

THE UNIVERSITY OF CALGARY

CULTURAL TOURISM IN THE COLUMBIA VALLEY

by

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A MASTER'S DEGREE PROJECT

SUBMITTED TO THE FACULTY OF ENVIRONMENTAL DESIGN

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ENVIRONMENTAL DESIGN

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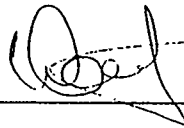
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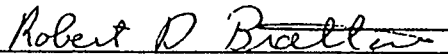
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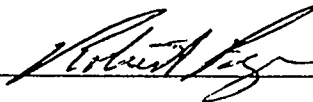
The undersigned certify that they have read, and recommend to the Faculty of Environmental Design for acceptance, a Master's Degree Project entitled "**Cultural Tourism in the Columbia Valley**" submitted by **Joseph Graham Ambrosi** in partial fulfillment of the requirements for the degree of Master of Environmental Design.

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ABSTRACT

The Columbia Valley of southeastern British Columbia is unique in terms of its geographic setting, recreational amenities, and cultural characteristics. The Valley's geography and recreational opportunities have been the driving forces behind the area's tourism industry, which in turn is a major contributor to the local economy. However, the cultural resources of the Columbia Valley, including local history and physical manifestations of it, have largely been neglected in terms of their potential contribution to the economy. Additionally, the cultural make-up has been overlooked as one of the most significant factors that makes the Valley special in the eyes of both residents and visitors.

An examination of the physical and human qualities and characteristics and of existing cultural resources indicates that a viable cultural tourism industry could be established in the Columbia Valley. In the short-term, important local resources would be protected and preserved. In the long-term, the development of specific attractions would lead to increased visitors, most notably in the spring and fall "shoulder seasons", when recreational tourism tends to decline. To ensure the efficient development and growth of a tourism and cultural tourism industry in the Columbia Valley, a planning organization which has the participation of residents and all of the major actors in the tourism industry must be created. In addition to the economic benefits, the unique and special history, character, and sense of place of the Columbia Valley is worthy of preserving for future generations.

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Dedicated to my parents, Eileen and Luigi Ambrosi ,
and to my grandmother, Lil Tyler.

"Yes, I will get a job!"

"Our future will not be darkened by the absence
of valuable lightposts of our past"

Timothy Crimmins,
"The Value of Local Historical Resources"

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INTRODUCTION

This Master's Degree Project is an examination of the Columbia Valley of today in an attempt to determine the future of its valued cultural resources. I was born and raised in the Columbia Valley, and still consider it to be my home. I also have a special interest in history, one I pursued academically, previously receiving two History degrees. My fascination with history extends to the Columbia Valley, and I have long felt that there is a very special character to the region, a uniqueness that would interest a wide variety of people, both resident and visitor. However, many of the Columbia Valley's cultural resources, which are the heart of the region's heritage, are at best underutilized and at worst in danger of being lost forever. It is my hope that the people of the Columbia Valley and visitors to the area will in the future be able to appreciate the region's cultural resources to a fuller extent.

As noted, this Master's Degree Project will examine cultural tourism in the Columbia Valley of southeastern British Columbia. The concept of cultural tourism will be discussed in the first chapter, followed in the second chapter by an assess-

ment of tourism as it presently exists in the Columbia Valley.

The third chapter is an inventory and assessment of the region's cultural resources, and the fourth and final chapter examines the future of cultural tourism in the Columbia Valley.

The first chapter attempts to give a general understanding of the basic principles of tourism and the tourism industry. The concept of cultural tourism is discussed in detail, especially as it relates to small towns and rural areas. Background information for the first chapter was derived through extensive library research, with the focus being cultural tourism in general, and the concept of cultural tourism as applied in Canada in particular.

The second chapter introduces the study area and attempts to give an overview of the region's physical and human qualities and characteristics. The tourism industry as it presently exists in the Columbia Valley is examined in detail in this chapter. Information for this chapter was derived through library research, including a number of regional tourism studies, field research, informal communication with residents and tourists, and through personal experiences.

The third chapter is an inventory and analysis of existing cultural resources in the Columbia Valley. As many of the resources relate directly to the history of the region, the historical backgrounds of a number of the resources are given. Information in this chapter comes largely from field research and library and archival research, most notably at the Windermere District Museum, but also includes personal communication with knowledgeable residents interested in local history.

The fourth and final chapter attempts to pull the first three chapters together into some sort of "vision" for the future of cultural tourism in the Columbia Valley. The basic foundation for the future of the tourism and cultural tourism industries, which includes a number of specific guidelines and organizational structures, is included in this chapter. The benefits to the Columbia Valley of an increased cultural tourism industry are listed, as are some specific projects that could be included in future cultural tourism development. Material in this chapter is essentially the author's analysis and conclusions based on information presented in the first three chapters.

CHAPTER ONE: CULTURAL TOURISM

Tourism, in its simplest form, has been described as "the practice of people travelling outside their home communities for rest, recreation, sightseeing or business."¹ Since the end of the Second World War tourism has developed as one of the world's major industries, and growth rates indicate that it may become the world's number one industry by the turn of the new century. This boom in tourism has coincided, and in turn been driven by the emergence of a large middle class with disposable income and guaranteed holiday time.² Emphasis in the tourism industry has largely focused on growth and promotion, with slight regard for management or control. Originally viewed by those in the industry as "natural" and "non-consumptive", tourism is now recognized as being in competition for scarce resources and capital, and that in many cases tourism can quickly destroy or spoil the very things it was meant to promote.³ Careful planning and management will be required to ensure that the tourism industry becomes a renewable resource industry and fits into the new world of sustainable development.⁴

The tourism industry has been described a complete system, made up of five major components: people, attractions, transportation, services and facilities, and information (See Figure 1.1). People are at the heart of the system, and the system is strongly influenced by where people live, their propensity to travel, their leisure interests, and how they are affected by cultural and economic change. Attractions are described as those activities or sights which draw people, thereby

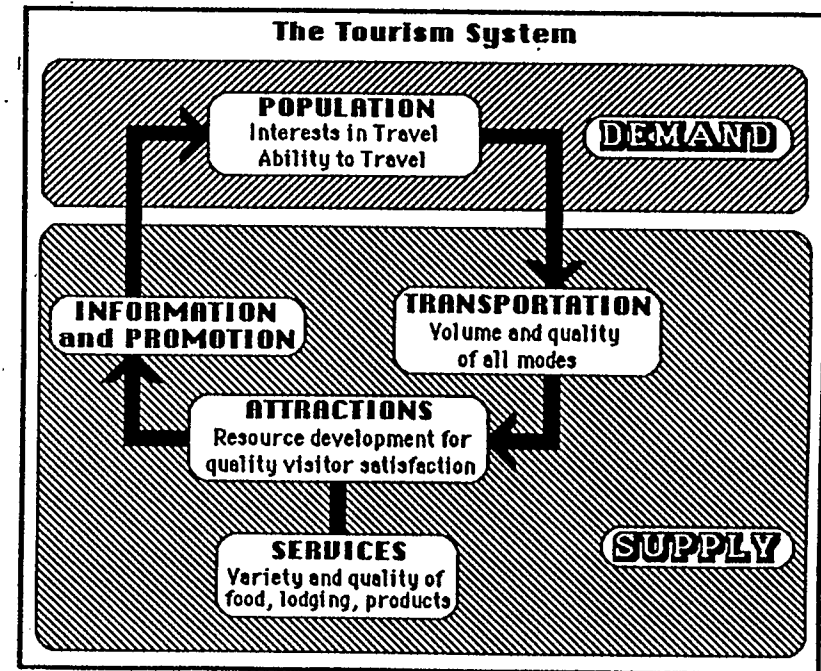


Figure 1.1 The Tourism System

fueling the entire tourism system. Transportation is the link between people and attractions. Services and facilities, which include hotels, restaurants and entertainment, serve the needs of tourists. Information, as used in marketing and promotion, influences tourists and potential tourists.⁵

It is acknowledged that tourism is a voluntary activity, and therefore any potential tourist destination must possess an attraction which will appeal to at least one type of tourist. Attractions generally fall either into the category of natural or man-made, but can be as unique and varied as the types of tourists. A third type of attraction has emerged in recent years, and can be described as a destination's hospitality record. The manner in which visitors are received, and the quality of service provided, forms a major component of an attraction's image.⁶

A three part process turns a resource into a tourist attraction. The key first step is selection, whereby potential attractions are identified and in turn assessed and chosen to be developed further. This step is very important in most small- and medium-sized communities, as potential major attractions are seldom present, and links between a number of smaller

resources must be developed so that the cumulative effect becomes an attractive destination. Linking the resources through a common theme is often an effective way to increase the attractiveness of a destination. The second step in turning a resource into a tourist attraction is enhancement. Enhancement of a resource means intervention on some level at the site. Depending on the specific attraction, the intervention can range from stabilization or restoration to construction of new facilities. Interpretation of the attraction is also an important element in the enhancement stage, as is accessibility to the site. Marketing is the third step in creating an attraction. The identification of potential users, and the creation of an effective promotion and marketing strategy is essential to the success of any tourist attraction.

Once a supply of tourist attractions has been created, demand factors will determine the ability of particular destinations to attract people. Four basic travel motivators have been identified by the tourism industry.⁷ (See Figure 1.2) Physical or physiological motivators, such as relaxation, recreation, and medical treatment are major reasons for a vacation, and comfort

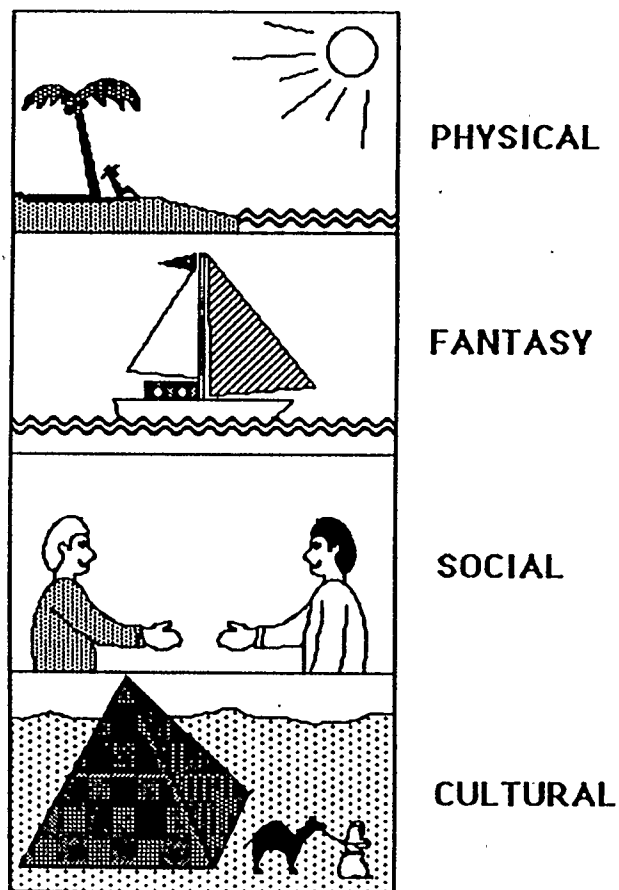


Figure 1.2 Basic Travel Motivators

frequently represents an important criterion in assessing the travel experience. Included as part of the physical motivation is the desire for better personal health and fitness, which often has its outlet in recreation. Fantasy motivators form an important element of travel demand and illustrates its individualistic nature. Social motivators include visits with relatives and friends, meeting business associates at conferences, and pursuing activities associated with status and prestige. Cultural motivators have long been associated with the desire to learn about foreign countries and customs.

The perception of holiday options and various destination areas by the prospective tourist is conditioned by three important elements. (See Figure 1.3) Individual preferences, reflecting an individual's personality, will direct the search for specific forms of gratification through tourism. Perceptions of destinations will be coloured by past vacation experiences, with a satisfactory experience tempting repetition and possibly encouraging more adventurous pursuits. The third and final element in image creation is hearsay, information from friends and relatives, the media or travel agents.

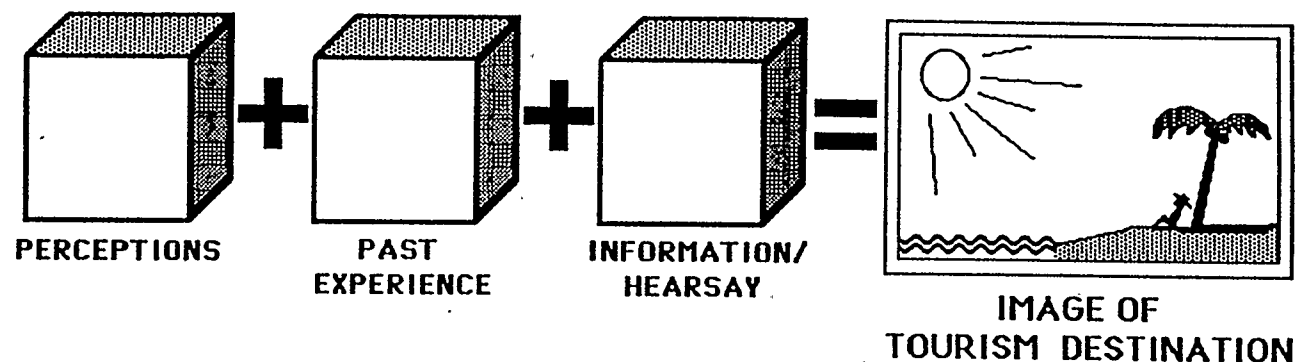


Figure 1.3 Creating an Image of a Tourism Destination

Motivation and preconceived options build an image of each tourist destination. This image may be defined as the sum of beliefs, ideas, and impressions that person has regarding a destination. It is a personal composite view of a destination's tourism potential, and where prices are comparable it is often the decisive factor in a tourist's selection process. Since travel for pleasure is a voluntary act, decisions are strongly influenced by an individual's motivations, personal experience, and perceptions. For some, the quality of the journey to and from a destination can be as important as the on-site visit. The "tourism experience" is a complete cycle, and includes preparation for the

trip, travel to and from the site, on-site experiences, and the recollection of the trip. (See Figure 1.4)

With such diversity in tourist demands and interests, destinations must focus on particular market subsets, ones they can satisfy in terms of resources and facilities. When the supply side of the tourism market is considered, the twin foundations of the industry are considered to be the destination area's attractions and hospitality. (See Figure 1.5) Despite early thought to the contrary, tourism is a resource-based industry, one which is dependent on nature's endowment and society's heritage. People are attracted to areas by both nature's resources and the cultural

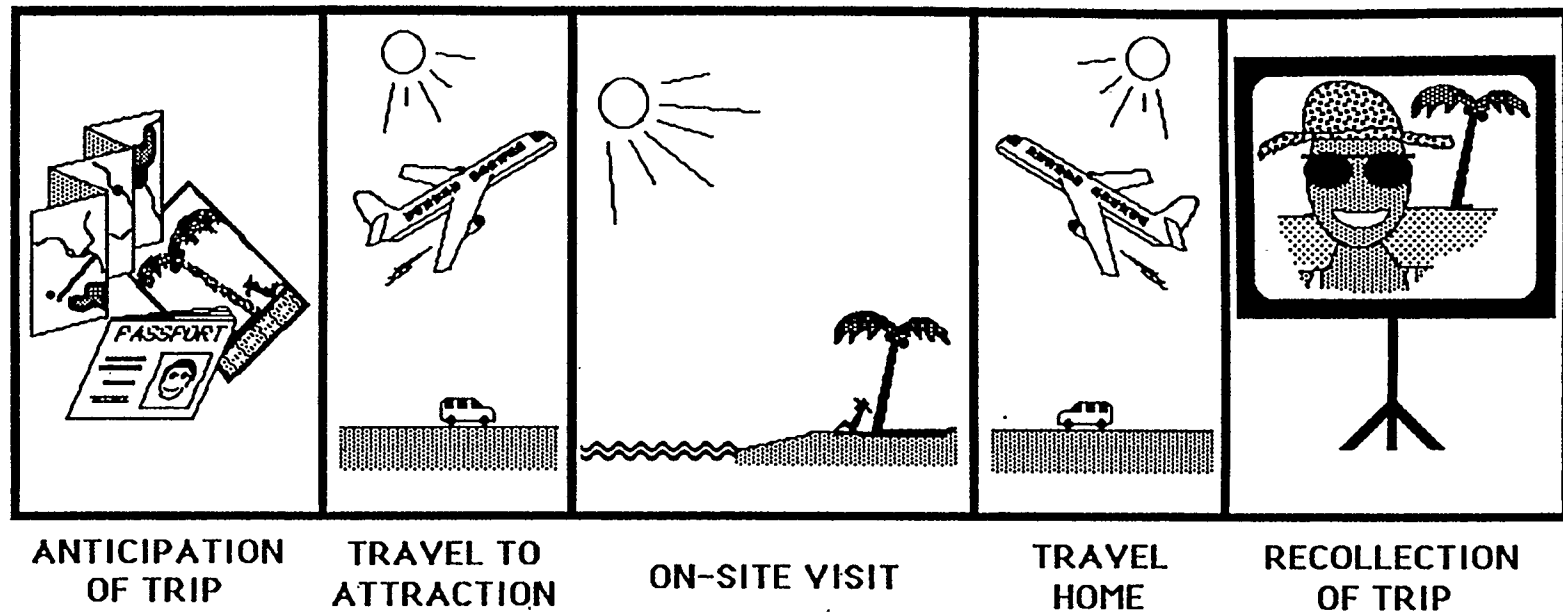


Figure 1.4 Tourism Experience

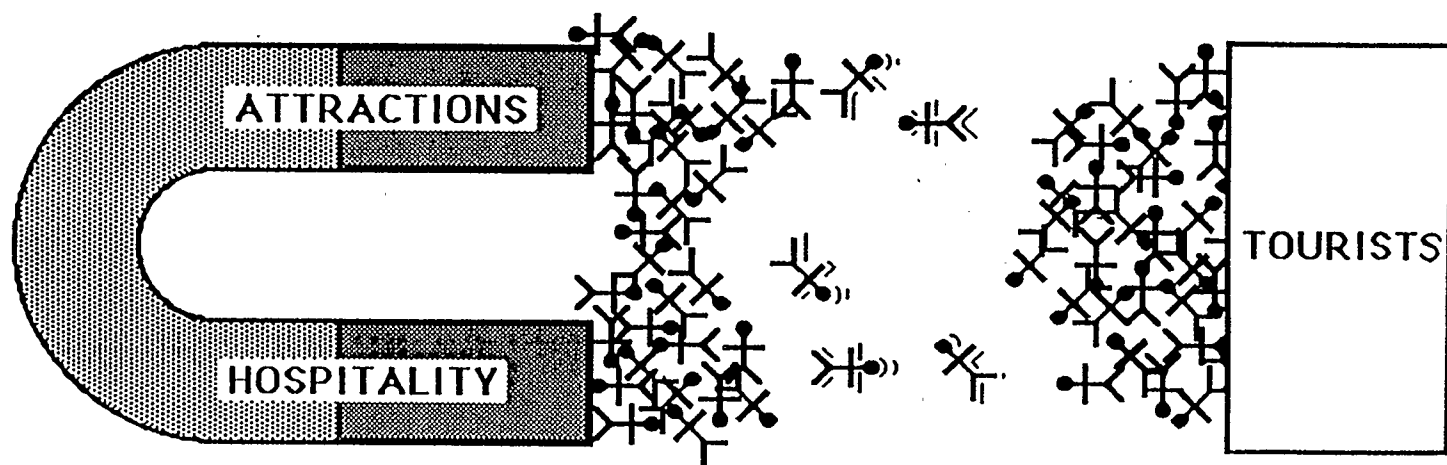


Figure 1.5 Tourism Product: Attraction and Hospitality

attributes of society and its heritage.

As important as the natural and cultural resources, which combine to form the major attractions, is the hospitality which is accorded a visitor. Public goodwill is an essential ingredient of any trip, for if the host community is antagonistic, no amount of attractions will compensate for rudeness or hostility. Conversely, the development of tourism in a destination area, in particular in small towns or rural areas, can have a major impact on the host population. In many cases, tourism development and host community response follow an identifiable pattern over time.⁸ (See Figure 1.6) In the initial stage of development, visitors and investors are welcomed, and there is little or no planning or control. In the second stage, contacts between locals and outsiders become more formal. Visitors are taken for granted, and planning is concerned mostly with marketing. By the third stage, the saturation point is approached, and residents have misgivings about the tourist industry. Policy makers tend to attempt solutions by increasing infrastructure rather than limiting growth. In the final stage, residents openly express their dislike of tourists, who are seen as the root cause of all





HOST POPULATION IRRITATION INDEX			
STAGE ONE	STAGE TWO	STAGE THREE	STAGE FOUR
			
EUPHORIA	APATHY	IRRITATION	ANTAGONISM
-people are enthusiastic -welcome strangers -mutual satisfaction	-as industry expands -take tourists for granted -tourist is target of profit-taking	-saturation point -feel tourist is "stealing" from locals	-irritation becomes more overt -locals equate tourists with all that is bad

Figure 1.6 Host Population Irritation Index

local problems. Planning is generally remedial in nature, but promotion is increased to offset deteriorating reputation of destination.

Developing tourist resources, making them more accessible and comfortable to experience, requires considerable capital investment, in some cases so considerable it is beyond the capability of the individual businessman and the private sector. A major expense, and prime area of government support is in the provision of infrastructure, including water supplies, public utilities, sewage systems, and highways.

To make a destination more appealing and diversified in

the competitive tourism market, the industry often creates support facilities and artificial attractions. The objective is to create a more enjoyable and comfortable visit and thereby earn more revenue by inducing visitors to stay longer. A time-honoured saying in tourism is "the longer they stay, the more they spend", thus the industry continues to pursue the objective of

enticing visitors to stay longer.

Tourism growth at a destination often follows an evolutionary cycle in terms of impact, development and profits. (See Figure 1.7) In the first stage, there are very few tourists in an area, and thus very little impact. At the second stage, there is minimal facility development, and the tourist numbers slowly

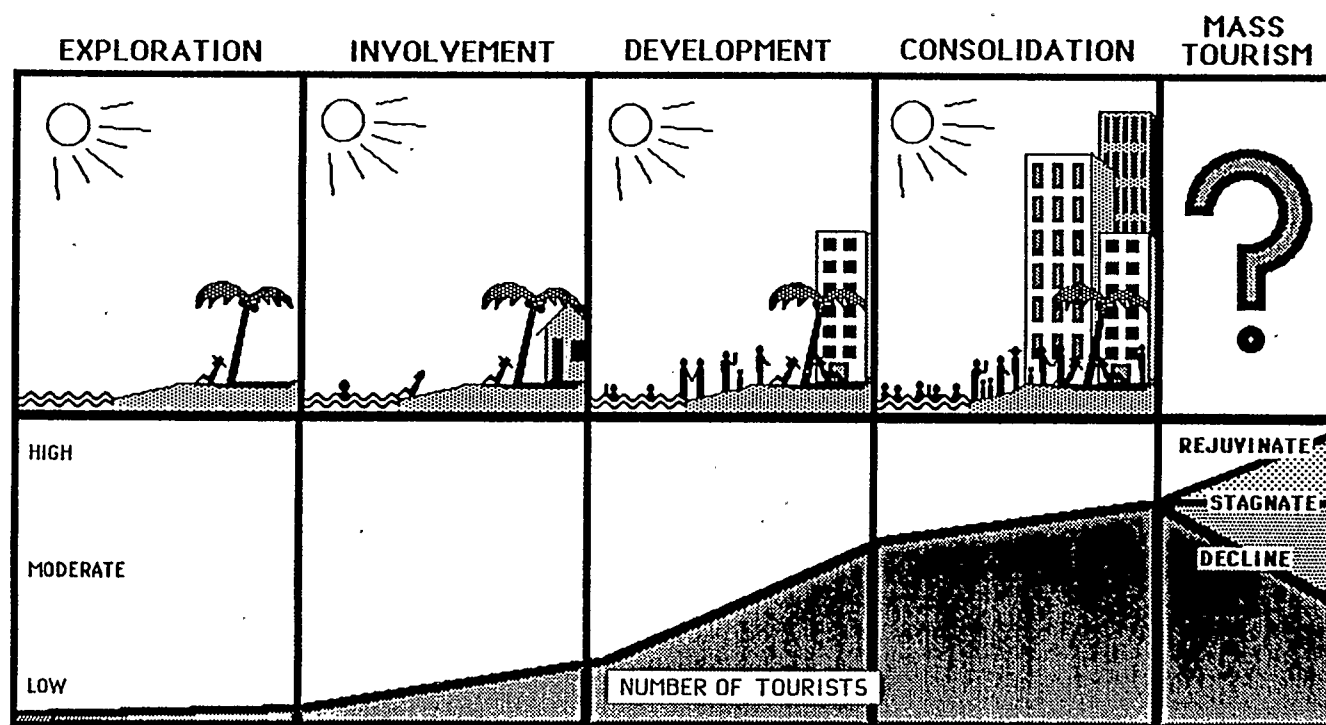


Figure 1.7 Evolutionary Cycle of Tourism Growth

start to increase. The next stage is one of a well-defined tourism market in which the local economy becomes tied to tourism. This period also sees an influx of external developers, which results in profits from tourism leaving the community. At the fourth stage there are a large number of tourists visiting the area, but at a declining rate of growth. The final stage is one of mass tourism, which can affect a destination in markedly different ways. The area can continue to stagnate, decline into a "tourism slum", or can be rejuvenated. The length of time for the complete cycle to be completed varies with the tourist appeal of the site, accessibility, and marketing, and as noted, the final stage of the cycle is by no means pre-designed, and can be greatly influenced by active intervention (planning, marketing, development).⁹

To be successful, an industry must sell its product in the market place. Since tourism is immobile and its potential customers need to build and compare destination images before they travel, some form of intermediary is required. (See Figure 1.8) This is the function of the travel agent, who must successfully match a tourist image and tourist product if the travel experience is to have any chance of success.



Figure 1.8 Market Place:
Matching Consumers and Products
Growth of Tourism

Three basic factors are required for the continued growth and development of the tourism industry.¹⁰ The prime factor is motivation. If there was no further interest or desire to travel or need to travel the tourist industry could not exist. Within our society, however, vacations have become both a right and a necessity, and the motivational factor for tourism travel is well-developed and deeply rooted. A second major factor is ability of

people to travel, which has been enhanced in recent decades with shorter work weeks and more discretionary income. Emerging trends such as smaller families and two wage earners per household tend to favour growth in the travel industry. A final factor is mobility, a crucial element in an industry such as tourism. Significant changes in terms of the growth of personal transportation and faster and more efficient transport has had positive effects on the growth of the tourist industry.

Cultural Tourism

There has long been a link between a country's cultural assets and the tourism industry,¹¹ with the relationship generally being divided into a traditionally economic field of tourism and a socially-oriented domain of culture.¹² Although Europe has a long tradition of meshing tourism and culture, this trend has only recently begun to take strong root in the North American tourist industry. As previously noted, culture is one of the prime motivators for tourism travel, a recognition that a substantial proportion of the world's tourists are fundamentally interested in seeing people different from themselves and having an opportunity to learn more about different historical events and different cultural practices.¹³ Similarly, cultural and social characteristics have been identified as variables which influence the attractiveness of a tourism destination.¹⁴ (See Figure 1.9) Other variables influencing the attractiveness of a tourism destination include the natural beauty and climate of an area; sport, recreational and educational facilities; shopping and commercial facilities; regional infrastructure; attitude of locals towards tourists; and the accessibility of a region.

The cultural and social characteristics of all destinations

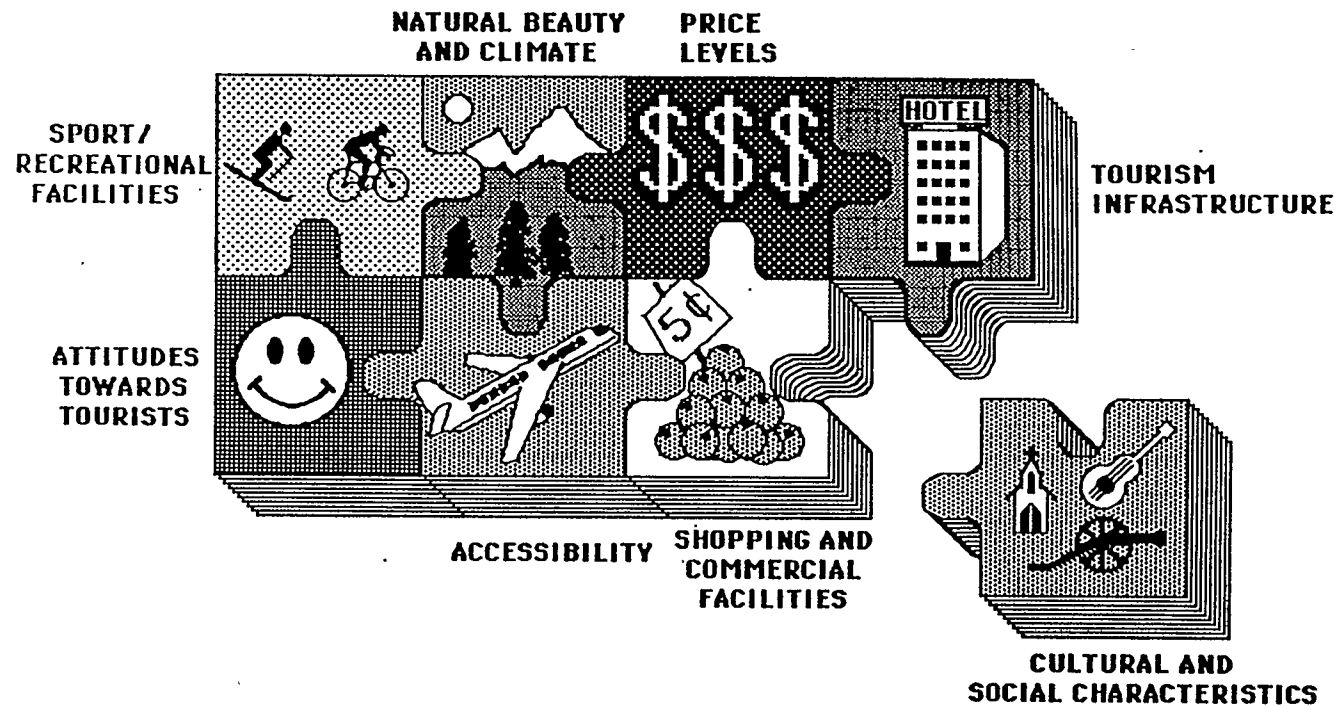


Figure 1.9 The Tourism Puzzle: Variables Influencing the Attractiveness of a Tourism Region

are varied and unique, but are composed of the same basic elements (See Figure 1.10). the history of a region, including its visible reminders; the language or dialect spoken by the residents; the traditions and folklore which characterize a region; the methods of work and products or technology particular to a

region; the art or music identified with a region; styles of dress of a region; distinctive architecture of a region; the educational system of a region; religion of a particular significance to a region, including visible manifestations; leisure activities undertaken by residents of a region; handicrafts of a region;

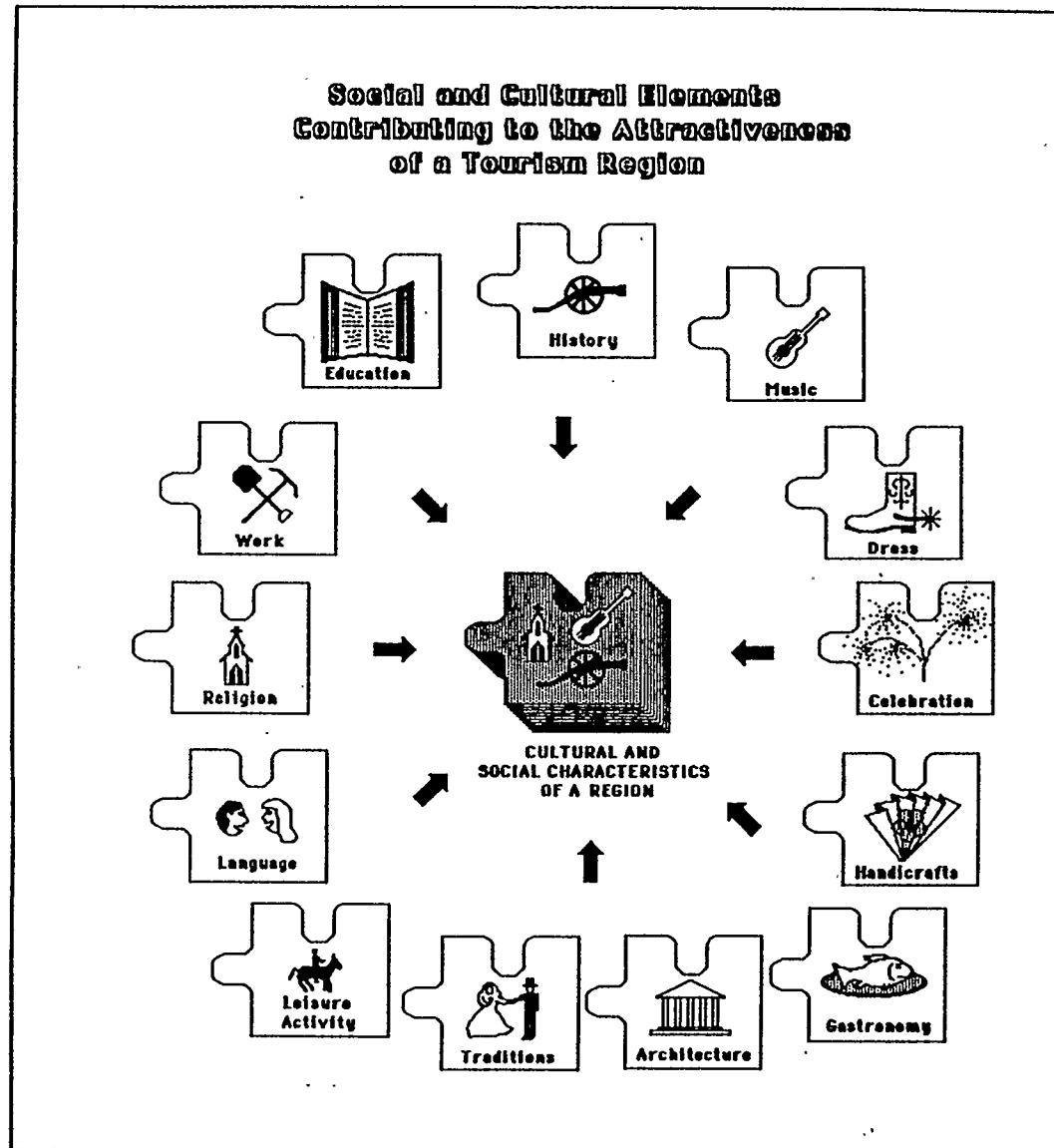


Figure 1.10 Creating a Piece of the Puzzle: Social and Cultural Elements Contributing to the Attractiveness of a Tourism Region

gastronomy or food preparation unique to a region; and festivities or celebrations of a region.

