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

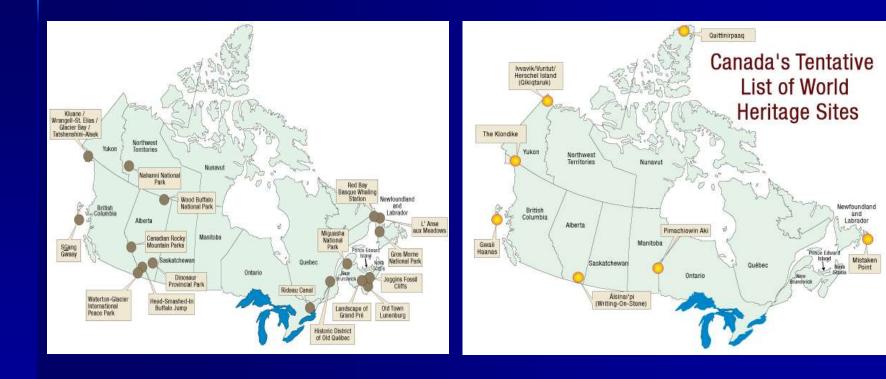


## Sue Davies Sue Davies Cultural & Heritage Associates

# 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 softbodied 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**

Vision the Canadian Pacific Radiway (CPR) was completed in 1885. Canada activity in desint of beconting a single country connected from Atlantic in Pacific Ar that time the Government of Canada was only 18 years old; the CPR stacely a floighing corporation How would they recover the enormous costs of huilding this ribbon of skeel across thousands of kilotrates of wilderness?

Whith hot springs and spectacular scenery became the answer. General Manager of the CPR at the time was William Conclusvan Horne, an Amstean will a flair for making a financial success of railway ventures. Quick to recognize the tailway line), Van Horne is reported to have exclaimed, "Since we can" export the scenery, we'll have to import the tourists."

#### DREAMS OF A NATION-VISIONS OF PARKLAND

ANADIAN

STAL PAR WARTER LINE

RAILWAR

In Neovember of 1885, with enhournement from the CPR, the Government of Canada reserved 26 square khometres of band (10 square trilles) around the hot springs focuted across the

valley from you. Banff quickly became a popular staging point for travellers wishing to explore the surrounding mountain fandscape. While stimulating at tourism economy, this reserve also marked the beginning of Canada's national park system.

In CPR opened the original to Springs Hotel in 1685. The I internetiately sesanced as m ratioscip hotels from coast to o the CPR line. Evolving its for years and ruining from the adin 1926, the current level is symbol of the visions that to natiombood. The surrow National Park, is now part Nations World Heritage

## **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



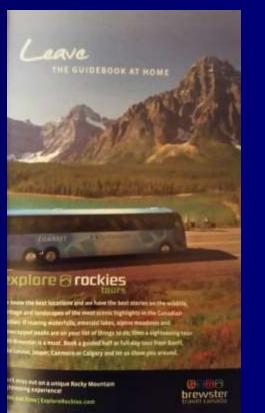
## Highways – Trans-Canada Highway Connect / Reconnect



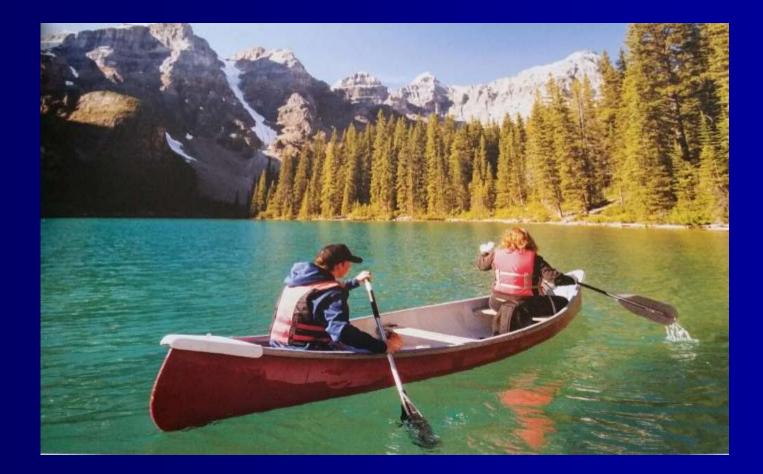
# **Coach Tours - Brewsters**

#### 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**

#### 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 20<sup>th</sup> century tourism proponents & conservation division. Develop strategies to correct environmental & human disconnections

 Model of stewardship for 21<sup>st</sup> 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

#### Aspires to be:

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



#### 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 rick 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 <u>& sustainable travel</u>

 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 <u>education</u>. (TIES 2015)
- Education is meant to be inclusive of both staff and guests

#### **Principles of Eco-tourism**

- 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 ?

