



# **Nature's Best: A tool for development of Swedish ecotourism**



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Creation of conditions for a certification system for ecotourism  
in the Baltic Region, Seminar 1  
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# Ecotourism in Sweden





- Founded in 1996
- Nationwide, non-profit, non-partisan organization
- 453 members (private people, companies and organizations)

## Our Mission

- Develop and promote ecotourism in Sweden
- Lobby for regulations and policies that support the continued growth of ecotourism
- Continuously develop recommendations and codes of conduct for ecotourism and promote quality and environmental labeling.
- Aid in the development and implementation of ecotourism training programs
- Work to ensure that all nature-oriented tourism develops towards quality assured ecotourism

## Ecotourism Development in Sweden









*Quality*



*Sustainability*



*Quality*



*Sustainability*

**The first national quality label for ecotourism in the Northern Hemisphere!**





## How Nature's Best Began



## How Nature's Best Began

✧ Launched during the UN International Year of Ecotourism in 2002.

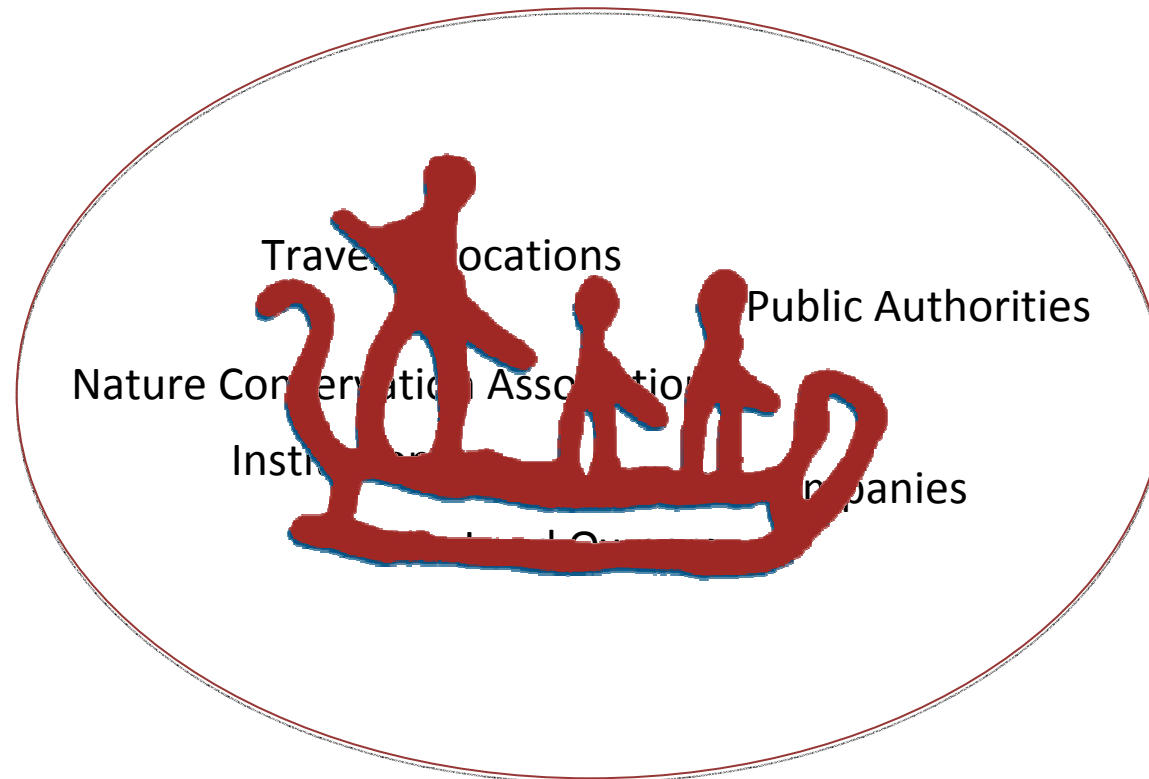


## How Nature's Best Began

- ✧ Launched during the UN International Year of Ecotourism in 2002.
- ✧ 88 approved operators (8 new), almost 500 approved tours/activities



## How Nature's Best Began



More than 30 companies and 20 national associations took part in the criteria creation process



