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PANGNIRTUNG COMMUNITY

TOURISM STUDY

PRELIMINARY DRAFT

Marshall Macklin Monaghan Limited
July, 1981.

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1.0 INTRODUCTION

1.1 Background to the Study

The Pagnirtung Community Tourism Study was initiated as a pilot project to determine whether community based tourism could help in strengthening and diversifying the local economy. Additionally, as a pilot project, this study is expected to provide a methodology which can be utilized to study the feasibility of community based tourism industries in other communities throughout the Northwest Territories. From an analysis of the study results it should be possible to identify the most appropriate approach for encouraging and developing a community based tourism industry. It is felt that there is significant potential for developing community based tourism as a means of diversifying local economies of certain northern communities.

Community based tourism is a term which describes a tourism industry focused on a specific community, with tourism opportunities and infrastructure centred in and around the community. The intent of a community based tourism industry would be to focus the economic benefits and opportunities from tourism into the community rather than the region as a whole. With the relative isolation of communities in the north, this type of nodal tourism development is felt to be the most appropriate.

At present there is an expanding tourist industry in the community of Pagnirtung which has scheduled air access from Frobisher Bay. The major attractions at present are Auyuittuq National Park, two locally run fishing camps and the community itself. The tourism services infrastructure is relatively undeveloped with only one hotel and restaurant and one coffee shop in the community. Economic benefits of the tourist trade to the community itself are limited due to the nature of the existing attractions and market draw and possibly in part due to the undeveloped tourist service infrastructure.

To most of the community residents, tourism and its implications are just a vague concept. Thus it is the intent of this study to evaluate the feasibility of expanding and developing the tourism industry in Pangnirtung, and at the same time to educate the local residents as to the opportunities, benefits, costs and constraints of a tourism industry.

1.2 Study Objectives

The major intent of the study is to produce a conceptual development plan for the community of Pangnirtung and area which minimizes infrastructure requirements, strengthens local business and creates job opportunities for community residents. The major direction of the study is to be provided by the identification of 'learn/observe/experience' tourism opportunities. A further intent of the project is to demonstrate and generally evaluate the planning process as a pilot study for the planning of community based tourism in other northern communities.

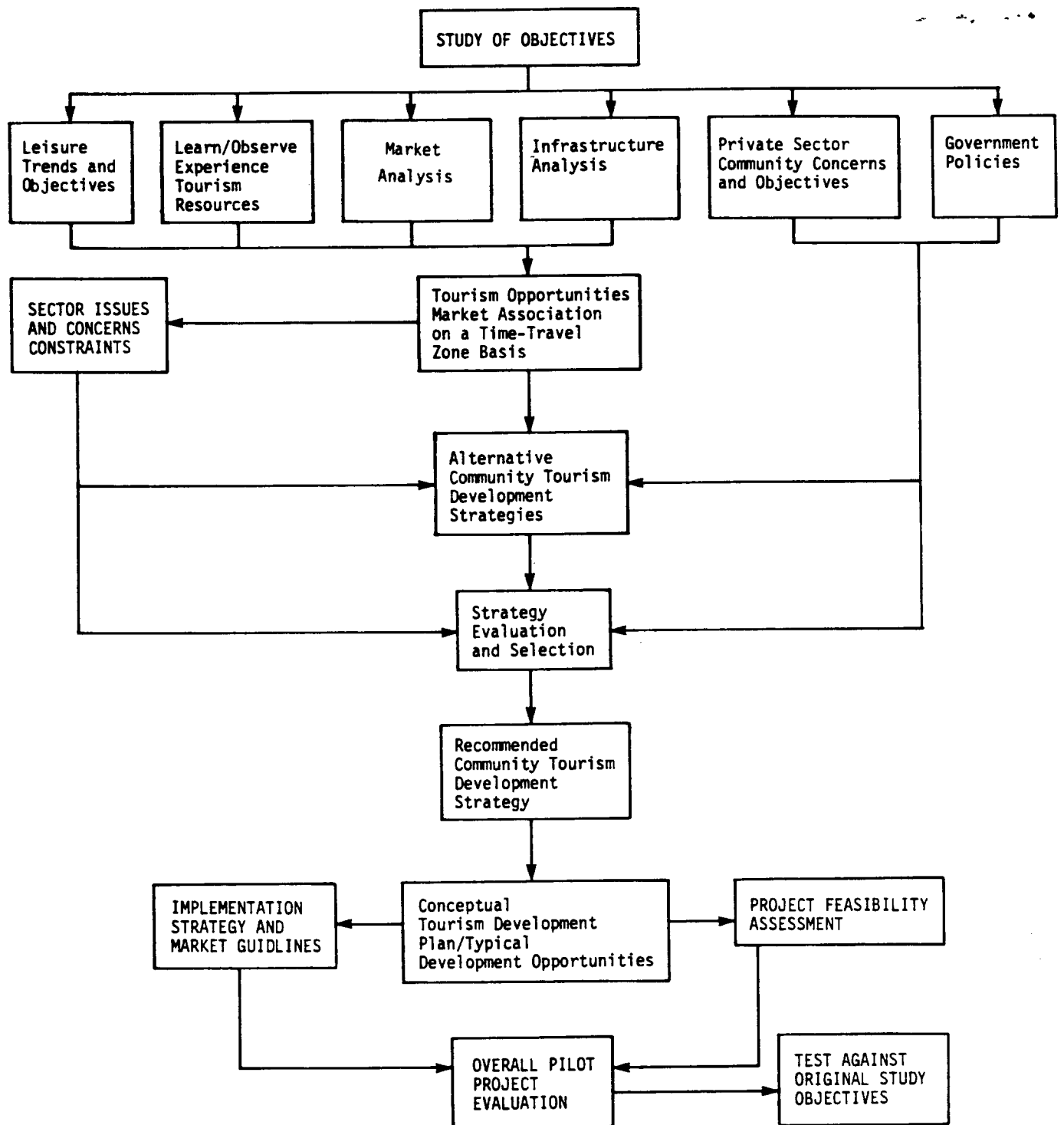
More specifically, the study will identify potential tourism development opportunities after an analysis of the natural, human, physical and historic/archaeologic resources of the area. Following this, potential market segments and their order of magnitude, and needs and expectations will be identified in order to determine target markets. Once the inventory and analysis phase is completed the study will assess the need for new tourism program initiatives and will clarify the requirements for revisions to existing ordinances and programs. In order to minimize potential conflicts with community residents, the development plan will identify conflicts, problems and social costs which might be associated with a tourism industry.

Study Approach (Refer to Figure 1)

The initial stage of the study approach is to identify and prioritize "learn/observe/experience" tourism opportunities in and around the community. The intent of this stage of the study approach is to develop a comprehensive inventory for all seasons of opportunities with particular emphasis on "learn/observe/experience" opportunities. The method being utilized to carry out the inventory began with the identification and description of resources on maps, by community residents through personal interviews and group meetings. These resources were field checked, where possible, in their appropriate seasons. The field program was conducted throughout the duration of the study. In addition to the inventory of tourism opportunities, an inventory and analysis of existing tourism services infrastructure was carried out in order to define inadequacies, constraints and opportunities.

The study approach recognizes the necessity for maximum community interface and participation in order that the final plan reflects the communities' aspirations and also that the study process be educational for the community at large to help create a greater awareness of tourism. Thus an integral part of the study approach is the community involvement and educational process. Community involvement began with various community association meetings. During the community visit in March, an open office was held in addition to the individual association meetings. This enabled community residents the opportunity to discuss the project and make available their local knowledge as well as concerns on an informal basis.

In order to provide community input and to facilitate community awareness of the study progression, a special Sub Committee of Council was formed. This Sub-Committee met with the study team during each community visit. They were provided with several



FRAMEWORK FOR THE PREPARATION OF A COMMUNITY TOURISM DEVELOPMENT STRATEGY
 FIGURE 1

interim reports, which informed them as to the progress and preliminary findings of the study. Each time they were asked to review the interim report and provide their own comments. These interim reports were also be reviewed by the Client.

In addition to the interim reports to the Sub Committee, the community was directly notified of the study and its progress by the distribution of summary newsletters which were distributed to each house during each community visit.

In order to help develop a beneficial working rapport with the community of Pagnirtung, as much time as possible was spent working in the community and local Hunters and Trappers Association members were utilized, where possible, to assist in specific aspects of the inventory stage.

Following the inventory and analysis of resources, an assessment of market requirements and expectations was undertaken through the use of secondary source materials and through the administration of three separate questionnaires.

- i) The Pagnirtung Visitor Survey has been designed to provide a profile of existing travellers to Pagnirtung and the surrounding area and is being administered through First Air on all flights leaving Pagnirtung up until October.
- ii) The Market Survey of Special Interest Groups has been designed to provide a profile of potential specialty market segments and their travel preferences. This survey was administered to a select number of special interest groups.
- iii) The Market Survey of Tour Wholesalers was directed to tour wholesalers and operators who are presently taking trips to Pagnirtung or who might be interested in Pagnirtung as a destination. An additional telephone interview was conducted

with tour operators presently travelling to Pangnirtung to develop an understanding and impression of existing market groups.

An additional part of the market phase was an analysis of leisure trends and their influence on northern tourism.

Following the completion of the market and resource phases a number of tourism strategy alternatives were developed and a particular strategy and associated implications was recommended.

Based on the approved tourism development strategy selected by the representatives of Pangnirtung, a detailed conceptual development plan was developed. This plan specifically detailed facility requirements and locations and associated infrastructure requirements based upon the approved tourism development strategy.

The next stage of the study approach was to provide a description of program and marketing guidelines required to implement the Conceptual Development Plan. Concurrent with this stage, a project feasibility assessment was undertaken to define the preliminary feasibility of implementing the Conceptual Development Plan.

The final stage of the work program will provide, on the basis of the conceptual development plan, a general indication of anticipated environmental, economic and social costs and/or benefits. A further intent of this stage is to provide a refined assessment of financial feasibility and assess the study process and its limitations as well as merits to other Arctic communities.

1.4 Regional Setting

The Hamlet of Pangnirtung is located in southeastern Baffin Island just off Cumberland Sound, approximately 250 air miles north of Frobisher Bay. Cumberland Sound is the largest inlet on the

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east coast of Baffin Island, averaging 50 miles in width and 140 miles in length. The community is located on the southeast side of Pagnirtung fjord, a typical U-shaped glacial valley which extends approximately 30 miles in a northeast direction from Cumberland Sound, averaging approximately 1.5 miles in width.

The entranceway to Auyuittuq National Park is located at the end of Pagnirtung fjord, approximately 18 miles northeast of the community. Just north of this point, the Arctic Circle crosses Baffin Island.

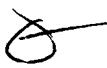
Due to a major centralization in Pagnirtung of the Inuits of Cumberland Sound, there are only two remaining population centres in the Cumberland Sound area. In 1973, Pagnirtung had a total population of 717 (937 in 1977), while Kipisa (located in southeast Cumberland Sound) the only remaining outpost camp, has a total population of 28. Several major events led to a migration from the numerous outpost camps around the Sound to Pagnirtung in 1961-62. First of all, in 1961-62, a dog epidemic killed off most of the dog population leaving most of the Inuit without dog teams and consequently without winter transportation. Several other factors included a new school and health care being provided in Pagnirtung and the arrival of the first snowmobile.

1.5 The Community

Pagnirtung is located on a relatively level area, which consists of the remains of a tidal beach, lateral moraine and an old river delta resulting from the Duval River, on the southeastern side of Pagnirtung fjord. The glaciers, which formed the U-shaped fjord valley, carved steep valley walls in the precambrian shield granites and gneisses. Some of the mountains bordering the fjord extend as high as 6,000 feet. Lateral moraines which were left behind by the glaciers, acting in combination with materials formed

from alpine glaciers and mass wasting processes, have been re-worked and redistributed along the shores of the fjord to create extensive foreshore flats. At certain locations these foreshore flats extend out as far as 400 feet.

The community itself is divided in half by the airstrip which runs parallel to the fjord through the middle of the community.

On April 1, 1973, Pangnirtung was incorporated as a Hamlet. Prior to that date the community had been functioning under settlement status. As a hamlet the community ~~would have~~ more independence from government control and greater resident participation in local affairs. 

The hierarchy of the hamlet municipal government is as follows:

- . Hamlet council has the overall authority in the community for enacting decisions and policies for the hamlets operation, preparing the budget, Territorial Government liaison and for overseeing the operation of the community in terms of municipal and community services, community affairs and planning and licensing. The Hamlet Council consists of eight elected members with a mayor, deputy mayor and 6 councillors. Presently all eight members are Inuit.
- . Secretary Manager (reports to Council) is responsible for hiring and directing staff, advising Council on hamlet operations, carrying out decisions of Council, operational decisions on a daily basis and administration of hamlet records and accounts.
- . Committees of Council (report directly to Council) are responsible for different areas such as health and welfare, finance, water and sanitation, road and airstrip maintenance and town planning.

Assistant Secretary Manager (reports to the Secretary Manager) is responsible for secretarial duties and translation services.

Hamlet Foreman (reports to Secretary Manager) is responsible for directing and supervising public works.

Revenue for the Hamlet comes from contributions and grants from the Department of Local Government and from money raised locally from municipal service charges, equipment rental, fees and licences, recreation programs and construction contracts.

The Hamlet, in turn, is responsible for employee salaries and benefits and the operation and maintenance of all hamlet buildings and equipment. Program responsibilities for the Hamlet of Pangnirtung include General Government Services, Protective Services, Transport Services, Environmental Health, the Airport and Community Recreation.

*how about
Robert's study*

The 1977 population in Pangnirtung of 937 was comprised of 89% Inuit and 11% non Inuit. In 1972-73, according to a study entitled "The Creation of a Dependant People" by Robert Mayes, primary production (hunting) accounted for approximately 18% of earned income in the community. Secondary production (handicrafts) accounted for 15.7% and the tertiary sector (wage employment) accounted for 66.3%.

Community services include R.C.M.P., local radio, T.V., a cottage hospital, an oil fired electrical generating plant, a water reservoir, a Hudsons Bay store, a Community Co-op store, a school, a volunteer fire department, taxi service, coffee shop, a hotel, scheduled air services and annual sea lift services.

An integral part of the social structure in any northern Inuit community are the community groups. The following are examples of several of the more active associations in Pangnirtung:

- . Hunters and Trappers Association
- . Land Claims Committee
- . Alcohol Committee
- . Anglican Womens Group
- . Saipalaseequtt (Museum Society)
- . Weave Shop Women
- . Misuvik Sewing Centre Women

2.0 ANALYSIS OF TOURISM OPPORTUNITIES AND CONSTRAINTS

2.1 Introduction

Due to the isolated nature of northern communities, there is a significant potential for developing community-based tourism in the "far north". With its unique natural resources and culture, the Arctic has potential for a variety of specialty tourism opportunities. The following chapter identifies possible community based tourism opportunities in Pangnirtung through consideration of the land, and people and their culture. Further, the chapter identifies all natural and physical constraints in utilizing these opportunities and provides an assessment of the community's ability to deliver the necessary tourism services related to the identified opportunities.

The chapter contains a description of the inventory approach and methodology, an inventory and descriptive summary of the potential natural and historic/cultural tourism resources, and their implications. A summary of the existing tourism infrastructure (physical resources) and a summary of governmental controls and their implications on tourism development is also provided.

2.2 Definition of Learn/Obeserve/Experience Tourism

A major objective of the study is to identify "learn/observe/experience" tourism opportunities and associated activities. It is not the intent of the study to exclusively study this particular type of tourism but it is felt that "learn/observe/experience" tourism has considerable appeal in Arctic regions and thus provides the major direction to the study.

"Learn/observe/experience" tourism reflects non-consumptive tourism activities that provide an interpretive learning type experience. This type of tourism experience would seem to be suited to the

Arctic where the tourism experience can be effectively centred in communities, thus minimizing infrastructural/service requirements and ensuring maximum economic benefits to the community residents.

A sensitive and remote environment such as that found in the Cumberland Sound area requires that certain tourist attractions and activities be closely monitored and controlled in order to avoid permanent negative impacts on natural and cultural/historical resources and to prevent potential tourist mishaps. Non consumptive interpretive and viewing activities are much easier to control than consumptive activities such as hunting. Furthermore, due to the fishing and hunting based economy of the Cumberland Sound Inuit, serious conflicts can arise when tourists begin to compete for a limited biological resource or interfere with traditional Inuit land use.

This chapter, then, is concerned with the identification of tourism opportunities with a intent to provide a "learn/observe/experience" tourism base.

2.3 Approach to the Resource Inventory

The intent of the resource inventory is to develop a comprehensive inventory for all seasons of tourism opportunities and associated activities with particular emphasis on "learn/observe/experience" tourism opportunities. The format used to undertake the inventory utilized two maps to record the resources of the land and people. Community residents were encouraged to attend an open office where they could identify categorized biophysical and cultural/historical resources with colour coded map pins. Each identified resource was then keyed to a chart which covered a description of the resource, methods of access and travelling times to the resource and other pertinent information.

An important aspect of the resource inventory is the fact that biophysical and cultural/historical resources that are constraints to tourism development are identified on these two maps along with the potential tourism resource opportunities.

In conjunction with the open house office sessions, the consultants arranged and conducted meetings with numerous community groups such as H.T.A., Saipalaseequtt and others who also assisted in identifying resources of the land and people.

In addition to the biophysical and cultural/historical resource inventory, and inventory of physical resources (tourism infrastructure) was undertaken.

A field program was initiated which allowed the consultants to field check the identified resources through all four seasons. This helped facilitate an assessment of the tourism opportunities in order to refine the range of opportunities and prioritize them in terms of their future potential.

2.4 Resources of the Land

Resources of the land, or biophysical resources, refer to those parts of the landscape existing as a result of natural processes and include topographic-geologic features, climate, vegetation, and fish and wildlife resources.

The distinct combinations of unique landforms, water features, climate and vegetation found in the Cumberland Sound area provide visual diversity and numerous opportunities for, as well as certain constraints to, tourism development and recreational use.

The following section is divided into four parts covering climate, topography/physiography, wildlife resources and vegetation. Drawing #1 provides the inventory of Resources of the Land in the Pnagnirtung area.

Insert Drawing No.1

2.4.1 Climate

Generally the dominant climatic controls in the Arctic are:

- i) insolation (heat energy from the sun);
- ii) the distribution of land, water and ice;
- iii) location of low and high pressure areas and storm tracks.

Because of the tilt of the earth's axis of rotation from the vertical and its annual revolution around the sun, the daylight hours in Pangnirtung change drastically from summer to winter. For approximately one and one-half months in the winter Pangnirtung experiences less than three hours of daylight and in the summer there is a period in June when Pangnirtung experiences close to 24 hours of daylight. This, in turn, has a great effect on the warming and cooling of the land surface. Furthermore, the oblique rays of the sun in the Arctic for most of the year decrease the heat energy reaching the surface due to the larger dissemination of the rays.

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The second major factor is the distribution of land, water and ice which has a great effect on the climatic regimes due to the moderating effects of open water. Open water conditions in the summer tend to have a cooling effect on Pangnirtung's climate. Where open water exists in the winter months, there is a reverse moderating trend whereby temperatures are raised slightly. Even in areas where the water mass is frozen in the winter as in Pangnirtung fjord and Cumberland Sound, there is still a significant moderating effect.

The third major influencing factor is a polar high pressure area that exists almost year round over the Greenland Ice Cap and during most of the year over the Polar Basin. In conjunction with this high pressure area, there is frequently a nearly stationary

low pressure area to the south of Greenland. The winds that flow down the western side of this cyclone bring cold northern air to Baffin Island in the winter months. The spring months of March, April and May are characterized by frequent anticyclones accompanied by clear skies. With the onset of summer in June cyclonic activity is renewed with periods of thick cloud and some precipitation. Winter conditions set in again after a short fall period in September.

The following analysis of the climatic regime of Pangnirtung has been undertaken according to the climatic limitation and opportunities presented for outdoor activity and transportation.

Possibly the most critical factor affecting outdoor activity in the Arctic is the length of daylight or activity day. As defined in the "Climatic Classification of the N.W.T. for Recreation and Tourism" by R.B. Crowe, an activity day is equal to the number of hours the sun is above the horizon plus the civil twilight. Civil twilight is defined as the beginning or ending of the day when the sun is as much as 6° below the horizon. This limit of 6° below the horizon determines the amount of light required for normal outdoor activity.

After the autumnal equinox, about September 20, the length of daylight begins to decrease relatively fast in Pangnirtung. From late November to mid-January, Pangnirtung experiences less than 6 hours of activity day with the shortest day occurring on the winter solstice, December 22 (very close to 24 hours of darkness). There is no time though, when the sun is below the horizon for more than 24 hours. Only those points north of the Arctic circle experience more than 24 hours of darkness. Following the winter solstice, the days begin to lengthen until the vernal equinox, occurring around March 21, when there are 12 hours of daylight. The longest day occurs on the summer solstice which usually falls around June 21 (very close to 24 hours of sunlight). As with the

polar night, there is no time at Pangnirtung during which the sun is above the horizon for more than 24 hours. Points north of the Arctic circle experience more than 24 hours of sunlight on June 21.

The next most critical factor affecting outdoor activity and travel in Pangnirtung is temperature and wind chill factors. Generally the daily temperatures in Pangnirtung fall between a yearly range of -17°F to 46°F (refer to Table 1). Although the mountains on Cumberland Peninsula protect Pangnirtung from the marine influences of the open water in Davis Strait, there is still a considerable marine influence in the summer months when Cumberland Sound and Pangnirtung fjords are open. The highest mean daily temperatures are recorded in July and August (46°F and 45°F respectively). In the winter months, when the moderating effect of the frozen water is not as great, the mean daily temperatures go down as low as -16°F and -17°F in January and February respectively. It is important to note that the coldest months generally correspond with the months with short activity days although the month of March, with its relatively long days, can still be very cold. An important consideration in determining outdoor activity comfort is the wind chill factor. The wind chill factor can be computed by formulae which take temperature and wind speeds and transpose them into a temperature equivalent. Unfortunately wind speed data is not easily available for Pangnirtung to enable the estimation of wind chill factors.

Precipitation is a further factor which must be considered as a potential constraint on opportunity to outdoor activities and travel. Annual precipitation in Pangnirtung is quite low with a mean annual total of 15.55 inches (water equivalent). The month which normally experiences the most rainfall is August, with an average of 2.49 inches and an average of 11 days with rain. The driest months are normally the months of February, March and May. Rain can occur in the winter months during periods of unusually high temperatures, but is an exception rather than the rule.

TABLE 1

PANGNIRTUNG, N.W.T.
CLIMATIC DATA: TEMPERATURE (°F)
(1925-1926, 1930-1940, Breaks in Record)

<u>Month</u>	<u>Mean Daily</u>	<u>Mean of Daily</u>		<u>Highest Recorded</u>	<u>Lowest Recorded</u>
		<u>Maximum</u>	<u>Minimum</u>		
January	-16	- 9	-22	48	-46
February	-17	-10	-23	38	-46
March	- 7	2	-15	43	-45
April	10	18	1	52	-32
May	26	33	19	59	-15
June	38	43	32	69	21
July	46	52	40	80	30
August	45	50	40	67	31
September	37	42	33	62	12
October	25	30	20	56	1
November	12	17	6	52	-22
December	- 7	- 1	-13	54	-42
Year	16	22	10	80	-46

Source: Environment Canada; Atmospheric Environment Service Climatic Analysis for Pangnirtung, N.W.T., Unpublished Report.

During the winter months most of the snow falls in October and November. Average annual snowfall is 87 inches. Snow can and does normally occur in every month of the year.

With the cold temperatures in the winter months, the snow remains very dry and subject to drifting. As a result, a lot of windward ridges are subject to wind scour creating constraints to normal methods of winter surface travel.

The prevailing winds, as indicated on Figure 2, for the Pangnirtung area are predominantly southwest in the summer and northeast in the winter. These prevailing wind directions are caused by the general northeast-southwest orientations of the Pangnirtung fjord which tends to funnel the winds. The orientation of the fjord in combination with the high steep walls can create dangerous wind conditions by creating a venturi-like affect. Hurricane force winds occur at certain times of the year, usually coming out of the northeast. These winds, which can attain speeds of up to 100 mph, can occur almost instantaneously. Sometimes these winds are katabatic in origin and at other times they can be caused by tight pressure gradients associated with intense storms over Foxe Basin. The katabatic winds, which originate on the Penny Ice Cap north of the fjord, usually dissipate by the time they reach Cumberland Sound.

When winds occur across the fjord, which is fairly common in the summer months, severe turbulence can be created on the fjord if wind speeds are high enough. Water spouts and dangerous wave conditions can be created by these strong cross-winds. Severe turbulence above the surface caused by cross-winds can be constraining to air travel in the fjord, even when winds are reported to be light in the community.

A common micro climatic effect in the summer months of July and August is advection fog. This usually occurs when the prevailing southwest winds carry fog created by the cold open water on

Cumberland Sound up the fjord. Ice fog in the winter months is not very common in Pangnirtung due to the prevailing north-east winds which blow down the fjord and blow any fog formation towards the Sound.

