

Ecotourism as A Climate Adaption Tool: Perspectives from Local Tourism Stakeholders in Lunenburg

by

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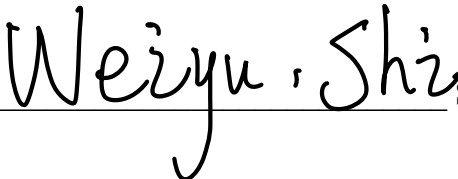
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Abstract

Climate change has posed risks to tourism industries and many coastal communities concurrently on the Canadian east coast (Lemmen et al., 2016). Future strategic planning must incorporate environmental, social, and economic considerations to adapt. However, as one major stakeholder, local tourism stakeholders' perspectives on climate adaptation in the tourism sector remain under-researched. The problem is believed to be more prevalent in small coastal communities. The municipality of the district of Lunenburg is chosen as a case study because of:

- its vulnerability to climate change impacts such as coastal erosion and storm surge.
- Its vulnerability as a small coastal community is dependent on tourism.
- its threats of losing its UNESCO World Heritage status due to recurring damage and inaccessibility of tourist sites or operations.

Because of ecotourism's primary focus on natural areas, conservation, local communities, and culture (Fennell, 2001), this study recognizes its potential to help the local community and the tourism industry in Lunenburg enhance the town's resilience to a changing climate. Thus, this study seeks to examine the view of tourism stakeholders from Lunenburg relating to ecotourism as a climate adaptation strategy. Semi-structured interviews were conducted with key informants selected from the sector based on their organizations' relevance to ecotourism. Interview results show respondents strongly emphasize environmentally friendly when interpreting the ecotourism concept. Their understanding of the term generally conforms with literature's most recognizable ecotourism definitions, such as natural areas and education. Although ecotourism has rarely been applied in climate adaptation, key informants favor considering ecotourism as a climate adaptation strategy for the sector. They believe ecotourism possesses massive potential in providing scientific, historical, and traditional knowledge education to visitors besides its eco-friendly focus. It is commonly agreed that ecotourism development in Lunenburg would benefit from appropriate investments in the tourism industry, nature conservation, as well as promotion of the tourism sector in Nova Scotia in principle.

Keywords: climate adaption, small coastal community, tourism industry, stakeholders' perspectives, ecotourism, resilience.

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1.0 Introduction

1.1 Background of study

Tourism is an essential and growing part of the economy in many parts of Canada and a primary industry for many small communities (Lemmen et al., 2016). The complexity and integration of social, environmental, and economic impacts of climate change might bring to the tourism industry are well recognized. According to one comprehensive study of how ten climate change impacts affect 89 attributes of human health, food, water, infrastructure, economy, and security, tourism is one of the only five attributes impacted by all ten climate impacts. Moreover, it is argued that “With each of these major influences on tourism to be significantly impacted by climate change, the integrated effect is anticipated to be far-reaching in the decades ahead” (Scott, Hall, & Gössling, 2012). Leaders from The World Travel & Tourism Council

(WTTC) ’s first Climate Change and Environmental Action Forum acknowledged that the Travel & Tourism industry must change before it is too late, and “Climate change is not only existential but outpacing us, requiring sustained targeted resilience and collaboration across stakeholder groups” (The World Travel & Tourism Council, 2020).

In the study of *Canada's marine coasts in a changing climate*, Lemmen et al. (2016) find the East Coast Region is vulnerable to significant climate parameters like air temperature, precipitation, ocean-water temperature, and wind and storms, leaving tourism in Nova Scotia's coastal communities both physically and financially at risk. For example, small businesses suffer from increasing travel costs due to rising fuel prices and potential carbon offsetting, plus the elevated business operation cost related to material transportation and insurance (Ecology Action Center, 2012). Identically, the municipality of the district of Lunenburg is becoming increasingly vulnerable to adverse impacts of climate change across environmental and socioeconomic scales (Rapaport et al., 2012). According to the authors, the district of Lunenburg should expect a 0.18

m rise in sea level by 2025, leading to 132 m flooding of provincial roads and four bridges. Under extreme storm conditions, 35,198 m of the provincial road could be flooded, including eight bridges (Rapaport et al., 2012). Around half of the crucial social assets identified by residents in the municipality will be affected by future sea-level rise and storm surge scenarios, including major infrastructures that deliver critical public services of transportation, communication, power utility, and the most identical cultural icon, the Fishery Museum of the Atlantic (Wollenberg, Rapaport, & Manuel, 2012). Altogether, not only the municipality of Lunenburg will be at risk to future climates as a UNESCO world heritage site and a small coastal community, but also the district's tourism sector will seem to suffer.

However, Canada's tourism sectors are found to be poorly prepared for climate change. Existing knowledge of the effective adaptation plans in the sector remains limited, and little did these studies provide practical measurements to inform policy and operational decision-making to help the industry adapt to future changes. (Scott & Becken, 2010; Weaver, 2011). The problem is even more prevalent in small coastal communities because they have received little attention in this area of research. They are also most vulnerable yet least capable of their resources and ability to respond and adapt to future changes (Ma & Kirilenko, 2020). According to studies results from Cuthbertson et al. (2019), Dwirahmadi et al. (2019), and Fatoric & Moren (2013), incorporating perspective from community stakeholders is crucial in leading effective adaptation measures because it helps researchers to understand the socio-political context of one study area.

In response to those major literature findings, this study seeks to examine tourism stakeholders' perception of ecotourism as a climate adaptation strategy for the sector in Lunenburg. Ecotourism is chosen because of its major focus on natural areas, conservation,

culture, benefits to locals and education (Fennell,2001). Although ecotourism is commonly applied as a conservation or resource management tool in protected areas and their surrounding communities, it also works well as a livelihoods diversification tool to enhance livelihood resilience of local communities around protected areas in Ghana" (Agyeman, 2019). Moreover, Steele-Prohaska (1996) reveals ecotourism's potential to help preserve local destinations' historical and cultural assets under vulnerable contexts. In Steele-Prohaska's opinion, the protection of archaeological sites, historic buildings, and local communities deserve equal concern from individuals and organizations working to protect and manage forests, farmlands, and wetlands. The statement is particularly true where human resources and their cultures are under threat, such as the increasing vulnerability of the historic town of Lunenburg to climate change as a small coastal community and a UNESCO heritage site.

1.2 Study Objectives

Specifically, the study tries to examine the three main questions:

1. How do key ecotourism stakeholders in Lunenburg understand the concept of ecotourism?
2. Do they consider ecotourism as an adaptation strategy for the sector to adapt to future changes?
3. Are there any barriers they perceive for the implementation of ecotourism in the sector?

1.3 Significance of study

In the face of an uncertain future due to a changing climate, communities are starting to collect data to develop adaptation strategies to create resiliency. This research will serve as a pilot study to explore the feasibility of utilizing ecotourism as a climate adaptation tool from the perspectives of local tourism stakeholders. The study will enrich knowledge in relevant research areas of ecotourism definition and barriers to ecotourism implementations from the perspectives of local stakeholders and contribute to the relatively new field of exploring ecotourism stakeholders' assumptions on ecotourism as a climate adaptation tool, under the research scope of tourism-dependent small coastal communities.

The study outcomes also contribute to the larger research project: "Towards a Coastal Adaption and Vulnerability Assessment Model for Tourism in Small Coastal Communities (CAVA)", particularly in creating a better understanding of how coastal communities can increase their resiliency and inspiring future studies to examine and integrate stakeholders' perspectives on tourism industries' climate adaptation plans. It helps explore future project avenues and guides related research about climate change and tourism industries in small coastal communities. Finally, the larger research outcome is expected to support national and regional players in providing professional and practical assistance to tourism stakeholders in Lunenburg. As to Critchley et al. (2012), political barriers are often the main challenge to overcome in setting policy direction for climate alteration. In response, the CAVA team plans to host a community presentation in the town of Lunenburg to share the research findings with local communities and major stakeholders.

2.0 Literature Review

2.1 Climate Change Research from Tourism Industries

Tourism industries have undergone tremendous growth in the past 50 years as one of the largest global economies and the primary sector in many national and local destinations, driving socio-economic development and job creation (Scott, Hall, & Gössling, 2019). The World Travel & Tourism Council (WTTC) 's 2019 annual research reveals that tourism has contributed 10.3% of global GDP and 330 million job creations, or 10.4% of total employment in 2019. The tourism industry is also a significant economic sector in Atlantic Canada. It contributes almost \$5 billion to its annual GDP, supports 9600 businesses, generates 57,000 full-time equivalent jobs, and attracts around 5 million visitors every year (ACASA, 2013). However, tourism is commonly identified as a climate-sensitive sector that is vulnerable to climate change impacts through four broad pathways: (1) direct climate-related impacts that alter tourism business operations, such as the length and quality of tourism seasons, operating costs, infrastructure damage and business interruptions; (2) indirect climate-induced environmental changes that affect natural assets of tourism destinations and thus, the overall attractiveness and competitiveness of local tourism industries; (3) indirect climate-induced socio-economic changes like decreased economic growth, increased political instability, travel risks and uncertainties associated with travel planning; and (4) policy changes around climate mitigation or adaptation that may alter crucial costs associated with tourism development and operations (Scott, Gössling, & Hall, 2012). Thus, the industry is at increasing risk of climate change's overall complex and integrated impacts on social, environmental, and economic scales.

2.2 Climate Adaptation Research - Tourism Industries

Overall, existing knowledge of climate adaptations in the tourism sector remains inadequate and far behind other economic sectors with a long tradition of scholarly research and government involvement (Kaján, & Saarinen, 2013; Scott et al., 2009). This phenomenon deserves more research attention because of its rapid worldwide tourism growth and importance in many destinations' economies. Moreover, existing knowledge of climate adaptation measures found the failure to percolate into policies and ability to act because it is too academic and conceptual or static for practical use (Ma & Kirilenko, 2020; Scott & Becken, 2010; Student, Lamers & Amelung, 2020). The problem is believed to be more predominant in coastal communities since they have received little research attention on climate change impacts on the local tourism industry (Student, Lamers, & Amelung, 2020; Weaver, 2011). In a response, Filimonau & De Coteau (2020) suggest that collaboration with stakeholders is vital to help fill the knowledge gap on climate information and provoke effective adaptation action. Because a good understanding of local insight, knowledge, and adaptation strategies is essential to help increase the overall adaptation planning by informing coordination efforts, disclosing incompatible adaptation actions, and strengthening social capital to enhance community resilience (Zhang & Bakar, 2017). Moreover, Dolan & Walker (2006) claim stakeholders' perceptions and experiences with climate change at the community level could reveal inherent attributes that enable or constrain a community to respond and adapt. Thus, locally relevant knowledge could advance the effectiveness of decision-making, planning, and management in remote areas susceptible to climate hazards (Dolan & Walker, 2006).

2.3 Climate Change Research on Coastal Communities & Lunenburg

Canada has the longest coastline globally, about 243 000km (Lemmen et al., 2016). As reported by Lemmen et al. (2016), marine coasts provide homes to more than 6.5 million Canadians and support the national economy through more than 400 billion dollars of goods shipped annually across Canadian ports. The diversity and dynamic of the region also contribute to the overall country's biodiversity, beauty, and resource richness. However, an unstable global climate will alter the natural conditions along the coastline, and some predicted environmental changes include stronger winds, increased storm events, and storm surge induced flooding (Edmonds & Noy, 2018; Dellink et al., 2019). Moreover, sea-level rise and storm surge-related flooding will likely lead to the most prevailing hazards for coastal communities in an increasingly variable climate future (Withey et al., 2019).

Canada's east coast region (marine coasts of the Atlantic Provinces and as far north as Hamilton Inlet, Labrador, together with the marine coasts of Quebec along the estuary and Gulf of St. Lawrence up to the city of Quebec) possess diverse ecosystems that serve as resource bases for the livelihood of surrounding coastal communities and the prosperity of both regional and national economy (Lemmen et al., 2016). As documented in the study, the East Coast region has experienced increased air temperatures (0.90 ± 0.37 °C), sea-surface temperatures (1.04 °C), and ocean acidity (a reduction of 0.1-0.2 units in pH) during the past century, affecting surrounding marine resources and ecosystems, and the pattern is expected to continue in the 21st century. According to Lemmen et al. (2016), coastal erosion is one of the most concerning environmental hazards in coastal communities due to its potential destructiveness to shorelines and infrastructures. Furthermore, its rate is primarily determined by sea-level rise. Based on the study results, the sea level rises faster than the 20th-century global average among much of the Maritime coasts. In the high-emissions scenario, the mean elevation of sea level is projected to

be 80 – 100 cm higher in 2100 compared to 1986-2005 on the Atlantic coast of Nova Scotia. The coastal erosion rates in the area will continue to increase (Lemmen et al, 2016). The study concludes that as a resource sector dependent on natural resources and transportation services facilitated by the local environment, tourism industries in the region are highly vulnerable to potential climate hazards and associated socio-economic risks such as infrastructure damages.

Lunenburg, located on the southern coast of Nova Scotia, is identified as one of the top destinations for the region. The town is famous for its British colonial settlement townscape in North America, which has granted it titles of a National Historic Site and a United Nations World Heritage Site in the 1990s (The Canadian Encyclopedia, 2021; Markham et al., 2016). Although historically dependent on fisheries, Lunenburg's economy has relied on tourism in recent decades (Develop NS, 2019). The UNESCO (United Nations Educational, Scientific, and Cultural Organization) designation adds to its attraction and promotes visitation to the area nationally and internationally (UNEP, 2016). However, the 2016 UNESCO report shows that Heritage sites worldwide, including Lunenburg, are at risk from climate change impacts: much of the town's utilities, roads, and infrastructure concentrated heavily along the immediate coastline are vulnerable to sea-level rise and damages from storm surges, including inundation which impedes access to specific locations.

As stated in one climate change adaptation study from the Municipality (Rapaport, et al., 2012), Lunenburg should expect a 0.18 m rise in sea level by 2025 and between 1.46- 1.85 m by 2100; Storm surge elevations could reach 3.47m by 2025 and 5.14 m by 2100, flooding a significant proportion of the coastline. Scenarios show that by 2025, 132 m of the provincial road and four bridges in the Municipality will be inundated (Muisse et al., 2012). The author reveals that 35 198 m of provincial road, and eight bridges could be flooded under the most severe storm

conditions. Other critical infrastructure at risk includes wharves, piers, boardwalks, utility service lines, pipes, trail corridors, public parks, etc., that are crucial in supporting the regional tourism industry. Based on the municipal report from Cochran et al. (2012), Many community assets that obtain high economic, recreational, and heritage value to residents is also at risk of climate change impacts like increasing sea-level rise and storm surge flooding. For example, 148 out of 284 assets identified by community members of the Municipality are affected by the scenarios listed above, and 108 of the 148 affected assets are going to lie within reach of relative sea-level rise by 2100 and will be affected by storm surge flooding (Cochran et al., 2012).

Despite the other 40 assets fall beyond the reach of sea-level rise by 2100, they will be impacted by the extreme storm surge scenarios, including Lunenburg's iconic tourism attraction, such as the Fisheries Museum of the Atlantic (UNEP, 2016). Overall, about two-thirds of the identified valued social assets are endangered. Many of them are the foundations of the tourism industry, thus, contributing predominantly to the local economy. The vulnerability of these social assets in the district of Lunenburg also indicates that economic assets are at risk (Cochran et al., 2012).

Climate Adaptation Studies on Coastal Communities & Lunenburg.

Although climate change-associated risks are widely recognized as one of the most significant threats to humanity, it is worth noting that to the degree which local communities will suffer from climate change impacts is determined not only by the hazards themselves but also by adaptation strategies implemented (Sinay & Carter, 2020). Proosdij et al. (2016) warn that it is cheaper for coastal communities to prevent rather than respond to impacts of flooding and erosion in the long term. The author states, "It is in a community's best interest to begin the process as soon as possible since implementing an adaptation strategy requires considerable effort and time from community decision-makers and stakeholders". However, because many

communities' adaptation plans are not published in peer-reviewed literature, the considerations of adaptation options for local communities are often inadequate (Sinay & Carter, 2020). At the same time, it is commonly agreed that adaptation is more effective at the local scale and considering the knowledge and perceptions of local stakeholders (Cuthbertson, 2019; Dogru et al., 2019; Sabates-Wheeler, 2008). The finding is particularly true for coastal communities since their overall vulnerabilities to climate change vary according to their socio-economic and environmental context.

Adaptation is a social transformation that leads to the alteration of long-standing habits (Lemmen et al., 2016); thus, understanding the interrelationships between stakeholder groups and regulatory bodies is essential to understanding a region's socio-political context. According to studies involving community stakeholders, perspectives of individuals from a community and their local knowledge are particularly helpful in generating transferrable knowledge to bridge scientific findings and practical lessons (Cuthbertson et al., 2019; Dwirahmadi et al., 2019). Accordingly, Lemmen et al. (2016) suggest some basic steps for the East Coast region to implement effective adaptation measures to address coastal risks, including

- increasing awareness,
- engaging and empowering stakeholders,
- reviewing and adjusting legislation and codes of practice where appropriate, and
- addressing regional and local differences in adaptive capacity.

Existing climate adaptation strategies from both the Atlantic provinces and the Municipality of Lunenburg rely on land use planning as the primary climate adaptation tool to decrease overall vulnerability and risk associated with land use and development practices responsive to climate change impacts. (Graham & Musselman.; Rapaport, E. et al., 2012;

Lemmen et al., 2016; Proosdij et al., 2016). Indeed, municipal infrastructure management is essential to climate change adaptation planning because the infrastructure components are essential assets to the local society (Muisse et al., 2012).

2.4 Ecotourism

Sustainable tourism operation models possess a competitive advantage due to increasing demand from tourists (Scott & Becken, 2010). Results of The Nova Scotia 2010 Visitor Exit Survey Statistic show that over 85% of visitors coming to Nova Scotia are interested in sustainable tourism and related products, indicating a huge market demand for sustainable tourism within the province (Ecology Action Center, 2012). Primarily recognized as one form of sustainable tourism, ecotourism is mainly defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education” (The International Ecotourism Society, 2019). The five most frequently cited ecotourism definition principles in literature are (1) natural areas; (2) conservation; (3) culture; (4) benefits to locals; and (5) education (Fennell, 2001).

2.4.1. The definitional discrepancy

The definition discrepancies around the ecotourism concept are well documented in past literature (Diamantis & Ladkin, 1999; Müller, 2000), leaving intensive confusion among tourism stakeholders to develop operational ecotourism models that adhere to the theoretical underpinnings of the concept (Donohoe & Needham, 2006). Moreover, several studies found the normative nature of those definitions usually constructed by professional organizations, certification bodies, and academics (Conway & Cawley, 2016; Sirakaya, Sasidharan, &

Sönmez,1999). Ecotourism providers' perspectives and understanding of the concept, on the other hand, remain absent (Conway & Cawley, 2016). Just like Sirakaya, Sasidharan & Sönmez (1999) stated in their study of Redefining Ecotourism: The Need for a Supply-Side View: "what is lacking is an understanding of the "supply-side" view including but not limited to the perspective of ordinary tour operators". The inclusion of suppliers' understanding of the ecotourism concept is vital since their perspectives are more likely to influence their day-to-day business operations at ecologically sensitive destinations and, consequently, the future host of communities and natural resources (Sirakaya, Sasidharan & Sönmez, 1999)

2.4.2 Areas of application

In the existing literature, ecotourism is generally applied as a conservation or resource management tool in protected areas. At the same time, only a few publications acknowledge its potential to help local communities mitigate or adapt to climate change. In a study of "Ecotourism as an Adaptation Strategy for Mitigating Climate Change Impacts on Local Communities Around Protected Areas in Ghana" by Agyeman (2019), ecotourism works well as an effective adaptation strategy in household livelihood diversification. It supplies complimentary livelihood to households and local communities in a vulnerable context and ensures livelihood resilience through combinations of adaptation measurements (Agyeman, 2019).

Furthermore, although culture and the well-being of local people are crucial components in ecotourism definition, little research attention has been paid to ecotourism's potential application in culture and heritage perseveration (Agyeman, 2019; Barna, Epure & Vasilescu, 2011; Pegas & Castley, 2014). The call to integrate ecotourism with cultural heritage tourism is

clear, as Steele-Prohaska (1996) states in his study: "To develop ecotourism without considering local culture is to take humanity out of ecotourism." In the authors' opinion, the protection of archaeological sites, historic buildings, and local communities deserves equal concern from individuals and organizations working to protect and manage forests, farmlands, and wetlands. The statement is particularly true where human resources and cultures are under threat, such as the increasing vulnerability of the old town of Lunenburg to climate change as a small coastal community and a UNESCO heritage site. Furthermore, the demand for an active participation role from ecotourism operators in both ecotourism's application in protected areas and natural and cultural resource preservation is apparent (Barna, Epure & Vasilescu, 2011; Steele-Prohaska, 1996).

2.4.3 Barriers of implementation

Several studies warn that ecotourism is not a panacea and that the inclusion of business skills in integrated planning practices is necessary to ensure ecotourism business success (Barna, Epure & Vasilescu, 2011; Steele-Prohaska, 1996). Outstanding ecotourism implementation barriers summarised by ecotourism stakeholders about climate change adaptation include insufficient government support, low awareness/concern regarding climate change, information shortage about climate change impacts and ways to adapt to future threats (Jamaliah, Powell & Sirima, 2021; Silva & McDill, 2004).

2.4.4 Potential adverse impacts

It is essential to acknowledge any potential impacts that one adaption measurement may have on its host society (Scott et al., 2009). The commodification of local culture and environment is one of the most well-referenced impacts associated with the implementation of ecotourism on the host society, where *commodification* is defined as "the process of changing a cultural element, such as a household craft, or a natural object such as a native plant or animal community, into a commodity that for exchange in a monetary market: in essence, taking something that was not marketed and turning it into something that it is" (Barna et al., 2011). In Lunenburg, the commodification process happened through its past transformation from a small rural community into a new community entity that is like "a museum without walls or a stage on which to perform for paying tourists" (George, Mair & Reid, 2009). It is argued that Lunenburg's once representative living culture cannot remain the same for tourism purposes; it has transformed into a brand-new culture due to the commodification process that may not accurately reflect the authentic culture of Lunenburg (George, Mair & Reid, 2009).

In another UNESCO World Heritage site of Trang An's, despite ecotourism development could be considered a solution-based approach to climate adaptation, the associated socio-economic cost of ecotourism application in the local community is substantial (Hoang & Pulliat, 2019). Moreover, the author stated that ecotourism's root in the commodification of cultural and natural resources often leads to the same problems as traditional tourism, regardless of its environmental emphasis. For instance, most residents in Trang An found themselves powerless and at a disadvantaged stage against the huge ecotourism enterprises due to socio-economic changes led by the local ecotourism developments. Many of them also complained that there are limited job training opportunities to help them survive in the rapid residence livelihood shifts from traditional rice farming to tourism services (Hoang & Pulliat, 2019). Other major conflicts

raised between the two groups, documented in the study, include the community's loss of land ownership, insufficient compensation for the community's loss, and the unresolved issues due to the incomplete ecotourism project. In short, local community members in Trang An were not the primary beneficiary of ecotourism. In contrast, they perceived more significant uncertainties around their access to and management of resources. They found themselves unable to negotiate with the new Xuan Truong Enterprise about their working conditions (Hoang & Pulliat, 2019).

3.0 Methods

3.1 Literature Review

A literature review was conducted across peer review and grey literature to understand existing knowledge about climate change impacts and climate adaptation plans or studies from the tourism industries, coastal communities, and the study area of Lunenburg. Specific cases of coastal management on the community level are more apparent and were found in grey literature from non-governmental organizations and governmental reports. Google Scholar and Google Chrome are the primary research engine used in article searching due to their popularity in research. Keywords used in the search are climate change, tourism industry, tourism operators, coastal communities, adaption, stakeholder perspectives, ecotourism, climate adaptations, and some new terms discovered during the research process that are relevant to the knowledge field. Suitable articles are subjected to a quick overview of their abstract and conclusion section to determine their relevance to this study.

3.2 Research Design

3.2.1 Research type & Research strategy

Qualitative research is chosen as one of the primary research methods by the CAVA team due to its exploratory nature of social data and inductive reasoning to draw a general conclusion based on specific observations (Zurba & Mannell, 2021). The same applied to this research study. The method is widely applied in similar studies that prioritize local perspectives in understanding people's voices towards a specific issue (Proosdij et al., 2016; Zhang & Bakar, 2017). Particularly, this study is suggested as phenomenology-based field research because it seeks to generate study outcomes based on interviewees' interpretations of the three research questions. According to Armstrong (n.d.), phenomenology refers to the philosophy of

experience, which attempts to understand study objects by making observations through their subjective perspectives. It encourages the description of experiences from human subjects' experiences, particularly their consciousness and opinions toward specific issues (Armstrong. n.d.). On the other hand, field research represents a group of practical approaches that enables researchers to study or observe a social phenomenon directly (Zurba & Mannell, 2021).

This study will apply the semi-structured and key informants interview technique suggested by the CAVA team to explore the opinions of key informants regarding ecotourism as a climate adaptation tool for the tourism sector in Lunenburg. The semi-structured and key informants interview techniques have been utilized in existing research in relevant fields (Jamaliah, Powell & Sirima, 2021; Silva & McDill, 2004). In line with Jamaliah et al. (2021), the semi-structured interview allows researchers to request detailed information and comprehensively understand participants' thoughts and opinions on one topic. On the other hand, key informant interview is helpful to collect credible data from informants that are most relevant to the research topic and generate applicable research outcomes for policy recommendations due to its foundation on major stakeholders' perspectives on the subject (Silva & McDill, 2004).

3.2.2 Interview Design & Recruitment Progress

Key informants of this study were selected based on the affiliation of their business or organization with the five main ecotourism definition traits: (1) natural areas; (2) conservation; (3) culture; (4) benefits to Locals, and (5) education (Fennell, 2001). These key informants were selected from various tourism businesses or organizations to represent diverse concerns and perspectives from tourism stakeholder groups to generate rich and accountable study results.

Once a potential interviewee is identified, an interview recruitment email and a consent form are sent to their business or working email account (see Appendices A & B).

An interviewee contact list was created to record potential interviewees we each have contacted to avoid contact overlap. In-person, phone calls or virtual interviews were offered to all interviewees to accommodate their schedules and personal preferences. The interview was made up of three open-ended questions as listed below to encourage the full expression of interviewees about their views on each interview question and leave space for any surprising answers from them (Klein & Mushkat, 2021).

The three interview questions are:

- 1 What is your understanding of the concept of ecotourism?
- 2 Do you see it as an option for your sector to adapt as a response to future changes?
- 3 Are there any major barriers you perceive to implementing ecotourism within the sector?

3.2.3 Data Collection

The Research Ethics Board has approved the whole interview technique and process developed by the CAVA team from Dalhousie University with a Research Ethics Approval number of REB# 2020-5352. Most interviews were conducted with one master student from CAVA because the thesis belongs to the general CAVA study. The overall interview questions from CAVA could help build the mindset about climate change. Therefore, interviewees are more likely to associate any risks that climate change might bring to their business and their thoughts on adaptation measurements when responding to the three questions at the end. Neutral prompts were applied when needed during the interview process as encouraged by Dr. Medeiros to help gather sufficient and related answers from interviewees to each interview question. All in-person and phone call interviews were recorded by either cell phone or audio recorder. Virtual

interviews were recorded through the recording functions from the virtual meeting software, such as Microsoft Teams and Zoom.

3.2.4 Data analysis

Thematic analysis was performed to identify recurring themes, similarities, and commonalities among interview results and evaluate their collective meanings and relationships to each interview question. (Braun & Clarke, 2012). Content analysis was used to determine the presence of ecotourism definition principles and ecotourism implementation barriers identified from literature within the interview data set and to uncover repeated themes that share similar meanings among interviewees' answers to each question (Content Analysis, 2022). Considering the goal of content analysis is "to provide knowledge and understanding of the phenomenon under study" (Hsieh & Shannon, 2005). It is noteworthy that both thematic and content analysis relies on subjective interpretation of the data content through the systemic classification process of coding and distinguishing major data patterns. The NVivo software was most recommended and chosen to code all the interview data and perform the detailed data analysis process.

First, all interview recordings were transcribed into text files (see Appendices C) and then uploaded to the NVivo software for data edition and organization. The Auto Code tool from the software was used to separate the interviewee's and interviewer's words in each interview file. Only answers from each interviewee were created as an individual case and used for the coding and data analysis. Since there are existing research findings around the first and third interview questions about ecotourism definition principles and implementation barriers, deductive coding is most suitable to determine the presence of these themes within the data set that share similar meanings in words (Elo & Kyngäs, 2008). Inductive coding was applied to code the second

interview question as previous knowledge about ecotourism as a climate adaptation strategy was insufficient. As specific to Elo & Kyngäs (2008), the technique is most helpful in discovering and organizing undiscovered themes and extracting a general meaning or conclusion.

A codebook was created and developed along the coding process to record all themes coded for the first time and then reviewed to reorganize those themes after all interview data had been coded. Individual themes were grouped into major themes if they shared similar meanings and were categorized based on the hierarchy of themes. Lastly, only themes mentioned by more than two interviewees were left as significant themes of interview results and presented in the results section. Bar charts from excel were chosen as the best data visualization tool to present those major themes referenced by respondents to each question and the numbers of interviewees that mentioned each of them. The sub-themes under each central theme of each interview answers were organized into tables from excel. The Results section below will illustrate the data analysis results and present all figures and tables.

4.0 Results

Results from this study include an analysis of 14 stakeholder responses to the three interview questions from the following tourism associated sectors (in alphabetical order):

1. Bluenose II
2. Development Nova Scotia
3. Fisheries Museum
4. Lunenburg Paddling Adventures and Rentals
5. Lunenburg Walking Tours
6. Lunenburg Whale watching tours
- 7&8. Municipality of Lunenburg- Tourism and Event Development Officer& Sustainability Planner
9. Municipality of Lunenburg: Trails & Open Space Coordinator
10. Pleasant Paddling
11. Seaweed tours
12. South shore tourism cooperative
13. Trot in Time
14. Wild Island Adventures

The three interview questions:

- 1 What is your understanding of the concept of ecotourism?
- 2 Do you see it as an option for your sector to adapt as a response to future changes?
- 3 Are there any major barriers you perceive for the implementation of ecotourism within the sector?

The main themes used in the figures or tables are either extracted from literature or are formed based on significant and recurring ideas from interviewees' responses to each question. Subordinated themes (or sub-themes) used in every table indicate the theme hierarchy, and they represent subordinated ideas that share similar broad meanings to each central theme. Figures are used to demonstrate the major themes of interviewees' responses to each interview question or existing themes identified from the relevant literature, together with the number of respondents that have referenced each of them to help readers better understand and compare the

significance of every main theme. While tables are applied to display all subordinated themes under each central theme from correspondent figures to help readers fully comprehend the meaning and gather detailed information about the central theme they belong to.

All main themes and sub-themes of figure 1 and table 1 are founded on interviewees' answers to the first interview questions regarding their understanding of the ecotourism concept.

The main themes of interviewees' understanding of ecotourism can be seen in figure 1, and their detailed interpretations of all significant themes are listed in table 1 accordingly.

