

# Rekomendacijos tinklalapio vartotojo keliui.

Kaip tai atrodo užsienyje?

Kaip tai turėtų atrodyti Lietuvoje?



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IN ENGLISH



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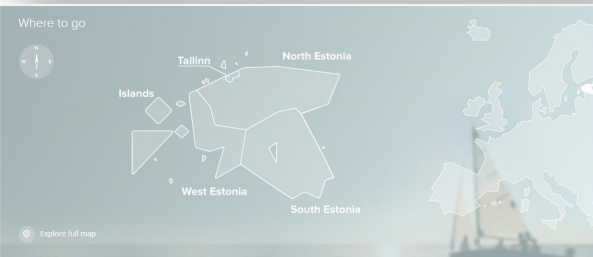
Upcoming events



pav. 2

Vartotojo kelias Estijos įvaizdiniame puslapyje prasideda nuo 5 pasirinkimų meniu stulpelyje: „Why Estonia“ (kodėl Estija), „What to see & do“ (ką pamatyti ir ką padaryti) (pav. 1).

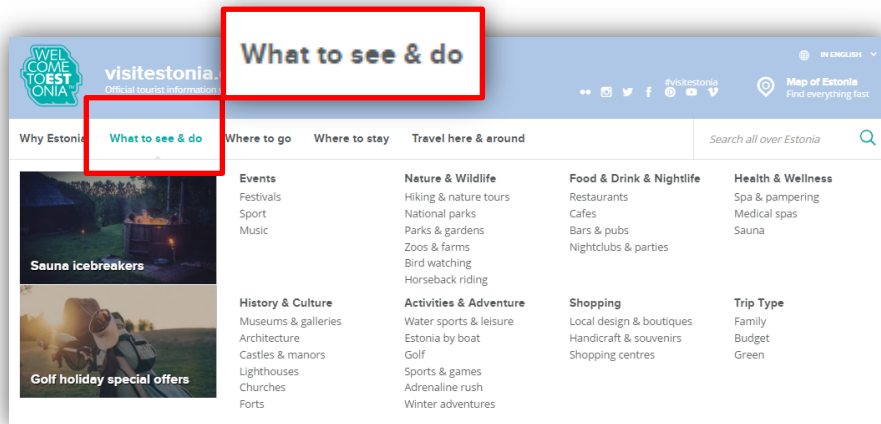
Taip pat, paslinkus puslapį šiek tiek žemiau, iš karto galima pasirinkti siūlomus renginius, kurie ateityje gali būti aktualūs dėl metų laiko ir švenčių. (pav. 2)



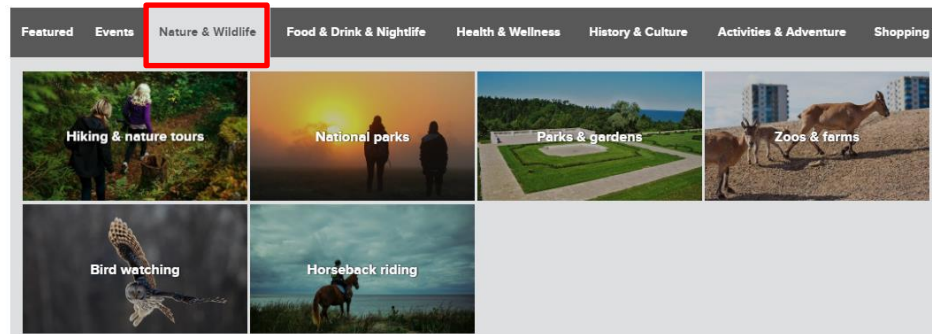
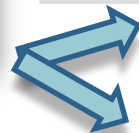
pav. 3

Kitas vartotojo kelias siūlomas kaip interaktyvus žemėlapis, kuriame galima pasirinkti šalies regioną, kuris domina: „North Estonia“ (šiaurės Estija), „Tallinn“ (Talinas), „South Estonia“ (pietų Estija), „West Estonia“ (vakarų Estija), „Islands“ (salos). (pav. 3)

