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Touristic cultural determinants in Canada based on the authorial route of cultural heritage in the Alberta province

Abstract: Important elements of the trail include its tourist development. It is of great importance in drawing in tourists to visit a particular attraction or region. It is a special element in the development of tourism space. It increases attractiveness of the reception area, similarly to catering or accommodation facilities. The created network of the tourist routes is considered as internal accessibility of the region. The trail that is well-organised and adapted to the conditions, allows for a wide selection of active forms of spending free time. The work focuses on the development of the cultural heritage trail in the province of Alberta (Canada). Based on the literature analysis, the trail was defined as a tourist attraction in itself. From the information received it was found that the tourist route is an inseparable part of the tourist product. An important element of the tourist trail is tourism development. The text emphasizes cultural aspect of the original route. The protected areas and the cultural heritage of the Indians have been characterised in particular. As part of the original route, the following were characterised: accommodation, catering, accompanying facilities and threats that may occur during the journey. Based on a review of the literature and the author's route, the relation between local heritage and cultural tourism was inferred.

Keywords: Alberta; Canada; cultural conditions; cultural heritage; tourism; trail

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INTRODUCTION

From the beginning of history, trails have been of great importance in tourism and getting to know a new geographical area. They constitute an important element of the journey that determines the course of the route of the traveller. Over the years, there has been a desire to consolidate safe and beneficial routes. The trace left after the journey helped the successors to find the right path. On the other hand, they informed about the experiences and emotions of pioneers while exploring new areas. Marking the tourist

routes is permanently conditioned by development of tourism. This is an inseparable part of managing tourism movement in a particular area. This allows to separate the tourist flow from the protected areas. Subsequently, it enables to move along the route with the greatest tourist attractions. Trails are created due to the needs of tourists so that they could meet their expectations. The proper adaptation of the route and its development influences the subsequent assessment of people using this trail and to know the geographic aspects of the destination. The paths prepared this way constitute a noticeable symbol of knowledge and subordination of geographical space. Nowadays, the tourist trail system is a permanent symbol of tourism and geographical space.

The dynamic development of modern tourism results in significant transformations of tourism area. The expansion of tourism area takes place in two dimensions: geographical (through the use of new areas that have not been recognised as attractive until now), temporal (tourists staying 'here and now' also move in time: they travel into the past and the future).

Liszewski (1995: 94) regards tourism area as 'functionally distinctive part (sub-space) of the geographical space understood in the sense of *largo*, that is as a space consisting of natural elements of the Earth's shell (natural environment – wildlife), lasting effects of the human activity in this environment (anthropogenic environment – cultural) as well as the human environment in the social sense.

Therefore, tourism area constitutes a product of a man who uses geographical and social environment for tourism and which is discovered and developed by a man motivated by the needs of relaxation, learning and a desire for experiences. In these terms, the statement that tourism area is a part (on a global scale) of the geographical space in which various forms of tourism develop, i.e. the tourism function is implemented, seems to be the most important.

Włodarczyk (2009: 74) defines tourism area as 'a part of the geographical space in which the phenomenon of tourism occurs'. The condition that is necessary and sufficient for classification of the part of the geographical space as tourism area is tourism, regardless of its size and nature. Occurrence of tourism development whose size and character allow to determine the type of tourism area constitutes the additional condition enabling its delimitation.

For geographical space to attract tourists (and thus meet the *sine qua non* condition of tourism space), it should be, above all, hospitable (Kaczmarek et al., 2008). Following the rapidly changing needs and expectations of the modern tourists, tourism area must evolve.

CULTURAL AND HERITAGE TOURISM

The starting point to define what cultural tourism is should be to define the culture itself. Its concept is understood as a system of the normative and directive values that are widely recognised by a specific society by regulating their activities. It is an ambiguous concept with a wide and heterogeneous scope that is sometimes identified with civilization. Culture includes various forms of the phenomena, such as: objects constituting human products, attitudes, habits, beliefs and customs that have been assimilated by a member of a particular society. The essence of culture is its holistic character which applies to all phenomena in the life of the community (Kmita, Banaszak, 1997). Not only does culture include the currently functioning members of the specific community, but also

inherited belongings creating the bonds between generations (Gaworecki, 2003). There is a close relationship between culture and tourism. It is a two-sided phenomenon, both tourism and cultural goods benefit from it. Culture has a huge impact on the development of tourism, as well as tourism in popularising cultural goods.

The main term for 'cultural tourism' includes the use from a wide range of cultural manifestations, through group or individual tourist trips. The purpose of the trip is to visit objects, places or events related to high, popular culture or to familiarise with heritage and cultural history of the specific community (Jędrysiak, 2008). The most significant features that distinguish cultural tourism from other forms of tourism include prevailing cultural content and personal preferences of the participant as the main theme of travelling (Table 1). Objects, such as works of art, monuments, urban complexes and monuments are among the cultural values constituting the tourist and cultural nature of the expedition. Furthermore, events include feasts, concerts, festivals, exhibitions as well as individual preferences, such as the desire to deepen knowledge. It can be concluded that educational tourism is classified as cultural tourism (Mikos von Rohrscheidt, 2008).