With the recognition that economic development, tourism, and cultural resource development are no longer distinct entities proceeding on separate tracks, the term "cultural tourism" has emerged to describe the meshing of these activities. A wide variety of definitions have been applied to cultural tourism, with no universally accepted interpretation. The World Tourism Organization's Cultural Tourism Charter defines cultural tourism "In the narrow sense, [as] movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, or pilgrimages" and "In the broadest

sense, all movements of people might be included... because they satisfy the human need for diversity (new knowledge, experience and encounters)."¹⁵

Cultural tourism can be seen as a dynamic tourist activity, one closely tied to physical experience.¹⁶ It is a search for and a celebration of that which is unique, beautiful, and that which represents our most valued inheritance – the things we want to keep and hand on to our descendants, the things of which our communities are proud.¹⁷

Cultural tourism has our heritage as its most essential core, with heritage defined as resources inherited from the past that have a cultural value for the present and future. Heritage resources can be a product of individuals, groups or society as a whole or can be a product of nature. They can be tangible, in that the heritage resource has a physical manifestation, or intangible, with no physical manifestation.¹⁸ Beyond attracting tourists, the conservation of a region's cultural resources helps the local population better understand who they are, where they live, and why they are unique. A sense of pride is instilled in the people through the use of evidence of their human past – a pride not only as individuals, but in society as a distinctive group and commu-

nity.¹⁹

Tourists have always shown interest in a variety of cultural attractions, with culture now ranked second only to climatic factors in destination decision making.²⁰ While many cultural institutions have been stereotyped as "elitist, stuffy, musty, snobby, and boring,"²¹ cultural tourism focuses on a much broader spectrum than the visual and performing arts, and includes local attractions, events, festivals, history, entertainment, business, parks and shopping.²² Today's tourist is better educated, more selective and sophisticated, and is seeking satisfaction from a variety of cultural and multi-cultural attractions. It has been suggested that the modern tourist is "interested in things, sights, customs and culture different from his own precisely because they are different."²³ Market surveys tend to indicate that the main activities and interests of tourists include opportunities to increase knowledge through visits to museums, historical, military and archaeological sites, and by experiencing unique and different cultures.²⁴

In Europe, cultural tourism encompasses heritage, the arts, and ethnic diversity. In Canada, cultural tourism often refers only to the arts or a major event or large site

development,²⁵ despite the fact that Canada is a country richly endowed with cultural attractions of high calibre – from ethnic communities, museums and historic sites, to theatres and concert halls. Most every community in Canada has cultural resources that would interest tourists and which would provide meaningful travel experiences, and although most small towns usually have few outstanding tourist attractions, they are generally rich in their sense of place.²⁶

Cultural tourism, as a generally new form of tourism in Canada, emphasizes cultural diversities and regional resources and amenities. From a tourism development perspective, the historic, cultural, and natural resources of rural lands and small towns are seen as foundations for new development.²⁷ Rather than downtown core revitalization, attention is drawn to an entire region's history, environment, culture and architecture, in order to capitalize on the cultural distinctiveness of an area for tourism development.²⁸ Almost imperceptibly, numerous culturally based neighbourhoods, communities and regions have emerged as focal points for a wide range of pursuits having interest to tourists, in effect providing visitors with a "package of products."²⁹

There is a growing appreciation of the need for wise management in the field of cultural tourism. Nowhere is this more important than in tourism development in small towns and rural areas. Until recently, the concept of tourism in these areas was traditionally based only on accommodations and a few recreational activities, carried on with limited planning, minimal facilities and little response to the needs of the tourist.³⁰ Planning within the industry requires the acceptance of the notion of large areas and indeed of populations as attractions if the comprehensive, co-ordinated resource development and interpretation required by the tourist is to be attained.³¹

Cultural tourism places an emphasis on explicit components of culture which are readily visible to the traveller. These cultural resources are either known locally, or if unknown, must be researched and inventoried. To provide a meaningful travel experience, one which will encourage visitors to return, developers must be aware of the tourists' desire for "authenticity". This new "cultural tourist" believes and insists on living the "real experience" and wants to be accepted in the "real world of the host."³² In many cases sights alone are not suffi-

cient – the tourist is looking for animated attractions, forms of culture which include re-enactment of battles, restored historic villages, and special festivals reflecting early traditions and behaviour.³³ (See Figure 1.11) Even when the enjoyment of streetscapes and historic sites is peripheral to the main purpose of a trip, it will still act as an additional draw, encouraging the traveller to stay longer and spend more.³⁴




INANIMATE		Forms of culture which do not directly or necessarily involve human activity. Examples of such forms of culture include buildings, paintings, handicrafts, and historic sites.
DAILY LIFE		Forms of culture reflected in the daily normal life of a region. Examples include normal social and leisure activities, work habits, and technology as well as regular artistic events.
ANIMATED		Forms of culture which are specially animated and which often depict historical behaviour or events. Examples include the re-enactment of famous battles, special areas or villages restored to their original condition, and special festivals reflecting early traditions and behaviour.

Figure 1.11 Forms of Culture

Tourism can be a valuable investment, regardless of the size of the town or region, as long as expectations are kept reasonable. Tourist money provides employment for locals and encourages the continuation of arts and crafts which might otherwise disappear. Careful planning is required, however, as tourism development can sometimes spoil the very thing visitors come to see.³⁵

The maxim “... every city has a past...”³⁶ can be broadened to include every town and region having a past. Heritage resources, many of which are non-renewable, scarce, and endangered, are major sources of information for understanding our cultural past.³⁷ In many cases, the primary responsibility of those involved in cultural tourism is the preservation of valuable heritage materials.³⁸ Under this focus, cultural tourism has been aptly described as “cultural preservation with a planned appeal to tourist markets.”³⁹ The definition of the term “historic preservation” has been expanded in recent years by preservation specialists to mean not only site and structure preservation, but also to the broad concept of “heritage preservation” – the consideration of artifacts, landscapes, and festivals which are significant to a community’s sense of heritage.⁴⁰

There is relatively little difficulty in delineating resources of national or regional significance, but selecting sites of local importance can be a subjective and ongoing process.⁴¹ At the small town level, local historical agencies tend to have local perspectives, and are oriented to personal, cultural, and social history. Local museum work, oral history programs and historic preservation efforts tend to be the focus of most small town efforts. Museums play a pivotal role in the identification, development, and interpretation of movable and immovable heritage, and are often the centrepiece of local heritage activity.⁴² Most local museums are oriented toward a tangible form of historical data – the artifact – and have traditionally worked through the “five pillars of museology”. (See Figure 1.12) A “new museology” has been emerging in recent years, one in which the collection is the entire natural and cultural heritage of an area. Artifacts are preserved in context and an everyday point of view is maintained. The local population, whether individually or collectively, becomes the curators or keepers of the heritage of the region.⁴³ Rapid technological and societal changes have multiplied the number of objects deemed worth of museum care,

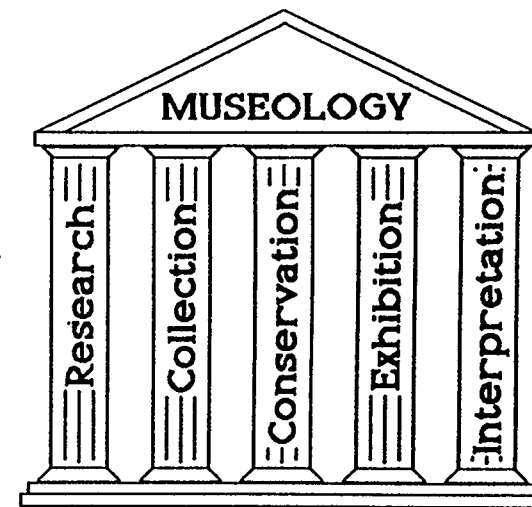


Figure 1.12 Five Pillars of Museology

and ways of life – social habits, religion, ethics, trades and skills – are changing so fast that many traditions are simply being lost. More of conventional museums is not the answer to this problem. The “new museology” has answered with unique and innovative solutions such as ecomuseums, integral museums, open museums, exploding museums, neighbourhood museums, territorial museums, and museums without walls.⁴⁴ The focus for this

"new museology" is rooted largely in what can be regarded as the "new history". The "new history" starts by rejecting the traditional notion that the most important subjects for study are political leaders and ruling groups, the public events they participated in, or the major political, economic, and scientific transformations that have altered the course of Western history.⁴⁵ The "new historians" give emphasis to society as a working organism, a community of individuals or groups who are mutually dependent on one another. It becomes a history of people, not just personalities, and a history of process, not patriotism.⁴⁶

Material culture remains at the core of museology, and is the interconnection that visibly joins persons and groups to society and the material reality around them.⁴⁷ Material culture tells of the everyday past and the cultural present, and is made up of tangible things crafted, shaped, altered and used across time and space. The study of material culture, however, cannot stand exclusively on physical evidence, and the material facts must be integrated with customary, gestural, oral and written evidence, and must include such intangibles as ritual, play, labour, festivity and belief.⁴⁸

Traditionally, the term "cultural resource" has been used to refer to archaeological remains and occasionally to historical structures, but the meaning has now expanded to include social groups and folk traditions.⁴⁹ When the cultural resource is a human being rather than a historic building or archaeological site, the problem of conservation and management assumes a different dimension. A living cultural heritage can be recorded on tape or film for archival preservation, and tangible manifestations of that heritage such as craft items can be assembled in a museum, however little can be done to "conserve" the lives of the practitioners.⁵⁰ "Managing" people rather than property takes on implications of meddling in their lives or even treating them like zoo animals. While there exists an obligation to give tourists (and locals) as accurate a portrayal as possible of regional cultures, planning in the field of cultural tourism requires a major concern for the impact of change on living people and their traditions.⁵¹

Impacts

The unprecedented growth of tourism has created a multitude of impacts for tourist destinations. These impacts can be either positive or negative in nature, and can generally be assessed by evaluating the benefits and costs of individual tourism projects. The impacts can be grouped into one of three major categories: economic, physical, or social. (See Figure 1.13)

Economic Impacts: Tourism has major effects on the economy of the destination areas. These impacts are easily measured, as compared to physical and social impacts, because they deal with quantifiable figures such as tourist expenditures, or the number of jobs created through a new tourism project. There is, however, a tendency on the part of decision makers to recognize only the obvious benefits of a project and to ignore the costs. Positive impacts can include generation of income and employment opportunities, an improved economic structure, and the encouragement of entrepreneurial activities. Since expenditures by one tourist become income to a local business, and then can be spent again and again, an initial injection of new spending in an economy (i.e. the tourist dollar) generates a total increase

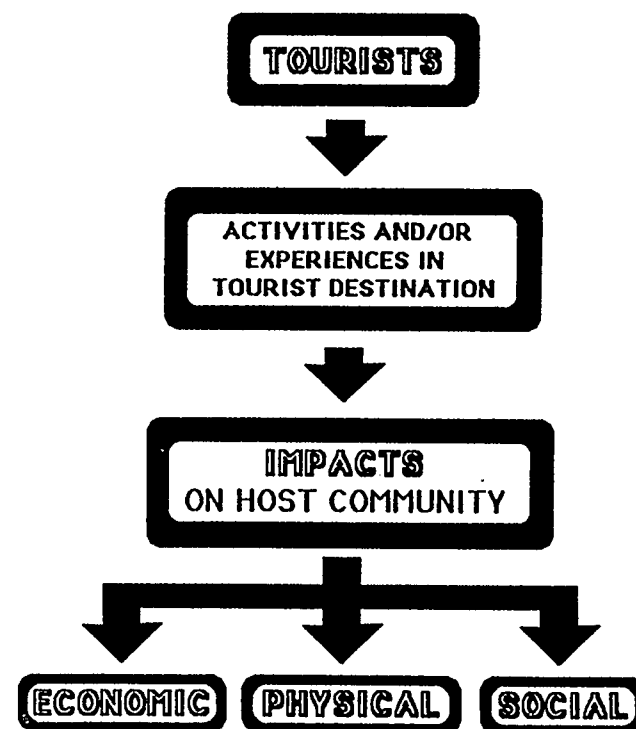


Figure 1.13 Impacts on Tourist Destinations
in spending which is greater than – some multiple of – the initial increase which caused it. (See Figure 1.14) These cycles of spending end rather quickly, however, as some of the income received in each cycle is “leaked” from the spending stream and

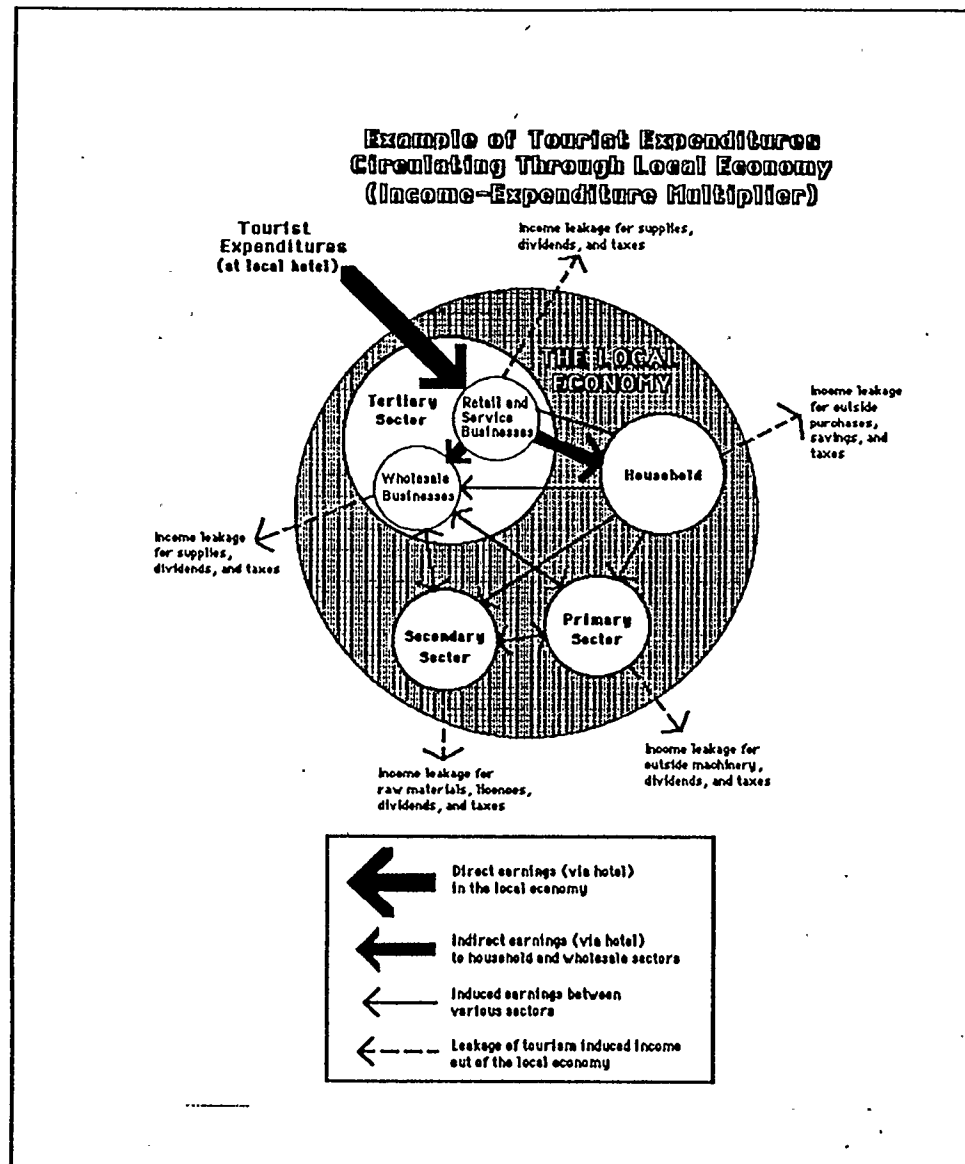


Figure 1.14 Example of Tourist Expenditures Circulating Through Local Economy (Income-Expenditure Multiplier)

is unavailable to be respent. This is particularly the case for small local or regional economies. Benefits to the economy are seldom without associated costs, such as over-dependence on tourism for livelihood, increased inflation, high land costs, and increased municipal infrastructure maintenance. It should be noted that these economic impacts are directly related to several key factors, including: the nature of the tourism destination and its attraction potential to tourists, the volume and intensity of tourist expenditures, levels of economic development, size of the local economic base, and the degree of tourist expenditure recirculation within the community.

Physical Impacts Physical impacts are the effects of tourism on the natural and built environment. In many cases tourism and the environment are in conflict. However, this conflict can be minimized by careful planning and the implementation of well thought out development standards. The preservation of local historical structures and improved infrastructure rank as two of the most common

positive physical impacts from increased tourism. Potential negative physical impacts include municipal infrastructure overload, traffic congestion, pollution, visual impacts, plus the disruption of vegetation and animal communities.

Social Impacts The ways in which tourism contributes to changes in the people, lifestyle, and culture of the host community represents social impacts. Changes in the quality of life for residents can be both positive and negative in nature. Positive social benefits from tourism can include the creation of new employment and the reduction of unemployment, preservation of local history, increased educational opportunities, and enhanced civic pride. Negative social impacts stemming from increased tourism development can include overcrowding of municipal facilities and services, employment conflicts, increase in crime, and the threat of lifestyle changes.

Although tourism development will affect each destination in a unique way, the impacts on a small town or region will have some costs and benefits that can be generalized. (See Figure 1.15).

BENEFITS OF CULTURAL TOURISM			
major impact	●		
minor impact	○		
	ECONOMIC	PHYSICAL	SOCIAL
INCREASED TOURISM	●	●	●
Tourist Expenditures	●		○
Induced Tourist Expenditures (Income Multiplier)	●		○
New Employment Opportunities	●		●
Induced Employment (Employment Multiplier)	●		●
Reduction in Unemployment	●		●
Youth Employment	●		●
Entrepreneurial Opportunities	●		○
Increased Tax Base	●		○
Historic Preservation	●	●	○
Legacy	○	●	●
Civic Pride	○	○	●
Local Education			○
Improved Infrastructure	○	●	○
Improved Services and Facilities for Locals	○	●	●
Revival of Local Traditions	○		●
Development of Local Handicraft Industry	●		○
Opportunities for Local Artists	○		●
Personal Property Improvements	○	●	●
Opportunity to Plan Development	●	●	○

COSTS OF CULTURAL TOURISM			
major impact	●		
minor impact	○		
	ECONOMIC	PHYSICAL	SOCIAL
INCREASED TOURISM	●	●	●
Seasonal Employment	●		●
Employment of "Outsiders"	●		●
Inflation	●		
Increased Local Land Costs	●	○	
Increased Taxes	●		●
Increased Wastes	○	●	○
Infrastructure Overload	●	●	○
Increased Traffic		●	○
Pollution	○	●	○
Increased Capital and Operating Costs	●		
Increased Crime	●	○	●
Loss of "Sense of Community"			●
Visual Impact		●	○
Threat to Wildlife and Vegetation	○	●	○
Environmental Damage	○	●	○
Attitudes Between Tourists and Locals	○		●
Stress on Locals			●
Loss of privacy and personal safety	○		●
Cultural Information Overload			○

Figure 1.15 Costs and Benefits of Cultural Tourism

Chapter One Summary:

Tourism appears destined to become the single most important industry in the world by the turn of the new century. Although tourism is in effect consumptive by nature, and in the past has been developed with little regard for management or control, it has the potential, with careful planning, to become a virtually sustainable industry. With tourism's vast economic potential as the reward, the competition for tourist dollars has become increasingly fierce. Since tourism is voluntary, the most attractive destinations will receive the largest share of visitors. To create an attraction capable of competing in this highly competitive market, more is required than simply a natural or man-made attraction. Often, large capital investments are required for site development, support facilities, infrastructure, or marketing programs. Additionally, the hospitality of the residents of a destination area is often as important a factor as the attraction itself.

A strong link has always existed between the tourism industry and the cultural assets of a city, region, or country. The cultural and social characteristics of an area are some of the

most important factors which are considered by tourists in choosing a destination. "Cultural tourism" is the term which is now used to describe the interconnection between tourism, economic development, and cultural resource development.

Heritage is the heart of cultural resource development and cultural tourism. Beyond attracting tourists, the conservation and preservation of a region's cultural resources helps the local populace better understand themselves, promotes a better quality of life, and in turn instills a community or region with a sense of pride.

In Canada, regions rather than single major attractions have emerged as focal points for growth in the tourism industry. Large areas and local populations become the attraction, and in such rural areas with small towns, the effective management of cultural resources is very important. The development of cultural resources can be a valuable investment, both economic and social, for a region as long as expectations are kept reasonable. Tourism is no magic cure to the ailing economic fortunes of an area, and often times tourism can spoil the very thing visitors come to see.

The approaches to the development and/or preservation of cultural resources is varied. The "new museology", with ecomuseums and neighbourhood museums, offer creative alternatives to the traditional museum approach on conserving resources. The "new history", with its emphasis on society and the everyday life of the past rather than a few significant individuals or events has also had a major impact on the shape of cultural tourism.

All forms of tourism, including cultural tourism, have some form of impact on the host community. Impacts can be positive or negative in nature, and can range from minor to major in scope. Increased tourism to an area will undoubtedly lead to increased impacts. Effective planning and management of resources can help reduce negative impacts and enhance positive ones.

The future looks bright for tourism, and in particular for cultural tourism, which in many situations is still a virtually untapped resource. Excessive optimism, however, must be tempered because tourism can be a risky venture, and even good planning and management are no guarantees of success.

CHAPTER TWO: TOURISM IN THE COLUMBIA VALLEY

The area of study, which is sometimes referred to as the Upper Columbia River Valley or the Windermere Valley, centres on the Village of Invermere, and in terms of this document will be referred to as the Columbia Valley. Invermere, with a population of approximately 2000, is the business and service centre of the region and is the largest town for over 100 kilometres in any direction. The Columbia Valley occupies the northern one-third of the Regional District of East Kootenay (R.D.E.K.), one of 29 regional government units formed by the province of British Columbia. Encompassing 27,000 square kilometres, or 3.2% of B.C.'s land area, the R.D.E.K. has a total population of 53,000, and is economically dependent on forestry, mining, and tourism. Cranbrook, with a population of approximately 15,000, is the major city in the R.D.E.K. Other significant population centres in the region include Kimberley (6,000 pop.), Fernie (5,100 pop.), Sparwood (4,500 pop.), and Elkford (3,100 pop.).

Major mining activity is concentrated in the southern half of the R.D.E.K., with the world's largest lead-zinc-silver ore body at Kimberley, and the province's leading coal-producing

East Kootenay

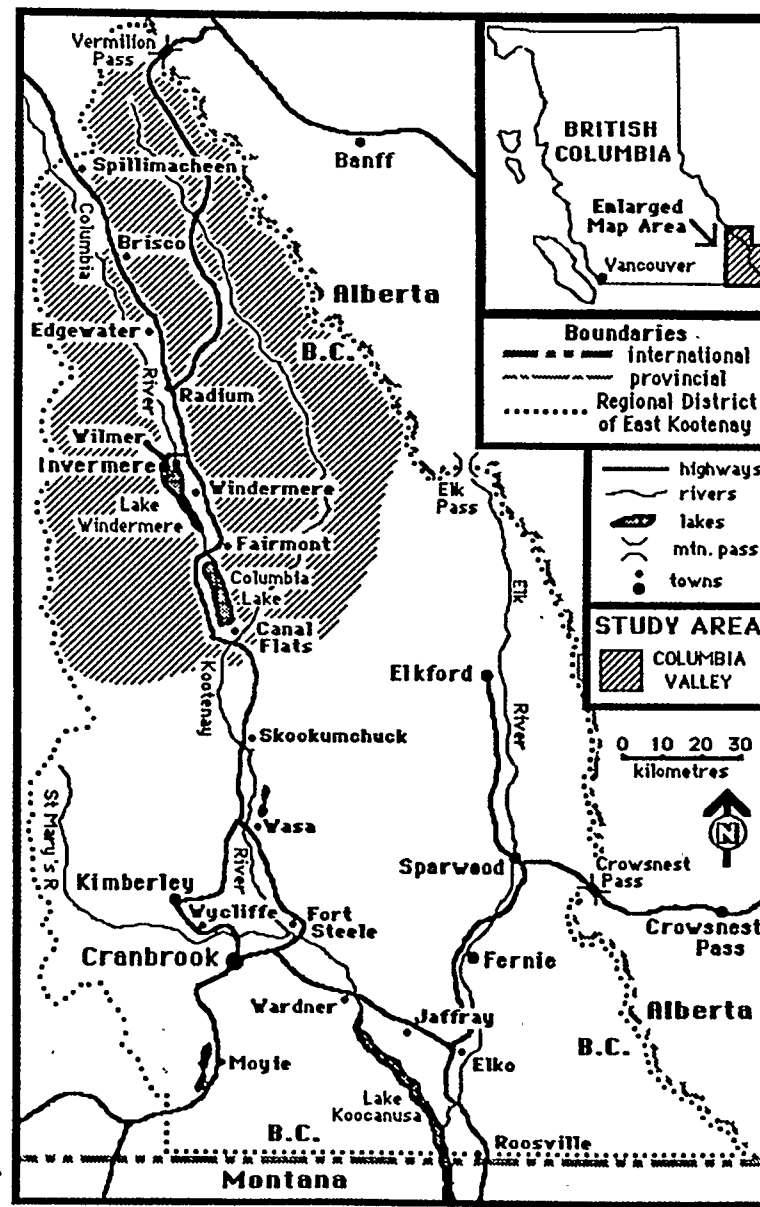
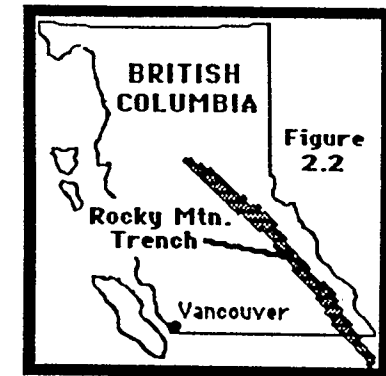


Figure 2.1 East Kootenay Region of British Columbia

deposits in the Crowsnest Pass-Elk Valley area. The forest products industry is spread throughout the R.D.E.K., with numerous sawmills, as well as a major pulp mill at Skookumchuck, utilizing the region's pine, spruce, and fir forests. Additionally, several Christmas tree farms are located in the Invermere area. Although agriculture is of less significance to the East Kootenay economy than either mining or forestry, agricultural operations exist throughout the region, with pockets of farmland in all of the major river valleys. Due to mountainous terrain, poor soils, and a dry climate, agriculture is almost exclusively restricted to cattle ranching, although assorted field and specialty crops and poultry are raised on a limited basis. Tourism has long been a significant contributor to the East Kootenay economy, particularly in the Columbia Valley. Major attractions in the East Kootenay include the region's mountains, wildlife and scenery in Kootenay National Park, hot springs and resorts at Radium and Fairmont, Fort Steele's historic park, and ski hills at Panorama, Fairmont, Kimberley, and Fernie.

Geographically, the East Kootenay region is characterized by a broad flat valley fringed by mountainous terrain. The Rocky Mountain Trench (See Figure 2.2), an 800-kilometre long

trench scoured out by glaciers in the last Ice Age, runs north-west to south-east through the region and is bounded on the east by the formidable heights of the Rocky Mountains and on the



west by the equally impressive Purcell Mountains. The Trench ranges in width from six kilometres (near Invermere) to 27 kilometres (near Cranbrook), and valley floor elevations range from approximately 750 metres to 1000 metres above sea level. By contrast, some peaks in the Rocky Mountains exceed 3500 metres above sea level.

Drainage in the region is provided by the northward flowing Columbia River and the southward flowing Kootenay River, with its major tributaries the St. Mary's and Elk Rivers. The region's two largest natural lakes, Columbia and Windermere, are found at the headwaters of the Columbia River. Lake Koocanusa is the reservoir of the Libby Dam on the Kootenai (Kootenay) River in Montana and backs up almost 70 kilometres north of the international border.

The Columbia Valley, occupying the Rocky Mountain Trench and centered on the Village of Invermere, extends approximately 120 kilometres from Canal Flats and Columbia Lake in the south to the hamlet of Spillimacheen in the north. Mountains rise steeply on both sides of the main valley, restricting development to a relatively narrow band along the Columbia River. Columbia Lake, the source of the Columbia River, and Lake Windermere, a widening of the Columbia River, are the East Kootenay's largest natural lakes. The gradient of the Columbia River, which flows north from Columbia Lake, is very gentle, creating meandering river channels and extensive marshland and shallow lakes along the entire length of the valley.

Economically, the Columbia Valley region is dependent upon tourism and forestry, with limited mining and agriculture. Although the Columbia Valley is tied politically and geographically to British Columbia, it is very dependent economically on Alberta. The major population centre of Calgary, which is less than three hours distance by vehicle, has provided impetus for growth in the tourism industry in the region.

Invermere is the dominant town in the region, both in terms of population and services. Radium Hot Springs, Fairmont

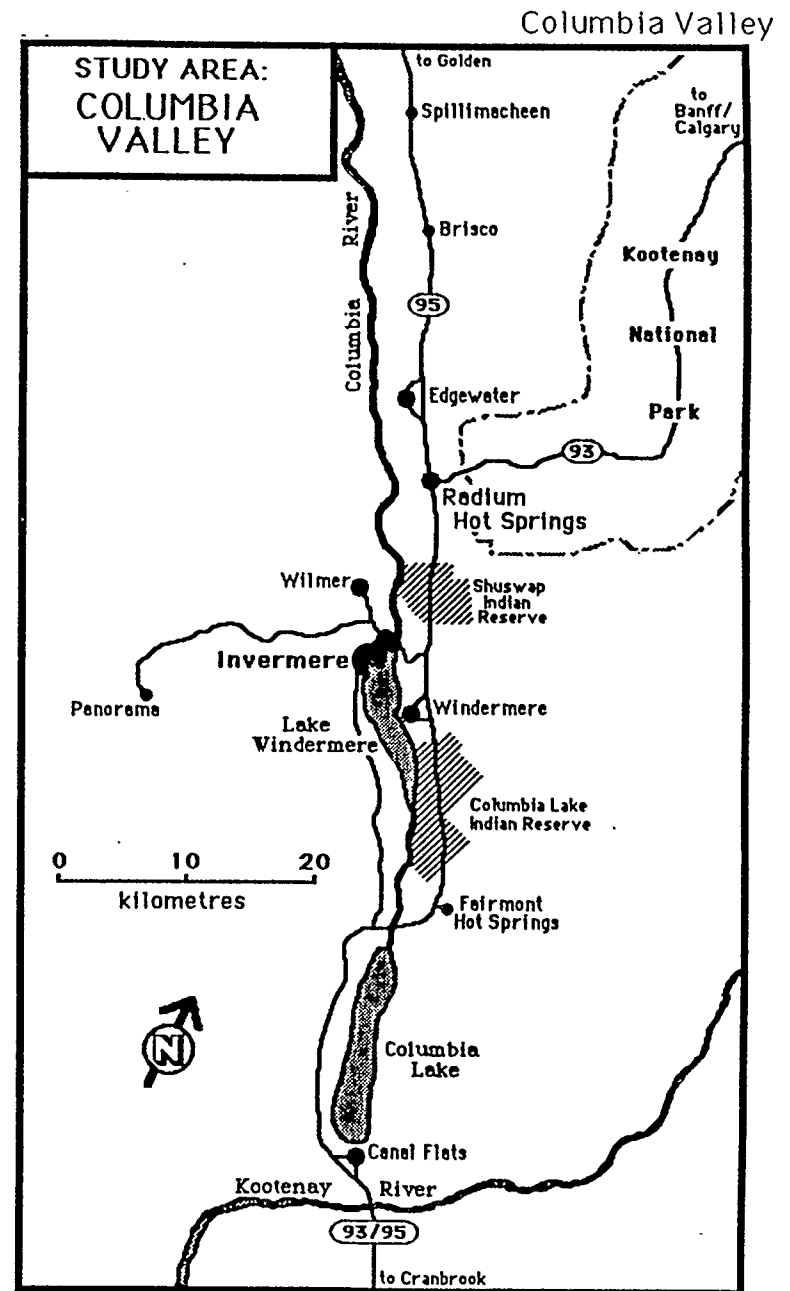


Figure 2.3 Area of Study: Columbia Valley

Hot Springs, and Panorama Resort have relatively small permanent populations, but are major tourist attractions. Canal Flats, located at the south end of Columbia Lake, is dependent economically on forestry, having the region's largest sawmill. Windermere, a small village on the eastern shore of Lake Windermere, capitalizes each summer on the lake's attraction. Windermere is also historically significant, being the area's first permanent white settlement and dating back to the 1880's. The towns of Wilmer and Edgewater are primarily bedroom communities, serving Invermere and Radium respectively. To the far north, Brisco and Spillimacheen are little more than a collection of ranching families concentrated around a general store.

Two sparsely populated Indian Reserves are located in the Columbia Valley. The Columbia Lake Indian Reserve, located between Windermere and Fairmont on the east side of Lake Windermere, is home to the Kootenay Indians. Other Kootenay Reserves are found in the Cranbrook-Kimberley area and in northern Montana. The Shuswap Indian Reserve, located between Invermere and Radium on the benchlands on the east side of the Columbia River houses Shuswap Indians, who are directly related

to the Shuswap Indians of the interior of B.C. Although both Indian bands living in the Columbia Valley are relatively recent arrivals to the region (arriving in the late 18th century - only a few decades prior to the first white men), they have been significant contributors to the valley's historical and cultural past.

Kootenay National Park, situated west and north of Radium, was created as payment to federal government by the British Columbia government for the construction of the first highway through the Rocky Mountains. The Banff-Windermere Highway, the scenic gateway to the Columbia Valley through Kootenay National Park, was opened in 1923, in turn drawing some the first tourists through the mountains. Tourists continue to flock through the mountains every year and hot springs and golf courses at Radium and Fairmont guarantee busy summers, while ski hills at Panorama and Fairmont, along with the hot springs, ensure winter tourist activity.