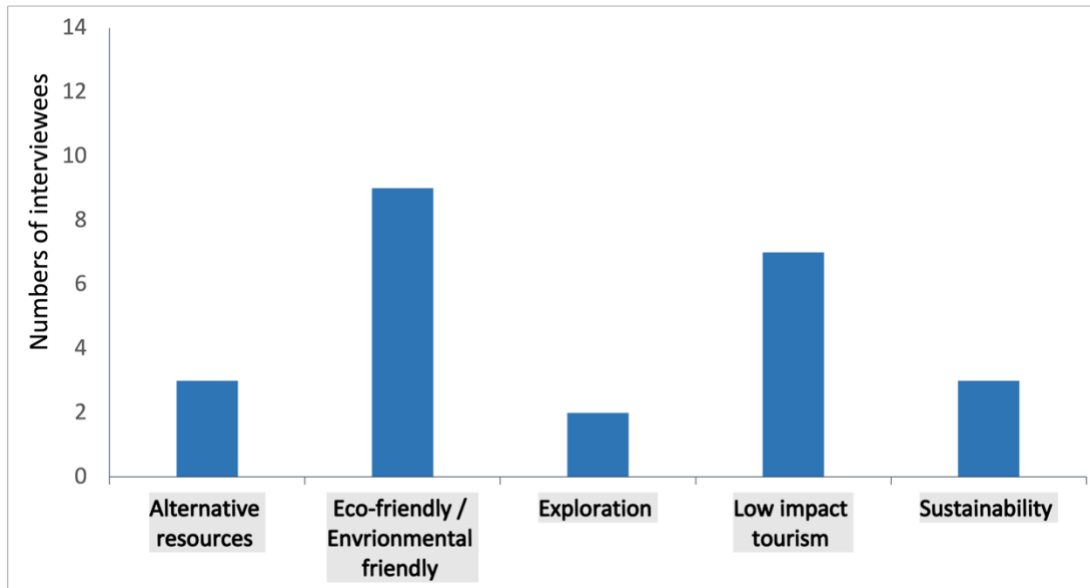


Figure 1: Main ecotourism definitions representing interviewees' understanding of the ecotourism concept.

Main themes	Alternative energy resources	Eco-friendly / Environmentally friendly	Exploration	Low impact tourism	Sustainability
Sub themes	solar power	not damaging the environment	nature	low carbon footprint	sustainable practices
	electric power		local environment	responsible travel	sustainable products
					heritage skills

Table 1: Main ecotourism definitions representing interviewees' understanding of the ecotourism concept and each of their subordinated themes.

As Figure 1 & Table 1 shown, there is a consensus among the interviewees' understanding of the ecotourism concept: More than half of the respondents mentioned the term *Eco-friendly* or *Environmentally friendly*, which means not environmentally damaging when describing their interpretation of the ecotourism concept. Another unique theme that emerged from more than half of the responses is *low-impact tourism*. Several interviewees recall from personal communication with tourists, and it turns out tourists want to have a low impact on the place they are visiting and travel responsibility. For two key informants, low impact tourism means traveling with less carbon footprint. Three key informants also relate sustainability with their understanding of the ecotourism concept. For example, one staff member from the Fishery Museum expressed the possibility for the museum to integrate heritage skill preservation with ecotourism to enrich people's learning experience about sustainable practices left by Indigenous ancestors, specifically about how to work with the environment sustainably. Thus, helping enhance the overall social sustainability of the society.

The operator of Seaweed Tour relates to the concept of ecotourism as a business that offers sustainable or eco-friendly products and services. Additionally, tourism businesses that utilize alternative energy resources, such as solar power and electricity, have shown up in three respondents' definitions of ecotourism. The last significant themes in key informants' responses are *exploring nature* and the *local environment*.

Main ecotourism definition principles applied in figure 2 and table 2 are extracted from the literature of A content analysis of ecotourism definitions (Fennell, D. A., 2001). The sub-

themes from table 2 are generated based on the researchers' interpretation of interviewees' responses to the first interview question relevant to each of the main ecotourism definition principles.

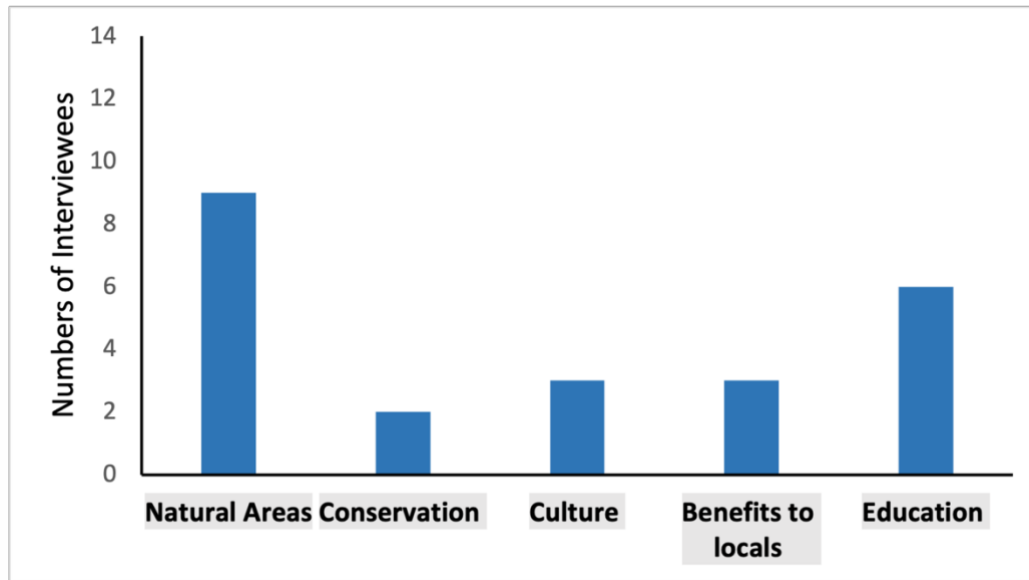


Figure 2: Main ecotourism definition principles gathered from literature

Main themes	Natural Areas	Conservation	Culture	Benefits to locals	Education
Sub themes	operated in natural	contribute to conservation	experience of local culture and lifestyle	promote new business	intercative learning experiences
	interacting with the environment	rise environmental awareness	attracted by history and heritage	support existing tourism business	opportunity to learn new things
	appreciation of nature				cultural, history education
	attention on nature				ecology education
					sustain local knowledge

Table 2: Main ecotourism definition principles gathered from literature and each of them subordinated themes interpreted by interviewees in this study.

Identical to its position as the topmost cited ecotourism definition principles, *natural areas* is referenced most by nine respondents among the five cited most ecotourism definition principles gathered from literature, as Figure 2 shows. For seven respondents, ecotourism

constitutes a model of tourism that operates in natural environments, offering an opportunity for tourists to visit and interact with natural environments and appreciate nature (Table 2). With 6 out of 14 responses, *the respondents expressed education as* the second most repeated ecotourism definition principle due to its advantages of providing historical, cultural, or ecological education about the local destination to visitors and sustaining traditional knowledge.

From the demand side, four key informants reported that many tourists actively seek opportunities to gain interactive learning experiences and learn something new from their tours. Most tourists from the Seaweed tour have enjoyed and were attracted to the local lifestyle and culture that the tour offered. Other tour operators reported similar demands from their visitors, such as stories or information covering the heritage, history of the place, and cultural experience. Additionally, three interviewees believed ecotourism would benefit the local community by promoting new businesses and supporting existing tourism businesses such as local Airbnb, local stores, and other tourism products and services. Lastly, two respondents acknowledged ecotourism's potential to contribute to conservation.

All main themes and sub-themes used in figure 3 and table 3 are produced based on interviewees' responses to the second interview question: Do you see it as an option for your sector to adapt to future changes. Figure 3 shows the main themes of interviewees' opinions of

ecotourism as a climate adaptation tool and the number of interviewees who have mentioned them. Table 3 outlines the sub-themes of each central theme from figure 3.

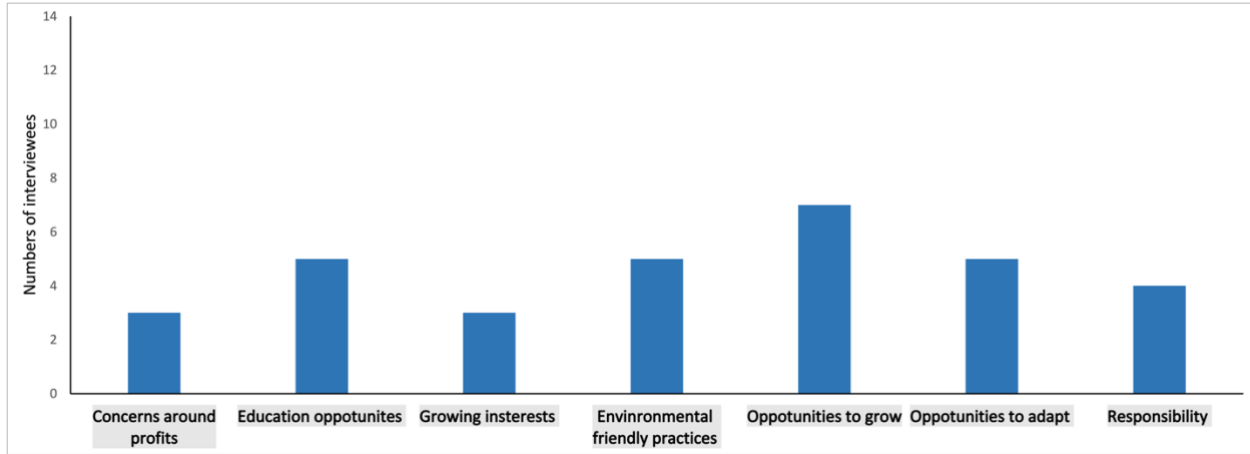


Figure 3: Main themes of interviewees' opinions of ecotourism as a climate adaptation tool.

Main themes	Concerns around profits	Education opportunities	Growing interests	Environmentally friendly practices	Opportunities to grow	Opportunities to adapt	Responsibility
Sub themes	higher business cost	history education	provider side	bettering the environment	integrated industry supply chain	diversify local economy	look forwards
	owner operator business	traditional skills & knowledge preservation	visitor side	low environmental impacts	Marine visitors strategy	sustainable economic model	expectation from young generation
		scientific research	community members	locally sourced business	infrastructure development projects		shared responsibility
			young generation	Raise environmental awareness			

Table 3: Main themes of interviewees' opinions of ecotourism as a climate adaptation tool and each of their subordinated themes.

Overall, there is a growing interest in ecotourism development in the sector, including tourism suppliers, visitors, community members, and the young generation. Half of the key informants in this study see the potential for economic growth in introducing ecotourism as a new model. They express positive opinions about ecotourism as a climate adaptation tool for their sector (see Figure 3). Seven interviewees believe ecotourism has an enormous potential to grow and expand in the future because of numerous resources available to support ecotourism development. For instance, an integrated industry supply chain, a marine visitor strategy to

promote ecotourism-related business and infrastructure development projects exploring natural areas for tourism development (see Table 3).

Additionally, five interviewees believed there are opportunities to adapt to climate change with ecotourism implementation because ecotourism has worked well to diversify the tourism sector economy in Lunenburg and could serve as a sustainable economic model. Many key informants from the for-profit sector have expressed concerns about the potential loss of profits and customers due to higher operating costs and the accompanying price rise associated with ecotourism implementation. One tourism operator emphasized that ecotourism within the sector must be an owner-operator business to ensure its profitability. The opportunities to integrate ecotourism with education also stand out in key informants' opinions on ecotourism as a climate adaptation strategy for their sector. Potential areas of education associated with ecotourism implementation include history education, traditional knowledge, skill preservation, and scientific research training.

There are five respondents regarded ecotourism as one environmentally friendly climate adaptation strategy. For them, ecotourism helps protect the natural assets within the area, bettering the local environment, reducing impacts from current tourism development with a lower carbon footprint, and raising tourists' awareness of existing climate change impacts around the place. One interviewee suggested that local companies should work collaboratively to maximize local resource utilization to enhance local business resilience and bring down the carbon footprint of their business at the same time.

Although five respondents realized the responsibilities of the tourism sector to apply ecotourism as one climate adaptation tool, only staff members from the Fishery Museum acknowledged the museum's responsibility to actively integrate ecotourism into climate adaptation strategies, with expectations from the young generation in doing so. For other respondents, the responsibilities should be shared among organizations through improved collaboration.

The main themes and sub-themes used in figure 4 and table 4 are generated according to interviewees' answers to the third interview question: Are there any major barriers you perceive to implementing ecotourism within the sector. The main themes of interviewees' perception of ecotourism implementation barriers and the numbers of interviewees that have mentioned each of them are shown in figure 4, while each of their sub-themes can be found in table 4.

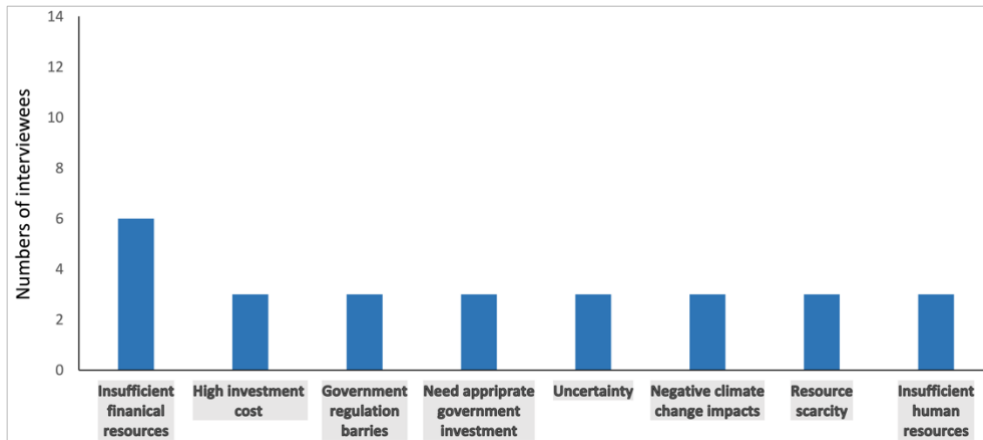


Figure 4: Main themes of interviewees' perception of ecotourism implementation barriers.

Main themes	Insufficient financial resources	High investment cost	Government regulation barriers	Need appropriate government investment	uncertainty	Negative climate change impacts	Resource scarcity
Sub themes	small start-up companies	insurance cost	regulatory requirement	fund management	incidents like COVID	sea level rise	imbalanced resource availability
		operational cost	unreasonable regulations	well managed investment		stress on natural environment	investment balance
				Supporting resource form the town		infrastructures at risk	prioritizing

Table 4 Main themes of interviewees’ perception of ecotourism implementation barriers and each of their subordinated themes.

The most significant barrier that interviewees associated with ecotourism implementation is the *insufficient financial resources*, as Figure 4 indicates. In general, respondents expressed that they experienced financial shortages in starting small businesses, upgrading facilities and equipment for more environmentally friendly operations, paying the associated insurance, and promoting their business (see Table 4). Two interviewees attribute this to the unreasonably high governmental regulation standard on operation and staffing rules which are perceived as red tape. Notably, the demand for appropriate government investment to assist ecotourism development within the sector has been documented, including well-managed funding or investment plans from the government, and supporting resources from the town of Lunenburg to support ecotourism business growth. Three informants have expressed their concerns around the uncertainty of unpredictable events such as the pandemic and future climate change impacts as one ecotourism implementation barrier. They offered detailed explanations about how their business may suffer from climate change impacts of sea-level rise, stressed natural environment, and impeded traffic, causing inconvenience due to infrastructure damages. Other barriers identified include the resource scarcity in supporting ecotourism development and human resource limitation.

5.0 Discussion

5.1 Discrepancies in Terminology

Although there is a mutual agreement that ecotourism focuses on natural areas and education, the overall definition discrepancy and a lack of clarity among tourism stakeholders' understanding of the ecotourism concept documented in the literature is also mirrored in our interviews (Donohoe, & Needham, 2006). Local tourism stakeholders' understanding of the term is critical because it will determine their business operation, affecting host communities and natural resources (Sirakaya, Sasidharan & Sönmez, 1999). The declaration highlights the need for a non-conflicting and congruous terminology to avoid misunderstandings and confusion in developing an ecotourism sector on a local and national level and ensure a consistent understanding of ecotourism across experimental and professional groups. Therefore, stakeholder groups have a common language when interpreting the concept.

Specific to this study, participants mainly described ecotourism as an eco-friendly/environmentally friendly tourism or low impact tourism that will not damage the environment and allows tourists to travel responsibly with a low carbon footprint. The finding matches the literature on the necessity for tourism sectors to reduce their GHG emissions to mitigate climate change (Scott et al., 2019). *According to its position as the top definition principle in the literature, the natural area* accounts for the most referenced theme among the five definitional tenets, as mentioned by nine interviewees (figure 2) (Fennell, 2001). In comparison, *education* received second attention from key informants in this study due to its potential to offer history and cultural-ecological education about Lunenburg as a UNESCO site.

In summary, Lunenburg's tourism stakeholders' understanding of ecotourism adheres to one of the most recognized ecotourism definitions: "Responsible travel to natural areas that conserves the environment sustains the well-being of the local people and involves interpretation

and education" (The International Ecotourism Society, 2019). The five most-cited ecotourism definition principles from literature are referenced frequently by key informants in their interpretation of the term. Thus, their perception of ecotourism is identical to the definition tenets of academic research.

The finding suggests that key informants from Lunenburg focus heavily on the nature aspect of the term. Their views on ecotourism generally conform with the most recognizable ecotourism definitional themes from literature, such as natural areas and education. Therefore, Lunenburg's tourism stakeholders are likely to be environmentally conscious and familiar with the most recognized definition of the ecotourism concept. This is a good indicator and sets the foundations to examine their perceptions regarding ecotourism as a climate adaptation strategy for the tourism sector in Lunenburg.

5.2 Ecotourism as a viable model for Lunenburg

Regardless of ecotourism application areas, there is a well-acknowledged demand for active participation from significant stakeholders in local knowledge and adaptive capacity building (Agyeman, 2019; Barna, Epure & Vasilescu, 2011; Steele-Prohaska, 1996). Our interview results show that more than half of the key informants think positively about applying ecotourism as a climate adaptation tool for their sector. They believe ecotourism has great potential within the sector with existing supportive resources such as infrastructure development projects, ecotourism-related strategic development projects, and an integrated industry promotion chain. They also think positively about the sector to adapt to ecotourism development because ecotourism has worked well to help diversify the tourism economy and could serve as an example of the sustainable economic model in Lunenburg. Supporting economic diversification

is regarded as one principle that will lead to effective adaptation in coastal communities of the Atlantic provinces, as reported in the literature (Proosdij et al., 2016). Furthermore, about half of respondents stated that in consideration as a climate adaptation strategy, ecotourism possesses great potential in providing scientific, historical, and traditional knowledge education to visitors besides its environmentally friendly focus. Some examples include preserving valuable lessons from Indigenous ancestors to work with the environment by taking advantage of the nature supplies to meet our needs and working with environmental organizations and firms to provide local or students scientific research and training opportunities. In line with Proosdij et al. (2016), Integrating local skills and training and developing new skills within the community is essential in leading effective adaptation in the region. Moreover, the author states that collaborating with organizations and universities can develop a mutually beneficial relationship and advance climate adaptation awareness in the community. Although the government is often expected to be responsible for adaptation actions (Fatoric & Moren-Alegret, 2013), implementing adaptation options at the regional level is usually shared between governments, residents, and businesses. The discovery matches many Lunenburg tourism stakeholders' expectations of the shared responsibility upon the municipality's adaptation efforts.

5.3 Barriers to implementation

Overall, the significant barriers respondents perceived for ecotourism implementation in Lunenburg are duplicated with our literature findings regarding ecotourism implementation barriers from suppliers' perspectives, such as the insufficient financial and human resources, uncertainties, the lack of governmental support, and general resource scarcity (Jamaliah, Powell & Sirima, 2021; Silva & McDill, 2004). Insufficient financial resources as a barrier were stressed six times as related to high investment costs associated with equipment and facility upgrades next to high insurance costs to meet the governmental regulatory standards. Indeed, financial investments in a proactive coastal management plan will enhance the community's financial capacity in response to future climate hazards and increase investment commitments for the community's adaptation efforts (Proosdij et al., 2016). Three key informants believed ecotourism development within the sector would benefit from well-planned governmental investments that help promote tourism industries in Nova Scotia or support ecotourism-related industries and organizations.

Notably, three informants have clearly outlined their perceptions of climate change risks to their business, including sea-level rise, storms, hurricanes, a stressful natural environment, and infrastructures at risk, and one respondent regarded the uncertainty associated with climate change impacts as one ecotourism implementation barrier. As stated in the literature, the finding contradicts the lack of awareness and concern about climate change among managers (Jamaliah, Powell & Sirima, 2021). Lunenburg's tourism stakeholders are somehow informed and aware of climate change and its potential impacts. The town of Lunenburg completed a Municipal Climate Change Action Plan in 2015 and recently added an Interactive Flood Map. Both tools are intended to assist residents and businesses in understanding risks and developing appropriate measures for the future (CBCL Limited, 2015). As Student et al. (2020) emphasize, the

instability of a warming climate produces significant hazards for coastal communities that depend on tourism. It requires a coastal community such as Lunenburg to regularly reassess and maximize its capacity for resilience and adaptation to climate change (Student et al, 2020).

In conclusion, tourism stakeholders in Lunenburg show their concerns about climate adaptation for their business and express their opinions on what should be done to lower the negative socio-economic impacts on the local community. Overall, they have shown a strong interest in applying ecotourism as one strategy for climate adaptation option for the sector. Their willingness to collaborate across sectors and to establish a community-focused strategy in preparation for climate risks accounts for valuable social resources that will determine a community's ability to deal with coastal hazards (Proosdij et al., 2016)

6.0 Conclusion

In conclusion, there are discrepancies and uncertainties regarding tourism stakeholders' perception of the ecotourism definition. It indicates that the academic and professional bodies are not yet unified in providing clear and consistent language around the terminology of ecotourism. This could have implications for establishing ecotourism as an adaptation strategy across stakeholder sectors, including government bodies, organizations, and businesses.

Although ecotourism is rarely applied as a climate adaptation tool, respondents in this study favor are exploring the model as a climate adaptation strategy for the sector in Lunenburg. They remain optimistic about the substantial opportunities for ecotourism to grow and expand within the sector since it has worked well to diversify the sector's economic structure in the past. Applying ecotourism models to Lunenburg could also increase labor opportunities by creating new interpretive, outdoor activities, historical guides, and other services. Furthermore, in their opinion, ecotourism possesses excellent potential to serve as a tool to contribute additional educational value and thus add to a positive experience for tourists. In the spirit of reconciliation and Indigenization, an ecotourism model could invite visitors to learn about different views of the history of the area and future conversation plans applying, for example, the principles of Two-Eyed-Seeing.

Significant barriers to the ecotourism implementation in Lunenburg are identical to the current research findings, such as insufficient financial and human resources, uncertainties, the lack of governmental support, and general resource scarcities. Contradicts to the generally low awareness and concerns about climate change from stakeholders in ecotourism destinations, Lunenburg stakeholders tend to be aware of climate-associated risks and the associated threats to their business operation. Financial resource scarcity is the most concerning barrier to key informants in this study. They agree that ecotourism development in Lunenburg would benefit

from appropriate government investments in the tourism industry, nature conservation, and promotion of the tourism sector in Nova Scotia. Instruments such as incentive programs provided by provincial and municipal governments can support communities in promoting ecotourism development as one way to support the local tourism economy in their effort to prepare for climate changes and future uncertainties.

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8.0 Appendices:

A: Interview Recruitment Email template

Hello, dear Mr./Mrs:

Good afternoon, I hope this email find you well.

This is Weiyu, a fourth-year student from Dalhousie University, my fellow researcher Alexandria, copied on this email, is a graduate student from Dalhousie University. We are part of research team that is looking to investigate the adaptability and vulnerability of the community of Lunenburg's tourism sector to a changing climate. Coastal communities are increasingly threatened by adverse effects of changes in weather patterns and expected sea-level rise. We believe it is important to assess the capacity of the tourism sector and other relevant organizations regarding their awareness of these effects and their capability to adapt to or mitigate them.

You are receiving this email because we are looking to talk to key players in business and organizations in Lunenburg's tourism sector about their awareness of current and future risks, how these may affect their operations and more importantly, their plans to adapt to changes in future if there is one. The knowledge that will be created will be valuable since an understanding of the level of awareness and preparedness of local tourism stakeholders is a prerequisite to formulating strategies to respond to climate change, such as guiding related research regarding climate change in small coastal communities, impacting the ability of national and regional actors to provide appropriate professional assistance to destinations and local tourism stakeholders. We are very interested in your thoughts and experiences within your sector on this and look forward to hearing from you.

If you are interested, we would love to have an interview with you at a time of your choosing. The interview can take place in person, by phone, or via Microsoft Teams/Zoom/Skype. The interview will consist of a series of questions on your perceptions of climate change threats (and opportunities) to your organization, sector, and Lunenburg as well. **The interview will be 45-60 minutes long and does not require any specific knowledge or preparation before the interview.**

The information you provide will remain confidential unless you agree to be quoted. The names of the participants and their organizations will be only accessible to the research team. Finally, you are free to withdraw from the study at any point during the interview process and up to 3 months afterwards beyond which the data may have been published and/or communicated.

If you or another member of your organization would be interested in scheduling an interview and chatting with us, please reply to this email and **we can set up a time and a method of your choice for the interview. Alternatively, there is also a quick 20-minute survey** based on the same topics, which is linked below, with the full description. If you have any questions or concerns, please also feel free to contact me via email at Weiyu.Shi@dal.ca or phone (902-580-8562). Lastly, if you know of other parties that may be interested in our research, please feel free to forward this email.

Thank you for your time and consideration.

If you are interested in taking our survey, please select ONE of the following links, that will open in a new tab:

For managers, owners, and operators of businesses:

https://rowebusiness.eu.qualtrics.com/jfe/form/SV_8jpab7rHG4I6uTY

[Qualtrics Survey | Lunenburg Tourism Survey: Business](#)

This is a short survey for business operators, owners, and managers in Lunenburg's tourism sector. Please fill out to the best of your ability and thank you for participating!

rowebusiness.eu.qualtrics.com

For members of organizations such as associations, boards, municipal departments:

https://rowebusiness.eu.qualtrics.com/jfe/form/SV_6rFGmv4C7JW3BZk

[Qualtrics Survey | Lunenburg Tourism Survey: Organizations](#)

This is a short survey for organizations involved in Lunenburg's tourism sector. Please fill out to the best of your ability and thank you for participating!

rowebusiness.eu.qualtrics.com

Kind regards,

Weiyu, Shi.

College of Sustainability,

Dalhousie University

B: Interview Consent Form

CONSENT FORM

Project title: Towards a Coastal Adaptation and Vulnerability Assessment Model for Tourism in Small Coastal Communities

Lead researcher: Lorn Sheehan, PhD, Rowe School of Business, Dalhousie University. Email: Lorn@Dal.Ca; phone: (902) 494-8067

Other researchers: Shannon Lin, PhD, Rowe School of Business, email: Shannon.Lin@Dal.Ca
Andrew Medeiros, PhD, SRES/College of Sustainability, email: Andrew.Medeiros@dal.ca
Georgia Klein, PhD, College of Sustainability, email: georgia.klein@dal.ca

Funding provided by: SSHRC Insight Development Grant; SSHRC-IDG-430-2020-01263

Introduction

We invite you to take part in a research study being conducted by a research team at Dalhousie University. We are attempting to develop a climate change adaptability and vulnerability assessment tool for the community of Lunenburg, with a focus on the tourism sector. As a member of the community and an organization related to tourism, we would like to hear your perspectives on threats (and potential opportunities) posed by climate change to both your organization and the broader community.

This research is optional and will by no means affect your employment/business if you decide not to participate. The information below describes the research, what you will be asked to do, as well as any expected benefit, risk, inconvenience, or discomfort that you might experience. Any questions you have about this study (before, during or after your participation) can be directed to Dr. Sheehan. Please ask as many questions as you like.

Purpose and Outline of the Research Study

The purpose of this study is to determine the vulnerability and adaptability of the tourism sector to the effects of climate change. We chose Lunenburg since it is a coastal community with historic buildings, a World Heritage designation, and a relationship with tourism that is representative of similar communities in Nova Scotia and beyond (both nationally and globally).

We want to conduct a series of interviews with stakeholders from various tourism-related businesses and other relevant organizations. With the insights gained, we hope to develop an adaptability and vulnerability assessment tool which reveals strengths and weaknesses. We anticipate the tool being helpful to stakeholders and decision makers as they prioritize issues and develop strategies for the future, to ensure negative impacts of a changing climate can be minimized or avoided. We would be pleased to share with you the results of our study and resulting publications. Towards the end of the study (estimated to be 2022), we plan to organize a community meeting where we will present our findings and to which we will invite you.

Who Can Take Part in the Research Study?

You can participate in this study if you are:

- An owner/manager of a business in Lunenburg who receives income from tourism
- Member of the municipal government
- A local Not for Profit or other community organization concerned about tourism
- From any sector associated with tourism in/around Lunenburg

What You Will Be Asked to Do

Should you choose to be involved with this research, an interview will be required. This interview will take about 45 minutes of your time and may be done in person or via phone, skype, or zoom. The interview process does not require any background knowledge or preparation on your part. If you prefer to not have the interview audio-recorded, we will simply transcribe non-identifying information from the interview using pen and paper.

Possible Benefits, Risks and Discomforts

Participating in this research is not expected to create benefits for you as an individual. Similarly, there are no obvious risks associated with participating in this study beyond possibly feeling discomfort talking about the potential impacts of climate change on your business/organization or on the community of Lunenburg. If at any time you do not wish to answer a particular question or set of questions, we will simply move on.

While participating in the study might not benefit you as an individual, your contribution will aid us in the process of assessing the tourism sector's vulnerability and adaptability to climate change in Lunenburg which will benefit related decision-making processes in Lunenburg and other similar coastal communities.

Compensation / Reimbursement

There is no reimbursement for your contribution.

How your information will be protected:

Interviews can be conducted at a place, time and using a medium of your choice. All individual comments will be anonymous unless you grant us permission to quote you. Your comments will be identified based on a number, and we will not collect any personal information related to you as an individual. Your responses will only be accessible to the research team at Dalhousie University. Upon completion of the interviews, your contributions will be aggregated with the contributions of others to develop an adaptability and vulnerability assessment tool. In publications or reports, we will share our aggregated findings. No individual quotes will be used that could identify you without your express permission. Anyone who works with us on this research at any point throughout the study has an obligation to respect your privacy wishes as well. During the study, all electronic records will be kept secure in an encrypted file on the researcher's password-protected computer. All your personal information will be securely stored and deleted by July 1, 2022, or upon you request.

If You Decide to Stop Participating

You are free to leave the study at any time. If you decide to stop participating during the study, you can decide whether you want any of the information that you have provided up to that point

to be removed or if you will allow us to use that information. After participating in the study, you can decide for up to three months if you want us to remove your data. After that time, it will become impossible for us to remove it because it will already be analyzed and possibly published. There will be no penalty whatsoever for leaving the study.

How to Obtain Results

No individual results will be provided. You can obtain publications, reports, and link to any associated website, by including your contact information at the end of the signature page. We will invite you to a community meeting where we present the results of our study.

Questions

We are happy to talk with you about any questions or concerns you may have about your participation in this study. Please contact Dr. Lorn Sheehan (at 902 233 2805, Lorn@Dal.Ca) or Dr. Georgia Klein (at 902 229 2377, georgia.klein@dal.ca) at any time with questions, comments, or concerns about the study (if you are calling long distance, please call collect). If you have any ethical concerns about your participation in this research, you may also contact Research Ethics, at Dalhousie University by phone (902) 494-3423 or email: ethics@dal.ca (and refer to reference REB file # 20XX-XXXX).

