



DEMPSTER HIGHWAY INTERPRETIVE STRATEGY

VOLUME 2: SUMMARY REPORT



DEMPSTER HIGHWAY CORRIDOR INTERPRETIVE STRATEGY

VOLUME 2: Summary Report

for

The Department of Tourism
and the
Dempster Highway Corridor Technical Study Team

A joint venture study by:

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Preface

The Dempster Highway provides an experience that is unique in North America, possibly in the world. It is the only public road to the Arctic Circle and beyond. On the way, the highway passes through a host of features: landscapes that escaped the effects of glaciation; spectacular flower meadows and rolling tundra; the winter home of one of the world's largest caribou herds; the summer nest sites of great birds of prey like gyrfalcons, peregrine falcons and golden eagles; through mountains, pingos and on to the Mackenzie River - the largest river system in Canada. The Dempster Highway passes through the ancestral lands of native peoples - lands still used today for subsistence means, along the route of the Northwest Mounted Police dogsled patrols, and crosses the Eagle River just a few kilometres from where the "Mad Trapper of Rat River" met his end. The highway lends access to the northern communities and their rich cultural heritage. At Fort McPherson, Arctic Red River, Old Crow, Aklavik, and Inuvik are opportunities for travellers to learn first-hand of lifestyles and cultures of the Gwich'in and Inuvialuit. The Dempster Highway has tremendous potential for development as a world-class destination.

The proposed Interpretive Strategy for the Dempster Highway Corridor is a framework for interpreting the exceptional natural, human and cultural heritage of this area. The objective of the Strategy is to enhance the quality of a visitor's experience on the highway while safeguarding the values that make the region so attractive and fragile. The Strategy evolved over the course of meeting with government officials, native community representatives and other interested parties. The project team researched and identified target audiences and their needs; synthesized a broad assemblage of research into interpretive themes and stories; evaluated a wide range of options for interpretation; and assessed potential impacts.

The Interpretive Strategy proposes a wide range of interpretive options incorporating many proven techniques such as personal interpretation, highway stops with signs, displays, videos and audio tapes, as well as innovative options which focus on involving commercial operators and community residents. The Strategy also provides a discussion of constraints and concerns and identifies priorities, order of magnitude costs, and possible phasing options. Implementation of the Interpretive Strategy for the Dempster Highway Corridor would enhance the visitor experience to one of the more spectacular areas in North America.

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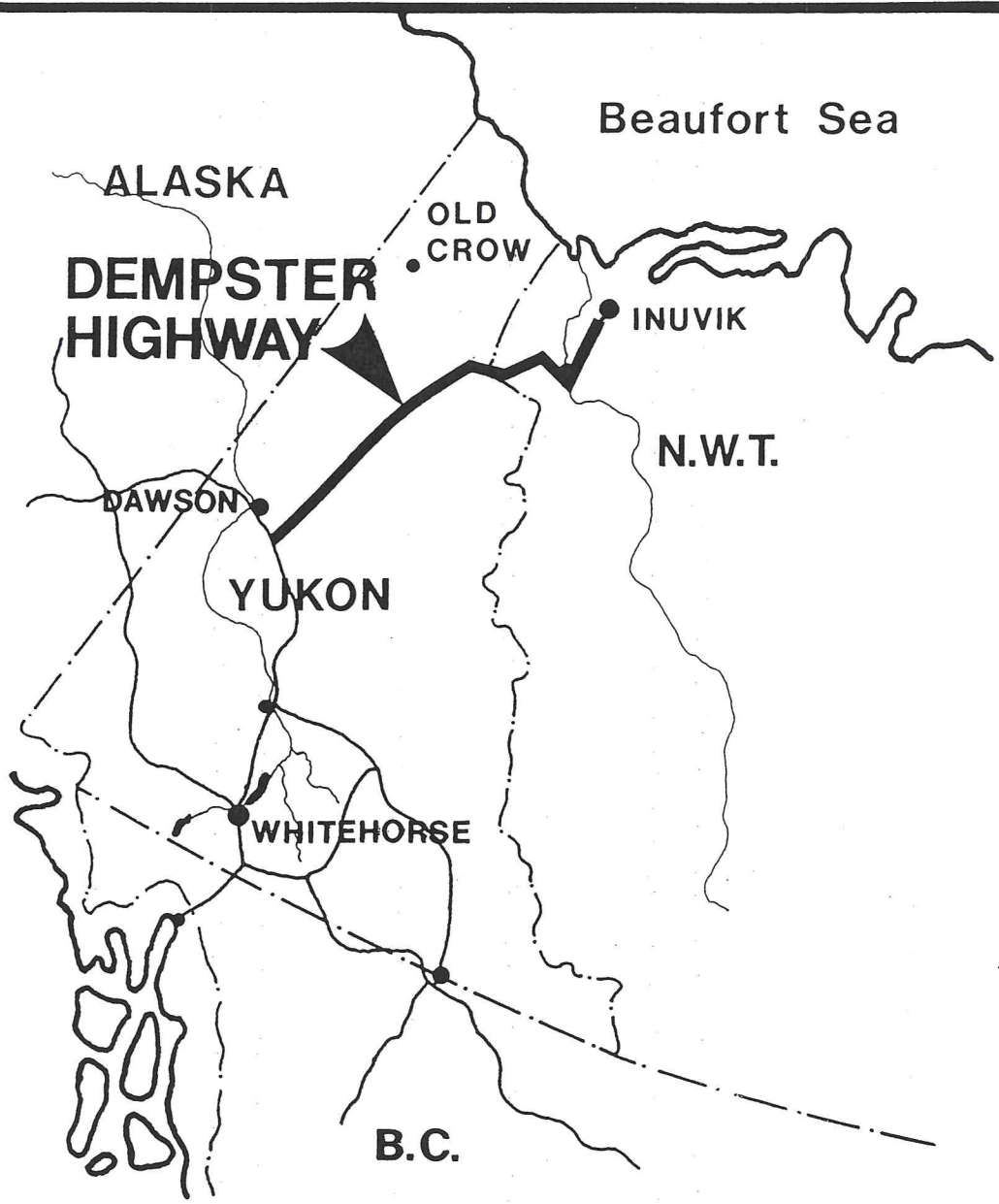
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ALASKA
**DEMPSTER
HIGHWAY**

Beaufort Sea

OLD
CROW

INUVIK

N.W.T.

DAWSON

YUKON

WHITEHORSE

B.C.

STUDY AREA MAP

1.0 INTRODUCTION

1.1 CONTEXT FOR THE INTERPRETIVE STRATEGY

The Dempster Highway crosses a remarkable region of the Yukon and the Northwest Territories, a subarctic wild land. For much of its length there are few signs of human presence. Once near those few communities on the highway, a traveller realizes that people have lived in the area for centuries, yet left few traces on the pristine land. The highway crosses a land that is sensitive to change and slow to recover.

The 740 kilometres of this gravel road were completed only 10 years ago. Despite this young age and little direct promotion, tourist traffic on the road has increased steadily. The 1988 figures indicate 7000 tourists using the Dempster Highway. Tourism is one of the major sources of traffic on the highway.

The existing services and facilities for tourist traffic are minimal. In addition to two commercial motels offering gas, shelter and food, there are two modest interpretive or information centres and a handful of campgrounds. A seasonal interpretive program is operated at one of the campgrounds. The growing numbers of inquisitive and motivated visitors have indicated a desire for more highway facilities and more information about the area.

The impetus for the Dempster Highway interpretive strategy is in keeping with other Yukon Government initiatives. The YUKON 2000 Economic Strategy (YTG 1988) identifies tourism as a major sector of the Yukon economy which should be expanded in future years. The Tourism Action Plan (YTG 1988), which resulted from the Yukon 2000 strategy, acknowledged that tourism development should be market driven. Yukon tourists should be provided with an experience that they want, rather than what is anticipated by planners. The primary goal of the Tourism Action Plan is to emphasize potential growth markets while servicing continuing proven markets. According to the Plan, development or expansion of new tourist attractions should be internationally competitive, offer high quality destination attractions, include community involvement, Indian participation and balance tourism growth with the potential impacts on the environment.

The Dempster Highway Corridor Technical Study Team (DHCTST) has the mandate to develop a comprehensive management plan for the highway corridor. The Dempster Highway Corridor is a zone eight kilometres wide on either side of the highway (Map 1). The management plan will integrate the concerns of land use planning, wildlife management, outdoor recreation, highway management, resident interests and tourism.

As a result of discussions within the DHCTST, the Department of Tourism and the Department of Renewable Resources, it was recognized that an interpretive strategy was necessary for the development and maintenance of appropriate visitor interpretive facilities, services and programs along the highway. The Department of Tourism, Development Branch contracted Northern Biomes Ltd to coordinate and manage the development of an interpretive strategy. This strategy combined the efforts of a Core Team of consultants: Northern Biomes Ltd, J.S. Peepre & Associates, Jackson and Johnson Heritage Research and Consulting Ltd, and Bufo Incorporated.

1.2 DEFINITION OF INTERPRETATION

Interpretation is a communication process. Its primary objective is to transmit information in such a way as to reveal meanings and relationships. Ideally, interpretation is a first-hand experience. In interpretation, the transfer of information is secondary to placing this information in a context that has meaning to the participant. Interpretation differs from education in that it is characterized by an informal learning environment for a volunteer audience who have not chosen an activity specifically or solely to be informed.

An important secondary objective for interpretation is to favourably affect public attitudes. This latter objective often results in interpretation being used as a tool for management and/or recreation. Interpretation is also frequently an adjunct to tourism (i.e. an additional service provided for visitors).

In the evolution of an interpretive strategy, one of the key tasks is to identify themes. Themes and other categories of information, such as subthemes and stories, are the actual units of information that will be transferred to visitors. This information must be organized into manageable parts to become the basis of the communication process.

After the identification of themes comes the evaluation of options for interpreting them which may include the identification of appropriate interpretive sites. Interpretive options are evaluated in the context of visitor characteristics and travel patterns. Interpretation is a dynamic process that must change in response to visitor aspirations, new conditions and information. The client gave the study team clear direction to prepare a market driven interpretive strategy, one that will reflect the needs of the Dempster Highway traveller now and in the future.

1.3 STUDY OBJECTIVES

The study area includes the length of the Dempster Highway from Dawson to Inuvik. The Dempster Highway interpretive strategy is intended to form the basis for detailed planning and implementation of interpretation options. Interpreters may use the subthemes and stories immediately to help with existing interpretation programs. The final recipient of the information in the strategy will be the Dempster Highway traveller, called the audience in this report.

The strategy emphasizes minimal environmental impact and the protection of the unique wilderness characteristics of the corridor. The report emphasis is on the Yukon portion of the Dempster Highway, although the strategy was prepared with the entire length of highway in mind. The Northwest Territories Government and the Western Arctic Visitors Association are also preparing an interpretive plan for their portion of the Dempster Highway (Hill 1988). The study team consulted with tourism and interpretive planners in the NWT, as well as with representatives of communities, Bands and non-government organizations.

The project objectives were:

- 1) to assess the interpretive potential of natural, historic and cultural features of the Dempster Highway Corridor;
- 2) to assess the present and future characteristics and travel patterns of Dempster Highway travellers and incorporate this information into the interpretive strategy;
- 3) to describe the means for dissemination of information, interpretation and education about these interpretive features and their conservation and management;
- 4) to provide information to guide future planning, development, management and maintenance of the interpretation of the Corridor's interpretive features;
- 5) to provide options for interpretive media for the selected themes and stories relating to the Corridor's interpretive features;
- 6) to protect the unique wilderness character of the Dempster Highway Corridor while acknowledging the special opportunities for tourism, recreation and interpretation.

The project involves development of a strategy and so does not provide detailed plans or site designs. The recommendations for the strategy suggest a number of ways to interpret the features of the highway area while addressing audience needs and protection of wilderness values.

The interpretive strategy preceded the development of a management plan for the corridor. The development of the interpretive strategy, however, could not be isolated from general management concerns such as wildlife, land use and land claims. The study team did not focus on these issues except where they were related to the interpretive strategy. This strategy should be integrated into any future Dempster Highway management plan.

1.4 REPORT ORGANIZATION

The interpretive strategy is presented in two volumes. Volume 1, Background Report, is a detailed reference document describing research results, the themes and stories, and a complete list of proposed interpretive activities and sites. Volume 1 is a reference document for technical use.

Volume 2, Summary Report, is a synopsis of Volume 1. Volume 2 is intended for general readership, highlighting the development of the strategy and its recommendations.

The interpretive strategy was developed through a series of progressive steps. The report is arranged in this same progression. A brief overview of the report organization is provided to assist the reader.

Section 2: Audience Profile:

The characteristics and travel patterns of the present and future travellers on the highway were identified and evaluated. This analysis guided the study team in the evaluation of appropriate interpretive services, programs and facilities.

Section 3: Interpretive Inventory:

An interpretive inventory of the natural and human/cultural features of the area was compiled through extensive interviews with informed individuals as well as a literature review. It was recognized that extensive documentation of the cultural history of the Dempster Highway area was lacking, consequently this project placed a strong emphasis on collecting and compiling information to further the documentation. The summary inventory of the interpretive features serves as the foundation for the development of the themes and stories of the strategy.

Section 4: Interpretive Themes, Options and Strategy:

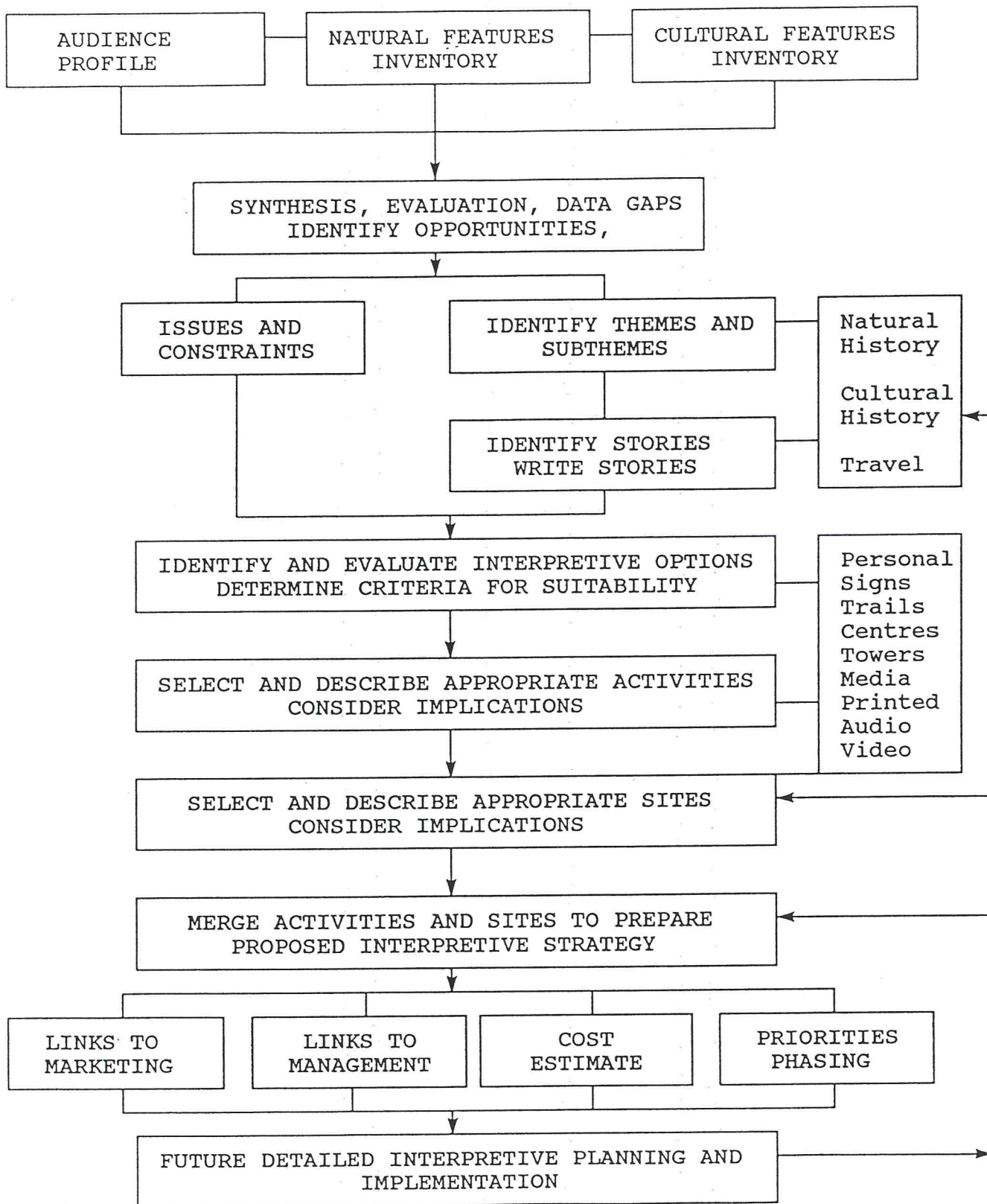
The inventory information was organized and woven into an assemblage of themes, subthemes and stories. The subthemes and stories depict the unique features of the Dempster Highway and are the basis of information to be conveyed in a number of different interpretive media.

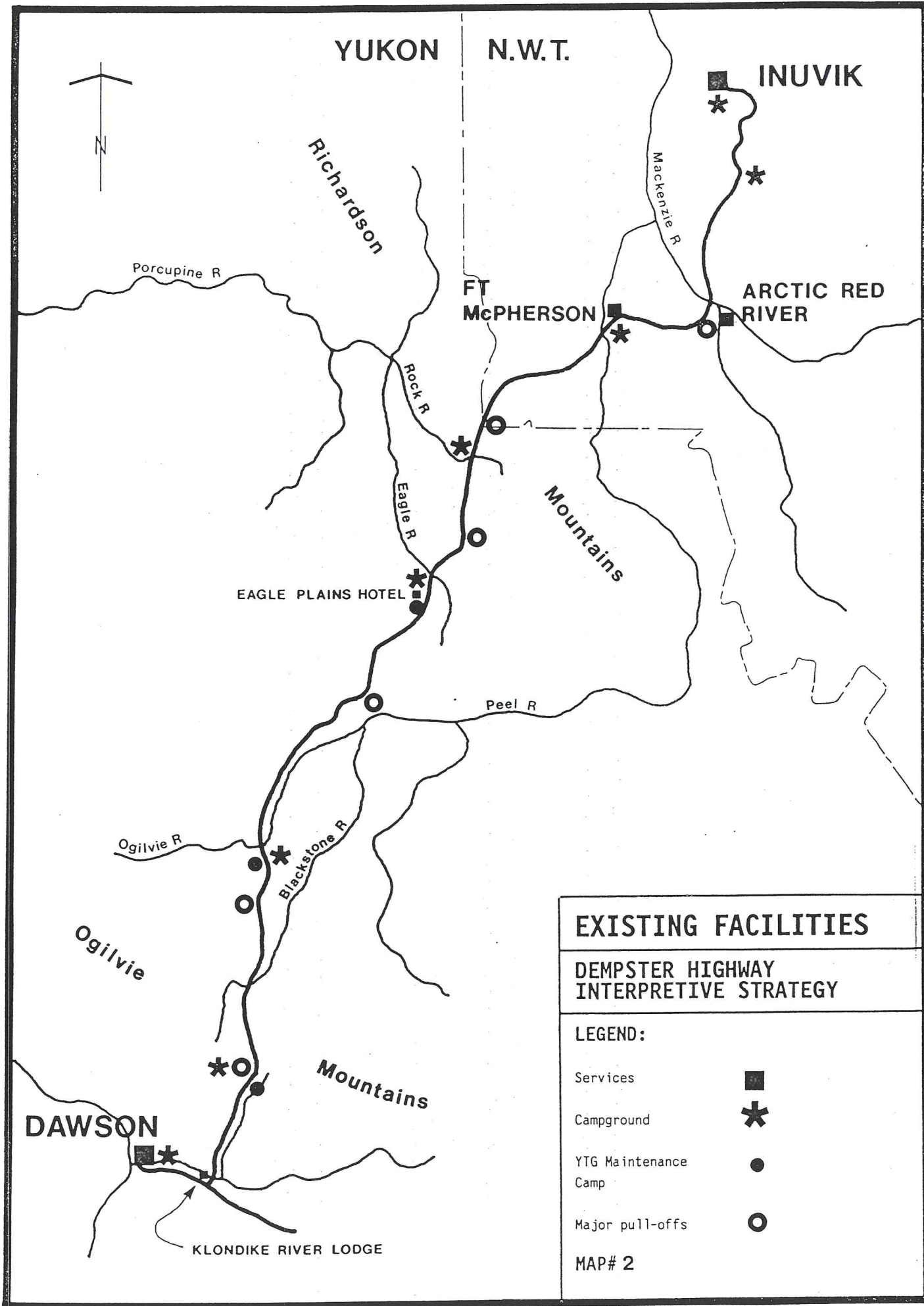
Several interpretive options are discussed in the context of the Dempster Highway setting and the characteristics of visitors. Implementation constraints such as environmental, land use, or maintenance concerns are outlined along with possible actions to mitigate these constraints.

The interpretive strategy is presented as a series of proposed activities and sites involving a wide range of techniques including: personal interpretation; site developments such as signs and trails; and mass media.

The interpretive strategy concludes with a summary of order of magnitude costs, phasing and priorities.

FIGURE 1. INTERPRETIVE STRATEGY PLANNING PROCESS





EXISTING FACILITIES

DEMPSTER HIGHWAY INTERPRETIVE STRATEGY

LEGEND:

Services	■
Campground	★
YTG Maintenance Camp	●
Major pull-offs	○

MAP# 2

2.0 AUDIENCE EVALUATION

The Dempster Highway winds through a striking and varied landscape with unusual geology, flora, fauna and cultural history. The long gravel road journey is alive with the northern wilderness mystique, creating a distinctive travel experience for tourists and residents alike. The balance between the needs of the target audience and the protection of the environment is one of the main visitor management issues.

The Dempster Highway was opened only ten years ago and major construction has taken place during several summers since the initial opening. Tourist use of the highway has increased steadily since the first hardy visitors drove to Inuvik. It is now a widely known tourist destination and route to the Western Arctic, as well as a conduit for goods and services.

