

Arctic Tourism Development: Examining the Franklin Wrecks as a Potential Tourism Destination

Melissa Sue Weber

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Department of Geography, Environment and Geomatics
Faculty of Arts
University of Ottawa

Author's Declaration

This thesis consists of material all of which I authored or co-authored: see Statement of Contributions included in the thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

I understand that my thesis may be made electronically available to the public.

Statement of Contributions

The following dissertation contains five chapters, including an introductory chapter, three manuscript chapters, and a discussion and conclusion chapter. I am the sole author of the introductory and discussion and conclusion chapters. I am the main contributor to the three manuscripts featured in chapters two, three and four, although revised versions of these chapters may have been submitted for academic publications as co-authored manuscripts. I am the sole contributor to Appendix 1, which contains a supplementary methods chapter. I am the main contributor to Appendix 22, which contains a community report developed for and provided to the community of Gjoa Haven, Nunavut.

Chapter 1 Author Contributions: Melissa Weber is the sole author.

Chapter 2 Author Contributions: Melissa Weber conceived the idea, compiled the datasets, completed the statistical analysis, and wrote the manuscript. Jackie Dawson, Emma Stewart and Andrew Orawiec contributed to the conceptualization of the project and provided guidance on the implementation and editing of the manuscript.

Chapter 3 Author Contributions: Melissa Weber conceived the idea, compiled the information, completed the fieldwork, data collection and analysis, and wrote the manuscript. Jackie Dawson and Natalie Carter contributed to the conceptualization of the project and provided guidance on the implementation and editing of the manuscript.

Chapter 4 Author Contributions: Melissa Weber conceived the idea, compiled the information, completed data collection and analysis, and wrote the manuscript. Jackie Dawson contributed to the conceptualization of the project and provided guidance on the implementation and editing of the manuscript.

Chapter 5 Author Contributions: Melissa Weber is the sole author.

Ethics approval was secured for manuscripts included in chapter three (*Determinants of Self-Determined Tourism Development: Examination of the Franklin Shipwrecks in Arctic Canada*) and chapter four (*Tourist Perspectives on Development Opportunities for The Wrecks of The HMS Erebus And HMS Terror National Historic Sites*). Ethics certificates can be found in Appendix 20 and 21).

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Abstract

Marine tourism in the Canadian Arctic is a rapidly growing industry. The discovery of two shipwrecks, the HMS *Erebus* and HMS *Terror*, in 2014 and 2016 was a monumental and historic moment in Canada. It is anticipated that their discovery will stimulate tourism demand and development opportunities in and around Gjoa Haven, Nunavut – the community that is nearest to the wreck’s sites. The community of Gjoa Haven played a critical role in the discovery of the shipwrecks by participating in explorations and offering historical Inuit knowledge of the region and of relevant oral histories. The community will be co-managing the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (WET NHS) with the federal government agency, Parks Canada and as such will have an influential role in the site’s development and management.

This study examined Arctic tourism development through various perspectives (i.e. residents’ of Gjoa Haven and potential tourists) to achieve the overarching **research aim** of better understanding the current and potential future state of tourism within the region. This research sought to address several important research and **knowledge gaps** including: 1) a lack of baseline data on the current state of the marine tourism industry and marine tourism patterns and trends in the Canadian Arctic; 2) the absence of a comprehensive collection of community perspectives on Arctic tourism development; 3) in-depth understanding of the factors that influence, are contributing to and/or acting as a barrier to Arctic tourism development; and 4) a complete absence of information on potential tourists’ desired visitor experiences, and motivations for visiting the region and the Franklin Wrecks.

This thesis achieves four key research objectives, including: 1) Identifying temporal and spatial marine tourism trends in Inuit Nunangat; 2) Exploring Gjoa Haven residents’ perspectives on tourism development around the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site; 3) Understanding the underlying factors influencing tourism development around the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site; and 4) Exploring visitor experience desires for the Franklin Wrecks sites. To achieve these objectives, several mixed methods were utilized including GIS and spatial analysis, semi-structured interviews, and surveys.

Key results of the research efforts reveal that there is potential for the Franklin Wrecks to become a tourism destination as there is a growing cruise industry, demand from highly motivated potential tourists and a strong desire from the community of Gjoa Haven to engage in tourism development. Marine tourism voyages and related shore activity has been steadily increasing in the region; however, the results indicate that the industry is still in its infancy as 150 unique on-shore locations have been advertised to tourists from 2008 to 2019 with a minimum of 44 different on-shore locations advertised each season. Further, there is demand from highly motivated potential tourists to visit the region and engage in Franklin related tourism experiences but the current cost, access to the region and available infrastructure were acknowledged as potential limiting factors. Residents of Gjoa Haven who participated in this study recognized that there are significant benefits and opportunities associated with tourism related development but also understood that there are factors influencing this development (e.g., tourism resources, access, infrastructure, and capacity). It is paramount that any tourism development in the region is community driven and sustainable with clear residual benefits to the community itself. Inuit and

Northerners' must be involved in the entire tourism planning process and be at the forefront of any management plans.

Ensuring tourism development is realized in a sustainable and self-determined manner and examining the potential of the Franklin Wrecks as a tourism destination requires a significant understanding of tourism patterns, community perspectives, factors influencing tourism development and potential tourists' desired experiences. This research achieved this by contributing to the academic literature on tourism development but by also providing the community of Gjoa Haven and the region of Inuit Nunangat with comprehensive baseline data. The findings from this thesis can be utilized by the region (i.e., Inuit Nunangat) and community (i.e., Gjoa Haven) to ensure self-determined and sustainable tourism development.

CHAPTER 1: THESIS INTRODUCTION

1.1 Problem Statement

Marine tourism in Arctic Canada is a rapidly growing industry that has an unprecedented opportunity to be uniquely developed in such a way that benefits Inuit and northerners, respects their homeland and provides sustainable economic development opportunities that are implemented, driven, and led by Inuit and northerners. There is anecdotal evidence in the literature (see Dawson et al., 2018; Dawson et al., 2017; Government of Nunavut, 2016; Johnston et al., 2017a; Lemelin & Dawson, 2014) and mainstream media, suggesting that the recent discovery of the Franklin Wrecks and their related designation as a National Historic Site (NHS) has generated the potential for tourism demand and economic development opportunities within the region. However, it remains unclear the extent to which the Franklin Wrecks could be established as a tourism destination given the limited understanding of the current state of the tourism industry in the Canadian Arctic, the factors influencing tourism related development in the region, and potential tourists' motivations and expectations.

The current literature on tourism development in the Canadian Arctic is limited in scope, as many scholars (e.g., Stewart et al. 2015; 2016) have focused on identifying opportunities and risks associated with tourism in the Canadian Arctic and others (e.g., Dawson, Maher & Slocombe, 2007; Dawson, Johnston & Stewart, 2014; Dawson et al., 2016) have explored the intersection of climate change and tourism. Despite having a clear understanding of the opportunities and risks associated with tourism-related development, there remains a lack of baseline data on marine tourism patterns and trends. This makes it increasingly hard to understand why tourism development is different in the Canadian Arctic than other Arctic regions and regions globally (e.g., the Caribbean) and if the discovery of the Franklin Wrecks will generate increased demand and development opportunities within the region. Bystrowska & Dawson (2017) emphasized this limitation stating that there is a limited understanding of why some Arctic locations and destinations turn into popular cruise tourism destinations and why the distribution of cruise activity across the Arctic is so varied. A greater understanding of the current state of the tourism industry within the Canadian Arctic, especially the cruise industry, is needed to evaluate the potential of the Franklin Wrecks as a tourism destination considering that the wrecks would indeed be most easily accessed by expedition cruise ships or other small commercial vessels.

While tourism development is a well-researched field of study in general, relatively little research has focused on the process or factors that influence tourism related development (Beeton, 2006; Hall, 2000; Jewell et al., 2004; Knowd, 1998; Lewis, 2001; Murphy & Murphy, 2002; Pearce, 1999; Winnett, 1992). Instead, most of the literature has focused on tourism

planning but has failed to fully consider the subsequent operation or implementation needed (Jewell et al., 2004). Additionally, limited research has examined the factors that influence tourism development, and even more limited is research focused on understanding the determinants or factors that contribute to and/or acting as a barrier to, self-determined (i.e., Indigenous led) tourism development. One exception to this is Johnston et al. (2012) who explored the challenges of tourism development within Nunavut among stakeholders, including Indigenous rightsholders. It is critical to understand the factors that are influencing tourism development within the region in order to better understand what is needed for self-determined tourism development around the Franklin Wrecks to be fully realized. Furthermore, a limited understanding of tourists' motivations and expectations exists for the Canadian Arctic, with the exception of Manley et al. (2017) who explored expedition cruise tourists' motivations. Understanding the potential supply and demand and managing the expectations of potential visitors is a vital piece to enable successful tourism development for the region and for the wrecks themselves.

There remain few places globally that resemble the stage of tourism development (i.e. exploration stage) that the Canadian Arctic is currently in, and even fewer that share the complexities and challenges associated with accessing the region. A greater understanding of tourism development in the Canadian Arctic is needed to establish comprehensive baseline data, document community perspectives, recognize the factors influencing tourism development and understand tourist needs with an aim to better inform policy and decision-making (Johnston et al., 2017; Stewart et al., 2013). With growing interest in the region due to the allure of the Northwest Passage and the attraction of the Franklin Wrecks, the community of Gjoa Haven is particularly well-positioned to benefit from tourism related development with an unprecedented opportunity to ensure development is self-determined and sustainable. Thus, the purpose of this thesis research was to advance our understanding of marine tourism in Inuit Nunangat, with a specific focus on the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (WET NHS) to better understand tourism development in the region and determine the potential of the Wrecks Sites as a tourism destination.

1.2. Overview of Relevant Literature

1.2.1 Tourism Development Theory and Practice

Tourism development is a complex and multifaceted process that requires a full appreciation of an array of contextual factors to ensure success (Pearce, 1999). The tourism development literature has established a variety of theories to better understand elements of the tourism development process, including a strong focus on both destinations and visitors. The four theories of particular importance to this thesis research are: 1) tourism supply and demand; 2) Butler's (1980) Tourist Area Lifecycle ; 3) tourist motivations; and 4) tourist expectations.

Supply and demand are both influenced and impacted by the tourism experience (Beeton, 2006), while also influencing change, development and motivations (see above). Experiences are the result of both the tourists' needs and desires (demand) and the actual product provided (supply) (Beeton, 2006; Hall, 2003). Demand is influenced by market conditions, people's motivation to travel, and the factors which influence their ability to do so (e.g., increased leisure time or disposable income) (Pearce, 1995, 1999). Supply tends to address the benefits that the development of tourism brings or is perceived to bring and considers what fosters growth (Pearce, 1999). Haywood (2006) argues that tourism development is primarily supply-led as developers are courted and romanced into subsequent investment. Hall & Page (2002) have identified three principle elements to tourism demand: (1) effective or actual demand comprises of the number of people participating in tourism, commonly expressed as the number of travelers (e.g., measured by tourism statistics); (2) suppressed demand and deferred demand represent potential demand, this is the population who are unable to travel because of circumstances (e.g., lack of purchasing power or limited holiday entitlement) or because of constraints (e.g., lack of tourism supply such as a shortage of bed space); and (3) no demand, a distinct category for the population who have no desire to travel. This research explores and focuses on suppressed demand, that is deferred due to the inability to travel due to cost and remoteness and because of a lack of tourism supply and development. Understanding supply and demand is important as it not only influences but also shapes development.

Butler's Tourist Area Life Cycle (TALC) (Butler, 1980) is one of the most cited and well-known theories within the tourism field (Hall, 2006). The lifecycle describes four stages that a tourist destination goes through in terms of the development process. It can be utilized to explain and understand the factors associated with the emergence and development of tourism within a region as it accounts for variations in factors such as, rate of development, number of visitors, accessibility, government policies and number of similar competing areas (Butler, 2006; Haywood, 2006). It has been said to form a good basis from which further understanding can be developed, while it has also been criticized for being too simplistic (Beeton, 2006; Haywood, 2006). Further, Haywood (2006) emphasized that research must be undertaken to better understand the conditions and factors that both influence change, development, and motivations.

Motivations are defined as "psychological/biological needs and wants, including integral forces that arouse, direct and integrate a person's behavior and activity" (Yoon & Uysal, 2005, 46) and are thus integral to understanding demand. Tourist motivations are complex and are often a misunderstood area of tourism, especially for destinations early in the tourist area life cycle (Beeton, 2006). While research on the characteristics of visitors is widespread, less has been established to understand their motivations and desires as that information is harder to generalize across regions or areas beyond the destination level (Butler, 2006). Dann (1977) attempted to explain not only why people travel, but also what drives their destination choice, arguing that

earlier motivational research failed to address the question “what makes people travel”. In the more recent literature, motivations are often identified by asking visitors what needs they seek to satisfy (Needham et al., 2016b). Motivations can include both internal factors that are pushing people to engage in activities or external characteristics of activities and settings that are pulling people to select activities or settings (Mannell, 1999). Pull factors are the appealing attributes of a destination that an individual is seeking (e.g., weather, beaches, recreational facilities, cultural attractions, nature), while push factors are a range of socio-psychological motives that drive a person to travel (e.g., needing a break or escaping a routine) (Dan, 1977; Crompton, 1979).

Tourist expectations are the desires or wants of consumers related to what consumers feel a service provider should offer (Parasuraman, Zeithaml, & Berry, 1988; Cohen et al., 2014). Expectations often reflect the standard that consumers expect when evaluating attributes of the product/service offered (Teas, 1993; Cohen et al., 2014) and can influence or effect levels of tourism demand depending on the extent to which expectations are met or not met. Consumers typically perceive what they are expecting, which is usually based on familiarity, previous experience, values, and motivations (Schiffman & Kanuk, 1997; Cohen et al., 2014).

1.2.2 Historical Tourism Development in Arctic Canada

Challenging and variable sea ice conditions have historically precluded most commercial shipping and marine tourism within the Canadian Arctic. Despite these challenges, passenger vessel travel for pleasure began in the Canadian Arctic around 1980 (Dawson et al., 2014) with the first cruise ship, the *Explorer*, transiting the Northwest Passage (NWP) in 1984 (Jones, 1999; Marsh & Staple, 1995). There was sufficient tourism demand in the Northwest Passage to warrant similar transits, but conditions made successful voyages extremely challenging and limited. From 1992 to 2005, cruise ships only completed one to three successful voyages of the Northwest Passage each year but continued to visit other locations in the Canadian Arctic that were more accessible (e.g., the Baffin region) (Stewart & Draper, 2008). However, scholars (see Dawson et al., 2014; Dawson et al., 2007; Marquez & Eagles, 2007; Dawson et al., 2016) believe the Canadian Arctic cruise tourism industry is well positioned to be a beneficiary of climate change over the short term due to changing sea ice conditions that may increase accessibility and growth in the level of tourism demand that are in part related to last chance tourism (Dawson et al., 2018; Dawson et al., 2017; Johnston et al., 2017b; Lemelin et al., 2010; Stewart et al., 2013).

As the accessibility of the Canadian Arctic continues to increase due to climate change, it is anticipated that tourism interest will also continue to increase (Dawson et al., 2018; Dawson et al., 2017; Johnston et al., 2017b). The Wrecks of the HMS *Erebus* and HMS *Terror* are designated as a National Historic Site and are expected to stimulate Arctic marine tourism demand, and with it, increased opportunities, and risks to these archaeological relics and nearby

communities (Dawson et al., 2018; Dawson et al., 2017; Johnston et al., 2017b). The wrecks are conveniently located within the Northwest Passage (NWP), which is also receiving attention related to sovereignty, tourism, and commercial navigability (Bone, 2016; Dawson et al., 2018; Dawson et al., 2017; Johnston et al., 2017b). The NWP attracts tourism operators and tourists because of its rich history, scenery, natural environment, and increased accessibility (Dawson et al., 2016). The marine tourism industry has already developed cruise itineraries centered entirely around the Northwest Passage and the Franklin Expedition (e.g., Adventure Canada's *The Northwest Passage* and OneOcean's *Pathways to Franklin*¹), while other itineraries include historical elements of the Franklin Expedition (e.g., visiting Beechey Island).

The marine tourism industry in the Canadian Arctic has continued to steadily increase as interest in the natural environment, culture and history continues to grow (Johnston et al., 2017b). Compared to most other Arctic regions attracting passenger vessel activity, Canada's tourism market remains relatively small especially in comparison to other comparable destinations (e.g., Svalbard, Greenland, Iceland and Alaska). Infrastructure and local services in Arctic Canada are minimal (Dawson et al., 2014; Johnston et al., 2017a) and it has been suggested that the region is a full decade behind other Arctic nations in terms of development compared to other regions that have been more proactive (Dawson et al., 2014; Johnston et al., 2017a). For example, Greenland and Svalbard attract larger vessels because of infrastructure development (i.e. ports and hotels), while the cruise industry in the Canadian Arctic has been limited to the smaller expeditions vessels (exceptions: *The World* in 2012 and *Crystal Serenity* in 2016 and 2017) (Dawson et al., 2017). Despite the small scale of the industry, even one additional cruise ship in the Canadian Arctic could have a significant impact for local livelihoods given the current socio-economic conditions (Dawson et al., 2017).

Scholars note that increases in marine traffic could be highly advantageous given the potential for enhanced economic development including tourism opportunities (Dawson et al., 2016, 2018; Hodgson et al., 2013; Pelletier & Guy, 2015; Stewart et al., 2013, 2015) and the tourism industry could be a potentially important source of income generation for a region that currently lacks economic opportunities (Alkabsawneh & Alfandi, 2015). However, the complexities associated with increased potential for tourism development include a range of implications such as safety, security, environmental, degradation of historic or culturally significant sites, negative outcomes for local residents who depend on the marine environment for subsistence, and intrusions to local self-determination and sovereignty agreements (Brigham, 2011, 2013; Chircop, 2009; Dawson et al., 2018; Kelley & Ljubcic, 2012; Kubat et al., 2006; Ritsema et al., 2015; Stewart et al., 2013, 2015).

Indeed, cruise tourism is viewed by some Arctic communities as an important option in their effort towards attaining sustainable economies (Stewart, Dawson & Johnston, 2015). Stewart et

¹ OneOcean has since gone out of business, but other companies have begun offering similar targeted cruises.

al. (2011) identified that cruise tourism in Cambridge Bay and Gjoa Haven was welcomed, supported, and accepted as part of the new mixed socio-economic environment by community members. Cambridge Bay and Pond Inlet regarded income from the sector as positive but acknowledged that it is only beneficial for a small sector of the population, such as carvers, given the current scale of the industry (Stewart et al., 2011). Residents expressed a sense of pride that cruise ship tourists wanted to visit their communities and that tourism afforded them the opportunity to meet new people through cross-cultural interactions among residents and tourists (Stewart et al., 2011). There was an overall desire for more cruise tourism, so long as development was respectful and gradual (Stewart et al., 2011). Marquez and Eagles (2007) emphasized that it is critical to engage communities and Indigenous people in the process of tourism development to ensure it occurs in a sustainable and self-determined way.

1.2.3 Designation Effects and the Role of Protected Areas in Tourism Development

The use of parks and protected areas for recreation and leisure in Canada is as old as the concept of protected areas itself (Needham et al., 2016a). Canada's early national and provincial parks were established as opportunities arose to preserve their scenic beauty, generate revenue, and protect wildlife or other wonders of nature or historical significance (Wright, 2016). Although more emphasis is now placed on preservation, protected areas in Canada still operate under the dual mandate of conservation and visitor use (Tonge & Moore, 2007). Thereby, managers are responsible for balancing the protection of protected area resources and values (e.g., ecological, aesthetic, spiritual) (Bushnell & McCool, 2007), while providing satisfactory visitor experiences through tourism (Needham et al., 2016b).

Protected areas in Canada can be managed federally or by provincial and territorial governments. Parks Canada is the federal department responsible for the management of National Parks, National Marine Conservation Areas, and National Historic sites. National Historic Sites are places of importance to Canada and Canadian history that each tell their own story, contributing a sense of time, identity, and place to our understanding of Canada (Parks Canada, 2018). They represent thousands of years of human history and hundreds of years of nation building. There are more than 970 national historic sites located in more than 400 communities across the country, of these 171 are administered by Parks Canada (Parks Canada, 2018). National historic sites can be sacred spaces, battlefields, archaeological sites, buildings or streetscapes, underwater archaeology, or waterways (Parks Canada, 2018). The health and wholeness, or commemorative integrity, of the national history site is protected, preserving the site's cultural resources, communicating its heritage values and national significance, and kindling the respect of people whose decisions and actions affect the site (Parks Canada, 2018).

In the Canadian Arctic, tourism opportunities can be divided into two basic categories: consumptive (e.g., trophy hunting and fishing); and non-consumptive (e.g., expedition style and

destination cruising, photographic safaris, wildlife viewing, northern lights, skiing and snow machine riding, canoeing, kayaking and rafting, dogsledding and cultural and historical tourism) (Lemelin et al., 2016). Protected areas are attractive destinations for cruise ships in the Canadian Arctic because in addition to these being areas of natural and cultural interest, most of them have a shoreline, making them accessible to cruise vessels via zodiacs (Marquez & Eagles, 2007). Protect areas within the Canadian Arctic are home to an array of wildlife, including numerous bird species, ungulates, and charismatic mega-fauna (e.g., whales and polar bears) and beautiful landscapes (e.g., glaciers, icebergs, fjords, mountains, coasts islands, sea ice, tundra, and forest) (Lemelin et al., 2016).

The designation of protected areas can benefit local communities by providing ecosystem services (e.g., clean air and water), generating tourism revenue and restoring lost access to natural resources (Lemelin & Dawson, 2014; Lemelin et al., 2016; Wright, 2016). Protected areas are seen as an opportunity for economic development and the expansion and diversification of existing tourism opportunities (Lemelin & Dawson, 2014; Lemelin et al., 2016). The establishment of protected areas is also an opportunity for Indigenous self-government, collaborative management strategies, and the use of traditional ecological knowledge (TEK) and Inuit Qaujimagatuqangit (IQ) (Lemelin et al., 2016). However, Lemelin & Dawson (2014) acknowledge that the benefits associated with the designation effect of a protected areas are likely to be limited within the Canadian Arctic because of the numerous challenges associated with reaching these areas (e.g., remoteness, distance from communities).

1.2.4 The Wrecks of the HMS Erebus and HMS Terror

In 1845, two ships, the HMS *Erebus* and HMS *Terror* set sail from Britain with 129 men under the command of Sir John Franklin. By this time, Great Britain was a leading power on the world stage and was keen to discover a shorter trade route through North America via the Northwest Passage (Canadian Mysteries, 2015) (Figure 1).

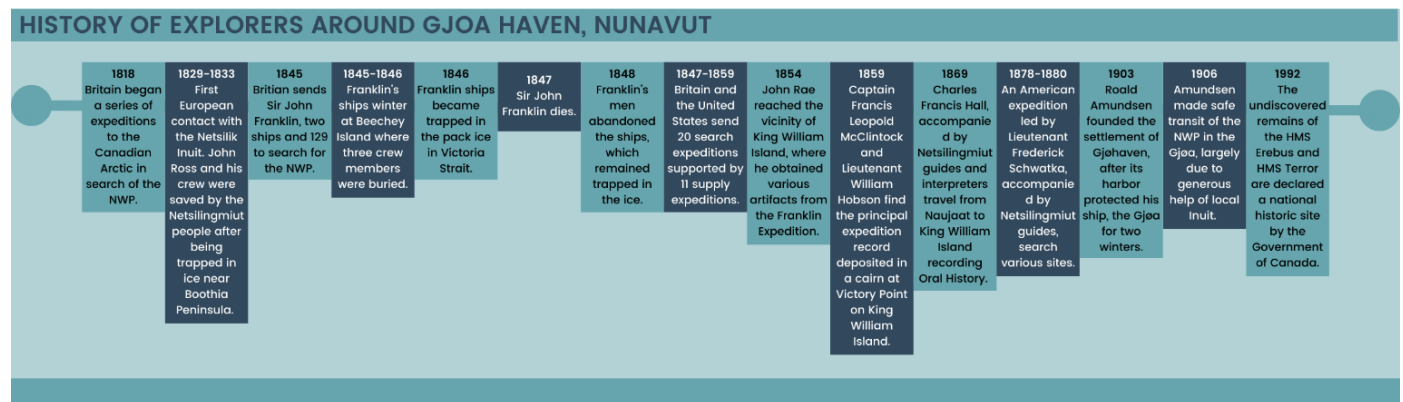


Figure 1: History of Explorers around Gjoa Haven, Nunavut.

Source: Destination Nunavut (2017) and Canadian Mysteries (2015).

The unsolved mystery of the ill-fated Franklin Expedition has generated significant curiosity, speculation, and intrigue. The Franklin Wrecks maintained important historical significance within Canada as the unlocated shipwrecks were declared a National Historic Site in 1992. The government declared this National Historic Site in recognition of the substantial contributions to mapping Canada's North by Sir John Franklin (Canadian Geographic, 2014). This was the only National Historic Site in Canada that had yet to be discovered. In 1997, Canada signed a Memorandum of Understanding with Great Britain to establish that if and when the shipwrecks were found, the responsibility and recovery would be that of Canada (Parks Canada, 2022).

In 2008, the Government of Canada funded a multi-year mission in search of the HMS *Erebus* and HMS *Terror* in which Parks Canada took the lead (Parks Canada, 2022) (See Figure 2). The initial search began in August of 2008, when Parks Canada's Underwater Archaeology Team (UAT) and the Canadian Hydrographic Service charted a 65-kilometre long corridor for a main search around for the HMS *Erebus* in Wilmot and Crampton Bay (Parks Canada, 2022). In 2014 and 2016, the use of state-of-the-art technology, Inuit Knowledge and oral testimony led to the historic discoveries of the HMS *Erebus* and HMS *Terror*. The HMS *Erebus* was discovered in 11 meters of water in Wilmot and Crampton Bay in Queen Maud Gulf, while the HMS *Terror* was found in 24 meters of water near King William Island (Canadian Mysteries, 2015).



Figure 2: Timeline of the Franklin Wrecks Search. Source: Parks Canada (2022).

1.3 Research Objectives

This thesis research addresses a notable gap in the literature by first establishing a better understanding of tourism patterns and residents' perspectives, then identifying factors that influence tourism development, and finally by exploring prospective tourists' motivations and expectations in and around the Franklin Wrecks and across Arctic Canada. This research used an approach that respects the National Inuit Strategy on Research by responding to Inuit research priorities in social science (ITK, 2018b). The outcomes of this research are intended to benefit the well-being of Inuit who rely on the marine environment for food security, well-being (mental and physical), and to practice cultural traditions (Kelley & Ljubicic, 2012). Only by including and working with Inuit on this research can their needs in those areas best be considered and respected. The timing of this research also aligned well with key mandates and commitments by Parks Canada to establish management plans at the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic site (WET NHS) and results have been shared with relevant organizations. The information documented in this research can also be utilized by the community of Gjoa Haven to ensure and assist in self-determined and sustainable tourism planning, management, and development at the WET NHS.

Prior to COVID-19, Canada's tourism industry exceeded \$105 billion in total economic activity and generated 1.8 million jobs (TIAC, 2022). A growing body of tourism scholars are interested in concepts and theories, such as sustainable tourism (see Hall, Gossling & Scott, 2015), destination lifecycle (see Butler, 2006; Hall, 2006; Haywood, 2006), last chance tourism (Lemelin et al., 2010; Groulx et al., 2016), and Arctic tourism (see Stewart et al., 2017). Despite the emerging research within the tourism field, there has been less research on tourism development as of late, especially in the Arctic and within remote communities. Stewart et al. (2017) indicated that polar tourism research is emerging from its infancy and one thematic area that needs advancing is the theme of changing tourism demand. Evidence supporting this theme is limited and in-depth regional case studies are needed to help build that understanding. The objective of this dissertation is therefore to explore the concept of tourism development through the lens of a westerner who is working collaboratively with Inuit and Northerners' who reside in the study area.

This work is expected to advance our understanding of marine tourism in Inuit Nunangat, with a specific emphasis on the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site to better understand the potential of tourism development. The three manuscripts that make up this dissertation explore tourism development in Inuit Nunangat to better understand the potential of the HMS *Erebus* and HMS *Terror* and related National Historic Site as a tourism destination. The geographic focus of each manuscript is either: 1) regional (Inuit Nunangat); 2) community (Gjoa Haven); or 3) site specific (Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site). This study examined Arctic tourism development through various perspectives to achieve the

overarching **research aim** of better understanding the current and potential future state of tourism within the region. This research sought to address several important research and **knowledge gaps** including: 1) a lack of baseline data on the current state of the marine tourism industry and marine tourism patterns and trends in the Canadian Arctic; 2) the absence of a comprehensive collection of community perspectives on Arctic tourism development; 3) in-depth understanding of the factors that influence, are contributing to and/or acting as a barrier to Arctic tourism development; and 4) a complete absence of information on potential tourists' desired visitor expectations and motivations for visiting the region and the Franklin Wrecks. This was achieved through the following objectives:

- **Objective 1:** *Identify temporal and spatial marine tourism trends in Inuit Nunangat;*
- **Objective 2:** *Explore Gjoa Haven residents' perspectives on tourism development around the Wrecks of the HMS Erebus and HMS Terror National Historic Site;*
- **Objective 3:** *Understand the underlying factors influencing tourism development around the Wrecks of the HMS Erebus and HMS Terror National Historic Site; and*
- **Objective 4:** *Explore visitor experience desires for the Franklin Wrecks sites.*

1.4 Study Area

The thesis research is focused on Inuit Nunangat, which is an Inuktitut term meaning “homeland” used to describe the four Inuit land claim regions (see Figure 3). The history of Inuit Nunangat is complex and has had long standing impacts on the region. An overview of the history of Inuit Nunangat is provided in more detail in Appendix 1.

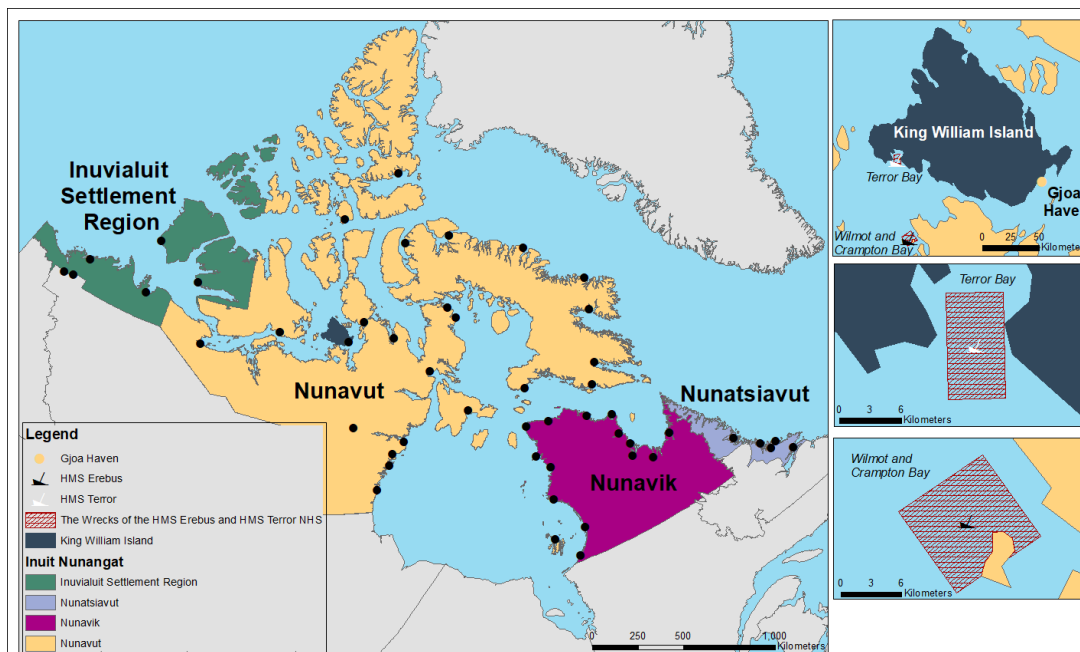


Figure 3: Study area of thesis.

The distinct geographic, political, and cultural region includes not just the land but also water and ice (see Figure 3). This region encompasses roughly 35% of Canada's landmass and 50% of its coastline (ITK, 2018b). There are 50 communities located in the four Inuit regions: Nunatsiavut (Northern coastal Labrador), Nunavik (Northern Quebec), the territory of Nunavut and the Inuvialuit Settlement Region of the Northwest Territories. There are 65,000 Inuit in Canada, the majority who live in Inuit Nunangat (ITK, 2018b) (See Table 1).

Table 1: Population of Inuit Nunangat by Region.

Region	Population	Communities
Nunatsiavut	2,300	5
Nunavik	11,000	14
Nunavut	27,000	25
Inuvialuit Settlement Region	5,800	6

Source: ITK (2018a).

The mainland communities within the ISR are the only Inuit communities in Canada that have connecting roads to the south (ITK, 2016). Nunavut, Nunavik, and Nunatsiavut depend on air service and spring sealifts for transportation and supplies (ITK, 2016). Inuit co-manage their homelands with the federal, provincial, and territorial governments through protected land claims agreements (Canadian Geographic, n.d.). The public sector is a major employer throughout the region, while tourism and mineral exploration are growing sectors (ITK, 2016).

Nunavut is an Inuktitut term meaning "Our Land." Nunavut is the youngest and largest territory in Canada, as the confirmation of the division between the Northwest Territories and Nunavut became official on April 1, 1999 (Canadian Geographic, n.d.). Nunavut covers 1,936,113 square kilometres of land and 157,077 square kilometres of water, representing nearly 21% of Canada's total area (Canadian Geographic, n.d.). Nunavut has a population of approximately 27,000 people (ITK, 2018a), of which 84% are Inuit (Travel Nunavut, 2022). Nunavut is a territory with three regions: the Qikiqtaaluk (Baffin) Region, the Kivalliq Region, and the Kitikmeot Region and 25 communities. Nunavut can only be accessed by air and sea and there are no highways or roads linking Nunavut communities.

Nunavut has a mixed economy of land-based and wage-based employment (Government of Nunavut, 2022). Subsistence hunting and related activities remain an important part of Nunavut's economy. According to the Government of Nunavut (2022), the harvesting economy is worth approximately \$40 million annually. There has been increased mine exploration, development, and gold production in the territory along with the establishment of fisheries. Tourism is another growing industry within Nunavut with four national parks, 1 national historic site, 15 territorial parks and increased cruise traffic (Government of Nunavut, 2022). Despite the emerging and growing industries, the public sector remains the largest employer in Nunavut (ITK, 2018b).

Gjoa Haven (Uqsuqtuuq) is a community located within the Kitikmeot region of Nunavut in Inuit Nunangat. It has a population of approximately 1,200, of which 55% are under the age of 25 and 95% are of Inuit descent (Destination Nunavut, 2017; Statistics Canada, 2017). The economy is based on renewable resources, arts and crafts, fisheries, and tourism. The community has historic connections to explorations and explorers and was named after Amundsen's vessel, *the Gjøa*. It is the closest community, 125 km away, to the recently discovered wrecks, the HMS *Erebus* and HMS *Terror* (Parks Canada, 2019) (Figure 3). The community played a critical role in the discovery of the wrecks and will continue to play a role in the management and development of the wrecks as a tourism destination.

The Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site will be the first to be co-managed by Inuit and Parks Canada. Since 2016, an Inuit Impact Benefit Agreement (IIBA) is under negotiation between Parks Canada and the Kitikmeot Inuit Association to outline the cooperative relationship for the management of the WET NHS. . Access to the National Historic Site is prohibited without a permit from Parks Canada (Parks Canada, 2017). Adventure Canada, a cruise ship company operating in the Canadian Arctic, obtained a permit to visit the HMS *Erebus* site through a one-time lottery that Parks Canada organized. Parks Canada organized this lottery to explore what tourism at the site could look like. The visit was three years in the making, as the cruise ship was unable to reach the site due to weather and sea ice conditions in 2017 and 2018, but were finally able to visit in 2019, marking an historic event whereby the first tourists visited one of the wrecks. Cruise ship passengers were taken by zodiac to the HMS *Erebus* site where Parks Canada archaeologists were diving. Passengers had the opportunity to visit the archaeologists diving platform and zodiac around the area.

1.4 Thesis Structure

This thesis contains three concurrent manuscripts that build on one another to each explore, through a different lens, tourism development as it relates to examining the potential of the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site as a tourism destination (see Figure 4).

Chapter 2 is the first manuscript in this thesis, which was published in the journal *Tourism in Marine Environments* (Weber et al., 2021). This chapter focuses regionally on Inuit Nunangat to provide vital context for this dissertation. It explores marine tourism patterns and cruise ship itineraries within Inuit Nunangat to develop a baseline understanding of historic marine tourism activities with the region.

Chapter 3 is the second manuscript in this thesis, which will be submitted to *Journal of Hospitality and Tourism Management*. This chapter focuses on the community perspective to

Chapter 1: Thesis Introduction

provide critical insights on tourism development around the Wrecks of the HMS *Erebus* and HMS *Terror*. It explores, at a high level, community perspectives on tourism development and provides an in-depth look at the factors that influence tourism development.

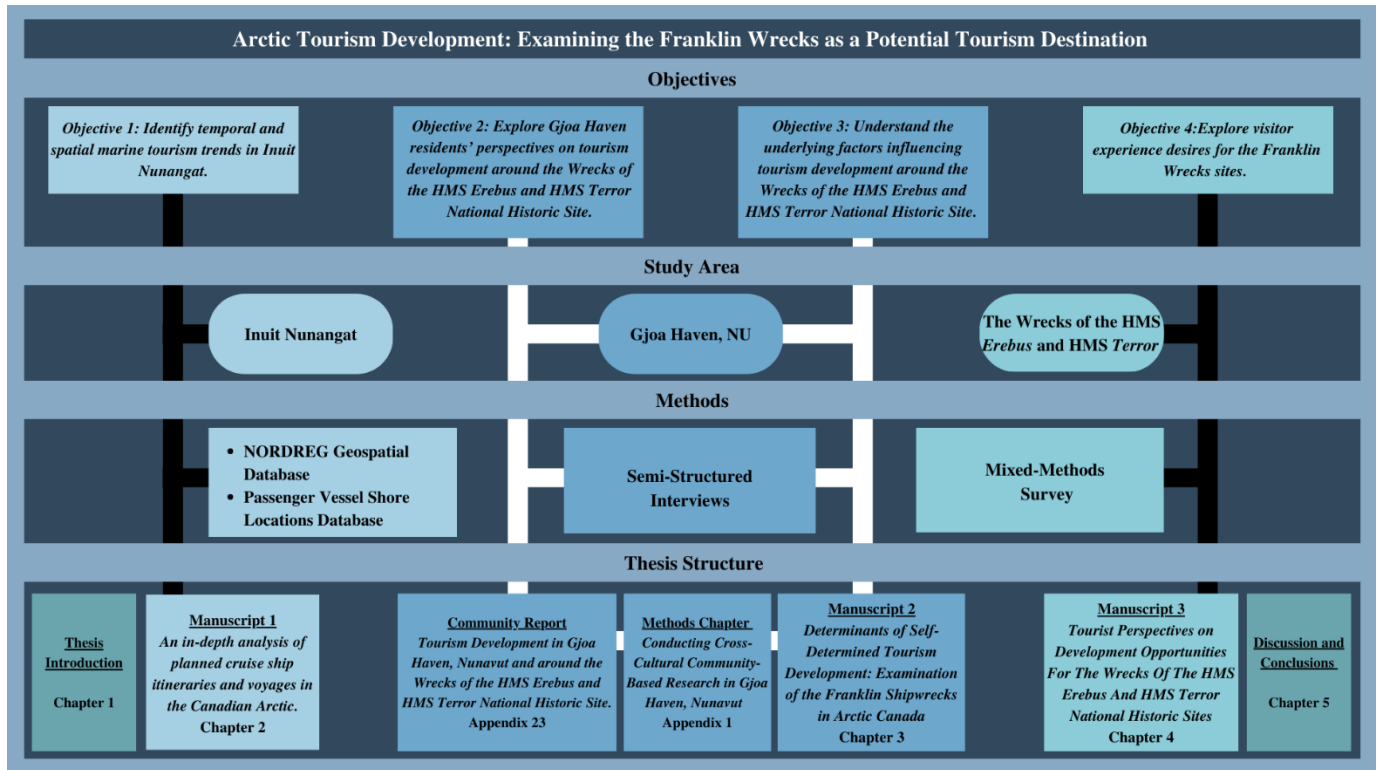


Figure 4: Thesis structure.

Chapter 4 is the third manuscript in this thesis, which will be submitted to *Polar Journal*. This chapter focuses on the site-specific perspective of the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site to better understand the desired visitor experience. This is a crucial piece to understanding the potential of the HMS *Erebus* and HMS *Terror* as a tourism destination as development needs to be self-determined and sustainable, while also aligning with potential tourists motivations, desires or expectations.

Chapter 5 is the concluding chapter to this dissertation. It will bring together all three manuscripts to discuss the findings and related observations, while providing concluding remarks, limitations, and future research.

The thesis Appendix outlines key documents and resources that were imperative in the development of this thesis. Key documents include a supplementary methods chapter titled *Conducting Cross-Cultural Community-Based Research in Gjoa Haven, Nunavut* (Appendix 1) and a community report titled *Tourism Development in Gjoa Haven, Nunavut and Around the Wrecks of the HMS Erebus and HMS Terror National Historic Site* (Gjoa Haven, Nunavut

Community Report) (Appendix 22). Additional materials include research materials, from the scoping trip to recruitment, interview guides and surveys, and ethics certificates.

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CHAPTER 2: AN IN-DEPTH ANALYSIS OF PLANNED CRUISE SHIP ITINERARIES AND VOYAGES IN THE CANADIAN ARCTIC

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Abstract

There is limited data on marine tourism traffic (cruise ships and pleasure craft) and on-shore locations visited by cruise ships in the Canadian Arctic. Marine tourism vessels represent 11.8% of all vessel voyages transiting within the Canadian Arctic, which is significant as these vessels “go off the beaten path” seeking out natural and cultural experiences. Given the vast landscape of the Canadian Arctic, as well as the fact that not all on-shore sites require a permit to visit, there is uncertainty as to where marine tourism vessels are disembarking passengers onto land. This research utilizes databases with information on marine tourism voyages (i.e. ship traffic) from 1990-2019 and shore locations from 2008-2019 to better understand the current scale and scope of the sector. Data on marine tourism voyages was acquired from the Canadian Coast Guard Ship Archive and shore location information were compiled from planned publicly available cruise ship itineraries. The results show that marine tourism vessels and related shore activities have been steadily increasing over time, while also illustrating and highlighting the infancy of the Canadian Arctic marine tourism industry as a total of 150 unique on-shore locations have been advertised to tourists from 2008 to 2019 with a minimum of 44 different on-shore locations advertised each season. This paper advances and improves our understanding of the marine tourism industry and is vital for the management and planning of a sustainable tourism industry that ensures both respect of the northern ecosystems and environment and the rights and traditions of Indigenous northerners.

Key words: Canadian Arctic; Inuit Nunangat; Marine Tourism; Sustainable Tourism; Cruise Ships

2.1 Introduction

The marine tourism industry seeks to develop and sell novel and unique activities in interesting destinations (Østreng et al., 2013). The Arctic is one of these destinations, and the region has emerged as a popular place for once-in-a-lifetime experiences that differ from other mass markets (e.g. Caribbean or Mediterranean) (Østreng et al., 2013). The accessibility of the Arctic, due to climate change and development, is increasing and it is anticipated that interest in the region will continue to grow (Arctic Council, 2009). The marine tourism industry is the largest segment of the Arctic tourism sector in terms of numbers of people, geographic range and types of recreational activities (Arctic Council, 2009). It typically consists of passenger vessels with commercial or packaged tourists (i.e. cruise ships) that range from expedition (less than 200 passengers) to luxury (1000 or more passengers) and pleasure craft vessels with independent tourists (i.e. sailboats and yachts) (Dawson et al, 2017b).

Most Arctic cruises are concentrated in the waters around Svalbard and Greenland (Østreng et al., 2013), which are able to attract larger vessels (e.g. luxury cruise ships) because of significant infrastructure development. The Canadian Arctic attracts smaller expedition style vessels due to a lack of necessary infrastructure (Dawson, Johnston & Stewart, 2017). Greenland and Svalbard host between 25,000 and 50,000 cruise tourists annually, while the Canadian Arctic hosts approximately 3,500 cruise tourists annually (Dawson, Johnston, & Stewart, 2017). The regional differences are also attributed to remoteness, distance to major population centers, infrastructure, minimal local services and limiting management regimes (Dawson et al., 2014; Johnston et al., 2017a). As such, the Canadian Arctic lags behind other Arctic regions and represents a small segment of the circumpolar Arctic marine tourism industry (Johnston et al., 2017a).

Despite its small market size, cruise ship tourism presents potential opportunities and challenges for Inuit and northerners in Arctic Canada. Marine tourism offers the potential for new development, social benefits (e.g. community empowerment, community organization, improved education and facilities, and promotion of local culture) and economic benefits (e.g. employment opportunities) for local communities (Dowling & Weeden, 2017; Koens et al., 2009). Cruise tourism is viewed as an important avenue toward attaining sustainable economies (Stewart et al., 2015). One advantage is that the seasonal nature of the marine tourism industry allows local residents to be employed part-time and still engage in traditional economies (e.g. subsistence hunting, berry picking, and other traditional activities) (Stewart, Dawson & Johnston, 2015).

Although communities are well-positioned to benefit from marine tourism, they are also vulnerable to negative social and environmental impacts related to tourist and operator behaviour, such as pollution from incidents and accidents, crowding in communities, and sheer size of modern (non-ice-strengthened) cruise liners (Lück et al., 2010). Other potential challenges associated with cruise tourism globally include the loss of community coherence,

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degradation of local culture, growth in crime or other social ills, and a loss of access to facilities for local people (Newsome et al., 2013). Given Inuit and Northerners connection to the land, any increase in shipping-related activities, has the potential to impact local community livelihoods and their ability to subsistence hunt (Dawson et al., 2020). Arctic marine tourism vessel activity is concentrated in the summer months (June through September) when sea ice and weather are more favorable and there is 24-hour daylight above 66.5° North (Orams, 2010). Compared to other vessels transiting in the Arctic (e.g. re-supply vessels), marine tourism vessels are unique because they typically do not transit in the most direct route. Instead, they view landscapes at close range, disembark passengers, seek wildlife and ice, and venture into challenging and sometimes uncharted waters (Dawson et al., 2014).

A comprehensive temporal and spatial analysis of tourism vessels in the Canadian Arctic is necessary to fully understand where and when vessels visit communities, protected areas and other significant shore locations throughout the region (Johnston et al., 2017a). The Government of Nunavut (2015) also indicated that data needs to be collected to better understand the current state and potential growth of the tourism industry. This paper responds to this critical need voiced by scholars (see Marquez & Eagles, 2007; Johnston, Dawson & Maher, 2017; Stewart, Draper & Johnston, 2013) and the Government of Nunavut (2015) and uses two databases containing information on marine tourism voyages and shore locations to better understand the current scale and scope of the sector. Understanding marine tourism patterns can provide useful information to communities, tourism planners and cruise operators and aid stakeholders in their policy development (Marquez & Eagles, 2007; Mueller et al., 1970; Snepenger & Ditton, 1985; Johnson & Snepenger, 2006). In particular, we present here the number of marine tourism voyages from 1990-2020 and planned on-shore use visits by cruise ships from 2008-2020, including frequency of itinerary listings for communities, natural areas and historic sites, and other shore locations within the Canadian Arctic.

2.2 Marine Tourism in the Canadian Arctic

In the Canadian Arctic, the cruise industry can be traced to the first transit of the Northwest Passage in 1984 by the MS Explorer. The region continues to attract tourism operators and tourists because of its rich culture, history, scenery, natural environment and increased accessibility (Dawson et al., 2014; 2016; Government of Nunavut, 2016a; Johnston et al., 2017a). Many notable events have influenced or contributed to the development of the marine tourism industry in the Canadian Arctic (see Figure 5). Starting in the early 2000s the region received global media attention related to climate change (Lemelin et al., 2010) and the idea of “last chance tourism” emerged, which has been described when a vanishing or changing destination creates an increased draw for some tourists to visit the region before the unique polar landscapes (e.g. glaciers and sea ice) or wildlife (e.g. polar bears) disappear (Lemelin et al., 2010). In 2009, the Canadian Government declared that all vessels could traverse the Northwest

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Passage without being accompanied by an icebreaker, which laid the foundation for marine tourism and last chance tourism in the region to expand. In 2014 and 2016, the two ships from the Franklin expedition were located, which generated an enormous amount of attention, and are expected to stimulate marine tourism demand and related development (Dawson et al., 2017a, 2018; Government of Nunavut, 2016a; Johnston et al., 2017a). The emergence of COVID-19 led to the cancellation of the 2020 and 2021 cruise and tourism season. The impacts of this are not immediately clear, as it is not known how the global cruise or tourism industry, will respond nor how potential passengers and tourists will respond post COVID-19.

