



SAGUENAY-ST. LAWRENCE
MARINE PARK

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PLAN FOR MARINE ACTIVITIES IN THE SAGUENAY-ST. LAWRENCE MARINE PARK (2011 - 2017)

May 2011



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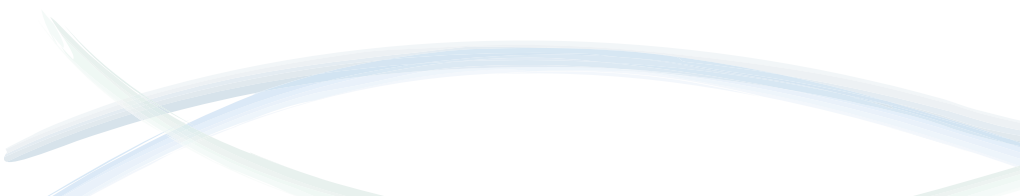
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A WORD FROM THE CO-DIRECTORS

When navigation began on the St. Lawrence many years ago, this natural navigation corridor was mainly used for transportation, hunting and fishing. To this day, the St. Lawrence has been an essential part of the lives of all citizens. This navigation route is still used for a variety of purposes, namely commercial transportation of goods, ferry services, recreational boating, scientific research, hunting and fishing, marine tours and cruises.

Around the 1850s, the first “white ship” cruises set sail in Tadoussac. The ships transported wealthy travellers from across North America. Operations came to an end in 1966. Around the early 1980s, a new type of tourist industry targeting marine mammal watching emerged. The region was the second in North America to establish this type of industry. Whale watching became a very popular tourist activity and a number of tourism companies and infrastructure projects resulted. At the same time, the mammals were of growing interest to biologists. In 1998, at the request of a significant number of stakeholders, the Saguenay-St. Lawrence Marine Park was created.

Even before the park was established, a tourism infrastructure was already in place, in addition to interpretation and education activities and protection and research programs. The introduction of the Marine Park helped to preserve and enhance these assets. Various communication and promotional tools have been developed to present this protected marine area. Scientific research has been encouraged to gain a better understanding of its marine ecosystems and the status of the species at risk. Lastly, action has been taken to provide better guidelines for managing marine activities. Among a number of innovative measures, the Marine Activities in the Saguenay-St. Lawrence Marine Park Regulations were adopted in 2002, which include the establishment of a system for marine tour permits.

All of this work was achieved through cooperation between the governments of Quebec and Canada, the Marine Park Coordinating Committee's involvement and the collaboration of representatives from local organizations and the marine tour industry. A great deal of progress has been achieved through teamwork and we can be proud of it. Over the coming years, we will continue to strive to make the Marine Park a model for other protected marine areas. The measures presented in this plan will help us move in this direction.


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1.0 Saguenay-St. Lawrence Marine Park

The Saguenay-St. Lawrence Marine Park, created in 1998, is jointly managed by the governments of Canada and Quebec with participation from the regional community. This natural marine area belongs to both Canada's network of national marine conservation areas and Quebec's network of protected areas.

The Marine Park's mandate is "to increase, for the benefit of the present and future generations, the level of protection of the ecosystems of a representative portion of the Saguenay River and the St. Lawrence Estuary for conservation purposes, while encouraging its use for educational, recreational and scientific purposes."

Joint federal-provincial management is carried out through the Harmonization Committee, which brings together officials from Parks Canada (PC), Quebec's Ministère du Développement durable, de l'Environnement et des Parcs (MDDEP), and the Société des établissements de plein air du Québec (Sépaq). Various other federal and Quebec departments are also involved in achieving the Saguenay-St. Lawrence Marine Park objectives, either through their everyday operations, specific agreements or their participation in special committees.

Participatory management with the regional community is ensured through the Coordinating Committee. The committee is made up of representatives from the regional county municipalities (MRCs), the Innue Essipit First Nation, the science community, the world of education and conservation, and the governments of Canada and Quebec. Its mandate is to recommend measures to the Quebec minister and the federal minister responsible for the Marine Park to help achieve the goals of the Management Plan. It enables dialogue and promotes harmonization of the efforts of the many stakeholders. In addition, a Marine Activities Concerted Committee was established at the Marine Park in 1998. This is a special committee consisting of representatives from the environment community, government, the tourism industry, private business, recreational boating and so forth.

