

# Place identity, guides and sustainable tourism development in Canada's Yukon Territory

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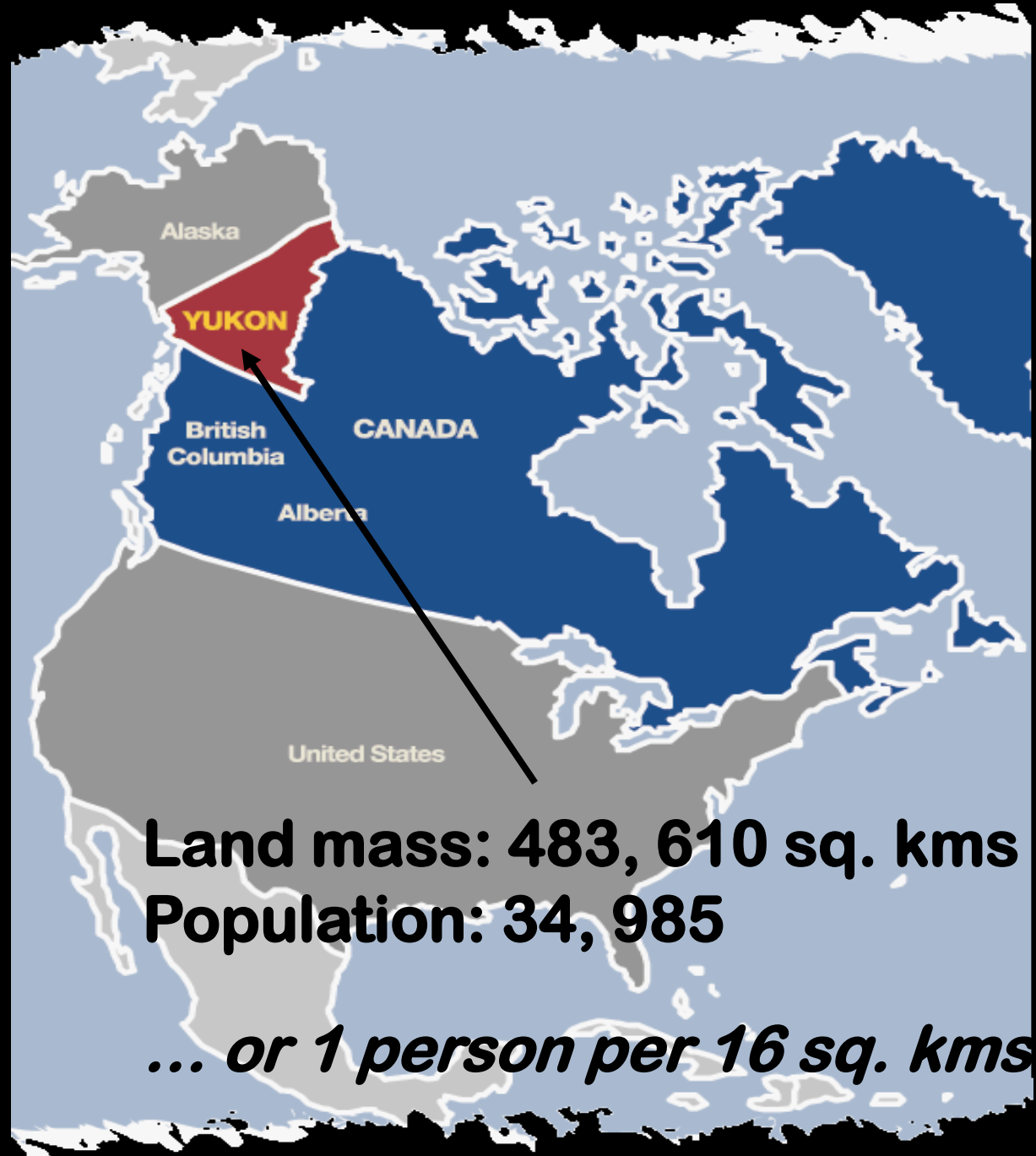
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**What role does the  
place identity of  
wilderness and cultural  
interpreter guides  
have in advancing the goals of  
sustainable tourism  
in the Yukon Territory?**

