

# 'Creating' New Cultural Visitor Experiences: the French Shore Historical Society, Newfoundland and Labrador, Canada

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# Outline of Presentation

- Building Sustainable Tourism Worldwide
- The Creative Economy - Effective Policy Frameworks and Good Governance
- Methodology
- The French Shore Historical Society – Preserving Cultural Heritage
- Challenges/Opportunities
- Strategic Planning – Promoting Sustainable Tourism



# Building Sustainable Tourism Worldwide

- Support for effective policy frameworks and good governance
- Preservation of cultural and natural heritage
- Promotion of sustainable tourism to alleviate poverty





# Creative Tourism

*Creative tourism is travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage or special character of a place, and it provides a connection with those who reside in this place and create this living culture.*



Creative tourism network 2010, Barcelona

-- UNESCO, Creative Cities Network

# Defining Creativity

- Being inventive, imaginative; showing imagination as well as routine skill.  
-- Oxford English Dictionary
- Creativity occurs when an individual steps beyond traditional ways of doing, knowing and making.  
-- Chartrand 1990

Your own label & wine to come 8 - 10 months later (#39)

[- Enlarge Photos -](#)



## Darling Cellars

**WWW:** [www.darlingcellars.co.za/news.htm](http://www.darlingcellars.co.za/news.htm)  
**Category:** Wine  
**Region:** South Africa **City:** Darling  
**Price:** N/A (EUR) **Minimum:** N/A

[Add to Cart](#)

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Annual Crush Day - come pick your grapes, stomp them to juice, have a GREAT West Coast lunch and enjoy some cold wines!

[Enlarge the photos to view details...](#)

Deligogo 2011

The screenshot shows the homepage of the Creative Tourism New Zealand website. At the top, there's a header with the logo and the text 'creative tourism New Zealand INTERACTIVE WORKSHOPS & CREATIVE EXPERIENCES'. Below this is a navigation bar with links: 'home | workshops | accommodation | about us | location | availability | links | contacts'. The main content area features a large image of hands weaving a basket, with the quote 'I hear and I forget, I see and I remember, I do and I understand' overlaid. Below the image, the text reads 'interactive workshops & creative experiences'. To the right, there's a section titled 'Experience New Zealand Culture!' with a photo of a woman working on a craft. The bottom of the page has a footer with the text 'Kia Ora! Welcome to creative tourism kiwi-style. Take part and enjoy...' and a note that 'Creative Tourism is a member of the Nelson Tasman Sustainable Tourism Charter'. At the very bottom, there are four tabs: 'Art', 'Maori Culture', 'Taste', and 'Nature'.

