



PROJECT “MULTIFUNCTIONAL
SUSTAINABLE TOURISM
ENTREPRENEURSHIP DEVELOPMENT”
OPENING EVENT SEMINAR
03.03.2020, Rusne

Katrin Suursoo



Partners

- LAG Development Center
- LAG Green Riverland Partnership
- LAG North-Harju Partnership
- Estonian Environment Board - Lahemaa National Park
- LAG Cesis District Rural Partnership
- LAG Riga Region Rural Development Society
- LAG North-Kurzeme Business Association
- LAG Liepaja District Partnership
- LAG Association Lamatos Zeme
- Žemaitijas National Park
- LAGs from South-Sweden

Key Objectives

- Local entrepreneurs networking for exchanging different practical experiences and building the transnational contacts between them.
- Supporting joint development of sustainable tourism services in project regions.

Target group

- Rural all kind of (including handicraft, catering, museums, guides, shops etc) tourism entrepreneurs and NGO-s, who are offering or planning to offer sustainable tourism services.
- Rural/preurban artistic entrepreneurs (art, music etc).
- Young people, interested of starting a sustainable tourism enterprise or active young sustainable tourism entrepreneurs.

Expected results

- Several additional service and cooperation ideas (also cooperation between entrepreneurs and/or NGOs) have been implemented, which results in more developed sustainable tourism services with better quality.
- network of $4 + 3 = 7$ regions from Baltic States have been started through getting to know each other's organizations, services and plans.
- Plans for future sustainable cooperation(projects) have been developed and described in the final report.
- Partly implemented action plans of Lahemaa NP and Soomaa NP tourism areas.

General Impacts

- Participants from project activities are stronger involved in rural micro sustainable tourism enterprises and motivated by international experience and new possibilities.
- Better local and international cooperation between all organizations and people involved in the project (entrepreneurs, NGO-s, development organizations etc), including 4 + 3 = 7 involved LEADER LAG-s from Baltic States. Through successful cooperation activities the new sustainable promotion services are created or existing ones further developed, which have better quality and help to improve the sustainability of project regions sustainable tourism.
- Stronger and sustainable NP tourism areas.

MULTIFUNCTIONAL SUSTAINABLE TOURISM JOIN DEVELOPMENT 2019-2022 CALENDAR

DATE	ACTIVITY	PLACE	INTERNATIONAL	NATIONAL	PARTICIPANTS
2019					
DECEMBER					
09-Dec	Lahemaa NP strategy monitoring seminar	AK (Estonia)			AK
2020					
FEBRUARY					
18-Feb	Põhja-Eesti kohaliku toidu märgise ettevõtjate ja toitlustusteenuse pakujate koostööseminar	AK, PHKK (Estonia)			AK, PHKK
MARCH					
2.03.-6.03	Opening event	LAG Lamatos Zeme (Lithuania)			All partners
APRIL					
13.04-17.04	Study tour to RDR area	LAG Riga District Rural Development Association (Latvia)			All partners
MAY					
13.05-14.05	Study tour to PHKK area	PHKK (Estonia)			AK, PHKK, RJKK
AUGUST					
17.-19.08	Study tour to PHKK and AK areas	AK, PHKK (Estonia)			All partners
OCTOBER					
26.10-30.10	Study tour to Žemaitijas National Park	Žemaitijas National Park (Lithuania)			All partners
NOVEMBER					
	Lahemaa NP strategy monitoring seminar	AK (Estonia)			AK

2021					
APRIL					
26.04-28.04	Practical workshops	AK (Estonia)			All partners
MAY					
13.05-14.05	Study tour to RJKK area	RJKK (Estonia)			PHKK, RJKK
AUGUST					
Fish Festival time	Practical workshops	LAG Association Lamatos Zeme (Lithuania)			All partners
SEPTEMBER-OCTOBER					
28.09-02.10	Practical workshops	LAG Association Liepaja District Partnership (Latvia)			All partners
NOVEMBER					
	Lahemaa NP strategy monitoring seminar	AK (Estonia)			AK
2022					
APRIL					
25.04-29.04	Practical workshops	LAG Cesis District Rural Partnership (Latvia)			All partners
MAY					
16.05-20.05	Study tour to South-Sweden Skane region	Sweden			All partners
JUNE					
6.06-10.06	Final Event	RJKK (Estonia)			All partners
AUGUST					
	Lahemaa NP strategy monitoring seminar	AK (Estonia)			AK



