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***Baffin Regional Tourism Planning Project -
Community Tourism Development Plan -
Broughton Island
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BAFFIN REGIONAL TOURISM PLANNING PROJECT

COMMUNITY TOURISM DEVELOPMENT PLAN

BROUGHTON ISLAND

QIKIRTARJUAQ

April, 1982

PREPARED BY:

MARSHALL **MACKLIN** MONAGHAN LIMITED

PREPARED FOR:

DEPARTMENT OF ECONOMIC DEVELOPMENT
AND TOURISM

GOVERNMENT OF THE NORTHWEST
TERRITORIES

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1. INTRODUCTION

1.1 What...is The Tourism Study?

In May 1981, the consulting firm of Marshall Macklin Monaghan Limited was hired by the Department of Economic Development and Tourism to do a tourism study for the entire Baffin Region.

The three main purposes of the study were:

- i) To help the Baffin Region communities to understand what tourism is and what benefits and other impacts might result from tourism development;
- ii) To find out if community residents are interested in developing tourism - what kind of tourism and under what conditions; and
- iii) To evaluate tourism potential by examining the resources in and around each community to and by determining what there might be for tourists to see and do.

The study was initiated with the full support of Baffin Regional Council.

1.2 Purpose of the Report

The purpose of this report is to provide summary of findings, conclusions and recommendations resulting from the tourism study. This summary is provided for the residents of Broughton Island so that all members of the community will know what is proposed and will be able to comment on the study and its recommendations.

More detailed information, including an inventory of resources, a description of the recent field program and a series of sheets describing tourism development opportunities and programs is provided in an appendix to this report.

1.3 Other Reports

If, additional information is required, the following documents can be obtained from either the Hamlet Office or the Department of Economic Development and Tourism in **Frobisher** Bay:

a) Background Information Report

This report contains general information about the **Baffin** Region. Topics discussed include the responsibilities and programs of government agencies and major **Inuit** organizations; land use and ownership; economic activity; climate, and tourism resources and activities.

b) Planning Process Report

This report describes in considerable detail the methods used to carry out this study.

c) Regional Tourism Development Strategy

This report contains recommendations for tourism development programs involving the **Baffin** Region as a whole.

d) Technical Appendix

This document includes the findings of investigations which were a part of this study.

2. MAJOR PLANNING CONSIDERATIONS

2.1 Several Important Factors Affecting-Tourism Development In Broughton Island

Two factors related to location are of major significance in determining the extent and nature of tourism development in **Broughton Island**. First, the community is situated very close to Auyiittuq National Park Reserve and is at the north end of the **Pangnirtung** Pass Hiking Trail. The park reserve provides outstanding opportunities for a variety of activities (e.g. mountain climbing, hiking/backpacking, interpretive activities, etc.). It is actively promoted by Parks Canada which also provides information, research, maintenance supervision and other services.

Second, the location of **Broughton Island** across the **Cumberland Peninsula** from **Pangnirtung** is significant. Tourism in **Broughton Island** should be complementary to, rather than competitive with, tourism development in **Pangnirtung**. The strong connection between these two communities should be considered in tours which visit more than one community.

2.2 Resources of The Land And People

During their visit to **Broughton Island**, the Tourism Planner and the **A.E.D.O.** found out as much as they could about the resources of the land (wildlife, fish, **landforms**, vegetation, etc.) and resources of the people (historic sites, spring and summer camps, traditional campsites, etc.) by talking to knowledgeable people and by going out on the land as much as possible. Information collected is found in Appendices AI and AZ.

This information was used to find out what tourists could do in the **Broughton Island** area during various seasons.* Tourism opportunities identified in this process are summarized in the following sections. A more detailed Activity Evaluation Summary is found in Appendix A3.

* This information was also used to find out where tourists shouldn't go and what **toursts** shouldn't do in the **Broughton Island** area.

There are only two major tourist seasons in **Broughton** Island - the frozen water spring tourist season, when travel by **skidoo** and crosscountry skis is possible; and the open water summer tourist season, when travel by boat is possible.

2.2.1 - Tourism Opportunities - Frozen Water - Spring
(End of March to Beginning of June)

The most interesting and attractive areas are generally quite far from the community - e.g. **Auyuittuq** National Park Reserve, North **Pangnirtung** Fiord, **Padle** Fiord, **Kingnait** Fiord, Durban Island. Tourists **would** have to travel for at least 6 hours by **skidoo** (at a speed comfortable for tourists) in order to reach many of the most appealing areas.

Opportunities to see wildlife are extremely limited in the spring season.

Greatest activity opportunities around **Broughton** Island are hiking, skidooring or cross-country skiing in order to see, photograph and learn about a variety of natural features. These features include caves, icebergs, mountains and rock formations.

Historic sites are generally not of great interest relative to those near other communities. Many are unnoticeable when covered by snow in the spring.

The **Broughton** Island DEW Line Station (about 12 miles from the community) is not of major interest and has restricted access.

There is a lack of good ice fishing areas close to the community and it is unlikely that tourists would travel great distances from the community in order to go ice fishing.

There is little potential for polar bear hunting due to the fact that kills are not as reliable as they are in other parts of the Northwest Territories where hunters can usually be assured of killing a bear. Also, there is only one dog team in the community.

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Potential for downhill skiing (helicopter skiing) has not been thoroughly evaluated. However, it is believed to be of poor **quality** relative to other helicopter skiing opportunities in more accessible areas.

2.2.2 Tourism Opportunities - Open Water - Summer (Middle of July to Beginning of September)

Again, the most interesting and attractive areas are mostly quite far from the community. Tourists would have to travel at least six hours by boat in order to reach many of the most appealing areas.

Wildlife viewing opportunities are generally greatest in August when birds, narwhal, seals, walrus and arctic hare can be readily seen. Greatest potential exists for longer trips (more than one day). Two major seabird colonies (Cape **Searle** and Reid Bay) are of particular interest to bird watchers and naturalists.

Good trophy char fishing areas cannot be found within 60 to 70 miles of the community. Several groups and individuals have expressed an interest in operating a fish camp at Padle Fiord.

Greatest opportunities consist of hiking and boating to see, photograph and learn about a variety of natural features and wildlife.

Historic sites in the Broughton Island area are not of major significance, but may add interest to trips emphasizing more significant, interesting or attractive natural features.

August is the only month when tourist boat trips are possible on all bodies of water. September tends to be too cold and windy for comfortable and reliable boat trips. Boating conditions, even during August, are generally unpredictable, especially in the more open water of Davis Strait.

2.3 What Tourism Facilities and Capabilities Does Broughton Island Already Have?

A number of factors related to community facilities and services, and to the skills and plans of community members are of major importance to **Broughton** Island's potential for tourism development. A more detailed account of community resources is outlined in Appendix A4.

The **Broughton** Island hotel was closed in 1980 due to its failure to comply with GNWT regulations for tourist establishments. Plans exist for a \$60 000.00 renovation project which will see the upgrading of existing buildings to meet territorial standards. The feasibility study, which will determine the project's eligibility for territorial and federal funding programs, is not yet complete. Even this upgrading effort will not create a high quality hotel.

The present lack of a hotel or even a high quality transient centre, is a major constraint to tourism development.

There are two longliners in the community. The owner of one of these has expressed an interest in operating tourist excursions. These boats can comfortably take tourists on long boat trips throughout the month of August.

Community residents produce excellent carvings and seal skin crafts.

Although there are a number of skilled and capable people in the community who could potentially work in tourism oriented enterprises, many of these people already have well-paid government jobs. Other skilled people would prefer to spend the tourist season at spring and summer camps and would therefore not be interested in going into the tourism industry.

The community already has an experienced and reliable outfitter who is interested in expanding his operations.

