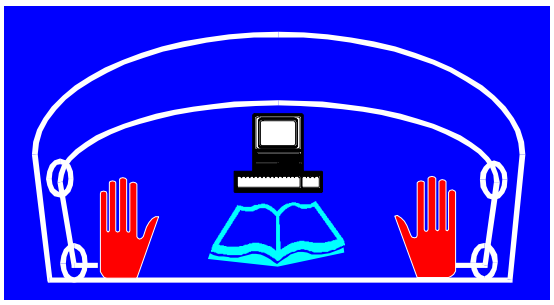

Adventure Travel And The New Destination

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ADVENTURE TRAVEL AND THE NEW DESTINATION

by

Lori Waldbrook

Department of Geography

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ABSTRACT

The remote corners of Canada offer some of the most spectacular, and pure wilderness experiences still available in North America. The western portion of Canada's Northwest Territories has been drawing increasing numbers of both independent and packaged tourists in recent years. Much of the appeal of such a wilderness area stems from its early stage in the product life cycle of the tourist destination.

Reconciling mass tourism and wilderness/adventure travel is something not yet recognized in many development plans. This thesis examines the Western Arctic's in-bound tourists by profiling their demographic and socio-economic characteristics and trip activities. Based on this profile and tourist views of various activities and touring opportunities in the region, implications are drawn regarding packaged and independent adventure travel and discussed in the context of current knowledge and theory of tourist typologies and the product life cycle of tourist destinations.

Results from the questionnaire survey revealed two primary groups of tourists visiting the region: one group, of 55 to 74 years-olds and a second of younger travellers in the 35 to 44 age range. High levels of education and income were found as well as approximately 30% of the group in professional jobs. A similarly high proportion of retirees (34%) and individuals with lower incomes visited the region. Seventeen percent of the sample were on a package tour of the region with the remaining 83% travelling independently by air or motor vehicle on the Dempster Highway.

Eighty-six percent of the tourists sampled were attracted by the opportunity for an outdoor adventure experience in the region. Trip activities

were focussed on viewing the natural landscape, wildlife viewing and learning of the region's history. Results also included information on tourist spending patterns, satisfaction levels and rating of development opportunities. Package and independent tourists were compared in terms of desired level of adventure, information sources used in trip planning, length of stay and group size. Tourists on package tours participated more in wildlife viewing, canoeing and hiking than did independent travellers.

Implications of this tourist profile for tourism development in a wilderness, frontier setting are discussed and a new planning tool for adventure tourism development is presented, the "Tourism Opportunity Spectrum" (T.O.S.). The T.O.S. draws upon Clarke and Stankey's (1979) Recreation Opportunity Spectrum and presents a framework for tourism development incorporating factors of accessibility (both transportation and marketing channels), characteristics of tourism infrastructure, degrees of social interaction (host/guest and crowding), other non-adventure land uses, acceptability of visitor impacts and tourist acceptance of regimentation. The responsibility for control of these factors under the T.O.S. is discussed and is placed into the context of the study area.

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Table of Contents

List of Figures

List of Tables

List of Appendices

Chapter 1
Introduction and Review of Literature

1.0 Introduction

The remote corners of Canada offer some of the most spectacular, and pure wilderness experiences still available in North America. The northwest region of Canada has been drawing increasing numbers of both independent and packaged tourists in recent years. Moreover the governments of both the Yukon and the Northwest Territories have recognized that tourism is an appealing and profitable industry (G.N.W.T., 1983). Significant efforts have been made by public and private sectors to develop and promote tourism throughout Canada's North. Much of the appeal of such a wilderness area stems from its "newness" as a destination. Small groups of tourists have discovered it and many tour companies have begun packaging the area for sale to larger markets. Reconciling the package tourists and the independent travellers, is something not yet recognized in many development plans. This thesis examines the in-bound tourist markets to the Western Arctic by profiling their demographic and socio-economic characteristics and trip activities. Based on this profile and tourist views of various activities and touring opportunities in the region, implications are drawn regarding packaged and independent adventure travel and discussed in the context of current knowledge and theory.

Traditional stereotypes of the "tourist" focus mainly on what has been termed the mass tourist, one participating in an institutionalized form of travel. Krippendorf (1986) provides a tongue in cheek expansion of the definition of this type of traveller. His list includes: the funny tourist, the stupid tourist, the organized tourist, the ugly tourist, and the exploiting tourist. Such a traveller is always the other person. Yet 16.5 million Canadians

participated in some form of holiday travel as a "tourist" during 1988 (Canadian Travel Press Weekly, 1988; p. 18). Who are these (other) people?

Holiday travel by increasing numbers of tourists consists of "package holidays" usually including transportation, accommodation/meals and local sightseeing. It is these tourists who generate the stereotype of the tourist as inflexible, ugly, exploitive and stupid. In recent years however, package tours have taken on new roles and market bases have expanded to include individuals who desire greater degrees of flexibility, self-reliance and adventure than previously offered. In 1983, Schuchat refuted "the common image of polyester hordes descending on out of fashion watering holes and the ever more accessible seven wonders of the ancient world" and asserted that, "the actuality is that tour groups come in all sizes and shapes and for purposes that often involve work or study" (p. 465). This diversity has been readily apparent with the recent increase in "adventure" tours. Levels of adventure ranging from low to high are all components of new travel packages geared towards an affluent and physically active audience eager to visit exotic destinations.

1.1 Review of Literature

1.1-1 Tourist Typologies

Classifying the tourist has come to be based on two systems of statistics: demographics and psychographics. A demographic description of a group would include such social statistics as income, age, sex, occupation and geographic location. These are tangible and easily measured. Psychographics on the other hand attempt to discover the more intangible facets of a group's travel behavior, including both push and pull forces of motivation. The "push" or motivating forces are those which lead to the

decision to travel and of travel experience, and the "pull" forces are those dictated by particular characteristics of a given destination. This thesis will focus more on the "pull" characteristics of the Western Arctic rather than the more complex "push" factors. (For a more in-depth description of motivational forces and travel behavior see Crompton, 1979.)

Several models have been developed to classify tourists according to their psychographic characteristics. The geographer Walter Christaller produced some of the earliest work on types of tourists, linking them to destinations with a variety of levels of development. He described a cycle of tourism development beginning with painters searching out untouched, unusual areas to paint. An artist colony develops; poets, painters and the young "golden people" are followed by an increasing commercialization of the destination until the area becomes so developed that the original travellers have fled, searching for another unspoiled destination (Christaller, 1963).

Two similar models were developed by Plog (1972) and Cohen (1972). Plog's model, derived from studies done in the United States, classified the tourist along a "psychographic continuum" from psychocentric to allocentric. Individuals along this continuum then would range from self-centered travellers seeking familiar and safe holidays to outgoing and adventurous ones. The positioning of individuals along the continuum was also related to travel preferences. Plog found that psychocentrics favoured nearby destinations such as Coney Island and Miami Beach. Allocentrics preferred more exotic locations such as Africa and the South Pacific. The majority of the population appeared to lie in a middle area and are appropriately termed mid-centric. These individuals favoured holidays to Europe and the Caribbean. An attempt was made by Plog to link income levels to these psychographic types and further study led to the finding of a relatively high proportion of

psychocentrics having low incomes. People with allocentric characteristics were found to have disproportionately high income levels, and the majority of those surveyed, the "mid-centrics" were found to exhibit only a slightly positive relationship with income levels.

McIntosh (1984) has noted that it is dangerous to assume that those with low incomes can be classed as "psychocentrics" when income level may well be important in determining the options available to the traveller. McIntosh continued on to explain that to develop a linkage between tourists and destinations one needs to incorporate several additional facts: including that a tourist may travel for different reasons on different trips and a given destination may attract several types of traveller with a variety of characteristics.

Around the same time Plog was developing these ideas, Cohen was describing a typology drawing in institutionalized, or mass tourism. His classification was expressed in a continuum of novelty to familiarity, with four classes of tourist. They are:

1) Drifter - avoids any connection with the tourism establishment and considers ordinary tourist experiences phony. He has no fixed itinerary, no travel goal and utilizes local food, accommodation and services.
2) Explorer - this tourist prefers to maintain the routine and comfort of his home, environment while attempting to get off the beaten track. He prepares his trip on his own and uses reliable transportation.
3) Individual mass tourist - less adventurous, occasionally venturing out of his 'travel bubble', he is not bound to a group, most arrangements are made by a travel agent but the trip is not entirely preplanned.
4) Organized mass tourist - the least adventurous, travelling with a guide and a fixed itinerary and making few decisions en route (Cohen, 1974).

Valene Smith (1977) updated Cohen's typology and expanded the description of the growth of mass tourism by changing the individual mass tourist category to "incipient mass tourism". She has attempted to account for

the multiplicity of tourist types by expanding the "novelty" theme. For example "offbeat tourists" attempt to do something out of the ordinary to increase excitement. They are few in number and adapt easily to local accommodation. The "unusual" tourists are interested in the host community, local environment/people, but rely on the services of a tour operator to take them through in a "travel bubble" (Smith, 1979). They are similar to Cohen's Individual Mass tourist.

> 1) Explorers - similar to Cohen's Drifters, these tourists are more like anthropologists as active participants/observers. Their low numbers and genuine interest in the area allow them to accept local housing, food and to participate in the local lifestyle. They are also noted for using special Western gear such as dehydrated food.
> 2) Elite Tourists - an amalgamation of Christaller's "artists" and Cohen's Explorers. They are few in number but have a wide range of travel experiences (been everywhere). They adapt to local conditions and utilize the services of a travel agent in planning their trip.
> 3) Offbeat - attempt to do something out of the ordinary to increase excitement. few in number and adapt easily to local conditions.
> 4) Unusual - interested in the host community, local environment/people, but rely on the services of a tour operator to take them through in a 'travel bubble' similar to Cohen's Individual Mass tourist.
> 5) Incipient Mass Tourism - represents a steady flow of small groups or individuals and is typified by summer visitors to the Arctic. She comments, "The tourists seek Western amenities, and totally ignoring the fact that at great expense the hotel room in the Arctic has a private bath, many of these visitors would complain about the ring around the bathtub" (Smith, 1977, p.10).
> 6) Mass Tourism - the result of a continuous influx of a large number of tourists; 'charterized' with name tags and numbers. It is a tourism built on middle class values and attitudes.

Table 1-1 provides a short comparison of the various labels placed upon the types of tourist.

The drifter and the explorer are participating in non-institutionalized forms of tourism and the level of organization and dependency upon the travel brokers and intermediaries is at a minimum. There is a relatively greater degree of self-reliance and attempt to get to know

an area and thus to nurture a meaningful relationship with the destination and perhaps its inhabitants.

Christaller 1963	**Plog** 1972	**Cohen** 1972-74	**Smith** 1977
Individuals	Allocentrics	Drifters	Explorers
Artists Colony		Explorers	Elite
Poets/Painters	near-Allocentrics		Offbeat
Cinema People	mid-Centrics		Unusual
Gourmets			
Jeunesse Doree			
Commercial Development	near-Psychocentric	Incipient Mass	
		Individual Mass	
Tourist Agencies	Psychocentrics		
Packages		Organized Mass Tourists	Mass Tourists

Table 1-1: A comparison of several typologies of tourists.

Cohen describes institutional tourism as giving the illusion of adventure and transforming attractions into "things worth seeing". This leads to a selective awareness where the tourist tends to notice his environment only when he reaches spots of interest. He presents the following paradox: "though the desire for variety , novelty and strangeness are the primary motives of tourism, the qualities have decreased as tourism has become institutionalized" (Cohen, 1972; p. 188).

1.1-2 Tourist Typologies and the Life Cycle of Tourism Destinations

The development of tourism throughout the world has been characterized by a relentless push towards the periphery. Christaller described it thusly: "In general he [the tourist] likes to go into a lovely landscape. But what lovely means changes in the course of centuries and differs from nation to nation. The pattern is one of continuous push to new

regions on the periphery." (1963; p. 103). Cohen describes the structure of these trips;

> Indeed, tourism nowadays reaches into the most remote areas of the Earth. Tourism to the less accessible regions of such distant areas often takes the form of what could be termed 'touristic exploration'. Tourist trips are organized like expeditions and the participants often play an intermediary role between tourist and explorer. (Cohen 1974; p. 539)

Christaller, Plog and Cohen have each identified particular types of tourist based on psychological motivations and desires. Plog has attempted to link destinations with particular characteristics to a variety of identified tourist types and Cohen's typology indicated that there is a phasing of tourist types linked to the product life cycle. Cohen's and Smith's drifters/explorers, Plog's allocentrics and Christaller's artists and creative types can all be called torch bearers of mass tourism. They are the finders of the new destination and tend to prefer the areas untouched by other tourists.

1.2 The Product Life Cycle of Tourism Destinations

These "torch bearers" of tourism induce changes in their chosen destinations. Subject to many interacting variables within the bipolar tourism system - the visitors/market system and the hosts/destination receiving them, the destination often changes to accept and cater to these money-laden travellers'. Butler (1980), described a cycle of evolution apparent in tourist areas following the traditional product life cycle. He identified five stages: exploration, involvement, development, consolidation and stagnation. The characteristics of these stages are described in Table 1-2 and indicate a linkage between the type of visitors attracted to and the development of a destination as it changes to attract greater numbers of tourists. As the destination matures, the increasing commercialization expands into the marketplace as tour packages are developed and sold further from the site of the tourist

experience. The product and market components of the tourist system expands with the result that the natural beauty and wildness of the place is overshadowed by artificial facilities for tourists and the early explorer-type tourists are no longer attracted. Figure 1-1 expands this description by linking the life cycle of the destination to types of tourists, increasing levels of packaging and decreasing levels of adventure available to the tourist-explorer.

Industry recognition of such a product life cycle (P.L.C.) has led to actions taken throughout the development of areas to stretch the market and the P.L.C. The Yukon, for example has begun marketing to attract the convention traveller. Ideally the concept of the P.L.C. will have been utilized to forecast stagnation and to take action to promote rejuvenation.

Inherent in the typologies discussed and the P.L.C. concept is the assumption of a homogeneous market with subsegments varying only in terms of their degree of innovativeness or institutionalization. Haywood (1986) describes the possibility of sequential entry of distinct segments each with its own degree of institutionalization. This appears to be the more likely case, with the recent increased fragmentation of tourist markets. Heape (1987) has called it style segmentation, noting that changes from 1980 to 1986 appear to indicate a more sophisticated, individualized division of holiday types. Furthermore, conversations with tourism industry personnel have revealed that the large group tours are less popular and the Foreign Independent Tourist is rapidly becoming the most popular form of institutionalized travel (Stewart, pers. comm.).

Cohen finds the tendency to deal with institutionalized modern mass tourists has led to a lack of understanding of the "many other kinds of partial

Stage#'s of	level of tourists	Destination Area packaging	Industry Activities	Organization
Exploration	few	none	-no facilities specifically for tourists	none
Involvement	increasing	low (some use of retail travel agents)	-facilities for tourists are offered	-advertising -market area defined -season emerges
Development	#'s equal to or > local population	medium (FIT*, SIT*) is decreasing	-local involvement -tourists/locals no longer use same facilities	-heavy advertising -well-defined market
Consolidation	-rate of increase is decreasing -#'s still > locals	high (GIT*, ITC*)	-economy tied to tourism, -facilities regarded as second rate	-wide range of advertising -attempts at extending market and season
Stagnation	-peak is reached -repeat visits	high (GIT, ITC) -conventions	-natural and cultural attractions overshadowed by artificial facilities	-image well-established -lower return on advertising dollars

(adapted from Butler, 1980; see Figure 1-1)
*FIT/DIT: Foreign/Domestic Independent Tour, SIT: Special Interest Tour, GIT: Group Independent Tour, ITC: Inclusive Tour Charter (Definitions and descriptions of these terms are contained in Appendix I)

Table 1-2: Stages in the development of a tourist area destination.

or full-fledged tourists" Cohen, 1979: p. 23). He argues further for a "multiplicity of types" and a "multilinear approach" to describing tourists and has suggested the need for increased research toward identifying "coherent ways to classify tourists so that the classification is of theoretical and empirical interest" (Cohen, 1979; p.20). Haywood (1986) attempted to operationalize the product life cycle model and included a discussion of measuring various components such as pattern and stage of the area's life cycle, determination of appropriate time, and space units (for example: years, months or region, community). He suggested that the product life cycle

provides a useful descriptive tool tied to Cohen's work on tourist typologies, but that scales of measurement must be applied to use it as a management and planning tool (Haywood, 1986; pp. 154-155).

Snepenger's 1987 work on the Alaskan pleasure travel market segmented vacationers by novelty-seeking roles. Using Cohen's typology (1972) and Clawson and Knetsch's (1966) five-stage model of travel experience, he attempted to model tourist behavior. (Clawson and Knetsch's model included pre-trip anticipation and planning, travel to the destination, behaviour on-site, return travel and evaluation of the travel experience.) Snepenger examined demographics, planning, expenditure and trip evaluation characteristics for each tourist segment. He used Alaskan State Government Tourism Data to segment the market based on tourist role. Roles included: organized mass tourist (on an organized tour during most or all of vacation); individual mass tourist (decided to participate in commercially organized tours upon arrival at the destination); and explorer (vacation was completely self-guided) (Snepenger, 1987). He found that "visitors to Alaska exhibited novelty-seeking roles and attendant behaviours and attitudes generally consistent with those suggested by Cohen" (p.13). Furthermore, he suggested tourism development and marketing actions which were required to better meet the needs of these groups.

1.3 Tour Packaging and the Institutionalization Travel

The assumption of increased packaging is implicit in the discussion of the product life cycle and the corresponding tourist typology. However, packaging is more than mass travel for the tourist who likes the comforts of home with him, also known as the "bubble traveller". Travel brokers have long been aware of the highly segmented travel market and have reacted to

meet this growing demand. A brief overview of the nature and diversity of package tours will help to clarify this branch of the industry.

Tours may be packaged in a brochure and widely advertised, as in the case of group tours. Alternatively tours may be specially tailored by retail or wholesale travel companies to suit individual tastes and desires. Package tours may be defined as some combination of tourist products and services (usually purchased separately) offered as a single integrated product at a single price (McIntosh, 1986). A wide variety of tours, both packaged or specially constructed are on the market. Tours are as diverse as the the consumers themselves. Each package may contain: transportation to and within a destination, accommodation (en route and at destination), selected activities such as sightseeing, and festivals and local tours.

A successful package requires a high level of cooperation among various members of the industry in addition to the services of a coordinating body in developing and marketing the tour. This role may be assumed by one of the participants, for example an airline, a local in-bound tour operator or a non-local tour wholesaler. The increasing level of packaging and organization has been assumed to relate to a decreasing level of personal decision-making, freedom and ultimately level of adventure. One may compare Butler's product life cycle curve (Figure 1-1) in terms of the level of packaging and of adventure that were illustrated in Table 1-2.

1.3-1 Benefits of Package Tours

Schuchat (1983) provided a good summary of the benefits of group tours. Firstly, the group provides an identity for the individual and "reinforces an independent existence and the ability to get along with others" (p.466). Sociability is encouraged in A group situation and "membership in the group encourages interaction and a tacit permission to move around the

bus or plane" (p. 467). In the adventure travel experience, this is a benefit even more easily attained as smaller groups and the necessity of working together physically toward a common goal tends to draw people together. In addition the group experience may provide the learning situation which gives the individual the knowledge and confidence to plan his/her own trip.

The camaraderie produced in such tours may exaggerate the encapsulation of the group and limit their interaction with the local culture. This may or may not be desirable. A psychological distance between hosts and guests also may be apparent as encounters are primarily initiated by the tourist in shopping for handicrafts. This depends upon the nature of the tour and probably the amount of free time allotted for individual exploration.

In participating in institutionalized travel experiences, the tourist is relieved of the chore of organizing transportation, accommodation and eating arrangements. In the case of outdoor adventure packages, equipment is usually also included. The tour company or outfitter assumes responsibility for assessing the group's level of skill and will guide participants through the exercise safely. The guide is often responsible for interpreting the environment, through which the group passes. This element of education represents an important development in the idea of package tours. The type of tourism described by Cohen in 1972 and discussed earlier in this thesis whereby the "illusion of adventure" is created by the transformation of attractions into "things worth seeing" has changed somewhat. The popularity of tours which seek out the unspoiled places and incorporate an important element of learning about the host environment, indicates a consumer rebellion against mass movements and often inauthentic experiences peddled by the travel industry. In an impersonal, and time limited society, some tourists are attempting to find an authenticity is seen to be

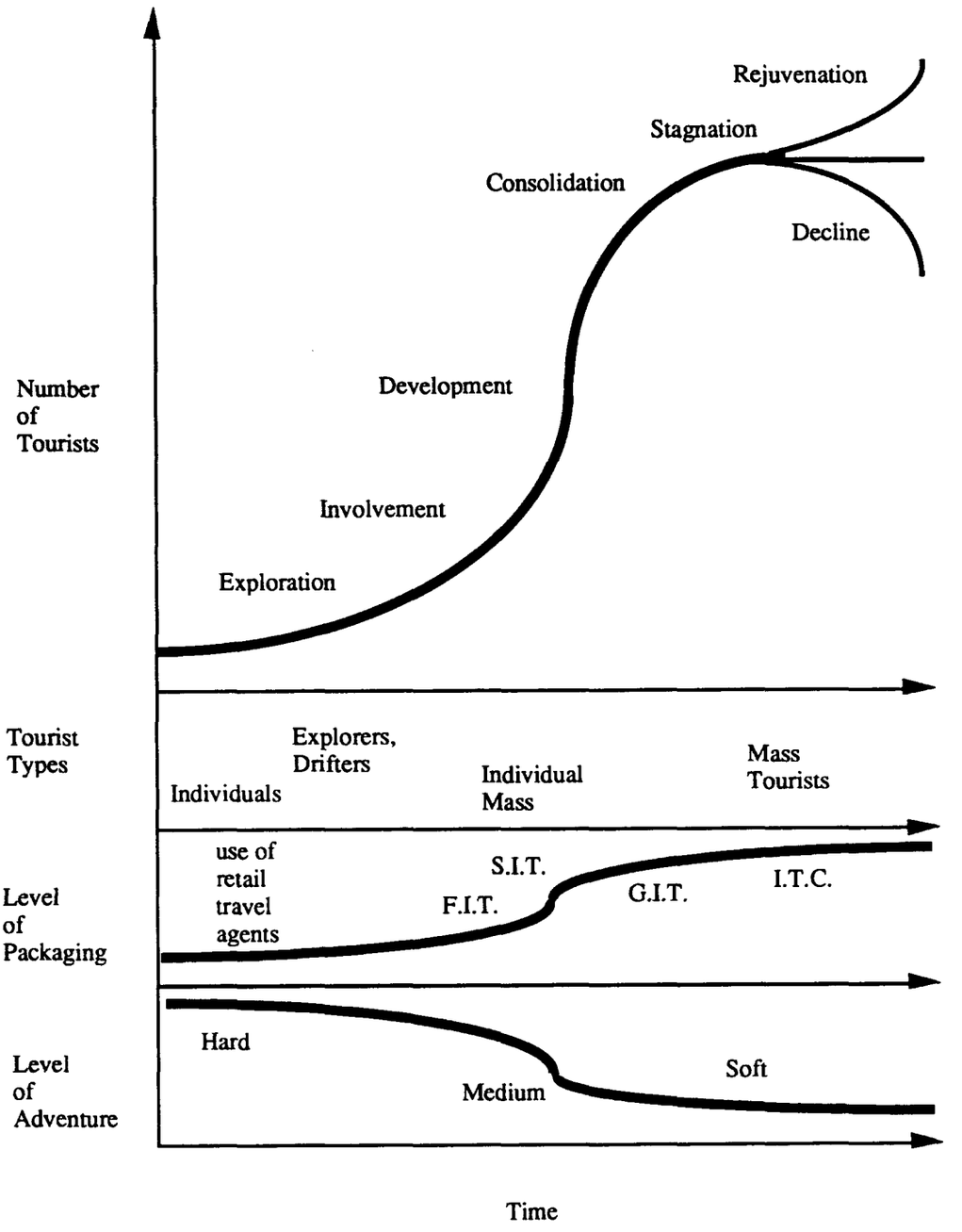


Figure 1-1: Levels of packaging and adventure throughout the life cycle of a tourist destination area . (see also Table 1-2)

lacking in everyday life. "Travelling for pleasure (as opposed to necessity) beyond the boundaries of one's life space assumes that there is some experience 'out there' which cannot be found within the life space and which makes travel worthwhile" (Cohen, 1979; p. 182). Cohen suggests: "The art of the tourist producer is to create in the tourist, a semi-conscious illusion, and to engage his imagination until he is turned into a willing accomplice, rather than a stooge of the game of touristic make believe" (1979; p. 194). The positive aspect of this may bethat the tourist may show improved awareness of and sensitivity to his environment, both physical and cultural.

Anderson noted that wilderness tour operators exhibit a high degree of environmental awareness (1983, p. 6). Indeed they have a certain self-interest in this awareness as they realize that the resource base must be preserved intact to ensure a quality tourist experience. Also, many of the outdoor adventure outfitters come from a generation of increasing environmental awareness. Marsh (1983) has noted that, "commercial wilderness trips also provide jobs and a dollar return from wilderness lands" (p. 2), but Keller has hypothesized "that mass tourists are perhaps the least profitable per tourist" (1987, p. 27) and the tourist expenditures may not be felt in the remote, wilderness areas but rather at the point of sale, depending upon the degree of local participation.

If this search for the truly authentic experience, in a destination unspoiled by tourism development becomes a mass phenomenon, the impacts of tourism will be felt more widely than ever before. Sir Edmund Hillary, speaking in Budapest at the 58th World Travel Congress of the American Society of Travel Agents remarked upon the potential for serious impacts from adventure travel.

> "Adventure tourism is here to stay and it is very much a growth industry. But problems lie ahead. We are encouraging thousands of people to enjoy the remote and lovely areas, but by doing so, we may well be damaging the delicate ecological balance of those beautiful zones." (cited in Clarke, 1988; p. 11).

The skills of the package tour operator will encourage the most fearful tourist that a genuine wilderness adventure can be had without risk or discomfort. It is necessary that the skills of the resource manager become equally as proficient in maximizing environmental protection as they have in expanding wilderness use and profit.

In addition there may be some loss of control over the development of tourism in such areas as a result of tour packaging. To illustrate a linkage between the product life cycle of the destination and the gradual loss of control by local authorities, Keller (1987) used a case study of the Northwest Territories. He indicated that,

> " Should the peripheral tourism trade prove profitable, and should it gain a reputation in the industrial developed cores - generally through the media or by word of mouth - then it will mature through time to become a large-scale conglomerate of predominantly externally owned and controlled operations satisfying the needs of the mass tourists" (p. 23).

The Government of the Northwest Territories has developed an extensive marketing campaign to increase awareness in both the consumer and key travel trade personnel of travel opportunities to the N.W.T. (Government of the Northwest Territories, 1987). While it is doubtful that the North will ever experience tourism development on a mass scale, this may lead to a great increase in consumer demand for travel to the N.W.T. and in southern-initiated tour packages to the Territories, resulting perhaps in a loss of regional control over both the advertising and development of tourism as well as the previously mentioned economic benefits.

1.4. Adventure Travel Defined

Boorstin, in his description of the "Lost Art of Travel", appears to have lost hope that travel will ever be anything but a "diluted, contrived, prefabricated" experience with "more strangeness and more familiarity than the world naturally offers" (Boorstin,1962; p. 79). He notes (p. 77) that, "The word adventure has become one of the blandest and emptiest in the language..." and the tourist has come to believe that "He can have a lifetime of adventure in two weeks and all the thrills of risking his life without real risk at all." (p. 80).

Like one's preconceived idea of the nature of the package tourist, the label "adventure traveller" seems to conjure up images of young, strong and fearless seekers of the unusual and exotic. These travellers do exist, but as with the package tourist, closer examination reveals a wide variety of activities, levels of packaging and adventure within the generic term of adventure travel.

Experiences will range from passive, soft adventure to active, hard adventure - the variation based on the limits to the amount of physical discomfort a tourist is willing to experience. A definition from the travel trade periodical, Travel Weekly, defines the "soft adventurer " as a newcomer looking for a carefully planned degree of physical activity, including the comforts of home, good meals and accommodation" (Hurdle, 1987, p.18). They seek areas of great beauty and novelty. The "real adventurers" are willing to travel to remote little known locations particularly areas of great natural beauty with rare birdlife, or wildlife. They are willing to deal with elements of uncertainty and risk/danger (Hurdle, 1987). Some hardship reinforces in all adventurers the feeling that the journey involves something out of the ordinary. Hurdle terms it a "rite of passage". Almost twenty years ago,

Geographical Magazine described tourist trips in the North in this way, "These holiday expeditions came much closer to a real expedition than do desert safaris or Himalayan treks. A good few of the hazards, particularly the blizzards were exactly the same as with an exploratory expedition and are very much part of the essential expedition experience" (Banks, 1972; p. 84). Recently, adventure travel has come to include urban experiences as some tour groups test their survival skills with minimal resources in places such as New York City. Thus adventure travel represents a much broader spectrum of experience than previously documented. It may have significant instrinsic psychological elements which are unrelated to the location of the experience, however, this thesis is concerned with the linkage between adventure travel and new, undeveloped tourist destinations.

The soft to hard adventure continuum is an individual phenomenon and will vary depending on the experience and personality of each person. Drawing from Csikszentmihalyi's work on play theory, the idea of a state of "flow" may be applicable. He describes "flow" as a situation where "people perceive opportunities for action as being evenly matched by their capabilities. It depends on one's perception of challenges, skills"(1975, p. 47). The state exists somewhere between boredom and worry and activities range along a continuum from repetitive almost automatic acts (doodling or chewing gum) to complex activities (rock climbing) requiring the full use of a person's physical and intellectual potential. (Csikszentmihalyi, p.48). This individualistic state may be altered by participation in travel packages where planning and safety are the organizer's responsibility. In this case one's travel skills may become less important, and lead to more adventurous pursuits.

Figure 1-2 presents the state of flow possible when travel opportunities are evenly matched by a person's travel skills. Again, this is an individual perception and may represent travel experiences ranging from driving the Dempster Highway to the Western Arctic or canoeing the Mackenzie River to the same destination. The degree of interaction with the host environment (both physical and cultural) will vary depending upon the individual's inclination.

