

Tourism as a profit-making enterprise existing ethically and sustainably alongside ecotourism. *Case Study the Canadian Rockies World Heritage Site.*



Sue Davies

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The Canadian World Heritage Sites

17 sites currently



7 tentative sites



Canadian Rockies' World Heritage Site

Habitat of: grizzly, black & spirit bears, elk, moose, wolves, mountain goats, wolverine, bald eagles



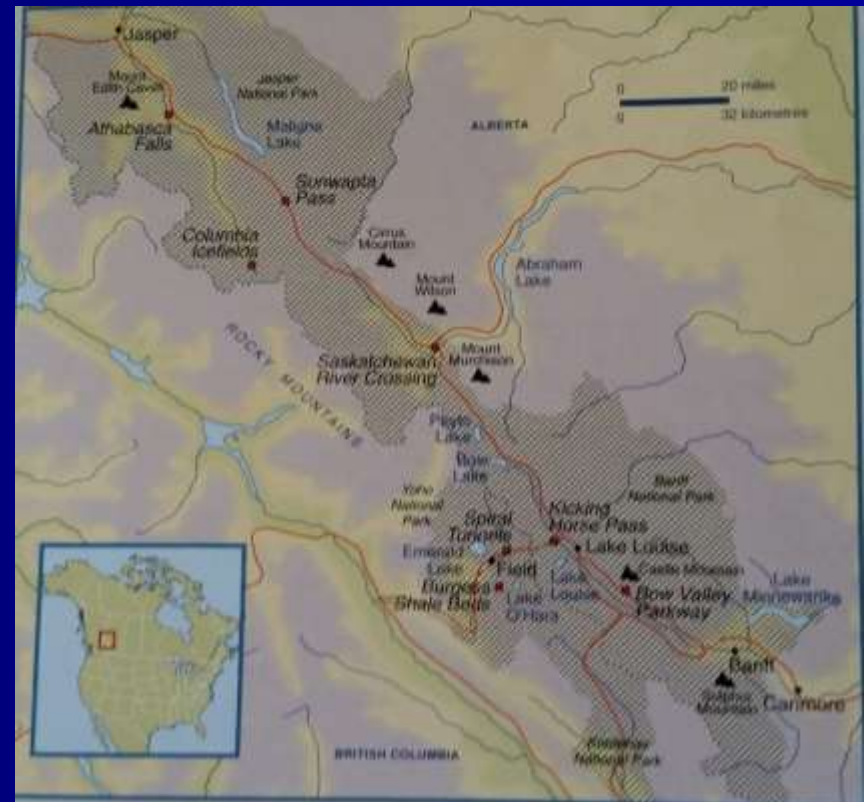
Located across 4 National Parks

- Banff
 - Jasper
 - Yoho
 - Kootenay
-
- 23,600 square kilometres
 - More than 9 million people visit the 7 preserves annually

The Canadian Rockies World Heritage Site

Located in British Columbia & Alberta

Focus on Jasper & Banff National Park areas



Canadian World Heritage Sites : Background

Mount Edith Cavell in the Canadian Rockies' World Heritage Site



Canada joined the World Heritage Convention in 1976

- Represent some of humanity's most outstanding achievements and nature's most inspiring creations
- Some sites represent the history of worldwide movements of people while others provide evidence of the forces that shaped the planet.
- Some bear witness to the story of evolution of life on Earth and yet others pay tribute to extraordinary human achievements
- **Collectively they present Canada's stories of international significance to the world**

Canadian Rockies WHS – Date of Inscription 1984

Bow Lake



The Criterion

- **Criterion vii:** The seven parks of the Canadian Rockies form a striking mountain landscape. With rugged mountain peaks, icefields and glaciers, alpine meadows, lakes, waterfalls, extensive karst cave systems and deeply incised canyons, the **Canadian Rocky Mountain Parks possess exceptional natural beauty**, attracting millions of visitors annually.
- **Criterion viii:** The Burgess Shale is **one of the most significant fossil areas in the world**. Exquisitely preserved fossils record a diverse, abundant marine community dominated by soft-bodied organisms. Originating soon after the rapid unfolding of animal life about 540 million years ago, the Burgess Shale fossils provide key evidence of the history and early evolution of most animal groups known today, and yield a more complete view of life in the sea than any other site for that time period. The seven parks of the Canadian Rockies are a **classic representation of significant and ongoing glacial processes along the continental divide** on highly faulted, folded and uplifted sedimentary rocks.

