

exchange information and experiences to all participants. For instance, the nature conservators participate in our tour riding once a year to see how we act in the nature. We, on the other hand, report to them what's happening in the area. Our co-operation has been working out very well. By showing that we handle things good, we achieved an expanded sanction for our business in the national park.

Knowledge about wearing [deterioration] of the ground

Our biggest impact on nature is the wearing from our horses. Currently there is very little knowledge about wearing of the ground and therefore we put in a lot of work in learning more about the subject [*impacts*] and to share the knowledge. We are studying how clearly [*easily*] you can see the marks made on the ground and how long time it takes before they disappear on different kinds of vegetation. In that way we are building knowledge about wearing of the ground and how much time the nature needs to recover. We then report everything to the authority, including a plan of action.

Nowadays we think about the nature's restrictions [*capacity*] in the areas we are riding in and we ask ourselves these questions; How much can this ground bear; Is it best to ride side by side or is it better for the ground to ride in a row and by that create trails - and in that case, can other people use the trails and can the ground recover from that etc. We know what vegetation we can ride on and we know which one we can't ride on because the marks don't go away.

We also pass the knowledge to our guests because it's important to explain what happens when we are riding in the sensitive mountain area. They are interested and they do care - they enjoy untouched nature and think it's positive that we care about it.

Information gathering and influence

If you are not educated in nature conservation you can start to co-operate with someone who is. **It's also good to complement with different education and courses.** For instance, we are co-operating with a school that includes its course on Mountain Ecology with us and from which we have learned a lot. Much of the information, such as inventories of species of vegetation can be found at forestry companies and authorities.

Rid I Jorm is active in a project to save the gerfalcon in the area. A portion of the price that the guests are paying goes straight to the project. In return, we receive information about what is happening, the actions which are taken and quite a lot of marketing. Our guests think that it's very exiting to hear about what's going on and are satisfied to know that they are contributing to the rescue work.

We live in an area that has a lot of snow-mobiles and many mobile trails. We are engaged in developing trail systems for skiing and dogs. We have guests who are willing to come here in the wintertime - now it's getting the authority to realise it.

Hints

I have learned that if I'm going to succeed with my tourism investments, it's extremely important to involve everybody who lives in the area or is involved in it. Therefore, you need to get as much information as possible before you start the business:

- which other interested parties exist in the area
- can any problem come up with hunting groups and landlords
- focus on common interests instead of prospective conflicts
- arrange a general meeting, inform in a informal way, invite hunters, landlords and other interested parties, involve the people
- don't run over the locals