

THE PROJECT IS IMPLEMENTED BY

LITHUANIAN COUNTRYSIDE TOURISM ASSOCIATION

LOCATION

The area is located inside the area of the European Green Belt in Lithuania. The activities will take place in Šilutė region, Klaipėda town and region, Palanga and Šventoji.

DURATION

Beginning November 1, 2022

End October 31, 2023

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LITHUANIAN COUNTRYSIDE
TOURISM ASSOCIATION

ECO-TOURISM SOLUTIONS FOR THE SMALL RURAL ENTREPRENEURS ALONG EGB IN LITHUANIA

This project will be the basis for improving environmental education and public awareness, increasing tourists' understanding of the Green Belt region as oriented towards ecotourism in Lithuania.

ABOUT THE PROJECT

The idea of the project is:

- To offer nature-based solutions to local entrepreneurs;
- To educate them on how to develop an ecologically based tourism business;
- To create an easily accessible database of ecotourism entrepreneurs and the natural and cultural objects around them;
- To help prepare, present and promote the proposed more sustainable tourism products in the Green Belt territory of Lithuania.

CHALLENGES

- People living in regions lack knowledge on how to start a sustainable ecotourism business or how to transform an existing business into one. They don't know how to develop it, how to attract tourists, what services and products are best to offer to ensure sustainability.
- Local rural tourism entrepreneurs located in the territory of the Green Belt in Lithuania face the problem of seasonality very painfully - they become unemployed in the autumn, winter and even spring seasons.
- A part of tourists does not have enough knowledge on how to behave responsibly and sustainably while traveling. They also don't know where to find local rural entrepreneurs offering such services and cultural objects to visit.

OBJECTIVES

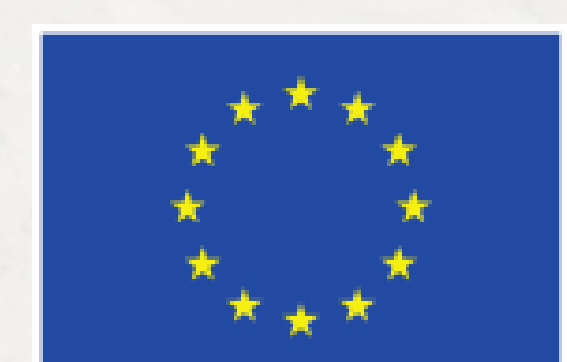
1. Two methodologies will be developed:
 - Ecotourism self-evaluation and development methodology for local entrepreneurs, which will be a guide on how to self-evaluate and how to develop ecotourism services, using sustainable natural resources and ecosystem-based methods;
 - Ecotourism methodology providing knowledge on how to travel sustainably for travellers.
2. 4 workshops will be organized to educate local entrepreneurs about the services provided by sustainable ecotourism.
3. Collaboration with stakeholders in the territory of the Lithuanian EGB will be initiated.
4. Ecotourism services, natural and cultural sites database will be collected and summarized on the website www.countryside.lt.
5. Publicity campaign will be carried out to popularize the Green Belt as a target region for sustainable tourism in social networks.

APPROACH

- By educating current and future local rural tourism entrepreneurs, providing them with knowledge and methodologies for the further development of ecotourism, it is possible not only to strengthen local abilities, but also to encourage young people to return to the regions and try to develop their own eco-tourism business there.
- New ecotourism products will help to protect natural resources and generate income for the local communities.
- Also, sustainable rural tourism entrepreneurship could be a solution to the seasonality problems.



BESTbelt



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