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Past and Present Informing the Future: A Case Study of Cultural Heritage Tourism in Louisbourg, NS

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Outline

The Fortress of Louisbourg

- The History of the Fortress and Ongoing Bioarchaeological Efforts

Case Study from the Fortress of Louisbourg

- Background: Situating the Fortress of Louisbourg on Cape Breton Island
- Materials and Methods
- Key Findings and Discussion
- Conclusions



The History of the Fortress

18th Century

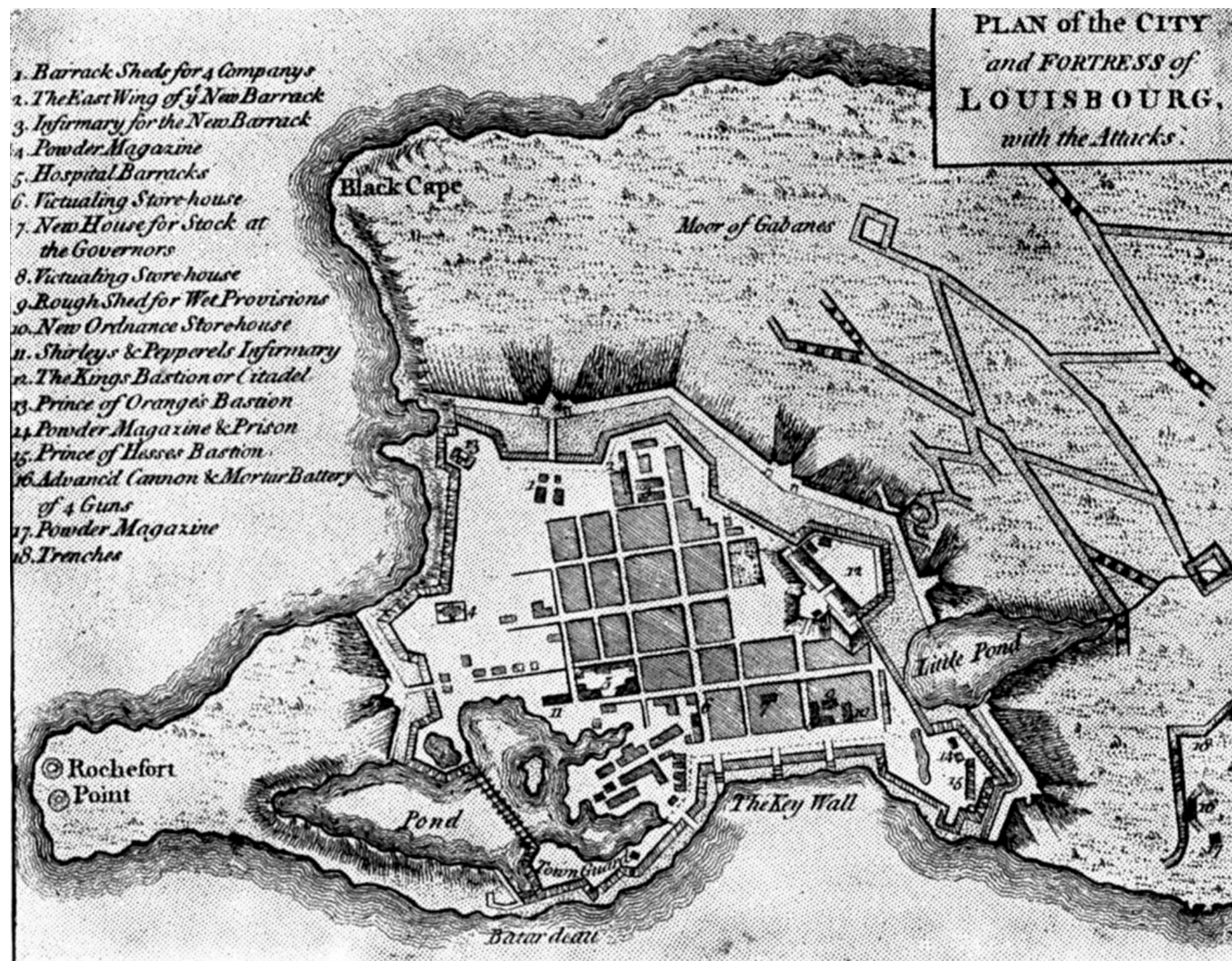
- 1713: Construction of the Fortress
- 1745: Louisbourg besieged by New Englanders
- 1749: Louisbourg given back to the French
- 1758: Louisbourg besieged by the British

20th Century

- 1920s: Designated a National Historic Site of Canada
- 1960s: Funds delegated for reconstruction efforts, and reconstruction took place until the 1980s

21st Century

- 2017: Bioarchaeological Field School Est.



