

Table 40: Matrix of the tourism offer of Kemer National Park 2011-2016

<b>Guided tours (announced beforehand)</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>Culture events</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>-</b>
<b>Nature education events</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>2</b>	<b>1</b>	<b>-</b>
<b>Relaxation on the beach</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>-</b>
<b>Nature trails and objects of interest</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>Offers</b>  <b>Target group</b>	<b>Individual tourists from Latvia coming by car to enjoy nature</b>	<b>Individual tourists from Latvia coming by car to relax on the beach</b>	<b>Individual tourists from Latvia coming by public transport to enjoy nature</b>	<b>Individual tourists from Latvia coming by bicycles to enjoy nature</b>	<b>Individual tourists from Lithuania coming by car to relax on the beach</b>	<b>Individual tourists from abroad coming by car to enjoy nature</b>	<b>Individual tourists from abroad coming by public transport to enjoy nature</b>	<b>Individual tourists from abroad (DE, RU) staying in sanatoriums</b>	<b>People with special needs</b>	<b>Families with small children (&gt;7)</b>	<b>Specialized tourists from abroad – bird watchers</b>
<b>Status of the target groups</b>	Large group, should be invited to stay longer and visit more in low season	Large group, should be directed more inland	Small group, should be invited more	Growing group, should be invited more, especially in low season	Quiet large and growing group, should be directed more inland	Relatively small group, should be invited to stay longer and visit more especially in low season	Small group, should be invited more	Small group but stays in the area for a long time	Small group should be welcomed as much as possible	Small group, should be invited more in time	Small group, should be invited more

1. – main offer, 2 – additional offer, 3 – to be realized in 2-3 years, 4 – to be realized in 5 years.