

# OPPSKRIFT PÅ KORLEIS ETABLERE EI REISEMÅLSLEIING

Reisemålsleiing i praksis



**Nettverk for Destinasjonsleining og Berekraftig  
Reisemålsutvikling (NDBR) - Berekraftsnettverket**



**Berekraftig  
Reisemål**






An aerial photograph of a rocky coastline. The water is dark blue and green, with several kayakers visible in the lower half of the frame. The rocks are grey and jagged, with some green moss or algae growing on them. A semi-transparent green box is overlaid on the image, containing white text.

# 1. Sjå på prosessen mot Merket som ei tid for å skape plattform for drifting



Oppskrift på korleis etablere ei reisemålsleiing



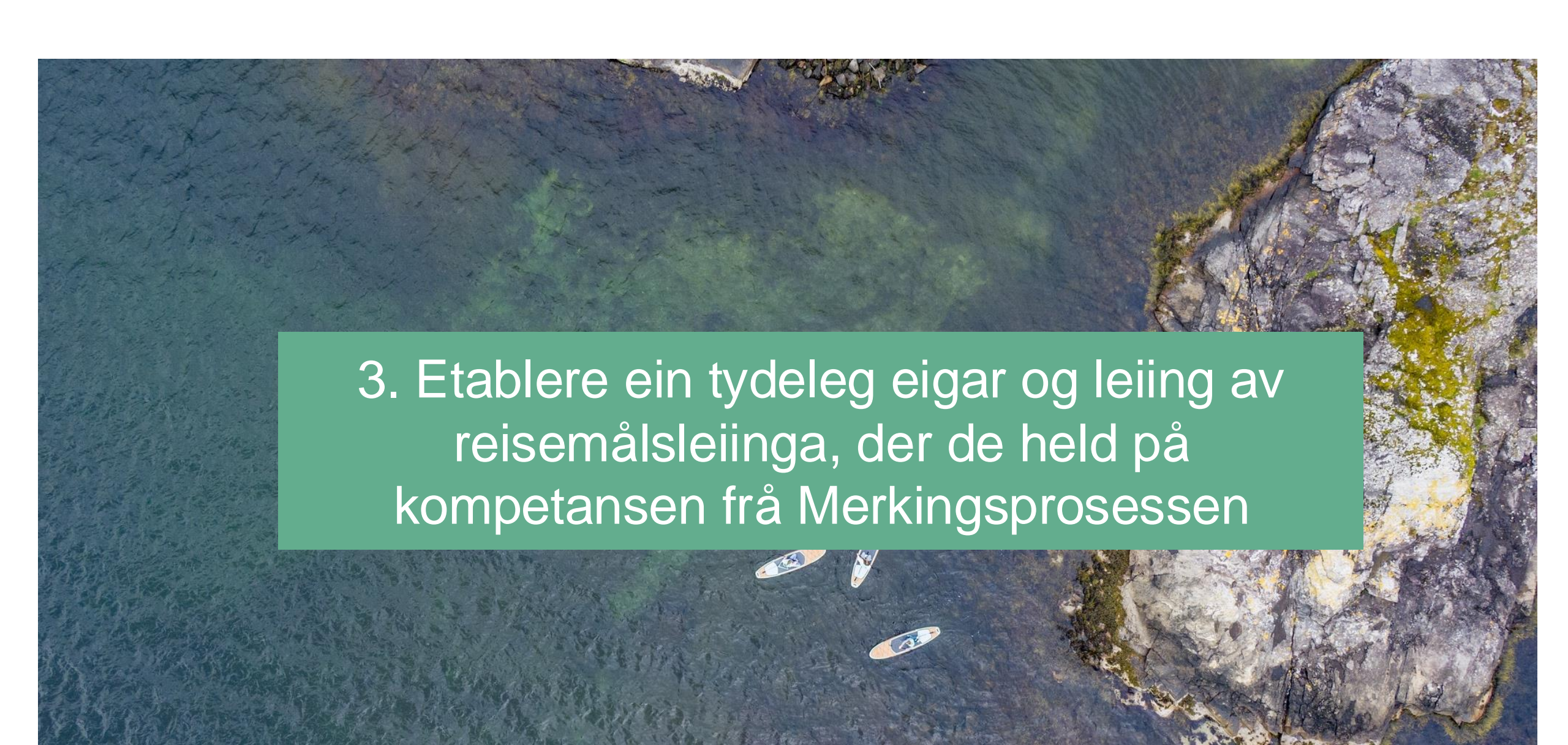
An aerial photograph of a rocky coastline. The water is dark blue and green, with some ripples. Three kayakers are visible in the water, near the shore. The rocks are grey and brown, with some green moss or algae. A green rectangular box is overlaid on the image, containing white text.

## 2. Sikre brei representasjon gjennom kartlegging av dei viktigaste aktørane på reisemålet



Oppskrift på korleis etablere ei reisemålsleiing




An aerial photograph of a rocky coastline. The water is dark blue and textured. Three kayakers are visible in the water, near the shore. The rocks are grey and covered with green moss or algae. A green rectangular box is overlaid on the image, containing white text.

3. Etablere ein tydeleg eigar og leiing av reismålsleiinga, der de held på kompetansen frå Merkingprosessen



Oppskrift på korleis etablere ei reismålsleiing



An aerial photograph of a rocky coastline. The water is dark blue and green, with several kayakers visible in the lower half. The rocks are grey and yellowish, with some green moss or algae. A large green rectangular box is overlaid on the image, containing white text.

## 4. Ta stilling til reisemålsleiinga si rolle: Strategisk eller operativ? Høyringsinnstans?



Oppskrift på korleis etablere ei reisemålsleiing



An aerial photograph of a river flowing through a rocky landscape. The water is a deep blue-green color, and the banks are composed of grey and white rocks with patches of green moss. Three kayakers are visible in the river, paddling towards the viewer. A large, semi-transparent green rectangle is overlaid on the center of the image, containing white text.

## 5. Klargjere reisemålsleiinga sitt mandat inn mot kommunane



Oppskrift på korleis etablere ei reisemålsleiing



An aerial photograph of a rocky coastline. The water is dark blue and green, with some ripples. Three kayakers are visible in the water, near the shore. The rocks are grey and have some green moss or algae growing on them. The sky is not visible.

## 6. Etablere årshjul for reisemålsleiinga, som inkluderer informasjon, involvering og rapportering



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An aerial photograph of a rocky coastline. The water is dark blue and green, with some ripples. Three kayakers are visible in the water, near the shore. The rocks are grey and brown, with some green moss or algae. A green rectangular box is overlaid on the image, containing white text.

## 7. Ta diskusjonen om finanseringsmodellar for reiselivsarbeidet



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