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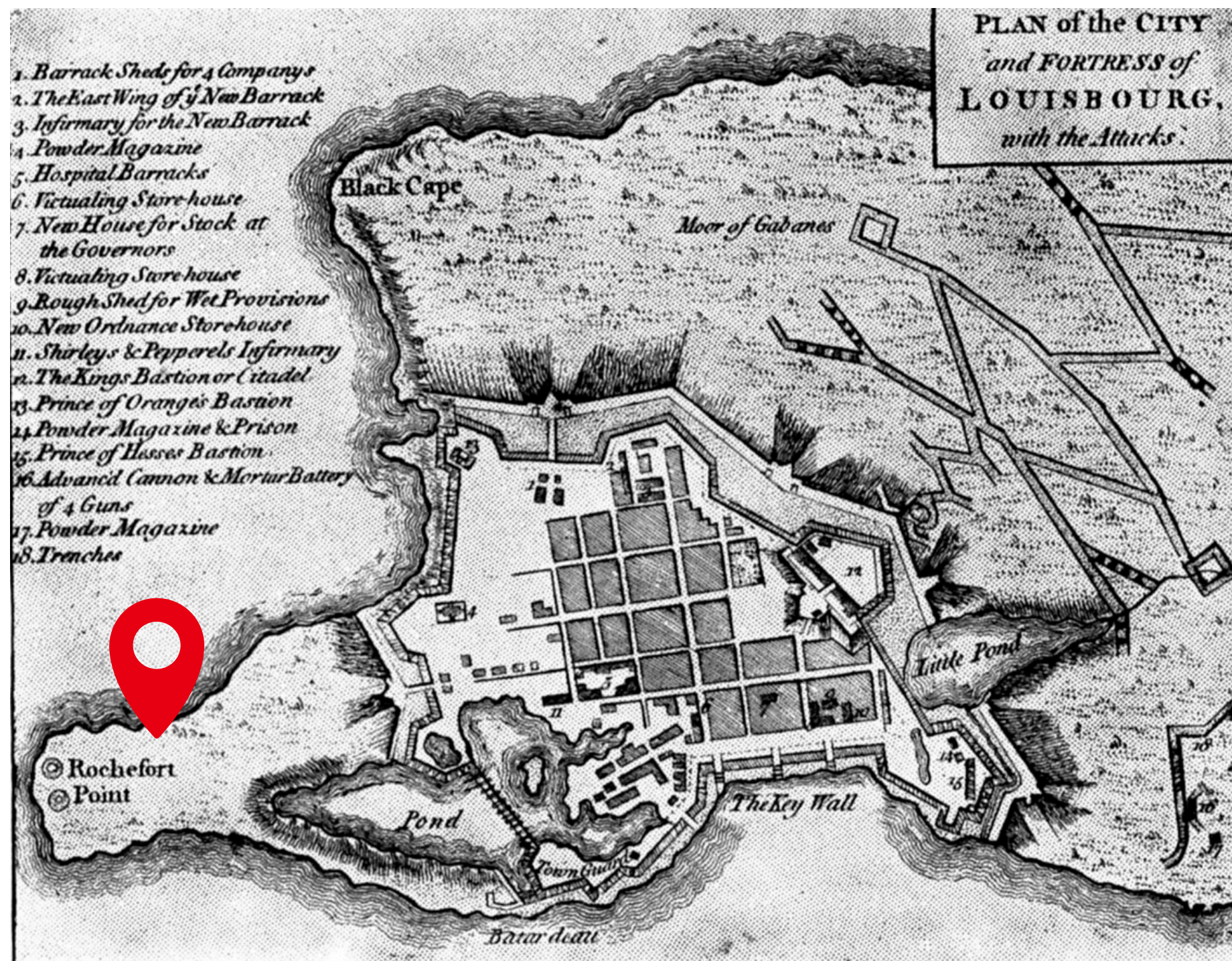
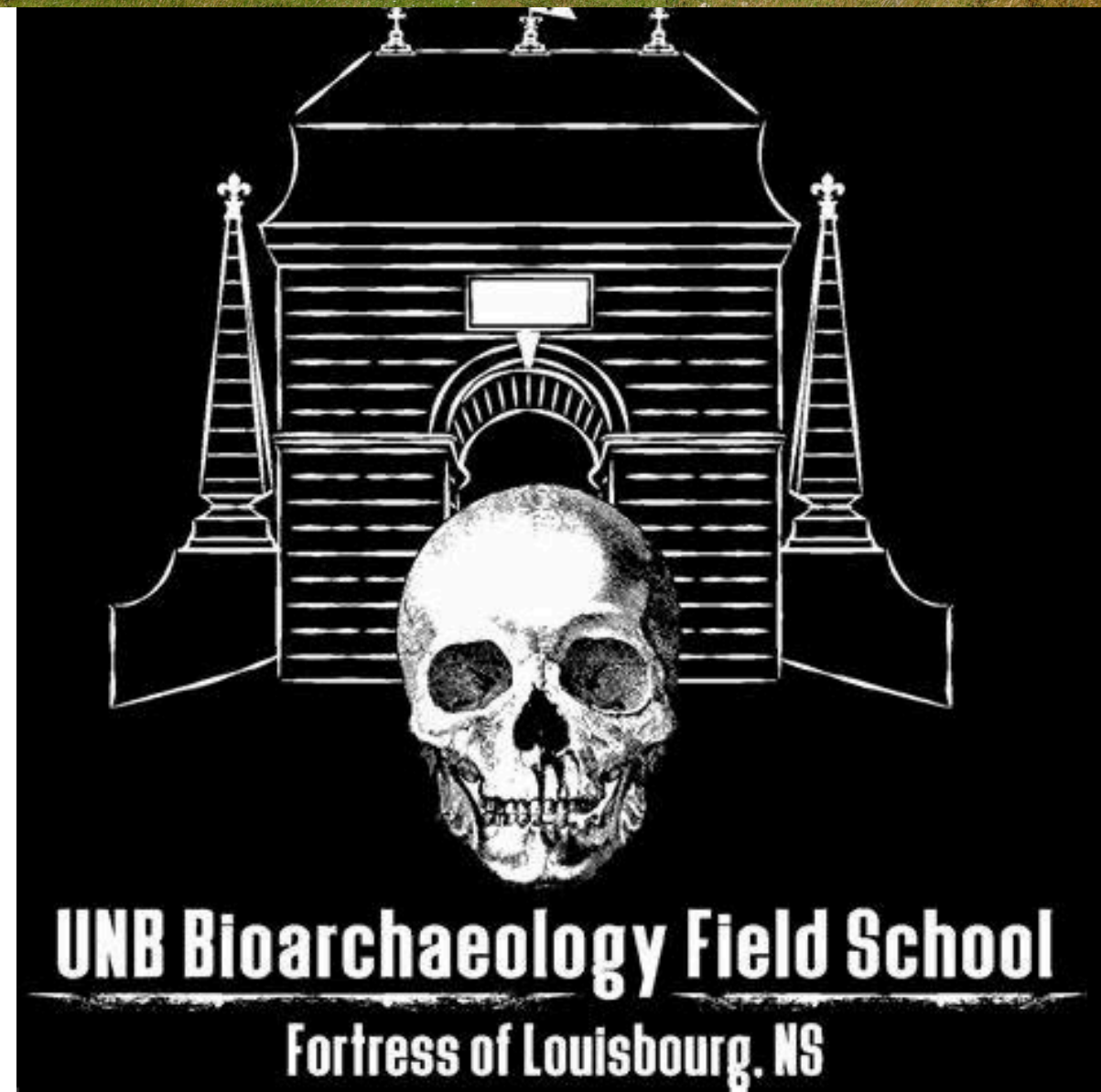
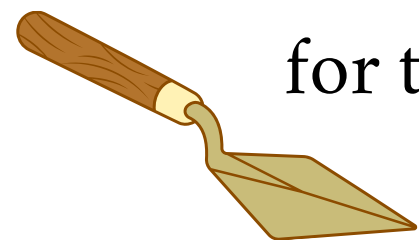
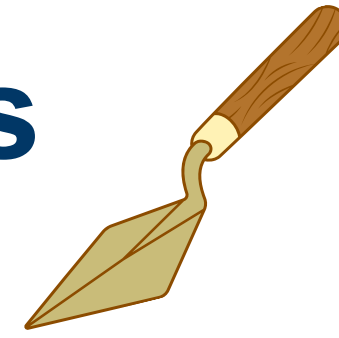




