

Draft Working Strategy



Nova Scotia Strategy for Sustainable Coastal Tourism Development

Submitted to the Nova Scotia Vision for Tourism Team

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Acronyms:

The acronyms used in this strategy document are:

- **ACTP:** Atlantic Canada Tourism Partnership
- **C-CIARN:** Canadian Climate Impacts and Adaptation Research Network
- **CTC:** Canadian Tourism Commission
- **GMIST:** Gros Morne Institute for Sustainable Tourism
- **NSTPC LTIP committee:** Long Term Integrated Planning Committee (of the NSTPC)
- **NGO:** Non-government Organizations
- **NS Tourism Vision:** Nova Scotia Vision for Tourism process
- **NSTCH:** Nova Scotia (department) of Tourism, Culture and Heritage
- **NSTHRC:** Nova Scotia Tourism Human Resource Council
- **NSTPC:** Nova Scotia Tourism Partnership Council
- **NSTPC LTIP committee - SMART:** Sustainable Marketable Assets Relevant to Tourism working group of the Long Term Integrated Planning committee of the NSTPC.
- **NSTPC STIP committee:** Short Term Integrated Planning committee of the NSTPC.
- **PON:** Provincial Oceans Network
- **RDA:** Regional Development Authority
- **RTIA:** Regional Tourism Industry Association
- **TDA:** Tourism Destination Areas
- **TIAC:** Tourism Industry Association of Canada
- **TIANS:** Tourism Industry Association of Nova Scotia.
- **TIANS SMART Committee:** TIANS Sustainable Marketable Assets Relevant to Tourism Committee
- **VIC:** Visitor Information Centre

Please forward any comments and input by on this working strategy by July 28, 2006 for the committee's consideration to:

Strategy for Sustainable Coastal Tourism Development – Vision committee

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Introduction

Tourism Vision:

The “Nova Scotia Strategy for Sustainable Coastal Tourism Development” is an initiative being led by TIANS as part of a broader Nova Scotia Industry wide “Vision for Tourism” of ‘100% Tourism Revenue Growth by 2012’ to \$2.54 billion revenue annually.

There are three partners leading this Tourism Vision initiative:

1. **The Tourism Industry Association of Nova Scotia (TIANS)** is the provincial advocate for the tourism industry; a member based association which works to lead, support, represent and enhance Nova Scotia's Tourism Industry. It is the voice of tourism in Nova Scotia.

2. **The Nova Scotia Tourism Partnership Council (NSTPC)** is “an industry and government partnership that shares in planning and decision making for tourism marketing, research and product development in Nova Scotia. The Council consists of 16 members, 14 of which are tourism industry leaders, managers and business owners, [2 of which are from the provincial government]” (source: www.nstpc.com January 12, 2006). Their work is divided into Long and Short Term Integrated Planning committees.

3. **The Nova Scotia Department of Tourism, Culture and Heritage (NSTCH)**, is the official government department overseeing the Tourism, Culture and Heritage sectors. Tourism Division “functions include planning and development, marketing and operations. Staff conduct, analyze and disseminate research and statistics. In addition [NSTCH] provides tourism development and planning support, including financial assistance and guidance to communities; planning and secretarial support to the Peggy's Cove Commission; assistance in developing the market readiness of Nova Scotia's most competitive tourism products, destinations and attractions; development and distribution of "How To" tourism development publications designed to assist entrepreneurs and tourism operators; and tourism policy, including developing and supporting government policy that assists in the growth and competitiveness of Nova Scotia's tourism sector. On the marketing side, the goal is to market Nova Scotia as a tourism destination for the purpose of generating export revenues” (Source: www.gov.ns.ca/dtc/tourism/ January 12, 2006).

Coastal Strategy Mandate:

Mandate: “To create and advance a Sustainable Tourism Development Strategy for Nova Scotia’s coastline.”

The overall role of this *strategy* is to **develop** coastal tourism in Nova Scotia in order to play a key role in achieving the Tourism Vision while preserving the natural and cultural heritage that brings tourists to Nova Scotia.

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This strategy focuses on protecting Nova Scotia's natural, cultural, social and built coastal tourism assets and enhancing their tourism potential. Remaining consistent with the Nova Scotia brand, the strategy unites coastal tourism assets into a product with the strength to play a leadership role in achieving the vision while at the same time ensuring the long-term economic viability of the tourism industry in Nova Scotia.

This is a development strategy in which environmental, cultural, economic and social considerations are identified and various actions recommended in order for coastal tourism to be sustainable in the long term.

To define the scope of the work, the committee discussed early in the process what *coastline* meant. As a coastal province, visitors are never more than 80 km from the sea. The coastline attracts visitors to the province and from there, tourists make forays into the interior. From watershed areas to the ocean, an interconnected ecological system influences the state of the physical coastline, the interface where the land meets the sea. Strategies, goals and actions in this framework document take the approach that the whole of Nova Scotia is considered the coast, influencing the coast or influenced by the coast in some way.

The committee has adopted the definition of **sustainable tourism** from Canada's Code of Ethics and Guidelines Sustainable Tourism (March 2005) for the purpose of the strategy:

“Sustainable Tourism actively fosters appreciation and stewardship of the natural, cultural and historic resources and special places by local residents, the tourism industry, government and visitors. It is tourism which is viable over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.”

The Board of TIANS endorsed Canada's Code of Ethics and Guidelines for Sustainable Tourism in December 2004 and will refer to that code and guidelines in this strategy (see Appendix 1).

Process

The Sustainable Coastal Strategy Committee (see Appendix 2) has been working since December 2003 to produce the strategy.

In the summer of 2004, TIANS hired a staff member for the research and completion of a background report regarding coastal issues, legislation, programs, strategies and policies in Nova Scotia, Canada and around the world. This report was used to inform the committee about how coastal tourism fits into the bigger picture of coastal planning. (See Appendix 3 for the executive summary).

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On September 2, 2004 a Coastal Tourism Stakeholder Visioning Session was held at Oceanstone Inn and Cottages. This was an active and participatory event to shape a long-term vision for sustainable coastal tourism development. This session was hosted by the committee and funded by the NS Tourism Vision, NSTCH and TIANS. The 59 workshop attendees included representatives from the tourism industry, RTIA's, RDA's, NSTPC, Tourism Vision, NSTCH, TIANS, various provincial departments and others with expertise on coastal planning, protection, conservation, parks, communities, economic development, codes of conduct, or tour operations.

The day was useful in discussing the importance of Nova Scotia's Coastal Tourism Product to the vision of 100% growth in tourism revenues by 2012. Comments urged the need to turn these ideas into action and to have leadership on this issue which this document intends to deliver.

A report from the workshop was developed and used to help the committee in strategy development. A summary of the outcomes of this visioning session is found in Appendix 4.

Since the Visioning session, the committee has refined the strategy, developed a SWOT analysis (strengths, weaknesses, opportunities, threats) for coastal tourism development (Appendix 5) and has made progress reports to the NSTPC and updates to the Tourism Vision team and TIANS Board.

Moving forward...

From the Coastal Strategy process, the resulting document is a dynamic, working framework document. Lead agencies and a timeline for each activity were recommended.

Each agency will consider the activities and determine a strategy for implementation based on priorities and resources. Strategies will likely be based on areas of work such as product development, marketing, consumer research, public policy, communication, advocacy, industry training and industry research.

Sustainable Tourism to SMART Tourism

As a result of this strategy development process, key structures have been put into place to support the integration and implementation of activities related to sustainable coastal tourism within two of the vision partner organizations. The concept of SMART Tourism was developed. SMART refers to Sustainable, Marketable Assets Relevant to Tourism. The key to Nova Scotia's continued success and potential in realizing tourism growth is the quality and integrity of our natural environment and our remarkable coastal assets. Our market-positioning in the global tourism market as an attractive, seacoast and nature tourism destination is founded on maintaining the intrinsic scenic values and long term sustainability of our natural resources. The following committees were created to implement the concept of SMART Tourism.

Nova Scotia Tourism Partnership Council SMART Working Group

- In the fall of 2005, the NSTPC created a SMART working group as a sub-committee of the Long Term Integrated Planning committee (LTIP).
- Mandate: To develop a strategy around product development, public policy, research and marketing for sustainable tourism.
- The SMART working group will coordinate and enhance tourism activities that support sustainable tourism (economically, culturally, socially and environmentally) and also the provincial Green Plan. The SMART concept was put forth to the present Ministers Task Force on Tourism to elicit cross government support.

Tourism Industry Association of Nova Scotia SMART Committee

- Endorsed by the TIANS Board on Oct. 26, 2005, the role of this TIANS SMART committee is to advise on the implementation of activities identified in this strategy regarding industry research, advocacy, industry training and communication.
- Mandate: To advocate for sustainable tourism, lead industry best practice in sustainable tourism training, and build and maintain communication links within industry and between industry and other stakeholders on sustainable tourism issues.

Quarterly reports (March 1st; June 1st; September 1st; December 1st) on progress related to the strategy will be made by the NSTPC – LTIP committee: SMART Working Group and the TIANS SMART Committee to the Tourism Vision team for communication with tourism stakeholders.

The Sustainable Coastal Strategy Committee will reconvene in September 2006 to assess progress with the recommended activities outlined in the strategy and to incorporate feedback and input from the tourism industry and interested stakeholders. The committee will report back to the tourism industry at the Tourism Summit and Expo in November / December 2006.

The committee welcomes feedback and input on this document. Please send to the Tourism Industry Association of Nova Scotia to the address listed on page 3 by 28 July 2006.

Strategy Vision

The Sustainable Coastal Strategy Committee's vision based on the research and consultations throughout the strategy process, on desired status of Nova Scotia's coastline as it relates to the tourism industry five to ten years from now is:

- Nova Scotia's Tourism Industry will be recognized globally as a leader in adopting sustainable practices for coastal tourism including an adaptation of Canada's Code of Ethics and Guidelines.
- Tourism operators will display stewardship for the protection and enhancement of natural, cultural and community tourism assets and will be recognized and rewarded for these efforts.
- There will be increased integration between the tourism industry and other users of Nova Scotia's coastal resources.
- Government planning and policy development will be implemented to protect and enhance Nova Scotia's coastline in recognition that it is an essential component of our tourism product in the long term.
- There will be an unparalleled and authentic experiential tourism industry based on both the cultural and natural components of our coastline which satisfies the body, mind and soul and encourages return visits.
- These experiences will also draw visitors to inland areas to experience all that Nova Scotia has to offer.
- Tourism will be planned at a local level to integrate coastal tourism into the broader economy and lifestyle of Nova Scotia's coastal communities and to foster an appreciation of the coastal tourism assets and the economic benefits of tourism by local residents.
- A more vibrant viable industry associated with coastal experiences.
- Tourism will be developed with an understanding of global tourism market trends and knowledge of Nova Scotia's key current and potential markets.
- Resources and product development programs will be in place to overcome the most significant infrastructure gaps affecting Nova Scotia's coastal tourism product.
- There will be tourism businesses open on a year round basis along our entire coastline.
- The coastal tourism product will live up to the Nova Scotia brand: *"To people who appreciate the sea, Nova Scotia is Canada's foremost seacoast destination that offers an authentic experience for your body and soul better than any other destination because only Nova Scotia uniquely combines spectacular scenery, living tradition, maritime culture and lifestyle with a feeling of deep-down spiritual satisfaction."*

Source: NSTPC, Integrated Tourism Plan 2003

Industry Values:

Compiled from the September 2, 2004 Coastal Tourism Stakeholder Visioning Workshop at Oceanstone Inn and Sustainable Coastal Strategy Committee follow-up meeting November 2004.

