

ELEVATED EXPERIENCE IN CĒSIS

RISEBA FAD

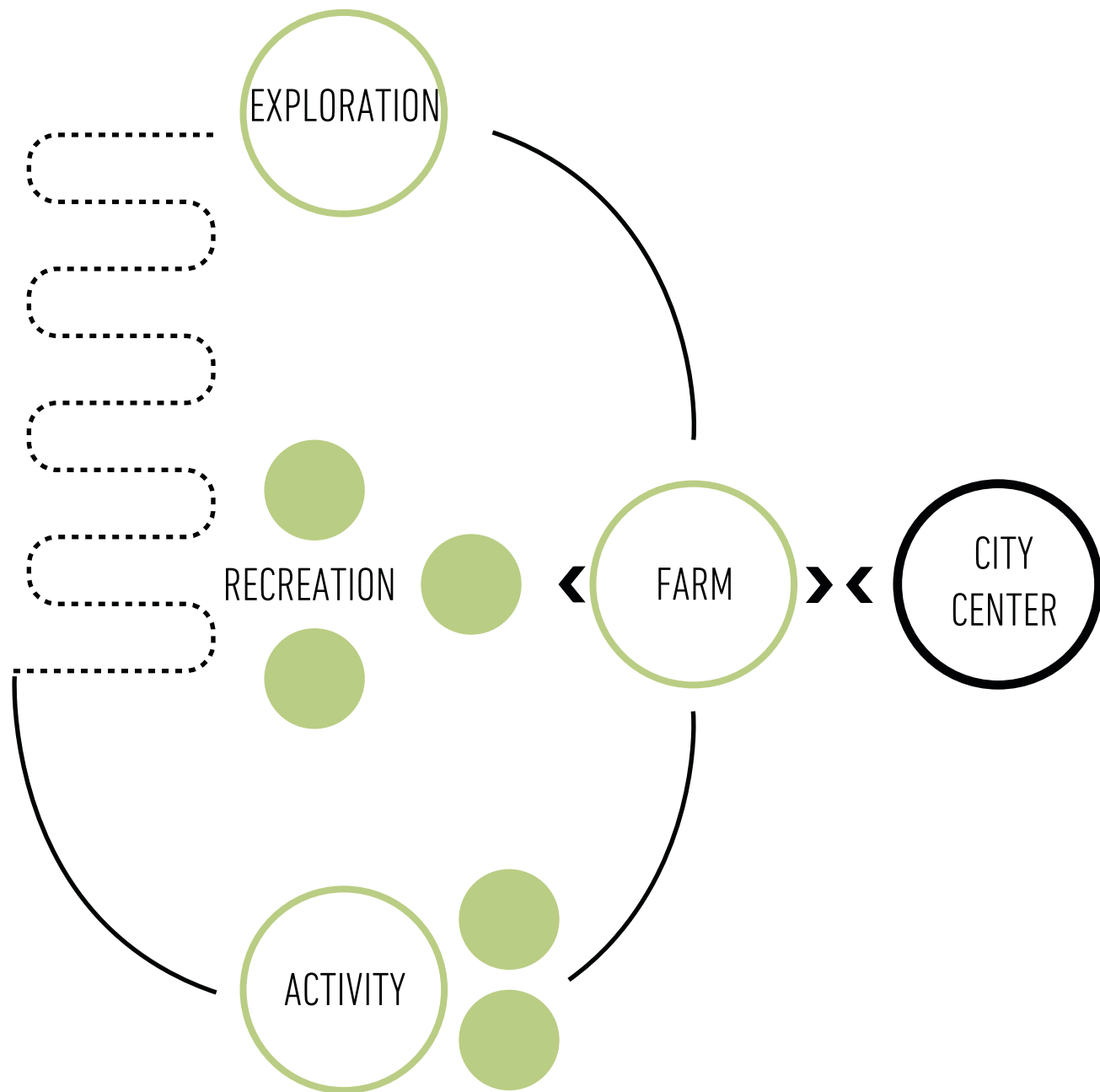
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RIGA | 2019



FOREWORD

WHY ECO-RESORT STRATEGY?

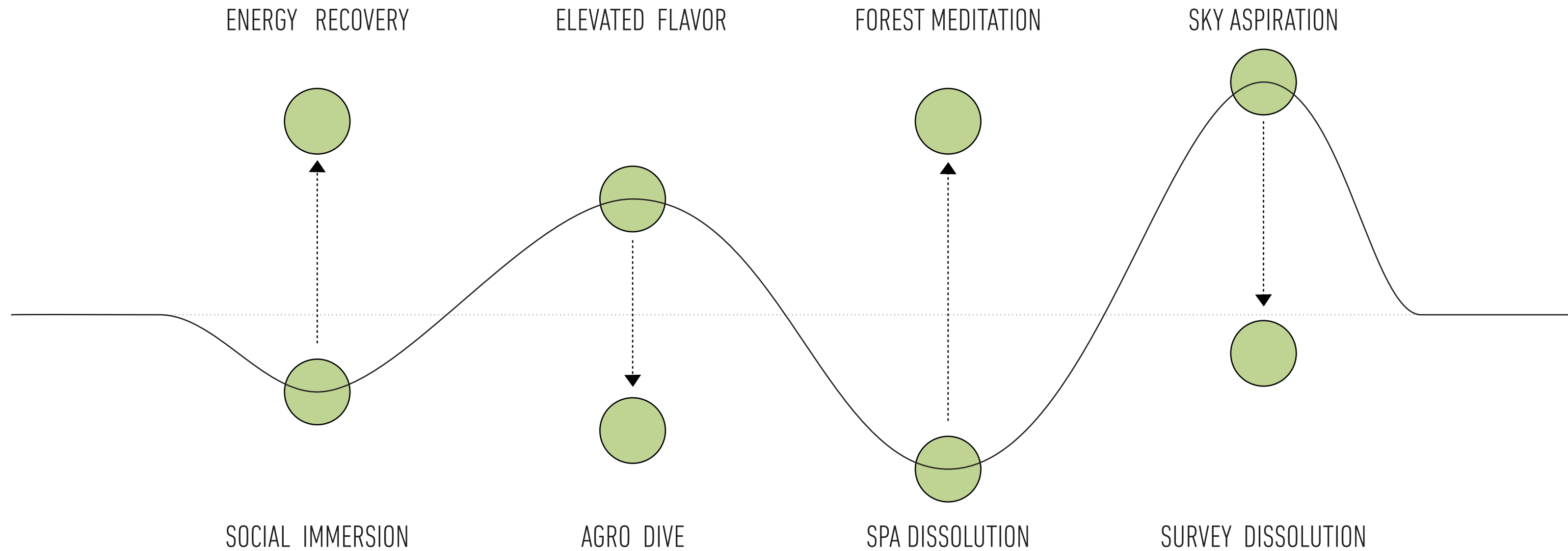
By reason of the increasing number of environmental problems, nature as a resource achieves a crucial value. Due to globalization and technological progress, many people return to their roots and seek unity with nature. In this context, a was born the concept that combines the benefits for both nature and society based on nature potential of Cēsis.

URBAN DIALOGUE BETWEEN HISTORICAL CENTER AND GAUJA PARK

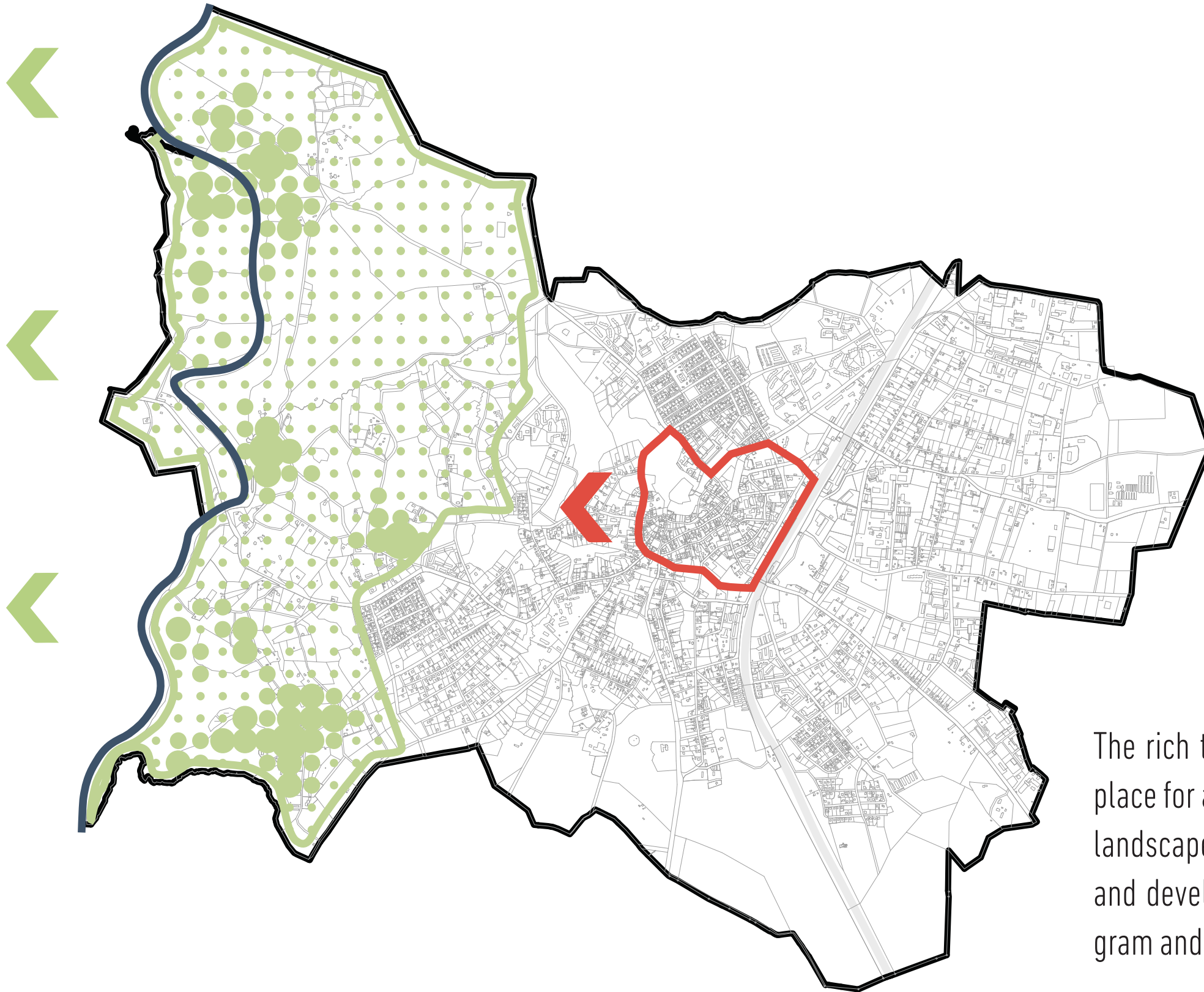
PROVIDING ELEVATED EXPERIENCE FOR NATURALISTS

SUPPORTING ECOSYSTEM BIODIVERSITY

WHAT IN ECO-RESORT?



WHERE ECO-RESORT?



The rich territory of the forest is a potentially beneficial place for an eco-resort, a rich flora and fauna, picturesque landscapes and unique entertainment can attract guests and develop the tourism industry by expanding the program and unlocking the full potential of natural treasures.

RESEARCH

RESORT IN CĒSIS?

PRESENT OF TOURISM

NATURE CONTEXT OF CĒSIS

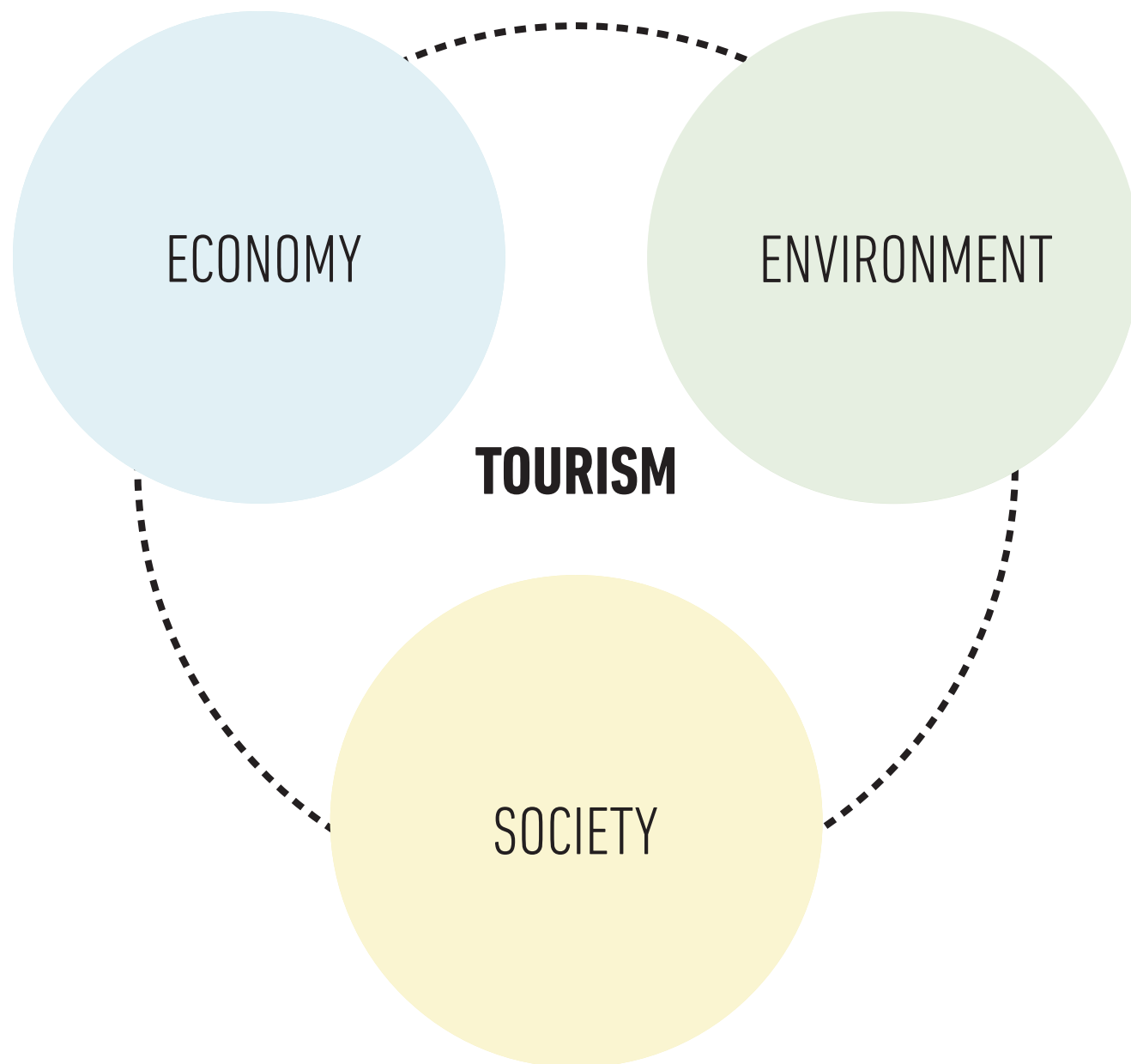
BALTIC CONTEXT

ECOLOGICAL GUIDELINES

RESORT IN CĒSIS?

