



Gitga'at Sustainable Tourism Workplan
February 15th, 2003

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Introduction

The following workplan builds upon the concepts and practices identified for tourism development in Gitga'at territory, outlined in the *Gitga'at Sustainable Tourism Strategy*. This document lists necessary actions to pursue the tourism opportunities and planning objectives (outlined in the *Strategy*) which will allow the Gitga'at to benefit from a sustainable tourism economy, while protecting their natural and cultural heritage. These include:

1. Build internal capacity;
2. Plan the monitoring framework;
3. Develop a marketing plan; and,
4. Pursue funding options.

Build Internal Capacity

The success of tourism development is largely dependent upon community support. Should the Gitga'at develop identified tourism opportunities, Hartley Bay residents will become 'hosts' to both domestic and international visitors. To a certain extent, this is already happening. As the village pursues further employment and economic benefits from tourism, the support of the community will become increasingly important.

Community members must be equipped with an understanding of the benefits, costs, and potential impacts of tourism so that they can collectively plan development in their village and territory. Three strategies can be implemented to build internal capacity for tourism development in Hartley Bay, including: raising community awareness, implementing a training program, and constructing physical infrastructure.

1. Raise Community Awareness

Five steps to raise community awareness for tourism development include:

- a) Increase the community's awareness of tourism, visitors, impacts and the host/guest relationship;
- b) Determine levels of community support and expectations for different tourism developments;
- c) Identify community development and preservation objectives;
- d) Identify tourism development and preservation zones throughout the territory; and,
- e) Identify economic, social and ecological characteristics for the different tourism development zones.

These steps can be incorporated in a two-day community-tourism workshop (i.e. First Host: see Appendix 1).

2. Implement a Training Program

While the entire Hartley Bay community will ‘host’ visitors to their village, suitable, enthusiastic individuals and/or families must receive appropriate training to develop and manage the identified Gitga’at tourism opportunities. Individuals will be required to 1) manage Hartley Bay tourism opportunities, 2) pursue employment / training with tourism partners (lodges and cruisers), and 3) plan and manage strategic tourism development, partnerships and a social/environmental monitoring program in the village and territory. All three areas of tourism employment require some form of training. It is important that the Gitga’at identify interested individuals and begin training immediately.

- a) Identify interested / suitable community members interested in tourism.
- b) Begin training for the following*:

Skills	Training Opportunities
First Aid	<i>NWCC, Prince Rupert, Outreach Programs**</i>
Food Safe	<i>NWCC, Prince Rupert, Outreach Programs**</i>
Hospitality	<i>First Host</i>
Wildlife viewing	<i>NWCC, Marven***</i>
Fishing/Hiking/Guiding	<i>Lodge Apprenticeships, NWCC</i>
Cultural/Heritage interpretation	<i>NWCC, NEC, Selkirk College</i>
Visual impact assessment	<i>Ministry of Forests</i>
Culinary	<i>Lodge Apprenticeships</i>
Campground Management	<i>NWCC</i>
Tourism Planning/Management/Business Development	<i>NEC, Capilano College</i>

*For further information on the different tourism programs offered in British Columbia refer to Appendix 1.

** Refers to individuals/organizations that travel to Hartley Bay to teach a larger group in the village.

***Apprenticeship to Marven Robinson, possibly during highschool or in conjunction with other training programs.

- c) Implement tourism education / curriculum in highschool to increase tourism and related career awareness among Hartley Bay youth. The Provincial government currently offers a tourism curriculum for grades 11 and 12 (Appendix 1), including an applied work experience component.

3. Construct Physical Infrastructure

Gitga'at tourism development will be targeting higher income, educated travelers (outlined in the marketing section of this report). A minimum acceptable level of physical infrastructure will be required to ensure the comfort and enjoyment of these visitors, as well as to minimize environmental impacts to the land and resources. Construction of the following physical infrastructure should be pursued as the tourism opportunities are developed and funds are acquired.