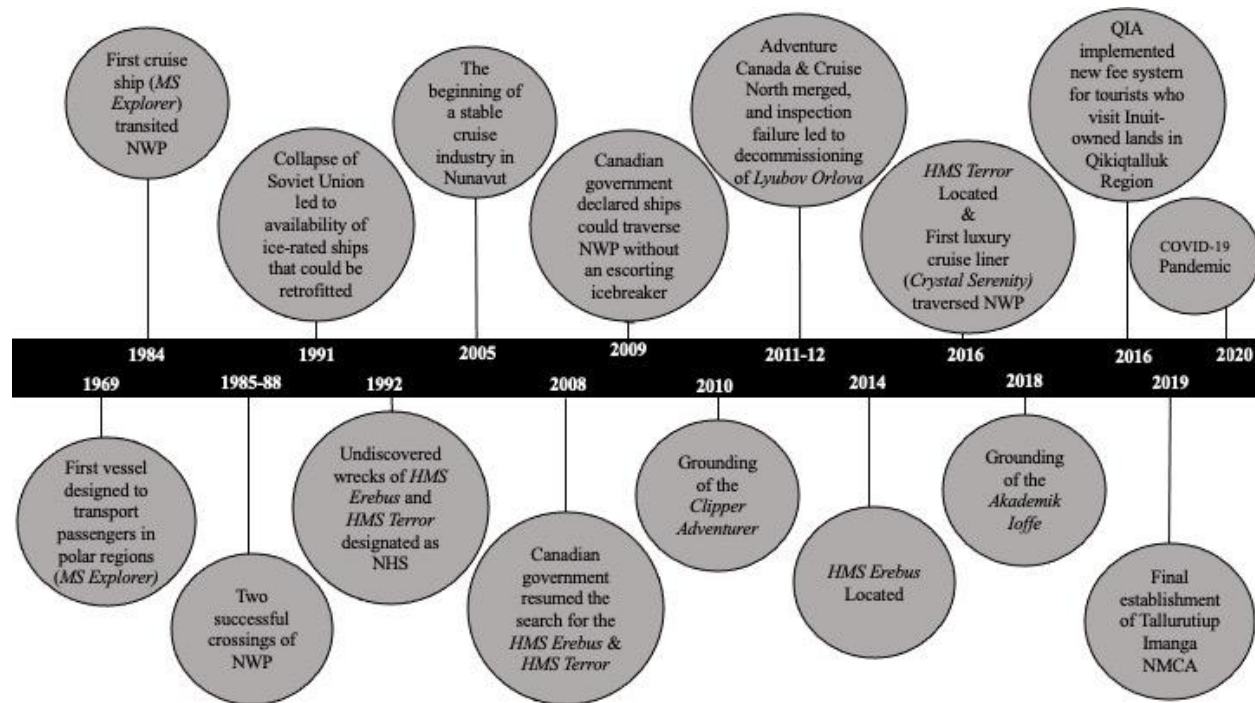


Figure 5: Timeline of notable events that have influenced marine tourism development in the Canadian Arctic*.

*NHS = National Historic Site; QIA = Qikiqtani Inuit Association; NMCA = National Marine Conservation Area

The cruise tourism industry in the Canadian Arctic is dominated by expedition style cruises, which are founded on education and provide tourists with experiences in remote places (Ellis & Kriwoken, 2006; Johnston et al., 2012a, 2017a; Manley et al., 2017; Walker & Moscardo, 2006). They offer shore landings, zodiac boat trips, wildlife viewing, kayaking, hiking, community visits and cultural programming and often have professionals (e.g. marine biologists and culturalists) onboard the vessel (Johnston et al., 2017a; Manley et al., 2017). Cruise passengers on expedition cruises often have different motivations than mainstream cruisers as they are interested in being immersed in the Arctic environment and culture, they have a clear desire to learn, and they want to experience and see the landscape and wildlife that are unique to the area (Manley et al., 2017). Polar expedition cruise passengers are typically profiled as older in age, well-educated, well-travelled, in good health and have successful careers or are retired

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(Government of Nunavut, 2016b; Grenier, 2004; Johnston et al., 2017a; Jones, 1999; Maher, 2010; Maher, 2012; Manley et al., 2017). In Nunavut specifically, they exhibit the highest spending of all tourists groups (Government of Nunavut, 2016b), although Johnston et al. (2017a) noted that each passenger spends an average of \$700 on shore during their entire cruise. Spending patterns are likely a result of several factors, such as artists only taking cash or wildlife export restrictions.

Pleasure crafts are non-commercial vessels (e.g. sail boats, yachts) that do not transport passengers or goods for a financial return (Johnston et al., 2017b; Johnston et al., 2013; Pizzolato et al., 2014). Vessels range from small sailboats with two people to luxury yachts with more than 50 people (Johnston et al., 2017a). There is limited data regarding the number of pleasure craft vessels cruising in the Arctic and little is known about the demographic profile, spending patterns or motivations of pleasure craft tourists in the Canadian Arctic (Johnston et al., 2017a; Orams, 2010). These vessels fall below regulatory thresholds for mandatory reporting and permitting because they are less than 300 gross tonnes (Johnston et al., 2017a) and as a result set their own itineraries, have the capacity to access landings virtually anywhere, and are not required to seek permits that are required of cruise operators (Johnston et al., 2017a).

2.3 Methods

2.3.1 Study Area

This study includes Canadian Arctic waters as defined by the Northern Canada Vessel Traffic Services (NORDREG) Zone (Figure 6). The terrestrial area within the NORDREG zone is Inuit Nunangat (Inuit Homeland), the distinct geographic, political and cultural region that includes 50 populated communities located within the four Inuit settled land claims regions: Nunatsiavut (Northern coastal Labrador), Nunavik (Northern Quebec), the territory of Nunavut and the Inuvialuit Settlement Region of the Northwest Territories (Figure 6). This region encompasses approximately 35% of Canada's landmass and 50% of its coastline (ITK, 2018b).

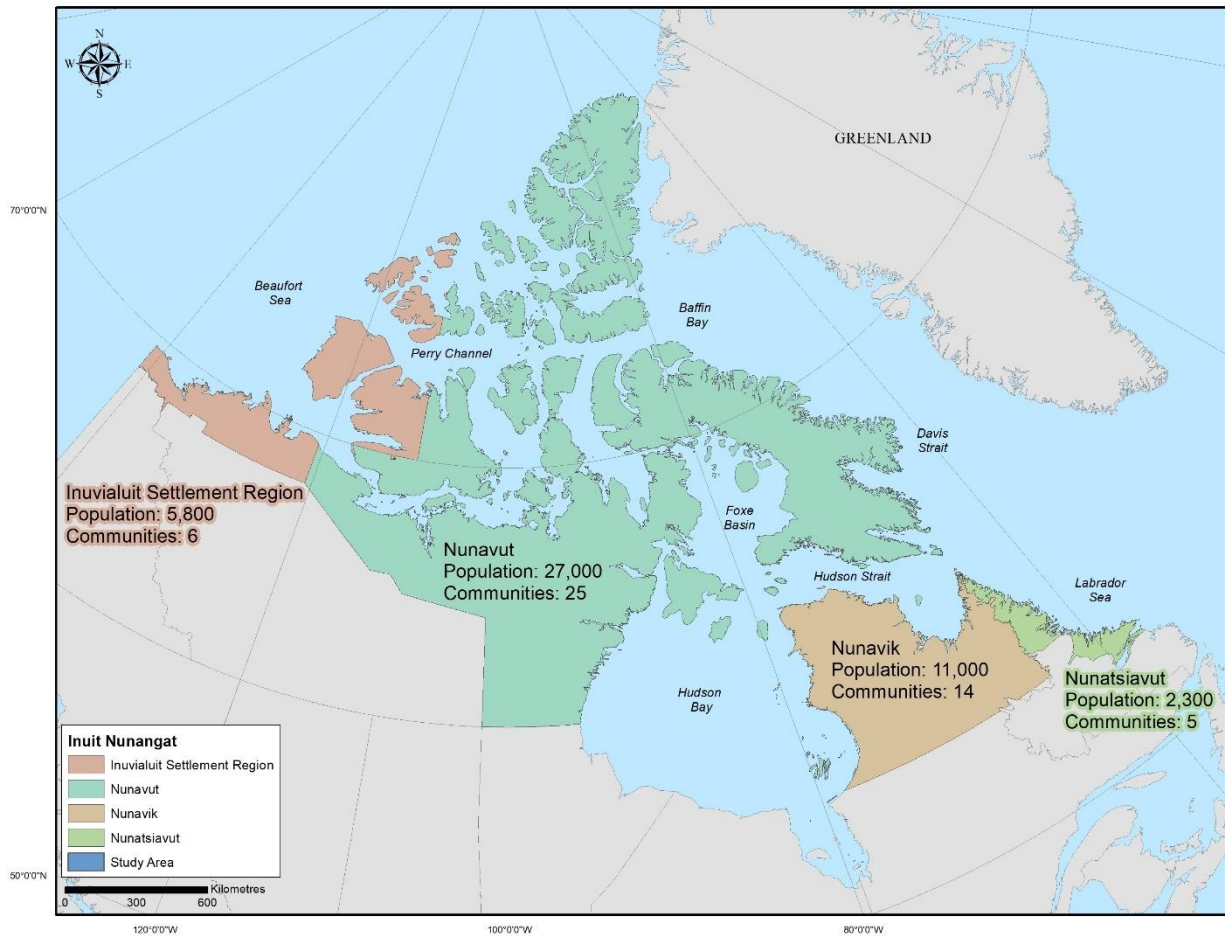


Figure 6: Map of Inuit Nunangat and the Study Area.

2.3.2 Marine Tourism Voyages

This geospatial database of shipping activities was developed for the NORDREG zone based on Canadian Coast Guard ship archive data from 1990 to 2018 (see Pizzolato et al., 2014, 2016; Dawson et al., 2017c). Daily ship positional data was used to produce a geospatial database model of reconstructed ship tracks with attributes such as: vessel name, time, date of entry and exit, and distance travelled using a least cost path (LCP) approach, based on weighted cost surfaces of total sea ice concentration, bathymetry, and distance from the land (see Pizzolato et al., 2014, 2016). The NORDREG Geospatial Database was previously developed (see Pizzolato et al., 2014, 2016; Dawson et al., 2017c, 2018) and passenger and pleasure craft vessel information was extracted using SQL queries and summarize functions in ArcGIS to determine annual vessel voyage statistics. A voyage is defined here as the movement of a vessel from one port of call to another, while a vessel refers to the actual ship. The NORDREG Geospatial Database contains ship tracks for all vessel types from 1990 to 2018. The 2019 and 2020 data included in this analysis was determined using daily ship position data (i.e. pre-processed data).

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For that reason, the kilometres travelled for 2019 and 2020 are not yet known. Information on passenger vessels maximum passenger capacity was obtained from CruiseMapper (2020).

2.3.3 Shore Locations

To identify on-shore use levels (i.e. where operators intended to disembark passengers), a comprehensive internet search was conducted annually from 2008 to 2020 to record itineraries offered by cruise ship operators in the Canadian Arctic. The database contains information on the location, date of planned visit, and the name of vessel. Data was cross-referenced using vessel information and cruise dates in order to avoid double counting the same cruise that was advertised on multiple websites. The locations were then divided into four distinct categories: communities, natural areas (with protected area designation), historic sites (with protected area designation), and other shore locations (e.g. fiords, islands and on-shore locations without protected area designation). The latitude and longitude information for each location was acquired and the database was imported into ArcGIS for analysis.

Cruise ship itineraries for Arctic cruises can be viewed as a wish-list because ice, weather and operational difficulties can cause ship operators to change plans at the last minute (Stewart, Howell, Draper, Yackel, Tivy, 2007). Therefore, the following database includes information on planned itineraries, as advertised to the tourist; whether or not the vessel actually landed at that specified locations is difficult to determine. This is a large gap in knowledge, as not all on-shore locations require a permit, thus given the Canadian Arctic's vast landscape it is hard to determine for certain where cruise ships disembark passengers. Despite this limitation, this database provides valuable information on where cruise ships intended to take passengers over the past twelve years. In addition, limited information is known as to how many passengers were onboard each vessel and how many passengers disembarked at each shore location. Thus, the maximum capacity of each vessel that visited each shore location was used to determine the maximum number of passengers that could have visited each shore location annually.

2.4 Results

2.4.1 Marine Tourism Voyages

The total number of voyages among all vessel types has increased significantly over the past 28 years. From 1990-2018, the total number of voyages annually ranged from 99 (in 2004) to 399 (in 2017). In 2008, the number of annual voyages exceeded 200 for the first time. Since 2010, the number of voyages has exceeded 285 annually, reaching over 300 in 2013 and from 2015-2018 (Figure 7).

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In 2004, passenger vessels accounted for 17% of all voyages, exceeding all vessel types except bulk carriers. However, after 2007, passenger vessels never exceeded 10% of all voyages. Pleasure craft vessels accounted for the lowest percentage of all voyages annually, except in 2014 when they accounted for 9.2%. In the last five years (2014-2018), passenger vessels accounted for 4.4% to 5.6% (average 5.1%) of vessels, while pleasure craft accounted for 3.8% to 9.2% (6.6% average). Thus, from 2004-2018, marine tourism vessels on average represented 11.8% of total vessel voyages in the Canadian Arctic.

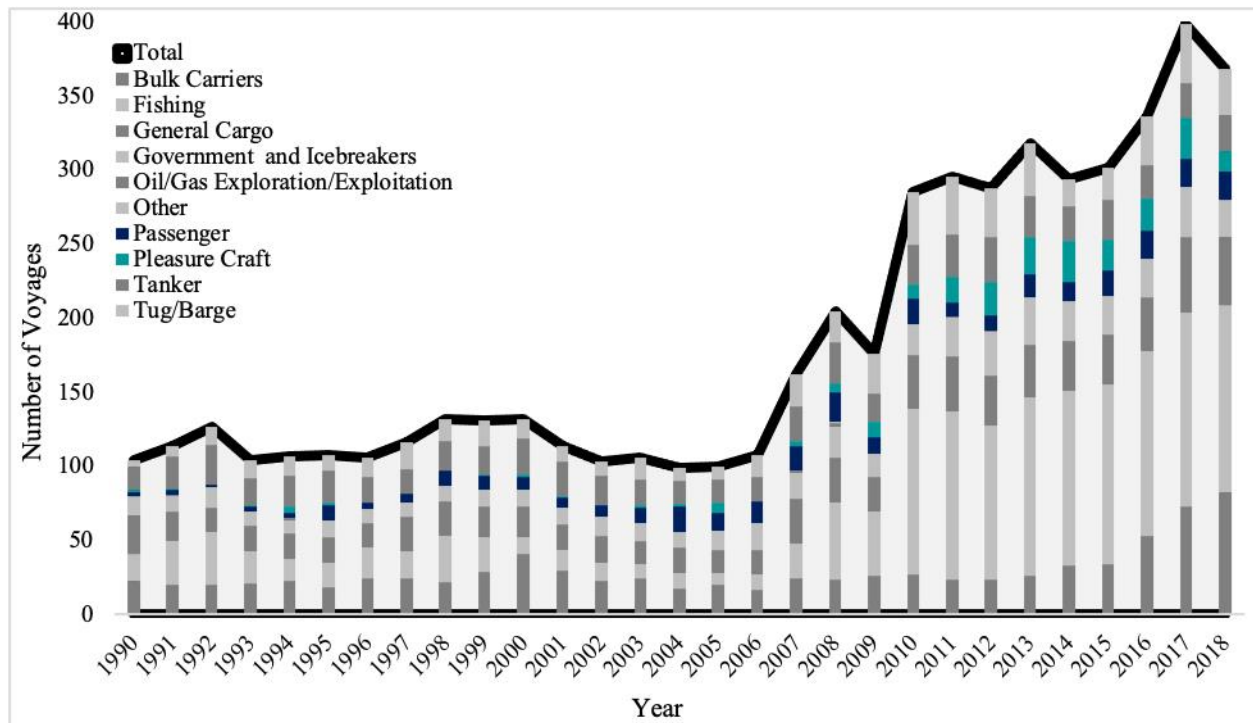


Figure 7: Number of voyages in the Canadian Arctic from 1990-2018 categorized by vessel type.

Since 2003 and 2009 respectively, there have been at least ten passenger and pleasure craft voyages annually (See Figure 8). Prior to 2005, the average number of passenger vessel voyages from 1990-94, 1995-99, and 2000-04 were three, eight and ten respectively. From 1994 to 1995, the number of passenger vessel voyages doubled (from four to ten), decreased from ten to five in 1996 and six in 1997, to nearly double again in 1998 (from six to ten). Cruise industry trends from 1995 to 2003 were irregular, as voyages fluctuated between five and ten. In 2004, passenger vessel voyages peaked at 17 with a subsequent decrease in 2005 to 12. In 2008, there was a record high of 20 passenger vessel voyages, which nearly decreased by 50% in 2009 (to 11 voyages) with a subsequent increase to 17 voyages in 2010. The annual number of voyages continued to fluctuate from year to year until 2016 where it remained at 19 voyages for 2017 and 2018, and increased to 22 voyages in 2019. The number of different cruise ships (i.e. actual vessels) transiting ranged from two to 12 between 1990 and 2018. In 2020, the number of

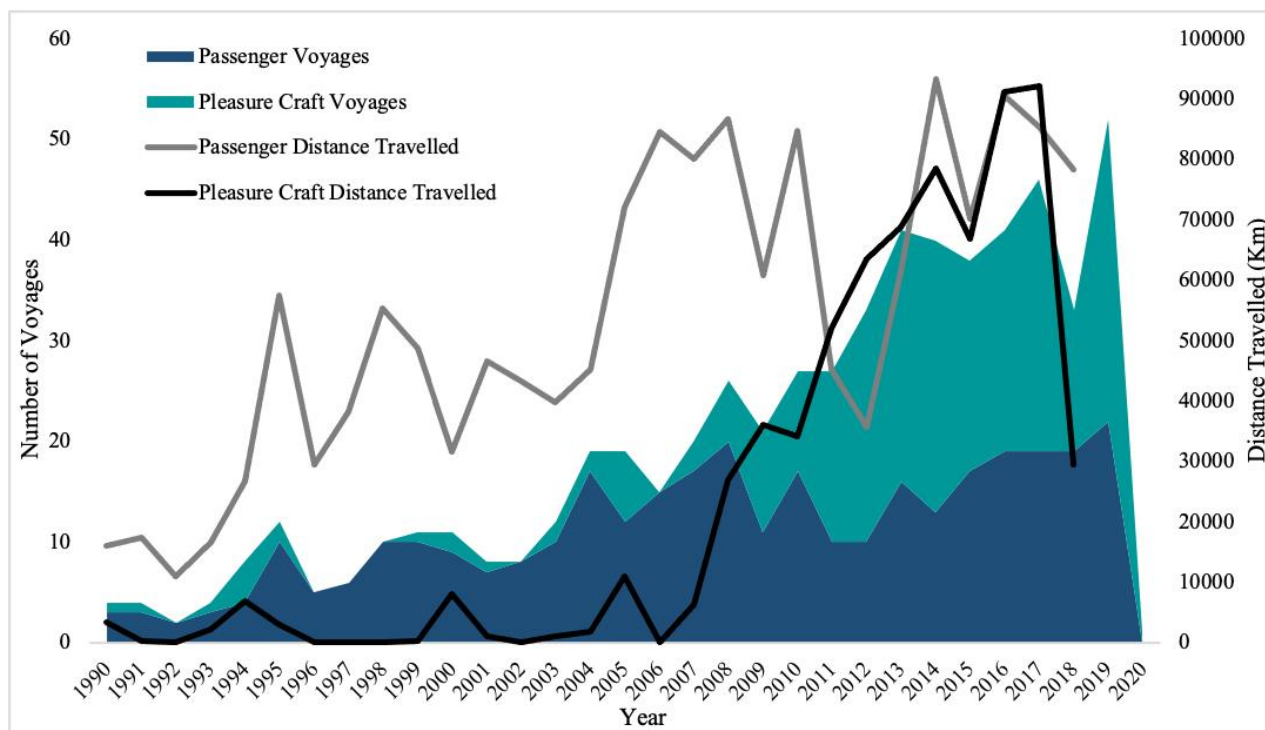
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passengers vessels was zero as they did not have permission to transit within Canadian waters due to COVID-19.

In most years, at least 28% of passenger vessels made more than one voyage up to a maximum of five voyages per year. The total kilometres travelled annually by passenger vessels was less than 18,000 km from 1990 to 1993. From 1994 to 2004, the total kilometres ranged from 26,000 to 55,000 km. From 2005 to 2018, the number of kilometres travelled annually exceeded 60,000 km except in 2011 and 2012. Passenger vessel voyages exceeded 90,000 km in 2014 and 2016, and have travelled more than 60,000 km annually since 2013 (see Figure 8).

Similarly, pleasure craft voyages were infrequent from 1990 to 1997, ranging from zero to six (see Figure 8). The number of voyages reached ten in 2009 and 2010, nearly doubling in 2011 to 17 voyages, and increasing again to 23 voyages in 2012. The average from 2010-2014 and 2015-2018 was 20 and 21 respectively. The highest number of voyages was 27 in 2014 and 2017 until 2019 when there was 30 voyages. In 2020, there was one pleasure craft vessel, despite the Canadian Government insisting for vessels to not travel into the region.

From 1990 to 1999, the distance travelled annually by pleasure craft was less than 6,000 km (see Figure 8). They travelled at least 8,000 kilometres in 2000, 2001, 2003-2005, 2007. In 2008, the kilometres travelled increased dramatically to 26,861 km, and continued to increase annually until 2014 when they reached 78,569 km. In 2016 and 2017, pleasure craft vessels travelled more than 90,000 km.



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Figure 8: Number of voyages (1990-2020*) and distance travelled (km) (1990-2018) by passenger and pleasure craft vessels.

*2019 and 2020 data extracted from raw daily positional data.

From 1990 to 2018, the estimated maximum number of passengers onboard passenger vessels has increased parallel to the number of voyages and vessels transiting within the Canadian Arctic (see Figure 9). Maximum passenger capacity onboard passenger vessels ranged from 35 (i.e. Alexander Von Humboldt) to 1254 (i.e. Crystal Serenity). Total passenger numbers for one season reached 1,000 for the first time in 1995 and did not exceed 2,000 until 2008. In 2015, passenger numbers exceeded 3,000 and from 2016-2018 numbers exceeded 5,000 per season.

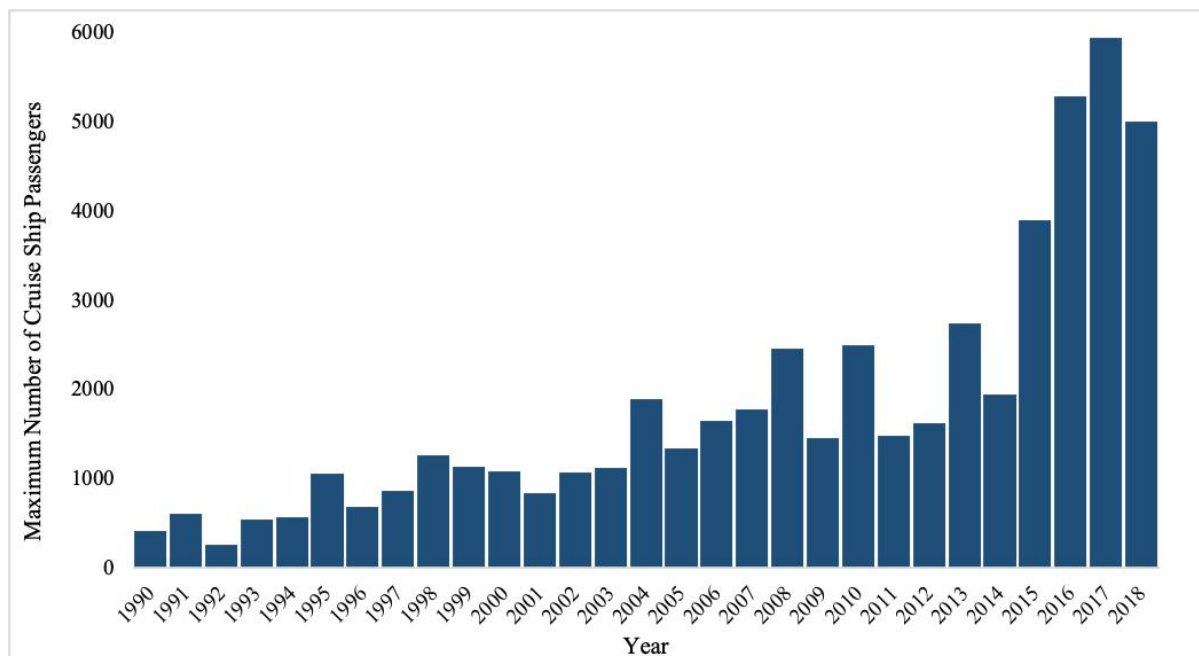


Figure 9: Maximum number of cruise ship passengers annually from 1990-2018 based on vessel capacities*.

*Capacity was calculated by identifying the maximum capacity of each passenger vessel.

2.4.2 Shore Locations

From 2008 to 2019, 150 different locations were advertised on cruise itinerary listings as planned on-shore excursions (see Figure 10 and Figure 11). On-shore locations included 30 communities, seven historic sites, 23 natural areas, and 90 other sites. Thirteen locations were advertised annually from 2008 to 2019, including eight communities (Cambridge Bay, Cape Dorset, Gjoa Haven, Grise Fiord, Iqaluit, Pangnirtung, Pond Inlet and Resolute); one natural area (Akpatok Island); one historic site (Beechey Island); and three other shore sites (Dundas Harbour, Lower Savage Islands and Monumental Island). The 2020 data was excluded as no planned cruise ship itineraries took place due to COVID-19 restrictions.

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From 2008 to 2019, 71% of shore locations appeared on less than 10 itineraries and 23% appeared on only one itinerary. Annually, the total number of cruise itinerary listings ranged from 69 (in 2012) to 215 (in 2019) between 33 and 75 different shore locations. The highest number of advertised listings at a single on-shore location in one season was 21 (Resolute in 2009).

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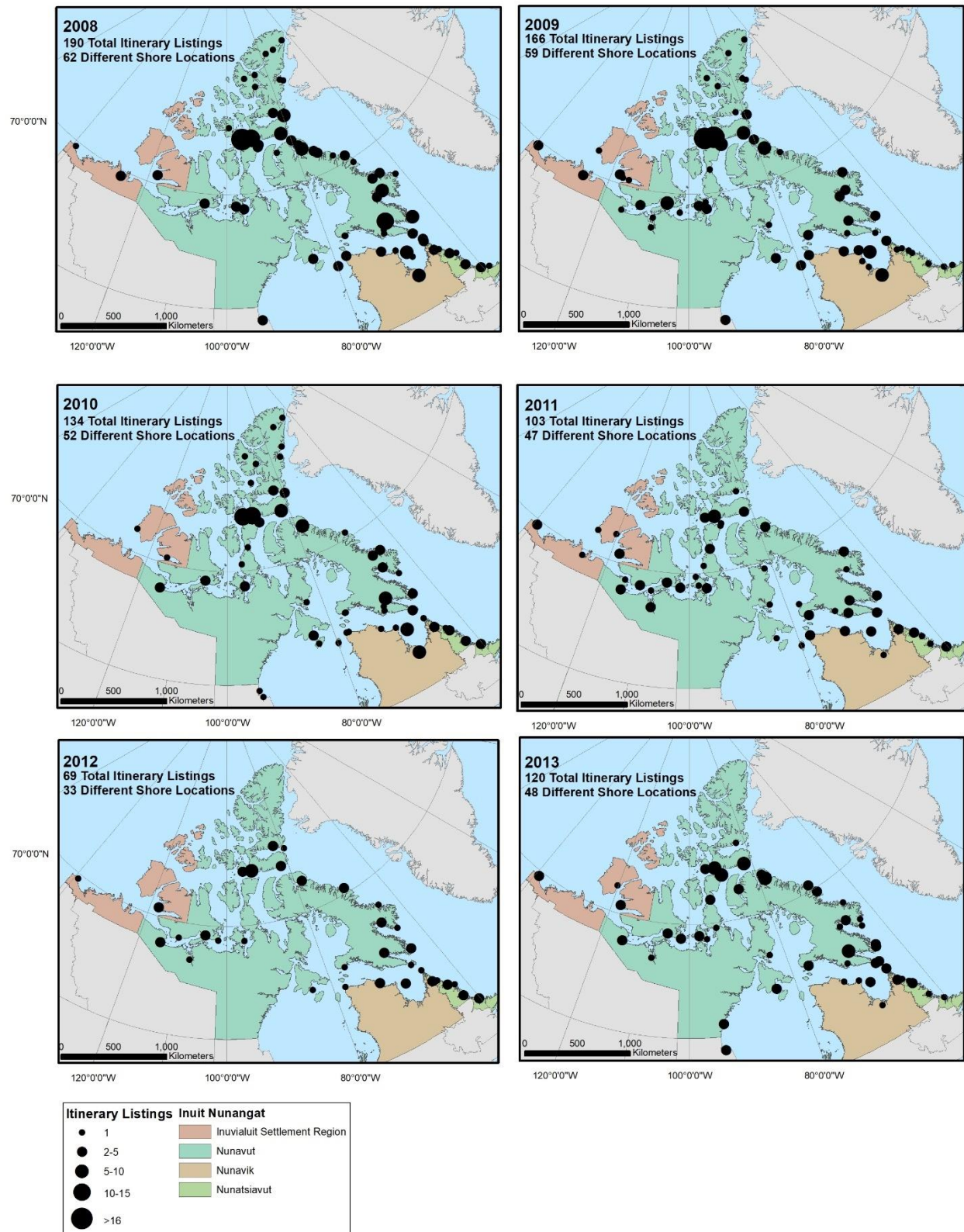


Figure 10: Spatial patterns of advertised cruise itinerary listings from 2008 to 2013.

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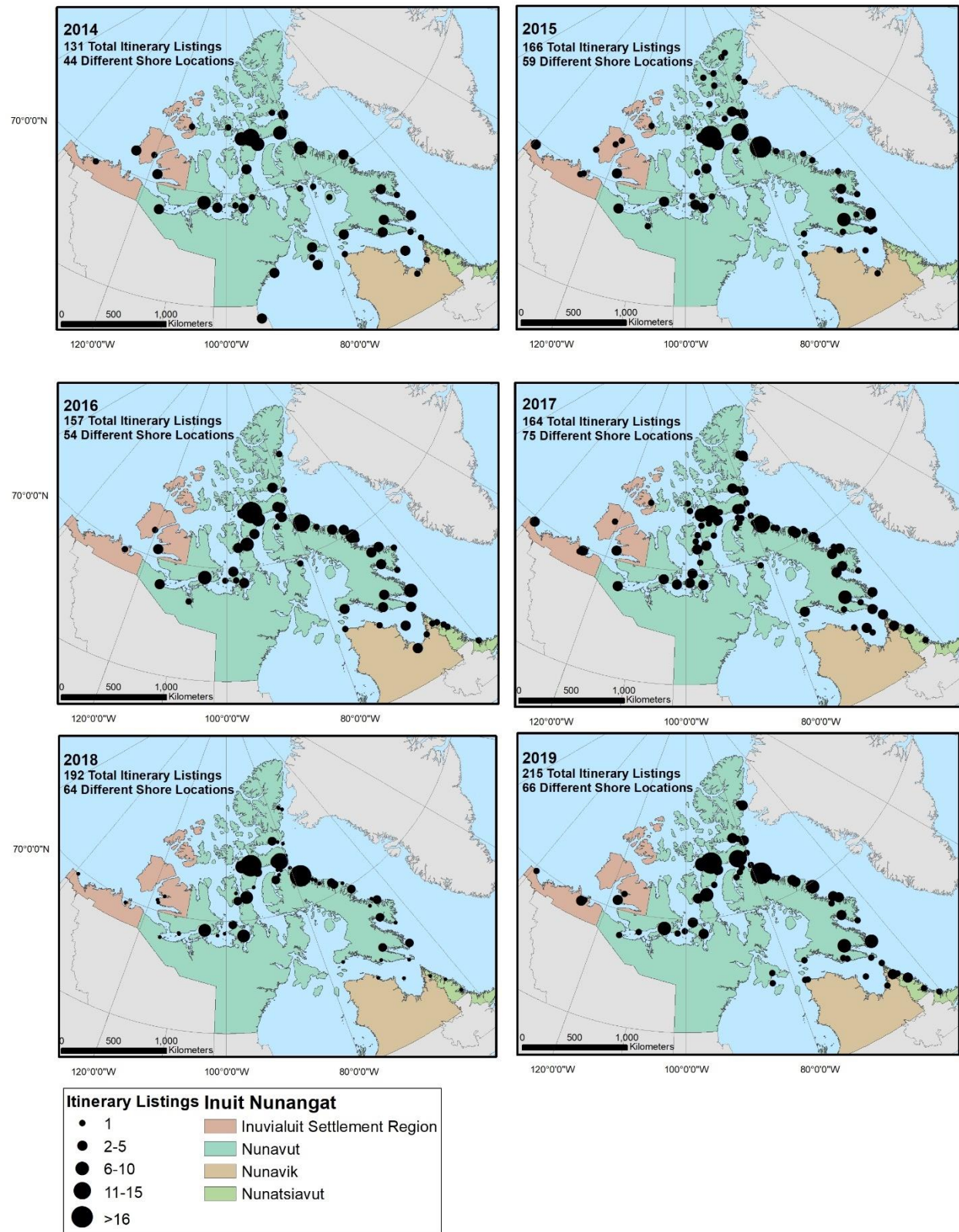


Figure 11: Spatial patterns of advertised cruise itinerary listings from 2014 to 2019.

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The spatial distribution of itinerary listings has changed over time, parallel to changing ice conditions. In 2008, advertised itinerary listings were distributed across the Hudson Bay region, Eastern Baffin Island region and the High Arctic. From 2009 to 2014, advertised itinerary listings were scattered across the Arctic, with a slight increase within the Northwest Passage. By 2015, there were far less advertised itinerary listings in the Hudson Bay region and a higher concentration of listings in the Eastern Baffin region and the Northwest Passage. From 2016 onward, there is a clear pattern of planned visits that follows Eastern Baffin through the Northwest Passage. The majority of shore locations (78%) are located within Nunavut, which is not surprising given its geographic size (Figure 12).

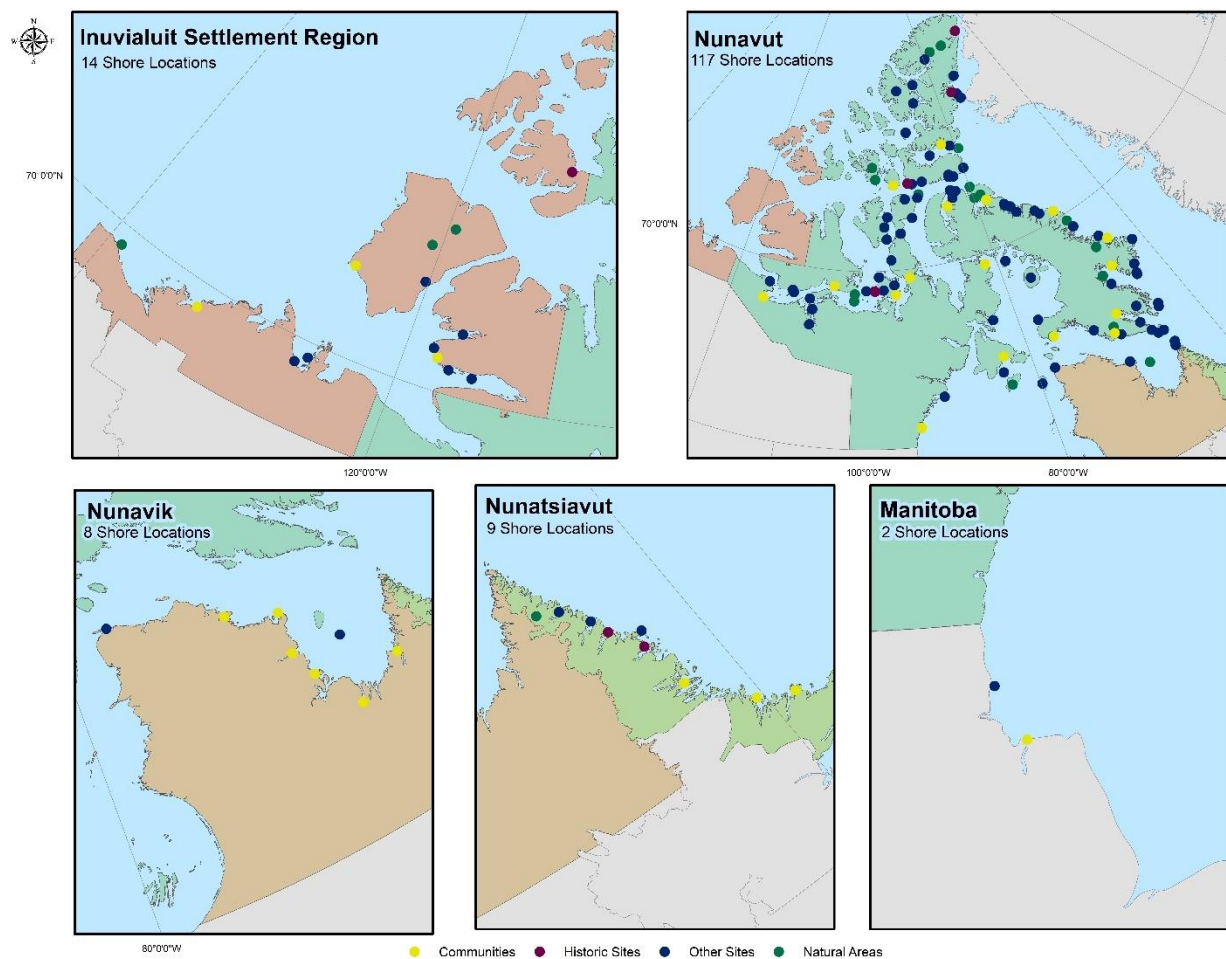


Figure 12: Shore locations by region from 2008-2019.

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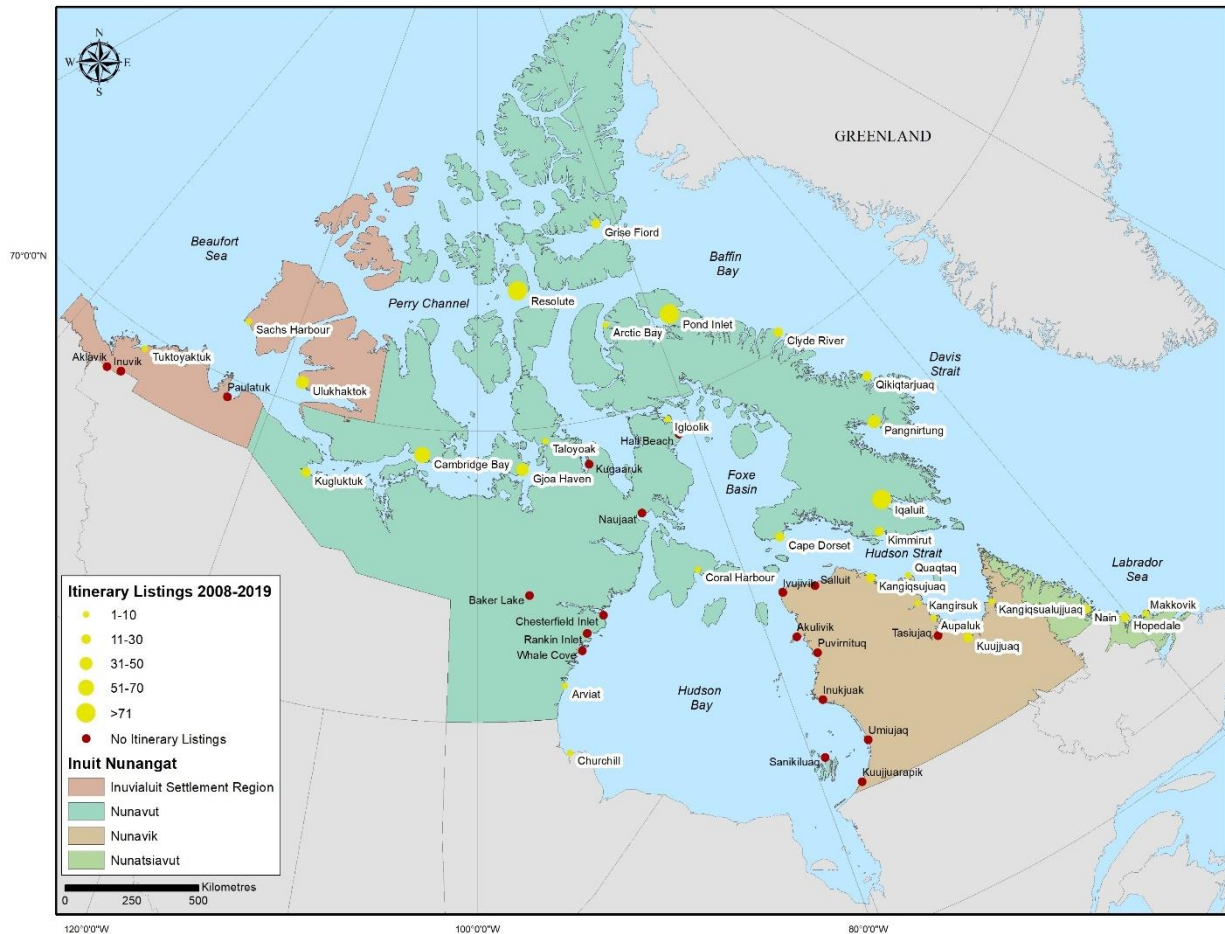


Figure 13: Advertised cruise itinerary listings for communities from 2008 to 2020.

From 2008 to 2019, cruise ships itineraries have featured a total of 733 listings within 30 different communities across the region. The maximum number of itinerary listings for one community in a given year was 21 (Resolute in 2009). Of the 30 communities, 17 are within Nunavut and 68% of Nunavut communities were featured on itineraries (Figure 13). Pond Inlet (Nunavut) was the most advertised community within Inuit Nunangat, with a total of 128 itinerary listings between 2008 and 2019. Pond Inlet has had at least ten itinerary listings annually since 2014, with 16 and 17 listings in 2018 and 2019 respectively. Three out of six communities within the Inuvialuit Settlement Region, six of 14 communities within Nunavik, and three of five communities with Nunatsiavut appeared on cruise ship itineraries. Of the 30 communities featured, 13 had less than ten itinerary listings from 2008 to 2019 and three communities appeared on only one itinerary.

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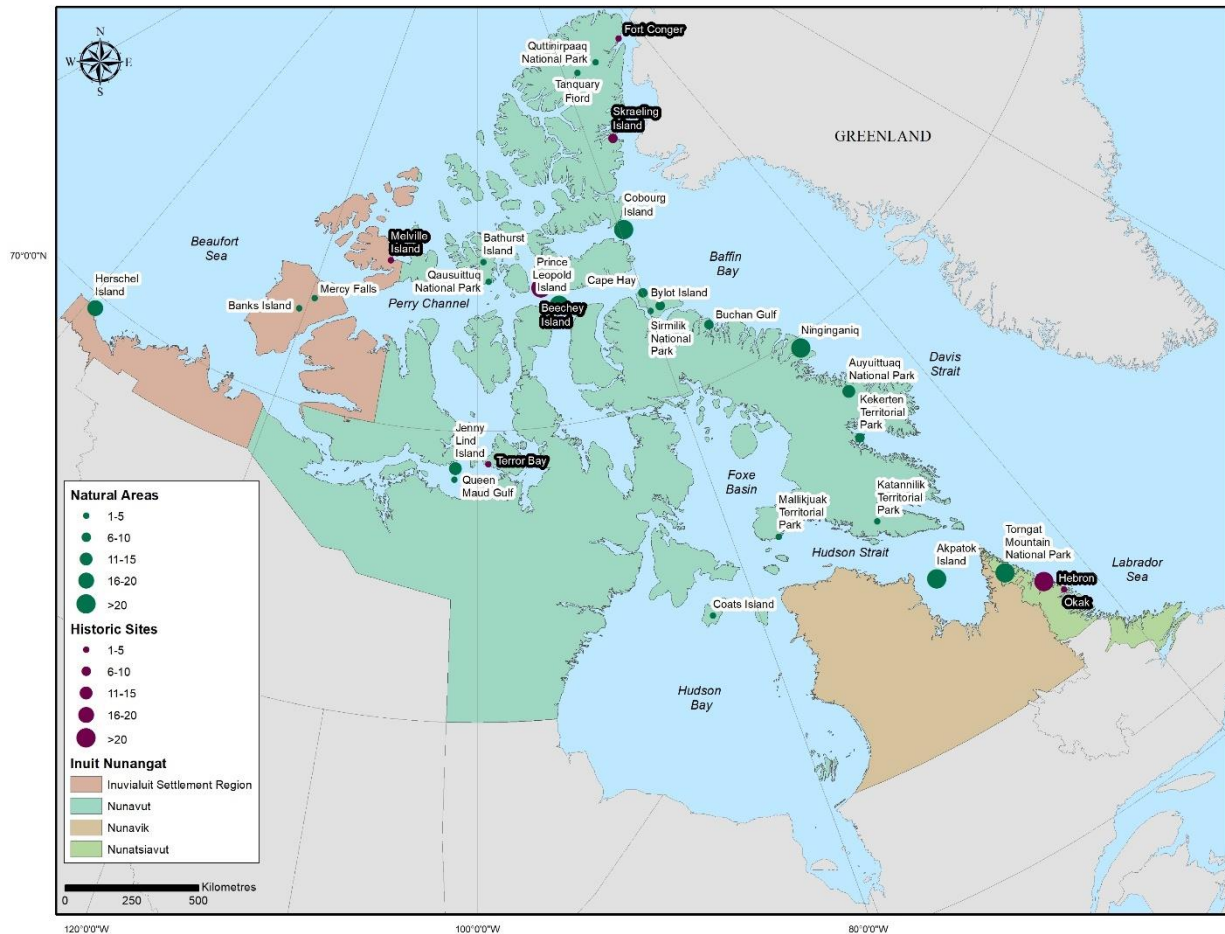


Figure 14: Advertised cruise itinerary listings for historic sites and natural areas with protected area designation from 2008 to 2019.

Seven historic sites and 23 natural areas, including Important Bird Areas, Migratory Bird Sanctuaries, National Wildlife Areas, Territorial Parks, and National Parks, have been featured on cruise ship itineraries from 2008 to 2019. The total number of itinerary listings from 2008 to 2019 for historic sites and natural areas was 200 and 283 respectively. The frequency that historic sites and natural areas appear on advertised cruise itineraries is low. The highest number of historic site and natural area locations featured on itineraries in a given year was five and sixteen respectively. From 2008 to 2019, five historic sites had less than 10 itinerary listings, while 15 of the 23 natural areas had less than 10 itinerary listings. From 2008 to 2019, only two of the seven historic sites and eight of the 23 natural areas appeared more than ten times on advertised cruise itineraries.

The majority of historic sites (four of seven) and natural areas (19 of 23) were located within Nunavut. Beechey Island, the wintering site of the Franklin expedition and location of three expedition members graves, had the highest number of itinerary listings. Beechey Island appeared on 159 itineraries from 2008 to 2019 and between six and 20 cruise itineraries

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annually. Prince Leopold Island (53 itinerary listings), located within the Northwest Passage, was the most featured natural area, followed by Akpatok Island and Cobourg Island.

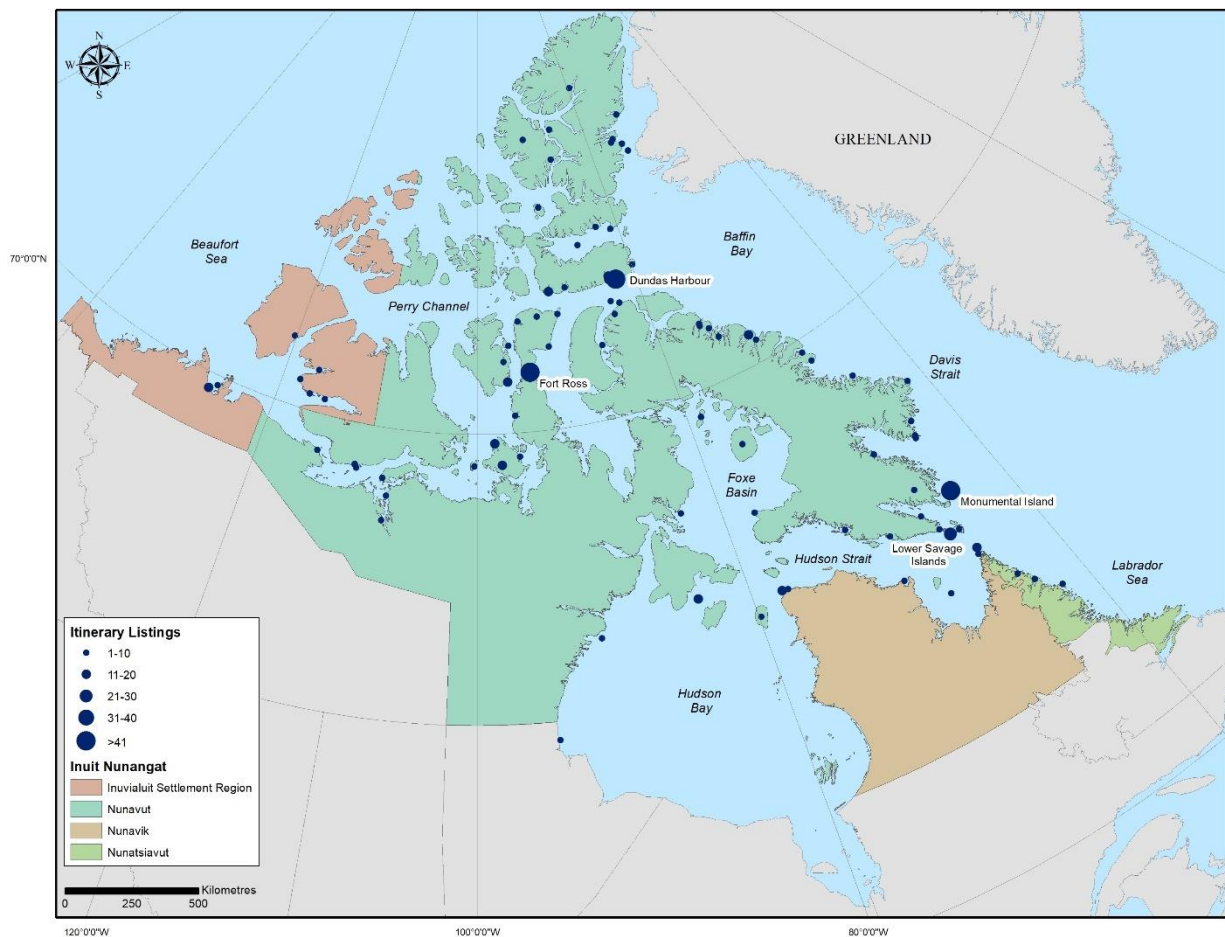


Figure 15: Advertised cruise itinerary listings for other shore sites from 2008 to 2019.