- Appreciation of the coastline.
- Access and experiencing the coastline.
- Stewardship of the coast for future generations – public and private lands.
- Protection and enhancement of coastal product from an economic point of view: Economic Model. Economic Benefits.
- Providing a legacy and benefit for all Nova Scotians
- Taking a long term view of coastal tourism development.
- A high quality of life.
- Enhancing economy while protecting natural and cultural heritage.
- Community participation and ownership of a sustainable coastal tourism development strategy.
- Vibrant sustainable businesses.

Strategies:

Strategy 1: Leadership

To provide leadership by the provincial government and Nova Scotia tourism industry in developing Nova Scotia as a leader in sustainable tourism products and practices.

Strategy 2: Product and Experience Development

To analyze and develop Nova Scotia's coastal tourism industry in a sustainable manner to offer unique, market-ready coastal products and experiences.

Strategy 3: Economic Viability

To identify the economic benefits of sustainable coastal tourism practices and products, as a means to grow operations and influence public policy.

Strategy 4: Conservation and Stewardship

To increase protection and stewardship of coastal tourism assets through the creation of sustainable policies, programs and actions by the government and tourism industry.

STRATEGY 1: LEADERSHIP

To provide leadership by the provincial government and Nova Scotia tourism industry in developing Nova Scotia as a leader in sustainable tourism products and practices.

Goal 1.1: To establish ongoing structures, that facilitates the advancement of sustainable tourism at a governmental and industry level.

Activity 1.1.1: To establish a working group through the NSTPC to coordinate on-going interdepartmental initiatives on Tourism and Natural Resource Management and to work on the coastal strategy goals from this document that are within the NSTPC mandate as part of the SMART tourism initiative.

Lead: NSTPC

Timeline: In Progress

Activity 1.1.2: To establish an ongoing sustainable tourism committee of TIANS to:

- *advocate* for Sustainable Tourism;
- lead industry best practice in sustainable tourism *education* and *training*;
- build and maintain *communication* links within industry and between industry and other stakeholders on sustainable tourism issues and *research*; and
- advise on the work towards coastal strategy goals from this document that are within the TIANS mandate.

Lead: TIANS

Timeline: Ongoing

Goal 1.2: To address sustainable tourism and coastal tourism development at a senior provincial interdepartmental level to ensure that leadership in sustainable policy planning and coastal tourism planning takes place.

Activity 1.2.1: To recommend that the Minister's Taskforce on Tourism address key sustainable tourism and coastal tourism issues and business opportunities in their agenda.

Lead: NSTPC LTIP committee: SMART

Timeline: Ongoing

Activity 1.2.2: To participate in the interdepartmental committees and forums such as the Provincial Oceans Network (PON) to bring the tourism perspective to provincial decisions and planning for the coast and input to federal processes of planning for oceans. To use these forums to develop an informed basis for making tourism policy recommendations.

Lead: NSTPC LTIP committee: SMART

Timeline: Ongoing

Goal 1.3: To show leadership by incorporating Canada's 2005 revised Code of Ethics and Guidelines for Sustainable Tourism into the work of the NSTCH, the NSTPC, NSTHRC and TIANS as they apply to coastal and sustainable tourism development in Nova Scotia.

Activity 1.3.1: Formally endorse the Code of Ethics and Guidelines for Sustainable Tourism (see Appendix 1) as the document which guides the implementation of sustainable tourism practices in Nova Scotia.

Lead: All parties

Timeline: Spring 2006

Activity 1.3.2: To publish the Code of Ethics and Guidelines for Sustainable Tourism on official tourism websites of NSTCH, TIANS, NSTHRC, NSTPC and NS Tourism Vision and through published literature.

Lead: All parties

Timeline: Spring 2006.

Activity 1.3.3: To use the Code of Ethics and Guidelines for Sustainable Tourism as a filter for work plans, policies, strategies and investment decision making by the above organizations.

Lead: All parties

Timeline: Ongoing

Activity 1.3.4: To communicate best practice examples of how the Code of Ethics and Guidelines for Sustainable Tourism has been implemented at an operator level.

Lead: TIANS SMART committee

Timeline: Ongoing

Goal 1.4: Keep the tourism industry and provincial partners informed of progress in implementing the coastal strategy.

Activity 1.4.1: Communicate the successes in completing goals and actions recommended in this strategy.

Lead: Nova Scotia Tourism Vision team (through updates from TIANS SMART Committee and NSTPC LTIP committee: SMART)

Timeline: Ongoing Quarterly (March 1st; June 1st; September 1st; December 1st)

Goal 1.5: Leadership by tourism operators and stakeholders in Nova Scotia

Activity 1.5.1: Individual operators and groups in the Nova Scotia tourism industry will come forward as leaders in sustainable tourism practices.

Lead: Nova Scotia tourism operators and groups

Timeline: Ongoing

Goal 1.6: To maintain an up-to-date knowledge of local, provincial, national and international coastal and marine topics in order to make and influence informed tourism decisions.

Activity 1.6.1: Remain informed and engaged in local, provincial and federal coastal and marine issues through outreach with groups such as the Coastal Coalition of Nova Scotia, Coastal Communities Network, Nova Scotia Public Lands Coalition, the Oceans Management Research Network, The Atlantic Coastal Zone Information Steering committee, Eastern Scotian Shelf Integrated Management process.

Lead: TIANNS SMART committee

Timeline: Ongoing

STRATEGY 2: PRODUCT AND EXPERIENCE DEVELOPMENT

To analyze and develop Nova Scotia's coastal tourism industry in a sustainable manner to offer unique, market-ready coastal products and experiences.

Goal 2.1: Develop sustainable coastal tourism products and experiences

Activity 2.1.1: Given that Nova Scotia's coastal character will remain our strongest tourism asset and that natural & culture elements will become more in demand, review the way Nova Scotia coastal product is currently presented to the market. Undertake a study to determine a long-term plan for developing and marketing Nova Scotia's coastal tourism product using a 1-25-50 year perspective.

- What is the product and how can it be enhanced?
- What are the threats to the coastal tourism product (incompatible coastal development, sea level rise etc) and how can they be managed?
- Who-where is the market (global trends)?
- How should it be packaged and marketed?
- Access, communication, infrastructure issues

Lead: NSTPC LTIP committee: SMART

Timeline: by end of 2007

Activity 2.1.2: Analyze existing coastal tourism infrastructure obtained from the Department of Tourism, Culture and Heritage's Tourism Values Mapping and Modelling project. Build on this inventory to include all coastal tourism assets, products and experiences and assess current state. Continue working in partnership with Service Nova Scotia and Municipal Relations to assess the housing and use of the Tourism Values Model for coastal modelling to inform provincial decision making.

Lead: NSTPC LTIP committee: SMART

Timeline: Spring 2006

Lead: NSTPC LTIP committee: SMART

Timeline: Spring 2006

Activity 2.1.3: Make coastal tourism product development projects and infrastructure projects that support coastal tourism a priority for provincial government investment by various departments.

Lead: NSTPC LTIP committee: SMART

Timeline: Ongoing

Activity 2.1.4: Initiate policies and programs to realize the most readily available opportunities in developing coastal tourism.

Lead: NSTPC LTIP committee: SMART

Timeline: Ongoing

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Activity 2.1.5: Develop niche sustainable coastal tourism products to promote and take advantage of emerging tourism market trends.

Lead: NSTPC LTIP committee: SMART

Timeline: Ongoing

Activity 2.1.6: Advocate for the maintenance and enhancement of government and public owned infrastructure which are represented as coastal tourism products in provincial and regional marketing images e.g. lighthouses, wharves, coastal trails, coastal roads and look-offs, cycling and touring routes, provincial parks etc.

Lead: TIANNS SMART Committee

Timeline: Ongoing

Activity 2.1.7: Collate research on current global trends and best practices in coastal tourism and report to industry to aid in the planning and development of coastal tourism in Nova Scotia.

Lead: TIANNS SMART Committee

Timeline: Summer 2006

Activity 2.1.8: Support through information gathering and advocacy, the development and marketing of niche coastal and marine tourism activities that have potential to grow as successful sustainable tourism products in Nova Scotia e.g. coastal cycling trails, recreational boating, educational tourism (wind and tidal energy), sea kayaking, water trails.

Lead: TIANNS SMART committee

Timeline: Ongoing

Goal 2.2: Develop capacity for the delivery of sustainable coastal tourism products and experiences

Activity 2.2.1: Creation of marine and coastal interpretive and experiential tourism materials in both print and electronic format (e.g. coastal, birding)

Lead: NSTPC LTIP committee: SMART

Timeline: Spring 2006

Activity 2.2.2: Promotion of coastal experiential and interpretive activities in product development and marketing activities which are consistent with Canada's Code of Ethics and Guidelines for Sustainable Tourism.

Lead: NSTPC LTIP committee: SMART

Timeline: Ongoing

Activity 2.2.3: Develop resources for the tourism industry on how to develop coastal tourism *experiences* with a focus on activities that follow Canada's Code of Ethics and Guidelines for Sustainable Tourism.

Lead: NSTPC LTIP committee: SMART

Timeline: Spring 2006

Activity 2.2.5: Obtain and communicate the availability of funding and workshops to the tourism industry that enhance Nova Scotia's ability to deliver an experiential tourism product consistent with Canada's Code of Ethics and Guidelines for Sustainable Tourism.

Lead: TIAN'S SMART committee and NSTPC LTIP committee: SMART

Timeline: Ongoing

Activity 2.2.6: Update sections of the tourism 'how to' guides for the various sectors to include information on facilitating coastal experiences.

Lead: NSTPC LTIP committee: SMART

Timeline: During next update of 'how to' guides.

