

ABORIGINAL TOURISM AND TRADITIONAL BASKET WEAVING ON PRINCE EDWARD ISLAND



8/7/2010

A Market Research Study

PREPARED BY:
AMBER JADIS
MASTER OF BUSINESS ADMINISTRATION STUDENT
UNIVERSITY OF PRINCE EDWARD ISLAND

PERMISSION TO USE SIGNATURE PROJECT REPORT

Title of Signature Project: Aboriginal Tourism and Traditional Basket Weaving on Prince Edward Island: A Market Research Study

Name of Author: Amber Jadis

Department: School of Business

Degree: Master of Business Administration Year: 2010

Name of Supervisor(s): Blake Jelley

In presenting this signature project report in partial fulfilment of the requirements for a Master of Business Administration degree from the University of Prince Edward Island, the author has agreed that the Robertson Library, University of Prince Edward Island, may make this signature project freely available for inspection and gives permission to add an electronic version of the signature project to the Digital Repository at the University of Prince Edward Island. Moreover the author further agrees that permission for extensive copying of this signature project report for scholarly purposes may be granted by the professor or professors who supervised the author's project work, or, in their absence, by the Dean of the School of Business. It is understood that any copying or publication or use of this signature project report or parts thereof for financial gain shall not be allowed without the author's written permission. It is also understood that due recognition shall be given to the author and to the University of Prince Edward Island in any scholarly use which may be made of any material in the author's report.

Address: UPEI School of Business

550 University Avenue

Charlottetown, PE C1A 4P3

ABSTRACT

Tourism can provide social and economic benefits for Aboriginal people. This market research investigated the potential for Aboriginal Tourism opportunities, particularly basket weaving, on Prince Edward Island (PEI). Members (N=7,366) of the *Traveller's Voice* panel, maintained by the University of PEI's Tourism Research Centre, were surveyed. Respondents (N=1,367) were classified as members of "target" (42%) or "non-target" markets based on their intentions to visit PEI and their interest in Aboriginal cultural experiences. Only one third (1 / 3) of respondents were aware of the existence of Aboriginal communities on PEI. Target market respondents' demographics were similar to those of the typical PEI tourist. Passive activities were more popular than were participatory activities. Interest in basket weaving was limited and few respondents were willing to pay enough for baskets to cover labour costs. Implications of survey findings and the unique economic, resource, industry and cultural barriers faced by Aboriginal communities planning Aboriginal Tourism enterprises are discussed.

ACKNOWLEDGEMENTS

This signature project would not have been possible without the support and patience of my family, particularly my husband, Jacob Jadis and my mother, Roberta Clark. I am thankful for the guidance I received from my supervisors, Dr. Paul Lewis and Dr. Blake Jelley. Assistance from the Tourism Research Center at the University of Prince Edward Island and the Mi'kmaq Confederacy of Prince Edward Island were also integral to the completion of this project and very much appreciated. Last, but not least, thanks to Judy Clark for providing the photos and kind words of encouragement.

Table of Contents

FIRST NATIONS ON PEI.....	2
Current and Past Economic Development	3
TOURISM ON PEI	4
Cultural Tourism	5
Aboriginal Tourism.....	5
ABORIGINAL TOURISM OPPORTUNITIES MARKET RESEARCH.....	6
Interest in Aboriginal Tourism – Defining the Target Market	7
Characteristics of the Target Market.....	10
Age.....	10
Location of Respondents	12
Awareness	14
Potential Aboriginal Tourism Activities	15
Willingness to Spend Time and Money on Activities.....	17
Comparison to Canadian Tourism Commission’s Survey	19
Preferred location	20
Basket Weaving Market Potential	21
Interest in Basket Weaving.....	23
Potential Ways to Overcome the Market Constraints	27
BARRIERS TO ABORIGINAL TOURISM DEVELOPMENT.....	28
Economic and Resource Barriers	28
Industry Barriers	30
Cultural	31
KEY SUCCESS FACTORS FOR ABORIGINAL ENTREPRENEURSHIP.....	33
RECOMMENDATIONS AND CONCLUSIONS.....	34
REFERENCES.....	38

APPENDIX A – MAP OF FIRST NATIONS COMMUNITIES ON PEI	40
APPENDIX B – PROFILING QUESTIONNAIRE.....	41
APPENDIX C – ABORIGINAL TOURISM OPPORTUNITIES RESEARCH SURVEY ...	47
APPENDIX D – COMMENTS – LACK OF INTEREST	59
APPENDIX E – COMMENTS – INTEREST	64
APPENDIX F – COMMENTS – ABORIGINAL CONNECTIONS	69
APPENDIX G – COMMENTS – LACK OF AWARENESS.....	71
APPENDIX H – COMMENTS – SURVEY	74
APPENDIX I – COMMENTS – SUGGESTIONS	79
APPENDIX J – COMMENTS – BASKET SPECIFIC.....	86
APPENDIX K – COMMENTS – PREVIOUS EXPERIENCES	89
APPENDIX L – COMMENTS – GENERAL	93
APPENDIX M – BASKET WEAVING BUSINESS IDEAS	100

List of Figures

Figure 1: How Likely to Engage in Aboriginal Tourism Experience	8
Figure 2: Size of Target Market.....	9
Figure 3: Comparison of Ages Between 2008 Exit Survey and This Survey	11
Figure 4: Age of Respondents.....	12
Figure 5: Percent of Respondents From Each Country.....	12
Figure 6: Percentage of Respondents from Each Province	13
Figure 7: Overall Awareness of Aboriginal Communities on PEI	14
Figure 8: Ranking of Activities	16
Figure 9: Percent of Responses – Top 4 Activities.....	17
Figure 10: Willingness to Travel to Various PEI Locations.....	20
Figure 11: Different Types of Mi'kmaw Made Baskets	22
Figure 12: Number of Respondents Interested in Purchasing Baskets	24
Figure 13: Median Amount Respondents Were Willing to Pay for Baskets.....	26
Figure 14: Number of Respondents (Out of 1367) Willing to Pay	27
Figure 15: Key Success Factors for Successful Aboriginal Entrepreneurship.....	33

ABORIGINAL TOURISM AND TRADITIONAL BASKET WEAVING ON PRINCE EDWARD ISLAND

A MARKET RESEARCH STUDY

Although much progress has been made in improving the lives of Canada's Aboriginal people, still "more than twice as many Aboriginal Canadians live in poverty as compared to non-Aboriginal Canadians" (Indian and Northern Affairs Canada, 2009, p. 6). Economic development for Aboriginal people is critical for developing self-reliance, preserving and strengthening culture and traditions and improving socio-economic conditions (Kendall, 2001).

Although I am non-aboriginal, many issues that concern Aboriginal people are also a concern to me. I have been involved with the First Nation community of Scotchfort for over fourteen years and have been living in the community, with my Mi'kmaq husband, since 2004. Initially, I became interested in assisting with the creation of a business plan for a group of Mi'kmaq people who were attempting to form a basket weaving cooperative. This group felt that offering basket weaving as a cultural tourism experience would be the key to creating a long-term, financially viable basket weaving cooperative (personal communication, April 4, 2009). However, since no research had been conducted on Mi'kmaq experiential tourism on Prince Edward Island (PEI), it was not

possible to substantiate this belief. Unfortunately, the basket weaving group did not receive funding and has not met since the spring of 2009. Nevertheless, the planning process in which they were engaged pointed to more systematic needs for information upon which to develop future plans.

The potential for Aboriginal Tourism opportunities on Prince Edward Island needs to be further explored through formal market research. The Mi'kmaq Confederacy of PEI (MCPEI) expressed interest in market research on Aboriginal Tourism opportunities on PEI, in part due to the MCPEI's existing investment in the Lennox Island Ecotourism Centre. Further, MCPEI is interested in economic development and is considering other Aboriginal Tourism ventures. Therefore, I decided to conduct research on the market potential for a basket weaving business and, more generally, Aboriginal Tourism opportunities on PEI. This paper will provide an overview of First Nations on PEI, as well as identify some past and current economic development projects, including previous attempts at basket weaving businesses. The paper will also provide a brief overview of tourism on PEI as well as the results of the market research study on Aboriginal Tourism opportunities. Some challenges to developing Aboriginal Tourism business ventures on PEI will be considered and recommendations for Aboriginal Tourism development on PEI will be proposed.

FIRST NATIONS ON PEI

The Mi'kmaq people are indigenous to northeastern New England, Atlantic Canada and the Gaspé Peninsula of Quebec. On Prince Edward Island, Mi'kmaq people live mainly in two First Nation communities – Lennox Island and Abegweit. The Abegweit First Nation consists of three reserves – Morell, Rocky Point and Scotchfort. According to Chief Brian Francis, the Abegweit First Nation currently has a total of 319 band members and a population of approximately 450 living on reserve (personal communication, April 3, 2010). Chief Darlene Bernard states Lennox Island First Nation has 802 band members in total, with approximately 380 members living on reserve and the remainder living off reserve (personal communication, April 3, 2010). In addition, Jamie Gallant, Chief of the Native Council of PEI, says there are approximately 900 First Nations people from many

different areas who live off-reserve and are governed by the Native Council (personal communication, January 4, 2010). Refer to Appendix A for a map of PEI's First Nation communities.

The Mi'kmaq people were among the first Aboriginal people to be in contact with Europeans in the 1500's (Lunn & Moore, 1992). Many Mi'kmaq traditions and even the Mi'kmaq language were almost lost in the days of residential schools (1922 to 1968) (Residential Schools in Nova Scotia, n.d.). As the Federal Indian Agents strictly enforced the laws whereby speaking Mi'kmaq or practicing traditions were banned, it was clear to see how the Government of Canada attempted to assimilate all First Nations people. Since the 1990's, there has been a growing effort to re-establish the cultural traditions and to teach the Mi'kmaq language to the youth. One way to strengthen and continue traditions among First Nations people and also share this knowledge with non-Aboriginal people is through Aboriginal Tourism.

Current and Past Economic Development

The Ecotourism Centre on Lennox Island, established in 1999, included the Minegoo Cafe, Lennox Island Hostel, Maskwi Nature Store, Lennox Island Adventure Centre, walking trails and Malpeque Discoveries workshops. In a report entitled, *The Role of Ecotourism in Aboriginal Community Development: The Case of Lennox Island First Nation* (Harris, 2005), the author concluded that the Lennox Island Ecotourism Centre has provided many benefits to the community in the areas of economic development, empowerment, wellness and learning. However, the Ecotourism Centre has struggled to hire and retain a manager with the required skills. This led to inconsistent operations and irregular operating hours, including at least one season where the centre was closed (personal communication, Jesse Francis, April 12, 2010).

Some other businesses currently operating in Lennox Island include Alan's Convenience Store and Gas Bar, Indian Arts and Crafts of North America craft shop, MicMac Productions earthware figurines and pottery, Inland Sand, Minigoo Fisheries, Fisherman's Pride and commercial fishing (Chief Darlene Bernard, personal communication, April 12,

2010; Business Listing, n.d.). In Abegweit First Nation, some current ventures include an Ultramar gas station, Robin's coffee shop, Ink Isle, Redstone Auto and Marine, Redstone Fisheries, blueberry crops and commercial fishing.

Basket Weaving on PEI

Ash baskets have been produced by the Mi'kmaq people for many generations, but the craft is at risk of being lost as many skilled basket makers have either retired or passed on. There have been several previous attempts at creating a Mi'kmaq basket weaving cooperative on PEI. Some attempts succeeded for a short period of time. Other attempts have not gone beyond a written report or initial discussions. However, there are examples of fairly successful basket weaving cooperatives including one in Maria, Quebec which has been in operation for many years as well as a non-Aboriginal Basket Weavers of PEI Co-op in Richmond, PEI.

The possibility of promoting a cultural tourism experience in conjunction with the sale of basket weaving products is an intriguing alternative to conventional methods of attracting tourism dollars. Success in other regions suggests that further investigation is required to see if such a venture is worthy of investment.

TOURISM ON PEI

Tourism is one of PEI's main industries. From July 1, 2007 to June 30, 2008 over one million people visited PEI, staying an average of four nights and spending a total of \$315 million (Tourism Research Centre, 2008). Over half (51%) of these visitors came to PEI in the main tourist season months of July and August. The Tourism Research Centre's (TRC's) data indicates the main summer attractions are the Island's "natural beauty and pastoral settings" (38%) and the "beaches and coastlines" (21%). Shoulder season visitors account for 32 % of all visitors (19% from May to June; 13% from September to October). Approximately 25% of these "shoulder season" visitors come to PEI primarily for a "short getaway". Winter visitors (17% of all visitors) come to PEI primarily to visit family and

friends (45%). Most visitors to PEI (78%) are repeat visitors.

The Cavendish area, also known as Green Gables Shore, is the most popular destination with 33% of overnight stays being spent in that region. Charlottetown is a close second in popularity as an overnight destination with 27% of overnight stays in the capital city. Couples make up almost half (49%) of the travelling parties to PEI, while families account for 30% of travelling parties. After ranking sightseeing (70%) and going to a beach (60%) as their top priorities, the third most popular activity for tourists in the PEI summer season, was shopping for local crafts, souvenirs and antiques (54%). Visiting historical/cultural attractions ranked 5th amongst the most popular travel activities (36%; TRC, 2008).

Cultural Tourism

A recent TRC study of cultural tourism on PEI (Yun, Hennessey, MacDonald, & MacEachern, 2009) found that 36.4% of tourists to PEI were highly engaged in cultural activities and therefore classified as “cultural tourists”. While visiting PEI, these tourists participated in activities such as experiencing Acadian culture, visiting Canada’s birthplace attractions, attending a festival or event, visiting Anne of Green Gables attractions or attending a live theatre performance. The study concluded that cultural tourists to PEI are more likely to use travel information sources, tend to stay longer and typically spend more money. Cultural tourists spent on average \$122.30 per person per night compared to \$100.50 for non-cultural tourists. Aboriginal Tourism would be considered a form of cultural tourism; however, there are currently few opportunities to experience Aboriginal Tourism on PEI.

Aboriginal Tourism

The tourism market on PEI is quite large and offers potential for Aboriginal entrepreneurs and First Nation communities to sell services and products. Aboriginal Tourism businesses in Canada generated an estimated \$4.9 billion in economic activity in 2001 (Harris, 2005). These products and services do not have to be cultural in nature.

Aboriginal owned and operated businesses could include cottages, bike rentals, bus tours, or any other product/service that tourists are seeking. However, if created in a respectful and culturally appropriate manner, tourism activities that focus on Mi'kmaq culture would provide the additional benefits of preserving and promoting the culture as well as educating the travelling public on Mi'kmaq history and traditions. The implications reach far beyond the tourism market, as many Islanders, including school age children, could benefit from experiencing Mi'kmaq culture, firsthand.

Some benefits Canadian Aboriginal communities have experienced from tourism include:

- **Employment opportunities for men and women of all ages in both low and high skilled positions**
- **The option of choosing either large or small scale development in a manner that respects the environment**
- **An opportunity to demonstrate pride in Aboriginal culture and to educate others (Harris, 2005)**

Yet, the question remains: Are tourists to PEI interested in Aboriginal Tourism opportunities?

ABORIGINAL TOURISM OPPORTUNITIES MARKET RESEARCH

A survey to explore awareness among tourists of the presence of Aboriginal peoples on PEI and to determine the extent of interest in Aboriginal Tourism products was created and sent to members of UPEI's Tourism Research Centre's (TRC) panel, *The Traveller's Voice*. Refer to Appendix C for a copy of the Aboriginal Tourism Opportunities survey. At the time of this survey, the panel consisted of 7,366 tourists who had spent at least one night on Prince Edward Island in the last five years on a pleasure trip, were over the age of 18 and were not permanent residents of PEI (TRC, 2006). The panel is composed of members who completed an online Profiling Questionnaire (refer to Appendix B) and

agreed to be part of the panel. Panel members are sent emails from the TRC, typically once a month, inviting them to participate in different surveys. Members are offered a chance to win one of three \$200 prizes for their participation. The surveys are hosted on the TRC's website for three weeks. Funding for the participation incentives, survey translation and programming costs for the Aboriginal Tourism Opportunities Survey was provided by the Mi'kmaq Confederacy of PEI.

For this research, panel members were asked to complete an online questionnaire that took approximately 15 minutes. Questions 1 and 3a were modeled after the online survey from the *Aboriginal Tourism Opportunities for Canada – U.K., Germany, France* study (Insignia, 2007). The remaining questions were created specifically for this market research. Most of the demographic information had been collected previously by the TRC (Appendix B). Refer to Appendix C for a copy of the Aboriginal Tourism Opportunities Survey.

Of the 7,366 members of the *Traveller's Voice* panel, a total of 1,367 (18.6%) completed the Aboriginal Tourism Opportunities Survey. The following sections detail the results of this survey.

Interest in Aboriginal Tourism – Defining the Target Market

Survey respondents were asked, given all of the other activities and attractions (i.e. sightseeing, beaches, golf, Anne of Green Gables, etc.) that are available on PEI, how likely they would be to engage in an Aboriginal cultural experience, if they were only spending seven days on PEI. Respondents could select *not at all likely*, *not very likely*, *fairly likely*, *very likely*, *extremely likely* or *no answer*. If spending seven days on PEI, 75% of respondents were at least *fairly likely* to engage in an Aboriginal cultural experience. This number decreased to 61% of respondents if they were only spending three days on PEI. Refer to Figure 1 for more details.

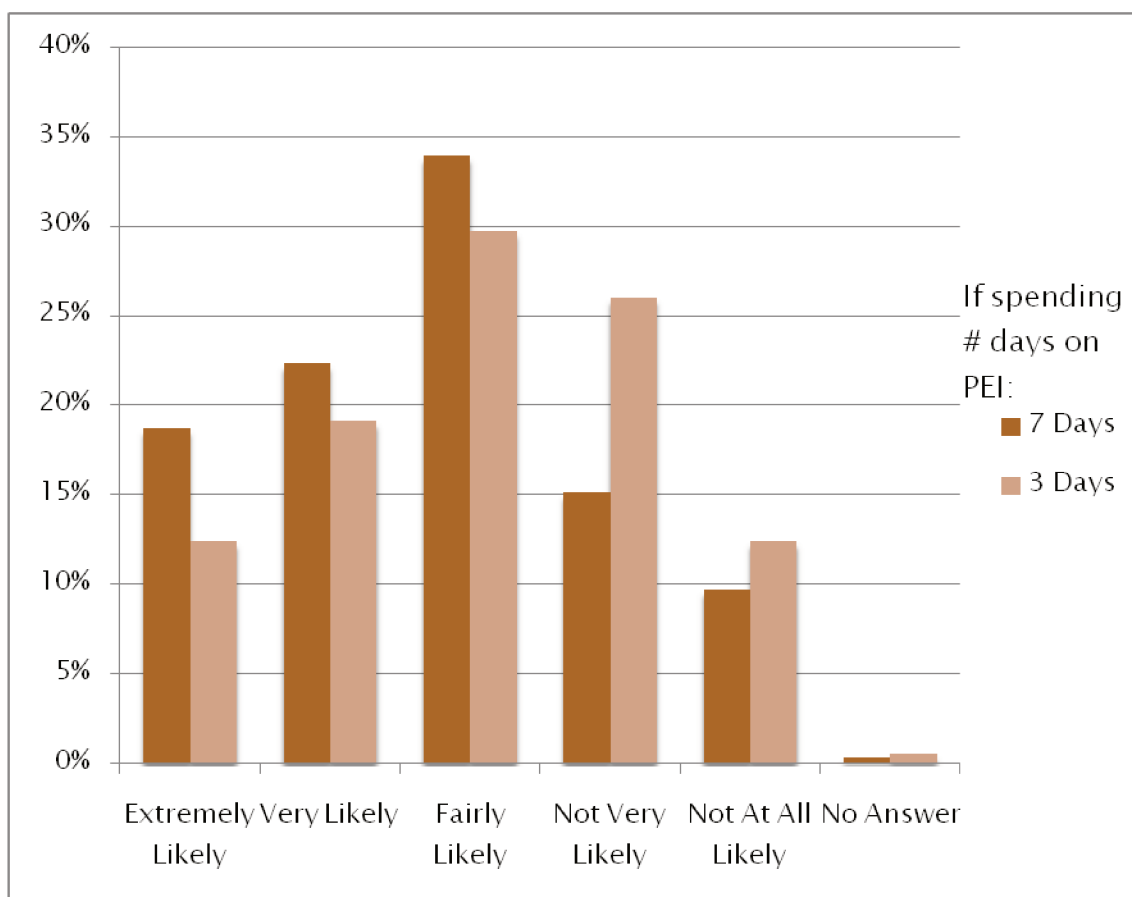


FIGURE 1: HOW LIKELY TO ENGAGE IN ABORIGINAL TOURISM EXPERIENCE

The target market for Aboriginal Tourism opportunities on PEI was defined as those who met the following criteria:

- at least *very interested* in visiting PEI in the next five years
- and at least *very likely* to engage in an Aboriginal cultural experience, during either a three- or a seven-day stay.

Of the 1,367 respondents, 42% met these criteria and will be considered part of the target market (Figure 2).

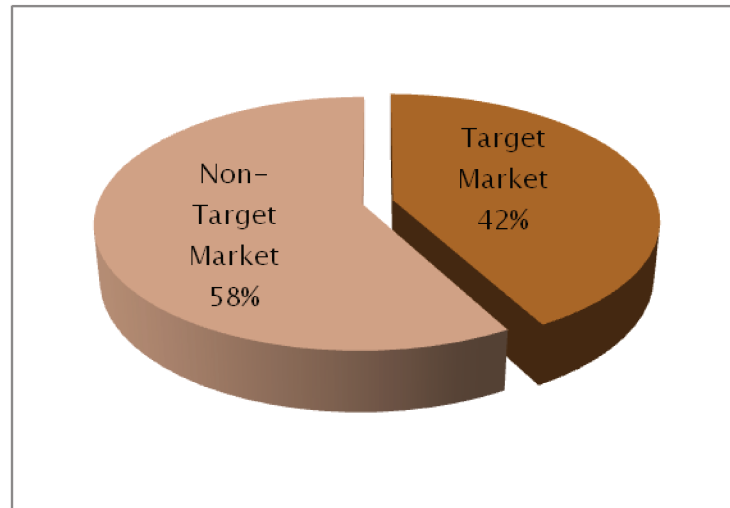


FIGURE 2: SIZE OF TARGET MARKET

Comments from respondents offered further insight as to why some were very interested in Aboriginal Tourism and others were not. Several people commented that their main reason for coming to PEI was to sightsee, enjoy the beaches, golf, participate in Anne of Green Gables-related activities or enjoy the seafood. Aboriginal Tourism was just not of

“Our purpose in visiting PEI is to play golf, go to the beach, explore & eat wonderful seafood. We would not be very interested in Aboriginal activities.”

interest to these people. For example, one respondent wrote, “Our purpose in visiting PEI is to play golf, go to the beach, explore & eat wonderful seafood. We would not be very interested in Aboriginal activities.” Refer to Appendix D for other comments from respondents who were not interested in Aboriginal Tourism.