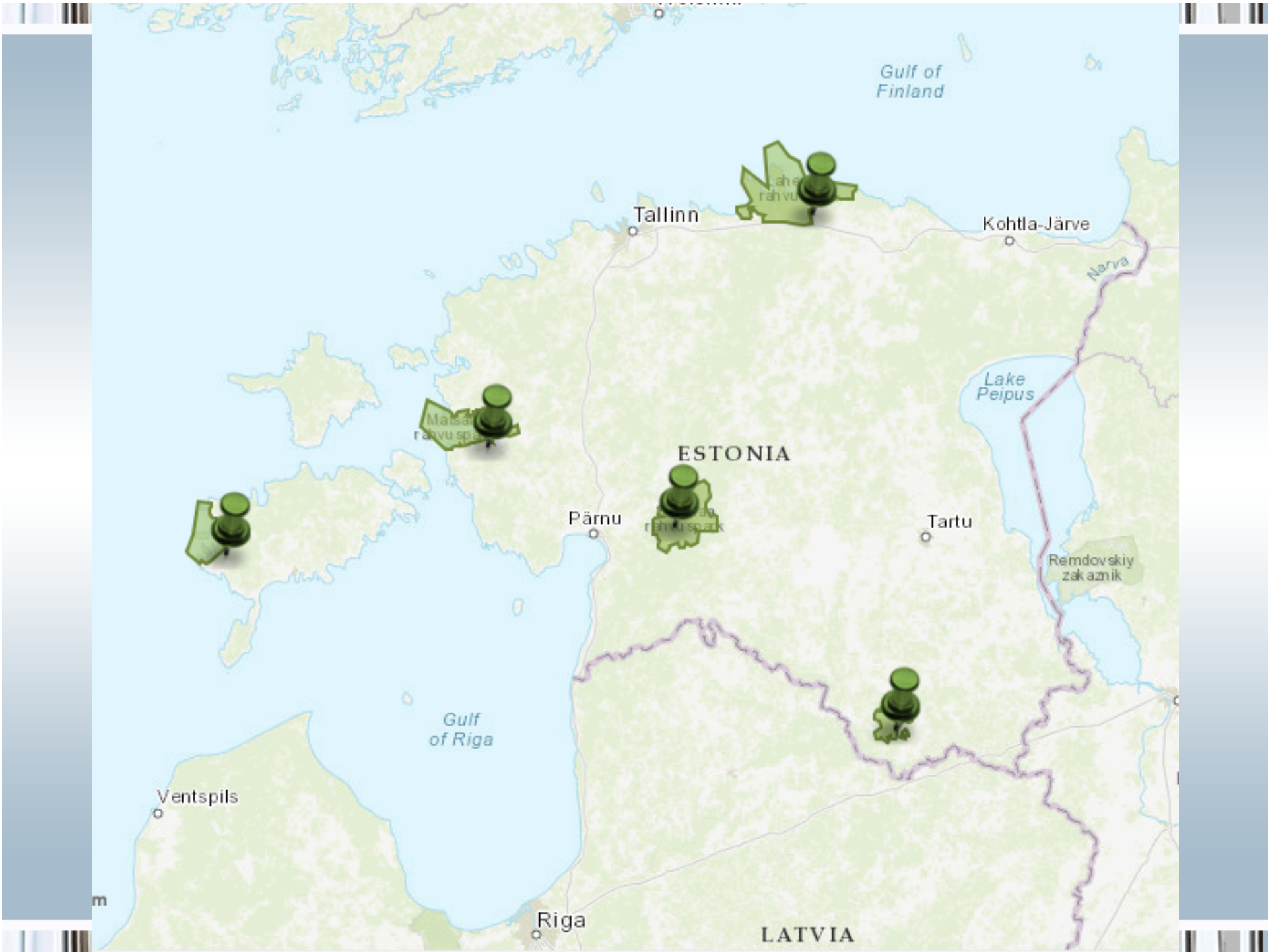
LAG DEVELOPMENT CENTER AREA = LAHEMAA NATIONAL PARK TOURISM AREA (EUROPARC)