The first major initiative dealt with by the Concerted Committee was the development of regulations, namely, the Marine

Activities in the Saguenay-St. Lawrence Marine Park Regulations. Passed in 2002, these Regulations are still the only tool in Canada that allows for the issuance of marine mammal observation permits and that specifies the distances and speeds to be respected when marine mammals are present.

The Saguenay-St. Lawrence Marine Park Management Plan (2010), developed following public consultations in 2008, states that the volume and increase in marine traffic in the St. Lawrence Estuary, particularly at the mouth of the Saguenay, is a major issue in terms of public safety, the environment and usage conflicts. The Management Plan therefore identifies the development of the plan for marine activities as a priority.

State of the Marine Park

An assessment of various aspects of the Marine Park was carried out 10 years after the park's creation. According to the State of the Saguenay-St. Lawrence Marine Park Report 2007 (Ménard, et al., 2007), the establishment of the Marine Park allowed for significant progress with regard to governance, visitor experience and the acquisition of knowledge in various fields of study. In terms of conservation, the Marine Park has helped slow down certain ecosystem degradation processes. Advances have also been made in terms of sustainable use with the implementation of new marine activity management tools.

The assessment also indicated a persistent presence of contaminants in the Marine Park and increased human activity such as marine traffic and the harvesting of biological resources. These activities lead to additional pressure on ecosystems, especially species at risk such as the St. Lawrence beluga and the blue whale.

Status of Marine Mammals

The Marine Park has unique ecosystems and is one of the few sites known in Canadian waters to enable many species of marine mammals to engage in the life processes of feeding, breeding and caring for young (Lein, 2000). One of the geographical features of the area is the "funnel effect," resulting in a simultaneous concentration of prey, whales and marine traffic.

Nine species of marine mammals are found in the Marine Park. Two are year-round residents, namely the St. Lawrence beluga and the harbour seal. While many species are sufficiently abun-



dant, the case is different for species whose population was decimated by past activities and that show no obvious signs of recovery. Protected whale species under the Species at Risk Act that can be found regularly in the Marine Park include the blue whale (endangered species), the St. Lawrence beluga (threatened species) and the fin whale (species of special concern). The Marine Park is an important habitat for these species at risk, especially for the St. Lawrence beluga, which the Marine Park was originally created to protect.

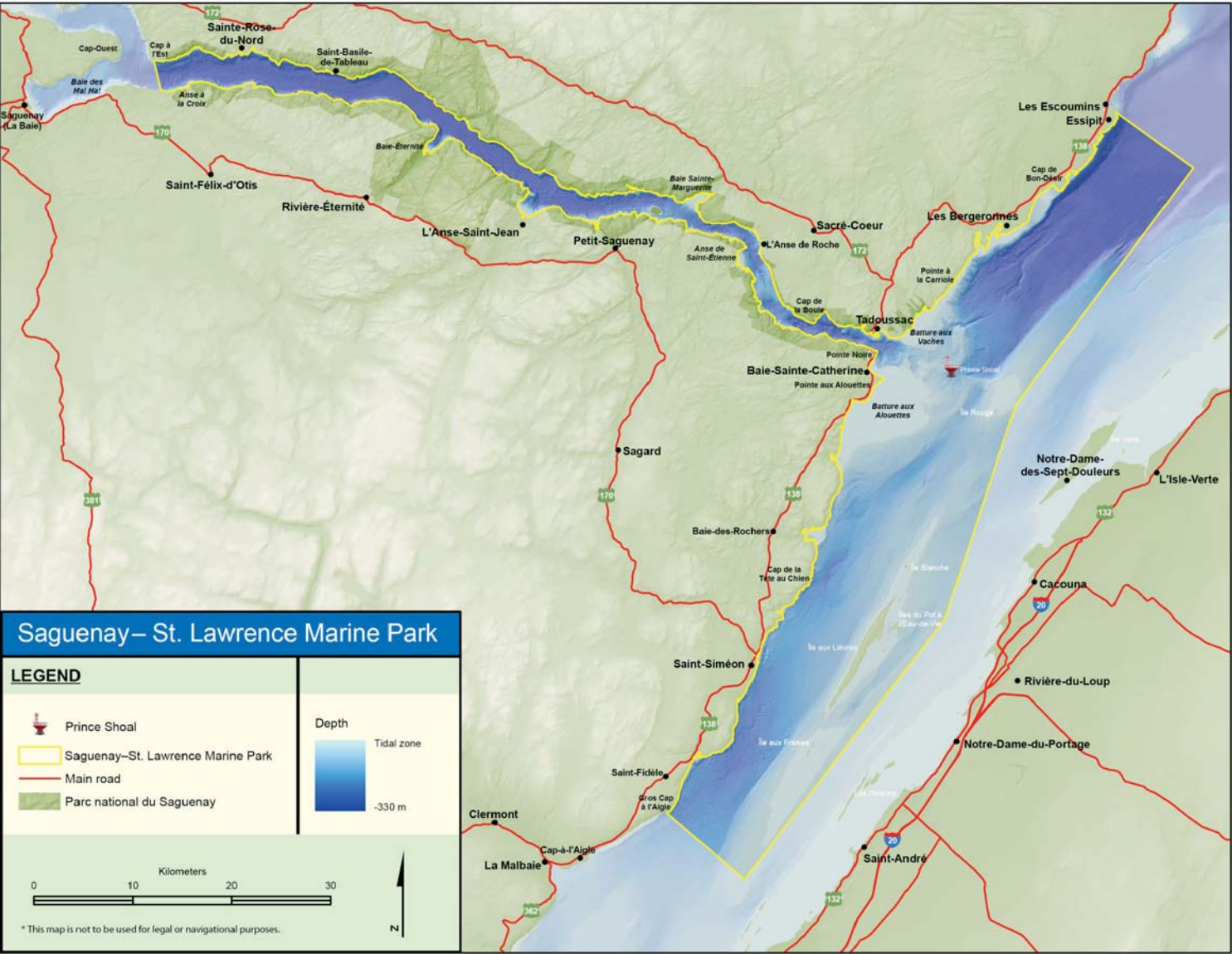
Visitor Experience and Awareness of the Park

