

The territorial organization of tourism the Canadian Northern Territories

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Summary: In the present paper, the Canadian North (Yukon, Northwest Territories, Nunavut) is defined as a territorial economic unit functioning under extreme natural and biomedical conditions. At the same time, internally, the Canadian North is not homogenous. Tourism development in the North is one of the tools of the new exploration of the Canadian Northern Territories, which is impossible without a regulatory impact, both from the national and local governments. The spatial differences of the Canadian Northern Territories in the latitudinal and meridional directions have determined specific tourist zones and areas, and especially, the peculiarities of their exploration and development. The tourist areas of the Canadian Northern Territories differ not only in the level of socio-economic development, but also in terms of development of tourism. Tourism development in the North depends on the general development of the territory, affecting the development of infrastructure, as well as the government regulation. It was revealed that when developing the tourist market of northern territories, there appears a new model of this sector's functioning, which combines effective market mechanisms while maintaining a traditional nature management as a component of specific entrepreneurial resources of the North (cultural heritage, traditional knowledge, indigenous communities, and others.).

Keywords: North, Canadian Northern Territories, tourism, tourist zones, spatial development, marketing.

Relevance

Currently, the world economy is characterized by the interrelated and interdependent processes of globalization and regionalization. Given the stronger role of regions, they are considered not only as subjects of regional economic policy, but those of international relations. With the deeper integration of the North and the Arctic into the global economy, we witness an increased role of specific areas in the economy and politics of northern countries. At the same time, the North and the Arctic, as a rule, are regarded as the territorial economic systems with a complex of specific features and functioning under specific conditions, which assumes the formation of specific state policies.

In recent years, the importance of tourism in the world is growing, due to the growing influence of this sector on the global economy. This results in the growing popularity of adventure, ecological and exotic tourism in the global tourism market, which has led to the development of the northern tourism in the Arctic basin: the USA, Canada, Iceland, the Nordic countries, and Russia.

Tourism, as a branch of the economy, is based on the targeted and rational use of resources with the potential to meet the needs of tourists. The objective characteristic of tourist resources of a region lies in the fact that they can be used not only by tourists but by the local population and other categories of consumers, as well. Tourism resources determine the formation of the tourism business and are considered as one of the factors in the development of tourism as a basis for planning a tourist product.

In this paper, the Canadian North is defined as a territorial economic unit functioning under the extreme natural and biomedical conditions. In administrative-territorial regard, this is Yukon, Northwest Territories and Nunavut, located in the coastal area of the Arctic Ocean, with similar climatic conditions, economic structures, and, moreover, the same social problems of indigenous peoples. At the same time, the Canadian North, being significantly different from the southern regions of Canada in the structure of the economy and the terms of conducting economic activities, is internally heterogeneous. In its turn, the heterogeneity of the economic space in the Canadian North has a significant impact on the structure and efficiency of the economy, which challenges the state bodies and local governments to find such mechanisms of regulating the economy that are adapted to the harsh conditions of life and changes of the modern economy while preserving traditional lifestyles of indigenous peoples.

The development of tourism is one of the ways to increase competitiveness and diversification of the economy in the northern regions. The development of the tourism industry in the Canadian North is accompanied not only by an increased flow of tourists, and hence the creation of new jobs, investments, growth in household incomes and local governments budgets, but also by solving social problems of the indigenous population.

A distinctive feature of the tourism in the North, including the Canadian North, is that it has a much less destructive impact on the environment (as opposed to mining or oil and gas production), thus exerting a positive influence on the traditional economies of indigenous peoples and the promotion of their products on the world market. Tourism development in the North is one of the tools of the new exploration of the Northern Territories of Canada, which is impossible without a regulatory impact, both from the national and local

governments. For the above reasons, the study of the tourism development and management in the Northern Territories of Canada determines the relevance of the study.

How Thoroughly the Issue Is Studied.

Since the research focuses of the interrelationship between the industry and regions, an issue that has been studied for decades both within the theory of industrial markets, and numerous theories of regional development, it should be recognized that the theory of the problem is elaborated enough¹.

