



Pimachiowin Aki World Heritage Project Research Summary Tourism Opportunities and Context

There are a number of specific travel trends and products that are particularly relevant for tourism development in Pimachiowin Aki. These tourism trends under study are:

- **Cultural Tourism:** Cultural tourism is one of the fastest growing tourism sectors within the industry as travellers seek new experiences that are unique to the places they are visiting.
- **Aboriginal Tourism:** Aboriginal cultural tourism can be considered a subset to the larger cultural tourism market. The benefits of Aboriginal tourism range from economic development to the preservation and revitalization of cultural traditions.
- **Community-Based Tourism:** Community-based tourism involves local direction and ownership of tourism. The income generated from outside visitors remains within the community and benefits the community, rather than an individual business owner.
- **Eco-Tourism and Sustainable Tourism:** There are a large number of activities that can fall within the scope of eco-tourism. Top-ranked activities are casual walking, wildlife viewing and hiking/trekking. Eco-tourists are more likely to select from a range of intimate, adventure-type accommodations, such as cabins, lodges/inns, camping, bed-and-breakfasts or ranches. Sustainable Tourism is similar to eco-tourism and the two are often confused. Sustainable tourism actively fosters appreciation and stewardship of the natural, cultural and historic resources and special places by local residents, the tourism industry, governments and visitors.
- **Learning Tourism:** Learning and enrichment travel is defined by the Canadian Experience Travel Network (CETN) as: "Vacations with authentic, hands-on or interactive learning experiences featuring themes such as adventure, agriculture, anthropology, archaeology, arts, culture, cuisine, education, forestry, gardening, language, maritime, mining, nature, science, spirituality, sports, wine, and wildlife to name a few! These are the travel experiences that broaden the mind and enrich the soul."
- **Adventure Tourism:** Activities that appeal to this type of tourist include wildlife viewing, water adventures such as canoeing and kayaking, land adventures, hiking, climbing or biking, and winter adventures such as snowshoeing, skiing and dog sledding
- **Consumptive Tourism:** The consumptive tourism sector refers to hunting and fishing.
- **UNESCO Tourism:** Inscription of a site on the World Heritage List is prestigious, often serving as a catalyst for heightened awareness and attention and often resulting in an increase of tourism opportunities.