

items without permission.

### ***6. Use stoves and small campfires***

Although abundant with firewood, the Yukon is often at risk for forest fires from the dry conditions. Campfires leave scars and sterilize soil, consider the need and impact of the fire.

If it is safe and necessary to have a campfire uphold the following suggestions:

- Use an existing fire circle
- If you are building a fire on an undisturbed site, use a fire pan or make a mound fire
- Use only dead wood, preferably from fallen trees
- Keep the fire small
- Saw cuts leave signs, be discrete if you must saw
- Burn wood down to ash before extinguishing. Alternatively, soak the fire then scatter the ashes and charred wood
- Use sandbars and gravel bars where ever possible
- Always use a stove where fires are prohibited



*Photo courtesy of Skoehoeteen © 2006*



or double-bags.

#### ***4. Properly dispose of what you can't pack out.***

##### *Wastewater and waste food:*

- Wash dishes in a container then drain the water into a hole away from tents and standing water.
- Strained water may be released into the current of a swift-flowing river.
- Encourage meal stops away from your camp to avoid attracting wildlife.
- Avoid or minimize soaps and shampoos. If they cannot be avoided, use biodegradable products only and keep away from water sources.

##### *Human waste:*

- Toilets are to be at least 60m from any body of water and further if on a floodplain.
- Feces can be disposed in a 15 cm hole dug by a boot or trowel. Add soil and stir to encourage decomposition and use remaining soil to cover. Pick a site well away from other campsites, preferably enroute and away from your campsite.
- Used toilet paper should be packed out.
- Large groups should build a latrine 30 cm deep and throw earth in after each use.

#### ***5. Leave what you find***

Historic artifacts, archeological specimens and fossils must be left undisturbed. You must report an accidental discovery, unearthing of objects or sites to the Carcross/Tagish First Nation. It is unlawful to collect

## Leave No Trace Guidelines

C/TFN has a stewardship role on the land and all activities must be undertaken with consideration of future generations and the animals which also must be able to enjoy the riches of the land. C/TFN supports the Leave No Trace Guidelines under the Wilderness Licensing Act.

### **1. Plan to leave no trace.**

- Meal planning should include minimizing over packaging and garbage.
- Avoid smelly, easily-spoiled foods, colognes and perfumes.
- Choose travel and gear for both safety and minimal impact.
- Use maps to plan low-impact routes and campsites.
- Plan to pack a stove.
- Bring a container for garbage and human waste.

### **2. Camp and travel on durable surfaces.**

*When hiking/traveling:*

- Use existing trails and do not create new trails.
- Travel single file.
- Where there are no trails, select a route over durable terrain. If you must walk across vegetated areas, spread out to avoid creating new trails.

*When camping:*

- Look for a campsite early to be selective.
- Choose sites already impacted and clean up completely afterward.

### **3. Pack in, pack out.**

- Burn all paper garbage; or
- Pack out all garbage in an airtight, reusable container

## Vision

To develop a sustainable tourism economy in the Carcross/Tagish First Nation traditional territory.

## Goal

To provide guidelines to share the land and culture in a good way.

## Values

### ***Equality***

We recognize the rights of the individual and respect the cultural rights and differences of all members of the community and our guests, treating all people with equality and dignity.

### ***Learning and Sharing***

We will share our culture and our land in a good way. We will offer a learning environment to leave all people with the opportunity to be positively impacted from the experience.



*Photo courtesy of J. Ferby © 2006*

### ***Respect***

We shall treat all people with respect, honesty and candor.

### ***Integrity***

We will be accountable to the people, demonstrate sound business practices, and steadfastly adhere to this code of conduct.

### ***Quality Service***

We shall provide the highest quality of service, resolve disputes in a fair and expeditious manner, preserve and build customer and community relationships.

### ***Sustainability***

We shall consider all developments with respect to the sustainability of the land, culture, community and business. We will consider the environmental impact of the activity, its impact on the culture and community without negatively impacting the experience.

### ***Inclusivity***

We shall work from a broad community-based approach to include people in the area, provide access opportunities to potential operators and work with stakeholders, governments and the public.