2.4 Community Feelings About Tourism

During the visit of the Tourism Planner and AEDO, many residents were contacted and asked what they thought about tourism. A list of groups and individuals contacted is found in Appendix B.

The following points briefly **summarize** the general **attitude** of the residents of **Broughton** Island towards tourism.

The community, in general, has had very little experience with tourism, and therefore residents tend not to have any opinions in **favour** or against tourism.

Discussions with numerous groups revealed a general apathy towards tourism development. During two phone-in radio shows, only one resident called to ask a question.

Those who were directly asked to express an opinion as to whether or not they thought that tourism would be good for the community, usually said that they thought that tourism would be good for **Broughton** Island. They thought tourism would be good for the economy and might create jobs for young people.

It was generally felt that all future tourism development should be closely controlled by the community.

Almost all groups and individuals spoken to said that they appreciated being told about the study and being asked for their opinions. This implies that residents would like to be informed of any tourism related activities or plans in the future.

2.5 Who Should Visit Broughton Island?

The resources in and around **Broughton** Island are most appealing to certain types of people. The following section identifies the people who would be most interested in visiting this area and who should be encouraged to visit **Broughton** Island.

The resources **in** and around **Broughton** Island are mostly appealing to backpackers, naturalists and others interested in outstanding arctic scenery, wildlife (especially birds), and natural features.

People **coming** to **Broughton** Island should not be those who expect high quality accommodation and food services. These amenities **will** probably not be available in **Broughton** Island within the next five years.

Group tours should be emphasized as these are easier to service and may be able to make use of group rates to lessen the high cost of Arctic travel.

There are a large number of groups who might be interested in travel to **Broughton** Island, most likely as **part of a larger** Arctic tour. These groups include naturalist clubs, university groups, climbing and hiking clubs, arts and crafts groups, photography clubs and others.

3. COMMUNITY TOURISM DEVELOPMENT PLAN

3.1 How Will Development in **Broughton** Island Relate to Development In Other Communities in the **Baffin** Region?

The resources of the **Broughton** Island area are sufficiently attractive and varied that visitors could potentially spend a major part or all of their vacation time in this area. **The lack of a comfortable hotel is a great constraint to the development of tourism. However, this does not negate the fact that there are outstanding tourism opportunities, especially on the lands surrounding the community.**

For these reasons, **Broughton** Island is being labelled a Destination Area and an Outfitting Post. These titles describe **Broughton's** place in the tourism industry of the region as a whole.

A Destination Area is a large area which offers excellent opportunities for tourist activities. This area, through which visitors travel from a certain community, is a major focus of a tourist's vacation.

An Outfitting Post is a community which provides services to enable tourists to go out on the land. These services might include the provision of guides, transportation (for example, boats, skidoos, dog teams), tents or food.

Destination Areas and Outfitting Posts do not require high quality hotels because much of the tourist's time will be spent on the land outside the community. This is of great importance in **Broughton** Island which has no existing hotel and which, within existing economic conditions, cannot support a high quality hotel facility.

The potential connection between tourism in Pangnirtung and in **Broughton** Island should be emphasized. Opportunities presented by this connection might include boat tours around the **Cumberland** Peninsula; hiking, **snowmobiling**, or cross-country ski tours through

the Pangnirtung Pass or Padle Fiord; and tours emphasizing the wildlife of the Cumberland Peninsula (especially birds) or crafts (weaving and printmaking in Pangnirtung, carving and sewn crafts in Broughton Island).

Shorter visits to the Broughton Island area can also be part of tours combining the attractions of several communities and their surrounding areas. Tours which might include a visit to Broughton Island are, for example, a tour of major bird colonies, a tour of communities that produce interesting arts and crafts items, a tour of places with outstanding scenery, or a tour of places that have special hiking or climbing potential.

3.2 Development Opportunities and Other Tourism Programs

3.2.1 - What Form Should Tourism Development Take in Broughton Island?

The general development intent for "Broughton Island" and is to provide a number of opportunities for travel out on the land, and to provide basic accommodation and services for short stays in the community. Tourism in Broughton Island should be promoted during both the spring frozen water period and the summer open water period.

The following section briefly describes the programs which are recommended in order to develop the tourism industry in Broughton Island.

3.2.2 - Recommendations for Tourism Development in Broughton Island

The programs described in the following chart respond to the opportunities presented by the resources of the Broughton Island area. They also take into account the attitudes and concerns of local residents, the needs of the people who would be interested in coming to Broughton Island, and the place of Broughton Island within the Baffin Region tourism industry.

A more detailed description of recommended programs can be found in Appendix C.

3.2.3 - How to Read the Chart

The following chart very briefly -describes the recommended tourism development programs. It also indicates the following things.

a) How Important is This Program?

Priority

The priority of each program shows the importance of that program. For example, if the community has a limited amount of money and time to spend on tourism development, a program with a **I** priority would be done first, while a program with a **IV** priority might be done at a later date or might not be done at all.

Time to Implement

This is the time within which each program should be completed or put into effect. It is a rough indication of the order in which things should be done, the speed with which programs should be carried out, and the complexity of each program.

b) Who Should Be Responsible for Carrying Out this Program?

These **four** columns indicate the person, agency or other group who should be responsible for carrying out and/or paying for various aspects of each program. Each program has been divided into four parts which may be carried out by different people, agencies or groups.

"Planning" refers to the period before the project gets underway. "Construction" is the actual building called for by the program recommendation. "Delivery" refers to the day-to-day operation of the program once it is planned for and/or built. "Other" refers to any other aspects of the program not covered by the previous three categories.

c) **Approximate Cost**

This column indicates the cost of carrying out the recommended program. It includes only initial capital costs. **It does not include operating costs or costs associated with planning or training.**

Training costs will be derived after an approach to adult training for tourism is decided upon.

Cost estimates are based on industry standards, past northern costing experience and best professional estimates.

d) **Jobs Created**

This column gives some indication of the number of jobs that each program will create. Part-time jobs are jobs in which employees work less than full days or only a few days each week. Seasonal jobs are those which exist only during the specific seasons.

e) **Why is This Program Being Recommended and Why Does it Have This Priority Level?**

This column explains why the recommended program is important to the development of tourism in Broughton Island. It also explains why it may be more or less important than other recommended programs.

Program Recommendations -Priority and Phasing - BROUGHTON ISLAND

Recommended Program and Components	How important is this program		Who should be responsible for carrying out this program				Approximate Cost (1982 DOLLARS)	Jobs Created	Why is this program being recommended and why does it have this priority level	
	Priority	Time to Implement	Planning	Construction	Delivery	Other				
<p><u>COMMUNITY AWARENESS PROGRAM</u></p> <p>1. Discussions, audio-visual presentations, and written hand-outs to inform the community about various aspects of tourism.</p>	II	Year	2		2		to be determined; costs to resist of information package, presentation material and travel expenses for A.E.D.O.'S and others.		This program will help to prevent problems associated with tourism, and will help residents make informed decisions about tourism development and take advantage of tourism related opportunities.	
<p><u>COMMUNITY HOST PROGRAM</u></p> <p>1. Co-ordination by the hotel manager of a service whereby local residents (who have indicated an interest in this program) act as hosts for visitors. For an agreed Price, local people will guide visitors around the community.</p>	II	Year	1, 2	2			negligible	undetermined number of part-time seasonal jobs.	This program would help to prevent many of the problems that occur when tourists visit northern communities and would offer occasional employment to a relatively large number of people.	
<p><u>CUMBERLAND PENINSULA BOAT TOUR</u></p> <p>1. Development of 4 day, 3 night longliner tour for a maximum of 4 passengers around the Cumberland Peninsula from Broughton Island to Pangnirtung. Return trip with new passengers.</p> <p>2. Outfitting of existing boat to comfortably accommodate 4 passengers and 2 crew members, including all necessary equipment for overnight camping.</p>	III	Years	3, 2		3		2,000.00	no seasonal jobs.	Provides a major attraction which would increase visitation to both Broughton Island and Pangnirtung. This tour would offer outstanding opportunities to see Arctic scenery, wildlife (especially birds) and historic sites.	
	III	Years		3			4,000.-\$6,000.			

