



Quality Ecotourism

Presentation by: Tracy Johnson, The Swedish Ecotourism Society

Creation of conditions for a certification system for ecotourism in the Baltic Region, Seminar 1

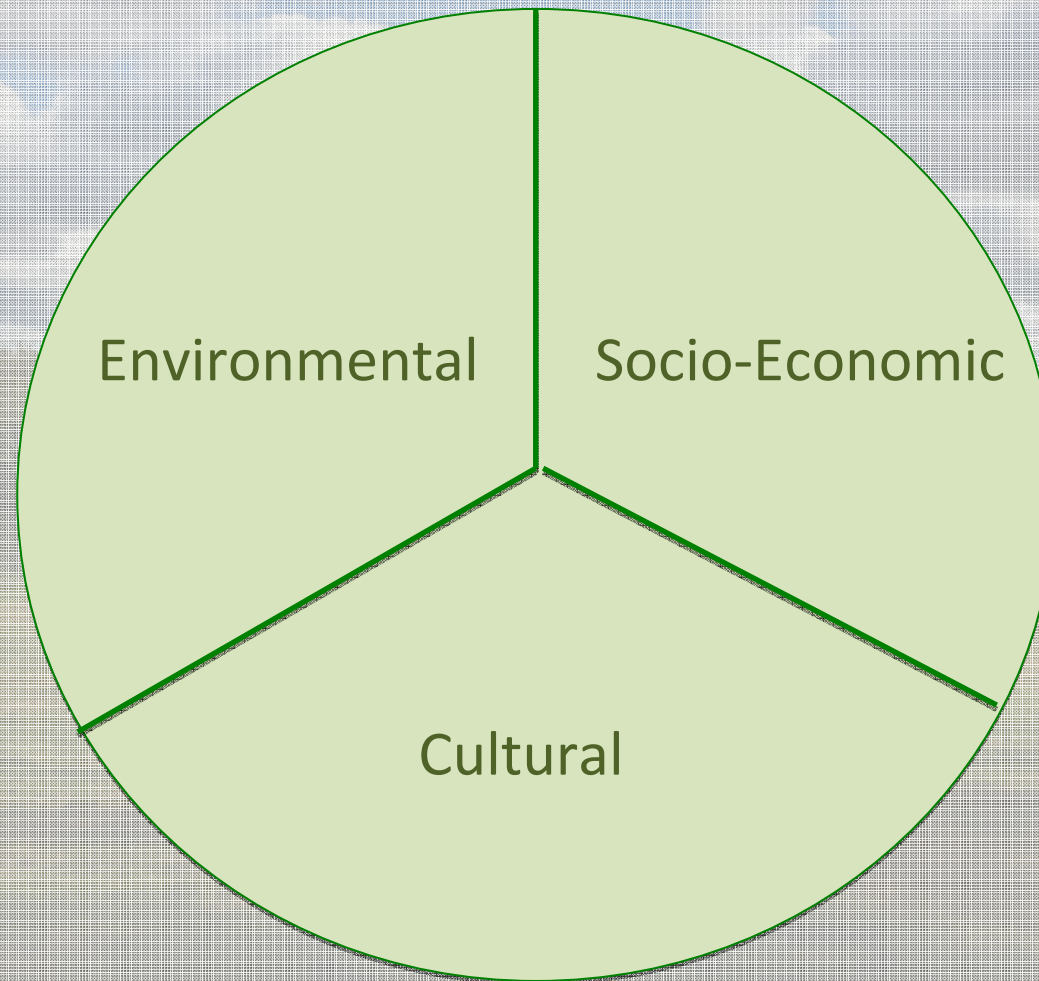
17-19 June 2013

Riga , Latvia

Definition of Ecotourism

- "responsible travel to natural areas that conserves the environment and improves the well-being of local people." (TIES, 1990)
 - ✓ **Minimize impact.**
 - ✓ **Build environmental and cultural awareness and respect.**
 - ✓ **Provide positive experiences for both visitors and hosts.**
 - ✓ **Provide direct financial benefits for conservation.**
 - ✓ **Provide financial benefits and empowerment for local people.**
 - ✓ **Raise sensitivity to host countries' political, environmental, and social climate.**

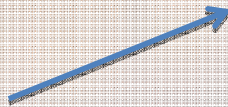
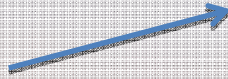
Sustainability



