

WORK TOURSIM IN CESIS HISTORIC CENTER

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WORK TOURISM

DO YOU EVER TRAVEL OUTSIDE OF YOUR HOME CITY AND WORK AT THE SAME TIME?

YES

81%

NO

19%

Due to fact that many professions doesn't require specific place or time, it is common that people do their daily tasks from home, cafe or even travel internationally still being able to work.

Persons who have regular workplaces may enjoy possibility to work from different place for reasons such as:

- Concentration- disturbance factors in workplace- chit chats, unexpected guests etc.
- Stress relief- having more peaceful surroundings
- Activities- traveling and working near places where is located activities of interests
- Different perspective,

Source: State of Remote Work 2018,
Sample size: 1900 freelancers and employees

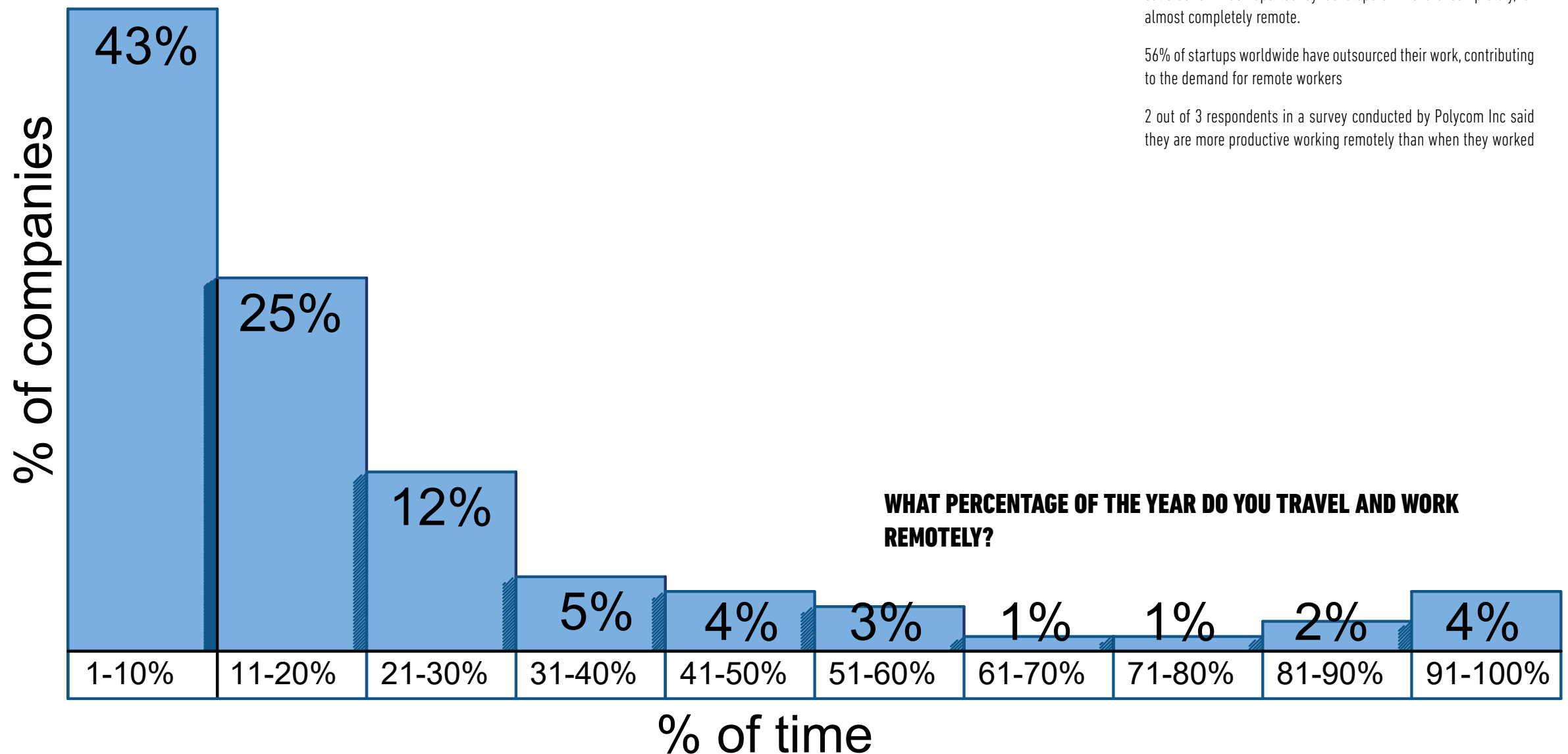
STATISTICS ABOUT OFFICE AND IT

Regular work-at-home, among the non-self-employed population, has grown by 140% since 2005, nearly 10x faster than the rest of the workforce or the self-employed (global workplace analytics)

Of 44,008 respondents in a Stack Overflow survey, 35.1% said they work remotely at least a few days per month. 28.8% of respondents work from home more frequently than that. The highest job satisfaction was reported by developers who are completely, or almost completely remote.