Table. 1. Types and forms of cultural tourism

High culture tourism	Educational tourism	Common cultural tourism
<ul style="list-style-type: none"> – Cultural heritage tourism – Literary tourism – Museum tourism – Event high culture tourism 	<ul style="list-style-type: none"> – Study trips – Thematic trips – Language trips – Seminar trips 	<ul style="list-style-type: none"> – City tourism – Cultural tourism of rural areas – Ethnic tourism – Military cultural tourism – Tourism of industrial and technical facilities – Historic tourism – Religious and pilgrimage tourism – Culinary tourism

Source: author's own elaboration based on Mikos von Rohrscheidt A., 2008, Cultural tourism. Phenomenon, potential, perspectives 2008

Apart from the primary goals of cultural tourism, which are anthropogenic goods, they can also include natural values, e.g. processes or natural phenomena. Unusual landscapes, rock formations that have been transformed or converted to some extent by man. Landscape parks and hiking trails are created; however, establishment of the national parks constitutes an act of human activity as well. What is more, nature museums, palm houses, zoological and botanical gardens serving directly environmental education has an educational character. As a result, there is a relationship between nature and culture. Trips to the wild, and in particular to the protected areas, have unambiguous educational specifics, constituting an important aspect of the cultural expeditions (Mikos von Rohrscheidt, 2008). Anthropogenic and natural values are closely related. The natural environment is a factor of human life and a constant aspect of the functioning of the local community as well as the values and resources of the culture present there. Correlations between nature and culture are becoming the main subject of interest for cultural tourists, being the attraction of the above-mentioned tourism sector. This relationship can be noticed in the protected areas where ethnographic and natural history museums occur (Ziółkowska-Weiss, 2020).

The globalisation system is still developing. This facilitates the flow of goods, information and migrants from all places of the world. As a result, they are combined in political, economic, cultural and everyday living environments.

Canada is a multicultural, ethnically and religiously diverse country (Leung, 2013). The common official languages of Canada are English and French. Interaction between the two largest language and cultural groups is widespread, particularly in Ottawa. Each statement and invoice must be provided in both languages. About 24 percent of the Canadian population are the so-called 'French Canadian', mainly descendants of the French settlers who came to the colonies of New France in the 17th and 18th century. English-speaking compatriots are largely descended from the British immigrants from the 18th and 19th century. The opinion of Canada as a multicultural society began to emerge in the 19th century. When subsequent waves of immigration with various settlement plans brought people from all over the world to the cities and rural areas of Canada (Miles, 2006).

The largest Canadian nationalities include, among others, English – about 20% and French – almost 16%. Native Canadians make up only 3% of the entire population (<https://sites.google.com/site/lo7kanada/demography>, 5.05.2021). Nowadays, travelling to Toronto, Montreal and Vancouver constitutes the best way to get to know the cultural mosaic of Canada.

Before the arrival of European colonizers to North America, there were about two hundred thousand First Nations. It is believed that the first peoples of Canada came from northern Asia. Over time, the first inhabitants divided into several different language groups to form different communities (MacInnes, 1946).

On the Pacific coast there were tribes, such as: Tsimshian, Bella Coola, Haida, Salishan, Tlingit, Kwakiutl and Nootka. They were characterised by production of objects from the natural resources. These mainly included wood from which sculptures and totem poles were made. As a result, they influenced the development of tribal art. The area of British Columbia was inhabited by the so-called Indian Cordillers. This group of Indians includes, among others, the Kootenay and Athapaskan people. They lived primarily on hunting and fishing. Central Canada was inhabited by Plain tribes, such as Black Feet or Assiniboin. The main food for these peoples was bison meat that was dried to survive the long winter (Nowakowska, 2010). The subarctic region was inhabited by the tribes of Montagnais, Kri, Dene and Boethuk.

The population of 'Non-Status Indians' accounts for less than 2 percent of the Canadian citizens. The largest Indian population lives in the province of Ontario – over 130,000. The remaining part is located in Manitoba, British Columbia and Saskatchewan. Only in Manitoba and Saskatchewan, the Indian population is over 5 percent of the population of the province. The Indian community living in the cities tries to preserve its tribal diversity by maintaining the customs, beliefs and values. There are organisations of indigenous people in Toronto and Winnipeg. They allow to communicate in their own language, teach children in the organised schools focused on deepening knowledge regarding their own culture.

CHARACTERISTICS OF TOURISM IN THE PROVINCE OF ALBERTA

Alberta is situated in the west of Canada. It borders with the Canadian Rockies in the south-west, the vast prairies and badlands in the east. In the north there are Northwest

Territories. Montana is the closest southern neighbour that Alberta shares an international peace park with (Słabczyński, 1990). The population of Alberta is over 4 million and the area is almost 700 thousand square kilometres. The capital of the province is Edmonton, which is located in the central part of the territory (www.statcan.gc.ca, 15.05.2021). The province has 5 national parks, 4 of which have been included on the UNESCO World Heritage List. Furthermore, there are over 250 provincial parks and recreational areas that protect richness of wildlife. This is what Alberta with its most famous national parks visited by millions of tourists annually is well-known for (www.pc.gc.ca, 17.05.2021).

In 2018, one million tourists came to Alberta, over 300,000 of them from overseas countries. These included, among others, travellers from Great Britain, China and Germany (www.statcan.gc.ca, 15.05.2021). The tourism industry of Alberta has a significant impact on the economy, generating over \$8 million in revenue annually. The development is affected by attractions, facilities, as well as the developed transport infrastructure capable of transferring people to destinations effectively (www.albertacanada.com, 13.05.2021).

