



Arctic Development
Library

***Baffin Regional Tourism Project -
Community Tourism Development Plan -
Igloolik
Catalogue Number: 11-32-44***

11-32-44

BAFFIN REGIONAL TOURISM PLANNING PROJECT

COMMUNITY TOURISM DEVELOPMENT PLAN

IGLOOLIK

IGLULIK

April, 1982

PREPARED BY:
MARSHALL MACKLIN MONAGHAN LIMITED

PREPARED FOR:
DEPARTMENT OF ECONOMIC DEVELOPMENT
AND TOURISM

GOVERNMENT OF THE NORTHWEST
TERRITORIES

IK

TABLE OF CONTENTS

	<u>PAGE NO.</u>
1. INTRODUCTION	1 - 1
1.1 What is The Tourism Study?	1 - 1
1.2 Purpose of The Report	1 - 1
1.3 Other Reports	
2. MAJOR PLANNING CONSIDERATIONS	2 - 1
2.1 Several Important Factors Affecting Tourism Development In Igloolik	2 - 1
2.2 Resources of The Land and People	2 - 1
2.3 What Tourism Facilities and Capabilities Does Igloolik Already Have?	2 - 3
2.4 Community Feelings About Tourism	2 - 5
2.5 Who Should Visit Igloolik?	2 - 5
3. COMMUNITY TOURISM DEVELOPMENT PLAN	3 - 1
3.1 How Will Development in Igloolik Relate to Development in Other Communities in the Baffin Region?	3 - 1
3.2 Development Opportunities and Other Tourism Programs	3 - 2

APPENDICES

A. RESOURCE INVENTORY

A1 - Resources of The Land (including map)

A2 - Resources of The People (including map)

A3 - Activity Evaluation Matrix

A4 - Community Resources

Existing Tourism Facilities (Infrastructure)

Special Events

Special Skills

Existing Tourism Activities

B. PUBLIC INVOLVEMENT

C. DEVELOPMENT OPPORTUNITIES AND PROGRAMS

1. INTRODUCTION

1.1 What is The Tourism Study?

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

The three main purposes of the study were:

- i) To make the Baffin Region communities more aware of what tourism is as well as the associated benefits and constraints;
- ii) To find out if the community residents are interested in developing tourism; (or developing more tourism), and what type of tourism development they would like to see; and
- iii) To examine the potential tourist attractions and activities in and around each community in order to determine tourism potential.

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

1.2 Purpose of The Report

The purpose of this report is to provide a summary of findings, conclusions and recommendations resulting from the tourism study.

The summary report discusses the most important factors affecting the deveopment of a tourism industry in Igloolik. The report also outlines a tourism development plan for the community which recognizes the initial concerns of community residents as well as the areas tourism potential.

The plan is intended to provide the community residents with more detailed information on how to develop tourism to enable them to make a more knowledgeable decision about developing tourism in Igloolik.

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

The translated summary does not include the Appendix and, thus, does not contain all the information collected.

1.3 Other Reports

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

a) Appendix to the summary report.

b) Background Information Report

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

c) Planning Process Report

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

d) Regional Tourism Development Strategy

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

e) Technical Appendix

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

IK

2. MAJOR PLANNING CONSIDERATIONS

2.1 Several Important Factors Affecting Tourism Development in Igloolik

The Hamlet of Igloolik is located on the west side of Turton Bay which extends up into the middle of Igloolik Island. The community is situated approximately 60 miles north of Hall Beach and approximately 250 miles south of Nanisivik. Air access to Igloolik is via Hall Beach or Nanisivik. Both of these communities have jet connections to Montreal. Presently, only twin otters fly into Igloolik, limiting the potential numbers of visitors. However, the runway in Igloolik is capable of handling larger planes.

From a scenic standpoint, the area around Igloolik would have a hard time competing with other areas in the Baffin Region. However, the characteristically flat tundra topography of the Melville Peninsula does present several tourism related opportunities. First of all, the Igloolik area provides an interesting contrast to the more mountainous regions, with its more plentiful vegetation and wildlife. The flat terrain is also well suited to methods of travel such as dog sledding in the winter and three wheeling in the summer, both of which would have certain tourism appeal. One locational aspect which has negative implications for tourism development is the fact that Igloolik is situated on an Island. Most travel out of the community during the summer requires crossing large bodies of water and is thus, very vulnerable to inclement weather conditions.

The fact that the area around Igloolik was the cultural and geographical centre of a distinct prehistorical Inuit population, is also of major significance to the tourism potential of the area. The numerous historical/archaeological sites provide a major attraction to this somewhat bleak landscape.

Another major factor affecting the potential for tourism in the community is the severe lack of jobs in the community, especially for young people. In a community the size of Igloolik (approximately 750 people), there is a need to diversify local industries to provide adequate job opportunities for community residents. Tourism is one of the obvious areas to investigate.

2.2 Resources of the Land and People

The study identified the resources of the land (i.e. wildlife areas, interesting landforms) and resources of the people (i.e. features and sites which represent the history, lifestyle and culture of the Inuit and local white people) which would be of interest to tourists. These resources were identified with the help of the Hunters and Trappers Association, through many meetings with local residents and by taking several trips out on the land.

Certain characteristics about the resources were also determined such as:

- a) the best method of travelling to the resources;
- b) the best season for viewing and travelling to the resources;
- c) how long the trip would take; and
- d) what problems would have to be overcome.

The following subsections outline the summary conclusions of the resource inventory according to the three activity seasons. (A detailed matrix evaluation of resource opportunities is provided in Appendix A3.)

a) Frozen Water - Spring - (March - Mid June)

- From a climatic standpoint, the spring period is the most amenable for travelling on the land because of the frozen conditions and generally clear weather.

- The major resource opportunities during this season include activities such as dog sledding, wildlife viewing and ice fishing, with the best opportunities located a minimum of one days travel from the community.
 - There are numerous historical/archaeological sites within all travel time zones from the community, which present opportunity for viewing and interpretation. However, these sites are not entirely visible during the spring.
 - Activities such as cross-country skiing, snowmobiling and scenic photography are limited by the flat, relatively featureless terrain close to the community.
 - Igloolik is one of the best communities for dog sledding in the Baffin Region due to the flat terrain.
 - Ice fishing which presents a major opportunity in the spring, is best during May in the lakes such as Nalurqjarvik and through the sea ice in places such as Murray Maxwell Bay and Steensby Inlet.
- b) Open Water - Summer - (Late July - Mid October)
- The summer season has the greatest potential for tourism development in Igloolik due to more pleasant climatic conditions (i.e. temperature) and more visible attractions.
 - The major resource opportunities during the summer include viewing/interpretation of archaeological sites, wildlife viewing, three wheeling, on the Island as well as the mainland, and boating.

