



# Ten Principles for Arctic Tourism

## 1. Make Tourism and Conservation Compatible

Like any other use of the environment, tourism should be compatible with and a part of international, national, regional, and local conservation plans.

- Encourage tourism planning that supports conservation efforts and incorporates conservation plans.
- Cooperate with environmental organisations and other groups working to protect the environment.
- Support monitoring of and research on the effects of tourism.

## 2. Support the Preservation of Wilderness and Biodiversity

Vast areas of wilderness without roads or other traces of development are a unique characteristic of the Arctic. These areas are both environmentally valuable and one of the main reasons why tourists come to the Arctic.

- Support nature conservation throughout the Arctic, including the protection of wildlife, habitat and ecosystems, both marine and terrestrial.
- Support efforts to stop and, where possible, reverse the physical fragmentation of the Arctic landscape since fragmentation both reduces the quality of the tourism experience and degrades the environment.
- Support the further development of the Circumpolar Protected Area Network (CPAN).

## 3. Use Natural Resources in a Sustainable Way

Conservation and the use of natural resources in a sustainable way are essential to the long-term health of the environment. Undeveloped areas in the Arctic are a non-renewable resource - once developed, it is impossible to return them to their original state.

- Encourage uses of natural resources that are sustainable, including undeveloped areas.
- For areas that are already developed, encourage uses that are sustainable and environmentally friendly.

---

#### **4. Minimise Consumption, Waste and Pollution**

Reducing pollution and consumption also reduces environmental damage. This improves the tourism experience, and reduces the high cost of cleaning up the environment.

- Encourage the use of waste disposal technologies with the least impact on the environment, such as recycling and waste management systems. Where communities have recycling systems, use them; where they do not, help develop them.
- Dispose of waste in a safe and appropriate way, for example by compacting your garbage and taking it with you.
- Use biodegradable or recyclable product packaging.
- Minimise the consumption of fossil fuels, avoid motorised transport where possible, and do not use motorised transport (snowmobiles, etc.) for purposes other than getting from one place to another.
- Support the development and use of lodgings that conserve energy, recycle, and dispose of waste and garbage in appropriate ways.
- Support efforts to clean up and restore areas where the environment has been damaged.

#### **5. Respect Local Cultures**

Tourism should not change the lifestyles of peoples and communities unless they want it to do so.

- Respect the rights and wishes of local and indigenous peoples.
- Ask for permission before visiting sites that communities currently use, such as churches and other holy places, graveyards, camps, and fishing sites.

#### **6. Respect Historic and Scientific Sites**

Archaeological, historic, prehistoric and scientific sites and remains are important to local heritage and to science. Disturbing them diminishes their value and is often illegal.

- Respect the value of these sites and remains and promote their protection.

#### **7. Arctic Communities Should Benefit from Tourism**

Local involvement in the planning of tourism helps to ensure that tourism addresses environmental and cultural concerns. This should maximise benefits and minimise damage to communities. It should also enhance the quality of the tourism experience.

- Seek and support local community involvement and partnership in tourism.
- Promote the recruitment, training, and employment in tourism of local people.

---

## **8. Trained Staff Are the Key to Responsible Tourism**

Staff education and training should integrate environmental, cultural, social, and legal issues. This type of training increases the quality of tourism. Staff should be role models for tourists.

- Encourage staff to behave responsibly and encourage tourists to do so as well.
- Familiarise staff with applicable laws and regulations.

## **9. Make Your Trip an Opportunity to Learn About the Arctic**

When tourists learn about communities and the environment, tourism provides the most benefits for all concerned and does the least damage. Knowledge and a positive experience enable tourists to act as ambassadors for Arctic environmental protection.

- Provide information about environmental, cultural, and social issues as an essential part of responsible tourism.
- Apply the codes of conduct as a way to promote responsible tourism attitudes and actions.

## **10. Follow Safety Rules**

The Arctic can be a treacherous environment and everyone involved in Arctic tourism needs to exercise caution and follow safety rules and practices. Failure to do can result in serious injury and costly rescue or medical intervention that burdens communities.

- Ensure that your actions follow accepted safe practices and comply with regulations.
- Ensure that everyone involved in Arctic tourism receive information and training about safety procedures.

WWF-Arctic Programme

Postboks 6784, St. Olavs plass

N-0130 Oslo

Norway

Tel. +47-22 03 65 17

Fax. +47-22 20 06 66

E-mail: [arctic@wwf.no](mailto:arctic@wwf.no)