The Marine Park offers its water-based visitors a diversity of experiences. Visitors can discover the park in many ways such as marine mammal watching, recreational boating, sea kayaking, scuba diving, and experiencing landscapes aboard cruise ships.

The park receives the most visitors in the summer. In 2009, estimated visitation by water was 502,797 person-visits. This represents a 12% increase over 2005. The growth is almost completely owing to the increase in the number of passengers on large national and international cruise ships. The increase in marine observation tours for the same period was around 5%, meaning an average annual increase of 1%. We can therefore conclude that the current visitation by marine observation tours is relatively stable (Gosselin D., 2009).



Figure 1
Boundaries of the Saguenay-St. Lawrence Marine Park





2.0 Context of Marine Activities in the Marine Park

Marine activities in the Marine Park include all types of navigation, both motorized and non-motorized. They are divided into seven categories: shipping, cruises, ferries, commercial marine tours, sea kayaking, recreational boating, and marine operations by government departments and scientific researchers. Commercial fishing activities are not included in this plan.

Marine activities are a major economic generator for the region and for Quebec. They are the primary means for visitors to discover the park. The region is known for these activities, particularly its whale watching tours, and they increase visibility for the region.

Managing marine activities that do not involve harvesting the park's resources requires several methods, including concerted efforts with stakeholders, education, and the establishment of legal tools, in particular, the Marine Activities in the Saguenay-St. Lawrence Marine Park Regulations. Other federal and Quebec laws and regulations contribute to the management of marine activities in the Marine Park: the Canada Shipping Act, the Pilotage Act, Quebec's Transport Act, the Fisheries Act, Canada's Species at Risk Act, Quebec's Act respecting threatened or vulnerable species, etc.

The Marine Park region is currently considered one of the best locations in the world for whale watching (Scarpaci et al., 2008). It has the largest marine observation fleet in Canada. Other features of the Marine Park include the large number of ships using the navigation route, the ferry crossing from Baie-Sainte-Catherine to Tadoussac, and the wide variety of boating and nautical recreation activities (see Section 7 for a description of activities).

The mouth of the Saguenay and the area between Les Escoumins and Tadoussac are known for their strong currents, winds, choppy waters, cold water and periods of fog. Therefore, user safety is an ongoing concern, and responsibility is shared by government and users.

3.0 Plan Development Process

Development of the Plan for Marine Activities in the Saguenay-St. Lawrence Marine Park arose from the public consultation on the Saguenay-Saint-Lawrence Management Plan held in 2008 and a commitment entered into as part of this Management Plan (2010). The plan for marine activities is the first of its kind to be developed for the Marine Park and it will be implemented from 2011 to 2017.