RESORT TOWN
BENEFIT FOR CITY

BENEFITS



Impact of tourism change different spheres of citizens, include the economic contribution of the industry to the local economy, changes in physical environment, as well as the influence of tourism on the social environment through the types of jobs that are available and common public spaces. Cities may seek to develop the tourism sector due to several benefits:

DEVELOPED INFRASTRUCTURE

ECONOMIC GROWS

INVESTMENTS

NEW WORKPLACES

PRESENT OF TOURISM

ECO-SERVICES AS CONTEMPORARY RESORT

REDEFINING OF “TOURIST”

NATURALIST JOURNEY

BEST PRACTICE EXAMPLES

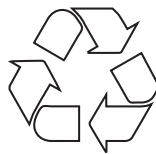
RESORT COMPONENTS:



INTELLIGENT INFRASTRUCTURE



SAFE NAVIGATION AND RESTRICTIONS



BENEFICIAL RESOURCE MANAGEMENT



SPORTS AND ACTIVITIES



BODY HEALING



MENTAL HEALTH CARE

ECO-SERVICES AS CONTEMPORARY RESORT

Massive concentrations of people in popular resort areas can no longer meet the needs of all therefore nature-based tourism with its “fresh” offer became one of the fastest growing directions of the global tourism industry. ECO-TOURISM is concerned on:

DIRECT ENJOYMENT OF VIRGIN PURE NATURE

**RESPONSIBLE TRAVELING, WELL-BEING OF
LOCALS**

REDEFINING OF “TOURIST”

NOMAD In search of fresh pasture for their livestock

WANDERER Travels aimlessly

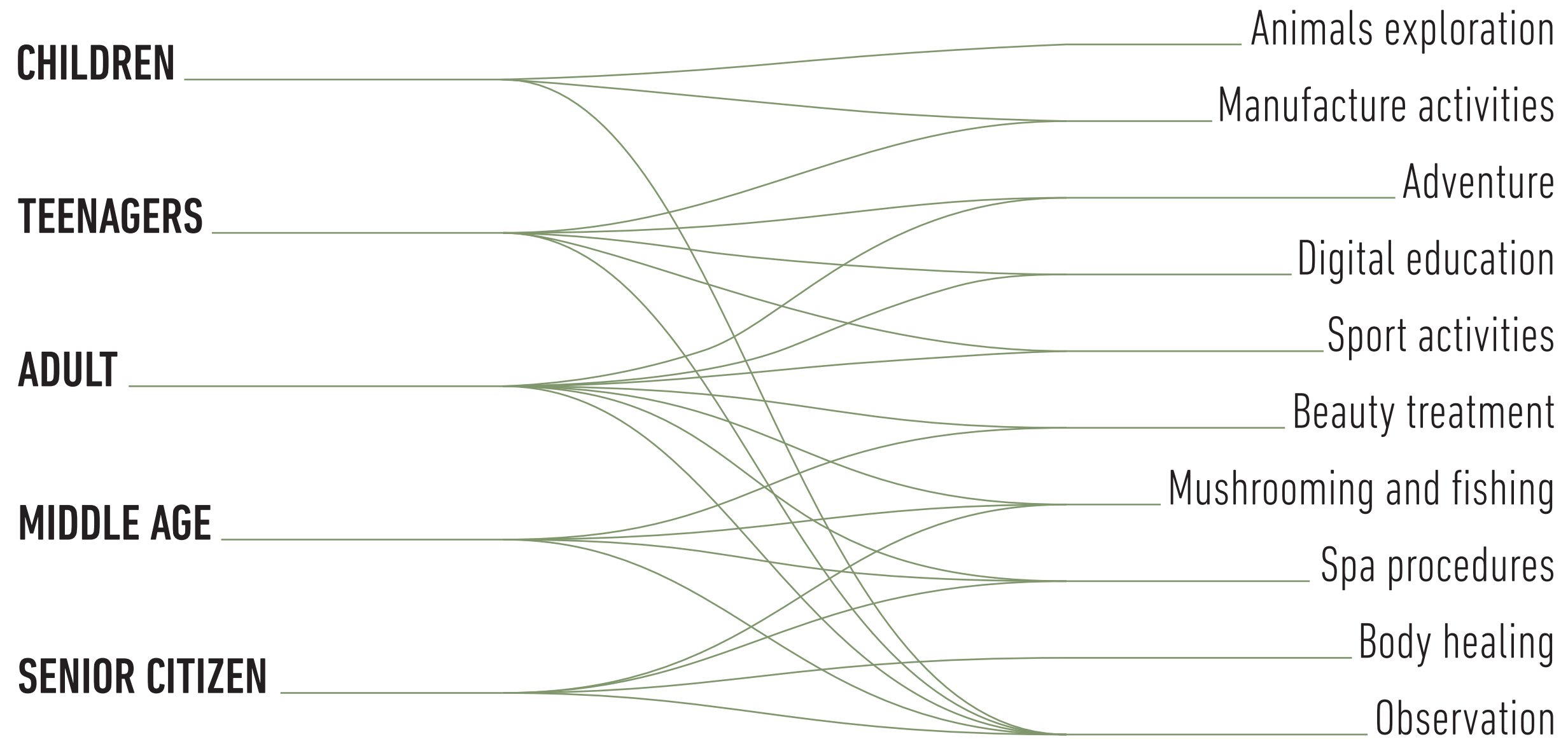
GUEST Polite visitor who respects local

EXPLORER Adventurer, who explores unfamiliar

NATURALIST Nature lover, looking for unity with it



NATURALIST JOURNEY



LJUBLJANA – SLOVENIA

WORLD LEADER IN ECO-TRAVEL AND HEALTH TOURISM ACCORDING TO 2018 SUSTAINABLE DESTINATIONS TOP 100.



REYKJAVIK – ICELAND

GIVEN THE MASS TOURIST INFLUX, SUSTAINABILITY IS ON THE FOREFRONT OF ICELAND'S GOVERNMENT TO PRESERVE THE NATURAL TREASURE OF THE COUNTRY.



OLEIROS – PORTUGAL

OLEIROS HAVE CONSERVATION PROJECTS OVERSEEN BY THE INKATERRA ASOCIACION (ITA) INCLUDING THE STUDY OF FLORA AND FAUNA.



PORTLAND – USA

THE CITY IS FAMOUS FOR ITS PRESERVE NATURE PARKS ITS DISTINGUISHING FEATURE ENVIRONMENTAL FRIENDLINESS.



BEST PRACTICE EXAMPLES

MAJOR PRINCIPLES OF SUSTAINABLE PRACTICE :

Zero waste resource use

Electricity and natural gas for transportation

Alternative methods of moving

Balance between built and nature

Preserve the natural treasure

Renewable energy

Greenhouse gas reduction

Reduce visitors footprint

Zero-carbon tourist accommodation

Volunteering activities

Support of local farmers and markets

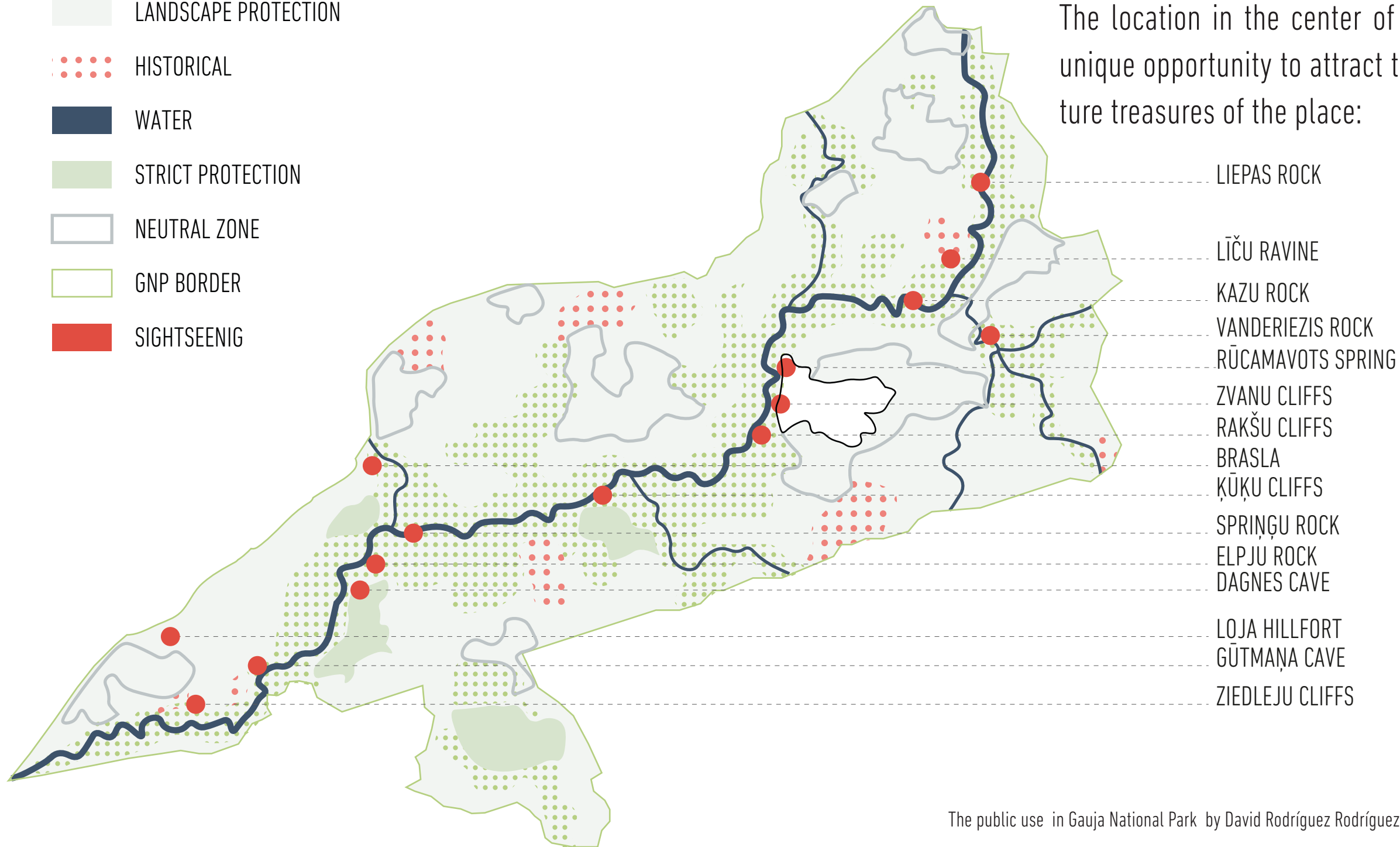
NATURE CONTEXT OF CĒSIS

NATIONAL GAUJA PARK
CĒSIS POTENTIAL

NATIONAL GAUJA PARK

- NATURE RESERVE
- LANDSCAPE PROTECTION
- HISTORICAL
- WATER
- STRICT PROTECTION
- NEUTRAL ZONE
- GNP BORDER
- SIGHTSEENIG

The location in the center of the national park creates a unique opportunity to attract tourists to explore all the nature treasures of the place:



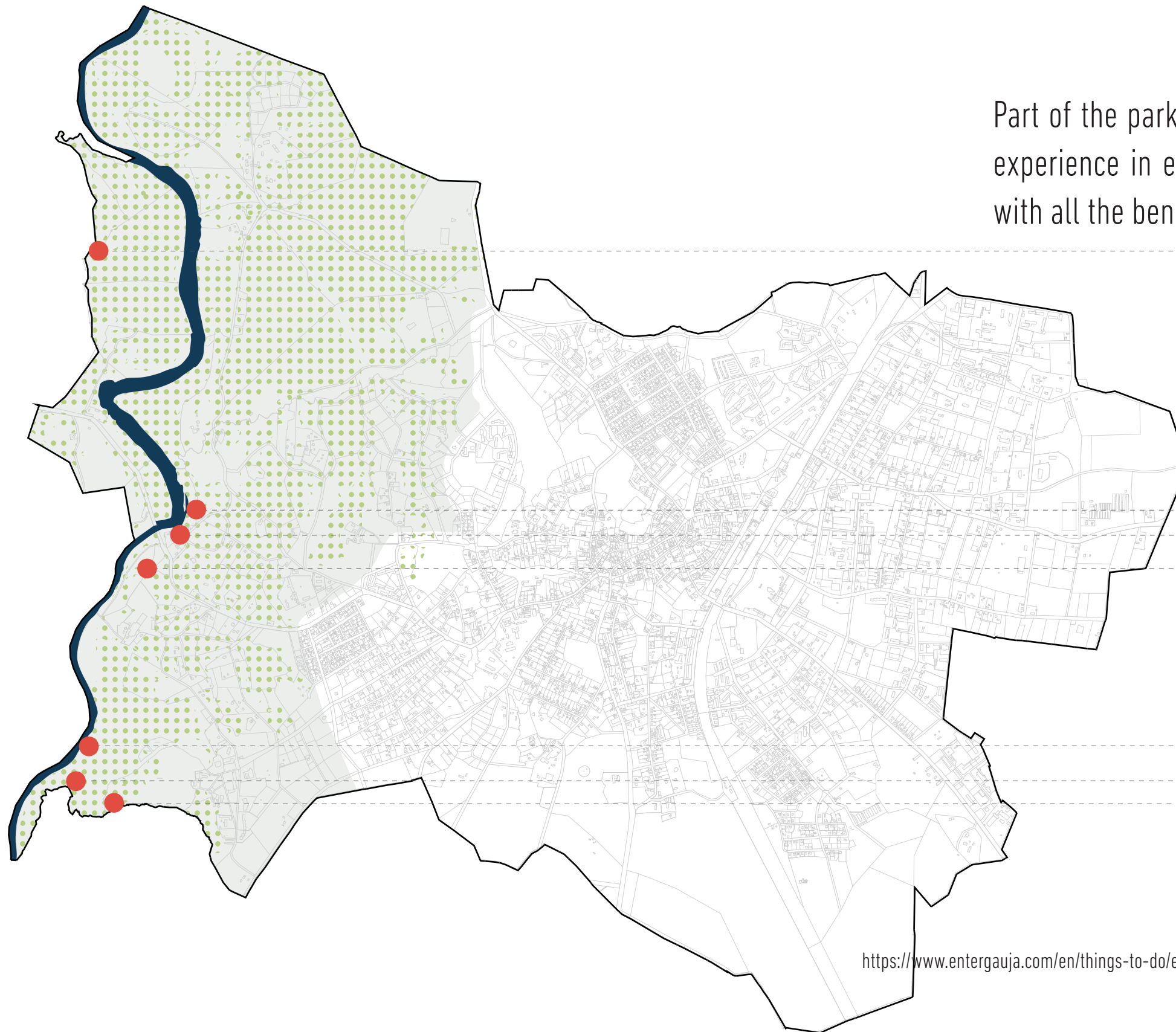
CĒSIS POTENTIAL

Part of the park located in the city offers the potential for experience in eco resort, in close proximity to nature but with all the benefits of civilization.

SARKANĀS CLIFFS AND
RŪCAMAVOTS SPRING

GAUJA SPRING
GAUJA CAVE
ZVANU CLIFFS

CĪRULĪŠU CLIFFS
SPRING DZIDRAVOTS
(RED) CAVE OF LĪGAVA



<https://www.entergauja.com/en/things-to-do/enter-winter/icefalls-on-the-banks-of-the-amata-river?view=showOnMap>

