose the knowledge from the lessons of our history – to find a harmonic place for this knowledge in the modern Latvian society. And what is more, a generation has grown up having no real-time memories of the age represented by our military heritage sites.

Other is the economic and planning perspective. Tourism industry is a great tool than can unify education, economic development, nature conservation and other sectors. While domestic tourism stimulates domestic turnover, incoming tourism also increases export of goods and services and raises national income. A tourism product is an essential unit necessary to make tourism industry work. This thesis is supposed to make contribution to the planning process that can result in new, innovative, authentic and educational tourism products that are attractive both for domestic and international travelers.

The idea behind this master's thesis topic is to encourage the thinking of people in Latvia towards the direction of what do we have and own and what can we do with it to make our lives better, instead of what we would like to have, but we don't have, so we don't do anything. The broad purpose of this thesis is to inspire people. To inspire private property owners to study the micro- and macro-environment of their properties and to develop ideas, suitable for their abilities and local conditions, of how to utilize in a sustainable way what they already have in order to benefit from it – to yield the harvest of their land and whatever legacy is left on it from the past. Also to inspire the next generations of students,

who will be looking for research ideas – especially those students in the Faculty of Tourism and Hospitality Management at the Vidzeme University of Applied Sciences, where my initial knowledge of how tourism works has been acquired. Due to the diverse characteristics of natural, social and economic environments in coastal areas, the interdisciplinary and inter-sectoral approach is suggested for the research, management and development of coastal areas (OURCOAST). Therefore, potential further study and development of ideas by any student belonging to any other discipline, faculty and educational institution is welcome. I hope, this thesis will be read by and serve as an inspiration also for at least one person, working in the public sector and being directly involved in the management of coastal areas in Latvia. If only any of these hopes for inspiration happen to find fertile grounds and do realize in the mind of somebody else, it means that the time and resources invested in writing this thesis have not been wasted.

There exist philosophical concepts in literature of how to re-appropriate spaces that have outlived their original purpose (Lefebvre, 1991), there are examples of how to create a new cultural heritage on the foundation of what is left from wars (Strömberg, 2010). There are successful examples of turning former military sites into tourism attractions, both in Latvia and overseas (Karosta; Rasmussen, 2010). There have been also military heritage sites identified all across Latvia, many of them underutilized and can be counted in as present tourism resources for potential tourism product development in the future (LLTA “Lauku ceļotājs”, 2009-2010a, 2011a). All these concepts, examples and resources are capable of feeding intangible development ideas, even dreams. What is missing in order to make dreams come true, is the real-time on-site understanding of particular conditions in and around exact military heritage sites. The following research questions of this study help to gain this necessary understanding.

- *Research question Nr. 1:* What is the land ownership of the military heritage sites?
- *Research question Nr. 2:* What kind of land use is permitted in the vicinity of a military heritage site?
- *Research question Nr. 3:* What are the opportunities and constraints of land use in the vicinity of a military heritage site, set by planning documents, legislation and other local factors?
- *Research question Nr. 4:* Is there a potential for private, public, or private and public partnership initiative to develop and run a tourist attraction, based on a

specific military heritage site?

With the help of these research questions, my research project aims

- (a) to find out which of military heritage sites along the West coast of Latvia are most suitable for developing a new tourism product, taking into account the surrounding physical environment, opportunities and constraints set by planning documents, legislation, historical value of the heritage site, available human capital and other nearby developments, and
- (b) to develop a practical, feasible and ready-to-implement suggestion for the owner of a military heritage site on how to create a tourism product, based on the resource of a military heritage site.

Research methods subsequently used in this study are:

1. Review of applicable legislation and local level land use plans,
2. Qualitative interviewing of the key stakeholders, and
3. Stakeholder analysis.

There is a connection between particular research questions and research methods, and it is presented in *Table 8* (p. 49). The interaction between research methods themselves and research results is presented in *Figure 13* (p. 48).

Limitations of this research are associated with limitations of research methods.

- The results, gained by the 1. research method will be fully up-to-date only as long as any of the data used will get amended or otherwise modified. Legislation acts do change often. Also the land use plans are open for modifications, both when their legal term expires and also by exceptional amendments.
- Limitations associated with the 2. research method are probable unwillingness of interviewees to share their true thoughts or particular information, and also that interviewees as sources of primary data may be incorrect when answering particular interview questions that they are lacking knowledge about.
- The results acquired by the 3. research method – stakeholder analysis, are not totally comprehensive, because the input data come from so few sources – they have been acquired by qualitative interviewing of just two key stakeholders in each

case.

This thesis consists of two main parts – *Part I. FOUNDATIONAL CONCEPTS* and *Part II. FEASIBILITY ANALYSIS*. *Part I* contains the so called theoretical overview concepts applicable to this study. In *Part II*, the local settings of the research area are revealed, the research methodology described in detail, and also feasibility studies for both sites – Frontier Surveillance Facility in Mazirbe and Zenith Missile Brigade at Cirpstene – have been carried out. Results, conclusions and discussion are also included in the *Part II*.



# **Part I. FOUNDATIONAL CONCEPTS**

## **Chapter 1. War, peace and philosophy of tourism**

One of the moments in European history, that has formally introduced a transition process from relative war to relative peace, is the dissolution of the Warsaw Pact in 1991. Eastern and Western Europe were not in a state of confrontation anymore and Soviet military units got withdrawn from the territories of former satellite states, which now became independent countries (Warsaw Pact, 2011).

Importantly, peace is one of the factors, that make tourism possible. In the case of the Cold War, individual immobility between Western and Eastern Europe was one of the limiting factors for international tourism. In cases of active war zones, lack of personal security can be considered as the most important demotivating factor to travel. And that is not surprising. According to Maslow (1970), safety needs (protection, security, order and alike) are the next most important needs of a human being right after physiological needs (such as air, food, water, warmth, sleep etc). Only after safety needs come belongingness and love needs (such as affection, relationship), esteem needs (such as achievement, status, reputation), and finally needs for self-actualization (personal growth and fulfillment) ((Maslow, 1970) as cited in (Hsu & Huang, 2007)). Maslow's hierarchy of needs comes from a field of psychology, and has become “one of the most influential motivation theories in the academic world and in the public domain” (Hsu & Huang, 2007: 14), therefore it has been applied to many other fields, including tourism. Pearce (1982) has applied Maslow's theory to tourism motivation. His findings reveal, that “[w]hen considering the avoidance aspect of the motivational paradigm, a concern for safety is the predominant feature” ((Pearce, 1982) as cited in (Hsu & Huang, 2007)). There are two other sets of human needs, discussed by Maslow (1970) – “the aesthetic need, and the need to know and understand” – that are very applicable to tourism, but “are less known to people, because they were not included in the hierarchical needs model. People travel to learn about something new, and to be exposed to objects of beauty.” (Hsu & Huang, 2007, 16).

Strömberg (2010) has noticed the radical change of the status of a photo camera, regarding military infrastructure in two different conditions – war and peace. During the Cold War, in the areas, set aside for military purposes, the use of cameras was strictly forbidden. Now, in the conditions of peace, the same areas are open for tourists and provide them with possibility of learning about something, that they did not know before, and the “camera is the primary tool for tourists visiting the heritage site” (Strömberg, 2010, 651). When peace replaces war, status of a photo camera is not the only thing, that changes. “The materiality of leftover spaces functions as a scenography for new cultural activities, urban lifestyles and businesses. It is a form of *aestheticization*, that is, whenever former activities and spaces are being redefined, considered from a mental distance and related to consumption, entertainment, excitement, joy and recreation” (Strömberg, 2010: 658). Saying the same in the language of Maslow (1970), when needs of safety are satisfied, it's time for love, esteem and self-actualization. Talking the language of Pearce (1982), it's time for positive travel experiences and concern for safety is a minor issue. In this context, I suggest, that **tourism is the celebration of peace.**

Tourism is an activity, industry, enjoyment, whose important precondition is a status of peace. Not only peace contributes tourism, but tourism is also a contributor to peace. Both of these ideas were internationally acknowledged in 1980 in Manila Declaration on World Tourism (WTO, 1980). In 1986, the UN International Year of Peace, The International Institute For Peace Through Tourism was founded, which has ever since shared a vision of “Tourism as a Global Peace Industry” (IIPT, 1999-2008). In addition, numerous authors have shared their work connecting ideas of peace and tourism (D'Amore, 1988, 1990; Leitner, 1999; Tomljenovic & Faulkner, 2001).

## **Chapter 2. Sustainable development**

Strömberg (2010, 659) compares post-military society with post-industrial society and concludes, that consequences of both are the same – “[t]he appearance of mental distance and alienation; creation of a new culture heritage; aestheticization, valorization and regeneration processes; appearance of “vacant spaces””. He also suggests, that “for the new entrepreneur (..) who wants sell the secrets of the Cold War, the narrative of the past is just a way to create a new future” (Strömberg, 2010, 661). I propose using military heritage, in order to create a future of sustainable development. In the general context of this thesis, the purpose of this chapter is to discuss two aspects of sustainable development, one of them being sustainable coastal tourism management, and other – economic diversification with the aim of social sustainability. But this chapter starts with definitions of sustainable development.

### **2.1. Definitions of sustainable development**

The standard definition of sustainable development is the one by the Brundtland Commission – it is the ability of humanity “to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs” ((World Commission on Environment and Development, 1987) as cited in (Kates, Parris, & Leiserowitz, 2005, 10)). But that is not the only definition, and there are others, that illustrate the concept in more comprehensive manner. In 2002, the World Summit on Sustainable Development cast the light on three “interdependent and mutually reinforcing pillars of sustainable development – economic development, social development and environmental protection” (United Nations, 2002, Article 5). This model has been represented visually in various forms (for examples see *Figure 1*). A study by the Board on Sustainable Development of the U.S. National Academy of Sciences has reviewed numerous definitions of sustainable development concept and has found out, that questions of “what is to be sustained” and “what is to be developed” are major focal points of existing sustainable development definitions (see *Figure 2*) (U.S. National Research Council, Policy Division, Board on Sustainable Development, 1999).

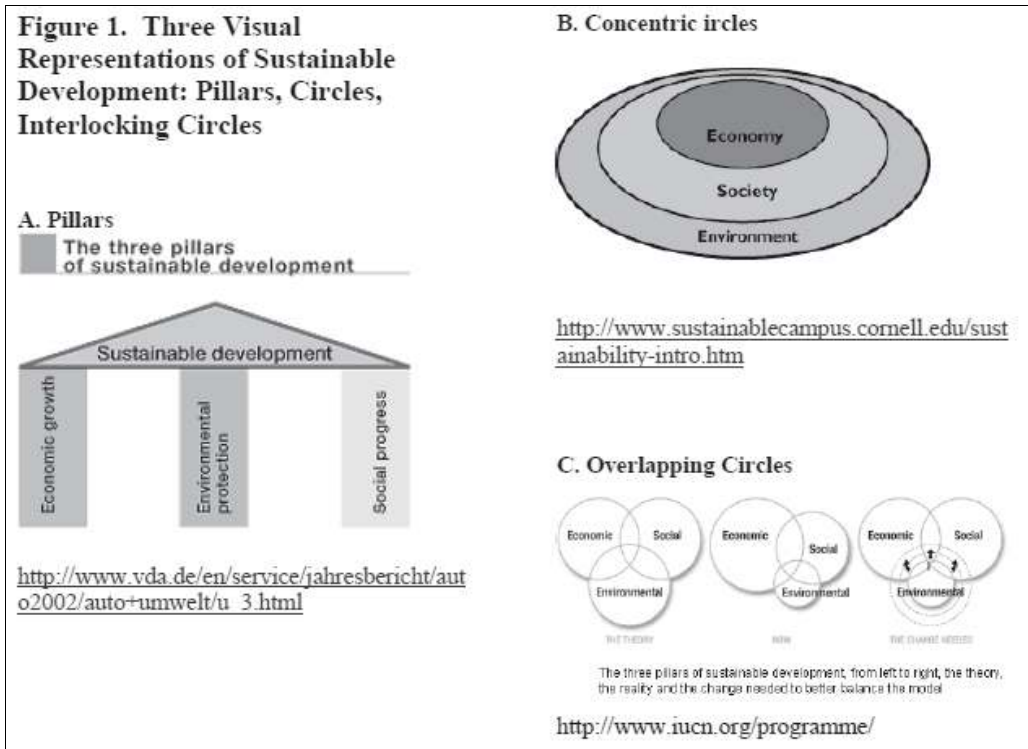


Figure 1. Three visual representations of sustainable development (Adams, 2006).

WHAT IS TO BE SUSTAINED:	FOR HOW LONG? 25 years "Now and in the future" Forever	WHAT IS TO BE DEVELOPED:
<b>NATURE</b> Earth Biodiversity Ecosystems		<b>PEOPLE</b> Child survival Life expectancy Education Equity Equal opportunity
<b>LIFE SUPPORT</b> Ecosystem services Resources Environment	<b>LINKED BY</b> Only Mostly But And Or	<b>ECONOMY</b> Wealth Productive sectors Consumption
<b>COMMUNITY</b> Cultures Groups Places		<b>SOCIETY</b> Institutions Social capital States Regions

Figure 2. Focal points of existing sustainable development definitions ((U.S. National Research Council, Policy Division, Board on Sustainable Development, 1999) as cited in (Kates, Parris, & Leiserowitz, 2005, 11)).

One of the most favorite sustainable development definitions for the author of this thesis is that it means “improving the capacity to convert a constant level of physical resource use to the increased satisfaction of human needs” ((World Conservation Union, the United Nations Environment Programme, and the World Wide Fund for Nature, 1990, 10) as cited in (Miller, Auyong & Hadley, 1999, 7)). This definition opens up the gates for creativity in order to answer the question of how to satisfy human needs with the resources we have. Holling (2001), one of the conceptual founders of ecological economics and the father of panarchy theory (Gunderson & Holling, 2001), offers an answer to the question above:

“[T]he era of ecosystem management via incremental increases in efficiency is over. We are now in an era of transformation, in which ecosystem management must build and maintain ecological resilience as well as the social flexibility needed to cope, innovate, and adapt.” (Holling, 2001, 404).

Through understanding of panarchy, which is “a representation of the ways in which a healthy social-ecological system can invent and experiment, benefiting from inventions that create opportunity while it is kept safe from those that destabilize the system because of their nature or excessive exuberance” (Holling, 2001, 398), the meaning of sustainable development is also being clarified:

“Sustainability is the capacity to create, test, and maintain adaptive capability. Development is the process of creating, testing, and maintaining opportunity. The phrase that combines the two, “sustainable development”, therefore refers to the goal of fostering adaptive capabilities while simultaneously creating opportunities. It is therefore not an oxymoron but a term that describes a logical partnership.” (Holling, 2001, 399)

All these definitions of sustainable development promise bright future. But why does the sustainable development doesn't always work and often stays barely in the role of an ideal? Gallopín (2001) casts the light to three obstacles – unwillingness, incapacity and lack of understanding (see *Figure 3*):

“The first and major obstacle has been described as lack of political will to implement those changes that are glaringly necessary. (..) Even in cases where political will is present, another obstacle is the lack of understanding of the behavior of complex systems. This lack of understanding results often in failure to address the relevant linkages within and between systems and across scales. (..) Inadequate institutions, lack of financial resources, unskilled human resources, weak infrastructure, plain

poverty, and other limitations contribute to the third obstacle: insufficient capacity to perform the actions and changes needed.” (Gallopín, 2001, 362)

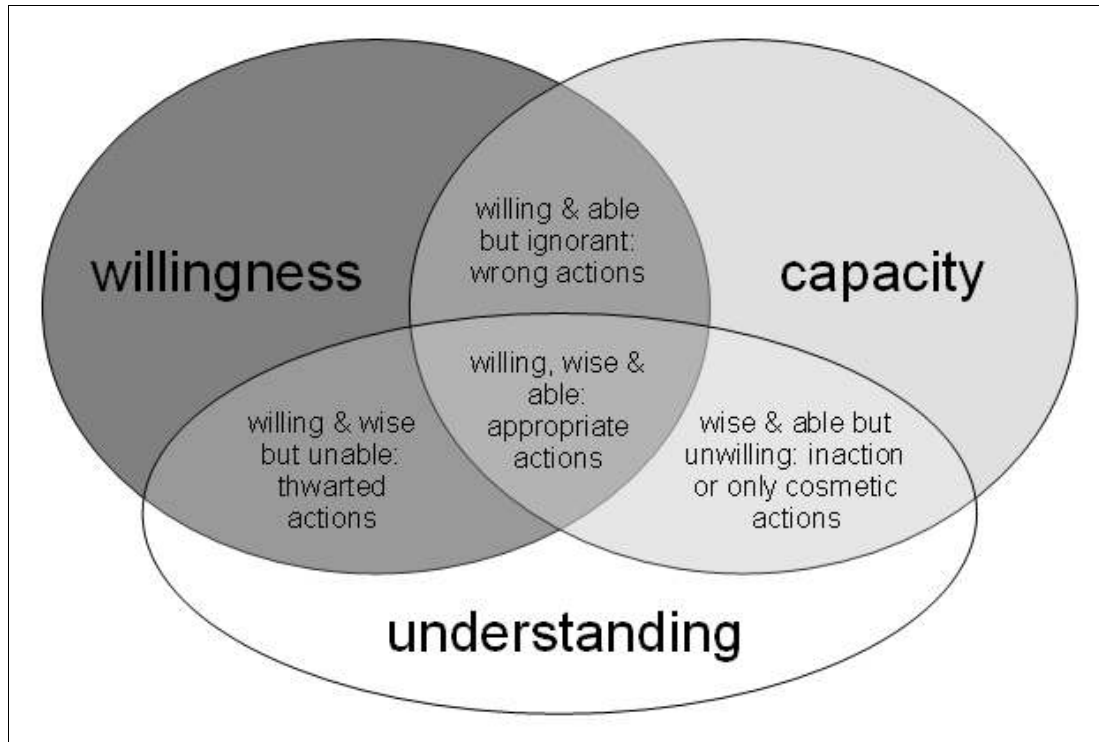


Figure 3. “The three pillars of decision making for sustainable development. Intersections of these characteristics determine types of actions taken.” (Gallopín, 2001, 362).

Shaffer ((1995) as cited in (Green, 2001, 72)) holds the opinion that “sustainable development is less an issue of technical feasibility, and more an issue of what policies, behaviors, and institutions are required to achieve it in practice”.

## 2.2. Sustainable coastal tourism

Miller, Auyong and Hadley (1999, 3) define coastal tourism as a “process involving tourists and the people and places they visit, particularly the coastal environment and its natural and cultural resources”. There are possible both positive and negative consequences of coastal tourism, and mostly it depends on human behavior. These authors refer to sustainable coastal tourism as an ideal, and they suggest three mechanisms of human conduct control, that are helpful in working towards the ideal of sustainable coastal tourism - “*tourism management, tourism planning, and tourism education*” (Miller et al., 1999, 9).

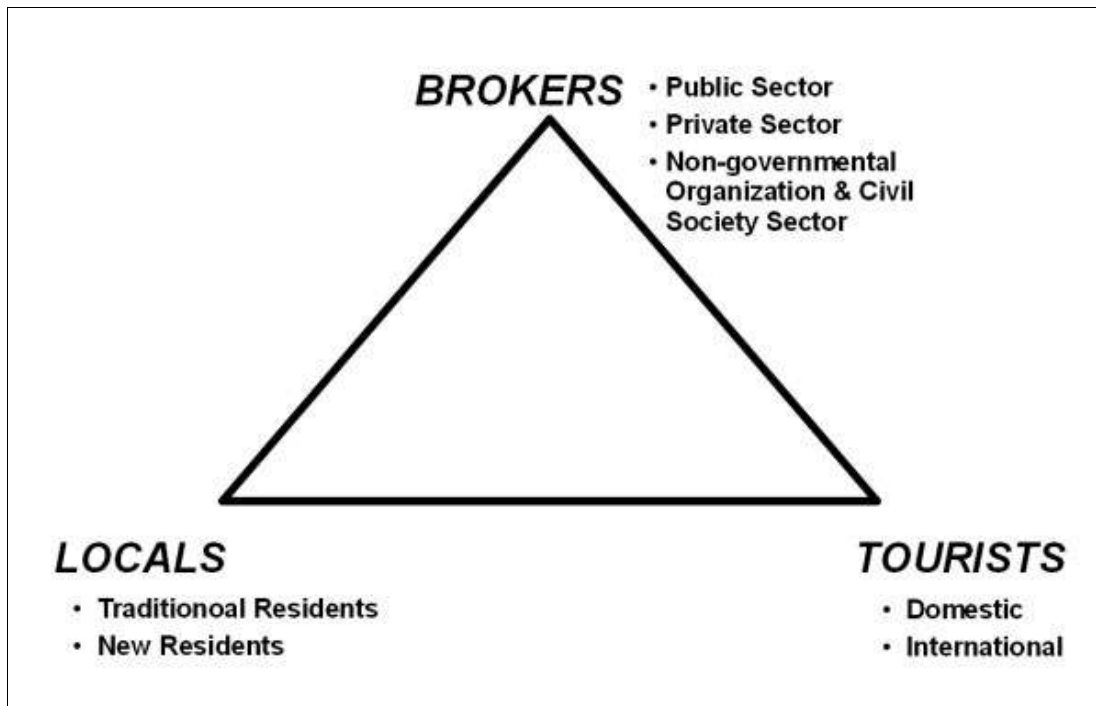


Figure 4. Broker-Local-Tourist (BLT) Model (Miller, 2008, 71).

Coastal tourism management is conducted by brokers. According to Broker-Local-Tourist (BLT) Model (Miller, 2008), all brokers consist of both public and private sector brokers, as well as NGOs and civil society sector (see *Figure 4*).

“Coastal tourism planning generally falls into two main categories, depending on whether the project in question is driven by a preservation or a development ethic” (Miller et al., 1999, 12). There are situations, when mixed planning is the best approach. Coastal erosion is a particular issue, that marks a big difference between tourism planning in mainland and in coastal areas. It is important to plan coastal tourism developments in a way, that infrastructure located near beaches do not exacerbate coastal erosion, causing damage both for natural environment of coastal zone and other properties, located at the coast. (Miller et al., 1999)

Finally, coastal tourism education, just like the management, is conducted by brokers. And they succeed in their effort “when people take personal initiative to change their own behavior because they have been taught something” (Miller et al., 1999, 14). The advantage of education is that brokers not only educate tourists and locals, but also happen to influence one another (public sector, private sector, non-governmental sector) with their messages. (Miller et al., 1999)

Saying that sustainable coastal tourism is an ideal, it is too less for a definition. It is an ideal, that “obliges humanity to have respect for other life forms and the environment, while it affords opportunities for people to learn, recreate, and reach their potential as individuals through travel” (Miller et al., 1999, 15).

### **2.3. Economic diversification by coastal and rural tourism with the aim of social sustainability**

The scope of this thesis is limited to coastal areas. In tourism terminology, *coastal tourism* and *rural tourism* mean different things. Coastal tourism includes all the touristic activities conducted at the coast, while rural tourism is more associated with mainland areas, often remote and less popular than mass coastal tourism destinations. For example, a niche of *tourism in peripheral regions* (Grumo & Ivona, 2005) represents rural tourism well. Sharpley (2002) even describes coastal and rural tourism as being complete opposites to each other. But they are not always opposites, because coastal areas can be also rural, as the opposite of being urban. Therefore, in such locations rural and coastal tourism is inseparable and mean the same thing.

When it comes to economic diversification with the aim of social sustainability, it is relevant here to talk about rural tourism, it's characteristics, hopes put in it, etc., because it fits, as the reader will notice it later on. What is more, the objects of interest of this thesis, the particular military heritage sites chosen for *Part II. FEASIBILITY ANALYSIS*, are located in coastal areas, that are by character and administrative divine rural.

Some might argue, that one of them, the Zenith Missile Brigade at Ķirpstone, is not rural, but rather suburban, since it is located right next to the city Ventspils. But still, it is rural, because it is located outside of any possible urban formation – it is even outside of the nearby Ķirpstone village borders (Vārves pagasta padome, 2007; Ventspils novada dome, 2011b). Therefore I state here, that coastal tourism can be rural, and the lessons learned of rural tourism applies within the scope of this chapter. For specific coastal tourism attributes, please, see chapter 2.2. *Sustainable coastal tourism!*

Rural tourism has been promoted as a mean for economic diversification in rural areas and remedy for socio-economic decline. For example, Sharpley (2002) has summarized both,



the promising and the challenging sides of rural tourism development (see *Table 1*).

*Table 1. Is rural tourism development an ultimate cure for socio-economic problems in peripheral areas? Adapted from Sharpley (2002).*

<b>Potential solutions to rural problems, provided by rural tourism development</b>	<b>Challenges for successful rural tourism development</b>
<ul style="list-style-type: none"> <li>• “Economic growth, diversification and stabilisation through employment creation in both new (tourism related) and existing businesses, trades and crafts; opportunities for income growth through pluriactivity (Fuller, 1990); the creation of new markets for agricultural products; and, a broadening of a region’s economic base.</li> <li>• Socio-cultural development, including the re-population of rural areas; the maintenance and improvement of public services; the revitalisation of local crafts, customs and cultural identities; and, increased opportunities for social contact and exchange.</li> <li>• Protection and improvement of both the natural and built environment and infrastructure.”</li> </ul> <p>(Sharpley, 2002, 234-235)</p>	<ul style="list-style-type: none"> <li>• “Not all rural areas are equally attractive to rural tourists and simply providing accommodation facilities does not guarantee demand. The total product package must be sufficient to attract and keep tourists, offering suitable opportunities for spending (Gannon, 1994).</li> <li>• Developing and organising rural tourism may require a significant investment either beyond the means of the business owner or greater than justified by potential returns. In such cases, government subsidies may be required to maintain the social benefits of diversification into tourism (Fleischer &amp; Felsenstein, 2000).</li> <li>• Local communities and businesses may find it difficult to adapt to a service role. For example, Hajalager (1996) observes that European farmers found it difficult to combine the ‘commodification of agricultural traditions’ through tourism with the industry of agriculture. (..)</li> <li>• The quality of products and services must match tourists demands and expectations. In the Bran region in central Romania, for example, the success of rural tourism was hampered by a failure to meet the needs of overseas visitors (Roberts, 1996).</li> <li>• Individual rural tourism enterprises normally possess neither the skills nor the resources for effective marketing, a prerequisite to success (Embacher, 1994). In many regions or countries, marketing and advertising support is available, although it has been found that rural communities may be suspicious or even resentful of ‘outside’ assistance.”</li> </ul> <p>(Sharpley, 2002, 235)</p>

To add to the statement, that “[t]he quality of products and services must match tourists demands and expectations” (Sharpley, 2002, 235), McKercher & du Cros (2002) mention the ideal traveler, that tourism operators, especially in rural areas, are looking forward to attract. Usually it is a wealthy person, an experienced traveler, who is interested in the local culture and appreciates it, who will choose accommodation from local providers, will eat the local food and will be satisfied with moderate comfort and will be ready to pay higher price than average for all that. The authors argue, that such travelers are just a tiny niche, very small market apart from all those people, who travel. And the demand of majority is what needs to be satisfied all the time.

Not only rural and rural-coastal tourism have been involved in discussions about potential benefits that such tourism undertaking could bring, and also the challenges, problems encountered and hopes unfulfilled. Similar discussion exists about tourism in nature protected areas, thoughts of which are also relevant here due to two reasons. Firstly, potential economic opportunities are in common. Secondly, one of the military heritage sites in focus further in this thesis is also located within the nature protected area – a national park (see *Chapter 3. Feasibility study of Frontier Surveillance Facility in Mazirbe – Results*). On the one hand, Eagles (2010) provides hopeful list of benefits that tourism could potentially bring (see *Table 2*).

*Table 2. Potential Benefits of Tourism in Protected Areas (Eagles, 2010, 11).*

<b>Enhancing Economic Opportunity</b>	<ul style="list-style-type: none"> <li>• Employees learn new skills</li> <li>• Encourages local manufacture of goods</li> <li>• Generates local tax revenues</li> <li>• Improves living standards</li> <li>• Increases funding for protected areas and local communities</li> <li>• Increases income</li> <li>• Increases jobs for local residents</li> <li>• Obtains new markets and foreign exchange</li> <li>• Stimulates new tourism enterprises, and stimulates and diversifies the local economy</li> </ul>
<b>Protecting Natural and Cultural Heritage</b>	<ul style="list-style-type: none"> <li>• Conserves biodiversity (including genes, species and ecosystems)</li> <li>• Creates economic value and protects resources which otherwise have no perceived value to residents, or represent a cost rather than a benefit</li> <li>• Helps develop self-financing mechanism for protected areas operations</li> <li>• Helps to communicate and interpret the values of natural and built heritage and of cultural inheritance to visitors and residents of visited areas, thus building a new generation of responsible consumers</li> <li>• Improves local facilities, transportation and communication</li> <li>• Protects ecological processes and watersheds</li> <li>• Protects, conserves and values cultural and built heritage resources</li> <li>• Supports research and development of good environmental practices and management systems to influence the operation of travel and tourism businesses, as well as visitor behaviour at destinations</li> <li>• Transmits conservation values, through education and interpretation</li> </ul>
<b>Enhancing Quality of Life</b>	<ul style="list-style-type: none"> <li>• Encourages local people to value their local culture and environments</li> <li>• Encourages people to learn the languages and cultures of foreign tourists</li> <li>• Encourages the development of culture, crafts and the arts</li> <li>• Establishes attractive environments for destinations, for residents as much as visitors, which may support other compatible new activities, from fishing to service or product-based industries</li> <li>• Improves intercultural understanding</li> <li>• Increases the education level of local people</li> <li>• Promotes aesthetic, spiritual, and other values related to well-being</li> <li>• Supports environmental education for visitors and locals</li> </ul>

On the other hand, the same author provides an insight into challenges “in bringing these benefits into fruition (..):

- (a) [a]ll effective management is dependent upon sufficient levels of finance (..);
- (b) [m]ost park agencies do not have sufficient staff complement that has advanced training in tourism management (..);
- (c) [t]here s increasing competition for the leisure time of consumers. Parks have to compete with a very large suite of man-made and natural attractions (..);

- (d) [r]ecent research has shown a major change in the context of child development over the last 25 years. In many countries computer-based entertainment has increasingly replaced outdoor activities (..);
- (e) [t]he natural environment is interesting, attractive to travellers, and a major tourist draw. However, increasingly the park visitors are coming to the parks with very little knowledge of the environments they seek and very few survival skills. These naive ecotourists require high levels of management in order to ensure that they do not become injured or create a dangerous situations for themselves and others (..);
- (f) [i]n Europe, North America, Japan and other areas the population is aging, creating very large numbers of older people. Due to early retirement and abundant saving, the younger seniors are a major travel group. (..) Many park agencies are ill prepared to deal with the older population (..);
- (g) [t]he negative impact of park visitors on sensitive natural environments is a major concern of park managers. (..) It is important to note that many areas would not become parks or would not stay as parks without sufficient level of recreation use to justify government action. Therefore, negative impact on some park feature is the price to pay for the conservation of the entire park. When assessing the value of environmental impact, the recreation based impact should be compared to the impact that would occur if the area was not a park. When it is done, it quickly becomes apparent that the recreation impact is very small compared to what would happen if the area became a mine, a housing development, or one of many other possible uses.”

(Eagles, 2010, 12)

Talking about social sustainability, a study completed in United States found that “[r]ural county population change – as well as the development of rural recreation and retirement-destination areas – are all highly related to natural amenities” such as “climate, topography, and water area” (McGranahan, 1999, 1, 20). This suggests, that those rural areas, that are at the coast, are more likely to experience population growth and development. Amenities are not only natural characteristics of an area, they are also man-made. Both of them, natural and man-made amenities, are “non-marketed qualities of a locality that make it an attractive place to live and work” ((Power, 1988, 142) as cited in (Green, 2001, 65)). Green (2001, 66-67) points out four possible kinds of relationship between amenities and development: a) when development leads to the destruction of amenities, b) when non-

development leads to the destruction of amenities, c) when preservation of amenities leads to non-development, and d) when “preservation or promotion of amenities leads to development”. As an example for the latter, the author names “eco-tourism projects that preserve the natural environment, but also helps maintain the local population and economy” Green (2001, 67).

Social sustainability depends on economic conditions. Economic diversification and the subsequent social sustainability can be achieved by two ways – by the *extraction* approach and/or by the *environmental* approach in local economy. According to the *extraction view*, natural resource extraction and export is the root of economic development, but the *environmental view* states that the root is environmental quality (Power, 1996). The environmental view is closely related to natural and also man-made amenities like those described before. Thomas Michael Power as an author seems to support the environmental view, suggesting, that that is, where the economic diversification stems from. In contrast, the extraction view, excessively applied, threatens also the local social sustainability. In reality, both of these approaches – the *extraction* and the *environmental* one – coexist at the same time with more, less or no conflict between them in many places all over the world.

From the field of ecology stem definitions of resilience and the belief of how important resilience is for sustainability. Holling, Schindler, Walker, and Roughgarden (1995, 50) acknowledge the definition of resilience being “the amount of disturbance that can be sustained before a change in system control or structure occurs”. He argues that resilience, as defined above, “provides the ecological “services” that invisibly provide the foundations for sustaining economic activity” (Holling et al., 1995, 54). Adger (2000) defines social resilience as “the ability of groups or communities to cope with external stresses and disturbances as a result of social, political and environmental change”. If resilience of an ecosystem is important for ecological sustainability, then we can assume, that social resilience is important for social sustainability. Adger (2000) explores the links between social and ecological resilience and draws attention to the fact, that coastal communities and their economies rely on coastal ecosystems, their resilience and functional diversity. The functional diversity of an ecosystem determines to certain extent the diversity of a local economy, the resilience of the ecosystem determines in a way the resilience of community, and it all together contributes to sustainability in general and also to social sustainability in particular.



## Chapter 3. Military heritage tourism

### 3.1. Military heritage as a tourism resource

“An existing space may outlive its original purpose and the *raison d'être* which determines its forms, functions, and structures; it may thus in a sense become vacant, and susceptible of being diverted, re-appropriated and put to a use quite different from its initial one.” (Lefebvre, 1991, 167).

In a way, it is rather paradoxical to quote here, a french philosopher, that is associated with Neo-Marxism and has been a part of French Communist Party. It may seem paradoxical, because many military heritage sites have been originally created during communist regimes, based on Marxism theory. But, as a result of the cycle of history, this quote truly makes sense now. The communist era, at least in Europe, largely belongs to past now. But we still have physical remains of it, including the former military sites. The war, as the world experienced it in the 20<sup>th</sup> century, is over. In that sense, we live in peace now. The sites of interest of this thesis project have outlived their *raison d'être*, have become vacant, abandoned and underused. They are open for reappropriation, which can be seen as a conservation challenge as suggested by Schofield:

“All of these developments [referring to developments of 20<sup>th</sup> centuries' war – L.G.] have generated a distinctive military infrastructure, presenting some equally distinctive conservation challenges and stimulating new perceptions and approaches.” (Schofield, 2004, 1).

PhD Per Strömberg has been focusing on cold war military heritage in Sweden (Strömberg, 2009). He talks about appropriation as “the use of borrowed elements in the creation of a new work ... In most cases the original 'thing' remains accessible as the original” (Strömberg). He also uses a term ready-made space, when referring to post-military landscape. A ready-made space can be modified for radical re-use, for example to establish a hotel in former fortress, or it can be preserved and serve as a stage for moderate re-use, as are the interactive shows, that tell the story of past events, by involving the visitor as a participant.

Creative recycling is another term, used by Strömberg (Strömberg, 2009) in the context of

post-military landscape, and it brings the whole idea together with environmental issues and sustainable development. What is more, in his presentation, at the 18th Nordic Symposium in Tourism and Hospitality Research in Esbjerg, in 2009, he compares post-industrial society and post-military society. The comparison is based on works by two sociologists – Daniel Bell's *The Coming of Post-Industrial Society: A Venture in Social Forecasting* and Martin Shaw's *Post-Military Society: Demilitarization, Militarism and War at the End of the Twentieth Century*. According to comparison by Strömberg, consequences of both, post-industrial and post-military societies, are that their remains undergo “aesthetisation processes due to mental and ideological distance”, they become a cultural heritage and appear as “vacant spaces” (Strömberg).