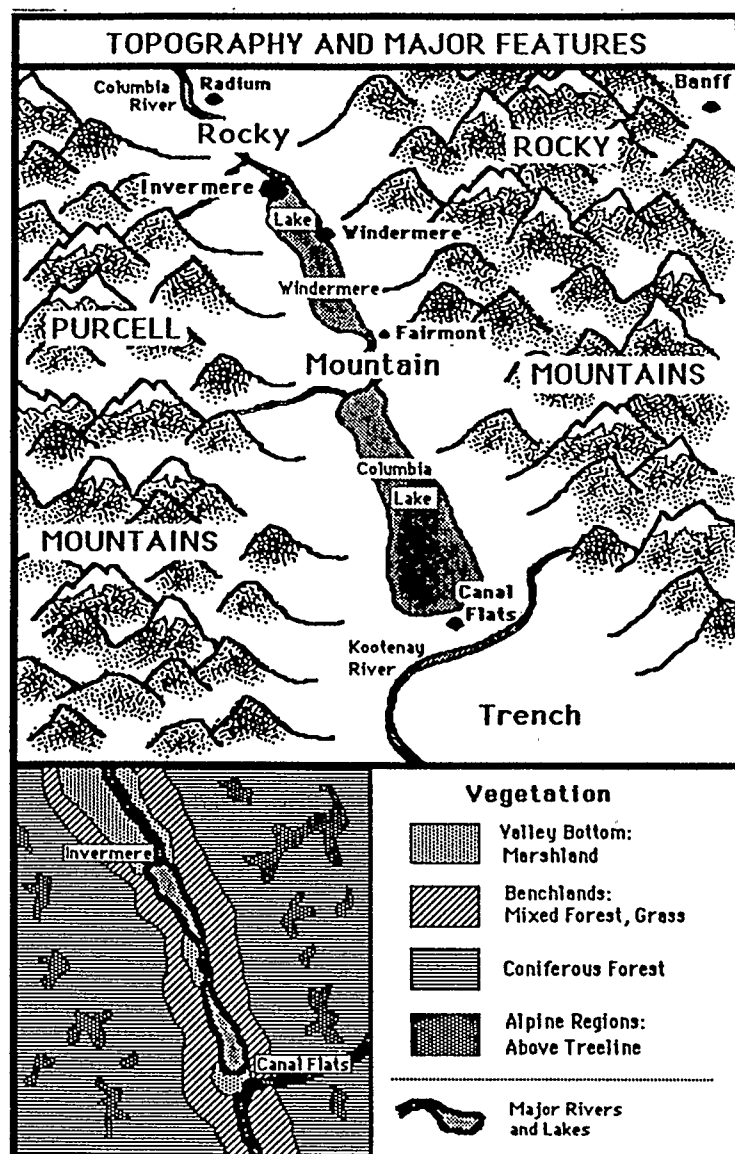


Figure 2.4 Topography and Vegetation of Columbia Valley

The Columbia Valley's most striking feature is its mountains, the Rocky Mountains towering majestically to the east and the striking forms of the Purcell Mountains rising to the west. The Rocky Mountain Trench, approximately 6-8 kilometres wide, separates the two mountain ranges. Almost all of the region's human activity is concentrated in the Trench. Two major rivers, the Columbia and the Kootenay, also occupy the Trench, the Columbia flowing to the north, and the Kootenay to the south. These two major rivers pass within two kilometres of each other near Canal Flat, before going their separate ways and joining some 600 kilometres downstream at Castlegar, B.C. Of the region's two main lakes, Lake Windermere is warmer than Columbia Lake and is more popular with summer recreation enthusiasts. The region is also dotted with numerous smaller lakes and streams, most of which contain trout and are popular with anglers.

Vegetation in the Columbia Valley is largely determined by elevation. At an elevation of 750 to 1000 metres, much of the valley bottom along the slow-moving waters of the Columbia River is a vast network of marshland and shallow lakes, which

form an important habitat for migratory waterfowl and wintering areas for big game. The dry benchlands above the Columbia River contain a mixture of Douglas Fir, Lodgepole Pine, and Aspen forests with some open pockets of grasslands. Rising above the benchlands to the valleys and lower mountain slopes of the Rockies and Purcells, at elevations above 1000 metres, the moister Columbia forest region is characterized by large stands of Douglas Fir, Lodgepole Pine, Engelmann Spruce and Western Larch, key to the region's forest industry. Above 2000 metres, major forests give way to lesser stands of Engelmann Spruce and Alpine Fir, eventually reaching the tundra-like alpine vegetation zone, where harsh climatic conditions prevent tree growth.

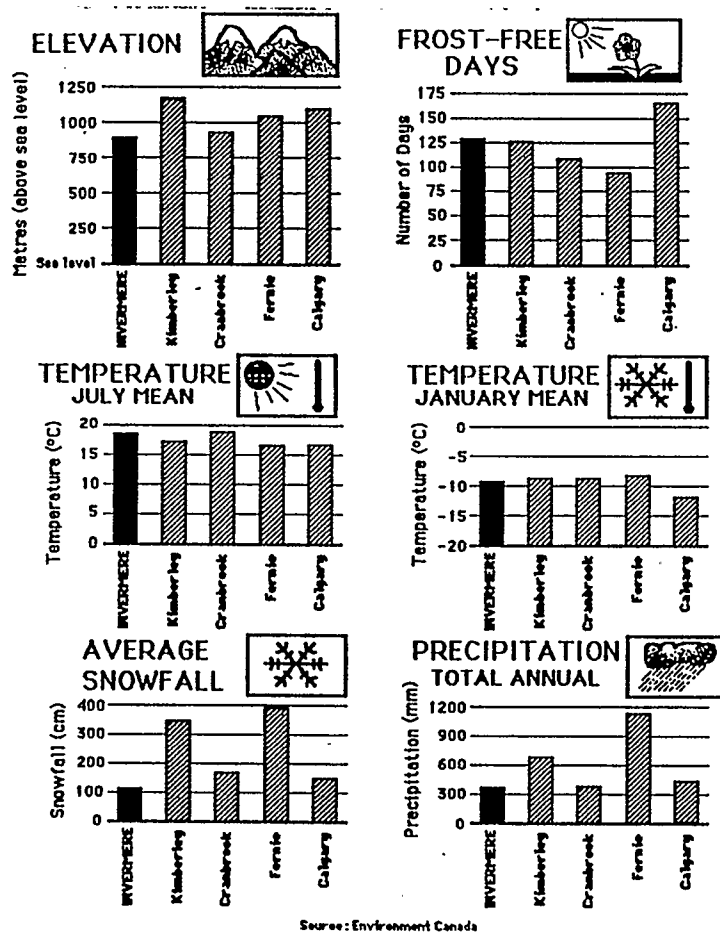


Figure 2.5 Climate

The climate of the East Kootenay, and in turn the Columbia Valley, can be broadly characterized as Cool Continental, with long, cold winters and short, cool summers having brief hot spells. The region is also described as semi-arid in nature, with extreme temperature ranges and low precipitation in the main valleys. With low humidity and clear evening skies, frosts are known to occur in all months. Prevailing winds in the Columbia Valley are from the west and north-west, with northerly winds becoming more frequent in the winter months.

The key factor affecting local climate in the East Kootenay is elevation. Precipitation is lower and average temperature higher at locations of lower elevation (Invermere and Cranbrook). Surprising to most persons not familiar with the area, Invermere is almost 200 metres lower than Calgary in elevation.

Invermere ranks most favourably in terms of a hospitable climate when compared with its East Kootenay counterparts and with Calgary. Invermere's temperature (summer and winter) ranks high and the amount of snow and precipitation ranks less than the other major centres.

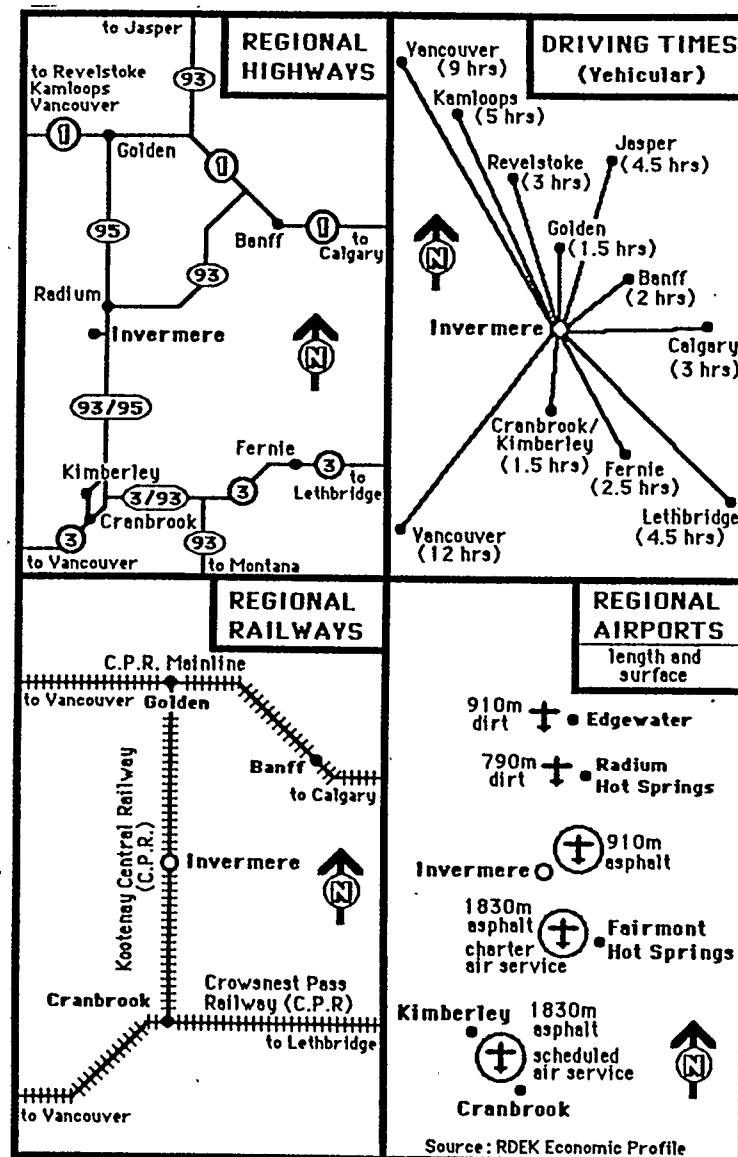


Figure 2.6 Transportation

The two major east-west highways through the Rocky Mountains in southern British Columbia pass well to the north and south of Invermere (Trans-Canada Highway and Crowsnest Highway). A direct connection to the Trans-Canada Highway at Golden, B.C. is made via Highway 95, leading north from Radium Hot Springs. From Golden, the Trans-Canada leads west through Rogers Pass to Revelstoke and on to Vancouver via Kamloops. Highway 93 (Banff-Windermere Highway), extending east through Kootenay National Park, connects the Columbia Valley to the Trans-Canada Highway at Castle Junction in Banff National Park, mid-way between Banff and Lake Louise, and the eastbound Trans-Canada continues past Banff to Calgary. Highway 93/95 extends south from Radium, past Invermere, eventually joining the Crowsnest Highway just east of Cranbrook. The Crowsnest Highway leads east to the Alberta boundary and west to the West Kootenay and eventually to Vancouver.

The most significant highway connection for the Columbia Valley is the three hour drive to the City of Calgary. The proximity of this major population centre has very much affected the growth of the Invermere region, particularly in terms of tour-

ism. Vancouver, at a minimum of nine hours driving time, has had little influence on development in the Columbia Valley.

Cranbrook and Golden, both 1 1/2 hours away by vehicle, are the closest towns that are larger than Invermere in population, reinforcing the notion that despite its size, Invermere (population 2000) is an important service centre for a significantly large land area.

As with major highways, the two main east-west railway lines through the southern Rocky Mountains both bypass the Invermere region. The Canadian Pacific Railway (C.P.R.) mainline from Calgary passes through Banff and then crosses the Continental Divide at Kicking Horse Pass before descending to Golden, and from there to Revelstoke via Rogers Pass. To the south the Crowsnest Pass line of the C.P.R. extends west from Lethbridge through the Crowsnest Pass and on to Cranbrook before continuing west to Vancouver. In the first decade of the 20th century, the C.P.R. constructed the Kootenay Central Railway line along the Kootenay and upper Columbia Rivers, connecting the C.P.R. mainline with the Crowsnest Pass line. Until recent cuts, VIA Rail serviced passengers along the C.P.R. mainline,

with stops in Banff and Golden. Coal from the Elkford-Sparwood region and freight are hauled on the Kootenay Central line.

The Cranbrook-Kimberley Airport, administered by the City of Cranbrook, is the East Kootenay's only commercial airport. This airport is served by Canadian Airlines International with daily jet service to the Okanagan, Kamloops, Vancouver, Calgary, and Edmonton, and by Air B.C. with daily service to Castlegar, Vancouver, Calgary, and Edmonton. The privately owned and operated Fairmont Airport has charter air services associated with the tourist industry in the Columbia Valley. Invermere has a small, private, paved airstrip, capable of handling small private planes and small charter operations. Radium and Edgewater have short dirt strips used occasionally by local pilots.

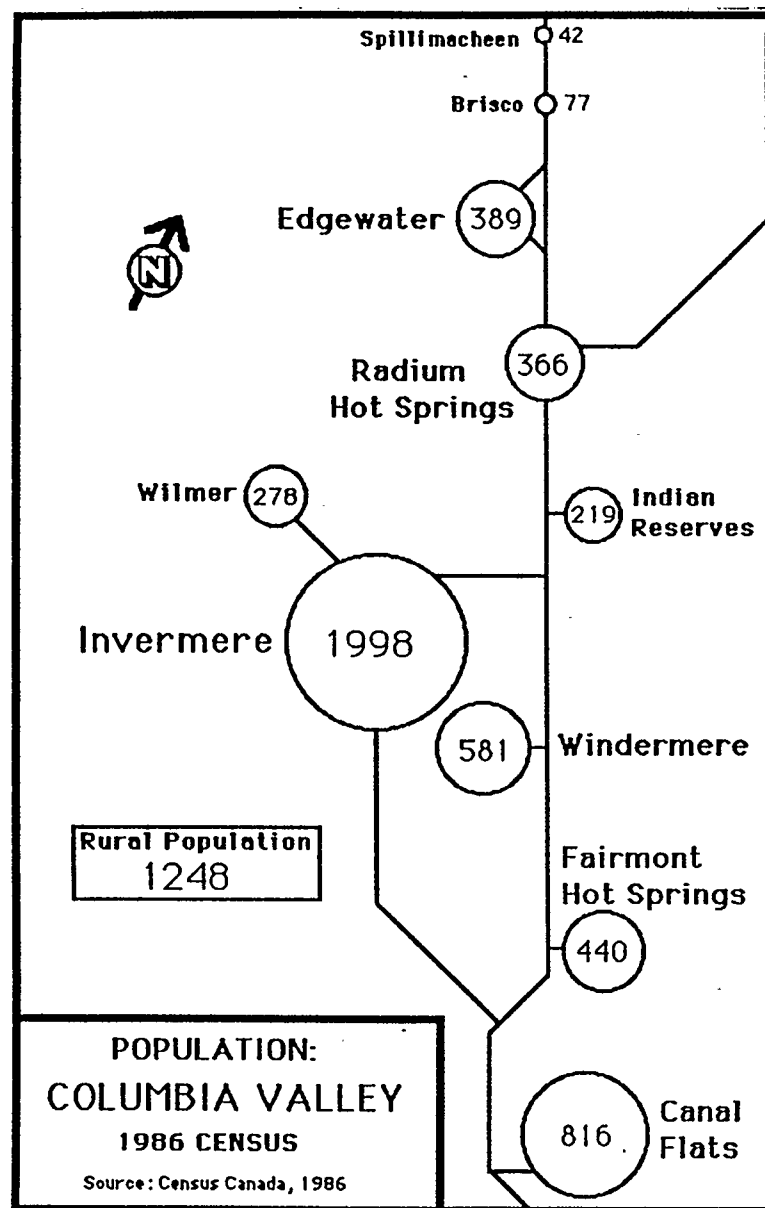


Figure 2.7 Population: Columbia Valley

Total population for the Columbia Valley as of the 1986 federal census was 6454 persons. Invermere is the largest town in the region, with a population of just under 2000 persons. Other significant towns in the region in terms of population are Canal Flats (816 pop.), Windermere (581 pop.), Fairmont Hot Springs (440 pop.), Edgewater (389 pop.), Radium Hot Springs (366 pop.) and Wilmer (366 pop.). A population of 219 is fairly evenly split between the area's two Indian Reserves (Columbia Lake [Kootenay] and Shuswap). Brisco and Spillimacheen, two hamlets at the north end of the valley have relatively small populations. Approximately 20% of the population of the Columbia Valley (1248) is classified as rural. This includes a large number of retirees (mainly from Alberta) who have built homes on Lake Windermere and Columbia Lake.

The age structure of the Regional District of East Kootenay is indicative of a region of a region which has a large number of young families, many of which were attracted to the region by potential employment opportunities, particularly in the primary sector. Although data is not available, it is likely that the Columbia Valley has a higher percentage of persons in the 65+ age group than the East Kootenays as a whole, as there are a large number of retirees (many from outside the area) who make their home in the Columbia Valley.

The R.D.E.K. mirrors the national trend over recent decades towards smaller households and families.

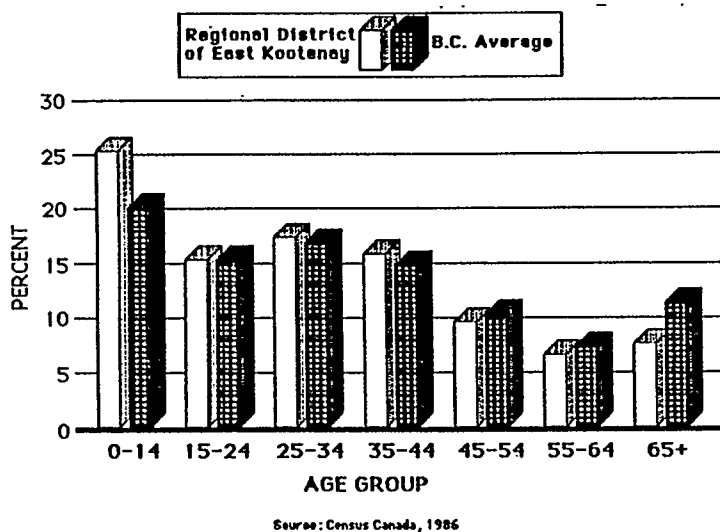


Figure 2.8 Age Structure

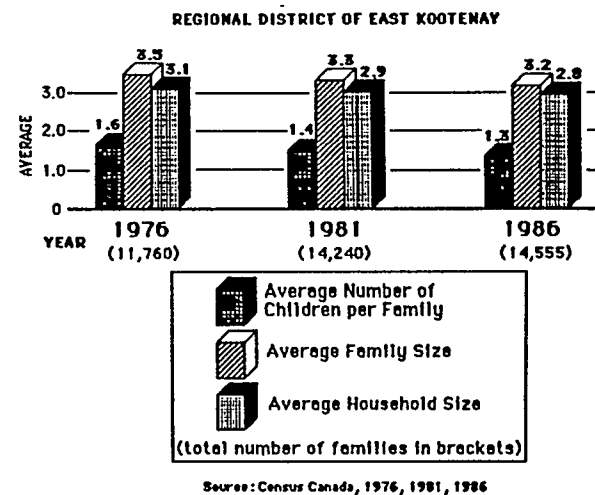


Figure 2.9 Family and Household Statistics

In general, residents of the larger communities in the Columbia Valley enjoy full amenities and all the benefits of an adequately maintained infrastructure. Invermere and Radium each have a detachment of R.C.M.P., which service nearby communities and the surrounding rural area. The Columbia Valley's only hospital is located in Invermere (Windermere District Hospital), as are local doctors and dentists. A new hospital in Invermere is scheduled to complete construction in 1991, and the old hospital (connected to the new hospital) will be used for long-term care patients and for hospital administration.

The boundaries of B.C. School District #4 (Windermere) take in all of the communities of the Columbia Valley. All major towns have an elementary school, with Invermere having the Valley's only secondary school (grades 8-12). High school students are bussed to Invermere from outlying communities. A branch campus of the East Kootenay Community College (based in Cranbrook) is located in Invermere, offering university transfer courses and a variety of adult education courses.

	INVERMERE	RADIUM	EDGEWATER	WINDERMERE	CANAL FLATS
Water					
Distribution	gravity	gravity	gravity	pumped	pumped
Capacity	6,100 pop.	14,000 pop.	1,500 pop.	3,000 pop.	n/a
Sewer					
Treatment	secondary	secondary	secondary	none	secondary
Capacity	3,000 pop.	2,000 pop.	n/a	n/a	1,500 pop.
Fire Protection					
Full time/ Volunteer	0/20	0/12	0/6	0/17	0/10
Equipment	3 pumpers	2 pumpers	1 pumper	1 pumper 1 tanker	1 pumper
Police (RCMP)					
Personnel	7	3	service from Radium	service from Invermere	service from Invermere
Vehicles	3	2			
Hospitals					
Hospitals/beds	1/31 (expansion in 1991)	service from Invermere	service from Invermere	service from Invermere	service from Invermere
Specialized residential care for handicapped/ beds	1/21				
Doctors/ Dentists	5/2				
Schools					
Elementary/ Enrollment	2/352	1/48	1/105	1/162	2/94
Secondary/ Enrollment	1/452				1/45 (Jr. High)
Community College	East Kootenay Community College (branch campus)				
	INVERMERE	RADIUM	EDGEWATER	WINDERMERE	CANAL FLATS

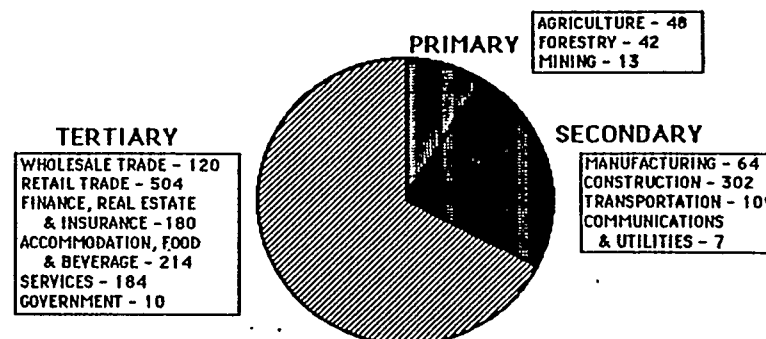
Sources: Invermere Municipal Office
School District #4, Windermere
Ministry of Health, East Kootenay Health Unit, 1988
RDEK Economic Profile

Figure 2.10 Municipal Infrastructure

In terms of media, the Columbia Valley is served by a local weekly newspaper (The Lake Windermere Valley Echo) and a local radio station (CKIR). Cable television is available in all towns, with broadcasts originating in Calgary and Lethbridge (CFCN/CFAC) and Vancouver (CBC), plus a number of major U.S. networks and superstations available to the local viewing public. Of particular note is the fact the Columbia Valley receives more relevant information (local stories, weather, etc.) from the Alberta stations than from the B.C. stations.

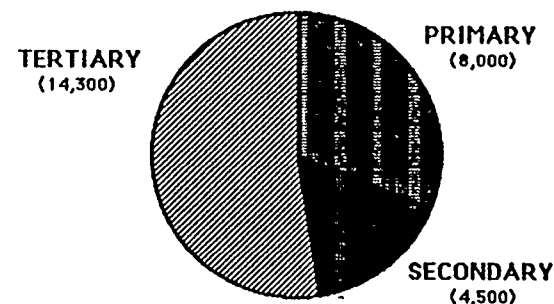
Within the Regional District of East Kootenay (R.D.E.K.), the Tertiary Sector is responsible for the vast majority of business establishments. However, a large proportion of these establishments are of the small business variety, and it is the Primary Sector (especially forestry and mining) that provide jobs far in excess of their proportion of business establishments. This is due to the large number of persons employed at several of the region's mines (eg. 1295 persons employed at Fording Coal in the Elk Valley). Although there are no major mines in the Columbia Valley, several sawmills have large numbers of employees. Statistics on business establishments and total employment for the Columbia Valley, although not available, would likely mirror that of the R.D.E.K. as a whole.

BUSINESS ESTABLISHMENTS BY TYPE
(REGIONAL DISTRICT OF EAST KOOTENAY)



Source: Establishments by Industry for B.C. Census Divisions, Statistics Canada

AVERAGE ANNUAL EMPLOYMENT
(REGIONAL DISTRICT OF EAST KOOTENAY)



Sources: B.C. Average Annual Employment By Industry and Region, Ministry of Economic Development, 1988
B.C. Regional Index, Ministry of Economic Development

Figure 2.11 Business Establishments and Employment

Based on the most recent data available, average annual income in the Regional District of East Kootenay (R.D.E.K.) is higher than the British Columbia average. This can be attributed largely to the higher wages paid in the primary sector, especially in mining and forestry in the East Kootenays. The R.D.E.K. has consistently been from 3-5% ahead of the provincial average in terms of annual income.

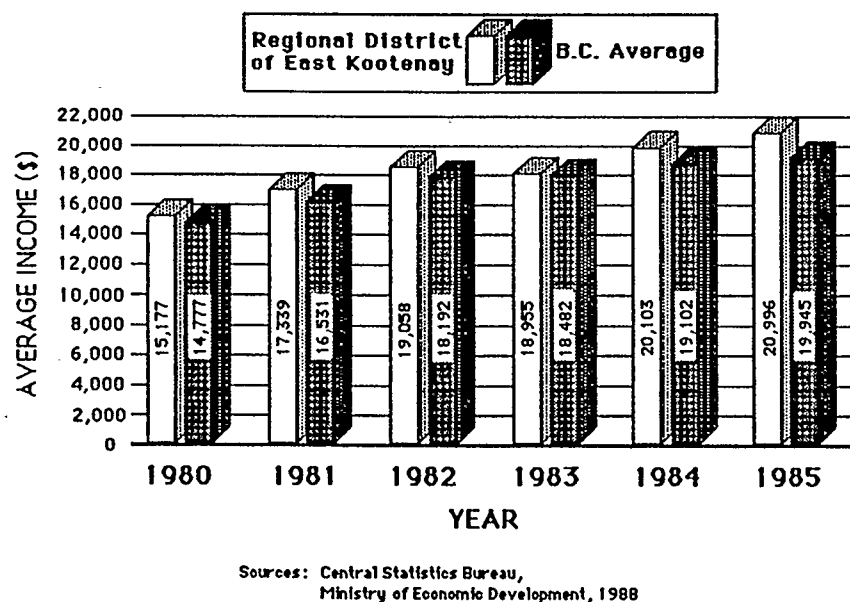


Figure 2.12 Annual Average Income

In communities dominated by highly-skilled and highly-paid workers (eg. Sparwood with its coal mine workers), the income distribution is skewed towards the higher income classes. By contrast, Invermere is illustrative of a more diversified economy, where the number of tax returns progressively diminishes as higher classes are encountered.

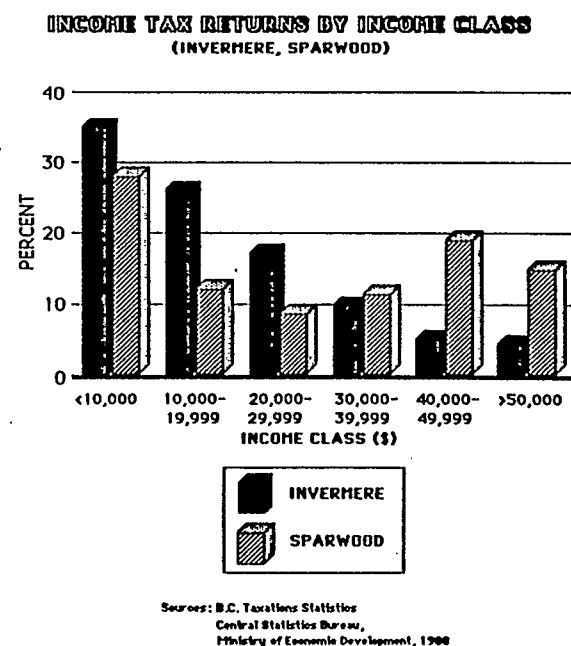


Figure 2.13 Income Classes

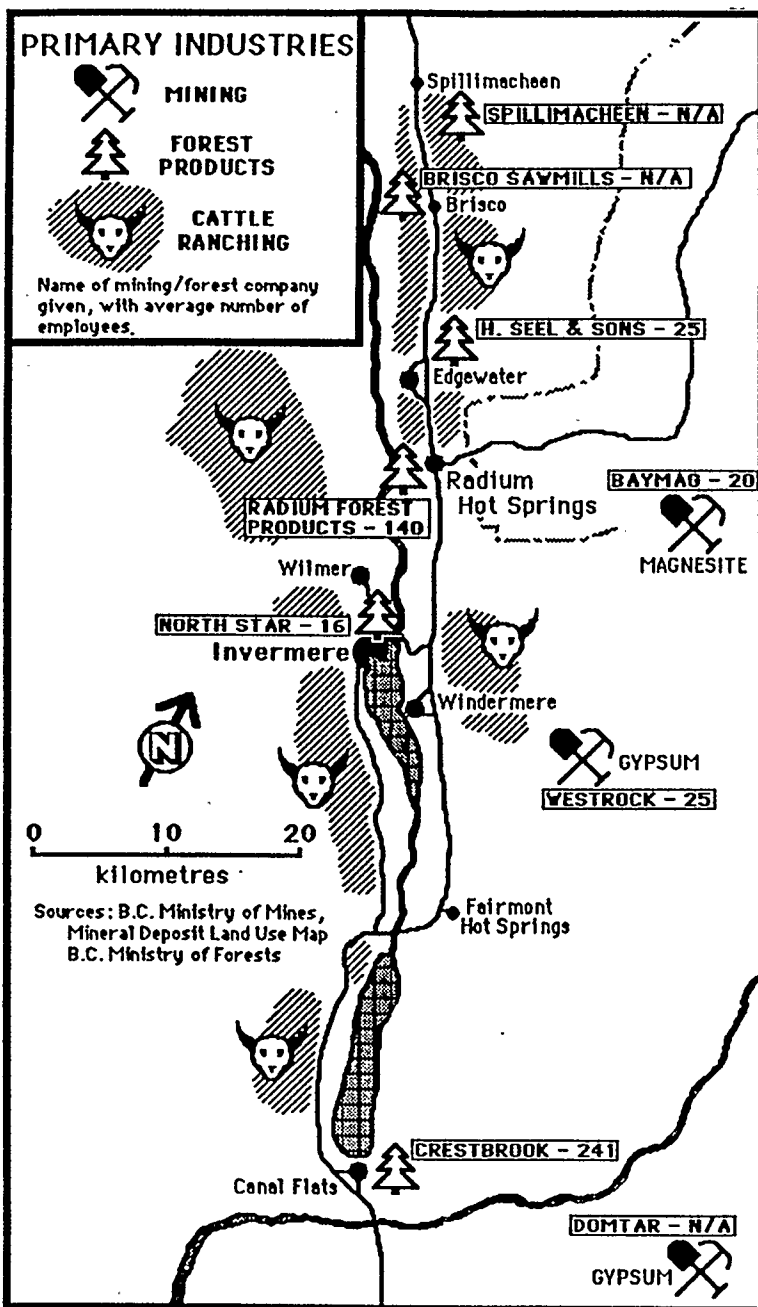


Figure 2.14 Primary Industries in the Columbia Valley

Economy

Forestry is the major employer among primary industries in the Columbia Valley. Large sawmills are located at Canal Flats and Radium. Mines in the area are small in terms of employment. Cattle ranching, although large in actual land use is relatively minor in terms of total employment.

Regional Attractions

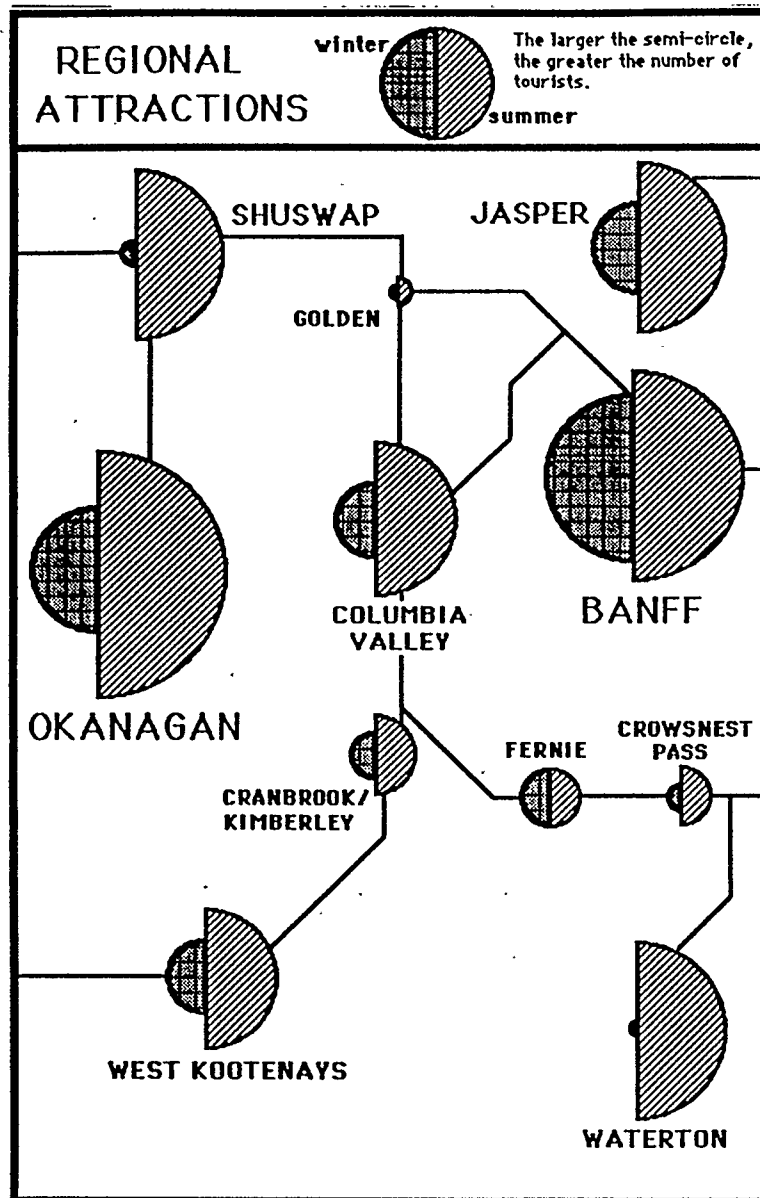


Figure 2.15 Regional Tourist Attractions

With its spectacular mountain scenery, wildlife, warm water lakes, hot springs, golf courses, and ski hills, the Columbia Valley ranks favourably with other regional attractions in terms of popularity with tourists. Although not as well-known as Banff, Jasper, or the Okanagan, large numbers of tourists make their way through the mountains to the Columbia Valley each year. Summer is the peak tourist season, and an influx on weekends of 40,000 or more tourists into the Columbia Valley, with its permanent population of 6,000, is not uncommon.¹

Although less popular as a destination than Banff or the Okanagan, the Columbia Valley dominates the East Kootenays in terms of tourism. Summer is the peak season, even though the Valley's ski hills and hot springs are a reasonable winter draw. Very much in competition with Banff and Jasper, the Columbia Valley has also benefitted from its close proximity to these star attractions (less than two hours driving time from Banff to Invermere). Since it is not located on a major east-west thoroughfare (Trans-Canada or Crowsnest Highways) and therefore unable to capitalize on "passers-by", the Columbia Valley serves largely as a primary destination.