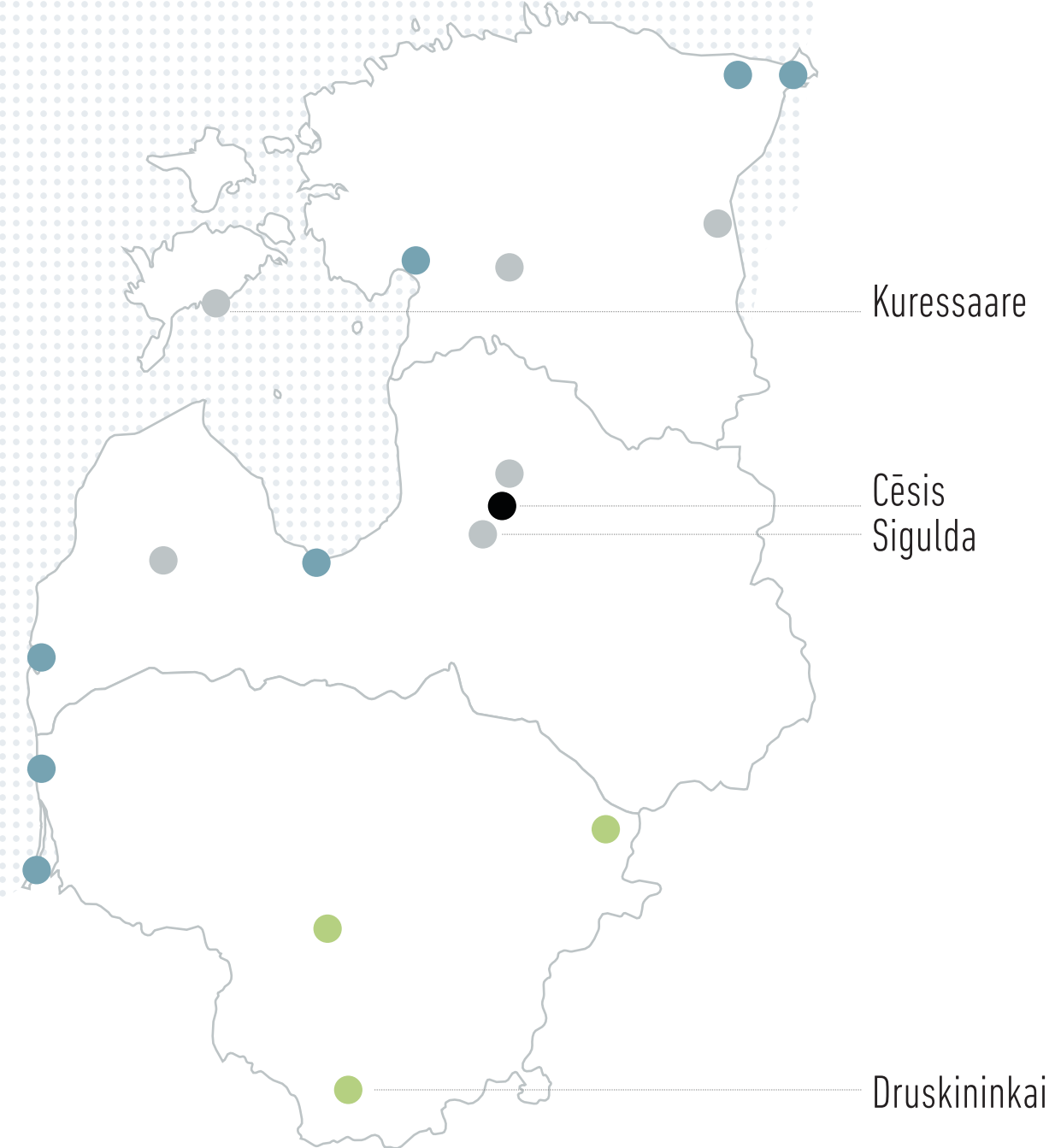
BALTIC CONTEXT

NEAREST RESORTS CITIES
GREEN CITIES COMPETITION
CONCLUSION

NEAREST RESORT CITIES

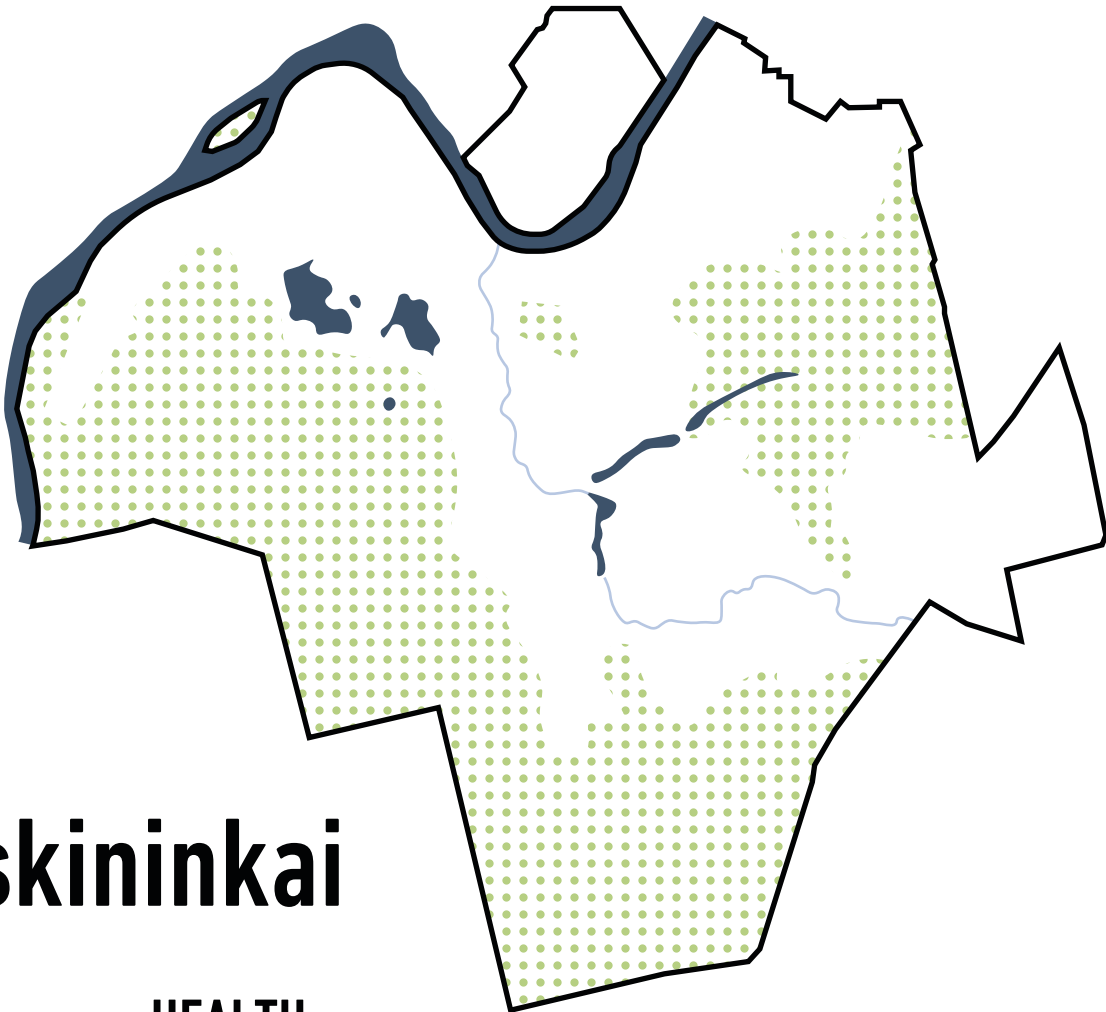
Among Lithuania, Latvia and Estonia, most cities with resort status are located on the coastline and use this geographical advantage; among the small green cities located far from the sea, only in Lithuania are those who have received resort status.

- green city
- green city with resort status
- beach city with resort status



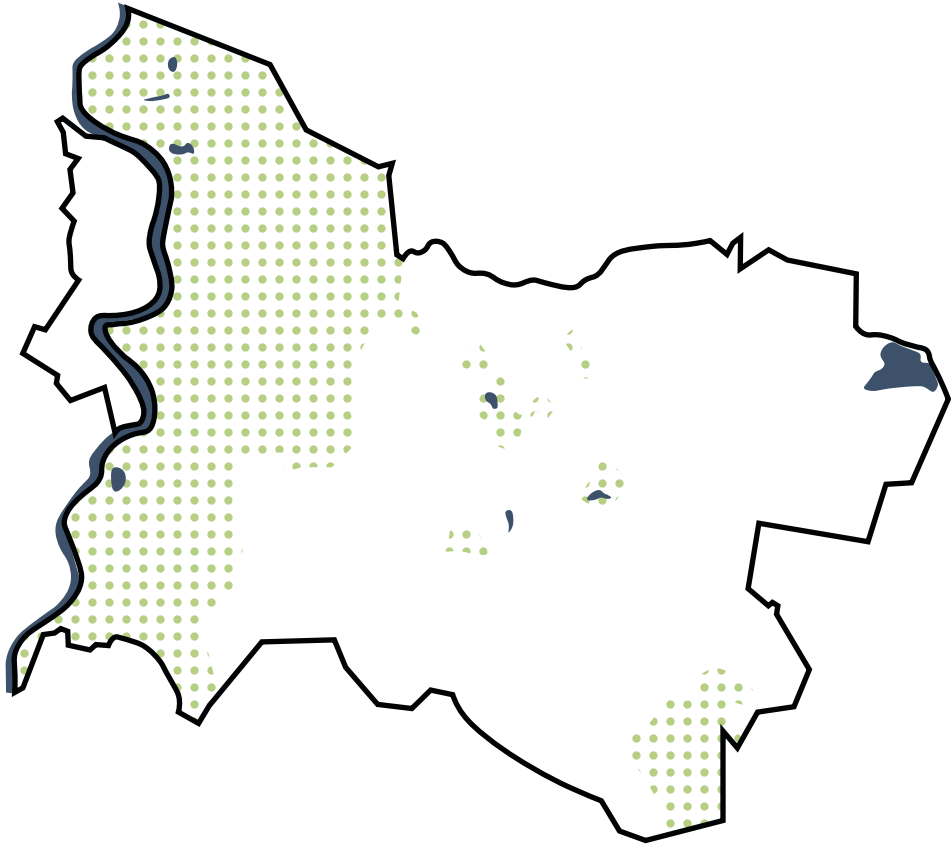
CONCLUSION

Druskininkai



SPORT	HEALTH
Bowling	Swimming pool
Žilvinas trail	Spa
Bike path	Medicine
Ski	Aqua park
Tennis	
Canoe	
Snow arena	

Cēsis



SPORT	HEALTH
Bike path	Pension house
Nature trail	
Ski	
Tennis	
Rafting	
Paintball	

The tourist flow is directly depending on the proposed services and activities, which could compensate lack of sea for example.

ECOLOGICAL GUIDELINES

- NATURE AND HUMAN COOPERATION
- URBAN “METABOLISM”
- SUSTAIN GREEN CITY
- TOOLS OF INFLUENCE

SUSTAIN GREEN CITY

The shifts in metabolic flow create a series of indirect impacts on the city and destroy its natural lifecycle. Subsequently, these changes adversely affect the quality of human life. There are “forces,” that have the potential to reshape city in order to protect “free” ecosystem services.

-WASTE DIVERSIONS

-METABOLIC SUPPORT

-HIGH QUALITY INPUTS

-LINKING CITY AND FARMLAND

TOOLS OF INFLUENCE: AGRICULTURE

VEGETATION CULTIVATION

If agriculture is organic, does not disturb the water balance and soil microclimate and beings habitat, it even improves its health, state of vegetation and animals.

FARM KEEPING

The farms produce local eco-friendly products that also provide local incomes. Animals are source of natural fertilizer products for sustainable agriculture.

BIODIVERSITY SUPPORT

Some natural components is under the threat of extinction in order to maintain biodiversity people create protected and reserved areas. Maintain a population of certain species in human power.



TOOLS OF INFLUENCE: LANDSCAPE

WATER WASTE MANAGEMENT AND WETLAND PROTECTION

Wetlands are treatment systems that use natural processes involving vegetation, soils, and their associated microbial assemblages to improve water quality.



ELEVATED HOUSING AND FOOTPRINT REDUCTION

Raised houses allow to ventilate the area below it grow plants under it as well as for non-blocked passage of animals.



GREEN BUILDING STRUCTURES AS CONTINUES LANDSCAPE

Green wall or vertical landscape design and rooftop garden provides various critical green services for a building including water efficiency and as well as refuge for the little beings.



SPATIAL SCENARIO: NATURALIST ECO RESORT CĒSIS

**CĒSIS: MAIN FACTS DEFINING POTENTIAL
SWOT
SPATIAL VISION
PROGRAM**

CĒSIS : MAIN FACTS DEFINING POTENTIAL

BLUE- GREEN ENVIRONMENT

BUILT ENVIRONMENT

DISTRIBUTION OF LAND USE FUNCTIONS

VISITOR'S FACILITIES

MOBILITY: TRANSPORTATION ROUTES

CITY AND STATE PROPERTY TERRITORIES

SWOT ANALYSIS

STRENGTH

LOCATION IN THE NATIONAL GAUJA PARK
RICH NATIONAL PARK ECOSYSTEM
CASTLE LANDMARK IN THE CITY CENTER
EXISTING SKI RESORT
PRESENT DEVELOPMENT

WEAKNESS

SEASONALITY OF PROGRAM
SHORT STAY PROGRAM IS NOT INTERESTING FOR LONGER TIME
LACK OF PLACE MAKING IN THE NATURE AREA
SENSIBILITY OF NATURE FOR HUMAN INTERVENTION

OPPORTUNITY

GAUJA ACTIVITIES EXPANSION AND DEVELOPMENT
ACTIVITIES BASED ON BIODIVERSITY OF ECOSYSTEM
EXPANSION OF PLACEMAKING OBJECTS AND ACTIVITIES
RECREATIONAL SPA RESORT
USE EXISTING DEVELOPMENT AS STARTING POINT

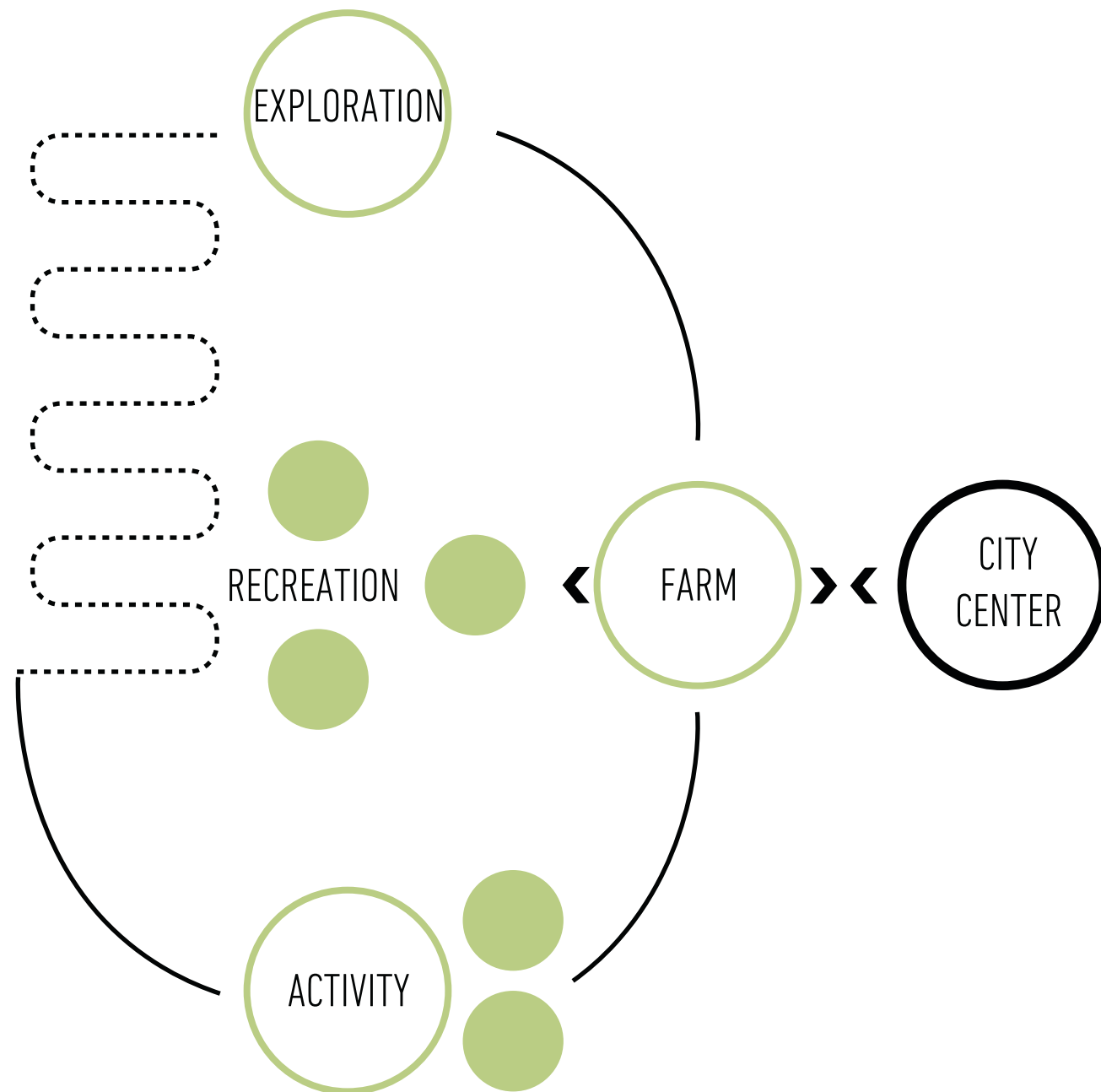
THREAT

UNKNOWN THEREFORE UNUSED FACILITIES
MASS INFLUX OF TOURIST INTO NATURE
NON-UNIFORMLY DISTRIBUTED LOAD ON CITY AND ACCESSIBILITY
REDUCTION OF NATURE RESOURCES



SPATIAL VISION

Agriculture can act as a mediator between the urban and the rural, serving people and supporting the natural environment at once, sport and education activities will complement the naturalist journey in an intelligent way.



