



BEST and PROMISING PRACTISES

Principles: 6 principles are addressed. See below.

Practices:

- Supports the local economy
- Operates environmentally friendly (responsible) manner
- Supports the conservation of local nature
- Respects and involves local community
- Promotes quality and safety in all business operations
- Educates visitors about local nature and culture

Company: Polar Sea Adventures

Web-site: www.polarseaadventures.com

Region: Northern Baffin Region, Nunavut, Canada

Operations:

Established in 1989 and based in Pond Inlet, Polar Sea offers a variety of unique and exciting scheduled adventure trips and expeditions in the North Baffin Island region. Trips and activities include floe-edge, wildlife viewing, hiking, sea kayaking, mountain biking, whale watching, cross-country skiing, fishing and bird watching. Pond Inlet is the gateway to the spectacular new Sirmilik National Park.

Polar Sea Adventures also arranges customized trips and expeditions for individuals, groups, photographers and film companies and provides logistical, consulting and transportation services for any part of Nunavut.



Adherence to SMART Principles:

1. Supports the local economy:

Nunavut communities have limited resources so it is important we work together. We buy locally whenever possible. It is easier to deal with neighbours – the cost may be higher but it comes back in relationships with local business. Later on stores will help when you have a problem. And don't be shy to ask for incentives from local stores – this is about building partnerships.

We hire locally. What else would people do? – Work in a mine? A cook from down South might be more professional but for us it's a conscious choice. We stick with local guides on principle. It's investing in the community. Money stays in the community and people can see tangible benefits from tourism.

2. Operates in an environmentally responsible manner:

We practice low impact, "leave no trace". This is the beauty of camping on the sea ice – there are no footprints; they disappear with the melting ice. We pack back to town all that we take out. Currently investigating a new high tech waste disposal system.

3. Supports the conservation of nature:

Because we use the land as part of our business we have a vested interest. We exercise self-regulation regarding wildlife viewing – careful not to harass wildlife. Show our clients how fragile the Arctic is – places where footprints remain from one year to the next. Licensed operators can play a vital role in exposing bad practices and therefore aid appropriate agencies in enforcement of regulations.

4. Respects and involves local community:

We need to create in the minds of visitors a part of being a benefit to the community and the community needs to feel involved. We educate clients through pre-trip literature. "Community days" are often included in our packages.

5. Promotes quality and safety in all business operations:

Quality will always sell. Lessons need to be learned from other parts of the world. It is a continuous process, we learn something every year. It is important that someone is always in charge to make and maintain decisions that relate to visitors' safety. Sometimes this is difficult for Inuit people as they find it difficult to say 'no'.



6. Educates visitors about local nature and culture:

Because Arctic trips are usually planned far ahead, we are talking to and building up a relationship with our clients over several months. This allows us to provide guidelines and standards ahead of time by mail or e-mail. We discuss what we are likely to see and what expectations should be. This information is re-iterated at our first night at camp. It is explained that we have to adjust our lifestyles to the wildlife – where they go, what time they are around. The cultural component is provided by our guides since they facilitate learning – our guides are not “just hired help”.

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