Columbia Valley Attractions

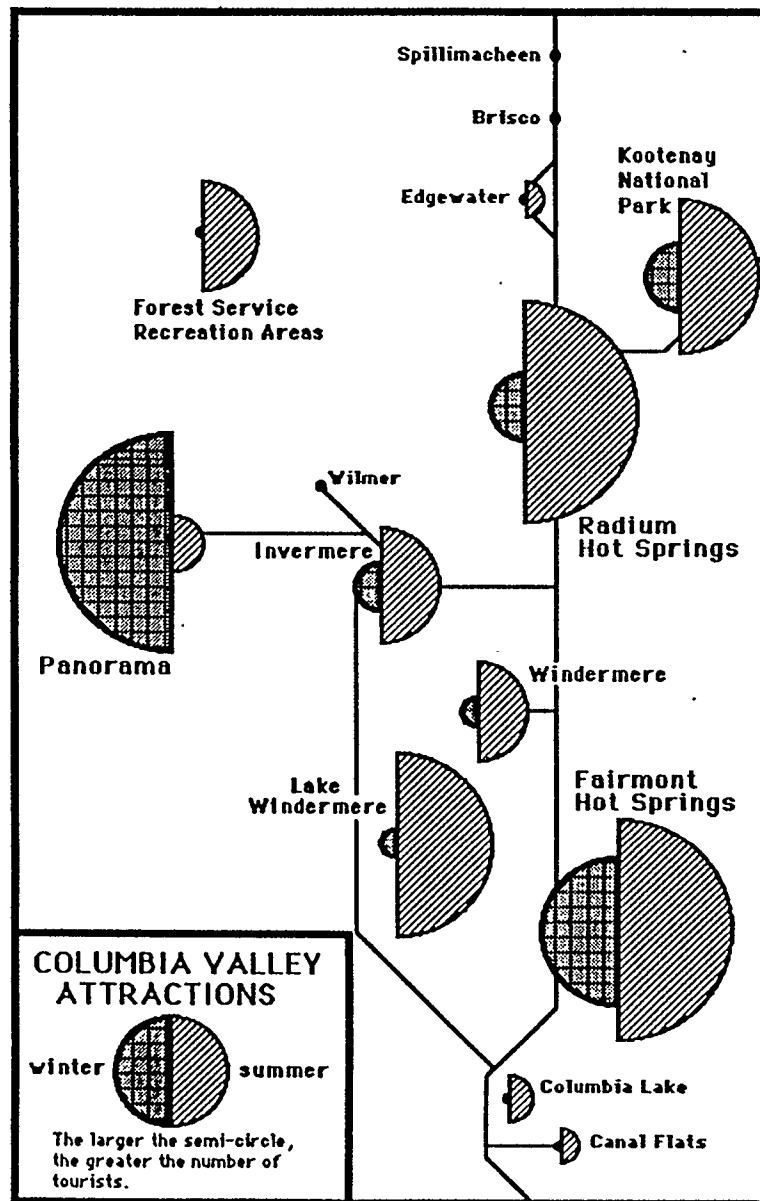


Figure 2.16 Columbia Valley Tourist Attractions

In addition to splendid scenery, which is found throughout the length and breadth of the Columbia Valley, a number of primary attractions have emerged. Radium Hot Springs, with its warm mineral baths, was the Valley's first tourist attraction, dating back to the turn of the century, and it remains very popular today, attracting approximately 350,000 persons annually.² Kootenay National Park, in which the actual hot springs are located, is one of the four contiguous Rocky Mountain National Parks (along with Banff, Yoho, and Jasper National Parks) and is an outstanding attraction in its own right. Fairmont Hot Springs is a true four season resort, with golf and swimming in the summer and skiing and hot springs in the winter. Panorama ski hill, located fifteen kilometres by gravel road from Invermere, is a very popular attraction during the winter, and recent marketing has begun to turn the resort into a four season destination, concentrating on tennis, horseback riding, and hiking in the summer months. Lake Windermere, with its lakeshore communities of Invermere and Windermere, is very popular from late-May until early September with swimmers, power boaters,

Tourist Season

sailboaters, and windsurfers. The final important attraction in the Columbia Valley is not a single location, but rather the large number of Forest Service recreation sites near the Valley's numerous small lakes and streams.

The number of tourists visiting the Columbia Valley peaks in the mid-summer months of July and August. Significant fall-off in the number of tourists begins following the Labour Day long weekend, bottoming out in the weeks prior to the opening of the region's ski hills (usually the beginning of December). Winter tourist activity is steady from December through mid-March, but is very localized (Panorama and Fairmont). Following the close of the ski hills (usually late March) there is another significant decline in tourist activity, which generally reverses in late spring. The Victoria Day (May 24th) long weekend is traditionally hailed by locals as the beginning of the new tourist season.

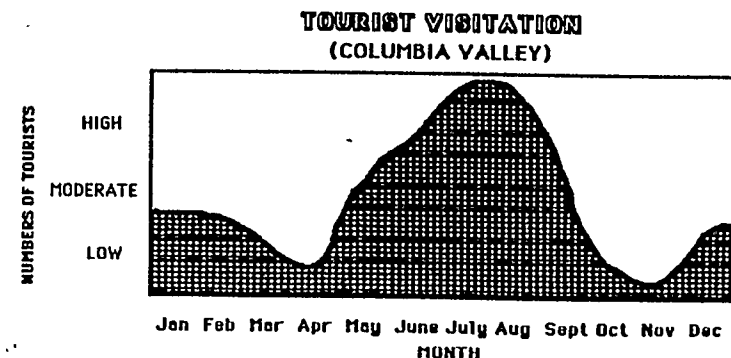


Figure 2.17 Tourist Visits to the Columbia Valley

Services

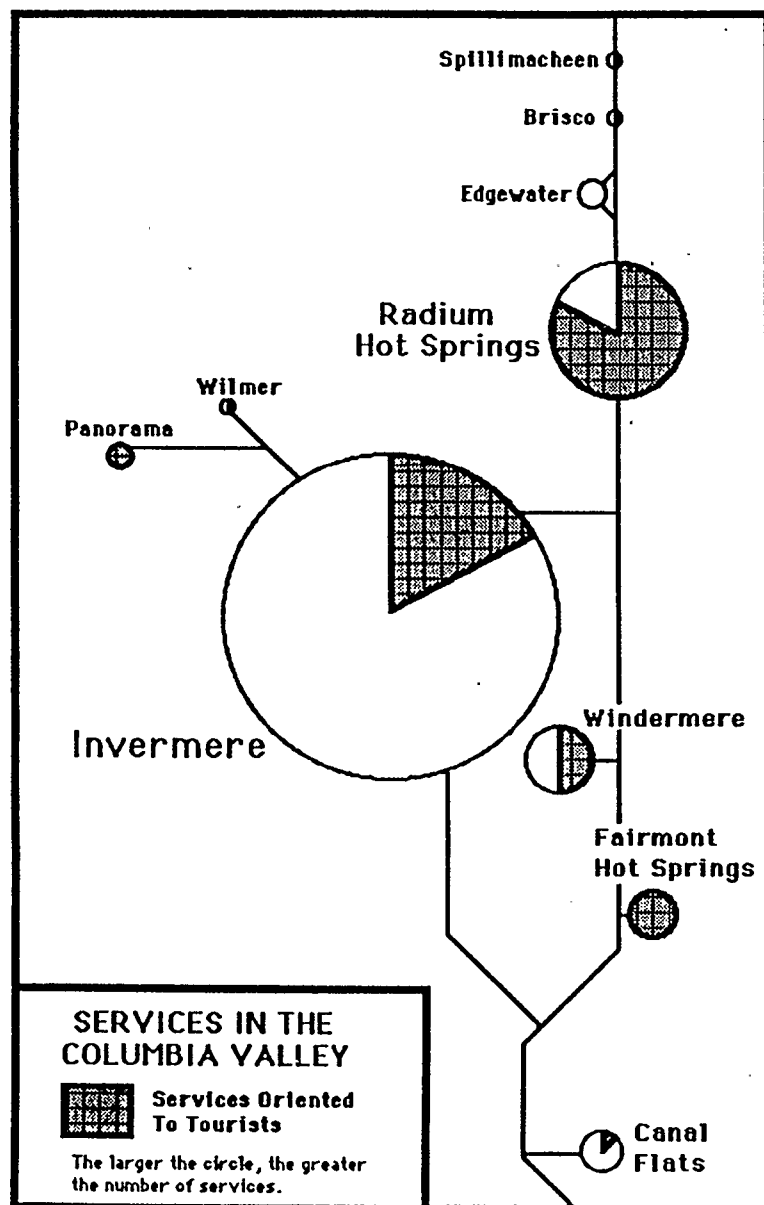


Figure 2.18 Services

Invermere dominates the Columbia Valley in terms of services. Although most of Invermere's services are oriented towards the local population, there are shopping opportunities and restaurants for tourists. Most of the other communities in the Columbia Valley have limited services, and what services do exist are largely oriented towards tourists. This is most noticeable in the communities of Fairmont, Radium, Windermere, and Panorama. Permanent residents of these communities and other Valley communities do a large proportion of their shopping in Invermere, with occasional trips to either Cranbrook or Calgary, the two closest major population centres with significant shopping facilities.

Parks

The parks system is an important component of the Columbia Valley tourism structure, preserving spectacular scenery and the environment for public enjoyment. The East Kootenay's only national park is Kootenay National Park, located west and north of Radium Hot Springs. Resource management in Kootenay National Park is the responsibility of Environment Canada (Parks Service), acting under the National Parks Act and Regulations. Currently in the Columbia Valley there are six provincial parks, ranging in size from 5 to 362 hectares and three recreational areas, ranging in size from 260 to 24,000 hectares.

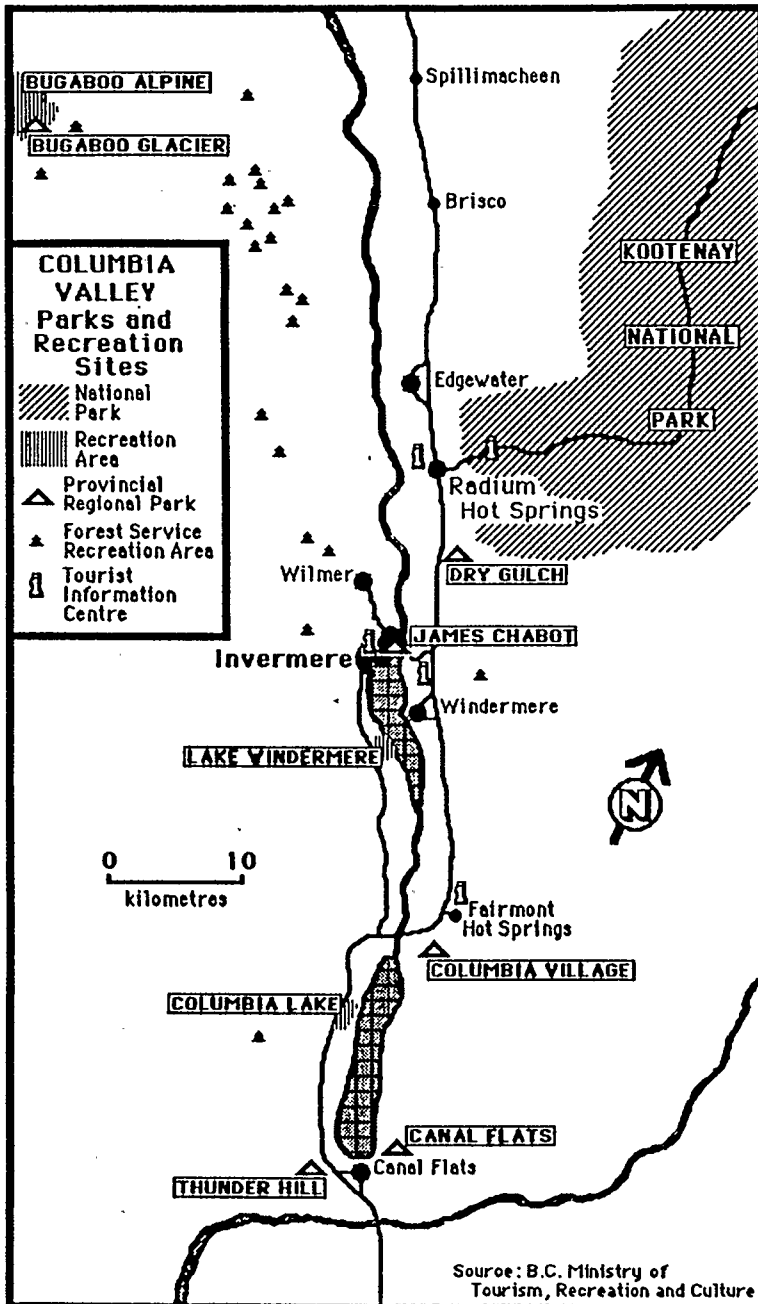


Figure 2.19 Recreation Areas and Parks

Summer Recreation

Recreational tourism is by far the most dominant form of tourism in the Columbia Valley. The region's mountains and lakes allow for a vast array of recreation in both summer and winter.

Water sports are very prominent in the Columbia Valley during the summer, with Lake Windermere the primary focus of these activities, which include swimming, boating, water skiing, sailing, windsurfing, and fishing. Hiking, horseback riding, and sightseeing take full advantage of the region's mountains and wildlife. The Columbia Valley is also renowned as home to a number of specialized recreational activities, including hang gliding, white water rafting and kayaking, and mountain climbing.

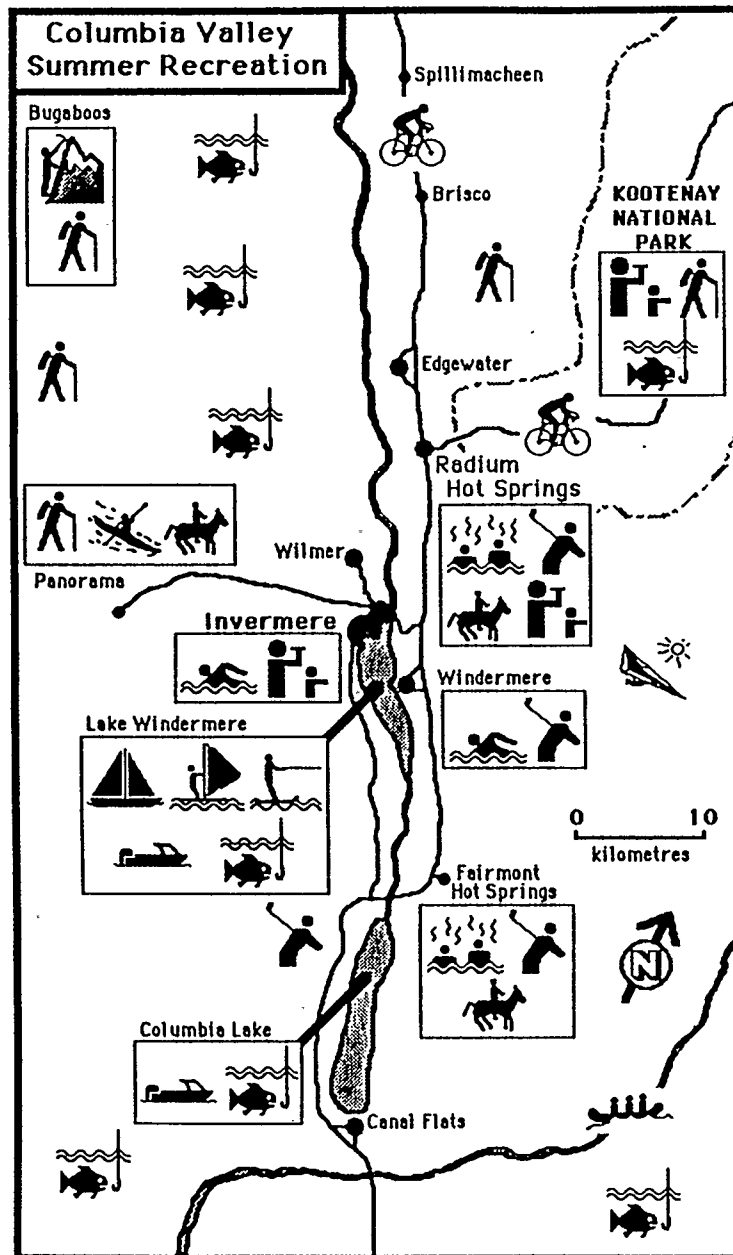


















Figure 2.20 Summer Recreation

LEGEND - SUMMER RECREATION					
	SWIMMING		WINDSURFING		GOLFING
	HOT SPRINGS		WHITEWATER RAFTING		SIGHTSEEING
	SAILING		KAYAKING		HIKING
	POWER BOATING		HANG GLIDING		HORSEBACK RIDING
	WATER SKIING		MOUNTAIN CLIMBING		FISHING
			CYCLING		

Winter Recreation

Winter recreation in the Columbia Valley is dominated by snow-related activities, the most prominent being downhill skiing, but also including cross-country skiing and snowmobiling. Both Radium and Fairmont Hot Springs are open year-round, and both are very popular attractions during the winter.

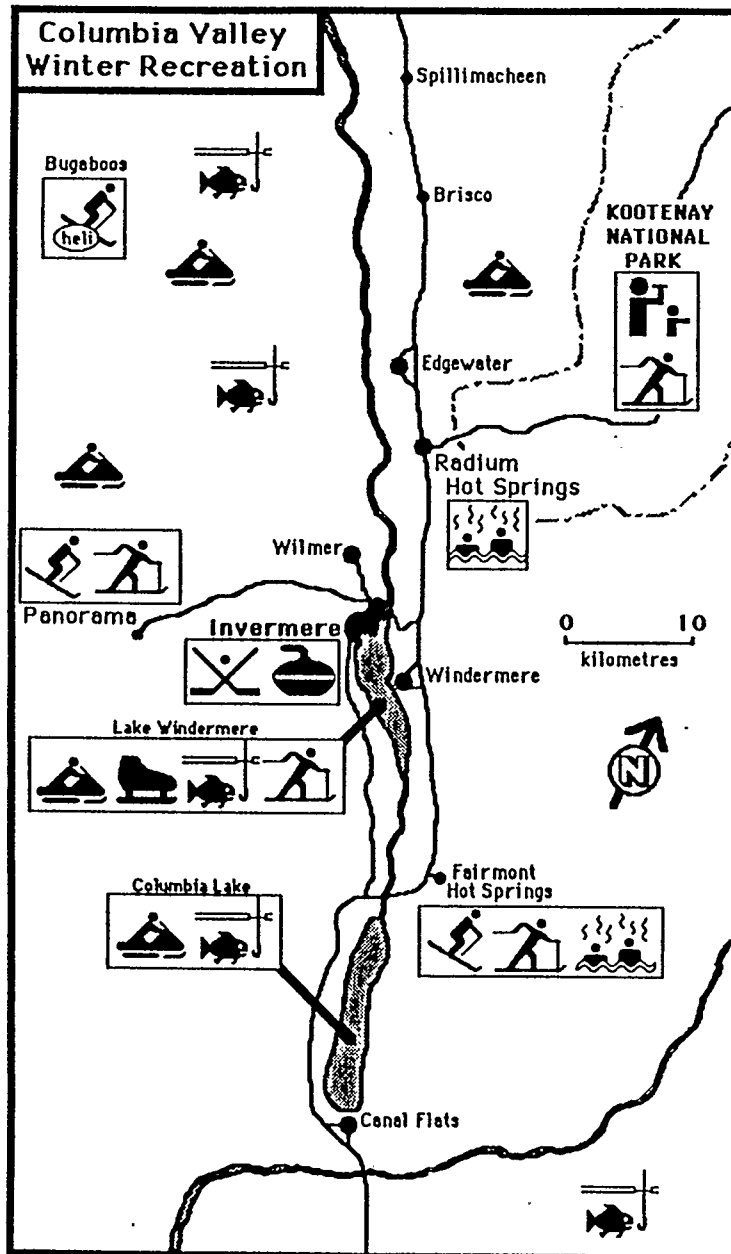












Figure 2.21 Winter Recreation

LEGEND - WINTER RECREATION

	DOWNHILL SKIING		SNOWMOBILING		WINTER SPORT TOURNAMENTS
	CROSS-COUNTRY SKIING		HOT SPRINGS		CURLING
	HELI-SKIING (DOWNHILL)		SIGHTSEEING		SKATING
			ICE FISHING		

East Kootenay Tourism

For the East Kootenay region as a whole, total visitor volume has been increasing since the economic downturn of the early 1980's. Revenue to the region from tourism has increased by a greater proportion than visitation. Revenue from tourism (\$165 million) is approximately one-fifth of that generated through mining (over \$800 million annually), although tourism has taken on increased importance with reduced production and employment at the Sullivan Mine in Kimberley and depressed world coal markets affecting Elk Valley mines. Although data is not available, tourism is significantly more important to the economy of the Columbia Valley than to the East Kootenay as a whole.

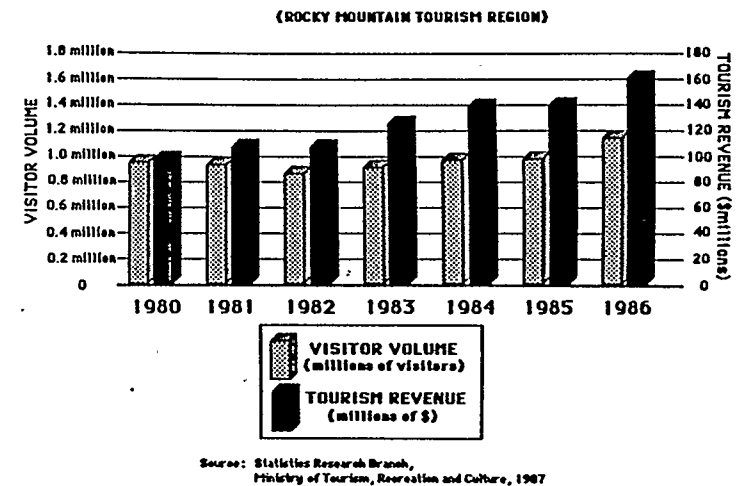


Figure 2.22 Visitor Volume and Tourism Revenue

According to the comprehensive Rocky Mountain Visitors' Association survey of 1987, there has been a notable shift in visitor origin away from Canada, which represented 71% of visitors in 1979, to 50% of visitors in 1987. Despite the decline in the proportion of visitors from Alberta, that province is expected to continue to be the majority, in absolute numbers, of out-of-province visitors. Population growth and economic development in Alberta will be concentrated in the large urban centres of Calgary and Edmonton, and it is these centres that will continue to contribute a significant proportion of visitors to the East Kootenay. The proximity of these major population centres and the high quality of recreational resources in the East Kootenay region will ensure an increasingly important market relationship into the future, particularly for the Columbia Valley.

The increasing proportion of American and International visitors is expected to continue, encouraged by aggressive marketing techniques sponsored by the Province and by organizations such as the Rocky Mountain Visitors Association. The U.S. market share remains strongly influenced by favourable exchange rates and the attractiveness of a safe, clean, uncrowded environment and familiar culture.

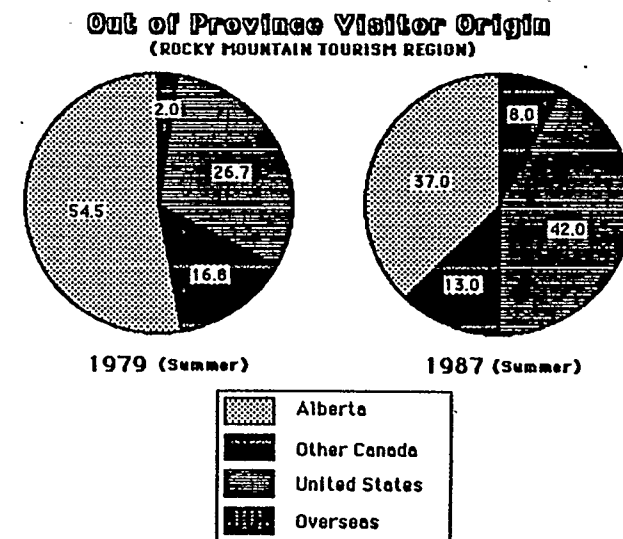


Figure 2.23 Visitor Origin

Although the data suggests a sharp increase in American visitors to the region, the immediate post-Expo 86 influence may have been a factor and results may be skewed towards inflated numbers of American visitors. In the Columbia Valley (the farthest point in the East Kootenay from the U.S. border), basic field research indicates that Albertans likely make up a greater percentage of visitors than even the 1979 chart indicates, although no current statistics are available to substantiate this.

More than 80% of visitors to the B.C. Rockies region had made a previous visit to British Columbia. Canadians were most likely to have made a previous trip to B.C. (93%), followed by Americans (78%), and then International visitors (27%).

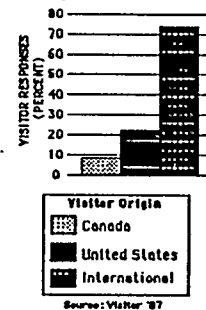


Figure 2.24
First Visit to B.C.

The most popular mode of transportation used to reach British Columbia for persons travelling the B.C. Rockies region was private automobile (67%). The second most popular form of transportation was the recreation vehicle (RV) at 25%. International visitors were far more likely to have arrived by plane (65%), compared to Americans (6%) or Canadians (4%). The use of a rental car was also very prominent among International visitors, while it ranked as insignificant among Canadians or Americans. Very few visitors to the B.C. Rockies region arrived in British Columbia by bus or train.

The private automobile was the preferred mode of transportation by visitors within British Columbia at 67%, followed by recreational vehicles at 24%. Canadians were most likely to travel in B.C. by private car (79%), compared to Americans at 65%. The use of rental cars was high among International visitors at 61%.

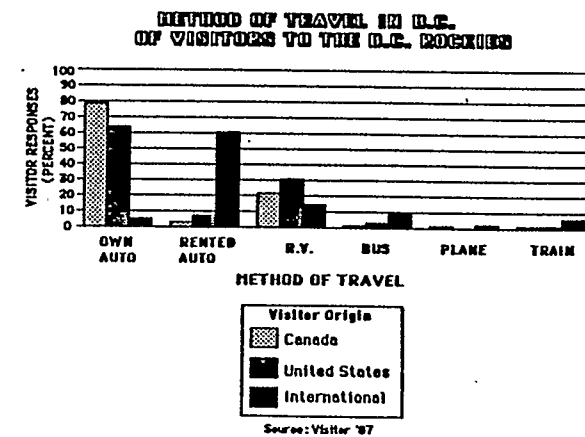
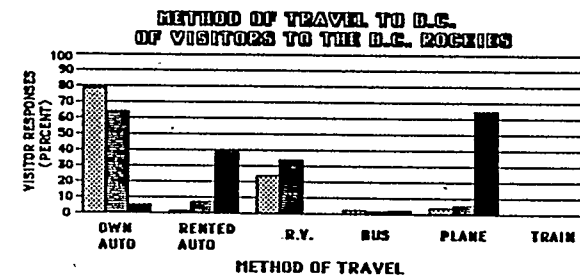
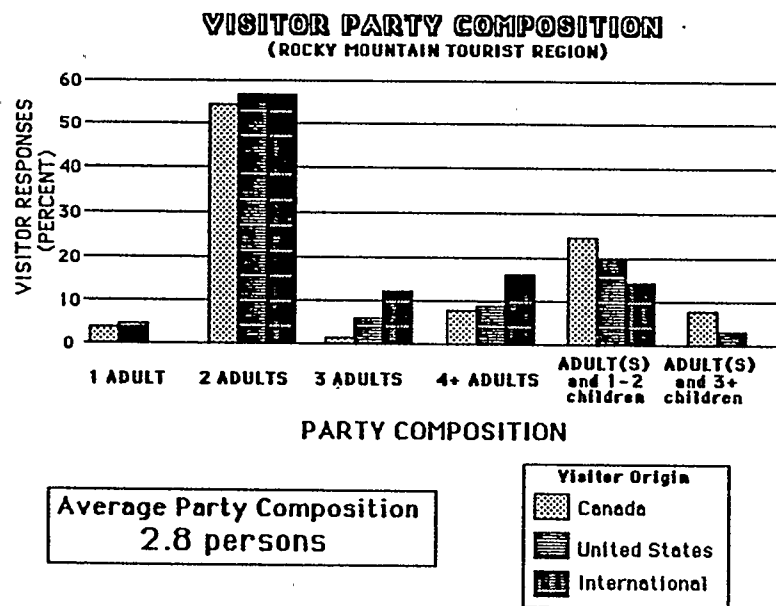


Figure 2.25 Method of Travel

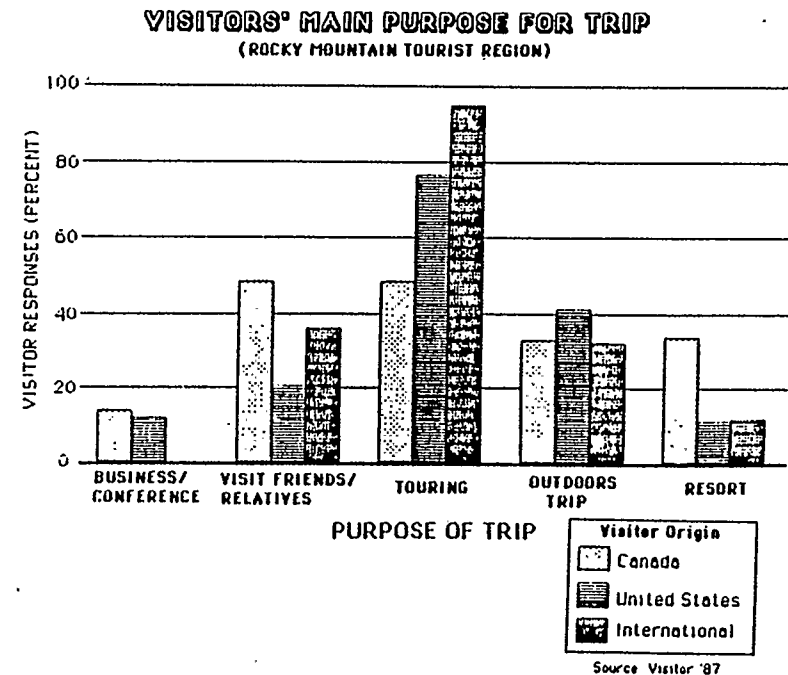
The average party size among all visitors to the B.C. Rockies region was 2.8. More than half (55%) of all parties were comprised of two adults. Slightly over one-quarter (27%) of all parties were travelling with children. This was noticeably higher than the provincial average of 19% travelling with children.



Source: Visitor '87

Figure 2.26 Visitor Party Composition

The most common purpose for a trip to the B.C. Rockies was touring, cited by 63% of travellers. Touring was particularly popular among International (95%) and American (77%) visitors. Not surprisingly, the region's recreational resources attract large numbers of tourists, with outdoors trips (37%) ranking as the second most popular reason for visiting the B.C. Rockies. Notably, Canadians were approximately three times more likely to visit a resort while travelling in the B.C. Rockies than American or International visitors.



Source: Visitor '87

Figure 2.27 Purpose for Trip

The most popular activities for visitors to the B.C. Rockies were outdoor activities (51%) and sightseeing (46%). Outdoor activities were approximately twice as popular in the B.C. Rockies compared to the B.C. average, and outdoor activities in the Rockies were particularly important to Canadians, while sightseeing was the most popular activity among American and International visitors. Cultural activities (visits to museum/gallery, historic sites, festivals, or cultural performances) were all ranked low by visitors to the B.C. Rockies.

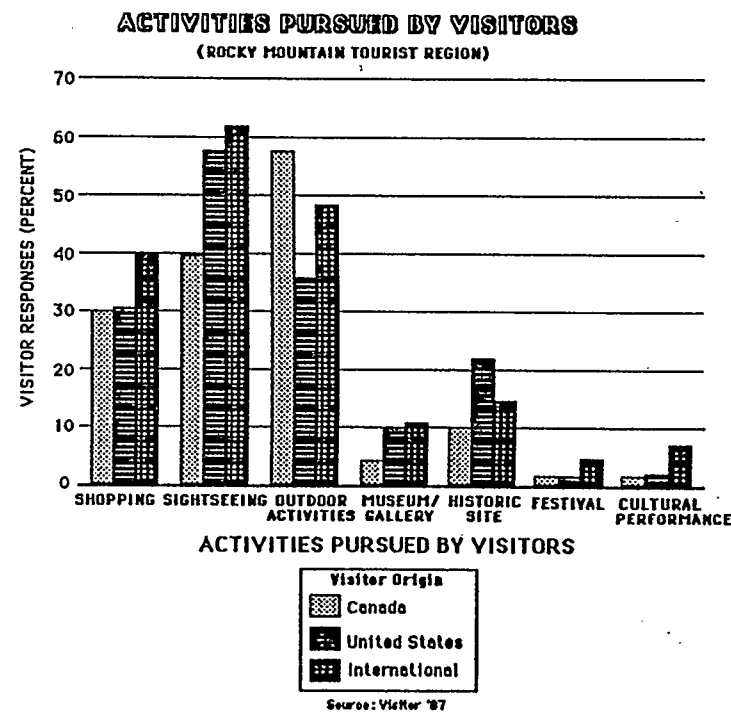


Figure 2.28 Activities Pursued by Visitors

The pattern of available accommodation in the Columbia Valley very much mirrors that of the region's attractions. Radium, Fairmont, and Panorama dominate available accommodation, with differences in types of accommodation largely indicative of the date of major development. Radium has the largest number of cabins, popular in the 1940's and 1950's, and has a high proportion of motel units, indicative of growth in the 1950's and 1960's. Fairmont and Panorama are typical of 1970's and 1980's style resorts, with villas and time-share condominiums (grouped together as "resorts").

