

12-1-2009

Maintenance of Latvian Business Language, Culture, and Community through Heritage Tourism and the Internet

Gundars Kaupins
Boise State University

Nina M. Ray
Boise State University

Andris Berzins
President of Latvian Community Center, Indianapolis

Follow this and additional works at: <http://docs.lib.purdue.edu/gbl>

Recommended Citation

Kaupins, Gundars; Ray, Nina M.; and Berzins, Andris (2009) "Maintenance of Latvian Business Language, Culture, and Community through Heritage Tourism and the Internet," *Global Business Languages*: Vol. 14 , Article 6.
Available at: <http://docs.lib.purdue.edu/gbl/vol14/iss1/6>

Copyright © 2009 by Purdue Research Foundation. Global Business Languages is produced by Purdue CIBER. <http://docs.lib.purdue.edu/gbl>

This is an Open Access journal. This means that it uses a funding model that does not charge readers or their institutions for access. Readers may freely read, download, copy, distribute, print, search, or link to the full texts of articles. This journal is covered under the [CC BY-NC-ND license](#).

Gundars Kaupins
Nina M. Ray
Boise State University

With Andris Berzins
President, Latvian Community Center

MAINTENANCE OF LATVIAN BUSINESS LANGUAGE, CULTURE, AND COMMUNITY THROUGH HERITAGE TOURISM AND THE INTERNET

According to the *National Trust for Historic Preservation*, cultural tourism involves “traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present.”¹ It includes cultural, historic, and natural resources” (1). It can include visiting one’s ancestral home to discover the records, locations, and life experiences of living and deceased relatives from sources such as heritage tourism.

Aleksandrs Feigmanis, author of *Visit Latvia, Lithuania, or Estonia*, suggests that heritage tourism, defined as visiting one’s ancestral home to discover the records, locations, and life experiences of living and deceased relatives, is the first listed reason to visit the Baltic states of Latvia, Lithuania, or Estonia. Such tourism can potentially enhance native language and culture as tourists could learn the language, help pay for the preservation of historic sites through their visits, and research and share the country’s history.

This article investigates heritage tourism in Latvia by first exploring the reasons why Latvian heritage tourists go to Latvia and why this tourism is important to the nation. The article then explores key Web sites that Latvian heritage tourists can use to investigate their ancestral homeland and finally looks at how popular heritage tourism-related words are in the Internet in Latvian and other languages.

REASONS FOR LATVIAN HERITAGE TOURISM

This study investigates the reasons why heritage tourists in the United States go to Latvia to study their cultural heritage. Understanding the reasons are

¹ This article is a greatly expanded and updated version of a paper presented at the Baltic Studies Conference at Indiana University, May 2008.

important for helping Latvia market their cultural heritage sites and exploring the interests of heritage tourists. In June 2009, the *Wall Street Journal* described the financial “showdown” in Latvia as the “latest chapter in the unrest in Eastern European financial markets” (Frangos C2). Therefore, it is even more crucial for the Baltic nation to ensure an influx of monies from sources such as heritage tourism.

Background

Sarah Nicholls et al., citing Gary McCain and Nina Ray and the Travel Industry Association of America, estimate that around 81% of US adults taking a foreign trip in 2002 could be classified as heritage or cultural tourists. This is a 13% increase since 1996. Other sources, such as Leigh Marjanaa, report an 18% increase for years before the 1996 to 2001 period. The *Wall Street Journal* reports that a “widespread interest in genealogy is sweeping America” (Dickerson W15).

Although the list of nations that emphasize heritage tourism is extensive, Scotland may be one of the best examples. In 2009, Scotland is celebrating its Homecoming to commemorate the 250th anniversary of the national poet, Robert Burns (a tourism emphasis mandated by the Scottish Parliament). In her book *Highland Heritage*, Celeste Ray describes how Americans who identify with, and follow the “traditions” of, their Scottish immigrant ancestors do so by claiming heritage (tartan wearing, highland games, etc.) invented a century after those immigrant ancestors left “the old country.” Most likely many heritage participants and attendees agree with the Scottish-Americans. They are “looking for authentic inauthenticity” (Brown, Hirschman, and Maclaran 171) and are sometimes disappointed at not having their expectations met when visiting the “old country.” Paul Basu’s research from Scotland reports that these visitors to the ancestral homeland are sometimes ridiculed and considered to be “emotional cripples” by the locals.