Katrin Suursoo, Sirje Kuusik



Some important facts

- Development Center (AK: Arenduskoda) was created at 1994 and reorganized at 1997.
- 65 members (5 municipalities, 25 enterprises and 35 NGOs).
- The initiator and financer of Lahemaa NP certification process.
- The area is ~2 098 km² and the population is ~29 thousand people.
- The main areas of activity are agriculture, forestry, fishing and retail, and the majority of the companies are micro-enterprises (up to 10 employees).
- About 1,5 thousand active enterprises.
- 68 manors, which are important tourist attractions in the Lahemaa National Park Tourism Area.
- different type of accommodation: motel (1), hotel (5), guesthouse (20), B&B (15), holiday house (30), hostel (14), holiday village (9), guest apartment (2), tenting (8), other (6). All together 110



Lahemaa rahvuspark



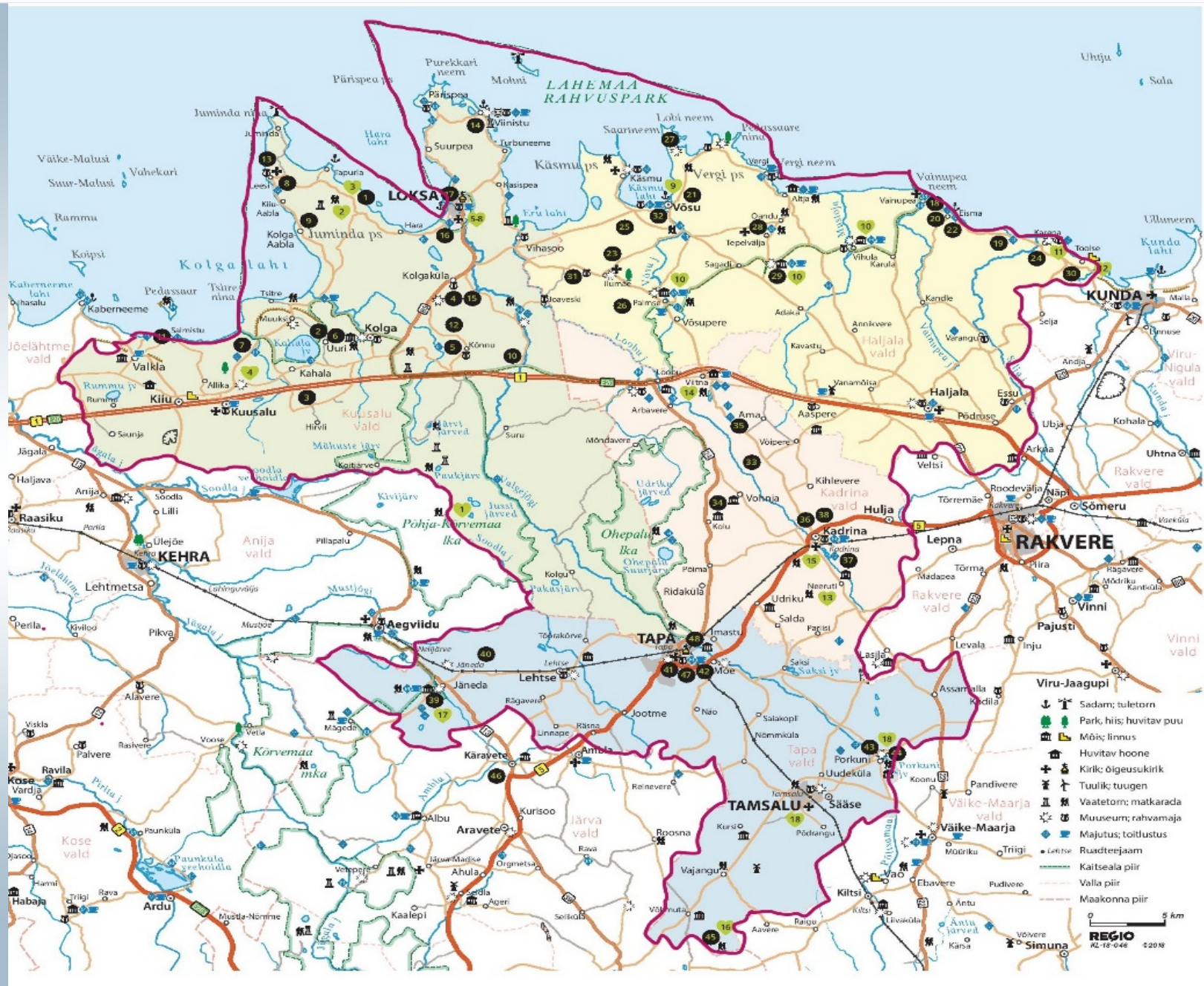
Lahemaa rahvuspark



Legend

- Lahemaa rahvuspark piir
- Sõjakaladevõlv
- Loodusreservaat (säiluskaitse)
- Jalgiga sõitmise keeluala
- Kaitseala piir
- Soo
- Mets
- Asustus
- Väikeskeelid ja keetus
- Sisseseadised
- Kalapüügilused
- Õppe- ja muuseumid
- RIKK-i matkete
- Kergliiklustee
- Põlga-Eesti kirik
- RIKK-i teabepunktid
- Lõike- ja telemisikohad, parkid
- Vaatepunkt, puhelikeid
- Tähelepanuväärne puu, metsasamaja
- Jaga, lindlattu
- Muuseum, arheoloogiline paik
- Mõisaalused, kirk
- Tulutorn, sadam

1:80 000 **REGIO**



Other LEADER cooperation projects

- Sustainable tourism development – 9 partners from Estonia, Latvia, Slovenia and Portugal, 3 years, ends 31.08.2020.
