



For Immediate Release

Say “Bonjour” to Francophone Tourism

April 24, 2019 – Asset-based community planning frameworks demonstrate a collaborative model of a tourist information centre that could be beneficial for Francophone-majority communities in Northern Ontario.

The Northern Ontario Growth Plan for 2011 released by the Ministry of Infrastructure and Ministry of Northern Development, Mines, and Forestry highlights Francophone tourism as an opportunity for increased sector growth through “encouraging regions and communities to undertake cultural planning that identifies opportunities for promoting tourism, ... building on the presence of a strong Francophone community to tap into French-speaking markets” (Ontario Ministry of Infrastructure et al, 2011). Therefore, the task of increasing Francophone tourism is being undertaken across Northern Ontario. Done right, this could open the tourist market — particularly in Northeastern Ontario and the Cochrane District — to French-speaking and Francophile markets that are otherwise hard to penetrate, which could be beneficial for both local businesses and organizations, as well as Northern Ontario francophone-majority communities in general.

Using the case-example of the Rendez- vous de la Baie interpretive centre in the Acadian Shores, this commentary recommends the development of visitor and cultural centre partnerships, or combined services that prioritize Franco-Ontarian cultural aspects for Francophone visitors to the region. The commentary also identifies how these centres create a source of identity creation leading to economic and social benefits for Francophone-majority communities.

Recommendations

Actors and municipalities participating in product development processes for Francophone tourism in Northern Ontario might wish to consider models that provide general structures for Tourist Information Centres (TICs) that could be adjusted to promote, support, and invigorate Francophone identity in communities that might not be taking advantage of this culture as an economic and social asset.

To read full report visit <https://www.northernpolicy.ca/franco-tourism>



Media Interviews: Author Myfannwy Pope and NPI President & CEO Charles Cirtwill are available for comment. To arrange an interview, please contact:

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About Northern Policy Institute:

Northern Policy Institute is Northern Ontario's independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable Northern communities. Our operations are located in Thunder Bay and Sudbury. We seek to enhance Northern Ontario's capacity to take the lead position on socio-economic policy that impacts Northern Ontario, Ontario, and Canada as a whole.

About the author:

Myfannwy Pope was born and raised off the coast of Vancouver, BC and is a past Experience North summer placement at Northern Policy Institute. She is completing her final year at McMaster University with an Honours Bachelor of Arts and Science with a minor in Community Engagement. Myfannwy has experience working in education and urban policy research. She is excited to start a Master of Arts in Urban Planning in the fall and pursue her interest in impactful community engagement and policy.