

# OUR PLEDGE TOWARDS BETTER TOURISM

AS GREENLAND OPENS MORE WINDOWS TO THE WORLD, AND WELCOMES MORE VISITORS TO OUR COUNTRY, WE LOOK TOWARDS A NEW FUTURE OF TOURISM, AND HOW WE AS GREENLAND'S TOURISM SECTOR CAN MOVE TOWARDS BETTER TOURISM FOR AND BY ALL OF GREENLAND.

WE REFLECT ON OUR OLDEST TALE OF SUSTAINABILITY, A TALE OF SASSUMA ARNAA - MOTHER OF THE SEA, AND WE COME TOGETHER IN OUR COMMITMENT TO ALWAYS DEVELOP TOURISM IN BALANCE WITH NATURE, PEOPLE, AND CULTURE.

**PIJUARTITSINEQ** // WE PLEDGE TO WORK TOGETHER TO WELCOME TOURISM IN A WAY THAT RESPECTS AND PRESERVES OUR UNIQUE NATURE AND THE DIVERSITY OF OUR CULTURE.

**SILA** // WE PLEDGE TO FOLLOW THE RULE OF WEATHER. WE PLEDGE TO WORK TOGETHER TO CREATE UNIQUE REASONS TO VISIT GREENLAND'S DESTINATIONS ACROSS SEASONS, WHILE ALWAYS PRIORITISING THE WELLBEING, QUALITY AND SAFETY OF VISITORS, EMPLOYEES, AND LOCALS.

**TAPERSERQATIGIINNEQ** // WE PLEDGE TO SUPPORT LOCAL. WE PLEDGE TO WORK TOGETHER TO PROMOTE LOCAL PRODUCTS, LOCAL BUSINESSES, LOCAL CULTURE, AND SUPPORT LOCAL LIVELIHOODS, WHILST WELCOMING INTERNATIONAL OPERATORS, WHO CONTRIBUTE TO GREENLAND'S SOCIETY THROUGH PARTNERSHIP AND COLLABORATION.

**AQQUTSISSUSSEQATAANEQ** // WE PLEDGE TO CREATE BETTER OPPORTUNITIES. WE PLEDGE TO WORK TOGETHER TO CREATE ACCESSIBLE TOURISM EDUCATION, TAILORED TO GREENLAND'S UNIQUE CONTEXT AND DEMAND, AND CREATE MEANINGFUL OPPORTUNITIES FOR GREENLAND'S YOUNG GENERATIONS.

**SULEQATIGIINNEQ** // WE PLEDGE TO COME TOGETHER AS GREENLAND'S TOURISM INDUSTRY AND COMMUNITY, AND TO WORK TOGETHER TOWARDS BETTER TOURISM FOR AND BY ALL OF GREENLAND, ON GREENLAND'S TERMS.



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