



Arctic Development
Library

***Community Tourism Development Master
Plan - Tuktoyaktuk, N.w.t.
Date of Report: 1990
Author: Eda Collaborative Inc.
Catalogue Number: 11-25-38***

COMMUNITY TOURISM DEVELOPMENT MASTER PLAN

Tuktoyaktuk, N.W.T.

Preliminary Report

Submitted to:
Department of Economic Development and Tourism
Government of the Northwest Territories

Submitted by:
E D A Collaborative Inc.

14 September 1990



RECEIVED
DEPARTMENT OF
ECONOMIC DEVELOPMENT
& TOURISM
1990 SEP 21 AM 10:57
MM ID: 57

Robin Reilly
Director, Parks and Visitor Services
Yellowknife, NT.

Men, Sep 17, 1990

File: 61-810-903

Re: **Tuktoyaktuk Community Tourism Masterplan - Update.**

Please find attached for your review and comment, a copy of the Preliminary Report as submitted by &DA Collaborative Inc. and a copy of the resume of **Darielle Talarico**.

As you maybe aware, **Ron Tatasciore** and myself travelled to **Tuktoyakyuk** September 15-16/90 to meet with the **Tuktoyaktuk** Tourism Society, The objective was to discuss the findings and get feedback on the Preliminary Report and to define the direction required to take this stage of the project into the third phase - Final Report. The objectives were achieved with the support of the society and as a result we can expect the final report to be submitted in late October.

Some of the conclusions of the meeting were as follows:

Although, in the report, there are two alternative sites for a tent/campground, a third will be developed in the third report and presented as the alternative of choice.

The use of interpretive signage around the community was well received with the bulk of the comments/questions concerning the need for additional interpretive messages supplemental to those presented in the Preliminary Report. The solution agreed to was the utilization of the existing tourist information building and area in conjunction with static displays. Also, a few additional points within the community, through an extended loop in the **Eco-Tour**, will be recommended for interpretive signage.

One recommendation of the report is the development of a temporary interpretation centre in the day proposed day-use area (Alternative One). It was felt by TTS that this should be rejected. The site should not be developed as it is a community area and if the facility is going to occur at all than efforts should be directed towards the desired end product rather than a temporary measure. They brought to our attention the case of the temporary school for **Norman Wells**. Apparently, temporary has turned out to be twenty years.

It is fully realised that an **Inuvialuit Interpretation Centre** is a complex project and requires a great deal of planning. TTS is not committed, at this time, to seeing the department build the facility. They would like assistance in the planning process up to the point of the blue print stage. After this has been achieved a decision would occur on the funding and construction responsibilities.



It becomes apparent, even at the preliminary report stage, that a great deal of work **will** be required in order to fully develop the community **masterplan**. A subject you are **well** versed in, that has now been discussed and which TTS **would** like to have incorporated for the lifetime of the project, is the **inclusion** of a on site project **manager**. The attached resume is a **possible candidate** and **should** be further discussed. I may add that **although** the **final** report is not in, this recommendation **will** be forthcoming and we **should** be working towards its immediate **implementation**.

Lastly, ITS wanted to know whether the **Pingo Cave and Sod House** could be developed through the **Capital Plan**. They **are presently** not committed to us doing the work but wished to know so as to **evaluate all** alternatives. Pending a **letter** to this effect, **i will** consider the request after completion and **review** of the final report.

in conclusion, this project has had its rough moments, in its infancy, but is starting to proceed with **anew level** of understanding and purpose, **Other** than the fact that we are a month behind the **original project timetable**, things appear to be progressing rather well.

If there are any questions, please feel free to call at your convenience.

Sincerely

A handwritten signature in black ink that reads "John Cournoyea". The signature is written in a cursive, flowing style.

John Cournoyea
Parks and interpretive Services Officer
Economic Development and Tourism
Inuvik, NT.
Phone: (403)979-7353

TABLE OF CONTENTS

1. **INTRODUCTION**
 - 1.1 Scope of Study
 - 1.2 Study Process
 - 1.3 Regional Context
 - 1.4 Community of Tuktoyaktuk

2. **SITE MEETINGS**
 - 2.1 Hamlet Council Meeting
 - 2.2 Interviews

3. **COMMUNITY INVENTORY**
 - 3.1 Community Profile
 - 3.2 A Tourist Impression
 - 3.3 Photographs

4. **INTERPRETIVE INVESTIGATION**
 - 4.1 Regional Interpretive Resources
 - 4.2 Community Districts
 - 4.3 Suggested Themes

5. **EXISTING DATA AND REPORTS**
 - 5.1 Western Arctic Tourism Strategy - Tuktoyaktuk
 - 5.2 Northwest Territories Visitor Survey -1990
 - 5.3 Dempster Highway Exit Survey - Summer 1985

6. **MARKETING DATA**
 - 6.1 Brochures
 - 6.2 Visitor Profile
 - 6.3 Visitor Needs

7. **ISSUES FOR EVALUATION**
 - 7.1 Signs
 - 7.2 Campground / Community Park
 - 7.3 Inuvialuit Interpretive Centre

8. **ECO TOUR / INTERPRETATIVE WALKING TOUR SITES**

9. **SITE DEVELOPMENT ALTERNATIVES**
 - 9.1 Alternative One: Arctic Ocean
 - 9.2 Alternative Two: Community Harbour / Ocean
 - 9.3 Inuvialuit Interpretative Centre

1.0 INTRODUCTION

1.1 Scope of Study

The department of Economic Development and Tourism hired EDA Collaborative to undertake a master plan study, according to its' Terms of Reference, for the community of Tuktoyaktuk.

The purpose of this study is to evaluate the development opportunities identified by the Tuktoyaktuk Tourism Society. The three specific projects the society wished to see developed through the Territorial Government's Capital Plan are:

1. Interpretive stands/signs.
2. Campground/Tent Camp.
3. Inuvialuit Interpretive Centre.

The objectives outlined in the Terms of Reference by the department of Economic Development and Tourism are to enhance the tourism potential of Tuktoyaktuk and Inuvik Region. Thus the purpose of this study is to assess and evaluate the request, and produce a master plan with recommendations for phased development with budget costs.

1.2 Study Process

The Study Process includes three phases of work. Phase One: Data Collection, review and on-site meetings. Phase Two: Preliminary Planning for development alternatives. Phase Three: Final Master plan. The process integrates existing data and ideas from various meetings with representatives in the community.

1.3 Regional Context

The Hamlet of Tuktoyaktuk, is on the shores of the Beaufort Sea east of the Mackenzie Delta. The community is located at 69 degrees 27' North latitude, 133 degrees 05' West longitude.

Tuktoyaktuk is part of the Delta-Beaufort Tourism Society. The Society includes the communities of Sachs Harbour, Paulatuk, Tuktoyaktuk, Paulatuk, Inuvik, Aklavik, Fort McPherson, and Arctic Red River. Tuktoyaktuk is connected via scheduled flights to Inuvik 7 days/week in the summer, with fewer flights in the winter. In the winter, the ice road goes from Inuvik to Tuktoyaktuk along the Mackenzie River.

Tuktoyaktuk was grouped with Sachs Harbour and Paulatuk in the Western Arctic Tourism Strategy draft plan. As most of the tourists come through the Dempster and Inuvik, this grouping appears to have more to do with cultural/biophysical conditions than existing or likely tourism travel patterns. These three communities are Inuvialuit, rather than the Inuvialuit/Dene mix or predominantly Dene Sahtu communities. Thus, the "Inuvialuit Interpretive Centre", suggests a centre for that cultural group (and likely to include Sachs and Paulatuk), rather than a Community Interpretive Centre, which could have a different context.

1.4 Community of Tuktoyaktuk

As defined in the Terms of Reference for the project, 'The existing community of Tuktoyaktuk is primarily an Inuvialuit community of approximately 800 people, located on the shores of the Beaufort Sea, in the Western Arctic. The communities economic base is diversified through pursuits in the traditional lifestyle of hunting, fishing, and trapping, development of an early warning system by the department of National Defence, oil and gas exploration by multinationals, and more recently by an influx of tourists.'

"The Community of Tuktoyaktuk derives its name from the Inuvialuit place name meaning "resembling a caribou". The area was originally the home of the Kamgma (Mackenzie) Inuvialuit, however, these people were almost entirely wiped out by a series of epidemics introduced by fur traders and whalers traveling through the area at the turn of the century. The present people are primarily descendants of the whalers, the Alaskan, Banks Island, and Cape Bathurst Inuvialuit attracted to the area during the 1920's because of an active trapping and fur trading economy. By 1934, Tuktoyaktuk had established itself as an important Arctic port and fur trading centre. Three years later, a Hudson's Bay Company store was built in the community. During the same period Anglican and Roman Catholic missions were founded. Development of the community accelerated after the Second World War. A Royal Canadian Mounted Police post was established in 1950, and in 1955 construction began on the Distant Early Warning (D. E. W.) Line."

2.0 SITE MEETINGS

2.1 Hamlet Council Meeting

EDA Collaborative Inc. attended a meeting of the Hamlet Council on 4 July 1990 in Tuktoyaktuk, with the Parks Officer from Economic Development and Tourism. The purpose of this meeting was to introduce this study and request support in gathering data. Council confirmed their support for the request of the Tuktoyaktuk Tourism Society for the three items included in their letter. The items include: 1. Signage improvements, 2. Camping, and 3. Inuvialuit Interpretative Centre. They expressed concern that outsiders should not be designing something the local people know about. Council did not acknowledge receipt of the Terms of Reference sent to them. Council did not understand why this study needs to be done, since the Tuktoyaktuk Tourism Society should decide what is best for the community, without outside help on their land. There is a misunderstanding by the community on the purpose of the study and this has lead to problems. There has been poor communications between organizations. The roles and responsibilities of organizations have not been clearly outlined.

2.2 Interview

Our team conducted interviews with the local people in the community, during two on-site visits. A list of people contacted is in the appendix "A". We met with representatives of interest groups including the Tuktoyaktuk Tourism Society and the Hamlet of Tuktoyaktuk. Perceptions and attitudes were identified. There is an interest in tourism, but the interest is not perceived to have the committed energy and dedication of the community. However, there is a desire for financial assistance on the three specified projects to enhance tourism. Projects include: 1. Signs; 2. Campground; 3. Inuvialuit Interpretive Centre.

