

Panel 2

22.03.2011. 11:00 – 12:30

Nature based tourism products in protected nature areas – market demand, product, promotion & marketing



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Culture and nature



Landscape



Foto: I.Vilks



© Tomi Muukkonen



Nature based tourism product

- bundle of tangible and **intangible** components, based on activity at a nature destination
- perceived by the tourist as an experience
- service character of the product
- time and value (price)
- packaging

Nature based tourism product



Ecotourism

- *responsible* travel to *natural* areas that conserves the environment and sustains the *well-being* of *local* people.

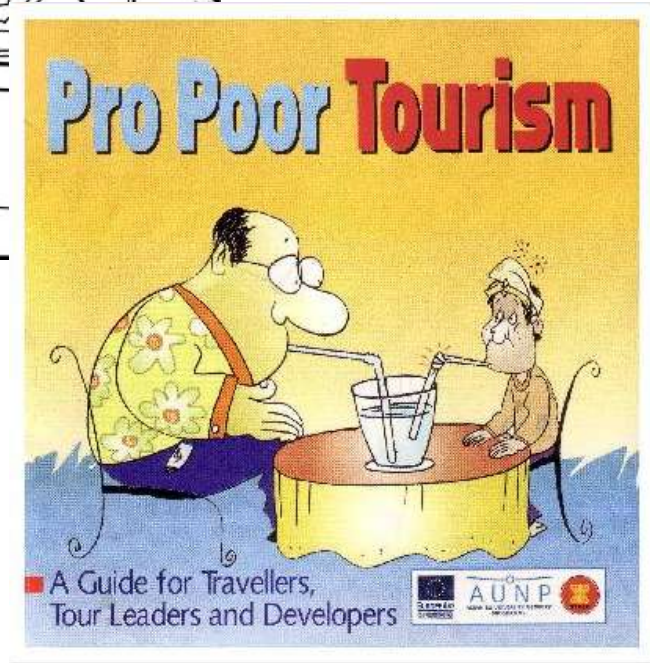
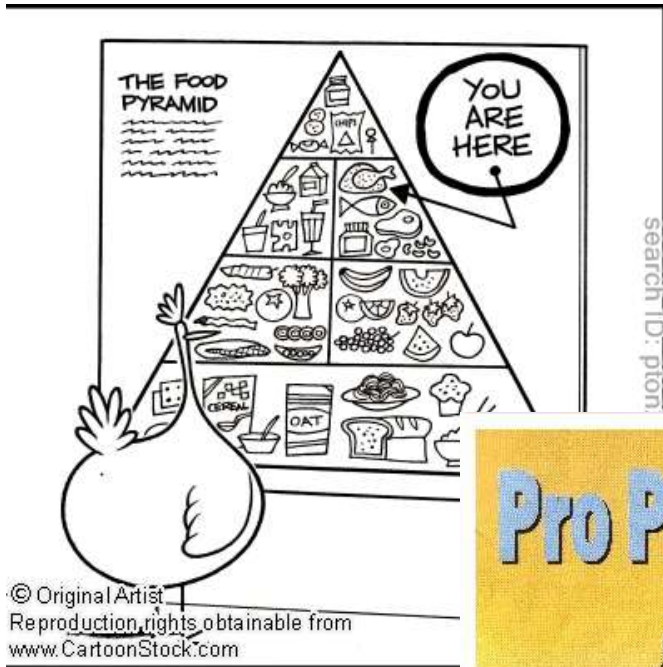
International Ecotourism Society (1991)

- *visitation to relatively undisturbed natural areas ... has low negative visitor impact, and provides for beneficially active socio-economic involvement of local populations*

World Conservation Union (1996)