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Ongoing Bioarchaeological Efforts

- The UNB Bioarchaeological Field School was established in 2017
 - Remains and artifacts are being recovered from eroding conditions
 - Students have the opportunity to apply knowledge and build new skills
 - The public has the opportunity to learn, which may be another draw for tourists



Situating the Fortress on Cape Breton Island

- **Location: Rural and Remote**
 - Louisbourg, the small community adjacent to the Fortress, has a population of 825 people (Statistics Canada, 2022)
 - The closest urban centre is Sydney, Nova Scotia ~ 35 km away from the Fortress
- **Status: One of the four designated National Heritage Sites of Canada on Cape Breton Islands**
- **Despite the location, the Fortress of Louisbourg continues to drive visitation for Louisbourg**



Materials & Methods

- Project Objectives:
 - Understand the experience of those visiting the Fortress of Louisbourg
 - Showcase the interests of travelers already engaging in rural and remote tourism
- Audio-recorded questionnaire-based survey
- Random Sample Selection
- Grounded theory approach to analyze data and identify emergent themes

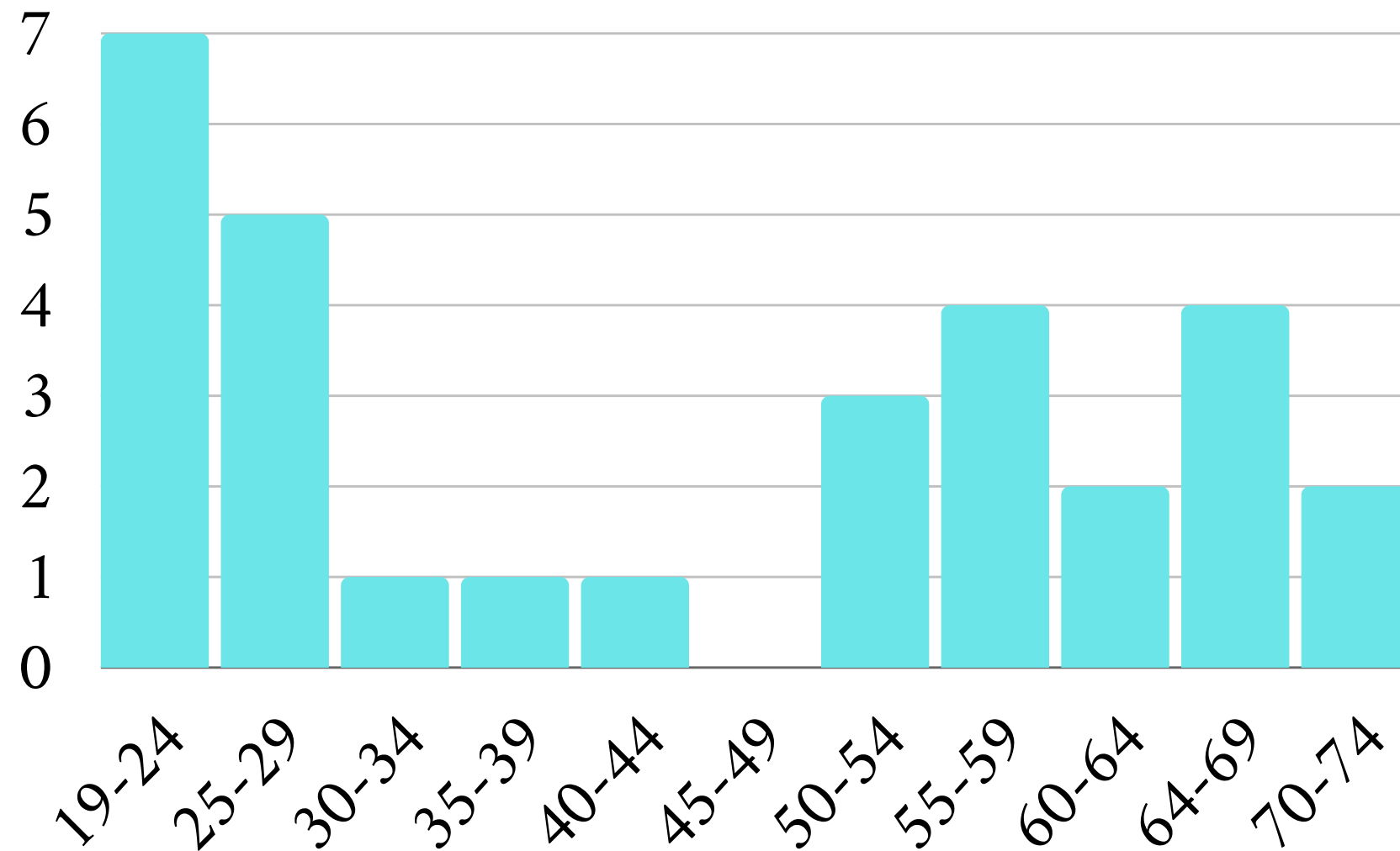


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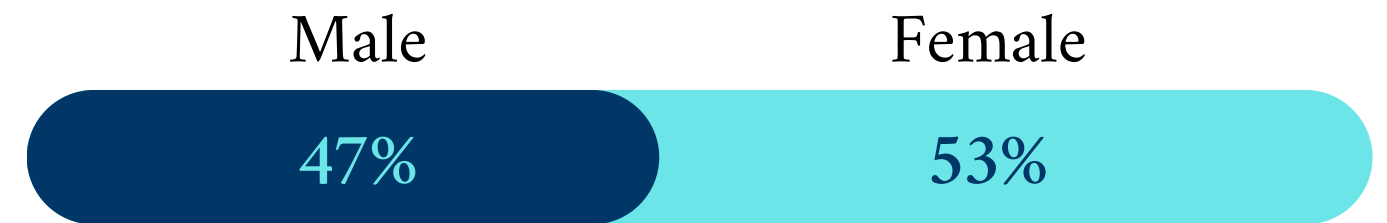
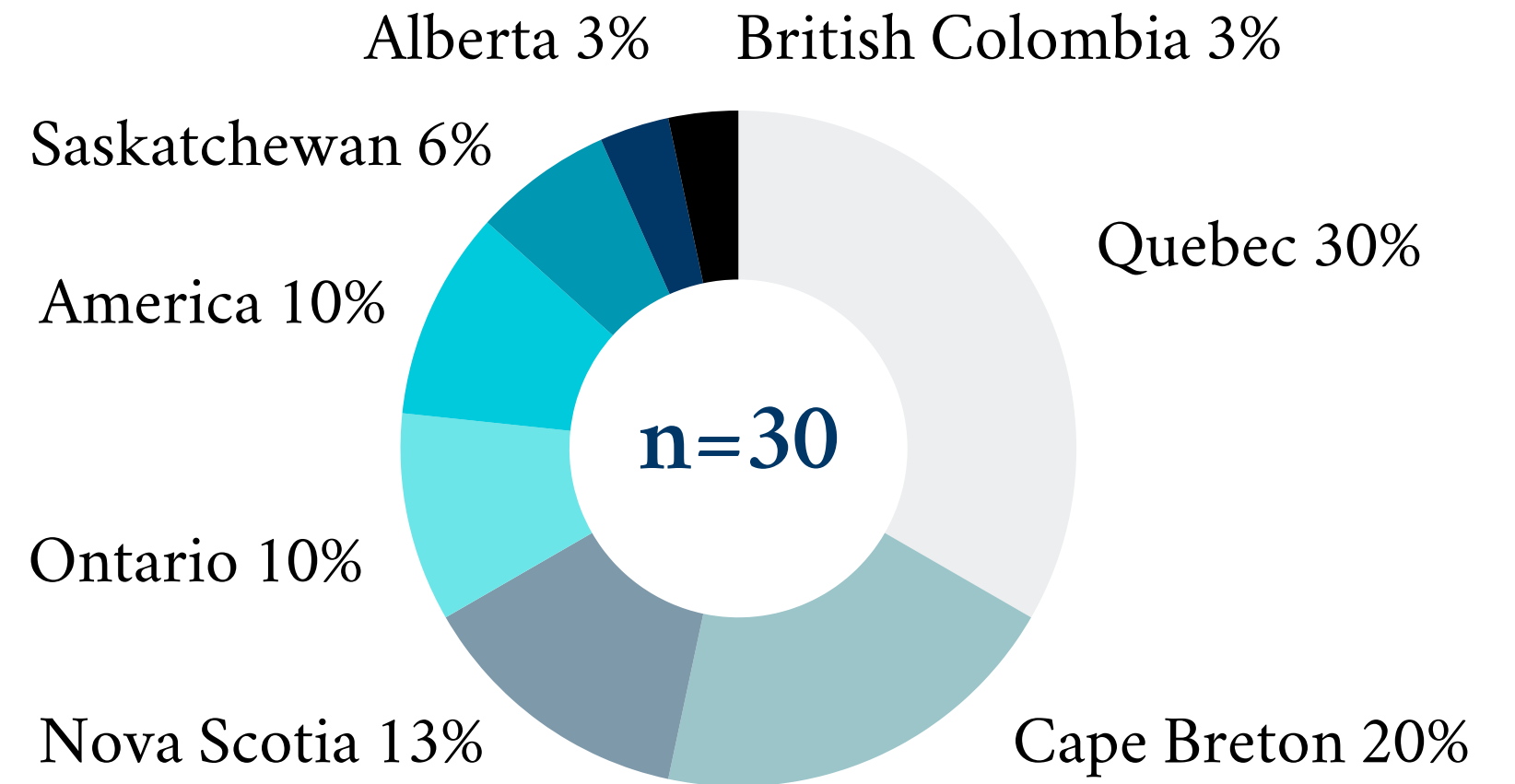
Survey Participant Demographics