# The Yukon Territory



**Land mass: 483, 610 sq. kms**  
**Population: 34, 985**

*... or 1 person per 16 sq. kms*





Photos: <http://travelyukon.com/vacationtourpackages/winter/vacationpackages/>

# Place Identity

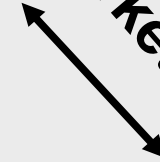
*[Remoteness]*

Place Making



Residents

Place Marketing



Tourism

Guide Place Identity

*[Remoteness]*



Tourism Activities  
*[Design and Delivery]*



The Goals of

**Sustainable Tourism Development**



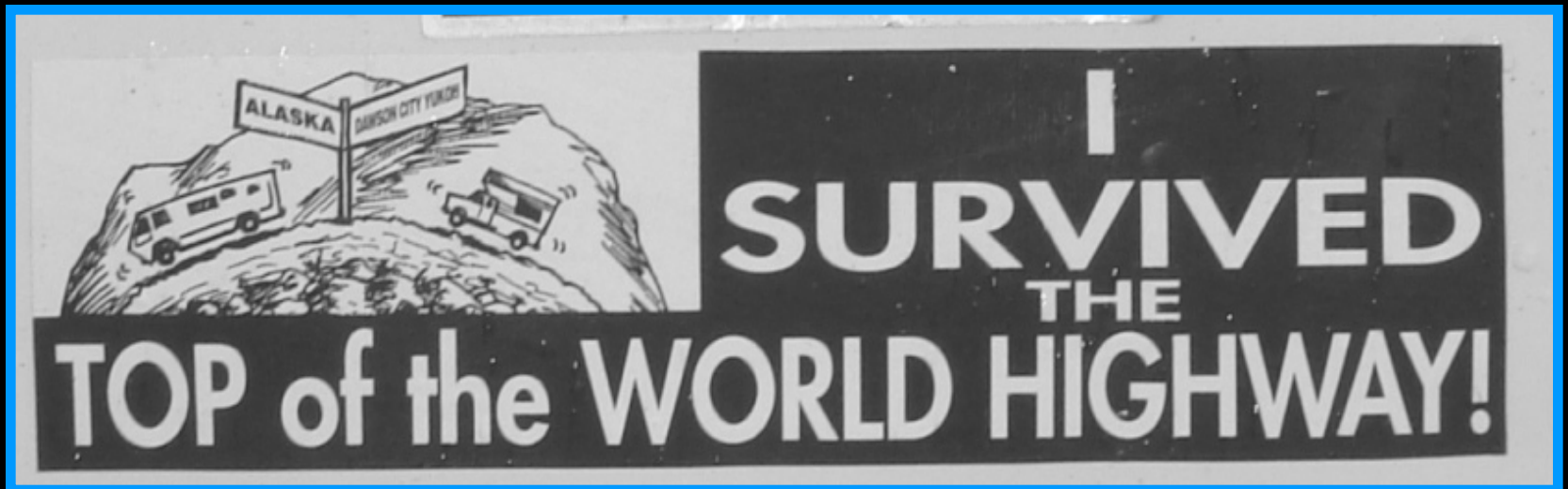
Place Identity Narrative	Characteristics
<p><b>Masculinist Narratives</b></p>	<ul style="list-style-type: none"> <li>▪ Self-sufficient</li> <li>▪ Free</li> </ul> <p>“The Colourful five per cent”</p>
<p><b>Narratives of the New Sublime</b></p>	<ul style="list-style-type: none"> <li>▪ Authentic and real</li> <li>▪ Original self, pure</li> </ul>
<p><b>Narratives of Loss</b></p>	<ul style="list-style-type: none"> <li>▪ Lost landscapes</li> <li>▪ Environmental change</li> </ul>

# Masculinist Narratives

... convene **northern** characters ... unpredictable, nonconformists, free thinkers, and free spirits, who were portrayed as crusty old hermits (and sometimes women of “ill repute”).