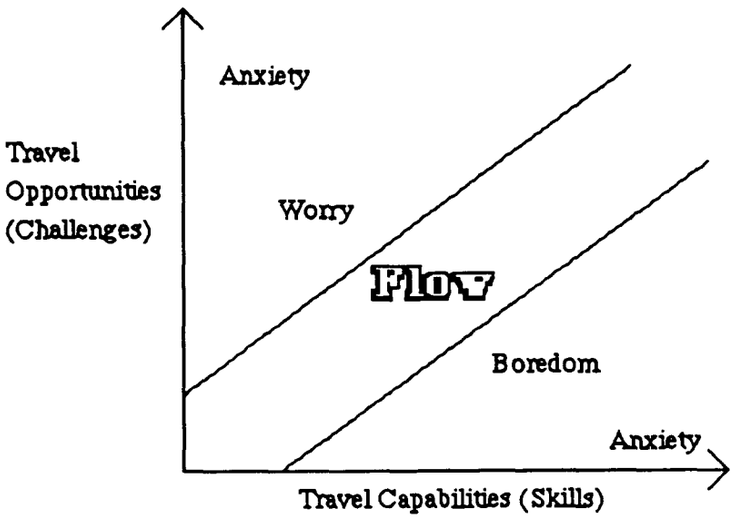


Figure 1-2: Flow experience interpreted in terms of adventure travel. (Adapted from Csikszentmihalyi, 1975).

A state of flow or optimum experience appears to reflect 6 dimensions in the adventure travel experience (Figure 1-3). These are the type of destination, type of activity, level of risk, level of physical exertion, level of education and personal growth and group size. The destination may be as familiar as a nearby provincial park or as novel as a remote wilderness area in the high arctic. The level of adventure may increase with the distance from home and the relative inaccessibility of the destination. Increasing exoticism will also be reflected in language and cultural differences. The nature of the

activities will also be important in adventure experiences. In a practical sense, tour operators often include a degree of cross-cultural contact or history to expand their market and in effect soften the adventure experience. Level of risk may range from relatively safe, controlled experiences to extremely risky and uncontrolled (for example, the difference between canoeing on a lake versus a descent of a whitewater river). The level of adventure also seems to reflect a certain degree of physical exertion and may vary along a continuum of light to strenuous. Inherent in most adventure travel experiences is some element of testing oneself. A distinction should be made here between learning about other places and people versus self-discovery. One or both may be significant parts of an educational travel experience. Finally, group size may be important in determining the level of adventure.

A definition of adventure travel was presented in a recent study of adventure tour operators in British Columbia:

> "Adventure travel generally takes place in an unusual, exotic, remote or wilderness destination and tends to be associated with high levels of involvement, participation and activity - most of it outdoors. Adventure travellers expect to experience varying degrees of risk and excitement and to be personally tested or stretched in some way; they are explorers of both an outer world ie. those unspoiled, exotic parts of our planes and an inner world of self perception and self mastery" (McLaren Plansearch, 1988b; p. 2-2).

They continue, "the very fact that adventure, like beauty is in the eye of the beholder makes it impossible to define any more tightly" (McLaren Plansearch, 1988b; p. 2-2).

What is the nature of the market attracted to a peripheral, "new" tourist destination? Are structured, organized travellers fulfilling desires for adventure? Is adventure limited to those who climb Mount Everest or raft wild rivers in the Northwest Territories?

Destination
familiar ----------exotic

Type of Activity
natural environment
outdoor activity
culture/ethnicity
history

Level of Risk
safe ---------- risky

Level of Physical Exertion
light ---------- strenuous

Level Education/Personal Growth
low ----------high

Group Size
small ----------large

Figure 1-3: Dimensions of the adventure travel experience (Adapted from Wilson, 1988 and Maclaren Plansearch, 1988b)

The typologies described focus on degrees of novelty/familiarity desired in travel and the personality of the individuals. It has been assumed that various types of tourists would be motivated by characteristics of particular places (products) at various stages in the product life cycle and would then travel in a correspondingly institutionalized manner to these destinations. In terms of the tourism destination life cycle model, true (hard) adventure travel may be only available in destinations in the early phases of development and in appropriate forms of tour packaging. If this is so, then tourism planning must incorporate the idea of a product life cycle into market development and identify ways of maintaining a location in the early stages of development if it is intended to provide adventure tourism opportunities over the long term.

1.5 Goals and Objectives

It is the intent of this thesis to assess the characteristics of a sample of tourists to the area contained within the Western Arctic Visitors Association. This represents a peripheral region, identified at the national, territorial and regional level as a 'world class' destination offering wilderness and adventure travel. Specific goals and objectives include:

1. examining Haywood's (1986), idea that a destination may attract more than one segment, while exhibiting characteristics of more than one phase of the life cycle in order to determine if various levels of packaging can exist in a destination area at a particular point in time;

2. comparing the adventure experience for package and independent tourists in terms of the level of outdoor adventure experience, the travel objectives and experiences including activities related to trip planning, length of trip, group size and actual and desirable trip activities; and

3. discussing the implications of findings in terms of the Life Cycle of the Tourism Destination and tourism planning for adventure travel.

This chapter has briefly reviewed relevant theory and models of tourism development and tourist typology. The next chapter describes the study area in terms of the growth of tourism, constraints on development and the current tourist markets and products available in the region. The survey methodology is presented in Chapter 3, followed by the results of the questionnaire survey in Chapter 4. Chapter 5 summarizes the implications of the results and the final chapter proposes a new planning tool for tourism development and discusses its application in the context of the study area.

Chapter 2

Study Area :
Level of Development and Characteristics of Destination

2.0 Study Area: The Western Arctic as a Tourism Destination

The area examined in this thesis is the area within the boundaries of the Western Arctic Visitors Association in Figure 2-1. The focus is primarily on the functional region linked to the community of Inuvik, and including Tuktoyaktuk and Aklavik. The North Yukon National Park as well as Herschel Island (Yukon) Territorial Park are also part of the study area. These non-N.W.T. locations were included because Inuvik is their natural staging point and several local tour operators have developed single and multi-day tours to these locations.

With the opening of the Dempster Highway in 1979, the Mackenzie Delta and Inuvik Region began a new phase in its development as a tourist destination. Prior to this, several phases in development may be seen. Previous to the 1950's travel north was limited to a few adventurous and hardy individuals. A review of historical data has revealed a dearth of information. One historical account of travel northwards will be briefly mentioned here for perspective.

A recent publication by Western Producer Prairie Books (1986) has presented Agnes Dean Cameron's account of travels from Edmonton northward to the Mackenzie Delta. In 1908 she and her niece Jessie Cameron Brown began a six month journey by stagecoach, scow and by steamboat.

> We are to travel north and keep on going till we strike the Arctic,
> - straight up through Canada.
> ...the West we are entering is the last West, the unoccupied frontier under a white man's sky. (1986, p.23)

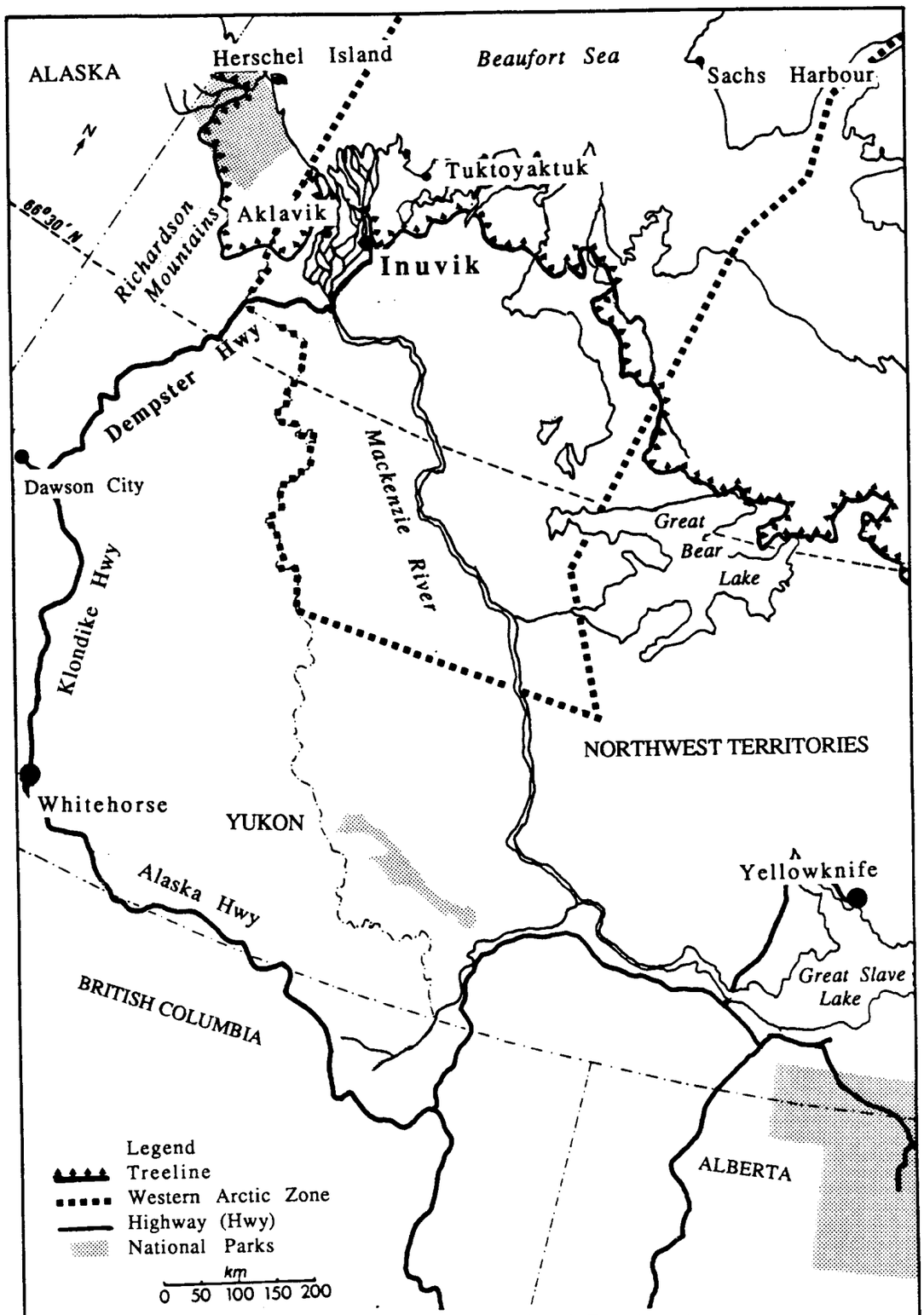


Figure 2-1: Location map of Mackenzie Delta / Beaufort Sea study area.

Even in 1908, the concept of mass/package travel was anathema to some:

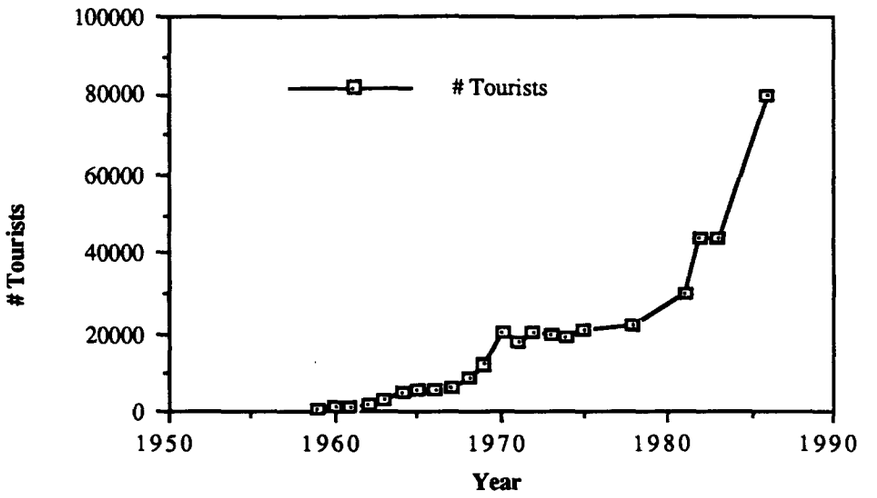
> Kipling speaks of a 'route unspoiled by Cook's', and we have found it. Going to the office of Thomas Cook and Son, in Chicago, with a friend who had planned a Mediterranean tour, I gently said, "I wonder if you can give me information about a trip I am anxious to take this summer." The young man smiled and his tone was that which we accord to an indulged child, "I guess we can. Cook and Son give information on most places.""Very well," I said, " I want to go from Chicago to the Arctic by the Mackenzie River, returning home by the Peace and the Lesser Slave. Can you tell me how long it will take, what it will cost and how I make my connections" He was game; he didn't move an eyebrow, but went off to the secret office recessed in the back to consult "the main guy", "the big squeeze", "the head push", "the big noise". Back they came together with a frank laugh. "Well Miss Cameron, I guess you've got us. Cook's have no schedule to the Arctic that way." (Cameron, 1986; p.24)

Agnes Cameron completed the journey, providing a detailed account of her experiences and thoughts. She published The New North in 1908 and prepared a series of lantern slide lectures on aspects of her trip. These she took on her lecture tours to the United States and Great Britain between 1909 and 1912.

Agnes Deans Cameron had found a destination of the sort many are looking for in modern day times, travelling, perhaps with motives well-known to travellers to this same region today. As a northern tourist at that time she was rare. Very few individuals had the time, the money or the courage to travel so far with so little support.

2.1 Tourism Development in the Northwest Territories

Records of tourists to the Northwest Territories (N.W.T.) are equally scarce. Prior to the 1950's numbers may be counted in the hundreds (Figure 2-2). Those individuals were most likely travelling to "see the Arctic", or visit friends and family. Organized tourism was non-existent. The completion of the Mackenzie Highway linked the South Mackenzie Valley to Yellowknife and Edmonton and brought an influx of campers and driving tourists to the area.



(Source: Smith, 1985; Tourism Industry Association of the N.W.T., 1988)

Figure 2-2: Numbers of tourist visiting the N.W.T. - 1959 to 1986.

Fishing lodges on Great Slave and Great Bear Lakes established the N.W.T. as a destination for trophy lake trout. Many of the lodges as well as the outfitters licensed to operate big-game hunts were southern-owned and economic leakage was high (Government of the Northwest Territories, 1983; p. 2). With packaging still next to absent there were few groups. The 1960's saw a growth in numbers of tourists from 1,000 to almost 20,000 (Smith, 1985; p.35). Inuvik's creation as a planned northern town built in 1959-60 led to the introduction of scheduled air service to the Delta in the early 1960s A destination was born, whether mass tourists were aware of it or not.

In the 1970s, airlines began offering more reliable and better service (Government of the N.W.T., 1983) The volume of tourists again increased, from 12,380 in 1969 to between 17,000 to 20,000 throughout the 1970s. Southern tour operators were becoming aware of the area and began offering packages such as the ones offered by Pacific Western Airlines (now Canadian Airlines

International) and Mack Travel's "Midnight Sun Tour" which included a 24 - hour stop over in Inuvik.

Oil and mineral exploration during the 1980s along with government related travel led to a great increase in "business travel" as opposed to "pleasure travel". The business segment of the travel market was so much more important to hotels, restaurants and even craft stores that there was little interest in the tourism industry. A report describing the impacts of oil development on tourism indicated that the low numbers, and seasonality of the tourism market made any business re-orientation or expansion unprofitable (Grigg et al, 1984). This attitude no doubt prolonged the region's lingering in the exploration phase of the product life cycle.

Type of Facility/ Year	Hotels and Motels	Lodges	Outfitters	Total
1988	73	57	77*	207
1987	71	54	82	207
1986	72	54	85	211
1985	66	51	80	197
1984	63	51	62	176
1983	48	47	29	124
1982	48	50	28	126
1981	48	53	31	132
1980	49	49	27	125
1979	49	47	23	119
1978	48	48	19	115
1977	42	43	20	105
1976	44	38	19	101
1975	39	40	13	92
Actual Change 1975-88	34	17	64	115
%Change 1975-88	87	43	492	125

* decline due to change in listing in Explorer's Guide (now under Package Tours) (Source: Government of the N.W.T., 1988b)

Table 2-1: Growth of tourism facilities in the N.W.T. from 1975 to 1988.

Table 2-1 indicates a large increase in industry participation between 1983 and 1984. This is due primarily to an increase in the number of hotels

and motels and of outfitters. Similarly, a large percentage increase may be noted in the Western Arctic Region (Table 2-2).

Type of Facility/ Year	Hotels and Motels	Lodges	Outfitters	Total
1988	16	5	12	33
1978	10	3	3	16
% Change 78-88				106

(Source: Government of the N.W.T., 1988b)

Table 2-2: Change in types of tourism facilities in the Western Arctic 1978-1988.

Growth has slowed over the past five years, however qualitative improvements are on-going. It should also be noted that the outfitter segment is more volatile with a high rate of turnover inthe industry. Numbers of hotels and motels on the other hand indicate an absolute increase over the years (Government of the N.W.T., 1988b p. 7).

2.1-1 The Growth of Tourism in the Western Arctic

The geographic distribution of tourists has remained concentrated in the Western N.W.T. throughout the development cycle to date. In 1987, Ft. Smith and Inuvik Regions received 84% of the tourists (Table 2-3).

Region	# Non-resident Tourists
Ft. Smith	34,500
Inuvik	14,500
Baffin	4,800
Keewatin	3,000
Kitikmeot	1,200

(Source: Derek Murray Consulting, 1987; p.133)

Table 2-3: Distribution of tourists throughout the Northwest Territories

The Dempster Highway was opened in 1979, linking Inuvik to Dawson City and the Yukon's tourism market (193,700 individuals in 1987; Yukon Bureau of Statistics, 1987). The increase in numbers appears to have been

marked and steady . Unfortunately there has been no consistent gathering of information for either road or air travel. Table 2-4 presents findings and sources of information. They should serve only to provide general information as they come from diverse and sometimes conflicting sources.

Mode of Travel /Year	1982	1984	1985	1986	1987
Air	7,000*	11,740*	n / a	9,000*	n / a
Road	4,000*	4,000*	3,336**	4,300*	7,130***

(*Source: Derek Murray Consulting, 1987
**Source: MacLaren Plansearch, 1988
***Source Yukon Bureau of Statistics 1987)

Table 2-4: Changes in mode of travel of tourists arriving in the Western Arctic

Efforts have been made by Marine Operations, Highway Division, Dept. of Public Works (Government of the Northwest Territories) to monitor traffic on the Dempster Highway. Table 2-5 presents more comparable data as taken from annual ferry surveys.

Transport	1981	1982	1983	1984	1985
Tourist Vehicles	1,903	1,832	2,281	2,571	1,358
Commercial Vehicles	465	458	344	935	n / a
Buses	46	45	26	47	n / a
Tourists	4,930	4,679	5,550	6,511	6,044
Bus Passengers	887	644	299	1,034	n / a
Package Tourists	1,384	1,038	805	1,027	n / a
Total Tourists	6,314	5,717	6,654	7,545	6,836

(Source: adapted from Smith, 1985, pp. 73-75; Information obtained from Peel River Ferry using months of June to Sept.)

Table 2-5 : Numbers of tourists visiting the Western Arctic via the Dempster Highway

There has been an overall increase in tourist traffic from 1981 to 1985. Numbers of independent tourists appear to have increased most significantly. Bus tours probably declined in 1983 due to repairs on the highway. In recent years, the Dempster has been improved so much that several tour companies

are now operating large coach tours (See data under Horizon Holidays and Atlas Tours in Table 2-8).

The Federal Government, in its 1982 report "Tourism Tomorrow" identified the Western Arctic Region as Category A/B in terms of product ranking which means it contains unique, world class products able to draw visitors from around the world, in competition with similar major products throughout North America. They also identified the level of development in 1982 as being "Immature", indicating primitive products; a region that was seen as lacking in infrastructure, access, services accommodation and requiring major development (Government of Canada, 1982).

The number of tourists is steadily increasing and an estimated 75 % of tourists to the region arrive via the Dempster Highway (McLaren Plansearch, Vol 3, 1988; p. 3-16). This has prompted government action to address the need for product development, marketing and long range planning. In 1983, the Department of Economic Development and Tourism (E.D. & T.) released its plans for developing and marketing of the tourism industry. Reflecting a commitment towards local control and participation, the plan is titled, "Community-based Tourism: A Strategy for the N.W.T. Tourism Industry" (Government of the N.W.T., 1983). It identified shortcomings in the tourism plant, for example: quality of service, packaging and a lack of marketing information. It also presented objectives for funding programs to be administered through each of the six tourism zone associations. In the Inuvik Region this is the Western Arctic Visitors Association (W.A.V.A.).

W.A.V.A. is comprised of local area businesses, community councils and interested citizens as well as various government representatives. The "Community-based Tourism Strategy" provided guidelines for product development from 1983-88. The Strategy also provided a focus for the

N.W.T./Canada Economic Development Agreement, Tourism Sub-agreement funding arrangements during this period. It has been updated but was unavailable during the fieldwork period.

With the development strategy in place, 1985-88 saw a flurry of activity as the N.W.T. attempted to address the need for data in product development and marketing fields. In the Western Arctic (and similarly in most zones), a large-scale regional planning study was undertaken. With considerable local input, the Western Arctic Tourism Strategy (W.A.T.S.) was completed in 1988. It provides an action plan for regional tourism development (MacLaren Plansearch Vol.3, 1988). The study focussed on market identification and tourism flows and development potential within the diverse region. During 1987-88, Derek Murray Consulting prepared a corresponding evaluation of and plan for development of tourism products within the region. Dovetailing public and private sector ideas and priorities, these two should form the basis of the medium term tourism planning and development in the region. Whether or not this occurs as planned is a subject for another thesis.

2.2 Constraints on the Development of Tourism in the Western Arctic

The Western Arctic has been developing slowly as a tourism destination. Several factors have led to this low level of development. The oil industry has drawn much of the available manpower and capital investment. Because of the existence of a strong business and government travel sector, there has been little tendency for hotels in particular, to expand or cater to demands of the more seasonal pleasure traveller. There has been a lack of private capital and unwillingness of government to fund what is considered private sector development. Planning efforts have only recently begun and there has traditionally been a lack of direction and cooperation between and within

levels of government. The heavy reliance on the "Big Fish" image and lodges owned by non-N.W.T. residents has led to a lack of impetus for development at the community level. The on-going struggle for self-determination and control by the majority of the N.W.T. residents has been manifested in land claims which places a great demand upon the influential, well-educated members of the native community.

Partly as a result of the above points local tourism committees were just beginning in 1988 in the communities of Tuktoyaktuk, Norman Wells and Inuvik. Although committees such as Inuvik's have been in existence for several years, there has not been a wide base of support throughout the community. This fragmentation and often overlapping objectives have not been conducive to a concerted blending of priorities and energies.

Traveldata International (in Keller, 1983) has indicated some additional developmental setbacks. These include: the expense of travel to this destination (although the improved Dempster Highway has decreased this somewhat in the Western Arctic); the distance between market and supply of product; and inadequate marketing to date, leading to an incomplete and often distorted view of travel opportunities.

In spite of these constraints, the Western Arctic is now poised at the edge of the involvement and development phases of the product life cycle. James MacGregor, the coordinator of the Western Arctic Tourism Study was quoted in News North as saying, "The number of visitors in the Western Arctic will double and perhaps even triple in the next couple of years (News North, July 31, 1987).

There are many factors which will contribute to the present entry of the region into the tourism market. A few will be mentioned here: land claims agreements have been signed and are being implemented by the Inuvialuit,

and the Dene/Metis people have recently signed an "Agreement in Principle", a major step towards a final settlement which will facilitate development on lands previously in limbo; a concerted effort at planning by all levels of government, an increase in funding for private and public sector projects, as well as attempts by the government to increase and improve the quality of their tourism staff; the hiring of a Package tour Development Officer in Yellowknife and his active search for "in-bound" or "receptive" operators who will increase and expand the product and their marketing. These will generate a qualified level of interest at the regional and local level and sustain that interest through to actually selling and controlling the quality of products. The presence of a number of committed individuals making a concerted effort to work together at all levels of public and private sectors has greatly improved communication and the development of local attractions. The Yukon and Dawson City have emerged as major destinations and this has led to an increase of tourists who subsequently travel the Dempster Highway. Improved accessibility in terms of air linkage with 2 major airlines presently servicing Inuvik and the improvements on the Dempster Highway which make its surface better each year will act to remove further barriers (and controls) to access.

The Western Arctic is clearly poised at the edge of development, however the rate, scale and potential markets must be assessed if adventure is to be a significant component of the area's long term attraction for tourists.

2.3 Tourism Products and Markets

2.3-1 Description of Products

(female voice) "Oh it's just an unbelievable wilderness. There are no houses anywhere for hundreds of miles. It's incredible."
(male voice) "We wanted to go North as far as we could go. And I want to see Canada."
(male voice) "We find that a kind of national identity is found."
(male voice) " It's awe-inspiring, just the sheer vastness of it."
(Source: verbatim from the CBC News Inuvik, National News, 6 pm Tues. July 29, 1987)

The Dempster Highway provides many, whether on a bicycle or ensconced in a recreational vehicle, with a degree of adventure. The highway is a 743 km gravel-surfaced road with services available at 2 points. Eagle Plains has a gas/service station with motel/camping at km 364 and the village of Ft. McPherson at kilometre 556 includes Nutuluie Territorial Campground as well as gas, auto repairs and food. Otherwise there is not a community nor even house along the road. It traverses three mountain ranges and offers opportunities for experiencing a wilderness environment unique in North America. A Globe and Mail writer titled her report of travels along the highway, "Gravel road to Inuvik crossed incredible land of soul space" (Globe and Mail, 11 April, 1987). Others choose to fly into Inuvik, often stopping briefly, en route to another destination (for example a circle tour including Yukon and Alaska or a rafting trip in the north Yukon).

In keeping with the Northwest Territories policy of "Community-based Tourism" there is an increasing number of activities and attractions available in communities of the study area, to "end of the road" travellers and to a lesser extent package tourists. Tables 2-6 describes existing resources and attractions available in these settlements and activities offered by local outfitters and tour companies. Table 2-7 lists other potential sites for tourism development in the region.

Community	Attraction	Activities
Inuvik	• Igloo Church • Mackenzie River/Delta • Treeline (2 km north) • "end of the road" • 24 hour daylight • permafrost/unique building methods • arts and crafts • wildlife/birdlife	• Visitor Information Centre • Town and Tundra Tour (c) • Tour of Parka Factory (c) • Air tour to Tuktoyaktuk and Aklavik (c) • Air tour to Herschel Island (c) • Air Tour to whaling Camp (c) • Cultural Events (drum dances, feasts) • fishing tours (Sitidgi and Husky Lakes) (c,i) • airplane and helicopter touring of area (c,i) • boat tours on Mackenzie River and to Reindeer Station (c,i) • whale watching, naturalist tours (c)
Aklavik	• museum • grave of the Mad Trapper of Rat River • Richardson Mountains • old Aklavik/trading post • historic Roman Catholic Church	• town tour (c) • cultural contact with Inuit, Dene, Metis (i) • hunting (c) • arts and crafts (c,i) • Dene Fish Camp visits (c) • boating / hiking to Richardson Mountains (i) • boat tours on Peel/ Mackenzie Rivers (c,i)
Tuktoyaktuk	• Arctic Ocean / Beaufort Sea • Our Lady of Lourdes historic mission boat • Sod House reconstruction • DEW Line Site • Beluga/Bowhead Whales • Tundra • Ibyuk Pingo (Site of National Significance • Tuktoyaktuk Peninsula proposed National Park • oil/gas development	• town tours (c,i) • cultural contact with Inuit (c,i) • dog sled trips (c) • snowmobile, cross-country ski trips (c,i) • fishing (c) • Whale watching (c) • Polar Bear, Caribou Hunting (c) • handicrafts (c)

c- commercially available tours
i- independent opportunities
(Source: MacLaren Plansearch, 1987; Travelarctic, 1989; author's research)

Table 2-6: Attractions and activities available for tourists to the Mackenzie Delta/Beaufort study area;.

Other Potential Sites of Interest	
Officially Designated	**Unofficial Points of Interest**
Herschel Island Territorial Park	Smoking Hills (natural ecosystem)
North Yukon National Park	Fort Anderson (historical)
Kendall Island Bird Sanctuary	Kittigazuit (archaeological)
Reindeer Reserve	Gupuk (archaeological)
Rivers	
Firth	
Mackenzie	
Kugaluk	
Anderson	
Horton	

(Source: MacLaren Plansearch, 1988; Travelarctic, 1989; author's research)

Table 2-7: Other potential sites of interest to tourists to study area.

2.3-2 Description of Independent Travellers

The Dempster Highway Exit Survey report completed in 1985 by Acres Consulting, provides a reliable profile of the typical tourist driving to Inuvik. The predominantly Canadian tourists travelled in couples and are equally likely to be from British Columbia, Alberta or the Yukon. Fifty-eight percent were from Canada; 38% were American with the majority from the states of Texas, Alaska, Minnesota, New Jersey, Washington, Wisconsin; only 4% were from Europe, the countries of Germany, Holland, and Norway. Occupations of this group of tourists fell into either the "professional", the skilled worker", or the "retiree". Overall, income levels were high, with 47% having incomes in excess of $40,000 (Acres International,1985; p. 3-1,3).

During the average stay of 3 days, tourists participated in the following activities: camping, shopping for crafts, visiting museums and historic sites, nature study and fishing. As might be expected in a sample of tourists on driving holidays to the frontier, camping was the favoured form of accommodation. Eighteen percent decided to visit Inuvik while on the road (10% decided while in the Yukon) Most visitors planned their trip from their homes, approximately one and one half years in advance. Most "enjoyed the

trip immensely"; pleasure travellers spent on average $150 each and 91% would consider another visit to the Northwest Territories (Acres International, 1985; p.4-2,3). There is no comparison of independent and package tourists.

The market for this region has been identified by the WATS study as well as the 1986 Territorial Strategic Marketing Plan (Briar Consulting, 1986) as having two key segments: Outdoor/Adventure and Arts/Culture Touring. Outdoor adventure has been promoted as offering the highest potential for development. Table 2-8 contains data compiled by MacLaren Plansearch identifying segments of the Northwest Territories travel market.

Segments	Estimated Volume 1987	%	Projected Volume 1993	%
Rubber Tire				
Recreational Vehicle	4,815	62	17,933	68
Auto	850	11	3,116	12
Coach	649	8	990	4
Van	47	1	230	<1
Air Pleasure	750	10	1,056	4
Hunting				
Beaufort Area	86	1	125	<1
Mackenzie Mountains	180	2	320	1
Aklavik/Ft. McPherson	-	-	45	<1
Fishing				
Trophy	260	3	600	2
Wilderness	92	1	320	1
Adventure	75	2	1,528	6
Total	7,804		26,263	

(Source: MacLaren Plansearch, 1988, p. 3-15)

Table 2-8: Visitor travel to the Western Arctic by market segment

According to this report, adventure travel represents 2% of the travel market in the region in 1987. However by 1993 it is predicted that it will increase to 6% of the market. The majority of the travellers still being those arriving via recreational vehicles.

