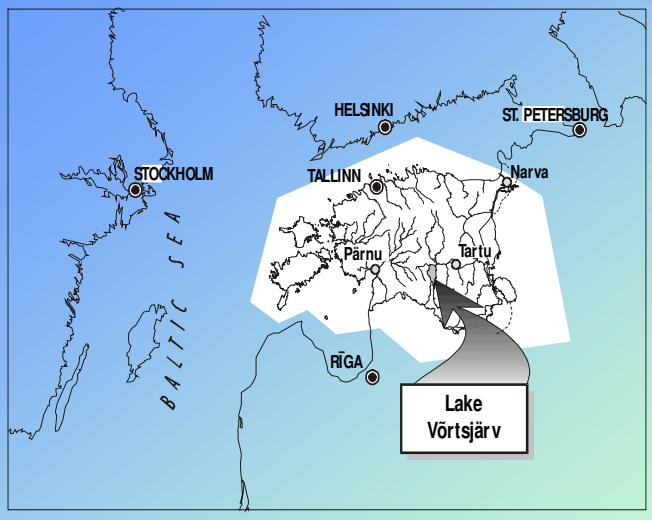
Survey

Communities, entrepreneurs and NGOs:

different points of view and expetations regarding tourism development

Jaanika Kaljuvee, Lake Võrtsjärv Foundation, Estonia
E-mail: jaanika@vortsjarv.ee

Location of the Lake Võrtsjärv



Non regulated shallow lake system
rich in natural values

Natura 2000 (pSCI; SPA)

7 local authorities around the lake

Surface area – 270 km2

Average depth – 2.8 m

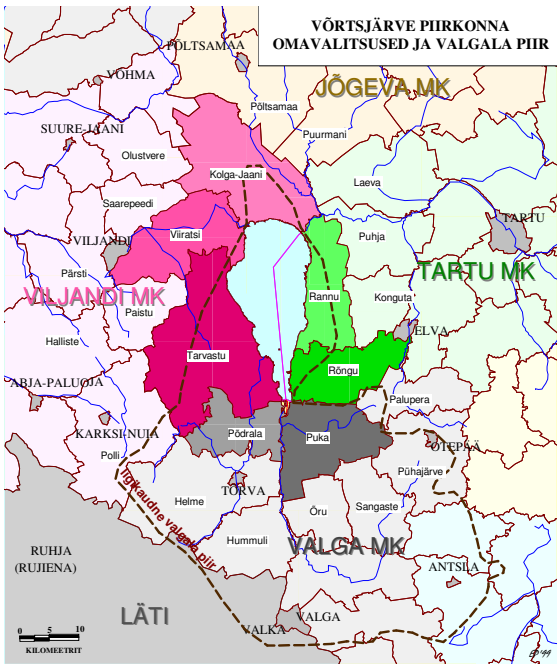
Catchment area – 3374 km2

Population – ca 20 000

Objectives of the Survey

to collect data with regard to the contribution of different sectors in the development of tourism:

their motivation for cooperation, problems or satisfaction with the current developmental activities, which are based on Regional Management Plan.



Who were involved:
Four interviewees from different sectors and from every seven local authority were selected (28 in total): representatives of local authorities, entrepreneurs, NGO-s and observers. Age-wise, the distribution was from age group 20 up to 70 years. Interviews were recorded and analyzed.

Results I:
•entrepreneurs have economic expectations,
•NGOs and the representatives of the observers, give the highest preference to customers who respect the community and culture and are environmentally sustainable,
•local governments value nearly all preferred customer types: customers with a high willingness to pay, loyal regular customers and environmentally friendly customers who respect the community,
•Gender and age-wise: the preferred visitor types were mainly those who are environmentally sustainable and respect the community and culture

Results II

None of the entrepreneurs gave a “very good” or “good” rating to mutual cooperation between businesses.

Local governments’ rating to mutual cooperation between municipalities is “very good” and “good”.

Representatives of NGOs are rather pessimistic with regard to inter-sectoral cooperation, and, in the majority of cases, rate the relevant cooperation as “fair”. Yet the general attitude of the control group, as the bystander of developmental activities, is generally positive regarding inter-sectoral cooperation.

Lessons learned from the activity for the management plan

Cooperation and partnership between different sectors and stakeholders are an important element and the greatest challenge in the management and operation of tourism structures.

An important task for the future is to encourage entrepreneurs in pursuing sustainable business activities, integrated nature conservation and entrepreneurship, and also in informing the inhabitants and visitors.

THANK YOU!

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