A total of 90 different other shore sites appeared on cruise ship itineraries, mainly located within Nunavut (77 of 90). There was 591 total itinerary listings from 2008 to 2019 with a majority being featured on ten or less itineraries (74 locations, 82%). A total of 27 locations appeared on only one itinerary listings from 2008 to 2019. Popular sites included, Dundas Harbour, Monumental Island and Fort Ross.

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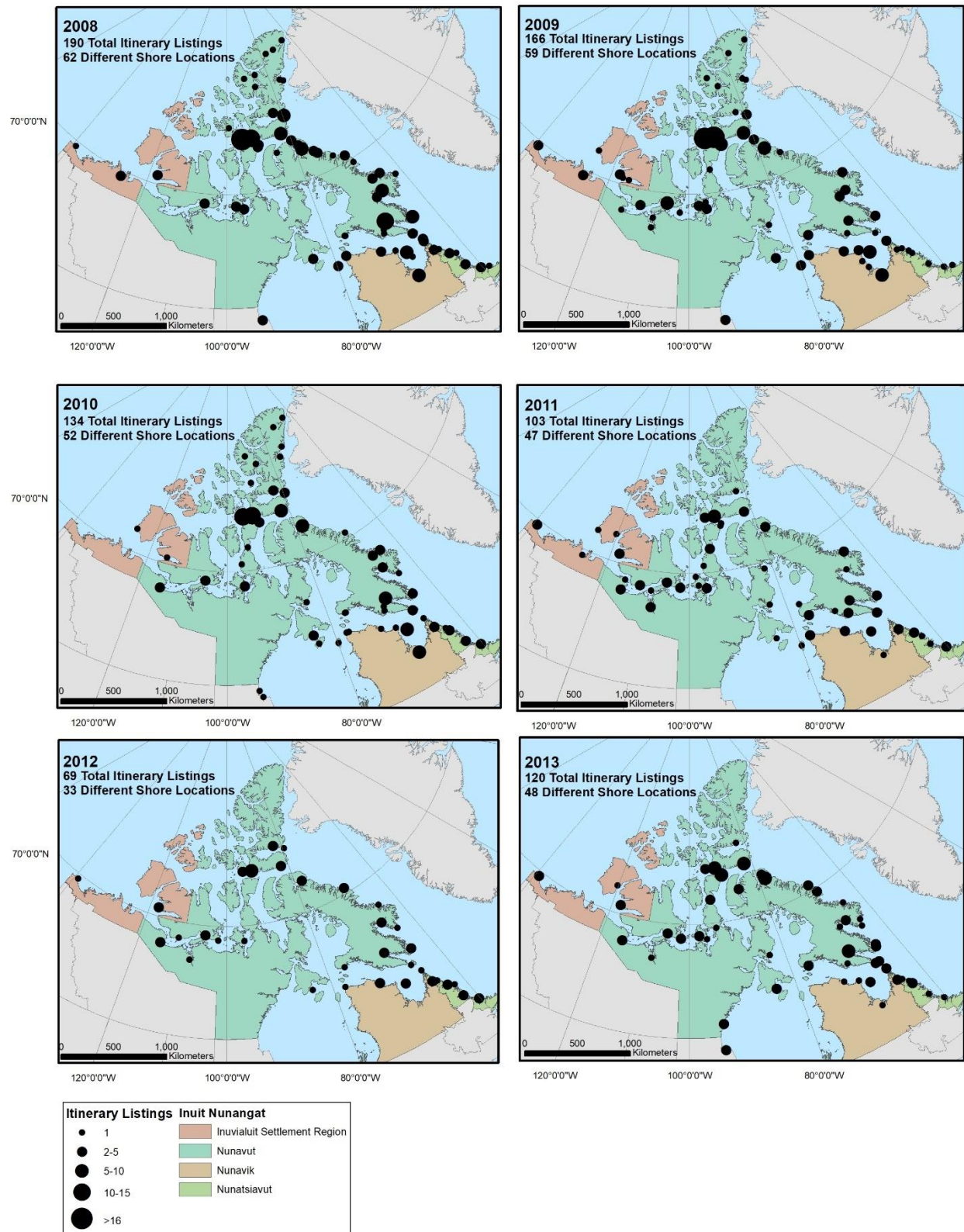


Figure 16: Maximum number of passengers visiting each shore location annually from 2008 to 2013*.

*Maximum number of passengers was calculated using the maximum capacity of passengers vessels.

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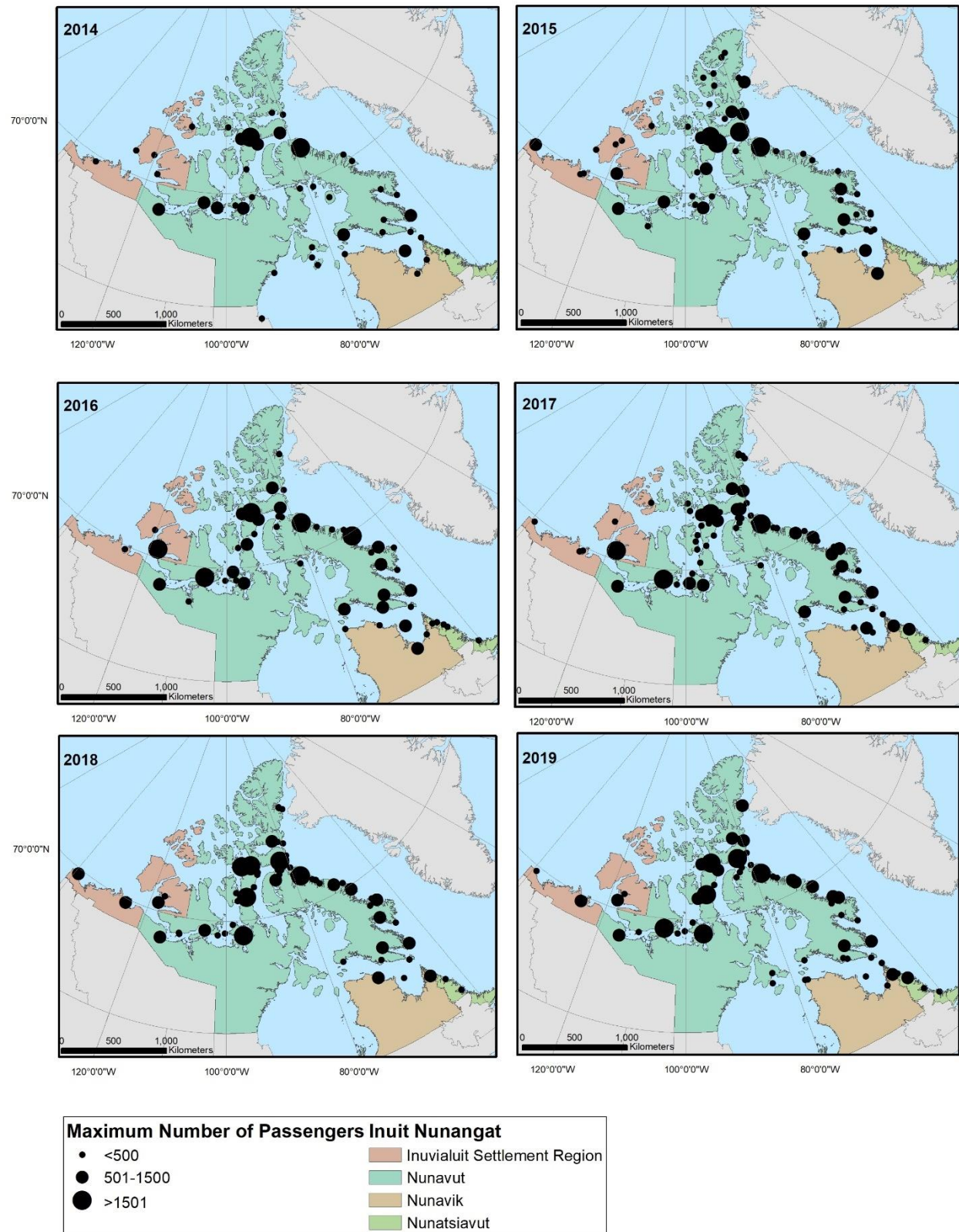


Figure 17: Maximum number of passengers visiting each shore location annually from 2014 to 2019*.

*Maximum number of passengers was calculated using the maximum capacity of passengers vessels.

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The maximum number of passengers at shore locations is based on passenger vessel capacities (i.e. maximum passenger capacity). Until 2014, a maximum of two locations per season received more than 1500 passengers total. The vast majority of locations received less than 500 passengers (between 73% and 88% of locations annually). From 2015 to 2017, a maximum of five locations received more than 1500 passengers with 61% to 68% of locations receiving less than 500 passengers annually. In 2018 and 2019, nine locations received more than 1500 passengers, with 64% and 61% receiving less than 500 respectively.

2.5 Discussion

Climate change will continue to make the Arctic more accessible and facilitate longer shipping and cruising seasons (Stewart et al., 2007; 2013; Pizzolato et al., 2013). Results of this study indicate that over time there has been a shift in the distribution of cruise ships and related on-shore activities and this is likely linked to changing sea ice conditions and the increase in navigability of the Northwest Passage. The Northwest Passage has become a tourist destination in and of itself, generating significant demand because of its history, natural environment, and marine wildlife. Other factors influencing the overall growth of the industry include the greater availability of ice-strengthened vessels, a demand for remote “last-frontier” tourism experiences, the unique and iconic landscapes and wildlife, and a growing base of retired baby boomers with the means for travel (Dawson et al., 2010, 2011, 2014; Lemelin et al., 2010, 2012; Johnston et al., 2012). Prior to the COVID-19 pandemic, marine tourism vessels were more present within the Canadian Arctic and were travelling longer distances than ever before.

Marine tourism vessels account for 11.8% of all vessels transiting within the Canadian Arctic in the last five years, which is significant because these vessels “go off the beaten path” and tend to take higher risks than other vessels. For example, a cargo ship travels in a direct route with the goal of arriving at the destination in the least amount of time in the safest way. Whereas, marine tourism vessels are focused on the experience itself, such as viewing landscapes at close ranges, landing passengers on shore, and viewing wildlife and ice (Dawson et al., 2014). Marine tourism vessels have a visitor experience to uphold, thus the emphasis on the experience can lead marine tourism vessels into uncharted waters. There have been groundings of passenger vessels within the Canadian Arctic (e.g. 2019 Akdademik Ioffe and 2010 Clipper Adventurer) with both incidents illustrating the risk associated with Arctic marine tourism. Both incidents were minor in the sense that no passenger or crew were seriously harmed. However, a mere 10% of Canadian Arctic waters are surveyed adequately and only 1% to modern standards (Chenier et al., 2017). It is probable that as the number of marine tourism vessels transiting the Canadian Arctic increases, so will the number of incidents occurring in Canadian Arctic waters.

The results reflect and emphasize the infancy of the Canadian Arctic as a cruise destination. Each season cruise ships are visiting a minimum 44 different locations per season and a majority of

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locations have been advertised less than ten times from 2008 to 2019. Suggesting that operators are still identifying locations that are safe, feasible and enjoyable for passengers. There is a high degree of variability year to year and not all vessels or itineraries plan to visit the same sites. Given the nature of expedition cruising, the cost and experience promoted, vessels seek to avoid visiting locations at the same time as other vessels. This is done mainly to ensure a high level of visitor experience, but also because sites do not necessarily have the proper infrastructure to receive tourists. Thus, it is uncommon for more than one vessel to be at a site at any time with the main exception of communities; however, even then it is actively discouraged for the same reasons listed above.

Despite the small scale of the marine tourism industry, it is important to acknowledge that each cruise ship that does visit the Canadian Arctic has the potential to positively impact local communities (Dawson, Johnston & Stewart, 2017). For example, cruise ship visits provide job opportunities, some of which are seasonal and enables local residents to be employed while still allowing time for subsistence hunting and other traditional activities (Stewart et al., 2015). Thus, the presence and expansion of the marine tourism industry could be advantageous for coastal Arctic communities, given the potential for enhanced economic development (Dawson et al., 2016; Stewart et al., 2013, 2015). There are also potential residual benefits of marine tourism, including the development of infrastructure, development of local tourism businesses and the growth and diversification of the local economy. Local communities can benefit from: revenues from programming for visitors (e.g. cultural performances, tours of the community, tours of archaeological or historical sites, cultural demonstrations and activities); sales of arts, crafts and other souvenirs; and local marine excursions (e.g. whale-watching, iceberg sight-seeing, visits to archaeological or historical sites; fishing and a shore lunch) (Government of Nunavut, 2016b).

Despite the potential economic benefits of cruise vessels, the capacity to invest in visits is limited due to the small scale of the industry and limited season length (i.e. often six weeks). There are also significant logistical and management challenges and implications for local communities, which include infrastructure and passenger safety needs, emergency response capabilities, marine incidents (sinking, groundings, pollution and other environmental violations), degradation of historic or culturally significant sites, negative outcomes for local residents who depend on the marine environment for subsistence, and intrusions to local self-determination and sovereignty agreements (Chircop, 2009; Brigham, 2011, 2013; Dawson et al., 2018; Kelley & Ljubicic, 2012; Kubat et al., 2006; Ritsema et al., 2015; Stewart et al., 2013, 2015). There are also concerns about site guidelines for highly visited shore locations, risk and safety procedures, and environmental impact (Cajaiba-Santana, Faury, & Ramadan, 2020). It is critical that cruise passengers are educated about Inuit culture and provided information on logistics prior to disembarking the ship. For example, in most communities there is only one ATM machine and in some communities there are few vendors who take credit cards. The development of community

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and site guidelines would be highly beneficial to communities, passengers and operators as it would help manage passenger expectations and prevent potential conflicts.

Another challenge is clear and consistent communication between local communities and cruise operators about everything from scheduling to expectations (Government of Nunavut, 2016b). Cruises are often planned a year-and-a-half ahead yet almost every year there is at least one unexpected arrival in Nunavut (Government of Nunavut, 2016b). Some operators are newcomers who make no arrangements in advance; others have had to make sudden revisions in their itinerary because of ice or weather conditions (Government of Nunavut, 2016b). For example, in 2018, six cruise ships were scheduled for visit Gjoa Haven and had to make other arrangements because of ice conditions around Bellot Strait. The community was greatly impacted by this missed economic opportunity for performers, artists, carvers, seamstresses, guides and many more. It is hard to generate support for, and develop an industry that still exhibits the traits of something that is uncertain and temporary.

Many cruise operators in the Canadian Arctic have recently become members of the Association of Arctic Expedition Cruise Operators (AECO). AECO is dedicated to managing sustainable and responsible marine tourism across the circumpolar Arctic. In 2019, the Government of Nunavut signed a memorandum of understanding (MOU) with AECO to foster a closer working relationship between operators of expedition cruise vessels and Nunavut stakeholders. AECO collects detailed information from their members on shore location visits and itineraries. This is a critical development for the Canadian Arctic tourism industry as limited information has been documented on shore location visits (e.g. how many passengers left the vessel) other than in communities. While this paper provides vital contextual information of intended cruise ship visits, to fully understand use levels, information on how many passengers disembarked the ship onto land is critical. Given that cruise ships transit across the Canadian Arctic within different territories and settled land claims areas and report to different organizations, it would be highly advantageous for all organizations involved to develop a shared database. For example, the Government of Nunavut receives data from cruise ships on disembarkation in communities, while AECO requires members to report all disembarkations whether or not a permit was issued. Leveraging all existing data and bringing it together in one place would be a starting point for monitoring marine tourism traffic and related activities.

Looking toward the future, the COVID-19 pandemic is likely going to have significant impacts on the cruise industry as a whole and within the Arctic. However, prior to COVID-19, the cruise ship industry indicated that it not only intended to maintain an Arctic presence, but also expand in terms of ship passenger capacity, destinations and seasons of operations (Arctic Council, 2009). In 2018, four new vessels were launched, in 2019 it was anticipated 11 new expedition vessels would be added to the fleet and by 2022, the number of new expedition vessels is estimated to reach 28, in addition to the nearly 80 vessels already sailing (Nilsen, 2018). Most of

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these new-build vessels have an ice-class, as they intend to cruise further into the remote Arctic than the current fleet (Nilsen, 2018).

2.6 Conclusion

Documenting the scale and scope of the marine tourism sector in the Canadian Arctic is an important and critical first step towards planning for sustainable self-determined tourism development in the region. Without marine tourism data and an understanding of past and current activity, it is hard to put forth concrete plans and management options for the industry. The results illustrated in this study bode well for sustainable development and self-determined community-first tourism. The region is still in its infancy and the amount of cruise tourists, on-shore visits, and marine voyages remains fairly low, especially compared to other markets like Greenland and Svalbard. Given that the industry is still in its infancy and the COVID-19 pandemic has paused tourism, now is the time to take steps forward towards self-determined sustainable tourism planning. Where Inuit and Northerners lead the development and take control of the industry from operators, who currently in a respectful way are driving the industry. It is vital that the cruise industry benefits Inuit and northerners, respects their homeland and provides a sustainable economic opportunity developed, implemented and led by Inuit and northerners.

Many scholars and the Government of Nunavut (2016a) suggest that the number of marine visitors and vessels are likely to keep growing as the accessibility of the NWP increases and the demand to see attractions, such as the Franklin Wrecks increases. Østreng et al. (2013) suggests that cruise operators will begin following the edge of the ice as it continues to retreat and suggests long term the Arctic cruise industry is a growth industry with a great potential.

The fleet of Arctic capable cruise vessels is expected to increase, the market and demand is growing, and the distance covered and travelled by cruise vessels and pleasure craft vessels is greater than ever before. However, despite the upward trend, there remains much uncertainty. How much more can the Canadian Arctic industry grow without a significant investment in proper infrastructure? The region, Inuit and northerners and the environment are vulnerable to the potential impacts of marine tourism without sufficient data and information to adequately plan and address the potential problems that could arise (Johnston et al., 2017a). Furthermore, Johnston et al. (2017a) suggests that there are three areas of concern in the Canadian Arctic: (1) a complicated regulatory framework; (2) a lack of data and monitoring capability; and (3) insufficient control over tourist behaviour. This paper has addressed the second area of concern by providing marine tourism data on vessel patterns since 1990 and planned itineraries since 2008. This information can provide a foundational to support development of a sustainable self-determined tourism industry within Inuit Nunangat.

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CHAPTER 3: DETERMINANTS OF SELF-DETERMINED TOURISM DEVELOPMENT: EXAMINATION OF THE FRANKLIN SHIPWRECKS IN ARCTIC CANADA

Manuscript 2 will be submitted to *Journal of Hospitality and Tourism Management*. The version presented in this document has incorporated the comments and suggestions from the co-authors.

Weber, M., Dawson, J., & Carter, N.

Author Contributions: Melissa Weber conceived the idea, compiled the information, completed the fieldwork, data collection and analysis, and wrote the manuscript. Jackie Dawson and Natalie Carter contributed to the conceptualization of the project and provided guidance on the implementation and editing of the manuscript.

Abstract

There is limited understanding of the factors contributing to and influencing tourism development in the Canadian Arctic. The recent discovery of the Franklin shipwrecks (HMS *Erebus* and HMS *Terror*) and booming cruise industry are expected to stimulate significant tourism and development opportunities in and around Gjoa Haven, Nunavut – the community that is nearest to the wreck sites. The community of Gjoa Haven played a critical role in the discovery of the shipwrecks and will officially be co-managing the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site with the federal government agency, Parks Canada. Residents of Gjoa Haven are therefore well positioned to benefit from any potential tourism related development but are indeed also vulnerable to the potential risks that would be associated with poorly planned or exploitive development pathways. A community-based research approach was employed, and 17 local knowledge holders and tourism experts were interviewed. Transcripts were analyzed using typical constant comparative content analysis, revealing that there is a perceived high level of potential for economic benefit and employment opportunities for the community Gjoa Haven but only if there is investment in training for the community, tourism-related infrastructure, and transportation to make the region more accessible. It is paramount that any tourism development in Gjoa Haven is self-determined, community driven and sustainable with clear residual benefits to the community itself.

Keywords: Tourism Development, Inuit Nunangat, Marine tourism, Self Determination, Sustainable Tourism

3.1 Introduction

In 2014 and 2016, the use of state-of-the-art technology, Inuit Knowledge and oral testimony led to the historic discoveries of two underwater shipwrecks that were part of the ill-fated Franklin expedition – the HMS *Erebus* and HMS *Terror*. The ships were part of the Franklin expedition, that took place in 1845 in search of the Northwest Passage and a shorter trade route linking Europe with the Orient and were famously lost without much of a trace for over one hundred years. The HMS *Erebus* was discovered in 11 meters of water in Wilmot and Crampton Bay in Queen Maud Gulf, while the HMS *Terror* was found in 24 meters of water near King William Island when the Arctic Research Foundation team was travelling on the research vessel *Martin Bergmann* (Canadian Mysteries, 2015). The shipwrecks are now considered important cultural heritage sites and the Canadian government had designated them a National Historic Site (NHS) in 1992. The shipwrecks remain sunken within the Northwest Passage, near the community of Gjoa Haven (Uqsuqtuuq), and within the settled Inuit Land Claim Area for Nunavut. As such, Parks Canada (2022), the federal agency responsible for the national historic sites has affirmed that the Wrecks of the HMS *Erebus* and HMS *Terror* NHS (WET NHS) will be the first National Historic Site to be co-managed with Inuit. It remains unclear exactly how the co-management agreement will be implemented and how the community of Gjoa Haven will deal with the pressures that are mounting to support tourism development around the sites, especially from the cruise ship industry.

The discovery of the shipwrecks and NHS designation have the potential to stimulate significant tourism demand and associated development opportunities around the community of Gjoa Haven (Lemelin & Dawson, 2014; Dawson et al., 2018; Government of Nunavut, 2016; Johnston et al., 2017a). Compounding with the international attention, curiosity, mystery, and designation effect that will underpin growth in tourism demand at the NHS site, is the fact that climate change and related reductions in sea ice are expected to make the Canadian Arctic increasingly accessible to more and more maritime traffic, including commercial and non-commercial cruise and yacht traffic (see Arctic Council, 2009; Dawson et al., 2017a, 2017b, 2018; Kelley & Ljubicic, 2012; Pizzolato et al., 2014, 2016). Some scholars note that the expected increase in marine traffic could be highly advantageous for the Canadian Arctic given the potential for economic diversification and enhanced tourism development opportunities (Dawson et al., 2016, 2018; Hodgson et al., 2013; Pelletier & Guy, 2015; Stewart et al., 2013, 2015). However, if not managed effectively, tourism development can create a range of negative impacts, related to safety, and environmental and cultural sustainability (Dawson et al., 2018). It can also lead to the degradation of historic or culturally significant sites, negative outcomes for local residents who depend on the marine environment for subsistence, and intrusions to local self-determination and sovereignty agreements (Brigham, 2011, 2013; Chircop, 2009; Dawson et al., 2018; Kelley & Ljubicic, 2012; Kubat et al., 2006; Ritsema et al., 2015; Stewart et al., 2013, 2015). The potential impacts of tourism growth can be significant, particularly in sensitive environments such as the

Arctic (Dawson et al., 2007). Thus, it is important to understand the perspectives of Inuit and Northerners' who have a long standing legal and cultural connection to the land and identify the factors that influence tourism development and cause a destination to grow or decline (Haywood, 2006). This can help inform management and development and help ensure self-determined sustainable tourism development that is community driven and ensures Inuit and Northerners' benefit from such development and experience minimal negative impacts.

Olya (2020) argued that tourism development and residents' perceptions are well-studied in tourism but there is a clear need to tackle the complexity of tourism development from the lens of stakeholders, rightsholders, and local residents'. Rasoolimanesh & Jaafar (2016) and Rasoolimanesh & Seyfi (2021) go on to say that much of the research has been quantitative in nature and most studies regarding residents' perspectives towards tourism development have been conducted in the developed world for countries with a long history of tourism with underdeveloped rural areas often neglected. Few studies have captured residents' perspectives prior to or within the early stages of development (Rasoolimanesh & Jaafar, 2016) and far less literature has captured tourism development within the Canadian Arctic (with exception of work from Stewart et al., 2011; 2013; 2015). Residents' perceptions of tourism development directly influence their support for it, which is why more qualitative research is needed (Rasoolimanesh & Jaafar, 2016).

In direct response to these research gaps, the aim of this research was to better understand community perspectives and the factors influencing self-determined tourism development in Gjoa Haven and around the Wrecks of the HMS *Erebus* and HMS *Terror* NHS. Specifically, this paper aimed to: 1) understand local perspectives on tourism and tourism related development; 2) identify factors influencing self-determined tourism development in Gjoa Haven and specifically at the Franklin Wreck sites; and 3) document recommendations for self-determined tourism development in the community of Gjoa Haven and at/for the Franklin Wrecks.

3.2 History of Tourism Development in Arctic Canada

The Canadian Arctic has attracted explorers and adventurers for centuries, despite the challenging navigational conditions and unique hazards such as sea ice, low temperatures, extreme weather, remoteness, and lack of hydrographic and modern mapping information (Giguere et al., 2017; Porta et al., 2017). A changing climate and related reduction in sea ice has made the Canadian Arctic more accessible to maritime traffic in more recent years through increases to open water areas and total season length (Arctic Council, 2009; IPCC, 2013). Between 2005 and 2015, vessel traffic in Nunavut has nearly tripled (Dawson et al., 2017b; Pizzolato et al, 2016) and the popularity of marine tourism in the Arctic has been steadily increasing (Johnston et al., 2017a). From 2014 to 2018, marine tourism vessels (I.e., cruise ships

and pleasure craft) represented on average 11.8% of all vessel voyages in the Canadian Arctic (Weber et al., 2021). The number of voyages per cruise season has varied over the years but since 2016 it remained at 19 voyages until 2019 when it increased to 22 voyages (Weber et al., 2021). However, compared to other Arctic regions, the growth and the size of the industry is considered very small and is said to be a full decade behind other Arctic nations who have been more proactive. Johnston et al. (2017a) argue that not only is the region at a geographic disadvantage given its remoteness from major population centres and vast size, but the region has also not benefited from planning and infrastructure investment the same way other Arctic nations have (e.g., Greenland, Iceland, Alaska and Svalbard). For example, Greenland and Svalbard can attract larger vessels because of infrastructure development, while the cruise industry in the Canadian Arctic has been limited to the smaller expeditions vessels (with the exceptions of *The World* in 2012 and *Crystal Serenity* in 2016 and 2017) (Dawson et al., 2017a). Despite the small scale of the industry, even one additional cruise ship in the Canadian Arctic could have a significant impact for local livelihoods given the current socio-economic conditions (Dawson et al., 2017a).

Tourism is an important part of Nunavut's economy, prior to the COVID-19 pandemic, tourism added \$300 million to the economy and generated 2,500 jobs for Nunavummiut in 2018 (Canadian Northern Economic Development Agency, 2018; Government of Nunavut, 2019). In 2017, tourism's economic contribution accounted for 1.4% of Nunavut's total GDP (Statistics Canada, 2021). Tourism in Nunavut is segmented into different categories, including business travellers (69%), cruise-based travellers (16%), land-based travellers (7%), and travellers visiting friends and/or relatives (8%) (Government of Nunavut, 2019; Nunavut Tourism, 2015). According to the Government of Nunavut (2019), in 2018 the cruise ship industry brought 3,404 passengers to the territory, generating \$388,351 in direct spending in communities by cruise operators². Cruise packages themselves are expensive, often exceeding \$17,000 per passenger for the Canadian Arctic, while the average amount spend by cruise passengers during their trip is only \$692 per person (Nunavut Tourism, 2015). Despite the cost of cruises and air travel, the popularity of tourism in the Canadian Arctic has been steadily increasing and is expected to continue increasing given the immense interest in the natural environmental, culture and history (Dawson et al., 2018; Dawson et al., 2017a; Johnston et al., 2017b). There is hope that the increased activity will bring benefits to Nunavut, such as jobs and diversification of the economy (Johnston et al., 2017a).

3.3 Co-Management and Self-determination in Tourism Development

Co-management of Parks and Protected Areas among federal agencies and Indigenous governments was made possible in Canada following revisions to Parks Canada policies in 1994

² This does not include cruise passenger spending.

that now fully recognizes and affirms treaty rights and acknowledges the importance of Indigenous rights and people in protected areas management (Lemelin et al., 2016). In policy and practice, Parks Canada has been slowly developing a consultative process and has been active, on case-by-case basis, in negotiating co-management agreements for Parks and Protected Areas (Dearden & Bennett, 2016). Co-operative management, co-management or joint management, denotes the sharing power, responsibility, knowledge and decision-making between Indigenous groups and government agencies (Borrini-Feyerabend et al., 2007; Thomlinson & Crouch, 2012).

In many northern and more recently established parks, co-management boards are the norm, with Auyuittuq National Park Reserve representing the first co-management effort in Nunavut (Dearden & Bennett, 2016). All national parks found in Nunavut currently have park advisory committees, and they have evolved into an effective means for the Inuit to participate in the planning and management of national parks (Dearden & Bennett, 2016). The Inuit Land Claim Agreement commits Parks Canada to working with Regional Inuit Associations in the development of co-operative structures as well as in broader implementation of the Nunavut Land Claim Agreement (Dearden & Bennett, 2016). For each park, Inuit and government negotiate an Inuit Impact and Benefits Agreement (IIBA) to channel economic and social benefits from the park to local Inuit (Dearden & Bennett, 2016). As part of an IIBA, a joint Inuit/government parks planning and management committee can be set up to advise “on all matters related to park management” (Tungavik Federation of Nunavut, 1990: 119). After the IIBA is signed, management plans are developed by Parks Canada based on the recommendations of the committee, which are to be approved by the minister (Dearden & Bennett, 2016). In Nunavut and Labrador, Parks Canada continues to work with Inuit to examine means of maximizing tourism and economic opportunities while protecting the ecological values of the parks (Dearden & Bennett, 2016). Self-determination and co-management frameworks are important as they indicate sharing power, responsibility, knowledge, and decision-making between Indigenous and government agencies and replace colonial objectives with Indigenous priorities (Ritsema et al., 2015; Thomlinson & Crouch, 2012).

The Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (WET NHS) is Canada’s newest northern National Historic Site, and the first to be co-managed by Inuit and Parks Canada (Parks Canada, 2019). An Inuit Impact Benefit Agreement (IIBA) is under negotiation for the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic site for which a Franklin Interim Advisory Committee has been appointed. In the meantime, a Guardian Program for the National Historic Site was established in 2017. The program involves Inuit in the protection and monitoring of the National Historic Site and contributes to further integration of Inuit knowledge into site operations and supports Indigenous land management and oversight based on a cultural responsibility for the land (Parks Canada, 2019). Eventually, it is anticipated that the Guardians will play a key role in hosting visitors to the National Historic Site, sharing knowledge and Inuit culture and presenting the Franklin story, while also maintaining

responsibility for monitoring the two wrecks (Parks Canada, 2019). Currently, public access to the WET NHS is prohibited unless a permit has been obtained from Parks Canada (Parks Canada, 2017). Adventure Canada, a cruise ship company operating in the Canadian Arctic, had obtained a permit to visit the HMS *Erebus* site. The visit had been three years in the making, as the cruise ship was unable to reach the site due to weather and sea ice conditions in 2017 and 2018 but were able to successfully visit in 2019, marking an historic event whereby the first ever tourists visited the area of the wrecks.

3.4 Methods

3.4.1 Study Area

Gjoa Haven (Uqsuqtuuq), is a community located within the Northwest Passage in the Kitikmeot region of Nunavut (see Figure 18). It has historic connections to explorers, as the community was named after Roald Amundsen's vessel, *the Gjøa* and it is the closest community to the Wrecks of the *HMS Erebus* and *HMS Terror* (the Franklin Wrecks), which are situated approximately 125 km from the community (Parks Canada, 2019) (Figure 18). Roald Amundsen spent two winters in Gjoa Haven after sailing into Simpson Strait on September 9, 1903 when he spotted a small harbour, which he named *Gjøahavn*, which mean Gjoa Harbour. Unlike previous explorers and crews, such as Franklin and his men, Amundsen befriended Inuit and learned from them. Inuit taught Amundsen and his men how to make igloos and the art of dressing warmly (Kløver, 2018). This has been suggested as the reason that Amundsen and his men had success traversing the polar regions, whereas other explorers (e.g., Franklin and his men) did not have the same luck.

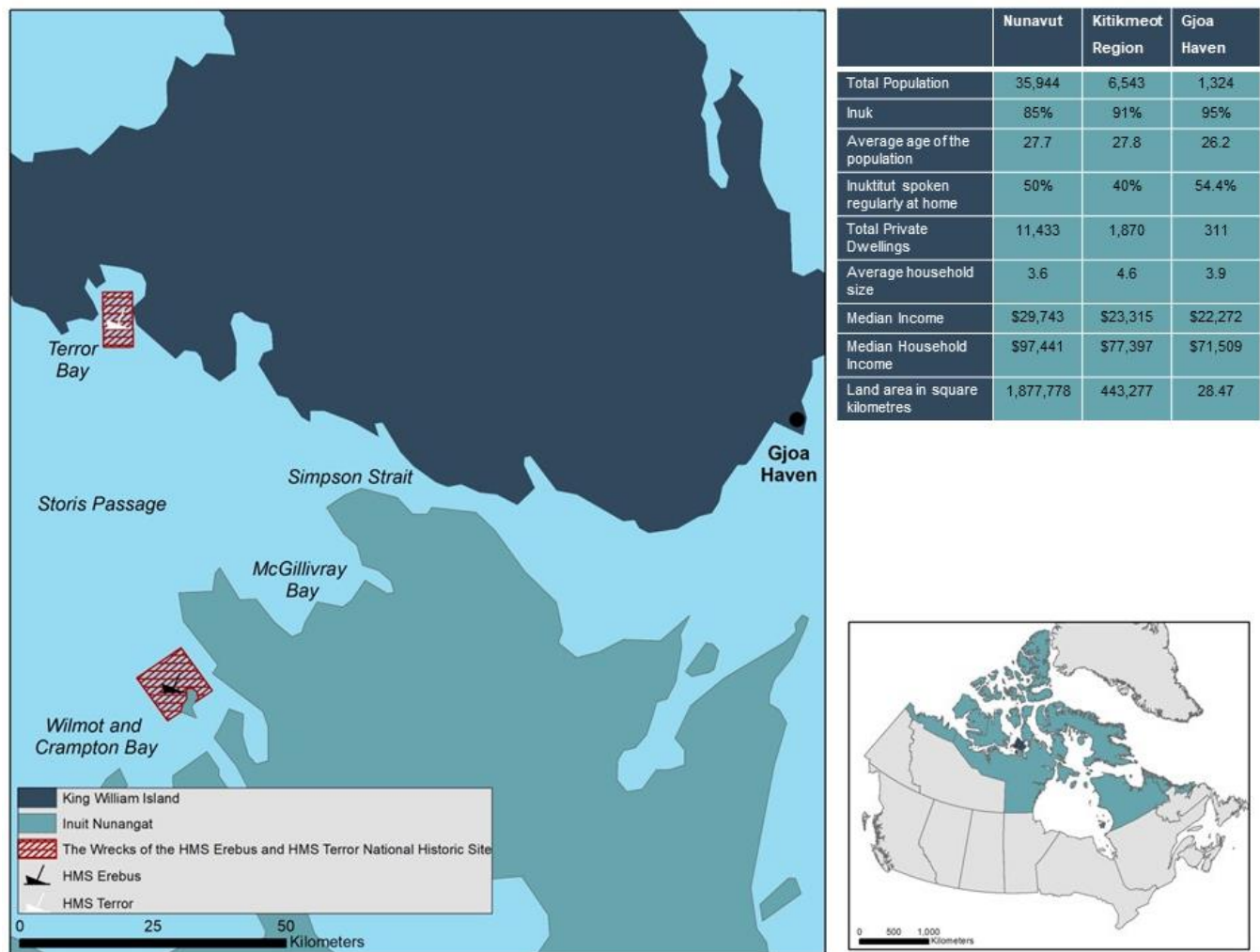


Figure 18: Map of the HMS Erebus and HMS Terror National Historic Site.
Source: Statistics Canada, 2017.

3.4.2 Research Approach

This project applied a similar community-based research approach as the Arctic Corridors and Northern Voices Project (see Carter et al., 2019; Dawson et al., 2020). The approach was rooted in cross-cultural relationship building, partnership, and capacity building and involved engaging in a collaborative project with the objective of building relationships that benefited Inuit and northerners, and visiting researchers (ITK, 2018). Community-based research is a collaborative approach that involves the communities in the entire research process with the goal of sharing and co-generating knowledge (Tondur et al., 2014) and reducing the imbalance between researchers and Indigenous communities through empowerment and capacity building (Castleden et al., 2012). Research capacity and co-learning is a significant part of community-based research approach as it provides communities the opportunity to learn new knowledge from social, natural and health scientists; develop research skills (e.g., data collection and

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analysis), and communication skills through results sharing (Isreal et al, 2003; Castleden et al., 2008; 2012). Inuit self-determination ensures that Inuit research priorities are the focus and that research add the greatest possible value to society by being efficacious, impactful, and meaningful (ITK, 2018). Table 2 outlines the community-based research approach by explaining what we did and why we did it.

Table 2: Community-Based Research Approach.

Action	Description
Determining Interest	What we did: We reached out to key organizations (Parks Canada, Hamlet of Gjoa Haven, Natilik Heritage Centre, and the Hunters and Trappers Organization) within the community by phone and email. Why we did it: to gauge the community's interest in pursuing research on tourism development. It is also important to understand if the community has the capacity to participate and engage in the project. Through engagement with the community, we evaluated if tourism development was a priority for the community and what aspects of this research were important to the community.
Research Planning Trip	What we did: I went to Gjoa Haven for one week. I timed my trip at the same time as Parks Canada to allow for introductions. Why we did it: I introduced myself to the community, attended various community events at the Elders centre. The most important part of this phase is not the actual research, rather it is building relationships and showing the community who you are as a person not just a researcher. The goal of the research planning trip was to listen and learn.
Capacity Building	What we did: put together a job posting for community researcher position; hired three youth; and held a two-day youth training workshop that involved discussions on research, conducting qualitative research and interviews, and finalizing the interview guide. Why we did it: Capacity building is an important part of community-based research but working with youth strengthens the research in a tremendous way. It was a priority to involve local youth (ages 18-30) and provide opportunities for local employment and capacity building
Knowledge Documentation	What we did: semi-structured interviews Why we did it: we selected semi-structured interviews as it is a more flexible approach that allows for conversational interviews. For example, interview questions were prepared prior to arriving in the community by the Southern-based research team and reviewed and revised with community researchers to ensure appropriate language was being used. Interview questions were open-ended and designed to allow for story-telling style of communication (see Hanrahan, 2002). We used a purposive sampling approach to invite community members' who are considered experts on tourism. A total of 17 participants were interviewed out of the 18 participants invited. Participants were Elders, engaged in employment that involved tourism, or were knowledgeable on the topic. Participants were compensated for their time via honoraria according to local guidelines.
Knowledge Validation	What we did: the community researchers facilitated the validation approach Why we did it: This approach had to be modified due to the ongoing COVID-19 pandemic.
Knowledge Sharing	What we did: due to COVID-19 it was not possible to return to the community for knowledge validation/sharing. Instead, community reports were emailed to key partners within the community, shared on social media and the research team's website. Why we did it: knowledge sharing is very important. The knowledge documented throughout this research project can be used by the community for decision making.

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This project adopted a community-based collaborative approach where southern-researchers partnered with select members and organizations within the community of Gjoa Haven, Nunavut during all stages of the research project. Parks Canada, the Hamlet of Gjoa Haven and the Natilik Heritage Centre were involved in the project planning from the funding proposal phase. After the funding proposal was successful, a research planning trip was undertaken to better understand the communities needs and research priorities related to the proposed topic, as well as to define the scope of the project. While the trip had specific academic/research goals, an additional goal for the trip was to build relationships and trust within the community.

There was no data collected during the scoping trip. The purpose was to plan the research and identify the priorities. The research planning trip led to the development of relationships, generated interest within the community, defined the scope to tourism development, and determined that qualitative methods would be best suited for the project.

It was a priority to involve local youth (ages 18-30) and provide opportunities for local employment and capacity building. To facilitate this process, a job posting was sent to the Community Liaison Officer in Gjoa Haven who posted the advertisement on relevant bulletin boards in the community as well as on the local Facebook page. In addition to advertising within the community, youth who had applied for previous projects or opportunities with our research group were also contacted directly and encouraged to apply if interested. The Hamlet and Natilik Heritage Centre were consulted prior to the advertisement being sent and asked to share it with any youth who they thought would be a good fit. Three youth were hired and participated in a two-day training workshop that involved discussions on research, conducting qualitative research and interviews, and finalizing the interview guide.

Given that limited documented literature that exists about tourism development in the Canadian Arctic and even less around the Wrecks of the HMS *Erebus* and HMS *Terror*, qualitative methods and more specifically interviews, were determined to be the best method for developing a better understanding of Inuit and Northerners' perspectives. Much of the tourism literature about tourism development in the Arctic has focused on and identified a suite of potential opportunities and risks associated with the development of the tourism sector and thus provides a foundation of knowledge. However, the available literature rarely recognizes the complexity of the development process considering the moral and legal imperative for self-determined approaches to tourism development within settled Indigenous land claim areas, such as the context of the Canadian Arctic and Inuit Nunangat. While there are a lot of advantages to using qualitative methods, it is important to recognize that it often involves a small sample size that does not necessarily represent the entire population (Patton & Cochrane, 2002). This is a known limitation but nonetheless the results provide valuable information and insight into tourism development in Gjoa Haven and around the Wrecks of the HMS *Erebus* and HMS *Terror*.

A total of 17 people participated in the project and one person declined. Participants were recruited by the youth via telephone, in-person visits and/or email. The inclusion criteria for participation in this research included: being a resident of Gjoa Haven, considered knowledgeable of tourism within the community, engaged with tourism through their employment, and were identified as an Elder within the community.

This sample size is considered acceptable in qualitative research as the focus is on depth, rather than quantity (De Ruyter & Scholl, 1998) and is often based on 1 to 30 informants (Fridlund & Hildingh, 2000). We conducted interviews until data saturation, when it became apparent that no new information was being obtained (Fridlund & Hildingh, 2000; Glaser & Strauss, 1967). The average interview was 35 minutes in length and five of the 17 interviews were conducted in Inuktitut with an interpreter.

All interviews were audiotape-recorded (with participants' consent) and transcribed verbatim. A conventional content analysis approach was utilized to identify, analyze, organize, describe and report themes within the transcripts (Braun & Clark, 2006). Using Nvivo software, coding was undertaken in six definitive steps. The first step involved familiarization and immersion with the data, where first impressions were noted but not inputted as codes (Kondracki & Wellman, 2002; Tesch, 1990). In the second step, initial codes were derived and then further refined in step 3. Codes continued to be sorted into categories based on how different codes are related and linked (Hsieh & Shannon, 2005). In step 4 through 6, further refinement to the codes was made to establish the main themes. The advantage of conventional content analysis is gaining direct information from study participants without imposing preconceived categories or theoretical perspectives (Hsieh & Shannon, 2005). Rather than preconceived categories, categories flow from the data and is based on participants' unique perspectives (Hsieh & Shannon, 2005; Kondracki & Wellman, 2002). The patterns and relationships that emerge as themes became the basis of the findings but findings also reflected alternative or unconventional views that stand out (Patton & Cochrane, 2002).

3.5 Results

Tourism development is a complex and multifaceted process that requires a full appreciation of the contextual factors to ensure success (Pearce, 1999). Research participants were asked to describe tourism in Gjoa Haven and around the Franklin Wrecks sites and reflect on the factors that are contributing to and influencing tourism related development within the region. The main themes that emerged from this analysis coincided with previous research conducted by Dawson, Maher & Slocombe (2007) who noted that there are four main elements associated with tourism growth and development in remote and sensitive environments: tourism resources, access, infrastructure, and capacity (see Figure 19). While Dawson et al. (2007) looked at this through

the lens of climate change, the results from this study align with their findings to reveal that while there is significant opportunity related to tourism, there remains significant barriers to growth and related development (Dawson et al., 2007). It is important to acknowledge, while business travellers are considered tourists within the tourism literature, participants consider tourists to be individuals visiting for recreation and leisure purposes (i.e., on vacation).

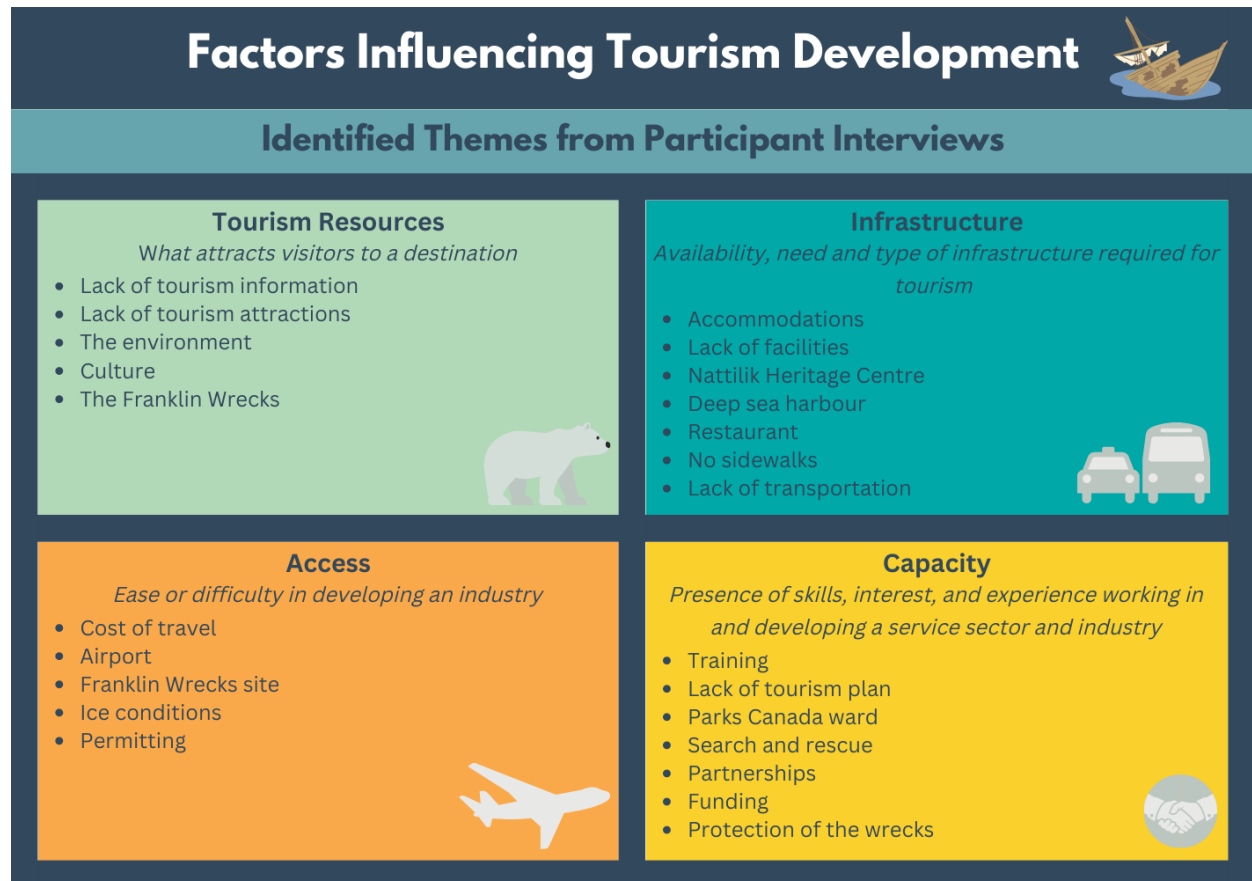


Figure 19: Factors influencing tourism development identified adapted from (Dawson et al. 2007) and identified themes from participant interviews.

3.5.1 Tourism Resources

Gjoa Haven is an attractive community with tourism resources to offer (e.g. environmental, cultural, and historical), however most are largely un or underdeveloped. In addition, the community lacks marketing materials, tourism information, and resources that potential tourists could access who are interested in visiting the region. One participant went on to say “because there is nothing really set up for to motivate the tourists to come in regularly, that’s the highest concern” (Research Participant 2). Further to that another participant emphasized “I don’t think that [tourists coming to Gjoa Haven] would happen unless there is a committee in place to take the responsibility of creating point of interest for tourist to come in (Research Participant 8).

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Tourism provides a unique opportunity for tourists to experience Inuit culture (n=13) and understand *“the Inuit way of life”* (Research Participant 13), while also providing youth within the community of Gjoa Haven an opportunity to interact with other cultures (n=1). In addition, one participant explained that *“some people don’t understand their own culture but once the tourists start coming in they start learning new things from other people in the community”* (Research Participant 12). Further another participant explained that *“Gjoa Haven is a culturally strong community”* (Research Participant 2) and tourism is a *“great opportunity for them [tourist vessels] to have the experience and see exactly where these explorers ended up. To learn the history of the interaction between explorers and Inuit”* (Research Participant 1).