Mike Collier believes that Latvia and its fellow Baltic States have progressed since 2000 in the business of tourism. To many elite international travelers, the Baltic “brand” is associated with a rapidly developing part of the higher-income Western world. Such travelers also consider culture. For example, according to *Doing Business with Latvia*, Latvia’s capital city of Riga is classified as a world heritage site for its Jugend style architecture. According to Collier, these positive opinions of the elite travelers do not exist among the masses because Latvia is generally unknown. Much of the world considers Latvia to be a polluted post-Soviet wasteland that is not interesting to anybody.

In a personal communication, Neil Taylor, author of *Bradt Guide to Estonia* and *Bradt Guide to the Baltic Capitals*, was asked specifically about Jewish Ancestral Tourism to the Baltics. Some of his comments regarding heritage travel follow:

1. Jewish tourism usually involves a local research organization, given the complexity of the documentation likely to be in Russian, Yiddish, and Latvian and perhaps in German as well. As most sources date from the late nineteenth century, there is no oral history to accompany it. Others usually know their family history from parents and grandparents who brought documentation here and talked a lot to the next generation.
2. Regent (Taylor's travel agency) would be involved in making the travel arrangements to places often not visited on general tours. In the case of Jewish tours, travel can be to small villages. As so few ethnic Lithuanians lived in Vilnius when it was under Polish rule, such tourists spend little or no time there, in contrast to others, some of whom never leave Vilnius.
3. The ethnic tourists often rent flats or farmhouses and stay much longer. They visit only one country and ignore the others.
4. Economically, both the ethnic and the Jewish tourists are of great benefit to the economy, since they spend money around the country and often in poor communities. They go because of the ties and do not need advertising or the promise of expensive modern accommodations to induce them to travel there.

In the "History and Memory in the 'Return' of the Descendants of Latvian and Estonian Refugees to the Baltic: A Survey," Delany Skerrett reported that "notions of history passed down the generations are enduring, especially if they are tinged with sadness and emotion." However there is some discrepancy among Latvians, as 88% say that the return of ethnic Latvians is good for Latvia, and only 44% say that their own return is only somewhat beneficial. The strength of ethnic identity seems to motivate the desire to return, and Skerrett found unanimous support for protecting the language and culture of the country. This protection can take place in the diaspora; findings show that it means more to be Latvian/Estonian (strong feeling of belonging to the diaspora) than to possess nationality from the place where people grew up.

Methodology

The pen-and-paper survey instrument concerning motivations for interest in family history was derived from Basu's account of an ancestral travel group

to Orkney. One of the researchers asked each potential respondent in person to complete a one-page (two-sided) survey either at a heritage gathering or at the person's convenience to be mailed back later. Appearing in person at the data-gathering events allows the researcher to engage in conversations with respondents. For good or bad, the sampling was of a "snowball," non-probability nature.

The "Baltic" sample comprises members of the Baltic and Finnish Student Association of Indiana University; those who visited the Latvian booth at the International Festival in Indianapolis in 2007; attendees at the Latvian Independence Day Celebration at the Latvian Community Center in Indianapolis in 2007; and conference delegates at the Indiana University Baltic Studies Conference in May of 2008.

The Latvian American Community

The Latvian Community Center is a location for Latvian immigrants displaced after the Soviet Union's invasion and occupation of their homeland in 1941. Arriving in a new country, Latvians found themselves relocating in cities and establishing their own Latvian Community Centers. These centers, such as the one in Indianapolis, became the home of many Latvian programs such as Latvian schools, folk-dancing practice, choir groups, theatrical groups, and special events recognizing Latvia's independence, as well as Veterans' Memorials, Holocaust remembrance, and St. John's Day or Jani. The Center in Indianapolis is well supported. At one recent event, donations for a new roof reached \$17,000 in a matter of one week.