56% of startups worldwide have outsourced their work, contributing to the demand for remote workers

2 out of 3 respondents in a survey conducted by Polycom Inc said they are more productive working remotely than when they worked



WHY CESIS?

Cesis is quite small but very active city. Tourists are attracted to it because of the medieval castle it's park and the cities old town and additionally because of many events that city and their citizens have created in terms of entertainment and also cultural values. Cesis is located in the territory of Gaujas national park, which is good for tourists that enjoy clean enviropment, the nature around Cesis is protected and every changes that is planned by humans are limited.



OPURTUNITY FOR THE HISTORIC CENTER

Altought many work tourists enjoy working from caffes and other public spaces it is understandable that it can work for short period of time- couple hours or so, but for longer work hours it is more comfortable to have their own private work place.

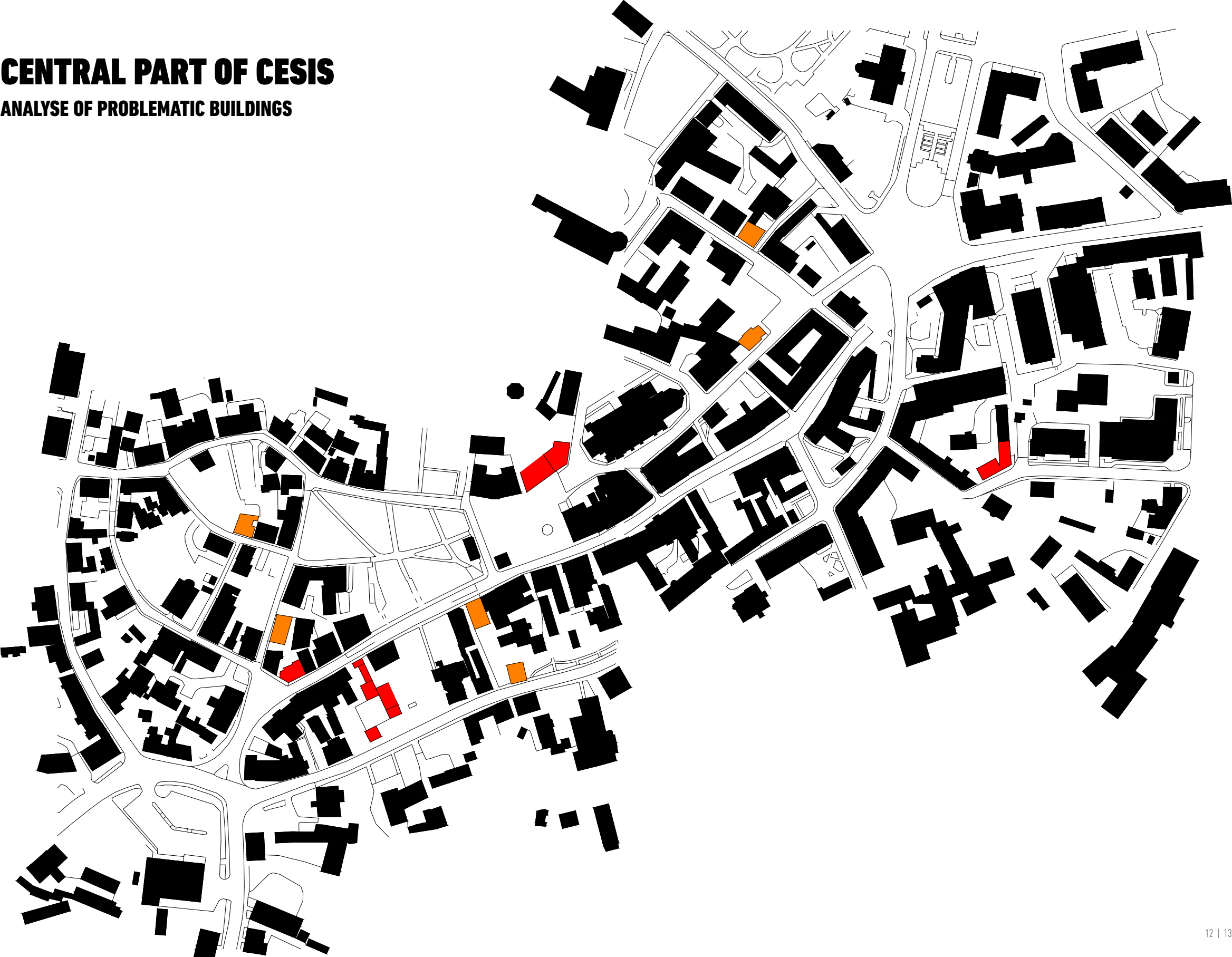
Cesis is know as historical city and it is one of the reasons why tourists are attracted to it. Unfortunately many of buildings in historical center currently are in bad shape and not in use. Many historical buildings are already demolished in the past few year. In order to keep historical vibe of Cesis it is necessary to preserve these buildings as much as possible.