The province of Alberta is divided into 4 geographical regions. Northern Alberta is the largest area. Known for its extensive boreal forests, meadows, dunes and far-reaching waterways, it is a place where the northern lights phenomenon can be found in the world's largest 'dark sky' reserve. The region includes Wood Buffalo National Park that is the habitat of the largest bison herd in the country. The park covers an area of over 44,000 square kilometres, included on the UNESCO World Heritage List. The park is famous for Sweetgrass Station – plains where bison herds are found and also Lake Claire – the largest in the province.

In the region, the most popular activities include canoeing on the lake and fishing. Due to the presence of aurora borealis reserve, the Dark Sky Festival (Travel Planner, 2016) is organised in August. The Central Alberta region includes cultural heritage, as well as plenty of landscapes. From the foothills of the Rocky Mountains in the west to the infinite space of the plains and the so-called 'aspen parkland'. This area also extends east to Lloydminster on the Saskatchewan border. The area is covered by lakes and ponds formed by retreating glaciers. The Red Deer River plays a considerable role in agriculture, giving rich crops. Noteworthy attractions include Dry Island Buffalo Jump Provincial Park. It received its name due to the plateau rising to a height of 130 meters. Dinosaur fossils, as in Dinosaur Provincial Park, constitute a special attribute of the park.

The largest seven-day rodeo in Canada is an example of the cultural conditioning of the region. The event is organized at the end of June every year. Another example is the town of Mundare. The town has an open-air museum of the Ukrainian culture – Ukrainian Culture Heritage Village. Tourists are encouraged to visit this place by employees dressed in folk costumes. They recreate the daily life of the first Ukrainian settlers who came to Central and Eastern Alberta over 120 years ago (Travel Planner, 2014).

The region of Southern Alberta is a landscape of coniferous forests, plateaus, open prairies and 'Badlands'. In the east there are fertile prairie lands falling into the multi-coloured canyons and 'fabulous chimneys' – rock formations also called 'hoodoos' (Travel Planner, 2016).

The largest attraction of the region is Dinosaur Provincial Park, included on the UNESCO World Heritage List (Słabczyński, 1990). Another attraction that also boasts this title is Head-Smashed-In Buffalo Jump. Writing-on-Stone Provincial Park constitutes

another noteworthy destination. It lies in the 'Badlands' valley on the River Milk, 100 kilometres southeast of Lethbridge. The name literally means 'writing on the rock'. The place contains the largest collection of rock art in North America.

Petroglyphs and pictograms depict the history of the Blackfoot and Shoshone tribes dating back 8000 years (Travel Planner, 2016).

The Canadian Rockies region is also called the turquoise land due to the number of glacial turquoise lakes. Rocky Mountains stretch along the border between British Columbia and Alberta for more than 800 kilometres (Miles, 2006). Created between 120 and 70 million years BC as a result of slow but massive tectonic movements. Consequently, they created a jagged construction of the peaks, 30 of which is over 3,000 metres high. The area is dominated by snow-capped peaks, glaciers, waterfalls and glacial lakes opalescent in emerald colour. The discovery of the natural hot springs in the town of Banff in 1883 prompted the federal government to create the First National Park of Canada.

Banff National Park is not only the flagship park of the region, but also the entire country (Nowakowska, 2010). In 2017, the park was visited by over 4 million tourists, half more than Jasper National Park (www.open.alberta.ca, 13.05.2021). In 1985, Banff National Park and Jasper National Park were included on the UNESCO World Heritage List. Icefields Parkway, known as the 'Icefield Road' constitutes another well-known attraction of the region (Miles, 2006).

Icefields Parkway is a picturesque mountain highway. Its length is 230 kilometres and it passes through the valleys of the Rocky Mountains. The road leads from the high passes of Lake Louise to the town of Jasper to the north. It was built during the crisis in the 1930s. At first, the highway was not this length, it was in 1960 when it was extended to its present size. The road is intended for viewing lakes, glaciers, mountain peaks and Canadian sheep that often block the road. While travelling along 'ice field road' you can meet wild animals, such as mountain goats, deer, grizzly bears, caribou and cougars. The highest point of Icefields Parkway is Bow Summit, rising over 2000 metres. In the summer, the meadows on the slopes of the mountains are covered with alpine flowers and you can see the Crowfoot glacier hanging above the cliff (Miles, 2006).

OBJECTIVE AND METHODOLOGY OF THE RESEARCH

The main goal of the article is to develop the author's trail of cultural heritage in the province of Alberta and characterise the cultural conditions of tourism in Canada. The final element is the creation and presentation of the author's trail in the province of Alberta as well as demonstration of the cultural aspects appearing on its route.

Formulated goals of the article have been accomplished using the source materials, such as: books, articles, magazines, guide books, reports, advertising folders, online sources. A library inquiry in the field of cultural tourism has also been made. The aim of the research has been achieved through the following methods: literature analysis, translation of English text, graphics editing and cartographic method.

The article by Armin Mikos von Rohrscheidt entitled 'Cultural Tourism – around the definition', in which he prepared a detailed description of cultural tourism, has been useful while preparing the text. According to the author, it is difficult to prepare a specific definition of cultural tourism. In his reflection, the author presents several definitions concentrated on various aspects. Each of them is focused on a specific feature or domain. The official website of the Canadian Statistical Office has been applied for the thorough

analysis of the statistical data. It contains the current information on the number of international tourists and factors influencing this. Development of the own trail was based on the article by A. Stasiak entitled 'Tourist product – a trail'. The author's trail described in this work has been based on this literature since it focuses on the technical aspects of the trail, including tourist development. The author also depicts the trail as a tourist attraction in itself. He thinks that a trail is being created for the tourist product on this foundation due to the needs and expectations of the tourists.

