



## **Marine Plan Partnership (MaPP) Initiative Contract Announcement:**

### **Assessment of Key Marine Tourism Sites in Haida Gwaii**

**This RFP was revised on September 15, 2017.  
Revisions are noted in red text and include an extension of all timelines.**

The MaPP Initiative seeks to contract a consultant or consulting team to identify and describe key sites that support sustainable marine-based tourism around Haida Gwaii, assess sustainable levels of tourism at these sites, and identify potential management strategies associated with tourism development.

#### **Overview**

The Marine Plan Partnership for the North Pacific Coast (MaPP) is a collaborative process for implementing marine plans completed in 2015 for the coastal and marine areas of four sub-regions of B.C. including Haida Gwaii. The Haida Gwaii Marine Plan (the Marine Plan) is being implemented by the Province of British Columbia and the Council of the Haida Nation who are two of the MaPP partners.

Tides Canada is supporting the MaPP partners by, among other activities, holding and disbursing funds. Tides Canada has set up a project called the Marine Plan Partnership for the North Pacific Coast Implementation Support Project to carry out activities identified by partners to support the initiative including activities related to the Haida Gwaii Marine Plan.

Implementation of the Marine Plan is being led by the Haida Gwaii Marine Plan Implementation Technical Team (HG MITT), co-chaired by a representative from each of the Council of the Haida Nation and the provincial government.

#### **Background**

The natural beauty of Haida Gwaii, its remoteness and the sense of wilderness, and the appeal of the Haida culture continue to attract visitors from Canada and abroad. Due to the remote nature of the islands and high travel costs, visitors who come to Haida Gwaii often stay longer than they might at a mainland destination; therefore, the spin-off effects within communities are significant. Accommodation suppliers, and food and retail outlets benefit from tourism dollars, and community museums draw visitors by celebrating Haida culture and island heritage.

Current marine tourism focuses on Gwaii Haanas (2,000 people per year) and private fishing lodges (14,000 people per year). The tourism season in Haida Gwaii runs from May to

September. The highly seasonal nature of tourism is an ongoing problem for industry expansion and restricts operators from developing new or even upgrade existing operations. Further to this, the lack of market-ready products and inconsistent levels of customer service has been a detriment in fully capturing tourism benefits.

Marine tourism is an activity that is supported in the Marine Plan with potential for sustainable growth and marine economic development opportunities. The Marine Plan outlines the need to identify locations that are key to the visitor experience and promote and manage opportunities (p. 45, Strategy 1.1b), while identifying appropriate levels of tourism activity in specific locations (p. 45, Strategy 1.1c). The Marine Plan also outlines commitments to work with others to promote Haida Gwaii as a premier tourism destination and encourage development of sustainable tourism products that support the local economy (p. 128, priority #4). Consistent with the Marine Plan, marine activities including tourism development will be managed using an ecosystem-based management approach.

The main objective for tourism development is to position Haida Gwaii as a premier tourism destination, with quality infrastructure, sustainable products and experiences that result in longer stays and higher spending, while avoiding decline in visitor experience. For the purpose of this study, “marine-based tourism activities” include but are not limited to kayaking, boating/yachting, recreational fishing (not including fishing activities associated with lodges), beach walking, coastal hiking, camping, wildlife viewing (water-based), storm watching, surfing, windsurfing, and scuba diving.

**This work will inform a marine tourism feasibility and impact assessment which will evaluate tourism potential and identify factors limiting tourism development.**

## **Contract Summary**

### **Scope of Work**

*Phase 1 – Project scoping and methods development (25% of time commitment):*

The consultant or team of consultants will work with the HG MITT (and stakeholders, as identified by the HG MITT) to determine assessment methodology. The methodology will be presented to the HG MITT for review and approval.

The methodology development must include (at minimum), consideration of the following:

- Steps that will be used to identify key marine tourism sites in Haida Gwaii (outside of Gwaii Haanas), including criteria for selection.
- Review of the Haida Gwaii Marine Plan and relevant feasibility assessments, studies or strategies related to marine tourism development in Haida Gwaii (i.e. Haida Gwaii Marine Market Sector Analysis (2010), Haida Gwaii Heritage Tourism Strategy (2003)).
- Review of existing available information on: a) the behaviours and preferences of today’s tourists, b) niche tourism market opportunities (e.g., ecotourism, cultural

tourism, educational tourism) c) emerging trends, d) target demographics, e) infrastructure required to meet tourists' needs, and f) the infrastructure available on Haida Gwaii (e.g., marinas, campsites), including relevant spatial information (e.g. bcmca.ca).

- Engagement with stakeholders in **focused workshops (in Old Masset and Skidegate)** to assist in the identification, description and validation of key marine tourism sites (outside of Gwaii Haanas), the related marine-based tourism activities that each site supports, and current and potential challenges and opportunities.
- Identification and description, along with rationale, of the steps that will be taken to assess tourism carrying capacity (including physical, economic, social and cultural), for each of the identified key marine tourism sites across seasons, which will include (at minimum):
  - Criteria for (a) cultural suitability, (b) assessing visitor experience, (c) recommending sites for tourism development (e.g. supporting infrastructure, accessibility), (d) limits of acceptable change (e.g. usage limits).
  - Methods of data collection and analysis (e.g. spatial analysis, review of secondary sources, targeted interviews with key stakeholders); and,
  - A rationale for the proposed approach, using references from peer-reviewed publications.
- Objectives and scope of workshop(s) and interviews, and number of maps and their description.