Program Recommendations-Priority and Phasing - BROUGHTON ISLAND

Recommended Program and Components	How important is this program		Who should be responsible for carrying out this program				Approximate Cost (1982 DOLLARS)	Jobs Created	Why is this program being recommended and why does it have this priority level
	Priority	Time to Implement	Planning	Construction	Delivery	Other			
<u>BROUGHTON ISLAND HOTEL UPGRADING PROGRAM</u>									
1. Relocate and upgrade old hotel buildings to provide basic but comfortable accommodation and food services. This 16-18 bed facility will include a TV Lounge and dining room	I	1 Year	1, 2	1	1		\$60,000-\$80,000.	2 Full-time, 2 Part-time Seasonal	Tourism cannot be developed in Broughton Island unless tourists have a place to stay. This project provides a short-term relatively inexpensive solution to the need for a hotel. A new and more elaborate hotel should be built when economic and other conditions make this feasible.
2. Training for cook-bookkeeper and hotel manager.	I	1 Year	1 or 2		1 or 2				
3. Information bulletin board in prominent location.	I	1 Year				•			
4. Booking service for local tours, tourist hosts and fish camp, if developed.	I	1 Year				•			
5. Hotel taxi service.	I	1 Year				•			
6. Arts and crafts display area and sales.	II	2 Years					\$15,000-\$20,000.	1 Part-time permanent job.	
<u>BROUGHTON ISLAND TOURISM SUB-COMMITTEE</u>									
1. Establish a tourism sub-committee of Council which will be responsible for the implementation of tourism plan recommendations and for monitoring tourism development.	I	1 Year	4, 2		4, 2		Negligible	None, although some money may be made by those attending meetings or performing special functions.	This group will act as co-ordinators in the implementation of the other recommended tourism programs.

KEY TO WHO SHOULD BE RESPONSIBLE FOR CARRYING OUT THIS PROGRAM. 1) Co-op, 2) Dept. of Economic Development & Tourism, 3) private Sector, 4) Hamlet Council, 5) Tourism Sub-Committee.
 • Part of hotel upgrading program.

Program Recommendations - Priority and Phasing -

ISLAND

Recommended Program and Components	How important is this program		Who should be responsible for carrying out this program				Approximate Cost (1982 DOLLARS)	Jobs Created	Why is this program being recommended and why does it have this priority level	
	Priority	Time to Implement	Planning	Construction (Production)	Delivery	Other				
<p><u>ASSORTED ONE-DAY TOURS FROM BROUGHTON ISLAND</u></p> <p>1. Development of a variety of one-day skidoo or boat tours to various destinations around Broughton Island.</p>	III	1 Year	3, 2		3		\$10,000. for camping equipment plus repair and upgrading of boats, skidoos or komatiks.	Approximately 3-5 part-time seasonal jobs.	This program would increase attraction of Broughton Island as a place to visit by providing visitors with a choice of short tours during both spring and summer seasons.	
<p><u>CROSS-COUNTRY SKI TOUR TO AUQUITTUQ NATIONAL PARK</u></p> <p>1. 5-6 day cross-country ski trip through the National Park from Broughton Island to Pangnirtung and including brief stop in both communities.</p>	III	1 Year	3		3		\$4,000. - \$6,000. for the upgrading of camping equipment or the acquisition of new skidoos or sleds.	2-3 occasional seasonal jobs.	This program augments Broughton Island's attractions during the spring tourist season.	
<p><u>ROUND THE ISLAND HIKE</u></p> <p>1. Development of a two day self-guided hike around Broughton Island featuring Arctic scenery, wildlife, historic sites, and natural phenomena. Trail marked by Inukshuks.</p> <p>2. Self-guiding, interpretive brochure focussing on natural features along the route.</p> <p>3. Overnight shelter at half-way mark.</p>	III	2 Years	2	2			\$24,000.	One seasonal job for one year. One part-time seasonal job thereafter.	Expanded tourism opportunities during the entire tourism season from April to the end of August or beginning of September.	
	IV	3 Years	2	2			\$5,000. - \$6,000.			
	IV	3 Years	2	2			\$8,000. - \$10,000.			

* Maintenance of the trail should be provided by Hamlet personnel.

Program Recommendations -Priority and Phasing - BROUGHTON ISLAND

Recommended Program and Components	How important is this program		Who should be responsible for carrying out this program				Approximate Cost (1982 DOLLARS)	Jobs Created	Why is this program being recommended and why does it have this priority level
	Priority	Time to Implement	Planning	Construction (Production)	Delivery	Other			
<p><u>PROMOTIONAL BROCHURE</u></p> <p>1. Production of a promotional brochure accurately describing the resources and tourist opportunities of Broughton Island.</p> <p>2. Distribution of brochure to appropriate Wholesalers and potential visitors.</p>	III	2 Years	2, 1, 5	2, 1			\$4,000.-\$6,000.	N/A	This is one of the best ways of telling potential markets about the resources and tourist opportunities of Broughton Island. It is also a way of informing tourists of what to expect upon arrival. It should be prepared once the hotel and some of the tours are in place.
<p><u>COMMUNITY BEAUTIFICATION PROGRAM</u></p> <p>Organization of volunteers to clean up debris, paint and generally improve the appearance of Broughton Island.</p> <p>1. Enact by-laws or guidelines to encourage the improved appearance of the community.</p>	III	2 Years	5		5		No capital costs Implementation costs would consist of truck rental for garbage; paint and other small items.		For very little effort and expense, this program will improve the community's image to visitors, and reduce the concern that visitors are going home with a poor impression of Broughton Island.
<p><u>ADLEFIORD CHAR FISHING CAMP</u></p> <p>Economic feasibility study to determine whether the camp would be a profitable venture.</p> <p>1. Application for sports fishery licence.</p> <p>2. Evaluation of safety of landing planes in selected area.</p> <p>Construction of 7-B tent (plywood walled tents) fish camp accommodating a maximum of 16 tourists and a local family, the members of which would serve as cooks, guides, and maintenance people.</p> <p>Training of family looking after the fish camp related to such things as cooking for kadloonas, first aid, outfitting/ guiding services, hospitality and basic management skills.</p>	111	2 Years	1, 2*				\$15,000.-\$20,000.	Seasonal employment for one local family and spinoff benefits for retail outlets, outfitter, and crafts people.	This program will increase the attraction of Broughton Island as a place to visit and provide additional economic benefits to the community. However, there are already several fish camps in the region and a demand for additional similar facilities should be established before this program is undertaken.
	III	2 Years	1						
	III	2 Years	1,**						
	IV	3 Years	1, 2	1, 2	1		550,000.-\$60,000.		
	111	2 Years				•**			

* If the Co-op is not interested in developing this fish camp, a private developer should be considered.

** Department of Transport.

•** part of regional tourism training program.

Program Recommendations - Priority and Phasing, - BROUGHTON ISLAND

Recommended Program and Components	How important is this program		Who should be responsible for carrying out this program				Approximate Cost (1982 DOLLARS)	Jobs Created	Why is this program being recommended and why does it have this priority level
	Priority	Time to Implement	Planning	Construction	Delivery	Other			
<p><u>CONSTRUCTION OF NEW HIGH QUALITY HOTEL</u></p> <p>1. Financial feasibility study to determine profitability.</p> <p>2. Construction of a new high quality hotel. Size to be determined by visitation characteristics and by financial conditions at the time when this project is being considered.</p>	Low Long Term	possibly after planning horizon of 5 Yrs	1, 2 1, 2	1	1	0	15,000.-\$20,000 A 10 bedroom hotel would cost between \$600,000. and \$1,000,000. at current construction costs.	3 permanent year round jobs 2 part-time	high quality hotel would enable Broughton Island to attract a broader range of markets or a greater period of time. The undertaking of this program is, therefore, desirable as soon as economic conditions and visitor volumes make it feasible.

