

Appendices

Appendix A: List of brochures analyzed

Netherlands:*

Beluga Adventures 2004/2005(*)
Askja Reizen 2005(*)
HT Wandelreizen 2005(*)
Canada Visitor's guide '04/'05

Nunavut:*

Arctic Bay, A natural beauty
Baker Lake Qamani'tuaq, 'where the river widens
Canada's Arctic Nunavut Travel Listings 2003
Canada's Arctic Nunavut Travel Planner 2003
Canadian Arctic Adventures Pond Inlet, Baffin Island, Nunavut, Canada, Toonoonik Sahoonek Outfitters
Destination Nunavut Le guide touristique du Nunavut 2004-2005 (*)
Free, rugged, untouched, wild: the Arctic
Grise Fiord, Ellesmere Island, Northwest Territories, Canada's most northerly community
Iqaluit Visitors Guide 2005
Ktikmeot Nunavut Canada's Arctic
Kivalliq Nunavut Canada's Arctic
Nunavut Canada's Newest Territory, Nunavut Tourism
Outfitters & Tourism Providers in Pond Inlet
Polar Sea Adventures, Pond Inlet, Baffin Island, Nunavut, Canada
Qikiqtaaluk (Baffin region) Nunavut Canada's Arctic
The Arctic Traveler, Nunavut Vacation Planner 2005 (*)
Toonik Eco-Tours, Iqaluit
Travel planner 2005 Nunavut Tourism (*)
Visitor Programmes & Services At Nattinnak Centre Pond Inlet
Visitor/Service Information Arctic Bay, Nunavut
Welcome to Kimmirut
Welcome to Sirmilik National Park of Canada

*Marked brochures were part of content analysis.

Appendix B: List of travel guides analyzed

- Blore, Davidson et al. (2004) *Frommer's Canada*, Wiley Publishing New Jersey, Inc. 13th Edition
- Dewar M. (2004) *Nunavut Handbook*, Iqaluit: Ayaya Marketing & Communications
- Drost-Plegt en Levelt (2002) *Insight guide Canada* (2002) APA Publications GmbH & Co. Nederlandstalige editie: Uitgeverij Cambium B.V., Zeewolde (vertaald door Drost-Plegt en Levelt)

- Harris, de Larrabeiti and Ross (2002) *Eyewitness travel guide, Canada*, DK Publishing London England
- Heetvelt A. (2002) *ANWB Canada reisgids*, ANWB bv, Den Haag
- Jepson T. (2000) *Expert reisgids Canada*, Van reemst Uitgeverij/Unieboek bv
- Jepson T., Lee P. and Smith T. (2001) *The Rough Guide to Canada*, Published by Rough Guides Ltd.
- Lightbody, Davis et all. (2002) *Lonely Planet Canada*, Published by Lonely Planet Pty Ltd, Australia
- Michelin Travel Publication (2001), *The Green Guide Canada*, Michelin North America, Greenville
- Roy G. (2000) *North Canada, The Bradt Travel guide*, Bradt Publications, UK
- Soublière M. (1998) *Nunavut Handbook*, Iqaluit: Nortext Multimedia Inc.
- Swaney D. (1999) *Lonely Planet, The Arctic* Lonely Planet Publications Melbourne, Oakland, London, Paris

Appendix C: List of people interviewed

People interviewed:

The Netherlands:

- Paul Boslooper, HT Wandelreizen
- Jonneke van Eijdsen, Beluga Adventures
- Peter Schadee, Askja Reizen

Iqaluit

- Bundgaard, Maureen, chief executive officer of Nunavut Tourism, interview took place by means of e-mail
- Nedd Kenney, Department of Economic Development and Transportation, Manager Tourism Trade & Innovation Division, Government of Nunavut
- Bruce and Carol Rigby, former outfitter in Iqaluit and co-writers Nunavut Handbook 1998 and Nunavut Handbook 2004
- Erik Leuthold, Polynya Adventure & Coordination Ltd.
- Sekayi Pswarayi, marketing director Nunavut Tourism
- Kevin J. Tikivik, Toonik Eco-Tours owner/guide

Pond Inlet

- Titus Allooloo, outfitter/sporthunter
- James Arvaluk, formal MLA (Member Legislative Assembly), assistant MLA
- Jonathan Case, manager Northern Store
- Carey Elverum, Chief Park Warden Sirmilik National Park
- Mike Ferguson, former outfitter
- George Koonoo, Wildlife Officer
- Chris Mitchell, manager Co-op
- Myna Mucktar, manager Cedar Lodge B&B
- Lee Narraway, freelance journalist and photographer
- Philippa Ootoowak, archivist in the library
- Jonathan Palluq, director Department of Community Government Services
- David Parks, principal Nassivik high school
- Margo Pfeiff, journalist and photographer
- David Quammaniq, major of Pond Inlet
- Leslie Quammaniq, Department of Economic Development, Government of Nunavut

- Lucy Quasa, manager Nattinnak Visitors Centre
- Dave Reid, owner, guide of Polar Sea Adventures
- Colin Saunders, Economic Development Officer and Hamlet of Pond Inlet
- Norman Simonie, Hunters and Trappers Organization
- Two sporthunters of Puebla, Mexico

Focus Group:

- Julie Menard, Chales Suprenant, France Mercur (group of veterinarians Quebec, business trip)
- Six young people at the Nassivik high school, Pond Inlet (age 16-25)