REEVALUATION OF ZONING
 SHIFT OF ATTENTION
 CREATE DIALOGUE
 INTELLIGENT EXPANSION
 PROGRAM BALANCE

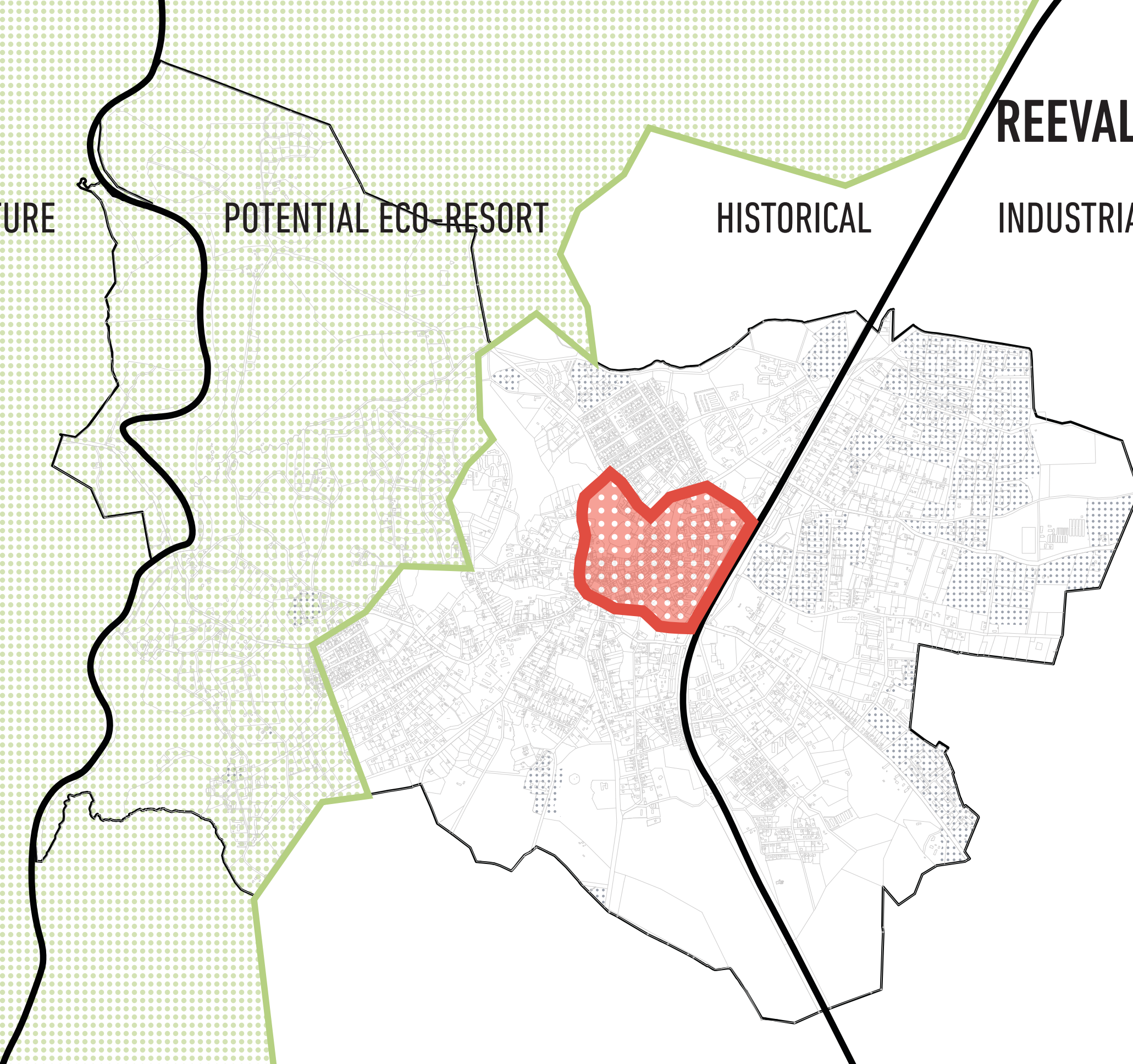
REEVALUATION OF ZONING

WILD NATURE

POTENTIAL ECO-RESORT

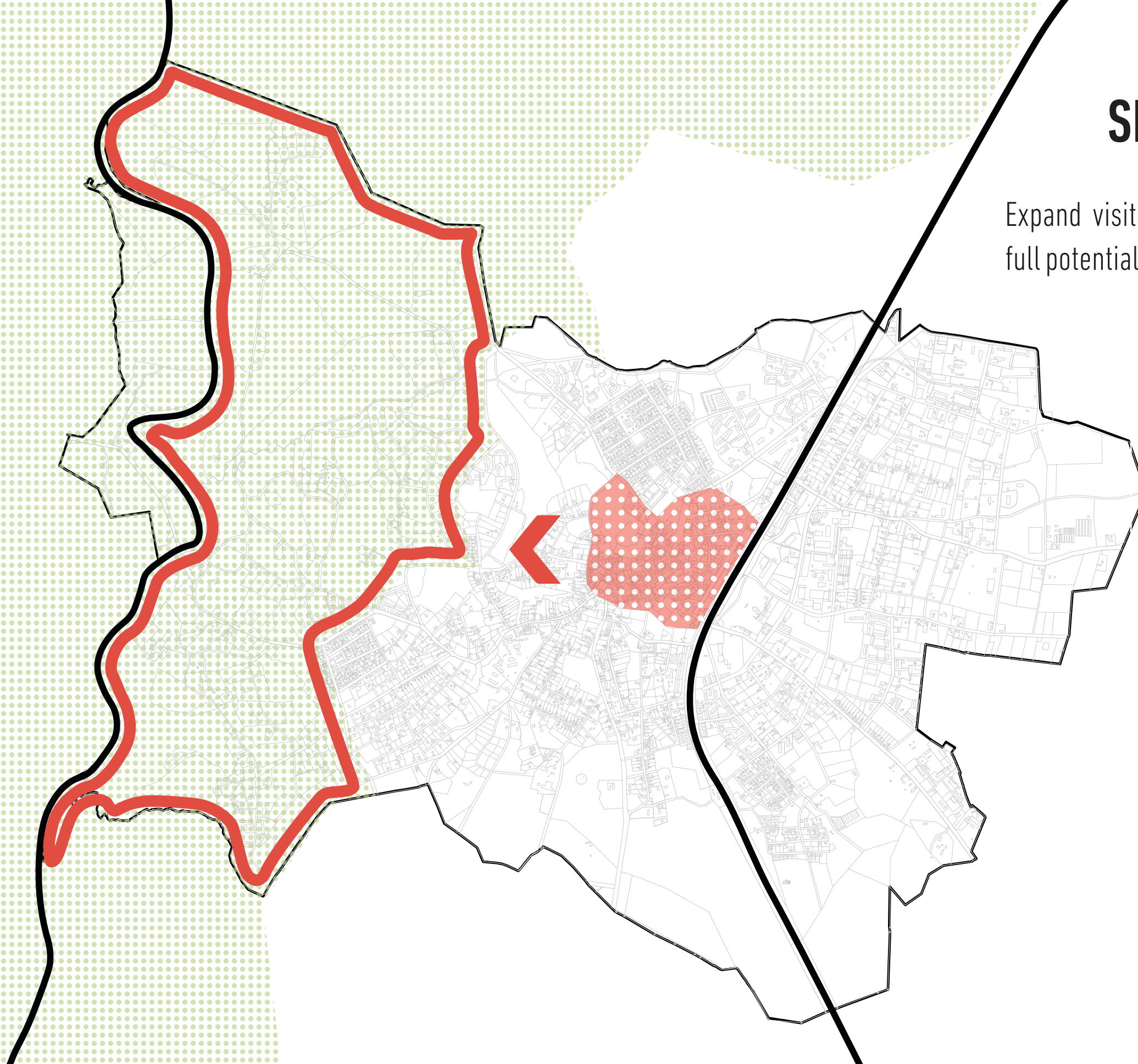
HISTORICAL



INDUSTRIAL



SHIFT OF ATTENTION

Expand visitor's journey into nature and open full potential in the area for elevated experience.



-  HISTORICAL CENTER
-  FOREST
-  RESORT DIRECTION DEVELOPMENT
-  POSSIBLE RESORT AREA
-  TRANSPORT AXIS OF DIVISION
-  CITY BOUNDARIES

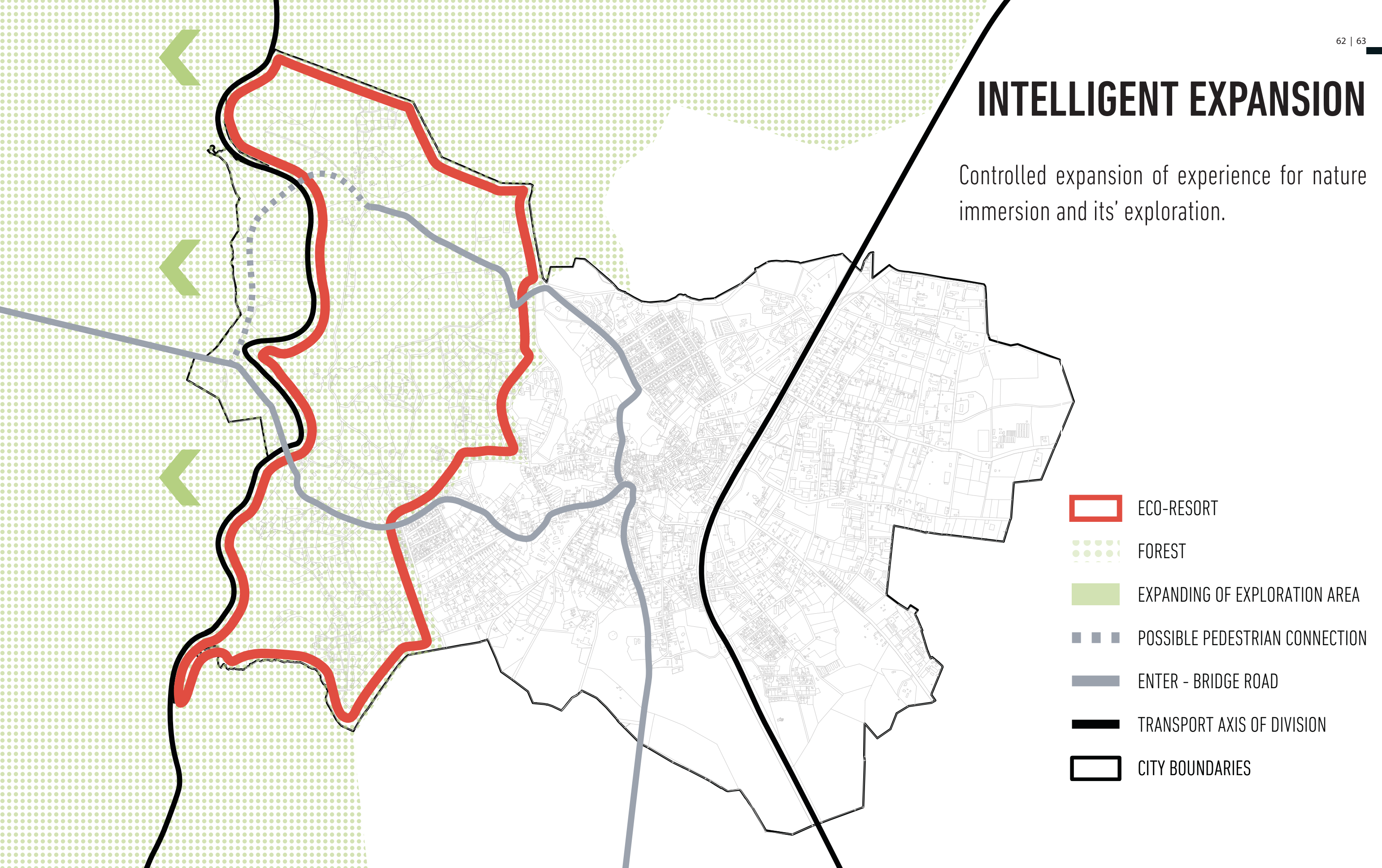
CREATE DIALOGUE

Open unexplored area with program “dialogue” between territories and advanced routes.

- 
-  CIRULISHI
 -  GAUJASLICH
 -  BALANCE NEEDED
 -  FOREST
 -  ENTER - BRIDGE ROAD
 -  TRANSPORT AXIS OF DIVISION
 -  CITY BOUNDARIES

INTELLIGENT EXPANSION

Controlled expansion of experience for nature immersion and its' exploration.



PROGRAM BALANCE





Balance of activities serving for each other creates one nature based eco-resort.

GAUJA NARRATION

FOREST MEDITATION

FLAVOR OF NATURE

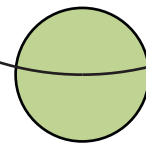
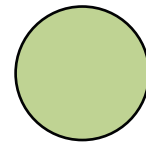
SOCIAL ENERGY

-  ECO-RESORT
-  ELEVATED EXPERIENCES
-  FOREST
-  TRANSPORT AXIS OF DIVISION
-  CITY BOUNDARIES

PROGRAM

Places provide the opportunity to learn new experiences to immerse and elevate via it simultaneously.

ELEVATED EXPERIENCE

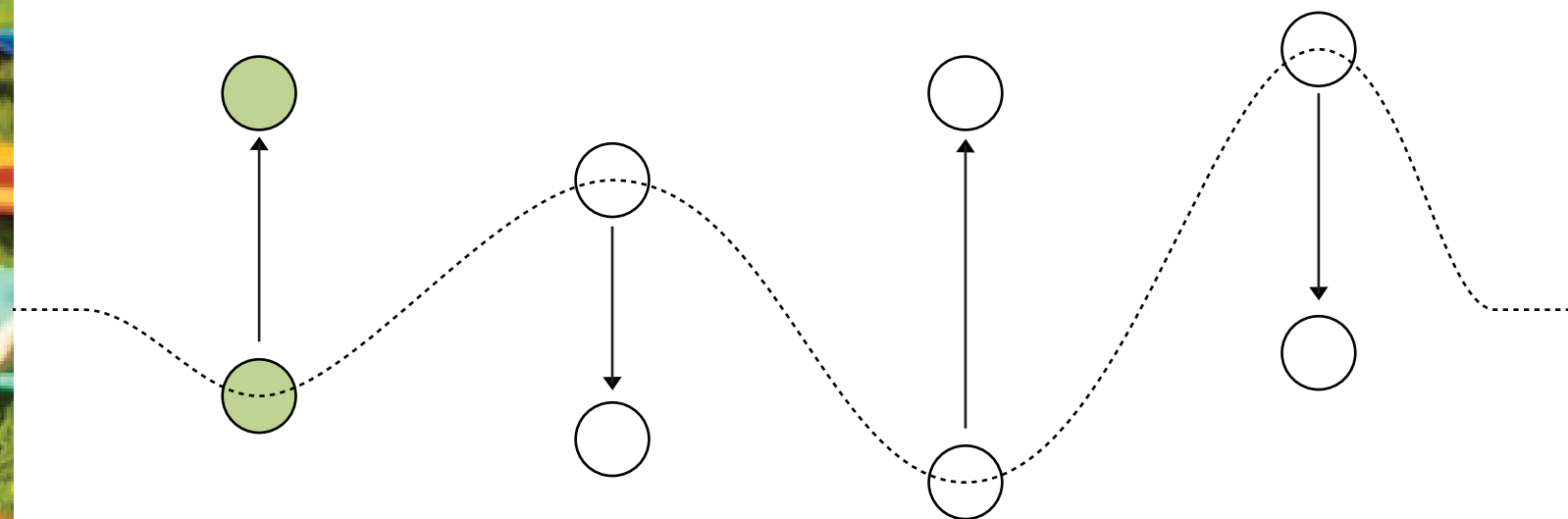


IMMERSION AND DISSOLUTION

SOCIAL ENERGY
FLAVOR OF NATURE
FOREST MEDITATION
GAUJA NARRATION
RESORT UNITY

SOCIAL ENERGY

Place which strive to unite variety of people with different interests, to the already planned play and entertainment near the center space a place is added for sport events near tennis court, thus the main branches of Cīrulīši are mixed in one and the public park.



PLAY



SPORT



REST



It is in the public places of cities, its squares and streets accessible to all of the city's inhabitants, that all can see and hear each other. Here, persons different from one another, and present in public places for diverse purposes can come together.

The new space exploration center expands the existing sports program of the area, the expansion of the planned park on the territory of tennis courts has the desire to unite sports and science, visitors who came to the exploration center and then went in for sports and the athlete who went to learn space after training.