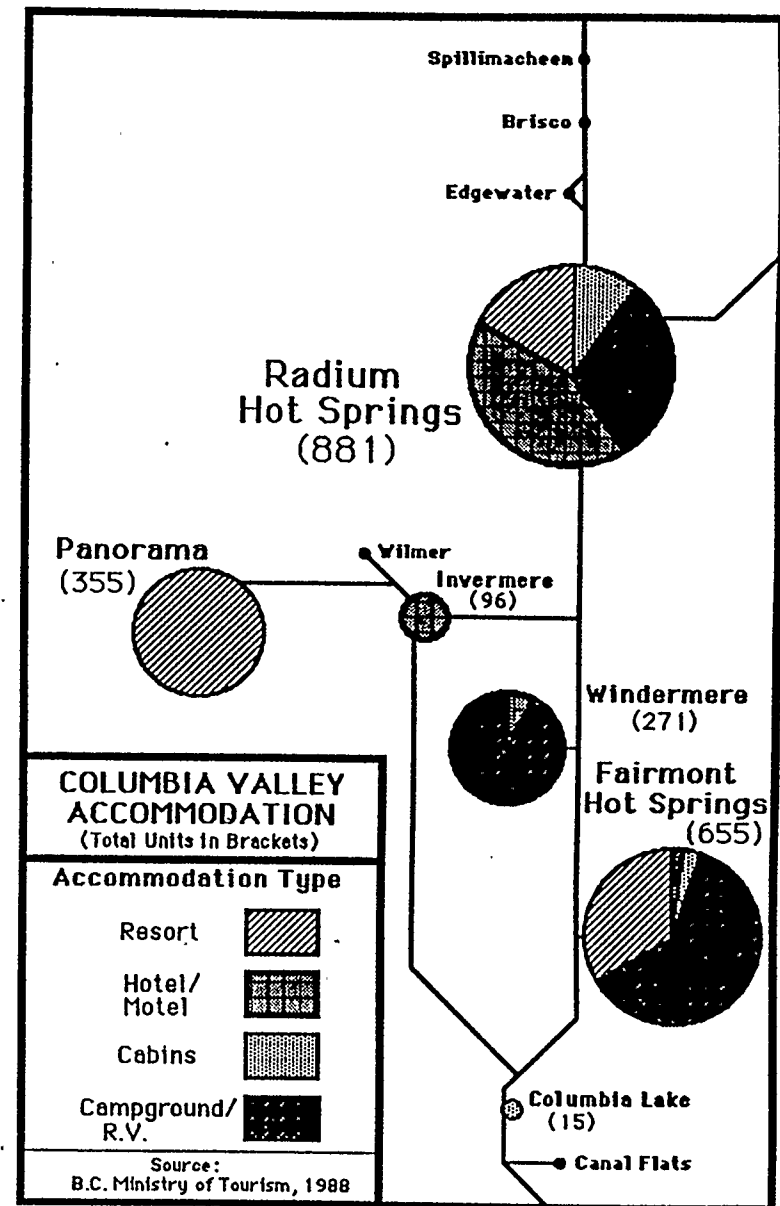


Figure 2.29 Columbia Valley Accommodation

Accommodation

The accommodation most frequently used by visitors to the B.C. Rockies was campgrounds (42%), motels/hotels (33%), and friends and relatives (13%). Staying with friends and relatives was particularly popular among International visitors and out-of-province Canadians.

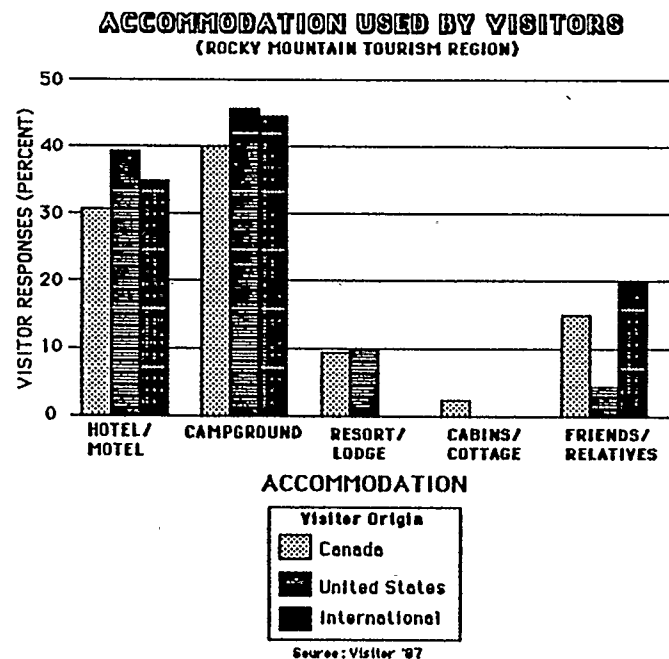


Figure 2.30 Accommodation Used by Visitors

The average length of stay for all visitors to the B.C. Rockies region was 2.7 nights. International visitors tended to stay in the region for longer periods, with nearly 40% staying more than 10 nights. Americans were most likely to stay in the region for a shorter period of time than Canadians or International visitors.

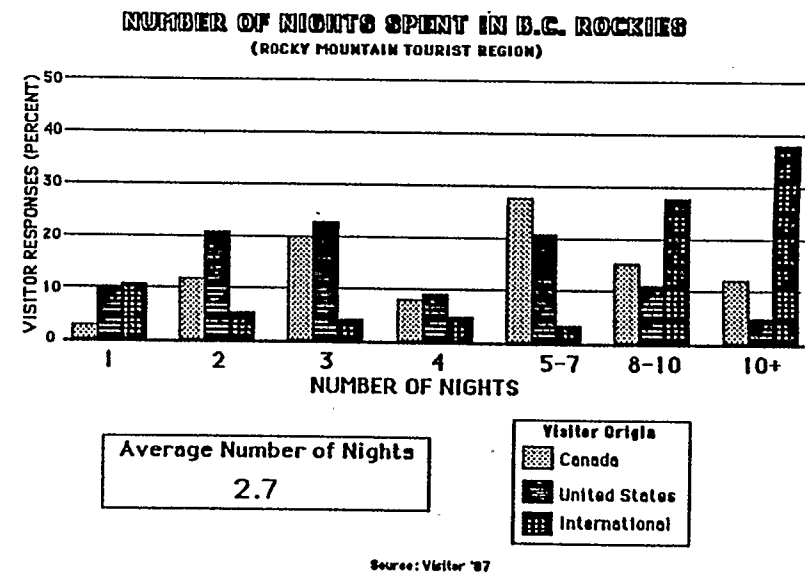


Figure 2.31 Average Length of Stay

The average expenditure by visitors to the B.C. Rockies was \$92 per party per day, and with an average of 2.8 visitors per party, gives an average of \$32 per person per day. This figure is significantly lower than the provincial average of \$50 per person per day. International visitors tended to spend the most money when visiting the Rockies, both per party (\$123) and per person (\$42). As expected, accommodation (\$31), followed by restaurants (\$19), and transportation (\$16) were the largest single expenditures. Significantly, far less was spent on shopping in the B.C. Rockies (\$7) when compared to the provincial average (\$19).

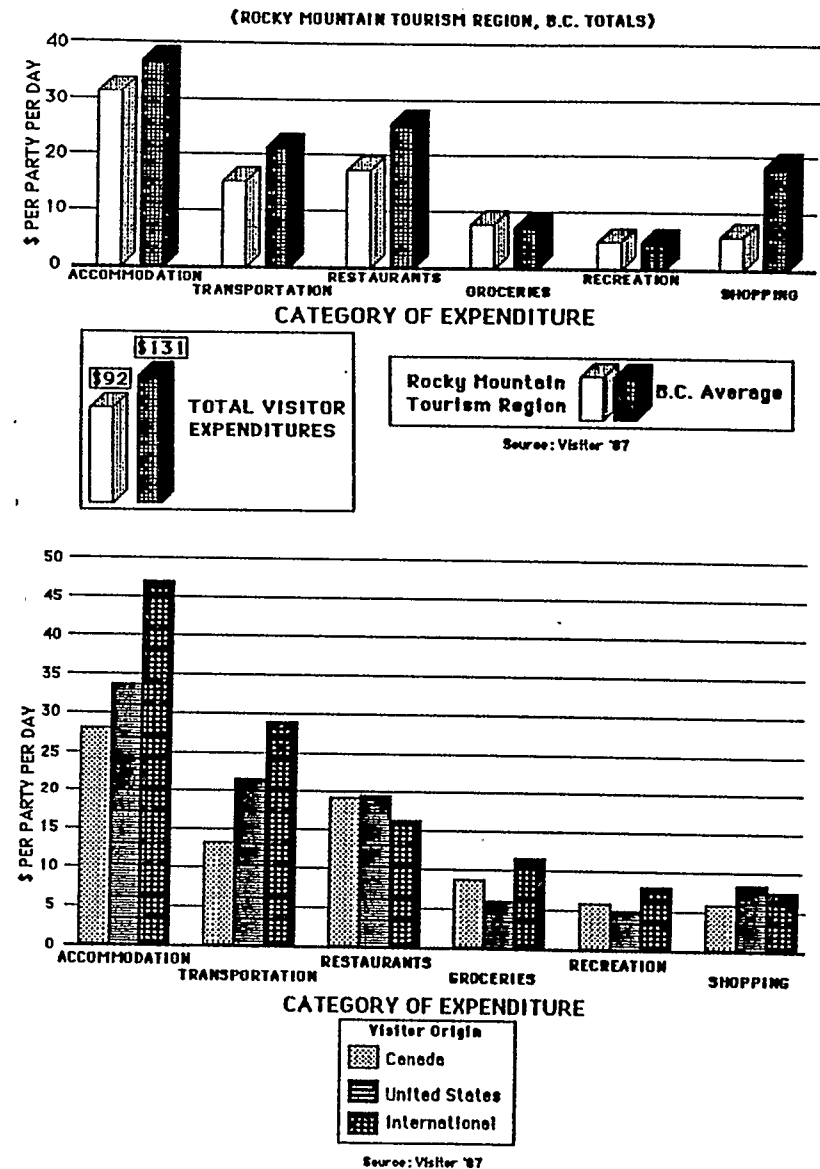


Figure 2.32 Average Daily Expenditures

Summer was perceived as an appropriate season to visit the B.C. Rockies by a vast majority (over 80%) of tourists. The other three seasons ranked very low as appropriate times of the year to visit the Rockies. While expected for spring and fall, winter received a surprisingly low rating from visitors, although the Rockies received higher interest in winter than British Columbia as a whole.

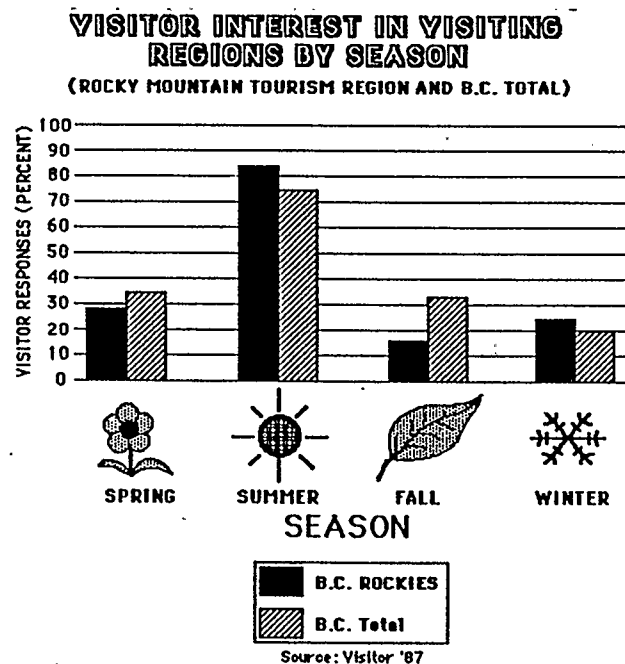


Figure 2.33 Seasonal Tourist Interest

As would be expected, the aspects mentioned as "best" by visitors to the B.C. Rockies were scenery (51%) and the outdoors (26%). Notably, weather (30%) and hospitality (24%) ranked high as "best" aspects of the B.C. Rockies region. The "best" aspects of B.C. as a whole were generally the same categories, but their overall significance was lower than in the B.C. Rockies. Ranking lower in the opinions of visitors to the B.C. Rockies were food and shopping.

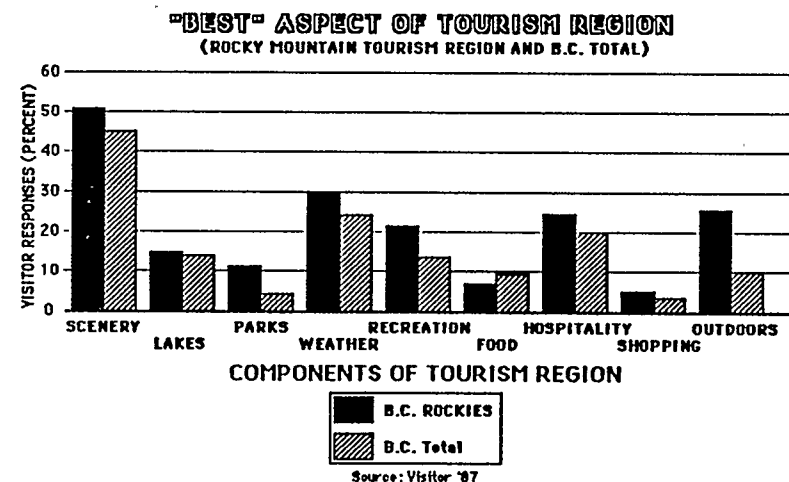


Figure 2.34 Region's "Best" Aspect

Chapter Two Summary:

The Columbia Valley, with the Village of Invermere as its major centre, is located in the Rocky Mountains of southeastern British Columbia. Spectacular scenery of mountains, forests, rivers, and lakes dominate the region, which not surprisingly has tourism and forestry as its major industries. The region is economically tied, especially in terms of tourism, to the closest major population centre, Calgary, which is located three hours drive east of the Columbia Valley.

As a tourist destination, the Columbia Valley ranks favourably with the immensely popular tourist areas of Banff to the east and the Okanagan to the west. The Columbia Valley is the major destination area in the East Kootenays, surpassing both Cranbrook/Kimberley and Fernie in terms of popularity. Within the Columbia Valley, four major attractions exist: Kootenay National Park, which includes Radium Hot Springs; Fairmont Hot Springs; Panorama Resort; and Lake Windermere, which includes the lakeside communities of Windermere and Invermere. Tourism peaks significantly in the summer, with a minor peak in the winter, and low seasons in the spring and fall. On busy

summer weekends, over 40,000 tourists regularly jam their way into the Columbia Valley, which has a permanent population numbering approximately 6,500.

Invermere is the most important community in terms of services, especially for the resident population of the Valley. All of the communities in the Columbia Valley have a significant proportion of their services geared to the tourism industry, and thus experience the boom/bust employment and revenue-taking of the yearly tourist cycle. The Columbia Valley has a good tourism infrastructure (eg. accommodation) in place, although existing facilities are underutilized in the spring and fall "shoulder seasons".

The tourist industry in the Columbia Valley is dominated by recreational tourism opportunities. With its lakes and mountains, the region has long been a popular destination for outdoor enthusiasts. However, the Columbia Valley's increasing summertime popularity has pushed many recreational facilities beyond their carrying capacity, and with that has created a number of problems for the host communities. Summertime generally pushes the "Host Population Irritation Index" (See

Figure 1.6) to the Irritation/Antagonism end of the scale. In terms of the Evolutionary Cycle of Tourism Growth (See Figure 1.7), the Columbia Valley falls approximately between the "Development" and "Consolidation" stages, and it will not be a long period of time before the region will reach the critical juncture where the local tourism industry may start to decline dramatically.

The tourism industry in the East Kootenay (Rocky Mountain Tourism Region), and in the Columbia Valley in particular, is in generally good shape. Visitor volumes and revenues have been increasing steadily since the economic downturn of the early 1980's. Visitors to the region, the majority of which are from Alberta, perceive the Rocky Mountain region as an excellent area for sightseeing or for pursuing outdoor activities. Cultural activities rank low in terms of activities pursued by visitors, in many cases because there simply are few cultural tourism opportunities in the region at present.

Overall, the Columbia Valley region is rated favourably by tourists, even when compared to other regions in British Columbia. Tourist numbers are high, and indicate that the area

has developed the reputation as a popular destination. Potential conflicts are on the horizon in the Columbia Valley due to the seasonal nature of the region's tourist industry. The development of alternate facilities or the "spreading out" of the tourist season into spring and fall are viable alternatives which could not only help alleviate problems, but could potentially spur new growth in the Columbia Valley tourist industry.

CHAPTER THREE: CULTURAL RESOURCES IN THE COLUMBIA VALLEY

Natives arrived in the Columbia Valley only a matter of decades prior to the arrival of the first white men. The Kootenay Indians were originally plains dwellers, inhabiting the regions immediately east of the Rocky Mountains. Continually at war with neighbouring tribes, which included the powerful Blackfoot Confederacy (Siksikah, Bloods, and Peigans), the Kootenays were forced off the plains in the middle of the eighteenth century. Retreating through the passes of the Continental Divide into northern Montana, some Kootenays move northward and settled in the valley of the Columbia River. Retaining much of their Plains Indian culture, the Kootenays regularly crossed the mountains to hunt buffalo on the eastern side of the Rockies. To avoid conflicts with the Blackfoot, Kootenays used numerous routes and passes through the mountains, until the Continental Divide ranges were netted with trails. The Blackfoot knew the mountain trails as well as the Kootenay, and often crossed the mountains to raid Kootenay camps and steal horses.

A nomadic, non-agricultural people, the Kootenay supplemented their fare of buffalo meat by hunting deer, elk, and

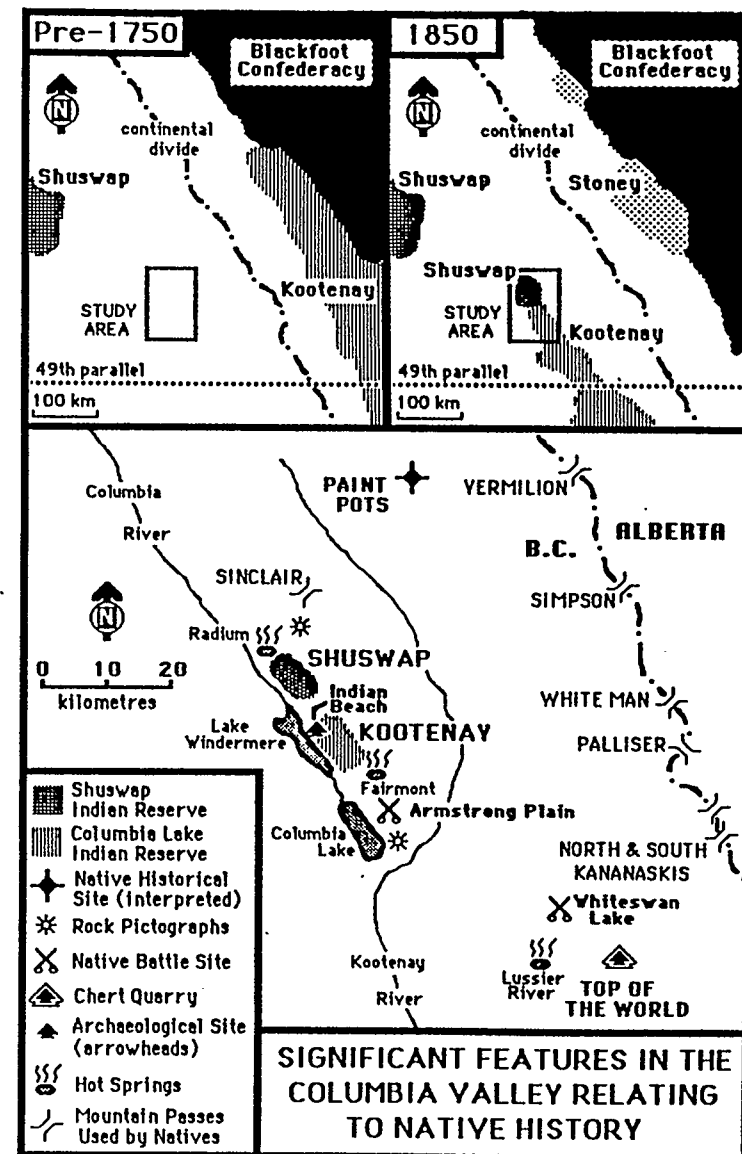


Figure 3.1 Native History

bear and gathering roots and berries in the valleys of the Columbia and Kootenay Rivers. Salmon, found in abundance at the head of the Columbia River during the fall spawning season, became an important part of the Kootenays' diet.

The Shuswap Indians arrived in the Columbia Valley at the beginning of the nineteenth century, making their way west and south from the Shuswap-Thompson region of central British Columbia. Peacefully co-existing with the Kootenays, the Shuswap subsisted principally on fish, with their culture much more closely tied to that of interior B.C. natives than to Plains Indian culture.

By the middle of the nineteenth century, the Shuswap had established themselves on the eastern side of the Columbia River north of Lake Windermere, and the Kootenay inhabited the lands east of Lake Windermere as far south as Columbia Lake. Other significant Kootenay bands were located farther south, near Cranbrook (St. Mary's band) and in northern Montana (Tobacco Plains band).

A number of significant features relating to native history still exist in the Columbia Valley. The Shuswap and Kootenay

bands both maintain reserves in the Columbia Valley, each with a population slightly over 100 persons. Many descendants of Shuswap and Kootenay populate the Valley outside the bounds of the reserves, and have contributed significantly to Valley culture and history.

The Shuswap Indian Reserve is located east of the Columbia River between the present-day towns of Invermere and Radium. The Columbia Lake Indian Reserve, housing the Columbia Lake band of Kootenays is located on the east side of Lake Windermere between the communities of Windermere and Fairmont.

The "Paint Pots", an interpreted historical site, is located alongside Highway 93 at the north end of Kootenay National Park. The site contains large deposits of ochre, which was gathered by the natives, dried, and then mixed with oil and used as paint. Ochre was found at the site in sufficient volumes to be used by the Kootenay in trade with neighbouring tribes. Several small pools at the site have spiritual significance, and were the place where warriors often applied their war paint.

Rock pictographs can be found at several locations in the

Columbia Valley, the two most notable being alongside Sinclair Creek in Kootenay National Park and on the east side of Columbia Lake north of Canal Flats.

Two important battle sites involving the Kootenay Indians are located in the Columbia Valley. On the east side of Columbia Lake, in an area known as Armstrong Plain, the Kootenays fought a major battle against raiding Peigans from the prairies. A second site, near Whiteswan Lake southeast of Canal Flats, saw a battle which pitted Kootenays of the Columbia Lake and St. Mary's bands against Kootenays of the Tobacco Plains band. For many years a pile of stones guarded each end of the trail along the east side of Columbia Lake and another pile on the Whiteswan Lake trail marked the spot where many braves fell, and it was said that no Indian, and seldom a white man, passed by without placing a little twig of evergreen on the stones, a token of remembrance for the warriors who fell in the battles of long ago.

Chert was used by natives for implements such as scrapers, axes, and arrowheads. An important regional chert quarry was recently discovered high in the mountains of Top of the World Provincial Park, southeast of Canal Flats. Chert from this

quarry was traded by the Kootenays with neighbouring tribes, and has been found throughout the western plains and the north-west United States.

Several important archaeological sites relating to native history are located in the Columbia Valley. The most accessible of these sites is at Indian Beach, along Lake Windermere south of the community of Windermere, where numerous arrowheads have been found.

The hot springs at Radium, Fairmont, and Lussier River were used regularly by natives for medicinal and spiritual purposes.

Many Continental Divide passes were used by natives during buffalo hunting expeditions or raids through the mountains. Of the most significant passes, only Vermilion and Sinclair are accessible by Highway (Highway 93), and the others, including Simpson, White Man, Palliser, and Kananaskis, are only accessible by hiking trails.

The Columbia Valley is rich in its history relating to early white explorers. The expansion of the fur trade was the major impetus to exploration in the late eighteenth and early nineteenth century, with the fur rich territory of present-day British Columbia, Washington, and Oregon at stake. David Thompson, Canada's foremost geographer and surveyor, as a partner in the North West Company, pushed west through the mountains at Howse Pass in 1807, following a trail blazed the year previous by his compatriot Jaco Finlay. The establishment of a new North West Company frontier on the western slopes of the Rockies, together with the discovery of the source, descent, and survey of the Columbia River to the Pacific Ocean were the aims which prompted Thompson to undertake this and later expeditions. American interests, under John Jacob Astor, were preparing to invade the region of the Lower Columbia River, and the North West Company was anxious to forestall Astor's Pacific Fur Company.

Upon reaching the Columbia River after crossing Howse Pass, Thompson and his party turned upstream, eventually reaching Lake Windermere. Halfway between present-day Invermere and Wilmer, on the banks of Toby Creek, a tributary of

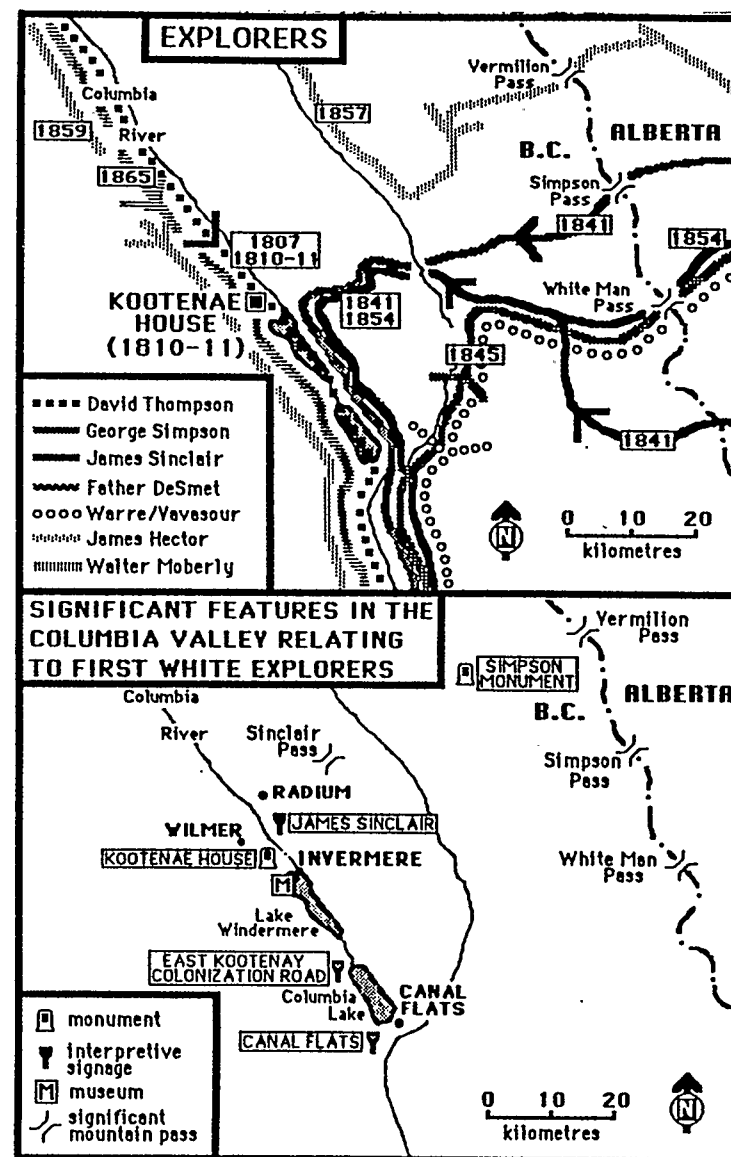


Figure 3.2 Explorers of the Columbia Valley

the Columbia, Thompson constructed Kootenae House, the first fur trading post on the Columbia River drainage. Between the years 1807 and 1812, Thompson surveyed the Columbia and Kootenay Rivers from source to mouth, as well as a great number of smaller streams, covering many thousands of kilometres within the Pacific Northwest.

Kootenae House was in existence for approximately five years, from 1807–1812, and the main reason for its short duration was the establishment of a fur trade route over Athabasca Pass and down the Columbia River, bypassing the upper reaches of the Columbia. Also, the larger population of Kootenay Indians was in the Tobacco Plains region, and trade would be more profitable if a post was established further south. Despite these disadvantages, Kootenae House might have continued, at least for a time, as a subsidiary post had it not been exposed to Blackfoot aggression, with the Blackfoot strongly opposed to whites arming their enemies, the Kootenays.

In 1841, Sir George Simpson, Governor of the Hudson's Bay Company, passed through the Columbia Valley on his way westward through the mountains as part of his epic round-the-world journey. Later in the same year, James Sinclair, a metis



Figure 3.3 Kootenae House Site

from Red River, led a party of over one hundred settlers through the mountains by way of the Columbia Valley to Oregon, in an effort to substantiate British claims to the territory. In 1854, Sinclair led another party of Red River emigrants and 250 head of cattle through the mountains to Oregon.

Although fur and politics were responsible for much of

the early white traffic on the mountain trails, some travellers were on religious missions. Among them was the rotund, black-robed Jesuit missionary Father Pierre-Jean deSmet, who visited the Columbia Valley in 1845. At a site he named "the Plain of the Nativity", deSmet erected "the Cross of the Nativity", a wooden cross which was saved in the early years of this century and is now kept in St. Paul's Church on the Shuswap Indian Reserve. Leaving the Columbia Valley, deSmet erected "the Cross of Peace" at the summit of White Man Pass, and prayed that it might bring peace to all of the natives east and west of the mountains.

In 1845, the possibility of open conflict between Britain and the United States over the Oregon Territory loomed large. Captain Henry J. Warre and Lieutenant Mervin Vavasour were sent on a secret mission by the British Army to find a possible route for troops to Oregon. Their route was basically the same Sinclair had followed four years previous, and they concluded that the steep and rocky mountain passes would not be suitable for the passage of troops.

In the late 1850's, Captain John Palliser organized an expedition to determine the value of the western Canadian prairie

for farming, mining, and lumbering, and to find new routes through the southern Rockies. Palliser divided his expedition to cover more territory, and the party led by James Hector, a geologist, naturalist, and medical doctor, discovered Vermilion, Bow, and Kicking Horse Passes and explored much of the Columbia Valley.

Walter Moberly, surveyor for the Government of Canada and later for the Canadian Pacific Railway, made several visits to the Columbia Valley in the 1860's and 1870's searching for the best route to push the transcontinental railway through the mountains.

Although their time spent in the Columbia Valley was often short, the early white explorers are remembered to this day. Many significant geographical features bear explorers' names or were named by them. Kootenae House, David Thompson's fort of 1807-1812, no longer exists, but the original site was discovered in the 1930's by B.G. Hamilton, a local historian. A simple monument marks the site today, alongside the Invermere-Wilmer road, overlooking Toby Creek. Several roadside interpretive signs relating to early white history in the Columbia Valley are located throughout the region.

Prior to the arrival of white men, natives in the Columbia Valley region travelled on foot, on horseback, and in canoes. The first white explorers changed little in the basic modes of transport. A number of Indian trails existed in the area, following the course of the Columbia River and leading east through the mountains to the prairies. In 1877, the provincial government constructed a trail from Wild Horse Creek, near Fort Steele, to gold diggings on the Columbia River near Golden at Quartz Creek.

With the completion of the Canadian Pacific Railway in 1886, Golden became an important point of entry into the Columbia Valley region, and the Columbia River furnished a ready waterway. Captain Frank P. Armstrong built, out of odds and ends from an abandoned sawmill at Donald, a clumsy-looking, slab-sided sternwheeler which he named the "Duchess". In May of 1886, the Duchess steamed her way from Golden to Lake Windermere, opening the era of steamboats of the Columbia. In subsequent years, other steamboats were built, and river traffic continued to bring in new settlers and supplies and haul out ore from the many new mines springing up in the Columbia Valley.

In 1887, William Adolph Baillie-Grohman was given permission to construct a canal connecting the Kootenay River

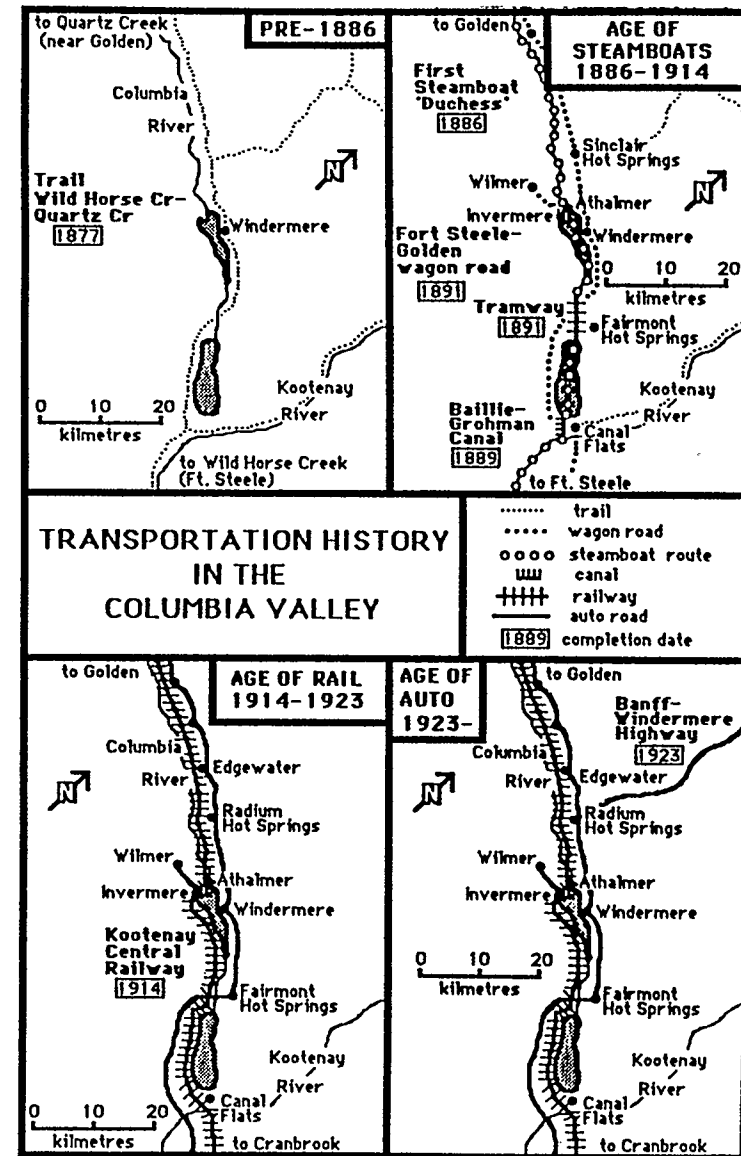


Figure 3.4 Transportation History

with Columbia Lake at Canal Flats. Although his plan of diverting some water from the Kootenay to the Columbia was not accepted, the 6700 foot long canal with one lock was completed in 1889. Only two steamboats ever passed through Grohman's canal, the Gwendoline in 1894 and the North Star in 1902. Dynamite was required to open the lock to allow the North Star to pass, and the canal fell into disrepair after her passing. Portions of the old canal can still be seen today at the south end of Columbia Lake.

