

SWEDISH ECOTOURISM SOCIETY >>



ANNA MARTINEZ >>



SHORT BIOGRAPHY >>

Anna Martinez' carrier in tourism started as a guide in Lanzarote, Spain. After several years working in the tourism industry she decided to do a degree in Ecotourism and did so in Australia. After 5 years in Australia she moved back to her home country Sweden. Anna is a board member of the Swedish Ecotourism Society and is working with a EU-project in a little village (800 habitants) north of Sweden as the Tourism Developer Officer.

Nature's Best was developed by travel associations, land owners, nature conservation associations, non-profit organisations, public authorities, tourist companies and institutions, More than 30 companies and 20 National associations took part of the process of creating criteria for Nature's Best

Photos: www.naturesbasta.se

ABOUT THE SWEDISH ECOTOURISM SOCIETY >>

The Swedish Ecotourism Society was created 1996. The initiative came from the Swedish WWF. Today the organisation has grown to about 350 members. The Swedish Ecotourism Society is together with The Swedish Society for Nature Conservation and The Swedish Travel and Tourism Council responsible for the creation of Europe's first national quality label for nature tours in Europe – 'Nature's Best'. Nature's Best was launched 2002 during the year of tourism.

ABOUT SWEDEN >>

Sweden has exceptional natural scenery and enormous tracts of untouched wilderness. The North of Sweden offers magnificent natural scenery and exotic phenomena as the midnight sun, the aurora borealis (northern lights), Arctic chill and total silence. Sweden has the longest coastline in Europe, stretching 7,300 km. Part of the coastline host the world famous archipelago that was formed during the Ice Age. Stockholm's archipelago contains more than 25,000 islands.

The indigenous people of Sweden – the Sami People can be dated back 7000 years. The Sami people of today are numbered about 40 000 in all, divided between Finland, Norway, Russia and Sweden.

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