The purpose of these interviews was to gather information on what the community wants, and to assist us in making recommendations. The following highlights some of the desires and needs expressed:

1. There is a need for more tourist information in the community. Most people noted the importance of this for tourists. There is a high degree of interest in providing more information and interpretative signs to orient the visitor and develop an appreciation of the community points of interest.
2. There is a need for a place for tourists, to use a washroom, get something to drink and gain an orientation to the community. This place could be a campground, or a community/tourist park. Discussions with various people identified several alternative sites. There is a relatively high degree of interest to develop a site for a campground in town.
3. Related to the request for an Inuvialuit Interpretative Centre, there are various alternatives identified, in our discussion with community representatives, but it is not clear whether there is any consensus or commitment to manage and operate this facility. There are various views on the location, function, scope and operation of an interpretive facility.

The Community Priorities, listed above were identified by the Tuktoyaktuk Tourism Society. The society wants funding through the Territorial Government's Capital Plan.

2.3 Degree of Interest

The degree of interest is not clear, regarding an interpretative centre. Most people recommended we talk to the president of the Tuktoyaktuk Tourism Society. After considerable effort to contact the president, we did speak with him, he was not particularly helpful. He did not want to speak with us, nor was he interested in providing us with any information, when we did contact him. He said he sent his request to the Parks Officer, for the government to fund their three projects.

3.0 COMMUNITY INVENTORY

3.1 Community Profile

Tuktoyaktuk currently has a population of approximately 800 people. The economic base is diversified through pursuits in the traditional lifestyle of hunting, fishing, and trapping, development of an early warning system by the department of National Defence, oil and gas exploration by multinationals, and more recently by an influx of tourists. Data related to existing and potential tourism markets is described in section 6 of this report.

3.2 A Tourist Impression

As tourists, our observations on-site gave us an excellent idea and image of the visitor experience. The experience for most is the decision to go beyond the end of the Dempster Highway. Arrival at Inuvik is a destination, after traveling by road north of the Arctic Circle. When people make their decision to go to Tuktoyaktuk, the experience starts with the information people have and will receive while in Inuvik. The excitement begins for those who chose to fly from Inuvik.

Flying north of Inuvik on a clear long summer day, when the light is bright gives a new experience that begins with an excellent aerial view of the Mackenzie River Delta and the arctic tundra landscape. The image of limitless open space north of the tree line reveals unique water features and flat and gently rolling green summer landform. As the plane approaches Tuktoyaktuk, impressive images of the pingo ice hills appear from the air, with the community of Tuktoyaktuk and the Arctic Ocean on the horizon. The experience heightens as the small plane approaches the community and the airstrip. Arrival at the small portable terminal building changes the experience to focus on people meeting and orientation to the next experience.

The experience within the community is perceived by each traveller according to each persons point of view. The power of the landscape contrasted with the image of the community townsite settlement pattern of the Inuvialuit and the white living together pose challenges. The community is striving to live with both traditional culture, log buildings and the modern influences, including prefabricated buildings and pick up trucks. The image of the DEW station, the industrial oil, gas and shipping images on the Beaufort Sea, are juxtaposed with the traditional images to create a constant reminder of a modern industrial world.

The romantic landscape image of the Northwest Territories can be observed in Tuktoyaktuk with views from the community to the south across the flat landscape to the Pingo hills in the distance. The Arctic Ocean creates a strong edge, which together with the north point, define the northwest edge of the Canadian land mass. The image of the historic townsite area with the lady of Lourdes" ship on display and the log buildings on the north point help tell the story of northern settlement. Picturesque views of the community fishing bay, water edges and the gently roiling landscape punctuated by small pingo hills in the townsite give a strong visual sense of place in the community.

3.3 Photographs

The photographs on the following pages illustrate some of the points of interest in the community. These photos were taken on the site field trip, July 4 through 10, 1990. The following brief description highlights some of our observations:

1. **Air View of Mackenzie Delta.** Leaving Inuvik, on Aklak Airlines, flying north towards Tuktoyaktuk, gives an excellent view of the Arctic tundra landscape and the braided flowing streams of the Mackenzie River, as the delta widens and opens into the Arctic Ocean.
2. **Air View of Pingo.** South of the community of Tuktoyaktuk, several pingo ice hills emerge from the flat tundra landscape. These unique landform of ice are covered with soil giving them the appearance of isolated mountain peaks, with green summer ground cover juxtaposed with the flat water covered landscape.
3. **Air View of Pingo in foreground with an approaching view of the community of Tuktoyaktuk in the background.**
4. **Air View approaching the air strip in the community of Tuktoyaktuk shows the landing approach from the Arctic Ocean.** The landform is relatively flat, with strong water and land edges. The long narrow land mass dotted with buildings, seen north from the airstrip to the point is the original settlement area. The settlement areas to the south are the newly developed areas and the industrial settlements by the oil and gas companies.
5. **View of Tourist Information Centre from Airport road.** This image shows the lack of site development and setting for the building. It also shows that the building does not have any sign or identification to tell visitors this is an information centre.
6. **Tourist Information Building.** The front view of the building also shows that there is no indication to the tourist that this building is an information centre. The high step into the building does not invite people, and it is especially difficult for the senior tourists to get into the building.
7. **Tourist Information Building interior view.** The inside of the building does not contain any information, except for a counter with shelves and a brochure put together by Father LeMeur. The walls are unpainted and blank, the room is unfurnished, without a washroom, and without electricity. A stove stands in the corner.
8. **Sod House and Old Fur Shop Building.** The photo shows the Sod house behind a tall chain link fence to protect it from vandalism. The Fur shop building is abandoned and not currently used.
9. **North view of Old Fur Shop.** This photo shows the additions to the original building.
10. **Swimming Beach on the Arctic Ocean.** This area is marked with floats to define a swimming beach for the community, with a portable building on the rocky beach.

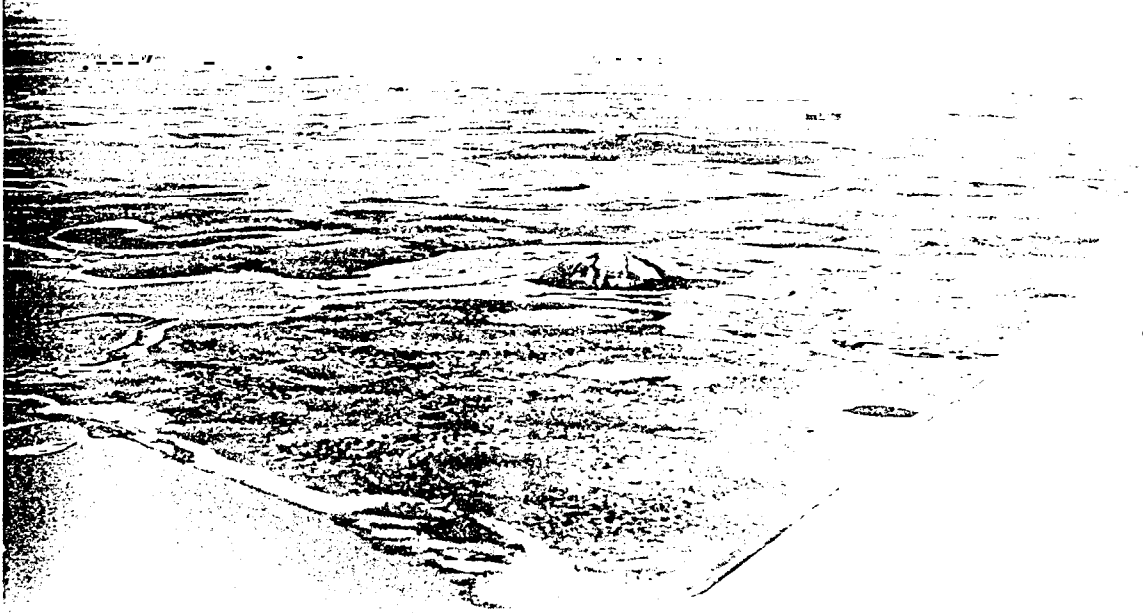
11. **View from the old school site. This photo was taken from the parking area south of the existing school site, looking south across a lagoon and the ocean to the pingos in the distance.**
12. **View of boats on the north point.**
13. **“Lady of Lourdes” Ship. This historic ship sits in dry dock in front of the catholic church in the historic area of the community. An historic plaque is mounted on a rock boulder, to tell the story of this ship.**
14. **The Roman Catholic church defines this historic district of the community.**
15. **Coastline along the bay in the community shows the fishing activities and typical character of the settlement.**
16. **Boat dock in the bay is located next to the sod house site, and the Bay Department store.**
17. **DEW line station in winter. A juxtaposition of modern technology and traditional settlement.**
18. **The Pingos in winter. A unique landform image in a flat Arctic landscape.**



1. Air View of Mackenzie Delta
leaving Inuvik



2. Air View of Pingo
South of Tuktoyaktuk



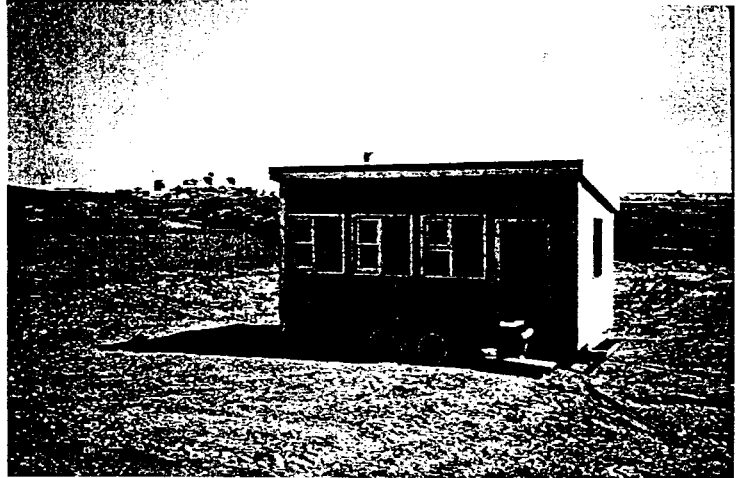
3. Air View of Pingo in foreground
with view approaching community of Tuktoyakuk



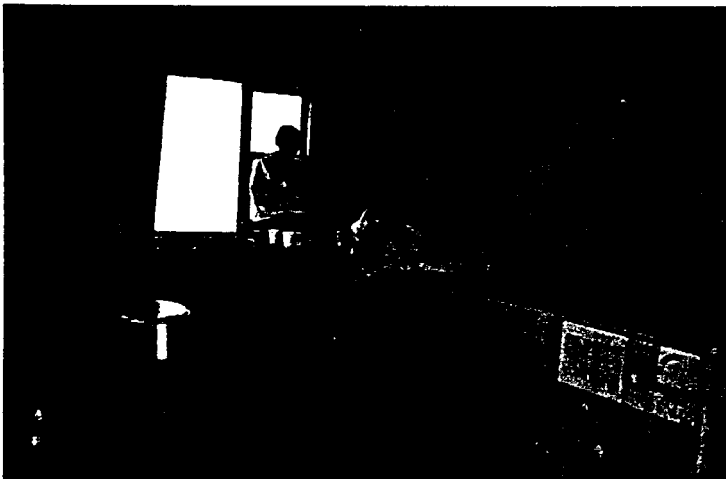
4. Air View Approaching Air Strip
in Tuktoyakuk