The Visitor Exit Survey (VES 1987) indicated that approximately 7,130 visitors stopped in the Dempster Highway area, comprising about 4% of total Yukon visitation. Approximately 75% of this total number of visitors on the Dempster Highway stopped in Inuvik. In comparison, 57,377 travellers stopped in Dawson City comprising about 30% of the total.

2.1 DEMOGRAPHIC CHARACTERISTICS

2.1.1 Origin

More than 60% of the visitors stopping in the Dempster Highway area are Canadians (VES 1987). These figures contrast dramatically with visitor origins to Dawson, where 30% were of Canadian origin and 61% were American (VES 1987). In the Dempster Exit Survey (Acres 1986), the majority of Canadian visitors were from Alberta, British Columbia, Ontario and the Yukon. The most significant U.S. origin was Alaska, followed by California.

The average age of visitors is 35-40 years, while there are a large number of retired visitors over 55 years (VES 1987). The Dempster Highway visitors are older than the general resident population, but younger than the age profile of the average Yukon tourist. The large majority of visitors travel with a family group, while the next biggest group travel with friends. Bus and adventure tours account for the remainder of the parties.

The majority of visitors on the Dempster Highway are professional, skilled workers or retired, with small numbers in managerial occupations. The majority of bus passengers are retired, whereas those travelling by car, camper or truck, are employed. More of the American visitors are retired than Canadians. This suggests that many Canadians may be on fixed holiday schedules of shorter duration than Americans.

Dempster Highway visitors are well educated, with 49% indicating more than a high school education (VES 1987).

2.2 ACTIVITIES AND ATTITUDES

The most important reasons for deciding to visit the Yukon are to see wildlife in natural habitat and to experience the wilderness. The notions of "always having wanted to visit the Yukon" and "visiting the Yukon en route to Alaska" are also important, depending on which travel pathway, as defined in the VES (1987), is taken. Learning about

on which travel pathway, as defined in the VES (1987), is taken. Learning about cultural heritage was not cited as a strong motivator in the VES (1987), either because of a lack of available information or a perceived lack of interesting heritage.

In 1988, most people who visited the Dempster Highway Interpretive Centre came to have an Arctic wilderness adventure as a first choice, while many came to drive across the Arctic Circle (Talarico, in preparation). A little less than 20% came mainly to see the flora or scenery. More than 7% of those who visited the Centre wished to view wildlife as their first choice, yet the majority indicated wildlife as one of the top priorities.

2.3 MODE OF TRAVEL

The large majority of Dempster Highway travellers obtain information on the area prior to leaving home, but as many as 20% decide after obtaining information in the Yukon (VES 1987). Most people obtain information from the Yukon Government or a travel agent. Word of mouth is an important source of information and is further relevant since repeat visitors may bring friends or family on the second trip to the area.

Most visitors obtained travel information during their Dempster Highway trip, with the large majority using government reception centres. Word of mouth was frequently cited, while maps, brochures, museums, and tour drivers and guides were also mentioned.

The most popular mode of travel on the Dempster Highway in 1987 was by car or truck combination, followed closely by camperized or trailing vehicles. A very small proportion of visitors used R.V.'s on the Dempster Highway, while significant numbers were on bus tours.

Seventy percent of Dempster Highway visitors indicated Inuvik as their final destination. Visitors typically take 3-4 days to travel up the Dempster Highway to Inuvik and back. A significant number travel as far north as Engineer Creek or Eagle Plains before returning, taking a total of 1-3 days. Bus tour passengers, travelling one way, generally spend 2 days on the Dempster Highway and one or two days in Inuvik.

As the 1987 Visitor Exit Survey shows, many Americans travelled the Dempster Highway as a side trip, while Canadians were more likely to perceive it as one of their main destinations.

Camping is the most popular form of accommodation for Dempster Highway travellers, either because little choice of accommodation is available or because the type of visitor in the region prefers camping. The 1986 report of the Dempster Interpretive Program suggested that the Tombstone campground was 50% full on most nights, whereas the 1988 study suggested 75% occupancy on most nights with maximum capacity a few times during the summer. Eagle Plains Hotel is used by virtually all commercial tours, and a significant number of private travellers for overnight accommodation. Many Dempster Highway visitors use Dawson campgrounds and hotels before and after their trip.

2.4 COMMERCIAL TOURS, GUIDE-OUTFITTING, ADVENTURE TRAVEL

Horizon Tours based out of Toronto usually plans to run 16 round trips per season on the Dempster Highway, with travel paths from Skagway to Dawson and Inuvik followed by a second group travelling southbound. In 1988, 12 round trips were completed for a total passenger load of 444.

Rainbow Tours operating out of Whitehorse schedule 24 one and two way Dempster Highway trips from June to September. The actual number of trips completed varies with bookings received. The trips originate in either Whitehorse or Inuvik and are sold as a wholesale product to other tour operators. Travellers spend 6 days and 5 nights on the trips with a stop at Eagle Plains Hotel and government campgrounds.

Other companies run less regular tours on the Dempster Highway in response to demand. Companies catering to foreign tourists have begun to use the Dempster Highway, with German, Swiss and Japanese interests indicated. Swiftsure Tours operates an excursion catering to birders. Canadian Nature Tours, Pathway Tours and Goway Tours have also used the route. A Dawson bus tour company plans to offer Arctic Circle excursions in the 1989 season.

One of the fastest growing commercial services is the provision of sight-seeing and wildlife observation side trips in the Dempster Highway and Mackenzie Delta. The recent growth in this sector has been centered in Inuvik with several companies offering tours to Tuktoyaktuk, Aklavik, Herschel Island and other locations.

Guide-outfitting and wilderness travel companies in the Dempster Highway area could provide an important service to the growing adventure tourism market. Commercial adventure travel companies play a role in nature interpretation with some firms catering exclusively to nature enthusiasts. Swiftsure Tours, noted above, is one such company. Big game guide-outfitters throughout western and northern Canada have tried to extend their season by offering a variety of summer wilderness adventures. The excursions are frequently by horseback, and provide wildlife viewing and photographic opportunities.

2.5 VISITOR PROFILE AND MARKET SUMMARY

The interpretive strategy is market driven and the recommendations outlined later in the report reflect the travel patterns and desires of the Dempster Highway traveller.

2.5.1 Visitor Profile

The visitors to the Dempster Highway are diverse. Since the Dempster Highway travellers are slightly different from the 'average' Yukon tourist, it is worthwhile to highlight the distinguishing features.

The typical or most frequent Dempster Highway visitor is likely to:

Origins and Planning

- be a Canadian from the west, or less often an American from the Pacific Northwest; if European, then a German or Swiss;
- have made the decision to come to the Dempster Highway area before leaving home, probably within the last year; 20% will make decision in Whitehorse or Dawson;
- have found out about the Dempster Highway by reading about it in a magazine or other source; many will have heard about it through friends and may travel with them; less than 10% will have heard about it through direct advertising;
- be travelling in a car, truck, or camperized vehicle, in contrast to their fellow travellers in Dawson who will be using buses and R.V.'s;

- be travelling in a party of 2.2- 2.8, in other words with family or friends, motivated 'to see and do';

Age and Occupation

- be younger than the average tourist in the Yukon, but a large percentage will be retired;
- be employed more often than retired in comparison to other tourists in the Yukon;
- be a professional, or skilled worker, if employed;
- have a higher than average income, and be well educated;

Destination

- be travelling on one of 5 distinct one-way or two-way paths with the Dempster Highway as a side trip on a circle tour, or as a feature of a north or southbound tour;
- be travelling all the way to Inuvik, although 20-25% won't;
- have about 3-4 days of travel on the Dempster Highway;
- camp as a first choice; if in a bus will stay at Eagle Plains Hotel;
- will visit Dawson at beginning and end of Dempster Highway trip;

Activities and Interests

- come to see wildlife and experience the wilderness, with an interest in flora and fauna;
- be disappointed in the wildlife viewing opportunities;
- have a stronger interest in natural history than the average tourist;
- go fishing as an incidental activity;
- drive past the Interpretive Centre unless they see the sign or read about it, it may be closed when many pass by,
- not hike unless they are part of the 10 % minority; more likely to hike if short 15 min.- 25 min. loop trails provided;
- take lots of photographs;
- appreciate the wildflowers;
- ask questions about native life; did anyone live here, who were they?;
- want more information and interpretation on landscape, people, flora and fauna,;
- look forward to crossing the Arctic Circle;
- want personal contact with staff or interpreters;
- be generally satisfied with the trip and consider coming back to see and do more, or at least recommend trip to others.

2.5.2 Market Segments

The numerous studies and interviews suggest the Dempster Highway target audience is composed of several categories. These categories are distinct, yet there is overlap between the various groups, since visitors often seek more than one type of experience.

TABLE 1. MARKET SEGMENTS

MARKET SEGMENT	PARTY TYPE	ACTIVITIES	SYNOPSIS
RUBBER TIRE (75-85%)			
Car, Camper, Truck	family, younger	photography, fishing, day hikes	want things to do and see, growing segment with young children, dominant group on Dempster
R.V.	retired couple, older	fishing, read interpretive signs	small percentage unless road is improved, long term change with aging population
Buses, vans	retired & younger couples	tour groups, adventure groups	slow growth, or stable in near term
ADVENTURE TRAVELLER (5-10%)			
Bicyclist	individuals, friends, younger	hiking, nature appreciation	limited growth
Adventure Travel Tour	friends, individuals, families, younger	wildlife viewing, flightseeing, rafting	rapid growth in near term
Canoeists	friends, younger	canoeing, wildlife, wilderness appreciation	steady growth in long term
Hikers	friends, younger	backpacking	stable percentage, some long term growth
Birders	friends, families, individuals, older	bird-watching	rapid growth in near term, probable saturation level

MARKET SEGMENT	PARTY TYPE	ACTIVITIES	SYNOPSIS
CULTURE ENTHUSIASTS (5%)	friends, families, older	visiting heritage sites, going to cultural events	potential for growth if attractions become known
HUNTERS, ANGLERS (10-15%)	residents, individuals, friends seasonal use	hunting, fishing, camping	stable or declining, hunting, fishing stable or slow growth
EMPLOYED PERSONNEL (2-3%)			
Truckers	individuals	little activity	stable, growth with economic development
Maintenance Staff Researchers Outfitters Hotel/ Lodge Staff	friends, couples, families	local activity of all kinds	stable numbers
Business Travellers	individuals	use pull-outs read signs	stable, growth with economic development
LOCAL YT RESIDENTS (10-15%)			
Community groups School groups Families Individuals Employees		local activity of all kinds	stable numbers

2.5.3 Market Size and Future Trends

The Western Arctic Tourism Development Strategy predicts that the "rubber tire" market will grow at 30% per annum for the next 3 years, then expand at 15% per annum in the 1990's (McLaren Plansearch 1988). According to these projected figures, there would be about 15,000 travellers on the Dempster Highway during the 1991 summer season. It is conceivable that with increased marketing efforts, these traffic projections could be realized.

The McLaren report suggests that adventure travel packages are growing at an annual rate of 15-20% in Canada (a figure quoted in several sources). This figure may be somewhat optimistic for the Yukon since much of the growth has occurred in the south in specific industries such as rafting. Adventure tourism has received much publicity recently, but more careful evaluation of opportunities in the Dempster Corridor are warranted before suggesting that similar growth rates might be seen.

2.5.4 Market Position

How attractive is the Dempster Highway and region to North American and global tourists? What does it offer in relation to similar destinations? What role will cultural features in the Mackenzie Delta play in drawing visitors to the Dempster Highway? These questions are important considerations in determining the future tourist use of the highway and the subsequent development of interpretive programs and facilities.

Accessible wild landscapes are a dwindling resource in Canada and worldwide. A significant proportion of the world's remaining wilderness is in northern Canada (McCloskey and Spalding 1988). The State of Alaska has reserves of wilderness comprising 38% of the land mass and special wildlife areas have been well advertised (B.C. Tourism, 1988). In time, the wild landscape of the Dempster Highway area, if managed well, could be recognized internationally as a tourist and outdoor recreation destination area. With the future establishment and increased recognition of territorial and national parks in the Dempster Highway area and northern Yukon, the use of the Dempster Highway will increase and demand for interpretive or outdoor recreation facilities will probably grow.

The features of the Dempster Highway may be compared to other destinations. In North America, there are no other public roads crossing the Arctic Circle, and few with a landscape perceived as dramatic and unusual by visitors. These two facts, in combination with a wilderness setting, suggest a destination of international appeal. The cultural resources of the Dempster region have not been a major part of the tourists' image, yet there is growing worldwide interest in experiencing different cultures. The Mackenzie Delta and Herschel Island already attract some people with a primary interest in native culture and studies indicate the interest level of the majority of tourists is high.

The Dempster Highway market position is unique and will have increasing appeal in the future if environmental and road conditions remain similar. The Dempster Highway will never likely attract a mass audience, but it could retain an increasing share of the adventure travel and nature oriented touring market. The tourism market position may change as the north itself changes, if the highway is improved, if pipelines are built, or if parks or other reserves are established. The Dempster Highway is new and in transition; for this reason the long term synopsis for tourism and adventure travel

depends in large measure on the management strategy adopted for the region as a whole.

3.0 INTERPRETIVE INVENTORY

The interpretive inventory is a compilation of researched interpretive features of the Dempster Highway Corridor. An interpretive feature is any point of interest to the Dempster audience. It may be a site specific feature within the Corridor, an event in time, or a special aspect of the northern environment. This inventory of information was organized into themes, subthemes and stories for the Strategy.

Interpretive features were classified as abiotic natural history, biotic natural history, and human heritage and culture. Biotic and abiotic features were evaluated subjectively as to importance for interpretation, although objective criteria such as uniqueness or the degree to which features are representative of the area were also considered. For the human heritage and cultural features, assessment of the best features was made through a selection process based on chronological research, oral history, and subjective considerations. An objective evaluation process is inappropriate for these subjects as a result of many factors including: large data gaps and other on-going cultural studies; the high emphasis placed on cultural heritage in this study; and the wide range of features relating to different groups, varying time periods, changing land use patterns - all of which do not lend themselves to simple comparisons.

The interpretive features were researched through personal communications with residents of the Dempster area, government representatives, researchers, band councillors and band elders. Archival research involved a large component of original research (i.e. personal interviews to acquire information not previously documented), whereas the natural history research drew largely upon publications and government reports.

A summary of some features of the inventory is mapped (Maps 6-11, at back of report). The major subjects of the interpretive features and the specific highlights are listed in 3.4 Outline of Interpretive Features. An overview of each of the three categories is given below.

3.1 ABIOTIC NATURAL HISTORY FEATURES

From the perspective of interpretation, the abiotic features of the Dempster Highway Corridor most appropriate for the audience and the area were deemed to be: unglaciated areas, permafrost, rivers, glaciation, climate and bedrock geology. Each of these topics include numerous physical formations which are easily interpreted to the highway traveller throughout most of the highway journey. The significance of these physical attributes is expressed through historical human heritage, economic development, biotic associations and constraints on construction developments.

The unglaciated areas served as a refugium. Floral and faunal species, including humans, survived in this refugium called Beringia while the continental ice sheet scoured most of Canada. The glaciated regions of the Dempster Highway area contrast sharply with the unglaciated. Permafrost, or permanently frozen ground, is a northern phenomenon. It is a dominant feature of the environment, influencing the distribution and growth forms of plants, the shape of the terrain and the construction of roads and buildings. The subarctic climate of cool temperatures, low precipitation and strong winds is reflected in the vegetation, the insects and the landscape. The bedrock geology has had a tremendous influence on the region. With respect to economic development,

the Dempster Highway was built as a "road to resources" - referring to the resources in the rock, namely oil and gas and hard rock minerals.

3.2 BIOTIC NATURAL HISTORY FEATURES

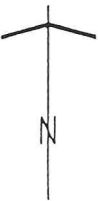
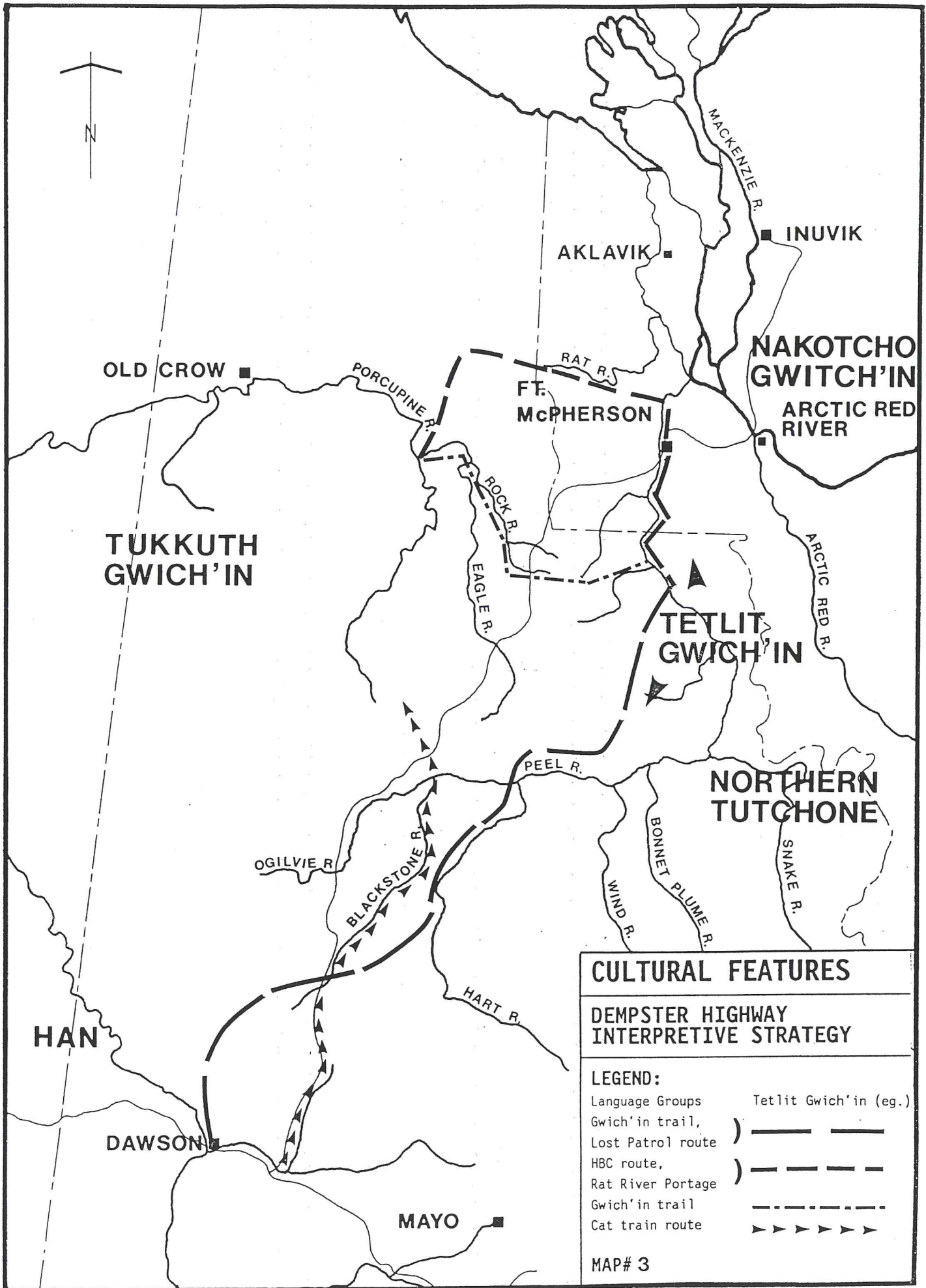
The biotic natural history includes discussion of the ecological regions of the Corridor, vegetation, wildlife, fish and invertebrates. Ecoregions appear as the changing landscape patterns throughout the length of the Dempster Highway. These changes are one of the most striking and noticeable features of the area, representing different abiotic and biotic associations. The interpretive value of the vegetation of the area includes the different plant communities, such as the treeless tundra, arctic adaptations of plants, lichens and their unique life history, and the profusion of wildflowers.

Northern wildlife is a strong drawing card of people to the area. Whether or not a traveller sees much sought-after wildlife (large mammals) may not be as important as knowing that a host of animals live in the area. Species of the Dempster Highway Corridor which have a strong wilderness connotation include grizzly bear, wolf, wolverine, lynx, sheep and the Porcupine Caribou herd. Much of the region traversed by the Dempster Highway includes the wintering grounds and two migration corridors of the Porcupine Caribou herd. The diverse bird life of the area attracts a small number of select travellers of birdwatchers, while the large raptors (birds of prey) which nest in the area offer an opportunity of enjoyable viewing for any traveller. Fish are a strong component of the biotic interpretive features, particularly for the significance to Gwich'in culture. The importance of invertebrates to the interpretive materials is largely due to the findings of rare species of moths and a worm in the Dempster Highway Corridor.

3.3 HUMAN HERITAGE AND CULTURAL FEATURES

The history of human activity in the Dempster Highway Corridor offers many interesting stories for an interpretive strategy. Since there are so few specific "heritage sites", the research detailed in the thematic inventory was developed to provide background for more specialized storylines. Indigenous peoples have used the area for a much longer period than more recent Euro-Canadian arrivals. The post contact period is a blend of native and Euro-Canadian activities illustrating an interaction between cultures and the development of the present day social, economic and political structures of the area.

The land traversed by the Dempster Highway has a long history of use by several native groups (Map 3). In fact, the earliest evidence for human occupation of the New World is found in northern Yukon. This Beringia area is of great significance for interpreting the record of human occupation of North and South America. Euro-Canadian history in the area began with the early Arctic explorers, followed by fur traders, surveyors, missionaries, prospectors Northwest Mounted Police and government. The construction of the Dempster Highway was a major event in itself, of significance to the residents of the area and the natural environment.



