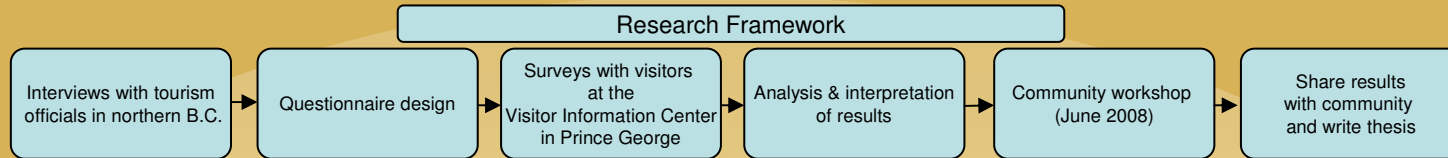


DEMAND FOR ABORIGINAL TOURISM PRODUCTS IN NORTHERN B.C.

Presented by Diana Kutzner



THE STUDY

The focus of this study is tourists' interest in tourism provided by First Nation communities in northern B.C. Three hundred and thirty-seven visitors to northern B.C. completed our survey during the summer of 2007. They evaluated which of four potential products they were most interested in purchasing and which features of aboriginal tourism products they would prefer to experience. Some of the findings are presented here.

KEY FINDINGS

WHO IS INTERESTED IN ABORIGINAL TOURISM IN NORTHERN B.C.?

The majority (61%) of the 337 visitors completing our survey had been to northern B.C. before but most had only little knowledge of the aboriginal people of B.C. Their demographic profile fits in with the generally described aboriginal tourism interested traveler as the majority of visitors in our sample was 45 year of age or older and had completed college, university or post-graduate studies (51%) after high school.

POTENTIAL MARKETS

Our survey supports that much interest in aboriginal tourism comes from older, higher educated and affluent travelers. Some of the key markets for this type of traveler are the dual track niche market and culture-only markets within North America and Europe. The dual track traveler is generally interested in a mix of nature and culture experiences. The culture only traveler is most interested in experiencing a culture different to his own. Depending on the product Tl'azt'en would like to offer, they can target either or both these markets.

POTENTIAL PRODUCTS

The two most popular products of the four on the left side of this poster were the Tl'azt'en Territory Nature Hike and the Carrier Rock Paintings. 54% of visitors were most interested in purchasing either one of these. 45% of visitors were interested in purchasing the Tl'azt'en Traditional Feast and one third (30%) of visitors were interested in purchasing the Family Cultural Camp.



Tl'azt'en elder working at moose hide



Tl'azt'en youth singing at Moose conference field trip



Rock paintings in the area

FOUR POTENTIAL PRODUCTS

Family Cultural Camp (1 1/2 days)

A camp to experience Carrier culture in form of workshops. It includes the option of a guided tour to rebuild pit houses or to see wildlife and the opportunity to meet Tl'azt'en Elders. Alternatively, visitors can go on a hike or canoe trip by themselves. There is an option to stay overnight.

What visitors especially liked about this product:

- ❖ The immersion in culture
- ❖ The outdoor activities
- ❖ The traditional activities



Camp fire at Cinnabar



Cutting fresh salmon

Tl'azt'enne Traditional Feast (3:00pm - 6:00pm)

Celebration of the arrival of the salmon with a traditional Tl'azt'en dinner serving salmon and other traditional food. Includes an option for a guided tour. Entertainment includes a singing and drumming performance.

What visitors especially liked about this product:

- ❖ The cultural experience
- ❖ Salmon
- ❖ The traditional food

Carrier Rock Paintings (3 hrs)

A boat trip on Stuart Lake to a rock face with Carrier rock paintings. A guide will explain the paintings and Tl'azt'en traditional life in this environment.

What visitors especially liked about this product:

- ❖ The rock paintings
- ❖ The boat ride
- ❖ The learning opportunity



Guided hike of the JIKF



Bear den in the JIKF

Tl'azt'en Territory Nature Hike (2.5 hrs)

2 hour hike through the forest to a waterfall at Pinchi Lake. Includes a small traditional lunch (optional) and a guide to explain the local flora and fauna and Tl'azt'en traditional life in this environment.

What visitors especially liked about this product:

- ❖ Being in the outdoors
- ❖ Learning about the environment
- ❖ The traditional food

PREFERRED FEATURES OF ABORIGINAL TOURISM

Our survey asked visitors about their preferred activities, topics and experiences regarding aboriginal tourism. At first glance when looking at the three boxes below, it appears that nature is the # 1 interest. However, culture items occupy both the 2nd and 3rd ranks. Although secondary to nature, there is still great interest in cultural experiences.

All of the items in the three boxes are part of Tl'azt'en cultural practises and could be transferred into features of Tl'azt'en tourism products if the community decides to do so.

ACTIVITIES

1. Woodcarving
2. Collecting plants to eat
3. Outdoor survival skills

TOPICS

1. Animal and plant life of the region
2. Stories and legends of aboriginal culture
3. Aboriginal history post-European contact

EXPERIENCES

1. Taking photos of scenic landscapes or wildlife
2. Demonstrations by artisans of artefacts
3. Aboriginal drumming and dance performances



Looking north to Pinchi and Tezzeron Lakes from Murray Ridge

Acknowledgements

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