Post-military landscape is what remains from military era. Often it is perceived as a negative heritage, since in many places it reminds about times of unwanted army presence, militarism, limited freedom, mobility, and accessibility of host communities, secrecy etc. Probably, that is one of the reasons, why physical remains of military past are not blessed with preservation activities in many cases – because they remind about something unwanted, and therefore are often completely removed from the landscape or left to decay (Strömberg, 2010, 639, 643; Boulton, 2007). However, according to Strömberg (2010, 644-645) “[d]ecay does not signify an antithesis to preservation; it can instead imply a lower degree of preservation which offers a secure and aesthetically considered decay”. He refers to the Atlantic Wall, a coastal fortification system that was built by German occupation forces along the west coast of Europe, including Norway, during 1941-1944 in anticipation of Allied invasion (van Best & Heijkoop), and states that leaving it all for decay is a chosen strategy by Norwegian antiquarian authorities. “[M]ilitary buildings] are beautiful in the way they are dissolved into dust. But they will for a foreseeable future remain as interesting traces in the landscape, both as a source of knowledge and experience” ((Roll, 2000, 142), as cited in (Strömberg, 2010, 644)). Still, in some cases the recognition of a military heritage and attempts to preserve it are happening. Furthermore, those places can be perceived as resources for tourism (Körner & Maack, 2011; Karosta), since they hold a potential of providing experiences for travelers.

An archeologist Graham Fairclough offers additional perspectives of what to include in a post-military landscape. “By landscape in this [Cold War] context we should mean a wide range of different things – a *landscape of culture*, such as diffusion into the local villages



and towns (..) from cars to fast food and beyond; *a landscape of politics*, of acceptance and conformity as much as of protest and dissidence; *a landscape of vision*, sound and experience, such as when aircraft roar in and out; *a landscape of psychology*, whether fear or security (..) and beyond that, how the massive bases made people think of *distant landscapes*, cultures and people at whom they were aimed” [*italic emphasis by L.G.*] (Fairclough, 2007, 27). In the context of tourism, all these landscapes, both physical remains and intangible heritage, such as memories, narratives and alike, are tourism resources. Physical remains are those, for whom dissolution into dust is beautiful ((Roll, 2000: 142), as cited in (Strömberg, 2010, 644)) and decay implies just “a lower degree of preservation” (Strömberg 2010, 644-645). But what about “a landscape of psychology” (Fairclough, 2007, 27)? It is intangible, but it still can be a tourism resource. According to Article 18 in Manila Declaration on World Tourism “[t]ourism resources available in the various countries consist at the same time of space, facilities and values. These are resources whose use cannot be left uncontrolled without running the risk of their deterioration, or even their destruction. (..) All tourism resources are part of the heritage of mankind. National communities and the entire international community must take the necessary steps to ensure their preservation” (WTO, 1980).

The need to preserve military heritage sites, both as a part of heritage of mankind and as tourism resources, brings us back to the challenges of conservation. As it can be learned from example of valuing the historical heritage of Australia,

“[h]eritage conservation relates to those activities that are conducted with the specific objectives of retaining heritage significance of a particular building or place. Conservation may involve maintenance, repair, preservation, restoration, reconstruction or adaptation.” (The Allen Consulting Group, 2005, 2)

### **3.2. A niche of military heritage tourism**

“The immediacy and the relevance of twentieth-century war has meant its prominence in educational curricula, and its growing influence on cultural tourism. (..) People want to know more about this period of history and the impact of warfare and militarisation on society, but not just from television, books and the Internet. People want to visit the remaining structures; they have an interest and that interest is burgeoning. The surviving sites are therefore important to satisfy that growing interest

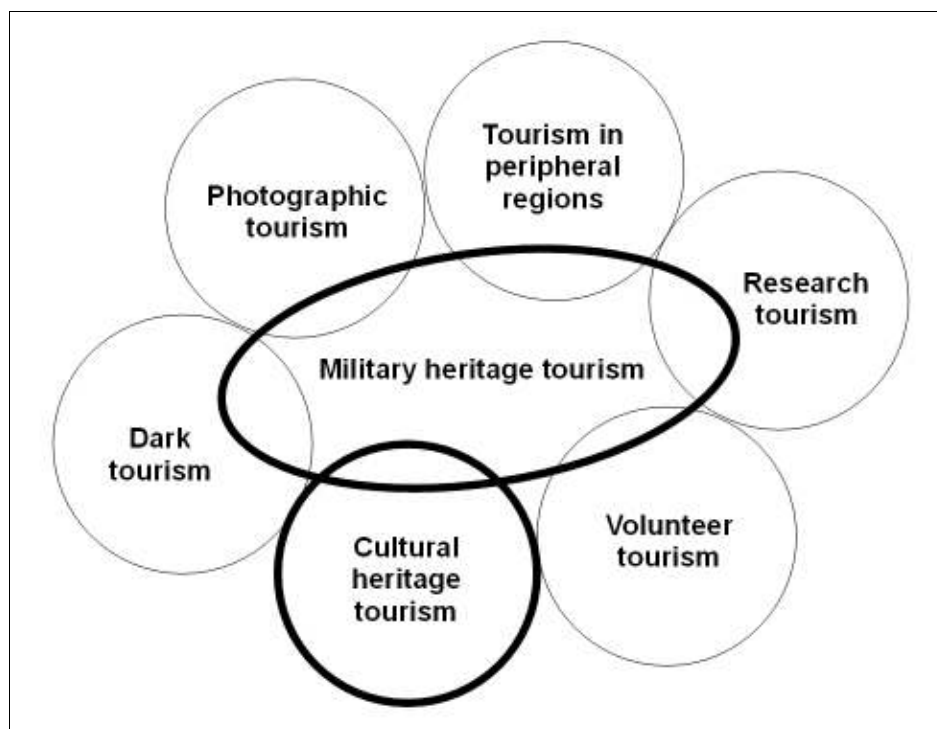
and demand...” (Schofield, 2004, 2).

Military heritage sites as objects of interest attract two kinds of tourist. One kind are those, who have general interest in region they visit or travel route they have taken on. These tourists will visit a military heritage site, if it is very promising in terms of exciting experience, if it's location is on the way, if they have time for that, etc. Another kind of tourists will be those, who have special interest in the site itself, its culture and history, and its connection to military purpose. These tourists will prioritize a military heritage site in a list of sites they could potentially visit during their travel, and they will travel greater distances and invest more time to visit a particular military heritage site. These second kind of tourists are those, that characterize military heritage tourism as a niche tourism.

A book, called *Niche Tourism: Contemporary issues, trends and cases* (Novelli, 2005), offers insight into many kinds of so called niche tourism, speciality tourism or special interest tourism. And there are various kinds of niche tourism, with which the military heritage tourism partly overlaps, be it less or more. For example, it can be a *photographic tourism* (Palmer & Lester, 2005) with a main focus of practicing photography, and military heritage site would function in this case as an attractive setting with it's particular attributes. It can be a *dark tourism* (Tarlow, 2005), where the 'dark' side and presence of death and horror is the focal point, and often military heritage is all about that. It can be a *tourism in peripheral regions* (Grumo & Ivona, 2005), especially if military heritage as a tourist attraction is being used for economic development of peripheral regions, and why not? It can be a *research tourism* (Benson, 2005), with tourist being a scholar, who is on the mission of researching the secrets of past. It can be a *volunteer tourism* (Callanan & Thomas, 2005), when volunteers from distant places join their effort to assist preservation of local cultural heritage. I tend to think of military heritage tourism as being mostly a part of *cultural heritage tourism* (Wickens, 2005), since the main attractions are past artifacts, related to local history. I strongly agree with Strömberg (2010, 636), that the landscape and material culture of military past with it's educational and experience-providing potential are valuable contributors to cultural heritage tourism.

The relationship of military heritage tourism with other kinds of niche tourism in author's point of view is represented visually in *Figure 5*. The contents of *Figure 5* does not mean that the other kinds of niche tourism, e.g. photographic tourism an cultural heritage

tourism, do not overlap or interact in any way. It also does not mean, that those kinds of niche tourism named there are the only other kinds of niche tourism. The purpose of *Figure 5* is to focus on military heritage tourism and its place among any other kinds of niche tourism.



*Figure 5. Military heritage tourism among other kinds of niche tourism.*

To define shortly military heritage tourism for the purposes of this thesis, it is a visitation of former military sites during travel. It is not important, if there are any tourism services and products available at the military heritage site being visited. The important factors are the interest of a traveler to visit an experience a place or an object that has served a military purpose, and the military history of the object of interest being one of the main attractions.

This thesis concerns two military heritage sites in Latvia and potential tourism product developments there (see *Chapter 3. Feasibility study of Frontier Surveillance Facility in Mazirbe – Results* & *Chapter 4. Feasibility study of Zenith Missile Brigade at Cirpstone – Results*). According to nationally (Tourism Law, 1998, Section 1, 7); Latvijas Republikas Kultūras ministrija, 2001, 42) and internationally (ICOMOS, 1976) accepted definitions, the niche of military heritage tourism there generally falls within the wider concept of *cultural tourism*.



## Part II. FEASIBILITY ANALYSIS

### Chapter 1. Tourism in Latvia

#### 1.1. Tourism industry in national economy

The framework of Latvian tourism industry has been laid down in the Tourism Law (1998). The definition and the main tasks of the tourism industry, according to this law, are presented in *Table 3*.

*Table 3. Definition and the main tasks of the tourism industry. Adopted from Tourism Law (1998).*

<b>What is tourism industry?</b>	“[A]n economic sector, the task of which is the development and provision of tourism services” (Tourism Law, 1998, Section 1, 18)).
<b>What are the main tasks of the tourism industry?</b>	<ul style="list-style-type: none"><li>• “[T]o provide free and equivalent opportunities for tourism, to raise the economic effectiveness thereof and to create new jobs;</li><li>• to support integration of Latvia into the international tourism trade;</li><li>• to support the development of domestic tourism and the export of tourism services;</li><li>• to promote the preservation and sustainable development of the rural social, economic and cultural environment, and facilitate the development of rural tourism and eco-tourism;</li><li>• to support the preservation and rational utilisation of the cultural, historical and natural heritage, as well as to ensure the development of culture and nature tourism;</li><li>• to support the preservation and rational utilisation of health resort resources, as well as to ensure the development of recreational tourism;</li><li>• to increase the competitiveness of those merchants, which provide tourism services;</li><li>• to support the granting of tourism concessions for pensioners, invalids, young people and children;</li><li>• to provide comprehensive and precise information on tourism resources and tourism services;</li><li>• to support the raising of the quality of tourism services and the qualifications of those employed in the tourism industry; and</li><li>• to ensure the harmonised development of tourism in accordance with nature conservation so that tourism does not come into conflict with nature conservation” (Tourism Law, 1998, Section 3).</li></ul>

Creating new tourism attractions on the basis of underutilized military heritage sites fits well with the framework of tourism industry in *Table 3*. Tourism services could be developed and offered at the military heritage sites, they could be consumed by domestic or foreign travelers, it all would add to the economy and create new jobs, support sustainable development of rural areas and “support the preservation and rational utilisation of the cultural, historical and natural heritage” (Tourism Law, 1998, Section 3, 4)).

Tourism industry undeniably has its share in the economy of Latvia. Some of economic indicators, describing the role of tourism industry, are presented further.

Tourism is an industry that combines elements from many other industries. A term *tourism-related industries* is used further along with statistical data. Tourism-related industries include operations of

- hotels,
- restaurants,
- passenger traffic on railroads, road transport, water transport and air transport,
- auxiliary transport services,
- car rental,
- travel agencies,
- recreational, cultural and sport services,
- other tourism service providers.

In other words, tourism-related industries are those fulfilling one or both of the following criteria:

- tourism consumption constitutes a significant part of the industry output,
- without the participation of travelers the industry would not be present in economy or it would be present, but in much smaller size. (Central Statistical Bureau of Latvia, 2011, 1, 4)

The following two figures represent the role of tourism-related industries regarding added value of the whole national economy (*Figure 6*) and employment (*Figure 7*).

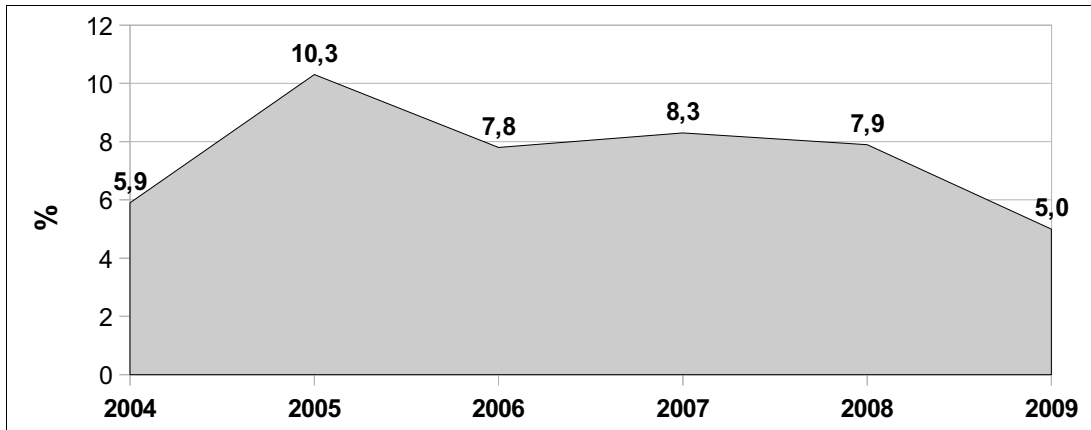


Figure 6. Added value of tourism-related industries as the fraction of total added value of national economy. Data adopted from Central Statistical Bureau of Latvia (2011, 1).

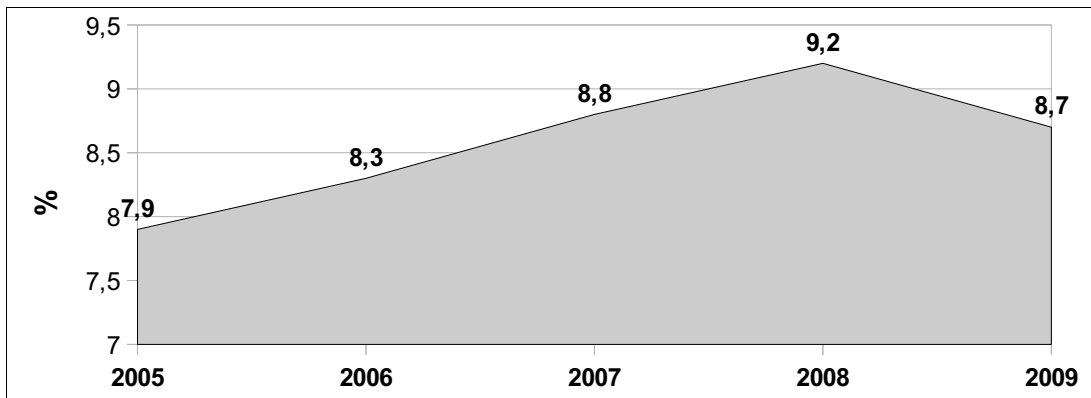


Figure 7. Employment in tourism-related industries as the fraction of total employment. Data adopted from Central Statistical Bureau of Latvia (2011, 2).

In terms of international trade, those tourism services that are sold to incoming or foreign tourists, constitute the export. Statistically, the significance of tourism industry within national export has increased over the period 2005-2009 as shown in Figure 8.

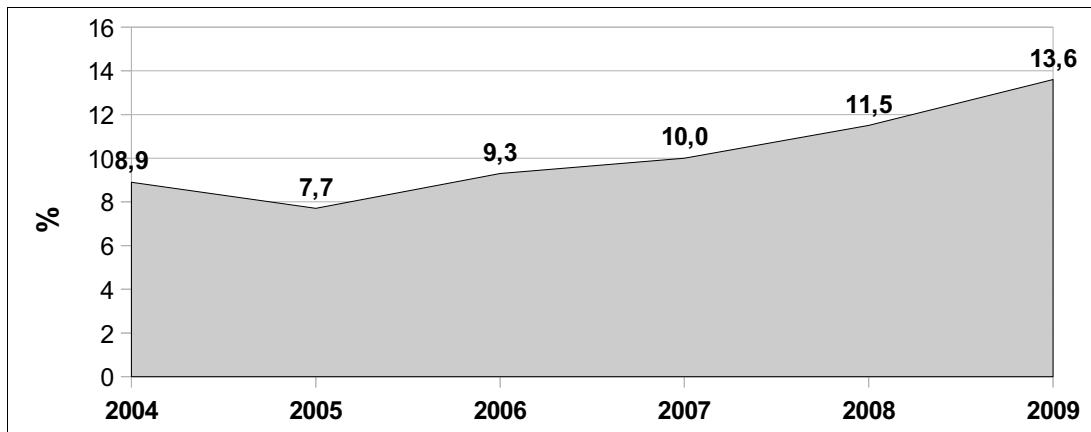


Figure 8. Fraction of tourism consumption by incoming tourists within national export. Data adopted from Central Statistical Bureau of Latvia (2011, 2).

Although, the share of tourism export within the total national export seems to be quite significant, especially during the recent years, another important, but not so satisfying indicators are the expenses of incoming tourists in Latvia and the expenses of Latvian or outbound tourists abroad. In this regard, tourism import – tourism services sold to outbound tourists from Latvia – has been exceeding the tourism export for years, as it can be seen in *Table 4*. Hopefully, this trend will change in near future. According to the information about number of foreign tourists coming to Latvia and Latvian tourist going abroad, the number of inbound tourists is higher – around 14 000 people every day. While just around 8 000 Latvian tourists are going abroad every day. This information was presented in patriotically uplifting television broadcast during the week of celebrating the Independence Day of Latvia (LNT, 2011, November 20).



*Table 4. Expenses during travelling of incoming tourists in Latvia and Latvian tourists abroad 2004-2009. Adopted from Central Statistical Bureau of Latvia (2011, 3).*

Year	Expenses of incoming tourists in Latvia		Expenses of Latvian tourists abroad	
	(million Lats)	difference compared to previous period, %	(million Lats)	difference compared to previous period, %
2004	141,9	14,1	197,5	8,2
2005	190	33,9	322	63
2006	266,2	40,1	404,6	25,7
2007	338	27	484,8	19,8
2008	403,2	19,3	585,1	20,7
2009	344,1	-14,7	408,4	-30,2

A particular characteristic of domestic tourism is revealed in *Table 5*. The fact that great majority of domestic travels are actually day-tripping without using any kind of tourism accommodation, shall be taken into account when developing any potential tourism products targeted at domestic market.

*Table 5. Domestic recreational and business travels 2005-2009. Adopted from Central Statistical Bureau of Latvia (2011, 3).*

Year	Recreational and business travels...		... including recreational day-trips without using accommodation services		Expenses during travelling		Sleepovers	
	millions	difference compared to previous period, %	millions	difference compared to previous period, %	million Lats	difference compared to previous period, %	millions	difference compared to previous period, %
2005	17	x	12,7	x	158,3	x	10,2	x
2006	18,7	10	14,4	13,4	214,4	35,4	9,5	-6,9
2007	16,4	-12,3	12,7	-11,8	273,6	27,6	8,1	-14,7
2008	14,8	-9,8	11,1	-12,6	259,3	-5,2	8,5	4,9
2009	15,9	7,4	12,3	10,8	256,5	-1,1	8,1	-4,7

## **1.2. Tourism and coastal zone – policy issues**

Miller et al. (1999, 9) suggest *tourism planning* as one of the tools, along with *tourism management* and *tourism education*, to achieve sustainable coastal tourism (see *Part I, Chapter 2.2. Sustainable coastal tourism*). Tourism planning in coastal areas shall be the result of integration between two sectors – planning of tourism industry and spatial

planning of coastal areas. This chapter provides an overview of policy issues and planning initiatives from both of these two sectors and across various levels – international, national, regional. Tourism and coastal zone planning on a local level has been explored in-depth within both of the feasibility studies further in this thesis (see *Part II, Chapter 3. Feasibility study of Frontier Surveillance Facility in Mazirbe – Results* and *Part II, Chapter 4. Feasibility study of Zenith Missile Brigade at Cirpstene – Results*).

### International policy issues

National level spatial planning, and also the subsequent regional level planning, that are described in the next chapters *National level planning initiatives* and *Regional level planning initiatives*, have been influenced by spatial coastal planning policy and recommendations, adopted on the international level.

A global policy, influencing the national level legislation and planning, is the *Agenda 21* by United Nations, whose member state Latvia is since 1991. The Chapter 17 of the *Report of the United Nations Conference on Environment and Development (1992)* sets an objective for coastal states to “commit themselves to integrated management and sustainable development of coastal areas and the marine environment under their national jurisdiction” (Chapter 17.5.) and identifies the need for “integrated policy and decision-making process, including all involved sectors, to promote compatibility and a balance of uses” (Chapter 17.5.(a)).

Latvia has ratified the *Helsinki Convention – Convention on the Protection of the Marine Environment of the Baltic Sea Area* in 1994. Therefore the recommendations, issued by the governing body of this Convention – the Helsinki Commission or HELCOM – are to be followed. Regarding the focus of this thesis, two particular HELCOM recommendations shall be referred to:

- *Sustainable and Environmentally Friendly Tourism in the Coastal Zones of the Baltic Sea Area (2000)*, and
- *Implementation of Integrated Marine and Coastal Management of Human Activities in the Baltic Sea Area (2003)*.

Latvia takes part also in an “[i]ntergovernmental multilateral co-operation of 11 countries

of the Baltic Sea Region in spatial planning and development” (VASAB, 2010), called *Visions and Strategies around the Baltic Sea 2010*. This co-operation has adopted the *Common Recommendations for Spatial Planning of the Coastal Zone in the Baltic Sea Region (1996)*, which has also influenced the national policies and regulations, related to spatial planning of coastal areas in Latvia.

Since year 2004, Latvia is a Member State of the European Union. A recommendation of European origin to take into account is the *Recommendation of the European Parliament and of the Council of 30 May 2002 concerning the implementation of Integrated Coastal Zone Management in Europe*. In broad, the recommendation suggests that Member States “take a strategic approach to the management of their coastal zones” (Chapter I), and “[i]n formulating national strategies and measures based on these strategies, Member States should follow the principles of integrated coastal zone management to ensure good coastal zone management” (Chapter II).

## National level planning initiatives

### *Latvian Tourism Marketing Strategy 2010-2015*

According to the Tourism Law (1998), “[t]ourism development policy planning documents shall be developed for the establishment and implementation of tourism policy” (Section 4(2)). Latvian Tourism Marketing Strategy 2010-2015 (LTDA, 2010) is a planning document by the Latvian Tourism Development Agency, which is a governmental agency subordinated to the Ministry of Economics, and whose job is to implement state tourism development policy and to promote development of tourism as a sector of national economy (LTDA).

The most competitive resources for the strategic Latvian tourism products are listed in this Marketing Strategy. According to the Strategy, the strategic Latvian tourism product “must be such, that:

- is most fully capable of taking advantage of Latvia's strategic resources – its cultural heritage, rich and multifarious natural scenery and thus being able to guarantee its sustainable development and rational utilisation,
- there will be an increase in demand from among European nations” (LTDA, 2010,

30).

Some of the most competitive resources for the strategic Latvian tourism products, mentioned in the Strategy, are:

- sites related to military activity (LTDA, 2010, 32),
- Baltic Sea and the Gulf of Riga coastal area, and its related habitats – a particular competitive advantage of this resource in the whole Baltic region is the fact that “[n]either Estonia nor Lithuania has such length of sandy beaches and strands” (LTDA, 2010, 34),
- specially protected nature areas, including *Natura 2000* territories – suggestion to develop and promote a branding label, called *Located in the national park or a NATURA 2000 area* (LTDA, 2010, 37).

#### *Sustainable Development Strategy for Latvia "Latvija 2030"*

First of all, the Baltic Sea coast has been declared to be an area of national interest within the Spatial Development Perspective of the Sustainable Development Strategy for Latvia “Latvija 2030” (Latvijas Republikas Saeima, 2010), which is a national level long term development planning document, according to the national development planning system (Attīstības plānošanas sistēmas likums, 2008). Areas of national interest are those areas characterized by an outstanding value and importance for sustainable development of the state, preservation of national identity, and containing important strategic resources for the development of the state. Proposed development directions for the Baltic Sea coast in this very document are the following (Latvijas Republikas Saeima, 2010, 78-79).

- To create an advantageous business environment that would ensure economic activity and employment opportunities in all coastal areas, based on integration between both, economic activities (traditional – fishing, fish processing, recreation and health resort enterprises; new – international tourism, including yacht tourism, production of alternative renewable energy) and environmental protection.
- To ensure qualitative living environment on inhabited coastal areas and to preserve the unique complexes of coastal nature, their biological diversity and ecological processes, as well as outstanding landscapes as a treasure of both, national and international, importance.

- To ensure good coastal governance by promoting cooperation among coastal municipalities, planning regions, governmental institutions and society.
- To activate cooperation in coastal development planning and realization among the Baltic Sea region states and to ensure integrated coastal and marine spatial planning.

Necessary actions by 2030, as suggested by the Sustainable Development Strategy (Latvijas Republikas Saeima, 2010, 79), are:

- development and realization of the Strategy for Spatial Development of the Coastal Area;
- development of thematic plans for various coastal-related fields, sectors and industries, for example, for flooding and erosion risk management, for coastal tourism infrastructure, for production of alternative energy;
- development of practically useful tool for prediction and modeling of coastal processes for use in spatial planning in coastal municipalities;
- development of marine spatial plan, and
- support for investments in harbor infrastructure, both for fishing and yachting.

Promotion of rural tourism development in coastal areas has been stated among necessary actions within another block of areas of national interest – Rural development areas (Latvijas Republikas Saeima, 2010, 77).

#### *Strategy for Spatial Development of the Coastal Area 2011-2017*

Strategy for Spatial Development of the Coastal Area 2011-2017 (VARAM, 2011) as one of the necessary actions required by the Sustainable Development Strategy for Latvia, got approved by the Cabinet of Ministers of the Republic of Latvia on April 20, 2011. It is a national level mid-term development planning document according to the national development planning system Attīstības plānošanas sistēmas likums, 2008). This Strategy is an inter-sectoral document of political planning that must be taken into account, when

- developing territorial local government spatial plans for coastal municipalities,
- creating future development policies of those industries closely linked with coastal development,

- creating any national level mid-term (up to 7 years (Attīstības plānošanas sistēmas likums, 2008)) development planning document (VARAM, 2011, 8).

This Strategy defines problems, that do not meet necessary solution within the scope of existing uni-sectoral policies, it sets the goals and aims of coastal spatial planning policy, it defines policy principles, necessary actions and tasks that must be met in this planning period 2011-2017 (VARAM, 2011, 8). Specific parts of it, that are most closely related to the contents of this thesis, are referred to further on.

According to the Strategy, the essential value and resource for any development in coastal areas is the *united heritage of coastal nature and culture* – both material and non-material – which is the result of interaction between peculiar natural and economic processes, predefined by the specific location – a place, where sea meets the land (VARAM, 2011, 18). It's emphasized in the Strategy, that wholesome utilization and development of the united heritage of coastal nature and culture is getting even more and more important in order to attract necessary financial resources both for the protection of this heritage and for raising its added value, since the financial resources available now are not sufficient for the preservation and necessary care for this heritage (VARAM, 2011, 19).

Special attention in the Strategy has been paid to coastal infrastructure. It's been defined as an aggregate of material objects necessary to preserve and develop in a sustainable way the united heritage of coastal nature and culture – it includes infrastructure for rescue services, fishing industry, harbor operation, tourism and other industries, as well as infrastructure for climate change adaptation and mitigation of coastal erosion impact (VARAM, 2011, 3).

One of the problem statements in the Strategy is exactly about the infrastructure and military past, that this thesis is focusing on. Any economic activity in a coastal area is largely dependent on infrastructure, that has been created on the basis of natural preconditions and political decisions. Currently existing infrastructure reflects the development directions of previous regimes, and the outer border zone of former Soviet Union, is a bright example. This outer border zone with it's special and limited access regime used to exist from 1945 to 1991 along the Baltic Sea coast and the western part of the Gulf of Riga coast, taking up to 60 % of all the coastline of the current Republic of Latvia. This zone was used primary for outer border protection and installation of

necessary infrastructure for national security purposes. Infrastructure for the purposes of economic development was a rare case. The problem today is, that a lot of this previously important military infrastructure is not taken care of and degrade the landscape in many cases (VARAM, 2011, 23-24).

Taking into account the infrastructure-related problems, mentioned before, one of the tasks, set out in the Strategy, is to develop qualitative coastal infrastructure that would encourage economic activity, improve coastal access and mitigate climate change impact. These plans for infrastructure development include also public infrastructure network for tourism purposes, such as equipped car parking lots, coastal access roads for emergency transportation, handicapped people and for transportation of excess size sport equipment, cycling and hiking paths, beach equipment etc. According to the Strategy, special attention shall be paid for such infrastructure developments that would encourage greater diversity of tourism products and coastal tourism activity all year round. To identify the most urgent places, where such infrastructure is necessary, and to develop a national level thematic plan for coastal infrastructure are the first step to be done. Development of the thematic plan has been scheduled for the second half of year 2013, and the beginning of coastal infrastructure projects' realization for the first half of year 2014. (VARAM, 2011, 33-35, 41)

Degraded areas also enjoy a definition within the Strategy.

A degraded area is an area with destroyed or damaged soil layer, abandoned buildings, abandoned areas of mineral deposit extraction operations, military operations, or polluted areas that have an impact or potentially could have an impact on the ability of soil to ensure its functioning, on environment, on human health and security, as well as on landscape and the united heritage of coastal nature and culture (VARAM, 2011, 3).

In order to reduce or at least not to expand human impact on natural coastal ecosystems, it is suggested in the Strategy, that it is the competence of local coastal municipalities to identify degraded areas within their municipal territory and to rule that, in case of any new development, the degraded areas shall be utilized in the first place, by revitalizing them (VARAM, 2011, 39).

## Regional level planning initiatives

### *Kurzeme Tourism Development Plan 2002-2012*

Kurzeme Tourism Development Plan 2002-2012 is a development planning document, created by the representatives of tourism industry in Kurzeme region (KTA, 2002).

In this Development Plan, the coastal zone has been recognized as one of the strategic tourism resources of the region. Based on this resource wholly or partly, the development of two top priority tourism routes is suggested by this Plan. Proposed tourism infrastructure developments aim to upgrade the Baltic Sea coast as the most competitive ecotourism area in the region. (KTA, 2002, 30, 37)

This Plan introduces a term of *sustainable tourism development*. It is a development that fulfills the present needs of tourists, tourism entrepreneurs and local people (tourists, private sector brokers and locals, according to Broker-Local-Tourist model, see *Figure 4* (Miller, 2008, 71)), and also preserves and increases tourism development opportunities in the future (KTA, 2002, 3).

As a particular opportunity and a challenge for tourism developers today is seen the fact, that the Baltic Sea coast has been inaccessible for tourists for nearly 50 years, until 1991, due to its primary use for Soviet Union's border control and military purposes. On the one hand, it is an opportunity, because the area is open today and causing curiosity and interest in tourism markets. On the other hand, it is a challenge, because tourism infrastructure there has to be developed from zero. (KTA, 2002, 8)

### *Kurzeme Regional Development Strategy 2004*

Kurzeme Regional Development Strategy (Iris consulting, Kurzemes reģiona attīstības aģentūra, & Reģionālās attīstības un pašvaldību lietu ministrija, 2004) was developed 6 to 7 years before currently topical national level development planning documents, as are the before mentioned “Latvija 2030” (Latvijas Republikas Saeima, 2010) and the Strategy for Spatial Development of the Coastal Area 2011-2017 (VARAM, 2011).

Within the Kurzeme Regional Development Strategy tourism has been seen as a tool to encourage development of rural areas. Improvements of tourism infrastructure and diversification of tourism products were named as necessary actions to be done in order to



extend tourism season. Some attention was paid to the coastal areas at the Baltic Sea and the Gulf of Riga. The idea was to develop these areas as an attractive tourism destination by avoiding adverse impacts on coastal environment and its unique values. (Iris consulting et al., 2004)

In general, tourism issues were touched just slightly in this planning document, in year 2004. While it expressed the desirable development ideas, it did not provide a clear plan of how and who will bring these ideas into reality. Coastal zone as a tourism resource was simply named without analyzing particular coastal issues related to potential grow of tourism in the area.

#### *Spatial Plan of Kurzeme Planning Region 2006-2026*

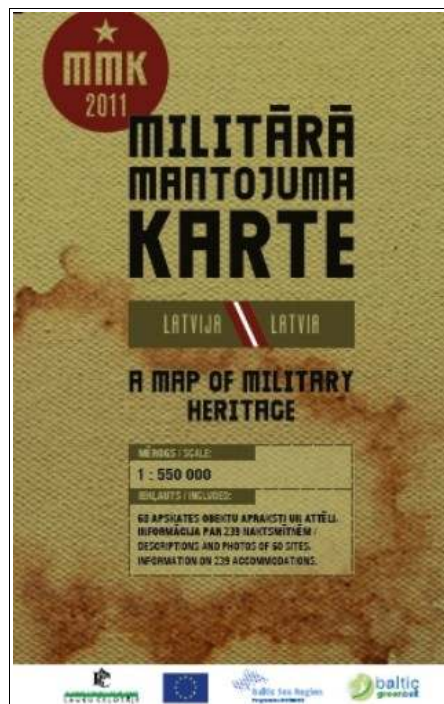
Spatial Plan of Kurzeme Planning Region 2006-2026 is a regional level long term territorial planning document (Spatial Planning Law, 2002; Attīstības plānošanas sistēmas likums, 2008). This document came out in 2007. It was before the Strategy for Spatial Development of the Coastal Area 2011-2017 (VARAM, 2011). But, since it is a long term planning document, these two documents are to co-exist for the next 6 years.

Probably in the expectations of coming soon Strategy for Spatial Development of the Coastal Area 2011-2017 (VARAM, 2011), the Spatial Plan of Kurzeme Planning Region 2006-2026 does not pay much attention to coastal issues. It simply admits the specific, diverse character of coastal areas, that requires special, interdisciplinary planning approach (Latvijas Universitāte & Kurzemes reģiona attīstības aģentūra, 2007a). It also provides a list of guidelines for planning of coastal areas at the Baltic Sea and the Gulf of Riga (Latvijas Universitāte & Kurzemes reģiona attīstības aģentūra, 2007b). One of those guidelines suggests that the potential long term impact on coastal environment, including its landscape and cultural heritage, must be estimated for any coastal tourism development.

### **1.3. Military heritage tourism initiatives in Latvia**

In recent years, there have been several notable initiatives in Latvia, that tend to promote former military sites as tourism attractions. These initiatives have also partly inspired the choice of this thesis topic.

Military heritage tourism has been actively promoted by tourism brokers from non-governmental sector (see *Figure 4*). Latvian professional rural tourism association “Countryside Traveller” has released “A Map of Latvia's Military Heritage” (LLTA “Lauku ceļotājs”, 2011a) that invites travelers to visit sites with military history (see *Figure 9*). Tourism services, such a guided tours or special events, are offered at part of those sites, but there are also sites included in the Map, that are marked with a warning, that “facility inaccessible or obviously dangerous” (LLTA “Lauku ceļotājs”, 2011a). The Map is a result of military heritage sites' survey, completed as an activity in INTERREG IVB Baltic Sea Region Programme Project *The Baltic Green Belt Project (2009–2012)*. After this survey also a database of military heritage sites was created and is now publicly available on “Countryside Traveller's” website (LLTA “Lauku ceļotājs”, 2009-2010a). The database contains more than 100 military heritage sites, both in coastal areas and also located more inland.



*Figure 9. The title cover of “A Map of Latvia's Military Heritage” (LLTA “Lauku ceļotājs”, 2011a).*

Brand new is the initiative by Øhavsmuseet, Department Langelands Museum in Denmark, and the Baltic Initiative and Network, that have prepared a “Travel Guide. Traces of the Cold War Period. The Countries around the Baltic Sea.”

“The main objective of this book is to strengthen mutual understanding between

neighbouring countries around the Baltic Sea through an exchange of information on their recent history, not least an understanding between the former Soviet countries (and their satellite states) and the western countries. The idea is that history should be told from the historically valuable sites at which historic events took place. So plan a trip to your neighbouring countries and visit the sites and museums that offer information on the region's recent history and experience the historic atmosphere that can be found on the sites.”(Rasmussen, 2010, 7)

Several military heritage sites in Latvia are represented in the book along with those from other European countries. It seems, that in case of this publication the main focus is on history lessons and tourism. Baltic Sea factor rather has the role of regional co-operation in publishing the book, than major thematic relevance.

Yet another, pan-European military heritage initiative takes place also in Latvia. It is the cycling route *Euro Velo 13 – the Iron Curtain* (see *Figure 10*).

