

ESTONIAN RURAL TOURISM



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www.maaturism.ee

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RURAL TOURISM DEVELOPMENT

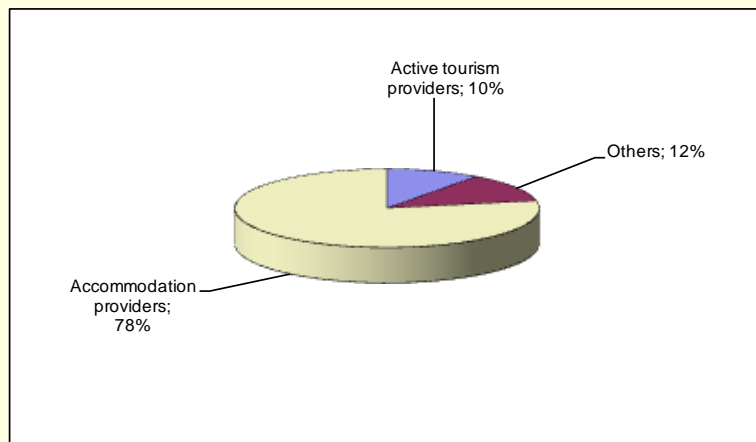


- Estonian Rural Tourism Organisation was established on **January 2000** as a nationwide organization in order to represent and protect the interests of rural tourism entrepreneurs.
- Members of the organisation must be situated in the countryside or in rural settlements with up to 10 000 inhabitants.
- In April 2018 ca 300 members in the organisation.

MEMBERS OF THE ORGANISATION

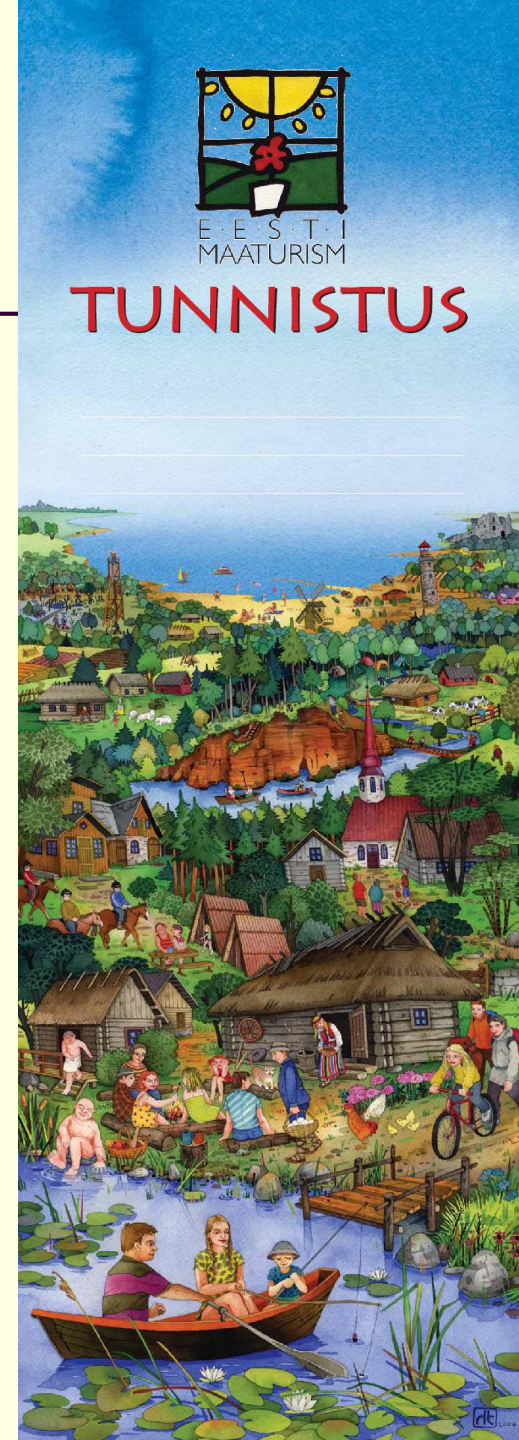
Members are:

- Tourism farms, holiday houses, guest houses, motels, small-size hotels, camping places
- Activity tourism companies
- Theme parks
- National inns, local lore museums and handicraft companies
- Vocational schools teaching tourism