a) Hartley Bay Development

- Boardwalk repair and expansion
(Upgrades to village boardwalk system and lake trail; build new trails to Malsey Bay and to the top of the hill beside Hartley Bay.)
- Gas dock upgrade
(Gas dock area and building general clean-up and maintenance)
- Garbage cans
(Located by gas dock, on dock, and along boardwalk system and lake trail)
- Seating area by gas dock
(Covered seating area for visitor use)
- Benches along boardwalk trails
(Benches along village and scenic trails for visitor use)
- Signage
(Written in English and Sm'algyax: welcome sign, introduction to Hartley Bay (dry community), services available, rules, walk to lake, map)
- Cultural Centre (including kitchen and museum facilities)
(Facilities to host cultural tourism event)
- Store (milk, eggs, other staples)
(Preferably located on or near the dock so that visitors do not have to carry goods over a distance)
- Traveler accommodation (bungalows, longhouse) and services (washrooms, showers)

(Preferably in traditional Tsimshian style, close to dock, store and cultural centre to centralize 'visitor' facilities in one location and to minimize impacts on community)

- Recycling facilities
(Develop plan to ship recyclables to Prince Rupert if Hartley Bay facilities are not feasible)

b) Bishop Bay Development

- General cleanup
(Remove old outhouse and clean up litter and human waste, remove building graffiti prior to any further development)
- Outhouse facilities
(Install the Ministry of Forests' composting toilet a suitable distance away from camping area and hot spring)
- Garbage cans and recycling bins
(Located by camping platforms, picnicking area, and hot spring)
- Dock
(Install dock and mooring buoys to allow safe access to campsite and hot spring)
- Picnicking / BBQ Area
(Present covered building can be used for changing area. Construct BBQ pit and seating area for picnicking, preferably in traditional Tsimshian style)
- Caretaker accommodation
(Construct small (~600ft²) caretaker accommodation, preferably in traditional Tsimshian style, with solar power and freshwater tank)
- Camping platforms
(Construct two additional camping platforms to avoid trampling in forest)
- Signage
(Written in English and Sm'algyax: welcome sign, services available, fees, rules, map)

c) Kyel, Kitkiata, and other outlying camps

- Longhouse
(Facility to accommodate guests and host small, cultural event)
- Washrooms
(Outhouses or indoor)

- Visitor seating area
(Covered area for resting, eating)
- Cooking facilities
(Facility to host cultural tourism event)

d) Bear Viewing / Whale Watching

- Viewing platforms (Rjorden Creek, Cameron Cove)
(Raised platforms, shielding humans from bears' view)
- Boat
(For transporting tourism staff, visitors, monitoring, wildlife viewing)

e) Canoeing / Camping (Gamble Lakes)

- Campsites
(Cleared camping areas for hikers, fishers to minimize impacts)
- Outhouse facilities
(Composting outhouse)
- Canoes
(Several canoes for fishing, hiking)
- Freshwater fishing tackle
(For fly-fishing in area)
- Covered Eating Areas
(For shelter and eating)

Plan Monitoring Framework

There are numerous tourism and other resource dependent activities operating in Gitga'at territory which have impacted the environment and the Hartley Bay community. Future development must support, rather than degrade, the land and resources upon which the Gitga'at depend. The implementation of a monitoring framework for tourism development in Gitga'at territory will help to ensure the social, economic and ecological viability of tourism operations as well as the success/failure of the overall management plan. The data necessary to support the tourism monitoring framework will come from a variety of sources, including:

- Gitga'at Development Corporation (GDC);
- Tourism Operator Owners and General Managers;
- Fishing, Bear Viewing, Whale Watching and Hiking Guides;
- Visitors to the Territory; and,
- The Hartley Bay Community.

The information necessary to estimate area carrying capacities and current use levels (outlined in the following sections) must be collected as soon as possible. Monitoring information should be updated on a continual basis (at least twice throughout the summer tourism season: May-September) and summarized in an annual report by the GDC. This information must be compared to both past seasons and other areas in British Columbia. Methods to collect the information include:

Method	Data
Site Sampling / Inventories	<ul style="list-style-type: none"> ▪ Ecological characteristics ▪ Physical infrastructure ▪ Staffing levels
Territory Inventories / Mapping	<ul style="list-style-type: none"> ▪ Protected areas ▪ Wildlife corridors ▪ Scenic corridors
Community Surveys	<ul style="list-style-type: none"> ▪ Ecological knowledge ▪ Perceptions of benefits / impacts of tourism ▪ In / out migration ▪ Education / training / employment / income from tourism ▪ Natural resource use rates
Visitor Surveys	<ul style="list-style-type: none"> ▪ Marketing information ▪ Tourist satisfaction
Operator Log Books / Mapping Process	<ul style="list-style-type: none"> ▪ Wildlife sightings ▪ Fish catches ▪ #s, origins, length of visitor stays ▪ Areas of use for different activities (days, times, #s, etc.) ▪ Natural resource use rates ▪ Perceptions of crowding ▪ Staffing levels
Report Reviews	<ul style="list-style-type: none"> ▪ CIT, Kit Git PIT, LRMP, provincial / federal statistics

- Most of the data collection can be done informally by the GDC and the tourism operators. Exceptions include ecological samples and visitor surveys.