Concept of work tourism promotes using these buildings even in bad shape as temporary place for offices for people who enjoy working remotely. These people can see these old buildings as additional extra, charecter to their travel and work experience.



Dont make new problems,
fix existing

CENTRAL PART OF CESIS
ANALYSE OF PROBLEMATIC BUILDINGS



OWNER



Owner not able to maintain the property

CITY ORGANIZATION

Likely public organisation funded by city, which plans the processes around the buildings given for them to manage.



Funding most important things in order to start again to rent

LESSOR

Depending on size and profit level pays rent and/ or fixes the building



Rent is used for buildings reconstruction

NEW OWNER

Building is sold when buyer is found with terms of finishing the repairs, first hand to lessor or previous owner. Price need to match atleast that amount what city funded

USAGE OF HISTORIC BUILDINGS

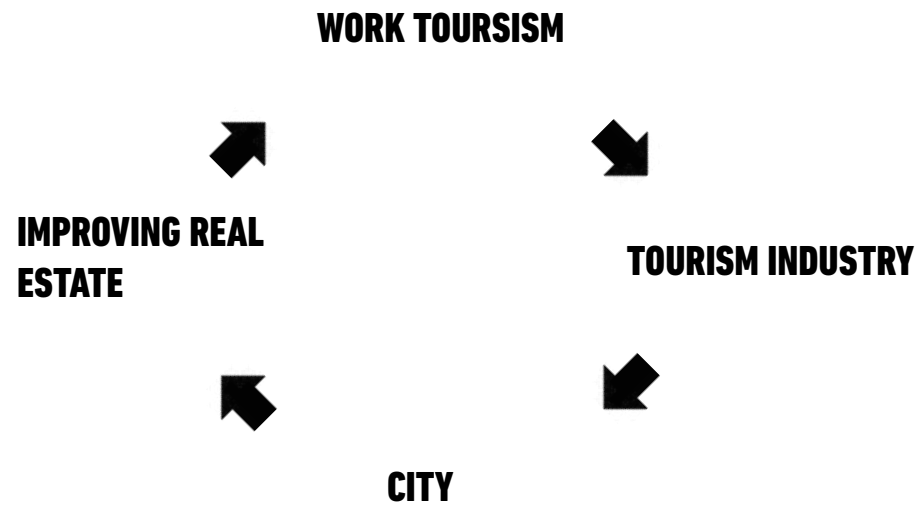
Work tourism can work as a tool to revitalize buildings in Cesis that currently are degrading city. Newborn business may not be so picky about the quality of workplace and building is benefiting from active users in them. Accesable work space can work as a tool to attract new bussines from neighboring cities and can serve the reason to start it in Cesis even while living in another city.

