



Ecotourism in Estonia

1993 - 2013

milestones, lessons learned and challenges

Seminar on Ecotourism in Baltic Sea Region
RIGA 18.-19.06.2013

Aivar Ruukel - Estonian Ecotourism Association

My 3 hats

<http://about.me/AivarRuukel>

- ESTECAS

<http://www.ecotourism.ee/>

- Soomaa

<http://www.soomaa.com/>

- EMU

<http://www.emu.ee/>

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Aivar Ruukel

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EcoTourism and e-Tourism enthusiast and practitioner, consultant and lecturer. Knocking on academic door of mentioned subjects.

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1993 - before the beginning

Rural Development Program "Kodukant"



- local tourism business since 1995



Fifth Season



Dugout Canoe Building Workshops



1998

National conference "Nature Conservation and Tourism"

Turism looduse lävepakul

Ann Marvet



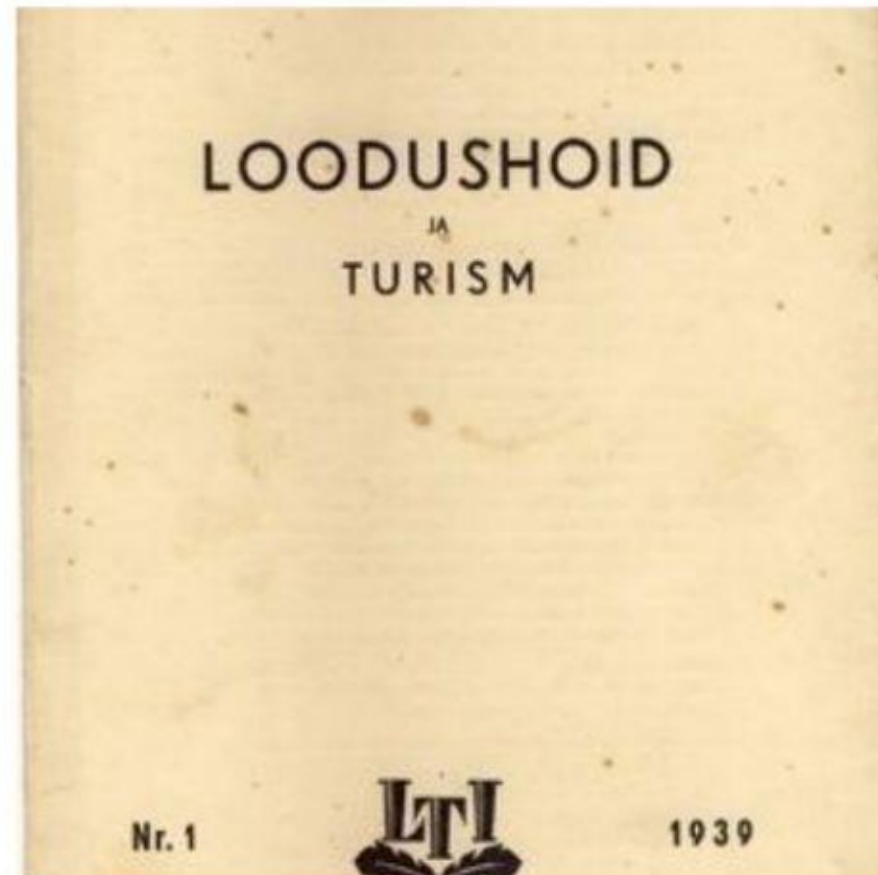
"Sina annad raha ja mina ehitan selle eest linnutornid?"

"Milleks neid torne üldse vaja on?"

"Selleks, et turistid luhta koos linnupesadega ära ei tallaks..."

Niisugune dialoog käis kõvahäälselt üle suure saali, mille esimestes ridades olid kohad sisse võtnud turismiarendajad ja tagumise osa hõivanud loodusekaitsjad. Need kaks loodusturismiga seotud poolust said möödunud aasta novembris kokku Pärnus: konverentsi "Loodushoid ja turism" korraldas Eesti Ökoturismi Ühendus.

1938 - 1940



"EHE" / Estonia - the Natural Way

Estonian Ecotourism Quality Label

- Established in 2000
- Criterias:
 - Accept carrying capacity
 - Support local economy
 - Green business performance
 - Support conservation of nature and culture
 - Responsibility, education and respect
 - Safety and quality



since year **2000**

Development of Estonian ecolabelling system

- 2000 short and simple applications forms
- 2004 meetings with Swedish Natures Best Labeling system team, adapting Swedish detailed application form.
- Application forms are too long and detailed, entrepreneurs are not satisfied with too high bureaucracy.
- 2008 Shortened and simplified application forms, improvement of trainings





**International Year of Ecotourism
2002**



• EHE LAAT •

Ecotourism Education in Estonia

www.emu.ee



**VÕRUMAA
KUTSEHARIDUSKESKUS**



TALLINNA ÜLIKOOL

Ecotourism Cluster

- Since 2008
- 15 local businesses
- Quality
- Trainings
- Study visits
- Joint marketing
- Sharing resources
- ...



PAN Parks



**Tourism as a Tool
for Nature Conservation**

#EuroEco 2010

European Ecotourism Conference



Welcome to #Euroeco 2013 in Romania

<http://european-ecotourism.eu/>



The 2nd European Ecotourism Conference

23-25 October 2013, Romania



European-Ecotourism-Conference

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PROGRAM
Oct. 23th-25th

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**ECOTOURISM IN
ROMANIA**

REGISTRATION
*early bird rates available
through July 1st*

Funders



Lifelong
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In cooperation with



ECOLNET

ecotourism-network.eu



EETLS - European Ecotourism Labelling Standard

Ecotourism Training for Businesses

Available courses

Ecotourism Training for Evaluators



Teacher: Lea Sudakova

Ecotourism Training for Evaluators_INTERNATIONAL



Teacher: Lea Sudakova

Teacher: Inga Kalvist

Ecotourism Training for Businesses



Teacher: Lea Sudakova

Teacher: EMU Admin

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2ND EUROPEAN ECOTOURISM CONFERENCE - EARLY BIRD REGISTRATION!
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EVENT DETAILS

 Time: **October 22, 2013 to October 26, 2013**
Location: **Poiana Brasov, Romania**
Event Type: **ecotourism, conference**
Organized By: **Association of Ecotourism in Romania**
Latest Activity: **May 29**

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The European Ecotourism Knowledge Network (ECOLNET) is a 3-year project 2010-2013 co-financed by the European Commission, Lifelong Learning Programme, Transversal Programmes, Key Activity 3 – ICT Networks.

Visit the official website for [more information](#)

MEMBERS

  
Nicos Marco Magrini Anna

EVENT DESCRIPTION

CONFERENCE INVITATION: EARLY BIRDS RATES

We have the pleasure of inviting you to the 2nd European

Thank you!

Questions please!

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