Sustainability principles

Trends



Slow Food®



About nature conservation


more about people as about nature




Pests & Weeds



Nature as a resource and commercialisation



Birding Tour
Black Forest
Pygmy Owl &
Black Woodpecker



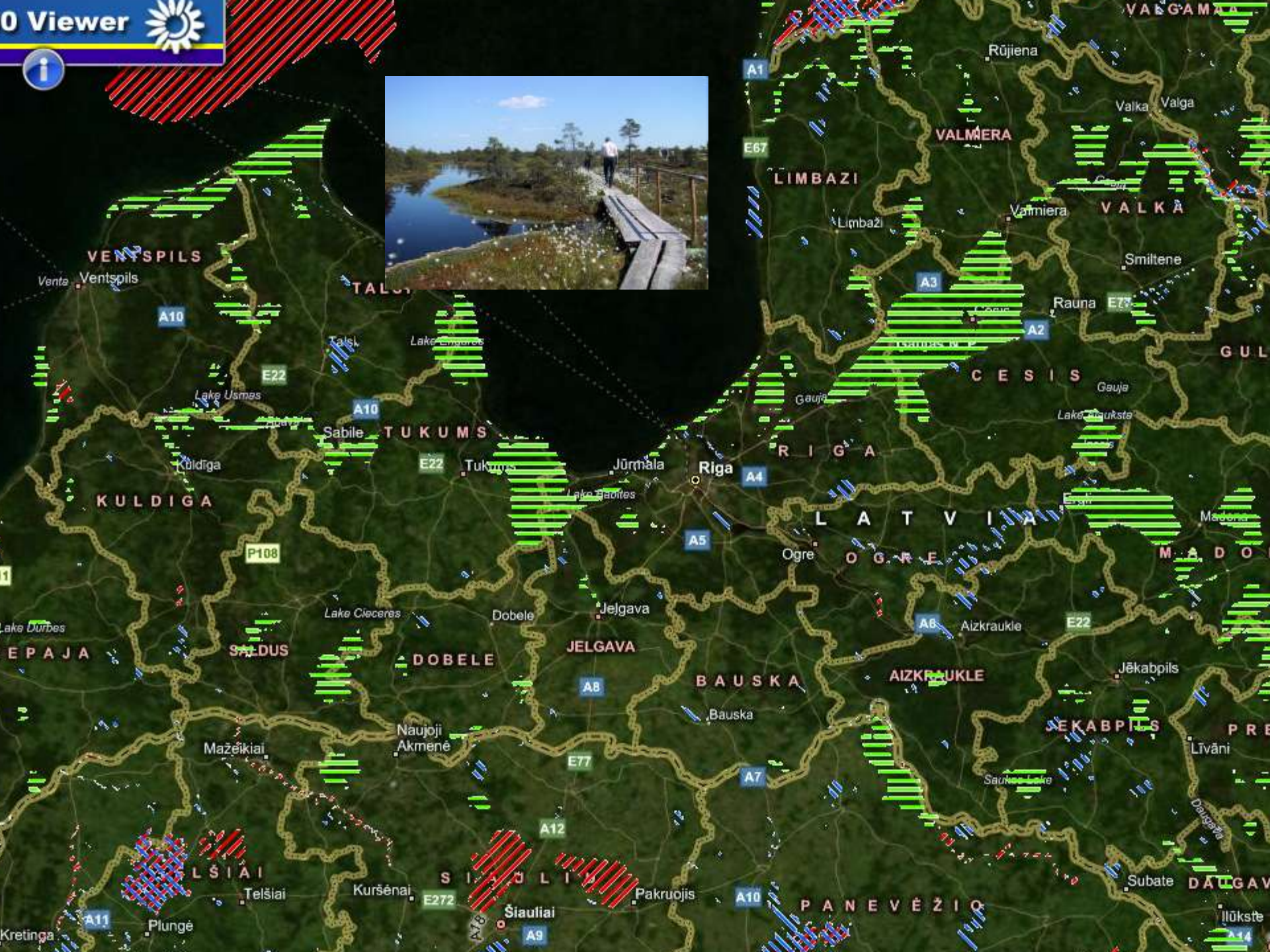
06.05.-09.05.11

Bird-B-Gone products carry the longest guarantees in the bird control industry and are made in the U.S. All our deterrents are humane, effective and safe for the environment. We provide first-rate customer service and our success is measured by the success of our customers.

We have over 100 bird control products including:

- Bird Spikes
- Bird Netting
- Bird Jolt Electric Flat Track
- Bird Spiders
- Bird Slope
- Goose Repellent
- Bird Wire
- Bird Slope
- Visual Deterrents
- Sound Deterrents
- Transparent Bird Gel
- Bird Repellent
- Bird Shock Electric Track





