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Photos by: Tamara Tarasoff/Parks Canada (cover, container on Parks Canada's barge); Parks Canada (scuba diver, barge above the HMS *Erebus*); Stephanie Potter (Gjoa Haven); Jason Franson/The Canadian Press (cruise ship).

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BACKGROUND

Melting sea ice is making the Canadian Arctic more accessible to cruise and yacht tourists.¹ While this growth presents opportunities, there are concerns about the potential for negative impacts.

In 2014 and 2016, the two Franklin wrecks, the HMS *Erebus* and HMS *Terror*, were located off the coast of Qikiqtaq (King William Island).

Even in this challenging and dangerous environment, we expect that the Franklin wrecks will become popular tourist attractions.

This project studied concerns about marine tourism and management strategies that can help address the development of the *Wrecks of HMS Erebus and HMS Terror National Historic Site* (WET NHS). This report outlines recommendations from the research related to protecting and sharing the WET NHS.

RESEARCH OBJECTIVES



Describe tourism management concerns that need to be addressed for the WET NHS.



Identify Arctic and shipwreck tourism management “best” practices that have resolved similar concerns.



Understand tourism management strategies that are appropriate for the WET NHS and benefit the community of Gjoa Haven.



FINDINGS

Three steps made up this project. Below is what we learned from each.

CATEGORIES OF CONCERN

We found ten categories of concern about marine tourism in Nunavut and seven categories about shipwreck tourism (Figure 1). We focused on four key categories:

- **Safety and Security:** Ensuring visitor, staff, and wreck safety
- **Community Benefit:** Ensuring benefit to the community of Gjoa Haven
- **Visitor Education:** Educating visitors, especially about Inuit culture and norms
- **Products and Operations:** Creating visitor experiences unique to the WET NHS and Gjoa Haven

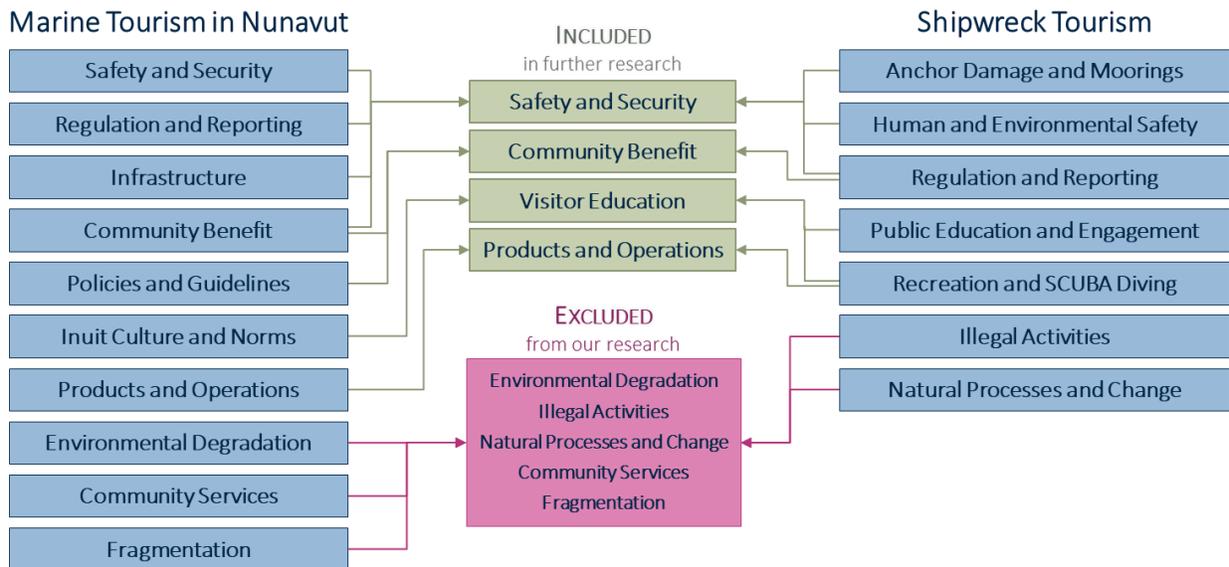


Figure 1: Categories of concern and the four key categories included in the next research steps.



