Nature tourism challenges in Estonia

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Marketing – do the nature tourist find Estonian nature?
Differentiation of target groups

- Too much stereotyping
- Little information on conservation
- Too much similar information to very different target groups
- Demography of target groups is getting more and more complicated
Carring capacity
Infrastructure informative?
Infrastructure
Suitable, safe and foolproof?
Product development

- Too little attractive interpretation
- Too few activities
- Too little packaging
Cooperation and coordination

- Main problem - Estonians do not like to talk, it needs extreme efforts for some people!!!!
- NGO-s, governmental, private sector
- Entrepreneurs
- Local communities
Conclusion

- Nature is diverse
- But diversity of point of views is also high
- Diversity of visitors is the highest
Thanks!