VENTSPILS

VALMĒRA

LIMBAZI

VALKĀ

TUKUMS

RĪGA

CĒSIS

KULDĪGA

LATVIA

OGRĒ

ĒPAJA

SALDUS

DOBELE

JELGAVA

BAUSKA

AIZKRAUKLE

JĒKABPILS

Mazēķiai

Naujoji Akmenē

E77

A7

Sauka Lake

PRE

LSIAI

SIJULI

PANEVĒŽIO

DĀLGAVA

Kretinga

Plungė

Kursēnai

Šiauliai

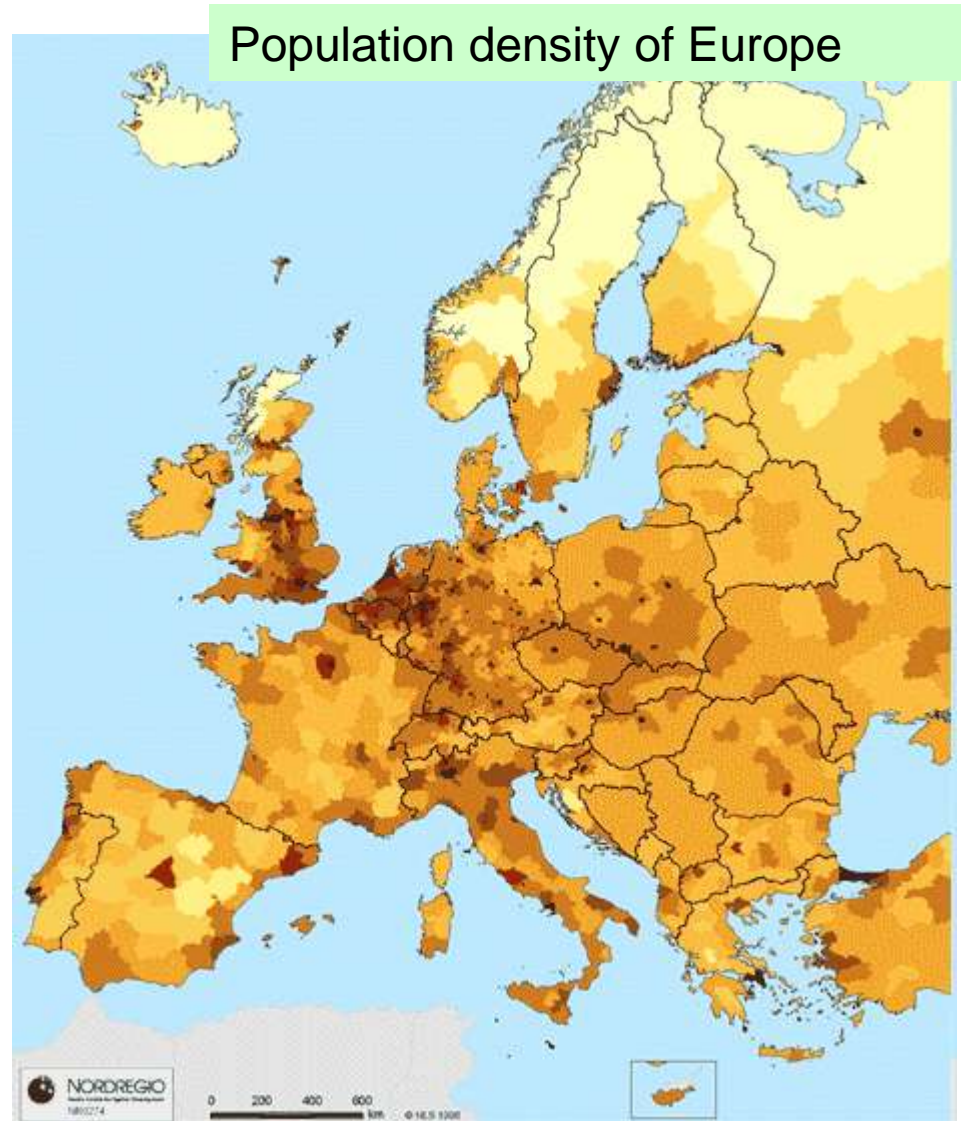
Pakruojis

Subate

Ilūkste

Market demand

- The perceived benefits provided to meet the customer's needs and wants, quality of service received, and the value for money