At the same time, if we go to the level of analyzing not the industry itself, but the tourist industry, and further from all regions to the Arctic and northern regions of Canada, the level of knowing the problem, at least in the Russian economic science, is low. In this connection, for an in-depth study of the Northern Territories, it is necessary, first, to identify the factors influencing the development of tourism and its impact on the specific economy of the North. Therefore, the study of the Northern Territories was based on a comprehensive approach that includes an analysis of natural, social, ethnographic, environmental and economic factors affecting the development of tourism and changing in the course of exploring the North.

Of course, there are many studies of both Russian and foreign scholars that are dedicated to the tourism industry and the Northern Territories of Canada. First of all, we should refer to works of such Canadian researchers as L.E. Hamelin, A. Grenier, focused on the reasons for the emergence and development of tourism in the Canadian North.

It is a very important assumption for the present work that the concepts of economic zoning and economic regionalization, world economy, regional economy, industry markets and others served as tools for analyzing the impact of the tourism industry on the regional development of the Canadian North.

The main contribution to the development of these concepts have been made mainly by Russian economists and economic geographers, from I.G. Aleksandrov and N.N. Kolosovsky to A.G. Granberg. As for foreign and primarily Canadian researchers, we should note the contribution of L.E. Hamelin, K.J. Rea and others.

As for the works related to the use of instruments of economic zoning and regionalization to identify the spatial heterogeneity of economic activities, one can name studies of P.A. Minakir and A.N. Demyanenko. Among the works that support the application of the above instruments for the Arctic and Northern regions, one can refer to monographs of S.V. Slavin, G.P. Luzin and V.N. Lazhentsev. Finally, among the works dedicated to the territorial economic organization in the Canadian North, the works of L.E. Hamelin and K.J. Rea are worth special attention.

The aim of the present study is to identify the forms of organization and regulation of the tourism industry in Canada.

Given the aim, the following tasks arise:

- To confirm the applicability of the spatial economic analysis tool to the processes of formation and development of the tourist services market under specific conditions of the North;
- To identify and evaluate the influence of economic development institutes on the processes of tourism industry development in the context of exploring the Canadian Northern territories.

Theoretical and methodological basis of research are fundamental works of Russian and foreign scholars on the formation of industrial markets, including tourist services markets; as well as researches on regional development, including the issues of economic development of the Northern regions. Of particular interest are the works of both Russian and foreign researchers dedicated to the principles of forming regional policies, including the Northern regions.

In the process of synthesis and study of the economic information, there were used methods of economic analysis, economic-statistical methods, methods of surveys, interviews, comparative economic and statistical analysis, techniques of regionalization, zoning, study of foreign practices, expert assessments.

1. Northern Tourism Development

The North is the largest of the remaining global territorial reserves and contains vast resources that have not been involved in the economic turnover yet. Development of the North represents a part of a wider process of exploring new areas, which occurs at all stages of human development. The North can be considered as a separate economic category, representing a certain section of socio-economic relations, connected with the development of severe living areas, where the organization of production and life support systems should take into account the interests of local communities, as well as maintain the environmental balance. Basing on this approach, one can define the North as a territorial economic unit functioning in extreme natural and economic, medical and biological conditions.

In this paper, Canadian Northern Territories (Yukon, Northwest Territories, Nunavut), are regarded as independent economic category. During the analysis, there are taken into account geographical factors that complicate economic activities in the North (long distances, climatic conditions), institutional factors, socio-economic relations, interests of indigenous peoples.

The modern development of tourism and production of tourism products cannot be considered as separate, isolated, functioning and developing beyond the national economy. In real economic life, it is based

¹Over the past decades alone, there have been published several dozen of summarizing works on the issue, with the following authors influencing the author's position most: A.G. Granberg, P.A. Minakir, A.N. Demyanenko and al.

on inter-sectoral industrial cooperation, linking tourism and associated industries: transportation, agriculture, construction, that, on the one hand, supply tourism with necessary funds and technical conditions of production, thus forming the material and technical base of tourism; on the other hand, they bring produced tourist products to the consumer.

