



environmental research associates

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## ***MAUREEN GARRITY – SENIOR TOURISM CONSULTANT***

LGL Limited is pleased to introduce the newest addition to our team in British Columbia — Maureen Garrity, Senior Tourism Consultant. With increasing interest and growth in the tourism industry in B.C., particularly with regard to eco and adventure tourism and First Nation cultural tourism, LGL is pleased to be able to offer this new level of support and service to our First Nation clients.

Maureen's tourism expertise complements LGL's strengths in environmental consulting and research and in working with First Nations on a wide variety of land and resource issues, including treaty and land claim negotiations, aquatic and terrestrial resource management, and environmental assessment and protection.

### **Maureen's Background in Tourism**

Maureen brings to LGL over 25 years of experience in the tourism industry as an eco-tourism operator and guide, and as a tourism consultant assisting First Nations, communities and other organizations to develop or enhance their tourism industry.



**First Nation Rafting Training**

Her experience in tourism began as a lead guide and manager of eco-tourism businesses operating in the Yukon, Alaska, Mexico and Antarctica. There she learned the skills required to identify tourism values, to understand tourists' expectations, and to both develop and manage safe and successful tourism businesses.

Maureen's consulting career has focused largely on tourism planning and development in which she assisted First Nations, communities, and other organizations to develop their commercial tourism industries within regional, provincial and global contexts. Maureen has developed tourism planning and marketing strategies, and has helped communities through planning and implementation of strategic tourism initiatives.

## Capacity Building: Raising Community Awareness and Understanding

Creating a tourism industry for First Nations often begins by creating awareness and understanding amongst community members, particularly amongst those who may wish to work within the industry. Maureen has helped to build capacity for First Nations within their communities through mentoring, and through development and implementation of training plans for youth. Her years in the Yukon helped prepare her for this type of capacity building, working with at-risk youth in small northern communities in outdoor based programs, and as an outdoor skills specialist, providing support to Yukon educators in delivering safe outdoor youth programs.

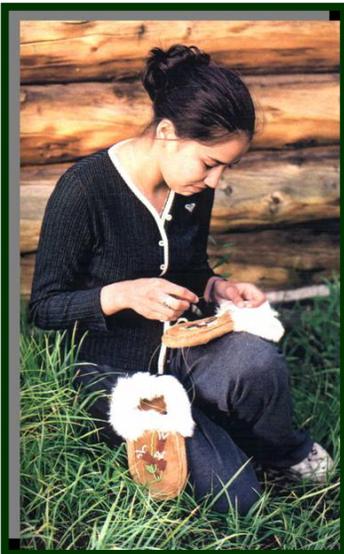


Mongolian Trainees

Maureen's interest in capacity building took her to Mongolia in 2008 to assist in the delivery of a program to help Mongolian youth gain skills and understanding regarding river travel, eco-tourism, and river stewardship.

## Tourism Planning and Development

Maureen has worked with First Nations to develop tourism strategies and marketing plans, and has developed work plans for implementation of tourism strategies. Maureen has assisted with the growth of business ventures within an overall tourism strategy through development of business plans and commercial recreation management plans.



First Nation Youth Trainee

## Supporting Your Tourism Industry Development

Developing a viable tourism industry with successful tourism businesses in today's global marketplace requires strategic planning initiatives that are implemented effectively. Maureen works closely with her First Nation clients to implement their tourism vision in a manner that is likely to achieve success in today's complex tourism environment.



First Nation Youth Trainees

### Past Clients Include:

- ◆ Chee Ventures Ltd.
- ◆ Kaska Dena Council
- ◆ Kwakiutl First Nation
- ◆ Da'naxda'xw Aweatlata Nation
- ◆ Kwadacha First Nation
- ◆ Namgis First Nation

Contact Maureen Garrity to discuss how LGL Limited can support the growth and development of your First Nation's tourism initiatives. Phone Maureen at (250) 656-0127 or email her at [mgarrity@lgl.com](mailto:mgarrity@lgl.com).