5. View of Tourist Information centre from Airport Road



6. Tourist Information Building front view



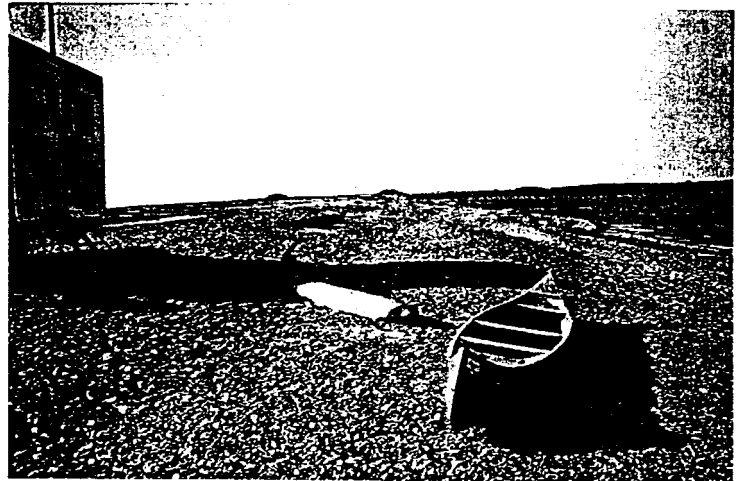
7. Tourist Information Building interior view



8. Sod House and Old Fur Shop Building



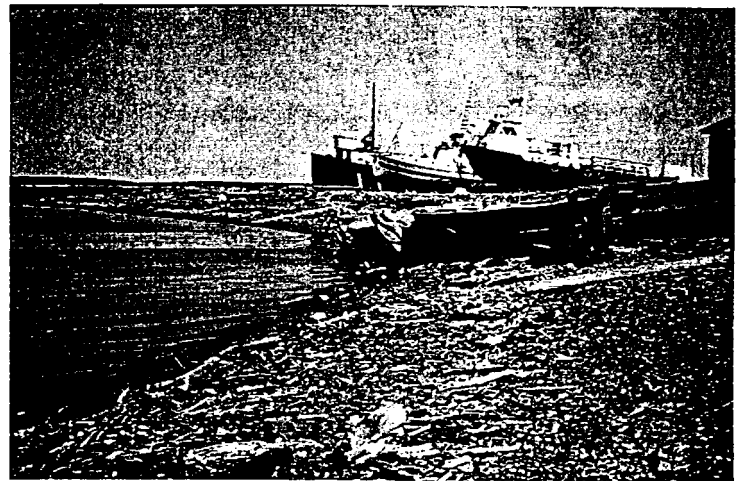
9. North View of Old Furshop Building



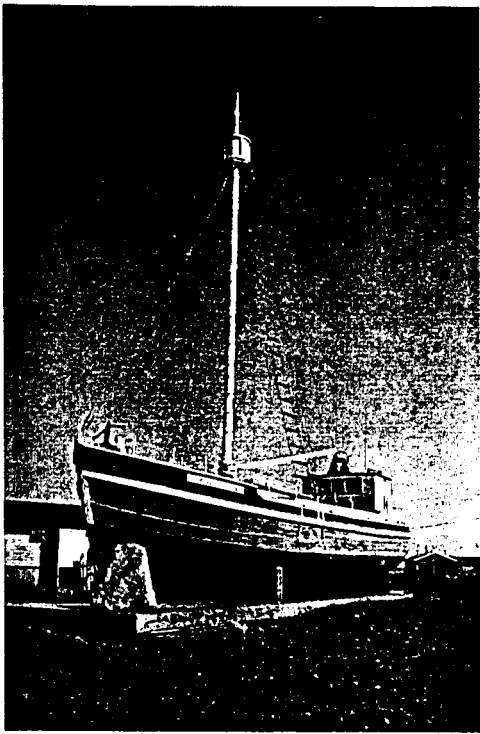
10. Swimming Beach on Arctic Ocean in Tuktoyaktuk



11. View from Old School Site - South Point



12. View of boats at North Tuktoyaktuk



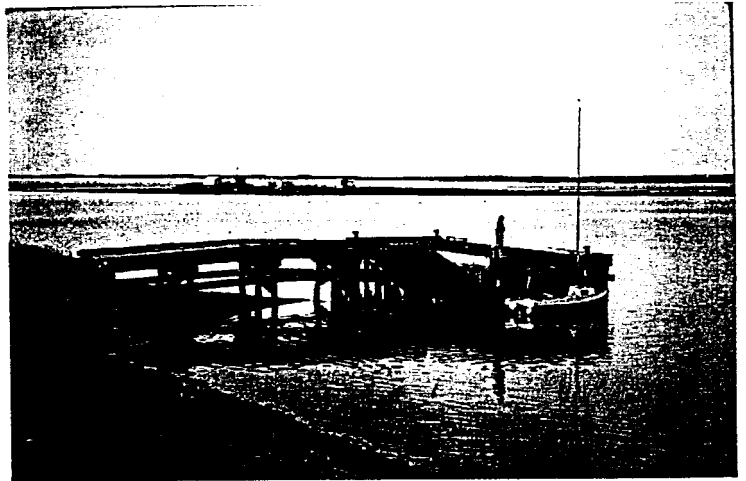
13. "Lady of Lourdes" Ship



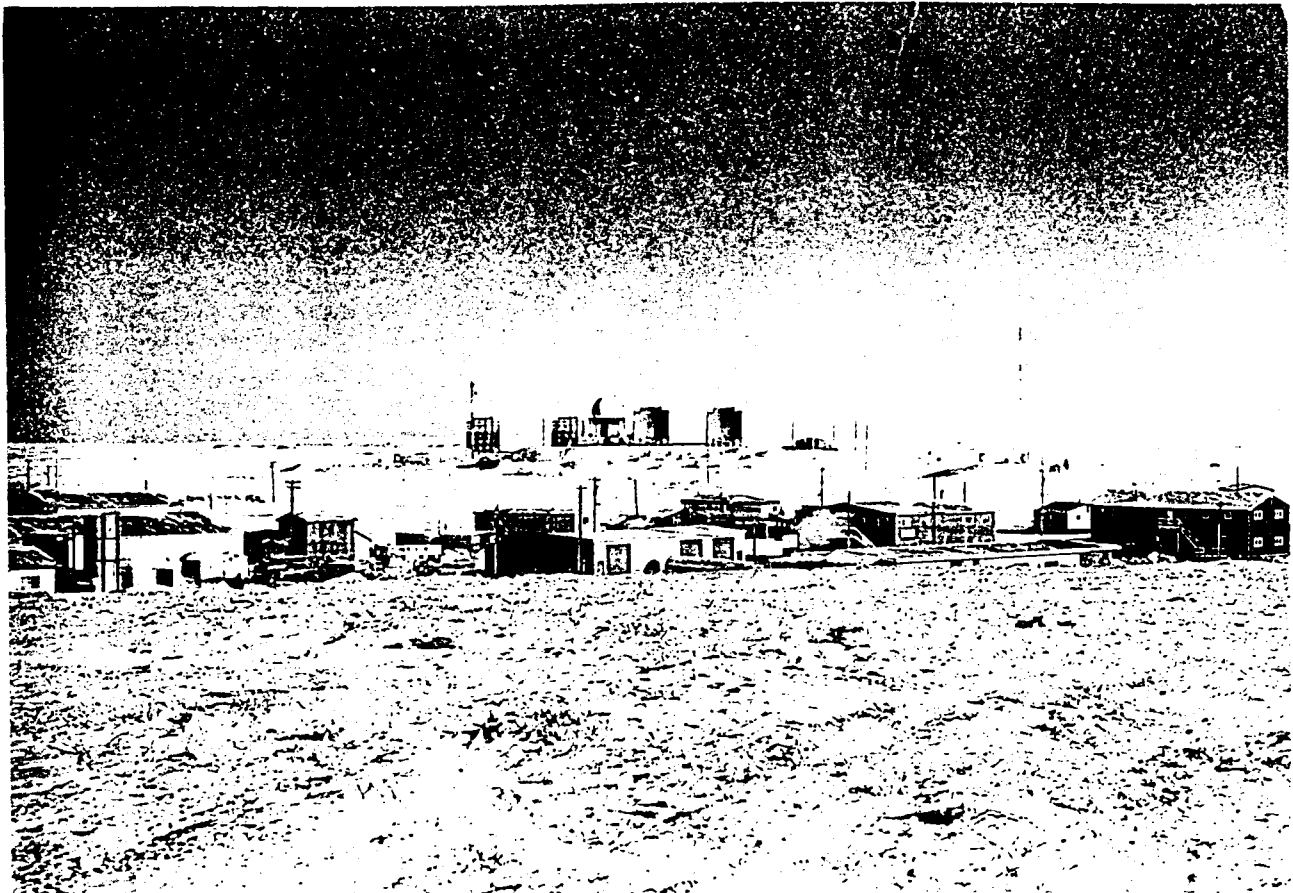
14. Roman Catholic Church



15. Coastline Along Bay in
Community



16. Boat Dock in Bay



17. D.E.W. Line Station in winter



18. The Pingos in winter

4.0 INTERPRETIVE INVESTIGATION/INVENTORY

4.1 Existing Regional Interpretive Resources

Interpretation along the Dempster Highway is in its infancy. There are some signs on the Yukon side of the route which describe the surroundings and history, but no such signs (except for the border crossing) on the NWT side. A visitor centre at Nutuiluie Territorial Park is manned during the summer, but there are no interpretive programmed and very little in the way of exhibits. The lookout at the Arctic RedRiver ferry crossing has no exhibits.

Chuk Territorial Park has a lookout tower with exhibits, and an attendant who can answer questions about the area. The exhibits talk about the delta and encourage travel to Tuktoyaktuk. A small visitor information centre is located on main street in Inuvik. The information at the Inuvik Visitors Centre is focused primarily towards tourist activities rather than interpretation.