Participants indicated that the discovery of the HMS *Erebus* and HMS *Terror* has made Gjoa Haven an attractive place for tourism and potential tourists (n=14). As one participant explained *“because of the finding of the franklin ships, we knew that there would generate a high interest for tourists to come in world wide”* (Research Participant 15). One participant noted that *“we’ve had people call us from all over the world here...and say we want to come up or there’s a group of six and we want to come up and we want to see some stuff about Franklin”* (Research Participant 5). Participants indicated that tourism within the community has already increased since the discovery of the HMS *Erebus* and HMS *Terror* in 2014 and 2016 (n=8). One participant went onto say that since the discovery of the HMS *Erebus* and HMS *Terror*, *“the whole world wants to visit the community of Gjoa Haven”* (Research Participant 1).

While the Franklin Wrecks were noted as a key resource for attracting visitors to the community of Gjoa Haven (n=14), several participants noted that there is no real attraction(s) set up in the community of Gjoa Haven to motivate tourists to regularly visit (n=5). One participant voiced the need for *“something iconic”* that could be heavily marketed through Nunavut Travel and that could be used to generate Gjoa Haven tourism brochures and related marketing collateral. Additionally, there is great interest in people searching for Franklin’s grave, according to four participants. One participant explained that if Franklin’s grave were to be found that would generate a high tourist attraction and lead to even more tourists.

Some participants had concerns about the about ownership/management of the Franklin Wrecks. There was a sentiment that because Cambridge Bay is the hub for the Kitikmeot region, especially with the recent development of Canadian High Arctic Research Station (CHARS), and because their airport can handle a jet that it would become the “stopping point” for everything Franklin. One participant said that *“it would be nice to have insurance that the wrecks belong to the community of Gjoa Haven...other communities may want to take it...if this happens, it creates less opportunities for the community of Gjoa Haven”* (Research Participant 9). Another participant echoed this by saying *“It’s whether we do it or another community do it, but we have the advantage of having the Franklin ships, it’s a huge advantage compared to some of the other*

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communities cause you can kind of have that draw” (Research Participant 4). Some participants wanted insurance that Gjoa Haven would be the center of most, if not all, Franklin related development. There were notable concerns that other communities may want to capitalize on the opportunity and if that happens, then there would be less opportunities for the community of Gjoa Haven.

Table 3: Factors influencing tourism development related to tourism resources.

Factor	Recommendation	Details	Rationale
Lack of tourism information	Create a magazine with information about Gjoa Haven.	There is demand but potential tourists don't know how to access information.	Information needs to be created, marketed, and shared with the outside world.
Lack of tourism attractions	Create excursions for tourists.	E.g., dog sledding, hiking tours.	Need more activities for tourists.
	Add more plaques around town with historical information.	There is limited interpretive material around town.	Provides tourists with more information about the history of Gjoa Haven and Inuit culture.
	Develop marked trails and walkways within the community of Gjoa Haven.	When cruise ship passengers disembark the ship there is not a lot of information as to where to go and what to see.	This would provide tourists more information when they arrive in the community and help guide them.
	Create an Inukshuk.		This is an attraction that tourists could go to and take photos.
	Set up a market area where Inuit artisans could have booths/stalls to sell carvings, wall hangings, art, and other clothing or accessories.	Currently some artisans sell their work at the Nattilik Heritage Centre but it is too small to accommodate all cruise ship passengers.	This provides an opportunity of artisans to showcase and sell their work.
	Create statues.	Have statues within the community of Inuit who encountered Explorers and other Arctic explorers.	This would create another tourism resource that could be advertised, and tourists could take photos of/with.
	Develop monument for the Northwest Passage.		
	Identify tourism resources and destinations.		Once resources and destinations are identified that could create interest for tourists coming in, then effort could be placed on enhancing them. Need to know this as a starting point.
	Develop and establish a focal point or centre piece within the community to put on marketing material.	Need to create photo opportunities within the community.	Need something “iconic” that Nunavut Travel and Gjoa Haven can put on brochures. There are currently no photo opportunities.
The Environment	Show tourists what it is like to live in the north in a cold and harsh.	Offer a learning/educational experience.	This that benefits tourists as it allows them to learn and allows community members to share their knowledge.

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	Develop Park and/or Protected Area.	There are parts of King William Island that could be developed into a protected area.	Increases Inuit ability to manage tourism.
	Clean up the Community.		Make it attractive to tourists.
Culture	Develop strong tourism programs around culture.	E.g., share Inuit culture and way of life, oral history and stories, offer a meal or tea with Elders.	Provides tourism attraction(s) that are led by Inuit.
	Staff the carving and sewing centres.	Hire at least one person for the carving and sewing centres who can provide information and tell stories to tourists.	
	Record oral history.	Inuit oral history is not written. It needs to be put into print for the community and tourists.	
The Franklin Wrecks	Display the HMS <i>Erebus</i> and HMS <i>Terror</i> .	Have duplicate/replica of the HMS <i>Erebus</i> , HMS <i>Terror</i> and the Gjøa. If the wrecks are removed from the seabed, have them displayed in Gjøa Haven.	This will create demand as there is something to see and could serve as an attraction. It would allow for photo opportunities.
	Offer guided dive tours.	Create excursions/tours around the Franklin Wrecks.	
	Develop and post signage for the Franklin Wrecks.	Create a sign at the wrecks sites that says something like “Site of HMS <i>Terror</i> located at latitude/longitude”.	
	Build monuments representing the Franklin Wrecks.		
	Find Franklin's Grave.	People are interested in looking for Franklin's grave.	If Franklin's grave is found, it would generate a lot of interest.

3.5.2 Access

The remoteness of both the community of Gjøa Haven and the Franklin Wrecks presents a challenge in both accessing the region and developing tourism resources in the region. In particular, some participants (n=4) described the cost of airfare (e.g. from Yellowknife to Gjøa Haven costs approximately \$1800 round-trip), while others (n=4) mentioned that sea ice conditions continue to impact cruise ships as the route that cruise ships take is often full of ice. One participant reflected “*one year there was quite a bit of excitement and preparation for some cruise ships but the condition of the ice stopped them from coming close so it just depends on the ice condition and weather*” (Research Participant 11). Further, participants explained that summers in Gjøa Haven are short and the window for cruise ships to visit is very small. There are about 8 to 9 days during the summer when cruise ships stop in Gjøa Haven, and when they do stop, they stay for approximately four or five hours. This is different from other Arctic

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destinations, such as Greenland and Svalbard, that have a much longer season and can even accommodate overnight guests.

When asked about tourism in Gjoa Haven, four participants explained that there is not a lot of tourism in the community right now, as one participant elaborated “*the only tourists that come into the community are cruise ships they stay around for only a few hours and then they leave again*” (Research Participant 2). A few participants (n=3) noted that it would be nice to see tourists arrive by plane instead of by cruise ship, “*cruise ships are a good thing but if the people can fly in, anytime of year, that would help the economy*” (Research Participant 5). One participant reflected “*if the old story build it and they will come, well build it and they will come but they have to be able to get here. Right. So there’s no good building it and no one can get here*” (Research Participant 4).

The accessibility of the Franklin Wrecks site was noted as being a significant challenge for tourism development. It is not easy for tourists to access the Franklin Wrecks sites as they are approximately 125 kilometres west of the community of Gjoa Haven and HMS *Terror* is accessible by land and boat, while the HMS *Erebus* is only accessible by boat. There are no roads, trails, or infrastructure to support trips to the Franklin Wrecks by land, ice, or water. One participant expressed “*so just the transportation of getting people [there] would probably be the biggest limiting factor*” (Research Participant 6). Accessing the Franklin Wrecks would take anywhere from 4 to 8 hours by boat depending on the weather conditions and would only be possible during the open water season (July to August) after sea ice breakup and before sea ice freeze-up. Participants cautioned that fog is prevalent during this time of year and wind can be a big factor. It was also noted that the route to the HMS *Terror* offers more shelter and security as there is an old trading post at the halfway point. Navigating around the HMS *Erebus* can be challenging as there are a lot of shallow spots, small islands, and strong currents. Taking an ATV from Gjoa Haven to Terror Bay (location of the HMS *Terror*) would require travelling across King William Island. This is estimated to take anywhere from two to four days with tourists, but one participant suggested that “*ATV’s are too rough...it’s hard on the back, hard on the legs and hard on the machine*” (Research Participant 5) as another participant added “*cause of the terrain of King William Island, is a killer for ATV’s because of sharp rocks*” (Research Participant 2). When sea ice is frozen (November-March), the wrecks could be accessed by snowmobile in approximately five hours. However, the temperature this time of year would make this trip challenging. One participant also noted “*it’s bumpy and rough...hard on the back*” (Research Participant 5). Participants cautioned that being out on the land can be a challenge as there is limited support. One participant reminded “*once you’re out there [on the land], there’s very little support, you’re on your own*” (Research Participant 5). Access to the Franklin Wrecks sites is closely monitored by Parks Canada who hold the exact coordinates as noted by five participants. To visit either the HMS *Erebus* or HMS *Terror*, a permit is required from Parks Canada. One participant stated “*there’s a lot of potential for tourists wanting to see the wrecks but right now*

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with the restrictions from Parks Canada makes it difficult for tourists to come in” (Research Participant 8).

Table 4: Factors influencing tourism development related to access.

Factor	Recommendation	Details	Rationale
Cost of travel to Gjoa Haven	Work with airlines to develop tourism packages.	Have a range of packages depending on interests (i.e., historical, culture and adventure).	It could be something unique with elements of history, culture and adventure all together. Potentially there could be a private airplane that would bring tourists in to solve availability issues with air travel.
Airport	Expand the airport.	There is only one flight per day to/from Gjoa Haven. Prior to the merge of Canadian North and First Air, there were two flights per day.	Expanding the airport would help to expand the tourism season.
	Expand the airstrip.	Airstrip is too short to land a jet.	It is currently 400 feet shy of being long enough to land a jet.
Access to the Franklin Wrecks	Develop a trail/road to Terror Bay.	Leaders should lobby for accessible transportation, and the development of roads from Gjoa Haven to Terror Bay.	This would make parts of King William Island more accessible, make it easier to take tourists, and it would make travel safer. This would have residual benefits as community members hunt in those areas and could also benefit.
	Lobby to the government.		
Ice Conditions	Expand the tourism season to year-round.	In 2018, the cruise ships were not able to come to Gjoa Haven because of sea ice conditions. The route the cruise ships take is always full of ice.	The summer is too short, and conditions are favourable for non-cruise ship tourists during the spring and fall.
Permitting restrictions	No recommendation identified.	Anyone visiting the Franklin Wrecks sites needs a permit from Parks Canada.	Access to the site is highly regulated by Parks Canada (the Federal Government).

3.5.3 Tourism Infrastructure

Infrastructure was noted as major factor influencing tourism development by 14 participants. It was expressed by several participants that there is a need for more accommodations (n=8), a larger airport (n=1), and a longer airstrip (n=7). The airstrip at Gjoa Haven airport cannot land a jet, which is a major barrier to future tourism development opportunities. Participants noted that the hotel and bed and breakfast fill up with contract workers in the spring/summer, as one participant explained *“if someone did want to come up in the summertime and they were looking to book accommodations, they can’t because there’s no rooms”* (Research Participant 6).

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Gjoa Haven lacks the facilities to accommodate the number of tourists who arrive on cruise ships. The community centre and community hall are not large enough to accommodate the community anymore, let alone the cruise ship passengers when they arrive. When the cruise ships arrive in town, one participant explained “*other facilities in the community had become very small because of, even our community hall is small for the community because of small access to funding from the government. So everything became so small, no more room for anyone to come in*” (Research Participant 15). Another participant noted that “*everything they built here is too small*” (Research Participant 7). While tourism has notable economic and cultural benefits, it should also provide residual benefits to the community of Gjoa Haven (n=3). One participant explained “*the best thing for that would be some sort of infrastructure because infrastructure...will be there after the history, after all the pomp and ceremony and the novelty of the find have worn off*” (Research Participant 5).

There are currently no facilities or infrastructure at the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site to support tourism. There are no camps, cabins, or lodges at the Franklin Wrecks sites to provide shelter or washroom facilities to tourists. Undertaking construction to build infrastructure at the Franklin Wrecks would not be easy, as all materials would have to first transported from the south onto the sealift to Gjoa Haven and then transported to the Franklin Wrecks sites.

Table 5: Factors influence tourism development related to infrastructure.

Factor	Recommendation	Details	Rationale
Accommodations	Build more hotels.	The hotel (18 rooms) and bed and breakfast (34 guests; 12 houses) are often full.	Need more hotels for tourists to have a sufficient place to stay.
Lack of facilities at the Franklin Wrecks Sites	Build cabins or a lodge.	There is no infrastructure at the Franklin Wrecks sites currently.	This could provide basic shelter for tourists. You need something more than tents for the safety and comfort of “the average” tourist. It could also be a place for the divers from Parks Canada or community members hunting. It would be important to ensure it is insulated for all seasons.
	Build washroom facilities.		There needs to be an outhouse at the very least.
	Build garbage disposal facilities.		There needs to be a designated place where garbage is collected and disposed of to protect the environment
	Have a shop at the Franklin Wrecks sites.		This would be a place where tourists could buy trinkets, crafts, carvings and artists' work. It

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			could be an opportunity for community members and create an attraction at the sites.
	Build a harbour.		Would provide shelter in bad weather.
Nattilik Heritage Centre	Expand the centre.	It could then hold more artifacts and Franklin related material.	An expansion would allow more tourists to visit (not all cruise ship passengers can fit inside currently).
Deep Sea Harbour	Build a deep sea harbour.	This would allow ships to dock and get serviced and resupplied (i.e. fuel, food, and supplies).	Servicing the ship is just as economically important as servicing the tourists on the ship.
Lack of facilities in Gjoa Haven	Build a bigger community hall or venue that can accommodate more people.	The community hall and gym are always booked and are not big enough to accommodate the community and tourists.	This will have residual benefits for the community.
	Get a big tent for when the cruise ship tourists arrive.	The tent could be set up in the summer and stored in the winter.	This would provide more space for tourists when they arrive.
	Build a visitor centre or tourism office.	Build something large enough to host tourists that come into the community.	It can be somewhere tourists go to get information and see what they can do in the community. This could be open seasonally during normal business hours.
Restaurants	Open restaurants for dining.	There is only one restaurant that is in the hotel.	The restaurant is open to the public for lunch and open to hotel guests for dinner.
No sidewalks	Build sidewalks.	It would be nice to have sidewalks for tourists and the community.	People are walking on the road, which can be dangerous.
Lack of Transportation Options	Glass bottom boat.	Have a glass bottom boat to take tourists to the Wrecks sites.	Tourists could see the HMS <i>Erebus</i> as it is ~30 feet deep.
	Hot air balloon.	Have a hot air balloon for transportation purposes.	This would be dual purpose; it would be a transportation method but also an attraction.
	Hovercraft.	Have a hovercraft as a mode of transportation to the Wrecks.	This could be used from May to October to transport tourists from Gjoa Haven to the Wrecks sites.
	Get a van or bus to take tourists around Gjoa Haven.		There are no transportation options for tourists, unless you go on an all-terrain vehicle (ATV) but you cannot take all of the tourists on an ATV.

3.5.4 Capacity

Participants (n=8) noted that the communities' capacity was another factor influencing tourism development within Gjoa Haven and at the WET NHS. It was acknowledged by one participant that capacity building is needed to involve more people in tourism. Participants recognized that tourism presents several opportunities for the community of Gjoa Haven, most notably in terms of economic (n=10) and cultural benefits (n=13). Participants noted *"it is a need in the community so that we can grow economically"* (Research Participant 1) and *"if there are more tourists coming into the community it would provide economic [opportunities] for our younger people and the people who don't have work in the community"* (Research Participant 8). Employment opportunities, as described by participants, could range from: Guardians Program, Certificate in Archaeology, tour guides, outfitting, artists and seamstresses, carvers, Parks Canada, translating and interpreting, and performers (e.g. throat singer, drum dancer, and square dancer). Four participants discussed the lack of tourism businesses, especially related to outfitting. The increased interest in tourism and related development provides the space for community members to start tourism related businesses (e.g. outfitting, sport hunting and fishing). Another participant emphasized *"we just need more people with training [on] how to run organizations, and apply for funding to get more tourism opportunities"* (Research Participant 7). It was also noted that the community's capacity to take advantage of tourism opportunities is limited by the fact that there is no tourism committee or tourism plan.

As one participant described, tourism development will not happen overnight but the community needs to ensure plans are in place. *"Snow comes down slowly and lands on the ground, and then develops snow on the ground. And this is how the money will be flowing into the community, it will gather, even as slow as it may be it will gather in the community. We as a community need to have a development plan in creating a better access to the community because of potential high interest of tourists coming in. We need to make a plan to develop the community so it can be more accessible to the tourists that will be coming in. We know that everything is always slow in development and it will be a very slow development but in time it will become a reality in the community"*.

Table 6: Factors influencing tourism development related to capacity.

Factor	Recommendation	Details	Rationale
Training	Create training opportunities.	Involve more people in tourism where they can develop more skills and learn new things. For example, organize training on how to start a business, how to run organizations and businesses (i.e. book keeping) and how to apply for funding for more tourism opportunities.	It's important to get community members trained properly to be able to provide the type of products and services tourists are looking for and expect. This would help build capacity within the community.

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	Train guides/outfitters	To take hikers who want to walk in Franklin/Franklin's crew footsteps.	If tourists are granted permits to go to the Franklin Wrecks, they would need a guide to accompany them, providing employment opportunities. Due to the harsh natural environment and climate, it is important that tourists have access to trained guides to learn about Inuit culture. Guides could also take tourists to different parts of King William Island.
	Create outfitting businesses within the community.	Establish big game hunting (i.e. Muskox, polar bear, grizzly bear) and sport fishing (Char).	There are currently no outfitters for sport hunting or fishing in town.
	Train tour guides.	Provide tourists with guides.	Guides could provide tourists with information and tell stories – they could also help manage the foot traffic and direct tourists where to go.
Lack of Tourism plan	Develop a tourism plan with a committee.	Need to have a committee to overlook the potential for creating tourism opportunities within the community.	Have a plan in place before any tourists start coming in. Right now, Gjoa Haven is not ready and nothing is prepared. There should be a steering committee that could collect all the ideas within the community and organize events. The committee would take the responsibility of creating points of interest to attract tourists. They would also be responsible for looking after problems that might occur with tourism.
Parks Canada Ward	Hire a ward/officer for the Franklin Wrecks site.		This would help manage tourism.
Search and Rescue	Increase search and rescues capabilities	If there are going to be expeditions led from Gjoa Haven to the Franklin Wrecks something more formalized is needed.	Coordination between the Coast Guard, emergency management with the Government of Nunavut and search and rescue committee in town is needed. <i>“Right now if something like that happened, something went wrong, there's not really anything in place, I mean there is but it's not the most organized...If something did go wrong, especially at the</i>

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			<i>Franklin Wrecks sites, it would probably be a search rather than a rescue realistically” – (Research Participant 6)</i>
Partnerships	Develop partnerships.	More partnerships are needed.	Need to partner with other communities or other companies who have the skills to be able to teach community members so that they can operate on our own.
Funding	Secure funding from Parks Canada and develop partnership with Kitikmeot Inuit Association.	Parks Canada and Kitikmeot Inuit Association could set up an application or formal process for local businesses to submit proposals for Franklin Wrecks related tourism development ideas.	Tourism development requires investment.
Protection of the Wrecks	Provide the community the opportunity to protect the wrecks.	Ensure Inuit are involved in the management of the Wrecks and decision-making.	One research participant said “ <i>I think it’s nice that we have that opportunity to protect our grounds</i> ” (Research Participant 1).

3.6 Discussion

Gjoa Haven is in the exploration stage of the tourist area lifecycle (Butler 1980), which is characterized by a small number of visitors who are supported by limited facilities, poor access, and restricted local knowledge of their needs (Butler, 2006). The Wrecks of the HMS *Erebus* and HMS *Terror* have yet to enter the tourism development lifecycle given that the area is currently restricted to tourists. Similar to Rasoolimanesh & Jaafar (2016) this research was conducted during the early stages of tourism development, where residents’ have not yet experienced the full range of consequences related to tourism development. For this reason, and consistent with the literature, overwhelmingly positive perceptions of tourism development were documented as it is perceived to bring improved infrastructure, facilities, investments, and jobs to the community of Gjoa Haven (Choi and Sirakaya, 2006; Jaafar *et al.*, 2015; Ko and Stewart, 2002; Latkova and Vogt, 2012; Sharma and Dyer, 2012; Rasoolimanesh & Jaafar, 2016; Tosun, 2002). It is likely that the perceptions documented are based on participants general knowledge and awareness or prior experience with tourism development in other destinations.

Furthermore, research participants expressed that it was hard to imagine what tourism at the Franklin Wrecks could look like because access to the sites are currently restricted by Parks Canada (i.e., you need a permit to visit) and there is no infrastructure available in those areas. Development around the Franklin Wrecks is further complicated because the two wrecks are designated as a National Historic Site, which falls under the management of Parks Canada. Parks Canada has confirmed that the site will be co-managed with Inuit, however it is unclear what that

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co-management relationship will look like. The management of tourism at the WET NHS is important and requires careful consideration as historic shipwrecks are non-renewable heritage sites that are vulnerable to natural decay and human activities (i.e., diving or anchoring) (Edney & Spennemann, 2015). On the other hand, part of Parks Canada's mandate is to "foster public understanding, appreciation and enjoyment" (Parks Canada, 2022) and visitation is said to generate value and encourage preservation (Edney & Spennemann, 2015).

The findings from this study reveal that the main factors influencing tourism development are access and infrastructure. The need for infrastructure development is not unique to the Canadian Arctic, as many polar tourism destinations note that as a challenge (see Heikkinen & Pashkevichm, 2020; Liggett et al., 2011); Olsen et al., 2019; 2020). The remoteness of communities like Gjoa Haven and the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site, presents a significant challenge for tourism development. While there are increased discussions around the accessibility of the Arctic due to changing sea ice and related climate change, the reality is that Gjoa Haven and the WET NHS will never be "easy" to access as it stands. Heikkinen & Pashkevichm (2020) suggest that air travel is a vital element of tourism development. Thus, significant investment would be needed in order to allow for a jet to land in Gjoa Haven that offers a direct route to major hubs (e.g., Yellowknife). After a merger between the two main airlines (Canadian North and First Air), the number of flights to Gjoa Haven was reduced from two per day to one per day. This is significant as the plane holds approximately 42 passengers and often stops in several nearby communities (e.g., Cambridge Bay, Taloyoak and Kugaaruk).

The cost to travel in the Canadian Arctic is also very high and likely inaccessible for most individuals. For example, Northwest Passage cruises offered by Adventure Canada start at \$11,995 USD per person before taxes and surcharges and can range upwards of \$26,000 USD per person, while a flight from Yellowknife to Gjoa Haven costs approximately \$2000 round-trip. A recent Government of Nunavut (2019) report found that 8 out of 10 visitors rated their overall experience in Nunavut as excellent or good but 57.7% also indicated that the overall cost of the trip is an area for improvement.

Gjoa Haven is the closest community to the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site, which is more than 125 km away from each shipwreck. Transportation to the Wrecks sites is not easy and is further complicated by the short Arctic summers. In the summer months, during open water season, the HMS *Terror* can be accessed by land or water, while the HMS *Erebus* can only be access by water. The nature of this travel and the length of travel would make it very difficult to take tourists to the Wrecks sites for a day trip. That means that significant infrastructure development would be required to make the Wrecks Sites an attractive tourist destination that is accessible from the community of Gjoa Haven. In the future, it could be possible for tourists to access the Franklin Wrecks directly from a cruise ship. This

scenario would not necessarily be as beneficial economically for the community of Gjoa Haven as there would be no direct interaction with the community during that adventure, unless otherwise planned and/or incorporated. Heikkinen & Pashkevich (2020) acknowledge that despite the growing cruise industry, the economic impact has been minimal for the small localities of Southwest Greenland. It was noted that due to insufficient skills and capacity, cruise companies decided to bring their own guides, rather than employing locals (Heikkinen & Pashkevich, 2020). Selling souvenirs or local handicrafts to tourists has been challenging for local inhabitants in Greenland due to a lack of language skills, inadequate communication challenges and alternative payment methods (Heikkinen & Pashkevich, 2020). This aligns with the results of this study that indicated selling carvings and handicrafts is complicated by export laws and can result in artisans being vulnerable to being taken advantage of due to a lack of knowledge with currencies.

Regardless of what the future state of tourism in Gjoa Haven looks like, with increased cruise traffic throughout the territory, infrastructure is needed to support that activity (e.g. washrooms, shelter, harbours) and enhanced safety measures (i.e. search and rescue) both within the community of Gjoa Haven and at the Wrecks sites. Liggett et al. (2011) emphasized that with marine tourism growth, particularly in Antarctica, a greater attention needs to be placed on the potential for serious incidents and accidents. Similarly, Olsen (2020) argued that increasing shipping activities require new safety and environmental guidelines that strengthen Search and Rescue (SAR) and emergency preparedness services.

Infrastructure is a challenge that is not unique to tourism development in the Canadian Arctic. For example, the growth of Antarctic tourism and limited infrastructure has generated strong pressure to build permanent tourist structures (Liggett et al., 2011). However, unlike Antarctica communities within Nunavut have significant infrastructure needs beyond tourism. The Government of Nunavut (2021) outlines that for communities to take advantage of economic growth, it is dependent on improved infrastructure including transportation (e.g. access roads, marine harbour), energy, housing, education, health and water, solid waste, and sewage. There are infrastructure needs that are more pressing than those related to tourism development (e.g. housing), however tourism can help support the development of necessary infrastructure in a mutually beneficial manner. Any infrastructure or development should have residual benefits for the community of Gjoa Haven. This aligns with Olsen et al. (2020) who identified that any local infrastructure needs should be taken into account when allocating resources for tourism development. For example, building a road to the HMS *Terror* site could be used to take tourists but it could also be used by the community to go sealing (seal hunting). Similarly, expanding or building facilities for tourists (e.g. a welcome centre or space for tourists to gather) could also be used for community events. There are significant infrastructure and access needs, but any development should be Inuit and northern led, sustainable and have residual benefits.

3.7 Conclusion

The currently reality is that although tourism has great potential to benefit the community of Gjoa Haven, the motivation and momentum to capitalize on this opportunity is hard to generate because of its minimal presence. For example, the cruise season is very short (only a few days to weeks) and cruise ships stay in the community for a maximum of seven hours. After the cruise ship leaves, the community has limited exposure to and interaction with tourism until next year when another cruise ship(s) is scheduled to arrive. The number of tourists who arrive in Gjoa Haven by airplane, strictly for pleasure (i.e., not business) is very limited. While there is no doubt that the tourism industry is small in nature, cruise ships are impactful and do bring economic benefits to the community. However, the benefits as they stand now are not strong enough to facilitate significant motivation to develop tourism resources, improve access, invest in infrastructure, or build capacity.

The results of this study indicate that community members who participated expressed a desire to welcome tourism and would like to see the number of tourists coming to the community increase. One participant explained *“we as a community are open to the world, we will welcome any tourists coming into the community because tourism is very important to us and our community”* (Research Participant 15). While the desire for tourism development was evident, participants acknowledged that for tourism to increase in Gjoa Haven and around the Franklin Wrecks sites, key infrastructure and facilities are needed and access to the region needs to improve. The potential for economic development and diversification related to the discovery of the Franklin Wrecks was known to participants and they indicated that they felt the demand for Franklin related tourism experiences was there, but the community was not yet prepared to maximize the benefits of it.

Tourism is often regarded as one of the most significant community development tools, especially in marginal or remote communities, as it can assist in economic, social, and environmental wellbeing (Beeton, 2006). The potential impacts of tourism development tend to be particularly significant in sensitive environments, such as the Canadian Arctic (Dawson et al., 2007). It is evident from this research that participants are keen to see tourism develop within their community, given the potential for economic diversification, employment opportunities and residual infrastructure. As expressed by ITK (2016) *“there is also a great desire to achieve economic self sufficiency in the north in a way that incorporates our cultural values into the many new businesses which will form the backbone of the emerging economy”*. Self-determined and sustainable tourism development has the potential to empower Inuit within Gjoa Haven to achieve economic self sufficiency. However, lessons learned from other destinations globally (e.g., the Caribbean) need to be considered to avoid exploitive development. There is a distinct opportunity, amplified by COVID-19, to ensure that tourism development is self-determined and sustainable.

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CHAPTER 4: TOURIST PERSPECTIVES ON DEVELOPMENT OPPORTUNITIES FOR THE WRECKS OF THE HMS *EREBUS* AND HMS *TERROR* NATIONAL HISTORIC SITES

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Weber, M. & Dawson, J.

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The unsolved mystery of the ill-fated Franklin Expedition has generated significant curiosity, speculation, and intrigue. Given the remoteness of the Canadian Arctic and the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (WET NHS), and the limited infrastructure within the region, planning and management decisions will need to be made that align with self-determined tourism development. This exploratory study aims to seek a better understanding of a future tourism market at the WET NHS by exploring the motivations, expectations, and desired visitor experience from the perspective of highly motivated potential tourists. Data was collected through three private Facebook Groups dedicated or related to the Franklin Expedition. A total of 157 surveys were received, of which 30 were removed for unengaged responses and 127 were useable. The results indicate that participants interest in visiting various destinations (e.g., Gjoa Haven, Nunavut, Northwest Passage, WET NHS) remained high. Pull factors, external drivers attracting visitors, were much more important in motivating visitors than push factors, internal drivers, pushing individuals towards a visitor experience (e.g., spending time with family). Participants expected to interact with Inuit tour guides and businesses, while also experiencing museums and interpretive material related to the Franklin Wrecks. Many participants indicated that their preferred experience would take place during the summer months as part of a packaged tour that is not onboard a cruise ship, where they would take a boat from Gjoa Haven to the WET NHS for a few days. However, the amount that most participants would be willing to pay all-inclusive for a Franklin related experience would not be enough, just factoring in the cost of airfare alone. The results indicate that there is an untapped tourism market who are keen to visit the WET NHS and nearby communities (e.g., Gjoa Haven). The findings of this exploratory study will provide insights for the ongoing and evolving management and tourism development in Gjoa Haven and around the Franklin Wrecks to ensure all development and decisions are self-determined and sustainable.

Keywords: Motivations, Expectations, Visitor Experience, Tourism Development, Sustainable Tourism

4.1 Introduction

The Canadian Arctic has attracted explorers for centuries, despite the challenging navigational conditions and unique hazards, such as the presence of sea ice, potential for ridged ice, low temperatures, extreme weather, remoteness, and lack of baseline data (Giguere et al., 2017; Porta et al., 2017). During the late 1700's and the early 1800's, the British government organized more than 15 naval expeditions in hopes of discovering a shorter trade route through North America via the Northwest Passage (NWP). Arguably one of the most well-known expeditions was that led by Sir John Franklin who set sail from Britain in 1845 with two ships, HMS *Erebus* and HMS *Terror*, and 129 men. Despite the meticulous planning and preparation, the Franklin expedition did not go as planned. By 1847, Sir John Franklin and 24 other men had died, and the ships remained trapped in pack ice in Victoria Strait. Between 1847 and 1859, the British government and United States sent 20 unsuccessful search expeditions supported by 11 supply expeditions in search of Franklin and his crew (Canadian Mysteries, 2015). In 2008, the Canadian government resumed the search for the wrecks of the Franklin Expedition with a team led by Parks Canada and other federal departments, the Government of Nunavut and private partners. In 2014 and 2016, the use of state-of-the-art technology, Inuit Knowledge and oral testimony led to the historic discoveries of the HMS *Erebus* and HMS *Terror*. The HMS *Erebus* was discovered in 11 meters of water in Wilmot and Crampton Bay in Queen Maud Gulf, while the HMS *Terror* was found in 24 meters of water near King William Island when the Arctic Research Foundation team was travelling on the research vessel *Martin Bergmann* (Canadian Mysteries, 2015).

The unsolved mystery of the ill-fated Franklin Expedition has generated significant curiosity, speculation, and intrigue. The Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (WET NHS) are anticipated to generate significant tourism demand and related development opportunities (Dawson et al., 2018; Dawson et al., 2017a, Government of Nunavut, 2016; Johnston et al., 2017a; Lemelin & Dawson, 2014). Ice conditions have historically precluded most commercial shipping and marine tourism in this area. Passenger vessel travel for pleasure began in the Canadian Arctic around 1980 (Dawson et al., 2014) with the first cruise ship, the *Explorer*, transiting the NWP in 1984 (Jones, 1999; Marsh & Staple, 1995). There was sufficient tourist interest in the Northwest Passage to warrant similar transits, but harsh conditions made successful voyages a challenge. From 1992 to 2005, cruise ships only completed between one to three voyages within the Northwest Passage each year (Stewart & Draper, 2008), while the average number of vessel voyages ranged from three to ten between 1990 and 2005 (Weber et al., 2021). Climate change has enabled passenger vessels to transit the Canadian Arctic at a higher frequency due to changing sea ice conditions. Since 2016, the number of passenger vessel voyages has reached at least 19 (Weber et al., 2021). Scholars (see Dawson, et al., 2014; Dawson et al., 2007; Marquez & Eagles, 2007; Dawson et al., 2016) believe that the Canadian Arctic

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cruise tourism industry is well positioned to be a beneficiary of climate change over the short term with increased passenger vessel traffic anticipated in the region.

Given the remoteness of the Arctic, the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site, and limited facilities and infrastructure, planning and management decisions will be needed to determine what the Franklin Wrecks could look like as a tourism destination. Potential visitor motivations and expectations remain unclear, as well as the level of interest of engaging in tourism experiences related to the Franklin Wrecks. The modern tourist is said to have an increased desire for authentic experiences, higher quality products and value for money (Tončev et al., 2016). It is thus important to understand the factors influencing potential tourists to better prepare the region for sustainable tourism that is community led (Tončev et al., 2016). Tourism experiences are central to tourism and for tourism to be successful, it is necessary to develop an environment and/or destination that visitors wish to experience (Beeton, 2006).

This research aims to explore those uncertainties from the perspective of potential tourists who have a specific interest in Arctic explorers and the Franklin expedition. Given the recent emergence of the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site as a potential tourism destination, to our knowledge there has not been any research undertaken to understand the potential visitor experience. This paper will explore the desired visitor experience at the Franklin Wrecks by examining tourist motivations and expectations. Understanding potential tourist desires, motivations and expectations is important in ensuring self-determined and sustainable tourism development at the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site.

4.2 Methods

4.2.1 Theoretical Framing

Motivations are identified by asking visitors what needs they seek to satisfy (Needham et al., 2016). According to Crompton (1979), people travel because of internal factors that are pushing them to engage in activities and/or because of external factors pulling people to select activities, experiences or destinations. This is referred to as the push-pull (PP) framework (Crompton, 1979) and has been widely adopted in the tourism literature (e.g., Kanagaraj & Bindu, 2013; Giddy, 2015; Kim, Lee, & Klenosky, 2003; Klenosky, 2002; Naidoo et al., 2015; Pomfret, 2006; Pomfret & Bramwell, 2014; Uysal & Jurowski, 1994) to better understand visitor motivations and tourism demand, the results of which can be useful in tourism development planning (Kim & Lee, 2002). It incorporates the theory that people travel because they are pushed into making a decision by internal forces and pulled by external forces that are specific to the destination (Uysal & Jurowski, 1994). Pull factors are the appealing attributes of a destination that an individual is seeking (e.g., weather, beaches, recreational facilities, cultural attractions, nature),

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while push factors are a range of socio-psychological motives that drive a person to travel (e.g. needing a break or escaping a routine) (Dan, 1977; Crompton, 1979). For example, Whyte (2017) suggested that by identifying key push and pull factors a more complete understanding of travel behaviour can emerge. Tourists' motivations remain a complex and at times misunderstood area of tourism (Beeton, 2006).

While identifying the underlying motivations of potential tourists is important, there is equal value in understanding visitors' expectations (Knollenberg et al., 2014). Understanding expectations can provide useful insight that can be used to design products that meet expectations of potential visitors and thus lead to higher levels of satisfaction (Coghlan, 2007; Hammersley, 2014; Knollenberg et al., 2014). It can also be utilized to predict participant behaviours and provide guidelines as to what behaviours or activities tourists may desire as part of their tourism experience (Knollenberg et al., 2014).

Understanding the level of interest potential tourists have in engaging in tourism-related activities can help understand supply and demand. Experiences are the result of both the tourists' needs and desires (demand) and the actual product provided (supply) (Beeton, 2006; Hall, 2003). Demand is influenced by market conditions, people's motivation to travel, and the factors which influence their ability to do so (e.g., increased leisure time or disposable income) (Pearce, 1995; 1999). Supply tends to address the benefits that the development of tourism brings or is perceived to bring and considers what fosters growth (Pearce, 1999). Haywood (2006) argues that tourism development is primarily supply-led as developers are courted and romanced into subsequent investment.

4.2.2 Survey Design

This study used a mixed-methods survey design to implement the theoretical framework outlined above, which focuses on exploring potential visitors' motivations, expectations, and level of interest in engaging in tourism related experiences at the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (WET NHS). The tourism literature draws on concepts, such as motivation, push and pull factors, expectations and supply and demand to better understand visitor's potential experience at a given tourism destination. The integration of tourism theory and previous literature was fundamental in the development of this survey, while also relying on and integrating practical and site-specific elements.

A five-point likert scale was adopted for closed-ended questions to measure potential visitors' motivations, expectations, and the level of interest in tourism experiences related to the HMS *Erebus* and HMS *Terror*. Survey questions were informed by the literature and adopted to ensure relevance to the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site. The sole use of likert-style quantitative questions has been criticized in tourism studies as it confines

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responses to predetermined items (Hung & Petrick, 2011; Samdah, 2005; Tapachai & Waryszak, 2000). The use of a mixed-methods survey, containing both qualitative and quantitative methods is more likely to yield a deeper understanding of a given topic as it allows participants to expand on their thoughts and feelings (Hung & Petrick, 2011). The survey was divided into three sections: 1) motivations and expectations; 2) The Wrecks of the HMs *Erebus* and HMS *Terror* National Historic Site (understanding the ideal visitor experience); and demographics.

Visitor motivations for travel has been heavily researched and replicated in the tourism literature (Whyte, 2016). Previous research has established methods and generated different theories for understanding tourist motivations. To better understand tourist motivations, motivations were refined and adapted from a comprehensive literature review of motivation scales (see Li et al., 2013; Whyte, 2016; Chen & Chen, 2015; Knollenberg et al., 2014; Kim & Lee, 2002; Kim et al., 2003; Legar & Haider, 2008; Giddy & Webb, 2018; Lemieux et al., 2017; Hung & Petrick, 2011). Integrating the push-pull framework, 10 motivation items (push factors) and 10 pull factors were included in this survey. The motivation items were extracted directly from the literature, while the pull items were adapted to ensure relevance to the study-site. Additional questions relating to expectations and level of interest were also informed by the literature but focused less on the tourism theory literature and more on the practical situation at the WET NHS.

Data was collected online using Qualtrics survey software through three private Facebook Groups: *Remembering the Franklin* (~2707 members), *Erebus & Terror* (~504 members), and *Polar Expedition* (~2995 members) between December 7, 2020 and March 8, 2021. Given the nature of the survey recruitment methods and the challenges associated with identifying and finding respondents with a potential interest in visiting the Franklin wreck sites, this approach, which uses a ‘convenience sample’ methodology, was determined to be most appropriate for this study. The inclusion criteria for the survey included any individuals part of one/two or all three of the identified Facebook Groups who were more than 18 years of age and had the ability to read English. It is assumed that those surveyed within the Facebook groups indeed have an interest in the Franklin Expedition because they have joined a Franklin or polar tourism themed Facebook group and have been accepted by an administrator to be part of the group.

All responses were completely anonymous as no personal identifying information was collected. Descriptive statistics were generated to analyse demographics of respondents, motivations (push and pull factors), expectations, and level of interest. Qualitative responses were analyzed using a conventional content analysis approach in Nvivo to understand common themes. A notable limitation of this study is that the results are not generalizable to a wider population, and it is possible that many individuals with a high interest in the Franklin Wrecks are not part of these Facebook groups and thus the sample is indeed limited. However, despite the limitations, the

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study does provide an overview of the possible factors driving some of the motivations and interest for visiting the WET NHS.

4.2.3 Study Site: The Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site

The Wrecks of the HMS *Erebus* and HMS *Terror* National Historic site is situated within the Northwest Passage in Nunavut, Canada near the community of Gjoa Haven (Uqsuqtuuq) (see Figure 20). The Government of Canada declared the then undiscovered wrecks a national historic site in 1992. The site is Canada's newest northern national historic site, and the first to be co-managed by Inuit and Parks Canada under the dual mandate of conservation and visitor experience (Parks Canada, 2022). An Inuit Impact Benefit Agreement (IIBA) is under negotiation and during this process a Franklin Interim Advisory Committee was appointed. After the agreement is signed, the Franklin Interim Advisory Committee will be dismantled, and a management plan will be developed for the site. Currently, public access to the National Historic Site is not allowed unless a permit has been obtained from Parks Canada (Parks Canada, 2017). The community of Gjoa Haven has a population of 1200, of which 55% are under the age of 25 and 95% are Inuit (Destination Nunavut, 2017; Statistics Canada, 2017). The community has historic connections to explorers (Figure 2), as the community was named after Amundsen's vessel. The community played a critical role in the discovery of the wrecks and will continue to play a role in the management and development of the National Historic Site as a tourism destination.

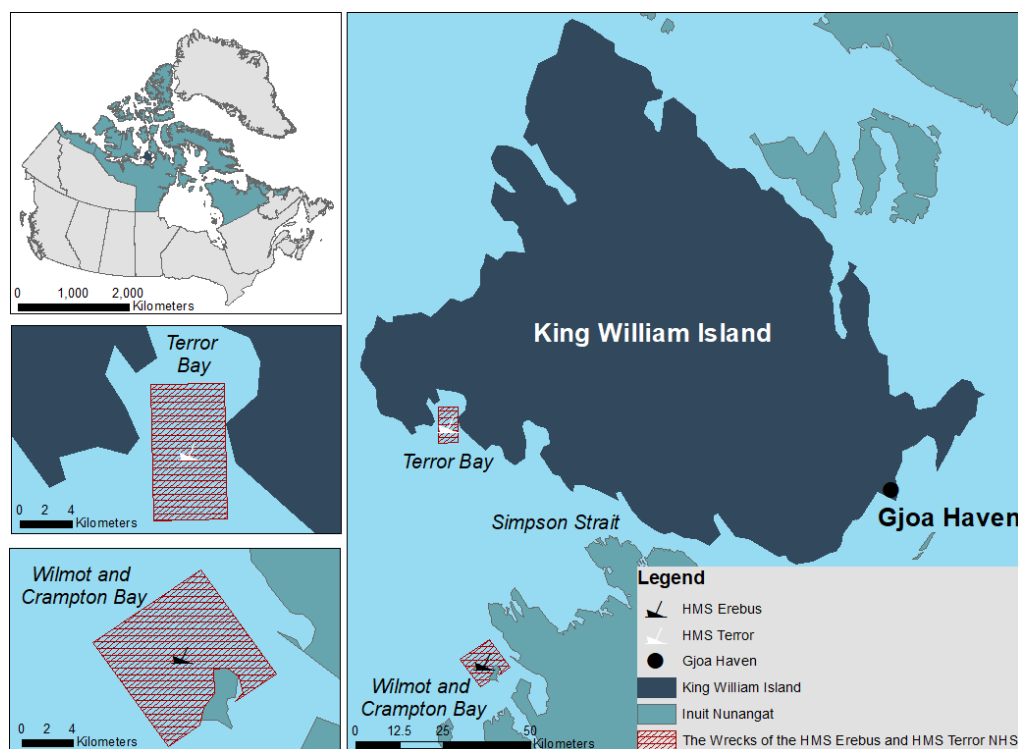


Figure 20: Map of the Wrecks of the HMS *Erebus* and HMS *Terror*.

4.3 Results

4.3.1 Respondents Demographics

A total of 157 surveys were received from three different Facebook groups (*Remembering the Franklin* n=129, *Erebus & Terror* n=12, and *Polar Expedition* n=16) during the data collection period (December 7, 2020 to March 8, 2021). Prior to analysis, unengaged responses (n=30) were removed, leaving a final sample of 127 with the average number of responses for each question being 105. Due to the nature of the survey, the number of questions asked and the fact that it was an online survey, the number of responses per question fluctuated. The response rate for the survey is difficult to determine as it is not possible to know how many of the individuals are active Facebook users or active in the Facebook groups. Thus, traditional methods for determining response rates are not relevant in this study. A sample survey sample size of >100 is sufficient to engage in descriptive statistics and to gain an overall understanding of basic trends but it is not possible to determine confidence levels or significance.

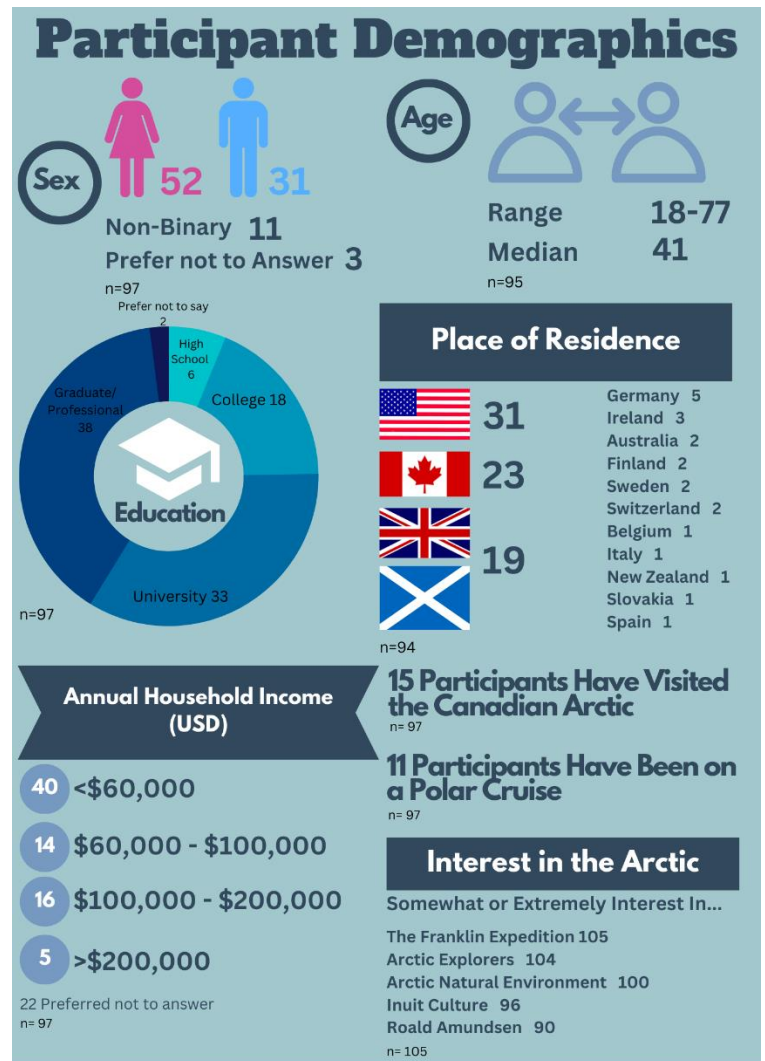


Figure 21: Participant demographics and characteristics.

*Some categories tally less than the total sample due to non-responses.

Demographically, the sample was comprised of a higher proportion of individuals who identify as a woman (54%) compared to men or other gender. Respondents ranged from 18-77 in age (median age = 41) and the majority were well-educated as 73% had a bachelor's degree or higher. The survey generated responses from around the world, with the majority residing in USA (33%), Canada (24%) and UK (20%). Among participants, 85% had never travelled to the Arctic and 89% had never been on a polar cruise before. Importantly, all (100%) of participants were somewhat or extremely interested in the Franklin Expedition and 94% indicated that they

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had an interest in visiting the Wrecks of the HMS *Erebus* and HMS *Terror* specifically, thus providing confidence in the use of this convenience sample for this study (see Figure 21). Respondents also indicated they had a high interest in also visiting the Northwest Passage (93%) and the Canadian Arctic in general (93%). There were slightly more respondents interested in visiting the community of Gjoa Haven (88%), situated closest to the Wrecks sites, than the community of Cambridge Bay (82%), which is the second closest community from the Wreck sites.

4.3.2 Push and Pull Factors

Push and pull factors were examined to better understand the motivations behind potential visitor's desire to visit the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site. The push factors (internal factors) that were most important for wanting to visit the Canadian Arctic and WET NHS were *to experience places I have read about* (96%), *to experience new and different things* (89%), and *to learn new things* (86%) (Figure 22). The pull factors (external factors) that were most important for wanting to visit the Canadian Arctic and WET NHS were *to see natural landscapes (e.g., icebergs, sea ice and mountains)* (92%), *to visit the HMS *Erebus* and HMS *Terror* National Historic Site (Franklin Wrecks)* (92%), and *observe historic features and artifacts* (90%) (Figure 23).