Planning and developing a framework to ensure the ecological, social and economic sustainability of tourism activities in the territory can be broken down into three components: estimating carrying capacities, assessing current use, and selecting criteria and indicators for monitoring.

1. Estimate Carrying Capacities

Carrying capacities are based on three types of resources: natural (the environment), human (staffing and infrastructure) and social (resident community). To ensure sustainable tourism development in Gitga'at territory, resources must be inventoried to estimate carrying capacities and to develop a 'present scenario', which will be used in the monitoring framework to assess ecological, social and economic changes.

a) Ecological Resources

Assess ecological conditions in current and proposed tourism areas, including:

- Hartley Bay
- Bishop Bay
- Barnhard Harbour
- Chapple Inlet
- Emily Carr Islands
- Kitkiata
- Cornwall Inlet
- Rjorden Creek
- Cameron Cove
- Campania Island
- Khutze Inlet
- Aaltanhash

Ecological conditions requiring assessment include:

- Specie Population Statistics, Demographics
 - Soil Stability
 - Air Quality
 - Water Quantity, Quality and Use
 - Scenery Degradation
- Use the above assessment of ecological conditions to identify high-risk areas that have increased susceptibility to impacts from present or proposed tourism development.

b) Human Resources

Assess and inventory the following human resources:

- a) Present physical infrastructure in territory, including #s, sizes, and types of the following:
 - Lodge Buildings, Rooms
 - Lodge and Hartley Bay Boats and Storage Areas
 - Campsites
 - Picnicking Sites
 - Outhouses
 - Hiking Trails
 - Helicopters

- b) Freshwater supply, waste disposal capacity of:
 - Hartley Bay
 - Kyel
 - Kitkiata
 - Bishop Bay
 - Cornwall Inlet
 - Lodges

- c) Hydro/ phone capabilities in Hartley Bay and lodges

- d) Staffing interest/availability in Hartley Bay for:
 - bear viewing
 - whale watching
 - hiking
 - fishing
 - cultural interpretation
 - food preparation
 - campground management
 - tourism planning

- e) Total number of staff employed by tourism operators in the following areas:
 - managerial positions
 - food preparations
 - dining services
 - housekeeping
 - fish guiding
 - other guiding
 - dock services (fish / boat cleaning etc.)

- Use the above human resource inventory to estimate maximum tour and visitor numbers that current levels of staffing and physical infrastructure can sustain.

c) Social Resources

Update the Kit Git PIT socio-economic assessment of Hartley Bay, as well as inventorying the following:

- Noise levels
- In and out migration
- Training opportunities
- Number of visitors to Hartley Bay
- Number of visitors to lodges, their origins and the average length of stay
- Number of cruise ships through territory

The above three assessments of the natural, human and social resources of proposed/existing tourism areas in Hartley Bay should then be used to develop rough estimates of carrying capacity to guide present operations management and future tourism development.

2. Assess Current Use

Current-use can be assessed through a mapping process with Gitga’at tourism partners (King Pacific Lodge, West Coast Resorts, Big Time Fishing Lodge, St. John’s Lodge, Maple Leaf Adventures, Ocean Adventures, Ocean Light II, Blue Water Adventures, and Silver Tip Ecotours). Similar information should be obtained from guide outfitters operating in the territory (McCowan’s Sporting Adventures, Coast Mountain Outfitters, other). A mapping process to spatially represent current-use should include:

- a) Approximate days and times of use;
 - b) Number of visitors;
 - c) Type and location of use (i.e. for fishing, whale watching, hiking, paddling, cruising etc.); and,
 - d) Perceptions of crowding or other impacts.
- Current use should be within an area’s carrying capacity to ensure that the tourism product is being developed in a manner that is economically, socially and environmentally sustainable. Mitigation strategies should be incorporated into the tourism management plan if an area’s resources are being compromised. The comparison between use and capacity will also determine if increased tourism development in an area of the territory is possible.