30 visitors of the bioarchaeological site participated in the anonymous surveys



Age of Survey Participants

Place of permanent residence of survey participants



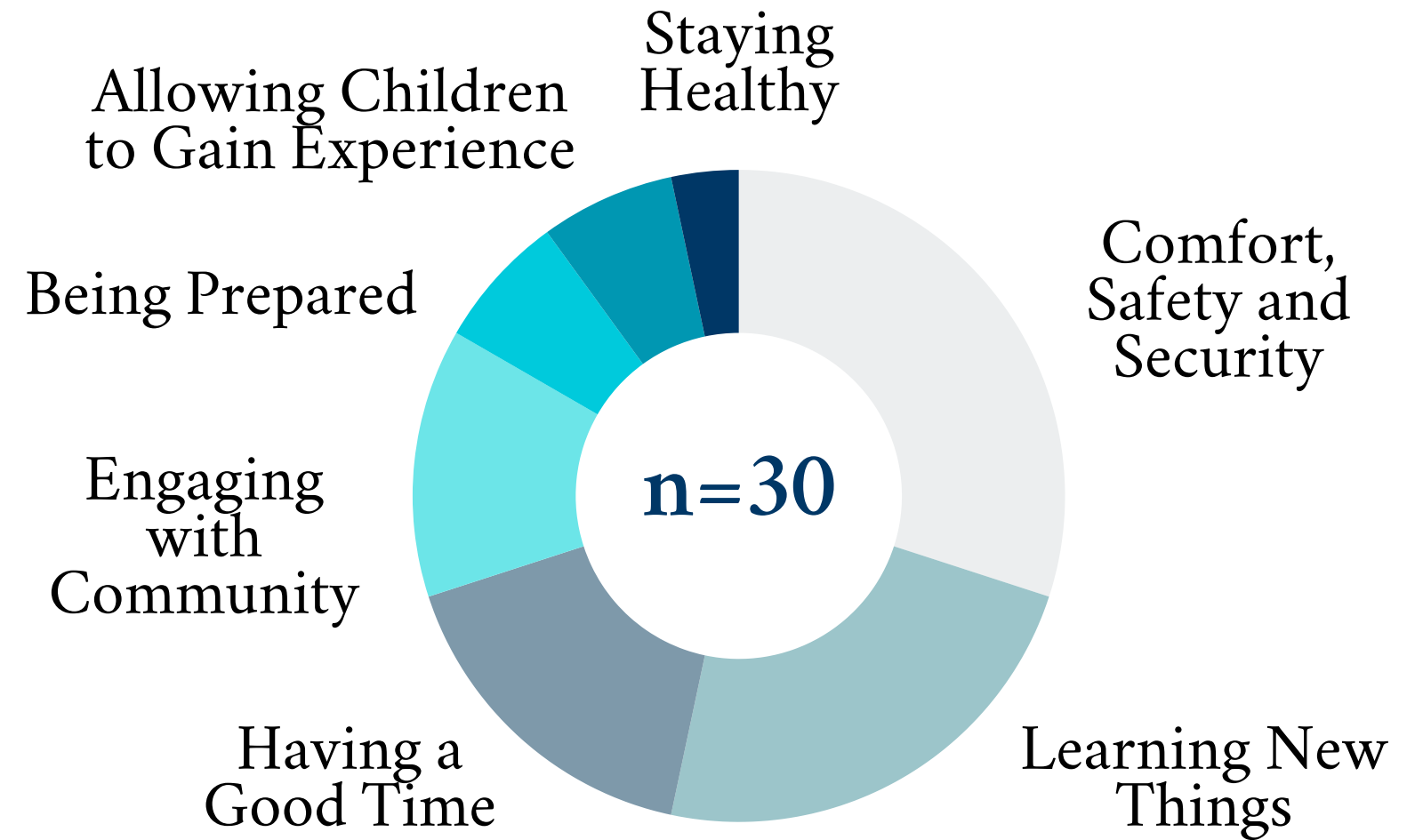
Gender Identity of Survey Participants

Traveler Interests

92% (n=28) of survey participants believed it was important to visit the National Historic and Cultural Heritage Sites of Canada.



Responses for what it means to ‘Travel Well’



“I think I have a responsibility to see Canada more. You know?”