- Opportunities for viewing birds exist in all time travel zones. Opportunities for viewing wildlife such as caribou, walrus, and whales are most abundant in areas requiring at least a days return travel from the community.
 - Historical/archaeological sites are accessible by various modes of travel in all areas around Igloolik. The best and most preserved sites are generally located at distances requiring at least one day of travel.
 - Unpredictable weather conditions provide a major constraint to all boating activities. Because of the fact that Igloolik is on an island, and boating provides the major access to most areas of interest, weather is a major consideration for summer based tourism.
 - The best potential area for boating and hiking where there is some shelter from open seas is in the area of the Coxe Islands to the west of Igloolik Island.
- c) Frozen Water - Fall - (October - November)
- Activities during this season can be seriously constrained by surface transportation difficulties such as inadequate snow cover and unpredictability of thick ice and also the decreasing length of daylight.
 - The unpredictability of travel conditions led to a moderate rating at best, for the activities like viewing archaeological sites which require long distance travel out of the community.
 - When weather and travel conditions permit, the major opportunities during this season include wildlife viewing, viewing/interpreting archaeological sites, and dog sledding.

IK

2.3 What Tourism Facilities and Capabilities Does Igloolik Already Have?

The inventory and analysis of the existing tourism facilities (infrastructure), special events, special skills, and existing tourist programs are presented in detail in Appendix A4. The following subsections provide a summary of the major implications of these resources with regard to future tourism development in the community.

2.3.1 - Existing Tourism Facilities (Infrastructure)

- There is an immediate need for upgrading the existing hotel facility as it does not meet health and safety standards as set by the GNWT. The building is at times quite uncomfortable due to draftiness.
- With the implementation of a tourism industry in Igloolik, there will be a need to upgrade and co-ordinate certain facilities such as the Inumarit Museum, the Coffee Shop, and the Co-op handicraft sales area.
- In a community the size of Igloolik, there is a need for some kind of central community association which can direct and monitor the development of tourism in the community.
- At the present time, Igloolik has no real tourism industry but the community does have some of the major facilities necessary to begin to develop a tourism industry. These facilities include the hotel, Co-op store, Bay store, community hall and museum.

2.3.2 - Special Events

The existing schedule of special events provide opportunity for incorporation into tour packages as major attractions, particularly the Easter games.

2.3.3 - Special Skills

- Although there are individuals in the community who have the basic skills required to work with tourists, there are very few people in the community who have actually worked with tourists.

2.3.4 - Existing Tourism Programs

- The community has had very little exposure to tourism in past years and at the present time, there are no tourism package programs involving Igloolik. Thus, there is a general lack of awareness about tourism and its implications.

2.4 Community Feelings About Tourism

The intent of the tourism study is to develop a plan that reflects the potential of the resources in Igloolik to attract tourists as well as to reflect community concerns about tourism and the future development of tourism.

Thus, it was important to hear community views, including both the good and bad aspects as well as ideas for future development. This was accomplished by holding numerous meetings with the major community groups as well as through discussions with many of the individuals in the community. A summary of the community involvement process that was used is provided in Appendix B.

The following is a short summary emphasizing the major points brought out in the various group and individuals meetings with examples of actual comments.

There was a tremendous response and interest expressed in our various group and radio discussions about tourism in the Baffin Region and the potential for tourism in Igloolik.

In general, the response during our phone-in radio shows and various meetings was very much in favour of tourism with very few people expressing negative concerns about tourism in Igloolik. Most of the negative comments expressed concern that the community requires more time to discuss tourism before decisions are made as to whether the community would like to develop a tourism industry. The following are typical of the comments we received.

"We are in support of tourism because of the potential creation of more jobs".

"Many times the people of Igloolik have been in favour of something but when it comes they are not ready. I feel there should be more open discussions before decisions are made".

When we first came to the community several people expressed the concern that they were afraid that tourism had already been planned for the community before consulting the community and that the study had already been completed. The following comment illustrates this concern:

"Has the study already been completed?" Many times in the past government people have come to tell the community about studies after they are finished and the community cannot make their own decisions.

Another important concern was the fact that since the community has not had a lot of experience with tourists, they are not yet fully aware of all the benefits and constraints involved in tourism.

"There have not been a lot of tourists in Igloolik and because of this, the community residents do not have a lot of concerns to express".

Several important concerns were expressed as to how tourism should be developed if the community decides to develop a tourism industry. The following are typical of the comments received:

IK

"We will be in a position to decide on how to run tourism after we find out if the community is in favour of tourism".

"The Co-op should not control everything involved with tourism".

"Tourists must abide by community regulations" (i.e. liquor laws and no hunting on Sundays).

In summary, it appears that most of the residents in Igloolik are in favour of tourism, however, as of yet, there has been no formal community consensus on whether to develop a tourism industry. The above points illustrate only a few of the major concerns but it should be realized that all concerns expressed to us were taken into consideration when developing this tourism plan.

IK

2.5 Who Should Visit Igloolik?

The tourist attractions (resources of the land and people) in and around Igloolik are appealing to certain specific types of people. The following points indicate the types of people who would be most interested in visiting Igloolik and who should be encouraged to visit.

- With the implementation of the Igloolik Tourism Plan the type of people who should be encouraged to visit the community are individuals and groups interested in activities such as birdwatching, Inuit history interpretation and education, scenic and wildlife photography, and northern cultural activities such as dog sledding and spring camp fishing.
- In order to provide greater community control and to create more viable tour programs, group tours should be encouraged rather than individual travel.
- Certain specialty groups that might be interested in visiting the community in the future might include: naturalist/wildlife groups, Audubon groups and historical interest groups.

3. COMMUNITY TOURISM DEVELOPMENT PLAN

3.1 How Will Development in the Community Relate to Development in Other Communities in the Baffin Region?

The community of Igloolik has been designated as having the potential to function as a Destination Community. A Destination Community is a community where the attractions are interesting enough, and planned and developed to the point where tourists would be attracted to spend an extended length of time in the community (i.e. 4 - 7 days or longer). A Destination Community would offer many relatively high quality services, facilities, attractions and programs for the tourist.

It is felt that the major theme for developing tourism opportunities in and around Igloolik should reflect the areas rich archaeological history. A secondary theme could be developed based on the relatively rich wildlife resource including the bird watching component as well as land and marine mammals.

The resource opportunities associated with these themes are felt to be attractive enough to develop long term tour packages. These packages could be developed in conjunction with short term stays in other communities such as Hall Beach and longer term stays in communities such as Arctic Bay.

3.2 Development Opportunities and Other Tourist Programs

3.2.1 - What Form Should Tourism Development Take in Igloolik?

Igloolik and the surrounding area contains a wide variety of archaeological as well as natural sites and features which tourists would enjoy visiting. The following points suggest what general types of developments and programs should occur in Igloolik to attract the tourists and provide economic benefits to the community.