# Estija. „What to see and do“



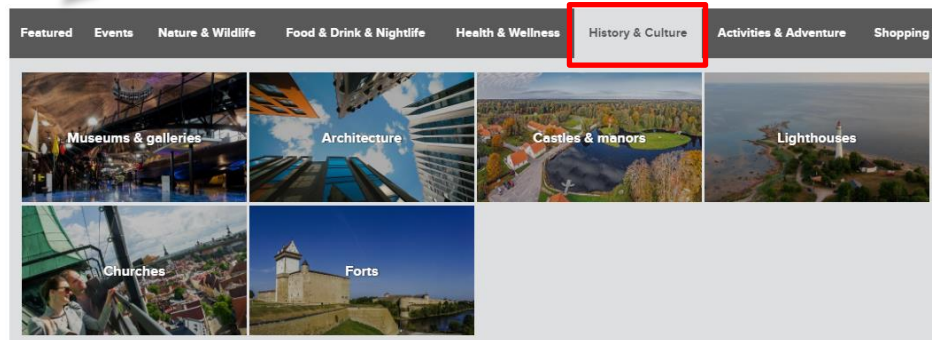
pav. 4



pav. 5

Pasirinkus „What to see & do“ (ką pamatyti ir ką padaryti) (pav. 4), galima arba paspausti ant nuorodos arba iš karto naršyti po pasirinkimus, kuriuos siūlo Estija, suskirstytus pagal atostogų tipą.

Paspaudus ant nuorodos patenkama į platesnį pasirinkimą siūlantį meniu (pav. 5 ir 6).



pav. 6

# Estija. „What to see and do“

## Hiking & nature tours

pav. 7

Category  Type  Region  City   Free [VIEW ON MAP](#)

- Type
- Type
- Nature Sites
- National Parks & Wildlife Reserves
- Hiking Trails
- Nature observation and guided hikes
- Water adventure
- Sailing on Historical Ships
- Canoeing
- Games & Sports
- Adventure games
- Guesthouse
- Holiday house

## Museums & galleries

pav. 8

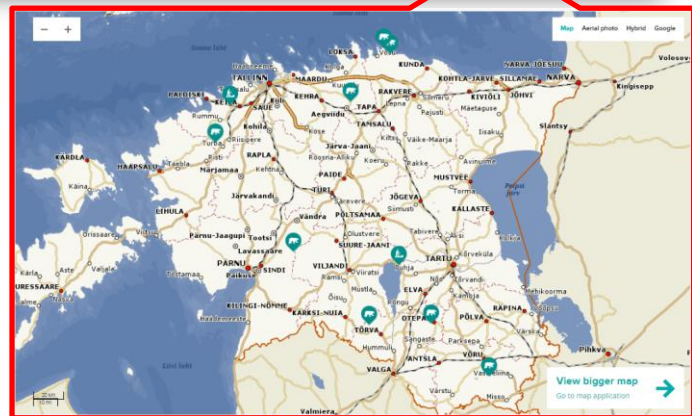
Type  Region  City  [VIEW ON MAP](#)

## Estonia by boat

Marinas  Region  City  [VIEW ON MAP](#)

## Forts

Forts  Region  City   Free [VIEW ON MAP](#)



pav. 9

Pasirinkus vieną iš kategorijų, vartotojas patenka į dar smulkiau išdėstomų produktų sąrašą, kurį taip pat gali pasirinkti ir pagal interaktyvų žemėlapi (pav. 9). Šioje vietoje vartotojas gali dar smulkiau suskirstyti Estijoje siūlomas pramogas pagal ji/ją dominančias kategorijas, tipus, regionus, miestus, ir taip pat gali surūšiuoti paslaugas pagal nemokamas ir mokamas (tikslios kainos taip pat yra pateikiamos)

Taip surūšiuoti galima visas siūlomas kategorijas bei produktų kryptis.

# Estija. „Where to go“

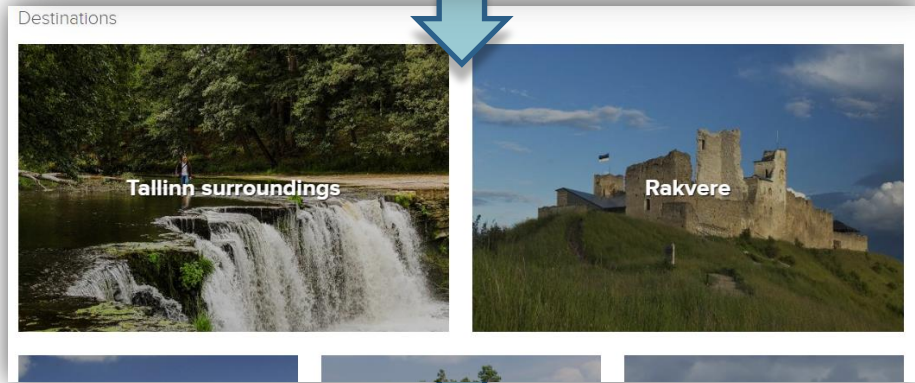
Estijos turizmo įvaizdžio puslapyje esantis interaktyvus žemėlapis taip pat leidžia išsirinkti veiklas pagal vietovę (pav. 10). Galima išsirinkti vietovę tiesiog paspaudus ant ploto, kuris suskirstytas žemėlapyje.