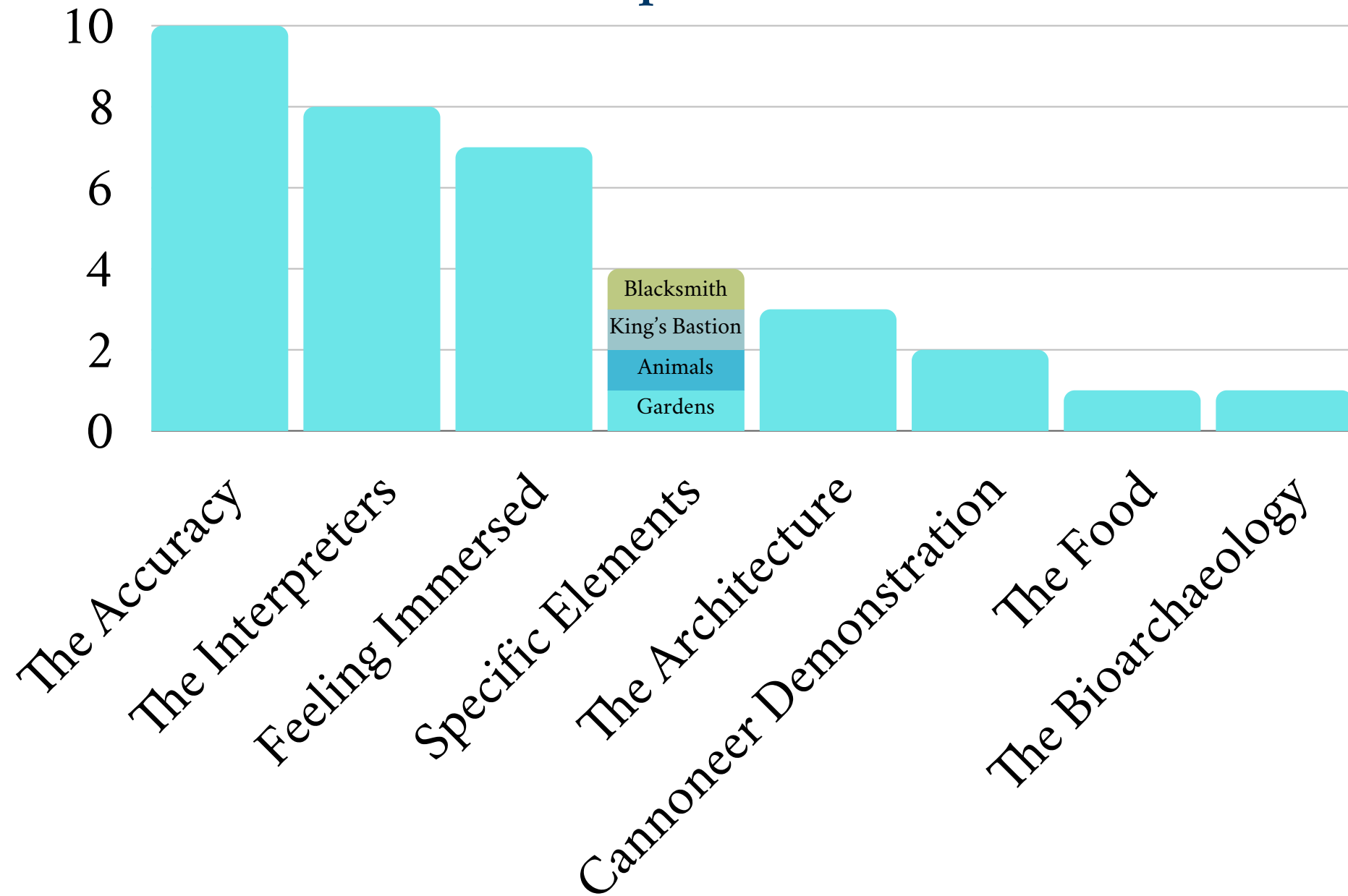
Survey 18

“I agree. I have been all over the world, but I have never been to Manitoba or Saskatchewan. There are places here in Canada we haven’t seen.”