“The Iron Curtain divided the Communist bloc from the capitalist West for half a century and instilled fear into a generation of Europeans. Now, twenty years after its fall, the former “death strip” will become a tourist cycling and hiking trail called the “Iron Curtain Trail”. The new cycle trail, which will run 7,000 km (4,350 miles) from the Barents Sea in the north to the Black Sea in the south, is aimed at promoting cross-border eco-tourism along the former militarised zone. Throughout its course, the route passes not only former monuments and memorials but also unique natural biotopes that evolved due to the decade-long isolation of the border strip.

In 2005, the European Parliament officially acknowledged the project as an example for Soft Mobility and as a symbol of the reunification of Europe and proposed to define it as the 13th long-distance route among the already existing 12 EuroVelo routes in Europe. The “Iron Curtain Trail”, likely to be the longest heritage trail in the world, will preserve the memory of Europe's past and be a symbol of European reunification.” (Cramer, -a)

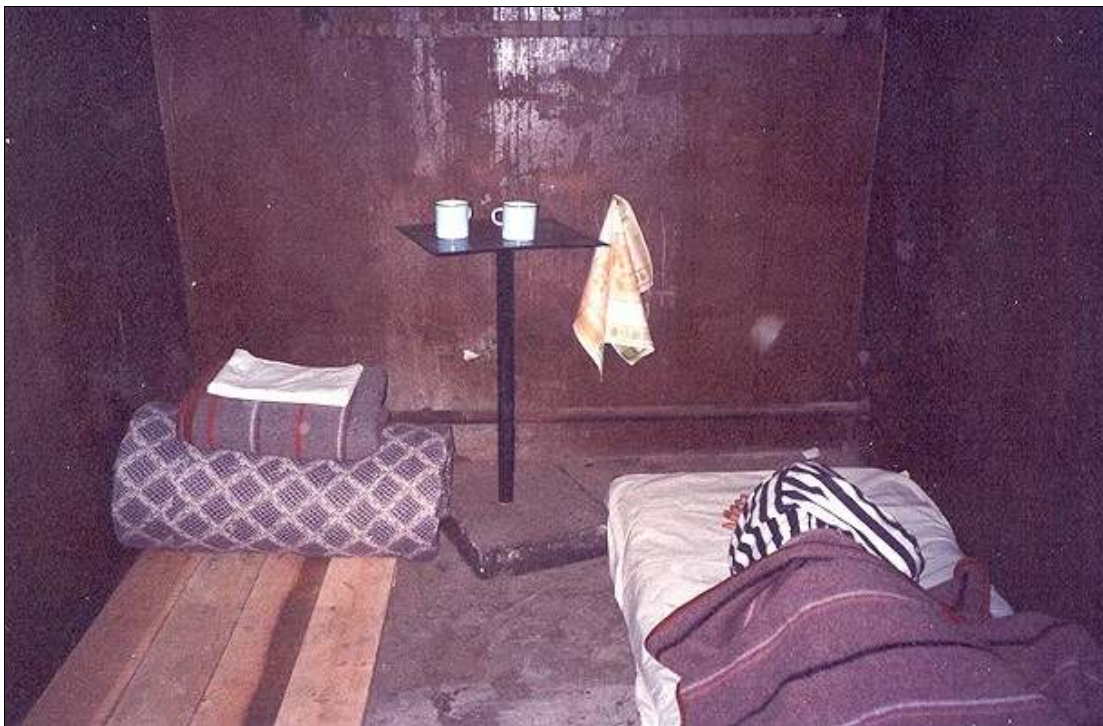


Figure 10. The map of the "Iron Curtain Trail" (Cramer; -b).

Even years before the above-mentioned initiatives, a popular attraction and a success story in Latvian national tourism industry has been Karosta military prison, which is a part of Naval Port, as they say “the largest historical military territory in the Baltic” (Karosta). Karosta, as an interesting military heritage site to visit, is also on the way, when cycling the



“Iron Curtain” route (Cramer, -a, 6-7) or when following the “Travel Guide. Traces of the Cold War Period. The Countries around the Baltic Sea.” (Rasmussen, 2010, 102). It is located in Liepāja, one of two major cities in Latvia at the Baltic Sea Coast. During its years of military operation, Karosta prison used to be “a place to break people’s lives and suppress their free will” (Karostas Cietums, b), but today it offers a wide range of experiences for tourists. In 2007 *The Guardian* included Karosta prison as the 3<sup>rd</sup> one in the list of *Five arresting stays: Five jail-themed hotels around the world* (Guardian News and Media Limited, 2007) (see *Figure 11*), which was, of course, very flattering for a local NGO, named “KGB”, that is responsible for tourism development in Karosta (Krafte, 2007) (the full name of the NGO in Latvian is “Karostas glābšanas biedrība”, in translation to English “Society for Saving Karosta”, but at the same time the abbreviation KGB is also for the “foreign intelligence and domestic security agency of the Soviet Union” (KGB, 2011)).



*Figure 11. Lodging in Karosta military prison (Krafte, 2007).*

Apart from Karosta, there are also other successful examples of military heritage sites, that have been turned into tourism attractions and offer experiences and services for travelers. To mention just a few, there are:

- park and museum to commemorate Christmas battles in 1916, where the largest

mock-up of a battle site in Latvia has been constructed and range of experiences are offered to visitors,

- Zeltiņi nuclear missile base, that was shut down on 1989 and now is available for public with guided and adventurous tours on offer,
- the secret bunker for Soviet senior military and civilian personnel to be used in case of nuclear or chemical war, secretly built underneath Līgatne Rehabilitation Centre – it has been opened for public only in 2003 and its authentic equipment has survived until today; upon request Soviet-style lunch is on offer for visitors,
- Irbene radio telescopes used to be so extremely secret Soviet military facility, used for espionage, that public learned about it only in 1993, just a year before the leave of Russian army; now it is inhabited by Ventspils International Radio Astronomy Center, that is using it for cosmic research, and guided tours are on offer for visitors.

(LLTA “Lauku ceļotājs”, 2011a)

At the same time, there used to be impressive sites and objects with military history, that would have made excellent tourist attractions today, but they got destroyed after the renewal of independence in 1991. Among them are nuclear submarines, that used to be in Liepāja. They had become old and useless, and therefore got cut into pieces and sold as scrap metal. If these submarines had not been destroyed, they could retire, serving as tourism attractions, such as the Estonian submarine “Lembit” in the Hydroplane port in Tallinn and the Danish submarine “Springeren” in the Cold War Museum “Langlandsfort” in Bagenkop (Rasmussen, 2010). Another reason for purposeful destruction after renewal of independence was the need for national-patriotic up-lifting events. To celebrate the leave of Russian army, Radio Location System “Dnestr” in Skrunda town, whose job was to detect ballistic missile attacks, got publicly detonated as a symbol of Soviet occupation on May 4, 1995, which was the 5<sup>th</sup> anniversary of declaring independence in 1990 (Gorbunovs, 1995). In fact, that was just one of several Radio Location Systems there, and the rest kept operating until the end of 1998, and were totally dismantled in 1999 (InDustReality, 2007). The author of this thesis remembers the day of Skrunda's Radio Location System's detonation as a celebration day at school, when nobody cared about regular classes, children were making drawings of the unlucky *Skrundas lokators* (a common Latvian name for the Radio Location System “Dnestr”), TVs were on and music

and Latvian flags were all around. Today, detonation of *Skrundas lokators* receives criticism from the side of tourism industry (Guntars Seilis, director of Ventspils Tourism Information Centre, oral reference, 1st of August 2011). Many other former military sites did not get purposefully destroyed by state or local governments, but were left to decay for too long and therefore experienced plunder and destruction. A closed, self-sufficient and totally secret military town, that served the Irbene radio telescopes, has followed that kind of destiny.

When reviewing the database of military heritage sites by the “Countryside Traveller” (LLTA “Lauku ceļotājs”, 2009-2010a), it becomes clear, that there still are authentic military heritage resources available for creation of more success stories for Latvian national tourism industry as well as for preservation of cultural heritage, that will hopefully bring a benefit also to the local economy, society, and sustainable management of coastal areas in general. For this thesis, military heritage is seen in its broader meaning, including physical and also intangible remains of military past, that are all heritage in their essence, but not all of them enjoy the legal status of being a cultural heritage monument officially (State Inspection for Heritage Protection). For example, Karosta military prison enjoys the official status being architectural monument of local significance (VKPAI, 2010a), and it is not the only officially protected object within Karosta Naval Port (VKPAI, 2010b). But if we look at the “Map of Latvia's Military Heritage” (LLTA “Lauku ceļotājs”, 2011a), most of military heritage sites, promoted there, are not officially recognized as heritage. No legal cultural heritage monument status can be even beneficial for creation of new tourism products, because sites, that do not enjoy official protection, have less restrictions for their development and use. In a way, putting into use an abandoned heritage site, that does not enjoy any legal protection status, is also a way of conservation (see *Chapter 3.1. Military heritage as a tourism resource*).

The Director of Tourism Information Centre (a municipal entity representing public sector – see *Figure 4*) in Ventspils, one of two major cities in Latvia at the Baltic Sea Coast, holds an opinion, that military heritage tourism is a very small niche and will never make a big market, because in coastal areas beach is the main attraction, and if there are any exciting military heritage sites to visit, then they will be only additional objects of interest, but not the main attraction (Seilis, 2011). City of Ventspils markets itself as a family-friendly tourism destination, and great deal of tourism infrastructure built there and tourism

attractions created are meant to entertain children and provide families with possibilities to spend nice time together. According to Seilis (2011), in military heritage tourism development and marketing initiatives would be interested those municipalities, that would like to develop tourism, but don't have many other tourism resources and attractions.

Latvian professional rural tourism association “Countryside Traveller”, a tourism broker of non-governmental sector, suggests a simple evaluation system (see *Table 6*), consisting of 9 criteria, for assessing how suitable military heritage sites are for their involvement in tourism as attractions and creating a tourism product, using them as a tourism resource.

*Table 6. Evaluation system for assessing the suitability of military heritage sites for tourism. Adopted from (LLTA "Lauku ceļotājs", 2011b).*

<b>Criteria</b>	<b>Actual situation</b>	<b>Grade</b>
<i>Physical safety</i>	Safe No visible threats Not safe	1 0 <b>If not safe, the site is recognized as unsuitable and excluded from further assessment</b>
<i>Find-ability</i>	Easy to find Hard to find	1 0
<i>Accessibility</i>	Easy to access Hard to access	1 0
<i>Tourism infrastructure</i>	Some infrastructure No infrastructure	1 0
<i>Availability of local guides</i>	Guides available No guides	1 0
<i>Uniqueness</i>	Unique Not unique	1 0
<i>Historical value</i>	Valuable Not valuable	1 0
<i>Landscape</i>	Attractive Degraded	1 0
<i>Availability of information</i>	Information available Information not available	1 0



The authors of the evaluation system do admit, that the criteria as well as their assessment are rather subjective. But they also argue, that, in sum, the system provides some understanding of how suitable the object is for its involvement in tourism. They suggest, that those former military sites, that collect at least 4 points according to this evaluation system, are good enough to display them as tourism attractions and to develop further.

While selecting the two military heritage sites for conducting the feasibility study (see *Part II. FEASIBILITY ANALYSIS*), the author of this thesis visited on site 6 places and tried to conduct a preliminary assessment, as suggested in *Table 6*. The results of this assessment are presented in *Table 7*. *Zenith Missile Brigade at Cirpstene* and *Frontier Surveillance Facility in Mazirbe* received the highest total grades, according to this evaluation system. These sites also have been chosen for further feasibility study in this thesis.

Table 7. Example of assessing the suitability of military heritage sites for tourism according to evaluation system by "Countryside Traveller".

Criteria	Actual situation	Former military sites					
		<i>Zenith Missile Brigade at Cirpstene</i>	<i>Coastal defence battery No. 46 at Ventspils</i>	<i>Military housing estate at Irbene radio telescopes</i>	<i>Coastal defence battery at Olmani</i>	<i>Frontier Surveillance Facility in Lielirbe</i>	<i>Frontier Surveillance Facility in Mazirbe</i>
<i>Physical safety</i>	Safe						1
	No visible threats	0			0		
	Not safe		Not safe!	Not safe!		Not safe!	
<i>Find-ability</i>	Easy to find	1		1			1
	Hard to find		0		0	0	
<i>Accessibility</i>	Easy to access	1			1	1	1
	Hard to access		0	0			
<i>Tourism infrastructure</i>	Some infrastructure						1
	No infrastructure	0	0	0	0	0	
<i>Availability of local guides</i>	Guides available	1	1	1			1
	No guides				0	0	
<i>Uniqueness</i>	Unique	1	1	1	1		
	Not unique					0	0
<i>Historical value</i>	Valuable	1	1	1	1	1	1
	Not valuable						
<i>Landscape</i>	Attractive				1		very subjective
	Degraded	0	0	0		0	
<i>Availability of information</i>	Information available	1	1	1	1	1	1
	Information not available						
Total grades:		6	4 but not safe!	5 but not safe!	5	3 but not safe!	7

After practically applying the evaluation system, provided by the “Countryside Traveller”, the author can agree, that this system can be helpful in decision-making, but it is undeniably very subjective. What is more, the system is lacking important criteria, and the significance of several suggested criteria is being exaggerated.

The first criticism goes to the fact, that the system suggests to excluded an object from further assessment, if it is not safe. But what, if it is very unique, if it already attracts curious people, if it is located close to tourism markets, if there is an interest from potential developer, and alike? Shall one exclude it from any further considerations, just because it is not safe? No. The safety aspect, just like those of find-ability, accessibility, tourism infrastructure, availability of guides, landscape quality, and availability of information all can be improved with management tools and practices. The only more or less fixed criteria are uniqueness and historical value.

Secondly, the most important criteria, that is not included in the system is the **willingness of a property owner** to develop tourism at the site. If a property owner, be it a private owner or local municipality, or even a state, is willing to develop and promote tourism in the area, then it makes sense work with the site further. But, if not, then tourism routes shall be directed elsewhere. Because tourists are curious people, they seek experiences, adventures and value for time and money, that they have invested in their travel. The curiosity of tourists can be annoying to property owner or local inhabitants in places, where tourist is not a welcome guest. Therefore there shall be no tourism promotion activities by non-governmental sector brokers, as well as public and private sector brokers, towards places and objects, whose legal owner is not interested in seeing tourists around.

Thirdly, for those military heritage sites, that are located near the coastline, important criteria will be the **threats of coastal erosion**. If the coastal erosion is an important issue, at the site, then nearly the only possible tourism development can be inclusion of the site in tourism routes for hikers or bicyclers, or using it as a sightseeing spot during guided excursions of special interest. The Northern Forts of Liepaja are a good example of such *coastal erosion - military heritage site – tourism* interaction. As it can be seen in *Figure 12*, these structures are heavily affected by the coastal erosion. But at the same time they are accessible to public, guided tours are on offer, and they even serve as a stage for an the interactive show with the participation of visitors – “Escape from USSR” (Karostas

Cietums, a; LLTA “Lauku ceļotājs, 2011a). According to Strömberg, such use of a military heritage site is “a lower degree of preservation which offers a secure and aesthetically considered decay” Strömberg (2010, 644-645). In the conditions of coastal erosion, as is the case with Northern Forts of Liepāja, an “aesthetically considered decay” is probably the most suitable approach to preservation and tourism product development, taking into account not only potential costs of erosion prevention, but also the natural dynamics of coastal processes.



*Figure 12. Coastal erosion at the Northern Forts of Liepāja. Adopted from Metrum (2007b).*

Having the overview of recent military heritage tourism initiatives in Latvia, and understanding the niche of military heritage tourism under the umbrella of tourism industry in general, this thesis concentrates on two coastal military heritage sites:

- Frontier Surveillance Facility in Mazirbe (LLTA “Lauku ceļotājs”, 2009-2010b), and
- Zenith Missile Brigade at Cirpstone (LLTA “Lauku ceļotājs”, 2009-2010c) (see *Figure 24*).

These sites have been selected from the database of military heritage sites by the “Countryside Traveller” (LLTA “Lauku ceļotājs”, 2009-2010a). They have been chosen for the purposes of further feasibility study, because both of them are currently underutilized,

there are no tourism services available on site, they are located in rural coastal areas, they both are included in the “Map of Latvia's Military Heritage” (LLTA “Lauku ceļotājs”, 2011a), and none of them is threatened by coastal erosion and flooding in foreseeable future, which is a serious issue in many places along the coast of Latvia (Eberhards & Lapinskis, 2007; Eberhards, 2008; Vides ministrija, 2007). For example, a coastal defense battery at Jūrkalne was also included in the database of military heritage sites and illustrated with a photo (LLTA “Lauku ceļotājs”, 2009-2010d), but on March 5, 2010, a feedback was posted, that the battery in the illustration has already been taken by the sea (LLTA “Lauku ceļotājs”, 2009-2010e). Might it become an interesting object for divers or underwater archeologists anytime in future?

In a way, this thesis is the author's personal initiative for military heritage sites' resurrection as tourism products and for sustainable management of coastal natural and cultural resources for the benefit of local society.



## Chapter 2. Methods of feasibility analysis

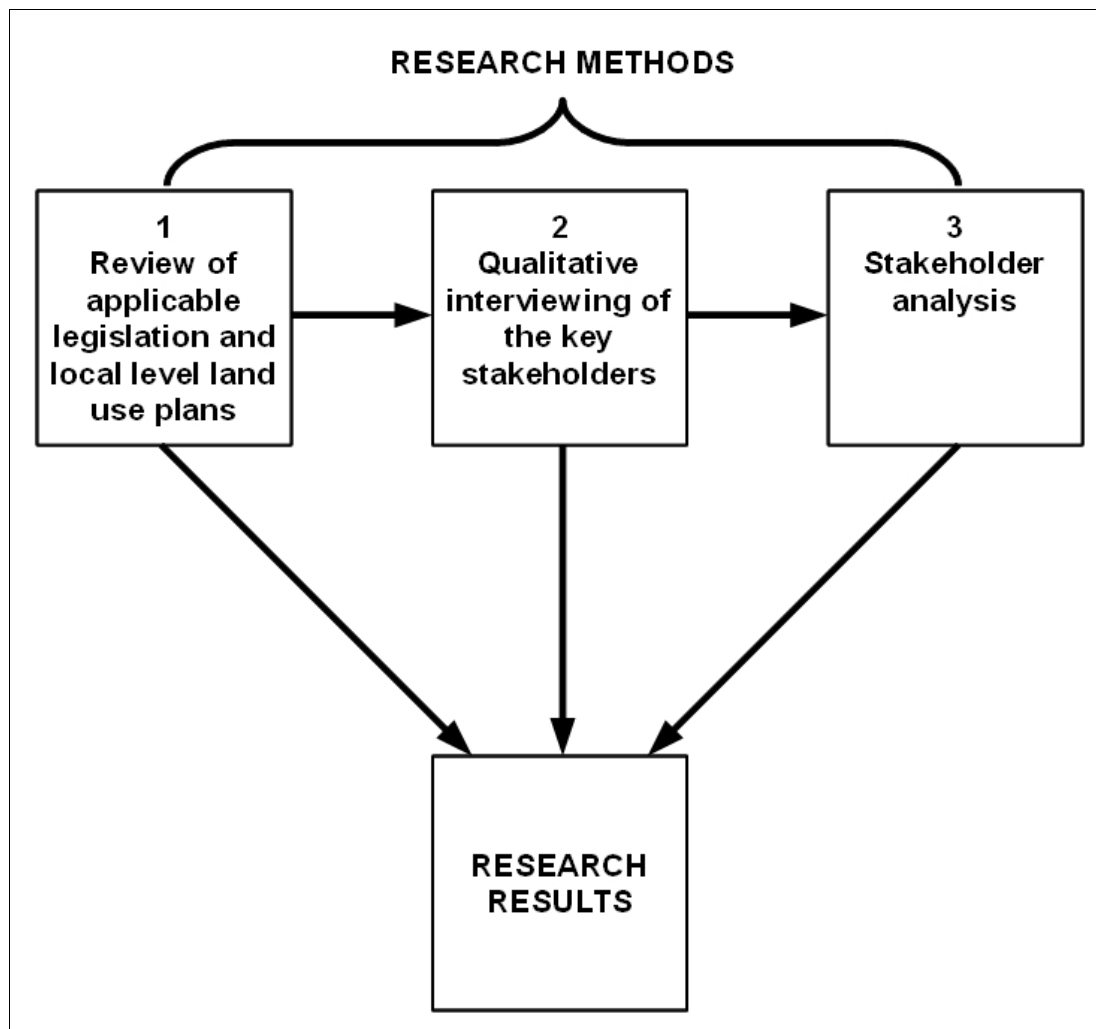
This feasibility study is aimed primary for the audience of tourism brokers (see *Figure 4*). Therefore, the methods chosen are such that provide practically useful results for a tourism broker, who hypothetically wants to start to develop a tourism product, based on a military heritage, located in a coastal area, as a tourism resource.

Miller et al. (1999, 7) have wisely stated, that “[i]n working toward more sustainable coastal tourism, an understanding about people-place and people-people interactions would be beneficial”. In total, three different methods help to gain such an understanding and apply to this research following one another:

- 2.1. Review of applicable legislation and local level land use plans,
- 2.2. Qualitative interviewing of the key stakeholders, and
- 2.3. Stakeholder analysis.

In addition to the three research methods, several field trips have been undertaken in order to visit the military heritage sites in question, to conduct interviews and to collect supplementary information.

The sequence of these research methods represents the way, how these methods interact, add to each other, and produce research results in the end (see *Figure 13*). The use of the first method *2.1. Review of applicable legislation and local level land use plans* forms the fundamental basis for the whole research. After applying the first method, the interview questions for the second method *2.2. Qualitative interviewing of the key stakeholders* were developed, taking into account the research results provided by the use of the first method, and also taking into account the necessary data input for the following third method. Qualitative interviewing has been chosen as the second method to apply, because “[w]e interview people to find out from them those things we cannot directly observe” (Patton, 1990, 278). In this case, interviewing helps to find out those things, that could not be learned from reviewing the applicable legislation and local level land use plans. Finally, the third method *2.3. Stakeholder analysis* was applied on the basis of information gathered during the process of qualitative interviewing.



*Figure 13. Interaction between research methods and research results.*

The use of these methods contributes to answering the four research questions of this study. Connection between particular research questions and research methods can be seen in *Table 8*.



Table 8. Methods for answering each research question (cells, marked with grey background and X, indicate the connection between a research question and a method).

Research methods → Research questions ↓	2.1. Review of applicable legislation and local level land use plans	2.2. Qualitative interviewing of the key stakeholders	2.3. Stakeholder analysis
1 What is the land ownership of the military heritage sites?		X	
2 What kind of land use is permitted in the vicinity of a military heritage site?	X		
3 What are the opportunities and constraints of land use in the vicinity of a military heritage site, set by planning documents, legislation and other local factors?	X	X	X
4 Is there a potential for private, public, or private and public partnership initiative to develop and run a tourist attraction, based on a specific military heritage site?		X	X

## 2.1. Review of applicable legislation and local level land use plans

### Necessary data input

- For the purposes of this study as *applicable legislation* are considered only those legislation acts, that very specifically state what is permitted and what is not, what are the opportunities and constraints, regarding land use and tourism at the sites of interest. Any other legislation acts, that also apply, but just generally provide a conceptual framework of order in place, are not considered applicable for this study.

- *Territorial local government spatial plans* (Spatial Planning Law, 2002) for the areas, where the selected military heritage sites are located, are data of an essential importance for this study. These data are very suitable for analysis regarding tourism and military heritage sites, because they contain not only detailed territorial local government level requirements and restrictions of land use, but, at least in theory, also those of higher level spatial plans, such as planning region level and national level. In addition, it is the duty of local governments to determine tourism development possibilities within their spatial plans (Tourism Law, Section 8. 1)). Each of these territorial local government spatial plans consist of three parts:
  - *an explanatory part*,
  - *a graphical representation* – legally binding,
  - *utilization and construction rules* – legally binding.

The latter two legally binding documents have a status of a legislation, issued and approved by the local government. But for the purposes of this thesis they have been analyzed as a particular source of data apart from state level legislation.

- In case, if the military heritage site of interest is located within a specially protected nature territory, also the *nature protection plan* of the respective territory is applicable source of data, regarding land use. The legal status of the nature protection plan is not equipollent (On Specially Protected Nature Territories, 1993). The plan has merely a role of recommendation in protected area management and when developing such binding documents as *individual protection and use regulations of the respective specially protected nature territory* and territorial planning documents. But at the same time nature protection plan is a binding document for those natural and legal persons, who are landowners within a specially protected nature territory.

#### Data used for

#### *Chapter 3. Feasibility study of Frontier Surveillance Facility in Mazirbe – Results*

- Applicable legislation, issued by the national government:
  - Protection Zone Law (1997),
  - Law On Environmental Impact Assessment (1998),
  - Cabinet Regulation No. 83: Procedures for the Environmental Impact

- Assessment of an Intended Activity (2011),
  - Cabinet Regulation No. 91 about technical provisions for actions that do not require environmental impact assessment (Ministru kabineta noteikumi Nr. 91),
  - Construction Law (1995).
- Territorial local government spatial plan:
  - Explanatory part of Dundaga district Kolka parish territorial local government spatial plan (Dundagas novada Dome, 2010a),
  - The graphical representation of planned (permitted) utilisation of Mazirbe village territory in Kolka parish, Dundaga district (Dundagas novada Dome, 2010b),
  - Utilization and construction rules of Dundaga district Kolka parish territorial local government spatial plan (Dundagas novada Dome, 2010c).
- Legislation and planning documents, related to the specially protected nature territory – Slitere National Park:
  - the law On Slitere National Park (Slīteres nacionālā parka likums),
  - Individual Protection and Utilization Rules of Slitere National Park (Ministru kabineta noteikumi Nr. 116),
  - Proposed amendments of the law On Slitere National Park and Individual Protection and Utilization Rules of Slitere National Park (Nature Conservation Agency, 2010, Chapter 4),
  - Slitere National Park Nature protection plan (Nature Conservation Agency, 2010).

Data used for

#### *Chapter 4. Feasibility study of Zenith Missile Brigade at Ķirpstone – Results*

- Applicable legislation, issued by the national government:
  - Protection Zone Law (1997),
  - Law On Environmental Impact Assessment (1998),
  - Cabinet Regulation No. 83: Procedures for the Environmental Impact Assessment of an Intended Activity (2011),
  - Cabinet Regulation No. 91 about technical provisions for actions that do not

- require environmental impact assessment (Ministru kabineta noteikumi Nr. 91),
  - Construction Law (1995),
  - Law on Forests (2000).
- Territorial local government spatial plan legally in force in the beginning of the writing of this thesis:
  - Explanatory part of Varve parish territorial local government spatial plan 2004-2016 (Arhitektu birojs Rija, 2005),
  - The graphical representation of planned and permitted utilisation of Cirpstene village territory in Varve parish (Vārves pagasta padome, 2007),
  - The map of Varve parish territory planned utilisation (Arhitektu birojs Rija, IT Fabrika, 2005),
  - Utilization and construction rules of Varve parish territory (Vārves pagasta darba grupa, 2005).
- The new territorial local government spatial plan, that entered into force during the writing of this thesis and substituted the spatial plan previously in force:
  - Explanatory part of Varve parish territorial local government spatial plan (Ventspils novada dome, 2011a),
  - The graphical representation of planned (permitted) utilisation of Varve parish territory in Ventspils district (Ventspils novada dome, 2011b),
  - Utilization and construction rules of Varve parish territorial local government spatial plan (Ventspils novada dome, 2011c).

### Limitations of this research method

Laws change often. Also the land use plans are open for modifications, both when their legal term expires and also by exceptional amendments. Therefore results, gained by this method will be fully up-to-date only as long as any of the data used will get amended or otherwise modified.

## 2.2. Qualitative interviewing of the key stakeholders

### Useful techniques of qualitative interviewing

Patton (1990, 280) distinguishes “three basic approaches to collecting qualitative data through open-ended interviews. (..) The three choices are these:

- 1) the informal conversational interview,
- 2) the general interview guide approach, and
- 3) the standardized open-ended interview.”

Patton's descriptions of these three approaches and comments on how they were applied for the purposes of this research are to follow.

“The *informal conversational interview* relies entirely on the spontaneous generation of questions in the natural flow of an interaction, typically an interview that occurs as part of ongoing participant observation fieldwork.” (Patton, 1990, 280)

Such an approach was used in the phase of pre-research exploration during field trips, when various random people were talked to, that were related to some extent either to some coastal area, to a particular military heritage site or to the tourism industry. During this phase the two military heritage sites – Frontier Surveillance Facility in Mazirbe and Zenith Missile Brigade at Cirpstene – were chosen as research objects to study in this thesis. As far as further interviewing process was concerned, relatively important criteria when selecting the two coastal military heritage sites for further study was the responsiveness of the random interviewees, that got involved in the informal conversations. It was important, because they were potential interviewees for the core research. Using the informal conversational interview approach on early stages of the evaluation is also one of the advices by Patton (1990, 287). Descriptions of the next two approaches follow here.

“The *general interview guide approach* involves outlining a set of issues that are to be explored with each respondent before interviewing begins. (..) The interview guide simply serves as a basic checklist during the interview to make sure, that all relevant topics are covered. The interview guide presumes, that there is common information that should be obtained from each person interviewed, but no set of standardized questions are written in advance. The interviewer is thus required to adapt both the wording and the sequence of questions to specific respondents in the context of the actual interview.” (Patton, 1990, 280)

“The *standardized open-ended interview* consists of a set of questions carefully worded and arranged with the intention of taking each respondent through the same sequence and asking each respondent the same questions with essentially the same words. Flexibility in probing is more or less limited, depending on the nature of the interview and the skills of interviewer. The standardized open-ended interview is used when it is important to minimize variation in the questions posed to interviewees.” (Patton, 1990, 280-281)

During the core research, the approaches of general interview guide and standardized open-ended interview got combined. Combining these approaches is also suggested by Patton (1990, 287) as a possible technique. On the one hand, the interviewing sheets used in interviews (*Appendix 1 & Appendix 2 – B. & D.*) functioned as quite detailed interview guides, still providing the possibility for an interviewer to build a freely flowing conversation, while focusing on a particular topic of interest. On the other hand, the questions in interviewing sheets were precisely developed and carefully worded. Also, the underlying context of the question was described in writing at the each question, that required a context description to be fully understood (for example see *Appendix 1 A. Questions to the local municipality*). The design and contents of each interview was tailored individually for each interviewee, taking into account his/her status as a stakeholder. Therefore there existed quite a variation among the contents of various interviews. But still, there were some standardized questions, that were asked in a similar way during all interviews in order to obtain information that can be compared among the cases and interviewees. In a way, those standardized questions reflected research questions of this study (see *Introduction* or *Table 8*). For example:

- *Research question Nr. 3*: What are the opportunities and constraints of land use in the vicinity of a military heritage site, set by planning documents, legislation and other factors?
- *An interview question* – What obstacles has the local municipality been encountering, when reaching towards its vision for future development of former military heritage sites?

Since each interviewee received a special treatment, depending on his/her status as a stakeholder, the way, how qualitative interviewing as a method of inquiry has been applied in this research is similar to *elite interviewing*, as it is defined by Dexter (1970). He says

that the elite interview “is an interview with any (..) interviewee who in terms of the current purposes of the interviewer is given special, non-standardized treatment” (Dexter, 1970, 5). The special, non-standardized treatment means “stressing the interviewees definition of the situation, encouraging the interviewee to structure the account of the situation”, and “letting the interviewee introduce to a considerable extent (..) his notions of what he regards as relevant, instead of relying upon the investigator's notions of relevance” (Dexter, 1970, 5). Moreover, “[i]n elite interviewing (..) the investigator is willing, and often eager to let the interviewee teach him, what the problem, the question, the situation, is” (Dexter, 1970, 5). Within the scope of this research, this particular characteristic of the elite interviewing is even represented by one of the core research questions – the Research question Nr. 3 and it's subsequent interview question, as shown in the example above.

### Interviews conducted

For *Chapter 3. Feasibility study of Frontier Surveillance Facility in Mazirbe – Results:*

- Interview with Lilita Kalnāja, the private property owner of the Frontier Surveillance Facility in Mazirbe. October 7, 2011, in Riga city. See *Appendix 1 C. Questions to the landowner of former Frontier Surveillance Facility!*
- Interview with Guntis Kļaviņš, specialist of territorial planning in Dundaga municipality. October 26, 2011, in Dundaga town. See *Appendix 1 A. Questions to the local municipality!*

For *Chapter 4. Feasibility study of Zenith Missile Brigade at Cirpstene – Results:*

- Interview with Andželika Brālīte, the leader of Varve parish council. October 17, 2011, in Ventava village. See *Appendix 2 A. Questions to the local municipality!*
- Interview with Jānis Brauns, an employee (length of service – 10 years) of the State Stock Company “Latvia’s State Forests” that is the landowner of the Zenith Missile Brigade area. October 18, 2011, in Ventspils city and on the site of the Zenith Missile Brigade at Cirpstene village. See *Appendix 2 C. Questions to a tourism broker!*

## Limitations of this research method

- Participating interviewees may be unwilling to share their true thoughts or particular information (Sharpley, 2002), due to various reasons, including distrust to the interviewer (Marshall & Rossman, 2006) or possible censure by interviewee's employer “for having talked” (Patton, 1990, 356).
- Interviewees as sources of primary data may be incorrect when answering particular interview questions that they are lacking knowledge about.

## 2.3. Stakeholder analysis

### Framework of stakeholder analysis

Numerous authors (Savage, Nix, Whitehead, & Blair, 1991; Mitchell, Agle, & Wood, 1997; Hemmati, Dodds, & Enayati, 2002) have worked on various stakeholder issues, including stakeholder identification, mapping, management etc. Useful tools, lessons and techniques emerge from the field of project management (Stakeholder Management Pty Ltd., 2006; Weaver, 2007).

Taking into account the scope of this thesis, its author defines stakeholder as a person or an entity that is affected by some process, affects it, is involved in some process, or is being interacted with during the process. A stakeholder does not necessarily realizes its role of being a stakeholder, but at least some interaction with the unaware stakeholder is nearly unavoidable for the project developer, when reaching towards the achievement of its goals.

For the purposes of this thesis, stakeholder analysis consists three steps:

- 1) identification of stakeholders,
- 2) identification of issues important for stakeholders, and
- 3) identification of stakeholders' position in Broker-Local-Tourist (BLT) model (see *Figure 4*).

### Data input and limitations of this research method

This stakeholder analysis in each of the two cases – *Feasibility study of Frontier Surveillance Facility in Mazirbe* and *Feasibility study of Zenith Missile Brigade at*



*Cirpstene* – is based on input data, acquired by qualitative interviewing of two key stakeholders in each case (see *Chapter 2.2. Qualitative interviewing of the key stakeholders*). During the interviews, particular questions were asked with a purpose to identify other stakeholders in addition to the one being interviewed (see *Question 4. on A. Questions to the local municipality* and *Question 1.c) on C. Questions to the landowner of former Frontier Surveillance Facility in Appendix 2. Interview questions for Feasibility study of Frontier Surveillance Facility in Mazirbe & Question 2.b) and 2.c) on A. Questions to the local municipality*, and *Question 2. on C. Questions to a tourism broker in Appendix 3. Interview questions for Feasibility study of Zenith Missile Brigade at Cirpstene*). Since the input data come from so few sources, the results acquired by this stakeholder analysis, are not totally comprehensive and can be debatable. This stakeholder analysis is also based on author's theoretical knowledge of typical interests of various stakeholder kinds and dynamics of Broker-Local-Tourist (BLT) Model (see *Figure 4*).



## Chapter 3. Feasibility study of Frontier Surveillance Facility in Mazirbe – Results

### 3.1. Results from the review of applicable legislation and local level land use plans

Review of applicable legislation and local level land use plans is the first method applied to this research (see *Figure 13*). Answers to two research questions (see also *Table 8*) have been searched for by using this method:

- *Research question Nr. 2:* What kind of land use is permitted in the vicinity of a military heritage site?
- *Research question Nr. 3:* What are the opportunities and constraints of land use in the vicinity of a military heritage site, set by planning documents, legislation and other local factors?

#### Applicable legislation, issued by the national government

##### *Protection Zone Law*

At large, the private property, which contains the Frontier Surveillance Facility, is located within the borders of Mazirbe village and also within the *Baltic Sea and Gulf of Riga coastal protection zone* (Dundagas novada Dome, 2010b). This coastal protection zone has been established among other reasons in order to “ensure preservation and protection of coastal natural resources, including resources necessary for leisure and tourism and other territories important for society, and the balanced and the continuous utilisation thereof” (Protection Zone Law, Section 6(1)). The *Baltic Sea and Gulf of Riga coastal protection zone* consists of three sub-zones with different regimes. Two of these sub-zones are applicable in the case of the Frontier Surveillance Facility in Mazirbe.

