

Dabas Tūrisma Mārketings

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Kas ir dabas tūrisms?



Potenciālās mērķgrupas

- Vieglās aktīvās atpūtas cienītāji
- Aktīvie piedzīvojumu meklētāji
- Ekotūristi
- Dabas pētnieki
- *Skolu grupas*

Produkts

Bebrs?



Sēne?



Purva taka?



Ainava?



Aktīvā atpūta

- **Romania: Carpathian Culture and Wildlife**

One of the last remaining true wilderness areas in Europe can be found in the majestic Piatra Craiului Mountains of central Romania. For centuries the locals have existed in harmony with a rich variety of rare wildlife, including Europe's highest concentration of bears, wolves and lynx. Our days are spent on walks through spectacular canyons, virgin forests and Saxon villages. We stay in a guesthouse owned by a local family, providing a good standard of accommodation and delicious food. We visit the Beaver Reintroduction Programme and Europe's biggest rescue station for brown bears. There is also a chance to visit Bran Castle ('Dracula's Castle') and the mediaeval town of Brasov.

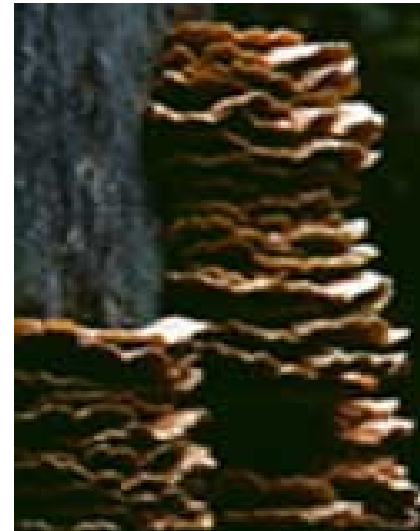


Wildlife tūres

- Poland: Mammals and Birds. Also Fungi and Landscapes.

We shall spend four days absorbing the timeless atmosphere of fascinating Bialowieza . Autumn is a good time to look for that most magnificent of European mammals, the European Bison, though seeing signs is more likely than an actual sighting. Wild Boar and up to eight species of Woodpecker including White-backed and Three-toed. Pygmy and Tengmalm's Owls can be found not far from the village in which we'll stay. Lesser Spotted and Booted Eagles, Nutcrackers and Hazelhen are other avifaunal highlights. Forests and meadows harbour Earthstars, Chicken-of-the- Woods, huge Parasol Mushrooms and tasty Cauliflower Fungus all just part of a colourful panoply of fabulous fungi.

The last three days will be spent exploring the wonderful Biebrza Marshes, one of Europe's most important wetlands. **Photographers will love this holiday for the atmospheric morning mists and the extraordinary fungi.**



Wildlife tūres

- **Estonia: flowers, butterflies and summer wildlife**

As well as great bird migration, Estonia has a fabulous array of habitats for flowers and butterflies. This, our first summer tour to the country, aims to visit a great selection of forests, marshes meadows, 'alvar' heath and much more on the Baltic islands and mainland.

The accommodation is good throughout with wholesome meals and friendly staff. Roads are good and distances small, giving lots of time for experiencing the wildlife.



Wildlife tūres

- Bulgaria: wild geese and winter wildlife

Every winter almost the entire world population of the handsome red-breasted goose return to the Black Sea coast, feeding on the winter crop fields of northern Bulgaria and the Romanian Danube Delta and roosting on the lakes of Shabla and Durankulak. As well as the birds, we will also have the opportunity to look for signs of some of Bulgaria's elusive and charismatic mammals: we will find tracks and signs and who knows, with luck, sightings of wild cat, otter or golden jackal are all strong possibilities.

But there is more to this part of Bulgaria than the wildlife. During this trip we will learn more about the sterling conservation work being carried out for these wetlands and their threatened wildlife, not least the red-breasted geese which will be the real highlight of the trip. **Funds raised by this trip will go to the red-breasted goose conservation project at Durankulak and Shabla.**



Aktīvā atpūta + daba

- .Argentina, Patagonia: ½ Day Snowshoeing

Activities: Snowshoeing, birding, marine and wildlife spotting and educational sightseeing

Interests: Winter ecology, wildlife, local and natural history

Depending on conditions, your guide will pick the Trail of the Day and embark on an interpretive snowshoe through a northwest winter wonderland experiencing the season's beauty and the adaptive ecosystem! Track and spot wildlife and wintering birds, all the while making sure we take time just taking in some magical scenery. Your naturalist guide will also share their vast knowledge of winter ecology, sustainability during the winter and extreme weather wilderness survival skills. You will also witness a grand landscape in motion - as seen from a geological perspective, your guide will describe the forces that have shaped the land, which only adds to the pleasure of the remarkable panorama.



Produkta veidošana

- Radam jaunu produktu?
- Papildinam esošo?
- Radam pievienoto vērtību?



Putnu vērošanas maršruts

- Rīga-Kuiviži-Mazsalaca-Burtnieki-Seda-Valka-Graši-Mumastiene -Zosna-Aglona-Dviete-Ormaņi-Pilsrundāle-Svēte-Jelgava-Rīga



Perspektīvie tirgi

- Vietējais tirgus



- Ārzemju tirgi



Komunikācija

- Informācija
- Sabiedriskās attiecības
- Reklāma
- Izstādes
- Partneri



Pārdošana

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