APPENDICES

BROUGHTON ISLAND

APPENDIX A

RESOURCE INVENTORY

BROUGHTON ISLAND

APPENDIX A1

RESOURCES OF THE LAND

BROUGHTON ISLAND

APPENDIX A1
RESOURCES OF THE LAND
(Unusual Landforms, Wildlife Areas, Fishing Areas, Etc.)

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY*</u> (One-Way)	<u>BEST TIME FOR VISITING RESOURCE</u> (Season, Month)	<u>OTHER COMMENTS</u>
1.	Occasional right whale sightings (Kivitoo area)	Boat	5-6 hr	August, September	
2.	Polar bears (Kivitoo area)	Boat/skidoo	5-6 hr.	Year Round	
3.	Walrus (between Kivitoo and Home Bay)	Boat	1-3 days	August-September	
4.	Ring sea s, harp seals	Boat	4 hours	August	
5.	Potential skiing slopes	Skidoo	1 hour	March-May	About 10 miles (16 km) from community
6.	Cross-Country skiing potential southwest of Broughton	Skidoo Skis	about ½ hr. 1 hr. to starting point	March-May	4-16 km
7.	Scenic campsite	Boat Hike	1 hour 4-6 hours	July-August	
8.	Polar bear denning area	Skidoo	1 hour	October/ November	Polar bears are frequently seen in the community at this time of year and are potentially dangerous Cubs are born in November and come out of their dens in March

RESOURCES OF THE LAND

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY*</u> (One-Way)	<u>BEST TIME FOR VISITING RESOURCE</u> (Season, Month)	<u>OTHER COMMENTS</u>
9.	Unusual quartz crystal formations	Boat Hike	1 hour - 1 day	August	members of the community become suspicious when visitors collect rock
10	se caves	Boat Skidoo Hike	1-1½ hours 1-1½ hours 1 day	August March-May March-September	Boats can travel right into the caves Access by foot is difficult
11.	Harp seal concentration	Boat	1-12 hours	August	Harp seals are visible along the entire coast southeast of Broughton Island
12.	Quiturtuq campsite (very scenic with mountains and seal concentrations)	Boat	3 hours	August	Water can be very dangerous
13.	Berry picking area - north side of Canso Channel - black, red and blueberries	Boat	3 hours	August/September	
14.	Berry picking area - north shore North Pang Fiord - black, red and blueberries	Boat	4 hours	August/September	
15.	Berry picking area - Maktak Fiord - black, red and blueberries	Boat	>3 hours	August/September	
16.	Narwhal concentrations - Maktak Fiord	Boat	2-3 hours	August/September	Community hunting season of 50

RESOURCES OF THE LAND

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY*</u> (One-way)	<u>BEST TIME FOR VISITING RESOURCE</u> (Season, Month)	<u>OTHER COMMENTS</u>
17	Ring and harp seal concentration - North Pangnirtung Fiord	Boat	2-4 hours	August/September	
18.	Seal concentration - Coronation Fiord	Boat	2-3 hours	August/September	
19.	Seagull concentration - entrance to Maktak Fiord	Boat	1-2 hours	August	
20	Sea concentration	Boat	6 hours	August	
21.	Polar bear concentration - west entrance of Merchants Bay	Boat	6-8 hours	August	Very dangerous ice, currents, and winds
22.	Rocky Pass - Kangert - Padle Fiord	Skidoo	5-6 hours	March-May	Takes approximately 2 hours to hike through pass
23	Duck Islands - Narwhal, seal and duck concentrations - good campsite	Boat	6-8 hours	August	We 1 protected area
24.	Walrus	Boat	6-8 hours	August/September	
25.	Char fishing area	Boat	6-8 hours	August	The fishing season here is relatively short, extending from July break-up to late August
26.	Cape Searie - seabird colonies - marine mammal concentrations	Boat Long liner	8-10 hours 4-6 hours	August	Maybe largest fulmar colony in the world. IBP** area

RESOURCES OF THE LAND

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY* (One-Way)</u>	<u>BEST TIME FOR VISITING RESOURCE</u> (Season, Month)	<u>OTHER COMMENTS</u>
27.	Southeast shore of Padloping Island - feeding area for birds (especially geese) - polar bear concentration - flat water lake with cod fish	Boat	6-10 hours	August	
28.	Char concentration - Padle Fiord	Boat	6-8 hours	August	
29.	End of Padle Fiord - scenery, char, birds	Boat	6-8 hours	August	Part of the Padle-Kingnait Fiord IBP**s which may become part of the Auyuittuq National Park Reserve. Good landing area for planes.
30	Rocky pass - Kangert Fiord-Padle Fiord - dense vegetation	Boat	6-8 hours	August	Takes 2-3 hours to hike through this pass. Hiking is somewhat difficult here due to dense willow growth.
31.	Reid Bay IBP** Site - 5 major seabird colonies	Boat	6-8 hours	August	
32.	Arctic hare breeding ground end of Padle Fiord - very lush, green vegetation - sand hills	Boat Hike	6-8 hours 2-4 hours	August	
33.	Ptarmigan concentration - south shore of North Pangnirtung Fiord	Skidoo	1 day	December	

RESOURCES OF THE LAND

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY* (One-Way)</u>	<u>BEST TIME FOR VISITING RESOURCE (Season, Month)</u>	<u>OTHER COMMENTS</u>
34.	Attractive lake - no fish	Skidoo	1 hour	March - May	
35.	Exeter Bay - walrus, birds, glaciers - outstanding scenery	Long liner	9-10 hours	August	
36.	Cape Dyer - outstanding mountain scenery - bird concentration	Longliner	8-9 hours	August	
37.	Walrus concentration - Exeter Sound	Long liner	13-14 hours	August	
38.	Walrus concentration - southeast coastline of Cumberland Peninsula	Long liner	1-3 days	August	Extensive opportunity for walrus viewing along this stretch of coast
39.	Kakalee Is and mountain scenery - birds - walrus	Long liner	2 days	August	
40.	Hoare Bay - polar bear - walrus	Longliner	2½ days	August	
41.	Home Bay - good char fishing	Boat	2-3 days	August	2 summer camps around Home Bay
42.	Waterfall	Boat	4 hours	August	

RESOURCES OF THE LAND

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY*</u> (One-Way)	<u>BEST TIME FOR VISITING RESOURCE</u> (Season, Month)	<u>OTHER COMMENTS</u>
43.	Coronation Fjord - glacier	Skidoo	2 hours	March-May	Dangerous area; cannot travel all the way there by canoe
44.	Potential campsite - Quajon Fjord	Skidoo Boat	4 hours 4 hours	Spring/Summer	
45.	Potential campsite	Skidoo Boat	4 hours 4 hours	Spring/Summer	
46.	Cliffs - Nedlukseak Fjord	Boat Skidoo	1 day 1 day	August March-May	

* Travel time will vary according to boat size, boat load and horsepower. The travel time given (unless otherwise stated) is for a 25 foot fiberglass canoe with a 35^{HP} horsepower motor.

** International Biological Program.

APPENDIX AZ

RESOURCES OF THE PEOPLE

BROUGHTON ISLAND

APPENDIX A2
RESOURCES OF THE PEOPLE
(Historic Sites, Fish Camps, Outpost Camps, Etc.)