Some people commented that they were interested in Aboriginal Tourism. One person commented, “I think it would be very interesting to see and hear about the Aboriginal culture”. Another person wrote, “Every time we go to PEI we visit the same old attractions. Something new would be a good thing.” Even one tour bus operator expressed interest in including a First Nations site in their 2010 schedule. Refer to Appendix

“Every time we go to PEI we visit the same old attractions. Something new would be a good thing.”

E for a complete list of comments from respondents interested in Aboriginal Tourism.

Several people commented on Aboriginal connections they had either through working with or living close to Aboriginal people or through family history. For some, this meant they or their family members wanted to “learn a bit more about their heritage”. For others, they were already familiar with Aboriginal culture and did not feel the need to participate in Aboriginal Tourism. For example, one person wrote, “I work with Aboriginal people and communities every day. I enjoy the experiences their culture provides and have attended many Aboriginal ceremonies. Given that I do this every day in my job, I wouldn't spend extra time on my vacation doing something I've already done”. Refer to Appendix F for comments from respondents who had Aboriginal connections.

Characteristics of the Target Market

There are few differences in the demographics of the target market for Aboriginal Tourism (from data collected from the current research) and the TRC's profile of a typical PEI tourist (from data collected in the 2008 Exit Survey). The two groups are similar in terms of gender, marital status, language spoken at home, level of education, employment, level of household income and race. Tourists to PEI, who are interested in Aboriginal Tourism opportunities are most likely Non-Native (95%), although there were also 14 First Nations (2.5%), 1 Inuit (0.2%) and 12 Métis (2.1%) respondents within the target market group. The target tourist most likely speaks English (83%), is married or living in a common-law relationship (74%), either works full-time (57%) or is retired (24%), has a college education (23%) or university degree (24%) and has a household income of less than \$100,000 (59%). There were however, two areas where the respondents to this survey differed slightly from the typical PEI tourist – age and home location.

Age

The age breakdown in this survey is quite similar to the age breakdown for the Tourism Research Center's 2008 exit survey, except there are considerably fewer respondents in the 18–34 (9% compared to 17%) age category and quite a few more in the 55+ age category (45% compared to 30%). These differences cannot be attributed entirely to the

demographics of the *Traveller's Voice* panel as it is comprised of 13% in the 18–34 year old range, 49% in the 35–54 year old range and 39% in the age 55 and older range. Refer to Figure 3 for a comparison.

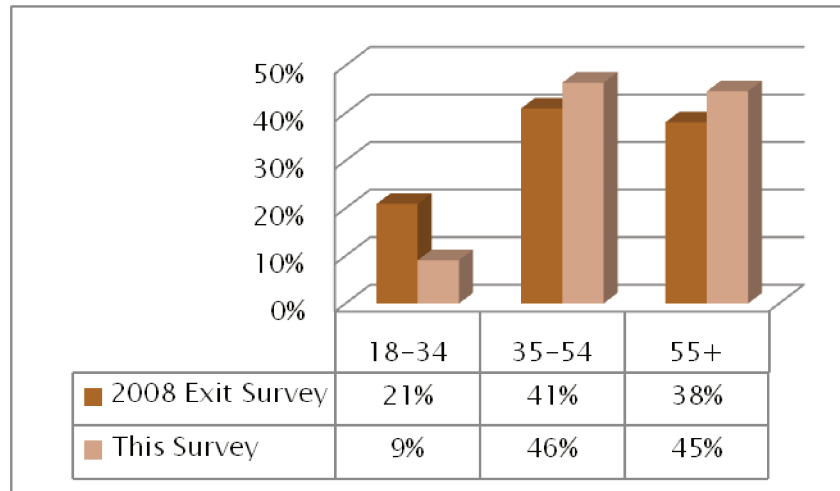


FIGURE 3: COMPARISON OF AGES BETWEEN 2008 EXIT SURVEY AND THIS SURVEY

The percent of respondents in each age category was similar for the target market and non-target market respondents. Overall, 77% of respondents were between 40 and 69 years old (Mean = 53, SD = 12.05). Refer to Figure 4 for more details. Therefore, the typical consumer of Aboriginal Tourism products is more likely than the typical PEI tourist to be 55 years of age or older.

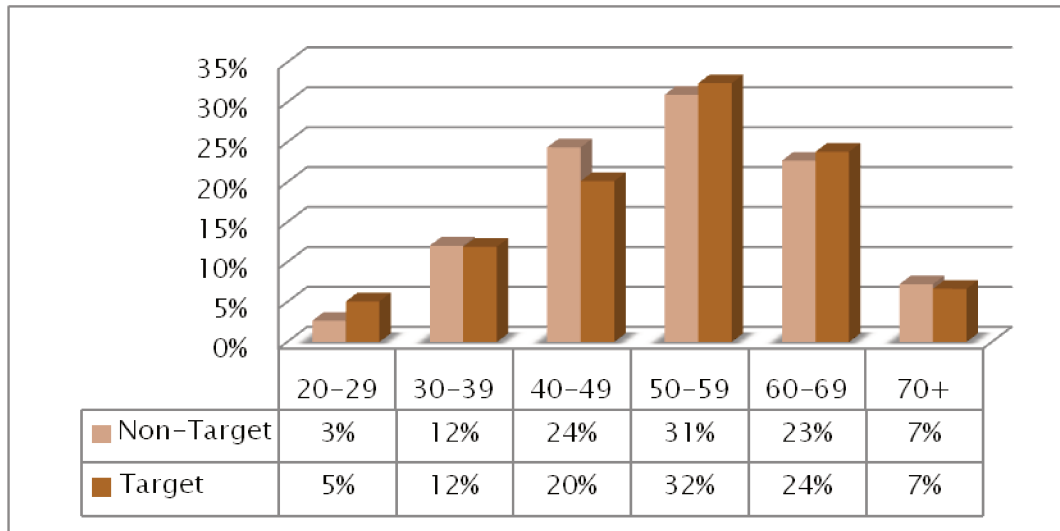


FIGURE 4: AGE OF RESPONDENTS

Location of Respondents

Panel members from all Canadian provinces and territories, 22 countries other than Canada or the US and 35 states of the United States responded to the survey. However, the majority of respondents were from Canada (80%). This is similar to the results from the TRC's 2008 Exit Survey in which 89% of respondents were from Canada. Although respondents from other countries were more likely to be in the target market, 75% of the target market was comprised of Canadians.

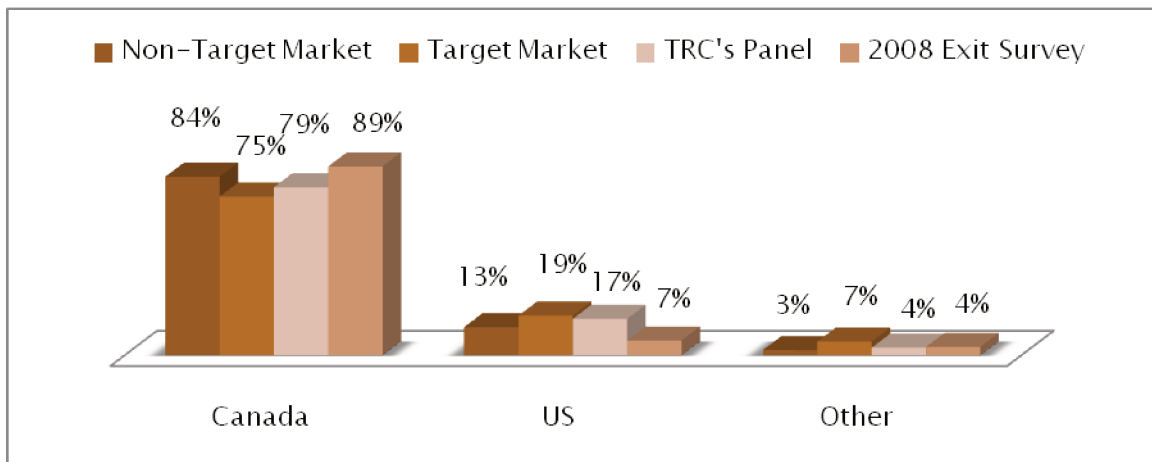


FIGURE 5: PERCENT OF RESPONDENTS FROM EACH COUNTRY

The majority of respondents interested in Aboriginal Tourism experiences came from Ontario, Quebec, Nova Scotia and New Brunswick. The 2008 Exit Survey found that 65% of PEI's tourists came from NS and NB, 13% from Ontario and 8% from Quebec. The percentages of respondents to this survey were considerably higher from Ontario (24%) and Quebec (12%), while considerably lower from NS and NB (33%). This could partially be explained by the demographics of the TRC's panel wherein 23% of the members are from Ontario, 12% from Quebec and 35% from NS and NB. However, the percentage of respondents from Ontario and Quebec in the target market was slightly higher than the non-target market and the percentage of respondents from Nova Scotia and New Brunswick in the target market was less than in the non-target market. This may be due to the fact that the Mi'kmaq First Nations communities exist throughout the Maritimes, some parts of Eastern Quebec and some areas of Newfoundland whereas different Aboriginal groups reside in other provinces. One person commented, "As there are many native communities in Ontario, I would prefer to be exposed to a different native group/tradition when visiting PEI. Therefore, I would be more inclined to participate in something that was specifically Mi'kmaq."

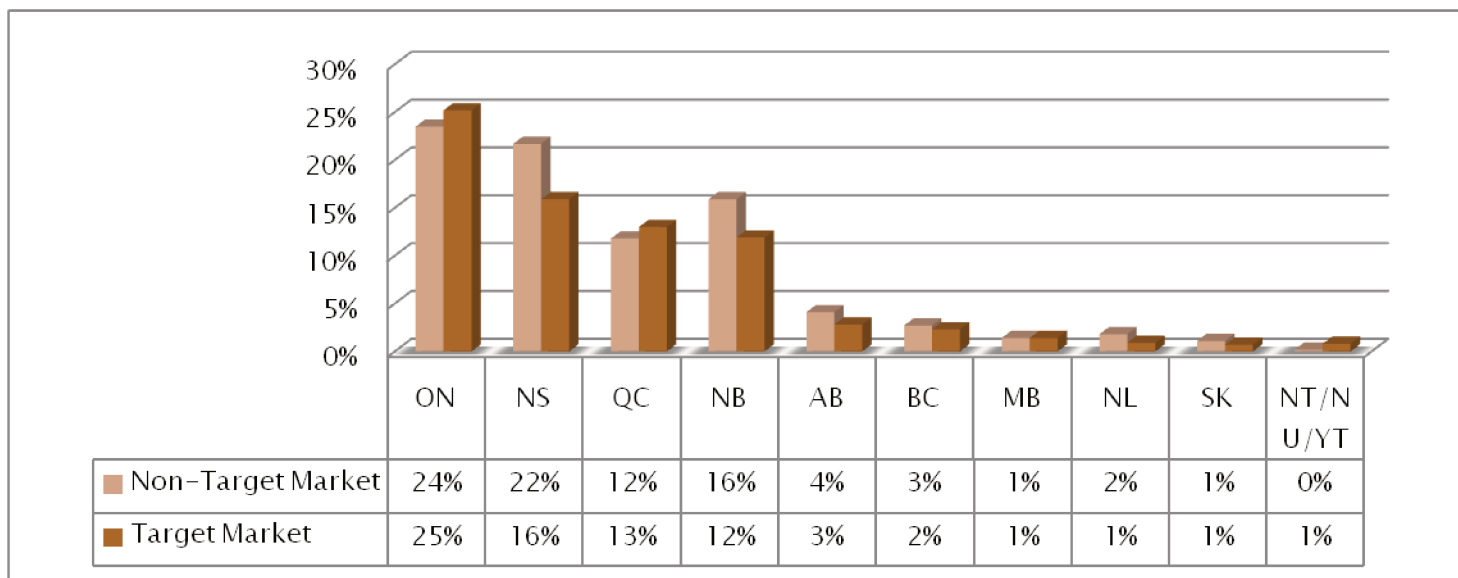


FIGURE 6: PERCENTAGE OF RESPONDENTS FROM EACH PROVINCE

Awareness

Overall, only 32% of respondents were even aware that Aboriginal communities exist on PEI (Figure 7). This number was slightly higher for the target market (35% aware vs. 58% not aware) and slightly lower for the non-target market (29% aware vs. 61% not aware).

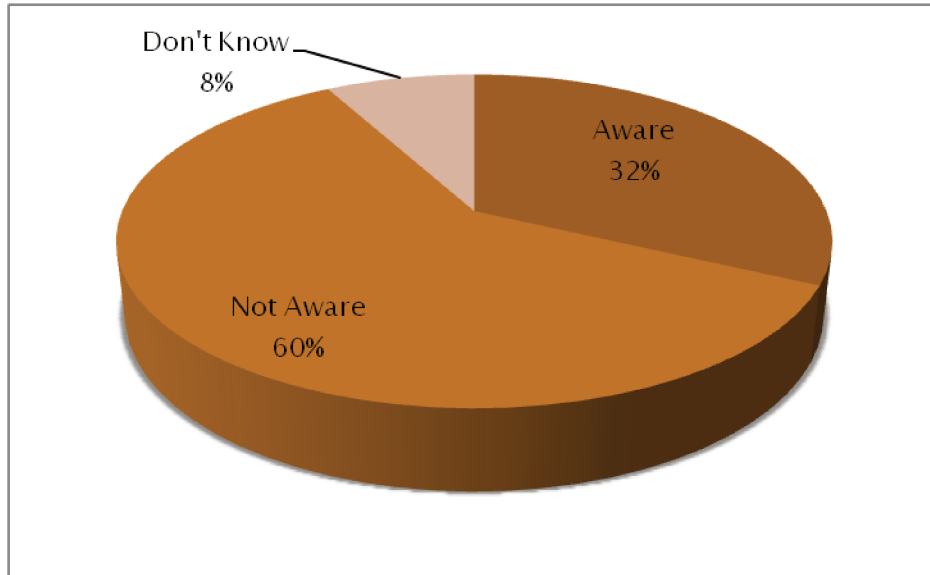


FIGURE 7: OVERALL AWARENESS OF ABORIGINAL COMMUNITIES ON PEI

Several survey respondents commented specifically on the lack of awareness (Appendix G). For example, one person wrote,

"I didn't know that PEI had an Aboriginal community. I have been to PEI 3 times in the last 3 years and was not made aware of this fact. I think Aboriginal Tourism in PEI needs to be more extensively marketed."

"I didn't know that PEI had an Aboriginal community. I have been to PEI 3 times in the last 3 years and was not made aware of this fact. I think Aboriginal Tourism in PEI needs to be more extensively marketed."

Due to this lack of awareness of Aboriginal communities on PEI, a great deal of promotion and marketing would have to be conducted in

order to educate and attract tourists to Mi'kmaq tourism sites. The Mi'kmaq Confederacy of PEI (MCPEI) is now actively taking steps to share Mi'kmaq culture with tourists and the

general public. In the summer of 2009, MCPEI held a Mawio'mi – a traditional Aboriginal gathering featuring food, dancing, drumming and craft sales – strategically located on the Charlottetown Waterfront on the day when one of the biggest cruise ships to ever visit PEI arrived. This event seemed to have had an impact as one respondent to this survey stated, "I did not realize there were First Nations people on the island until I saw the tent set up on the waterfront in late August this past month."

Potential Aboriginal Tourism Activities

Developers of Aboriginal Tourism products have a number of possible activities to choose from and it is important to know what potential consumers are interested in. For this research, respondents were asked to rate each of 24 possible Aboriginal Tourism activities on a five point scale ranging from *Not at All Desirable* (1) to *Extremely Desirable* (5). Figure 8 ranks the average scores assigned by the target market from highest to lowest.

Rank	Activity	Average Rating (Out of 5)
1	Hear Legends As Told By Aboriginal People	4.05
2	View Aboriginal Artifacts	4.05
3	See the Way Aboriginal People Used to Live	4.03
4	Try Traditional Cuisine Prepared by Aboriginal People	4.01
5	Watch Ceremonial Dances	3.98
6	Tour Authentic Traditional Aboriginal Housing	3.98
7	Tour Aboriginal Museums or Art Galleries	3.97
8	Learn About the Traditional Use of the Land by Aboriginal People	3.95
9	Walk on Ancient Aboriginal Trails	3.91
10	Observe Craft Making	3.88
11	Take Photographs of Cultural Sites	3.87

Rank	Activity	Average Rating (Out of 5)
12	Learn About Aboriginal Spiritual Beliefs	3.85
13	Purchase Authentic Aboriginal Crafts and Handiwork	3.84
14	Meet Local Aboriginal People in their Communities	3.83
15	Hear Traditional Songs Sung by Aboriginals	3.77
16	Observe Traditional Basket Weaving	3.71
17	Take Part in Outdoor Activities with Aboriginal Guides	3.70
18	Take Photographs of Aboriginal People in Traditional Settings	3.57
19	Hear Aboriginals Speak in Native Language	3.48
20	Participate in Craft Making	3.46
21	Participate in Traditional Basket Weaving	3.40
22	Stay Overnight in Authentic Traditional Aboriginal Housing	3.23
23	Sing/Chant Aboriginal Songs Along With Aboriginal People	2.90
24	Participate in Ceremonial Dances	2.88

FIGURE 8: RANKING OF ACTIVITIES

Although the target market consistently rated the activities 1.0 to 1.3 points higher than the non-target market, the ranking of activities did not vary much between the two groups. The top five activities were the same for the non-target market, except ‘Touring Aboriginal Museums or Art Galleries’ ranked 4th while ‘Watching Ceremonial Dances’ ranked 10th. The bottom 14 activities were also ranked very similarly for the non-target market.

Figure 9 shows the percent of responses for each level of desirability among the target market for each of the top four activities. Interestingly, although the opportunity to try traditional Aboriginal cuisine had the fourth highest average rating, it had the highest percentage of target market respondents who were extremely interested (36.3%).

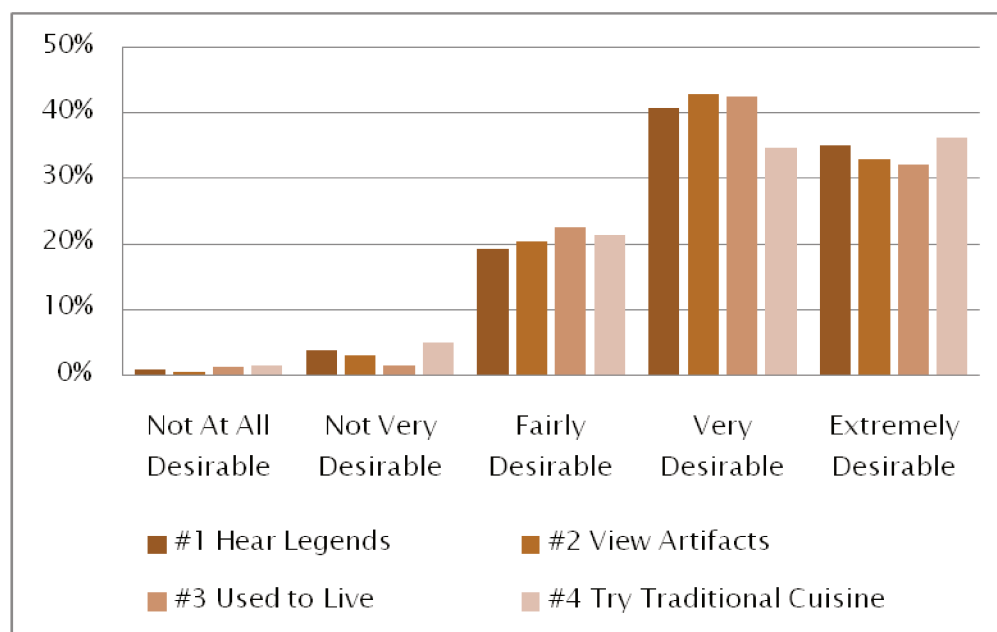


FIGURE 9: PERCENT OF RESPONSES – TOP 4 ACTIVITIES

Aboriginal Tourism developers should seriously consider target market respondents' interest in the top rated activities. For example, "Hear Legends as Told by Aboriginal People" through to "Try Traditional Cuisine Prepared by Aboriginal People" would seem to provide a foundation for the development of Aboriginal Tourism experiences. That is not to preclude the inclusion of other activities that would complement the experience as part of a larger package, but the relative priority of various activities to potential tourists in the target market should be considered.

Willingness to Spend Time and Money on Activities

Respondents were asked how much time and money they would be willing to spend for each activity they ranked as at least *fairly desirable*. Although both the amount of time and money which respondents were willing to spend varied considerably, it was not surprising that the more desirable the respondent rated the activity, the more time and money they seemed willing to spend on it. Also, target market respondents were willing to spend more money and time on activities than non-target market respondents. For most activities, the median amount target market respondents were willing to spend was \$5–\$20. These respondents were willing to pay more for an overnight stay (\$55–\$75), for

participating in craft making or basket weaving (\$10–\$20), for buying crafts (\$40–\$50), for trying traditional food (\$20–\$30) and for participating in outdoor activities (\$10–23). However, at least 20 respondents commented specifically on the difficulty they had assigning times and prices to activities that they knew so little about. For example, one respondent stated, “I really can't put \$ value on any of this experiences or items. It would depend on the item, the person, the situation and or experience.”