Regional/Context for Interpretation Programs

Interpretive programmed in Tuktoyaktuk will be an extension of the marketing programmed of the NWT, region and community. There is a marketing effort needed to get the tourist to Tuktoyaktuk, whether that marketing is down south, along the Dempster, or in Inuvik. If the tourist is expecting one thing (from the marketing programmed) and is given another (through services and interpretive programmed), satisfaction is less likely to be high than if the two correspond.

Territorial marketing in the late 80s was focused mainly on "name-brand recognition", i.e., getting tourists to recognize the NWT as a destination. Marketing by the zone and community was not particularly far reaching, though it has attracted people from the Dempster into Tuktoyaktuk.

The new marketing strategy in the 1990's for this area of WAVA will focus more on the Dempster highway and the proposed national parks. It is expected that the Territorial Government's marketing campaign and that of WAVA will complement each other. Shared expenses (cooperative advertising programmed) will continue and be reinforced.

The present marketing slogan of "Within Reach but Beyond Belief" is being used throughout the NWT, and the Territorial Government has a preference for continuing this marketing theme from the Territorial level, through to tourism zones and individual communities.

Dempster Highway

A study has been completed on an integrated interpretive approach for the Dempster Highway, Inuvik and beyond. The "NWT Interpretation Plan for the Dempster Corridor" (FSC, 1990) recommends a programme that encourages travelers from the beginning of their trip on the Dempster to continue on past Inuvik. Inuvik is not stressed as the end point of the trip, but a gateway to new adventures on the Arctic Ocean. For example, the map/model of the Dempster at the N.W.T. Visitor Center at Dawson is to include the Mackenzie Delta and Tuktoyaktuk.

If this programme is put in place, it should increase tourism to Tuktoyaktuk, and also affect the knowledge level and expectations of travelers to the community. Since such a high (70) percentage of tourism travelers come via the Dempster, they will likely have been encouraged to visit the highway communities of Fort McPherson, Arctic Red River, and Inuvik.

The "tone" of the interpretation is to use the G'witchin "voice" as much as possible along the Dempster, i.e., in describing a site or history, using the perspective of the G'witchin people. This tone, however, is far from the Yukon's Klondike Days approach. The corridor and region are to be portrayed in a modern light. This should improve visitor satisfaction, as their expectations will then be closer to reality.

Signage along the route is to be kept to a minimum, with greater emphasis on other media (brochures, maps, kits). Signs will have a logo and use of a stylized form of delta braid on visual material will be used. Another design motif will be the use of curvilinear forms in the visitor centre, signs, and information graphics. We should evaluate if similar forms are appropriate in Tuktoyaktuk.

It is intended that a series of portable displays be produced for the Dawson Visitor Centre. These could be useful if a centre were built in Tuktoyaktuk. They could also be useful in the present portable information building in Tuktoyaktuk.

National Parks

Sachs Harbour and Paulatuk may both have new National Parks near them (Banks Island and Bluenose respectively). Though these are long term proposals, the Federal Government has stated it will complete the National Parks system by the year 2000, which would include these two parks. Spinoff from visitors to these parks could be anticipated in Tuktoyaktuk. However, programmed at the national parks are likely even more long term (greater than 10 years away), and would likely be centred on the natural environment of those areas. Thus these proposals are not considered to have a major impact on the immediate interpretive plans for Tuktoyaktuk. The Pingos and Kittigazuit could become a world heritage site and national park.

Territorial Parks

ED&T is trying to establish parks in the Inuvik region. The closest one is at Campbell Lakes, just outside of Inuvik. This park developments may increase the number of visitors requesting campgrounds, but this would likely be a minor affect.

Inuvik

The Inuvik Research Station is a facility for visiting scientists, not tourists. The station has recently started guided tours once a week and lectures by visiting scientists once a week for the public. A visitor centre in Inuvik, meant to promote and interpret the region, has long been discussed and recommended. The design study is now underway for this centre. Recommendations from that report could affect plans in Tuktoyaktuk.

The proposed permafrost viewing chamber in Tuktoyaktuk plans for visitors to enter the interior of a pingo, giving the tourist a special experience. The concept of a viewing chamber in Tuktoyaktuk would give tourists a special experience in a landscape where pingos. The concept would also complement the National Pingo Park and World Heritage Site proposal. There is also a proposal for a chamber in Inuvik. The Inuvik chamber concept is not developed, but if it were, it would give the tourist less of an interpretation experience and than could be offered in Tuktoyaktuk. Development of the pingo park and permafrost viewing chamber in Tuktoyaktuk will act to lure tourists to Tuktoyaktuk.

Other Communities

Community signs and pamphlets, and community tours and hosts, are recommended in the Western Arctic Tourism Strategy (RT & Associates, 1990,pg4.3) for each WAVA community. Will these be done "jointly" (so pamphlets and community signs look alike) or separate for each community?

Sachs Harbour and Paulatuk are the most likely to have similar types of interpretive signs/stands/brochures as Tuktoyaktuk from a cultural and biophysical standpoint.

The community themes for the three "Arctic Ocean" communities are:

	<u>Theme</u>	<u>Subtheme</u>
Paulatuk	Nature/Ocean Tours Wilderness Lodge	Sport Hunting/Fishing Inuit Culture Arts and Crafts
Sachs Harbour Banks Island	Nature Interpretation	Sports Hunting
Tuktoyaktuk	Arctic Ocean Tourism Inuit Culture	Pingos Oil and Gas Sports Hunting

*Wade - not
Paulatuk L1 ->
think they
are the top
of the
app. - an. cas*

These were suggested themes only, but obviously show some degree of overlap. The overlap could be reduced by being more specific about, for instance, type of nature interpretation (seems pingos would really be a subset of this).

4.2 Tuktoyaktuk Community Districts

The districts within the community of Tuktoyaktuk that have evolved in the settlement history of the community are:

- North Point - "Nuvugaaluk"
- Historic Area - "Akullialuit"
- Central Area - "Kinnaaluk"
- Central Open Space and ponds - "Tasiaraaluk"
- Pingo (on Block 4 open space) - "Nasizvik"
- Pingo (at Block 34 open space) - "Nasizvik"

These historic districts form the core of the community. These districts can be included in an interpretative walking tour of the cultural and natural history points of interest.

4.3 Suggested themes

Tuktoyaktuk has a diverse cultural history, which is comparatively well represented in the diversity of its' architecture. The theme for the brochure could be to view the community, using the architecture to help tell a story or interpret the themes.

The following comments highlight the importance of certain structures in the community, which should be included in the brochure.

1. Sod House

The sod house was built in 1970 for the visit of Queen Elizabeth. However, it represents the era of the Siglit, the aboriginal inhabitants of the Mackenzie Delta. The cruciform, semi-subterranean layout appears to be unique to the Siglit. These types of houses were built at sites such as Gupuk and Kittigazuit. These sites are very important to the people of Tuktoyaktuk. Kittigazuit (from whence the name "Kitti Hall" is derived) is still visited by Tuktoyaktuk residents for fishing and whaling in the summer. This type of building won't be seen elsewhere in town. The brochure could include a sketch of a traditional cruciform house (e.g., from Anuri report).

2. Hudson Bay Building

The Hudson Bay Company decided to move their store from Kittigazuit to Tuktoyaktuk in 1934 (or 1937). Tuktoyaktuk was selected as an ideal place to end barge runs from the Mackenzie River. This had a great impact on Tuktoyaktuk, as residents moved in from Herschel Island, Kittigazuit, and the Delta.

The white and red building on the spit was the original HBC building. Herbert Schwartz has 30 year lease on that building, and the log building (formerly Tuk Lodge). The lease commenced in 1971 and is up for renewal in 2001. These buildings are in very poor condition and won't likely last that long. These buildings were in use 8 to 10 years ago, and may have been suitable for a museum or similar use. However they are now likely in such poor condition that stabilizing the structures is not feasible. If so, one of the other Hudsons Bay buildings in the "historic zone" (near the churches) should be used. The traditional white and red of the buildings should be noted. The colours are typical across the arctic, and visitors will be able to see similar buildings in other northern communities.

3. Anglican Church

Log buildings are obviously relatively unusual in a land where the tallest trees are only knee high. The Anglican Church was built in 1937. There was an earlier log house. A map of the town showing the other log buildings (and maybe when they were built) could be included. More information on how the buildings are constructed could also be included.

4. Catholic Church

The churches have strongly influenced how the arctic has changed. They have played not only spiritual role in the community. The manse (which was originally the church), also acted as the post office in the 40s and 50s. The mail was brought into the porch, and sorted out on the church floor. The church is also an example of how long distances aren't as inhibiting up north as down south. It was built in 1944 and had an addition put on in 1960- surplus windows from the church in Inuvik were brought to Tuk for the addition.

5. Fur Shop

The fur shop is a type of building called a "512" - though we're not sure why. It's a type of small government building used across the arctic. This building was originally the school, then used by the Hamlet for housing workers. In 1986, it became the fur shop. A map of the other 512s and more information on dates could be included in walking tour information.

6. Parka Shop

Another example of how buildings are used and reused in the arctic. This building was the original nursing station, built in 1957. It then was used as Hamlet Offices, then as a private business. The original nursing station would likely have had one nurse - doctors and nurses would probably have travelled in by plane or boat before that. Population in 1971 was 597 people living in Tuktoyaktuk.

7. Hamlet Offices

8. Modern/Contemporary Themes

Other themes in addition to the traditional building of the community townsite can offer the tourist a broader view and image of the modern world in Tuktoyaktuk.

The new areas of the townsite give the tourist an understanding of life in a northern community today, with a mix of traditional and western values and settlement patterns.

The gas and oil companies industrial sites offer a unique opportunity to see the scale of industry and high technology in the Northwest Territories.

The image of the DEW station within the community is part of the modern high technology storyline theme.

5.0 EXISTING DATA AND REPORTS

5.1 Western Arctic Tourism Strategy - Tuktoyaktuk

Western Arctic Visitors Association
Economic Development and Tourism

The Western Arctic Tourism Strategy was commissioned in 1986 to develop a comprehensive tourism development and marketing strategy for the western arctic. The study also included tourism strategies for each individual community in the western arctic.

Tourism in the western arctic has grown phenomenally over the past few years with Tuktoyaktuk being no exception. This growth has largely been the result of the increase in the numbers of recreational vehicles, the improvements on the Dempster Highway, the impact of the N.W.T. pavilion at Expo '86 and increased and improved marketing.