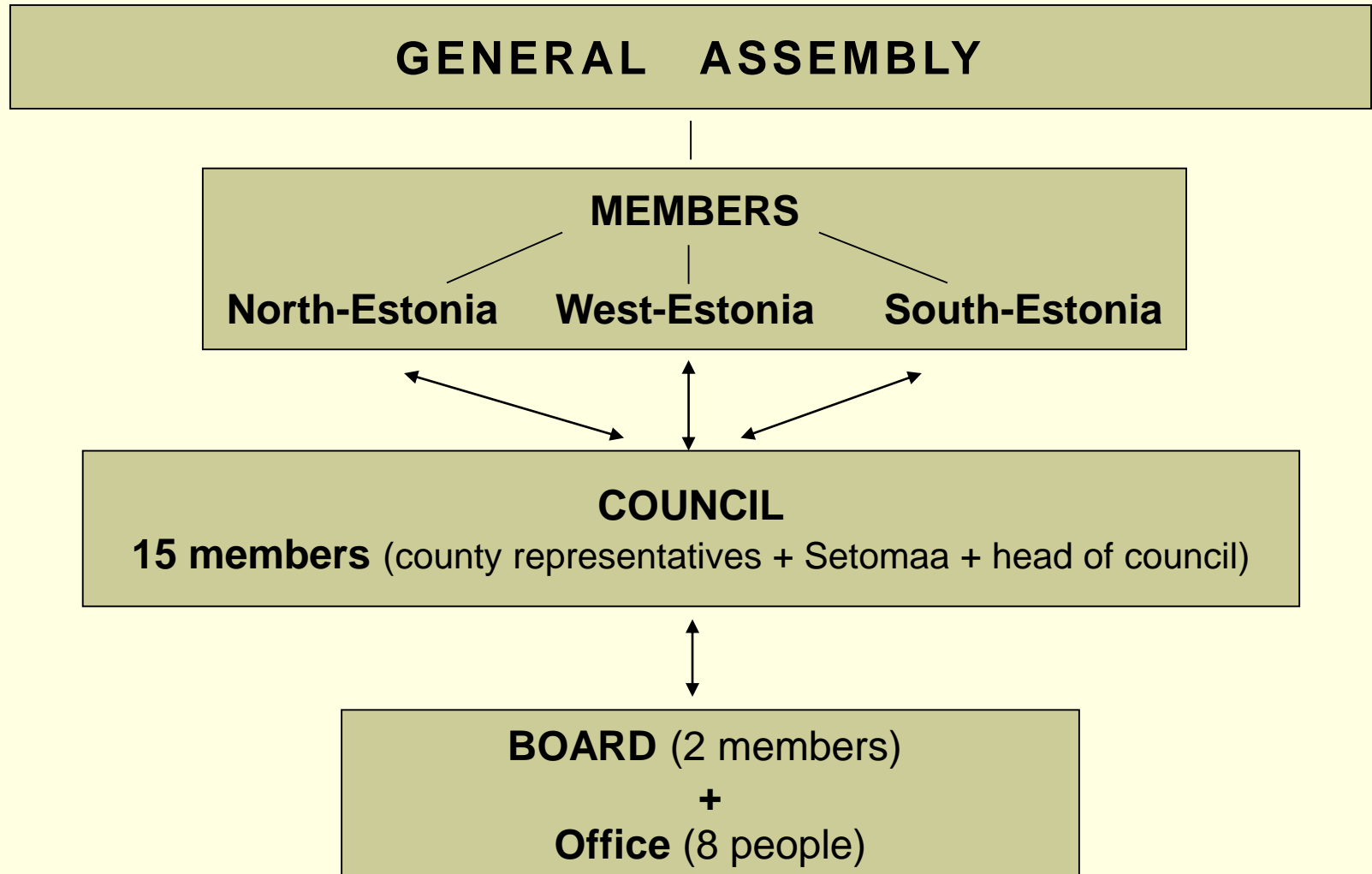


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MAATURISM

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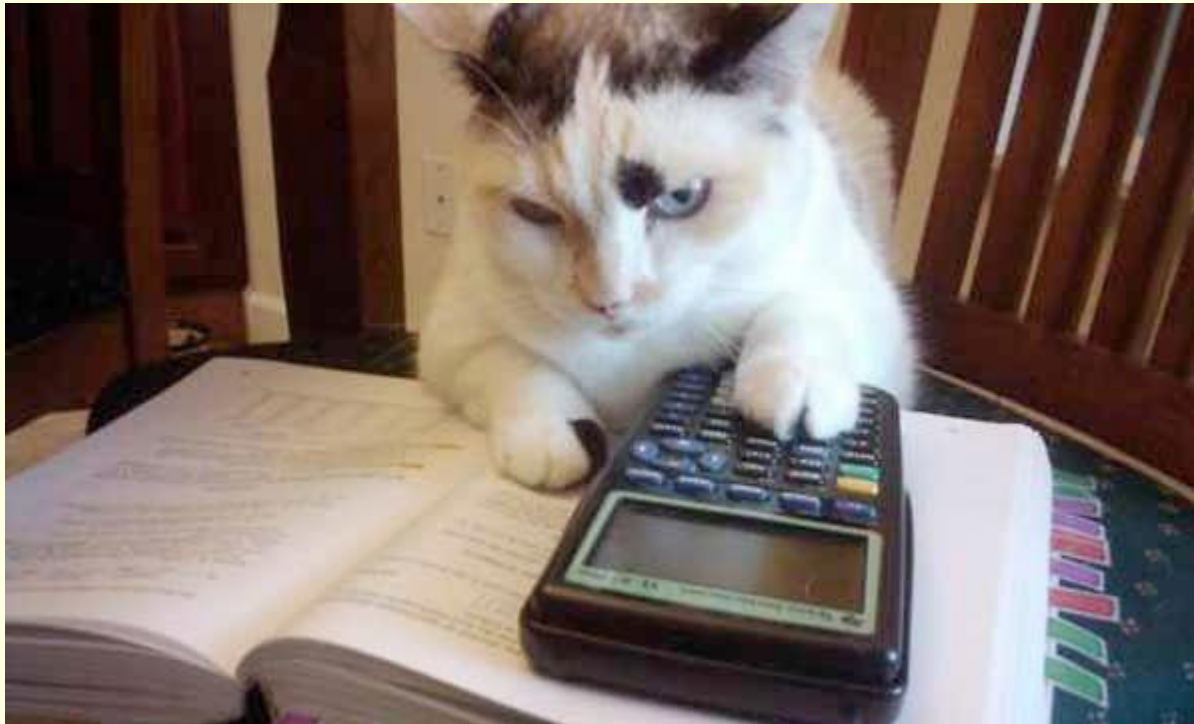


