

**Actions implemented by Kretinga District Municipality to ensure continuity of the results of the project “Re-vitalization of the European Culture Route in the South Baltic Area - Pomeranian Way of St. James”**



**Pomeranian Way of St James**  
Re-vitalisation of the European Culture Route in the South Baltic Area



Fact-financed by the EU (ERDF)

# Key elements ensuring continuity of results of the Pomeranian Way of St. James project



# Kretinga Tourism Information Center (1)

- Kretinga district tourism information center was reconstructed and equipped by the project funds. It provides pilgrims, tourists and other visitors information about Pomeranian Way of St. James, about Kretinga pilgrimage objects, visitors can get a pilgrim's passport and a stamp that visited Kretinga.



# Kretinga Tourism Information Center (2)

- Tours of Kretinga city religious heritage sites are organized. Excursions include sites related to the history of the Church and the monasteries: the Church of the Annunciation of the Blessed Virgin Mary, its tower, the crypt of the founders of the church, Lourdes, and excursions to 4 women's monasteries. Since 2019, 1 January until 2019 26 August 54 tours of this kind were organized and were visited by about 1400 people. In order to popularize St. James's pilgrimages in the future, it might be possible to organize pilgrimages around the area.



# Kretinga Tourism Information Center (3)

- Kretinga District Municipality Tourism Center participates in international tourism exhibitions in Poland, Lithuania, Latvia, Estonia, Belarus. Exhibition visitors distributed leaflets, maps, related to Way of St. James.



# Tourism projects (1)

- Kretinga District Municipality Administration has also continued cooperation with some partners (University of Gdansk, University of Greifswald, Municipality of Leborg, Westpomeranian Region) who have implemented the project “Re-vitalization of the European Culture Route in the South Baltic area - Pomeranian Way of St. James”. Currently Kretinga district municipality with these partners implementing a new project, „Baltic heritage routes. Development of heritage tourism infrastructure in the South Baltic area“, funded by the 2014-2020 Interreg V-A South Baltic Cross-Border Cooperation Program, thus promoting not only newly developed tourist products, but also the Pomeranian Way of St. James.



# Tourism projects (2)

- Kretinga District Municipality implements many EU-funded tourism infrastructure improvement projects, thus increasing the attractiveness of Kretinga and St. James roads