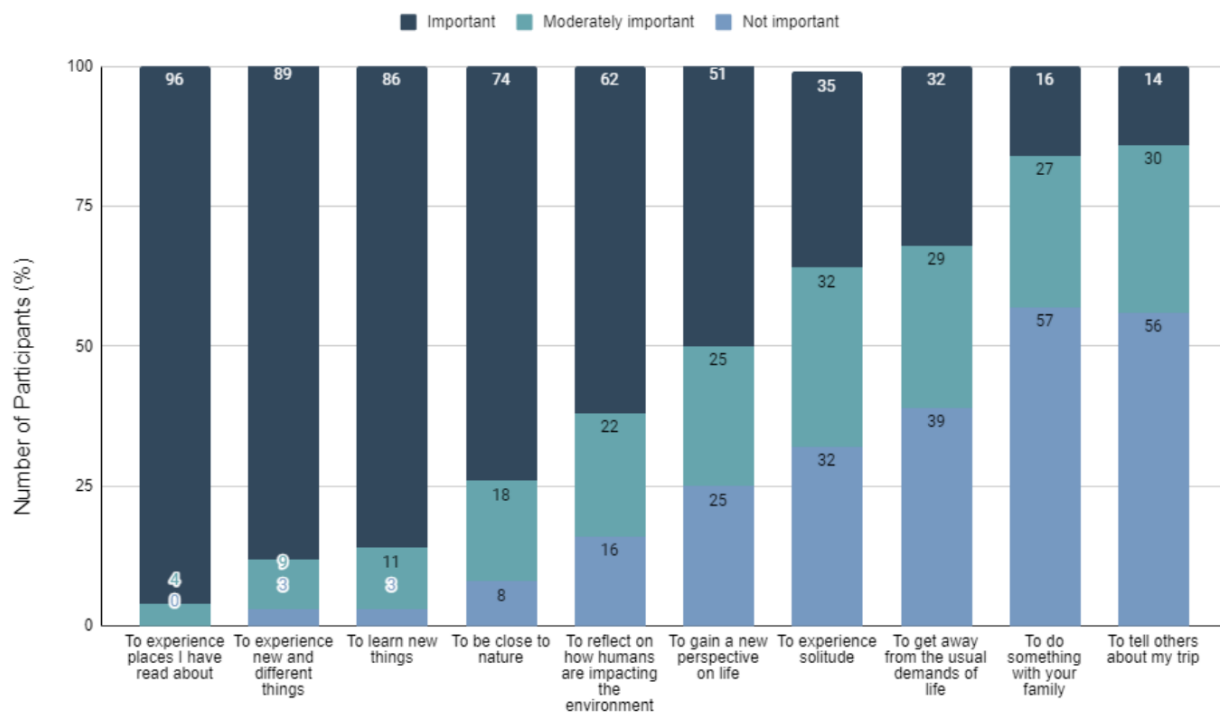


Figure 22: Push factors motivating potential visitors presented as a percentage.

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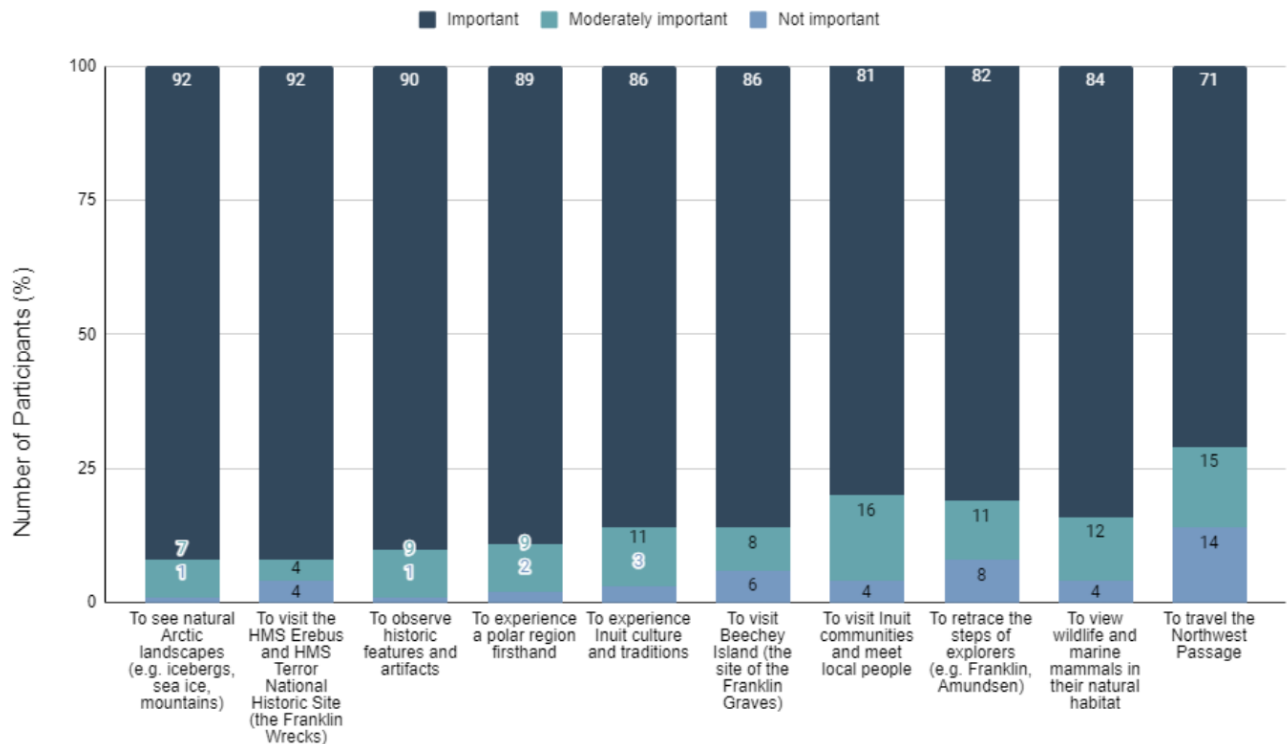


Figure 23: Pull factors motivating potential visitors presented as a percentage.

The least important push factors were *to tell others about my trip* (14%), *to do something with your family* (16%), and *to get away from the usual demands of life* (32%). The pull factors that were least important were *to retrace the steps of explorers* (82%), *to visit Inuit communities and meet local people* (81%), and *to travel the Northwest Passage* (71%). The pull factors were rated highly in terms of importance, ranging from 71% to 92%, whereas push factors ranged from 14% to 96% in terms of importance. This indicates that all pull factors were significant in influencing a potential visitors' motivation to visit the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site.

4.3.3 Visitor Expectations and Desired Experience

Visitor expectations were divided into two categories, one related directly to the Canadian Arctic landscape and Inuit Nunangat and the second related directly to the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (see Figure 24). Potential visitor expectations as it related to Inuit Nunangat ranged from a high level of expectation to *have Inuit tour guides* (83%), *visit King William Island* (82%) and *see Inuit owned and operated tourism businesses* (80%) to lower level of expectations related to *visiting Cambridge Bay* (51%), *eat country food* (54%), and *visit local restaurants* (57%). Potential visitors indicated that their expectations as it relates to the Wrecks of the HMS *Erebus* and HMS *Terror* were highest *to visit a museum with artifacts from the Franklin Expedition* (87%), *to see interpretive material about the Franklin*

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Expedition (86%), and to visit the general area of the Franklin Wrecks (82%). While the lowest rated expectations included, to have the option to participate in activities/ excursions (e.g. kayaking) at the Franklin Wrecks (58%), to see Parks Canada's archaeology team diving at the Franklin Wrecks sites (45%), and to see a visitor centre with washroom facilities at the Franklin Wrecks sites (42%).

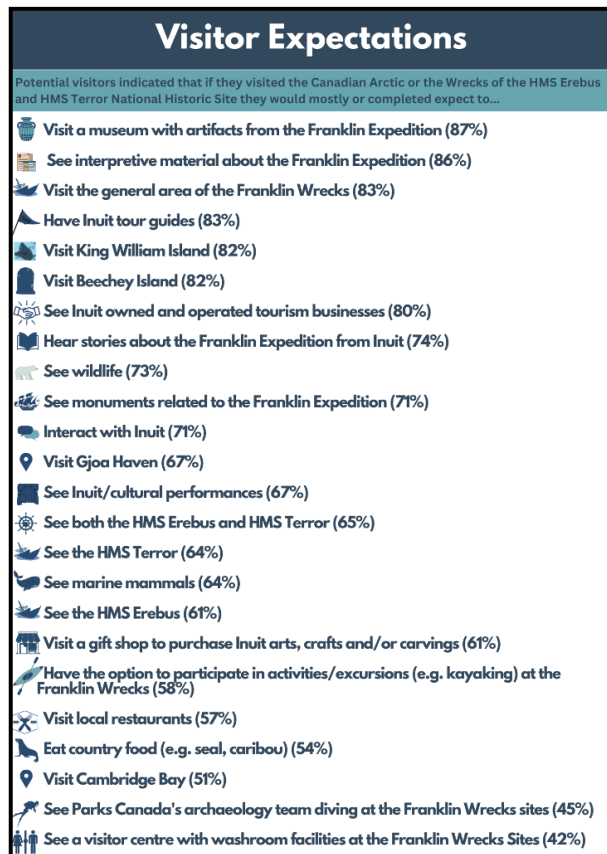


Figure 24: Visitor expectations (mostly or completely expect to) for visiting Inuit Nunangat and The Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site

with a much lower level of interest (63%) in a hovercraft. Participants lacked consensus on the duration of stay as 33% felt a full day or a few hours was sufficient, while the majority felt at least overnight would be required. Participants had a high level of interest in engaging in potential activities, with 70% indicating interest in taking a zodiac ride near the wrecks, 71% dog sledding around the wrecks, 74% seeing the wrecks via underwater remotely operated underwater vehicle (ROV drones), and 82% being onboard a glass bottom boat.

Participants level of interest in various elements of an experience at the Wrecks of the HMS *Erebus* and HMS *Terror* varied (Table 7). The highest level of interest among participants was an experience at the wrecks sites that took place during the summer months (93%), was part of a packaged tour not on a cruise ship (77%), involved a boat ride from Gjoa Haven (93%), was a few days in length (1-4 days) (38%) with the potential to experience the wrecks sites on a glass bottom boat (82%). Less than half of the participants (44%) were interested in visiting the wrecks during the winter months, when temperatures can reach a low of -34 degrees Celsius. While most participants indicated they were interested in a packaged tour not on a cruise ship, 54% of participants were interested in a cruise ship package and 47% were interested in planning a trip on their own and flying into the area. Participants had a high level of interest in the various transportation methods, such as all-terrain vehicle, snowmobile, boat ride, and inflatable zodiac,

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Table 7: Percent of participants who were somewhat or extremely interested in engaging in tourism experiences related to the Franklin Wrecks.

Category	Description	Percentage (%)
Season	Summer season (June to August - high of 12°C & low of -3°C)	93
	Fall season (September to October - high of 7°C & low of -19°C)	84
	Winter season (November to March - high of -12°C & low of -34°C)	44
	Spring season (April to May - high of 1°C & low of -24°C)	67
Type of Trip	A cruise on a cruise ship	54
	A packaged tour not on a cruise ship	77
	A trip planned entirely yourself using airplanes	47
	Your personal sailboat/yacht	14
	A chartered sailboat/yacht	37
Transportation to the Wrecks Sites	All-Terrain Vehicle (ATV) from Gjoa Haven over land on ungroomed tundra	81
	Snowmobile from Gjoa Haven over snow covered land and/or frozen ocean	84
	Boat ride from the community of Gjoa Haven	93
	Hovercraft over land and/or frozen ocean from the community of Gjoa Haven	63
	Inflatable boat (Zodiac) from a cruise ship	72
Length of Trip to the Wrecks Sites	At least a week (5-7 days)	18
	A few days (1-4 days)	38
	Overnight	12
	A full day	23
	A few hours	10
	I don't know	0
Potential tourism activities	Snorkeling near the wrecks	48
	Scuba diving near the wrecks	44
	Kayaking near the wrecks	64
	Taking a zodiac ride near the wrecks	70
	Taking a helicopter tour over the wrecks	52
	Seeing the wrecks via underwater remotely operated underwater vehicle (ROV drones) at the wrecks sites	74
	Being onboard a glass bottom barge overtop of the wrecks	82
	Participating in a polar plunge (i.e. jumping in and out immediately near the wrecks)	29
	Snowmobiling around the wrecks sites	59
	Dog sledding around the wrecks sites	71
Virtual tour of the Wrecks	From your home	95
	From Gjoa Haven	68

Participants were asked to describe their ideal experience if they had the opportunity to visit the Canadian Arctic and the Franklin Wrecks (see Figure 25). Some participants described specific elements of an experience that they would want to see, especially given the cost and distance to travel to this destination. One participant explained “*maybe some kind of outdoor Franklin experience - trying to haul a boat of supplies overland (ie. impossible!), tasting survival food, seeing canvas tents, hospital tent, trying on canvas clothing such as sailors wore, cairn*

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construction etc, medicinal plants, navigational equipment etc!”, while another emphasized *“Presumably I want to experience things beyond what I see and read on the internet”*. One participant felt the ships should be raised, stating *“That at least one of the ships be raised and preserved like the Wasa, and if not possible perhaps a ship could be preserved with glassed access tunnels around it, or in a huge pool inside a museum. The latter being an alternative to the problems of drying the wood in the ships, but still in full view.”*

Some participants had strong feelings about tourism at the Franklin Wrecks. Participants noted *“I don't think anyone should be able to visit the site”* and *“I would not want to travel the Northwest Passage or other Erebus & Terror related places. They shouldn't be used as subject for tourism. Many people died a horrible death out there - their tragical story shouldn't be used to make money with tourism. Please respect the dead!”*, while others explained *“I want to visit, but in a carbon-neutral, sustainable way. My desire to visit should not damage the environment. It should also benefit the communities. I don't want to jump off a cruise ship, be herded through Gjoa Haven, buy some trinkets and then leave. Can tourism be designed so that it can support Inuit communities year-round? Can the revenue from visitors be used to protect people as well as historic sites?”* and *“Culturally sensitive travel that recognizes the needs of local communities and prioritizes them over tourists and their money”*. Several participants indicated that tourism should be engaged in a respectful way that aligns with the goals of local communities. Another participant understood the sensitivity around the wrecks and stated *“To see the ships up close underwater would be an honour, however I understand the gravity of their preservation. If this is not possible, a sail near them would also be a tremendous experience”*.

While there was a lot of interest in the Wrecks, only 66% of respondents indicated that they were somewhat likely or extremely likely to visit the Wrecks of the HMS Erebus and HMS Terror in their lifetime. Participants noted in their open-ended responses that the factors influencing their likelihood were that the wrecks are difficult to reach and thus a costly experience. Other factors included that, there is no infrastructure in place, COVID, spouse lacking interest, health/age, wanting the excavations to be complete, how tourism is handled, opportunities for sustainable travel and concerns over the potential harm to the wrecks and disruption to the surrounding Inuit communities. One participant explained *“If i read any articles about unwelcome tourist effects or belief of deterioration I would not visit even if they remained open. I do not believe tourism should override preservation”* with another stating *“...I think it is academically irresponsible for anyone to do so [visit] before all archaeological excavations have been fully completed and I have distinct concerns about any suggestions of tourism involving the wrecks due to the likelihood of causing irreparable damage to these important historical sites.”* While the majority of participants discussed the factors limiting them, others talked about their lifelong interest in the Franklin Expedition and strong personal interest in visiting the Canadian Arctic. One participant saying *“...Literally not a single day passes by without me thinking about it the Franklin expedition. And I have promised myself to visit the wrecks and the Arctic for my 30th*

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birthday.” However, as one participant noted “...*The big issue is the cost. When the cost is so high, I can quickly find deficiencies in the trip (like not enough time at Beechey, not seeing Erebus, etc). If the cost was much lower, I'd be fine with any sort of visit. If the airfare was cheaper, I would have been up there six times already, instead of zero*”.



Figure 25: Elements of an ideal experience as described by participants.

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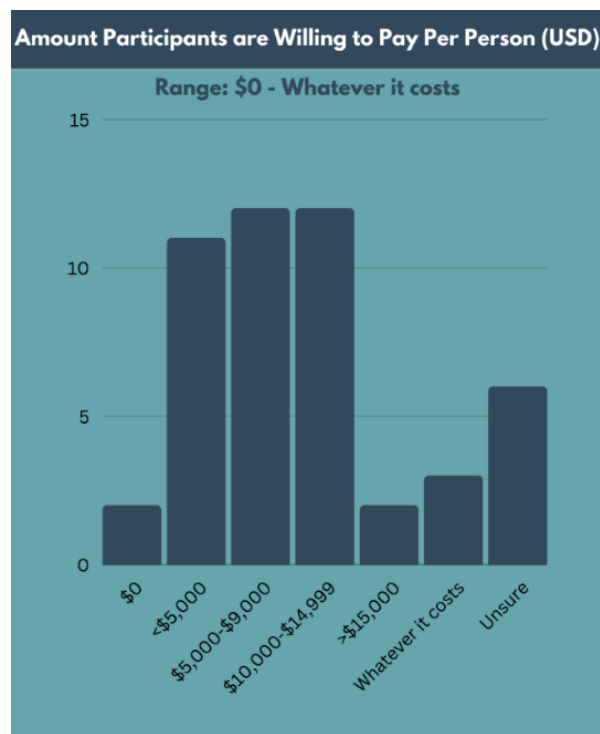


Figure 26: Total amount participants are willing to pay per person to visit the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site in USD (All Inclusive).

When asked how much they would be willing to pay per person to visit the Wrecks of the HMS *Erebus* and HMS *Terror* in USD (all-inclusive of flights, accommodations, food, getting to the wrecks sites etc.), the range varied significantly (see Figure 26). The majority of potential tourists indicated they would be willing to pay between \$5,000 to \$15,000 USD for an all-inclusive experience. However, the price that most potential tourists were willing to pay, would not be enough to visit the Wrecks of the HMS *Erebus* and HMS *Terror*, just factoring in the cost of airfare alone (e.g. cost of airfare from Yellowknife to Gjoa Haven costs approximately \$2000).

4.4 Discussion and Conclusion

Parks Canada operates under a dual mandate to protect natural and cultural heritage, while also fostering public understanding, appreciation, and enjoyment (Parks Canada, 2021). The Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site is the first national historic site to be co-managed by Parks Canada and Inuit. Given Parks Canada's mandate, the economic opportunity of the WET NHS for Inuit Nunangat, and the increased world-wide attention surrounding the discovery of the wrecks, it is fair to assume that tourism will play an increasingly important role in the region. However, it is important that the long-term stability of the wrecks is at the forefront of any development decisions within the WET NHS. Pérez-Reverte Mañas (2021) emphasized that balancing tourism and preservation requires a proper planning and development strategy that takes into consideration best practices when developing tourism products. Effective management ensures that the cultural heritage of the shipwrecks are protected, while allowing for quality experiences when visiting the sites (Edney, 2016). The results from this research indicate that there is a strong desire among individuals with a keen interest in the Franklin Expedition and Arctic explorers to visit Gjoa Haven and the WET NHS. Potential tourists' motivations are influenced by their desire to learn about places they have read about, experience new and different things, and learn new things. This emphasis on education

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and learning is different from mainstream cruise tourists who are characterized as being motivated by the opportunity for relaxation, enhancement of kinship relationships or friends, and convenience (Hung & Petrick, 2011). It is likely then that expedition cruise tourists within the Arctic have different expectations of cruises, the programming, the comfort of the accommodations and the excursions compared to mainstream cruise tourists (Manley et al., 2017). The results from this study align with Manley et al. (2017) who surveyed expedition cruise passengers within the Canadian Arctic and found that they were motivated to gain a deeper understanding of the unique landscape and wildlife in the Arctic, while also being eager to experience the novelty associated with visiting the Arctic.

Nearly all respondents to this survey had a strong interest in polar explorers and Sir John Franklin himself, which was an important driver in pulling tourists to this destination. This aligns with Li et al. (2011) who found that tourists' destinations choices are subject to product availability as the Franklin Expedition is a unique product that cannot be offered outside the region. It also corresponds with Chen & Chen (2015) who applied to the push-pull theory to international birders and found that bird-related factors were the most important attributes pulling tourists.

Understanding tourist motivations is important as it helps to explain why tourists make a trip and what type of experience, destination, or activity they want to engage in (Kim et al., 2003; Ryan, 1991). Motivation is both a key variable in understanding travel behaviours and a critical element in the destination decision-making process (Chen & Chen, 2015). It is evident from the results that the demand for an experience around the Wrecks of the HMS *Erebus* and HMS *Terror* NHS exists, but tourism development is lagging as there is no infrastructure to support tourism at the site. However, what is unique about the WET *Terror* NHS is that despite the lack of development, potential tourists remain keen to visit the region because of their deep interest in the Franklin expedition.

Despite potential tourists' desire to visit the region, the expectations documented in this study suggest that they do not align with what the region can currently offer or support. Potential tourists expected to have the opportunity to engage in several different types of experiences, including a museum with artifacts, adventures on the land, and cultural experiences. There was a strong desire to learn, as potential tourists wanted to view artifacts from the expedition, have access to interpretive materials, visit the area of the wrecks, and be guided by Inuit guides and businesses. While there is a museum with artifacts (i.e., the Nattilik Heritage Centre located in Gjoa Haven), there are no tourism operators to take tourists out on the land or offer cultural experiences. The expectations among potential participants were not outlandish and were rather standard for most historical destinations, none of those opportunities currently exist for tourists in the region except for cruise ship tourists. Understanding expectations is important for tourism development as it can provide guidelines as to what behaviours or activities tourists may desire

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as part of their tourism experience (Knollenberg et al., 2014). Given the limited resources in the Canadian Arctic, it is critical that development is sustainable and aligns with what potential tourists desire and community members' need.

Given that the region is not prepared for tourism, virtual tourism experiences could be developed in the meantime. The results indicate that 95% of potential visitors were somewhat or extremely interested in engaging in a virtual experience from their home. The development of virtual heritage experiences utilizes technology to record, preserve and/or recreate artifacts and sites to provide an educational experience (Pérez-Reverte Mañas, 2021). This could be a feasible next step for Gjoa Haven and the WET NHS, given the suppressed demand.

The recent discovery of the HMS *Erebus* and HMS *Terror* has drawn world-wide attention to the Canadian Arctic, with individuals eager to visit the region. While this presents an opportunity for the Canadian Arctic and the community of Gjoa Haven, conveniently located near the Franklin Wrecks, the region is in the exploration stage of the tourism area lifecycle development (Butler, 2006). Development of any tourism within Inuit Nunangat and around the Wrecks of the HMS *Erebus* and HMS *Terror* must be in close collaboration with local communities, reflect locally available services and resources and must be beneficial to local residents (see Dawson et al., 2017b; Johnston et al., 2017b; 2019; Stewart et al., 2012).

The findings of this study will provide insights for the management and development of tourism in Gjoa Haven and around the Franklin Wrecks to ensure self-determined sustainable tourism development. The development of a successful tourism destination needs to take into consideration two viewpoints, 1) being the community, Inuit and Northerners who live there and whose land tourism will impact; and 2) the potential tourists. Tourism experiences are central to tourism and for tourism to be successful, it is necessary to develop an environment and/or destination that visitors wish to experience (Beeton, 2006).

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Chapter 4: Tourist Perspectives on Development Opportunities for The Wrecks of The HMS
Erebus And HMS *Terror* National Historic Sites

CHAPTER 5: THESIS DISCUSSION AND CONCLUSIONS

5.1 Examining the Potential of the Franklin Wrecks as a Tourism Destination

Tourism development in Arctic is challenging because of the large geographic region, harsh climate, and accessibility challenges (Maher et al., 2014). Tourism is often regarded as a positive force with the potential of generating economic development (Beeton, 2006), however there can be negative impacts on the environment and on communities (Maher et al., 2014). In Longyearbyen (Svalbard) the main impacts of increasing marine tourism have resulted in overcrowding, pollution (i.e. emissions and litter), and inappropriate behaviour by visitors when visiting on-shore sites (Olsen et al., 2020). The impacts of tourism growth can be significant, particularly in sensitive environments such as the Arctic (Dawson et al., 2007). Thus, it is important to understand the factors that influence tourism development and cause a destination to grow or decline (Haywood, 2006).

A necessary condition for successful tourism development in remote areas is the inclusion of residents from the entire community (Allen et al., 1988, 1993; Johnson & Snepenger, 2006; Jurowski et al., 1997; Long et al., 1990; Snepenger & Johnson, 1991). Communities are complex and rarely have uniform views (Butler, 1999), however many studies have treated communities as a single entity with a homogenous attitude or opinion towards tourism development (Beeton, 2006). In addition, tourism experiences are critical to tourism and for tourism to be successful, it is necessary to develop an environment and/or destination that visitors wish to experience (Beeton, 2006).

The establishment of the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (WET NHS) and subsequent discovery of the wrecks has generated significant demand and development opportunities for Inuit Nunangat, specifically near the community of Gjoa Haven, Nunavut (Dawson et al., 2017, 2018; Government of Nunavut, 2016a; Johnston et al., 2017). There is an unprecedented opportunity at the WET NHS, as it has yet to become an established tourism destination given its remoteness and management by Parks Canada. Access to the sites is currently restricted without a permit issued by Parks Canada, the federal agency responsible for overseeing the management of the site. Tourism within Inuit Nunangat has been steadily increasing and from 2004-2018, marine tourism vessels on average represented 11.8% of all voyages within the Canadian Arctic with 22 cruise ship voyages taking place in 2019 prior to the COVID-19 pandemic (see Chapter 2). This presents an unprecedented opportunity at the WET NHS and nearby community of Gjoa Haven that could help ensure that any tourism development that takes place occurs in such a way that it benefits Inuit and northerners, respects their homeland and provides sustainable economic opportunities. Tourism within Inuit Nunangat is increasing. Ensuring tourism development is realized in a sustainable and self-determined

Chapter 5: Thesis Discussion and Conclusions

manner and examining the potential of the Franklin Wrecks as a tourism destination requires a significant understanding of tourism patterns, community perspectives, factors influencing tourism development and potential tourists' desired experiences. This thesis addressed existing gaps in the literature by 1) establishing baseline data on the current state of the tourism industry; 2) documenting community perspectives on tourism development; 3) understanding the factors influencing tourism related development in the region; and 4) exploring potential tourists' desired visitor experience, motivations, and expectations. Figure 27 outlines the key findings from this thesis as they relate to each objective.

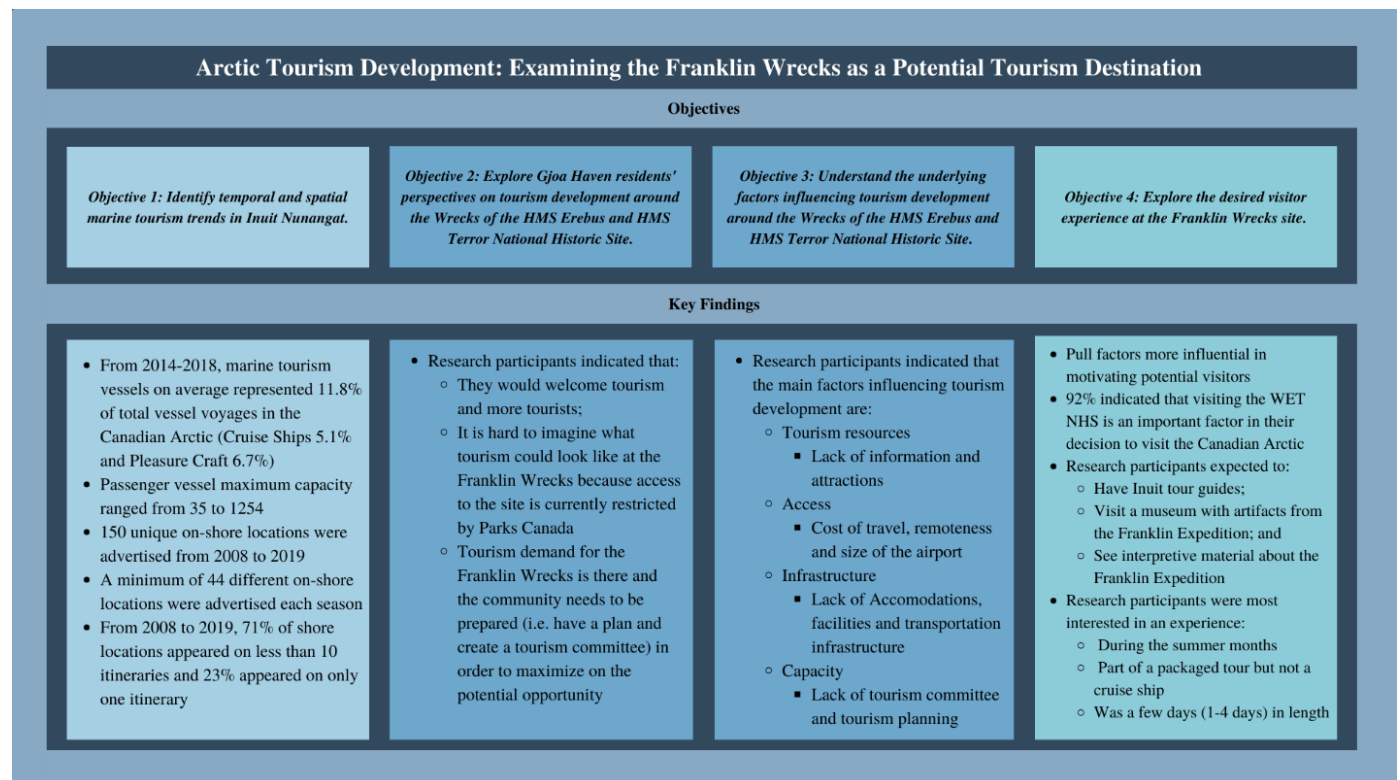


Figure 27: Summary of Key Findings.

5.1.1 Current Stage of Tourism Development in Gjoa Haven, Nunavut

An evaluation of the current state of the tourism industry and the factors influencing tourism development indicate that Inuit Nunangat, including Gjoa Haven, Nunavut remain in the exploration stage of development within the tourism area lifecycle (Butler, 1980; Butler, 2006). This stage is characterised by limited facilities, poor access and limited knowledge of tourism demand and development needs (Butler, 2006). More specifically, when a destination is in this stage of development tourists arrive in small numbers, there are no designated facilities for visitors, the use of local facilities and contact with local residents is high, the physical and social environment is largely unchanged and economic and social life of residents is of relatively little significance (Butler, 2006). Chapter 2 revealed that prior to COVID, the small numbers of

tourists visiting the region was almost exclusively through cruise tourism. The results from Chapter 2 indicated that marine tourism vessels and related shore activities have been steadily increasing over time, while also highlighting the infancy of the Canadian Arctic marine tourism industry as a total of 150 unique on-shore locations have been advertised to tourists from 2008 to 2019 with a minimum of 44 different on-shore locations advertised each season. This suggests that tourism operators are still navigating the vast landscape of the region to establish the best destinations to advertise to tourists and safest places to disembark passengers. The scale of the sector is comparatively small when examining other Arctic cruise destinations, such as Greenland or Svalbard. It is estimated that 4.5 million tourists are cruising within the Arctic each year (Bystrowska & Dawson, 2017). In 2018, Svalbard welcomed 62,342 cruise passengers (Epinion, 2019; Port of Longyearbyen, 2018) and in 2019, Greenland welcomed 46,633 cruise passengers (Heikkinen & Pashkevich, 2020). By comparison, in 2018, the Government of Nunavut (2019) reported that the territory welcomed 3,404 cruise passengers. Bystrowska & Dawson (2017) noted that there is a limited understanding of why some Arctic locations turn into popular cruise tourism destinations and why the distribution of cruise activity across the Arctic is varied. Through further exploration, Chapter 3 determined that the main factors influencing tourism development within the Canadian Arctic can be classified under four major themes: 1) tourism resources; 2) access; 3) infrastructure and 4) capacity.

5.1.2 The Future of Tourism Development in Gjoa Haven, Nunavut

Within the tourism area lifecycle, for Inuit Nunangat and Gjoa Haven to progress towards the next stage of development, the involvement stage, the region would need significant infrastructure investment. At this stage, a destination begins to provide facilities that are primarily or exclusively for visitors, sees greater interaction between visitors and locals, and develops advertising material to attract potential tourists (Butler, 2006). Typically, within this next stage a definitive travel season and more organized travel emerges, which helps put pressure on governments and related public sectors to improve transportation and facilities for visitors (Butler, 2006). Jewell et al. (2004) found that for most peripheral areas to continue to develop, they need to ensure appropriate development for the environment, have community involvement, identify and develop special attractions (e.g. cultural heritage, scenery and landscapes, markets and fairs), and need to have marketing and develop transportation infrastructure. The results from Chapter 3 highlight the four main factors that are influencing tourism related development (i.e. tourism resources, infrastructure, access and capacity) and thus preventing Gjoa Haven, Nunavut and the WET NHS from moving into the next stage of the tourism area lifecycle. In particular, access to the region remains a significant challenge as cruise ships have a short season (i.e. July to September) and air travel remains limited (i.e. small planes) and expensive. The absence of tourism infrastructure also presents challenges in accommodating and welcoming tourists into the community and to the WET NHS.

While there is demand and a desire from some communities within Inuit Nunangat for tourism development and potential tourists, there are definite factors that are influencing the development of tourism within the region. This topic has been largely unexplored, as the opportunities and risks associated with tourism have been the focus of most research. Developing an understanding of the factors that are influencing tourism development can empower and inform communities and decision-makers. Johnston et al. (2019) confirms the findings of this study by explaining that challenges with tourism development in the Canadian Arctic, from the perspective of stakeholders include: high seasonality and short summer season length, a need for product development, a lack of tourism specific infrastructure, limited access to markets and finance, inadequate training for all aspects of tourism, low standards of customer service, limited spending by tourists in communities, high economic leakage to external owners, high cost of access for tourists, lack of online information about the destinations, poor internet communication services and poor coordination within the tourism sector (see Dawson et al., 2014, 2018; Government of Nunavut, 2008; Johnston, 1995, 2011; Nunavut Tourism, 2015; Robbins, 2007). These challenges are not unique to the Canadian Arctic, as Heikkinen & Pashkevich (2020) noted that the tourism industry in Greenland is struggling to cater to larger cruise ships due to a lack of deep seaports, limited accommodation capacity, and inadequate local tourism services. While it has been suggested that tourism is a tool for economic development in remote communities (i.e. the Arctic), Maher et al. (2014) argue that this is hampered by a lack of infrastructure.

5.1.3 Factors Influencing Tourism Development in Gjoa Haven, Nunavut

One challenge that was expressed from both research participants residing in Gjoa Haven and potential tourists was access to the region. The cost of travel to Inuit Nunangat is a huge constraint for tourism development. For example, Nunavut is only accessible by air or by sea, which means that over 50% of the cost of an average tourism experience goes towards transportation (Johnston et al., 2019). For example, the average cost of a flight from Yellowknife to Gjoa Haven is \$2000, whereas a flight from Oslo, Norway to Longyearbyen (Svalbard) is \$600. This challenge is not unique to the Canadian Arctic as it was reported that travel costs to Alaska are considered to be a deterrent to potential visitors (GMA Research Corporation, 2011).

It is not only the cost that is a constraint for accessing the region, but also the travel time. Gjoa Haven, the closest community to WET NHS, cannot land a jet, which means that travellers would need to take at minimum two planes to get there. For example, a Canadian traveller from Ottawa would need to fly from Ottawa to Yellowknife and then Yellowknife to Gjoa Haven, which is often a two-day journey assuming weather cooperates. If an international traveller was trying to fly to Gjoa Haven, one could assume this would be even longer. It is also important to factor in that because Nunavut has no road access and limited sea access (i.e. seasonally), Inuit and Northerners also rely on air travel for basic needs that cannot be met in community (e.g.

healthcare). That means that flights from Yellowknife to Gjoa Haven, which also stop in nearby communities (e.g., Kugaaruk, Taloyak, Cambridge Bay, Kugluktuk) and hold up to 42 passengers tend to fill up quickly (Canadian North, 2022). This challenge is amplified in the Canadian Arctic but not unique to this region. Air travel is considered vital for tourism development in Greenland but only two airports have a runway long enough to serve international flights (Heikkinen & Pashkevich, 2020). While Chapter 4 confirmed that there is demand to visit Gjoa Haven and the WET NHS, it remains suppressed because of constraining factors that need to be addressed and are not necessarily within the control of the community of Gjoa Haven but rather the territory and region itself. This aligns with the literature, as Jewell et al. (2004) summarized that often peripheral and remote destinations require enhanced infrastructure development to increase access to the destination and accommodations, both of which have been cited as barriers to development (Jewell et al., 2004).

Tourism resources are the attractions or pull factors for a destination (Dawson et al., 2007). The Government of Nunavut (2016b) emphasized that communities within Nunavut are an attraction but for marine tourism to be successful, the trip must be memorable, pleasurable, and worthwhile for tourists. Participants described several tourism resources within the community of Gjoa Haven (e.g., culture, history, the Northwest Passage, the environment, and the Franklin Wrecks) but emphasized that there was a need to develop these resources into attractions. For example, the Franklin Wrecks are a pull factor for the community but there is nothing in place to solidify that (e.g., lack of infrastructure). Another example is with greater accessibility of the NWP, it could lead to more and more vessels travelling through Nunavut, both commercially and recreationally (e.g., cruise ships and pleasure craft) (Dawson et al., 2018; Government of Nunavut, 2016a; Weber et al., 2021). Despite increased demand and cruise tourism over the past decade, the 2010 Nunavut Economic Outlook found that the tourism industry still lacks quality tourism products, absence of training for tourism operators, inadequate investment, and limited organizational capacity and coordination among tourism organizations (Government of Nunavut, 2013). Johnston et al. (2012) found that not all of Canada's Federal agencies felt they are ready for the anticipated increase in tourism activity.

5.1.4 The Reality of Tourism Development at the Franklin Wrecks

Butler (2006) cites the Canadian Arctic and Latin America as examples of the exploration stage of tourism development, where tourists are attracted to the natural and cultural-historic features but there lacks infrastructure to support tourists. There remain few places globally that resemble this stage of tourism development and fewer places that share the complexities associated with resources, access, infrastructure, and capacity. Given that tourism is currently prohibited from the WET NHS, the Franklin Wrecks has yet to enter the tourism area lifecycle but when it does, it would also be in the exploration stage. It is evident from this research that tourism demand within the region is increasing, as expressed by research participants who reside in Gjoa Haven,

Chapter 5: Thesis Discussion and Conclusions

Nunavut (Chapter 3) and participants who responded to the survey about tourism at the WET NHS (Chapter 4). For example, 92% of potential tourists surveyed in Chapter 4 indicated that the WET NHS was an important factor influencing their decision to visit the Canadian Arctic. This suppressed demand is a direct result of unique circumstances and constraints that the region is facing related to access, infrastructure, resources, and capacity (Hall & Page, 2002).

The region has a strong potential to pursue self-determined and sustainable tourism development. There is a niche target audience, “Franklin fanatics” who would likely make significant sacrifices and compromises just to be able to visit the area. For example, many of the potential tourists surveyed did not expect washroom facilities but they did expect the opportunity to visit museums, learn about the Franklin Wrecks and engage in an experience that is more than they could learn from a book. This is very different than a mainstream tourist, who would have higher expectations related to accommodations and facilities versus the actual experience. For example, mainstream cruise tourists are motivated by the ability to both mentally and physical relax, discover new things, and avoid the hustle and bustle of daily life and expected comfort onboard the cruise ship (Jones, 2011).

The main factors that differentiate Arctic destinations are attributed to remoteness, distance to major population centers, infrastructure, minimal local services and limiting management regimes (Dawson et al., 2014; Johnston et al., 2017). Svalbard and Greenland have a significantly larger industry because they can attract larger vessels due to significant investment in infrastructure development, both on shore and within the marine environment (Dawson, Johnston & Stewart, 2017; Østreng et al., 2013). Despite the advanced infrastructure that these regions have in comparison to the Canadian Arctic, infrastructure is still noted as a challenge for tourism development in Greenland and Svalbard and other Arctic cruise destinations (Heikkinen & Pashkevich, 2020; Maher et al., 2014; Olsen et al., 2019; 2020). With that said, the accessibility of the Arctic globally will continue to increase due to climate change and related development in parallel to growing interest to visit the region (Arctic Council, 2009). What remains unclear is how much more can the Canadian Arctic industry grow without significant investment in proper infrastructure. Despite the strong interest (e.g., 92% of potential tourists indicated visiting the WET NHS was important) and evidence of suppressed demand, only 66% of potential tourists indicated they were somewhat or extremely likely to visit the WET NHS in their lifetime.

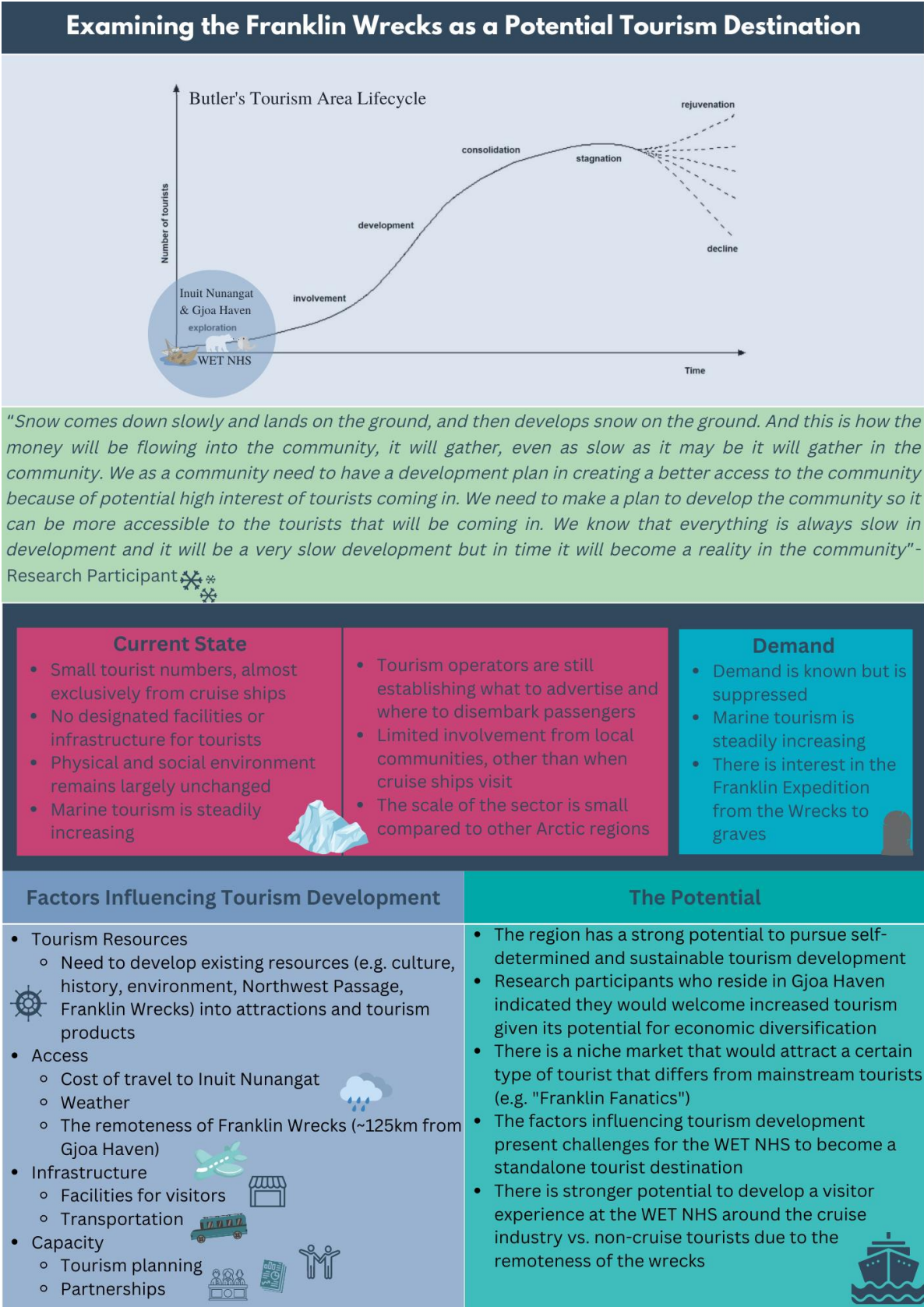


Figure 28: Summary of the Potential of the Franklin Wrecks as a Tourism Destination.

5.1.5 Self-Determined Community Led Tourism Development

The importance of community led tourism planning is a long-established principle in the tourism planning literature (Hall, 2000). Beeton (2006) stressed that it is important to include local communities in every stage of tourism planning to help establish not only if visitors are wanted but what type of visitors and what type of tourism. Heikkinen & Pashkevich (2020) emphasized that for tourism development to succeed in Greenland, local Greenlanders must play a central role in the planning and producing of tourism services.

In examining the potential of the Franklin Wrecks as a tourism destination, it is evident that there is an opportunity for economic development and diversification that would ultimately benefit the local residents of nearby communities, especially Gjoa Haven. It is critical that the development of the Franklin Wrecks as a tourism destination is done in such a way that is both sustainable and self-determined, which should be upheld given the co-management agreement with Parks Canada. Self-determined tourism development would mean that the image presented in tourism marketing to tourists matches the image held by Inuit and Northerners (Jewell et al., 2004). This research helped establish a baseline of what that could look like.

Marine tourism is viewed by numerous communities in Northern Canada as an opportunity to diversify the economy (Stewart, Dawson & Johnston, 2015). The Arctic cruise industry is often perceived as generating economic growth, creating income and employment opportunities, showcasing local culture, and leading to the development of transportation and other infrastructure (Ren et al., 2021). However, expansion of the cruise industry has also raised concerns related to sustainability for local inhabitants, the environment, and safety (Ren et al., 2021). Participants from Gjoa Haven, Nunavut indicated that they are welcome to increased tourism and see the opportunity that the recent discovery of the Wrecks of the HMS *Erebus* and HMS *Terror* presents. Despite the small scale of the marine tourism industry, it is important to acknowledge that each cruise ship that does visit the Canadian Arctic has the potential to positively impact local communities (Dawson, Johnston & Stewart, 2017). However, the reality of WET NHS becoming a popular tourist destination and the region as a whole evolving to the scale of Svalbard or Greenland, is unlikely because of the underlying factors influencing development within the region (e.g. resources, access, infrastructure and capacity). There is minimal infrastructure that enables the cruise ship industry to cruise through the region, however in many communities (e.g. Gjoa Haven, Nunavut) there is limited stand-alone infrastructure (e.g. hotels, activities, transportation) that can support tourists arriving by airplane.

It is far more likely that cruise tourism will emerge as the leading source of tourism activity around the WET NHS. This raises concerns as to the extent that Gjoa Haven would then benefit economically from tourism at the WET NHS (Ren et al., 2021). Cruise passengers are known to spend less money than land-based tourists (Larsen & Wolff, 2016; Larsen et al., 2013). In

Southwest Greenland, despite the growing cruise industry, the economic impact has been minimal (Heikkinen & Pashkevich, 2020).

To ensure self-determined and sustainable tourism development, Inuit and Northerners' must be involved in the entire tourism planning process and be at the forefront of any management plans. The results of this research align with the literature, which states that education and training are critical to building capacity within the region, tourism resources need to be developed with potential visitor suggestions noted and used, and the presence of a tourism champion is needed to motivate and influence direction and develop partnerships for infrastructure development (Jewell et al., 2004). Partnerships was indicated as a key recommendation from a research participant in Gjoa Haven who acknowledged the community could not develop this tourism destination alone. Partnerships are needed between government and industry to facilitate the growth of tourism in the region. Any development within the region, should have residual benefits to the community of Gjoa Haven, so that regardless of what the future of tourism holds that infrastructure will be useful for generations.

5.2 Limitations and Future Research

Examining the potential of the Franklin Wrecks as a tourism destination is a niche topic that required the consideration of all contextual factors. There is a small but growing body of literature on tourism in the Canadian Arctic that could be referenced along with a vast amount of tourism related literature. Given the limited literature specific to this research and the fact that few places globally share similar characteristics to the Canadian Arctic, existing literature was utilized related to tourism theories and key concepts. However, when referencing the existing literature, it was critical that a full appreciation of the regional and cultural context was considered. For that reason, not all academic literature was appropriate to reference in its entirety.

Sampling and data availability were a notable limitation in chapter 2 and chapter 4. In chapter 2, data availability was a challenge, whereas in chapter 4 sampling was a limitation. The marine tourism patterns and trends research undertaken in chapter 2 utilized a dataset of advertised itineraries that indicated where tourists could be disembarking on shore during their cruise. The results thus provide insight into what was advertised to tourists but is not necessarily reflective of where the cruise ships actually disembarked passengers. There remains a degree of uncertainty as to exactly where and when cruise ships disembark passengers given the vast landscape of the Canadian Arctic, harsh environment and regulatory scheme. Compared to other cruise destinations globally, the harsh climate and presence of sea ice within the Canadian Arctic can create a great deal of uncertainty that forces cruise ships to their plans at the last minute. As stated by Butler (1999), monitoring is not only expensive and time consuming but often impossible on the scale necessary. That is particularly true for the Canadian Arctic, which spans

across four land claims regions. In chapter 4, a niche group of potential tourists with a vested interest in Franklin were surveyed. While this was valuable to provide insights on motivations and expectations, the results are not generalizable to a wider population and are exploratory in nature. To mitigate this, prior to COVID-19, the Canadian Museum of History had an exhibit dedicated to the Franklin Expedition. We approached them to distribute this survey at the exit of the exhibit, with the goal of sampling a broader population. However, the Canadian Museum of History would not allow us to do so. While not necessarily a limitation, it is important to note that in chapter 3, interviews were conducted with identified tourism experts but are not reflective of the entire community. Research tends to treat the community as a single entity with a homogenous attitude towards tourism development issues (Beeton, 2006), however this is not the case as communities rarely have uniform views (Butler, 1999). While we had an acceptable sample according to qualitative research standards, it is important that it is understood the results reflect the perspectives of participants and not the entire community.

The work undertaken in this thesis was limited and heavily influenced by COVID-19. Interviews were taking place in Gjoa Haven, Nunavut in March 2020 when the COVID-19 situation escalated. As soon as announcements were being made about potential closures and restrictions, a decision was made to stop all interviews out of respect to the community. At that time, 17 individuals had been interviewed and saturation was being reached. The decision to stop conducting interviews due to COVID-19 was not detrimental to the research. However, it did affect our ability to return to the community to share results and validate the findings.

Any future research on this topic or within the Canadian Arctic should be determined, guided, and led by Inuit and Northerners. It is important that all research aligns with Inuit and Northerners priorities and needs to ensure self-determination.