In defining the geographical space, it was necessary to develop a monograph edited by Małgorzata Durydiwka and Katarzyna Duda-Gromada 'Tourism area, factors, diversity, changes' (2011) where there are several dozen articles in which the authors address this theme in their considerations, as well as elaborations by Liszewski, Włodarczyk and Kowalczyk who define the geographical space in various terms, particularly in tourism.

AUTHOR'S TRAIL PROPOSAL OF CULTURAL HERITAGE IN THE PROVINCE OF ALBERTA – CASE STUDY

Marking tourist routes constitutes an integral part of tourism development and geography of the region. The path prepared for tourists is a symbol of development of tourism space. This is related to meeting the needs of travellers and their requirements. Nowadays, creating a network of routes is a permanent symbol of tourism space (Stasiak, 2006). An important aspect is to distinguish the trail from the tourist route. The tourist trail is defined as a route marked with identical symbols, marked out in the area where tourism is developing. It is intended to serve tourists to travel through the most attractive places, without negatively affecting the natural or cultural values (Kruczek, 2005).

According to W. Cabaj and Z. Kruczek a tourist trail is defined as a route in the tourist space, which has been marked out for visitors, leading to the most attractive places (objects), while observing man regulations, such as tourist safety and environmental protection (Cabaj, Kruczek, 2009).

Whereas, according to A. Stasiak (2006) a trail is a marked sequence of sightseeing objects located along generally accessible roads, used by tourists with their own or public means of transport, or a road or a path leading through attractive tourist areas, towns, and objects, adapted to various forms of qualified tourism.

The tourist route includes a general transport network that travellers use to navigate between specific tourist destinations. The difference that exists in both cases is that the routes are marked or pass-through attractive tourist areas adapted for qualified tourism (Stasiak, 2006).

Another important function of tourist routes is to manage tourist traffic. It is designed to pull groups of people away from areas of high wildlife protection. This prevents the destruction of the most valuable natural resources of the region. Due to the fact that the trail has a protective function, it enables to observe various natural phenomena. This is due to the routes leading through the most attractive landscape areas. This is a kind of the element of cognitive tourism. In most cases, the trail is considered as part of access to tourist attraction. A tool to guide people focused only on the specific anthropogenic or natural value. However, it can be a tourist attraction in itself. This trail arouses interest among people focused on penetrating tourism space. It is the main theme of travelling, prompting tourists to leave their place of residence.

The main types of the trails include: pilgrimage, thematic, skiing, cycling, horse riding, kayaking and extreme sports routes. From the perspective of mass tourism, thematic routes are of key importance. They are connected with a particular idea of the trail that contains places and objects. According to this criterion, cultural and natural trails can be distinguished. The first division includes all routes related to human activities, including ethnographic and technical monuments. In turn, nature trails include scenic routes and nature peculiarities (Stasiak, 2006).

The main purpose of this article is to create the author's cultural trail in the province of Alberta. Cultural values – related mainly to Indian history – have been particularly taken into account. Literature by A. Stasiak played a key role in creating the author's trail. Each element of the route has been analysed based on the author's literature.

MEANS OF TRANSPORT

The route includes a car and walking trail. The entire trail was 634 kilometres long (Figure 1). It is intended for people with average physical condition, it does not have sections with a high degree of difficulty. The trail can be used both by people interested in the natural landscape of the region and Indian history (Table 2).