**Development and adaptation of tourism information infrastructure to the needs of the disabled people**

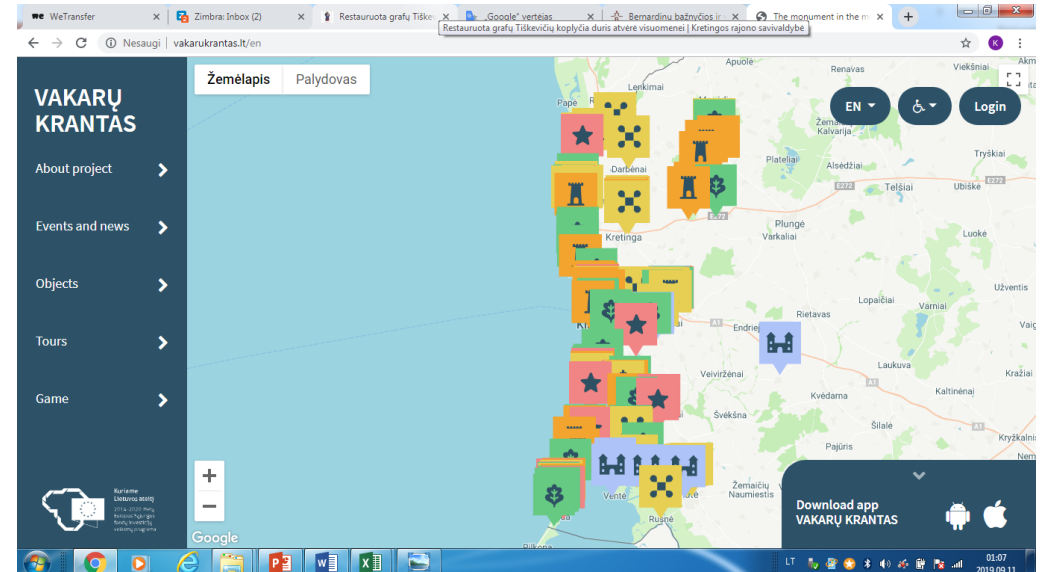
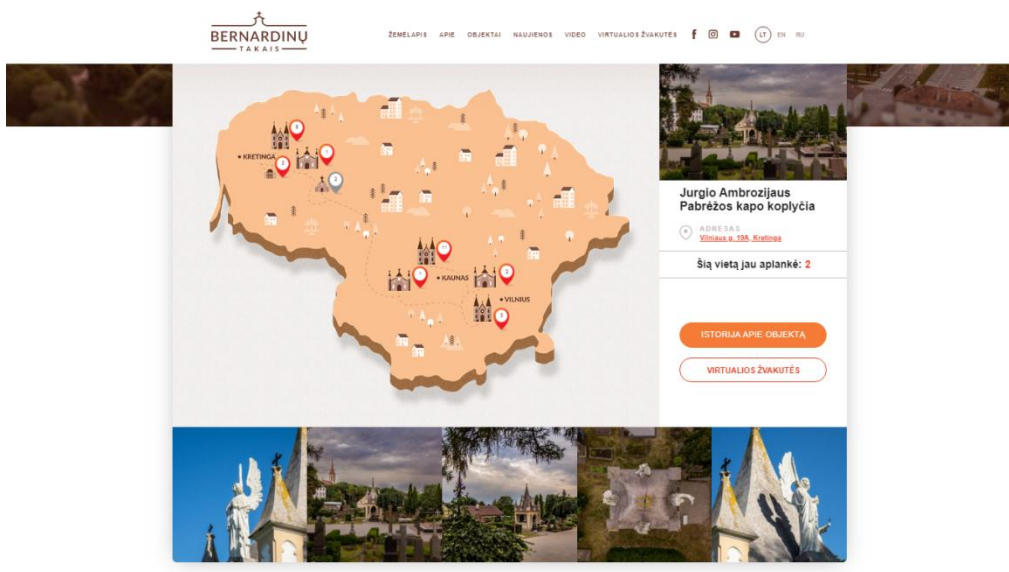


**Renovation of Mausoleum Chapel of Count Tiškevičius Family and its adaptation to Educational Activities and Cultural Tourism**



# Tourism projects (3)

- Kretinga District Municipality with partners are implementing four EU-funded e-marketing projects. These projects, through various publicity channels (content created for websites, social networks, media channels, etc.), promote Kretinga's tourist attractions, which are also on St. James Road, and thus make a significant contribution to increasing tourist flows and awareness.

