

# Community Tourism News

Duncan, British Columbia

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## Yellow Footprints on the Pavement: Walking Tours Around Town

Many communities engage tourists by creating walking tours around their downtown. Walking tours often celebrate local heritage themes or bring focus to things that are unique about a particular place, and present them to visitors.

Duncan, BC is the “City of Totems.” The eighty totem poles found in Duncan are a cultural legacy of the Coast Salish people, a gift to the city. As in most communities with such a visually appealing heritage on display, the community of Duncan has created a walking tour. The tour takes visitors to 41 of the poles that are located in the urban core. The tour is intended interpret the stories of the animals carved into the poles.

Like most communities that have created walking tours, Duncan provides a pamphlet and map that guides tourists to each pole and explains what people are seeing. The pamphlets are available from a variety of locations around town including shops, restaurants, the museum and the visitor information

centre.

But The City of Duncan has done something else to help guide their visitors. They have painted large yellow footprints on the sidewalks and clearly noted the words “TOTEM TOUR” along the way.



Aside from noting that to match the stride of these footsteps requires that you be 12 feet tall, this is an excellent example of what a local government can do with the use of appropriate signage to assist tourists and visitors to find their way around a community. The walking tour, to be sure, not only leads visitors to the totem poles, but it also takes them past most of the downtown shops.



And that is what any well designed walking tour should do, create economic opportunity for local businesses.

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## But We Were Here Already, Just Three Years Ago

In the last issue of CTN, we examined an argument about tourism being the world's largest industry and concluded the real question to ask was: Is tourism a good investment right now? A partial answer to that question can be found by analyzing appropriate market index charts.

One such chart is the Dow Jones Travel & Leisure Sector Titans 30 Index (\$DJTCGS). Last time we looked at this chart (area left of vertical green line on chart figure), tourism investment action had stalled at the 236.5 level for 5 months, meaning buyers and sellers of tourism related publically traded equities were fairly ambivalent. Since May, the index has fallen 30 points to create a complete 100% Fibonacci retracement to



the level the index was three years ago (see 2 circles in the bottom corners of the chart figure).

While the chart looks grim and probably many investors have lost money, hitting a double bottom like this could act as a spring board

into a new business cycle and a prosperous future for the tourism industry. Now might be a good time to plan new ventures.

Metadata for the \$DJTCGS index can be found at: [www.djindexes.com/mdsidx/?event=showSectorTitans](http://www.djindexes.com/mdsidx/?event=showSectorTitans)

*“ Beyond the simple generation of revenues, .... tourism also nurtures appreciation of a community’s heritage and efforts to protect it. ”*

– T. Beatley and K. Manning, 1997, *The Ecology of Place: Planning for Environment, Economy, and Community*

Community Tourism News is edited and published four times a year by Michael E. Kelly, AICP, MCIP in Duncan, British Columbia. The newsletter may be freely copied and distributed to others with due credit and contact information provided to recipients. Contact [newsletters@community-tourism.net](mailto:newsletters@community-tourism.net) to be added to or deleted from our distribution list, for further information, or to make contributions to future issues.

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