Tuktoyaktuk has also experienced recent increases in tourism, from 100 to over 1500 tourists a year. These increases are expected to continue as the adventure travel market continues to grow. This market will continue to grow despite what happens with respect to marketing and product development, for the next few years. However, in order to develop a healthy, stable, long-term tourism industry, the region and Tuktoyaktuk will require:

1. Private and Public capital investment
2. Realistic and targeted marketing
3. Extensive hospitality training
4. Ongoing product development and marketing assistance
5. Commitment by the government, WAVA and the private sector to tourism development.

The report proposed an integrated and balanced development plan throughout the region and proposed themes and sub-themes for each area and community.

Tuktoyaktuk Themes:

Arctic Ocean Touring *not a theme*
Innuit Culture

Tuktoyaktuk Sub-themes:

Pingos *Not a sub-theme*
Oil and Gas
Sport Hunting
Paulatuk - Bluenose Caibou
Sachs Harbour - Archaeological and Old Explorers

The Western Arctic Tourism Strategy report also prioritize development opportunities in Tuktoyaktuk:

- Priority 1: **Tour Outfitter**
 Community Host/Tours
 Tourist Visitor Centre
- Priority II: **Ocean Going Tour Boat**
 Arts and Crafts
 Eskimo/Husky Lakes Fishing Lodge

5.2 Northwest Territories Visitor Survey -1989

The Department of Economic Development and Tourism conduct visitor interviews as part of an on-going process to monitor visitor activities in the NWT.

The visitor survey includes visitor profile data, characteristics of the visit, and indications of visitor satisfaction.

HIGHLIGHTS

- * **Over three-quarters of the visitors to the NWT are from Canada, with Alberta, Ontario and B.C. being the principal provinces of origin. Americans represent the second largest origin accounting for 18 % of the visitors. The largest group of overseas visitors are from Germany and Great Britain.**

- * **Automobile is the preferred method of travel with 58% of Canadians, 73% of Americans and 54% of overseas visitors traveling by car. The remainder travel by car with the majority of air travel being for business purposes.**

- * **Males and females between 41 and 55, represent the largest visitor group, each representing 15% of the visitor group or 30% of the total visitor group.**

- * **Visitors to the N.W.T. represent higher income groups, with 55% of the visitors having incomes over \$40,000, compared with an national average of 32% for these higher incomes.**

- * **The majority of travel to the N.W.T. is for pleasure. Business travel comprises 35% of Canadian visitation, 5% of the American visitation and 10% of the Overseas visitation.**

- * **The Western Arctic is the third most popular tourist destination with 16% of the tourists considering the western arctic their primary destination.**

- * **Tuktoyaktuk was considered to be the primary destination of 1.6% of the total visitors (890 visitors) to the N.W.T., during the study period.**

Dug system

- * Tuktoyaktuk was rated the highest of all communities with respect to overall satisfaction of the visitor.
- * The most interesting features of the NWT are considered to be the environment, the people, the culture, and specific activities such as fishing and hunting.
- * The most interesting feature to visitors is the scenery and the landscape.

5.3 Dempster Highway Exit Survey -summer 1985

The Dempster Highway Exit Survey was commissioned to develop a profile of non-resident tourists on the Dempster Highway. The survey was part of a program to identify travel characteristics, visitor profiles and motivational factors for use in the development of future tourism strategies.

VISITOR PROFILE

- * 58% of the visitors are from Canada with over 50% of the people being from Alberta, British Columbia, Ontario, and the Yukon. 38% are American, with strong representation from Texas and Alaska.
- * The average party size was 2.84 people, with 2 being the most common party size.
- * 88% of the people were classified as professionals, skilled workers or retired.
- * Over half of the respondents had incomes over \$40,000.00
- * The average age of visitors is 35-40 years old.
- * 23% of the visitors are over 55 years old.

TRIP CHARACTERISTICS

- * The majority of visitors (78%) travel to the NWT for pleasure purposes.
- * The business market makes up 10% of the travel to the NWT.
- * Camping, shopping for arts and crafts, visiting museums/historic sites, nature study, and fishing.
- * 80% of the people are considering another visit to the NWT
- * 72% said that their pre-trip expectations were met.

6.0 MARKETING DATA

6.1 The Audience

Tourists to Tuktoyaktuk are "general touring" tourists. In addition there is also a business market. Sports fishing and hunting play a minimal role in Tuktoyaktuk's tourism market. The "adventure traveller" (wilderness canoeing, rafting, etc.) are not as attracted to Tuktoyaktuk, as the product base is not oriented in this direction. Cultural tourism is likely to be a growing market. The anticipated needs/expectations of the general touring and cultural tourism and local market create the audience.

6.2 Visitor Profile

1. 1985 Dempster Highway Exit Survey

ORIGIN: B. C., Alberta, or the Yukon
PARTY SIZE: 3
OCCUPATION: Professional
INCOME: Over \$40,000
AGE: 35-40 years old
PURPOSE: Pleasure
EXPENDITURES: \$150.00
LENGTH OF STAY: 3 Nights
ACCOMMODATION: Campground
ACTIVITIES: Camping, Shopping for crafts, Visiting Museums/Historical Sites
PREVIOUS VISIT: 0
TIME OF DECISION: 1 Year ago
PLACE OF DECISION: At home
MOTIVATION: Personal Interest
FUTURE VISITS: Yes, but after 1986
SATISFACTION: Enjoyed the trip immensely
FACILITIES AND SERVICES: Good

This profile does not include all of the data collected regarding the profile of the Dempster Highway visitor, however it does give a general overall picture of the type of person who is visiting the Western Arctic Tourist Region.

Of particular note as an exception to the average profile, are the numbers of retirees and skilled workers in the sample. The average income of both these groups is higher and the average age of the retirees is higher.

2. Northwest Territories Visitor Survey 1989"

VISITATION: An estimated 22,637 travel parties representing 55,651 individuals visited the NWT during the 1989 visitor season.

ORIGIN: 3/4 of the visitors to the NWT are from Canada, with Alberta, Ontario and B.C. being the principal provinces of residence. Americans as a whole represent the second largest origin accounting for 18% of the visitors. The largest international groups of visitors come from Germany and Great Britain.

MODE OF TRANSPORT: The automobile is the preferred method of transportation in the NWT, with 58% of Canadian, 73% of American and 54% of the International visitors traveling by car. There is a strong correlation between the trip purpose and the method of transportation. Most business travelers travel by air.

AGE: The two largest visitor groups as males between 41 and 55, and males and females over 55, each representing 15% of the visitors.

INCOME: Visitors to the NWT typically represent higher income groups, with 55% having family incomes over \$40,000.

TRIP PURPOSE: American and international visitors travel almost exclusively for pleasure purposes while only 45% of the Canadian visitor market are traveling for pleasure purposes. The Canadian business market represents 35% of the Canadian visitors, while only 5% of American and 10% of the international visitors are traveling for business purposes.

PRIMARY REGIONAL DESTINATIONS

The Northern Frontier is the most popular destination with over 50% of the visitors considering it their primary destination. The Western Arctic is the third largest primary destination with over 16% of the visitors considering it their primary destination.

PRIMARY COMMUNITY DESTINATIONS

Approximately 75% of the visitors will go to one of five communities as their primary destination: Yellowknife, Inuvik, Hay River, Fort Providence, and Fort Smith. Yellowknife is the most popular primary destination, attracting 47% of the visitors.

Tuktoyaktuk is the 9th most popular destination, attracting approximately 1.6% of the visitors. (approximately 890 visitors). The current number of tourists reported from the community visiting Tuktoyaktuk in 1989 is 4000.

3. **Adventure Travel and The New Destination -1989**
Master Thesis by Lori **Waldbrook**

VISITOR PROFILE

This survey revealed that there are two primary groups visiting the NWT.

- *55-74 year olds
- 35-44 year olds
- *32°A of the visitors are retired
- *17% of the visitors are traveling in a package tour group
- *83% are traveling independently
- *85% of the tourists arrived via the Dempster Highway
- *15°A of the tourists flew to Inuvik
- *49% of the visitors are Canadians
- *41% of the visitors are Americans
- *60% of the visitors have a college/university of post-graduate education
- *39°A earn more than \$45,000 a year

6.3 Visitor Needs

1. **Northwest Territories Visitors Survey 1989**

PRIMARY ACTIVITIES

CANADIANS: Visiting friends and relatives, touring, business and fishing

AMERICANS: Touring, fishing, camping and canoeing

OVERSEAS: Touring, visiting, friends, camping and hiking

TRIP SATISFACTION LEVELS

***Tuktoyaktuk received the highest overall rating for community facilities related to tourism. Visitors felt that the facilities were excellent indicating overall satisfaction with the tourism facilities

INTERESTING FACILITIES

The landscape and the scenery was considered to be the single most interesting feature of the NWT, by 61% of the visitors.

Following the landscape, the people (23%), the culture (14%), fishing (12%), and nature and the wilderness (9%) were considered to be the most interesting features.

MOST NEEDED IMPROVEMENTS

Paved roads and improved transportation were considered to be the most needed improvements.

2. 1985 Dempster Highway Exit Survey

MAJOR ACTIVITIES

- *Camping is the major form of accommodation
- *Camping is the major activity that visitors participate in
- *Shopping for arts and crafts, visiting historic sites and museums, nature study, and fishing.
- *Nature and cultural appreciation and awareness

The fact that the landscape is the most attractive feature is not surprising. However, the fact that the tourists want to experience the great outdoors should be taken into consideration in all tourism development in the Western Arctic.

3. Adventure Travel and The New Destination -1989 Masters Thesis by Lori Waldbrook

86% of the visitors surveyed were attracted to the area by the opportunity for an outdoor adventure experience.

Trip activities focused on viewing the natural landscape, wildlife viewing and learning of the regions history.

*Inuvik, Tuktoyaktuk and the Dempster Highway are the readily identifiable destinations

*the frontier atmosphere is important in drawing visitors to the region

7.0 ISSUES FOR EVALUATION

7.1 Signs

Signs were requested by the tourism society to enable visitors to find points of interest more easily, and give them additional information about the town and what to do. Through discussions with the community and TTS, signs, though desirable, would be subject to serious vandalism. The only area where signage should be increased is at the tourist information booth. There is an immediate need for a sign welcoming visitors to the booth. Presently it is all too easily missed. Hopefully the TTS will have at least a temporary sign up soon.

For next season, a large sign that covers a portion of the front of the building is recommended. The building is less than hospitable in appearance, being unpainted and with wire mesh on all the windows. A bright, bold sign is needed to overcome this shortcoming. An "Open/Closed" sign should be included on the front of the building.