3. Select Criteria and Indicators

The following monitoring framework builds upon both the criteria outlined in the *Strategy* and the Kitasoo Gitga’at Protocol Implementation Team EBM framework tables. Monitoring should begin immediately and with full cooperation from all tourism operators in Gitga’at territory.

Category	Criteria	Indicator
Ecological	<ul style="list-style-type: none"> ▪ Species demographics 	<ul style="list-style-type: none"> ▪ Wildlife Sightings (time, place, numbers) ▪ Habitat destruction ▪ Number of habitat corridors protected ▪ Wildlife habituation ▪ Number of wildlife incidents ▪ Wildlife fatalities ▪ Whale research information (Janey and Hermann) ▪ Recreational fish harvest rates for all species

	<ul style="list-style-type: none"> ▪ Water quantity, quality and use 	<ul style="list-style-type: none"> ▪ Hartley Bay freshwater use rates ▪ Nutrient tests in Barnhard Harbour, Chapple Inlet, Fin Island, Hartley Bay, and Bishop Bay ▪ Hotsprings water quality
	<ul style="list-style-type: none"> ▪ Air quality 	<ul style="list-style-type: none"> ▪ Visitor/community perceptions of air quality
	<ul style="list-style-type: none"> ▪ Waste production (e.g. sewage, garbage) 	<ul style="list-style-type: none"> ▪ Garbage collection in Hartley Bay village ▪ Garbage brought in to Hartley Bay from outside village ▪ Sewage discharge rates ▪ Sewage treatment methods
	<ul style="list-style-type: none"> ▪ Recycling practices 	<ul style="list-style-type: none"> ▪ Existence of facilities, process to send recyclables to Prince Rupert ▪ Recycling rates
	<ul style="list-style-type: none"> ▪ Resource consumption and efficiency of use 	<ul style="list-style-type: none"> ▪ Diesel generator use rates ▪ Use of energy saving products (light bulbs, showerheads etc.)
	<ul style="list-style-type: none"> ▪ Scenery degradation 	<ul style="list-style-type: none"> ▪ Number of viewsheds protected ▪ Number of viewsheds altered by logging or other extraction processes
Economic	<ul style="list-style-type: none"> ▪ Income from tourism 	<ul style="list-style-type: none"> ▪ Average wage from tourism for males and females ▪ Total income to community from tourism
	<ul style="list-style-type: none"> ▪ Community investment in tourism 	<ul style="list-style-type: none"> ▪ Amount spent on tourism infrastructure, marketing, training, and other expenditures
	<ul style="list-style-type: none"> ▪ Profits and losses 	<ul style="list-style-type: none"> ▪ Tourism operator (including Gitga'at and partners) net benefits/losses ▪ Average expenditure per visitor
	<ul style="list-style-type: none"> ▪ Business initiation 	<ul style="list-style-type: none"> ▪ Number of new businesses developing in territory

	<ul style="list-style-type: none"> ▪ Tourism product trends 	<ul style="list-style-type: none"> ▪ Visitor demand for available products ▪ Visitor product requests, suggestions
	<ul style="list-style-type: none"> ▪ Number of visitors, trends 	<ul style="list-style-type: none"> ▪ Visitor counts, demographics ▪ Number of repeat visitors ▪ Average length of stay
Social	<ul style="list-style-type: none"> ▪ Jobs, quantity and quality 	<ul style="list-style-type: none"> ▪ Number of full time and part time jobs in tourism ▪ Number of entry level and managerial positions ▪ Number of youths employed in tourism
	<ul style="list-style-type: none"> ▪ Migration in and out of the community 	<ul style="list-style-type: none"> ▪ Number of individuals/ families moving in to village and their origins ▪ Number moving out and their destinations
	<ul style="list-style-type: none"> ▪ Perceptions of community wellbeing 	<ul style="list-style-type: none"> ▪ Crowding ▪ Litter ▪ Number of non-tourism traditional ceremonies ▪ Community complaints regarding tourism development
	<ul style="list-style-type: none"> ▪ Tourist satisfaction 	<ul style="list-style-type: none"> ▪ Number of positive and negative comments from visitors received by tourism operators, community members, resource staff
	<ul style="list-style-type: none"> ▪ Training opportunities 	<ul style="list-style-type: none"> ▪ Number of entry level and managerial training opportunities available to community members
	<ul style="list-style-type: none"> ▪ Crowding 	<ul style="list-style-type: none"> ▪ # of encounters with other visitors (average per outing) ▪ Litter ▪ Noise

- Assessing success / failure of different tourism developments and management strategies will be determined by comparing the ecological, social and economic monitoring results with desired tourism development characteristics, identified in the *Community Awareness* section of this report (page 2).