Also several respondents suggested activities be bundled together into an experience. For example, one responded stated,

“It was hard for me to come up with a monetary value for quite a few of the activities listed, as I'm used to seeing them as part of a package – such as a fee for entry into a village, to watch craft-making, see older ways and watch people at traditional tasks. It's hard to put a value on taking photography, as that is something not usually priced. If there were a price associated with taking photographs of things, I would be unlikely to go at all... a price on having a picture taken of me doing something or wearing native costume or attempting a task or craft-making would be something photographic I'd be much more likely to pay for.”

Please refer to Appendix H for a complete list of comments regarding the survey and suggestions for Aboriginal Tourism activities.

“It was hard for me to come up with a monetary value for quite a few of the activities listed, as I'm used to seeing them as part of a package – such as a fee for entry into a village, to watch craft-making, see older ways and watch people at traditional tasks/ It's hard to put a value on taking photography, as that is something not usually priced. If there were a price associated with taking photographs of things, I would be unlikely to go at all... a price on having a picture taken of me doing something or wearing native costume or attempting a task or craft-making would be something photographic I'd be much more likely to pay for.”

Comparison to Canadian Tourism Commission's Survey

Since the survey question regarding the 24 Aboriginal Tourism activities was based on a report prepared for the Canadian Tourism Commission by Insignia consultants (2007) entitled, *Aboriginal Tourism Opportunities for Canada – UK, Germany, France*, it is useful to compare the results of the two surveys. The Canadian Tourism Commission's study was based upon previous market research that indicated the UK, Germany and France were strong markets for Canadian Aboriginal Tourism opportunities. They found there was a lot of interest in Aboriginal culture and travelers were very specific in defining what they want in an Aboriginal travel product.

The majority of UK, German and French tourists surveyed indicated they want to be engaged in authentic experiences and do not want to visit museums or view staged productions (Insignia, 2007). They want to be welcomed and involved, not treated as spectators. In many cases, they want to be outdoors as they feel Aboriginals have a unique connection with nature and that holistic connection is something they would like to learn more about.

We expected to see similar results from the present survey, however, respondents ranked experiencing activities such as 'Participate in Ceremonial Dances,' 'Sing/Chant Aboriginal Songs Along With Aboriginal People' the lowest of the 24 activities, while spectator activities such as 'Hear Legends As Told By Aboriginal People,' 'View Aboriginal Artifacts' and 'See the Way Aboriginal People Used to Live' were ranked the highest of the 24 activities. The current survey included just 18 respondents from the UK, Germany and France, so it is difficult to make direct comparisons. However, a comparison of the ranking of activities for these 18 respondents showed much higher rankings for participatory activities. Activities such as "Sing/Chant Aboriginal Songs Along With Aboriginal People", "Participate in Traditional Basket Weaving", "Participate in Craft Making" and "Participate in Ceremonial Dances" ranked 6th, 7th, 8th and 9th whereas the target market ranked these activities as four of the five least desirable activities. "View Aboriginal Artifacts and "Hear Legends as told by Aboriginal People" still ranked in the top four however. The different results may reflect different expectations held by tourists

from North America versus visitors from Europe. The possibility of such differences must be considered when formulating a marketing plan for Aboriginal Tourism.

Preferred Location

In order to determine the best location for potential Aboriginal Tourism activities, survey respondents were asked where on Prince Edward Island they would be willing to go to experience Aboriginal culture. Respondents were asked to rate each of seven locations (Charlottetown, Scotchfort, Cavendish, Borden, Summerside, Panmure Island & Lennox Island) on a five point scale ranging from *Not at All Willing* (1) to *Extremely Willing* (5). Of the seven locations listed, target market respondents were the most willing to travel to Scotchfort, Cavendish and Charlottetown and slightly less likely to travel to Summerside, Lennox Island, Borden and Panmure Island. Refer to Figure 10 for further details. When considering just the target market, the willingness to travel was higher for all locations yet the ranking was similar. The chart below compares the average ratings for the target and non-target markets.

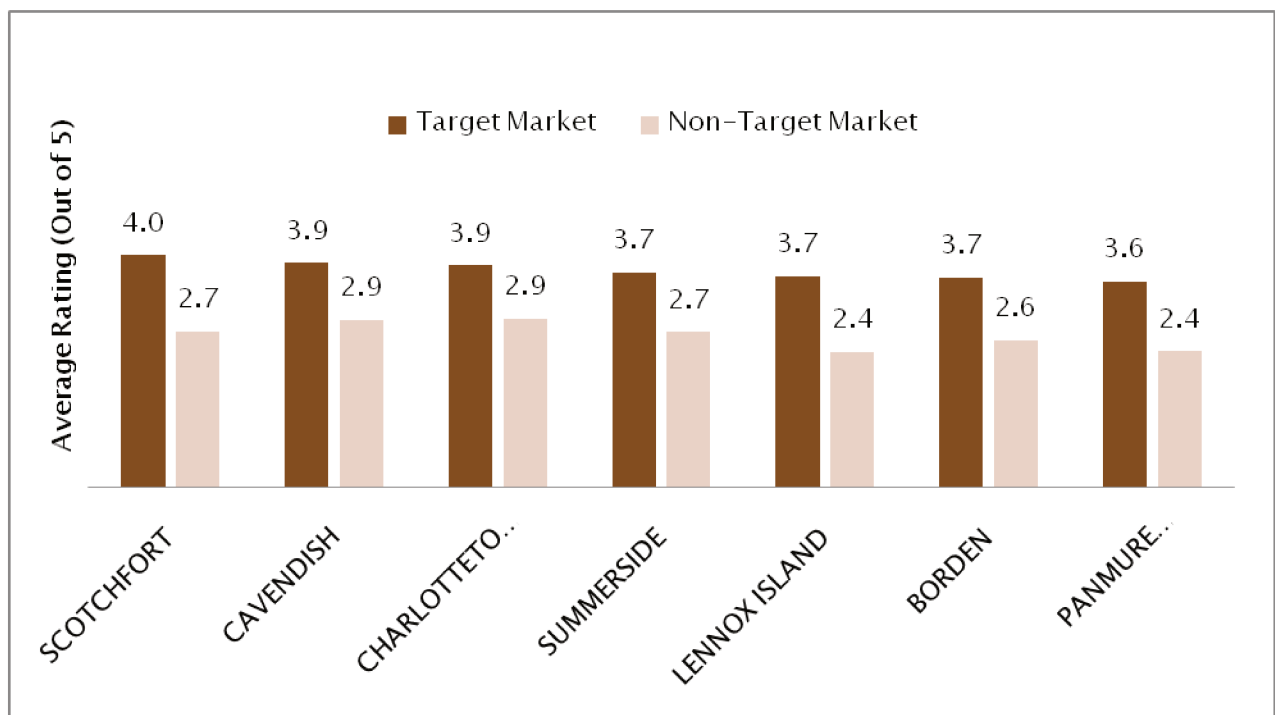


FIGURE 10: WILLINGNESS TO TRAVEL TO VARIOUS PEI LOCATIONS

Several respondents made suggestions about the preferred location for an Aboriginal Tourism site on PEI. One person suggested,

“An Aboriginal museum in Charlottetown (central location) with a gift shop (sell baskets, etc.) would be a good idea for tourists. For model villages, demonstrations, traditional meals, etc... construct them on actual First Nations' sites (vs. tourist section of Cavendish) – keep it authentic, but do a lot of marketing.”

Refer to Appendix I for a full list of suggestions from respondents.

MCPEI has recently begun working on the development of a mobile Mi'kmaq museum that could be transported to various festivals, events and schools (Francis, 2010). This would provide a wonderful opportunity to bring awareness of the Mi'kmaq culture and history to many tourists and school children.

Basket Weaving Market Potential

A basket weaving cooperative could provide many important contributions to First Nation communities on PEI. The cooperative could provide an avenue for traditions to be passed on, offering traditional teachings and a way for the youth and elders to interact with each other. Also, such a cooperative could provide financial self-reliance for many who currently rely on social support systems; however, if the benefits are to be long-term, the business must be financially viable. To get an idea of the market potential, the Aboriginal Tourism Experiences survey included questions specifically about basket weaving. These included how desirable observing traditional basket weaving, participating in traditional basket weaving and purchasing authentic Aboriginal crafts and handiwork would be. Photos were shown of each of four different types of baskets: quill, plain ash, sweetgrass and fancy ash. Refer to Figure 11 for images of the different types of baskets.



QUILL BASKET

PLAIN ASH BASKET



SWEETGRASS BASKET

FANCY ASH BASKET

FIGURE 11: DIFFERENT TYPES OF MI'KMAW MADE BASKETS

Respondents were first asked whether or not they would be interested in purchasing a basket similar to the one in the photo. If the response was 'yes', respondents were then asked how much they would be willing to pay. After providing that answer, respondents were then told many hours of manual labour went into making these Mi'kmaq made baskets and then asked again how much they would pay.

The hours of labour required to make these baskets was determined in discussions with people who actually make these baskets. Ash baskets require harvesting black ash trees in Maine or Northern New Brunswick as black ash no longer grows on PEI. The ash is then split, soaked and hammered until it comes apart in strips. The strips are shaved smooth and to a consistent thickness. For fancy baskets, the strips are dyed. Ash baskets are then weaved from the black ash strips. Quillwork baskets are made from porcupine quills that are sorted, cleaned, dyed and inserted into birch bark. The quilled panels are then edged with sweetgrass, quills or spruce root and stitched together to make a basket. Sweetgrass can be harvested in the marshes of PEI. It is then dried, gathered and woven onto an ash basket. The entire basket weaving process takes approximately 20 hours for a plain ash basket or a sweetgrass basket, 25 hours for a fancy ash basket and 55 hours for a quill basket.

Interest in Basket Weaving

Observing and participating in traditional basket weaving, as well as purchasing authentic Aboriginal crafts and handiwork, were included on the list of 24 potential Aboriginal Tourism activities respondents were asked to rate. Unfortunately, it appears respondents were not very interested in either observing or participating in basket weaving or in purchasing crafts/handiwork. The overall group ranked 'Purchase Authentic Aboriginal Crafts and Handiwork' 10th, 'Observe Traditional Basket Weaving' 14th and 'Participate in Traditional Basket Weaving' 20th out of 24. The target market actually rated these activities even lower placing 'Purchase Authentic Aboriginal Crafts and Handiwork' 13th, 'Observe Traditional Basket Weaving' 16th and 'Participate in Traditional Basket Weaving' 21st.

Respondents were also shown pictures of each of the four types of baskets above and asked whether or not they would be interested in purchasing them. For both the target and non-target markets, the quill basket was the most appealing, followed by the plain ash basket, the sweetgrass basket and the fancy ash basket. The target market was more interested in purchasing baskets than the non-target market was, although a significant number of respondents from the non-target market were also interested. Overall, up to

45% of respondents were interested in purchasing the quill basket, with slightly fewer being interested in the plain ash (36%), sweetgrass (32%) and fancy ash baskets (30%). Figure 12 shows the how many of the 1,367 respondents were interested in purchasing each type of basket.

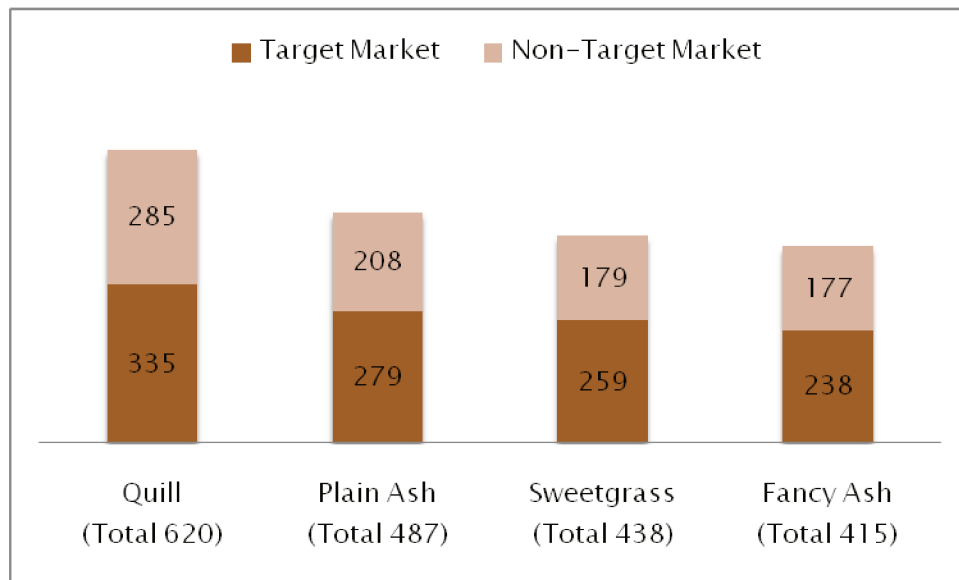


FIGURE 12: NUMBER OF RESPONDENTS INTERESTED IN PURCHASING BASKETS

Respondents were asked how much they would pay for each type of basket previously identified as one they were interested in purchasing. The range of prices suggested for the baskets varied from a maximum of \$450 to a minimum of \$2. Responses of \$0 were considered to be 'No Answer' and not included in the calculations of median prices. A number of respondents commented on the difficulty assigning prices to an object based on just a photo and some limited information. The following are a couple of examples of those comments:

"I understand why the baskets shown would need to be sold for much more than I could afford to pay for them, which is why I left a '0' as the amount I would pay. Beautiful, but out of my ability to pay appropriately for."

“I understand why the baskets shown would need to be sold for much more than I could afford to pay for them, which is why I left a '0' as the amount I would pay. Beautiful, but out of my ability to pay appropriately for.”

“First I like to see, size, quality of workmanship before I purchase and do I really think it is worth the value?”

“I think craftsman should be paid a fair price for their work and you shouldn't be asking consumers what they would pay. Baskets are very much touch and feel and I would not provide a comfortable price I'd pay without seeing and touching them.”

Refer to Appendix J for a complete list of basket-specific comments.

After assigning a price to the basket based on the photo alone, respondents were asked how much they would pay if they knew it was a Mi'kmaq made basket that took a certain number of hours of manual labour to create (20 hours for a plain ash basket or a sweetgrass basket, 25 hours for a fancy ash basket and 55 hours for a quill basket). The median price offered by the target market was \$20–\$30 before they were informed of the number of hours required to make the baskets and \$35–\$50 after knowing how much labour it takes to make them. Refer to the Figure 13 for a comparison of the median amounts respondents from the target and non-target markets were willing to pay before and after being given additional information.

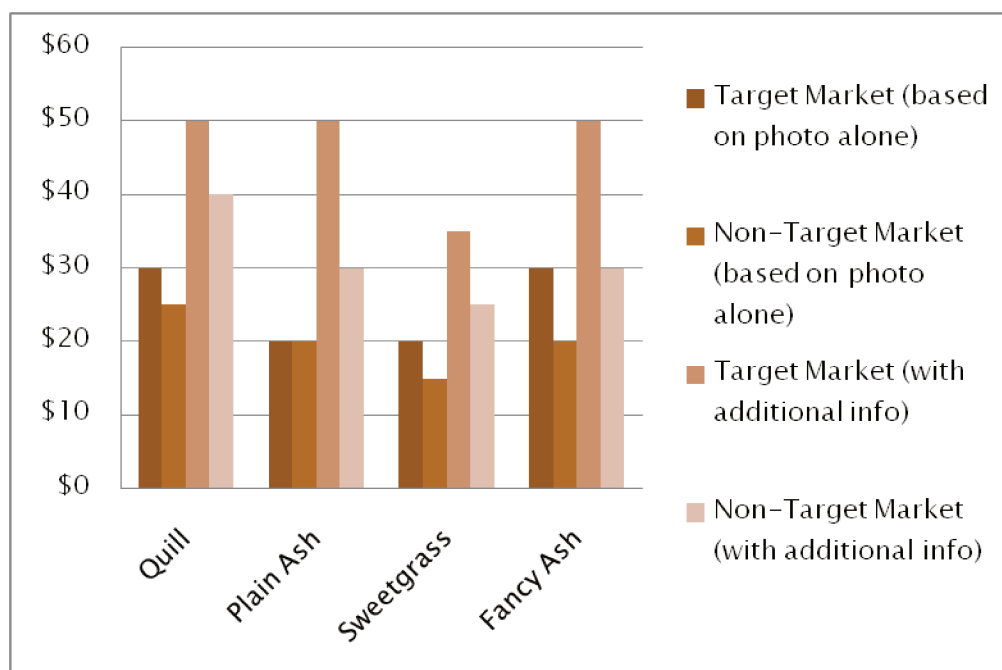


FIGURE 13: MEDIAN AMOUNT RESPONDENTS WERE WILLING TO PAY FOR BASKETS

Just to cover the labour at minimum wage (\$8.40 on PEI¹), customers would have to spend \$168 for a plain ash or sweetgrass basket, \$210 for a fancy ash basket and \$462 for a quill basket. Unfortunately, of the 1,367 tourists surveyed, very few are willing to pay such prices for baskets (see Figure 14). Unless the number of hours required to produce a basket can be significantly reduced, wages can be subsidized substantially for an indefinite period of time, or the market for handcrafted baskets improves dramatically, it will be difficult to have a sustainable business focused solely on basket weaving on PEI.

¹ PEI's minimum wage at the time of costing. Increases scheduled for 2010 (to \$8.70 on June 1 & to \$9.00 on October 1) would further increase cost estimates.

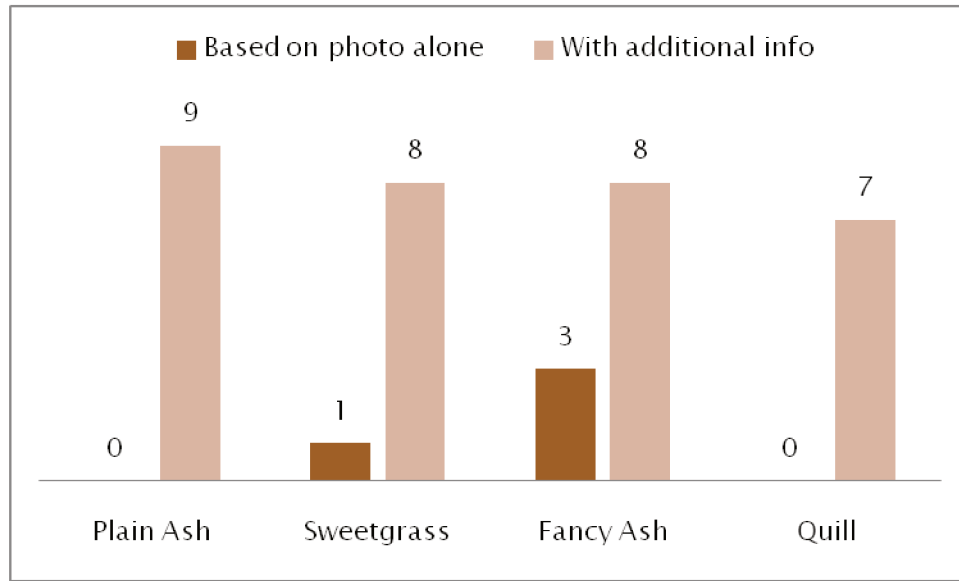


FIGURE 14: NUMBER OF RESPONDENTS (OUT OF 1367) WILLING TO PAY AT LEAST MINIMUM WAGE FOR BASKETS

Although the survey data indicates that only nine people out of the 1,367 respondents were willing to pay enough money for a basket to cover minimum wage labour costs, there are more than one million tourists coming to PEI every year. Based on that ratio of potential buyers to PEI visitors, there may be as many as 6,000 tourists each year willing to pay a sustainable price for Mi'kmaq made baskets. However, one must also keep in mind that 78% of visitors to PEI are repeat visitors. Therefore, the question remains: Would there be a sufficient number of visitors willing to buy more than one \$200–\$500 handmade Mi'kmaq basket to sustain a business over time?

Potential Ways to Overcome the Market Constraints

Despite the apparent low level of interest from PEI tourists in Mi'kmaq basket weaving, there still may be opportunities to make enough money producing baskets to support the continuation of basket weaving traditions. While facilitating a discussion in my Master of Business Administration class on Innovative Management, I challenged the group of approximately 20 PEI business people to come up with creative ways to overcome the market constraints uncovered by the survey on Aboriginal Tourism Opportunities.

The full list of ideas generated from the discussion is included in Appendix M. Some people suggested the baskets might attract a premium price if they were displayed as artwork in the Confederation Centre, or sold as specialty products such as urns, “proposal boxes” or “baby baskets”. Although attempts are underway to bring black ash back to PEI, the work of travelling to Maine or Northern New Brunswick adds significantly to the cost and labour required to currently make the baskets. Others wondered if materials other than black ash might be used or if there were products that used the same methods and could be made in less time, such as placemats, picture frames or table runners. Some other suggestions included selling potato baskets to organic farmers, selling fancy baskets to the PEI Preserve Company to hold their specialty jams, making the basket weaving experience into a spiritual getaway, extensive marketing to Europe and Japan and selling baskets for use as corporate or government gifts. The group also suggested that it might be useful to conduct more focus groups similar to the one conducted with the MBA class, but with other groups such as community members and target market members. Any ideas generated through this or similar process would need to be considered for cultural appropriateness as well as financial viability.

BARRIERS TO ABORIGINAL TOURISM DEVELOPMENT

Although Aboriginal Tourism has the potential to provide many benefits to Aboriginal people and communities, there are not a lot of Aboriginal Tourism enterprises (Russell–Mundine, 2007). This may be one of the reasons only one percent of tourism activities between 1998 and 2003 involved Aboriginal culture. In addition to the issues that cause many business ventures to fail, Aboriginal communities may experience additional challenges with certain economic, resource, industry and cultural barriers when attempting to develop tourism enterprises.

Economic and Resource Barriers

Economic and resource barriers to tourism development that cause a particular challenge to Aboriginal communities and individuals include:

- difficulty accessing capital,
- community ownership requiring a wide distribution of profits,

- financial success leading to a reduction in social program support, resulting in a negative net benefit,
- lack of control in joint ventures,
- limited access to land,
- lack of skills and training in management and tourism,
- unsatisfactory infrastructure,
- lack of interest in interactions with tourists,
- a number of individuals who choose not to work, and
- community conflict and lack of understanding about its causes (Russell–Mundine, 2007).