Survey 19

Experiencing the Fortress of Louisbourg

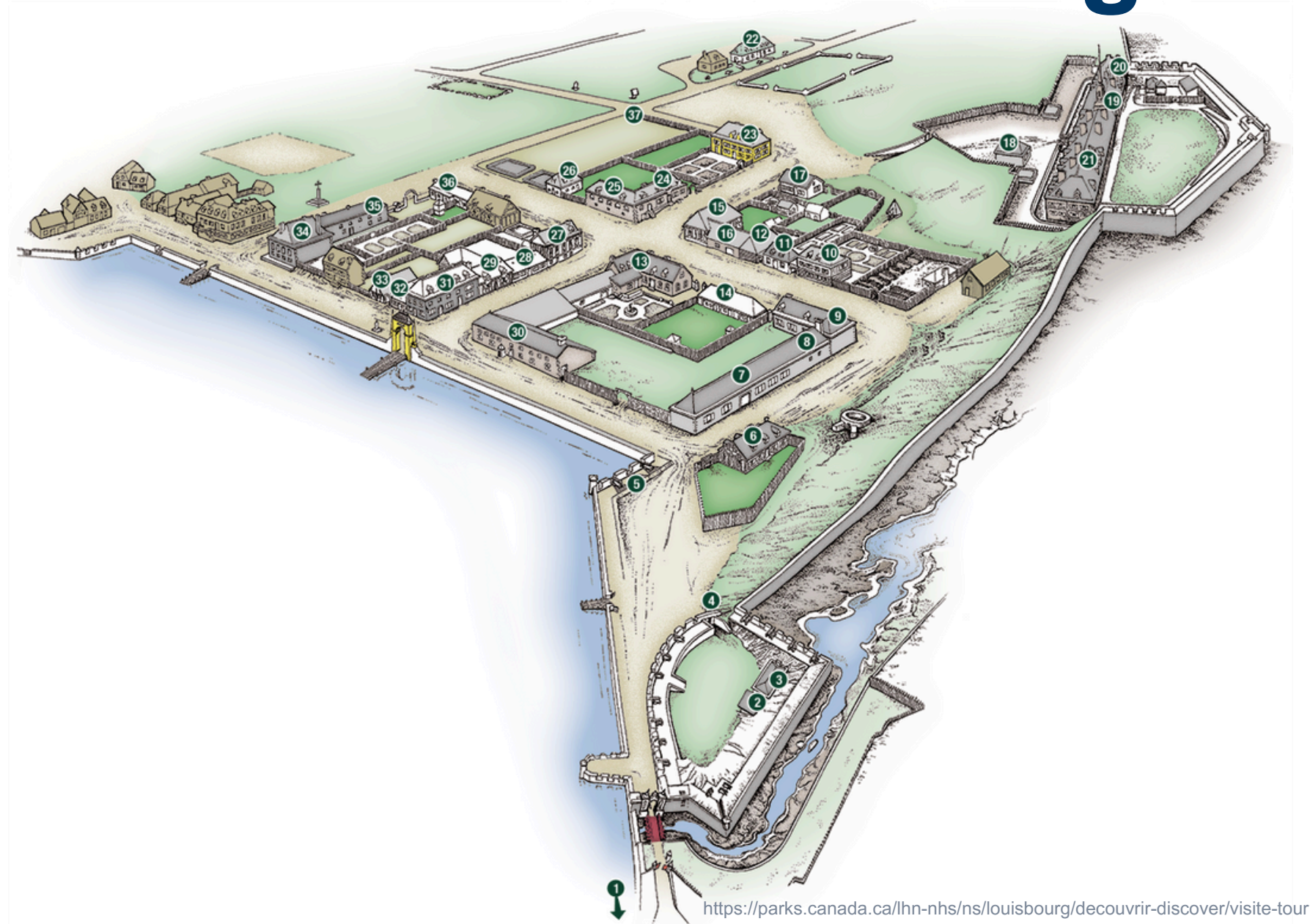
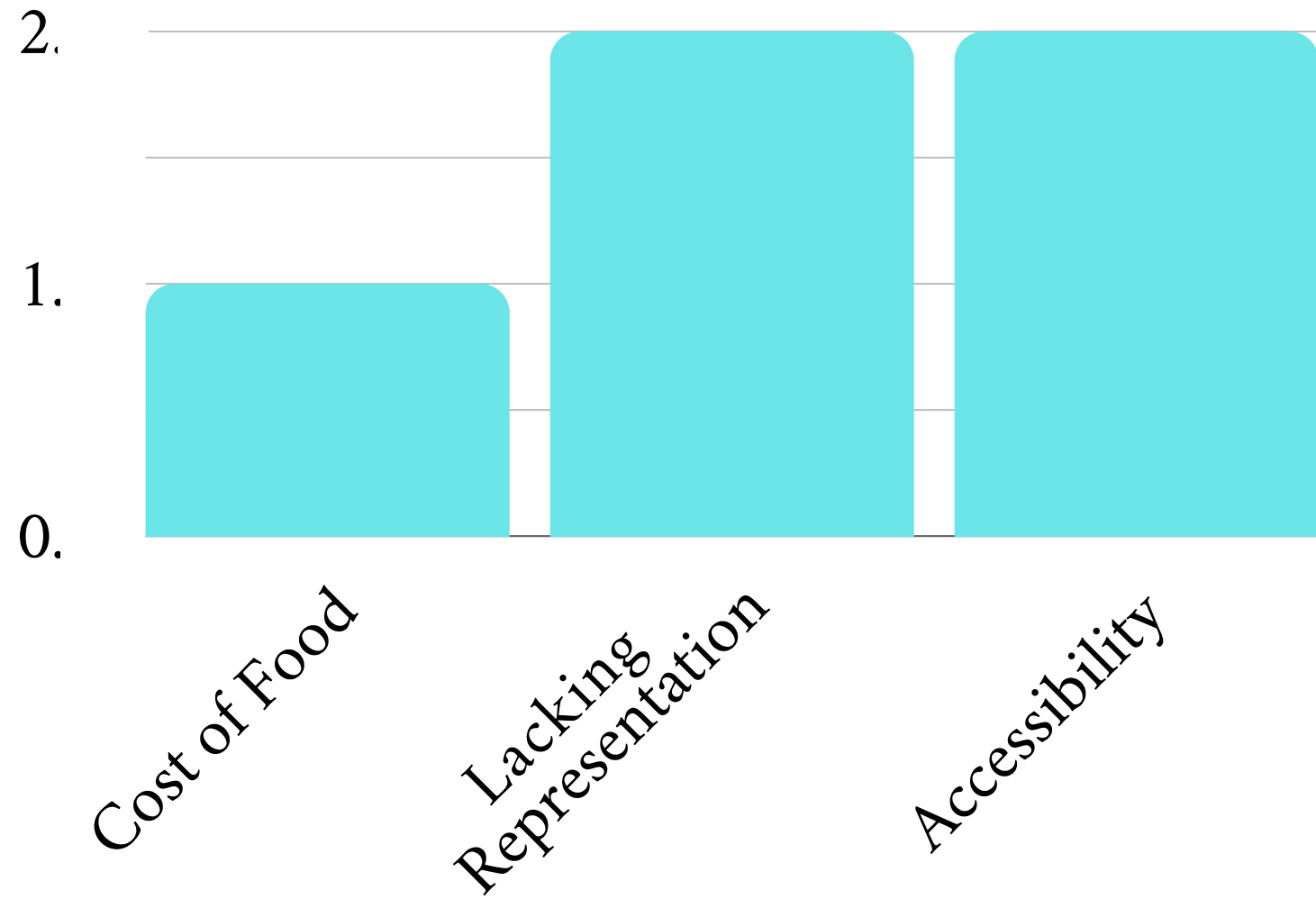
Favourite Components of the Fortress



“I like going to the King’s Bastion. Going up the ramp, going to the upper level, walking around the park, then going down the stairs and out the main doors. Especially when they’re playing their drums on a day like today where the fog stops you from seeing all of the modern things... it’s just really quite magical.”