Activity 2.2.7: Enhance opportunities, through various media, for non-traditional tourism partners in coastal communities to become aware of the benefits of tourism and the value to the visitor of community members being involved in the delivery of coastal tourism experiences to visitors.

- *Potential groups:* fishers / scientific researchers / historians / artists / seafood manufacturing plants / alternative energy groups / retail stores and gas stations / citizen volunteer groups, private land owners etc.
- *Potential issues/topics:* current trends in tourism / current global trends in tourism demand / benefits of supporting the delivery of coastal tourism experiences / A tourist for a day: suggesting programs to allow all residents to understand the tourism product in their communities etc.

Lead: NSTPC LTIP committee: SMART

Timeline: Preparation of materials by Summer 2006 for delivery late Fall 2006.

Activity 2.2.8: Communicate with specific host communities on the 'how to' of managing existing and future sustainable coastal tourism development.

- *Potential groups:* municipalities / provincial and national parks / resorts / cities / major land owners / major land lease holders.
- *Potential issues / topics:* liability / destination development / permit information / sustainable tourism considerations / tourism market trends / coastal erosion and sea level rise / public access / SMART growth.

Lead: NSTPC LTIP committee: SMART through TDA process

Timeline: Preparation of materials by Summer 2006 for delivery late Fall 2006.

Activity 2.2.9: Create and include a coastal tourism planning section in the Tourism Destination Areas community workbook and toolkit which highlights coastal issues and best practices for coastal tourism planning and outlining ways tourism operators and coastal community residents in Nova Scotia can become active in local coastal tourism development planning.

Lead: NSTPC LTIP committee: SMART

Timeline: Summer 2006 for incorporation Fall 2006

Goal 2.3: Ensure that marketing of coastal tourism in Nova Scotia is consistent with the coastal strategy.

Activity 2.3.1: Communicate key elements of the Coastal Strategy to the Canadian Tourism Commission (CTC), Regional Tourism Industry Associations (RTIA's) and Atlantic Canada Tourism Partnership (ACTP) to influence the marketing of Nova Scotia coastal tourism in a manner consistent with Canada's Code of Ethics and Guidelines for Sustainable Tourism.

Lead: NSTPC LTIP committee: SMART

Timeline: Ongoing

Activity 2.3.2: Educate the visiting media on the pivotal role our coastline plays in the tourism industry. Through media links, showcase newsworthy sustainable coastal tourism best practices. Communicate success stories.

Lead: NSTPC LTIP committee: SMART

Timeline: Ongoing

Strategy 3: ECONOMIC VIABILITY

To identify the economic benefits of sustainable coastal tourism practices and products, as a means to grow operations and influence public policy.

Goal 3.1: Create the tools that demonstrate the economic value that coastal and marine tourism currently provides and the tourism revenue growth potential if our coastal character is preserved and developed in a sustainable manner.

Activity 3.1.1: Review and develop case studies of the economic impact of coastal and marine tourism on coastal regions / communities in Nova Scotia with an aim to quantify the value of coastal tourism to the local economy.

Lead: NSTPC LTIP committee: SMART

Timeline: Complete by end of summer 2007.

Activity 3.1.2: Incorporate relevant questions in the 2008 Visitor Exit Survey to measure the role of the coast in the visitor's experience with an aim to quantify the economic value of marine and coastal tourism and to determine the natural and built elements of the ocean and coast that are important to the visitor's experience.

Lead: NSTPC LTIP committee: SMART

Timeline: 2008 Visitor Exit Survey

Goal 3.2: Obtain and dedicate resources for growth of sustainable coastal tourism experiences and product.

Activity 3.2.1: Establish a sustainable tourism portfolio at NSTCH to enable more sustainable experience and product development with the aim of increasing the revenue yield from sustainable coastal tourism experiences.

Lead: NSTPC LTIP committee: SMART

Timeline: Immediate and ongoing

Activity 3.2.2: Continue to dedicate staff resources at TIANS to sustainable tourism initiatives in order to advance advocacy, training and recognition within the industry.

Lead: TIANS SMART committee

Timeline: Ongoing

Goal 3.3: Actively market 'green' tourism products to visitors and residents and the industry.

Activity 3.3.1: Investigate the feasibility and willingness of the Nova Scotia Tourism Industry to support a province or region wide tourism and hospitality environmental logo system.

Lead: TIANS SMART committee

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Timeline: 2006 and 2007 for potential implementation in 2007 Doers and Dreamers Guide.

Activity 3.3.2: Provide advertising space to acknowledge the Annual Crystal Awards of Excellence Sustainable Tourism award recipient in provincial marketing literature.

Lead: NSTPC LTIP committee: SMART

Timeline: 2007 Doers and Dreamers Guide.

Activity 3.3.3: Promote the current TIANS Sustainable Tourism award as a means by which the Nova Scotia tourism industry can recognize excellence in sustainable coastal tourism development.

Lead: TIANS SMART committee

Timeline: Ongoing

Activity 3.3.4: Encourage RTIA's to create sustainable tourism awards for their regions and various sectors.

Lead: TIANS SMART committee

Timeline: by Fall 2006

Activity 3.3.5: Communicate the Nova Scotia tourism branding statement through other provincial departments in order to build policies and programs which help deliver the tourism promise regarding the coast.

Lead: NSTPC LTIP committee: SMART

Timeline: Ongoing

Activity 3.3.6: Create opportunities for coastal tourism operators using sustainable business practices (e.g. sustainable codes of conduct, environmental policies) to showcase and gain recognition for their operations by sharing their practices on the TIANS website and seek opportunities to do so at provincial, national and international forums.

Lead: TIANS SMART committee

Timeline: Ongoing

Goal 3.4: Increase awareness of the economic implications of Climate Change and Sea Level Rise on tourism revenue and the coastal tourism product.

Activity 3.4.1: Participate in coastal climate change related activities to bring the tourism perspective to discussion.

Lead: NSTPC LTIP committee: SMART and TIANS SMART committee

Timeline: Ongoing

Activity 3.4.2: Use the results of the Environment Canada study "Impacts of Sea-Level Rise and Climate Change on the Coastal Zone of Southeastern New

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Brunswick" as a model for further study in Nova Scotia on the economic effect of climate change and sea level rise on tourism.

Lead: NSTPC LTIP committee: SMART

Timeline: By 2007

Activity 3.4.3: Communicate with tourism industry on lessons learned in regards to climate change and adaptations to enable more informed coastal tourism planning by operators and preparedness of the industry.

Lead: TIANS SMART committee

Timeline: Ongoing

Activity 3.4.4: Seek opportunities to communicate with municipalities regarding the need for better land use planning that will account for coastal erosion and sea level rise. Promote appropriate development and coastal planning within all new development along the coast to minimize hardening of the shoreline which impacts coastal water and sediment movement and alteration of natural ecosystems.

Lead: TIANS SMART committee

Timeline: Ongoing

Strategy 4: CONSERVATION AND STEWARDSHIP

To increase protection and stewardship of coastal tourism assets through the creation of sustainable government and industry policies and programs, making Nova Scotia's tourism industry a leading practitioner in sustainable practices.

Goal 4.1: Increase tourism industry and coastal community knowledge of sustainable development, conservation and stewardship issues.

Activity 4.1.1: Through an outreach and education campaign, distribute Canada's Code of Conduct and Guidelines for Sustainable Tourism (see Appendix 1) to all TIANS members and industry contacts to make them aware of the code and guidelines.

Lead: TIANS SMART committee

Timeline: Spring 2006

Activity 4.1.2: Through advocacy opportunities, influence residents, local users, government, communities and the tourism industry to understand standards, best practices and benefits of advancing sustainable coastal tourism.

Lead: TIANS SMART committee

Timeline: Ongoing

Activity 4.1.3: Adapt Canada's Code of Ethics and Guidelines for Sustainable Tourism to a more local, 'how to' level by using examples generated from communication with TIANS members.

Lead: TIANS SMART committee

Timeline: by Fall 2006

Activity 4.1.4: Advocate a tourism industry position on coastal development which is consistent with Canada's Code of Ethics and Guidelines for Sustainable Tourism.

Lead: TIANS SMART committee

Timeline: Ongoing

Activity 4.1.5: Publish and publicize the TIANS led, Nova Scotia Sustainable Coastal Strategy Background Report as a source of information on coastal issues and government coastal initiatives in Nova Scotia.

Lead: TIANS SMART committee

Timeline: Spring 2006

Activity 4.1.6: Inventory the natural (habitat, ecosystems, flora and fauna), built and cultural coastal tourism resources most sensitive to disturbance; identify current and potential threats to these. Use this information to inform the Department of Tourism position at an interdepartmental policy level.

Lead: NSTPC LTIP committee: SMART

Timeline: 2006.

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Activity 4.1.7: Organize intra-Nova Scotia best practices information sharing on sustainable coastal tourism practices through industry to industry communication and potentially through open house best practice days.

Lead: TIANS SMART committee

Timeline: 2006.

Activity 4.1.8: Recommend a Tourism Atlantic “Competitiveness through Best Practices” mission focusing on promoting best practices, standards and models of success in sustainable coastal tourism development.

Lead: TIANS SMART committee

Timeline: Fall 2006

Activity 4.1.9: Continue to provide funding for groups to attend sustainable tourism workshops and investigate how to provide funding for individuals seeking to enhance operational sustainability of their businesses.

Lead: NSTPC LTIP committee: SMART

Timeline: Ongoing

Goal 4.2: Increase industry, coastal community and visitor appreciation of and connection with the natural and built coastal tourism assets.

Activity 4.2.1: Distribute literature through Visitor Information Centres promoting the importance of the coast and coastal ecosystems as part of a coastal experience and interpretive brochure.

Lead: NSTPC LTIP committee: SMART

Timeline: Summer 2006

Activity 4.2.2: Promote tourism industry participation in coastal clean-ups e.g. The Great Nova Scotia Pick-me-up / International Coastal Clean-Up, VIC's (having garbage collection kits), Adopt-a-Hwy, Adopt-a-lookoff, Adopt-a-Beach (new) and the established Foundation for Environmental Education (FEE) Blue Flag beach program.

Lead: TIANS SMART committee (Industry) and NSTPC LTIP committee: SMART (VIC's)

Timeline: Ongoing

Activity 4.2.3: Organize and publicize coastal tourism activities during Tourism Week.

Lead: Coordinated effort between TIANS SMART committee, NSTPC LTIP committee: SMART and Nova Scotia's Tourism Vision.

Timeline: June 5-11 2006.

Goal 4.3: Involve the tourism industry and communities in conservation, stewardship and the sustainable development of tourism in their region.