*Phase 2 – Undertake assessment and write report (75% of time commitment):*

The consultant or team of consultants will be required to:

- Apply the methodology developed in Phase 1 to estimate the tourism carrying capacities for marine-based tourism activities at each of the key sites identified, for areas outside Gwaii Haanas.
- Identify and describe existing tools (policies, regulations, agreements) and practices available to manage marine-based tourism on Haida Gwaii from the perspective of the Council of the Haida Nation, the provincial government, and Gwaii Haanas through interviews with managers and review of relevant reports or documents. A minimum of six interviews is required.
- Identify strategies to grow, maintain, or shrink visitation consistent with each site's tourism carrying capacity. Recommendations will include approaches for efficiently measuring and managing visitor use, such as: use of quotas or business licenses to place limits on the numbers of visitors per location per day, investments in facilities to encourage visitor use (e.g., mooring buoys, docks, wharves, marinas, road and marine access points, campsites, trails).

- Identify potential challenges and opportunities with development at different scales (i.e. large-scale; small-scale; niche) based on the carrying capacity of the site.
- Create maps showing the recommended sites for tourism development, the marine-based tourism activities that the sites support, potential usage limits and other limiting factors (i.e. number of campsites). Clearly distinguish between existing tourism 'hot spots' and recommended sites.
- Engagement with stakeholders in **focused workshops (in Old Masset and Skidegate)** to validate results and better understand local perspectives on approaches to tourism management, promotion and development.

**Deliverables:**

*Phase 1:*

Within four weeks, the consultant or team of consultants will provide:

- A work plan that outlines proposed activities and timelines for Phase 1 and Phase 2 of the project.
- A detailed methodology that includes steps to identify key marine tourism sites, and methods for assessing tourism carrying capacity at each site.
- A draft list of key marine tourism sites, their marine-based tourism activities, and seasonality.

*Phase 2:*

The consultant or team of consultants will provide:

- Draft and final reports that include the following:
  - Assessment of tourism carrying capacity for marine tourism activities for key sites, including maps.
  - Identification of available strategies to manage appropriate levels of tourism activity in specific locations, as required.
  - Summary of the results from stakeholder engagement (i.e. workshop(s) and interviews).
  - A description of challenges and opportunities with promoting or limiting tourism at key sites.
  - Recommendations for marine tourism management and promotion on Haida Gwaii.

**Contract Timeline & Milestones (subject to change):**

This contract will be targeted for award by **October 23, 2017**.

- **By October 13<sup>th</sup>** – Proposals due
- **By November 1<sup>st</sup>** – Project start
- **By November 8<sup>th</sup>** – Finalize workplan
- **By December 8<sup>th</sup>** – Provide draft methodology and draft list of key sites
- **By February 16<sup>th</sup>** – Draft report
- **By March 23<sup>rd</sup>** – Final report
- **Ongoing** bi-weekly check-ins with Haida Gwaii Co-leads to review progress against deliverables

#### **Contract Remuneration:**

- Up to a contract maximum of \$69,000 plus GST inclusive of fees and all expenses, including travel if required, on-island transportation, mapping and data entry costs.

#### **MaPP Input:**

- MaPP will provide the consultant with (at minimum) the following relevant background information on marine tourism initiatives in Haida Gwaii:
  - Haida Gwaii Heritage Tourism Strategy (2003)
  - Haida Gwaii Marine Market Sector Analysis (2010)

#### **Qualifications, Experience and Skills:**

- Consultant or consulting team with expertise in the fields of social science and mapping.
- Knowledge of the (marine) tourism industry, different market segments within, and emerging trends. Experience conducting marine tourism studies for the public or private sector.
- Knowledge of tourism carrying capacity methodologies. Strong preference for applicants with experience conducting tourism carrying capacity assessments.
- Excellent written communication skills.
- Strong project management, time management, and organizational skills.
- Proven ability to review and analyze volumes of information to make informed and rational recommendations.
- Local knowledge about Haida Gwaii considered a strong asset.

## **To Apply**

Please submit, via email, a project proposal that outlines:

- Proposed project approach **and draft methods, including rationale for stakeholder engagement approach;**
- Minimum number of key sites to be subject to assessment;
- Proposed mapping software;
- Names of consultants, qualifications & fees;
- Expense projections by task;
- Work sample **of site-specific and/or tourism-related analysis.**

Proponents are strongly encouraged to partner with individuals or groups who have local knowledge about Haida Gwaii.

Extensions to the submission timeline may be granted if there are insufficient applications.

Proposals are due by **5pm on Friday October 13, 2017**.

Send proposals with subject line **Key Marine Tourism Sites** to:

Fiona Kilburn, Administration and Finance Coordinator  
Marine Plan Partnership for the North Pacific Coast  
[fkilburn@mappocean.org](mailto:fkilburn@mappocean.org)