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Tourism Guest Cycle





Search



◆ Visibility – Marketing channels

Google



Visit Sweden



◆ Quality of Website/Marketing materials –

◆ Navigation, Text, Pictures, Product

Description, Management of
expectations

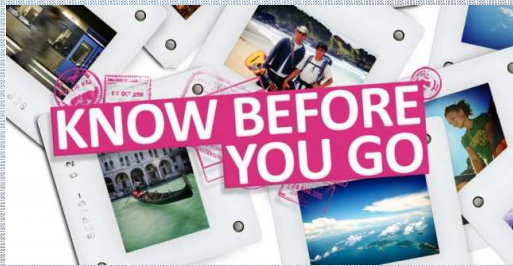
◆ Quality of Marketing Channels



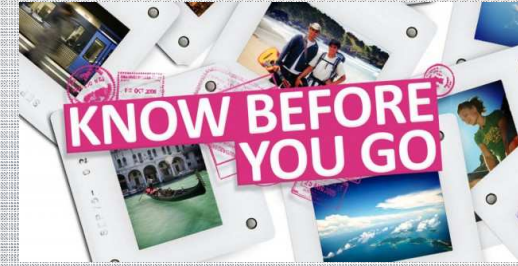
Purchase



- ◆ Online – Easy to find and use, secure, immediate confirmation
- ◆ Easy to find and use enquiry form
- ◆ Clear description of product, what is included and what isn't, price including tax
- ◆ Confirmation of receipt of enquiry
- ◆ Response to enquiries within 24 hrs



Pre-Departure Planning



◆ Reminder email

- ✓ What to bring
- ✓ How to get there
- ✓ Itinerary
- ✓ Additional relevant information (visas, currency, etc)

◆ Be accessible





VACATION!!

!

◆ Quality Products





VACATION!!
!



◆ **Quality Guides/Service**



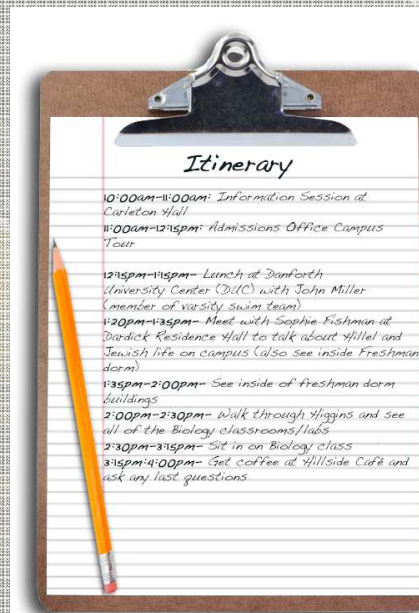


VACATION!!

!



◆ Organization/Flexibility





VACATION!!

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◆ Safety





VACATION!!
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◆ Customer Expectation





VACATION!!
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◆ Customer Expectation





Post-Departure



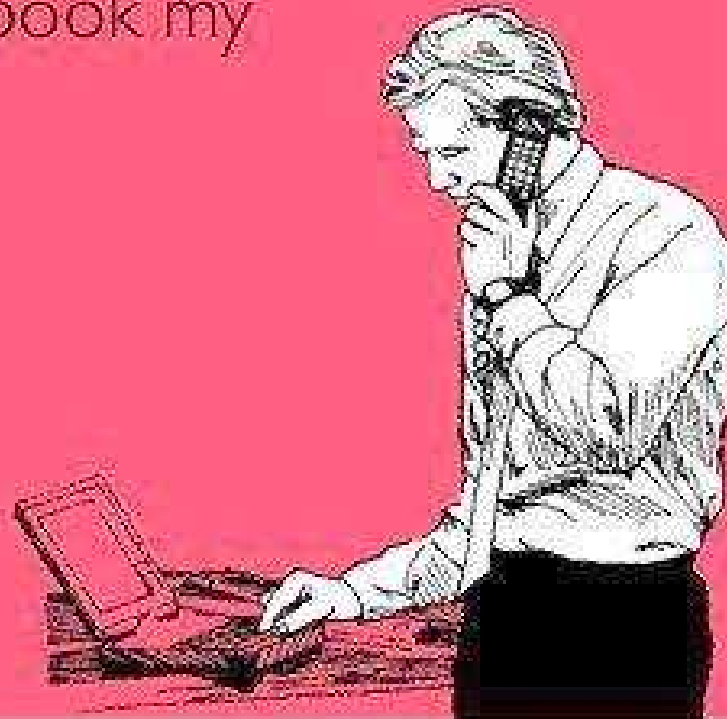
Thank you/Follow-up email

Customer satisfaction survey

Add to newsletter

Follow on social media

My first day back at work has
inspired me to book my
next vacation.



som^{ee}cards
USA® CARD

A couple examples

...