OLD CROW

TUKKUTH
GWICH'IN

HAN

DAWSON

MAYO

AKLAVIK

INUVIK

FT.
McPHERSON

NAKOTCHO
GWICH'IN

ARCTIC RED
RIVER

TETLIT
GWICH'IN

NORTHERN
TUTCHONE

CULTURAL FEATURES

**DEMPSTER HIGHWAY
INTERPRETIVE STRATEGY**

LEGEND:

- | | |
|-------------------|-----------------------|
| Language Groups | Tetlit Gwich'in (eg.) |
| Gwich'in trail, |) ——— ——— |
| Lost Patrol route |) - - - - - |
| HBC route, |) - - - - - |
| Rat River Portage |) - - - - - |
| Gwich'in trail | - - - - - |
| Cat train route | >>>>>> |

MAP# 3

3.4 OUTLINE OF INTERPRETIVE FEATURES (Refer to Section 3.0 for the explanation of this outline.)

ABIOTIC NATURAL HISTORY

Unglaciated Areas

- uniqueness relative to other parts of Canada,
- rounded mountains, V-shaped valleys
- tors, castellations, pediments, thick colluvium
- role as refugium for faunal and floral species during glaciation

Permafrost

- landslide scars, thermokarst lakes, pingos,
- seasonal frost mounds, stunted tree growth,
- tundra
- road building constraints, building constraints

Rivers

- 3 continental divides crossed by highway
- Mackenzie is largest drainage in Canada, transport corridor for Gwich'in & entry route of Euro
- Canadians into north
- barriers of rivers to road construction & maintenance
- unusual hydrological features, such as warm springs, iron-rich springs

Glaciation

- southern Ogilvie Mountains shaped by at least 3 distinct events of valley glaciers
- evidence of continental ice sheet in eastern Richardson Mountains
- U-shaped valleys, hummocky moraines, cirque valleys, horns and aretes

Climate

- low temperatures, extreme winds, low precipitation levels
- influence on plants and animals, on landscape
- sunlight periods and periods of darkness

Bedrock Geology

- formation of mountain ranges
- southern Ogilvie Mountains result of igneous intrusion, thrust faulting, regional uplift
- sedimentary rocks of northern area, limestones, shales and sandstones, deposited on continental shelf and inland seas
- different rates of weathering on different rock types evident
- economic value of rocks - minerals, oil and gas

BIOTIC

Ecological Units

Vegetation

- tundra, lichens, arctic adaptations, rare species,
- profusion of colours and varieties, autumn colours

Large Mammals

- Dall sheep, grizzly bear, wolverine, wolf,
- barrenground caribou, woodland caribou, moose, lynx

Small Mammals

- hoary marmot, collared pika, arctic ground squirrel, lemmings

Birds

- peregrine falcon, gyrfalcon, golden eagle, bald eagle, waterbirds, ptarmigan, abundance and diversity,

Fish

- whitefish, arctic grayling, inconnu, arctic charr
- #### Invertebrates
- rare moths, northern butterflies, mosquitoes,
 - endemic worm, beringian relics

HUMAN HERITAGE AND CULTURE

Creation Myths

- Crow creation legends of northern Indian people
- humans as part of nature - myths of superhuman abilities, transformation between animal and human
- Inuvialuit creation legends
- scientific interpretation of human migrations to northern North America

Pre-contact Cultures & Technologies

- ancestral Indian cultures (evidence of human occupation of Dempster area 7-8,000 years before present)
- Paleo-Eskimo cultures (evidence of 3-4,000 years before present)
- aboriginal trade
- significance of caribou - food, clothing, shelter, utensils, trade
- landmarks and travel routes

Early Contact

- early explorers and surveyors - Alexander Mackenzie, Kennicott, Mcconnell, Comte de Sainville

Early Contact cont'd...

- fur trade - Hudson's Bay Company
- missionaries - Roman Catholic and Anglican
- travel routes

Klondike Gold Rush

- gold rush routes - via Mackenzie River and then overland
- gold rush personalities, stories and sites
- Yukon Act, eastern boundary of Yukon Territory
- market hunting - meat supplied by Indians to residents of Dawson City and trading posts

The Gold Rush Aftermath

- Northwest Mounted Police - patrols, including fated "Lost Patrol"
- missionaries and native catechists
- northern Yukon and NWT ties
- settlement of Old Crow
- Bishop Stringer & his Boots
- North Fork Hydro Project
- trading posts/stores

The Trapping Years, 1921-1940

- Peel River Preserve
- R.C.M.P. Patrols
- the "Mad Trapper"
- trading posts
- early aviation
- hunting, trapping and changing wildlife regulations

The Accessible North & Government Involvement, 1940-present

- World War II and its ramifications on the North
- post-war defence projects
- government involvement and native peoples
- oil and gas exploration
- "Roads to Resources" Program
- big game hunting
- oil and gas boom
- Native Land Claims
- Porcupine Caribou Management Board
- other users of the highway
- present day use of highway
- the Arctic Circle
- Annie and Joe Henry

4.0 INTERPRETIVE STRATEGY

The proposed interpretive strategy corresponds to the sequence of tasks outlined in Figure 1. The interpretive features inventory and visitor perceptions about the Dempster Highway were combined to derive the outline of themes, subthemes and storylines.

4.1 INTERPRETIVE THEMES AND SUBTHEMES

The purpose of dividing information into categories such as themes, subthemes and stories is to provide interpreters with a format suitable for determining what information is important to the area, how it should be presented, and where.

Within each subtheme are a number of stories or interpretive features. These stories are summarized, with the appropriate references provided, in the Appendices of Volume I.

4.1.1 Natural History Theme

TRUE NORTH

In Canada, a country that is physically defined by boreal forest and long winters, the Dempster highway is a meandering line through the heart of the "true north"; a land where even the spruce hide from the elements in river valleys and the bitter cold is aggravated by nights that can last for weeks and summers that are all too brief.

A visitor to the Dempster in summer is struck by the fact that they have come from the "south" - even if the south is Whitehorse. The landscapes are strange, beautiful and a bit unnerving. The familiar deer and crows are absent; in their place are the trails of the giant herds of caribou and the tracks of grizzlies. The days are unnaturally long and surprisingly warm. A visitor clings to the road like the first explorers might have stayed with their boats on the river. To be away from river or road is disorienting.

Nearly one third of Canada lies above the treeline. Perhaps 20 % of our country is north of the Arctic circle. The Dempster Highway crosses the circle, passing in and out of forest, until it finishes in Inuvik only a few kilometres south of the most northerly trees in Canada. The Dempster passes through wilderness as defined by the animals that live there; animals like grizzlies, wolves and caribou which will not tolerate the encroachment of civilization. The rolling tundra is an introduction to what lies ahead, and the rounded mountains, like ripples in the tundra, are another reminder that the visitor is from the south where glaciers carved, scraped and gouged the Canada that we are more familiar with. Here the land was shaped first and foremost by the invisible: relentless wind and temperatures capable of freezing water, earth, and rock.

Boundaries mark changes and the Dempster Highway passes through boundaries that are physical, historical, political and psychological. Only the political border is marked. The rest - glaciated mountains to Beringia, forest to tundra, boreal forest to subarctic, south to north - await an inquisitive mind to reveal their presence and meaning. The Dempster Highway leads to the true north.

Natural History Subthemes:

1) Caribou

Only the barren-ground caribou remain of the great herds of large mammals that once roamed North America. The bison and antelope are now reduced to small remnant herds. If the north is - for Canadians - the last free wild place then the caribou are a living symbol of a land so large and undisturbed that 170,000 animals can wander its breadth and only once cross that icon of civilization: a road. These great herds are, and always were, crucial to the survival of the native peoples of the area. Caribou have a fascinating life history of great migrations, battles with wolves and grizzlies, and bulls sparring for female attention. The management of caribou is often controversial involving, as it usually does, mineral rights, national, state and territorial borders, and land claims. But most of all it is the mere existence of this giant herd that defines the land that the Dempster crosses.

2) Beringia

The Dempster welcomes the visitor to the true north, not by the fact that it is typical of the millions of square kilometres beyond - no area is "typical" - but because it is so different from what lies to the south. The principal difference is that the Dempster passes through Beringia, an area that was never glaciated. The crucial role of weathering is easily understandable along most of the route. In windy passes it is not even necessary to leave your vehicle to be made aware of the wind's potential for bringing about change. In the southern portion of the highway the contrast between glaciated area and Beringia is visible and can be easily explained. Along the highway are numerous unusual geological features emphasizing the role of erosion. More subtle differences, such as the presence of plants and animals that made use of the area as a refuge, and likewise a refuge for early human inhabitants, require more detailed explanations to make the visitor aware that what lies before them is a scene many thousands of years older than the 10,000 years that is the norm for virtually the whole of the rest of Canada and the northern United States.

3) Tundra and Permafrost

A visitor from the south usually has two ideas of the north in his mind; cold and white. The cold is certainly true; average temperatures of below freezing have shaped the land, by means of permafrost, every bit as much the other agents of change. Present along the highway are excellent examples of solifluction, drunken forests, and pingos, all proof that rocks and soil can freeze just like water. The white image is true only to a certain extent. Visitors are fascinated to learn that precipitation is not high (Ottawa, for example, will receive three times as much as Dawson) but the low temperatures keep the area white for a longer period of time and, if the wind is up, make white the only colour that is visible. It is important to remember that the Dempster only appears to be a "normal" road because the visitor is usually there in July or August.

The tundra of the Blackstone Uplands and the Richardson Mountains reflect the landscape that lies beyond to the north. Tundra is a northern specialty, the product of wind and permafrost. The stunted vegetation will remind some visitors of scenes from the southern prairies and deserts...until they take a walk and discover the rolling,

hummocky, and wet nature of tundra. But a wonderful creation of tundra conditions are the spectacular wildflower blooms. The adaptations and strategies of tiny flowers that make them successful in a land where trees fail is a wonderful introduction to the ecology of the subarctic.

4) Creatures of Wilderness

Although there is no universally accepted definition of wilderness, one commonly used method is to define it in terms of the animals that live there. Grizzlies, wolves, and wolverines are examples of animals that will not or cannot adjust to close proximity with humans. All of these animals are present along the Dempster Highway and although only rarely seen, their survival suggests that we are in an area that many would call wilderness. Along the highway are such northern specialties as gyrfalcons, Dall sheep, three species of Ptarmigan, and in the rivers, grayling and char. These serve as reminders that we are in the north. Also along the highway are better than average chances to observe golden eagles and peregrine falcons; the former perhaps our most impressive bird of prey, the latter a species struggling back from near extinction. Sighting a great bird of prey is evidence of being in a place that has been, as yet, only lightly touched by the twentieth century.

5) Patterns in the Landscape

The land through which the Dempster Highway runs was shaped by forces even more powerful than glaciers, wind and water. The mountains themselves are evidence of the movement of entire continents with the attendant upheavals, thrusts and faults. All along the highway is evidence of these incredible forces at work in areas that were inland seas and are now tundra; old and new routes for the rivers; and of course, the mountains, here shaped by glaciers, there shaped by wind and water, but both created by the drifting of continents. The weaving of blue rivers, grey mountains, green forests, and the highway itself, create a braid of interwoven colours.

4.1.2 Cultural Heritage Theme

OUR HOME, OUR NATIVE LAND

The land that the Dempster Highway passes through may be the oldest settled and continuously occupied area in Canada. People have lived here for thousands of years, almost certainly tens of thousands and, according to northern Indian oral history, have always been here. Like the caribou, they have been shaped by the cold, the wind, the rivers, the animals, the forests and the land until they fit so perfectly into the structure that the scene is almost unimaginable without them. The peoples who lived here many thousands of years ago left few traces of their travels and activities. They may have been the predecessors of present day Indian groups, or they may have moved on to other parts of the continent to be replaced by new arrivals in this area. The movements of the Gwich'in people, as well as those of the Han and Tutchone in the southern portion of the area, have been continuous for countless generations and yet they have left, and leave, only the slightest of marks on the landscape. Here was a fishing camp. And in another place, here is a fishing camp but the people are absent now hunting caribou. The Peel River is a good route to the trapping grounds; the Dempster Highway is a good route to other settlements.

A harsh climate and an unforgiving landscape breeds endurance and cooperation in a people. The Gwich'in People found and continue to find, all they need in this land, and have lived at peace with each other - with the newcomers, such as the explorers, traders and miners, who came to their land. Brief disputes occasionally arose between the Gwich'in and their Inuvialuit neighbours, probably related mostly to trading tensions as conditions changed in the early contact period. Most of these came for their own very specific reasons: the land held gold or routes to gold, and the forests and rivers grew "gold" in the shape of marten, beaver and muskrat. Some merely passed through while others came and stayed, bringing different meanings to "home" and "native land". The Inuvialuit brought competition for scarce resources but they also brought trade goods from the sea; the whites brought modern society and technology. The Northwest Mounted Police "brought" Canada to the north.

The Dempster Highway, like many of our modern projects, was built for a very specific reason; the land holds new gold in the form of oil and gas. Now the highway brings whomever chooses to make the journey. All of these travellers have been welcomed by the Gwich'in who guided the explorers, fed the miners, rescued the foolish, helped find the wicked, and led the crews that built the highway through their home, their native land.

Cultural Heritage Subthemes:

1) We Have Always Lived Here

The creation mythology of the Athapaskan, the language group to which the Gwich'in belong, incorporates a sense of always being here in contrast to the Inuvialuit tales of "coming" to the area. The presence of an unglaciated refugium lends credence to the possibility of very long human occupation. Archaeological data suggests occupancy in northern Yukon of at least 24,000 years before the present. Legends regarding the

animals of the area, particularly the caribou, further support a long evolutionary relationship with the land and its other occupants.

Over this period a way of life developed that involved synchronizing life style with the habits of the game animals, particularly caribou, moose and fish. Archaeological evidence of major changes in lifestyle probably reflect changes in the landscape (e.g. water level fluctuations) and changes in prey species' populations and behavior. There are numerous archaeological sites along the Dempster which substantiate long term occupancy, although the identity of these early groups is unclear. There more recent oral traditions of contact between cultures and linguistic groups (Gwich'in with Han, Tutchone, and Inuvialuit) which usually were beneficial to all parties as they shared trade goods and ceremonies.

2) Early Contact

Early contact with Europeans followed a pattern which is similar for much of Canada. Explorers (Mackenzie, Franklin) were closely followed by fur traders who, in turn, were closely followed by missionaries, scientists and surveyors. In addition, these meetings brought - also the norm for contact with aboriginal peoples - catastrophic epidemics of disease, crises related to the scarce resources of the area, and, relocations and changes in the movements of the native people in response to the fur trade and the availability of new goods. And all along the route Christianity took its place along side of the old beliefs.

3) Gold Rush

While the gold rush was peripheral to all but the southern portion of the Dempster Highway, its effects on native society were not. Prospectors became regular visitors to the land of the Gwich'in, either en route to the Klondike or in search of new gold sources. The travellers needed help and supplies, and in exchange, provided new goods. Many native people travelled down to the booming town of Dawson either to trade or to work (e.g. Dawson Boys). Hunting changed from its historical subsistence function to include market hunting in order to provide the gold-seekers with dinner.

4) Mounties, Borders and Boundaries

By 1900, the land was most definitely part of Canada. The N.W.M.P. maintained posts and undertook regular patrols between Dawson and Fort McPherson, almost always with the help of native guides. The twin dramas of the lost patrol and the mad trapper brought the area to the attention of the rest of Canada. For the Gwich'in, southern patterns of settlement and society increasingly took root but the old way of life - movement through the seasons - continued as well. At the south end of the highway, hydro was developed as a source of energy for the electric dredges in the gold fields.

By the middle of this century, changes had come which would not pass as quickly into history as did the gold rush. Airplanes made every part of the north Yukon and western N.W.T. accessible in a matter of hours. And now there were maps filled with boundaries and borders: political boundaries, trapping boundaries, reserve borders, mining claims. The government of Canada took an active role in managing the area, made aware by World War II and the ensuing Cold War of the vulnerability of this large land with its small population. And the discovery of a new "gold" - oil and gas -

meant that all of the country now had a stake in the future of the land that the Gwich'in call home.

4.1.3 Travel Theme

ROAD TO THE ARCTIC CIRCLE...AND BEYOND

We have called it a travel theme because some experiences most strongly require explanation to the newcomer. A long-term resident may take the highway for granted, barely notice the Arctic Circle marker, and wait impatiently for the ferry at the river crossings. For the newcomer, however, these events and sights all have special meaning.

Firstly, the highway is not something to be taken for granted. It is a river to the north promising adventure and excitement. To pull off, wander about, and then to catch sight of the narrow strip of gravel road far in the distance is a vivid reminder that the land is very big, yet the modern world has daringly pushed its way into it. A car or truck far in the distance against the rolling tundra makes a lonely picture and their passing invites questions usually reserved for ships passing each other by: who are they and where are they going?

The Arctic Circle represents a psychological point of entry for the traveller. It is a recognizable landmark in the sense that the visitor will almost certainly have heard of it. If they had the slightest doubt that they were in the north, crossing this imaginary line removes it. If a traveller on the Dempster is analogous to a sailor making a voyage, then crossing the circle is their first sighting of a sought-after foreign landmark.

The next major landmark for the traveller will be the Peel River crossing. This is their first arrival in a northern community and likely their first encounter with the residents of the area. The journey to this point has filled them with wonder about the natural landscapes they have encountered. From this point on, they will meet more and more of the people of the Dempster.

Travel Subthemes:

1) The Dempster Highway

It is a journey of over twenty years between John Diefenbaker's announced "road to resources" and the completion of the Dempster Highway. Over 20 years of plans, surveys, meetings, public hearings, inquiries, and land claims have been mixed together with cat trains ploughing through deep snow and with little bands of men marking a route and then building a road.

The highway now brings tourists and truckers, and many others, to a part of the world that just ten years ago could only be reached by airplane and 60 years ago could only be reached by canoe, dogsled, steamboat or on foot. Now recreational vehicles share the highway with transports bound for the northern settlements. Visitors hike, canoe, bird-watch, photograph, fish and hunt, aided by outfitter-guides, naturalists, highway crews who maintain a clear passage, and community residents who provide services and information. The resources originally sought still remain in the ground; perhaps for only a few more years, perhaps forever. But the road does lead, in its winding river-like

way, to even richer resources: a wild land and a people both strong and gentle enough to call it home.

2) Arctic Circle

Everyone stops - at least on their first visit up the highway - at the Arctic Circle. In a sense, the Arctic Circle is a real place, as "measurable" with modern instruments as any political border and, historically, more stable and consistent in location than mere continents or mountain ranges. It defines another northern specialty: days or nights without end. But more important than its "definability" to a visitor is the existence of the circle as a psychological destination. The Arctic Circle has a place in the psyche beside such other locations as "darkest Africa" or Tierra del Fuego. It is a place for explorers and adventurers. The Dempster Highway provides an opportunity for all of us to be an explorer, to venture into the true north.

3) Mackenzie River System

For the last 250 kilometres, the Dempster crosses then parallels the Mackenzie River and the Peel tributary on the way to the Arctic Ocean. The largest river system in Canada, the Mackenzie was, for years, the route that took Athapaskan and Inuit people to fish camps and hunting grounds and, more recently, the route that led explorers, fur traders, and miners into the north. The Mackenzie is also an important symbol for the traveller along the Dempster. Prior to crossing the Peel River, a visitor has crossed over between Pacific and Arctic watersheds on several occasions. Upon arrival at the Peel, there is no ambiguity about direction. From this point on the visitor is headed north to the Arctic, to the northern limit of the southern forest, and into the land of the Inuvialuit.

4) Inuvik...And Beyond

It is important to recognize that only the road - not the journey - ends at Inuvik. Inuvik is the gateway to the Western Arctic with all of its landscapes and Inuvialuit communities. The end of the road is really the beginning of a whole new set of experiences and possible journeys: Tuktoyaktuk, Herschel Island, Sachs Harbour, etc... Nor is the drive south a simple reverse journey for the traveller who has flown directly to Inuvik, and the visitor who has arrived by vehicle, will both find that their journey south on the Dempster will reveal a whole new perspective on land and people.

TABLE 2. INTERPRETIVE THEMES AND SUBTHEMES

TRUE NORTH	OUR HOME,OUR NATIVE LAND	ROAD TO THE ARCTIC CIRCLE...AND BEYOND
Caribou	We Have Always Lived Here	Dempster Highway
Beringia	Early Contact	MacKenzie River System
Tundra and Permafrost	Gold Rush	Arctic Circle
Creatures of Wilderness	Mounties, Borders and Boundaries	Inuvik...and Beyond
Patterns in the Landscape		

4.2 SUMMARY OF INTERPRETIVE OPTIONS

Historically, a wide variety of techniques have been employed to achieve the goals of interpretation: the revealing of information, meanings and relationships through first-hand experience. No single option ever achieves all of the objectives for interpretation. As a consequence, combinations of techniques are normally employed. Certain options lend themselves to presenting information to large groups of people at one time, for example, the interpreter-led event or a visitor centre. Other options are cost-effective for the interpretation of single features to small audiences, for example, signs or displays.

In developing the Interpretive Strategy for the Dempster Highway Corridor, the applicability of several options for interpretation were assessed. The Dempster Highway is travelled by visitors with definable characteristics, while the highway environment and remote location present a variety of constraints to development.

4.2.1 Personal Interpretation

The original form of interpretation offers the highest potential for achieving objectives. Personal interpretation offers three incomparable advantages over other techniques: the personal touch (we like talking to other people); flexibility (an interpreter can easily modify their communications in response to changing information, audiences, and circumstances), and mobility (an interpreter can go to the audience if it is not convenient for the audience to come to them). Any number of specific techniques are available to an interpreter, such as guided walks, campfire presentations, mobile roadside displays or slide shows.

The disadvantages of personal interpretation are those associated with any staffing situation. Knowledgeable people with good communication skills must be found, trained, supervised, and supported. In practical terms, it is often easier for an agency to obtain capital funds than staff funds.

Personal interpretation is particularly appropriate to the Dempster Highway due to the remote location. Many tourists may be intimidated by the lack of services or visible government staff. The VES (1987) and the Dempster Highway Interpretive Centre reports (McEwen and Staniforth 1986, McEwen and Majiski 1987, PRP 1988) showed clearly that personal contact is highly regarded by visitors to the Yukon. An interpreter in the Dempster Highway setting would serve both an educational and promotional role by revealing the stories behind the unusual landscape and reassuring visitors of what lies ahead.