- Sustainable entrepreneurship in countryside – 6 partners from Estonia, Latvia and Finland, 3 years, ended 02.2019.
- North-Estonian Local Food - 6 partners from Estonia, 3 years, ended 09.2019.
- From the Capital to the Border city - 6 partners from Estonia, 3 years, ends 2020.

Lahemaa National Park

-established on June 01.1971, the oldest national park in Estonia and in Baltic-States

-surface area of the Lahemaa NP in North-Estonia is 74784 ha, of which 2/3 is land and 1/3 is sea

-values:

- forests, mires and bogs, meadows, lakes, rivers and the coastal seaside with small island Mohni
- cultural heritage, incl. historical manors, -villages and -farms
- different type nature study trails to enjoy and learn nature values, incl. bogs, different type forests, wild animals, birds, rare species in Europe

Did you know?

- Lahemaa National Park was created to protect the landscape types and natural values characteristic of Northern-Estonia, such as the sea, rivers, lakes, forests, meadows and mires.
- Lahemaa National Park belongs to the Natura 2000 network of protected habitat and bird sites. This area is also home to a number of protected, rare and endangered species.
- Lahemaa is the area with the highest number of erratic boulders in the North European glaciation area.
- There are 21 study and hiking trails in the national park, in total some 120 km.
- There are 68 villages and settlements of various kinds in the national park and some 10,000 man-made structures.