Signature Page

Project Title: Towards a Coastal Adaptation and Vulnerability Assessment Model for Tourism in Small Coastal Communities

Lead Researcher: Lorn Sheehan, PhD, Rowe School of Business, Dalhousie University. Email: Lorn@Dal.Ca; phone: (902) 494-8067

I have read the explanation about this study. I have been given the opportunity to discuss it and my questions have been answered to my satisfaction. I understand that I have been asked to take part in an interview that will occur at a location/using a platform acceptable to me. I agree to take part in this study. My participation is voluntary, and I understand that I am free to withdraw from the study at any time, until 3 months after my scheduled interview.

Name

Signature

Date

Options (you can still participate in the research if you select no):

I agree that my interview may be audio-recorded

Yes No

I agree that you may quote me in reported results

Yes No

Please provide an email address below if you would like to be kept updated of the study results.

Email address: _____

C: Interview Transcripts

1. Bluenose II Museum

Question 1:

00:25:47.610 --> 00:25:59.270

Weiyu Shi

So Captain Watson, so I'm wondering how? What's your understanding of ecotourism like? Well, when speaks of ecotourism what comes to mind?

00:26:01.020 --> 00:26:01.650

Phil Watson (Guest)

Uh.

00:26:02.970 --> 00:26:04.980

Phil Watson (Guest)

So ecotourism to me is.

00:26:05.620 --> 00:26:10.090

Phil Watson (Guest)

From interacting with nature somehow.

00:26:11.260 --> 00:26:14.930

Phil Watson (Guest)

So that could be a boat or a hike.

00:26:15.520 --> 00:26:20.090

Phil Watson (Guest)

Uh, so exposing people in a very basic level to nature or it could be.

00:26:20.680 --> 00:26:31.730

Phil Watson (Guest)

Uh, a bigger thing like, uh, uhm, I am camping experience or Akai. A longer kayak experience, but it's that interaction between the public and nature.

00:26:34.440 --> 00:26:42.290

Weiyu Shi

Will you kiss? Will you consider like a moon crop rating education into like tourism?

00:26:44.410 --> 00:26:45.870

Phil Watson (Guest)

Would we consider it or?

00:26:46.290 --> 00:26:56.780

Weiyu Shi

Yeah, would it be like would you sing? We do think of like education to be incorporated into like is that? Do you think that is related to ecotourism?

00:26:56.760 --> 00:27:01.880

Phil Watson (Guest)

I I absolutely think so, and I think that the general public are looking for that more and more these days.

00:27:02.830 --> 00:27:12.580

Phil Watson (Guest)

They're they're much more looking for an interactive experience, but learning experience than a look. Look at something behind the piece of glass and say that was that in 1800.

00:27:13.770 --> 00:27:36.040

Phil Watson (Guest)

Yeah, so like in Donald Trump and the museum was sent, studies done and and consultants talk about that. People are looking for much more immersive educational experience than they are in, uh, just, uh, be given a sheet of paper and information. But I think education is is becoming more and more important as people 'cause sometimes change.

00:27:37.690 --> 00:27:39.060

Weiyu Shi

That's exciting to hear.

Question 2:

00:27:41.140 --> 00:27:49.460

Weiyu Shi

So what do you think? Do you think like eco tourism and adaptation strategy for your art for your sorry?

00:27:49.990 --> 00:27:53.850

Weiyu Shi

Uhm, well, you're in you're in it, your sector.

00:27:58.760 --> 00:28:02.330

Weiyu Shi

So dear, would you regard that as an adaptation strategy?

00:28:02.990 --> 00:28:07.180

Phil Watson (Guest)

To do to do an educational portion to ecotourism.

00:28:07.990 --> 00:28:18.940

Weiyu Shi

Uh, yes, uh may sound like a like. I know blue nose and museum has a long history, so would you regard that as an option?

00:28:09.100 --> 00:28:09.460

Phil Watson (Guest)

Yeah.

00:28:20.180 --> 00:28:20.730

Phil Watson (Guest)

Yes.

00:28:22.520 --> 00:28:26.730

Phil Watson (Guest)

We generally are much more oriented to the history side of education.

00:28:28.060 --> 00:28:31.290

Phil Watson (Guest)

Particularly this year where it's the 100th anniversary of the original ship.

00:28:32.840 --> 00:28:41.610

Phil Watson (Guest)

So that means that we've you know we've had a traveling museum with us for a lot of it and and have done a lot on social media about education.

00:28:43.080 --> 00:28:45.320

Phil Watson (Guest)

In the terms of ecotourism for us.

00:28:46.480 --> 00:28:49.350

Phil Watson (Guest)

Or or just that interaction between the public in nature?

00:28:49.850 --> 00:28:56.190

Phil Watson (Guest)

Uh, it says limited a bit this year, 'cause we haven't had the public SC we've been unable to take them out into the Bay.

00:28:56.850 --> 00:29:09.730

Phil Watson (Guest)

Uh, so often if we rode in the Bay will see seals and porpoise and that type of thing and do educate just very, very basic that Cecile it's a harbor seals, that's the porpoise northern gannets.

00:29:06.980 --> 00:29:07.290

Weiyu Shi

Yeah.

00:29:10.160 --> 00:29:11.950

Phil Watson (Guest)

Some docs.

00:29:14.690 --> 00:29:23.290

Phil Watson (Guest)

We've done a bit more this year and that we've been working with a local oceanographic company here in Lunenburg and doing scientific research for them and then.

00:29:23.960 --> 00:29:36.530

Phil Watson (Guest)

Uh, putting they've been putting that on the Internet. There is also of our. We've been toying plankton Nets and towing underwater drones to get salinity and temperature and turbidity and that kind of thing.

00:29:38.460 --> 00:29:42.970

Phil Watson (Guest)

So I've been doing a bit of sort of public. They've been doing a bit of public outreach with that, but.

00:29:43.960 --> 00:29:48.830

Phil Watson (Guest)

Yeah, COVID, this sort of isolated the ship from the public in these last two years, yeah?

00:29:47.350 --> 00:29:47.680

Alexandria Soontiens-Olsen

Ah.

00:29:50.110 --> 00:30:06.700

Weiyu Shi

And you also haven't mentioned a lot about like staffing issue like lack of Labor in the in many of the tourism operation in the town and so would you. We do think like you go tourism as an.

00:30:01.130 --> 00:30:01.490

Phil Watson (Guest)

Yes.

00:30:07.710 --> 00:30:12.670

Weiyu Shi

Kinda like a strategy or solution to like help to deal with that issue like staff issue.

00:30:15.400 --> 00:30:19.920

Phil Watson (Guest)

I could see that I think young people be much more interested in in doing that type of work.

00:30:21.460 --> 00:30:28.220

Phil Watson (Guest)

Where they feel valued for their knowledge rather than just a straight produce something for for an employer.

00:30:30.000 --> 00:30:31.330

Phil Watson (Guest)

So we certainly find.

00:30:32.420 --> 00:30:38.740

Phil Watson (Guest)

Young people today are much more interested or or feel more engaged in in being employed if they have.

00:30:40.510 --> 00:30:47.520

Phil Watson (Guest)

If they feel they have value to the to the employer other than just washing dishes or putting food on a plate or.

00:30:48.900 --> 00:30:50.350

Phil Watson (Guest)

Yeah, yes.

00:30:49.050 --> 00:30:49.450

Alexandria Soontiens-Olsen

True.

00:30:51.440 --> 00:30:52.660

Phil Watson (Guest)

You're young, you know that.

00:30:53.720 --> 00:30:54.200

Phil Watson (Guest)

Animal

00:30:55.500 --> 00:30:56.950

Alexandria Soontiens-Olsen

So it does help to feel valued.

00:30:57.440 --> 00:30:58.000

Phil Watson (Guest)

yes.

00:30:57.690 --> 00:30:57.930

Weiyu Shi

Yeah.

00:31:00.730 --> 00:31:05.120

Phil Watson (Guest)

But certainly, you know when I started working in this sector with and I've been doing it for.

00:31:06.100 --> 00:31:11.310

Phil Watson (Guest)

Probably 36 or 37 years now. You didn't always have to feel valued. You just had to produce.

00:31:13.100 --> 00:31:16.480

Phil Watson (Guest)

Right, so it it certainly people have changed in that time.

00:31:19.560 --> 00:31:37.890

Weiyu Shi

Uh, I mean yes. And also I mean like do you see like maybe more jobs, jobs, opportunities could be created a server like a development of ecotourism model like on releasing it like helps the economy or or or your business operation.

00:31:38.790 --> 00:31:39.240

Phil Watson (Guest)

00:31:38.840 --> 00:31:39.280

Weiyu Shi

Will you?

00:31:40.100 --> 00:31:43.770

Phil Watson (Guest)

There is there is room for that type of tourism here in lunenburgs.

00:31:45.380 --> 00:31:47.030

Phil Watson (Guest)

But I think it's gonna have to be.

00:31:48.050 --> 00:31:50.070

Phil Watson (Guest)

An owner operator business.

00:31:51.080 --> 00:31:52.580

Phil Watson (Guest)

Well, I don't know if you could find.

00:31:53.640 --> 00:31:56.490

Phil Watson (Guest)

Best after to run a business like that.

00:31:56.840 --> 00:31:59.950

Phil Watson (Guest)

Uhm, MP, profitable and be profitable.

00:32:00.490 --> 00:32:01.200

Weiyu Shi

Ah, OK.

00:32:01.920 --> 00:32:04.880

Phil Watson (Guest)

So although wages are going up and and.

00:32:05.800 --> 00:32:07.850

Phil Watson (Guest)

You know what people are willing to pay is not.

00:32:09.280 --> 00:32:09.690

Alexandria Soontiens-Olsen

Cool.

00:32:10.590 --> 00:32:15.420

Phil Watson (Guest)

What I have you spoke to pleasant paddling. I think that's what they're called and still nursed, yes.

00:32:15.660 --> 00:32:17.450

Alexandria Soontiens-Olsen

Yeah, we would really love to.

00:32:17.940 --> 00:32:23.730

Phil Watson (Guest)

I was gonna say they'd be a really good one to discuss this, 'cause I think they work on their own. They seem to be very busy.

00:32:24.070 --> 00:32:25.090

Phil Watson (Guest)

Yeah, yeah.

00:32:26.060 --> 00:32:26.450

Phil Watson (Guest)

Yeah.

00:32:27.620 --> 00:32:33.820

Alexandria Soontiens-Olsen

The big would be great. We talked him. I think we need to call them or just go join one of their paddling days. He did a whole.

00:32:33.210 --> 00:32:34.370

Phil Watson (Guest)

I think it's wonderful.

00:32:35.100 --> 00:32:37.950

Phil Watson (Guest)

Lowe's now, not sure. Yeah, I don't know either.

00:32:40.150 --> 00:32:45.470

Weiyu Shi

Thank you, so let's actually touched on my last question is like.

Question 3:

00:32:46.120 --> 00:32:52.010

Weiyu Shi

We will you consider some bearers of implementation of ecotourism in in your business.

00:32:53.490 --> 00:32:53.810

Weiyu Shi

Like

00:32:55.610 --> 00:32:57.100

Phil Watson (Guest)

Barriers to employment.

00:32:57.580 --> 00:33:01.150

Weiyu Shi

uh, barrels of implementation of ecotourism or.

00:33:00.190 --> 00:33:03.520

Phil Watson (Guest)

OK, it's staffing and labor numb.

00:33:04.380 --> 00:33:09.450

Phil Watson (Guest)

I don't think for the small like a kayaking business or that type of thing.

00:33:09.500 --> 00:33:21.190

Phil Watson (Guest)

We are not aware of any regulatory issues, but as soon as you get up into a motorboat longer than.

00:33:22.920 --> 00:33:27.540

Phil Watson (Guest)

So 30 feet I think. Then the regulatory requirements are are big.

00:33:28.620 --> 00:33:33.570

Phil Watson (Guest)

So if you have to have your life raft inspected every year and that's two or \$3000.

00:33:34.560 --> 00:33:36.140

Phil Watson (Guest)

Better life raft inspected.

00:33:37.790 --> 00:33:46.730

Phil Watson (Guest)

But then you have to pay thousands of dollars for the inspector to come and look at you and you have to be hauled out every year and and also the training of the crew.

00:33:46.780 --> 00:33:54.070

Phil Watson (Guest)

Yes, the crew have to be certified and trained, and so you're then looking at 10s of thousands of dollars easily.

00:33:55.450 --> 00:34:03.820

Phil Watson (Guest)

You know, but then fire gear and safety gear and you know for an operation like the Bluenose, it's tremendous expense.

00:34:05.010 --> 00:34:19.360

Phil Watson (Guest)

So for a small startup company, you know if you can't find staff and you have to have your boat hauled out and the inspectors come and. And yeah you you need you need money before you start to make money.

00:34:21.100 --> 00:34:29.410

Phil Watson (Guest)

And just speaking with some of the tour operators on the Wharf, insurance at their biggest hurdle, the last two years they've had a big jump in insurance costs.

00:34:29.960 --> 00:34:30.430

Alexandria Soontiens-Olsen

Yeah.

00:34:30.210 --> 00:34:32.820

Phil Watson (Guest)

Where where they're not seeing a lot of tourists that makes sense.

00:34:33.720 --> 00:34:40.890

Phil Watson (Guest)

Yeah, I don't know. One of the businesses here. They had their COVID cut the numbers down that they were allowed to carry on board, but their insurance doubled, yeah?

00:34:41.250 --> 00:34:42.140

Alexandria Soontiens-Olsen

Oh good God.

00:34:42.360 --> 00:34:42.660

Phil Watson (Guest)

Yeah.

00:34:44.210 --> 00:34:45.610

Alexandria Soontiens-Olsen

It's also sad.

00:34:45.210 --> 00:34:53.540

Phil Watson (Guest)

So yeah, I think as with, everything is, you know, going to the grocery store. You see it. Everything else has gone up drastically in price and.

00:34:55.500 --> 00:34:58.360

Phil Watson (Guest)

But again, people aren't necessarily willing to spend more money.

00:34:59.520 --> 00:35:01.040

Phil Watson (Guest)

Don't have that experience so.

00:35:01.850 --> 00:35:04.060

Alexandria Soontiens-Olsen

Yeah, does not making more money either.

00:35:02.180 --> 00:35:02.530

Phil Watson (Guest)

Yeah.

00:35:04.450 --> 00:35:04.910

Phil Watson (Guest)

Thanks.

00:35:06.580 --> 00:35:08.460

Phil Watson (Guest)

Yeah, they're not making big research dollars.

00:35:11.780 --> 00:35:13.020

Alexandria Soontiens-Olsen

No, no, not really.

00:35:14.710 --> 00:35:15.320

Alexandria Soontiens-Olsen

Oh

00:35:14.930 --> 00:35:18.370

Weiyu Shi

Yes, finance can definitely be a barrier.

00:35:18.980 --> 00:35:19.210

Phil Watson (Guest)

Yeah.

00:35:19.470 --> 00:35:19.790

Weiyu Shi

She.

00:35:23.070 --> 00:35:25.340

Weiyu Shi

Yeah, singing, that's all my question.

00:35:23.180 --> 00:35:23.510

Alexandria Soontiens-Olsen

OK.

00:35:25.810 --> 00:35:26.240

Phil Watson (Guest)

OK.

00:35:26.390 --> 00:35:29.170

Weiyu Shi

Thank you, thank you for your time and joining us.

00:35:30.700 --> 00:35:31.280

Phil Watson (Guest)

Yeah, you're welcome.

00:35:31.860 --> 00:35:36.840

Phil Watson (Guest)

It'll come up if you have. If you have further questions, don't hesitate to email or.

00:35:37.670 --> 00:35:42.070

Phil Watson (Guest)

Or whatever if you have follow-ups or you want more clarity or whatever we can do to help you.

00:35:43.560 --> 00:36:00.660

Alexandria Soontiens-Olsen

Thanks so much. We'll try to keep everyone kind of in the loop about how it's going and when we actually put it all together. We're hoping to do like a community presentation in Lunenburg and invite everybody you know, show the information that we've used your perspectives to generate, which would be really fun.

00:35:54.890 --> 00:35:55.420

Phil Watson (Guest)

Oh great.

00:35:56.150 --> 00:35:56.410

Phil Watson (Guest)

Yeah.

00:36:01.260 --> 00:36:01.740

Phil Watson (Guest)

Yes.

00:36:02.060 --> 00:36:06.990

Alexandria Soontiens-Olsen

We will probably do the presentations much to my public speaking. Anxiety's disappointing.

00:36:08.510 --> 00:36:10.520

Alexandria Soontiens-Olsen

My supervisor has said it's non-negotiable.

00:36:12.130 --> 00:36:13.040

Alexandria Soontiens-Olsen

That should be fun.

00:36:13.360 --> 00:36:13.770

Phil Watson (Guest)

Yeah.

00:36:15.470 --> 00:36:17.770

Phil Watson (Guest)

Lindbergh, great place, you'll have fun, yes.

00:36:15.690 --> 00:36:16.090

Alexandria Soontiens-Olsen

Yes.

00:36:18.720 --> 00:36:27.380

Alexandria Soontiens-Olsen

Yeah, it'll be fun. I'll just I'll get through it. It'll be great to share what we've actually learned, so we're looking forward to, you know, getting all this compiled and figuring out what comes of it.

00:36:18.890 --> 00:36:19.180

Phil Watson (Guest)

Yeah.

00:36:23.810 --> 00:36:24.220

Phil Watson (Guest)

Yes.

00:36:28.730 --> 00:36:32.310

Alexandria Soontiens-Olsen

Are very, very, very appreciative of everyone who takes the time to talk to us.

00:36:32.700 --> 00:36:38.170

Phil Watson (Guest)

Good I'm I'm. Mike suggested another person that you might be interested in talking to if you're still collecting names.

00:36:38.400 --> 00:36:39.290

Alexandria Soontiens-Olsen

Oh yeah, for sure.

00:36:39.100 --> 00:36:40.020

Phil Watson (Guest)

Yeah, I'm.

00:36:40.800 --> 00:36:44.450

Phil Watson (Guest)

We were talking with Elder Todd Labrador.

00:36:44.500 --> 00:36:45.030

Phil Watson (Guest)

Works.

00:36:45.270 --> 00:36:46.120

Alexandria Soontiens-Olsen

Oh yes.

00:36:46.320 --> 00:36:50.090

Phil Watson (Guest)

Yeah, so he built a birchbark canoe here in Lunenburg at the School of Arts.

00:36:50.540 --> 00:36:52.310

Alexandria Soontiens-Olsen

Oh, that's built it.

00:36:51.880 --> 00:36:58.610

Phil Watson (Guest)

Yeah, he's talking about maybe not being able to do that anymore. 'cause there's a disease, and in the Birch trees.

00:37:00.230 --> 00:37:00.820

Alexandria Soontiens-Olsen

Ocean.

00:37:01.330 --> 00:37:08.400

Phil Watson (Guest)

As the climate changing the birchbark in the trees is changing in the trees or be being diseased and and so that may be a thing of the past.

00:37:08.450 --> 00:37:08.780

Phil Watson (Guest)

Fast.

00:37:09.390 --> 00:37:10.600

Alexandria Soontiens-Olsen

That's so sad.

00:37:11.000 --> 00:37:18.350

Phil Watson (Guest)

So he's he's doing that, you know, it's largely as a as a public education thing. Now whether it keji or here, Lunenburg, or.

00:37:21.210 --> 00:37:21.610

Alexandria Soontiens-Olsen

That is.

00:37:21.730 --> 00:37:24.990

Phil Watson (Guest)

Falls into your category of of that type of business, but.

00:37:25.850 --> 00:37:27.260

Alexandria Soontiens-Olsen

I would just.

00:37:25.970 --> 00:37:28.590

Phil Watson (Guest)

He's he's he's being affected by it.

00:37:29.300 --> 00:37:30.850

Alexandria Soontiens-Olsen

That's just that's so sad, that's.

00:37:31.800 --> 00:37:32.850

Alexandria Soontiens-Olsen

The loss of them.

00:37:33.620 --> 00:37:36.900

Alexandria Soontiens-Olsen

Super super old tradition. It's so upsetting.

00:37:36.000 --> 00:37:42.660

Phil Watson (Guest)

Yeah, I think he studies enough birchbark for one more canoe and that's it. I couldn't find any more trees.

00:37:45.270 --> 00:37:49.300

Alexandria Soontiens-Olsen

Is it just the the like the Bridge park itself isn't the quality that they would need?

00:37:49.450 --> 00:37:50.630

Phil Watson (Guest)

Yeah, it's a disease.

00:37:50.680 --> 00:37:59.860

Phil Watson (Guest)

There is a disease in it and that and I don't know if it's he talked. He did talk at one point in time about the climate changing and the trees not getting the summer winter that they need it and.

00:38:01.100 --> 00:38:01.910

Alexandria Soontiens-Olsen

I'm so sad.

00:38:01.400 --> 00:38:02.360

Phil Watson (Guest)

Your sister.

00:38:02.860 --> 00:38:04.650

Alexandria Soontiens-Olsen

Pine wheel worse.

00:38:02.950 --> 00:38:03.310

Phil Watson (Guest)

So.

00:38:05.730 --> 00:38:10.720

Phil Watson (Guest)

You could probably get hold of him on Facebook. It's not, it's not. Yeah yeah. Or Twitter.

00:38:12.110 --> 00:38:12.520

Phil Watson (Guest)

Twitter.

00:38:13.110 --> 00:38:15.480

Alexandria Soontiens-Olsen

There, there there.

00:38:14.010 --> 00:38:14.300

Phil Watson (Guest)

Yeah.

00:38:16.110 --> 00:38:17.980

Phil Watson (Guest)

Yeah he would have along.

00:38:16.270 --> 00:38:17.180

Alexandria Soontiens-Olsen

Thank you for this.

00:38:19.130 --> 00:38:22.480

Phil Watson (Guest)

You know thousands and thousands of years perspective on.

00:38:22.830 --> 00:38:23.320

Alexandria Soontiens-Olsen

Yeah.

00:38:23.580 --> 00:38:24.980

Phil Watson (Guest)

Or climate change so.

00:38:25.290 --> 00:38:27.960

Alexandria Soontiens-Olsen

Love love that perspective. It was.

00:38:27.340 --> 00:38:27.690

Phil Watson (Guest)

Yeah.

00:38:29.620 --> 00:38:34.460

Alexandria Soontiens-Olsen

I was hoping to get indigenous perspectives in this, but I'm when we're not sure like what the.

00:38:35.840 --> 00:38:40.540

Alexandria Soontiens-Olsen

How many people are involved in the tourism on that side of things? So this would be fantastic.

00:38:38.800 --> 00:38:39.240

Phil Watson (Guest)

Yes.

00:38:41.260 --> 00:38:44.120

Phil Watson (Guest)

And he's he's just a a great person.

00:38:44.790 --> 00:38:46.020

Phil Watson (Guest)

These lovely guy yeah.

00:38:46.990 --> 00:38:47.610

Alexandria Soontiens-Olsen

So great.

2. Development Nova Scotia

Question 1&2:

yeah we're quite familiar actually, even on the Halifax waterfront a lot of our businesses that we have I would classify as along those lines. Kayaks and a lot of things. We've put infrastructure out on the two islands now so people are going to Georges island and McNabs. These are facilities and services that weren't available, so I was talking about the stimulus money in some of these projects - one of them was we actually put built a dock on Georges Island, so now there's tours that are going up. They have docking facilities that they never had before, and this organized tours on McNabs island and Georges island too; McNabs island was always accessible to those people who had a boat, and we upgraded the work there so you can have like tour boats go but Georges island that's a smaller island that one was was parks Canada. It was a major fortification, it's a fantastic place to see most of the coolest parts about that island. Or not. What you see is what you don't see 'cause of all the subterranean tunnels and fortifications. They have tours there, which is fantastic for people, they never imagine anything so beautiful and remote could be right smack dab in the middle of the harbor and it's real education opportunity for them as well. Now, there's a lot of mention before about us working with communities across the province, projects that have some economic value, some things that are going to help promote the community or opportunities for new businesses within the community, and some of these are ecotourism related. A lot of it is tours, a lot of it is a kayak or sea kayak, such as around 100 wild islands, and promoted under wild islands a lot of it is just providing signage and directions to some really fantastic trails. I know my wife and I do a lot of that, we've tried to get out this summer; about every weekend we get out to do a trail and a lot of materials that are not that far from home that we never knew anything about or that we've heard about that we've never visited. And as we go on these trails were meeting people from all over, who come to Nova Scotia and are taking advantage of these trails and they'll be staying in a local Airbnb. They'll be shopping at the local stores, they were there for a couple of days to check out all the beaches and the trails and maybe go kayaking. So it's becoming a really big business. One of the projects that we're working on in Cape Breton (and this is when I was I was involved with a little bit and I suspect I'll be involved again) is called the seawall trail and if you're familiar with meat Cove - which is, well, it's not the edge of the world, but I think you can see it from there - it's like the northern tip of Cape Breton. So if you go up there it's quite isolated, but they do have a little visitor center and some walking trails up there now but the seawall trail is a local initiative that's been put together by a number of local, very passionate people, and they have a vision for a five day walking trail along the northwestern coast of Cape Breton they've already mapped it out they've already located the alignment of the trail. The scenery is fantastic but part and parcel of this is, accommodations that you'd stay at along the trails each night so you go to meat Cove you'd actually park at the visitor center, and a shuttle would take you down to one of two different trailheads and then you'd start your hike going north along this coastline back up to Meat Cove; that could take you either three or four days depending on which trailhead you start from. They did an extensive study on their own, then tourism provided them funding and did a very extensive study to determine the interest in something like this and the results are phenomenal. Like, for people who would come from other countries only to do that trail, the numbers you look at are really good. So based on a lot of these studies and the popularity of ecotourism and how it's just it's such a growing business that they're providing them with lots of support and funding to enable this project to happen. So it'll be a couple of years before it's done, because

they still have an awful lot of work to do, but it's a project that's happening and it's one that I think is really going to be a premier destination in the world of ecotourism and another big advantage of it, of course, is that it's not that far from Highlands National Park. So there's other facilities here in the park that they can rely on as they spend three or four days on this trail and get to see everything else what's going on the Cape Breton which is a fantastic place. But the draw for them would be this trail. A lot of our vendors are involved in ecotourism, we also have a marine component in that we've had folks here in our shop that are working on the marine section and they've developed what's called a marine visitor strategy. So what it is, it's trying to identify all the services and facilities that are available around the province for foreign visiting boaters. So these are the big white yachts mostly that could bring like huge amounts of money into the province and part of that strategy developing itineraries is allowing them or providing them with information on what there is to do. But what you do when you get here so a lot of it is doing an inventory of the businesses that are in the local areas next to these major marinas that they would actually dog for two or three days, and a lot of what they're interested in is ecotourism. They're interested in seeing the local area, they're interested in kayaking and hiking and biking and you know all of this kind of thing while they're here and whether it's the crew of the boat crew of the yacht or whether it's a chartered yacht and it's the you know the clients on board were trying to develop a working with tourism and with other marine sectors to develop the strategy to, again, entice people to come here. But in building the program of what they can do while they're here, a lot of what the response was, was that they'd like to do is ecotourism; traveling around taking their smaller boats off the bigger boats and visiting all the little nooks and crannies and you know getting involved in the culture of the community. You know like seeing what the residents do here, you know. So it's all very positive, it's getting more and more popular every year.

Questions 3:

The barriers that I thought were in place they're slowly being overcome and if you were to ask me this 10 years ago, I would say the barriers would be funding for the infrastructure required for whatever the business is but I think those sources are now starting to open up promotion of their business but I think that starting to get around with you know everything being done online now as long as you have a good Internet connection you can get the word out and then it's you know it's the barriers might be making sure that you have everything in place so that visitors that come can be provided with everything they need; accommodations and such. You know you can come you can have a wonderful time, you know, a secret three days sea kayak excursion where you can provide for everything while they're here but they may need accommodations they may need the way to get it from the airport or however they choose to come here so I think it's just identifying the gaps in providing a full package for folks that are coming to take advantage of whatever your services are and working with others to help bridge those gaps right. Well in one hand like I say about the about the climate change sort of evening out the weather pattern so that we have sort of extended our seasons I think that's a good thing because now you can you can sort of, a lot of the things, you can do earlier in the spring and go later in to the fall. Ecotourism also involves a lot of winter activities so maybe you know one of the climate change is going to affect that a negative sense because there's a lot of places that just might not snow if you're talking about your cross country skiing, if you're talking about you know snowshoeing, downhill skiing, or anything that involves cold winter activities which is the draw for people but with snow you know snowmobiling all that kind of stuff if you don't have the snow a lot of these things are going to be very difficult to actually carry through with us for climate change. In the

summertime activities or maybe like sea level rise well I was thinking yeah that it's going to affect it depending on what the nature of the party activity is; I know like a lot of the trails I've been on this summer you go through a variety of rain now we've had a good summer and maybe a little wetter than usual on a lot of the trails that we've been on; their sections that you can't go through because they're still too wet and you know speaking to locals they would say well it used to be the section would always be dry but we had a wet spring and it's just like carried on, so I can see you know maybe that being a detriment and I don't know if it would be enough to affect your business but I think in little ways there are sort of minor inconveniences by having to take sort of some diversions around sections of trail and I know there are large sections of trails that were shut down entirely because the storm damage done by hurricane Juan for instance; one of the last couple of big windstorms that we've had, spent some time in National Parks this summer and I hadn't been there for 5-6 years and I noticed like you really couldn't help but notice the amount of trees that were down just from windstorms and these were like a one-in-a-150 year storms that we're having where they really got hit bad with a lot of their trees just falling down; and I think those kinds of events are going to make it more difficult to carry on with a number of different businesses. Probably go towards them as well because the same way other businesses could be affected by sea level rise and storms and winds and wave inundation, depending on the nature of the business, and the location of the business, you'd be subject to the negative effects of all of these events as well. I guess it just depends on what your business is but yeah it's not climate change is not going to help to many people's business stand. I imagine it makes it easier to get to see the polar bears because they're going to be walking down Barrington St in another 20 years! But for all the for all the negative effects, think it's I think it's a matter of whatever the business is you're in trying to anticipate what's going to happen; and the proof is there I mean there's lots of sources of information where you can look at what's happened and look at what's going to happen based on what's happened. Lots of studies that have been done to project big projections in future and I think the onus is on individuals and businesses, corporations and all entities to heed the call to take this information seriously and to plan accordingly in whatever they do, ecotourism included.

3. Fisheries Museum

Question 1:

00:44:42.360 --> 00:44:46.410

Weiyu Shi

I'm wondering what your understanding of the concept of ecotourism

00:44:53.440 --> 00:44:54.180

Russell, Hilda J

1st amendment.

00:44:54.230 --> 00:44:55.120

Russell, Hilda J

Ecotourism

00:44:56.710 --> 00:44:58.230

Russell, Hilda J

to me it's it's.

00:44:59.370 --> 00:45:05.670

Russell, Hilda J

It can be a. It's not just outdoor tourism that can be tourism that's done by.

00:45:06.350 --> 00:45:07.140

Russell, Hilda J

You know, uh?

00:45:08.050 --> 00:45:08.270

Alexandria Soontiens-Olsen

Here.