The Center's Board realizes that it must operate on sound business principles. To assist in paying yearly operation and maintenance costs, approximately \$40,000 per year, the Center rents the space to both members and non-members for such things as weddings, confirmations, baptisms, family reunions, retirement parties, and picnics. As a not-for-profit organization, the center allows many cultural groups and schools to use the facility free of charge or at a very low cost. In addition to the Latvian Community events, neighboring country associations such as the Estonian Society and Lithuanian Society of Indiana have met at the community center for many years. Recently, the Polish, Swedish, and Scottish Associations have begun meeting there. Each of the associations holds meetings and events at the Center both in their native language and in English; thus, the Latvian Center plays a vital role in the city for many groups, not just for Latvians.

The similar cultures yet unique traditions of the various associations have enriched the Center's activities as well as added to income resources. The

associations also participate in some mutual events throughout the year, such as New Years, Easter Egg Coloring, and St. John's Day, Jani or Mid-Sommer. These events allow members to learn about each other's cultures while forging new and long-lasting friendships. At the 2009 Jani celebration, over 250 participants attended.

The Indianapolis Latvian Community Center has a vibrant cultural life extending beyond the Latvian Community itself. The relationships forged with the other ethnic associations as well as with the local community will allow a continuation of operations for many years to come.

Study Results

Of the 43 respondents comprising the Baltic sample, all are citizens of the United States, some with dual citizenship, except for two people from Denmark. The average age is 52. English is the native language of 25% of them. About 77% say that their native language is "very important" as part of their personal identity on a scale of 1 to 5, ranging from 1 = very important to 5 = not at all important. Eighteen percent say their native language is somewhat important and 5% say not very important. For those who listed a second language, other than their native language (mostly Latvian), English, listed by 70%, was by far the most common, with French, Estonian, German and Russian listed. Several listed Spanish as an additional second language. About 93% indicated that this second language is important as part of their personal identity.

Table 1 shows a summary of reasons for family history interest. The top three reasons for interest in family history among Baltic groups are "personal identity," "connection with place," and "obligation to ancestors." "Quest" did not register with respondents.

One respondent suggested that those of Baltic descent place more emphasis on "maintenance" of heritage versus "rediscovering" it. Other "write-in" responses were "folklore," "nationalism," "obligation to continue traditions and language," and "a great story—people overcoming all obstacles, making great sacrifices and staying true to their roots." One person said that "there really is only one reason—personal identity."

Conclusion

Regarding heritage tourism, managers need to help tourists get to rural areas (not simply staying in the larger cities) and make them comfortable when they get there. Heritage tourists may be less likely to want to choose a "Baltic tour," since they are most likely to stay in one country. However, they may

wish to explore other areas that also represent their roots. Themes of “personal identity,” “obligation to ancestors,” and connection with place, community, and home, should be emphasized. From preliminary research with Baltic groups, the researchers have found that the interest in one’s Baltic heritage is often a “duty”; therefore, these travelers to their ancestral homeland may not experience the minor ridicule mentioned earlier in the case of the Scots.

TABLE 1

FREQUENCIES OF REASONS FOR INTEREST IN FAMILY HISTORY

Reasons for Interest	Frequency^a	Percentage
Personal Identity	23	54
Connection with Place	18	42
Obligation to Ancestors	18	42
Discovering Continuities	14	33
Community	11	26
True Home	9	21
Intellectual Challenge	5	12
Completing the Circle	3	7
Quest	0	0

^aN = 43

LATVIAN-RELATED HERITAGE TOURISM INTERNET ANALYSIS

When doing research on heritage tourism on the Web, numerous sources can be used. Based on *Cyndi's List of Genealogy Sites on the Internet*, major heritage tourism sites include general information, history and culture, how to do genealogy, language, handwriting, script, libraries, archives, museums, localities, mailing lists, newsgroups, chats, maps, gazetteers, geographical information, newspapers, professional researchers, volunteer research services, publications, software, and records. Records may come from the census, cemeteries, land, obituaries, personal records in homes, taxes, vital

information from governments, military, and churches. Table 2 shows some of the key American-based sites that were selected based on relevance to heritage tourism and links to other relevant sites. Such sites tend to provide genealogy education and links to a wide variety of genealogy and travel sources throughout the world. Table 3 shows Latvian-based sites selected by relevance and by popularity from Richard MacManus's Internet research concerning Latvian-based Web sites. Such sites tend to provide information on specific museums, libraries, social events, travel information, cemeteries, and local government information helpful for heritage tourists.