Table 2. Trail parameters

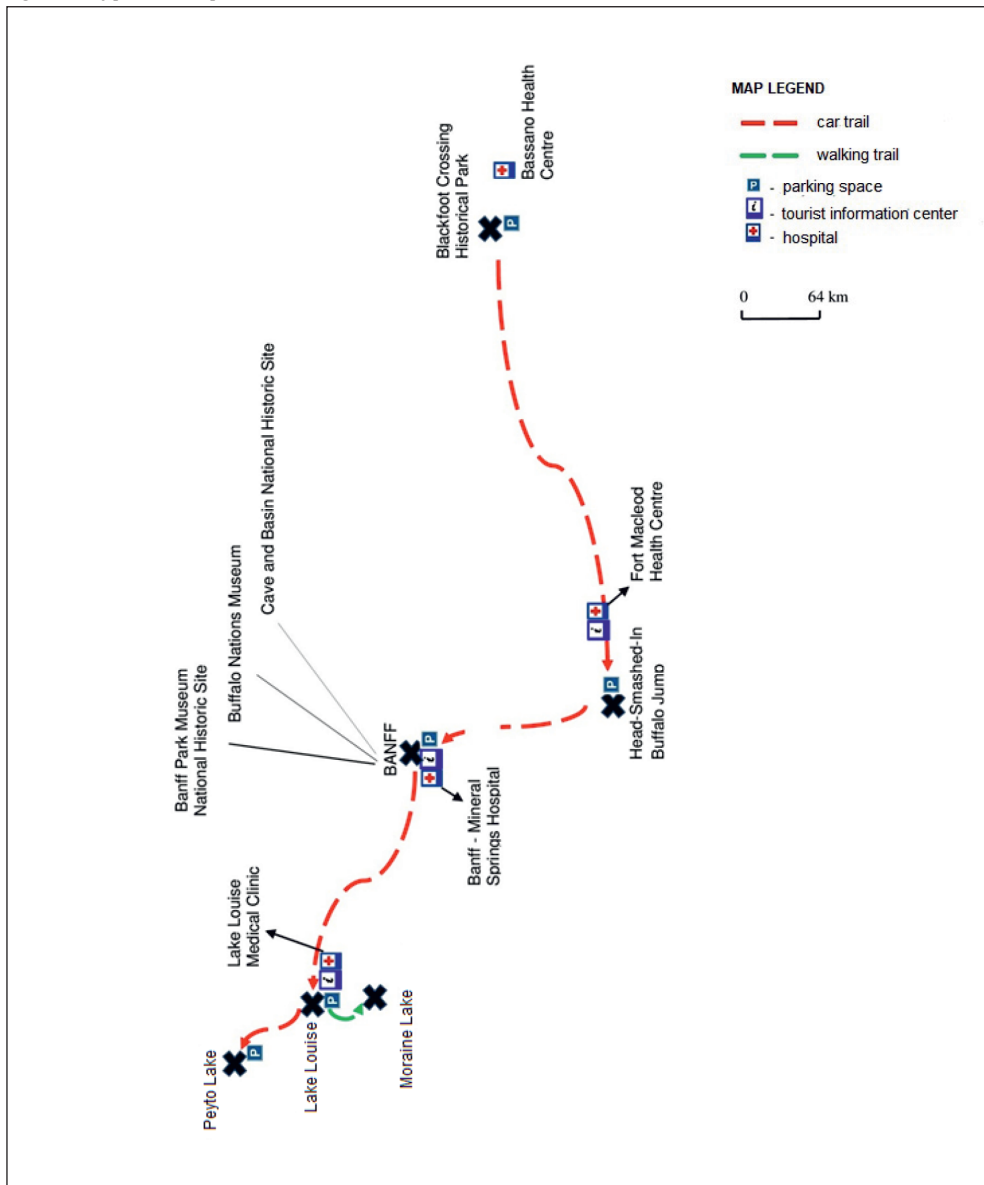
Name of the trail	Theme	Location	Length
Cultural Heritage Trail of the Province of Alberta	Cultural and historical landscapes	Southwestern Alberta	634 km
ROUTE			
Blackfoot Crossing Historical Park→ Head-Smashed-In Buffalo Jump→ Banff Park Museum National Historic Site→ Buffalo Nations Museum→ Cave and Basin National Historic Site→ Louise Lake → Moraine Lake→ Peyto Lake			

Source: author's own elaboration

Safety rules constitute the most important aspects to remember before entering the trail. The rules of the national park are the most significant aspects on the route. Part of the route runs through Banff National Park and, consequently, it is necessary to pay attention to the threats there. The hiking season lasts from July to mid-September. Until the end of June many passes are covered with snow, which causes avalanche danger. As a result, from mid-October to June, hiking is not recommended on the snow-covered trails on and above the tree line (www.pc.gc.ca, 17.06.2021).

The trail starts from Blackfoot Crossing Historical Park. The next point on the trail is Head-Smashed-In Buffalo Jump. The section between these objects leads through provincial roads, such as: AB-842 S, AB-542 W, AB-23 S, AB-3 W and AB-785 W. The route runs through towns, such as: Milo, Vulcan, Kirkcaldy, Champion, Carmangay, Barons, Nobleford and Fort MacLeod. There are 3 gas stations on the section that measures almost 200 kilometres. They are located in Milo, Vulcan and Fort MacLeod. Then the trail heads north towards Calgary, and from there west to the town of Banff. The section to Calgary leads through the provincial road AB-2. From there, the trail goes towards Banff via the Trans-Canadian Highway. There are 9 gas stations along the route, including Dead

Figure 1. Type of transport on the route



Source: author's own elaboration

Man's Flats and Canmore. The trail then goes to the town of Lake Louise, and Lake Louise lies 4 kilometres from its centre. The route runs entirely through the Trans-Canadian highway for a length of over 57 kilometres. Lake Moraine is located 14 kilometres from Lake Louise. It is a walking trail and its crossing time is over an hour. The last point on the trail is Lake Peyto. Icefield Parkway leads from Lake Louise to the last location. The Trans-Canadian highway runs for the first 2 kilometres from the city. The Icefield Parkway runs north of the highway exit.

ACCOMMODATION AND CATERING FACILITIES

Due to the long distances on the trail, authors have separated individual hotels and restaurants according to own criteria (Figure 2). Authors have taken the area not exceeding 50 kilometres from the specific attraction. There are four two-star hotels near Blackfoot Crossing Historical Park. They are located in Bassano, about 50 kilometres away. The fact that the city is located next to the Trans-Canadian highway is a significant advantage. In Bassano there are five catering facilities (hot meal) and two pharmacies. Fort MacLeod is located less than 25 kilometres from Cliff Head-Smashed-In Buffalo. This is the main starting point where there are seven accommodation facilities. These include five two-star hotels and two camping sites (Daisy May Campground and River's Edge RV Park & Campground). The advantage is the proximity of the accommodation facilities as compared to the previous location.

The presence of as many as six pharmacies constitutes another convenience. There are ten catering facilities serving hot meals in the centre. There are more than fifty catering facilities in the town of Banff. The biggest convenience is their location, as most of them are located on the main street – Banff Avenue. The effect of numerous restaurants in the city is its popularity among domestic and foreign tourists. Banff has the largest number of accommodation facilities on the trail.

At a distance of 4 kilometres from the centre, there are three campsites: Camping Banff, Tunnel Mountain Campground and Tunnel Mountain Village I Campground. There are seven accommodation facilities in Lake Louise, including one camping site (Lake Louise Campground). The only five-star hotel on the whole trail is located on Lake Louise. Fairmont Chateau Lake Louise is one of the most expensive hotel facilities. The price per night can be over one thousand Polish zlotys. The cost depends on its location and high standard of services.

