



## Community Tourism

*In 2001, tourism in Canada was worth about \$55 billion and provided over 500,000 employment opportunities. While tourism is a mainstream industry, there are many opportunities for micro-entrepreneurs and small businesses to become involved. Urban and rural communities seek to harness this source of economic growth and determine if a niche markets exist to promote their natural and social resources to visitors.*

**Local organizations involved in community tourism include a growing number of municipalities, non-profit organizations and Aboriginal councils, networks and development corporations.**

**Community tourism initiatives in the planning stages include:**

- a restored mine at 2,000 ft.
- Aboriginal heritage tours
- urban camping caravans and parks

**Community tourism initiatives piloted include:**

- alternative city tours
- learning vacations

**Community tourism initiatives in the implementation stage include:**

- eco-tourism
- salmon fishing
- river boat tours

**Business planning plays an important role in a cluster that requires long lead times before revenues are generated. Based upon selection criteria, enterprising non-profits consider their capabilities with staffing and financing ability before undertaking an initiative.**

**CEDTAP funds helped leverage additional resources for three First Nations projects.**

**CEDTAP support ranges from : \$2,000 - \$20,000**

**CEDTAP offers a variety of technical services to organizations at different phases of development. The types of technical service accessed in this cluster include business plans, market research, and sector related expertise.**



## Case Studies:

### Mik'maq Community of Lennox Island, PEI

On Lennox Island, 60% of the total population of 350 is Mik'maq. The Band Council is an informal structure with a mandate to explore potential CED initiatives. In 1996, the process started with an updated forest management plan that evolved into a 1997 eco-lodge feasibility study. This signaled the need for a sustainable eco-tourism plan but the Council first wanted to engage the community.

### Production Absolu St. Laurent Inc., Montréal, Québec

Incorporated in 2000, Production Absolu St. Laurent Inc. is a social-enterprise development organization. A multi-stakeholder redevelopment initiative was underway along Montréal's waterfront, and the organization wanted to explore the feasibility of operating historic cruises along the Lachine canal, between the popular Old Port and St. Louis Lake.



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## The CEDTAP Contribution:

One faculty member and a graduate student from University of Guelph's department of Rural Planning served as CEDTAP technical-assistance providers to assist the Band Council in developing a feasible eco-tourism plan. The plan helped secure a government injection of \$250,000 for the development of a trail and adventure centre.

CEDTAP supported the development of a viable business plan. Under the direction of technical-assistance providers RESO/MCE Conseil, the business plan provided the leverage that the organization needed to secure investment. The tours will begin in the summer of 2003.

## Other Community Partners:

### 1997-2000:

Community Social Planning Council of Greater Victoria, British Columbia  
Beardy's & Okemasis First Nation, Prairies  
Société de gestion du saumon Cascapédia, Québec  
New Deal Development Corporation, Atlantic Region  
Learning Vacations Tri-Community Group, Atlantic Region

### 2001-2003:

Upper Similkameen Indian Band, British Columbia  
Centre Plein Air et Camping Saint-Michel, Québec  
Centre de plein air Marie-Paule, Québec  
Nova Scotia Mik'Maq Economic Development Officers Network, Atlantic Region  
Bonne Bay Cottage Hospital Heritage Corporation, Atlantic Region



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of Lennox Island