Tourist information and nature education

- www.lahemaa.ee
- www.visitestonia.ee
- www.loodusegakoos.ee
- tourist information centre in Palmse with exhibition, souvenirs and possibility to watch Lahemaa NP video (different language subtitles) and tourist information point in Oandu Nature Centre
- Sagadi Forest museum with handicraft shop and Nature school
- Oandu nature centre with nature trails nearby: heritage trail, beavers trail and forest trail
- several other nature trails: Viru bog nature trail with watching tower, Altja nature trail, Viitna lakes nature trail

Tourism services in Lahemaa NP area

- 3 big manors as tourism centres: Palmse, Vihula and Sagadi
- food services: restaurants, taverns, cafe-s, from advance booking catering
- Attractions: nature objects, manors, museums, churches & cemeteries, harbours, boulders, hiking trails, observation towers
- Activities: bicycling, hiking, sauna, water sports, discgolf, skiing, riding, fishing
- Events: theatre performances, (folk, jazz) concerts and festivals, fairs, sport marathons

Tourism development in Lahemaa NP area

- development in cooperation of partner organizations:
 - administrator of Lahemaa NP and nearby other protected areas:
Environment Board, North-Region and RMK
 - LAG Development Centre (4 municipalities, 1 small town):
sustainable tourism strategy made and applied to EUROPARC charter in 2018, monitoring in May 2019, certificate got in December 2019 in Brussels.
 - local authorities and other partners involved.

All together 79 persons involved actively in strategy: 31 persons from enterprises, 23 persons from NGOs, 10 persons municipalities, 13 persons from state organisations.

Main manors

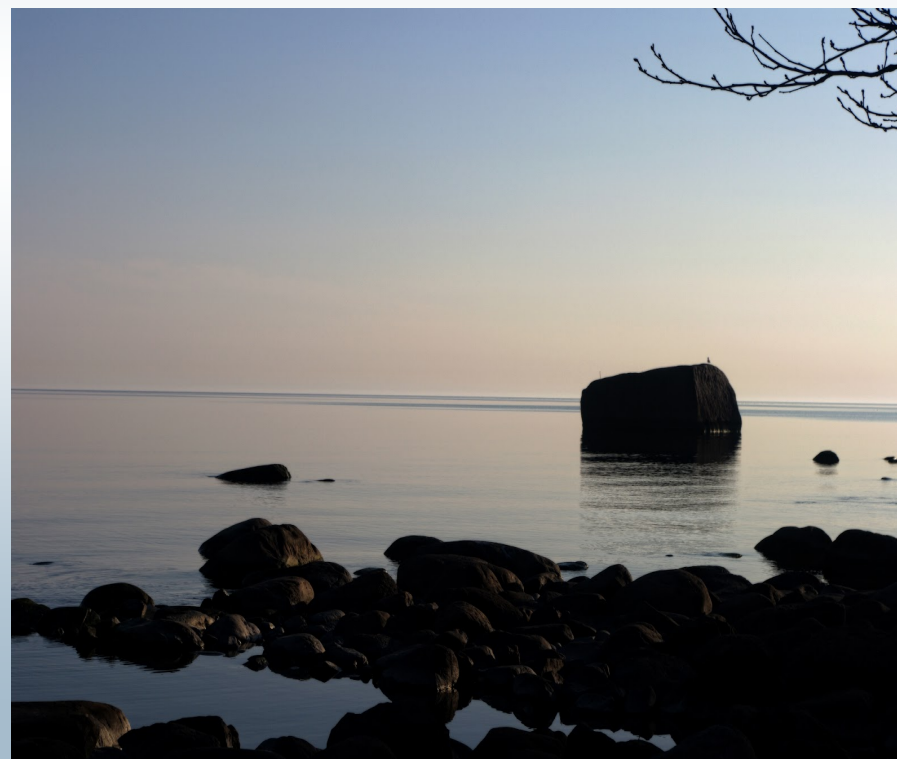
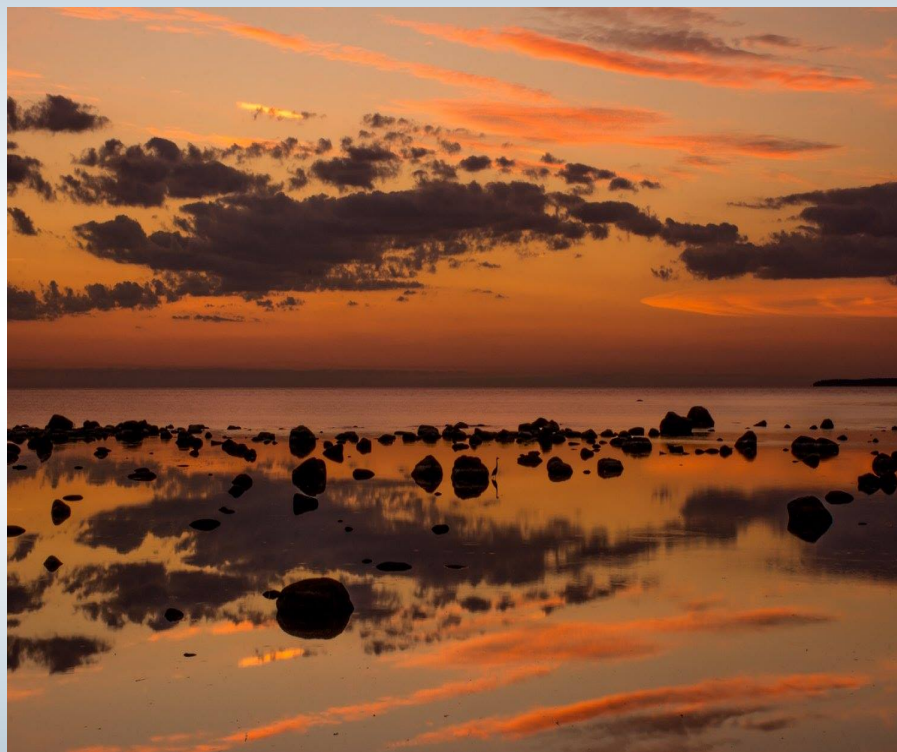
Sagadi, Palmse, Vihula, Jäneda and Moe manors