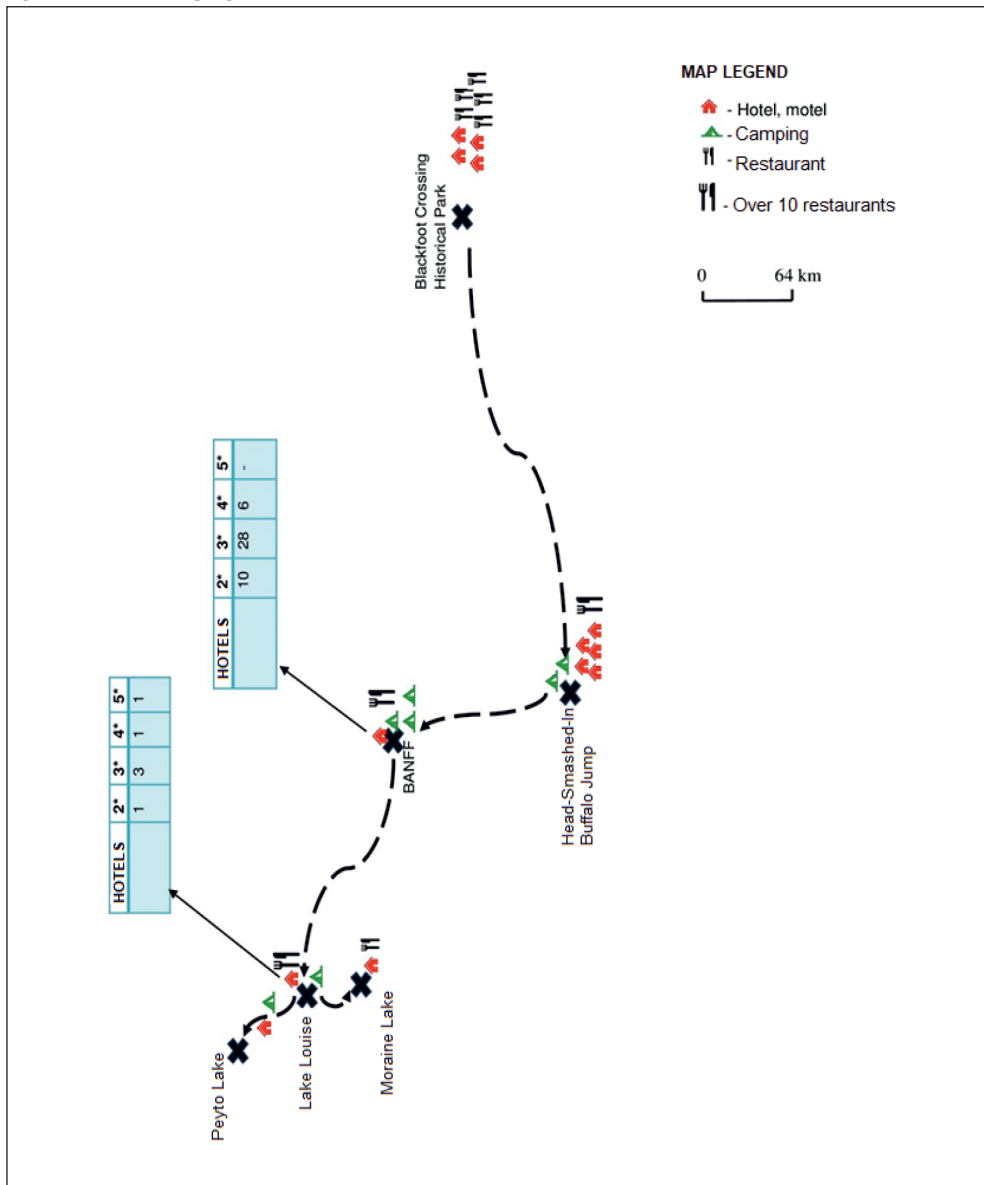
The town has a medical clinic, eleven restaurants, 5 of which are at the Fairmont Chateau Lake Louise hotel. There is a 3-star hotel (Moraine Lake Lodge), a restaurant and a café on Lake Moraine. The last location has one three-star hotel (Simpson's Num-Ti-Jah Lodge). It is located 6 kilometres southeast of Lake Peyto. Heading further south, it is possible to use the Mosquito Creek campground. It is located 17 kilometres from the lake.

In Figure 5 natural, cultural as well as natural-cultural attractions of the trail have been marked. There are both objects of cultural and natural type on it and the Canadian Rockies and Southern Alberta regions have been distinguished. In this elaboration, the authors focused only on cultural values and they were described in the article, however, they also wanted to highlight important natural attractions present on the described route in Figure 3.

In the cultural context, objects and places are officially adopted as world and national heritage. All peculiarities of nature are regarded as the natural concept. The character of the natural and cultural values refers to the close connection of anthropogenic and natural attractions (Mikos von Rohrscheidt, 2016).