- As the community of Igloolik has not had a great deal of experience with tourists in the past, it is felt that tourism development should occur relatively slowly at first. The first year or two of development should attempt to minimize major infrastructural developments to minimize long term risks. Major infrastructural development would be developed in later years contingent on tourism industry success (i.e. visitation) and the more experienced concerns of the community after their initial exposure to organized tourism.
- Develop tourist package programs reflecting the historical/archaeological and wildlife themes and combinations of the two themes. This would require the development of an a variety of single day excursions and attractions as well as extended stay (several days) excursions out on the land and activities in the community itself. The excursion options should provide enough flexibility to accommodate bad weather delays particularly during the open water season.
- Upgrade and co-ordinate existing tourism facilities such as the Tujurmivik Hotel, the museum, the coffee shop and the Co-op handicraft sales area.
- Provide some kind of forum such as a tourism committee to provide for community control and input into the future development of tourism.

3.2.2 - Recommendations for Tourism Development in Igloolik

The programs and their associated components described in the following chart respond to the opportunities presented by the resources of the Igloolik area. They also take into account the attitudes and concerns of local residents, the needs of tourists who would be interested in coming to Igloolik, and the position Igloolik plays in the overall Baffin Region Tourism Industry.

IK

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

How to Read the Chart

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

a) How Important is This Program?

Priority

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

Time to Implement

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

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

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

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

c) Approximate Cost

This column indicates the cost of carrying out the recommended program. It includes only initial capital costs. It does not include operating costs.

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

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

d) Jobs Created

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

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

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

Program Recommendations - Priority and Phasing - IGLOOKIK

Recommended Program and Components	How important is this program		Who should be responsible for carrying out this program				Approximate Cost (1982 DOLLARS)	Jobs Created	Why is this program being recommended and why does it have this priority level
	Priority	Time to Implement	Planning	Construction	Delivery	Other			
<u>COMMUNITY TOURISM BOARD</u> 1. Elect Board responsible to Council.	1	1 Year	5		4			Volunteer	A large community, such as Igloolik, which has not experienced tourism requires some form of representative body to provide direction, and to manage and monitor proposed tourism development.
<u>COMMUNITY HOST PROGRAM</u> 1. Initiate a host training program.	1	2 Years	1		4			1 Seasonal	This program responds to the desires of the community to implement controlled group tourism in the community. There is a need for an escort to host tour groups in the community.
* <u>VISITOR ACCOMMODATION/SERVICES</u> 1. Initial development/upgrading of 7-10 room accommodation establishment. 2. Initiate a training program in hospitality services and hotel management and administration. 3. Develop long term plans for future expansion or construction of a full service hotel if the hotel was only upgraded during the initial phase.	1	2 Years	3	3	3		\$500,000.- \$675,000. (Includes planning, construction and furniture for a new hotel)	1 Full-time 3 Part-time (1 Year: Construction) 1 Manager 2 Cooks 1 Maid	The existing hotel facility in Igloolik does not meet modern health, safety and comfort standards and requires either replacement or immediate upgrading and expansion.
<u>INUMARIT MUSEUM</u> 1. Undertake a feasibility study to determine the feasibility of renovating the existing building or relocating the displays. 2. Undertake preliminary restoration work to stabilize displays.	1	1 Year	1		3		\$30,000.- \$40,000.	Consultant	The valuable displays in the Inumarit Museum are rapidly deteriorating because of the unsuitable storage conditions in addition to the fact that there is no maintenance program. There is an urgent need to either renovate the existing building or relocate the displays to prevent further deterioration.
	1	1 Year	1		2		Dependent on feasibility study.	2 Seasonal (1 Year)	

KEY TO WHO SHOULD BE RESPONSIBLE FOR CARRYING OUT THIS PROGRAM. 1) Econ. Dev. & Tourism, 2) Co-op, 3) Private Sector, 4) Community Tourist Board, 5) Hamlet Council.

Program Recommendations - Priority and Phasing - IGL00L1K

Recommended Program and Components	How important is this program		Who should be responsible for carrying out this program				Approximate Cost (1982 DOLLARS)	Jobs Created	Why is this program being recommended and why does it have this priority level	
	Priority	Time to Implement	Planning	Construction	Delivery	Other				
<u>INUMARIT MUSEUM (Continued)</u>										
3. Implement recommendations of the feasibility study.	II	2 Years	2		2		\$80,000.-\$100,000. for new building.	2 Seasonal	<p>The only outfitter in the community has not had any experience to this point and thus requires direction and training.</p> <p>There may be a need or desire in the community for further outfitters to provide the service requirements of all of the development opportunities proposed in this development plan.</p>	
4. Develop an upgrading and operational program.	II	Long Term	2		2		\$6,000.-\$8,000. (3 months wages)			
5. Museum training for operational staff.	II	2 Years	1		1					
<u>*OUTFITTING SERVICES</u>										
1. Establish/coordinate outfitting organization(s) to be responsible for providing full outfitting services for proposed tourism programs.	I		1		3			See Individual Programs		
2. Standardize prices for hiring guides and their equipment.	I		3 & 1		3					
3. Develop an outfitting supply inventory including; - camping gear - clothing.	II	5 Years	3 & 1		3		\$10,000. (first year)			
4. Initiate training programs for guides - small business management - safety and tourism awareness - historical/archaeological interpretation	II	2 Years	1		1					
<u>COMMUNITY IMPROVEMENT PROGRAM</u>										
1. Initiate a general community clean-up program.	II	Ongoing	4		4		\$4,000.-\$5,000. (first year)	2 - Part-time		<p>The intent of this program is to encourage annual community clean-ups to provide a more suitable environment for visitors and to avoid certain cross-cultural problems.</p>
2. Enact community by-laws or guidelines to encourage the continual improvement of the community.	II	Ongoing	5		5					

Program Recommendations - Priority and Phasing - IGLLOOLIK

Recommended Program and Components	How important is this program		Who should be responsible for carrying out this program				Approximate Cost (1982 DOLLARS)	Jobs Created	Why is this program being recommended and why does it have this priority level
	Priority	Time to Implement	Planning	Construction	Delivery	Other			
<u>BOAT TOURS</u>									
1. Field check the historical/archaeological sites to be included in the boat tours.	II	1 Year			1 & 3		\$2,000. (includes planning & field checking)	1 Seasonal Guide (1 Year)	The major tourism development opportunities in Igloolik are related to the abundant historical/archaeological resources. These sites are most visible during the summer months and most are accessible only by boat. This program, then, is a major part of the tourism development program over the planning horizon of 5 years.
2. Develop several fixed price and flexible short day boat tours - such as; around Igloolik Island, to Avvajaq and the Coxe Islands.	II		1		3		\$15,000.-\$30,000 (includes construction of shore facilities)	2-3 Seasonal	
3. Develop several fixed price long stay boat tours - such as; a trip to Avvajaq, Qairsut, fishing at Murray Maxwell Bay, to Uglit and ending in Hall Beach.	III		1		3		\$20,000.-\$40,000 (includes construction of overnight camp)	4-5 Seasonal	
4. Restore the longliner to working condition.	III	1 Year	2		2		\$10,000.-\$15,000 (Co-op estimate)	2 Seasonal (1 Year)	
5. Initiate training programs; - safety - tourism awareness - historical/archaeological interpretation.	PART OF OUTFITTING SERVICE PROGRAM.								
<u>SNOWMOBILE/DOG TEAM TRIPS</u>									
1. Develop several short and extended stay snowmobile and dog team trips to destinations like; - Steensby Inlet - Mogg Bay - Uglit	II		1		3		Utilize the facilities developed for the boat tours.	3-4 Seasonal	The relatively flat topography in the Igloolik area is ideally suited to snowmobiling and dog sledding in the spring. With numerous active dog teams in the community, dog team (or snowmobile) trips during the spring provide an ideal way to extend the tourist season without expensive infrastructure developments.
2. Field check major destinations and points of interest.	II						\$2,000. (includes planning and field checking)		
3. Training programs for guides.	PART OF OUTFITTING SERVICE PROGRAM.								