4.2.2 Signs

Interpretive signs are widely used to present information at sites or locations where it is impractical or too expensive to maintain staff. Signs are particularly appropriate to the Dempster since many visitors are pushing north or south with limited time to participate in events. Signs meet the needs of the audience group who wish to learn, but in a brief non-structured stop.

Interpretive signs work 24 hours a day and represent a cost-effective interpretive option. Well-designed and sensitively-located signs do get read and the information, if well written, is retained. Problems associated with signs include limitations on information, cost, vandalism or occasional message changes.

4.2.3 Self-guiding Trails

Self-guiding trails meet the need for interpretation without the cost of personal interpreters. The most common form of trail is the short loop variety which is designed for completion by a visitor in anywhere from 10 to 30 minutes. Interpretation follows two common formats: interpretive signs located at designated stops; or an interpretive brochure which the visitor brings along and consults at each numbered signpost.

Self-guiding trails achieve a number of important objectives: they let the visitor experience the landscape outside of their vehicle; they are very successful at answering commonly asked questions in an interpretive manner (e.g. "what is that little yellow flower?" is answered first-hand with a sign beside a flower); they provide an opportunity for visitors to "safely" explore the area with no fear of getting lost or encountering difficult circumstances (e.g. can be made suitable for the elderly or handicapped); and, they provide a pleasant recreational activity all on their own.

Problems associated with self-guiding trails are either cost or maintenance related. Trail construction can be expensive. If signs are used rather than a brochure, then sign costs become an important factor. If a brochure is used, then ample supplies must be readily available in a weather and vandal resistant container.

Self-guiding trails have applicability to the Dempster where terrain often precludes hiking for all but the most fit. The audience profile clearly establishes the need for short walking or hiking experiences. Even though only 10-15% of visitors mention hiking as an activity, the literature review suggests that many more would participate if opportunities were readily available.

Some of the need for people to "stretch their legs" may be met by short trails adjacent to existing campgrounds. Bus tours stop at Engineer Creek, for example, and there is a need for a 10-15 minute walk during the preparation of lunch. Here is an opportunity to match market demands with interpretation.

Longer hiking trails in the Dempster Highway area are a separate issue. The environmental impacts, cost and maintenance of longer hiking trails must be measured against the amount of projected use. Such trails would provide interpretive opportunities for guided and unguided hikers but would not serve the average highway traveller. The relative benefits of providing trails versus providing information on hiking opportunities and routes through unmarked terrain is a management decision beyond the scope of this interpretive strategy.

4.2.4 Interpretive Centres

Interpretive centres are also called visitor centres, nature houses, or information centres. Another traditional option, interpretive centres are located within virtually every National Park in Canada and the U.S., as well as the larger provincial and state parks.

The advantages of centres are that they can provide a wide variety of information. Well marked, attractive interpretive centres will be visited by virtually all first-time travellers to an area and there will be many repeat visits. They also provide an opportunity for the consumer in many of us. This is important. Most visitors will want a souvenir of their trip and as a result, most centres do provide a sales area. In park situations, the funds raised are often channeled through a cooperating association back into interpretation.

The disadvantages of centres are the high cost and the long term commitment which they represent. They require design and construction funding, staffing funds, display design and construction funding, and maintenance.

The audience profile indicates that many people travel as far north as Tombstone Mountain or Engineer Creek. The market analysis further suggests that there may be potential for day tours from Dawson to Tombstone or on to the Chapman Lake area. A visitor centre in this case would meet the needs of a particular audience group by providing a destination where many interpretive functions could be met in a short time. Visitors to the Yukon mention that they expect to see tundra. An interpretive centre in the Tombstone Mountain area could also help draw visitors north to experience this landscape. The VES (1987) further shows that the great majority of all visitors to the Yukon stop at a Visitor Reception Centre for information.

4.2.5 Viewing Platforms and Towers

Platforms and towers are an option commonly used at prominent features or viewpoints. Facilities range from 60 foot high towers to 3 foot high platforms. These are very commonly coupled with interpretive signs and/or staff to provide an interpretive station or module.

Viewing platforms focus visitor attentions on a specific theme or themes. They are very useful when terrain or vegetation prevents or discourages visitors from enjoying a view. They can easily be made suitable for the elderly or handicapped and, in addition, serve the management role of controlling (by positive action) the movements of visitors. For example, a viewing platform could provide visitors with an impressive and satisfying view of an important feature which is too vulnerable to permit direct access. Disadvantages include cost and maintenance of the structure itself as well as the signs which accompanies it.

Viewing platforms are also one way to allow for some interaction between less adventurous tourists and the environment. The majority of Dempster Highway visitors are not prepared to walk far, but a short path to a viewing platform or tower could substitute for the hiking experience and fulfill an interpretive role.

4.2.6 Mass Media

Much effective interpretation takes place via the mass media of radio (such as AM radio or low power radio transmitters) or television, or by means of widely-distributed materials such as brochures, books, videos, cassettes, and posters. While some of this material qualifies as first-hand (e.g. trail brochure or audio tape) interpretation, most is intended as pre-visit information or as post-visit souvenirs, or both.

The general benefit of all these materials is the size of audience reached and the flexibility provided. There is no need for the text to be limited to approximately 100 words like a sign and visitors don't have to be somewhere at a certain time as in the case of an interpretive program - they can learn about the Dempster in their own home and visitors can be shown sights (e.g. caribou, grizzly) that they are unlikely to see during a visit.

There are two general disadvantages. The first is that all of these can be expensive to produce, market and distribute. The second disadvantage is that interpreters are not the only ones that realize the advantages. Many agencies and businesses develop similar material so the competition for attention is stiff.

Printed media can be used to combine information on travel or camping etiquette, as well as fulfill the needs of specific target audience groups. For example, birders, wildflower enthusiasts, or school groups could be well served by relatively low cost information in the form of brochures or booklets that are designed for their specific needs and skill level.

Information on bears, appropriate wildlife viewing habits, camping etiquette, or any other aspect of travel pertinent to the Dempster Highway may be produced separately or combined with introductory interpretive messages. Such material could be available in Whitehorse, Dawson City, Dempster Corner and Inuvik.

Easy to read interpretive maps can reach a wide audience and would be appropriate in the Dempster Highway context since the audience profile suggest a well educated visitor.

4.2.7 Low-cost Media

It is important to note that interpretation can often reach a wide audience by means of low cost cooperative efforts with media at the local, territorial, or national level. Interpretation can often provide the sort of public interest story that is sought by television, radio, magazine and newspapers. Contacting these organizations with a story often results in exposure to large audiences of the organization undertaking the production.

The implementation of low-cost promotions requires individuals skilled in identifying newsworthy activities or features within the program. For example, there is already an informal "Summer Solstice Party" at the Arctic Circle with the participants largely being staff and visitors to the Eagle Plains Hotel. This is a unique special event which has a real human interest angle. If the major media were notified then coverage would very likely be forthcoming. When an interviewed participant from the agency speaks of Beringia or the caribou, the event becomes interpretive; when they speak of visiting Fort McPherson or canoeing the Peel, the event becomes promotional.

Low cost media productions can also be used to reach specific audience groups on the highway. The audience profile indicates several different small segments such as birders, nature tours or canoeists. These groups could be drawn to special interpretive programs with media advertising.

TABLE 3. SUMMARY OF INTERPRETIVE OPTIONS

Method	Effectiveness	Pros	Cons
Personal Interpretation	high	personal touch easily modifiable mobile	requires trained staff can be expensive timetables may not suit all visitors
Signs	low-medium	24 hours a day cost-effective	limited information static presentation vandalism not easily modified
Self-guiding Trails	medium	interp/recreation suits variety of timetables brochure provides additional info	construction and maintenance sign costs
Viewing Platforms	low-medium	24 hours a day cost-effective	limited information static presentation vandalism not easily modified
Visitor Centres	high	all weather variety of info	high cost staff required
Mass Media	variable	size of audience reached	no direct contact
Low Cost Media	low-medium	size of audience reached	no direct contact, but radio has personal touch

4.3 IMPLEMENTATION CONSIDERATIONS

The implementation of the Dempster Highway Interpretive Strategy was developed following consideration of a number of factors:

- the wilderness character and sensitive environment;
- the characteristics and travel patterns of the audience;
- existing land use, land claims, commercial operations;
- existing agency, band, community and private interests;
- capital and operating costs;
- services and safety.

These points are described in more detail in Volume I, in order to place the proposed interpretive strategy in the context of existing development constraints.

4.3.1 Implementation Methods

Implementation of the interpretive strategy will involve a number of agencies and parties. It is crucial that the concerns, mandates, and resources of these parties be addressed and evaluated and that the implementation be by consensus.

Possible Action

- Establish a committee of all concerned parties (commercial operators, government, native organizations, and agencies) to establish priorities and responsibilities, and to eliminate conflicts. (See section 4.3.5 Comments from Native Organizations).
- Tourism related economic development opportunities and benefits should be considered, especially as they relate to native band involvement.

4.3.2 Information and Marketing

A comprehensive approach to implementation of a Dempster Highway Interpretive Strategy would include plans for tourist information and marketing. The VES (1987) and interviews with interest groups pointed to several concerns.

Possible Action

- Develop a co-ordinated information program for the Dempster that includes mail-outs for travel planning, programs and information at visitor reception centres in the Yukon, up to date centrally located information at Dawson, and the proposed orientation signs at Dempster Corner. Link the information program to the interpretive strategy.

- Include information on camping, fishing, wildlife viewing and other environmental etiquette in printed and other media for the Dempster. Show how visitor behaviour can help manage the areas special qualities.
- Link information and marketing plans to facilities' infrastructure and maintenance capabilities.
- Adopt a passive marketing approach where information is available to those who seek it, or adopt a phased in marketing plan to allowing monitoring of increased tourist use.

4.3.3 Environmental Constraints

The interpretive strategy will be implemented within the context of overall highway corridor management. Since the interpretive work precedes a formal management plan, potential land use issues are not yet resolved. These broader issues, such as wilderness protection or wildlife harvesting will not be discussed in this report except as they may relate to tourist use of the corridor and, in particular, the Interpretive Strategy. Crombie (1982) discusses environmental impacts in considerable detail.

Environmental impacts may be those caused by tourists, such as trampling of vegetation, or they may be impacts on the tourists' appreciation of the landscape, such as overcrowding or changes to the wild character of the highway. Both perspectives are important.

The proposed interpretive facilities and techniques, in themselves, will have negligible environmental impacts provided that design guidelines are acknowledged, and that adequate information on environmental etiquette is provided to tourists. A full environmental impact assessment of major interpretive sites would help ensure that the strategy is implemented appropriately.

Significant environmental concerns could arise if the Dempster Highway is marketed, resulting in increased tourist use and greater demand for facilities, and if the management plan is inadequate to accommodate these changes.

Environmental constraints are divided into two categories: natural environment and land use.

A. Natural Environment

Wildlife

Wildlife viewing is the interpretive activity most likely to cause concern. Increased tourist use of the highway and the demand for wildlife viewing opportunities could result in inadvertent impacts on species and habitat. Detailed discussion is beyond the scope of this report; an outline of key points is provided below.

Possible Action

- Conduct environmental impact assessments of proposed developments.
- Provide printed tourist information on wildlife viewing opportunities and instill appropriate environmental etiquette, emphasizing the potential benefits of good

behaviour. Raise knowledge levels so visitors will support management techniques.

- Control access and stopping opportunities near sensitive habitat.
- Provide guided interpretation at sensitive sites.
- Control visitor movements with careful site design.
- Develop operation guidelines for aerial wildlife viewing and interpretation.
- Increase wildlife viewing opportunities, manage wildlife for viewing purposes where appropriate.
- Avoid trail developments where potential for wildlife conflicts is high or where seasonal use of habitat may be compromised by tourist use.
- Avoid promotion of off-highway use, while providing adequate information for those who seek off-highway experiences. Provide good interpretive experiences at roadside and in campgrounds.
- Consider specific hunting exclusion zones or special management areas where wildlife viewing is considered paramount.

Vegetation and Soils

- Conduct environmental impact assessments of proposed developments.
- Select and design sites to avoid sensitive vegetation areas, and use appropriate techniques to harden walking surfaces where warranted.
- Control access to sensitive sites by limiting trails and other facilities; develop information to aid tourist understanding of vegetation ecology.
- Avoid trail construction on slopes where permafrost or fine textured soil materials would likely result in erosion or slumping.

Water Quality

- Tourist facilities at major interpretive stations should be sited and designed for minimum environmental impact.
- Provide information on camping etiquette and human waste.

Visual Quality

- Ensure new interpretive facilities and pull-offs are backed up with adequate maintenance to prevent litter accumulation.
- Take measures to reduce or prevent camping at interpretive sites and pull-offs; provide educational materials.

- Design interpretive sites and signs to blend in with the landscape setting; develop sites to acceptable standard; do a few well, avoid proliferation of mediocre sites.
- Provide dust-free zones at major interpretive sites.
- Control access and rehabilitate existing man-made eyesores.
- Provide Dempster litter bags with message on keeping the route clean.

B. Land Use

Land use can have an effect on the interpretive strategy in several ways. Incompatible land use adjacent to major interpretive stations will detract from the visitors' appreciation of the site. Land uses which are not consistent with tourists' expectations of the Dempster may also reduce satisfaction with the trip. Marketing and information programs depicting images not found on the highway may also affect visitor enjoyment.

The study area is under negotiation for land claims by the Indian Bands in the region. The land claims settlement may affect the location of some proposed interpretive sites and the type of program offered.

Possible Action

- Co-ordinate interpretive strategy with Dempster Highway land use management plan; tailor marketing and information to accurately depict conditions on the route.
- Cooperate with Indian Bands during the interpretive planning process to ensure compatibility with the terms of future land claims settlements.
- Manage harvesting activities in conjunction with interpretive and outdoor recreation strategy to reduce potential conflicts.
- Conduct visual impact assessment of proposed developments such as transmission towers or pipelines. If possible adjust locations to reduce visual impacts in key interpretive or tourist rest stop locations.
- Manage land use in some key sections of the corridor to retain an undisturbed character. Institute special land use controls around interpretive stations or other tourist facilities and highway segments with high visual quality. Consider zoning where interpretive values are high.
- Interpret industrial or other development activities, turn potential negative visual experience into positive education.

4.3.4 Facilities and Maintenance Constraints

As tourist use of the Dempster Highway increases, there will be an increased demand for facilities and services. The quality of interpretive stops will decline unless properly maintained.

Possible Action

- Implement capital projects in conjunction with operations and maintenance budgets; ensure adequate maintenance support for interpretive and related facilities.
- Co-ordinate tourism marketing of interpretive and recreation opportunities on the highway route with a facilities, maintenance and environmental management plan.

4.3.5 Comments from Native Organizations

While recognizing that each band has its individual concerns and interests with regard to tourism in the Dempster Highway Corridor, many concerns are commonly shared. Specific comments expressed by each band organization are detailed in Volume 1. General comments are presented below.

- Traditional and cultural values of aboriginal peoples should be reflected.
- Native organizations desire to be an integral part of future planning projects related to the Dempster Highway.
- There is strong interest in renewable resource based economic development and specifically as this links in with tourism.
- Tourism on the highway compliments encouragement of side trips and the consequent benefits to indigenous people.
- Wildlife management must be addressed, with specific concern for the Porcupine Caribou herd and the effect of increased human activity along the highway.
- Some native organizations have a strong interest in participation in interpretation along the highway - interest to be part of a collective effort, but also individual and locally controlled effort.
- Traditional place names should be used in the Corridor.
- Traditional lands need to be acknowledged.
- Wildlife harvest in the region must also be continued.

4.4 THE PROPOSED INTERPRETIVE STRATEGY Recommended Activities and Sites

4.4.1 Introduction:

This section outlines the recommended sites and activities that comprise the proposed interpretive strategy for the Dempster Highway Corridor. In Volume I, a rationale for site selection is included along with recommended options, objectives, a listing of themes and subthemes to be interpreted, details, constraints, and an order of magnitude cost estimate. In Volume II, the site information is summarized.

The strategy is broad in scope, incorporating virtually all of the commonly employed interpretive techniques and including suggestions for the development of innovative techniques. It evolved over the course of reviewing the natural, cultural, and historical features of the highway - both by themselves and as components of themes, subthemes and stories. These features and themes were combined with the visitor assessment profile and the assessment of appropriate interpretive techniques. In the course of this assessment, the following guidelines for the strategy were considered:

- the Strategy must provide for high quality interpretation of the themes and subthemes;
- the Strategy must be tailored for the audience, both present and future;
- the Strategy must provide adequate information to direct implementation and site specific planning;
- the Strategy must be a practical tool for planners and managers (i.e. employ cost-effective techniques);
- the Strategy must be appropriate for the Dempster Highway setting and acknowledge environmental, social, cultural or economic constraints related to interpretive developments.

In general terms, communication of large amounts of information takes place via personal interpretation, mass media, or at major highway sites. Interpretation of smaller units of information is planned for secondary sites or pull-offs along the road. Smaller units of information may also be passed on with printed material targeted for specific audience groups.

While interpretation of native cultural history is a major part of the strategy, components of this interpretation are most appropriately done by the native people themselves. Some of the activity recommendations provide suggestions on ways in which this might be accomplished with the assumption that interested parties will decide for themselves the suitability of any implementation method. For similar reasons, only general recommendations are made for interpretation in NWT.

It is important to note that interpretative sites, techniques, and activities function best when they support each other. For example: written material should promote personal interpretation; interpreters should promote visits to sites and other activities. Similarly, other activities which take place in the area, such as canoe trips, or backcountry travel, would create the least management difficulties if coordinated with other activities

taking place. It is sufficient to note that consideration should be given to identifying a mechanism for coordinating these varied activities.

The selected options are presented in the following sequence.

Activities:

Activities are identified by location and estimated cost, and a range of opportunities is presented.

Mass Media:

Several recommendations are made for the development of mass media. Themes, formats and objectives are identified as well as distribution mechanisms and, where possible, costs are estimated.

Other Options:

Certain activities and opportunities are not easily categorized but form an integral part of the interpretive strategy. These are documented in this section.

Sites:

The recommended sites were identified after assessing a large number of potential locations. Proposed sites for interpretation, being sites where interpretive themes or subthemes are present, are mapped as part of the interpretive resource analysis with specific criteria and rationale included for each site. Refer to Volume 1 for accompanying maps and a complete description of sites.

4.4.2 Activities

Many of the interpretive options discussed in section 4.2 are directly attributable to the characteristics and travel patterns of the Dempster Highway audience and have been included in the proposed Strategy.

4.4.2.1 Personal Interpretation

The flexibility and mobility of personal interpretation is particularly suited to the Dempster Highway where significant changes occur from year to year and from season to season. There are additional reasons for strongly recommending personal interpretation on the Dempster Highway. The traveller will likely be glad of a personal encounter with an interpreter to allay any concerns of being "alone in the wilderness". Additionally, interpreters can satisfy the informational needs of travellers better than impersonal media. These needs are considerable based on the demographics of current travellers. Interpreters can play a management role as well both by means of impressing on visitors the uniqueness and beauty of the region, and, by their very presence which will tend to discourage vandalism.

Interpretation By Agency Staff

We recommend that agency interpreters continue to provide programming along the Dempster Highway, and in particular, in the southern portion of the road. This recommendation is based on the proposal to establish the Tombstone Mountain area as a day trip destination.

We recommend that two interpreters be based at Tombstone campground both to staff the visitor centre seven days a week and to provide interpretive programming.

We recommend that another interpreter be based in the Blackstone Uplands area to provide roving interpretive services at this site as well as at the Gyrfalcon Eyrie, the Sheep Lick, and - on an occasional basis - at the Engineer Creek campground. It might be possible for this interpreter to be based out of the outfitter's cabins.

A fourth interpreter should be based out of Eagle Plains to provide roving interpretation at the Eagle Plains Viewpoint and the Arctic Circle, as well as occasional programming at the Hotel, at Engineer Creek campground, and possibly at the Rock River campground.

We would suggest that one of these interpreters be identified as senior and responsible for supervision, co-ordination, and promotion. Interpreters could rotate through these bases every two weeks. The number of interpreters would need to be adjusted as required to account for days off and rotation of duties. We further recommend that Gwich'in be actively involved in this programming either as agency interpreters or as guest interpreters.

A mobile interpretive van, possibly with small animal displays, wildflower identification pictures, or any other suitable aid can be an effective way to enhance personal interpretation services. A mobile roadside display with a naturalist explaining the materials shown is a communication tool catering to the segment of the travelling public who would like to stop for 10 or 15 minutes, but do not wish to participate in a more lengthy interpretive talk or walk.

This method is particularly suited to the Dempster Highway and could be combined with the personal interpretation methods described above.

Commercial Interpretation:

Commercial interpretation already exists on the highway as an adjunct to other activities (i.e. nature tours, bus tours, Eagle Plains Hotel). We recommend that these operators be encouraged to make additional use of the interpretation being proposed. Some options include:

- incorporating stops at interpretive sites as part of tours;
- incorporating interpretive programs into tours;
- distributing mass media interpretation to customers.

Distribution of interpretation by whatever means will help to achieve the objectives of this interpretive strategy.

The greatest opportunities for commercial interpretation lie with the Gwich'in communities who have the opportunity to tell their story on their land by the means that they choose. Some of the many forms that interpretation could take, include:

- interpretive programs at sites along the highway;
- interpretive programs at a designated centre (e.g. Fort McPherson);

- interpretation as an adjunct to:
 - fishing trips
 - hunting trips
 - visits to fish camps
 - river trips (e.g. canoe, powerboat, etc.)
 - crafts
 - services (e.g. as done at Eagle Plains Hotel)
 - interpretation as part of special events (e.g. festivals)

4.4.2.2 Mass Media

Mass media offers the chance to reach very large audiences some of whom have never, and will never, travel the Dempster Highway. Given the "newness" of the highway, there is already a surprising amount of written material available. Our recommendations are for materials which provide different or additional information from that which already exists. It is important to note that any of these materials could be developed by an agency alone, by a business alone, or by a joint venture between business and government.

Objectives:

To introduce the viewer to interpretive themes of the Dempster Highway and the North Yukon region.
 To encourage viewers to visit the area, or if purchased as souvenir, to encourage repeat visitation.

