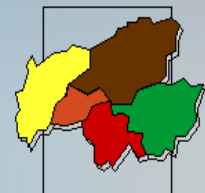
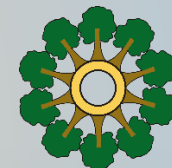




ATAHCA



ASSOCIAÇÃO DE DESENVOLVIMENTO DAS TERRANÇAS DO TO MEM, CÁNDIDO ENNE



International cooperation project Implementation of sustainable tourism development principles in national park/protected area regions

Katrin Suursoo

PM

27.07.2021

10 partners:

1. Arenduskoda (EE)
2. Rohelise Jõemaa Koostöökogu (EE)
3. Kodukant Läänemaa (EE)
4. Cesis District Rural Partnership (LT)
5. Business Association of North Kurzeme areas (LT)
6. LAG Between Snežnik and Nanos (SLO)
7. Soča Valley (SL)
8. Bogatstvo podeželja (SL)
9. ATAHCA (PT)
10. ADRAMA (PT)

Total budget:
624 000 EUR

September 2017-
August 2021

About the Lead Partner



1. Born in 1997
2. Situated in North Estonia - Lahemaa National Park tourism area
3. 63 members: 5 municipalities, 33 NGOs and 25 entrepreneurs
4. 6 board members, 2 workers, 2 project managers
5. 7 cooperation projects: 4 finished and 3 ongoing
6. Partners from Estonia: 11 LAGs and Estonian Environmental Board
6. Partners from 7 countries: Estonia, Finland, Latvia, Lithuania, Slovenia, Portugal, Georgia

Arenduskoda team here in Final Event



Heiki Vuntus
CEO of Arenduskoda



Katrin Suursoo
KT Europroject
Management Ltd (PM,
business consulting)



Helen Karus
Board Member of
Arenduskoda,
Toolse Puhkeküla Ltd
(holiday village)



Ele Tern
Kuivoja Puhkekeskus Ltd
(holiday center)



Maret Vildak
Estonian Environmental
Board



Tiina Viirna
Lahemaa Tourism Association



Ülle Tamm
Sõnumitooja Ltd / journalist



Valdek Haugas
Tripo Ltd (cleaning services)



Sirje Kuusik
Kuusiku Nature Farm



Villu Varblane
Member of Assessment
committee of Arenduskoda

The biggest results



1. EUROPARC certificate to Lahemaa NP based on:
 2. A strong sustainable partnership between the various parties has been launched
 3. An additional co-operation group of entrepreneurs has been formed on its own initiative
 4. Project action plan is 100% implemented.
5. New partners and plans, birth of the new projects
6. Product development of sustainable tourism companies
7. The project was won “Notice LEADER 2020” in international cooperation category



Praise for the creation of the international cooperation network!

Praise for a correct and well-thought-out strategy!

Praise for the initiative of the LEADER action group!



The precondition for such results was:

Communication
network between
cooperation
partners

Getting to know
other national
parks and
entrepreneurship

Strong
community



and its preconditions:

11 international summer universities and study trips

12 national joint events in Estonia

8 strategy seminars

Total 775 participations, incl 337 N ja 438 I

Average number of participants 30 N/ 52 I), 77 persons in Strategy

Joint marketing activities

Research of customer behavior of tourists



Who belong to the cooperation network

LAGs

Municipalities

National authorities

International authorities

Different target groups in the sustainable tourism sector:

Accommodation and food service providers

Guides

Nature schools and centers

Country shops

Craft businesses

Active leisure providers

Experience services providers

Tourist centers and museums

Village societies and others

What methods were applied



1) Seminars,
discussions between
participant inside
and outside groups

2) Summer
Universities

3) Study tours

4) Important
components:
nature, business,
culture, local food

5) Direct contact is
important VS
internet



What is the most important in an international cooperation project?

1. Relations within the organization
2. Relations with the partners
3. Commitment
4. Rapid Response - Problem-> Solution
5. Thinking the same way
6. Valuing, transferring and developing created results



What were the obstacles to achieving the results?

There were no obstacles in the overall plan!

Some minor ones, however:

Changes related to local governments elections in the beginning of the strategy composing

Some partners did not receive support for the project

COVID-19 - we had to postpone the activities, 1 partner stopped the project

The project is coherent with other projects in Lead Partner's organisation

- 1) Joint seic.ee website - integration of a sustainable tourism project
- 2) We value the same principles
- 3) A new collaborative projects was born already from this project





EUROPARC
Sustainable Tourism
in Protected Areas

The results of
this project are
so powerful
that you can
even write a
book about this
journey to
achieve the
results!