From an academic point of view, further research could be undertaken to explore tourism patterns and trends, especially now that the Association of Arctic Expedition Cruise Operators (AECO) has buy in from operators in the Canadian Arctic. It would be interesting and advantageous to continue monitoring trends, specifically marine tourism voyages and shore locations advertised to tourists. As the industry grows and matures, there will likely be clearer trends that emerge around key destinations, tourists expectations and desires, and community expectations and desires. The importance of this monitoring would be to ensure self-determined tourism development continues to be at the forefront of the growing cruise ship industry within the Canadian Arctic.

Additional research could be undertaken throughout Inuit Nunangat to understand the factors influencing tourism development. It would be interesting to not only compare different communities but also different regions of Nunavut and Inuit Nunangat. For example, does Nunavik face the same barriers as Nunavut?

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The discovery of the Franklin Wrecks has presented the Kitikmeot region with a great opportunity to attract potential tourists and tourism related development. It would be interesting to understand how communities within the Kitikmeot region view the opportunity associated with the discovery of the Franklin Wrecks and if they feel their community could also benefit. Research could be undertaken to determine how Gjoa Haven and Cambridge Bay could work together to capitalize on the opportunity in a way that benefits both communities. There were concerns among research participants that the opportunity associated with Franklin would be capitalized on by another community.

More work could be done with the community of Gjoa Haven to refine what type of tourism and tourists they would want to attract. Understanding the goals of the community for future tourism is critical as travel begins to ramp up after COVID-19.

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APPENDIX 1: SUPPLEMENTARY METHODS CHAPTER: CONDUCTING CROSS-CULTURAL COMMUNITY-BASED RESEARCH IN GJOA HAVEN, NUNAVUT

This contribution was written entirely by Melissa Weber to provide context and a foundation for the research, especially in consideration of the decision to submit the thesis using the manuscript option. Note that some elements of this supplementary chapter were infused into the various chapters of the thesis.

1.1 Introduction

Research has a long-standing history within Inuit Nunangat. The region remains a hotspot for southern researchers who undertake projects related to health, natural sciences, and social sciences. Inuit in Canada are among the most studied Indigenous peoples in the world (ITK, 2018b). The relationship between Inuit and research is complex, as there remains a legacy of colonialism; limited participation by Inuit; and lack of prioritization of Inuit needs (ITK, 2018b).

There has been a notable shift in research paradigms within Inuit Nunangat, moving towards more collaborative and interdisciplinary research that is reflective of local priorities (Adams et al., 2014; Gearhead & Shirley, 2007; Tondur et al., 2014; Wolfe et al., 2011). There is a growing recognition of the importance of the partnership role that Inuit must play in research (ACUNS, 2003; Brunet et al., 2014b; Carter et al., 2019; ITK, 2018b; ITK & NRI, 2006). Increasingly, researchers are encouraged to engage in early communication during the research design phase, and involve communities in the entire process, including application, knowledge documentation, interpretation and verification of results (Berkes & Jolly, 2002; Brunet et al., 2014b; Carter et al., 2019; Nickels et al., 2006; Pearce et al., 2009). Early and ongoing communication provides opportunities to identify interested community partners, link with existing research projects, develop community-researcher relationships, and communicate research progress and findings in the community (Pearce et al., 2009), while also allowing the community involved to determine the preferred direction and approach (Drawson et al., 2017).

The following will outline the approach adopted to conduct cross-cultural community-based research in the community of Gjoa Haven, Nunavut and subsequent methodologies adopted to better understand tourism development around the recently discovered Franklin Wrecks sites.

1.2 Regional Background

1.2.1 Inuit Nunangat

Inuit Nunangat is an Inuktitut term meaning “homeland” used to describe the four Inuit land claims regions. The distinct geographic, political and cultural region includes land, water and ice (i.e. The Land). There are 51 communities located within the four Inuit regions: Nunatsiavut (Northern coastal Labrador), Nunavik (Northern Quebec), the territory of Nunavut and the Inuvialuit Settlement Region of the Northwest Territories (ISR). Inuit Nunangat encompasses roughly 35% of Canada’s landmass and 50% of its coastline (ITK, 2018b). There are 65,000 Inuit in Canada, the majority of whom live in Inuit Nunangat (ITK, 2018b).

The mainland communities within the ISR are the only Inuit communities in Canada that have connecting roads to the south (ITK, 2016). Nunavut, Nunavik and Nunatsiavut depend on air service and spring sealifts for transportation and supplies (ITK, 2016). The public sector is a major employer throughout the region as well as growing interest in tourism and mineral exploration.

1.2.2 Gjoa Haven, Nunavut

Gjoa Haven (Uqsuqtuuq) is a community located within the Kitikmeot region of Nunavut. It has a population of approximately 1,200, of which 55% are under the age of 25 and 95% are of Inuit descent (Destination Nunavut, 2017; Statistics Canada, 2017). The economy is based on renewable resources, arts and crafts, fisheries and tourism. In addition, across Nunavut, the Government is the largest employer (ITK, 2018b). The community has historic connections to explorations and explorers (Figure 29). The community was named after Amundsen’s vessel, *the Gjøa* and is the closest community to the recently discovered wrecks, the HMS *Erebus* and HMS *Terror* (Parks Canada, 2019) (Figure 29). The community played a critical role in the discovery of the wrecks and will continue to play a role in the management and development of the wrecks as a tourism destination.

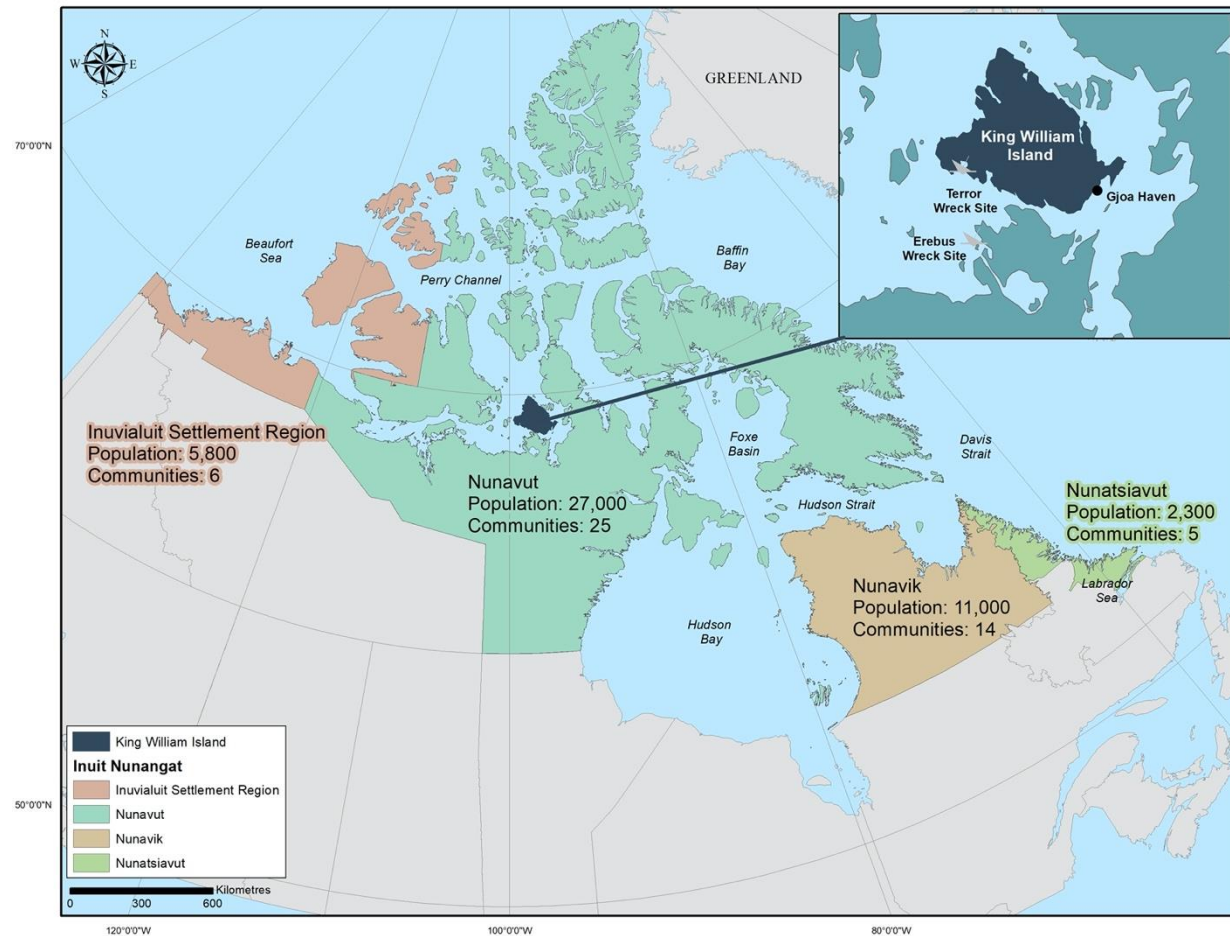


Figure 29: Map of Study Area.

1.3 History of Inuit Nunangat

The history of Inuit Nunangat is complex and has had long standing impacts on the region. Inuit experienced first contact with Europeans through Arctic explorers, which eventually impacted Inuit way of life (ITK, 2016). The history of Inuit Nunangat is much more nuanced and detailed than described in this chapter, this is intended to provide an overview and context for the research undertaken.

1.3.1 Arctic Explorers

Contact between Inuit and Europeans began in the late 1500's when the first explorers sailed into Davis Strait, Hudson Strait, and Hudson Bay (ITK, 2016). Under the orders of Queen Elizabeth I, Martin Frobisher set sail from England to find the Northwest Passage (Bone, 2016). Instead, Frobisher discovered Baffin Island in 1576 and upon landing made contact with Inuit. During this encounter, five of Frobisher's crew were captured by local Inuit during a skirmish. The

following year, Frobisher lured an Inuk to come near his ship, where he captured the Inuk and took him back to England to show the Queen (Bone, 2016). Frobisher's interaction with Inuit and subsequent actions foreshadowed future relations between Inuit and Europeans, marking the beginning of colonialism. A number of explorers followed Frobisher, in search of the new world and a shorter trade route, including: Franklin (1819-1827), Rae (1848-1854), Sverdrup (1898-1902), Amundsen (1903-1905), Stefansson (1906-1913) and Peary (1909) (Bonesteel, 2006).

The end of the Napoleonic Wars (1815) marked the beginning of a series of Arctic expeditions led by the Royal British Navy with the goal of discovering the Northwest Passage (Bone, 2016). Ironically, the height of Arctic exploration coincided with the Little Ice Age (1450-1850), which made sailing in Arctic waters more hazardous. During this period there was extensive ice cover and extent that did not retreat in the late summer as it normally had in the twenty-first century (Bone, 2016).

Sir John Franklin led three expeditions during this time: 1) failed overland journey that resulted in little documentation of coastline east of Coppermine River; 2) overland journey where half the crew mapped the Arctic coast east and west of the mouth of the Mackenzie River and half of the crew mapped the Coppermine River; and 3) the final and fateful expedition that set sail in 1845 in search of the Northwest Passage (Bone, 2016). By the summer of 1845 during Sir John Franklin's last expedition, Franklin and his 129 men were forced to spend the winter at Beechey Island due to unfavourable ice conditions (Bone, 2016). In the summer, the sea ice extent never retreated, like Franklin and his crew were expecting, and for two years they slowly made their way south through the ice-choked Peel Sound. By June 1847, Franklin had died and his crew spent the following winter lodged in thick ice north of King William Island. By April 1848, the crew had decided to abandon the two ships given that the ice conditions were not improving. The crew attempted to trek across King William Island, however most perished and few reached the mainland at Starvation Cove (Bone, 2016). These events generated one of the greatest unsolved Arctic exploration mysteries.

Back in England, one of the greatest naval rescue efforts in Arctic history began (Bone, 2016). As a result of the search efforts related to the Franklin expedition, much of the Canadian Arctic coastline was mapped during more than 30 separate expeditions that were searching for Franklin and his crew (Bone, 2016). Lady Franklin was instrumental in this search effort and ensuring the narrative remained positive. In 1859 an expedition headed by Leopold McClintock and William Hobson successfully discovered remains of Franklin's crew near King William Island (Bone, 2016). However, none of the searchers solved the mystery of what happened nor resulted in good news being returned to England.

1.3.2 The Fur Trade and Whalers

Between the arrival of Frobisher in 1576 and Franklin's disappearance in 1848, over 22 explorers entered Inuit Nunangat (ITK, 2016). Although explorers failed to find a route to the Orient through the Northwest Passage, the casual trade for furs marked the beginning of monetary economic activity in the region.

Inuit entered the fur trade in the early twentieth century through fox and seal pelts (Kulchyski, 2017). In 1670, the Hudson Bay Company, an English fur-trading company, was formed and became one of the most powerful economic, social, and political forces functioning as a commercial enterprise exerting British sovereignty (Bone, 2016). The fur trade impacted Inuit as it resulted in a shift in activities. Inuit were spending less time on subsistence-oriented activities, which led to Inuit becoming increasingly tied to the European economy (Bonesteel, 2006).

Between 1820 and 1840, whaling reached its greatest intensity with over a hundred ships involved (Bone, 2016). Many of the ships spent the winter months frozen in a sheltered harbour to get an early start in the spring and leave in time to return to their home ports before the beginning of the second winter (Bone, 2016). The presence of whalers, and fur traders, throughout the Arctic presented economic opportunities for Inuit (Bonesteel, 2006). It led to the creation of a new economic system, as Inuit participated in the whaling industry as pilots, crewmen, seamstresses and hunters (Bone, 2016). However, this new economy and contact with Europeans and Americans exposed Inuit to new diseases (e.g. measles, influenza, syphilis and tuberculosis) and alcohol that led to significant population decline (Bone, 2016; Bonesteel, 2006; ITK, 2016). The entrance of whalers and fur traders into the Arctic was followed closely by the arrival of the Northwest Mounted Police and missionaries, who established schools, hospitals and churches (Bonesteel, 2006).

1.3.3 Relocation and the Establishment of Permanent Settlements

Traditionally, Inuit were nomadic people who lived a subsistence-oriented way of life (Bonesteel, 2006). In the 1920s, the Canadian Government facilitated Inuit relocations motivated by subsistence needs, sovereignty concerns, or Hudson Bay Company posts (Bonesteel, 2006; Royal Commission on Aboriginal Peoples, 1996). Some Inuit were relocated seasonally, said to be motivated by sovereignty and the fear of starvation (e.g. those in the western Arctic were encouraged to winter at Banks Island and Herschel Island) (Bonesteel, 2006). While other Inuit families, from Port Harrison (Inukjuak) and Pond Inlet, were relocated to Resolute Bay and Grise Fiord, as well as Inuit from northern Quebec who were moved to the High Arctic (Bonesteel, 2006). Relocation was not easy for Inuit, it often included adapting to a colder climate, longer periods of total light or darkness, and subsistence hunting practices as species are not uniform

across the Arctic (Bonesteel, 2006). During this time, the true reasoning behind government relocations were not transparently conveyed to Inuit or the Canadian public.

In the 1950s the Government of Canada began encouraging Inuit to settle permanently in communities and abandon their semi-nomadic lives. Sovereignty of the Arctic became a growing concern for Canada and the Government needed to assert its presence in the region. This led to Inuit being relocated to permanent settlements that had access to schools and government services (Bonesteel, 2006). The establishment of permanent communities led to the development of social welfare programs for housing, education, healthcare, and economic development with the intention of improving the Inuit standard of living (Bonesteel, 2006; Diubaldo, 1992). In communities, traditional methods of subsistence were difficult for Inuit to maintain because of the lengthy travel distances required to find animal resources, and the need to maintain a steady family income through wage employment (Bonesteel, 2006; Damas, 2005). In the development of many programs and services, such as education, housing, and the location of DEW Line sites, the federal government failed to consult with Inuit before implementing programs, thereby creating Inuit dissatisfaction (Bonesteel, 2006). The impacts of this had lasting impacts on Inuit and Inuit way of life as their nomadic way of life was taken away.

1.3.4 The Residential School System

The late 19th century marked the beginning of the residential school system for Indigenous children across Canada (Pauktuutit, 2020). Following the settlement of Inuit into permanent communities, almost all Inuit children were required to attend residential schools (Pauktuutit, 2020). Children and youth were separated from their parents, kinship networks, and traditional ways of life, culture and language as the schools were often far away and in the south (Pauktuutit, 2020).

The impacts of residential schools are substantial and still felt to this day. The residential school system prevented rich cultural traditions being passed down generationally and as a result, Inuit knowledge and traditions (e.g. oral storytelling, music, dance, craft, and respect for the environment) were eroded (Pauktuutit, 2020). For more than 100 years, the Canadian government supported residential school programs that isolated Indigenous children from their families that resulted in intergenerational trauma that has been then passed down through generations. The impacts of which are still very much felt today.

1.3.5 Land Claims Agreements

The history of Inuit relations with the Government of Canada has been a story of negotiation, accommodation and resistance (Bonesteel, 2006). Whalers, fur traders, missionaries, and the Canadian government all wanted something from Inuit in return for what they were prepared to

give, not what was fair (ITK, 2016). Inuit have negotiated four comprehensive land claims agreements with the federal government since 1970. The four agreements are: The James Bay and Northern Quebec Agreement and Complementary Agreements (1975); the Inuvialuit Final Agreement (1984); the Nunavut Land Claims Agreement (1993); and the Labrador Inuit Land Claims Agreement (2003) (Bonesteel, 2006; Agreements Treaties and Negotiated Settlements Project, 2004; ITK, 2004; Indian and Northern Affairs Canada, 2005).

1.3.6 Lasting Impacts

The social inequality between Inuit and other Canadians is deeply rooted in colonialism and policies of the past (ITK, 2018b). Prior to the 1950s, Inuit were nomadic people following the migration patterns of wildlife. The movement into settlements led to increased exposure to household crowding, infectious diseases and inequities in infrastructure and services, all of which are linked to poverty, violence and poor mental and physical health (ITK, 2018b).

Inuit are the fastest-growing Indigenous population and their numerical growth is well ahead of the national figure (Bone, 2016). Inuit have a strong desire to retain their close connection with their traditional roots: the land, their language and their traditional way of life (Bone, 2016).

1.4 Cross-Cultural Community-Based Research Approach

This research applied qualitative research methodology to provide detailed perspectives of purposively selected experts (Creswell, 2015). It was undertaken in a cross-cultural environment and utilized a community-based research approach, which is not considered a methodology, rather a process or approach to conducting research (Isreal et al., 2003; Castleden et al., 2008, 2012).

1.4.1 Cross-Cultural Research

Cross-cultural research involves the interaction of different cultures, often western and non-western. It requires respectful listening, challenging engagements, attention to nuances, and consideration of the research impacts (Gibbs, 2001; Howitt & Stevens, 2005; Twyman et al., 1999). Every experience and community is different when working in a cross-cultural environment and presents its own challenges and opportunities that often depend on the context, research topic, and personalities involved (Wesche et al., 2010).

1.4.2 Community-Based Research

Community-based research involves relationship building, partnership, and engagement. At its core, it involves developing a partnership between communities and visiting researchers and

prioritizes the needs of the community (Castleden et al., 2012; Drawson et al., 2017; Tondu et al., 2014). The goal is to co-generate knowledge, involve communities in the research process in a meaningful way, and reduce the imbalance between researchers and Indigenous communities through empowerment and capacity building (Castleden et al., 2012; Drawson et al., 2017; Tondu et al., 2014). Partnership requires the development of meaningful relationship with the people and communities affected by research and involving northerners in all aspects of the research process (ACUNS, 2003). Local involvement in northern research often enhances the research value to the community (ITK & NRI, 2006)

Adopting this approach is important when working with Indigenous communities because effective research cannot be done without community involvement (Pearce et al., 2009). Inuit have the greatest insight on their communities, and the strongest incentives to use research as a tool for understanding and developing solutions (ITK, 2018). Conducting research with Indigenous communities rather than about Indigenous communities, leads to the co-production of culturally respectful, relevant, and empowering knowledge (Castleden et al., 2012). It adds credibility to studies by integrating community input, thus fostering trust between the community and visiting researchers (Carter et al., 2019; Christopher et al., 2008). High quality research depends both on communities understanding the needs and concerns of researchers and on researchers understanding the needs and concerns of communities (ACUNS, 2003).

A community-based approach includes building and enhancing research capacity within the community and promotes co-learning (Isreal et al., 2003; Castleden et al., 2008; 2012). For communities, there are opportunities to learn new knowledge from social, natural, and health scientists; research skills, including data collection and analysis; and also communication skills through writing reports, manuscripts, poster-presentations, and conference presentations (Castleden et al., 2012). For researchers, there are opportunities to learn from both Elders, youth, and community members, as well as community-specific skills including cultural protocols (Castleden et al., 2012). In addition, listening to community members means not only receiving information but paying thoughtful attention in order to hear what is really being said (Tondu et al., 2014). Thus, utilizing a community-based research approach not only advances northern scholarship from the academic point of view but more importantly, addresses the needs of local communities, builds capacity and informs local decision-makers (ITK & NRI, 2007; Pearce et al., 2009; Tondu et al., 2014).

1.4.3 Inuit Self-Determination

Self-determination ensures that the practical decision-making power is in the hands of the community (Cornell & Kalt, 2007; Ritsema et al., 2015). It is important because it removes the objectives of colonial governments from decision-making and replaces them with Indigenous priorities (Ritsema et al., 2015).

In research, Inuit self-determination ensures that Inuit research priorities are the focus and that research adds the greatest possible value to society by being efficacious, impactful and meaningful (ITK, 2018b). Achieving Inuit self-determination in research can lead to an evolution of the outdated policies and processes that determine our relationship with research, as well as enhanced capacity for Inuit-led research (ITK, 2018b).

1.5 Our Approach to Community-Based Research

The way research is being conducted and undertaken within Inuit Nunangat is changing and needs to continue to evolve. As ITK (2018) strongly states *“the days for fly-in and out research are over. It is no longer about the [southern] researcher or the [southern] researchers needs or wants. Government and research institutions must move beyond colonial approaches to research and move towards capacity building and self-determination in research”*. Achieving true community-collaborative research can be challenging, especially for an early career researcher due to limited local knowledge, funding and time constraints (Tondur et al., 2014). Despite the potential limitations that academia presents, the following describes how we communicated and built relationships with the community of Gjoa Haven.

Key literature and relevant sources were consulted (e.g. Carter et al., 2019; ITK & NRI, 2006; ITK, 2018; Pearce et al., 2009) to develop a framework and approach for relationship building and project development (see Table 8). It was important for our research to be both respectful and beneficial to Inuit and the community of Gjoa Haven, as well as provide opportunities for capacity building. We tried to align our research with five priority areas of the National Inuit Strategy on Research: 1) advance Inuit governance in research; 2) enhance the ethical conduct of research; 3) align funding with Inuit research priorities; 4) ensure Inuit access, ownership and control over data and information; and 5) build capacity in Inuit Nunangat research (ITK, 2018b).

Table 8: ITK and NRI Guidelines and How They Were Addressed in Our Research.

ITK and NRI Guidelines	How They Were Addressed in Our Research
Be honest Be straightforward with community members about potential limits to community participation in various phases of your project, and about the extent to which your project can and cannot address local needs. Avoid promises that you may not be able to fulfill.	It was made clear that this was a research project and all knowledge documented would be shared with the community. Resulting outputs (e.g. reports, publications) would be shared with the Government of Nunavut, Parks Canada and related policy-makers.
Be open Let people know what you hope to do, what you're doing in their town, and what your future plans are. Respond to feedback as best you can.	

Appendix 1: Conducting Cross-Cultural Community-Based Research in Gjoa Haven, Nunavut

Be humble Community members are not necessarily impressed by university credentials or large grant affiliations. Make a genuine effort to be taught by local people.	Rather than introduce myself as a PhD Candidate, as I would in an academic setting, I introduced myself as a researcher or by my first name. If asked, “what are you doing here”, I would explain but if not, I would enjoy their company and allow the conversation to flow naturally. In meetings or workshops I had a PowerPoint presentation with a slide called “about me” with various photos from my personal life. The purpose of this slide was to show the youth, research participants or community members that I am more than just a researcher. I am a person too, with a family and hobbies. My rule of thumb was always to listen more than I talked.
Be informed Find out as much as you can prior to meeting/visiting so that you can better ask, and answer, questions (e.g. what previous research has been undertaken and what are the community demographics and socio- economic characteristics, etc.). This may include language preparation or training courses (e.g. introduction to the local Inuktitut dialect and/or cultural practices).	I was fortunate to have the opportunity to travel to Nunavut with a Postdoc/mentor early in my PhD. This experience allowed me to be informed, know who to talk to, how to engage in relationship building and how to prepare for working with a community. I also educated myself on colonialism, the lasting impacts and the history of research in Inuit Nunangat.
Be patient Spend a few days getting to know people in the community before initiating meetings or research activities. Keep in mind that community members may have more pressing daily matters to attend to than research priorities and timelines. Remember that various Inuktitut dialects are not always easy to translate into English (and vice versa), take time to clarify anything that does not seem clear.	I calculated how many days it would take to complete the necessary work during the research planning trip and research trip, then added a few extra days at the beginning and end of each the trip. I added a day extra at the beginning in case I got delayed due to weather and I added a few days at the end for unexpected circumstances.
Express a willingness to learn This will help you hear, and perhaps include, community concerns or interests within your research project. It is also very much appreciated by community members, and will likely ensure smoother research progress and a more reciprocal relationship.	During the research planning trip, I attended various community events at the Elders Centre and Heritage Centre. I made an effort to visit the various offices (e.g. Hamlet Council, HTO, Nattilik Heritage Centre). During my research trip, I re-visited all the main offices and key people I had relationships with when I arrived. I also attended a community volleyball tournament and other events. During this trip, there was not a lot going on in the community because of a sickness that had been going around and later the emergence of COVID-19.
Educate locally Seek out opportunities to provide training and skills development (e.g. make arrangements to give lectures in local schools, hold workshops in local community learning centers, and/or provide local radio interviews).	During the research trip, I trained and hired three local youth. I provided a two-day workshop that focused on conducting research, research methods, and interviewing. The youth were hired to co-facilitate the research project. They reviewed and improved the interview guide, recruited participants, and co-facilitated interviews.
Hire/purchase locally Support the local economy wherever possible.	

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Maintain communication Keep the lines of communication open throughout your time within, and outside, the community.	I maintained communication and provided regular updates to Franklin Interim Advisory Committee (FIAC). I sent various follow-up/update emails to community partners. I also maintained a relationship with the youth through Facebook.
Respect local cultures, customs, and authority Avoid disturbing families on particular days of the week, times of day, or in the wake of a local tragedy. Work-related demands take a back seat when a family, or the community, has experienced a tragedy or if large communal events/celebrations are planned. Research is fairly secondary as local life and activities continue. If you are respectful of community members and traditions, you will be more respected. Pay close attention to the timing of seasonal hunting and camping activities when planning community meetings, training or other activities that aim to maximize community participation. Do not plan such activities during times of year (e.g. late spring and late summer) when most community members are likely to be away camping	I conducted my research planning trip and research trip in late February/March per the communities request as the timing worked well for them. The community also told me that it is a good time to come because it is too cold to be out on the land, which meant that community members would more or less be available. I followed the guidelines and advice provided by the community researchers (local youth).
Try new things Accepting new experiences (e.g. food, activities, etc.) will show that you are willing to learn about local life and culture, and that you are willing to do things with people that are important to them (e.g. attend community events such as feasts or dances)	I was open to trying new experiences. I attended various community events (e.g. drum dancing, Kamik making, sewing, and volleyball tournament).
Use the local language Translate written communications wherever possible, and hire an interpreter for interviews, meetings, or public speaking engagements (where necessary). Making efforts to learn the local language are also appreciated	We had all documents translated into Inuktitut and hired an interpreter whenever necessary. It was made clear to all participants that they could participate in the language of their choice. The final report was also translated into Inuktitut.

Source: ITK & NRI, 2006.

1.6 Early Communication and Research Development

According to ITK (2018), Inuit are rarely engaged in the early planning of research projects. This often leads to redundant or counterproductive research that does not benefit the community or does not fit within the community's needs. Communication for this project began at the funding proposal stage when the community generously provided a letter of support. Once funding was secured, a research planning trip, which according to Wesche et al. (2010) is a critical component of any research project, was planned.

A research planning trip to Gjoa Haven took place in February 2019 for three main reasons: (1) the researcher must have some background and construct a preliminary picture of the community or issue under examination (Stringer, 1999); (2) to develop and build relationships with

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organizations and gatekeepers in person (Lemelin, Wiersma & Stewart, 2011); and (3) discuss the research focus (tourism at the National Historic Site) with the community (Heron & Reason, 2001). Prior to going to the community, initial contact was made with key personnel to propose the research idea and plan a related trip. While preliminary discussions can be done over email or phone, it is necessary and critical to visit the community to further engage and advance the discussion.

The dates for the research planning trip were strategically aligned with the communities request, the time of year, and a trip that the manager of the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site from Parks Canada was making. Through research networks and existing relationships, and visiting at the same time as Parks Canada, it allowed me to develop partnerships with local collaborators through someone they already trusted and who also supported the project. The goal of the research planning trip was to develop partnerships and engage in a collaborative project that would benefit Inuit and northerners (ITK, 2018) and to identify research priorities, agree and discuss research methodologies, and build relationships (Pearce et al., 2009; Tondu et al., 2014).

During the research planning trip (February 25, 2019 to March 3, 2019), an information sheet was created (Appendix 3), posted on bulletin boards at the co-op, northern store, hamlet, hockey arena, community hall, and hotel restaurant and distributed throughout the community. Five meetings were scheduled with regional partners (e.g. hamlet, HTO and the Nattilik Heritage Center) and an information table was set up in the community hall during days/times when bingo tickets were being sold. Approximately 30 information sheets were distributed within the community and announcements were made on local radio about the research planning trip. Several recommendations were made for the research design and development, including: conducting field research during the same time of year (February/March) or November during sea-ice freeze-up when community members are not busy travelling and harvesting; training and hiring local youth; involving the community anyway possible; and spending as much time as possible in the community. After the trip, a one-page summary of the findings was created and shared with the community (Appendix 6).

It was also a priority to engage in as many community events, informally, as possible. Rather than host a community meeting at this stage, we opted to attend drum dancing, sewing, and workshops hosted throughout the week within the community. In this environment, the community was able to get to know the researcher in an informal setting, rather than as a researcher. Pearce et al. (2009) argue that this type of informal communication and relationship building is critical to the success of any collaborative endeavors. Investing time in relationship building and demonstrating sincere interest, will help build trust, earn respect and establish relationships within the community (Tondu et al., 2014).

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The goal of this research planning trip was to listen and learn. It is imperative to learn from the community and understand local history and culture so that you ensure you operate respectfully (Tondur et al., 2014). For example, providing food and refreshments during community meetings is common and expected, and there may be preferences about the types of food offered. Thus, this visit was not only critical for the development of the project and fostering a collaborative research approach, it also allowed me to become more familiar with the social and environmental contexts in which the research would be conducted.

Table 9: Scoping Trip Events.

Day 1	Day 2	Day 3	Day 4	Day 5
-Visited the Hamlet and Nattilik Heritage Centre -Posted our information sheet at: co-op, Northern, Hamlet, hockey arena, community hall, and hotel restaurant	-Visited the Nunavut Water Board -Meeting with Economic Development Officer -Meeting with Parks Canada and Nattilik Heritage Centre Community event: drum dancing	-Meeting with Parks Canada Community Event: Oral History Project Open House	-Set up table at community hall (four hours during bingo) Community Event: women sewing/stretching caribou skins at Elder's centre	-Meeting with HTO -Table at community hall (four hours during bingo)

1.7 Ethical Considerations

Prior to recruitment and data collection, the project received ethics approval from the University of Ottawa and Nunavut Research Institute (NRI) (Appendix 21). All documents were translated into Inuktitut to ensure participants had the right to access documentation in the language of their choice and could make an informed decision about participating in this research. Informed consent was obtained from all participants per University of Ottawa and NRI guidelines.

1.8 Opportunities For Local Employment

Adopting a similar approach to the Arctic Corridors and Northern Voices Project (see Carter et al., 2019), it was a priority to involve local youth (ages 18-30) and provide opportunities for local employment and capacity building. An advertisement was sent to the Community Liaison Officer in Gjoa Haven (February 21, 2020) who posted the ad on relevant bulletin boards as well as on the local Facebook page (Appendix 7). In addition to advertising within the community, youth who had applied for previous projects or opportunities with our research group were also contacted directly and encouraged to apply. The Hamlet and Nattilik Heritage Centre were

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consulted prior to the advertisement being sent and asked to share it with any youth who they thought would be a good fit.

We received four applications and three were hired based on their availability, experience and other related factors. The three youth participated in a two-day training workshop (see outline in Appendix 8) that involved discussions on research, conducting qualitative research and interviews, and finalizing the interview guide. Specific topics included 1) why visiting researchers and youth were selected to work together; 2) definition of research, why research matters, who is and can be a researcher, qualitative versus quantitative research; 3) definition of tourism, why tourism matters, how to conduct community-based research; 4) preparation for knowledge documentation, including refining discussion questions (e.g. cultural nuances and probes); 5) pre-test and selection of youth's roles; and 6) knowledge documentation and note taking.

There are a number of clear advantages to employing local youth as community researchers, including: gaining greater support for the research; participation from community members who otherwise may not have been willing to participate; recruitment of local community members by local community members; community researchers guide the researchers and can teach the researcher about local customs, languages, and how to best conduct knowledge documentation; and community researchers learn or enhance their skills (see Pearce et al., 2009). While hiring local community researchers has a wealth of benefits, there are also some challenges, such as: community dynamics and inter-personal relations are complex and would not be known or immediately clear to the researcher (Castleden et al., 2012); community researchers struggling to balance employment obligations with other priorities; and the economic subtext of employment relationships (Carter et al., 2019; Pearce et al., 2009; Wolfe et al., 2007). Similar to Carter et al. (2019), family, community events, jobs, and extracurricular activities resulted in a flux in youth participation. At the time of the research planning trip, there was no childcare in Gjoa Haven, making it extremely difficult for youth with children to engage. To ensure the youth could still participate and be part of the project, I made it clear that their children were welcome to come and that should not be a barrier for participation. One lesson learned from this is to always bring colouring books or activities for children because they are a huge part of the community.

Ultimately, local employment is important and critical to a project as it fosters collaboration, local ownership and connection to the research and helps build community support and participation in the research itself (Lemelin, Wiersma & Stewart, 2011; Pearce et al., 2009). In order to overcome some of the challenges and ensure the community researchers were fully engaged, flexible scheduling and modifications to the planned schedule were required.

1.9 Inclusion Criteria and Recruitment

In qualitative research, the aim is not necessarily to achieve statistical representativeness but instead, minimize sample bias (Patton & Cochrane, 2002). One way to reduce bias is to select your sample in a systematic way and provide inclusion criteria (Barbour, 2001).

The sampling approach used in this research was purposive, as participants were selected because they were likely to generate useful data for the project (Patton & Cochrane, 2002). This approach is beneficial because it offers researchers a degree of control (Barbour, 2001). The initial inclusion criteria included tourism experts (identified by the hamlet or local organizations, local youth or other participants) and members of local community organizations (e.g. members of the Economic Development Committee, KIA Representative, HTO Board Members, and Nattilik Heritage Centre Board Members). The youth immediately brought to my attention the lack of involvement of Elders, and suggested that they should also be included. This observation by the youth is important because Carter et al. (2019) noted that the lack of involvement by Elders could create a cultural disconnect, discomfort, and reluctance among research participants (Carter et al., 2019).

Sample sizes in qualitative research are often small. Patton (2002) emphasized that there are few, if any, rules in qualitative research related to the sample size. Instead, it depends on the purpose of the research, the knowledge needed, the significance, the inclusion criteria and logistics and resources (Patton, 2002). In qualitative research, participants are usually recruited until saturation is met (i.e. when no new themes or ideas are emerging) (Patton & Cochrane, 2002). Similar to the Arctic Corridors and Northern Voices Project (Carter et al., 2019), youth played a critical role in refining the inclusion criteria and recruitment. Participants were recruited by the Youth through telephone, Facebook, radio announcements in the community, and in-person communication.

1.10 Knowledge Documentation Through Interviews

Based on the feedback we received from the community during the research planning trip, we decided to conduct semi-structured interviews. Semi-structured interviews have some degree of pre-determined structure while allowing for some flexibility (Dunn, 2010). Interviews are effective and efficient and allow the researcher gain depth, detail and unique data (Mason et al., 2010). The semi-structured interviews followed a loose structure (interview guide) that contained open-ended questions defining the areas to be explored (Patton & Cochrane, 2002).

The interview guide typically has key questions that the researcher would like to cover, with some useful prompts to encourage the interviewees to talk about specific issues if they do not come up organically (Patton & Cochrane, 2002). Patton & Cochrane (2002) recommended

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starting with a general question to orientate the topic and make the participant feel more comfortable. This aids the flow of the interview and makes it feel more like a conversation.

The interview guide was drafted by the researcher before arriving in the community. As part of the youth training, the researcher and youth reviewed the interview guide together to ensure all questions were clear, concise, and culturally appropriate. It was important for the youth to help the researcher make sure the interview guide used everyday language/vocabulary and asked neutral questions.

Table 10: Semi-Structured Interview Guide.

Before Youth Discussion	After Youth Discussion
Tourism in Gjoa Haven	
1. Tell me about tourism in Gjoa Haven. - How do most tourists arrive in the community – plane or cruise ship? - Has the number of tourists changed? - What are the main tourism attractions in Gjoa Haven?	1. Tell me about tourism in Gjoa Haven. - How do most tourists arrive in the community – plane, cruise ship, sailboats or yachts? - Has the number of tourists changed? - What are the main tourism attractions in Gjoa Haven? - Tell me about opportunities related to tourism. - Tell me about concerns related to tourism. - What do you think about tourism?
2. How is tourism affecting the community – good and bad? - What have you observed in the community related to tourism? - Tell me about employment opportunities related to tourism. - Is working in tourism a long-term career?	
3. Do you want to see more tourists coming to Gjoa Haven? Why or why not? - Would you like to see more cruise ships? Why or why not? - Would you like to see more yachts? Why or why not? - Would you like to see more tourists arriving by air? Why or why not?	2. Do you want to see more tourists coming to Gjoa Haven? Why or why not? - Would you like to see more cruise ships? Why or why not? - Would you like to see more sailboats or yachts? Why or why not? - Would you like to see more tourists arriving by air? Why or why not?
4. Please describe the factors that are allowing tourism to develop.	3. Please describe what is helping tourism develop/increase.

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5. Please describe the factors that are keeping tourism from developing.	4. Please describe what is keeping (stopping) tourism from developing/increasing.
6. Tell me about what changes should be made to help tourism to develop.	5. Tell me about what changes should be made to help tourism to develop.
7. Tell me about what changes should be made to control/manage tourism.	6. Tell me about what changes should be made to control/manage tourism.
Tourism around the Wrecks of the HMS Erebus and HMS Terror National Historic Site	
8. Tell me about the 2014/2016 public unveiling of the Franklin Wrecks. - How did you feel about that? - Now that the sites have become public, what has this meant for the community?	7. Tell me about the 2014/2016 public announcement of the Franklin Wrecks. - How did you feel about that? - Now that the sites have become public, what has this meant for the community?
9. Some tourists are really interested in visiting the Franklin Wrecks, what do you think about that? - What would tourists do? - What do you want them to do? - What do you want them to learn? - Are there places you don't want tourists to go? - What do you think about tourism vessels going to the site? - Do you have recommendations about them going to the site?	8. Some tourists are really interested in visiting the Franklin Wrecks, what do you think about that? - What do you want tourists to do? - What do you want tourists to learn? - What do you think about tourism vessels going to the site?
10. Some tourists are really interested in visiting the community, what do you think about that? - What would tourists do? - What do you want them to do? - What do you want them to learn? - Are there places you don't want tourist to go?	9. Some tourists are really interested in visiting the community, what do you think about that? - What do you want tourists to do? - What do you want tourists to learn?
	10. Are there places you don't want tourists to go?
11. Do you think it is possible to develop a visitor experience at the Franklin Wrecks site? - What would make it easy? - What would make it hard?	11. What do you think about developing opportunities for tourists at the Franklin Wrecks site? - What would make it easy? - What would make it hard?
12. Tell me about how the public unveiling of the Franklin Wrecks has influenced tourism development in Gjoa Haven?	12. Tell me about how the public announcement of the Franklin Wrecks has influenced tourism development in Gjoa Haven?

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13. Tell me about how you think the public unveiling of the Franklin Wrecks will influence tourism development in the future?	13. Tell me about how you think the public announcement of the Franklin Wrecks will influence tourism development in the future?
14. Tell me about what you would like tourism in Gjoa Haven, and at the Franklin Wrecks to look like?	14. Tell me about what you would like tourism in Gjoa Haven, and at the Franklin Wrecks to look like?
Recommendations	
15. Based on our discussions today, what recommendations do you have (Nunavut or Gjoa Haven) to enhance tourism development, in general.	15. What recommendations do you have to enhance tourism development, in general.
Communication	
16. Once we write a report, how should they be shared with you (the participants)?	16. Once we write a report, how should they be shared with you (the participants)?
17. How should they be shared with the rest of the community?	17. How should they be shared with the rest of the community?
18. Who else should the report be shared with?	18. Who else should the report be shared with?
Conclusions	
19. Is there anything else you wish to add about this topic that we have not talked about?	19. Is there anything else you wish to add?
	20. Is there anyone else you think we should talk to?

Our approach was for the interview questions to resemble everyday conversations in a rigorous way that ensured reliability and validity (Patton & Cochrane, 2002). Rather than approach it like a formal academic interview, it was approached more as a conversation (e.g. “tell me about this”, “share your experience”, or “what was it like when”).

The interview guide was used for each participant with a high degree of flexibility. For example, some participants had a lot of stay at the beginning and rather than stopping them and insisting that the script is maintained, we let participants say what they wanted to say and adjusted accordingly. Based on the information participants provided, we adjusted the interview guide to ensuring that questions they already answered weren’t repeated. We also made sure to ask follow-up questions, if something was unclear or if more information could be documented.

Participants were invited to speak the language of their choice (e.g. English or Inuktitut). A local interpreter was hired, who had an existing relationship with the research team and also translated all project documents. It is important to consider that when dealing with Inuktitut and English, it is not merely a matter of translating words, as literal translations almost never make sense when translated in either direction (Pearce et al., 2009). Thus, it is important to hire a translator/interpreter that is knowledgeable and skilled and understands the project.

The researcher also consulted the youth about the location of conducting interviews. Patton & Cochrane (2002) emphasize that the physical place an interview takes place can impact the

answers you will get. Thus, selecting an appropriate place where participants feel comfortable is important when conducting interviews. The interviews took place at participants place of work, their home, or the Nattilik Heritage Centre based on their preference. Whenever possible, the youth attended the interviews and were encouraged to ask the participant the questions.

All interviews were audiotape-recorded (with participants consent) and transcribed verbatim. Participants were compensated for their time according to local guidelines. A total of 17 people participated in the project and one person declined. This sample size is considered acceptable in qualitative research as the focus is on depth, rather than quantity (De Ruyter & Scholl, 1998) and most studies are often based on 1 to 30 informants (Fridlund & Hildingh, 2000). Interviews were conducted until research saturation was reached, which was when it became apparent that no new information was being obtained (Fridlund & Hildingh, 2000; Glaser & Strauss, 1967). The end of the research also aligned with the initial wave of COVID-19 restrictions and shutdowns in March 2020. Thus, in addition to reaching saturation, the decision was made not to pursue any additional interviews.

1.11 Analysis

The analysis of qualitative research requires meticulous attention to language and reflection on the emergent patterns (Saldaña, 2009). Content analysis is one of the many research methods used to analyze text data (Hsieh & Shannon, 2005). The goal of content analysis is “to provide knowledge and understanding of the phenomenon under study” (Downe-Wamboldt, 1992, p. 314). It is a flexible method that utilizes a systematic classification process of coding to identify themes or patterns (Cavanagh, 1997; Hsieh & Shannon, 2005). The main disadvantage of this approach, according to Hsieh & Shannon (2005) is that its interpretation can be subjective. To mitigate subjective interpretations, it is important to provide a framework for analysis (Barbour, 2001).

Conventional content analysis is generally used with a study design that aims to describe a phenomenon with limited existing literature or research (Hsieh & Shannon, 2005). Researchers immerse themselves in the data by reading all transcripts repeatedly to get a sense of the whole and allow new insights to emerge (Kondracki & Wellman, 2002; Tesch, 1990). Researchers then make notes of their first impressions, thoughts and initial analysis while repeatedly reading the data word by word to derive codes (Miles & Huberman, 1994; Morgan, 1993; Morse & Field, 1999). As the research continues to go through this process, labels for codes emerge organically from the data. Codes are sorted into categories based on how different codes are related and linked (Hsieh & Shannon, 2005). The advantage of conventional content analysis is gaining direct information from study participants without imposing preconceived categories or theoretical perspectives (Hsieh & Shannon, 2005). Rather than preconceived categories, categories flow from the data and is based on participants’ unique perspectives (Hsieh &

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Shannon, 2005; Kondracki & Wellman, 2002). The patterns and relationships that emerge as themes become the basis of the findings but it findings should also reflect alternative or unconventional views that stand out (Patton & Cochrane, 2002).

The purpose of coding is partly data reduction, organization, and substantive process of data exploration, analysis, and theory building (Bengtsson, 2016; Cope, 2010). Pre-coding was conducted with a hardcopy of the transcripts, whereby circling, highlighting, bolding, and underlining significant participant quotes or passages worthy of attention took place (Boyatzis, 1998; Layder, 1998; Sadaña, 2009). Data was coded by interview/participant, i.e. one participant's data was coded, then the second participants data etc. Braun & Clarke (2006) recommended that researchers work systematically through the entire dataset, giving full and equal attention to each data item, and identify interesting aspects in the data items that may form the basis of themes across the data set.

Table 11: Coding steps.

Step	Description	Action
Step one	Familiarization and immersion with the data/text (Bengtsson, 2016; Braun & Clarke, 2006; Drisko & Machi, 2015; Hsieh & Shannon, 2005; Nowell et al., 2017; Tesch, 1990) to build awareness to context and nuances (Drisko & Machi, 2015).	Transcribing data, reading and re-reading, noting down initial ideas (Braun & Clarke, 2006).
Step two	This step involves the production of initial codes from the data (Braun & Clarke, 2006). Work systematically through the entire data set, giving full and equal attention to each data item, and identify intersecting aspects in the data items that may form the basis of repeated patterns (themes) across the data set.	Generate initial codes (Nowell et al., 2017) by systematic moving across the entire data set, collating data relevant to each code (Braun & Clarke, 2006).
Step three	This step involves analyzing your codes and considering how different codes may combine to form an overarching theme (Braun & Clarke, 2006).	Searching for themes (Nowell et al., 2017) and collating codes into potential themes. Gathering all data relevant to each potential theme (Braun & Clarke, 2006).
Step four	Checking if the themes work in relation to the coded extracts (level 1) and the entire data set (level 2), generating a thematic “map” of the analysis (Braun & Clarke, 2006).	Reviewing themes (Nowell et al., 2017) at two levels. Level one involves reviewing at the level of the coded data extracts. This means you need to read all the collated extracts for each theme, and consider whether they appear to form a coherent pattern. If your candidate themes do appear to form a coherent pattern, you then move on to the second level of this phase. Level two involves a similar process but in relation to the entire data set. At this level, you

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		consider the validity of individual themes in relation to the data set, but also whether your candidate thematic map accurately reflects the meanings evident in the data set as a whole (Braun & Clarke, 2006)
Step five	Ongoing analysis to refine the specifics of each theme and the overall story of the analysis tells, generating clear definitions and names for each theme (Braun & Clarke, 2006; Nowell et al., 2017).	For each theme, write a detailed analysis, identifying the story that each theme tells (Braun & Clarke, 2006). Define and redefine by identifying the “essence” of what each theme is about and determining what aspect of the data each theme captures. For each individual theme, you need to conduct and write a detailed analysis (Braun & Clarke, 2006)
Step six	Final opportunity for analysis and production of the report.	Selection of vivid, compelling extract examples, final analysis of selected extracts, relating back of the analysis to the research question and literature, producing a scholarly report of the analysis (Braun & Clarke, 2006)

1.12 Results Validation and Dissemination of Results

Respondent validation involves cross checking interim research findings with respondents (Barbour, 2001). Respondent validation exercises, such as reading of drafts, make considerable demands on participants’ time and depending on the research topic and content of transcripts can even be exploitative or distressing (Barbour, 2000). Respondent validation can be particularly valuable in action research projects, where researchers work with participants on an ongoing basis to facilitate change (Barbour, 2001). Due to the emerging and evolving nature of COVID-19, results validation was undertaken virtually. First by community researchers, and second by participants. Given the nature of this research and the fact that individual semi-structured interviews were undertaken, the report is a reflection of all participants voices and not the collective of one discussion, making the virtual validation process not ideal but not detrimental to the research.

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APPENDIX 2: PRE-SCOPING TRIP AND POST SCOPING TRIP COMMUNICATION

Table 12: Pre-Scoping Trip Communication

Name	Position	Date of Contact
Bob Cheetham	EDO – Hamlet of Gjoa Haven	January 10, 2019
Tamara Tarasoff	Manager of site – Parks Canada	January 11, 2019
Connie Baines	Community Development Coordinator	January 18, 2019
Susie	Community Liaison Officer (KIA)	February 19, 2019
Wilfrid Bagley	Nunavut Water Board	February 21, 2019

Table 13: On-going communication

Name	Position	Date
Ed Devereaux	Chief Administrative Officer	January 15, 2020
Wilfrid Bagley	Nunavut Water Board	January 23, 2020
Jennifer Ullulaq	Manager – Natilik Heritage Centre	January 24, 2020
Sammy Kogvik	Ikarvik	January 23, 2020

APPENDIX 3: SCOPING TRIP – COMMUNITY HANDOUT

Gjoa Haven Research Planning Visit: Community Interests About Marine Tourism Around the Franklin Wrecks

Context

Every year, more cruise ships and private vessels visit the Northwest Passage, and it is anticipated that the Franklin Wreck Sites will become popular stops. While Arctic marine tourism is a significant opportunity for local peoples, it could bring with it environmental, social, and cultural impacts for Gjoa Haven and the Franklin Wreck Sites.

