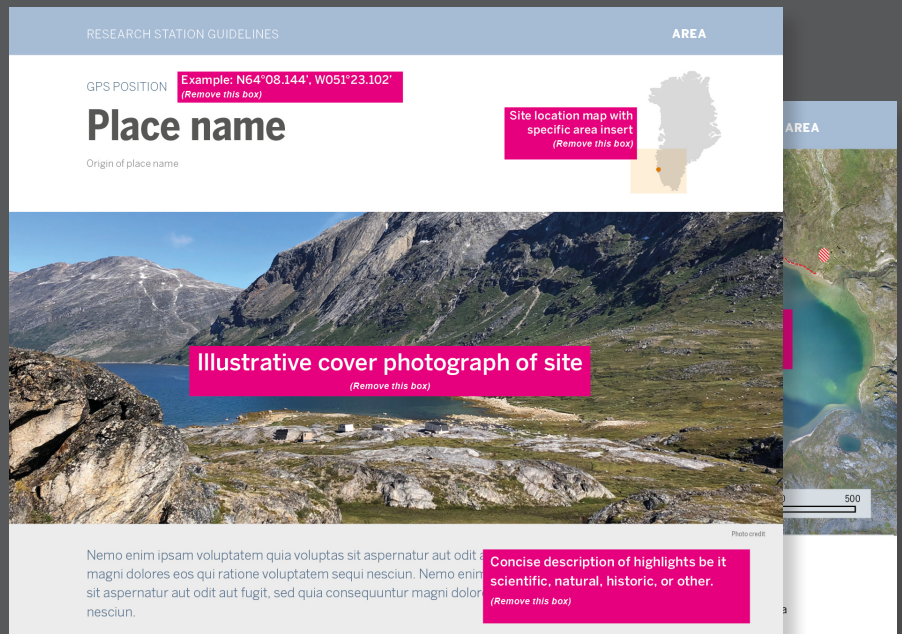


INTERACT

Station Specific Tourism Guidelines

Based on template from AECO



Developing Station Specific Guidelines

AECO – the Association of Arctic Expedition Cruise Operators strives to set the highest possible operating standards and promote best practices among expedition cruise operators in the North Atlantic and High Arctic regions.

AECO's objectives are to ensure environmentally friendly, safe and considerate tourism.

Through INTERACT III, AECO is working on interfacing education for tourism with station management to ensure sustainable development and minimal environmental impact.

INTERACT Station Specific Guidelines convey information that visitors should be aware of in an easy to-understand way. The Guidelines can be used to enhance the general knowledge of the area.

Guidelines include the types of research conducted at the Station, the importance of this research and the history of the Station, along with specifics on fauna and flora inhabiting the area.

The first step in developing guidelines is to conduct a vulnerability assessment, including impact to the natural environment and the research infrastructure. Following this, having an open dialogue with representatives of visitors, such as local tourist agencies and/or tourist development organizations, is advised. These organizations can advise on development opportunities to create mutual benefits.

For stations visited by AECO members, if guidelines are to be considered mandatory for all AECO members, AECO should be consulted and included in the development of guidelines.

Content

Useful consideration when developing guidelines:

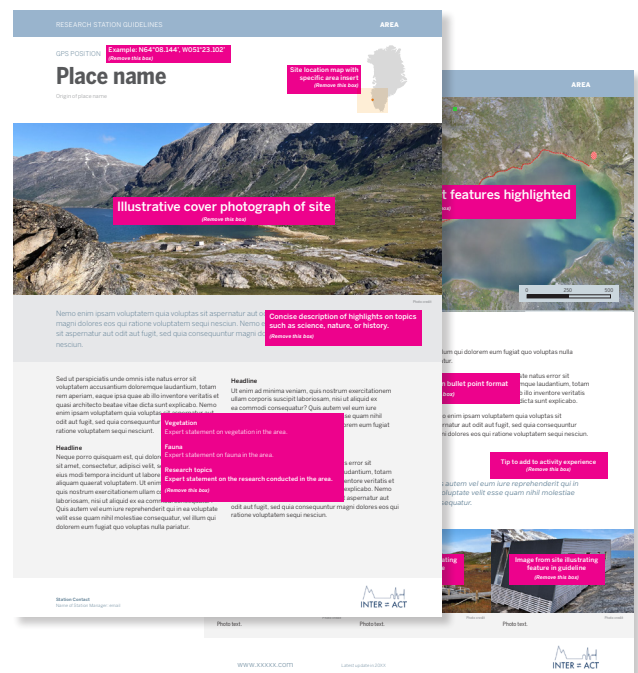
Introductory text could include:

- Station name.
- Description of the location and origin of place name or a captivating fact.
- Latitude and longitude position.
- A map of the region showing where the station is located.
- A representative photo of the station and/or surrounding area.
- Concise description of highlights on topics such as science, nature, or history.
- Introductory text with descriptive headlines presenting general information about the station and surrounding area, such as the research topics focused on at the station, vegetation, and fauna.
- Remember to include credits for all photos.