These business that will be attracted will help to preserve building while it is decided what to do next.

Using existing buildings is environmentally friendly act as the main structure is already build which creation usually is cause for most CO2 emissions in building process

PROCESS FOR THE BUILDING

Historic buildings are the thing that brings many vissitors to Cesis, they enrich the city with romantic architecture and historical feel. If the owner of the property in the historical center cannot take care of the property, city needs to have action plan. It is clear that city cannot fund restoration for private owners, but there are examples from what cities can learn, how to preserve buildings with help of lessors. Examples ofcourse varies, there are cities that take ownership over these buildings, and there are organisations that help to maintain buildings while they are preapearing for reconstruction. It is important for Cesis their solution to this issue. Version where city or it's funded organisation take over buildings that are leased and slowly repaired is offered. Many old buildings have broken some things that is damaging the building further, like drainage system, if that is fixed, the building can last much longer, and it can be fixed in slow manier. In the procces of maintaining it and renting it out new owner can be found, if new company choose to start their bussines there it is possible that they can be the future owners of this place.



WORK IN CESIS- SHORT TERM

Benefits for Cesis:

- Larger tourist activity during work day's
- Increased economic activity in customer services
- As demand rises, possibility for local people to create new services develop real estate
- Work tourists are cultural

WORK IN CESIS- LONG TERM

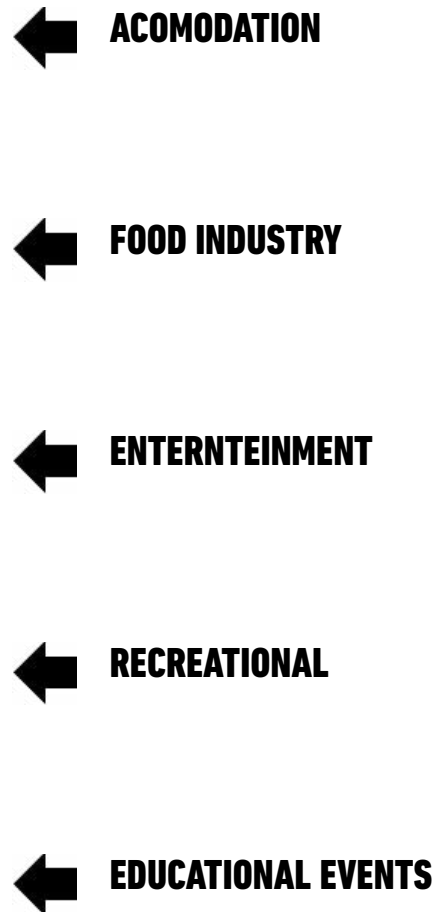
By creating space for new business to grow Cesis could help their citizens to start their own business and attract developing business from surroundings (tourist business).

Creation of specific profession work conferences could attract "work tourism" and build up brand as place for lifelong learning

CREATE IN CESIS

By creating public studios and workshop type of space with some base tools attached to the space, artists and craftsmen could get shared access to tools and space that otherwise cost too much to start their business

WORK TOURISM



CIRCLE OF WORK TOURISM

Work tourism is source for increased demand for many services starting from basics to many more specific services- accomodation services, food, enternteinment, recreational, transit, educational events.

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