The first of applicable sub-zones is the *restricted economic activity zone*, where the landward part of the property with most of all its buildings is located within (see *Figure 14*). Setting rules and constraints for development within this zone is the competence of the local municipality through its territorial local government spatial plan (Aizsargjoslu

likums, 36. pants (1) 1) and 5)).

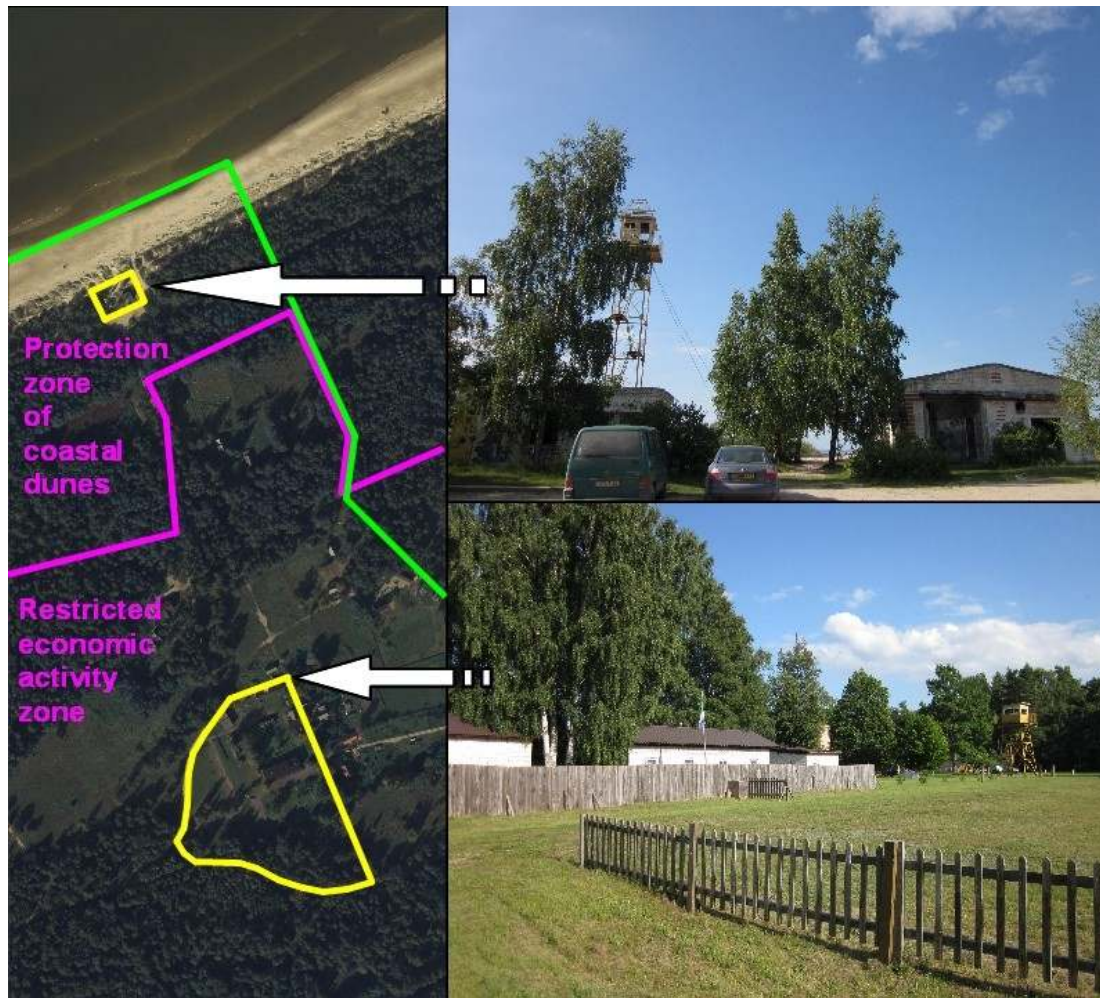


Figure 14. The landward (bottom) and the seaward (top) parts of the private property with the Frontier Surveillance Facility in Mazirbe (bordered with yellow line). The pink line marks the border between the restricted economic activity zone and the protection zone of coastal dunes, and the green line represents a fragment of the official Mazirbe village border (Dundagas novada Dome, 2010b). Aerophoto on left – adopted from Metrum (2007a). Photos on right – taken by the author on August 2011. Buildings in the bottom right photo are the former Frontier Surveillance Facility household buildings and the gate tower. Buildings in the top right photo are the coastal surveillance tower and the garages, where searchlight devices used to be kept during the operation of Frontier Surveillance Facility.

The second applicable sub-zone is the *protection zone of coastal dunes*, where the seaward part of the property with a surveillance tower and the remains of two garages are located within (see Figure 14). This zone enjoys much stricter regime and particular opportunities and constraints for tourism-related activities are defined already in the Protection Zone Law itself.

On the one hand, it is allowed to:

- (a) reconstruct, renovate or restore the existing buildings and structures, as are the remains of the two buildings and the surveillance tower (top right corner of *Figure 14*) without exceeding the existing scale of construction (Aizsargjoslu likums, 36. pants (2) 1) a) and c)),
- (b) build new and enlarge existing buildings,
- (c) build car parking places and rescue stations, their access roads and small scale auxiliary buildings (Aizsargjoslu likums, 36. pants (2) 6)),
- (d) organize public sport, entertainment and recreational events (Aizsargjoslu likums, 36. pants (3) 7)).

On the other hand, the above-mentioned permissions are conditional and these activities are in fact prohibited, unless:

- i. the development (a) has to be approved by the respective regional department of the State Environmental Service (Aizsargjoslu likums, 36. pants (2) 1));
- ii. the developments (a) and (c) have been planned before and included and approved within the territorial local government spatial plan (Aizsargjoslu likums, 36. pants (2<sup>1</sup>) 2));
- iii. the development (b) happens in the place, that is inside the village borders, where previous building has been before, the development has been planned before and included and approved within the territorial local government spatial plan, and also approved by the respective regional department of the State Environmental Service (Aizsargjoslu likums, 36. pants (2) 4));
- iv. in the case of developments (a), (b) and (c), an initial assessment of the effect on the environment of the intended activity has been performed and the opinion of the Environment State Bureau has been received or technical regulations in accordance with the requirements set out in the law On Environmental Impact Assessment have been issued (Aizsargjoslu likums, 36. pants (21) 1));
- v. the (d) events have been approved by the local municipality and, since the property is located within the Slitere National Park, also by the Nature Conservation Agency (Aizsargjoslu likums, 36. pants (3) 7)).

## Law *On Environmental Impact Assessment* and related regulations

If the property owner wanted to renovate the two buildings and the surveillance tower on the seaward part of the property (top right corner of the *Figure 14*) or to install a permanent camp site or a theme park on the landward part of the property (bottom of the *Figure 14*) the following procedures would apply as required by the law *On Environmental Impact Assessment* and related regulations.

- First of all, such intended activities require an Initial Assessment to be carried out (Par ietekmes uz vidi novērtējumu, 2. pielikums, 11. 12) and 12. 4), 5)). The Initial Assessment is carried out by the State Environmental Service upon an intended activity submission by the initiator (Cabinet Regulation No. 83, Chapter II, Section 2). “If an expert opinion is necessary for the initial assessment, the costs related to the work of the expert shall be covered by the initiator. For the provision of an opinion in the field of protection of species and biotopes a certified expert in this field shall be invited.” (Cabinet Regulation No. 83, Chapter II, Section 8).
- Based upon the Initial Assessment, carried out by the State Environmental Service, the Environment State Bureau takes the decision of whether further environmental impact assessment is necessary for the intended activity and whether an assessment of the impact of the intended activity on the protected nature territory of European significance NATURA 2000, as is the Slitere National Park (see *Figure 25*), is necessary (Cabinet Regulation No. 83, Chapter II, Section 12).
- As far as the law requires a clear need for environmental impact assessment or assessment of the impact on NATURA 2000 to be carried out, it seems rather unlikely, that the Environment State Bureau would decide to apply any further assessments for such potential intended activities as building reconstruction, renovation or restoration and campsite or a theme park installation. However, that depends on what kind of development idea exactly the initiator presents in the intended activity submission. Nevertheless, decision to apply or not to apply any further assessments is the competence of the Environment State Bureau.
- If the Environment State Bureau decides, that further assessments are not required, the State Environmental Service has to issue technical provisions for each particular intended activity to the initiator (On Environmental Impact Assessment, Chapter I, Section 4, (2)). However, the need for technical provisions is also

regulated by the Annex 1 of Cabinet Regulation No. 91 (Ministru kabineta noteikumi Nr. 91, 1. pielikums), and the State Environmental Service can conclude, that technical provisions are not necessary for a particular intended activity. As far as the law requires a clear need for technical provisions, it is rather unlikely, that they would be issued for renovation of the two buildings and the surveillance tower (top right corner of the *Figure 14*), because technical provisions are not required to be issued, if the buildings to be renovated are located within the borders of a village, as determined in the territorial local government spatial plan (Ministru kabineta noteikumi Nr. 91, 1. pielikums, 10.4.2. punkts). And that is the case with these buildings – they are legally within the borders of Mazirbe village (Dundagas novads Dome, 2010b). From reading the law, it is unclear, if the technical provisions would be issued for a permanent camp site installation, but they have to be issued in the case of a theme park (Ministru kabineta noteikumi Nr. 91, 1. pielikums, 9.2. punkts). Anyways, deciding whether to issue or not to issue technical provisions is the competence of the State Environmental Service.

It can happen, that the initiator and also state institutions have to go through these procedures, as required by law, but in the end it makes no difference for development idea or intended actions, if no further assessment is required and no technical provisions are issued. In such a case, the procedures, required by law, only take time, effort and expenses from both, the initiator and state institutions.

In order to avoid such an empty effort, that makes no difference in the end, the author of this thesis sees two possibilities.

- 1) Hiding from the law. Even though the law requires the initiator to submit the intended activity submission to the State Environmental Service, the initiator could just skip it, therefore saving the effort for oneself and also for the state institutions, and maybe nobody would notice. Such practice can appear to be unsuccessful, and the author of this thesis does not recommend it, because it promotes disrespect for the rule of the law.
- 2) Amendments shall be made in Annex 1 of Cabinet Regulation No. 91, that lists the actions for which the technical provisions have to be issued (Ministru kabineta noteikumi Nr. 91, 1. pielikums). By amending the Annex 1, it shall be harmonized

with the Annex 2 of the law On Environmental Impact Assessment (Par ietekmes uz vidi novērtējumu, 2. pielikums), that list the actions for which the Initial Assessment has to be carried out. As a result of such amendments, all the initiators, that submitted intended activities for the Initial Assessment, would at least receive the technical provisions from an expert authority in the field of environmental protection.

These two possibilities are merely theoretical, since the author is lacking any practical experience in the field discussed.

### *Construction Law*

Any construction, including construction for tourism purposes, must be conducted in accordance with Construction Law (1995).

The Construction Law (1995) also regulates renovation or demolition of dilapidated structures (Chapter VII, Section 31). A provision in Section 31(4) is of a particular relevance to former military sites, built in Soviet era. It rules that “[t]he decision regarding demolition of a structure shall be co-ordinated with the State Inspection for Heritage Protection if the structure has been included in the list of State protected cultural monuments or is older than 50 years”. None of the structures within the private property in question are currently included in the list of State protected cultural monuments. But many of them are older than 50 years. In case of any potential demolition plans, e. g. to give place for some other major development, the Section 31(4) would apply. Since the property owner is taking necessary care and keeping the structures of former Frontier Surveillance Facility in rather good or quite satisfactory condition, it is very less likely, that any of those buildings could become subjected in foreseeable future to demolition regulations due to dilapidated condition.

### *The territorial local government spatial plan*

In the territorial local government spatial plan the planned and permitted utilization, in other words, zoning regimes are assigned different for the two parts of the property, represented in the *Figure 14*.

The seaward part of the property (see *Figure 14*) belongs to a zone, called *natural base*



*area (dabas pamatne* – in Latvian) (Dundagas novada Dome, 2010b). Natural base areas are primary not intended for construction, but they may contain already existing buildings and structures (Dundagas novada Dome, 2010c, Paragraph 202), as is the case with the two buildings and the surveillance tower on the property in question. Construction there, to be permitted, must be related to specific requirements of area management or connection to education, scientific researching, recreational use, nature protection, or sustaining the functions of already existing buildings and structures (Dundagas novada Dome, 2010c, Paragraph 204).

The allowed intentions for land use in natural base areas differ, depending on whether the piece of natural base area in question overlap with the *protection zone of coastal dunes*, as defined in the Protection Zone Law (Section 6, 1)). The comparison between the allowed intentions for land use in both of these situations is presented in *Table 9*. Allowed intentions, that are most closely related to or can be connected to tourism activities, are emphasized in **bold**.

*Table 9. Allowed intentions for land use in natural base areas. Adopted from Dundagas novada Dome (2010c), Paragraphs 205 and 206 respectively.*

Allowed intentions for land use in natural base areas	Allowed intentions for land use in natural base areas, if they overlap with the protection zone of coastal dunes
<ul style="list-style-type: none"> <li>• Agriculture</li> <li>• Forestry</li> <li>• <b>Structures of permanent and seasonal type for trade and information, such as booth, shed, pavilion, and alike</b></li> <li>• <b>Infrastructure for tourism and recreation</b></li> <li>• <b>Small scale architectural structures</b></li> <li>• Structures against coastal erosion for infrastructure protection</li> <li>• Cemeteries</li> </ul>	<ul style="list-style-type: none"> <li>• Agriculture</li> <li>• Forestry</li> <li>• Detached house</li> <li>• <b>Small scale architectural structures</b></li> <li>• Auxiliary buildings</li> <li>• <b>Boarding house</b></li> <li>• <b>Rooms for individual work</b></li> <li>• Structures against coastal erosion for infrastructure protection</li> </ul>

The seaward part of the property (see *Figure 14*) with the remains of two buildings and the surveillance tower is located within a *natural base area*, which does overlap with the *protection zone of coastal dunes*. Therefore, the second column of the *Table 9* is applicable. Thinking of reasonably possible developments of the property in question, and taking into account relatively stricter regime of protection zone of coastal dunes, as intended by the

Protection Zone Law (Aizsargjoslu likums, 36. pants), several questions arise. For example, why such land use intentions as detached house and boarding house are allowed in the protection zone of coastal dunes and are not allowed in the rest of natural base areas, and why infrastructure for tourism and recreation is not among the allowed land use intentions in the protection zone of coastal dunes, according to the binding utilization and construction rules by local municipality (Dundagas novada Dome, 2010c). However, small scale architectural structures and rooms for individual work from the right column of *Table 9* can be also interpreted as structures for trade and information and infrastructure for tourism and recreation from the left column, and the other way around.

Specific is the combination of the official Mazirbe village borders, the *protection zone of coastal dunes* and the existing buildings on the seaward part of the property (see *Figure 14*). Mazirbe village borders within the *protection zone of coastal dunes* have been officially approved by the competent ministry (Latvijas Republikas Reģionālās attīstības un pašvaldību lietu ministrija, 2010), as required by the Protection Zone Law (Section 67). Based on the proposal by the local municipality, the competent ministry allowed the village borders to include areas down to the water line (Dundagas novada Dome, 2010b) (see *Figure 14*). Taking into account this approval, the already existing buildings on the seaward part of the property, the provisions of the Protection Zone Law (Aizsargjoslu likums, 36. pants (2) 4)), and the provisions of the Utilization and construction rules of Dundaga district Kolka parish territorial local government spatial plan (Dundagas novada Dome, 2010c, Paragraphs 204-206), there is a legal possibility for new construction and enlargement of existing buildings on the seaward part of the property. Power to ban or influence such development is given by the Protection Zone Law to the respective regional department of the State Environmental Service (Aizsargjoslu likums, 36. pants (2) 4)) and to the Environment State Bureau, regarding procedures related to environmental impact assessment (Aizsargjoslu likums, 36. pants (2<sup>1</sup>) 1)).

For the landward part of the property the assigned zoning regime is *mixed area of public importance and business (jaukta sabiedriskas nozīmes un darījumu teritorija* – in Latvian) (Dundagas novada Dome, 2010b). Such zoning regime is primary supposed for:

- public use, non-commercial entities, such as of state or local municipality, religious, educational, cultural, scientific, medical, social care or charity purposes,

- tourism entrepreneurship, such as accommodation, service and trade buildings, camp sites, exhibition and conference centers,
- production for tourism and recreation industry support, if it does not bother the neighbors on adjacent land properties (Dundagas novada Dome, 2010c, Paragraph 271).

Mixed area of public importance and business zoning regime accommodates well possible tourism developments.

Absolutely impossible would be introducing any development, that is related to gambling, because it is prohibited in this municipality (Dundagas novada Dome, 2010c, Paragraph 65).

There are some attempts to regulate the architectonic style of new buildings and those getting renovated within the municipality. The Protection Zone Law gives the right to a local municipal government to include extra architectonic demands for new construction within such villages as Mazirbe, that are located within the Baltic Sea and Gulf of Riga coastal protection zone (Aizsargjoslu likums, 36. pants, 5)). The purpose of such demands is the protection of the typical culturally historical landscape in the coastal area. The utilisation and constitution rules of the local municipality contain a demand to respect the typical characteristics of architecture in Kolka parish, when building new and renovating existing buildings there (Dundagas novada Dome, 2010c, Paragraph 92). On the one hand, there is such a binding demand, but on the other hand it is quite open for interpretation, especially in the case of new buildings, because there is no binding detailed description of what is and what is not the typical characteristics of architecture in Kolka parish. It is clear, though, about renovation of existing buildings – if the house has been built before 1940, then its original features must be preserved (Dundagas novada Dome, 2010c, Paragraph 137). Still, the question remains – to which extent?

However, it is worth mentioning here that a recent voluntary advisory initiative by the experts of architecture provides some help in understanding what are the typical characteristics of architecture in Latvian coastal landscape, what are the good practices in this regard, and also what to avoid. Well respected Latvian architects and other field experts present the “Guidelines for Coastal Building” (Saknītis, 2011). This work has been published and is being promoted by the Latvian professional rural tourism association “Countryside Traveller”. Taking into account the fruitful work by this professional

organization in promoting good practices, there is a hope that the non-binding, but advisory “Guidelines for Coastal Building” will reach the audience of coastal property owners with some positive results.

None of the buildings within the property in question have been granted with a legal status of being cultural heritage officially. Nevertheless, Ministry of Culture (2001) suggests, that the originality of Latvian cultural landscape among other factors is being formed by aesthetically attractive rural and coastal culturally historical values, and also by the high density of military buildings, including those of the 20<sup>th</sup> century.

There are some regulations to be followed, when putting up advertising signs. The state government regulates the installation of advertising signs at state-owned and municipality-owned roads. But also those advertising signs, that are to be installed at fences, walls of buildings or stands on somebody's land, need to be approved by the building department of the local municipality, taking into consideration the design, material and fastening of an advertising sign (Dundagas novads Dome, 2010c, Paragraphs 95-96). In addition, when planning information stands and signposts, the handbook of corporate style in specially protected nature areas must be used, since this is the area of Slitere National Park (see *Figure 25*) (Dundagas novads Dome, 2010c, Paragraph 149; Nature Conservation Agency, 2007).

All the small scale architectural structures, such as such as booths, sheds, pavilions and other structures of permanent and seasonal type for trade and information, little bridges, benches and alike also need to be approved by the building department of the local municipality (Dundagas novads Dome, 2010c, Paragraph 147).

The amount of must-have car parking places at various establishments is also determined by the local municipality. Bicycle parking facilities must be installed at every public institution. (Dundagas novads Dome, 2010c, Paragraphs 124-131).

Favourable assistance to any possible tourism development on the property in question are the planned improvements of public infrastructure in Mazirbe village. As it is represented in the land use plan (Dundagas novads Dome, 2010c), some improvements of municipal roads and access pathways to the sea are planned nearby the property. The seaward part of the property (*Figure 14*) is included within the zoning of beaches with some infrastructure.

Especially useful infrastructure in coastal areas, useful both, for fishing and tourism industries, is a landing place for boats. Historically there has been such a place, primary occupied by fishing industry. During the years of Soviet occupation, the Baltic sea coast became a prohibited zone, primary for border protection and military purposes. Then the goal was to free these areas from civil inhabitants as much as possible. Fishing industry got notably limited or even banned in many places. As a result of that such infrastructure as boat landing places got underused and received no maintenance for long periods. Therefore today they are often in too poor condition to be useful. Possible future reconstruction of a boat landing place in Mazirbe village is also mentioned in the land use plan and also in Slitere National Park nature protection plan as a favourable factor both for fishing and tourism-related activities (Dundagas novada Dome, 2010a; Nature Conservation Agency, 2010).

Soviet time political goal to get rid of local inhabitants at the Baltic Sea coast has left social footprints even today. In year 1935, there were 438 people living in Mazirbe village. In year 2010 – just 111 people (Dundagas novada Dome, 2010a, 49). In contrast, today future development vision for the municipality is rather human-orientated. The aims of municipality development are:

- raising the quality of life and culture,
- better infrastructure,
- stable local companies,
- clean, well taken care of, attractive for tourists and protected environment.

Fishing, fish processing, non-traditional agriculture, craftsmanship and tourism are the welcome industries in the municipality. Sustainable development principles are promised to be taken into account. Importance in biological diversity and the need to integrate environmental politics within business, education and society has been recognized. It is emphasized, that the basis for social well-being are industries, that use environmental resources in a sustainable way. All these positive considerations of how development in Kolka parish should be have been written as vision, goals and aims in the non-binding part of the actual land use plan (Dundagas novada Dome, 2010a, 7). The practical success of these hopeful declarations will be open for evaluation along with the next planning period.

## Legislation and planning documents, related to specially protected nature territory – Slitere National Park

Frontier Surveillance Facility in Mazirbe is situated within the Slitere National Park (see *Figure 25*). Slitere National park is a part of European Union network of protected areas – NATURA 2000. This fact can contribute to more bureaucracy for possible developments in such area. For example, in the case of environmental impact assessment process, an additional assessment of the impact of the intended activity on NATURA 2000 territory may be required (On Environmental Impact Assessment, Section 4<sup>1</sup>).

The vision, long-term and short term management goals of Slitere National Park are defined in its nature protection plan (Nature Conservation Agency, 2010, 9-11) and are rather favourable for tourism.

According to the vision,

- typical cultural environment and landscape is preserved,
- landowners are integrated in preservation of these values,
- a way has been found of how to harmonize development process with preservation of landscape and environmental values for the next generations,
- fishing and tourism are welcome industries,
- coastal potential is being successfully used to attract human resources to the area.

Among long-term management goals, the most tourism-related ones are:

- sustainable development of the coastal area, achieved by harmonizing protection of natural and culturally historical values with economical development,
- to ensure beneficial protection regime for specially protected habitats and species at the Baltic Sea coast, at the same time to keep the Baltic Sea coast open for recreational use by providing it with relevant infrastructure, that is suitable for both – visitors' needs and protection regimes for habitats and species.

Among short-term management goals, the most tourism-related ones are:

- to promote sustainable tourism development and to provide tourism infrastructure, that fits with other management goals of the national park,

- to protect culturally historical values of the area,
- to promote society education about culturally historical and natural values of the national park.

The territory of Slitere National Park is divided into four functional zones, that have different management regimes in order to ensure both – nature protection and economic development (Slīteres nacionālā parka likums). Nature reserve zone and restricted natural area zone – they are the most protection-orientated functional zones. The purpose of neutral zone is primary sustainable development of densely inhabited areas. Mazirbe village is located within the landscape protection zone. The purpose of landscape protection zone is to preserve the landscape of coastal forests, biological diversity, locally typical cultural environment, and also to ensure suitable environment for recreation and tourism and to promote environmentally friendly methods of economic activities.

There are few tourism-related things, that one cannot do in the landscape protection zone. One is the ban to drive motorized vehicles on the beach, unless the driver has a permit for such activities, issued by the Nature Conservation Agency (Slīteres nacionālā parka likums, 8. (2) 2) pants). Such permits are normally issued only for other governmental institutions and also for local fishermen, who need to access the sea with their vehicles during their normal operation. And even then they are allowed to drive on the beach only in particular places and only for their job. The ban to drive on the beach is not a constraint for tourism development. It is rather a rule to regulate behaviour of people. Good order preserves natural environment and makes the place more attractive and enjoyable, for example, for ecotourists. Another prohibited activity is construction, that changes natural and culturally historical landscape (Ministru kabineta noteikumi Nr. 116, 14.2.). This prohibition raises a questions – what exactly are the essential characteristics of culturally historical landscape? Are all the buildings, that together form the former Frontier Surveillance Facility in Mazirbe, part of culturally historical landscape or not? According to Ministry of Culture (2001), such heritage of 20<sup>th</sup> century is also a part of the originality of Latvian cultural landscape.

However, there are amendments proposed for the law On Slitere National Park. The idea is to grant the regime of neutral zone for coastal villages, that have been included in the landscape protection zone so far. If these amendments will come into force, then the

landward part of the property in question (*Figure 14*) will be included in the neutral zone, and the constraints, applicable to the landscape protection zone will become past. The seaward part of the property will still remain with the regime of the landscape protection zone. (Nature Conservation Agency, 2010, Appendix 25).

If the proposed amendments of Individual Protection and Utilization Rules of Slitere National Park (Nature Conservation Agency, 2010, Chapter 4.2.) will come into force, then the possible creative thinking of tourism brokers will be eliminated by several new prohibitions. It will not be allowed to install any afloat buildings on piles in the sea. Any motorized water transportation apart from fishing boats also will not be allowed. Although, the latter potential prohibition sounds strange in the light of the plans about possible future reconstruction of a boat landing place in Mazirbe in order to benefit both, fishing and tourism-related activities (Dundagas novada Dome, 2010a; Nature Conservation Agency, 2010). If such infrastructure is meant to benefit also tourism, then motorized water transportation of tourists shall be allowed.

Slitere National Park expects increased load of recreational activities and subsequent anthropogenic impact on the area in future. Therefore it recognizes the need for improved tourism infrastructure and is planning specific actions to install and maintain it, in order to be able to accommodate the expected increased impact and avoid negative impacts from recreational activities on the national park area. For the planning period 2010-2020 high priority is given for such infrastructure developments as car parking places at the seaside, pathways over dunes, beach infrastructure, such as changing cabins, basic rescue equipment, benches, volleyball nets and alike, road quality improvements, information stands and signs. According to the action plan, this infrastructure shall be put up by the end of year 2013. By 2015 improvements of hiking and bicycling routes can be expected. Talking specifically about the seaward part of the property in question (*Figure 14*), it borders with the land, owned by the Ministry of Environmental Protection and Regional Development, and that is where the tourism infrastructure, will be installed. Slitere National Park is planning there a parking place, an information stand, garbage bins, and WC. (Nature Conservation Agency, 2010, 40, 94, 104-109, Appendices 24\_3 & 24\_6).

Slitere National Park goal for tourism development is to build up the national park as unified and recognized tourism destination, whose typical characteristics are nature, silent



and naturally beautiful sandy beaches, rich flora and fauna, attractive Livonian cultural heritage and alive traditions (livonians, also called livs, are a small ethnos, today assimilated into Latvian nation, but still with preserved culture and language, traditionally inhabiting the coastal area in question). The three recognized and welcome kinds of tourism by Slitere National Park are:

- recreation at the seaside, that is characterized by visitors mostly arriving in coastal villages, such as Mazirbe and also others, buying services of local guest houses, and spending time on the beach;
- nature tourism – there are plenty of hiking and bicycling routes around the national park, as well as opportunities to hire a knowledgeable local guides to learn more about local ecosystems;
- cultural heritage tourism is mainly based on the Livonian cultural heritage, which is unique in the world (Nature Conservation Agency, 2010, 46-47).

### **3.2. Results from the qualitative interviewing of the key stakeholders**

Qualitative interviewing is the second method applied to this research after reviewing applicable legislation and local level land use plans (see *Figure 13*). Answers to three research questions (see also *Table 8*) have been searched for by using the method of qualitative interviewing:

- *Research question Nr. 1:* What is the land ownership of the military heritage site – Frontier Surveillance Facility in Mazirbe?
- *Research question Nr. 3:* What are the opportunities and constraints of land use in the vicinity of a military heritage site, set by planning documents, legislation and other local factors (with special emphasis on *other local factors* in the case of qualitative interviewing method)?
- *Research question Nr. 4:* Is there a potential for private, public, or private and public partnership initiative to develop and run a tourist attraction, based on a specific military heritage site?

The key stakeholders interviewed (see also *Chapter 2.2. Qualitative interviewing of the key stakeholders*) for this feasibility study of Zenith Missile Brigade at Cirpstene are:

- Lilita Kalnāja, the private property owner of the Frontier Surveillance Facility in Mazirbe (see *Appendix 1 C. Questions to the landowner of former Frontier Surveillance Facility*), and
- Guntis Kļaviņš, specialist of territorial planning in Dundaga municipality (see *Appendix 1 A. Questions to the local municipality*).

In this chapter, the results are represented further as the answers to the three research questions. These answers are mainly based on the interview with the private property owner of the Frontier Surveillance Facility in Mazirbe. The information gained during the interview with Dundaga municipality specialist of territorial planning has served this thesis mostly as an expert consultation and provided the author with better understanding of various factors involved, but it did not answer directly any of the proposed research questions.

- *Research question Nr. 1:* What is the land ownership of Frontier Surveillance Facility in Mazirbe?

The land with the former Frontier Surveillance Facility in Mazirbe now belongs to a private owner since 1997. The owner is a local resident since childhood.

- *Research question Nr. 3:* What are the opportunities and constraints of land use at Frontier Surveillance Facility in Mazirbe set by various local factors?

Identified *opportunities*:

- Coastal location and natural environment are the primary amenities of the area, that already attract visitors. Cultural history of former Mazirbe Maritime School, which is partly related to a well known Latvian national hero Krisjanis Valdemars, is a significant potential visitor attraction (the Maritime School was in operation since 1893 til the beginning of the I World War, and it's historical building (see *Figure 21*) has been also involved in the operation of the Frontier Surveillance Facility in Soviet era).
- Particular uniqueness of the former Frontier Surveillance Facility complex can serve as additional visitor attraction in future, if adequately marketed. The Frontier Surveillance Facility has been gradually built up by soldiers originating from all

around Soviet Union and representing various nationalities and cultural experiences. Footprints of this cultural variety can be observed in the outlook of facility buildings.

- In property owner's opinion, she already has some useful skills for developing and running the site, and also the necessary understanding and respect for environmental protection regulations in place. Additional expertise would be necessary in some areas, e. g. reconstruction and renovation process of buildings, but not all.

Identified *constraints*:

- The property owner holds an opinion, that it would make sense for her to think about tourism entrepreneurship, if the business environment in Latvia was generally more advantageous. The existing tax system is currently a burden. The local environment and tourism infrastructure are not suitable either.
  - The built environment of the former Frontier Surveillance Facility requires financial investments for renovation and some initial development to be able to satisfy basic needs of travellers. So far the problem has been the source of financing.
  - General economic situation in Latvia has appeared to be difficult for the property owner to earn enough funds from other sources to be able to invest in development of this property.
- *Research question Nr. 4:* Is there a potential for private, public, or private and public partnership initiative to develop and run a tourist attraction, based on former Frontier Surveillance Facility in Mazirbe?

Thanks to owner's social activity, personal contacts and participation, the property is being utilized on a regular basis by allied interest groups of people. Such a use is not a business activity, it is a social and cultural activity. It attracts certain flow of people to Mazirbe village, and it ensures popularity for the particular private property, containing the former Frontier Surveillance Facility.

Frontier Surveillance Facility as a sightseeing object has been already included in tourism routes and maps with the permission of the owner. It means that initial site marketing to

attract some flow of visitors has been done already.

The property owner envisages such possible future developments as youth center, conference center, art center and alike. Renovation of the historical Mazirbe Maritime School building (see *Figure 21*) is necessary step to develop further any of long term development ideas.

It seems, that a lot has been done and invested already to make the former Frontier Surveillance Facility an attractive place for people to visit and stay for a while. The potential for any future development lies within the work done so far and the network of people, that the property owner has already attracted to her property. Prerequisites for cooperation, be it for marketing, consultancy or any other necessary activity, can be found nearby. Property owner's strong will and decent business plan are the elements missing so far in order to keep developing the site and yield the fruits of work done so far.

### **3.3. Results from the stakeholder analysis**

Stakeholder analysis is the third method applied to this research after reviewing applicable legislation and local level land use plans, and after conducting the qualitative interviewing of the key stakeholders (see *Figure 13*). By using the method of stakeholder analysis, answers to two research questions (see also *Table 8*) have been searched for:

- *Research question Nr. 3:* What are the opportunities and constraints of land use in the vicinity of a military heritage site, set by planning documents, legislation and other local factors (with special emphasis on *other local factors* in the case of stakeholder analysis method)?
- *Research question Nr. 4:* Is there a potential for private, public, or private and public partnership initiative to develop and run a tourist attraction, based on a specific military heritage site?

#### **Identified stakeholders and their issues of importance**

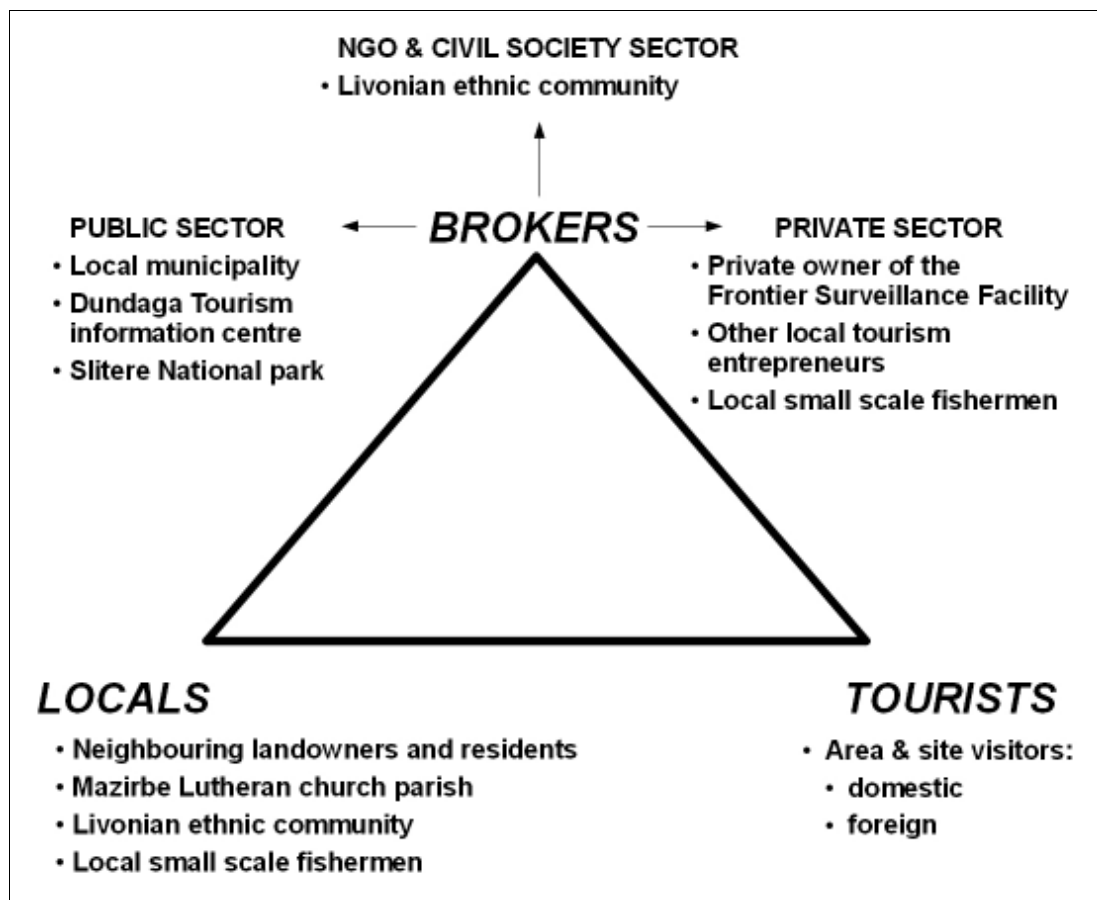
The following is a list of stakeholders, whose position and issues of importance shall be considered in case of developing Frontier Surveillance Facility in Mazirbe as a tourism attraction.