Guidelines should include:

- Detailed map including relevant features and places of significance and interest (e.g., walking trails, attractions, cultural remains, view-points, or modern human installations). Highlight places that should be avoided.
- Concise guidelines in bullet point format.
- Opening hours and contact information.
- Services that are or are not available and associated costs (e.g., accommodation, parking and toilets).
- A “tip” section can highlight something that is not on the map or described in the guidelines.
- Logos or credits.
- Disclaimer, if appropriate.

The next two pages feature the final layout ready to be completed with the above details.



GPS POSITION

Example: N64°08.144', W051°23.102'
(Remove this box)

Place name

Origin of place name

Site location map with specific area insert
(Remove this box)



Illustrative cover photograph of site

(Remove this box)

Photo credit

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Concise description of highlights on topics such as science, nature, or history.

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Headline

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Vegetation

Expert statement on vegetation in the area.

Fauna

Expert statement on fauna in the area.

Research topics

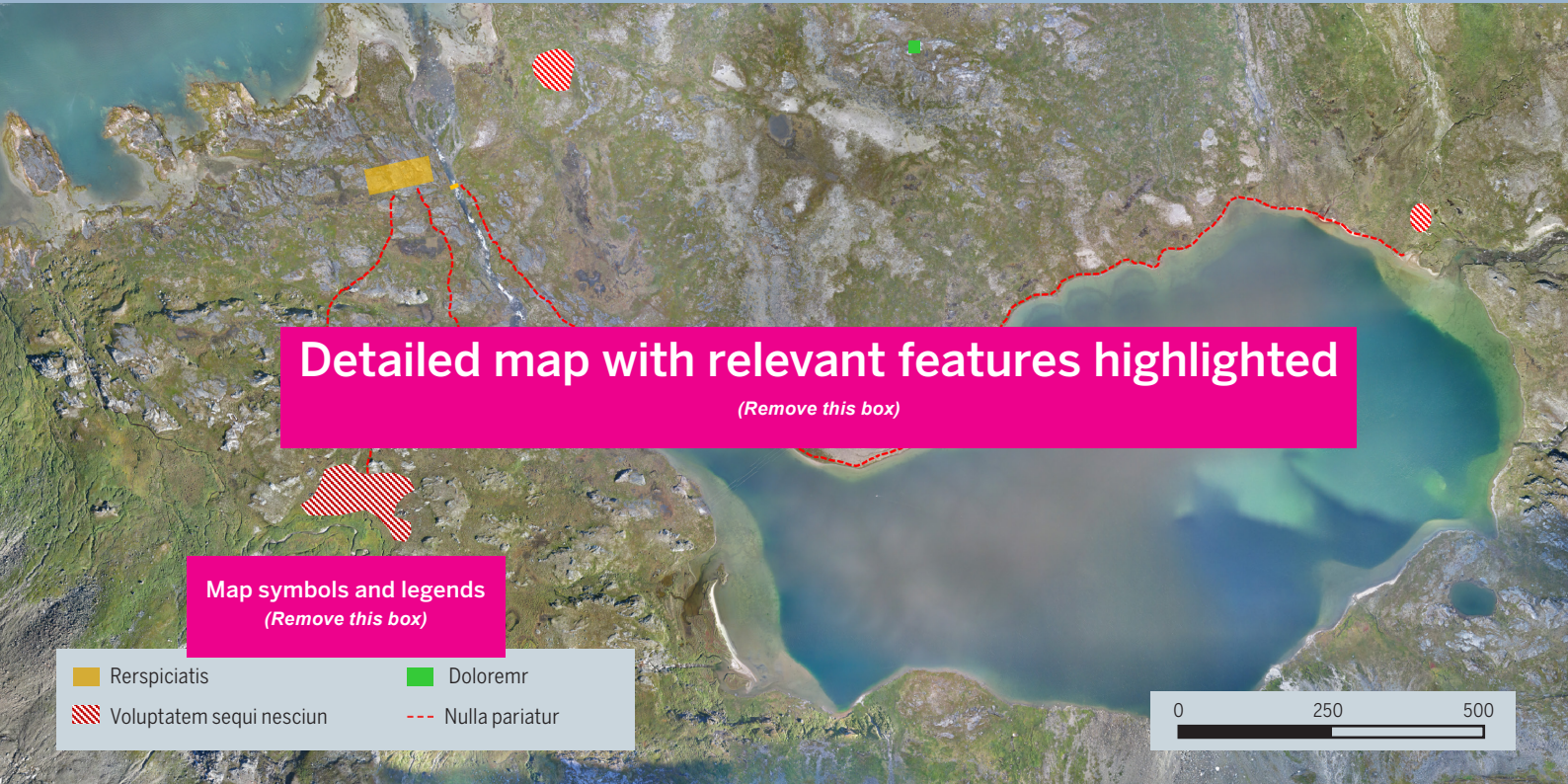
Expert statement on the research conducted in the area.

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Headline

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Guidelines

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 - Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciun.
- Concise guidelines for site in bullet point format
- (Remove this box)
- Tip to add to activity experience
- (Remove this box)
- Tip!**
Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur.



Photo credit

Photo text.



Photo credit

Photo text.



Photo credit

Photo text.