In 1891, the Upper Columbia Navigation and Tramway Company was incorporated and given the rights to build a tramway from the south end of Lake Windermere to Columbia Lake, and from the head of navigation on Columbia Lake to the Kootenay River, in order to make the transportation system more efficient. In 1893, a government dredge was constructed at Golden, and was used to deepen and widen many sections of the Columbia River, making it possible for larger boats and for boats with barges to operate.

In 1891, a wagon road was completed linking Fort Steele with the railway at Golden, and offering a new form of access to the Columbia Valley. Although steamboats dominated transportation in this era at the turn of the century in the Columbia Valley,

a permanent stagecoach route between Golden and Fort Steele was inaugurated in 1897.

The construction of the Crowsnest Pass Railway (C.P.R.) in 1898 far to the south of the Columbia Valley bypassed Fort Steele in favour of Cranbrook, ensuring Cranbrook's future as the economic centre of the East Kootenays. With a major railway line passing to the north and south of the Columbia Valley, residents felt it would only be a matter of time until the two lines were connected. Pressure by prominent local citizens, including R. Randolph Bruce of the Columbia Valley Irrigated Fruit Lands Co., led to the eventual construction of the Kootenay Central Railway, a branch line of the C.P.R., connecting Golden and Cranbrook and serving the entire length of the Columbia Valley. The line was completed in 1914, and on January 1, 1915, the first steam train arrived at Lake Windermere Station in Atholmer, ushering in the age of rails for the Columbia Valley. The efficiency and speed of the railway effectively shut the door on the brief but exciting era of steamboats on the Columbia.

The year 1909 saw the arrival of the first motorcar in the Columbia Valley, with enterprising tourists making the trip over the rough and narrow wagon road connecting Golden and

Transportation History



Figure 3.5 Sinclair Canyon,
Banff-Windermere Highway

all Calgary-Vancouver traffic through the Columbia Valley, in turn boosting the Valley's fledgling tourist industry. Subsequent improvements in highways and the demise of rail passenger service have made automobile travel by far the most important form of transportation in the Columbia Valley.

Cranbrook. The age of automobiles was truly ushered in with the completion of the Banff-Windermere Highway in 1923. The first road through the Rocky Mountains, the highway funnelled

Columbia Valley Communities

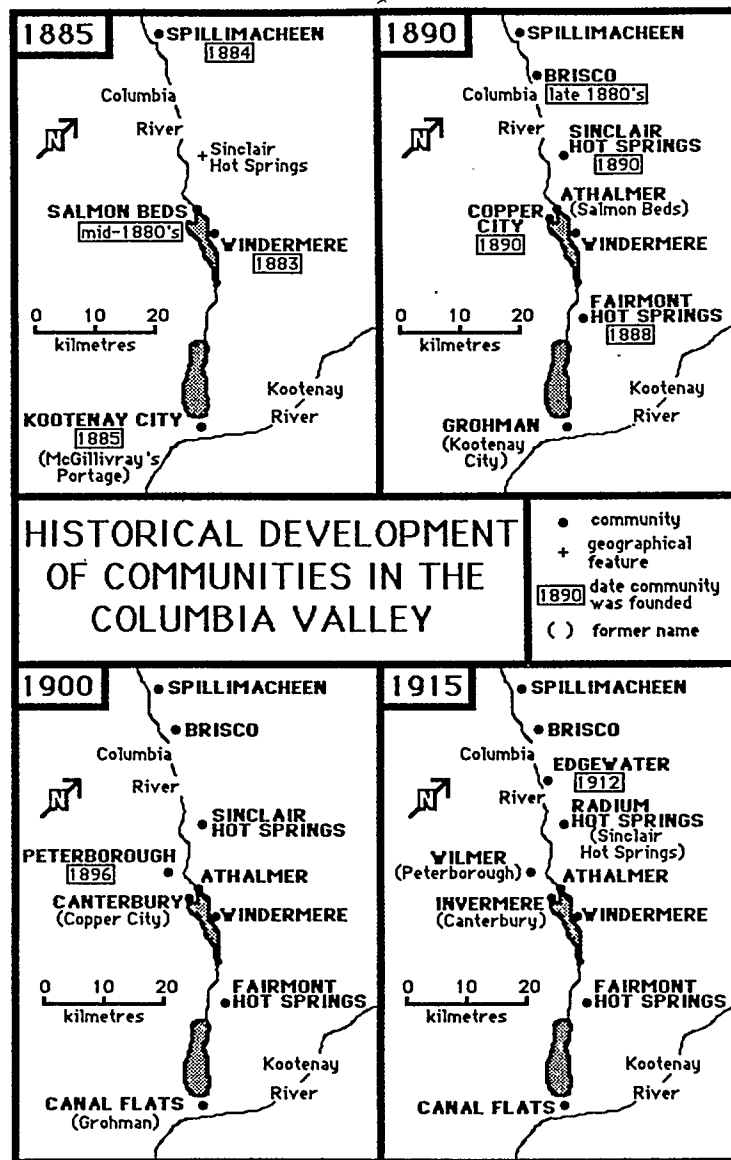


Figure 3.6 Columbia Valley Communities

WINDERMERE Windermere, the oldest white settlement in the Columbia Valley, was founded in 1883. The lake and townsite were named by early pioneer Gilbert Malcolm Sproat for Lake Windermere in the Lake District near Cumberland, England. With a hotel, several stores, and a Northwest Mounted



Figure 3.7 "Stolen Church", Windermere

Police barracks, Windermere was a main stopping place on the stagecoach route from Fort Steele to Golden in the late 1890's. St. Peter's Church, a significant local landmark and renowned as the "Stolen Church", was brought to Windermere from Donald by Rufus Kimpton prior to the turn of the century. Despite its early prominence, Windermere never became a major population or service centre, and today is largely a summer home area for Albertans, with a small permanent population.

SPILLIMACHEEN Located on the Columbia River near the confluence of the wild Spillimacheen and Bugaboo Rivers, the hamlet of Spillimacheen's name is derived from an Indian word meaning swift running water, or white water. A roadhouse used as a stopover for those travelling from Golden to Fort Steele was in existence at Spillimacheen in 1884. In the late-1880's more settlers arrived, attracted by mining prospects. During the steamboat era, boats would often tie up for the night at Spillimacheen landing and passengers could stay at Spilly House, a stopping house used for many years by travellers. In 1913, the first train arrived from Golden, and in the same year a station was built at Spillimacheen. Mining was to dictate the fortune of Spillimacheen, and as mines closed up, the population decreased.

Today, Spillimacheen is little more than a collection of farm-houses alongside Highway 95.

CANAL FLATS The expanse of low ground separating the Kootenay River from nearby Columbia Lake was originally named "McGillivray's Portage" by David Thompson when he passed through in 1808. The townsite's present name commemorates the canal joining the Kootenay River to the Columbia, which was completed in 1889 and which saw limited service until 1902 when it was abandoned. William Adolph Baillie-Grohman, a British sportsman and capitalist, envisioned the canal joining the Kootenay to the Columbia River, which in turn would lower water levels downstream in Kootenay Lake sufficiently to reclaim the rich alluvial plain near Creston. However, pressure from settlers downstream on the Columbia River near Golden, who feared their hay meadows would be flooded, and from the Canadian Pacific Railway, who feared their new tracks would be washed away, prompted the government to modify Baillie-Grohman's plans. No diversion of water was allowed from the Kootenay to the Columbia, and only a simple canal with one lock connecting the two rivers was permitted. The canal, 45 feet wide and 6700 feet long was completed in 1889 after two years effort. Only two



Figure 3.8 Grainger Street, Canal Flats

steamboats, the Gwendoline in 1894 and the North Star in 1902, ever successfully passed from the Kootenay River to Columbia Lake using Baillie-Grohman's canal. The townsite used by the workers was originally named Kootenay City, then was changed to Grohman, before adopting Canal Flats around 1890. In 1887, Baillie-Grohman opened the first steam sawmill in the Columbia Valley, to make lumber for the canal. Today, Crestbrook Forest Industries sawmill is the economic heart of this quiet community

nestled between Columbia Lake and the Kootenay River.

ATHALMER The townsite of Athalmer is situated on the floodplain of the Columbia River at its outlet from Lake Windermere. Originally known as Salmon Beds, in reference to salmon spawning beds at the lake's outlet, the name Athalmer was bestowed by the Hon. Fred W. Aylmer, a civil engineer who surveyed the townsite in 1888. The name Athalmer is an old English adaptation of Aylmer's family name Athol (most noble) and mere (lake). In the first decades of the 20th century, Athalmer was the business and social centre of the Columbia Valley, boasting several hotels, banks, and the Valley's first newspaper, "The Outcrop". In

succeeding decades, Athalmer's prosperity and significance declined steadily, with occasional reprieves during local booms in mining or logging. In 1985, the residents of Athalmer voted to amalgamate with the Village of Invermere.

FAIRMONT HOT SPRINGS Indians and white men passing through the region bathed in the hot springs long before 1888, when the Fairmont Hotel, a log roadhouse, was built within a kilometre of the springs. In 1889, Mrs. John Galbraith, an

Columbia Valley Communities



Figure 3.9 Lakeside Inn, Athalmer (Invermere)

early settler, named Fairmont after her father's home in Virginia. Fairmont was a popular stopping place for those on the Golden-Fort Steele wagon road, with Mr. and Mrs. Sam Brewer, the most notable of the early proprietors, running the hotel at the turn of the century. Opportunities for development at Fairmont were seldom overlooked, particularly after the springs' purchase by the Wilder brothers in 1957. Today, in addition to the mineral hot springs, Fairmont boasts two 18-hole golf courses, extensive condominium and hotel development, and a

ski hill, making it a popular year-round destination for tourists.

BRISCO The townsite of Brisco was named for Captain Arthur Brisco, one of the heroes of the Charge of the Light Brigade, who accompanied Dr. James Hector of the Palliser Expedition during his explorations of the Columbia Valley in 1859. The first homesteaders arrived in the Brisco region in the 1880's, lured by the prospect of mineral riches and good farming land. Mining was the major economic activity during Brisco's early days. Ore was "rawhided" by horses from the mines to the banks of the Columbia River, where it was loaded on steamboats and transported to the Canadian Pacific Railway line at Golden. A farming community today, Brisco is the gateway to the famed Bugaboos, a magnificent collection of glaciers and spires across the Columbia in the heights of the Purcells.

INVERMERE In 1890, as the result of local mining excitement, Edmund T. Johnston laid out a townsite on the terrace above the north end of Lake Windermere and named it Copper City. Little more than an appendage to nearby Athalmer, few people were attracted to the new townsite. In

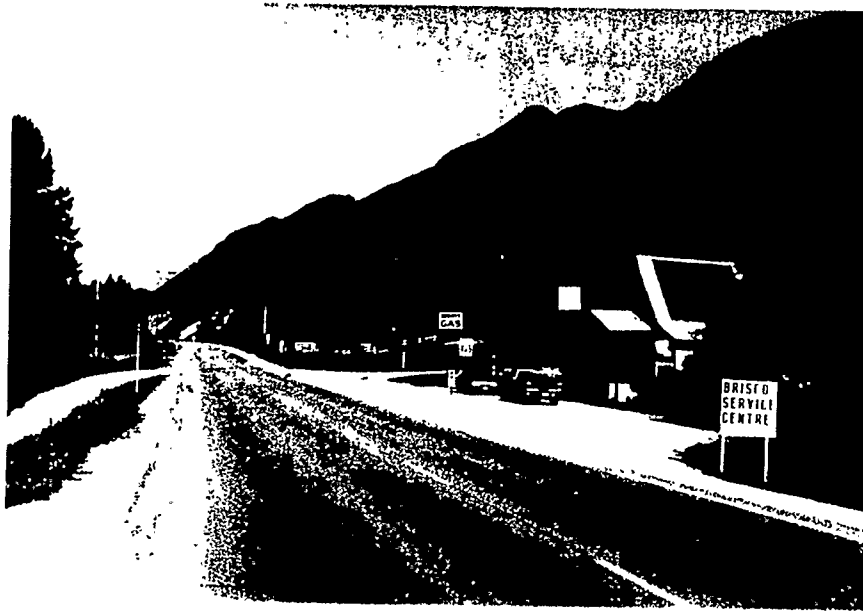


Figure 3.10 "Main Street", Brisco

1900, the Canterbury Townsite Company, under the direction of Louis A. Garnett, acquired the lands from Johnston, and changed the name of the townsite to Canterbury. In 1909, the Columbia Valley Irrigated Fruit Lands Company (C.V.I.F.), under R. Randolph Bruce, acquired the site and renamed it Invermere, after the Scottish "Inver" (at the mouth of) and "mere" (lake). The C.V.I.F. developed experimental farms and new subdivisions, and the population of the new settlement began to grow. Extensive promotional work in England by the C.V.I.F., some questionable in

honesty, attracted more settlers to the town. The agriculture promises of the C.V.I.F., such as the growth of fruit trees, failed to materialize, and the town was for many years dependent on the fortunes of the Paradise Mine. Forestry and tourism became increasingly important to the economic life of the community, and by the 1950's Invermere had emerged as the commercial and service centre of the Valley, possessing the region's only hospital and high school. Today, Invermere remains the commercial and service centre of the Columbia Valley, with tourism emerging as the town's most important industry.

RADIUM HOT SPRINGS For many years prior to the arrival of white men, natives used the hot springs at Radium, believing strongly in the water's medicinal and spiritual powers. James Sinclair, leading a party of settlers through mountains to Oregon in 1841, was one of the first white men to experience the hot springs. In 1890, Roland Stuart, an English businessman purchased the springs, and with the financial backing of St. John Harmsworth, a French millionaire, made the first improvements to the site, constructing a concrete pool and a bath house. Known originally as Sinclair Hot Springs, the name was changed in

1915 to Radium Hot Springs after the discovery of radium in the water, accounting for its unusually high radioactivity. The completion of the Banff-Windermere Highway in 1923 and the creation of Kootenay National Park opened the hot springs to major tourist development. While the hot springs are located within the boundaries of Kootenay National Park, the townsite is located just outside the park boundaries. The town of Radium, incorporated in 1990, is economically dependent on tourism, and has a high concentration of motels and other tourist-related services.

WILMER Wilmer, a quiet community on the benchland overlooking the Columbia River from the west, started out as a wild frontier mining town, temporary home for miners, prospectors, and cowboys. First settled in 1896, the townsite was surveyed in 1899 and named Peterborough. Liquor, poker, and the occasional shoot-out were the most popular pastimes in the town's early days. The first hotel was "The Delphine", built in 1899, and named after owner George Stark's wife. Known today as the "Delphine Lodge", this classic building still oper-

ates as a bed and breakfast. In 1902, the Canadian Pacific Railway suggested that Peterborough change its name to avoid confusion with Peterborough, Ontario, and the town was renamed "Wilmer" in honour of Wilmer Wells, the provincial Minister of Public Works, who had been a sawmill operator in the Columbia Valley. Wilmer had the Valley's first doctor and first hospital as well as the first telegraph office. When the construction of the railway in the valley bottom in 1914 bypassed Wilmer and



Figure 3.11 Delphine Lodge, Wilmer

many local mines went into decline, much of the town's population resettled in Athalmer and Invermere. Today, Wilmer is largely a bedroom community, with its population employed in other Valley towns.

EDGEWATER Arriving in the late 1880's, the first settlers in the Edgewater area were ranchers, led by James L. McKay, who purchased 15,000 acres along the Columbia River. In 1912, the Kelowna Irrigation Co. opened a sawmill, and surveyed a townsite along the banks of the Columbia River, hence the town's name. Some settlers arrived from Britain, but the outbreak of World War I prevented further growth of the new town. Following the war, Columbia Valley Ranches was incorporated, and they brought settlers in from Europe, most notably from Germany and Denmark. Today, the immediate Edgewater area is largely agricultural, although there is also a sawmill. Many of Edgewater's residents are employed in the tourist industry in nearby Radium Hot Springs, although they prefer to live in the quieter surroundings of this small community off Highway 95 along the Columbia River.

"BOOSTERISM" AND THE COLUMBIA VALLEY IRRIGATED FRUIT LANDS COMPANY

One of the most significant actors in the early development of the Columbia Valley was the Hon. R. Randolph Bruce, one of the founders of the Columbia Valley Irrigated Fruit Lands Co. (C.V.I.F.). Bruce, who would later become Lieutenant-Governor of British Columbia and Canadian Ambassador to Japan, left a permanent mark on the Columbia Valley. A strong "booster" of local economic opportunities, Bruce had a large hand in determining the future face of the Valley, and the location of towns, railways and highways stand today as testimony to Bruce's enormous powers of "boosterism". Many early settlers came to the Columbia Valley from Great Britain after reading one of Bruce's slightly less than forthright brochures, which extolled the virtues of the Valley's fruit growing potential, a potential which was never realized.

With the C.V.I.F. owning much of the land on the west side of the Columbia River from Wilmer to Canal Flats, Bruce was instrumental in developing Invermere into the region's commercial centre, despite its out-of-the-way location. Bruce also pushed for the construction of the Kootenay Central Railway on

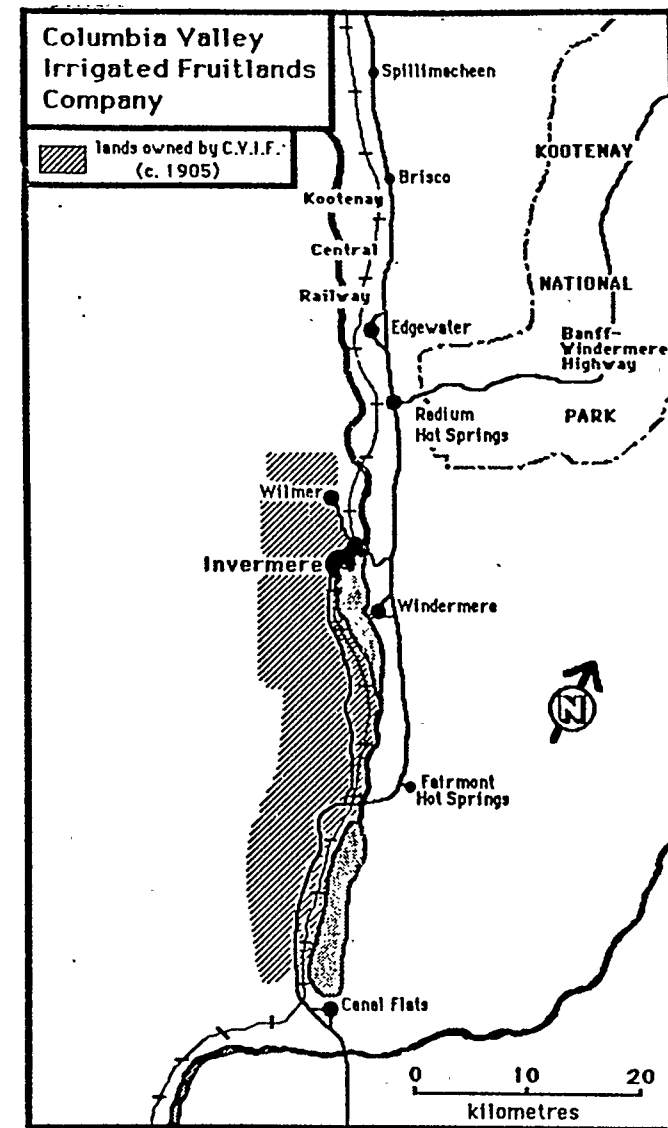


Figure 3.12 C.V.I.F. Landholdings, 1905

the west side of Lake Windermere, through C.V.I.F. lands, rather than on the east side as originally proposed. With the accompanying land grants for the Canadian Pacific Railway (from lands bought by the government from the C.V.I.F.), future recreational and residential development would be forced to the east side of Lake Windermere.

Bruce was also largely responsible, through his lobbying efforts, in having the first highway through the Rocky Mountains follow the Bow, Vermilion, and Kootenay valleys from Banff to Radium. When efforts to complete the highway stalled due to financial problems, Bruce intervened and his proposal resulted in the federal government completing the highway in exchange for the creation of Kootenay National Park, a 16-kilometre wide strip of land which straddles the Banff-Windermere Highway.

Even in regards to his own home, Bruce influenced the lives of the people in the valley. Constructed in 1915 for Randolph Bruce and his bride, Lady Elizabeth Northcott, the stately "Pynelogs" is located on the shores of Lake Windermere at Invermere. Tragically, Lady Elizabeth died before her home was completed, and her grave overlooks Lake Windermere from the

Pynelogs grounds. Bruce later moved to Victoria and donated Pynelogs buildings and grounds to the community of Invermere to be used as a hospital. More recently, the building has been reopened as Pynelogs Cultural Centre, with galleries and a performance centre.

Churches

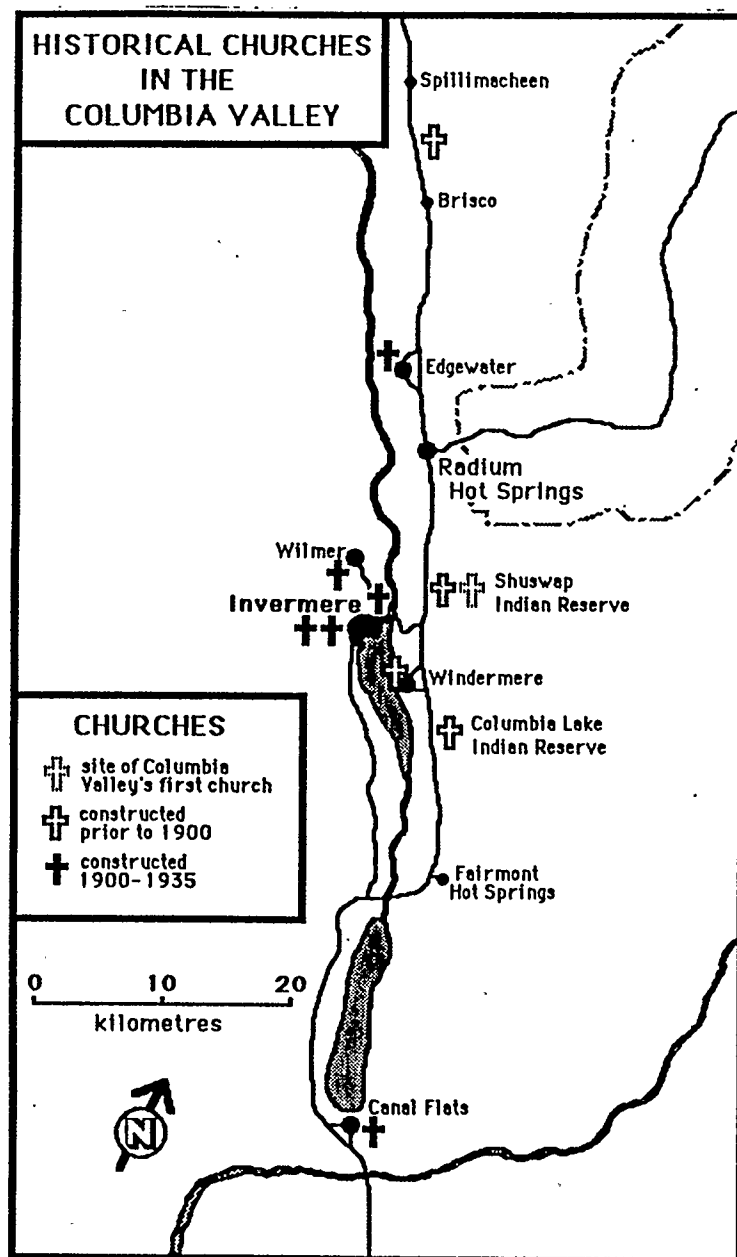


Figure 3.13 Historical Churches

The earliest form of Christianity in the Columbia Valley was introduced by the Jesuit missionary Father Pierre-Jean deSmet, who first visited the valley in 1845. During this visit, he baptized all of the children of Francois Morigeau, a French-Canadian trader who lived near present-day Canal Flats, and who is recognized as the Valley's first settler. DeSmet also erected "the Cross of the Nativity" at a site near Columbia Lake. The cross later fell to the ground, but was rescued and now hangs in St. Paul's Church on the Shuswap Indian Reserve. The Shuswap Reserve was also the site of the Valley's first church, a Catholic church built in 1848. It was later torn down and a cross, which still can be seen today, was erected on the site. A number of historically significant churches, constructed prior to 1935, still exist in the Columbia Valley today.

ST. PETER'S ANGLICAN CHURCH (WINDERMERE, 1887)

Renowned as the "Stolen Church", St. Peter's is the oldest existing church in the Columbia Valley, and has a long and colourful history. St. Peter's was built in 1887 in the town of Donald, north of Golden on the Canadian Pacific Railway mainline. Ten years after the opening of the church, the rail divisional



Figure 3.14 St. Paul's Church, Shuswap Reserve headquarters were moved from Donald to Revelstoke, and much of the Donald townsite was to be moved by rail to Revelstoke. However, not all of Donald's citizens wanted to move to Revelstoke. Among others, Rufus Kimpton, a prosperous storekeeper at

Donald, decided to move south to Windermere. Without the authority of Anglican officials in far-away New Westminster, Kimpton and a number of others dismantled the church and had it moved by train, barge, steamboat, and wagon 180 kilometres south to its present location in Windermere. When the C.P.R. movers arrived in Donald to move the church to Revelstoke, they discovered it had been "stolen".

ST. PAUL'S CATHOLIC CHURCH (SHUSWAP INDIAN RESERVE, 1890'S)

SACRED HEART CATHOLIC CHURCH (COLUMBIA LAKE INDIAN RESERVE, 1890'S)

During the 1890's Father Coccola, of the St. Eugene Mission near Cranbrook, discovered valuable lead-zinc-silver ore deposits near Moyie Lake. Father Coccola sold the rights to the mine, and from royalties paid for a number of Catholic churches to be built in the Easty Kootenays. Two of these churches are St. Paul's Church on the Shuswap Reserve and Sacred Heart Church on the Kootenay Reserve. Both were constructed by James Lambert in the 1890's. Services are no longer held at either church.



Figure 3.15 St. Mark's Church,
Brisco/Spillamacheen

ST. MARK'S ANGLICAN CHURCH (BRISCO/SPILLIMACHEEN, 1896)

The oldest Anglican church remaining on its original location in the East Kootenays, St. Mark's was opened in 1896. Although services are no longer held, the quaint log-frame church still stands amid a pleasant glade of trees alongside Highway 96, midway between Brisco and Spillimacheen.

ST. ANDREW'S PRESBYTERIAN CHURCH (WILMER, 1905)

At the turn of the 20th century, the mining community of Peterborough (renamed Wilmer in 1902), was served by Presbyterian missionaries. In 1905, construction was completed on St. Andrew's, and it served the local populace until 1912, with the opening of the larger St. Columbia Presbyterian Church in Athalmer. The St. Andrew's building is now a private residence in Wilmer.

ST. COLUMBIA PRESBYTERIAN CHURCH (ATHALMER, 1912)

As the congregation of St. Andrew's Presbyterian Church in Wilmer outgrew their church, money was raised and a site was chosen in Athalmer for a new church, which was consecrated in 1912. Upon the creation of the United Church of Canada in 1925, St. Columbia became a United Church. In 1929, with the opening of Trinity United Church in Invermere, St. Columbia was sold to the Catholic Church. As Canadian Martyr's Church, it served the local Catholic population until 1988 with the completion of the new Canadian Martyr's Catholic Church in Invermere.

Churches

CHRIST CHURCH ANGLICAN (INVERMERE, 1923)

As early as 1912 the parish was organized and plans were being made to build an Anglican church in Invermere. By the early 1920's sufficient funds had been collected to commence construction on a new church, with the property for the church being donated by the Columbia Valley Irrigated Fruit Lands Company. The church was dedicated in October, 1923, and regular services are still held in the church.



Figure 3.16 Trinity United Church, Invermere

TRINITY UNITED CHURCH (INVERMERE, 1929)

In 1925, the United Church of Canada came into existence, a union of Presbyterian, Methodist, and Congregational churches. Up until 1925, the Columbia Valley had been served by three Presbyterian churches. Upon the formation of the United Church, the congregation met in the "Legion clubroom" and their children attended the Anglican Sunday School. Over the next four years funds were raised to build a new church. Trinity

United Church was completed in 1929 and consecrated the same year.

ST. ANTHONY'S CATHOLIC CHURCH (CANAL FLATS, 1929)

St. Anthony's Catholic Church in Canal Flats was constructed in 1929, largely through efforts of the Doucette family. Services were provided once per month in the quaint little church by Oblate missionaries from the St. Eugene Mission near Cranbrook. From 1947-1975, the community had a resident priest, who conducted weekly services. Beginning in 1975, weekly services were provided by priests from Kimberley.

ALL SAINTS ANGLICAN CHURCH (EDGEWATER, 1931)

All Saints Church was built in 1931, on land donated by the Columbia Valley Ranches, and was to be used by Anglican, United, and Lutheran groups. Noted local carpenter Eloy Madsen drew up plans and constructed the church. The opening service took place in September 1931, and the church was consecrated in 1933.

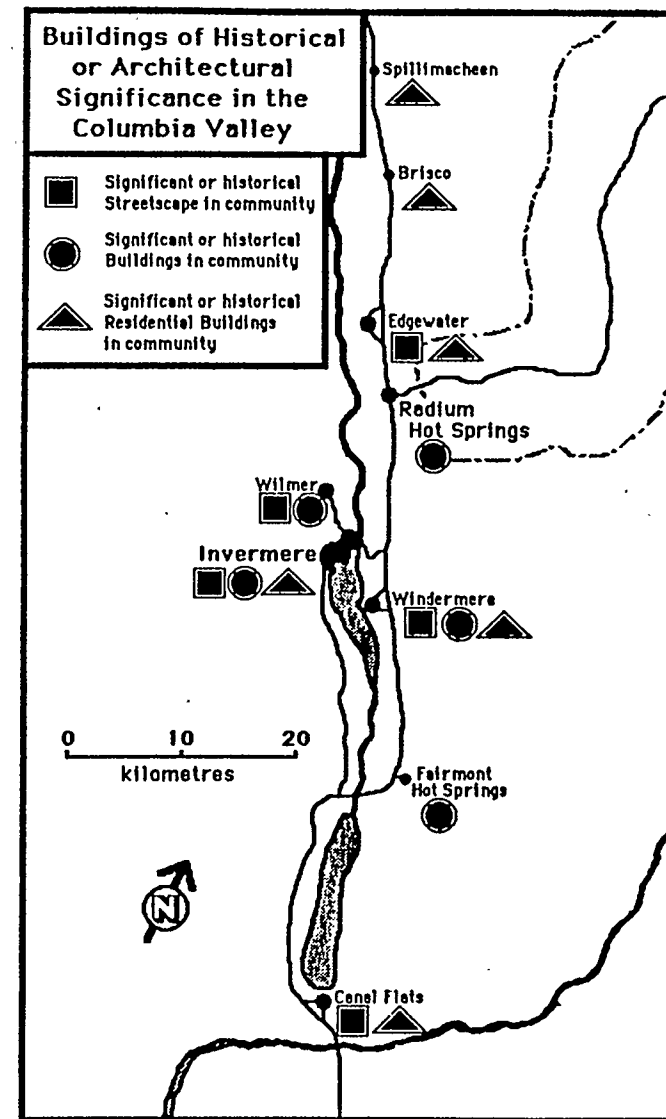


Figure 3.17 Significant Buildings

Significant Buildings

The communities of the Columbia Valley contain a number of historically and architecturally significant buildings and streetscapes, dating back to the earliest white settlement in the late-1880's.

SPILLIMACHEEN/BRISCO Both communities, as well as the surrounding ranching lands have several private residential buildings dating back to the turn of the 20th century.

EDGEWATER Several private residential buildings in Edgewater date back to the first decades of the 20th century. A



Figure 3.18 Radium Lodge

significant streetscape exists along Columbia Street and Selkirk Avenue, the "downtown" core of Edgewater.

RADIUMHOT SPRINGS The townsite located outside of Kootenay National Park contains few buildings of historical significance, but the area around the hot springs, within the park boundaries does contain several buildings of historical and architectural significance.

- Radium Hot Springs Aquacourt (remodelled, 1951)
- old Kootenay Park Administration building (1920's)
- bungalow camps (1930's, 1940's)
- Radium Lodge (1960's)(overlooking aquacourt)

WILMER There is a historically significant streetscape along Main Avenue, and includes Wilmer's first hotel, now known as the Delphine Lodge, which was built in 1899.

INVERMERE There are historically significant streetscapes along 7th Avenue and 13th Street in downtown Invermere. There are several private residences in Invermere that date back to the early decades of the 20th century.

Significant Buildings

- McKay House (Athalmer, 1911), originally J.L. McKay home
- Gordon Cleland home (1912), originally B.G. Hamilton's home
- Strand's Restaurant (1912), originally A. Richie's home
- Myrtle's Emporium (1924), originally W.H. Cleland's home
- Lakeside Inn (Athalmer)

Invermere, as the business and service centre of the Valley, also possesses a number of historically significant commercial buildings.



Figure 3.19 Canterbury House, Invermere

- KRS Building (1910), originally Pitts' General Store
- Catholic Rectory (1910), originally Government Experimental Farm
- R.C. Thompson Grocers (1911) originally Bennett/Stockdale Hardware Store
- Bud's Disco (1912), originally Invermere Contracting Co. livery
- Loonies Discount Store (1912), originally Stewart's Grocery Store
- Pynelogs Cultural Centre (1915), originally built for R. Randolph Bruce as a private residence, later served as district hospital and later as a home for mentally handicapped adults.
- School District #4 Resource Centre (1919), Invermere's first high school
- Canterbury House Bed & Breakfast (1920's), originally a police barracks, later housed Provincial Government Agent
- Canadian Imperial Bank of Commerce (1928)

WINDERMERE Several private residences in Windermere date back to the turn of the century. A historically significant streetscape exists along Government Street and Sinclair Avenue. Windermere was the first white community in the Columbia Valley, and several buildings date back to the first settlement.

- North West Mounted Police barracks/Government House (1887), now a private residence
- Whitehouse Pub (1890's), one of Windermere's first hotels

Significant Buildings

- McKay House (Athalmer, 1911), originally J.L. McKay home
- Gordon Cleland home (1912), originally B.G. Hamilton's home
- Strand's Restaurant (1912), originally A. Richie's home
- Myrtle's Emporium (1924), originally W.H. Cleland's home
- Lakeside Inn (Athalmer)

Invermere, as the business and service centre of the Valley, also possesses a number of historically significant commercial buildings.