TABLE 2

PANGNIRTUNG, N.W.T.
CLIMATIC DATA - PRECIPITATION (INCHES)
(1925-1926, 1930-1940, Breaks in Record)

<u>Month</u>	<u>Rainfall</u>		<u>Snowfall</u>		<u>Total Precipitation (inches)</u>
	<u>Average Amount (inches)</u>	<u>Days</u>	<u>Average Amount (inches)</u>	<u>Days</u>	
January	0.01	<1	9.7	6	0.98
February	0.00	0	4.9	3	0.49
March	0.04	<1	7.8	4	0.82
April	0.04	<1	9.9	6	1.03
May	0.16	1	5.0	4	0.66
June	1.04	6	2.0	2	1.24
July	1.38	9	0.1	<1	1.39
August	2.49	11	0.1	<1	2.50
September	1.23	7	2.5	2	1.48
October	0.45	1	15.4	8	1.99
November	0.01	<1	19.5	8	1.96
December	0.00	0	10.1	5	1.01
Totals	6.85	35	87.0	48	15.55

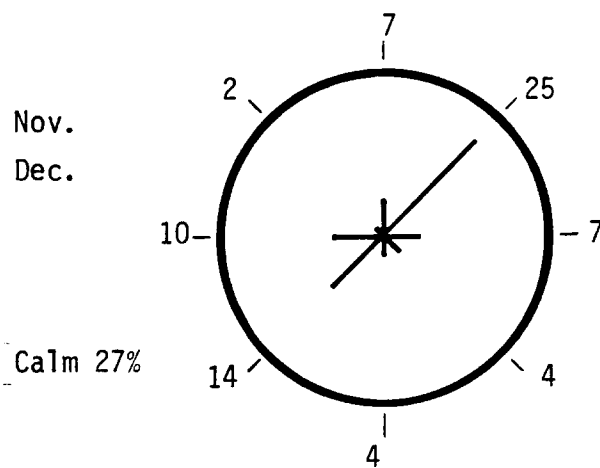
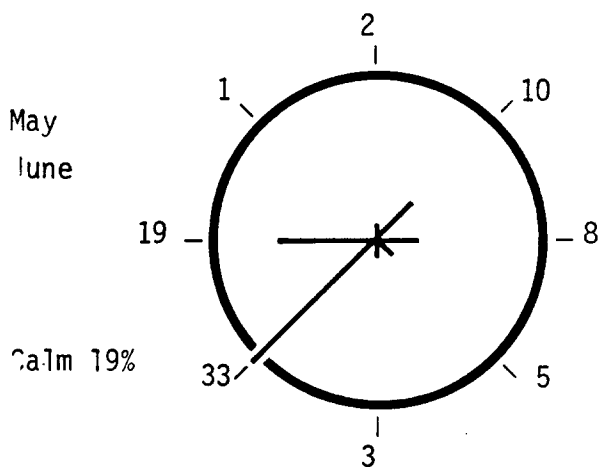
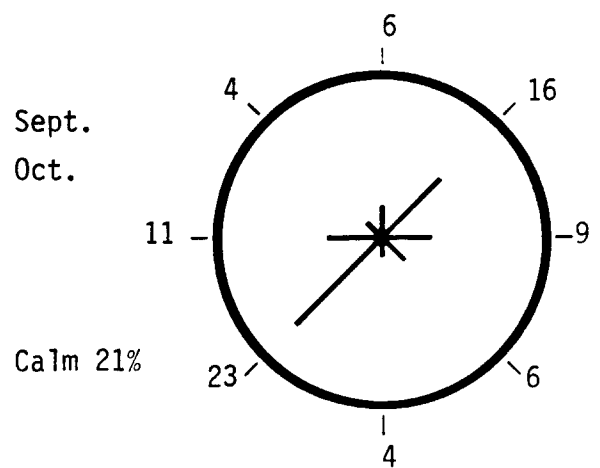
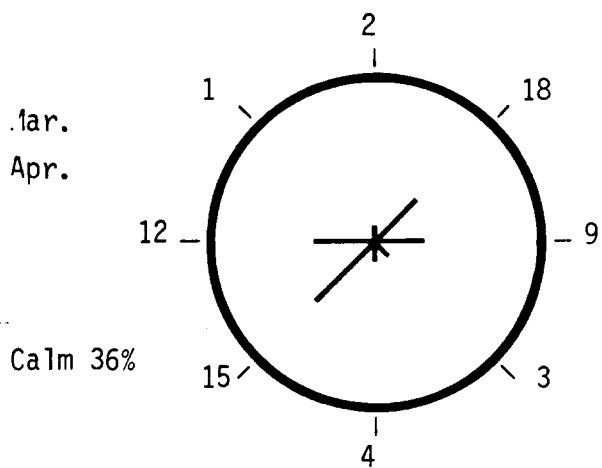
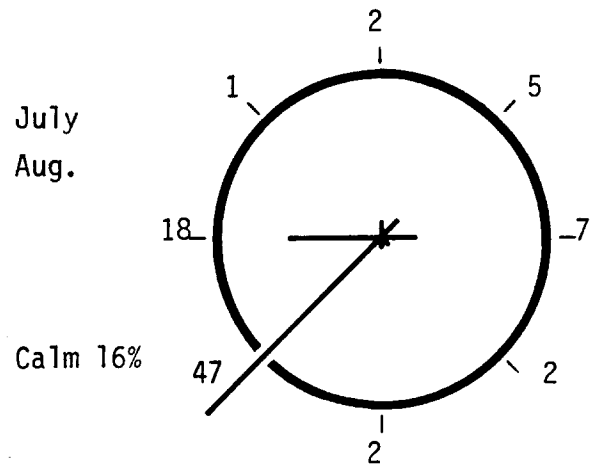
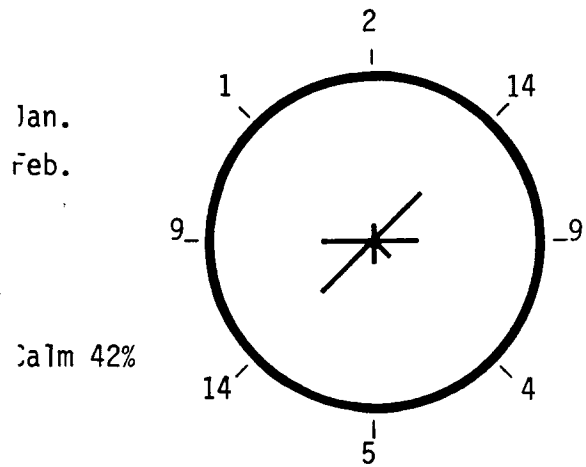
Source: Environment Canada; Atmospheric Environment Service
Climatic Analysis for Pangnirtung, N.W.T., Unpublished
 Report.

Figure 2

Pangnirtung, N.W.T.

(1930-1942)

Wind Direction Frequencies (%) for
All Speeds and All Weather Conditions



Source: Environment Canada; Atmospheric Environment Service. Climatic Analysis, N.W.T.
Unpublished Report.

A critical factor which must be taken into consideration when considering air travel into Pangnirtung is the percentage frequency of below -V.F.R. weather (i.e., with a ceiling less than 1,000 ft. and/or visibility less than 3 miles). The advection fogs during the months of July and August would be the largest contributor to below - V.F.R. weather in Pangnirtung. Below -V.F.R. weather in winter would normally be quite infrequent with occasional periods of blowing snow and the odd migratory storm. The months of October and November, with their relatively heavy snowfalls, would represent the worst months for flying in winter.

The following table provides an estimated number of days per month experiencing fog.

TABLE 3

ESTIMATED MEAN NUMBER OF DAYS WITH FOG

PANGNIRTUNG, N.W.T.

(a day with fog is one with the visibility less than 5/8 mile for any part of the day)

<u>Jan.</u>	<u>Feb.</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>
*	*	*	*	*	1	3	8	4	4	2	1

* = less than 1

Source: Environment Canada; Atmospheric Environment Service, Climatic Analysis, Pangnirtung, N.W.T., Unpublished Report.

2.4.1.2 Ice Conditions

The following table provides an indication of annual break-up and freeze-up dates for Pangnirtung and Cumberland Sound. It must be remembered that these are only estimated dates and actual freeze-up and break-up dates can vary considerably from year to year.

TABLE 4

ESTIMATED AVERAGE DATES OF BREAK-UP AND FREEZE-UP
PANGNIRTUNG, N.W.T.

	<u>Begin</u>	<u>Complete</u>
Pangnirtung Fjord		
Break-up	June 10	June 20
Freeze-up	Oct. 20	Nov. 15
Head of Cumberland Sound		
Break-up	June 20	July 15
Freeze-up	Nov. 1	Nov. 25

Source: Environment Canada; Atmospheric Environment Service.
Climatic Analysis for Pangnirtung, N.W.T., Unpublished Report.

As can be seen from Table 4, the break-up and freeze-up occurs earlier in Pangnirtung fjord than in Cumberland Sound. It is not uncommon for the prevailing winds to bring ice pans back into the fjord from the Sound through the summer months restricting boat travel.

Due to tidal currents, certain areas around islands in Cumberland Sound remain ice free year round. The centre of the Sound is covered in the winter months by polar ice, ice pans and icebergs

which have come in with the currents. This ice mass is surrounded by land fast ice. These two ice bodies are usually separated by winds and currents up until January when the whole mass can freeze solid. When break-up does occur in the Sound, the outward movement of the Sound ice can be restricted by large ice flows and bergs moving in with the Canadian current from Davis Strait. Thus, ice conditions can be restricting to travel in the Sound and the fjord even through the summer months.

2.4.2 Topography/Physiography

Cumberland Sound, which averages 50 miles in width and 140 miles in length, extends northwest from the Davis Strait. The entrance-way to the Sound is bounded on the north by Cape Mercy and on the south by Hall Island. The south coast of the Sound is characterized by hills and plateaus which are dissected by deep valleys, many of which are below sea level forming fjords and bays. Part of the shoreline is typified by cliffs extending up to 2,000 feet, and numerous rock promontories. The southwest coast is characterized by lower relief and broader valleys and small inland lakes. Numerous small islands dot this shoreline.

The northeast coast of the Sound is part of the Penny Ice Cap region. The upland areas vary from hilly and rolling along the coast to mountainous and steep further inland. Local relief along the coast varies from 800 to 2,000 feet. Further inland and adjacent to Pangnirtung fjord the mountains extend as high as 6,000 feet with even higher peaks found in the National Park. The main valleys and the fjords are U-shaped. Numerous V-shaped valleys enter as hanging valleys into these main valleys. Glacial features such as cirques, horns, moraines, tarns and kettle lakes become numerous as one moves inland in a northerly direction.

Numerous glaciers are found in the upland areas once fed by the Penny Ice Cap. It is thought that these glaciers, as well as the ice cap, are receding and ablating at present.

Kingnait fjord, which is wider and somewhat longer than Pangnirtung fjord, is lined by numerous cliffs. Wind conditions can be more hazardous in Kingnait fjord due to its greater fetch, width and orientation.

The northwest shore of Cumberland Sound is dotted by islands to the northwest of Pangnirtung fjord. The islands which extend as high as 1,500 feet, for the most part, run parallel to the shoreline. Their alignment provides a sheltered water route for most of the way to Clearwater fjord. To the southwest of Pangnirtung fjord there are only a few islands with the largest group, the Kikastan Islands, located by the mouth of Kingnait fjord.

2.4.2.1 Tides and Currents

Pangnirtung fjord is subjected to a tide of approximately 25 feet. According to the "Pilot of Arctic Canada (1959)" there is a tide of 23 feet at the head of Cumberland Sound and 25 feet at the entrance to Netilling Fjord. This large tide creates several major constraints to water travel. Where numerous islands and the mainland act as barriers to the tides, as is common in Cumberland Sound, a funnelling effect is created. Funnelling of the tides can create dangerous tidal rips which are extremely hazardous to small boats. In the winter months these funnels can prevent the formation of ice. Open water areas caused by the funnelling of tides are referred to as shabaks by the Inuit and are usually plentiful with ringed seals in winter.

The second major effect of the tides are the tidal flats which extend out as far as 400 feet at Pangnirtung. In the summer open water season these tidal flats restrict boat access to shore during periods of high tide. In the winter months the tidal flats are covered with broken ice (barrier ice) thrown up by the constant tidal oscillations. These large broken chunks of ice create severe constraints to surface travel. There is a zone called the ice foot, where the sea ice joins the land where the ice is not subjected to the tidal oscillations, where travel is made easier.

The major current which affects the Cumberland Sound area is the Canadian current which flows down the east side of Baffin Island. This current penetrates into Cumberland Sound on the northeastern side as far as the Kikastan Islands. At this point the current is thought to swerve south and then flow out of the Sound along the southwestern side of the Sound. During the summer months it is common for this current to bring in ice bergs from the Davis Strait.

2.4.3 Wildlife Resources

The Inuit of Pangnirtung still rely heavily on hunting for food and clothing. Marine mammals, in particular seals, provide the main source of income for many of the Inuit families in Pangnirtung. As previously stated, hunting accounted for approximately 18% of the earned income in Pangnirtung in 1972-73. It is interesting to note that according to Baffin Region fur sales statistics for 1978-79, Pangnirtung accounted for approximately 40% of the sale of ringed seal and harp seal pelts in the Baffin Region.

The following sections cover the major wildlife species common to the Cumberland Sound area. Drwaing #1 indicates the distribution of the more visible of these animals throughout the Pangnirtung area.

a) Ringed Seals

The ringed seal is common throughout the Arctic where it provides many of the coastal Inuit communities with their staple harvest resource.

These seals are normally permanent residents over most of their range. In the winter months their distribution corresponds with the land fast ice where they maintain breathing

holes. Pups are born in birth lairs in hollowed out snow-drifts in the lee of pressure ridges during the months of April and May.

Netsiavinuk or silver jars (less than one year old) are known to gather in certain areas of the sound each year where they are hunted.

When the ice moves out in the summer months the majority of these seals are found within several miles of shore. During the late summer it is thought that some of the ringed seals move out to the Davis Strait on the outgoing ice floes.

The Inuit harvest the ringed seals for food and for the skins which are used for clothing and variety of handicraft items. Baffin Region fur sales statistics for 1978-79 indicate 7,557 ringed seals were harvested in Pangnirtung. However, hunting losses due to sinking would appreciably add to this total.

b) Harp Seal

The harp seals that are commonly found in the Cumberland Sound region whelp and moult in the Gulf of St. Lawrence and the ice front adjacent to the Strait of Belle Isle near Newfoundland in the early spring. In April and May the adults begin their annual migration north to the Arctic with the beaters (young of the year) following slightly later. A portion of the herd moving north to the Arctic annually moves into the Cumberland Sound area for the summer. They generally reach the Sound in June and they make their way up into the Sound following the cracks and openings between the floes. Throughout the summer months they are hunted mostly in open water.

The harp seals begin to leave the Arctic in September when the ice begins to form. Some remain in Cumberland Sound to mid-January and a few may overwinter in the Sound.

These seals are harvested by the Inuit for their skins. According to the Baffin Region fur seals statistics for 1978-79, 1,557 harp seal skins were traded in Pangnirtung. Sinking losses are also high with harp seals.

c) Bearded Seal

Like the ringed seal, the bearded seal is found year round in the Cumberland Sound region. They are not nearly as common though.

The bearded seal is a bottom feeder and thus its distribution is usually determined by the presence of relatively shallow water. They are normally found at the floe edge through the winter months.

Inuits harvest these seals for their skins which are used for boot soles and other handicraft items. They are usually shot when they haul out on the ice floes.

d) Beluga Whale (White Whale)

There are thought to be at least five different white whale populations in the Arctic. One of these populations summer in the Cumberland Sound. They usually begin to arrive in the Sound during May and June and normally reach the head of the Sound sometime in July. A large number of these whales annually gather in the Clearwater Fjord where they calve in Millut Bay. From September to October, the whales begin to move back out of the Sound usually having made a counter-clockwise trip around the Sound following the general direction of the Canadian current. These whales are thought to overwinter along the edge of the pack ice near Disko Bay off Greenland.

The Inuit harvest the Beluga whale for the muktuk (skin and thin layer of blubber) which is considered a delicacy. In 1977 the reported harvest of Belugas at Pangnirtung was 178.

e) Narwhale

The narwhale is a migratory species that move south and east during the winter fast ice season. Their winter range is thought to be the floe edge close to Disko Bay off Greenland. They normally move north into Baffin Bay in the summer months. Narwhales will sometimes enter Cumberland Sound on their fall migration south from Baffin Bay. It is thought that Arctic cod are a very important part of the narwhales diet and may be responsible for attracting the narwhales into the Sound.

Inuit harvest narwhales mostly during the months of June to September. They are harvested for their highly prized muk-tuk, and valuable tusks.

f) Walrus

The Atlantic walrus occurs throughout the eastern Arctic. Their distribution usually corresponds with shallow water, as they are bottom feeders, and year round ice for hauling out. Although the walrus is a year round inhabitant of the Cumberland Sound, they do not penetrate the Sound as far as Pangnirtung fjord. They become more plentiful closer to the mouth of the Sound and in the Davis Strait.

Inuit harvest walrus predominantly for the ivory tusks.

g) Polar Bear

Polar bears are essentially marine animals spending most of their time on the ice or in the water and feeding predominantly on marine animals. During the winter and spring they are usually found along pressure ridges where leads frequently develop and where inexperienced young seals can

be found. During the spring break-up the bears generally move with the ice in order to access the best sealing areas. They move onto land only if the ice melts completely. Males and non-breeding females hunt throughout the winter. Breeding females excavate dens where they are found usually in October or November. The cubs are born in early December.

Polar bears are generally found on the east coast of Baffin Island on the Davis Strait side. They rarely stray into the Sound itself although the odd bear will ride a floe in with the Canadian current in the summer months. It is also becoming increasingly common for young polar bears to travel through the passes to Pangnirtung and Kingnait fjords after having been driven from the coast by larger, stronger males protecting their territory. Polar bear sightings around the community of Pangnirtung are still quite common.

According to Baffin Region fur sales statistics for 1978-79, 14 polar bears were killed by Pangnirtung residents.

h) Barren Ground Caribou

The major range for caribou near Pangnirtung is the head of Cumberland Sound and Netilling Lake. Summer and winter range use may vary from year to year and certain ranges are not used each year.

Towards the end of summer, in late August and September, before freeze-up, the Inuit of Cumberland Sound move back into the fjords at the head of the Sound to hunt Caribou. G.N.W.T. harvest kill data for 1978-79 indicate that 858 caribou were harvested by Pangnirtung residents.

i) Arctic Char

Both anadromous (fish that live their lives in salt water and fresh water) and land locked char are found in the Cumberland Sound region. The anadromous fish grow appreciably faster than landlocked varieties. An interesting fact is that anadromous eastern arctic char are slower growing but live longer, reaching greater maximum size, than western arctic char. Thus the larger size of the eastern arctic char allows more economical harvest but the slow growth results in slow replacement. The slow growth is attributable to the fact that they spend only two months in the ocean environment and the females spawn in alternate years.

Anadromous char migrate seaward immediately after break-up with the larger char moving seaward sooner than the smaller char. The major fishing seasons occur in late July and early August, when the char runs occur (back up river) and in the winter months on the lakes. Some commercial fishing is practiced near Pangnirtung and further commercial prospects are being studied at present for the Pangnirtung area (Refer to Drawing #1).

The large char are the first to return to the freshwater lakes which leads to a decline in the size of char in the ocean as the summer progresses.

j) Birds

Common birds found in the Cumberland Sound region include eider ducks, geese, alcids and ptarmigan. Some sea birds are harvested in the spring along the floe edge although utilization of birds is quite insignificant compared to marine mammals. Additionally, eggs are sometimes collected for food.

2.4.4 Vegetation

The Arctic environment in many respects is a desert with relatively few species of natural vegetation that are competing against the harsh environment rather than each other.

Most of the landscape is barren and devoid of vegetation except for certain lichens. The permafrost and low temperatures result in slow soil development due to the inhibiting effect on soil microorganisms. Thus, plants that do survive in the Arctic environment have adapted to the nutrient poor and relatively undeveloped soils.

The plant communities that are presently found in this environment are located in areas where soil and nutrients form or are gathered. There are numerous different types of colourful communities with different combinations of flowers and berries. The only woody plant found in this area is the low shrub-like Arctic willow. July and August provide colourful exhibitions of vegetation communities around Pangnirtung.



Along the shores of Pangnirtung fjord are found numerous areas with berries and plants used for medicinal purposes and teas.

[Field checking and inventory is required to further detail vegetation in the vicinity of Pangnirtung].



2.5 Resources of the People

Resources of the people or human resources refer to the Inuit and local whites and their culture, history, lifestyles and events and attractions.

The culture and history of the Inuit people provides great potential for educational interpretation and opportunities for tourism as well as certain constraints to tourism.

The following section is divided into the three sections historical/archaeological resources, land use and contemporary community resources.

Drawing #2 provides the inventory of Resources of the People in the Pangnirtung area.

2.5.1 Historical/Archaeological Resources

This section is divided into sections that correspond with the various stages of historical development of the Cumberland Sound area.

2.5.1.1 Historical Inuit Culture

The original Canadian Inuit came from Asia across the Bering Strait. The original culture eventually evolved into what is now referred to as the Dorset culture (approximately 800 A.D.). This culture was characterized by nomadic hunting bands who survived the harsh environment by hunting seal, polar bear, walrus, caribou, birds and fish and lived in skin tents and sunken stone huts. They were set apart from other cultures by the fact that they did not use dogs, and did not hunt the plentiful whales because of their unsuitable boats. It is not known whether they inhabited the Cumberland Sound area but old Dorset culture finds in surrounding locations such as Frobisher Bay and Padloping Island suggest their presence.

Insert Drawing #2

The Dorset culture was replaced by a culture referred to as the Thule culture which had its origins in Alaska (approximately 1000 A.D.). This Thule culture, being superior to the Dorset culture in terms of technology and Arctic survival, completely replaced the Dorset culture. Significant technological advances included use of snowshoes, effective harpoons and boats for whale hunting and domesticated dogs to pull their sleds. Their summer settlements were larger and they made use of stone and whale bone houses during the summer months. A large number of these old Thule house ruins are found around the Cumberland Sound region. Unfortunately many of the sites are not highly visible.

The great abundance of whales in the Cumberland Sound enabled these people to survive for many years. With a combination of a climatic change and the advent of the European whalers, the whale resource began to deplete and a nomadic life once again became essential to follow the smaller available wildlife resources such as caribou and seals. This led to the advent of the modern Inuit in 1750 A.D.

2.5.1.2 White Contact

It is not known if the Vikings ever penetrated into Cumberland Sound. It is possible that they were the first whites to touch the eastern shores of Baffin Island before the fifteenth century, but ~~no~~ records exist to prove this. John Davis is recorded as the first white to discover Cumberland Sound in 1585.

It was not until the 1600's that European whalers began to realize the potential value of the whale fishery in the Arctic waters. In the early 1600's the Dutch and British ships began to frequent the waters off the eastern and southern coasts of Greenland and eventually in the northern waters of Baffin Bay and the western coasts of the Davis Strait.

It was not until the 1800's that the whalers began to penetrate Cumberland Sound. By the mid-1800's, English, Scottish and American whalers were actively whaling the waters of the Sound. In order to get an early start on the whaling season in the spring, the whalers began to winter over in the Sound. By the end of the 19th century there were three permanent whaling settlements in the Sound. One of these stations was located on Kekerten Island, near the mouth of Kingnait fjord. (Refer to Drawing 2). To this day, there are remains standing from this old whaling settlement. The other whaling settlements were located at Blacklead Island and Cape Haven near the mouth of the Sound.

By the 1880's the bowhead whale resource was almost depleted and it was not long after that the active whaling industry collapsed. Some whaling did continue in the 1900's around the Sound, switching from the bowhead to the smaller white or beluga whale.

Whaling is still pursued by some of the Inuit of Pangnirtung for muktuk but commercial whaling in the Sound is dead.

It was through the whalers that the initial church missions were set up in Cumberland Sound. The first missionary to visit the area was a Moravian who accompanied a whaler by the name of William Penny with the prospects of setting up a mission in 1857. The attempt was abandoned and it was not until 1894 that one of the whaling station owners at Blacklead Island provided the building for the first Anglican mission.

Other reminders of early white contact that still stand in Cumberland Sound include the remains of a meteorology and terrestrial magnetism research station which was set up by the Germans at Sirmilling Bay (1884), the Hudsons Bay Company whaling station at Pangnirtung (1925-1962) and an old Hudsons Bay cabin further up Pangnirtung fjord. (Refer to Drawing 2). The Hudsons Bay Company originally entered the Sound and set up a post at Pangnirtung in 1921. In the following years several more posts were

opened around the Sound; one at Kekerten, another at Sirmilling Bay, Livingston Bay, Blacklead Island and in Aktijartukan Fjord near Cape Mercy.

2.5.2 Land Use

During the 19th century the Inuit of Cumberland Sound were, for the most part, living in large groups and settlements at the whaling stations where they were employed. Towards the end of the 19th century as the whaling industry began to falter, the Inuit were forced to disperse along the coast. Here they would live in camps which consisted of groups of tents holding up to 12 families. These settlement camps were dispersed in such a way as to maximize the limited biological resource as their economy and subsistence was based on seal and caribou hunting. Pagnirtung was the location of a more permanent camp as the Hundsons Bay Company operated a post there. But the post was there for trade, not to offer employment, and most of the Inuit remained in their settlement camps scattered around the Sound.

In the 1960's, the Federal Government established themselves in Pagnirtung and through their subsequent activities they influenced the Inuit to abandon the camps and permanently settle in Pagnirtung. The Department of Northern Affairs established a modern school and provided the Inuit with low rent housing, social welfare, some employment, medical services and recreational activities such as dances, movies and games. A further influencing was a dog epidemic which hit the Cumberland Sound area in 1961-62. By the late 1960's, most of the Inuit of Cumberland Sound had relocated to Pagnirtung.

At present, the only remaining outpost camp is located at Kipisa on the south side of Cumberland Sound.

Hunting still provides a livelihood for many of the Inuit living in Pangnirtung although the present trend is towards increasing wage employment. Hunting is, however, much more lucrative in the summer months than wage employment. Income from hunting is generally supplemented by other sources such as carving or economic assistance payments. In this way the Inuit hunter obtains a year round subsistence income.

Another common trend is to have seasonal wage income sources through the winter months and then return to the land in the summer months to hunt.

In the winter, hunting and fishing is usually pursued by day skidoo trips out to the floe edge or to the fishing lakes. In the summer, though, there is a general out migration of residents of Pangnirtung onto the land for several months beginning in May. Many of the Inuit families of Pangnirtung will move into and around Cumberland Sound for the summer months to fish and hunt seal and caribou. They travel in small groups to summer camp locations that are used year after year. Here they set up temporary summer camps to act as base camps for their hunting. As the summer progresses, they may move around Cumberland Sound from one summer camp position to another. (Refer to Drawing 2 for summer camp locations). Towards the end of summer many of the Inuit move back into the fjords towards Netilling Lake to hunt caribou. Before freeze-up they move back into Pangnirtung, usually in early September.

Presently, commercial fishing is being studied as an alternative income source for the Inuit of Pangnirtung. (Refer to Drawing 1). Some commercial fishing is practiced at present. Some winter net and spear fishing is practiced on the inland lakes like Avatuktoo. The main fishing season, though, occurs in late July and early August when the char begin to run back upstream from the sea to the inland lakes.

2.5.3 Contemporary Community Resources

An important part of the normal community life are the traditional native handicrafts skills practised by many of the residents. Not only are the Inuit adept at making skin clothing and traditional tools and weapons, but they have learned, over the years, to reflect their environment in their crafts through soapstone and ivory carving, prints, tapestries and other handicrafts.

Traditional ways and skills acquired from a life on the land are still practised by some of the community residents. An excellent illustration of this fact are the elders that meet with the Saipalla-seequt several times weekly in the local museum room. They gather to reflect on times gone by, conversing and practising skills learned out on the land, in an atmosphere reminiscent of traditional Inuit culture.

It is becoming increasingly apparent, though, that the young people in the community are becoming less interested in learning the old Inuit ways and skills; which could eventually lead to a passing of traditional Inuit culture.

An important part of the human tourist resource potential in many communities are local events which are held on a regular basis. Often these events reflect local history or exhibit cultural skills. There are no annual events of this kind either in the Inuit or white community in Pangnirtung.