### **Intent**

- 1. Respect the Culture***
- 2. Protect the Environment***
- 3. Enhance Community Benefits***
- 4. Support Business Development***

The guiding spirit of the Code of Conduct is to ensure a sustainable tourism economy that permits quality operators with the ability to develop profitable businesses while respecting the land, water and people. We seek to cause minimal impacts to the wildlife, wilderness, culture and historical sites of the lands of the Carcross/Tagish First Nation. We seek to preserve and protect this special place as it is now for appreciation, enjoyment and enrichment of future generations.

**We recognize** why visitors come to this place and the experiences they seek in the community and on the land.

- Offer block bookings and make them available at least 12 months in advance of arrival for accommodations and 6 months in advance for day or multi-day tour products.



*Photo courtesy of Skoehoeteen © 2006*

ers for groups.

### **Caribou Crossing Export Ready Criteria**

Caribou Crossing is a wholesale company and will package all tour programs at the Four Mountains Resort and Cultural Centre as well as packaging for the day trip market. Caribou Crossing can help companies that are not export-ready by providing service under a Benefits Agreement.

#### **To work with Caribou Crossing, a business must:**

- Meet all of the market ready criteria as applicable.
- Have a trade oriented billing, payment and cancellation policy.
- Provide net rate discounts or a minimum commission.
- Advertise and guarantee prices for 12 months in advance of travel.
- Provide a wholesale tariff with net rate packages, business policies and contact information.
- Accept tour operator vouchers as negotiated.
- Provide marketing support materials (i.e. CD or colour photography).
- Accept deposits of no more than 15% 180 days out.
- Guarantee to provide equal or better value when substituting products that become unavailable.
- Be willing to participate in Caribou Crossing familiarization tours for trade and media.
- Provide staff trained to work with travel trade.
- Provide special welcome and orientation services for groups.
- Institute customized payment and booking policies for trade.



**We recognize** our role as stewards of the land, and our role in the communities of our land to work for local benefit and growth.

**We recognize** our role in ensuring the development of an environment that permits business to develop and prosper.

**We recognize** the challenges of balancing an economic agenda with cultural integrity, sound environmental management and community well-being.

Our visitors and many of our operators are guests in the community's backyard and are treated as our honoured guests. Our guests also understand they must behave in a certain way within our culture and our land. Our Code of Conduct will help our guests understand expected behavior, how to gift our community from their visit and how we will gift them as our honoured guest.

#### **Application**

The Code of Conduct is an essential tool for sound management of tourism development that balances our economic agenda with social development, cultural preservation and environmental protection. It guides and regulates our own commercial operations and those permitted to operate on our land. The Code of Conduct is part of the process for consultation and accommodation.

The Code of Conduct will inform, educate and involve all partners, operators and guests who seek to protect in perpetuity, the opportunity for, and





the quality of, the exceptional experiences found in this land.

The Code of Conduct is intended to apply in whole or in part to tourism operators, our partners and our operations depending on the nature of the business. C/TFN accredits companies and tour products by applying the requirements of the Code of Conduct. Through an assessment process, review of criteria annually and audits of operators, our assessment process will set the standard for authentic and professional tourism experience in our traditional territory.

An application for certification is provided.

## **1.0 Respect the Culture**

### **Belief      We Must Protect and Preserve Our Culture**

Our culture and history is rich and respected. It is our way of being and thinking and is more than what can be seen. Our culture is the interaction of the people with the environment. We are part of the land and the water and it is part of our culture. We seek to share, protect, enrich and enhance our culture through our interaction with all people and through their interaction with us.

The Tagish and Tlingit people of this region have a history of being the link between the coast and the inland. This traditional role continues with our tourism activities. We have a need to preserve our history and share our past with the right stories, the true history and to celebrate our future.

### **Requirement:**

#### **1.1 Deliver a Culturally Authentic Experience**

- Have a business and marketing plan.

### **Day/Adventure Programs**

#### **Operators must:**

- Ensure day tours provide a package of elements that make the tour entertaining, educational, enriching, hands-on, well-themed, value-added, and exceed expectations.
- Clearly state booking policy and minimum numbers.
- Provide a safety orientation as part of the tour.
- Have satellite telephone contact while on the road or in the wilderness.
- Provide complimentary services to guides and/or drivers for groups over 15.