Develop Marketing Plan

The following section outlines a marketing plan for the Gitga'at tourism opportunities, identified in the *Gitga'at Sustainable Tourism Strategy*. The marketing plan includes three major sections: products, pricing, and promotion.

1. Products

Cultural Tourism

<u>Venue</u>	<u>Description</u>
Hartley Bay	➤ Packaged, interpreted, cultural tourism product. Includes a cultural centre visit, a nature walk to the lake, and traditional Tsimshian meals. Product will target Lodge visitors (primarily Big Time Fishing Lodge) and sailing charters.
Kyel	➤ Packaged, interpreted, cultural tourism product. Includes seaweed harvest interpretation and traditional Tsimshian meals. Product will target lodge visitors (primarily King Pacific Lodge) and sailing charters.
Cultural Tours	➤ Includes cultural interpretation to Cornwall Inlet, Kitkiata and other culturally significant sites (petroglyphs, CMTs). Trips staged from Hartley Bay and lodges.

Adventure/ Ecotourism

<u>Product</u>	<u>Description</u>
Wildlife Tourism	➤ Includes bear viewing, whale watching and other wildlife viewing (eagles, seals etc.). Trips staged from Hartley Bay, Kyel and lodges. Wildlife viewing can also include cultural element (petroglyph, CMT viewing). Product will target lodge visitors and sailing charters as well as independent travelers to Hartley Bay.
Camping/ Hot Springs	➤ Includes camping and hot spring visits to Bishop Bay. Product will target independent boating traffic in Douglas Channel as well as lodge visitors and sailing charters.
Adventure Tourism	➤ Includes hiking, diving, kayaking, canoeing and fishing. Trips staged from Hartley Bay and lodges. Adventure tourism can also include cultural element. Product will target lodge visitors and sailing charters as well as independent travelers to Hartley Bay.

Services

<u>Product</u>	<u>Description</u>
Services	➤ Includes gas, washrooms, showers and covered eating area for independent boaters visiting Hartley Bay.
Store	➤ Selling food and travel staples: milk, eggs, bread etc. for independent boaters visiting Hartley Bay and sailing charters.
Accommodation	➤ Includes overnight stays in bungalows, longhouse, with meal services for independent boaters visiting Hartley Bay.
Moorage	➤ For independent boaters visiting Hartley Bay and sailing charters.

Facility Design Guidelines

- All facilities should be designed and constructed in traditional, Tsimshian styles that are culturally and environmentally appropriate and authentic.
- Facilities should encourage efficient use of natural resources (energy, water), and minimize waste production.
- Noise from visitor facilities and boats should be minimized.
- Signage should be done in Sm'algyax and English.

2. Pricing

High transportation costs limit the number and demographics of visitors to Gitga'at territory. Gitga'at tourism products will be priced exclusively to reflect both the environmental sensitivity of the territory and the segment demographics, outlined in the following section.

Market Segmentation

Nature Tourists

Nature tourists are the target market for Gitga'at cultural and adventure/ ecotourism products. Nature tourist demographics include:

- Origins:
 - NA: Primary: Northwest and East Coast USA; Lower Mainland, Victoria
Secondary: Calgary, Ottawa, Toronto
 - Europe: Primary: UK, Germany
Secondary: Japan
- 30-65 yrs (both male and female)

- Highly educated
- High income
- Above average available leisure time
- Enjoy outdoor activities, cultural experiences, learning