Toliau patenkama į smulkiau sugrupuotas teritorijas, pagal miestus, miestelius, regioninius parkus ir panašiai (pav. 11).

Galiausiai, pasirinkus vietovę, vėl galima suskirstyti veiklas ir pramogas dar smulkesnėmis kategorijomis bei tipais (pav. 12).



pav. 10



pav. 11



pav. 12

# Estija. Kokia info pateikiama

pav. 13

## Trips by kaleboat on Lake Võrtsjärv

Kaleboat, a single mast vessel, offers excursions for groups of up to 12 on Lake Võrtsjärv. Captain and boatswain talk about building kaleboats, sailing and trawling for fish and take you to the most beautiful nooks of Lake Võrtsjärv.

Kaleboats of Võrtsjärv were awarded the first place at the 100 treasures of Estonia competition by the Estonian public. Kaleboat Paula also bears an EHE label.

Come and enjoy the shimmering waters of Lake Võrtsjärv and the nature on the shore! You can order eel soup and/or smoked bream for your kaleboat trip. Trips only take place when ordered in advance and can start from various harbours if possible.

### Gallery

pav. 14



pav. 15

### Information

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Jõesuu, Vaibla küla, Kolga-Jaani vald, Viljandi maakond  
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### Times and prices

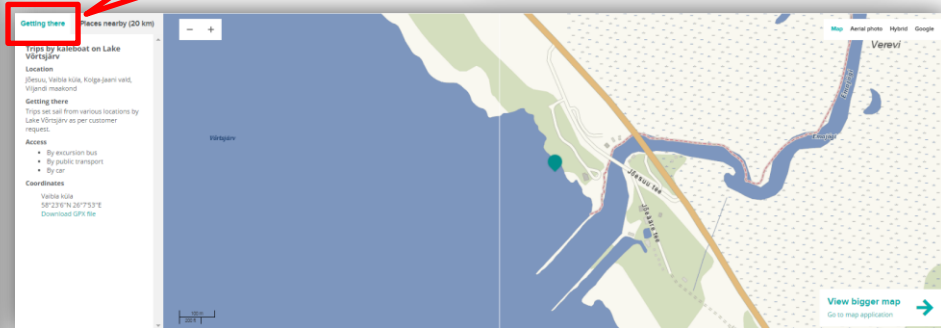
▼ **01.05–15.10**

**Is open advance bookings only**

<b>Group price:</b>	from <b>150 €</b>
---------------------	-------------------

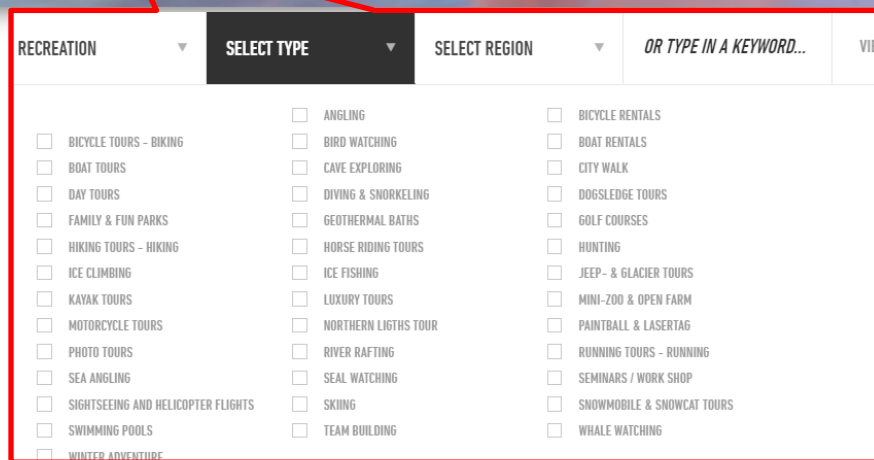
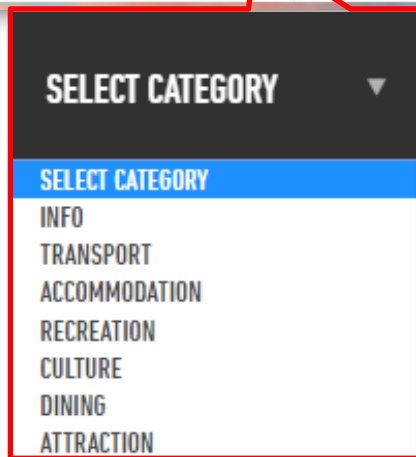
Exact price to be clarified by service provider.