00:45:08.930 --> 00:45:10.050

Russell, Hilda J

Even you know.

00:45:11.610 --> 00:45:17.770

Russell, Hilda J

Museum like they were going to do in the quilting using and things of that nature. I mean to me it's it's.

00:45:18.830 --> 00:45:24.240

Russell, Hilda J

It's not just to being out into the environment, so my understanding of it is it's beyond that scope.

00:45:24.800 --> 00:45:39.470

Russell, Hilda J

Uhm, and it's tourism where you're you're using your industries in your environment and your surface around you to create that economic economy and and sustainability? That's my understanding of it. I'm not sure if that's correct or not.

00:45:40.270 --> 00:45:41.050

Weiyu Shi

No, that's not.

00:45:40.560 --> 00:45:49.700

Russell, Hilda J

So like I'll give you an example. So for eco tourism, one of the products that were working on developing and hopefully it'll happen next year when we're maybe a little more.

00:45:49.750 --> 00:46:10.220

Russell, Hilda J

Or or or so COVID driven by everything. So I am I'm working with it collaboration with Ross Farm Museum and it is a heritage. Skills is sort of the the core of what we're getting at but that product what we would be offering would be people taking a walk through the woods.

00:46:11.330 --> 00:46:29.640

Russell, Hilda J

Uh, and the Ross Farm property with an experienced woodsman and we would be teaching them to traditional skills of how the forest grows. What does it need? Why do we harvest this tree? When do we harvest that tree? How do we go about this in a way that we are being friendly towards our environment?

00:46:30.330 --> 00:46:41.400

Russell, Hilda J

And we're doing it in a sustainable way. Then that product goes on to show. What do we do with that? Would that we have harvested so in this particular case we're going to make a compass bucket?

00:46:43.010 --> 00:47:05.470

Russell, Hilda J

So then you would come to the museum. You know the product would continue, but everything is about how to use what's in your backyard using heritage skills in a way that we work with our environment. We don't damage our environment, we work with what it provides in the natural, sustainable way.

00:47:07.870 --> 00:47:35.570

Russell, Hilda J

So that to me is an echo product. Yeah yeah. And from our perspective that like that does that doesn't have to be like a big overnight adventure, or necessarily that you're out in the woods. That could be as simple as going down to the beach and doing it boiled book project with people, right? Picking up grasses and leaves and rocks and whatever I'm putting in and doing a boiled book or something like so that's you know, that's ours. It's it's very it's. It's fairly broad, it's it's.

00:47:36.850 --> 00:47:43.490

Russell, Hilda J

It's it's not just large. I think in in some perspectives people think it's just these large outdoor adventure activities.

00:47:37.000 --> 00:47:37.310

Weiyu Shi

Yeah.

00:47:44.310 --> 00:47:58.320

Russell, Hilda J

But from our perspective, in the way that we deal with it, it's it's. It's. It's not just that it's, it's a variety of other things. Yeah, we'd look like in this particular product, like the food that we will serve. It'll be food that is in season.

00:47:59.150 --> 00:48:10.250

Russell, Hilda J

It also whatsoever what does this environment provides you at this time of year, and that's how you eat. And if you're eating local then you're reducing your carbon footprint.

00:48:11.580 --> 00:48:18.510

Russell, Hilda J

So it's kind of tying everything in with heritage skills and creating a full complete product.

00:48:19.700 --> 00:48:30.220

Weiyu Shi

Yes, that that totally makes sense. I think, specially with number of wasted wasted UNESCO his raid status. So kinda yeah, I'm actually like.

00:48:26.940 --> 00:48:27.290

Russell, Hilda J

Right?

00:48:31.720 --> 00:48:40.230

Weiyu Shi

Very glad like you bring up the topic off historic preservation. So do you think do like kind like in the late ecotourism?

00:48:41.020 --> 00:48:41.870

Weiyu Shi

Uh, me.

00:48:42.980 --> 00:48:48.350

Weiyu Shi

Ask like like do you see like if you could really combine, see.

00:48:49.290 --> 00:48:53.570

Weiyu Shi

Aspects of culture or history presentation.

00:48:53.560 --> 00:48:57.750

Russell, Hilda J

Absolutely, yeah, I think that's where some of the strong suits can be for that Ashley.

00:48:58.650 --> 00:49:04.530

Russell, Hilda J

I think for me sometimes it it's about realizing that as we move forward into the future.

00:49:04.580 --> 00:49:16.530

Russell, Hilda J

Her UM, then. Certainly where we're going to need a lot of smart people to figure out some of the messages we've made in our environment. But there's a lot of valuable lessons to be said for traditional knowledge.

00:49:17.480 --> 00:49:24.500

Russell, Hilda J

A lot of valuable lessons. There was a lot of practices by our forefathers that we're not quite so damaging.

00:49:24.770 --> 00:49:30.880

Russell, Hilda J

Yeah, yeah they were sustained. Yeah yeah, sustainability was a way of life at one time, yeah?

00:49:31.970 --> 00:49:41.310

Russell, Hilda J

You really were just working with your environment and balance with your environment, so there's something to be said for in many cases it's a lost skill.

00:49:42.410 --> 00:49:48.330

Russell, Hilda J

It's just a last skill of understanding why, for example, you would not cut that tree down now.

00:49:50.060 --> 00:50:13.130

Russell, Hilda J

There's there's there's good practice behind that so myself as I work in collaboration with the other museum, the product that I told you of is just the first one. We have a whole list of products that run on that same continuous theme of heritage skills and how heritage skills are part of being eco friendly.

00:50:15.110 --> 00:50:44.440

Russell, Hilda J

But how I'm whatever what, what can you do? Like we look at it as well too. Is that when we're doing stuff when we're doing stuff where we're looking at now projects now is, you know, even from an internal perspective is it's not just when we're doing events or we're looking at outside projects, and you know, from, uh, from even in in internal perspective. Now as a, you know, how are we going to be putting something in that? It does not become a drain does not become something that you know.

00:50:46.190 --> 00:51:16.270

Russell, Hilda J

It has a negative impact over time and trying to maintain, you know the social sustainability factor of everything. I mean, that's just not really for it, only for the heritage, standard programs and stuff like that you look at that even now when you're putting in exhibits and things of that nature, right? I mean, we're having a significant discussion right now, which completely relates to that. That really resolves. It revolves around our aquarium failed, and I had a discussion yesterday. Continued discussion on that right now.

00:51:16.430 --> 00:51:17.240

Russell, Hilda J

Right so.

00:51:17.870 --> 00:51:20.580

Russell, Hilda J

It's it's. It's those particular things, right?

Question 2:

00:51:24.120 --> 00:51:29.580

Weiyu Shi

Yeah, sounds good. Sounds like that sounds like like do perceive that as like me.

00:51:30.070 --> 00:51:33.390

Weiyu Shi

Uh, potential adaptation strategies for for you.

00:51:33.280 --> 00:51:33.640

Russell, Hilda J

Yeah.

00:51:33.980 --> 00:51:34.550

Weiyu Shi

30 million.

00:51:34.310 --> 00:51:34.540

Russell, Hilda J

Yeah.

00:51:35.320 --> 00:51:35.840

Russell, Hilda J

Take time.

00:51:38.160 --> 00:51:38.660

Russell, Hilda J

Yes.

00:51:40.270 --> 00:51:46.070

Russell, Hilda J

I think that today come again as I sort of alluded to earlier in the conversation.

00:51:46.970 --> 00:51:47.470

Russell, Hilda J

Uhm?

00:51:48.770 --> 00:51:55.320

Russell, Hilda J

Before museum to be a successful member to its own community and the broader community.

00:51:56.620 --> 00:51:59.840

Russell, Hilda J

It's not just good enough that we tell stories in the past.

00:52:00.860 --> 00:52:07.780

Russell, Hilda J

I, I think for us to really maintain ourselves into being relevant, we we have to be applicants.

00:52:08.680 --> 00:52:16.810

Russell, Hilda J

And I think that we have to take on that responsibility, and I think that there are for the younger demographic which is my future.

00:52:17.930 --> 00:52:20.320

Russell, Hilda J

Uhm, I think there's an expectation.

00:52:21.310 --> 00:52:32.260

Russell, Hilda J

And and I think the expectation is right. I mean I I would agree with that expectation that I think that people do expect that we are going to be using responsible practices.

00:52:33.650 --> 00:52:35.910

Russell, Hilda J

And and and to me that's a whole.

00:52:36.840 --> 00:52:49.080

Russell, Hilda J

Idea of responsible practices? That's not that should be part of everybody's business, right?

Really, it should not be something that is just a a niche kind of approach to a particular industry.

00:52:49.650 --> 00:53:09.400

Russell, Hilda J

Uhm, I think that should be something that strive to be a part of everybody's businesses, period. And whatever product they put out in whatever they're doing. And I agree. I think it should be every business issues that practice, but I do feel there's an additional expectation or responsibility on museums as being representatives.

00:53:11.170 --> 00:53:36.570

Russell, Hilda J

Or I personally internalize on as I feel I have a. I have a responsibility towards that from whether it be large item or really tiny little item. I mean it's something as tiny as we spoke of yesterday. We wanted to create these buttons to celebrate National Museum Day and immediately the conversation goes towards wait a minute. What are we going to make the buttons on? If you don't want any plastics on the buttons?

00:53:37.530 --> 00:54:02.430

Russell, Hilda J

You know, I'm so it can be something as tiny or something huge. I mean, I, I think it's just need to be kind of woven through the fabric of what you do as far as what do we do with the exhibits? Well, we do new exhibit work. I mean, sure, it's no surprise we have a big template that we follow and within that template there is a category on sustainability. How green is the product?

00:54:03.420 --> 00:54:08.720

Russell, Hilda J

What is the maintenance of that product? You have to have a responsibility of looking forward.

00:54:10.330 --> 00:54:20.800

Russell, Hilda J

And we're we're we're started as well. One of the things that we're working with here now is is wanting to go with more vocal designers and so that our products are coming more locally.

00:54:21.200 --> 00:54:53.320

Russell, Hilda J

Uhm, we've just started a great relationship with a with a a woodworking company here and lunenburgs, uh, and they're actually working with us to do our exhibit design right now. They weren't exhibit designers. That's not what their role is, but we've just we're creating this exhibit jointly. There are local company and we feel we need to work more with some of our local resources, and we need to enhance some of the skill sets and some of the products that we have as well. And that's that's not just good for our local businesses, but.

00:54:53.400 --> 00:55:05.560

Russell, Hilda J

That also you know that that also compacts everything that we're talking about in terms of resourcing and outsourcing. Locally, we wish there was so much more we could help source locally.

00:55:05.970 --> 00:55:35.620

Russell, Hilda J

Uh, we try as much as we can and and I know from a from a price point from a gift shop that becomes difficult with that sometimes because just, you know price does matter to a consumer, but we're we're. We're trying more and more and more and more detritus, outsource local products and have something that's from a general. You know, uh, general area that it's not it's it doesn't task quite as much to the.

00:55:36.310 --> 00:55:44.010

Russell, Hilda J

You know the environment overall to to get us from point A to point B. So we're we're. I think. I think there's a lot of growth area with that.

00:55:44.710 --> 00:55:47.880

Russell, Hilda J

I think museum is actually can be a catalyst for a lot of this.

00:55:48.760 --> 00:56:18.560

Russell, Hilda J

And and museums really have to historical historical knowledge that really lends itself to to educating ecotourism and sustainability, because I mean that's if you look back in every in the in what we represent. The stories of the past that was first and foremost on their minds may have been for different reasons, but that was that was really important. Yeah, I guess you know, there's just a lot of ways that it's become second nature, so I don't think of it instantaneously, but.

00:56:19.160 --> 00:56:49.360

Russell, Hilda J

I I know that the other winter when myself and the other curator we were, you know, getting ready to order big image. You know, graphic banners and and you know of course, one of the things you look at is cost. But we make our decisions then we equate cost with what is the travel plan and what is the footprint that it leaves? So is the cost. Although this place is cheaper but it has a big travel process and that's putting a negative Greene footprint.

00:56:49.540 --> 00:57:01.070

Russell, Hilda J

So maybe we'll spend more money so that we have less of a negative Greene footprint. Those are always just part of our decisions, like it's just kind of in our nature to always be thinking about it that way.

00:57:02.860 --> 00:57:05.230

Russell, Hilda J

And I guess maybe the general public doesn't realize that.

00:57:06.760 --> 00:57:09.610

Russell, Hilda J

That's how we're wired so that we are always thinking about.

00:57:10.620 --> 00:57:11.330

Russell, Hilda J

As a parent.

00:57:13.390 --> 00:57:16.840

Weiyu Shi

Let's sounds like some like that like.

00:57:17.730 --> 00:57:27.410

Weiyu Shi

Earlier of implementation, like if you were really put ecotourism or like natural interest rate preservation practice so.

00:57:27.240 --> 00:57:27.630

Russell, Hilda J

Yes.

00:57:28.530 --> 00:57:28.770

Russell, Hilda J

Yeah.

Question 3:

00:57:29.930 --> 00:57:40.610

Weiyu Shi

Uh, not, so that's actually my last question, so would any other barriers comes to mind. If you really well, well about like flooding Rogers infected.

00:57:44.040 --> 00:57:44.450

Russell, Hilda J

Ah.

00:57:45.160 --> 00:57:50.990

Weiyu Shi

Or or or do we experience other barriers in the like the programming have Lee right now?

00:57:53.190 --> 00:57:54.270

Russell, Hilda J

So other thing COVID.

00:57:56.190 --> 00:57:57.530

Russell, Hilda J

That's my biggest barrier.

00:57:58.150 --> 00:58:04.590

Russell, Hilda J

I think it's it. It's it's something that some of the things it's. It's the sometimes believe it or not time as a barrier.

00:58:05.800 --> 00:58:06.190

Weiyu Shi

Right?

00:58:07.350 --> 00:58:37.410

Russell, Hilda J

You know, because it's it's. It's sometimes becomes down to very limited resources to try to human resources as well to to try to get these initiatives and create, you know, do do the research behind it and create the relationship. Sometimes you know it's and all of that educational piece it it comes down to that investment when you still have all your you know hundred other things undergo that needs to still be sustained at a certain level. It's set really ability to to to.

00:58:37.470 --> 00:59:07.880

Russell, Hilda J

Carve out that time and and make that the the the priority time to to do that there's there's.

There's a lot of demands on time, from from more and more and more every day we feel it more and more and more every day from you know all of the pieces every year of your business is your due diligence practices your accountabilities your your you know your your administration has just completely gone up and sometimes you it's having that time to really focus on on really what are their main priority things and and a curve it out because it's not.

00:59:08.170 --> 00:59:19.600

Russell, Hilda J

It's not a simple task, and in some of these things that we're talking about it's education, its relationship building, it's research. It's it's, you know, so that component and and and again, not necessarily having.

00:59:20.070 --> 00:59:39.290

Russell, Hilda J

Uhm, a lot of readily available resources around you necessarily in your community that has that expertise always as well. So sometimes you're kind of creating that that that as you go, you go ahead. So yeah, I would say the biggest barriers are availability of services. Sometimes being in more rural areas.

00:59:39.350 --> 00:59:45.870

Russell, Hilda J

This, uh, that does lead us often times as I had just spoken of earlier down that rabbit hole.

00:59:48.270 --> 00:59:59.860

Russell, Hilda J

Yeah, you know of wanting to make you know good clean choices, but struggling with the resources that are available when you're in a rural environment, right?

00:59:48.410 --> 00:59:48.740

Weiyu Shi

Here.

01:00:02.070 --> 01:00:02.660

Alexandria Soontiens-Olsen

Her.

01:00:02.160 --> 01:00:16.960

Russell, Hilda J

Sometimes the those issues are, you know you would face different issues than it would if you were in a more centralized populated area. There's more services available to you readily available, and more importantly, maybe in a more speedy manner.

01:00:17.560 --> 01:00:18.050

Weiyu Shi

How?

01:00:19.460 --> 01:00:20.160

Russell, Hilda J

Right well.

01:00:20.310 --> 01:00:20.700

Weiyu Shi

That's.

01:00:23.040 --> 01:00:23.900

Weiyu Shi

Me.

01:00:24.830 --> 01:00:26.160

Weiyu Shi

I'm about 12 hours.

01:00:26.760 --> 01:00:27.390

Weiyu Shi

Uh.

01:00:28.650 --> 01:00:29.300

Weiyu Shi

How about?

01:00:30.090 --> 01:00:34.780

Weiyu Shi

I'm like more on culture and history and preservation practice.

01:00:35.730 --> 01:00:36.430

Weiyu Shi

Misty

01:00:37.030 --> 01:00:39.690

Weiyu Shi

is there, like any particular barriers.

01:00:40.840 --> 01:00:42.410

Weiyu Shi

I'm glad to Skyping.

01:00:44.610 --> 01:00:44.980

Russell, Hilda J

I.

01:00:46.740 --> 01:00:52.910

Russell, Hilda J

I think our opportunities are for our great or I think it's easier from the preservation pace.

01:00:53.400 --> 01:01:22.990

Russell, Hilda J

Uh, I I I really do. I would say it's easier for him to preservation piece because that because that that focus is already there in that in that realm like people have been thinking about this for quite quite awhile. From from that aspect, and I think in terms of looking at, you know, they resources that have been available to us within their museum, museum sector through some of our education opportunities and through or some of our association opportunities. And even within the department that we work in and and relate to.

01:01:23.930 --> 01:01:33.960

Russell, Hilda J

You know, I think there's been some they've been they've been working towards this for awhile, so I think the tools have been, you know, our sector may have a little easier because we were we were kind of.

01:01:34.730 --> 01:02:05.130

Russell, Hilda J

We had some of these tools to work with. I think some of the information and some of the encouragement and they and the you know, yeah, and then understanding and maybe another and I think as well and understanding it because we know the history and we know the past history of things when we're done differently. We can speak to the value of it out, maybe a little bit more so from a perspective of a of a buy in or cultural shift or anything like that. I think that's much easier when you're working into a heritage industry.

01:02:05.890 --> 01:02:36.260

Russell, Hilda J

Because you know they don't need to be convinced. They already know that these things have worked in the past, and that they can work again. And yeah, we got. You know, we can look to our past to correct our future and we already get that in that industry, right? And and and we we can look at it in terms of taking that knowledge that we have within heritage institutions and and. And we can see that moving towards that is progress. It's not going backwards in it. 'cause some people think that when you look to the past you're just stuck in the past and.

01:02:36.410 --> 01:02:53.820

Russell, Hilda J

From cultural institutions like us, that's not. That's not where we see it, so I I think you know from all of the cultural institutions that we deal with on a regular basis, I consider their their their programs they've been thinking about this. They were. They've been thinking about this long before now.

01:02:54.520 --> 01:02:57.860

Russell, Hilda J

This has been topics and conversations that we've been having for a while.

01:02:58.500 --> 01:03:02.200

Russell, Hilda J

So I I think in that perspective, from a preservation point of view.

01:03:02.510 --> 01:03:31.740

Russell, Hilda J

Uh, you know we we look at that and and when even with the preservation and caregiver effects, you know we've always handed handle these things and hinder manner that they were sustainable and they weren't damaged. So even the way that we've had the think about the things we have and the things that we we are stewards of caring for just the fact that they have been timeless, priceless, irreplaceable things. I've made us always look through a different lens in terms of the way we handled them.

01:03:21.740 --> 01:03:22.270

Alexandria Soontiens-Olsen

4.

01:03:32.260 --> 01:03:53.050

Russell, Hilda J

And and by nature that as well, I think that translates it. It becomes very easy for us to translate that kind of mindset into other aspects of of the way you interact with your your world in your environment, because that's the way, as as museum industry professionals we have to, we have to think about that every day.

01:03:54.380 --> 01:04:03.840

Russell, Hilda J

In terms of the stuff around us, so it just becomes an expansion of of that right? For example, if everybody looked at the Earth as an artifact, we'd have no problems.

01:04:06.370 --> 01:04:07.200

Russell, Hilda J

Exactly.

01:04:08.850 --> 01:04:15.040

Russell, Hilda J

Right, yeah, so I I think I think from your preservations point of view, I think we have we. We probably have a bit of a.

01:04:15.780 --> 01:04:16.490

Russell, Hilda J

Uh.

01:04:16.580 --> 01:04:19.140

Russell, Hilda J

Yeah yeah, yeah.

01:04:19.770 --> 01:04:24.510

Russell, Hilda J

Yeah, no I I would. I would agree with that wholeheartedly. I I think it's it's just within.

01:04:25.350 --> 01:04:27.850

Russell, Hilda J

Within our DNA, it's it's how we look at things.

01:04:29.160 --> 01:04:29.730

Alexandria Soontiens-Olsen

Test.

01:04:29.280 --> 01:04:29.770

Weiyu Shi

Lastly

4. Lunenburg Paddling Adventures and Rentals

Question1:

00:02:39 Weiyu,Shi

OK, So what is then? What is your understanding about the concept of ecotourism?

00:02:51 Mike

It's for me it's ecotourism tourism is.

00:02:55 Mike

Pretty basic, it's it's. It's basically being outside and.

00:03:01 Mike

Letting people appreciate nature.

00:03:06 Weiyu,Shi

So yeah, I believe it has a lot of association with, particularly like your type of business like paddling and showing people around getting outdoor.

00:03:16 Mike

Yeah, I I agree.

00:03:19 Mike

And and and my business is not just taking people paddling I I take them to beaches where they go swimming.

00:03:26 Mike

I if they want to go and explore an island we go to, we go to island. So I mean I, I try and do whatever people want.

00:03:35 Weiyu,Shi

Yeah, so so.

00:03:37 Weiyu,Shi

So from your understanding, it's about like explore of nature and appreciation of nature.

00:03:43 Weiyu,Shi

OK yes, and do you?

00:03:46 Weiyu,Shi

Do you just associate the term with education such as like?

00:03:50 Weiyu,Shi

Uhm, education about like providing education to visitors about like the ecology around the around Limburg or the beaches or the wildlife.

00:04:01 Mike

Yes, if they're interested.

00:04:04

Oh, OK.

00:04:05 Mike

But I try not to push it on anybody.

00:04:09 Weiyu,Shi

Yeah, it's totally.

00:04:10 Mike

Because I I could talk about it all day.

00:04:14 Mike

So I'm trying very hard not to unless unless they're interested. If they ask 1st and definitely I'll give them all the detail they want.

00:04:22 Weiyu,Shi

Yes, no sounds good.

00:04:25 Weiyu,Shi

Uhm, OK, so the next question would be.

Question 2:

00:04:32 Weiyu,Shi

Do you see it as an option for your sector to adapt as a response to future changes?

00:04:42 Mike

Yeah, yeah.

00:04:45 Mike

Adapt where it's possible, but it's not always going to be possible.

00:04:50 Mike

If

00:04:51 Mike

If you're running a paddling business.

00:04:52 Mike

On a big.

00:04:53 Mike

Open body of water.

00:04:55 Mike

And the winds are twice as strong every day than they usually are.

00:05:00 Mike

That you just can't.

00:05:01 Mike

Take people out.

00:05:02 Weiyu,Shi

Yes, for sure.

00:05:04 Mike

So yeah.

00:05:07 Weiyu,Shi

So there certainly are some risk there, I would assume.

00:05:13 Mike

Manageable risks, yes.

00:05:15 Weiyu,Shi

OK, that's good to hear, so it's still manageable.

00:05:20 Weiyu,Shi

OK, uhm.

00:05:23 Weiyu,Shi

So I guess.

Question3:

00:05:24 Weiyu,Shi

The last question would be is there any major like barriers of implementation and ecotourism for like your type of business?

00:05:37 Mike

Barriers no I I don't think so.

00:05:42 Weiyu,Shi

Yeah, uh, maybe.

00:05:44 Mike

Do you have you have any examples of what you consider to?

00:05:46 Mike

Be a barrier.

00:05:49 Weiyu,Shi

Maybe like a staff shortage or.

00:05:53 Weiyu,Shi

Uh or like, do you feel like there is enough support from like geos or government agencies to support your business to like?

00:06:05 Mike

Really and truly, I don't. I don't depend on anybody to support my business except me.

00:06:10 Weiyu,Shi

Oh OK, OK.

00:06:14 Weiyu,Shi

That that's good. Good for you. So like.

00:06:17 Mike

They're really in anybody I've I've. I've been on courses I've been to tons of meetings to see if there's anybody there who can offer.

00:06:30 Mike

What I need and that there isn't?

00:06:32 Weiyu,Shi

Oh, OK.

00:06:35 Weiyu,Shi

Well, so yeah, that's part of like what, uh, like? Part of the expected outcome for this study. So we really hope to like gather information about what business operators need and then like generate our report to like publish.

00:06:53 Weiyu,Shi

Our result and hope government, like other agencies, could provide more helpful resource to you.

00:07:02 Mike

Now it's it's very different for me 'cause I.

00:07:04 Mike

Run a very small.

00:07:05 Weiyu,Shi

Business OK?

00:07:07 Mike

And I like it that way.

00:07:08 Mike

It's just me, it's just me in.

00:07:10 Mike

The boats, and that's all my businesses.

00:07:13 Mike

If you talk to Carl and pleasant paddling.

00:07:15 Mike

OK, he might have a completely different completely different idea because his business is different than mine.

00:07:23 Weiyu,Shi

OK, yeah, that totally makes sense. So you are like more self dependent so.

00:07:28 Mike

Exactly OK.

00:07:30 Mike

Have you talked to Carl at pleasant paddling?

00:07:33 Weiyu,Shi

Yeah, I believe so. Like a few months ago.

00:07:37 Weiyu,Shi

OK, yes uhm, OK, thank you. It's very lovely to talk with you.

00:07:43 Mike

Well and come on down this summer and compelling.

00:07:45 Weiyu,Shi

With me, yeah for sure.

00:07:47 Mike

OK.

00:07:48 Weiyu,Shi

I'll bring my friends.

00:07:50 Mike

As many friends as you want.

00:07:52 Mike

OK.

00:07:52 Weiyu,Shi

Great, thank you.

00:07:54 Mike

Nice talking to you. Bye bye.

5. Lunenburg Walking Tours

Question 1:

00:35:41 Weiyu, Shi

So first, what is your understanding of the concept of ecotourism?

00:35:47 Weiyu, Shi

Like when we speak of ecotourism like what comes to mind.

00:35:52 Lunenburg Walking Tour

Showing people things that are environmentally conscious.

00:35:58 Lunenburg Walking Tour

Where are you going into Luna Bergen and being able to show what you're doing too?

00:36:08 Lunenburg Walking Tour

Capture 2.

00:36:13 Lunenburg Walking Tour

Sunlight to produce.

00:36:16 Lunenburg Walking Tour

To you know, to have the solar power.

00:36:20 Lunenburg Walking Tour

Panels, that's that's what I would see as part of ecotourism.

00:36:29 Lunenburg Walking Tour

But my knowledge of it is limited. Yeah, you tell me what and then let me respond to how would you define ecotourism?

00:36:39 Weiyu, Shi

So an ecotourism is basically like focused on natural conservation or like natural protection based.

00:36:50 Weiyu, Shi

And it and it also has an aspect on on natural and history conservation.

00:37:03 Weiyu, Shi

Of like either like natural resources or like cultural culture and history.

00:37:08 Lunenburg Walking Tour

Recycling and that kind of thing.

00:37:10 Weiyu, Shi

No, no no. I mean like natural natural resource or like culture and history and resources.

00:37:19 Lunenburg Walking Tour

So culturally in historic resources.

00:37:24 Lunenburg Walking Tour

You know that's more what I do.

00:37:28 Lunenburg Walking Tour

But I don't.

00:37:30 Lunenburg Walking Tour

I don't focus much on the ecotourism side.

00:37:35 Lunenburg Walking Tour

Sadly, yeah.

Question 2:

00:37:40 Weiyu, Shi

So would you see it as an option for? Like for your business or the for the tourism sector to adapt like?

00:37:49 Lunenburg Walking Tour

To to be to include some.

00:37:55 Lunenburg Walking Tour

I think I've had a few people ask me what what are.

00:37:58 Lunenburg Walking Tour

You doing and.

00:38:00 Lunenburg Walking Tour

Canada areas specifically in Nova Scotia too.

00:38:05 Lunenburg Walking Tour

You know, I say you go to Lunenburg. You see windmills?

00:38:09 Lunenburg Walking Tour

Where we're you know, harnessing the wind to generate power.

00:38:15 Lunenburg Walking Tour

And 20% of Nova Scotia's electricity needs now is generated through wind.

00:38:24 Lunenburg Walking Tour

So that's ecotourism.

00:38:26 Lunenburg Walking Tour

In my view, would you not agree?

00:38:28 Weiyu, Shi

I don't know why.

00:38:29 Lunenburg Walking Tour

It's not.

00:38:32 Weiyu, Shi

No, so I think based on what I heard.

00:38:37 Weiyu, Shi

So ecotourism for you means like sustainable operating its operation of of tourism like wind farm and solar panel.

00:38:53 Lunenburg Walking Tour

But it doesn't. It doesn't figure. I point out the windmills.

00:38:57 Lunenburg Walking Tour

And the.

00:38:59 Lunenburg Walking Tour

To visitors, but other than that I I don't devote a lot of time, sadly again to to that concept, it's important nonetheless.

00:39:10 Weiyu, Shi

Yeah, yeah, so I I I know you are like very knowledgeable about his storage and like colonial history of the town. So like we do like consider like incorporating that knowledge like like you said like showing.

00:39:27 Weiyu, Shi

Like telling the story of the town to tourists something.

00:39:36 Lunenburg Walking Tour

Hi sweatshirt.

00:39:39 Lunenburg Walking Tour

Oh good, I'm

00:39:40 Lunenburg Walking Tour

I'm just up at Dell at the moment.

00:39:47 Lunenburg Walking Tour

You were asking me about incorporating some of that into my commentary, my historical commentary.

00:39:59 Weiyu, Shi

Like explain like show the tourists about historical.

00:40:03 Lunenburg Walking Tour

Well, you know, like.

00:40:05 Lunenburg Walking Tour

The oldest house in Lunenburg, which is up here on York St as were most of the houses when they were first built, were insulated with using seaweed seagrass.

00:40:19 Lunenburg Walking Tour

So that's, uh.

00:40:22 Lunenburg Walking Tour

Uh, you know, and and I read not long ago that from the point of view of things, sustainable and.

00:40:34 Lunenburg Walking Tour

Using what's available? Naturally, that's becoming more popular. In Canada you seaweed dry it and put it between the walls to keep your house warm.

00:40:45 Lunenburg Walking Tour

So so back as early as seventeen 5354. Actually, when the Little York Cottage was built.

00:40:54 Lunenburg Walking Tour

Uh, they weren't thinking about.

00:40:57 Lunenburg Walking Tour

Things environmental they were thinking about saving money and getting something that they was right there rather than as we do now.

00:41:07 Lunenburg Walking Tour

Put fiberglass and all that sort of thing and which is difficult to get rid of in between the walls to install.

00:41:15 Lunenburg Walking Tour

So does that. Does that answer your question as an example?

00:41:19 Weiyu, Shi

Ah yeah, I believe so. It's like no local knowledge.

00:41:22 Lunenburg Walking Tour

Yes, so you know what I mean by seaweed? Yes yeah yeah so.

00:41:30 Lunenburg Walking Tour

But specifically, and I point that out on my walk, and I'll say, you know, here this house.

00:41:39 Lunenburg Walking Tour

You know it's still the original walls and so on, but in between the walls is still the original insulation. What was it? Well seaweed, some used horsehair.