- Private landowner – owns former Frontier Surveillance Facility in Mazirbe.
- Local Kolka parish, Dundaga district municipality – interested in raise of municipal income and quality of life improvement for local residents, therefore has supportive attitude towards economic activities in the municipality.
- Slitere National park – potential environmentally friendly infrastructure, set up by the private landowner, would contribute environmental protection and sustainable use goals of the Slitere National park.
- Other local tourism entrepreneurs – possible competitors if the same or similar business niche is chosen, or possible partners in case of symbiotic business strategies:
  - in Mazirbe village – guest house and camping “Kalēji” and holiday home “Upeskalni”,
  - 7 more accommodation options in another surrounding coastal villages.
- Local tourism information centre in Dundaga town – partner for marketing activities.
- Local small scale fishermen – in case of increased flow of visitors to the area, demand for their production might increase and possibilities might arise for positioning their production in a higher price segment – as a local delicacy.
- Livonian ethnic community – interested in spreading the word of their identity and cultural heritage; in case of increased flow of visitors the Livonian ethnic community would gain more audience.
- Neighbouring landowners and residents – increased tourist flow to former Frontier Surveillance Facility could affect neighbours' daily life.
- Mazirbe Lutheran church parish – interested in summer camp venues for parish youth; so far the venue has been the site of former Frontier Surveillance Facility.
- Area and site visitors – interested in enjoyable experiences and services of value for money:

- water sport devotees – potential market niche due to the characteristics of water sport equipment and easy access to the sea from the property of former Frontier Surveillance Facility – probable demand for equipment storage opportunities and changing rooms.

### Identified stakeholders in perspective of Broker-Local-Tourist model

The Broker-Local-Tourist (BLT) model (Miller, 2008, 71) has been discussed earlier in this thesis (see *Chapter 2.2. Sustainable coastal tourism*). Theoretical framework of this model has been applied practically during stakeholder analysis. *Figure 15* presents the results.



*Figure 15. Stakeholders of potential tourism attraction development on the basis of former Frontier Surveillance Facility in Mazirbe in perspective of Broker-Local-Tourist model (adopted from Miller (2008)).*

The reader has probably noticed, that two of the stakeholders named in *Figure 15* appear under more than one category in BLT model. Those are the local small scale fishermen and the Livonian ethnic community that have been put under both – brokers and locals. Reason

behind such an order is the fact that both of these stakeholders are essential groups of local society, that exist and practice their way of life irrespectively of the presence of tourists and possibility to engage in activities characteristic for tourism brokers, such as offering services or products to tourists for sale. On the other hand, in case of tourists visiting the area, the market for freshly smoked fish that have been caught and processed by the local fishermen, increases, local fishermen sell their production directly to tourists, and also the local Livonian ethnic community gains access to wider audience to promote its culture through events, exhibitions, souvenirs, etc.

### Results from the stakeholder analysis in the light of research questions

By using the method of stakeholder analysis, answers to two research questions (see also *Table 8*) have been searched for.

- *Research question Nr. 3:* What are the opportunities and constraints of land use in the vicinity of a military heritage site, set by planning documents, legislation and other local factors (with special emphasis on *other local factors* in the case of stakeholder analysis method)?

Other local factors in terms of stakeholders' interactions, that could potentially set some constraints for the use of a military heritage site could possibly be the attitude and behavior of neighbouring landowners and residents, representing the locals in BLT model, in case if it appears to be negative and anti-supporting to the activities of a military heritage site owner. For successful tourism product promotion, hospitality issues are crucial. If neighbours' behaviour is spoiling visitor's experience and satisfaction with the service or product offered, then it is a true constraint for business venture. At this point, such a consideration is merely hypothetical. In case of business activities at the military heritage site, the attitude and response from neighbouring landowners and residents will depend on relationship established before among them and the military heritage site owner and also on the chosen business activity in practice.

Slitere National Park as a local environmental authority also might present some constraints over development decisions by the military heritage site. But such possible constraints are mostly determined by the existing legislative requirements in place aimed for environmental protection and described in detail in *Legislation and planning*

*documents, related to specially protected nature territory – Slitere National Park.*

Opportunities of land use in the vicinity of a military heritage site are mostly determined by the overall creative capacity of a local community and capacity to cooperate for symbiotic purposes.

- *Research question Nr. 4:* Is there a potential for private, public, or private and public partnership initiative to develop and run a tourist attraction, based on a specific military heritage site?

It is clear that the local community contains individual entities and groups that could potentially unite their individual capacities for achievement of a shared goal and fulfillment of a common vision for local development. These entities and groups are

- the private owner of a military heritage site,
- the local municipality, mostly represented by the Dundaga Tourism information,
- the Slitere National Park,
- the Livonian ethnic community,
- and the local small scale fishermen.

Basically, they are all the three types of tourism brokers in the BLT model – the private sector brokers, the public sector brokers and the NGO and civil society sector brokers (see *Figure 15*). It is theoretically possible for them all to cooperate in creating a tourism product of local identity, based on the military heritage site.



## **Chapter 4. Feasibility study of Zenith Missile Brigade at Cirpstene – Results**

### **4.1. Results from the review of applicable legislation and local level land use plans**

Review of applicable legislation and local level land use plans is the first method applied to this research (see *Figure 13*). Answers to two research questions (see also *Table 8*) have been searched for by using this method:

- *Research question Nr. 2:* What kind of land use is permitted in the vicinity of a military heritage site?
- *Research question Nr. 3:* What are the opportunities and constraints of land use in the vicinity of a military heritage site, set by planning documents, legislation and other local factors?

#### **Applicable legislation, issued by the national government**

##### *Protection Zone Law*

The area with visible remains of the Zenith Missile Brigade (see *Figure 26*) is located outside the borders of Cirpstene village and within the *protection zone of coastal dunes* (Vārves pagasta padome, 2007; Ventspils novada dome, 2011b). This is one of the sub-zones of the *Baltic Sea and Gulf of Riga coastal protection zone*, which has been established among other reasons in order to “ensure preservation and protection of coastal natural resources, including resources necessary for leisure and tourism and other territories important for society, and the balanced and the continuous utilisation thereof” (Protection Zone Law, Section 6(1)).



*Figure 16. One of the Zenith Missile Brigade hangars at Cirpstene – view from outside and inside. Photos taken by the author in August 2011.*

First of all, any development in such area has to be in accordance with the territorial local government spatial plan (Aizsargjoslu likums, 36. pants (1) 2) & (2<sup>1</sup>) 2)).

Secondly, the Protection Zone Law allows to establish on each land property unit within the *Baltic Sea and Gulf of Riga coastal protection zone*, but outside the borders of a village

- one hotel or any other kind of tourism accommodation,
- a tower for bird-watching or other tourism-related purposes,
- a parking place,
- a rescue station,
- small scale auxiliary buildings

(Aizsargjoslu likums, 36. pants (1) 2) & (2) 6)).

Thirdly, particular opportunities and constraints for tourism-related activities within the *protection zone of coastal dunes* also apply.

On the one hand, it is allowed to:

- a) reconstruct, renovate or restore the existing buildings and structures, as are, for example, the remains of missile hangars (see *Figure 16*), without exceeding the existing scale of construction (Aizsargjoslu likums, 36. pants (2) 1) a) and c)),
- b) build car parking places and rescue stations, their access roads and small scale auxiliary buildings (Aizsargjoslu likums, 36. pants (2) 6)),
- c) organize public sport, entertainment and recreational events (Aizsargjoslu likums, 36. pants (3) 7)).

On the other hand, the above-mentioned permissions are conditional and these activities are in fact prohibited, unless:

- i. in the case of developments (a) and (b), an initial assessment of the effect on the environment of the intended activity has been performed and the opinion of the Environment State Bureau has been received or technical regulations in accordance with the requirements set out in the law On Environmental Impact Assessment have been issued (Aizsargjoslu likums, 36. pants (2<sup>1</sup>) 1)),
- ii. the development (a) has to be approved by the respective regional department of the State Environmental Service (Aizsargjoslu likums, 36. pants (2) 1)),
- iii. the (c) events have been approved by the local municipality (Aizsargjoslu likums, 36. pants (3) 7)).

Since the remains of the Zenith Missile Brigade are located outside village or town borders and within the *protection zone of coastal dunes*, any tourism development, that needs buildings for its operation, has to be based on reconstruction, renovation or restoration of existing buildings and structures. Construction of new buildings and structures is prohibited (Aizsargjoslu likums, 36. pants (2) 3) & 4)).

#### **Law On Environmental Impact Assessment and related regulations**

If there would be an initiative to renovate the missile hangars (*Figure 16*) to suit them better for developing tourism products, the following procedures would apply as required by the law On Environmental Impact Assessment and related regulations.

- First of all, such intended activity as reconstruction, renovation or restoration of buildings and structures within the *protection zone of coastal dunes* in the overall *Baltic Sea and Gulf of Riga coastal protection zone* require an Initial Assessment to be carried out (Par ietekmes uz vidi novērtējumu, 2. pielikums, 11. 12)). The Initial Assessment is carried out by the State Environmental Service upon an intended activity submission by the initiator (Cabinet Regulation No. 83, Chapter II, Section 2). “If an expert opinion is necessary for the initial assessment, the costs related to the work of the expert shall be covered by the initiator. For the provision of an opinion in the field of protection of species and biotopes a certified expert in this field shall be invited.” (Cabinet Regulation No. 83, Chapter II, Section 8).

- Based upon the Initial Assessment, carried out by the State Environmental Service, the Environment State Bureau takes the decision of whether further environmental impact assessment is necessary for the intended activity (Cabinet Regulation No. 83, Chapter II, Section 12).
- As far as the law requires a clear need for environmental impact assessment to be carried out, it seems rather unlikely, that the Environment State Bureau would decide to apply any further assessment for such potential intended activity as building reconstruction, renovation or restoration. However, that depends on what kind of development idea exactly the initiator presents in the intended activity submission. Nevertheless, decision to apply or not to apply any further assessment is the competence of the Environment State Bureau.
- If the Environment State Bureau decides, that further assessment is not required, the State Environmental Service has to issue technical provisions for the intended activity to the initiator (On Environmental Impact Assessment, Chapter I, Section 4, (2)). However, the need for technical provisions is also regulated by the Annex 1 of Cabinet Regulation No. 91 (Ministru kabineta noteikumi Nr. 91, 1. pielikums), and the State Environmental Service can conclude, that technical provisions are not necessary for a particular intended activity. As far as the law requires a clear need for technical provisions, it is rather unlikely, that they would be issued for renovation of the missile hangars (*Figure 16*), because technical provisions for renovation activities are required to be issued only in cases, if buildings to be renovated are located outside village borders and either within specially protected nature areas or within surface water body protection zones (Ministru kabineta noteikumi Nr. 91, 1. pielikums, 10.4. punkts). But that is not the case with the missile hangars – they are located just outside village borders, and there is no specially protected nature area or surface water body. However, some changes might occur in future towards establishment of specially protected nature area there. Indicator today for such possible future is the decision by the State Stock Company “Latvia’s State Forests”, representing the landowner which is the State, to grant an official status – *forests of high biological value* (a forest area characterized by high concentration of natural values, identified and managed with a goal to enhance biological diversity in forests) – to the area of the Zenith Missile Brigade. It is expected that such a status will imply limitations to economic activity

in the area (Jānis Brauns, employee of the State Stock Company “Latvia’s State Forests”, interview, 18th of October 2011). Anyways, deciding whether to issue or not to issue technical provisions is the competence of the State Environmental Service.

It can happen, that the initiator and also state institutions have to go through these procedures, as required by law, but in the end it makes no difference for development idea or intended actions, if no further assessment is required and no technical provisions are issued. In such a case, the procedures, required by law, only take time, effort and expenses from both, the initiator and state institutions.

In order to avoid such an empty effort, that makes no difference in the end, the author of this thesis sees two possibilities.

- 3) Hiding from the law. Even though the law requires the initiator to submit the intended activity submission to the State Environmental Service, the initiator could just skip it, therefore saving the effort for oneself and also for the state institutions, and maybe nobody would notice. Such practice can appear to be unsuccessful, and the author of this thesis does not recommend it, because it promotes disrespect for the rule of the law.
- 4) Amendments shall be made in Annex 1 of Cabinet Regulation No. 91, that lists the actions for which the technical provisions have to be issued (Ministru kabineta noteikumi Nr. 91, 1. pielikums). By amending the Annex 1, it shall be harmonized with the Annex 2 of the law On Environmental Impact Assessment (Par ietekmes uz vidi novērtējumu, 2. pielikums), that list the actions for which the Initial Assessment has to be carried out. As a result of such amendments, all the initiators, that submitted intended activities for the Initial Assessment, would at least receive the technical provisions from an expert authority in the field of environmental protection.

These two possibilities are merely theoretical, since the author is lacking any practical experience in the field discussed.

### *Construction Law*

Any construction, including construction for tourism purposes, must be conducted in

accordance with Construction Law (1995).

The Construction Law (1995) also regulates renovation or demolition of dilapidated structures (Chapter VII, Section 31). A provision in Section 31(4) is of a particular relevance to former military sites, built in Soviet era. It rules that “[t]he decision regarding demolition of a structure shall be co-ordinated with the State Inspection for Heritage Protection if the structure has been included in the list of State protected cultural monuments or is older than 50 years”. None of the structures of the former Zenith Missile Brigade are currently included in the list of State protected cultural monuments. But they might be or eventually become more than 50 years old. In case of any potential demolition plans, the Section 31(4) could possibly apply, especially taking into account that the buildings there could become subjected in foreseeable future to demolition regulations due to dilapidated condition, because nothing is being done right now to maintain their current condition.

### *Law on Forests*

The former Zenith Missile Brigade is located on the forest land, which belongs to the State, and its management and protection is performed by the State Stock Company “Latvia’s State Forests”, “which has been founded for the administration and management of State forest property” (Law on Forests, 2000, Section 4(2)).

When managing the area of the former Zenith Missile Brigade and planning its use for any tourism-related purposes, the State Stock Company “Latvia’s State Forests” must respect provisions of the Law on Forests (2000). Among them are those of Protection of Nature in a Forest (Chapter IX), including the following rule:

“In the management of a forest, it is a duty of a forest owner or lawful possessor to comply with the general requirements of nature protection, in order to:

- 1) ensure the preservation of the biological diversity of the forest;
- 2) preserve the ability of the forest to protect the soil from erosion;
- 3) protect surface water and underground water from pollution; and
- 4) preserve the essential elements of cultural heritage in the forest.”

(Law on Forests, 2000, Section 35(2))

The Law on Forests (2000) regulates not only the rights and duties of a forest owner or a lawful possessor, but also those rights and duties, that every forest visitor, also a tourist,

has. They are the Right of Access to a Forest (Chapter II) and the Utilisation of Forest Non-Wood Values (Chapter IV). Following are the provisions useful for every forest visitor to know.

“Natural persons have the right of access and free movement in a State or a local government forest, if regulatory enactments do not specify otherwise. Means of transportation may be used only for moving along forest roads, except in cases when it is permitted to move in the forest also for the purpose of forest management and protection. (...) Access and free movement of natural persons in other forests may be restricted by the owner or the lawful possessor of the forest.” (Law on Forests, 2000, Chapter II, Section 5(1)&(2))

“It is an obligation of a person, while staying in a forest, to observe forest fire safety regulations, not to damage forest soil and forest infrastructure, not to pollute the forest with waste, observe the prescribed requirements regarding utilisation of rest areas, not to destroy bird nests and ant hills, and not to otherwise harm wild plants and animals, as well as not to enter the territories specified in Section 5, Paragraphs two and three of this Law.” (Law on Forests, 2000, Chapter II, Section 6)

“Forest non-wood material values – wild berries, fruit, nuts, mushrooms and medicinal plants – may be gathered by persons at their discretion, if the forest owner or the lawful possessor has not set restrictions in accordance with the provisions of Section 5, Paragraph four of this Law. (...) In a State or local government forest, everyone has the right to gather wild berries, fruits, nuts and mushrooms, in compliance with the provisions of Sections 5 and 6 of this Law.” (Law on Forests, 2000, Chapter IV, Section 16(1)&(3))

### The territorial local government spatial plan

During the writing of this thesis, there was in force a territorial local government spatial plan for Varve parish, where the Zenith Missile Brigade is located. It has been developed for the period of 2004-2016. At the same time a new edition of the spatial plan was being developed and eventually came into force during the writing of this thesis. All its three parts – the explanatory part, the graphical representation, and the utilization and construction rules – have been worked out and are publicly available on the municipality website (Ventspils novads). Taking it all into account, this review has been primary based

on the spatial plan that was in force, but expired during the writing of this thesis, and supplemented with more up-to-date provisions, as provided in the new edition of the spatial plan. Nevertheless, the analysis conducted here, regarding the new edition of the spatial plan, will last as being true only as long as the essential parts of this land use plan (Ventpils novada dome, 2011a, 2011b, 2011c), don't get changed during the process of possible future amendments, as far as the contents of this thesis is concerned.

The location of the Zenith Missile Brigade within the *protection zone of coastal dunes* in the *Baltic Sea and Gulf of Riga coastal protection zone* has been discussed already, regarding to the Protection Zone Law. In addition to that, there come the zoning regimes, set in the territorial local government spatial plan.



*Figure 17. A tourist on a bicycle on a road paved with concrete plates near the missile hangars at Cirpstone. Photo taken by the author in August 2011.*

Largely, the Zenith Missile Brigade is located in dunes, surrounded by forested land, and crossed by some simple roads (Vārves pagasta padome, 2007), either with no pavement at all or paved with concrete plates. These concrete plate roads are in a way historically interesting and also very practical today. Such a technique of road paving was used in



many places across Latvia, where the roads were primarily built for military purposes, for example, in Karosta military town near Liepāja city. The practicality of such roads proves itself with the fact, that with little or no maintenance these roads have survived for decades and in most places are comfortably drivable even today. For a traveler, who rides a bicycle, these roads can be both – a comfortable choice of route and also an authentic sightseeing experience with military heritage sites alongside (see *Figure 17*). Talking about roads, the municipality itself holds an opinion, that the weakest part of the road network in the parish is in the coastal areas. Therefore, one of the goals in Varve parish spatial plan 2004-2016 is to improve the access roads to the sea, so that tourists and locals would not have to go to neighboring municipalities to be able to access the beach comfortably. Such road network improvements are meant to be beneficial for tourism industry (Arhitektu birojs Rija, 2005, 13, 21). In the graphical part of the new land use plan edition, the planned improvements for coastal access are clearly drawn – a new road is planned to access the beach and also a spot, where to place some environmentally friendly infrastructure for pedestrians to go down to the sea comfortably (Ventspils novads dome, 2011b). Questions arise, though, of why is it necessary to build a new road in the place, where it has not been before, as far as it can be seen in the graphical part of the actual land use plan in force (Arhitektu birojs Rija & IT Fabrika, 2005), if there are roads nearby, that almost reach the beach and could be simply extended and improved.

Two car parking places are planned in the vicinity of the Zenith Missile Brigade and two sites of beach with some infrastructure (Arhitektu birojs Rija & IT Fabrika, 2005). The primary use of such beach sites is meant to be service for tourists and beach visitors, organized in a way that does not concede environmental degradation. In the planned beach area it is allowed to install

- collapsible sunshades,
- changing cubicles,
- ecologically sound WC,
- kiosks,
- garbage bins,
- fireplaces,
- access roads,

- parking places,
- sport fields,
- playgrounds (Vārves pagasta darba grupa, 2005, 39).

The new land use plan edition is being very concise about allowed infrastructure elements in the planned beach area – allowed is what is not prohibited by the Protection Zone Law or other legislative acts of nature protection, and the placement of any such infrastructure elements has to be approved by the building department of the local municipality (Ventspils novada dome, 2011c, 27, 60).

Instead of planing two separate sites of beach with some infrastructure, there is unified and equipped beach area planned in the new edition of the land use plan. Two separate places are planned there for swimming activities. One of them is only for swimming, but in another there are also motorized water sport vehicles allowed. (Ventspils novada dome, 2011b)

Regarding the planned tourism infrastructure improvements, such as beach infrastructure, car parking places and alike, the local municipality is open for cooperation with local entrepreneurs in taking regular care about these infrastructure objects (Arhitektu birojs Rija, 2005, 23).

The forested land around the Zenith Missile Brigade is also open for tourism developments, since among other permissions, it is allowed there to have a residential house with rooms for guest accommodation, a house for rural tourism purposes, and also a trade or service entity at those pieces of land, that are located near roads (Vārves pagasta darba grupa, 2005, 39). The new edition of the land use plan is about to allow also establishment of tenting areas in such forested lands (Ventspils novada dome, 2011c, 43).

Not exactly where the missile hangars are, but a bit north from them, there is a piece of land, that has been zoned as *mixed area for recreation and public buildings (jaukta apbūves un sabiedrisko objektu apbūves teritorija* – in Latvian). This zoning regime is meant for tourism and recreational infrastructure, public and business entities, retail trade and services. A guest house, a motel, a hotel and a sports hall are among allowed intentions for land use in this zoning regime. An enterprise of light manufacturing is also allowed, if it does not create serious pollution. (Arhitektu birojs Rija & IT Fabrika, 2005; Vārves

pagasta darba grupa, 2005, 30)

In the new edition of the land use plan (Ventspils novada dome, 2011c, 47-48), the zoning regime for this very piece of land has been renamed as *area for tourism and recreation* (*tūrisma un atpūtas teritorija* – in Latvian). The permitted uses of this area are:

- parks and public gardens,
- buildings for amusement parks, open-air stages, sport fields,
- buildings for catering and other services,
- guest houses, rural tourism entities, camping places for tenting and trailers, car parking places,
- farmstead,
- residential apartment, agriculture and forestry as auxiliary uses.

Finally, there is the village of Cirpstene in close distance from the Zenith Missile Brigade. Among other zoning regimes, there is a *mixed area for recreation and residential housing* (*jaukta atpūtas un dzīvojamās apbūves teritorija* – in Latvian). This zoning regime is meant for tourism and recreational infrastructure and residential housing. A motel, a hotel, a cottage, an amusement park, a sports hall, a medical institution, and retail trade and services are among allowed intentions for land use in this zoning regime. The *mixed area for recreation and residential housing* overlaps with an *area for agricultural use* (*lauksaimniecībā izmantojamā teritorija* – in Latvian), where buildings for rural tourism activities and saunas are welcome. (Arhitektu birojs Rija & IT Fabrika, 2005; (Vārves pagasta darba grupa, 2005, 31-32, 35)

In the new edition of the land use plan (Ventspils novada dome, 2011c, 50), the zoning regime within the previously described part of the Cirpstene village has been renamed as area for construction of family residencies. The detailed list of allowed tourism developments within this area, as provided by the actual land use plan in force, is replaced in the new edition by a short sentence, that, apart from residential houses, a retail trade, sport buildings, catering and other public service entities are allowed in this area, and the detailed planning of every land property is mandatory in case of such developments.

Here comes some general rules about construction and land use, that are tourism related and apply everywhere in the municipality, irrespectively of any zoning regimes:

- trailers are allowed only in places, where it has been officially planned for tourism purposes (Vārves pagasta darba grupa, 2005, 11);
- it has to be ensured, that all public buildings, including those for tourist use, are safely and comfortably accessible for people with special needs (Vārves pagasta darba grupa, 2005, 12);
  - additional provision in the new edition of the land use plan (Ventspils novada dome, 2011c, 18) – if such an access can't be technically achieved, then it has to be ensured, that the services, provided in the respective public building, are available for people with special needs in some other way;
- permanent and seasonal type structures for trade (booths, sheds, pavilions, and alike) can be built and placed only with a permission of building department of the local municipality; if they are to be placed in the protection zone of roads, also the approval by the regional office of “Latvian State Roads” is needed (Vārves pagasta darba grupa, 2005, 16);
  - new provision in the new edition of the land use plan (Ventspils novada dome, 2011c, 26) – such structures can be built only after a decent technical project or placed ready-made according to a plan, approved by the building department of the local municipality;
- any advertising materials can be placed only according to special rules, issued by the Varve parish council (Vārves pagasta darba grupa, 2005, 16);
  - new, replacing provision in the new edition of the land use plan (Ventspils novada dome, 2011c, 24) – any advertising materials can be placed only after a design project, that has been approved by the building department of the local municipality;
- parking places for cars and bicycles have to be ensured at every piece of land, where any public use entity is located (Vārves pagasta darba grupa, 2005, 19).

The new edition of the land use plan (Ventspils novada dome, 2011c, 18) introduces to more rules, that are especially important, when considering any contemporary use for areas, formerly used by the Soviet army:

- it is prohibited to use land, buildings or any structures without cleaning up the existing, prior environmental pollution,

- it is prohibited to build anything in a polluted area.

Varve parish spatial plan 2004-2016 has been created with sustainable development in mind – thinking of integrated approach to economic, social and environmental issues. Compared to any previous planning periods in territorial planning, for the period of 2004-2016 the zoning regime of mixed areas has been expanded. This expansion has been based on a statement, that many representatives of the private sector are willing to become tourism brokers, especially in the areas along the Baltic Sea. Hopes have been put also in the overall growth of tourism industry in Latvia and co-financing opportunities from European Union for developments of tourism projects. Even though population numbers have a tendency of decrease, the demand for pieces of coastal land with allowed building of new houses on it is an issue. Land use constraints at the Baltic Sea, set by the Protection Zone Law, are seen as disturbance for economic development. (Arhitektu birojs Rija, 2005, 5, 9, 17)

Interestingly, one of the development goals, set in the Varve parish spatial plan 2004-2016 is to establish a tourism, recreation and health complex in the area of the Zenith Missile Brigade. The reason behind such an idea is the hope to improve the abandoned area, to attract investors and local entrepreneurs, to increase municipal income. However, before any detailed plans for any development are made, it is necessary to conduct research for possible soil pollution there (Arhitektu birojs Rija, 2005, 20, 30). Such an ambitious wording about tourism, recreation and health complex has been abandoned in the new edition of Varve parish spatial plan. It has been just noted, that the existing military heritage is a good basis for contemporary coastal infrastructure developments, such as for roads, car parking places, coastal access points and infrastructure for tourism entrepreneurship (Ventspils novads dome, 2011a, 23).

Since the former Zenith Missile Brigade is situated so close to the borders of Ventspils city, it is also important to take into account the situation and possible future developments in the area just north from the Zenith Missile Brigade and within the Ventspils city borders. A remarkable military heritage site is also located there. It is the Coastal Defense Battery No. 46 – just another site in the chain of military heritage sites along the Baltic Sea coast of Latvia (see *Figure 18*, also *Figure 26*). This site is also right now in a position of being a tourism resource, that could be used to develop a future tourism product. It seems right

now, that Ventspils city is planning to offer the Coastal Defense Battery No. 46 for some kind of touristic use. Such an intention has been laid out in the explanatory part (Arhitektu birojs SIA „Nams”) of the detailed territorial plan of that area where the Coastal Defense Battery No. 46 is located, and also supported by the permitted land use there according to the binding graphical representation (Arhitektu birojs SIA „Nams”, 2007) of the detailed territorial plan. In spite of being just a tourism resource with no tourism product and services in place, the Coastal Defense Battery No. 46 as a site of interest has been included already in two tourism maps (LLTA “Lauku ceļotājs”, 2011a; Ventspils Tūrisma informācijas centrs & Talsu novada tūrisma informācijas centrs), one of which has been published by the Ventspils City Council. Also the idea and step by step suggestions have been presented within the “Guidelines for Military Heritage Site Utilization” by the Latvian professional rural tourism association “Countryside Traveller” on how to revitalize the Coastal Defense Battery No. 46 to use it as a tourism attraction (Melkonovs, 2011).



*Figure 18. Coastal Defense Battery No. 46 within the borders of Ventspils city - a nearby neighbour of the Zenith Missile Brigade at Cirpstene village in Varve parish. Photos taken by the author in August 2011.*

#### **4.2. Results from the qualitative interviewing of the key stakeholders**

Qualitative interviewing is the second method applied to this research after reviewing applicable legislation and local level land use plans (see *Figure 13*). By using the method of qualitative interviewing, answers to the research questions (see also *Table 8*) have been searched for:

- *Research question Nr. 1:* What is the land ownership of the military heritage site – the Zenith Missile Brigade at Cīrpstene?
- *Research question Nr. 3:* What are the opportunities and constraints of land use in the vicinity of a military heritage site, set by planning documents, legislation and other local factors (with special emphasis on *other local factors* in the case of qualitative interviewing method)?
- *Research question Nr. 4:* Is there a potential for private, public, or private and public partnership initiative to develop and run a tourist attraction, based on a specific military heritage site?

The key stakeholders interviewed (see also 2.2. *Qualitative interviewing of the key stakeholders*) for this feasibility study of Zenith Missile Brigade at Cīrpstene are:

- Andželika Brālīte, the leader of Varve parish council (see *Appendix 2 A. Questions to the local municipality*), and
- Jānis Brauns, an employee (length of service – 10 years) of the State Stock Company “Latvia’s State Forests” that is the landowner of the Zenith Missile Brigade area (see *Appendix 2 C. Questions to a tourism broker*).

In this chapter, the results are represented further as the answers to the three research questions by combining information provided by the two interviewees.

- *Research question Nr. 1:* What is the land ownership of the Zenith Missile Brigade at Cīrpstene?

The land, where the remains of the Zenith Missile Brigade are located, belongs to the State, and its management and protection is performed by the State Stock Company “Latvia’s State Forests” (in Latvian – “Latvijas valsts meži”)<sup>1</sup>, “which has been founded for the administration and management of State forest property” (Law on Forests, 2000, Section 4(2)).

- *Research question Nr. 3:* What are the opportunities and constraints of land use in the vicinity of the Zenith Missile Brigade set by various local factors?

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<sup>1</sup> (Jānis Brauns, employee of the State Stock Company “Latvia’s State Forests”, interview, 18<sup>th</sup> of October 2011)

Interestingly, the very first observation by the author of this thesis, when summarizing the data from the interviews conducted, regarding this research question was that the list of detected *opportunities* appeared to be very short in comparison with the list of detected *constraints*.

As the *opportunities* were mentioned:

- plenty of natural values in the area irrespectively of the presence of a military heritage site<sup>1</sup>,
- enjoyable natural landscape<sup>2</sup>,
- general suitability for a potential tourist attraction<sup>2</sup>.

*Constraints* are the following.

- A regular burden for area managers is the habit of a particular segment of area visitors to dump waste there in random places around the forest, also to leave garbage behind them and not even in the installed waste bins after using the area for recreational purposes<sup>1,2</sup>. This problem is reinforced by the lack of working capacity for the controlling institutions, for example – police and the State Forest Service, whose role theoretically is to keep an eye on good order in the area and to punish individuals, who disrespect it<sup>1</sup>. Dealing with consequences – cleaning-up the mess – creates costs for the landowner<sup>1</sup>. The leader of the local municipality complains, that garbage always gets dumped somewhere, but the financing for bringing it out is always insufficient in the municipality budget<sup>2</sup>. According to author's personal observation, the abandoned ruins of former military buildings are especially attractive destinations for waste-dumpers.
- There has been a ready plan to create a hiking path for blind people in the area, since it offers a lot of impressions, that can be captured by another senses, for example, the sound of the sea, the particular relief of the area, the flavour of the forest and alike. But the plan did not get realized due to the general economic crisis in 2009 and the subsequent lack of financing<sup>1</sup>.
- The leader of the local municipality<sup>2</sup> holds the opinion, that for an entrepreneur to

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1 (Jānis Brauns, employee of the State Stock Company “Latvia’s State Forests”, interview, 18<sup>th</sup> of October 2011)

2 (Andželika Brālīte, the leader of Varve parish council, interview, 17<sup>th</sup> of October 2011)



develop tourism products in the area might not be financially feasible because the seaside in the periphery, that is outside the borders of Ventspils city, is not so popular among visitors.

- A future constraint of the land use in the area originates from the strategic environmental goals of the State Stock Company “Latvia’s State Forests”. One of the tasks under these strategic environmental goals is to grant an official status – *forests of high biological value* – to 10% of forested lands in every region of the country (Latvijas valsts meži, 2011). The area of the Zenith Missile Brigade is also located within such future *forest of high biological value* – a forest area characterized by high concentration of natural values, identified and managed with a goal to enhance biological diversity in forests. It is expected that such a status will imply limitations to economic activity in the area<sup>1</sup>.
- Lack of comprehensive and integrated management plan for the respective coastal area is the factor obviously slowing down sustainable use of the area in general. There are many institutions involved in managing the area, but there is a lack of coordination between them. Interestingly, during interviews, the employee of the “Latvia’s State Forests”<sup>1</sup> was the one, who named the need for integrated coastal and marine practices and emphasized the lack of it as a problem. In addition to that, several expressions by the Varve parish council leader<sup>2</sup> proved the existence of this problem. For example, when asked of who owns the land at the Zenith Missile Brigade, the parish council leader could only comment, that the land belongs to the state, and she could not name a particular body that runs it. She said, that everyone takes care of its own property, but at the same time she mentioned, that, whenever possible, local municipality tries to keep the area at the Zenith Missile Brigade clean from litter. The employee of the “Latvia’s State Forests” denied such information, and said, that the local municipality does not do anything there. In addition to that, the Varve parish council leader explained, that the *area for tourism and recreation* in the new edition of the territorial local government spatial plan (Ventspils novada dome, 2011b) has been planned there rather as an offer by the local municipality than the response to the landowner's initiative. Such a discourse proves, that there is a visible lack of integration between plans and actions of these

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1 (Jānis Brauns, employee of the State Stock Company “Latvia’s State Forests”, interview, 18<sup>th</sup> of October 2011)

2 (Andželika Brālīte, the leader of Varve parish council, interview, 17<sup>th</sup> of October 2011)

two key stakeholders – the landowner and the local municipality.

- *Research question Nr. 4:* Is there a potential for private, public, or private and public partnership initiative to develop and run a tourist attraction, based on former Zenith Missile Brigade?

The most important prerequisite for any partnership is a common vision and goals, that can be shared and achieved in collaboration. As it can be seen from the interview data, so far the future hopes and visions of the local municipality and the landowner do not differ much. Both of them<sup>1,2</sup> would like to see clean, safe and well-taken-care-of environment there. The employee of the “Latvia’s State Forests” holds the opinion, that future uses of the area have to be connected with transportation with no motorized vehicles, such as bicycles and hiking activities, for example. Both of the interviewed stakeholders think, that the site of the Zenith Missile Brigade is interesting enough to be represented to area visitors through the means of some kind of visual and textual information – e. g. a scale model, that would represent the former military functioning of the missile brigade<sup>1</sup>.

Some work has been already done for the area management that would ease or contribute further tourism attraction developments. The landowner has a system in place for cleaning up the area from litter<sup>1</sup>. An area for tourism and recreation has been zoned (Ventpils novada dome, 2011b) with it's particular rules of use (Vārves pagasta darba grupa, 2005) nearby the site of Zenith Missile Brigade in the territorial local government spatial plan by the local municipality<sup>2</sup>. The area has been equipped with features for orienteering sport activities<sup>1</sup>. Both, small and large scale infrastructure elements have been set up in the area for the comfort of visitors. “Latvia’s State Forests” set up and maintain wooden tables, benches and garbage bins. In 2010, a concrete pathway down to the sea was constructed for the purposes of contemporary military training activities (see *Figure 19*). This particular infrastructure element belongs to the state, but it is available also for public use. This is an interesting example of how contemporary military structures benefit area visitors and accommodate their needs for coastal access.

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1 (Jānis Brauns, employee of the State Stock Company “Latvia’s State Forests”, interview, 18<sup>th</sup> of October 2011)

2 (Andželika Brālīte, the leader of Varve parish council, interview, 17<sup>th</sup> of October 2011)



*Figure 19. Concrete pathway through the coastal dunes down to the sea – built in 2010 for military training purposes, used today for public coastal access. Author's photo, 18th of October, 2011.*

It is obvious, that there are some vision-related and some infrastructural preconditions for partnership in tourism product development. So far it seems, that the human initiative and leadership are lacking. When asked about detailed planning of the area, the Varve parish council leader answered, that so far no-one has approached the municipality with the plan or initiative to develop the area of the former Zenith Missile Brigade for any particular tourism-related purpose<sup>2</sup>.