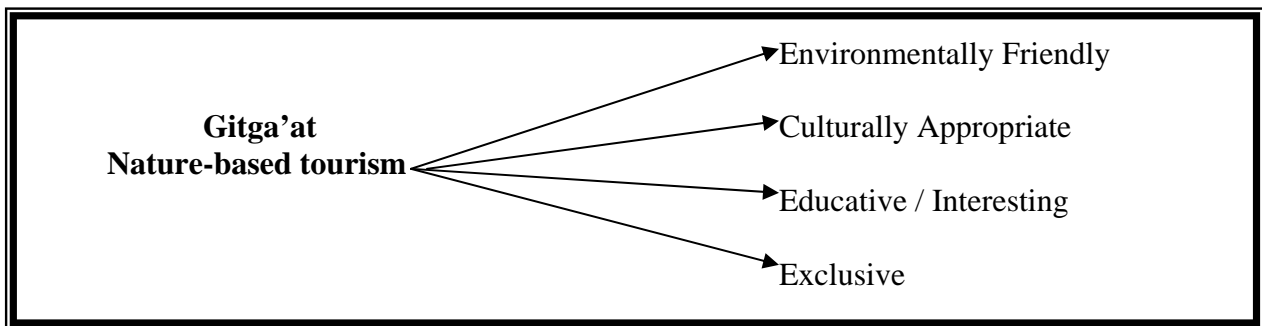
Boat Traffic Visitors

Independent boating traffic visitors are the target market for Gitga'at village services and the Bishop Bay hot spring. Their demographics include:

- Origins:
 - BC: Prince Rupert, Kitimat, Vancouver Island, Vancouver
 - USA: Seattle, Alaska
- 30-65 yrs (both male and female)
- Medium to High income
- Above average available leisure time

3. Promotion

Different materials and channels should be used to promote the various Gitga'at tourism products as they are being developed. Materials must communicate the underlying environmental and cultural values driving tourism development in the territory.



Product	Communication Materials	Communication Channels
Cultural, Adventure/ Ecotourism	<ul style="list-style-type: none"> ➤ Brochure ➤ Website ➤ 1-800 number and email address 	<ul style="list-style-type: none"> ➤ Brochure in lodges, on charters ➤ Website links to/ from the following websites: <ul style="list-style-type: none"> ○ Lodges ○ Charter boats ○ ENGOs (Greenpeace, David Suzuki, World Wildlife Fund) ○ Aboriginal Tourism British Columbia ○ Wilderness Tourism Association ➤ Newsletters to Greenpeace membership (Canada, UK, Germany)
Boat Traffic Services	<ul style="list-style-type: none"> ➤ Website ➤ 1-800 number and email address ➤ Radio phone number ➤ Word of mouth among sailing/cruising community 	<ul style="list-style-type: none"> ➤ Website links to/ from the following websites: <ul style="list-style-type: none"> ○ Charter boats ○ Tourism Prince Rupert ○ Kitimat Chamber of Commerce and Visitor Information Centre ○ Wilderness Tourism Association ○ Independent sailing websites

Funding Sources

The Gitga'at should pursue sources to fund tourism training, physical infrastructure, and monitoring. Several provincial, federal funding and environmental organization sources have been identified, and are outlined in the following section.

Provincial Government

Organization	Title / Details	Amount
BC Heritage Trust www.heritage.gov.bc.ca/	Capital Development <ul style="list-style-type: none"> ➤ <i>Historic Site Conservation (Old Town, Kyel)</i> 	Up to ½ total costs maximum: \$15,000

Organization	Title / Details	Amount
	Community Heritage Development <ul style="list-style-type: none"> ➤ <i>Research and Documentation</i> ➤ <i>Heritage Interpretation Projects</i> ➤ <i>(Hartley Bay, Kyel, Old Town, Cornwall)</i> 	Up to ½ total costs maximum: \$15,000
	Community Heritage Management <ul style="list-style-type: none"> ➤ <i>Heritage Strategic Plan</i> ➤ <i>Management Plan</i> ➤ <i>Conservation and Feasibility Plan</i> ➤ <i>(Hartley Bay, Kyel, Old Town, Cornwall)</i> 	Up to ½ total costs maximums: \$7,500 (strategy) \$15,000 (mngt) \$7,500 (feasibility)
	Human Resource Development <ul style="list-style-type: none"> ➤ <i>Education and Professional Development</i> ➤ <i>Training and Volunteer Management Development</i> 	Up to ½ total costs maximums: \$500 (education) \$1,500 (training session)
	Special Initiatives <ul style="list-style-type: none"> ➤ <i>Other unique heritage conservation projects</i> 	Up to ½ total costs maximum: \$15,000

Application Process:

- Submission of letter to Trust prior to project commencement (no retroactive funding)
- Prepare/Submit proposal

- Proposals evaluated based on:
 - Contribution to BC’s heritage legacy;
 - Systemic impact on conservation / stewardship of heritage resources in community;
 - Leverage (interest from other funding parties); and,
 - Viability.
- Contact information: (250) 356.1433; heritage@tbc.gov.bc.ca