Creative New Zealand 2011

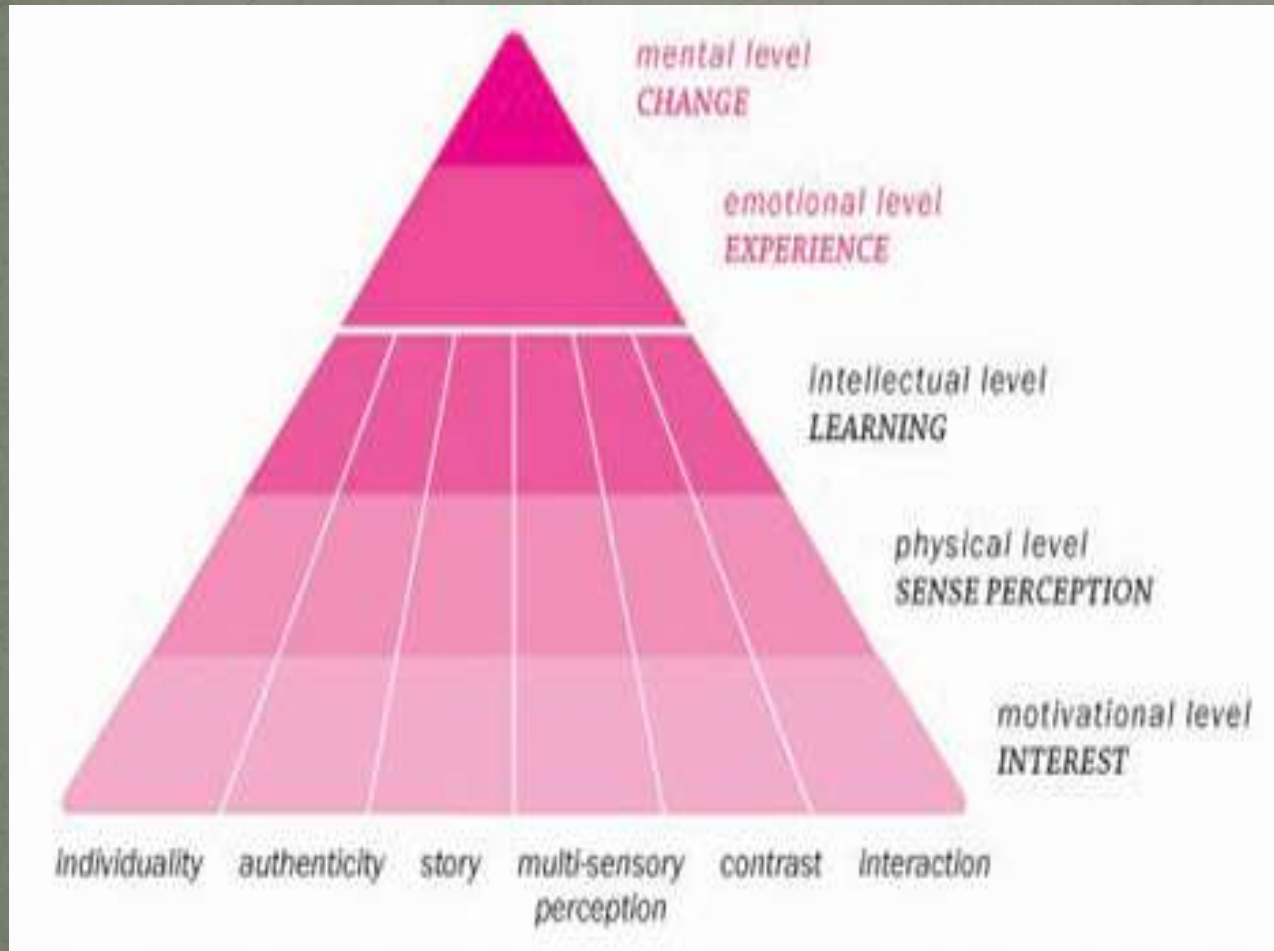
# Subset of Cultural Tourism

Type of tourism	Time	Cultural Focus	Consumption	Learning
Cultural tourism	Past and present	High culture, popular culture	Product, process	Passive
Creative tourism	Past, present, future	Creative process	Experience, co-production between tourist and local	Interactive, Active skill development