MANAGEMENT STRUCTURE



FINANCING

- Annual budget: approximately 28 000 – 100 000 €
- Financial sources: membership fees, internal and international projects
- Membership fee: 100 €/per year



CHALLENGES OF ESTONIAN RURAL TOURISM



Vision:

In 2020 the Estonian Rural Tourism:

- and the supporting rural entrepreneurship has become a sustainable rural industry, supporting the economical growth and rural livelihood, being a considerable source of employment in rural areas and a substantial part of the tourism sector;
- will be known and acknowledged in Estonia, Europe and Baltic Sea **Region as a provider of tourism products which are of high quality**, attractive all year round, offering active holidays in natural environment and tourism products using local heritage.

CHALLENGES OF ESTONIAN RURAL TOURISM



Goals:

- **Estonian Rural Tourism Enterprises are known and acknowledged destinations among tourists from Europe and Baltic Sea region**
 - Development of the marketing conception of the Estonian Rural Tourism, considering the seasonality of the rural tourism
 - Delivering the information to the target market's final consumers
 - Developing the information portal of the Estonian Rural Tourism

- **The products and services of the Estonian rural tourism entrepreneurs are known and highly evaluated in Estonia**
 - Distributing the information to the target groups
 - Developing the internet portal www.maaturism.ee
 - Image development
 - Positioning as the bears of the national heritage and culture
 - Creating and supporting the development of the cooperation networks

CHALLENGES OF ESTONIAN RURAL TOURISM



- **The products and services of the rural tourism are of high quality, diverse and in fine tune with the principles of the sustainable development**
 - **Raising the environmental awareness of the rural tourism entrepreneurs**
 - **Raising the quality awareness of the rural tourism entrepreneurs**
 - **Through the product development dissipate the seasonality of the products**
 - **Supporting the diversity in product development. Favouring the product development, based on natural and cultural heritage**
 - **Quality development and management**
 - **Supporting the sustainable development based product and service development**
- **Estonian rural tourism is an economy, sustainably supporting and considering the rural life**
 - **Supporting the regional and sectorial networks**
 - **Promoting the sustainable tourism**
 - **Linking the rural tourism entrepreneurship with different interest groups of the local community**

AIMS OF THE ORGANISATION



- ✦ Rural tourism development and training of entrepreneurs.
- ✦ Rural economy development in partnership with different institutions:
 - Rural Economy Research Centre (LEADER program Local action groups)
 - Estonian Tourist Board
 - Regional Tourism umbrella organisations
 - Ministry of Rural Affairs
 - Ministry of Economic Affairs and Communications;
- ✦ Marketing of the rural tourism enterprises.
- ✦ Representation and protection of rural tourism entrepreneurs interests in Estonian tourism politics.
- ✦ Participation in European rural tourism organisation (EUROGITES) work.



MOST IMPORTANT ACTIVITIES



- ✦ Product development and service design
- ✦ Training of entrepreneurs and trainers.
- ✦ Developing Estonian food culture trails (part of Baltic Sea Culinary Routes).
- ✦ Development of the webpage maaturism.ee and compiling brochures and travel guides.
- ✦ Organising study tours (Latvia, Lithuania, Ireland, Slovenia, Czech Republic, Hungary, Poland, Italy, Georgia, Croatia, France, Scotland).
- ✦ Labeling of the ecotourism products (EHE-label).

WWW.MAATURISM.EE

The screenshot shows the website www.maaturism.ee in a Firefox browser window. The browser's address bar shows the URL and the page title "Сельский Туризм - Размещение - Ак...". The website's header includes a language selector with options: eesti keeles, in english, suomeksi, auf deutsch, no-русски, latviesu, and svenska. The main banner features the EHE logo and the text "EHE-Genuine and Interesting Estonia You like it? Look further!". Below the banner is a navigation menu with links: СЕЛЬСКИЙ ТУРИЗМ, ЭСТОНИЯ, ЗНАКИ КАЧЕСТВА, КОНТАКТ, ЭСТОНСКИЙ ПУТЕВОДИТЕЛЬ.