Strip Map

No existing material effectively combines interpretation with highway information in a convenient format. The strip map format is widely used for this purpose by automobile associations and has proven to be effective. The format also makes changes relatively inexpensive as a component of additional printings (i.e. a page is changed before binding).

Audio Tape

Many travellers will have a cassette machine in their vehicle. Audio tapes provide a pleasant diversion while driving and tapes other than music (e.g. book tapes, instructional tapes) have become popular items. An audio tape is well-suited to the Dempster Highway with its long driving time.

Video: "Road to the Arctic Circle...and Beyond"

Videos are rapidly gaining popularity as souvenir items. They provide the opportunity for visitors to experience visually what is very unlikely to be seen on a single trip (e.g. the caribou herd). Videos also can serve many purposes. For example, the same footage used to produce an interpretive presentation can be re-edited into a 3 minute promotional package.

Brochures and Booklets:

Printed materials should be used to combine information on travel or camping etiquette, and/or fulfill the needs of specific target audience groups. For example,

birders, wildflower enthusiasts, or school groups could be well served by relatively low cost information in the form of brochures or booklets that are designed for their specific needs and skill level. The audience profile suggests that there are well educated and highly motivated visitors travelling the highway. The needs of this market segment should be met with such specialized printed materials.

Information on bears, appropriate wildlife viewing habits, camping etiquette, or any other aspect of travel pertinent to the Dempster Highway should be produced separately or combined with introductory interpretive messages. Such material should be available at no charge in Whitehorse, Dawson City, Dempster Corner, Inuvik, Eagle Plains and government campgrounds..

4.4.2.3 Other Options

Some other considerations affect the interpretive strategy for the Dempster Highway. These are discussed here in general terms.

Promotion:

The presence of interpretation will encourage visitors to make the trip. Information centres at Dawson City, Whitehorse, Watson Lake and Inuvik should be aware of these services and this information should be passed on to visitors. Similarly, any mass media materials should be on display at these centres and should be available for purchase in the communities.

Special Events:

The location and uniqueness of the Dempster Highway area makes almost any event taking place newsworthy. Consideration should be given to formalizing a Summer Solstice event as a combination interpretive/promotional tool. In a similar vein, local communities might consider hosting an annual gathering such has been implemented by native bands in the NWT and at various locations in British Columbia.

Interpretive Centres:

In the discussion of interpretive options, the pros and cons of centres were identified. In assessing these options for the Dempster Highway, we concluded that a large structure is not a priority for interpretation. Our reasons for this recommendation are discussed below.

- A large structure would not be cost-effective as a stand-alone feature on the highway at the present time or in the near future. We recognize the costs associated with major facilities and - given the quality and quantity of outstanding interpretive features spread along the route - we can not rationalize a concentration of costs in any single site such as a major structure would entail.
- While we recommend that the Tombstone Mountain area with its present centre be developed as a day-trip destination, we do not recommend that it become a major destination in itself. A principal objective of this site is to encourage visitors to continue on up the highway where many additional and important interpretive features and opportunities can be found. It is for this reason that we have recommended only an upgrade of the visitor centre at Tombstone Mountain.

- We further recognize that consideration is being given to the development of centres elsewhere. The role of these structures would only in part be interpretation. To identify a site for development of an interpretive centre might well lead to unnecessary conflict or competition for visitors. Interpretation could be incorporated into almost any facility along the highway, as it is presently done at the Eagle Plains Hotel. Should a centre be constructed or developed, we would suggest that the most appropriate locations - from an interpretive perspective - would be: i) Blackstone Uplands, ii) Fort McPherson, and iii) Rock River area.

Low Power Radio Transmissions

Low power radio transmissions should be considered if the appropriate communications systems are available, and any environmental impacts from the technology are mitigated. Interpretive and highway information could be effectively relayed by this means and could also be used to inform travellers along the Dawson City travel pathways of the Dempster Highway opportunities.

Territorial Parks:

To achieve additional wildlife viewing opportunities and to reduce confusion in the minds of visitors, it might be advisable to identify land areas around interpretive sites as parks or reserves where hunting would not be practised during the tourist season. These protected areas need not be large to achieve interpretive objectives. From an interpretive perspective, the ideal park locations would be: 1) Tombstone Valley, 2) Blackstone Uplands area, 3) Arctic Circle.

If a park were to be established then personal interpretation activities would need to be adjusted to fit a park situation. Staff interpreters would develop their own park-related interpretive plan which would normally include targeting a variety of audiences from school children through to seniors, through a variety of techniques both on-site and off-site.

4.4.2.4 Sites

In proposing sites for interpretation, we have considered the following:

- i) themes which are well-represented at the site;
- ii) number of themes represented;
- iii) presence of some outstanding interpretive feature;
- iv) current use of the site (e.g. already a popular pull-off);
- v) physical constraints on development;
- vi) and audience needs and market demand.

Sites have been categorized as MAJOR if a number of themes and subthemes are well-represented; SECONDARY if only a single subtheme or story is represented; PULL-

OFF if this is the extent of development proposed or if already used as such by visitors, and; CAMPGROUND if directly associated with an existing campground.

In determining sites, we have also attempted to distribute them along the highway so that the visitor is not confronted with a barrage of signs and pull-offs. Instead, the intention is to make all the sites of high quality so that a visitor will always identify a pull-off as worthy of investigation. The result of this policy is, of course, that some potential features will not have pull-offs associated with them. All themes and subthemes, however, will be interpreted along the highway.

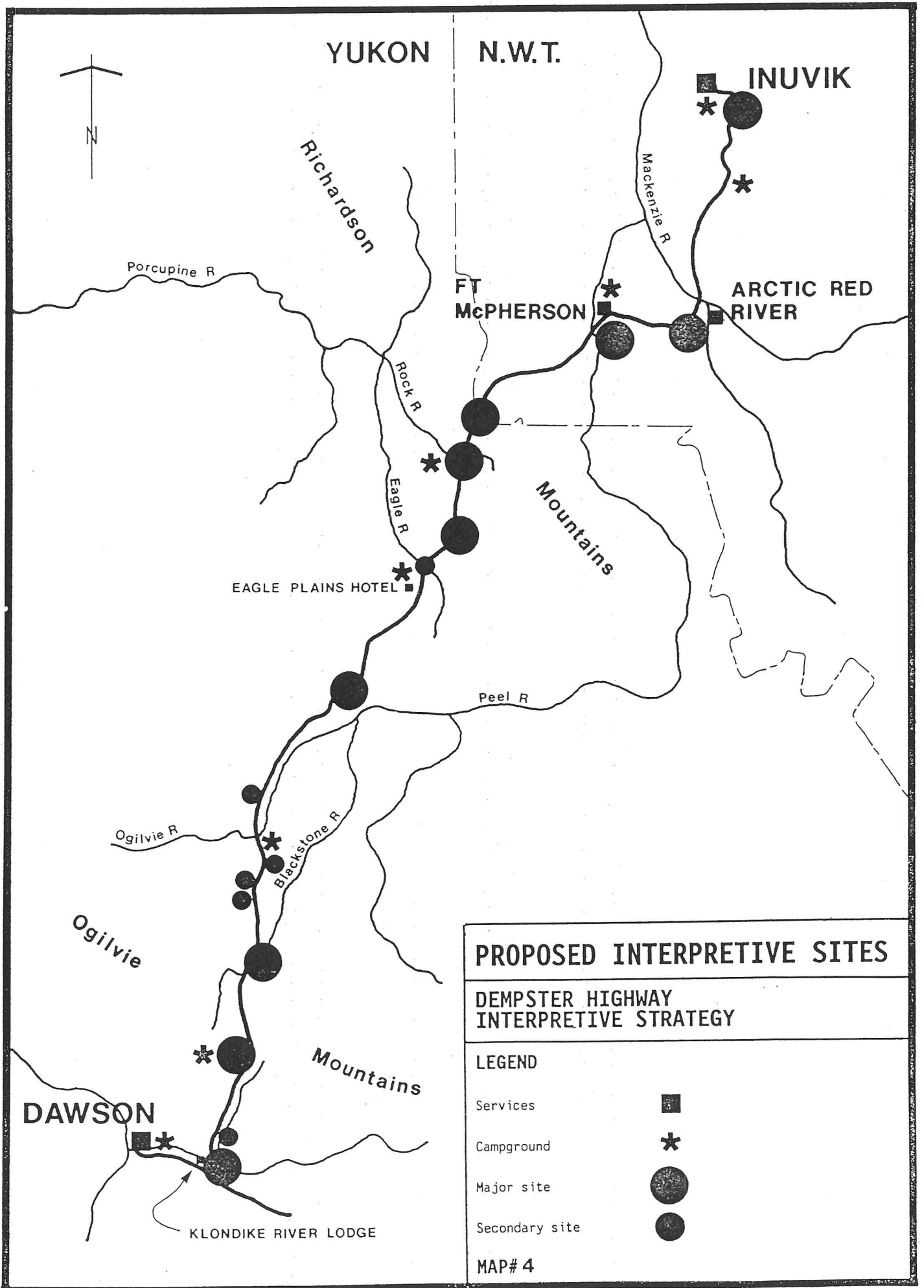
The proposed interpretive sites and pull-offs on the Dempster Highway are illustrated in Maps 4 & 5 and outlined in Table 4. Refer to Volume I for additional rationale and details specific to each site. Table 5 details the sites and activities recommended for the interpretation of each subtheme and story. Photos of the major sites are presented at the back of the report.

TABLE 4. PROPOSED INTERPRETIVE SITES

SITES	LOCATION	INTERPRETATION	FACILITIES
Major Sites			
Dempster Corner	KM. 0	Kiosk with signs Information focus	Parking
Tombstone Campground	KM. 71.4	Improved interpretive centre, trail	Building, parking, toilets
Tombstone Mountain	KM. 74.4	3-4 signs in viewing area, with railing	Improved access, parking
Chapman Lake	KM. 116	Viewing platform, signs roving interpreter	Parking, possible toilets and picnic area
Eagle Plains	KM. 272.6	Short trail to signs, roving interpreter	Improved parking, possibly toilet and picnic area
Eagle Plains Hotel	KM. 369.2	Possible personal interpretation.	Private or community initiatives
Arctic Circle	KM. 405.6	Improved sign	Design a "gateway"
Rock River	KM. 445.8	Possible signs, personal interpretation	Community or band initiative suggested
Border Crossing	KM. 465.0	2 interpretive panels facing south	Improved site.
Secondary Sites			
North Fork	Klondike River	Free-standing sign	Picnic area
Windy Pass	KM. 152	Free-standing sign	Improved parking
Gyrfalcon Eyrie	KM. 159	Free-standing sign, roving interpreter	Parking
Sheep Lick	KM. 185	Free-standing sign, possible viewing area	Parking, access trail
Beaverhouse Mtn.	KM. 222	Free-standing sign	Parking
Eagle River	KM. 377.8	2 Free-standing signs	Improved parking, picnic area

PROPOSED INTERPRETIVE SITES CONTINUED.....

SITES	LOCATION	INTERPRETATION	FACILITIES
Pull-offs			
Ogilvie View	KM. 23	Viewpoint only	Parking
Moose Lake	KM. 105	Viewpoint only	Parking
Elephant Rock	KM. 221.4	Viewpoint only, name sign	Parking
Ogilvie River	KM. 231 or KM. 238	Viewpoint only	Parking
Richardson Mt Viewpoint	possible site, not described in text, requires further site work to find best location on Eagle Plains		
Campground Trail Loops			
Tombstone Campground	KM. 71.4	Self-guiding trail	See major sites
Engineer Creek	KM. 193.4	Interpretive panels on kiosk, trail loop	-
Rock River	KM. 445.8	Possible self-guiding trail	See major sites



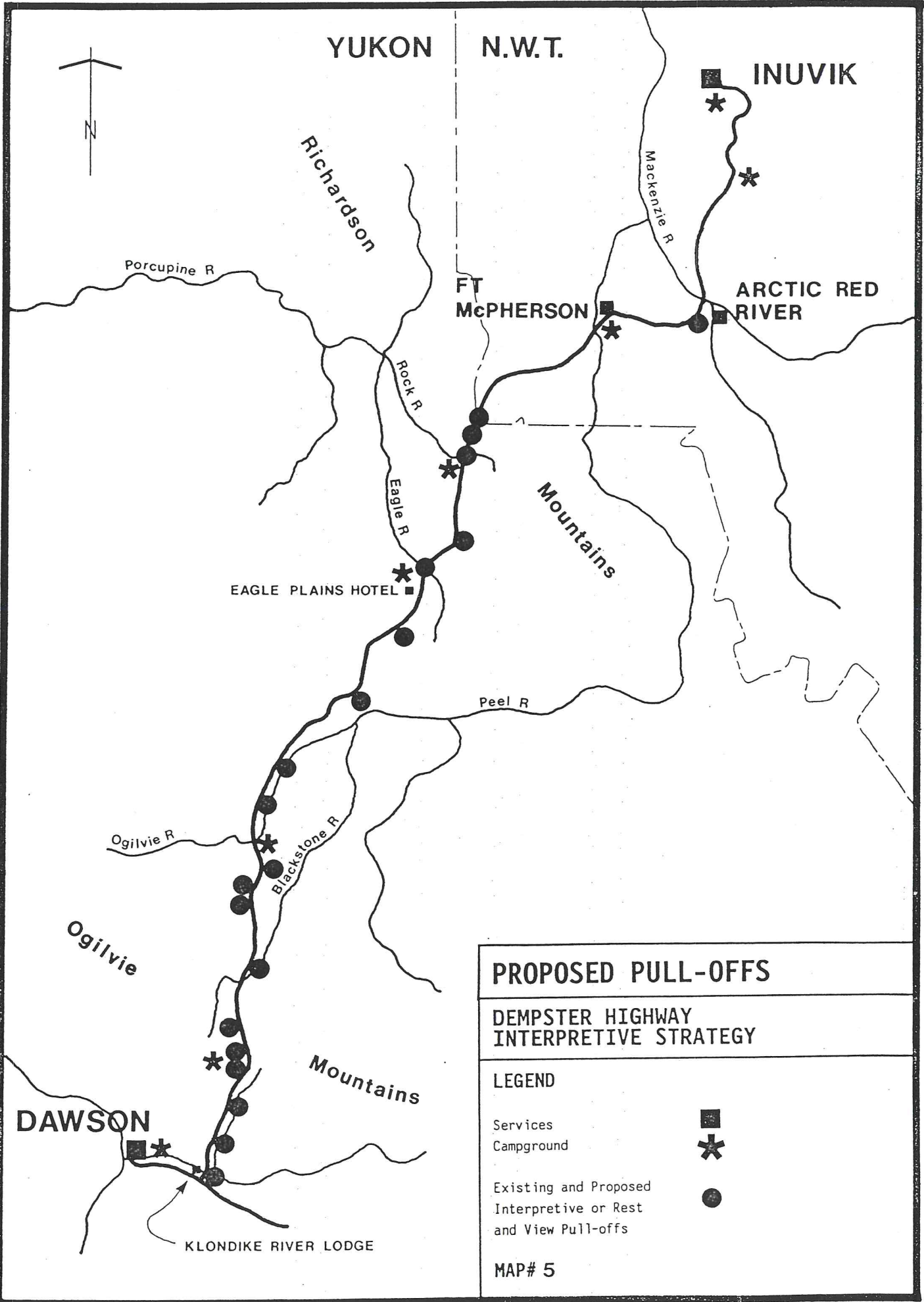


TABLE 5. PROPOSED INTERPRETIVE OPTIONS FOR STORYLINES

SUBTHEMES & STORYLINE	HIGHWAY* SITE	MASS ¹ MEDIA	PERSONAL ² INTERP.	EAGLE ³ PLAINS	NWT
TRUE NORTH					
CARIBOU	4,7,5,19	X	X	X	X
Migration					
Winter range ecology					
Woodland caribou	5				
Rut					
Predators					
Legends					X
Human Dependence	5,7,19				X
Management					X
Status and Vulnerability					X
BERINGIA					
Defintion	4,5,7,8,14,19	X	X		
Refugium	7,8				
Weathering	8				
Human Occupancy	8				
	5,14,18,19				
TUNDRA & PERMAFROST					
Permafrost	4,7,8,15	X	X		X
Wind & Snow	7,8				
Angle of Sun/Insolation	8				
Vegetation	7				
Traditional Travel	7				X
Effects on Hwy Construction					
Tussock Community	7				
Fragility	7				
CREATURES OF WILDERNESS					
Grizzly	4,5,7,9,10	X	X	X	X
Dall Sheep	10				
Moose					
Wolverine					
Wolf					
Falcons					
Golden Eagle					
Arctic Grayling					
Whitefish & Inconnu					X
Personalities: Robert Frisch					
PATTERNS IN THE LANDSCAPE					
Glaciated vs Unglaciated	4,5,7,10,15,17	X	X	X	
River/Drainage Changes	5,7				
Mountain Building	15,17				
Autumn Colours	4,5				
Delta Braid					X
Engineer Creek	10				

SUBTHEMES & STORYLINE	HIGHWAY* SITE	MASS ¹ MEDIA	PERSONAL ² INTERP.	EAGLE ³ PLAINS	NWT
OUR HOME, OUR NATIVE LAND					
WE HAVE ALWAYS LIVED HERE	4,5,7,14,15,19	X	X	X	X
Archaeology	5				
Creation Myths and Legends	14				X
Ancient Indian & Paleo-eskimo cultures	19				
Pre-contact cultures	4,5				
Aboriginal Trade	7,14,15				X
Travel routes and landmarks					X
EARLY CONTACT	4,15	X	X	X	X
Explorers	15				X
Scientists and Surveyors	15				X
The Fur trade					X
Epidemics					X
Missionaries and Linguists					
GOLD RUSH	2,4,7,15	X	X		X
Gold Rush routes					X
Gold Rush personalities	7,15				X
Trading Posts	7				
Market hunting	7				
North Fork Hydro Project	2				
MOUNTIES, BORDERS AND BOUNDARIES	4,7,15,17	X	X	X	X
Native sovereignty					
Government					
The Lost Patrol	7			X	X
Settlement of Old Crow					
Bishop Stringer and his Boots					X
The Mad Trapper	17			X	X
Early Aviation	17			X	
ROAD TO THE ARCTIC CIRCLE . . . AND BEYOND					
DEMPSTER HIGHWAY	4,5,7,15	X	X	X	X
Road to Resources	7,15				
Oil & gas exploration & cat trains	7,15			X	
Route selection					
Highway construction				X	
Movie set - Never Cry Wolf					
ARCTIC CIRCLE	18	X	X	X	
Significance	18				

SUBTHEMES & STORYLINE	HIGHWAY* SITE	MASS ¹ MEDIA	PERSONAL ² INTERP.	EAGLE ³ PLAINS	NWT
MACKENZIE RIVER SYSTEM		X			X
Description and evolution					X
Lifeblood of the Dene					X
Euro-Canadian entry route					X
Mackenzie Delta					X
INUVIK . . . AND BEYOND		X			X
Inuvik and points beyond					

* Numbers refer to proposed Highway Interpretive Sites, refer to text for full names and site descriptions.

¹ Mass Media includes video, audio tape, strip map, printed material, etc.

² Personal Interpretation includes: staff and roving interpreters, commercial operators

³ Eagle Plains Hotel - existing interpretation

Note: All themes to be interpreted at Site 1, Dempster Highway Corner; Site 4, Tombstone Mountain Campground; Site 20 YT/NWT Border; and introductions in Dawson City, Whitehorse, and Inuvik.

4.4.2.5 Off-site and Community-based Interpretation

Dawson City, Whitehorse

Although not specifically identified as Dempster Highway interpretive sites, the Dawson City and Whitehorse Visitor Reception Centres should be linked with the Strategy to provide information, orientation, and suitable means of interpretation. The audience profile indicates that up to 20% of Dempster Highway travellers find out about the route either in Whitehorse or Dawson and that information is sought in these locations. The VES (1987) shows that the large majority of Yukon visitors stop at the visitor reception centres in Dawson and Whitehorse.

The sources of information in Dawson should be centralized where possible, with daily or weekly links to interpretive services on the highway. Program information available in Dawson could translate into curious visitors taking a one day side trip to Tombstone Mountain campground and viewpoint or Blackstone Uplands.

Slide shows, video presentations, maps and brochures should be available at these locations. Of particular importance is the distribution of information on appropriate travel, camping or wildlife viewing etiquette. The major themes and subthemes of the Strategy could be appropriately introduced at these centres.

Fort McPherson

The options for interpretation at the Mackenzie Delta communities which are within the Dempster Highway Corridor are detailed briefly below. Several native bands are not within the Corridor but have strong traditional use and interest in the area. These include: Old Crow Band, Aklavik Band, Dawson Band and the Na Cho Nyakdun Band. Concerns and interests of these bands are outlined in Volume 1 and have been presented generally in section 4.3.5 of this report. The following discussion is confined to communities located on the Highway because every highway traveller en route to Inuvik or Dawson City will travel through or by these communities.

As the first Gwich'in community to be encountered by northbound travellers, Fort McPherson offers an excellent opportunity for interpretation. Many of the same services suggested for the Rock River site would be suitable for Fort McPherson based out of the nearby campground, out of the visitor centre, or out of the town itself. Some options are already being implemented by the Band and there are plans for further development of tourism related activities. It is most important that any initiatives be locally planned and controlled. Ideally, these initiatives would compliment interpretive activities being carried out in other areas along the Corridor.

Arctic Red River

The existing viewing structure south of the ferry crossing provides an excellent opportunity for interpretation of the Mackenzie River and the cultural history of the area. This could be done with signs or by means of displays and/or staff based at the structure. This lends the added advantage of separating the town from the interpretation - should this be desired by the community. In communications with the Arctic Red River Band Chief, it was acknowledged that the Band may prefer to concentrate other interests at the present time without interference from increased tourism.

Campbell Hills Territorial Park

This park provides a suitable location for interpreting the Peel Plateau, both for its natural and cultural history.

Inuvik

Inuvik already provides comprehensive services for visitors. It is the gateway to numerous interpretive or adventure travel excursions to the Mackenzie Delta, North Yukon National Park, Herschel Island and other destinations in the Western Arctic..