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY*</u> (One-way)	<u>BEST TIME FOR VISITING RESOURCE</u> (Season, Month)	<u>OTHER COMMENTS</u>
1.	ivitoo Outpost Camp	Skidoo/boat	5-6 hours	year round except freeze-up/break-up	Abandoned whaling station - presently spring and summer camp - Within National Park Reserve - cabin - artifacts from whaling era - see #1,2 of Resources of Land
2.	Hunting camp	Boat/skidoo	4 hours	year round except freeze-up/break-up	
3	Broughton Island Dew Line Station	Road Access (summer only) Skidoo (trail) Hike	1 hour 1 hour 1 day	Year round	- 12 to 14 miles (19-20) from the community - permission is required for access to Dew Line Station - situated high in the hills - potential for photography
4.	Old Broughton Island - historic Inuit camp - south shore of Broughton Island - stone circles	Boat Hike	½ hour 2 hours	Summer Summer	
5.	Campsite - Merchants Bay	Boat	6-8 hours	August	See #24 & 25 Resources of the Land

RESOURCES OF THE PEOPLE

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME COMMUNITY* (One-Way)</u>	<u>BEST TIME FOR VISITING RESOURCE (Season, Month)</u>	<u>MM N</u>
6.	Duck Islands - old campsite - inukshuk	Boat	6-8 hours	August	See #7 Resources of the Land
7.	Campsite - north tip of Broughton Island	Hike Boat	4-6 hours 1 hour	July/August August	See #7 Resources of the Land
8.	Site of former settlement Pigloping Island - great deal of garbage - old buildings - old U.S. Army site	Boat Skidoo	8 hours 6-8 hours	Summer winter	
9.	Durban Island - abandoned DEW Line Station - old buildings and garbage - outstanding views from station	Boat/Skidoo	6-10 hours	Spring/Summer	There is talk of a Vili ship although no one is exactly where it is
10.	Cape Dyer- DEW Line Station	Long liner	8-9 hours (1½ days)	August	See #36 Resources of the Land
11.	Ayusituq-Old whaling site - old whaling artifacts including blubber pots	Long liner	14 hours (1½ days)	August	
12.	Kekertaluk Island - old Inuit site occupied until 1960 - rich vegetation	Long liner	2½ days	August	
13.	Nijaduk - old whaler's site	Long liner	3 days	August	

RESOURCES OF THE PEOPLE

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY* (One-Way)</u>	<u>BEST TIME FOR VISITING RESOURCE</u> (Season, Month)	<u>OTHER COMMENTS</u>
14.	Ugjuktung Fiord - monument - old Inuit site - good campsite	Longliner	3 days plus	August	
15.	Wareham Island - old whaler's site	Longliner	3¼ days	August	
16.	Kerkerten Islands - old Inuit site - former whaler's site - old ship visible in water	Longliner	3½ days	August	
17.	Stone fish caches - south Padle Fiord	Boat	6-8 hours	August	See #29 Resources of the Land
18.	Outpost camp - south Padle Fiord	Boat	6-7 hours	Summer	
19.	Thule site - North Canso Channel	Boat	6-7 hours	summer	
20.	Auyuittuq National Park Reserve emergency cabin - entrance to the park from Broughton Island	Boat Skidoo	½ day ½ day	Summer Spring	
21.	Nedlukseak Island (north of Kivitoo) - HTA cabin - good fishing	Boat	1 day	August	Within National Park Reserve
22.	Inscript on on rock by explorer or whaler - across from Durban Island	Skidoo Boat	6-10 hours 6-10 hours	March-May August	

RESOURCES OF THE PEOPLE

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY*</u> (One-Way)	<u>BEST TIME FOR VISITING RESOURCE</u> (Season, Month)	<u>OTHER COMMENTS</u>
23.	Traditional camp site - graveyard still in use	Skidoo Boat	½ hour ½ hour	March-May August	
24.	Old camp site - lots of skulls	Skidoo Boat	6-8 hours 6-8 hours	March-May August	
25.	Old camp site	Skidoo Boat	1-2 hours 1-2 hours	March-May August	
26.	3 Thule sites (location uncertain) - stone circles	Skidoo Boat	2 hours 2 hours	March-May August	
27.	Thule camp - stone circles	Skidoo Boat	1½ hours 1½ hours	March-May August	

* Travel time will vary according to boat size, boat load and horsepower. The travel time given (unless otherwise stated) is for a 25 foot fiberglass canoe with a 35-50 horsepower motor.

APPENDIX A3

ACTIVITY EVALUATION MATRIX

BROUGHTON ISLAND

APPENDIX A3

The **figures** entitled "Activity Evaluation Summary" provide a matrix analysis of the general opportunity levels for development of tourism resources and the relevant constraints.

Due to the fact that Arctic tourism is generally outdoor oriented and outdoor activity is so heavily dependent and constrained by climate, the resource opportunities were analyzed on the basis of seasons.

Initially, resource opportunities were considered in terms of the five Arctic seasons: winter, spring, break-up/freeze-up, summer and fall. These five seasons were first examined as to their potential for surface transportation and consequently outdoor activity.

The short spring break-up and fall freeze-up periods have **poor** potential for dependable water transport and marginal conditions for land travel due to melting and freezing conditions. Certain tourism related activities are possible during this season such as hiking and community activities. However, it was not felt necessary to undertake a full Activity Evaluation Summary for the break-up/freeze-up seasons due to the limited outdoor activity potential.

The Arctic winter offers good potential for transportation over frozen water and snow covered ground. However, extremely cold weather and darkness greatly restricts outdoor activity. The fall frozen water season faces similar constraints to the winter season. By the time that there is sufficient snow cover on the ice to make travel by skidoo comfortable, it is generally too cold and dark for most outdoor tourist activities the winter season was not analyzed in chart form.

Thus, for the community of Broughton Island, the following two potential tourist seasons were examined in detail:

i) Open Water - Summer:

Middle of July to the beginning of September when water travel is **possible** and land travel potential is generally high with minor limitations.

ii) **Frozen Water - Spring:**

End of March to beginning of June when land and frozen water travel conditions are ideal.

The following figures analyze the various resource activity opportunities according to four modes of travel: land (e.g. walking, hiking, dog team, cross-country skiing, etc.), motorized land (e.g. snowmobile, three wheeler, etc.), water (e.g. motorboats), and air. These were further subdivided according to return travel times. The specific resource activity opportunities were evaluated on the basis of the following criteria:

i) Natural Resource Based Activities: were evaluated on the basis of degree of diversity, quality and significance, extent and suitability of the appropriate natural resources.

ii) Outdoor Recreation Activities: were evaluated on the basis of quality, extent and suitability of the appropriate natural resources and the extent of existing or potential facilities.

iii) Historical and Archaeological Resource Based Activities: were evaluated on the basis of degree of abundance, distribution, quality, (interpretive value), visibility, significance, sensitivity, and diversity of the appropriate resources.

A further function of the following two matrices is the identification and evaluation of constraints to the development of the identified resource activities.

It should be pointed out that the activities listed on the evaluation matrix are indicative of the "type" of activities which could be developed in the **Baffin** Region.