Experiencing the Fortress of Louisbourg

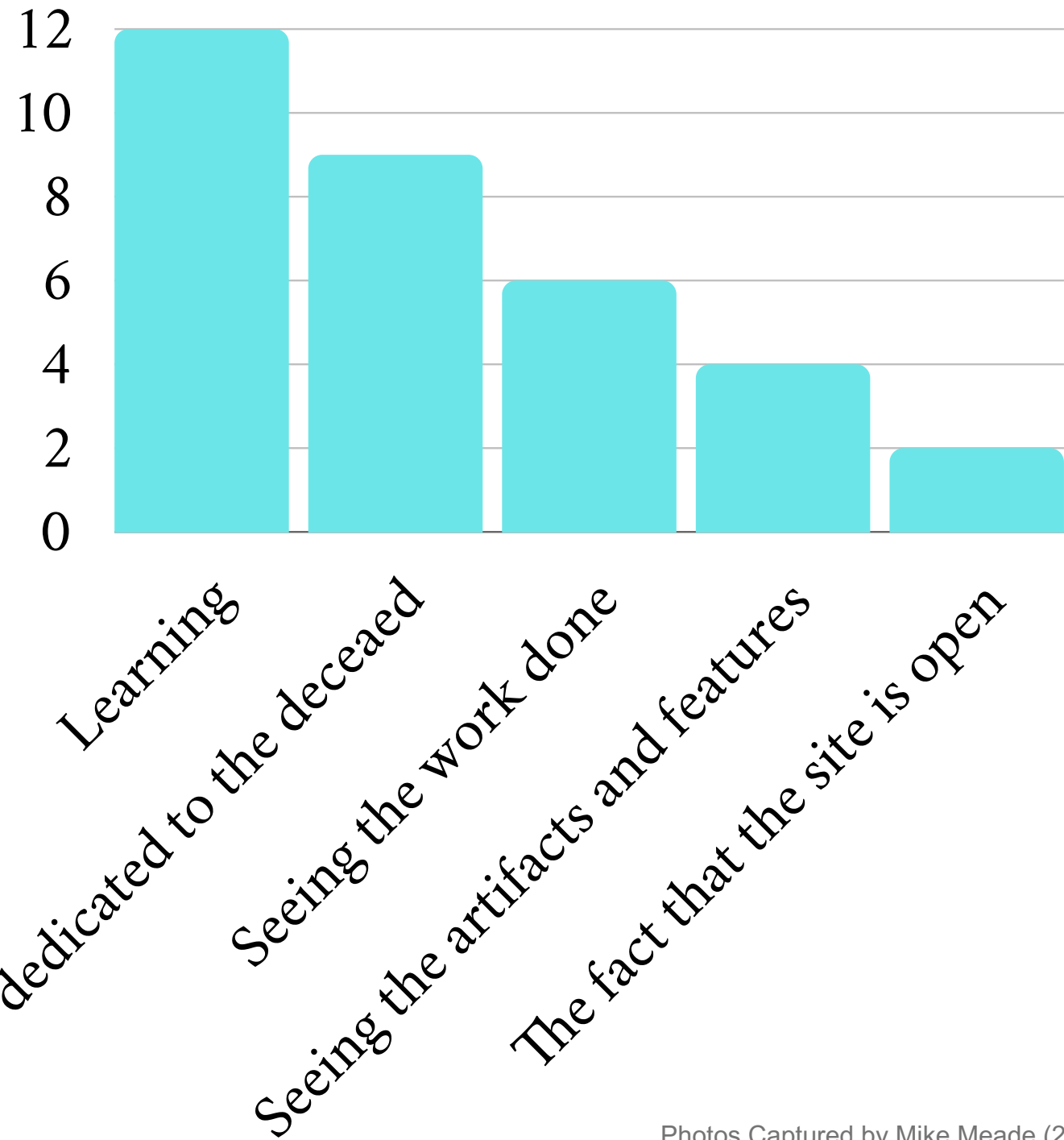
Least Favourite Components of the Fortress



“Well, it’s a nice, big site. But only one day to visit? It’s hard. We saw in Louisbourg there were motorized guided tours – I said, “that’s great!” But there are only two in one day. That I find a shame, because I’m pretty sure lots of people would love to see all of this place. I think because I like history, it would take me a whole week to see everything. I want to make sure to see everything.”

Experiencing Bioarchaeology

Favourite Components of the Bioarchaeological Site



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56%

14/25 guests indicated they did not know about the bioarchaeological site before visiting the Fortress of Louisbourg

“I just appreciate that someone in the Fortress mentioned it... I’m just happy I got to see it. Most of the time you don’t get to see the people working, you just get to see that something somewhere has been discovered. But this is really interesting that the excavation can be shown to the tourists.”

Survey 13

Project Limitations



1. Conducting survey with a biased demographic
2. Conducting some surveys with multiple participants

3. Administering surveys as a staff member of the field school



Project Outcomes

1. Recommendations for the Fortress of Louisbourg
2. Evidence of increased travel and education interest with individuals <30 years of age
3. Evidence that travelers want to be respectful when they travel and abide by the community social regulations

Highlighting the importance of collaboration between the stakeholders to ensure that communities can engage and share local knowledge and social regulations to ensure these spaces are preserved

Acknowledgements

For all of their support in the development of this project, I would like to thank Dr. Wayne Kelly,¹ Dr. Doug Ramsey,¹ Dr. Amy Scott,² and Maura McKeough.³

Thank you!

I would be happy to address any comments or questions