Scandinavian *Friluftsliv*



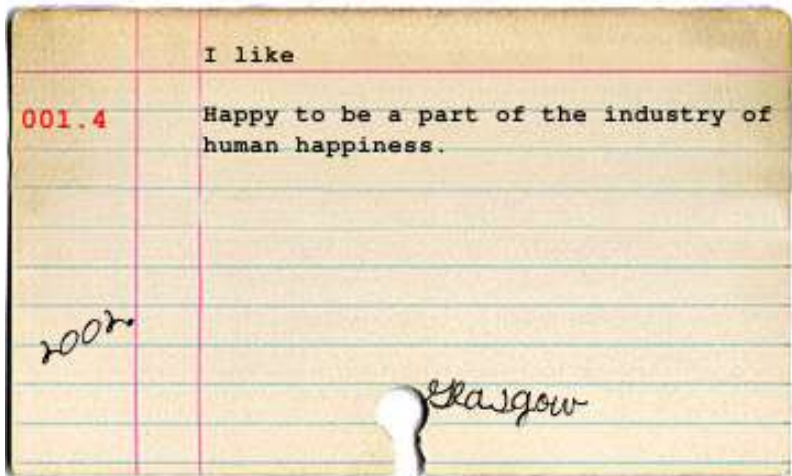
Segmentation



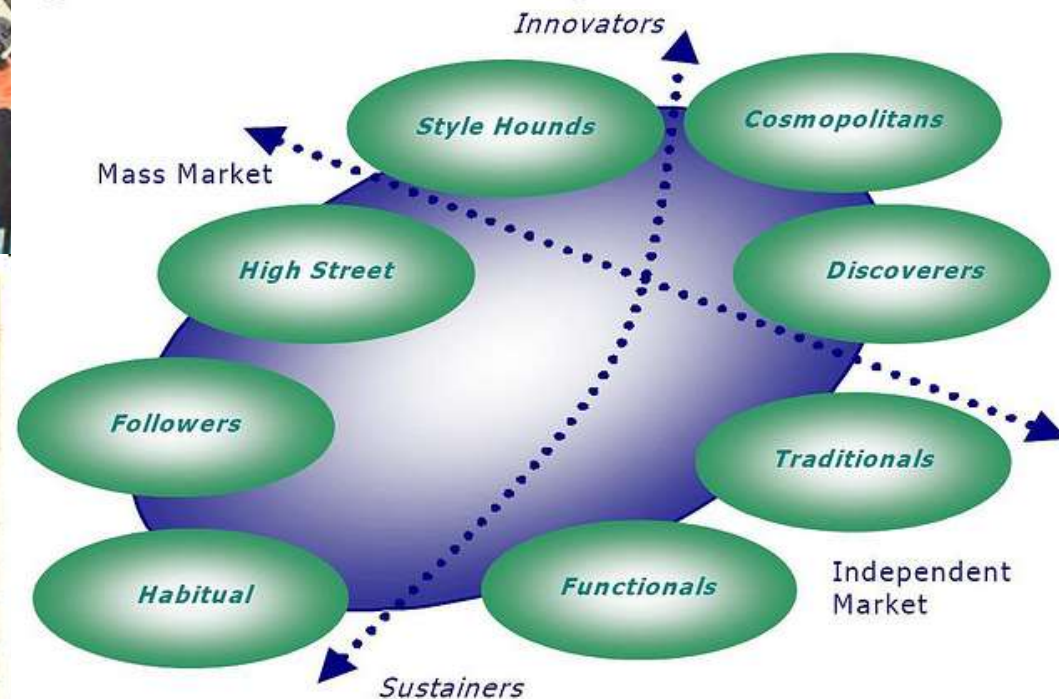
Lifestyles of Health and Sustainability (LOHAS), a market segment focused on health and fitness, the **environment**, personal development, sustainable living, and social justice.

Understanding the market

"Birdwatchers" at the Cape's press site. Thousands of others, usually less well equipped, crowd Cocoa Beach, and millions more throughout the country do their bird-watching by television.




mass culture and peer pressure or independently minded?



Customer oriented approach

- Who are our customers?
- What kind of benefits do **they** have from **our** product?



BUTTERFLIES

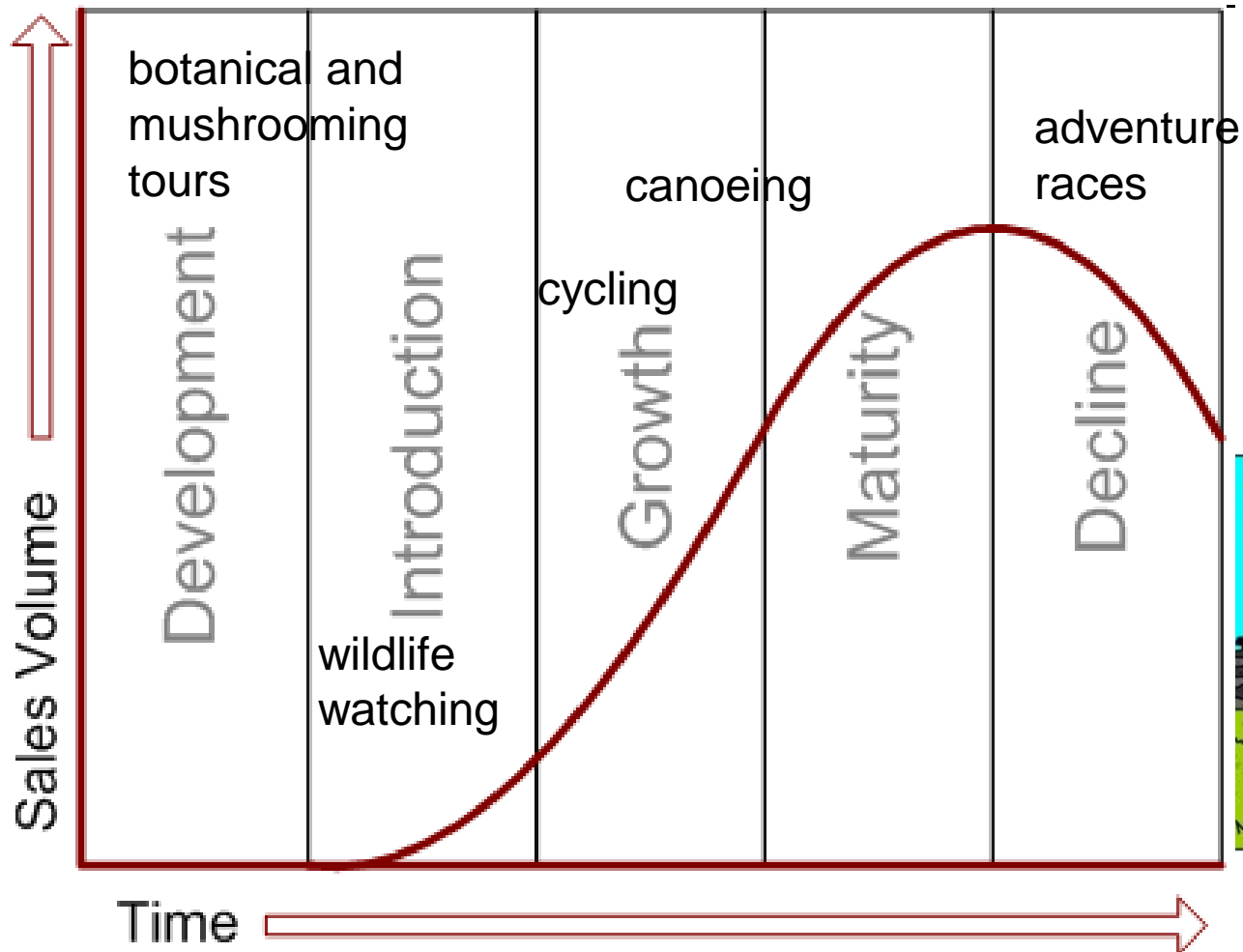
Our professionally organised, dedicated small group butterfly holidays range widely across the world – and make a direct contribution to butterfly conservation.