Activity 4.3.1: Develop expertise within TIANS to be a point of contact for tourism operators and the general public seeking advice on how to ensure tourism development is consistent with the Canada's Code of Ethics and Guidelines for Sustainable Tourism and for communities seeking advice on how other coastal development projects may impact coastal tourism.

Lead: TIANS SMART committee in conjunction with expert assistance.

Timeline: Ongoing

Activity 4.3.2: Seek opportunities to raise awareness of coastal development issues with coastal landowners / developers as it relates to tourism use. For example:

- Tourism concerns of the loss of traditional public access
- Building in or near sensitive ecosystems that house tourism values.
- The potential threats of climate change and damage to public property developed in inappropriate locations.
- Coastal processes (the way that beaches, dunes, salt marshes and wetlands develop and deteriorate through natural processes and also through actions such as hardening the shoreline by building rock walls and water barriers).
- Opportunities for working with NGO's such as Nova Scotia Nature Trust and Nature Conservancy of Canada on private land protection.
- Opportunities for partnerships with private landowners to become involved in coastal tourism businesses e.g. campgrounds, walking trails.

Lead: TIANS SMART committee in conjunction with expert assistance and resources.

Timeline: Ongoing

Goal 4.4: Influence the creation of provincial, federal and municipal policies and programs that support the sustainable development of coastal and marine tourism.

Activity 4.4.1: Seek, compile and communicate a tourism industry perspective on current initiatives of federal and provincial government departments, including environmental assessments and integrated coastal and oceans policy planning to ensure the tourism industry perspective is incorporated and considered in the planning activities and decision making processes of these related departments.

Lead: TIANS SMART committee

Timeline: Ongoing

Activity 4.4.2: Seek opportunities to advocate for a provincial government process to develop an integrated coastal zone management (ICZM) plan for Nova Scotia to protect and maintain tourism values on coastal land. This could

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involve the establishment of a Coastal Secretariat or similar in Nova Scotia. Communicate to the tourism industry and engage them to become involved.

Lead: TIANS SMART committee

Timeline: Ongoing.

Activity 4.4.3: Seek opportunities to advocate for incorporating a Statement of Provincial Interest for coastal ecosystems into the Municipal Government Act and for improved land use regulation at the municipal level as an important step in planning sustainable coastal tourism development. Communicate to the tourism industry and engage them to become involved.

Lead: TIANS SMART committee

Timeline: Ongoing

Activity 4.4.4: Advocate for the protection of strategic coastal crown land and access routes and the acquisition, protection and remediation (if necessary) of strategic private coastal land with tourism values by the provincial government, private landowners and non-governmental groups that have legal sanction to assist landowners in placing protection easements on properties.

Lead: TIANS SMART committee

Timeline: Ongoing

Activity 4.4.5: Work with other departments and non-governmental groups to secure strategic coastal crown land and the acquisition and protection of strategic private coastal land with tourism values and watershed areas that are part of the tourism product or which impact the quality of the tourism product.

Lead: NSTPC LTIP committee: SMART

Timeline: Ongoing

Activity 4.4.6: Advocate for the acquisition and protection of wilderness and watershed areas to ensure that inland areas remain an important part of the tourism product and to ensure that the coastal tourism product is not impacted by detrimental watershed activities.

Lead: TIANS SMART committee

Timeline: Ongoing

Activity 4.4.7: Work with the Department of Natural Resources on provincial parks to bring the tourism use perspective to decision making such as adequate facilities, signage and interpretation.

Lead: NSTPC LTIP committee: SMART

Timeline: Ongoing

Appendix 1: Canada's Code of Ethics & Guidelines for Sustainable Tourism

Developed for the Tourism Industry Association of Canada and Parks Canada. March 2005

The Canadian Tourism Industry Vision

Canada will be the premier four-season destination to connect with nature and to experience diverse cultures and communities.

The Canadian Tourism Industry Mission

Canada's tourism industry will deliver world-class cultural and leisure experiences year round, while preserving and sharing Canada's clean, safe and natural environments. The industry will be guided by the values of respect, integrity and empathy.

The Tourism Industry Association of Canada and Parks Canada Definition of Sustainable Tourism

Sustainable tourism actively fosters appreciation and stewardship of the natural, cultural and historic resources and special places by local residents, the tourism industry, governments and visitors. It is tourism which is viable over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.

Ethics

The Canadian tourism industry is guided by the values of *respect, integrity and empathy* in designing, delivering and marketing sustainable tourism products, facilities and services.

Ends

A sustainable tourism industry that:

- Promotes sensitive appreciation and enjoyment of Canada's natural and cultural heritage, contemporary landscapes, cultures and communities.
- Balances economic objectives with safeguarding and enhancing the ecological, cultural and social integrity of Canada's heritage.
- Shares responsibility by being a full participant and contributor to the economic, environmental and cultural sustainability of the destinations and assets it utilizes.

Benefits

The tourism industry recognizes that fostering sustainable tourism practices addresses its *triple bottom line* of economic, environmental and social performance.

Travellers benefit from:

- Access to high-quality products and services that support positive experiences and respect socio-cultural and environmental sustainability;
- Access to opportunities that support a variety of service interests, recreational interests, skill sets and income levels; and
- Opportunities, now and in the future, to experience natural, cultural and social environments that have retained their integrity.

Tourism providers benefit from:

- Lower costs through more efficient use of resources and the reduction of waste;
- Sound planning and management of new and existing tourism opportunities, which leads to increased business certainty over the long term; and
- Canada's improved global competitive position through heightened recognition as a world leader in the implementation of sustainable tourism practices.

Host communities benefit from:

- Positive contributions to their natural, social and cultural environments and economic well-being;
- Respect for their rights and values; and
- Full participation in the decisions which affect the development of their community as a tourism destination.

Guidelines

We regard Sustainable Tourism as a guiding concept for the sound management of Canada's tourism experiences. We will honour the following guidelines in balancing economic objectives with respect for the natural, cultural and social environments in which we work.

To this end, we will:

1. Protect Natural and Cultural Heritage Resources

Support and contribute to the protection, enhancement and restoration of the integrity of natural and cultural heritage resources and places; encourage the establishment of parks, sites and reserves; support legislation to ensure protection of historic places and resources; condemn wilful destruction of heritage resources; and work to enhance public awareness and involvement in the protection of heritage.

2. Promote Appreciation and Enjoyment

Enrich travel experiences, understanding and enjoyment by providing accurate information, engaging presentations and opportunities to connect with Canada's natural and cultural heritage; and foster support for the protection and sensitive use of heritage resources and places.

3. Respect and Involve Host Communities

Respect the rights and values of host and local communities, property owners and Aboriginal peoples; educate communities about the importance of tourism and provide them with a meaningful role in planning and decision-making for the design, development and delivery of tourism programs and services; and optimize the long-term economic, social, cultural and environmental benefits to the community.

4. Influence Expectations and Use

Influence traveller expectations through marketing, trip-planning materials and tourism activities which foster responsible use and enjoyment of our nature, culture and communities; and support leading-edge services and facilities that respect heritage resources and places while achieving economic goals.

5. Minimize Impacts

Limit the negative impacts of tourism on the natural and cultural environment through the responsible use of resources, effective waste management and minimizing of pollution; limit activities, services and facilities to levels that do not threaten the integrity of heritage resources or systems while continuing to support economic goals and traveller access; and seek innovative solutions to mitigate or avoid undesirable environmental, social and cultural impacts.

6. Raise Awareness

Conduct research to expand the knowledge base upon which sound sustainable tourism decisions depend; share the knowledge through education programs, staff training and scholarships; and recognize excellence and best practices through awards and accreditation programs.

7. Work Together

Advance sustainable tourism by working with governments, communities, stakeholders, travellers and other industries to agree upon common goals, contribute to co-ordinated and co-operative actions, exchange information, technologies and solutions, and develop shared plans.

8. Contribute Globally

Show leadership in sustainable tourism by honouring international commitments; participate in international policy development and initiatives; contribute to the building of capability on a world scale; and share best practices and technologies with other countries.

Appendix 2: Sustainable Coastal Strategy Committee Members:

Trevor Adams, Metro Guide Publishing since March 2005

Eleanor Anderson, Director, Nova Scotia Tourism Vision (since Summer 2005)

Bill Hay, Committee Chair & Mastodon Ridge Developments (since December 2004)

Mary-Jo MacKay, Tourism Development Officer, Tourism, Department of Culture and Heritage (since December 2004)

Jennifer McKeane, Advocacy and Alliances Coordinator, TIANS (since March 2005)

Ella McQuinn, Vice Chair, McQuinn & Co. Marketing (since Dec 2004)

John Meehan, Owner, Elephant's Nest Bed and Breakfast (Since Fall 2005)

Scott Sanford, East Coast Outfitters (Since Fall 2005)

Carol Taggart, Howard Johnson Hotel and Convention Centre (since December 2004)

Sean Weseloh McKeane, Coastal Coordinator, Ecology Action Centre (since April 2005)

Kim Whytock, Tourism Strategist, Kim Whytock & Associates (since January 2005)

Past Committee Members:

Judith Cabrita, ex President TIANS and Tourism Solutions, (until Dec 2004)

Tanya Taylor White, Parks Canada (until July 2005)

Carol Thorn, President, Tourism Industry Association of Nova Scotia (since January 2005)

Appendix 3: Summary: Nova Scotia Sustainable Coastal Strategy Background Report

The background report for the Nova Scotia Sustainable Coastal Strategy assisted the committee in the development of the strategy. It was researched and written by two TIANS staff members in June to September 2004. The actual report was 58 pages. The following is a summary only. It was used by the committee along with the outcomes of the Coastal Tourism Stakeholder Visioning Workshop at Oceanstone Inn, September 2, 2004 to develop informed goals and actions for the development of coastal tourism in Nova Scotia.

Summary:

Nova Scotia is a coastal province. This fundamental relationship is not just visible in the coastal landscapes, but is reflected in the economy and culture of all areas of the province. Today's newspapers are littered with indications of the decline of Nova Scotia's coastline. The challenges and threats facing the coastline are interconnected and complex. A large part of this complexity is due to the rapidly changing character and nature of the coastline across Nova Scotia.

These changes extend beyond culture and traditional land uses. Natural changes, both within and beyond the control of humans, have and will continue to have a profound influence on the coast of Nova Scotia. A strategy must be developed to integrate these responses and develop a plan to sustainably manage Nova Scotia's entire coastline to ensure its future and the well-being of future generations.

