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.
Place name

Origin of place name

Illustrative cover photograph of site

(Nearest box)

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

(Nearest box)

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.

(Nearest box)

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Station Contact
Name of Station Manager: email
Guidelines

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