[VIEW ALL TOURS](#)

BUTTERFLY WATCHING HOLIDAYS

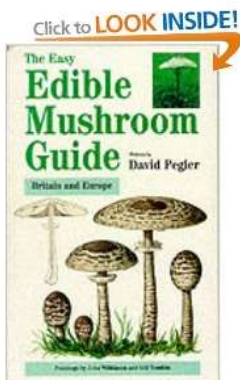
Product development

In most cases the tourist products are advances on and modifications of existing products.



Mushroom picking

Kostrzewski
Franciszek.
Grzybobranie.
1860



WHERE TO GO AND WHAT TO SEE?

Events

Where to eat?

Ecotourism

Travel ideas

History and culture

Green tourism

Flora and fauna

Outdoor Adventures

Bird watching

Green Tips

Forest's bounty

Mushroom picking

Berry picking

Your interests and life-style

Leisure activities

Wellness and Spa

Latvia for You!

Medical tourism

Home » Where to go and what to see? » Green tourism » Forest's bounty » Mushroom picking

MUSHROOM PICKING

SHARE

In the autumn and late summer, one encounters large numbers of people in Latvian forests who are sporting baskets. Although Latvians dub themselves a nation of ploughmen or singers, they would certainly also deserve the title of a nation of mushroom pickers.



Edible mushroom - Porcini

Photo: Lauku ceļotājs



VIRTUAL MAP OF LATVIA



To the map

Tourist Hotline 1188

- Help in emergency situations
- Information on transportation
- Direct lines with tourism information centres, embassies, taxi services, etc.
- Information about entertainment possibilities and ticket reservations
- Complains and suggestions

Service is accessible 24 hours a day to all phone network clients/subscribers in Latvian territory and to non-resident subscribers.

Outside Latvia, the service can be accessed by phoning: +371 6700 1188, toll per call is set according to each phone company's fees.

Nature as inspiration













Nature performances

- Crain dancing
- Mating-place of black grouse or capercaillie



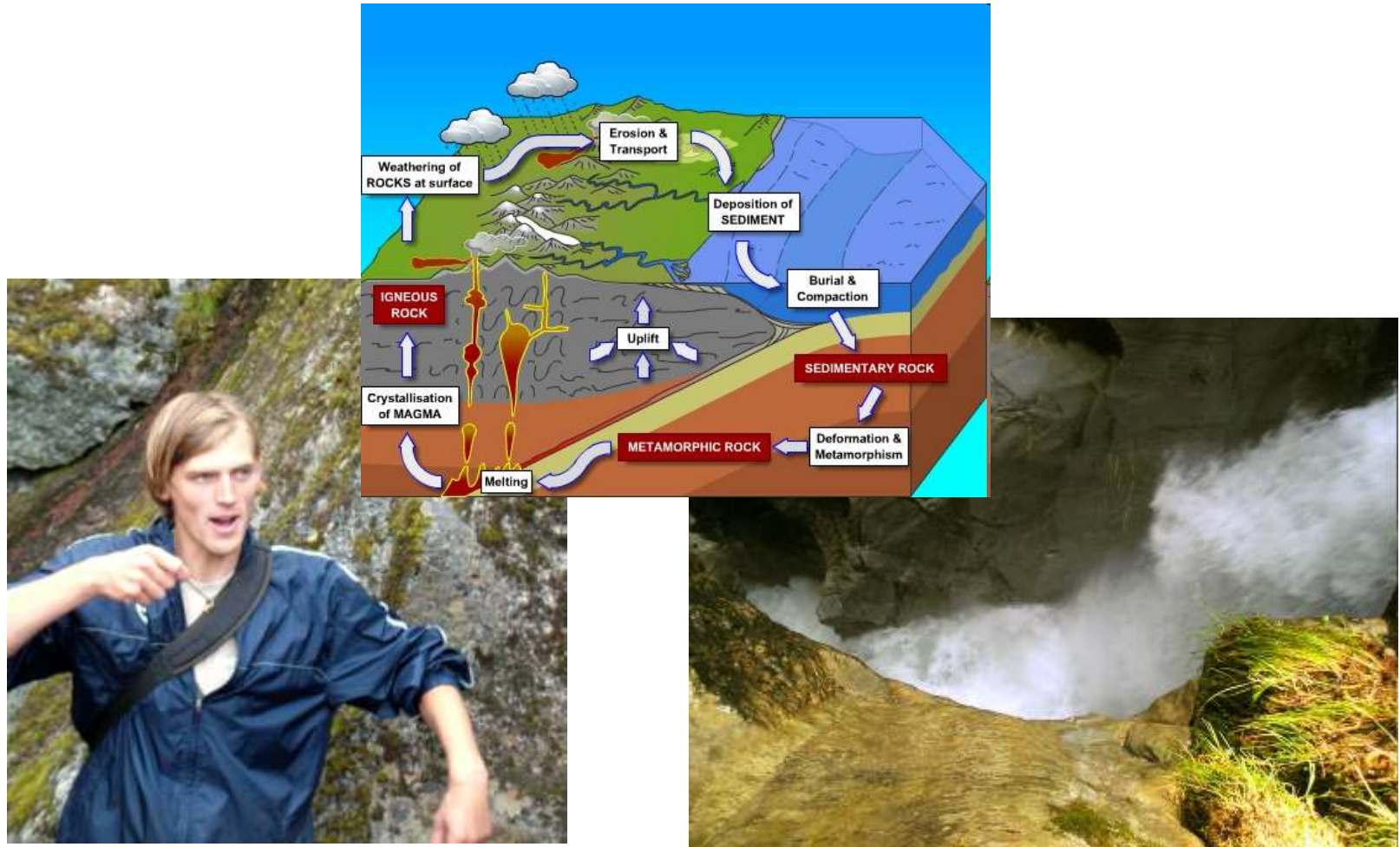
Small-scale tourist groups *versus* mass tourism