It is no exaggeration to say that Tourism in Nova Scotia would not be where it is today without such a valuable resource we have in the coastline. While Tourism is a critical part of Nova Scotia's economy and the coast is important for Tourism and Nova Scotia as a whole, proof of this relationship is difficult to ascertain. In fact, many coastal policy experts believe that Tourism operators and economists have not made efforts to analyze the economic contribution of the marine sector and see a shortage in statistics on the market trends of coastal and marine Tourism.¹ These numbers are difficult to ascertain. Tourism is a "demand-side" industry and does not supply a homogenous product or service. The offerings are many and varied and difficult to fully analyze.

The Tourism Industry has reaped and will continue to reap many benefits from the coast of Nova Scotia. To ensure this future use, TIANS, the Department of Tourism, Heritage and Culture and the Tourism Vision Team have committed to the sustainable use, both now and in the future, of our most valuable Tourism resource.

The Sustainable Coastal Strategy for Tourism is a project initiated by the Sustainable Coastal Strategy Committee (SCSC) to work towards achieving recommendation number three of the *Vision for Tourism*. The task of the SCSC is to ensure that growth in Tourism revenues occurs sustainably, preserving the natural and man-made assets

¹ Attanya, Paul E. 1995. "Integrated management as a framework for planning and management of cultural and environmental impacts of coastal and marine tourism in Nova Scotia." Marine Affairs Program, Dalhousie University. Unpublished Thesis.

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upon which Tourism relies. This report is a component of the SCSC's work towards achieving a Sustainable Coastal Strategy for Tourism.

This report is intended as a tool for the tourism industry. It is a summary of internet and literary research, as well as personal interviews with stakeholders in both tourism and coastal management. The intent of the report is to inform the tourism industry about coastal management and potential applications of coastal management to tourism. Beyond a simple understanding of the impacts of tourism on the coastline, the report has the following objectives:

- To assess the state of Nova Scotia's coastline and pressing issues that threaten it;
- To assess the current governance framework in Nova Scotia and Canada as a whole with regards to coastal management;
- To examine existing coastal management initiatives throughout Nova Scotia;
- To examine best practices throughout the world that might inform coastal management in Nova Scotia; and
- To develop a series of recommendations for the Nova Scotia tourism industry to aid its development of a Sustainable Coastal Strategy for Tourism and to promote the development of integrated coastal zone management throughout the province.

The scope of the report is necessarily limited to providing information to the Sustainable Coastal Strategy committee in order for the committee to make recommendations on goals and actions to implement.

The **first** and **second** components of the report, chapters 2 and 3, are essentially a background study of coastal management, planning and protection. These sections assess the current status of the coastline in Nova Scotia and explore the governance framework under which coastal management must take place.

Coastal Zone and Integrated Coastal Zone Management

Definitions of the Coastal Zone and Integrated Coastal Zone Management are explored. Because of Nova Scotia's coastal nature, coastal management is applicable to the entire province. All activities throughout the province can have a direct or indirect affect on the quality of Nova Scotia's coastal zone. This makes defining the coastal zone in Nova Scotia quite easy, for the entire province is the coastal zone. However, management is made more difficult, for coastal management must consider all activities throughout the entire province.

The generally accepted term for coastal management that takes into account all stakeholder considerations and reaches well-balanced management decisions is "integrated coastal zone management" (ICZM).

Coastal Issues

Various general coastal issues that face Nova Scotia are described and include; public access, protected beaches, water quality, cultural losses, fish habitat, development and land values, fisheries and aquaculture and global climate change.

Current Governance Framework

The report explains the major departments involved in coastal areas federally, provincially and municipally, the focus of each department in relation to coastal management and relevant legislation directly related to coastal issues. Despite the numerous departments and agencies within government that have been charged with management of coastal resources, there is no one body that coordinates all aspects.

Federal:

Federal jurisdiction over coastal waters technically ends at the low-water mark along the coastline, where the province takes over. Thus, the federal government has direct control only over the coastal waters from the low water mark to the 200 nm (nautical mile) line. Because the health of coastal waters is dependent on land-based processes, management of activities within these coastal waters has only a partial effect on the health of the coastline as a whole.

The Department of Fisheries and Oceans (DFO) is most responsible for coastal management at the federal level. Through the *Oceans Act* (1996) and *Canada's Oceans Strategy* (2002), which followed in its footsteps, the federal government has committed to fully integrated management of the coastal and marine environments in co-operation with all concerned stakeholders. Additional federal authority and responsibility over coastal areas comes through the *Fisheries Act* (1985). Federal control over coastal waters is supplemented by control over land-based activities that affect coastal waters.

Environment Canada (EC) plays a key role in coastal management as well. Under the *Canada Water Act* (1985), EC has committed to protecting and enhancing the quality of water resources and to promoting the wise and efficient management and use of water.² While not directly involved in regulatory matters, EC plays a major role in developing policy and funding research related to water resources.

Provincial:

There are three provincial government departments in Nova Scotia that have a direct role and responsibility in coastal areas, including the Department of Natural Resources, the Department of Environment and Labour and the Department of Agriculture and Fisheries.

The Department of Natural Resources (DNR) has been charged with management of most of the crown land in the province. All 94 protected beaches in Nova Scotia are administered by DNR under the *Beaches Act*, in which case DNR manages both public and privately owned land.³ Responsibility for Provincial Parks falls under DNR jurisdiction, including Provincial Parks on the coastline.

The Department of Environment and Labour (DEL) is responsible for regulatory control of the health of Nova Scotia's natural environment. The major legislation under which they operate is the *Environment Act*. Under this Act, DEL is responsible for watershed management and water quality – including wastewater management –

² Canada Water Act. 1985. R.S.C. Chapter C-11.

³ Beaches Act. 1989. R.S.N.S. Chapter 32.

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throughout the province.⁴ Additionally, DEL is responsible for the designation and management of protected areas, both wilderness areas and special places. This authority comes from the *Wilderness Areas Protection Act* and the *Special Places Protection Act*.^{5, 6} As of 2004, seven of the thirty-one protected wilderness areas include coastal lands.

The Department of Agriculture and Fisheries (DAF) is responsible for management of many elements of federal coastal waters. Regulation and promotion of fisheries and aquaculture are two of its major functions. The *Fisheries and Coastal Resources Act* (1996) defines the direction in which DAF is headed, outlining eight objectives. The objectives most relevant to coastal management include:⁷

- Service, develop and optimize the harvesting and processing segments of the fishing and aquaculture industries for the betterment of coastal communities and the Province as a whole
- Assist the aquaculture industry to increase production
- Expand recreational and sport-fishing opportunities and ecotourism
- Foster community involvement in the management of coastal resources

While responsibility for all coastal waters lies with the federal government, management of aquaculture and fisheries lies with the DAF. Site leasing of crown land and licensing of aquaculture is a responsibility of the DAF, though it takes place in federal territory. Licensing and leasing responsibility were turned over to the province in 1986.

Service Nova Scotia and Municipal Relations (SNSMR) is responsible, among other things, for managing land use planning throughout the province and for ensuring that the *Municipal Government Act* (1998) is upheld. SNSMR has no zoning power and cannot require municipalities to adopt official plans. It can require, however, that all planning conforms to the Statements of Provincial Interest, schedule B in the *Municipal Government Act*.

Municipal:

Only 45% of the landmass of the entire province is regulated through direct land use planning. The rest, 55% of Nova Scotia, is unplanned except for the standard requirements that come under the Provincial Subdivision Regulations, Provincial Building Codes and provisions of the *Environment Act*. Unplanned areas, however, are held accountable under the Statements of Provincial Interest.

The **third** and **fourth** components of the report, chapters 4 and 5, are the identification of existing initiatives within Nova Scotia and throughout the world. The reasons for inclusion of initiatives within Nova Scotia include the need to avoid duplication of initiatives, to identify existing initiatives that can be further supported and to take lessons from initiatives that have experienced the realities of coastal management in Nova Scotia. Analysis of best practices internationally brings an awareness of the variety of measures that can be taken to improve coastal management measures in Nova Scotia.

⁴ Environment Act. 1994-95. R.S.N.S. Chapter 1.

⁵ Wilderness Areas Protection Act. 1998. R.S.N.S. Chapter 27.

⁶ Special Places Protection Act. 1989. R.S.N.S. Chapter 438.

⁷ Fisheries and Coastal Resources Act. 1996. R.S.N.S Chapter 25, S. 2.

Initiatives

Federal:

Department of Fisheries and Oceans. Off-shore management has begun in the Eastern Scotian Shelf Integrated Management Project (ESSIM), a pilot project under the Oceans Strategy.

ESSIM has also led to collaborative planning in the Bras d'Or Lakes watershed between the federal, provincial and local first nations government as well as community members and other key stakeholders.

Environment Canada has established a number of initiatives under the Atlantic Coastal Action Program (ACAP). All have a watershed-based approach.

Parks Canada has played a critical role in a coastal planning initiative for the West Coast of the Great Northern Peninsula in Newfoundland. PC has made progress toward community-based coastal planning. Management of the Seaside Adjunct of Kejimikujik National Park and National Historic Site has provided coastal protection for breeding areas of protected species. The Seaside Adjunct has also served as a site for monitoring coastal processes to better inform coastal management throughout Nova Scotia.

Provincial:

Ten years ago, all of the provincial departments described below, including NSTCH, participated in developing *Coastal 2000*. This was a consultation process and integrated effort between various provincial departments to produce a strategy for managing Nova Scotia's coastline.⁸ Its recommendations were never carried out.

Department of Natural Resources (DNR): Under the DNR Strategic Plan of 1994, DNR has committed to Integrated Resource Management (IRM) of all crown land in each of the 39 eco-districts in Nova Scotia. This allows for stakeholder involvement in the planning process from all areas, including representation from NSTCH.⁹

DNR supports coastal tourism and access through management of provincial parks. Many of these parks are located on the coastline and provide a coastal experience for both visitors and local residents.

The Department of Environment and Labour (DEL). DEL focuses much of their management efforts on water supply areas. DEL has also made a commitment to setting aside protected areas that represent all of Nova Scotia's 80 natural landscapes. Currently, 31 representative protected areas exist, 7 of which are on the coastline.

Department of Agriculture and Fisheries (DAF). Through aquaculture licensing, support and monitoring, DAF promotes sustainable economic development along the coastline. It also houses the coordination for the Provincial Oceans Network, a

⁸ Nova Scotia Department of Environment and Labour, Nova Scotia Department of Fisheries. 1994. "Coastal 2000: a consultation paper produced through the Nova Scotia Land Use Council." Coastal Issues Working Group.

⁹ Gillis, Hugh. Department of Natural Resources. August 13, 2004. Personal Communication.

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provincial interdepartmental network which discusses coastal and oceans related policy and regulatory issues. DAF has also made public a database of all boat launches throughout Nova Scotia. This detailed database, a valuable asset for the tourism industry, can be found at: <http://www.gov.ns.ca/nsaf/marine/ramps/>.

