



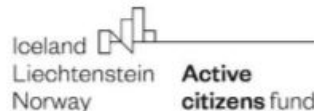
Public-private partnership and product development in Soomaa National Park, Estonia

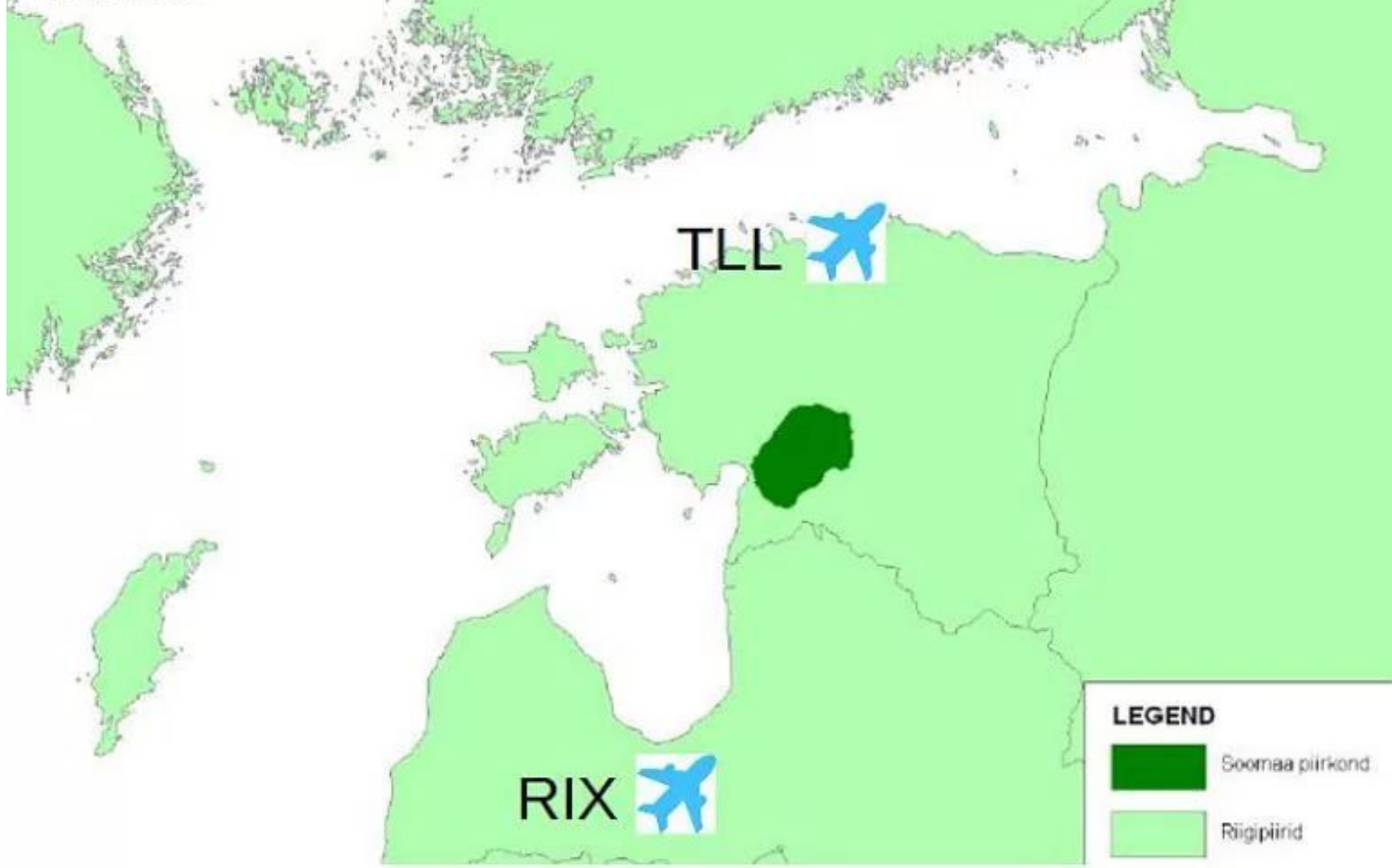
Aivar Ruukel

International on-line conference

Opportunities for Ecotourism in Slovakia

17th and 18th Of September 2020





Soomaa - Land of Bogs



Photo: Kristjan Lust

Bog Shoeing



Bog Shoeing







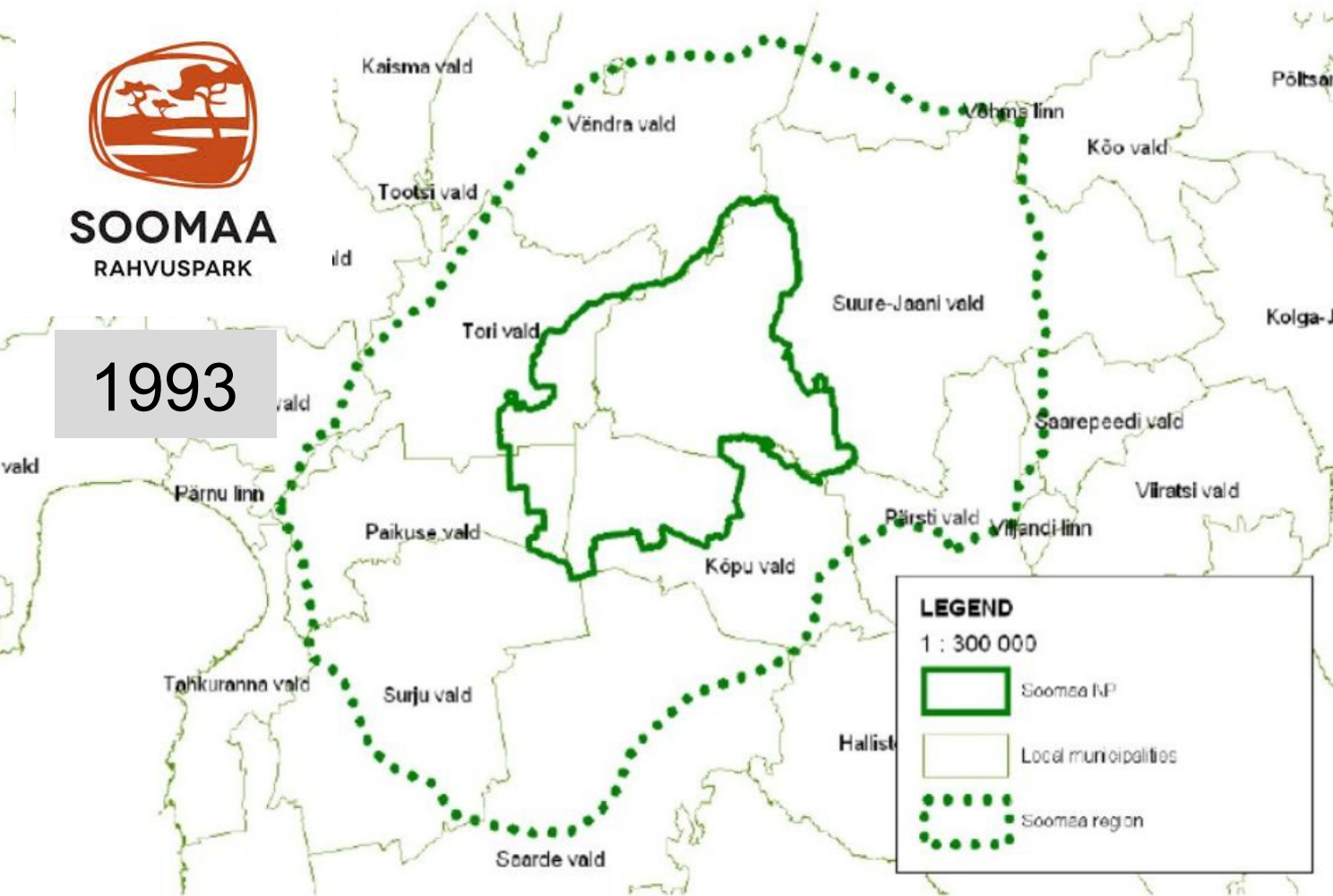






SOOMAA
RAHVUSPARK

1993



KESKKONNAAMET



visit
soomaa



Public sector

Park management

Visitor center and information

Nature trails, towers, infrastructure

Films, books, maps, and other materials

Certification and quality schemes, Strategic planning and

Travel Fairs, FAM trips, Visiting journalists

Private sector

Guide services and Experiences

Accommodation

Catering

Rental of equipment



visit
soomaa

1998



1989



1993



1997



2001



2004



2009



2012

2013

ETIS

2019



The New York Times

arte

Forbes

GEO

THE  TIMES

 **BALTIC
REPORTS**

The Telegraph

lonely planet



NATIONAL GEOGRAPHIC

**BBC
TRAVEL**

travelxp^{HD}



EXPRESS

Home of
the Daily and
Sunday Express



REUTERS



EUROPARC
Sustainable Tourism
in Protected Areas



2020



Fifth Season

Photo: Argo Ingver

A person wearing a black jacket and a dark beanie is seen from behind, sitting in a yellow kayak on a narrow, muddy river. The river is surrounded by a dense forest of tall, thin trees, likely cypresses, with their reflections visible in the water. The water is brown and still, creating clear reflections of the trees and the person. In the foreground, a white bucket with a red lid is mounted on the kayak. The overall scene is quiet and somewhat somber due to the overcast sky and the dense, greyish forest.

Fifth Season



Dugout boat heritage



2021



United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage

Aitäh!

Ďakujem!

Thank you!

