

Case study



A group of American students arrived in Latvia for the first time in the middle of October for 2 weeks. First of all their visit included sightseeing, especially in the countryside, meeting local people, enjoying the local food and local traditions, making new friends.

Previously they were informed by their Latvian friends about the popularity of traditional bathhouses in this country. They were invited to enjoy an ancient, traditional bathhouse ritual in a 120 year old Latvian farmstead. The Americans were really impressed, as they had never experienced anything like this before.

In addition- they were planning to combine this experience with Halloween celebrations, and expected to have a really good time.

However everything went wrong, in the end all were upset and disappointed.....