It is the fruit of a large joint exercise led by a multidisciplinary working group consisting of employees from the Parks Canada Agency (PC), MDDEP, Sépaq, the Coordinating Committee for the Marine Park and a consultant specializing in protected area management. Several stakeholders participated, including marine tour businesses, marine enthusiasts and government representatives. The approach consists of the following key stages:

- establishing a preliminary list of concerns and actions to improve how marine activities are managed and carried out – Fall 2008;
- holding meetings with the government departments directly involved in managing marine activities in the Marine Park – Fall 2008;
- developing and distributing the Document de réflexion 2009– Activités en mer au parc marin du Saguenay–Saint-Laurent – February 2009;
- holding personalized meetings with relevant representatives of the MRCs, municipalities, marine tour and sea kayaking companies, regional tourist associations, organizations promoting marine activities and conservation organizations – Spring 2009 (31 meetings);
- having a joint workshop on improving marine activity management and practices in the Saguenay-St. Lawrence Marine Park – September 2009 (150 participants);
- developing the plan and having it validated by the coordinating committee;
- approving the plan.



4.0 Purpose and Objectives

Within the context of marine activities, the purpose of this plan is to identify and implement actions to enhance the protection of marine ecosystems, particularly marine mammals, while promoting the use of the Marine Park for education and recreation, and thus securing a place in the sustainable tourism niche.

The following objectives have been identified:

- **Reduce pressure on marine mammals**, particularly species at risk in habitats used for vital activities (feeding, caring for young, breeding, resting, etc.).
- **Establish conditions for positive experiences of discovering and appreciating a protected marine area.** Visitors should be able to enjoy the rich marine resources and take advantage of the services offered, while becoming aware of the sensitivity of the ecosystems and the conservation measures to protect them.
- **Increase public awareness of the Marine Park and promote greater support for its mission from partners and local communities.**
- **Enhance the marine safety of users and visitors and reduce the risk of ecological accidents**, especially during poor weather (waves, fog) and in areas of dense traffic.

5.0 Scope of Plan

This plan concerns park activities not involving the harvesting of resources, that is, any boating activities of a commercial, recreational or operational nature. It is designed for managers and staff of the Marine Park as well as government departments and community and industry organizations affected by these activities.

Hunting and fishing in the Marine Park may have an impact on the ecosystems and resources exploited. However, they are not dealt with in this management plan because they are addressed by specific conservation strategies established with the government departments in charge.

Use of the Parks Canada wharf and pontoon at Baie-Sainte-Catherine is being addressed through a special analysis. According to the comments gathered and scientific analyses

performed under the current management plan, Parks Canada cannot authorize an increase in marine traffic through its facilities without going against its mandate. Use of the wharf and pontoon, which are located in the sensitive sector at the mouth of the Saguenay, must be managed based on requirements for safety and protection of marine mammals, particularly belugas. To avoid an increase in marine traffic in this sector, it was decided that no changes would be made in terms of issuing mooring permits, and management principles will be developed for the future.

6.0 Principles for Managing and Carrying Out Marine Activities

When managing and carrying out marine activities in the Marine Park, the mandate of this protected marine area must be respected. Thus, the following principles apply:

- promote environmentally sustainable use;
- rely on the principles of prevention and caution;
- seek the support of the visiting public, users and audiences in conserving and interpreting the park's natural and cultural heritage;
- promote a quality visitor experience in a context of conserving natural and cultural components;
- ensure the safety of users and visitors;
- promote involvement of communities within the coordination zone;
- encourage social and economic spinoffs, especially for communities within the coordination zone;
- make all stakeholders aware of their responsibilities;
- adapt to environmental, social and economic changes.



7.0 Summary Description of Marine Activities Not Involving Harvesting

Activities not involving the harvesting of resources that contribute to marine traffic in the park have been classified into seven types of activity, which are described below.

The summary description of each of these activities was taken in large part from the report *Portrait de la navigation dans le parc marin du Saguenay-Saint-Laurent – Caractérisation des activités sans prélèvement des ressources entre le 1er mai et le 31 octobre 2007* (Chion et al., 2009). This report identifies and characterizes the fleet based on the databases available and some estimation models. The databases contain the number of trips and the variability in terms of space and time of each of the activities not involving the harvesting of resources in the Marine Park, primarily for the period of May 1 to October 31, 2007. The May to October period was selected as a reference because it covers the main time frame during which marine mammals are in the Marine Park. The results of individual analyses were then amalgamated for an overall picture of the navigation activities in the Marine Park.