Viru Bog



Sea in Lahemaa in Turbuneeme village



Altja fisherman village



Lakes and rivers in Lahemaa NP area



Viitna Long lake

Nõmmeveski river waterfall



Heritage in Lahemaa



Majakivi rock

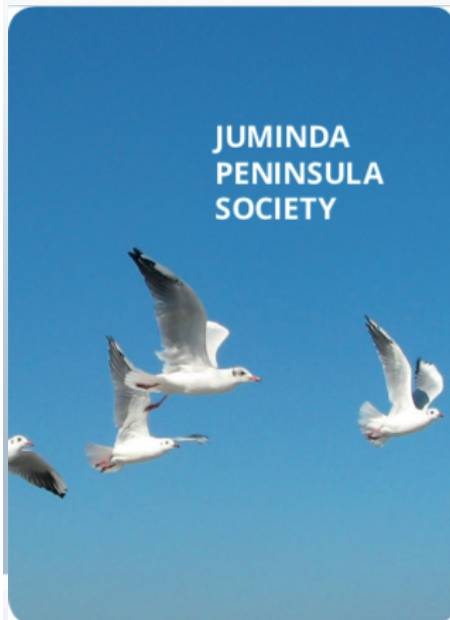
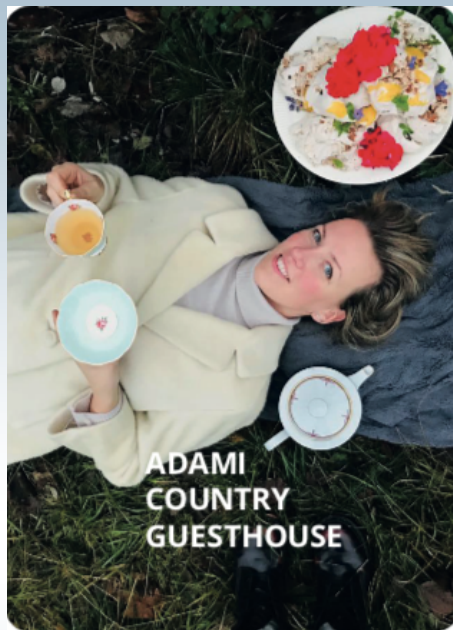
Oandu cultural heritage trail



