

2011-12

The Kativik Regional Government Community Tourism Training & Development in Nunavik

2011-2012 HIGHLIGHTS in BRIEF

TRAINING

Nunavik Adventure Challenge goes International

Over the past few years, the Nunavik Adventure Challenge has been experienced by more than 1700 Nunavimmiut, making it the most successful tourism training platform ever for youth leadership and guiding skills. Program participants were tested this year as Nunavik successfully hosted their first international race event. Developed in partnership with Endurance Adventure (who volunteered their time), twenty Nunavimmiut from six communities were hired to coordinate and host this epic event held in Kangiqsualujuaq. Professional race teams from South Africa, Italy, France, the UK, the USA, and Canada participated, including five local Nunavimmiut. The event was widely picked up by international media and followed in over 40 countries - which helped to show the world that Nunavimmiut are capable of planning, coordinating, supporting, and delivering a high calibre adventure tourism experience in the region.

Developing a Catering Network

Improving the availability of quality food services in Nunavik took a positive step forward this past year. Meals were prepared in Kangiqsualujuaq, frozen, and then shipped across the territory to an event held in Salluit. This pilot project helped participants figure out the many logistics involved with such an operation, and has further led to active discussions with FCNQ to determine the feasibility of extending the catering market to offer meal services in selected community hotels.

Technical Skills Development and Certification

Keeping pace with previous years, the training schedule for the past year has been jam packed full. Tourism training and skill development for Nunavimmiut took place within many communities throughout the region, as well as in southern destinations to give participants a greater depth of experience.

Some of the courses for guide development this past year:

- snowboarding clinic in Salluit
- mountain biking clinic in Kangiqsujuaq
- advanced wilderness first aid in Ivujivik
- first aid train-the-trainer in Inukjuak
- intercultural awareness workshop in Kuujuaq
- top rope/climbing in Umiujaq
- advanced kayaking in Kangiqsualujuaq

At the level of tourism business management and industry governance, a number of familiarization tours, product development workshops, and trade show delegations were organized and supported to help local tourism providers better understand the level of quality and standards necessary to be competitive in the global adventure travel market.

PRODUCT DEVELOPMENT

2012 Winter Carnival, Quebec City

Quebec's Winter Carnival is the third largest carnival in the world, attracting more than 100,000 people each year. It was decided last year to use this as an opportunity to showcase the best of Nunavik's tourism and cultural sectors. This year, the Nunavik Information Center followed through to organize nine separate events over three weekends, including storytelling, cultural presentations, workshops, and entertainment.

A few other product development initiatives in 2011-12 include:

- town tour and cultural experience in Inukjuak
- winter skidoo adventure in *Parc national Kuururjuaq*
- scenic cruise and wildlife around Akpatok Island
- kayaking tour on the Leaf River Estuary

INDUSTRY LEADERSHIP

2011 Adventure Travel World Summit

This year marked Nunavik's fourth attendance at the annual Summit, which attracts more than 600 travel industry leaders from around the world. To the credit of past involvement in this conference, noticeable this year was a general awareness among participants of Nunavik as a tourism destination in northern Quebec, and a further desire to know more about available products, packages, and pricing.

This was timely for Inuit Adventures, who unveiled their new logo, brochures, and sample travel itineraries at the Summit. Inuit Adventures is positioning itself as an inbound tour operator and will play a key role in developing the international sales and distribution network for local Nunavik tourism products.

2011 Responsible Tourism in Destinations

Under the tagline that "Better Places to Live are Better Places to Visit", the 5th International conference in Responsible Tourism Development was held in Canada this year. Of significance, two major topics introduced at this year's conference included tourism growth and potential in arctic regions, and tourism development in partnership with aboriginal communities. Representatives from the KRG were able to contribute to these discussions, which are summarized in the "Alberta Declaration". See <http://rtd5.icrtcanada.ca> for more information.

The KRG also participated in the following tourism events:

- The Northern Lights trade show in Ottawa
- Nunavut Tourism Conference in Iqaluit
- National Aboriginal Tourism Conference in Osoyoos