ACTIVITY EVALUATION SUMMARY

ACTIVITIES	SETTLEMENT: BROUGHTON ISLAND												CONSTRAINTS																	
	SEASON: OPEN WATER-SUMMER TOURIST SEASON (MIDDLE OF JULY TO BEGINNING OF SEPTEMBER)												CLIMATE		WATER CONSTRAINTS		RESOURCE CONSTRAINTS		TOURISM INFRASTRUCTURE											
	TRAVEL TIME (Return Trip)	HALF DAY			ONE DAY			OVERNIGHT			Insufficient Daylight	Cold Weather	Extensive Fog	Dangerous Currents	High Tides	Choppy water / Wind	Resource Sensitivity	Unsuitable Terrain	Poor Quality Resource	Poor Resource Visibility	Environmental Sensitivity	Poor Quality	Poor Access	Inadequacy	Conflict With Land-use/Aesthetics	Labour Availability	Regulatory Controls			
	TRAVEL MODE	Land-Motorized	Water	Air	Land	Land-Motorized	Water	Air	Land	Land-Motorized																		Water	Air	
Alpine Skiing																														
Mountain Climbing																														
Wildlife Viewing																														
Viewing/Interpreting of Natural Features As An Educational Experience																														
Viewing / Interpretation of Historical/Archaeological Sites																														
Hunting																														
Open Water Fishing																														
Ice Fishing																														
Walking																														
Camping																														
Snowmobiling																														
Swating																														
Photography																														
Ski Touring																														
Cross-Country Skiing																														
Dog Sledding																														
Three Wheeling																														

- ABUNDANT RESOURCE OPPORTUNITIES (Existing & Potential)
- ◼ MODERATE RESOURCE OPPORTUNITIES (Existing & Potential)
- LIMITED RESOURCE OPPORTUNITIES (Existing & Potential)
- NO RESOURCE OPPORTUNITIES

- MAJOR CONSTRAINT
- MINOR CONSTRAINT

ACTIVITY EVALUATION SUMMARY

APPENDIX A3

ACTIVITIES	SETTLEMENT : BROUGHTON ISLAND								CONSTRAINTS															
	SEASON : FROZEN WATER - SPRING TOURIST SEASON (END OF MARCH TO BEGINNING OF JUNE)								CLIMATE			WATER CONDITIONS		RESOURCE CONDITIONS			TOURISM INFRASTRUCTURE							
	TRAVEL TIME Return Trip	HALF DAY			ONE DAY			OVERNIGHT	Insufficient Daylight	Cold Weather	Extensive Fog	Dangerous currents	High Tides	Resource Sensitivity	Unsuitable Terrain	Poor Quality Resource	Poor Resource Visibility	Environmental Sensitivity	Poor Quality	Poor Access	Inadequacy	Conflict With Land-Use/Lifestyle	Labour Availability	Regulatory Controls
	TRAVEL MODE	Land	Land-Motorized	Water	Air	Land	Land-Motorized	Water																
Alpine Skiing		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>				<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		<input type="checkbox"/>		
Mountain Climbing								<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						<input type="checkbox"/>					<input type="checkbox"/>		<input type="checkbox"/>		
Wildlife Viewing						<input type="checkbox"/>				<input type="checkbox"/>					<input type="checkbox"/>		<input type="checkbox"/>					<input type="checkbox"/>		
Viewing/Interpreting of Natural Features As An Educational Experience		<input checked="" type="checkbox"/>			<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						<input type="checkbox"/>			<input type="checkbox"/>				<input type="checkbox"/>		
Viewing/Interpretation of Historical/Archaeological Sites		<input type="checkbox"/>			<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input type="checkbox"/>		
Hunting								<input type="checkbox"/>		<input type="checkbox"/>					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Open Water Fishing																								
Ice Fishing																								
Hiking		<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>															
Camping								<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>															
Snowmobiling		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>																		
Boating																								
Photography		<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						<input type="checkbox"/>									
Ski Touring		<input type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>													<input type="checkbox"/>			
Cross-Country Skiing		<input type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>																
Dog Sledding		<input type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>													<input checked="" type="checkbox"/>			
Three Wheeling										<input type="checkbox"/>														

ABUNDANT RESOURCE OPPORTUNITIES (Existing & Potential) ● MAJOR CONSTRAINT
 MODERATE RESOURCE OPPORTUNITIES (Existing & Potential) ○ MINOR CONSTRAINT
 LIMITED RESOURCE OPPORTUNITIES (Existing & Potential)
 NO RESOURCE OPPORTUNITIES

APPEND X #4

COMMUNITY RESOURCES

RESOURCE	CHARACTERISTICS (Description, access, condition, operating season, use, costs, quality, etc.)	OTHER COMMENTS
<u>TOURIST FACILITIES & SERVICES</u>		
ACROSS	<ul style="list-style-type: none"> o 4 scheduled First Air flights to and from Frobisher Bay (2 from Frobisher; 2 to Frobisher) o talk of expanding service to 1 flight/day (1 flight every other day to and from Frobisher respectively) o few flight cancellations due to fog, snow and mud o airstrip accommodates 748's with 30 seats o some plans for the extension of the airstrip to take jets (737's), although this depends on future exploration and drilling activities by oil and gas companies 	
Accommodation - Hotel	<ul style="list-style-type: none"> o hotel closed in 1980 due to failure to comply with GNWT regulations o plans to provide a new hotel in Broughton include: <ol style="list-style-type: none"> 1) construction of a new hotel for \$200 000-250 000 <ul style="list-style-type: none"> - application for funding denied due to concern that this operation would lose money 2) relocation and renovation of old hotel buildings for \$60 000 to be obtained from LEAP program o hotel complex includes 2 hotel buildings (sleeping about 16), snack bar (recently reopened), storage shed, walk-in freezer and "Colorado House" 	<ul style="list-style-type: none"> o The lack of a comfortable hotel is a major constraint to tourism development o Complex is rented from previous hotel manager

COMMUNITY RESOURCES

RESOURCE	CHARACTERISTICS (Description, access, condition, operating season, use, costs, quality, etc.)	OTHER COMMENTS
Accommodation - Transit Centre	<ul style="list-style-type: none"> o owned by G.N.W.T. and managed by the Hamlet o four bedrooms, kitchen and bathroom o accommodates about 10 o \$35/day - 1982 rates (no meals) 	<ul style="list-style-type: none"> o The lack of a lounge or common sitting area (aside from the kitchen) makes this facility feel extremely crowded when full
Tugak Co-op	<ul style="list-style-type: none"> o current tourism-related activities and enterprises include: <ol style="list-style-type: none"> 1) retail store selling groceries. Crafts. Souvenirs dry goods, etc. 2) coffee shop/snack bar with about 4 tables, 2 pinball machines, full kitchen facilities and sound system 	<ul style="list-style-type: none"> o coffee shop is part of hotel complex rented to co-op by former hotel manager. (Plans for acquisition)
o plans include:	<ol style="list-style-type: none"> 1) redevelopment of a Broughton Island hotel <ul style="list-style-type: none"> - feasibility study to be submitted by April - plans for a \$60 000 effort to develop a 16-18 bed facility 2) long term plans to develop a fish in the Padle Fiord area. <ul style="list-style-type: none"> - agreement in principle from Co-op Board of Directors 3) involvement with proposed C.A.C.F.L. Travel Agency to be initiated in 1983 4) interest in a taxi and hauling service to be associated with the hotel redevelopment 	<ul style="list-style-type: none"> o The co-op may be the only one in Broughton Island with the financial resources, expertise and long term interest necessary to build and operate a hotel
Hudson's Bay Company	<ul style="list-style-type: none"> o general retail store (food, dry goods, clothing) souvenir items include sweatshirts, tee shirts, hats and jackets o carvings are not sold locally 	

COMMUNITY RESOURCES

RESOURCE	CHARACTERISTICS (Description, access, condition, operating season, use, costs, quality, etc.)	HFR COMMENTS
Minguuk Craft Shop	<ul style="list-style-type: none"> o in financial difficulties o would benefit from tourist spending o make kamiks, parkas, mittens, knitted and crocheted items, etc 	
Community Radio Station	<ul style="list-style-type: none"> o useful for making announcements and for obtaining feedback from community on various issues 	
Dog Teams	<ul style="list-style-type: none"> o only one dog team o newly trained 	
Community Centre	<ul style="list-style-type: none"> o modern, attractive building containing Hamlet offices, gymnasium, Council chamber and community radio station 	
Boats	<ul style="list-style-type: none"> o 2 longliners (one owned by potential tour operator; the other owned by HTA which may want to operate tours) o 3-4 Lake Winnipeg Boats o numerous freighter canoes 	
Liquor Status	<ul style="list-style-type: none"> o controlled by Alcohol Committee o no liquor retail outlets 	
<u>SPECIAL EVENTS</u>	<ul style="list-style-type: none"> o only Hamlet Day (April) has any tourist potential 	
<u>SPECIAL SKILLS</u>	<ul style="list-style-type: none"> o Minguuk Craft Shop (see above) o a number of carvers and a woman who makes excellent seal skin boots and awl's o adult education programs are helping to train a number of local people in such tourism related or tourism supporting areas, as basic business skills, general education upgrading 	