2.6 Implications For Tourism

In the preceding sections of the report the various resources of the people and the land of the study area have been discussed. Various constraints and opportunities become evident as they are examined in the context of their potential for tourism. The following provides a summary of the opportunities and constraints for tourism development presented by the various natural and human resources.

a) Climate

The most appealing season for winter recreation activities is the early spring between the months of March and June. The onset of the month of March is accompanied by good travelling conditions, as everything is still frozen, good weather, generally clear due to frequent anticyclones, and a reasonable length of activity day (greater than 12 hours in late March). Additionally, the snow has accumulated through the cold winter months and there is easily enough for normal winter activities such as snowmobiling and cross-country skiing.

The winter months between October and March restrict outdoor activities with cold temperatures and short activity days. The months of October and November with their relatively heavy snowfalls are particularly restricting to outdoor activity and to air travel. The period between late November and mid-January experiences less than 6 hour activity days. Anything less than a 6 hour activity day is considered too short for tourist activity development. February with its slightly longer days still experiences very low temperatures which restrict outdoor activity.

The most comfortable season for outdoor activity is the summer period between June and September. The temperatures experienced in Pagnirtung are somewhat cooler than those normally experienced in more southerly latitudes. They are not limiting in the sense of winter temperatures, but proper dress precaution must be taken. A positive point is that the cool summer climate offers a comfortable contrast to the hot humid weather experienced in more southerly latitudes. The major constraint to outdoor activity during the summer months is the relative frequency of fog and cloudy weather and the dangers related to wind conditions on the fjord.

The two periods of the year most constraining to travel are the spring break-up and fall freeze-up periods between June 10 to July 15 and October 20 to November 25 respectively. Travel during these periods can be quite dangerous due to the freeze/thaw conditions and thin ice.

b) Topography/Physiography

The topography around Pangnirtung offers interesting visual diversity, contrasts and combinations due to the water/land interface, mountain ranges and glacial formations. Recent glacial features that abound in the region offer excellent opportunity for educational interpretation. Features that may be seen in close proximity to Pangnirtung include alpine glaciers and snowfields, cirques, tarns, horns, aretes, cols and various types of moraines. The interesting land features provide excellent terrain for hiking, mountaineering, cross-country ski touring and snowmobiling. In certain areas, the ruggedness of the terrain restricts activities such as hiking to the more experienced. A major constraint related to the topography is the fact that search and rescue operations are extremely difficult due to the ruggedness and isolation.

Further opportunities as well as constraints to tourism activity development are presented by the extensive tidal flats, common along the shores of Pangnirtung fjord and the Cumberland Sound. During the summer months the tidal flats offer opportunities for scavenging and clam digging and fishing during low tide periods. Conversely the tidal flats create problems in that they create shore access problems and consequently travel timing problems in the summer. Travel in the winter months is restricted by the barrier ice found along the extent of the tidal flats.

A further natural feature amenity in the summer is the Canadian current which brings interesting iceberg formations in and around the Sound.

c) Wildlife Resources

The relative abundance of wildlife resources in the study area offer opportunities for viewing and educational interpretation and limited consumptive activities. However, the low visibility of most wildlife species to tourists is a major constraint. One of the more visible wildlife species would be the beluga whales which enter the Sound and calve in Clearwater fjord from July to September. Seabirds which abound on the rocky cliffs and promontories along the shoreline are highly visible for most of the summer. Also the Canada geese and ducks are highly visible in certain locations as indicated on Drawing #1. Wildlife species such as seals, polar bears, walrus and caribou are not as easily spotted in this area. There is, however, opportunity for educational interpretation of the life cycles and behaviours of some of the more interesting species such as the narwhale, polar bears, walrus and beluga whales.

Arctic char fishing, which has already been developed to a degree, represents an important opportunity for tourism development. There is excellent sport fishing in the lakes in the winter and ocean in the summer. A major potential problem that requires further investigations is the possible impact created by an expanded sports fishery on the Inuit commercial fishery. Fish surveys and studies would have to be undertaken to determine the exact extent of this potential problem.

d) Vegetation

Due to the nutrient poor and undeveloped soils, relatively few species of natural vegetation are found in this region. The plant communities that do exist in this environment

provide certain opportunities for berry picking and picking plants for teas and simply as a visual amenity.

The months of July and August provide the most colourful exhibitions of vegetation communities around Pangnirtung.

The only real constraint that local vegetation offers to tourist activity development is the fact that due to the nutrient poor soils and resulting slow vegetative growth, most of the vegetation communities are very sensitive to disruption, even from such seemingly minor disruptions as footprints. A major problem experienced in the National Park is the past use of Arctic willow for firewood by campers, which has virtually wiped out the species in certain areas.

e) Historical/Archaeological Resources

Numerous historical/archaeological sites exist within the study area with varying degrees of potential for viewing and educational interpretation. The sites, as delineated on Drawing #2, include old whaling stations, an old weather station, old Hudsons Bay Company posts and Thule sites. These sites all portray interesting facets of the local Inuit and white history. The major problem with these sites is the fact that most of them have very little physical evidence remaining. This is mostly due to the fact that numerous sites have been vandalized.

The problem with developing the more visible sites for tourism lies in the difficulty with monitoring the sites to prevent vandalism.

f) Inuit Land Use

The interesting Inuit customs and lifestyles provide certain opportunities for educational interpretation and secondary participation. Conflicts with developing tourist activities

around these resources exist due to the tourist misunderstanding of the Inuit values and lifestyles. This fact is readily apparent in the tourist response to rotting seal carcasses on the beach in the community. Thus it is imperative that potential conflicts, such as could develop if tourists were allowed to visit summer camps and take photographs, should be avoided. Additionally, the potential conflicts between an expanded sports fishery and the Inuit commercial fishery should be further examined.

On the other hand, there is potential for interpretation and regulated secondary participation on Inuit hunting and fishing trips and operations and other land-use activities. Aside from the benefits of increased wage employment for the Inuit, tourist activity development centred around Inuit land-use could provide a means to help preserve the skills acquired from living on the land, which have little utility in community life and are gradually being forgotten.

g) Contemporary Community Resources

The traditional Inuit culture provides an excellent opportunity for educational interpretation and involvement as well as a theme on which to base community events. The interest shown by tourists in the traditional Inuit arts and crafts is obvious by the demand in the south for soapstone carvings, prints and other handicrafts.

The development of tourist activities and special events centred around traditional culture, including special skills and traditional ways, could provide the means by which to help preserve the traditional Inuit culture.

2.7 Tourism Infrastructure

2.7.1 Historical Development of Tourism (Refer to Section 4.2 for market data on the historical development of tourism)

Tourists began to visit Pangnirtung as early as the 1930's on the annual supply ship.

The first tourist operation in Pangnirtung was the Clearwater Fish Camp in Clearwater fjord. The camp was originally built for Prime Minister Trudeau in 1968 and comprised of several tents and a cook house. In the summer of 1970, Ross Peyton and Doug Cressman leased the camp from the government and ran it during the months of July and August. They had arranged through Nordair to have up to 12 tourists per week flown into Pangnirtung for the nine or ten week fishing season. The tourists were transported to the camp by boat from Pangnirtung. The following year Peyton and Cressman bought the camp from the government. In this same year they built a hotel originally called Manton House, in Pangnirtung which, in 1973, could accommodate 20 persons in 10 rooms.

Another fish camp was run by an operator named Ken Brown for several years beginning in 1971.

In 1972, tourism started to increase dramatically in Pangnirtung with the creation of Auyuittuq National Park. The park was established primarily to preserve an outstanding natural area and was to portray theme reflecting the Arctic wilderness experience.

Another fish camp was opened by Ross Peyton in Kingnait Harbour for the 1978/79 season. Presently this camp is being run by local Inuits. As a replacement for the Kingnait Fish Camp, the Peytons operated a small fish camp on Avatuktoo Lake in the summer of 1980.

2.7.2 Existing Tourism Infrastructure

a) Accommodation and Food

The Peyton Hotel in Pangnirtung provides the only year round accommodation in the community. The main hotel building has a capacity for 30 people in sixteen rooms with central washroom and shower facilities. An overflow building used during the summer months can accommodate 20 people in five rooms. Associated with the main building is a modest restaurant facility and lounge area. The cost is presently \$90 per person/day including three meals.

During the summer months the Anglican church opens up the church hall as a hostel facility.

Camping facilities are provided in Pangnirtung at the Territorial Park situated beside the Duval River. Facilities in the park include tent platforms and an outhouse.

Further accommodation facilities are provided by two fishing camps run by local residents. Clearwater Fish Camp was the original fish camp operating in this area, located at the end of Clearwater fjord. Facilities include 7 cabins and a cookhouse with a capacity to accommodate 14 people. Tongait Fish Camp, which is in its first year under new management, is located in Kingnait Harbour off Kingnait fjord. Facilities at Tongait include tents, camp beds and kitchen facilities with a capacity to accommodate 16 people.

Restaurant facilities in the community are limited. With reservations, the Peyton Hotel restaurant serves full course meals and there is also a small coffee shop in town where fast foods can be purchased.

b) Transportation

Scheduled airline service is provided to the community by First Air with three flights weekly in the winter and four flights weekly in the summer. Aircraft presently used include Hawker Siddeley 748's (44 passenger capacity) and Twin Otters (19 passenger capacity). Charter air service is available through Bradley Air Service in Frobisher Bay offering DC-3's, 748's and Twin Otters for charter. Ground transportation in Pangnirtung is provided by a local taxi company that operates one van taxi.

Over the last few years, Austin Airways operating out of Timmins, has run a charter flight (HS 748's) to Pangnirtung for char fishing in the community.

c) Tourism Services and Facilities.

Tourist information is available in Pangnirtung at the Parks Canada Pavillion, which also houses a small museum and movie theatre. Tourism information is also available at the G.N.W.T. office.

Recreation facilities in the community include two pool halls and a seasonal museum with one display room. The display in the museum includes several old Inuit artifacts including a skin tent and skin kayak.

Local crafts are available for sale in the community through five craft outlets. The outlets are listed below along with an indication of their inventory.

1. Pangnirtung Co-operative:

- . sells soapstone and ivory carvings, prints, parkas, amoutis, mitts, anoraks.
- . coordinates the sale and export of a lot of the craft items produced in the community.

- . they are looking for display space for their prints
- . 1981 collection prints cannot be sold until after the North American opening for Pangnirtung prints in the south.
- . all carvings are sold in Pangnirtung at the southern wholesale price.
- . prints that are sold in Pangnirtung are limited editions which are sold at appreciated values.
- . a possibility being investigated for the future is to carry food supplies similar to a 7-11 store in the south and open at odd hours with the Bay.
- . also looking at the possibility of functioning as a travel agent.

2. Pangnirtung Weave Shop:

- . sells kamiks, mitts, blankets, scarves, amouties, akujuliks.
- . tapestries made in the weave shop are not for sale in Pangnirtung; they are prepared for art exhibits in the south in an attempt to establish the local tapestries as recognized pieces of art.
- . presently the Weave Shop does not have the proper facilities for craft sales and tourists create problems by coming in and insisting on buying tapestries and taking pictures and generally creating a nuisance.
- . the major market for the Weave Shop products are the Northern Images stores.

3. Misuvik Sewing Centre

- . the parkas, amoutis, mitts and anoraks that are made in the Sewing Centre are sold in the community through the Co-op and externally through Northern Images stores.
- . none of the products are sold below 60° latitude.

- . the major directive of the centre is to provide local employment
 - . as long as the centre maintains 80% viability, they will continue to receive LEAP grants.
 - . the centre closes down in the summer.
4. Hudsons Bay Company:
- . sells clothing, food and some crafts.
5. Saipalaseequtt (Museum Elders Society):
- . sells kamiks, mitts, kakivaks, seal hooks, harpoons and seal skin bags, on order.

[Further information on current outfitting services is still required].

2.7.3 Existing Community Infrastructure

a) Water

The present water supply comes from the Duval River which is fed by three receding glaciers. An earth banked reservoir capable of storing 1.6 million gallons of water is utilized during the winter months. During the winter the water is pumped from the reservoir to two delivery trucks. This reservoir is operating at close to its capacity now over the frozen winter period. During the summer, water is taken directly from the river and delivered by truck. 1980 costs for water supply service is 6.5¢/gallon.

A study is underway to examine the feasibility of enlarging the reservoir to increase the winter water supplies.

b) Garbage and Sewage

Most of the individual homes in Pangnirtung are still on the honey bag system, whereby the honey bags are picked up and taken to the dump. 1980 costs for honey bag pickup are \$1.50/honey bag.

The honey bag system is gradually being phased out with all new houses being built with flush toilets and pumpouts. Costs for liquid sewage pumpout are 8¢/gallon.

Garbage is picked up by truck and delivered to the dump east of the Duval River by truck at a charge of \$2.40/garbage bag (1980).

c) Gas and Fuel Oil

Gasoline is stored and sold through the Co-op at \$2.07/gal. (1980).

Heating fuel is delivered by the hamlet at a cost of \$1.85/gal. (1980).

Both heating fuel and gasoline are delivered to the community yearly on the annual sealift from Montreal.

d) Power Supply

Power for the community is supplied by a fuel oil generator run by N.C.P.C. Current power rates are _____.

[More information needed from N.C.P.C.].

e) Sealift

The annual sealift occurs annually in late summer providing the major supply route for supplies to northern communities like Pangnirtung. In past years Pangnirtung has had as many as five sealifts/year.

Orders for the annual sealift are placed in the early spring and have to be finalized by late April. The normal season for sealifts is August, September and early October, with each boat usually making two trips north from Montreal. 1980 costs were \$140/shipping ton.

The tidal flats adjacent to the community create a major constraint to the sealifts, preventing access to the shore during low tide. A channel has been dredged to facilitate barge

unloading during high tide, but due to the inability to unload during low tide, supply ships are usually forced to layover for a full day. This adds appreciably to the cost of goods brought in by sealift. The feasibility of constructing a wharf to the edge of the tidal flats, to facilitate unloading in low and high tide periods is being investigated.

f) Police

One R.C.M.P. constable and one special constable are permanently stationed in Pangnirtung. Equipment available to these officers includes a four-wheel drive vehicle and limited search and rescue equipment.

The officer presently stationed in Pangnirtung indicated they would be interested in administering a check in/out system for tourists going out on the land (i.e., other than to Auyuittuq Park which is controlled by Parks Canada).

g) Fire Department

There is a volunteer fire department in Pangnirtung with 2 trucks: 1 mini-pumper (200 gallons) and 1 G.M.C. 4x4 with a mounted pumper (1,500 gallons).

h) Medical Facilities

The community has a well equipped nursing station run by two nurses with a capacity of six beds. With serious medical problems the facility functions as a holding station until such time as the patient can be medi-vac^{ed} to Frobisher Bay.

An important point to note is that medi-vac costs are not always recoverable under normal medical insurance programs such as O.H.I.P. in Ontario. Another potential tourist problem associated with medi-vacs is the fact that medi-vacs are given priority over scheduled airline flights.

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Resident visitation to the station is very high with an average of 500 outpatients/month.

In past years tourists have created problems at the nursing station by coming in and requesting medical supplies, taking pictures of babies and requesting accommodation in the facility and generally creating a nuisance.

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i) Search and Rescue

The town presently has limited search and rescue equipment although there is an emergency plan which would help direct any emergency operations such as an air crash. The most extensive search and rescue capabilities and equipment are owned and operated by Parks Canada.

j) Public Telephone

There are no public telephones available in Pangnirtung.

2.8 Community By-laws and Territorial Ordinances

2.8.1 Territorial Ordinances

Land in the Northwest Territories comes under either federal or territorial administration and ultimately under the jurisdiction of the federal government. Up until 1954, all aspects of land use came under the control of the federal government.

Since 1954, the federal government has given certain lands to the territorial government for certain limited purposes. These are for the most part lands that fall in and around settled communities. Lands that fall under territorial administration are referred to as Commissioners lands. These lands are under the administration of the territories, not complete control, and are subject to specific

mineral, water and shoreline reservations as stipulated by the federal government. Thus the territorial government has the right to administer surface uses only on lands given them by the federal government.

The authority to legislate (not dispose) lands in the Northwest Territories comes under the territorial ordinances and regulations whether the land is territorial, federal or private.

a) Area Development Ordinance

This ordinance is a form of zoning control aimed at giving the local territorial governments more control over settlement and community organization. The ordinance permits the Commissioner to make regulations applying to specific areas that haven't reached complete municipal status regarding zoning, regulations and by-laws for buildings, control of roads and streets, public health, fire protection and animal control. The intent is to give the territorial government a role in development of new settlement areas until such time as the areas are able to handle the responsibilities themselves.

b) Travel and Outdoor Recreation Ordinance

This ordinance gives the power to the Commissioner to regulate the use and development of any recreational area by designating it a "travel development area" or a "travel restricted area". A "travel development area" would require any tourist establishment therein to have a permit for construction and a licence for operation. A "travel restricted area" would be an area of restricted public use where no one other than a resident would be allowed to enter for recreational purposes without a permit and a guide.

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c) Historic Resources Ordinance

Through this ordinance the Commissioner has the power to acquire and set aside historic places and lands and to provide for their administration. Furthermore, this ordinance provides the Commissioner with the power to order adequate investigation, recording and salvage of historic or archaeological objects during mining, exploration or industrial operations to prevent their destruction.

d) Territorial Parks Ordinance

This ordinance empowers the Commissioner to establish and set aside land for parks purposes. This includes the establishment of Environment Recreation Parks, Outdoor Recreation Parks, Community Parks and Wayside Parks.

e) Scientists Ordinance

Under this ordinance it is stipulated that no person shall carry on scientific research within, or based on the territories without a licence or, in the case of archaeological work, a permit under the archaeological sites regulations.

2.8.2 Community By-laws

On April 1, 1972, the settlement of Pangnirtung was granted hamlet status by the Commissioner of the Northwest Territories. The progression in the Northwest Territories for community development is from unorganized settlement, to hamlet, to municipality. Under the Hamlets Ordinance, zoning powers and land use authority fall into the hands of local community councils in communities which have reached Hamlet status. The community council, in the case of Pangnirtung, consists of a mayor, deputy mayor and six councillors. The community council has the power to make by-laws regarding the authorization of buying, holding, selling or

leasing real property and the zoning of lands within the municipality for specific uses. In turn, these by-laws are subject to the approval of the Commissioner. Presently all occupied land in Pangnirtung, other than that occupied by the Hudsons Bay Company or the Church, are leased from the Crown, on a first come first served basis. Hudsons Bay Company and the Anglican Church have freehold rights to their property.

At present the municipal boundaries of Pangnirtung extend out a radius of three miles. There is an attempt being made to modify the boundaries to include the whole watershed area.

2.9 Implications for Tourism

The inventory and analysis of the tourism infrastructural resources and community by-laws and territorial ordinances presented in the preceding sections point out certain opportunities as well as constraints to possible tourism development in Pangnirtung. The following provides a summary of the various implications of these resources and regulations.

a) Tourism Infrastructure

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- . There is potential for and possibly a need for (depending on completed market analysis results) upgrading and expansion of certain tourism infrastructure facilities such as accommodation and food services, tourist information and craft outlets.
- . Airline passengers should be warned of the possibilities for flight delays as they normally occur quite frequently due to weather and medi-vacs.
- . More use could potentially be made of local recreation facilities such as the museum.

b) Community Infrastructure

- . The present size of the water reservoir and supply system could create severe constraints to tourism developments in the community, particularly during the shoulder seasons and winter months.
- . Other local services, such as costs and availability of sewage facilities, power and land may limit the degree to which tourism can be developed.
- . Tourists should be made aware of the nature and limitations of community infrastructure services including details such as the need for extra medical insurance coverage to cover medi-vacs.
- . With the implementation of an upgraded or expanded tourist industry, subject to market analysis results, certain community infrastructure services could be upgraded and/or expanded, such as public telephones, search and rescue services and tourist registration programs.

c) Territorial Ordinances and Community By-laws.

- . The Travel and Outdoor Recreation Ordinance will have important implications for tourist activity developments in that through the ordinance, tourist travel can be controlled and monitored. This could be very important in areas where potential conflicts may arise such as around summer camp and hunting areas.
- . The Historic Resources Ordinance provides the authority to maintain and monitor historic and archaeological resources if they are to be used as tourist attractions (i.e., Thule sites).

The Territorial Parks Ordinance allows for the designation and establishment of parks which may be required to develop a viable community based tourism industry.

2.10 Learn/Observe/Experience Resource Opportunities

Figures 3, 4 and 5 entitled "Evaluation Matrix of Learn/Observe/Experience Resource Opportunities" provide a matrix analysis of the general opportunity levels for development of tourism resources and the relevant restraints. Due to the fact that outdoor activity is so heavily dependent and constrained by climate in the Arctic, the resource opportunities were analyzed on the basis of seasons. The four normal seasons, winter, spring, summer and fall were first examined as to their potential for surface transportation and consequently outdoor activity.

In the summer months most of the waters are free of ice (although it is common for floating ice pans and bergs to congest in the Sound and even at times in the fjords), and transportation potential through the months of July - October is generally good by water. By land the transportation, which is normally quite good, can be limited in certain areas in the summer by bog-like conditions. This is normally caused by sub-surface permafrost layers restricting proper water drainage from surface melt.

The short spring and fall break-up periods have poor potential for water transportation and marginal conditions for land travel due to melting and freezing conditions.

The Arctic winter offers the greatest potential for transportation due to the fact that the water bodies are frozen and the ground is snow covered.

According to their transportation and activity potential, the four seasons were then combined into three seasons as follows:

i) Open water season:

July 15 to October 20 - when water travel potential is high and land travel potential is generally high with some limitations.

ii) Spring break-up and Fall freeze-up:

June 11 to July 14 and October 21 to November 25, when travel by water and land becomes difficult and dangerous.

iii) Frozen period:

November 26 to June 10 when land and frozen water travel conditions are ideal.

Figures 3, 4 and 5 analyze the various resource activity opportunities according to the three normal travel modes of hiking, boating and snowmobiling. 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 Resources 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 the quality, extent and suitability of the appropriate natural resources and the extent of existing or potential for facilities.
- iii) Historical and Archaeological Resource Activities: were evaluated on the basis of degree of abundance, distribution, quality, visibility, significance and diversity of the appropriate resources.

- iv) Human Resource Activities: were evaluated on the degree of abundance, distribution, accessibility, significance and diversity of potential resources.

A further function of the three matrices is the identification of level of constraints to the development of the identified resource activities. The constraints are based on the various resource constraints identified in the resource inventory sections. The constraints were prioritized, as to their level of constraint to tourist activity development into the three categories of major, minor and no constraint.

It should be pointed out that the activities portrayed on the evaluation matrix are indicative of the "type" of activities which could be developed in Pangnirtung and area. During the development concept phase, these activities will be modified/expanded and developed in a fashion which ensures that they are "community-based" in terms of either facilities or programs, e.g. hiking may be incorporated with wilderness camping and require a local resident as a guide.

2.10.1 Implications

The following subsections outline the summary conclusions of the resource opportunity evaluation matrices according to the three activity seasons.

a) Open Water Season - July 15 to October 20

- . The best opportunities for viewing natural land-based attractions are not particularly close to Pangnirtung. Tourists would be required to travel up to 6 hours return, or consider an overnight stay on the land, to reach the most appealing areas.

EVALUATION MATRIX OF LEARN/OBSERVE/EXPERIENCE RESOURCE OPPORTUNITIES

FIGURE 4

ACTIVITIES	SEASON:												DEVELOPMENT CONSTRAINTS									
	TIME TRAVEL ZONE		0-3 HOURS				3-6 HOURS				OVERNIGHT		TRANSPORTATION	ICE CONDITIONS	THIN AND BREAKING	MET SNOW CONDITIONS	SENSITIVITY	WILDLIFE NOT HIGHLY VISIBLE	HIST/ARCH SITES NOT HIGHLY VISIBLE	TOURISM SERVICE INFRASTRUCTURE	REGULATION	
	TRAVEL MODE	HIKE	BOAT	SKI/DOO	HIKE	BOAT	SKI/DOO	HIKE	BOAT	SKI/DOO	HIKE	BOAT										SKI/DOO
Viewing/Interpretation of Natural Attractions Land Based		■	■	■	■	■	■	■	■	■	■	■	■	●								
Hiking		■	■	■	■	■	■	■	■	■	■	■	■	●								
Wilderness Camping		■	■	■	■	■	■	■	■	■	■	■	■	●								
Mountain Climbing																						
Cross-Country Skiing																						
Snowmobiling																						
Viewing/Interpretation of Natural Attractions - Water Based		■	■	■	■	■	■	■	■	■	■	■	■	●								
Open Water Fishing																						
Ice Fishing																						
Observing/Participating in Cultural Educational Opportunities/Events		●	●	●	●	●	●	●	●	●	●	●	●	●								
Historical/Archaeological Educational Opportunities		●	●	●	●	●	●	●	●	●	●	●	●	●								
Visiting National Parks																						

Legend

- Resource Opportunities
- Abundant resource opportunities; existing and/or potential
 - ▲ Moderate resource opportunities; existing and/or potential
 - Limited resource opportunities; existing and/or potential
 - No resource opportunities

Level of Constraints

- Major constraint
- Minor constraint
- No constraint

EVALUATION MATRIX OF LEARN/OBSERVE / EXPERIENCE RESOURCE OPPORTUNITIES

FIGURE 5

ACTIVITIES	SEASON:		NOV. 26-JUNE 10						DEVELOPMENT CONSTRAINTS										
	TIME/TRAVEL ZONE		FROZEN			3-6 HOURS			OVERNIGHT			WEATHER	TRANSPORTATION	TIDAL FLATS	DANGEROUS ICE CONDITIONS	WILDLIFE NOT HIGHLY VISIBLE	CONFLICTS WITH RURAL LAND-USE	RUGGED TERRAIN	TOURIST SERVICE INFRASTRUCTURE
	HIKE	BOAT	HIKE	BOAT	SKI/DOO	HIKE	BOAT	SKI/DOO	HIKE	BOAT	SKI/DOO								
Viewing/Interpretation of Natural Attractions - Land Based			■		●				▲								■		
Hiking			■		▲				▲								■		
Wilderness Camping			■		●				▲										
Mountain Climbing																			
Cross-Country Skiing	▲				●				●										
Snowmobiling					▲														
Viewing/Interpretation of Natural Attractions - Water Based																			
Open Water Fishing					■				■										
Ice Fishing					■														
Observing/Participating in Cultural Educational Opportunities/Events			●																
Historical/Archaeological Educational Opportunities			●																
Visiting National Parks					▲														

Legend

Resource Opportunities

- Abundant resource opportunities, existing and/or potential
- ▲ Moderate resource opportunities, existing, and/or potential
- Limited resource opportunities, existing and/or potential
- No resource opportunities

Level of Constraints

- Major constraint
- Minor constraint
- No constraint

- . There is a variety of hiking resource opportunities in all time travel zones, accessible by boat and hiking.
- . The further one moves from the community the better and more abundant the wilderness camping resource opportunities are.
- . Mountain climbing resource opportunities are mostly found in the more remote areas.
- . The most appealing water-based attractions are located over 3 hours return from the community by boat.
- . Open water fishing opportunities are found throughout all the time travel zones with the more suitable areas located over 3 hours return from the community by boat.
- . Observing/participating in cultural/educational opportunities are centred in Pangnirtung or accessible by extended or overnight boat trip. Existing opportunities are limited but the potential for further development is good.
- . Historical/archaeological educational opportunities of tourist interest are primarily accessible by long boat trips.

b) Frozen Period - November 26 to June 10

- . The most appealing natural land-based features are accessible by skidoo within several hours return from the community.
- . Hiking resource opportunities in the frozen period are only moderate due to the constraining factor of snow cover.