Source: Richards and Wilson 2006



# A Framework for Meaningful Experiences

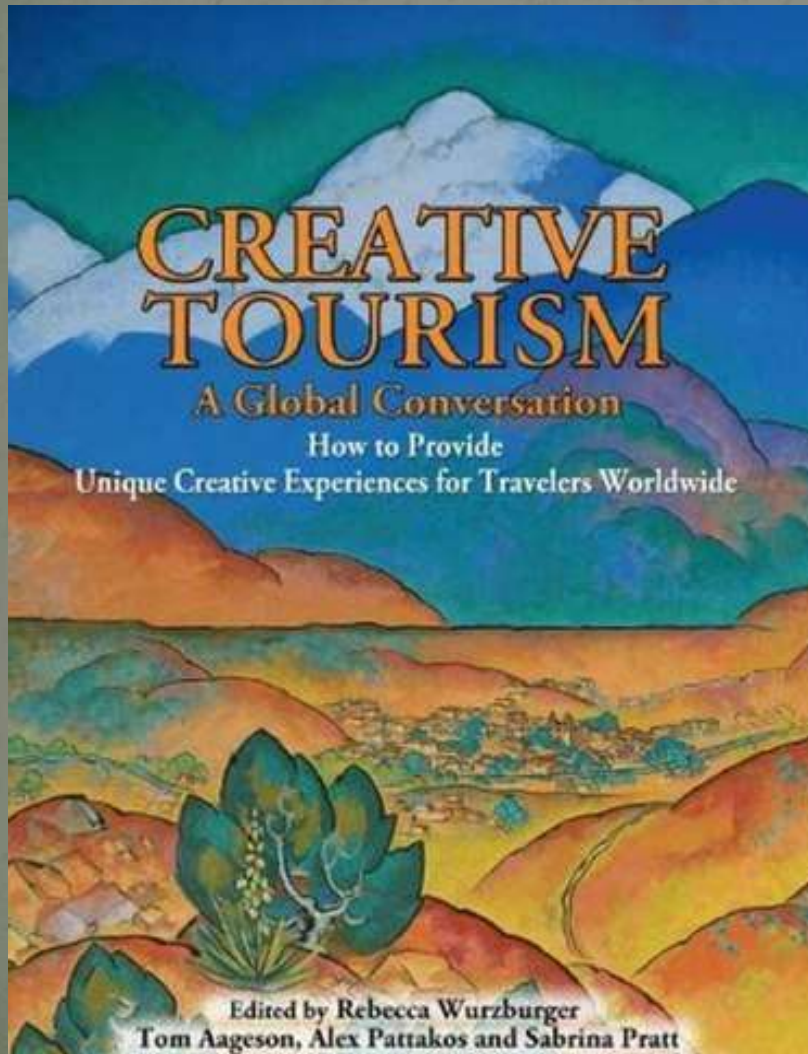


Twofold  
approach:

Customer  
perception

Elements of  
the product

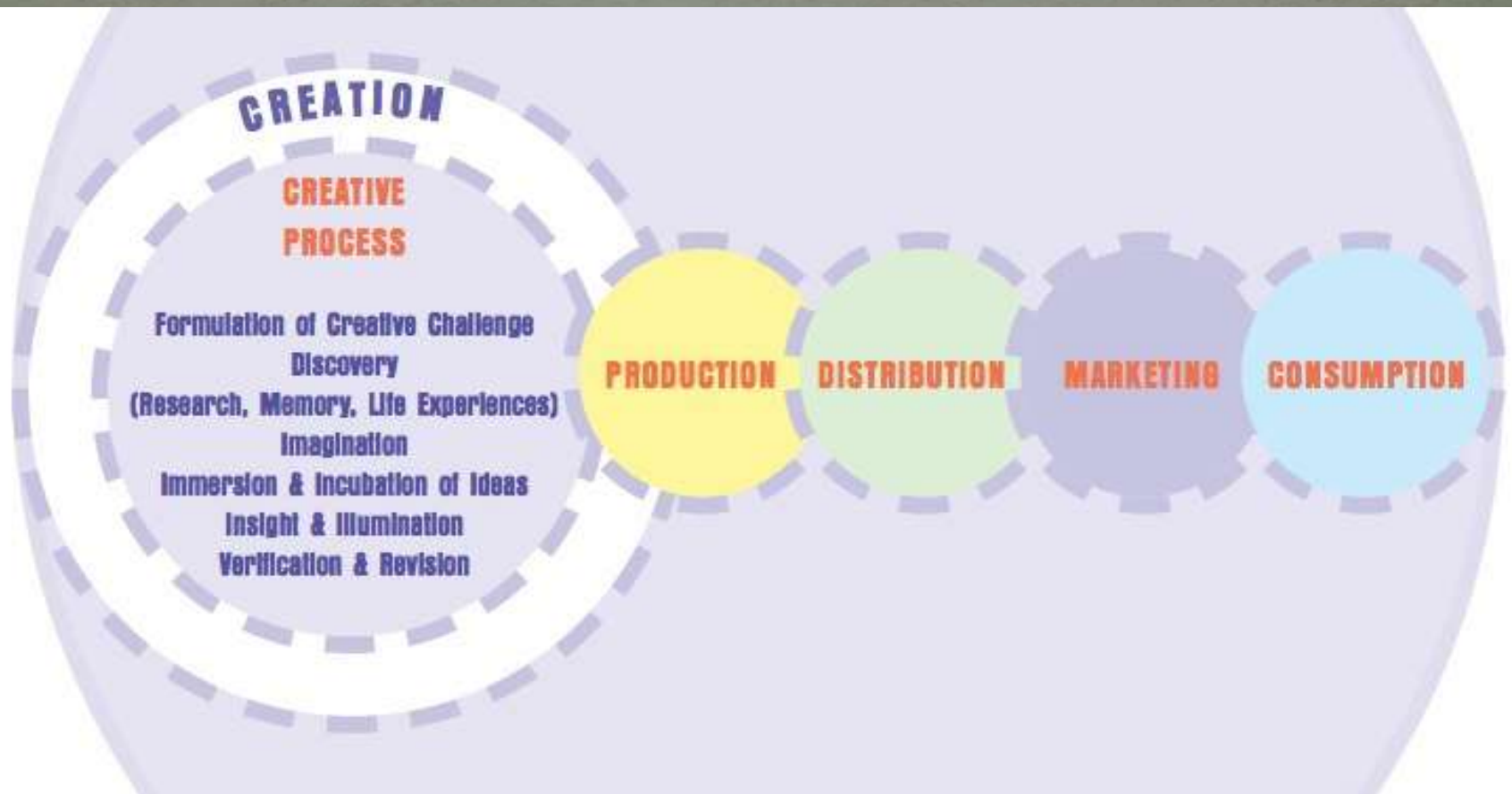
# The Rise of the Creative Traveler



- The Rise of the Creative Class (Florida 2002). Work in creative industries.
- Knowledge-based and labour-intensive. Paid for creating something new (performing arts, crafts, film, sport, publishing, architecture, software).
- These type of workers are interested in travel as an extension of everyday life and work, and expect opportunities for self development.



# Good Governance: The Creative Process in Newfoundland and Labrador (2006)



# Understanding The Cultural System



- Public Institutions
- Commercial Activities
- Key Economic Infrastructure
- Individual Artist
- Supply and Service
- Non-Profit

# Developing The Creative Economy



- Increase awareness to world markets
- Policies to encourage content creators and distributors to locate/stay in NL
- Develop/attract skilled workers
- Connect with technology
- Develop strong network and sector organisations
- Finance creative content developers

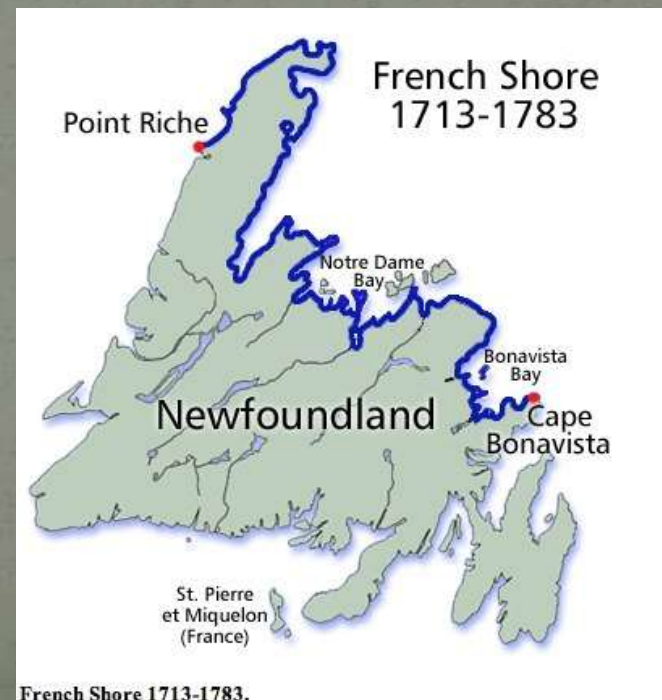


# Methodology

- Literature Review
  - Journal articles/Academic books/Reports
    - Creative tourism
    - Innovation
    - Visitor experience
    - French Shore
  - Government documents/websites
    - Visitor statistics/profiles
    - Destination attractions
- Preliminary visitor survey
  - Newfoundland summer 2011
  - Approximately 204 visitor surveys (5% response rate)