An outdoor display may also be useful to upgrade the site of the existing tourist information booth. The building, being small, will not accommodate the full bus load that comes on some tours.

There is room outside the building to provide a path to the building and a display that could include:

- a map of Tuk with prominent buildings keyed on (like aerial photo from Tuk Inn brochure)
- an area map showing location of pingos (English and Inuvialuktun names should be used)
- photographs or line drawings of points of interest in town
- information on Inuvialuit (similar to information in TTS brochure)

The existing information booth could act as a staging area to get information on an interpretative walking tour of the community. The information centre, would not replace the concept for an Inuvialuit Interpretative Centre, but if upgraded and developed as part of a co-ordinated set of facilities for tourists, would complement future plans for additional facilities.

7.2 Campground

Campground Facilities

What the Community wants

The community and the TTS are perceived as wanting the following facilities at a campground:

- less expensive accommodation than at hotels (should increase the stay of tourists and/or draw other tourists to the community that could not otherwise afford to come)
- opportunity to make some money from running a campground
- waterfront recreation area where swimming programmed, volleyball and various children's programmed can be run.

The Tuktoyaktuk Tourism Society recommended tent frames be installed at the campground, which the Tourism Society would subsequently rent out for \$100/night. Associated with the tent frames would be a tent for cooking. The suitability for this concept needs to be matched with the market needs and the site constraints. It is easier to secure a small tent against mosquitoes, than canvas tents on frames. Also, privacy in a small tent would be greater, rather than sharing a tent frame with others. Territorial Parks are run as a system, with standardized rates and types of facilities. Rates are \$5 to \$10 per night at campsites. There is some room for flexibility in this (e.g., the provision of basic, unfurnished cabins is being considered at some subarctic parks). However, the basic standard of providing an area to set one's own tent should be provided in a Territorial Park.

Thus the idea of a tent/camp charging \$100.00 per night is not feasible. The attraction to the tent/camp idea is to give minimal services that lower income travelers can afford and hopefully increase the stay of some visitors longer than an afternoon. Other suggestions (information booth, concession, etc.) have yet to be explored.

What the Tourist wants

No visitor survey was done in this regard, but the tourist market at a park is basically twofold. Firstly, some visitors will want to camp, either for cheaper accommodation or preference for their own tent. Secondly, there are day visitors to Tuktoyaktuk that are wanting to see the points of interest, find out more about the area, have a place to stop and rest, and so on. A community Territorial Park could meet some of the needs of both groups.

What the Territorial Government wants.

The Standards and Criteria Manual for Territorial Parks suggests facilities suitable for most Community Parks. A park in Tuktoyaktuk would be in the category of "Community Destination Camping". According to the manual, following are some of the conditions for this type of campground:

- foster increased visitation rates to the community and/or result in increased economic benefits
- would provide recreational opportunities for local residents (the site is currently being used informally for this purpose)

In such a campground, the following list of recommended campground facilities shows the suggested minimal and preferred support facilities. The tent frames and cooking tent may be considered as a group camping area and cooking shelter.

Beach activities are encouraged in Territorial Parks. A concession stand may be considered in conjunction with the beach. It is not yet known whether an information booth or concession stand would be acceptable or desirable to the community.

Recommended Campground Facilities

Territorial parks and campgrounds require the following facilities. We will define the classification of park, once the operations and management are confirmed. The following items should be included in all site development design alternatives.

- entrance sign
- tent sites (individual) with picnic tables
- outhouses or washrooms
- pathways
- defined and controlled vehicular access
- garbage containers
- drinking water
- beach area
- attendant area

However options may include:

- day-use picnic area with large grill
- group camping (tent frames)
- interpretive trail or signs
- interpretive programmed
- playground area
- recreational equipment storage area
- concession
- group cooking shelter

Alternative Campground Sites

Three potential sites were identified by the community and ITS: out of town (between dump and sewage lagoon), near the airport, and by the old baseball diamonds (where the beach programme is being run).

The out of town site is scenic, with good views to the pingos. Tours usually go past this site as the best place to view the pingos is from by the sewage lagoon (end of the road). However, the site is not particularly suitable for camping (fairly wet, close to the road) and the distance from town is seen as a disadvantage. Tourists would not be able to easily walk to town for supplies, yet they are not camping in a "wilderness" experience. The site is not recommended.

The site near the airport is close enough to town that supplies could be easily obtained, and it is obviously easily accessible from the tourist booth and airport. However, the land is wet, with many driftwood logs, so is not suitable for camping. Access is also difficult from the road (across airport land). The site is not recommended.

The site in town, by the old baseball diamonds, has potential as a Community Territorial Park. The site is presently used by tourists when they come to town needing a place to camp. It is a large open area in town, along the beach, and with reasonable access from the main road. The waterfront programme run by the Hamlet is in the middle of the area, so local recreation could potentially mix with recreational opportunities for tourists.

7.3 Inuvialuit Interpretive Centre

The purpose of an Inuvialuit Interpretive Centre could not be clearly determined during the community visits. Though there are some needs of the TTS and the tourists which could be met through a centre, these needs could also be addressed in other fashions. An Inuvialuit Interpretive Centre should have some regional support, and certainly very strong local support. However, groups such as the Hunters and Trappers and Elders, though vaguely interested, did not express a great need for such a building. For example, the HTC said visitors would still have to come to their offices to have fishing licenses stamped and should come to them to register for any boating trips. The elders meet once a month, but need a very large space (like the community hall), so an interpretive centre would not be particularly useful for their meetings or other activities.

The ILA and TCC were not particularly interested, the "representative from the TCC (Dennis Thrasher) seeing the centre as more a private sector initiative. The II-A did not indicate any broad regional support. The Prince of Wales Northern Heritage Centre Community Museums Programme has had no applications for a community (or regional) museum in Tuk. Thus at this stage, a full scale interpretive centre (artifacts, displays, carving or demonstration rooms, coffee shops, sale of arts and crafts) is not defensible.

However, some of these elements can be encouraged elsewhere. Coffee could be served at the visitor information booth (if electricity were installed) or at a park visitor centre. Hours of the restaurants should be posted at the information booth.

The artifacts which are held at the school need to be examined. Are they being properly stored to ensure their durability? Could some of them be displayed at a park centre or at the booth?

Carvings or craft items could be sold on concession at the information booth. There is a small shelf at Nutuiluie Campground, for example, that takes up very little space, but displays local handicrafts. Tourists can also buy the items. This would help tourists become more interested in items available, and they may seek out the carvers etc. more readily.

Public washrooms are required. Visitors will now go into the Hamlet and government offices to use their washrooms. Washrooms at the park and/or visitor centre should be installed - outhouses may be all that is required.

More items of Inuvialuit interest could be displayed at the tourist booth. For example, the regional map with Inuvialuit names, and the local map with Inuvialuit names, would be of interest to townspeople and tourists. As this type of information is gathered and displayed, there may be more call for a museum or interpretive centre.

7.4 Other Development Opportunities

Community Park

In addition to suggested themes in Section 4.3 and campground facilities described in section 7.2, consideration should be given to a community park to integrate community and tourist site development opportunities. Since there is no apparent consensus for the development of an Inuvialuit Interpretation Centre, a community park would offer a much needed alternative, considering what the tourists need and the local outfitters and tour companies require. Facilities should include: a place to pick up visitors, parking, washrooms, and a telephone. This would complement the existing Tourist Information Centre.

In response to the day visitor tourist, a community park in the central open space area of the community, would create an attraction. The location should be related to the beach and the old school site. This could complement the development of the campground.

Tourist Information and Brochure

In addition to the signs to give direction and identify sites and buildings of interest to a tourist, an interpretative brochure would help enhance the visitor experience and give much needed information and update the existing maps and brochures.

Existing Brochures

Three brochures are now being used: Tuktoyaktuk (by Father LeMeur), Tuk Inn brochure and TTS brochure.

Though the brochures do not give the same immediate on-site identification as signs, they do cover off a variety of needs. The TTS brochure is more a "lure" piece, with its colourful drawing of town and information on Inuvialuit. The LeMeur brochure is also partly promotional (saying the mosquitoes aren't bad in Tuk!), and partly interpretive, with stories about the town. The Tuk Inn brochure is very good as an information/directional brochure. Having the two different scale of maps on the brochure is most helpful. It does require updating, as points of interest such as the fur shop and the parka shop are not shown.

Need for Other Brochures

With these three brochures, and the fact that signs are not a realistic alternative for direction or interpretation, the question is can brochures provide the visitor with more information to compliment information received at the tourist information booth. The Tuk Inn brochure, if updated and made more public, would serve very well.

There is the feeling by some residents that there is not enough for tourists to do. Additional information to explain and interpret the landscape and the community.

A directional brochure is helpful with finding places, but will not necessarily encourage people to spend more time or money at a place. A directional or lure brochure does not create something to do. However, an interpretive brochure could actually create an activity. It can establish a walking trail, similar to an interpretive trail in a park.

Interpretive Brochure

The primary purposes for an interpretive brochure would be:

- create an activity for tourists lasting from 45 minutes to 2 hours
- enable visitors to recognize at least 4 different locations in town (e.g., one church, sod house, fur shop, parka shop)
- enable tourists to understand some of the Inuvialuit and white settlement of the town

A brochure that helps tourists interpret the landscape, the community and culture, and the buildings will help tell the story of the community to visitors. This will be a way of reaching secondary cognitive objectives:

- visitors will be aware of location of fur and parka shops as places to purchase locally made crafts
- visitors will be able to identify the sod house and be able to recognize it as a reconstructed Inuvialuit dwelling
- visitors will be able to understand the building of log structures in the arctic
- visitors will be able to understand landscape features
- visitors will better understand the cultural aspects of the community

Secondary affective objectives for an interpretive brochure will be:

- visitors will have a greater appreciation for the Inuvialuit heritage
- visitors will have a greater appreciation of the influences (cultural, political, etc.) on structures in Tuktoyaktuk
- visitors will feel more comfortable entering some of the stores and offices to conduct business

Secondary behavioral objectives for an interpretive brochure will be:

- 100% of visitors will visit at least 1 store in town
- 85% of visitors will visit at least 2 stores in town
- 65% of visitors will visit at least 3 stores/businesses in town
- 95% of visitors will encourage friends or relatives to visit Tuktoyaktuk

These objectives should be reviewed with the Tuktoyaktuk Tourism Society to confirm the details of of a brochure.