Figure 3.19 Canterbury House, Invermere

- KRS Building (1910), originally Pitts' General Store
- Catholic Rectory (1910), originally Government Experimental Farm
- R.C. Thompson Grocers (1911) originally Bennett/Stockdale Hardware Store
- Bud's Disco (1912), originally Invermere Contracting Co. livery
- Loonies Discount Store (1912), originally Stewart's Grocery Store
- Pynelogs Cultural Centre (1915), originally built for R. Randolph Bruce as a private residence, later served as district hospital and later as a home for mentally handicapped adults.
- School District #4 Resource Centre (1919), Invermere's first high school
- Canterbury House Bed & Breakfast (1920's), originally a police barracks, later housed Provincial Government Agent
- Canadian Imperial Bank of Commerce (1928)

WINDERMERE Several private residences in Windermere date back to the turn of the century. A historically significant streetscape exists along Government Street and Sinclair Avenue. Windermere was the first white community in the Columbia Valley, and several buildings date back to the first settlement.

- North West Mounted Police barracks/Government House (1887), now a private residence
- Whitehouse Pub (1890's), one of Windermere's first hotels



Figure 3.20 NWMP Barracks, Windermere

FAIRMONT The Samuel Brewer residence, which served as a roadhouse known as the “Fairmont Hotel” and dates back to the 1890’s, still exists.

CANAL FLATS Several private residences in Canal Flats date back to the early years of the 20th century. A historically significant streetscape exists along Grainger Street, the main commercial street in Canal Flats.

WINDERMERE VALLEY MUSEUM

The Windermere Valley Museum, located in Invermere and opened in 1965, is administered by the Windermere District Historical Society, an active society of volunteers dedicated to the preservation of the history of the district. The museum itself is an assemblage of seven buildings of historical importance from throughout the Columbia Valley that would have been torn down, but were saved and brought to the present museum site. The museum’s buildings include cabins, school buildings, and the former Lake Windermere C.P.R. station, originally constructed in 1923, which serves as the centrepiece for the museum.

The museum’s permanent displays cover much of the early history of the Columbia Valley, and includes exhibits on the Shuswap and Kootenay Indians, with artifacts and examples of handicrafts. The early white explorers, with emphasis on David Thompson, are also featured in a permanent display. Examples of the everyday life of the early settlers in the Columbia Valley is prominent, with exhibits of work (mining, logging, ranching, farming, and trapping), schooling, and home life. All of the permanent exhibits are of high quality, especially in terms of artifacts.



Figure 3.21 Main Building, Windermere Valley Museum

A part-time curator is employed year-round, and in conjunction with the volunteers of the Historical Society, special exhibits are developed regularly and put on display. Each summer season generally sees one new major exhibit and a number of minor ones. Summer students hired through job-creation grants serve as guides and also work on exhibits.

The museum has an archives, photo archives, and a library on site, as well as a photo lab. The museum is open daily

from June through September, or by appointment from October to May; and is visited by over 3000 persons annually. Better promotion (highway signage, brochures at tourist information centres, etc.) and better contact with bus tour companies would undoubtedly lead to higher visitation to this excellent example of a small-scale, volunteer-administered museum.

Beyond their work with the museum, the local historical society has, among other things, been instrumental in having the Windermere cemetery declared a historical site, and has developed a historical walking tour for Invermere.

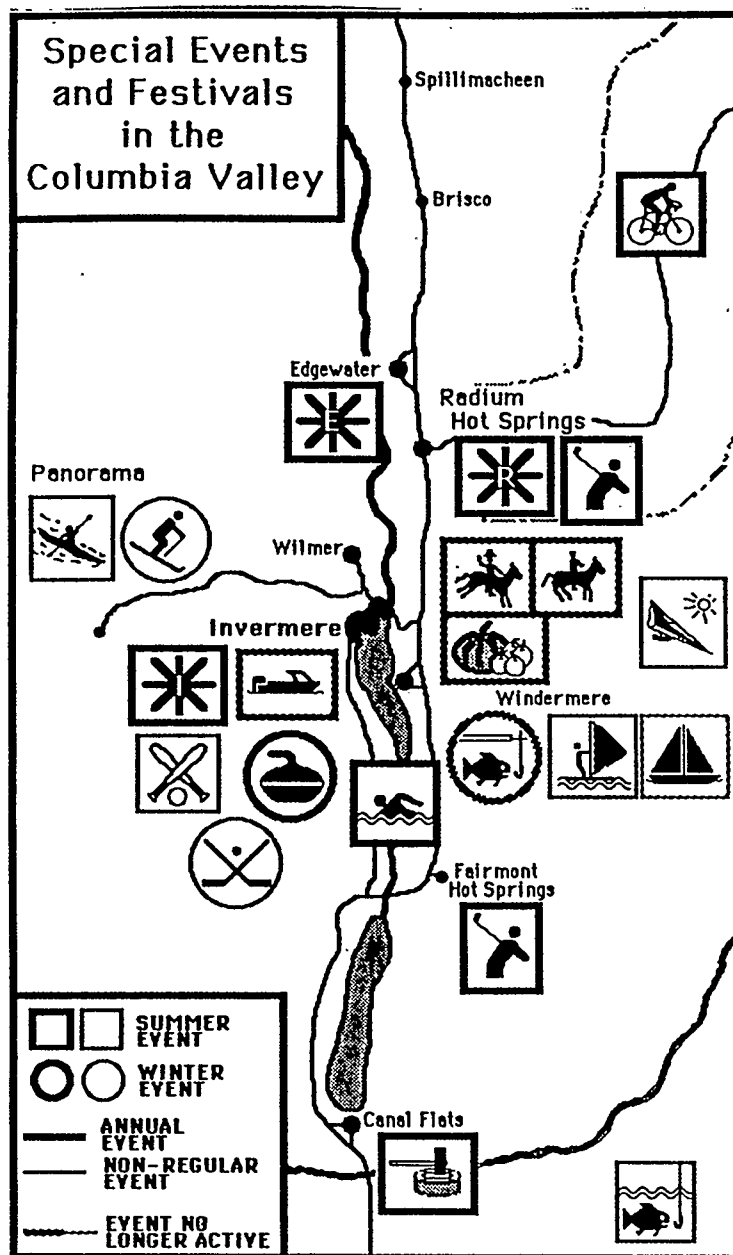


Figure 3.22 Special Events and Festivals

Special Events

INVERMERE:

ALBERTA APPRECIATION DAYS Begun in the mid-1980's, Alberta Appreciation Days has Invermere's businesses offering a pancake breakfast and sidewalk sales to tourists, the vast majority of whom are from Alberta.

INVERMERE REGATTA (1950's-1960's) A parade, carnival, and water sports contests, including power boating and water skiing.

FESTIVALS / SPECIAL EVENTS

INVERMERE	RADIUM	COLUMBIA VALLEY
ALBERTA APPRECIATION DAYS	RADIUM DAZE	FALL FAIR (1911-1970's)
INVERMERE REGATTA (1950's-1960's)	EDGEWATER DAYS	RODEO (1930's-1980's)
SUMMER SPORTS TOURNAMENTS (Baseball, Rugby)	WINDERMERE	EQUESTRIAN SHOWS (1950's-1980's)
CURLING BONSPIELS	LING DERBY (Ice Fishing) (1930's-1960's)	GOLF TOURNAMENTS (Radium, Fairmont)
WINTER SPORTS TOURNAMENTS (Hockey)	WINDSURFING REGATTAS	HANG GLIDING CHAMPIONSHIPS (World, Canadian)
PANORAMA	SAILING REGATTAS (1950's-1960's)	BICYCLE RACING (Canada Cup) GOLDEN TRIANGLE
WHITEWATER KAYAK CHAMPIONSHIPS (Canadian)	CANAL FLATS	WINDERMERE VALLEY TRIATHLON
	LOGGING CHAMPIONSHIPS	SUMMER FISHING DERBIES

SUMMER SPORTS TOURNAMENTS Invermere regularly hosts baseball, rugby and other summer team sports tournaments.

CURLING BONSPIELS Curling has a strong tradition in the Columbia Valley, and dates back to the early decades of the 20th century. Invermere's most significant bonspiel is touted as Canada's only "on-the-lake" bonspiel, and takes place in late winter on Lake Windermere, and has been an annual event for the past five years.

WINTER SPORTS TOURNAMENTS Invermere hosts regular but not annual hockey tournaments and figure skating events.

PANORAMA:

DOWNHILL SKI CHAMPIONSHIPS Panorama Resort (and Invermere) have hosted World Cup and Canadian Championship ski races. In addition to the races, a World Cup Festival and parade are usually held in Invermere.

WHITEWATER KAYAK CHAMPIONSHIPS Toby Creek, which flows by Panorama Resort, has been the site of provincial and national kayak championships.

RADIUM:

RADIUM DAYS A parade, carnival, and softball tournament are the primary focus of this annual festival which usually takes place in the early part of the summer.

EDGEWATER:

EDGEWATER DAYS A parade, softball tournament, and arts and craft fair are the centrepiece of this annual local festival.

WINDERMERE:

LING DERBY (1930's-1960's) The Columbia Valley's major winter festival for over 30 years, the Ling Derby was primarily an ice fishing derby, with other winter sports included.

WINDSURFING REGATTAS The rise in popularity in windsurfing has led to a number of windsurfing competitions in recent years.

SAILING REGATTAS (1950's-1960's) When sailboats were more popular on Lake Windermere, sailing regattas were regular events in the summertime.

Special Events

CANAL FLATS

CANAL FLATS DAYS The local festival in Canal Flats focusses on logging competitions, but also includes a parade and carnival.

COLUMBIA VALLEY

Many festivals or special events in the Columbia Valley take place or took place outside of the main towns.

FALL FAIR (1911-1970's) An annual exhibition of livestock and agricultural produce, and arts and crafts, the Fall Fair was the Valley's main festival for its 60-year duration. On a smaller scale, a Fall Fair has been reintroduced in Invermere in recent years.

RODEO (1930's-1980s) Ranching has a strong tradition in the Columbia Valley, and rodeos have been popular since the 1930's. The Windermere Valley Rodeo was an annual event until the early-1980's.

EQUESTRIAN SHOWS (1950's-1980's) As with rodeos, gymkhanas and horse shows have been popular in the Columbia Valley.

GOLF TOURNAMENTS Annual golf tournaments at Radium

and Fairmont are popular with locals and tourists alike.

HANG GLIDING CHAMPIONSHIPS World and Canadian hang gliding championships have been held at Mt. Swansea, near Windermere, and at Fairmont.

BICYCLE RACING Canada Cup bicycle racing has been held in the past in the Columbia Valley. In addition, thousands of recreational cyclists annually take part in the "Golden Triangle" (Castle Junction-to-Radium-to-Golden-to-Castle Junction) on the May 24th long weekend.

WINDERMERE VALLEY TRIATHALON Growing in popularity each year, this swim-cycle-run event attracts participants from across Western Canada.

SUMMER FISHING DERBIES Local sporting goods stores regularly conduct fishing derbies on local lakes.

The hot springs of the Columbia Valley are an important part of the region's cultural mosaic. Used by natives for spiritual and medicinal purposes, the local hot springs were used in similar fashion by the early white settlers with their "taking of the waters". Although no definitive medical claims can be made as to any curative properties of the waters, few bathers, even today, can refute the hot springs' powers of relaxation. Despite the large numbers of tourists that are encountered, locals still

visit the hot springs regularly, indicative of the hot springs' importance in the local way of life.

Key to early tourism development, Sinclair Hot Springs (later renamed Radium Hot Springs) was the Valley's first true tourist attraction, dating back to the 1890's. Subsequent de-

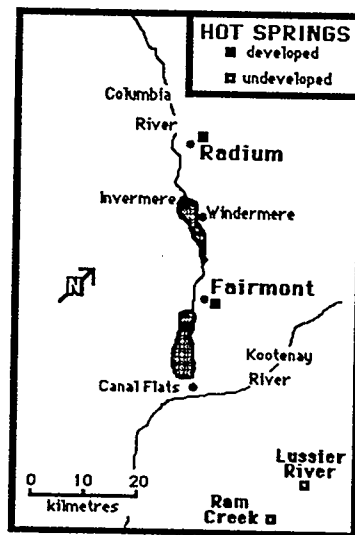


Figure 3.23 Hot Springs

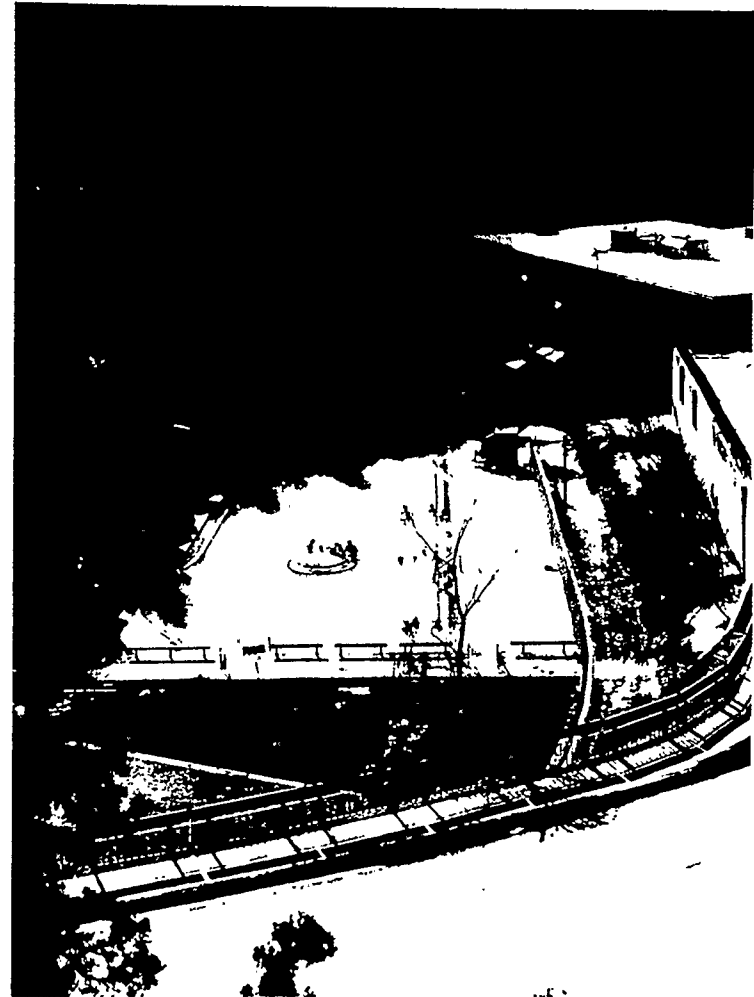


Figure 3.24 Radium Hot Springs Aquacourt

Arts and Crafts

velopment at Radium and Fairmont Hot Springs helped to push tourism to the forefront of the local economy. Aside from the developed springs at Radium and Fairmont, commercially undeveloped hot springs can be found southeast of Canal Flats at Lussier River and Ram Creek, where bathers can take a step back in time by soaking in the small gravel pools with hot water bubbling up from the rocks beneath their feet.

The climate and lifestyle of the Columbia Valley has long made it a favoured haven for artists and craftsmen. Painters, photographers, sculptors, potters, weavers, woodcarvers, and a myriad of other artisans, including native leather and bead craftsmen, can be found throughout the Valley today. Although many artisans are only of local renown, others are recognized internationally for their work. The ever-increasing importance

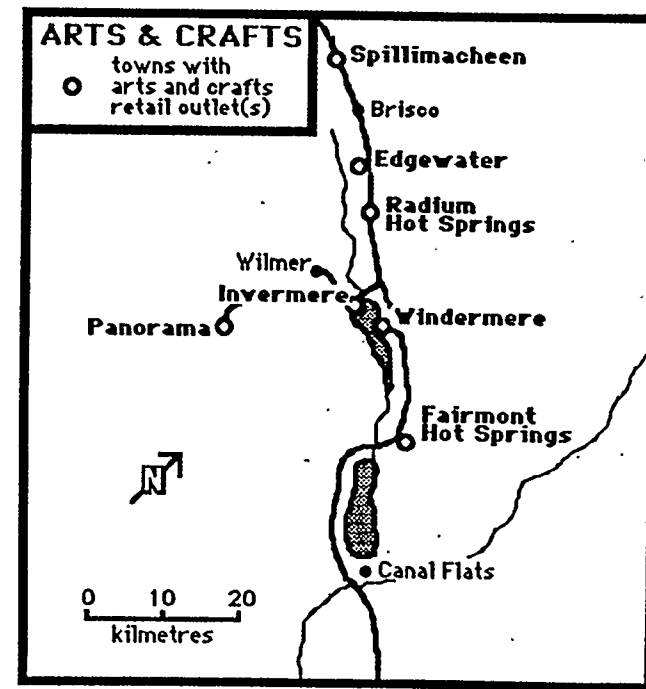


Figure 3.25 Arts and Crafts

of tourism can readily be seen in the arts and craft industry, with the opening in recent years of shops up and down the entire length of the valley selling local art and handicrafts.

In addition to local artists, artists from around the world find the Columbia Valley an ideal location to express their talents, especially for those seeking pristine landscapes. Capitalizing on the area's beauty, Panorama Resort regularly holds artist workshops, which attract people from far afield.

PERFORMING ARTS The Columbia has a strong tradition in local theatre, with regular performances by local amateurs, including the Windermere District Players. Dinner theatre and murder mystery weekends have recently been introduced at the larger resorts.

MUSIC As with artists of canvas and oil, artists of musical renown have long been attracted to the quiet lifestyle of the Columbia Valley. Numerous solo performers and bands, particularly those of a country/folk variety, have roots in the Valley, and many have gone on to fame and success elsewhere. The Columbia Valley also

plays host to musical events on a regular basis, with tastes ranging from classical to rock.

PYNELOGS CULTURAL CENTRE

"PyneLogs", originally the home of prominent local entrepreneur R. Randolph Bruce, has served the local community in a variety of ways. At one time the hospital for Invermere, PyneLogs has undergone a recent transformation, emerging in the



Figure 3.26 PyneLogs Cultural Centre, Invermere

summer of 1990 as the Pynelogs Cultural Centre. It now contains an art gallery, with non-permanent exhibits of local and visiting artists, and a central auditorium complex seating upwards of 100 persons for theatrical or musical performances.

towards local festivals designed for local consumption and entertainment. A true community spirit exists, not only within each of the component towns, but enveloping the entire Columbia Valley and its people.

The key ingredient in the cultural make-up of the Columbia Valley is the people. The lifestyle of people living in the Columbia Valley has been characterized by what many refer to as "laid back". People are seldom rushed and tend to live at much slower pace than in larger cities. A bond of pride of the Valley exists among those who have resided for any length of time, and it is important to note the extremely high percentage of persons who choose to remain in the Valley after retiring. Additionally, the number of retirees from outside the Valley, especially from Alberta, has been growing phenomenally in recent years.

Leisure activities are largely outdoor oriented, with many families either camping, fishing, or hunting on a regular basis. Locals, although generally friendly, tend to keep to themselves and avoid tourists except on a business basis, especially during the summer months. Social events and activities tend

Chapter Three Summary:

The Columbia Valley is abundant in cultural resources, although few have been developed into tourist attractions. The dominant feature is the region's unique history, which has created the present-day Columbia Valley. Many of the social and cultural elements of the Columbia Valley of today have strong roots in the region's history. The Valley's human history extends back to the arrival of the Kootenay and Shuswap Indians late in the 18th century, quickly followed by an influx of white explorers and settlers. Communities were founded and industries established based on the expectations of the early settlers. Booms and busts in mining, changes in transportation from steamboat to rail all had profound effects on the face of the Columbia Valley.

Although each of the communities of the Columbia Valley has its unique history, there is a common bond between them that gives the region its special sense of place. That common bond is the people, from influential "booster" R. Randolph Bruce of yesterday, to parishioners of Valley churches today, all of whom have regarded the Columbia Valley with special affection as their home.

The Columbia Valley is also rich in physical manifestations of the local culture, from significant buildings, churches, and streetscapes, to archaeological sites and historic trails. The local museum, run by volunteers dedicated to the preservation of the Valley's heritage, has done an excellent job considering its scarce financial resources. However, a museum is not the only means of preserving local heritage, and other options are available. Time is of the essence, as development pressure is increasing, and many resources will be lost forever if not protected or preserved in the near future.

The Columbia Valley, both past and present, has been very active in terms of celebrations and special events. Virtually every community in the Valley has at least one annual festival of some nature, in addition to numerous of the more informal, personal variety. Again, it is the spirit of the local population which makes the Columbia Valley a unique and special place.

The Columbia Valley has a small but thriving artistic community, and efforts such as the creation of the Pynelogs Cultural Centre has been an important boost to artistic development in the Valley. Potential exists for future enrichment and

advancement of all aspects of the arts in the Columbia Valley.

Despite having a well-developed tourism industry, the cultural tourism industry in the Columbia Valley is dramatically underdeveloped. Should it be considered an appropriate option, strong potential exists in a wide variety of cultural resources for future enhancement, which in turn could lead to substantial growth in the Valley's tourism industry.

CHAPTER FOUR: CULTURAL TOURISM IN THE COLUMBIA VALLEY

At present in the Columbia Valley, there are a number of organizations, government departments, and business ventures that are directly involved in the promotion and marketing of tourism, and are engaged in what can be loosely termed "tourism planning". However, planning is generally limited to expansion plans for specific resorts or as some vague extension of municipal or regional economic development plans. "Tourism" is merely a buzzword among those at municipal and regional government levels, conjuring up visions of massive economic growth for communities and the region. Missing from all attempts at planning is input from the bottom, from residents and local organizations and local entrepreneurs. Resort expansion plans in the Columbia Valley seldom fit into region-wide tourism plans, but represent ad hoc, isolated spurts of growth. For the tourism industry in the Columbia Valley to continue to grow and to be capable of generating significant new economic activity and employment, a framework for tourism planning, with input from all interested and involved sources, must be created.

The tourism planning framework must evolve quickly into an organizational structure for designing and implementing strategies, and must be identifiable as a coordinating organization which commands the support of all of the important sectors and all of the major actors in the tourism system. It must be capable of influencing the decisions and actions of many public sector agencies and departments which impact directly on the nature and

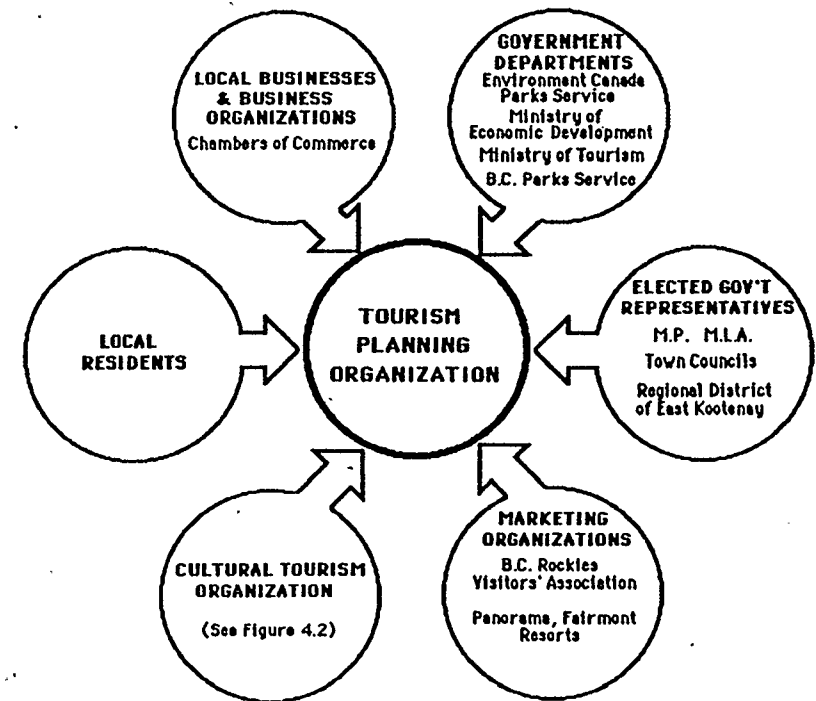


Figure 4.1 Tourism Planning Framework

Cultural Tourism Planning Framework

quality of tourism. It must also be sufficiently independent, flexible, and creative to develop a number of innovative strategies which can be implemented in response to changing environmental conditions. A principal danger in not developing and evaluating options is that a failure or substantial delay in one significant element can so discourage or disorient planners and the local communities that the entire plan will fail. Having alternatives in place will help to assure that the goals set will not be thwarted by a problem in one part of the process.

The new tourism planning "organization" must be founded on a number of important considerations:

1. It must involve and give a voice to all those currently involved in the tourism industry in the Columbia Valley at present.
2. It must include local and regional government representatives.
3. It must involve local residents who are affected by the decisions of the tourism industry.
4. It must have a feedback mechanism to gauge resident opinion.
5. It must be able to effectively and efficiently distribute information to the general public.
6. It must have the power to either implement decisions or to affect the decisions of participating organizations or government departments.

Executive Committee: A workable-sized development committee, consisting possibly of two representatives from each of the six major input groups identified in Figure 4.1, should be

established in the near future to coordinate the creation of the formal tourism planning organization in the Columbia Valley. The mandate and basic structure and function of the organization must be established with input from the major interest groups. Once the formal structure of the organization has been created, the development committee would evolve into the organization's executive committee, ensuring that all interest groups would still be represented in the decision making process. Professional consultants or academics could aid in the formulation of both the tourism planning organization and the executive committee.

Cultural tourism, which at present has little or no voice in any tourism planning in the Columbia Valley, must be fully integrated into the existing tourism industry and into the tourism planning process. This would include a voice in any tourism planning framework developed in the Columbia Valley. In addition to participation in region-wide tourism planning, organizations and individuals involved in cultural and heritage resource preservation and development in the Columbia Valley must create a framework through which local cultural resources can be identified, protected, interpreted, and/or developed.

A cultural tourism "organization" must be comprised of the most important resource – the residents of the Valley. Support comes from specialists in areas related to tourism and cultural resource development. Any cultural resource planning undertaken by this organization must be made in consultation

Cultural Tourism Planning Framework

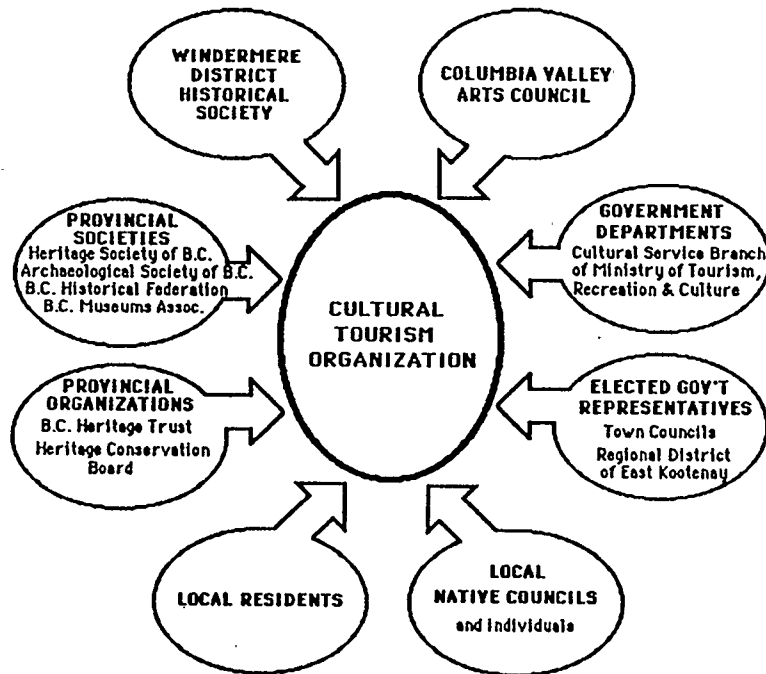


Figure 4.2 Cultural Tourism Planning Framework
with historians, archaeologists, and other professionals who will provide information to make informed decisions.

The cultural tourism organization must also establish a general principle or set of principles which indicate the values of the residents concerning how the cultural resources shall serve the local population and which act as a guide for evaluating the utility of cultural tourism related activities. From a basic

principle, or "philosophy", a set of operational objectives must be developed. Beginning from this basic mandate, cultural resources in the Columbia Valley can be identified and evaluated. Some resources may have excellent potential for development as tourist attractions, while others may be of local interest only, but require protection and preservation or will be lost forever. The organization must be able to identify problems and potential conflicts, and be able to get adversaries to discuss and hopefully solve problems. The focus of the cultural tourism industry in the Columbia Valley, whether small-scale for local consumption or large-scale tourist attractions, must be determined by the cultural tourism organization.

Decisions regarding heritage preservation in the Columbia Valley must be made, and must include assessments of the impacts on the local population. Should preservation be geared to the museum approach, where artifacts are protected by moving them; should historic sites or districts be established; or should an "ecomuseum" approach be taken, where all aspects of the community and its culture are included? Whatever choices are finally made, the decisions must be made from the bottom up, in concert with the local population, and not imposed from above by a government department.

Guidelines for Tourism Development

Tourism is already an important economic activity in the Columbia Valley, and if it is to continue to grow, it needs to be planned and managed as a renewable resource industry, based on local capacities and community decision making. Recreational tourism, the mainstay of the Valley's tourism industry, still has strong potential for growth, although the saturation point has nearly been reached at the height of the summer season. Although carrying capacities can fluctuate dramatically depending on the specific location or facility at which large numbers of tourists congregate, current accommodation and services in the Columbia Valley are strained to the maximum on long weekends in the summer. This would indicate that existing tourism infrastructure can handle a maximum of 40-45,000 tourists at any one time. Growth in tourism will either require building more tourism infrastructure (which would be underutilized during the off-season) or attempting to increase tourist visits during non-peak periods through marketing or alternate attractions.

The future development of the tourism industry in the Columbia Valley is a process that should be undertaken with a great deal of planning. The Columbia Valley tourism industry as a whole must adhere to a number of guidelines to maximize

development potential. These guidelines apply to all components of the tourist industry, whether recreational or cultural in nature. The ad hoc development of a few attractions or festivals will bring no lasting advantages to the region. A number of guidelines must be followed in order to maximize the social, environmental, and economic benefits that may be gained through the development of tourism. In addition, there are a number of guidelines which apply specifically to the development of cultural tourism in the Columbia Valley.

GUIDELINES FOR TOURISM DEVELOPMENT IN THE COLUMBIA VALLEY

1. LOCAL COMMUNITY COMES FIRST. It is essential that there is a high degree of community acceptance for the idea of increasing local tourism. The people of the community are tourism's most important resource, and the participation of the populace is absolutely vital to the successful development of tourism. Members of the community must want tourism not only because of the financial benefit it brings them, but because they are proud of what they have and they want to share it. The most significant reward from tourism should be that a community

Guidelines for Tourism Development

retains and reinforces its identity and its sense of place. Acceptance, or readiness to become increasingly involved in tourism, should be based on a philosophy of pride. "If tourism is approached from this point of view, the community will make the best use of its resources and offer visitors a meaningful and pleasant experience. What's more, the tourist will be happy with the community, and the community will be happy with the tourist."¹

2. LOCAL DEVELOPMENT GOALS AND PRIORITIES. Tourism planning should be based on overall development goals and priorities established by the local community. Any growth in tourism must not inhibit or restrict the lifestyle presently enjoyed by residents. The residents' input into developmental goals and priorities will reflect the desired pace of change, and help to diminish the risk of exceeding local social carrying capacities, as well as ensuring that tourism facilities and functions blend well into the local landscape and economy.

3. RESIDENTS MUST UNDERSTAND SOCIO-ECONOMIC COSTS AND BENEFITS OF TOURISM INDUSTRY. It has been recognized that tourism can save a community from severe economic

decline, but that tourism can also destroy a community's social, cultural, and ecological well-being. Although careful planning should be able to negate or at least reduce many of the negative impacts of tourism, it is important for local residents to understand the industry's positive impacts. Myths about some of the negative aspects of tourism must be dispelled, and residents with no direct link to the financial benefits of tourism must be made aware of the economic and amenity advantages that will come to the community as a whole. Despite declining economic fortunes in mining, forestry, and agriculture, local populations tend to cling to these as foundations of future hope. Promotional campaigns, including such things as newspaper advertising or mail-out brochures, showing the socio-economic significance of the tourism industry are essential to any successful development in the future.

4. PROMOTION OF LOCAL ATTRACTIONS SHOULD BE SUBJECT TO RESIDENT ENDORSEMENT. Participation of the populace is absolutely vital to the successful development of tourism in any small town. Through an effective planning process with community input, local residents can determine the type

of image they wish to project, the specific attractions they wish to promote, and the type of market they wish to serve. Tourism planning formulated in partnership with the people can be an efficient, realistic, and necessary means to enhance environmental values and amenities for the use of appreciation of the hosts and the guests.

5. LOCAL CAPITAL AND LABOUR TO BE USE IN TOURISM DEVELOPMENT. Local tourism development should use local capital, entrepreneurial ability, and labour where possible. This will allow for a greater degree of local control over the direction of tourism development, and the use of local resources will increase employment and economic benefits to the community. Although there is no data is on the amount of local capital available, local investors can be found for financially sound projects. In the past in the Columbia Valley, several large developments (i.e. Panorama Resort) were in the hands of outsiders, and local residents felt alienated not only from the development and its benefits but from the tourism industry as well.

6. MAINTAIN INTEGRITY AND QUALITY OF RESIDENTS' OPPORTUNITIES FOR RECREATION AND RELAXATION. Although it

is generally accepted that increased tourism will in some manner change the nature of the host community, it is important to maintain, through coordinated public and private efforts, high quality recreational opportunities for the local population. Residents in areas such as the Columbia Valley often view their recreational opportunities as compensation for the lack of access to urban amenities, and there occurs a strong resentment towards tourists if local opportunities for recreation become reduced or are prohibited due to tourist activity. Most conflicts between tourists and residents in the Columbia Valley occur at local lakes, where increased tourist activity has diminished the recreational experience for locals. Proper planning and promotion as well as new facilities can help alleviate current problems and eliminate future ones.

7. RESOLVE CURRENT PROBLEMS CAUSED BY TOURISM. Before tourism can expand as an industry in the Columbia Valley, existing problems associated with tourism must be identified, and if possible, resolved. It is essential that the needs of the permanent residents be addressed prior to any further increases in tourism activity. Problems not related to tourism must be

identified as such, as locals often tend to associate unrelated problems to tourism, which leads in many cases to a resentment of the industry.

8. COOPERATION BETWEEN VARIOUS LEVELS OF GOVERNMENT, LOCAL ORGANIZATIONS, BUSINESSES, AND INDIVIDUALS. Any tourism planning efforts must allow for the full participation of all levels of government, as well as all interested groups, businesses, or individuals. To allow people and governments to interact and cooperate, some formal structure or framework is necessary. Although a governmental agency may be given the task of formalizing the planning process, there must be participation from local interest groups if successful results are to be achieved. It is also crucial that any tourism planning efforts be fully integrated into overall economic and land-use planning.