Most First Nation communities have limited funds with a high number of pressing social needs including housing, safe drinking water and education competing for these resources. Individual Aboriginals living on reserve have difficulty accessing capital for starting a business because houses and land on reserves cannot be considered collateral for banks. On PEI, Lennox Island, Morell and Scotchfort reserves are fortunate to have access to land that has not been fully developed. However, Rocky Point has very little, if any, undeveloped land.

Comments from David Daughton (2006), a consultant with many years of experience with cooperatives, point to a lack of training in management as contributing to the failure of previous basket weaving ventures. Jesse Francis, currently employed as the MCPEI–Parks Canada Joint Project Manager and formerly involved with the start-up of the Lennox Island Ecotourism Centre, also noted the struggle to find a manager with appropriate training as one of the biggest challenges for the Ecotourism Centre (personal communication, Jesse Francis, April 12, 2010). Daughton argued, “the general consensus as to why these ventures failed was that they were often social in nature, with individuals hanging out outside of the craft shop, deterring shoppers and with little production being done. Also, these ventures lack a solid business foundation and included fraudulent behaviour, such as taxes not being paid, or artisans taking the provided supplies, making crafts, selling them and keeping money to themselves” (p. 1).

Industry Barriers

Tourism industry barriers include:

- industry's high expectations regarding professional delivery of products,
- conflict between the industry's reliance on tight itineraries and the observance of cultural and social protocols,
- conflict between the industry's requirement for volume products and the tendency of Aboriginal businesses to produce smaller numbers for limited periods of time,
- concern about pricing and whether or not it is possible to be competitive and sustainable, and
- conflict between Aboriginal cultural ways and the economic and political structures involved in the tourism industry (Russell–Mundine, 2007).

A few respondents to the survey reported they were disappointed to drive all the way to Lennox Island to visit the Ecotourism Centre only to find it closed. Other respondents to the survey commented on bad past experiences they have had at Aboriginal Tourism sites both on PEI and in other areas. For example, one respondent's comments on a past experience at Lennox Island points to some of the challenges to presenting a professional tourism product within a community setting:

"3 years ago my daughter and I went to Lennox Island. We visited the tourist centre and headed out to walk on one of the interpretive trails – we were very excited about doing this. While we were preparing to leave the car, and car full of native youngsters drove past the parking lot several times slowly, obviously observing us. We apprehensively took off down the trail, not feeling very safe. In about a minute we heard this (very noisy) car pull into the parking lot. We turned and ran back to the lot and found the people parked beside our car, some of them getting out of the car. When they saw us they jumped back into their car and drove away. We also got into our car and abandoned our plans. We drove to the tourist centre (manned by youngsters) and told them of this frightening incident. When we described the car they knew who the people were, and indicated that they were definitely up to no good. So, we will never go back to Lennox Island."

“3 years ago my daughter and I went to Lennox Island. We visited the tourist centre and headed out to walk on one of the interpretive trails – we were very excited about doing this. While we were preparing to leave the car and car full of native youngsters drove past the parking lot several times slowly, obviously observing us. We apprehensively took off down the trail, not feeling very safe. In about a minute we heard this (very noisy) car pull into the parking lot. We turned and ran back to the lot and found the people parked beside our car, some of them getting out of the car. When they saw us they jumped back into their car and drove away. We also got into our car and abandoned our plans. We drove to the tourist centre (manned by youngsters) and told them of this frightening incident. When we described the car they knew who the people were and indicated that they were definitely up to no good. So, we will never go back to Lennox Island.”

Refer to Appendix K for a complete list of comments regarding both positive and negative previous experiences with Aboriginal Tourism.

Cultural

Cultural concerns associated with Aboriginal Tourism include:

- concern that culture may be distorted, exploited and undermined by customizing Aboriginal culture to attract and entertain tourists (Russell–Mundine, 2007)
- tourist’s use of land interferes with use of land by Aboriginal peoples (Russell–Mundine, 2007)
- potential for environmental destruction (Ross, 1991)
- potential for loss of privacy as tourists stare and take pictures of community members (Ross, 1991)
- lack of recognition of contemporary Aboriginal culture causes some Aboriginal people to be uncomfortable when tourists view them employing modern methods of hunting and fishing for example (Ross, 1991)
- tourists may be disappointed upon realizing ‘Hollywood generated’ images of Aboriginal people are very different from the reality of today’s Aboriginal people (Ross, 1991)

- ceremonies may lose cultural significance when repeated through regular public performances (Ross, 1991)

It is important that the culture portrayed be accurate. Dream catchers are a prime example of an Aboriginal craft that has been mass-produced in a way that does not follow the cultural traditions. The purpose of a dream catcher is to 'catch' bad spirits and nightmares, while allowing good dreams to pass through. The process of making an authentic dream catcher involves leaving them outdoors for a specific number of days to integrate the spiritual powers for which the dream catchers are created. Businesses concerned with mass production would likely not consider that step to be vital to sales. It is also important that Mi'kmaq tourism activities reflect Mi'kmaq culture and not cultures adopted from other Aboriginal groups. There is a significant amount of debate about what is genuinely Mi'kmaq and what is not. Although ash baskets have been made by several generations of Mi'kmaq people, some question whether or not it is truly a Mi'kmaq tradition. A number of survey respondents also commented on the importance of accurately portraying the Mi'kmaq culture and showcasing things that make the Mi'kmaq culture unique. Below is a sample of some of these comments.

"If you are going to charge people to see authentic Aboriginal dress, music and craft you should be prepared to invest whatever it takes to make those things authentic. Put your heart into it. Make it professional. Keep standards high. If you can't make it the best experience of its kind, don't do it. Start small but first class and build. No fake stuff."

"I would hate to see the culture destroyed by tourism. I would do as much as possible to maintain and convey the true culture."

"J'ai vu et rencontré plusieurs membres de premières nations au Québec, ailleurs au Canada et jusqu'en Amérique du Sud. Pour m'attirer vers ceux de L'I.P.E., il faudrait que je puisse être sûr qu'ils aient de quoi de spécial et différent. (I have met many members of the First Nations in Quebec and in other parts of Canada and including South America. To attract me to the Aboriginals of PEI, it would be necessary for me to know what is different or special about them.)"

Refer to Appendix I for more suggestions from respondents and to Appendix L for a complete list of general comments.

KEY SUCCESS FACTORS FOR ABORIGINAL ENTREPRENEURSHIP

A Harvard University Project on American Indian Economic Development outlined three key factors to successful Aboriginal entrepreneurship and suggested strategies for implementation (Russell–Mundine, 2007). The success factors and strategies are listed in the table below.

Key success factor	Strategy to implement
Mobilize and sustain the community's support for its institutions and for particular development strategies.	<ul style="list-style-type: none"> • Formalize decision rules and procedures; • Establish professional financial, personnel and record systems.
Efficiently make and carry out strategic choices.	<ul style="list-style-type: none"> • Choose a basic economic system; • Choose a development activity.
Provide a political environment in which investors feel secure.	<ul style="list-style-type: none"> • Separate powers, clarity on who controls what; • Separate electoral politics from day to day management of business enterprises.

FIGURE 15: KEY SUCCESS FACTORS FOR SUCCESSFUL ABORIGINAL ENTREPRENEURSHIP

Russell–Mundine's (2007) research on a Northern Australian Aboriginal corporation, Jagun, reinforces the importance of these key success factors, in particular, the ability to engage community members, secure succession and establish proper financial and administrative systems. It is important to ensure community support and the formation of organizations that reflect culturally appropriate forms of leadership and membership. Jagun found that including an elder from each family group on the Board of Directors

ensured “greater participation” and “allowed for better and quicker resolution of conflicts” (Russell–Mundine, 2007, p. 423). Regular, consistent communication was also critical to engaging community members. She emphasized those Aboriginal communities that initiate, make decisions about and bear the consequences for development projects, consistently out-perform external decision makers. Professional administrative and financial record systems are also vital to the success of Aboriginal businesses as they contribute to stakeholder perceptions of reliability and effective management and to enhance board members’ confidence and empowerment.

The Atlantic Canadian Opportunities Agency’s (ACOA) report (2003) entitled *Aboriginal Economic Development in Atlantic Canada* reiterated the need for a stable political environment and emphasized the importance of Aboriginal led initiatives, but adds further best practices for successful Aboriginal economic development. These include building on talent and energy to increase human capital, building networks of support and open co-operation and making traditions work. ACOA (2003, p.5) stated “success in economic development is evident in projects that have incorporated culture and are striving to find alternative ways of keeping traditions alive”.

RECOMMENDATIONS AND CONCLUSIONS

Economic development is critical to improving socio-economic conditions for Canada’s Aboriginal people. As there has been no previous market research into Aboriginal Tourism opportunities on PEI, the information presented in this study may be useful to Abegweit First Nation, Lennox Island First Nation, the Mi’kmaq Confederacy of PEI, Native Council and entrepreneurs wishing to establish Aboriginal Tourism opportunities on PEI. Although a basket weaving cooperative would provide social benefits, it must be financially viable to sustain long term success. Unfortunately, this may be especially challenging given the low prices most survey respondents were willing to pay for baskets. Also discouraging was the low ranking both the target market and the overall respondents gave to ‘Observing and Participating in Basket Weaving’. However, there may still be opportunities to make enough money producing baskets to support the continuation of basket weaving traditions. This may mean selling a few high-end baskets

at premium prices or it may mean finding alternative products that can be produced more quickly, earning a higher margin. The practices of successful basket weaving cooperatives including one in Maria, Quebec and the Basket Weavers of PEI Co-op in Richmond, PEI should be explored to determine how they remain viable businesses.

Just as quilt makers rarely sell their quilts for enough money to cover the number of hours of labour, perhaps basket weavers may also make baskets for reasons other than money. One elder suggested if some financial support was provided to get an initial bundle of raw materials (i.e. black ash and quills) and if space and some equipment were provided in one of the community's buildings, people would at least have the option of purchasing a smaller portion of raw materials and producing some baskets in their spare time. The amounts paid for raw materials would cover the cost of gathering subsequent loads of black ash and quills. As long as there were some controls over inventory, the project could be sustainable. Nevertheless, basket weaving is only one of the rich Aboriginal cultural experiences that tourists to PEI may be interested in exploring.

Close to half of the survey respondents were at least *very likely* to engage in an Aboriginal Tourism experience on PEI and were at least *very interested* in visiting PEI in the next five years. That is a positive sign of the level of interest in Aboriginal Tourism on PEI. The following findings from the survey should be considered for those wishing to develop Aboriginal Tourism experiences on PEI:

- Extensive marketing would be required to promote an Aboriginal Tourism experience/activity as just 1/3 of the 1,367 survey respondents were even aware of the presence of Aboriginal communities on PEI.
- Consider marketing that would target an audience similar to the PEI Department of Tourism's target audience, keeping in mind the target consumer of Aboriginal Tourism has a greater tendency to be 55 years and older and from Ontario or Quebec. Note the TRC's 2008 Exit Survey found the fall shoulder season and winter off-season are especially attractive to travelers who are 55 years of age and older.
- Consider grouping some of the top rated activities into a packaged offering.

- As the PEI Department of Tourism is promoting culinary tourism for 2010 and because “Try traditional cuisine prepared by Aboriginal people” ranked as one of the highest activities, this appears to be an opportunity for Aboriginal culinary tourism.
- When formulating a business marketing plan for Aboriginal Tourism, be aware of the possibility of differing expectations between Europe and North American tourists. The Canadian Tourism Commission found tourists from UK, Germany and France preferred to be engaged in authentic experiences, whereas the predominantly North American tourists surveyed through this study preferred spectator activities.
- Consider Scotchfort, Charlottetown or Cavendish as potential locations for Aboriginal Tourism activities as these were the highest rated communities.
- Continue development of a mobile Mi’kmaq museum as it would be a great way to bring awareness of the Mi’kmaq culture and history to Islanders, tourists and school-age children.

Although market research indicates there is potential for Aboriginal Tourism opportunities on PEI. There are also many challenges to developing an Aboriginal Tourism business. Resources such as land, adequate capital and Aboriginal people trained in management and tourism may be scarce. Potential conflicts between the tourism industry’s expectations and the cultural norms of Aboriginal people may exist. Aboriginal Tourism also has the potential to cause environmental destruction, interfere with traditional use of the land and distort, exploit or undermine the culture.

To have the best chance of success, an Aboriginal Tourism business should be led by Aboriginal people. However, there also needs to be formalized financial, personnel and administration systems and a stable political environment where the community builds on its talent and energy, develops networks of support and incorporates culture into both the business structure and the activities undertaken. The culture portrayed in an Aboriginal Tourism experience must be authentic and unique, but also protected. The Mi’kmaq community must decide which traditions they are willing to share and which will

be kept sacred. Therefore, further research should be conducted with the Mi'kmaq community on PEI to explore their thoughts on cultural tourism.

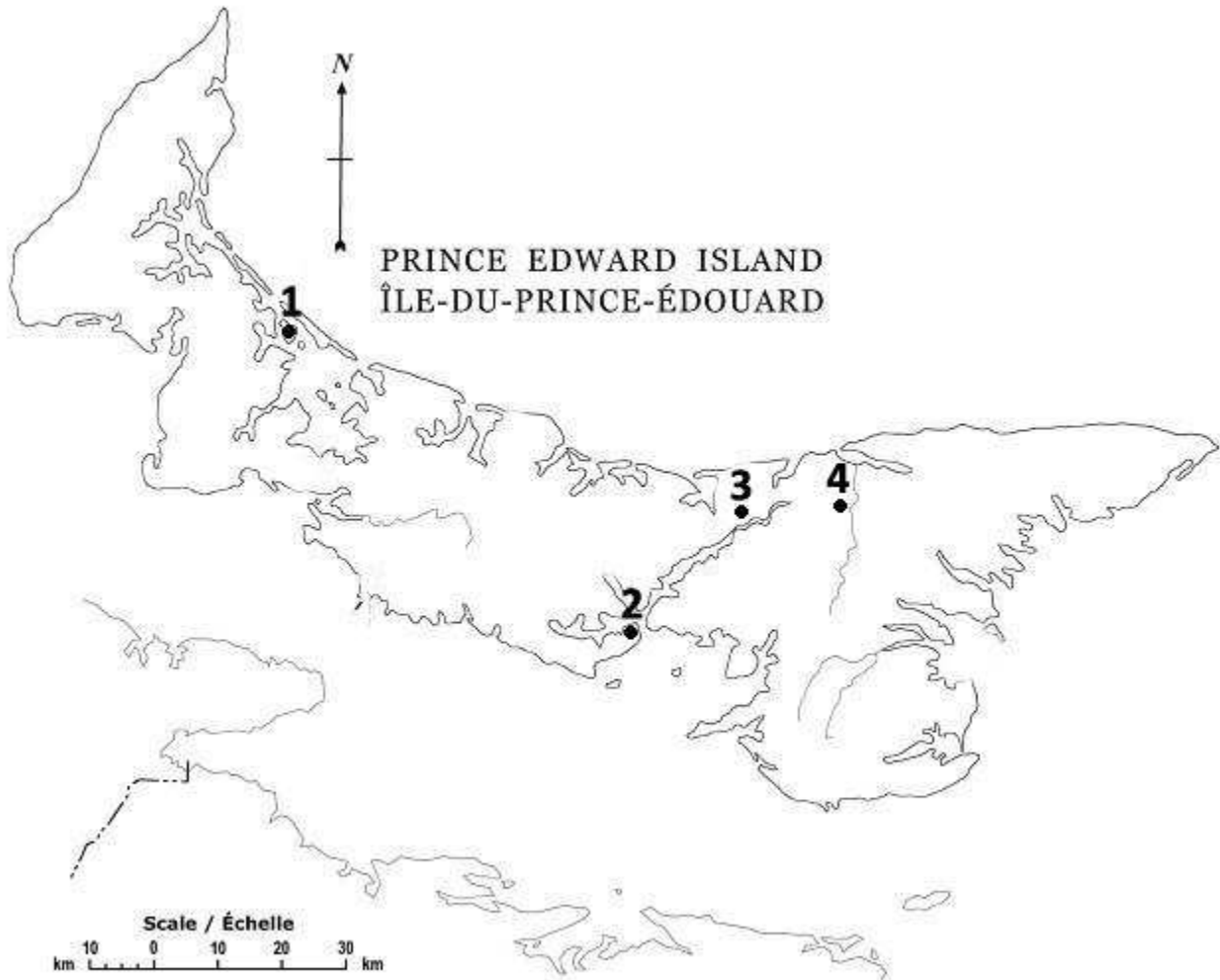
“Developing enterprise in Aboriginal corporations needs to start at a level which builds capacity of individuals and the organization; that assists in the transition from exclusion and poverty; and that ensures the corporation is able to capitalize on its assets and resources in a way that is empowering and constructive” (Russell–Mundine, 2007, p. 426).

REFERENCES

- Atlantic Canada Opportunities Agency. (2003). *Aboriginal Economic Development in Atlantic Canada: Lessons Learned and Best Practices: Understanding Conditions for Successful Economic Development in Aboriginal Communities*. Moncton, NB:
- Business Listing*, (n.d.). Retrieved from <http://www.lennoxisland.com/portal/developmentgrowth.htm>
- Daughton, David. (2006). *Maskwi Artisans Co-op: Backgrounder*
- Francis, Jesse. (2010, May). Department Focus: MCPEI/Parks Canada Joint Projects. *Kwimu Messenger*, p. 4.
- Harris, S. (2005). *The Role of Ecotourism in Aboriginal Community Development: The Case of Lennox Island First Nation*. Unpublished Master of Recreation Management, Acadia University
- Indian and Northern Affairs Canada (2009). *Federal Framework for Aboriginal Economic Development*. Retrieved July 4, 2009 from <http://www.ainc-inac.gc.ca/ecd/ffaed1-eng.asp>
- Insignia Marketing Research Consultants (2007). Aboriginal Tourism Opportunities for Canada – U.K., Germany, France. Retrieved June 5, 2009 from http://www.corporate.canada.travel/docs/research_and_statistics/product_knowledge/Aboriginal_Tourism_Opportunities_eng.pdf
- Kendall, Joan. (2001). Circles of disadvantage: Aboriginal poverty and underdevelopment in Canada. *The American Review of Canadian Studies: [Aboriginal Peoples Issue]*, 31(1/2), 43-59. Retrieved July 4, 2009, from CBCA Reference. (Document ID: 357968521).
- Lunn, J., & Moore, C. (1992). *The Story of Canada*. Toronto, Ontario: Lester Publishing Limited; Key Porter Books Limited.

- Natural Resources Canada (2002). *Prince Edward Island*. Retrieved June 27, 2009 from http://atlas.nrcan.gc.ca/site/english/maps/reference/outlineprov_terr/pei_outline/referencemap_image_view
- Residential Schools in Nova Scotia*. (n.d.). Retrieved from http://www.afn.ca/residentialschools/ns_schools.html
- Ross, Helen. (1991). Controlling access to environment and self: Aboriginal perspectives on tourism. *Australian Psychologist*. 26: 3, 176-182 DOI: 10.1080/00050069108257245
- Russell-Mundine, Gabrielle. (2007). Key factors for the successful development of Australian indigenous entrepreneurship. 55:4, 417-429.
- Tourism Research Centre at the University of Prince Edward Island (2006). *Travel Group – The Traveller's Voice*. Retrieved June 23, 2009 from http://www.trc.upei.ca/panel_home
- Tourism Research Centre at the University of Prince Edward Island (2008). *Overall Results for the 2007-2008 Exit Survey*. Retrieved December 27, 2009 from http://www.trc.upei.ca/files/Overall-Results_2008-Final.pdf
- Yun, D., Hennessey, S., MacDonald, R., & MacEachern, M. (2009). A Study of Cultural Tourism: The Case of Visitors to Prince Edward Island. Charlottetown, PEI: The Tourism Research Centre at the University of Prince Edward Island. Retrieved June 23, 2009 from http://www.trc.upei.ca.localhost.upei.ca/files/A_Study_of_Cultural_Tourism.pdf

APPENDIX A – MAP OF FIRST NATIONS COMMUNITIES ON PEI



© 2002. Her Majesty the Queen in Right of Canada, Natural Resources Canada.
Sa Majesté la Reine du chef du Canada, Ressources naturelles Canada.

<http://atlas.gc.ca>

LEGEND:

1. Lennox Island First Nation
2. Abegweit First Nation – Rocky Point
3. Abegweit First Nation – Scotchfort
4. Abegweit First Nation – Morell

APPENDIX B – PROFILING QUESTIONNAIRE

APPENDIX C – ABORIGINAL TOURISM OPPORTUNITIES RESEARCH SURVEY

Greetings from the Traveller's Voice!

The purpose of this survey is to learn more about your interest in and awareness of Aboriginal cultural tourism opportunities on Prince Edward Island. This survey will take approximately 15 minutes to complete. Upon completing the survey you will be entered into a draw for one of three \$200 (Canadian) cash prizes!

Thank you, please click below to begin.

This research is being conducted by Amber Jadis, Masters of Business Administration candidate at the University of Prince Edward Island, under the direction of her faculty supervisor, Dr. Paul Lewis. This data, without reference to names or email addresses, will be accessible by the researcher, the Tourism Research Centre and the Mi'kmaq Confederacy of Prince Edward Island. Your participation in this study is strictly voluntary. You can opt-out at any time you choose and no negative consequences will be incurred if you choose not to participate. Please be assured that all answers will be kept strictly confidential. Individual responses will not be reported. If you have any questions or concerns about this study, you may contact the researcher, Amber Jadis at (902) 676-2803 or by email at amberjadis@hotmail.com. You may also contact her faculty advisor, Dr. Paul Lewis, at (902) 620-5068 or by email at plewis@upei.ca. To remove yourself from the mailing list, please email trc@upei.ca with the subject "Remove Me". If you have any questions about the survey, email trc@upei.ca. For questions or concerns about the ethical nature of this study, please contact Lynn MacPhee, Research Ethics Board, UPEI, at lmacphee@upei.ca, or (902) 566-0637.