MANAGEMENT “BEST” PRACTICES AND FEEDBACK FROM THE FIAC

Then, we found how other protected areas have resolved similar concerns and asked members of the Franklin Interim Advisory Committee (FIAC) about how they apply to the WET NHS. Gjoa Haven can benefit from:

Safety & Security	Community Benefit	Visitor Education	Products & Operations
All decisions made cooperatively with Inuit from Gjoa Haven , guided by the Inuit Impact and Benefit Agreement			
Only open the sites after archaeological work is complete and informed by pilot studies	Gjoa Haven charge fees for visiting boats	Gjoa Haven Inuit share their knowledge and stories at the wreck sites and with visitors in Gjoa Haven	
Visitors must be self sufficient and get a permit		Celebrate and share Inuit culture and stories with events like the Umiyaqtutt Festival	
More Inuit Guardians protecting the wrecks and sharing their stories and ways of life with visitors – expand to a year-round program			SCUBA Diving and Snorkeling <ul style="list-style-type: none"> • Must have a local guide with high levels of appreciation and training
Visitors must hire a local guide – training and other support to help locals become guides and develop their businesses			Other <ul style="list-style-type: none"> • Virtual reality experience • Glass-bottom boats • Barge and/or submarines • Experiences on the ice
More mapping to make travel safer in and around the WET NHS	Gjoa Haven residents have first access to resources	Expand the Nattilik Heritage Centre and create a website : <ul style="list-style-type: none"> • Gift shop with local art • Artifacts on display • Virtual reality SCUBA dive experiences • Behind the scenes experiences • Hire Gjoa Haven residents to help create and run these spaces 	
	Programs for school children		

Figure 2: Management “best” practices and expert feedback from the FIAC that can help Gjoa Haven benefit.



MANAGEMENT RECOMMENDATIONS FOR THE WET NHS

Table 1. Tourism management recommendations for the WET NHS that help ensure benefit to Gjoa Haven.

Management Recommendations
Create visitor codes of conduct <ul style="list-style-type: none">• Inform visitors of how they should act to protect the wreck sites and respect/support local communities
Prioritize Inuit voices <ul style="list-style-type: none">• Local Inuit should be employed in most positions and help make all management and interpretation decisions• Engage, mentor, and employ local Inuit, especially youth
Require local guides and certifications <ul style="list-style-type: none">• Require that all visitors to the WET NHS hire a local guide
Expand the Inuit Guardian Program <ul style="list-style-type: none">• To include the winter months
Expand the Natilik Heritage Centre <ul style="list-style-type: none">• Gift shop with local art• Artifacts on display• Virtual reality experiences
Develop a visitor guide <p>Tourism information for the WET NHS, including:</p> <ul style="list-style-type: none">• List of local guides and businesses• Site and community guidelines• Safety and itinerary ideas <p>See Gwaii Haanas' Trip Planner for an example: https://www.pc.gc.ca/en/pn-np/bc/gwaiihaanas/visit</p>
Develop an interactive online ArcGIS StoryMap <ul style="list-style-type: none">• Interactive place-based story including Inuit place names, stories, culture, and more <p>See https://www.esri.com/en-us/arcgis/products/arcgis-storymaps/overview</p>

CONCLUSION

Climate change is influencing tourism in the Canadian Arctic.^{1,2} With more accessible waterways attracting cruise and yacht tourists,^{1,2} there was a need to support the protection and presentation of the Franklin shipwrecks through research on Arctic marine and shipwreck tourism management.

This project shares recommendations to support safe and positive tourism experiences related to the *Wrecks of HMS Erebus and HMS Terror National Historic Site (WET NHS)* and benefit the community of Gjoa Haven.

¹ Dawson, J., Pizzolato, L., Howell, S. E., Copland, L., & Johnston, M. E. (2018). Temporal and spatial patterns of ship traffic in the Canadian Arctic from 1990 to 2015. *Arctic*, 71(1), 15-28.

² Johnston, M. E., Dawson, J., & Maher, P. T. (2017). Strategic development challenges in marine tourism in Nunavut. *Resources*, 6(3), 91-105.

