



# Tourism as tool for sustainable development of Polesia region



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Nature tourism accounts for 20% of all international travel

Ecotourism

Adventure travel



They have passion for nature

Seek for non-traditional, new destinations

Interested in authentic experiences

Interaction with locals

Natural, untouched landscapes

Safety and sustainability are important



Soomaa

Photo: Mati Kose



Soomaa

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Polesia

Largest wetland wilderness in Europe

source: fzs.org

An aerial photograph of a vast wetland wilderness in Estonia. The landscape is dominated by a complex network of winding, shallow water channels and flooded areas. The water is a mix of dark blue and brownish-grey, reflecting the sky and the surrounding terrain. Numerous bare, leafless trees stand in the water, their dark silhouettes contrasting against the lighter water. The ground between the channels is a mix of brown, grey, and white, suggesting mud, sand, and patches of snow or ice. In the background, a dense forest of evergreen trees stretches across the horizon under a clear blue sky with a few wispy clouds. A small cluster of buildings and a road are visible in the lower right corner, providing a sense of scale to the vast natural area.

Largest wetland wilderness in Estonia




Ca 70 000 visitors





Domestic tourism



Neighboring countries



Global ecotourists and adventure travellers



Local people have adopted their lifestyle to fifth season





Flood season as an attractive tourist season





Living heritage of building and using one-log-boats



#haabjas2unesco



Source: Sergey Matokh

## Estonian Amazon



## European Amazon



source: planetabelarus.by

Ecotourism as a tool

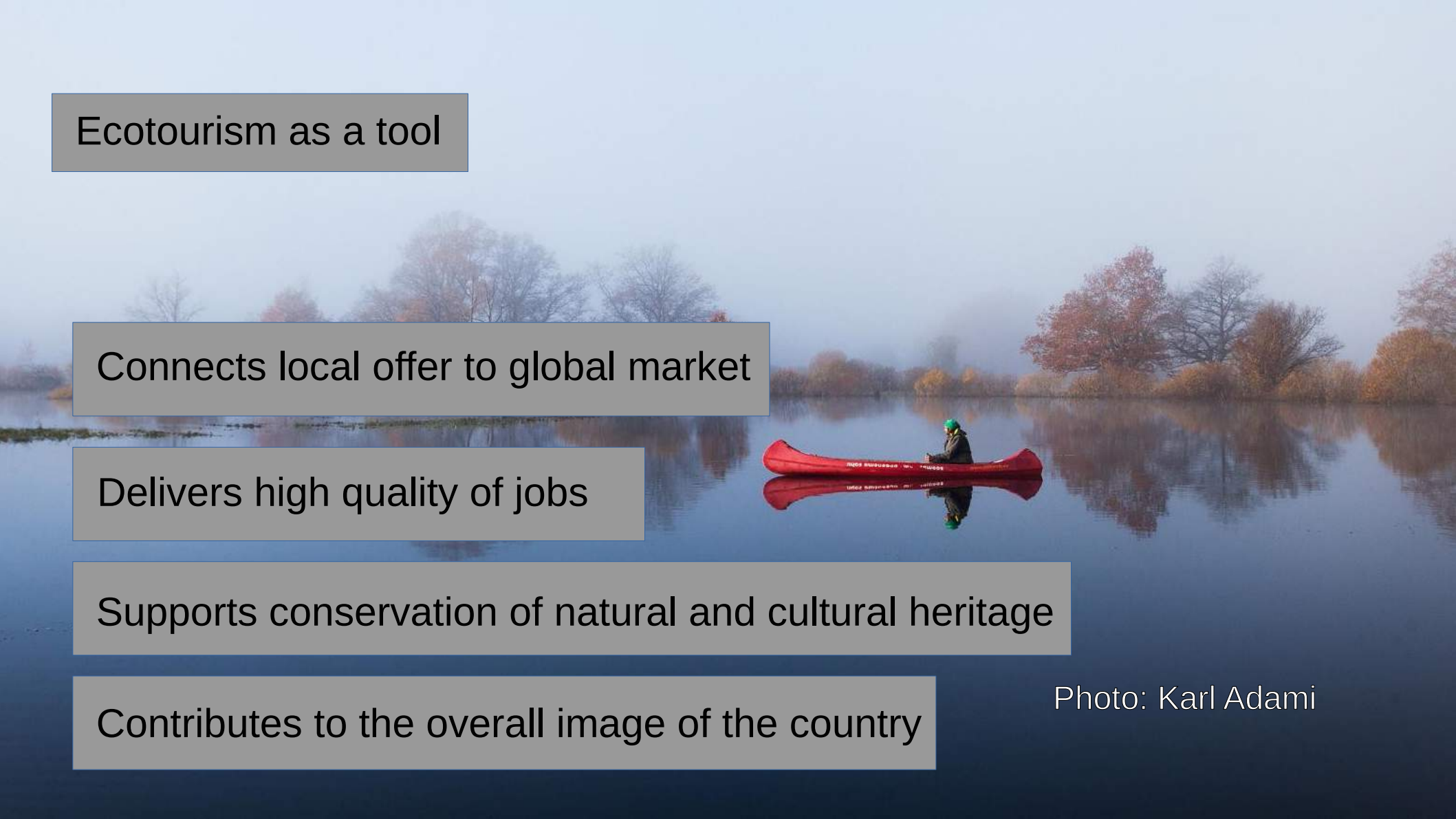
Connects local offer to global market

Delivers high quality of jobs

Supports conservation of natural and cultural heritage

Contributes to the overall image of the country

Photo: Karl Adami





Thank you!