1. How interested are you in visiting Prince Edward Island in the next 5 years?

- ☐ Extremely interested
- ☐ Very interested
- ☐ Fairly interested
- ☐ Not very interested
- ☐ Not at all interested
- ☐ Don't know

2. Are you aware of any Aboriginal communities on Prince Edward Island?

- ☐ Yes
- ☐ No
- ☐ Don't know

3. a) In terms of Aboriginal cultural attractions, celebrations and experiences, how desirable would experiencing each of the following be to you on a trip to Prince Edward Island? *(ITEMS TO BE PRESENTED IN RANDOM ORDER; RESPONSE OPTIONS TO BE CONSISTENT)*

	Not at All Desirable	Not Very Desirable	Fairly Desirable	Very Desirable	Extremely Desirable	No Answer
Observe craft making						
Participate in craft making						
Walk on ancient Aboriginal trails						
See the way Aboriginal people used to live						
Learn about Aboriginal spiritual beliefs						
Stay overnight in authentic traditional Aboriginal housing						
Observe traditional basket weaving						
Participate in traditional basket weaving						
Sing/chant Aboriginal songs along with Aboriginal people						
Watch ceremonial dances						
Participate in						

	Not at All Desirable	Not Very Desirable	Fairly Desirable	Very Desirable	Extremely Desirable	No Answer
ceremonial dances						
View Aboriginal artifacts						
Purchase authentic Aboriginal crafts and handiwork						
Hear legends as told by Aboriginal people						
Hear Aboriginals speak in native language						
Hear traditional songs sung by Aboriginals						
Try traditional cuisine prepared by Aboriginal people						
Learn about the traditional use of the land by Aboriginal people						
Tour authentic traditional Aboriginal housing						
Tour Aboriginal museums or art galleries						
Meet local Aboriginal people in their						

	Not at All Desirable	Not Very Desirable	Fairly Desirable	Very Desirable	Extremely Desirable	No Answer
communities						
Take part in outdoor activities with Aboriginal guides						
Take photographs of Aboriginal people in traditional settings						
Take photographs of cultural sites						

3. b) *(After each item on the question above for which the response was fairly desirable, very desirable or extremely desirable, ask the following question)*

How much time would you be willing to spend on this activity?

	Less than 1 Hour	1 to 2 Hours	2 to 4 Hours	4 to 6 Hours	6 to 8 Hours	More than 8 Hours	No Answer
Item from above							

4. c) *(After each item on question 3a for which the response was fairly desirable, very desirable or extremely desirable, ask the following question)*

How much money would you be willing pay?

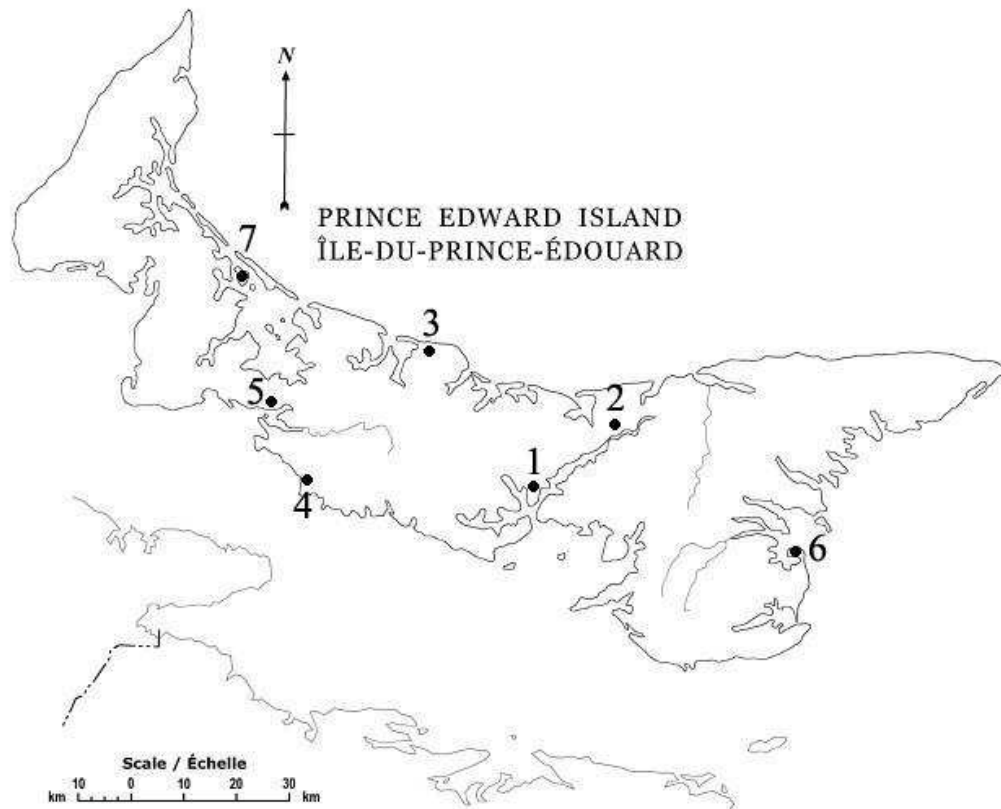
\$ _____ (Canadian dollars)

5. If you were spending 3 days on Prince Edward Island, given all of the other activities and attractions (i.e. sightseeing, beaches, golf, Anne of Green Gables, etc.) that are available, how likely would you be to engage in an Aboriginal cultural experience?
- ☐ Extremely Likely
 - ☐ Very Likely
 - ☐ Fairly Likely
 - ☐ Not Very Likely
 - ☐ Not At All Likely
 - ☐ No Answer
6. If you were spending 7 days on Prince Edward Island, given all of the other activities and attractions (i.e. sightseeing, beaches, golf, Anne of Green Gables, etc.) that are available, how likely would you be to engage in an Aboriginal cultural experience?
- ☐ Extremely Likely
 - ☐ Very Likely
 - ☐ Fairly Likely
 - ☐ Not Very Likely
 - ☐ Not At All Likely
 - ☐ No Answer

7. Where on Prince Edward Island would you be willing to go to experience Aboriginal culture?

	Not at All Willing	Not Very Willing	Fairly Willing	Very Willing	Extremely Willing	No Answer
1. Charlottetown						
2. Scotchfort, Abegweit First Nation (20 minutes from Charlottetown)						
3. Cavendish (40 minutes from Charlottetown)						
4. Borden (45 minutes from Charlottetown)						
5. Summerside (60 minutes from Charlottetown)						
6. Panmure Island (65 minutes from Charlottetown)						
7. Lennox Island First Nation (120 minutes from Charlottetown)						

(Map on next page will be shown with this question)



© 2002. Her Majesty the Queen in Right of Canada, Natural Resources Canada.
Sa Majesté la Reine du chef du Canada, Ressources naturelles Canada.

<http://atlas.gc.ca>

8. a) Would you be interested in purchasing a basket similar to the one in the photo below?



(plain ash basket)

- ☐ Yes *(if selected, display part b then part c)*
☐ No *(if selected, parts b and c will not displayed)*
☐ Don't know *(if selected, parts b and c will not be displayed)*

- b) How much would you be willing to pay for it?

\$ (Canadian dollars)

c) If you knew this is a Mi'kmaq made, black ash basket that took over 20 hours of manual labour, how much would you pay for it?

\$ (Canadian dollars)

9. a) Would you be interested in purchasing a basket similar to the one in the photo below?



(sweetgrass basket)

- ☐ Yes *(if selected, display part b then part c)*
- ☐ No *(if selected, parts b and c will not displayed)*
- ☐ Don't know *(if selected, parts b and c will not be displayed)*

b) How much would you be willing to pay for it?

\$ (Canadian dollars)

c) If you knew this is a Mi'kmaq made, sweetgrass basket that took over 20 hours of manual labour, how much would you pay for it?

\$ (Canadian dollars)

10. a) Would you be interested in purchasing a basket similar to the one in the photo below?



(fancy ash basket)

- ☐ Yes *(if selected, display part b then part c)*
- ☐ No *(if selected, parts b and c will not displayed)*
- ☐ Don't know *(if selected, parts b and c will not be displayed)*

b) How much would you be willing to pay for it?

\$ (Canadian dollars)

c) If you knew this is a Mi'kmaq made, black ash basket that took over 25 hours of manual labour, how much would you pay for it?

\$ (Canadian dollars)

a) Would you be interested in purchasing a basket similar to the one in the photo below?



(quill basket)

- ☐ Yes
- ☐ No
- ☐ Don't know

(if selected, display part b then part c)

(if selected, parts b and c will not be displayed)

(if selected, parts b and c will not be displayed)

b) How much would you be willing to pay for it?

\$ (Canadian dollars)

c) If you knew this is a Mi'kmaq made, quill basket that took over 55 hours of manual labour, how much would you pay for it?

\$ (Canadian dollars)

11. Are you?

- ☐ First Nations
- ☐ Inuit
- ☐ Métis
- ☐ Non-Native
- ☐ Prefer not to say

12. We welcome your comments on any aspect of Aboriginal Tourism on PEI, especially those that would help us fully understand your responses.

I would like to thank you for your participation in my Masters of Business Administration research project. Following an analysis of the data, I will use the information as part of a report for a Mi'kmaq basket weaving cooperative, entitled "A Mi'kmaq Basket Weaving Cooperative on Prince Edward Island: Is Experiential Tourism the Key to Success?". The results of this survey will be posted on UPEI's Tourism Research Centre website. The full business plan will be shared with the basket weaving cooperative members, Aboriginal Women's Association, Mi'kmaq Confederacy of PEI, Abegweit First Nation's Chief and Council, Lennox Island First Nation's Chief and Council and Native Council's Chief and Council.

Thank you again for your contribution.

APPENDIX D – COMMENTS – LACK OF INTEREST

No Interest (Unedited Comments)
Well what an odd survey - I did not even know that there are "Natives/Aboriginals in PEI.....seems that everything is Annie ! / I have completed surveys from PEI before but this one was a complete waste of time - who thought up this load of nonsense ? / By the way - does anyone evr win these contests. /
We go to PEI simply to relax and enjoy the beaches and seafood.
WE BASICALLY COME TO THE ISLAND FOR THE BEACHES AND THE KIDS ENJOY THE "ANN" ACTIVITIES LIKE AVONLEA VILLAGE. AND WE PARTICULARLY ENJOY THE SEAFOOD WE ARE ABLE TO GET. I AM SURE THE ABORIGINAL ACTIVITIES ARE FINE, BUT WOULD BE OF LITTLE INTEREST TO THE FAMILY AS A WHOLE.
there are many other things I love to do in PEI...Aboriginal Tourism holds no interest for me on a PEI holiday.
There are Indian Reserves everywhere and because of this it is not something one would necessarily travel to see. They're baskets are not unique and can be acquired through numerous outlets. Some originality would be required. Native dances and ceramonies are abundant throughout Canada and the USA. I think the Natives need to come up with more inginuitive ways of making money. It is like say going to a Catholic ceramony. Unless you are Catholic then what is it offering you. The Natives are no different. It is not unique or different and their ways are theirs or their beliefs, not much different than many religions. But spread out enough that it is all the same. What draws people are they're duty free cigarettes, alcohol etc. Come up with something else. Even say clothing produced is not something to be worn everyday in the Cities of Canada to work. So produce something that can grow and be used outside a reserve that is non descript in its belief or heritage but remain proud of your own heritage by keeping your own traditions and beliefs. I think that the draw of a reserve dies as time passes by and the novalty wears off for the rest of the countries people.
Sorry, but no personal interest in the subject.
Sorry but I am not interested in buying, as I hardly every buy. Just don't need anything more at my age. But enjoy looking.
Since I am older in years--I have no need for a lot of baskets or similar items--I enjoy restaurants and am adventurous in my eating habits. However, I don't want to do the

dancing and spend a lot of hours watching someone do this or that nor do I care to hear folks talk in another language tha I don't understand--it would be too boring.
Over rated issue
Only interested in Touring the Island and finding "FREE" beaches to visit
Not interested in Aboriginal Tourism
No interest in this subject
My replies likely suggest I may be anti Aboriginal, please know I am not. I have tremendous respect for all cultures, including my own. I find the lack of English Canadian cultural experiences disappointing. / / When I am on vacation in a wonderful place such as PEI, I really want to relax, stay at a cottage, enjoy some half day road trips to see nature, the ocean, catch the odd play or theatre, (tired of Anne of Green Gables), and enjoy some wonderful seafood meals.
My purpose of vacation on PEI is more for relaxing, seeing nature, beautiful scenery. I am not as interested in the Aboriginal Tourism.
my interest in PEI is to-days people and the sights and attractions taking place at the time I am experiencing your Island. We live and are exposed to the Aboriginal culture, so it is not a piority when we are on vacation.
Just not interested in Indian history, period
In summary, I can't say that I would go out of my way to participate or attend the events/functions mentioned in your survey. However, if they were taking place near where I might be staying at the time then there is a possibility that I would check it out. I don't think I'd plan my day around it. I have often come across little events even in and around my own community that turned out to be quite interesting but would not have made a special trip to go there.
I'm sorry but I have absolutely no interest in Aboriginal Tourism
I'm from a village that is very close to an Indian Reserve and that is why i am not interested in visiting this on PEI.
I work with Aboriginal people and communities every day. I enjoy the experiences their culture provides and have attended many Aboriginal ceremonies. Given that I do this every day in my job, I wouldn't spend extra time on my vacation doing something I've already done.

I work closely with Aboriginal culture in Manitoba daily and I don't wish to learn anything else or be involved with it on vacation. I go to PEI to eat lobster, drink Schooner beer, sit in the sunshine and hopefully find Michael Smith!
I responded as I did because I really go to "the Island" for the beaches and little more. Perhaps a bit of shopping for local goods.
I live in NB and am very familiar with most aspects of native culture from my own communities. AS for baskets, I have enough of them already and dont really want more / When I go to PEI I want to see something different than from home. / I also want the beach, hiking, cycling etc
I have some interest in the actual culture, but generally when we travel to PEI golf is our primary destination.
I have no interest in the Aboriginal community.
I have lived in close proximity to reserves and attended high school with a big population of natives so I have seen many things you have asked questions about already. When I travel I enjoy scenery, sunsets, shore lines etc. I am not really a museum person. I enjoy the outdoors the most.
I felt bad answering the questions. / Even though I think we should know more about the First Nations Peoples, I am not very inclined to spend time on vacation to learn more about their history and the crafts are not wonderful but not really to my taste. Neither though, are other historical sites such as Orwell Cove Historical site.
I am non-Canadian and really not that interested in Aboriginal culture. Although Canadians may appreciate it, when I go on vacation I am more interested in seeing the natural sites of the area and doing things that would enhance that. I hope that all my negative answers don't skew your survey.
I already have a basket similar to the first one shown. I have too much "stuff" now and don't need to accumulate any more. I live within a 10 minute drive of an Aboriginal community now so have already seen most of what you are offering; therefore, it is really of no interest to me when in PEI.
As far as purchases are concerned, I don't have any use for the baskets. I'm sure there are people who would enjoy them. I go to PEI for the scenery and to relax.

<p>About the answer above : it gives me a choice between being First Nation, Innu, Metis, native something, or - "I'd rather not answer" ... I'm White/caucasian. I'm none of your choices, and I do not "rather not answer"... which I checked cause I'm none of the other choices. / *** / I happen to have been to a native wedding recently. I loved it. But otherwise, I never think about native culture or anything native. Actually, I don't care much about native stuff. Not in PEI, not in Québec, not in the States... I know, it's really not politically correct to say, but... at least I'm honest. I've got nothing against native culture and all, I just lack the interest altogether - maybe besides the few things I pointed out in my answers. But just a bit. I would be very surprised if I ever went out of my way for native people related activities. If the info is there already (like the info along the path in Greenwich National Park), it'll be interesting. If I "stumble upon" the activity, I may take part in it, and I'll have fun. But actually plan on doing native people related stuff? Very doubtful...</p>
<p>Absolutely no interest whatsoever</p>
<p>Aboriginal culture and tourism is predominant throughout Canada, I can see it anywhere. That is not why I choose to go to PEI. I go for the beaches, the bridge and to visit relatives, depending on how long we have there we visit some tourist attractions and do a little souvenir shopping. / I think something unique would help attract more visitors as opposed to focusing on something visitors can find pretty much everywhere in Canada. /</p>
<p>Our purpose in visiting PEI is to play golf, go to the beach, explore & eat wonderful seafood. We would not be very interested in Aboriginal activities.</p>
<p>Not a primary reason for visiting PEI</p>
<p>I love P.E.I. but not interested in the first nations</p>
<p>Quand je vais à l'I-P-E, je veux voir les paysages et avoir la tranquillité. Si je veux voir la culture autochtone, je n'ai pas besoin d'aller si loin. (When I go to PEI, I want to see the scenery and have some tranquility. If I want to see indigenous culture, I wouldn't need to travel that far to PEI.)</p>
<p>La culture autochtone ne m'intéresse pas vraiment....désolé. J'aime plutôt aller relaxer sur le bord de la plage et savourer les merveilleux clichés du bord de l'eau et de la mer. (Aboriginal culture does not really interest me sorry. I would rather go relax on the beach and enjoy the wonderful views of the waterfront and the sea)</p>
<p>Je ne vais pas vraiment à l'île pour les autochtones (I don't really go to PEI for aboriginal culture.)</p>

je ne suis pas intéressée du tout à visiter ou autres activités chez les autochtones; j'ai déjà visité à plusieurs reprises des réserves autochtones et c'est très décevant de voir leur mode de vie et ils sont très racistes vis-à-vis nous. ETC... (I am not interested at all in visiting aboriginal reserves or partaking in aboriginal-specific activities; I have already visited aboriginal reserves on several occasions and it's very disappointing to see their lifestyle and they are very racist against us . ETC ...)

APPENDIX E – COMMENTS – INTEREST

Interest (Unedited Comments)
Yes I am interested in first nations. I have visit Pei often and would be interested in Aboriginal culture, their past and future.
Would be willing to pay for many things made by them but would have to see them first. Would go to see the sites.
When visiting the Island we would enjoy seeing and purchasing Aboriginal crafts, especially those made by the Aboriginal people of the Island. We also enjoy seeing how Aboriginal people lived and to learn about their culture.
When I first came to PEI in 1988, I was only 6 years old and didn't fully appreciate all of the Aboriginal activities that my parents "forced" me to participate it. I would really love to go back and visit those same areas.
We don't have a lot of extra money but would like to see more Aboriginal products and participate in activities if they weren't too expensive.
We are a bus tour company, and have a four day tour of PEI in our schedule for 2010. We would love to have a First Nations site to visit. We have frequent tours to the island; fewer with the poor economy. We find with our Newfoundland and Labrador tours, people are very careful with spending right now. For them to buy souvenirs, they need to be fairly priced and quality.
This is the first survey I have ever received about Aboriginal Tourism in any province. It is very interesting to know that all those things exist on P.E.I. as I have visited there numerous times, next visit will definitely include some of the places mentioned. Thank you very much for this information. Hopefully we will be visiting next summer.
Some what interested but never gave it much thought before.
So glad to know that people are paying attention this this aspect of life on the Island. My father was an Islander but you'd never know from his perspective that there were any Aboriginals there, or francophones, etc. On the other hand, I'm very open to learning more about the real history of the Island.

particularly interested in the environmental awareness aspects of the Aboriginal lifestyle and history, believing there is a lot to be learned from Aboriginal culture (ie historically living in harmony with nature) in dealing with the current problems of enviromental destruction. / In the section "how much would I be willing to pay" it's very difficult to put a dollar value without context. For example, if I am attending a festival where I've paid an entrance fee, I wouldn't expect to pay to see the basket weaving perhaps, but knowing that having the chance to observe the craft of basket weaving would be part of the festival experience would make me much more inclined to pay the entrance fee for the festival.

My husband and I have come over to the island from Nova Scotia every year at least once in the summer and have been looking for new things to experience. I have never thought there would be anything new to do or see but seeing and learning more about the native communities on the island would be great. I love crafts and would be willing to purchase authentic native made products. I look forward to what will be offered next summer.

my grandmother was Aboriginal descent she taught us basket weaving as children I am very interested in learning more and I know how long it takes to weave baskets and do quill work its worth more then I indecated but money is tight these days I would love my children to be able to see such things

May be interested depending on what is offered.

like to learn more about Aboriginal Tourism

learning about an ancient people and their culture is very interesting but it shouldn't cost a lot.the days of the wild west shows with "real indians" are long past.

learning about Aboriginal people would be a good thing it never hurts to learn new things

It would be great to be able to learn more about the Aboriginal inhabitants of PEI. I visited PEI in 2007 and wasn't even aware there were any living on the island. I think that fact should be made more prominently known and some activities regarding Aboriginal Tourism either added to the existing brochures and info material or special brochures and info material should be made.

It is interesting to see how other people lived. I don't really like to pay to take pictures of people or places.

interesting to learn more about Aboriginal history, as long as it doesn't become political - prefer the history, not the drama

Interesting group of people to know more about. We just started working with the First Nation people from Bear River. We will probably them appreciate more.

I would find Aboriginal Tourism interesting to learn about. I am neither of the backgrounds suggested: my mother was born on PEI and my father is German.

I would encourage developing a Micmaq museum or village on the island. I think it would be a great success.
I would be willing to spend a day exploring the first nations. It is hard to break down the activities and give them exact prices as I would assume many of them would be in the form of an admission fee to a historical village or fair type venue. I would be more interested in making a basket and paying for the instruction and materials rather than purchase one that took over 20 hours to make as it is often impossible to get a decent wage from art activities of that manner.
I would be willing to learn about Aboriginal ways of life etc. I am just not / sure how much I would be willing to pay for any given event. I guess it would / depend on the time and circumstances.
I would be very interested in learning about Aboriginal Tourism, however financially I wouldn't be able to participate in many things.
I would be most interested in staying with First Nations' peoples but I didn't know how to put a price on that; nor did I know how to put a price on experiencing the cuisine. But I would enjoy eating native foods even though I would hope to have a choice since I am a semi vegetarian and, besides vegetables and fruit, I eat shellfish and fish. But experiencing the diet would be great fun, I think. The survey mentioned three days; that is typically the length my family and I stay because we have cats at home who need attention. I applaud your effort to involve first nations people in the tourism strategy and again, bed and board would really interest us -- as well as making sure that the events are pet friendly.
I would be interested in the MicMac Catholic celebration of the upcoming 400th anniversary of the first MicMac conversion. I would be interested in Scotchfort as the site of the Alexander settlers. My wife's people were from Glenfinnan, across the river from Scotchfort, but I never heard tell of First Nations people from them.
I would be interested in sessions where I was taught skills the most, but they would have to be fairly economical. As lovely as the baskets were I would never pay the amount required given the labour involved as my budget wouldn't allow it ...especially when I can get something similar for a lot cheaper (perhaps machine made). I love PEI, but go mostly for the beaches (walking along a rugged quiet beach is one of my favorite things) and the golf (my husband and son).
I would be interested in learning more about the Aboriginal national on PEI. How much money I would be willing to pay is hard to say. / I would be more interested in native carvings rather than baskets.
I think it's great that you promote First Nations. When I next visit (or move to) PEI, I guaranty it will be very high on my list.;
I think it would be very interesting to see and hear about the Aboriginal culture.