00:41:51 Lunenburg Walking Tour

Yeah, but seaweed in a fishing town like Lunenburg coastal town, it made sense yes, and I guess people are saying today environmentalists. It makes sense to do it again. Use it now. It is cheap.

00:42:08 Lunenburg Walking Tour

And it's not harming the environment to use it like fiberglass and all the other things like chemicals that they use spray foam in between for with from aldehyde, it's damaging to the environment. So use something that comes naturally.

00:42:29 Lunenburg Walking Tour

Here so I I read in the Chronicle herald.

00:42:33 Lunenburg Walking Tour

Uh, you know, seaweed is now coming back as a as an option.

00:42:40 Weiyu, Shi

Yeah, yeah, so yeah, it's always. That's kind of like a touch the eco tourism like local knowledge like this. It should be like preserved and.

00:42:49 Lunenburg Walking Tour

Yes, yes. So I do talk about that. And yeah, I do talk about that as an example and.

00:42:59 Lunenburg Walking Tour

I don't make.

00:43:01 Lunenburg Walking Tour

I don't make it a a pivotal theme of my walk.

00:43:06 Weiyu, Shi

Yeah, sure.

Question 3:

00:43:09 Weiyu, Shi

OK OK, so would you perceive any barriers for you like to?

00:43:16 Weiyu, Shi

To implement ecotourism or like improve, incorporate.

00:43:20 Lunenburg Walking Tour

No, if I could think of some way to do it.

00:43:25 Lunenburg Walking Tour

I would could.

00:43:30 Lunenburg Walking Tour

I just

00:43:32 Lunenburg Walking Tour

I guess I haven't done the research.

00:43:35 Lunenburg Walking Tour

To do it that way.

00:43:36 Lunenburg Walking Tour

OK.

00:43:38 Lunenburg Walking Tour

But there are a lot of people. An increasing number of people interested in that.

00:43:41 Lunenburg Walking Tour

Sort of thing like you.
00:43:42 Weiyu, Shi
Yes, yeah.
00:43:44 Weiyu, Shi
Yeah, we have heard like a few restaurant like they collaborated with like.
00:43:50 Weiyu, Shi
Bike tours.
00:43:52 Lunenburg Walking Tour
Yeah, there are bike tours.
00:43:54 Weiyu, Shi
Yeah, to advertise their business.
00:43:59 Lunenburg Walking Tour
Yeah, I.
00:44:01 Lunenburg Walking Tour
I don't have you.
00:44:02 Lunenburg Walking Tour
Had in any of your other interviews, anybody pursue the same theme that I've talked about?
00:44:09 Lunenburg Walking Tour
The historic side.
00:44:11 Weiyu, Shi
Uh yes, definitely leave fishery museum. Oh yes, yeah, yeah. So because like they have been like given the UNESCO status, so they perceive themselves like active like player in the tourism sector like to advocate for.
00:44:31 Weiyu, Shi
Culture and history preservation yes.
00:44:36 Weiyu, Shi
Other than that, I think is the Bluenose Museum.
00:44:40 Lunenburg Walking Tour
It's called the Fisheries Museum. It's a fisheries Museum of the Atlantic.
00:44:44 Weiyu, Shi
Yes, and and there's also another one called a Bluenose 2 museum like the boat.
00:44:51 Lunenburg Walking Tour
Oh, is there? I'm not sure there may be.
00:44:55
OK.
00:44:58 Weiyu, Shi
So so based on our previous conversation, lots of them focus on labour shortage, but I I think it's not applied to your company.
00:45:09 Lunenburg Walking Tour
No, because I'm a one man band, but.
00:45:11 Weiyu, Shi
For that.
00:45:14 Lunenburg Walking Tour
Businesses this year in Lunenburg are closing.
00:45:18 Lunenburg Walking Tour

My favorite restaurant in the world is called the Grand Banker, but they're closed on Tuesdays and Wednesdays because they can't help. They can't find people to work.

00:45:30 Lunenburg Walking Tour

The Old fish factory, which is here upstairs in the museum, they close at 3:00 o'clock when they used to be open for dinner at night and they close at 3:00 o'clock because they don't have the staff now. They're not open in the winter now at any.

00:45:47 Lunenburg Walking Tour

Right, but staffing has become because of COVID.

00:45:52 Lunenburg Walking Tour

For some reason, staffing has become a problem.

00:45:57 Weiyu, Shi

Yes, yeah, like lots of factors, yeah.

00:46:03 Lunenburg Walking Tour

But it's.

00:46:05 Lunenburg Walking Tour

Through the work that people like you are doing, you were raising, uhm, you were raising an awareness.

00:46:16 Lunenburg Walking Tour

Yeah, which I don't think has been taken too seriously.

00:46:26 Weiyu, Shi

OK, so that's kind of like all my question today, so do you have any final thoughts based on Ranger?

00:46:36 Lunenburg Walking Tour

No, I guess questioning why did you choose Lunenburg?

00:46:42 Lunenburg Walking Tour

Did your advisor suggest Lindenburg or it's an interesting?

00:46:49 Lunenburg Walking Tour

Choice, so why would you choose Lunenburg and say not Halifax?

00:46:55 Weiyu, Shi

Yes, so actually so our research is.

00:47:00 Weiyu, Shi

Under like a big research project like assessing the vulnerability of small coastal communities in New Scotia, so we choose like low number because it's very. It's a unique small coastal yeah.

00:47:06 Lunenburg Walking Tour

OK.

00:47:13 Lunenburg Walking Tour

It's unique, it's unique and and cultural icon is.

00:47:18 Weiyu, Shi

Like so we want to access access like the.

00:47:21 Weiyu, Shi

On small coastal communities like Lunenburg, the vulnerability to climate change and how like.

00:47:30 Weiyu, Shi

The tourism sector is adapt to climate change.

00:47:37 Lunenburg Walking Tour

Have you been now where you are?

00:47:41 Lunenburg Walking Tour

Satisfied with the response to your questions and.

00:47:48 Lunenburg Walking Tour

And not here, but you know, in general from the other people as well. Have you have you found the response brought the answers you were looking for?

00:47:57 Weiyu, Shi

I I would say mostly yes.

00:48:00 Weiyu, Shi

Yeah, mostly.

00:48:02 Lunenburg Walking Tour

Did you get any responses saying, well, it's not really a problem or we don't deal with it or?

00:48:08 Weiyu, Shi

Oh uhm.

00:48:10 Weiyu, Shi

No, actually like most most like most tourism operators they recognize.

00:48:18 Weiyu, Shi

Some expats helpful climate change like like you said like sea level rise or some of them mentioned like the warmer summer.

00:48:26 Weiyu, Shi

Yeah so.

00:48:26 Lunenburg Walking Tour

And and they definitely are warm.

00:48:29 Weiyu, Shi

Yeah, yeah.

00:48:30 Lunenburg Walking Tour

Yeah, where are you from?

00:48:31 Weiyu, Shi

Merge, oh I'm from China.

00:48:34 Lunenburg Walking Tour

From where?

00:48:35 Weiyu, Shi

Uh, like Hubei province, like close to close to Beijing.

00:48:40 Lunenburg Walking Tour

Close to Beijing, OK and how long have you been here?

00:48:44 Weiyu, Shi

Three years.

00:48:45 Lunenburg Walking Tour

Ago and has it been a good experience for him to come to Tallahassee and I used to work here and take share used to and I studied. I did my graduate work here.

00:48:52 Weiyu, Shi

OK.

00:48:53 Weiyu, Shi

Oh wow.

00:48:58 Lunenburg Walking Tour

But I had never heard of my work has always been at the McCain Arts Centre. And so when you said, Oh no, there's.

00:49:03 Weiyu, Shi

OK.

00:49:06 Lunenburg Walking Tour

I understand.

00:49:07 Lunenburg Walking Tour

Where in earth is Wallace McCain earning thing? So this is new, isn't it? Or is it somewhat?

00:49:14 Weiyu, Shi

I'm I'm not sure when this building built but but it has. It is has been here when I come here.

00:49:21 Lunenburg Walking Tour

OK.

6. Lunenburg Whale watching tours

Question1:

00:08:29 Weiyu, Shi

OK, uh, my next question would be what is your understanding of the concept ecotourism?

00:08:38 Weiyu, Shi

Uh, like what comes to mind when we speak of the term ecotourism.

00:08:44 Captain Walter

OK.

00:08:45 Weiyu, Shi

Uh, if yeah, equal tours.

00:08:49 Captain Walter

Yeah, what's my definition?

00:08:50 Captain Walter

Or or what do I think it means ecotourism.

00:08:52 Weiyu, Shi

Yes yes please.

00:08:53 Captain Walter

Yeah, well yeah, but he he goes turns to me uh, that's you know that's what we do you know it it's really Sir we observe you know it's a non consumable resource you know it's something that we don't go out and and and and and consume and take right all we do is stand back and look at it right now we do.

00:09:13 Captain Walter

I do run a power boat so we do burn fossil fuel, you know?

00:09:17 Captain Walter

And stuff like that. So we do consume stuff you know and you know and and and you know.

And you know in it greenhouse gas and all that which we don't really like.

00:09:26 Captain Walter

But there's really no alternative at this time. You know, be cool alternative to to do what we do.

00:09:31 Captain Walter

With with alternate energy resources like electric and stuff like that, it's just not there yet, which I would be totally down now we're doing. But you know ecotourism is it is, you know, as I say, it's a.

00:09:43 Captain Walter

It's it's. It's a tourism. You know, without affecting the environment. You know without really offering it. You know, chilling, eating it, whatever you know.

00:09:55 Weiyu, Shi

Sure, so like yeah, so like.

00:09:57 Captain Walter

You know, like.

00:09:58 Captain Walter

Fishing fishing charters is not ecotourism to me right?

00:10:02 Captain Walter

Yeah, like what well watching is right, you know bird bird watching is but you know like you know lumberjack stuff. That's not, you know tourism right then you know. So that's yeah.

00:10:13 Weiyu, Shi
So, so from my understanding.

00:10:16 Weiyu, Shi
It is going.

00:10:16 Weiyu, Shi
To be like, uh, natural, natural, related or like eco friendly right?

00:10:24 Weiyu, Shi
So I mean like so based on my understanding. So ecotourism for you is natural based or like eco friendly toward them and my understanding, yeah.

00:10:34 Captain Walter
Yeah well, it's just like I said, no, I said we're observers, you know, you know we're not consumers, right of the of the resource, right?

00:10:40 Weiyu, Shi
Yes, yes.

00:10:42 Captain Walter
So that that's what I mean, you know, so you know? Yeah, we look at we look at stuff. We don't go ashore. We don't stand, we actually don't, you know, we don't drop in the trails, you know I.

00:10:53 Captain Walter
Mean even hiking.

00:10:55 Captain Walter
No, we go church, yes, but not here.

00:10:57 Captain Walter
You're cutting cutting trails in the woods with 'cause you're ocean, and you know I've got it under that, right so?

00:11:03 Captain Walter
We're doing that so much we're even a less of a footprint.

00:11:06 Captain Walter
Separate carbon footprint from everything. Running more boat, right, right? Which is pretty big, you know.

00:11:11 Weiyu, Shi
Yeah, sure, and do you think do you think the term could be related to like Wildlife Conservation or like cultural preservation, preservation?

00:11:21 Captain Walter
Yeah, well, you know, I think it's no you know what we do.

00:11:23 Captain Walter
You know, you know.

00:11:24 Captain Walter
Contribute to Wildlife Conservation.

00:11:25 Captain Walter
Because people you.

00:11:27 Captain Walter
Know come out with this right to view this stuff.

00:11:29 Captain Walter
They've never seen this stuff before. He gives their appreciation of, like you know it. It's it's amazing, right? It needs, see whales and all this stuff there.

00:11:35 Captain Walter

Wild element, you know? And and then, once in a while we come across some. There's been entangled, you know, and stuff like that. And then people like you know.

00:11:42 Captain Walter

It's terrible to see that.

00:11:43 Captain Walter

But it also makes you aware and you see the garbage floating in the ocean, which is not much interest.

00:11:47 Captain Walter

To be.

00:11:47 Captain Walter

A lot more, but you know.

00:11:49 Captain Walter

So I I think you know what we do know is that we observe stuff. We look at stuff that they know and and you know.

00:11:58 Captain Walter

So you know, I think what we do certainly brings awareness to, you, know, the environment and all that you know to to people.

00:12:04 Weiyu, Shi

Yeah, yeah so.

00:12:08 Weiyu, Shi

I I was interested, I was very interested in your business now and I appreciate your work.

00:12:14 Captain Walter

Well, just we do what we do, you know just but now it's just you know trying to.

00:12:18 Captain Walter

Earn a living.

00:12:18 Captain Walter

And you know, and stuff like that, right?

00:12:23 Captain Walter

As well.

00:12:25 Weiyu, Shi

Yes, so I know I know the like the term of ecotourism can be hard to define and and yeah like actually there's a lot of like literature discussion just on the concept of equal.

00:12:38 Weiyu, Shi

Uh, yeah, so uhm.

00:12:43 Weiyu, Shi

Uh, so do you mind? I like just providing like the most defined most. Like referenced ecotourism definition to you.

00:12:53 Captain Walter

Sure, that's fine.

00:12:54 Weiyu, Shi

Yeah, so so by the International ecotourism journal. Ecotourism is defined as responsible travel to natural areas that conserves the environment sustain the well being of local people, and involves interpretation and education.

00:13:14 Captain Walter

Yeah, I mean, I'm, I'm sorry I could not agree with that.

00:13:17 Weiyu, Shi

Yeah, so I feel like that sounds sounds allies a lot with like key aspect of your business.

00:13:25 Weiyu, Shi

Yeah, so that that's why I called, so that's why I.

00:13:28 Weiyu, Shi

Call you for for.

00:13:29 Weiyu, Shi

Asking you to join in this research study.

00:13:32 Captain Walter

Yeah, oh sure yeah well sure yeah.

00:13:36 Captain Walter

You're sitting down on the right.

00:13:37 Weiyu, Shi

Yes, for their students.

00:13:40 Captain Walter

Yeah, yeah, sure.

00:13:42 Weiyu, Shi

Uh, OK so.

00:13:44 Weiyu, Shi

Yeah, OK, yeah. So just to let you know there are still like just two questions left.

00:13:50 Weiyu, Shi

If you're OK.

Question2:

00:13:51 Weiyu, Shi

Yeah, uh, yeah. So the next question is do you consider ecotourism as an option for your business to adapt to future changes such as climate change? Like in what way and how maybe?

00:14:06 Captain Walter

Our business yeah yeah. Well we do you know you know we we we.

00:14:13 Captain Walter

You know, I mean it, you know we operate, you know, UM, of course will adapt or, you know, you know.

00:14:18 Captain Walter

But I don't see how you know, having to change what we do with it at the present time. You know, I I do the best thing we can do it as I said, like I think I mentioned this short time ago.

Would be you know it would be to lessen our carbon footprint. You know which was.

00:14:33 Captain Walter

You know to operate a greener business, you know, uh, which would be goldsworth altered.

00:14:35

Ooh wow.

00:14:39 Captain Walter

Fuel source version. Oh source for our boat to to operate right. That's the biggest thing for us in front of this big 500 horsepower diesel engine every day, right?

00:14:47 Captain Walter

So you know that's.

00:14:48 Weiyu, Shi

Yes, probably.

00:14:49 Captain Walter

I'm trying to solve it.

00:14:50 Captain Walter

But it's the only way we.

00:14:51 Captain Walter

Can operate at this time you know sufficient you.

00:14:54 Captain Walter

Know it, it's really it's really efficient.

00:14:56 Captain Walter

For what it is but.

00:14:57 Weiyu, Shi

OK, yeah.

00:14:58 Captain Walter

But you know, I would like. I would love to have electric powered boat. It was with this amazing but.

00:15:04 Captain Walter

It's just it's the cost and and all that is just just way out of line. Right now it's just we can't afford to do that.

00:15:11 Weiyu, Shi

Oh OK, yes.

00:15:12 Captain Walter

There's work where we're at for profit operation. You know we we get. I would consider doing something like that.

00:15:15 Weiyu, Shi

OK.

00:15:17 Captain Walter

I would like to do that, but just the process at this time, so I think for us you know to be more eco friendly and.

00:15:19 Weiyu, Shi

Yes yeah yeah.

00:15:26 Captain Walter

And be more effective for for potential customers to you know being operated.

00:15:31 Captain Walter

Very green business which is very popular with people and will continue to be, you know, like it draws me in I I would rather go with somebody.

00:15:40 Captain Walter

Doesn't make a big mess, you know, and smokes? Join out then. It's not it. It does right? So I think that you know so definitely.

00:15:43 Weiyu, Shi

Yeah, yeah totally.

00:15:47 Captain Walter

New adapting and and all that stuff is it is, it is and will be important. You know in the future for sure it's a system.

00:15:54

That's good.

00:15:57

You did.

00:15:58 Weiyu, Shi

Yeah, so sounds like you have a plan to add.

00:16:04 Captain Walter

Well, no, I haven't. No I I have a vision a little bit you know and and they you know they.

00:16:09 Captain Walter

You know I, I would love to do it but it's just.

00:16:12 Captain Walter

You know it.

00:16:12 Captain Walter

Was just the problem is you know, you know, you know I've got no I. I've got the way we operate now we've got.

00:16:16 Weiyu, Shi

Yeah, the cover is in.

00:16:20 Captain Walter

A good boat.

00:16:20 Captain Walter

You know?

00:16:21 Captain Walter

And it's very efficient for what?

00:16:22 Captain Walter

It is, but it's it's.

00:16:24 Captain Walter

It's a money thing, you know.

00:16:25 Weiyu, Shi

Sure, yeah, so the.

00:16:26 Captain Walter

Make some money there, but then.

00:16:27 Captain Walter

Probably half \$1,000,000 for retail.

00:16:29 Captain Walter

Yeah, 'cause you would cost more to change my powers or something. I paid for the boat.

00:16:34 Weiyu, Shi

Yeah, that's definitely important. We want to keep your business profitable.

00:16:38 Captain Walter

Of course, yeah, so at this time you know so.

00:16:43 Captain Walter

But it's not.

00:16:43 Captain Walter

Off the table, it's certainly something I would love to do, but just.

00:16:47 Captain Walter

How to do that?

00:16:47 Weiyu, Shi

Sure, yeah, no, no worries, I totally understand.

Question 3:

00:16:54 Weiyu, Shi

Uhm yeah, so the last question would be so well there like. Are there any barriers comes to mind for? Like for the implementation of ecotourism? Once your business such as like the.

00:17:11 Weiyu, Shi

Such as the cost to like advance the technology.

00:17:16 Captain Walter

But other barriers say.

00:17:17 Weiyu, Shi

Yes yes barisoff.

00:17:21 Captain Walter

Yeah, uhm.

00:17:25 Captain Walter

We're just we're regulated by the federal government, you know? And Department of Fisheries and Oceans and Transport Canada.

00:17:28

Oh yeah.

00:17:32 Weiyu, Shi

You know?

00:17:33 Captain Walter

That's how we kind of the the the regulators for for operations like mine like.

00:17:39 Captain Walter

Ours, you know that we do, but so.

00:17:43 Weiyu, Shi

Yeah, OK.

00:17:45 Captain Walter

There's not, you know, you know there's it's all good stuff. You know it's it's really nothing.

Unreasonable as far as the regulations go, you know the rules and stuff so.

00:17:52 Weiyu, Shi

Oh yeah.

00:17:55 Captain Walter

You know the opportunity for us to do anything different than what we're.

00:17:58 Captain Walter

Doing is we don't really need to do what's.

00:18:01 Captain Walter

Different than we're doing, that's kind of question.

00:18:03 Captain Walter

I don't really get that.

00:18:04 Weiyu, Shi

Yeah, so maybe like let me rephrase the question. So maybe in one aspect, do you believe like there's enough resources like such as like regulation and financial support?

00:18:16 Weiyu, Shi

From from like government agencies or NGO's to help your business to adapt or help your business do the translation. If like if say necessary or like some sometime in future.

00:18:30 Captain Walter

OK, OK yeah. Well it's uh yeah you know getting assistance from the government agencies.

00:18:37 Captain Walter

You know it's.

00:18:38 Captain Walter

Always helpful like for financial stuff you know for but.

00:18:42 Captain Walter

What we do, you know? I don't really mean that to necessary. It's more exactly as far as temptation and stuff like that, and now you know.

00:18:45 Weiyu, Shi

OK, yes.

00:18:50 Captain Walter

You know it. It's pretty straightforward. When we do, you know. And so, uh, but you know, I, I, I think I think government assistance or whatever. As far as running a greener business like electric propulsion stuff like that, you know.

00:19:04 Weiyu, Shi

OK.

00:19:06 Captain Walter

When would I that would be welcome. You know, with arms to arms.

00:19:09 Weiyu, Shi

Yes, totally.

00:19:10 Captain Walter

Out, you know?

00:19:13 Captain Walter

You know something like that.

00:19:14 Captain Walter

Or Grant still to get away from.

00:19:17 Captain Walter

Now again, it's that way for people to do this stuff better underwater, more cleaner or tirley friendly operations. I mean it started down.

00:19:17

Oh no.

00:19:22 Weiyu, Shi

Yeah, yeah.

00:19:26 Captain Walter

As I said, it's about money thing.

00:19:27 Captain Walter

For me, I cannot.

00:19:28 Captain Walter

Afford to justify at this time doing that entirely on myself to make it greener business.

00:19:35 Captain Walter

But if the government wants to throw some centres in there, that would be awesome, you know.

So that's about the best I can answer that you know as far as timing it.

00:19:44 Captain Walter

But as far as literature, you.
00:19:45 Captain Walter
Know and you know.
00:19:46 Captain Walter
I have consumerism. I think advertising I think definitely you know, money.
00:19:48 Weiyu, Shi
OK Oh yes.
00:19:50 Captain Walter
You know, putting you know like you know. Like you know, Andy, it's European in the American market more.
00:19:55 Captain Walter
You know instead of just doing, you know they.
00:19:56 Captain Walter
Should be nationwide.
00:19:57 Captain Walter
I think that that would be money well spent.
00:20:00 Captain Walter
By the department stores or whatever government agencies do that stuff, you know.
00:20:04 Weiyu, Shi
Yes totally yeah.
00:20:05 Captain Walter
On a national basis, you know nationwide.
00:20:09 Captain Walter
You know so.
00:20:09 Weiyu, Shi
Yes, sure yeah. So on this note. So unless no, do you think we're like the market isn't mature enough where they equal toward the development or the market like is enough for ecotourism, business and products?
00:20:25 Weiyu, Shi
Do you think like the market is ready?
00:20:28 Weiyu, Shi
Like all what is there inside?
00:20:31 Weiyu, Shi
And out on this.
00:20:32 Captain Walter
Uh, are they market you mean for or what?
00:20:35 Weiyu, Shi
Yes, yes.
00:20:39 Captain Walter
Yeah so yeah.
00:20:40 Weiyu, Shi
OK, so do you think the market is mature enough for ecotourism, business and products?
00:20:47 Captain Walter
Like yeah, yeah, I think so. It's yeah I think so. I mean, you know people are doing.
00:20:54 Captain Walter
Give me this in Nova Scotia.

00:20:57 Captain Walter

Yeah OK, I would say you know, I mean, you know I've been running for 30 years now and I don't know other operators and stuff you.

00:21:05 Captain Walter

Know and.

00:21:07 Captain Walter

You know, we're we're all pretty busy, yeah, I think that there's definitely room for growth you.

00:21:11 Captain Walter

Know not a.

00:21:11

Right?

00:21:12 Captain Walter

Lot, but there's definitely some room for those.

00:21:14 Captain Walter

Yeah, 'cause you know we're all kind of, you know, in the shoulder seasons stuff like that. I think we're almost through saturation point.

00:21:20 Weiyu, Shi

OK, yes.

00:21:21 Captain Walter

During the peak, the peak months, which is only about 5 weeks, right?

00:21:24 Weiyu, Shi

Oh, OK.

00:21:24 Captain Walter

The peak and the.

00:21:26 Captain Walter

You know it, you know it's it's. It's about five or six weeks. It's like the peak time and then the other couple of months either.

00:21:32 Captain Walter

And it just all shoulder seat, so I think you know when we're busy we're where everybody is.

00:21:34 Weiyu, Shi

OK.

00:21:38 Captain Walter

Busy, right, but?

00:21:39 Captain Walter

It's just the lead up and then when it falls off it in the fall, which which could be improved by a fair then.

00:21:46 Weiyu, Shi

OK so do.

00:21:47 Captain Walter

I did like you look like right in the lunar break. You know you.

00:21:49 Captain Walter

Can't get a.

00:21:50 Captain Walter

Room here from you know the 4th of July.

00:21:52 Captain Walter

And so so.

00:21:53 Captain Walter
Labour Day, right?

00:21:54 Captain Walter
Just booked solid right but?

00:21:56 Captain Walter
You know, so a month or two prior in a month or so after Labour Day.

00:22:01 Captain Walter
Yeah, it's open up, so I think for you know ecotourism and tourism in general. Yeah, I think some more work should be put on promoting the shoulder seasons as we call it.

00:22:10 Captain Walter
You know, in the business you know, I think that would be a huge benefit in it. You know to to all those involved in the province and everything because.

00:22:11 Weiyu, Shi
Ah, OK.

00:22:19 Captain Walter
It would just.

00:22:19 Captain Walter
You know it's.

00:22:20 Captain Walter
You know the money goes there all over the place.

00:22:22 Captain Walter
Right so.

00:22:22 Weiyu, Shi
Yes, how do you so I got?

00:22:24 Weiyu, Shi
You so you?

00:22:24 Weiyu, Shi
Are like looking at like a macro scale and.

00:22:30 Weiyu, Shi
Like, uh?

00:22:30 Captain Walter
Yeah, well, not you know.

00:22:32 Captain Walter
Yeah, there's definitely some room for improvement, but not throwing the PC 'cause it's pretty well pretty well saturated at that time.

00:22:37 Weiyu, Shi
Yeah, yeah, that's yeah, that's that's a very interesting point. So I think like the development of like cannot like solely depend on one or two business, so it must be like the whole sector or the industry and government are involved in the process.

00:22:54 Captain Walter
Yeah, but we all feed.

00:22:55 Captain Walter
Off each other you.

00:22:56 Captain Walter
Know no, the you know, the people that come to.

00:22:59 Captain Walter

Business here.

00:22:59 Captain Walter

I mean, if they've.

00:22:59 Captain Walter

Got nothing to do, they're just going to go somewhere else and do something right so you know so you know, you know, if there wasn't guy from whale watching boats and kayak trips and sailboats trips, you know to you know to take the.

00:23:02 Weiyu, Shi

Yes, yes.

00:23:12 Captain Walter

People out there saying.

00:23:14 Captain Walter

The local hotels. They're gonna go somewhere else that has that stuff. You know, you know, whatever stuff you know, so it's and you know and then wonder where the restaurants they.

00:23:17 Weiyu, Shi

Yeah no yeah.

00:23:22 Captain Walter

Eat at all.

00:23:23 Captain Walter

That so it's so big it's all connected, you know?

00:23:27 Weiyu, Shi

Yeah, I I really like the point. Thank you. OK, yes, OK so thanks. Thank you. Capture water. I think that's all my question today so thank you for your time and energy and insights shared with me.

00:23:30 Captain Walter

Yeah, yeah.

00:23:43 Captain Walter

OK, well yeah, good luck with your studies and then yeah, you know if you want to call me again if you like.

00:23:48 Captain Walter

Down there.

00:23:49 Captain Walter

Yeah, you come out with the boat, the boat for trips this summer.

00:23:53 Weiyu, Shi

Yes I will.

00:23:54 Captain Walter

Never again.

00:23:56 Captain Walter

Enjoy OK.

00:23:56 Weiyu, Shi

Yeah oh wow OK.

00:24:00 Weiyu, Shi

Thank you.

00:24:01 Captain Walter

Alright, have a good day, thank you.

7 & 8. Municipality of Lunenburg- Tourism and Event Development Officer& Sustainability Planner

Question1 :

Oh well what I understand from almost like do some happens in a way which is stable an alignment instantly for the local community so does not harm the tourists tourist places so it's like two years are coming and they're not damaging the environment of the municipalities is what I think and also in terms of what but not more so transportation the use if they're flying down versus if they're using an electric vehicle I don't know if that is considered under ecotourism but something like the motor transmission you use I'm calling Tourism in jungle like how Environment Account is friendly that's what I understand i think so.

trying to think like do we have any ecotourism operators in our area so like my understanding and I've just come to learn a little bit more of ecotourism from some webinars I've been taking is that say like I'm not sure that there's any in our area but say captain of a boat would do a boat tour where they would be cleaning up plastics but he would offer the boat tour for free in order to have people come on or at a reduced cost and then they would be you know fishing plastic sand bags and garbage out of the ocean but it's start part of their experiences getting on the water but part is bettering the environment as well I'm not sure I'm trying to think like I would say it's it's an intact sector and there's not many people that are kind of spearheading it in this area I do think there's an increase in the electric biking like I mentioned but it's not that we have one organization that's like come rent our electric bikes and take it out on the trail though that's a great business idea if somebody set that up near a trailhead and said you can rent the E bike and and go something something similar to that is what I would consider to be ecotourism yeah and also maybe add you getting tourists I think about how they can be environmentally friendly one of their turning around.

I understand I would say yes like operating in the environment or natural environments but I will like acknowledge that I'm ignorant on the subject matter as it's something that I'm just like like only was really exposed to within coming to this position and then going to some attending some webinars and things like that so I would say that my experience is that my understanding would be yes in the natural environment yeah I would also think like somewhat like the word itself but I sense like it will put more not harming our natural environment or like natural culture heritage stuff like that and may also like as a byproduct provide economic benefits or like other benefits but not as directly but I would what I would think

Question2:

If it is if you're understanding it right I think it can be used in many ways from adaptability POV also looks like if we want to protect our culture and heritage especially over tourism spots that might be vulnerable let's save tourists go there and it could be vulnerable to getting vandalized or like even just like Tom exploited by the tourists so yeah in if we can use this ecotourism thing to avoid those and protect our all those natural assets and extradition spots or intuition in general I think certainly can help us in adaptability as well. yeah I think there's definitely a huge opportunity for tourism operators to expand like how they are currently operating to include ecotourism I think that even if some of our boating operators were educated on like hey you

could run these ecotourism tours where we're cleaning up plastics I think that got something that they would actually offer so I think I think there's opportunities there to educate existing tourism operators on ways that they can participate in ecotourism whether it's educating the public or or adapting their operations to include it I think it's the way of the future really I think that everybody has a responsibility to participate in in conservation efforts I do know that there's a lot of features that have changed their signage to include information about pipers for example the the pipers for example and things like that so it seems like there's some organizations already make taking the educational stance which I think is phenomenal which is in it's necessary. Ecotourism vs sustainability tourism - the difference I think they would mean probably the same thing it sounds similar like ecotourism more sustainable too I think it is a different I don't know are those different down here cussing about definition they are different would you can ecotourism to be more proactive in changing where sustainable tourism is adapting existing operations say like you have a tourism operator that could make small changes to make their biggest impact well eco tourism would be like more proactive in bettering the environment or yeah yeah so like covers like satis covers more plot area or just like for the they heard him sector to sustain itself a future for equal to residents like more environment right now OK so this is a sustainable tourism could also include like an economics point of view or like even social like all the elements so not just environmentally thriving but also tourism is also making money so that would also cover be covered under sustainable tourism but from ecotourism it is mostly like environmentally oh now I get it yeah thank you for informing that's why they're just like they are literature discussing it but it's also nice to hear from actual perspective now that's that is interesting 'cause yeah i would have been able to define the difference at all i don't think i would have been able to accurately define ecotourism prior to this meeting

Question3:

did implementing it to be able to tell if there would be any. like a barrier to a lot of implementations like finances so like whoever is spearheading implementing that there would always be the financial barrier it seems like the human resource PC can if it comes from staffing it seems like there's a barrier there and if you're implementing it say and you're a staff person implementing it people on the other end sometimes don't have the time to listen or make this the changes because they're so busy doing other things so I also think getting people to care about it is a huge barrier just caring in general I mean it's hard to get people to care about something they just don't care about and i know that's a weird way of phrasing it but to really kind of hard strings and get them to care about the environment in ecotourism i think that could be a barrier as well but those are just like off the top my head without knowing specifics.