GUIDELINES FOR CULTURAL TOURISM DEVELOPMENT IN THE COLUMBIA VALLEY

1. PRESERVATION OF LOCAL CULTURAL RESOURCES. In effect, a cultural tourism strategy should preserve the local quality of life. Properly planned, cultural tourism actually

Guidelines for Cultural Tourism Development

encourages an awareness and appreciation of the cultural resources of a community. Residents of the Columbia Valley should enjoy their cultural resources as much as the tourist. The principle that the community comes first must be adhered to, and it is often the case that the quality of life of a community will be impoverished by the loss of cultural resources, many of which are fragile or may be totally destroyed by over-exploitation. Since it is unlikely that all resources can be protected, priorities must be established to direct protection and preservation activities and resource use. Creating an inventory of existing resources can serve as a base for future activity. Guidelines established by the residents should identify courses of action in terms of cultural resource preservation and development.

2. INSTILL PRIDE IN LOCALS. People are the most important resource in terms of cultural tourism. The participation of locals, whether acting as guides, restoring buildings, or simply accepting cultural tourism, is absolutely vital to the success of any cultural tourism plan. Residents must be willing to participate in activities designed for tourists, and must be willing to work with each other in their own community and on a Valley-

Guidelines for Cultural Tourism Development

wide basis. Creating an attitude that cultural tourism is "sharing" as opposed to "exploitive" is essential. The preservation and enhancement or development of local cultural resources can encourage residents to be proud of their heritage, and make them much more willing to share the unique aspects of the region. Residents who are knowledgeable, interested, and emotionally involved with the cultural resources of an area are more likely to communicate their interest and knowledge to visitors, making the area more attractive as a cultural tourism destination.

3. LOCAL PARTICIPATION IN TOURIST EVENTS AND ACTIVITIES. It is important that opportunities be provided to obtain broad-based local participation in cultural tourism events and activities. Tourism is more likely to complement or enhance resident lifestyles whenever a wide range of community members are involved in the activities, whether as organizers, providers of services, or participants. One way to ensure the participation of locals is to plan and develop activities (i.e. fairs, festivals) which cater to the local population, but which also fully encourage the participation of tourists. Visitor-resident interaction need not be limited to a business setting, and with

appropriate planning, the social aspects of the visitor-resident relationship can be fostered on a smaller and more personal scale.

4. INVOLVEMENT OF NATIVE PEOPLE IN DEVELOPMENT OF CULTURAL TOURISM INDUSTRY. Native cultural activities such as history, folklore, religion, and arts and crafts are becoming increasingly popular among the general public. At the same time, native communities, groups, and individuals are showing greater interest in the economic development opportunities associated with tourism. However, any development of native cultural resources must fully involve the native people so that their traditions and lifestyles will be respected. The native people must be able to develop policy and manage the resources, to control what aspects of their culture are being interpreted, and to ensure that they receive the benefits from any development.

At present, the tourism industry in the Columbia Valley is afflicted with a number of problems, some minor and some major in nature. The development of cultural tourism could help reduce the negative impacts of several of these problems. The following is a listing of tourist industry-related problems in the Columbia Valley, with the "achievable" positive impacts of the cultural tourism option presented. It should be noted that increased tourism also has the potential to impact negatively on the host community. Negative impacts are listed in general terms in Chapter One.

1. SEASONAL TOURISM. Tourism in the Columbia Valley peaks dramatically during the summer months, with another minor peak in winter with spring and fall "off-seasons". 40,000 visitors can be expected on summer weekends, causing traffic problems and severe overcrowding of facilities. Employment in the tourist industry is also seasonal in nature, with high unemployment in the off-season. Cultural Tourism Option: Cultural tourism in the Columbia Valley would not be as dependent on summer weather as recreational tourism, and could realistically help extend the tourist season into the spring and fall "shoulder seasons".

2. OVERBURDENED FACILITIES AND SERVICES. Many of the recreational facilities and tourist services in the Columbia Valley are at peak capacity limits during the summer season. Further burdening of these facilities may create an undesirable destination, which in turn could substantially reduce the number of visitors to the area. Cultural Tourism Option: The development of cultural tourism resources (i.e. sites, festivals) can ease the burden on existing recreational tourism facilities. Development of cultural tourism resources may also attract new market segments, which in turn could lead to increased tourism and new tourism infrastructure (i.e. hotel, restaurant) development in the Columbia Valley. One alternative with strong potential for growth is the bed and breakfast accommodation sector. Relatively little capital is required to establish the industry, and a greater number of residents become directly involved in tourism, and in turn receive direct economic benefits.

3. "TOURING" TOURISTS. Although the Columbia Valley is recognized as a popular destination area, a large number of tourists simply pass through the area without stopping. Many of these tourists have no specific destination in mind, but would stop if roadside attractions were present. Cultural Tourism

Option: The development of a network of cultural attractions in the Columbia Valley would undoubtedly capture a portion of the touring market. Getting visitors to stay longer in the area would aid the local economy to a large degree, although negative impacts such as an increased burden on infrastructure could occur.

4. DOMINANCE OF MAJOR RESORTS. In the Columbia Valley, Panorama and Fairmont Resorts dominate most tourism planning issues. Their ability to lobby the government and their large marketing budgets allow them to influence many local tourism decisions. Cultural Tourism Option: The development of a tourism planning framework that includes a strong representation from cultural tourism interests would give local residents and smaller enterprises an opportunity to give input into tourism planning decisions. It is also important not to alienate the major resorts from the rest of the local tourism industry. Both Fairmont and Panorama market aggressively, and would make strong allies in any Valley-wide marketing strategies or campaigns.

5. DOMINANCE OF RECREATIONAL TOURISM. Recreational tourism is the focus of virtually all of the promotional marketing emanating from the Columbia Valley. All of the tourist

agencies (i.e. Rocky Mountain Visitors Association) concentrate almost exclusively on recreational tourism. Cultural Tourism Option: The development and proper promotion of cultural resources and attractions will help the tourism industry as a whole, including the recreational tourism market. Coordination between cultural and recreational tourism businesses and organizations can help reduce marketing costs and can be an effective cross-marketing device.

6. ATTITUDE OF RESIDENTS TOWARDS TOURISTS. Local residents who do not interact commercially with tourists generally have a negative opinion of tourists. Conflicts arise over the loss of local recreational opportunities (i.e. campgrounds at lakes), with residents feeling that something has been "stolen" from them. Cultural Tourism Option: Better understanding of the tourism industry by locals and the improvement of facilities where conflicts often arise may help alleviate some of the problems. The development of cultural resources may instill a pride in residents of "their Valley", and in turn a willingness to share with visitors. Programs like bed and breakfast also give residents a stake in the tourism industry.

7. LACK OF LOCAL PARTICIPATION. Many cultural events

and attractions in the Columbia Valley tend to exclude the average local resident, and are little more than an effort to grab the almighty tourist dollar. A typical case is "Alberta Appreciation Days", sponsored by the Invermere Businessmen's Association, an event which tends to alienate locals in favour of tourists. Cultural Tourism Option: Better examples of cultural events would be those which would actively involve local residents, but which would openly encourage the participation of tourists.

8. COMPETITION BETWEEN LOCAL COMMUNITIES. Rivalries exist between the communities of the Columbia Valley, and there is active competition for tourist dollars. In the past, the intensity of this competition has been a detriment to the local tourism industry. Cultural Tourism Option: Businesses and residents of Valley communities must realize that it is far more beneficial to work together as a region than to fight as a series of small, isolated towns. Combining attractions through marketing, promotions, and tours will help form a bond (economic and social) between the communities of the Columbia Valley. Competition between communities could be directed into events at local festivals (i.e., tug of wars, canoe races, horseshoes, etc.).

9. REGIONAL COMPETITION. As with local rivalries, competition with neighbouring regions (i.e. Cranbrook, Banff, Golden) for tourists has long been the norm. Cultural Tourism Option: Cooperation for marketing purposes with neighbouring regions instead of competition can be very effective. Cooperation between East Kootenay ski hills (Panorama, Fairmont, Kimberley, Fernie) is a prime example of a marketing success of former competitors.

10. LOSS OF CULTURAL RESOURCES. Many of the significant cultural resources of the Columbia Valley are not protected, and are in danger of being lost in the near future. Cultural Tourism Option: The identification of cultural resources, the protection and preservation of those endangered, the development of cultural attractions, and the education of the residents as to their cultural heritage will undoubtedly lead to a greater pride of the area by the locals, which in turn could lead to a greater desire to share with visitors.

The creation of a viable tourism planning organization is the key first step to the effective management of future tourism development in the Columbia Valley. Once the framework is in place, the planning organization can begin the process of developing and implementing a tourism plan for the region (See Figure 4.3).

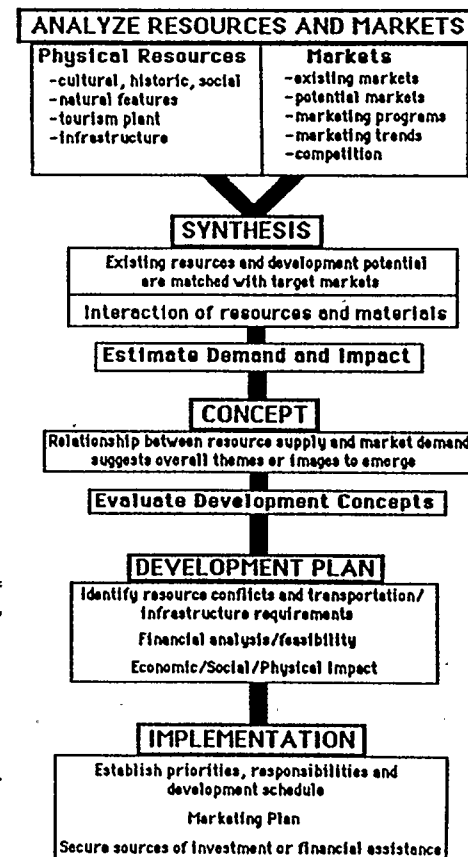


Figure 4.3 Development of Tourism Plan

No tourism planning can achieve full success without proper marketing, and cultural tourism in the Columbia Valley is no exception. At present in the Columbia Valley, the major resort areas of Fairmont, Panorama, and Radium market extensively, focussing on recreational tourism opportunities. The Rocky Mountain Visitors' Association, an organization composed of East Kootenay tourist-related businesses also directs the bulk of its marketing activity to recreational tourism opportunities.

The marketing of cultural tourism in the Columbia Valley must take place within the framework of the organizational structure which designs and implements tourism development strategies. The marketing process is a major component of the tourism planning process, and must be undertaken hand in hand with all other aspects of tourism planning. Goals and objectives must be clearly defined before a marketing plan can be established. Any marketing activity must be evaluated yearly, and its success must be monitored using market research.

The Columbia Valley must be presented as an integrated tourist attraction. Working cooperatively with Panorama and Fairmont marketing departments is essential. Suitable themes

which reflect and integrate the key aspects of the regional character should be selected for marketing purposes. There should be an emphasis on attractions which work well for residents, for if they work well for locals, they will also contribute to the visitor's sense of place. If residents are enthused and involved in celebrating their regional identity and their heritage, they will be amenable to welcoming visitors to share the celebration. This connection can be reinforced through the creation of ongoing activities – special events, festivals, exhibits, etc.

To be marketed successfully within the tourism industry, cultural products must be high in quality and targetted at identifiable segments of the population in the major tourism markets. For the Columbia Valley, marketing strategies must be aimed at Calgary, the closest major reservoir of population, but should also include the Canadian, American, and International markets. It must be noted that visitors seeking out cultural tourism experiences are generally more sophisticated in their tastes. They are looking for a "different" experience, a more in-depth encounter with the culture visited. They want to interact and participate and not just observe. They want these opportunities

Cultural Tourism Projects

for interaction not just at appointed times and selected places, but rather throughout their visit. Encounters must be real, a true reflection of the culture being visited. A community's hospitality becomes part of the tourism experience, and thus the residents become both the product and part of the sales team.

The participation of local businesses in the design of a local tourism marketing strategy is often crucial to its chance of success, and community and business leaders will function best if they have insight into the process as it relates to the host community. Unfortunately, businesses frequently resist initial invitations to become involved in such activities. There must be reinforcement and validation of the positive effects which businesses anticipate from growth in the tourism industry.

The number and variety of potential cultural tourism projects in the Columbia Valley is virtually endless, limited only by financing or labour. The following is a brief listing of twelve potential cultural tourism projects, some of which exist and could be enhanced, and others which do not exist at present in the Columbia Valley. They are meant to show the scope of potential projects, and none is essential to the development of a viable cultural tourism industry in the Columbia Valley. It was considered beyond the scope of this project to do detailed financial or marketing assessments for any of the suggested cultural tourism proposals. Each project has a brief description and is rated in general terms for costs, attraction potential for tourists, and for local interest and participation.

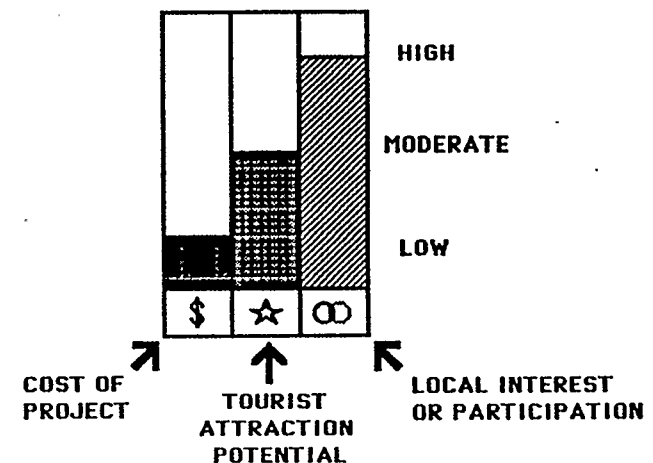
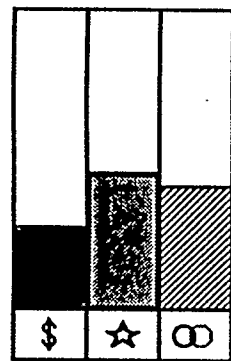


Figure 4.4 Cultural Tourism Project Legend



KOOTENAE HOUSE



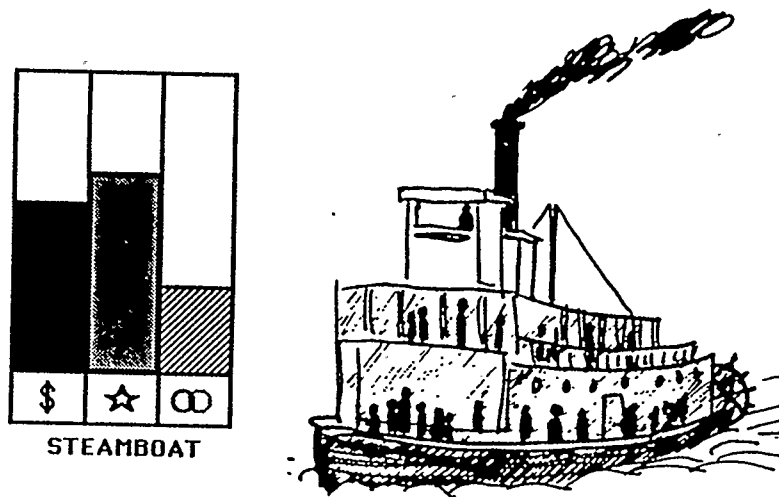
The original site of Kootenae House, David Thompson's trading post in the Columbia Valley, is marked by a commemorative plaque alongside the Invermere-Wilmer road. There is no highway signage leading visitors to the out-of-the-way site, and there is no interpretive information other than a few sentences on the plaque itself. One of the most historically significant sites on the western side of the Rockies, the Kootenae House site requires better interpretation, whether in the form of interpretive panels, displays, self-guided tours, or visitor centre with audio-visual presentations. In addition, highway directional signage must be improved to guide visitors from major highways or information centres to the site.



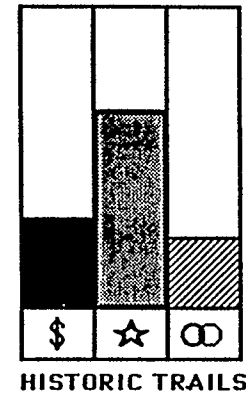
NATIVE CENTRE



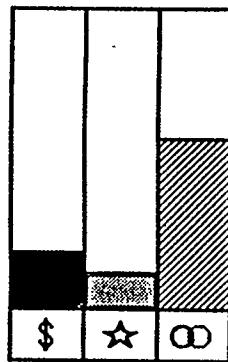
The Kootenay and Shuswap Indians arrived in the Columbia Valley prior to the flood of settlers, and have played an integral part in Valley history. At present there is little more than a few displays in the local museum regarding local native history. Given the general public's interest in native history, the development of an interpretive centre focussing on native culture and history has excellent tourist attraction potential. However, the impetus for the development of such a centre must come from local natives, who must determine what aspects of their culture are to be displayed for public consumption. In addition, benefits accrued from any such project must be returned to the local native people.



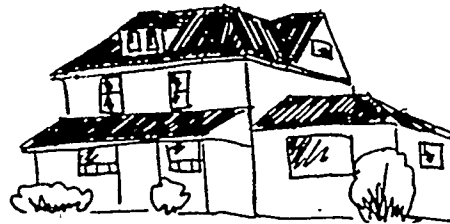
In the early years of white settlement in the Columbia Valley, steamboats were the primary mode of transportation. The steamboat era lasted from 1877, with the first run of the Duchess up the Columbia River, to the completion of the Kootenay Central Railway in 1914. The construction and launching of a paddlewheeler on either Lake Windermere or Columbia Lake and the offering of tourist cruises has good attraction potential. Market research at active steamboat attractions such as Heritage Park in Calgary could indicate whether family-oriented cruises or a first class shipboard restaurant would be most desirable. In either case, a link to the Columbia Valley's romantic and historic past would be forged.



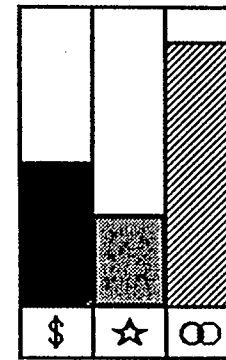
Many of the backcountry trails in the Columbia Valley have historical significance, whether they were used by natives on buffalo hunting expeditions or by early white explorers. For those with an adventurous spirit, guided hikes or horseback rides over these historic trails has excellent tourism potential as it combines recreational activity with the historic roots of the Columbia Valley. Depending on the specific trail, tours could range from short self-guided afternoon walks to week-long guided horseback trips complete with interpretive staff. Links with local guides and outfitters as well as potential links with Alberta-based guides in the Kananaskis region would be an important asset for future development of this project. Another option is the construction of a backcountry hut system for hikers along one of the historic trails.



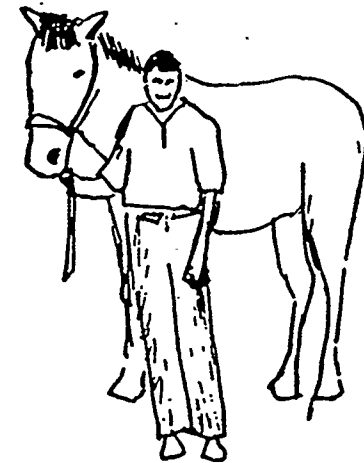
LOCAL HISTORY



Much of the history of the Columbia Valley that has been accumulated by the likes of the local historical society seldom passes outside the doors of the local museum. For residents to become more familiar and in turn more interested in local heritage and heritage-related projects, information must be distributed on a much wider scale than is presently done. Newspaper articles with regular features on Valley history or local radio spots will reach a wide audience. It is also very important to develop programs for district schools that fit into the curriculum and will have direct student involvement in local history. A strong sense of pride in Columbia Valley heritage can be developed by simply making information more available to the resident population.

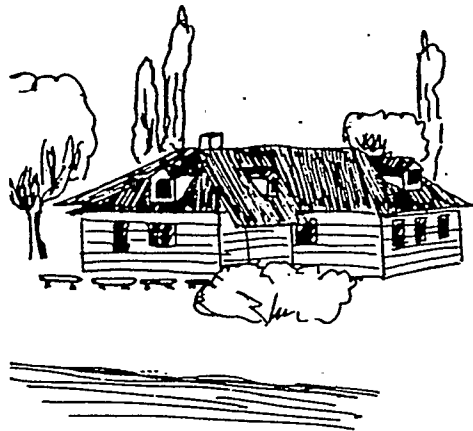


FALL FAIR

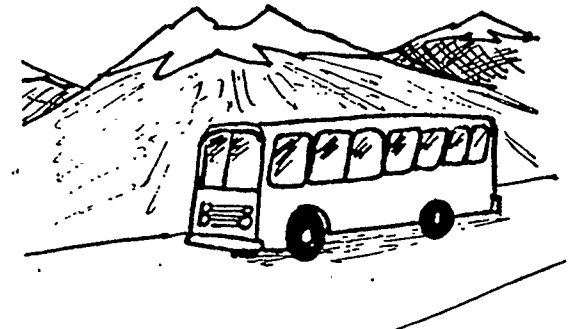
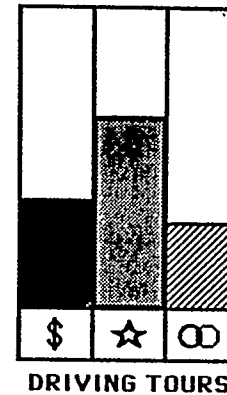


Cultural Tourism Projects

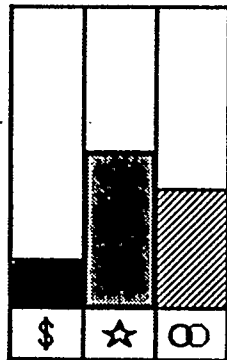
The "Fall Fair" was one of the major annual social-cultural events in the Columbia Valley from its inception in 1911 through its demise in the 1970's. Primarily an agricultural, livestock, and handicraft and art exhibition, it also included over time horse races, community dances, and a carnival. The exhibition was a particular source of pride to locals, who put on display everything from prize tomatoes and hogs to patchwork quilts. Revived recently in Invermere on a small scale, the Fall Fair should be strongly promoted on a local basis, with the Fair's most prominent events being those that emphasize public participation. All of the communities in the Columbia Valley must be included in the Fair's activities, and although not directly marketed, visitors should be actively encouraged to participate in the Fair. An important piece of local heritage, an expanded Fall Fair can help instill civic pride and define the Columbia Valley's sense of place.



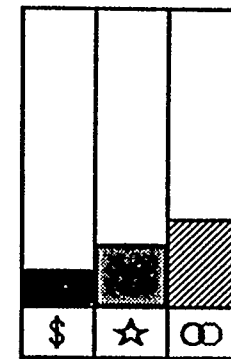
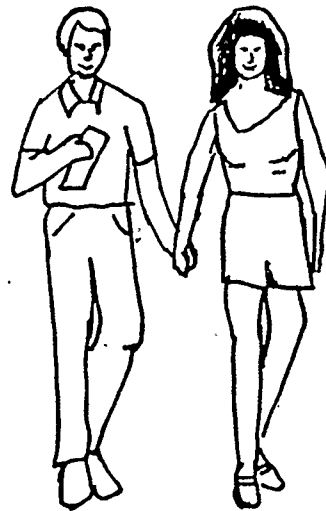
The opening of the PyneLogs Cultural Centre in 1990 was a great boost to the artistic community in the Columbia Valley. Efforts must be made to ensure that the centre continues to develop and expand. Better promotion, especially at a local level, will help cultivate a strong base of support for the Centre's activities. One of the keys to future development of the Centre is to make sure that exhibits and presentations are of local interest and that local artists continue to be involved in the Centre's growth.



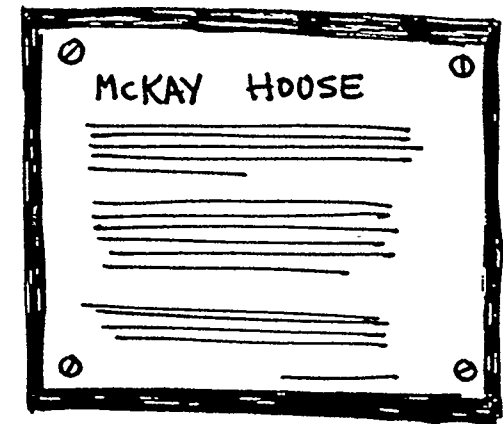
A wide variety of driving tours with heritage themes can be developed in the Columbia Valley. Some might be entirely local in their extent, and could be either self-guided (with map and tour book) or could be guided bus tours. Themes for tours could include the historical development of local towns, native history, explorers, industrial development, or prominent local architecture. On a regional basis, the Columbia Valley could be included in a number of circle bus tours that extend through the East and West Kootenays and into Alberta. Themes for these tours could include hot springs, national parks, and major cultural attractions. Circle tours would have to be developed in conjunction with towns and regions outside the Columbia Valley, and International tour groups would be the primary focus of the bulk of the marketing.



WALKING TOURS

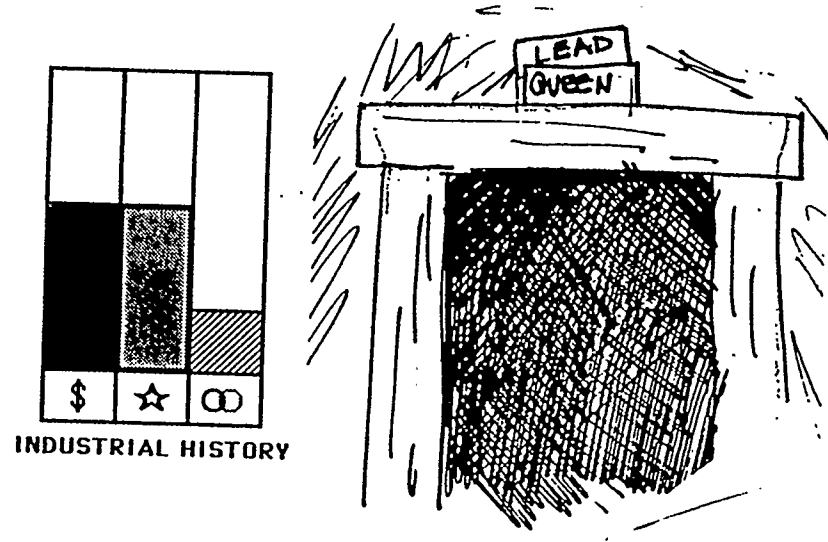


BUILDING PLAQUES

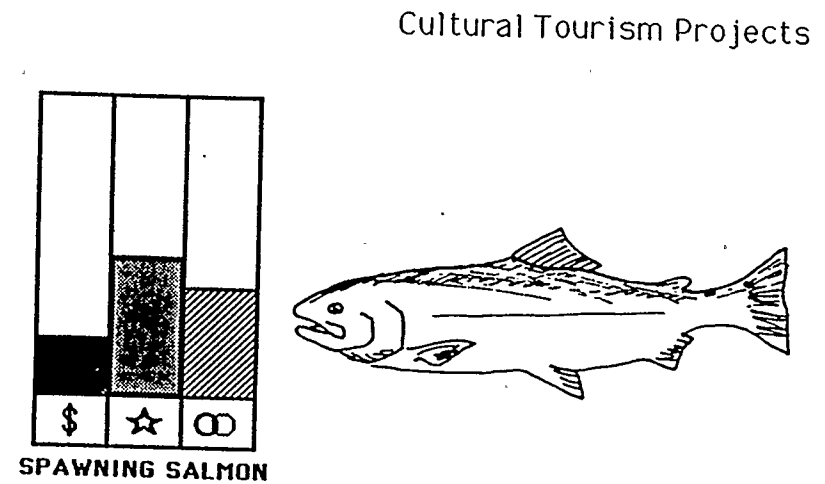


All of the communities of the Columbia Valley should develop walking tours to encourage both residents and visitors to more fully appreciate local heritage resources. Some basic research into the history of local buildings and events, together with some simple signage and informational brochures is a cost effective way to use existing resources. A better knowledge of local communities by the resident population can only help in instilling local pride. In addition, walking tours encourage visitors to spend more time in a community, which in turn means greater revenues for local businesses.

Buildings of historic significance in the Columbia Valley, as determined by a body such as the local historical society, should be identified with some sort of commemorative marker or plaque. Information of the plaque would be interpretive in nature and would be accessible for public view.



Although tourism has recently risen to the top, forestry and mining have long been the backbone of the economy in the Columbia Valley. There have been many changes in both forestry and mining since the turn of the century, and many of the changes are visible in the Columbia Valley. Old mines and sawmills, with much of their equipment intact, can be found throughout the Valley. Interpretive sites, museum displays, or tours of working mines or mills could all be included in a history of mining and forestry in the Columbia Valley.



Prior to the construction of major dams on the Columbia River system, salmon used to migrate up the Columbia from the Pacific Ocean to spawn in the creeks and river of the Columbia Valley, and salmon were a very important part of the diet of natives of the area. For nearly 60 years following the construction of dams no salmon were found in local waters. Recently, kokanee (land-locked sockeye salmon) were introduced into McNaughton Lake (formed by Mica Dam, north of Golden) and now migrate up the Columbia to spawn in local creeks each fall. An interpretive program or display could be developed on any one of a number of local creeks or rivers where thousands upon thousands of the bright red kokanee spawn each fall.

Chapter Four Summary:

The first step for the future development of the tourism industry in the Columbia Valley is the creation of a tourism planning organization, one which has the participation of all the major actors in the tourism industry. The organization's basic function is that of coordination, but must be capable of designing and implementing strategies, and must have the power to influence the decisions of those in both the public and private sectors. The initiative for the creation of such an organization must come from the tourist industry itself.

A cultural tourism organization must also be created, with direct input into the overall tourism planning organization. The cultural tourism organization must establish basic principles concerning how cultural resources of the the Columbia Valley are to be used, based on the values of the resident population. From this position, the cultural resources of the Columbia Valley must be identified and evaluated, and decisions on development and preservation must be made.

The development of a viable cultural tourism industry in the Columbia Valley will not have any major short-term effects,

either social, economic, or physical. Residents should not expect any dramatic growth in the local economy through cultural tourism, but rather a number of minor changes that will affect the local quality of life and the tourism industry. The main benefits in the initial stages of development of a cultural tourism industry will be felt by local residents. Local cultural resources will be identified and protected, ensuring that the Valley's heritage and sense of place is preserved. Increased pride in Valley heritage and participation in cultural events will improve the residents' quality of life.

A number of benefits will be felt in the tourist industry from cultural tourism development. The summer tourist season could be extended into the spring and fall shoulder seasons, as many of the cultural tourism attractions are not as good weather dependent as recreational activities. This extension of the major tourist season will bring increased employment, and may also lessen the burden on some of the facilities which are filled to capacity during the summer months. With a number of new cultural attractions, the number of visits by tourists may increase, with longer average length of stay and increased per diem

expenditures. New market segments, interested in cultural tourism, may also be attracted to the Columbia Valley, and "touring" tourists may be enticed to remain longer in the Valley.

Overall, the potential is very bright for the development of a viable cultural tourism industry in the Columbia Valley, one that is an integral part of the existing tourism industry. However, it is not a short-term proposition, and extensive organizational work, planning, preservation, and promotion is required to bring the expected positive results to fruition.

CONCLUSIONS

Tourism is growing world-wide, and is likely to continue to grow well into the 21st century. Opportunities for economic development based on tourism are also likely to increase in regions with quality tourist attractions. One of the fastest-growing segments of the tourism industry is "cultural tourism", which is simply tourism based on the cultural resources of a town, city, or region. In Canada, regions rather than single major attractions have developed as focal points for expansion in the tourism industry.

Tourism is already one of the prime economic drivers in the Columbia Valley region of British Columbia. Possessing quality recreational tourism opportunities, the Columbia Valley is looking to increased tourism to compensate for recent declines in the economic fortunes of both the forestry and mining industries. However, recreational facilities in the region generally reach or surpass carrying capacities during the peak tourist

season of July and August. Long-term expansion of the Columbia Valley tourism industry will have to come from somewhere other than the already over-burdened recreational tourism base. One option is the development of a cultural tourism industry in the Columbia Valley.

Initial research, as forwarded in this project, indicates that there are sufficient cultural resources of a high enough quality in the Columbia Valley to establish a viable cultural tourism industry. However, cultural tourism will provide no instant riches, but over time could develop into a major sector of the Valley's economic make-up. Short-term benefits of the development of cultural tourism will likely be minor in nature, but are crucial to the long-term prospects of the industry. In the short-term, significant local cultural resources, especially those currently endangered, would be protected and preserved. The resident population's awareness of heritage and cultural resources and issues would be raised, in turn involving them in the cultural tourism process.

Conclusions

With local cultural resources protected and a broadened base of local support, the Columbia Valley's cultural tourism industry could now focus on the longer-term, which would include significant development of specific attractions, and hopefully a corresponding increase in visitors to the region. Long-term benefits from increased visitors due to cultural tourism include: the "spreading out" of the tourist season to the spring and fall "shoulder seasons", as cultural tourism is not as good weather-dependent as recreational tourism; longer stays, and thus greater expenditures by tourists, who would have a greater variety of potential attractions to visit; new cultural attractions would help reduce the demand on recreational tourism facilities; and increased growth and employment in the tourism service sector.

For any future development of the cultural tourism industry in the Columbia Valley to take place, a number of important steps must take place. It must be determined whether the

local population supports increased tourism as an option for future economic development in the region. Assuming that the residents support increased tourism, it is vital that current problems or conflicts involving tourism be resolved before beginning new development. It is essential that all of the Valley communities work together in tourism development plans, and not be in competition with one another. It is also important that decisions regarding future development are not dominated by Valley tourism "super powers", Fairmont and Panorama, but include substantive input from residents and local businesses. The ideal situation would include the creation of "tourism" and "cultural tourism" umbrella organizations, which would be responsible for tourism planning and which would include as participants all parties involved or interested in the Columbia Valley tourism industry. In terms of cultural tourism specifically, interest in local culture and heritage must spread beyond the dedicated individuals of the local historical society and arts

council. A complete inventory and detailed assessment of cultural resources in the Columbia Valley must be completed in the near future, in order that priorities for preservation may be established.

Based on its significant physical and cultural resources, the Columbia Valley has the potential to develop a high quality tourism industry, one that can be the cornerstone of the local economy for many decades into the future. Cultural tourism has enormous potential for growth in the Columbia Valley, but its growth must be well-planned, with an eye to long-term prospects rather than short-term gain. The conservation of local cultural resources, aside from potential economic benefits, is an admirable goal in itself. The unique and special history, character, and sense of place of the Columbia Valley is definitely worthy of preserving for future generations.

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