Program Recommendations - Priority and Phasing - IGL00LIK

Recommended Program and Components	How important is this program		Who should be responsible for carrying out this program				Approximate Cost (1982 DOLLARS)	Jobs Created	Why is this program being recommended and why does it have this priority level	
	Priority	Time to Implement	Planning	Construction	Delivery	Other				
<p><u>*THREE WHEELER RENTALS AND ISLAND TRAILS</u></p> <ol style="list-style-type: none"> Purchase three wheeled vehicles for rent (5 or 6 the first year). Build or rent a building for storage/maintenance Develop self-guiding trails to points of interest; i.e., - Igloodik Point - Thule Houses - Old graves. (Stabilize historical/archaeological sites) Produce an interpretive brochure/map. Training for the operator; i.e., - Small business management - Tourism awareness - Safety <p><u>TOURIST INFORMATION PROGRAM</u></p> <ol style="list-style-type: none"> Produce a coordinated tourist program package including; <ul style="list-style-type: none"> brochures area map. Formulate program logistics. Provide liaison with tour operators. 	III	1 Year	1	3	3		\$15,000-\$20,000.	1 Seasonal	Minimal infrastructure development provides the opportunity to develop activities geared to several different markets.	
	III			3	3			Assume rental or use of existing building. \$5,000. (includes planning and construction)	2 Seasonal (1 Year)	Provides a program which can be implemented without creating or relying on a large influx of tourists coming into the community.
	IV	1 Year	1			4		\$4,000. -\$5,000.		
	PART OF OUTFITTER SERVICES PROGRAM.							\$15,000. In wages.	1 Full-time	This program, which would be contingent on the level of tourism development in the community, would be required to coordinate and advertise programs. The community tourist board would have the responsibility to administer this program.
	IV		1			4		\$5,000. -\$10,000.		
	IV		4		4					
	IV		4		4					

Program Recommendations - Priority and Phasing - IGL00LIK

Recommended Program and Components	How important is this program		Who should be responsible for carrying out this program				Approximate Cost (1982 DOLLARS)	Jobs Created	Why is this program being recommended and why does it have this priority level
	Priority	Time to Implement	Planning	Construction	Delivery	Other			
<u>TOURIST INFORMATION PROGRAM (Continued)</u> 4. Initiate promotional tour packages. 5. Produce locally photographed post cards and slide sets and other promotional items.	IV		1 & 4		4		\$4,000 - \$6,000./year.		
	V		1 & 4		4		\$2,000. - \$3,000.		

APPENDICES

IGLOOLIK

APPENDIX A

RESOURCE INVENTORY

IGLOOLIK

APPENDIX A1

RESOURCES OF THE LAND

IGLOOLIK

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

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY* (One-Way)</u>	<u>BEST TIME FOR VISITING RESOURCE (Season, Month)</u>	<u>OTHER COMMENTS</u>
1.	Caribou hunting area	Skidoo	2 hours	April-June	
2.	Polar bear are found throughout the Foke Basin area - the annual quota for Igloodik is 18			Year round	
3.	Bearded seal can often be seen in Gifford Fiord	Boat	3-4 hours	August-September	
4.	Caribou hunting area	Skidoo	2 hours	March-April	
5.	Along the north end of Murray Maxwell Bay as well as, along most of the Baffin Coast there is good ice fishing through the sea ice	Skidoo	2-5 hours	May-June	
6.	The Steensby Inlet area provides good ice fishing	Skidoo	1 day	May-June	
7.	The head of Steensby Inlet is one of the best areas for caribou hunting	Skidoo	1 day	March-June	
8.	The area bordering Steensby Inlet is quite mountainous and very scenic	Boat	1 day	August-September	
9.	The small lake near Itilliq is good for char fishing	Skidoo	2-3 hours	May-June	

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

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY*</u> (One-Way)	<u>BEST TIME FOR VISITING RESOURCE</u> (Season, Month)	<u>OTHER COMMENTS</u>
10.	The Fury and Heila Strait is noted for its extremely strong current - portions of the Strait never freeze	Boat	2 hours	August-September	
11.	Many of the small lakes in this area are good for char, and some lake trout fishing	Boat	2 hours	August-September	
12.	Scenic river valley (Sanirqisi) - several waterfalls	Skidoo	2 hours	May	
13.	Scenic area - very hilly	Skidoo	2-3 hours	May	
14.	During the spring caribou can be found in the Coxe Islands	Skidoo	1-2 hours	April-May	
15.	Old beach line that has formed a cliff	Skidoo	1-2 hours	May	
16.	Tern and eider duck nesting area	Boat	1½ hours	August	
17.	The Coxe Islands are quite scenic and hilly - mountain sorrel is quite common in this area	Boat	1½ hours	August	
18.	Seagull nesting on the cliffs	Boat	1 hour	August	
19.	This low flat island has a large summer population of blue geese, Canada geese and other birds	Boat	1½ hours	August	

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

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY* (One-Way)</u>	<u>BEST TIME FOR VISITING RESOURCE (Season, Month)</u>	<u>OTHER COMMENTS</u>
20.	Some limited char fishing in this lake	Skidoo	1½ hours	May-June	
21.	The landscape begins to get quite hilly west here - very scenic	Skidoo	3-4 hours	May	
22.	Geese (snow and other) are found around these lakes	Boat	2½-3 hours	August	
23.	Char fishing lake - used extensively by locals - some lake trout as well	Boat	3-4 hours	August	Some of the local hunters don't want tourists fishing here
24.	Very deep lake	Boat & Hiking	4-5 hours	August	
25.	Char fishing lake - used extensively by locals - some lake trout as well	Boat	2-3 hours	August	Some of the local hunters don't want tourists fishing here
26.	Seals are common in these waters year round - ring and bearded seals - around the island in summer	Boat & Skidoo	Variable		
27.	Walrus are common in the Foxe Basin year round - in the summer they come fairly close to Igloodik Island	Boat, Skidoo	Variable		