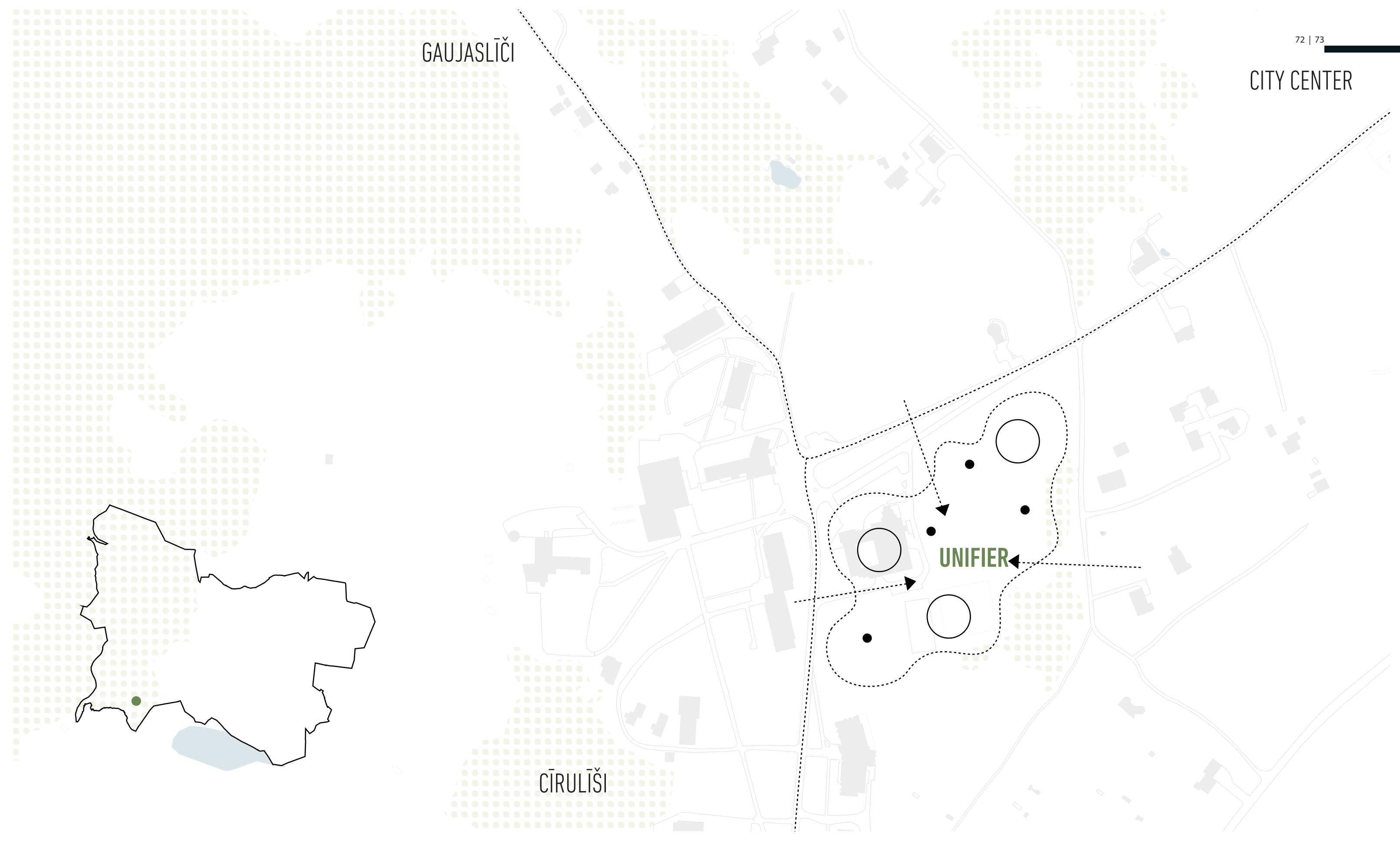


CITY CENTER

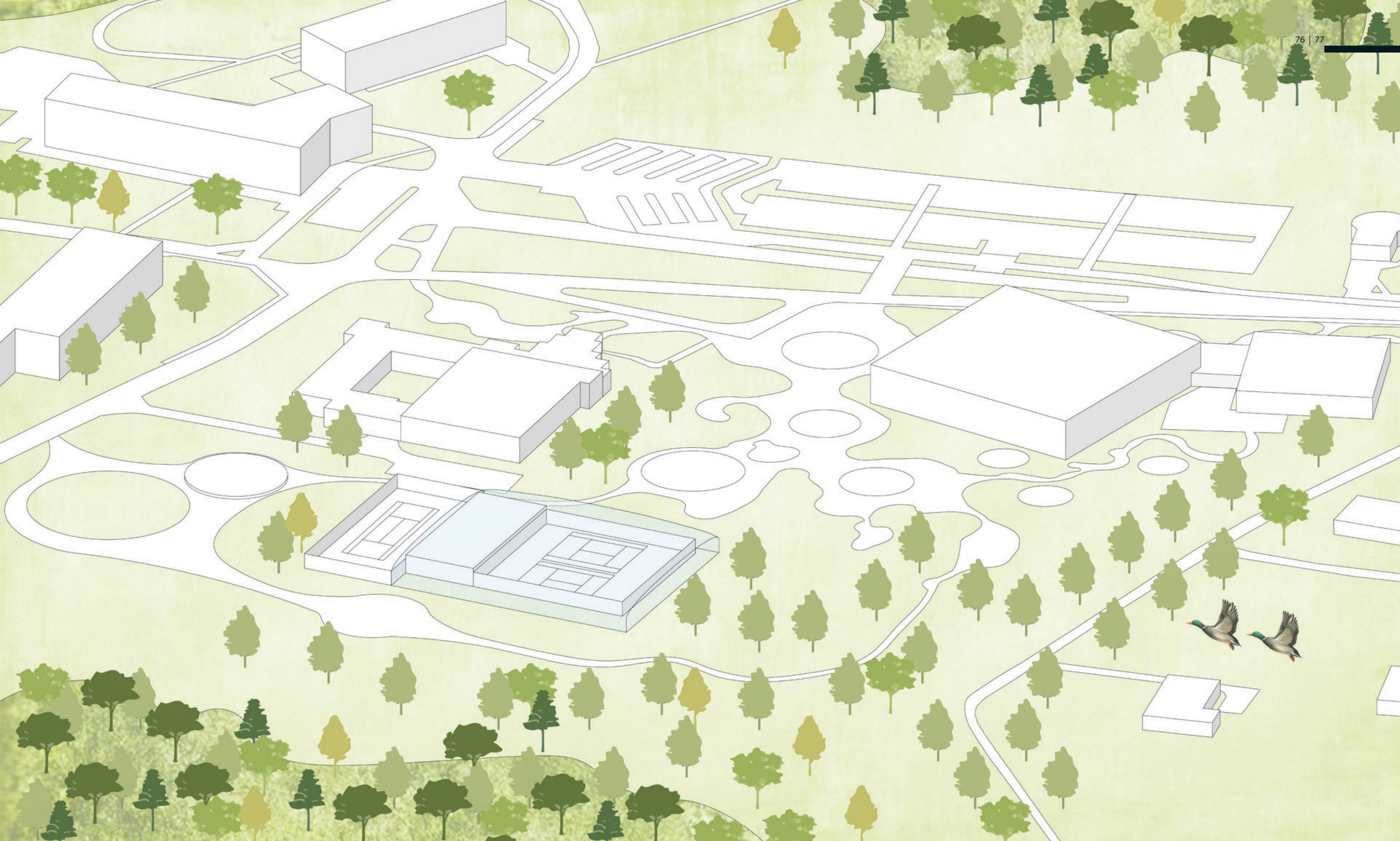
GAUJASLĪČI

CĪRULĪŠI

UNIFIER







Planned public space near to space exploration center expansion in direction of tennis courts, both for locals and visitors has intention to become a link between people and activities.

SPACE EXPLORATION CENTER

Integration of tennis court covering for winter season . Themed sport events has an aim of promotion for wider circles.

GATHERING THROUGH SPORT

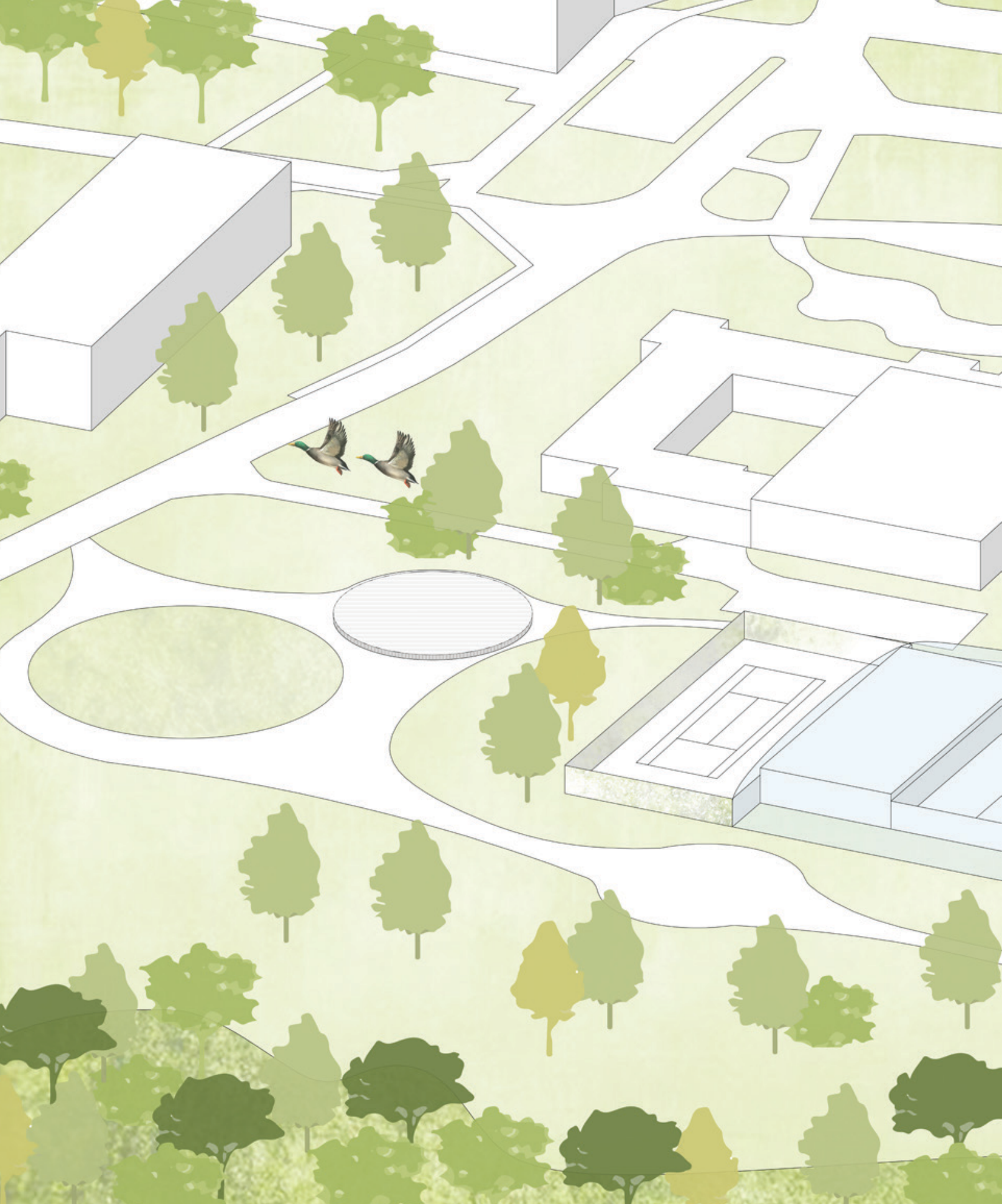
BENEFIT OF THE PLACE:

QUALITY PUBLIC PLACE

SOCIAL UNITY

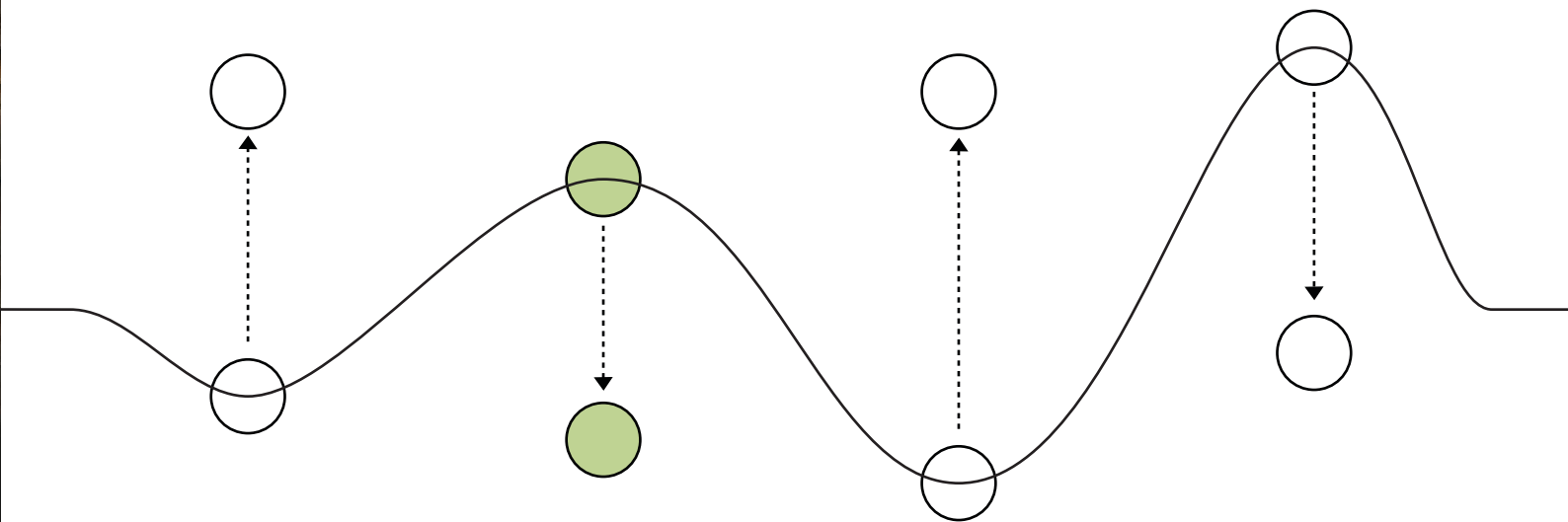
EXPERIENCE SHARING

NON-SEASONALITY



FLAVOR OF NATURE

Monetizing rural activities and providing healthy gastro experience for visitors supporting local farmers by organized short term market festivals. Visitors become open for full immersion with nature, tastes and smells in the meadow surrounded by extensive apple garden.



VEGATABLES

MUSHROOMS

HERBS

HONEY

MILK

EGGS

MEAT

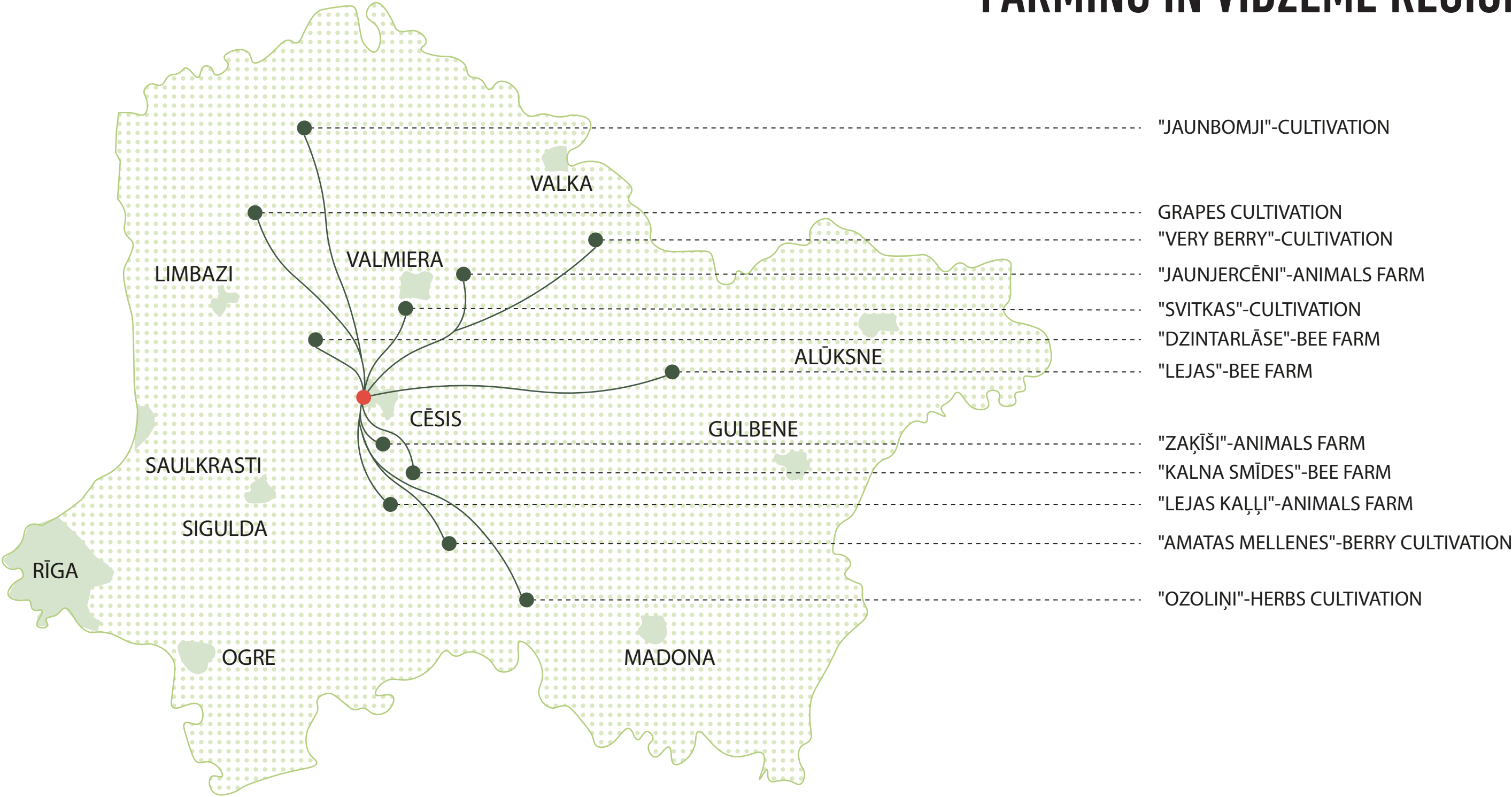


Agriculture supplies all four major categories of ecosystem services – provisioning, regulating, habitat and cultural services – while it also demands supporting services that enable it to be productive. In many cases tracing the interrelationships between agriculture and ecosystem services is fairly direct, as when pollinators increase agricultural crop yields.