Federal Government

Organization	Title / Details
<p>Department of Indian and Northern Affairs www.ainc-inac.gc.ca/pr/pub/ywtk/index_e.html#haed</p>	<p>Community Economic Development</p> <ul style="list-style-type: none"> ➤ <i>Plans and strategies</i> ➤ <i>Development projects</i> ➤ <i>Contributions for job-related training and employment programs</i>
	<p>Resource Based Opportunities</p> <ul style="list-style-type: none"> ➤ <i>Federal-Provincial-Territorial Regional Partnerships Initiative (FPTP)</i> ➤ <i>Aboriginal community-owned/controlled enterprises to participate in partnership forums and initiatives with the private sector, including ecotourism</i> ➤ <i>Possible funding for annual meetings and monitoring program</i> ➤ <i>Resource Acquisition Initiative</i> ➤ <i>Possible funding for tenure applications</i>

ENGOS

The following environmental organizations have been identified as possible sources for physical infrastructure funding and tourism planning and monitoring support.

- **WWF**

<http://www.wwf.org.uk/researcher/programmethemes/tourism/index.asp>

- *The WWF United Kingdom tourism program supports research and development in the areas of sustainable and responsible tourism, including monitoring, reporting, best-practices, and policy.*
- *While WWF Canada does not have a similar program, there is a possibility to work with the Prince Rupert chapter, currently investigating marine protected areas in the territory.*
- *Candidate products include: Bishop Bay infrastructure, monitoring framework.*

- **Forest Ethics**

- *As part of their organization's commitment to providing communities with more sustainable economic initiatives, Forest Ethics is exploring funding possibilities for physical infrastructure development.*
- *Candidate products include: Hartley Bay services: accommodation/ washrooms/ store/ showers, Bishop Bay caretakers' residence, Kyel event facility.*

- **Greenpeace**

<http://www.greenpeace.ca/e/index.php>

- *Greenpeace membership in Canada, the U.S., the U.K., and Germany includes our primary target market: high income, educated nature tourists interested in supporting sustainable development. Significant opportunities exist to market Gitga'at tourism products through Greenpeace communication channels (i.e. website, brochures, newsletters), at minimal cost.*

Conclusion

This document identifies procedures to pursue the tourism opportunities identified in the *Gitga'at Sustainable Tourism Strategy*. It outlines processes to begin 1) building the Gitga'at's capacity to benefit from a sustainable tourism economy, 2) monitoring present and proposed tourism development in their territory, 3) marketing Gitga'at tourism products, and 4) pursuing funding opportunities.

Appendix 1: Training Programs

Native Education Centre

- *Vancouver*
- *www.nec.ca*
- *Contact: Suzanne Parker, Aboriginal Tourism Management Coordinator*
- *604.873.3772 x 580*
- **Aboriginal Tourism Management Diploma**
 - 1.5 year program (September Year 1 – December Year 2)
 - Managerial focus: starting and running a tourism enterprise
 - Includes a four month practicum at a private tourism business
 - Topics covered include environmental stewardship, business planning, marketing, human resource management, financing, customer service, and computer skills.
 - Diploma can be used towards university/college degree in tourism management
 - Intensive program
 - Includes an aboriginal student support network.
 - Tuition: \$6000 plus living expenses and books
- NEC has also run a 1.5 week outreach program with the Nuu-chah-nulth First Nation at their Tin Wis Resort in Tofino. Topics included introduction to tourism, marketing and business communications.

First Host

- *Community Outreach Program*
- *Contact: Sandra White*
- 1 – 2 day workshop
- Flexible agenda to meet community's specific needs, but topics covered include introduction to tourism, balancing the host-guest relationship, the scope of First Nations tourism industry involvement, elements of culturally-based tourism development, and communication skills.
- 2 day workshop can be used to raise community awareness of tourism (including elders and children), identifying community objectives for tourism, and outlining appropriate areas and characteristics of tourism development.
- Cost: 1 day workshop: \$650 (based upon 13 participants, \$50 pp for additional) plus instructor travel expenses

HIEAC / Canadian Tourism Human Resource Council

- *Hospitality Industry Education Advisory Committee*
- *www.hieac.com*
- *Contact: Marlene Morris, Manager of Business Development and Distribution*
- *604.930.9770*

