
| NOVA SCOTIA LIGHTHOUSES |

A Crucial Part of the Tourism Product

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Tourism Industry Association of Nova Scotia
2089 Maitland Street
Halifax, NS B3K 2Z8
(902) 422-5853 tel (902) 422-0184 fax
tians@tourism.ca www.tians.org

LIGHTHOUSES OF NOVA SCOTIA – A Crucial Part of the Tourism Product

TIANS has actively and strongly supported the preservation of lighthouses in Nova Scotia and has been committed to the national efforts for the passage of the *Heritage Lighthouse Protection Act*. With the passing of this Act, Canada can now ensure hundreds of heritage structures and the irreplaceable public access to our coastlines are protected.

Nova Scotia has the largest number of lighthouses in Canada and some of the oldest, including Sambro, which is **the** oldest, continuously, operating lighthouse in North America. In 1734, the first Canadian lighthouse went into service at Louisbourg, Nova Scotia. Since then, lighthouses have guided thousands of ships to safe harbor.

Nova Scotia boasts 160 lighthouses, most of them accessible by car or a short walk. Of those accessible only by boat, many can be viewed from the shore.

From a tourism perspective the protection and preservation of these historical and cultural icons is crucial to the fabric of the Nova Scotia Tourism product.

The Tourism Industry understands the inherent value of these icons. The Nova Scotia Tourism Industry relies on its rich culture and history; its incredible abundance of natural product and our ability to match this with high quality tourism infrastructure. This includes not only what an operator offers - but also the condition of our roads, access into the province, the state of our key attractions, and the preservation of our historical and cultural assets.

Cultural/historical landscapes and heritage structures are rapidly disappearing world wide. As they become more precious, Canada's cultural and historical sites will become increasingly desirable destinations. "Recent world events are increasing the value and interest which Canadians attach to their natural and cultural heritage and special places. Canadians increasingly seek security and comfort in iconic

expressions of who they are, where they live and what they have accomplished. Their pride and identity is enhanced through appreciation of their heritage places and the symbols of their past”.¹

Nova Scotia’s past and future is linked to our culture and our heritage. The long-term viability of our Tourism Industry is dependent upon the health of our cultural and historical attractions. Leadership in the area of conservation and preservation is an important role for governments and will ensure the long-term sustainability of a vibrant and economically successful Tourism Industry.

We know that heritage tourism is a travel motivator; according to the Canadian Tourism Commission there are 34.5 million American and 2.6 million Canadian “Heritage Tourism Enthusiasts”. The Tourism Industry in Nova Scotia was worth \$1.82 billion in revenues in 2009. As a result of Nova Scotia’s unique proximity and relationship to the sea, the lighthouse has become a symbol of who we are and has created a lure about life by the sea. These icons have also enabled communities to create economic activity through designated Lighthouse Travel Routes, and allowed new Festival and Events to celebrate the historic towns and fishing villages, where the past is a part of everyday life.

The *Heritage Lighthouse Protection Act* is a positive and progressive step forward and TIANS will continue to advocate to provincial and municipal governments in Nova Scotia to accelerate their efforts to assist communities ensure the sustainability of lighthouses throughout Nova Scotia.

TIANS mandate is to lead, support, represent and enhance Nova Scotia's tourism industry. TIANS is the provincial advocate for the Nova Scotia tourism industry and strives to enhance the industry's competitiveness and prosperity through increased professionalism and product development. In accomplishing this goal, TIANS works closely with many partners, regional and sector associations and all levels of government.

¹ Sustainable Heritage - Based Tourism in Canada’s National Parks and National Historic Sites