



JÄRVISÖ





- Right of public access/Freedom to roam
- Nature tourism and eco tourism is an opportunity to use forests and land *in a new innovative way*
- Contribution to biodiversity





## Who we are.....

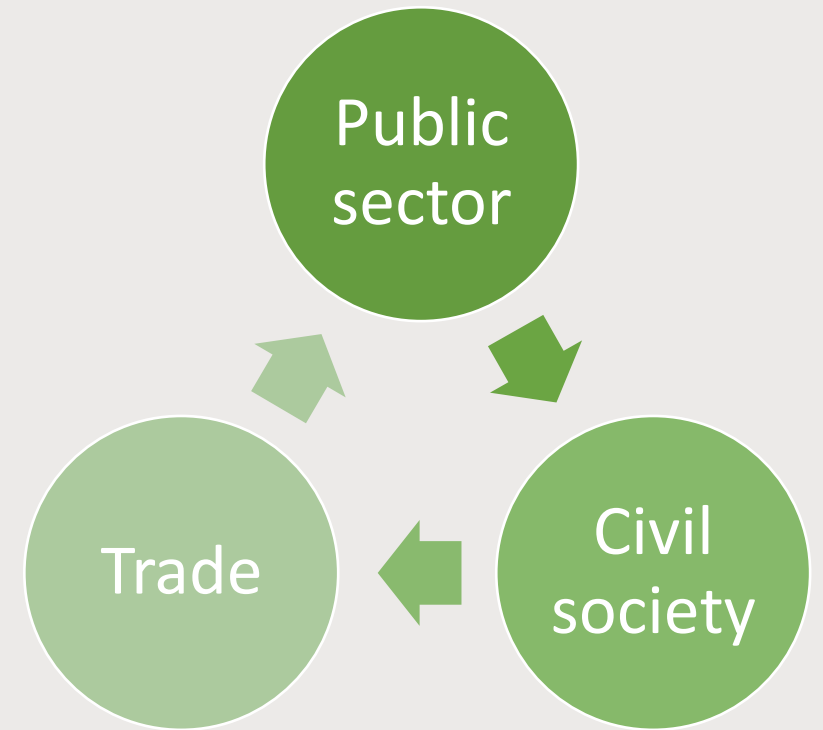
- Identity
- Context
- History
- Culture
- Pride

Difference  
between  
**objective** and  
**means**





## The importance of collaboration





Certification & Label systems; A tool for systematically working with the destination's or company's sustainability.



**Time and patience**

**Challenge of developing  
dynamically**



# Thank You

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Destination Järvsö

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Ecotourism Association

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