#### **Attractions must:**

- Be open 7 days a week from at least May 24 to September 7.
- Provide complimentary services to guides and driv-



*Photo courtesy of J. Ferby © 2006*

**Market Ready Criteria**

C/TFN will only consider permits and certification to market-ready operators. C/TFN also encourages operators to work with Caribou Crossing Adventure Company which packages tours for the Four Mountains Resort & Cultural Centre and the day trip market in the Carcross area.

**General****Operators must:**

- Maintain good standing of all applicable licenses, insurance, and C/TFN Code of Conduct.
- Display brochure, rack card or website with professional photography, writing and layout.
- Maintain a 36-hour or less turn-around time of all requests for information throughout the year.
- Provide telephone, fax and email contact 7 days a week.
- Provide 24 hour message/reservation service (i.e. answering machine).
- Have an established consumer oriented billing, payment and cancellation policy.
- Provide a negotiated commission on retail/published rates.
- Have a current website that lists all services and products with contact information.
- Have a consumer tracking/monitoring system.
- Have a complaints handling process and cancellation policy.
- Protect customers contact information and maintain privacy.
- Have a pricing system that includes group and seasonal rates.
- Have an emergency response plan.

**Operators must:**

- a. Take the C/TFN Cultural Workshop and ensure guides take the Workshop.
- b. Demand accuracy of storytelling/stories by consulting C/TFN.
- c. Understand and respect C/TFN traditions and character to preserve and enhance our culture.
- d. Understand that preservation of language is important and should be incorporated and interpreted, along with its meaning and intent, by the guides.
- e. Respect and support the protection of intellectual proprietary rights and be committed to playing an active role in ensuring these rights are not violated.
- f. Know that counterfeit or pirated products must not be used or sold in the business. Upon development of cultural certification, all products should have C/TFN certification of authenticity.

**1.2 Respect C/TFN Culture and Traditions****Operators must:**

- a) Understand that courtesy is key and the need to always ask for permission. People will share more if they know what they are sharing will be respected.
- b) Ensure that music, dance, art stay true to our culture, and offer authentic and legitimate cultural programming.
- c) Understand the importance of spiritual, mental, emotional and physical components of self in the C/TFN culture.
- d) Gain knowledge of what stories can be told and by whom.
- e) Know which sites are protected and what is allowed and appropriate at those sites.
- f) Must protect and promote the protection of his-

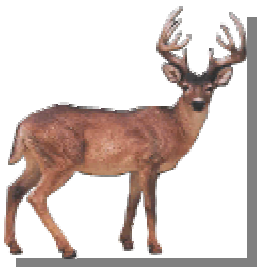
torical and scientific sites, these are important to local heritage and science. Disturbing the sites diminishes their value and is often illegal.

- g) Not camp on archaeological or sacred sites.
- h) Not dig into any archaeological site; not touch nor remove any artifact (cultural or historical); not enter burial grounds.
- i) Discourage the collection of natural matter and collection of fossils.
- j) Not make unauthorized use of any copyright, patent, trademark or other intellectual proprietary right before obtaining permission from C/TFN or the legitimate owner(s).
- k) Know that intentional infringement or misrepresentation of legitimacy to customers for the unauthorized use of such copyright, patent, trademark or other intellectual proprietary rights are strictly prohibited.
- l) Know that commercial photographers and filmmakers must receive permission from C/TFN prior to commercial activities.

### 1.3 Learn and Share our Culture and Respect Our Cultural Protocols

Operators must:

- a) Encourage sharing of cultures, it is important to share our knowledge to make sure it is never lost. Sharing culture directly with our visitors is an important part of communicating, learning and connecting with others.
- b) Understand that we require Elders consultation and permission to tell stories, display crests and address some cultural issues.
- c) Understand and respect the cultural significance of sites in areas you travel through.