The consultants have further broken down adventure travel into sub-segments and projected arrivals on this basis. Calculations are contained in Table 2-9.

Sub-segment	Projected volumes
Hiking	420
Canoe/Kayak/Zodiac	352
Boat Cruise (Package Only)	160
Wildlife/Photo/Herschel	456
Culture/Arts and Crafts	140
Total Adventure Market	1,528

(Source: MacLaren Plansearch Vol. 3, 1988; p.3-35)

Table 2-9: Projected volumes of tourists in each sub-segment of adventure travel market by 1993 in the Western Arctic.

The adventure travel market for the Northwest Territories has been described generally by Briar Consulting (1986) as follows:

Demographics: Gender Male 70 %, Female 30%
Age 25 to 43
Income $30,000+
Education High School+

Key Influencers:
-personal special interests and hobbies
-media communication
-societal affiliations (clubs, societies)
-community

Psychographics:
"They are lovers of nature and the outdoors environment; are active participants in outdoor recreation and leisure activities; frequent long haul travellers; prefer vacation setting including spectacular scenery, unique wildlife and flora, many points of interest, different regions, lots to see and do." (p. 88)

2.3-3 Description of Package Tourists

The WATS study team suggested that the majority of adventure travellers to the Western Arctic are presold package tourists and FIT'S for canoeing and hiking, backpacking, wilderness, fishing, birdwatching, photo tours. Interests include 4-7 day packages, except for 7-14 days for canoeing and high-quality guided naturalist/cultural tours. Income is more than

$40,000/year with 50% of the travellers being 25 to 45 years and the remainder split equally between 45-55 and greater than 55 years. Most have high school or higher education and their origin (for the Western Arctic) is predominantly American (55%) with 35% Canadian, 10% European making up the remainder. The majority prefer high interest/lower risk adventure.

Other types of packages include coach tours of approximately 25-30 passengers. The manager of reservations and planning with Atlas Tours in Vancouver described the market for their 30 passenger coaches as primarily middle-aged to elderly as follows:

> Really the clientele that would go to Inuvik are looking for adventure and the rougher and primitive but more adventuresome the better. But it's not a market that necessarily is appealing to great numbers of people. Most of the clients are basically quite experienced travellers. But we have had clients in the past who would just prefer a little less adventure and a little more comfort. By and large they are clients who have gone to Europe multiple times, they've seen all the other seven wonders of the world and they are looking for a different destination. Certainly the N.W.T. and Y.T. provide that, we strongly believe that. Although again, it's a limited market. (verbatim from CBC Inuvik News Special January 1, 1987 12:15 pm)

Those driving the highway or flying to Inuvik are searching for products which are quite similar: to be north of the Arctic Circle, to experience 24 hour sunlight, to learn about native culture and history, to learn about the northern environment and to go as far north as possible within their budget range. Those flying in, are often passing through Inuvik to another destination. For example, participants in Ecosummer Expeditions, Arctic Edge and Hyak have overnighted there en route to and from their rafting tours on the Firth River in the north Yukon, and Victor Emmanuel Tours people spend some time in Inuvik en route to their birding destination on Banks Island.

Table 2-10 contains information relating to tour companies operating in the Western Arctic Tourism Zone. The packages have been grouped into five categories based on information supplied by the companies to Travelarctic, the publishers of the annual Explorer's Guide for the Northwest Territories. The hunting and fishing background of many of the local outfitters is reflected in the proportional numbers of types of tours offered. Non-resident operators have quickly reacted to market demands by offering naturalist tours and reflect a lack of local participation in servicing this market segment.

Very little information is available on package tours and the WATS includes no information on existing development or the potential for package tour development. Appendix II includes an excerpt from AKAY Consulting's overview of package tours in 1981. More recent, although sketchy information is presented in Table 2-11.

There may be some discrepancy between listings of operators offering tours in the Western Arctic Zone because of Inuvik's position as a staging point for tours to the north Yukon (Ecosummer, Hyak, Arctic Edge) and to the Arctic Coast Zone (Arctic Waterways rafting on the Horton River). While the actual tours do not take place in the Western Arctic, expenditures are made here for accommodation, food and transportation services.

There are tour operators who have capitalized on the one-way trip up the Dempster to split the travelling by road and air. Atlas Tours (coaches), Rainbow Tours (small 8 to 10-passenger vans) and Liberty Tours (individual cars in rally style) represent the wide range in operators. Atlas Tours has been offering tours to Inuvik for several years (although they discontinued the larger coaches in 1989). Participants travel by motorcoach from Skagway, Alaska (off of ferries) to Whitehorse for tours of Alaska/Yukon and ending in

Tour Company	Location	Type of Tour: Fishing/ Hunting	Naturalist	Culture/ History	General Touring[a]	Wilderness/ Outdoor Adventure[b]
Resident Operators						
Antler Tours	Inuvik	x	x	x	x	
Arctic Tour Co.	Inuvik	x	x	x	x	x
Drum Lake Lodge	Fort Norman	x	x	x		x
Guided Arctic Expeditions	Inuvik	x				x
Mackenzie River Adventure Tours	Hay River				x	x
Thomas Northern Tours	Hay River			x	x	x
Tuk Tuk Tours	Tuktoy-yaktuk	x		x		
Non-Resident Operators						
Arctic Waterways	Stevens-ville, Ont.	x	x			x
Black Feather	Ottawa, Ont.		x			x
Canadian Nature Tours	Don Mills, Ont.		x			x
Ecosummer Canada Expeditions	Vancouver B.C.	x	x		x	
Horizon Holidays	Toronto, Ont.			x	x	
Nature Travel Services	Kingston, Ont.		x			x
Rainbow Package Tours	Whitehorse, Yukon			x	x	
Swiftsure Tours Ltd.	Victoria, B.C.		x	x	x	

[a] includes community tours, sightseeing (mainly motor coach or van travel)
[b] includes hiking, canoeing, rafting, boating
(Source: Travelarctic, Explorers Guide, 1989)

Table 2-10 : Resident and non-resident package tour operators offering tours in the Western Arctic Zone

Inuvik. One group will depart by plane and another will arrive to begin the journey in reverse.

Company	Total	# of Tours	#/Tour
Atlas Tours	85	4	20-25
Horizon Holidays	456	12	38
Swiftsure Tours	28	-	-
Rainbow Tours	100	5	20
Canadian Nature Tours*	45	3	15
Nature Travel	36	3	12
Jackson Tours	46	-	-
Questec	21	-	-
IWATA	24	2	12
Gould	14	-	-
Black Feather*	20	2	10
Canadian Waterways*	10	-	-
Ecosummer Expeditions*	36	3	12
Rotel	50	2	25

* estimated
(Source: Colford, 1988)

Table 2-11: Package tour companies active in the study area, 1988.

These travellers normally overnight in Inuvik and participate in a 4 to 6 hour tour to Tukotyaktuk. Rainbow Tours of Whitehorse began in 1986 offering more leisurely van tours up the Dempster to Inuvik, camping en route, hotelling in Inuvik and travelling for a 2 hour tour to Tuktoyaktuk. Similarly, Liberty Tours of New York breaks their tour in Inuvik. In 1988, their first year, they had 300 travellers in total, participating in a road rally from Vancouver, to the end of the Dempster. Driving small Fiat Cars with tenting facilities on the roof, these tourists strained Inuvik's facilities to the limit and ruined the drive on the Dempster for several independent travellers (Anonymous Tourist, pers. comm., July, 1988)

Only two recreational vehicle (RV) caravan operators offer tours up the Dempster and the majority of RVer's travel independently. MacLaren Plansearch (1988) describe the RV segment as follows: their income is $40,00+, 55% hold professional/managerial or executive positions, 45% are retirees.

Their interests include: passive, soft adventure, fishing, sightseeing to Tuktoyaktuk or Herschel Island, photography along the Dempster, at Herschel or Banks Island, native culture, theme attractions (culture, history, river and Delta cruises, guided and nature tours).

As can be seen from this brief discussion a wide variety in type of tour and level of packaging is meeting similar market segments. An important component of tourism planning in the Western Arctic must be a safeguard for the pure, wilderness, frontier quality, while at the same time planning must seek to satisfy a wide range in levels of packaging to maintain and increase volumes of tourists. By recognizing that the appeal of this area is, in part because of its early level of development, attempts can be made to plan for the future as the destination proceeds through the product life cycle.

The next chapter reviews the methodology used in gathering the data on visitors to the study area.

Chapter 3 - Methodology

3.1 Existing Databases

It was considered necessary to conduct a survey of visitors to the study area because information on tourists to the Northwest Territories has not been collected on a regular or consistent basis. Periodic questionnaire surveys of visitors have been completed by several independent consulting firms, (Canadian Facts, 1984; Acres International, 1985) as well as by the Department of Economic Development and Tourism, Government of the N.W.T. (1982, 1984). Information kept by the two international airlines servicing Inuvik (Canadian Airlines International and Air Canada through Northwest Territorial Airways) includes only passengers (not necessarily tourists) carried on a monthly basis. Both the Peel and Mackenzie River ferries tabulate numbers and types of vehicles, numbers of passengers/vehicle and place of origin (license plate count) for travellers on the Dempster Highway. The Inuvik Visitor Centre has developed both a guest book and a folder of short questionnaires briefly describing trip activities, length of stay and various demographic characteristics of tourists. Thus some information is available; however, it is not consistent, nor is it highly specific.

During the summer of 1987 the Yukon Territorial Government undertook an intensive exit survey of a group of the 197,000 visitors to the Territory. All air and road exit points were monitored and sampled and tourists completed over 6,000 questionnaires detailing demographic, socio-economic and psychographic information. Unfortunately, neither results nor data were available at the time of asking. Also, only Dempster Highway travellers to the Western Arctic region were sampled, not those tourists leaving the Inuvik Region by airplane.

.3.2 Developing the Questionnaire

In order to improve consistency and comparability across databases, the format of portions of the survey were modelled on existing questionnaires. The Yukon Exit Survey in particular, as well as Tourism Canada Guidelines were followed in designing respose categories and content.

Qualitative research before the questionnaire was prepared, consisted of discussions with tourists during the summer of 1987, responding to travel inquiries directed towards a local touring company, examination of several summaries (1986 and 1987) of surveys administered by the Inuvik Visitor's Centre and participation by the author as a steering committee member of a regional tourism planning exercise undertaken by the G.N.W.T. and the W.A.V.A. This information along with the Yukon Visitor Exit Survey (1987) questionnaire provided some frame of reference for designing the questionnaire. Questions 2, 3, 4, 6, 9, 15, 16, 18, 21 and 34 were abstracted from the Yukon Survey and 7 and 8 were adapted to the N.W.T. situation. Responses to questions 31, 32 and 35 are grouped according to Tourism Canada specifications. (Appendix IV contains the questionnaire.)

A variety of rating scales were used. Nominal and ratio scales were used to identify properties of trip planning and spending patterns. An itemized category scale was used in a number of questions to identify the importance of various motivations (question 9 b) and a rank order scale was used to measure the appeal of potential touring activities (Question 27). Both closed and open-ended questions were utilized to add variety to the survey format, to achieve a balance in ease of coding, and also to encourage longer, thoughtful responses to particular questions. The cover letter also stressed the desirability of adding more comments on the backs of pages if necessary.

3.3 Survey Administration

This study was designed to provide a sufficient amount of broad-based information necessary to facilitate further research focussed on each of the identified package and independent tourist markets. To obtain as many responses as possible from both the road and air travelling tourists, a self-administered survey was used. Personal interviews yield a great deal of in-depth information, but would have proven extremely difficult for one person to adequately obtain the desired cross-section.

Taking the time to fill out a lengthy questionnaire is not a traveller's favourite vacation activity. Also, many of the tourists who would have been encountered using an on-site survey may not have had time to complete their travels in the region, nor to distill their experiences into thoughts on the destination. Thus in order to maximize the response rate and memory retention of travel experiences, the questionnaires were mailed twice during the summer. Names were collected on July 20th and August 20th with bulk mailouts immediately following. Thus questionnaires were waiting when the tourist returned home. The "Welcome Home" cover letter (Appendix IV) hopefully, also provided positive reinforcement of the decision to travel to the Western Arctic.

3.4 Sampling Methodology

To maximize cost effectiveness, in terms of the amount of data collected and time involved with limited funding and manpower, names of those stating their willingness to complete a questionnaire survey were collected. Some problems of representativeness of the sample were encountered using this method; however, because of the lengthiness of the survey and amount of detail requested, it was felt that this method should provide the fullest response

rate. "There is consistent evidence that mail surveys yield more accurate results. Because the mail questionnaire is answered at the respondent's discretion, the replies are likely to be more thoughtful" (Aaker and Day, 1986; p. 135).

It was decided that efforts would be made to sample one individual per household. Holland (et al, 1986) indicated recently that the bias related to individual representation of group behaviour does not present a significant methodological problem for research on some groups. Instructions were given to assistants to gather names of one person per travel party. Otherwise this was controlled for only by sending one questionnaire per address.

In order to ensure names of both independent and package tourists were gathered, key locations throughout Inuvik were identified. Major transportation companies, accommodation (hotels and campgrounds), information services and local tour companies were all included as potential places to obtain names (Table 3-1).

Location	Independent travellers	Package tourists
Airlines		
Canadian Airlines	x	x
N.W.T. Air	x	x
Hotels		
Eskimo Inn	x	x
Mackenzie Hotel	x	x
Finto Hotel	x	x
Local Tour Companies		
Antler Tours	x	x
Campgrounds		
Chuk Park (N.W. T. Campground)	x	
Visitor's Centre	x	x

Table 3-1: Site locations of booklets used to develop sample of tourist names.

Briefing sessions were held with all owners, managers and relevant employees in order to maximize cooperation. Most of the people involved were acquaintances of the researcher and it was anticipated that participation be high. Posters describing the study were distributed to each location as well as booklets with laminated covers to collect names (see Appendix III). The researcher's phone number was also included.

Sampling of names began on June 20, when the Dempster Highway opened for traffic (during spring break-up, road access across the Peel and Mackenzie Rivers is disrupted for six weeks). Booklets were distributed June 19th to ensure that the survey requirements were fresh in assistant's minds. In addition to weekly reminder visits by the researcher, names were collected on monthly intervals, July 20 and August 20. The sampling period of June 20th to August 20 reflects the peak period of tourist travel to Inuvik (Smith, 1985; p. 37). Table 3-2 contains a breakdown of names gathered for each location over the sampling period.

Locations	20 July	20 August	Total	%
Canadian Airlines	6	3	9	2
N.W.T. Air (Air Canada feeder)	12	12	3	7
Eskimo Inn	1	8	9	2
Mackenzie Hotel	15	5	20	5
Finto Hotel	10	4	14	3.5
Antler Tours	93	86	179	44.5
Chuk Park	47	19	66	16.5
Visitor's Centre	55	40	95	23.5
TOTAL	227	177	404	100

Table 3-2: Proportion of names collected from each of the sample sites.

3.4.1 A Priori Segmentation/ Stratification of Sample

Rather than attempting to identify groupings based on psychographics and multivariate statistical analyses, the author divided the potential market into packaged and independent tourists. These *a priori* segments form the basis of the research into trip planning, activities, levels of adventure, length of stay and group size. Standard socio-economic and demographic information, club membership and magazine readership were measured to assist in defining and reaching the market. Frequencies and simple descriptive statistics were used to measure responses.

3.5 Testing the Questionnaire

The questionnaire was distributed to the Head of Market Research, Department of Economic Development and Tourism, Government of the Northwest Territories for consideration and his suggestions were incorporated into the questionnaire.

In addition, the survey was administered to 66 participants of an Elderhostel program at Arctic College in Inuvik (a one week educational program for seniors). The surveys were completed in a classroom setting with the researcher present. This group was not intended to be representative of tourists to Inuvik, however their comments helped to clarify some points of interpretation. (Results of this pilot project have been reported separately in Waldbrook, 1989.)

3.6 Mail out

Anticipating an improved response rate, a business account was set up with Canada Post so that questionnaires could be returned postage-free from the respondents. Difficulties were encountered with American returns as the

United States and Canadian Postal systems have no reciprocal arrangements for business reply licenses. Arrangements were made with an American contact to purchase sufficient postage to pre-stamp questionnaires. Other foreign participants paid their own postage as the foreign postage chit distributed by Canadian post office for prepaid returns must be turned in to foreign post offices for reimbursement by the respondent (at a cost of $1.76 per return). In terms of cost effectiveness it was deemed relatively unimportant. Thus all non-North American respondents paid for return postage on the questionnaire. This has not appeared to affect returns (Table 3-3).

All questionnaires were mailed from Inuvik. It was felt that this would encourage a higher response rate as tourists would identify more closely with the Western Arctic than with London, Ontario. Arrangements were made with Canada Post in Inuvik to bundle the returns and forward them to the Geography Department at the University of Western Ontario.

Location	Mail-out 1	Mail-out 2	Mail-out 3	Total Mailed	% Mailed	Actual Response	% Response
U.S.A.	67	64	0	131	32.4	97	74.0
Canada	135	81	5	221	54.7	117	52,9
Overseas*	25	26	1	52	12.9	23	44.2
missing	-	-	-	-	-	2	
TOTAL	227	171	6	404	100.0	239	60.3*

*(Calculation based on 404 less 8 questionnaires returned with improper addresses)
All questionnaires were printed in English which may have limited the number and accuracy of non-English speaking respondents.

Table 3-3: Distribution of survey questionnaires and response rate.

Some variation exists in returns from domestic, American and Overseas respondents. Americans returned the greatest number of questionnaires (74%), compared to 52.9 % of Canadians and 44.2 % of those living overseas.

This may be due to any number of reasons, reflecting differences in age, length of visit, satisfactions or personal contact with the researcher and assistants.

Often in the case of such a lengthy and detailed questionnaire, upon follow-up non-respondents have been shown to have more complicated and difficult to articulate thoughts and responses. While the value of a second mail-out is acknowledged, the cost and time involved were prohibitive the actual response rate of 60.3% was deemed adequate for the purposes of this research. Eight questionnaires were returned because of improper addresses.

Chapter Four will present the results of this quesionnaire survey and detail the characteristics of travellers to the Western Arctic.

Chapter 4

Characteristics of Travellers to the Western Arctic

The tourism system may be seen to be the product of a two-part, bipolar system composed of the host region with all of its physical, cultural and infrastructual elements and the tourist markets with their unique characteristics and degrees of institutionalization. Evolutionary tourism development will be a continual process of adaptation between the host community and the the market elements. This thesis has examined one side of the tourism system - its market-based components. A broad description of this part of the system will be presented including: trip planning (trip motivations and information sources), trip characteristics (mode of transportation, group size, activities, spending patterns and satisfaction levels). packaging and various demographic variables as well as marketing information.

4.1 Trip Planning

Clawson and Knetsch's five-phase model of an outdoor recreation experience includes: planning, travel to site, destination experience, travel home and recollection or memories (Clawson and Knetsch, 1966). This is similar to stages in the buying process: need arousal, information search, evaluation behaviour, purchase decision and postpurchase feelings (Kotler and Turner, 1979). Purchasing travel is unique in that the person must move and experience new surroundings during consumption of the purchased product which is a travel experience. Man's cultural and natural environment are the products of the travel industry.

Planning for a vacation is for some, a large part of the experience. Given the decision to spend one's holiday travelling to the Western Arctic, considerable time and cost is involved. This places the region into a competitive position alongside other similar products, namely Alaska and the Yukon Territory. Key questions then, are: why and when do tourists choose the Western Arctic; and where are they obtaining information to plan their activities while in the region? Information available may assist in determining the activities the tourist participates in while on holiday, his spending patterns and his satisfactions with the experience. Thoughts and opinions regarding the destination area will exist along a temporal continuum and the likelihood of repeat visitation may result subject to the changing nature of both the tourist and the particular destination.

4.1-1 Awareness of Destination and Travel Motivations

> We wanted to go to Thompson, Manitoba to see our nephew who has worked in the mine there for 18 years. Then go west to Beauval, Saskatchewan to our son and from there to Fort McMurray to see the Oil Sands. And then I said, "It isn't far to Yellowknife"; and then Fred said, "And from there to Inuvik?"; and I said, "Yes!" and our plan was made! (Survey 108)

> My brother and I have always wanted to visit the Northwest Territories because of its remote location, native heritage, history, vastness, diversity and simply because IT IS THERE. We were not disappointed and it was simply indescribable despite 250 photographs. (Survey 5)

Many respondents described in detail, the variety of sources from which they drew their first awareness of the Northwest Territories as a travel destination. Many tourists had travelled to the Northwest Territories before and returned on a spur of the moment decision as in Survey 108; others were realizing a long time dream of visiting the North (Survey 5). Knowledge of the region as a travel destination arose from four major sources: family and friends (23%), "always wanted to visit" (22%), travel articles (21%), and

previous visits (21%). Word of mouth was the most significant source of first awareness of the Northwest Territories as a travel destination.

In many cases, awareness of the Western Arctic as a travel destination appears to have existed for some time. Over 20% of the tourists sampled indicated that they had "always wanted to visit" the region. School years were frequently mentioned and were included in this category. History, geography and literature courses seem to have awakened an urge to see this remote and unknown area. Over one-quarter of those sampled made the decision to travel north two or more years ago. An additional 32% decided within the last one to two years; 29% made the decision six months prior to travelling (December, January, February) and 13% made a spur of the moment decision during their trip (most often to travel the Dempster Highway to Inuvik). The largest percentage (57%) can be described as long-term planners acting upon a latent desire to see country of which they have long been aware. To spark action upon this latent urge should be the goal of information and marketing programs. Travel articles are important in leading to recognition of the N.W.T. as a travel destination. A large segment of this sample of tourists, are repeat visitors and may have significant impact upon the development of tourism in the region. A breakdown of mode of first awareness is summarized in Figure 4-1.

Tourists also claimed to have learned of the N.W.T. from Yukon sources (films, visitor centres) (6.3%) and from EXPO '86, tour and conference organizers (3.1%). A significant proportion (13%) decided to travel north en route, based upon either word of mouth or advertising in the Yukon. Travel shows (0.4%) and travel agents (1.3%) have not had a large impact on this sample of tourists which supports the suggestion that institutionalization of travel to the N.W.T. is at a low level. It seems that a large proportion of these

tourists are aware of the Northwest Territories and marketing programs are just beginning to turn this latent awareness into actual travel behavior.

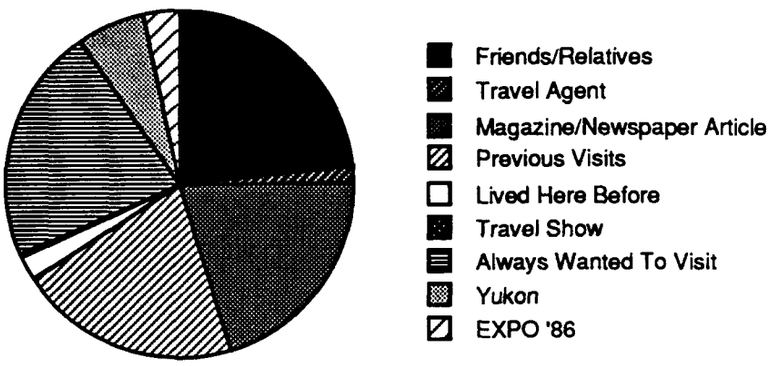


Figure 4-1: Tourist's first awareness of the Northwest Territories as a travel destination.(n=223)

Once the decision has been made to travel, certain characteristics of a region will attract the tourist to each particular location. The products of the Western Arctic have been identified as representing primarily outdoor adventure and arts/culture touring opportunities (Briar International, 1986). Potential motivations for travelling to the Western Arctic were linked to various facets of these opportunities and presented in question (9b). Respondents were asked to mark the importance of each of a series of possible reasons for visiting the region on an itemized category scale from one to four. The results are contained in Figure 4-2.

The most important characteristics of the Western Arctic appear to be those associated with the unique northern natural environment, the scenery and wildlife and the opportunity to see the arctic ("the accessible arctic"). Table 4-1 presents a detailed breakdown of the level of importance of various motivating characteristics of the area.

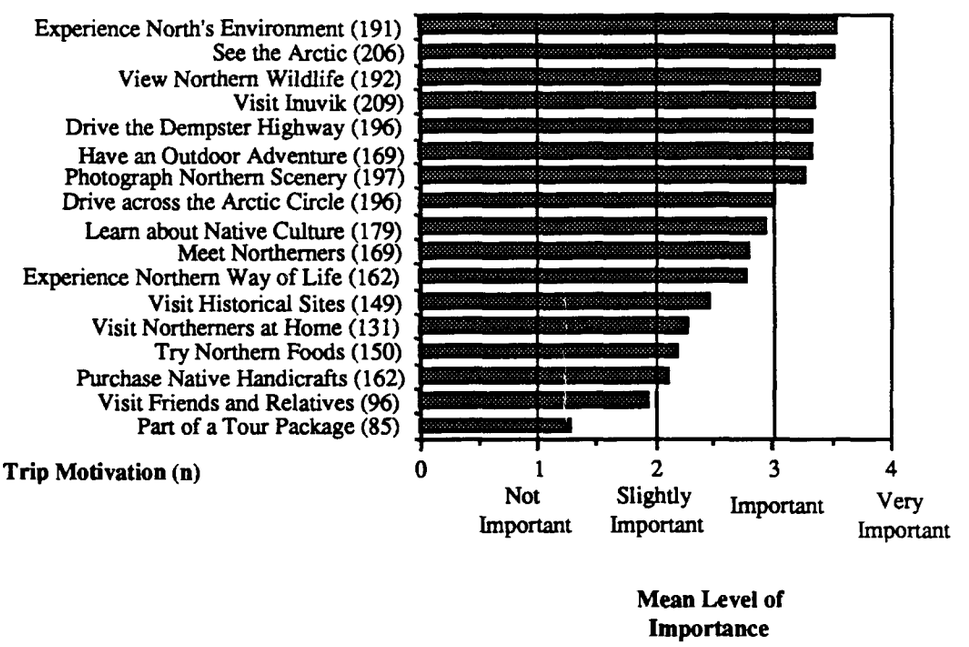


Figure 4-2: Mean scaling of tourist motivation for travel to the Western Arctic.

The highest ranked motivations include those relating to the natural environment. When values for "important" and "very important" are summed greater than 80% of the respondents felt that to "see the Arctic" (94%), "experience the North's natural environment (96%)", "view Northern wildlife" (89%) and "have an outdoor adventure (86%)" were most important in motivating them to travel north. "Visit Inuvik" (87%), "Drive the Dempster Highway (86%)", and "photograph northern scenery (86%)" were also felt to be "important" or "very important" by a large proportion of the sample .

Native culture and historical sites do not appear to be as important in drawing people to the Western Arctic. Sixty-six percent of the sample felt purchasing native handicrafts was "not important" or only "slightly important" in their decision to travel to the Western Arctic. Beaston, (1987) indicated that older consumers (50% of this sample are over the age of 54), do

Motivation (n)	Percentage Indicating Level of Importance			
	Not Important	Slightly Important	Important	Very Important
Visit Friends and Relatives (96)	54	15	13	19
Drive across the Arctic Circle (196)	6	20	40	34
Drive the Dempster Highway (196)	4	11	32	54
Visit Inuvik (209)	1	12	38	49
See the Arctic (206)	1	5	33	61
Learn about Native Culture (179)	4	22	49	25
Purchase Native Handicrafts (162)	34	32	24	11
Visit Historical Sites (150)	17	31	37	13
Try Northern Foods (150)	30	31	27	1
Meet Northerners (169)	8	25	45	21
Visit Northerners at Home (131)	29	30	25	16
Experience a Northern Way of Life (162)	12	25	38	25
Photograph Northern Scenery (197)	4	11	39	47
Experience North's Natural Environment (191)	0	4	37	59
View Northern Wildlife (192)	2	10	35	54
Have an Outdoor Adventure (169)	4	10	33	53
As Part of a Tour Package (85)	88	2	4	6

Table 4-1: Importance of various characteristics of the Western Arctic to a sample of tourists in their decision to travel to the Region.

not tend to shop a great deal, as they may have moved to smaller living arrangements. "Visiting northerners at home" (59%) and "trying northern foods" (61%) were not seen as important in the travellers vacation plans. On the other hand, only 26% of the sample indicated that "learning about native

culture" was 'not important' or 'slightly important' and "meeting northerners" was also seen as relatively more important than the other culturally-oriented drawing factors. This appears to reflect a group extremely sensitive to the indigenous people and way of life. Several respondents commented as follows:

> We would have loved to get more involved with the native people but felt we were intruding so we tended to hold back. We didn't want to seem like nosey uncaring tourists. (Survey 109)
>
> I would like to meet people but it is very difficult because tourists are not considered like friends." (Survey 65).

There seems to be a desire for authentic interactions with the native groups, but also an awareness of not wanting to seem like Krippendorf's stereotypical tourists as described earlier in this thesis.

Eighty-eight percent of the sample indicated that their decision to travel to the Western Arctic as part of a package tour was "not important". This appears to be consistent with the finding that only 17% of the sample indicated they were on a package tour. Friends and relatives seem to be an important factor drawing visitors to the Western Arctic. Thirty-two percent of travellers, indicated "visiting friends or relatives" to be an "important" or "very important" motivating factor in their travel decision.

4.1-2 Information Sources

Once the decision has been made to travel, an information search process begins which leads to the optimized travel behaviour and ultimate choice of destination and activities. The search for information varies considerably between individuals and groups. Four basic sources of consumer information include: personal sources (family, friends), commercial sources (advertising, salesmen, packaging displays), public sources (mass media, trade shows) and experiential sources (past visits to this or other similar destinations). Information sources relating to travel may be grouped into six

categories: consumer organizations, travel books, advisory sources, commercial, social, and personal sources (van Raij and Francken, 1984). Consumers may choose any or all of these depending on the nature of the product and they may begin absorbing information at varying times (for example those indicating they had first learned of the N.W.T. from school or books they had read versus those who made learned of the Dempster Highway upon arrival in Dawson City). Informative actionable material (written, visual or verbal) will be used to plan the specific routes, timing, and activities of the trip.

Tourists planning to travel to the Western Arctic have used many diverse sources of information. Clearly, the most important tool in pre-trip planning was the Northwest Territories "Explorer's Guide". It is a 121-page (1989) booklet full of descriptions of the various regions in the N.W.T., outlining their history, culture and natural environment. It also contains detailed trip planning information relating to road and air access, and package tours, outfitters, and food and accommodation services. Full colour photographs and readable information make this booklet a good lure, to increase anticipation of travel to the Northwest Territories. Over 50% of those surveyed used the guide in their trip planning. Word of mouth is also important in searching out the optimum travel plans as well as advisory sources such as chambers of commerce. The Arctic Hotline (toll-free travel information) was used by 20% of of the sample (Figure 4-3).