# The French Shore Historical Society: Preserving Cultural Heritage





# French Presence on Island of Newfoundland

- 1500s European fishing crews sail across North Atlantic for cod
- 17<sup>th</sup> Century cod fishery significant part of European economy and politics.
- Treaty of Utrecht 1713 French lost control of Newfoundland but negotiated exclusive rights to fish cod seasonally in Newfoundland waters.
- Treaty rights remained until 1904.





# French Presence on Island of Newfoundland

- French cod fishermen were from Brittany/Normandy
- Stayed for summer
- Set up bases to catch and dry cod.
- 17<sup>th</sup> century Newfoundland settlers hired as guardians to protect fishing gear.
- 1640 Croque was Capital of the French Shore.



# The 20<sup>th</sup> Century Collapse of the Fishery

- Population decline in region of 27.6% since 2001.
- Unemployment rate is 36.5%.
- Average income per capita is \$19,700CAD.
- 7.8% of residents have a university degree or certificate.



Source: Cochrane



# The French Shore Historical Society



- Volunteer based, non-profit organisation of community residents founded in February 2000.
- Mandate: to collect, research, interpret, educate and preserve the material and cultural heritage of its member communities



Source: Cochrane





# French Shore Attractions

- French Shore Interpretation Centre, Conche
  - Quest for Cod
  - French Shore Tapestry
- Martinique Bay Shipwreck Site, Conche
- Waterfront Properties, Croque
- French Cemetery, Croque
- Epine Cadoret Heritage Site, Croque
- Ghost outports





# French Shore Marketing

## www.frenchshore.com



At the heart of the *Au cœur du*  
**FRENCH SHORE**

[Attractions](#) [Discover Our Communities](#) [Practical Information](#) [Ongoing Research](#) [Contact Us](#) [Français](#)



CONCHE · CROQUE · GRANDOIS/ST.JULIEN'S · MAIN BROOK

### Welcome to the heart of the French Shore

From 1504 to 1904, intrepid French fishermen braved the North Atlantic each spring to fish and prepare cod in our spectacular harbours, lending their name to the French Shore. They left behind their cannons, shipwrecks and haunting wooden crosses reminding us of the dangers they faced.

Visit each of our communities, where you can reach out and touch these traces of Canada's earliest European history.

*Naviguer sur ce site en français*



**FRENCH SHORE**  
HISTORICAL SOCIETY  
LA SOCIÉTÉ HISTORIQUE







# French Shore Marketing – Media





# Newfoundland and Labrador 2010: 500,000 Non-resident Visitors

- Provincial target market – sophisticated and experienced traveler seeking experiences off the beaten track.
- Destination features sought:
  - Meeting people, experiencing culture
  - Unique, off the beaten track experiences
  - More about the experience than the site
  - Participating in culture, not just observing

Visitor	Characteristic
Non-resident Origin	Ontario (36%), Maritimes (26%), Rest of Canada (18%), USA (12%), Int'l (8%)
Motivation	Pleasure, meeting friends/relatives, business
Mean age	52
Travel	Couples 90%
Education	55% University education
Income	\$70k+ 62%
Activities	Sightseeing, hiking, shopping visiting historic sites

# French Shore Visitors 2011:



Visitor	Characteristic
Origin	Newfoundland (42%), Rest of Canada (39%), Int'l (13%), USA (6%)
Source of information	58% Word of mouth 27% Guidebook
Age	49%, 50+
Travel	87% Group (2 or more)
Education	73% University education
Duration of stay	53% 1-2 hours
Main interest	Tapestry, exhibits guided tour, gift shop, events

Source: Cochrane



# Strategic Planning Priorities – Program Planning



- Creative packages
  - Bread making
  - Embroidery
  - Photography
  - Canvas mat making
  - General art
- Community Guided Tours
- Bread Oven Brunch
- Artist-In-Residence Program
- School workshops
- Archaeological excavations
- Textile Centre