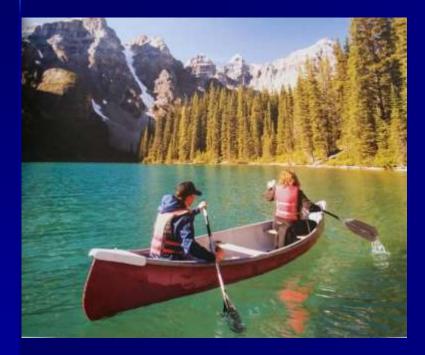


Part of The Lower Weeping Wall Falls, Banff National Park

# Marketing

## **Holiday brochure**

# What's On for Banff & Jasper NPs 215



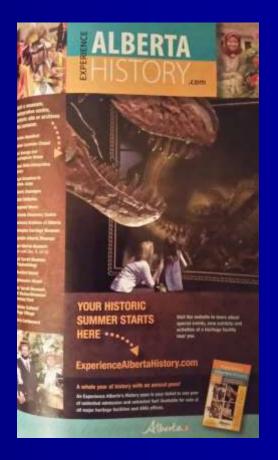


# What is the Visitor Activity Offer?

# Wildlife tours or high octane adventure

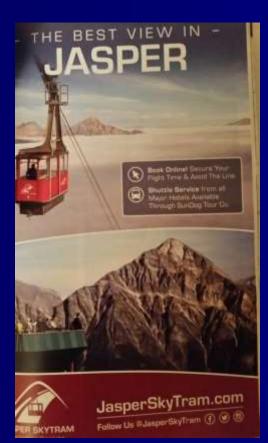


# More sedentary, indoor reflective experiences

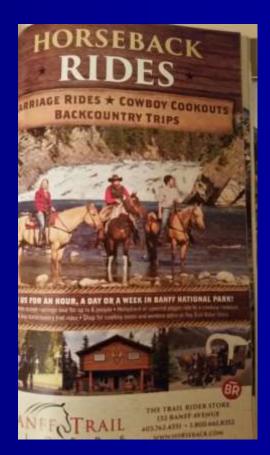


# What is the visitor activity offer?

## 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 wellbeing 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

#### **Incredible Shrinking Glaciers**

Between 1887 and 1915, the Vaux family photographed the Rockles using large format cameras and glass plates. A century later, Henry Vaux Jr, traced his ancestors' steps and re-photographed many of these scenes. The Whyte Museum's tegocy in Time exhibit (p 57) juxtaposes images old and new, creating a compelling commentary on how massive glacient have shrunk. Purchase Vaux's book Legocy in Time. Three Generotions of Mountain Photography in the Canadian West at the museum. At the Columbia Icefield (p 76), take a guided walk atop diminishing ice, -Jack Newton

#### 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?

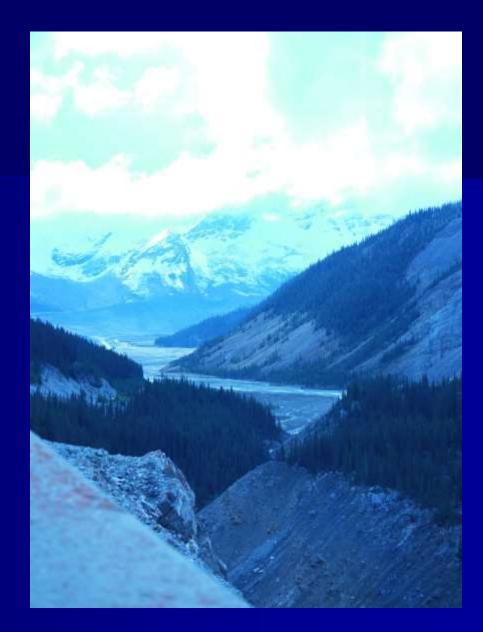
Business model & experience at odds with eco-tourism principles?

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

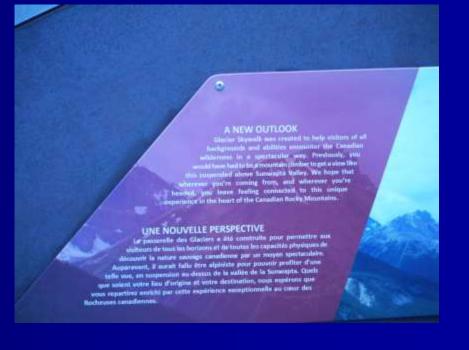


# **Brewsters' Glacier Skywalk**

# 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**

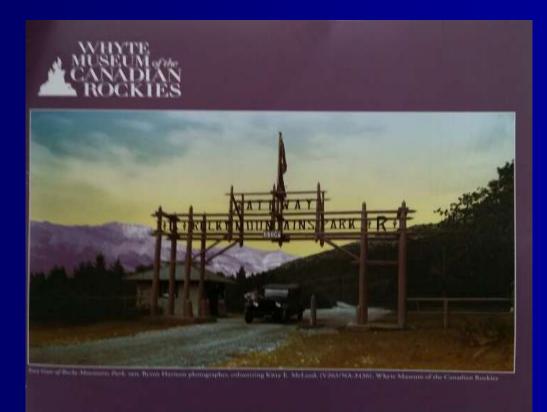
#### **Birds of prey skulls –** using museum style learning outside the museum