The main content area is divided into several categories, each with a list of services:

- Размещение** (Accommodation): Деревня отдыха, Домашнее размещение, Дом отдыха, Хостель, Гостиный дом, Мотель, Гостиница, Kvartira.
- Активный отдых** (Active holidays): ПРЕДПРИЯТИЯ, ЕНЕ знак, Пешеходные походы, Велосипедные походы, Орнитолог. наблюдения, Походы на каноэ, Походы на морских каяках, Походы на лодках. [ПОКАЖИ ВСЕ](#)
- Питание** (Food): До 20 человек, 20-50 человек, 50-100 человек, Более 100 человек, Корчмы & рестораны, Национальная кухня, Пицца оленина, Вегетарианская пища.
- Семинары** (Seminars): До 20 человек, 20-50 человек, 50-100 человек, Более 100 человек.
- Интересно знать еще** (Interesting to know more): СЕМЕЙНЫЕ ПАКЕТЫ, ДЕТСКИЕ ЛАГЕРЯ, АЛЬТЕРНАТ. ОТДЫХ, ТУРОПЕРАТОРЫ, ЭКО ЗНАК ЕНЕ.

At the bottom of the page, there is a search bar with the text "ПОИСК", a section for "пакеты для реселлеров" (reseller packages), and the "Estonian Active Holiday Guide" logo. The footer includes the website URL "Visitestonia.com" and the text "Центры туристической".

A map of Estonia is displayed at the bottom, showing regional counts:

Region	Count
Хийумаа	14
Ляэнемаа	17
Рапламаа	7
Харьюмаа	35
Ярвамаа	7
Ляэне-Вирумаа	28
Ида-Вирумаа	13
Йыгевамаа	6

THE QUALITY SIGN “EHE” (genuine and interesting Estonia - can be also translated as the "real thing") FOR ECOTOURISM PRODUCTS



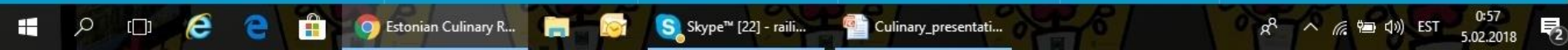
- In the year 2001 the system EHE for labeling the tourism products was launched in Estonia.
- EHE - label is a quality sign to mark the tourism products and services that corresponds to the principles of ecotourism.
- The main aim of the EHE label is to promote the principles of ecotourism among tourism enterprises, consumers and the general public.

Examples:

- *Kayaking to the islands of the Baltic Sea*
- *Trip on the Log-boats (old boats) on the rivers of the Soomaa National Park*
- *Feast in Seto style*
- *Tour in the old water mill*



EESTI TOIDUTEE www.toidutee.ee (Estonian Culinary Route)



Baltic Sea Culinary Routes incl Estonian Culinary Route



- The idea was born already in 2006.
- At the end of 2013 was created website.
- First presentation was in Berlin in January 2014, during Green Week (GW – Grüne Woche)
- Finally we have worked out criterias.
- At the moment we are collecting enterprises who could belong to this route in Estonia and today already on the Baltic Sea Culinary Routes www.balticseaculinary.com
- Second international presentation was in Berlin, 17.01.2015 during Green Week (GW – Grüne Woche)
- Last presentation in Riga, during Riga Food