COMMUNITY RESOURCES

RESOURCE	CHARACTERISTICS (Description, access, condition, operating season, use, costs, quality, etc.)	OTHER COMMENTS
<u>EXISTING TOURISM ACTIVITIES</u>	<p>(mathematics, english and reading comprehension), cooking and traditional sewing</p> <ul style="list-style-type: none">o experienced outfittero no advertised programs and very few visitorso the community's only outfitter has taken out a number of individuals and groups over the past few years, but trips are almost always thought out by the tourist rather than the outfittero tourism has almost disappeared since the hotel closed down	:

APPENDIX B

PUBLIC INVOLVEMENT

BROUGHTON ISLAND

APPENDIX B

PUBLIC INVOLVEMENT

During a two week visit to Broughton Island, the tourism planner and the Area Economic Development Officer tried to speak to as many people as possible for three main reasons:

1. to help the community to understand what tourism is all about,
2. to find out what members of the community think about tourism, and
3. to learn about local resources in order to evaluate the community's potential for tourism development.

The following steps were taken in order to ensure that all residents were aware of the study and its objectives, and to encourage as much public discussion as possible.

- o Newsletters were distributed to each household by the Area Economic Development Officer and a community resident who acted as an interpreter so that any initial questions about the newsletter could be answered.
- o The arrival in the community of a tourism planner and the Area Economic Development Officer was announced on the radio.
- o Two phone-in radio shows were held and listeners were invited to drop into the transient centre if they had any further comments or questions about tourism and the tourism study. There was little response from either of these radio programs.
- o Meetings were held to discuss the objectives of the study, to inform local people about tourism, and to collect comments and information from the following groups:

a) Hunters and Trappers Association

Results: - No group decision was made about the future of tourism in **Broughton** Island.
Several members expressed concern that a southerner might open a lodge in **Broughton** like the one in Pangnirtung.

b) Hamlet Council

Results: - Following a brief discussion and slide show, the Council suggested that a phone-in radio show be used to determine public opinion and inform members of the community about the study. It was suggested that a public meeting would be unsuccessful.

No comments were made as to the Council's attitudes towards tourism.

c) Church Sewing Group

d) Hamlet employees

e) Group of people who have been living in the community for a long time

f) Senior class of the school

g) Group of women studying at the Adult Education Centre.

Individuals contacted included:

Jaypatee Nookiguak, F.S.O. and Social Worker

Jim Currie, Secretary-Manager

Joanasi **Kooneeloosie**, Former Mayor

Phil and Glenda **Dorling**, Co-op Manager and wife

Pauloosie Keeyootak, Outfitter and **H.T.A.** member

Jaco Newkinak, Fish and Wildlife Officer and Chairman of **H.T.A.**

John and Debbie Simpson, Adult Educators

Irene-Bland, First Air Agent

Linton Robinson, **R.C.M.P.** officer

Liz Robinson, Adult Educator

Leslie **Kooneeloosie**, **Hamilt** Employee

Ludie **Kooneeloosie**, Assistant **Co-op** Manager

David **Kooneeloosie**, Parks Canada Warden

Jonas **Allooloo**, Minister

Many others, too numerous to list, provided extremely valuable information and assistance in this study.

The Mayor of Broughton Island, **Allan Kooneeloosie** was absent during the visit of the tourism planner and the A. E. D. O., and the **Co-op** Board of Directors was unable to meet during this time.

APPENDIX C

DEVELOPMENT OPPORTUNITIES AND PROGRAMS

BROUGHTON ISLAND

DEVELOPMENT OPPORTUNITIES AND PROGRAMS

TYPE OF DEVELOPMENT: **Facility**

SHEET NO: 1

PROGRAM NAME: Broughton Island Hotel Upgrading Project

SEASON OF USE: Year Round

PROGRAM DESCRIPTION:

Relocation and renovation of old hotel buildings to provide basic but comfortable accommodation and food services for tourists who will be spending only a brief period in the community. The hotel should include a dining room and T.V. lounge. The hotel manager should act as a booking agent for tours and outfitters, as well as managing the coffee shop.

The hotel will also accommodate government employees and other people who now stay in the transient centre.

The hotel should be designed in such a way that about half the floor space can be closed off during less busy periods.

PROGRAM COMPONENTS:

1. Retention of planner, architect or engineer to draw up plans for the best use of existing hotel buildings; prepare cost estimates; determine whether estimates contained in the current feasibility study are accurate; and determine whether applications for funding will produce sufficient funds.
2. Relocation of old hotel buildings to Lots 23 and 24 presently occupied by tank farm. Tanks should be relocated to another site in the community.

3. **Upgrading and redevelopment of old buildings to meet standards set by G. N. W. T.**
4. Development of a taxi service bringing tourists to and from the air strip.
5. Development of an arts and crafts display area in the hotel featuring the best work that the community produces. Purchase should be made through the hotel manager.
6. Training of a cook-bookkeeper and upgrading of the managerial skills of the hotel manager who is also manager of the coffee shop.

ADDITIONAL COMMENTS:

A booking service at the hotel should ensure that no tourist can make a reservation at the hotel without informing the hotel manager of his/her plans and needs during his/her stay so that these can be planned for.

A bulletin board in the hotel should provide current information on what there is to do in the community; where to go for various goods and services; a map of the community; and a list of do's and don'ts related to how tourists should behave in an **Inuit** community.

PROGRAM **NAME:** Broughton Island Tourism Sub-Committee

SEASON OF USE: N/A

PROGRAM DESCRIPTION:

Appointment of a sub-committee of Council which will be responsible for the implementation of Tourism Plan recommendations and for monitoring tourism development.

Any problems encountered as a result of tourism development will be referred to this sub-committee. Suggestions for development and other comments will also go to this sub-committee.

The sub-committee should be made up of residents who might be dealing with or concerned with tourists (e.g. **co-op** manager, outfitter, member of the sewing centre, member of HTA, member of the Search and Rescue Committee, etc.).

PROGRAM COMPONENTS:

1. Appointment of Committee
2. Discussions with **A.E.D.O.** to ensure that the committee members understand the steps necessary to implement the plan and to make adjustments to the plan as is necessary.

PROGRAM NAME: Community Awareness Program

SEASON OF USE: N/A

PROGRAM DESCRIPTION:

Broughton Island should be **part of a regional program to further inform** residents of what tourism is all about; what is being done to develop tourism in other parts of the **Baffin** Region; what benefits are resulting from tourism development; and possible solutions to problems associated with tourism.

PROGRAM COMPONENTS:

1. Discussions, audio-visual presentations and written hand-outs to inform the community about various aspects of tourism.
2. Possibly, a trip to **Pangnirtung** by community leaders and hotel operator to learn about the operation of tourism enterprises there.

PROGRAM **NAME:** Community Host Program

PROGRAM DESCRIPTION:

The hotel manager should make up a list of people who may be interested in taking tourists around the community for a few hours or a few days. This service should be offered to all tourists who make a reservation at the hotel.

PROGRAM COMPONENTS:

1. Find out who would be interested in being a part-time tourist host.
2. **Decide** on a **fair price** for **this** service.
3. Co-ordinate delivery of this service through the hotel.

ADDITIONAL COMMENTS:

The Tourism Sub-committee may be of assistance in finding people who are interested in acting as hosts.