There is an issue to establish marketing of agricultural and farming products, involve people for the overall maintenance of natural treasure.



FARMING IN VIDZEME REGION



GAUJASLĪČI

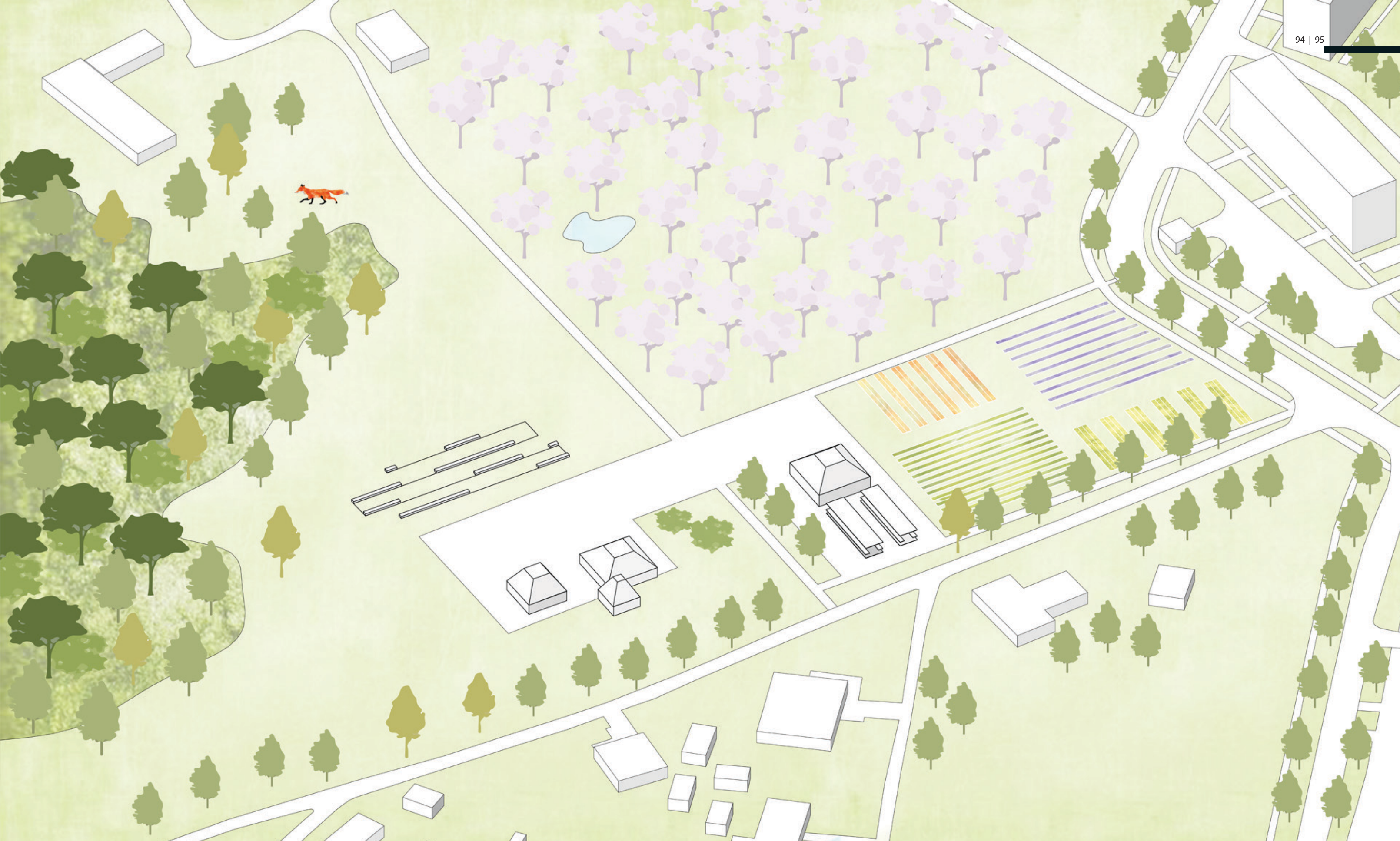
CITY CENTER

LIMINAL

CĪRULĪŠI





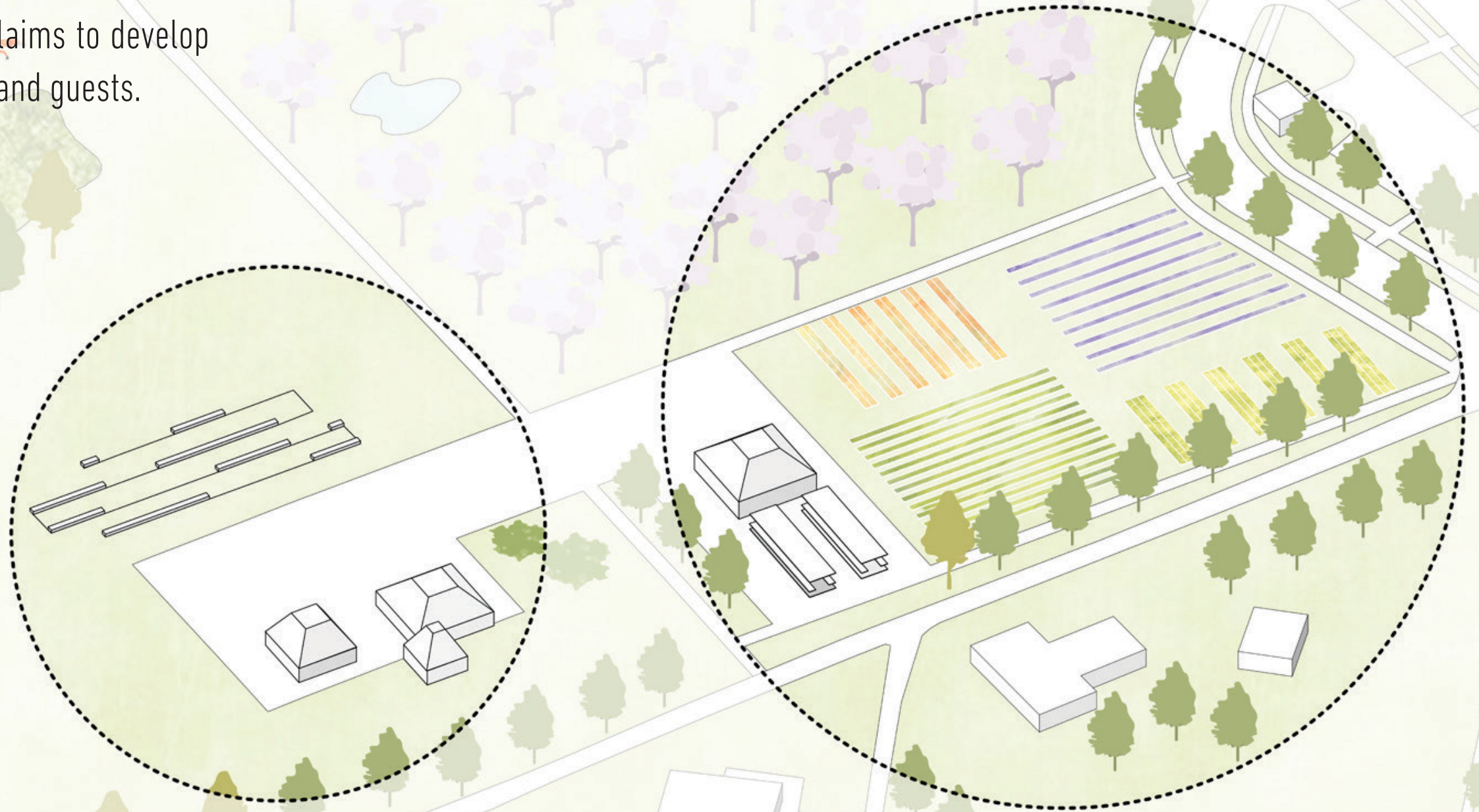


Existing garden become public and open all the beauty of agriculture open up flavors of nature for everyone, temporary market place organized ones a month introduce the place for people and provide gastro experience.



GASTRO EXPERIENCE

Winter garden provides experience of phytotherapy and tea ceremonies with full nature immersion, open public space claims to develop social contact between locals and guests.



HERBAL THERAPY

BENEFIT OF THE PLACE:

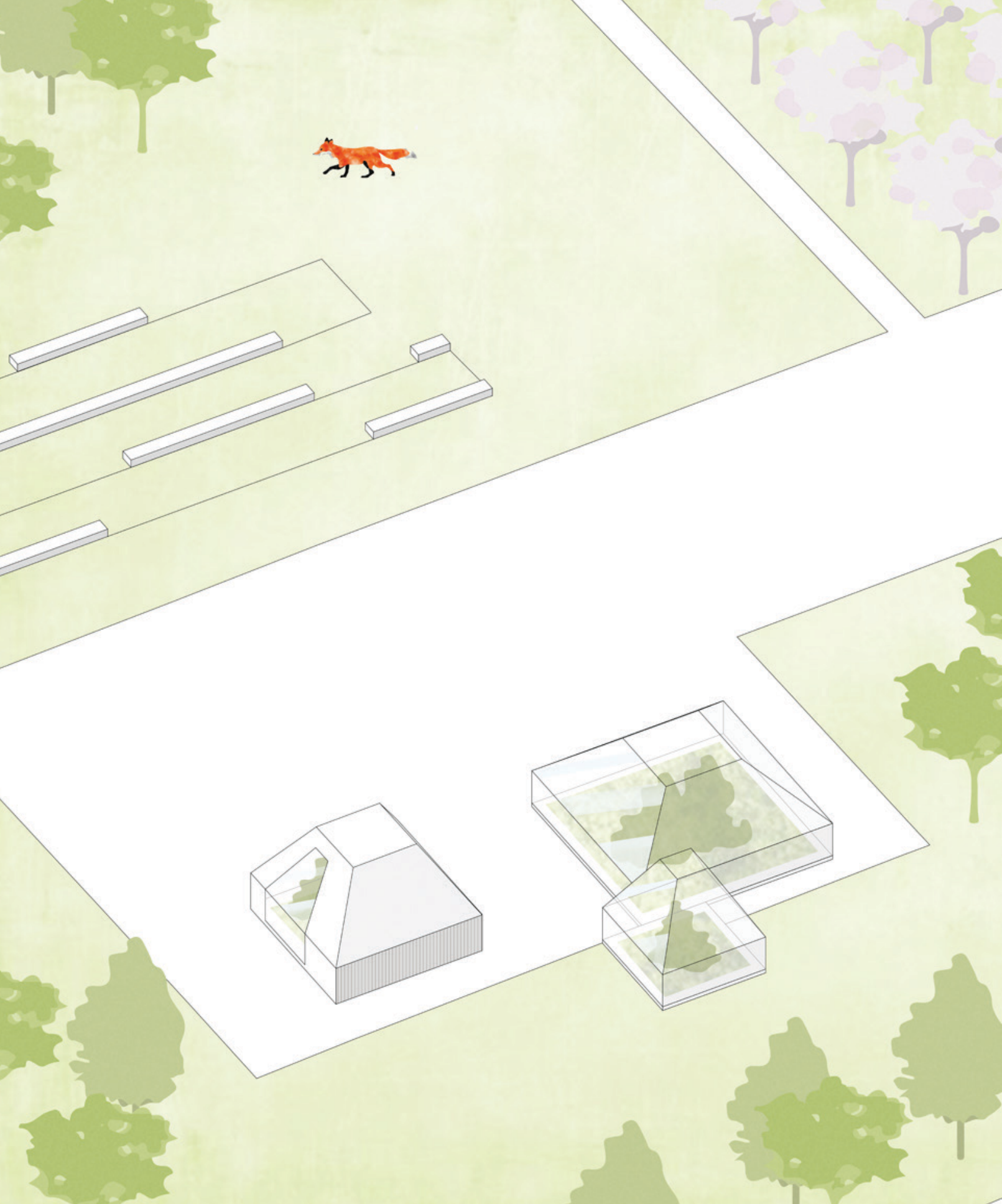
QUALITY PUBLIC PLACE

GASTRO EXPERIENCE

FARMERS SUPPORT

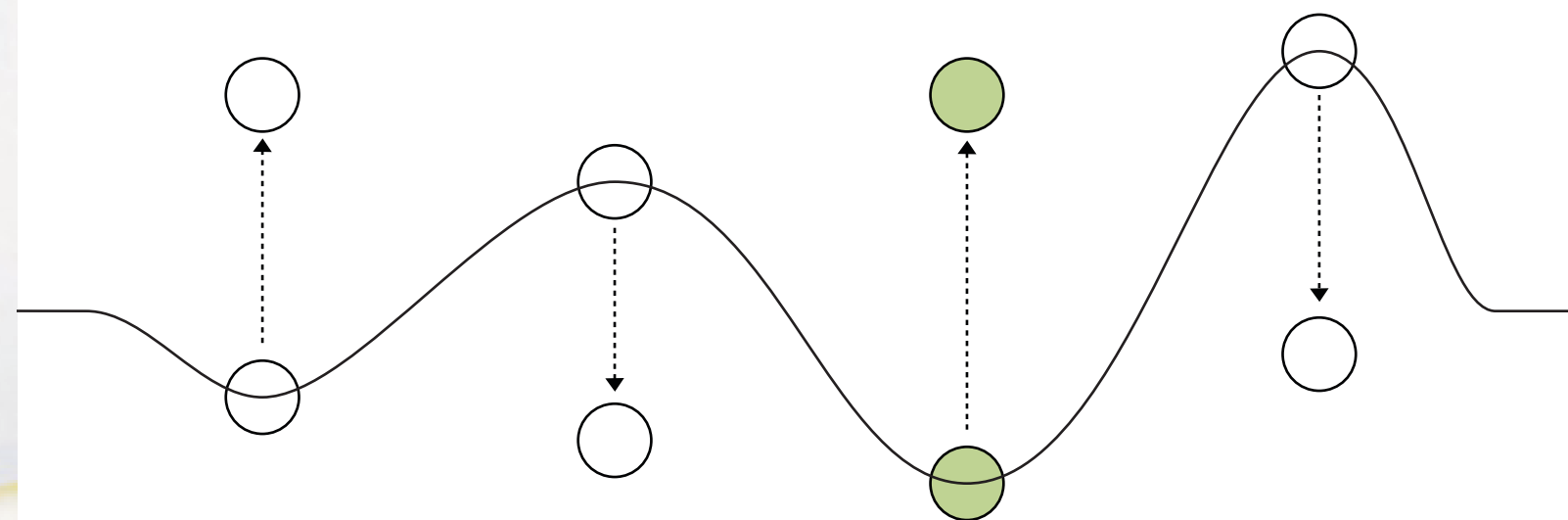
MENTAL THERAPY

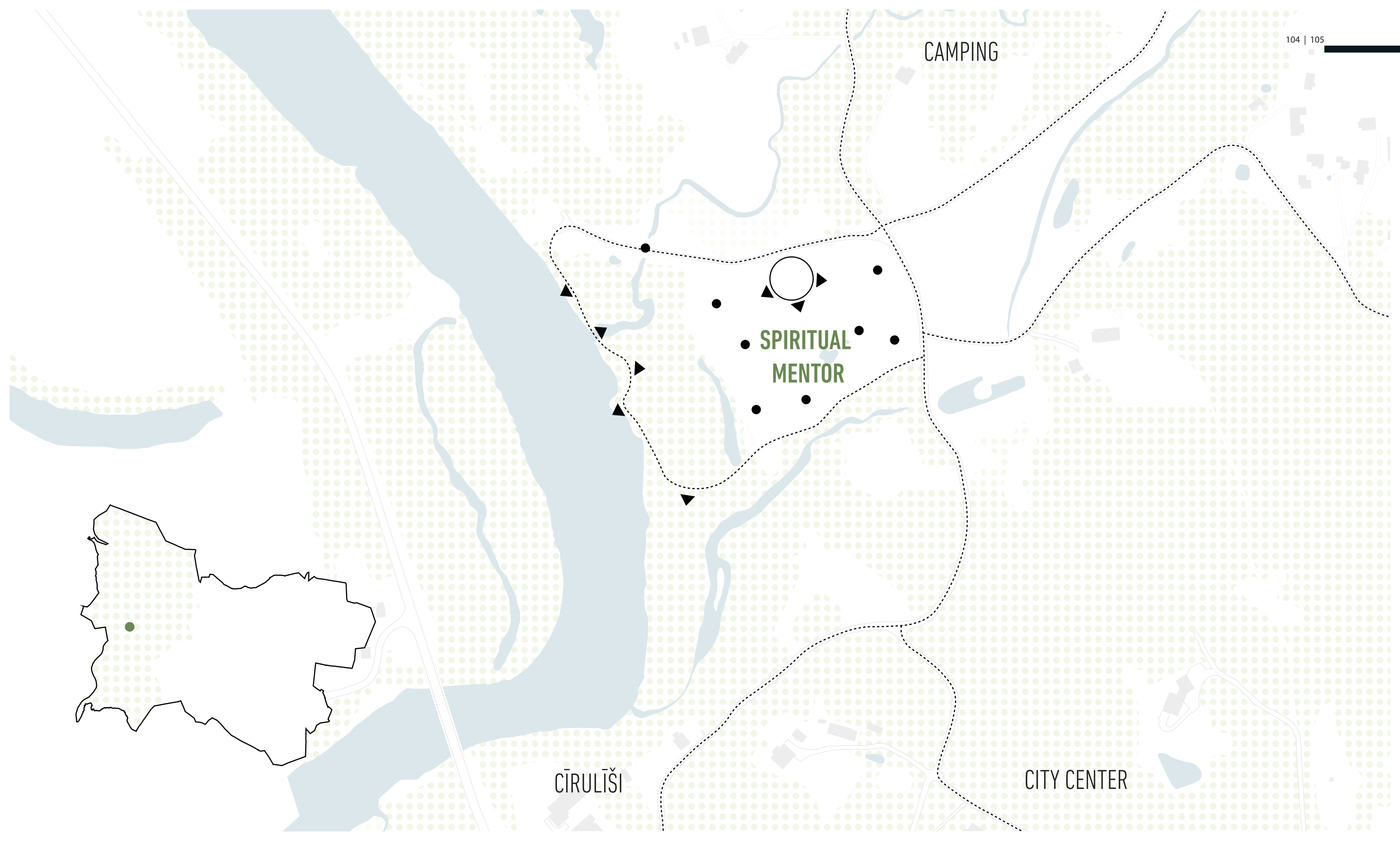
NON-SEASONALITY



FOREST MEDITATION

Relaxation place in proximity to virgin nature, provides full nature immersion and dissolution with spa events based on local eco-products. Intelligent with nature and support of biodiversity and agriculture activities.