Being one of the service industries, tourism has certain peculiarities associated with the nature of the services provided, the structure of the product, the forms of sales, and others. In contrast to conventional commodity markets, the tourist services market has no movement of goods from the seller to the buyer; on the contrary, the buyers themselves are moved to a destination to receive the reserved services. Another feature of the tourism market is the large number of different types of sellers that provide not only the basic but also additional and related services (Totonova, 2009).

The tourism industry is seen as an economic category, which represents a set of interrelated industries of the national economy, with a single functional task to meet the diverse and ever-growing needs of people in different types of recreation and travel in their spare time with the rational use of all available tourist resources (Zhukova, 2003). The economic activity related to tourism is defined in terms of the demand, consumption of goods and services by visitors, and tourism expenditures they produce. The production growth in the tourist industry is transferred to other sectors of the economy. Thus, tourism has a significant impact on the economy through the multiplied effect on various related industries.

The analysis of tourism industry shows, first, the territorial nature of tourism and its link to specific climatic, cultural, historical and other features of the territory. In this connection, there happens formation of different types of territorial systems of tourism, attractive for development of particular types of tourism that are directly dependent on the natural factors.

The tourist market being formed is susceptible to spatial heterogeneity. Over the past two decades, tourism has become the main factor of human presence in many areas of the Arctic. The number of visits of the Arctic abroad (within the boundaries of the Arctic Circle) is annually increasing, from 1 million people in the early 1990s to about 1.5 million today (Grenier, 2006). With the advancement of transport technologies, the environmentally clean space of the Arctic is becoming increasingly attractive for recreation. The Northern forms of tourism are mainly practiced and popular in the northern latitudes, such as Canada, the USA (Alaska), Norway, Finland, Sweden, and Russia.

Northern tourism can be considered as territorial differentiation (nominally, above 60° North) of the distribution of various types of tourism in the land where the dominant factors are natural (remote northern area with cold climate) and ethnographic conditions (culture, way of life of the indigenous population) (Totonova, 2010). The typical types of northern tourism can be divided into three types of the tourist nature management, that is by the nature of involving natural resources while meeting the needs of tourists (Totonova, 2009):

- **recreational tourism** (fishing, hunting, recreation). Serves to meet the needs in simple and extended reproduction of physical and psychological ability of people;
- **sport tourism**. Meets the human need in extended physical reproduction of physical abilities (adventure, extreme, natural, ecological);
- educational tourism (ecological, event, cruise, cultural). The main function of the educational tourism is development of intellectual and spiritual needs of people.

The category and number of types of the northern tourism is not given once and for all. With the changing needs of tourists, there may appear new special types; and at the same time, a number of tourism types can gradually move into the category of ordinary and habitual, as well as from informal (amateur) to the formal (public, large private) tourism affecting the spatial differentiation of tourist services and considering tourism as a part of the regional economy (Shpilko, 2008).

2. Tourist Regionalization and Zoning

Tourist regionalization is a kind of economic regionalization, the purpose of which is to identify tourist zones of different hierarchical levels and to determine their spatial position. The methods of economic zoning (Vishnevsky, Demyanenko, 2010) for identifying tourist macro zones were adapted for the analysis of the tourism industry of the Northern Territories. The zonal approach to organizing the development of the territory is especially noticeable in the northern regions. The North is considered not a homogeneous area, but a zone consisting of separate areas, with individual conditions requiring special treatment (Luzin et al., 1996).

To identify the tourist zones of the northern territories, there were used three latitudinal zones of the North, proposed by a Canadian researcher L.E. Hamelin - Extreme North, Far North and Near North. For a comprehensive and quantitative assessment of the characteristics of the North, Hamelin identifies 10 factors divided into three groups: physical and geographical – the latitude; climatic - summer temperatures; social and economic - accessibility (Hamelin, 2002). These factors of identifying the North allow estimating the nordicity of any area and identifying any criteria, proving the North, but the boundaries of the nordicity do not coincide with the geographic latitudes.

These zones are very different from each other by the nature of the environmental impact on the economy and the living conditions of the population. The analysis of the tourist zones, distinguished by us, consists of three stages:

1. Assessment of the environmental impact on the economic space with the use of physical-geographic regionalization. Physical-geographic conditions determine certain terms and expenditures for exploration of resources, comfort of living, development of transport infrastructure.