## **Bear skull & footprint**



## The Role of Museums & Galleries –

can demonstrate eco-tourism principles effectively by inviting reflection



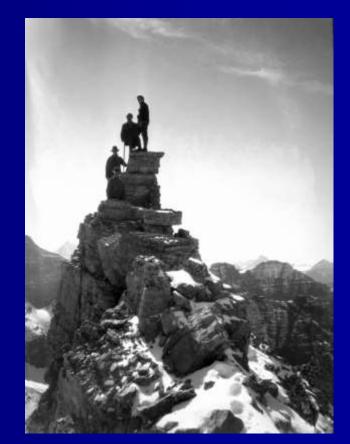
GATEWAY TO THE ROCKIES ONGOING IN THE HERITAGE GALLERY

# 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

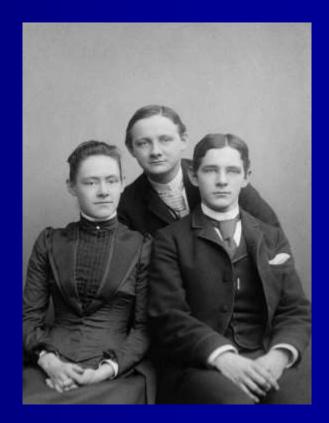


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## **The Vaux Family 1900s**



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**

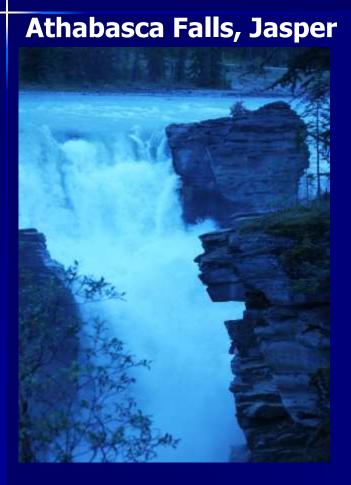
#### **Coach driver/interpreter**

#### Handling artefacts





## **Interpretative bi-lingual boards** throughout National Parks



#### **Fossil Interpretation board**



these marine fossils in the sock between the First and

Ceptulapod / Clpholo

Canyon belongs to the Devonian geological period le substrat rochesor de calcaire du canyon Maligne (366 - 362 million years ago). The area was likely mmore a la période géologique du Dévotien (il y a covered by a large, shallow inland sea. Watch for de 365 à 362 millions d'années). Tout ce secteur stalt valuemblablement recouvert d'une grande mer Second Bridge. Intérieure pou profonde. Voyez les fossiles marins dans la roche, entre le premier et le deuxième port.

# Aboriginal Interpretative Connections

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



#### Aboriginal Interpretative panels in English

#### THESE MOUNTAINS ARE OUR SACRED PLACES

The creator placed us at Waptu Mnotha (Crawkling River), a favoured area that holds significant spirituality and a wealth of wildline, food and medicinal plants.

Long before European explorers, a Stoney party arrived at its traditional hunting encampment. They spotted bighorn sheep high on the mountain slopes. Although the sun was setting and elders warned him to wait for a new day, a skilled young hunter scaled the mountains and shot some sheep. That night they all feasted.

These are our homelands where we thrive. follow the sacred traditions of our anceston and maintain our cultural beliefs and

Oral History shared by Rock Abraham, Im Wildman S the Shrines Mountain Traditional Knewledge Group Tille opportesy of the Reverent Chief Join Snew & Jamily

## **Aboriginal Interpretative Panels**

### **Lone Clearing**

### **Ktunaxa Trails**

#### LONE CLEARING

The Piikani have moved nomadically through Lon-Clearing since time immemorial.

The Lone Clearing spanned a great distance along mountains' edge, from the Yellowstone River to the North Saskatchewan River.

This area provided an abundance of food such as bison, deer, elk, and was used for gathering traditio medicines, roots, berries and red ochre paint.

After the arrival of European explorers, the Piikan continued to travel through Lone Clearing to trade Rocky Mountain House and Edmonton House.

Oral history shared by Wilford Yellowings & Trever Kutekii.

#### KTUNAXA TRAILS ACROSS THE MOUNTAINS

For many years before European settlers rame to these traditional areas, the Ktunaxa lived on the valleys, benchlands and plains along the mountains. The Ktunaxa made trails across the mountains to hunt buffalo on the plains of present-day Alberta. Along these trails were places for hunting, pathering, sacred dances and ceremonaes.

In later years, European explorers used Khimaxa trails through Howse Pass to cross the mountains.

During the fur trade, the Ktunaxa continued to travel through Howse Pass to get to Rocky Mountain House and as far away as present-day Edmonton and Saskatchewan.

Oral history shared by Ktunaxa Natum.

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 generation are gates we release into the annexphere some will traje energy for burndrecht of years (y comes, bed we thermal processes remove them. Our diment will commune chargeng - and the temperature will commune remove the at long 4 contary.

And we have producing show growthness game

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



When we were talking about casna?am, 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"tana.t - Wandy 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. **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 <u>suedavies01@aol.com</u> *Sue Davies Cultural & Heritage Associates*