### **4.3. Results from the stakeholder analysis**

Stakeholder analysis is the third method applied to this research after reviewing applicable legislation and local level land use plans, and after conducting the qualitative interviewing of the key stakeholders (see *Figure 13*). By using the method of stakeholder analysis, answers to two research questions (see also *Table 8*) have been searched for:

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<sup>2</sup> (Andželika Brālīte, the leader of Varve parish council, interview, 17<sup>th</sup> of October 2011)

- *Research question Nr. 3:* What are the opportunities and constraints of land use in the vicinity of a military heritage site, set by planning documents, legislation and other local factors (with special emphasis on *other local factors* in the case of stakeholder analysis method)?
- *Research question Nr. 4:* Is there a potential for private, public, or private and public partnership initiative to develop and run a tourist attraction, based on a specific military heritage site?

### Identified stakeholders and their issues of importance

The following is a list of stakeholders, whose position and issues of importance shall be considered in case of developing Zenith Missile Brigade area as a tourism attraction.

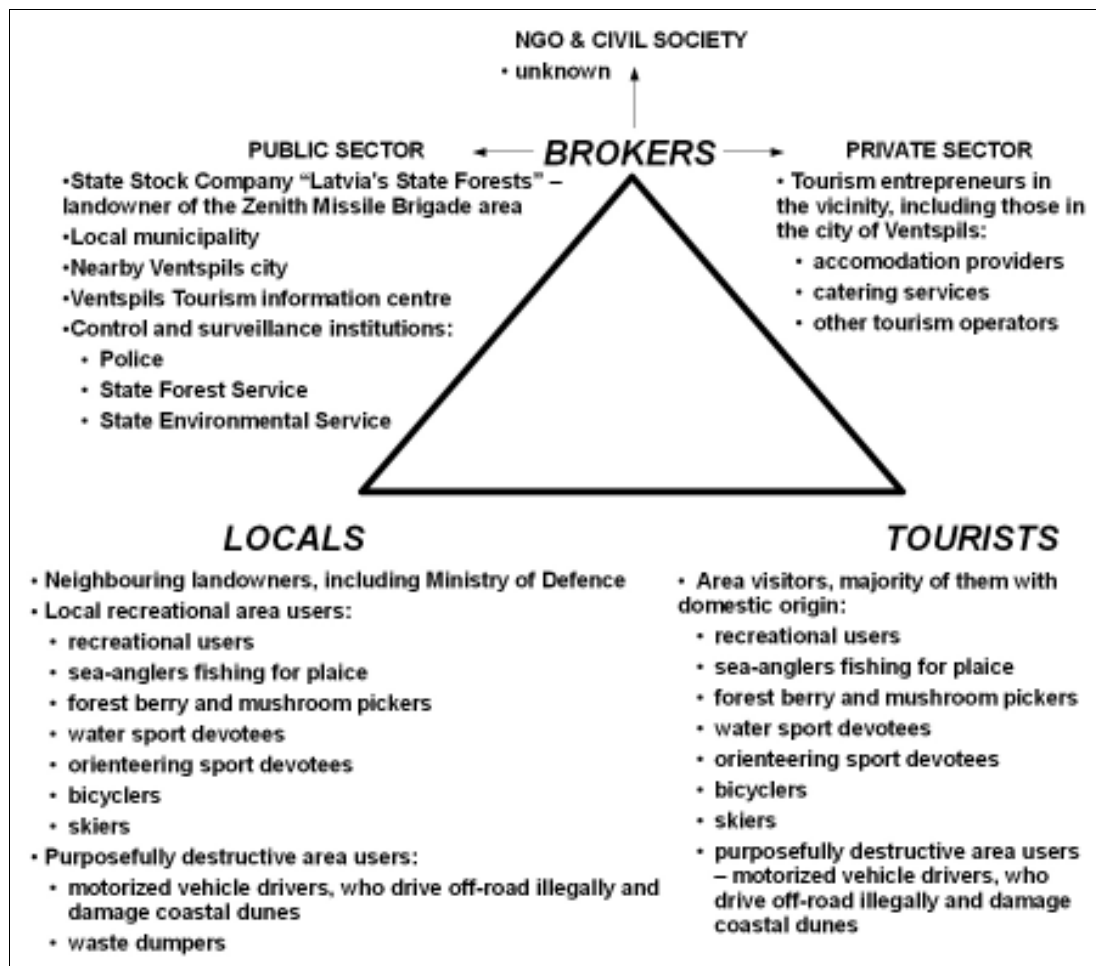
- State Stock Company “Latvia's State Forests” – landowner of the Zenith Missile Brigade area, planning to grant an official status – *forests of high biological value* – to 10% of forested lands in every region of the country (Latvijas valsts meži, 2011), also to the area, where the Zenith Missile Brigade is located.
- Local Varve parish, Ventspils district municipality – interested in raise of municipal income and quality of life improvements for local residents, therefore has supportive attitude towards economic activities in the municipality.
- Nearby Ventspils city – highly influential neighbour, whose spatial planning outcomes and also those of various other fields in the adjacent area within the borders of Ventspils city can strongly affect use patterns of the Zenith Missile Brigade area.
- Tourism information centre in Ventspils city – partner for marketing activities.
- Tourism entrepreneurs in the vicinity, including those in the nearby Ventspils city – possible competitors if the same or similar business niche is chosen, or possible partners in case of symbiotic business strategies:
  - accommodation providers,
  - catering services,
  - other tourism operators.

- Control and surveillance institutions:
  - police, whose role is to keep an eye on good order in the area and to punish individuals, who disrespect it,
  - State Forest Service – one of its competences is to control observance of provisions of various statutory acts regulating forestry,
  - State Environmental Service, represented by its Ventspils regional department, has some power over development activities in the area.
- Neighbouring landowners – increased flow of visitors to the area could affect also neighbouring areas.
  - Ministry of Defence is still utilizing for military purposes areas adjacent to the former Zenith Missile Brigade – unwanted touristy curiosity could be a disturbance.
- Area visitors and local recreational users – representing the society in general; its recreational and educational needs are part of the justification for establishing and maintaining open natural areas:
  - recreational users,
  - sea-anglers fishing for plaice,
  - forest berry and mushroom pickers,
  - water sport devotees,
  - orienteering sport devotees,
  - bicyclers,
  - skiers.
- Purposefully destructive area users:
  - motorized vehicle drivers, who drive off-road illegally and damage coastal dunes,
  - waste dumpers.

### Identified stakeholders in perspective of Broker-Local-Tourist model

The Broker-Local-Tourist (BLT) model (Miller, 2008, 71) has been discussed earlier in this thesis (see *Chapter 2.2. Sustainable coastal tourism*). Theoretical framework of this model

has been applied practically during stakeholder analysis. *Figure 20* presents the results.



*Figure 20. Stakeholders of potential tourism attraction development on the basis of former Zenith Missile Brigade at Cirpstene in perspective of Broker-Local-Tourist model (adopted from Miller (2008)).*

In the case of former Zenith Missile Brigade area at Cirpstene, there is no big difference between local recreational area users (locals) and area visitors (tourists). Their area use patterns are similar and based upon the environmental qualities of the area, which is characterized by the sea coast and sandy beach, coastal forests and varied topography.

### Results from the stakeholder analysis in the light of research questions

By using the method of stakeholder analysis, answers to two research questions (see also *Table 8*) have been searched for.

- *Research question Nr. 3:* What are the opportunities and constraints of land use in

the vicinity of a military heritage site, set by planning documents, legislation and other local factors (with special emphasis on other local factors in the case of stakeholder analysis method)?

The greatest imminent constraint one of the land use in the vicinity of a military heritage site originates from the strategic environmental goals of the landowner of the military heritage site – the State Stock Company “Latvia’s State Forests”. One of the tasks under these strategic environmental goals is to grant an official status – *forests of high biological value* – to 10% of forested lands in every region of the country (Latvijas valsts meži, 2011). The area of the Zenith Missile Brigade is also located within such future *forest of high biological value* – a forest area characterized by high concentration of natural values, identified and managed with a goal to enhance biological diversity in forests (Jānis Brauns, employee of the State Stock Company “Latvia’s State Forests”, interview, 18th of October 2011). It is expected that such a status will imply limitations to economic activity in the area, and the future management of the area will be primary driven by “preservation ethic” (Miller et al., 1999, 12).

Presence of such a nationally powerful neighbouring landowner as the Ministry of Defence, that is still utilizing for military purposes areas adjacent to the former Zenith Missile Brigade, could potentially be a constraint for developing tourism in the area, because unwanted touristy curiosity could be a disturbance for contemporary military operations. However, effective management of tourism flow can help to avoid such potential disturbance. Even if tourism activities are to be developed in the area, it is not promised that there will emerge conflicts between the tourism use and the contemporary military use of the area. For example, Cape Kolka, being one of the most famous tourism attractions in Latvia, is a bright example of how tourism and contemporary military operations co-exist on a tiny single piece of headland (SIA “Kolkasrags”).

Another local factor in terms of stakeholders' interactions, setting some constraints for local recreational area users (locals in BLT model) and area visitors (tourists in BLT model) to fully enjoy the area, is the behaviour of purposefully destructive area users, such as motorized vehicle drivers, who drive off-road illegally, and waste dumpers (both, locals and tourists in BLT model; see *Figure 20*). These groups are capable of spoiling visitors' experience and impression of the area, and can be a disturbance for recreational activities.

Since the Zenith Missile Brigade is located so close to the borders of Ventspils city, the opportunities for land use in the vicinity of this military heritage site, especially improvements of tourism infrastructure, could originate from cross-municipal-border integration with the spatial planning and development activities in the adjacent area of Ventspils city. Especially, taking into account that there is one more military heritage site right across the municipal border in Ventspils city – the Coastal Defense Battery No. 46 (see *Chapter The territorial local government spatial plan & Figure 18*). But the managers of the Zenith Missile Brigade area and the local Varve parish municipality shall realize that no opportunities will emerge just like that. Serious work needs to be invested in establishment of cooperation and coordination of development plans and activities.

- *Research question Nr. 4:* Is there a potential for private, public, or private and public partnership initiative to develop and run a tourist attraction, based on a specific military heritage site?

Please, see an answer to this very research question in *Chapter 4.2. Results from the qualitative interviewing of the key stakeholders*, because it is also applicable here.

In spite of the fact that future hopes and visions of the local municipality and the landowner (both of them are the key stakeholders and the public sector brokers in BLT model; see *Figure 20*) do not differ much, it seems for the author of this thesis that there are not enough preconditions present for establishing a partnership initiative to develop and run a tourist attraction, based on the Zenith Missile Brigade. The most important prerequisite for any partnership is a common vision and goals, that can be shared and achieved in collaboration. So far it seems, that the actual activities by various stakeholders in the area, including tourism brokers, are scattered and driven by detached individual goals of each stakeholder. The lack of common vision and also the lack of communication among stakeholders is apparent. Being just a peripheral area adjacent to big city, the place also does not possess any strong local identity, based on local values, that would unite its community to achieve common goals.



## Chapter 5. Conclusions and Recommendations

### 5.1. General conclusions

In this chapter there are general conclusions summarized that have emerged in the author's mind while working on this research. These conclusions can be applicable to the two military heritage sites in question of this thesis – the Frontier Surveillance Facility in Mazirbe and the Zenith Missile Brigade at Cirpstene. But they are also of a much broader scope than a single military heritage site. They could be also applied to many other coastal management issues, any other issues, regarding family, municipal or even state owned property, issues of history lessons and cultural heritage, and any other field that the reader finds it relevant to apply these conclusions to. If the conclusions represented in the next chapter 5.2. *Particular conclusions and recommendations for the military heritage sites of this study* are those that were expected to be reached after doing this feasibility study, which had its aims (see *Introduction*), then these general conclusions here have been rather unexpected outcomes of this research.

This chapter contains 9 general conclusions that are numbered from 1. to 9. The numbering order does not represent any priority or emphasis of significance.

#### **1. Education and expertise are important to achieve a successful result.**

For a potential tourism broker, who wants to develop and promote tourism in coastal areas in a professional and socially and environmentally responsible manner, it is recommended to involve people, that have some level of higher education. An understanding about natural coastal processes, as well as legislative aspects and local social climate is especially necessary. Without understanding ones responsibilities and also opportunities, set by local natural, legislative and social factors, it is less likely to achieve a successful result and ensure sustainable future for both – ones business and environment, where it is being done.

In this regard, also the advice by the International Council of Monuments and Sites (ICOMOS), expressed within the *Charter of Cultural Tourism*, is a good advice take on board, even though a particular site to be dealt with might not be as great

and as important than those heritage sites that ICOMOS is concerned with –  
“the specialists who shall be called upon to conceive and implement the  
touristic use of the cultural and the natural heritage should receive training  
adapted to the multi-faceted nature of the problem, and should be associated  
from the outset in the programming and performance of the development and  
tourist equipment plans” (ICOMOS, 1976).

- 2. Sound understanding and responsible attitude in front of legislative aspects can be helpful in many ways.** But one of the most important is guiltiness. Apparently, it is very easy to do harm to somebody and to be guilty in something just because of ignorance and lack of understanding of what impact does your action, or even inaction has, if you are a landowner, and also what your obligations and responsibilities are, if you own or operate something.

**3. Laws are not always perfect.**

It is important to have an environmental protection legislation in place. And it is important that both, society and governmental institutions, follow these laws. But sometimes there are flaws in legislation acts, that turn the effort away from actual environmental protection and consume resources, mostly time and money, for merely bureaucratic processes with no positive impact on environment or the development process.

This conclusion has emerged from analyzing the law *On Environmental Impact Assessment* and it's related regulations, regarding both of the military heritage sites in focus of this thesis. In order to gain an in-depth understanding of this conclusion and also the possibilities for solutions, suggested by the author, the reader is welcome to go back to *Applicable legislation, issued by the national government* in *Chapter 3.1.* and *Applicable legislation, issued by the national government* in *Chapter 4.1.* to those places in text, where the law *On Environmental Impact Assessment* and it's related regulations are discussed. Because the particular details of this situation can be understood only in the context of each of the feasibility studies and their respective applicable legislation reviews.

- 4. In a world today, an ownership shall be seen primary as a honourable duty to take good care of what one owns.**

If the property is a land in a relatively unspoiled and untouched area, getting any material benefit out of it shall be seen as a secondary goal. The original ecosystem services, such as coastal protection by natural dunes, fertility of land, clean air provided by forest, shall be appreciated in the first place. Often taking care and receiving benefits are interrelated, and that is the example of sustainable development.

Properties, belonging to private owners, often shape family histories for generations. Ownership of land means power, also a political power. The most tragic times in the history of Latvian nation have been closely related to periods, when Latvian people could not own the land that was feeding them. Being able to own land and taking good care of it is important not only for environmental reasons, that are becoming more and more crucial in the world today, but also for the survival of a nation and its culture.

Unlike various periods during our national history, today Latvian people have rights to own their land and what is on it, including the heritage of past periods, when we did not have such rights. For Latvians, in order to be able to take care environmentally, culturally, and even nationally about their only country, it is important to have control over their land. Therefore, it is important to keep places in our ownership and not to sell them away, because then we lose control of them. Just keeping places into somebody's ownership is not a whole solution. Places have to be not only taken care of, but also reasonably utilized in order to benefit from them.

Recent news regarding one of the most famous military heritage sites in Latvia, demonstrate a complete absurdity in terms of selling away a property, losing control of it, and also losing any national pride, that has been pretentiously built up regarding that particular place short after the renewal of the independence of the Republic of Latvia in 1991. The detonation of Skrunda's Radio Location System or *Skrundas lokators* has been described in *Chapter 1.3. Military heritage tourism initiatives in Latvia*. *Skrundas lokators* had a whole military town for its personnel adjacent to it. The town was handed over to the Republic of Latvia, when Russian army abandoned the place after the renewal of the independence. Subsequently, this

military town was owned by the state for many years. During these years it experienced nothing but a decay, since no investments were done to utilize it in any economical way. The property was announced for sale, and the local municipality was hoping that the new owner of this site will start a tourism business using this military town as a primary attraction. The property did get sold two years ago. But as it appeared in the end, the new owner does not have any business vision there, and what is more, the property has been sold back to Russians (LNT, 2011, November 13). If the independence from Russian rule was the goal to be achieved by renewing the Republic of Latvia in 1991, then such practices regarding real estates in Latvia puts our actual independence back in danger again.

5. **“Developing and organising rural tourism may require a significant investment either beyond the means of the business owner or greater than justified by potential returns** [letter changes]. In such cases, government subsidies may be required to maintain the social benefits of diversification into tourism.” (Sharpley, 2002, 235; Fleischer & Felsenstein, 2000)

Regarding potential small-scale tourism developments in the rural areas of Latvia, the real-life situation has similar trends to those in other places in the world, as it is suggested by this example in the academic literature. On the one hand, there are plenty truly interesting military heritage sites in Latvia. On the other hand, just a tiny part of them have experienced the transformation from being merely a tourism resource to be a marketable tourism product. This applies not only to military heritage sites, but also many other potential tourist attractions, be it natural or built heritage. When asking to municipality representatives about reasons why is it like that, the answer received is that there have been no initiative from entrepreneurs (Andželika Brālīte, the leader of Varve parish council, interview, 17<sup>th</sup> of October 2011; Jānis Dambītis, Dundaga municipality representative, oral reference, 9<sup>th</sup> of September 2011). When asking a local tourism company of why is it not interested to take care of this or that place and make some tourism product out of it, the answer is that the potential benefits will not justify the necessary investments (Jānis Dambītis, SIA “Kolkasrags”, oral reference, 9<sup>th</sup> of September 2011).

6. **In Latvia, the concept of *integrated coastal zone management (ICZM)* has been**

**recently introduced on higher planning levels. But it has not truly reached the lower levels and has not turned into real initiatives of integration on a practical level.** The potential of ICZM is still underused, at least in those areas, that the author got to know in detail during her work on this thesis. In order to achieve true integration, a lot depends on those local managers, who actually live and work at coastal areas. There is a gap between those qualified ICZM professionals on higher governmental levels and those actual managers that work with coastal areas in their daily life – lack of communication of knowledge and common understanding.

- 7. Territorial planning, also called spatial planning, and the planning of tourism industry development as fields of expertise have experienced positive changes in Latvia during the last decade.** They have become more advanced, more detailed and more exact. The quality of planning itself is rather satisfactory and sensible. However, more effort needs to be invested to make sure that all the good things that have been planned actually do get realized in practice and reach the local municipal levels.

- 8. Even if the goal is good, it's often hard to achieve it due to local social aspects.**

Even if there are goals, good and beneficial for local level areas, written down in some development policy, it may be hard to achieve them if the local people are not enthusiastic, if they are with no initiative for positive change, apathetic and thinking more of what they can't instead of what they can do to make their living environments better.

- 9. It is hard to achieve sustainable development, if the built environment is being torn down or left to decay, or does not receive the necessary care** (see *Appendix 4. Story about the past times of Frontier Surveillance Facility in Mazirbe*). Every material thing we own can be used for some practical reason, can be reused, adapted to new conditions and needs, can be recycled and used creatively again and again. Also buildings and all kind of structures. To construct a building from the very beginning, considerable effort and resources have to be invested. These resources can also be saved, if we take good care of the built environment that we already have.

## **5.2. Particular conclusions and recommendations for the military heritage sites of this study**

Before starting this feasibility study, two aims were set for it. In this chapter the particular conclusions and recommendations for the two military heritage sites – Frontier Surveillance Facility in Mazirbe and Zenith Missile Brigade at Cirpstene – are presented in connection with the research aims.

The **first aim** was

- to find out which of military heritage sites along the West coast of Latvia are most suitable for developing a new tourism product, taking into account the surrounding physical environment, opportunities and constraints set by planning documents, legislation, historical value of the heritage site, available human capital and other nearby developments.

**Conclusions** are the following.

1. Both of the sites – Frontier Surveillance Facility in Mazirbe and Zenith Missile Brigade at Cirpstene – hold a potential for creating a tourism attraction. There is nothing that would ban such a potential development entirely. Although, there are rules in place, that do ban and limit various kinds of developments due to the land use regimes in place (see *Chapter 3. Feasibility study of Frontier Surveillance Facility in Mazirbe – Results* & *Chapter 4. Feasibility study of Zenith Missile Brigade at Cirpstene – Results*). Future developments in these places depend directly upon the initiative, creativity and decisions of those persons, who are most closely linked to the ownership (the case of the Frontier Surveillance Facility in Mazirbe, since the site is privately owned) and management (the case of the Zenith Missile Brigade at Cirpstene, since the site is owned by a state stock company) of these places.
2. The question stated in the aim of which sites are the most suitable for developing a new tourism product does not have a simple answer. In other words, it depends. Mostly it depends on what kind of tourism product is to be developed – for example, does it involve accommodation services, or is it mostly experience based product? Is the development project so called hard project, that involves building

serious infrastructure, or is it a soft project, based on storytelling, edutainment (education + entertainment) and alike. Sites that can't be used for hard project developments due to sensitive environments, legal aspects and other limitations, still can be used for soft project developments. The fact, that Frontier Surveillance Facility in Mazirbe and Zenith Missile Brigade at Cirpstene were chosen for this research, does not mean, that these are the two most suitable military heritage sites for tourism product development on the West coast of Latvia. It simply means, that they were chosen for this research and their suitability was examined.

The **second aim** was

- to develop a practical, feasible and ready-to-implement suggestion for the owner of a military heritage site on how to create a tourism product, based on the resource of a military heritage site.

#### Recommendations for the Frontier Surveillance Facility in Mazirbe

1. The property, containing Frontier Surveillance Facility, is a good basis for developing a tourism product, that includes accommodation services and/or premises for rent, for example, for artistic events and alike, because it has the necessary basic infrastructure to begin with – the built environment is there, it just needs improvements. To be more specific, the property already has access to two very important amenities – water and electricity, and it also has a lot of all kind of buildings standing there – the former Mazirbe Maritime School as the main building, and plenty of smaller auxiliary buildings from the times of the Frontier Surveillance Facility. In order to provide accommodation services and/or premises for rent, the main building of Mazirbe Maritime School needs serious investments for renovation.
2. Renovation of the Mazirbe Maritime School building is the property owner's dream, that has not yet been fulfilled, mostly due to the general economic situation that has not allowed for the property owner to earn the necessary funds. The author of this thesis agrees, that the general economic situation in Latvia is and has been a factor limiting fulfilment of the dreams of many. But the author also believes that knowledge, education and business-orientated thinking are those factors that can

contribute to fulfilment of dreams even in economic situation that many are (and will be forever after) complaining about. The property owner has invested a lot of work and resources to make the former Frontier Surveillance Facility at least partly usable today – the area is generally well taken-care of irrespectively of buildings requiring serious renovation. In author's point of view, the business potential of the property as it is today is still underutilized. And the property owner shall think on a daily basis not only of how to repair something in her property, but also of how to start creating some flow of income from her property simply to be able to support the future renovation and regular property exploitation, such as electricity costs for example. In author's opinion, it is, possible to arrange resources available on site in a way to create a product that would support creating more products with higher added value in the future and ensure maybe even a good family business. In other words, think big, start small, start now!

3. In order to start small, very simple services could be offered on site as it is today, or at least with minor investments. Here are ideas for two kinds of target markets and services for them.
  - (a) Water sport devotees are a potential market niche due to the characteristics of water sport equipment (it is big and heavy) and the easy access to the sea from the property of former Frontier Surveillance Facility in Mazirbe. There might be a demand for equipment storage opportunities and changing rooms.
  - (b) Velo tourists are another market niche. It is expected that the number of tourists traveling on bicycles will increase in the area, including long-distance velo tourists. The main reason for that is the international *Eurovelo 13* cycling route, also called the *Iron Curtain Trail*, being developed and promoted right now on a European level (see *Figure 10*). The *Iron Curtain Trail* goes all along the coastline of Latvia, including also Mazirbe village. What is more, the property owner has already agreed for a road sign to be set up as a part of this velo route, pointing at the former Frontier Surveillance Facility as a military heritage site. Therefore, any services friendly to velo tourists, for example, tenting places with a possibility to store a bicycle overnight in a locked storage room, could be marketable. Velo tourists are often looking for a low cost services, therefore any services that represent value for money, but are not necessarily fancy, could be



developed.

In order to satisfy the needs for both of the market niches, the same infrastructure can be used, for example, a storage room to store both – water sport equipment and bicycles. It is very important for a brand new entrepreneur not to exaggerate in the very beginning by trying to provide services that consume too much time and too much effort of the entrepreneur. In other words – too much resources are invested, and the initial benefits cannot cover these investments. It is important to figure out a way how to ensure minimum effort to provide simple services effectively and to create some positive flow of income.

4. The author strongly recommends for the property owner to plan the Mazirbe Maritime School building (see *Figure 21*) renovation in a way, that it would be possible to offer high quality accommodation services in the future. Since the long term vision of the property owner is about conference or art centre there, relevant premises for rent for various events also shall be planned, but the main emphasis shall be put on accommodation services. It is for two reasons. First of all, there are already premises available for bigger events in Mazirbe village. It is the Livonian Community House, that is in a good condition, but currently utilized just part of the time by the Livonian community. Cooperation in organizing bigger events can be searched with the Livonian community, who could rent its Community House for such events and gain income to achieve their own goals. Secondly, accommodation services are those, that comprise considerable part of tourists' spending during travel – in Latvia these services have been the reason for more than 20% of all spending by foreign travellers during the period 2004-2009 (Central Statistical Bureau of Latvia, 2011, 3). Therefore these are those of the most valuable services that a local tourism entrepreneur can offer to a traveller and get paid for. Moreover, accommodation services can be sold also to random travellers, that come to the place irrespectively of any conference or art event happening. Creating high quality accommodation services would be a basis for attracting relatively wealthy clientèle and also would put the property owners into a market segment, that does not currently have anything on offer in the area. There are various tourism accommodation options available in the area, but when it comes to the need for truly high quality and standards, then the rural localities often does not have

anything to offer, and the money goes only to towns. If the property owner is willing to develop her place in connection with arts and artists, then it would be good to develop the accommodation services comfortable exactly for this target market. In order to ensure that guests stay in the provided accommodation for longer periods and also during off-season, the place can be developed as suitable for artist residencies.



*Figure 21. Former Maritime School building in Mazirbe. Photo by Lilita Kalnaja.*



*Figure 22. Livonian Community House. Mazirbe. (Mednis).*

### Recommendations for the Zenith Missile Brigade at Cīrpstene

1. In order not to reinvent the wheel, a recommendation for the Zenith Missile Brigade at Cīrpstene can be borrowed from the “Guidelines for utilisation of former military sites” (LLTA “Lauku ceļotājs”, 2011b), where such has been developed by a historian and expert on history of military heritage objects Jurijs Melkonovs for a former military site nearby to the one at Cīrpstene. Melkonovs (2011) provides a suggestion on how to revitalize the Coastal Defense Battery No. 46 (see *Figure 18*) within Ventspils city borders to use it as a tourism attraction. Since both of these military heritage sites are situated nearby in similar settings, have served a similar military purpose in their heyday – a coastal defense function, and are right now in a similarly poor physical condition, the suggestion for the revitalization of the Coastal Defense Battery No. 46 is also applicable to the Zenith Missile Brigade at Cīrpstene, of course, by taking into account the local specific situation and characteristics of the latter one. Melkonovs (2011) suggests a list of necessary

actions, organized in six groups:

- (a) Managerial actions,
- (b) Actions of historical research,
- (c) Construction works,
- (d) Actions to ensure safety on site,
- (e) Preparation of tourism information about the site,
- (f) Possible future visions.

In case of interest in a full-text version, Latvian-reading audiences can find the “Guidelines for utilisation of former military sites” (LLTA “Lauku ceļotājs”, 2011b) along with Melkonovs (2011) suggestion within them online. What is more, the historian is open for communication, as it can be understood from the fact that he has also published his phone numbers there. Probably, the expert on history of military heritage objects in Latvia can tailor upon request his advice to any other military heritage site in Latvia. For those, who don't read Latvian, but are interested in getting acquainted with the general idea of Melkonovs (2011) suggestion, the author of this thesis presents a non-site-specific English translation of Melkonovs (2011) suggestion in *Appendix 5. Suggestion on how to revitalize an abandoned military heritage site to use it as a tourism attraction*.

2. Taking into account those features uniting the Zenith Missile Brigade at Ķirpstone and the Coastal Defense Battery No. 46 in Ventspils city, such as close proximity, common natural environment and common thematic characteristics, in case of future tourism planning and tourism development there shall be some integration among these two military heritage sites across municipal borders – the Varve parish and the Ventspils city. In the author's opinion, it is very likely that Ventspils city will develop a tourism attraction at the Coastal Defense Battery No. 46 in rather foreseeable future, taking into account the effort that has been invested there already – the detailed territorial plan of the area (Arhitektu birojs SIA „Nams”; Arhitektu birojs SIA „Nams”, 2007), the inclusion in tourism maps (LLTA “Lauku ceļotājs”, 2011a; Ventspils Tūrisma informācijas centrs & Talsu novada tūrisma informācijas centrs), the suggestion by Melkonovs (2011), and the fact that the “Iron Curtain Trail” velo route is to include the coastal military heritage sites (see

*Figure 10*). Therefore extending the adventure into the Zenith Missile Brigade at Cirpstene would be only logical. In case of well organized human and financial resource management, it would also mean extending the benefits of tourism from a big urban municipality into a small rural municipality, which would be a good thing to do.

3. In author's point of view, the Zenith Missile Brigade at Cirpstene is suitable for tourism products mainly targeted at day-trippers from Ventspils city and bypassing velo tourists. The bypassing velo tourists are a potential market mainly due to the “Iron Curtain Trail”. Day-trippers from Ventspils city might have various reasons to visit the Zenith Missile Brigade at Cirpstene. Those may be groups of school children going on excursion during history lessons. Those may be visitors of Ventspils museum that are interested in specialized guided tours to military heritage sites within Ventspils city and its close proximity. For other primary attractions than the military heritage site itself those may be also visitors looking for a less crowded beach than the one in Ventspils city, the orienteering sport devotees who have already necessary infrastructure established there, also guided groups of blind people might go there for hikes in case if the idea about the specialized hiking path for this target group would be realized (see *Chapter 4.2. Results from the qualitative interviewing of the key stakeholders*).
4. Some infrastructure, of course, needs to be installed and improved to meet the needs of these target audiences. But the so called soft project developments shall be the main emphasis in the area of Zenith Missile Brigade. Hard project developments are not so suitable, because of the particular environmental sensitivity of the area and also the legal restrictions that emerge from it. For example, any kind of tourism accommodation shall not be built there, mainly for two reasons. Firstly, due to its environmental impact. Secondly, it would not be financially feasible because there is a Ventspils city nearby offering various types of tourism accommodation along with other entertainment opportunities.



## Discussion

The idea behind this master's thesis was to encourage the thinking of people in Latvia towards the direction of what do we have and own and what can we do with it to make our lives better, instead of what we would like to have, but we don't have, so we don't do anything. Therefore the research objects of this thesis have been currently underutilized military heritage sites in coastal environments.

Even more. In her master's thesis proposal the author wrote that “[t]he ultimate goal of my master's thesis is to figure out a way, how to create at least 1 part time job to start with, that would hopefully grow into 1 full time job, and into > 1 job in the future in my home country Latvia, which is facing both – economic difficulties and dramatic long term depopulation” (Gulbe, 2011). That was the mission statement, that inspired the author to work on all the many tiny parts of this thesis to turn it into one whole piece. All of the research questions, asked in the beginning of this work, have been answered. Also the aims of this research have been fulfilled (see *Introduction*, *Chapter 3. Feasibility study of Frontier Surveillance Facility in Mazirbe – Results*, *Chapter 4. Feasibility study of Zenith Missile Brigade at Cirpstene – Results*, and *Chapter 5. Conclusions and Recommendations*). Apart from one thing. The ultimate goal, the mission of this thesis is the one thing, that cannot be achieved by merely doing this academic exercise. Because it requires a lot more practical work.

But the good news are that by this academic exercise a considerable amount of knowledge have been built very useful primary for the author herself as a potential future practitioner, and hopefully also for any reader of this thesis, who finds this whole topic relevant to his or her working field. As far as the author is personally concerned, the patterns of this knowledge and the experience of how was this knowledge built will be helpful not only in case if she happens to work with coastal management, cultural heritage and tourism-related issues. It will be the most helpful when taking any strategic future decisions about how to manage and use any resource, property, area, place etc. And then the idea to create jobs in places, where they are essentially necessary, could become realized in practice.

Along with this master's thesis, a preliminary research of local conditions has been done for two military heritage sites at the West coast of Latvia – the Frontier Surveillance Facility in Mazirbe and the Zenith Missile Brigade at Ķirpstone. Some knowledge has been produced on the basis of which it is possible to develop business ideas. Therefore the next step, in author's opinion, is development of a business plan or an exact tourism product development, using the two military heritage sites as primary attraction and inspiration. But the business is not the only direction of which the future activities would be beneficial. Due to the diverse characteristics of natural, social and economic environments in coastal areas, the interdisciplinary and inter-sectoral approach is suggested for the research, management and development of coastal areas (OURCOAST). Therefore, any potential further study and development of ideas by any researcher belonging to any other discipline is welcome.

If we consider our military heritage sites today as being tourism resources and some kind of very specific amenities of our coastal areas without which our coast would be different, then from the “four potential kinds of relationship between amenities and development” by Green (2001, 66) two do apply in the case of the underutilized military heritage sites in Latvian coastal areas. First is the kind when “non-development leads to the destruction of amenities” (Green, 2001, 66), which has happened ever since the renewal of the independence of Latvia in 1991, and mostly has been characterized by the act of looting. Second kind of relationship is the fortunate scenario, when “preservation or promotion of amenities leads to development” (Green, 2001, 67), which has happened to some former military sites here (see *Chapter 1.3. Military heritage tourism initiatives in Latvia*). As an example for the latter Green (2001, 67) suggests “eco-tourism projects that preserve the natural environment, but also helps maintain the local population and economy”. The author of this thesis believes that it is a wonderful solution for underutilized coastal military heritage sites in Latvia. However, ecotourism and rural tourism also have their challenges on the way (see *Table 1* in p. 9). Overcoming these challenges shall be the aim for any researcher, practitioner, manager, business leader etc., who is willing to participate in making our coastal military heritage sites better places in healthy environments, where to live, work, travel to, and celebrate the peace.

To close this master's thesis, the author would like to share the most uplifting quote that she came across with when doing literature review. This quote by Graham Fairclough from



Newcastle University, School of Historical Studies, illuminates exactly the reason why the military heritages sites shall not be underestimated and underutilized today, and why tourism would be a good tool to integrate them in the cultural context of the 21<sup>st</sup> centuries society.

“A colleague from Finland, for example, on visiting a small town in post-Soviet Latvia, recognized the place name from TV news in the 70s and 80s: 'So this is what it looks like, where the missiles aimed at my home were kept'. Thus, a new geography of foreign places emerges. There are landscapes of identity, too.” (Fairclough, 2007, 27)



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## *Comment*

Specific characteristics of the research area and reviewed and cited information sources have left some impact on references, in spite of using APA referencing style as a rule. Many of the sources cited are available in Latvian language only, therefore the references are also in Latvian. In some cases, a short English annotation of the source has been included in [square brackets] in order to let an English speaking reader understand what is the source generally about. Legislation acts have been often cited in this thesis, and for many of them there are English translations publicly available. In those cases, the English translations have been used as sources to cite, and the respective reference is in English. In cases, when the law of interest has been translated into English, but its latest amendment have not, often both versions have been used to cite, depending on the exact part of a law being cited.

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## Appendix 1. Maps



Figure 23. Latvia within the Baltic Sea Region (Google Earth, 2011).