General heritage tourism sites that provide educational services and publications include the *National Trust for Historic Preservation*, *Society of American Archivists*, and *Cultural Heritage Tourism*. These sites also provide basic links to other cultural preservation organizations.

Legacy tour sites such as *Geopassage Web site*, *Momentum Tours*, and *Latvia Tours* tend to have a travel focus with service for certain religions and ethnicities. These sites can provide customized tours to specific regions, cities, or towns.

Genealogy sites such as *Ancestry Genealogical Web Site* and *RootsWeb Genealogy Web Site* are particularly useful for searching for current and past relatives. Such sites often provide an ancestor search engine, site search engine, learning centers, tools to build one's own family tree, a family home page, expert advice, blogs, and discussion groups. Other genealogy sites provide lists of people from the eighteenth century to the present. Some sites include *Find A Grave*, *Latvian Database*, and *JewishGen Latvia Database*. They contain numerous burial registries, family finders, voter lists, military recruits, tax administration lists, passport and travel registration, marriages, and business directories of the past. There appears to be a major effort, especially with the *Baltic Central Library* and *State Archives of Latvia*, to digitalize basic records information.

Summary

Numerous Web sites provide heritage tourists to Latvia with information on heritage tourism in general, legacy tours, and genealogical information. *Cyndi's List of Genealogical Web Sites on the Internet* provides major categories of information for the heritage tourist. Dot com sites from America tend to provide many links and genealogical information, whereas "dot lv" sites tend to provide more local heritage information involving heritage tourism.

TABLE 2

KEY AMERICAN/ENGLISH HERITAGE TOURISM WEB SITES

American/English-Based Sites	Description
Heritage Tourism	
http://www.culturalheritagetourism.org	<i>Cultural Heritage Tourism</i> is a coalition of national arts, humanities, tourism, and heritage associations and federal agencies involved with cultural tourism. It lists cultural tourism in the news, provides answers to cultural tourism questions, shows links to federal grant programs.
http://www.preservationnation.org/	<i>The National Trust for Historic Preservation</i> provides assistance ranging from how-to heritage tourism publications to consulting services.
http://www.saa.org	<i>The Society of American Archivists</i> provides links to sites of archaeological or historical significance. They often include museums, interpretive centers, exhibits, informational signs, and staff who provide tours.
Legacy Tours	
http://www.geopassage.com	<i>Geopassage Web site</i> is a legacy tour site with blogs, search engine, and online guidance.
http://www.momentumtours.com	<i>Momentum Tours</i> is a legacy tour site with Jewish travel and featured tours.

TABLE 2 (Continued)

American/English-Based Sites	Description
Genealogy	
http://www.ancestry.com	<i>Ancestry Genealogical Web Site</i> is a major data site with some articles, instruction, and reference help.
http://www.cyndislist.com	<i>Cyndi's List of Genealogy Sites on the Internet</i> is a comprehensive list of links to data sites.
http://www.findagrave.com	<i>Find A Grave</i> is a database of cemetery inscriptions and photos.
http://www.genealogy.com	<i>Genealogy Web Site</i> is a major data site with instruction and reference help.
http://www.jewishgen.org/databases/	<i>JewishGen Latvia Database</i> provides links to burial registries, family finders, voter lists, military recruits, tax administration lists, passport and travel registration, marriages, and business directories of the past.
http://www.myheritage.com	<i>My Heritage Genealogy Web Site</i> focuses on genealogy community building and networking.
http://www.rootsweb.com	<i>RootsWeb Genealogy Web Site</i> is a major data site with free instruction and reference help.