Inuvik also serves as the starting point for many southbound Dempster Highway travellers. Information and an interpretive presentation should be available at the Inuvik Visitor Reception Centre. The information should be similar to that provided to northbound travellers in Whitehorse or Dawson City. Initiatives by native organizations in Inuvik could compliment interpretive activities elsewhere in the Corridor.

4.5 ORDER OF MAGNITUDE COSTS SUMMARY AND PRIORITIES

4.5.1 Order of Magnitude Costs Summary

The total cost of the interpretive strategy is difficult to estimate since implementation will likely be over a long term. The many choices of techniques, the unknowns of future government, community and band priorities and changing highway use contribute to the difficulty. This section outlines only order of magnitude costs for the interpretive strategy. It is the cumulative picture of all the individual sites and programs recommended. The site specific costs of interpretive stations are indicated in Volume I.

Costs in this section are classified as either capital or operating, and are further divided into interpretive or site facilities. Interpretation costs are the direct expenditures which could include signs, trails or naturalists, while site facilities could include road pull-outs, picnic tables and other support functions.

4.5.1.1 Interpretation costs

Personal Interpretation

We would estimate that a government agency should budget between 18 and 24 person-months for a comprehensive personal interpretation program along the Dempster. With 4 staff an annual cost of \$ 70,000 - 80,000 is projected. Operating expenses must also be considered.

Signs

Sign costs vary with type of material, durability, size and other factors. Sign costs have been estimated on a site by site basis at between \$1,500 and 10,000. Design costs are not included.

Self-guiding trails

The cost of self-guiding trails ranges from moderate where suitable well drained sites are located to very expensive if boardwalks or corduroy surfaces are required to cross sensitive terrain. Costs could vary from \$10,000 to \$35,000 per site.

Viewing Towers and Platforms

There are many cost variables but a minimum of \$ 20,000 would be required including a few signs.

Interpretive centre

Costs would range from as low as perhaps \$ 50,000 for a simple low-maintenance cabin with simple displays and few staff up to hundreds of thousands of dollars for a sophisticated centre.

The existing Tombstone centre is an example of a low-cost facility (e.g. less than \$ 50,000 per year to maintain and operate).

Mass media

Costs would vary based upon media, length, and quality of production. It is difficult to conceive of any media of any sort being produced for less than \$ 10,000. Videos generally cost out at between \$ 1,500 and \$ 3,000 per minute; cassettes are about one-third of this. It is important to note that production is only one aspect of costs - distribution can be expensive as well, particularly with regard to manpower.

Strip map

Highly variable costs are dependent upon use of colour and size of printing. Costs could vary easily from \$ 2.00 to \$ 7.00 per book. It is recommended that costs be kept below \$ 12.00 and ideally below \$ 10.00.

Brochures and Booklets

Variable costs would depend on printing sophistication and amount of material. Four colour brochures can range from \$.75 - \$1.50 per copy translating to \$5,000 to \$15,000 dollars for large runs. They are normally distributed free of charge.

4.5.1.2 Site facility costs

Pull-offs

Small pull-offs, accommodating 2-4 vehicles, with no support facilities, pit-run fill with 2" of crushed gravel surface, would cost in the order of \$4,000-\$5,000 per site (Al Close, pers. comm. and Jim Thom, pers. comm.). Costs would vary with the amount of fill required as well as permafrost conditions. If the work were done by contract or in difficult terrain it may be in the order of \$7,000-\$10,000 per pull-off.

Major pull-offs, accommodating 5-7 vehicles, with a possible access lane leading to a small parking area off the highway would cost in the order of \$20,000-\$35,000 per site.

Picnic and toilet facilities

Picnic tables installed on site would cost in the order of \$350-\$650 per table depending on design. Pit toilets where soil conditions permit would cost in the order of \$2,500-\$3,500 per unit installed. Chemical or other types of toilets would be more expensive. Garbage containers, with wind and wildlife resistant designs cost in the order of \$750-\$950 per unit. Site preparation and rehabilitation costs vary according to local conditions and the type of facilities but an allowance of \$2,500-\$3,500 per site would be a minimum. Grading, clean up, seeding to grass or other native groundcover, rock barrier placement, and any other rehabilitation tasks would be included in these costs.

Dust-free zones

Dust-free zones at major and/or secondary sites would be relatively costly, but would improve safety and the quality of the interpretive experience. The environmental effects of calcium chloride or other treatments should also be considered. Two light applications per summer season would generally suffice, costing approximately \$1,440 per kilometre per application (Al Close, pers. comm. and Jim Thom, pers. comm.). A dust-free zone of 500m on either side of a major pull-off would be adequate.

Permanent dust free zones may also be achieved with chip seal surfacing in the vicinity of major interpretive sites. This alternative is expensive and not tested yet in the Dempster Highway area. Permafrost, freeze-thaw cycles and other potential problems may reduce the feasibility of this choice.

General Maintenance and Operating Costs

All interpretive developments would have an annual operating cost including garbage removal, sign replacement, parking area grading, replacement of crushed gravel surface, waste removal if pump out toilets are used, and site furniture treatments such as picnic table painting. The responsibility for these costs at present would be borne by several different agencies. The magnitude of such costs is beyond the scope of this study since the amount of maintenance will depend on site design and materials used. The reader is referred also to the maintenance constraints section for suggested actions.

TABLE 6. ORDER OF MAGNITUDE COSTS (Shown in thousands of dollars)

SITES	INTERPRETATION	VEHICLE ACCESS	FACILITIES	OPERATION
Major Sites				
Dempster Corner	15-20	20-30	land cost	annual
Tombstone Mountain Viewpoint	7-10	25-35	-	3*
Tombstone Campground	40-60 40 (staffing)	10	65-95	3*
Chapman Lake	24-41	25-35	7-10	3*
Eagle Plains	16-20	20-25	2-10	3*
Eagle Plains Hotel	20-40 (staffing)	-	-	-
Arctic Circle	9.5- 11.5	2.5	2.5-15	3*
Rock River	no cost due to many variables	-	-	-
Border Crossing	8-10	-	10-20	3* (option)
Secondary Sites				
North Fork	2	-	5-10	-
Windy Pass	2.5	7-10	-	3*(option)
Gyr Falcon Eyrie	2.5	4-5	-	-
Sheep Lick	9-12	4-5	-	-
Beaverhouse Mtn.	3	4-5	-	-
Eagle River	4	2-3	3-5	-

* - Operation costs show only application of calcium for dust free zone. More sites could be treated if budget permits.

Note: Interpretation costs include signs, self-guiding trails, displays, platforms and other associated materials directly related to interpretation. Staffing costs are shown where appropriate. Facilities costs include picnic tables, toilets, site improvements, buildings.

SITES	INTERPRETATION	VEHICLE ACCESS	FACILITIES	OPERATION
Pull-offs				
Ogilvie View	-	4-5	-	-
Moose Lake	-	4-5	-	-
Elephant Rock	1.5	4-5	-	-
Ogilvie River	-	4-5	-	-
Richardson Mtn. Viewpoint	possible option not described , located en route to Eagle Plains Hotel.			
Campground Trail Loops				
Tombstone Campground	10-25	-	-	-
Engineer Creek	16-36	-	-	-
Rock River	10-25	-	-	-

* - Operation costs show only application of calcium for dust free zone.

Note: Interpretation costs include signs, self-guiding trails, displays, platforms and other associated materials directly related to interpretation. Staffing costs are shown where appropriate. Facilities costs include picnic tables, toilets, site improvements, buildings.

4.5.2 Interpretive Strategy Phasing and Priorities

It is difficult to establish appropriate phases for implementation of the interpretive strategy in the absence of known budgetary resources. We would suggest that full implementation of this strategy be undertaken during a 5 to 7 year program. Similarly, given the near absence of interpretation at present, it is difficult to establish priorities for implementation. The priorities listed below reflect the audience needs as outlined in Section 2, and the proposed strategy is therefore market driven. In spite of the many unknowns the following general recommendations are made.

4.5.2.1 Site Priorities

Rather than prioritize all of the recommended sites, some of the sites which clearly stand out have been identified as priority. The most important sites, together with their relatively high cost of implementation are detailed below.

- 1) An information kiosk at Dempster Corner is probably the highest priority as at present it is difficult to find the highway let alone come to terms with its beauty and significance. (Cost: \$35,000-\$45,000 total)
- 2) Upgrading the Tombstone Mountain area (Campground, Centre and Viewpoint) is essential if this area is to be promoted as a day trip. (Cost: \$140,000-\$170,000 for all suggested options)
- 3) The Arctic Circle needs significant enhancement if it is to provide the quality of experience that this destination deserves. (Cost: \$14,500-\$25,000 total)
- 4) The Blackstone Uplands area is the richest location - from an interpretive perspective - on the highway. If only one interpretive site north of Tombstone Mountain is considered in the near future, this should be the one undertaken first. (Cost: \$56,000-\$86,000 total)
- 5) Pull-offs, which may or may not be identified as interpretive sites, should be developed immediately as resources permit. Of all the information derived from the audience profile, the demand for more rest and view stops was a paramount concern. Provision of more pull-offs will ensure a more satisfactory journey for the majority of Dempster Highway travellers. (Cost: \$4,000-\$8,000 per site)

We would recommend undertaking one major site and 2 or 3 secondary sites or pull-offs per year. This is a reasonable goal which would accomplish site implementation within 5 years.

4.5.2.2 Activities

Personal Interpretation

Personal interpretation by agency staff should be continued and upgraded to a three or four person level beginning in 1989. Staffing should include native representation. This would provide valuable opportunities for community residents to become familiar with

this field and would provide cost-effective interpretation while sites are being developed.

At the very least, the existing interpretive staffing level should be maintained. These staff perform an invaluable public relations function and as pointed out several times in the report are one of the very best means of interpretation. The audience profile indicates the need for this service and the flexibility in reaching many different audience groups that it entails.

Innovative means of delivering personal interpretive services such as a mobile display van, could be tried as a lower priority pilot project. Such a project could be linked with the staffing levels recommended above.

Mass Media

We recommend development or coordination of one mass media option per year.

The strip map option is recommended as the first choice for printed media since it can be useful for all target audience groups. It could be produced at a reasonable cost, either by government alone or in cooperation with private enterprise. There are already a variety of excellent guide books and some brochures, but as yet no interpretive map.

Printed media productions aimed at special audience groups such as birders or school groups should be developed as a lower priority and as demand justifies the cost.

The dissemination of information and interpretive messages at the Dawson, Whitehorse and Inuvik Visitor Reception Centres should be a high priority. At the very least, available information should be centralized, readily available, and well advertised. As a second phase, the production of an interpretive video or slide-tape presentation could be considered. The present shows at the VRC should be evaluated to determine if they meet information and interpretive needs in the short term.

Information on highway travel, wildlife observation, camping etiquette, and any other management related information should be provided at the Dawson, Whitehorse and Inuvik Vrc. This information could be incorporated into personal and mass media presentations or printed materials. Although it is a high priority, such information should be coordinated with the overall highway management strategy, and may therefore not be completed in the short term.

4.5.3 Summary of Interpretive Strategy Priorities

The Dempster Highway travel experience could, if resources are limited, be improved without a single interpretive sign. The provision of adequate information and an overview of interpretive themes provided in Dawson, Whitehorse and Inuvik would meet the needs of many travellers.

Commercially produced audio tapes, strip maps, community interpretation initiatives, and commercial tour companies could provide a range of interpretive messages without involving capital and maintenance expenditures by government agencies.

Such an approach to a Dempster Highway Interpretation Strategy is certainly reasonable and could help achieve management goals while communicating important interpretive information to tourists.

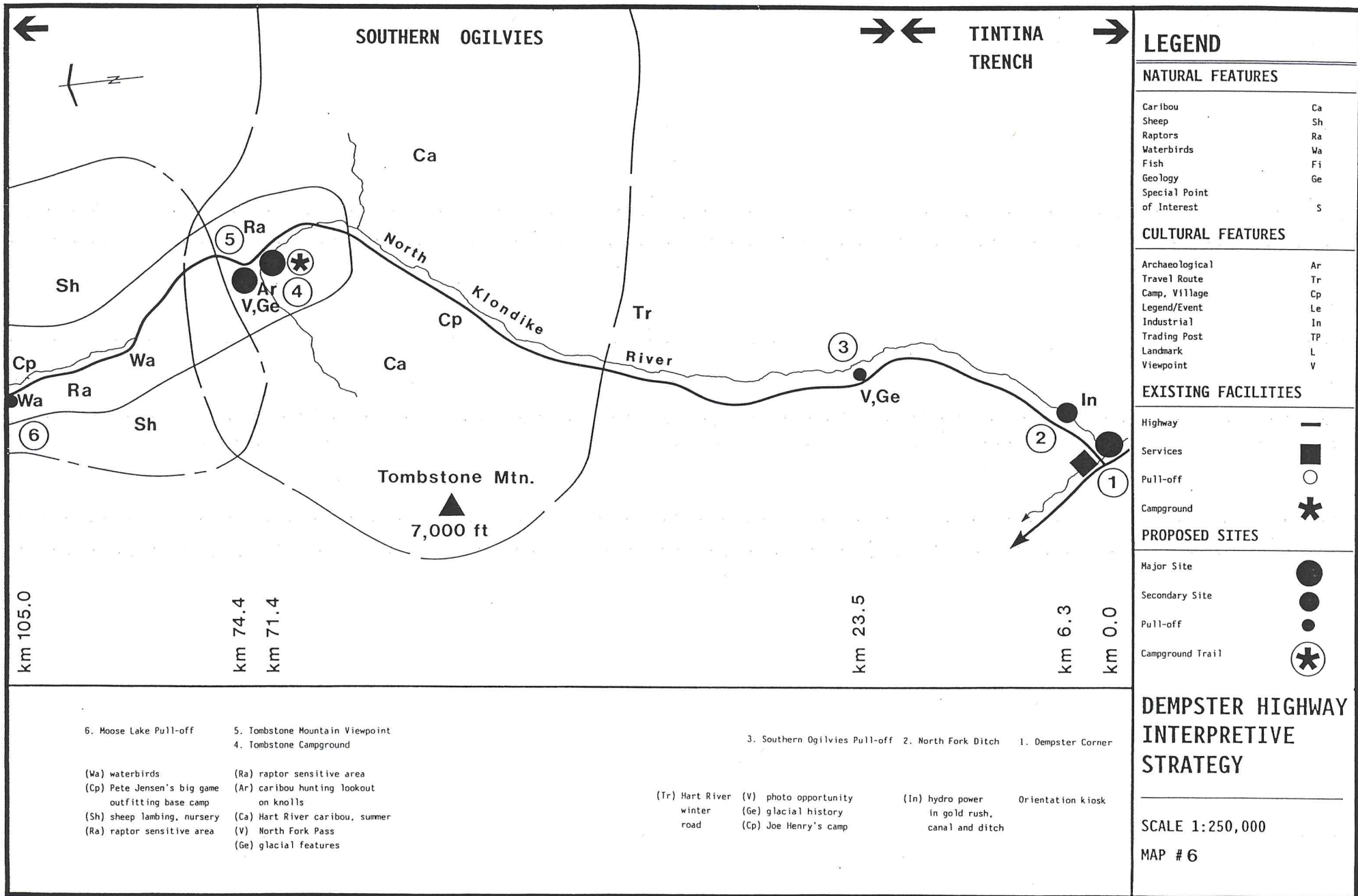
While the hands-off approach is reasonable, it is not recommended. **The Dempster Highway is unique in North America**, and attracts a traveller with high expectations for a quality experience. For this reason, the interpretive strategy should include establishing an appropriate institutional presence on the highway. The traveller will welcome it and a respect for the environment can be imparted with a more visible government profile.

The Interpretive Strategy outlined in this report includes a variety of techniques, each of which has advantages and disadvantages. The priorities for implementation must ultimately rest with agencies and bands, and the prerogatives of government. We recommend that the Interpretive Strategy be implemented in cooperation with the Northwest Territories and that the Interpretive Plan prepared for the NWT portion of the Dempster Highway be used to help coordinate future planning efforts in the Yukon. We recommend that interpretation services on the Dempster Highway be provided at the highest possible standard to reflect not only the majesty of the region, but the sophisticated and highly motivated traveller of the present and future.

5.0 REFERENCES

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MAPS AND PHOTOS SHOWING PROPOSED INTERPRETIVE SITES



LEGEND

NATURAL FEATURES

Caribou	Ca
Sheep	Sh
Raptors	Ra
Waterbirds	Wa
Fish	Fi
Geology	Ge
Special Point of Interest	S

CULTURAL FEATURES

Archaeological	Ar
Travel Route	Tr
Camp, Village	Cp
Legend/Event	Le
Industrial	In
Trading Post	TP
Landmark	L
Viewpoint	V

EXISTING FACILITIES

Highway	—
Services	■
Pull-off	○
Campground	★

PROPOSED SITES

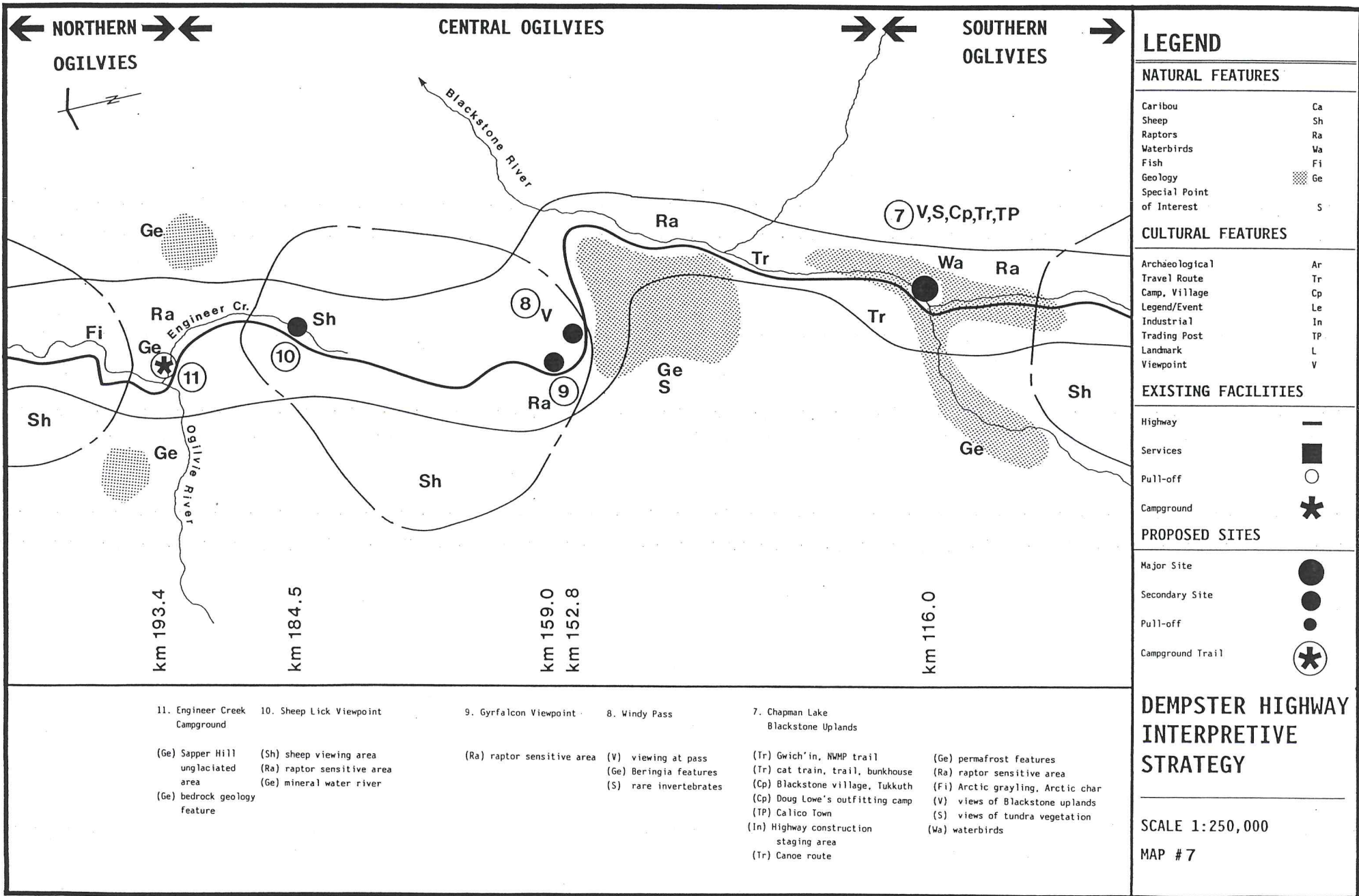
Major Site	●
Secondary Site	●
Pull-off	●
Campground Trail	★

DEMPSTER HIGHWAY INTERPRETIVE STRATEGY

SCALE 1:250,000
MAP # 6

km 105.0
km 74.4
km 71.4
km 23.5
km 6.3
km 0.0

- | | | | | |
|--|--|-------------------------------|-----------------------|-------------------------------|
| 6. Moose Lake Pull-off | 5. Tombstone Mountain Viewpoint | 3. Southern Ogilvies Pull-off | 2. North Fork Ditch | 1. Dempster Corner |
| (Wa) waterbirds | (Ra) raptor sensitive area | (Tr) Hart River | (V) photo opportunity | (In) hydro power |
| (Cp) Pete Jensen's big game outfitting base camp | (Ar) caribou hunting lookout on knolls | (V) winter road | (Ge) glacial history | Orientation kiosk |
| (Sh) sheep lambing, nursery | (Ca) Hart River caribou, summer | (Cp) Joe Henry's camp | (Cp) Joe Henry's camp | in gold rush, canal and ditch |
| (Ra) raptor sensitive area | (V) North Fork Pass | | | |
| | (Ge) glacial features | | | |



← NORTHERN →
OGILVIES

CENTRAL OGILVIES

→ SOUTHERN
OGILVIES →

LEGEND

NATURAL FEATURES

Caribou	Ca
Sheep	Sh
Raptors	Ra
Waterbirds	Wa
Fish	Fi
Geology	Ge
Special Point of Interest	S

CULTURAL FEATURES

Archaeological	Ar
Travel Route	Tr
Camp, Village	Cp
Legend/Event	Le
Industrial	In
Trading Post	TP
Landmark	L
Viewpoint	V