# Masculinist Narratives and Tourism



Place Identity Narrative	Characteristic	Guide Narrative Expression
<b>Masculinist Narratives</b>	<b>Self-Sufficiency</b> “You’re alone in the wilderness”	<i>The distance to roadways and for rescue and everything else ... you’re asked to develop a whole other level of responsibility and self-sufficiency ... we have one of the few places left on the planet where you can access that part of yourself. (“Jack”)</i>
	<b>Free</b> “You can do what you want!”	<i>But right at the door, there’s quick access to wild country. And I just love that freedom ... I just can’t stand and never could even as a child. I couldn’t stand being fettered in any way, or tied down. So I that [this] appeals to that side of my character that loves wide-open spaces. Where I feel free... (“Susan”)</i>

# Place Identity

*[Remoteness]*

Place Making

Residents

Place Marketing

Tourism

Guide Place Identity

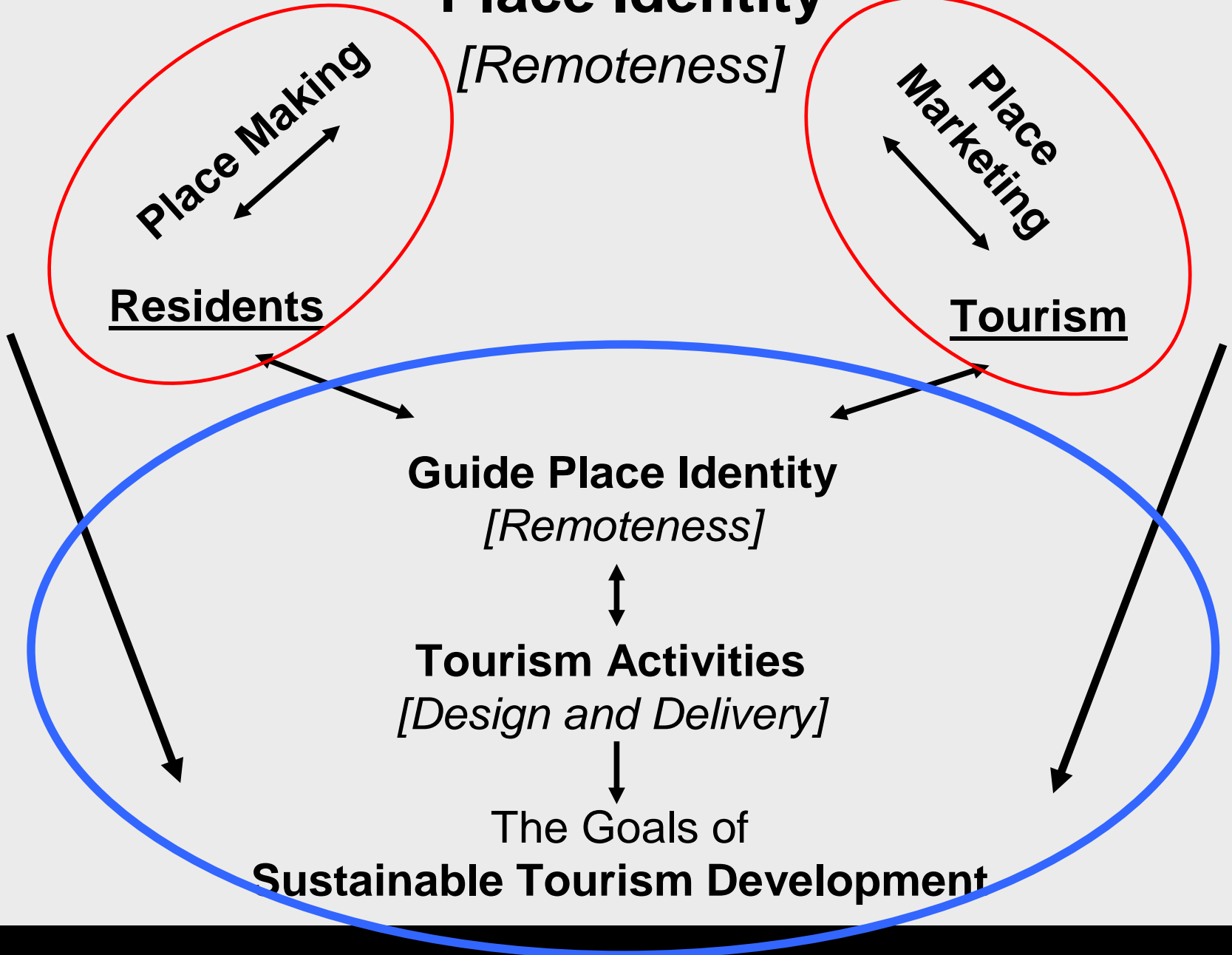
*[Remoteness]*

Tourism Activities

*[Design and Delivery]*

The Goals of

**Sustainable Tourism Development**



Place Identity Narrative	Characteristic	Impact on Design and Delivery	Sustainable Tourism Development
<p style="text-align: center;"><b>Masculinist Narratives</b></p>	<p><b>Self-Sufficiency Lifestyle entrepreneurs</b></p>	<ul style="list-style-type: none"> <li>•Tourism experiences and activities integrated into day-to-day lives of guides and operators</li> <li>•Value-based tourism activity development (economic motives expressed as secondary to quality of life)</li> <li>•Collaboration between community entrepreneurs for product development</li> <li>•Creates volunteer work opportunities</li> </ul>	<ul style="list-style-type: none"> <li>•Meaningfully implemented features of special interest tourism (e.g., small groups)</li> <li>•“Sincere” VS authentic tourism experiences (Taylor, 2001)</li> <li>•Limits scale of operation</li> <li>• Links to social capital and the social economy (e.g., through social networks building, entrepreneurial collaborations and volunteerism)</li> <li>•Carrying capacity</li> <li>•Collaborative management strategies</li> <li>•Guide satisfaction and sustainable product delivery</li> </ul>