**REQUEST INFORMATION**



pav. 16

# Islandija



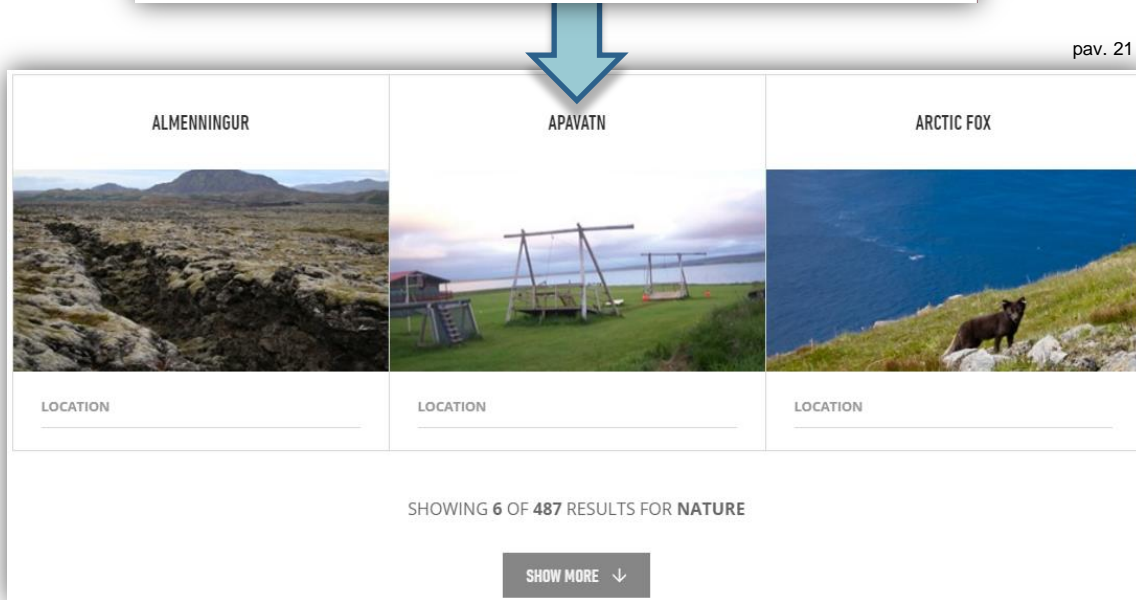
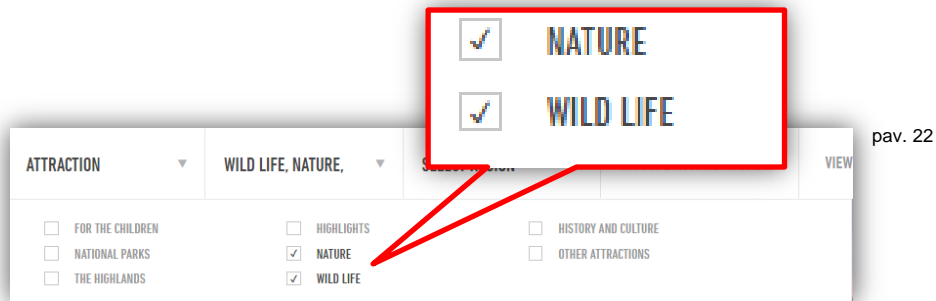
Islandijos turizmo puslapis visiticeland.com pasitinka vartotojus meniu stulpeliu, kuris leidžia labai tiksliai išsirinkti norimą sritį ir objektus.

# Islandija

Pasirinkus vieną iš galimų sričių kategorijos meniu, taip pat galima smulkiai sugrupuoti .



Pasirinkti galima ne tik vieną kategoriją, bet keletą (pav. 22).

Pasirinkus dominančias kategorijas, galima pamatyti visus su tomis kategorijomis susijusius turizmo produktus bei objektus (pav. 21).







## GET TO KNOW ICELAND





### HISTORY

The history of Iceland is one of survival and prosperity. The country was settled by Norsemen from Scandinavia and Celts from the British Isles in the 9<sup>th</sup> and 10<sup>th</sup> centuries, who established the world's first parliament, The Old



### PRACTICAL INFO

Need information on what to wear? Visa regulations or driving conditions?