EXISTING FACILITIES

Highway	—
Services	■
Pull-off	○
Campground	★

PROPOSED SITES

Major Site	●
Secondary Site	●
Pull-off	●
Campground Trail	★

DEMPSTER HIGHWAY INTERPRETIVE STRATEGY

SCALE 1:250,000
MAP # 7

11. Engineer Creek Campground

10. Sheep Lick Viewpoint

9. Gyrfalcon Viewpoint

8. Windy Pass

7. Chapman Lake Blackstone Uplands

(Ge) Sapper Hill unglaciated area
(Ge) bedrock geology feature
(Sh) sheep viewing area
(Ra) raptor sensitive area
(Ge) mineral water river

(Ra) raptor sensitive area
(V) viewing at pass
(Ge) Beringia features
(S) rare invertebrates

(Tr) Gwich'in, NWHP trail
(Tr) cat train, trail, bunkhouse
(Cp) Blackstone village, Tukkuth
(Cp) Doug Lowe's outfitting camp
(TP) Calico Town
(In) Highway construction staging area
(Tr) Canoe route

(Ge) permafrost features
(Ra) raptor sensitive area
(Fi) Arctic grayling, Arctic char
(V) views of Blackstone uplands
(S) views of tundra vegetation
(Wa) waterbirds

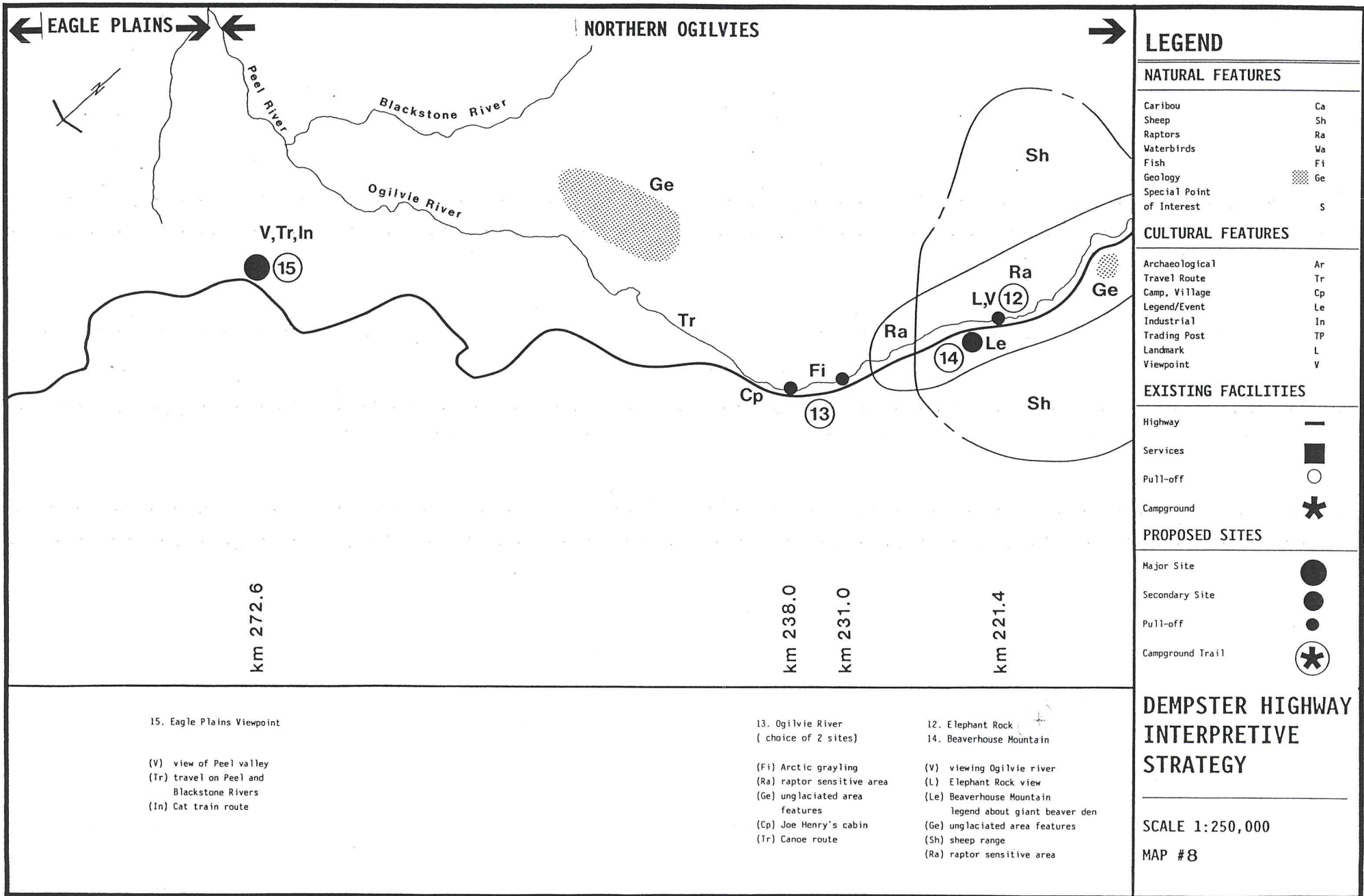
km 193.4

km 184.5

km 159.0

km 152.8

km 116.0



LEGEND

NATURAL FEATURES

Caribou	Ca
Sheep	Sh
Raptors	Ra
Waterbirds	Wa
Fish	Fi
Geology	Ge
Special Point of Interest	S

CULTURAL FEATURES

Archaeological	Ar
Travel Route	Tr
Camp, Village	Cp
Legend/Event	Le
Industrial	In
Trading Post	TP
Landmark	L
Viewpoint	V

EXISTING FACILITIES

Highway	—
Services	■
Pull-off	○
Campground	★

PROPOSED SITES

Major Site	●
Secondary Site	●
Pull-off	●
Campground Trail	★

DEMPSTER HIGHWAY INTERPRETIVE STRATEGY

SCALE 1:250,000
MAP #8

15. Eagle Plains Viewpoint

(V) view of Peel valley
(Tr) travel on Peel and Blackstone Rivers
(In) Cat train route

13. Ogilvie River
(choice of 2 sites)

(Fi) Arctic grayling
(Ra) raptor sensitive area
(Ge) unglaciated area features
(Cp) Joe Henry's cabin
(Tr) Canoe route

12. Elephant Rock
14. Beaverhouse Mountain

(V) viewing Ogilvie river
(L) Elephant Rock view
(Le) Beaverhouse Mountain legend about giant beaver den
(Ge) unglaciated area features
(Sh) sheep range
(Ra) raptor sensitive area

km 272.6

km 238.0

km 231.0

km 221.4

EAGLE PLAINS

NORTHERN OGILVIES

Peel River

Blackstone River

Ogilvie River

V,Tr,In

15

Ge

Tr

Sh

LY

12

Le

14

13

Sh

Ra

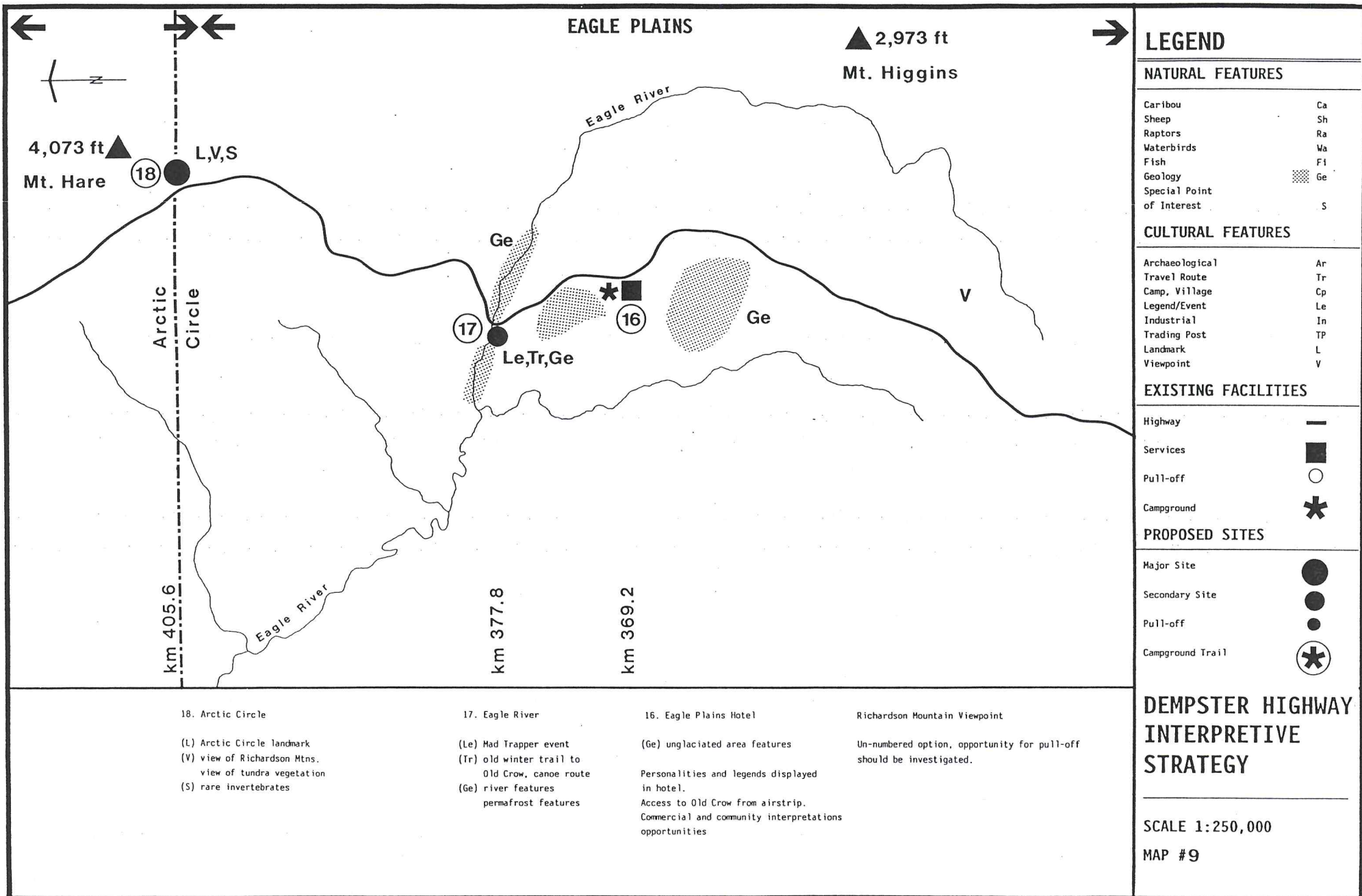
Ra

Ge

Cp

Fi

★



LEGEND

NATURAL FEATURES

Caribou	Ca
Sheep	Sh
Raptors	Ra
Waterbirds	Wa
Fish	Fi
Geology	Ge
Special Point of Interest	S

CULTURAL FEATURES

Archaeological	Ar
Travel Route	Tr
Camp, Village	Cp
Legend/Event	Le
Industrial	In
Trading Post	TP
Landmark	L
Viewpoint	V

EXISTING FACILITIES

Highway	—
Services	■
Pull-off	○
Campground	★

PROPOSED SITES

Major Site	●
Secondary Site	●
Pull-off	●
Campground Trail	★

DEMPSTER HIGHWAY INTERPRETIVE STRATEGY

SCALE 1:250,000
MAP #9

18. Arctic Circle

- (L) Arctic Circle landmark
- (V) view of Richardson Mtns. view of tundra vegetation
- (S) rare invertebrates

17. Eagle River

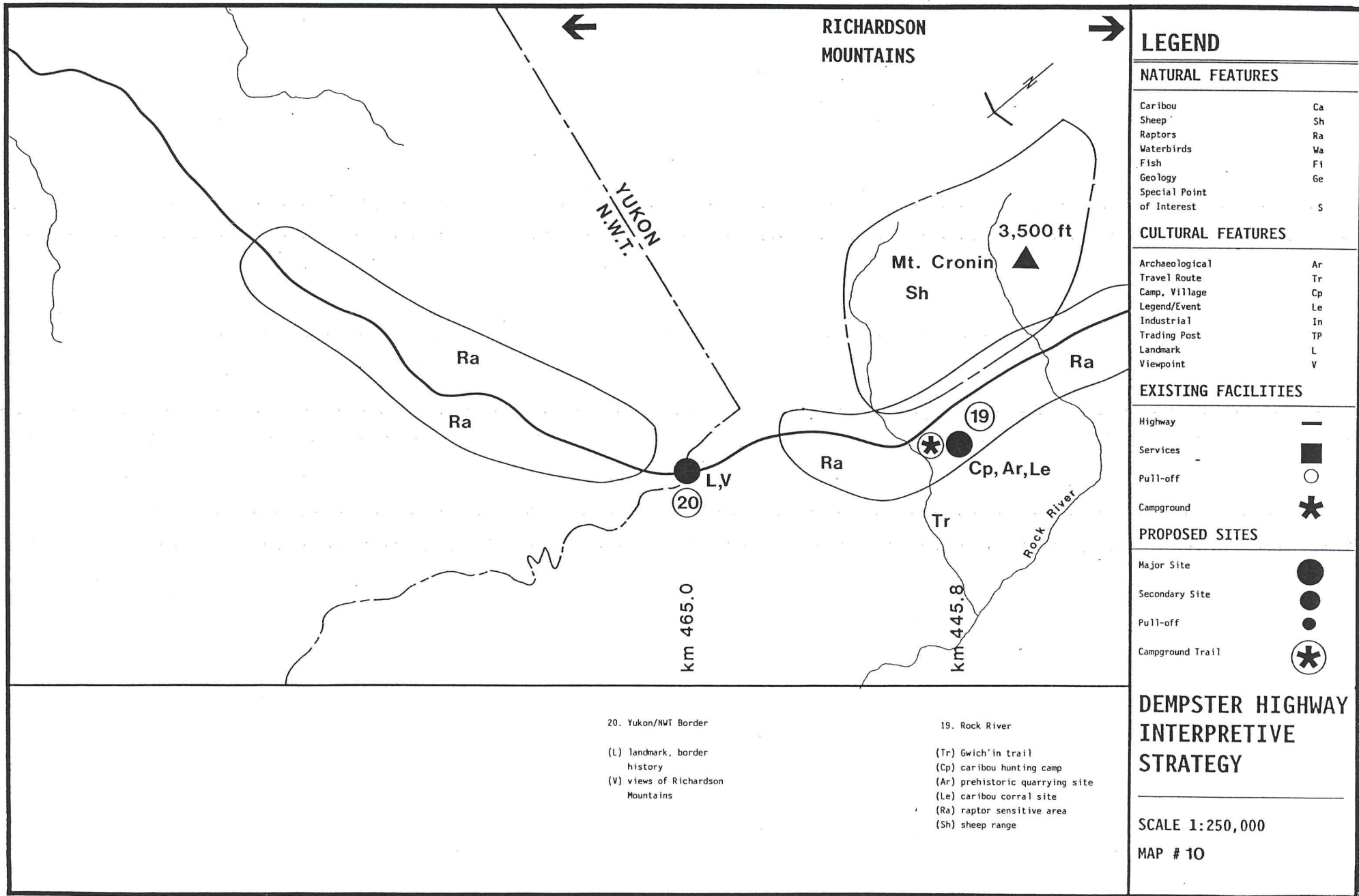
- (Le) Mad Trapper event
- (Tr) old winter trail to Old Crow, canoe route
- (Ge) river features permafrost features

16. Eagle Plains Hotel

- (Ge) unglaciated area features
- Personalities and legends displayed in hotel.
- Access to Old Crow from airstrip.
- Commercial and community interpretations opportunities

Richardson Mountain Viewpoint

- Un-numbered option, opportunity for pull-off should be investigated.



LEGEND

NATURAL FEATURES

Caribou	Ca
Sheep	Sh
Raptors	Ra
Waterbirds	Wa
Fish	Ft
Geology	Ge
Special Point of Interest	S

CULTURAL FEATURES

Archaeological	Ar
Travel Route	Tr
Camp, Village	Cp
Legend/Event	Le
Industrial	In
Trading Post	TP
Landmark	L
Viewpoint	V

EXISTING FACILITIES

Highway	—
Services	■
Pull-off	○
Campground	✳

PROPOSED SITES

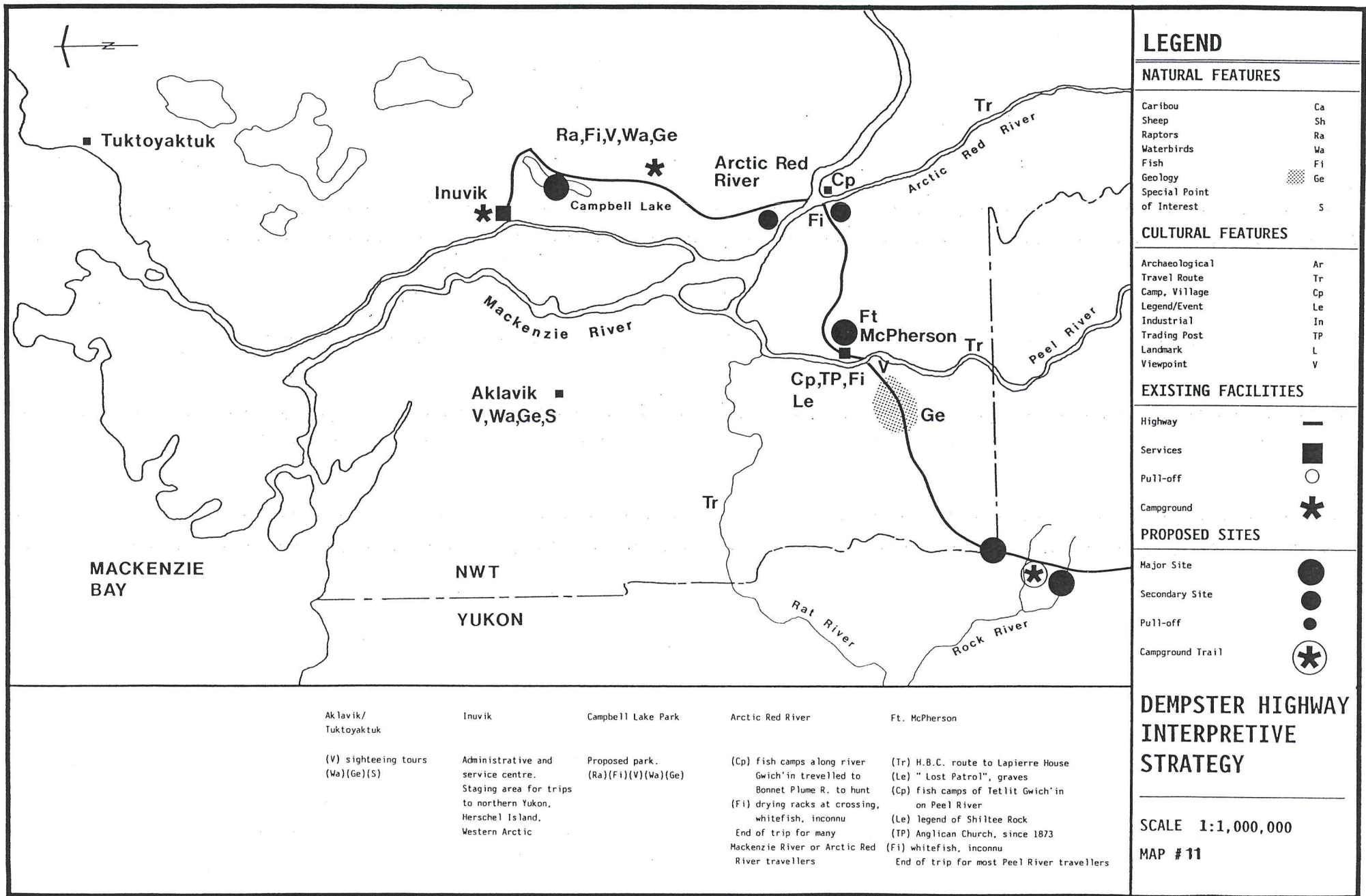
Major Site	●
Secondary Site	●
Pull-off	●
Campground Trail	✳

DEMPSTER HIGHWAY INTERPRETIVE STRATEGY

SCALE 1:250,000
MAP # 10

20. Yukon/NWT Border
(L) landmark, border history
(V) views of Richardson Mountains

19. Rock River
(Tr) Gwich'in trail
(Cp) caribou hunting camp
(Ar) prehistoric quarrying site
(Le) caribou corral site
(Ra) raptor sensitive area
(Sh) sheep range



LEGEND

NATURAL FEATURES

Caribou	Ca
Sheep	Sh
Raptors	Ra
Waterbirds	Wa
Fish	Fi
Geology	Ge
Special Point of Interest	S

CULTURAL FEATURES

Archaeological	Ar
Travel Route	Tr
Camp, Village	Cp
Legend/Event	Le
Industrial	In
Trading Post	TP
Landmark	L
Viewpoint	V

EXISTING FACILITIES

Highway	—
Services	■
Pull-off	○
Campground	★

PROPOSED SITES

Major Site	●
Secondary Site	●
Pull-off	●
Campground Trail	★

DEMPSTER HIGHWAY INTERPRETIVE STRATEGY

SCALE 1:1,000,000

MAP # 11

Aklavik/
Tuktoyaktuk

(V) sightseeing tours
(Wa)(Ge)(S)

Inuvik

Administrative and service centre. Staging area for trips to northern Yukon, Herschel Island, Western Arctic

Campbell Lake Park

Proposed park.
(Ra)(Fi)(V)(Wa)(Ge)

Arctic Red River

(Cp) fish camps along river
Gwich'in travelled to Bonnet Plume R. to hunt
(Fi) drying racks at crossing, whitefish, inconnu
End of trip for many Mackenzie River or Arctic Red River travellers

Ft. McPherson

(Tr) H.B.C. route to Lapierre House
(Le) "Lost Patrol", graves
(Cp) fish camps of Tetlit Gwich'in on Peel River
(Le) legend of Shiltee Rock
(TP) Anglican Church, since 1873
(Fi) whitefish, inconnu
End of trip for most Peel River travellers



PHOTO 1 : DEMPSTER CORNER

Note the number and varying designs of the existing signs. The proposed information kiosk would be to the right of the sign in the foreground, or could be an expanded pull-off in the vicinity of the existing Dempster Highway sign. The entrance to the Dempster Highway deserves a sign and rest area that will draw visitors, if only in the imaginations of some, to the Arctic Circle and beyond.