	<p><b>Free</b>  <b>“You can do what you want!”</b></p>	<ul style="list-style-type: none"> <li>•Crafting acceptable and perceived risk management strategies that support the idea of being “alone in the wilderness”</li> <li>•Emphasis on voluntary ethical behaviour practices; consideration for “Existentialism” (Fennell, 2003)</li> </ul>	<ul style="list-style-type: none"> <li>•Educational opportunities (e.g., LNT, wilderness safety, cultural interpretation and protection of artefacts)</li> <li>•Appropriate regulatory mechanisms</li> </ul>

Place Identity Influenced Tourism Experience Feature	Sustainable Tourism Development Dimension
<ul style="list-style-type: none"> <li>• Educational</li> <li>• Strategies to promote/increase voluntary ethical visitor behaviour               <ul style="list-style-type: none"> <li>• Carrying capacity</li> </ul> </li> <li>• Collaborative mechanisms               <ul style="list-style-type: none"> <li>• Scale of operation</li> </ul> </li> <li>• Appropriate infrastructure</li> </ul>	Place Appropriate/Approved Destination Management Strategies
<ul style="list-style-type: none"> <li>• Social capital</li> <li>• Social economy</li> </ul>	Social and Community Values
<ul style="list-style-type: none"> <li>• Meaningful implementation of special interest tourism               <ul style="list-style-type: none"> <li>• Authentic Tourism (or “Sincere Tourism”)</li> </ul> </li> </ul>	Product Integrity
<ul style="list-style-type: none"> <li>• Guide satisfaction</li> </ul>	Entrepreneurial Endurance

# Recommendations

1. Support to lifestyle entrepreneurs
2. Educate/support meaningful special interest tourism design
3. Increase voluntary ethical behaviour strategies
4. Use market segments pro-actively for destination management

# Additional Research



**Thank you!**

**Any Questions?**