



Sustainable Development in Tourism

Aivar Ruukel

 **iPlace** | SUSTAINABLE
LOCAL ECONOMIC
DEVELOPMENT



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Challenges and Opportunities



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Pärnu town & Soomaa national park



1989

1993

1997

2001

2004

2009

2012

2013

2019



EUROPARC
Sustainable Tourism
in Protected Areas



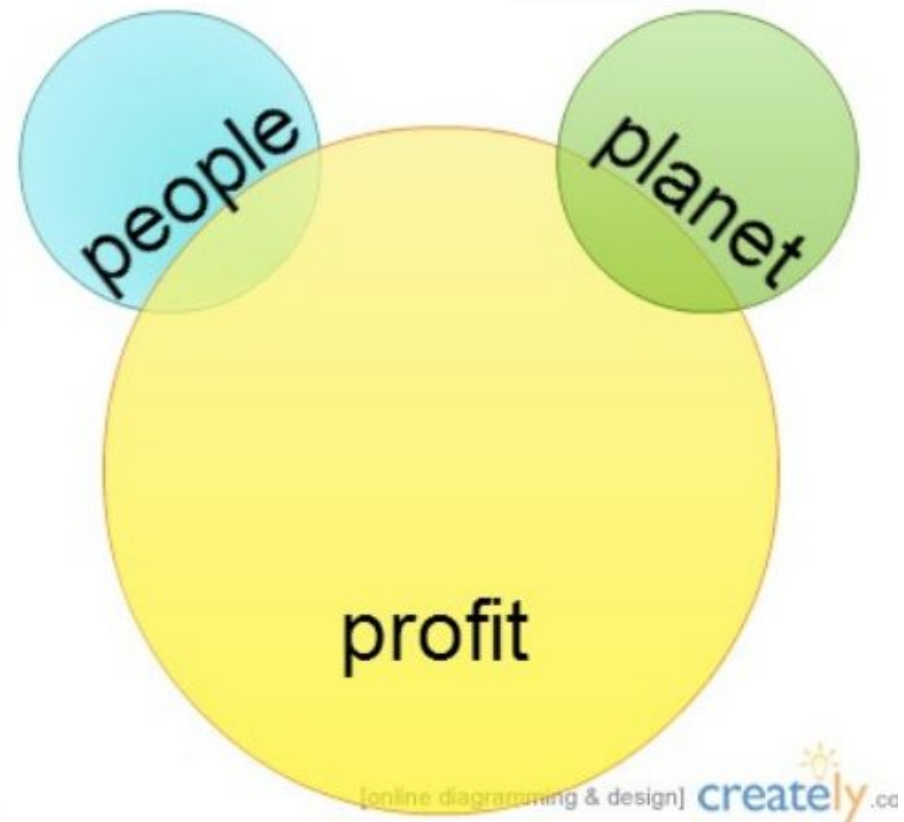
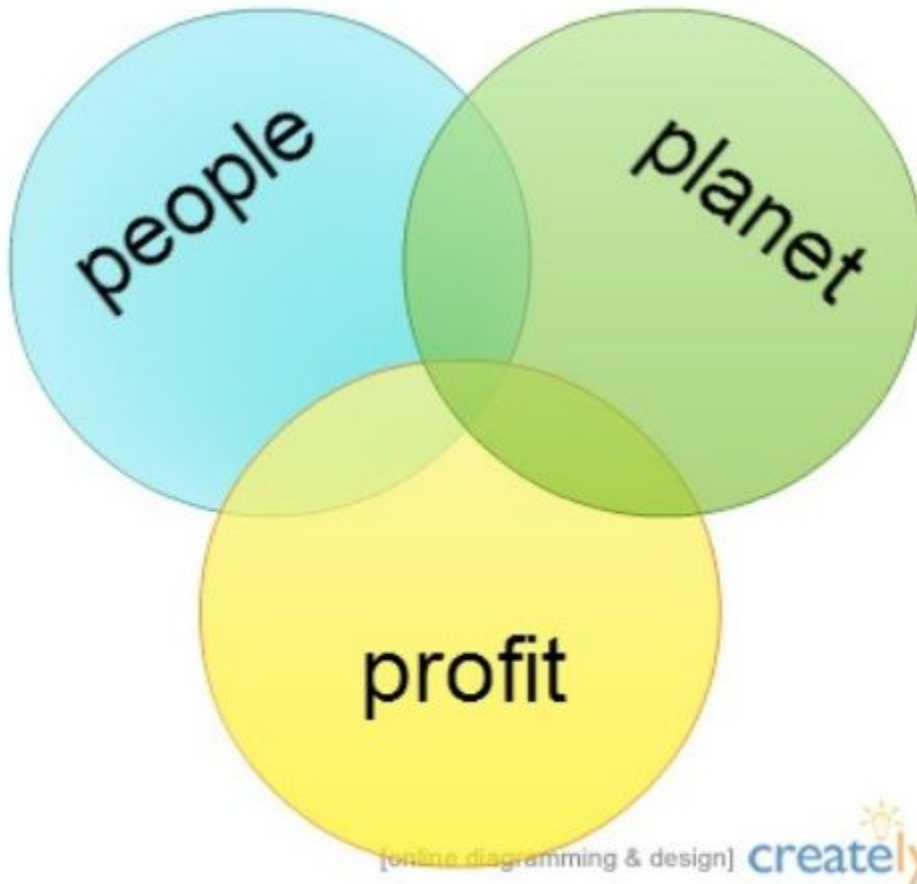


