

# Sustainable tourism in LAG Kodukant Läänemaa

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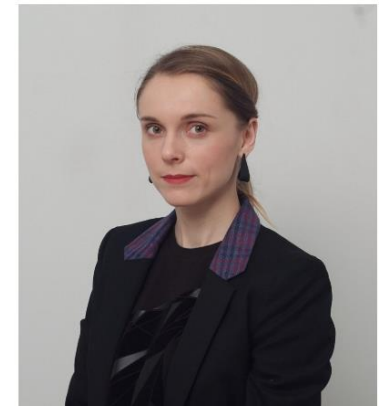
August 5th, 2025

# LAG Kodukant Läänemaa

- NGO started as village movement and since 2005 operates also as LEADER Action Group.
- 68 members incl 4 municipalities.
- 7 board members
- Executive team:
  - 1 CEO
  - 1 measure-specialist
  - 1 additional short-term worker



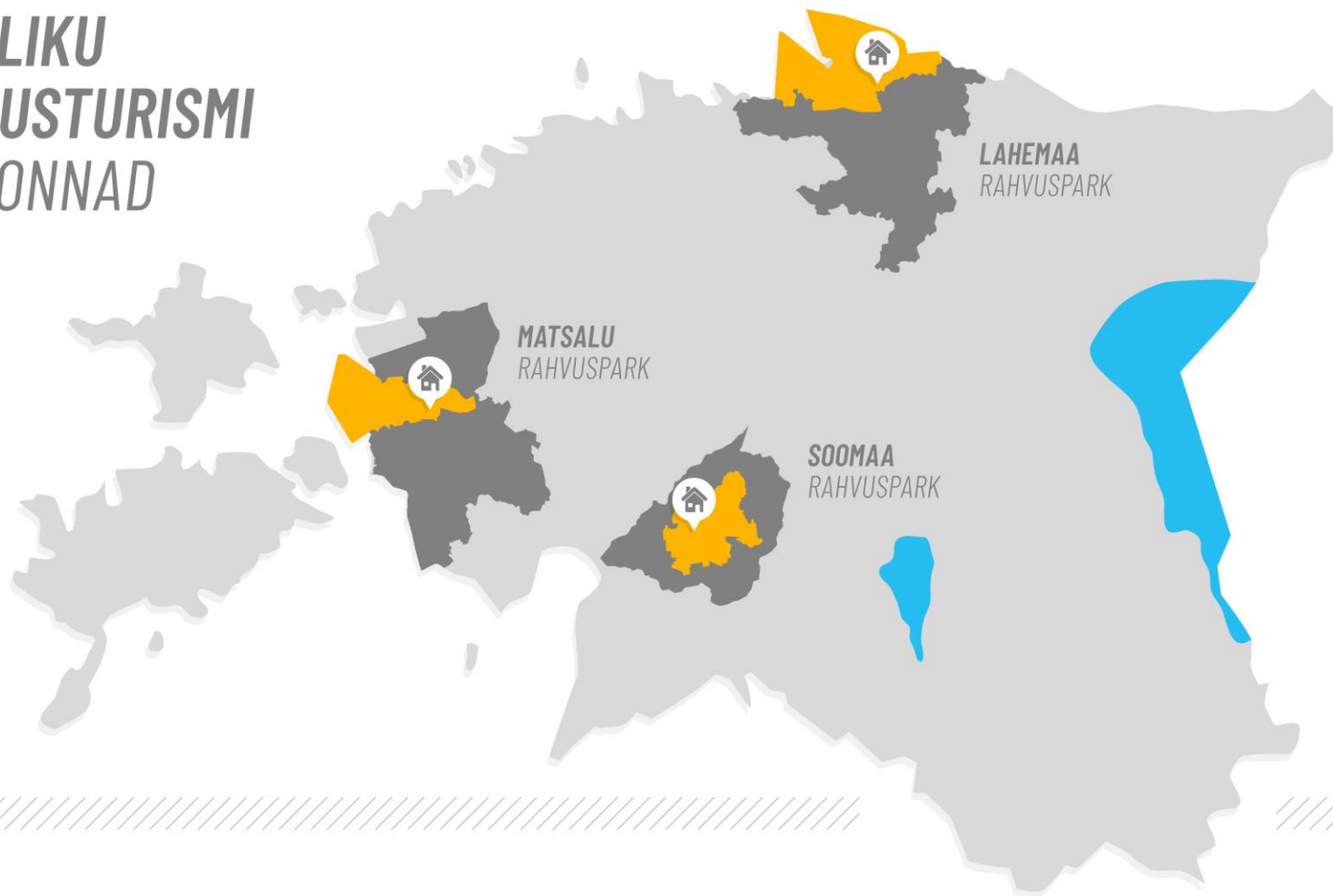
Liis Moor



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# KESTLIKU LOODUSTURISMI PIIRKONNAD



RAHVUSPARK



RAHVUSPARGI  
TURISMIPIIRKOND



RAHVUSPARGI  
KÜLASTUSKESKUS



**MATSALU**  
RAHVUSPARK



**LAHEMAA**  
RAHVUSPARK



**SOOMAA**  
RAHVUSPARK



**EUROPARC**  
Loodushoidlik  
turism kaitsealadel

# Sustainable tourism development international LEADER projects

2017-2020 / LAG budget 48 939.24 €

- Implementation of sustainable tourism development principles in national park/protected area regions (in Matsalu area)

2022-2024 / LAG budget 25 319.80 €

- Diversification of sustainable rural entrepreneurship in national parks' regions (in Matsalu area)

Ongoing and future projects

- Thematical projects about food, agrotourism and local communities implemented in the whole LAG area.

# Erasmus+ project

**Improving baseline knowledge among tourism stakeholders in Protected Nature Areas for more sustainable tourism in Nordic-Baltic region (KNOWNATURE)**

**Overall objective:** Develop training program for tourism businesses

**Target groups:** outdoor activity providers, accommodation and catering providers, local guides and destination managers

**Target areas in Estonia:** Matsalu, Soomaa and Lahemaa tourism areas

**Partners:**

- Estonia: Estonian University of Life Sciences, Estonian Rural Tourism, Estonian Environmental Board
- Latvia: Nature Conservation Agency of Latvia, Latvian Country Tourism Association “Lauku celotajs”
- Sweden: County Administrative Board of Skåne

**Period and budget: 01.02.2023-28.02.2025, 250 000 €**

# Certified sustainable tourism businesses in Matsalu, Soomaa & Lahemaa



# EUROPARC certificate

**Matsalu National Park was the first protected area in Estonia who was certified in 2015!**

In 2025 will be the 3rd time 😊

- Lahemaa was certified in 2019, Soomaa in 2020.

# New project activities

- 1) EUROPARC certificate process – tourism strategy renewal, EUROPARC application
- 2) Sustainable tourism training for businesses
- 3) Participating international study trips

LAG budget 25 155 €



# Thank you!