Dreams of a National Park



Brewsters' coach tours 1939 with King George V1 and Queen Elizabeth the Queen Mother



Tour environmental impact 1939 – negligible but how many visitors or World Heritage Sites today consider the carbon footprint in their travel?

Connecting the Rockies

**Canadian Pacific
Railway, Vancouver**



**Trains such as
*The Canadian***



Canadian Pacific Railway

**Coaches with glass
roof panels**



**Some interpretive family
workshops offered**



Highways – Trans-Canada Highway Connect / Reconnect



Coach Tours - Brewsters

Leave the guidebook at home



Comfortable, informative but prescriptive



The Canadian Rockies' WHS Aspirations



Strategic Vision for Banff NP Parks Canada

Banff Management Plan 2010

Aspires to be:

*welcoming; inspiring; transforming;
understanding wilderness traditions & adventure;
part of shared enterprise of sustaining ,
celebrating , respecting & appreciating it all*

- **Leadership** - as the oldest and flagship Canadian National Park
- **To involve the public** –strengthening links with people & reducing fragmentation in landscape
Sponsoring shared endeavours to build community among people of diverse perspectives
Work with Aboriginal communities to honour and restore cultural connections to the land and to encourage the gathering and sharing of knowledge about how Aboriginal people understand the land
- **To improve divisions** – eg 20th century tourism proponents & conservation division. Develop strategies to correct environmental & human disconnections
- **Model of stewardship for 21st century healthy eco-systems/opportunities for visitor involvement** - connect & re-connect with new future meanings & possibilities. Park management as part of a larger regional ecosystem
- **To be welcoming**



Strategic Vision for Jasper

Jasper

Management Plan 2010

- **Welcoming our visitors** – recurring theme at each stage of their trip, increasing visitor numbers, connect visitors to experiences aligned to their interests using Explorer Quotient
- **Bring the mountains to people where they live – strong outreach drive** through popular media & technology & outreach programmes, create virtual learning centres where researchers, scientists & students can interact, inspire each other and share learning & engage youth through schools & developing a national excellence centre for stewardship & education
- **Celebrate history, culture & the World Heritage Site** through 4 national historic sites
- **Ensure healthy ecosystems:** raise awareness & understanding of ecological issues; restore impaired ecosystems with community involvement; lead at risk species recovery; improve grizzly bear habitat
- **Foster Open Management & Innovation** and involve communities in critical analysis & creative thinking.
- **Strengthen Aboriginal Relationships**
- **Manage Growth & Development**

Aspires to be a place

to connect with the mountains & headwaters for all Canadians; renowned as a place to learn – to experience a living vital landscape & its people, grow in knowledge & respect & share decisions ensuring its all time health



Eco –Tourism

Uniting Conservation, communities & sustainable travel

Principles of Eco-tourism

- Definition – The International Ecotourism Society 2015
 - Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people and involves interpretation and education. (TIES 2015)
 - *Education is meant to be inclusive of both staff and guests*
- Minimise physical, social, behavioural and psychological impacts
 - Build environmental and cultural awareness and respect
 - Provide positive experiences for both visitors and hosts
 - Provide direct financial benefits for conservation
 - Generate financial benefits for both local people and private industry
 - Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental and social climates
 - Design, construct and operate low-impact facilities
 - Recognise the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment

Jasper & Banff NPs

Maligne Canyon, Jasper NP



Jasper & Banff Governmental NP Vision

- Places for learning, recreation and inspiration where Canadians can connect with our past and appreciate the natural, cultural and social forms that shaped Canada
- Offer Canadians & visitors several experiential opportunities so they are valued by Canadians
- Canadians form a lasting connection to this heritage & they are enjoyed in ways that leave them unimpaired
- Preserved for future generations
- Lead the way as the first national park
- **Our Government's vision is to build a culture of heritage conservation in Canada by offering Canadians exceptional opportunities to experience our natural and cultural heritage**

How far has the Canadian Rockies' WHS come in its Heritage Conservation Quest ?