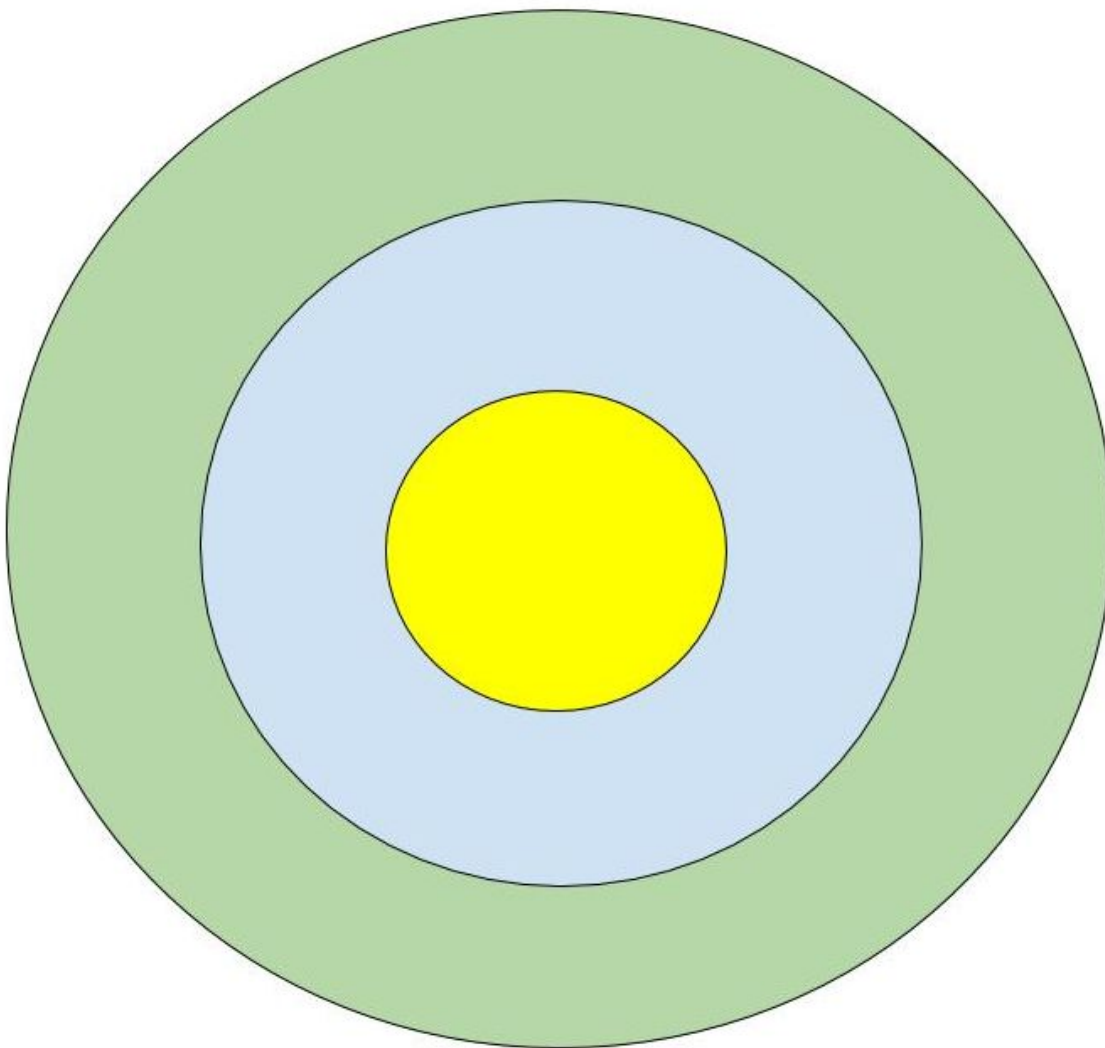
Triple Bottom Line



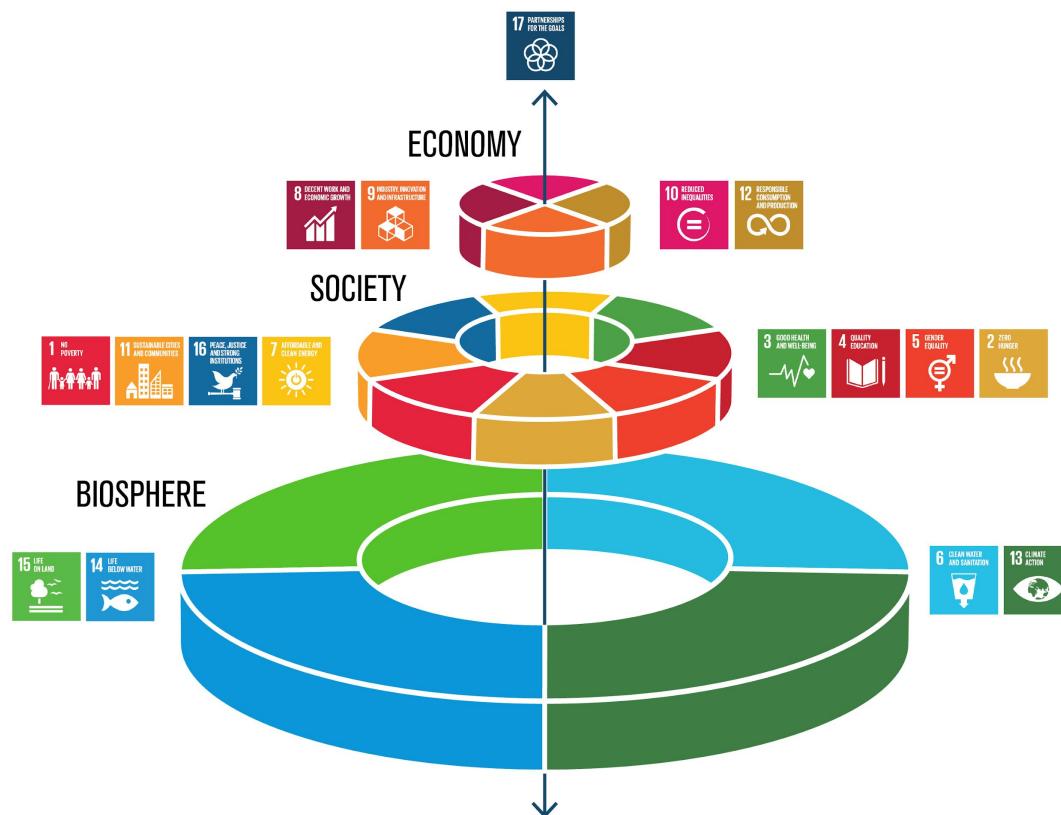


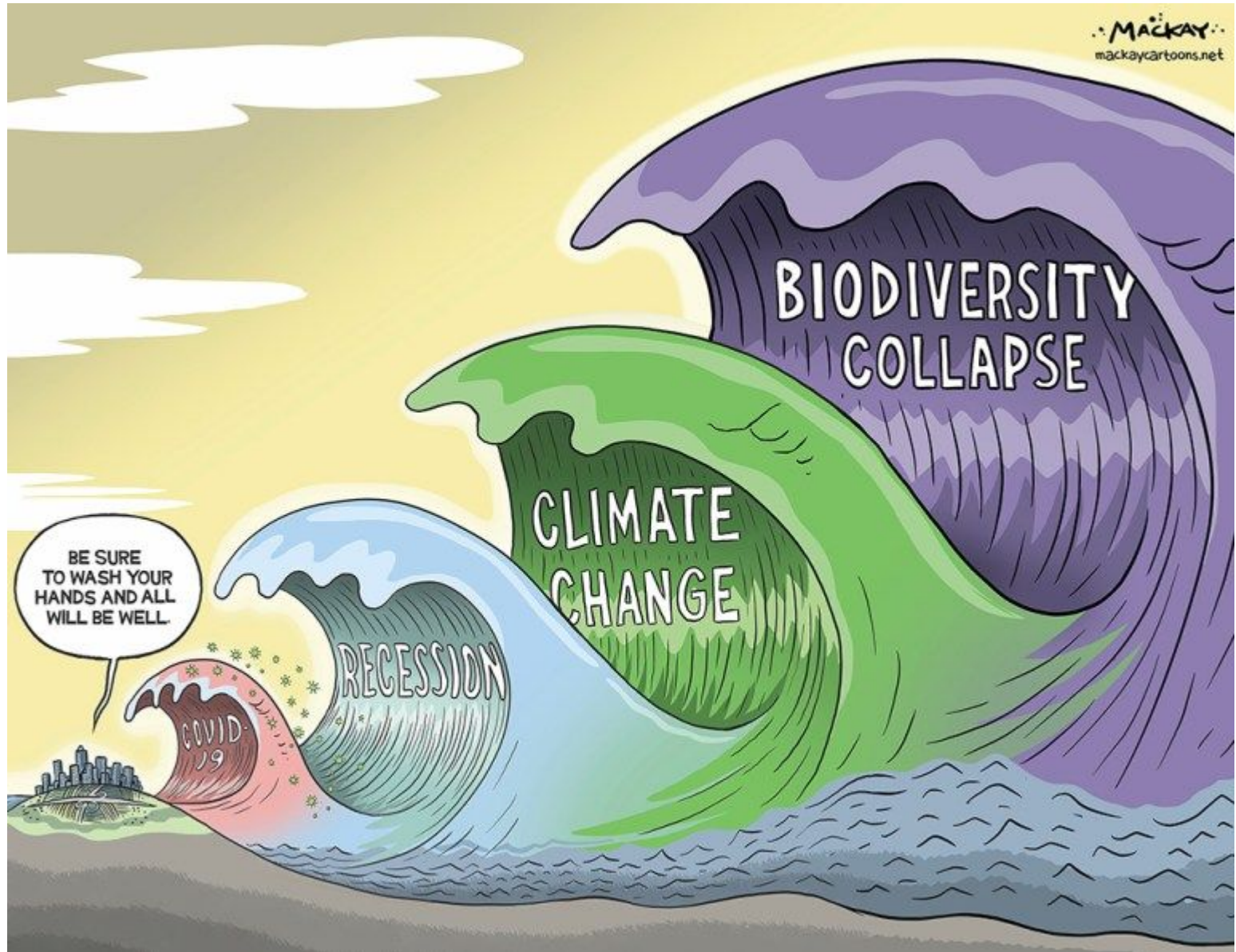