Source: Cochrane



# Strategic Planning Priorities

## Building Partnerships

- Quebec-Labrador Foundation – technical support/programming
- Thompson Rivers University – technical support/research
- Memorial University – technical support/research
- Griot Museum, Brittany, France – programming
- Northern Tourism Partnership – marketing
- Rural Secretariat – new media
- Provincial/Federal governments- financial assistance
- Tuckamore Lodge – tour packages

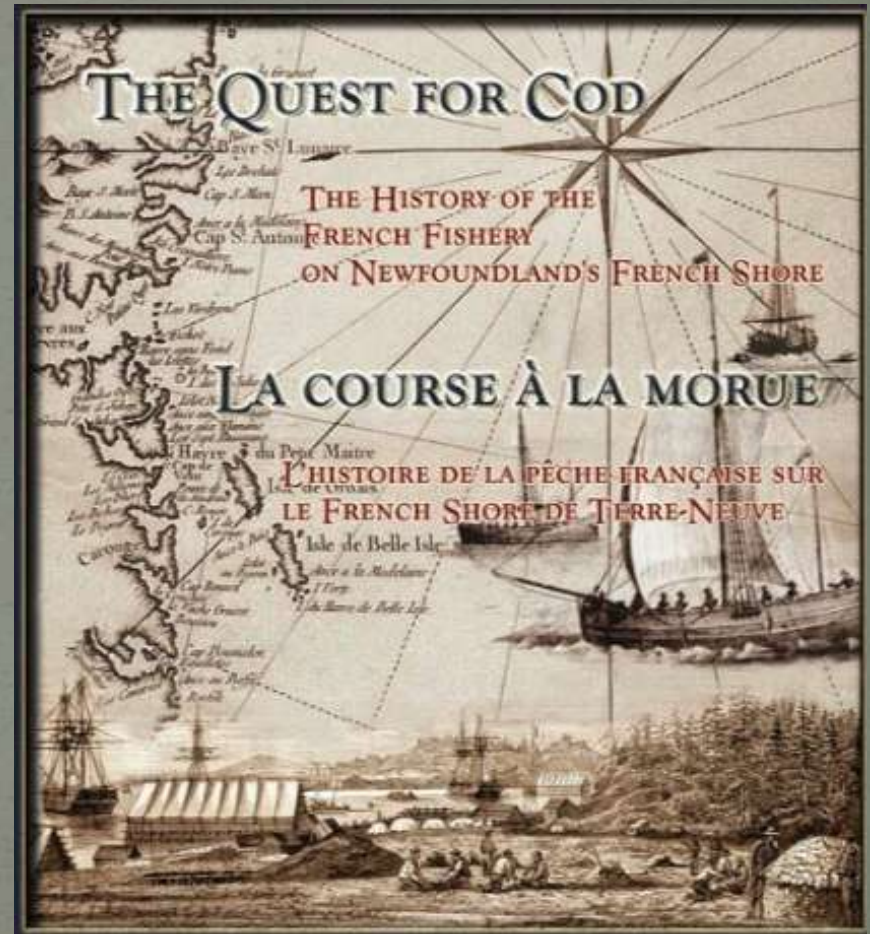


Source: Cochrane

# Challenges

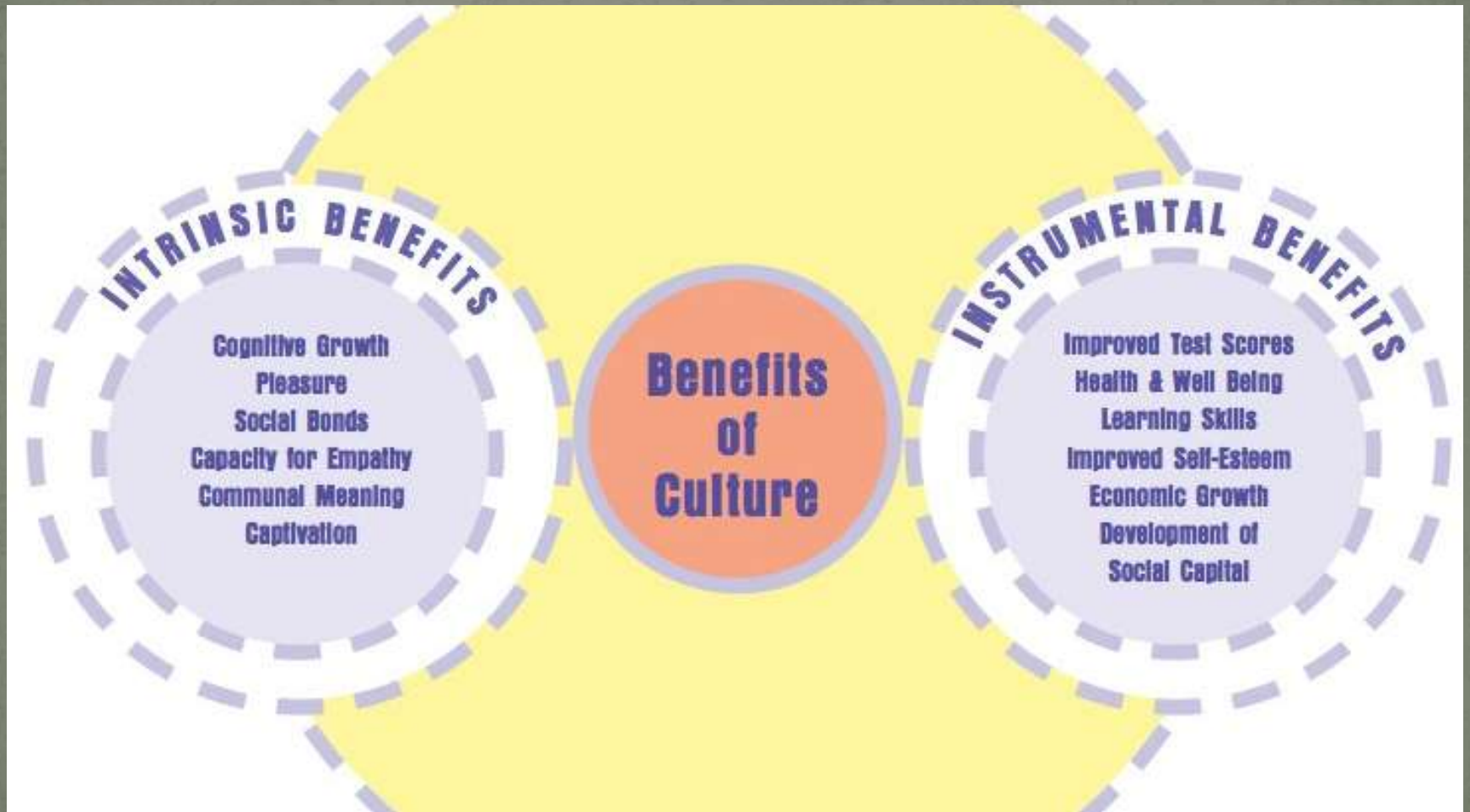
- Weakening/disappearance of traditional culture
- Financial instability of cultural organisations
- The impacts of globalisation
- Insufficient capital investment
- Small local market
- Underdeveloped cultural export
- Lack of accessibility
- Inadequate support for the creative process
- Shortage of cultural infrastructure

Government of NL, 2006





# Opportunities





# Provincial Government's 2011 Strategic Plan

- *The government will focus on further supporting opportunities to generate social and economic activity through the arts and heritage to grow and sustain our regions and communities over the long term through financial investment of value-added experiences.*



# Strategic Planning Priorities: Promoting Sustainable Tourism

- Preserve history of region
- Build local skills in community development
- Build local capacity in heritage-related industries
- Promote conditions that foster diverse economic activity and support micro-enterprises, to provide jobs and improve the quality of life
- Build a model for community driven development that builds on strengths and skills of residents





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