Scale and sensation



Wolf's dunghill or
duchess boudoir

Excellent on-site interpretation



Mood & humour

Ekskursija (lat.) mazs ceļojums, sevišķi ar izglītības nolūkiem; arī izbraukums pajautrināšanās dēļ.

(1911, Konversācijas vārdnīca: Rīgas Latviešu biedrības derīgu grāmatu nodaļa)



6-D approach

Touching

Viewing

Smelling

Tasting

Listening

Sense



Sajūtas ir pamatā cilvēka eksistencei origin

Sajūtas ir pirmavots visām mūsu zināšanām par pasauli

Sajūtas attīstās līdz ar cilvēka praktisko darbību



Different senses and experiences

Marketing turn

Word of mouth power

Experience and customization

Comparative advantage



Matterhorn route

A paradise for mountain-bikers



Competitive advantage



Interpretation & guiding



To bore



Emotionality



Creativity



Enthusiasm



Improvisation



Scenic points & story telling



Mix in memorabilia



Helping tourists to achieve success



To encourage



To encourage



To amaze, to surprise

Before entering in the Thorgeir church at the Godafoss waterfall the tourist guide told:

“Probably you will experience one of the most beautiful altar paintings of the world”

To amaze, to surprise



Iceland, June 2009. Before entering in the Thorgeir church at the Godafoss waterfall the guide told: "Probably you will experience one of the most beautiful altar paintings of the world"

Relaxed



To feel the right moment what was the reason to buy this nature tourism product and let people to breathe deeply

~~Stories about everything what we will not see~~



Project on Nature Tourism

„2008-2011 Sustainable use and management of nature resources in the Natura 2000 sites – popular and potential tourism destinations in Latvia.“

(2008 – 2011)

Project information: http://www.celotajs.lv/cont/prof/proj/EEZ/EEZ_en.html

Project goal – maintenance and rational use of biological diversity and nature resources in the *Natura 2000* sites in Latvia as existing and potential tourism destinations, facilitating balanced and planned economical development according to the principles of sustainability.

Key activities and results:

1. Tourism development plans for 4 Natura 2000 sites in Latvia – the Rāzna national park, the Vidzeme stony seacoast within the Ziemeļvidzeme biosphere reserve, the Abava river valley nature park, the nature park "Dviete's floodlands". The sites will be inspected and stakeholder seminars will be organized to ensure involvement of all stakeholding parties and integration of their interests in the tourism development plans.

2. Tourism management guidelines for Natura 2000 sites.

Nature objects in the Natura 2000 sites which are advertised as tourism attractions will be inspected, good and bad management practices will be identified and impact from tourism assessed. The guidelines will be based on inspection data and analysis.

3. "Traveller's Green Advice".

Practical advice for tourists, and informative as well as educational material for tourism providers, tourist

information offices, local governments and others concerned with the *Natura 2000* sites. The Traveller's Green Advice will present, in an easy and user friendly way, the nature protection rules and regulations to be observed when visiting nature sites.

4. Five brochures, promoting environment friendly tourism, nature values and importance of their protection for visitors:

- Hiking in Latvia,
- Boating in Latvia,
- Cycling in Latvia,
- Nature sightseeing in Latvia,
- Nature Holidays in the Baltics.

5. The Baltic conference on tourism in protected nature areas.

The conference will take place in spring of 2011 and will invite all stakeholders interested in tourism development in *Natura 2000* sites and other protected nature areas in the Baltic countries.