**WILD
SWEDEN**

- Founded by Marcus Eldh in 2002
- Founded to respond to a gap in wilderness safari's in Sweden
- Specializes in Wolf, Moose and Beaver safaris
- 2 full-time employees
- One of the most internationally-recognized ecotourism companies in Sweden
- Awarded the 2009 Grand Travel Award



"We try to give a genuine and professional picture of the business in advertisements and on our website, and to create realistic expectations and reach the right clients"

Search

Google moose safari sweden

Web Images Maps Shopping Videos More Search tools

About 774,000 results (0.17 seconds)

Ad related to moose safari sweden

Moose Watching Tours - MaineOutfitter.com
www.maineoutfitter.com/
 Come and get close to the wildlife here in Maine. Daily **Moose Tours!**
 Moose Watching Tours - Summer Adventure Trips - Private Moose Safari

Moose Safari | Wild Sweden – wildlife watching tours. Moose ...
www.wildsweden.com/short-tours/moose-safari/
 Our popular evening trip to see wild **Moose** in their natural habitat is a real highlight on your travels in **Sweden**. The **tour** starts in Skinnkatteberg, just two hours ...

Moose safari - Meet the Swedish national symbol in the wild - Nordic ...
www.nordicdiscovery.se/main-menu/guided-adventures/moose-safari/
Moose safari - A magnificent show. Imagine the splash of water when a massive 650 kg heavy bull moose is jumping in to the small lake just in front of us. Moose ...

Nordic Discovery: Rent of canoes and kayaks in Sweden. Beaver ...
www.nordicdiscovery.se/
 Beaver and **moose safaris** in one of the most wildlife-dense areas of **Sweden**. Plenty of wild moose have been spotted on all **moose safaris**. It is promised that ...

Moose Safari - Review of Wild Sweden - Day Tours, Skinnkatteberg ...
www.tripadvisor.com > ... > Wild Sweden - Day Tours
 ★★★★★ Rating: 5 - 31 reviews
 Wild **Sweden** - Day Tours: **Moose Safari** - See 31 traveler reviews, 31 candid photos, and great deals for Skinnkatteberg, **Sweden**, at TripAdvisor.

WILD SWEDEN

Day trips | Holiday packages | Where to stay | Plan Your Trip | About us | Contact us

English Svenska

Wildlife watching & photography

Wild Sweden is an awarded wildlife watching tour operator for small groups and individual travelers. We take you to meet with wild animals such as Moose, Wolf, Beaver, Brown Bear, Capercaillie and Great Grey Owl. During the last 10 years we have taken care of clients from more than 75 countries. Join our experienced guides for an adventure of a lifetime!

Sweden's Wildlife Tour

Duration: 4 days / 3 nights (or 5 days / 4 nights)
 Focus: Moose, Wolf, Beaver, Brown Bear
 Season: June – September
 Rate: 6950 SEK
Popular tour!

Kolarbyn Ecolodge Family Adventure

CELEBRATING 10 YEARS OF SUCCESS! 2003-2013

---> Check out our anniversary tours!
 Extended Moose, Beaver & Wolf tours

ASK YOUR QUESTION HERE

Your name
 Your email

Purchase



Pre-Trip Planning

WILD SWEDEN

Day trips | Holiday packages | Where to stay | Plan Your Trip | About us | Contact us

What to bring

We recommend you to bring the following equipment for your wildlife watching tour with WildSweden.

Summer packing list (April – September)

Very important:

- Rain proof clothing
- Waterproof/rubber boots (can be stored in our minivan) Let us know if you need to borrow rubber boots and your size.

Less important:

- Outdoor clothing for hiking (please avoid white/yellow colours)
- Warmer clothing for cold nights (for example thermal underwear)
- Warm hat for cold nights
- Extra pair of socks (in case you get wet)

English Svenska

CELEBRATING 10 YEARS OF SUCCESS! 2003-2013

---> Check out our anniversary tours!
Extended Moose, Beaver & Wolf tours

ASK YOUR QUESTION HERE

Your name

Your email

...”For the customer’s convenience and so they know that we take them seriously”

During the Activity



During the Activity



- Why did you choose this tour?

During the Activity



- Why did you choose this tour?
- What do you expect from this tour?

Post-Departure





**Vildmark i
Värmland**

Included in National Geographic
Traveler's 50 Tours of a Lifetime 2013

Founded in 1983, in response to high
unemployment in the area



Offers tours where guests build their own
timber rafts and then go rafting down the
Klarälvan River

One of the first tours to be
approved by Nature's Best in
2002

Search

YEAR-ROUND

because there is **more**

to the year than just

Summer!

