

Biological diversity and its protection in a rural tourism establishment

Majority of people in Latvia recognise nature as one of the biggest values of the country. Not only because of its diversity, attractive landscapes and being a shelter for rare plants and animals, providing oasis of their natural habitats in the modern industrialised environment. Nature is one of the main tourism resources of today. Nature based activities in untouched areas is one of the most demanded tourism products in Europe. One of the reasons is the experience of many industrialised countries showing that natural values can disappear fast while their re-introduction requires large investment. Besides, a marshland which is „restored” in short time, will not present the same value and biological qualities as the one which has been formed during several thousands of years and untouched till nowadays.

If we are doomed to face the reality of the countries where nature values are almost destroyed – it depends on us. Hopefully, this paper will help you to learn about, understand and to preserve the living nature in all its value. This is just logical – to maintain and protect the nature values and resources we are rich in and which attract visitors from near and far!

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