Triple Bottom Line



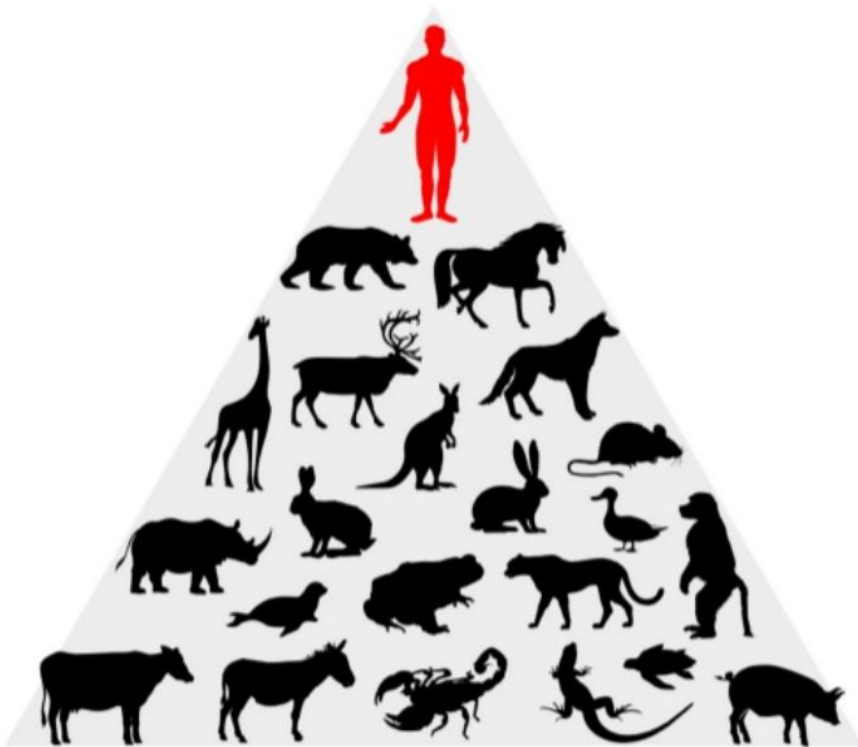






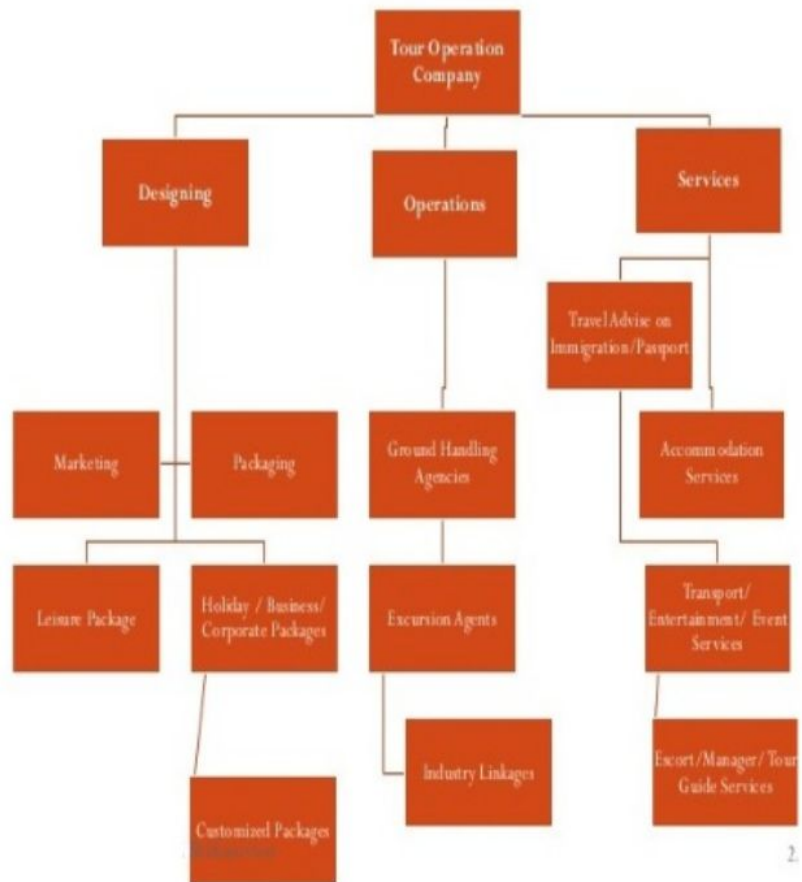


EGO



ECO





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Aitäh!





Amarante, Portugal | Gabrovo, Bulgaria | Medina del Campo, Spain | Saldus, Latvia
Heerlen, Netherlands | Kočevje, Slovenia | Balbriggan, Ireland
Grosseto, Italy | Pori, Finland | Pärnu, Estonia



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