Natura 2000 in Europe



Natura 2000 in Europe –

Natura 2000 is a network of nature protected areas of European importance. It has been established to protect rare and endangered plant and animal species and their habitats (biotopes) in Europe. *Natura 2000* sites exist in all 27 Member States, they cover app. 20% of the EU territory – protecting many of our most attractive landscapes.

Project leader:

Latvian country tourism association "Lauku celotājs"
12-21, Vilņa str., Rīga LV-1083
Tel.: +371 67617600
Fax: +371 67830041
E-mail: asnate@celotajs.lv

www.celotajs.lv



Improving capacity



Basic principles for
**ENVIRONMENTALLY FRIENDLY
AND SUSTAINABLE**
nature tourism activities and product
development in nature areas

Supported by a grant from Iceland,
Liechtenstein and Norway through
the EEA Financial Mechanism and
the Norwegian Financial Mechanism



Designing and packaging



Nature watching



Dragon-flies at the Dviete Wetlands

The route is intended for dragon-fly watchers going by car, by bicycle, or walking. The dragon-flies are interesting to watch - you need only a camera for photo shooting or binoculars for their undisturbed viewing. The splendour and acrobatic flight of dragonflies is amazing and the determination of species is rather easy.



Time

In summer. The flight time of dragonflies varies among species, but mainly it is from April to October. If you plan one trip in May or early June, and another one - at the end of July or August, then your chance to see all the represented here dragonfly species will be the greatest.

Distance

~ 40 km.

Route

Kaldabruņa-Bebrene-Dviete-Mušķi

Duration

Two days



Routes availability

No signs provided. You need to use a good terrain map. In several places you are recommended to travel by radial routes on foot, taking into account the dragonfly's watching peculiarities

Road surface

Mainly dirt roads on the spot, but in plain relief, which makes driving a car or a bike particularly attractive.



Alternatives

Dragonfly-watching may well be supplemented by photographing butterflies or combined with fishing. Dviete floodplain also provides bird and plant watching facilities. You can visit the wild horse and cow herds and an observation tower on the shore of Skuķu lake, see the beautiful churches or go hiking along Pilskaines Siguldiņa trails, as well as go boating, especially during floods.



Optics for watching

Dragonflies can be mostly accessed close enough and easily watched with naked eye. Sometimes, however, binoculars can be used (optimally with eight-time magnification) - similar to bird watching. Camera with at least 100mm lens or a good shot zoom capability will be very useful.

Designing and packaging

POINTS OF INTEREST

1 The Ancient Dviete River Valley - the central focus of the Dviete Wetlands Nature Park. When the ice age ended, the melting ice created a valley that is approximately 20 km long. That is where the Dviete River flows now.

2 Lake Skuji and Lake Dviete - important environmental treasures - two overgrown and hard-to-reach wetland lakes, they are the largest lakes of their type in Latvia. During flooding season, the lakes go out of their banks to create one big body of water. The lakes are in the Ancient Dviete River Valley, and the river flows through them.

3 The Catholic church in Bēbrene. This beautiful building was erected between 1797 and 1833 in the style of classicism (the exterior) and the Baroque (interior). It is mostly viewable from the outside.

4 The Bēbrene Estate - the castle that was built by the nobility in 1896 and houses a high school today, the castle gates, the kitchen building, the house of the governor of the estate, the little hutch that was above the cellars, the windmill (1836), and the stables. The underground passage from the cellars to the kitchen has been preserved in part. Different thematic events are organised here. The estate is on one of the most beautiful landscape parks in Latvia.

5 The Gulbiņi information centre. One of the most important information objects in the area offers room for seminars, a set of informative literature, and souvenirs from local craftsmen. A beverage made from beaver glands is available for tasting. To the North and East of the centre is the Putni Island paddock (150 ha) with horses and cows adapted for life in the wild. There's also a bird-watching tower 500 metres from the centre on the shore of Lake Skuji.

6 An exhibition of wooden objects at a waterhole farm. The 15th homestead in



The Dviete wetlands at dawn



The "Gulbiņi" information centre in Dviete



Tasting a beverage made of beaver glands



CANOEING FLOODING OF THE DVIETE

Welcome to Dviete!

In the nature park you are free to walk around, ride your bike or your car, watch birds and animals, and take trips in rowboats. Hunting and camping are permitted only in places that have been approved specifically for that purpose. When observing migrating birds, please try to avoid any disruptions of their routine when they are resting or feeding.

THE ROUTE

This is a route for people who enjoy extreme or non-traditional water tourism, even though the descent in the Dviete River is no more than one metre in this part of the region. During flooding season, vast territories may become flooded, and that will affect your trip. Please remember that depending on floods and the season, parts of the Dviete may still be frozen in the springtime. The route as such is not difficult, but you will have to adapt to the specific situation.

Season: Flooding season (early April to early May). Locals say that the floodwaters rise for two weeks, remain in place for two weeks, and then recede for two weeks. The water level can be high in the wetlands during other times of the year if there has been lots of rain. It is hard to know when exactly the floods will occur and how strong they will be, so make sure that you get information from the locals in advance. During huge floods in the 1950s and 1960s, the water level rose by as much as six metres, flooding some 20 kilometres of the ancient river valley.

