



BEST and PROMISING PRACTISES

Principles: 1. Supports the local economy
5. Promotes quality and safety in all business operations
6. Educates visitors about local nature and culture

Practices: Use local hotels; make use of local suppliers; encourage purchase of arts and crafts.

Inuit shares in company; local hires

Interpretive programs

Company: Frontiers North Adventures with Sila Lodge

Region: Kivalliq (West Hudson Bay) region of Nunavut; some operations in both Kitikmeot (Central Arctic) and Baffin Regions.

Website: www.frontiersnorth.com

Operations Frontiers North offers wildlife viewing and cultural programs through Nunavut – muskox viewing in Cambridge Bay and walrus and narwhal in Igloodik.

Frontiers North also arranges floe edge tours in Pond Inlet with local outfitter. Frontiers North carries out promotion for, and planning with Inuit-owned Sila Lodge on Wager Bay. This is a naturalist facility featuring spectacular wildlife viewing and situated at the entrance of Nunavut's newest National Park (August 23/03)

Adherence to SMART Principles:

1. Supports the local economy: We make use of locally-owned hotels (Coops) in all communities they work with as well as using local guides or outfitters. Clients are taken on community tours which include visits to arts and crafts outlets and encouraged to go into the shops and buy.

At Sila Lodge, we have coordinated positioning and scheduling of charter aircraft so that other operators and other industries are able to share the very high costs of positioning a plane in Baker Lake for the summer season. We have worked with other new tourism businesses to help them get set up and provided



business advice to other existing businesses. We hire students during the summer for work at Sila Lodge.

2. Promotes quality and safety in all business operations:

Because of the natural hazards of hiking through Nunavut wilderness, and the large population of polar bears in the Wager Bay area, visitors are never allowed to venture out on their own without being accompanied by a member of the company – a Nunavut resident who is aware of local conditions and safety issues. Order is always maintained in water-based activities. Local guides are given responsibility for the safety of their clients and will not go out in dangerous conditions even at the urging of clients.

3. Educates visitors about local nature and culture:

Sila Lodge is remote from any Nunavut community (north of Baker Lake), however, we include interpretive programming for our guests regarding the land, culture and history of the area. Programs are delivered by trained Nunavummiut as well as occasional guest “experts” – science, anthropology and photography professionals. Local people are able to provide interpretation in very personal terms talking about what the area has meant to them and their family and how it plays a part in Inuit culture. “Experts” provide more technical information. When possible we include local performing arts as part of our programming – throat singing and drum dancing.

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