9. Municipality of Lunenburg: Trails & Open Space Coordinator

Question 1:

When I hear the term ecotourism and I've been involved in trails and outdoor facilities when ecotourism was just starting to be a buzzword and from ecotourism is being able to enjoy access or become aware of our beautiful natural assets that we have in our border communities at the same time mitigating any risk to that may damage these outdoor spaces so low impact tourism Trail perspective these trails are built on have already been engineered and been constructed through he's beautiful natural areas that probably would not be built today especially in the way that they are built there heavily heavily constructed to accommodate locomotives so that probably would not happen in any with any stretch of the imagination today through our outdoor spaces because it would have created so much environmental impact when they were being constructed and when they were being used with from oils and they use creative and Timbers to hold the rails and all about leeches into the surrounding environment and the reason why I think the rail trails are still viable is because we're reusing land that has already been damaged destroyed altered so we're not creating new routes that might have a environmental impact elsewhere.

It definitely does because again like I said when you're reusing land that's already been with you know the natural environment is already been ruined by this rail line and to reuse that and to allow people to have access to the outdoors first provides an opportunity for them to get to enjoy the the natural assets that we have without creating an additional impact

Question 2:

I think it would be the only way to go and I think it would it's it's really the biggest consideration that we need to that we need to have for a municipality for I think it's money well money well spent or attacks taxpayers dollars well spent because it is considering not just climate change but it's patterns of use accessibility for people with mobility issues it's I think it's all encompassing under that under that headline heading so I think it's it's the only direction that makes sense to go. *MISSED ALOT HERE*

You're very young forward thinking we have a number of women on our council and I'm not slandering the other sex but I'm saying it traditionally local governments have been made up of white males and I think having a younger fresher new perspective of a young council of females and not just not just white females but females of color as well and I think that's I think it's still it's the only way that we're going to survive.

Question 3:

Who if there's any or you can sing about funding is always a barrier sometimes it's easier to get money to for the volunteer groups to get assistance for capital projects but maybe not so much for maintenance or even operational dollars to support the work their workers aboard hard to find operational dollars and that those operational dollars are what allow aboard to take the time to support and build within their own ranks and get training and provide those kinds of assets because generally funders don't consider operational funds an acceptable use of their dollars and they they they like the big elected sexy stuff you know bridges and trail servicing and and signage and that kind of stuff they don't think about well you know the volunteers really should have changed our safe operator training and that's going to be \$1000 to get three people trained

up but they have to give also two days of their time which is hard for a volunteer to do that so yeah that would be my answer to that.

Staffing not an issue. Comes a priority staff staff is made a priority of staff so if we have the opportunity to say what resources we need so we need more people in a department that are looking at or researching information we have really amazing partnerships with people like yourselves and all the good work that you're doing and we we take that information and we actually use it and so it's not just shelved it's you know smart smart young women like yourselves that are collecting this data applying your perspectives to it end and then we incorporate it why reinvent the wheel.

10. Pleasant Paddling

Question1:

00:27:31.440 --> 00:27:39.760

Weiyu Shi

And so my first question was, how was your understanding of ecotourism like when speak of ecotourism? What comes to mind?

00:27:42.620 --> 00:27:43.730

Pleasant Paddling

Ah.

00:27:45.580 --> 00:27:50.750

Pleasant Paddling

Tourism default revolves around interacting with the environment.

00:27:52.250 --> 00:27:53.440

Pleasant Paddling

Local store.

00:27:55.440 --> 00:27:56.110

Pleasant Paddling

Pretty good.

00:27:57.080 --> 00:28:06.470

Weiyu Shi

Yeah, so how do you think you are businesses related to ecotourism? Do you consider yourself an equal tourism businesses or?

00:28:08.890 --> 00:28:09.420

Pleasant Paddling

Yes.

00:28:10.840 --> 00:28:12.960

Weiyu Shi

OK, that's exciting.

00:28:15.490 --> 00:28:17.200

Weiyu Shi

OK UM.

00:28:18.490 --> 00:28:19.260

Weiyu Shi

Then

00:28:20.070 --> 00:28:23.210

Weiyu Shi

maybe how, like, uh, why you think it's?

00:28:25.070 --> 00:28:29.930

Weiyu Shi

Like why are you saying the business is ecotourism like is it?

00:28:31.020 --> 00:28:32.610

Weiyu Shi

Is this focus on like a?

00:28:34.590 --> 00:28:39.400

Weiyu Shi

And community building, like increasing local job opportunities or.

00:28:40.080 --> 00:28:47.510

Weiyu Shi

Uh, maybe arising people's awareness or appreciation of nature doing senior designer business of fell any of this?

00:28:48.790 --> 00:29:10.100

Pleasant Paddling

Yes, so we're we are selling our location so our focus is not hiking or kayaking is a vehicle to showcase our area and we believe that's the most evil thing that we can easily sell and gets the most enjoyable. Also, we're focusing our tourists on.

00:29:12.260 --> 00:29:19.620

Pleasant Paddling

Talking about the natural environment from all the animals we see to the plants BC keen to the wraps.

00:29:20.320 --> 00:29:34.120

Pleasant Paddling

Why are area is special? So like one of our panels as we go and see a sealed calling every morning and then now. So we talk directly about what this seals, what they do, how they live.

00:29:36.170 --> 00:29:39.080

Pleasant Paddling

And so that's one of the biggest parts for business.

00:29:41.410 --> 00:29:44.160

Pleasant Paddling

Facilitating people interacting with our.

00:29:45.710 --> 00:29:46.120

Pleasant Paddling

Easy.

00:29:47.330 --> 00:29:47.640

Pleasant Paddling

Sorry.

00:29:49.040 --> 00:29:49.670

Pleasant Paddling

28

00:29:49.280 --> 00:29:49.590

Weiyu Shi

No.

00:29:50.640 --> 00:29:52.000

Weiyu Shi

Yeah, that's very exciting.

00:29:52.790 --> 00:29:56.630

Question2:

Weiyu Shi

Uhm, so the next question is.

00:29:58.250 --> 00:29:58.810

Weiyu Shi

So.

00:29:59.550 --> 00:30:13.080

Weiyu Shi

What do you think is the capacity for equal tourism as an adaptation strategy for your business to like adapt to climate change? Would you think it's a?

00:30:13.730 --> 00:30:17.960

Weiyu Shi

Uh passed like a useful tool or or like 2? What significant?

00:30:22.130 --> 00:30:25.220

Pleasant Paddling

So you're asking me if we.

00:30:26.080 --> 00:30:27.330

Pleasant Paddling

If I thought about.

00:30:28.930 --> 00:30:32.100

Pleasant Paddling

Focusing more on ecotourism as a means to.

00:30:34.900 --> 00:30:37.210

Pleasant Paddling

Combat the effects of climate change, yeah?

00:30:37.640 --> 00:30:37.940

Weiyu Shi

Yes.

00:30:40.460 --> 00:30:41.150

Pleasant Paddling

That's pretty much it.

00:30:42.260 --> 00:30:49.170

Pleasant Paddling

Ah, that's already like a tenant of our business. Is that we're trying to.

00:30:51.180 --> 00:30:55.710

Pleasant Paddling

Do you need to tourism operator? So I mean.

00:30:57.460 --> 00:31:02.990

Pleasant Paddling

That's just climate changes in the back for mind as we're doing our daily operations.

00:31:04.850 --> 00:31:05.580

Pleasant Paddling

So I'm not sure.

00:31:05.630 --> 00:31:05.940

Pleasant Paddling

Sure.

00:31:07.210 --> 00:31:09.500

Pleasant Paddling

We made a plan to focus more on it.

00:31:10.180 --> 00:31:12.530

Pleasant Paddling

Since that's kind of what we're doing already.

00:31:16.230 --> 00:31:16.640

Weiyu Shi

Yes.

00:31:16.630 --> 00:31:19.550

Pleasant Paddling

Cruise to know. I'm sorry, will you?

00:31:20.640 --> 00:31:35.000

Pleasant Paddling

For your business that is already part of what you do, but I wonder if you would think that ecotourism could be something feasible for like the town of Lunenburg to implement for its tourism sector. And if that would help other businesses kind of combat the effects of climate change more.

00:31:39.490 --> 00:31:42.240

Pleasant Paddling

Can you give me example of what that might look like?

00:31:42.490 --> 00:31:43.240

Pleasant Paddling

Uhm?

00:31:44.930 --> 00:31:47.620

Pleasant Paddling

If there is to be more of a focus on like.

00:31:48.300 --> 00:32:02.800

Pleasant Paddling

Outdoor recreation or hiking and stuff like that, and if you drive the focus of a way to like other areas and maybe other inland areas that aren't as known as the waterfront, maybe, and if tourism was to kind of diversify.

00:32:02.850 --> 00:32:12.700

Pleasant Paddling

Hi there, I don't area of interest and kind of mitigate the amount of effects that way it's a high would picture it personally.

00:32:13.860 --> 00:32:15.740

Pleasant Paddling

That stuff for Lunenburg liberty is.

00:32:16.450 --> 00:32:20.830

Pleasant Paddling

Has history of boating fishing and then that's the image they sell.

00:32:22.120 --> 00:32:24.990

Pleasant Paddling

So everything is focused towards the water.

00:32:25.990 --> 00:32:33.600

Pleasant Paddling

Like Nova Scotia used to immediately original tourism sector in Nova Scotia was in land.

00:32:34.580 --> 00:32:36.240

Pleasant Paddling

Trout fishing Andrew something.

00:32:36.670 --> 00:32:38.190

Pleasant Paddling

Movies that are great.

00:32:38.970 --> 00:32:41.650

Pleasant Paddling

Yeah, there's not even a news. There's still more layers.

00:32:41.740 --> 00:32:53.220

Pleasant Paddling

She apparently selects, but that was the history of like 100 years ago and tourism Nova Scotia

WOW was trying to get people into the our wilderness in the interior.

00:32:54.470 --> 00:33:12.180

Pleasant Paddling

So an example of that would be. Then you look at the tent dwellers as a story of ecotourism in Nova Scotia, and so that's the story of two people from the states coming up and going fishing in interior, getting being guided by liberals cool.

00:33:14.390 --> 00:33:20.120

Pleasant Paddling

So that was the folks Nova Scotia and that we've changed entirely too coastline based.

00:33:21.600 --> 00:33:26.270

Pleasant Paddling

No one is interested. I've had. I've advertised in land paddling.

00:33:28.150 --> 00:33:46.220

Pleasant Paddling

For years and haven't really had any uptake on it. Not even a call. I would say, well, that's that's how it. So that I mean it got changed this year. I just we just did a tour of some people into the interior, but that's the first time in 40 years of being a website that I mean soon mentioned it.

Wow.

00:33:46.990 --> 00:33:50.460

Pleasant Paddling

We wish that would have been the biggest part of tourism in Nova Scotia.

00:33:50.510 --> 00:33:50.760

Pleasant Paddling

Sure.

00:33:51.770 --> 00:33:53.810

Pleasant Paddling

Are you still wearing now?

00:33:54.540 --> 00:34:03.650

Pleasant Paddling

You know it's all coastline, so I don't see as there is the opportunity as the interior people come here for our folks like.

00:34:03.750 --> 00:34:05.540

Pleasant Paddling

Huh, that makes sense.

00:34:06.670 --> 00:34:08.550

Pleasant Paddling

And they can't get away from that.

00:34:06.710 --> 00:34:07.120

Weiyu Shi

Ah.

00:34:09.990 --> 00:34:11.590

Pleasant Paddling

That's that's what it sells.

00:34:13.150 --> 00:34:13.550

Pleasant Paddling

Cool.

00:34:13.290 --> 00:34:17.140

Weiyu Shi

Come on.

00:34:17.470 --> 00:34:34.090

Weiyu Shi

So maybe for your business, do you think, UM, I know you're merely offering kayaking tour and for people to explore the island? So do you think that would be a tool for people like raising Torres like environmental awareness and?

00:34:18.220 --> 00:34:18.710

Pleasant Paddling

Well, yeah.

00:34:34.540 --> 00:34:57.650

Weiyu Shi

Come like maybe maybe when got when a tourist kayaking around the island maybe? And you're like the guide, it may can't can't tell them like if there's a what they're saying, like where the water level used to be, and now maybe like future climate change the water like the water level is rising. Something like that.

00:34:58.600 --> 00:35:01.060

Weiyu Shi

I do think that offers an option.

00:35:01.240 --> 00:35:01.530

Pleasant Paddling

It's.

00:35:02.570 --> 00:35:03.160

Pleasant Paddling

Yeah, we talked.

00:35:04.260 --> 00:35:06.280

Pleasant Paddling

Uh, we talked about storms we.

00:35:08.060 --> 00:35:11.270

Pleasant Paddling

And we tackle rising water levels and.

00:35:13.410 --> 00:35:26.850

Pleasant Paddling

You know we pick up garbage, it's just part since it's part of kayaking in general is talking about how the what happens on a coastline and how the water interacts with land.

00:35:29.430 --> 00:35:29.920

Weiyu Shi

Yes.

00:35:30.500 --> 00:35:31.330

Pleasant Paddling

So yeah, we do that.

00:35:33.910 --> 00:35:39.890

Weiyu Shi

Yeah, so do you think it's maybe at my offer? An opportunity to undertake?

00:35:34.570 --> 00:35:35.340

Pleasant Paddling

Don't you think?

00:35:41.080 --> 00:35:46.200

Weiyu Shi

For your business title to like using ecotourism model as.

00:35:46.260 --> 00:35:49.080

Weiyu Shi

Come on, I as a model too.

00:35:50.200 --> 00:35:53.250

Weiyu Shi

To Rise peoples awareness about climate change.

00:35:56.330 --> 00:36:09.790

Pleasant Paddling

Yeah, I think that's definitely part of things like, well, we feel we get an opportunity to have a full tip. I'm which to talk for a little bit and we try not to be too pushy, pushy, but we need.

00:36:10.390 --> 00:36:12.180

Pleasant Paddling

But I mean climate changes.

00:36:13.040 --> 00:36:15.120

Pleasant Paddling

Like when I started, it felt like we needed to.

00:36:17.110 --> 00:36:26.930

Pleasant Paddling

Talk about it and convince people, but that's not the case anymore. I think that everyone is on board, so just talking about its impacts is is, you know, we mentioned.

00:36:30.210 --> 00:36:33.000

Pleasant Paddling

Rather than convince people which is nice, it's good.

00:36:34.490 --> 00:36:34.870

Weiyu Shi

Yeah.

00:36:35.510 --> 00:36:37.030

Weiyu Shi

Yeah, that totally makes sense.

00:36:38.510 --> 00:36:51.680

Question3:

Weiyu Shi

OK, so maybe let let's move on to the final question. So that would be so as a ecotourism operator. Do you feel like any bearers of implementation?

00:36:52.570 --> 00:36:59.210

Weiyu Shi

Off ecotourism continue in the future who failed liking face of climate change or other changes in future.

00:37:02.150 --> 00:37:08.790

Pleasant Paddling

Just infrastructure, so if the roads to blue rocks 'cause they're on the waters edge or.

00:37:09.830 --> 00:37:10.500

Pleasant Paddling

You know the.

00:37:12.050 --> 00:37:15.930

Pleasant Paddling

Where we are is basically cut off from the mainland, so I mean.

00:37:17.470 --> 00:37:20.660

Pleasant Paddling

So it's the barriers that you would say.

00:37:22.050 --> 00:37:36.860

Pleasant Paddling

It could be affected by, I mean blue rocks is you wouldn't really think of it in the grand scheme of things. If you're looking at global like climate change and potentially seat level rise, then you can look more closely at the cities and see all the impacts. Both for us. Yeah, that would.

00:37:37.590 --> 00:37:40.920

Pleasant Paddling

I mean just the start infrastructure. I guess it's the biggest one.

00:37:41.680 --> 00:37:42.320

Weiyu Shi

Yes.

00:37:43.170 --> 00:37:44.620

Weiyu Shi

Yeah, that's totally makes sense.

00:37:46.880 --> 00:37:59.510

Weiyu Shi

How so? Are there any other? Are there any barriers from other aspects I I think I believe how hard you have talked about like hard to find a balance.

00:38:00.340 --> 00:38:02.020

Weiyu Shi

Uh, in investment?

00:38:05.180 --> 00:38:09.650

Pleasant Paddling

Yeah, that's something we think about you may not a personal level like for our business.

00:38:10.340 --> 00:38:12.470

Weiyu Shi

Yes, for your business.

00:38:12.190 --> 00:38:12.720

Pleasant Paddling

Yes.

00:38:13.940 --> 00:38:19.440

Pleasant Paddling

Hey, there's something or you're you're always trying to mitigate this balance change investments.

00:38:21.290 --> 00:38:27.860

Pleasant Paddling

Risk and reward. So yeah, I mean I talked with that a little bit just how much we put into our properties.

00:38:31.150 --> 00:38:35.660

Pleasant Paddling

Has to be medicated. I don't feel like you can just pour money into them.

00:38:36.990 --> 00:38:38.340

Pleasant Paddling

Because that could be lost.

00:38:42.020 --> 00:38:43.720

Pleasant Paddling

Again, going back because there's no insurance.

00:38:44.110 --> 00:38:44.640

Pleasant Paddling

Max.

00:38:48.140 --> 00:38:56.860

Weiyu Shi

So MC, how about labor do do you feel like climate change? Well, UM throat your business by like maybe.

00:38:48.500 --> 00:38:48.880

Pleasant Paddling

2.

00:38:57.240 --> 00:38:58.260

Weiyu Shi

Uhm?

00:38:59.290 --> 00:39:05.330

Weiyu Shi

Like in less full time full time staff or something or like facts and labor schedule or something.

00:39:07.780 --> 00:39:10.790

Pleasant Paddling

Yeah, I don't know. I think that's Farley blocking test apps.

00:39:12.380 --> 00:39:13.890

Pleasant Paddling

So I have no idea.

00:39:15.660 --> 00:39:16.270

Weiyu Shi

That's fair.

00:39:15.840 --> 00:39:24.570

Pleasant Paddling

It's climate change or the fact the labor market and you see me with, but I don't know whether for the it's like the pandemic you know it touched some businesses and made them.

00:39:25.260 --> 00:39:31.240

Pleasant Paddling

Uh, amazing and you know they sold it all their products immediately.

00:39:32.230 --> 00:39:33.170

Pleasant Paddling

And others.

00:39:33.230 --> 00:39:34.670

Pleasant Paddling

Uh, you know?

00:39:35.510 --> 00:39:40.940

Pleasant Paddling

Initially ruined, so it's hard to say what exactly it would happen to climate change as well.

00:39:41.770 --> 00:39:42.060

Weiyu Shi

So.

00:39:43.770 --> 00:39:44.460

Pleasant Paddling

Strange.

00:39:44.140 --> 00:39:44.400

Weiyu Shi

Yeah.

00:39:46.210 --> 00:39:51.020

Weiyu Shi

That's understandable, so thank you. I think that's all my question.

00:39:54.510 --> 00:39:54.900

Pleasant Paddling

Thanks.

00:39:55.990 --> 00:39:56.570

Pleasant Paddling

OK.

00:39:57.930 --> 00:39:58.720

Pleasant Paddling

And.

00:40:00.430 --> 00:40:01.040

Pleasant Paddling

Secure.

00:40:03.540 --> 00:40:06.560

Pleasant Paddling

And we've gone through pretty much all of the questions.

00:40:08.120 --> 00:40:09.920

Pleasant Paddling

Just take a look, make sure I didn't miss any.

00:40:12.760 --> 00:40:25.300

Pleasant Paddling

Anyway, thank you so so very much for talking to us this morning. We really appreciate it.

We've been really wanting to get hold of you for awhile now, 'cause it's a very important business and one that works outside, which is crucial to use information.

00:40:27.750 --> 00:40:30.160

Weiyu Shi

Yeah, thank you for your time joining.

00:40:29.930 --> 00:40:41.630

Pleasant Paddling

And we're yeah, well, we're trying to keep in touch with everyone that we interview for updates on how the research is going and we really hope to give a Community presentation when it's all done so that you can see like see where it goes.

00:40:43.170 --> 00:40:43.540

Pleasant Paddling

Cool.

11. Seaweed Tours

Question1:

00:55:01 Nancy

The eco-tourism sector again people joke about when they walk by the bus.

00:55:06 Nancy

I think I'm a seaweed tour.

00:55:09 Nancy

So you know, I I, I would love to.

00:55:16 Nancy

Expand my business in my mind.

00:55:19 Nancy

Not necessarily in reality, but in my mind when I think of what Jason is doing with sustainable meat products and ecologically grown and environmentally grown.

00:55:31 Nancy

Products that are.

00:55:33 Nancy

Done well, you know I'm a meat eater.

00:55:36 Nancy

I still eat meat.

00:55:38 Nancy

Knowing that that's happening.

00:55:41 Nancy

Being able to do that and we'll say forging like so.

00:55:44 Nancy

A lot of people are doing forging right now, so for me I would love to in my mind, have a business model where I'd have eight people on my bus.

00:55:55 Nancy

And we would do.

00:55:56 Nancy

More than just the sightseeing and the storytelling, we would have a three day.

00:56:00 Nancy

An itinerary you know.

00:56:03 Nancy

I would take them to the valley they would come on my hidden gems tour.

00:56:06 Nancy

They would have a wine.

00:56:09 Nancy

You know Somalie helping to understand more about Nova Scotia wines.

00:56:13 Nancy

They would have someone like Jason providing them, you know, with a an authentic, you know Nova Scotia style food tasting option.

00:56:24 Nancy

I think those kinds of partnerships and those kinds of.

00:56:29 Nancy

Connections are amazing and I have the connections to do that so.

00:56:36 Nancy
Are they based on what you've just talked about?

00:56:40 Nancy
Not directly, but indirectly.

00:56:41 Nancy
They could be, you know, absolutely they could.

00:56:46
So in that sense.

00:56:46
So for people who.

00:56:47
Did like both.

00:56:48
Which were like is So what do you think what?

00:56:55 Nancy
Well, a lot of them.

00:57:01 Nancy
I don't want this to sound self-serving, but they heard about that, or they heard about what I talk about, and they want to experience some of the culture that way.

00:57:12 Nancy
'cause they know I'm quote, unquote a local and that my stories are related to things that are not I.

00:57:19 Nancy
I joke, I say these are the non-googleable stories, right?

00:57:23 Nancy
So, I mean they kind of want to know what that means, but what do I know that I could share so culturally they want to get a sense of the lifestyle either now or in the past.

00:57:37 Nancy
They like, I think some of them like the story element.

00:57:43 Nancy
But the backdrop here is fragging amazing.

00:57:46 Nancy
You know, we've got the bluenose sitting right inside our port.

00:57:49 Nancy
Right now.

00:57:50 Nancy
The places that I take them locally are spectacular, and then if I take them down along the coastline, it is still very unpopulated.

00:58:00 Nancy
Rustic place that they don't necessarily get to see otherwise, so it gives them this sort of first and close front and personal.

00:58:10 Nancy
I mean they get off the bus and they stand on, you know on.

00:58:13 Nancy
The water's edge.

00:58:14 Nancy

So yeah, I think.
00:58:16 Nancy
That's part of what they're looking for is.
00:58:17 Nancy
More of the authentic and so.
00:58:20 Nancy
Coming from the local and having.
00:58:21 Nancy
The authentic back stories plus the authentic back plot.
00:58:40 Nancy
All of that, like I I said.
00:58:42 Nancy
I don't know.

Question2:

00:58:43 Nancy
That it's going to happen, there's a.
00:58:47 Nancy
It's a lovely plum offering between tours of Nova Scotia and the federal government.
00:58:55 Nancy
There is an opportunity for growth.
00:58:58 Nancy
Brand and a big grant.
00:59:03 Nancy
I again with Farm to fire, knowing what people are telling me on the bus, knowing what they are.
00:59:09 Nancy
Are positive about with their experience and what they want.
00:59:13 Nancy
I know my little bus over a three day or four days.
00:59:18 Nancy
Whatever you want to call it will say three days they could hit everything they could have the culture.
00:59:25 Nancy
Could have the drink they could have.
00:59:26 Nancy
The you know the experience of the whatever and.
00:59:31 Nancy
In in, I said in my mind or in my own wish list that would hit every single mark, so maybe I'd only have eight people at a time.
00:59:40 Nancy
But those eight people would have.
00:59:43 Nancy
The full everything you know between the beer.
00:59:47 Nancy

Over here the beer up there, you know the wine tour that I might take them on.

00:59:50 Nancy

That would be local or down to think I could see my business expanding.

00:59:55 Nancy

In that way, because.

01:00:00 Nancy

Again, I'm I'm an experience offer.

01:00:02 Nancy

I want someone to.

01:00:03 Nancy

Have an experience I don't want them.

01:00:05 Nancy

To just kind of, here's.

01:00:06 Nancy

The key to your room.

01:00:07 Nancy

You know, or I'm going to drive the bus?

01:00:10 Nancy

And you guys know.

01:00:10 Nancy

About the window, that's not what I do.

01:00:15 Nancy

Second, I can show you.

01:00:20 Nancy

I will show you just for the front.

01:00:26 Speaker 5

This is for.

01:00:26 Nancy

A bit a little gimbal that I that I'm attached to.

01:00:31 Nancy

This for taking videos but it worked out well.

01:00:35 Nancy

It's just like I can model them on that.

01:00:37 Nancy

And just for the fun of it, this is.

01:00:41 Nancy

To show you.

01:00:44 Nancy

I don't know if you guys can see this.

01:00:46 Nancy

Or not, but.

01:00:48 Nancy

So, this is this is almost constant.

01:01:00 Nancy

To go Oh yeah and.

01:01:05 Nancy

OK, come on.
01:01:07
Oh yeah.
01:01:07 Nancy
She and what they ended up doing.
01:01:13 Nancy
That's my shot.
01:01:14 Nancy
That's my son in law there.
01:01:16 Nancy
But he's like I said, he's this personality anyway.
01:01:21 Nancy
He and one of the ladies she was.
01:01:23 Nancy
From New York.
01:01:25 Nancy
And she'd eaten scallops, but he was handing her alive.
01:01:29 Nancy
Scholar Oh my God, she was losing her mind, she said she.
01:01:30 Weiyu,Shi
Oh yeah, she'd never seen that.
01:01:33 Nancy
Is looking at me and it was.
01:01:35 Nancy
Opening and closing, you know?
01:01:37 Nancy
But for her, and this is as I was saying from the remarks afterwards at these, let's see if I can get this couple more.
01:01:45 Nancy
These pictures see he's you know, doing the.
01:01:48 Nancy
You know?
01:01:49 Nancy
That wasn't her, mind you that.
01:01:50 Nancy
Was another one of the guests.
01:01:53 Nancy
But you know, and having lobster present it in that way, you go into a restaurant though their lobster, but.
01:02:00 Speaker 4
This is different. Local lifestyle
01:02:01 Nancy
Just as it was like on a fire pit, not on a barbecue with live like the right and then the.
01:02:11 Nancy
Again, but I want to.
01:02:13 Nancy

Show you just I can just show you the.

01:02:17 Nancy

Yeah, I can find this.

01:02:34 Nancy

I'm trying to find out were.

01:02:35 Nancy

Some of the comments were made.

Question 3:

01:02:54

Education may be like a standard business.

01:03:03

For me.

01:03:05 Nancy

To be very honest.

01:03:08 Nancy

I like having a partner.

01:03:11 Weiyu,Shi

Of business, yes.

01:03:21

That's important.

01:03:26 Nancy

Of if there were a partner.

01:03:29 Nancy

Hum, I think there'd be more spinoffs.

01:03:32 Nancy

There'd be more.

01:03:33 Nancy

Camaraderie and you know does this work which is not working?

01:03:38 Nancy

Why is it not working?

01:03:48 Nancy

I have, I've rotated through a couple of them, and I keep those relationships really fresh.

01:03:55 Nancy

I don't go to all the one, it's just like there's there's 30.

01:03:59 Nancy

Down there, right?

01:04:00 Nancy

So I would end up with what I consider to be the best partnerships from me, 'cause they're on this end.

01:04:06 Nancy

So, I would go with B&B the Benjamin Bridge. I would go like footing wolf. Oh, I do more caters I do Grandpre I do l'acadie boasts no I haven't gone that far. I haven't gone there and it's not that I don't.

01:04:20 Nancy

Want to?

01:04:21 Nancy

It's a matter of trying to find the flow for when we get there and how we're going to have the day rolled out.

01:04:26 Nancy

I can't find those lists everybody like, but that's fine.

01:04:29 Nancy

But yeah, so and it's not like I can't do the other one we added in.

01:04:34 Nancy

And, uh.

01:04:37 Nancy

Tangled gardens at one point because I mean, that's another.

01:04:40 Nancy

It's not a winery, but it's a beautiful stop and location and what people wouldn't necessarily get to do otherwise.

01:04:46 Nancy

So we've added that in as well from occasions.

01:04:49 Nancy

But yeah, I mean it's I'm open to all of that.

01:04:51 Nancy

So yeah, as far as like but the limitation for me is I'm.

01:04:56 Nancy

I'm the driver, I'm the marketer, I'm the.

01:04:59 Nancy

All of that and.

01:05:03 Nancy

Without the ticket booth, that makes a big difference.

01:05:07 Nancy

I am way off topic, same topic there.

01:05:11 Nancy

My sister has just last winter.

01:05:14 Nancy

Purchased the Lindbergh walking tours, so have you talked to Elizabeth yet?

01:05:21 Nancy

She had been Sheila Allen who owned it for all those years previous and announced Elizabeth Powers or Liz Power.

01:05:28 Nancy

She goes by Liz.

01:05:30 Nancy

But having said that, we would have, we would have collaborated, and we will.

01:05:34 Nancy

We will.

01:05:35 Nancy
But she also doesn't have an actual designated booth.

01:05:39 Nancy
So all of these people, they are finding her again, probably from her long history like.

01:05:46 Nancy
The business has been.

01:05:46 Nancy
In business for a long time and they.

01:05:48 Nancy
They do the.

01:05:50 Nancy
The haunted Lauenburg ghost walk so people know all about that when they come here they talk to their being so they know about me too.

01:05:57 Nancy
It's different you.

01:05:58 Nancy
Know it's different.

01:06:03 Nancy
I don't know.

01:06:03 Nancy
Because again, for me, what the drawback is?

01:06:06 Nancy
Maybe I didn't express that long loudly enough. Promotion, reputation

01:06:10 Nancy
If I have two people on the bus.

01:06:13 Nancy
I'm charging, I'm not charging enough, but I'm.

01:06:15 Nancy
Charging what I'm comfortable with.

01:06:19 Nancy
Yeah, and and that's what I found is is been a bit of a, you know, a disappointment for me because.