TABLE 3

KEY LATVIAN HERITAGE TOURISM WEB SITES

Latvian-Based Sites	Description
Heritage Tourism	
http://www.mantojums.lv	<i>Public Administration of Cultural Heritage</i> provides links to identification, examination, and registration of cultural monuments and sites.
http://www.culture.lv	<i>Ministry of Culture of Latvia</i> provides links to Latvian cultural heritage sites covering music, art, dance, theater, cinema, literature, architecture, and museums.
http://www.li.lv	The <i>Latvian Institute</i> offers background information, publications, e-presentations, and videos about Latvia, Latvian government links, and detailed information about Latvian society, economy, culture, and history.
Legacy Tours	
http://www.latviatourism.lv/info.php	<i>Latvian Tourism Portal</i> has links to what to do, where go, most popular things to see, and how to get to Latvia.
http://www.tournet.lv	<i>Tourism e-guide</i> has links to travel, hotels, key cultural sites, and travel agencies.
http://www.alta.net.lv	<i>Association of Latvian Travel Agents</i> provides links to travel agents.
http://www.lvra.lv	<i>Association of Hotels and Restaurants of Latvia</i> provides links to hotels and restaurants.
http://www.latviatours.lv	<i>Latvia Tours</i> is a legacy tour site. It includes a team of experts to focus on a particular tour desired.
http://www.vietas.lv	<i>Guide of Latvia</i> provide links to travel, and key cultural sites.

TABLE 3 (Continued)

Latvian-Based Sites	Description
Genealogy	
http://www.archivi.lv	<i>State Archives of Latvia</i> provides information on political, social, and cultural history through documents, audiovisual, and personnel files.
http://www.lnb.lv	The <i>Baltic Central Library</i> has a research-oriented collection on the history, languages, ethnography, folklore, and culture in the Baltic Nations.
http://www.lvva-raduraksti.lv	<i>Latvian State Historical Archives</i> are designed to create and support resources accessible for genealogical and family research through family histories, church books, censuses, revision lists, and personal documents.

ENGLISH VERSUS LATVIAN: KEYWORD HIT RATE ANALYSIS FOR HERITAGE TOURISM WORDS

Next we examine keyword hit rate analysis by counting hit rates of major English and Latvian keywords associated with heritage tourism on <<http://www.google.com>>. Many of the words selected are associated with heritage tourism words mentioned earlier. The main use for this type of research is to get a general comparison of how Latvian and English keywords are associated with heritage tourism. This Internet activity information can be useful for heritage tourism researchers, Internet analysts, and business trend experts to see how popular Latvian keywords are when compared to other languages.

Background

Internet use in Latvia and the rest of Europe continues to expand. Growth rates of Internet use from 2000 to 2008 were 783% in Latvia. The average European growth during that period was 271% (*Internet Growth Statistics*). Growth may have been greater in Latvia because it started at a much lower level in 2000 (Burns). The percentage of the 2008 Latvian population using the Internet was 59%, whereas the percentage of the European population

using the Internet was 49% (*Internet Usage in Europe*). With the Web users, about 99% of national page views were done through Windows operating systems in Latvia. Internet Explorer is the main Web browser in Latvia with a 54% share. Google is the most popular search engine in Latvia with a 98% share (*Internet Usage in Lithuania, Latvia, and Estonia*).

Gundars Kaupins's longitudinal research from 2001 to 2009, involving *Google Search Engine* hit rates of common business words in Latvia, Estonia, Lithuania, and Germany inspired this analysis of hit rates. The number of English business word hits associated with key business terms in Latvia, Estonia, and Lithuania for the years 2001, 2003, 2007, and 2009 continue to show significant growth in absolute numbers and also relative to Germany. Kaupins found that the three Baltic States had similar hit rates when word combinations such as "Latvia and Layoffs," "Lithuania and Layoffs," Estonia and Layoffs" were used. The hit rate similarities extended to use of the native Latvian, Lithuanian, and Estonian languages.

Methodology

The *Google Search Engine* was used to measure the hit rates associated with heritage tourism keywords in Latvian and English. It provides the most popular search engine and has the most hit rates in the world. It goes beyond the number of times a term appears on a page and examines all aspects of a page's content to determine if it is a good match for a query.

Using the *Google Search Engine*, the number of hits associated with word combinations such as "Latvia and heritage," "Latvia and tourism," and "Latvia and heritage tourism" were collected on June 9, 2009. To check reliability, the process was repeated on June 15, 2009. Hit rates did not vary by more than 3% over the one-week time period on average across all the items shown in Table 4.