The summary description of each of these activities is also based on park visitation studies conducted by SOM (2006, 2007) as well as various other reference sources.

In order to properly interpret the information on each of these activities, please refer to the glossary in Appendix I.

7.1 Shipping

The St. Lawrence River is a vital multimodal transportation route between Quebec, Ontario, the United States and the rest of the world. Most vessels travelling to and from the Great Lakes and the Saguenay River must pass through the Marine Park.

It is estimated that shipping represented 6.1% of all trips made in the Marine Park from May 1 to October 31, 2007, and that the residence time of ships in the park represented 12.1% of the residence time of all marine traffic components, excluding sea kayaks (Chion et al, 2009).

It is highly likely that shipping on the St. Lawrence will increase in the years to come. Short marine shipping (SMS) could grow

because of the energy and financial benefits over other transportation methods. Governments want SSS because it helps reduce greenhouse gas emissions and diversify the means of transportation in Quebec.

This activity has great economic significance and falls under Transport Canada (TC) and Transports Québec (TQ) jurisdiction. The main stakeholders are the St. Lawrence Shipoperators, the Shipping Federation of Canada, the Green Marine, the Corporation of Lower St. Lawrence Pilots, the Marine Communication and Traffic Services in Les Escoumins (Canadian Coast Guard) and the St. Lawrence-Saguenay port managers.

7.2 Cruises

The cruise industry has been changing in Quebec over the past few years because of the stopovers that have been set up along the St. Lawrence and the promotional efforts to develop the industry. Most cruise ships cross the Marine Park through its estuarial portion while others take the Saguenay, mainly in the fall.

It is estimated that cruise ships represented 0.2% of all trips made in the Marine Park from May 1 to October 31, 2007, and that the residence time of cruise ships in the park represented a mere 0.7% of the residence time of all marine traffic components, excluding kayaks (Chion et al, 2009).

The Marine Park had an estimated 173,400 person-visits attributable to international cruises, which is over one-third (35%) of the person-visits to the Marine Park's marine discovery network (Gosselin D., 2009). Since 2005, the person-visits in the Marine Park attributable to national and international cruises has risen 31%.

The key partners affected by these activities are the St. Lawrence Shipoperators, the Shipping Federation of Canada, the Corporation of Lower St. Lawrence Pilots, Cruise the Saint Lawrence, the Port of Québec, the Port of Saguenay, Promotion Saguenay, the Marine Agencies and the various cruise lines.

7.3 Ferries

Ferries are a vital intershore link and are important to the regional economy. In the Marine Park's coordination zone, Highway 138 can be accessed by ferry, and there are two ferry connections between the north and south shores of the St. Lawrence. The Marine Park area is used by three ferry lines, namely, those linking Baie-Sainte-Catherine to Tadoussac,



Rivière-du-Loup to Saint-Siméon, and Trois-Pistoles to Les Escoumins. These ferries are also gateways and means of discovering the Marine Park. They constitute a large percentage of the marine traffic in this protected marine area.

It is estimated that ferries represented 43.5% of all trips made in the Marine Park from May 1 to October 31, 2007, and that the residence time of ferries in the park represented 4.7% of all marine traffic components, excluding sea kayaks (Chion et al., 2009).

Between May 1 and October 31, 2008, more than 21,761 crossings were recorded between the Baie-Sainte-Catherine and Tadoussac wharves at the mouth of the Saguenay. The total number of crossings for the fiscal year 2008-2009 was 40,488, with more than 1,432,457 passengers being transported (Société des traversiers du Québec (STQ), 2009). This was down 9% from 2005.

As for the Rivière-du-Loup/Saint-Siméon crossing, 152,283 passengers were counted in 2008-2009 (STQ, 2009). The ferry was in operation from April to January. However, 2008-2009 was marked by a 18% decline from 2005.

The Société des traversiers du Québec (Baie-Sainte-Catherine to Tadoussac), Clarke Transport Inc. (Rivière-du-Loup to Saint-Siméon) and the Compagnie de navigation des Basques (Trois-Pistoles to Les Escoumins) operate ferries in the Marine Park.

7.4 Marine Tours

Marine tours in the Marine Park are a major service for visitors who want to see scenery of the islands, shores and waters of the St. Lawrence and the Saguenay fjord and observe marine mammals and birds. This is at the heart of the experience for a high proportion of the Marine Park's visitors.