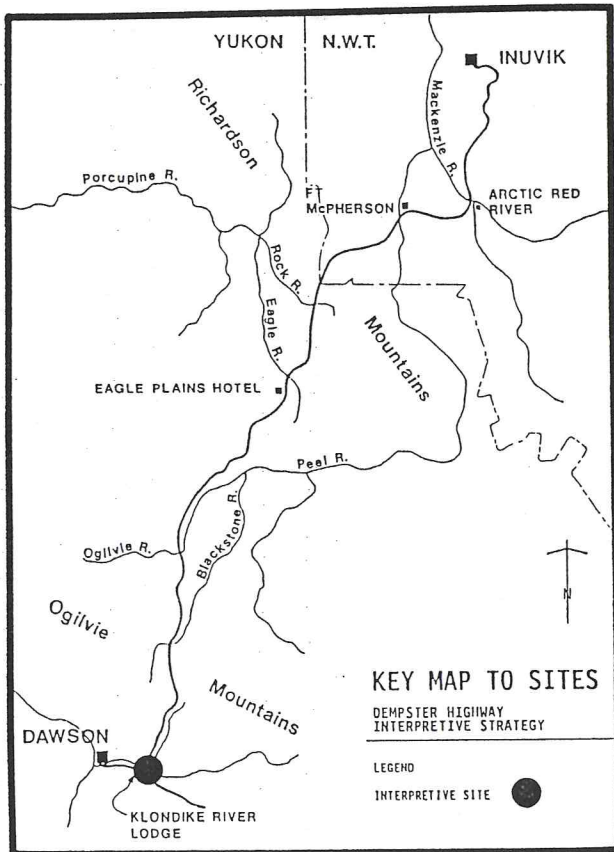




PHOTO 2 : DEMPSTER HIGHWAY INTERPRETIVE CENTRE

The existing building is and appears to be a temporary structure. It is too small to adequately accommodate future interpretive and/or information services. This site and the nearby Tombstone Mountain view are the first real taste of the Dempster Highway experience. A slightly larger, but simple rustic building is proposed. This information and orientation centre could also accommodate the present interpretation and campground role.

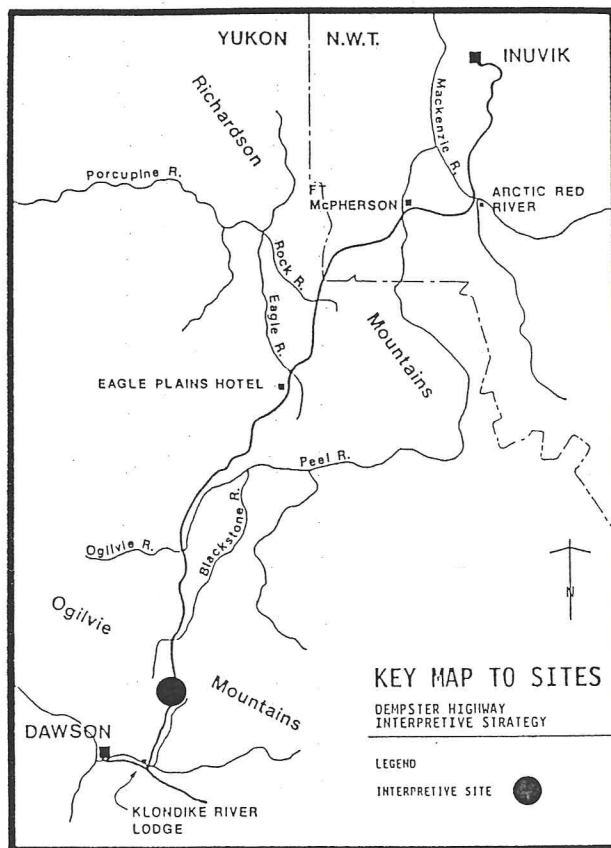




PHOTO 3.: TOMBSTONE MOUNTAIN

The view of Tombstone Mountain is one of the most spectacular on the Dempster Highway. This site is also a logical place to tell many different interpretive stories.

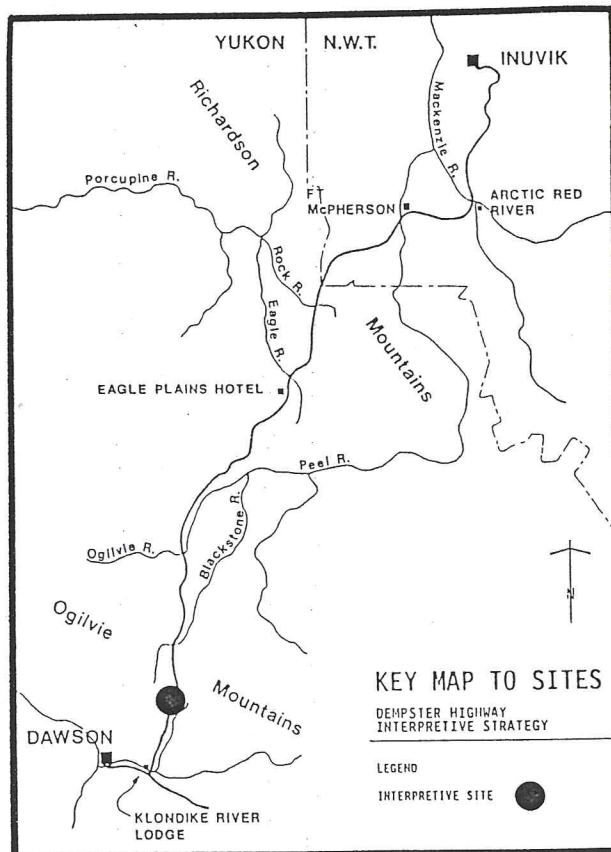
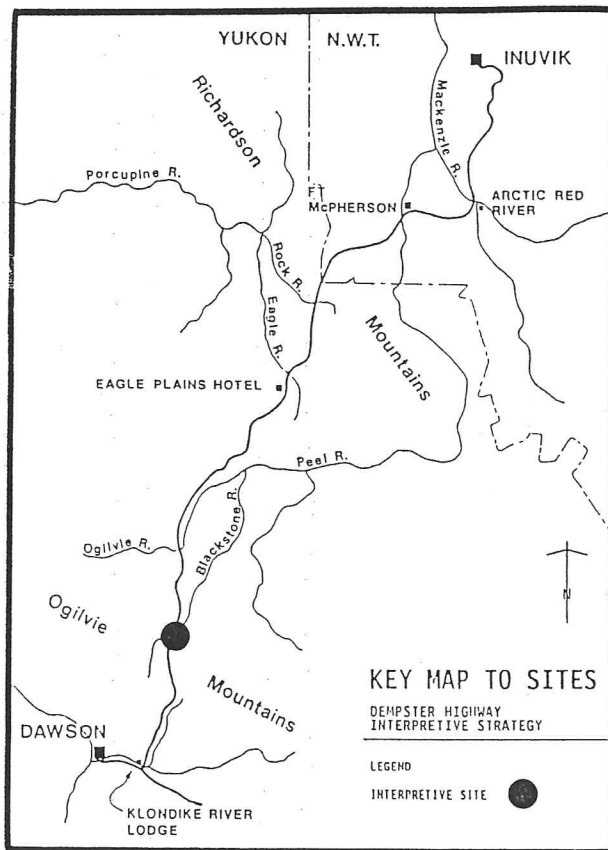




PHOTO 4.: CHAPMAN LAKE

The Chapman Lake-Blackstone Uplands site offers beautiful scenery as well as the converging of several natural and cultural heritage sub-themes. It is an ideal site for interpretation as well as support facilities such as a self-guiding trail, parking, picnic tables, and toilet.



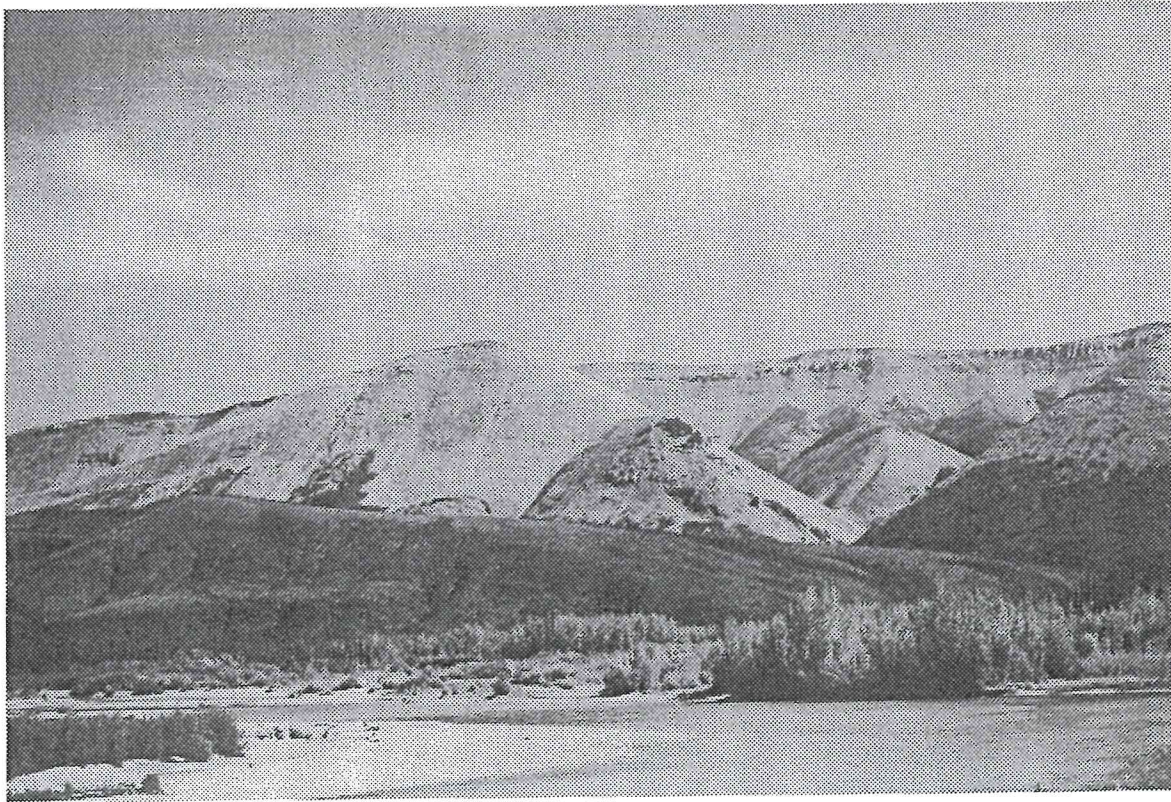
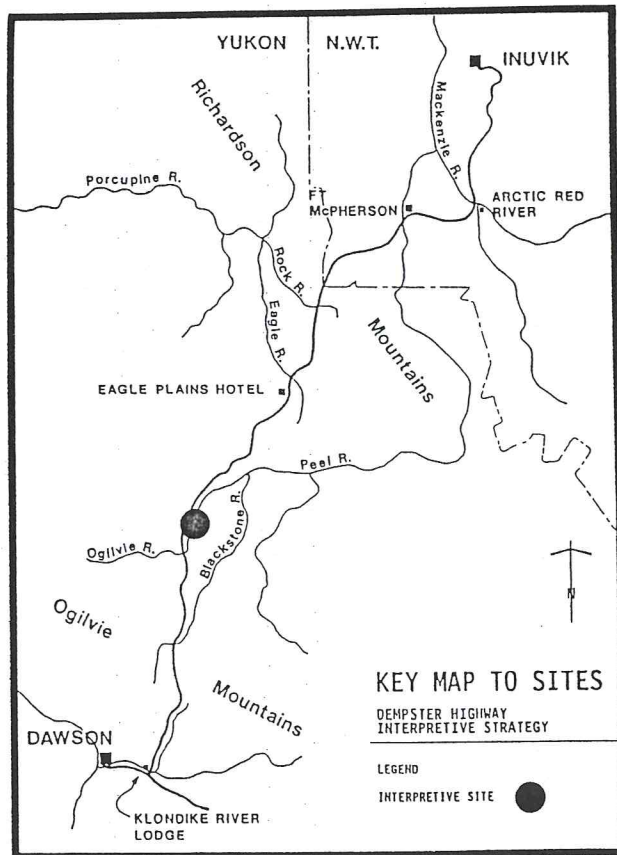


PHOTO 5 : OGILVIE RIVER

There are a number of pull-offs and secondary interpretive sites proposed along the Ogilvie River, for example at Elephant Rock and Beaverhouse Mountain. There is a need for rest stops on this section of highway to allow visitors to relax for a few minutes. The setting is attractive and there are interpretive stories to tell. Grayling fishing is popular where there is access to the river.



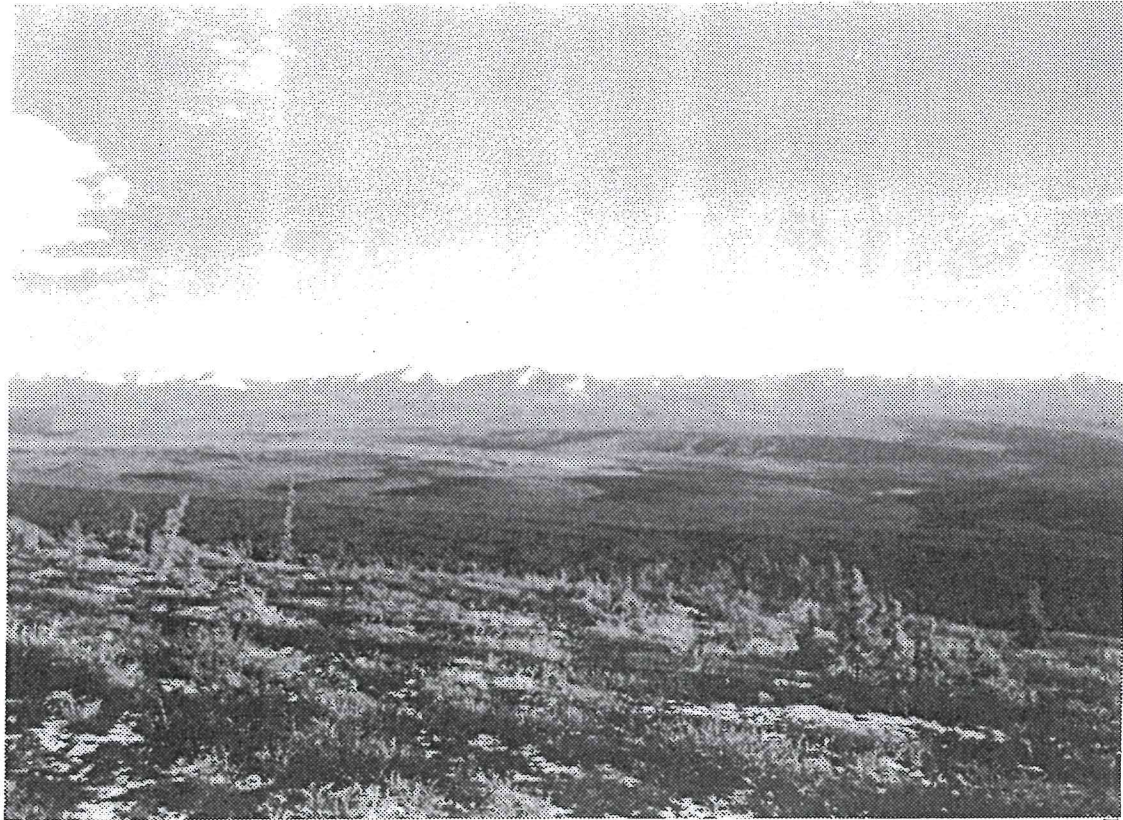


PHOTO 6 : EAGLE PLAINS

The view from Eagle Plains over the Peel River valley is one of the highlights of the Dempster trip. The Ogilvie Mountains are across the valley, with their characteristic grey and white colouration. The site lends itself to a major interpretive stop, combined with limited support facilities such as picnic tables.

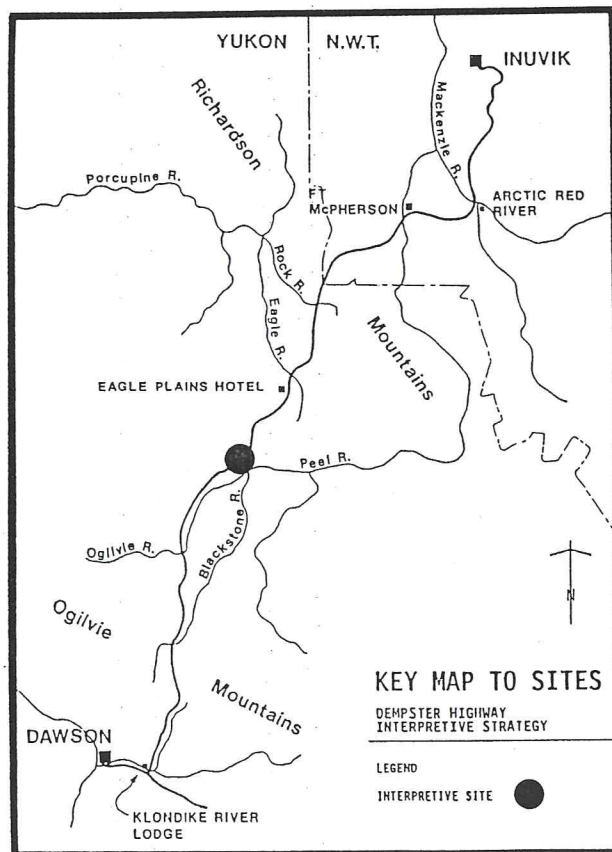




PHOTO 7: ARCTIC CIRCLE

The Arctic Circle is a primary destination for many visitors. It is a major interpretive stop combining natural and cultural heritage sub-themes in the Arctic Circle story. The existing sign does not lend itself to the feeling of 'passing through' the Arctic Circle. The interpretive sign points in the direction of the Richardson Mountains and is not well oriented to the geographic context of the Circle itself. These two factors may confuse visitors.

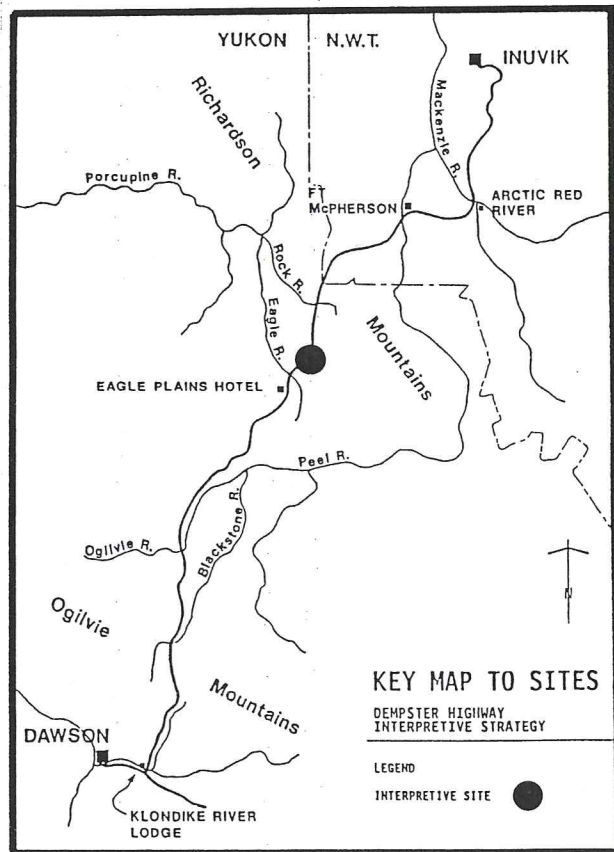
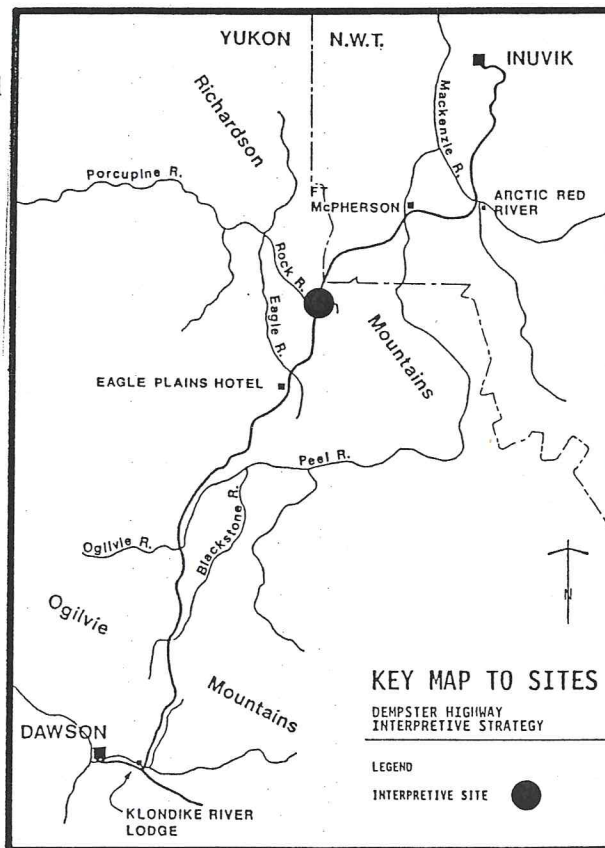




PHOTO 8 : ROCK RIVER

Rock River is the proper name for Cornwall Creek. The site is rich in human history and there are numerous archaeological sites in the vicinity. There are several options for interpretation here, depending on local Gwich'in participation, and on whether interpretive signs should be located in the campground or on the highway out of the forested valley.





**PHOTO 9 : NWT BORDER &
RICHARDSON MOUNTAINS**

The photo depicts a typical view of the Richardson Mountains in the vicinity of the NWT border. The border itself has stories related to sovereignty as well as mountains. The sites' primary interpretive strategy role is to orient southbound travellers to the Yukon portion of the Dempster Highway.