Several confounding factors make this type of research an inexact science. For example, "Latvia and Heritage" might suddenly have a high hit rate compared to "Latvia and Tourism" because several recent news articles shown on the Web might feature tourism in Latvia. Various Web sites and research articles might suddenly feature tourism in one country. "Heritage" may have many hits that have nothing to do with heritage because it may be associated with a company that happens to use that name. So indeed there is a lack of control over Web site use of "Latvia," "heritage," and other keywords. The words might not only have greatly different meanings across the Web sites but might be used for many different purposes (such as serious research, humor, derogatory remarks, etc.). Use of the native tongue might be deceptive

because common words might have several cases (e.g., nominative, genitive, accusative) and number (e.g., singular, plural). The English language has fewer cases than Latvian and therefore hit rates for English words might be relatively higher than a comparable Latvian word due to fewer spelling variations of that word. Unreliability could occur in comparing countries because one or more Web site creators might include “Latvia and Associations” in many documents that would skew the results on a day-by-day basis. Furthermore, in Google, “turisms” is often counted as “tourism,” hence inflating the number of hits associated with “turisms.”

Results and Discussion

Table 4 shows the number of hits of Latvian and English words associated with heritage tourism. In the frame of the table, the number of hits for the basic terms shows that the English word “Latvia” had fewer hits than the Latvian “Latvija.” However, “Latvian” is much more popular than “Latvietis.” “United States” and “American” are much more popular than any other words in the table.

Concerning heritage tourism terms, “tourism” is by far the most popular term. In Latvian, “turisms” is much more popular than “mantojums” (“heritage”) possibly because Google often counts “turisms” as “tourism.”

The “Latvia” hit rate is 1% of the “United States” hit rate, while the “Latvian” hit rate is 2% of the “American” hit rate. The hit rate percentages are much higher for “Latvia” and “Latvija” when “heritage” and “tourism” are in conjunction with “Latvia” and “Latvija.” “Latvia and Heritage” hit rates are 6% of “United States and heritage,” and “Latvija and heritage” is 7% of “United States and heritage.” These higher percentages apply to “Latvia and tourism,” “Latvia and heritage tourism,” “Latvia and heritage and tourism,” “Latvija and tourism,” “Latvija and heritage tourism,” and “Latvija and heritage and tourism.”

One conclusion from these results is that the English terms “heritage,” “tourism,” and “heritage tourism” have a greater relative presence to Latvia than to the United States. The result makes some sense in that Latvia has a much longer history than the United States, the Ministry of Culture in Latvia is a major entity within the Latvian government, and the many castles, museums, art exhibits and other cultural items are quite evident throughout Latvia. Not much more can be concluded concerning the percentages because of the complexities associated with the collection of hit rates.

Some of the results for “mantojums” and “turisms” seem to make sense. Because of the use of similar terms “mantojums and Latvija” should have a

TABLE 4

HIT RATES FOR KEY HERITAGE TOURISM TERMS
IN ENGLISH AND LATVIAN^a

Terms	Latvia 25,700 (.01)	Latvija 27,100 (.02)	United States 1,580,000	Latvian 357,00 (.03)	Latvietis 410 (.00)	American 1,360,000
<i>English</i>						
Heritage 125,000	3,610 (.06) ^b	4,190 (.07) ^b	55,600	1,080 (.02) ^c	1 (.00) ^c	69,900
Tourism 154,000	5,440 (.10)	6,280 (.12)	50,900	1,230 (.02)	0 (.00)	64,100
Heritage Tourism 3,300	121 (.15)	113 (.14)	788	122 (.14)	0 (.00)	878
Heritage and Tourism 3,720	119 (.16)	110 (.16)	708	120 (.15)	0 (.00)	802
<i>Latvian</i>						
Mantojums 738	42 (42.00)	172 (172.0)	1	47 (15.66)	65 (21.66)	3
Turisms 26,900	4,940 (.09)	5,080 (.10)	51,600	1,770 (.03)	13 (.00)	66,400
Mantojums Turisms 11	2 (N.A.) ^d	42 (N.A.)	0	2 (N.A.)	9 (N.A.)	0
Mantojums and Turisms 14	2 (N.A.)	10 (N.A.)	0	2 (N.A.)	0 (N.A.)	0

^a All numbers not in parentheses represent Google hit rates in thousands; For example, number of Google hits for “Latvia and Heritage Tourism” is 121,000. Number of Google hits for “Latvietis” is 410,000.

^b Numbers in parentheses in the “Latvia” and “Latvija” columns are percentages of the corresponding row in the “United States” column. For example, the “Latvia and Heritage” percentage is .06 or 3,610/55,600; the “Latvija and Heritage” percentage is .07 or 4,190/55,600.