Purchase

The screenshot shows the website for Vildmark i Värmland. At the top left is the logo with a green silhouette of a bear. To the right are flags for Sweden, Norway, and the UK. Below the logo is a navigation menu with links: HOME, ARRANGEMENTS, ACCOMMODATIONS, PAYMENT, CONTACT, and AGENT. The main content area is divided into two columns. The left column contains a calendar for June 2013 with the 13th highlighted in green. Below the calendar are dropdown menus for 'Number of guests' (set to 2 adults, 0 Child 3-15 years, 0 Child 0-2 years) and 'Arrangements' (set to All), followed by a 'Search' button. The right column has a heading 'Booking information' and a paragraph of text: 'Here you can find most of our arrangements and book directly. If you can not find the arrangements here, please contact us. Unfortunately, groups can not book online, please use the "booking request". Would you like to book accommodation, please click on the menu item "Accommodation" above.' At the bottom of the page, there are links for 'Booking Request', 'Contact', and 'Travel conditions', and contact information: 'Vildmark i Värmland - Box 209 | - SE-68525 Torsby | - Tel +46(0)560 140 40 | - Fax +46(0)560 130 68 | - info@vildmark.se'.

- Secure payment option via login details you receive with booking confirmation (also payable via invoice)
- Bookable via email or travel agent
- Special login section for travel agents

Pre-Trip Planning

- Login details upon receipt of payment
- Code for activity with info about Allemansrätten, directions, detailed trip description, etc
- Copy of contract to be signed upon arrival

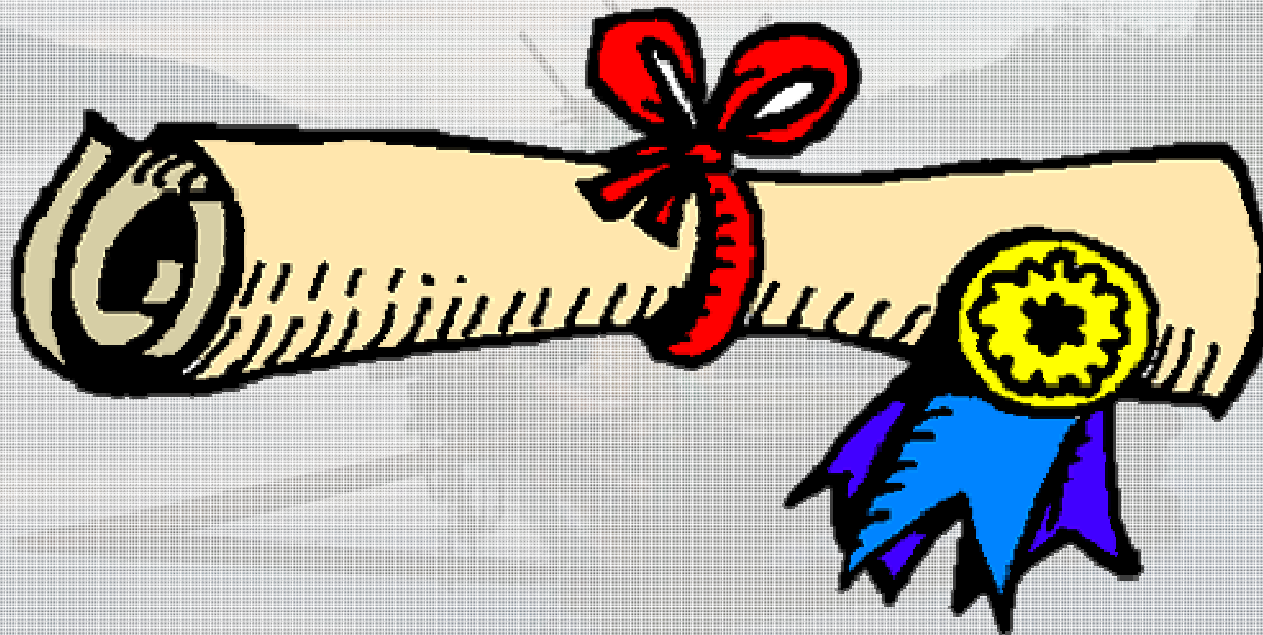


During the Activity



- Contract signed and verbal and written information given, including technical and safety instructions
- Free assistance along the trip if raft gets stuck

Post-Departure



Thank you!

And visit us at:
www.naturesbestsweden.com