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

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY*</u> (One-Way)	<u>BEST TIME FOR VISITING RESOURCE</u> (Season, Month)	<u>OTHER COMMENTS</u>
28.	Beluga whales are commonly found in these waters in the spring and summer - impossible to predict where they will be each year	Boat	Variable	July-August	
29.	Narwhal are also seen around Igloodlik Island during the summer particularly in Quilliam and Richards Bays				
30.	Polar bear are very common around Rowley Island particularly during the spring and summer when the ice from the Straits gathers along the coast	Boat Charter Plane	1 day	August	- dangerous waters to cross
31.	Good char fishing lakes near the abandoned DEW line site	Boat Charter Plane	1 day	August	- dangerous waters to cross
32.	Bad currents create a hazard for boat travel in this section of Foster Bay	Boat	1½-2 hours	August	
33.	Nesting areas for terns and guillemots on the Ooglit Islands	Boat	1½-2 hours	August	
34.	Walrus have historically used these islands for hauling out in the fall. They also move in close to the mainland during the fall	Boat	1½-2 hours	September	

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

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY* (One-Way)</u>	<u>BEST TIME FOR VISITING RESOURCE (Season, Month)</u>	<u>OTHER COMMENTS</u>
35.	Walrus normally winter in this area where there is open water	Skidoo	2-3 hours	March-May	

* All times are for one-way trips.

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

APPENDIX A2

RESOURCES OF THE PEOPLE.

IGLOOLIK

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

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY*</u> (One-Way)	<u>BEST TIME FOR VISITING RESOURCE</u> (Season, Month)	<u>OTHER COMMENTS</u>
1.	Spring camping occurs all along this peninsula - some locals set up spring camps as far away as Steensby Inlet	Skidoo	2-3 hours 1 day for Steensby Inlet	April-May	
2.	Thule site - old sod/whale bone houses from a Thule community	Boat	2-4 hours	August	
3.	Old Roman Catholic mission c. 1800's Thule site - numerous sod/whale bone houses	Boat	1 hour	August	
4.	Bunch of old bones from an old campsite	Walking	½ hour	August	
5.	Thule site - 2 sod/whale bone houses	Walking Three Wheeler	2 hours 20. min.	August	
6.	Grave - skull and kneebone of Alexander Elder a Greenland mate on the skip Fury or Heila (April 15, 1863)	Boat	5 mins.	August	
7.	Thule site - several sod/whale bone houses	Boat Three Wheeler	10 min. 2 hours	August	
8.	Cabin which is still used by locals travelling to Hall Beach	Boat Skidoo	1½-2 hours 1-2 hours	August May-June	
9.	Thule site - several sod/whale bone houses	Boat	1½-2 hours	August	

APPENDIX A2

RESOURCES OF THE PEOPLE

(Historic Sites, Fish Camps, Outpost Camps, Etc.)

<u>MAP NO.</u>	<u>RESOURCE DESCRIPTION</u>	<u>BEST MODE OF ACCESS</u>	<u>TRAVEL TIME FROM COMMUNITY* (One-Way)</u>	<u>BEST TIME FOR VISITING RESOURCE (Season, Month)</u>	<u>OTHER COMMENTS</u>
10.	Thule site - whale series of sod/whale bone houses - well preserved - also an old whalers building with the wall still standing - Inuit used to leave their dogs to summer on this island	Boat	1½-2 hours	August	
11.	Cabin which is still used by local hunters Outside the map boundaries Roman Catholic Mission (abandoned) - located 30 miles north of the Longstaff Bluff DEW line site on the west coast of Baffin Island - stone buildings and a wind generator - very scenic area - built by Father Fourne from Igloolik c 1950's	Skidoo	2-3 hours	May	
		Charter Plane			

APPENDIX A3

ACTIVITY EVALUATION MATRIX

IGLGOLIK

Figure A3 entitled "Activity Evaluation Summary" provide a matrix analysis of the general opportunity levels for development of tourism resources and the relevent constraints. Due to the fact that Arctic tourism is generally outdoor oriented and outdoor activity is so heavily dependent and constrained by climate, the resource opportunities were analyzed on the basis of seasons. Initially, resource opportunities were considered in terms of the five Arctic seasons: winter, spring, break-up/freezing, summer and fall. These five seasons were first examined as to their potential for surface transportation and consequently outdoor activity.

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

The Arctic winter offers good potential for transportation over frozen water and snow covered ground. However, extremely cold weather and darkness greatly restricts outdoor activity. Again, as with the freeze-up/break-up seasons, there are a few activities possible but these would be predominantly indoor community activities and as such the winter season was not analyzed in chart form.

Thus, for the community of Igloolik, the following three potential tourist seasons were examined in detail:

i) Open Water - Summer:

Late July to mid-October when water travel potential is high and land travel potential is generally high with minor limitations.

ii) Frozen Water - Spring:

March to mid-June when land and frozen water travel conditions are ideal.

iii) Frozen Water - Fall:

October to November when land and frozen water conditions are quite good for travel.

Figure A3 analyzes the various resource activity opportunities according to the four normal travel modes including (ie. walking, hiking, skiing, etc.), motorized land (ie. snowmobile, three wheeler, etc.), water (ie. motorboats), and air. These were further subdivided according to return travel times. The specific resource activity opportunities were evaluated on the basis of the following criteria:

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

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

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

A further function of the 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 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 the Baffin Region. During the development concept phase, these activities will be modified/expanded and developed.

APPENDIX A4

COMMUNITY RESOURCES

IGLOOLIK

APPENDIX A4

COMMUNITY RESOURCES

RESOURCE	CHARACTERISTICS (Description, access, condition, operating season, use, costs, quality, etc.)	OTHER COMMENTS
<u>TOURIST INFRASTRUCTURE</u>		
Tujurmivik Hotel	<ul style="list-style-type: none"> o Owner - Mark Evaluardjuk - local MLA <ul style="list-style-type: none"> - member of Co-op Board o two separate buildings can accommodate 17 people o main building <ul style="list-style-type: none"> - 1 room with 4 beds - 1 room with 3 beds - 1 room with single bed - 1 washroom - honey bucket and shower - kitchen - dining area - furnace - phone o overflow building <ul style="list-style-type: none"> - heated all year - capacity for 8 people - 2 washrooms - 1 bathtub <ul style="list-style-type: none"> - 2 honey buckets o meals are provided; very good food <ul style="list-style-type: none"> - 1 cook for breakfast and lunch - 2 cooks for dinner 	<ul style="list-style-type: none"> o facility is run down