Part of The Lower Weeping Wall Falls, Banff National Park

Marketing

Holiday brochure

What's On for Banff & Jasper NPs 215



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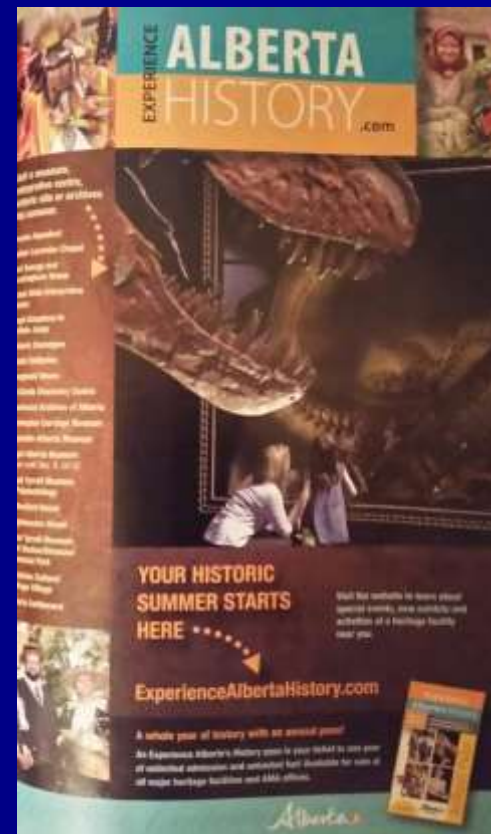
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What is the Visitor Activity Offer?

Wildlife tours or high octane adventure



More sedentary, indoor reflective experiences

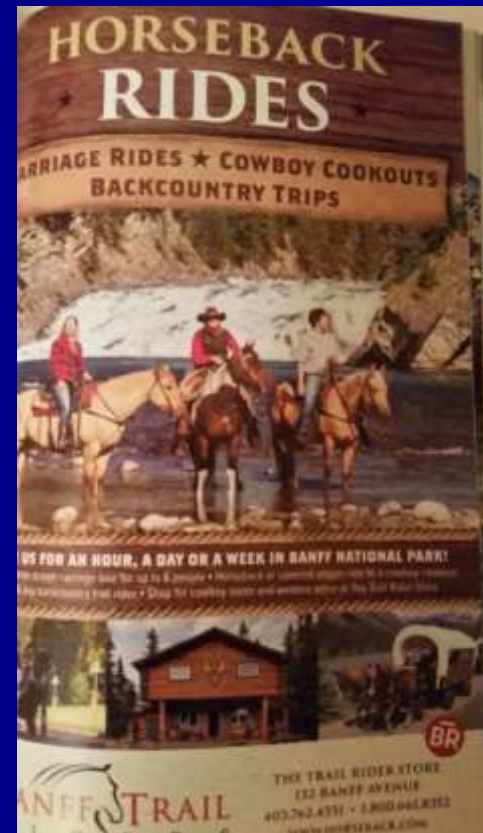


What is the visitor activity offer?

Sky trams



Horse riding, white water rafting



Heli- Glacier Landings



Columbia Icefield

Awe and wonder factor but is man's literal footprint on it further accelerating its demise as well as mitigating its educational message ...

The Athabasca Glacier has receded 1.5 kilometres (0.93 miles) since being discovered 100 years ago. Now 83 sq miles long & up to 800 ft deep



Columbia Icefield: Eco-tourism rating & excellence of visitor experience?

Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people and involves interpretation and education. (TIES 2015)

Importance: 6 major glaciers flow from the icefield. Its meltwaters flow west to the Pacific, north to the Arctic & east to Hudson's Bay & the Atlantic

Brewsters' Bus Park



Glacier Snow Bus Ice Explorer



Alaskan Glacier experience: ship held 80 people cost of trip higher but how do you calculate this with regard to eco-tourism impact?

Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people and involves interpretation and education. (TIES 2015)



Elitism and tourism? The environmental message?

Marine biologists on board to gave informed talks from a respectful distance: key message the glacier shrinkage



Drivers of Ice Explorer buses - set general talk – vague educative message & at odds with hoards descending on a fragile glacier. Key message lost in sense of imbalance with conservation mission



Ethical Eco-tourism: Canadian Rockies' Marketing?

Advocates getting onto the Glacier



Mixed messages?

- What message is the public actually getting here?
- Walk on the Columbia Icefield in your millions before it disappears?
- First Nation interpretation of *our wild and sacred places* seems at odds with this marketing
- Is it at odds with an eco- tourism mission?

**Business model &
experience at odds with
eco-tourism principles?**

How is it being evaluated?

Columbia Icefield is located in the
Jasper National Park which

Aspires to be a place

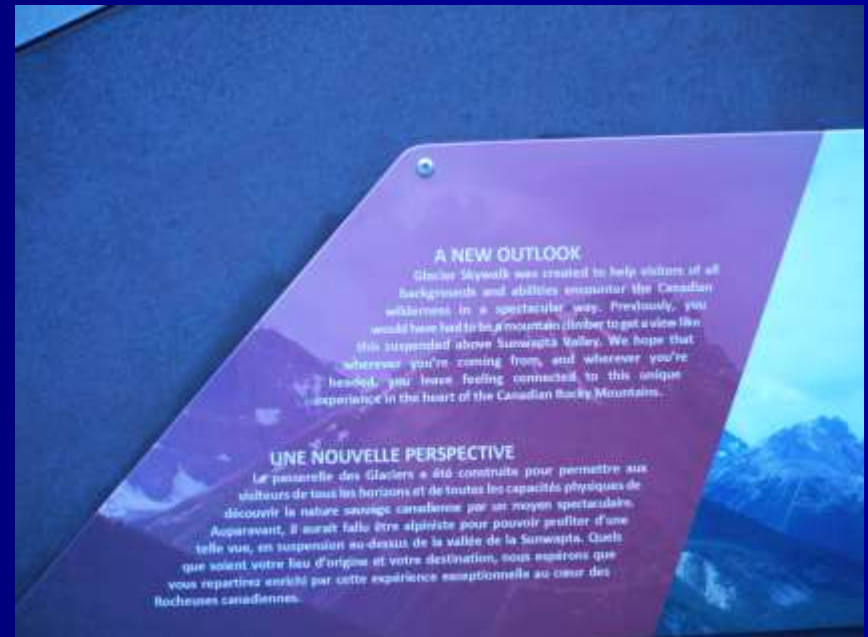
*to connect with the mountains & headwaters for
all Canadians; renowned as a place to learn – to
experience a living vital landscape & its people,
grow in knowledge & respect & share decisions
ensuring its all time health*



Brewsters' Glacier Skywalk

Highly controversial development

Seeks to give everyone access to views only climbers had previously



Educative Mission in line with Parks Canada's wider strategic remit

Bilingual interpretation boards & multi-lingual audio tours on geology, landscape, flora & fauna



