



# The town Vík

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## Characteristics of Vík

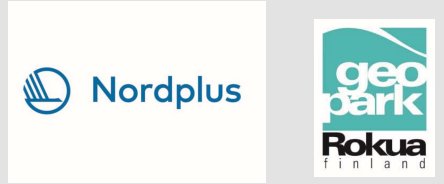
Convenient location

A tourist town

Monotonous

- The houses looked similar to each other

Badly organized – infrastructure companies in the middle of the town



## Tourist town

- Icelandic Lava show building
- Icewear shopping center
- Information offices for Katla Geopark
- Kötlusetur – very welcoming
- Culture signs were informing and interesting



## What do we think about Vík?

- The town has beautiful surroundings
- Close to Reynisfjara (Black beach)
- Close to Katla Geopark
- Interesting museums (Kötlusetur and Maritime Museum)
- The shopping center was good



## Companies and sustainability

Companies take advantage of nature and surroundings to make a business

Companies we visited:

- Icelandic Lava show
- Had an environmental policy, reuse lava
- Puffin Hotel
- No environmental policy
- Sort trash

## Nature and surroundings

- Reynisfjara Black beach
- Beautiful mountains
- Church
- Windy
- Lack of trees

