

## Sitka Collaborative Tourism Plan

**Question: When you think about visitors to Sitka and what they do, what concerns you the most?**

### ECONOMICS

Tourism Recession	Benefits of Industry Distributed Widely Among Sitkans	Reality of Deduction	Visitor Industry Creates Nonlocal Markets (that May Displace Local Markets)
How Does Economy from Convention/Events Visitors Compare with Cruise Ship Visitors	Locally Sponsored Small Cruise Ship	Tourism Taxes : Pay For Use	Displacement of Local Services and Goods
What if Tourists Stop Coming?	What is the True Cost of the Visitor Industry?	Cost / Value of Visitor Industry	Visitors are Seasonal
“Buy Local” Community Support	Distortion of Regular Economy	Visitor Industry Opportunities for Young Locals	Industry Profits Leaving Sitka
Continued Population Growth of Sitka	Ways to Stabilize Year Round Businesses	Not all Segments of Visitor Industry will be Considered	Loss of Local Businesses
Creating a Local Artist Economy	Industry Gets Too Big or Too Small	Impact on Infrastructure	

### PLANNING

Access: (to & from Sitka) - Limited Air Capacity - Declining Ferry Capacity	Access: (once in Sitka) - Crescent Harbor vs Lightering Facility	Off Season Development	Tourists in All Season
Plan for Commercial & Local-Use Only Resources (trails, etc.)	Revenue Generated by Sales and Bed Tax	Planning and Zoning	Altering Sitka to Attract Visitors
Managing Harbor Resources	Optimal Carrying Capacity	Taxation without Representation	Degradation of Sitka’s Appeal
Crowding Outside Town	What are Limits to Growth?	Seasonal Hiring	Absence of Tourism Planning

## COMMUNITY ISSUES

Sitka Must Maintain Control of its Destiny	(High Degree of) Volunteerism (at the park, SJ, Churches, etc.) Here	Lack of Respect	Perception of Charter Industry
Quality of Life	How do we Keep Sitka Whole? (Undivided About Tourism)	Visitor Industry Impact on Housing Opportunity	Provide Accurate and Unbiased Info to Locals
↑ Garbage Pollution \$	Traffic/Pedestrians	Emotions Trumping Openmindedness	Contention twixt Commercial, Sport, Charter
Ferry System	Educating Visitors to Benefit of Supporting Local Businesses and Goods	Laws – Rules – Standards Same For All	Character
Conflict between Visitors & Tourists for Local Space	Dock Decision	Affordable Housing	Demand for Infrastructure
Some Visitors More Valued	Possible Loss of Subsistence Status for Sitka		

## LOCAL BUSINESS VS. OUTSIDE BUSINESS

Soundscape	Trickle Down Effect of Tourist Dollars	Crowding Downtown	Are All Players Visible? (Transparency in Influence)
Outside Interests Controlling Visitor Industry	Local Hire / Training	Loss of Local Ownership	Negative Perception of Certain Visitor Groups
Protect and Promote Sitka's Uniqueness	Diminished Wilderness Experience	Aesthetics	Industrial Tourism vs. Cottage on Local Tours
Local Ownership / Input			

## QUALITY OF VISITOR EXPERIENCE

Provide and Authentic Experience	Different Impact of Different Visitor Groups	Visitors Encourage Fine and Traditional Arts Here	Link between Community Character & Repeat Visitors
Diminished Wilderness Experience	Affordability (for Visitors)	Greed Factor vs. Quality Experiences – Becoming Juneau, Ketchikan, Skagway	Visitor’s Perspective
Too Much Focus on Negative Side of Visitor Industry	Provide Accurate Information to Tourists		

## RESOURCES & ENVIRONMENT

Impacts on Limited Marine Resources (fisheries)	Impact on Natural Resources	Impact on Wilderness	Unrestricted Access
Risk of Resource Over-Utilization	Impact on Fishing, Water, Air, Noise	Impacts on Subsistence	Resources Management

## CULTURE & HISTORY

Cumulative Impacts to Historic Settings	Preserve Russian History	Increase Visitor’s Awareness of Sitka	Sharing Indigenous culture(s) / Accurate Information
Compromising Cultural Values	Visitor Effect on Native Communities (Cultural Concerns)		

## CRUISE INDUSTRY CONCERNS

Dominance by One Part of Tourism	Having Cruise Ships in Two Places	Impact of Cruise Ship Dock	Cruise Lines level of Stewardship in Industry
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