Educators impart hands-on natural history information



Natural History Artefacts

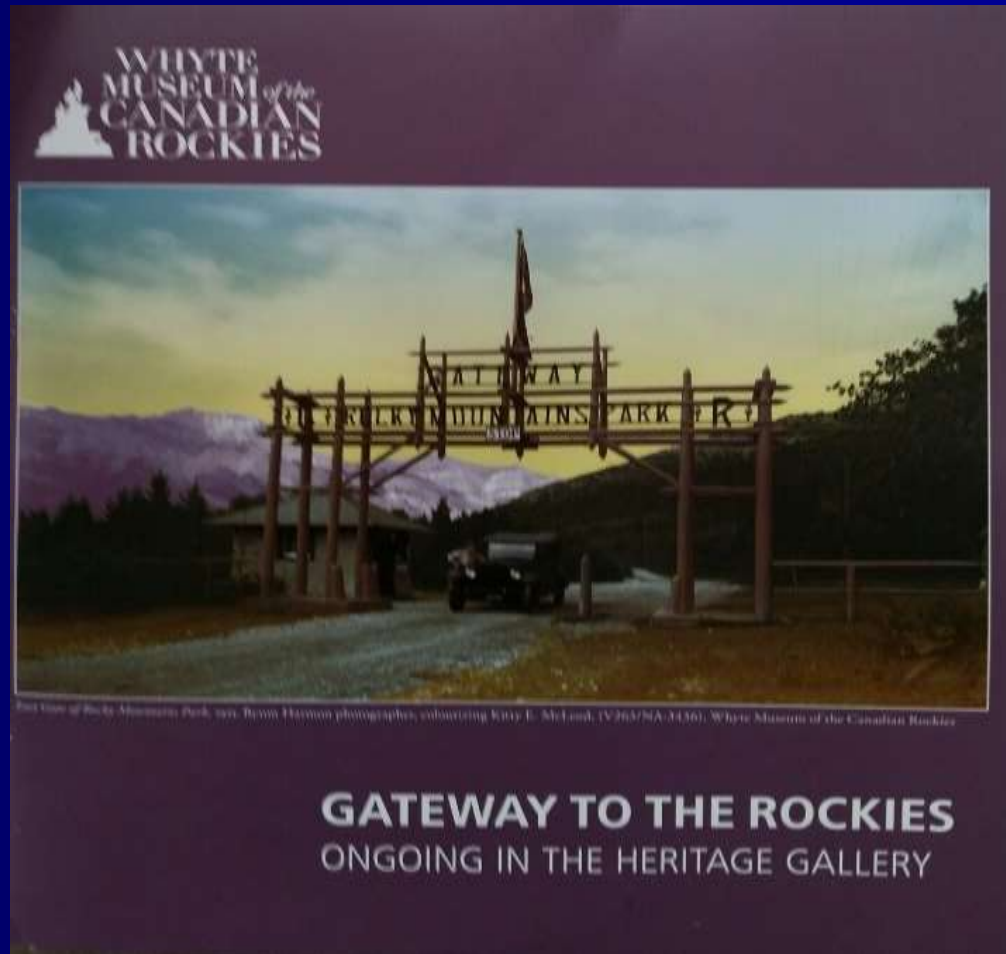
**Birds of prey skulls –
using museum style learning
outside the museum**



Bear skull & footprint



The Role of Museums & Galleries – *can demonstrate eco-tourism principles effectively by inviting reflection*

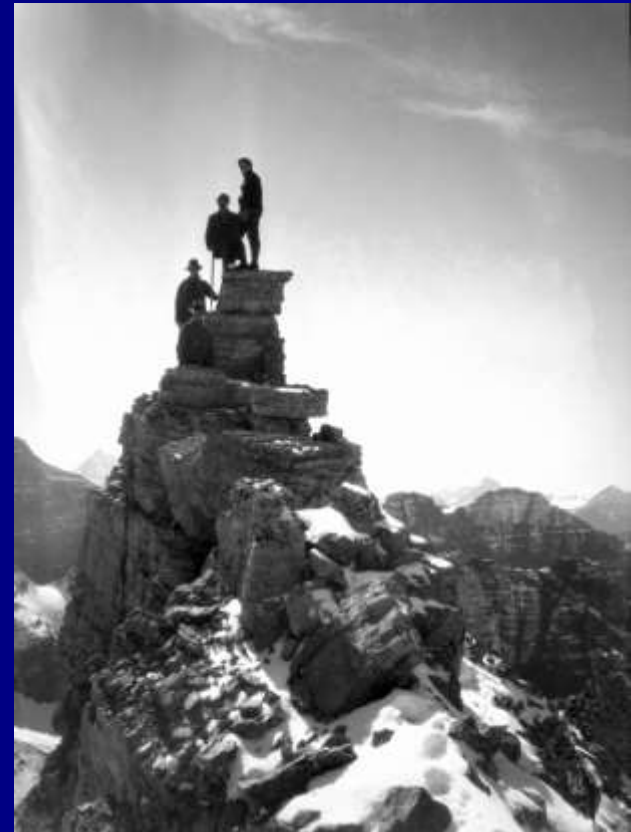


The Whyte Museum, Banff

The Whyte Museum, Banff



Catherine & Peter Whyte's love of the mountains



The Whyte Museum Mission

Gateway to experiencing art, culture & history of the Rockies in order to inspire & cultivate knowledge & the exchange of ideas