PROGRAM NAME: **Cumberland** Peninsula Boat Tour

SEASON OF USE: August

PROGRAM DESCRIPTION

Longliner trip around **Cumberland** Peninsula from **Broughton** Island to **Pangnirtung** and a corresponding return trip from **Pangnirtung** to **Broughton** Island. Four day trip (one way) taking a maximum of 4 tourists by boat through the scenic waters around the **Cumberland** Sound with stops at fiords, glaciers, historic sites, wildlife areas, and other points of interest. The trip would provide opportunities to fish for char and to sample country foods. The trip would last 4 days and 3 nights.

PROGRAM COMPONENTS:

1. Outfitter services for month of August plus prior preparation work.
2. Tents and other equipment for meals and overnight stops.
3. Preparation/upgrading of existing 45 foot **longliner** to accommodate four passengers and two crew members.
4. Training requirements include: on an ongoing basis, training of guides to refine the services provided - e.g. food preparation, first aid, how to deal with tourists, basic management skills.

PROGRAM NAME: Assorted one day tours from Broughton Island

SEASON OF USE: April, May, Late July and August

PROGRAM DESCRIPTION:

When tourists make reservations at the hotel, they should be **given the** opportunity to book one or more of a variety of day trips conducted by an outfitter and requiring no special development or preparation. These tours could include boat tours to **Kivitoo**, Maktak Fiord, Coronation Fiord, North Pangnirtung Fiord, **Kingnelling** Fiord, or other interesting and attractive destinations during late July and August. Skidoo trips to similar areas could be conducted during April and May.

PROJECT COMPONENTS:

1. Outfitter to provide guiding/transportation, and possibly meal preparation services.

PROGRAM NAME: Cross Country Ski Tour to **Auyuittuq** National Park

SEASON OF USE: Mid-April to End of May

PROGRAM DESCRIPTION:

Five or six day trip from **Broughton** to **Pangnirtung** via North **Pangnirtung** Fiord and **Pangnirtung** Pass by cross-country skis. An outfitter rides ahead on a snowmobile and prepares meals and overnight camp for skiers (canvas tents, equipment and other items will be carried on a komatik).

The main attraction of this tour consists of the outstanding scenery of Auyuittuq National Park Reserve. A return trip to **Broughton** Island could be made by plane via Frobisher Bay, or skiers could return home or remain in **Pangnirtung** for the remainder of their vacation. This trip could also be part of a larger cross-country skiing tour package.

PROGRAM COMPONENTS:

1. Field check to determine best route and best way of carrying out this trip.
2. Services of an outfitter and an assistant providing guiding services, meal preparation, and transport of equipment and luggage. It is assumed that tour participants will bring their own ski equipment.
3. The price of this tour package should include a day in **Broughton** Island and a day in **Pangnirtung** - including hotel accommodation and meals.
4. Equipment requirements include two snowmobiles and komatiks, camping equipment and cooking equipment.

ADDITIONAL COMMENTS:

It is estimated that one outfitter can handle 6-7 skiers on each trip.

It is estimated that a maximum of 30-35 skiers could participate in this tour each year. The outfitter in Broughton Island now charges \$125.00 per day for this kind of trip regardless of the number of participants.

PROGRAM NAME: Round the **I**sland Hi ke

SEASON OF USE: Middle of July and **a**ll of August

PROGRAM DESCRIPTION:

Two day self guided hike around the coast of Broughton Island featuring Arctic scenery, visits to the ice caves, (if possible), historic campgrounds, views of the DEW Lind Station (access restricted), and opportunities to observe wildlife (birds, seals narwhal) and natural phenomena (icebergs, **w**ildflowers, rock formations).

PROGRAM COMPONENTS:

1. Field work to lay out the most suitable route.
2. Twenty-five to thirty kilometers of marked trail - marked by inukshuks or rock markings.
3. Interpretive guide book or brochure telling hikers something about what they are seeing.
4. Interpretive plaques identifying special features described in the interpretive guidebook or brochure.
5. Training requirements include the training of a local person to maintain the trail on a part-time basis. Maintenance would entail an occasional checking of trail markers and plaques, and remedial work on those which have been disturbed.

PROGRAM NAME: Promotional Brochure

SEASON OF USE: N/A

PROGRAM DESCRIPTION:

Production of a brochure advertising the facilities, services and tourism opportunities available in **Broughton** Island. This brochure would also provide potential visitors with an accurate description of the community and surrounding areas so that they would know what to expect upon arrival. This brochure would be part of a region-wide campaign to better inform potential markets about tourism opportunities in the **Baffin** Region.

PROGRAM COMPONENTS:

1. Production of a promotional brochure accurately describing the resources of **Broughton** Island.
2. Distribution of the brochures to appropriate places (e.g. travel agents, sportsmen's shows, tourism shows, **airports,airplanes,angling clubs, naturalist clubs, etc.**).

ADDITIONAL COMMENTS:

Broughton Island tours and outfitting services should also be promoted in the Travel arctic Explorers Guide.

TYPE OF DEVELOPMENT: Hospitality

SHEET NO: 10

PROGRAM **NAME**: Community Beautification Program

SEASON OF USE: N/A

PROGRAM DESCRIPTION:

School classes and local volunteers would work to clear the community of garbage and unsightly debris around homes and in common areas (especially along the shoreline). This effort will improve the general appearance of the community, increase community pride and lessen concern that **visitors** might leave Broughton Island with a bad impression of the community.

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PROGRAM NAME: **Padle** Fiord Char Fish CampSEASON OF USE: End of July - 3rd Week **of** August

PROGRAM DESCRIPTION:

Tent camp for char fishing in the **Padle** Fiord Area. Services provided include transportation from **Broughton** Island by boat; meals provided by a local **Inuit** family which would live at the camp in season; guide services; hiking and wildlife viewing opportunities.

Possibilities may exist for the use of this camp for polar bear hunting during March if this is desired by HTA (present quote-22) and if bear populations are found to be sufficiently large and accessible to almost ensure a kill by sports hunters. The fish camp would accommodate a maximum of 16 people as per the Travel and Outdoor Recreation Ordinance.

PROGRAM COMPONENTS:

1. Study to determine the economic feasibility of this project.
2. Application for sports fishery license for **Padle** Fiord area from Federal Department of Fisheries and Oceans.
3. Construction of 5 or 6 semi-permanent plywood walled canvas dormitory tents (4 for visitors; 1 or **2** for staff); **one cooking tent; one** relaxing tent.
4. Outfitter services to bring tourists by boat from **Broughton** Island to camp.
5. Evaluation of ability to land planes at **Padle** Fiord when water is too rough for boat transportation.

6. Services of an **Inuit** family providing cooking, maintenance and guiding services at the camp.
7. **Training** requirements include: courses in **cooking and the provision of** outfitting services (including first aid, hospitality services and basic management skills) for members of the family looking after the camp.

ADDITIONAL COMMENTS:

Recommended fishing season from mid July to 3rd week in August.

Several people in Broughton Island are interested in developing a fish camp at **Padle** Fiord.

PROGRAM NAME: Construction of New High Quality **Hotel**SEASON OF USE: **Year** Round

PROGRAM DESCRIPTION:

The construction of a small high quality hotel would be very desirable in Broughton Island as soon as economic conditions and the volume of visitors make this economically feasible. In the short term, profits from the renovation of the old hotel buildings should be invested in such a way that the eventual construction of a new higher quality hotel is possible in the not too distant future.

PROGRAM COMPONENTS:

1. Financial feasibility study to determine profitability.
2. Double occupancy rooms (capacity and other conditions **should** be determined at the time this project is being actively considered).

ADDITIONAL COMMENTS:

1. The renovated old hotel could be used for overflow crowds.
2. May require access to loan or grant programs.