I think it would be great to promote the aboriginal tourism on PEI. I have arthritis in one knee, so walking the trails, etc. would be difficult for me, but I would enjoy the presentations and participating in learning how to make crafts and hear the language spoken and the songs sung by the aboriginals. I live across the border in Maine, USA, about 120 miles from the border at St. Stephens, NB. We have relatives in NB and like to visit the Maritimes as often as possible.
I have visited PEI many times and have been interested in seeing something of the First Nations culture there, but I have not seen much advertising of attractions or activities.
I find the Aboriginal culture to be very fascinating and would love to learn to make many of their crafts and some of their more traditional foods.
I don't know much about the Aboriginal people and would be interested in learning more..it's very difficult to put prices on what I'd be willing to pay for the various activities and crafts without knowing more about them.
I am very interested in learning about and understanding the many cultural and spiritual aspects of Aboriginal society. I feel badly when I put dollar amounts down because I can see the intricacies of the workmanship of the baskets but I honestly don't have a budget that would allow for expenses that to me would seem extravagant. I travel pretty much on a shoe string but that does not mean that I would not truly enjoy the opportunity to walk the trails and experience the culture.
I am over 65 years old and have difficulty walking any distance, so non-physical activities are more appealing to me. I am very interested in native culture, but I don't have a lot of money to spend, so any purchases I make would have to be small.
I am interested in knowing more about this community and sad that I haven't taken the opportunity to experience it - I think promotion of it would be a good thing - but not in a paternalistic way.
I am interested in First Nations, but not to make a proud people a tourist attraction. It cheapens all of us. Seeing their arts, crafts, and cultures without making them into a spectacle is what I would prefer to see.
I am a Non-native teacher in an indigenous adult learning centre. Other Aboriginal cultures are of extreme interest for me. I am always concerned with keeping traditions and culture respected and real in the context of local traditions. Being involved and guided by natives is very valuable in all contexts. / / I am cheap, though. I would love to learn.
Hello: I am extremely interested in the culture of the Aboriginal peoples, but have not done a lot of site seeing in their museums or displays around the country. I enjoy their music to a point, I would not listen to it night and day. I enjoy the dancing and antics some of these peoples display at their shows.
General interest in Native American culture, crafts. Principally Navajo, Zuni, Hopi, but interest extends to others as well.

Every time we go to PEI we visit the same old attractions. Something new would be a good thing.
Although not very familiar with Aboriginal culture, my family and I are devoted fans of PEI and would be very interested in this aspect of the history of the island.
I have always been interested in the Native American's both in the US as well as in Canada -- I have a few artifacts from my first husband's heritage as a Pennobscot, here in Maine
Aboriginal Tourism would be,as with all Canadian history, a welcome part of a trip to PEI. Many travellers, like myself, are really not into the commercial side of tourism (ie PEI dirt shirts made in Malashya,confederation bridge 10 year hats made in China.. A museum,confederation,history,anything truly Canadian would be of interest. True canadian handcrafts would be bought. not imitations. / Have a nice Day EH.
first nations culture has always been a subject i have been interested in.
Notre famille garde toujours une semaine de vacance depuis près de 5 ans. Nous sommes très intéressés a connaître les peuples autochtones de votre province. Il nious a été difficile de répondre au questions en lien avec le divers paniers sans en connaître le prix. / / Merci / / SVP corrigez vos choix car je ne répond à aucun des critères donc vous me forcez à répondre je préfère ne pas répondre (Our family always keeps a week's vacation for nearly 5 years. We are very interested to know the indigenous people of your province. It was difficult respond to questions related to the various baskets without knowing the price. / / Thank you / / Please correct your choice because I do not meet any criteria so you force me to respond I'd rather not answer)
La culture m'intéresse, mais j'ai de très jeune enfants et je ne sais pas comment les intégrer dans tout cela. / Acheter des souvenir m'intéresse, surtout s'ils ont été fait à la main. Par contre, mon budget de vacances n'étant pas très gros, je dois faire attention à nos dépenses. (Culture interests me, but I have very young children and I do not know how to integrate them into all this. / Baskets interest me, especially if they were handmade. By constrast, my vacation budget is not very big, I have to watch our spending.)
Je serais tres intéressé a mieux connaitre la nation...me familiarisé avec leur culture,leur traditions.leurs langues et leurs danses et chants...j'ai une fille de 10 ans et elle le serait aussi car elle est tres curieuse sur tout ce qui se rattache a cela.. (I'd be very interested to know another nation ... get familiar with their culture, traditions.their language and their dances and songs ... I have a 10 year old daughter and she is also because it is very curious about everything that relates to it)
Il serait intéressant de participer à certaines activités proposées dans ce sondage. (It would be interesting to participate in certain activities in this survey.)
je suis un peu historien, j'aime connaitre ce qui s'est passé (I am a bit of an historian. I like to know what had happened.)

APPENDIX F – COMMENTS – ABORIGINAL CONNECTIONS

Connection to First Nations (Unedited Comments)
My wife's great grandmother was a member of First Nations. / I grew up with a number of friends of mine being First Nations. / I live in a community where there is a First Nations reservation.
My lineage is of Mi'kmaq descent, on my mother's side. I took my wife to Lenox Island years ago (before the bridge was built). It was fascinating back then and I can only imagine that it's improved over time. Can't wait to visit again. We just returned from a stay on Panmure Island 2 weeks ago. Getting to Lenox from there seemed improbable. It was more than an hour to get to Charlottetown and 3 to get to Summerside. Next time I'm back home, we'll be closer to Summerside.
My Husband has recently found out that he is 80% Mi'Maq after a family member did some research. His roots are in Nfld., however, it would be interesting to learn more about the Aboriginal people wherever they settled. It would be interesting for my two adult sons to learn a bit more about their heritage as well.
My great, great grandmother was a Micmac
My daughter's grandmother is native (Algonquin) and I have learnt a lot from the way her people lived and have visited her reserve in Ontario. I also have learnt from the Elders at work and am very interested in the way of the people.
My ancestry is Acadian and believed to also contain some Native heritage as well. I'm having a hard time trying to locate my Native roots if they exist, if so, I will be even more interested in items covered in this survey.
I went to school with natives out west, in the late 40's & 50's, I also worked with natives on coinstruction products, were close friends when in my late teens. / My daughter is married to an Ojibway, I have three native grandchildren.
I have Aboriginal friends they very good people, very wellcoming, generous, hardworking, loving people!!!
I am of Micmac ancestry
I Am part Shawnee. I think this is wonderful you are promoting P.E.I. I hope this will bring lots of tourists to the Island. Espically at the Pow Wows. Thank-You For Contacting Me.

Family history is from PEI, my great-grandparents having left the Island, originally arriving there in 1820 from Scotland.

My husband and i are members of ARCA for many years. We attend The Praying Circu and meet at Tatamagouche,center once or twice during the year . Last , Saturday we went to the Pow Wow on Big Cove , N B . We love it ! / / Thank- you so much . We appreciated / /

I have a lot of contact with Natives (Inuit , I'm the first aid co-ordinateur / for the Nunavit Artic Survival Traing School) as you can imagine, I'm interested / with their ways and culture past present and am worried for their futur. / I was also a first responder EMT with the Kanawaki Fire Brigade south of Montreal. / Not bad for a non native.....

APPENDIX G – COMMENTS – LACK OF AWARENESS

Lack of Awareness (Unedited Comments)
When we were in PEI, we watched a number of programs on Aboriginal TV and really found it very, very interesting. We had no clue that we could visit a native site, and might have done that.
When I visited PEI I was not aware of Aboriginal Tourism.
We have been to PEI 3 times in the past 4 years, and I really can't remember seeing any opportunities to learn about Aboriginal culture on the Island. Maybe I have just missed it or maybe it needs more promotion.
This is the first I have heard about Aboriginal communities on PEI. I would hope to see something about this in the tourism guides.
This is a very interesting survey as on my past visit to PEI I saw or heard absolutely nothing about the Aboriginal communities and based on your questions would encourage you very strongly to develop the infrastructure for this type of tourism. Very Canadian and very cool !
none of the above, I was not aware that there was a aboriginal presence on the island
In all my visits over the years I was unaware of any First Nation reserves on PEI. The same for Aboriginal landmarks, etc. My family would be very interested in touring the various historic sites and trails of the Aboriginal peoples and of hearing of their history and how they feel they interact with the general population on PEI today. When visiting PEI we try and explore a different part of the island each visit, gleaning local history from churches, graveyards, local residents, etc.
I was unaware of any Aboriginal spots as described on PEI
I never thought of P.E.I. as an Aboriginal place. The things that are promoted are the beaches, golf, Anne and confederation.
I live beside a native first nations reserve in Ontario so respect the heritage and traditions of the native people. When I toured P>E>I> I was unaware of the Aboriginal peoples of the island. When travelling there again I would definitely enquire the whereabouts of sites of interest.

I have visited PEI before (a few years back), but was unaware of any 1st Nations communities to visit where I could see the things you mention in this survey. Now that I am more aware & where they may be located, I would be willing to visit some of those areas on my next visit as I have a large interest in Native peoples of North America and am part Native American (Cherokee) myself.
I had no idea there was Aboriginal Tourism available!
I didn't know that PEI had an Aboriginal community. I have been to PEI 3 times in the last 3 years and was not made aware of this fact. I think Aboriginal Tourism in PEI needs to be more extensively marketed.
I didn't know anything about this. I love PEI and this adds another perspective.
i did not realize there were First Nations people on the island until I saw the tent set up on the waterfront in late August this past month. I know the baskets are time consuming and works of art...but I just don't want any more little baskets around the house. too much tchotchke already. i think I saw some nice ones in the Greenwich park museum.
I am very familiar with West Coast Aboriginal art - I have wooden face masks and drawings in my collection, many of which were purchased in the early 1970s, when I would do without mundane items to make my purchases - and throughout the years, all my art is important, but the early items are my favourites. I also have 4 original paintings done by Benjamin Chee Chee, purchased in Ottawa from the gallery he dealt with before his untimely early death. However, I did not really know that Aboriginals lived on PEI, although I have visited there 4 times, the earliest in 1973 and the last visit was in 2003. We plan to visit PEI and Nova Scotia about one year from now.
I am originally from PEI but live in BC now. / I've had no direct knowledge or experience of any Aboriginal cultures of Canada.
I am originally from Nova Scotia, now living in the NWT. In my 20 years living in Nova Scotia I was unaware that Aboriginals lived in Prince Edward Island. Not very well advertised.
Have no historical reference to these things, which I would need time to review.
have never Aboriginal communities so would be interested in this part of the Island
Have been to PEI several times and never knew there were Aboriginal settlements. How well do you market these at the ferry stops???? The settlements should take the first step here to help us find their locations. When I travel, I stop where there is something unique to see or do. I don't need any baskets so that wouldn't make me stop. Artwork or carvings or some event would catch my attention. What events or dances etc could be held once a day once a day or evening? Any Aboriginal fiddlers ???

As Americans, we were unaware of Aboriginal presence on the island.
Cet aspect n'est pas assez publicisé dans les brochures. Je suis allé 3 fois à IPE et j'y suis demeuré 2 semaines chaque fois et j'ignorais qu'il y avait de tels sites autochtones. (This aspect is not sufficiently publicized in brochures. I went 3 times to PEI and I am left 2 weeks each time and I didn't know there was such Aboriginal sites.)
Ce serait notre première expérience face aux autochtones. (This is our first experience in dealing with natives.)
Bien content d'apprendre qu'il y a encore des communautés autochtones autonomes sur l'île; je pensais qu'ils étaient intégrés à toute la population dans les villes et villages sur l'île. (Glad to learn that there are still indigenous communities on the island, I thought they were integrated into the entire population in towns and villages on the island.)
Je n'ai jamais rencontré ces personnes (I never met these people)
Je n'ai pas de descendance Autochtone et je ne connais pas vraiment la communauté Autochtone de l'île. (I am not of Aboriginal descent and I do not know the Aboriginal community on the Island.)

APPENDIX H – COMMENTS – SURVEY

Survey Comments (Unedited Comments)
what an excellent survey -
this is the worst survey that i have ever taken part in!what a crock of shit!i am sorry for sounding rude but i have had it up to my neck with political correctness and inequality now! what was done in the past is the past let our forefathers fight it out in the great beyond,its over and done with move on!
The price amounts you requested did not seem realistic. If I were to spend money to stay somewhere, you would expect to pay a particular amount if alone. When travelling with family, the price goes up. Another question about time spent on different activities, you questioned eating. How does one give a proper response to that question?
Some of these questions could give you misleading answers, in particular the pricing questions. Groups of some of those events I would be willing to pay for at a premium, however as individual events they do not hold a priority that I would be willing to pay for. Villages of settlers, such as Plimoth and Sturbridge in Massachusetts, afford the opportunity for a full experience at a scaled price. Something similar for original settlers (aborigines) might hold a greater interest. As for the basket crafts, there is no way that one could get a decent price for the complete amount of effort. Ask someone who makes quilts.
Some of the questions I did not answer on cost of toursim items, like visiting a site...etc...I didn't know what they would be worth.
Questions regarding how much one would be willing to spend have been left at 0. My response would depend on the entrance fee charged. Entrance fees would be expected for many of the activities listed, either as a package or for individual events.
Pricing decisions were somewhat difficult by only viewing a picture or being asked simple questions. Sizes, textures, etc were left to the imagination.
prices for basket weaving are very negative questions, when my wife and i travel we never pay more than one hundred dollars for anything we pick up on our travels. the questions seem to imply that would someone pay less for native labor than anyone else doing the same work. i would not pay more no matter who made the craft. in this day and age we try to buy what we can afford no matter who made it or how much time was spent making the craft. i find it very unusual to find these type of questions in a survey
Open ended questions like "how much are you willing to pay" are almost impossible to answer, a better question would be "Do you think this is worth xxxx"

its hard to decide what price one would want to pay for participating in activities - so i left them all zero but of course wouldn't expect to not pay - but deciding on how much is difficult to come up with - even the baskets, of course they'd be worth plenty considering the hours taken to make it - but as a tourist i'd be worried about transporting something around if i'd paid what it was worth. worrying about 'art' while travelling just wouldn't be a choice i'd make - perhaps the items should be 'shipped' to the tourists homes after they get home.

It's hard to decide what might be of good quality by seeing pictures and if a person was to go to a native community it may be more for entertainment and instruction .

It was hard for me to come up with a monetary value for quite a few of the activities listed, as I'm used to seeing them as part of a package - such as a fee for entry into a village, to watch craft-making, see older ways and watch people at traditional tasks/ It's hard to put a value on taking photography, as that is something not usually priced. If there were a price associated with taking photographs of things, I would be unlikely to go at all... a price on having a picture taken of me doing something or wearing native costume or attempting a task or craft-making would be something photographic I'd be much more likely to pay for.

It is very difficult to answer the questions about how much you would pay for something, it depends on the context and the experience. The baskets are beautiful but Surely there is much more to offer, leather making, jewellery, sculpting etc... I think a day immersed in all of the experiences you are suggesting with the possibility of staying on site would be something to remember and share with our children, this is of such importance, equal to the pioneers...

It is extremely difficult to attach prices to many of the activities that you have listed. I could only make a rough guess. And of course I know the value of handmade baskets and I realize the prices I have said I would pay are undoubtedly well below what many of the baskets are worth. But I do love them!

In determining if I am interested in purchasing an item, I have to know the approximate cost.

I'm not sure how you expect anyone to say how much time or how many dollars you would pay for an activity or craft unless you first knew what was available and had a chance to observe.

I would like to state that the prices I am willing to pay are not based on what I consider the value of the items, but on the amount I would be able to afford to pay.

I really can't put \$ value on any of this experiences or items. It would depend on the item, the person, the situation and or experience. Overall, if things would be quite expensive, I'd leave it, being on a tight budget. Native or not.

I PUT 0 DOLLARS IN ONE OF THE QUESTIONS AS IT IS HARD TO PUT A DOLLAR FIGURE ON A ACTIVITY IF YOUR NOT SURE HOW LONG THE PROGRAM IS 1 MIN. 6 HOURS. i WOULD STILL PAY FOR IT.

I could not say what i was willing to pay per activity for it would differ according to what the venue contained....

I answered some of the questions regarding paying to hear native songs, doing crafts, and seeing dancing with a zero because I would pay to see these things hopefully in a museum setting where one price would cover all. I also would not pay to participate in dancing because I believe it is disrespectful to the Aboriginals if I make light of their culture.

I always enjoy participation in surveys pertaining to tourism in PEI. They are extremely well designed and appear to be effective for collecting valuable data.

Do not agree with your survey. Just ot back from 4 mths Western Canada. Went to see many First Nations events and museums. Survey should have been more specific in what kind of events, etc. As for the purchase of the baskets, these are available everywhere in Ontario and I am not sure how well they sell. I would be more interested in learning how to make one than actually purchasing one.

Dear Friends at Travellers Voice, / / I love PEI and visit every year. I have completed every previous survey and was extra excited when I saw the topic of this one. Two years ago, I spent a couple of very enjoyable days on Lennox Island visiting the Mi'lmaq People. One of the things I noted on that visit is that a number of the attractions listed in the Official Visitors Guide had closed years earlier -- the folks at Lennox said Tourism PEI never came to see them. So I was glad to see of your interest. / / I work for an international Aboriginal organization -- First Peoples Worldwide. We work with local communities on development issues. / / When I opened the first page of your survey I started to cry. . . walk on ancient trails, hear Aboriginal people speak in the native language ...are you serious? I couldn't make it past the first page of the survey before I closed it and sat down to write this. Your questions make it sound like you are considering an Aboriginal Disneyland. This commodification of Indigenous Peoples left both American and Canadian societies decades ago. I cry because the wonderful people at Tourism Canada would seek to interact with First Nations People in this way. Did you discuss this survey with people from Lennox Island, the Assembly of First Nations or other Indigenous organizations? / / Perhaps it would help if I shared a few of the reasons I went to visit the Mi'kmaq, none of which were offered as choices on your survey. I was interested in understanding how they lived and interacted with the dominant culture, what their communities were like compared to other places on PEI, how they are supported or undermined by the provincial government, how they look at the world, what are their dreams and what challenges do they wrestle with in pursuing those dreams. Yes I enjoyed a hike in the woods, but not because it was some ancient trail. There are ancient trails all over PEI, it is just that now they are buried beneath potato fields and parking lots. Yes I also went to visit the Acadian Museum, but not because I wanted to hear the woman at the desk speak French. I'm not saying everyone should share my motivation, but to want to attract people to take pictures of Indians, hear them speak their native language and walk on ancient trails feeds the stereotypes of the noble savage handed to us by Hollywood. / / I would love to talk about this more, if you are willing. / / In Friendship, and with the Hope of Greater Understanding, /

. The cost estimate question isn't really one that I could respond to in the abstract. / . 'Aboriginal Tourism' as I've experienced it elsewhere in Canada is a very mixed bag. To give it some profile in PE, esp. in light of all the competing attractions, would require that it be done very well indeed.

Pour votre dernière question à savoir qui je suis, je n'appartiens à aucun de ces peuples (du moins je ne crois pas, et si j'en étais j'en serais plutôt fière) car ces peuples ont fait beaucoup en nous tracant leur chemin. Donc il devrait y avoir une réponse qui dirait: Aucune de ces réponses. / / Il est certain que lorsque je retournerai à I.P.E. je considèrerais des visites au peuple autochtone. / For your last question about who I am, I don't belong to any of these people (at least I do not believe, and if I was I'd rather proud) because these people did bother us a lot in their path. So there should be an answer that would say: None of these answers. / / It is certain that when I return to PEI I will consider visiting the indigenous people

Nous manquons toujours de temps pour visiter les sites que nous avons choisis. Cette année, nous devions nous rendre dans Prince County pour visiter un site autochtone, mais avons manqué de temps. Ce sera pour une prochaine fois! Par contre, nous ne nous rappelons pas de quelle nation il s'agit. / / Au sujet des prix que nous serions prêt à déboursier pour une activité: nous avons inscrit le prix par personne. Aux endroits où aucun prix n'a été inscrit, c'est parce que nous croyons que certaines de ces activités pourraient être regroupées et offertes à un prix raisonnable. Même chose pour le prix des paniers. Nous devons considérer le budget, même si nous sommes conscient que les oeuvres valent certainement plus que le prix budgété. (We still lack time to visit the sites we've chosen. This year, we had to go in Prince County to visit an Aboriginal site, but we ran out of time. It will be a next time! By cons, we do not remember what country it is. / / About the price we would be willing to pay for an activity: we recorded the price per person. In places where no price has been entered, because we believe that some of these activities could be grouped together and offered at a reasonable price. Same price for the baskets. We must consider the budget, although we are aware that the works are certainly worth more than the budget price.)

Je suis québécoise, je ne sais pas ce qu'allochtone signifie. (I am from Quebec, I do not know what qu'allochtone means.)

Je ne peux me prononcer sur les prix des objets présentés dans cette enquête. Comme dans tous les marchés c'est le fabricant de l'objet qui me dira à quel prix il est disposé à me vendre son oeuvre. (I can not comment on the prices of objects presented in this investigation. As in all markets is the manufacturer of the object that will tell me at what price he is willing to sell me his work.)

je ne crois pas que les temps indiqués pour la fabrication des paniers sont réels, j'en ai fabriqué des semblables dans mon jeune âge en moins de temps. Je comprend que je ne peut juger de la qualité par les photos. (I do not think the time suitable for the manufacture of baskets are real, I made the like in my young age in less time. I understand that I can not judge quality by the pictures.)