7.5 Alternatives to meet study objectives

STUDY OBJECTIVE

***To enhance the tourism potential of Tuktoyaktuk and the Inuvik Region**

***To develop a community tourism master plan which incorporates but is not limited to the development of:**

- i) Interpretive Signs and Stands
- ii) Campground/lent Camp
- iii) Inuvialuit Interpretation Centre

The development of this Tourism Master Plan has some very specific development requirements. Our preliminary observations have revealed that there be other development alternatives which may have more economic impact on the community other than the three development alternatives identified by the client.

1. **Choosing Tuktoyaktuk**

Marketing studies in this area have revealed that tourists make their decisions to travel to Tuktoyaktuk, prior to leaving home. Because there is no road to Tuktoyaktuk there is probably very little last minute decision making to go there. A fair amount of the tourists to Tuktoyaktuk are end of the road tourists. Currently choices are available for one and two hour packages.

To increase the tourism in the area an effective marketing program needs to be done to promote the new facilities and attractions. Promotion of the multi-day stay needs to be encouraged.

2. **Increasing The Length of Stay**

For the tourists to have any impact on the economy of Tuktoyaktuk, it will be necessary to increase the length of stay in the community. The development projects will improve the quality of visitor experience in the community, but may not increase the length of stay in the community.

The campground will provide a viable accommodation alternative, which will encourage people to lengthen their stay. However, it is questionable whether the Interpretive Centre and signage will have a direct impact on increasing the length of stay in the community.

The current air schedule does not encourage overnight stays in Tuktoyaktuk. Because Aklak Air offers a discount to visitors who complete their trip in one day, they are not encouraged to stay overnight. The community should work with the airlines to develop incentives for tourists to stay overnight in the community.

3. **Adventure Tourism**

The significance of and growing demand for adventure tourism can not be overlooked in the development of the community tourism master plan. The importance of tours and adventures such as trips and boat tours to the pingos, whale watching, and adventure tours of the arctic coast must not be underestimated in the development of the Tourism Master Plan and the the related impact on tourism in Tuktoyaktuk.

8.0 ECO-TOUR WALKING INTERPRETATIVE SITES

The "Landscape" and "Scenery" together with the cultural and natural history are the primary reasons to attract tourists. Since many tourists fly into the community for a day trip, the most important item missing is signs and information. In response, we propose the development of an Eco-tour to give tourists a self guided interpretative walking tour of the points of interest of the community.

The major theme should be focused on:

- The Arctic Ocean
- The Inuvialuit Culture

Sub Themes should highlight:

- Pingo's
- Oil and Gas exploration
- Sports hunting

The following sites are recommended to focus on the landscape, natural scenery and cultural opportunities. Each site should have a sign with a message and some site development as follows:

SITE 1: TOURIST INFORMATION CENTRE

Since this is the first site for the tourist arriving from the airport, it is important to give a good first impression. Thus, a welcome sign, with an orientation map should be located at the existing building. In addition, the person operating the building should have access to brochures and information on the community and the Inuvialuit people.

Sign message:

- * Welcome sign "Aqanna!" near the Tourist Information Site
- * Sign on Tourist Information building
- * Open and closed sign for building
- * Interior displays and posters on the walls
- * Guest book for visitors to sign name, origin, and comments
- * Orientation map

Aqanna

Welcome to Tuktoyaktuk N.W.T.

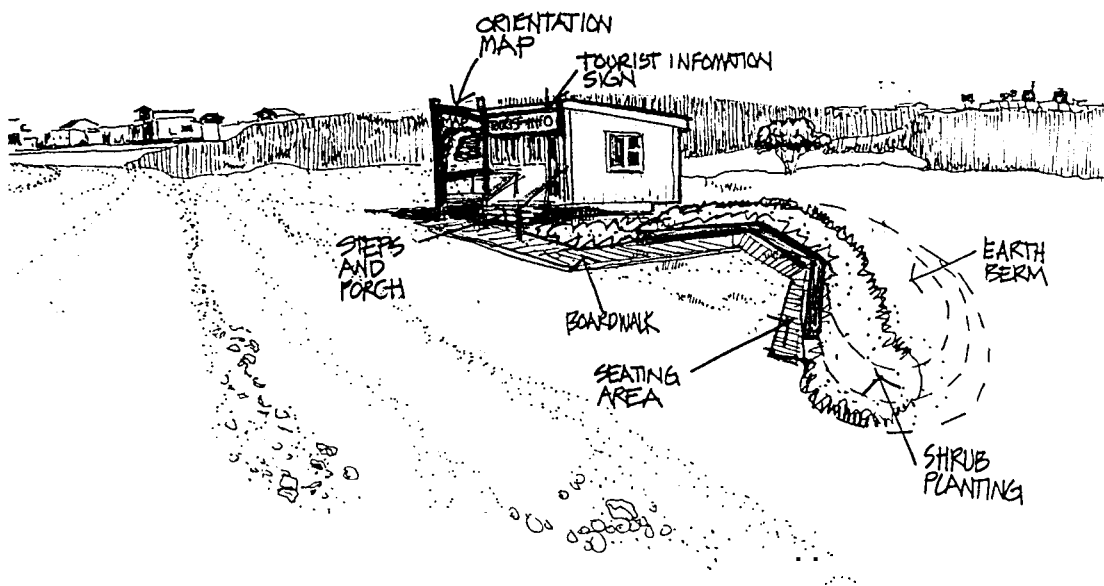
Welcome sign should be installed along the road between the airport and the existing Tourist Information Building. Design criteria should be similar size to the Federal Government sign for the airport. Materials specification should be steel posts, painted bright blue, with a steel enamel sign bolted to two steel posts. The illustration shown below is a guideline to show location, size and message.



Tourist Information Centre

The existing Tourist Information building should be upgraded and enhanced. First, A sign needs to be attached to the building to identify it as a tourist information centre. Second, a boardwalk, step and porch should be added to the building to allow older people to get into the building. Third, a large orientation map, showing the community and the walking tour should be fixed to the building and the boardwalk. **Forth**, the site development should create a seating area for tourists to gather, and sit to rest or watch a community activity or event. To create a more pleasant site, a seating area can be created with an earth berm and logs bench seats, with shrub planting.

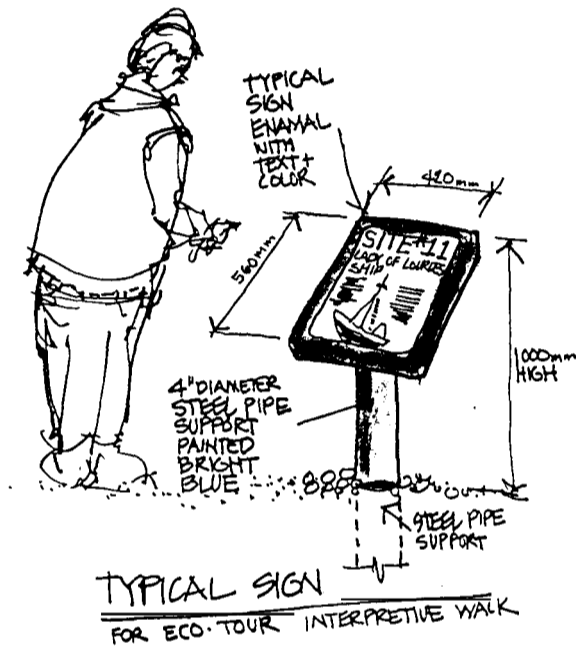
The following sketch shows the site development opportunities.



Typical Eco-tour Interpretative Sign

The Eco-tour should have signs at each location noted on the plan. The design criteria for each sign would be to identify the site, give a short message of a maximum of 100 words in Helvetica typeface, and contain a simple graphic image. The sign should be a maximum of 1 metre high, mounted on a 100 mm diameter steel post, painted bright blue. The sign panel should be steel enamel finish with bright blue border and black graphics. The sign panel should be mounted at an angle to allow the viewer to read the sign and see the view.

The following illustration shows the simple and strong character of the sign.



Site Development:

Provide steps and wood deck porch for older people to access the building

Create a “staging area” for small and large groups

Provide space for a full bus load of people to gather, sit and gain information

Orientation Map of Tuktoyaktuk, showing Eco-tour/interpretative walking tour route

Area Map showing location of pingos, with English and Inuvialuktun names

Brochure for self guided walking tour, showing route with numbered points of interest

SITE 2: VIEWPOINT OF COMMUNITY HARBOUR

Sign message:

- harbour and coastline
- island
- DEW station
- Pingo in town
- Glad Tidings Pentecostal Mission

SITE 3: OLD LOG COMMUNITY CENTRE BUILDING

Sign message:

- building and brief history
- community park space

SITE 4: HUDSON BAY COMPANY BUILDING

Sign message:

- brief history
- wharf and bay
- significance

SITE 5: SOD HOUSE

Sign message:

- brief history of sod house
- significance

SITE 6: OLD FUR SHOP

Sign message:

- building name and history
- description of "Kinnaaluk" district
- option for location of Inuvialuit Interpretation Center

SITE 7: COMMUNITY FREEZER

Sign message:

- concept of food storage
- underground tunnel system

SITE 8: CHRISTINA FELIX PARKA SHOP

Sign message:

- Parka shop, tourists welcome

SITE 9: ST. JOHN ANGLICAN MISSION

Sign message:

- log building and history

SITE 10: R.C. CHURCH

Sign message:

- building and history

SITE 11: LADY OF LOURDES SHIP

Sign message:

- history of ship

SITE 12: FORMER TUK LODGE AT FLAGPOLE POINT

Sign message:

- history of log building
- importance of the point/boats at "Nuvugaaluk"
- smoke house



SITE 13: CEMETERY

Sign message:

- site and history

SITE 14: NURSING STATION

Sign message:

- history of building
- history of nursing, medicine in Tuk

SITE 15: BEACH PARK TOURIST DAY USE AREA

Sign message:

- Arctic Ocean
- landscape and "Tasiaraaluk" lake
- view to pingos

Site Development:

- Picnic tables and garbage can
- Park centre office and day use area
- Public toilets
- Optional location of Inuvialuit Interpretation Centre, using rehabilitated portables with displays from old school.

SITE 16: SWIMMING BEACH

Sign message:

- identify beach and Arctic Ocean

Site Development:

- continue erosion protection and sand to enhance the dry beach area

SITE 17: CAMPGROUND

Sign message:

- camping information

Site Development:

- Develop gravel pads for 6 single campground sites, and allow for expansion
- Develop 3 group sites, with raised wood platforms for tent pads, allow for expansion
- Public toilets

SITE 18: PINGO "NASIZVIK"

Sign message:

- identify views of harbour, community and oil and gas sites

Site Development:

- Develop trail and wood platform on top of hill with sign
Sign to identify views.