Welcome to the **BALTIC SEA CULINARY ROUTES** - THE NORTH DIGNITY -



Common logo and branding



balticseaculinary.com

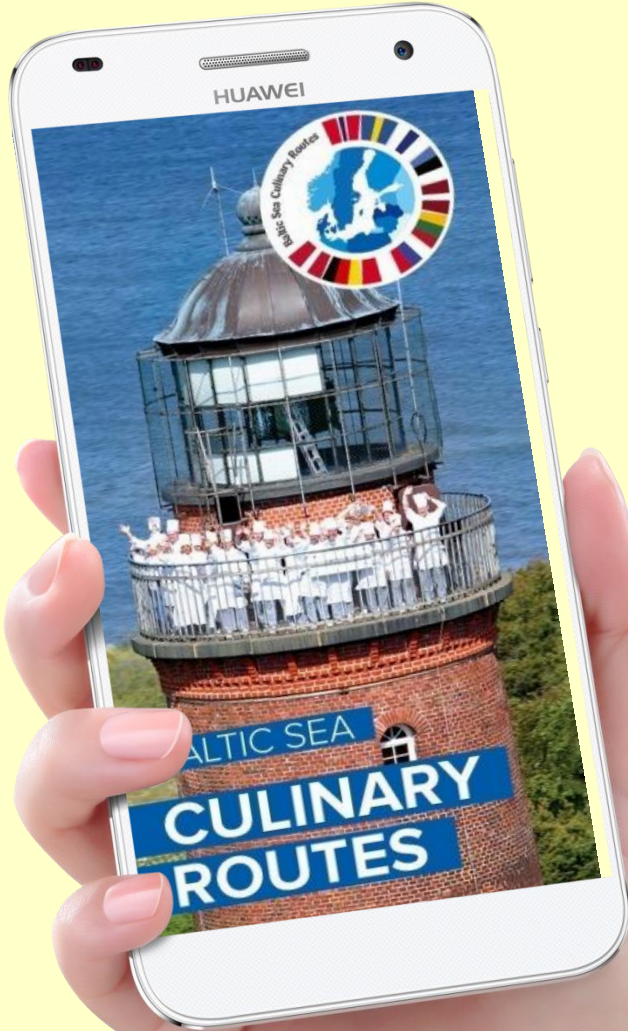


The screenshot shows a web browser window with the URL 'design.imago.ee/bscr'. The navigation menu includes 'Baltic Sea cuisine', 'Countries', 'Recipes', 'Gallery', and 'Joint activities'. A language selector is set to 'english'. The main banner features a circular logo with a map of the Baltic Sea region and the text 'Baltic Sea Culinary Routes the north dignity'. The background of the banner is a photograph of a cooked fish dish with vegetables. Below the banner, there is a section titled 'Local taste from nature' with a yellow placeholder box and a photograph of a fish dish. A map of the Baltic Sea region is visible on the right side, with 'SWEDEN' and 'FINLAND' labeled.

Common value of the Baltic Sea Culinary Routes

LOCAL TASTE FROM NATURE





BALTIC SEA CULINARY ROUTES - THE NORTH DIGITARY

What is the smell of kitchens alongside the Baltic Sea? Every season, it is a bit different. A bit of the forest, the meadow, the sea, the rivers and lakes, the gardens and farms. A bit salty because of the wind from the sea, the fishing nets and the boats. A bit dizzying because of the forests, the mushrooms, the mist, the wild thyme, the sweet wood-ruff and the juniper berries. A bit sweet because of sun-warmed wild strawberries, the steaming fig and a field of rye, some honey that is produced by bees, cells of wax and linden blossoms. A bit spicy because of older smoke from the smokehouse, those cheeses and hamp hanger. A bit fresh because of pickles, chopped dill and chives. A bit bitter because of the peels of new potatoes. A bit gentle because of fresh milk, cream and cheese. A bit intriguing because of curaway seeds, reindeer and moose. A bit tempting because of cinnamon, cardamom and chocolate that are made to local delicacies. A bit strong because of distilled drinks like aquavit and vodka.

What colours are found in the kitchens alongside the Baltic Sea? White dairy products, black blood sausages, a rainbow of colours among vegetables and berries, brown nuts, mushrooms, roasts, cakes and gingerbread, pork feet, silver and golden fish, orange pumpkins, and seeds from the white to the black.

What sounds are heard in the kitchens alongside the Baltic Sea? Crackling, crunching, sizzling, bubbling, boiling, quietly steaming. What is the taste of foods alongside the Baltic Sea? The most important thing is to strike a balance among the various flavours that come from nature, among traditions and innovations, careful work and creative ease, comfort and elegant style. Taste cannot be described or written down - sense and taste is yours!

This map is created by 10 partner organisations representing countries in the Baltic Sea region and its aim is to highlight the best features of the Baltic Sea region cuisine. The map will give some guidance and inspiration for an exciting culinary experience around the Baltic Sea. With this map a traveller will be able to find and savour the traditional foods and a great variety of products that have been used for centuries and appear in new forms and tastes in cuisine of today. The map shows the capitals and largest cities with airports and sea ports in the Baltic Sea region. More information

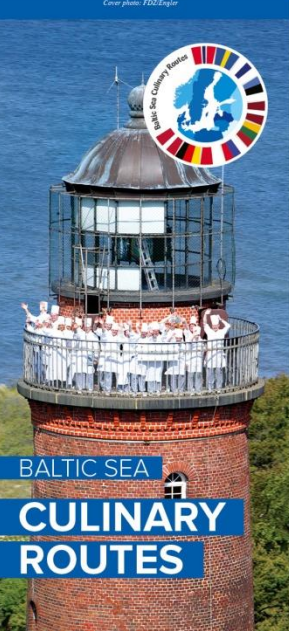
www.balticseaaculinary.com

Supported by Nordic Council, Project BALTIC SEA CULINARY ROUTES, CRSP/SP/SC 04013/3, 2015-2016.



This project was implemented with the support of the CREP Project Support Facility.