2. Assessment of the social environment parameters impact (size, density of the population, ethnic composition, settlement pattern) in terms of the landscape zones, which allows to identify the extent of the climatic conditions impact on the economic activity and lifestyle of the population.

3. The analysis of the structural characteristics of the established territorial-industrial structure of the economy, as well as the future prospects. The main parameters defining the territorial arrangement of the tourist market in the northern territories is the distribution of tourist enterprises, number of offered tourist routes, cost of tourist routes per one tourist by the tourist zones.

The work of A.G. Isachenko was used for outlining physical-geographic borders of the areas. For physical-geographic regionalization and designing of the taxonomic units system (classification), there were used two factors of the regional differentiation and integration: zonal and azonal. A.G. Isachenko (Baklanov et al., 2008) choose heat-moister balance (radiative balance, sum of temperatures, air humidification or dryness, etc.) as a criterion for defining landscape zones and a taxonomic unit of the zonal order. The azonal factors include morphostructural and sectoral factors. As a result, physical-geographic regionalization is a way of learning laws and peculiarities of a region, i.e. its geographic content.

The spatial differences of the Canadian Northern Territories in the latitudinal and longitudinal directions have determined specifics of the tourist zones and areas, peculiarities of their exploration and development. When doing the tourist zoning, the author used three latitudinal tourist zones - Extreme North, Far North and Near North:

1. Extreme North is a less developed tourist zone offering sportive (adventure, extreme) tourism (exclusive and individual tourist routes), with some local (spot) tourism.

2. Far North. Compared to the Extreme North, Far North is a relatively developed tourist zone with tourist areas, dominantly, educational (event, environmental), health-improving tourism (fishing, hunting, recreation) and sportive (adventure, extreme) types of tourism.

3. Near North. Landscape tourist zones located in the taiga zone are suitable for educational (event, environmental), health-improving tourism (fishing, hunting, recreation) and sportive (adventure, extreme) types of tourism. Compared to other tourist zones, Near North is the most developed tourist zone with eventual merging of the tourist areas.

We have revealed that only the Near North lying in the taiga-forest tundra zone has more favorable conditions. The Far North includes Yukon and the continental part of the Northwest Territories. The Extreme North covers the Arctic Archipelago islands with severe natural and climatic conditions, making tourism complicated. In addition, the northern territories differ in social and economic development, economic and development potentials.

3. Spatial Development of Northern Territories

The process of development of the northern territories tourist areas shows a complicated structure of the tourist industry, coupled with the economic development of the territory. A combination of traditional nature management with the mining industry (mixed economy) is a characteristic feature of the development. Tourist areas are dynamic entities, changing over time, and the period of the zones development depends on the availability of transport, public policy, development of the territory.

There is a law of tourist and recreational facilities gravitating towards unique natural sites, such as mountains or the Arctic Ocean coast. For example, the main tourist sites and tourist centers in Yukon are located along Alaska Highway or highways. Easy travel on the roads is provided by not only technical conditions of the roads, but also a network of roadside services. The level of maintaining the road infrastructure improves the quality of tourism services. For example, in Yukon, 111 thousand people (2011) are the tourists passing along the Alaska Highway (36% of the total number of tourists in Yukon)², which forms a "ribbon" tourist market and is practically a so-called "front door" to the Northwest Territory, into the northern tourist areas and the western provinces of the country.

The Northwest Territories also demonstrate the location of major tourist sites along the highways, with unique natural sites. Location of tourist facilities along the highways provides affordable transportation to the tourist destinations. If you have a well-developed transport infrastructure, tourists can travel on their own in their cars, which reduces the cost of vacation significantly.

At the initial stage of development (1970), the northern tourist areas are under the dominant influence of natural factors; only with the advanced exploration (primarily, transport) there come economic factors. At the present stage, there is a change of the spatial development of the northern tourist areas associated with the development of technologies, techniques and policies of the federal government. With the development of new transport technologies (especially aircraft), broadband Internet, satellite communications, the remote Arctic regions of Nunavut, lacking a developed transportation system, except for air transport, are becoming more "accessible" to tourists. Thus, there is the individualization of consumer needs and the development of individual, but expensive forms of tourism in the North (the transition from

²www.gov.yk.ca/stats/

mass tourism to differentiated one). The most popular with tourists are the northern cruises, adventure tours, sport hunting and fishing, bird watching, business, eco-tourism and others.