- . Wilderness camping opportunities increase in quality and abundance as one moves further from the community.
- . A variety of cross-country skiing opportunities are available throughout all time travel zones.
- . Snowmobiling opportunities are best at a distance of over 3 hours return from the community.
- . Opportunities for viewing natural water-based attractions are available out in the Cumberland Sound at great distance from the community. The major attractions in this season would be the floe edge, frozen in ice bergs and possibly wildlife (seals).
- . Open water fishing is available at the floe edge but would not represent a significant resource.
- . Ice fishing is best in the fresh water lakes which are accessible by snowmobile trips of over 3 hours.
- . Observing/participating in cultural/educational opportunities are centred in Pangnirtung with some potential for sideline participation in hunting or fishing excursions at some distance from the community.
- . Historical/archaeological educational opportunities are centred in the community as resources on the land are not very visible in the frozen period.

c) Freeze-up/Break-up Periods - June 11 to July 14 and
October 21 to November 25

- . Resource opportunities during this season are mostly moderate to low due to the difficulties incurred in surface transportation.

. The resource opportunities of major significance in this season are those centred in the community such as observing/participating in cultural educational opportunities and historical/archaeological educational opportunities.

An integral part of the study approach is community involvement. The ultimate intent of the study is to develop a conceptual tourism plan that reflects the community's views as well as the potential tourism resource base. Furthermore, it is intended that the plan be within the potential of the community to implement. This necessitated that the study objectives and process be clearly outlined to the community in order to receive feedback from them regarding their views and perceptions of tourism and tourists and past problems and conflicts.

It is also a major intent of the study to provide an educational process for the community whereby the project helps to create a greater awareness of tourism and its implications with community residents.

The community involvement was accomplished through several modes of communication. Initially a small booklet was put together in English and Inuktitut to describe the study purpose, objectives and methodology. Copies of the booklet were circulated at the various meetings which were held with community groups. Pre-arranged meetings were held with numerous community groups including: the Hunters and Trappers Association, Weave Shop women, Anglican Womens Group, Misuvik Sewing Centre women, Land Claims Committee, Pangnirtung Cooperative, Hamlet Council, Subcommittee of Council on Tourism, and the public at large. In order to provide ongoing community input and to facilitate community awareness of the study progression, a special Sub Committee of Council on Tourism was formed. This Sub-Committee met with the study team during each community visit. They were provided with several interim reports, which informed them as to the progress and preliminary findings of the study. Each time they were asked to review the interim report and provide their own comments. These interim reports were also reviewed by the Client.

The community was also directly informed of the study over the local radio station several times. In order to ensure that all community residents knew of the study and its objectives, a two-page flyer in Inuktitut and English was sent to every house in the community on each visit to the community.

The flyers highlighted the results of the study to date and informed the community residents as to the purpose and objectives of the consultants community visits each time. (Refer to Appendix V).

In addition to these two modes of communication, the community was invited to attend two community meetings. The first meeting, held in March, was a general meeting to inform the community of the study and its purpose and to obtain some feedback as to their concerns regarding visitors to the community and the study itself. The second meeting, held in May, was a slide presentation intended to portray the meaning of tourism and some of its implications in a general sense.

In order to develop a beneficial working rapport with the community, as much time as possible was spent working and living in the community and local Hunters and Tappers Associations members were utilized, where possible, to assist in specific aspects of the inventory stage.

The following provides a summary of the major concerns expressed by community residents through the various group meetings and personal encounters.

One of the first problems brought to the consultants attention was the fact that there are very few facilities in the community to assist tourists. Information on the park is readily available in the Parks Pavillion but if tourists want to know where to rent a boat or go hiking close to the community they are lost. As a result, the non-destination oriented tourists end up wandering around the community creating a nuisance for the community residents.

The following resident comments illustrate this problem.

- . "Tourists interfere with the local people by walking into their houses and asking many questions".
- . "The community is tired of tourists wandering around town".

Another concern expressed by community residents was the fact that tourists often come to Pangnirtung unprepared. The problem lies in the fact that they do not receive enough pre-trip information on what type of weather to expect, the possibility of plane delays, what clothes to bring and the Inuit lifestyle and other such details. The following are representative of the comments received from community residents.

- . "Tourists often come unprepared and they should be stopped from going out on the land without the proper equipment".
- . "Tourists often do not fully understand the Inuit culture and lifestyles and as a result criticize things like whale and seal hunting".
- . "There are problems involved with tourists going out to summer camps and taking pictures without enough understanding of Inuit lifestyles".

Although Pangnirtung offers excellent local arts and crafts there is a lack of facilities for the sale of these crafts. There is also no attempt made to encourage tourists to buy the crafts locally. The following comments illustrate this concern.

- . "The Weave Shop does not have the proper facilities for selling to tourists".
- . "The Weave Shop has problems with tourists who insist on buying tapestries, which are not offered for sale".

Another important concern identified by community residents was the problem with the young people in the community as exemplified by the following comments.

- . "The young people in Pangnirtung need help in finding jobs; some of them quit school early and then have nothing to do".
- . "The young people often just sit around when they should be out helping their parents hunt".
- . "Tourism in the summer may provide the young people with job opportunities".

The concern was also expressed that tourists are often given priorities on airline flights displacing community residents and community concerns as such as mail. The following comments illustrate this concern.

- . "Often, in the summer, the airlines give priority to tourists over community mail and other community concerns".
- . "In the summer, residents who go to Frobisher Bay for medical reasons or whatever, often have trouble getting on a flight back to Pangnirtung because of the tourists".

Certain residents had comments concerning the problems associated with tourists coming into the community:

- . "Tourists may aggravate the problem of drugs and alcohol".
- . "Community friction may be caused by tourists wanting to go out on Sundays; the general view in the community is that Sunday is a day of rest".
- . "The tourists want too much attention".

Another major concern expressed was that of being forewarned as to the numbers and schedule of tourists flying into the community:

- . "It would be very helpful if the community knew how many and when the tourists would be coming to Pangnirtung".

The reaction to the tourism study, for the most part, was positive and an encouraging interest was expressed. There were, however, certain residents who expressed a negative attitude towards tourism in general. The following comments reflect both the positive and negative concerns expressed by community residents regarding the tourism study and tourism in general.

- . "The project is a good idea as it will inform the Inuit".
- . "Maybe the number of visitors to Pangnirtung could be decreased over the next few years".
- . "What happens if the community does not want tourism?".
- . "We are concerned about tourists that come to visit and then decide to stay".
- . "The community realizes there is a need for tourism and the residents expect some changes within the next few years".
- . "We should try to encourage more tourists to come to Pangnirtung".
- . "There is a need to have tourism handled better by the community".

In summary, the views and concerns expressed by the community residents were wide ranging. There is no indication at this point of a dominating view either in favour of or against tourism development in the community. It is clear, however, that the community is becoming increasingly informed as to the objectives and

implications of the study, because of the increasing perceptiveness of their questions. It is felt that due to the Inuit nature, the community residents are waiting to see the products and real implications of the study before they commit their feelings and views.

[The following chapter entitled "Market Analysis and Implications" is a preliminary analysis only. At the time of writing, preliminary results from the visitor survey and surveys of interest groups and tour wholesalers have been compiled and analyzed. Due to the fact that these surveys are still being administered, the results cannot be considered to be truly indicative of a true sample, until such time as all completed questionnaires are received and analyzed.]

4.0 MARKET ANALYSIS AND IMPLICATIONS

4.1 Approach

In order to develop a profile of existing and potential market segments that travel to Pangnirtung and the surrounding area, three questionnaires and a telephone survey were administered. The purpose, scope and results of these surveys is outlined in the sections that follow.

4.1.1 Pangnirtung Visitor Survey

The Pangnirtung Visitor Survey is a visitor exit survey, designed to provide a profile of existing travellers to Pangnirtung and the surrounding area. The survey was self-administered and given to travellers leaving Pangnirtung and flying to Frobisher Bay, from May until October, 1981. An ~~example~~ ^{sample} of this survey is in Appendix III.

Specifically, the questions were designed to provide information on:

- . current volumes of visitation
- . origin of visitors
- . demographic and socio-economic profile of visitors
- . activity preferences
- . trip characteristics
- . level of satisfaction with facilities, services, etc.
- . predominance of tour groups
- . expenditure levels and patterns
- . source and adequacy of pre-trip information
- . accommodation preferences
- . visitor expectations and reactions

4.1.2 Pangnirtung Market Survey of Special Interest Groups

The Pangnirtung Market Survey of Special Interest Groups was designed to provide a profile of potential specialty market segments and their travel preferences.

A list of special interest groups or clubs was developed, such as the Federation of Ontario Naturalists and the Sierra Club, based on their focus of interest and its relevance to tourism opportunities in Pangnirtung and area. An example of this service and a list of the special interest groups it was sent to is in Appendix III.

Specifically, the questions on this questionnaire have been designed to provide information on:

- . number of people involved in special interest group (as an indicator of potential market size)
- . scope and type of special interest
- . travel preferences, with specific regard to destination, season, length, cost, size, packaged, etc.
- . level, type and source of trip information
- . travel motivators: incentives and disincentives
- . cultural and lifestyle expectations
- . accommodation preferences and willingness to pay.

4.1.3 Pangnirtung Survey of Tour Wholesalers

The Pangnirtung Market Survey has been directed to tour wholesalers and operators who are presently taking trips to Pangnirtung or who might be interested in Pangnirtung as a destination. Their travel trade experience is a key to understanding what will make Pangnirtung sell as a destination, and to whom.

A list of tour wholesalers and tour operators was developed for the survey, based on the knowledge of the fact that they cater to deluxe markets and appeal to travellers oriented towards adventure travel, unusual destination, explorer travel, educational travel, and special interest travel. A list of these tour wholesalers and an example of the survey questionnaire is outlined in Appendix III.

Specifically, the questionnaire has been designed to determine:

- . predominance of trips to the Arctic, specifically to Pangnirtung
- . primary market segments of these tour wholesalers and their characteristics
- . travel preferences and characteristics of market group
- . opinions, comments on perceived potential markets, and marketing strategies
- . an open-ended forum for general comments on price, profit, viability, etc.

4.1.4 Interview of Tour Operators

A telephone interview of tour operators who are presently travelling to Pangnirtung was undertaken to develop an understanding and impression of existing market groups who travel to Pangnirtung.

The purpose of these conversations was to obtain an understanding of:

- . existing market segments and market areas
- . traveller characteristics, including socio-economic and demographic profile
- . trip characteristics, destinations and length of stay
- . tour characteristics, i.e., packaged, pre-booked, pre-paid, escorted, etc.
- . travel motivators
- . pre-trip information - expected, required and provided
- . level of satisfaction of travellers
- . potential market segments
- . success and relevancy of various marketing techniques

Historical Visitation Patterns

Statistics from Auyuittuq National Park, outlined on Tables 5, 6, 7 and 8, indicate that a large majority of visitors to the park come from Canada and the United States (75-90%), although the park attracts small groups of 2-15 people from many European countries. Visitation to the park has decreased over the past three years. In 1978 a total of 511 people visited the park, and in 1980, only 327 people visited the park - a difference of nearly 200 people.

According to Table 9, Summary of Auyuittuq National Park Length of Stay and Visitor Use, the average length of stay for visitors in the park in 1980 was about 10 days, compared to 17 days in 1977. These figures indicate that not only is park visitation dropping, so too is visitor length of stay in the park.

TABLE 5

REGISTERED VISITOR ATTENDANCE IN
AUYUITTUQ NATIONAL PARK, 1980
Year to Date, September 22, 1980

<u>Country of Visitor Origin</u>	<u>Number of Persons*</u>	<u>%</u>	<u>Total Visitor Days Spent in the Park</u>
Canada	162	63	1,510
U.S.A.	41	16	435
Netherlands	14	5	98
France	13	5	246
Norway	8	3	160
Italy	8	3	127
Switzerland	5	3	69
Germany	2	1	8
Mexico	<u>2</u>	1	<u>8</u>
Total	255		2,661

***Note:**

Day users are not included in this total of registered visitors.

TABLE 6

REGISTERED VISITOR ATTENDANCE IN
AUYUITTUQ NATIONAL PARK, 1979

Year to Date, August 31, 1979

<u>Country of Visitor Origin</u>	<u>Number of Persons*</u>	<u>%</u>	<u>Total Visitor Days Spent in the Park</u>
Canada	219	70	2,190
U.S.A.	60	19	1,138
Switzerland	8	2	136
Japan	7	2	252
France	6	2	76
England	6	2	138
Belguim	<u>6</u>	2	<u>144</u>
Total	312		4,074

TABLE 7

REGISTERED VISITOR ATTENDANCE IN
AUYUITTUQ NATIONAL PARK, 1978

Year to Date, October 24, 1978

<u>Country of Visitor Origin</u>	<u>Number of Persons*</u>	<u>%</u>	<u>Total Visitor Days Spent in the Park</u>
Canada	127	57	928
U.S.A.	40	18	488
England/Scotland	35	16	1,053
France	7	3	175
Germany	5	2	26
Switzerland	3	1	58
Luxemburg	<u>2</u>	1	<u>10</u>
Total	219		2,738

* Note:

Day users are not included in these totals of registered visitors.

TABLE 8

REGISTERED VISITOR ATTENDANCE IN
AUYUITTUQ NATIONAL PARK, 1977

Year to Date, September 22, 1977

<u>Country of Visitor Origin</u>	<u>Number of Persons*</u>	<u>%</u>	<u>Total Visitor Days Spent in the Park</u>
Canada	99	49.5	1,119
U.S.A.	55	27.0	805
England	25	23.0	1,013
Germany	6	23.0	130
France	6	23.0	120
Switzerland	1	23.0	7
South Africa	7	23.0	231
New Zealand	<u>1</u>	23.0	<u>19</u>
Total	200		3,444

* Note:

Day users are not included in this total of registered visitors.

TABLE 9

SUMMARY OF AUYUITTUQ NATIONAL PARK
LENGTH OF SAY AND VISITOR USE

	<u>1980</u>	<u>1979</u>	<u>1978</u>	<u>1977</u>
Average length of stay per park visitor (days)	10.4	13.1	12.5	17.3
Total Park Office Visitation (Information, Exhibit, Film and Slide Shows)	1,212	1,031	1,033	1,228
Total Park Visitation (Registered visitors and day users)	327	423	511	486

Statistics from First Air (the air carrier into Pangnirtung from Frobisher Bay), indicate a total of 553 tourists travelled to Pangnirtung during the one year period starting March, 1980 (Table 10). Over 70% (390) of this total travelled to the area during July and August, and 14% (76) during the shoulder season months of June and September.¹⁾

TABLE 10

SUMMARY OF FIRST AIR PASSENGERS
TO PANGNIRTUNG, 1980/81

<u>Month/Year</u>	<u>Tourist*</u>	<u>Other</u>	<u>Total</u>
March 1980	8	150	158
April 1980	16	112	128
May 1980	20	124	144
June 1980	52	128	180
July 1980	219	193	412
August 1980	171	142	313
September 1980	24	121	145
October 1980	16	118	134
November 1980	2	152	154
December 1980	19	147	166
January 1981	2	94	96
February 1981	2	83	85
March 1981	<u>2</u>	<u>57</u>	<u>59</u>
TOTAL FOR YEAR	553	1,621	2,174

*includes
all non-resident
commercial*

* The definition of tourist used here was based upon First Air's knowledge of local residents versus non-resident visitors.

1) These figures are not indicative of all the air travellers to Pangnirtung. Austin Airways also flies to Pangnirtung but at the time of writing have not submitted their statistics.

Further information regarding present visitation is also forthcoming from Peyton's Lodge in Pangnirtung.

4.3 Market Groups and Visitor Characteristics

A profile of the type of visitor who travel to Pangnirtung, their characteristics, expectations and trip characteristics can be drawn from the results of the Pangnirtung Visitor Survey administered through First Air, in combination with the results of the telephone survey of tour operators who have taken groups to Pangnirtung.

At the time of writing, preliminary results from the Pangnirtung Visitor Survey have been compiled. The type of information that will be forthcoming from this questionnaire is outlined in Appendix IV. Because these preliminary results are taken from visitors in May, they cannot be considered to be indicative of a true sample that would include the summer season.

Discussions from telephone interviews with tour wholesalers provide a general understanding of the type of traveller who would take a package tour, as well as the type of package tours that are available. In that light, because these results have been presented from the experiences of tour operators, it is important to interpret them with the understanding that these visitor characteristics are not typical of all visitors to Pangnirtung.

Results from these telephone interviews indicate that tour wholesalers perceive two different market groups who are presently attracted to package tours to Pangnirtung: those who come on an eastern Arctic trip, of which Pangnirtung is one stop, and those whose destination is Auyuittuq National Park and who only spend one or two nights in Pangnirtung en route. Because of the different nature of these two trips, two different types of people are attracted.

Types

Those people who travel to Pangnirtung as one destination in an eastern Arctic trip are usually also stopping at Broughton Island, Frobisher Bay and perhaps Auyuittuq National Park, Pond Inlet, Grise Fjord, Igloolik, and Cape Dorset. This market group has purchased an all inclusive, packaged, escorted tour and travel as part of a group of 8-16 people.

①

Travellers whose main destination is Auyuittuq National Park are a totally different group. They are young cosmopolitan, world travellers, predominantly male, who are outdoor and nature enthusiasts. This is considered a specialty market because it reflects a group who have special interests: hiking, backpacking, photography, climbing, fishing, etc. These people are often world class hikers and climbers who want the challenge of this Arctic Park. These people are often involved with associated special interest groups.

②

This group only stays in Pangnirtung for one or two nights on their way into or out of the park, and often not out of choice, but because of inclement weather or tide conditions. Trends also indicate that these backpackers and hikers do not spend much money on souvenirs or handicrafts.

*with this comment
of residents*

Because of the high cost of air travel to Pangnirtung both groups are considered a deluxe market by the travel trade. For the most part, they are tolerant and aware of what to expect in Pangnirtung in terms of accommodation, food and services, because the pre-trip promotional and sales literature has accurately portrayed it.

Another separate specialty market group also travels to the eastern Arctic: the Char fishermen. These char fishermen are predominantly male, professional Americans from the eastern urban U.S.A., travelling in a group of two or more. They are a deluxe market with an exceptionally high disposable income. The cost of

③

the fishing camp can easily be equal to or more than the cost of the air fare. This market group often spends a large amount on the quality handicrafts, carvings and prints that are available in the area.

4.4 Expectations and Requirements of Potential Market Segments

Based upon responses from the survey of special interest groups, the visitor exit questionnaire, and the survey of tour wholesalers and operators, a profile can be developed respecting potential market segments who might travel to Pangnirtung.

From the point of view of the tour wholesaler and tour operator, as well as the tourism service sector in Pangnirtung, tour groups or packaged vacations as opposed to individual travel would be the most viable form of market group to pursue. By knowing when the tours plan to arrive, how many people are in a group, and what their possible trip expectations are, both the tour operator and the community can plan and program for the group, hence creating obvious economies of scale.

Pangnirtung and Auyuittuq National Park would appeal to a market that is sophisticated, world wide travellers who have probably travelled to other undeveloped destinations and would be attracted to Pangnirtung because of its intrigue as an unusual destination. This market is seeking an educational vacation experience that provides adventure. They are interested in wildlife and an undeveloped natural environment.

This type of market segment consists of individuals who are active, outdoor oriented and adventurous, and who are sportsmen, interested in wildlife, nature, and/or active outdoor recreation pursuits such as hiking, climbing, backpacking and sport fishing. For the most part, the potential market to Pangnirtung is perceived as being predominantly male, between the ages of 30 and

60, and well educated. The high cost of travel to Pangnirtung dictates a high disposable income. This market segment is what the travel trade refers to as a deluxe market.

Although this profile of a potential market segment exists all over the world, promotional and marketing efforts would be the most successful in a market area where there is a large concentrated population, therefore, a large market segment of this type. Based on present and future travel trends, marketing efforts could be directed to West Germany, Switzerland, Austria, Scandanvia, Japan, and, of course, North America.

From this profile, the guidelines, principles and direction for tourism planning, product development, marketing, advertising and promotion programs can be properly tailored to attract the most suitable market segment and market area.

4.5 Future Societal and Leisure Trends and Their Implications for Tourism Travel to the Arctic

Social and economic trends developing to-day may be crucial for the future development of tourism in Pangnirtung. These trends should be considered for both short and long term strategic planning.

The anticipated increased demand for recreational and vacation activities will have an impact on the social and economic life of host-communities, and on natural and environmental resources as tourism develops in response to demand. The development of tourism facilities therefore, requires consideration of local preferences and sensitivities as well as the economic benefits derived from tourism. The concentration of physical facilities is desirable in a society which is conscious of the need for conservation of natural and environmental resources.

4.5.1 Values and Lifestyles

In recent years there have been a number of dramatic changes in values and lifestyles. A number of key social themes have developed; for example self-knowledge, improvement of physical self, escape from the stress of society, a growth in sophistication and the changing role of women and the family structure. These trends will affect all segments of society, including consumer spending. There is a new "psychology of affluence" and only minor curtailment of spending is expected in the eighties.

Other trends are also increasing the propensity to travel -- greater leisure time (due to longer paid vacations, flex-time, job sharing), greater desire to escape from the stresses of modern life, and increased awareness and curiosity of other lifestyles and countries. A leisure ethic is replacing the work ethic, and in spite of the economic situation, people are less willing to forego a vacation.

4.5.2 Demographic Trends and Economic Prospects

The Canadian population is expected to grow slowly and will reach 28 to 31 million by the year 2001. Since the 1960's, the population of most Western Industrial nations, including Canada, has been growing at a very slow rate (approximately 1-2% annually). Recent slow population growth in Western Industrial nations is expected to continue for the next quarter of a century and lead eventually to zero population growth, and possibly an actual decline in population.

While the Canadian population will grow slowly, its make up by age groups will change dramatically. An increasing proportion of the population will be in the 45+ age group, a trend which began ten years ago with the maturing of the baby boom generation; its effects will become increasingly apparent in the future. In 1966, 50% of Canadians were under 25.4 years of age; by 1976 the median age was 27.8 and by 2001 it will be 36 years.

The 0 to 19 years group will either shrink or grow slowly, while the 20 to 44 years group will experience moderate growth. The largest increase will be seen in the older age groups, those between 45 and 64 and over 65.

In terms of the labour force, there will be a higher proportion of the population of working age than in the past sixty years, 69% vs. 63% in 1979. The annual growth rate of the labour force will be around two per cent throughout the eighties (slightly higher than the population growth), which is however, less than in past years. The proportion of the over 65, 45 to 64 years, and female groups in the labour force will increase steadily in the next few years, while the proportion of the younger groups will peak within ten years and then fall.

Although long term prospects for the national economy are good, a slowing economic growth rate is projected for the eighties. The growth rate of the G.N.P. is projected to be three to four per cent throughout the decade. Inflation will hover around 10% for the next couple of years and then drop slightly to between six to eight per cent for the rest of the decade.

Labour requirements in the travel industry will grow at a faster rate than most other industry sectors due to the relatively high growth rate of the industry in general, the labour intensive nature of the industry, and the relatively high turnover rate in the industry. There is little prospect for automation to replace human resources.

Unemployment will steadily decline and reach six per cent by 1990. Real disposable income per household will continue to grow at three to four per cent annually, so material standards of living will increase (although not at the same rate as in the past).

The family's disposable income will increase even further as more women join the work force. Similar growth trends will be seen in the American economy.

4.5.3 Energy Costs and Availability

The consensus of expert opinion is that within the next few years demand for oil is going to exceed available supply. If this occurs, the tourist industry is going to be affected when the individual traveller is hit by rising gas and airline prices, and by possible gas shortages and rationing schemes. Travel to destinations closer to home or to mass transit centres is going to increase and visitors will increase their length of stay at one destination. As fuel prices increase, tourism dependent areas like Pangnirtung that are far from the markets, may feel a decrease in traffic.

4.5.4 Implications for the Tourism Industry

- (a) The growth and relative aging of the population (and the work force) will have implications for the tourism industry in a number of respects. Firstly, the size of the potential market is going to increase steadily. Secondly, the biggest growth will be seen in the 45 to 65 years group which is also the most affluent. Their affluence and their interests must necessarily be considered when planning for tourism, since their demands in terms of accommodation and activities will differ from other age groups. For example, by the 1990s, there could be increased demand for high quality accommodation such as luxury resorts. The growing size of the over 65 group and the trend to early retirement could lead to increased demand for shoulder season tourism activities.
- (b) The potential market size is also bound to increase since the inclination to travel is growing, rather than declining. This will be true of all market segments - the older group which is now tending to retire earlier, the young singles who have the time, money and inclination to travel more often or buy a vacation home, and the families which now have two incomes and fewer children. However, tourism resources will have to cater to a wide variety of demands in terms of available attractions, activities and accommodation.

- (c) There will undoubtedly be a demand for a number of different types of accommodation as well, from "swinging" hotels for singles' ski weekends to rental cottages for family summer vacations.
- (d) A number of measures are possible to alleviate the effect of rising energy costs. Activities which promote conservation (e.g., cross-country skiing, canoeing) and do not harm or consume resources should be promoted.
- (e) There are a number of general trends evident today which affect the tourism industry. For example, travellers are becoming more selective and sophisticated and demand value for their money. Diversity in the experiences offered the tourist is becoming an important requirement for the tourism industry. Vacations are being more carefully planned and are often over longer periods of time.
- (f) While there is a desire for lower-priced holidays and holiday activities, there is also an acceptance by vacationers of fairly high package prices if the destination resort provides a "complete experience". In the future, vacationers are going to be taking more winter and off-season vacations. There will be more "headquartering" in core destination areas; many tourists will be seeking a more active recreation experience and will be doing less touring and sightseeing.
- (g) Values and attitudes are changing across North America and this will also affect tourism. Some of these changes are increasing environmental awareness, the rise of the leisure ethic and an increase in consumer values. Natural resource depletion, oil shortages, environmental deterioration and rising inflation are in part responsible for the new ethics.

- (h) In the future, there will be more open competition, further trends to simplified charter regulations and price cutting. There will be partial deregulation. We will see less reliance on the auto as a means of transport and increased use of public transport.
- (i) There will be a greater use made of fly/drive, group travel and specialized packages. Air travel will still be an important mode of travel. Single destination travel will grow and there will be shorter but more frequent tourism activities. The use of travel agents will grow rapidly and interest in Canada by U.S. travel agents will rise.
- (j) The guest in the future will come from new countries of origin and use a third party (i.e., travel agent) to make the arrangements. More women and people from the lower socio-economic groups will use hotels.