### ICELAND IS A SAFE PLACE TO VISIT

Iceland is one of the safest countries in the world. Crime rate is extremely low and medical care is excellent. However, it is necessary to take precaution when travelling in Iceland due to natural hazards caused by weather and

### GEOGRAPHY

Iceland was formed around 25 million years ago, which makes it one of the youngest landmasses on the planet. Learn more about Icelandic geography and geology here.



### PEOPLE AND LANGUAGE

Iceland was the last country to be settled in Europe, when emigrants from Scandinavia and the British Isles first came to live on the island in the ninth and tenth century. It remains the most sparsely populated country of the

### VOLCANOES



Volcanic activity is a fact of life in Iceland, where people have learned to live with both its drawbacks, and considerable advantages, such as geothermal energy and dramatic natural environment.

## EXPLORE THE REGIONS OF ICELAND



### EAST ICELAND

The east coast of Iceland is home to the country's largest forest, lush farmlands and a range of small fjords and islands. Thanks to the East's many natural harbors, a variety of fishing villages and small seaside communities border the coast.





### WEST ICELAND

The western peninsula is one of Iceland's most geologically diverse regions. Its natural wonders are a nearly exhaustive sampling of all that Iceland has to offer, ranging from slumbering volcanoes and majestic waterfalls to a variety of

### WESTFJORDS

One of Iceland's best kept secrets is undoubtedly the country's North West corner, usually known as the Westfjords. Isolation has preserved the region in relatively unspoiled wilderness. Largely uninhabited, the Westfjords are



### REYKJANES

The Reykjanes Peninsula is a geothermal wonder, where lighthouses outnumber villages. Besides hosting the Keflavik International Airport and, just a few minutes away, the spectacular Blue Lagoon, the Reykjanes Peninsula is a

### SOUTH

The south coast of Iceland is home to some of the country's most visited tourist attractions. The coastline itself is renowned for its beauty, and the towns along the coast are famous for their fresh seafood.

### REYKJAVIK

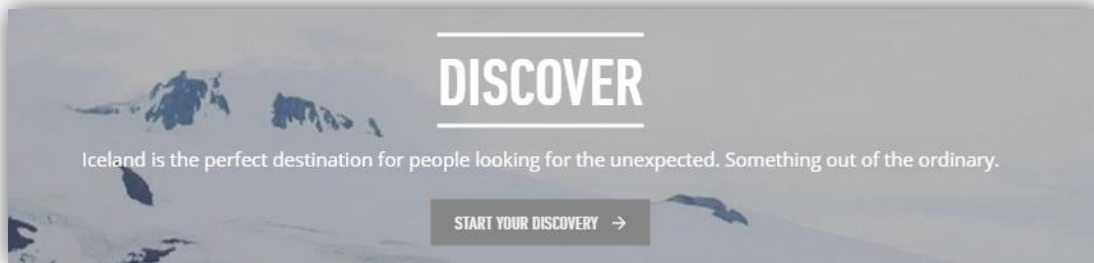
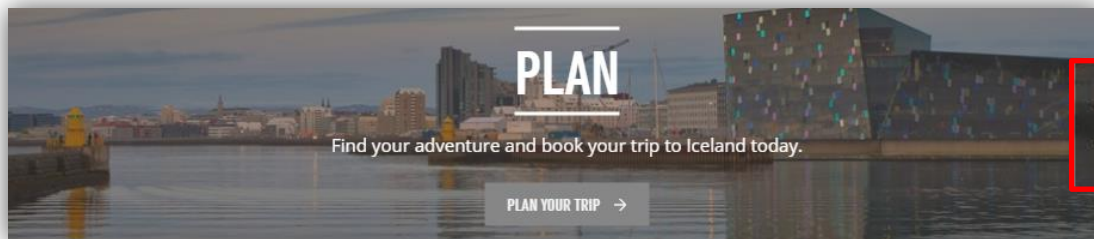
Reykjavik is the natural starting point for any visit to Iceland, and not undeservedly so. The capital city is world-renowned on all fronts; for its culture, history, and natural beauty.

# Islandija

pav. 24

Taip pat pradiniame puslapyje galimas alternatyvus vartotojo kelias. Šis kelias pradedamas interaktyviose nuotraukose pasirinkus vartotoją dominančią sritį (pav. 24).