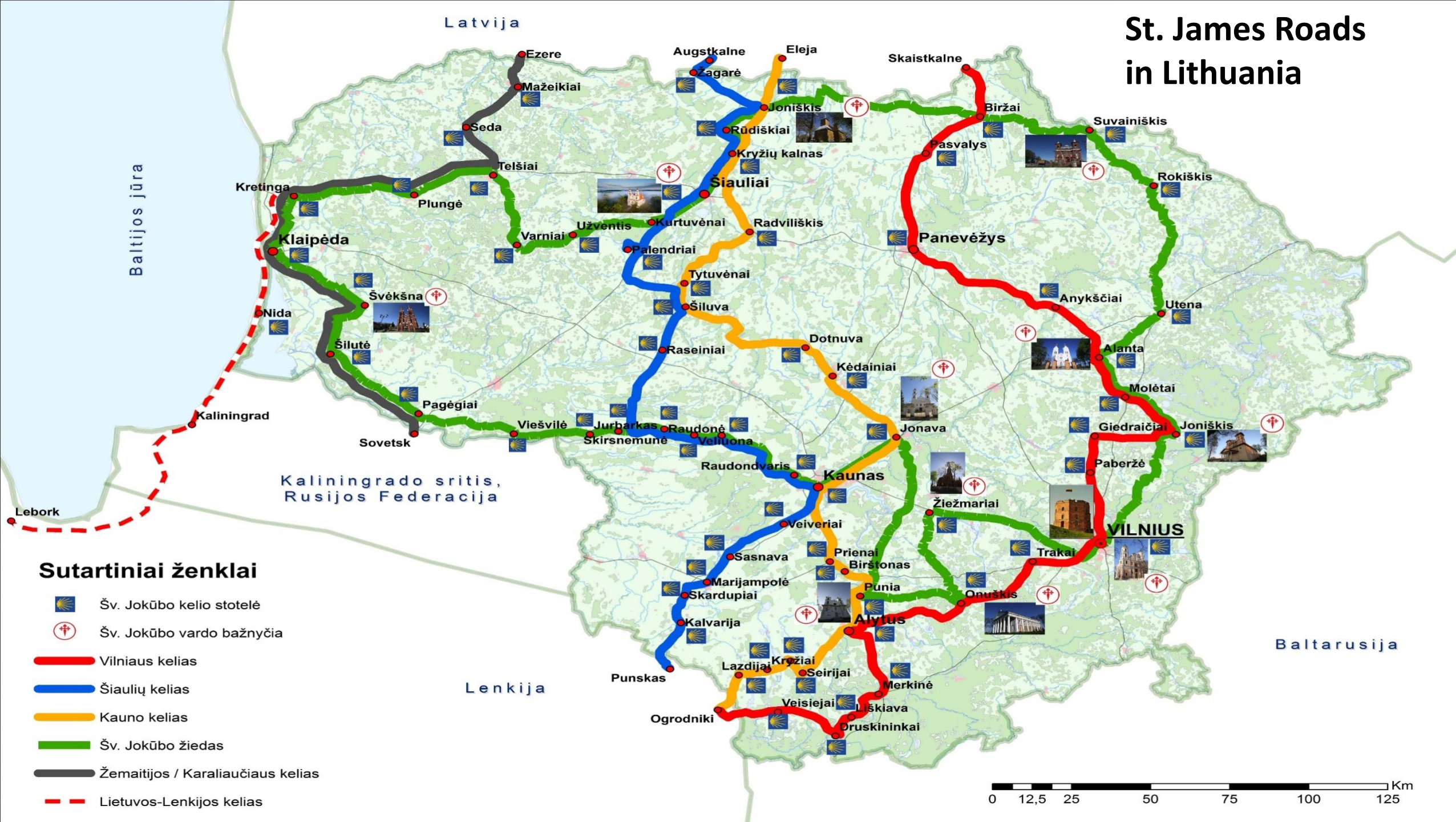




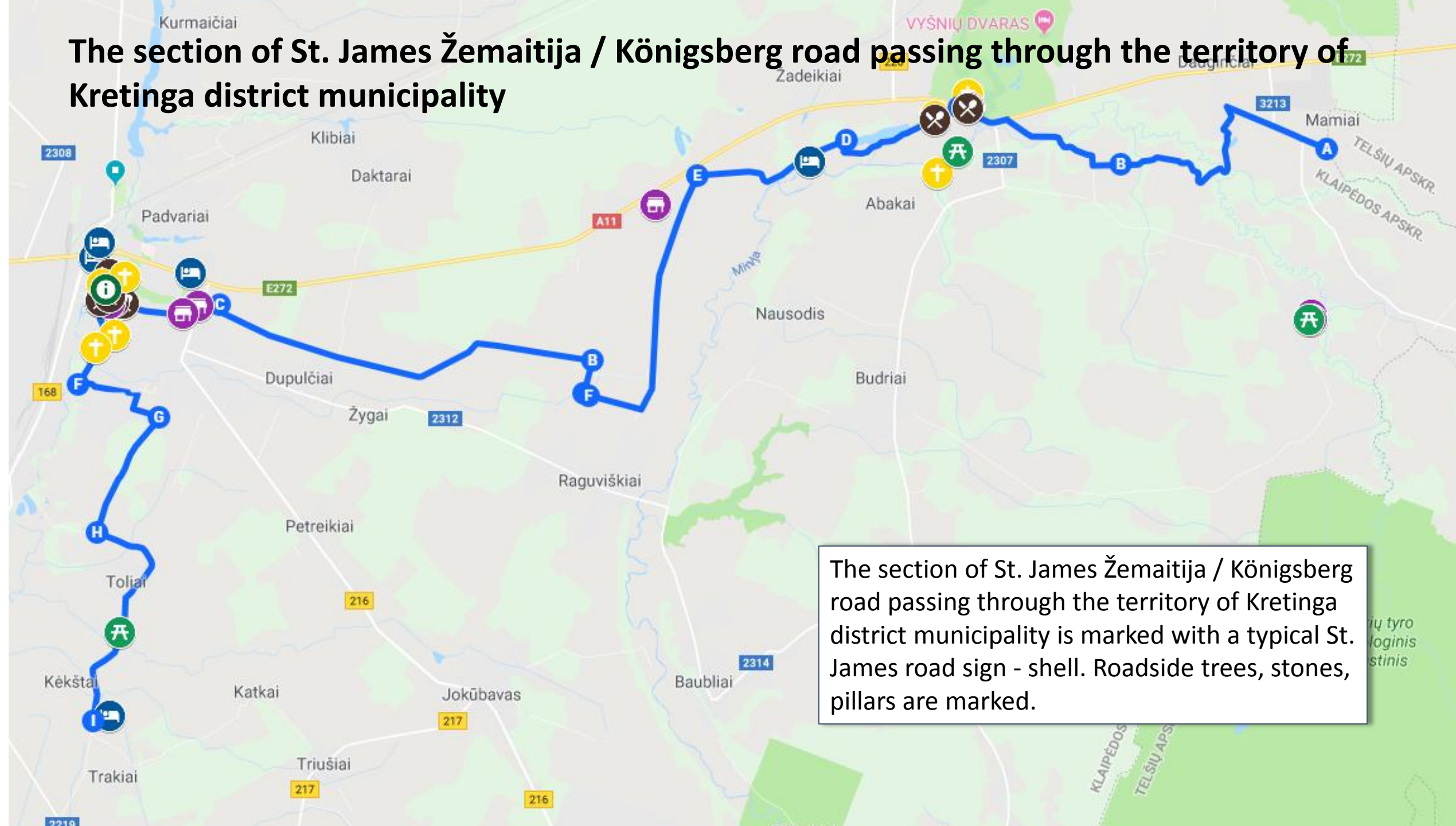
# Association of Local Authorities of St. James Road in Lithuania

- On 31 May 2016 Kretinga District Municipality, together with 8 other Lithuanian municipalities, has established the Lithuanian Association of St. James Road Municipalities, which currently unites 25 Lithuanian municipalities. The goals of the association are to encourage the interest of the local people in the Christian roots of Europe and to increase the attendance and awareness of objects related to the history of Lithuania and the Church. Thanks to the Lithuanian Association of St. James Road Municipalities, four international St. James Roads in Lithuania are certified by the European Cultural Road Institute: Samogitia / Königsberg (269 km), Šiauliai (403 km), Kaunas (410 km) and Vilnius (493 km).

# St. James Roads in Lithuania



# The section of St. James Žemaitija / Königsberg road passing through the territory of Kretinga district municipality



The section of St. James Žemaitija / Königsberg road passing through the territory of Kretinga district municipality is marked with a typical St. James road sign - shell. Roadside trees, stones, pillars are marked.



***Thank you!***