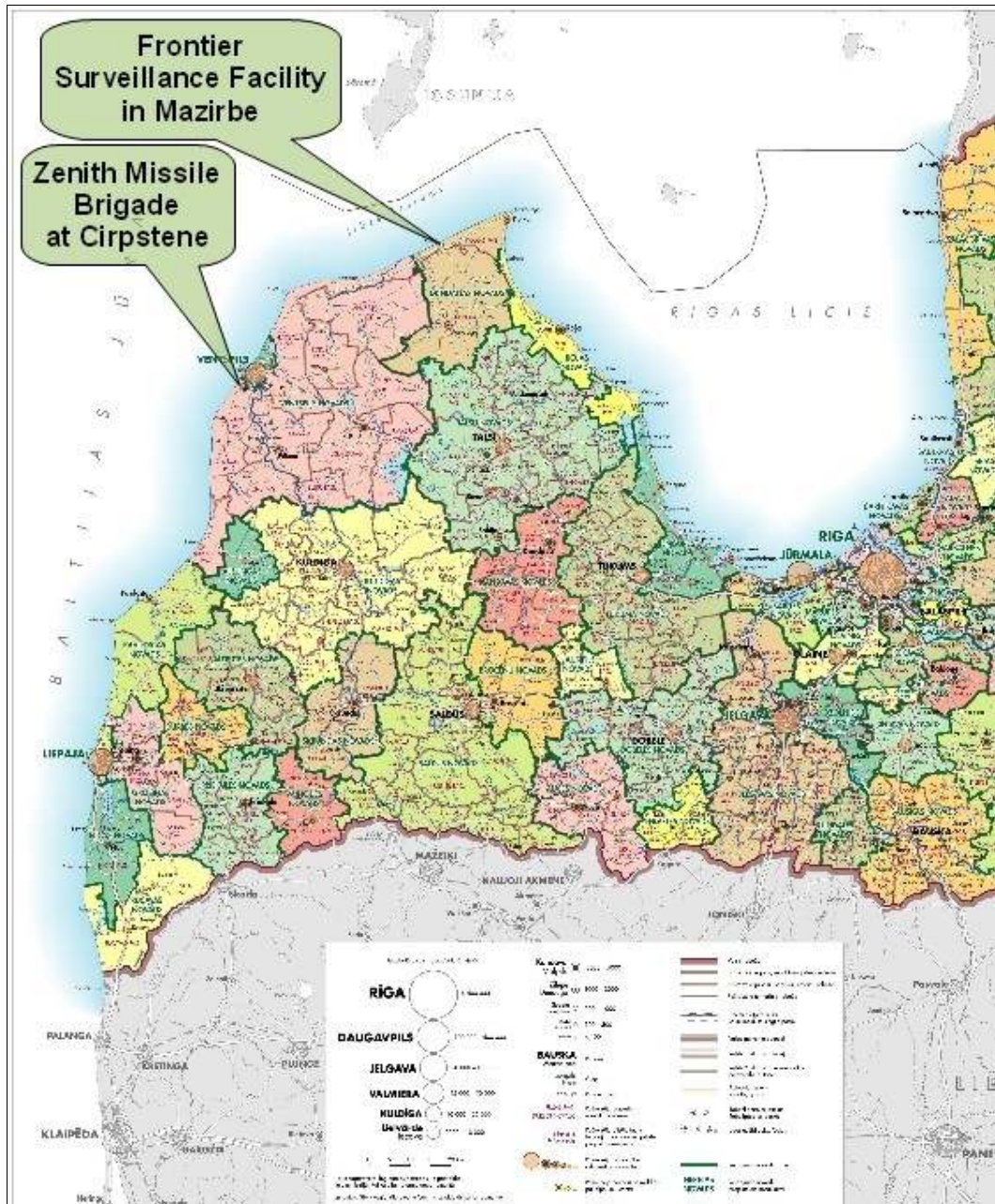


Figure 24. Locations of military heritage sites in focus of this thesis – Frontier Surveillance Facility in Mazirbe, Dundaga municipality & Zenith Missile Brigade at Cīrņstene in Ventspils municipality. Map adopted from Ministry of Regional Development and Local Government.

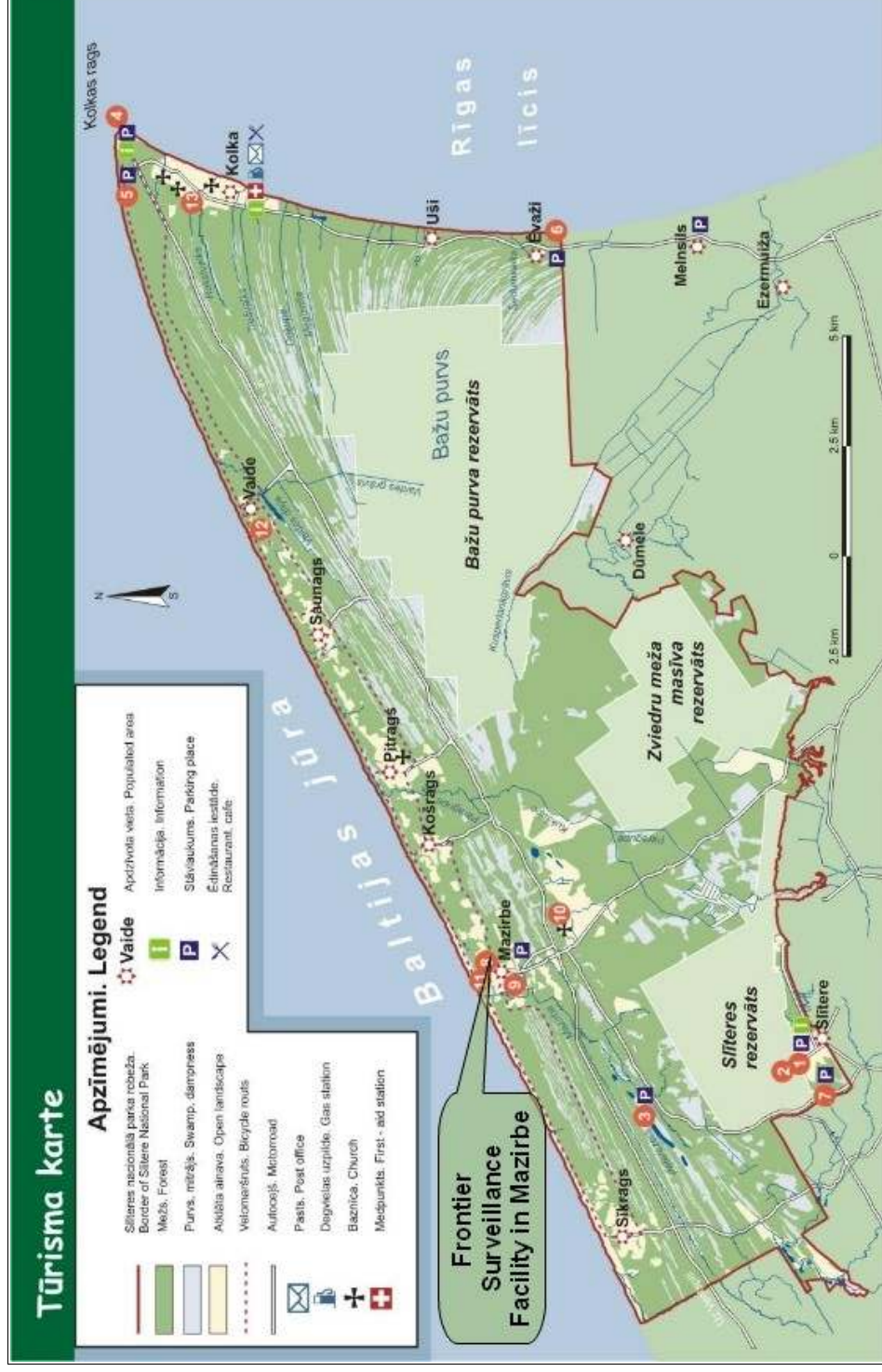


Figure 25. Location of the Frontier Surveillance Facility in Mazirbe within the Slitere National Park. Map adopted from Slitere National Park.



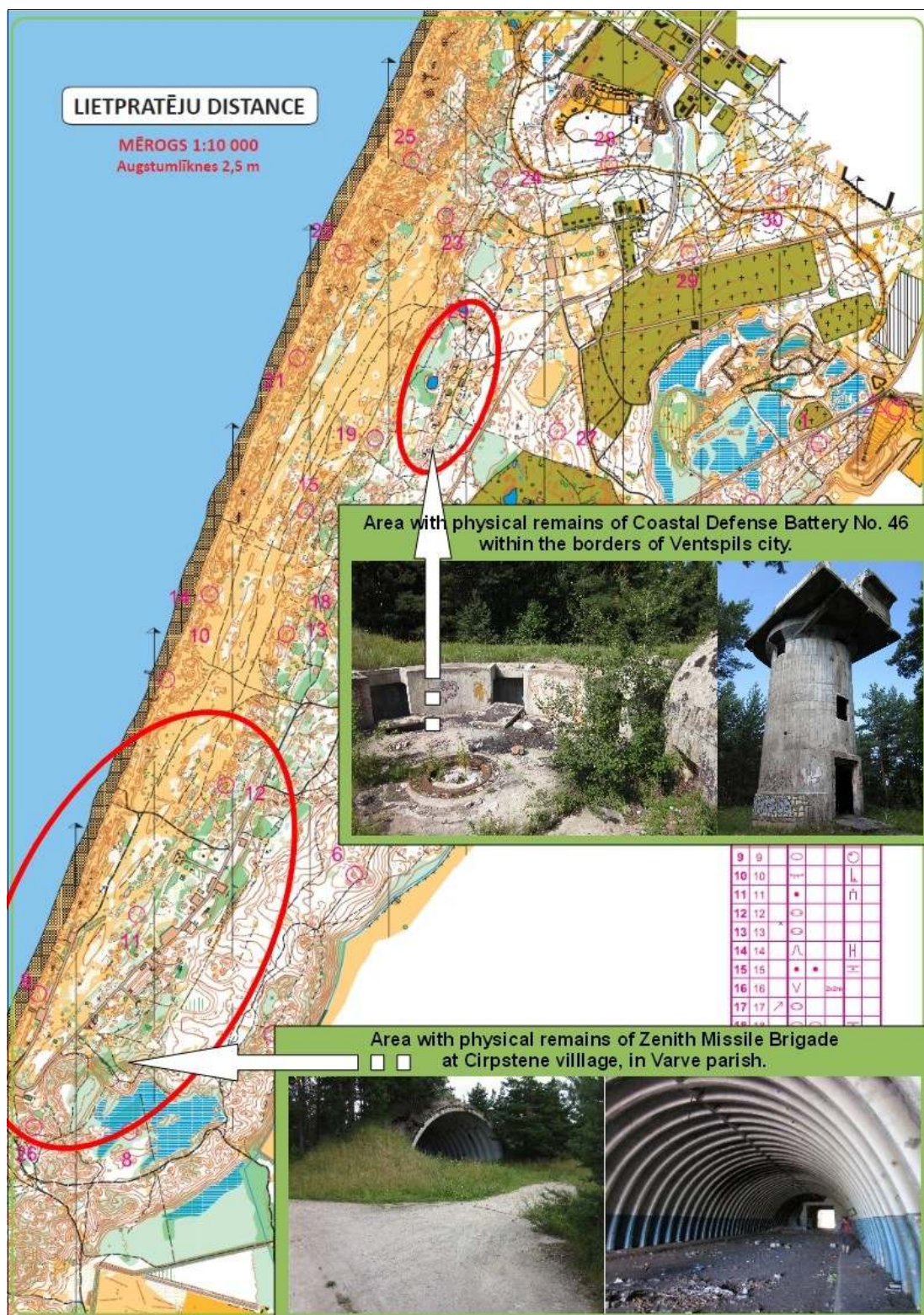


Figure 26. Zenith Missile Brigade at Cirpstene and adjacent Coastal Defense Battery No. 46 in Ventspils - location in coastal terrain. Map adopted from Malankovs & Peilāns. Photos taken by the author in August 2011.



## **Appendix 2. Interview questions for Feasibility study of Frontier Surveillance Facility in Mazirbe**

### **A. Questions to the local municipality**

**Context description 1:** In 2007, the Ministry of Regional Development and Local Government refused to approve the borders of Mazirbe village (Latvijas Republikas Reģionālās attīstības un pašvaldību lietu ministrija, 2007), as defined by the local municipality in the territorial local government spatial plan. Such an approval of village borders within the Baltic Sea and Gulf of Riga coastal protection zone is required by the Protection Zone Law (*Aizsargjoslu likums*, 1997). The approval was not granted, because the Ministry of the Environment held the opinion, that the environmental protection goals, set by the Protection Zone Law and also those set by the Slitere National Park, have not been respected by the local municipality, when defining the village borders (Latvijas Republikas Vides ministrija, 2007).

**Question 1:** What is the stance of the local municipality today – do these unapproved borders work well locally or are there any changes to be expected?

**Context description 2:** Various sources (Nature Conservation Agency, 2010; Valsts kultūras pieminekļu aizsardzības inspekcija, 2007) provide equivocal information on whether the historical building of Mazirbe Maritime School, which is enclosed today by historically much later buildings of Frontier Surveillance Facility, has or has not any official status of being a cultural heritage unit. It is stated in the Explanatory part of Kolka parish territorial local government spatial plan, that the building of Mazirbe Maritime School is a cultural object of municipal importance (Dundagas novada Dome, 2010a).

**Question 2:** What does it mean – to be a cultural object of municipal importance?

**Context description 3:** Towpath is “a strip of land along a shoreline intended for activities in connection with fishing or shipping and pedestrians”. The width of the towpath along the seacoast is 20 meters, and it is being measured “from the place reached by the highest waves of the sea”. Permitted land use and constraints within the areas of towpath are set in the Fishery Law (1995).

**Question 3:** Does the local municipality has any map, where the area of towpath can be seen? Is the seaward part of the private property with Frontier Surveillance Facility in Mazirbe (*Figure 14*) affected by the regime of towpath?

**Context description 4:** The former Frontier Surveillance Facility in Mazirbe is a private property today.

**Question 4:** Who do you think are the most important stakeholders, regarding the use and development of this private property, taking into account the planned and permitted land use there (Dundagas novada Dome, 2010)?

## B. Interviewing sheet for the local municipality

Lauma Gulbe

Piekrastes un jūras vides pārvaldības maģistrantūras studente (Coastal and Marine Management)  
Rienusfjordu universitātes centrs, Islande (University Centre of the Westfjords, Iceland)

1/1

Saruna ar \_\_\_\_\_

2011. gada \_\_\_\_\_.

**Situācijas apraksts 1:** 2007. gadā Reģionālās attīstības un pašvaldību lietu ministrija nesaskaņoja vietējās pašvaldības ierosinātās Mazirbes ciema robežas<sup>1</sup>, kā to prasa Aizsargjoslu likuma 67. pants sakarā ar šo robežu esamību Baltijas jūras un Rīgas jūras līča piekrastes aizsargjoslā<sup>2</sup>. Kā saprotams no publiski pieejamiem dokumentiem, Mazirbes ciema robežas toreiz netika saskaņotas, jo Vides ministrija uzskatīja, ka vietējā pašvaldība, nosakot Mazirbes ciema robežas, nav pērnusi vērsis vides aizsardzības mērķus, kas nosprausti gan Aizsargjoslu likumā, gan arī Sīlteres nacionālā parka darbībā<sup>3</sup>.

**Jautājums 1:** Vai pašvaldība joprojām uzskata, ka tās noteiktās Mazirbes ciema robežas ir adekvātas, vai arī pārskatāmā nākotnē ir gaidāmas kādas izmaiņas tajās?

**Situācijas apraksts 2:** Dažādos avotos<sup>4,5</sup> atrodama neviennozīmīga informācija par to, vai Mazirbes jūrscolas vēsturiskajai ēkai, kurai visriņķī izvietojusies padomju perioda robežapsardzības postea apbūve, ir vai nav kāds oficiāls kultūras pieminekļa statuss. Kolka pagasta teritorijas plānojuma ar grozījumiem Paskaidrojuma rakstā (23. lpp.) Mazirbes jūrscolas vēsturiskā ēka minēta pašvaldības nozīmes kultūras objektu vidū<sup>6</sup>.

**Jautājums 2:** Ko nozīmē statuss *pašvaldības nozīmes kultūras objekts*?

**Situācijas apraksts 3:** Tauvas joslas platums gar jūras piekrasti ir 20 metri, mērot no vietas, kuru sasniedz jūras augstākās bangas<sup>7</sup>.

**Jautājums 3:** Vai vietējai pašvaldībai ir kāda karte, kurā attēlota tauvas josla? Vai zemes īpašums Mazirbē, uz kura atrodas bijušā robežapsardzības postea tornis jūras krastā, pārkļājas ar tauvas joslas režīma zonu?

**Situācijas apraksts 4:** Bijušais Mazirbes robežapsardzības postenis tagad ir privātpašums.

**Jautājums 4:** Kas, Jūsaprāt, ir (būtu) galvenās ieinteresētās puses attiecībā uz šī privātpašuma izmantošanu un attīstību atbilstoši pašvaldības teritorijas plānojumā noteiktajai atļautajai zemes izmantošanai<sup>8</sup>?

1 Latvijas Republikas Reģionālās attīstības un pašvaldību lietu ministrija (2007, 30. maijs). *Kolka pagasta padomei: Par ciemu robežu saskaņošanu*.

2 *Aizsargjoslu likums* (1997). VIII. Nodaļa, 67. pants.

3 Latvijas Republikas Vides ministrija (2007, 18. maijs). *Reģionālās attīstības un pašvaldību lietu ministrijai: Par Kolka pagasta ciemu robežām*.

4 Dabas aizsardzības pārvalde (2010). *Sīlteres nacionālā parka dabas aizsardzības plāns* (1. tabula & 5. pielikums). Sīltere: Dabas aizsardzības pārvalde.

5 Valsts kultūras pieminekļu aizsardzības inspekcija (2007). *Valsts aizsargājamo nekustamo kultūras pieminekļu saraksts* (Testa versija <http://www.mantojums.lv/?cat=74&lang=lv>)

6 Dundagas novada Dome (2010). *Dundagas novada Kolka pagasta teritorijas plānojums ar grozījumiem: Paskaidrojuma raksts* (p. 23). Dundaga: Dundagas novada Dome.

7 *Zvejniecības likums* (1995). II nodaļa, 9. pants, (9) 3) & (12) 3).

8 Dundagas novada Dome (2010). *Teritorijas plānošana (atļautā) izmantošana Mazirbes ciemā* (05.05.2010.).

### **C. Questions to the landowner of former Frontier Surveillance Facility**

1. What is your vision for future development of this site, that used to serve as a Frontier Surveillance Facility for military purposes before?
  - a) How high is the tower on the seaward part of the property (see *Figure 14*)?
  - b) How do you value the Soviet style buildings of Frontier Surveillance Facility – are they a(n) (integral) part of the (authentic) landscape or do they reduce the value of the local landscape, in your opinion, especially taking into account the historical building of Mazirbe Maritime School (see *Figure 21*), which is enclosed by the buildings of Frontier Surveillance Facility (see *Figure 27*)?
  - c) Who do you think are the most important stakeholders, regarding the way how you use and develop your private property?
2. Would you comment on your activities so far, regarding your vision for future development of this site?
  - a) To which extent are you familiar with the legal opportunities and constraints of land use in and around your private property, set by planning documents, legislation and other miscellaneous factors?
3. What obstacles are you encountering, when reaching towards your vision for future development of former Frontier Surveillance Facility site?
  - a) Is the seaward part of the property (see *Figure 14*) affected by the regime of towpath (*Fishery Law*, 1995)?
  - b) Does the historical building of Mazirbe Maritime School have any official status of being a cultural heritage unit?
  - c) Is the quality and accessibility of drinking water, mobile phone and internet network satisfactory in Mazirbe village and within your private property?

## D. Interviewing sheet for the landowner of the former Frontier Surveillance Facility

Lauma Gulbe

Priekšastes un jūras vides pārvaldības maģistrantūras studente (Coastal and Marine Management)  
Rienunafjordu universitātes centrs, Islande (University Centre of the Westfjords, Iceland)

1/1

Saruna ar \_\_\_\_\_

2011. gada \_\_\_\_.

1. Kā redzat sava privātpašuma – bijušā Mazirbes robežapsardzības postea – nākotni ilgtermiņā? Vai Jums ir attīstības vīzija?
  - a) Cik augsts ir tornis jūras krastā?
  - b) Vai, Jūsprāt, robežapsardzības postea silikātkieģeļu apbūve ir daļa no saglabājamās ainavas, vai arī ainavu degradējošas būves, it sevišķi kontekstā ar Mazirbes jūrskolas ēku?
  - c) Kas, Jūsprāt, ir (būtu) galvenās ieinteresētās puses attiecībā uz to, kā Jūs izmantojat un attīstāt savu īpašumu?
2. Ko esat jau paveikusi sava privātpašuma attīstībā, lai tuvinātos iecerēto nākotnes mērķu sasniegšanai?
  - a) Cik lielā mērā Jūs uzskatāt, ka pārzināt atļautās darbības, kā arī ierobežojumus sakarā ar Jūsu īpašuma attīstību un izmantošanu?
3. Ar kādiem šķēršļiem esat saskārusies, cenšoties sasniegt iecerētos īpašuma attīstības mērķus?
  - a) Vai tornis pie jūras ietilpst tauvas joslā (20 m no vietas, ko sasniedz jūras angstākās bangas<sup>1</sup>)?
  - b) Vai Mazirbes jūrskolas ēkai ir jebkāds aizsargājama kultūras pieminekļa statuss?
  - c) Kā vērtējat dzeramā ūdens, telefona un interneta sakaru pieejamību un kvalitāti Jūsu īpašumā un Mazirbē vispār?

<sup>1</sup> Zviedrijas likums (1995). II nodaļa, 9. pants, (9) 3) & (12) 3).



## **Appendix 3. Interview questions for Feasibility study of Zenith Missile Brigade at Cirpstene**

### **A. Questions to the local municipality**

1. What are the population dynamics in Varve parish over the last decade?
2. What is the vision of local municipality about future development of the areas in Varve parish, that used to serve for military purposes before, especially, for the area of Zenith Missile Brigade?
  - a) When is it expected for the new spatial plan of Varve parish to enter into force? Will there be any changes in the currently publicly available draft (Ventspils novada dome, 2011b, 2011c)? What kind of changes?
  - b) Who owns the area of former Zenith Missile Brigade today?
  - c) Who are the most important stakeholders, regarding the possible developments of former Zenith Missile Brigade (and other military heritage sites in Varve parish), taking into account the planned and permitted land use there (Arhitektu birojs Rija & IT Fabrika, 2005; Ventspils novada dome, 2011b)?
  - d) *Context description: In the Explanatory part of Varve parish territorial local government spatial plan 2004-2016 (Arhitektu birojs Rija, 2005) among various municipal development goals there is one (p. 20) about establishing a tourism, recreation and health complex in the area of former military site close to the borders of Ventspils city.*  
Why has been this goal abandoned in the new edition of Varve parish spatial plan?
  - e) Are there any clear plans already about the development of the *mixed area for recreation and public buildings* (Arhitektu birojs Rija & IT Fabrika, 2005)

(*area for tourism and recreation* – in the new edition of the land use plan (Ventspils novada dome, 2011b)) close to the borders of Ventspils city? Will it have any connection with the area, where the remains of the Zenith Missile Brigade are in the *protection zone of coastal dunes*?

3. What has the local municipality done so far, regarding its vision for future development of these former military heritage sites, especially, the Zenith Missile Brigade?

a) *Context description: In the Explanatory part of Varve parish territorial local government spatial plan 2004-2016 (Arhitektu birojs Rija, 2005) it is mentioned (p. 30), that the detailed land use plan for the area of former Zenith Missile Brigade can be developed only after tests for possible soil pollution are carried out.*

Have already such test been carried out by now? How is the development of the detailed land use plan for this area proceeding?

b) *Context description: In the new edition of Varve parish spatial plan (Ventspils novada dome, 2011a), there are guidelines set out for further planning (p. 35). According to these guidelines, planning is needed*

- *for areas unfavorable for construction,*
- *for areas, that require special technical preparation before any construction, and*
- *for areas with environmentally dangerous pollution in ground and groundwater.*

Is there any planning process going on already, regarding these issues?

Which are these areas?

c) *Context description: As it can be seen in the graphical representation of planned (permitted) utilisation of Varve parish territory from the new spatial plan edition (Ventspils novada dome, 2011b), it is planned to make a new road for coastal access.*

Why is it planned to make a new road instead of using the existing road network with some necessary improvements and extensions?



4. What obstacles has the local municipality been encountering, when reaching towards its vision for future development of former military heritage sites, especially, the Zenith Missile Brigade?

a) *Context description: It has been noted in the new edition of Varve parish spatial plan (Ventpils novada dome, 2011a), that the existing military heritage is a good basis for contemporary coastal infrastructure developments, such as for roads, car parking places, coastal access points and infrastructure for tourism entrepreneurship (p. 23).*

What bothers right now to realize such infrastructure developments and to offer tourism products in these places?

b) How easy or difficult is it to attract entrepreneurs, that are ready to take the advantage of permitted land uses and implement tourism related development projects?

c) *Context description: In the Explanatory part of Varve parish territorial local government spatial plan 2004-2016 (Arhitektu birojs Rija, 2005), there are five potentially polluted former military sites mentioned (p. 19).*

Where are all of them located? About which sites it is known for sure today, that they are polluted?

d) *Context description: Towpath is “a strip of land along a shoreline intended for activities in connection with fishing or shipping and pedestrians”. The width of the towpath along the seacoast is 20 meters, and it is being measured “from the place reached by the highest waves of the sea”. Permitted land use and constraints within the areas of towpath are set in the Fishery Law (1995).*

Is the area of former Zenith Missile Brigade affected by the regime of towpath?

e) *Context description: In the Explanatory part of the new edition of Varve parish spatial plan (Ventpils novada dome, 2011a) it is said (p. 13), that landscapes of national importance are located on the west side of Varve parish at the Baltic Sea, and they are dune complexes.*

What does it mean – to be a landscape of national importance?

**f)** *Context description: In the Explanatory part of the new edition of Varve parish spatial plan (Ventpils novada dome, 2011a) it is said (p. 14), that, according to the “Protection and Management of Coastal Habitats in Latvia” project research, done by the Faculty of Biology in University of Latvia, there is a habitat, called grey dunes with shrubs, within the protection zone of coastal dunes in Varve parish.*

Where is it exactly located? Is there any map available?

**g)** *Context description: In the Explanatory part of the new edition of Varve parish spatial plan (Ventpils novada dome, 2011a) it is mentioned (p. 12), that it is possible for the sea water to squeeze into groundwater in places, where the sea has come near the built environment.*

How does that make sense, if there have been statements so far (Arhitektu birojs Rija, 2005), that there are no coastal erosion threats for Varve parish territory?

## B. Interviewing sheets for the local municipality

Lauma Gulbe

Piekrastes un jūras vides pārvaldības maģistrantūras studente (Coastal and Marine Management)  
Rienusfjordu universitātes centrs, Islande (University Centre of the Westfjords, Iceland)

1/3

Saruna ar \_\_\_\_\_

2011. gada \_\_\_\_\_.

1. Kāda ir iedzīvotāju skaita dinamika Vārves pagastā pēdējo 10 gadu laikā?
2. Kāda ir pašvaldības nākotnes vīzija attiecībā uz bijušajiem militārajiem objektiem Vārves pagastā, it sevišķi bijušās Čirpstenes zenītraķešu bāzes teritorijā? Kādu šo vietu ilgtermiņa attīstību gribētu pieredzēt vietējā pašvaldība?
  - a) Kad gaidāms, ka stāsies spēkā 2011. gadā izstrādātais Vārves pagasta teritorijas plānojums? Vai pašlaik publiski pieejamajā projektā<sup>1,2</sup> paredzētas vēl kādas izmaiņas? Ja ir, tad kādas?
  - b) Kam šodien pieder bijušās Čirpstenes zenītraķešu bāzes teritorija?
  - c) Kas, Jūsaprāt, ir (būtu) galvenās ieinteresētās puses attiecībā uz bijušās Čirpstenes zenītraķešu bāzes teritorijas (un arī citu Vārves pagasta bijušo militāro objektu) izmantošanu un attīstību arbilstoši pašvaldības teritorijas plānojumā noteiktajai atļautajai zemes izmantošanai<sup>3,4</sup>?
  - d) Vārves pagasta teritoriālpilānojumā 2004.-2016. gadam<sup>4</sup> pagasta attīstības virzienu un mērķu vidū ir mērķis "sakopt uz izveidot tūrisma, atpūtas un veselības kompleksu bijušajā armijas daļā pie Ventspils robežas" (20. lpp.). Kāpēc šāds mērķis vairs neparādās 2011. gada teritorijas plānojumā?
  - e) Kādam tieši nolūkam iecerēta jauktā atpūtas un sabiedrisko objektu apbūves teritorija<sup>1</sup> jeb plānotā tūrisma un atpūtas teritorija<sup>1</sup> pie Ventspils robežas? Vai ir kaut kādi konkrēti plāni par tās attīstību? Vai šai teritorijai ir paredzēta kāda saistība ar kasta kāpu aizsargjoslā esošo bijušo zenītraķešu bāzes daļu?

1 Ventspils novada dome (2011). *Vārves pagasta plānotā teritorijas izmantošana* (1:25000). Ventspils: Ventspils novada dome.

2 Ventspils novada dome. (2011). *Vārves pagasta teritorijas plānojums: Teritorijas izmantošanas un apbūves noteikumi*. Ventspils: Ventspils novada dome.

3 Arhitektu birojs Rija & IT Fabrika (2005). *Vārves pagasta teritorijas plānotās izmantošanas karte* (1:10000).

4 Arhitektu birojs Rija (2005). *Ventspils rajona Vārves pagasta teritorijas plānojums 2004.-2016. gadam: Galīgā redakcija* [Explanatory part of Vārve parish territorial local government spatial plan 2004-2016].

3. Kas ir tas, ko pašvaldība jau paveikusi attiecībā uz Vārves pagasta bijušo militāro objektu, it sevišķi bijušās Čirpstenes zenītraķešu bāzes, sakārtošanu un attīstību ilgtermiņā?
- a) Vārves pagasta teritoriālpārveidojumā 2004.-2016. gadam<sup>5</sup> teikts (30. lpp.): "Bijušajai Padomju armijas degradētajai teritorijai Baltijas jūras piekrastes un Ventspils tuvumā – detālpārveidojumu izstrādāt pēc iespējamā augsnes piesārņojuma analīžu veikšanas." Vai šādas analīzes jau ir veiktas? Un kā veicas ar detālpārveidojuma izstrādi?
- b) 2011. gada teritorijas plānojuma Paskaidrojuma rakstā<sup>5</sup> (35. lpp.) ir "Vadlīnijas turpmākajai plānošanai", kas rosina plānot:
- *būvniecībai nelabvēlīgās teritorijas un teritorijas, kurām nepieciešama īpaša inženiertehniska sagatavošana,*
  - *teritorijas ar videi bīstamu grunts un gruntsdaļu piesārņojumu.*
- Vai kaut kas jau saplānots attiecībā uz šiem diviem vadlīniju ierosinājumiem?
- c) Kāpēc plānots veidot jaunu ceļu izejai pie jūras, kā tas redzams Vārves pagasta plānotās un atļautās izmantošanas kartē 2011. gada teritorijas plānojumā<sup>1</sup>, nevis izmantot esošo ceļu tīklu, to uzlabojot un pagarinot vajadzīgajās vietās?
4. Ar kādiem šķēršļiem pašvaldība līdz šim saskārusies, cenšoties sakārtot un uz attīstību rosināt bijušo militāro objektu teritorijas Vārves pagastā, it sevišķi bijušās Čirpstenes zenītraķešu bāzes teritoriju?
- a) 2011. gada teritorijas plānojuma Paskaidrojuma rakstā<sup>5</sup> minēts (23. lpp), ka "bijušo militāro teritoriju objektu mantojums daudzviet ir laba bāze, balstoties uz kuru veidot un attīstīt nepieciešamo piekrastes infrastruktūru – ceļus, stāvlaukumus, pieejas jūrai, tūrisma uzņēmējdarbības infrastruktūru". Kas šobrīd traucē attīstīt minēto infrastruktūru un veidot tūrisma piedāvājumus uz bijušo militāro objektu bāzes?
- b) Cik viegli vai grūti ir atrast uzņēmējus, kas būtu gatavi īstenot teritorijas plānojumā atļautos zemes izmantošanas veidus attiecībā uz tūrisma attīstību?

5. Ventspils novada dome. (2011). *Vārves pagasta teritorijas plānojuma Paskaidrojuma raksts* [Vārve parish territorial local government spatial plan: Explanatory part]. Ventspils: Ventspils novada dome.

- c) Vārves pagasta teritoriālpārvaldījumā 2004.-2016. gadam<sup>4</sup> (19. lpp.) ir uzskaitīti 5 potenciāli piesārņoti militāro palieku objekti. Kur tie atrodas? Par kurām bijušajām PSRS teritorijām Vārves pagastā tagad ir skaidri zināms, ka tās ir piesārņotas?
- d) Vai pagastam ir kāda karte, kurā attēlota tauvas josla? Vai tauvas josla skar bijušās Čirpstenes zenītraķešu bāzes paliekas?
- e) 2011. gada teritorijas plānojuma Paskaidrojuma rakstā<sup>5</sup> teikts (13. lpp.), ka "nacionāli nozīmīgākās ainaviskās teritorijas atrodas Vārves pagasta R daļā pie Baltijas jūras, tie ir piekrastes kāpu kompleksi". Ko nozīmē *nacionāli nozīmīgākās ainaviskās teritorijas*?
- f) 2011. gada teritorijas plānojuma Paskaidrojuma rakstā<sup>5</sup> teikts (14. lpp.), ka "pēc Latvijas Universitātes Bioloģijas fakultātes projekta *Piekrastes biotopu aizsardzība un apsaimniekošana Latvijā* pētījumiem Vārves pagastā atrodas pelēkā kāpa ar krūmiem Baltijas jūras krasta kāpu aizsargjoslā". Kur tieši tā atrodas? Vai ir kāda karte, kurā tā iezīmēta?
- g) 2011. gada teritorijas plānojuma Paskaidrojuma rakstā<sup>5</sup> teikts (12. lpp.): "Vietās, kur jūra jau ir pienākusi cieši klāt apbūvei, ir iespējama sāļo jūras ūdeņu iespiešanās gruntsūdeņos." Kā tas iespējams, ja tiek apgalvots, piemēram, 2004.-2016. gada teritoriālpārvaldījumā<sup>4</sup> (19. lpp.), ka jūras piekrastē pie Vārves pagasta erozijas draudu nav?

### **C. Questions to a tourism broker**

1. What is your vision for success – what kind of future development would you like to be here, on the former military site?
2. Who do you think are the most important stakeholders, regarding the way how you (plan to) you use and develop this military heritage site?
3. Would you comment on your activities so far, regarding your vision for future development of these military heritage sites?
4. What bothers you right now to create and market tourism products on the basis of existing military heritage sites as tourism resources? What obstacles are you encountering?
5. To which extent are you familiar with the legal opportunities and constraints of land use in and around the area of former Zenith Missile Brigade or any other place of your interest, set by planning documents, legislation and other miscellaneous factors, and regarding potential for tourism development?

## D. Interviewing sheet for a tourism broker

**Lauma Gulbe**

Piekrastes un jūras vides pārvaldības maģistrantūras studente (Coastal and Marine Management)  
Rienumafjordu universitātes centrs, Islande (University Centre of the Westfjords, Iceland)

1/1

Saruna ar \_\_\_\_\_

2011. gada \_\_\_\_.

1. Kāda ir Jūsu vīzija šī bijušā militārā objekta nākotnes attīstībai?
2. Kas, Jūsaprāt, ir (būtu) galvenās ieinteresētās puses attiecībā uz to, kā Jūs esat iecerējis izmantot un attīstīt šo vietu?
3. Kas ir paveikts jau līdz šim šai vietā, lai tuvinātos iecerēto nākotnes mērķu sasniegšanai?
4. Kas šobrīd traucē veidot tūrisma piedāvājumus uz šī bijušā militārā objektā bāzes? Ar kādiem šķēršļiem esat saskāries, cenšoties sasniegt iecerētos attīstības mērķus attiecībā uz šo vietu?
5. Cik lielā mērā Jūs uzskatāt, ka pārzināt atļautās darbības, kā arī ierobežojumus sakarā ar šīs vietas attīstību un izmantošanu?





## **Appendix 4. Story about the past times of Frontier Surveillance Facility in Mazirbe**

### **Intro**

The concept of *elite interviewing* by Dexter (1970) has been touched upon in 2.2. *Qualitative interviewing of the key stakeholders*. Among other descriptions of what the elite interviewing is and means, Dexter explains that it means “letting the interviewee introduce to a considerable extent (..) his notions of what he regards as relevant, instead of relying upon the investigator's notions of relevance” (Dexter, 1970, 5).

When interviewing the private owner of Frontier Surveillance Facility in Mazirbe, the interviewer noticed that the property owner is not only welcoming the interviewer to ask her the prepared interview questions and ready to answer them, but also finding it the most relevant to tell the interviewer her memories about the past times of this military heritage site.

What is more, when acquiring the answers to prepared interview questions, the interviewer found out, that story telling and collecting memories of the military history of this site is in fact the only military heritage related experience that the property owner would be interested in providing to visitors, if a tourism product was to be developed on the basis of her property. It is because she would be more interested to exhibit the physical environment of the Frontier Surveillance Facility with the retrospection of Mazirbe Maritime School history and related to cultural and artistic happenings.

