



# **Nature tourism & The importance of cooperation**

Frank Tuominen - Carfield Oy



# **CARFIELD BIKE RENTAL**

# **NATURE TOURISM**

**What is Nature Tourism?**

**4 main types of customers**

- Keen explorers**
- Active naturelovers**
- Healing seekers**
- Luxury ladies**

# WHY AND HOW

## Why do I do it?

- Is it my passion or do I do it for the money?

## How do I do it?

- Genuinity
- Honesty
- Responsibility for the nature
- Respect for old traditions

-> **SUSTAINABILITY**

**What are my core values?  
What is important for me?**

# COOPERATION

## Who wants to cooperate?

- Compare Your values
- Can we work together?
- How can we work together?
- Transparency -> Trust
- What attitude do I have?
- Who can do what?
- What resources do we have?
- Keep an open mind
- What can I offer?
- Concurrence - Good or bad?

*You are in this together  
wether You like it or not...*

# How do we start or continue?

- USP:s
- 5 or 10-year plan - Keep to the plan!
- What do we need? - Money
- Make a calendar
- Think of other services You would "need"
- Believe in yourself and **MANIFEST IT!**

# Struve geodeetiline kaar

Friedrich Georg  
Wilhelm von Struve







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# Weekly calendar

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00 AM							
7:00 AM							
8:00 AM							
9:00 AM							
10:00 AM							
11:00 AM							
Noon							
1:00 PM							
2:00 PM							
3:00 PM							
4:00 PM							
5:00 PM							
6:00 PM							
7:00 PM							
8:00 PM							
9:00 PM							
10:00 PM							

[www.albumi.c.la](http://www.albumi.c.la)

**You are choosing what the customer wants and when!!!**

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# MARKETING/SELLING

Branding

Storytelling

Media - What to use?

Ask the customers what they want

Ask for feedback - don't be afraid of negative feedback

Use comments

**WAKING EMOTIONS!!**

**WAIT...!!!**



***IT  
WILL  
COME...***

**OLE LÄBI JA KUULA OMA  
SÜDAMESSE, SIIS JÄRGI  
SEDA**



**AITÄH**