



Sustainable  
**TOURISM**

**CIRADD**  
SOCIAL INNOVATION

## BACKGROUND

Millions of tourists from home and abroad visit Canada every year. With its vast open spaces and rich cultural and natural heritage, our country is often at the top of international rankings. The tourism industry is therefore an economic pillar for a number of rural areas. However, tourism presents certain sustainability challenges in terms of harmonious land use, the availability of local workers, social inclusion and environmental footprint. That is why **sustainable development** in this industry requires cutting-edge expertise at the service of businesses and organizations, which will assist them in their projects and rigorously and comprehensively analyze the challenges they face.

**CIRADD** is an applied research centre specializing in sustainable development and social innovation, with outreach across Canada. Since 2020, we have a team of specialists dedicated to sustainability issues when it comes to **sustainable tourism and outdoor recreation** activities.

## SERVICES TO SUSTAINABLE TOURISM AND OUTDOOR RECREATION STAKEHOLDERS

- Individual support for product development and improvement
- Applied research
- Support for network-based innovation
- Training and coaching

## A FEW AREAS WHERE WE CAN HELP

- Harmonious land use
- Sustainable transition of activities
- Sustainable development of tourism areas
- Management of new sustainable tourism and outdoor recreation practices

**KNOW** THE COMMUNITY | **UNDERSTAND** THE ISSUES | **DO** WHAT'S BEST



# EXAMPLES – APPLIED RESEARCH AND SERVICES

## APPLIED RESEARCH

### Example: Carrying capacity of the Bonaventure River, Gaspé region, Québec

**Challenge:** Strike a balance between the various uses and interests, while ensuring the environmental quality of the Bonaventure River.

#### Our assistance

- Identify **key indicators** to evaluate carrying capacity
- Establish **usage or impact thresholds**
- Ensure a **harmonious relationship** between users and respect for the environment
- Implement **governance and decision-making mechanisms**

#### Uses and interests

- Forest industry
- Private residences
- Users-swimmers/watercraft
- ZEC\*- salmon fishing
- Resort/boat rental

\*ZEC: *Controlled hunting and fishing area*

## INDIVIDUAL SUPPORT FOR PRODUCT DEVELOPMENT AND IMPROVEMENT

**Example:** Anne owns a small outdoor lodging business. She would like her business to be environmentally certified. **CIRADD can support her during the certification process** by helping her track progress and establish best practices.

## TRAINING AND COACHING

Because of its affiliation with Cégep de la Gaspésie et des Îles (a community college in the Gaspé region of Quebec), CIRADD can help you get **access to training**, particularly through the college's services to businesses. Furthermore, using the network of partners developed through its activities, it creates opportunities to share experiences and coaching networks.

## TEAM

**Marina Soubirou – Lawin-Ore** Research coordinator | [msoubirou@ciradd.ca](mailto:msoubirou@ciradd.ca)

**Simon Beaubien** Researcher | [sbeaubien@ciradd.ca](mailto:sbeaubien@ciradd.ca)

**Manuelle Ann Boissonneault** Researcher | [maboissonneault@ciradd.ca](mailto:maboissonneault@ciradd.ca)

## SUPPORT FOR NETWORK-BASED INNOVATION

Through its **innovation groups**, CIRADD brings together organizations or businesses with **common issues** and helps them develop ideas and solutions. This practice allows them to share both innovation costs and benefits.

If you have a problem, don't hesitate to **contact us!**

## FINANCIAL SUPPORT

You want to innovate, but you don't have the necessary funds? **CIRADD can help you** get access to research funds, **contact us.**

**INFO: 418-364-3341, EXT. 8777**