

A polar bear is walking across a snowy, icy landscape. The bear is the central focus, moving from the left towards the right. Its fur is white and appears thick. The background shows a vast, flat, white expanse under a pale sky. In the top left corner, there is a small orange horizontal bar.

# The great North is the new exotic.

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How tourism affects the Arctic circle.



How to make tourism in the Arctic eco friendly

## How to minimise negative impact of tourism:

- Tour guides have non lethal polar bear darts so polar bears aren't unnecessarily killed
- Only using sustainable transport, i.e. electric, human or dog powered sledges to decrease pollution.
- Visitors must bring reusable bottles, food will be provided which will decrease waste.





Tourism  
contributes to  
research

- Tourists helping with conservation and scientific animal counts for research.
- Tours exploring a variety of different ecosystems such as ice diving and tundra botany.
- Raising awareness of climate change.



# How to make tourism in the Arctic good for the economy

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- Cruise ships bring supplies for communities and research bases.
- A minimum of 10% of all profits go to polar communities and research bases.