Animals in Lahemaa NP



Sustainable tourism entrepreneurs

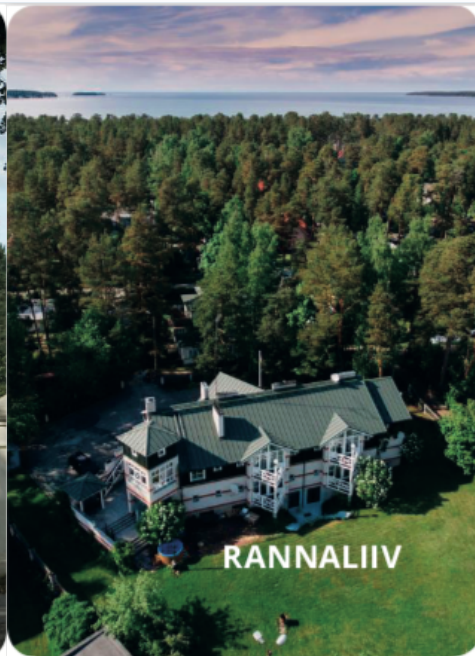




**MOE
MUSEUM**



**PALMSE
MANOR**



RANNALIIV



**RMK OANDU
VISITOR CENTRE**



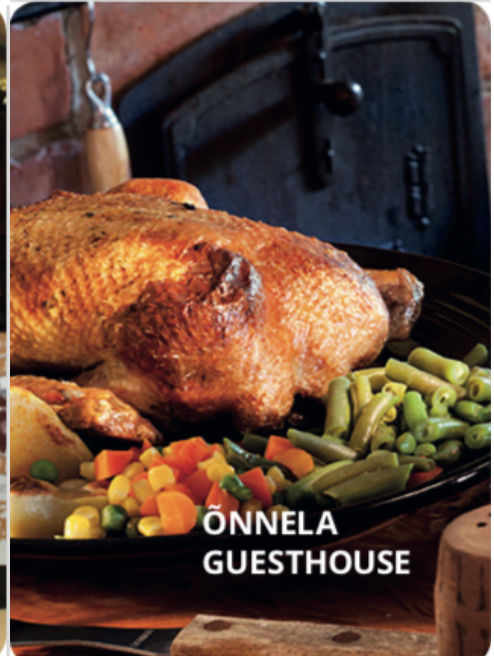
**VALKLA
BEACH**



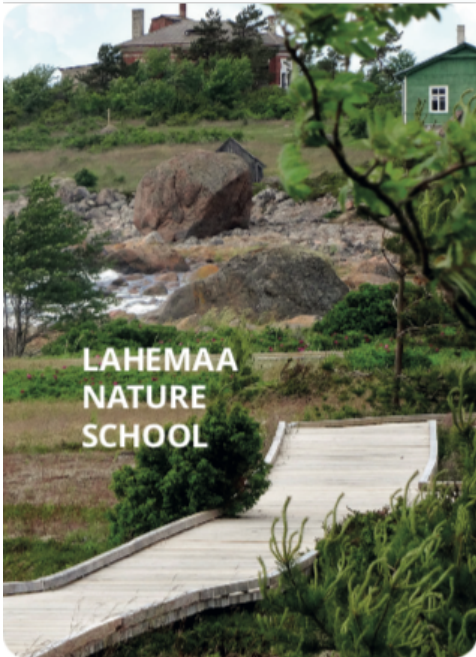
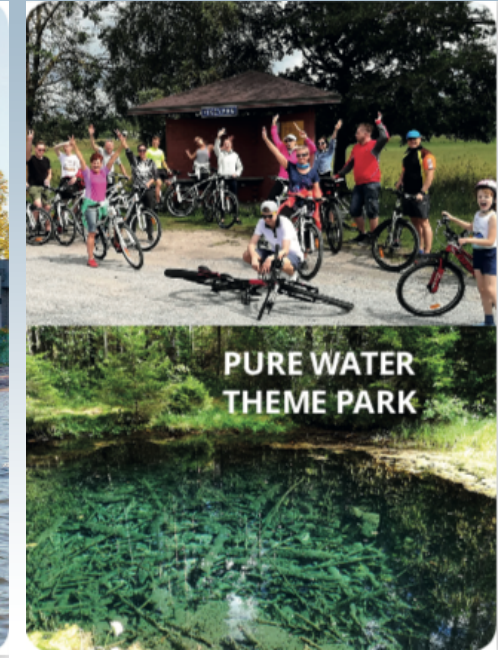
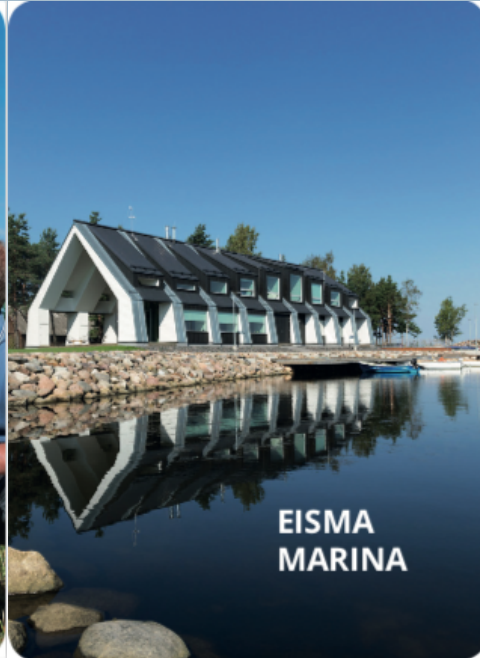
**VALGEJÕE
VEINIVILLA
WINERY**



**VELDI JA
TÜTRED**



**ÕNNELA
GUESTHOUSE**



Lahemaa NP visitor center



EUROPARC



Sustainable Tourism is Good for Parks
and Good for People



EUROPARC
Sustainable Tourism
in Protected Areas

The EUROPARC Federation recognises that the **LAHEMAA NATIONAL PARK** fulfils the requirements for adherence to the European Charter for Sustainable Tourism in Protected Areas.

CERTIFICATE

In the **European Charter for Sustainable Tourism in Protected Areas (ECSTPA)**, that supports Parks and Regions towards becoming **Sustainable Destinations**, based on 5 principles:

- Giving priority to protection
- Contributing to Sustainable Development
- Engaging all stakeholders
- Planning sustainable tourism effectively
- Pursuing continuous improvement

Sustainable Tourism in European Protected Areas provides a meaningful quality experience, safeguards natural and cultural values, supports local livelihoods and quality of life, and is economically viable.



Ignace Schopp
President, EUROPARC Federation

The Park's commitment
The **LAHEMAA NATIONAL PARK** commits itself to following the principles of the European Charter for Sustainable Tourism in Protected Areas and to the implementation of the agreed strategy and action plan, through the continuing integration of all those concerned with sustainable tourism.

Urmas Kiti
Board Chairman,
NGO Arenduskoode

Riho Kuppert
General Director of Estonian
Environment Board



Brussels, 27th December 2019
The award is valid for five years.

Lahemaa NP Action Plan

- Protecting and preserving natural and cultural resources is a priority in the planning of destination development and marketing activities.
- Tourism services and products are sustainable, tailor-made for the target group, diversified, high-quality and competitive.
- All stakeholders are involved in the development of the destination, cooperation is purposeful and takes into account all interests.
- Information management is systemic and aimed at increasing awareness of visitors and local stakeholders.