In order to be able to look at the subject of this research – a military heritage site – with the eyes of a “normal human being”, not a researcher, who is interested in how to manage a coastal property resourcefully and how to make a tourism business out of it, the author of this thesis has decided to include here a story about the past times of the Frontier Surveillance Facility, told by Lilita Kalnāja, the property owner. The storyteller herself has granted the author with her permission to share this story with the world. And the author is

truly thankful for that.

Lilita begins her story by describing the time short after renewal of the independence of Latvia (1991), when many military sites were taken over from the Russian army. The story continues with memories from Lilita's childhood and young days, when the Frontier Surveillance Facility was in operation.

The story is included here in full-text both, in its original Latvian language, and also translated in English. The author of this thesis is expressing her gratitude to Aiga Grosa, bachelor's student in Ventspils University College, the Faculty of Translation Studies, for doing the translation work.

### **Lilitas Kalnājas stāstījums par bijušo Mazirbes robežapsardzības posteni**

Kaimiņš no blakus mājas – viņš to stabu grib ņemt. Bet mūsu brālēns saka:

“Bet pagaidi, nu, tā kā vajadzētu Lilitai paprasīt...”

“Nu, kur tad viņa liks tos krievu stabus?”

“A, kur Tu liksi?”

“Nu, man pie kūts vajadzētu...”

Tā diemžēl mums katru armijas objektu... Nu, piemēram, par to pašu Irbeni... Labi, zinātnieki centās, nu varbūt viņi nebija zinātnieki, varbūt viņi bija armijas spiegi, bet viņi saprata, cik tas ir milzīgi labs objekts, kas var viskautko izdarīt, un viņi, nu, viņiem roka necēlās... Bet tad, kad viņi to objektu nodeva un kad viņi aizgāja, viens zemessargs Ventspilī sacīja tā:

“Ziniet puīši, braucam vakarā jau sargāt! Nepaliekam līdz rītrītam! Braucam!”

Tā nodošana notika Ventspilī. Un nākamajā rītā būtu braukušas jau citas brigādes sargāt. Un viņi – nedaudz zemessargu vīru – aizbrauca taja vakarā vieni sargāt. Un bija jau apmēram 20 mašīnas mežā ar zāģiem un tā tālāk, lai varētu kabeļus zagāt. Lai varētu kabeļus vienkārši griezt nost, jo, protams, tādā objektā krāsainais metāls ir šausmīgi daudz. Nu, te jums ir tas stāsts par tiem...

Tas bija krievu armijā, un tā pārņemšana bija ļoti stulba. Katru akmeni, katru ķieģeli kaut kur gribēja aizvest. Nezin, vai viņš vispār, cilvēks, to ķieģeli varēja pēc tam izmantot. Un bieži vien neko nojaukt nevarēja. Mums, piemēram, ir te tādas tualetes –

kājās stāvošās tualetes. Man te bija kādreiz strādnieks, kas viņas nosauca ļoti skaisti, kā armijā esot bijis:

“Poza slomanova sokola.”

Bet tās malas, kur ir tās sadaļas, tepat kāds kaimiņš – nu, nebrauca jau te neviens, es pat neticu, ka nāca dziļāk no ciema – kāds kaimiņš bija izdomājis tos ķieģeļus..., nu lūk, viņam vajadzēja... Bet armijai bija kārtīgs cements, supercements un tā tālāk, un tas cements ir bijis tik stingrs, ka viņš nav varējis izrubināt – nu, viņš tādus robus man ir tur izrubinājis... Tādi viņi man tur stāv. Nu tas, lūk, ir... Es drīzāk varu eksponēt ne tikai armijas objektus, bet latviešu 90to gadu domāšanas objektus. Tādi man diemžēl ir.

Ir jau tās atmiņas un tie stāsti, un, protams, es arī atceros, kā te bija. Šeit bija armijas robežsardzes objekts, tātad tas bija valsts drošības dienesta KGB pakļautībā. Tajā iesauca armijā dienēt tikai tādus cilvēkus, kas bija beiguši vidusskolu. Un viņi visi bija izglītoti, viņi visi bija ar vidusskolas izglītībām. Un tajos gados, kad es biju tāda mazāka, tātad 60tajos gados, šeit pārsvarā dienēja tikai leņiņgradiēši un maskavieši. Paši par sevi tie cilvēki bija ļoti inteligēti. Viņiem bieži vien te mammas atbrauca, atbrauca radnieki, tēvi. Viņiem bija te tādas kā viesu istabas arī... Nu, protams, tiem labākajiem tā drīkstēja braukt. Bet, nu, tad iedomājaties, ka viņi šeit atbrauca kā uz absolūtu kūrortu. Un līdz ar to tie robežsargi un arī robežsargu priekšnieki, tie majori, viņi ļoti skatījās, lai te būtu kārtība, lai, dieva dēļ, par viņiem nebūtu sūdzības!

No kaut kāda 1960. gada šeit ir dienējuši gandrīz vienmēr majori. Augstākais virsnieks šeit bija majors. Un tad laikam vēl kāds. Paši gan mēs nekad nezinājām, cik viņi ir, kā viņi ir un cik ir cilvēku. Kādreiz citi jautā dīvainu jautājumu – nu, cik šet ir dienējuši? Nu, varēja kādreiz teikt, ka pēc kara tur tūlīt bijuši kādi 60. Nu tātad 60 jātnieki varētu būt. Nu, manā bērnībā vairs tik daudz nebija, arī zirgi tikai darbam, vai kā. Un reizēm, kad viņi jāja ar zirgiem... Bet, nu, tā doma ir, ka viņi nevarēja būt vairāk par 60. Nu vismaz līdz 60, ne vairāk. Līdz ar to tie virsnieki arī nekad daudz nebija.

Bet tas majors, kas te bija, un majori – viņiem bieži vien bija sievas latvietes vai arī sievas mediķes, kas, savukārt, te strādāja par dakteriem. Līdz ar to tā saite tiem robežsargiem vai tai armijai ar to ciematu jau iznāca diezgan normāla. Jo šeit jau nebija ne milicija... šeit tā armija bija tā kā tāda kārtības ieviesēja. Ja jau kādam kaut kas bija tā kā nozagts vai kas, tad jau gāj' pie tā majora, un tas majors arī ar saviem vīriem tā kā kaut ko

palīdzēja. Tā kā, nu, tie stāsti un tās atmiņas jau ir par viņiem.

Bet, nu, ir dažas tādas lietas, kas viņiem bija jādara. Viņi, kad gāja prom, viņi šeit šo objektu atdeva mūsu Latvijas armijas objektam. Jundža pārvaldībā tajā laikā bija armija. Un viņi, var teikt, atslēgu atdeva vienkārši, lai... ar visām parketa grīdām, ar visām skaistām grīdām... Nu, un tad šeit tika ielikta mūsu Latvijas armijas daļa kaut kāda, nu, ļoti neliela, jo funkcionāli jau robežsargi šeit nav vajadzīgi. Bet ko viņiem pavelēja? Un diemžēl laikam arī tas majors to nedrīkstēja nedarīt. Viņam pavēlēja ar traktoru noraut (tur ir kurtuves māja) no steķiem katlu – apkures katlu – vienkārši, lai nebūtu apkure. Nu, līdz ar to tā funkcionēšana šeit tai armijas daļai nebija nekādi iespējama. Nu, un viņi arī drusku degradēja mūsu tajā laikā – 1992. gadā – Latvijas armijas vārdu, jo viņi bija diezgan mazā uzraudzībā te, un viņi bija it kā iedzēruši, kas agrāk nekad ar zaldātiņiem nebija, jo viņus ļoti uzmanīja. Nu, varbūt kādreiz kaut kur, bet tas ir vienkārši bijis ļoti noslēpts.

Un tad, nu, tajā laikam 1992. gadā, tā kā tas arī beidza eksistēt kā armijas objekts, tad tika pašvaldībai nodots. Es pat īsti to laiku nezinu, jo mēs no 1994. gada te esam. Nu bija tā... zini, krievi ir tāds teiciens – lamaķ, ņe stroiķ. Nu, tā izskatījās, ka viņi bija domājuši ļoti daudz kaut ko izjaukt. Un kā tur to visu būvēt... es nezinu... projekti jau bija sazīmēti, bet tas tā. Nu, piemēram, tur, kur ir tā granšu kaudze, tur bija divstāvu mājas augstumā būvgruži samesti un, protams, daudz kas arī tāds diezgan skaits un vērtīgs arī no armijas elementiem.

Pirmoreiz kā armijas objekts šī vieta parādījās vācu armijas izpildījuma, jo tajā 1941. gadā šeit ienāca vācu armija. Pirmoreiz kā armijas objekts. Nevis kā padomju armija, kas ienāca 1945. gadā, bet pirmoreiz kā vācu. Tātad šeit bija tie vācu cilvēki – armija – nolikta. Ar viņiem gan ir vienmēr labas atmiņas... Tādas, ka sestdienās ir bijušas balles, ka viņi ir bijuši ļoti arī kārtīgi, zagšanas darbi nav bijuši, protams, uzvedušies ir tā kā jau armijas cilvēki. Un tad te ir bijuši arī holandieši, kas it kā bijuši no vācu zemūdenēm. Kad zemūdenes cieta kaujās, tad viņi tika, nu, tā kā uz zemes dienestiem. Tā vienmēr ir gadījies, ka te ir dienējuši tādi drusku vairāk izglītoti un intelektuāli cilvēki. Bija jau arī sava ideoloģija, bija, jā.

Es bērnu dienas atceros, kad arī Mazirbē, šeit, Lībiešu namā, tajā laikā tur bija klubs, ka bija balles, un viņi gāja uz tām ballēm. Majors viņus vienmēr pārbaudīja, kādi viņiem tie tērpi, jo tērpi jau viņiem bija tādi briesmīgi ar tādām aizmugurē savelkamām

jaciņām. Tad tas majors aizmugurē vienmēr skatījās, vai kārtīgi ir, un viņš, protams, tos labākos jau laida, ne jau visus. Nu, arī tos labākos laida arī brīvā solī uz balli, un tā viņi reizē arī visi brīvā solī atkal nāca mājās. Ir arī diezgan daudz, kas šet ir palikuši, kas ir sadzraudzējušies, sabrūtējušies un apprecējušies. Pats interesantākais jau bija, ka tad, kad viņi sāka draudzēties, tad viņi laikam, nu tā, otrā mēnesī jau tūlīt runāja bišķīt latviski. Viņi uzskatīja, ka tas ir pats par sevi saprotams. Kaut gan te jau katrs centās arī ar viņiem runāt ikdienā krieviski.

Krasta malā mums arī ir divas mājas, kur ir bijušas kādreiz tādas lielas tā kā garāžas telpas. Un vakarā viņi izbrauca ārā un izvilka ārā tādu lielu prožektoru uz automašīnas tādas. Prožektors tas, diametrā metru, ar tām ogleņiem tika dedzināts. Skatījās, ļoti spožs viņš bija, skatījās to robežu, skatījās to Irbes šaurumu. Kaut gan pretī jau mums ir Sāremā, mums jau nu nav tieši Zviedrija pretī. Bet, nu, uz to vienmēr viņi skatījās. Un tad ar to mašīnu viņi brauca tālāk kaut kur, laikam uz Sīkragu, un laikam arī kaut kad uz Pitragu. Un tad vienmēr apmēram četros naktī viņi brauca atpakaļ, jo tas vienmēr notika naktī. Es jau kā mazs bērns laikam nepamodos, bet es zinu, ka pieaugušiem vienmēr tas miegs tad tajā laikā bija cauri, jo tā mašīna grabēja, liela tāda, nu vot, tāda mašīna. Nu, un, lūk, tur tāds kāpu gabals un mājas, un tas arī ir mūsu objekts. Kopā, kad mēs pirkām jūras skolu, tad arī tie mums bija klāt – 0,1 ha zemes. Īstenībā mēs esam vieni no man vismaz zināmajiem ļoti nedaudzajiem likumīgajiem īpašniekiem kapās, jo mēs, kad šo vietu pirkām, tā bija vienkārši jaukts klasificēts objekts, jau iezīmets un viss. Un, protams, arī izlaupīts. Un tur ir tas skatu tornis. Skatu torni mēs sakārtojām. Mēs jaunus dēļus ielikām, mēs ļoti skaisti tur iekšpusi apšuvām, jo tas bija, protams, izdemolēts. Nu, tas jau ir arī diezgan nolietots. Dažs labs tur ir kaut ko plēsis arī, domājis, ka jānoplēš tur augšā iekšā tas apšuvums. Bet klasiskākais gājiens it kāds – div' gad' atpakaļ iet sporta, vēja cienītāji, kas tagad zvejo butes no krasta (tāda agrāk lieta nebija). Nu, šie ir tādi ļoti atraktīvi cilvēki, ar lielām mašīnām ar' viņi atbrauc. Viņi bija izzāģējuši divus stieņus ārā. Nu, laikam garāžām, vai pagrabiem, vai betonēšanai, nu, viņi bija izzāģējusi divus stieņus ārā. Nu, un līdz ar to tas tornis vairs nav stabils. Nu, un tā kā nemitīgi kāpa augšā un ļoti demolēja, un grīda ir jāatjauno, mēs atjaunosim, tad mēs tās pirmās kāpnes noņēmam nost. Nu, tagad vienkārši tas tornis ir. Un bija ļoti skaisti, tiešām. Jaunieši kāpa augšā saulrietu skatīties, skaista tā vieta bija, mēs jau ļoti centāmies, bet, nu, arī katrs par savu drošību atbild. Nu, tas ir tas armijas tornis, varētu teikt, viens no nedaudzajiem. Tādi ir vairāki krastā, bet tie ir gan vai

tāpat metāllūžņiem sazāgēti, vai nozagti, vai sarūsējuši. Un to mēs tā kā glabājam.

Un mēs to torni pagalmā arī saglabājam. Armijai bija tāda lieta, ka viņiem te bija apkārt žogs, nu, ne šitas, kas te ir, bet bišķiņ savādāks. Un tie bija vārti, un pie vārtiem armijā vienmēr ir sargkareivis. Un vienkārši te bija tā, ka viņš te tā pacelts augstāk, jo viņš varēja drusku tālāk redzēt, kas nāk. Un viņam bija telefons, viņš bija tas, kas piezvanīja, ka kāds ir atnācis pie vārtiem, un tad tā iegāja iekšā un tā. Mēs jau, kad bijām bērni, tad mūsu laikā tik augsts tas tornis nebija, bija kaut kā mazāks. Bet mēs, kad bijam bērni, mēs arī no skolas nācām te ciemoties. Mācījāmies automātu izjaukt un salikt. Puikiem jau bija lieli notikumi. Mēs jau, meitenes, varējām viņu tikai izjaukt, salikt atpakaļ mēs nevarējam, jo viņš tā stingri jānovelk. Bet, nu, tā mēs jau esam bijuši te iekšā daudz.

Un tad mūsu viss ciems mācījies šaut ar gaisa šautenēm. Un reizi nedēļā bija viņiem... Tur ir tāds laukums tur, kur tagad ir divas tās majas, to sauc par šaujamlaukumu. Un tajā malā bija pašā galā tie mērķi. Un tad, tajā laikā, staigāja robežsargs no vienas puses uz otru pusi, lai nekas negadītos. Tad robežsargs tur staigāja un bija tie šaušanas laiki. Un toreiz mums tāds sunīts bija, kam tas ļoti nepatika. Tad viņš vienmēr, kā sāka šauties, tad uzreiz istabā iekšā un ļoti bēdīgs bija. Nu, bet mēs skaidri zinājām, ka tur, tajā pusē, tur iet nevar. Un mēs visi bērni zinājām, ka laikam trešdienās krievi ir šaušanas laiks. Un mēs tomēr viņus saucām par krievi, kaut gan tas vai tad tur vienmēr bija krievs...? Krievi ir šaušanas laiks, un tad nu mēs uz to pusi tur negājām. Nu, uz veikalu, lai aizietu, tad ar tādu bišķiņ līkumu jāiet.

Un tad viņiem bija sievas tomēr latvietes, un bērni arī nāca mūsu skolā. Tad mēs ar tiem bērniem draudzējāmies. Un tad mēs arī gājām, nu, tajā, nu nejau tur tajā armijas daļā, bet tajā, virsnieku gals bija atsevišķi, tajā virsnieku galā tad mēs gājām, ciemojāmies ar bērniem, draudzējāmies. Man pat bija vienam majoram dēls klasesbiedrs. Viņa mamma gan nebija latviete, bet viņa audžumamma bija latviete. Viņš runāja latviski, protams, skolā.

Tā mēs to vidi jau visu atceramies, kāda tā bija, bet tā vide tomēr ir izjaukta. Nu tā, lai varētu tā pavisam eksponēt, man liekas, Latvijā tādu nemaz nav to objektu.

*Pierakstīja*

*Lauma Gulbe 2011. gada 5. augustā Mazirbē.*

## **Narration by Lilita Kalnaja about the former Frontier Surveillance Facility in Mazirbe**

Neighbor from the house next door – he wants to take that pole. But our cousin says:

“Wait, you should ask Lilita first...”

“Where will she put those Russian poles?”

“And where will you put them?”

“I could use them for the cattle shed...”

Unfortunately that is the situation with every army's object... For example the same Irbene... Ok, the scientists strove, maybe they weren't scientists, maybe they were spies from army, but they understood how great this property unit is and how much it can do, so they couldn't take a hand... But when they consigned the unit and went away, one home guard from Ventpils said: “You know what boys, let's go guard already this evening! Let's not wait until tomorrow morning! Let's go!” The consigning happened in Ventpils. And the next morning other brigades would have gone to guard. And they – a few home guards – that evening went to guard alone. In the forest already were some 20 cars with chainsaws and other equipment so that they could steal the cables, just cut them off, because, of course, in that kind of object there is so much non-ferrous metal. Here you have the story about them...

It was in Russian army, and that takeover was very stupid. Every rock, every brick was wanted for take away. Who knows if that person could even use that brick after all. And often nothing could be broken down. For example, we have such toilets, where you have to stand up. I once had a worker here, who called them very nicely, like in army – “Poza slomanova sokola” (posture of broken hawk). But those sides with the sections, some neighbor – well, no one came here, I don't even believe that came from village – some neighbor thought that he needs those bricks. But the army had a very strong super-concrete and it was so tough that he couldn't get them. What notches had he dented... Like that they are there. I can rather not only exhibit army's objects but also 90ties thinking objects of Latvians. Unfortunately I have them.

There are memories and stories and I of course also remember how it used to be here. An army's frontier surveillance object was here, so it was in the jurisdiction of State

Security Service KGB (Committee for State Security). In that army conscripted were only those who had finished high school. And they all were educated. And in that time, when I was little – in the 60ties – mostly here served only people from Leningrad and Moscow. Those people were very intellectual. Often their mothers visited, relatives, fathers. They even had something like guest rooms. Well, only the best ones were allowed to be visited. But imagine - they drove here like to a health resort. That's why border guards and their bosses, majors, watched out so that for God's sake there wouldn't be any complaints!

From 1960 only majors have served here. The first officer was also a major. And, possibly, someone else too. We never knew how much and how they are, how many people. Sometimes someone asks a weird question – how many have served here? You could tell that right after the war there were some 60. 60 cavalry men. In my childhood there weren't so many, horses were used just for work. And sometimes when they were riding those horses... But yes, the main idea is that they couldn't be more than 60. Or up to 60, not more. That's why there never were many officers.

But those majors who were here often had Latvian wives or their wives were female doctors who actually worked here. Wherewith, the connection between village and border guards and the army was pretty good. Because militia wasn't here, army was the one who brought order. If someone had something stolen, then he went to talk to major and then he somehow tried to help with his men. So the stories and memories still remain about them.

But there were some thing they had to do. When they went away, they gave the object to our Latvian army object. There was an army in the management of Jundzis. And they simply gave them the key... with all the beautiful parquet flooring... So then some kind of our Latvian army's troop was put in here, a small one, because functionally border guards aren't needed here. But what they were ordered to do? And unfortunately the major also couldn't resist the order. He was ordered to pull down the central heating boiler with a tractor, simply so that there wouldn't be heating. Wherewith, the functioning of that army's troop wasn't possible. So they degraded a bit Latvian army's word in the 1992, because they were in a weak supervision, so they drank a bit, which they had never done before, because they used to be looked after. Well, maybe sometime, somewhere, but then it must have been very well hidden.



And then, maybe in that 1992, because of the object stopped existing as an army's object, it was consigned to local authority. I'm not really sure about the timing, because we are here since 1994. Russians have a saying – “lamatj, nje stroitj” (to break, not to build). It really looked like they had thought to take apart many things. And how to build everything... I don't know. Blueprints were designed. For example, there, where is that pile of gravel, there were debris in the height of a two storey building and of course some beautiful and valuable elements of army.

As an army's object for the first time this place showed up in the execution of German army, because they came here in 1941. For the first time an army's object. Not like Soviet army that came in 1945, but German for the first time. So here were placed German people – army. Only good memories with them. There were dances in Saturdays, they always were tidy, no stealing, of course they still behaved like army men. Here have also been the Dutch from German submarines. When submarines were damaged in fights, men were moved to land duties. It has always been like that, only more educated and more intellectual people served here. There was one's ideology, was, yes.

From my childhood I remember that here in Mazirbe, in Livonian Community House (see *Figure 22*), there was a club and there were dances and they attended them. Major always checked their clothing, because they had terrible suit with jackets fastened at the back. So he checked the backs and the best ones he let go, not everyone could attend. The best ones all together in an easy pace went to the dance and the same way came home afterwards. Many have stayed here and made friends or gotten married. Interesting part is that when they started to become friends, about the second month of friendship they learned a bit Latvian. They considered it goes without saying. Although, daily everyone tried to speak in Russian with them.

At the side of bank we have two houses where used to be some kind of big garages. In the evening they drove out and put a big searchlight on a car. The searchlight, about a meter in diameter, was burned with coal. It was very bright and they looked at the border and Irbe strait. Although, there's Saaremaa, Sweden is no right opposite. But they always looked at it. Then they drove further, I guess to Sikrags and to Pitrags. And always at four o'clock in the morning they returned, it only happened in the night. I, as a child, didn't wake up, but adults' sleep then was disturbed every time because the car was very big and

loud. And there are sand-dunes and few houses that is our object. When we together bought the Maritime School this 0,1 ha land came with it. Actually we are some of those very few people I know, who are the rightful owners of sand-dunes, because when we bought this place, it was a composite classified object, already marked and that's it. And of course it's robbed. There's the sight tower, we tidied it out. Put in new boards, boarded the inside, because that of course was smashed up. It's also quite worn-out. Someone has tried to rip off that boarding. But the classic move is – two years ago sports and wind admirers, who now fish flukes from the shore, went there. These are very active people driving with big cars. They had sawed off two bars. Probably for garages or basements or concreting. So the tower is no longer stable. All the time someone climbed there, vandalized and the flooring needs to be renewed, we will renew it, so we took off the stairs. So now there's just the tower. It really was very beautiful. Young people used to watch sunset in there and we tried to keep it that way, but everyone's responsible for their own safety. That is one of the few army's towers. A few are in the shore but they are also either robbed, sewed for scrap metal, or rusted. And that's what we try to keep.

And so we kept the tower in the yard. Army had a fence around it, not like this one, a bit different. And those were gates and at the gates always was a sentinel. And he was on kind of a platform, so that he could see further who is coming. And he also had a phone, so he could call when someone's at the gates. When we were kids, in our time the tower wasn't that high, it was smaller. But as children we also came here to be on visit. We learned how to disassemble a gun. Boys took it as a great event. Us, girls, could just dissemble it, but we couldn't put it again together, because it had to be pulled down strongly. But we've been here a lot.

And all our village learned how to shoot with airguns. And once a week they had... There's a place there, where now are those two houses, it's called the shot ground. And on the side at the very end were the targets. At that time a border guard was there and walked from one side to the other and looked out that nothing bad happened. And then we had a little dog who didn't like it at all. Every time the shooting started he ran inside and was very sad. But we clearly knew that we can't go on that side. And all kids knew that on Wednesdays it is shooting time for Russians. We still called them Russians, but were they all Russians there...? Russians had shooting time and we didn't go there. Had to make a little detour to go to the shop.

They had Latvian wives and children went to our school as well. So we were friends with those children. So we went with them to the officer part of the building, not the army part. One major's son even was my classmate. His mother wasn't Latvian, but his stepmother was. He spoke Latvian, of course, in school. That's how we remember that environment, but it is disjointed. To really exhibit, I think, in Latvia there aren't that kind of objects.

*Written down by*

*Lauma Gulbe on 5 August, 2011, Mazirbe.*

*English translation by*

*Aiga Grosa on 10 December, 2011, Ventspils.*



*Figure 27. Frontier Surveillance Facility buildings, Livonian flag, and the "tower in the yard". Photo by Lilita Kalnaja.*



## **Appendix 5. Suggestion on how to revitalize an abandoned military heritage site to use it as a tourism attraction**

The entire contents of this Appendix has been adopted from Melkonovs (2011). Originally, Melkonovs has developed such suggestion for the revitalization of the Coastal Defense Battery No. 46 (see *Figure 18*) in Ventspils city, Latvia. The author of this thesis presents here a non-site-specific English translation of Melkonovs suggestion.

### **➤ Managerial actions**

- ➔ Field survey, making a list of all the buildings
- ➔ Photo and video fixation of all the structures
- ➔ Development of a map of the geodetic positions of all the buildings
- ➔ Audit of all the buildings and development of the layout plan of all the spaces

### **➤ Actions of historical research**

- ➔ Searching for information in the local city archives
- ➔ Review of the local press, especially of those historical issues dating back to the time, when the military heritage site of interest was built
- ➔ Search for eyewitnesses of the events related to the military heritage site of interest (for example, by placing advertisements in printed media and TV), meeting them, recording their stories, searching for photos in their personal archives
- ➔ Find out where the building materials were taken from in order to build this military site
- ➔ Find out which companies, enterprises or other entities supplied the military site with building materials and workforce
- ➔ Find out how many people from the local population did participate in the construction works of the military site, and how much were they paid

- Decision of whether to look for information in national archives
- Decision of whether to look for information in archives of foreign countries
- Visiting other similar military heritage sites elsewhere and learning from others' experience and practice in preserving and exhibiting such sites
- Suggesting a local city museum to open its branch establishment at the military heritage site
- Start collecting exhibition items to present the history of the military heritage site in a museum
- Prepare an exhibition in a local city museum about the history of the military heritage site

➤ **Construction works**

- Gathering the necessary initial project documentation
- Drafting a working plan and cost estimates for the whole project and also each of the site buildings separately
- Clean-up in the military heritage site, bringing out the waste
- Planning the works of ground levelling in the area
- Getting rid of trees that have grown on top of the military heritage site buildings
- Planning the works of site improvements
- Repair of the existing site access roads
- Construction of new pathways for visitors
- Demolition of non-original structures within the military heritage site buildings
- Renovate the original buildings, features and items of the military heritage site
- Basic cosmetic repair of the military heritage site buildings, especially indoors
- Lighting installation inside of the military heritage site buildings
- Installation of security lights and street lights at the military heritage site

➤ **Actions to ensure security and safety on site**

- Installation of a security system at the military heritage site
- Ensuring against metal theft – warning local and state police beforehand
- Pumping out water from places, where it is not supposed to be or can be dangerous to visitors

- Filling and closing all the wholes in the ground and elsewhere that are potentially dangerous to visitors
- Area inspection by special professional search units in order to ensure that is it clean from explosive and other dangerous items

➤ **Preparation of tourism information about the site**

- Include the military heritage site in a local tourism map, brochure, online tourism website in various languages, depending on the most common and preferable tourism markets
- Install road signs to the military heritage site
- Install tourism information posts with the site plan at the military heritage site
- At each of the buildings of the military heritage site install signs with the name of the building
- Prepare a tourism route with this military heritage site included

➤ **Possible future visions**

- Purchase of original military equipment imitations in order to enrich the exhibition and to replace those items that have been lost from the military heritage site
- Suggest the national heritage authorities to grant the military heritage site with an official status of some kind of cultural and historical monument





## **Appendix 6. Author's reflection on interviewing process**

### **Intro**

Patton (1990, 279) teaches, that “[t]he task for the interviewer is to make it possible for the person being interviewed to bring the interviewer into his or her world”. Knowing that is important, when planning and preparing for conducting interviews. But equally important is to realize, that my interviewee doesn't need to be interviewed. I am the one, who needs to interview somebody in order to collect data for my research project. Therefore, I will arrive to the place and at the hour, that is comfortable for my interviewee. I will make his of her life as easy as possible, when arranging my interview via phone, when conducting it in presence, and also afterward. My appearance will be acceptable to my interviewee. I will dress for the place I am going to and for the person I will be talking to. I will not dress fancier than I expect my interviewee to be dressed. These are the very basic tips, that I recommend for other interviewers. In the following paragraphs, there are my personal experiences revealed, that I obtained during the interviewing process, while collecting data for this thesis.

### **Practical issues**

#### **Transportation, impression and environmental impact of research process**

Before even starting the interview, it is always easier to open up your interviewee, if you impress him/her positively with something – if you present yourself as something else than one of those many students or journalists who want to sneak their nose into everything and only disturb one's working days with their curiosity. I've noticed, that my interviewees are usually impressed by the fact, that I've arrived to them from quite a distance, and, especially, if they see me arriving on a bicycle. Whenever I can, I like to use bicycle as my primary transportation. Sometimes it happens, that my interviewee is located in some rural area, which is in more than a walking distance from some town, that is accessible by some kind of public transportation – bus or train. Then I take the bus or the train, and take my

bicycle with me. Riding a bicycle for several tenths of kilometers in order to collect data for my master's thesis, is rather pleasant activity (spring, summer and fall seasons are very suitable for it here in terms of climate), especially, when comparing it to those hundreds of hours sitting indoors with my laptop in order to write my thesis. A special tip for environmental students – the environmental impact of your research process is something to consider, when setting up your research design and planning how to realize it.

### Preparation for and conducting the interview

Regarding the needs for my research and the contents of my interview questions (see *Appendix 2. Interview questions for Feasibility study of Frontier Surveillance Facility in Mazirbe* & *Appendix 3. Interview questions for Feasibility study of Zenith Missile Brigade at Cirpstene*), I found it very useful to prepare and take with me to an interview two identical interviewing sheets (for example see *B. Interviewing sheet for the local municipality*). Such interviewing sheets contains short information about me as an interviewer (my status of being a master's student of Coastal and Marine Management in University Centre of the Westfjords, Iceland), interview questions, and necessary references to which the questions refer. Before starting the interview, I gave one sheet to my interviewee and kept another myself. During interview, I used my sheet to take notes under the respective questions. But my interviewee, having such a sheet, could, first of all, see the amount of questions I was about to ask, and estimate the approximate length of conversation, in other words, to know, how many questions are still left to answer. Secondly, my interviewee could not only hear my questions, but also read them. Since my interviewee could see all the questions I'm interested in, sometimes he/she chose to answer these questions in a sequence of his/her own choice. Thirdly, thanks to the interviewing sheet, my interviewee could see, that I have been investing my time to prepare for my conversation with him/her. The clear and precise references indicated along with the interview questions, served as a proof, that I have carefully studied the topic in question before using my interviewees time to learn about the world. The contents of my questions also show, that I want to know more than the publicly available written information can provide. Therefore, I ask for additional knowledge to my interviewee. Sometimes it even makes interviewees to feel honored, as I admit and demonstrate to them, that they know more than I do. It helps my interviewee to open up for sharing his perspectives, and it gives

me a possibility to listen.

## Recording the data

Patton (1990, 347-349) advocates strongly tape-recording of interviews. He writes:

“No matter what style of interviewing is used, and no matter how carefully one words interview questions, it all comes to naught if the interviewer fails to capture the actual words of the person being interviewed. The raw data of interviews are the actual quotations spoken by interviewees. There is no substitute for these data.” (p.347)

My personal opinion, on how crucial the tape-recording (let's call it a sound-recording further on!) is, differs. I believe, it does strongly depend on the academic discipline, the field of research, the research design, and on what role does interviewing take as a particular method within the scope of the whole research body. In the case of my research, the purpose of interviewing was all about acquiring better knowledge and understanding of facts, plans, visions and practical experiences that still stay hidden to an observer from aside, no matter how carefully the publicly available information has been studied. Therefore the exact quotes by interviewees were not what mattered for this research. What mattered was to obtain more information on a particular subject and to make sure, that my interviewee understands my question and I understand my interviewees answer.

Taking notes during my interviews was even more important than sound-recording. And more important than just taking notes was to capture and put down those pieces of information, provided by my interviewees, that answered my interview questions. Finally, the moment of great importance was to ask my interviewee to proofread my notes, taken during our conversation, in order to make sure, that I have got it right. Sometimes it happened, that proofreading my notes caused my interviewee to provide even more information or to become doubtful about something that he/she has said before and to ask me to cross out particular issues. In the end of each interview, I asked my interviewee to write down his/her name and occupation on the interviewing sheet that contained my notes. And it was no problem to receive such an approval of data acquired, because my interviewee had had a chance to see, what information exactly, provided by him/her, will I share with the world in my thesis, and he had had a chance to correct him-/herself, if my interviewee felt the need for that.

Such a technique also helped me to avoid the influence of my interviewee's emotions and private opinions about the issue in question. I was interested in facts, plans, visions and practical experiences. And that is the information, that I put down as my notes. I was not interested in what does my interviewee as an individual thinks about the inner dynamics of his/her employing institution, regarding the issue in question. I was also not interested, how does he/she feel about the decisions, actions and plans of his/her employing institution. Although, situation was slightly different, when interviewing a private property owner, because her private opinions and visions were not separable from the issue in question.

During my research, I did sound-record interviews, if the situation was favourable for it and if my interviewee did not mind. But, when analyzing the data, the sound-records served just a secondary role. My notes were much more convenient record of data, because, unlike the sound-records, they were concise and focused, while the sound-records were more time consuming and often contained various additional information, that was sometimes useful, but not always helpful to gain the answers, that I was looking for.

### **Listening issues**

Indeed, “no less important than skill and technique is a genuine interest in and caring about the perspectives of other people” (Patton, 1990, 279). By demonstrating a true interest and readiness to listen carefully, an interviewer can actually shape the interviewing process positively and make the interviewee open up and provide information, that is necessary for the interviewer to achieve his/her own research goals. One more illuminating quote by Patton (1990, 279): “Evaluators must learn how to listen when knowledgeable people are talking. That may be the secret of their influence.”

### **Issues of taking and giving**

My interviewee is volunteering his/her time in order to give me an information, that I need for my research project. And I am taking all these benefits. I believe, it has to be a fair deal, therefore I have to give something in return – whatever is appropriate in a given situation. One of my interviewees was very responsive and willing to share her world with me. I am grateful to her for that, because it was truly helpful to me. Therefore, I took the time to

transcript her story about the past times of a military heritage site – a kind of oral history, that was not essentially necessary for my research project, but happened to be recorded during our very first informal conversation. She told me then, that there is never really time in one's daily routine to write down stories of old times, and they are slowly fading from folks' memory. So, I decided, that such a transcript would be a nice reward for my helpful interviewee. And I gave a copy of this transcript to her, when we met for the second time. She was happy, and in the end we parted as partners, full of mutual dignity.

An ethical issues of giving something to an interviewee, not only taking from him/her, have been also discussed by Patton (1990, 354). In addition, he also discusses the risk of the interviewer to intervene by affecting the interviewee in a way, that is not particularly beneficial for data quality. Therefore, he suggests to provide the desired reward, be it an information, advice etc., at the end of the interview. In contrast, intervention as a beneficial process during interviewing has been advocated regarding the research about sustainable environmental management among rural tourism accommodation providers within North Vidzeme Biosphere Reserve, in Latvia (Druva-Druvaskalne & Līviņa, 2008). In that case, the author's emphasize the opportunity to educate these accommodation providers of how to improve their management practices towards more sustainable way (Līviņa et al., 2011, 226).

During my own interviews, I as an interviewer have also observed, that it makes sense in some situations to share my knowledge with my interviewee. I believe, it is possible to conduct conversations in a way so that data quality does not suffer. Although, such a possibility varies across academic fields and the aims and purposes of interviews (for example, an interview for psychological research is probably not the best moment for sharing interviewer's knowledge). In my opinion, sharing knowledge is not only a good thing to do in suitable situations, but it is even some kind of an ethical duty. Master's students and other researchers shall realize, that the education, that they are or have been enjoying, is a great gift. And there are many people around, who have never had a chance to invest time and resources to be able to enjoy such an education. An interviewee might be one of them. So, share with him/her the gift, that you've been granted with!