à certains points où vous demander combien je serais prête à payer pour certaines activités, je n'avais pas la possibilité de choisir de payer un montant fixe du type coût d'entrée pour un site à ce moment, je paierais jusqu'à 25.00\$ par personne et une possibilité d'acheter les produits faits mains / (certain points where you ask how much I was willing to pay for certain activities, I had no possibility to choose to pay a fixed amount of such entry cost for a site at this time, I would pay up to \$ 25.00 per person and an opportunity to buy handmade products)

Vous n'offrez pas d'option pour un simple canadien ! (You don't offer an option for a canadian)

APPENDIX I – COMMENTS – SUGGESTIONS

Suggestions (Unedited Comments)
<p>When traveling, I am with 3 young children. I could and would personally listen to information for an extended period of time. However, when traveling with children I am not able to expect them to stay for a long time listening to someone telling stories or facts for a long time. If however the museum or recreation of Aboriginal life was geared toward children or at least had things to hold their attention ie. craft demos and story telling etc. We would be able to stay a while. I like having a place to go where we can spend a good part of a day exploring and learning about various things. / / I am not sure what you are planning, but an example of the kind of place I am thinking of is Louisbourg in Nova Scotia, several of the lighthouses on PEI (tour, picnic and walk) and even some of the parks / / The baskets were beautiful. I can not afford to pay alot for them even though there is alot time required to make them.</p>
<p>with all the Aboriginal talk in the media I personally do not believe the native people of our nation are reorganized for who they are and not for what they have become. / I believe our society has no expectation of the native people and when they do not go on to become doctors, professors or professionals of some type they are rated as a second class citizen and I do believe our heritage is very important ...but theirs is rightly important and I do believe if these people were given the proper guidance as are the / Ukrainians, Germans etc they could establish a Micmac village where accommodations, food and way of life could be experienced by all mankind. Similar to a holiday at a traditional Indian reserveI personally would book a week vacation there just to ride horses as they did, have dance around the fire sleep in a teepee etc. /</p>
<p>We have a cottage at Long River and have visited several Aboriginal sites. I feel that walking trails should be free of charge. I would be delighted to sample Aboriginal cuisine and have done so in the past. / I am not in the market for artifacts such as the hand made baskets. They are beautiful and an interesting traditional craft.</p>
<p>We come regularly to PEI, and on most every visit we go to Lennox Island, even though it is a good distance from where we stay (near St-Peter's Bay). We have bought crafts and books there. We would love to have more direct contact and information with the people in the communities. Outdoor activities with a guide, discussions about spiritual practices, hearing the native language, listening to and participating in chants and songs would all be very interesting to us.</p>
<p>We are a family with 4 children. We go to most sight seeing things if they are free of charge. We may purchase a ticket to of 5 dollars each to enter a site with various things going onsuch as native. I would only give my children nominal amounts to purchase items.</p>

Traveling as a family of 4...price is very important to our decisions on where to go and what activities to participate in. We have a modest income, so things that cost a lot ie shining waters are hard to feel comfortable about spending the money on. However if there was an activity like a weekend experience with first nations, that included participating in crafts, story telling, dancing, staying in authentic first nation accomidations, authentic meals, outdoor fires, etc, that would be educational as well..and would very well be taken as a consideration for spending the money! But still should be taken into consideration that it will be families who probably have no alot of money who are going to be wanting to do this type of thing, so it still has to be reasonable.

There must have been some form of Aboriginal Tourism in the mid 60's. My family had a picture of meeting Pierre Burton and his family near a wigwam/tepee. Thank you. / / In terms of location, it seems that some events could be held in current popular tourist destinations (legends/dancing) which could then be used to interest people to go to new destinations - original sites of trails where guided tours would be held? My interest in going beyond traditional tourism locations would be for outdoor experiences(walking or hiking etc).

The section on How Much Would You pay for each of the very desirable and extremely desirable were hard to answer because I think most tourists would prefer to pay ONE BASIC PRICE to enter a museum, a re-created village, etc. and tour the grounds, see craft-making, cooking, singing, etc on the premises, MAYBE PAY A LITTLE EXTRA for an extra tours (guided walk or nearby homes), or to participate in a an activity such as cooking lesson, craft-making or dance lesson, and then finish off the day with an opportunity to purchase souvenirs.

the questions re how much you would pay, we would not want to pay for each individual thing separately - maybe have a basic charge and extras available for unique experiences. eg: tour, extra charge for making specific crafts or for meals. Think of other places like Kings Landing or Acadian Village in NB. / / We have stayed in a tepee in a settlement in northern Ontario and loved that. The place had recently opened in 2007 and we have not had the opportunity to return for their big events- PEI is likely closer for us! (and has many other attractions)

The problem with purchasing baskets on a visit to PEI is getting them home, particularly the one with the handle. They look like they might be fragile for packing in a suitcase.

The distance to drive is not really, for me, a determining factor in whether to participate in a tourist/artistic or cultural event. / The walking traditional trails is perhaps not an activity that tourists are used to paying for. You may be talking about an interpretation program. Woodworking crafts, e.g. carving, paddles, masks, if these are traditional to the area might be an interesting art.

Souvenirs for tourists must be easily packable -- basketwork doesn't fit that bill, though leatherwork does. / Time estimates claimed for the work illustrated are ridiculous -- they must be working at a snail's pace. Some of us are quite familiar with basketwork and the time it takes to do. Unrealistic descriptions of time taken make those who have at least some intelligent appreciation of craftwork of different cultures LESS likely to bother with tourist-orientated First Nation features. / In the past, there were some rather good moccasins being sold at Rocky Point -- far better idea and quick to turn out.

Regarding the cost of those baskets: Regardless of the time spent making a basket, there is an upper limit to what I am willing to pay for a decorative container. In as much as they are from the area, I might add it to our home's furnishings because it has meaning for us. Separately, I am uncomfortable asking any ethnic group to perform for my entertainment/enlightenment. I would like to know the history of the First Nations in PEI as they were the first community. I would welcome a museum, walking trail, and evening of story, song and craft.

Panmure location was chosen because that is where I would come across on ferry. Otherwise, I would think it would be preferable to visit with Natives on their land rather than other locations such as Charlottetown. I'm sure I totally underestimated the actual cost of the baskets, my prices were more wishful thinking on my part.

Most tourists I know would investigate further into the First Nations history etc, if it were nearby the other tourist shops. For example, if you were to go to Charlottetown and investigate a group of shops in one area, I think a person would check out all that was available. But if you had to go off the beaten path to find one type of tourism, you might have to be very interested in that subject to follow through, or you would skip it and find a group of other mixed interests somewhere else? /

living history museum would be nice

It would be nice to see an afternoon event with song, dance, stories & a guided walking tour of trails & homes.

It would be good to share experiences with Aboriginal peoples where they live - but not have them or their reserves treated like spectacles in a circus.

it would be best to have one location and charge to get in that location where you could see all the activities and buy things at a gift shop. / / Similiar to Crawford Lake Park in Ontario

If you are going to charge people to see authentic Aboriginal dress, music and craft you should be prepared to invest whatever it takes to make those things authentic. Put your heart into it. Make it professional. Keep standards high. / If you can't make it the best experience of its kind, don't do it. Start small but first class and build. No fake stuff.

<p>If I were to observe/listen to first nation songs, stories, etc., and if I were to purchase artifacts and other objects, I would want to have solid information on the reality of the traditional heritage. In other words, if material seems "made for tourists" it is of no interest to me. I am interested in real objects and experiences, either historical (then confirmed by historical evidence) or real artistic work, if modern: i.e., genuine history and real art, not trinkets. (I am a professional historian - 17thC music history, so have a true interest in verified history and culture supported by primary source evidence.) As a comparison, when in San Antonio, Texas, I visited Spanish mission sites near the city and was impressed by the historical discipline in evidence.</p>
<p>I'd love to research more of my history but it is very difficult to put a price on what I would or would not pay for. I would attend a powwow for a day but can't say what I would spend there. Would not pay more than \$20 to go though. The expectation is that you spend money once you arrive so here 6 Nations doesn't charge admission.</p>
<p>I would prefer to buy crafts made by real Mikmaq not Aborigines with a little bit of Indian in them something very authentic and that goes for ceremonies or dances I want to see real Mikmaq dancing and talking about history</p>
<p>I would not want for the Aboriginal people of the island to be on display in a stereotyped or limited way as you see on some reenactment tours. However sometimes these tours can be interesting but from what I've seen sometimes they can seem staged, contrived and trying to fit into a non-native perception of what it is to be native. For this reason I had a hard time answering some of the questions. As to cost it would depend on what was involved or on view to access how much I would be willing to pay.</p>
<p>I would love to buy all kinds of native art but my budget restricts me. I would probably try to find some at flea markets but I would buy one new quality piece of art. / I would like a tour package... pay an admission fee that includes an authentic meal then take part in the activities that interested me while the rest of my family did what they were interested in. I would stay overnight for a package too.</p>
<p>I would like to see some croquet knives</p>
<p>I would like to see how they live for a day. They seem very interesting.</p>
<p>I would hate to see the culture destroyed by tourism. I would do as much as possible to maintain and convey the true culture. /</p>
<p>I would hate to see Aboriginal people 'performing' but if this could be done in a dignified and not artificial way it would attract European visitors who all want to see this sort of thing as well as some Canadians. However I do not drive so my experience of PEI is limited to what bus tours do (and alas they seem focussed on SHOPPING) . So this would need a good deal of careful promotion. / As an Ontarian I know very little about Mic'mac culture unfortunately. If you go to west coast there is a lot of emphasis on it and Ottawa has a site on Victoria Island so perhaps even tourists from nearby would</p>

be interested in learning more about the local tribes as outside of Donald Marshall I truly know ZERO .

I was a bit confused over the questions, and not sure what I would really want. However, I am always interested in seeing recreated or original sites where Aboriginal people have lived and/or are living. Are you considering a site like the fort in Thunder Bay, Ontario where the staff have recreated a former way of life and all staff live as such? I am interested in their true role in the development and history of this country. How is their culture to survive in this modern world, and remain true to their roots? Perhaps create a basket market where their goods could be sold and appreciated, like there is in the southern states. ie. South Carolina or Georgia.

I think if you had workshops or village type setting with museums and art galleries that would help draw peoples attention to this activity with day activits this way families could spend a day there and it might be more interesting for boys. Also classes and concerts would be helpful to bring interesting for grown ups. Somthing for the whole family. Upper Canada Village type village with seeing the crafts being made and the posilities of purchase of the hadicrafts.

I only know that Aboriginal people exist on PEI becuae of my job. There needs to be better promotion of their existence.

I lived in PEI for 5 years and never saw any evidence of the first nations at any local celebrations. I believe that the First Nations should become active in the already existing activities of the island to promote themselves. I have attended activities across the country but that is because the First Nations people were very involved in the community as a whole. One should be proud to be First Nations but it is also time to become part of the community we live in.

I hope that my responses were helpful. I am thinking that my responses to purchasing crafted baskets are due to my own financial situation which has changed this past year. I will agree that they are very valuable. Also, I'd prefer to spend money on actual 'hands-on' activities-I consider it to be a truer experience-especially the food, music,spirituality, singing,etc...being with real people and participating in actual experiences provides a better understanding of cultures-better than looking at photos or watching DVDs(not that there isn't any value in them)...and it allows for questions/answers....a "living museum'perhaps may be another suggestion...like Fortress Louisbourg in NS. My own experience of living on Haida Gwaii off the coast of BC and meeting and befriending Haida people and participating in some special events and gave me a much better understanding of their culture. I wish you all the best. I think it is very important work. Thank you

I have a great interest in first nations of Canada, but have a number of relatives in PEI with whom I have been able to spend very little time. If some of these relatives were willing to come to these events with me, I would certainly be more interested in going myself. / As for the costs involved, I would be interested in attending a number of these activities for a flat rate of \$30 or \$40 if this would allow me to view and participate in various things for the day. I would expect to have to pay further for any materials I would need to participate in craft making activities. / I am likely a little on the cheap side and am fully aware that some of these things are worth a great deal more to some people. Were I well-to-do I would likely be willing to pay more as well. I appreciate the workmanship and time that goes into many of the crafts, but as I produce and sell some craft work myself, I realize the market will not bear a "fair" return for work done. One must compromise value of skill with marketability. You can sell lots for not much return, or less for a higher return -- either way you make about the same money unless you price yourself out of the market altogether. / Good luck with this project.

I guess if there was a center with food, dance, crafts, basket making, etc. all under one roof in a central area I would be more likely to go and take it in as one of the attractions. I would not like to wander all around looking at one thing in one place and something else in another. Having a "souvenir" budget, the baskets, though lovely and very time consuming, would not be tempting to buy if the price was really high.

I feel that certain things should be offered for free to get people interested. Not all people are able bodied.

i feel that a lot of people are interested in the history of the first nation people.especially the singing , dancing and crafts.I feel there should be more advertisement aas people don't know too much about this.

Cost of participating in the activities would be better represented in an "all inclusive" or Gate Admission price rather than per activity. I'd be willing to pay \$30-\$40 Canadian Dollars for a full day admission which could include all the activities and interpretive programs you've listed. We would be very unlikely to purchase souvenirs or handycrafts, so can't offer you any ideas of fair price for these items.

Being a frequent visitor to PEI and having been to most of the native areas they were not very enjoyable. If there was more of an effort to welcome visitors to the community and explaining their cultures and ways I think there would be a lot more interest in the native story.

As we always fly into Canada from Europe, craft buying would be subject to size.

As there are many native communities in Ontario, I would prefer to be exposed to a different native group/tradition when visiting PEI. Therefore, I would be more inclined to participate in something that was specifically Mi'kmaq.

An Aboriginal museum in Charlottetown (central location) with a gift shop (sell baskets, etc.) would be a good idea for tourists. / For model villages, demonstrations, traditional meals, etc... construct them on actual First Nations' sites (vs. tourist section of Cavendish) - keep it authentic but do a lot of marketing. (Consider how Hawaii and/or even Jamestown, VA have set up their Aboriginal sites :-)/
All activities must be handicapped accessible
Aboriginal Tourism should help Aboriginal community. History should be presented from perspectives of Aboriginal people, and not just "traditional" aspect, but current issues facing the community should be explained. The money collected from the tourism should be used for people living in Aboriginal community, and sustaining their cultures, such as language classes, educational programs for children. Last thing I want is Aboriginal community become the subject to be exploited because of tourism.
Perhaps when an individual is making plans to visit PEI the aboriginal aspect ought to be highlighted in the information one receives from the travel agent.
Le tourisme autochtone gagnerait à être mieux connu pour devenir plus recherché. / Cependant, je n'ai pas répondu à vos questions "Combien seriez-vous prête à dépenser pour..." parce que cela dépend de la qualité du produit, de l'intérêt de l'événement et de son ampleur etc. (Aboriginal tourism needs to be better known to become more productive. / However, I did not answer your question "How much would you be willing to spend ..." because it depends on the quality of the product, the value of the event and its magnitude so.)
J'ai vu et rencontré plusieurs membres de premières nations au Québec, ailleurs au Canada et jusqu'en Amérique du Sud. Pour m'attirer vers ceux de L'I.P.E., il faudrait que je puisse être sûr qu'ils aient de quoi de spécial et différent. (I have met many members of the First Nations in Quebec and in other parts of Canada and including South America. To attract me to the Aboriginals of PEI, it would be necessary for me to know what is different or special about them.)

APPENDIX J – COMMENTS – BASKET SPECIFIC

Basket Specific (Unedited Comments)
While I would be slightly interested in purchasing a basket, but if the price were too high, I'm not that interested.
The baskets are very beautiful but I really do not purchase items such as these because I have no need for them.
The baskets are lovely but too small to be useful....I like things I can use..(.not just dust collectors.).....Watching them make their traditional clothing from hides or jewelery from natural things ...ie...seeds , quills , shells etc....would be very interesting....also watching them prepare and tasting their traditional foods...Even just seeing them in their ceremonial costumes and having them explain their use and how they are made....
The baskets are beautiful but when you have just a certain salary you can only pay so much for certain things. Not meaning that they are not worth much more. It is like quilt making.
My response regarding how much I would pay for the basket was based on what I thought I could afford to pay, not on what I thought the basket was worth considering the effect and skill that went into making it.
My husband is Oneida but our days of collecting are over. We need to divest of what we have, not collect more. The baskets are lovely and many years ago, I purchased a sweet grass basket and a large ash? basket at Lennox Island.
Love the baskets, I understand that they're labour intensive, however they're baskets that I don't have a lot of use for, so I put that I wouldn't pay anything for them once I found out the number of hours, because I'm just not willing to pay a lot of money for something i don't have a lot of use for.
It is difficult to say how much I would pay for some of those baskets. I have quite a few that were bought in PEI and used as potato baskets and the smaller ones for berries. They were bought 50 and plus years ago. I would buy the new ones as gifts but I cannot afford more than I put down, if that. It isn't that I don't appreciate the time and effort that went into making them.
I would rather learn how to make those baskets than just buy them, although that last one (with the red star) was beautiful and I would most likely buy it.
I would need to see the actual baskets , and feel/open some before I could say for sure the price. / / / / / / / / i could say how much i would spend onthem.

I would be interested in purchasing ash baskets, but not the size demonstrated in your photos - they are too small to be of practical use to me. / We have visited Lennox Island on previous trips to the island, and have purchased hand crafts from the store there.
I wish I had hundreds of dollars to spend on hand-crafted authentic Native-made baskets, but I don't. If they were paid a reasonable wage by the hour, the basket-weavers would have to charge a large sum for each basket, considering how much time is put in to each one.
I understand why the baskets shown would need to be sold for much more than I could afford to pay for them, which is why I left a '0' as the amount I would pay. Beautiful, but out of my ability to pay appropriately for.
I think the questions you asked about the baskets and would I be willing to purchase is not a fair questions. It would all depend if I had the extra to spend while on vacation and how much they were charging for it and how well it was made. It was hard to decipher that the one basket was made from quills and if you saw the baskets up close you would have a better idea how much work went into them as I do basket weaving. As far as the baskets go, you would never get paid for the hours of work that goes into them. My husband has purchased some mitts made by the Aborigines with the beading on them and all. Well if we just saw a picture of them on the computer it would not mean as much as it would if you saw the people making them on site and then realized the work that went into them. I therefore don't think that this survey is going to give you a true picture of what you are trying to find out. Thank you for allowing me to do the survey and then to voice my opinion. Hope this helps you a little.
I think the baskets are beautiful. I would buy them, but I am not sure of the rate of exchange so cannot fairly equate a financial value to them or what I would be willing to pay as a fair price.
I think craftsman should be paid a fair price for their work and you shouldn't be asking consumers what they would pay. Baskets are very much touch and feel and I would not provide a comfortable price I'd pay without seeing and touching them.
I find it impossible to put a value on the baskets you have shown me. I am not an expert on how much something would cost. However, if I were there and the basket or item was something I wanted, I would have to decide by knowing how much I could afford. I have seen "native crafts" that have been poorly made sold at high prices. If the items offered are high quality and don't have the "made in" stickers obviously torn off, people will buy.
I am very interested in native spirituality, their beliefs and cultures, but would not pay more for a basket made by a native than one available at Winners. It would depend almost entirely on the cost.

I am retired so of somewhat limited cash but I summer in NS and sometimes spend a day on the island - bridge one way, ferry back. We do buy pottery but have not seen the basketwork for sale. I do jewellery work and understand that it is difficult to get paid for time but I have learned to compromise and cut the time or reduce the material cost. / Handicrafts have always been a difficult way to make a dollar but food might be a better way to go. /
Have looked at Baskets before but would not pay the price, far to high
For MANY YEARS I have bought MANY BASKETS (at least 25) from the Culture Crafts ladies in Richmond. We have been to Lenox Island twice over the years, but the baskets are of most interest.
First I like to see, size, quality of workmanship before I purchase and do I really think it is worth the value? I wish more workmanship was presented for sale instead of products purchased in china etc. as an example only. I'm sure our quality and workmanship would be far superior. Not just in PEI but all provinces.
Although the baskets are beautiful and take days to create my home decor and husband's tastes in objects do no warrant the expenditure.
Pour les achats de paniers, il est très difficile de répondre, car cela dépend toujours de la grosseur des objets. / For purchases of baskets, it is very difficult to answer because it always depends on the size of objects.
Je comprends la valeur des beaux produits autochtones. La raison pour laquelle les prix que j'ai indiqué sont peut-etre bas reflète plutôt mon budget limité. J'ai une idée du travail et de l'expérience nécessaires pour faire de telles belles choses. / I understand the value of beautiful indigenous products. The reason for the price I have indicated may be lower rather reflects my limited budget. I have an idea of the work and experience necessary for making such beautiful things.

APPENDIX K – COMMENTS – PREVIOUS EXPERIENCES

Previous Experiences (Unedited Comments)
We went to Lennox Island this year and the signage to the tourism centre was not very good and we went for a walk on the trails. The trails were excellent at one time, but had the typical trash that has been known to be associated with reserves. For example, we came across articles of clothing, pop cans, beer cans, wrecked benches, plastic pails, etc. Plus the trails were being used for 4 wheelers with kids driving them (possibly 11 years old) with no helmets. We couldn't wait to leave the area.
we visited the Aboriginal reserve on the northern cape part of the pei and we were very impressed.
we visited port au choix in NFL this summer and were not particularly impressed.
We visited Lennox Island in June. It was a rainy, stormy day and the native area was very poor and sad looking.
We enjoyed our visit to Lennox Island - beautiful crafts and lovely baking.
We did go to Lennox Island one time and I found that there was really nothing there to see. We have never been back. I would be interested in trying or watching basket weaving, walking on one of their ancient trails and hearing their stories. That's about it. Thanks.
This is a very exciting angle to cover in your marketing. Last summer I drove to Whistler only to visit the Lil'Wat/Squamish Cultural Centre that had opened there less than 2 weeks prior. It was one of the highlights of my trip to the west coast.
Lived in Sask. for 17 yrs. Have expereinced native culture first hand teaching on a reserve and working with Aboriginal peoples on contract basis. have done "the tours" of native sites, etc. Would love to see similar tours, museums etc on PEI
Last year we went to Lennox Island and were disappointed that the cultural/information center was closed for at least the season. In fact, there were no indications of any tourist activities available other than a small store that was open. We had traveled there specifically to visit the cultural center and since we got our information from your tourist guide we assumed it would be accurate. We felt like we wasted half a day on this planned activity and felt it was remiss of your tourism department to advertise something that wasn't available.
I've been on a reservation on the way to West Point from Brackley Beach. It was a wasteland and I paid alot of money in gas to get there. Bring the culture to the visiting population and they will spend their money.