Service Nova Scotia and Municipal Relations (SNSMR): The Municipal Government Act allows municipalities to define watercourse setbacks.

Department of Tourism, Culture and Heritage (NSTCH):

Is a partner in the Tourism Vision and an active participant in the Sustainable Coastal Strategy Committee. It is also focusing efforts on creating coastal interpretive information for visitors to the province and participates in the Provincial Oceans Network.

Voluntary Planning is a unique initiative in Nova Scotia that supports public input into issues that are identified as important by the provincial government.¹⁰ An important issue that was recently addressed through Voluntary Planning was that of non-resident land ownership. It recognized that public access to the coastline was an increasingly large issue throughout the province. Of the 21 recommendations in the final report of the Non-resident Land Ownership Task Force, recommendations 11-20 dealt specifically with access to the coastline, suggesting remedies from a developing a provincial land-use planning agency to an inventory of all traditional public access routes.¹¹ Many of the recommendations made under this report were never acted on.

Municipal:

Municipalities play a key role in coastal management because of their role in land use planning. However, municipalities are limited by three important factors: they have limited powers under the *Municipal Government Act (MGA)*; many do not even have basic land-use plans; and their resources are already thinly spread.

The Municipal Government Act has no specific measures to protect coastal areas. However, general planning tools are provided which can be used for this purpose. For example, municipalities can and do create setbacks from watercourses within zoning by-laws.

Non-government initiatives:

Non-government initiatives have proven to be quite effective for coastal management in Nova Scotia.

The Gulf of Maine Council on the Marine Environment (GOM) is a powerful organization with representation from both American states and Canadian provinces adjacent to the Gulf of Maine (from Massachusetts to Nova Scotia). This organization has created a network of government and non-government individuals and organizations that have united over their concern with the quality of the coastline and marine environment in the Gulf of Maine.

With representation by individuals within DFO, EC, DAF, DEL, TIANS and other organizations and agencies, the Council is involved in research, organizes conferences and public education, forms stakeholder partnerships, performs environmental monitoring and supports initiatives to promote a healthy Gulf. Specific on-the-ground

¹⁰ Voluntary Planning: A Citizen's Policy Forum. 2004. <http://www.gov.ns.ca/vp/index.htm>. June 27, 2004.

¹¹ Non-Resident Land Ownership Task Force. 2001. "Final Report." Voluntary Planning, Halifax, Nova Scotia.

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efforts include a number of salt marsh reclamation projects and a comprehensive seabed-mapping program for the entire Gulf.¹²

The Bay of Fundy Ecosystem Partnership (BoFEP) is similar in approach to the GOM but represents the interests of New Brunswick and Nova Scotia. Their efforts have focused on coordinating multiple coastal and ocean management efforts, from water quality monitoring to full ecosystem assessment of the Bay.¹³ Membership includes community groups and individuals, both government and non-government.

The Atlantic Coastal Action Program (ACAP) is included in non-government initiatives because of the grassroots nature of each individual ACAP program. While supported by EC, initiatives are carried out by local community members. The programs are a successful example of working community involvement in coastal management. Additionally, when EC funding runs out, the groups involved will again be self-supporting.

The Clean Annapolis River Project (CARP) is a program supported by ACAP. One of the most successful ACAP-supported project, CARP has been in existence since 1990 and supports a wide variety of initiatives, including watershed and coastal management, community education, pollution prevention and water quality monitoring.¹⁴ ACAP programs such as CARP are expected to lay the groundwork for community involvement in improving the quality of the environment.¹⁵

Coastal Communities Network (CCN) is an organization dedicated to promoting sustainable development within Nova Scotia's coastal and rural communities.¹⁶ CCN represents many coastal and rural community organizations. CCN has recently published a report entitled "Between the land and the sea: the social and economic importance of wharves and harbours in Nova Scotia." This report highlights the changing nature of coastal communities and the need for action to be taken to protect these communities and manage the coastal zones in which exist and upon which they rely.¹⁷

Canadian Climate Impacts and Adaptation Research Network (C-CIARN) is a national organization with an Atlantic branch that provides a forum for researchers to coordinate research and develop strategies to ameliorate the effects of global climate change.¹⁸ A recent conference dealt with the effects of climate change on coastal trail infrastructure and other tourism resources.

Coastal Zone Canada Association (CZCA) is a national organization that supports sustainable management and conservation of Canada's coast. Every other year, CZCA hosts a conference that serves to bring together coastal managers, researchers and planners from all over the country.¹⁹

Oceans Management Research Network (OMRN) is a nation-wide interdisciplinary forum with a mandate to bring researchers, managers and policy makers together to provide timely and innovative information concerning oceans management.

Atlantic Coastal Zone Information Steering Committee (ACZISC): An information sharing and networking organization devoted to integrated coastal and ocean

¹² Gulf of Maine Council on the Marine Environment. 2004. <http://www.gulfofmaine.org/>. July 18, 2004.

¹³ Bay of Fundy Ecosystem Partnership. 2004. <http://www.bofep.org>. July 19, 2004.

¹⁴ Clean Annapolis River Project. 2004. <http://www.annapolisriver.ca/mission.htm>. August 3, 2004.

¹⁵ Robinson, Guy M. 1997. "Community-based planning: Canada's Atlantic Coastal Action Program." *The Geographical Journal* 163, 1: 25-37.

¹⁶ Coastal Communities Network. 2004. <http://www.coastalcommunities.ns.ca/>. August 4, 2004.

¹⁷ Coastal Communities Network. 2004. "Between the land and the sea: The social and economic importance of wharves and harbours in Nova Scotia." Pictou, Nova Scotia.

¹⁸ Canadian Climate Impacts and Adaptation Research Network. 2004. <http://www.dal.ca/~cciarn/>. August 3, 2004.

¹⁹ Coastal Zone Canada Association. 2004. <http://www.czca-azcc.org/English.htm>. July 17, 2004.

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management. In partnership with the Oceans Institute of Canada, ACZISC periodically commissions comprehensive analyses of the economic value of coastal and ocean resources for each of the Atlantic Provinces. The ACZISC website also serves as a valuable resource for coastal management research and initiatives, and a monthly email newsletter serves to communicate current events and issues in coastal management.²⁰ Membership includes representatives from DFO, EC, DAF, C-CIARN other agencies and organizations involved in coastal management.

Bay of Fundy Tourism Partnership: An organization that supports and promotes the development of the Bay of Fundy as a global destination for sustainable, high quality nature Tourism. The program is supported by tourism operators as well as government agencies such as NSTCH and the Atlantic Canada Opportunities Agency (ACOA).²¹ While the key objective is to increase tourism revenues, this partnership supports sustainable tourism use of the coastline in the Bay of Fundy and promotes inter-provincial dialogue concerning responsible use of the coastline.

Southern Gulf of St. Lawrence Coalition on Sustainability (SGSLCS): A coalition that includes membership of all maritime provinces and Quebec that supports the sustainable use of the Southern Gulf of St. Lawrence ecosystem and its communities.²²

Nova Scotia Nature Trust (NSNT), Nature Conservancy of Canada (NCC): These organizations work to protect land from development through land purchase or conservation easement agreements.^{23, 24}

Nova Scotia Coastal Coalition: This newly formed organization has brought together a number of organizations from throughout Nova Scotia to pressure the provincial government for better coastal management strategies. Organizations involved include small local groups such as the Kingsburg Coastal Conservancy and larger groups such as the Coastal Communities Network, which in turn represents many smaller community groups. TIANS has played a strong role in the development of this group through its business-oriented perspective.

Genuine Progress Index Atlantic (GPI Atlantic) is a non-profit research organization committed to developing a new measure of progress that includes sustainability, well-being and quality of life. The research of GPI Atlantic is concerned with the entire economic costs of various issues and has determined the value of Nova Scotia's water resources and the cost of its degradation, the long-term value of the Halifax Harbour clean-up and the actual value of Nova Scotia's fisheries.²⁵

The Tourism Industry Association of Nova Scotia is a membership-driven organization that acts as an advocate for tourism in Nova Scotia. TIANS has taken ownership of recommendation 3 of the *Vision for Tourism* and has led the process to develop a Sustainable Coastal Strategy for Tourism.

²⁰ Atlantic Coastal Zone Information Steering Committee. 2004. <http://www.dal.ca/aczisc/>. June 23, 2004.

²¹ Bay of Fundy Tourism Partnership. 2004. <http://www.bayoffundytourism.com/welcomepage.htm>. July 9, 2004.

²² Southern Gulf of St. Lawrence Coalition on Sustainability. 2004. <http://www.coalition-sgsl.ca/main/en/about.html>. July 23, 2004.

²³ Nova Scotia Nature Trust. 2004. <http://www.nsnt.ca/>. July 17, 2004.

²⁴ Nature Conservancy of Canada. 2004. <http://www.natureconservancy.ca/files/frame.asp?lang=e ®ion=1&sec=welcme>. July 17, 2004.

²⁵ Genuine Progress Index Atlantic. 2004. <http://www.gpiatlantic.org>. June 24, 2004.

Best Practices around the world

Chapter **five** outlines best practices around the world in coastal and oceans management.

United Nations:

A UN initiative that has brought coastal management and sustainable tourism together is the Blue Flag Programme. The Blue Flag Programme is a voluntary certification program for beaches used to encourage implementation of environmental policies. Blue Flags are awarded to participating beaches based on achievements in water quality, safety and services, environmental management and environmental education and information.²⁶ The flag can then be flown at a participating beach that prove successful in each of the four categories. The Blue Flag program could possibly be utilized in Nova Scotia's beaches. Other award programs could also be developed to recognize tour operators that have respect for the coastline and make contributions to coastal management.

Australia:

Australia has adopted a coastal strategy at the federal level and has made significant progress in protecting its coastlines. Responsibility is also passed along to local governments and community and industry stakeholders.

The *Commonwealth Coastal Policy (CCP)* serves to guide federal coastal initiatives throughout Australia without hindering the development of state and local level approaches to coastal management issues. For this reason, the *CCP* emphasizes the development of programs and initiatives that further support existing local and state initiatives.

Australia's Department of Environment and Heritage has developed a resource for sustainable coastal tourism. Entitled "Coastal tourism: a manual for sustainable development", the manual is intended to provide assistance to tourism operators and developers. The manual can be found at <http://www.deh.gov.au/coasts/publications/coastal-tourism/>

Victoria, Australia

The *Victorian Coastal Strategy (2002)* was developed by the State of Victoria under the Commonwealth Coastal Policy. The VCS acts as framework for Ecologically Sustainable Development (ESD). The three pillars of sustainability are considered integral aspects of the strategy, emphasizing the environmental, social and economic significance of the coast. However, protection remains the central tenet through any future evolution of the strategy and is at the top of the hierarchy of planning principles within the strategy. The hierarchy identifies "protection" as the main priority, then "sustainable use", "direction" and finally "development".²⁷

²⁶ UNEP Sustainable Tourism. 2004. "Awards for Improving the Coastal Environment." http://www.uneptie.org/pc/tourism/sensitive/blue_flag.htm. July 18, 2004.