Galimi trys pasirinkimo variantai: galima pasirinkti kategorijas tarp daryti (Do), planuoti (Plan) bei atrasti (Discover) (pav. 24).





pav. 25

# Islandija

<p><b>ACTIVITIES</b></p> <p>There are plenty of activities you can enjoy in Iceland all year round.</p>	<p><b>CULTURE</b></p> <p>Dive into Iceland's bustling cultural scene, full of creative festivals, art, food and design.</p>
<p><b>GEOTHERMAL POOLS AND SPAS</b></p> <p>The local natural wonder that is perhaps most ingrained in the fabric of Icelandic culture is the bounty of geothermal energy, the naturally heated water that powers our lives and heats our homes, baths and pools, public as well as private.</p>	<p><b>HORSE RIDING</b></p> <p>The Icelandic horse is a unique breed of smallish horses that came to Iceland with the first settlers from Norway 1100 years ago. Archeological digs in Europe have revealed that it is descended from an ancient breed of horses that is now</p>

pav. 26

The Icelandic horse is a unique breed of smallish horses that came to Iceland with the first settlers from Norway 1100 years ago. Archeological digs in Europe have revealed that it is descended from an ancient breed of horses that is now extinct outside of Iceland, where it has been preserved in isolation.

The Icelandic, as it is commonly referred to, is known for being sure-footed and able to cross rough terrain. It displays two gaits in addition to the typical walk, trot, and canter/gallop commonly displayed by other breeds. The first additional gait is a four-beat lateral ambling gait called tölt. Tölt is known for its explosive acceleration and speed; it is also comfortable and ground-covering. The breed also performs a pace called skelð, or "flying pace". It is used in pacing races, and is fast and smooth, with some horses able to reach up to 50 km/h (30 mph). It is not a gait for long-distance travel.

The Icelandic horse comes in many different colors, and the Icelandic language includes more than 100 names for the various colors and color patterns. It is small, weighing between 330 and 380 kilograms (730 and 840 lb) and standing an average of 132 to 142 cm (52 to 56 inches) high. It has a spirited temperament and a large personality.

pav. 27

# Islandija







Pagrindiniame puslapyje pasirinkus kategorija daryti (Do), vartotojas gauna gausų veiklų pasirinkimo spektrą (pav. 26).

Pasirinkus vieną iš veiklų, pasirodo labai platus aprašymas (pav. 27) bei galimybė pamatyti visas su šia veiklą susijusias įmones šalyje (pav. 28 ir pav. 29).

pav. 28



**HORSE RIDING COMPANIES IN ICELAND →**

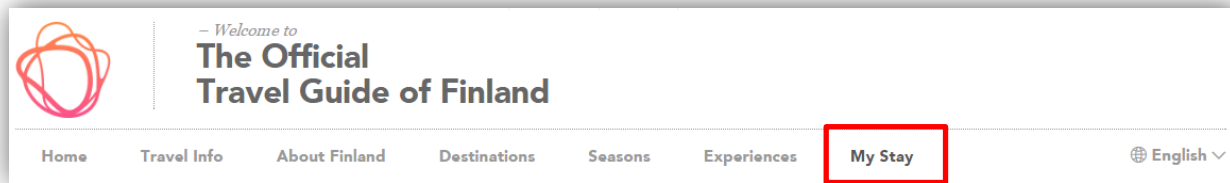
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# Suomija

