

The Community Tourism Development Newsletter

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Inside This Issue

- ✓ Best Practices Case Study of the Northwest Manitoba Regional Tourism Strategy Underway 1
- ✓ Q&A's About Community and Rural Tourism Development 1
- ✓ Now Two Cardinal Museum Celebrate Native American Communities 2
- ✓ LAST RESORT A New Resort Threatens a Japanese Paradise 2

Best Practices Case Study of the Northwest Manitoba Regional Tourism Strategy Underway

Indian and Northern Affairs Canada (INAC) has recently contracted Michael E. Kelly, AICP, MCIP Community Tourism Planning & Design to conduct a Best Practices case study of the creation of the Northwestern Manitoba Regional Tourism Strategy (NMRTS). The strategy brings together the twelve communities of northwestern Manitoba in a multi cross-cultural partnership with the vision of developing adventure tourism in the region and establishing export distribution networks for locally produced arts and crafts.

The study will focus on the process that led to formation of the strategy organization. The approach will be an Appreciative Inquiry <www.appreciative-inquiry.org/> of the NMRTS process. A survey protocol has been designed to probe key informants as to what really worked in the process so that it might be applied in other similar contexts.

Q&A's About Community and Rural Tourism Development

A vast array of advice and information is available on the Internet for local government leaders, managers, and planners who that want develop tourism that is both appropriate and sustainable in their communities. One source is the University of Minnesota Extension Service web site *Q&A About*

Rural Tourism Development <www.extension.umn.edu/distribution/resourcesandtourism/DB6184.html#part5>. The site is based on questions from the "audience" in the *Turn It Around with Tourism* teleconference. Many of the over 100 questions could not be answered on the air. The web site is the result of 68 of these questions being referred to tourism experts in Canada, the United Kingdom and the United States for answers.

For example the question from a "listener" in Ohio "**How can our community get the right kind of businesses and not wind up with undesirable souvenir shops?**" was referred to Dr.



A Necessary But Poorly Located Business

Stephen L. J. Smith of the University of Waterloo in Waterloo, Ontario. He answered in part:

"There are a wide range of tourism-supported businesses that can be successful in a rural community. While [there is a general] desire to avoid shoddy, gaudy, and down-scale souvenir shops in a tourist area, such businesses exist in a free market because there is demand for their products. A community can, however, take action to promote alternative business development in several ways.

"Zoning and lease and deed restrictions directly control the nature of businesses allowed to operate and influence their physical appearance through architectural guidelines or regulations. However, a more positive solution that has worked in several Canadian communities has been for local community leaders to actively recruit selected types of tourism businesses. This strategy requires that the community have a vision of the type of tourism . . . it wants to offer and an idea about how it wishes to position itself in the market.

"Local planners and business leaders concerned about guiding tourism development in their community can take the lead by defining the shape of tourism they believe will be successful and appropriate and actively seek out businesses to move into the area. This approach requires planning, trust,

hard work, and a commitment to make decisions with an eye towards the long-term.”

Questions and their answers are grouped in seven general categories in the web site:

- Community Involvement;
- Politics and Tourism;
- Community Tourism Planning and Development;
- Tourism Attractions;
- Tourism Business and Services;
- Tourism Funding;
- Tourism Marketing.

each with several subcategories of questions and response.

Now Two Cardinal Museums Celebrate Native American Communities

National museums everywhere are major tourist attractions, but it is not always what is found on the inside that is the sole attraction. The buildings themselves are sometimes public works of striking architectural



National Museum of the American Indian

beauty. This is certainly the case with the new U.S. National Museum of the American Indian (NMAI) in Washington, D.C. which has been constructed on the National Mall along side other Smithsonian museums and immediately adjacent to the U.S. Capitol building. It opened to visitors in late September 2004 <www.nmai.si.edu/>.

The design and construction teams for the NMAI were composed largely of people of American Indian/First Nation ancestry. One influential member of the team was Douglas Cardinal <<http://collections.ic.gc.ca/artists/cardinal.html>>. Cardinal is a Blackfoot from Alberta and also the architect who designed the Canadian Museum of Civilization (CMC) which is located in Gatineau, Québec <www.civilization.ca/cmcc/exhibeng.html>. A

large portion of the CMC is devoted Canadian First Nations people.

Cardinal's hallmarks in architectural design are domes, sweeping curvilinear elements, and the odd playful metaphor.



Canadian Museum of Civilization

LAST RESORT A New Resort Complex Threatens a Japanese Paradise

Some 1,200 miles from Tokyo, Iriomote Island, one of the southernmost points in Japan, is often called the country's last true wilderness. It's home to ever-elusive Iriomote cats, a species thought by scientists to be about two million years old, and giant sea turtles believed to date back to the time of dinosaurs. Both



species are threatened by a new beach hotel and resort, which is mucking up the local ecosystem and bringing in hordes of vacationers, not of the ecotourism variety. The resort now stands at 140 rooms, but it is slated for expansion.

Locals hope that if they can't halt the development, divine retribution will take care of the matter. It's their LAST RESORT!

The full article as reported by Jeff Shaw in Grist Magazine which can be found at: <http://grist.org/cgi-bin/forward.pl?forward_id=3245>.

The Community Tourism Development Newsletter is edited and published five times a year by Michael E. Kelly in Vancouver, British Columbia, Canada. The newsletter may be freely copied and distributed to others with due credit and contact information provided to recipients. Contact newsletters@community-tourism.net to be added to or deleted from our distribution list, for further information, or to make contributions to future issues.