Boats: Canoes, seagoing boats, rubber boats, etc.

Beginning: The bridge across the Dviete at Bēbrene, where the road is a bit wider and there is an information stand. Locals may call it the Globoda Bridge (which is what the Dviete used to be called, as well).

End: The bridge at Munci, 1 km before the place where the Dviete flows into the Daugava. The area around the bridge may be flooded to the point where the bridge is not accessible. In that case, you can return to the Dviete bridge (2.5 km). From the Munci bridge, you can continue upriver along the lūkste River all the way to lūkste.

Length: 13 km

Duration: ~ 2-4 h

Difficulty: Easy

River fall: Less than one metre

Route: Bēbrene - Dviete - Munci

Distance from Riga: 200 km (via Nereta and Akmīste)

Logistics: Arrange for a car to pick you up at the end of the route.

Alternatives: You can start in lūkste and go down the lūkste River. Alternatively, you can go 'upstream' to lūkste along the flooded wetlands of Dviete.

Notes! Large areas will flood, and so make sure that your boat is stable. As the floodwaters rise, there can be a strong rush of water from the Daugava in those places where the Dviete wetlands are narrowed by bridges. During windy weather, there can be waves of 0.5 metres or so in height. During the maximum flooding, it can be

7 The Dviete Wetlands Nature Park contains a unique natural territory - the ancient Dviete River valley with Lake Skuji and Lake Dviete and the surrounding wetland meadows. During flooding season, these wetlands store up waters from the Daugava River. They absorb a lot of floodwater at first and then slowly return it, thus reducing the level of floods in the Daugava River valley. This process is the reason for the unique ecosystem which exists in this area. It is an important location for plants and birds both during migration and nesting season.

- TOURISM SERVICES**
- Nearby accommodations:
- 1** Strauti, (+371) 29115491
 - 2** Dailēs, (+371) 65400328
 - 3** Liepziē, (+371) 29460687
 - 4** Rozes, (+371) 29197182
 - 5** Bēbrene: Pāršņinnāls virtuveskoka (+371) 65444530
 - 6** Dzintāri, (+371) 28481223
 - 7** Pie torņa, (+371) 22427969
 - 8** Glendā, (+371) 29368657
 - 9** lūkste, (+371) 65462175



Promotional materials

PĀRGĀJIENU KARTE
HIKING MAP
LATVIJA LATVIA

23 pārgājēju maršruti > 500 km kopgaruma
hiking trails with a total distance of more than 500 km

283 naktsmitnes
accommodations

NATURA 2000 teritorijas
NATURA 2000 sites

Celojuma padomi
Travel advice

M 1 : 500 000

www.celotajs.lv

LAUKU CELOTAJS

VELOKARTE
LATVIJA, LIETUVA, IGAUNIJA
CYCLING MAP
LATVIA, LITHUANIA, ESTONIA

14 velo maršruti > 3700 km
cycling trails > 3700 km

11 laivu braucieni
boat trips

403 naktsmitnes Baltijā
accommodation in the Baltics

33 NATURA 2000 teritorijas
NATURA 2000 territories

M 1 : 1 000 000

www.celotajs.lv

DABAS BRĪVDIENAS
LATVIJA, LIETUVA, IGAUNIJA
NATURE HOLIDAYS
LATVIA, LITHUANIA, ESTONIA

100 dabas vietas Baltijā
nature places in the Baltics

383 naktsmitnes Baltijā
accommodations in the Baltics


33 NATURA 2000 teritorijas
NATURA 2000 sites

M 1 : 1 000 000

www.celotajs.lv


Promotional materials

**CEĻVEDIS
ŪDENSTŪRISTAM**



- 40 ūdenstūrisma maršruti pa upēm, ezeriem un jūru
- 350 apskates objekti
- 29 aizsargājamas dabas teritorijas
- Naktsmitnes
- Zaļie padomi

www.celotajs.lv
LAUKU CEĻOTĀIS



**CEĻJUMU KARTE
SKATU VIETAS LATVIJĀ
TOUR MAP
GREAT VIEWS IN LATVIA**



M 1 : 550 000

101 skatu vietas
great views

279 naktsmitnes
accommodations

www.celotajs.lv
LAUKU CEĻOTĀIS

norway grants 

On-line information and communication channels

Dabasdati.lv


Sveiki, Andris Klepers

Šobrīd aktīvie lietotāji: 8
Šodien ievadītie novērojumi: 72
Kopējais novērojumu skaits: 30354

Sadarbībā ar

Novērojuma foto


Diena.lv



DabasDati.lv **Jānis Jansons**

Trīspirkstu dzenis, *Picoides tridactylus*
Foto: Jānis Jansons

2011-03-20 12:00:00, Imulas augštece, Ildzis, skaits 2
Augšuplādēts 2011-03-21 19:23:18



Uz novērojumu