CAMPING

SPIRITUAL
MENTOR

CĪRULĪŠI

CITY CENTER

MILK

HONEY



BEER

HAY



CLAY

LEECH

SNAIL




Have beneficial effects on the human body – it helps to relax your muscles, regenerates your skin, and stimulates your metabolism. The body begins to sweat intensely opening and cleansing the pores.

Spa procedures based on natural local products help cleanse the body of toxins and improve the functioning of the immune system, components could be produced on place with beneficial impact for nature.









Camping places among trees in proximity to walkway near gauja river looking for beaver footprint, natural spa experience events for the full dissolution.

FOREST LIFE IMMERSION



Elevated housing provides an experience of meditation among green clouds of trees. orientation of housing in landscape cares about privacy and convenience.

GREEN CLOUD MEDITATION

BENEFIT OF THE PLACE:

QUALITY PERSONAL PLACE

ECO-SPA EXPERIENCE

MENTAL THERAPY

NATURE DISSOLUTION

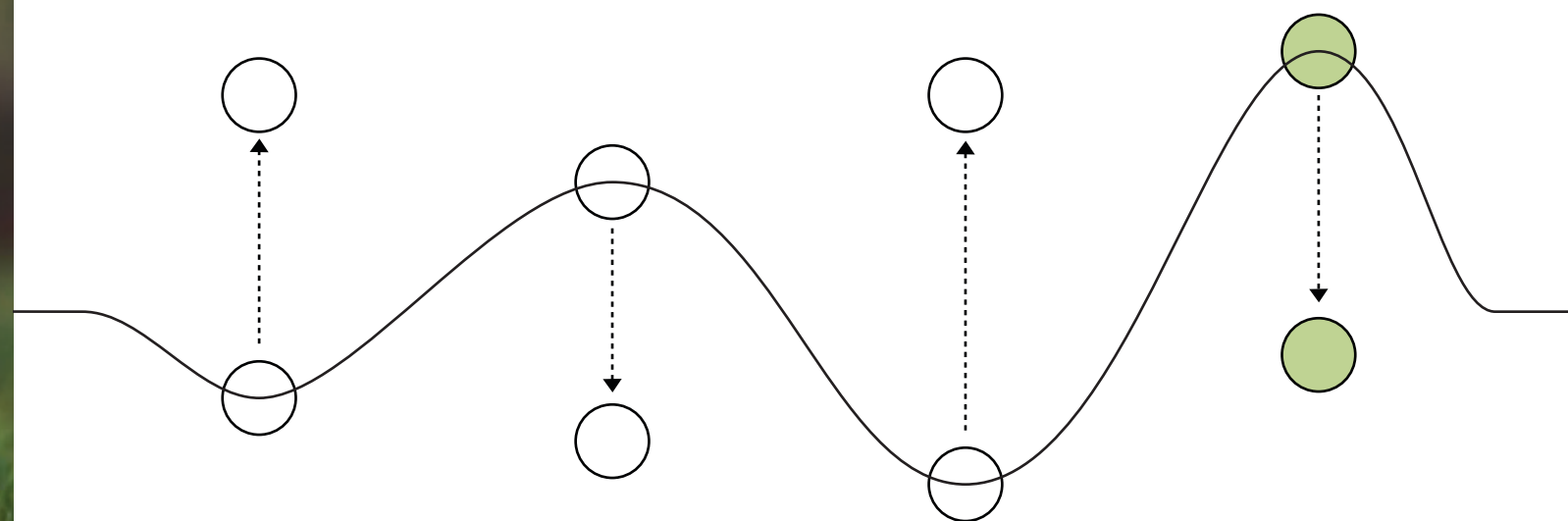
NON-SEASONALITY



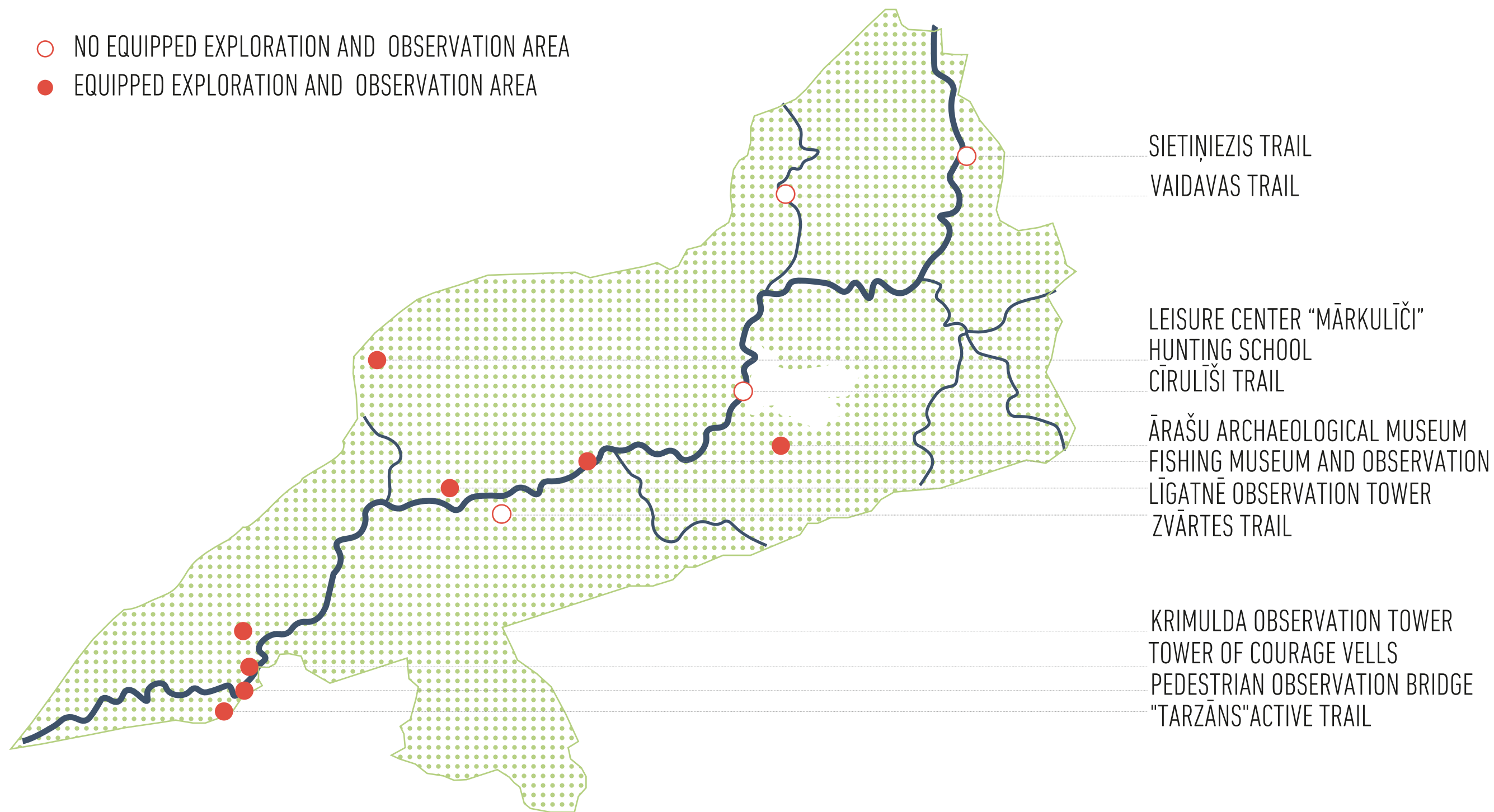


GAUJA NARRATION

Contemporary and interactive way of gathering new knowledge about nature and its habitants, integration of nature and technologies supported by impact tourism for sustainable resort. Expanding of school program of nature science.



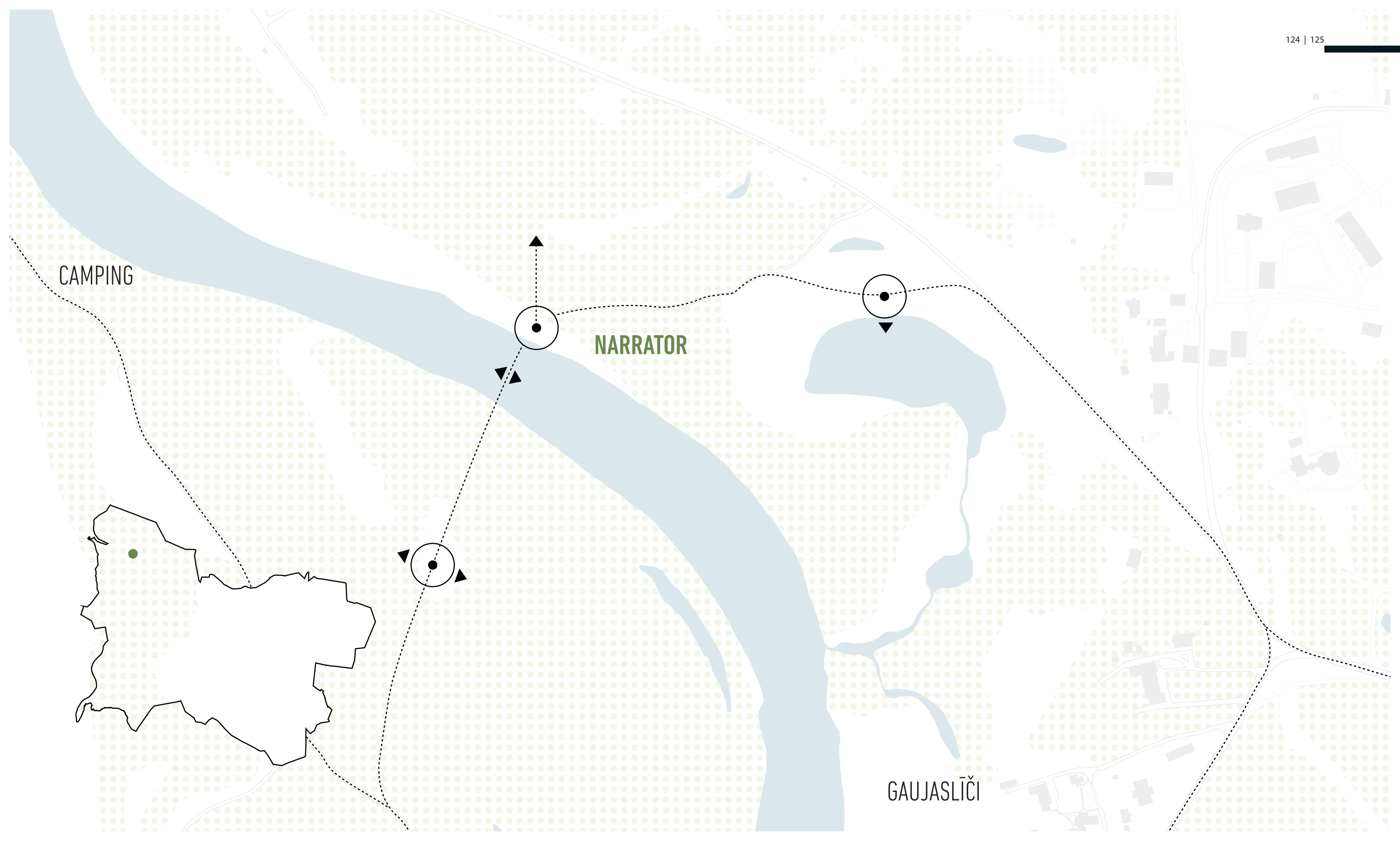
EXPLORATION IN GAUJA PARK



CAMPING

NARRATOR

GAUJASLĪČI



DIGITAL EDUCATION



AUGMENTED REALITY



NATURE SOUNDS



Traditional methods of education as we know it are becoming a thing of the past. They are becoming increasingly digitized, and being driven by technology innovations.

Augmented reality in education can serve a number of purposes. It helps the students easily acquire, process, and remember the information. Additionally, AR makes learning itself more engaging and fun.

It is also not limited to a single age group or level of education, and can be used equally well in all levels of schooling; from pre-school education up to college, or even at work.







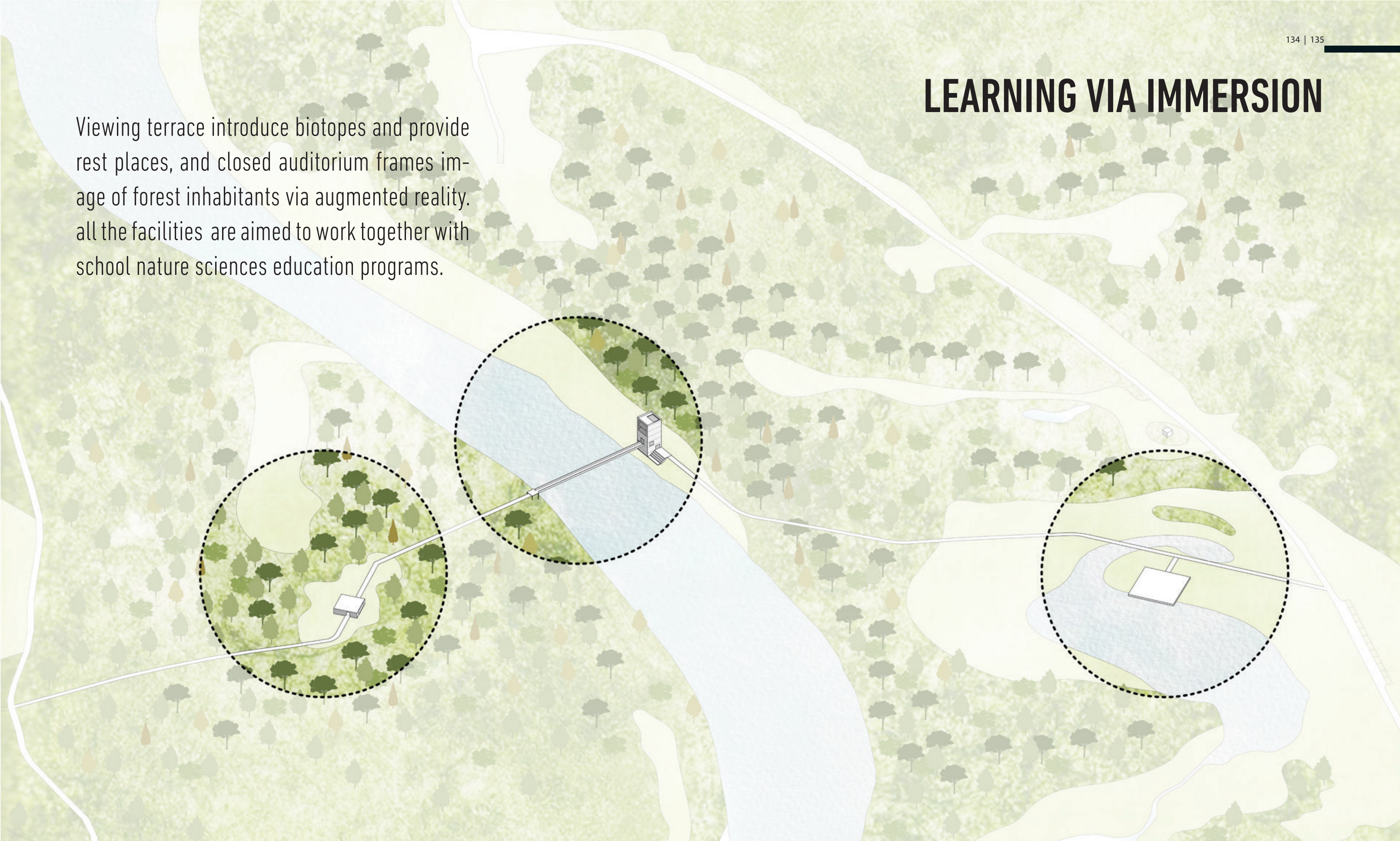
ASCENDING TO STARS

The observation tower open picturesque views, vegetation diversity elevate you to the cloud-scapes. bridge is not only path through the river but educational platform combined with augmented reality: tower show the birds and let hear them, in the night star observation spot, bridge talks about fish and amphibians inhabitants.