- a) Work cooperatively, network with existing businesses and respect other businesses.
- b) Support a community spirit in the business community.
- c) Support partnerships and cooperative efforts with businesses in Yukon, British Columbia and Alaska.
- d) Understand that C/TFN may give preference to locally owned and operated businesses or businesses in partnership with local businesses or C/TFN-owned companies.





and suitable for activity undertaken.

- Educate clients as to what is appropriate behaviour with possibly hazardous wildlife encounters.
- Are knowledgeable about bear safety protocols based on bear ecology and behaviour.
- Are trained in order to meet the Codes of Conduct.

#### **4.3 High standards for staff development**

Until a guide certification program is adopted, all operators must ensure and provide supporting information to ensure guides:

- Have appropriate levels of skill and experience for the activity being conducted.
- Have strong leadership ability.
- Have a first aid certificate, CPR training and first aid equipment.
- Are trained in bear safety.
- Are trained in the Yukon Host program and have completed the C/TFN guide training workshop (when developed).
- Are well informed about the local environment and any conservation issues affecting the integrity of the environment.
- Are knowledgeable about the natural and cultural history of the area being traveled through, and be able to effectively interpret this to clients.
- Have interpersonal communication skills.
- If teaching or providing instruction, have the required certification (ie. paddling).
- Have proper cooking and food safe certifications.
- Are familiar with applicable laws and regulations.

#### **4.4 Encouragement of partnerships**

All operators are encouraged to:

d) Uphold the C/TFN cultural protocols.

## **2.0 Protect the Environment**

### **Belief The Land Must be Respected**

The land has taught us the greatest respect, use only what you need and the land will always provide for you. We invite others to share the land and who we are. We all have responsibility to care for the land for the enjoyment of future generations and all beings that share the land by minimizing the impacts to the wildlife and wilderness.

We will educate and encourage our guests to ensure preservation, reduce impacts on the land, and maintain the quality of the experience for the future.

### **Requirement:**

#### **2.1 Respect that the land has a carrying capacity**

Operators must:

- a) Understand that C/TFN will use traditional knowledge, local knowledge and scientific knowledge in determining the impact of an activity on the land and animals.
- b) Understand that C/TFN will create a baseline data of use areas and will determine the carrying capacity of the land.
- c) Get permission from C/TFN prior to harvesting activities.
- d) Consider compatible use from other users, the community and industry in program development.
- e) Not use a catch and release fishing policy on lakes, rivers or streams on C/TFN lands.
- f) Only catch what will be consumed on a trip.

## 2.2 Deliver environmentally sound programs

Operators must:

- a) Recognize the potential for negative impact on the wildlife species they encounter and take precautions to minimize these by following the Wildlife Viewing Guidelines.
- b) Be knowledgeable of animal habits, seasons and patterns in establishing programs and be prepared to amend programs.
- c) Stay in permitted areas only.
- d) Adhere to No Trace Guidelines.
- e) Use existing trails and not create or open old trails without C/TFN Lands approval.
- f) Be certain every person who fishes must possess a valid fishing license.
- g) Become familiar with current conservation issues and initiatives in the Yukon.
- h) Promote responsible conservation of Yukon wilderness.
- i) Promote responsible resource development.
- j) Oppose resource development that would have a negative impact on an existing wilderness tourism operator.
- k) Oppose resource development that can have a negative impact on critical wildlife habitat.

## 2.3 Operate environmentally sound businesses

Operators must:

- a) Practice environmentally-friendly programs such as recycling and waste reduction within their business
- b) Incorporate sustainable, low-energy, low-impact business practices and seek to recycle and reuse as much as possible.
- c) Choose best environmentally sensitive tools (i.e.

- tion, necessary permits and licenses.
- e) Build cooperative business spirit through respect, honesty and good communication.
- f) Practice sound and ethical business practices.
- g) Demand integrity in marketing and advertising without misleading information.
- h) Use quality equipment in safe, good working order.
- i) Deliver culturally-appropriate programs where appropriate.
- j) Provide an excellent product and service from booking to completion of tour with opportunity for the customer to provide feedback.
- k) Possess all applicable permits, a wilderness operators license and other licenses where appropriate.
- l) Know regulations or restrictions that may apply in parks and special management areas.