²⁷ Wescott, Geoff. 2004. "The theory and practice of coastal area planning: Linking strategic planning to local communities." *Coastal Management* 32: 95-100.

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Victoria's strategy is based on a vision for the coastline developed by communities. Victoria manages crown coastal land through management committees often at local levels.

Important to Australia's coastal strategy is management at a local level through its Coastcare program. Coastcare is a federal program administered at the state level and carried out by local communities. Coastcare operates through awarding grants to small organizations to carry out small-scale projects.

France:

France has acted on the general objectives of conservation of an "unspoilt third" of France's coastal zone, preservation of 40 percent of the coastline from construction and quality targets for bathing waters. In approaching its first objective, France has established a Coastal Conservatory to acquire land attractive to developers to ensure that it is properly protected and managed. Instead of acquiring cheap coastal land to bring up the quantity of crown lands, France has moved toward acquisition of prime coastal lands suitable for development. This method of strategic acquisition, priority-based rather than capacity-based, allows for protection of critical areas on the coastline.

France's attempt to improve the bacteriological quality of bathing waters has had one of the highest success rates in Europe. Over 93% of bathing waters are of good quality.²⁸

Despite strong federal investment, France sees little local level involvement in coastal management.

Portugal:

Portugal adopted a new approach to tourism in the early 1990's. The change in approach is for two reasons, an attempt to increase tourism revenues while halting or even reversing environmental pressures and damage from tourism in coastal zones. Recent tourism initiatives have been designed to promote sustainable development and spread development away from coastal areas.

The change has been substantial. A national tourism plan has been created, legislation on nature tourism and protected areas has been implemented and land-use planning tools have been developed at the national, regional and local levels. Alongside the municipal land-use plans that now cover the entire country stand environmental guidelines for tourism providers. Promotion of more environmentally friendly tourism (ecotourism, agro-tourism and nature tourism) has been forthcoming and environmental impact assessments (EIAs) have been applied to tourism projects. To monitor progress, an extensive inventory of tourism resources has been made and tourism-environment indicators are being developed. In effect, environmental and tourism regulation has merged.²⁹

Portugal hopes to implement a number of other strategies in the near future, including efforts to.³⁰

²⁸ Organization of Economic Co-operation and Development. 1997. "France." <http://www.oecd.org/dataoecd/9/4/2447902.pdf>. August 7, 2004.

²⁹ Organization for Economic Co-operation and Development. 1993. "Portugal." <http://www.oecd.org/dataoecd/8/35/2451375.pdf>. August 7, 2004.

³⁰ Ibid.

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- Continue seeking to reduce pressures on the environment from tourism and related transport (e.g. by spreading tourism demand over time and space)
- Promote the integration of sustainable tourism in local economies (e.g. coastal areas that are under intense pressures from tourism, as well as relatively poor inland areas)
- Develop the use of economic instruments (e.g. access fees, airport charges, taxation of second homes in line with the polluter pays and user pays principles).

The United States of America:

The federal government adopted the *Coastal Zone Management Act* in 1972, one of the first major legislative commitments to coastal management. The Act was created to provide a national framework for improved State management of coastal lands and waters. The overall national goal is “to preserve, protect, develop and, where possible to restore or enhance the resources of the Nation’s coastal zone.” It was designed to provide broad policy guidance, federal financial resources and legal tools as incentives to coastal and Great Lakes states and island and territorial jurisdictions wishing to upgrade their capacity for coastal management.³¹ The federal government provides funding for this so long as the states are in compliance with the *Coastal Zone Management Act*.

In 2000, Congress passed the *Oceans Act*, which acknowledged the importance of oceans to the United States. With this commitment, the President appointed a 16-member commission to establish findings and develop recommendations for a comprehensive federal ocean policy. The U.S. Commission on Ocean Policy has, as of 2004, submitted a preliminary report with a number of initial recommendations, including the need to increase ocean education through formal and informal programs, strengthen the link between coastal and watershed management, create measurable water pollution reduction goals (particularly for nonpoint sources and strengthen incentives, technical assistance and other management tools to reach those goals), reform fisheries management and establish an Ocean Policy Trust Fund based on offshore oil and gas revenue to pay for implementation.³²

Maine

[\(HTTP://WWW.STATE.ME.US/SPO/MCP/\)](http://www.state.me.us/spo/mcp/)

The population of Maine is tied strongly to the coast, with nearly 50% of the population living near the coast. Additionally, Maine is visited by over 6 million tourists every year. Because of the importance of the coast, Maine has made a strong commitment to coastal management.

Maine has adopted a networking approach to coastal management, in which many partners work together to ensure proper management. The Coastal Program undertakes or supports projects in the areas of sustainable economic development, environmental stewardship and education, marine fisheries management, coastal hazards and public access.³³

³¹ Hershman, Marc J., James W. Good, Tina Bernd-Cohen, Robert F. Goodwin, & Virginia Lee Pam Pogue. 1999. “The effectiveness of coastal zone management in the United States.” *Coastal Management* 27: 113-138.

³² U.S. Commission on Ocean Policy. 2004. “Preliminary report: Executive summary.” United States Government, pg. 17.

³³ Maine Coastal Program. 2004. “Maine Coastal Program.” Government of Maine. <http://www.maine.gov/mcp/>, July 29, 2004.

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The Right-of-Way Discovery Grant Program provides loans of up to \$1,000 for municipalities or local land trusts to research forgotten or overlooked public rights-of-way. Additionally, priority areas for public access to coastal waters have been identified in order to guide further efforts to provide such access.³⁴

Maine has established a number of programs to support public education and awareness concerning the coastline.

Shoreline buffer zones have been established in freshwater, tidal and coastal areas. Land within these buffer zones has been classified according to its potential development and given ratings from “yes” (appropriate for development that complies to all land use standards) to “no” (not appropriate for development). The land use standards include minimum setbacks of 30 m (100 ft) from any watercourse, which restricts residential and road development. All subdivisions within 83 m (250 ft) of the coast must be reviewed to prove that they will have no negative impact on the shoreline or water quality.

New Hampshire

([HTTP://DES.NH.GOV/COASTAL/](http://des.nh.gov/coastal/))

The New Hampshire Coastal Program exists within the Department of Environmental Services under the Watershed Management Bureau. The mission of the Coastal Program is to “balance the preservation of natural resources of the coast with the social and economic needs of this and succeeding generations.”³⁵ The Coastal Program focuses on five major areas including: coastal pollution, public access to coastal lands and waters, community stewardship and awareness, protection of coastal natural resources and economic development.

Coastal Clean-up:

New Hampshire is involved in a number of initiatives to support coastal clean-up.

Education:

Educational efforts are carried out by the Coastal Education Initiative, which gives funding to schools and other organizations to promote coastal education.

Land Use Planning:

New Hampshire has taken on a similar approach to coastal management as Maine with zoning and setbacks and regulation over activities that can occur in the coastal zone.

Restoration:

Efforts to restore ecologically degraded areas of the coastline take the form of salt marsh reclamation and monitoring and fisheries habitat restoration.

³⁴ Maine Coastal Program and Maine Department of Marine Resources. 2001. “Coastal water access priority areas for boating and fishing.” Government of Maine.

³⁵ NHDES Coastal Program. 2004. “Coastal Program.” Government of New Hampshire. <http://des.nh.gov/Coastal/>, July 18, 2004.

California

[\(\[HTTP://WWW.COASTAL.CA.GOV\]\(http://www.coastal.ca.gov\)\)](http://www.coastal.ca.gov)

Coastal tourism is a key component of California's economy. In fact, \$9.9 billion of the \$55 billion tourism industry comes from coastal tourism.³⁶ Additionally, there has been increased participation by local residents in recreational activities along the coast. All of this while California has adopted and implemented a coastal strategy.

Enforcement Program:

Enforcement is a key aspect of California's coastal program. Fourteen coastal enforcement officers work together to assure the integrity of the coastal program.

Water Quality Program:

The Water Quality Program's mission is to protect and restore the ecological health and integrity of the ocean and California's coastal watersheds by encouraging the use of water quality planning principles.

Coastal Access:

The Coastal Act mandates that all projects be consistent with the public access policies.

This commitment is carried out through a variety of programs that support public access to the coastline.

Offer to Dedicate Program Public Access Easement Program: Often the most agreeable means of providing for adequate public access is through dedicating public access easements through recorded legal documents.

California Coastal Trail: A trail is being developed from Oregon to Mexico to facilitate access to and enjoyment of the coastline. The trail will accommodate a wide variety of users – walkers, bicyclists, equestrians and the mobility impaired, using beaches, blufftops, roadway shoulders, etc.

California Coastal Access Guide: The Coastal Commission publishes the California Coastal Access Guide, an easy to read publication of maps and user information (contact info, driving directions) regarding all of the areas of public access to the coastline.

Prescriptive Rights Program: The prescriptive rights program element of the Coastal Public Access Program involved Coastal Commission research into the historic public use of areas with the potential for public access benefits.

Canada:

Prince Edward Island

Prince Edward Island has established a series of setback regulations to reduce development on the coastline. In case of a subdivision development in a coastal area, a minimum setback of 18.3 m (60 ft) is required adjacent to watercourses, wetlands, beaches and primary and secondary sand dunes. In non-coastal areas, this setback is 10 m (33 ft). Additionally, no portion of a building can be built closer than 22.9 m (75ft) to a beach, 30.5 m (100 ft) to a migrating sand dune and 22.9 m (75ft) to a wetland or watercourse. As much of the coastline in PEI is federally owned, Parks Canada has

³⁶ California Ocean and Coastal Environmental Access Network. 2003. Tourism and Recreation Background. http://ceres.ca.gov/ocean/theme/tourism_background.html. August 13, 2004.

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played an important role in promoting recreational use of the coast in a sustainable manner.

British Columbia

[\(\[HTTP://SRMWWW.GOV.BC.CA/RMD/COASTAL/INDEX.HTM\]\(http://srmwww.gov.bc.ca/rmd/coastal/index.htm\)\)](http://srmwww.gov.bc.ca/rmd/coastal/index.htm)

British Columbia has committed to coastal planning and management through the creation of the Coast and Marine Planning Branch within the Ministry of Sustainable Resource Management. This Branch is responsible for working with the federal government and local stakeholders to develop coastal land use planning and management strategies.