Occurrence of the cultural objects is closely associated with the history of the region. It concerns the first peoples living in the area of Southern Alberta and Canadian Rockies. The natural and cultural character of the places is mainly visible in the national park. The group of the cultural attractions includes Blackfoot Crossing Historical Park and the Buffalo Nations Museum. The group of objects of the natural character includes: Lake Moraine, Louise and Peyto. The criteria for natural and cultural attractions includes

Figure 2. Hotels, camping and restaurants on the trail

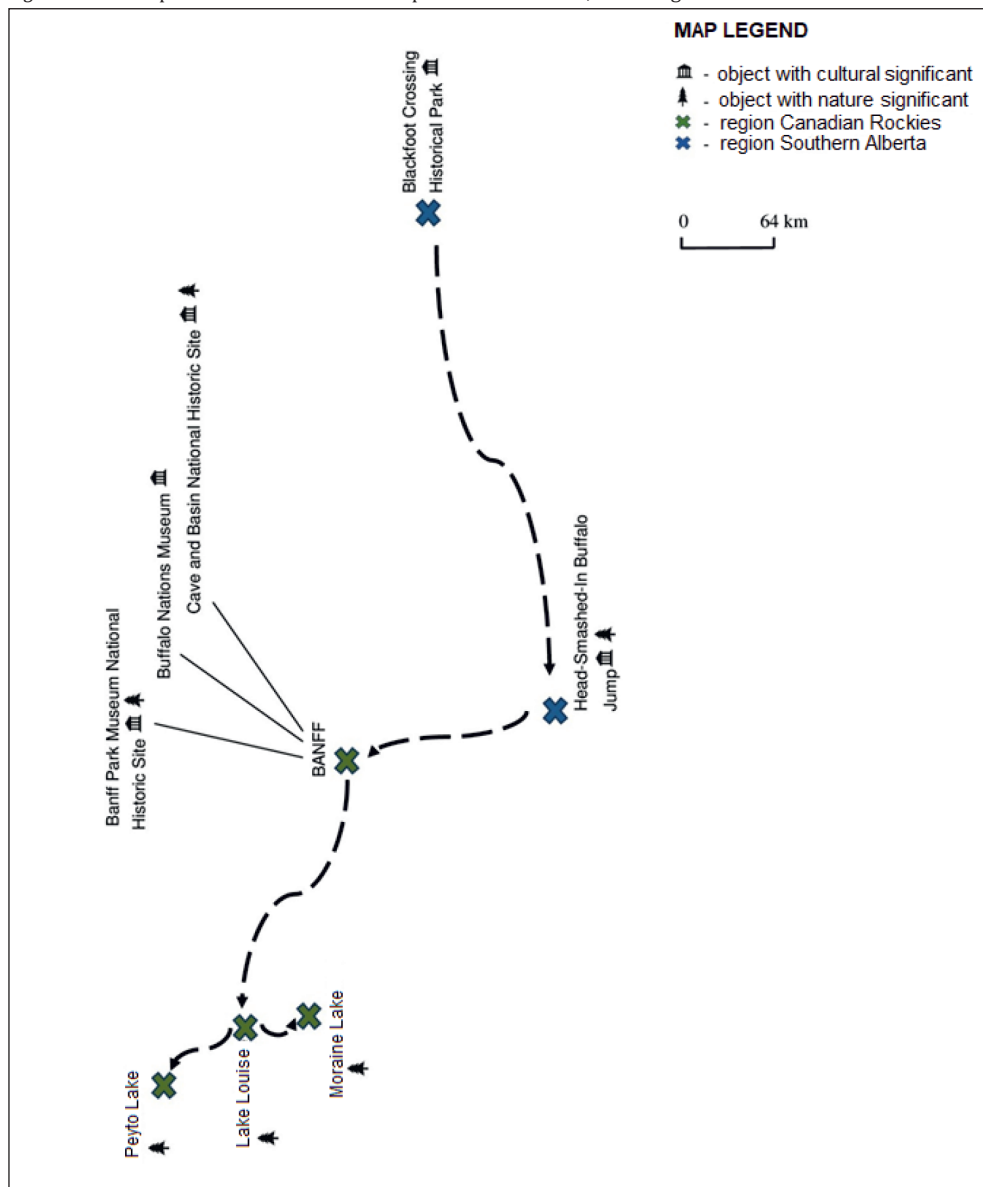


Source: author's own elaboration

place, such as: Head-Smashed-In Buffalo, Cave and Basin National Historic Site and Banff Park National Historic Site. First, Blackfoot Crossing Historical Park will be discussed. It constitutes the Canadian national heritage site known as a cultural and educational centre. It was built to promote and protect indigenous people – Siksika (www.blackfoot-crossing.ca, 11.06.2021).

The history of the place itself goes back to the Blackfoot tribes inhabiting these areas. They were nomadic people; they did not wander accidentally. Each relocation was

Figure 3. The map of the author's trail in the province of Alberta, including natural and cultural attractions



Source: author's own elaboration

dictated by buffalo herds, weather and seasons. One of the numerous ways to record the feats of tribal warriors was tanned buffalo skins. Stories of the battles and achievements were presented using pictograms. The museum has exhibits and exhibitions dedicated to the people of Blackfoot (www.blackfootcrossing.ca, 11.06.2021). In addition to the artefacts in the building itself, guided tours of the park are organised. The program includes crossing the valley and reaching the place where Treaty No. 7 was signed. This was an agreement between the Canadian government and the Blackfoot Confederation

tribes. The entire confederation was made up of nations, such as: Siksika, Piikani, Kainaiwa, Tsuu T'ina and Stoney. This historic park was formerly the official meeting place for peaceful negotiations on Treaty No. 7 (www.blackfootcrossing.ca, 11.06.2021). The second point on the trail is Cliff Head-Smashed-In Buffalo. The building was included on the UNESCO World Heritage List in 1987. The place is the evidence of human activity in this part of North America for at least 11,000 years (www.headsmashedin.ca, 13.05.2021).