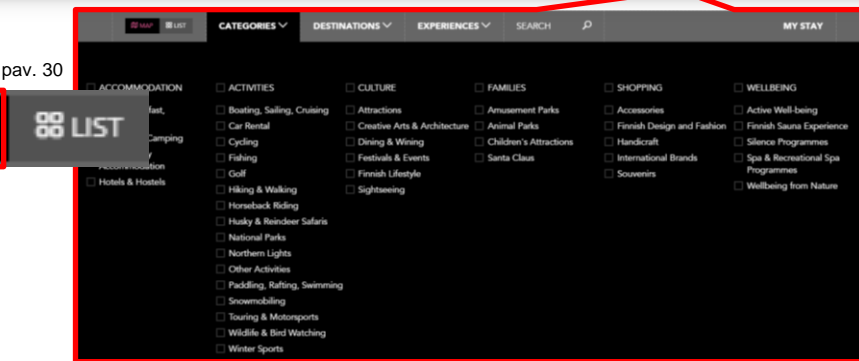
pav. 32



pav. 31



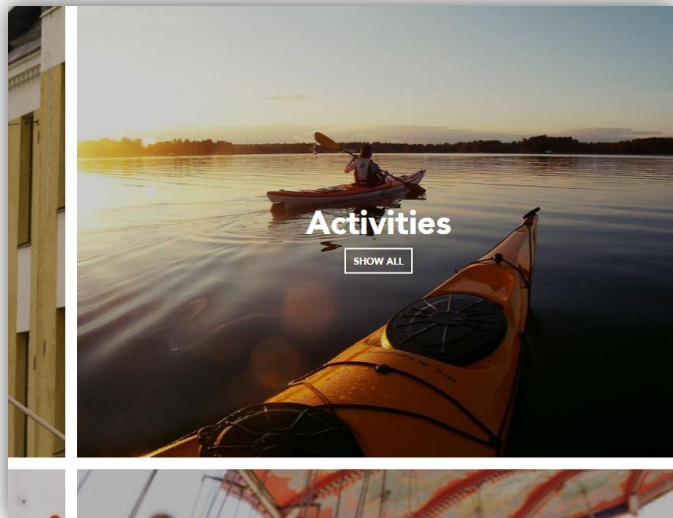
pav. 30



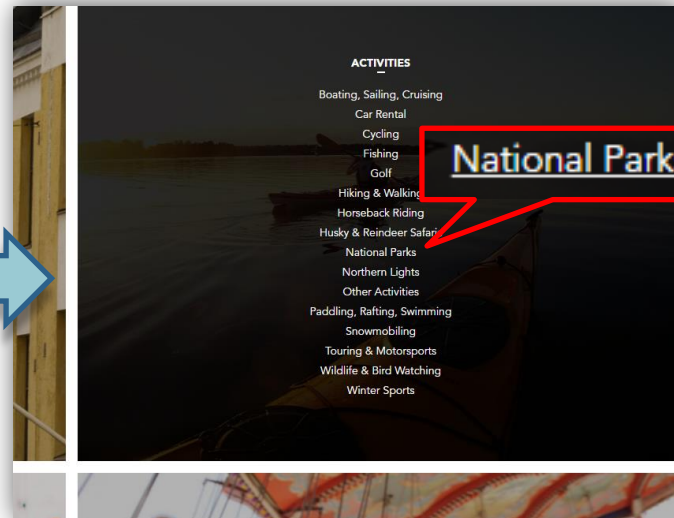
pav. 33

Suomijos pristatomajame turizmo tinklalapyje galimos dvi vartotojo kelio pradžios: sąrašas arba žemėlapis (pav. 30). Pasirinkus savo kelionės planavimo sritį (My Stay) galima pasirinkti veiklas pagal kategorijas, vietą, norimą patirtį arba ieškoti pagal raktinius žodžius (pav. 33). Interkatyvus žemėlapis leidžia iskartu matyti kur tiksliai yra konkretus turizmo produktas ar objektas (pav. 31).