01:06:25 Nancy
It's a 2 hour tour.

01:06:27 Nancy
So it says it.

01:06:28 Nancy
Says an hour and a half.

01:06:28 Nancy
But I stretch.

01:06:29 Nancy
It out to two hours for \$35 a.

01:06:31 Nancy
Person and and if I'm doing a two person in the morning, a two person in the.

01:06:37 Nancy
Afternoon another, it's like.

01:06:39

So it needs.

Like booking management system almost.

01:06:40 Nancy

Yeah, so so this.

01:06:42 Nancy

Summer was more of an indicator that that's has to be looked at and reconsidered how that's going to work right.

01:06:46

Right?

01:06:49 Nancy

So yeah, I mean Groupon, and all of those things I'm not there yet.

01:06:55 Nancy

I should be, but I'm not, you know, again, with me, it would be the other bus tours coming in when the cruise ships come back in.

01:07:06

That's it.

01:07:06 Nancy

You're here with us. 234 awesome. OK, alright we got a little bit of time. I've just got to finish up with these folks. Person you guys are OK.

12. South Shore Tourism Cooperative

Question1:

When we think about ECO Tourism we think about the fact that folks want to visit and have a very natural experience you know they they want to have a very low impact on the space that there visiting so you know they're they're kind of looking to do it the way a local might do it and we're talking about a lot of non motorized water sports and whether that's kayaking or stand up paddleboarding we have a lot of he could venture I guess going on where they might kayak to an island spend you know time on an island camping cooking for themselves but again it's what do we say leave only footprints take only pictures you know so it's that type of impact it plays into the way that perhaps we're promoting the area saying that you know we we're not big cities we barely have small towns kind of thing so we are promoting that very natural go for hike you know take a picnic with you because you won't find a canteen on that road you know we haven't built a building most places we have built you a bathroom so make sure that you've looked after yourself before you get going anything and it it really is that very natural aspect

Question2:

As far as ecotourism goes you mean yeah I think that it's certainly if we look at what we've promoted in the last 18 months it's really the majority of what we've been promoting because people were looking to get out of conget population congested areas and to get to smaller smaller numbers of people and because we have these wide open spaces and whether it's hiking trails or cottages for rent that are not one you know we're not a hotel destination even our resorts that have our largest number of rooms per individual space and certainly collectively the largest have small main lodges and then have numerous cottages throughout the properties so I think that you know that's what we've been talking about it's like bring your family walk on the beach bring your family go for a hike center trails you know catch him acoustic National Park falls within our area so you know when you think about cajeta me there is not an activity that they do that is not somehow related to ecotourism because they certainly don't promote even the canteen you know at Jakes landing or whatever it might be they are talking about coming and exploring the history of the indigenous people that were on that land and all of our land prior to but are concentrated on it and we're talking about kind of doing those vacations that 30-40 years ago where exactly the vacations people took were talking about rd trips an extended rd trips right so yeah i think we we have adapted and we will continue to adapt knowing it's what we have.

Question3:

Do two activities you know such as that whether it's the kayaking or camping or whatever the barriers are there's a labor shortage barrier and making sure that we've got enough people providing those there's certainly an education barrier and you know having this conversation brings it even even more to like that you know we need to maybe make it more of a focus because people do like to learn about what's around them and if you know ecotourism I think sometimes we we look at it on a much grander scale than it needs to because it really could be about the seashells that you that you come across down a beach walk I did thing and you know there's maybe there's an opportunity for guiding of the beaches just to to take folks on a walk and

show them the what the glasses are called in if you can forage from from that area and that sort of thing so yeah I think sometimes our imaginations are our biggest barriers and then you know second to that we probably if we sat down did a brainstorming session about 12 ideas the next two barriers that are going to come up are labor shortage and funding right to get that off the ground.

13. Trot in Time

Question 1:

00:02:31 Weiyu,Shi

OK, so the next few questions will be like related to ecotourism. So first, what is your understanding of the concept of ecotourism like when you speak of ecotourism? What comes to your mind?

00:02:45 Trot in time

I'm traveling sustainably to two areas visiting areas without doing harm but harming the environment.

00:02:54 Weiyu,Shi

OK, yeah.

00:02:58 Weiyu,Shi

And so could you expand more on that. So it's it's like more eco friendly, right?

00:03:05 Trot in time

Yes ecofriendly not doing damage to the areas you're visiting.

00:03:11 Trot in time

Uh, primal harm to the areas or summaries are over visited or overviews and they actually do damage denarian for tourism.

00:03:19 Weiyu,Shi

Yes, OK, so how about? How about people like like staff or business societies involved in the in the like in equal terms?

00:03:33 Weiyu,Shi

Maybe, uh, so do you? Do you? Do you think ecotourism can help with like preservation of culture?

00:03:42 Trot in time

Uh, yes I would say so yeah, it's done responsibly. It makes people aware of cultures and educates them on cultures without, you know, without doing any damage or harm to them.

00:03:52 Weiyu,Shi

Yeah yeah, I I know like even for me like I'm not.

00:03:57 Weiyu,Shi

So I only learn like the like the most cited ecotourism definition from like literature and so do you mind? I share that with you.

00:04:10 Weiyu,Shi

So based on international ecotourism journal, ecotourism is defined as responsible travel to natural areas that conserves the environment sustain the well being of local people, and involves interpretation and education.

00:04:28 Trot in time

Yeah, that makes sense, yeah?

Question2:

00:04:32 Weiyu,Shi

OK, and so according so based on this definition, do you consider do? Do you consider ecotourism as an option for your like for your business to adapt to future changes?

00:04:45 Trot in time

Uh, yeah I would say so for sure.

00:04:48 Weiyu,Shi

OK, and so.

00:04:50 Weiyu,Shi

Could you like?

00:04:51 Weiyu,Shi

Explain or expand on that, like maybe why and how.

00:04:55 Weiyu,Shi

Uh, maybe like what what aspect of it will work for your business and what what like aspect of it may not work for your business specifically.

00:05:07 Trot in time

Let's see here second question, yeah?

00:05:11 Weiyu,Shi

Yeah it if if say like you would like to like.

00:05:15 Weiyu,Shi

Apply ecotourism into application into practice.

00:05:21 Weiyu,Shi

For your business.

00:05:22 Trot in time

Yeah, I mean we can certainly adapt sustainable practices as far.

00:05:26 Trot in time

As the way.

00:05:26 Trot in time

The the horses are are taken care of and raised and cared for.

00:05:31 Trot in time

Or, uh, there's something there to help the environment at that part of the business.

00:05:32 Weiyu,Shi

OK.

00:05:38 Trot in time

Uh, we're carpet free, so that's a.

00:05:41 Trot in time

That's something yeah.

00:05:43 Trot in time

Horses and carriages are carbon free. No entrance.

00:05:47 Weiyu,Shi

Oh yeah, that totally yeah.

00:05:51 Trot in time

Uh, I think other ways that as far as ecotourism.

00:05:56 Trot in time

You know, like tourists, we involved first coming. You know to spend time with the horses at the.

00:06:00 Trot in time

Farm CEO you're cared for, and those kinds.

00:06:03 Trot in time

Of things that.

00:06:03 Trot in time

Could be something that service could do that to.

00:06:07 Trot in time

Be low impact.

00:06:09 Weiyu,Shi

Yes, sure, so I believe the visitors like could like explore the town like the history and like heritage and culture of the town and also like and enjoy some the natural view of the town.

00:06:25 Trot in time

Yeah, yeah, the carriages are a clean carpet for a way to do that, you know, not not like a.

00:06:30 Trot in time

Tour bus or something, yeah?

Question 3:

00:06:32 Weiyu,Shi

Totally, Umm, OK, uh, so in this way do you? Do you perceive like is? Where will there be like some barriers of implementation if like for for the ecotourism?

00:06:49 Weiyu,Shi

For a business.

00:06:52 Trot in time

I'm I'm sure that people will have to.

00:06:54 Trot in time

Businesses will have to adapt.

00:06:56 Trot in time

To be able to do things a.

00:06:58 Trot in time

Little differently if they.

00:06:59 Trot in time

You know they want to have it.

00:07:00 Trot in time

Branded as a ecotourism.

00:07:02 Trot in time

Business and change the way they do some things.

00:07:06 Trot in time

I'll concentrate on things like low impact.

00:07:10 Trot in time

Stress can do a lot of damage if it's not handled properly.

00:07:14 Trot in time

Especially natural areas, and there's lots of natural areas around there.

00:07:19 Weiyu,Shi

So do you believe there's currently like enough support or like resources and?

00:07:26 Weiyu,Shi

From like government agencies or like NGO's to help your business adapt.

00:07:31 Weiyu,Shi

Or like grow.

00:07:33 Trot in time

I I would say there's.

00:07:34 Trot in time

Some pretty good support with the.

00:07:36 Trot in time

With the in Nova Scotia with.

00:07:38 Trot in time

The tourism, tourism and it's pretty good support there.

00:07:42 Trot in time

I haven't seen as much private support.

00:07:45 Weiyu,Shi

Oh, OK.

00:07:49 Weiyu,Shi

Yes, so and do you believe there's a market for ecotourism in Lunenburg like?

00:07:58 Weiyu,Shi

Yes, I mean like ecotourism, business or ecotourism products. Do you? Do you believe there's a market for it?

00:08:05 Trot in time

Uh, yeah, I believe so, yeah.

00:08:06 Trot in time

It's a beautiful natural area. Things like birding.

00:08:09 Trot in time

Yeah, and uh, you know saline and things that are kayaking those kinds of things could be done all along the Coast District, Lunenburg, there.

00:08:18 Weiyu,Shi

Yeah, so sorry.

00:08:22 Weiyu,Shi

Yeah, yeah.

00:08:25 Weiyu,Shi

Yeah, so uh? Based on your conversation or based on your conversation with your tourist. So what do you think like most in tourists are interested in? Like what type of activities they will be interested in when they visit in the town?

00:08:43 Trot in time

Uh, when they come to?

00:08:44 Trot in time

Lunenburg, they're definitely interested in the history of the town.

00:08:47 Trot in time

Because that's such an old historical town.

00:08:49 Trot in time

So that's.
00:08:50 Trot in time
One other one of their main things they're interested in, yeah?
00:08:54 Trot in time
Certain with the horse tour concentrates on.
00:08:56 Trot in time
You it's the.
00:08:57 Trot in time
The history of the town and the the scene for seafaring history, the.
00:09:01 Trot in time
Town, you know, the blue nose, etc.
00:09:06 Trot in time
The dense connection to the Ocean Lindenber connection to the ocean.
00:09:09 Trot in time
Which is a.
00:09:09 Trot in time
Big part of Windsor.
00:09:12 Weiyu,Shi
Yes, uhm, that's good to hear. So do you? Do you like perceive? Is there any like main challenges you are currently experiencing for? Like for your business?
00:09:26 Weiyu,Shi
Uh, operation, currently like are there.
00:09:30 Trot in time
Uhm, well, Big child obviously coped. The challenge that that is shut us.
00:09:34 Trot in time
Down for quite a bit of last.
00:09:35 Trot in time
Couple of years but everybody having.
00:09:37 Trot in time
That issue necessarily, but they did return.
00:09:39 Trot in time
Yeah, it's just a common issue everywhere.
00:09:44 Trot in time
Uh, let's see.
00:09:45 Trot in time
I can't think of any major challenges other than, uh.
00:09:50 Trot in time
Other than that, and like any new challenges.
00:09:53 Trot in time
Just the normal everyday challenges that you know small businesses have run in. Yeah?
00:09:57 Weiyu,Shi
Oh yes, absolutely. And yes I do, but do you believe like? Is there any ways like the other sectors, could help assist your business grow?
00:10:09 Weiyu,Shi
Uh, such as maybe government fundings or.
00:10:17

Uh, I wouldn't think.

00:10:18 Trot in time

We need government funding, you know, the other more important things you know if we're running running sustainable business.

00:10:24 Trot in time

That makes money.

00:10:25 Trot in time

I don't think we really need government funding, but, uh, starting up new businesses starting up, I definitely think should get some government funding, yeah?

00:10:31 Weiyu,Shi

OK, yeah so.

00:10:34 Weiyu,Shi

OK yeah, so maybe let me rephrase the question. So like in in in what ways do you think like some other sectors could help your system could help your business to grow or like help help the tourism industry to grow in future.

00:10:51 Trot in time

Oh I see. OK, OK, uh.

00:10:54 Trot in time

That's a good question, uh?

00:10:56 Trot in time

Sectors outside of the tourism sector.

00:11:02 Weiyu,Shi

Maybe yeah, like maybe more financial or like resource support from the town.

00:11:08 Trot in time

Uh, yeah, the town where the.

00:11:11 Trot in time

Businesses are happening definitely they need.

00:11:13 Trot in time

The town support sure.

00:11:15 Trot in time

So is it always a big thing the town supporting the local businesses?

00:11:19 Trot in time

And then helping them start the new businesses say the hardest I've been started.

00:11:23 Weiyu,Shi

Yes yeah, because part of the research funding we look forward like to summarize, summarize all the like the demand and support from Trillium stakeholder and generate a rich result to publish.

00:11:39 Weiyu,Shi

And hopefully to the government agencies.

00:11:44 Trot in time

Yeah, right now that that makes sense. Yeah, exactly.

00:11:47 Weiyu,Shi

OK cool yeah, so that's all my questions. Do you have other things you want to talk to? Me or?

00:11:56 Trot in time

I don't think so. You're doing your 4th year thesis, you said.

00:11:59 Weiyu,Shi

OK, yes.

00:12:00 Trot in time

Yeah, that's interesting. Yeah yeah yeah no, I saw your email there and I meant to respond to it then I.

00:12:05 Trot in time

Kind of got lost in the inbox.

00:12:07 Weiyu,Shi

Sorry, OK so.

00:12:09 Trot in time

Yes, I'm glad you called.

00:12:10 Weiyu,Shi

Yeah, thank you. Thank you for your time and speaking to me.

00:12:14 Trot in time

Yeah, no problem. If you have any.

00:12:15 Trot in time

Other further questions, feel free to call.

00:12:17 Weiyu,Shi

Yeah, sure, thank you. Good luck with your business.

00:12:20 Trot in time

OK, thank you very.

00:12:21 Trot in time

Much good luck with your thesis.

00:12:22 Weiyu,Shi

Thanks bye.

00:12:23 Trot in time

Yeah bye bye.

14. Wild Island Adventures

Question 1:

00:24:58 Weiyu,Shi

A what is may I know what is your understanding of the concept of ecotourism like just what comes to your mind when Speaking of the term?

00:25:11 Wild Island Adventure

What, uh, what? I think when I think of ecotourism, I think that a brand of tour.

00:25:23 Wild Island Adventure

That encourages.

00:25:27 Wild Island Adventure

Uh, visitors?

00:25:30 Wild Island Adventure

To focus their attention on the natural.

00:25:38 Wild Island Adventure

Elements of a place.

00:25:40 Weiyu,Shi

OK, so this is very like a natural related.

00:25:46 Weiyu,Shi

Or like, uh, like tourism operation model that that is built on nature. Is that what you refer to?

00:25:53 Weiyu,Shi

Yeah, OK, OK, so is there, so is there any other element like related to this? Like maybe like what is that conservation?

00:26:07 Wild Island Adventure

Well, echo.

00:26:09 Wild Island Adventure

Kind of inferences.

00:26:10 Wild Island Adventure

That the economic.

00:26:16 Wild Island Adventure

Consequences of the tourism perhaps might lend better too.

00:26:20 Wild Island Adventure

New concepts of fairness and equality as well, that's.

00:26:25 Weiyu,Shi

Oh yes.

00:26:26 Wild Island Adventure

A A sort of.

00:26:28 Wild Island Adventure

I guess a kind of an element to it that I think again there is this tendency to greenwash things.

00:26:36 Wild Island Adventure

Things that are things that are green. They often sort of conjure images of fairness, fairness for plants, fairness for animals, fairness in human life, but also.

00:26:48 Wild Island Adventure

Things that are, uh, you know sustainable are again sustainable. For if is, it is fear sustainable. Is anxiety sustainable?

00:27:01 Wild Island Adventure
You know, we tend to think of sustainability and ecotourism in these terms that they're positive.

00:27:06 Wild Island Adventure
And they're lasting.

00:27:08 Wild Island Adventure
And the good things though.

00:27:11 Wild Island Adventure
You know it's almost.

00:27:13 Weiyu,Shi
OK, so it's like hard to hard to break down into like the.

00:27:18 Weiyu,Shi
Uh, like into into reality or like in an individual level, is that.

00:27:24 Weiyu,Shi
Or like.

00:27:27 Wild Island Adventure
Well, I just I just mean that eco tourism.

00:27:34 Wild Island Adventure
It's kind of like.

00:27:36 Wild Island Adventure
If you say tourism.

00:27:39 Wild Island Adventure
You picture Las Vegas.

00:27:41 Weiyu,Shi
Oh, OK.

00:27:43 Wild Island Adventure
You say ecotourism.

00:27:45 Wild Island Adventure
You probably picture the water.

00:27:48 Weiyu,Shi
OK, so uh, maybe like maybe let me refer my question in this way. So do you believe ecotourism can help like improve local people life or like improve the local like the well being of local communities or like my by maybe generating job opportunities or etc.

00:28:17 Wild Island Adventure
I think that.

00:28:20 Wild Island Adventure
The simple answer is yes.

00:28:23 Wild Island Adventure
Maybe the more complicated answer.

00:28:27 Wild Island Adventure
And more truthful for me would be one that is a little bit more nuanced and suggest that.

00:28:32
I'm done.

00:28:35 Weiyu,Shi
Yes, OK.

00:28:36 Wild Island Adventure
You know?

00:28:38 Wild Island Adventure
Ecotourism can't do a.

00:28:43 Wild Island Adventure
A renewed interest in the natural resources and the environment in general.

00:28:51 Wild Island Adventure
In my definition of ecotourism anyway.

00:28:54 Weiyu,Shi
OK.

00:28:54 Wild Island Adventure
And Bill can that lead to.

00:28:58 Wild Island Adventure
A more prosperous community in.

00:29:05 Wild Island Adventure
The area where the tourism exists I could look at examples like Costa Rica is an interesting example that has gone relatively well in terms of.

00:29:11 Weiyu,Shi
OK.

00:29:16 Wild Island Adventure
You know the the living standards of Costa Rica?

00:29:22 Wild Island Adventure
And the the economy of Costa Rica.

00:29:25 Weiyu,Shi
Oh, OK.

00:29:27 Wild Island Adventure
And the conservation.

00:29:29 Wild Island Adventure
Focus of the.

00:29:30 Wild Island Adventure
Country so there are, I think, good examples where yes.

00:29:36 Wild Island Adventure
It can be a. It can be a good positive, uh, and sustainable economic model and bring, you know, bring good things to to small communities that otherwise don't have a lot of opportunity. However, there's a lot of diversity in every population these days.

00:29:50 Weiyu,Shi
OK.

00:29:55 Weiyu,Shi
Yes, yes.

00:29:55 Wild Island Adventure
Not a lot.

00:29:56 Wild Island Adventure
There's not a lot of, uh.

00:29:59 Wild Island Adventure
There's not a lot of distinctive, uh, there's not a lot of distinction anymore. I think the global we are.

00:30:05 Weiyu,Shi
Oh, OK.

00:30:07 Wild Island Adventure

The less kind of.

00:30:08 Wild Island Adventure

The less distinct we become, you know.

00:30:11 Weiyu,Shi

Yes, yes.

00:30:12 Wild Island Adventure

Though what the big part of tourism that always got me interested from the beginning was when you go somewhere new and you needs.

00:30:23 Wild Island Adventure

The people there and the culture.

00:30:24 Wild Island Adventure

There the customer there.

00:30:27 Wild Island Adventure

It was kind of a an interesting opportunity to learn something new and experience something new, but more recently the only thing new is maybe a bird species you've never seen before, or it's you didn't know you could eat. Or it's a, uh, away the weather pattern.

00:30:39 Weiyu,Shi

OK.

00:30:42 Weiyu,Shi

OK.

00:30:47 Wild Island Adventure

Means that you didn't understand. I think the illness left that's new is the thing that's been there. Well, or culture and well before you know, and.

00:31:00

OK.

00:31:00 Wild Island Adventure

The the things that make you communities are used to make entities distinct and interesting.

00:31:05 Weiyu,Shi

OK, yeah.

00:31:06 Wild Island Adventure

And so if everybody is just kind of turning into eco tourism zones in Nova Scotia.

00:31:14 Wild Island Adventure

Yeah, the pool. You know. I don't know if that's a big enough industry to state province.

00:31:15 Weiyu,Shi

OK.

00:31:21 Weiyu,Shi

OK.

00:31:23 Wild Island Adventure

And there's always gonna.

00:31:24 Wild Island Adventure

Be a bubble of, uh, I think, uh.

00:31:29 Wild Island Adventure

There's always gonna be enough people out there that are just simply uninterested in in developing that kind of industry in their communities.

00:31:38 Wild Island Adventure

So you know, I think that's a long answer.
00:31:41 Wild Island Adventure
But you know?
00:31:41
That's why I'm talking.
00:31:42 Weiyu,Shi
Probably yeah, so in speak of that and.
00:31:46 Weiyu,Shi
Do you believe?
00:31:47 Weiyu,Shi
Like the like, is there like enough market market demand, for like ecotourism, prolapse or
business and do you like do you believe like?
00:31:57 Weiyu,Shi
And we'll try. It will towards where tourists will be interested in ecotourism like compared to
like traditional.
00:32:07 Weiyu,Shi
Uh, traditional tourism.
00:32:10 Weiyu,Shi
Like maybe just from your experience.
00:32:14 Wild Island Adventure
In my experience, what's the question? Is there enough demand?
00:32:18 Weiyu,Shi
Yes, like market demand.
00:32:21 Weiyu,Shi
Or like.
00:32:23 Wild Island Adventure
Well right now, no.
00:32:25 Weiyu,Shi
OK.
00:32:26 Wild Island Adventure
No, I don't think there's enough demand.
00:32:29
OK.
00:32:29 Wild Island Adventure
And I think that, uhm?
00:32:32 Wild Island Adventure
That demand in Nova Scotia is is interesting because we've gone through a period where with the
pandemic.
00:32:40 Wild Island Adventure
People have left where they used to live, go and live where they used to visit.
00:32:47 Weiyu,Shi
Oh OK, yeah, I.
00:32:50 Weiyu,Shi
Believe yes.
00:32:50 Wild Island Adventure
So there's going to be, I think, fewer visitors to Nova Scotia.

00:32:55 Weiyu,Shi
Oh me, I'm in China.

00:32:57 Wild Island Adventure
Former residents of Nova Scotia.

00:32:59 Weiyu,Shi
Oh yes, uh so.

00:33:04 Wild Island Adventure
And when you're a resident, you're not a tourist.

00:33:07 Weiyu,Shi
Yes, in in some way. I believe yes.

00:33:12 Wild Island Adventure
Although I mean.

00:33:13 Wild Island Adventure
You you still.

00:33:14 Wild Island Adventure
Spend money at the pub and go to the restaurant and go on kayak tours.

00:33:19 Wild Island Adventure
Probably so I I'm mistaken, actually, I I misspoke your.

00:33:23 Wild Island Adventure
You can definitely be a tourist.

00:33:25 Wild Island Adventure
If you live in the in the.

00:33:27 Wild Island Adventure
In the area that's true.

00:33:28 Wild Island Adventure
Everybody that everybody is a tourist when they they.

00:33:31 Wild Island Adventure
They get plumpton.

00:33:32 Wild Island Adventure
Into a natural environment where they have no cell service and, uh, you know nothing but the the clothes on their back. Yeah, they're a tourist, sure.

00:33:44 Weiyu,Shi
Uh, so, uh? I'm interested in learning.

00:33:47 Weiyu,Shi
So what do?

00:33:48 Weiyu,Shi
You think like tourists like who travel to Lunenburg art are driving for like what drives them to come to Lu number? What do they?

00:33:57 Weiyu,Shi
Want to see?

00:33:59 Weiyu,Shi
Like maybe from your customer or.

00:34:02 Wild Island Adventure
I think well from.

00:34:04 Wild Island Adventure

From my customers that I've had haven't had that many, but the ones that I have had, they've been interested in the ocean.

00:34:11 Weiyu,Shi

OK.

00:34:12 Wild Island Adventure

They've been interested in, uh, I think finding a remote.

00:34:20 Wild Island Adventure

Place to meditate. Whether you know specifically or or not.

00:34:24 Weiyu,Shi

OK.

00:34:27 Wild Island Adventure

Uh, but they've been interested in remoteness.

00:34:31 Wild Island Adventure

So I think that's kind of a.

00:34:34 Wild Island Adventure

That's a good answer for me personally, but doesn't necessarily answer your question 'cause your question is geared toward Lunenburg as a town, but of course, like I said, my business doesn't really exist in Lunenburg.

00:34:45 Weiyu,Shi

Oh, OK.

00:34:46 Wild Island Adventure

It exists in more remote places, so.

00:34:51 Wild Island Adventure

Maybe Limburg can be seen as a launching off point you know.

00:34:56 Wild Island Adventure

For a lot of remoteness.

00:34:58 Weiyu,Shi

OK.

00:34:59 Wild Island Adventure

Uh, and I think that you know if if people come to lunenburg to find a way to get out.

00:35:07 Wild Island Adventure

That's, uh, that's sometimes why people come to Lunenburg and the area 'cause they go like what story they go to on a whale watching tour?

00:35:14 Wild Island Adventure

So they go in the ocean for two or three hours and they look at sales, right? There's a kind of remoteness out there.

00:35:16 Weiyu,Shi

Oh yeah, so it's like.

00:35:20 Wild Island Adventure

That's the people I think are drawn to, so I think for me personally the people that have been interested in what I've done.

00:35:28 Wild Island Adventure

Primarily they're interested in going places where there are no other people.

00:35:33 Weiyu,Shi

Oh, OK.

00:35:37 Weiyu,Shi

Yeah, I think.

00:35:37 Weiyu,Shi

That's like what drive travelers most like. Just like get get out from like where people you know like places you are familiar with, like like it's kinda like go on an adventure to see like where you haven't traveled before and like visit.

00:35:54 Weiyu,Shi

New places.

00:35:57

OK.

00:35:59 Weiyu,Shi

That that is that is.

00:36:00 Weiyu,Shi

Surprising I, I thought people like go to load over it's like attracted by the heritage.

00:36:08 Wild Island Adventure

Well, there are lots of people who go to Lunenburg that are attracted to the heritage, yeah.

00:36:12

OK.

00:36:13 Wild Island Adventure

But that's not my business.

00:36:16 Weiyu,Shi

Yeah, totally.

00:36:19 Weiyu,Shi

OK, uhm yeah. So the last question is, so do you you?

00:36:24 Wild Island Adventure

I think the.

00:36:24 Wild Island Adventure

Sorry, I just just to say on that point there, but I think what's interesting and maybe is an opportunity that maybe could be looked at under the the guise of of sustainability.

00:36:42 Wild Island Adventure

Is teaching.

00:36:44 Wild Island Adventure

A1 sided.

00:36:46 Wild Island Adventure

Genocidal view of history.

00:36:50 Wild Island Adventure

As it relates to the the historic nature of that Community.

00:36:55 Wild Island Adventure

Is that a sustainable one? I would say no.

00:36:59 Wild Island Adventure

At least I would hope not.

00:37:01 Wild Island Adventure

A lot of the history that people are interested in, Lunenburg is about a glazed over history of Canada, which is one of the settlers.

00:37:10 Weiyu,Shi

OK, yes.

00:37:12 Wild Island Adventure

Not one of not one of the fact that you know the meeting of people of Lunenburg County reside there well before.

00:37:20 Wild Island Adventure

So I think what's what's maybe an interesting point there as it relates to your exercise is 1 for it to be sustainable.

00:37:31 Wild Island Adventure

It needs to include all of the history.

00:37:35 Weiyu,Shi

Yes, totally. So like the make my history.

00:37:38 Weiyu,Shi

Like the the indigenous culture, right?

00:37:45 Wild Island Adventure

And it would also have the benefit of bringing.

00:37:49 Wild Island Adventure

People who once visited the place.

00:37:54 Wild Island Adventure

To visit it again.

00:37:57 Wild Island Adventure

Because, again, they're given another opportunity to experience something.

00:38:03 Weiyu,Shi

Right? Yes, totally, I believe like if if one like tourism destination is more like incorporated with like local. The unique culture of the local destination. It will be like more attractive to visitors because.

00:38:18 Weiyu,Shi

It's like gives the destination more livelihood.

00:38:24 Wild Island Adventure

When you picture the island of Haida Gwaii, and.

00:38:26 Wild Island Adventure

Coast of Vancouver Island.

00:38:29 Wild Island Adventure

Postava on the coast of British Columbia.

00:38:35 Weiyu,Shi

Oh uhm.

00:38:35 Wild Island Adventure

Do you think of the kayaks? Do you think of the fishing boats or do you think of the totems?

00:38:41 Wild Island Adventure

And the First Nations people that have lived there for thousands of years.

00:38:45 Wild Island Adventure

I think most people actually think of the totems and the First Nations people who've lived there for thousands of years, which is very interesting, but if.

00:38:53 Wild Island Adventure

You think of.

00:38:56 Wild Island Adventure

You think of settlers you think of white Protestant.

00:39:02 Wild Island Adventure

You know Irish, English, German, some French peddlers.

00:39:09 Wild Island Adventure
And I that's kind of, I think that's.

00:39:11 Wild Island Adventure
Actually, kind of.

00:39:11 Wild Island Adventure
A sad sad day because I'm not suggesting good. Think of settlers. That's great. Interesting theory.
You know I'm not promoting what they.

00:39:15
OK.

00:39:22 Wild Island Adventure
Did but I think.

00:39:23 Wild Island Adventure
It's part part of the exercise of of visiting a place is to get to know the history.

00:39:29 Wild Island Adventure
But to be faithful to you.

00:39:30 Wild Island Adventure
Even acknowledged history almost seems intentional.

00:39:35 Weiyu,Shi
Yes, uhm.

00:39:37 Weiyu,Shi
Yes, I I totally agree what you said, but it's just I think it's also like if we teach about like
children or like show visitors about the sample history.

00:39:48 Weiyu,Shi
Uhm, they get recorded by the town, it's.

00:39:51 Weiyu,Shi
Also, like could serve as.

00:39:52 Weiyu,Shi
An like educational.

00:39:54 Weiyu,Shi
Uh, resources is like we need to remember what happens in the past so we can make sure it will
not.

00:40:02 Weiyu,Shi
It will not happen again in the future or or it's. It's like it helps us to pay more attention to the
indigenous culture and.

00:40:18 Weiyu,Shi
If that makes sense.

00:40:19 Wild Island Adventure
Yeah, yeah.

00:40:23 Weiyu,Shi
OK so wow.

Question2:

00:40:31 Weiyu,Shi

So the next question is, do you consider like value? Based on our conversation about?

00:40:38 Weiyu,Shi

Uh, so do you consider ecotourism as an option for your business to adapt as a response to future changes?

00:40:48 Weiyu,Shi

Do you see their possibilities or you will like say, no, that doesn't work for my business.

00:40:55 Weiyu,Shi

Like what's your opinion on this?

00:41:01 Wild Island Adventure

I'm not sure I understand the question.

00:41:04 Weiyu,Shi

OK, OK, so the question was do you consider ecotourism as an option for your business to adapt in response to future changes?