COMMUNITY RESOURCES

RESOURCE	CHARACTERISTICS (Description, access, condition, operating season, use, costs, quality, etc.)	OTHER COMMENTS
Igloolik Co-operative Ltd.	<ul style="list-style-type: none"> <li data-bbox="1257 485 1993 546">o food for the hotel is purchased at discount retail prices from the Co-op and Bay <li data-bbox="1257 583 1673 764">o prices <ul style="list-style-type: none"> <li data-bbox="1306 612 1610 637">- accommodation \$48 <li data-bbox="1306 645 1610 670">- breakfast \$ 6 <li data-bbox="1306 678 1610 703">- lunch \$ 8 <li data-bbox="1306 712 1610 764">- supper \$18 \$80/day <li data-bbox="1257 802 2058 926">o buildings were purchased from the Government in 1972 for \$6 000; building has not been kept up and is now quite drafty and antiquated with regard to safety and health standards <li data-bbox="1257 963 2026 1087">o owner is presently paying off a \$5 000 loan; he is interested in upgrading or building a new facility when his position as MLA expires sometime in 1983 <li data-bbox="1257 1123 1985 1214">o a feasibility study done by a Toronto firm concluded that upgrading would be more expensive than building a new hotel <li data-bbox="1257 1278 1713 1303">o Manager - Lloyd Ellsworth <li data-bbox="1257 1339 2026 1430">o retail outlet for groceries, dry goods, hunting supplies, hardware, patent medicines, and appliances 	<ul style="list-style-type: none"> <li data-bbox="2221 1116 2707 1240">o the past A.E.D.O. indicated that he feels upgrading would be feasible as a temporary measure if done quickly

COMMUNITY RESOURCES

RESOURCE	CHARACTERISTICS (Description, access, condition, operating season, use, costs, quality, etc.)	OTHER COMMENTS
	<ul style="list-style-type: none"> o local market for carvings, furs, handicrafts, and native food o a carving display room is located in another building; poor setup with regard to potential for theft o operating hours: 9:00 a.m. - 12:00 a.m. & 1:00 p.m. - 5:30 p.m. Monday through Friday 8:00 p.m. - 10:00 p.m. Friday 1:00 p.m. - 5:30 p.m. Saturday o contracts <ul style="list-style-type: none"> - fuel oil and gasoline handling - first air agency - provide free taxi service - delivery of freight and mail - local construction - hoping to have some involvement in proposed Borealis mine. o operate a garage (April - October) - repair and maintain Coop vehicles - no qualified mechanics to secure other mechanical work o own a long liner which at present is not being used; would be interested in using it for tourist trips, needs approximately \$10 000 in repairs 	

COMMUNITY RESOURCES

RESOURCE	CHARACTERISTICS (Description, access, condition, operating season, use, costs, quality, etc.)	OTHER COMMENTS
Coop Coffee Shop	<ul style="list-style-type: none"> o sit down coffee shop selling fast foods and some staples o separate room for pool tables and pinball machines o public pay phone o plans to upgrade the shop this summer; will be building an addition to allow separate areas for eating and kids buying candy o operating hours: 10:00 a.m. - 11:00 p.m. Monday - Saturday Open 1 hour on Sunday 	
Simon Iyyaraq Enterprises	<ul style="list-style-type: none"> o retail outlet for food staples and some clothing o buys at a slight discount from the Bay and Coop and sells at competitive prices o gets a deal on Yamaha parts from the dealer in Hall Beach o opens at odd hours to the Bay and Coop 	
Hudsons Bay Store	<ul style="list-style-type: none"> o retail outlet for food, clothing hardware, certain drug store items, and hunting supplies o local market for furs and carvings o operating hours: 9:30 a.m. - 12:00 a.m. and 1:00 p.m. - 5:30 p.m. Monday through Friday. 	

COMMUNITY RESOURCES

RESOURCE	CHARACTERISTICS (Description, access, condition, operating season, use, costs, quality, etc.)	OTHER COMMENTS
Inumarit Museum	<ul style="list-style-type: none"> o igloo shaped stone building that has been plastered over o severe problems with this building: <ul style="list-style-type: none"> - no circulation/ventilation resulting in high humidity - several windows are open or broken resulting in snow drifting inside on some of the displays o presently owned by the Coop; never any formal (written) transfer to the Coop o building was originally built by Father Fournne who built the stone church o displays include: <ul style="list-style-type: none"> - numerous carvings - dummies in traditional skin dress - stuffed muskox - kayak - numerous other displays o there is talk of moving the displays into the courtyard of the school 	
Community Hall	<ul style="list-style-type: none"> o large quonset type building o stage for bands; 1 dance/week o movie set up (snack bar); movies 4 times/week 	

COMMUNITY RESOURCES

RESOURCE	CHARACTERISTICS (Description, access, condition, operating season, use, costs, quality, etc.)	OTHER COMMENTS
D.I.A.N.D. Research Centre	<ul style="list-style-type: none"> o above ground swimming pool 20' x 40' - used in summer o skating rink 40' x 60' - didn't have one this year o scientist in charge - Andy Rhode - assistant - George Qulant o steel and fibre glass building with the following facilities: <ul style="list-style-type: none"> - library; northern books, reports, research, documents, magazines - 2 large working labs - dark room - chemical lab - work shop - kitchen - showers - offices - meterological lab o also own/operate: 3 bunkhouses accommodating 8-10 person each <ul style="list-style-type: none"> - also a cookhouse which can also accommodate 2 persons o used mostly by University students for geological, meterological and botanical studies o also own/operate an Outpost Lab at an old DEW line station at Sarcpa Lake. (only during the summer) 	<ul style="list-style-type: none"> o will to provide organized tours of the building

COMMUNITY RESOURCES

RESOURCE	CHARACTERISTICS (Description, access, condition, operating season, use, costs, quality, etc.)	OTHER COMMENTS
Nernarq Outfitting	<ul style="list-style-type: none"> o run by Lucien Uckalaniuk who is the only outfitter in Igloolik, (he is also on the B.R.I.A. board) o as advertised in Explorers Guide '82 they offer <ul style="list-style-type: none"> - overnight and day trips at \$140/day/person - view seal, caribou, polar bears, seal pups, walrus - fish for Arctic char - visit historic campsite - travel by canoe, dogteam or snowmobile o operates April - mid-September o has no equipment other than 2 sleeping bags; intends on hiring other people in town to do the guiding 	
Community Radio	<ul style="list-style-type: none"> o morning, noon, afternoon and evening shows o large audience; phone in shows are very popular 	
Community Movies	<ul style="list-style-type: none"> o french school films which were filmed in Igloolik several years ago; 4 reels each ½ hour <ul style="list-style-type: none"> - only 1 copy in Igloolik which belongs to the school - CBC has one copy 	<ul style="list-style-type: none"> o quite a good movie on the past and present Igloolik Inuit.