## 4.2 High standards for the duty of care to the customer

The operator must:

- a) Have a safety plan and a safe workplace.
- b) Practice no trace camping and wilderness experiences.
- c) Recognize the need to conduct safe trips for visitors by ensuring guides:
  - Are familiar with potential hazards and seasonal conditions in areas of operation.
  - Have some form of reliable communications, preferably a satellite phone.
  - Have an up-to-date emergency contingency plan.
  - Carry adequate first aid supplies and include safety orientation in the program.
  - Have a guide-to-client ratio that is safe

- c) Communicate with C/TFN, the community, other operators and other levels of government.
- d) Operate with traffic flow and rate of visitation that suits the community.

#### 4.0 Support Business Development

##### **Belief      We Must Have High Quality Business Standards**

We seek to support quality business development by permitting good operators with the ability to grow prosperous businesses while preserving and protecting the land and culture.

We have a tradition that we take care of people who are on our land, this includes our visitors, the operators and their staff. As stewards of the land we have a responsibility to maintain the integrity of the land by working with good operators.

We know that good operators are also committed to delivering a unique product or service that also addresses the safety and experience of its staff and customers.

##### **Requirement:**

##### **4.1 High standards for the delivery of services and products**

The operator must:

- a) Be market-ready as outlined in Market Ready Criteria.
- b) Be export-ready to be packaged under Caribou Crossing, have access to the Four Mountains Resort and Cultural Centre and be considered for C/TFN land use permits.
- c) Submit mandatory trip reporting required for safety and environmental evaluations.
- d) Provide proof of insurance, workers compensa-

- 4 cycle engines) and consider footprint left by motorized vehicles
- d) Respect the rights of users for non-commercial recreational activity and traditional practices
- e) Consider the practices and products of their suppliers and the environmental impact.

#### 3.0 Enhance Community Benefits

##### **Belief      Communities Must Benefit from Tourism**

Our community existed before tourism and must benefit from tourism. As tourism can impact all of our lives it is important that local people benefit from the activities. We also need to maintain a sense of community and place by separating some community activities and places from tourism development.

Local involvement in the planning and delivery of tourism helps address concerns and maximizes opportunity for local benefit. Tourism and business development should maximize benefits and minimize damage to communities. Local community involvement and benefit should enhance the quality of the tourism experience.

##### **Requirement:**

##### **3.1 Seek and support local community involvement and benefit in tourism**

All operators will:

- a) Support local businesses through local purchases.
- b) Respect the need to retain community integrity and a sense of local ownership.
- c) Support community ownership and integrity.
- d) Encourage community members to be involved

in and supportive of tourism.

- e) Add to the quality of community life.
- f) Understand that many decisions need to be community driven and the need to involve the community in decisions that affect its future.
- g) Respect other user groups and their activities.



Photo courtesy of J. Ferby © 2006

### **3.2 Promote the recruitment, training and employment of local people**

All operators will:

- a) Provide first opportunity and hire qualified local people in job offerings where possible.
- b) Promote local education and training, and retention of local staff.
- c) Assist in training opportunities through vehicles such as training programs, internships, apprenticeships, mentoring, or training scholarships.

### **3.3 Respect the rights of the community to**

### ***its sacred and special places***

All operators will:

- a) Be provided with information on community places to be respected and the need for separation of community and economic activity.
- b) Maintain the community's need for a sense of identity, place, safety and security.
- c) Protect local sacred spaces by asking for permission before visiting sites that communities currently may use, such as churches and other sacred places including gravesites, camps, trails and fishing sites.
- d) Be respectful of private property and the privacy of local residents.
- e) Ensure guests and staff know how to behave appropriately in communities.

### **3.4 Support local initiatives, events and programs**

All operators will:

- a) Support community events, initiatives and local organizations.
- b) Inform clients of local events and where to purchase locally manufactured products.
- c) Encourage visitors to buy local crafts and goods and celebrate local culture.
- d) Support and respect local infrastructure improvements, waterfront development, and recreational and events facilities.

### **3.5 Respect and communicate the unique qualities of the community**

All operators will:

- a) Preserve and uphold the heritage value of the community.
- b) Advance the history of the community and accurately communicate it to visitors.