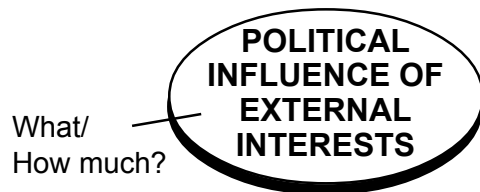
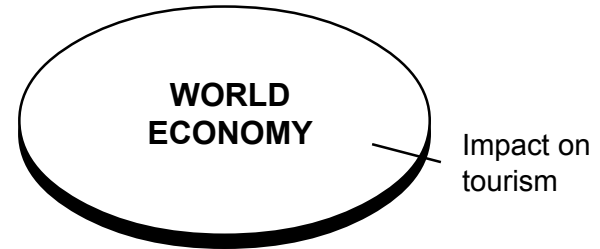
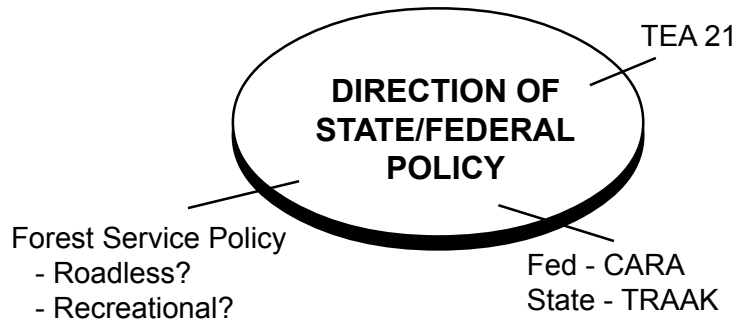
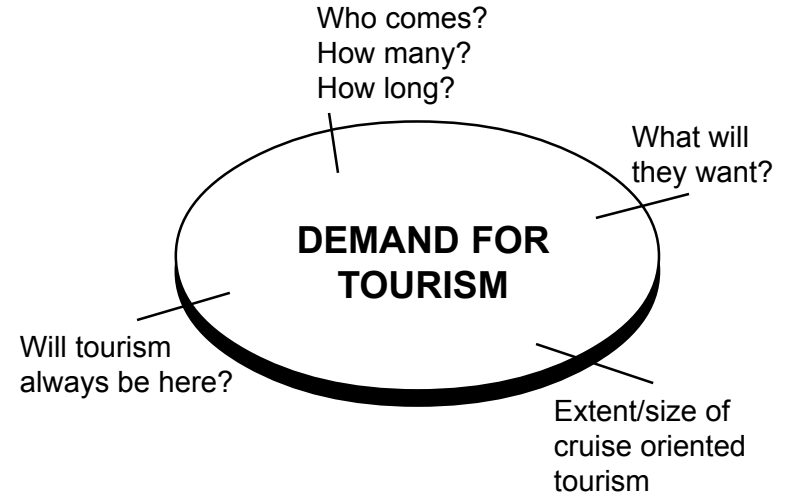
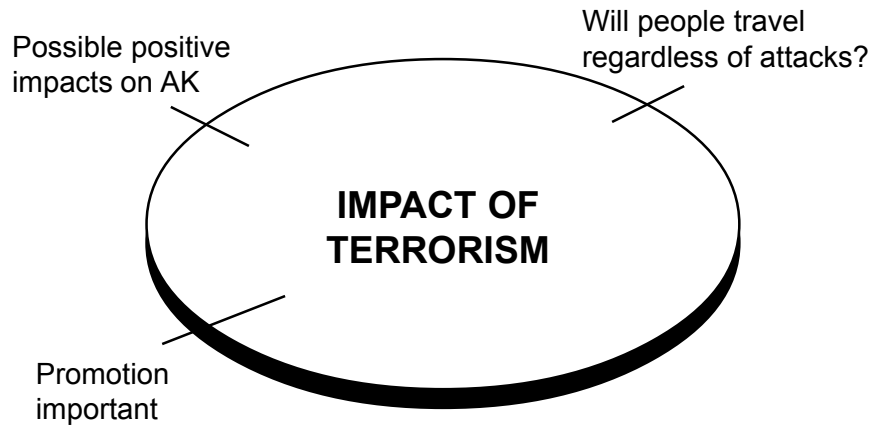