Territorial Development of the Northern Territories has its own characteristics, due to climatic conditions, landscape, distance from the center (Minakir, Demyanenko, 2010). Enterprises of northern tourism industry go beyond the habitable zone and are considered as a new form of exploring the North. The distribution of in tourist industry enterprises in the northern territories of Canada has a focal form of development, depending on the existing environmental conditions and a level of the local economy development. Therefore, the largest number of businesses in the tourism industry are located in the boreal taiga zone of Yukon and the Northwest Territories with a well-developed transport infrastructure. Located in the Arctic Archipelago, Nunavut has the smallest number of tourist enterprises. Here, the main obstacle for tourism development is high operating costs caused by the specific conditions of tourism development. Given the current conditions, Nunavut offers individual, exclusive tourist products that attract a certain segment of the tourist market. Tourism development knots influence and change the territorial development of the northern territories.

Governments of the northern territories support the development of tourism within the frame of the economic recovery of their territories. Regional authorities promote the introduction of new tourist projects, provide entrepreneurs with loans at preferential rates, discounts on real estate tax and municipal tax. With the development of tourism, revenues of cooperatives due to production of products have increased. For example, the first craft cooperatives were established in 1960 in the village of Cape Dorset. As of 1997, the Northwest Territories had 51 cooperative, whose income amounted to 144 million dollars (Belhadji, 2001).

The presence of rich natural resources in the North, contributing to the further development of the national economy, requires joint efforts of public and private businesses, as well as huge investments from the both sides. The rapid development of the North was facilitated by extensive academic research, financed by both the state and private businesses. Also, the public policy was important for the development of the northern territories, it was aimed at involving the local people as workers, increased tax capacity of the local budget, development of entrepreneurship and tourism institutions.

The development of the mining industry, transport and energy infrastructure with the strong state support leads to changes in the territorial organization of the economy of the Canadian North. Once poorly economically differentiated territory of the Canadian North develops foci of mines (Belhadji, 2001). In the absence of production links between individual enterprises, focused on the export of their products outside the region, the development of mining in the Canadian North did not lead to any increase in either employment of indigenous people, or revenue growth in this population. On the contrary, in the period under review, a few areas of tourism development had a great impact on the local economy, not only through the creation of new jobs, but also through improving the quality of human resources, development of small and medium-sized businesses, infrastructure of the area.

The industrial development has caused changes in the indigenous people lifestyles and led to more intensive struggle for their rights, the emergence of strong national non-governmental organizations ("political mobilization"). As a result, the problem of territorial and civil rights of the indigenous population came to the fore of the Canadian internal policy along with the environmental protection.

Conclusion

Historically, the prevailing heterogeneity of socio-economic space has had a significant impact on the structure and efficiency of economic development of the Northern Territories. The experience of Canada shows that the economic development of the North becomes sustainable if a territory is not just explored and inhabited, but the process goes along with the preservation of traditional economies of indigenous peoples, as well as environment-friendly nature management. One of the ways to diversify the economy of the North is to promote tourism, which is now one of the fastest growing sectors of the world economy.

The main task of the spatial approach to the study of the tourism market development is the ability to identify the spatially localized multiscale systems that determine the development of tourism in different stages of development of the industry, within the territory in question. The tools of economic macro-zoning reveal spatial differentiation of the conditions for tourist business, as well as the forms and the extent of its impact on the economy of the Canadian North. There have been identified three macro-zones and found out that their boundaries are flexible and change with the level of the territory's exploration.

The process of development of tourist zones and areas of the Northern Territories shows the structure of the tourism industry becoming more complex, due to the economic development of the territory. A characteristic feature of the development is a combination of traditional nature management with the mining industry (the mixed economy). The tourist areas are dynamic entities, changing over time, and the duration of the development stages of the zones depends on the availability of transport, public policy, development of the territory.

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