The Project

In 2017, the Arctic Corridors and Northern Voices Research Project (Dr. Jackie Dawson and Dr. Natalie Carter) gathered Gjoa Haven community members' perspectives on the potential impacts of ships on marine areas.



We hope to build on the Arctic Corridors project by understanding community interests on:

Cruise ship tourism,



yacht tourism,



and tourism around
the Franklin Wrecks.



Your feedback is important to help develop research questions that benefit your community.



We are in Gjoa Haven from February 24 to March 2 to listen and learn.



I hope to work with the community to develop a research project on tourism around the Franklin Wrecks. I plan to return to Gjoa Haven to conduct this research with the community.

I have been working in the Arctic for the past year and a half visiting Svalbard, Norway and Coral Harbour, Nunavut. I am interested in Arctic shipping, marine tourism (cruise ships and yachts) and tourism management in Arctic communities. When I am not in the Arctic, I enjoy travelling to sunny destinations, spending time with my family and reading.

Melissa Weber
PhD Student, University of Ottawa



I hope to work with management stakeholders and rights holders to help prepare management recommendations for the Franklin Wreck Sites.

I am passionate about protected areas management, and question how people can interact with protected areas, sustainable tourism, and diverse communities to create positive social and environmental change. As a Master of Environmental Studies student at Lakehead University, I am excited to continue learning as I explore context-specific tourism management strategies for the Franklin Wreck Sites.

Stephanie E. Potter
Master Student, Lakehead University



APPENDIX 4: SCOPING TRIP - QUESTION GUIDE

Hello, my name is Melissa Weber and I am a PhD student at the University of Ottawa. I work with Jackie Dawson, Natalie Carter and Gita Ljubicic.

I am interested in building on research that has been done in Gjoa Haven by Jackie Dawson & Natalie Carter on shipping and cruise ship tourism as part of the Arctic Corridors project.

I am especially interested in doing research about tourism and the Franklin Wrecks. I want to learn if this is also of interest to members of the community. The purpose of my trip is to explore ideas about what kinds of topics community members are interested in, and how we might build a collaborative project (together/in partnership). Ultimately, we want to build on the earlier work and make sure that we are following up on community priorities or needs.

Do you have a few minutes to talk about what you feel are research priorities related to marine tourism? Is it ok if I take notes to help me remember your feedback?

1. Is tourism related to cruise ships, yachts and the Franklin Wrecks a topic of interest for you? Or to other community members or organizations?
2. What kinds of questions would you want to see included in a project on tourism related to the Franklin Wrecks? What would be the end goals in the community to use the information collected?
3. Which key organizations and people in Gjoa Haven do you think should be involved in developing a research plan?
4. Do you think youth should be included in this project? If so, how?
5. When I come back, who do you think it would be important to talk to gain community or tourist perspectives on this topic?
 - a. What do you think is a good format (interviews, group discussions, etc.)?
 - b. What time of year would be good for me to come back to Gjoa Haven?
 - c. What is important to do before I come back?
6. While I'm here in town, is there anyone else you think it would be good for me to talk to about these ideas?
7. Anything else you'd like to mention?

Questions for Tamara (Parks Canada)

1. What research (related to the Franklin Wrecks) would benefit Parks Canada and contribute to the development of a management plan? What kind of info do you need?
 - a. Tourist motivations and desired experience?
 - b. Community perceptions of tourism around the Franklin ships?

Appendix 4: Scoping Trip – Question Guide

2. What does the designation National Historic Site actually mean? (unclear based on PC website where NHS fall within hierarchy)
 - a. Is the management the same as National Park?

APPENDIX 5: SCOPING TRIP EVENTS

Table 14: Scoping Trip Events

Day 1	Day 2	Day 3	Day 4	Day 5
-Visited the Hamlet and Nattilik Heritage Centre -Posted our information sheet at: co-op, Northern, Hamlet, hockey arena, community hall, and hotel restaurant	-Visited the Nunavut Water Board -Meeting with Economic Development Officer -Meeting with Parks Canada and Nattilik Heritage Centre Community event: drum dancing	-Meeting with Parks Canada Community Event: Oral History Project Open House	-Set up table at community hall (four hours during bingo) Community Event: women sewing/stretching caribou skins at Elder's centre	-Meeting with HTO -Table at community hall (four hours during bingo)

APPENDIX 6: SCOPING TRIP – FINDINGS

Tourism: Gjoa Haven and the Franklin Wrecks

Context

Every year, more cruise ships and yachts visit the Northwest Passage, we expect that Gjoa Haven and the Franklin wrecks and related sites will become popular stops. This Arctic marine tourism is both a challenge and opportunity for Gjoa Haven and the Franklin Wreck Sites.



The Project

We hope to learn about the impacts, opportunities, and concerns of tourism related to the Franklin Expedition. With community members and management partners, we will develop tourism management recommendations for the Franklin Wreck Sites and tourism opportunities in Gjoa Haven.

We hope to learn about tourism **impacts, opportunities, and concerns** related to:

- The community;
- On the land experiences; and
- The wreck sites.



Appendix 6: Scoping Trip – Findings

Stephanie

"I am excited to work with management partners to explore tourism management strategies for the Franklin Wreck Sites."

Melissa

"I look forward to returning to Gjoa Haven to work together with the community to understand tourism and develop recommendations."



We look forward to working together!



Stephanie Potter
Master Student
Lakehead University



Melissa Weber
Ph.D. Student
University of Ottawa



APPENDIX 7: HIRING ADVERTISEMENT

RESEARCH ASSISTANT POSITION

Research Project: Tourism and the Franklin Wrecks

I am looking for two motivated youth to work as research assistants on a project about tourism development in Gjoa Haven and at the Franklin Wrecks sites. The locating of the Franklin Wrecks has generated a lot of attention and is anticipated to stimulate significant tourism demand and development opportunities. We want to learn about tourism and tourism development in Gjoa Haven; perspectives on the Franklin Wrecks as a tourist destination; and document recommendations for tourism development.

I plan to be in Gjoa Haven from February 27 to March 17. We would meet daily during working hours, and possibly on evenings and/or weekends.

What you will be doing:

- ☐ Assist and advise the researcher
- ☐ Assist with recruiting participants
- ☐ Conduct interviews and take notes
- ☐ Help transcribe notes from interviews
- ☐ Write plain language reports and share results with community members

Requirements:

- ☐ Strong spoken and written communication skills in English
- ☐ Keen interest in tourism
- ☐ Research experience
- ☐ Comfortable conducting interviews
- ☐ Work well in a team
- ☐ Adaptable to a flexible work schedule

Availability:

- ☐ Must be available from 9:00 – 4:00 on March 2 and March 3 for training
- ☐ Open availability March 4 to March 13
- ☐ Must be available from 9:00 – 4:00 on March 16 for debrief
- ☐ This can be flexible

What you will learn:

- ☐ Qualitative research skills
- ☐ Data management skills
- ☐ Research ethics

APPENDIX 8: COMMUNITY RESEARCHERS TRAINING MATERIALS



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ESPG environment, society
and Policy Group



ClearSeas



MEOPAR

Tourism Development in Inuit Nunangat: Examining the Franklin Wrecks as Tourist
Destination
Gjoa Haven 2020



Schedule						
Monday	Tuesday	Wednesday	Thursday February 27 Melissa Arrives	Friday February 28	Saturday February 29	Sunday March 1
March 2 Training	March 3 Training	March 4	March 5	March 6	March 7	March 8
March 9	March 10	March 11	March 12	March 13	March 14	March 15
March 16	March 17 Melissa Leaves					



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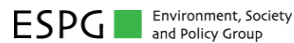
MEOPAR

Two Days Training

Overview of next two days we will talk about...

- ☐ The bridge
 - It can be frustrating if researchers and communities can't communicate or work together even if both are curious about the same things
 - You know about the community
- ☐ Talk about research
- ☐ Research ethics/consent
- ☐ Facilitator or moderator traits that encourage great discussions
- ☐ Question development –open versus closed questions
- ☐ Our specific example – tourism
- ☐ Get your input/advice about doing this research in Gjoa Haven & questions to ask
- ☐ Recruiting – inviting research participants
- ☐ Pre-test (practice, like a mini dress rehearsal)
- ☐ Talk about how it went and final plans

Appendix 8: Community Researchers Training Materials



Project: Tourism in Inuit Nunangat: Examining the Franklin Wrecks as a Tourist Destination

University of Ottawa Team

- ☐ Supervisor: Dr. Jackie Dawson
- ☐ Co-Supervisor: Dr. Natalie Carter
- ☐ Researcher/Student: Melissa Weber

Tell me about yourself....

- ☐ Mention relevant past experiences;
- ☐ Why you are interested in this project; and
- ☐ What you like to do for fun.

Funding for this Project

- ☐ University of Ottawa
- ☐ Environment Society and Policy Group (lab run by Dr. Jackie Dawson)
- ☐ MEOPAR (Marine Environmental Observation, Prediction and Response Network)
- ☐ Clear Seas

About the Project

- ☐ Locating the ships from the Franklin Expedition has generated a lot of attention (e.g. from the media)
- ☐ Anticipated to stimulate significant tourism demand and development opportunities
- ☐ Tourism development is complex, especially in the Arctic
- ☐ We want to understand community members' perspectives on:
 - Tourism and tourism development in Gjoa Haven;
 - The Franklin Wrecks as a tourist destination; and
 - Recommendations for tourism development.

Your Role

- ☐ You are a very important part of this project!!
- ☐ It can be frustrating if researchers and communities can't communicate or work together even if both are curious about the same things
- ☐ You know the community, challenges and opportunities, and community members
- ☐ Advise me (I will ask a lot of questions) and I don't know – if something doesn't feel comfortable tell me
- ☐ Recruit participants
- ☐ Interview identified tourism experts
- ☐ Take notes during interviews
- ☐ Help transcribe notes from interviews
- ☐ Discuss what we learned
- ☐ Have fun!!

Appendix 8: Community Researchers Training Materials



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MEOPAR

Logistical Information – how to get paid!

- ☐ Keep track of your hours on the timesheet provided
- ☐ You will be paid \$30/hour by the University of Ottawa
- ☐ Before I leave, we will create invoices for each of you and fill out the direct deposit form

Tourism

What is Tourism?

- ☐ A **visitor** is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. **Tourism** refers to the activity of visitors.
- ☐ A **visitor** (domestic, inbound or outbound) is classified as a **tourist** (or overnight visitor) if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.
- ☐ The basic **definition of tourism development** is to create strategies and plans to increase/**develop**/encourage **tourism** for a county (place). **Develop** the **tourism** sector.

Tourism in Nunavut

- ☐ Tourism is considered an important and growing industry within Nunavut
- ☐ Tourists are defined as “the travelling public who travel to and stay in places outside their usual place of residence for not more than a year for leisure, business and other purposes” (Government of Nunavut, 2013)
- ☐ Serving that group in Nunavut are tourism operators and establishments, including outfitters, hotels and restaurants, along with other tourism-related businesses such as airlines, cruise ships and community-based businesses such as arts and crafts producers and taxis
- ☐ **Attractions** are destinations and places that provide opportunities for recreational, cultural, educational or economic experiences;
- ☐ **Products** are activities or items that travelers can purchase; and
- ☐ **Services** are actions that assist travelers (e.g. accommodations, restaurants, and transportation services)
- ☐ For Canadian and International travelers, Nunavut represents a new world to discover, with its weather of unique locations to experience, exciting opportunities to do business, and an immense range of people, cultures, and adventures to be shared (Government of Nunavut, 2013)
- ☐ The tourism industry in Nunavut can support the preservation and promotion of Inuit culture for social and economic gains through active community participation (Government of Nunavut, 2013)

Tell me about tourism in Gjoa Haven...

- ☐ Why do you think people are interested in visiting Nunavut?

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- ☐ Why do you think people are interested in visiting Gjoa Haven?
- ☐ What are tourism attractions? Products? Services?

Review Questions Together

Pre-Test / Practice interviewing each other

Discuss how pre-test went

Draft a list of people we should recruit

Start Recruiting!

Adapted from Dr. Natalie Carter

Tourism Development in Inuit Nunangat: Examining the Franklin Wrecks as a Tourist Destination

Qualitative Research

Qualitative research generates words, not numbers. The words are analyzed (by comparing and contrasting ideas, experiences, opinions, and the themes in what people say).

The goal of **qualitative** research is to:

- answer questions about the ‘what’, ‘how’ or ‘why’ rather than ‘how many’ or ‘how much’ (Patton and Cochrane, 2002)
- explore some aspect or **quality** of people’s life such as peoples’ experiences and attitudes (called phenomena); (Patton and Cochrane, 2002)
- understand and describe phenomena from the participants’ perspective i.e. learn about and share other peoples’ perspectives (Merriam 2002)
- understand the nature of a setting i.e. what it means for participants to be in that setting (such as shopping at the Co-op, or going berry-picking, or having the flu, or watching a hockey game), and what their lives are like and what’s going on for them and what their world looks like in that particular setting and how they feel about all of those things.

The analysis of qualitative research strives for deep understanding (Patton 1985). So when we talk to participants to understand their experiences and attitudes and knowledge we try to get a lot of details and descriptions to really deeply understand the whole picture and the whole context.

To deeply understand the whole picture, we may need to ask several people the same question because everyone has different knowledge and experiences.

For example, if the goal of a research project was to explore people’s experience when watching professional hockey on tv. If I were to ask you how you felt when you watched the hockey game last night you might say “I was really excited and was so excited my team won, but I missed the winning goal because I had to go to bed early to get up for today”.

Somebody else (who is a fan of the other team) might say “My team lost so that was disappointing, but it was a good game, and I stayed up to watch the end of it, so now I’m a bit tired).

Somebody else might say “There are so many fights last night I got annoyed so partway through the game I starting watching something else”.

They all watched the same hockey game, or part of it anyway, but had different experiences.

So now we know that people can feel all of those things when they watch hockey, some of the reasons they feel that way, if they watched the whole game, and how they feel today because of it.

With qualitative research, we want to know all of the possible realities that different people experience. So, every answer is right. And no answers are wrong. They are all “true”.

Similarly, for our project will ask several people about tourism in Gjoa Haven and at the Franklin Wrecks sites. They will all have different knowledge depending on their experiences, what they have seen and heard, and what

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Adapted from Dr. Natalie Carter

their role or position is within the community. We want to know so that when we share it with the Hamlet, the Nattilik Heritage Centre, Government of Nunavut and Parks Canada and we want to have the biggest picture possible of all of the possible answers and share everyone's perspective.

Participant selection

Since we want to understand a specific phenomenon or experience or aspect of people's lives we need to select participants from whom the most can be learned. We want to select people who are the experts about our research topic and who are willing to share their knowledge. This is called purposive sampling.

First, we decide what criteria or qualities are essential in choosing who could participate and share key information about the phenomenon, called "inclusion criteria". Essentially this is a list of qualities or characteristics that make up the ideal participant.

For instance, in this study we want to understand Gjoa Haven community members opinions about tourism and tourism around the Franklin Wrecks. Our inclusion criteria are:

- men and women who are
- currently involved with tourism in Gjoa Haven
- experts about tourism and economic development opportunities
- knowledgeable about what is happening with regard to tourism around Gjoa Haven
- happy to share their knowledge.

Interview techniques

You will need to provide a clear explanation of the purpose of the project and help people feel at ease. Using the guide, you will ask the participant questions and try to draw out information, asking for details and tactfully moving things forward when the conversation is drifting. Usually there will be two people at an interview, so one can concentrate on the question guide and managing the discussion, while the other takes notes, checks the tape recorder and helps with the organization

We want to hear everyone's story and opinions. Everyone has different knowledge. Every answer is right and none are wrong because it is people's opinions and everyone has different experiences and impressions. We want them all so that when we share it with policy makers we can have the biggest picture possible of all possible answers. Remind people of that and make participants feel that their opinion is valuable and important (because it is!).

Facilitators do not contribute answers to the questions even if they know they answer. They are not participants rather they are facilitating (helping, enabling) participants to give answers. But facilitators knowledge can help with thinking of appropriate questions and probing (digging deeper) into what participants say (or don't say).

Facilitators should not lead participants or suggest what the "right" answer is. If someone asks a question a facilitator does not know it is completely fine to say "I do not know but I would be happy to try to find out for you and can let you know". Then make sure you do try to find out and get the answer to the participants.

Body language

- Head nodding
- Eye contact
- Facing participants when they speak
- Lean in or out to get them to talk more or less

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- Smiling
- Good to react to what participants say to indicate you are listening but you don't have to overdo it or make any sound even

Be very familiar with the data collection tool (questions you want answered)

Know the questions really well so it feels like you're just chatting. Practice going through the data collection tool and saying the questions out loud several times. That way you will be less likely to stumble over questions because they will be almost memorized. You only want to need to glance at the paper during the discussion, to know what the next question and practicing the questions ahead of time really well makes that easier. If any questions seem unclear or you are not sure what information the research team is hoping for, just ask. If it is unclear to you quite possibly it will be unclear to the participants as well, so your question will help improve the research.

The scribe (note-taker) is taking notes and the recording is being audio recorded to transcribe it later so the facilitator is just asking questions and listening. Make quick notes on your paper if there is something a person mentions briefly and that you want to go back to and ask them about, but focus on active listening and not on note-taking.

Keeping participants on track. If they get off topic for a minute or two it's okay but you don't want to lose control of the conversation and have it go on and on. You can bring it back by saying "Those are really interesting points. Earlier we were talking about ___ or earlier you mentioned....tell me more about that".

Letting the conversation flow

Sometimes a facilitator does not even need to talk for several minutes if participants get into a good discussion. In that case, your body language can indicate you are attentive and engaged but you don't have to speak.

People will jump around different topics and may answer the next question in the data collection tool without even being asked. That's okay. Let them talk and allow the conversation to flow.

If you are getting the answers you need it does not matter the order you get them in. When the discussion is typed out and analyzed the answers will be grouped together. As long as the questions are answered it does not matter the order they are answered in. The data collection tool is a guide to keep the conversation organized but it does not have to be followed exactly in order if participants are giving the answers ahead of time. It is fine, in fact encouraged, to be flexible.

If participants do answer a question before you ask it, when you do get to that question, remember that someone already answered it and say something such as "Charlie told us about his experience with... (and give a quick summary). What experience have other people here had related to that? i.e. ask your question but first recognize that someone has already talked about that topic. Participants might get annoyed if they feel they have answered a question and it is being asked again, as if you weren't listening or as if what they said wasn't important. That's why you summarize what they said (active listening) but see if anyone else wants to add to it.

Active listening

Listening is the most important skill in facilitating. It is hard for many facilitators to stay quiet and to listen actively. Facilitators must listen on at least three levels.

Level one: Listen to the words

Listen to what the participant is saying. Concentrate to make sure you they understand it and to decide if what they are hearing is as detailed and complete as you would like it to be.

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Level two: Listen for the inner voice (or what is being hinted at but not said)

Listen for what George Steiner (1978) calls “inner voice,” as opposed to an outer, more public voice. An outer, or public, voice always reflects an awareness of the audience.

It is not untrue; it is guarded. It is a voice that participants would use if they were talking to an audience of 300 in an auditorium.

For instance, if participants say they are “facing a challenge” or talk about their work as “an adventure” you might sense you are hearing a public voice (they are being a bit vague and don’t really want to complain but it sounds like some struggle is going on).

Search for ways to get to the inner voice by asking for clarification. For instance, you could say “It sounds like there are some challenges you are facing. Will you tell me more about those parts of your experience?”

By taking participants’ language seriously without making them feel defensive about it, facilitators can encourage a level of thoughtfulness more characteristic of inner voice.

Level three: Be aware of the room, the time, and the plan

Facilitators must listen while remaining aware of the process as well as the substance (like a good teacher in a classroom). They must be conscious of time during the interview; they must be aware of how much has been covered and how much there is yet to go. They must be sensitive to the participant’s energy level and any nonverbal cues they may be offering (yawning, fidgeting, shaking their head or nodding).

Facilitators must listen hard to assess the progress of the discussion and to stay alert for cues about how to move the discussion forward as necessary.

This kind of active listening requires concentration and focus beyond what we usually do in everyday life. It requires that, for a good part of the time, we quash our normal instinct to talk. At the same time, facilitators must be ready to say something when a navigational nudge is needed. (Seidman 2006)

Keeping on time. We have a lot of information to get through in only a few hours. We want to make sure all the questions are answered. On your copy of the data collection tool make a note of how many minutes you have for that question and try to keep to it. The pre-test (or practice-run) will help with that (more about pre-testing later).

Follow up but do not interrupt

Avoid interrupting participants when they are talking. You might be more interested in something a participant says than they seem to be. While the participant continues talking, you might feel strongly tempted to interrupt to pursue the interesting point. Rather than doing so, however, you can jot down the key word and follow up on it later, when doing so will not interrupt the participant’s train of thought.

For example, someone might briefly mention a time when they were concerned about a denning area that had been disturbed by a boat passing through but they go on and talk about the whales they were on their way to hunt. At the time, you might be very interested in the part about the denning area, but they want to talk about hunting whales. Rather than interrupting you would write “denning area disturbed by icebreaker” and “concerned.”

Later, when there is a pause or the participant finishes the story about whale hunting, you can return to those words you wrote down by saying, “A while back you talked about being concerned about a denning area that was disturbed by a passing icebreaker. Would you talk more about that?”

Share experiences...sometimes

There are times when your experiences may connect to participants’ experiences. Sharing your experience in an open and personal way may encourage participants to share their own inner voice more. But if you share too much

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Adapted from Dr. Natalie Carter

it can distract participants from their own experience to yours or participants might become impatient for you to stop talking. So it's okay to share now and then, but make sure you aren't talking too much.

Trust your instincts

Trust your instincts. Follow your hunches. Sometimes during a discussion, a question will start to form, perhaps first as a vague impression, then as a real doubt. Trust those feelings you have, figure out the question that best expresses them, and ask it. Be brave, take chances, but be respectful.

Silence

Silence can feel uncomfortable if we are not used to it. Sometimes if facilitators are uncomfortable with silence they can get impatient and jump in to the discussion to fill the silence. It helps to remember that you will be very familiar with the questions but the participants have never heard the questions before. So giving them a few seconds to think about if there is anything more they would like to say gives them time to give a complete answer, to remember, to add details etc.

When a participant stops speaking, and you feel there might be more they could share or might wish to share, you can count to 5 in your head and just let there be silence. You may find they continue to speak. Thoughtfulness takes time; if facilitators can learn to tolerate either the silence that sometimes follows a question or a pause within a participant's story, they may hear things they would never have heard if they had leapt in with another question to break the silence.

On the other hand, a silence that is too long can put too much pressure on participants and it becomes an embarrassing silence. There is a delicate balance between jumping in too soon with a question and waiting too long in silence. There are no rules of thumb. It is important to give your participants space to think, reflect, and add to what he or she has said. This may take a second or two for some participants and 20 seconds for others.

Closed versus open questions

Closed questions: Sometimes a yes or no or one word answer is appropriate especially if it leads into the next question.

For example: Have you ever encountered tourists in Gjoa Haven?
Participants will likely only say "yes" or "no".

However, once we know some of them have had that experience or know of others who experience it, we want to learn all about it, where it happened, when it happened, the situation, the impact on them and others, how they felt about it etc. So we would ask open questions.

Open questions: invites the participant to describe their experience or the event or tell a story. "An open-ended question, unlike a leading question (described below), establishes the territory to be explored while allowing the participant to take any direction he or she wants. It does not assume about what the answer is". (Seidman 2006)

For example, a closed question might be "have you ever encountered tourists in Gjoa Haven? (Likely to get a yes/no answer).

An open question might be "Tell me about a time when you encountered tourists" or "Tell me more about when you encountered tourists".

Open questions allow the conversation to flow and allow people to share their knowledge and stories openly. When doing qualitative research that's exactly what we want!

Adapted from Dr. Natalie Carter

Avoid Leading Questions

A leading question is one that influences the direction the answer will take.

Sometimes the way the question is asked, the wording or the tone, implies an expectation or gives a hint about what the answer might or should be and want to avoid that so participants feel free to tell the story their own way without being influenced by us, or by what participants think we want them to say.

Here are some examples:

“Did you *really* mean to do that?” (leading because feels a bit judgmental) instead of, “Tell me about how you decided to do that”.

“Your parents pushed you to study, didn’t they?” (leading because you listened to what they said then summarized that their parents pushing them) instead of, “Will you describe the influence your parents had on your school experience?”

“How satisfied were you with the amount of time you spent on the land last year?” (leading because it assumes they were or weren’t satisfied in some way) instead of, “What was your time on the land last year like for you?”

Avoid Reinforcing Participants’ Responses

Avoid reinforcing what participants are saying, either positively or negatively. This helps participants feel freer to talk without judgment or approval. Also, you will get really tired of doing this for hours on end!

Probing/exploring

Clarity and getting the whole story and context

What participants are describing/explaining needs to be clear to non-arctic and arctic residents so oblique references to things need to be probed or explored. For [example](#) a participant might say “Remember what happened last summer when the cruise ship arrived?” and the other participants all seem to know what they are talking about. And you may even know what they are talking about! There is a whole story about something that happened last summer and everyone will have ideas and thoughts about what happened. We want to hear all about it and understand what happened. And if someone is analyzing the data who does not know the story, all of those details about that experience are unavailable to them. [So](#) you might say, “Oh yes I remember that! Will you tell us the story of what happened that day and we can talk about it?”

Remember if the results are going to be shared with people outside the community, which often they will be, then the whole story needs to be told so they understand the whole picture.

Taking field notes (scribe)

Field notes are notes about what participants said. Think of it as notes that could be used as a summary at the end of the day of the main things that were said or highlights of the day. The discussion is being recorded so you do not need to take word-for-word notes. It could be writing down things like “10:15 a.m.- Participant A- wants to know when results will be ready and if he can see them”.

Use a notebook and write your name on the cover (loose paper is more easily lost and tapping on computer keys can be distracting). Have a copy of the data collection tool and write your name on it. You will be surprised how they can disappear and putting your name on it will help you know it is yours.

In the notebook at the top of the page write your

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- name,
- the date, (eg. March, 2020)
- the location (eg. Nattilik Heritage Centre, Gjoa Haven)
- and the event (eg. Interview #1 – Day 1)

This is very helpful when the research team goes back to look at it, sometimes months later, and if they have questions they will know you were the scribe and that it goes with the recording. It helps to keep the data organized.

Then write the same heading as in the data collection tool for example Tourism in Gjoa Haven.

Then write the question number for example Question 7.

Then make notes for that question as participants give answers.

When the facilitator asks the next question, write the question number down for example Question 2.

Then make notes for that question as participants give answers.

If participants jump around and give answers to questions even if the facilitator has not asked it yet just write it down in the order it happens and make a note in the column of what question you think it is.

At the end of the day, read through the notes and add any comments or points that make things clearer for others reading the notes. Even if you have run out of space and have to write it at the end just write down the question number and jot down your thoughts.

At the end of the day take a few moments to share the notes with the other members of the research team including the facilitator so that questions can be modified in future interviews, points can be clarified while everyone's memory is fresh etc.

Pre-testing data collection tools

Pre-testing is the dress rehearsal before the actual event. Pre-testing with people who have the same traits as the people who will be participating in the workshop are the ideal. Pre-test in the same location as the workshops will be held if possible because then you can see how the tables should best be set up, where to put flipcharts or the projector etc.

Pretend the pre-test is the real thing since the purpose is to find out what works, what doesn't work, and how long it takes so you need to make it as real as possible! Also the answers people give in the pre-test are results and are important and may be analyzed.

Make a note on the data collection tool of how long each question takes to answer, of questions that participants find unclear or that are not answered very well, of questions participants are uncomfortable answering in case there is another way to ask it that they would be more comfortable with.

Refining data collection tools

Right after the pre-test (or first thing the next day if it is too late in the day when you finish) meet as a team and go through the tool one question at a time. Compare notes and ideas and modify the questions appropriately.

Projecting the data collection tool as a Word document and making the changes then and there can really save time since at the end of the conversation you will have the final version and everyone will have agreed on it. Refining the data collection tool can take a lot of time so allow up to a full day for modifications especially if your data collection tool is long.

Appendix 8: Community Researchers Training Materials

Adapted from Dr. Natalie Carter

Practice the new questions until you are comfortable with them.

The Interview

Creating an agenda for the Interview

Who speaks first? Who opens the interview? How do we handle/respect/acknowledge elders and other special guests?

Preparing a welcome speech for participants and special guests

Preparing an introduction of the people and the project is the research team, facilitators, background/purpose and summary of the project, the goals and objectives, the project, the timeline for results and what they will be (eg reports, publications, who the end users are and if all or some information will be publicly shared), results sharing and validation sessions with the community. This could be a speech, could include a slide presentation, each facilitator could do part of it or introduce themselves etc.

Research Ethics (much of it taken from Patton and Cochrane 2006)

Research must be done ethically. Since we will be talking to people about their personal experiences and opinions it is important to do it in a way that is respectful and does no harm to participants. As a researcher, you have responsibilities to your research participants, but also to your colleagues, and the people to whom you will present your findings.

One starting point in considering research ethics is the four principles of Tom Beauchamp and Jim Childress (1983):

1. Autonomy: respect the rights of the individual
2. Beneficence: doing good
3. Non-maleficence: not doing harm
4. Justice: particularly equity

Consider carefully the context in which you will be working, the aim of your research and how sensitive the topic might be. Consider if the questions that you will be asking might make participants uncomfortable or fearful of consequences?

Asking a person to talk about negative experiences or situations that worry or upset them can cause or increase anxiety and stress. It may not only create anxiety and stress during the discussion, but also after the discussion. It is therefore very important to be careful about how you ask questions and what questions you choose to ask.

Two key ethical issues that should be considered in any project are **consent** and **confidentiality**.

Consent

Everyone who participates in the study should have freely consented to participation, without being coerced or unfairly pressured. This means they should be well-informed about everyone that is involved in being a participant, and reassured that nothing bad will happen if they choose not to participate.

Ensuring participants have given informed consent, might include things like telling participants

- that the discussion will be recorded,
- that the results will be shared publicly and with government policy-makers
- that quotes will be used but no names will be given when they are quoted
- that they do not have to answer any question they do not want to
- that they can leave at anytime and still receive the honoraria

Appendix 8: Community Researchers Training Materials

Adapted from Dr. Natalie Carter

- if it is an interview they can withdraw their answers

Confidentiality

It is often very important to protect the identity of participants. It is best to suggest to participants that they only say what they are comfortable being made public.

If the names of participants are collected, for instance a list of names of participants where you check off if they attended and received their honoraria, the identity of the participants must be protected at all times and not left lying around in notebooks or un-protected computer files.

APPENDIX 9: RECRUITMENT – DETAILED PROJECT DESCRIPTION

Tourism in Inuit Nunangat: Examining the Franklin Wrecks as a Tourist Destination

Project Description:

This project builds on previous research (Arctic Corridors and Northern Voices Research Project 2017), proposal writing (MEOPAR and Clear Seas) and a scoping trip to Gjoa Haven (February 2019). This project is funded by MEOPAR and Clear Seas.

Purpose: Tourism is a growing industry and an important part of Nunavut's economy. The public unveiling of the Franklin Wrecks is anticipated to generate tourism demand and related tourism development opportunities. However, what is unclear is what the potential visitor experience could look like or the feasibility of developing a visitor experience. The purpose of this research project is to document community knowledge and perspectives on tourism development to assist in tourism planning, management and development at the Franklin Wrecks site.

Objectives

1. Identify community perspectives and recommendations for tourism development;
2. Document community perspectives on the Franklin Wrecks site as a tourism destination; and
3. Determine how the Franklin Wrecks will influence tourism development in Gjoa Haven.

Methodology

Potential research participants will be identified experts (identified by the hamlet or local organizations, local (youth) or other participants) and members of local community organizations (e.g. members of the Economic Development Committee, KIA Representative, HTO Board Members, and Nattilik Heritage Centre Board Members). Semi-structured interviews will be conducted by local (youth) researchers and the visiting researcher, in English and Inuktitut according to participants preference, and audio recorded. Participants will be compensated for their time according to local guidelines.

Data

Discussions will be thematically analyzed with a focus on presenting participants' knowledge and perspectives. Everything will be fully shared with partnering community organizations and research participants if desired. The community would maintain ownership, control, access and possession of the information.

Reporting

A draft report summarizing the key findings would be produced. Visiting and local researchers would review these together, then co-facilitate reviews with available participants. Feedback would be incorporated. The final report would be shared with the community according to local preferences (e.g. radio, Facebook, open-house). The research will result in several peer-reviewed publications that will be shared with the community upon publication. All outputs will be mailed or emailed to the community.

Appendix 9: Recruitment – Detailed Project Description

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Appendix 9: Recruitment – Detailed Project Description

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APPENDIX 10: RECRUITMENT – SCRIPT

You are invited to participate in a research project about tourism in Gjoa Haven and around the Franklin Wrecks with a researcher (Melissa Weber) from the University of Ottawa. The purpose of the project is to document community knowledge and perspectives on tourism to assist with tourism planning, management and development.

You have been invited because of your role in the community and your knowledge about tourism. We would really appreciate you sharing your knowledge and perspectives on tourism in Gjoa Haven and around the Franklin Wrecks.

The interview will take between 1-2 hours to complete.

Questions to ask a participant if they agree to participate:

- ☐ When is a good time for you? (date and time)
- ☐ Where should we meet with you?
- ☐ What language would you prefer for the interview? (English or Inuktitut)
- ☐ You will receive an Honoria of \$100, would you prefer a gift card to the Co-op or the Northern?

APPENDIX 11: RECRUITMENT – RADIO ANNOUNCEMENT

Local youth (Barb Okpik, Gibson Porter, and Naomi Nahalolik) are working with a researcher named Melissa Weber from the University of Ottawa on a project about tourism in Gjoa Haven and around the Franklin Wrecks. They are looking to speak with people who know about tourism. If you are interested please come by the Nattilik Heritage Centre today or call Barb, Gibson or Naomi to learn more.

APPENDIX 12: INVITATION LETTER

Invitation to Take Part in Group Discussion or Interview

Tourism development in Inuit Nunangat: Examining the Franklin Wrecks as a tourism destination

Dear,

You are invited to participate in a research project conducted by Melissa Weber, Dr. Jackie Dawson and Dr. Natalie Carter from the Department of Geography at the University of Ottawa. This project is funded by MEOPAR and Clear Seas.

The public unveiling of the Franklin Wrecks is anticipated to generate tourism demand and related tourism development. The purpose of this research project is to document community knowledge and perspectives on tourism development to assist in tourism planning, management and development.

The objectives are:

1. Identify community perspectives and recommendations for tourism development;
2. Document community perspectives on the Franklin Wrecks site as a tourism destination;
and
3. Determine how the Franklin Wrecks will influence tourism development in Gjoa Haven.

You have been invited because of your role in the community and your knowledge about tourism. We would really appreciate you sharing your knowledge and perspectives on tourism in Gjoa Haven and at the Franklin Wrecks.

It is possible you may be uncomfortable sharing your knowledge and perspectives. If you are uncomfortable at any time you do not have to answer any question and you can leave at any time. Your participation is completely your choice and you are free to leave at any time for any reason. There will be no consequences or penalties for withdrawing from the research project. You will benefit by coming together with other Gjoa Haven community members to share experiences and knowledge about tourism.

The event will be held at _____ on _____
from _____am to _____pm.

The Process

To fully participate in this research project, you will need to provide 2 hours of your time for an interview. You will be compensated in the amount of _____ for your time. Light refreshments will be provided to you free of charge.

The interview will be audio recorded and notes will be taken during the discussions. Collected data and notes will be stored in a locked drawer and room that only Melissa will have access to. Any notes typed into Melissa's computer will be password protected. Paper copies and the audio recordings will be stored in a locked storage room in the Department of Geography at University of Ottawa under the care of Dr. Jackie Dawson.

Any information you share during the interview will be presented only in group form and not as responses made by individuals. Any quotations of what you say will be anonymous. Information and opinions that you share will be included in the results of this project and will be shared publicly in the form of reports, publications, or related outputs (e.g. posters, presentations, news items). Also, original audio, video, photo, and/or transcript (recordings that have been typed out) will be stored and publicly accessible for future use in this community for heritage or education purposes, and/or in future research projects affiliated with project team members.

The discussion is essentially a public process so please say only what you feel comfortable being made public. Lastly you have the option of having your name included in a list of participants acknowledged for their contribution to the maps and you can indicate your choice on the attached consent form.

Contact Information

If you have any questions or concerns about this project, or the consent you have provided, please contact Melissa who can be reached at _____ the researchers involved, Nunavut Research Institute, or the University of Ottawa Ethics Committee:

Appendix 13: Participant Consent Form

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Appendix 13: Participant Consent Form

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Appendix 13: Participant Consent Form

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Tabret Hall – room 154
550 Cumberland Street
Ottawa, Ontario

APPENDIX 13: PARTICIPANT CONSENT FORM

Université d'Ottawa | University of Ottawa

Consent Form

Tourism Development in Inuit Nunangat: Examining the Franklin Wrecks as a tourism destination

I have received the invitation/information letter to participate in an interview that goes along with this consent form. I have been fully informed of the objectives of the project being conducted. I understand these objectives and consent to participate in the interview for the project.

I understand that steps will be undertaken to ensure that my comments will remain anonymous and confidential. I agree that the researchers have suggested I may wish to only say what I feel comfortable being made public.

I understand the interview will be audio-taped and that photographs will be taken. I also understand that, if I wish to withdraw from the study, I may do so at any time and without any repercussions. I have been informed of what it means to participate in this project. I am willing to participate in the discussions or interview in support of this project.

Audio recordings and research documents will be stored for 5 years and then destroyed. Participants will receive a copy of the signed consent form.

I understand I have been given the option to have my name included in a list of participants who contribute to the discussions. I would like my name used as follows: (check them)

I want my name included in a list of participants who contributed to the discussions.

I want to provide a brief personal biography to the research team and I give permission for it to be included in any reports and publications related to this project.

I want to provide a photograph of myself to the research team and I give permission for it to be included in any reports and publications related to this project.

Participant Consent: Print name: _____

Sign name: _____

Verbal consent, check here: _____

Date(s) of consent: _____

Researcher signature: _____

Appendix 13: Participant Consent Form

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APPENDIX 14: INTERVIEW GUIDE PRIOR TO FEEDBACK FROM COMMUNITY RESEARCHERS

Draft Discussion Questions for Tourism Development in Inuit Nunangat Research Project (to be refined with Gjoa Haven (youth) researchers)

Tourism in Gjoa Haven

21. Tell me about tourism in Gjoa Haven.

- How do most tourists arrive in the community – plane or cruise ship?
- Has the number of tourists changed?
- What are the main tourism attractions in Gjoa Haven?

22. How is tourism affecting the community – good and bad?

- What have you observed in the community related to tourism?
- Tell me about employment opportunities related to tourism.
- Is working in tourism a long-term career?

23. Do you want to see more tourists coming to Gjoa Haven? Why or why not?

- Would you like to see more cruise ships? Why or why not?
- Would you like to see more yachts? Why or why not?
- Would you like to see more tourists arriving by air? Why or why not?

24. Please describe the factors that are allowing tourism to develop.

25. Please describe the factors that are keeping tourism from developing.

26. Tell me about what changes should be made to help tourism to develop.

27. Tell me about what changes should be made to control/manage tourism.

Tourism around the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site

28. Tell me about the 2014/2016 public unveiling of the Franklin Wrecks.

- How did you feel about that?

Appendix 14: Interview Guide Prior to Feedback from Community Researchers

- Now that the sites have become public, what has this meant for the community?
29. Some tourists are really interested in visiting the Franklin Wrecks, what do you think about that?
- What would tourists do?
 - What do you want them to do?
 - What do you want them to learn?
 - Are there places you don't want tourists to go?
 - What do you think about tourism vessels going to the site?
 - Do you have recommendations about them going to the site?
30. Some tourists are really interested in visiting the community, what do you think about that?
- What would tourists do?
 - What do you want them to do?
 - What do you want them to learn?
 - Are there places you don't want tourist to go?
31. Do you think it is possible to develop a visitor experience at the Franklin Wrecks site?
- What would make it easy?
 - What would make it hard?
32. Tell me about how the public unveiling of the Franklin Wrecks has influenced tourism development in Gjoa Haven?
33. Tell me about how you think the public unveiling of the Franklin Wrecks will influence tourism development in the future?
34. Tell me about what you would like tourism in Gjoa Haven, and at the Franklin Wrecks to look like?

Recommendations

35. Based on our discussions today, what recommendations do you have (Nunavut or Gjoa Haven) to enhance tourism development, in general.

Communication

Appendix 14: Interview Guide Prior to Feedback from Community Researchers

36. Once we write a report, how should they be shared with you (the participants)?

37. How should they be shared with the rest of the community?

38. Who else should the report be shared with?

Conclusions

39. Is there anything else you wish to add about this topic that we have not talked about?

APPENDIX 15: INTERVIEW GUIDE AFTER FEEDBACK FROM COMMUNITY RESEARCHERS (FINAL VERSION)

Draft Discussion Questions for Tourism Development in Inuit Nunangat Research Project

Tourism in Gjoa Haven

40. Tell me about tourism in Gjoa Haven.

- How do most tourists arrive in the community – plane, cruise ship, sailboats or yachts?
- Has the number of tourists changed?
- What are the main tourism attractions in Gjoa Haven?
- Tell me about opportunities related to tourism.
- Tell me about concerns related to tourism.
- What do you think about tourism?

41. Do you want to see more tourists coming to Gjoa Haven? Why or why not?

- Would you like to see more cruise ships? Why or why not?
- Would you like to see more sailboats or yachts? Why or why not?
- Would you like to see more tourists arriving by air? Why or why not?

42. Please describe what is helping tourism develop/increase.

43. Please describe what is keeping (stopping) tourism from developing/increasing.

44. Tell me about what changes should be made to help tourism to develop.

45. Tell me about what changes should be made to control/manage tourism.

Tourism around the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site

46. Tell me about the 2014/2016 public announcement of the Franklin Wrecks.

- How did you feel about that?
- Now that the sites have become public, what has this meant for the community?

Appendix 15: Interview Guide After Feedback from Community Researchers (Final Version)

47. Some tourists are really interested in visiting the Franklin Wrecks, what do you think about that?

- What do you want tourists to do?
- What do you want tourists to learn?
- What do you think about tourism vessels going to the site?

48. Some tourists are really interested in visiting the community, what do you think about that?

- What do you want tourists to do?
- What do you want tourists to learn?

49. Are there places you don't want tourists to go?

50. What do you think about developing opportunities for tourists at the Franklin Wrecks site?

- What would make it easy?
- What would make it hard?

51. Tell me about how the public announcement of the Franklin Wrecks has influenced tourism development in Gjoa Haven?

52. Tell me about how you think the public announcement of the Franklin Wrecks will influence tourism development in the future?

53. Tell me about what you would like tourism in Gjoa Haven, and at the Franklin Wrecks to look like?

Recommendations

54. What recommendations do you have to enhance tourism development, in general.

Communication

55. Once we write a report, how should they be shared with you (the participants)?

56. How should they be shared with the rest of the community?

57. Who else should the report be shared with?

Conclusions

58. Is there anything else you wish to add?

59. Is there anyone else you think we should talk to?

APPENDIX 16: CONSENT FORM FOR SURVEY



uOttawa

Université d'Ottawa
Faculté des arts
Département de Géographie

University of Ottawa
Faculty of Arts
Department of Geography

Sustainable Development Options for Tourism Opportunities at the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site

You are invited to participate in a research study conducted by Melissa Weber (PhD Candidate) under the supervision of Dr. Jackie Dawson from the Department of Geography, Environment and Geomatics at the University of Ottawa about The Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (the Franklin Wrecks). The site is jointly managed by Parks Canada and Kitikmeot Inuit Association as a federally legislated protected area. Protected areas in Canada are managed under the dual mandate of conservation and visitor experiences. This project is funded by MEOPAR, Clear Seas and SSHRC.

Your participation in this research project will help improve our understanding of motivations and expectations for the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site; explore potential visitors level of interest in engaging in tourism related experiences; and identify the envisioned visitor experience.

You must be at least 18 years of age to participate. This survey is expected to take about 15-20 minutes and can be completed using the link provided. You do not have to answer any questions that you do not want to answer.

Participation in this survey is voluntary and anonymous. You will not be asked for any identifying information. The information that you will share will remain strictly confidential and will be used solely for the purposes of this research. The only people who will have access to the research data are Melissa Weber and Dr. Jackie Dawson. Your answers to open-ended questions may be used verbatim in presentations and publications but you will not be identified. Results will be published in aggregate format and will be summarized with the responses of others. We will keep our study records for a minimum five years. All records are destroyed according to University of Ottawa policy.

Anonymity is guaranteed since you are not being asked to provide your name and any personal information. Please note that given the anonymous nature of the study, once you submit the survey, you will be unable to withdraw your responses from the study as the researchers will be unable to retrace individual datasets. There are no known or anticipated risks to participating in this study.

In order to minimize the risk of security breaches and to help ensure your confidentiality we recommend that you use standard safety measures such as signing out of your account, closing your browser and locking your screen or device when you are no longer using them / when you have completed the questionnaire.

This study has received ethics clearance through the Office of Research Ethics at the University of Ottawa. If you have any questions or would like additional information about the study to assist you in reaching a decision about participation, you may contact, Melissa Weber, Dr. Jackie Dawson or the University of Ottawa Ethics Committee:

APPENDIX 17: RECRUITMENT SCRIPT FOR SURVEY

Sustainable Development Options for Tourism Opportunities at the Wrecks of the HMS Erebus and HMS Terror National Historic Site

Sustainable Development Options for Tourism
Opportunities at the Wrecks of the HMS Erebus and HMS
Terror National Historic Site

RESEARCH PROJECT

Participants Needed!

**Interested in sharing your opinions about
tourism at the Franklin Wrecks?**

Click the link to get started!

 uOttawa
ESPG  Environment, Society
and Policy Group

THIS PROJECT HAS BEEN REVIEWED BY AND RECEIVED ETHICS
CLEARANCE THROUGH THE UNIVERSITY OF OTTAWA

You are invited to participate in a survey (15-20 minutes) conducted by Melissa Weber (PhD Candidate) under the supervision of Dr. Jackie Dawson from the Department of Geography, Environment and Geomatics at the University of Ottawa.

The Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (the Franklin Wrecks) are located in the Canadian Arctic near the community of Gjoa Haven. The site is jointly managed by Parks Canada and Kitikmeot Inuit Association as a federally legislated protected area. Your participation will help improve our understanding of motivations and expectations for the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site; explore potential

Appendix 17: Recruitment Script for Survey

visitors level of interest in engaging in tourism related experiences; and identify the envisioned visitor experience.

Participation in this survey is voluntary and anonymous. You will not be asked for any identifying information. The information that you will share will remain strictly confidential and will be used solely for the purposes of this research. You must be at least 18 years of age to participate. Please read the attached consent form.

If you wish to participate, please use the link provided.

APPENDIX 18: SURVEY IMPLEMENTATION

Table 15: Posting Schedule.

Remembering the Franklin Expedition Facebook Group				
Date	Time	Action (Post or Share)	Number of Group Members	Notes
December 7, 2020	3:25 AST	Post	2579	
December 14, 2020	3:46 AST	Comment on post	2584	
January 4, 2021	12:08 AST	Post	2592	
January 11, 2021	4:00 AST	Comment on post	2604	Thank you to everyone who has taken the time to fill out this survey! We are looking for more responses and would greatly appreciate your interest and time.
February 1, 2021	3:55 AST	Post	2623	
February 8, 2021	4:11 AST	Comment on post	2639	Thank you to everyone who has taken the time to fill out this survey! We are looking for more responses and would greatly appreciate your interest and time.
March 1, 2021	9:00pm AST	Post	2707	
March 8, 2021	7:52 pm AST	Comment		“Reminder, last chance to participate. The survey will be closing March 31 st . Thank you all for your support!”
Polar Expedition Facebook Group				
Date	Time	Action (Post or Share)	Number of Group Members	Notes
February 8, 2021	4:15 AST	Post	2685	
March 8, 2021	7:55 pm AST	Post	2995	
Terror and Erebus Facebook Group				
Date	Time	Action (Post or Share)	Number of Group Members	Notes
February 15, 2021	5:30 AST	Post	504	

APPENDIX 19: SURVEY

Sustainable Development Options for Tourism Opportunities at the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site

Thank you for your interest in participating in this research project. The Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (the Franklin Wrecks) are located in the Canadian Arctic near the community of Gjoa Haven. The site is jointly managed by Parks Canada and Kitikmeot Inuit Association as a federally legislated protected area. Protected areas in Canada are managed under the dual mandate of conservation and visitor experiences. Your participation will help improve our understanding of motivations and expectations for the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site; explore potential visitors level of interest in engaging in tourism related experiences; and identify the envisioned visitor experience. We really appreciate your input!

Your decision to complete and return this survey will be interpreted as an indication of your consent to participate.