COMMUNITY RESOURCES

RESOURCE	CHARACTERISTICS (Description, access, condition, operating season, use, costs, quality, etc.)	OTHER COMMENTS
Bradley/First Air	<ul style="list-style-type: none"> o twin otters based in Hall Beach o flights from Hall Beach on Saturdays and Wednesdays corresponding with jet schedule from Frobisher o flight on Monday which goes to/comes from Hall Beach as well as Nanisivik and Pond Inlet 	
Liquor Control	<ul style="list-style-type: none"> o community control; require prior approval by community alcohol committee 	<ul style="list-style-type: none"> o Alcohol committee does not normally meet in the summer
Air Terminal	<ul style="list-style-type: none"> o standard building design o washrooms o community bulletin board 	
Churches	<ul style="list-style-type: none"> o Anglican Church and Roman Catholic mission 	
Dog Teams	<ul style="list-style-type: none"> o there are presently 7 or 8 working teams in Igloolik o some of the best conditioned and trained teams in the Baffin Region 	
Special Events	<ul style="list-style-type: none"> o Christmas - games for 1 week (indoors) 	

COMMUNITY RESOURCES

RESOURCE	CHARACTERISTICS (Description, access, condition, operating season, use, costs, quality, etc.)	OTHER COMMENTS
Special Skills	<ul style="list-style-type: none"> o Easter - games on the ice for 1 week after Easter Sunday - igloo building contests - dogsled racing etc. o Hamlet Days - April 1st - outdoor games o there are several locals who are being trained as archaeologists during the summer o school has a full time cultural instructor o one individual has some training in Museum work o there are people in the community who can throat sing and drum dance: this type of activity was frowned on by the Anglican Church for a long time. o numerous good carvers o Ladies sewing group o several good photographers in the community 	
Existing Tourist Programs	<ul style="list-style-type: none"> o none o very little exposure to tourists in the past 	

APPENDIX B

PUBLIC INVOLVEMENT

IGLOOLIK

APPENDIX B

PUBLIC INVOLVEMENT

A major intent of the study was to provide an educational process for the community whereby the project could help to create a greater awareness of tourism and its implications. The ultimate intent of the study is to develop a tourism plan that reflects the community's views and concerns, as well as the realities of the potential tourism resource base. It is intended that the plan be within the potential of the community to implement. Thus, the community involvement process played a major role in the overall project approach.

The community involvement process in Igloolik was accomplished through several modes of communication. The following provides a point form summary of this summary of this process.

- o The Baffin Regional Tourism slide shows were shown in December at a community meeting, by the Area Economic Development Officer (AEDO).
- o Prior to the planners arrival in the community a picture with an interpreted paragraph explaining the purpose of the planner's forthcoming visit was sent to the community and posted in the Co-op store.
- o On arriving in the community a newsletter was distributed explaining the study and describing what the planner hoped to achieve in the community, and how the community would be able to participate.
- o Throughout the 10 day stay in the community the planner held meetings with the major community groups and made presentations to other interested groups.
- o The planner and the AEDO held two phone-in radio shows; one at the beginning of the first week and the second just before leaving the community.

- o A public meeting was held in the Hamlet boardroom to show the slide show describing the concept of tourism.
- o Drop in sessions were publicized and held each afternoon in the Government offices.

The following provides a list of the major contacts (individuals and groups), in the community of Igloolik.

Individuals contacted included:

Mark Evaluardjuk	-	Manager/owner of Tujurmivik Hotel
	-	Foxe Basin M.L.A.
	-	Co-op Board member
Maurice Arnatsiaq	-	Mayor
Ike Hauli	-	Field Services Officer
Leah Otak	-	Social Services Officer
Loyd Ellsworth	-	Co-op Manager
Ian Rose	-	School Principal
John Ululiyamat	-	local hunter
Bryan Robinson	-	teacher
Georgia	-	transient centre cook and author
Hugh Loyd	-	Adult Educator
Emille Imaraitoq	-	Adult Educator trainee
Bernadette Imaraitoq	-	translator
Joanese Sarpinak	-	Hamlet Secretary Manager
Hipalok Imaraitoq	-	Hamlet Foreman
Joe Atagutalak	-	Inuit Broadcasting Corp employee
	-	most recent head of Inumarit Society (now defunct)
Don Vincent	-	Wildlife Officer
Josiah Kadlutsiak	-	Wildlife Officer Assistant
Alex Arnaitok	-	Bay Manager
Paul Hauli	-	Council member
George Qulaut	-	Research Centre Manager
Andy Rhode	-	Scientist in Charge of Research Centre

Lucien Uckalaneak - Outfitter
- Co-op Board member
- B.R.I.A. Board member
Ammie Kipsigak - local carver and photographer
George Inman - R.C.M.P. Constable
Monica ?? - Education Society Asst. Chairman

Groups contacted included:

Hamlet Council
Hunters and Trappers Association
Co-op Board
Adult Education Class
Grade 9 Class
Anglican Womens Sewing Group
Group of the Community Elders

APPENDIX C

DEVELOPMENT OPPORTUNITIES AND PROGRAMS

IGLOOLIK

APPENDIX C

DEVELOPMENT OPPORTUNITIES AND PROGRAMS

The following section details a series of development opportunities and programs to implement the Igloolik Tourism Development Plan. The individual programs are grouped under four program headings:

1. Attractions/Tours/Events
2. Hospitality/Information
3. Infrastructure
4. Industry Organization

The individual programs are described with respect to:

1. Project Name
2. Season of Use
3. Project Description
4. Project Components
5. Additional Comments

RECOMMENDED PROGRAM

TYPE OF DEVELOPMENT: Industry Organization SHEET NO: 1

PROJECT NAME: Community Tourist Board

SEASON OF USE:

PROJECT DESCRIPTION:

The objective of this program is establish a committee/board of local citizens to manage, direct and monitor the development of tourism in Igloolik. The intent is to have a board membership comprised of representatives of the community groups and individuals involved in the tourism industry. Their functions would be to monitor ongoing tourist programs and manage and direct proposed programs and developments in Igloolik and in conjunction with Hall Beach. They would also provide a forum for community concerns regarding the development of tourism in the community.

PROJECT COMPONENTS:

1. Elect a tourism board, representative of the relevent community groups, which would be ultimately responsible to the Hamlet council.

ADDITIONAL COMMENTS:

RECOMMENDED PROGRAM

TYPE OF DEVELOPMENT: Hospitality/Information

SHEET NO: 2

PROJECT NAME: Community Host Program

SEASON OF USE: Spring and Summer

PROJECT DESCRIPTION:

This program responds to the need to escort or host tour groups who visit Igloolik. The objective of the program is to set up a community contact (local resident) who will meet planned tour groups on arrival in Igloolik, introduce them to the community, and provide a host and liaison function for the individual group members during their stay.

PROJECT COMPONENTS:

1. Initiate Host training program.

RECOMMENDED PROGRAM

TYPE OF DEVELOPMENT: Infrastructure

SHEET NO: 3

PROJECT NAME: Visitor Accommodation/Services

SEASON OF USE: Year round

PROJECT DESCRIPTION:

The objective of this program is to develop new or upgrade/expand existing accommodation services in Igloolik to modern health, safety and comfort standards. Facilities would include a lounge area, kitchen and dining room facilities, double occupancy bedrooms, and laundry area, with an allowance made for potential future expansion. Future expansion space, which would be contingent on tourism industry development, might include additional rooms, and multi-purpose space for activities such as craft demonstrations/retail area and inclement weather activities.

PROJECT COMPONENTS:

1. Initial development/upgrading of a 7-10 room (double occupancy) accommodation establishment (est. 4 000-5 000 sq. ft.) with full lounge, and kitchen, and dining-room facilities.
2. Training requirements would include hospitality services, and hotel management and administration.
3. Develop long term plans for future expansion including provision for further rooms and multi-use space.