## Six Basic Principles

1. Respect the limitations of the destination – minimise the negative impacts on local nature and culture

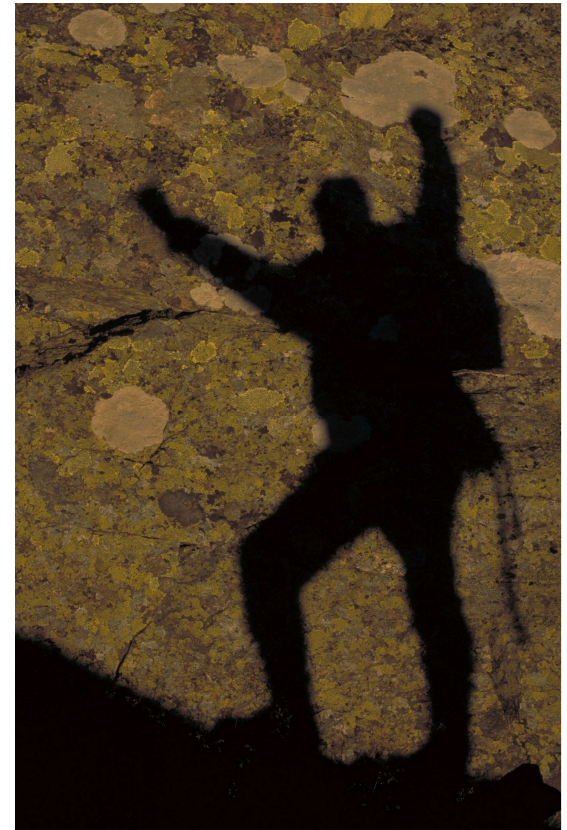
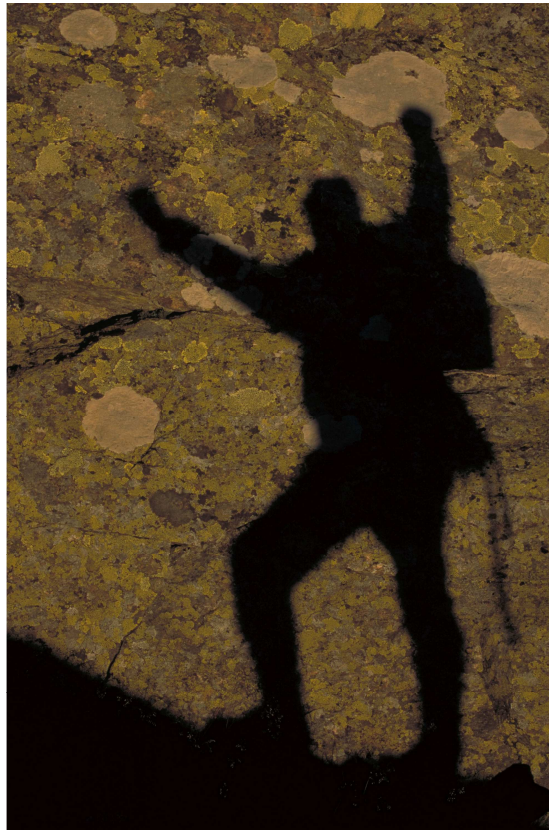
1. Support the local economy

1. Make all the operators activities environmentally sustainable

2. Contribute actively to nature and cultural conservation

3. Promote knowledge and respect and the joy of discovery

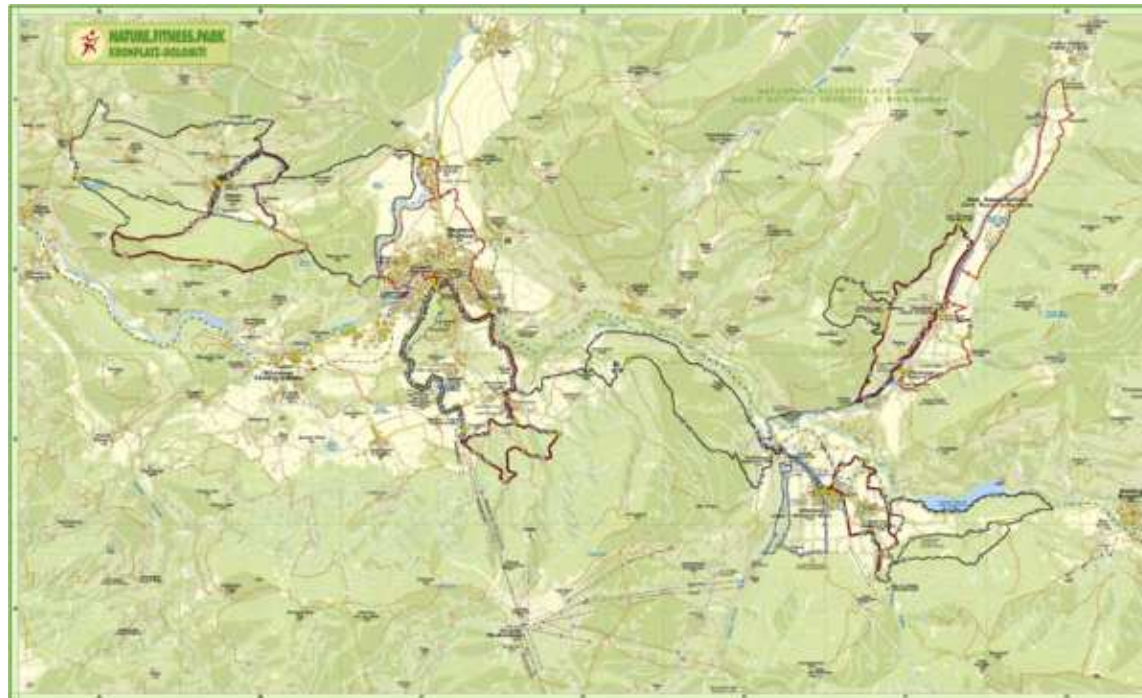
4. Quality and safety all the way





## Six Basic Principles

1. Respect the limitations of the destination – minimise the negative impacts on local nature and culture







## Six Basic Principles

### 2. Support the local economy





## Six Basic Principles

3. Make all the operators activities environmentally sustainable





## Six Basic Principles

### 4. Contribute actively to nature and cultural conservation







## Six Basic Principles

5. Promote knowledge and respect and the joy of discovery





## Six Basic Principles

### 5. Quality and safety all the way





## Application Process



**ADVICE**

the right steps  
to take



**ADVICE**

the right steps  
to take





# Nature's Best 2.0



# Thank you!

And visit us at:  
[www.naturesbestsweden.com](http://www.naturesbestsweden.com)