Section 1: Motivations and Expectations

1. Please indicate how interested you are in visiting the following places:

	Extremely Uninterested	Somewhat Uninterested	Neither interested nor uninterested	Somewhat Interested	Extremely Interested
North America	1	2	3	4	5
Caribbean	1	2	3	4	5
South America	1	2	3	4	5
Europe	1	2	3	4	5
Scandinavia	1	2	3	4	5
Asia	1	2	3	4	5
Russia	1	2	3	4	5
Africa	1	2	3	4	5
Antarctica	1	2	3	4	5
Alaska	1	2	3	4	5
Iceland	1	2	3	4	5
Svalbard	1	2	3	4	5

Appendix 19: Survey

Greenland	1	2	3	4	5
The Canadian Arctic	1	2	3	4	5
The Northwest Passage	1	2	3	4	5
The Wrecks of the HMS <i>Erebus</i> and HMS <i>Terror</i> National Historic Site (the Franklin Wrecks)	1	2	3	4	5
The community of Gjoa Haven, Nunavut	1	2	3	4	5
The community of Cambridge Bay, Nunavut	1	2	3	4	5

2. Please indicate how important the following would be in influencing your decision to visit the Canadian Arctic:

	Not at all important	Slightly important	Moderately Important	Very Important	Extremely Important
To gain a new perspective on life	1	2	3	4	5
To tell others about my trip	1	2	3	4	5
To get away from the usual demands of life	1	2	3	4	5
To experience solitude	1	2	3	4	5
To learn new things	1	2	3	4	5
To experience new and different things	1	2	3	4	5
To be close to nature	1	2	3	4	5
To reflect on how humans are impacting the environment	1	2	3	4	5
To experience places I have read about	1	2	3	4	5
To do something with your family	1	2	3	4	5
To travel the Northwest Passage	1	2	3	4	5
To see natural Arctic landscapes (e.g. icebergs, sea ice, mountains)	1	2	3	4	5

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To experience a polar region firsthand	1	2	3	4	5
To experience Inuit culture and traditions	1	2	3	4	5
To visit Inuit communities and meet local people	1	2	3	4	5
To visit Beechey Island (the site of the Franklin Graves)	1	2	3	4	5
To visit the HMS <i>Erebus</i> and HMS <i>Terror</i> National Historic Site (the Franklin Wrecks)	1	2	3	4	5
To observe historic features and artifacts	1	2	3	4	5
To view wildlife and marine mammals in their natural habitat	1	2	3	4	5
To retrace the steps of explorers (e.g. Franklin, Amundsen)	1	2	3	4	5

3. If you had the opportunity to visit the Canadian Arctic, please describe what your ideal experience would look like. If you do not wish to answer please write “skip” in the text box.

4. If you had the opportunity to visit the Canadian Arctic, please indicate to what extent you would expect the following:

	Not at all expect to	Slightly expect to	Moderately expect to	Mostly expect to	Completely expect to
To see wildlife	1	2	3	4	5
To see marine mammals	1	2	3	4	5
To visit Gjoa Haven	1	2	3	4	5
To visit Cambridge Bay	1	2	3	4	5
To visit King William Island	1	2	3	4	5
To interact with Inuit	1	2	3	4	5
To see Inuit/cultural performances	1	2	3	4	5
To visit a giftshop to purchase Inuit arts, crafts and/or carvings	1	2	3	4	5

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To eat country food (e.g. seal, caribou)	1	2	3	4	5
To visit local restaurants	1	2	3	4	5
To have Inuit tour guides	1	2	3	4	5
To see Inuit owned and operated tourism businesses	1	2	3	4	5
To visit Beechey Island	1	2	3	4	5
To visit the general area of the Franklin Wrecks	1	2	3	4	5
To see the HMS <i>Erebus</i>	1	2	3	4	5
To see the HMS <i>Terror</i>	1	2	3	4	5
To see both the HMS <i>Erebus</i> and HMS <i>Terror</i>	1	2	3	4	5
To see interpretive material about the Franklin Expedition	1	2	3	4	5
To see monuments related to the Franklin Expedition	1	2	3	4	5
To visit a museum with artifacts from the Franklin Expedition	1	2	3	4	5
To have the option to participate in activities/excursions (e.g. kayaking) at the Franklin Wrecks	1	2	3	4	5
To hear stories about the Franklin Expedition from Inuit	1	2	3	4	5
To see a visitor centre with washroom facilities at the Franklin Wrecks sites	1	2	3	4	5
To see Parks Canada's archaeology team diving at the Franklin Wrecks sites	1	2	3	4	5

Section 2: The Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (The Franklin Wrecks)

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5. Please indicate your level of interest in the following:

	Extremely Uninterested	Somewhat Uninterested	Neither interested nor uninterested	Somewhat Interested	Extremely Interested
Arctic explorers	1	2	3	4	5
The Franklin Expedition	1	2	3	4	5
Roald Amundsen	1	2	3	4	5
Inuit culture	1	2	3	4	5
Arctic natural environment	1	2	3	4	5

6. Please indicate to what extent you agree or disagree with the following statements about tourism at the Wrecks of the HMS *Erebus* and HMS *Terror*:

	Strongly disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly agree
Tourists should be allowed to visit the Franklin Wrecks	1	2	3	4	5
Tourism should be prohibited until the Parks Canada archaeology team completes their investigation	1	2	3	4	5
Tourism should be closely monitored	1	2	3	4	5
A limited number of tourists should be allowed to visit per day and per year	1	2	3	4	5
Only a select number of passengers from cruise ships should be allowed to go to the Franklin Wrecks sites	1	2	3	4	5
Site guidelines should be developed for the Franklin Wrecks sites	1	2	3	4	5

Appendix 19: Survey

Tourism at the Franklin Wrecks should be led by Inuit and other local residents (as guides and business owners)	1	2	3	4	5
Additional thoughts					

7. If you were to plan a trip to the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site, please indicate how interested you would be in visiting during the following seasons:

	Extremely Uninterested	Somewhat Uninterested	Neither interested nor uninterested	Somewhat Interested	Extremely Interested
Summer season (June to August) with a high of 12 degrees Celsius and a low of -3 degrees Celsius	1	2	3	4	5
Fall season (September to October) with a high of 7 degrees Celsius and a low of -19 degrees Celsius	1	2	3	4	5
Winter season (November to March) with a high of -12 degrees Celsius and a low of -34 degrees Celsius	1	2	3	4	5
Spring season (April to May) with a high of 1 degree Celsius and a low of -24 degrees Celsius	1	2	3	4	5

8. If you were to plan a trip to the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site, please indicate how interested you would be in the following:

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	Extremely Uninterested	Somewhat Uninterested	Neither interested nor uninterested	Somewhat Interested	Extremely Interested
A cruise on a cruise ship	1	2	3	4	5
A packaged tour not on a cruise ship	1	2	3	4	5
A trip planned entirely yourself using airplanes	1		3	4	5
Your personal sailboat/yacht	1	2	3	4	5
A chartered sailboat/yacht	1	2	3	4	5
Other, please specify					

9. The Franklin Wrecks are located approximately 120 kilometres west of the community of Gjoa Haven. The HMS *Erebus* is only accessible by boat, while the HMS *Terror* is accessible by boat or by land. With that in mind, what level of interest do you have in accessing the sites via the following transportation methods:

	Extremely uninterested	Somewhat uninterested	Neither interested nor uninterested	Somewhat interested	Extremely interested
All-Terrain Vehicle (ATV) from the community of Gjoa Haven over land on ungroomed tundra	1	2	3	4	5

Appendix 19: Survey

Snowmobile from the community of Gjoa Haven over snow covered land and/or frozen ocean	1	2	3	4	5
Boat ride from the community of Gjoa Haven	1	2	3	4	5
Hovercraft over land and/or frozen ocean from the community of Gjoa Haven	1	2	3	4	5
Inflatable boat (Zodiac) from a cruise ship	1	2	3	4	5
Other, please specify					

10. Assuming you are already in the region (i.e. in the community of Gjoa Haven), how long would you be interested in travelling (one-way) in order to visit the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site? Describe any addition thoughts you have. If you do not wish to answer please write “skip” in the text box.

11. How long would you be interested in staying at the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site?

I don't know	A few hours	A full day	Overnight	A few days (1-4 days)	At least a week (5-7 days)
0	1	2	3	4	5
Other, please specify					

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12. Please describe what your ideal experience at the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site would look like. If you do not wish to answer please write “skip” in the text book.

13. Please indicate how interested you would be in participating in the following potential activities at the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site:

	Extremely uninterested	Somewhat uninterested	Neither interested nor uninterested	Somewhat interested	Extremely interested
Snorkeling near the wrecks	1	2	3	4	5
Scuba diving near the wrecks	1	2	3	4	5
Kayaking near the wrecks	1	2	3	4	5
Taking a zodiac ride near the wrecks	1	2	3	4	5
Taking a helicopter tour over the wrecks	1	2	3	4	5
Seeing the wrecks via underwater remotely operated underwater vehicle (ROV; drones) at the wrecks sites	1	2	3	4	5
Being onboard a glass bottom barge overtop of the wrecks	1	2	3	4	5

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Participating in a polar plunge (i.e. jumping in and getting out immediately) near the wrecks	1	2	3	4	5
Snowmobiling around the wrecks sites	1	2	3	4	5
Dog sledding around the wrecks sites	1	2	3	4	5
What other tourism activities could you envision taking place?					

14. Please indicate the likelihood that you will visit the Wrecks of the HMS *Erebus* and HMS *Terror* in your lifetime:

Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
1	2	3	4	5

15. Please describe any factors or reasons that are influencing or will influence the likelihood of you visiting the Wrecks of the HMS *Erebus* and HMS *Terror* in your lifetime. If you do not wish to answer please write “skip” in the text box.

16. How much would you be willing to pay per person to visit the Wrecks of the HMS *Erebus* and HMS *Terror* in USD (all-inclusive – flights, accommodations, food, getting to the Franklin Wrecks etc.). If you do not wish to answer please write “skip” in the text box.

17. How interested would you be in a virtual Wrecks of the HMS *Erebus* and HMS *Terror* experience?

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	Extremely uninterested	Somewhat uninterested	Neither interested nor uninterested	Somewhat interested	Extremely interested
From your home/personal electronic device	1	2	3	4	5
From Gjoa Haven	1	2	3	4	5

18. Describe your ideal virtual experience and what it would look like. If you do not wish to answer please write “skip” in the text box.

19. How much would you be willing to pay in USD to experience the Wrecks of the HMS *Erebus* and HMS *Terror* virtually? If you do not wish to answer please write “skip” in the text box.

20 If there is anything else you wish to share that we did not cover, please do so here:

Section 3: About You

We ask you the following questions help us to understand the range of potential visitors and all information will be aggregated, so no one person can be identified. You may skip any question(s) you do not wish to answer.

21. Have you visited the Canadian Arctic before?

Yes	No	Prefer not to answer
-----	----	----------------------

22. Have you ever been on a polar cruise?

Yes	No	Prefer not to answer
If yes, where have you visited?		

23. Please indicate your age in years (i.e. 21 years): ~~(please circle)~~

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24. Where do you live? (e.g. City and/or Country)

Prefer not to answer

25. Please select which gender you identify as:

Man
Woman
Non Binary
You don't have an option that applies to me.
I would rather not say

26. What is the highest level of education you have attained?

Elementary School
Secondary (High) School
College, CEGEP or non-university
University (Bachelor)
Graduate/Professional
Prefer not to say

27. Please select your annual household income after taxes (US Dollars):

Less than \$20,000
\$20,000 - \$39,000
\$40,000 - \$59,000
\$60,000 - \$79,000

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\$80,000 - \$99,000
\$100, 000 - \$119,000
\$120,000 - \$139, 000
\$140,000 - \$159, 000
\$160,000 - \$179,000
180,000 - \$199,000
More than \$200,000
Prefer not to say

This is the end of the survey. Thank you for your time!

APPENDIX 20: ETHICS FOR MANUSCRIPT 2

Nunavummi Qaujisaqtulirijikkut / Nunavut Research Institute

Box 1720, Iqaluit, NU X0A 0H0 phone: (867) 979-7279 fax: (867) 979-7109 e-mail: mcote@nac.nu.ca

July 15, 2020

Melissa Weber
Department of Geography
University of Ottawa
0021B Simard Hall
Ottawa, Ontario
K1N 6N5 Canada

RE: 2020 Science Research Licence

Please find enclosed your 2020 Research Licence No. 04 017 20N-A which was prepared under the *NUNAVUT SCIENTISTS ACT*. Should you require further support from the NRI Research Centre, please contact the Manager to discuss your research needs.

Consistent with the *Scientists' Act*, researchers issued licences must submit to NRI an *Annual Summary Report* of their research. Upon completion of your fieldwork in the Nunavut, please ensure that you submit a 500-1000 word non-technical *Annual Summary* of your research activities and findings within one year from the date of licence issue, or with any new project application, which ever is earlier. To ensure maximum accessibility of your research results to Nunavut residents, we require that you provide us with an Inuktitut or Innuinaqtun translation of your *Annual Summary Report*. A list of translators is available from the Nunavut Research Institute upon request. We also require a copy of your *Final Report* and an English and translated executive summary. Copies of papers that you publish are greatly appreciated. Electronic copies of reports, in Microsoft Word or Adobe PDF would be most appreciated for posting on the NRI web site (www.nri.nu.ca).

Thank-you in advance for assisting in the promotion and development of a scientific research community and database within Nunavut. The reports and information you provide are utilized to prepare an annual research compendium, which is distributed to communities and organizations in Nunavut as well as to researchers across Canada.

Please accept our best wishes for success in your research project.

15/01/2020

Université d'Ottawa

Bureau d'éthique et d'intégrité de la recherche

University of Ottawa

Office of Research Ethics and Integrity

CERTIFICAT D'APPROBATION ÉTHIQUE | CERTIFICATE OF ETHICS APPROVAL**Numéro du dossier / Ethics File Number**

S-12-19-5223

Titre du projet / Project TitleTourism Development in Inuit
Nunangat: Examining the
Franklin Wrecks as a Tourism
Destination**Type de projet / Project Type**Thèse de doctorat / Doctoral
thesis**Statut du projet / Project Status**

Approuvé / Approved

Date d'approbation (jj/mm/aaaa) / Approval Date (dd/mm/yyyy)

15/01/2020

Date d'expiration (jj/mm/aaaa) / Expiry Date (dd/mm/yyyy)

14/01/2021

Équipe de recherche / Research Team**Chercheur /
Researcher****Affiliation****Role**

Melissa WEBER

Département de géographie / Department of
GeographyChercheur Principal / Principal
Investigator

Jackie DAWSON

Département de géographie / Department of
Geography

Superviseur / Supervisor

Natalie CARTER

Département de géographie / Department of
Geography

Collaborateur / Collaborator

Conditions spéciales ou commentaires / Special conditions or comments

APPENDIX 21: ETHICS FOR MANUSCRIPT 3

20/11/2020

Université d'Ottawa

Bureau d'éthique et d'intégrité de la recherche

University of Ottawa

Office of Research Ethics and Integrity

CERTIFICAT D'APPROBATION ÉTHIQUE | CERTIFICATE OF ETHICS APPROVAL

Numéro du dossier / Ethics File Number

S-07-20-5284

Titre du projet / Project Title

Sustainable Development
Options for Tourism
Opportunities at the Wrecks of
the HMS Erebus and HMS Terror
National Historic Site

Type de projet / Project Type

Thèse de doctorat / Doctoral
thesis

Statut du projet / Project Status

Approuvé / Approved

Date d'approbation (jj/mm/aaaa) / Approval Date (dd/mm/yyyy)

06/08/2020

Date d'expiration (jj/mm/aaaa) / Expiry Date (dd/mm/yyyy)

05/08/2021

Équipe de recherche / Research Team

**Chercheur /
Researcher**

Affiliation

Role

Melissa WEBER

Département de géographie / Department of
Geography

Chercheur Principal / Principal
Investigator

Jackie DAWSON

Département de géographie / Department of
Geography

Superviseur / Supervisor

Conditions spéciales ou commentaires / Special conditions or comments

APPENDIX 22: TOURISM DEVELOPMENT IN GJOA HAVEN, NUNAVUT AND AROUND THE WRECKS OF THE HMS *EREBUS* AND HMS *TERROR* NATIONAL HISTORIC SITE (GJOA HAVEN, NUNAVUT COMMUNITY REPORT)

This report is available in English and Inuktitut. They are published on the *Arctic Corridors and Northern Voices* Website. The version presented in this paper has incorporated the comments and suggestions from Dr. Jackie Dawson, Dr. Natalie Carter and community partners.

Weber, M., Dawson, J., & Carter, N.A. (2021). Tourism Development in Gjoa Haven, Nunavut and around the Wrecks of the HMS Erebus and HMS Terror National Historic Site (Gjoa Haven, Nunavut community report). Ottawa: University of Ottawa. DOI: [10.20381/15nv-4658](https://doi.org/10.20381/15nv-4658).

[illegible]

Author Contributions: Melissa Weber developed relationships with the community, co-conceived the idea with community partners, conducted the interviews, completed the analysis, and wrote the reports. Dr. Jackie Dawson, Dr. Natalie Carter and community partners contributed to the conceptualization of the project and provided guidance on the implementation and editing of the reports.

23.1 Acknowledgements

The authors wish to thank the community of Gjoa Haven, the Hamlet of Gjoa Haven and the Nattilik Heritage Centre; those who participated in this study as interviewees (in alphabetical order): Peter Akkikungnaq; Joseph Akoak; Charlie Cahill; Ed Devereaux; Susie Ikkutisluk; Helen Kaloon; Valerie Kogvik; Simon Okpakok; Charlie Okpik; Ben Putuguq; Jonathan Puquiquak; Uriash Puquiquak; Jimmy Qirqut; Brandon Qirqqut; Jack Skillings; Tommy Tavalok; Jennifer Ullulaq; and those who participated in the development and implementation of this research as community researchers and cultural advisors (in alphabetical order): Naomi Nahalolik, Barbara Okpik, and Gibson Porter; and Simon Okpakok for translation and interpretation.

The authors are grateful for the financial support provided by Clear Seas, Marine Environment Observation Prediction and Response Network (MEOPAR), Northern Scientific Training Program (NSTP), and Social Sciences and Humanities Research Council of Canada (SSHRC).

Important Note: This research was conducted from February 27, 2020 to March 17, 2020, prior to COVID-19 related restrictions.

Terminology: While we recognize that through oral history the community of Gjoa Haven knew the location of the two Franklin ship wrecks, in this report we use the term “discovery of the Franklin Wrecks” to refer to the dates (September 2, 2014 and September 3, 2016) when the two shipwrecks exact locations were documented and the events that followed.

Photos by: Melissa Weber (cover, community; all photos from the community); Parks Canada (cover, shipwreck; shipwreck photos); Stephanie Potter (Nattilik Heritage Centre).

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For more information please contact:

Melissa Weber
Dr. Jackie Dawson

“Cause when they [the Franklin Wrecks] were discovered it put Gjoa Haven on the map. Gjoa Haven was associated with Amundsen when he came through but the fact that the ships had been missing for 150 years or more and then all the sudden they’re found right by Gjoa Haven. That should definitely, if that can be marketed right, hopefully it can increase tourism in the community” – Research Participant

23.2 Executive Summary

Tourism is a growing industry within Inuit Nunangat and an important part of Nunavut's economy. The discovery of the Franklin Wrecks, on September 2, 2014 and September 3, 2016, is expected to generate tourism demand and related tourism development opportunities. However, what is unclear is 1) what the potential visitor experience could look like; and 2) the feasibility of developing a visitor experience. The purpose of this research project was to document community knowledge and perspectives on tourism development to assist in tourism planning, management and development at the Franklin Wrecks sites. This report reflects the knowledge and opinions gathered through interviews with community members in Gjoa Haven who were identified as key knowledge holders and/or experts.

The specific project objectives were to...

1. Identify community perspectives and recommendations for tourism development;
2. Document community perspectives on the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site as a tourist destination; and
3. Determine how the Franklin Wrecks will influence tourism development in Gjoa Haven.

Key findings of the project are...

- The community of Gjoa Haven would welcome tourism and would like to see the number of tourists coming into the community increase;
- For tourism to increase in Gjoa Haven and around the Franklin Wrecks sites, key infrastructure and facilities are needed (e.g. expanded airstrip, harbours, larger community spaces (i.e. buildings) and cabins at the Franklin Wrecks sites); and
- The potential for economic development related to the discovery of the Franklin Wrecks is known to the community. The demand is there and the community needs to be prepared in order to maximize the benefits of it.

Community-identified recommendations include...

- Build infrastructure for tourism that will also have residual benefits to the community;
- Market and share information about Gjoa Haven to the outside world;
- Develop tourism attractions and elements of the visitor experience;
- Create more transportation options;
- Increase search and rescue capabilities; and
- Prepare the community for tourism.

23.3 Introduction

Tourism is an important and growing industry within Nunavut. On September 2, 2014 and September 3, 2016, the use of state-of-the-art technology, Inuit Knowledge and oral testimony led to the discoveries of the Franklin Wrecks (HMS *Erebus* and HMS *Terror*), which were part of the Franklin Expedition (1845) in search of the Northwest Passage. The shipwrecks have been designated as a National Historic Site (NHS) and are located in the Northwest Passage, near the community of Gjoa Haven (Uqsuqtuuq), Nunavut. The community played a critical role in the discovery of the shipwrecks and will co-manage the site with Parks Canada. The discovery of the Franklin Wrecks is expected to stimulate significant tourism demand and development opportunities considering the international curiosity, mystery, and intrigue surrounding the ill-fated expedition. However, what is unclear is 1) what the potential visitor experience could look like and 2) the feasibility of developing a visitor experience at the Franklin Wrecks. The purpose of this research was to document community knowledge and perspectives on tourism development to assist in tourism planning, management and development at the Franklin Wrecks sites. This report reflects knowledge and opinions gathered through interviews with community members who were identified as key knowledge holders and/or experts.



Figure 30: Location of the Franklin Wrecks Sites and Gjoa Haven (Uqsuqtuuq), Nunavut.

23.4 Methods

In February and March 2020, community researchers (Gibson Porter, Naomi Nahalolik, and Barbara Okpik), and uOttawa PhD Candidate (Melissa Weber) co-facilitated individual interviews alongside Simon Okpakok who provided Inuktitut and English interpreting. The community researchers led the recruitment of participants and promoted the project within the community through local radio and Facebook. Seventeen identified experts who are Gjoa Haven residents (see Acknowledgements) were interviewed in the language of their choice (Inuktitut or English). They were asked to describe tourism in Gjoa Haven, discuss what tourism around the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site could be like, and provide recommendations for tourism development. Results were analyzed using conventional content analysis and were verified by participants. Participants' knowledge and perspectives are presented below.

23.5 Tourism in Gjoa Haven

- Most tourists arrive by cruise ship.
- Tourism has increased since the discovery of the Franklin Wrecks in 2014 and 2016.
- Tourism is good for the community economically and provides employment opportunities.
- It would be nice to see more tourists coming to Gjoa Haven, especially by plane.

“We as a community are open to the world, we will welcome any tourists coming into the community because tourism is very important to us and our community.” - Research participant

Table 16: The following table lists tourists as described by research participants.

TOURISTS	WHEN THEY ARRIVE
Arrive by Airplane	Year Round
Travel for Business	Year Round
Arrive by Cruise Ship	August to September
Arrive by Pleasure Craft (Sailboat)	August to September
Travel to Visit Family and/or Friends	Year Round

“Cruise ships are a good thing but if the people can fly in, anytime of year, that would help the economy.” – Research Participant

23.6 Tourism Attractions in Gjoa Haven

Table 17: The following table lists the tourism attractions in Gjoa Haven as described by research participants.

ATTRACTION	DESCRIPTION
Roald Amundsen	The History of Amundsen, he spent two years in the community of Gjoa Haven; and the harbour was named after one of his ships (Gjea).
Roald Amundsen Carine	Carine (keel) at the top of the hill has historical information.
Roald Amundsen Statue	A statue of Amundsen is located in the Hamlet Office lobby.
Carving and Sewing Centre	Recently opened space for artisans to work.
Community Feast	When the cruise ships arrive there is a country food* feast.
Culture	Performance and Traditional Games.
Events	Annual festivals (e.g. Umiyaqtutt Festival).
Greenhouse	Off-the-Grid Greenhouse is a rare sight in the Arctic.
Guardians	They have camps near the Franklin Wrecks and watch over them.
Hamlet Building	Statue of Amundsen and artwork.
History	Gjoa Haven's history includes mystery with great stories.
Interpretive Material	Plaques around town with information.
Nattilik Heritage Centre	It has displays about the Franklin Wrecks and Inuit culture; a board-room for events; and a gift shop.
Northwest Passage	History and allure of the Northwest Passage; and any ships using the Northwest Passage will encounter King William Island because it is right on the route.
Old Graves	Old grave sites.
The Land	King William Island and the tundra.
The Franklin Wrecks	The public discovery of the HMS <i>Erebus</i> and HMS <i>Terror</i> has generated a lot of attention and it is considered a main attraction for the community.

*Country food is a term that describes traditional Inuit food

23.7 The Franklin Wrecks

Since the discovery of the Franklin Wrecks tourism has increased in Gjoa Haven. “The whole world wants to visit the community of Gjoa Haven”, said one research participant. Research participants described that they had mixed-emotions when the Franklin Wrecks were discovered and some community members were happy, while other community members were not happy. Some community members expressed that they were surprised and felt relief for the families of the Franklin’s crew in England, while others were nervous and felt

Appendix 22: Tourism Development in Gjoa Haven, Nunavut and Around the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (Gjoa Haven, Nunavut Community Report)

they should not be disturbed.

“Some were excited because they’ve been searching for one hundred years or more and some were hesitant because they were brought up to not disturb anything. You never know what could come out of it good or bad” – Research Participant

The finding of the Franklin Wrecks makes Gjoa Haven a very attractive place for tourists. There are a lot of potential tourists phoning the community and there is a lot of interest of people wanting to see the Franklin Wrecks. There are also a lot of people who are interested in finding Franklin’s grave. If Franklin’s grave were to be found it would generate a high tourist attraction, meaning more tourists.

“The market is already there sitting and waiting to exploit. We need to be ready for it” – Research Participant

23.8 Tourism at the Franklin Wrecks

Research participants expressed that it is hard to think about what tourism at the Franklin Wrecks could look like right now because the sites are still restricted by Parks Canada (i.e. you need a permit to visit) and there is nothing available in those areas. There is not much to see right now and there are no facilities or infrastructure to support tourism. The ships aren't very visible because they are underwater but you would have that proximity of being near the Franklin Wrecks.

“It [tourism at the Franklin Wrecks] doesn’t bother me, if it doesn’t bother the community” – Research Participant

“I think there’s people all over the world, who would pay the money to come here if we had something to offer” - Research Participant

23.9 Transportation to the Franklin Wrecks

Research participants noted that a difficult part of tourism development would be accessing the Franklin Wrecks with tourists. When you are out on the land, there is very little support and you are on your own. Right now there is no real access aside from using a big boat after sea ice breakup. The HMS *Terror* would be easier to access because you could go by land from Gjoa Haven across King William Island or by boat. However, there is no trail or road. The HMS *Terror* is easier to access since it is located in Terror Bay, which can be accessed by land. Whereas, the HMS *Erebus* is only accessible by boat.

Appendix 22: Tourism Development in Gjoa Haven, Nunavut and Around the Wrecks of the HMS Erebus and HMS Terror National Historic Site (Gjoa Haven, Nunavut Community Report)

Table 18: The following table lists the transportation options for tourism as described by research participants.

TRANSPORTATION	DESCRIPTION
All-Terrain Vehicle (ATV)	You could take an ATV to Terror Bay (location of HMS Terror). It is really rough [bumpy] on an ATV and King William Island is a killer for ATVs because of sharp rocks and soft land.
Boat	You would need a big boat to go to the HMS Erebus or HMS Terror. You would be subject to sea ice conditions, wind and fog. It is difficult to navigate around the HMS Erebus because there are a lot of shallow spots, small islands, subject to wind and strong currents.
Snowmobile/snow machine	You could take a snowmobile in spring when there is still snow on the ground and the weather is nicer than in the winter. Similar to an ATV, it is rough [bumpy]. One research participant said "It is hard on the back."

23.10 Opportunities

Table 19: During the interviews, research participants described opportunities that have emerged from tourism and the discovery of the Franklin Wrecks.

OPPORTUNITY	DESCRIPTION
Business	There is an opportunity to open businesses related to outfitting, including sport hunting and fishing.
Cultural Exchange	Tourists can experience Inuit culture; cruise ships give youth an opportunity to interact with others; youth can learn from the tourists about the world they live in and may be inspired to want to explore the world.
Economic Benefits	Tourism has a high potential of providing revenue for the community; more tourists coming into the community would provide opportunities for youth and the people who do not have paid employment in the community.
Education and Learning	Tourism is giving more people something to do and learn. One research participant said "some people don't understand their own culture but once the tourists start coming in they start learning new things from other people in the community." It is also important to tourists to learn about Gjoa Haven and how the community memberse live.
Employment	Employment opportunities include: Guardians Program, Certificate in Archaeology; Tour Guides; Outfitting Opportunities; Artists and Seamstresses; Carvers; Parks Canada; Translating/Interpreting; Performers (e.g. throat singer, drum dancer, and square dancer).
Franklin's Grave	People are interested in looking for Franklin's grave. If Franklin's grave is found, it would generate a lot of interest.
Protection of the Wrecks	One research participant said "I think it's nice that we have that opportunity to protect our grounds."
Residual Benefit	Investment in the community of Gjoa Haven for tourism will have some sort of residual benefit for the community. One research participant said "the best thing for that would be some sort of infrastructure."
Sport Fishing and Hunting	• Big game hunting (i.e. Muskox, polar bear, grizzly bear); • Muskox on King William Island are bigger than Victoria Island Muskox; • Healthy population of Muskox on King William Island; and • August and September the Char are running in the ocean.

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“I do believe that if there is more tourism coming into the community it would provide economic benefits for our younger people and the people who don’t have work in the community” –
Research Participant

23.11 Concerns

Table 20: Participants described concerns they have related to tourism and the discovery of the Franklin Wrecks.

CONCERNS	DESCRIPTION
Buying and Exporting Wildlife	Sometimes foreigners aren’t able to bring artwork or carvings back to their country because of import restrictions. Passengers are not knowledgeable about export permits for wildlife. Cruise ship crew advised passengers not to buy anything to avoid the hassle of permits. Some permits need to be issued ahead of time (not at the time of purchase), while others can be issued in Gjoa Haven at the time of sale.
Camping Grounds	Community members, including Elders have concerns for their camping grounds near the Wrecks. There are old camps out on the land that should not be touched.
Local Hunters	Hunting grounds and animals could be disturbed by tourism related development and tourists.
Looting	Bounty hunters, treasure hunters or looters could take artifacts and sell them; if people are guided on the land, they may come across something and tamper with it or take it.
No Attraction	There is nothing really set up to motivate tourists to visit regularly.
No Tourism Committee	There is no committee in place in the community that would oversee the potential for creating more tourism in the community. They would also be looking after problems that might occur because of tourism.
Other Communities Capitalizing on the Wrecks	“It’s whether we do it or another community [does] it, but we have the advantage of having the Franklin Ships; it’s a huge advantage compared to some of the other communities cause you can kind of have that draw” – Research Participant. There is concern that Cambridge Bay will become the stopping point for Franklin. It would be nice to have insurance that Gjoa Haven becomes the stopping point for Franklin.
Photographs	Tourists take photographs of everything, sometimes without permission.
Sailboats	When sailboats are in town, the community is concerned about young kids going down to the bay and being invited onto the sailboats.
Taking Advantage	Artisans could be taken advantage of if offered other currencies for payment (i.e. Euros) due to lack of knowledge about current exchange rates.
Virus	There is concern about illnesses being brought into the community. The virus (COVID-19) could be very dangerous to Inuit.

“When the ship doesn’t come a lot of our local people have no income the carvers, the performers and the guides. And our stores locally get affected too because a lot of the tourists buy some carvings and will get some supplies, shampoo and what not...So when there’s no ship, there’s no income for some local people....” - Research Participant

Appendix 22: Tourism Development in Gjoa Haven, Nunavut and Around the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (Gjoa Haven, Nunavut Community Report)

23.12 Factors Influencing Tourism Development

Table 21: Research participants described the factors that may help tourism develop and the factors that are keeping (stopping) tourism from developing

FACTOR	DESCRIPTION
Access	There is only one flight to and from Gjoa Haven per day because of the airline merger (prior to the merger there were two flights per day).
Accommodations	There are not enough accommodations for tourists coming in. There is only one hotel and one bed and breakfast that fill up with contract workers in the spring/summer.
Capacity	There are no facilities large enough to accommodate the number of people who come in on the cruise ships. The hall and gym are always booked. The existing facilities are too small, even for the growing community.
Cost of Airfare	It is very expensive to fly to Gjoa Haven.
Getting to the Franklin Wrecks	Getting to the Franklin Wrecks with tourists right now is difficult. There are no roads, trails or infrastructure set up.
Ice Conditions	The route that the cruise ships take is always full of ice making it more difficult for them to reach the community. "One year there was quite a bit of excitement and preparation for some cruise ships but the condition of the ice stopped them from coming close so it just depends on the ice condition and the weather" –Research Participant.
Infrastructure	The airport is too small. The airstrip is not long enough to land jets. There are no camp, cabins or lodge at the Franklin Wrecks to provide shelter or washroom facilities to tourists. Community centre and hall are not large enough to accommodate the community and cruise ships when they arrive. There are no sidewalks for tourists.
Remoteness	The remoteness of Gjoa Haven itself but also the remoteness of the Franklin Wrecks in relation to the community (the wrecks are approximately 120 km from the community).
Restrictions for Visiting the Wrecks	One research participant noted "there's a lot of potential of tourists wanting to see the wrecks but right now with the restriction from Parks Canada makes it difficult for tourists to come in."
Restaurant	There is only one restaurant at the hotel that is open to the public for lunch.
Seasonal	Summers are short and so is the window for cruise ships to come. There are about 8 or 9 days during the summer when cruise ships come here and they are only here for four or five hours.
Transportation	There is a lack of accessible transportation. There is no bus or van to take tourists around town and they have to walk everywhere.

Appendix 22: Tourism Development in Gjoa Haven, Nunavut and Around the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (Gjoa Haven, Nunavut Community Report)

23.13 Recommendations

Table 22: Research participants provided recommendations for tourism development.

TOPIC	DESCRIPTION AND RECOMMENDATION
INFRASTRUCTURE	
Accommodation	Build more hotels to welcome and accommodate tourists.
Airport	Expand the airport.
Airstrip	Expand the airstrip so it is longer and can land jets. The current airstrip is 400 feet shy of being long enough for a jet to land.
Cabins or Lodge at the Franklin Wrecks Sites	There needs to be cabins, camps, a lodge or house built at the Franklin Wrecks Sites for shelter for tourists or even for them to stay overnight; some sort of infrastructure that is insulated for all seasons and has washroom facilities.
Deep Sea Harbour	Developing a deep sea harbour would allow ships to dock and get serviced and resupplied (i.e. fuel, food, and other supplies). Servicing the ship is just as economically important as servicing the customers (i.e. tourists) on the ship.
Trail to Terror Bay	Develop a trail to Terror Bay to make it easier to take tourists to the Franklin Wrecks.
Garbage Disposal	Put garbage disposal facilities at the Franklin Wrecks sites.
Harbour at the Franklin Wrecks	Develop a harbour that boats can dock at and shelter in bad weather.
More Facilities and Venues	Build a bigger community hall or venue that can accommodate more people. These buildings are getting small for the community. The community hall and gym are always booked and are not big enough to accommodate the community and tourists.
Restaurant	Open more restaurants in Gjoa Haven for dining.
Roads	Build roads to make parts of King William Island more accessible, such as from Gjoa Haven to Terror Bay.
Shops	Have a shop at the Franklin Wrecks sites where tourists could buy trinkets, crafts, carvings and artists' work.
Sidewalks	People are walking on the road. It would be nice to have sidewalks for tourists and the community.
Tent	Get a big tent for when the cruise ship tourists arrive, one that could be set up in the summer and stored away in the winter.
Visitor Centre/Tourism Office	Build something large enough to host tourists that come into the community. It can be somewhere tourists go to get information and see what they can do in the community. This could be open seasonally during normal business hours.
Washroom Facilities	Build washroom facilities at the Franklin Wrecks sites.

Appendix 22: Tourism Development in Gjoa Haven, Nunavut and Around the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (Gjoa Haven, Nunavut Community Report)

MARKETING	
Tourism Information	Create a magazine with information about Gjoa Haven. Information needs to be created, marketed and shared with the outside world.
TOURISM ATTRACTIONS AND VISITOR EXPERIENCE	
Display of Ships	Have duplicate/replica of the HMS <i>Erebus</i> , HMS <i>Terror</i> and the <i>Gjøa</i> . If the Franklin Wrecks are removed from the seabed, have them displayed here in Gjoa Haven.
Dog Sledding	Create an excursion for tourists.
Carving and Sewing Centre	Hire at least one person for those centres who can provide information and tell stories to tourists.
Culture	We need stronger tourism programs around culture. For example: • Share with tourists Inuit culture and way of life; • Share oral history and stories; • Have a meal or tea with Elders.
Environment	Show tourists what it is like to live in the north in a cold and harsh climate and how Inuit survive.
Guided Dive Tours	Create guided dive excursions/tours around the Franklin Wrecks.
Hiking	Train guides/outfitters to take hikers who want to walk in Franklin/Franklin's crew footsteps.
Interpretive Material	• Develop and post signage for Franklin and the Wrecks; • Create a sign at the Franklin Wrecks that says for example "Site of HMS <i>Terror</i> located at latitude/longitude"; • Host presentations for tourists to attend; • Add more plaques around town with historical information; and • Develop marked trails and walkways.
Inukshuk*	Create an Inukshuk for tourists to go to and take photos.
Market Area	Set up a market area where Inuit artisans can have booths/stalls to sell carvings, wall hangings, art, and other clothing or accessories.
Monuments and Statues	• Build monuments representing the Franklin Wrecks; • Create statues of community members who encountered explorers; • Create statues of other arctic explorers; and • Develop a statue or monument for the Northwest Passage.
Nattilik Heritage Centre	Expand centre to hold more artifacts and put large pictures of the two wrecks. An expansion would allow more tourists to visit, when the cruise ship arrives they cannot all fit inside the centre.
Outfitting	Create outfitting businesses within the community.

*Inukshuk is a structure made of stones piled on top of each other traditionally built by Inuit.

Appendix 22: Tourism Development in Gjoa Haven, Nunavut and Around the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (Gjoa Haven, Nunavut Community Report)

TOURISM ATTRACTIONS AND VISITOR EXPERIENCE	
Parks Canada Ward	Hire a ward/officer for the Franklin Wrecks site.
Something Iconic	Develop and establish a focal point or centre piece within the community to put on marketing material. Need to create photo opportunities within the community because we have nothing. Everyone wants to have a selfie with something.
Sport Fishing and Hunting	Organize and establish big game hunting (i.e. Muskox, polar bear, grizzly bear) and sport fishing (Char) within the community.
Tour Guides	• Train tour guides; • If tourists are permitted to go the Franklin Wrecks sites then tour guides should accompany them; • Provide cruise ship tourists with guides; • Guides could also take tourists to different parts of King William Island that they are interested in seeing; and • Guides could provide tourists with information and tell stories.
Tourism Committee	Create a steering committee that could collect all the ideas within the community and organize events. The committee would take the responsibility of creating points of interest to attract tourists. They would also be responsible for looking after problems that might occur with tourism.
Tourism Packages	Work with airlines to develop packages for tourists to come. Have a range of packages depending on interest level (i.e. historical, culture and adventure).
Tourism Season	Expand the tourism season from summer/fall to year-round.
Training	Creating training opportunities. It's important to get community members trained properly to be able to provide the type of products and services tourists are looking for and expect. For example, organize training on how to start a business, how to run organizations and businesses (i.e. book keeping) and how to apply for funding for more tourism opportunities.
TRANSPORTATION	
Glass Bottom Boat	Have a glass bottom boat for taking tourists to the Franklin Wrecks sites.
Hot Air Balloon	Have a hot air balloon for transportation purposes and as an attraction.
Hovercraft	Have a hovercraft as a mode of transportation to take tourists to the Franklin Wrecks. It could be used from May to October.
Van or Bus	It would be nice to have a big van or bus to take tourists around Gjoa Haven and outside the community. Right now there are no transportation options for tourists, unless you go on an all-terrain vehicle (ATV) but you cannot take all of them on the ATV.

Appendix 22: Tourism Development in Gjoa Haven, Nunavut and Around the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (Gjoa Haven, Nunavut Community Report)

OTHER	
Allow alcohol*	Allowing alcohol in the community could benefit tourism, as one research participant said "after a hard days work people from outside like to sit down and have a glass".
Capacity Building	Involve more people in tourism where they can develop more skills and learn new things.
Clean up the Community	Clean up the community to make it a bit more attractive to tourists.
The Land	Tourism is okay as long as the land is not disturbed.
Garbage	Make sure tourists do not leave garbage on the land.
Graves at Terror Bay	Make sure family graves near the Wrecks are not touched.
Develop a Plan	Develop and have a plan in place before any tourists start coming in. Right now, Gjoa Haven is not ready and nothing is prepared.
Develop Park and/or Protected Area	There are parts of King William Island that could be developed into a park or protected area.
Increase Search & Rescue	If there are going to be expeditions led from Gjoa Haven to the Franklin Wrecks something more formalized is needed. Coordination between the Coast Guard, emergency management with the Government of Nunavut and search and rescue committee in town is needed. "Right now if something like that happened, something went wrong, there's not really anything in place, I mean there is but it's not the most organized...If something did go wrong, especially at the Franklin Wrecks sites, it would probably be a search rather than a rescue realistically" – Research Participant.
Insure that the Franklin Wrecks Belong to Gjoa Haven	It would be nice to have insurance that the ownership/management of the Franklin Wrecks will be Gjoa Haven because other communities may want capitalize on the opportunity. If this happens, it will create less opportunities for the community of Gjoa Haven.
Partnerships	We need more partnerships. We need to partner with other communities or other companies who have the skills to be able to teach the community members so that we can operate on our own.
Record Oral History	Our oral history is not written. It needs to be put into print for our community and tourists.

*Purchasing, selling, transporting and possessing liquor is prohibited within 20km of the Gjoa Haven Hamlet Office.

OTHER	
Residual Benefit	There should be some sort of residual benefit for the community of Gjoa Haven. For example, building a road to the Franklin Wrecks, which could be used to take tourists there and the community could use it to go sealing (seal hunting) or a large building to host tourists could also be used by the community for events.
Secure funding from Parks Canada and develop partnerships with Kitikmeot Inuit Association (KIA)	Parks Canada and KIA could set up an application or formal process for local businesses to submit proposals for Franklin Wrecks related tourism development ideas.

"Gjoa Haven became very small with our small hotel...and other facilities in the community had become very small...even our community hall is small for the community because of small access of funding from the government. So everything became so small, no room for anyone to come in" - Research Participant

23.14 Conclusion

The community of Gjoa Haven is welcome to tourism and would like to see the number of tourists coming to Gjoa Haven increase. For tourism development to increase and the

Appendix 22: Tourism Development in Gjoa Haven, Nunavut and Around the Wrecks of the HMS *Erebus* and HMS *Terror* National Historic Site (Gjoa Haven, Nunavut Community Report)

number of tourists to increase, a number of steps are needed to improve infrastructure and attractions, while also building capacity within the community. It is important that tourism related development has residual benefits to the community of Gjoa Haven, meaning the benefits to Gjoa Haven will still remain if tourism were to stop.

“Snow comes down slowly and lands on the ground, and then develops snow on the ground. And this is how the money will be flowing into the community, it will gather, even as slow as it may be it will gather in the community. We as a community need to have a development plan in creating a better access to the community because of potential high interest of tourists coming in. We need to make a plan to develop the community so it can be more accessible to the tourists that will be coming in. We know that everything is always slow in development and it will be a very slow development but in time it will become a reality in the community” - Research Participant

23.15 References

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APPENDIX 23: NUNATSIAQ NEWS – GJOA HAVEN RESIDENTS WANT MORE SHIPWRECK-RELATED TOURISM, SURVEY FINDS

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ENVIRONMENT JUN 16, 2021 – 8:30 AM EDT

Gjoa Haven residents want more shipwreck-related tourism, survey finds

Locals share hopes and concerns on developing a tourism industry for the Franklin wrecks

Pictured here in 2019, elders from Gjoa Haven speak with Parks Canada's manager of underwater archeology, Marc-André Bernier, aboard a Parks Canada vessel. From left: Joanasie Ukuqtunnuaq, Saul Qirniq, Tommy Tavalok (front), Ben Putuguq (corner), Jimmy Qirqqut, Marc-André Bernier and

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underwater archeology team assistant Jonathan Puqignak (far right). (Photo courtesy of Parks Canada/Tamara Tarasoff)

By  Mélodie Ritchot

Gjoa Haven residents would welcome visitors who want to visit the wrecks of the HMS Erebus and Terror, according to a new survey.

Melissa Weber, a PhD candidate at the University of Ottawa, conducted the research alongside community researchers Gibson Porter, Naomi Nahalolik and Barbara Okpik, while Simon Okpakok provided Inuktitut and English interpretation.

The goal of their research was to gauge the community's interest in receiving more tourists visiting the Franklin shipwrecks and hear their recommendations on developing a local tourist economy around the Wrecks of the HMS Erebus and HMS Terror National Historic Site.

The information in the study was collected through interviews with 17 residents identified as knowledge holders or experts. Their research was published by Arctic Corridors, which does research on policy for shipping in Arctic Canada.

“The potential for economic development related to the discovery of the Franklin Wrecks is known to the community,” the study states. “The demand is there and the community needs to be prepared in order to maximize the benefit.”

Right now, access to the Wrecks of the HMS Erebus and HMS Terror National Historic Site of Canada is restricted in order to preserve the sites. Nobody is allowed to enter without written authorization from

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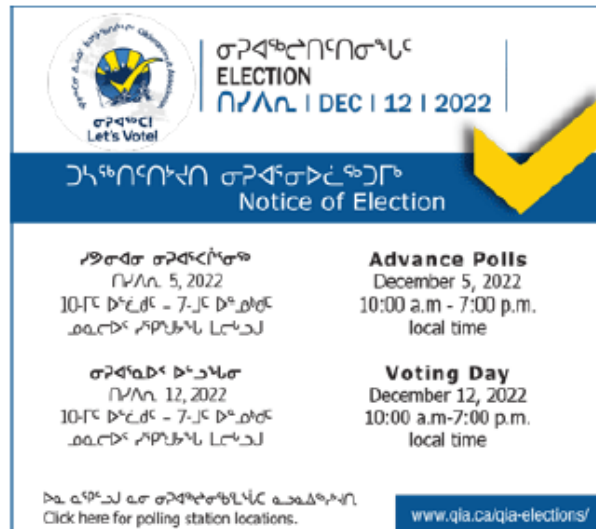
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Parks Canada, except in cases where the person is an Inuk from Nunavut who is accessing the site for harvesting, as part of the Nunavut Agreement.



If that restriction were to be lifted, the study found Gjoa Haven would need new infrastructure and facilities, like a larger airstrip, a deep sea port and cabins at the sites, in order to develop wreck-related tourism.

Before the COVID-19 pandemic, most tourists arrived in Gjoa Haven by cruise ship — in August and September — but the study participants said the tourist economy would benefit the community year-round if people could fly in at any time of year. The territory's borders have been closed to tourism since March 2020, in an effort to keep out COVID-19.

Interviewees listed attractions in Gjoa Haven that could be part of a tourist experience, including a recently opened carving and sewing centre, local events like the Umiyaqtutt Festival and Gjoa Haven's greenhouse.

Other activities, like dog sledding and dive tours, could be offered on top of sightseeing related to the shipwrecks.





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After the first winter of the trip, the two ships got stuck in ice near King William Island and the 128 crewmen aboard died.

The location of the Franklin wrecks sites and Gjoa Haven (Uqsuqtuuq), Nunavut. (Map from study published by Arctic Corridors Research.)

An uptick in tourists visiting the site and community could bring new business opportunities for youth, outfitters, and businesses in Gjoa Haven in general, interviewees said.



Potential new employment opportunities include working as site guardians, tour guides, artisans, interpreters and performers.

They also saw educational opportunities for both locals and tourists, as well as meaningful cultural exchanges, as a possibility.

On the other hand, those consulted expressed concerns about old camping grounds near the wrecks being disturbed and local hunters being negatively affected.

More concerns included other communities capitalizing on the wrecks, looters taking artifacts, or people taking advantage of artisans by offering them foreign currencies at unfair exchange rates.

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Posted by George Archibald on Jun 16, 2021

For sure.....I am just saving up my 15K to travel to Gjoa Haven to see some boat underwater. Sounds like a jolly good time.

 17  2

Posted by Umingmak on Jun 16, 2021

Tourism in Nunavut will never be successful for as long as Canadian North has a monopoly over air travel. The \$250-350/night stays in crappy Inns Norths don't help either.

 12 

Posted by If you build it will they come? on Jun 16, 2021

Every community wants tourism but the reality is that an underwater shipwreck will only attract a very niche clientele.

The reality: Gjoa haven is a dry community with very little infrastructure to sustain tourism.

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Posted by The ecology of tourism on Jun 16, 2021

This is a great idea – but needs much more thought. The wrecks themselves will only be interesting to a very small group (and it seems to me that's a group that's shrinking as they age out of tourism altogether) – in order to expand that tourism potential the community needs to think about how to attract people AND how to retain them for more than the couple of days you get out of cruise traffic.

Wrecks alone aren't enough of a draw. I'd be looking at trying to develop some kind of trail, or multi-site experience that ties the wreck into the broader ecological and cultural landscape. Day 1, you get shown around the community, Day 2 you go check out the wreck, Day 3 you go camping and observe wildlife etc. etc.

As an example, there are a number of hiking trails on the west coast of Greenland which communities have developed between huts. I would spend my vacation time going to Greenland to hike there, over going to similar landscapes in Nunavut, because even though it will cost the same (if not more) – the infrastructure is there.

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