Another trail along the route is the Banff Park National Historic Site. It is the oldest natural history museum in western Canada (www.pc.gc.ca, 17.05.2021).

It is situated in the monumental log building that was built in 1903. The museum has over 5000 natural history specimens collected from the park at the beginning of the 20th century. This is a collection of taxidermy species of mammals, birds, insects and fish. The architecture of the building stands out against the background of other buildings. It has huge elements of Douglas fir logs, large windows and a high ceiling (www.pc.gc.ca, 17.05.2021).

The Buffalo Nations Museum constitutes the next object. The founder was Norman Luxton who initiated the expansion of Banff in terms of tourism. He assisted indigenous people living in these areas by providing them with food rations. He was regarded as a classic 'Indian' who traded with indigenous people. He gathered a personal collection of native artefacts and helped promote indigenous culture (www.buffalonnationsmuseum.com, 08.06.2021).

The museum is dedicated to the presentation of the cultures, traditions and values of the first peoples and their trading partners. The exhibition presents the lifestyle of the First Nations and adaptation to the surroundings (www.buffalonnationsmuseum.com, 08.06.2021). It is possible to see artefacts referring to their attitude towards the influence of the European culture. The festival promoted by the museum is worth mentioning. The Annual Banff Iniskim Cross-Cultural Powwow is organised every year. An intercultural gathering of Banff indigenous communities (www.buffalonnationsmuseum.com, 08.06.2021) takes part in this event.

DISCUSSION AND CONCLUSION

Tourist routes have different functions. First of all, they are the main part of tourism development. They allow tourists to reach the destination of the trip easily. The trail also serves as a separate tourist product. The demand for new forms of tourist space penetration increases with the development of trends in tourism. As a result, trails are created as an independent product that is to be the destination of tourists.

An important element is its tourist development. It influences the quality of the created trail and the tourist's assessment of the product. The route should be properly managed and prepared for its operation by tourists. Marketing of the trail as a product is also important. Advertising of the created route is associated with a greater number of visitors and higher income from tourism. However, attractions on the route constitute the key theme of the trip. Most frequently, this factor influences the decision to travel to a planned place.

The trail may have specific topics, such as natural or cultural ones. This is connected with the attitude to the specific nature of the trip. Thematic routes are also education-oriented. After we go along the trail, we acquire knowledge concerning the

natural and historical aspects of the area. As a result, the author's trail includes landscape and educational elements.

The results of the analysis of the author's trail suggest that cultural tourism present on the trail is an important factor for attractiveness of the particular region and tourist destination. This is a significant character of the author's trail since it constitutes the basis for determining tourist values. Creating the route on this subject is the evidence of the cultural heritage of the first settlers in these areas.

The trail runs partly through the protected areas where cultural objects, such as: museums and national historic sites, are located. They aim to present the cultural heritage of the region. These include museums strictly related to Indian history or places of high historical importance. It can be stated that the educational aspect of the trail, aiming at expanding the tourist's knowledge of history and cultural heritage, is distinguished. This is definitely an advantage as it diversifies the tourist's journey into anthropogenic values.

However, it is not only the location of the attractions that defines the natural and cultural trail, but also the subject of the particular object. It can be a national historic site surrounded by wildlife. Facilities with historical value on a national and global scale increase attractiveness among tourists. If peculiarities of wild nature come to this, the interest of people wandering along the route will increase even more.

The original trail is directed at a small group of people. It contains elements aiming at presenting the richness of wild nature that mainly plays a key role, as well as culture. The whole is to create a kind of the tourist guide for people interested in the created trail. The trail can be divided into sections that adapt the theme to the motive of the journey.

While delineating the route and selecting the appropriate tourist attractions for it, the attributes of the selected region were suggested. Undoubtedly, distances constitute the largest restrictions on the route. Following this, it is recommended to travel by car. Taking this fact into consideration, the trail has been formed in such a way so that the tourist development is not too far from the particular tourist attraction.

The importance of hiking trails, especially cultural trails, is becoming increasingly recognized in the context of cultural heritage. In 2005, UNESCO issued an instruction in which cultural trails (along with historic towns, cultural landscapes, and canals) were included among the natural candidates for inscription on the World Heritage List (UNESCO). By cultural route, UNESCO means a land, water or other type of route, physically marked and characterised by having its own historical dynamics and functionality, showing the development of humanity as a multidimensional and continuous exchange of goods, ideas, knowledge and values within and between countries and regions, over considerable periods of time; resulting in a mutual interaction of cultures in space and time, reflected in tangible and intangible heritage (www.icomos-ciic.org/ciic/Character_Cultural_Routes).

According to A. Stasiak (2006), a tourist trail as a product is:

- complex, that is, it is a conglomerate of simple products linked together by multifaceted interrelationships and relationships,
- spatially determined in a double sense, i.e., that its themes, character, and course are derived from the particular heritage and resources ("richness") of a given area,
- can be produced and consumed only in one place in the world,
- it is multi-producible, which means that it has many creators – producers of individual goods and services (as a rule, these are independent economic entities),

- synergic, which means combining many attractions into one route, and thus creating a completely new quality, as the comprehensive offer significantly increases the satisfaction of tourists; the whole area is integrated and activated, additionally the cooperation of many entities creating the product reduces the costs of its preparation and promotion, increasing the chances of market success.

The author's trail in the province of Alberta proposed in the article meets the above-mentioned characteristics, and can become a ready-made tourist product willingly visited by tourists.

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