ADDITIONAL COMMENTS:

- field programs for collecting artifacts
- develop a film library for film viewing to complement the static displays.
- initiate an archive research program to collect photos for a display in themed photo albums.

Possible archives might include:

- Hudsons Bay Company archives.
- Canadian Government archives.
- Scott Perry Research Institute in England.
- RCMP archives in Ottawa and Regina.

5. Provide museum work training for operational staff.

ADDITIONAL COMMENTS:

There is one individual in the community who has had some museum work training. There are also several individuals who are being trained as archaeologists.

RECOMMENDED PROGRAM

TYPE OF DEVELOPMENT: Infrastructure

SHEET NO: 5

PROJECT NAME: Outfitting Services

SEASON OF USE: Spring and Summer

PROJECT DESCRIPTION:

The objective of this program is to provide full outfitting services to satisfy the requirements of the proposed development programs. This would involve the provision of guides and necessary equipment, as well as clothing and camping equipment requirements for going out on the land during the different seasons. This type of service would best be implemented by one or two outfitting organizations rather than a number of distinct individuals.

PROJECT COMPONENTS:

1. Establish/co-ordinate outfitting organization(s) to be responsible for hiring guides, setting tour prices and providing full outfitting services.
2. Standardize prices for hiring guides and their equipment (ie. boats, snowmobiles and dog teams) in accordance with tour programs. Establish standardized safety and equipment quality regulations for hired guides.
3. Develop a full inventory of outfitting supplies including:
 - northern clothing
 - camping equipment
 - komatiks
 - could be tied in with three wheeler rentals.
4. Initiate programs for small business training, if required, for outfitters and safety, tourism awareness and historical/ archaeological interpretation training for guides.

ADDITIONAL COMMENTS:

RECOMMENDED PROGRAM

TYPE OF DEVELOPMENT: Hospitality Information

SHEET NO: 6

PROJECT NAME: Community Improvement Program

SEASON OF USE: Spring

PROJECT DESCRIPTION:

The intent of this program is to undertake on an annual basis, general maintenance and clean-up of community facilities and environs and to enact by-laws or guidelines to encourage a reduction in the quantity of community debris.

PROGRAM COMPONENTS:

1. Initiate a general community maintenance/clean-up program
2. Enact community by-laws or guidelines to encourage the continual improvement of community environs.

RECOMMENDED PROGRAM

TYPE OF DEVELOPMENT: Attraction/Tour/Event

SHEET NO: 7

PROJECT NAME: Boat Tours

SEASON OF USE: Summer

PROJECT DESCRIPTION:

The objective of these tours is to provide visitors with the opportunity for short day trips as well as extended stay trips to various points of interest in the Igloolik and Baffin Island coastal areas. The focus of these trips would be historical/archaeological interpretation and wildlife viewing. It is proposed that the extended stay boat trips could include a trip to Hall Beach.

PROJECT COMPONENTS:

1. Field check the various historical/archaeological points of interest which would be incorporated in the boat tours such as the Thule remains at Uglit, Qairsut and the old Roman Catholic mission at Avvajag. Areas would be included into the boat tours based on accessibility, visibility, sensitivity and interpretive value.
2. Develop several fixed price, flexible short stay boat tours to historical/archaeological attractions.

Examples of possible tours are:

- boat trip around Igloolik Island visiting the old mission at Avvajag, the sod houses at Igloolik point and Neerlonatko Island to view the birds
- boat trip to the old mission at Avvajaq followed by a day of exploring the islands and hills of the Coxe Islands

3. Develop several fixed price, extended stay boat trips of varying length to satisfy the demands of individual tours.
 - an example tour might depart from Igloolik aboard the long liner and travel to points of interest such as Avvajag, Murray Maxwell Bay, Qairsut, Uglit and terminate in Hall Beach.
4. Restore the old long liner owned by the Co-op to suitable operating condition and initiate training for the crew. It is felt that a long liner or similar large boat is required for long distance boat travel in the rough waters of Foxe Basin.
5. Initiate training programs for guides including safety, tourism awareness and historical/archeological interpretation.

RECOMMENDED PROGRAM

TYPE OF DEVELOPMENT: Attraction/Tour/Event

SHEET NO: 8

PROJECT NAME: Snowmobile/Dog Team Trips

SEASON OF USE: Spring

PROJECT DESCRIPTION:

The objective of these tours is to provide visitors with the opportunity for varying length trips by snowmobile or dog teams to the more visible historical/archaeological sites, spring fishing areas, wildlife areas and other areas of interest. The intent of this program is to extend the tourist season by providing spring programs.

PROJECT COMPONENTS:

1. Develop several fixed price, flexible, short and extended stay snowmobile and dog team trips to destinations like:
 - Steensby Inlet
 - Mogg Bay
 - Uglit
2. Field Check major destinations and points of interest during the spring period.
3. Initiate training programs for guides including safety, tourism awareness and historical/archeological interpretation.

RECOMMENDED PROGRAM

TYPE OF DEVELOPMENT: Infrastructure and
 Attractions/Tours/Events

SHEET NO: 9

PROJECT NAME: Three Wheeler Rentals and Island Trails

SEASON OF USE: Summer

PROJECT DESCRIPTION:

The objective of this program is to provide a relatively unstructured program whereby tourists can tour the island, visit the historical/archaeological sites and/or birdwatch. The intent would be to provide self guiding interpretive trails around the island for three wheelers, emphasizing both the historic/archaeological attractions as well as the local flora and fauna.

PROJECT COMPONENTS:

1. Purchase a number of three wheeled vehicles based on projected tourist visitations for the first year.
2. Build or rent a building to store and maintain the three wheelers.
3. Develop several self guiding trails to various points on the island such as Igloolik Point, the old graves across the Bay, the sod house ruins and the pile of bones.
4. Produce an interpretive brochure with a guide map interpreting the various points of interest along the way.
5. Training required for the proprietor in small business management, basic safety, general tourism awareness and basic mechanics (if required).

ADDITIONAL COMMENTS:

RECOMMENDED PROGRAM

TYPE OF DEVELOPMENT: Hospitality/Information

SHEET NO: 10

PROJECT NAME: Tourism Information Program

SEASON OF USE: Spring and Summer

PROJECT DESCRIPTION:

The objective of this program is to put in place a comprehensive community tourist information system to provide co-ordinated information on all tourism programs. This system would be able to provide current information respecting community events, special programs, brochures/ maps, program costs and conditions and local community information to tourists in the community and tour wholesalers.

PROJECT COMPONENTS:

1. Produce co-ordinated tourist program package including:
 - brochures
 - community/area tourist map
 - pre-trip information package.
2. Formulate program logistics.
3. Develop a working relationship with appropriate tour wholesalers.
4. Develop and promote a series of FAM tour packages for new programs.
5. Produce locally photographed postcards, slide sets, and other promotional materials.

ADDITIONAL COMMENTS: