



Sustainable land tours

New standards for the industry

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Workshop „Sustainable Cruise Ship Tourism“
Conference „Building a Baltic Sea Tourism Region“

Rostock-Warnemünde, 3 - 4 May 2012



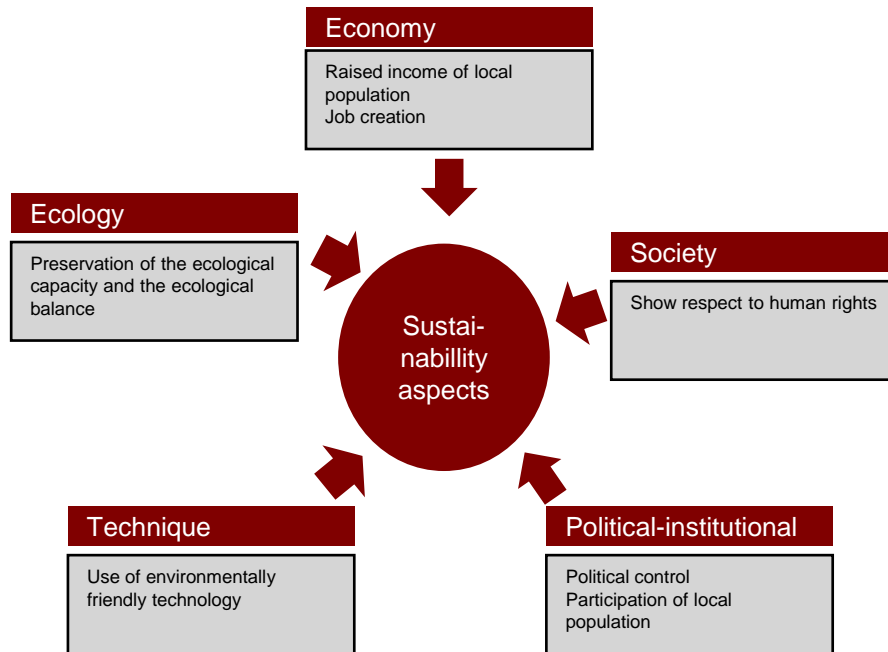
Land excursions

- **Classic:** city tours, round tours, museums
- **Active:** hiking in nature, jogging, climbing and roping, tree top gliding
- **Water & more:** Manta watching, swimming with Sea Turtles, boat excursions, sailing, rafting, Canoe- or Kayak tours
- **Experience:** Jeep tours, Quad tours, horse riding at the beach, sailing regattas, Helicopter round trips, city explorations with Segway
- **Culinary:** cooking experiences, local tasting, wine tastings, shopping at local markets
- **Bike-trips:** sightseeing tours, E-Bikes
- **Golf:** the best golf courses of the world
- **Scuba diving:** coral reefs, rare species and shipwrecks





Which land excursions are sustainable?



„With AIDA Land Excursions to new shores

We put the world at your feet: with AIDA land excursions. At any harbor. Try it out! Capture exotic destinations in South East Asia with our AIDA Scouts. Explore the nicest colonial cities in the Caribbean or the big and glamorous Hanseatic cities at the North- and the Baltic Sea.

We guide you to the ancient wonders of the world and to architectural highlights of the 21st century, to legendary castles and glorious palaces. But of course also to fascinating metropolises such as New York, London, Paris or Singapore. Be it as relaxing panorama tour, a jeep excursion, a desert safari, a helicopter round trip or a jungle tour - look forward to unforgettable land excursions!"

„Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs“ Brundtland-Report



Aim: Sustainable land excursions

- **A Futouris Project** in co-operation with AIDA and the State Chancellery Mecklenburg-Vorpommern: Development of basic principles, guidelines and pilot measures for the cruise industry





Development of sustainability criteria which are internationally valid and accepted

The overall initiative is in line with the „Strategy of the European Union for the Baltic Sea“ which specifies that the Baltic Sea Region should be developed as ecological sustainable region.

- **Sub-target 1:** development of verifiable criteria and indicators for sustainable land excursions which are suitable for different excursion formats and which are revisable for independent experts and institutions.
- **Sub-target 2:** implementation of concepts for sustainable land excursions.
- **Sub-target 3:** compilation of guidelines for sustainable land excursions.



Development of sustainability criteria which are international valid at international level and accepted

- **Sub-target 4:** passengers who are sensitive for sustainability themes understand sustainable land excursions as added value and are appealed with an adequate communication strategy (land excursions as contribution to protect nature, livelihood of local population and the cultural heritage) with the option to contribute by own engagement in specific cases/ projects (e.g. by donations, sponsorships etc.) or the possibility to visit projects.
- **Sub-target 5:** due to the pilot character of the project impulse effects in destinations and tourism companies appear in which the compiled criteria for sustainable land excursions are accepted at international level.

Economical – Ecological – Socially compatible

Thank you very much for
your attention!

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