Cover photo: FDD/Enlifer



BALTIC SEA CULINARY ROUTES

www.balticseaaculinary.com

NORWAY

Norwegian cuisine draws heavily on the raw materials available throughout the country. Many of the traditional dishes are results of using conserved materials. Seafood is the heart and soul of Norwegian fare, and is famous for its salmon, which also may be smoked or cured (gravet). Norwegian farmers also produce very good quality lamb. The traditional cider production has its renaissance, as well as the famous akevitt (aquavit).

www.visitnorway.com
www.hanen.no
www.nasjonalturistveger.no

SWEDEN

Sweden is one of the largest countries in Europe. With only 9.3 million citizens and merely 3 % of its surface inhabited, wild nature is one of its greatest assets. Traditional dishes are based on what the land and sea have to offer. Long, cold winters have made different methods of preservation an important part of tradition. Cured, salted and pickled fish, meats and vegetables lay at the very heart of the Swedish kitchen. Nature's pantry provides products of unique quality and diversity!

www.tryswedish.com
www.visitsweden.com
www.culinary-heritage.com

DENMARK

The flavour of Denmark is a fascinating mixture, embracing both the gourmet aspects of The New Nordic kitchen as well as the traditional local cuisine. Known for the high quality of its food products such as bacon, beer, dairy products, fish & seafood, and cookies. Denmark is a leader when it comes to organic food, with much food production taking place in close harmony with nature. Using the traditional commodities such as potatoes, root vegetables, cabbage combined with local herbs and the skilled chefs in Denmark give you great and memorable taste experiences.

www.smgadenfdanmark.dk
www.sydvestyskesmagsoevelser.dk

GERMANY

Northern Germany is famous for its unique nature and a great variety of regional products. The culinary facets are as manifold as this piece of land is. Right at the top of the menu is fresh fish, prepared in several ways. Mostly in autumn also venison from the forests is offered. Specialities made from sea buckthorn are also typical of the North. And last but not least there is a great brewing tradition for 700 years. Dozens of brewery inns across the state offer their own home made barley beer. However - locals and tourists celebrate the tasty, healthy dishes as part of the fish festivals, culinary days and market kitchens week-long the whole year. The food, served in the stylish ambience of tasteful manor houses and magnificent palaces, touches all the human senses.

www.off-to-mv.com/en/cuisine
www.ruegenprodukte.de

POLAND

Owing to its location and history, Poland has very rich culinary heritage. Many Polish dishes exhibit traces of the cuisine of the East and West, North and South. Polish dishes have always been full of flavours and aromas. They have been seasoned with many local herbs, as well as spices brought from faraway lands. While our cold meat, bread and dairy products are already known in many countries, a number of delicious soups and different kinds of roast meat are still waiting to be discovered.

www.polandtravel.com
www.mimrol.gov.pl
www.produktty-tradycyjne.pl

- Riga - Capital
- Liepaja - City
- ✈ - Airport
- ⚓ - Harbor



FINLAND

Finnish food has its origins in the tastes of the nature. The wild berries, mushrooms and game animals in the forests, the fish in rivers, lakes and sea, and reindeer from Lapland provides us with strong flavours and the four seasons are shown. The location between East and West has given a powerful impact on our food. We have rich regional food and bread cultures, alongside with completely new functional food innovations.

www.visitfinland.com
www.aitojamakuja.fi
www.tasteoffinland.fi



RUSSIA

Actually, Russian cuisine is a cuisine of more than 190 nations! Russia is located in 11 time zones, and it implies totally different climatic conditions and accordingly rich and various national traditions of gastronomy. Two regions of Russia have an access to the Baltic Sea: Kaliningrad and Leningrad regions, including the city of Saint Petersburg. On the one hand, the influence of the Baltic Sea gastronomy traditions is very strong in these regions. On the other hand, XIX century in Saint Petersburg was marked by the formation of the Russian imperial cuisine traditions.

www.russiaturism.ru
en.visit-russia.ru



ESTONIA

Estonian cuisine has developed on the basis of traditional farm and estate cooking and offering, later following the traditions of cooking in cities. Use of domestic and local, incl. organic, foodstuffs is typical of Estonian food culture. Different seasons are clearly expressed on Estonian food table. Besides fresh and lighter summer and autumn dishes, preserves and meat dishes are prevailing on food table in winter and spring. Spring is the season of fish dishes, summer is the season of berries and autumn is the time for mushroom and game dishes.

www.maaturism.ee
www.estonianfood.eu
www.visitestonia.com



LATVIA

Latvian culinary has influences from both East and the West. It is distinctly seasonal with a strong emphasis on wild food. Spring brings brich juice, the Summer Solstice brings curaway seed cheese and beer. In Autumn, mushroom hunting and cranberry gathering becomes a national obsession. Winter is the time of smoked meat and fish, warming soups and bacon pies. For the simplest of snacks, just smear pepper butter and honey on a slice of rye bread!

www.countryholidays.lv
www.latvia.travel



LITHUANIA

Lithuanian cuisine is known for the black rye bread, big choice of potatoes dishes, dairy products and smoked meat. Lithuanians are proud of old good traditions of local beer, meat and fruit wines. Herbs and plants from Lithuanian meadows together with wild berries and mushrooms from the ancient woodlands make Lithuanian seasonal dishes even more colorful.

www.countryside.lt

Thanks to the contributing partners: NGO Estonian Rural Tourism (Estonia), Obštvere School of Rural Economics and Service Industry Studies (Estonia), Latvian Rural Tourism Association "Lauks Celotajs" (Latvia), Institute of Agricultural Resources and Economics (Latvia), Lithuanian Countryside Tourism Association (Lithuania), Polish Tourist Organisation (Poland), HANSEN (Norway), Sydvestysk Udviklingsforum (Denmark), SOSK (Culinary Heritage Europe) (Sweden), Lithi University of Applied Sciences Ltd. (Finland), LLC "International Center of Wine and Gastronomy" (Russia), Mecklenburg-Vorpommern Tourism Board (Germany).