- Relevant occupational standards and workbooks include:
 - Campground Operator
 - Catering Manager
 - Food & Beverage Server
 - Guest Services Attendant
 - Heritage Interpreter
 - Housekeeping
 - Hunting Guide
 - Local Tour Guide
 - (*Occupational Standard Books: \$30 each, Workbooks: \$55 each*)

- In addition to the above workbooks, the HIEAC has developed an “Adventure Tourism Series”, which includes two videos, and three workbooks:
 - Starting in Adventure Tourism
 - Guiding and Operating Skills
 - Managing Your Operation
 - (*Workbooks: \$32 each, Videos: \$18 each, Package of five: \$120*)

- Two other nature-based tourism videos have been developed:
 - The Business of Adventure
 - The Business of Ecotourism
 - (*\$30 and \$35 respectively*)

Aboriginal Tourism Team Canada

- Aboriginal Tourism Business Planning Guide (\$15)

Colleges

Northwest Community College

- *Prince Rupert*
- *www.nwcc.ca*
- *Contact: Debbie Stava, Brenda Leighton, Kaarlene Lindsay*
- Certificate Program in Coastal Eco-Adventure Tourism
- 6 months (January – June)
- Tuition: \$7200 + books + equipment + food etc.
- Courses include:
 - Intro to Tourism and Eco-Adventure Tourism
 - Human Relations and Customer Service

- Environmental Stewardship
 - Coastal Heritage Interpretation
 - Orienteering/ Navigation Fundamentals
 - Sea Kayaking
 - Sport Fishing
 - Outboard Motors
 - Trip Planning and Preparation
 - Power Boat Operations
 - Work Experience/ Practicum
 - Occupational First Aid – Level 1
 - Transportation Endorsement
 - Vital Link Standard First Aid
 - Wilderness First Aid
 - Marine Emergency Operator
 - Restricted Radio Operator
 - Camp Set-up and Management
 - Risk Management
 - Food safe
- It is also possible to complete the following during NWCC's program:
 - Canadian Yachting Association White Sail – Basic Cruising Level
 - Bronze Cross
 - Canoeing
 - Professional Driver Training, Class IV
- NWCC has recently purchased the Native Education Centre's Aboriginal Tourism Management program and will be offering a certificate version of the program in September, 2002

Capilano College

- *North Vancouver*
- *www.capcollege.bc.ca*
- First Nations College Preparation Program
 - 8 month program
- Outdoor Recreation Management Diploma
 - 2 year program
 - Courses include: environmental stewardship, natural history, computer applications, communications, nature interpretation, eco and adventure tourism, marketing and cross cultural tourism
 - Includes an outdoor recreation practicum
- Tourism Management Co-op Diploma
 - 16 month intensive program

- 4.5 month supervised co-op work term
- Courses include: communications, marketing, human resource management, product development, computer applications, financial planning, special event tourism, advertising, business law, and cross-cultural tourism
- Wilderness Leadership Certificate (Squamish)
 - 15 block week program throughout the year
 - Core courses include: wilderness leadership communications, natural history, wilderness first aid, nature interpretation, guiding leadership
 - Students choose from one of three skill sets, including: water travel, winter travel, and wilderness travel (winter or summer)
 - Certifications from professional associations are available in the following areas: canoeing, sea kayaking, river rescue, rock rescue, Nordic skiing, telemark skiing, avalanche safety, sailing and radio operations

Selkirk College

- *Nelson*
- *www.selkirk.bc.ca*
- *Contact: Theresa Southam, Culture and Nature Interpreter Coordinator*
- 1 year certificate in heritage interpretation
- Principles for the program include business skills, professional ethics regarding stewardship and cultural sensitivity, and concepts surrounding sustainability.
- Program includes a field trip component, including hands-on work with clients.

BC Highschool: Tourism 11 & 12

- The *Tourism 11 and 12 (1995)* was created by the Secondary Tourism Educators' Group and the Pacific Rim Institute of Tourism (now the Hospitality Industry Education Advisory Committee) to increase the awareness of the tourism industry and the professionalism of the B.C. tourism workforce.
- Topics include:
 - Introduction and history of tourism
 - Overview of tourism institutions, sectors, impacts to environment/economy/culture
 - Career exploration
 - Communications, marketing, promotions
- Tourism CAPP program includes tourism 11 and 12, 3 option courses and 1 work term