^c Numbers in parentheses in the “Latvian” and “Latvietis” columns are percentages of the corresponding row in the “American” column. For example, the “Latvian and Heritage” percentage is .02 or 1,080/69,900; the “Latvietis and Heritage” percentage is .00 or 1/69,900

^d “N. A.” is “not applicable” due to a division by zero.

higher hit rate than “mantojums and Latvia.” However, there does not seem to be much difference between “turisms and Latvia” and “turisms and Latvija.” One possible reason for the lack of difference is when “turism” is typed in the *Google Search Engine*, the word “tourism” was highlighted on several Web sites as if it were identical to “turisms.” Hence, the data in Table 4 for “turism” may be a result of the *Google Search Engine’s* counting methodology.

CONCLUSION

Heritage tourism appears to be relatively more significant on the Web in Latvia than in the United States. The results are somewhat obscured by complications with language differences, search engine methodology, recent events, and other issues.

FUTURE RESEARCH

More research can and should be done for all three studies shown in this article. For example, Study One used a small sample of individuals in the United States. How would cultural tourists from other countries (e.g., British Latvians) respond? Do they actually achieve their objectives? How do they actually do heritage tourism in Latvia? How do heritage tourism efforts in Latvia compare to those in other European countries? The Nina Ray and Nere Lete research on the American Basque community and the comparison to other ethnic groups could serve as an example. And, of course, an important question concerns the measurable impact of heritage tourism on Latvian commerce regarding how it contributes to the economy.

Study Two listed some key Web sites associated with heritage tourism. How often do people visit these Web sites? What percentage of the information from these Web sites is digital and what is not? What Web site is best to help heritage tourists to achieve their objectives? *Cyndi’s List of Genealogy Sites on the Internet* provides a taxonomy of genealogy Web sites associated with Latvia and other countries. Is this taxonomy the most useful for completing heritage tourism research?

Study Three counted the hit rates of keywords associated with heritage tourism contrasting Latvia to the United States. Another analysis should examine the Web sites that each search produces to see to what extent the sites listed are related to heritage tourism. The hit rates for Latvia and Latvian words should be compared with hit rates from other countries to check for word popularity.

WORKS CITED

- Ancestry Genealogical Web Site*. 17 June 2009. <<http://www.ancestry.com>>.
- Association of Hotels and Restaurants of Latvia*. 17 June 2009. <<http://www.lvra.lv>>.
- Association of Latvian Travel Agents*. 17 June 2009. <<http://www.alta.net.lv>>.
- Baltic Central Library*. 17 June 2009. <<http://www.lnb.lv>>.
- Basu, Paul. "My Own Island Home: The Orkney Homecoming." *Journal of Material Culture* 9.1 (2004): 27-42.
- Brown, Stephen, Elizabeth C. Hirschman, and Pauline Maclaran. "Presenting the Past: On Marketing's Re-production Orientation." *Imagining Marketing: Art, Aesthetics and the Avant-Garde*. Ed. Stephen Brown and Anthony Patterson. New York: Routledge Interpretive Marketing Research, 2000. 145-91.
- Burns, Enid. *Baltic States Internet Population*. 3 Nov. 2005. <<http://www.clickz.com/showpage.html>>.
- Collier, Mike. "Do You Speak Baltic?" *Transitions Online*, 21 July 2008: 4.
- Cultural Heritage Tourism*. 17 June 2009 <<http://www.culturalheritagetourism.org>>.
- Cyndi's List of Genealogy Sites on the Internet*. 17 June 2009. <<http://www.cyndislist.com>>.
- Dickerson, Debra. "Searching for Roots." *Wall Street Journal*, 17 Nov. 2006: W15.
- Doing Business with Latvia*. Part 4: "Key Sectors of Trade and Investment," 4.12: "Travel and Tourism." London: GMB Publishing, 2005. 199-203.
- Feigmanis, Aleksandrs. *Visit Latvia, Lithuania, or Estonia*. BalticGen: Tourism. 3 Oct. 2008. 4 June 2009. <<http://www.balticgen.com/tour.htm>>.
- Find A Grave*. 17 June 2009. <<http://www.findagrave.com>>.
- Frangos, Alex. "Latvia Crisis Eases, but Worries Linger." *Wall Street Journal*, 5 June 2009: C2.
- Genealogy Web Site*. 17 June 2009. <<http://www.genealogy.com>>.
- Geopassage Web Site*. 17 June 2009. <<http://www.geopassage.com>>.
- Google Search Engine*. 9 March 2009. <<http://www.google.com>>.
- Guide of Latvia*. 17 June 2009. <<http://www.vietas.lv>>.
- Internet Growth Statistics*. Internet World Stats. 10 Mar. 2009. <<http://www.internetworldstats.com/emarketing.htm>>.

- Internet Usage in Europe*. Internet World Stats. 9 Mar. 2009. <<http://www.internetworldstats.com/stats4.htm>>.
- Internet Usage in Lithuania, Latvia, and Estonia*. Gemius SA. 22 Aug. 2008. 9 Mar. 2009. <<http://www.gemius.com/pl/archives/2008-08-22/01>>.
- JewishGen Latvia Database*. 17 June 2009. <<http://www.jewishgen.org/databases/>>.
- Kaupins, Gundars. "Development of Business-Oriented Websites in Latvia, Lithuania, and Estonia." *Statistikas Un Parvaldes Problemas 2007* (July 2007): 23–40.
- . "Social Networking and Longitudinal Web Activity in the Baltic States." *Statistikas Un Parvaldes Problemas 2009* (July 2009). Forthcoming.
- . "Status of E-commerce Websites in the Baltic States." *Statistikas Un Parvaldes Problemas 2004* (June 2004): 171–86.
- Latvian Institute*. 17 June 2009. <<http://www.li.lv>>.
- Latvian State Historical Archives*. 17 June 2009. <<http://www.lvva-raduraksti.lv>>.
- Latvian Tourism Portal*. 17 June 2009. <<http://www.latviatourism.lv/info.php>>.
- Latvia Tours*. 17 June 2009. <<http://www.latviatours.lv>>.
- MacManus, Richard. *Top Web Apps in Latvia*. ReadWriteWeb. 11 Feb. 2007. 9 Mar. 2009. <http://www.readwriteweb.com/archives/latvia_top_web_apps.php>.
- Marjanaa, Leigh. "Digging for Roots." *National Geographic Traveler* 18 (2001): 26.
- McCain, Gary, and Nina M. Ray. "Legacy Tourism: The Search for Personal Meaning in Heritage Travel." *Tourism Management* 24 (2003): 713–17.
- Ministry of Culture of Latvia*. 17 June 2009. <<http://www.culture.lv>>.
- Momentum Tours*. 17 June 2009. <<http://www.momentumtours.com>>.
- My Heritage Genealogy Website*. 17 June 2009. <<http://www.myheritage.com>>.
- National Trust for Historic Preservation*. 17 June 2009. <<http://www.preservationnation.org>>.
- Nicholls, Sarah, Christine Vogt, and Soo Hyan Jun. "Heeding the Call for Heritage Tourism." *Parks & Recreation*, Sept. 2004: 38–47.
- Public Administration of Cultural Heritage*. 17 June 2009. <<http://www.mantojums.lv>>.
- Ray, Celeste. "Scottish Highland Games." *Highland Heritage*. Charlotte, NC: U of North Carolina P, 2001.

Ray, Nina M., and Nere Lete. "Basque Studies: Commerce, Heritage, and a Language Less Commonly Taught, but Whole-Heartedly Celebrated." *Global Business Languages* 12 (2007): 117–31.

RootsWeb Genealogy Web Site. 17 June 2009. <<http://www.rootsweb.com>>.

Skerrett, Delany Michael. "History and Memory in the 'Return' of the Descendents of Latvian and Estonian Refugees to the Baltic: A Survey." *Journal of Baltic Studies* 39 (2008): 39–56.

Society of American Archivists. 17 June 2009. <<http://www.saa.org/ForthePublic/Resources/HeritageTourism/Tabid/90/Default.aspx>>.

State Archives of Latvia. 17 June 2009. <<http://www.archivi.lv>>.

Taylor, Neil. Personal interview, 15 Apr. 2008.

Tourism E-guide. 17 June 2009. <<http://www.tournet.lv>>.