Baltic Sea Region cuisine versus Mediterranean cuisine



Mediterranean	Baltic Sea Region
Wine	Beer;
Pasta	Potatoes
White bread	Dark bread
Poultry	Pork, Lamb; Ducks and geese
Eggplant, zucchini	Cabbage, beet
Dried (meat...)	Smoked (meat...)
Pepper, balsamic, garlic	Onion, horseradish
Olive oil	Butter
Sardines	Herring
Saltwater fish	Freshwater fish
Mozzarella	Cottage cheese
Truffles	Mushrooms from forest
Couscous, polenta, rice	Buckwheat, pearl barley, oats, beans
Yogurt	Sour cream
Roasted vegetables	Tanned vegetables (like sauerkraut, pickles)
Almond	Nuts
Iberico (pig)	Game meet
Citrus fruits	(Forest, garden) berries
Dried fruits	Fruit compotes
Bottled water	Clean tap water
Grappa; Ouzo / Grape distillates	Vodka / Grain and root distillates
Light soup	Rich soup
Fruit juices	Kissels
...	...

Project „Baltic Sea Food“





EUROPEAN UNION



Interreg
Estonia-Latvia
European Regional Development Fund

Project „Livonian Culinary Route“

Flavours of Livonia
LIIVIMAA MAITSED



- Development of the tourism product based on culinary heritage (Livonian Flavours and sub-product TasteHanseatica)
- Capacity building and strengthening the networking of service providers
- Marketing and communication activities to promote the route





Meta cluster for attracting the Japanese tourism market (CAITO)





SAUNATEE (*Sauna Route*)

The idea was born in March, during our sauna theme training course in the Männiku Forest Farm. Idea's authors are entrepreneurs Meelis Parijõgi from Lammasmäe Holiday Centre and Raido Notton from

Kopli Madise Farm.

Saunatee is not just a set of so-called saunas, but we expect that the host / hostess of sauna should be able to carry forward the tradition of the sauna. And to teach their visitors sauna techniques and etc.

Our aim is to have up to 100 saunas on SAUNATEE (Sauna Route)



- ✦ Registration of domain www.saunatee.ee
- ✦ Common values for SAUNATEE participants have been agreed..
- ✦ Potential participants should send a brief vision of the SAUNATEE (how Saunatee could function in their mind) and application (What kind of saunas they have? How do they train their guests for a better sauna experience? Etc.).
- ✦ ERTO's office organizes a small poll among sauna clubs and sauna visitors, in order to identify their expectations.
- ✦ IDEAS FOR THE FUTURE!
 - ✦ *Sauna Clubs will evaluate the saunas?*
 - ✦ *Development of the sauna ranking system: 1 sauna whisk..... 5 sauna whisk)?*
- ✦ SAUNATEE marketing takes place through www.maaturism.ee and any other website marketing channels.

and also The Success Stories of Estonian Rural Tourism - traveling exhibition . . .



ESTONIAN RURAL TOURISM INVITES:



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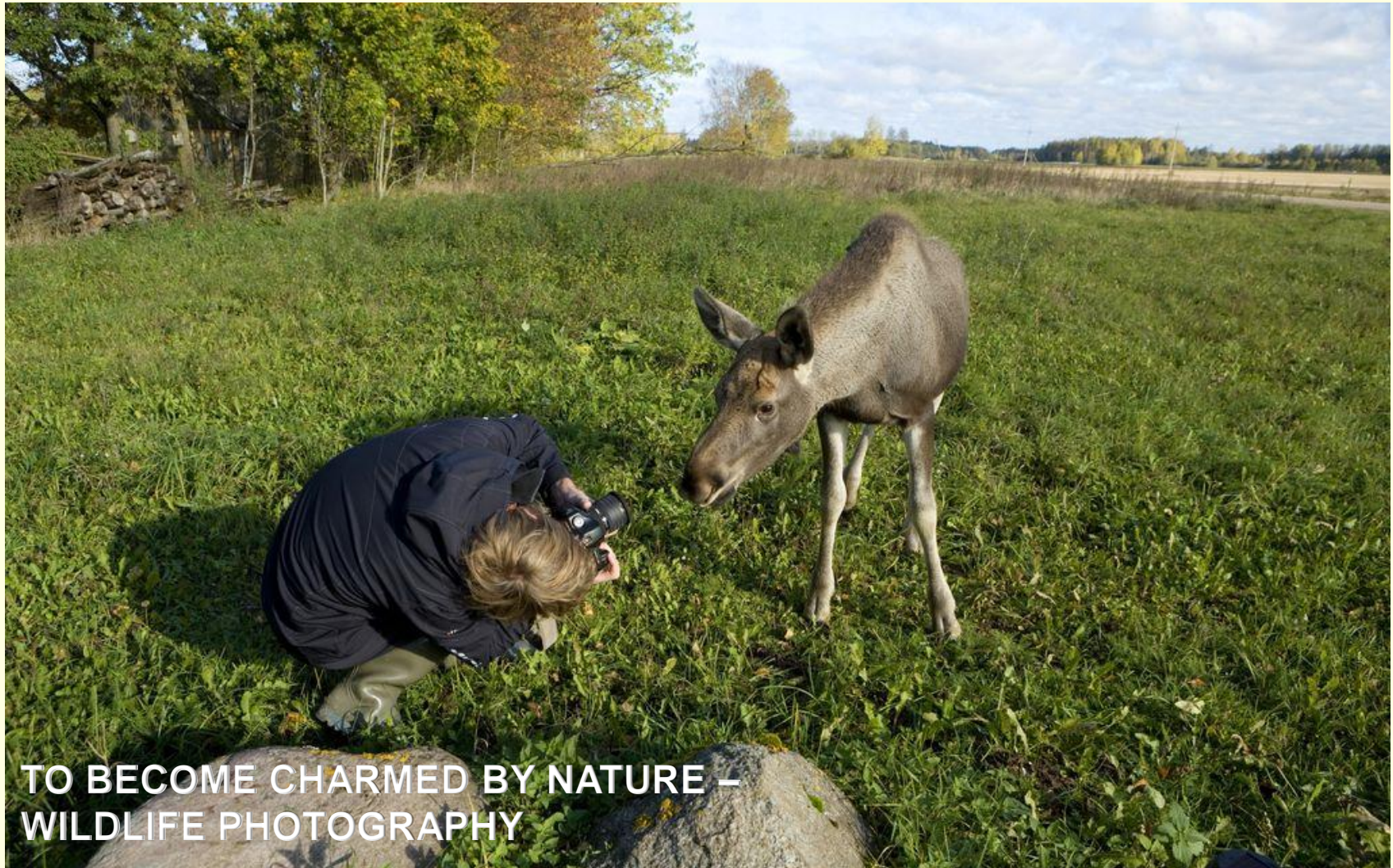


TO DISCOVER ESTONIA'S CULTURAL DIVERSITY -
SETO CULTURE IN THE SOUTH-EASTERN CORNER OF ESTONIA

ESTONIAN RURAL TOURISM INVITES:



ESTONIAN RURAL TOURISM INVITES:



ESTONIAN RURAL TOURISM INVITES:



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Tule ja avasta puhkusevõimalused maal!
Üle Eesti on avatud paljude
maaturismiettevõtete ukсед!

Täpsem info ja põnevad pakkumised selleks päevaks
www.maaturism.ee



Contacts:



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ESTONIAN RURAL TOURISM ORGANISATION

www.maaturism.ee

(background information)



- Non-profit organisation Estonian Rural Tourism (ERTO) **was established** in January 2000.
- **It's objective** is to represent the common interests of rural tourism service providers in order to support the development of countryside tourism in Estonia.
- **The organisation has ab 300 members** from all rural areas from Estonia, which is really strong network of tourism businesses and other tourism service providers.
ERTO represents a rural tourism cluster comprising rural tourism entrepreneurs, rural SMEs in agricultural and production sectors, active tourism providers, travel associations, schools teaching tourism and others.
- ERTO has more than 18 years **experience and competence** in development and marketing of rural tourism products in domestic and foreign markets.
- ERTO has **participated in many cross-border and national projects** concerning product development, branding and promotion of rural tourism, quality assurance etc. During these projects a variety of analyses and research exercises, strategies, marketing materials for end users, manuals and training videos were completed. There has been training courses, seminars, workshops and conferences arranged for members of the organisation. In addition, the organisation has shared its experience in many international seminars and has organised many marketing and capacity building events.
- One of the important fields is development and promotion of **culinary tourism** of Estonia. ERTO participated actively in implementation of "Estonian Food" project in cooperation with the Estonian Ministry of Agriculture and the Estonian Chamber of Agriculture and Commerce ca 10 years ago and now ERTO is the main partner for the Estonian Ministry of Rural Affairs and Enterprise Estonia Tourism Board in creation and promotion of Estonian Culinary Route, which is part of the Baltic Sea Culinary Routes.
- ERTO is administrating **Eco-label EHE system in Estonia.**
- The organisation **works closely** with the various tourism umbrella organisations and stakeholders.





THANK YOU!
WELCOME BACK TO ESTONIA!