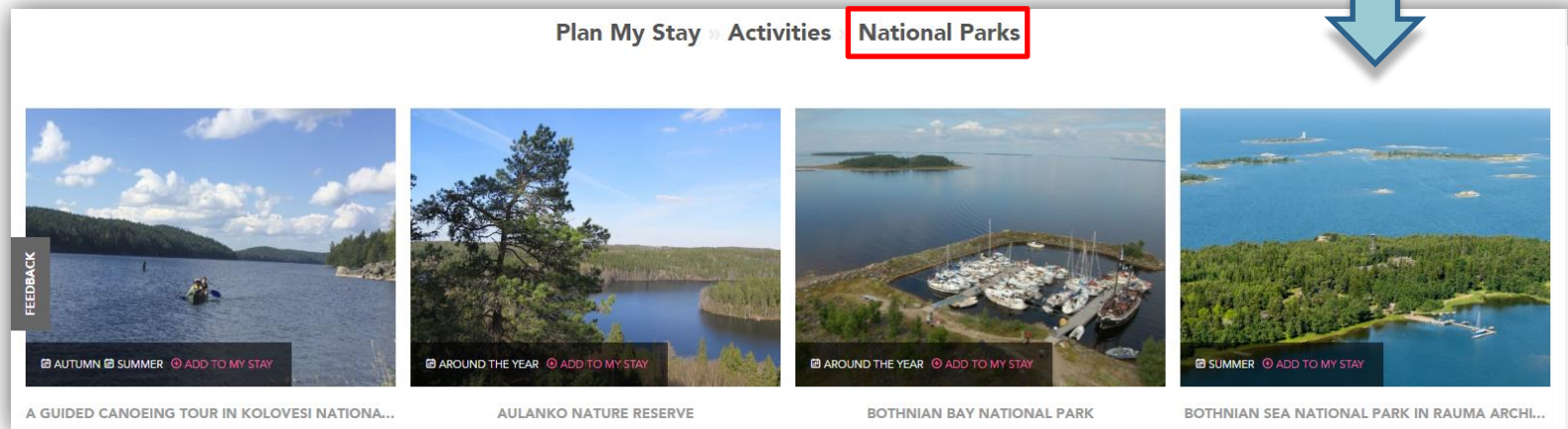
# Suomija



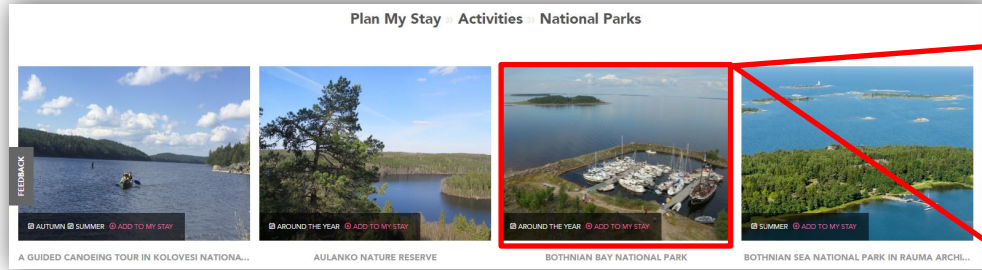
pav. 34



pav. 35

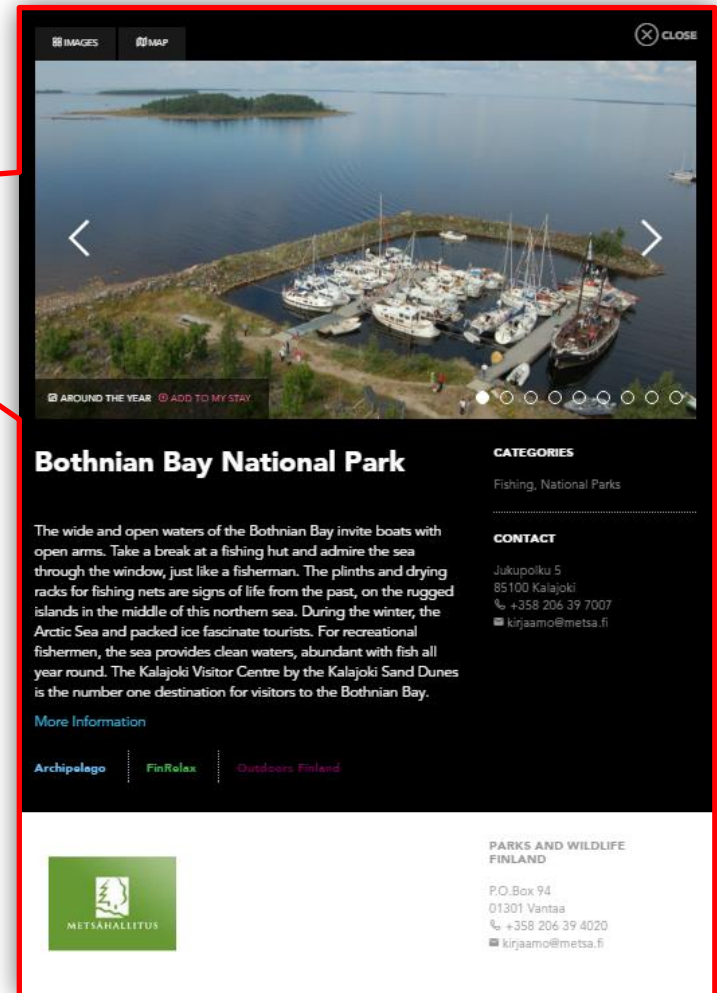


pav. 36



Pasirinkus norimas kategorijas bei vietą (pav. 34), toliau pateikiamas sąrašas vietų, kurios atitinka pasirinkimą (pav. 35). Pasirinkus vieną iš jų, vartotojas pamato visą objektų bei produktų spektrą (pav. 37).

Paspaudus ant vieno iš jų, galima su produktu susipažinti plačiau bei rasti kontaktinius duomenis (pav. 38).





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Active tourism

City break

Etc...

Etc...

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Experiences

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Experiences

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Type ▼

Region ▼

Transport ▼

Search

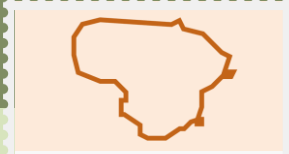
- Train
- Bus
- Car
- Etc...

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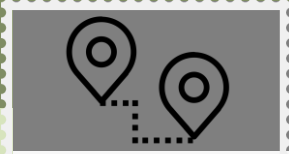
Choose holiday **type**



Select **region**



Plan your **trip**



Experiences



Season ▼ | Type ▼ | Region ▼ | Transport ▼ |



Route:      Transport:      Time:

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