Advisory sources increase in importance during the trip as they probably represent the most obvious sources of obtaining information on what may be seen as a somewhat risky and adventurous destination. And once in Inuvik, those flying in, will tend to visit the information centre as one of the few identified places. Seventy-three percent used N.W.T. visitor

information centres and 63% visited the Yukon Centres (Information sources used during the trip are presented in Figure 4-4.)

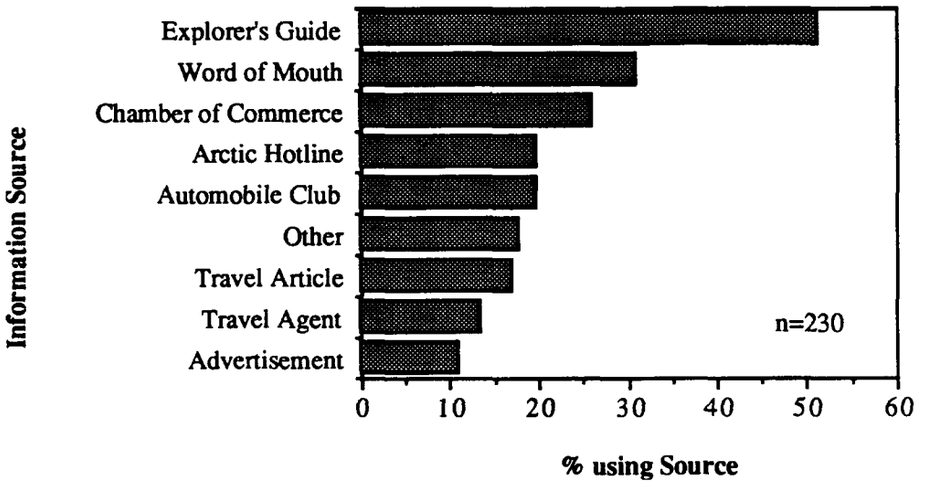


Figure 4-3: Information sources used in planning their trip by a sample of tourists to the Western Arctic.

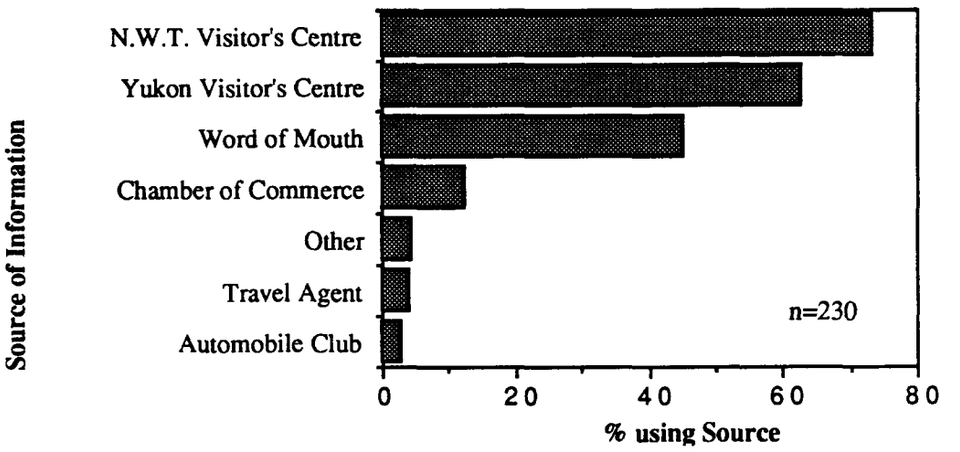


Figure 4-4: Information sources used during their trip by a sample of tourists to the Western Arctic.

Word of mouth represents a significant source of travel information over the course of the complete travel experience and may be particularly important in cases where the channels of marketing information are not well

established in consumer's minds. Word of mouth becomes slightly more important en route as travellers seek out the best travel opportunities from fellow travellers who have "been there".

> Dawson City was the original destination. The idea of driving above the Arctic Circle made Inuvik a new destination . We talked to a Canadian at a scenic overview after leaving Winnipeg. And voila! Tuktoyaktuk became a new destination. (Survey 174).

Approximately 15% more travellers indicated that word of mouth was used during their trip than prior to travelling. Additional specific sources of word of mouth came fromthe Royal Canadian Mounted Police (probably road conditions) and hotel employees.

The sample seems to be divided into several segments. Most have been aware of the North for a longer time. Another group, becoming aware of how accessible the Western Arctic is, via the Dempster Highway, has decided en route to travel to the Inuvik region. Of those planning ahead, 20% used the Arctic Hotline to access Northwest Territories' sponsored sources of information. They then planned their trip based on information mailed out from Yellowknife (the Explorer's Guide is included in packages as well as more specific information depending on the nature of the request). Visitor Information Centres inform tourists of opportunities and support decisions already made by supplying additional information. Word of mouth becomes important in learning about travel opportunities and verifying their choice of destination and activities. These results differ somewhat from both Francken's and Raaij's and Snepenger and may be in part linked to the region's primitive level of tourism development.

The preceding section points out the complexity of the marketing process in attracting tourists to a destination. There is a need for accurate information, available when the tourist needs it (whether en route or in trip

planning) and the importance of the "tourism climate" of the host community (again at the destination or en route) in encouraging or discouraging particular travel behaviour.

4.2 Trip Characteristics

The Northwest Territories is far removed from its identified markets. Tourists must travel a great distance to reach their destination and intervening opportunities to satisfy travel desires are constantly presented to the tourist. One respondent indicated that, "I believe we would be just as content camping in Colorado or B.C. The trip to Inuvik was 14,000 miles." (Survey 210). Nonetheless over 7,000 tourists did make the trip. How did they get there? What activities did they participate in? How long did they stay in the North? How much did they spend? And, were they satisfied and perhaps considering a return trip?

4.2-1 Mode of Transportation and Group Size

Approximately 85% of the tourists sampled travelled to the Western Arctic via the Dempster Highway; the majority of these were in automobiles or trucks. A surprising number were in vans. Table 4-5 presents these results as well as the market projections calculated by the Western Arctic Tourism Strategy (W.A.T.S.) study team. There are some discrepancies; however, these may be due to interpretation of categories rather than actual differences in mode of arrival. The present study offers a more limited definition or RVs as self-contained driving/sleeping/cooking units. There is certainly room for misinterpretation by respondents, who may have included some vans and campers under vans or RVs.

Most of the tourist traffic to Inuvik consists of cars or trucks. Vans and RVs represent a second group of vehicle and the remaining tourists arrive by

air. The "other" category consists of hitchikers and motorcyclists, which, although a small segment should not be ignored.

> You should take note of the motorcycle tourists, ones that go there are dedicated to the sport and generally very serious. They tend to spend more on lodging and restaurants than four wheelers, especially if the weather is wet! We refer to this as "living off the land. (Survey 94)

Mode of Transportation		% use	Estimated volume 1988*
Automobile		45.5	10.9
Truck	13.9		
Truck Camper	17.3		
Car	12.1		
Car Camper	2.2		
Van		20.8	0.8
Recreational Vehicle (RV)		15.6	62.6
Airplane		15.2	8.4
Bus/Coach		.4	7.3
Other		2.6	-
n=231			

*percentages calculated from MacLaren Plansearch, 1988; Volume 3; Table 4-1)

Table 4-2: Mode of transportation of a group of tourists to the Western Arctic

The coach/bus segment appears to be under-represented. This may be due to the small number of names gathered by the hotels (where a large majority of the coach tours overnight in Inuvik).

This bias in names gathered may have affected data regarding group size (Figure 4-5) .

The majority of groups (39.1%) consisted of couples (2 people residing in the same household). Over 55% of the total sample travelled to the region with one other person, while approximately ten percent travelled alone. Forty-seven percent travelled in a group, seven percent as a family unit, and 39.6% as a multi-household group. Overall, 4.6% travelled in groups larger than 6 people. These results appear to support the assumption that tourism in the region is at an early level of development, where commercialization,

packaging and large-group mass travel have not begun to appear on a large scale.

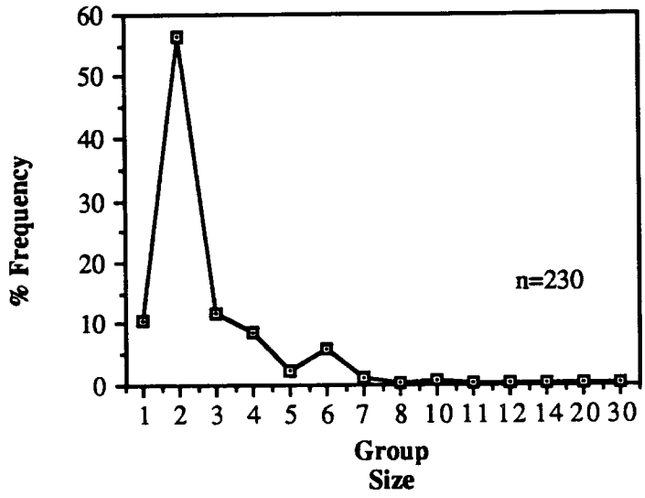


Figure 4-5 : Group size of a sample of tourists in the Western Arctic.

4.2-2 Destination and Length of Trip

The largest proportion (42.2%) of tourists sampled, identified Inuvik as their ultimate destination and the furthest point from their home. Previous qualitative research appeared to suggest that the Dempster Highway and "the Arctic" would be the most likely destination. Inuvik's position as Canada's most northerly, "arctic" town accessible by road seems to be attractive to a large segment. Tuktoyaktuk was the second most mentioned destination (in many cases its position on the Arctic Ocean may have attracted people). Nineteen percent indicated Alaska as the furthest point of travel. The north Yukon was also mentioned. Several tours (Canadian Nature Federation, a Scottish naturalist group and Firth River rafters) pass through Inuvik en route to the North Yukon.

Destination	% of Tourists
Inuvik	42.1
Tuktoyaktuk	24.9
Alaska	19.3
North Yukon	4.3
Yukon Territory	3.4
Sachs Harbour	1.3
Dempster Highway	1.3
Other	3.6

n=233
Table 4-3: Primary travel destination of a group of tourists in the Western Arctic.

Tourists appear to be quite specific in identifying their destination. At this early stage in development, few tourists are aware of opportunities beyond Inuvik; however each year more tourists are travelling further. Inuvik's position at the "end of the road" (or airway) makes it a logical staging point for tours in the Western Arctic region.

These are long-haul travellers. Over 65% spent more than 30 days travelling to the Western Arctic and beyond. Eleven percent spent more than 3 months (>91 days) and a small proportion (2.5%) more than four months. The longest trip lasted 409 nights; the shortest was only 4 days. Figure 4-6 presents an interesting comparison of length of stay between the Yukon, N.W.T. and Alaska. Alaska appears to consistently draw more people for a longer period of time. The majority (66.5%), again spent between 1 and 14 nights in Alaska. However more people stay longer in the state; 9.9% to 12.5 percent remain in the state for each of the longer periods of time. Few tourists in the Yukon (3.4%) and the Northwest Territories (8.2%) remain beyond the two week period. The largest proportion (49.8%) of tourists to the N.W.T. remain for 2, 3, or 4 nights. Figure 4-6 shows the large drop-off in length of stay (from 78.9% for 1 week or less to 12.5% visiting for eight to 14 days).

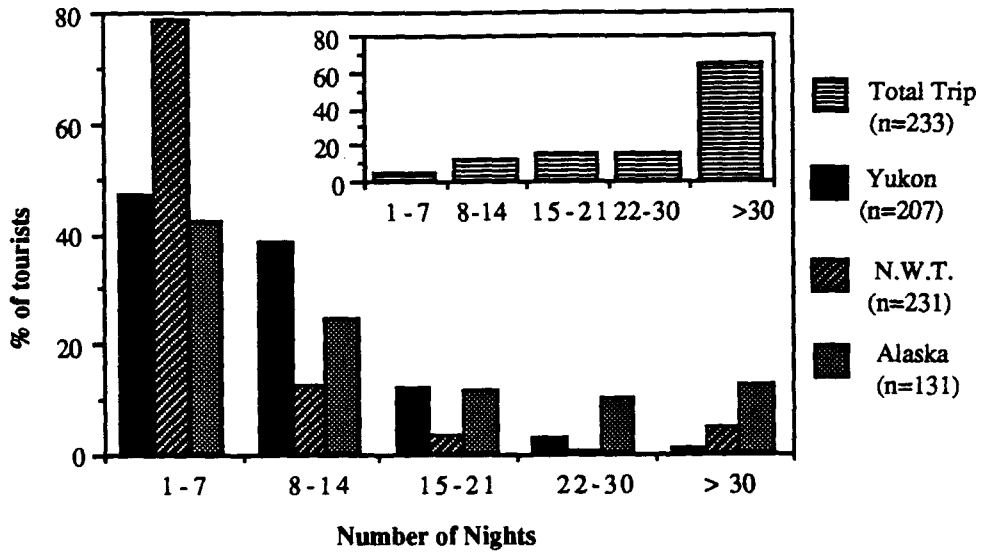


Figure 4-6: Length of time spent in the Yukon, Northwest Territories and Alaska as well as total length of vacation.

Increasing the length of stay in the N.W.T. may encourage greater expenditures; but it may also increase impacts, tremendously. The mean length of the total holiday was 48 nights, with tourists remaining in the N.W.T. a mean of 7.4 nights, in the Yukon 9.5 nights and in Alaska of 15.5 nights. The N.W.T. is one portion of a much longer and complex holiday experience.

4.2-3 Activities

The survey questionnaire included a list of activities in which tourists may have participated during their stay in the Western Arctic. Of these twelve activities, they were asked to choose the three most important ones in which they had participated. Results are contained in Figure 4-7.

Clearly, the landscape of the Western Arctic has a significant appeal to this group of tourists. An average of 20% over the three choices chose this as their most important activity. Other top-ranked choices include: photography (18.3%), wildlife viewing (12.7%), experiencing native culture (11.7), and camping (10.9). The unique scenic beauty of the Western Arctic, its wildlife

and native people seem to have provided the raw material for this group's vacation experience. Birding and canoeing were enjoyed by the fewest number of groups.

There is some variation between first, second and third choices. Wildlife viewing and photography were consistently chosen as important activities. Photography appears to be more important as a secondary activity. Interestingly, shopping increases in mention with the level of choice. People may choose first to indicate attractions they consider key elements in their vacation experience (wildlife, native culture). Shopping and photography often represent secondary proof of being there, which, although important, are probably more significant in the tourist's relationships with others than in their own satisfactory travel experience.

The small number of travellers who mentioned activities such as canoeing and hiking first, may represent the package tour market (or perhaps independently planned trips), drawn by the main feature of their holiday - adventure travel trips of hiking and canoeing. Other interactions with the host environment are of secondary and tertiary importance. The other "touring" travellers may feel that these activities are secondary to their main interests of viewing scenery and wildlife and learning about native culture. These people can and probably will hike or boat at any of the many opportunities en route. Table 4-4 shows the total percentage of respondents choosing each of the various activities (a total of choices 1,2, and 3).

Overall, it can be seen that viewing the landscape and photography are the most popular activities. A similar proportion of tourists (approximately 30%) participated in wildlife viewing, experiencing native culture and camping. It is interesting to note that of the travel motivations listed in Figure 4-2, those associated with native culture appear to have been less

important than certain attributes of the natural environment. For example "learn about native culture" was ninth of 17 motivations. Other motivations associated with native culture were considered even less important.

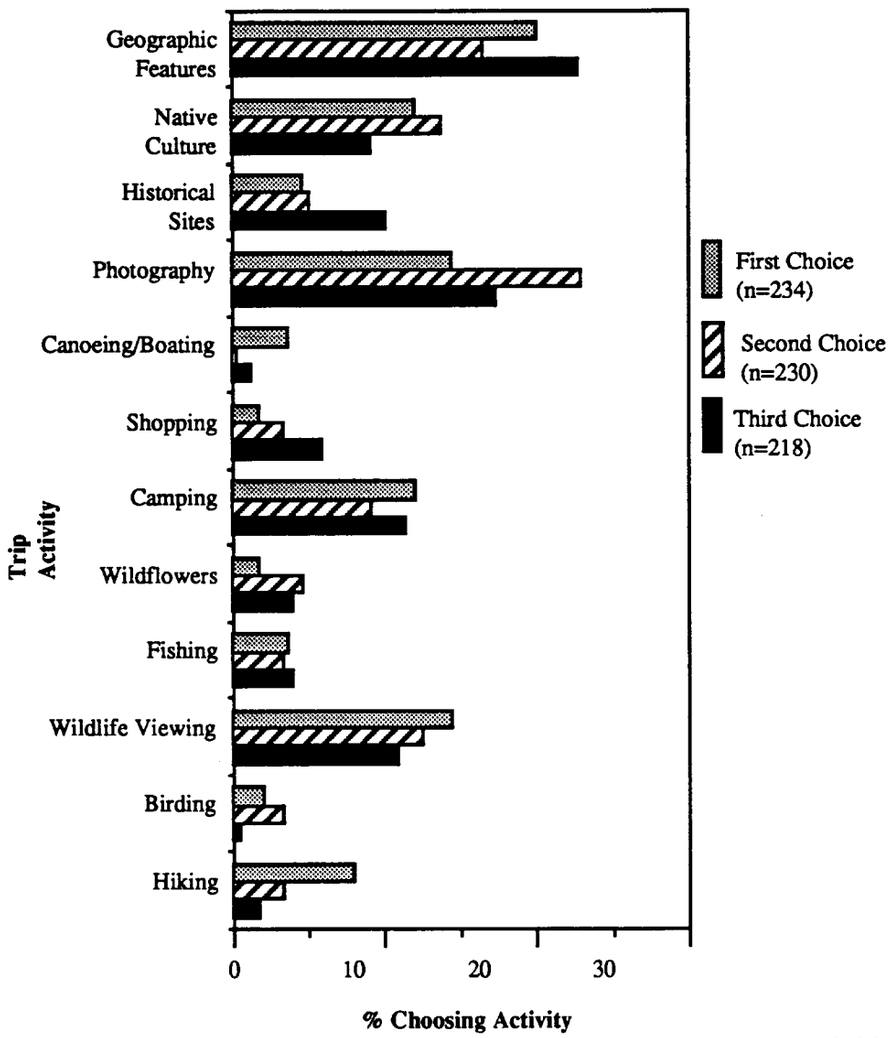


Figure 4-7: Tourist indications of the "three most important activities" in which they participated during their holiday in the Western Arctic.

Activity	% tourists indicating each as any one of three vacation activities
Viewing Geographic Features	59.6
Photography	54.9
Wildlife Viewing	38.1
Experiencing Native Culture	35.1
Camping	32.6
Exploring Historical Sites	20.0
Hiking/Backpacking	13.4
Fishing	11.4
Shopping for Souvenirs and Handicrafts	11.2
Viewing Wildflowers	10.6
Bird Watching	6.1
Canoeing/Kayaking or Boating	5.6

(mean number of respondents =227)

Table 4-4: Popularity of various vacation activities with a sample of tourists to the Western Arctic.

Bird watching, canoeing and hiking were least frequently mentioned, perhaps because of the highly specialized knowledge and/or equipment required to participate in these sports. These groups generally represent a very small segment of the total travel market, and may also represent a very low market penetration for the Western Arctic.

4.2-4 Spending Patterns

The costs of travelling both to and within the Northwest Territories are high. The majority of travel within the Western Arctic is by airplane and distance between attractions and points of interest is great. Prices for consumer goods range from 30 to 50% higher than those in Edmonton (Government of the Northwest Territories, 1986). Gas prices in Inuvik in 1989 are $0.73/litre compared to $0.48/ litre in London, Ontario. Hotel accommodation was approximately $90 to $100/night for a double room and food was equally expensive. These high costs are acceptable to many tourists, however, certain standards in quality of service and product must be met to justify these high costs. There is always a greater risk of not satisfying a

client with inflated expectations based on the higher costs of vacationing in the north.

Respondents were asked to calculate the amounts spent in the Yukon and the N.W.T. on various categories of goods and services. Travel to the Territory was calculated using both air and road travel and thus this figure is a much less reliable indicator of dollars actually spent in the Northwest Territories and therefore it has not been included in several of the calculations. Table 4-5 presents a comparison of total spending for the two Territories.

The 1987 Yukon Exit Survey, found a mean expenditure/party/visit of $422 and expenditure/party/night of $45. This is lower than the present findings of $687 and $57 and may be due to the longer stay of those travelling onto Inuvik and back through the Yukon as well as the inclusion of package tour groups in Inuvik for a short period of time (2 or 3 days) and spending a great deal of money during this time.

Categories	Dollars Spent				
	Mean	Minimum	Maximum	Total Spent by Sample	Mode
Including Travel					
N.W.T. (n=201)	1,038	30	20,250	208,610	
Yukon (n=153)	687	10	3,500	105,069	
Excluding Travel					
N.W.T. (n=201)	715	16	15,850	143,658	
Yukon (n=152)	431	10	3,000	65,522	
Per Day (less travel)					
N.W.T. (n=196)	144	4	1,219		70
Yukon (n=145)	57	2	340		8

(Source: questionnaire survey)

Table 4-5: A comparison of travel spending for the N.W.T. and Yukon.

Figure 4-8 a) presents data describing mean expenditures in the N.W.T. for several categories. A mean amount of $391.28 was spent on travel either to

or within the territories (28.4% of the total travel dollar). To make comparison easier it was removed from the larger pie graph in Figure 4-8 b).

Food and accommodation included dollars spent on campsites, lodges, hotels and other forms of accommodation, plus meals and beverages in restaurants and grocery costs. It represented roughly 25% of the travel dollar, (not including travel costs Figure 4-8b) spent in the territory. Another 20% was spent on handicrafts, thus although shopping was not a highly important activity, a significant amount was spent in this area. A total of $30,046 was spent on handicrafts and souvenirs in the Western Arctic by this sample of tourists. Thirty-nine percent, ($389/group) of the travel dollar was spent touring around the region , by far the largest proportion of expenditure.

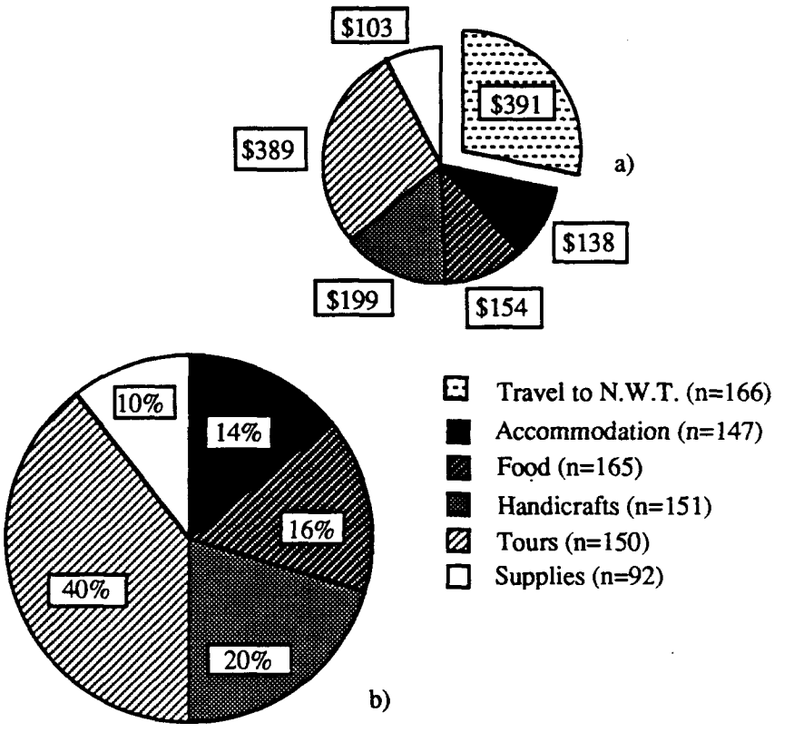


Figure 4-8: Proportion of the Northwest Territories travel dollar spent within various categories; a) including transportation costs, b) not including transportation costs.

This is a high percentage and undoubtedly reflected the large proportion of names gathered by one of the tour companies in Inuvik. Figure 4-9 compares the mean number of dollars spent for the N.W.T. and the Yukon.

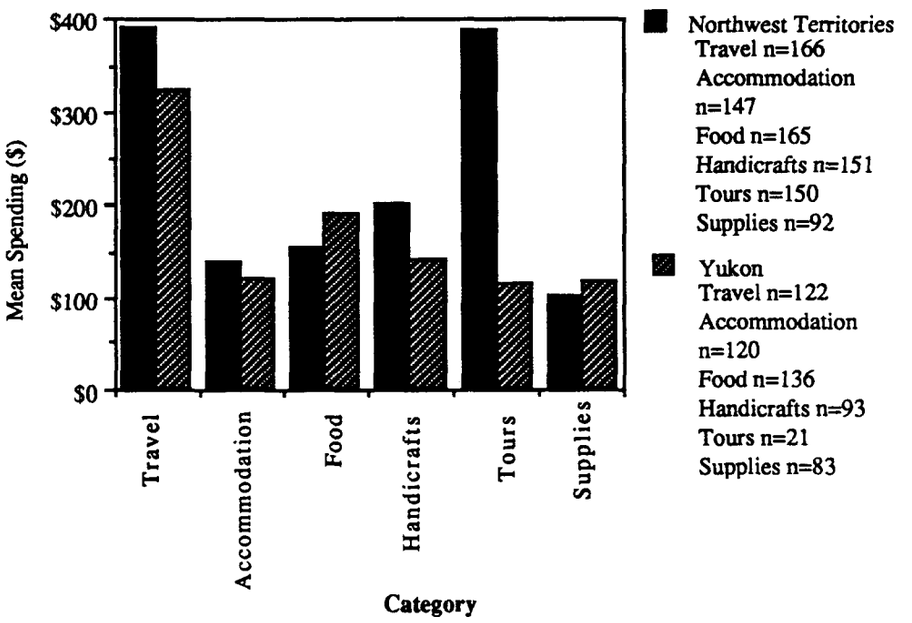


Figure 4-9: A comparison of mean dollars spent within each of the various categories in the N.W.T. and the Yukon.

Tourists are spending more on accommodation, handicrafts, and organized tours in the N.W.T. and more on food and supplies in the Yukon. The much higher expenditure on tours is evident. While the bias in sampling is recognized, these groups of tourists are spending much more in the N.W.T. than the Yukon. This may be due to several reasons. The Yukon tourism plant appears to be much more organized around services for the auto touring market. The lower transportation cost is reflected in the overall price of the tour or activity. Tours available in the Western Arctic, on the other hand, are oriented around air travel. Inuvik's ideal position at the road end, allows the development and marketing of tours with options for more control of tourist

activities and numbers (and also the possibility for higher costs). Given one's proximity to an idealized Arctic Coast and the disappointment of Inuvik, the tourist seems to accept the higher costs because they are on the frontier. Many have never been in small airplanes, yet are determined to travel beyond Inuvik and see as much as possible.

Tourists also appear to be spending more on handicrafts in the N.W.T. than the Yukon. This may be because of the expected opportunity to purchase the authentic, native handicrafts from the Arctic. For many, the Western Arctic probably represents the only Arctic experience of their lifetime. The high interest in souvenirs as well as photography, can be seen to indicate a strong desire to acquire proof of visitation.

It is also important to note the higher expenditures on food and supplies in the Yukon. Travellers driving to Inuvik, most likely stock up on these items, rightfully anticipating higher costs at the end of the road. Raw frequencies for expenditures were grouped and frequencies tabulated. The results are expressed in Figure 4-10.

The majority of the sample of tourists to the Northwest Territories spent less than $100, however a relatively larger proportion of travellers in the N.W.T. have spent more than those in the Yukon. Perhaps this reflects the higher costs of the travel experience, and the opportunity and necessity to purchase primarily higher cost goods and services. Figure 4-11 shows the distribution of travel spending by categories, and underlines the greater amounts spent on touring and handicrafts in the N.W.T. compared to that in the Yukon.

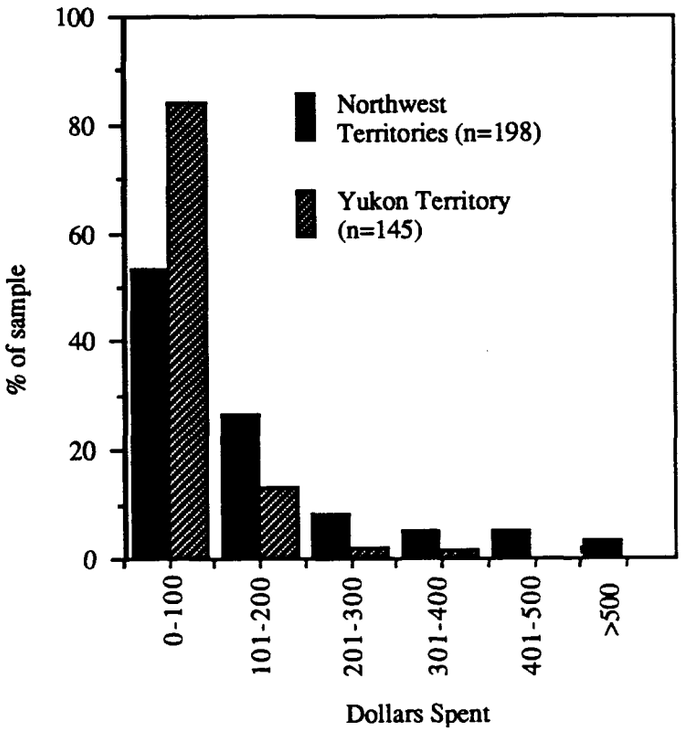


Figure 4-10: Total dollars spent (less travel) by a sample of tourists to the N.W.T. and the Yukon.

Throughout this distribution, more tourists to the Northwest Territories seem to be spending more in the higher categories than tourists in the Yukon. This may be the higher end of the market and tourist spectrum (Plog's allocentrics) which traditionally reflects a tourist destination in early stages of development. As the area proceeds through the product life cycle a process of mutual adaption will reflect changes in the environment for tourists. At present tourists seem willing to pay the high costs of the frontier experience in the Western Arctic representing an important component of the region's economy. If a sample of 201 tourists to this region is spending an average of $715/group/trip in the N.W.T., then the approximately 7,300 tourists travelling in this region inject a total of $5,219,500 into the region's economy during one 3 month season.

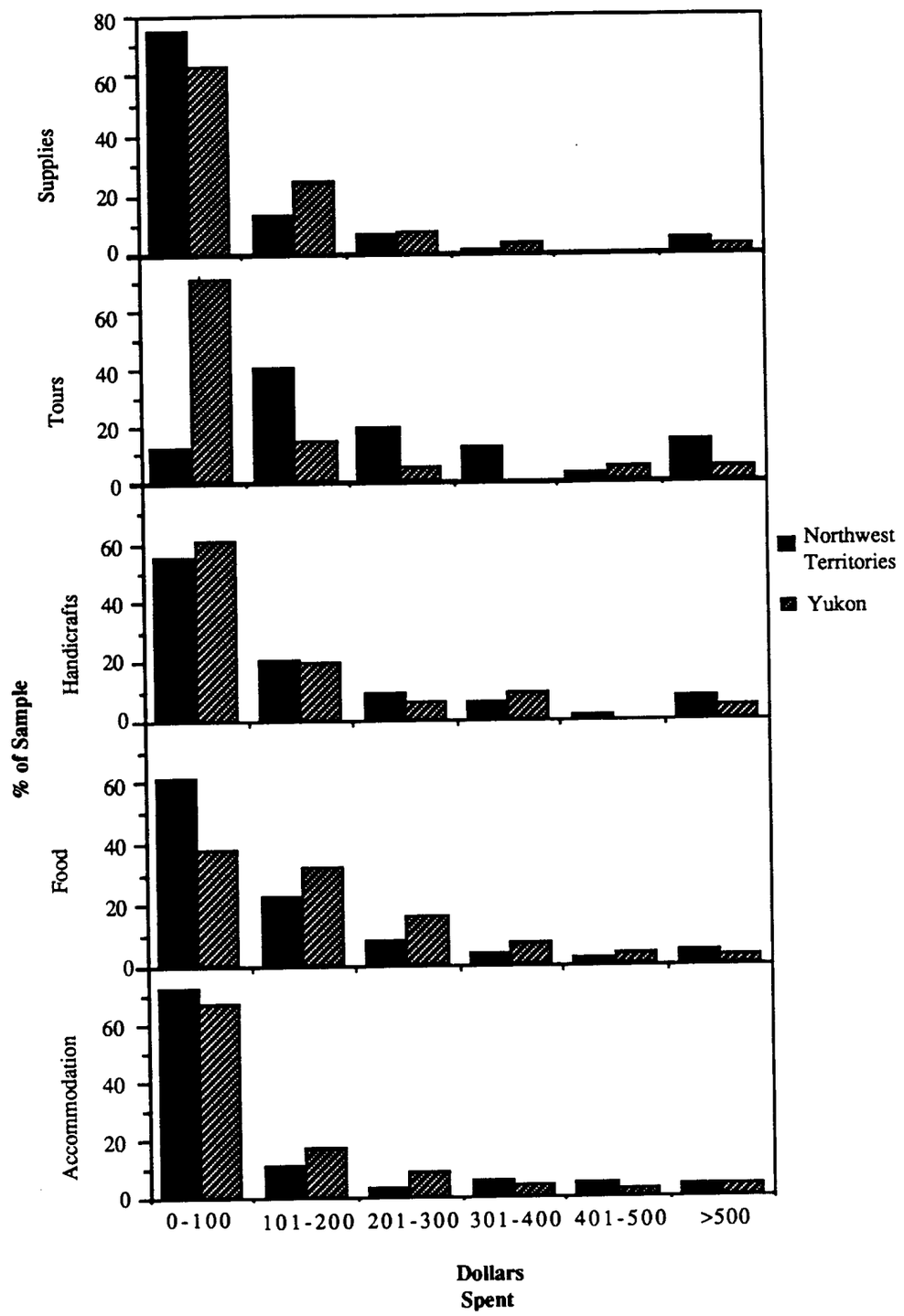


Figure 4-11: Distribution of travel dollars by category in the N.W.T. and Yukon. (sample size the same as for Figure 4-9).

4.2-5 Satisfaction

The Western Arctic may be attracting tourists who are looking for a more pure frontier, wilderness experience than the Yukon or Alaska. Examining the results of a comparison of tourist satisfaction levels of tourists to the N.W.T., Yukon and Alaska, it appears that of this sample of tourists who have visited all three areas, the N.W.T. is highest rated. Some dissatisfaction was expressed in the "touristy" atmosphere of the Yukon and Alaska, as many respondents added comments to their replies.

> The wilderness nature of the Dempster was very important to us. We were disappointed in the Dalton in Alaska - too much truck traffic and too few animals and birds. (Survey 235)

> We wanted to drive as far north as we can on a public road and decided to drive the Dempster Highway for that reason and also because the area is largely wild and unspoiled. No "tourist trap" atmosphere in Inuvik - we like it that way. By contrast, Dawson City, Yukon reminded me of places I can find in Colorado.(Survey 200)

There is a diversity of tourist satisfactions reflecting everything from a mismatch of the tourist's goals and expectations and the chosen destination, to individual experiences with poor service and traveller's bad luck including bad weather, flat tires and ill-health. To obtain a simple measure of satisfaction based on cost of travel, an itemized category scale was constructed and respondents rated their levels of satisfaction with the three destinations. The results are contained in Table 4-6.

Destination	Percent of Tourists Indicating Level of Satisfaction				
	Poor	Adequate	Moderate	High	Very High
Northwest Territories (n=232)	1.3	2.2	13.4	33.2	50.0
Yukon (n=216)	1.9	2.8	11.1	37.0	47.2
Alaska (n=146)	0.0	8.9	21.9	30.1	39.0

Table 4-6: Satisfaction levels of a sample of tourist to several northern destinations.

Generally, there is a high level of tourist satisfaction with the destinations. Eighty-three percent of travellers to the N.W.T. were either highly of very highly satisfied compared to 84% of travellers to the Yukon and 69% of travellers to Alaska. More travellers to Alaska were less than moderately satisfied (8.9%) compared to 4.7% for the Yukon and 3.5% for the N.W.T.

4.3 Packaging and Selected Market Characteristics

> My trip to Inuvik was an adventure that has been on my mind since childhood although I had thought that my arctic experience would be via Alaska. I am very happy that it came through Canada. I first heard of the possibility when visiting Whitehorse in 1984, up from Skagway. So I have really been planning to do this since that time even though the actual trip timing came suddenly, almost on impulse. I flew to Edmonton and hitch hiked to Inuvik and back to Calgary. This method of travel permitted me to relate with the North people. Fortunately none of my rides were with fellow tourists. In this manner, I think that I picked up a feeling of what it is like to live in the North. Certainly I would not have had this kind of experience in my own car. Other than personal family experiences, I found this to be the greatest adventure of my life. (Survey 238, age 55-64).

This travel experience is a highly individualistic, independent one. It includes a great deal of interaction with the host environment and its people. Other segments of the market will have differing goals, length of time to travel and travel skills. The Western Arctic is attracting a wide variety of tourists with a strong sense of adventure. The individual, independent tourist represents the majority of those sampled in the present survey and most likely is a true picture of the Western Arctic visitors.

4.3-1 Level of Packaging in the Region

A large proportion (83%) of the groups sampled were travelling independently. Seventeen percent considered themselves on a "package tour" where travel expenses such as air fare, bus transportation, or accommodation were paid for in whole or in part before arriving in the N.W.T. Sixty-seven

percent of those travelled to the Western Arctic on a tour which included other destinations. A large proportion (34.6% or 9 groups) included the North Yukon/ Firth River/Herschel Island regions. Several companies offer rafting, hiking and naturalist tours to these areas. Other destinations included in the packages were: the Yukon (26.9% or 7 groups), Calgary and/or Edmonton (26.9% or 7 groups) and Yellowknife (3.8% or 1 group).

Many tourists participated in tours organized after they arrived in Inuvik. Sixty-seven percent of groups sampled toured the region beyond Inuvik and 16.9% of those sampled participated in more than one tour. These tourists may be likened to Cohen's "individual mass tourists", they are seeking a travel experience out of the ordinary but rely on the services of a tour operator to provide the travel skills necessary for safe passage and peace of mind. The tours themselves provided an opportunity to watch northern business at work - a wonder to many! It must be stressed however, that within this arbitrary grouping, differences among tourists is equally great.

Most tourists (64.8%) participated in tours to Tuktoyaktuk or to Tuktoyaktuk and Aklavik (8.3%) or in tours of the town of Inuvik (11.9%). Other tours and activities included: video presentations on northern topics (6.2%), boat tours (3.6%), tours to Herschel Island (2.6%) and other airplane/helicopter tours (2.6%). Tourists are travelling beyond the staging location of Inuvik. Their movements are controlled to a certain degree by the accessibility of transportation links - primarily air and often boat.

Respondents were asked to note limitations to their touring in the Western Arctic. Sixty-eight percent felt that time was the major constraint, 50% felt cost was prohibitive, 24% did not plan to tour, 12% could not find sufficient information on activities and only 8.5% thought activities available were unsuitable. As the tourism industry in the Western Arctic develops,

information regarding tours in the region will be more readily available and tourists should be able to plan for more time and perhaps to be more aware of the costs associated with travelling in the Arctic.

4.3-2 Travel Behavior Including Other Packages

The tourists sampled in this survey are primarily independent travellers. Seventy percent of those groups sampled indicated they preferred to travel on their own with the help of written information guide books, 20% joined selected tours en route and 6.7% preferred to join small guided groups of 10-15 people for the duration of the trip. A small proportion (4%) indicated that an appropriate group size depended upon the nature of the trip. None of the groups sampled preferred to travel in large, guided groups of 15 to 30 people.

Over 40% of the tourists sampled had participated in a package holiday within the past five years and 17% within the last year. The destinations ranged from familiar locations such as Western Canada, Northern Ontario, and Florida to more exotic places such as Antarctica, Sri Lanka, Russia and the Galapagos. This group represents a well-travelled population, taking advantage of the opportunities tour packaging allows. Table 4-7 outlines the diversity of destinations this sample of tourists has visited in the past five years.

Package Destinations	% having Visited
Mainland Canada and United States	21.3
Polar Destinations	14.8
Europe/Russia	14.8
Sun Destinations	14.8
Southeast Asia/Mid East	13.9
Oceania	9.8
South America	7.4
Africa	3.3

n=122

Table 4-7: Destination of a sample of tourists participating in package tours within the last 5 years.

Most of the trips have been within North America and a large proportion have visited other polar regions including Alaska, Yukon, the Northwest Territories, Iceland and Greenland and Antarctica. Other exotic destinations included Southeast Asia (Thailand, Nepal, India, China and Hong Kong) and Africa (Tunisia, Canary Islands, Morocco).

4.4 A Comparison of Package and Independent Tourists

The sample of package tourists obtained was unfortunately too small to provide a rigourous testing of the hypotheses. However, a comparison in terms of percentages and general levels of significance will be attempted. Thirty-nine groups (17%) indicated their trip to the Western Arctic consisted of pre-planned itineraries, paid for in whole or in part before arriving in the Territories. A total of 192 groups (83%) travelled independently. While the sample size may be considered low in terms of statistical testing, the sample may provide a true picture of the overall level of tourism development in the region. There are relatively few tour operators working there. Unlike the Eastern Arctic, this area has a road link to a large market. This accessibility has encouraged relatively greater numbers of independent travellers to venture north. Given the present sampling and results obtained, general conclusions may be drawn.

4.4-1 Level of Adventure

Generally, both package and non-package tourists felt level of adventure to be an important force attracting them to the Western Arctic. A total of 78.2% of package tourists felt that having an outdoor adventure was "important" or "very important" in their choice of destination; 87.2% of independent tourists indicated a similar level of importance. Over 21% of package tourists felt

adventure was only "slightly important" or "not important" compared to only 13% of independent tourists.

Type of Tourist (n)	Level of Adventure (%)			
	Not Important	Slightly Important	Important	Very Important
Total Sample (165)	3.6	10.3	32.7	53.3
Package Tourists (23)	8.7	13.0	30.4	47.8
Independent Tourists (141)	2.8	9.9	33.3	53.9

Table 4-8: Importance of "Having an Outdoor Adventure" in attracting tourists to the Western Arctic.

Apparently level of adventure was less important to this sample of package tourists than to independent travellers. However the distinction is unclear and cannot be statistically upheld. The level of significance using Chi^2 is very low (at the .79 level). This may be because packaging has acted to blur the destination's associated "level of adventure". With packaging, an area like the Western Arctic can attract a variety of segments each with their own adventure threshold and many types of packages exist in this region. Given a larger sample size, the distinction between package tourists and independent travellers may become more apparent.

4.4-2 Trip Planning

Over 50% of visitors to the Western Arctic had planned to make this trip over the past year or longer. Only in the case of package tourists was the decision to travel taking place relatively recently. Fifty-eight percent of the package tourists decided during the past six months or sooner compared to 39% of the independent travellers. The independent travellers consisted of two groups; one group planning for a relatively longer period of time (28% for more than a year), the other group (15%) deciding en route to travel to the Western Arctic. Table 4-9 presents a summary of this information.

Type of Tourist (n)	Decision to Travel			
	Two Years or Longer	Last Year	Last Six Months	During Trip
Total Sample (220)	25.3	31.7	29.4	13.5
Package Tourists (38)	15.8	26.3	52.6	5.3
Independent Tourists (182)	27.5	33.0	24.2	15.3

Table 4-9: A comparison of timing of decision to travel to the Western Arctic for package and independent travellers.

Slightly over 5% of package tourists decided to travel to the Western Arctic during their trip. For some this package may be part of a much longer trip composed of several segments of either independent or packaged travel. Relatively fewer package tourists had planned the trip longer than a year in advance. Comments by respondents indicate that a large number of them had wanted to travel north for a long time - since school age in some cases. These longer term holiday planners are most likely travelling independently and are less sensitive to recent advertising in actually making the decision to travel to this region. Although, this same group may have considered travelling north for some time, only once information via advertising channels becomes available, are they aware of the possibilities and ease of travel to the north.

Current travel programs and media advertising campaigns may be sparking interest in those who had not thought previously of travelling north. The Arctic has become a popular destination, and those travelling in response to media and perhaps peer group influence also may now be deciding to travel north. Package tourists may be reacting to spring brochures and tour offerings and thus be more easily influenced by advertsing and marketing campaigns.

In planning the trip, both groups seem to draw upon a large number of sources. Figure 4-12 presents a comparison between the groups.

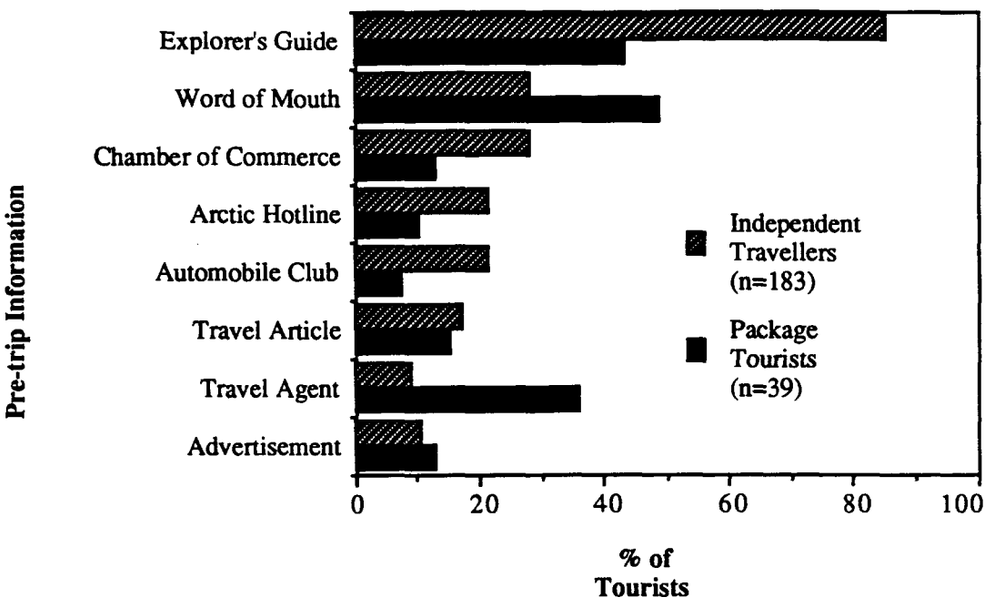


Figure 4-12 Sources of trip planning information used by a sample of package and independent travellers to the Western Arctic

Proportionately more package tourists appear to rely on advertising, word of mouth, and the use of a travel agent in planning their trip. The use of travel agents logically reflects the institutionalization of the package tour and they are sold through travel agents. Advertising and word of mouth may reflect the previously-mentioned emergence of the Arctic as a "hot destination" and the effect of peer group influence on travel behavior. More independent travellers used advisory sources such as the government sponsored Explorer's Guide and the Arctic Hotline, as well as chambers of commerce, and automobile clubs.

4.4-3 Length of Stay

Splitting the database into two groups, package and independent tourists, and running descriptive statistical tests led to the following results. Independent tourists tended to travel for twice the length of time as did package tourists. The mean total nights away from home was 26 for package tourists and 52 for independent travellers. Standard deviations reveal a much

greater diversity in trip lengths for independent tourists (18.77 for package versus 57.0 for independent tourists). Minimum and maximum trip lengths were 5 and 90 nights for package tourists and 4 and 409 nights for independent tourists. Obviously, tourists on a package holiday must conform to a large degree to standardized trip lengths; usually choosing lengths in approximate multiples of weeks (six, 12, 20 etc...) with most of these tourists spending approximately three weeks on holiday. Independent tourists are much more free to make decision on their trip length.

4.4-4 Group Size

In general package tourists travel in larger groups. Mean group size was compared for package and independent tourists and the variation in group size ranged from 4.8 for package tourists to 2.6 for independent travellers. Contrary to what was expected, package tourists exhibited a much higher standard deviation in group size than independent tourists (5.4 versus 1.4), which may indicate the wide diversity in types of package tours available in the region.

4.4-5 Trip Activities

The three most important trip activities mentioned by respondents were summed and percentage participation in each was calculated. Results are presented in Figure 4-13. Package and independent tourists appear to be participating in similar types of activities during their stay in the Western Arctic. Viewing geographic features, photography, experiencing native culture and wildlife viewing were the activities most frequently cited by each of the sample of package and independent tourists.

A greater percentage of package tourists viewed wildlife. Also, more package groups indicated they birdwatched and canoed. These more specialized activities are more likely to require the services of an expediter

and guide, and are thus more appropriate to packaging. Independent travellers visited historical sites, camped and fished more than other groups.

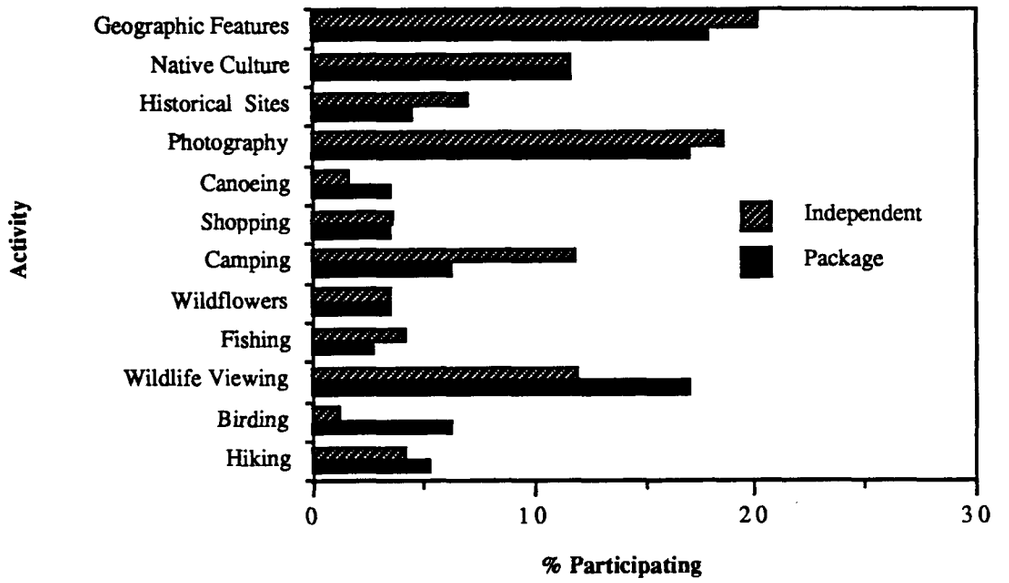


Figure 4-13: A comparison of trip activities for package and independent tourists to the Western Arctic

Experiencing native culture, shopping, and viewing wildflowers were equally popular activities for package and independent tourists.

Travel experiences for both package and independent tourists within the Western Arctic are based upon the same resource base. The landscape, wildlife viewing opportunities, and native culture are all important in the definition of this area as a destination. The level of adventure is equally important, and it must be included in the definition of the resource base. Numbers of tourists, infrastructural development - the "touristization" of an area will all impact upon each of these components of this base. Identification of the appropriate mix of each is necessary in addressing marketing needs and planning for long term development and will be discussed later.

4.5 Development Potential

Respondents were asked to rank groups of activities and locations within the Western Arctic. Touring possibilities were organized into five groups: communities, activities, cultural activities, named location, and generic location. Each section was ranked independently one to five. Five was assigned as the most important through to one as the least important. The data were then coded to provide an overall score representing both its frequency of mention in each of the ranks 5 to 1 as well as the decreasing response rate. Many respondents ranked only 1,2 or 3 choices. The overall score for an activity, a visit to an Inuit whaling camp for example would be calculated as follows:

Ranking	Value Assigned	Number of times in each ranking
1	Rank 1 = 5	50
2	Rank 2 = 4	38
3	Rank 3 = 3	32
4	Rank 4 = 2	15
5	Rank 5 = 1	18

Overall score for "Visiting an Inuit Whale Camp" was calculated as follows:

5(50)+4(38)+3(32)+15(2)+1(18) = 546

To remove the effect of having a variety of numbers of choices in each category (6 in cultural activity, 9 in generic location for example) the scores for each listing within each category were divided by the number of choices within the category. Thus the 546 score obtained for the whaling camp them would be divided by six for a final scaled score of 91. Because of a very low response rate for the ranking of the southern Mackenzie communities of Fort Good Hope, Fort Norman, Fort Franklin, and Colville Lake they were grouped and named the "Sahtu". Raw scores in the "community" category were then divided by eight.

Two additional factors will affect the score obtained for each activity: the actual perceived desirability of the activity and the response rate. Respondents were asked not to include activities for which they required more information to respond knowledgeably. Thus if the respondent was unsure of the activity the value would be coded as 0 or missing. The score should then represent some rating of an informed ranking of the activity. Table 4-10 presents the results of this analysis.

Results appear suggest that the history of the Western Arctic was extremely important to this group's travel experience. This activity, along with a visit an Inuit whale camp were the highest-ranked of the cultural category. The Inuit camp was considered more attractive than a visit a Dene Indian fish camp, which may be due to the relative novelty and exoticism of the "Eskimo". There seems to be a low level of awareness of opportunities to visit handicrafts peoplem, and of desire to do so.

The northern communities were ranked most highly. In descending order of ranking 1 to 5 they are Tuktoyaktuk, Aklavik, Arctic Red River. Tuktoyaktuk and Aklavik were visited by 52.3% and 6.7% of the groups sampled, and were most likely the best known to these tourists. As expected, the generalized viewing of the natural environment (the Arctic Coast, the tundra, and the Arctic Islands) was more important than birdwatching or wildflower viewing. Again, this may indicate a need for more specialized information to participate in these pursuits and the low level of consumer awareness of these potential products and ultimately of the potential to expand guiding and information services in this area. Interestingly, "mountains" was ranked lowest in generic locations and the Richardson Mountains were ranked among the highest in the location category.

Activity (e = commercially existing activity)	Raw Score	Scaled Score
a) Cultural Tours (n=198)		(divided by 6)
Learn of the region's history	601	100
Visit an Inuit Whaling Camp (e)	546	91
Attend cultural celebrations like drum dances/feasts	439	73
Visit northerners at home	419	70
Meet handicrafts people (e)	359	60
Visit a Dene Indian fish camp (e)	358	60
b)Natural Environment (n=207)		(divided by 9)
View wild animals (e)	542	60
View the Arctic Coast	498	55
View the Tundra	449	50
View the Delta	432	48
View the Arctic Islands	398	44
View the Mountains	235	26
View birdlife	164	18
View wildflowers	160	18
View the Smoking Hills	71	8
c)Places to visit (n=184)		(divided by 7)
Pingos near Tuktoyaktuk (e)	482	69
Herschel Island Territorial Park (e)	366	52
Richardson Mountains	354	51
Reindeer Preserve (e)	347	50
North Yukon National Park (e)	293	42
Banks Island/Nelson Head (e)	211	30
Kendall Island Bird Sanctuary	189	27
d) Communities to Visit (n=182)		(divided by 8)
Tuktoyaktuk (e)	680	85
Aklavik (e)	410	51
Arctic Red River	276	35
Fort McPherson	268	34
Sachs Harbour (e)	224	28
Sahtu (communities of the south Mackenzie)	165	21
Paulatuk	112	14
Norman Wells	94	12
e) Activities (n=188)		(divided by 9)
Air Tours (e)	444	49
Staying at Outpost Camps/Cabins (e)	388	43
Boat tours (e)	373	41
Unguided trips	296	33
Guided Trips (e)	268	30
Fly-in Canoe trips from Inuvik (e)	208	23
Fly-in hiking trips	188	21
Fly-in fishing trips from Inuvik (e)	171	19
Big Game Hunting (e)	41	5

Table 4- 10 : Ranking scores of various touring activities in the Western Arctic.

Named locations (Territorial, National Parks) were ranked lower overall and again appear to reflect the respondents' familiarity with the location. The pingos, Herschel Island, Banks Island, and the Richardson Mountains were the top-ranked locations in descending order.

The importance of guiding services in these travel experiences does not seem particularly important to this group of tourists. Unguided tours received a score three points higher than that of guided tours. The opportunity to stay at outpost cabins seems very appealing to this sample of tourists. It received the second highest score (43) compared to the highest score obtained by air tours (49). Air tours were by far the most consistently, highly-scored. Boat tours were also highly-ranked which probably reflects the respondent's familiarity with the experience. These rankings may provide a good indication of relative satisfaction with their touring experiences in the Western Arctic. The remainder of the experiences may be termed "hard adventure" and were relatively low-ranked. Big game hunting was not perceived as a suitable opportunity for these tourists.

It is difficult to specify which activities or features are truly significant as the rankings no doubt reflect the familiarity of the respondents. This may suggest then, that with sufficient detailed educational material , and advertising, the preferences of these travellers may be strongly influenced. This has important implications for community-based tourism as discussed later.

4.6 Demographics

4.6-1 Origin

The major place of origin of this sample of visitors to the Western Arctic was Canada (49%). Overall, the largest proportion of tourists travelled from

British Columbia (18%) and Ontario (16%). In terms of absolute numbers, British Columbia and Ontario (excepting Quebec) had the greatest populations and thus largest base from which to draw tourists.

The bias towards western North America is also evident in the American visitation. Overall, 41% of tourists travelling to the Western Arctic were from the United States. Twenty-five percent were from the Western States (for a complete listing of origin by state see Appendix V). Tourists also travelled from the northeastern areas of North America (Northeastern States and Ontario). Eight percent of this sample were from Europe, predominantly England and West Germany.

4.6-2 Age and Gender

The sample was skewed towards older travellers. Fifty percent of respondents reported an age greater than 54 years of age, with a second group with ages centered around 35 to 44. Thirty-one percent were between the ages of 25 and 44. (Figure 4-15). Slightly more males (58%) than females responded to the survey.

4.6-3 Income and Education

Respondents were well-educated; over 67% had completed college or university education, with a large proportion (25%) having participated in post-graduate education. A second group, 21%, had completed a high school education; 8% had completed college or a vocational education and 3% attended grade school.

Fifty-seven percent had household incomes between $15,000 and $45,000 per year, and approximately equal proportions earned between $15,000 and $30,000, and $30,001 and $45,000. (Figure 4-16). The large number of tourists travelling by road, were perhaps taking advantage of a relatively les

expensive way of seeing the Arctic and the frontier. These tourists had incomes in the middle ranges and were older tourists than the average.

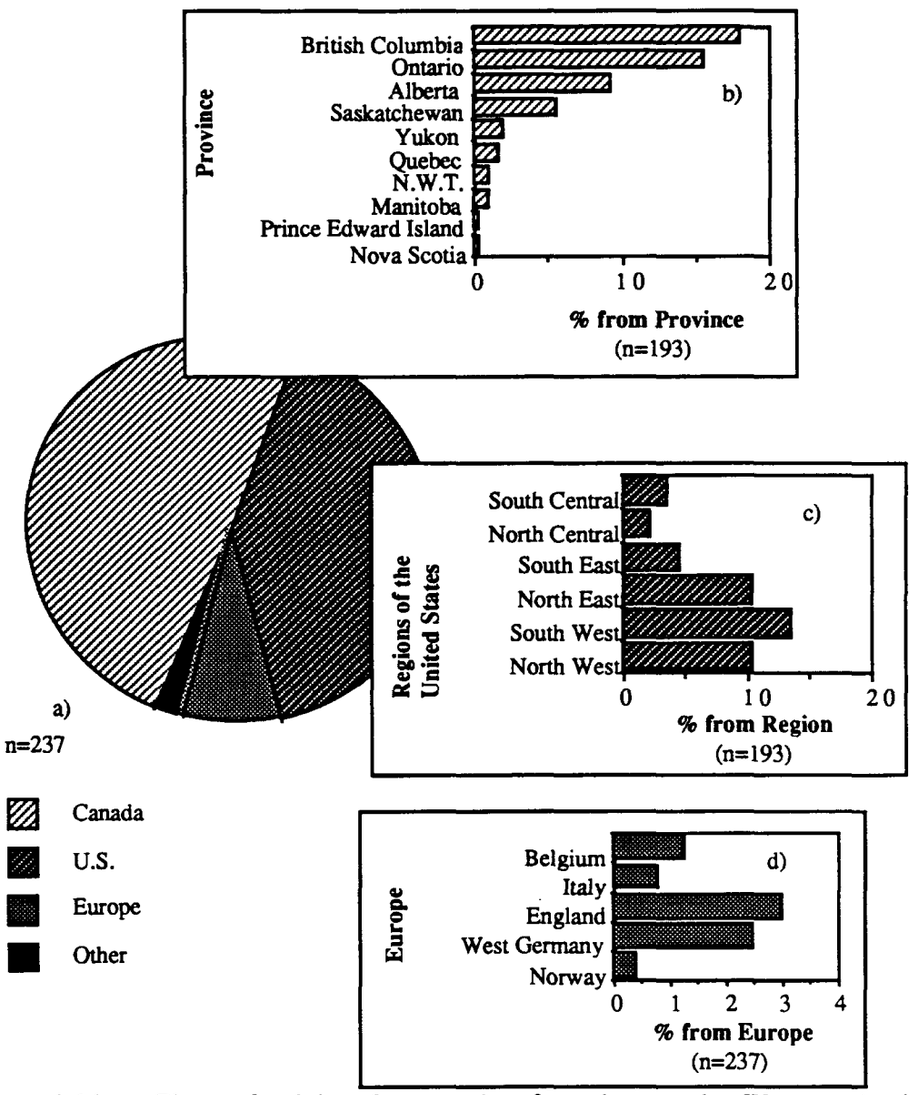


Figure 4-14: Place of origin of a sample of tourists to the Western Arctic.

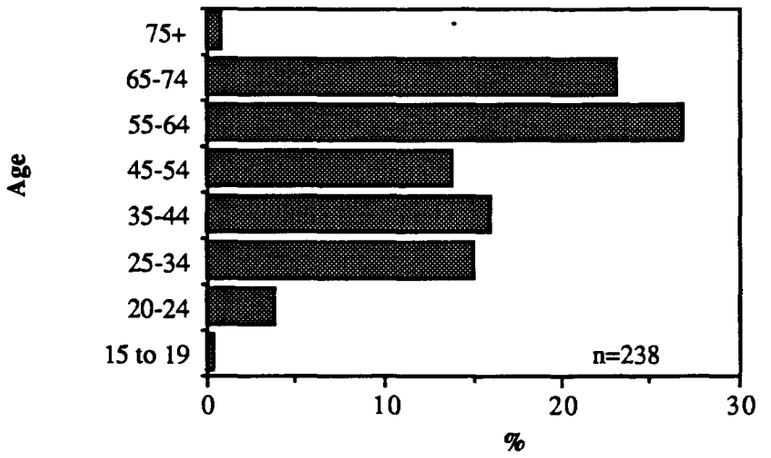


Figure 4-15: Age of a sample of tourists to the Western Arctic.

Reflecting this age and potentially fixed income was the large proportion (33.6%) of this group who are retired. An equal number were engaged in professional/ technical occupations. These included teachers, professors, nurses, doctors, lawyers (Figure 4-17). These results are comparable to the Acres (1985) study with a sample of tourists along the Dempster Highway composed of one third professionals and one third retirees.

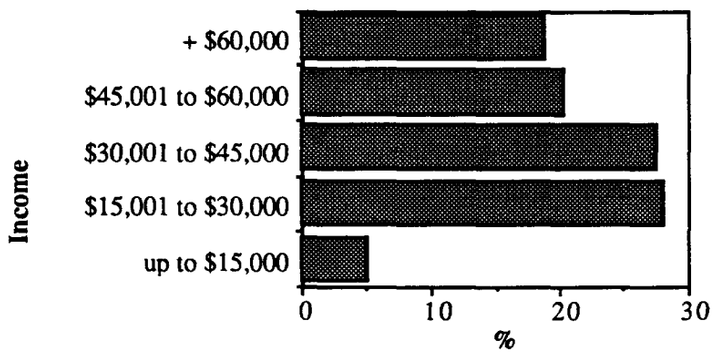


Figure 4-16: Income distribution of a sample of tourists to the Western Arctic. (n=238)

This group of tourists appears to be very well-educated, with middle to upper-middle incomes with a higher than normal representation from the

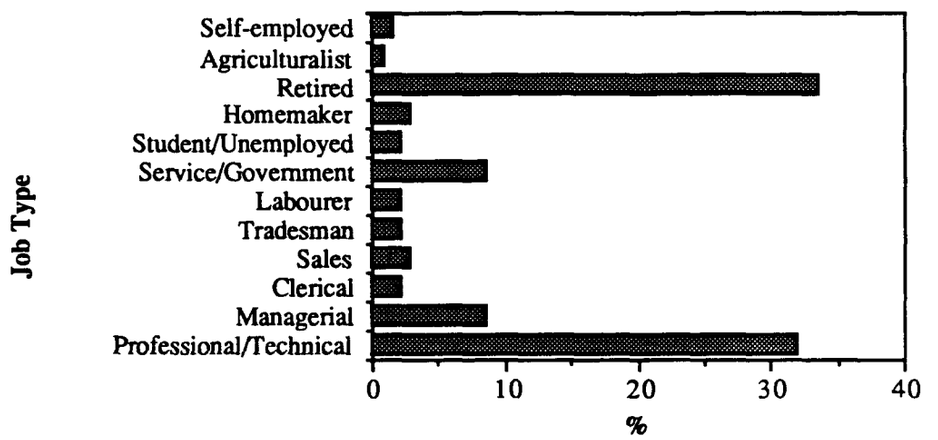


Figure 4-17: Occupation of a sample of tourists to the Western Arctic. (n=232)

In summary, this sample represented travellers from primarily western North America, with considerable numbers drawn from the eastern United States and Canada. Two segments were apparent based on age, an older retired group and a younger group of 25 to 44 year olds with income and education reflecting a similar grouping. This sample included the older retirees and a younger relatively more affluent group of professionals with a high proportion of teachers, and civil servants.

4.7 Marketing Information

4.7-1 Magazine Readership

Effectively marketing the Western Arctic as a destination will require timely and accurate information regarding proper channels of distribution. It has already been pointed out that advisory sources were used by approximately 20 to 30% of this sample in planning their trip. The early level of development of this destination is underlined by the low level of importance of travel articles and advertisements as well as the use of travel agents. This group seemed to research a destination thoroughly, which may be partly

because of the higher representation of older respondents. Dorsey (1987, p. 14), noted that tourists who have been consumers for a long time, tend to plan more than younger travellers and that there is a greater sense of dimension in the purchases of a mature consumer than the younger consumer.

Some indications have been given that adventure travellers would be club joiners as well as magazine readers (Briar, 1986 and MacLaren Plansearch, 1987). In order to test this, respondents were asked to list three magazines which they read regularly. A total of 187 different magazines was obtained covering a wide and eclectic range in reading materials. An attempt was made to group the magazines into manageable categories (a raw lising of the frequency of all of the magazines read is included in Appendix VI). Figure 4-18 contains the results of the grouping.

The most frequently read magazines were nature and science oriented. The most popular were: National Geographic (39%), Canadian Geographic (10%), Equinox (7%), and Nature Canada (6%). News magazines (national and regional) and consumer reports were also widely read by this sample. Among the most common were: Readers' Digest (25%), Time (18%), McLeans (13%) and Newsweek (11%).

4.7-2 Club Membership

Over 76% of the respondents belonged to one or more clubs, 37% to one club, 29% to two clubs, 17% to three clubs and a further 18% belonged to between 4 and 8 clubs and associations. Figure 4-19 presents the results.

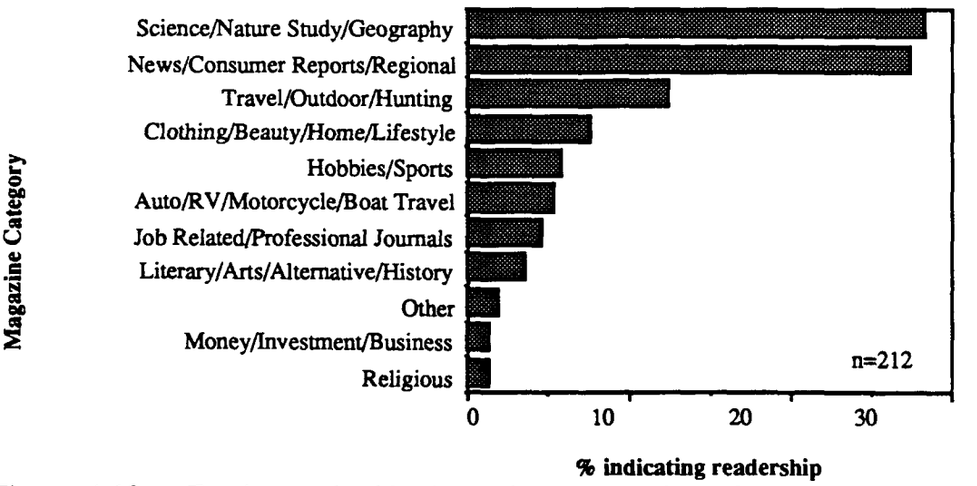


Figure 4-18: Tourist readership in various categories of magazines.(n=212)

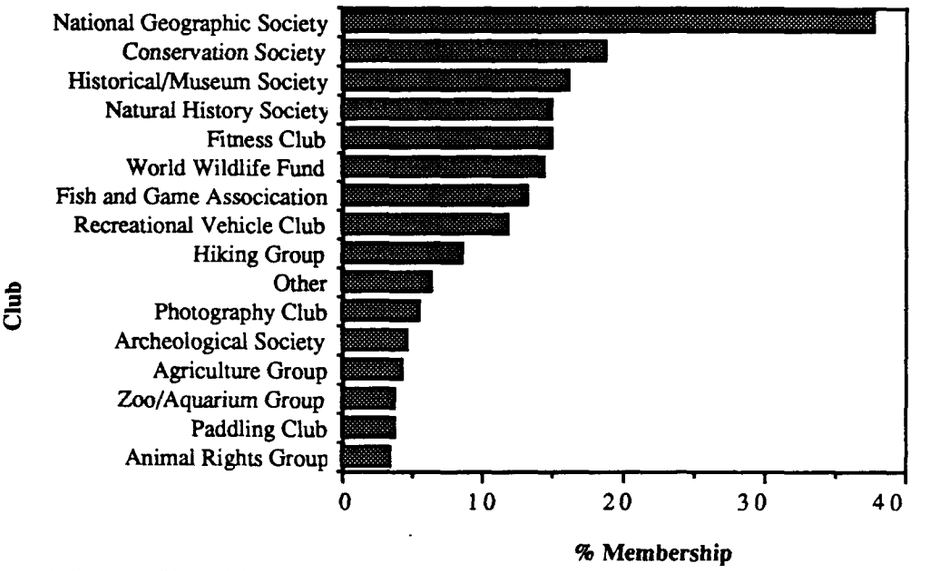


Figure 4-19 : Club Membership by a group of pleasure travellers to the Western Arctic (n=191)

The most popular clubs were nature and wildlife oriented. The National Geographic Society accounted for a large proportion of club membership. Approximately 80% of the sample belonged to clubs. The reasons for joining are presented in Figure 4-20.

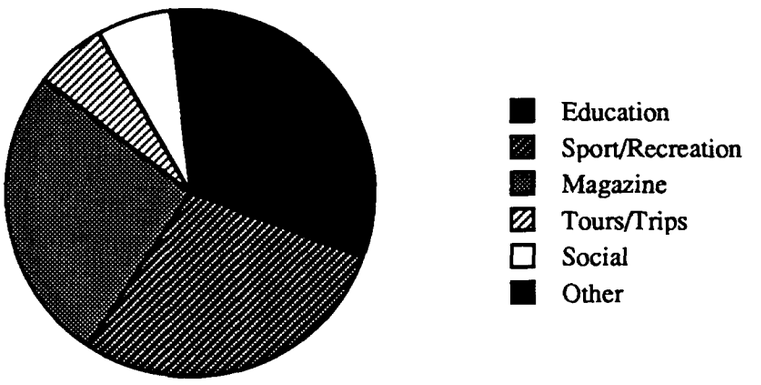


Figure 4-20: Reasons given for tourist membership in clubs.(n=191)

Major reasons for joining these clubs included education (38.4%), sport or recreation (36.8%) and to receive a magazine (34.7%). A large proportion belonged to the National Geographic Society and thus received the associated publication. Educational reasons were otherwise very important in learning.

4.8 Conclusions

This sample of tourists to Canada's Western Arctic provides support for the expansion and identification of the wide range in adventure-oriented experiences. Both package and independent tourists are seeking similar experiences in this region, with differences based upon available skills in guiding, and packaging (including market penetration). These travellers have been described on the basis of their socio-economic characteristics, how they became aware of the destination, their motivations for travel north, and trip planning characteristics. The types of activities they participated in were examined as well as their rankings of various existing and potential development opportunities. Implications of this profile of the market for tourism development in the Western Arctic will now be addressed.

Chapter 5
Summary and Implications:
A View of Tourism in the Northwestern Arctic

There are several different groups of tourists visiting the Western Arctic, each with their own characteristics; yet a large majority, 86%, are drawn by a desire for outdoor adventure. Seventeen percent of the groups sampled visited the region on a package tour, the remaining 83% were travelling independently. The majority of tourists arrived via the Dempster Highway (85%) with only 15% flying to Inuvik. Mean group size was 2.97 people travelling as either one household (39% were couples) or multi-household groups (40%).

The region is presently attracting mostly travellers from Canada (49%) and the United States (41%), in particular the western parts of North America (52%). Older tourists (55 to 74) typify one segment of this market, with a second age grouping around the 35 to 44 age range. Education (more than 60% are college/university or post-graduates) and income (39% earn more than $45,000 per year) are high and the sample contains a high proportion of professionals (34%) as well as a large group of retirees (32%).

5.1 Market Segments

In addition to those segments based upon socio-economic information described above, this sample of tourists may be described based upon the characteristics of the destination which lured them to the Mackenzie Delta / Beaufort Sea region. The attraction of the region is largely due to its unique, northern, natural environment. To experience the northern natural environment, to see the Arctic, and to view northern wildlife appear to be the

most important features of the destination. Experiencing nat ive culture seems to be less important in motivating people to travel to this region.

At present, both Inuvik, Tuktoyaktuk and the Dempster Highway are important identifiable destinations drawing travellers to the region. Outdoor adventure was slightly less important; however, it may represent a significant aspect of the perceived aura of the destination. Many other parts of North America provide equal opportunities for outdoor wilderness adventure, but few have such unique wildlife viewing opportunities and low level of development. It is suggested that the frontier atmosphere is very important in attracting the present market segments - both those for whom driving to Inuvik is sufficiently adventurous behavior and for those who are travelling beyond Inuvik. This destination, taken to be the north Western Arctic region is satisfying a wide variety of tourists at the allocentric end of the tourist spectrum.

5.2 Activities

Once in the area, activities were based, as expected, upon geographic features (landscape), wildlife viewing and photography. Experiencing native culture was also identified as an important activity. This contrasted with the low level of importance attributed to native culture in the decision to travel north; representing perhaps both a gap in marketing programs, and the low but increasing level of participation by native groups in the industry.

The total sample of tourists spent a mean of 7.4 nights in the Northwest Territories; package tourists staying 9.5 nights and independent tourists remaining 7 nights. This is in keeping with the perception that independent tourists, disappointed in the end of the road only stayed a short time and then turned around and returned down the highway (verbatim from C.B.C. Inuvik

Local News January 22, 1987 12:30 pm). Packaging acts to hold tourists in the Western Arctic longer by organizing activities throughout the region. In terms of total length of trip, independent tourists travelled for a much longer period of time (26 nights for package tourists versus 52 nights for independent travellers). Also, independent tourists may be more easily influenced to spend another day (from trip length comparison).

Activities varied based upon the level of packaging. Independent tourists tended to participate more in camping, visiting historical sites and experiencing native culture while package tourists participated more in viewing wildlife and birdlife and canoeing. Specialized knowledge of the wildlife and of the area as well as equipment is required for these experiences. Tour packaging provides this expertise, equipment and logistical support and encourages greater penetration into both the tourism frontier as well as the market place. It acts to increase the rate of expansion of the hinterland and the heartland of the tourism system.

5.3 Satisfaction Levels

In response to Question 5 which asked, "When did you first become aware of the Northwest Territories as a travel destination?", 21% of the groups sampled in the present study responded that they had become aware of the north on previous visits. This seems extremely high for a destination which is in an early stage of tourist development. Moreover, 63% of tourists indicated they would "probably" or "definitely" return to the Western Arctic.

Snepenger (1987, p. 12) found that individual mass tourists and explorers had the greatest interest in returning to Alaska. Least interested in returning were organized mass tourists. Tourists returning to the same destination may be looking to see more of the region. They are now familiar

with the immediate environment and may feel comfortable travelling further beyond Inuvik.

Snepenger also that organized mass tourists spent the most money ($4190) and explorers spent much less ($2044). If all else is equal the tourist who spends the most should be the most desirable. In reality, however, payment for package travel is often made to suppliers not located in the northern communities. Control over marketing and development is also leaked southward with increasing institutionalization. The contrast between large groups and high levels of industry organization is even greater in the Northwest Territories. Tuktoyaktuk, a community of 929 people, received an estimated 2,000 visitors during the summer of 1988 compared to London's 280,000 receiving 650,000 tourists in 6 weeks.

Given expenditures made, the satisfaction level of this sample of tourists is very high (N.W.T. mean satisfaction was 4.284 of 5; Yukon, 4.250 of 5), tourists visiting Alaska appear to be slightly less satisfied (Alaska, 3.995 of 5). It may be, that of this sample who visited each of the three destinations, drawn presumably by similar characteristics of the complete northern destination, the N.W.T. may be best satisfying the frontier, outdoor wilderness experience.

Results from Snepenger's 1987 analysis of Alaskan travel markets reveals similar results. He found that ratings on a 5-point scale similar to that used in the present study, given by independent travellers ("explorers") were significantly lower (3.6 of 5) than package tourists (4.1 of 5) and those participating in tours en route ("individual mass tourists") (4.0 of 5). Tourism development is advancing toward the periphery as the tourist frontier moves north. (This may also be the result of higher expectations on the part of the independent tourist or perhaps wider travel experiences).

Tourism in the Western Arctic region is directly linked to that in the Yukon and Alaska. If approximately 7,130 tourists drove the Dempster Highway from Dawson to Inuvik (Yukon Government, Tourism, 1989), this represents 12% of the tourists stopping in Dawson City. A significant proportion of travellers made their decision to travel to Inuvik while travelling through the Yukon. There appear to be significant opportunities to achieve further penetration of this market and increase "spin-off" travel to the Western Arctic. This underscores the necessity in the tourism industry to work cooperatively with often competing destinations as increasing the length of stay in one location may provide spin-off benefits to others en route. Of course, given a finite length of holiday, increasing the stay in the N.W.T. may decrease time spent in Alaska for example. It is unknown what comparison, package tourists make when choosing a travel destination or even which features of the experience are important. The path of tourism development in Alaska and the Yukon has important implications for the western Northwest Territories. The increase in industry organization and attractions development and marketing has led to a shift in markets attracted to these destinations.

5.4 Suggestions for Potential Development

If the appeal of the western Arctic is to continue to be based upon adventure travel and wilderness oriented tourism, development must proceed with careful planning. This sample of tourists expressed strong feelings regarding the importance of the pure wilderness experience in their choice of the Western Arctic as a tourist destination.

> In our opinion, one of the few remaining unspoilt wildernesses of the world. Don't change it for the sake of tourism! (Survey 177)

The highest-ranked opportunities for development based upon this sample of tourists, included: unguided air and boat tours, outpost cabins, locations such as the Arctic Coast, Herschel Island, the Richardson Mountains, the Mackenzie Delta and the pingos of Tuk Peninsula, wildlife resources and tundra environments and communities of Tuktoyaktuk, Aklavik, and Arctic Red River.

The region's history and native cultural experiences such as visiting an Inuit whaling camp and attending cultural celebrations like drum dances are also important. There seems to be a low level of awareness of opportunities or of desire to visit handicrafts people. However, of groups visiting both the Northwest Territories and the Yukon, tourists are spending more on handicrafts in the Northwest Territories. Tourists may be expecting higher quality and more authentic handicrafts in the Western Arctic and it may be possible to take advantage of this expectation. It is suggested that handicrafts in the middle to upper end of the price range be produced and promoted. They must be of very high quality and of genuine authenticity, moreover travellers must still feel they are getting a deal.

Opportunities for independent tourists to learn about the culture in acceptable ways to both host and guest is a challenge not yet addressed in the Northwest Territories. There may be opportunity to further develop and promote attractions such as the Midway Lake Music Festival, the N.W.T. Fiddling Championships held annually at the Mackenzie Hotel in Inuvik, or annual celebrations like the Muskrat Jamboree in Inuvik or the Ikalukpik Jamboree in Paulatuk. Rather than providing funding for home visits, cultural themes should be developed to promote privacy of individuals.

Comments included in questionnaires appear to reflect a desire for authentic interactions with aboriginal groups as shown in comments

contained in one response - "Would like to see drum dances - NOT SET UP JUST FOR TOURISTS!" (Survey 95). It is the opinion of this author that opportunities do exist to develop attractions and festivals, while maintaining the integrity of the experience for the tourist. Tourists must be made to feel that the show they are watching is helping to develop yet preserve the Inuit and Dene culture. Authenticity is in the tourist's mind and can be created through effective advertising and attraction development. Native organizations such as the Inuvik Native Band, the Metis Assocation, the Inuvialuit cultural groups and others such as N.W.T. Native Women's Association, the Dene Cultural Institute should be involved and funding for events should pass through them or their development corporations. To date package tours at all scales have attempted to incorporate native culture, however, full advantage has not been taken of opportunities. The native mystique is a valid motivating force to draw tourists, however the responsibility of both the marketer and the native people to seek a mutually beneficial degree of development is imperative.

Based on the questionnaire survey, it appears that a tour focussed on the cultural history of Tuktoyaktuk, Aklavik and Herschel Island would have broad market appeal. It seems visitors would prefer an unguided tour, perhaps with printed information booklets. The opportunity to view wildlife was ranked very highly at 60, 5 points above the next highest opporunity to view the Arctic Coast. The desire of this sample for self-guided tours involving wildlife and outpost cabins, should be recognized at a very important force in the development of tourism in this region. This group has the potential to exert a tremendous impact upon this region. The best opportunities to view wildlife and to experience a wilderness vacation are limited in supply and carrying capacities are probably very low. Particularly in the areas beyond Inuvik, a balanced approach to development based on the trade-off between

truly spectacular wilderness opportunities and tourism carrying capacity will help to ensure a higher return on tourist impact. Inuvik's position at the end of the road (and airway) makes it a logical staging point for tours in the Western Arctic region and capitalizing upon its end of the road as well as the jump off point for travel beyond Inuvik places it in a favourable position to control and benefit from further development. Packaging is one method of obtaining some control over tourist activities. Bird watching, canoeing and hiking were least frequently mentioned by the sample, perhaps because of the highly specialized knowledge and/or equipment required to participate in these sports. A larger percentage of package tourists viewed wildlife, birdwatched and canoed.

These more specialized activities are more likely to require the services of an expediter and guide, thus more appropriate to packaging. These groups represent a small but rapidly growing segment of the total travel market. The Western Arctic has not penetrated this market to its full potential. The tourism industry in the N.W.T. will require assistance to enable it to service this market segment. There is a danger of falling into the earlier patterns of tourism development in the Territory where non-local lodge owners led to a high rate of economic leakage to southern-based business interests. Many southern-based tour operators are now packaging and successfully selling high-cost adventure and naturalist travel experiences (Table 2-10) to discriminating consumers. Unless government support of high-quality training for guides and to local operators continues and expands, the opportunity to successfully control and develop this market will be lost.

Existing operators should focus on the higher end of the market, charging more than Yukon and Alaska operators for the Western Arctic experience. This will flatten the destination life cycle curve by slowing the

rate of development and allowing products to improve, while maintaining the quality of the experience ensuring a higher return per tourist to the local outfitter. Promoting exclusivity in a destination, of course, carries some responsibility. Guarantees of outstanding scenery, and low levels of contact with other people are important. Quality of service, information and interpretation of the environment and the wilderness experience must be very high. Excellent food must be available and imaginatively prepared and guiding services must conform to equally high standards. Training programs like that funded for Ecosummer/Guided Arctic canoe trips down the Anderson River are a good way to take advantage of existing out-of-territory expertise.

This discussion has primarily focussed on the adventure experience beyond Inuvik. It is there that individual outfitters and tour operators will benefit most. However those travelling to Inuvik via the Dempster Highway should also be considered. The adventure potential of the Dempster corridor should be developed with the same concepts of multilinearity in seeking to simultaneously satisfy a wide range of tourist desires for level of adventure and wilderness experiences. One example might be to provide a variety of campgrounds and observation points. Different desires for wilderness and adventure can be satisfied by controlling the relative ease of access to camping spots and lookout points. Less adventurous tourists might be satisfied with parking in a serviced campground. Others might appreciate a more remote, and less developed walk- in campsite far from generators, motorized vehicles and crowds. Similarly, hikes to lookout points should range from a simple roadside stop to longer, perhaps more strenuous hikes to places of greater scenic beauty, historical significance and wildness. These ideas are not new, Lucas (1964) described similar concepts in his work on the Boundary Water Canoe area in northern Minnesota.

In each community there is room for several different types of accommodation. A range from simple tent frames, unserviced log cabins to hotels should be available. However, this sample of tourists seems to indicate that with the majority camping, hotels should focus on the package tourists, stopping as they travel on to more remote destinations. Few tourists are and will stay more than a few nights in high-priced hotel accommodation. Visiting friends or relatives was an important factor in motivating 32% of the sample to travel to the N.W.T. These travellers, presumably are paying little for food and accommodation and may spend more on handicrafts and tours while in the north. For the N.W.T. host, visiting friends may provide an incentive to see their own region. This segment should not be overlooked, especially in terms of the touring and outfitter sectors of the industry. Overall the travellers sampled in this study have come to see the Arctic and would prefer to spend their money on touring and interpretation of the natural and cultural environment.

Given the present levels of promotion by public and private sectors, the tourists will come. Whether they pay a lot or a little for their experience and whether tourism development proceeds uni-linearly towards maturity or with a fuller penetration of the adventure markets will depend on representatives from these same sectors. Capturing the high end of the market, yet not pricing the region beyond tourist desire and ability to pay, is an important task for those involved in tourism.

Opportunities presented here do not represent the whole spectrum of development, and may be largely based upon the respondent's awareness of the resource and the effectiveness of various marketing efforts. This sample seems to represent a very independent group, with strong interests in wildlife and in the scenic beauty of this remote area. The rankings of activities or

features may be truly significant but also reflect the familiarity of the respondents with activities now available. This may suggest then, that with sufficient detailed educational material , and advertising, the preferences of these travellers may be strongly influenced. This has important implications for community-based tourism and the communities indicating an interest in developing their history and culture should be assisted as much as possible. To encourage financially successful tourism businesses, while maintaining the integrity of the destination based on wilderness adventure will be a difficult challenge.

5.5 Marketing

5.5-1 Advertising

The largest percentage (57%) seem to be long-term planners acting upon a latent desire to see country of which they have long been aware. At this point in destination development, word of mouth appears to used most often in generating awareness of the destination. However, a large proportion of visitors have always wanted to visit the area and travel articles have been important in generating awareness of the Northwest Territories as a travel destination. To spark action upon this latent urge should be the goal of information and marketing programs. Table 5-1 presents a comparison of selected sources of information accessed by tourists during the trip planning process.

Van Raaij and Francken suggested that "Information functions to sensitize, persuade, heighen appreciation, and legitimize choices." (1984, p.101). They also categorized information seeking into early and later phases, each with definite patterns of search. Early phases tended to be characterized by commercial information (sales people, advertising, travel brochures and

Source of Information n=230	Planning Period Pre-trip	During Trip
Government Visitor's Centres/ Chambers of Commerce	26.1	68.3
Automobile /RV Club	19.6	3.0
Travel Agent	13.5	4.3
Word of Mouth	30.9	45.2

Table 5-1: A comparison of selected sources of information used in trip planning.

catalogues). Later on advisory sources were more important (tourist offices and automobile associations). Jenkins (1978) discovered social sources to be most important, followed by advisory sources. Travel agents were not used to any great extent.

Snepenger (1987), in his analysis of Alaskan travel data found the four most common sources of information to be: travel agents, advertisements sponsored by the state, tour brochures and guide books, and friends and relatives. As might be expected he also found that organized mass tourists sought information primarily from travel agents. He found few tourists (3.7%) used advisory services such as Chambers of Commerce of Convention and Visitors Bureaus to plan their trip. In addition the age of the sample may affect amount and depth of planning. Dorsey (1987) found that mature travellers , "Because they have been consumers for a long time have done a tremendous amount of planning; that their planning may last anywhere from 3 months to 5 years." (p.14) He also indicated that a greater sense of dimension may exist in the travel purchases of older consumers.

This study found advisory sources like government brochures (the Explorer's Guide) and Auto and RV clubs are important sources of information during the pre-trip period. Word of mouth is important during the complete travel experience, but is used more during the trip. Travel articles and media advertising are very important in raising awareness of the N.W.T. as a travel

destination, however, advisory sources are more commonly used to plan itineraries. There may exist identifiable patterns of information search during particular stages of development which will increase in complexity as the destination proceeds through cycles of tourism growth.

Virtually 100% of the tourists sampled are monthly or weekly magazine readers. Because of the large numbers of different magazines read by this sample, this form of advertising may not represent the most cost effective means of reaching the market. Tracking advertisement placement will allow accurate and appropriate expenditure of marketing funds.

The impact of travel articles in popular magazines was described by a hydrologist, C. Rawlins at the "First North American Interdisciplinary Wilderness Conference" held at Weber State College in Utah in February 1988. His presentation included a case study which showed that as a direct result of one article in Outside magazine, recreational use of a lake in his working area increased far beyond what its fragile ecosystem was able to tolerate. (described in Bullock, 1989). A further appeal for responsible travel writing was made in a recent letter to Backpacker. Pat Morrow, a well known wilderness traveller and photographer-journalist, suggested others follow his style of travel writing which uses pseudonyms for particularly fragile canyons of the American Southwest (Morrow, 1989).

While the Northwest Territories is certainly not faced with an urgent need to protect itself from a mass tourist invasion, both the ecological and social carrying capacities of this region are so low that key areas should be identified and use limits developed. The flora and fauna of these tundra and alpine environments are extremely sensitive to man's impact. Areas of particular scenic beauty and environmental significance will draw the most number of tourists. In addition, travellers to this region are primarily

interested in viewing wildlife. This has great potential for direct conflict with aboriginal hunting practices.

From the author's personal experience in Inuvik during the summer of 1988, it is certain a lack of planning could have significant impact upon the long term development of tourism in the region. One example will be described. To satisfy tourist desire to see wildlife and for hiking opportunities, groups were organized and taken into the Richardson Mountains during the early migration of a portion of the Porcupine caribou herd in August 1988. Local hunters from Aklavik, who depend upon this resource, were upset with both tourists and local businesses. Contact with the herd at such a critical time during migration causes the leaders of the caribou herd to travel further into the Richardson Mountains. Hunters then must travel greater distances with increased time and cost, to obtain caribou meat (Arey, pers. comm, August 1988). Because a great portion of the region is covered by native land claims, it is private land. Strong native groups can easily stall tourism development in the region with sufficient provocation. At the time of writing, some attempts had begun to identify key areas with tourism potential for wildlife viewing in the Richardson Mountains (Talarico, 1989 pers. comm.).

Although absolute control over travel writers is impossible, some attempts can be made to tailor government-sponsored programs to encourage awareness of and responsibility to both ecologically and socially sensitive areas. Also, in the small-community reality of the Northwest Territories, travel writers can be quickly socialized to write within community norms! Most critical, however, in this process of developing adventure and wilderness-oriented tourism is a planning process consistent with community strengths and goals.

5.5-2 Packaging and Institutionalization

> Nowadays it costs more and takes greater ingenuity, imagination and enterprise to fabricate travel risks than it once required to avoid them. (Boorstin, p.117)
>
> But there's no reason planning and booking your trip has to be a challenge. You can have an adventure vacation that's fun and carefree if you travel our land with the people who know it best...by choosing an all-inclusive excursion or "package tour". (from the 1989 Explorer's Guide, Outcrop, 1989; p.39).

Package tours are pre-planned, organized travel experiences. Itineraries are fixed in cost and time of travel. A wide variety of activities are available to focus the tours on special interests such as hiking, canoeing, or nature study. The tours contain accommodation and meals, air transport, surface transfers, and sightseeing or other activities. There has been a proliferation of adventure packages in recent years. Each probing more and more remote areas of the world. Tourists pay for travel to exotic destinations, in transportation costs, in guiding services and equipment use - costs are high. There has been a 150% increase in package tour companies operating in the Western Arctic between 1986 and 1989 (Explorer's Guide, 1986, 1989). Cost of package travel to the region varies between $1,500 and $4,000. The presence of tour operators like Antler Tours and the Arctic Tour Company in Inuvik acts as a catalyst for development and advertising increases the supply of tourists primed for a northern experience. Local tour operators have noticed an "incredible increase in request for information regarding tours offered and commission structures from southern travel agents" (O'Kane, 1989 pers. comm.).

The present sample of 239 groups of tourists, revealed that 17% had travelled to the region on a package tour and seem to reflect the time constraints of the packaged tourist (travel skills may also be important). With

a limited amount of time for trip planning and learning about the environment at the destination, package tourists may be relying on the services of a tour operator to both plan and teach.

However, by far the majority of tourists travelling to the Western Arctic are travelling independently. The travel patterns of these tourists are much more difficult to control than those of package tourists. Successful participation in the travel industry requires controls in the form of training, health regulations and insurance coverage. Although licensing for outfitters is necessary in the Northwest Territories, package tour operators are not yet regulated separately. However, with licensing, it is relatively easy to at least measure and perhaps manage tourist travel in the region. Licenses can be withheld pending compliance with regulations and fines can be levied. To police this system requires manpower and an efficient communication and information system and is but one of many tasks for an overworked Government Tourism Officer.

Apparently level of adventure is less important to this sample of package tourists than to independent travellers. However the distinction is unclear and was not statistically upheld. This may be because packaging has acted to blur the destination's associated "level of adventure". With packaging, an area like the Western Arctic can attract a variety of segments each with their own adventure threshold and many types of packages exist in this region. Given a larger sample size, the distinction between package tourists and independent travellers may become more apparent. However, with a large and diverse destination like the Western Arctic, with a variety of levels of accessibility in terms of packaging and opportunities for adventure it will be necessary to define the segments more closely prior to analysis.

Inuvik's position is at the end of the road, yet it is an anticlimax for those anticipating an Arctic, wilderness experience. To travel beyond Inuvik, tourists must walk, boat or fly. Many different opinions about accessibility were expressed by respondents.

> With the Dempster Highway open, more average (but adventurous) people can travel to Inuvik. The Western Arctic would be more attractive to these people if there were more roads beyond Inuvik or around it. (Survey 21)

> Don't build more roads...! (Survey 61)

There are controls on tourist movement beyond Inuvik. At present only one operator rents canoes to individuals, 5 operators guide groups on canoe trips on rivers reached from Inuvik; 4 operators will take tourists on motorboat tours of the Delta area. Without experience in the region, or a high level of wilderness travel experience. tourists would be extremely foolhardy to travel beyond Inuvik. However,the presence of package tours has opened up these areas to tourists who would not normally have the skills or equipment necessary for such a wilderness adventure and perhaps in the process altered the destination so that the true adventurers are no longer attracted. The following comment is taken from a letter to Equinox magazine.

> Commercial touring is not adventure:. It is a substitute for adventure - pre-programmed, dependency building. Moreover, just by their presence in remote countries, tour groups displace persons seeking real adventure: real adventure being the kind of experience self-reliant people have when they meet with the unexpected and the dangerous in wild places. (Chipeniuk, 1988)

The institutionalization of the tourism products of the Western Arctic is well underway and an increasing level of penetration into the market can be expected. As this process continues the destination's image may cease to lure the allocentric tourist. In addition, there may be an increasing potential for loss of control of tourism development as marketing of tours is increasingly

assumed by southern tour operators, wholesalers and travel agents (Keller, 1987).

With increased institutionalization, the Western Arctic as a destination will change. Responses to tourist demand is already in evidence with the start-up of various outfitters and tour operators. Government funding programs guided by the Community based-Tourism Strategy have thus far encouraged local control of developments. However, as development proceeds more local and non-local businesses will answer the (wild!) call of the tourist dollar and enter into the industry. Control will become increasingly difficult to maintain.

> The fragmented, highly competitive and often small scale nature of the industry in Canada has made it extremely difficult to secure agreement from all components of the industry on particular lines of action. (Butler, 1986; p. 80)

Butler continues, to give an example of the building of a large waterslide at the entrance to Waterton Lakes National Park in Alberta. Expanding further on the idea of the tragedy inherent in the community aspect of the tourism resource base, he adds,

> To the individual operator, one more hotel/ski slope/campsite/ restaurant etc... will not make any difference, yet the environment, the scenery and the wildlife that make up the attraction to tourist are common goods like fresh air and pure water and we know what has often happened to these commodities in areas where development has taken place. (Butler, 1986; p.80)

With increased numbers of tourists and level of development, the Western Arctic's markets will change. At present the area is attracting a relatively small number of tourists with its wilderness,wildlife, outdoor adventure opportunities. The Northwest Territories has little else at present to offer tourists, except perhaps native culture; but that, too, is subject to the effects of increasing visitation. The small local populations, the fragile arctic environment and the low tolerance of the present market to increased

"touristization" limit the potential for large-scale marketing and development. Maintaining the remoteness, either through limiting access by controlling transportation linkages, monitoring promotion or through pricing to ensure exclusivity may be the only way to continue to attract this market.

5.6 Adventure Travel and the New Destination

The Western Arctic is in early stages of tourism development and is attracting several different markets with a variety of levels of packaging. Adventure need not be limited to hardy, independent explorers. Independent travellers range from those who prefer the freedom and adventure offered by individual travel, particularly on the Dempster Highway to those who canoe wild rivers with two tour guides for each participant. This group exhibits a wide range in characteristics, from the 75 year-old and his wife driving a large RV, to the 25 to 34 year-old group of friends in a camper van, the 74 year old who experienced the adventure of a lifetime hitchhiking on his own from Calgary to Inuvik and the husband and wife team who spent 3 months canoeing on the Mackenzie River. Package tourists are also fulfilling desires for adventure in the Western Arctic. Taking advantage of other's skills in organization, wilderness travel and nature interpretation these groups are penetrating further and further into the hinterland in their search for a true arctic adventure.

The destination's resources upon which these travel experiences are based have a finite ecological capacity, but their tourism carrying capacity (defined as the "maximum number of tourists that can be contained in a certain destination area" (O'Reilly,1986; p. 254)) is subject to the total size and motivational characteristics of the identified markets and level of tourism development (attractions, tourism plant and infrastructure).

> ...there are a number of cycles which may or may not be linked to varying degrees. Furthermore capacities change along with experiences which are available as resorts proceed through the cycles. There are likely to be differences of opinion concerning the desirable number of visitors, appropriate experiences and planning and management problems both within and between groups of hosts, guests and investors at any stage of development. Whose capacity is to be paramount? If capacity is exceeded, exactly what is to be done about it? (Wall, 1982; p. 192)

The common pool of tourism resources is drawn upon by both the tourism industry and the market. To make decisions regarding the "appropriate" level of development is no one's and everyone's responsibility. Tourists will answer the call of the wild and developers will answer the call of the tourist dollar. To control either group will require some innovative planning as well as a large degree of public and private-sector foresight. The final chapter of this thesis attempts to address this dilemma and presents a new planning tool which may assist tourism developers and planners.

Chapter 6

A New Planning Tool: The Tourism Opportunity Spectrum

6.1 Implications of the Life Cycle for this Destination

> "In our opinion, one of the few remaining unspoilt wildernesses of the world. Don't change it for the sake of tourism!!" (Survey 177).
>
> "The vast, open and at least visibly untouched natural state of Canada's North would be worth any personal effort to visit and preserve." (Survey 177)

These are valid observations by a segment of a concerned tourism market, but do they represent the best opportunities for a healthy tourism industry? Tourism development must have certain goals, one of the most significant is to bring a favourable return on government and industry investment. The idea of a linkage between high environmental quality and economic benefits has been gaining support in tourism literature. Innskeep, 1987 indicated that, "...both governments and investors/developers are realizing that tourists are increasingly expecting and demanding a high level of environmental quality in tourism, areas, and that environmental planning is simultaneously good economic planning." (p. 131). Gunn (1977) described the fragmentation in the tourism industry and the difficulties in coordinating public and private sector interests and commercial and conservation-oriented involvement in tourism development. The Government of the Northwest Territories' tourism development strategy outlines the following primary goal, "...to assist communities and their residents across the N.W.T. in achieving their tourism revenue and employment objectives in a manner compatible with their lifestyles and aspirations." (G.N.W.T., 1983; p.9). An additional goal is included, "...the tourism industry can enhance the quality of life of N.W.T. residents through contributing to the conservation of significant elements of our cultural and natural environments..." (G.N.W.T., 1983; p.9).

The Northwest Territories may be in direct competition with the Yukon and Alaska for both the auto touring market and increasingly the package tour market (except the cruise ship segments). In terms of outdoor adventure, the upper end of the markets, both the driving touring as well as the more active, canoeing, hiking segments are increasingly being attracted to the N.W.T. This is as a result of the marketing efforts of the N.W.T. government, the increasing institutionalization of the market and the degradation of high quality opportunities at competing North American destinations. There is a risk in tourism development that capacity will be exceeded and visitors will stop travelling to a particular area. Innskeep (1987) argued for "quality tourism" including limited, highly controlled development and selective marketing. He suggests that to maximize a favourable return on social and economic impact levels, attempts should be made to attract a smaller number of affluent tourists who spend more and stay longer (p. 124). With adequate planning, the Western Arctic is in an excellent position to capitalize upon its exotic lure and attract this upscale travel segment.

The Western Arctic is now between the involvement and development stages of tourism growth. Markets are being identified and development opportunities are being sought. A recent planning study (MacLaren, 1988) identified adventure travel as having the greatest growth potential. Each of the groups of travellers visiting this region are under the lure of adventure opportunities. This individualistic perception and the interaction between various market segments, each seeking adventure, must be addressed to properly service each market segment. Tourism planning must depart from the traditional master planning approach towards one which seeks to install and anchor a process for continual reassessment of markets, supply of tourism products and the community-defined social and environmental carrying

capacities. Tourism planning must "shift from a preoccupation with development planning and economic impacts toward a process in which research, modelling and goal-setting directly complement all development plans" (Getz 1986, p. 32). The following section proposes a planning strategy, useful in assessing the overall development of an adventure-oriented destination. The model is based upon the Outdoor Recreation Opportunity Spectrum (Clarke and Stankey, 1979).

6.2 A Strategy for Adventure Tourism Development

Lucas (1964) redefined the resource manager's concepts of wilderness in his study of recreationists in the Boundary Waters Canoe Area of northern Minnesota and northwestern Ontario. He suggested that there was an underlying order in man's perception of wilderness and that the canoeist's wilderness was most easily destroyed while motorboaters valued wilderness less highly and were more accepting of heavy use.

It may be that tourists seeking an adventurous travel experience occupy a similar spectrum. Independent travellers drawn by early stages of growth of a destination may be most sensitive to tourism development. Getz (1983) called it the "last settler syndrome", where repeat visitors are less likely to be tolerent of changes in the destination area than successive groups of first time visitors. Increasing facilities and attractions for the tourists may dissuade the earlier "explorers" from repeat visits as well as decrease the value of their word of mouth advertising. As development proceeds at the destination, marketing increases its visibility, businesses seek to meet their perception of market demand and the area is usually changed. Tourists attracted in later stages may still be seeking a particular level of adventure, but their sense of novelty is based upon events and facilities created for tourists. It is very

difficult to reverse development and once the destination has changed to meet the demands of mass tourism, the explorers and early adventurers will not return.

In 1979, Clarke and Stankey presented their analytical framework for recreation opportunities varying from modern and developed to primitive and undeveloped sites. They identified site characteristics which influence opportunities for recreation. In considering opportunities, people were faced with choices of activities, settings and experiences. It was proposed that an opportunity included the natural environment, qualities of recreational use such as levels and types of use, and the conditions provided by management of the area (Clarke and Stankey, p. 45). A wide range in quality recreation opportunities would be provided by combining each of these in appropriate ways.

In order to define factors important in assessing recreation opportunities, four criteria were developed. They were:

1. The factor is observable and measurable.
2. The factor is directly under management control.
3. The factor is related to recreationists' preferences and affects their decisions about areas to use.
4. The factor is characterized by a range of conditions. (Clarke and Stankey, p. 52).

Six factors emerged when existing research on the Recreation Opportunity Spectrum (ROS) preferences of recreationists and management experience were evaluated by the criteria: access, other non-recreational resource uses, onsite management, social interaction, acceptability of visitor impacts and acceptable level of regimentation (Clarke and Stankey, p. 52) A detailed description of each factor is provided in their report.

The framework provided a useful method to examine recreation opportunities in a particular setting with a range of conditions from completely wild and natural to controlled and urbanized. The utility of the framework lies in its enabling a manager to maximize recreation opportunities along the spectrum in a given area.

Clarke and Stankey have called the Recreation Opportunity Spectrum assymmetric. The spectrum is characterized by asymmetry in the reversibility of management actions because changes from modern to primitive can be more easily reversed than changes in the other direction. (1979, p. 65).

Although the Recreation Opportunity Spectrum has never been applied to a tourism scenario, many similarities exist between the recreationists' evaluation of a setting and a tourists' propensity for adventure travel at a given destination. Decisions can be made so that development reflects an area's commitment to a certain tourist markets, level of development and aura of adventure. A wider market penetration can be obtained by utilizing the "Tourism Opportunity Spectrum" and combining each of the factors presented in creative ways. The six factors described above will be discussed in terms of a tourism system.

6.2-1 Access

In a tourism system, access is the result of a unique combination of physical transportation linkages as well as the accessibility provided by ease of purchase. Transportation routes are clearly self-evident. In terms of adventure travel, transportation routes will improve with the degree of softening of the experience. Thus, for hard adventure, the only means of access will be self-propelled travel along completely natural routes such as rivers and game trails. The adventurer is completely self-reliant, although he/she will probably require mechanized transport to the point of departure.

In the case of the Western Arctic, travel along the Dempster Highway is the adventure experience for a large number of tourists. This is classified as soft adventure according to the continuum, however it is important to remain aware that adventure is a largely individualistic experience and the same psychological level of adventure will be achieved by a wide variety of experiences in a given destination. Including informational access to the spectrum is a significant departure from Clarke and Stankey's ROS guidelines. However it satisfies the four criteria used to define the continuum and has become a key influencer in travel behavior. Independent arrangements are most likely in the hardest of adventure travel experiences. Trip planning, travel and accommodation arrangements en route to the destination are made by the individual. Information tends to be gained through word of mouth and social sources (friends, relatives). Travel books are usually historical and geographical descriptions of the area as well as accounts written by explorers. Trip reports may be verbal or written records passed along to others in the same social network. Independent travellers in particular, have the flexibility to react most quickly to information. Once information is available, it is rapidly communicated through the various means of conveyance until the particular event or location becomes institutionalized as shown in 1. c) of Table 6-1 .

The overall level of difficulty in accessing the region varies from very difficult to very easy. The Western Arctic as a destination includes a spectrum of access, from twice daily jet service from Edmonton and road access via the Dempster Highway to a month-long canoeing expedition down the Mackenzie River. The tourism frontier beyond Inuvik is accessible by water (motorized and non-motorized), aircraft and foot)

	Level of Adventure ---Hard----------Medium---------Soft----
1. Access	
a) Difficulty	very difficult ---------- ---- difficult---------- moderately difficult---------- -------very easy
b) Access System	
Transportation	rivers, game trails---------- ---aircraft---------- ----------road (gravel)---------- ----------road paved
Marketplace	individual---------- -------- retailers ---------- ------wholesalers--------
c) Means of Conveyance	
Transportation	foot/canoe /kayak ---------- motorized vehicles---------
Information Channels	word of mouth---------- social sources advisory, ---------- commercial----------
2. Other Non-adventure Uses	incompatible-------- depends on nature and extent---------- ----------compatible on a larger scale
3. Tourism Plant	
a) Extent	no development isolated locations ------- moderate extent----- ------ very extensive
b) Visibility	none---------- ------primarily natural appearing---------- --------obvious changes
c) Complexity	not complex-------- ----somewhat complex----------
d) Facilities	no facilities---- safety (police, radios)--------- and limited access ---minimum comforts and conveniences -------some comforts------- ----------many comforts

Table 6-1 : Range of Tourism Development Opportunities for Adventure Travel Markets (con't)

4.	**Social Interaction**	
	a) Hosts/Guests	little contact, ---------- authentic experiences some interpretation---------- for tourists interpretation---------- and handicrafts for tourists ---------- extensive handicrafts and events solely for tourists
	b) Guests	no interparty contacts infrequent interparty contacts occasional interparty contacts frequent interparty contacts
5.	**Acceptability of Visitor Impacts**	
	a) Degree of Impact	none---------- ----------low degree ---------- moderate degree -----high degree
	b) Prevalence of Impact	none------- --------uncommon ----------prevalent, small areas ------prevalent,
6.	**Acceptability of Regimentation**	none minimum regimentation moderate regimentation strict regimentation

Table 6-1: Tourism Development Opportunities for Adventure Travel Markets

.6.2-2 Other Non-Adventure Uses:

The opportunity for adventure is a key determinant for travellers to a frontier destination such as the Western Arctic. Over 85% of those sampled in the present study, felt that adventure was important or very important in motivating them to travel to the region. Other aspects of the destination, like native culture and history were of varying levels of importance. The Tourism Opportunity Spectrum presents the range of compatibilities between non-adventurous developments in the destination area. This may be solely tourism

development oriented as in a large waterslide development in Inuvik, or of consequential interest like the issue of oil development in Tuktoyaktuk. The latter is acting as some source of tourism interest, however the possibility exists of over-development and subsequent tourist dissatisfaction. A sense of adventure and frontierism is an important aspect of the Western Arctic aura as a tourist destination and developments seen as competing may range from completely incompatible to compatible on a large-scale. The decision to be made is the level of adventure desired at a particular location within the destination and the point at which each of these non-adventure developments overwhelm the area's adventurous appeal.

At the broadest scale the Western Arctic may be considered to be attracting allocentric tourists, but within the destination there is a continuum of psychocentric to allocentric travellers each occupying a niche in the multilinearity of a highly segmented market.

6.2-3 Tourism Plant

The Recreation Opportunity Spectrum, identified on-site management as an important factor in defining recreation opportunities. This factor includes: site alterations such as facilities, non-indigenous forms of vegetation, traffic barriers etc... From a tourism standpoint, these may be considered to be composed of the tourism plant. Tourism plant is assumed here to include: accommodation (hotels, motels, campgrounds), shopping and entertainment facilities, and signage for tourists. These developments will vary in extent, visibility, complexity and in actual facilities.

Modifications to the destination area may occur in isolated locations or they may be very extensive. Their visibility may be readily apparent as in the form of hotels and restaurants or there may be no facilities whatsoever as in the hard adventurous experience in the backcountry where the only facilities

are temporary ones created by the wilderness traveller. Complexity also varies from not complex to very complex. Examples here, are the 50-room hotel with private baths and food services compared to a makeshift tent accommodation with dinner swimming in the nearby river and the privy hopefully downstream. Facilities can be largely for the convenience and enjoyment or safety of users, or may be non-existent providing a true wilderness experience.

6.2-4 Social Interaction

The number of tourists in a particular area, simply by their presence, can effectively alter the region so that its attractivity for certain market segments is destroyed. A motorcycle tourist from New Hampshire wrote, " I found the Arctic area, Yukon and N.W.T. to be one of the most beautiful places on earth, I hope not much changes... to [sic] many tourists may ruin it." (Survey 94). In the tourist system, there are two states of human interaction which must be considered. One is the interparty contact, similar to that included in the ROS. This varies from the no-contact feature of the hard adventure experience to a frequent interparty contacts more acceptable to the soft adventure traveller. A second aspect of the tourism spectrum is the interaction between the host and guest. This may take the form of cultural adaptation or it may also reflect an increasing level of irritation felt by community residents as the number of tourists increases to unacceptable levels. For the purposes of this thesis only cultural adaptation and the dilemma of authenticity will be addressed.

While native culture was a less important characteristic of the Western Arctic's attractivity as a tourist destination, a significant number of tourists did "experience native culture during the stay in the region. Many of the tourists appear to have spent more on native handicrafts in the Northwest

Territories than the Yukon. This may be due to the exotic appeal of the Inuit and Dene people of the Western Arctic. The frontier traditionally seems to produce more authentic and less expensive souvenirs and handicrafts. As the level of adventure and novelty decreases at a destination, the authenticity of the tourist experience is seen to decline. This may be a result of the increase in interpretation of the indigenous culture for tourists, leading to the provision of handicrafts and events solely for the tourist market. There have been many evaluations of the impact of tourism development on native culture (see de Kadt,1978). This type of analysis is not the intent of this spectrum; rather, its function is to provide a framework within which the impacts of increasing market orientation may be evaluated according to the level of adventure important to the destination's development.

6.2-5 Acceptability of Visitor Impacts

Travellers to the Western Arctic exhibit varying degrees of acceptability of tourism impacts. And further research needs to be done to more closely identify key elements of the range in acceptability. Inuvik's position at the end of a scenic and purely wild trip up the Dempster Highway is both a benefit and a liability. Inuvik was seen as "ugly, nature destroyed." (Survey 117), and it promotes a feeling of anticlimax in the tourist. To achieve a truly Arctic experience, the tourist must travel further. Thus there is the opportunity to develop controlled, and high cost tours beyond the end of the road. The purity of the wilderness experience represents an important resource for tourist businesses. The acceptability of impacts will depend on both the degree of impact and its prevalence throughout the region. Both must be utilized for an accurate forecast of the destination's overall image to the potential tourist. If the majority of tourists remain in Inuvik, the Western Arctic will soon reach its carrying capacity and result in forfeited potential in

terms of numbers of tourists and financial return. If the range of tourist opportunities is addressed, then many segments of the market will be serviced, leading to more efficient development of the region's tourism resources.

6.2-6 Acceptability of Regimentation

Finally, the acceptability of regimentation will reflect the softening of the destination for adventure tourism. Several aspects of regimentation will be discussed. The first is related to flexibility of touring arrangements. As increased packaging promotes further development of tourism resources in the Western Arctic, flexibility in personal decision-making does not have to be abandoned. The wide variety in types of tour packages has led to highly individualized packages with appropriate levels of free-time. The level of regimentation is an important aspect of the adventure travel experience. The idea of "northern time" was mentioned by several respondents in a favourable light. The way of life so important to northerners, is a unique tourist attraction.

> Really enjoyed the 'laid-back' attitude of the local people and tours on 'northern time'. (Survey 135)

> It was a wonderful trip, educational and informative. The northerners were all super friendly and wouldn't trade their life for our rat-race here in Ontario for anything. (Survey 156)

The physical reality of the Western Arctic environment limits high levels of regimentation. The vagaries of arctic weather can effectively undermine any plans for regular travel beyond Inuvik. While cancellation of tours is relatively rare, fog, snow, and ice cannot be predicted with much long term accuracy. Careful managing of the tradeoffs between regimentation and flavour of the frontier should ensure success in maximizing opportunities.

6.3 Using the Tourism Opportunity Spectrum

The Adventure Tourism Opportunity Spectrum is assessed against the reality of the northern portion of the Western Arctic region (Mackenzie Delta/Beaufort Sea). The region as a whole is considered to be the destination, however, because all of the tourists to the area must pass through Inuvik, it has a disproportionate impact upon a traveller's image of the region. The importance of Inuvik's image is the key to the destination's image to tourists. Planning efforts must begin here to ensure a coordinated approach to producing a destination high in its quality of adventure and novelty.

	Level of Adventure		
	Hard	**Medium**	**Soft**
1. Access			
a) Difficulty		x	
b) Access System			
Transportation	x		
Marketplace			x
c) Means of Conveyance			x
Transportation			
Information Channels			x
2. Other			
Non-adventure	x		
Uses			
3. Tourism Plant			
a) Extent	x		
b) Visibility		x	
c) Complexity	x		
d) Facilities		x	
4. Social Interaction			
a) Hosts/Guests			x
b) Guests		x	
5. Acceptability of Visitor Impacts			
a) Degree of Impact	x		
b) Prevalence of Impact	x		
6. Acceptability of Regimentation		x	

Table 6-2: An Evaluation of the Adventure Tourism Opportunity Spectrum in the north Western Arctic (adapted from Clarke and Stankey, 1979).

The Western Arctic as a destination appears to lie between Hard/Medium and Medium/Soft levels of Adventure as outlined in Table 6-2. Throughout the region, a diversity of opportunities is available to the adventurous traveller. However, with increasing accessibility, both in terms of transportation and information, there is risk of alienating those travellers at the allocentric end of the spectrum. It is felt that this may be the group most susceptible to increased softening of the adventure travel destination (this term is opposite to the more literal "hardening" of a site by making it more impervious to visitor impacts (paving, traffic barriers etc.). Marketing campaigns should attempt to address the diversity of adventure travel experiences in the Western Arctic by evaluating the content and placement of marketing efforts as well as the possibility of over-marketing to the hardened adventurers. This group must be made to feel the destination has remote areas and that they must search out information. The idea of a coordinated distribution of individual trip reports may be a useful tool in this case. Rosenow and Pulsipher (1979), have reported that there is often no coordination between the promotional literature used to plan the trip, the directional communication en route and the interpretation of on-site attractions. Attempts should be made to ensure proper coordination between public and private sector advertising at various distances from the destination.

A second feature which becomes apparent from the evaluation of the Western Arctic's Tourism Opportunity Spectrum is the importance of Inuvik as the gateway to the frontier. To encourage visitors to remain longer in Inuvik development must include both distribution of tourists beyond the community as well as market-oriented opportunities within the town. The most obvious requirements within the community are a greater diversity of accommodation opportunities accessible nearby at reasonable prices. For example tent frames

near town, perhaps in Campbell Hills. Also the need for altering campgrounds along the Dempster to reflect the variety of adventure travellers is necessary. Those driving RVs do not require the same level of adventure as motorcyclists or other campers. A variety of camping opportunities should be made available; from the RV-oriented, drive-in, gravel surfaced, easily accessible sites to remote, walk-in sites with minimal facilities. This would increase the appeal of the Dempster, while at the same time ensuring quality experiences for many different market segments.

The Tourism Opportunity Spectrum may be used to assess the range of opportunity types in various settings. The range in adventure experiences, from hard to soft levels is combined with more specific environmental settings such as lakes, rivers, mountains, deltas and coastlines for example. Thus the spectrum may be utilized at a number of scales and in unique physcial environments. (after Clarke and Stankey, p.60).

Clarke and Stankey have oulined the possibility of "inconsistencies" which, occur when," the status of a factor (or factors) exceeds the parameters specified in the area management plan." (1979; p. 60). The overall image the public and private sector feel is appropriate for the destination is an important aspect of the tourism development planning process. While this cannot usually be legislated, guidelines are important in striving towards some measure of coordinated development. The increasing level of institutionalization and the improvement in marketing channels, without addressing the requirements of adventure-based tourism resources is an example of such an inconsistency in the Western Arctic.

The preceding section has identified and discussed a framework for assessing the range of adventure travel opportunities in the Western Arctic. It represents a new and useful tool for the planning and managing tourism

resources in a frontier region and will ensure a coordinated approach to presenting a destination to a broadened adventure travel market. The product life cycle of a destination is linked to increasing levels of artifice as the tourism industry changes to meet its perception of market wants (Table 1-2). In doing so, the tourism infrastructure and the natural resources upon which it is based are altered so that the original allocentric, explorer-type tourists are no longer attracted (Figure 1-1). Expanded marketing efforts form a large part of the destination's changing image held by the consumer. In an area such as Canada's Western Arctic which is strongly reliant upon a market attracted by an adventure-filled, wilderness frontier, foresight in tourism development is crucial.

6.4 Responsibility for Implementing the Opportunity Spectrum

It is comparatively easy to identify marketing strategies and opportunities for development versus actual implementation in a manner reflecting community goals and long-term profitability. A major problem lies with attempts to "control tourism development" and identifying responsibility for this control. Use limits are reflections of a human appraisal of a spatial situation and both the criteria used and the measurement of the acceptability of these factors will reflect the region's commitment to the resource base of adventure tourism. In tourism, the reality of the limits identified here may represent: degree of local involvement (including ownership of land and sensitivity to development) amount of information related to physical and cultural characteristics of the destination, marketing information, commitment of the region to long term tourism development and understanding of processes in operation. Table 6-3 details suggestions for responsibility for the factors within the spectrum. It is not intended as a

1. Access	
Access System	
Transportation	-N.W.T. Department of Public Works (Highways and Marine Divisions)
	-N.W.T. Department of Economic Development and Tourism
	-Elected members of the Territorial and Federal Legislative Assemblies
	-Canadian Transport Commission
	-Air Canada and Canadian Airlines officials (also includes local feeder airlines)
	-Local lobby groups including aboriginal groups, the Delta/Beaufort Development Impact Zone group (moniter oil impacts)
	-Western Arctic Visitor's Association
Marketplace	-local tour operators
	-non-local travel trade
	-market interest and desire to seek out information
Means of Conveyance	
Transportation	-individual ownership of mode of transportation
	-commercial sales and rentals of transportation in the region
Information Channels	-degree of customer interactions
	-availability of books on the region at libraries, bookstores and actual numbers published
	-N.W.T. Department of Economic Development and Tourism (Travelarctic) production and distribution (mail, telephone, FAX) of materials
	-Tourism Industry Association and Western Arctic Visitor's Association production and distribution (mail, telephone, FAX) of materials
2. Other Non-adventure Uses	-Private sector oil companies (Esso, Amoco, Gulf)
	-Mackenzie/Beaufort Regional Land Use Planning Commission
	-Western Arctic Visitor's Association
	-Dept. of Economic Development and Tourism
	-Aboriginal Land Use Corporations
3. Tourism Plant	-private sector operators
	-Dept. of Economic Development and Tourism (Inuvik Region)
	-Western Arctic Visitor's Association
	-Municipal Government
	-Aboriginal Land Use Corporations
	-Hunters and Trappers Associations
4. Social Interaction	
	-consumers will regulate themselves as they react to crowding levels and host behavior
	-Dept. of Economic Development and Tourism (Inuvik Region)
	-Western Arctic Visitor's Association
	-Aboriginal Cultural Agencies

Table 6-3: Responsibility for tourism development under the tourism opportunity spectrum (adapted from Clarke and Stankey, 1979).

(Table 6-3 continued)

5.	**Acceptability of Visitor Impacts**	-internal market regulation based upon customer perception of region, depending upon the availability of market information, local tourism associations will become involved
6.	**Acceptability of Regimentation**	-local and non-local tour operators -market reactions -unpredictable weather patterns

Table 6-3: Responsibility for tourism development under the tourism opportunity spectrum(adapted from Clarke and Stankey, 1979).

complete outline of roles and responsibilities, and is based only upon the author's familiarity with tourism development in this area.

The success of tourism development in this and any area will reflect the quality of the tourism plan, the strength of the tourism organizations and the ability of the communities involved to work together. The proliferation of interest groups, among communities, native organizations and industry have led to great difficulties in achieving consensus in regional planning exercises (both the Western Arctic Tourism Strategy and the Mackenzie Delta/Beaufort Regional Land Use Plan (in progress)). Tourism planning may be less difficult to orchestrate. Rosenow and Pulsipher have stated that tourism, "planning can begin from an agreed-upon point of reference. Consensus, always elusive in in land-use planning is more attainable when special qualities [of place] have been commonly recognized." (1978; p.63). The Western Arctic Tourism Strategy has identified unique features across the region, but further attempts to "identify the elements that make a community unique and assist in formulating specific action plans to enhance uniqueness"(Rosenow and Pulsipher, 1978; p.63) must be made to ensure successful maximization of tourism resources. Rosenow and Pulsipher's concept of "personality planning" is useful in attempting to coordinate a destination's image (1978). The process includes the following steps:

1. Delineate Distinctive Features (Natural, Cultural, Historical, Urban environments);
2. Plot Critical Zones;
3. Establish Use Objectives;
4. Formulate Specific Action Plans.

The Western Arctic Tourism Strategy has identified distinctive features in the region. Critical zones (urban and wilderness) may or may not have been identified on a consensual basis. Use objectives in terms of marketing and type of development and image desired for the destination must be agreed upon. These steps should not change dramatically year to year. Specific action plans, however must be subject to an annual review. This process has been implemented to a certain extent with the annual market plan development by the Western Arctic Visitors Association. This meeting already draws together public and private sector interests in planning the next year's marketing strategy as well as application for specific product development and information funding programs. Reasonably strong links exist between the public and private sectors (ie. Travel Associations/Tourism Industry Association and the Territorial Government). Special industry sector groups such as the hotel association and outfitter's associations hold seats on the Territorial Tourism Industry Association Board. For the process to be effective and market driven, measures must be taken to ensure accurate and up-to-date market information is available prior to planning sessions. The personality planning process seeks to help communities establish a vision of their potential, define objectives for appropriate development, then seek action programs meeting these objectives while recognizing the rights and concerns of individual citizens (Rosenow and Pulsipher, 1979). Gunn (1977) indicated that, tourism remains an abstraction and not a cohesive and integrated system

and suggests that "voluntary collaborative planning" may help to decrease the amount of fragmentation in the industry. The general process remains the same in tourism planning literature. This is the clear identification of marketing and product development goals based upon pertinent and timely market information and the willingness of the highly segmented industry to work together to serve and increasing fragmented market. Finally, in order for any new planning/management program to be a sucess the process must be "installed" in practical, systematic structures and "anchored" in place by individual players in the tourism system. These players must be culturally and psychologically prepared to actively implement the tourism management program.

Adventure travel has the potential to have the greatest impact on fragile tourism resources in the most remote areas such as the Western Arctic. The recent, rapid increase in the popularity of adventure travel has some characteristics of a mass movement. The increasing desire of the tourist to test him or herself in a wilderness setting has a bit of the nature of Hoffer's True Believer about him. "All movements, however different in doctrine and aspiration, draw their early adherents from the same types of humanity; they all appeal to the same mind." (Hoffer,1951; p. xi). The traveller seeking adventure at a frontier destination, represents the early, allocentric explorer well-described by Cohen, Plog and Smith. However, it is important to recognize the diversity inherent within the adventure travel market. With the increase in information about a destination, the increased amount of time for travel and increased disposable income, people are travelling more. This may have the effect of shortening the product life cycle of the destination area. Fads come and go more quickly now than ever before.

The purity of the Arctic environment seems to have touched a large number of the visitors to this region. Regarding the north's scenic beauty and wildlife as invaluable resources, respondents urged a controlled development of tourism. This thesis has identified and assessed the characteristics of a sample of tourists to the Western Arctic. It appears that a variety of tourists in various group sizes, each seeking a particular level of adventure has visited the region utilizing various levels of tour packaging. Cohen's idea of multilinearity has been upheld (Cohen, 1979;p.19). Their desire for adventure has been documented as has the effect of a wide diversity in level of tour packaging on the level of adventure, characteristics of trip planning, and trip activities. The potential for future development has also been described based upon this sample of tourists to the region.

The rapid increase in adventure-related travel has not given a destination such as the Western Arctic sufficient time to understand and react in ways to encourage succesful long-term tourism development. The importance of planning for long-term tourism development has never been greater. As well, the increase in the popularity of adventure travel, the impact of the increased commercialization of these travel opportunities has placed increased pressure upon the tourism resources upon which adventure travel is based.

6.5 Suggestions for Further Research

This thesis has assessed the characteristics of a peripheral tourist destination based upon a market profile of tourists to the Western Arctic. Much more research needs to be done on the travellers to the region. As marketing efforts cumulatively continue, pressure both to develop further tourism opportunities as well as to identify alternate markets will increase.

Tourist markets are continually changing, and the present research has only begun to outline the diversity of motivations of adventure-oriented travellers. To continue to develop profiles of each of the groups of tourists is important. Also, remote areas host many business people, government workers and scientists who participate in work-related and pleasure travel (Butler, 1975). Attempts should be made to incorporate these types of tourists into market profiles. Krippendorf's tongue-in-cheek description of tourist types presented in Chapter 1 could well be expanded to incorporate adventure travellers, academics researchers, and other business travellers! What is a business traveller? What is a researcher who also engages in pleasure travel? What role do they each play in tourist profiles?

The product life cycle of the destination appears to reflect the degree of development at the destination and adventure travellers will continue their push towards the periphery. Positioning the Western Arctic amongst its competitors will require more sophisticated attitudinal survey work and research on each destination's complementarity in terms of product and marketing efforts. A comparison between adventure destinations such as Yukon, Alaska and the Northwest Territories would provide much information on the changes in both supply and demand elements of the tourist system as well as views of the future for less developed regions of Canada's north.

The current research has begun to examine the tourist element of the overall tourism system. The Tourism Opportunity Spectrum is composed of both the market demand as well as the elements of the tourism infrastructure at the destination. Resident attitudes towards development, business opportunities and constraints should be exmined and placed within the context of the Spectrum. Economic impacts of various types of adventure tourists

should be described and evaluated in terms of the most appropriate markets for particular destinations identified.

Tourism carrying capacity is an important component of both the shape and scale of the destination life cycle. These capacities of the northern natural and cultural environment must be included in the planning of tourism development. Linked to this is the definition of product and market-based limits. The definition and description of points where markets seeking various levels of adventure are shifting to alternate destinations should be researched and included in development plans.

And finally, the concept of the inevitability of a destination to proceed through a life cycle towards divorce from the natural environment is an intruiging one and the creation and implementation of controls on market and product development will confront tourism developers and planners well into the future.

Appendix I:
A Summary of Types of Tours

Despite the wide variety of tours mentioned, it is possible to place each into particular categories. These are detailed as follows:

Type of Tour	Details
Escorted/Unescorted	-may originated at home location or may be a 'step-on guide' for particular segments -consumer may buy all segments or may choose to participate in particular segments eg. participants of Horizon Holidays tour of Northwest Canada may begin at either Toronto or Edmonton) -the entire itinerary is pre-arranged and pre-paid by the consumer
Independent Tour (IT)	-foreign (FIT), domestic (DIT, within North America) -traveller is responsible for own itinerary -all is pre-arranged and pre-paid -often beyond capacity of retail travel agent and wholesalers become involved -more costly than group tours
Group Independent (GIT)	-promotions by airlines, coach operators, railways for groups of a minimum size (for example sports teams, club travel, student groups) -most often applied to coach tours of 40 to 48 people -arrangements pre-paid and limited in flexibility
Special Interest Tours (SIT)	-composition and operation similar to the GIT but usually applied to small dedicated groups of 10-29 persons -principal areas of application are canoeing and river rafting, sports (golfing and tennis), consumptive and non-consumptive wildlife oriented tours (hunting/ fishing, birdwatching), photo safaris, historical and cultural programs.
Inclusive Tour Charter (ITC)	-first Canadian program in 1967(originally developed in Europe in mid 1950's) -"package holiday" a phenominal success -includes chartered transportation, accommodation and local activities -low in price and high in dependability -frequent service to high demand destinations

(adapted from Consensus Canada, pp. 14-19)

Appendix II
Guided Tour Visitation to Inuvik, N.W.T. in 1981

Guided Tour Company Origin	Historical Pattern of Visitation	No. of Groups	People/ Group	Total People
Horizon Tours; Toronto, Ontario	-1971 first year -first tour group to region -day trip to Tuk for 4-6 hours	28	32	896
Atlas Tours; Whitehorse, Yukon	-also involved in bussing Horizon and Maupintour -day trip to Tuk for 4-6 hours	12	20	240
Maupintour; Lawrence, Kansas	-only a few years in N.W.T. -day trip to Tuk for 4 hours	2	28	56
DeWest Tours; Vancouver, B.C.	-1981 was first year in N.W.T. -day trip for a few hours to Tuk	4	7	28
Alberta Wheat Pool; Calgary, Alberta	-10 years in Inuvik Region -Tuk side trip 50% of time (weather dependent)	1	90	90
Midnite Arctic Tours; Inuvik, N.W.T.	-visit Inuvik and Tuk each for 2 hours	6	49	294
Majestic Tours; Edmonton, Alberta	-planned to visit in 1982 -optional side trip to Tuk	n / a	n / a	n / a
Total Package Tour Visitation				1,604

(Source: AKAY Consulting)

Survey of Travellers to the Western Arctic

1988

May we send you a questionnaire?

Tell us about yourself and your trip North... Please leave your name and address and we will send you a questionnaire.

Western Arctic Visitors Association
University of Western Ontario

Characteristics of Travellers to the Western Arctic

Welcome Home!

Tell us about yourself and your trip north... please answer as many of the questions as you can and feel free to add any comments throughout the questionnaire, using the reverse side of the pages if necessary.

The information you supply us with will be used to assess the range of experiences and opportunities for travellers to this region, and for local businesses. It will also form the basis for my Master's Thesis in the Department of Geography at the University of Western Ontario. If you would like to receive a summary of the results, please add your name and address to the end of the questionnaire.

Thanks for your time and thoughts!!

Lori Waldbrook

Western Arctic Visitors Association
and the University of Western Ontario

Western Arctic Exit Survey
Summer 1988

Trip Characteristics

1. What mode of transportation are you primarily using? (check)

___ Truck
___ Truck with Camper/Trailer
___ Car
___ Car with Camper/Trailer
___ Van
___ Recreational Vehicle
___ Airplane
___ Bus

other _____

2. How many people including yourself are travelling together (sharing expenses, decisions) _____

3. How many different households are represented in this party? _____

4. How many people in your travel party are in each of these age categories?

Age	Male	Female
under 15		
15-19		
20-24		
25-34		
35-44		
45-54		
55-64		
65-74		
75+		

5. How did you first become aware of the Northwest Territories as a travel destination ? (please check)

___ friends and relatives
___ travel agent
___ newspaper/magazine article
___ previous visits
___ have lived here before

Other_____

6. When was the decision made to visit the NWT?

___ within the last 2 years
___ last year
___ six months
___ during trip

Comments?_____

7. In planning your trip, did you (or any member of your party) attempt to obtain travel information about the NWT (please check all that apply)?

___ Travel Agent
___ Auto/RV Club
___ Chamber of Commerce/Visitor's Assoc.
___ Arctic Hotline (Gov't of the Northwest Territories toll free travel information)
___ Gov't of the Northwest Territories travel publications (ie. Explorer's Guide)
___ by word of mouth
___ from a newspaper or magazine advertisement
___ from a magazine or newspaper article
___ from a travel show
___ other (please specify) _____

8. During your trip, did you (or any member of your party)attempt to obtain travel information about the N.W.T. (please check all that apply)?

___ from a travel agent
___ from an auto/RV club
___ from a Chamber of Commerce
___ from a Yukon Visitor Reception Centre
___ from an NWT Visitor Reception Centre
___ by word of mouth
___ other _____

9. Are you and (and your party) travelling primarily for business or for pleasure?

___ Business
___ Pleasure/Vacation ___ Both

a) If business, then which of the reasons listed best describes the primary purpose of this trip ___ Employment
___ Business/Conference
___ Other Business _____

b) If pleasure/vacation, why did you travel to the Western Arctic (please check all that apply)?

Reason	Not Important	Slightly Important	Important	Very Important
To visit friends/relatives				
To drive across the Arctic Circle				
To drive the Dempster Hwy				
To visit Inuvik				
To see the Arctic				
To learn about native culture				
To purchase native arts and crafts				
To visit historical/archeological sites				
To meet northerners				
To visit northerners at home				
To experience a northern way of life				
To try northern foods				
To photograph northern scenery				
To experience North's natural environment				
To view northern wildlife				
To have an outdoor adventure				
As part of a tour package				

10. Please check to indicate which of the following activities you participated in during your trip:

____ Hiking/Backpacking	____ shopping for souvenirs/handicrafts
____ Bird Watching	____ Canoeing, Kayaking or boating
____ Wildlife viewing	____ Photography
____ Fishing	____ Exploring historical sites
____ Viewing wildflowers	____ Experiencing native culture
____ Camping	____ Viewing geographic features

11. Which of the above would you consider to be your most important activities (choose 3 only)
1. _____
2. _____
3. _____

12. Did you participate in any tour or other activities in the area organized after you arrived in Inuvik? ___ Yes ___ No
If yes, what did you do?_____
_____
_____
_____

13. How would you rate your satisfaction with the activity (activities) (please check one)?

very high	high	moderate	adequate	
____	____	____	____	____

14. What limited your touring in the Western Arctic (check all that apply)?

___ time	___ lack of suitable activities
___ cost	___ lack of information on activities
___ did not plan to tour beyond Inuvik	___ interest

15. Thinking about your entire trip since leaving home, what was your main destination? (If more than 1 destination, enter name of place farthest away from home.)_____
_____

16. What was (will be) the total length of time you spent on holidays:
____ nights in the Yukon ____ nights in the N.W.T. ____ nights in Alaska

17. How many days did you spend in the following Western Arctic communities? (please indicate full and partial days ie. 2 1/2 days)

___ Fort McPherson	____ Tuktoyaktuk	____ Norman Wells
___ Arctic Red River	____ Colville Lake	____ Fort Good Hope
___ Inuvik	____ Sachs Harbour	____ Fort Franklin
___ Aklavik	____ Paulatuk	____ Fort Norman

18. In total, how many nights have you been away from home? _____

19. How probable is it that you will return to this area? (Please check one)

definitely will return	probably will return	not sure	probably will not return	definitely will not return
____	____	____	____	____

20. Which of the following factors would most likely deter you from making a return trip? cost family time interest other

___ ___ ___ ___ ___

Comments?_____

_____

_____

_____

_____

Spending Patterns

21. Was this trip part of a package, where your travel expenses such as air fare, bus transportation, or accommodation, were paid for in whole or in part before arriving in the N.W.T.? __ Yes
__ No

If Yes

Were destinations other than the N.W.T. included in the package costs?(please name)_____

_____

What was the approximate cost of the total package?_____

What did the package include (please check all that apply)? ____ Airfare
____Ground Transportation
____ Accommodation

22. Have you participated in a packaged holiday in the past year? Yes No
in the past 5 years? Yes No

If yes where did you go? _____

23. During your holiday in the NWT how much money did you spend on the following items?

	$CDN	Yukon	NWT
Accommodation			
Gas, oil, tires			
Meals/beverages, restaurants			
Groceries			
Guiding or outfitting fees			
Local transportation fees - air			
taxi			
bus			
boat			
Transportation to the NWT			
Local artwork, and handicrafts			
Equipment- film, camping gear, fishing accessories etc...			
Recreation/Entertainment			
Souvenirs			

24. Considering your **total** expenses on this trip how would you rate your satisfaction: (check one for each location)

Location	Satisfaction Level				
	very high	high	moderate	adequate	poor
NWT					
Yukon					
Alaska					

Touring Possibilities in the Western Arctic

25. Which mode of travel would you prefer to use in exploring the countryside surrounding Inuvik? (Please rank your first 3 preferred 1,2,3)

___ Airplane ___ Truck or car ___ On Foot
___ Motor Boat ___ Small bus/mini-van ___ Mountain Bike
___ Canoe ___ ATV (All-Terrain Vehicle)

26. Please check the statement which you feel most accurately describes your usual travel behavior. When travelling I prefer to explore and learn about an area:

____ on my own with the help of written information guide books
____ by joining selected guided tours en route
____ by joining a small, guided group of 10-15 people with which I will travel throughout my trip
____ by joining a larger, guided group of 15-30 people with which I will travel throughout my trip

27. The following list represents activities within the Western Arctic. *Please rank items in each section in order of preference.* (1,2,3 etc...) and please check if you are unsure about your knowledge of the place or activity.

Activity	Ranking	Require more Information
a) Cultural Tours		
Visit northerners at home		
Visit a Dene Indian fish camp		
Visit an Inuit Whaling Camp		
Meet handicrafts people		
Learn of the region's history		
Attend cultural celebrations like drum dances/feasts		
Activity	**Ranking**	**Require more Information**
b)Natural Environment		
View the Delta		
View the Tundra		
View the Arctic Coast		
View the Arctic Islands		
View the Mountains		
View the Smoking Hills		
View birdlife		
View wildflowers		
View wild animals (muskox,caribou,whales)		

Activity	Ranking	Require more Information
c)Places to visit		
Richardson Mountains		
Herschel Island Territorial Park		
North Yukon National Park		
Banks Island/Nelson Head		
Kendall Island Bird Sanctuary		
Reindeer Preserve		
Pingos near Tuktoyaktuk		
Activity	**Ranking**	**Require more Information**
d) Communities to Visit		
Arctic Red River		
Fort McPherson		
Aklavik		
Tuktoyaktuk		
Sachs Harbour		
Paulatuk		
Norman Wells		
Fort Good Hope		
Fort Norman		
Fort Franklin		
Colville Lake		
Activity	**Ranking**	**Require more Information**
e) Activities		
Staying at Outpost Camps/Cabins		
Fly-in Canoe trips from Inuvik		
Fly-in fishing trips from Inuvik		
Fly-in hiking trips		
Big Game Hunting		
Guided Trips		
Unguided trips		
Boat tours		
Air Tours		

28. Given your answers to the above questions, how much time would you be willing to spend touring this area? (Please check one.)

No time ___ 1/2 day ___ one full day ___ 2-3 days ___ 1 week ___ more than 1 week ___

29. Comments on touring in this area?

_____

_____

_____

_____

_____

_____

Personal Information

30. What country are you from? Canada/Prov _____
U.S.A./State _____
Other Country _____

31. Age
15-19 ____ 45-54 ____
20-24 ____ 55-64 ____
25-34 ____ 65-74 ____
35-44 ____ 75 or more _____

32. Education
____ no formal education ____ vocational/technical
____ grade school ____ college/university
____ high school ____ post-graduate university

33. Male ____ Female ____

34. Type of Job _____ in _____(type of company)

35. Approximate total household income (specify currency and please check one)
__ up to $15,000 __ $45,001 to $60,000
__ $15,000 to $30,000 __ + $60,000
__ $30,001 to $45.000

36. Do you belong to any of the following organizations and why?

Club	Belong (✓)	Reasons for Membership (✓)				
		Education	Sport/ Recreation	Magazine	Tours/ Trips	Social
Fish and game assocication						
Historical/museum society						
Natural history society						
Archeological society						
World Wildlife Fund						
National Geographic Society						
Conservation Society						
Animal rights group						
Hiking Club						
Photography club						
Agriculture group						
Zoo/aquarium group						
Paddling Club						
Fitness Club						
Recreational vehicle club						

Other_____

37. Please list 3 magazines you read regularly. 1. _____
2. _____
3. _____

Appendix V

Origin of a Sample of Tourists Visiting the Western Arctic, Summer 1988.

Canada	% of total sample	
British Columbia	18.1	
Ontario	15.5	
Alberta	9.3	
Saskatchewan	5.7	
Yukon	2.1	
Quebec	1.6	
N.W.T.	1.0	
Manitoba	1.0	
Prince Edward Island	0.5	
Nova Scotia	0.5	
Canada		49.4% of total sample
United States		
Northwest		
Idaho	0.5	
Oregon	1.6	
Wyoming	1.6	
Washington State	3.1	
Alaska	3.6	
Northwest Total		10.4
Southwest		
Nevada	0.5	
Arizona	1.6	
Colorado	2.6	
California	8.8	
Southwest Total		13.5
Northeast		
Ohio	0.5	
Connecticut	0.5	
Indiana	0.5	
New Hampshire	0.5	
New York	2.6	
Wisconsin	1.6	
Pennsylvania	1.6	
Michigan	2.6	
Northeast Total		10.4
Southeast		
North Carolina	0.5	
Tennessee	0.5	
Mississippi	0.5	
South Carolina	1.0	
Florida	2.1	
Southeast Total		4.6

North Central			
	Minnesota	0.5	
	Iowa	1.6	
North Central Total			2.1
South Central			
	Oklahoma	0.5	
	Texas	0.5	
	Arkansas	1.0	
	Missouri	1.6	
South Central Total			3.6
United States Total			40.9 % of total sample
Europe			
	Norway	0.4	
	West Germany	2.5	
	England	3.0	
	Italy	0.8	
	Belgium	1.3	
Europe Total			8.0 % of total sample
Other			2.4 % of total sample

Appendix VI:
Listing of Magazines Read by a Sample of Tourists

A. Categorical Listing of Percent Readership

Religious	1.20
Money/Investment/Business	1.37
Other	1.88
Literary/Arts/Alternative/History	3.60
Job Related/Professional Journals/Clubs	4.62
Auto/RV/Motorcycle/Boat Travel	5.31
Hobbies/Sports (including Shooting)	5.82
Clothing/Beauty/Home/Lifestyle	7.71
Travel/Outdoor/Place/Hunting	12.5
News/consumer Reports/Regional Magazines/Digests	27.4
Science/Nature Study/Geography	28.4

B. Detailed Listing of Magazines Read

Magazine	Raw Frequency of Readership	Category	%
Travel/Outdoor/Place/Hunting			
Adventure Travel	1	1	
Alaska	12	1	
American Hunter	2	1	
Angler and Hunter	2	1	
B.C. Out of Doors	3	1	
Backpacker	2	1	
Beautiful B.C.	4	1	
Canoe	1	1	
Colorado Outdoors	1	1	
Cruising World	3	1	
Explore	2	1	
Field and Stream	1	1	
Fishing World	1	1	
National Geographic Traveller	2	1	
Northern Explorer	1	1	
Ontario Out of Doors	2	1	
Outdoor Canada	2	1	
Outdoor Life	3	1	
Outside	4	1	
Paddler	1	1	
Peterson's Hunting	2	1	
Sierra	3	1	
Stobe Travel	1	1	
Travel	3	1	
Travel Holiday	2	1	
Up Here	8	1	
Western Outdoors	1	1	
Western Sportsman	3	1	12.50

Science/Nature Study/Geography			
Audubon	1	2	
B.C. Naturalist	1	2	
Bird Study	1	2	
Birds	1	2	
British Birds	1	2	
Canadian Geographic	20	2	
Canadian Wildlife	1	2	
Discovery	2	2	
Equinox	14	2	
Geo	2	2	
Geographic Magazine	1	2	
International Wildlife	1	2	
Iowa Conservation	2	2	
National Geographic	76	2	
National Wildlife	3	2	
Natural History	1	2	
Nature	1	2	
Nature Canada	11	2	
North Carolina Wildlife	1	2	
Omni	2	2	
Popular Science	8	2	
Rotunda	1	2	
Science	1	2	
Science News	1	2	
Sciences et Vie	1	2	
Scientific American	4	2	
Seasons	2	2	
Sky and Telescope	1	2	
Smithsonian	4	2	28.42

News/consumer Reports/Regional Magazines/Digests			
Alberta Report	4	3	
Atlantic Insight	1	3	
Consumer Reports	5	3	
Local Magazines (Norway)	3	3	
McLeans	25	3	
Newsweek	21	3	
Northwest Living	1	3	
Northwestern Living	1	3	
Oasis	1	3	
Reader's Digest	48	3	
Saskatchewan Report	2	3	
Saturday Evening Post	1	3	
Stereo Review	1	3	
Time	35	3	
Toronto Life	1	3	
U.S. News	2	3	
U.S. News and World Report	4	3	
Vancouver Life	1	3	
Vancouver Magazine	1	3	
Western Report	4	3	
World Vision Action News	1	3	27.40

Clothing/Beauty/Home/Lifestyle			
Atlantic	1	4	
Canadian Living	4	4	
Chatelaine	6	4	
Esquire	1	4	
Family Circle	1	4	
Gardening Digest	1	4	
Gent	1	4	
Glamour	1	4	
Good Housekeeping	2	4	
GQ	1	4	
Harrowsmith	5	4	
Home and Gardens	5	4	
Life	1	4	
Mlle	1	4	
Modern Maturity	4	4	
Penthouse	1	4	
People	1	4	
Playboy	1	4	
Prevention	2	4	
Psychology Today	2	4	
Rhodales Organic Gardening	1	4	
Sports Fitness	1	4	
Woman's Day	1	4	
Women's World	1	4	7.71
Religious			
Billy Graham's Decision	4	5	
Mennonite Brethren Herald	1	5	
Plain Truth	1	5	
Watchtower	1	5	1.20
Job Related/Professional Journals/Clubs			
American Forests	1	6	
American Journal of Nursing	1	6	
American Legion	1	6	
Appaloosa Journal	1	6	
Archeologia	1	6	
Arctic	1	6	
Aviation Week	1	6	
Canadian Geographer	2	6	
Canadian Guider	1	6	
Dental Journal	1	6	
Farm Journal	4	6	
Geology Today	1	6	
Instructor	1	6	
Journal of Emergency Nursing	1	6	
Mineralogical	1	6	
Montana Stockman Farmer	1	6	
New England Journal of Medicine	1	6	
Norhern Perspectives	1	6	

North Mission News	1	6	
Park News	1	6	
Professional Journals	1	6	
R.C.M.P. Quarterly	1	6	
Successful Farming	1	6	4.62
Hobbies/Sports (including Shooting)			
American Rifleman	4	7	
Compute	1	7	
Encounter	1	7	
Ensign	1	7	
Flying	1	7	
Golf	4	7	
Guitar Player	1	7	
Muzzle Blast	3	7	
Outdoor Photographer	2	7	
Popular Mechanics	1	7	
Popular Photography	1	7	
Private Pilot	1	7	
QST (Radio Relay League)	2	7	
Quilter's Newsletter/Craft Mags	2	7	
Sports Illustrated	4	7	
Steam Railroad	1	7	
Tennis World	1	7	
Trains	1	7	
TV Guide	1	7	
Video	1	7	5.82
Money/Investment/Business			
Business Week	1	8	
Economist	1	8	
Financial Post	1	8	
Fortune	1	8	
Futures	1	8	
Money	1	8	
Wall Street Journal	1	8	
Your Money	1	8	1.37
Literary/Arts/Alternative/History			
Beaver	4	9	
Canadian Art	1	9	
Civil War Times	1	9	
Common Cause	1	9	
Harper's	2	9	
High Times	1	9	
Mother Jones	1	9	
New Internationalist	1	9	
New Yorker	5	9	
Saturday Night	3	9	
Times Literary Supplement	1	9	3.60

Auto/RV/Motorcycle/Boat Travel			
AMA	2	10	
Arizona Highway's	1	10	
Dirt Bike Rider	1	10	
Easy Rider	1	10	
Good Sam	1	10	
Guidepost	3	10	
Hi-Way Herald	1	10	
Motorcyclist	1	10	
Pacific Yachting	1	10	
Small Boat Journal	1	10	
Sunset	3	10	
Trailer Life	12	10	
Westworld	2	10	
Yachting	1	10	5.31
Other			
America's	1	11	
Beano	1	11	
Canadian Home Mission	1	11	
Fifth Estate	1	11	
Franc Nord	1	11	
Games	1	11	
Itali	1	11	
Le Champion	2	11	
Le Nouvel Observateur	1	11	
Mad	1	11	1.88
Total Number of Mentions	584		

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O'Kane, M. (Manager, Western Arctic Air; Inuvik, N.W.T.), June 1989.
Stewart, K. (Group Tour Coordinator, Grey Coach, Toronto, Ont.), February 1989.
Talarico, D. (Biologist, Yukon Territorial Government, Renewable Resources, Whitehorse, Yukon) August 1988, 1989.

CURRICULUM VITAE

NAME:	Lori Waldbrook
DATE OF BIRTH:	May 14,1960
PLACE OF BIRTH:	Sudbury, Ontario
SECONDARY EDUCATION:	Parry Sound High School
POST-SECONDARY EDUCATION	Fanshawe College, CAAT London, Ontario Business Administration, Diploma 1979-1981
UNIVERSITY	University of Western Ontario London, Ontario B.A. Honours Geography (Resources Conservation) 1981-1985
	University of Western Ontario London, Ontario M.A. Geography 1986 -1989
HONOURS AND AWARDS	Certificate of Academic Merit (Geography Department)
	Province of Ontario Graduate Scholarship 1986-1987
	Special University Scholarship 1988-1989
RELATED WORK EXPERIENCE	Teaching Assistant The University of Western Ontario 1986, 1988-1989