KEY UNCERTAINTIES ABOUT TOURISM IN SITKA



SITKA SNAPSHOT

CURRENT NATURE OF TOURISM

- ‰ Provides jobs, but of viable income levels?
- ‰ Impact on community ' sales tax revenues
- ‰ Affects everyone
- ‰ Significant aspect of local economy
- ‰ citizens may not understand benefits

VALUES

- ‰ Place Matters
 - Natural beauty
 - Wildlife/fishing
 - Isolation
 - History
- ‰ Quality of Life
 - Small town atmosphere
 - Diversity
 - Culture
 - Friendliness
- ‰ Economy
 - Diverse/balanced
 - Range of viable jobs
 - blue collar, professional, service
 - Retail outlets for community
 - Opportunities for children/family to stay/return
- ‰ Tourism
 - Building on existing aspects
 - culture, history, geography, etc.
 - Question: extent to which tourism is valued/accepted
 - Balance with community needs/vitality

SHAPING FORCES

- ‰ Tour companies
- ‰ Cruise companies
- ‰ Lack of planning for tourism

COMMUNITY DYNAMICS

- ‰ Regional Tensions/Concerns
 - Fishing, transportation
 - Economic competitiveness
 - Native/non-Native
 - Inter community — ?
- ‰ Community Divisiveness
 - Polarization over issues
 - Middle voices unheard
 - Strong sense of community despite divisiveness
 - Perception of extremes
- ‰ Problems with Past Decision Making Processes
 - Assembly's incomplete understanding of issues
 - Business often acts without community input
 - Adversarial approach
- ‰ Obstacles
 - Resistance to change
 - Individualism
 - Reactive instead of pro-active
 - Regional conflicts/divisions

THE FUTURE OF TOURISM IN SITKA

Areas of Concern

‰ A QUESTION OF BALANCE:

How to shape, manage, regulate

- Carrying capacity?
- How many?
- What mix?
- Pace of growth?

‰ MIX OF ACTIVITIES/OFFERINGS:

What is the appropriate mix?

- Cruise oriented
- Independent travelers
- Guided activities
- Self-guided activities
- Ecotourism
- Education tourism (history, culture, etc.)
- Longer stays
- Year round
- Backcountry / wilderness
- Flight seeing
- Fishing / hunting
- Conventions
- Arts and culture

‰ FISHING CONFLICTS:

How to resolve?

- Tension between charter / commercial / subsistence
- Safety related to expanded range for fishing

‰ IMPACTS ON COMMUNITY

What are impacts, costs, benefits?

- Character of community
 - losing local flavor
- Outside ownership - \$\$ leaving Sitka
- Loss of retail serving locals
- Seasonal shutdowns
- Environmental impacts
- What are the benefits to the community?

‰ INFRASTRUCTURE

How to match infrastructure to desire / demand?

- Public infrastructure
 - transportation - air, ferry
 - deep water docking
 - traffic / pedestrian
- Tourist Services
 - food
 - lodging
 - retail
- Arts and Culture
- Promoting tourism

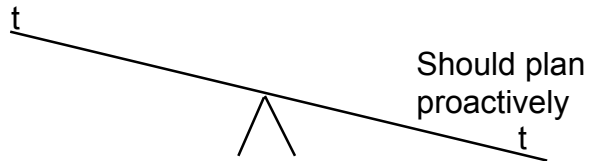
How to fund?

THE FUTURE OF TOURISM IN SITKA

Ideas about Planning

‰ The Need to Plan:

- No current planning – ad hoc / reactionary
- Assembly beginning to pay attention to tourism
- What is motivation to plan?
 - Is tourism contentious enough to motivate efforts to plan?
- Laissez-faire



‰ How to Plan:

- Importance of collaboration
- Importance of inclusiveness - all parties
- Build trust / relationships
- Importance of clear communication, good information
- Need for venues for working together
 - forums
 - constructive process
- Need strong facilitators / leadership of process
 - convening leadership

‰ Who Shapes the Future of Tourism:

- Local citizens drive planning
 - not special interests
 - shared responsibility with cruise/tour companies, etc.