The Vaux Family 1900s



The Whyte Museum's *Legacy in Time* Exhibition: *Three Generations of Photography in the Canadian West*

highlights glacier shrinkage by juxtaposing images old and new over a 100 years by Henry Vaux Jr. re-tracing his ancestors' steps & work

Illecillewaet Glacier 1902



Illecillewaet Glacier 2002



Interpretation throughout the Parks

Coach driver/interpreter



Handling artefacts

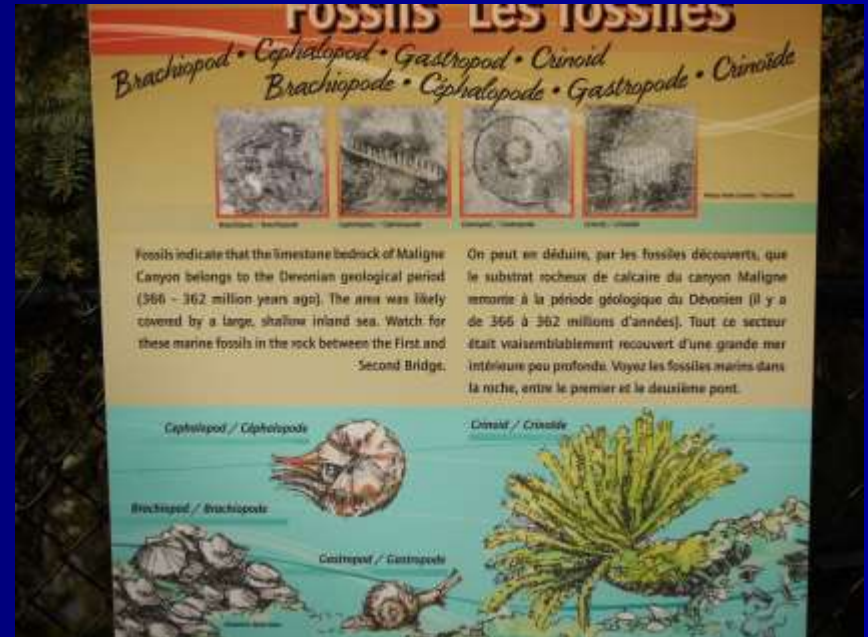


Interpretative bi-lingual boards throughout National Parks

Athabasca Falls, Jasper



Fossil Interpretation board



Aboriginal Interpretative Connections

**Spiritual vistas at Lone
Clearing ancestral home
to the Ktunaxa people**

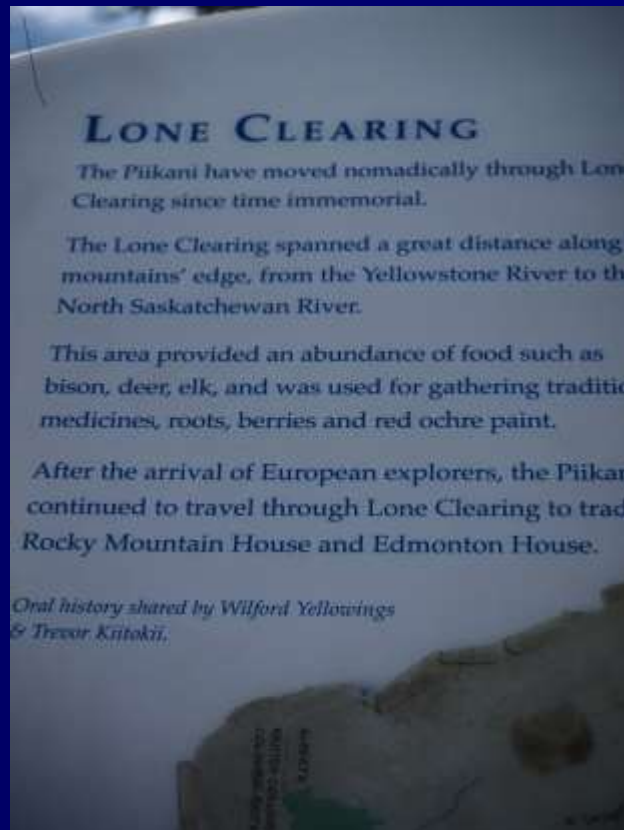


**Aboriginal Interpretative
panels in English**

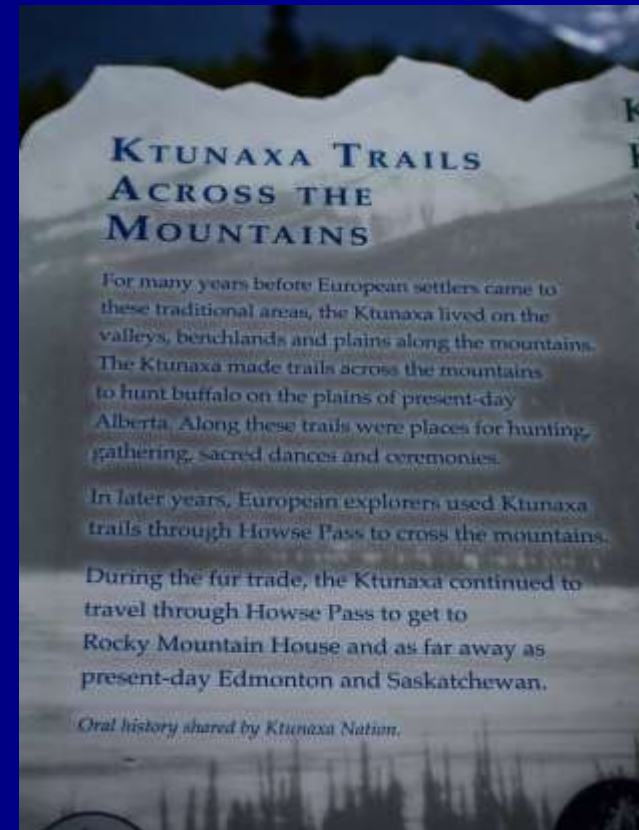


Aboriginal Interpretative Panels

Lone Clearing



Ktunaxa Trails



Hotels display social history images and artefacts and many hotels are co-operatives owned & run by enterprising First Nation peoples

First Nation Dreamcatcher



**First Nation
Artefacts and Images**



Hotels display natural history specimens

Grizzly Bear



Grey Wolf



The Past, Present & Future

Climate Change Gallery Royal BC Museum Victoria



The greenhouse gases we release into the atmosphere now will trap energy for hundreds of years to come, before natural processes remove them. Our climate will continue changing – and the temperature will continue rising – for at least a century.

And we keep producing more greenhouse gases.

Aboriginal people's oral history exhibition at Museum of Anthropology Vancouver



When we were talking about *časna?əm*, it took a long time to say, "it's not a midden, it's our village site." When you talk about a village site, it changes how you look at it. It changes how you connect to it. It changes what you feel that's rising out of that earth.

tax'łanał – Wendy Grant-John

Today we have concrete. We don't have any real forests. We don't have salmon-bearing streams. We don't have plants for medicine. We have to import all of that from someone else's territory. That's part of the colonial system: you come in and you harvest everything and leave behind devastated people. It's progress, but it's not sustainable progress. That's how I feel about Vancouver.

šiyəliq – Larry Grant

Conclusions: aspirations & progress positive in developing the WHS on eco-tourism principles . The balance between tourism and preservation is, as ever, fragile – need to monitor & review critical

First Nation Symbol



**First Nation People's banner,
Museum of Anthropology Vancouver**





Lake Louise, Banff National Park

With thanks to The Whyte Museum of the Canadian
Rockies & Henry Vaux Jr

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