Upon completion of the walking tour, tourists should be encouraged to return to the Information Centre for questions. They should ensure they sign the Guest book. Upon review of information, they should be encouraged to stay another day or two for guided boat tours to pingos, evening BBQ on the beach, and tour of the oil and gas sites.

Upscale options that should be considered for tourist information building include: electrical for coffee and refrigerator for cold drinks in summer.

The site development of the tourist information centre should encourage people to congregate, before returning to the airport. Thus, places to site should be provided with outdoor activities and events to create an attraction.

9.0 SITE DEVELOPMENT ALTERNATIVES

9.1 ALTERNATIVE ONE - ARCTIC OCEAN

DESCRIPTION

Alternative One proposes the development of a focal point in the community for all tourism activities.

This focal point would include a campground, day - use area, and the opportunity for an Inuvialuit interpretative centre, developed along the Arctic Ocean adjacent to Lake Tasiaraaluk. The tourist area would be visible from the community, but would be subtly separated from the rest of the community facilities.

1. Eco-Tour:

Alternative One and Two includes the development of an Eco-tour which is the same for both alternatives. The Eco-Tour is described in Section 8 of this report.

2. Campground:

The campground development includes six tent pads, three group tent pad sites, an open area for informal sports and toilets. Located at the southern end of the tourist area, the campground would be separate from the more active areas of the site. ie. the day-use area and visitor centre. The proposed area for the campground has excellent potential for expansion. The northern end of the site would be developed more intensively with the day-use area and the Inuvialuit Interpretative centre. Development in the day-use area would include a small beach area, picnic tables, washrooms and telephones.

3. Inuvialuit Interpretative Centre:

Development of the Inuvialuit Interpretative Centre would occur adjacent to the day-use area, in the portables adjacent to the old school. Proposed improvements include interior and exterior exhibits and overall building upgrading to a level that would satisfy visitor expectations. As tourism increased in Tuktoyuktuk the centre could expand to meet the demand. The Inuvialuit Interpretative centre would also be developed to provide visitor services such as washrooms, telephones and a rest area at the half-way point of the Eco-tour.

ASSESSMENT OF ALTERNATIVE ONE

Visitor Satisfaction

Alternative One would create an identifiable area for tourists in the community where the visitor could experience Tuktoyuktuk without feeling that they are intruding on the community. At the same time, the proposed site would still provide the visitor with the feeling that they had experienced the community and culture which is one of the highest visitor priorities for tourism in the NWT.

The Inuvialuit Interpretative Centre would be located with other tourists facilities which expands the potential of the centre for programming and providing visitor services. The Centre in this concept is in context with the rest of the development in the community and would emphasize the character of Tuktoyuktuk. Tourists want to see something different and will remember the experiences more than anything else.

The phased development of the Inuvialuit Interpretative Centre will allow the community to gear-up to provide high quality programming and interpretive events. The operation of this facility is crucial to visitor satisfaction and is something that would be very difficult to provide overnight for a major centre. The success of this centre will also depend on developing other tourism components in the community ie. hotels, restaurants, tours etc. This phased development will allow the community to develop tourism services at a pace equal to the growth of tourism.

Capital Costs

The capital cost of Option One for an Inuvialuit Interpretative Centre is relatively much lower than Option Two, primarily because of the smaller visitor centre. Capital costs could be phased over a number of years as tourism grows in Tuktoyuktuk.

Operational Costs

The operational costs of Option One would be significantly less than Option Two. The operational costs would increase with the phased development of the campground and visitor centre as tourism grows in the community. Therefore, the operational costs would grow at the same rate that tourism grew in the community and would not burden the community with high operational costs.

9.2 ALTERNATIVE TWO - COMMUNITY HARBOUR

DESCRIPTION

1. Eco-Tour:

Alternative Two includes the development of an Eco-tour which is the same for both alternatives. The Eco-Tour is described in Section 8 of this report.

2. Campground:

Alternative Two proposes a more decentralized concept of tourism facility development. A campground is proposed for the south end of Tasiaraaluk Lake, along the Arctic Ocean. The campground development would include six tent pads, three group tent sites and washroom facilities. A small park centre building would also be developed that would include a park office, washrooms and telephones. Day-use facilities such as picnic tables would also be developed on the site.

3. Inuvialuit Interpretative Centre:

A new Inuvialuit Interpretative Centre would be built adjacent to the sod building overlooking the community harbour. The new centre design and size would be dependant on the commitments for capital and operational dollars.

ASSESSMENT OF ALTERNATIVE TWO

Visitor Experience

Alternative Two does not create an overall focus for tourism in Tuktoyuktuk. The decentralized aspect of the Alternative Two would create the same “Sense of Place” for the tourists as Alternative One would.

The proposed campground development would create a busier atmosphere than Alternative One, because other facilities developed in conjunction with the campground. The day-use area is not as well defined as the day-use area in Alternative Two.

Capital Cost

The capital cost of Alternative Two would be higher due to the development of a new visitor centre. The capital costs could not be phased over a period “of time because the development being proposed would not be phased with tourism development in Tuktoyuktuk.

Operational Costs

The operational costs for Alternative Two would be higher than Alternative One, because the costs associated with the visitor centre can be expected to be high. However, operational costs are difficult to estimate until the visitor centre building is further defined.

Because the development in Alternative Two is not phased, the operational costs of these tourism facilities would be a major impact on the community. The community would have to assume the operational costs prior to the increase in tourism in order to maintain the facilities at a level that met tourist expectations. If the facilities and programs were not operated at a high level then there could be a potential negative impact on tourism.

9.3 INUVIALUIT INTERPRETIVE CENTRE

In addition to the two development alternatives we are also proposing four options for the development of the Inuvialuit Interpretive Centre.

1. DO NOTHING

Until more information is available, and a commitment is known for the following, it is difficult to justify a facility. The following information would be useful to better understand the needs of the community and the Tourism Society.

2. REHABILITATE PORTABLES AT THE OLD SCHOOL SITE

The existing portables would be renovated to create the interpretive centre. The development could be phased as tourism and the related demand grows in the community. Ultimately, the centre could be expanded by renovating the old school or building a new centre on the site.

3. RENOVATE THE OLD FUR SHOP BUILDING

The feasibility of this option is dependant on the structural condition of the old fur shop. If feasible, the fur shop would be rehabilitated to create an interpretive centre.

4. NEW BUILDING AT THE COMMUNITY HARBOUR SITE

A new interpretive centre would be built to replace the Old Fur Shop building adjacent to the sod house overlooking Tuktoyuktuk's community harbour.

DISCUSSION

There appears to be some expectations in the community that a new Inuvialuit Interpretive Centre will generate tourism in Tuktoyuktuk. While the interpretive centre will undoubtedly improve the overall visitor experience, it should not be expected to have a major impact on increasing tourism, in isolation of the other essential components of a successful tourism destination.

Successful tourism is the product of many factors, one of which is tourism products such as Interpretive Centres. However, a number of other conditions need to be in place as well. Local hospitality which includes opportunities to meet friendly local people and experience different foods and cultures is another essential tourism component. Access to the area and the associated costs of transportation also play an important role. Marketing is also another important ingredient of creating a successful tourism destination.

Tourism is also a business with the objective of generating revenue. The interpretive centre should be evaluated from the perspective of its impact on the local economy. The centre alone will not have any impact on the community if it does not have any economic benefit.

Our analysis has concluded therefore that the development of a new interpretive centre should be carefully considered for the impact that it will have on tourism generation in Tuktoyuktuk. The cost effectiveness of each interpretive centre option should be evaluated carefully, prior to any final decisions being made in this regard.

The development of interpretive centre should also be considered from the perspective of "What is the most effective method of satisfying the tourists needs for information on the cultural and natural landscape ?"

The development of the Ecotour/interpretive walk has tremendous potential to provide information as well as “hands-on” experiences to experience Tuktoyuktuk. It may be more effective to develop community and private sector opportunities along the route that provide the tourist with opportunities to experience the community and the culture and to spend money in the community. If the Ecotour was further developed it would also take longer to complete, therefore extending the tourists stay and creating more opportunities to spend money.

In order to properly evaluate the cost/benefit of the Interpretive Centre options there are several outstanding issues that need to be resolved before any accurate assessment can be done.

1. Budget

Is there a capital budget for the interpretive centre? *

Is there an operational budget for the interpretive centre? **

2. Program/Uses

What are the requirements for this building? *

3. Commitment

Who is going to pay for the building? *

Who is going to pay for the operation of the building? *

4. Management

Who will be responsible for the management of this building and related programs, events and activities? *

5. Maintenance

Who will maintain and operate the building? *

APPENDIX "A="

LIST OF CONTACTS

1. **Randall Pokiak, President Tuktoyaktuk Tourism Society**
P.O. Box 335, Tuktoyaktuk, N.W.T. X0C 1C0
(403)997-2310
2. **Leslie Cabbott, Community Development Coordinator**
Hamlet of Tuktoyaktuk, N.W.T.
P.O. Box 120, Tuktoyaktuk, N.W.T. X0C 1C0
(403) 977-2286
3. **John Courneyea, Parks Officer Economic Development and Tourism**
Government of N.W.T., Bag Service #1, Inuvik, N.W.T. X0E 0T0
(403) 979-7353
4. **Robin Reilly, Director, Parks & Visitor Services**
Economic Development and Tourism
Government of N.W.T.
(403) 873-7902
5. **Maureen Bungaard, Manager, Tourism Development**
Government of the N.W.T.
Bag Service #1, Inuvik, N.W.T. X0E 0T0
(403) 979-7237
6. **Bill Dolan, District Manager Canadian Parks Service**
P.O. Box 1840, Inuvik, N.W.T. X0E 0T0
(404) 979-3248

People contacted in the community include:

Eddie Dillon, Mayor
Roger Gruben
Charlie Greben
James and Maureen Poliak
James Felix, Christina Felix Parkas
Evelyn Cockney
Henry Androssan
Mona Felix, Fur Shop
Diana Cornakenski
Linea
Garfield Taxi
John Holland, Senior Hamlet Administrator
Uoyd Binder, Economic Development Officer
Manager of Hotel Tuk Inn
Dennis Thrasher, Tuk Corn Corn
Judy Lampert, Pingo Park Lodge
Steven Kerr, ILA
Father Ryuant, Catholic Church
Fred Wolki, Hunters and Trappers

Hamlet Council:

Mayor Eddie Dillion
Billy Emayhok
Emanuel Felix
James Pokiak

Lucy Cockney
Vince Teddy (not present)
Russell Newmark
Jimmy Jacobson (not present)