00:41:16 Weiyu,Shi

And such as.

00:41:17 Wild Island Adventure

Well my my my business is.

00:41:19 Wild Island Adventure

Already ecotourism, so it's not really offering anything new. Not really adapting and I already I already exist in that realm so I'm.

00:41:27 Wild Island Adventure

Not sure what you're.

00:41:28 Weiyu,Shi

Oh OK, yeah. So OK. So it seems like you have already like taken some.

00:41:34 Weiyu,Shi

Uh, preparedness steps.

00:41:37 Weiyu,Shi

Next steps to step through response right? Like take your cottage.

00:41:45 Wild Island Adventure

Is the question like is in the future? Do I believe ecosystem ecotourism to be sustainable or is is are you at? I'm not sure I understand the question. I think like I I.

00:41:59 Weiyu,Shi

Yeah no, no.

00:41:59 Wild Island Adventure

The business in ecotourism so.

00:42:03 Wild Island Adventure

If I.

00:42:05 Wild Island Adventure

Do I think ecotourism is viable is that?

00:42:08 Weiyu,Shi

Yeah, yeah, all I do believe is is sustainable enough or like sufficient enough to help you to help your business to adapt to future changes?

00:42:18 Weiyu,Shi

Maybe like the post pandemic or like future climate change or just other like things like uncertainty, uncertainty inside about the future.

00:42:30 Wild Island Adventure

Oh so is the business is it it? Is it more of an adaptable business model in general? So you're kind of asking?

00:42:39 Weiyu,Shi

Yes, I know.

00:42:41 Wild Island Adventure

OK, ah.

00:42:46 Wild Island Adventure

I think it's, uh.

00:42:51 Wild Island Adventure

Ecotourism can Canada sure yeah why not?

00:42:57

We could.

00:42:59 Wild Island Adventure

Like well will always will always be. There will always be an interest and there's always somebody younger.

00:43:07 Wild Island Adventure

You know place yeah yeah. And I think general.

00:43:11 Wild Island Adventure

In a lot of.

00:43:11 Wild Island Adventure

Ways tourism is is, at least in the past, has been the.

00:43:17 Wild Island Adventure

Ah, has been.

00:43:19 Wild Island Adventure

An industry primarily of people who are retired.

00:43:23 Wild Island Adventure

And people who.

00:43:24 Wild Island Adventure

Are yet to get in the middle of their lives with careers, children and families and things.

00:43:31 Wild Island Adventure

Though I think in one way you know the way to maintain a healthy ecotourism economy they have.

00:43:42 Wild Island Adventure

A kind of.

00:43:42 Wild Island Adventure

A A a useful approach.

00:43:46 Wild Island Adventure

And if you know, uh, there are people who are seniors who can, who can adapt and and live.

00:43:55 Wild Island Adventure

Or sorry and and are interested in in ecotourism.

00:43:59 Wild Island Adventure

Then that.

00:44:00 Wild Island Adventure

That's because they live an active lifestyle.

00:44:03 Wild Island Adventure

And if there's a sustainability element to the business.

00:44:08 Wild Island Adventure

It's got to be that those people who ran those businesses when they were younger able to in you to operate those businesses as they get older, but pass those businesses on because there's a certain physicality requirement to ecotourism that doesn't exist in other industries, so.

00:44:21 Weiyu,Shi

OK.

00:44:27 Wild Island Adventure

If you're healthy and fit.

00:44:30 Wild Island Adventure

You can, you know I could.

00:44:33 Wild Island Adventure

I can run my business if I'm healthy and fit.

00:44:36 Weiyu,Shi

Yes, yes, totally.

00:44:37 Wild Island Adventure

If I as I age, it will be.

00:44:39 Wild Island Adventure

Less it will be less possible so.

00:44:42 Wild Island Adventure

Others do it, but maybe I.

00:44:44 Wild Island Adventure

Won't be able to.

00:44:46 Weiyu,Shi

Oh, OK.

00:44:48 Weiyu,Shi

Yeah, so it's like uh, you mean like the business need to like if the ecotourism wants to sustain so.

00:44:56 Weiyu,Shi

It will need like a younger workforce or like the like. The model can be passed on into future generations is is is that what you mean?

00:45:08 Wild Island Adventure

I think one of the best things we could do for eco tourism is to rebrand it instead of instead of as eco tourism.

00:45:13 Weiyu,Shi

OK.

00:45:18 Wild Island Adventure

We should be branding it as conservation tourism.

00:45:22 Weiyu,Shi

OK.

00:45:23 Wild Island Adventure

Or tourism based conservation, so that is.

00:45:28 Wild Island Adventure

I think the.

00:45:30 Wild Island Adventure
Maybe a more specific?
00:45:32 Wild Island Adventure
And better answer to your question.
00:45:34
OK, cool.
00:45:34 Wild Island Adventure
Do I think it's vulnerable the way?
00:45:36 Wild Island Adventure
It is no, I don't think so. I think it.
00:45:39 Wild Island Adventure
Would be more viable.
00:45:41 Wild Island Adventure
If part of the industry.
00:45:44 Wild Island Adventure
Was focused.
00:45:47 Wild Island Adventure
Not that it isn't now, but that the actual industry itself was interesting observation. So for example, if the government Nova Scotia has a certain budget every year to promote tourism in Nova Scotia.
00:46:02 Wild Island Adventure
They would be.
00:46:03 Wild Island Adventure
Very well.
00:46:05 Wild Island Adventure
To spend some of that money.
00:46:09 Wild Island Adventure
Supporting organisations.
00:46:13 Wild Island Adventure
On maintaining.
00:46:15 Wild Island Adventure
Wildlife species
00:46:17 Wild Island Adventure
Containing conservation lands.
00:46:20 Weiyu,Shi
OK, yeah.
00:46:22 Wild Island Adventure
I think there needs to be a, uh, kind of a a collaboration.
00:46:27 Weiyu,Shi
Yes, yeah.
00:46:27 Wild Island Adventure
Of conservation and tourism, because without conservation there is no tourism over the long term.
00:46:36 Weiyu,Shi
Oh, that's a that's a great point.
00:46:40 Weiyu,Shi

Thank you.

00:46:42 Weiyu,Shi

Yeah, I yeah, I totally because like if the sector want to because it's such like a major transformation. So it definitely need government support and like government insensitive to help the sector too.

00:46:58 Weiyu,Shi

To incorporate the conversation, the conservation aspect into the sector itself.

00:47:07 Wild Island Adventure

An interesting case.

00:47:08 Wild Island Adventure

Model for this is what's happening out West.

00:47:12 Wild Island Adventure

You have a number of pipelines that want to be built and you have lots of shipping containers.

Another chance, another oil, what anchors that mine.

00:47:22 Wild Island Adventure

They want to use up the the, uh?

00:47:26 Wild Island Adventure

The uh, that use want to use the waterways on?

00:47:29 Wild Island Adventure

The coast in production, right?

00:47:32 Wild Island Adventure

And you also have a.

00:47:33 Wild Island Adventure

Lot of businesses that are running tourism businesses that are focused on.

00:47:41 Wild Island Adventure

The opportunity to see orcas and the opportunity to see.

00:47:46 Wild Island Adventure

Eagles and wolves, bears and other wildlife species but.

00:47:50 Wild Island Adventure

When you have.

00:47:53 Wild Island Adventure

Marine traffic big big vessel traffic, especially traffic that can lead to oil spills.

00:48:01 Wild Island Adventure

You can have a an.

00:48:03 Wild Island Adventure

Eco tourism sector in A1 foul swoop.

00:48:07 Wild Island Adventure

Completely destroy that eco tourism sector.

00:48:11 Wild Island Adventure

Found one other sector to exist alongside it.

00:48:16 Wild Island Adventure

And I think that's where you know.

00:48:19 Wild Island Adventure

There's a real danger, for example, in Nova Scotia of offshore drilling.

00:48:24 Weiyu,Shi

Oh yes, yes.

00:48:25 Wild Island Adventure
Dude is offshore drilling.

00:48:29 Wild Island Adventure
As soon as we have one oil spill on the coast near Lunenburg, my business is open.

00:48:34 Weiyu,Shi
Oh, OK.

00:48:35 Wild Island Adventure
At least for that season.

00:48:38 Wild Island Adventure
Because nobody wants to go and visit places.

00:48:43 Weiyu,Shi
Sure, sure sure.

00:48:43 Wild Island Adventure
Where you know the ecosystem is destroyed.

00:48:47 Weiyu,Shi
Yeah, that is like detrimental.

00:48:52 Wild Island Adventure
You know part of.

00:48:54 Wild Island Adventure
Part of a I think part of ecotourism is is very much part and parcel to conservation.

00:49:03 Weiyu,Shi
Old dance.

00:49:03 Wild Island Adventure
And frankly, not just conservation, but but, uh, expansion. I don't think we need to conserve what we have. I think we need to actually expand what we have. We need to expand.

00:49:16 Wild Island Adventure
The the number of places in this in this province that are that are forever protected. So just no.

00:49:23 Weiyu,Shi
Oh yeah, like you turtle, you like you, turn allies like the resources we already have.

00:49:30 Weiyu,Shi
It said, is that what you refer to?

00:49:33 Wild Island Adventure
Uh, internalize the resources.

00:49:36 Weiyu,Shi
You turn allies like it applies what we have.

00:49:42 Weiyu,Shi
Like take all so I think take advantage of the term.

00:49:47 Wild Island Adventure
OK, yeah.

00:49:49 Wild Island Adventure
Yeah, yeah, you know, because you know you look at you. Look at the.

00:49:55 Wild Island Adventure
The truth is, it seems like the oil and gas opportunities, not the coast.

00:50:02 Wild Island Adventure
A man can.

00:50:04 Wild Island Adventure

Produce, you know?
00:50:05 Wild Island Adventure
A certain number of jobs I'm I'm not an oil and gas.
00:50:08 Wild Island Adventure
Person, I don't know.
00:50:09 Wild Island Adventure
How many jobs produce?
00:50:13 Wild Island Adventure
They're not really.
00:50:14 Wild Island Adventure
Jobs that are in communities on the coast. There are jobs that are protected.
00:50:21 Wild Island Adventure
You know white collar work in in the city and also some oil and gas offshore rig. Work up off the coast so it's not really.
00:50:30 Wild Island Adventure
It's not really.
00:50:30 Wild Island Adventure
A sustainable model, either as we transition away from, uh, carbons.
00:50:35 Weiyu,Shi
Yeah so.
00:50:36 Wild Island Adventure
I think you have to be. I think you have to be very careful not to.
00:50:40 Wild Island Adventure
Support industries that, uh, will destroy uh industries, you know?
00:50:48 Wild Island Adventure
Big one.
00:50:49 Weiyu,Shi
Yeah I will. I'll be interested in supporting like conservation tourism so it's timely and so it will help me get hired as like environmental scientists or like sustainability consultant.
00:51:02 Weiyu,Shi
So I will hold.
00:51:03 Wild Island Adventure
It would be great, what do you?
00:51:04 Wild Island Adventure
What would you love that job?
00:51:06 Wild Island Adventure
Right, so you work.
00:51:08 Wild Island Adventure
Let's say I work for the Department of Tourism.
00:51:11 Wild Island Adventure
Nova Scotia tourism and your job is the sustainability officer.
00:51:16 Weiyu,Shi
Yes, I will love that.
00:51:19 Wild Island Adventure
Honest, I wouldn't be surprised if that job title does not already exist.
00:51:24 Wild Island Adventure

But maybe maybe it doesn't. Or maybe you work for the Department of Natural Resources.

00:51:30 Wild Island Adventure

Or the Nova Scotia Department of the Environment.

00:51:34 Weiyu,Shi

Yeah, that's all I did.

00:51:35 Wild Island Adventure

And your job is the tourist liaison.

00:51:39 Weiyu,Shi

That's exciting.

00:51:43

Right?

00:51:44 Weiyu,Shi

Cool, so uh, I just have one last question.

Question3:

00:51:49 Weiyu,Shi

Yeah, uh, so yeah. So are so are there? Are there are there are like major barriers you perceive for like your current business model implementation? Like is there any barriers you are facing as an equal tourism operator?

00:52:11 Wild Island Adventure

Uhm, well I I I highlighted a few that are kind of global global problems, but specifically to me I would say the the the barriers are safety.

00:52:17 Weiyu,Shi

OK.

00:52:22 Weiyu,Shi

OK.

00:52:23 Wild Island Adventure

Here the barriers are.

00:52:26 Wild Island Adventure

Uhm, regulation, umso and the.

00:52:31 Wild Island Adventure

Barriers are cost.

00:52:33 Weiyu,Shi

Yes, well that's

00:52:33 Wild Island Adventure

So you know it.

00:52:35 Wild Island Adventure

Takes a lot of money. Uh, to?

00:52:39 Wild Island Adventure

Operate yes and.

00:52:43 Wild Island Adventure

You have to charge a lot.

00:52:46 Wild Island Adventure

The tourists as a result of that.

00:52:51 Wild Island Adventure

And I think the biggest barrier from a cost point.

00:52:54 Wild Island Adventure

Of view is.

00:52:57 Wild Island Adventure

Not wanting to actually charge a whole lot, because then the barrier to a conservation is a is an economic barrier.

00:53:04 Weiyu,Shi

So the.

00:53:08 Wild Island Adventure

Here which then.

00:53:10 Wild Island Adventure

Becomes as we know.

00:53:12 Wild Island Adventure

A print barrier, right?

00:53:14 Wild Island Adventure

Yeah, so I think the biggest barrier for a lot of people is just having the time and the money to actually be able to do the kinds of things that tourism operators are offering. A lot of people in Nova Scotia.

00:53:30 Wild Island Adventure

Have you know \$1000 to spend?

00:53:32 Wild Island Adventure

And for a day out sailing and visiting remote islands. So the biggest barrier is one that, uh, I mentioned earlier.

00:53:37 Weiyu,Shi

Oh yes.

00:53:43

And you.

00:53:43 Wild Island Adventure

Know as it relates to you know, uh, a guaranteed basic income or something like this.

00:53:49 Weiyu,Shi

Oh OK Oh yeah.

00:53:51 Wild Island Adventure

It's maybe it's it's it's. It's not much my.

00:53:53 Wild Island Adventure

Barrier is that it it is a barrier that's relevant.

00:53:56 Wild Island Adventure

To me, but.

00:53:57 Weiyu,Shi

But like for our customer.

00:53:58 Wild Island Adventure

The the carriers.

00:54:00 Wild Island Adventure

Yeah, so the people.

00:54:01 Wild Island Adventure
Who have money to come to Nova Scotia and spend it on things like ecotourism?

00:54:05 Wild Island Adventure
Are usually people coming from Europe?

00:54:08 Weiyu,Shi
Oh yes.

00:54:09 Wild Island Adventure
Or or from Asia?

00:54:10 Wild Island Adventure
Or Flora, ah, you know, South America now the United States. Obviously the United States one, but.

00:54:14 Weiyu,Shi
OK.

00:54:19 Wild Island Adventure
Our dollar and our economy is.

00:54:23 Wild Island Adventure
Frankly, there's a lot of poverty in Nova Scotia, so if there's gonna be a homegrown tourism sector that proposes itself to itself and serves the local.

00:54:39 Wild Island Adventure
Uh, they need to be able to have an income that allows them to have extra money to spend on.

00:54:48 Wild Island Adventure
Luxury items like tourism.

00:54:51 Wild Island Adventure
So I'd love to see.

00:54:54 Wild Island Adventure
A few things like.

00:54:56 Wild Island Adventure
An increase in the minimum wage.

00:54:58 Wild Island Adventure
Which now.

00:55:00 Weiyu,Shi
OK.

00:55:01 Wild Island Adventure
Yeah, it's all it's related, isn't it? That's how I'm over you.

00:55:04 Weiyu,Shi
Yes, yes it is Vegas cycle.

00:55:08
You know?

00:55:09 Weiyu,Shi
OK, sounds good.

00:55:12 Weiyu,Shi
Uh, so actually I'm curious, so could you?

00:55:15 Weiyu,Shi
Expand more about.

00:55:16 Weiyu,Shi
What you mean by safety and regulation?

00:55:21 Wild Island Adventure
You really know how to cut.

00:55:22 Wild Island Adventure
Through my ***** get to the good stuff.

00:55:29 Wild Island Adventure
Safety, safety and regulation. Well, I operate a vessel, so a sailboat.

00:55:35 Weiyu,Shi
Oh, OK.

00:55:35 Wild Island Adventure
So I'm taking people on the open ocean.

00:55:38 Weiyu,Shi
OK.

00:55:39 Wild Island Adventure
That boat has to have certain safety equipment.

00:55:42 Weiyu,Shi
OK.

00:55:43 Wild Island Adventure
It has to have a licenses for the operators, so it has the the people operating the boat have to be trained.

00:55:51 Weiyu,Shi
Oh OK, OK.

00:55:52 Wild Island Adventure
And they have to be trained to a certain standard, and the standard is developed by.

00:55:57
OK.

00:55:58 Wild Island Adventure
The government.

00:55:59 Weiyu,Shi
OK, sure.

00:56:00 Wild Island Adventure
So you know.

00:56:02 Wild Island Adventure
The barrier there is.

00:56:04 Wild Island Adventure
Is not so much. It's not so much a barrier, but it's a non Boston maintaining.

00:56:06 Weiyu,Shi
OK, yeah.

00:56:09 Weiyu,Shi
Yes, sure I see.

00:56:10 Wild Island Adventure
Pain, take equipment and operational equipment, yeah.

00:56:13 Weiyu,Shi
Yeah, OK.

00:56:15 Weiyu,Shi
Yeah, I see. I see they can all come to the cost like it could like increase your starting point.

00:56:22 Wild Island Adventure

Point, yeah exactly yeah, so the simpler you make your business is ecotourism goes. My my business is a very complicated eco tourism business in some ways.

00:56:25

Right?

00:56:34 Wild Island Adventure

Which is why.

00:56:35 Wild Island Adventure

There are that many businesses doing it, I don't think, but it's also very simple in its basic premise.

00:56:38

OK.

00:56:42 Wild Island Adventure

Uh, But there's nothing simpler than just having people stay in a.

00:56:46 Wild Island Adventure

Bed for the night.

00:56:48 Wild Island Adventure

You know accommodations is incredibly.

00:56:51 Weiyu,Shi

Oh yeah.

00:56:52 Wild Island Adventure

Though I think our the the market in tourism is being flooded by accommodation spaces, but what people want when they are updated somewhere is something to do.

00:57:02 Weiyu,Shi

Yes, yeah.

00:57:03 Wild Island Adventure

They want something to do.

00:57:05 Wild Island Adventure

And so they eat very easy to.

00:57:06 Weiyu,Shi

I said

00:57:07 Wild Island Adventure

Accommodate people, but.

00:57:10 Wild Island Adventure

What's gonna be the memory? Is it gonna be what their their hotel or their Airbnb looked like?

Or is it gonna be what they did during the day and what maybe variants they had right?

00:57:19 Weiyu,Shi

Yes it is. Well, yeah it's hard like over.

00:57:22 Wild Island Adventure

Experiences or experiences require?

00:57:29 Weiyu,Shi

Oh yes.

00:57:30 Wild Island Adventure

And he required people. There's you know, human resources bombs.

00:57:34 Weiyu,Shi

Yes, yes.

00:57:36 Wild Island Adventure

So you go on.
00:57:36 Wild Island Adventure
A kayak tour. You have people who are trained.
00:57:40 Wild Island Adventure
Not only in you know.
00:57:42 Wild Island Adventure
First aid and and maybe wilderness first aid, but they also have kayak experience and they have.
00:57:50 Wild Island Adventure
Uh, my knowledge of you know weather patterns and chart plot and other other kind of marine education they made also the background.
00:57:59 Wild Island Adventure
In environmental sciences, right?
00:58:02 Wild Island Adventure
Or ecology biology? Who knows, right? So it actually takes quite a lot to make an experience interesting.
00:58:11 Weiyu,Shi
OK.
00:58:13 Weiyu,Shi
Yeah, that is hard.
00:58:15 Wild Island Adventure
And it's expensive, it's expensive.
00:58:17 Wild Island Adventure
To hire people who are worth listening to.
00:58:22 Weiyu,Shi
OK, yes.
00:58:25 Weiyu,Shi
Uh, yeah, I believe, uh, I believe I have captured the main point you have said so.
00:58:33 Weiyu,Shi
I hope you have the, uh, I hope you.
00:58:35 Weiyu,Shi
Feel being heard.
00:58:39 Wild Island Adventure
Yeah, you're great interviewer.
00:58:41 Weiyu,Shi
Thank you.
00:58:43 Weiyu,Shi
Uh, yeah, so is there other things you would like to mention or like, uh?
00:58:53 Wild Island Adventure
No, no, I don't think so. I.
00:58:55 Wild Island Adventure
Think I've probably said.
00:58:56 Wild Island Adventure
Way more than you asked me to.
00:58:58 Wild Island Adventure
And that's you know that's interesting.
00:59:02 Wild Island Adventure

I, I guess I had nothing to.

00:59:05

Do today so you.

00:59:06 Wild Island Adventure

Gotta be really.

00:59:08 Weiyu,Shi

Yeah, I is that.

00:59:09 Wild Island Adventure

There's no storm outside.

00:59:10 Wild Island Adventure

So I have nowhere to go.

00:59:13 Weiyu,Shi

Yeah, I know.

00:59:15 Weiyu,Shi

Yes, yeah so.

00:59:17 Wild Island Adventure

Did you make all your balls?

00:59:18 Wild Island Adventure

On Snow Storm dates.

00:59:20 Weiyu,Shi

Yeah, I know so. So I so I believe like business operators are more free today. So that's why I made this phone call.

00:59:29

There you go.

00:59:31 Weiyu,Shi

OK, so thank you so much for your time and all the insights you share with me.

00:59:39 Wild Island Adventure

Yeah, if you wanna use my name go ahead.

00:59:41 Weiyu,Shi

OK, thank you so much.

00:59:43

OK, have a good day.

00:59:45 Weiyu,Shi

You too bye.

00:59:46 Wild Island Adventure

Bye good luck.

00:59:48 Weiyu,Shi

Thank you.

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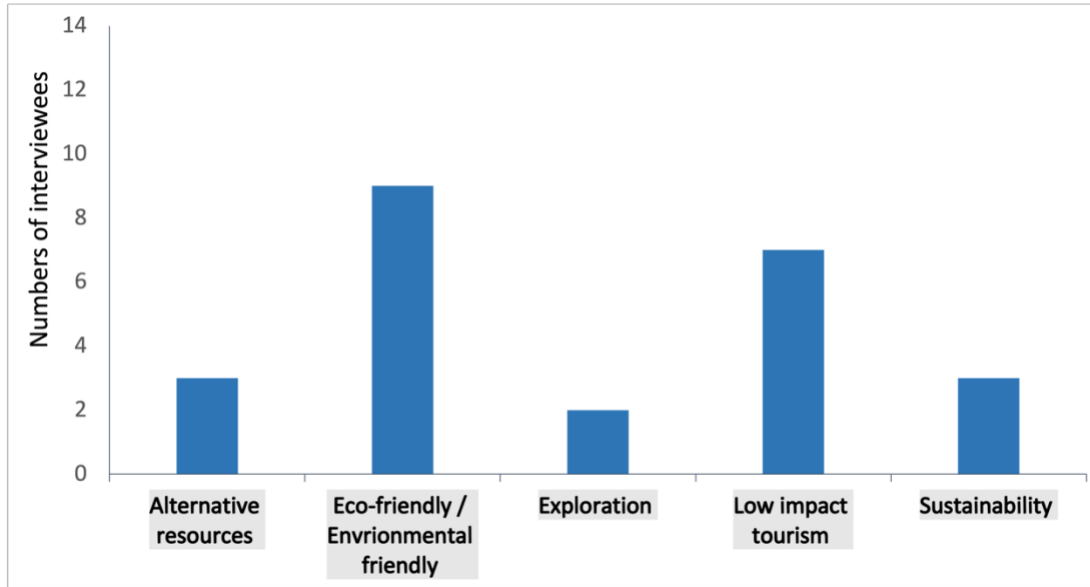


Figure 5: Main ecotourism definitions representing interviewees' understanding of the ecotourism concept.

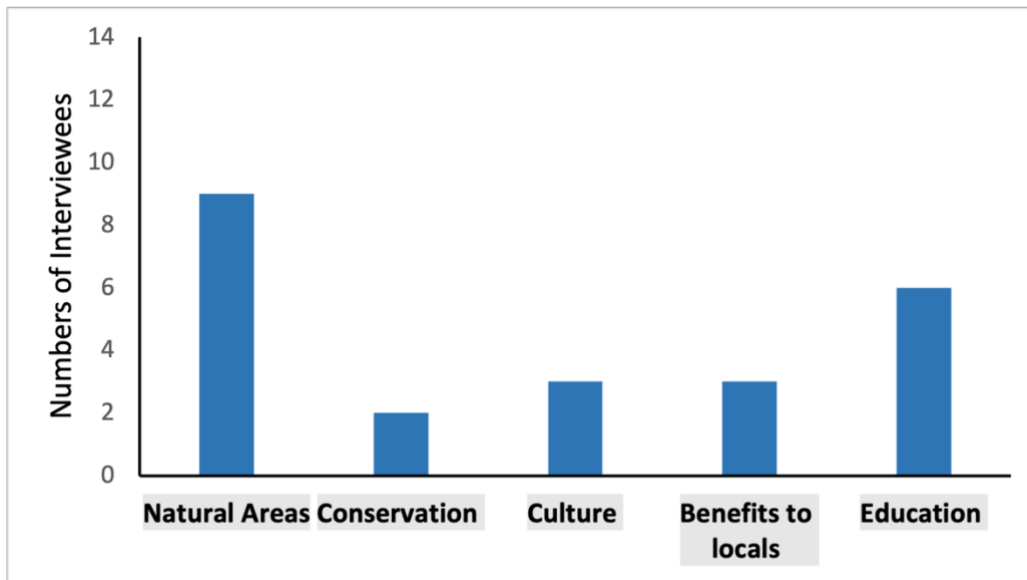


Figure 6: Main ecotourism definition principles gathered from literature that mentioned by respondents.

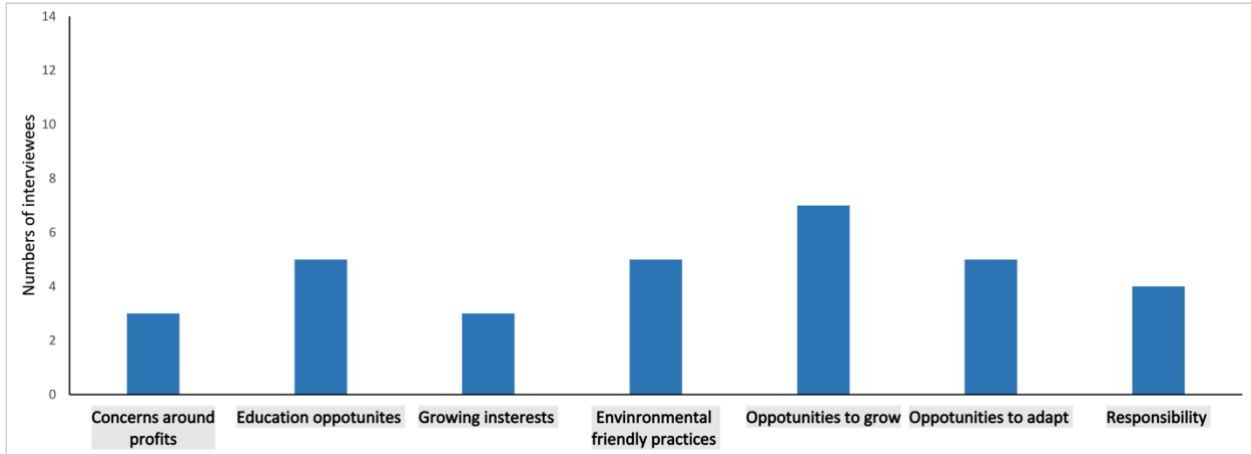


Figure 7: Main themes of interviewees' opinions of ecotourism as a climate adaptation tool.

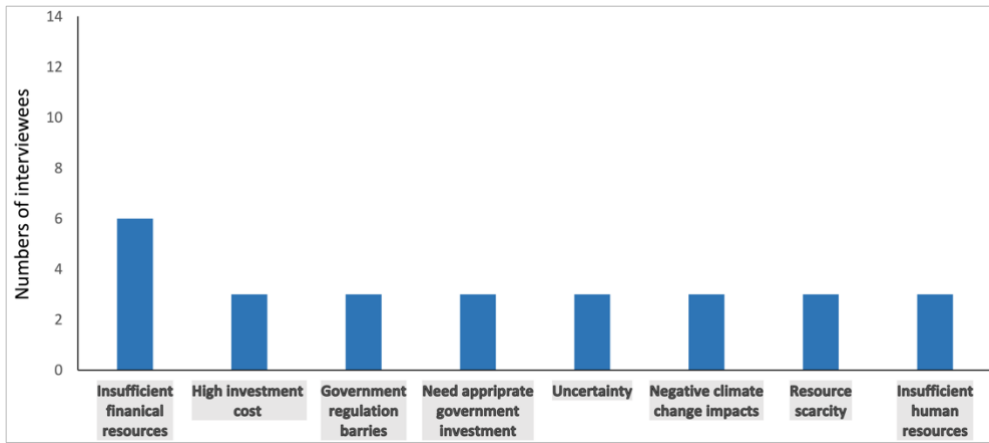


Figure 8: Main themes of interviewees' perception of ecotourism implementation barriers.

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Table 5: Main themes of interviewees’ response to the first question and each of their sub themes.

Main themes	Alternative energy resources	Eco-friendly / Environmentally friendly	Exploration	Low impact tourism	Sustainability
Sub themes	solar power	not damaging the environment	nature	low carbon footprint	sustainable practices
	electric power		local environment	responsible travel	sustainable products
					heritage skills

Table 6: The five most cited ecotourism definition themes and each of their sub themes interpreted by interviewees in this study.

Main themes	Natural Areas	Conservation	Culture	Benefits to locals	Education
Sub themes	operated in natural	contribute to conservation	experience of local culture and lifestyle	promote new business	intercative learning experiences
	interacting with the environment	rise environmental awareness	attracted by history and heritage	support existing tourism business	opportunity to learn new things
	appreciation of nature				cultural, history education
	attention on nature				ecology education
					sustain local knowledge

Table 7: Main themes of interviewees’ response to the second question and each of their sub themes.

Main themes	Concerns around profits	Education opportunities	Growing interests	Environmentally friendly practices	Opportunities to grow	Opportunities to adapt	Responsibility
Sub themes	higher business cost	history education	provider side	bettering the environment	integrated industry supply chain	diversify local economy	look forwards
	owner operator business	traditional skills & knowledge preservation	visitor side	low environmental impacts	strategic development project	sustainable economic model	expectation from young generation
		scientific research	community members	locally sourced business	infrastructure development projects		shared responsibility
			young generation	Rasie environmental awareness			

Table 8: Main themes of interviewees’ response to the third question and each of their sub themes.

Main themes	Insufficient financial resources	High investment cost	Government regulation barriers	Need appropriate government investment	uncertainty	Negative climate change impacts	Resource scarcity
Sub themes	small start-up companies	insurance cost	regulatory requirement	fund management	incidents like COVID	sea level rise	imbalanced resource availability
		operational cost	unreasonable regulations	well managed investment		stress on natural environment	investment balance
				Supporting resource form the town		infrastructures at risk	prioritizing