Today's energy crisis, spiralling fuel costs, economic recession and high inflation rates have driven the cost of travel up and the profits down. Major tour wholesalers are going bankrupt. People are not spending as much on luxury items as they once were.

Tour wholesalers who have sold trips to the Eastern Arctic have been forced to cancel these trips: the high cost of air travel and accommodation makes them out of reach of most buyers, and as a result, the tours are not full and are not viable. Fishing camps and outfitters camps are no longer constantly full. European wholesalers demand a higher mark-up than their North American counterparts, again forcing the cost of trips to Panguitupung up. The economics of travel are forcing prices out of the market, and tourists are still demanding value for their dollar.

The travel trade operates in an intensely competitive environment, motivated solely by profit. Except in very unusual situations, they have no loyalty to any destination, excepting those that produce a profit.

These negative factors do not totally preclude travel to Pangnirtung, however, it is necessary to focus promotional efforts to specific target markets to ensure that they are, or will be attracted to Pangnirtung.

4.6 Implications for Tourism Development

The distance of Pangnirtung from a large market area, the implications of high travel costs, the climate, limited tourism services and general lack of knowledge of the area as a tourism destination imply that the area will have to develop a comprehensive marketing and promotional program for package tours, and the necessary quality services and facilities which these markets demand. More specifically:

- a) The package tour group market offers the best opportunity to increase tourist travel to Pangnirtung.
- b) Efforts should be made to attract the specialty markets that have been clearly identified. The Arctic environment, Inuit culture and outdoor recreation opportunities all have considerable potential for packaging and development.
- c) Awareness of Pangnirtung is low, therefore attempts should be made towards educating the market by coordinated promotion and packaging efforts. Similarly, overseas awareness of Pangnirtung is low and should be improved.
- d) The type, quality and level of pre-trip information is important so that potential visitors have realistic expectations of Pangnirtung and the culture, lifestyle, conditions, natural environment, climate, and tourism related opportunities.

- e) Although the quality of tourism services and accommodation need not be deluxe, it needs to be unique and rustic to reflect the needs and requirements of the specialty market, and provide definite value for the money.

- f) Travellers to Pangnirtung are also interested in furthering their knowledge and exposure to Inuit culture, lifestyles and customs.

Comments on
for this chapter

Introduction

This chapter presents the selected community tourism development strategy and alternatives developed for the Hamlet of Pangnirtung. The five alternative strategies proposed for discussion are described and evaluated in the final sections. A recommended strategy is presented and its implications are highlighted.

In order to proceed with development of a tourism concept plan, it is critical that the government and community select an appropriate strategy.

We have recommended a particular strategy in order to clearly illustrate the products which will evolve from the strategy.

Definition of a Tourism Development Strategy

A tourism development strategy describes a course of action in terms of broad goals and objectives to direct the growth and development of tourism in the community leading towards the establishment of priorities for resource development, program formulation, marketing and management procedures. It reflects the objectives of both government, community and private sector, is sufficiently broad in scope and flexible in approach to accommodate existing conditions; is responsive to a wide variety of short and long term markets and resource development opportunities, and is generally cognizant of local community aspirations and initiatives.

More specifically, from a government perspective, the tourism development strategy will direct general tourism funding programs, provide long term objectives for tourism, assist in directing related territorial and federal agency funding and programs, define

areas of public and private sector coordination and clearly enunciate government policy to the industry respecting tourism programs.

From a private sector perspective, the tourism strategy will provide a framework to direct and stimulate private sector investment; it will define areas requiring entrepreneurial skills enhancement and specifically outline promotional and marketing strategies and targets.

From a community perspective, the tourism strategy will clearly outline the role of the community in the tourism industry; it will identify the general costs and benefits to the community, and more particularly, it will assist the community in focusing community activities when dealing with both the territorial government and the private sector on tourism related matters.

5.3 Framework for the preparation of a Tourism Development Strategy

The process used in the preparation of a tourism development strategy for Pagnirtung is illustrated graphically in Figure 1. Specifically, the steps in the planning process are:

- a) Inventory and analysis of learn/observe/experience tourism markets, future societal trends and community, public and private sector goals and objectives for tourism development.
- b) Analysis of resource and market implications and definition of issues and concerns.
- c) Analysis of resource and market implications, competing opportunities, access and existing services.
- d) Definition of the capability of resources within select time-travel zones per transportation mode to attract the various market segments measured against existing use.

- e) Development of criteria for tourism development strategy formulation and outline alternative strategies for Pangnirtung.
- f) Evaluate and select an appropriate strategy which best accommodates the resource and market conditions, as well as community concerns and constraints.

Upon the selection of an appropriate strategy:

- g) Develop a detailed conceptual master plan which specifies facility requirements and location, associated infrastructure and specifically directs itself to the conceptual development of 20 visitor days of regional and community tours.
- h) Outline an implementation strategy which identifies order of magnitude costs, timing or phasing schedule, marketing guidelines, as well as local mechanisms by which tourism programs may be managed.
- i) As a final stage in the study, provide a general indication of anticipated environmental, economic and social costs and/or benefits, as well as an overall assessment of financial feasibility.
- j) Assess the study process, its limitations and merits as specifically applicable to other Eastern Arctic Communities.

5.4 Community Tourism Development Strategy Alternatives

5.4.1 Approach to Alternatives Formulation

The process utilized in the formulation of alternative tourism development strategies is a creative and iterative process. It is based upon a sound knowledge of the management and operating philosophies of the tourism industry in a national/international context. This knowledge is, in turn, applied to the specific circumstances of Pangnirtung and the Eastern Arctic as a whole and feasible alternatives are generated based upon:

1. resources and competing opportunities;
2. markets and market trends particularly the learn/observe/experience markets;
3. federal, and territorial goals and objectives for tourism as evidenced in current documentation and internal "anticipated" policy changes;
4. future societal trends and influences; and
5. industry, community and special interest group concerns and expectations.

The process of combining these elements within a single strategy is a "best fit" approach which involves a number of compromises and trade-offs. The "best fit" strategy is measured against other feasible alternatives, which is the process outlined in this section; trade-offs are made and a strategy is selected.

5.4.2 Selected Strategy Alternatives and Development Intent

Five Community Tourism Development Strategies have been selected as feasible alternatives for consideration relative to the resource and market conditions (existing and potential) in Pangnirtung and area. The formulation process was specifically assisted by the isolation of 45 planning and development criteria included in this section.

The following generally describes the strategy alternatives and their basic program implications. The description is not meant to be definitive but establishes the intent of the various strategies. Normally, five alternative tourism development strategies would not be proposed. The review and selection of a particular strategy under these circumstances becomes somewhat cumbersome. However, with respect to the Pangnirtung study, it was felt that

as a pilot project, having as one of its objectives the "testing" of planning process, a reasonable continuum of alternatives should be developed and reviewed. This process will allow the study the opportunity to monitor the full extent of community reaction and subsequent implications for other Eastern Arctic communities. Furthermore, the community will make the decision respecting the extent to which tourism should be developed; in this context the option of a non-tourism development strategy must be presented to the community since there is definitely a community faction which has concerns regarding encouraging further tourism development.

The basic intent and description of the five alternative development strategies are outlined on the following pages.

STRATEGY NO.1 - NON-TOURISM APPROACH

A. Description

Attempt to alter and, in the long term, eliminate present tourism visitation patterns to Pangnirtung with the objective of emphasizing the maintenance of traditional community lifestyles.

B. Development Intent

Limit and reduce tourism growth by strictly controlling tourism development in Pangnirtung and tourist air access to Pangnirtung.

C. Program Implications

i) Markets

Redirect existing markets to other jurisdictions or geographical areas.

ii) Development Opportunities

Undertake development which responds only to the non-tourism or business traffic market.

iii) Season of Use

All seasons as dictated by business/non-tourism traffic market.

iv) Duration of Use

As dictated by business/non-tourism traffic market.

iv) Community Intent

- . Maximizes the ability of community to become self-sustaining in support of traditional lifestyles; emphasizes development of alternative sources of cash flow.
- . Community control not required, however strong regulatory commitment is required by the Hamlet Council to deter tourism.

v) Promotion

Redirect existing markets; no promotion.

vi) Sector Responsibility

Public sector in establishing programs to discourage tourism as well as programs to compensate for lost revenues.

STRATEGY NO.2 - MARKET DEMAND APPROACH

A. Description

Develop tourism industry in response to market demands and private sector initiatives only.

B. Development Intent

Upgrade, expand, and/or develop tourism facilities and level of servicing as dictated by market requirements and demand.

C. Program Implications

i) Markets

All markets as promoted by the private sector.

ii) Development Opportunities

Broad spectrum of commercially oriented development opportunities as dictated by economic parameters and private sector financial viability.

iii) Season of Use

As dictated by private sector, commercial viability and market demand.

iv) Community Intent

- . Directed towards commercially viable private sector developments.
- . Limited local economic impact in terms of dispersion of benefits.

- . Some employment opportunities generated as required by the private sector.
- . No community control at any level except through traditional regulatory mechanisms.

v) Promotion

Selective approach as dictated by private sector only.

vi) Sector Responsibility

Substantially a private sector responsibility.

STRATEGY NO.3 - MAINTAIN AND EXPAND TRADITIONAL MARKETS

A. Description

Maintain and expand historical markets by development of facilities to meet market requirements.

B. Development Intent

Upgrade and expand commercial accommodation, infrastructure and attractions to existing service levels to meet market demands.

C. Program Implications

i) Markets

All market segments, groups or individuals.

ii) Development Opportunities

- . Focus attention primarily on National Park activities, facilities and programs.
- . Develop in Pangnirtung, limited activity attractions and facilities for visitors.
- . Continue development of remote fishing camps.

iii) Season of Use

Summer season primarily.

iv) Duration of Use

Variable 6 - 21 nights as dictated by the market.

v) Community Intent

- . Provides increased economic benefits to the community through traditional investment opportunities.

vi) Promotion

All markets.

vii) Sector Responsibility

Primarily private sector for infrastructure and accommodation. Public sector responsibility for tourism programs and amenities, hospitality services and attractions.

STRATEGY NO.4 - STRUCTURED - SPECIFIC MARKET APPROACH

A. Description

Create structured (packaged programs and services) tourism development opportunities for specific tour group markets.

B. Development Intent

Selectively upgrade and expand existing tourism infrastructure and develop new infrastructure to accommodate specific tour group markets of a size ranging from 15 - 30 individuals.

C. Program Implications

i) Markets

- . All market segments.
- . Specific, defineable tour group markets.
- . Primarily packaged tour groups.
- . Discourage individual visitation to Pangnirtung.

ii) Development Opportunities

- . Develop a full range of accommodation and facilities, programs and services to meet tour group requirements.
- . Upgrade accommodation to full utility service standards.
- . Develop packaged tours emanating from the Hamlet to all time travel zones to accommodate extended stay use.

iii) Season of Use

Primarily summer season and spring, some winter/fall activities.

iv) Duration of Use

Extended visitation 6 nights plus.

v) Community Intent

- . Optimizes community economic benefits from investment opportunities.
- . Maximum dispersion of benefits to various community sectors.
- . Initial extensive public sector subsidization.
- . Extensive community control of programs and developments.

vi) Promotion

- . Specific tour group markets only.
- . Discourage individual visitation.

vii) Sector Responsibility

Equally private and public sector responsibility, substantial public sector investment to create private sector development opportunities and interest.

An option will be explored in this strategy to determine the viability of tour programming directed by a local board or by external tour wholesalers responding to opportunities and facilities developed in Pangnirtung.

STRATEGY NO.5 - SHORT STAY - BROAD MARKET APPROACH

A. Description

Develop a program of packaged stop-over tours and activities directed to meet the variable requirements of broad market tour groups.

B. Development Intent

Upgrade and expand existing infrastructure to accommodate short term/stop-over use by medium size (30+) tour groups that meet the market demands.

C. Program Implications

1) Markets

Broad markets, primarily stop-over group tours.

ii) Development Opportunities

- . Upgrade accommodation to full utility services.
- . Develop within the 0-3 time travel zone only a program of activities which provide tour group visitors with an overview of the local lifestyle and attractions.

iii) Season of Use

Primarily summer season.

iv) Duration of Use

Short stay, 3 nights average.

v) Community Intent

- . Primarily regional/territorial economic benefits.
- . Minimal community control of developments or programs.

vi) Promotion

Respond to market demand; promote to broad markets through outside tour wholesalers.

vii) Sector Responsibility

Substantially private sector; public sector assistance required in funding and program development.

An option will be explored in this strategy to determine the viability of tour programming directed by a local board of by external tour wholesalers responding to opportunities and facilities developed in Pangnirtung.

5.5 Evaluation of Selected Strategy Alternatives

5.5.1 Introduction

The five strategy alternatives developed and presented in the preceding sections, given resources and markets (existing and potential), are feasible alternatives for the community of Pangnirtung.

The choice of which strategy to move towards presents a difficult task. This is particularly so in the tourism sector versus other resource sectors primarily because of the complex array of factors involved in the tourism industry in general and the multitude of public sector goals and objectives which affect the various sectors which make up the tourism industry. In Pangnirtung, the task is further complicated due to firstly a "wait and see" attitude held by many residents respecting tourism development, and secondly, the general constraints of climate and access in the Arctic.

Furthermore, although attempts are made to predict future markets and societal trends, the fact is that we are dealing with predictions and not proven facts.

The art in strategy evaluation and selection is to define a strategy which is definitive in direction, moving towards a specific end, flexible in approach to accommodate both private sector and community objectives, and sensitive to market and societal trends or anticipated changes.

5.5.2 Criteria for Strategy Alternatives Evaluation

To permit evaluation of the five community tourism strategy alternatives and the rational selection of an appropriate strategy, a series of criteria have been utilized which, when applied against the selected alternatives, generally describe the implications,

sensitivity or responsiveness of a particular strategy alternative to a particular criterion. These same criteria were employed to assist in initial strategy formulation.

The criteria utilized relate back to the analysis component of the study and the implications derived for that component for:

1. resources
2. markets
3. federal/territorial government objectives
4. industry/community/special groups objectives and expectations
5. sensitivity to future societal trends and influences.

The attached Tables entitled Evaluation of Strategy Alternatives, portrays the major evaluation criteria and their sub-criteria against each of the selected alternative strategies.

Section 5.5.3 summarizes the overall results of the evaluation.

The criteria themselves are qualitative; in other terms, the ratings of suitable, adequate, marginal and unsuitable indicate an order of implication, responsiveness or sensitivity when the various strategies are relatively compared to one another and to the ability of the tourism resources, markets, trends, etc., in Pangnirtung and area to accommodate a particular strategy alternative.

PANGNIRTUNG TOURISM STUDY

EVALUATION OF ALTERNATIVE TOURISM DEVELOPMENT STRATEGIES

Criteria	Alternative Strategies	STRATEGY #1 Non-Tourism Approach	STRATEGY #2 Market Demand Approach	STRATEGY #3 Maintain & Expand Traditional Markets	STRATEGY #4 Structured Specific Market Approach	STRATEGY #5 Short Stay Broad Market Approach
<u>RESOURCES</u>						
1.	Natural Resource Suitability	Not applicable	Suitable	Suitable	Suitable for the 3-hour plus travel time zone.	Suitable
2.	Historic/Cultural Resource Suitability	Not Applicable	Marginal	Adequate	Suitable for the 6-hour plus travel time zone.	Unsuitable with respect to remote resources; suitable for local community resources.
3.	Outdoor Recreational Resource Suitability	Not applicable	Adequate	Adequate	Suitable	Suitable
4.	Access suitability to Pangnirtung (includes modes of access, scheduling etc).	Suitable	Suitable	Suitable	Marginal	Inadequate
5.	Access Suitability to local Resources	Not applicable	Marginal	Marginal	Inadequate	Marginal
6.	Infrastructure Suitability	Marginal	Suitable if dictated by the Market	Adequate	Inadequate	Inadequate
7.	Probability of Resource Conflicts with traditional resource uses and other resource uses	None	High - unplanned activities	Low - Activities directed to national park or in Pangnirtung only	Low - Planned tours and events avoids conflicts	Low - Short length trips from Pangnirtung activities concentrated in Pangnirtung

PANGNIRTUNG TOURISM STUDY

EVALUATION OF ALTERNATIVE TOURISM DEVELOPMENT STRATEGIES

Criteria	Alternative Strategies	STRATEGY #1 Non-Tourism Approach	STRATEGY #2 Market Demand Approach	STRATEGY #3 Maintain & Expand Traditional Markets	STRATEGY #4 Structured Specific Market Approach	STRATEGY #5 Short Stay Broad Market Approach
<u>MARKET REQUIREMENTS</u>						
8. Territorial Market Suitability		Suitable for business market	Suitable as dictated by private sector initiatives	Suitable for traditional use activities only	Adequate - small proportion of market, packaged tours may encourage more use.	Adequate
9. Canadian Market Suitability		Adequate for business market	Suitable as dictated by private sector initiatives	Suitable for traditional use activities only	Suitable	Suitable
10. U.S.A. Market Suitability		Not Applicable	Suitable as dictated by private sector initiatives	Suitable for traditional use activities only	Suitable	Suitable
11. International Market Suitability		Not Applicable	Adequate as dictated by private sector initiatives	Limited - difficult to provide programmed activities required by this market	Suitable	Suitable
12. Specialty Market Suitability		Not Applicable	Not Suitable	Not Suitable	Best suited - designed for this market	Suitable
13. Packaged Market Suitability		Not Applicable	Not Suitable	Adequate	Best suited - designed for longer stay segment of this market	Best suited - designed for short stay segment of this market
14. Response to Market Trends		Contradictory	Responds only to the extent that trends are perceived by the private sector.	Marginal	Best suited	Adequate - in the short term only.
15. Critical Mass Requirements of the Market		Not Applicable	Unsuitable	Unsuitable	Suitable	Marginal

PANGNIRTUNG TOURISM STUDY

EVALUATION OF ALTERNATIVE TOURISM DEVELOPMENT STRATEGIES

Criteria	Alternative Strategies	STRATEGY #1 Non-Tourism Approach	STRATEGY #2 Market Demand Approach	STRATEGY #3 Maintain & Expand Traditional Markets	STRATEGY #4 Structured Specific Market Approach	STRATEGY #5 Short Stay Broad Market Approach
FEDERAL/TERRITORIAL OBJECTIVES						
16. Degree to which industry productivity may be obtained		Suitable - eliminates concerns of industry productivity	Unsuitable	Adequate	Suitable - Ability to direct activities in a planned manner	Adequate - however unreactive to outside factors
17. Ability to allow co-ordination of government programs		Suitable	Suitable	Suitable	Suitable	Suitable
18. Contribution to local economy		Minimal	Marginal	Adequate	Best Suited	Adequate
19. Contribution to regional economy		Nil	Marginal	Marginal	Adequate	Best Suited
20. Contribution to balance of payments		Nil	Marginal	Marginal	Adequate/Suitable	Adequate
21. Dispersion of benefits locally		Marginal	Marginal	Marginal	Best suited - has ability to involve many community sectors.	Adequate
22. Relationship to existing resource policies		No Affect	Significant conflicts possible due to reactive nature of the strategy	Significant - may conflict with Parks Canada policies	Possible conflicts - packaged/planned programs can minimize conflicts	Minimal conflict with respect to resources.
23. Public financial viability		Limited	Adequate - Minimal public sector input	Limited	Adequate	Marginal - large infrastructure investment compared to benefits generated

PANGNIRTUNG TOURISM STUDY

EVALUATION OF ALTERNATIVE TOURISM DEVELOPMENT STRATEGIES

Criteria	Alternative Strategies	STRATEGY #1 Non-Tourism Approach	STRATEGY #2 Market Demand Approach	STRATEGY #3 Maintain & Expand Traditional Markets	STRATEGY #4 Structured Specific Market Approach	STRATEGY #5 Short Stay Broad Market Approach
FEDERAL/TERRITORIAL ACTIVITIES (continued)						
24. Degree of change to existing tourism policy/programs		Significant	Minimal	No change	Substantial	Substantial
25. Relationship to existing federal/provincial funding programs		No significant effect	Adequate - Utilizes existing programs where appropriate	Complementary	Complementary	Complementary
26. Relationship to long term Government policy respecting devolution		Complementary - Requires a degree of local/regional control to facilitate implementation.	Non-complementary	Status Quo - Does not support nor conflict	Complementary and supportive	Complementary

PANGNIRTUNG TOURISM STUDY

EVALUATION OF ALTERNATIVE TOURISM DEVELOPMENT STRATEGIES

Criteria	Alternative Strategies	STRATEGY #1 Non-Tourism Approach	STRATEGY #2 Market Demand Approach	STRATEGY #3 Maintain & Expand Traditional Markets	STRATEGY #4 Structured Specific Market Approach	STRATEGY #5 Short Stay Broad Market Approach
<u>INDUSTRY/COMMUNITY OBJECTIVES</u>						
27. Level of entrepreneurial skills required		No change	No change	Some upgrading - enhancement of exist-skills	Substantial change - new skills required	Moderate change - enhancement of exist skills
28. Labour force suitability		Not Applicable	Suitable	Adequate	Marginal - In terms of skills and labour availability	Marginal/Adequate
29. Nature of investment program required		Not Applicable	Extension of existing level as dictated by the market	New upgrading investment required to meet market expectations	Substantial investment required for new development and attractions	New upgrading investment required for infrastructure and attractions
30. Influence on existing community profile		Significant - Loss of economic generator, need to substitute with alternative sources of revenue	Moderate - No consistency in program direction as private sector reacts to accommodate short term trends	No change	Significant - greater emphasis on tourism as an economic element in the community	Significant - but short term on a seasonal basis
31. Impact on community lifestyles		Complementary and supportive	No change	No change	Moderate impact - longer duration. Opportunities provided to educate visitors to traditional lifestyles	Substantial impact but limited in duration

PANGNIRTUNG TOURISM STUDY

EVALUATION OF ALTERNATIVE TOURISM DEVELOPMENT STRATEGIES

Criteria	Alternative Strategies	STRATEGY #1 Non-Tourism Approach	STRATEGY #2 Market Demand Approach	STRATEGY #3 Maintain & Expand Traditional Markets	STRATEGY #4 Structured Specific Market Approach	STRATEGY #5 Short Stay Broad Market Approach
<u>INDUSTRY/COMMUNITY OBJECTIVES (continued)</u>						
32. Community benefits other than economic (local crafts industry, community use facilities)		No change - greater emphasis on export of crafts	No change	No change	Substantial - · improved access/ · upgrading of utilities, · possible complementary community use of tourism facilities in off-season, · enhancement of crafts industry	Limited to enhancement of crafts industry local access improved resource areas
33. Relationship to perceived resident aspirations and concerns		Variable - some expression for non-tourism some for more tourism	Conflicts	Conflicts	Possible conflicts with local community services, complements concern for job creation for the youth	Perpetuates the "on-display" feeling held by many residents
34. Degree of community control of tourism activities		Not applicable on a long term basis - would require initial control to reduce tourism	Limited	Limited	Substantial	Substantial - but only in response to packages assembled by external tour wholesalers
35. Private sector financial viability		Suitable for commercial/non-tourist traffic	Suitable - based upon private sector viability	Marginal	Adequate - both in the short and long term	Adequate in short term only, dependant on a variety of variable outside influences
36. Impact on existing industry profile		Significant change	No change	Some impact in terms increased competition locally	Substantial change	Moderate change

In this regard, it is key in the implementation of Strategy No.4, if the latter is chosen, that the quality of the resource and related experience is continually monitored to ensure that quality standards are met without conflicting with local concerns. If such a situation is created with respect to Strategy No.5, a simple adjustment in the tour program would be adequate to respond to local resource conditions.

5.5.4 Recommended Community Tourism Development Strategy

The above section provides an overview of the evaluation process utilized for the selected community tourism strategy alternatives as based upon the resource and market data assembled to date. It is recognized that the market research aspects of the work requires further analysis and if required, refinements, as additional data is assembled, will be made.

It is anticipated that additional data, at this stage, will not significantly affect strategy development and selection.

It is key, however, that a particular strategy be reviewed and selected in order to direct the development of a conceptual tourism development plan for Pangnirtung and area this summer.

It is our recommendation that in light of the above reivew of the five strategies and in conjunction with overall study implications for resources, market, future trends, community concerns and objectives, and private sector goals, that Strategy No.4, Structured - Specific Market Approach, is best suited to both the short and long term development of tourism in the Hamlet of Pangnirtung and surrounding area.

Strategy No.4, that is, create structured (packaged programs and services) tourism development opportunities for specific tour group markets:

1. is responsive to perceived market requirements and future trends;
2. although significantly affecting existing industry profile in terms of entrepreneurial skills and labour force suitability, the strategy has the potential, if effectively implemented, to provide significant positive economic impact on the community with benefits relatively widely dispersed to various community sectors;
3. provides positive direction to ongoing public and private sector programs while establishing an intent which is complementary and supportive of long term government policy respecting devolution of government authority.
4. provides an ability to attract specific markets for planned and extensively programmed tourism activities as well as provides the opportunity to incorporate community concerns and aspirations in development programs thereby minimizing, to the extent possible, impact on traditional lifestyles. In fact, the intent of the strategy would be to complement existing lifestyles through the development of activities and facilities with which the local Inuit feel most comfortable.

Implications of the Recommended Strategy

The following highlights some of the key implications associated with the selection of the recommended strategy.

- . Selection of Strategy #4 will increase the volume and change the type of tourism visitation to Pangnirtung.
- . The strategy will require substantial upgrading of entrepreneurial skills as well as the implementation of training programs for the local labour force, particularly respecting hospitality services and operational skills.
- . New investment will be required by the private sector with public sector assistance to develop and/or upgrade accommodation facilities to a utility service standard that meets market expectations.
- . Public sector investment or direction will be required to develop both natural and cultural attractions to provide a diverse range of programmed tourism activities in all time-travel zones.
- . Infrastructure such as the airport facilities, local transportation, information services will require upgrading and expansion to meet the needs of tour groups.
- . In this regard, further review must be undertaken to assess the capability of the existing utility infrastructure e.g., water storage, power generation, to accommodate increased use within defined limits.
- . Tourism as an economic activity will take on a much more important role in the community of Pangnirtung and this will require a strong and consistent commitment at all government levels to ensure its successful implementation.

- . Regulatory programs administered through DIAND, Parks Canada and via territorial ordinances will have to be reviewed to ensure that they are compatible with the proposed intent of the tourism strategy.

- . To some extent, programs and facilities associated with Agyuittuq National Park will be required to take a new direction and to provide facilities and services for larger groups than those who traditionally have used the park.

- . The territorial government, perhaps in conjunction with I.D.C., must be prepared to assist the community to establish a tourism board or corporation designed to manage and operate tourism programs. In this regard, some of the current promotional activities undertaken by the government may be relinquished to the community.

- . Efforts will be required to focus greater attention on upgrading the availability and display of local crafts, cultural activities and skills.

APPENDIX I

DESCRIPTIVE TABLES

RESOURCES OF THE LAND AND

RESOURCES OF THE PEOPLE

RESOURCES OF THE LAND (UNUSUAL LANDFORMS, WILDLIFE AREAS, FISHING AND HUNTING LOCATIONS, ETC.)

Number	What is the Resource? Describe it in terms of: - size or numbers - accessibility - sensitivity to people - why the resource is located there	What is the Best Method of Travelling to the Resource (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. ½ hour, 3 hours, ½ day, etc.)	What is the Best Season (Month) For Travelling To and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
1	Falcons - nesting area				
2-6	Canada geese in bay.			May-June-July-August-September.	Also nesting areas.
7	Polar bear sighting				
8-11	Caribou hunting area often seen with wolves.			Late summer - early fall	Up fjords towards Nettling Lake - wide area.
12	Beluga whale calving area Bowhead whale (August)	Boat	1 day	August (summer)	Bowhead whale comes in once a year usually August (sensitive area).
13-15	Eider ducks/Murres/Seagulls			In June if open water until August	Nesting areas large areas
16	Beluga sightings	Boat	no-time	July	
17	Ring seals			Winter	Flow edge.
18	Dolphin whales sightings Micwhales	Boat		Early-late August	Stay close to shore
19,20	Murres			Summer	

RESOURCES OF THE LAND (UNUSUAL LANDFORMS, WILDLIFE AREAS, FISHING AND HUNTING LOCATIONS, ETC.)

Number	What is the Resource? Describe it in terms of: - size or numbers - accessibility - sensitivity to people - why the resource is located there	What is the Best Method of Travelling to the Resource (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. ½ hour, 3 hours, ½ day, etc.)	What is the Best Season (Month) For Travelling To and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
21	Killer whale sightings	Boat	3 hours	Early-mid-August	Lots (perhaps calving)
22	Harp seals			Spring (on ice)	All over in summer; come up with ice
23	Eider duck			Summer	
24	Narwhale sightings	Boat	no-time	May-June-July	Follow open ice
25	Walrus (sighting)				Few
26	Bering seals (Greenland)				Everywhere especially in fjords in summer.
27,28, 39-41	Inuit fishing areas (char runs)			Beginning of August (2-4 weeks)	
29, 37 38	Inuit fishing areas (lakes)			Early winter/spring November/December	Intensive net fishing/some sold outside Pangnirtung.
30, 42 44	Potential commercial fishing areas			Summer	Areas being investigated for commercial char fishing (1 will affect sport fishing).

RESOURCES OF THE LAND (UNUSUAL LANDFORMS, WILDLIFE AREAS, FISHING AND HUNTING LOCATIONS, ETC.)

Number	What is the Resource? Describe it in terms of: - size or numbers - accessibility - sensitivity to people - why the resource is located there	What is the Best Method of Travelling to the Resource (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. ½ hour, 3 hours, ½ day, etc.)	What is the Best Season (Month) For Travelling To and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
31-36, 45	Trapping for Arctic fox.			November-April	When season open, few people trap now.
46,47	Tourist fishing areas)		All seasons	From shore (mouth of all rivers); all along shoreline, part good at mouth of river, potential commercial fishing conflict
48	Jaws - tourist fishing area.			All season	Winter through ice; summer - rivers (local people also use)
49	Avatuktoo tourist fishing area			All season	Run out for two months in the summer (local people who use)
50, 51	Tourist fishing areas Local people fish at rivers beginning to middle of August.)		August-July (start running back up the rivers)	Eon fish from tidal flats/ from shore
52	Sand Beach	Walk Ski-doo	4 hours ½ hour	Summer Winter	

RESOURCES OF THE LAND (UNUSUAL LANDFORMS, WILDLIFE AREAS, FISHING AND HUNTING LOCATIONS, ETC.)

Number	What is the Resource? Describe it in terms of: - size or numbers - accessibility to people - why the resource is located there	What is the Best Method of Travelling to the Resource (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. 1/2 hour, 3 hours, 1/2 day, etc.)	What is the Best Season (Month) For Travelling To and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
53	Cliffs - Kekertukdjua - lots of rabbits	Boat Ski-doo	2 1/2 hours 1 1/2 hours	Summer Winter	Some danger as passing point
54	Flat area - may be nice for hiking and walking.	Boat	8 hours		Overnight camping area perhaps (may visit other area in vicinity).
55	Waterfall - steep valley - might be good for hiking	Boat Ski-doo	7 hours 4 hours	Summer	Long wind fetch, dangerous water conditions
56	Cliffs - on Kingnait Fjord	Boat Ski-doo	7 hours 4 hours	Summer Winter	
57	2 Waterfalls - one flowing directly into Kingnait Harbour and one further up the river (year round - freezes in winter).	Boat Ski-doo Walk	4-5 hours (2) 1 1/2 hours 1 1/2 days	Summer	
58	Mountain view point - good view of Cumberland Sound and Fjords - snow on top in the summer - 3750 feet	Walk Ski-doo	10 1/2 hours 2 1/2 hours	Summer Winter	Hard climb with ski-doo
59	Sand dune area - colourful and interesting for walking - also on area just north	Walk Ski-doo	4-5 hours 1/2-1 hour	Summer Winter	X-country (spring) skiing potential

RESOURCES OF THE LAND (UNUSUAL LANDFORMS, WILDLIFE AREAS, FISHING AND HUNTING LOCATIONS, ETC.)

Number	What is the Resource? Describe it in terms of: - size or numbers - accessibility - sensitivity to people - why the resource is located there	What is the Best Method of Travelling to the Resource (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. ½ hour, 3 hours, ½ day, etc.)	What is the Best Season (Month) For Travelling To and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
60	Small waterfall on Duval River.	Walk	½ hour 1 hour	Summer Winter	
61	Glacier	Walk	8 hours		
62	Bay - potential for camping Aulatsivik Bay				
63	Old Volcano - supposed to be still active - exact location not known				
64	Rapids - on the Kolik River	Walk Ski-doo	2 hours ½ hour	Summer Winter	
65	Cave - exact location not known - local spirits	Boat Ski-doo	1-2 hours ½-1 hour	Summer Winter	
66	Colourful area - does not conflict with any summer hunting area - possibility of seeing whales late summer	Boat Ski-doo	3-4 hours (25 hp) 1½ hours	Summer Winter	
67	Waterfall - accessible for Auatuktoo (year round - frozen in winter)	Ski-doo Walk	2 hours 1 day	Winter Summer	
68	High point	Ski-doo Walk	2-3 hours 1 day	Winter Summer	Observation point to see Cumberland Sound (once at the lake)

RESOURCES OF THE LAND (UNUSUAL LANDFORMS, WILDLIFE AREAS, FISHING AND HUNTING LOCATIONS, ETC.)

Number	What is the Resource? Describe it in terms of: - size or numbers - accessibility - sensitivity to people - why the resource is located there	What is the Best Method of Travelling to the Resource (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. 1/2 hour, 3 hours, 1 1/2 day, etc.)	What is the Best Season (Month) For Travelling To and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
69	Waterfall - year round (freezes in winter - flowing into the fjord)	Boat Ski-doo	1 hour 1/2 hour	Summer Winter	
70	Bay - potential for camping	Boat Walk	1 hour (to camp) 3-4 hours (to lake)	Summer (winter)	
71	Overlord - National Park	Boat Ski-doo	1 1/2 hours 1 hour	Summer Winter	
72	Windy Lake - falls	Walk from Ovchad	4 hours		Can see glacier coming down

RESOURCES OF THE PEOPLE (HISTORIC SITES, FISHING CAMPS, OUTPOST CAMPS, ETC.)

Number	What is the Resource? Describe it in terms of: - accessibility to people - size - condition	What is the Best Method of Travelling to the Resource? (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. ½ hour, 3 hours, ½ day, etc.)	What is the Best Season (Month) for Travelling to and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
1.	Summer Camp (Ootagevik)				People stay 2½-3 months; stay until ice breaks up.
2.	Summer Camp				Thule site people still it.
3.	Summer Camp (Brown Harbour)				
4.	Summer Camp (Peogetuk)				
5.	Summer Camp (2) (Saniquit Island)				
6.	Summer Camp; Overnight Camp (Pemudlik)				
7.	Summer Camp				
8.	Summer Camp (Engelik)				Not always.
9.	Summer Camp (Kerkertelung Island)				Sometimes.
10.	Summer Camp				
11.	Summer Camp (Bon Accord)				
12.	Summer Camp (Kangilo Fjord)				
13.	Summer Camp (Drum Island)				

RESOURCES OF THE PEOPLE (HISTORIC SITES, FISHING CAMPS, OUTPOST CAMPS, ETC.)

Number	What is the Resource? Describe it in terms of: - accessibility - sensitivity to people - size - condition	What is the Best Method of Travelling to the Resource? (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. ½ hour, 3 hours, ½ day, etc.)	What is the Best Season (Month) For Travelling To and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
14.	Summer Camp				Used intermittently.
15.	Summer Camp				
16.	Summer Camps (3)				
17-21.	Summer Camp				
22.	Outpost Camp				
23.	Summer Camp				
24.	Ross Peyton's Clearwater Fishing Camp				
25.	Tongait (Kingnait Fjord) Fish Camp	Boat	1 day		Tourist camp.
		Boat	4-5 hours		Tourist camp.
26.	Kekerten Island Whaling Station - graves, bones, boiling kettles, grave building foundations, anchor, chain, spikes.	Boat	4 hours or less	July-August	May travel in spring but ice may present problems in Harbour.
		Ski-doo	3 hours	March-May	
27.	H.B.C. Whaling Station - buildings, pump, iron pots. - in Pangnirtung	Walking	2 minutes	All year	Someone lives in the building.

RESOURCES OF THE PEOPLE (HISTORIC SITES, FISHING CAMPS, OUTPOST CAMPS, ETC.)

Number	What is the Resource? Describe it in terms of: - accessibility - sensitivity to people - size - condition	What is the Best Method of Travelling to the Resource? (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. 1/2 hour, 3 hours, 1/2 day, etc.)	What is the Best Season (Month) For Travelling To and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
28.	Usualuk Whaling Station - building frames	Boat Ski-doo	3 hours 1 1/2 hour	March-May	
29.	Bon Accord Whaling Station	Boat	1 day (full)		Inuit moved there after the whales - steel; Open water in winter
30.	Blacklead Whaling Station	Boat	1 1/2 day camp on the way		Conflict area with Beluga whales calving area (German station).
31.	Sirmilling Bay Weather Station				Old tent rings under ground (few can be seen) Structure still there. Circle of stones at one site, skeletons.
32.	Old Camps (Thule)	See #26.	1 1/2 hours		
33.	Old Camp Site (Thule)	Walk			
34.	Old Hudsons Bay Cabin	See #1	1 hour		
35.	Thule Site (2)	Boat	4 1/2-5 hours		
36.	Thule Site	Boat	6 1/2 hours		
37.	Thule Site	Boat			

RESOURCES OF THE PEOPLE (HISTORIC SITES, FISHING CAMPS, OUTPOST CAMPS, ETC.)

Number	What is the Resource? Describe it in terms of: - accessibility - sensitivity to people - size - condition	What is the Best Method of Travelling to the Resource? (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. ½ hour, 3 hours, ½ day, etc.)	What is the Best Season (Month) For Travelling To and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
38-41	Thule Site	Boat	38 - 1½ 39 - 1 day 40-41 - 1½		
42.	Thule Site	Boat	2 hours		Said to have foot prints made during slaman contest
43.	Thule Site Neuta	Boat	7-8 hours		Said to have finger prints made during slaman contest.
44.	Thule:(Neuta Uta)		7-8 hours		Hunted whales, graves at these sites, can be seen
26.	Museum Society Building				In Pangnirtung. Has artifact tents, items used by Inuit in the camps.

RESOURCES OF THE PEOPLE (HISTORIC SITES, FISHING CAMPS, OUTPOST CAMPS, ETC.)

Number	What is the Resource? Describe it in terms of: - accessibility - sensitivity to people - size - condition	What is the Best Method of Travelling to the Resource? (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. ½ hour, 3 hours, ½ day, etc.)	What is the Best Season (Month) For Travelling To and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
1.	Summer Camp (Ootagevik)				People stay 2½-3 months; stay until ice breaks up.
2.	Summer Camp				Thule site people still it.
3.	Summer Camp (Brown Harbour)				
4.	Summer Camp (Peogetuk)				
5.	Summer Camp (2) (Saniquit Island)				
6.	Summer Camp: Overnight Camp (Pemudlik)				
7.	Summer Camp				
8.	Summer Camp (Engelik)				Not always.
9.	Summer Camp (Kerkertelung Island)				Sometimes.
10.	Summer Camp				
11.	Summer Camp (Bon Accord)				
12.	Summer Camp (Kangilo Fjord)				
13.	Summer Camp (Drum Island)				

RESOURCES OF THE PEOPLE (HISTORIC SITES, FISHING CAMPS, OUTPOST CAMPS, ETC.)

Number	What is the Resource? Describe it in terms of: - accessibility - sensitivity to people - size - condition	What is the Best Method of Travelling to the Resource? (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. ½ hour, 3 hours, ½ day, etc.)	What is the Best Season (Month) For Travelling To and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
14.	Summer Camp				Used intermittently.
15.	Summer Camp				
16.	Summer Camps (3)				
17-21.	Summer Camp				
22.	Outpost Camp				
23.	Summer Camp				
24.	Ross Peyton's Clearwater Fishing Camp				
25.	Tongait (Kingnait Fjord) Fish Camp	Boat	1 day		Tourist camp.
		Boat	4-5 hours		Tourist camp.
		Boat	4 hours or less	July-August	May travel in spring but ice may present problems in Harbour.
		Ski-doo	3 hours	March-May	
		Walking	2 minutes	All year	Someone lives in the building.
26.	Kekerten Island Whaling Station - graves, bones, boiling kettles, gravel building foundations, anchor, chain, spikes.				
27.	H.B.C. Whaling Station - buildings, pump, iron pots. - in Pangnirtung				

RESOURCES OF THE PEOPLE (HISTORIC SITES, FISHING CAMPS, OUTPOST CAMPS, ETC.)

Number	What is the Resource? Describe it in terms of: - accessibility - sensitivity to people - size - condition	What is the Best Method of Travelling to the Resource? (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. ½ hour, 3 hours, ½ day, etc.)	What is the Best Season (Month) For Travelling To and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
28.	Usualuk Whaling Station - building frames	Boat Ski-doo	3 hours 1½ hour	March-May	Inuit moved there after the whales - steel; Open water in winter
29.	Bon Accord Whaling Station	Boat	1 day (full)		
30.	Blacklead Whaling Station	Boat	1½ day camp on the way		Conflict area with Beluga whales calving area (German station).
31.	Sirmilling Bay Weather Station	Boat			Old tent rings under ground (few can be seen) Structure still there. Circle of stones at one site, skeletons.
32.	Old Camps (Thule)	See #26.	1½ hours		
33.	Old Camp Site (Thule)	Walk			
34.	Old Hudsons Bay Cabin	See #1	1 hour		
35.	Thule Site (2)	Boat	4½-5 hours 6½ hours		
36.	Thule Site	Boat			
37.	Thule Site	Boat			

RESOURCES OF THE PEOPLE (HISTORIC SITES, FISHING CAMPS, OUTPOST CAMPS, ETC.)

Number	What is the Resource? Describe it in terms of: - accessibility to people - size - condition	What is the Best Method of Travelling to the Resource? (e.g. boat, snowmobile, dogsled, walking)	How Long Would It Take to Reach the Site From Pangnirtung? (e.g. ½ hour, 3 hours, ½ day, etc.)	What is the Best Season (Month) For Travelling To and Viewing the Resource? (e.g. Summer-Middle of August, Spring-End of May, etc.)	Other Comments
38-41	Thule Site	Boat	38 - 1½ 39 - 1 day 40-41 - 1½		
42.	Thule Site	Boat	2 hours		Said to have foot prints made during slaman contest
43.	Thule Site Neuta	Boat	7-8 hours		Said to have finger prints made during slaman contest.
44.	Thule (Neuta Uta)	Boat	7-8 hours		Hunted whales, graves at these sites, can be seen
26.	Museum Society Building				In Pangnirtung. Has artifact tents, items used by Inuit in the camps.

APPENDIX II

TOURISM ACTIVITIES

ACTIVITY EXAMPLES

Viewing/Interpretation of Natural Attractions - Land-based

- photo tours/painting
- wildlife viewing (land mammals)
- collecting
- glaciology interpretation

Hiking

- walking
- backpacking

Wilderness Camping

Mountain Climbing

Cross-Country Skiing

- ski touring

Snowmobiling

- komatik rides

Viewing/Interpretation of Natural Attractions - Water-based

- photo tours/painting
- wildlife viewing (marine mammals)
- boat tours
- trips to interesting natural features (i.e., waterfalls)

Open Water Fishing

- winter and summer
- day trips
- camps (lodges)

Ice Fishing

- winter
- day trips
- camps (lodges)

Observing/Participating in Cultural/Educational Opportunities/Events

- cultural events
- Inuit culture/education
- outpost and summer camp visits
- craft/skill education
- visit native families

Historical/Archaeological/Educational Opportunities

- visit Thule sites and whaling stations
- visit Shaman sites

APPENDIX III

PANGNIRTUNG VISITOR

AND MARKET SURVEYS

11. What did you do while you were in this area?
Check more than one if applicable.

- 1. Sightseeing _____
- 2. Photography _____
- 3. Hiking/Backpacking _____
- 4. Fishing _____
- 5. Winter Activities _____
- 6. Visited Auyuittuq National Park _____
- 7. Local Activities (i.e., bingo, pool) _____
- 8. Buy handicrafts _____
- 9. Visit outfitters camp _____
- 10. Other (specify) _____

12. What other recreational activities would you like to have participated in but didn't?
List up to 3 activities.

- Activity 1 _____
- Activity 2 _____
- Activity 3 _____

13. For these 3 activities, please indicate why you didn't participate in them. Check more than one if applicable.

	Activity 1	Activity 2	Activity 3
1. Not enough time	_____	_____	_____
2. Too expensive	_____	_____	_____
3. Don't have the skill	_____	_____	_____
4. There weren't any facilities	_____	_____	_____
5. No local transportation	_____	_____	_____
6. Didn't know about it	_____	_____	_____
7. Bad weather	_____	_____	_____
8. Other	_____	_____	_____

14. Please indicate your level of satisfaction with the following items:

	Very Satisfied	Satisfied	Not Satisfied	Not Used
1. Availability of handicrafts	_____	_____	_____	_____
2. Accommodation	_____	_____	_____	_____
3. Food	_____	_____	_____	_____
4. Transportation to the area	_____	_____	_____	_____
5. Transportation within the area	_____	_____	_____	_____
6. Availability of supplies	_____	_____	_____	_____
7. Outfitters/guide service	_____	_____	_____	_____
8. Comments	_____	_____	_____	_____

15. What did you particularly like about this trip? Specify.

16. What did you particularly dislike about this trip? Specify.

17. Did your visit meet your expectations?

Yes _____ No _____

If no, explain:

18. How old are you?

- 1. 0-20 _____
- 2. 21-40 _____
- 3. 41-50 _____
- 4. 51-65 _____
- 5. 65+ _____

19. In what category is your family income?

- 1. 0-10,000 per year _____
- 2. \$10,000-20,000 _____
- 3. \$20,000-35,000 _____
- 4. \$35,000+ _____

If you would be willing to answer a few more questions regarding your trip to the Northwest Territories, please fill in your name and address below.

20. Name: _____

Address: _____

Postal/Zip Code: _____

Thank you very much. We hope you will visit again soon.

PANGNIRTUNG MARKET SURVEY OF SPECIAL INTEREST GROUPS

Name and address of group: _____

11. Does your group prefer:
1. To make their own transportation and accommodation arrangements.
 2. To make travel arrangements for an all-inclusive packaged tour through a travel agent.

12. Does your group:
1. Use local guide services where available.
 2. Take your own guides or tour leaders.
 3. Neither of the above.
 4. Both of the above.

13. What kind of pre-trip information does your group require? (Check all those that are applicable.)
1. Required clothing and gear to take.
 2. Weather conditions.
 3. Availability and cost of guide service.
 4. Availability and cost of accommodation and food services.
 5. Availability and cost of transportation to the area.
 6. Availability and cost of transportation within the area.
 7. Import or export restrictions.
 8. Information regarding resident lifestyles.
 9. Information on Auyuittuq National Park.
 10. Specific information regarding your group's special interest (specify). _____

11. Other (specify). _____

14. Where does your group obtain information to plan a trip? (Check more than one if applicable.)
1. Travel agent/tour group
 2. Airline.
 3. Government office.
 4. Magazine (specify). _____
 5. Friends/relatives.
 6. Parks Canada.
 7. Other (specify). _____

15. What is the major factor that would interest your group in taking a trip to Pangnirtung?
1. Your group's special interest.
 2. To cross the Arctic Circle.
 3. The Inuit culture of Pangnirtung.
 4. To visit Auyuittuq National Park.
 5. Recreational opportunities (i.e. backpacking, hiking, fishing).
 6. Educational experience.
 7. Handicrafts.
 8. Sightseeing: the scenery.
 9. Other (specify). _____

1. What is the group's main focus of interest? _____

2. How many members are involved? _____
3. Do the members take trips or tours as a group? Yes _____ No _____
4. If yes, has the group been to Pangnirtung? Yes _____ No _____
5. What other destinations has the group been to: List some. _____

6. If no, why doesn't your group travel? _____

If your group does not travel, but would consider Pangnirtung as an interesting destination, please answer the remaining questions.

7. During which season does your group prefer to travel? (Check more than one if applicable.)
1. Spring _____
 2. Summer _____
 3. Winter _____
 4. Fall _____
 5. Any Season _____

8. What is the average length of these trips: (Check one.)
1. Less than one week _____
 2. 1 - 2 weeks _____
 3. 2 - 3 weeks _____
 4. 3 weeks or more _____

9. A trip to Pangnirtung ranges from \$1,500 to \$2,500 return from Toronto, depending on accommodation. Would members of your group be willing to take a trip of this expense?
- Yes _____ No _____

10. What is the average number of people from your group on one of these trips? _____

16. What is the major factor that would discourage your group from a trip to Pangnirtung?

1. Too expensive.
2. Too far away.
3. Poor climate.
4. Unfamiliar with what to expect.
5. Lack of services and facilities.
6. Lack of skill for recreational activities.
7. No interest.
8. Other (specify). _____

17. What aspects of Inuit lifestyle would you expect to see, and to what extent?

1. Inuit cultural festival or event.
2. Inuit food.
3. Inuit handicrafts.
4. Participate in some activity with Inuit.
5. Inuit guides/outfitters.
6. Just seeing the town is enough.
7. Don't care - not important.

18. If available, which type of accommodation would your group prefer?

1. Deluxe hotel.
2. Moderate hotel.
3. Housekeeping units.
4. Hostel.
5. Outfitters camp.
6. Tent.
7. Doesn't matter.
8. Other (specify). _____

19. How much would you be willing to pay for the above per night based on double occupancy?

1. \$0 - 25
2. \$25 - 50
3. \$50 - 80
4. \$80 - 100
5. \$100 +

20. Check off minimum requirements you would expect from an accommodation and food service in Pangnirtung.

Type of Accommodation

1. Tent.
2. Outfitters camp.
3. Hostel.
4. Housekeeping units.
5. Moderate hotel with restaurant.
6. Deluxe hotel with dining room.
7. Other (specify). _____

Room Size (Double Occupancy)

1. Small.
2. Medium.
3. Large.
4. Doesn't matter.
5. Other (specify). _____

Room Furnishings

1. 1 single bed .
2. 2 single beds.
3. 1 double bed.
4. 2 double beds.
5. Cot.
6. Doesn't matter.
7. Other (specify). _____

Bathroom Facilities

1. Full bathroom down the hall.
2. Wash basin in the room - toilet and shower down the hall.
3. Wash basin/toilet in the room - shower/tub down the hall.
4. Full private bathroom.
5. Camping outhouse.
6. Doesn't matter.
7. Other (specify). _____

Food Service

1. Cook own food in camp.
2. Housekeeping units with kitchenettes.
3. Restaurant.
4. Dining room.
5. Doesn't matter.
6. Other (specify). _____

Thank you very much for helping us. For more information on existing packaged tours to Pangnirtung, contact your travel agent or Travel Arctic, Yellowknife, N.W.T., Canada, X1A 2L9.

1
Federation of Ontario Naturalists
355 Lesmill Road
Don Mills, Ontario
M3B 2W7

2
Canadian Nature Federation
203 - 75 Albert Street
Ottawa, Ontario
K1P 6G1

3
Canadian Wildlife Federation
1673 Carling Avenue
Unit #106
Ottawa, Ontario
K2A 1C4

4
National Survival Institute
229 College Street
Toronto, Ontario
M5T 1R4

5
Outdoor Writers of Canada
R.R. #3
Mount Albert, Ontario
LOG 1M0

6
Professional Photographers of Canada
318 Royal Bank Building
Edmonton, Alberta
T5J 1N8

7
Canadian Hostelling Association
333 River Road
Vanier, Ontario
K1L 8B9

8
Canadian Association of Geographers
Burnside Hall
McGill University
P.O. Box 6070
Montreal, Quebec
H3C 3G1

9
Royal Canadian Geographic Society
488 Wilbrod Street
Ottawa, Ontario
K1N 6M8

10
Fish and Game Association
1607 Myrtle Avenue
Victoria, British Columbia

11
Canadian Nordic Society
Box 4211
Station 'E'
Ottawa, Ontario

12
Arctic Circle
Box 2457
Station 'D'
Ottawa, Ontario
K1P 5W6

13
Arctic Institute of North America
University Library Tower
2920 - 24th Avenue N.W.
Calgary, Alberta
T2N 1A4

14
Arctic Institute of North America
3426 N. Washington Boulevard
Arlington, Virginia
U.S.A. 22201

15
Ecological Society of America
Library 3131
The Evergreen State College
Olympia, Washington
U.S.A. 98505

16
National Campers and Hikers Association
7172 Transit Road
Buffalo, New York
U.S.A. 14221

17
Toronto Camera Club
587 Mount Pleasant Road
Toronto, Ontario

18
International Backpackers Association
P.O. Box 85
Lincoln Centre
Maine
U.S.A. 04458

19
Sierra Club
530 Bush Street
San Francisco, California
U.S.A. 94108

20
American Alpine Club
113 E - 90th Street
New York, New York
U.S.A. 10028

21
American Society of Naturalists
Section of Botany Genetics
and Development
Cornell University
Ithaca, New York
U.S.A. 14853

22
Association of Interpretive Naturalists
6700 Needwood Road
Derwood, Maryland
U.S.A. 20855

23
National Audobon Society
950 Third Avenue
New York, New York
U.S.A. 10022

24
National Wildlife Federation
1412 - 16th Street N.W.
Washington D.C.
U.S.A. 20036

25
Society of American Travel Writers
1120 Connecticut Avenue N.W.
Washington D.C.
U.S.A. 20036

26
Sierra Club of Ontario
47 Colborne Street
Suite #308
Toronto, Ontario
M5E 1E3

27
Alpine Club of Canada
P.O. Box 1026
Banff, Alberta
T0L 1C0

28
Alpine Club of Canada
70 Stubbard Avenue
Toronto, Ontario
M4P 2C2

29
Sierra Club of Western Canada
Box 342, Station G
Calgary, Alberta
T3A 2G3

30
Federation of Alberta Naturalists
Box 1472
Edmonton, Alberta
T5J 2N5

31
Arctic International Wildlife Range Society
c/o Mrs. Nancy Russel LeBlond
#109, 2008 Fullerton Avenue
North Vancouver, B.C.
V7P 3G7

32
B.C. Wildlife Federation
5659 - 176 Street
Surrey, B.C.
V3S 4C5

33
Federation of B.C. Naturalists
Box 33797, Station D
Vancouver, B.C.
V6J 4L6

34
The British Columbia Mountaineering Club
496 Prior Street
Vancouver, B.C.
V6A 2G1

35
B.C. Wildlife Federation
17633 - 57th Avenue
Surrey, B.C.

36
Federation of Mountain Clubs of B.C.
P.O. Box 33768, Station D
Vancouver, B.C.
V6J 4L6

37
Canadian Council of Snowmobile Organiz:
3311 - 30th Avenue
Vernon, B.C.
V1T 2C9

38
National Trail Association of Canada
Box 6623, Station D
Calgary, Alberta
T2P 2E4

39
Alberta Fish & Game Association
6024 - 103 Street
Edmonton, Alberta
T6H 2H6

40
Ontario Federation of Snowmobile Clubs
Box 318
Port Sydney, Ontario
POB 1L0

41
Alberta Wilderness Association
P.O. Box 6398, Station D
Calgary, Alberta
T2P 2E1

42
Alberta Wildlife Foundation
213 - 10526 Jasper Avenue
Edmonton, Alberta
T5J 1Z7

43

Alpine Club of Canada
Calgary Section
2305 - 5th Avenue N.W.
Calgary, Alberta

44

Alpine Club of Canada
Edmonton Section
7607 - 152nd Street
Edmonton, Alberta

45

Alpine Club of Canada
Vancouver Section
Box 2377
Vancouver, B.C.
V6B 3W7

46

Alpine Club of Canada
Banff Section
P.O. Box 65
Banff, Alberta
TOL 0C0

47

Manitoba Wildlife Federation
1870 Notre Dame Avenue
Winnipeg, Manitoba
R3E 3E6

48

Manitoba Naturalists Society
214 - 190 Rupert Avenue
Winnipeg, Manitoba
R3B 0N2

Name and address:

1 Do you presently sell tours to the Arctic? ___ Yes ___ No

2. If yes, to what destinations?

Pangnirtung _____
Other (specify) _____

3 If no, why not?

4 Who is your primary market? (Age, sex, income level, residence, interests, type of traveller).

5 What are some of your most popular destinations?

6. Why are these so popular?

Handwritten notes:
Pangnirtung
Arctic
2012

7. How would you classify the primary focus of your tours?

- 1. ___ Adventure
- 2. ___ Educational
- 3. ___ Explorer
- 4. ___ Unusual destinations
- 5. ___ Wilderness
- 6. ___ Special interest
- 7. ___ Other (specify) _____

8. What market do you think would be interested in travel to Pangnirtung? (age, sex, income level, residence, interests, type of traveller)

9. What do you think is the most effective way to get to this market? (i.e., editorial copy, trade shows, magazines)

10. Further comments:

Handwritten notes:
Arctic
Pangnirtung
2012

1
Linblad Travel Inc.
133 East 55th Street
New York, N.Y.
10022

2

Linblad Travel Inc.
P.O. Box 912
Westport, Conn.
06881

3

Cartan Tours
One Crossroads of Commerce
Rolling Meadows
Illinois 60008
U.S.A.

4

Four Winds Travel Inc.
175 Fifth Avenue
New York, N.Y.
10010

5

Caravan Tours Inc.
401 North Michigan Avenue
Chicago, Illinois
60611

6

Adventure Centre
5540 College Avenue
Oakland, California
94618

7

Can-Trek
Canadian Trekkers International
6725 Somerled Avenue
Montreal, Quebec
H4V 1T7

8

Mountain Travel Inc.
1398 Solano Avenue
Albany, California
94706

9

World Expeditionary Association
Graybar Building, Suite 354
420 Lexington Avenue
New York, New York
10017

10

Holiday House
25 Adelaide Street
Toronto, Ontario
M5C 1H7

11

Canadian Universities Travel Service
44 St. George Street
Toronto, Ontario
M5S 2E4

12

Canadian Educational Travel Assoc. Ltd.
20 Prince Arthur
Toronto, Ontario

13

Educational Expeditions International
68 Leonard Street
Belmont, Mass.
02178

14

Outward Bound
P.O. Box 451
Rockland, Maine
04841

15

Sierra Club Wilderness Outings
1050 Mills Tower
220 Bush Street
San Francisco, California
94104

16

Ferguson Travel
Box 190
Hay River
North West Territories
XOE 0R0

17

Gateway Tours
Box 4326
Whitehorse, Yukon
Y1A 3T3

18

Hoag Holiday Tours
9608 - 112 Street
Grande Prairie, Alberta
T8V 4E7

19

Mack Travel Limited
Box 170
Inuvik
North West Territories

20

Mack Travel Limited
Box 2190
Yellowknife
North West Territories

21
Majestic Tours Limited
#102 Riverside Towers
8620 Jasper Avenue
Edmonton, Alberta
T5H 3S6

22

Maupintour Inc.
Box 807
Lasrence, Kansas
U.S.A.
66044

23

Quester Tours and Travels
257 Park Avenue South
New York, New York
10010

24

Special IntersTours
Box 37
Medina, W.A.
U.S.A.
98039

25

Viking Adventurers
Unit 151
1915 Denmar Road
Pickering, Ontario
L1V 3E1

Jerry Neilson #

APPENDIX IV

PANGNIRTUNG VISITOR SURVEY

PRELIMINARY RESULTS

Pangnirtung Visitor Survey

The Pangnirtung Visitor Survey has been designed to provide a profile of existing travellers to Pangnirtung and the surrounding area. The survey is being administered to travellers leaving Pangnirtung from May until October, by a flight attendant of Bradley - First Air, during the flight from Pangnirtung to Frobisher Bay.

This questionnaire has been designed to be self-administered and take about five minutes to complete. The respondent receives an Arctic Travel Pin or Arctic Explorer's Decal as a reward.

Although we have a captive audience, the response rate is expected to be less than 100%. An introduction in Inuktitut is intended to help limit respondents to only visitors (not residents) to Pangnirtung.

Specifically, the questions are designed to provide information on:

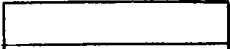

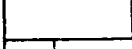






- current volumes of visitation
- origin of visitors
- demographic and socio-economic profile of visitors
- activity preferences
- trip characteristics
- level of satisfaction with facilities, services, etc.
- predominance of tour groups
- expenditure levels and patterns
- source and adequacy of pre-trip information
- accommodation preferences
- visitor expectations and reactions

The following results have been tabulated from questionnaires received during the month of May. A total of 33 questionnaires have been received and tabulated by hand. No attempt has been made to analyze the results and their implications at this early stage in the survey administration period.

Question 1 - Where do you live?

This question was asked to help discriminate between Pangnirtung residents and visitors and further to determine a representative profile of tourist origins.

Question Results

Pangnirtung		29.8%
N.W.T. (other)		29.8%
Ontario		17.0%
B.C.		6.4%
Quebec		4.3%
Scotland		4.3%
Nova Scotia		2.1%
U.S.		2.1%
No Answer		4.3%

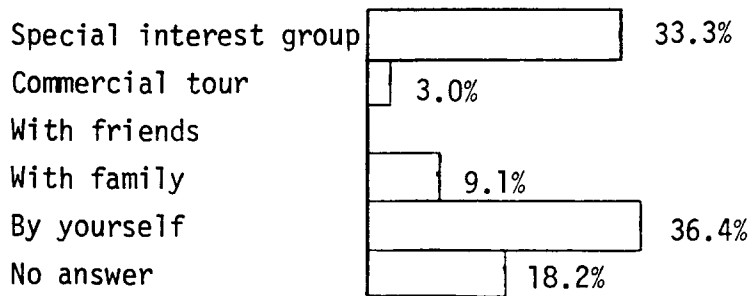
The results imply that tourists to Pangnirtung are predominantly Canadian with a predominance of N.W.T. residents. Pangnirtung residents represent approximately 1/3 of the respondents indicating resident air travel is high relative to total air travel volumes out of Pangnirtung.

Question 2a - Are you travelling:

- with a special interest group or club
- as part of a commercial tour package
- with friends
- with family
- by yourself

This question was asked to determine the number of visitors travelling with organized tours and club groups versus the number of individuals travelling independently.

Question Results



The following is a comprehensive listing of the special interest groups travelling to Pangnirtung.

Business (3)*

- Canadian Eskimo Arts Council (1)
- Red Lobster Mountaineering Club (1)
- Frobisher Fire Department (1)
- National Geographic (2)
- Clarke Institute of Psychiatry (1)
- Psych Team (Frobisher Bay) (1)
- Med Services (Toronto) (1)

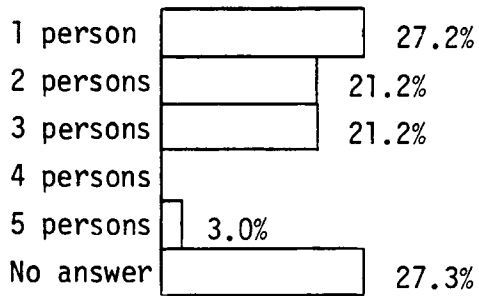
The results indicate a high proportion of visitors travelling with business related special interest groups. The largest segment of travellers, though, are individuals travelling alone. The results also indicate a very small proportion of visitors travelling with tour groups.

Question 2b - How many people are in your group?

This question was asked to help further define travel patterns to Pangnirtung and specifically to identify representative tourist group sizes.

* Numbers in brackets indicate number of responses.

Question Results

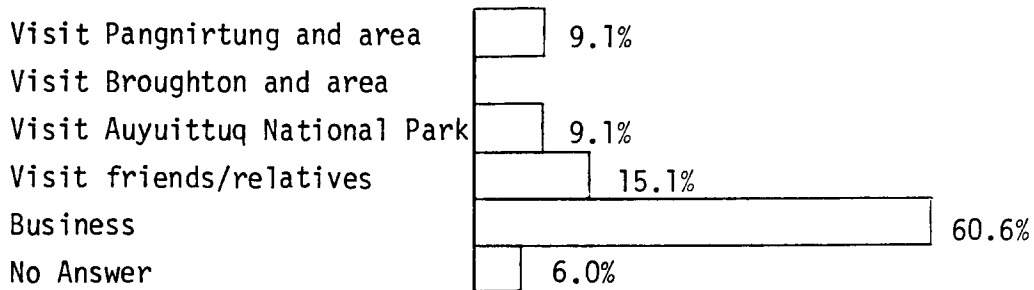


The results imply that a high proportion of visitors travel to Pangnirtung alone, and furthermore almost 2/3 of the visitors to Pangnirtung travelled in groups of three people or less.

Question 3 - What was the primary purpose of this trip?

The intent of this question is to differentiate between business related travellers and non-business related tourists and to further define tourist travel characteristics.

Question Results

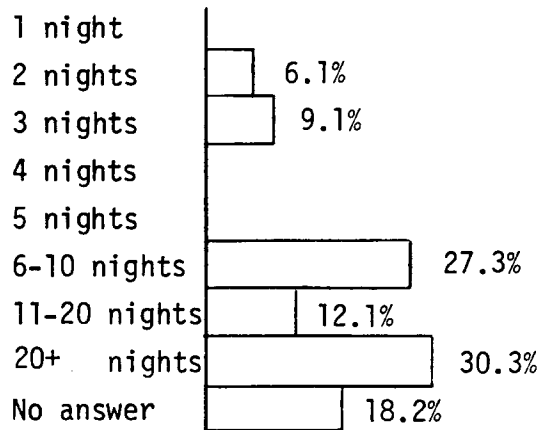


The results indicate a very high proportion of business travellers visiting Pangnirtung. The highest proportion of non-business related tourists were those visiting friends and relatives.

Question 4 - How many nights do you plan to be away from home on this trip?

The intent of this question in conjunction with questions 5 and 6 is to define the normal trip duration of tourists travelling to Pangnirtung.

Question Results



The average number of nights spent away from home for the respondents is 29.2 with a low of two nights and a high of 200 nights. Almost 1/3 of the respondents spent over 20 nights away from home and close to 1/3 spent between 6 and 10 nights away from home.

Question 5 - How many nights did you spend in the following places during this trip?

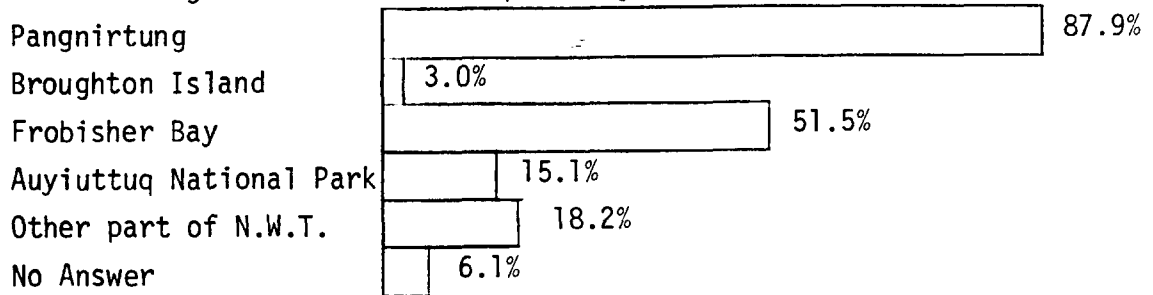
This question in conjunction with questions 4 and 6 is intended to further define trip duration characteristics for travellers to Pangnirtung.

Question Results

- Percentage of visitor nights spent in...

Pangnirtung	30.2%	avg. stay - 7 nights
Broughton Island	3.0%	avg. stay - 20 nights
Frobisher Bay	37.6%	avg. stay - 14.9 nights
Auyuittuq National Park	12.2%	avg. stay - 16.4 nights
Other parts of N.W.T.	17.0%	avg. stay - 19 nights

- Percentage of visitors who spent nights in...



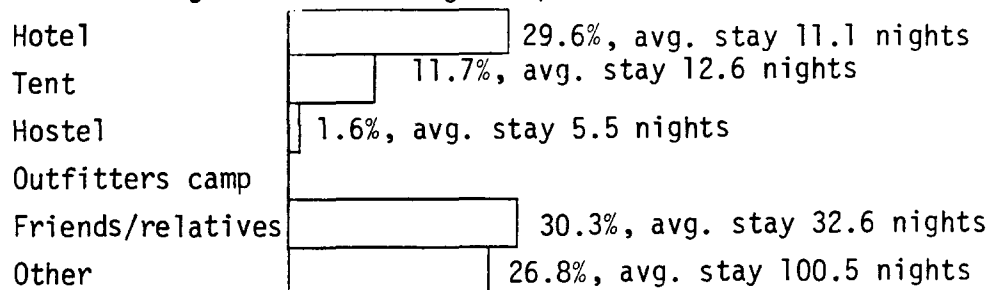
These results indicate a high proportion of travellers spending nights in Frobisher Bay (51.5%) and Pangnirtung (87.9%) with similarly high percentages of total visitor nights in Frobisher Bay (53.9%) and Pangnirtung (43.3%).

Question 6 - How many nights did you spend in the following types of accommodation?

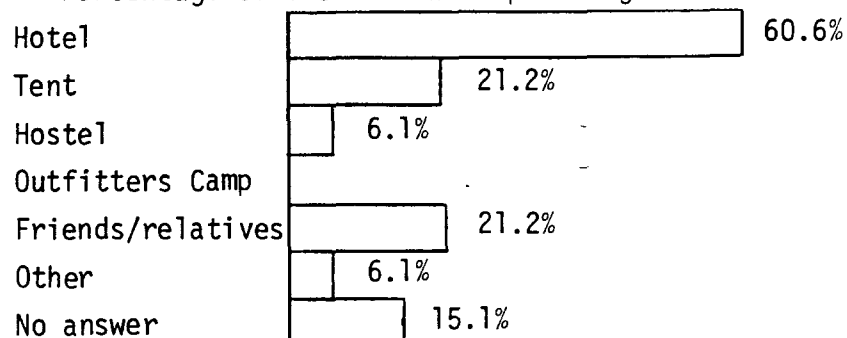
This question in conjunction with questions 4 and 5 is intended to further define trip duration characteristics for travellers to Pangnirtung and to generally identify accommodation types used by visitors to the N.W.T.

Question Results

- Percentage of visitor nights spent in...



- Percentage of visitors who spent nights in...



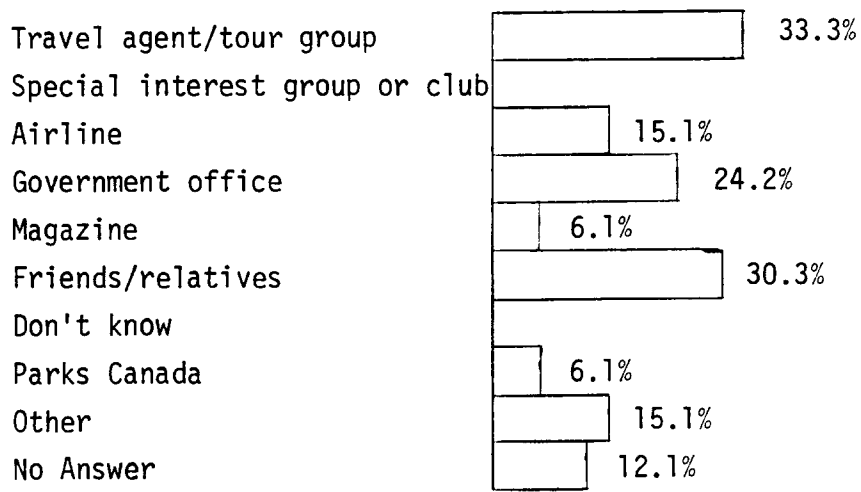
Almost 2/3 of the respondents indicated they had spent a number of nights in a hotel. Only 1/3 of the total visitor nights were spent in hotels with 1/3 being spent at friends and relatives.

The absence of visitor nights spent at outfitter camps reflects the season in which these respondents were surveyed. The outfitter camps do not normally open up until the summer months and these respondents were surveyed in the early spring.

Question 7 - Where did you obtain your information to plan this trip?

This question was asked to determine the source of visitor pre-trip information and to help determine the availability of promotional material.

Question Results



The following is a comprehensive list of other sources indicated:




- own knowledge
- research
- business (2 respondents)
- City of Frobisher Bay

It is interesting to note that approximately 1/3 of the respondents obtained their information from travel agents and yet a very small percentage indicated they were travelling on package tours (see Question 2a). Almost 1/3 of the respondents obtained their information from friends and relatives and close to 1/4 obtained their information from government material.

Question 8a - Do you feel that your pre-trip information was adequate?

This question was included to help determine the adequacy of available pre-trip information.

Question Results

Yes		75.7%
No		18.2%
No Answer		6.1%

Question 8b - If no, what other information would have helped you?

- Better flight schedules (3)*
- Improved local transportation and vehicle availability (2)
- Information on ski touring in the park (1)
- Better topo maps (1)
- Park information (1)

* Numbers in brackets indicate the number of respondents.

The predominance of respondents to the questionnaire were satisfied with pre-trip information.

Question 9 - What do you anticipate spending for your total trip?

The intent of this question is to help to determine average expenditure levels of visitors to Pangnirtung to help determine socio-economic profiles of visitors as well as to help determine an indicative amount spent by tourists travelling to the Arctic.

Question Results

Average expenditure - \$6,249.79/person*

Mode expenditure - \$2,000.00/person

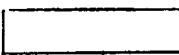
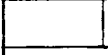
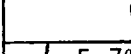

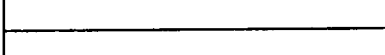


*This figure is high due to one respondent who spent \$100,000 on travel and expenses throughout the Arctic tagging polar bears.

Question 10 - Approximately how much did you spend on the following?

This question is intended to provide an idea of average travel and expense costs for visitors travelling throughout and to the N.W.T.

Question Results

- Percentage of dollars spent on...

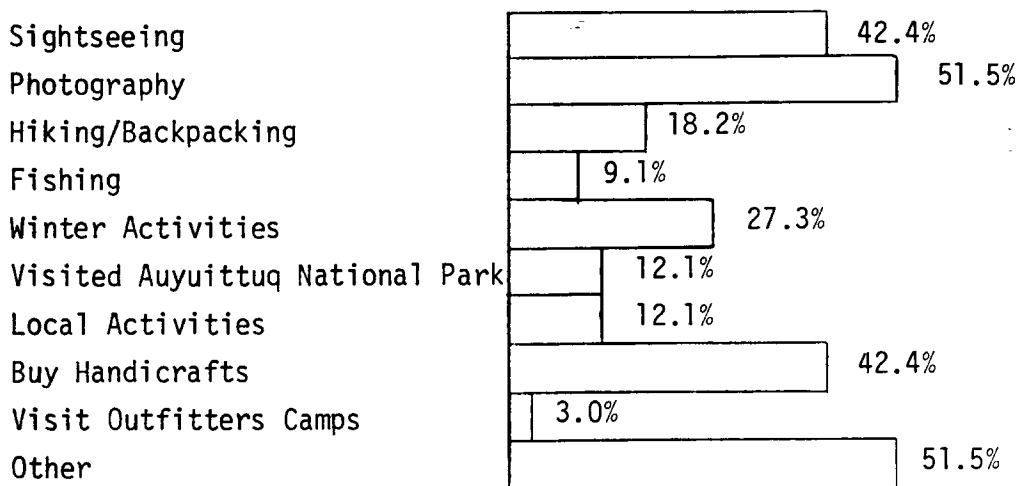
Transportation to area		23.4%, avg. expenditure - \$1489.62
Accommodation		13.2%, avg. expenditure - \$838.00
Restaurants		1.7%, avg. expenditure - \$108.00
Groceries		5.7%, avg. expenditure - \$362.40
Transportation in area		50.8%, avg. expenditure - \$3229.00
Guiding		
Souvenirs/handicrafts		3.0%, avg. expenditure - \$192.20
Other expenditures		2.1%, avg. expenditure - \$133.80

* Based on 25 respondents who answered this question.

Question 11 - What did you do while you were in this area?

The question is intended to provide information on activity preferences of the visitors to Pangnirtung.

Question Results



The following is a comprehensive list of "other" activities indicated by respondents:

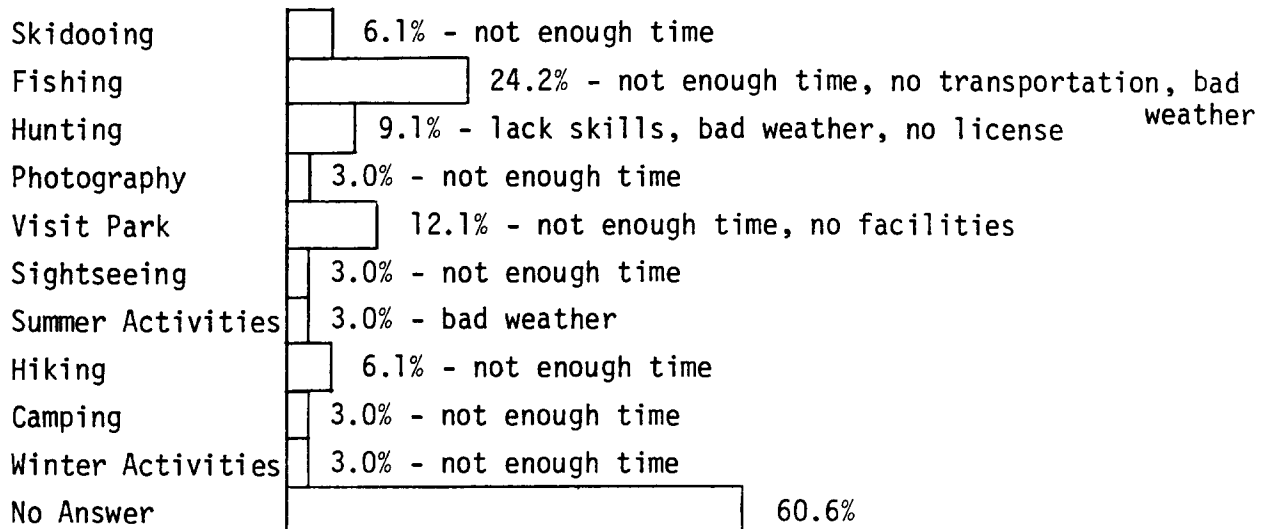
- Business (14)*
- Visit relatives (1)
- Ski touring and mountain climbing (1)

* Number in brackets indicates number of respondents.

Questions 12 and 13 - What other recreational activities would you like to have participated in and indicate why you didn't participate in them.

This question was asked to provide further indication of visitor activity preferences.

Question Results



Question 14 - Indicate your level of satisfaction with the following.

This question was asked to determine the level of visitor satisfaction with facilities and services in Pangnirtung.

Question Results

	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Not Satisfied</u>	<u>Not Used</u>	<u>No Answer</u>
Availability of handicrafts	12.1%	42.4%	9.1%	9.1%	27.3%
Accommodation	18.2%	48.5%	9.1%	6.1%	18.2%
Food	27.3%	51.5%	9.1%	0	12.1%
Transportation to the area	18.2%	42.4%	18.2%	3.0%	18.2%
Transportation within the area	12.1%	42.4%	18.2%	3.0%	24.2%
Availability of supplies	6.1%	42.4%	9.1%	6.1%	36.4%
Outfitters/guide service	6.1%	12.1%	0	27.3%	54.5%

The following is a comprehensive listing of the comments on Question 14.

- Hudsons Bay over charge
- Need controlled drinking at social gatherings
- Need a community bulletin board indicating calendar of events
- Accommodation is too costly and of poor quality
- Like to see more crafts available locally
- Ground transport is lacking in Pangnirtung
- Should serve more "country food" rather than "miners chow" in the hotel

Question 15 - What did you particularly like about this trip?

This question was intended to help determine levels of satisfaction with Pangnirtung as a tourist destination and further to determine visitor expectations and reactions.

Question Results

- the people (6)*
- the scenery (9)
- hunting (1)
- camping (1)
- the weather (1)
- visiting friends and relatives (2)
- skiing (1)
- new area to visit (1)
- everything (1)
- nothing (1)
- business is a pleasure (1)
- hospitality (1)

* Numbers in brackets refer to numbers of respondents.

Question 16 - What did you particularly dislike about this trip?

This question was intended to help determine levels of dissatisfaction with Pagnirtung as a tourist destination and further to help define visitor expectations and reactions.




Question Results

- Nothing (4)
- Weather (3)
- Noisy plane (1)
- People (1)
- Wind (1)
- Expensive to get there (1)
- Garbage in town (1)
- Nothing to do in town (1)
- Hotel and meals (1)
- Honey bags (2)
- Everything (1)

Question 17 - Did your visit meet your expectations?

This question was intended to determine the general level of fulfillment of visitor expectations.

Question Results

Yes		75.7%
No		12.1%
No Answer		12.1%

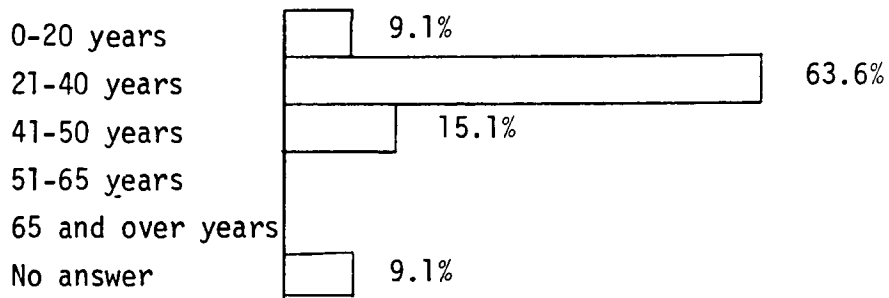
Comments:

- Weather
- Didn't catch any bears

Question 18 - How old are you?

This question was asked to help determine demographic profiles of visitors.

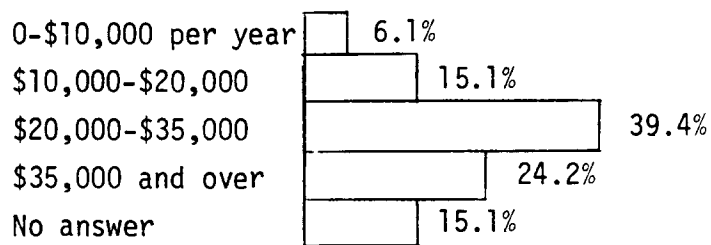
Question Results



Question 19 - In what category is your family income?

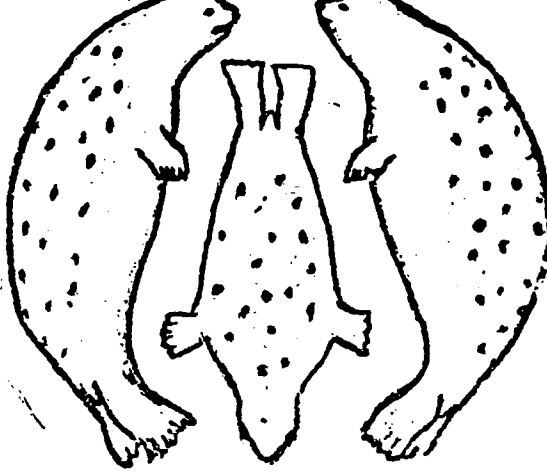
This question was asked to provide further information on socio-economic visitor profiles.

Question Results



APPENDIX V

COMMUNITY NEWSLETTER



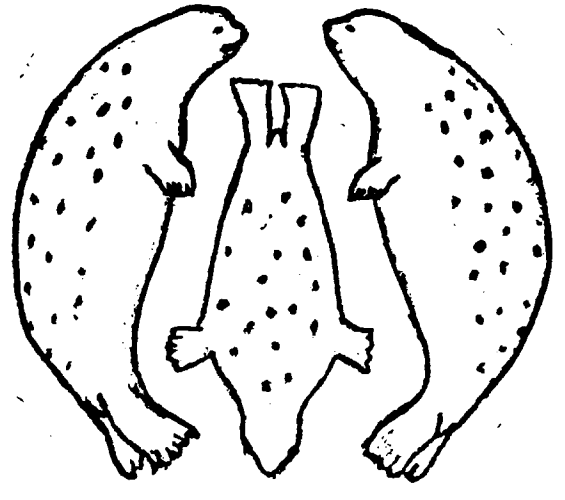
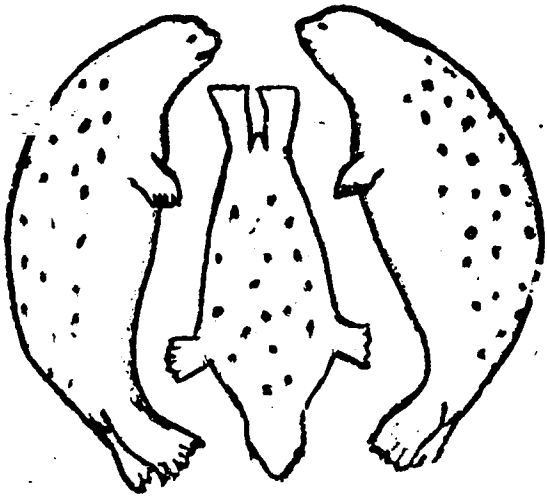
TOURISM STUDY - PANGNIRTUNG
May 11, 1981

INTRODUCTION

- Most Pangnirtung residents are aware of the tourism study that began here last March.
- One of the consultants, Harry French has returned for his second visit to Pangnirtung. He is staying in the Anglican church apartment.
- Harry's purpose in returning to Pangnirtung is to view the community and the land during the spring season.
- He will also be meeting with the subcommittee on tourism . This committee consists of representatives of various groups in town including the Hamlet Council, the H.T.A., the Co-op, the Outfitters, and Parks Canada .

WHAT HAS BEEN DONE ?

- Since the last visit to Pangnirtung, many things have been accomplished.
- Several maps have been developed which indicate the location of resources that tourists may wish to visit.
- The map also indicates where tourists should not travel because they will interfere with summer camps and hunting areas.
- From our discussions with the community in March, a list of community concerns and problems surrounding the tourist industry was drawn up.
- We have begun talking to visitors to Pangnirtung and have distributed a tourist questionnaire to all visitors leaving Pangnirtung on the First Air flight.



TOURISM STUDY - PANGNIRTUNG

NEW VISITORS TO THE COMMUNITY

- Harry French and Mike Robbins arrived in Pagnirtung February 27 to begin a tourism study that will take one year to complete.
- they are in the community to talk to the local people about the future of tourism in Pagnirtung.
- Harry and Mike will return to the community in May, July, August, September and December so they can see Pang in all its seasons.

THE TOURISM STUDY

- some local people feel that tourism has many benefits for the community.
- many others feel that tourism is bad for the community.
- over the next year Mike and Harry will study many different aspects of tourism such as the good things it does for the community, the bad effects, how tourism can be developed by the local people, what tourists want to see and do here, what training is required to work with tourists and most important of all, should the community develop tourism at all ?
- at the end of the study the information will be presented to the Council and the community, and you will decide if you want to develop a tourist industry here.

- Baffin Regional Council decided last October that Pangnirtung would be the best community to study about tourism.
- many people have heard about this study on the radio
- Hamlet council has talked about the study and so has the Hunter's and Trapper's Association.
- to understand more about tourism in Pangnirtung, Harry and Mike wish to talk to the local people about tourism.

VISIT HARRY AND MIKE IN THEIR OFFICE

- it is important for the community to have an opportunity to meet with Harry and Mike
- an office for the tourist study has been set up at the old Misuvik Sewing Centre.
- anyone is invited to visit the centre to talk about tourism or find out more about the tourist study.
- the office will be open between 3 - 5 p.m. this Friday, March 6.
- the office will also be open next week, Monday and Tuesday between 3 - 5 p.m..

PLEASE COME AND VISIT AND HAVE SOME TEA AND BISCUITS.
AN INTERPRETER WILL BE AVAILABLE.

COMMUNITY MEETING

- Harry and Mike would like to inform the community about this study at a community meeting in the community hall.
- the meeting will be held at 7 p.m. THURSDAY, MARCH 12



COMMUNITY COMMENTS ABOUT TOURISM

- We have spoken to many groups in Pangnirtung thus far.
- Many individuals visited our office at the old Misuvik Sewing Centre.
- A large public meeting was held at the community hall in March to discuss tourism.
- From these meetings and discussions we have developed a list of community comments:
 - 1) "tourists interfere with the local people by walking into their houses and asking many questions".
 - 2) "tourism should be encouraged because it will create more jobs for the young people".
 - 3) "we are worried that our mail and medical services will be affected if too many tourists start coming into Pangnirtung on the plane"
 - 4) "tourists do not fully understand the life style of the Inuit and often criticize things like seal hunting".
- From the many discussions with the local people, Harry and Mike were also able to make several comments about tourism in Pangnirtung:
 - 1) "there are very few facilities in the community to cater to tourists. Tourists do not know who to ask if they want to rent a boat or go hiking".
 - 2) "tourists are not given enough information about the community and the way of life in Pangnirtung before and during their visit to the community".
- Harry intends to be in Pangnirtung until Thursday, May 14. He will return to Pangnirtung again in July (around the 20th).
- Harry will be meeting with individuals and community groups this week as well as holding a public meeting on tourism this Wednesday evening at 9 p.m. A slide show on tourism will be shown that evening.
- Anyone wishing to comment or discuss tourism in Pangnirtung with Harry is encouraged to visit him at his apartment in the Arthur Turner Training School.

PANGNIRTUNG TOURISM STUDY

EVALUATION OF ALTERNATIVE TOURISM DEVELOPMENT STRATEGIES

Criteria	Alternative Strategies	STRATEGY #1 Non-Tourism Approach	STRATEGY #2 Market Demand Approach	STRATEGY #3 Maintain & Expand Traditional Markets	STRATEGY #4 Structured Specific Market Approach	STRATEGY #5 Short Stay Broad Market Approach
<u>SENSITIVITY TO FUTURE CHANGES AND INFLUENCES</u>						
37. Degree of dependence on continued resource quality and stability		Not dependent	Variable - function of resources being promoted	Dependent	Dependent	Limited - readily flexible to respond to changes in resource quality
38. Sensitivity to market demographics		Not applicable	Not sensitive	Not sensitive	Compatible - Directed to specific markets, avoids negative impacts of shifts	Compatible with perceived future shifts
39. Sensitivity to changes in exchange rates		Not applicable	Not sensitive	Not sensitive	Sensitive - larger international market being attracted	Sensitive
40. Sensitivity to changes in disposable income		Not applicable	Responsive to changes	Sensitive - variable market groups, difficult to anticipate and adjust to changes	Sensitive - however, permits more economic packaging of trips	Less sensitive - accommodates shorter less costly trips
41. Sensitivity to competing opportunities		Not applicable	Very sensitive	Sensitive - offers a limited range of activities	Sensitive but less so than others due to opportunities to provide a variety of relatively unique activities	Sensitive - due to increasing number of tours nationally and resultant competition
42. Sensitivity to rising energy costs		Not applicable	Sensitive	Sensitive	Less sensitive - directed towards a single destination area	Very sensitive - dependant on local air transport to multiple destination areas

PANGNIRTUNG TOURISM STUDY

EVALUATION OF ALTERNATIVE TOURISM DEVELOPMENT STRATEGIES

Criteria	Alternative Strategies	STRATEGY #1 Non-Tourism Approach	STRATEGY #2 Market Demand Approach	STRATEGY #3 Maintain & Expand Traditional Markets	STRATEGY #4 Structured Specific Market Approach	STRATEGY #5 Short Stay Broad Market Approach
<u>SENSITIVITY TO FUTURE CHANGES AND INFLUENCES (continued)</u>						
43. Sensitivity to changes in energy availability		Sensitive	Sensitive	Sensitive - however, local touring limited, therefore requires less energy	Sensitive - however, alternative access modes to the area, e.g., boat, may be developed.	Very sensitive - dependent on local air transport
44. Sensitivity to changes in values and lifestyles		Not sensitive	Not Sensitive	Sensitive but no complementary	Complementary	Complementary
45. Sensitivity to economic turndown		Sensitive - lacks economic alternatives	Sensitive	Sensitive	Sensitive - impact cushioned by greater ability to attract non-Canadian markets	Sensitive - impact cushioned by greater ability to attract non-Canadian markets

5.5.3 Evaluation Results and Highlights

a) Resources

With respect to the Strategy No.1 - Non-Tourism Approach, most criteria respecting natural resources are logically not applicable since the intent of this strategy is to, over time, significantly down play the role of tourism in the area. Under the scenario described by Strategy No.1, certain conclusions may be forwarded which suggest, for example, that Auyuittuq not be formally designated as a National Park. Strategy No.1 would basically relate only to existing business or commercial traffic which for the most is government personnel.

Both Strategies No.2 and No.3 are similar with respect to resource criteria since the market demand approach proposed in Strategy No.2 is the present market noted in Strategy No.3. The difference in the two strategies primarily is the degree to which resource utilization from a tourism perspective is planned. Strategy No.2 is more of an ad hoc, individual entrepreneurial approach. Generally, the approach works under circumstance of "normal" market conditions, that is, good access, abundant resources, large markets, etc. However, in the Arctic where both resource and cultural conditions are very sensitive, the approach can have a high negative impact, particularly since the approach is inherently short term and normally not very reflective of local community concerns and aspirations. The approach envisioned in Strategy No.2 can be described as a "southern" technique, that is not always "responsive" to northern conditions. Essentially, Strategy No.2 is a pioneering approach, that is a method of development a tourism industry in an untried market area.

Strategy No.3 - Maintain and Expand Traditional Markets, from a resource perspective essentially represents a further refinement of Strategy No.2. Strategy No.3 capitalizes on the more successful but traditional activities pioneered through the market demand approach. Strategy No.3 is essentially more of the same except in much more of a planned context. The promotion of specific features or programs e.g. Auyuittuq National Park, more traditional fishing camps, circle tours etc., are indicative of the type or methods of tourism resource utilization common to the intent of Strategy No.3. Once again specific examples of this approach are presently evident in the Pangnirtung area. With respect to resource conflicts, impacts are normally low since activities that are promoted are limited in scope, relatively traditional to the area and planned.

Strategy No.4 - Structured Specific Market Approach and Strategy No.5 - Short Stay - Broad Market Approach are two very different approaches to that presently occurring in Pangnirtung. Both approaches require a much higher quality accommodation and services plant than that which presently exists in Pangnirtung. Strategy No.5 is a much more intensive use of resources and will tend to concentrate plant and activities in, and directly adjacent to, Pangnirtung Hamlet.

Strategy No.4 on the other hand promotes a much more extensive and diverse resource activity program and, therefore, has the ability to provide a variety of activities to meet specific market requirements. However, due to the nature of climate and settlement patterns in the Arctic, tourism infrastructure and services would essentially be focused in the community, as per Strategy No.5. Implicit in Strategy No.4 is an intent to establish more remote short term use/day use facilities and activities within all travel-time zones.

Strategy No.5, due to the relatively short stay intent would place primary focus on cultural activities centred in Pangnirtung and secondary focus on natural resource related activities within walking or short boat distances from Pangnirtung. Strategy No.4 would suggest a reversal of this approach with primary emphasis on natural/outdoor recreational activities and secondarily on cultural activities. In both cases the potential exists from a resource perspective to undertake either strategy.

The ability to plan and program activities for scheduled tour groups as proposed in Strategies No.4 and No.5, but particularly in Strategy No.4, allows for the creation of sufficient critical mass as well as lead-time to plan and develop culturally oriented tourism activities and facilities e.g., craft demonstrations and displays, survival techniques, etc. to augment the tourists experience.

For Strategies No.2 and No.3, the focus of the strategy intent is towards traditional natural resource activities of a tourism nature. Culturally related activities would be a logical spin-off of both strategies, particularly Strategy No.3; however, in all cases, the promotion and development of "cultural" activities would not be a key factor due to the lack of critical mass, the sporadic nature of visitation and the variability in group size and interest of tourists.

b) Market Requirements

The intent of Strategy No.1 is to redirect existing markets to areas other than Pangnirtung and to essentially discourage tourist visitation to Pangnirtung. The majority of market criteria when applied to this strategy are, as could be expected, not applicable.

The exception, however, is the degree to which the strategy is sensitive in its response to market trends. The key point here is that the strategy is contradictory to market trends. Through the combination of a variety of factors and subsequent indicators it is clear that the trends towards what might be termed "adventure tourism", such as that found in the Arctic, is growing. An active program to discourage these trends, particularly considering the international recognition of the area given through the development of Auyittuq, may be self-defeating. This is not to say that the strategy is not feasible. It does, however, imply that to adopt such a strategy, all parties, including the community, the private sector and the government, must be committed to its implementation over the long term. Further, in terms of implications, programs must be developed to replace the tourism cash flow lost to the community.

Although quantifiable figures presently do not exist respecting the economic impact of tourism on Pangnirtung, it is assumed that a decision on the implementation of Strategy No.1 must be made early before the industry establishes a momentum in the area which will be difficult to reverse.

Strategy No.4 - Structured - Specific Market Approach, is best suited to respond to market trends. This strategy relates specifically to trends for fewer, but longer, strategically planned adventure vacations at a single destination. Strategy No.5 to some extent relates to these trends, however, other factors such as energy costs and availability will work against this strategy in the long term.

Strategies No.4 and No.5 will draw clientele more successfully from a greater variety of market segments than either Strategies No.2 or No.3. All strategies, with the exception of Strategy No.1, will attract, to some extent, the international market.. Strategy No.4, because it is best suited

for the packaged tour market, has a greater propensity to draw from the international market. More importantly, as compared to Strategy No.5, Strategy No.4 because of the focus on extended stay/extended season use is designed to facilitate the development of sufficient critical mass to provide the momentum for the development of facilities and accommodation to meet the requirements of the tour group market including self-catering, affordable accommodation.

On this point, Strategy No.2 is too reactive and short term to provide an environment that will attract sufficient venture capital from either the private or public sectors to facilitate the development of support attractions and services. Strategy No.3 - Maintain and Expand Traditional Markets, may provide a sufficiently planned environment to create critical mass in the long term, it draws, however, from too small a market pool to ensure continued viability without heavy public sector subsidization.

c) Federal/Territorial Objectives

Since the intent of a community tourism strategy is to set out long term direction for the development of tourism, the selection of any one of the five alternative tourism strategies will ensure more effective coordination of complementary, existing federal and territorial programs from a funding as well as policy perspective. Although the differences are relatively minor, Strategies No.3, No.4 and No.5 may be considered more compatible with this objective since greater emphasis is placed on planned and programmed sector activities rather than on short term and reactive activities.

With respect to improvement of productivity of the local tourism industry, again because of the degree of emphasis placed on planned activities, Strategy No.4 best accommodates this

objective. Both Strategies No.3 and No.5 adequately create an environment conducive to the improvement of industry productivity, however, both these strategies are dependent, to a greater extent than Strategy No.4, on outside influences such as tour wholesalers etc. Strategy No.4 certainly is greatly affected by these influences, however, Strategy No.4 places greater emphasis on shaping or modifying these influences to accommodate community aspirations. In this regard, if Strategy No.4 is selected, the degree to which the markets and then respective requirements must be continually monitored for quality control cannot be over-emphasized.

From an economic perspective, that is, the potential contribution to the local economy and more specifically the dispersion of benefits, Strategy No.4 clearly demonstrates the greatest potential if the intent of the strategy is implemented. Strategies No.2 and No.3, and to a much lesser extent, Strategy No.5, are limited in terms of the dispersion of tourism related benefits to the community at large. This is clear in Strategies No.2 and No.3 if one examines the present, limited patterns of dispersion of tourism related benefits in the community. Strategy No.4 encourages longer stay, longer season and the utilization of learn/observe/experience tourism resources in all time-travel zones versus Strategy No.5 shorter stay, single season and utilization of tourism resources in the three hour time-travel zone only.

By virtue of the broad scope of developments envisioned under Strategy No.4, a much larger cross-section of the community would benefit from tourism programs. To provide the correct context, conclusions of this nature must also look at associated costs, in this regard whereas Strategy No.3 and, to a greater extent No.5, would require upgrading investment to meet market expectation. Strategy No.4 would require substantial new investment for new developments, attractions, services, etc.

From the perspective of both public and private financial viability certainly Strategy No.2 is the most viable; Strategy No.2 is premised on the criterion of attainment of financial viability. This approach may produce a successful development; the result may be one in which little or nothing of a tourism nature is developed or whatever facilities that are developed may be of limited quality. The key point is that no guarantees are offered respecting the final product. Nevertheless, the objective or intent of financial viability is still paramount and attainable.

Strategy No.4 in comparison to Strategies No.3 and No.5 is suggested to provide a set of conditions more conducive to the attainment of public and private financial viability. This, to a large extent, is directly related to the type, duration and volume of the market anticipated under Strategy No.4. Strategy No.5, as compared to Strategy No.4, may suggest a greater financial viability potential as well as economic impact potential, due to the moderate nature of upgrading investment required as well as the "high spending" nature of stop-over tourists; however, these factors only apply to the short term since trends would suggest significant changes in this market type.

From a federal perspective, both Strategies No.4 and No.5 assist in reducing the deficit on the current travel account by attracting non-Canadian markets as well as providing facilities to encourage visitation by Canadians.

Finally, with respect to the relationship to existing resource policies, Strategy No.5 - Short Stay - Broad Market Approach seems to minimize potential resource conflicts simply by virtue of the short stay geographically concentrated intent of the strategy. Strategy No.4 will possibly create concerns related to resource conflicts, however, unlike Strategy No.2, the nature of these conflicts will be known or planned and programs established to mitigate impacts.

d) Industry/Community Objectives

Earlier mention was made of the nature of the investment program required to obtain the intent described for the various strategies. In the same context, it is necessary to examine the level of entrepreneurial skills required and the suitability of the labour force to carry through on the strategy intent.

With respect to Strategy No.3, only moderate upgrading of entrepreneurial skills such as that presently ongoing in the Adult Education Program, is required. The labour force suitability is adequate since Strategy No.3 reflects more of the same type of activity.

Strategy No.4, on the other hand, would require substantial upgrading of entrepreneurial skills as well as labour force training, particularly in the areas of hospitality services, operational and management programs. In this regard, Strategy No.4 would have the greatest impact on the existing industry profile.

With regard to entrepreneurial skills, labour force suitability and impact on industry profile, Strategy No.5, and more so Strategy No.3, are more moderate versions of Strategy No.4. Implementation of Strategy No.3, however, perpetuates a variety of issues currently perceived by the community while Strategy No.5 perpetuates the most common theme evident in all community discussion to date, that is, the feeling of being "on display". In response to this issue, Strategy No.4 provides greater opportunity to educate visitors to Inuit lifestyles and traditions. Thus any impact on traditional community lifestyles is minimized. Strategy No. 5 suggests a high social impact but this is short term in duration with respect to the affect on traditional lifestyles.

In terms of spin-off benefits to the community, other than the obvious economic benefits noted earlier, both Strategies No.4 and No.5 offer opportunities for the development of infrastructure and services which the community may benefit from in the off-season, e.g., improved local access, recreational facilities etc. Perhaps more importantly, with respect to Strategy No.4, and to a large extent No. 5, an opportunity will be created for more effective community control of tourism programs, facilities and services, perhaps through the medium of a local community tourist board. None of these spin-off benefits are offered in any substantial way in Strategies No.1, No.2 or No.3.

e) Sensitivity to Future Changes and Influences

Responsiveness or sensitivity to future changes and influences is an area which obviously relies heavily on predictions and projections of perceived trends. In this regard, comments respective the five alternative community tourism strategies represent the relative degrees of responsiveness or sensitivity that may be anticipated.

Once again, with respect to Strategy No.1 - Non-Tourism Approach, the majority of criteria are not applicable. The notable exceptions are sensitivity to change in values and lifestyles and sensitivity to economic turndown.

In this regard, Strategy No.1 is contradictory to prevailing trends and future influences. A leisure ethic is replacing the work ethic and in spite of the economic situation, people are less willing to forego a vacation. Trends are towards an increasing propensity to travel (due to longer paid vacation, flex-time, job changing, etc.,) and increased awareness of other life styles in other parts of Canada and the world.

With respect to perceived shifts in market demographics, the potential market size is going to steadily increase with the biggest growth in the 45-64 year age group and 65 year plus age group. The former is typically the more affluent group while the latter is more inclined to participate in shoulder season activities. In terms of accommodation and activities, the demand of these groups will substantially change in the 1990's. Generally, there could be increased demand for higher quality accommodation and associated services. From the context of the Pangnirtung tourism study, both Strategies No.4 and No.5 are compatible with these shifts. Strategies No.2 and No.3 are not sensitive to these shifts, since for the most part they are directed to existing markets and are not envisioned to provide the level of quality services that will be demanded by future markets.

Because of the greater propensity to attract international/ USA markets, Strategies No.4 and No.5 are sensitive to changes in international exchange rates. Strategies No.2 and No.3 primarily will attract a Canadian market and will not be significantly affected by any anticipated changes in exchange rates unless, of course, the present value of the Canadian dollar reverses its position in relation to the US dollar. This is not anticipated to occur.

Travel costs to the Arctic are expensive, thus, to some degree, all strategies are sensitive to changes in disposable income. On cursory examination, however, Strategies No.4 and No.5 may be perceived as being the most sensitive. This is not necessarily the case since, particularly in Strategy No.4, the visitor will be offered, in terms of the diversity of experience and quality of facilities, better value for their money.

Strategy No.4 also offers the opportunity to respond to changes in disposable income through the ability to develop more economic tour packages. Strategy No.3 is perhaps the most sensitive to changes in disposable income since this strategy draws visitation from variable market groups and creates a situation where it would be difficult to anticipate and adjust to changes. Strategy No.5 is less sensitive to disposable income shifts primarily due to the short term stay and resultant lower tour package costs.

Strategy No.5 - Short Stay - Broad Market Approach, due to its multiple destination intent, is very sensitive to energy costs and availability. Strategy No.4 is less sensitive since activities are directed to a single destination area.

In consideration of sensitivity to competing opportunities, Strategy No.2 - Market Demand Approach, is very sensitive to competition from other jurisdictions. Strategy No.3 is also sensitive, due to the limited range of opportunities offered. Strategy No.5 accommodates the short stay and tourism market; this is a market which is anticipated to grow substantially as more and more airlines, agencies, even governments become involved in tour wholesaling activities in the future. It is also a market which is very sensitive to competing elements and generally very responsive to aggressive promotional activities. In the short term, it is a positive market for the Arctic and particularly Pangnirtung. In the long term, as the share of the market is spread across a greater number of competing tour programs, the value of this strategic approach will diminish.

Strategy No.4 - Structured - Specific Market Approach, is sensitive to competing elements but less so than other proposed strategies, due to the ability to provide a broader variety of tourism related activities in a single destination area.