LEARNING VIA IMMERSION

Viewing terrace introduce biotopes and provide rest places, and closed auditorium frames image of forest inhabitants via augmented reality. all the facilities are aimed to work together with school nature sciences education programs.



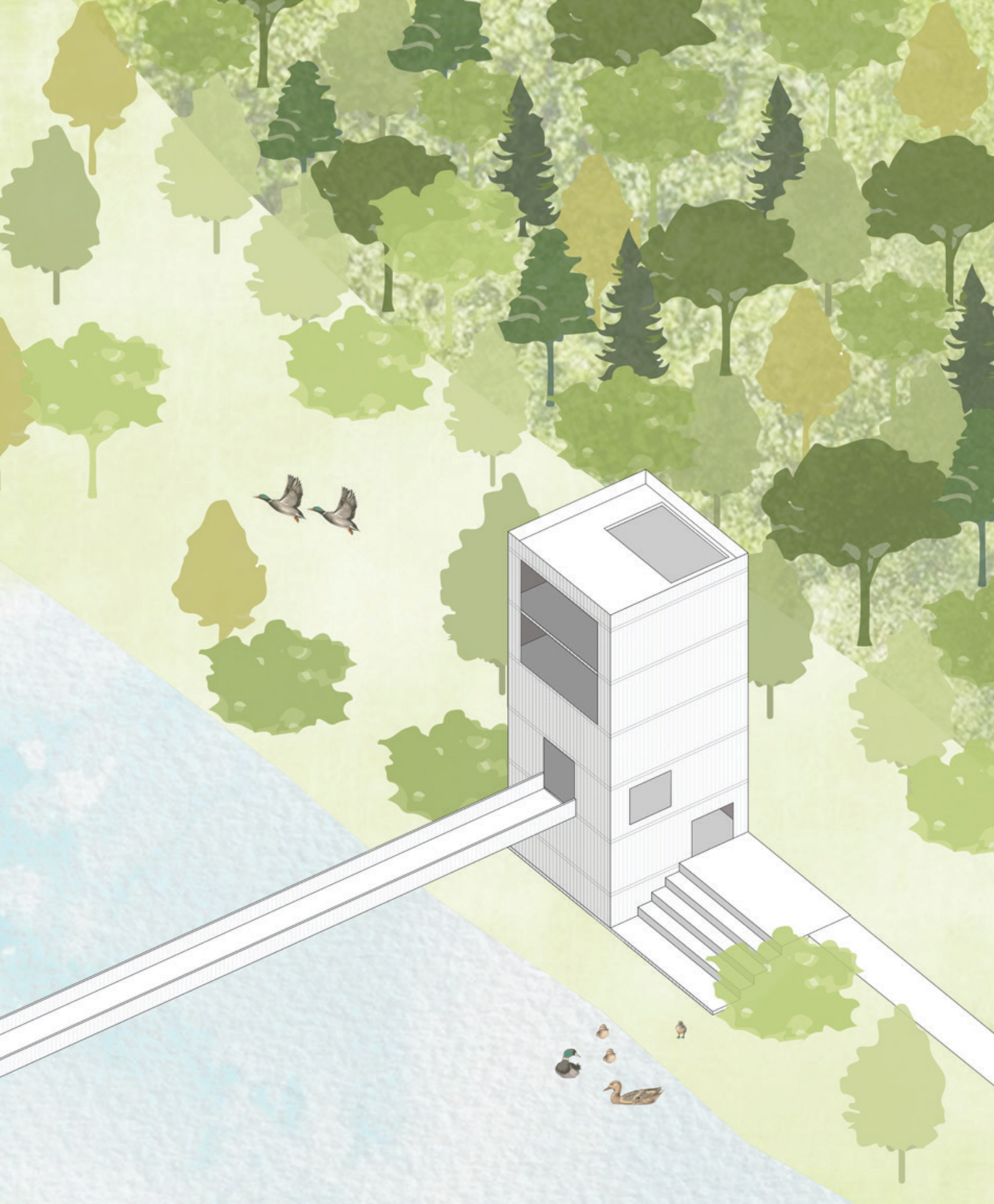
BENEFIT OF THE PLACE:

INTERACTIVE EDUCATION

NATURE IMMERSION

PLATFORM FOR DEVELOPMENT

MOBILITY CONNECTION



RESORT UNIT



EXPLORATION



RECREATION

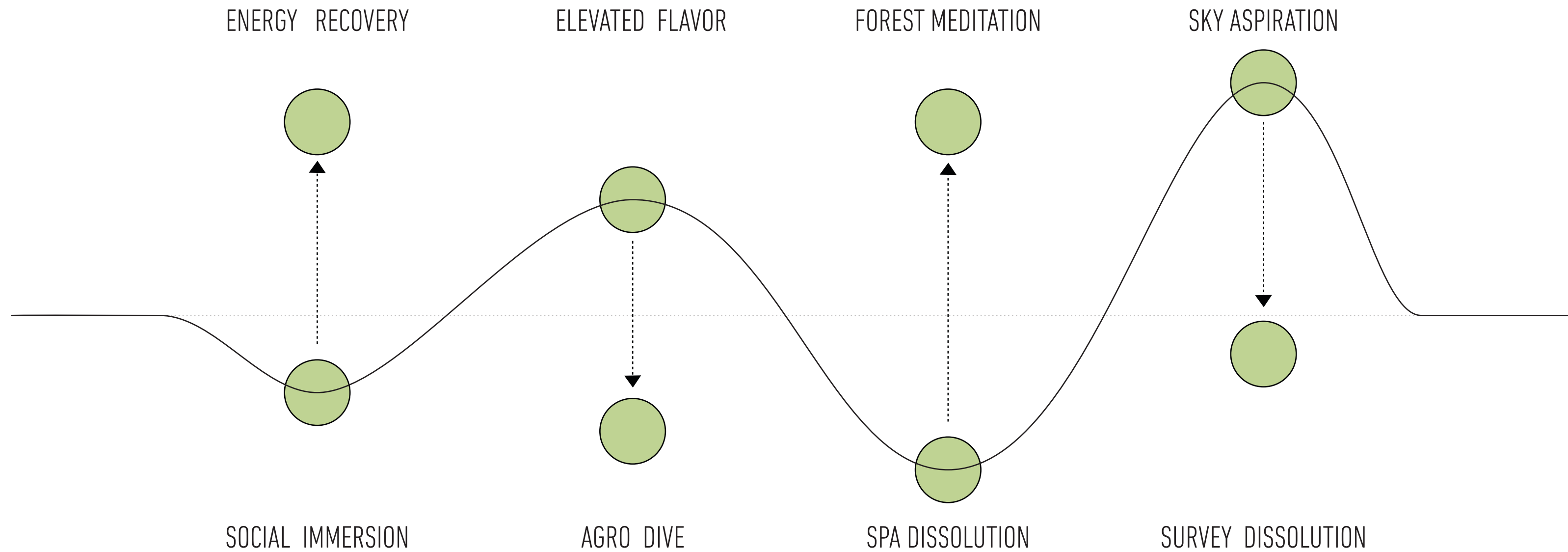


FOOD SUPPLY

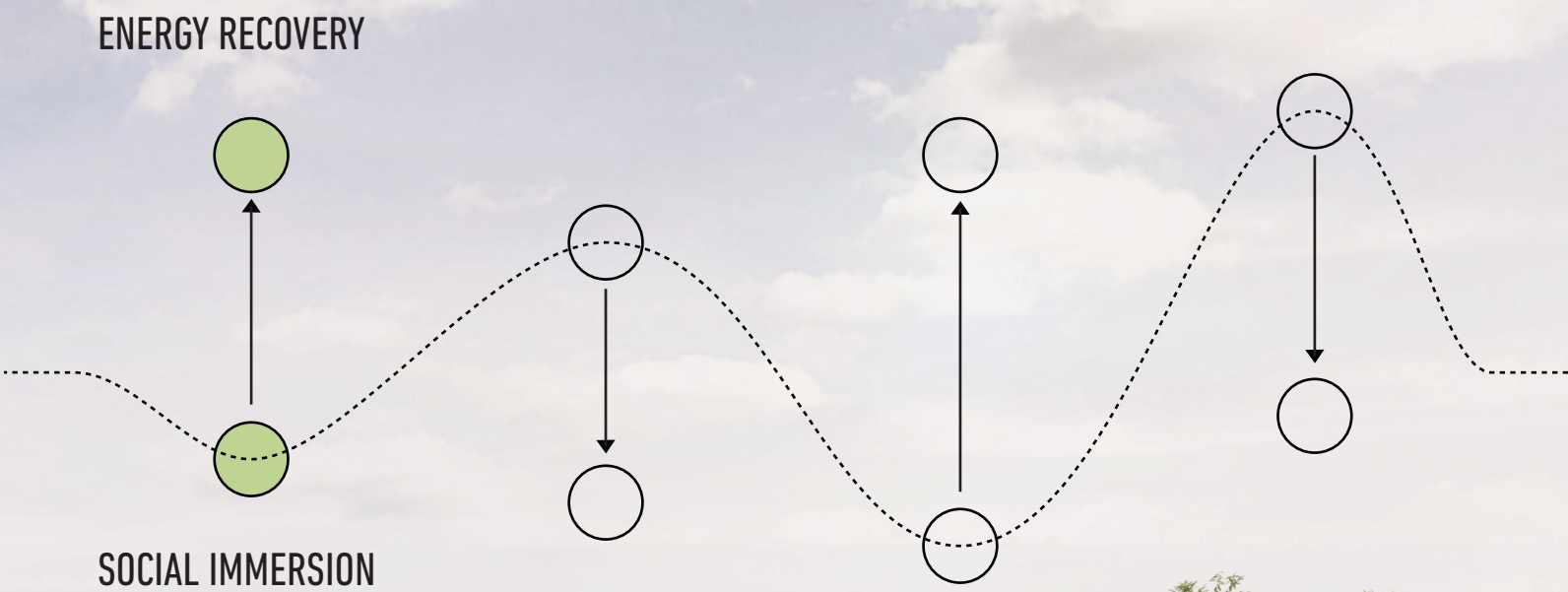


ACTIVITY





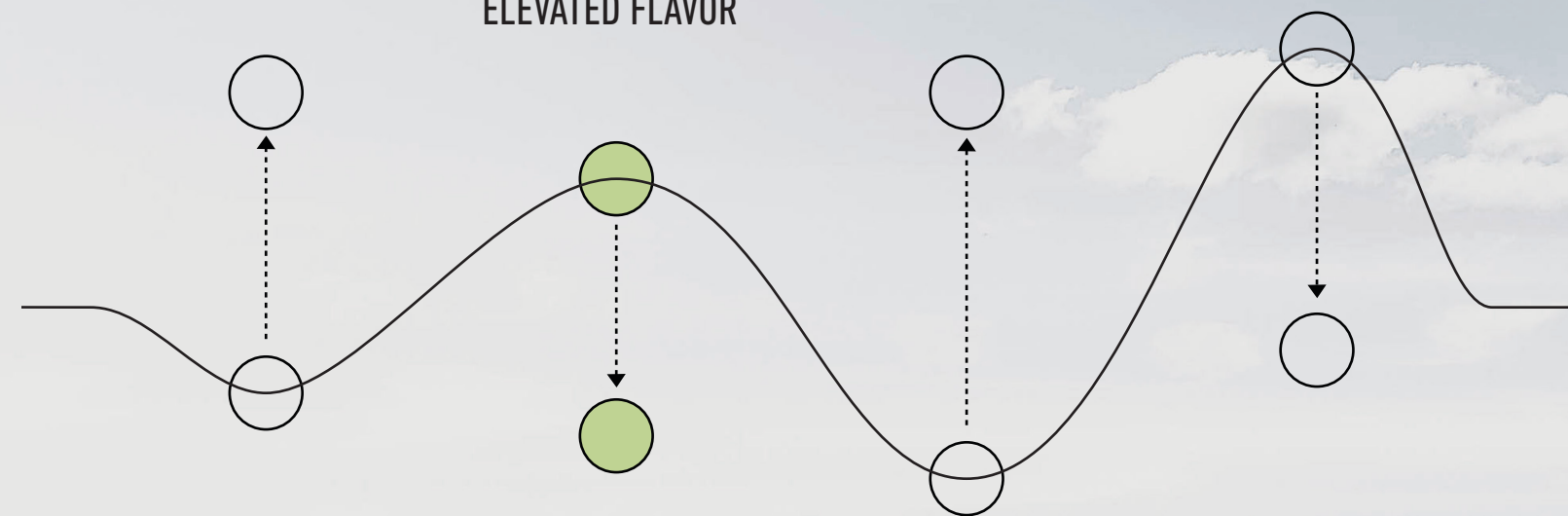
GATHERING THROUGH SPORT



HERBAL THERAPY

ELEVATED FLAVOR

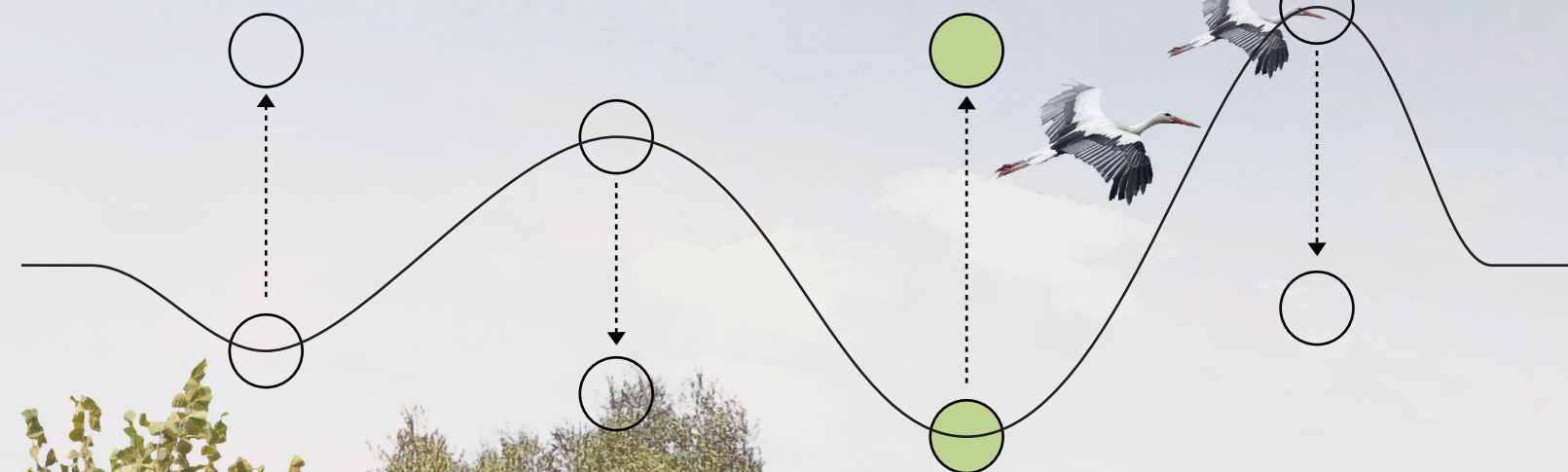
AGRO DIVE



FOREST MEDITATION

SPA DISSOLUTION

GREEN CLOUD MEDITATION



ASCENDING TO STARS



SURVEY IMMERSION