

First Year Seminar 2020

BSM (Business Solutions Mates)



Business Solutions Mates

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BBA9

Problems we are dealing with is under the topic **#Transportation**

Bauska serves as a transit point what causes a negative influence on local environment economically, socially and ecologically. Admitting the fact of no opportunity to reduce the traffic currently as the main highway crosses the city. We came to the position to seek the solutions we could use in order to get profit from the traffic. Still we are putting an effort on developing public transport touching upon the tourism sector.

Ideas we came up with

- To develop and improve stopover facilities for truckers.
Trucks are essential part of the traffic going through Bauska. Stopover is always a vital issue. The point is attracting trucker's expenses in Bauska's region by developing favorable conditions.
- Accommodation refund system.
Thousands civilians are passing the city on the way to next states. The point is to set up the benefits system for staying in Bauska. In rewarding of spending time in the city by sightseeing and visiting local facilities, people could compensate the accommodation fees. Bauska is cheaper and quieter comparing with greater cities like the capital.
- Thematic entertainment centre.
The point is to build an entertainment facility where passing through the city guests or coming tourists could be integrated in the local culture. The attention would be spread both on children and adults.
- Combining the assignment of public transport.
Improve the public transport system by introducing lines in order to please local's desires and coming tourists. The point is to organize the public line where stops could be assigned in the spots of sightseeing.

Datas we are needed in

- Quizzes for truckers and civilians(local and another's) in order to clear the needs
- Interviews with Bauska's Municipality and surrounding authorities in order to explore their experience and opinions.
- Trip to Bauska in order to explore local facilities.
- Bauska's homepage and news portals in order to seek the local life issues.
- Trustworthy e-sources like governmental one's in order to explore local legislations.