The coastal management plans occur at two levels. Strategic level plans identify broad goals, objectives and strategies for coastal and marine resources. These plans, called Land and Coastal Resource Management Plans (LCRMPs), are supported by various levels of government and community stakeholders. Currently most of the coastal areas in British Columbia have adopted a regional LCRMP.³⁷

Local level coastal plans are more specific to coastal areas or issues and are designed at a smaller scale with more specificity. The three types of local level plans include those that identify a range of land tenure opportunities to guide decision makers, those that are designed to resolve specific conflicts in coastal areas and special management plans for more detailed direction of management for specific uses.

New Brunswick:

The process of developing the *New Brunswick Coastal Areas Protection Plan* began with recommendations made by the Commission on Land Use and the Rural Environment in 1993. The Commission saw a need for further protection of coastal areas through land use restrictions and responsible use of coastal land.³⁸ Through the 1990's, two versions of the policy were drafted and brought to the public for consultation. The second version was accepted, in part because of the concerns of the insurance industry following devastating storm surges in 2000.³⁹

Accompanying regulations for the CAPP will be drafted in September of 2004 and be review by the New Brunswick legislature. Until the regulations are passed, the NBDELG is operating under a ministerial order that permits the use of key elements of the CAPP.⁴⁰

The New Brunswick Department of Natural Resources has also been involved in coastal protection. The Habitat Program has developed a conservation strategy that identifies, secures and protects key wetland and coastal habitats across the province.

³⁷ Ministry of Sustainable Resource Management, Government of British Columbia. 2004. "Regional Land Use Plans and Land Resource Management Plans (LRMPs) in British Columbia." <http://srmwww.gov.bc.ca/rmd/lrmp/index.htm>. July 8, 2004.

³⁸ Commission on Land Use and the Rural Environment. 1993. "Final Report." New Brunswick Department of the Environment, Fredericton.

³⁹ Paul Jordan. Community Planner, New Brunswick Department of Environment and Local Government. June 22, 2004. Personal Communication.

⁴⁰ Paul Jordan. Community Planner, New Brunswick Department of Environment and Local Government. June 22, 2004. Personal Communication.

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Recommendations:

The recommendations outlined in the background report are not listed in this summary. Many recommendations were incorporated into the final strategy and others may be at a later stage.

Please contact the Tourism Industry Association of Nova Scotia if you would like to discuss the findings of the background report in more detail.

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Appendix 4: Summary of the outcomes of the Coastal Tourism Stakeholder Visioning Workshop Oceanstone Inn, September 2, 2004

The Sustainable Coastal Strategy Committee of the Tourism Industry Association of Nova Scotia, focused on long-term strategy with a visioning session held at Oceanstone Inn on September 2, 2004, with Judith Richardson, Pono Consultants International, www.ponoconsultants.com. The following outcomes are summarized from the workshop report prepared by the facilitator.

Participants:

59 participants were selected to represent or be representative of tourism operators in Nova Scotia, RTIA's, RDA's, NSTPC, TVT, NSTCH, TIANS, various provincial departments and others with expertise on coastal planning, protection, conservation, parks, communities, economic development, codes of conduct, or tour operations. For a full list of participants, please contact TIANS: (902) 423-4480 or toll free: 1 800-948-4267.

Process:

Opportunities for participation were invited by individual voice (post written ideas on sheets and use dots to choose among strategies); one-on-one discussion; small group sessions; larger group sessions; and collective brainstorming and reporting.

Participants self-selected into 4 groups of 8-10 members in an exercise where they are a leadership council for a new coastal community. The groups were asked to develop a brief, clear mission statement with respect to the new community's sustainable coastline, then develop 4 stakeholder groups, then respond to concerns raised by the stakeholder groups with strategies.

At the end of the morning's vision-based diagnosis session, 40 general strategies were designated in working with stakeholder groups and including them in the process. At the end of the day 58 strategies were put forth for moving forward in the development of a sustainable coastal strategy for tourism with nine receiving the top votes with prioritization as listed at the end of this summary report.

Collective Meaning and Strategies:

In the afternoon, brainstorming sessions led to individual and collective understanding and experience for shared meaning prior to individual focusing within and small group work in generating strategies. Ideas generated are as follows:

Why is tourism important in Nova Scotia?

Brainstorm: Fun, money, share values, diversifies economy, vibrant communities, leads to foreign investment, provides trained workforce for business, urban and rural opportunities, non-invasive, supports other business, careers, tax revenues,

slower lifestyle, peace, educational, conservation, jobs, pride, community benefits, pride of place, has future, educates, new recipes, infrastructure benefits residents, dual jobs-off season, learn from visitors, shares culture and heritage, protects, global village.

Why Coastal Tourism?

Essence of NS, our product, brand, tides, phenomenal, spiritual, innovative—fog, marine heritage, sailing, always interesting, habitat, relax, unpredictable, mystique of the sea, diversity of coastline, waves, constantly changing, pervasive – whole province, authentic, competitive advantage, drama, diversity of experience, home, cold, people want it, lighthouses, kayaking, surfing, seafood, soulful, whale watching, dynamic product, picturesque, free-don't have to build it, mode of transportation. Coast is there – we need to help people see it! Even participants today had not been to the Coast all summer!

Why increase coastal tourism revenues?

Increase own prosperity, win/win, offer young people jobs, invite others to my house, generate revenues for education, health, etc., opportunity to celebrate, industry on the edge of viability, revenue growth, niche and high-level, create employment, as insurance, snaps the demand of travelers coming anyway, need help to experience a place, huge untapped potential for increasing year round tourism, live in plenty, visitors in our area, owe it to ourselves, reflexive – jump for more, better than increase in visitors, sustain jobs, maintain infrastructure, re-investment in roads, etc., value our culture and heritage, rural NS, demonstrate a viable alternative to less sustainable, help us appreciate what is here, depletion of economic resources, bring in rather than export, huge untapped potential for increasing year-round tourism.

Challenges to increasing coastal tourism revenues were identified through brainstorming, then small groups recorded on flip charts the key partnerships to be forged; the key resources available; and the strategies emerging through the day. Participants were then invited to take gold and green stickers to prioritize strategies (gold sticker – economic or green sticker - sustainability and protection, or both). The top nine results are listed as follows:

Top Priority in Strategies:

Policy – coastal development policy, provincial structure, municipal land use bylaws, community partnership (gold= 23, green=23)

Building a coalition of all stakeholders (gold=14, green=12)

Community oriented planning (gold=9, green=12)

Long-term land coastal use planning – access/ownership strategy (gold=9, green=12)

Leadership/Champion (political, industry, resident) (gold=13, green=4)

Develop business case for return-on-investment (gold=11, green=3)

Lobby to preserve/protect/ensure public access (gold=9, green=8)

Education of coastal/watersheds – holistic approach (gold=7, green=9)

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Provincial statement of interest (gold=8, green=7)

Conclusion:

As identified by participants, implementing a sustainable coastal strategy will require growth and change in people's attitudes and behaviors.

It was recommended by the facilitator of the session, Judith Richardson, Pono Consultants International, that the committee first individually identifies what strategies are in alignment with the mission, and move forward to preparing a Business Case. Several individuals identified themselves as wanting to be more involved in the process.

Appendix 5: SWOT Analysis - Strengths, Weaknesses, Opportunities, Threats for Coastal Tourism in Nova Scotia

Created at the Sustainable Coastal Strategy Committee follow-up meeting, November 2004, incorporating input received at the September 2, 2004 Coastal Tourism Stakeholder Visioning Workshop at Oceanstone Inn.

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none">• Nova Scotia is relatively undeveloped (compared with other jurisdictions).• Diversity in Coastline throughout Nova Scotia - Physical attributes: Tidal, Scenic, Rocky, Cultural, Working, Beaches.• A high percentage of coastline from which to draw tourism resources: 7800km-10,000km of coastline.• International Recognition of coastal routes and features e.g. Cabot Trail, Bay of Fundy.• Cultural / Heritage Influence on Experience – Maritime seafaring history.• There are many interested stakeholders in the coast.• More ways to experience the coast than ever before e.g. more tour boat options and coastal tourism services.	<ul style="list-style-type: none">• Quality of Infrastructure: esp. Wharves, Roads, Interpretation, Services (food service and accommodation) needs overhaul / enhancement in some areas.• Lack of public ownership of coastline (only 5% is public owned. The rest is private).• Decreasing access related to ownership of coastal property.• Low awareness of diversity of coastal tourism product options.• No coordinating authority and strategy to manage coastal resource.• Pollution and degradation of coastline – Pollution, sewage, erosion etc.• Seasonality issues in terms of availability and access to tourism product – Many coastal activities are good weather focused.• Low appreciation for value of tourism by other industries and municipalities.• Lack of comprehensive coastal marketing (note: NSTCH producing this at the moment).• Tourism not widely embracing sustainability as an essential element of tourism planning and development.• Low appreciation for value of coastline: economic, cultural, product strength.

<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> • Revitalize coastal related activities that would also interest visitors. • Create tourism opportunities for coastal communities. Extend benefits around coastline leading to economic development. <ul style="list-style-type: none"> • Leading to increased quality of life • Helping avoid out-migration • Creating jobs • Learning from other jurisdictions • Change the way we look at the coast – chart a new course for tourism. • Partnerships with other organizations. • Interdepartmental collaboration: NSTCH with Department of Natural Resources (Tourism Values), Department of Environment and Labour (Protected Areas), Economic Development. • Market appeal – advertising Natural Coast. Still Natural. • Remediation e.g. Inverness coastal land. • Collaborating (individual operators): An association of Nova Scotia Coastal Tour Operators? • Stay ahead of competition. Look for right types of development. • Global leadership in coastal tourism issues. • Making ground breaking changes to the type of tourists attracting. • Develop ways to obtain a higher yield visitor. More packaging, more revenue generating experiences. 	<ul style="list-style-type: none"> • Investing in a narrow range of coastal experiences e.g. Cruise industry. • Competition from other coastal destinations. • Demographics / out migration putting availability of tourism product at risk. • Residents with waterfront property affecting access (95% of coast is privately owned). • Vacant homes and shut down businesses undermining year round sustainability of townships. • Pollution from land based activities. • Decrease in affordability to buy and manage land as public assets e.g. islands. • Infrastructure divesture: wharves, lighthouses; assets upon which tourism relies. • Liability risks not allowing community groups to take on management of public assets: wharves, coastal trails. • Lack of strategic planning, strategy, investment (public and private). • Jurisdictional paralysis – doing nothing rather than working in an integrated manner to work toward solutions. • Growing global competition for tourist destinations in general. • Climate change effects / Storm surges.