In 2005, we tried to go to Lennox island to learn about their culture but everything was closed that day....
i think i enjoyed a sort of cultural event toward #5 on the map. I had been looking for lunch . I also found they had a music festival that day and evening. It was after the church that was open for tourists. The music was good. <early to mid Aug 2008>
I once took a course through the Navajo Community College on Navajo Culture. It was an extremely illuminating learning experience. My wife had an experience in the sweat lodge that she recalls and retells vividly today. It opened our eyes and minds in wonderful ways.
I left 0 in what I'd be willing to pay because I can't say unless I would know exactly what I was paying for. In the case of the basket, I have no idea. About Lennox Island, I made a detour to visit Lennox Island in 2008 because of my interest in Aboriginal culture and was extremely disappointed as there was nothing to see or visit. There looked to be a centre but it was shut up tight.
I HAVE EXPERIENCED A POW WOW AND WAS VERY PLEASED WITH THE ABORIGINAL PEOPLE AND WAS VERY IMPRESSED BY THE INTERACTION WITH EACH OTHER AND WITH THE VISITORS. IN FACT WE WERE INVITED TO EAT WITH THEM AFTER THE CEREMONIES. THE MOOSE STEW WAS GREAT.
I have been visiting Lennox Island since 1977
I have been to Lennox Island, but did not consider the people there as Aboriginal. I felt that they were decendents of original Indian tribes that inhabited the island years ago. (Mic-Macs come to mind)
I have an interest in all aspects of Canadian history. I have been to a pow wow and I have toured First Nations craft fairs here in Cape Breton, viewed cultural and historial displays in Ottawa, Sask. and Alberta.
I have always been very interested in the Native American culture and that has also peaked my interest in other First Nations. I have read some books on the Inuit and find them to be fascinating people.
I have already visited Lennox Island Indian reservation. It was very nice. Resturant was good. / We purchased baskets. / Maybe a set up where you could walk through an authentic indian village as it was ayers ago would be very intereSing. somewhat like Kings Landing in new brunswick or the historical acadian village in caraquet, NB. The people would be in there settlement reinacting how they once lived.
I didn't realize until end of survey who Aboriginals were. Several years ago we visited Mi'kmaq settlement in Northwest section of PEI. Was very interesting, we did enjoy the food.

I am very intrigued by the Mic Mac culture on PEI. A couple of years ago when I visited the museum on Lennox Island I learned a lot but didn't get a chance to try the cuisine. Is there any chance the cafe could be open longer? If I remember right it was only open until about 4 or five o'clock.

I am aware of Lennox Island, but haven't been there; don't know what is available there for tourists... am not aware of good info on that at tourism info center...?

I am an American of European descent. Growing up, I was exposed to Native American culture, and have continued to expand my interest in cultural exploration and education to many local and foreign Aboriginal societies. / / Last year, I went on a three-day camping trip to observe basket weaving techniques of the Karuk and other tribes local to the Klamath River on California's northern coast. The trip was organized through Humboldt State University as a course in Ethno-Botany, and subsidized in part by the Bureau of Land Management. My cost was \$150, and the trip included tours of local plant gathering locations, a Native Plants Garden (which we helped tend), story-telling, camping, plant education, political awareness, observing traditional crafting techniques and artifacts, and other cultural activities, in addition to learning about the basket weaving. We provided our own tents, food, supplies, and transportation. / / It was an excellent and insightful experience, and my only regret is that I was unable to return to volunteer at the reservation because we moved out of the area shortly after. However, I am interested in having similar experiences elsewhere, and my family has a summer home on PEI which I visit, making this an ideal opportunity. / / Because the nature of the trip was educational, there was a complete mutual respect: the Karuk guides appreciated our genuine interest in their culture (they really gave us a lot of scientific information about the plants and their uses; and were forthcoming - but not blaming or preachy - about the political and social challenges their traditional lifestyle faces in modern society), and the participants were fully engaged in all of the activities and left with a greater awareness of the land, their society, and real actions we could take to help them preserve their heritage. I feel that without the educational aspect this kind of experience could degrade over time to the tourists being viewed as cash cows and the aborigine hosts feeling like performance artists, but that is not what I am interested in. A full, engaging, informational program that educates as well as entertains is far more enticing, and I would be excited to take part in that.

have spent time on lennox island on several trips to pei. spent many hours talking with the natives also purchased many crafts baskets etc

Have had most of the experiences on New Brunswick First nations. / Would only be interested in learning to do the crafts not demonstrations

Have been to Lennox Island on more than one occasion in the past. It was more interesting 20 years ago.

3 years ago my daughter and I went to Lennox Island. We visited the tourist centre and headed out to walk on one of the interpretive trails - we were very excited about doing this. While we were preparing to leave the car, and car full of native youngsters drove past the parking lot several times slowly, obviously observing us. We apprehensively took off down the trail, not feeling very safe. In about a minute we heard this (very noisy) car pull into the parking lot. We turned and ran back to the lot and found the people parked beside our car, some of them getting out of the car. When they saw us they jumped back into their car and drove away. We also got into our car and abandoned our plans. We drove to the tourist centre (manned by youngsters) and told them of this frightening incident. When we described the car they knew who the people were, and indicated that they were definitely up to no good. So, we will never go back to Lennox Island.

Lorsque nous visitons différentes régions, nous aimons bien les galeries d'art autochtones. Nous encourageons par nos achats leur travail manuel. Il est évident qu'on ne peut pas toujours acheter ce qu'ils font à gros prix car nous n'en avons pas les moyens. Nous recherchons souvent quelque chose d'original et d'authentique. Nous avons quelques pièces dont on a payé un bon prix car nous avons un coup de coeur. Nous n'aimons toutefois pas payer pour observer... (When we visit different areas, we like the Aboriginal art galleries. We encourage our purchases by their manual labor. Obviously we can not always buy what they do at full price because we do not have the means. We often look for something Original and authentic. We have some pieces that have been paid a good price because we had a favorite. However, we do not pay to watch ...)

J'ai visité le site de la Nation Mik Mac en 2005 et j'ai adoré mon expérience. J'y ai passé quelques heures et j'aurais apprécié que l'on me propose d'autres choses à faire (expérience de la culture et de la spiritualité par exemple) pour y demeurer plus longtemps. Je pense aussi qu'il faut davantage souligner le travail que nécessite les articles d'artisanat pour être en mesure d'offrir un juste prix pour l'obtenir. De plus, un article qui reproduit les motifs traditionnels est plus attirant me semble-t-il. (I visited the site of the nation Mik Mac in 2005 and I loved my experience. I spent a few hours and I appreciated that they offered me other things to do (experience the culture and spirituality for example) to stay there longer. I also think that more highlight the work that requires the craft items to be able to offer a fair price for it. In addition, an article that reproduces the traditional designs are more appealing to me seems it.)

APPENDIX L – COMMENTS – GENERAL

General Comments (Unedited Comments)
Where I reside in Alberta we have many Aboriginal communities and we have an opportunity to observe them and understand their culture. We are of the view that the reserve system that the Canadian government developed has not served the Aboriginal members and needs to be changed. This is the only way the native people can improve their life style by becoming educated and joining Main stream Canada.
We have visited PEI twice in the last two years and did not visit any Aboriginal sites.
We have visited Lennox Island. Our main activities are hiking and walking beaches, relaxing, some (not much) golf, sightseeing. We are not shoppers.
We are seniors who do not usually take part in activities but prefer to watch or listen. We have some mobility issues.
Spent 9 days on the Island in July and did not see any sign of Native crafts anywhere. We did go to Summerside festival and Cavendish.
seems like you are promoting 1st nations' culture and tradition, as if it were for sale. insulting and cheapens a people's heritage.
PEI needs to diversify its attractions away from Anne and this has potential, especially for visitors who will be spending more than 3 days on the island.
On visiting the island previously I noted that there was very little information available on the Aboriginal people.
Not sure exactly how I would feel about touring native culture, although it could be interesting. I wouldn't know until I actually got there.
My last trip to PEI was not conducive to a return trip.
Just went to PEI a couple of years ago
I've never visited any Aboriginal sites, so I don't really know what to expect. I guess it's something that will have to gain my interest.
It is about time that the culture of the Island Aboriginals get some notice. / Good luck!
it is good to show the country's culture and its past history
It would be great if you develop this kind of cultural tourism. /

Islander from away who values the Aboriginal presence on PEI, but am not rich.
In the questions concerning how much time I would spend engaged in the various activities, the times I indicated may be brief as I have two children whose attention span is not that of an adult.
I'm sorry that some of my responses may seem mean spirited. We are not big souvenir buyers, so the prices we would be willing to pay are very low indeed. In 3 visits to PEI, I can't think of anything that we have brought home, other than warm memories. We even tend to avoid souvenir shops. Some of the fairly desirable activities and prices I indicated were more likely to be for something like a native village, where we could see dancing, hear singing and watch crafts, so it would be a combo price. I would pay more to LEARN some of the crafts, or to stay in authentic accommodation.
I'm sorry I couldn't be more helpful in this survey. I am a hands on type of person who needs to see what I'm buying first hand. I do love the Island and am extremely interested in native cultures, particularly here, as my family comes from this island and has very deep roots here. I hope to visit again soon.
I would love to see and do something native to PEI that is not Anne related!
I will be moving back to PEI & would more likely visit once I am there for a longer period of time. I intend looking into everything involved with tourism because I will have the time now that I am retired. / / Please note above "We welcome you comments" should read "We welcome your comments". Just mentioned that so you know I have read everything. /
I went in Charlottetown in May/June 2008 to study English in Study Abroad. I was very disappointed in terms of Tourism. I only got a tour to Cavendish because for other places will have been tours in summer time (July/August). I was saved by a colleague that came from Quebec by your car. But I think PEI is very beautiful and the people polite.
I truly believe that people should learn as much about all cultures that are a part of the provinces history.
I think this is a grate idea for Aboriginal enlightenment
I think there are many interesting things you can do to familiarize people with Aboriginal people in PEI, including the things you mentioned in this survey. Many people love vacationing in PEI; this will just give them one more interesting and very unique thing to do in PEI.
I think that this would be a deserving effort on the part of tourism in PEI that would add to the flavor of the visiting experience and other attractions already offered by PEI
I think some Aboriginal Tourism might enhance a trip to PEI.

I think raising the awareness of the First Nations People and their history in PEI is a fantastic idea. Unfortunately, I don't have alot of spare cash by the time I get to the Island and would hope the government would subsidise the project. These are family friendly and timely ideas as the Canadian government is raising the awareness of first nations history and education in the ONtario school system and investing heavily in that. This is indeed timely. All the best!
I think it would be a wonderful tourism option to be able to see and experience the Aboriginal culture on PEI. I think it would help reduce stigma about the Aboriginals when people have an opportunity to learn and experience aspects of other cultures.
I think finding ways to expand the diversity of travel experiences is a very good idea, my only concern is to try and make this at an affordable price. So that families could and would participate and feel they have recieved value for the money.
I think everyone in Canada should have a voice and be able to show off their heritage why not Aboriginal?
I LOVE YOUR ISLAND AND I AM INTERESTED IN HISTORY AND GEOPRAPHY. HOWEVER BASKETSW ARE NOT MY FORTAY.
I love visiting PEI and meeting ALL the people not one particular group.
I like to learn but usually don't have a lot of extra money to spend. The Native culture that I do know about is facinating.
I like Anne of GreenGables . /
i have visited p e i often but have never visited any Aboriginal sites. for myself i think it would be a good idea to promote Aboriginal Tourism on p e i.
I have spent half of my working life dealing with and attending First Nation communities in Ontario. Am aware of prices of items you have shown in this survey but as you can see am unwilling to set a price. I have several things I have purchased over the years and most would have not been priced at the time. Some things are priceless and each has a wonderful story to be told and retold
I have just returned from 10 days on the Island -- travelled with briother, sister-in-law, daughter, son & daughter-in-law. We rented a cottage at Rice Point -- the accommodations were excellent. We spent most of our time travelling on the Island -- I had been there several times in the past so I took brother & sister-in-law to some old favorites (North Rustico, Greenwich, Cavendish) and visited some new places -- Panmure Island, Cape Bear, Montague. Plan to return next year.
I HAVE BEEN TO PPEI SEVERAL TIMES AND AM MORE INTERESTED IN SEEING THE REST OF THE EASTERN PROVINCES.ALTHOUGH I HAVE A SOFT SPOT IN MY HEART FOR PEI AND IT LANDSCAPES

I have a cottage on PEI and would be interested in learning about Aboriginal history but no more or less than learning about any history---I don't do many tourist/visiting kinds of activities while I am there.
I grew on PEI and am fairly familiar with the Aboriginal centres.
I enjoy visiting and seeing my fellow Canadians and their culture. Their crafts are amazing. Promoting Native tourism on the Island can only reap benefits for all. I did while visiting Lenox Island and I would deffinitely do so again. Thank you for making me aware their are other Native areas on PEI. I also say that their crafts are worth every dollar but as a crafts person myself I never make enough to cover my time. Setting prices is not easy.
I don't think there is a market for this type of tourism...not in PEI anyway. Stick with Anne, Potatoes and seafood.
I don't like people being on display, but that is maybe because I spent 35 years in Alberta. Having first nations friends, having worked with them, and been on several reserves, to me they are just a people that lost their land and been mistreated. I do understand peoples curiosity. Much thanks to Holywood, when you come from Europe you have a pretty twisted look at the "indians". I am interested in their stories, artifacts, and specifically their crafts that I would like to learn. Basket weaving is not done much by the western first nations people. I am not realy interested in souvenirs, but would buy something that was well made and not too expensive that I liked. Guess I am mostly interested in learning things.
I don't know what I'm willing to pay for activities or articles at this time because of the ecomony. I lost my full-time job and the part-time jobs are not dependable: therefore I am not willing to spend, but a couple of years ago my financial situation was different.
I don't get "Aboriginal Tourism". There is tourism and tourism!! Cultural differences are always part of tourism wherever I go.
I believe that First Nations should be part of tourism in all aspects of Canada. I feel we could learn from their traditions when it comes to carrying for the environment. They were instrumental in the formation of Canada and should be accorded the respect this deserves. They could form a good tourism draw the same way the Maoris' of New Zealand and ths Aboriginies of Australia do by exposing people to their culture, their history and their art.
I am recovering from a ruptured brain aneurysm and another one that did not rupture 17 months later. Interest in things depends on how long my brain will concentrate on it. Everyday things are better and one day I will be whole again. Thanks so much for adding me to your survey. I will talk to people this winter from out that way and see what they have to say. Hope this explanation explains my answers.

i am not interested in yet another segmentation of canada, when any one group gets different treatment , either good or bad that is wrong on so many levels. if it were being promoted based on art or even culture only then that is ok. to try and focus on being Aboriginal is wrong. people either have talent for something or they do not, it is NOT a race thing. stop trying to segment things into race, all people are created equally and some people have certain talents and others do not. / / try and sell the baskets or whatever based on the art and quality, wither it is made by an Aboriginal or by a Martian makes no difference. to try and sell something based strictly on the race of the people making it is disgusting and you should be ashamed of your self for promoting the racial stereo-type that all Aboriginals make baskets. / / people like you are the problem and not the solution.....

I am from Germany. I usually visit Prince Edward Island every two years, as it is my favourite place for vacation.

I am Caucasian

I am aware of different Aboriginal communities and I do believe they do have a lot to offer as to culture, beliefs, etc. but I do have access to many different Aboriginal communities here were I live.

Good initiative, I think we are all at some points Natives especially us Acadians.

Best of luck, I think it is important for all people to know the history of our / natives and remember the hardships they endured. I so appreciate their spiritual / background, we could learn so much from them if we really listen. / I am a white female canadian and am sorry for the way our natives were treated in / the past, we owe them so much. / / We should listen and learn about traditional medicine from our native family, / we could save our country a fortune. New technology is not always the answer.

as I said in past surveys, the trip to PEI is very expensive coming from Ontario or Québec. Hotels are overcharging and I think the provinces need to regulate more closely the rates hotels and B&B's are charging. It will kill tourism in the longer term. We returned quite discouraged from our trip to PEI last year. It would of been cheaper to go to Italy or elsewhere. / It is nice to survey our interests but if everything is overprice it is not very inviting.

Any decision I make to participate in activities I selected, or to purchase craft items, would be based on my preference at the time: do I have a use for an item, or would I give it to someone as a gift, for example; how the activities are packaged and offered.

It is a very positive decision for PEI to emphasize Aboriginal Tourism, particularly in those areas of the province where there is historical evidence of Aboriginal settlements. I would hope that the University of PEI would be actively involved in this effort. / A friend and I just returned to Massachusetts after spending 8 days on PEI in Birch Hill. PEI has changed regrettably: there are more speeding vehicles on the highways and country lanes, and there are signs of trash littering on the highways. / We hope that the Island communities start to enforce speeding laws and litter laws. / /

Vous devriez parler plus le français...Vous auriez davantage de québécois et de français. (You should speak more French ... You'd have more of Quebecois and French.)
On ne peut mettre un prix sur tel ou tel chose à acheter. On ne peut dépenser que sur ce qu'on a besoin. On voudrait tout acheter, mais on ne peut se le permettre. Quant au temps passé dans chaque activité, nous n'avons que tant de temps dans une journée et nous voulons tout voir, alors, nous ne pouvons nous permettre de passer trop de temps par activité. (You can not put a price on any particular thing to buy. We can only spend on what we need. We would like to buy everything, but we can not afford it. As for time spent in each activity, we have only so much time in a day and we want to see everything, then we can not afford to spend too much time per activity.)
on ne peut mettre un prix sur des visites sans savoir exactement de quoi il s'agit. / c'est certain que certaines activités doivent être payantes, mais il faut quelque chose de gratuit aussi pour attirer les gens. (we can not put a price on visits without knowing exactly what it is. / It is certain that some activities must be paid for, but it is something free also to attract people.)
je suis canadienne québécoise blanche (I am a white Canadian Quebec)
je ne suis pas membre d'une première nation (I am not a member of a first nation)
je ne suis pas indien (I'm not Indian)
Je ne suis membre d'aucune communauté autochtone, voilà pourquoi je n'ai rien répondu à la question posée précédemment... Merci ... (I am not a member of any indigenous community, which is why I did not answer the question above ... Thank you ...)
J'utilise un fauteuil roulant pour mes déplacements... cela modifie l'intérêt à certaines activités... j'apprécie toujours plus une activité participative à une où on est que "voyeur"! (I use a wheelchair to get around. That changes my interest in certain activities. I prefer to participate in activities rather than be an observer.)
Je vous félicite pour votre marketing qui est très intéressant. Lors de mon séjour j'ai trouvé formidable le service de gîte et de couchage, l'accueil des résidents est vraiment très sympathique. Est-ce que la venue du pont a changé cette belle mentalité? (I congratulate you for your interesting marketing. During my stay, which I found wonderful, the warm reception by the residents was really nice. And did the opening of the bridge change this beautiful attitude?)
j'adore cet endroit (I love that place.)
c'est bien de connaître les Canadiens qui étaient ici avant les Européens (It's good to know of the Canadians who were here before the Europeans)

Cela peut être très intéressant, mais si c'est trop dispendieux, les gens ne viteront pas ou n'achèteront pas de souvenir, même si nous savons que cela a nécessité plusieurs heures de travail. (This could be very interesting, but if it is too expensive nor will they buy a souvenir even if you realize the price is higher because of the extra hours of work)

APPENDIX M – BASKET WEAVING BUSINESS IDEAS

- Organic farmers might like to use potato baskets
- Partner with PEI Preserve company and use baskets to display or sell jams
- Government was working on a Souris town development study that included renovating the rink as a place where people travelling to/from the Madeline Islands (roughly 80,000 people annually) could stop to see vendors making products and selling them. Basket weaving would be an ideal fit; however, they didn't succeed in getting enough money to proceed with the project yet.
- Use basket to present something of high value - like an engagement ring. Is there a tradition in Aboriginal cultural that would support the idea of a proposal box?
- Create a heritage basket. The government supports heritage rivers, heritage roads, etc. why not a heritage basket?
- Have basket weavers as entertainment to subsidize making of baskets
- Make a spiritual experience or getaway to learn how to make baskets
- Use a group like Tremploy to complete simple tasks and minimize labour costs
- Market to Europe rather than just on PEI
- Make something other than baskets with same materials and principles that would be quicker to make and perceived to be of higher value than a basket
- Produce products that could be made in shorter time and often with ends of material that might not be useful for much else. Things like bookmarks, placemats, bookcovers, picture frames, table runners. The margin on these could be higher and could help fund the higher cost of the baskets.
- Take a new baby home in a basket. After the baby is grown, use the basket to store all of the baby's momentos (i.e. teddy bear, blanket).
- Sell baskets for presenting corporate gifts and champagne
- Are there other raw materials you can use to make baskets? Lavender? eel skin?
- Stores could use these as shopping baskets; like green baskets that Superstore has
- Get Anne of Green Gables to use a basket in play and then market it to Japanese
- Display baskets in Confederation Center as art

- Are there any characteristics that are unique to these baskets such as food preservation or durability that other store bought baskets don't have?
- Follow business model similar to Irish hand-made sweaters that are sold for couple hundred, but same as \$30 sweater. Weavers name on tag of sweater; well-promoted; sell based on emotion
- Sell to government to hand out on trade missions, etc.
- Educate Islanders about the history of the Island to get them interested in Aboriginal culture
- Make basket that sit on stairs that are used to take items up and down
- Set up a kiosk at the cruise ship entrance; free shipping; let them take baskets with them on their city tour and offer to ship everything back for them