The marine tours depart and arrive at the docks in Les Escoumins, Les Bergeronnes, Tadoussac, Baie-Sainte-Catherine, Ville de Saguenay, Saint-Siméon, Rivière-du-Loup, L'Anse-Saint-Jean, Rivière Éternité and Sainte-Rose-du-Nord. This activity is concentrated mainly at the mouth of the Saguenay and at the head of the Laurentian Channel and mainly runs from May to October.

It is estimated that tour boats represented 25.4% of all trips made in the Marine Park from May 1 to October 31, 2007 and

that the residence time of tour boats in the park represented 36.5% of all marine traffic components, excluding kayaks. The number of times these boats went through the mouth of the Saguenay was estimated for the same period at 21,348 (Chion et al., 2009).

In 2010, 16 companies held the 59 marine tour business permits that were valid for more than 10 days under the Marine Activities in the Saguenay-St. Lawrence Marine Park Regulations. Each permit is issued for a single commercial vessel (Table 1). About 50 of these boats were in operation on a regular basis within the boundaries of the Marine Park. For 2009, it was estimated through an indirect method that the Marine Park had approximately 274,000 person-visits attributing to marine observation tours. Although visitation fluctuates greatly from one year to the next, it was noted that, over a five-year period (2005 to 2009), the number of person-visits from visitors on marine observation tours increased by 5%. This represents an average annual increase of 1%. It can therefore be concluded that the current visitation through marine observation tours is relatively stable (Gosselin D., 2009).

The economic impact attributable to tourists, many of whom take a marine observation tour during their stay, is significant. In 2005, visitors from outside the region spent an estimated \$204 million on their land and water tours of the Marine Park. This spending had an estimated economic impact of \$92.8 million on Quebec's gross domestic product (GDP). It also helped maintain and create more than 2,300 full-time equivalent jobs.

In order to determine how much of the economic impact can be attributed to visitors of the marine discovery network, it was estimated that each visitor spent an average of \$211.83. Accordingly, the approximate 274,000 tourists who travelled the marine discovery network spent slightly over \$58 million in 2005. This spending would have had an estimated economic impact of \$26.4 million on Quebec's GDP (Gosselin et al., 2007).

Among the many stakeholders managing or carrying out this activity, the main stakeholders are Transport Canada, the Commission des transports du Québec (Transports Québec), Parks Canada, Sépaq, the Marine Communication and Traffic Services in Les Escoumins (CCG), the Canadian Coast Guard, and a number of marine tour operators.

¹ Aucune donnée de fréquentation en nombre de passagers n'est disponible pour la traverse entre Trois-Pistoles et Les Escoumins.



Table I

Companies with an SSLMP Permit for Marine Tours of Longer than 10 Days and Their 2010 Fleet

COMPANY NAME	NUMBER OF PERMITS	HOME PORT(S)
Croisière personnalisée du Saguenay enr.	1	L'Anse-Saint-Jean
Société Duvetnor ltée	1	Rivière-du-Loup
Croisière 2001 inc.	1	Tadoussac
Les Écumeurs du Saint-Laurent	2	Les Escoumins
9147-8982 Québec inc. (QHC)	2	Rivière-Éternité
Les Croisières Neptunes GB inc.	3	Les Escoumins
Les Croisières du Fjord Saguenay inc.	3	Sainte-Rose-du-Nord, La Baie, Baie-Éternité, L'Anse-Saint-Jean
La Goélette Marie Clarisse inc.	4	Tadoussac
Otis Excursions inc.	5	Tadoussac
Sylvio Thibeault (Exceptionnelle Aventure, Pionniers des baleines, Oursin)	5	Variable
Les Croisières Essipit inc.	8	Les Bergeronnes
Croisières AML	18	Tadoussac, Baie-Sainte-Catherine, Rivière-du-Loup
Plongée sous-marine Nautilus (2005) inc.	1	Les Escoumins
Boutique Accès Plongée Saguenay	1	Les Escoumins, Saguenay
École de voile Mercator	2	L'Anse-Saint-Jean, Saint-Fulgence
Damacha Yachting inc.	2	Tadoussac

- 16 companies;
- 59 business permits for marine tours of longer than 10 days;
- 53 permits for observation of marine mammals (10 of these permits were apparently not used and 6 of them were for other types of marine activities, e.g. diving, sailing, shuttle service).



7.5 Recreational Boating

Recreational boating refers to sailing (74%) and powerboating (26%) for recreational purposes within the Marine Park boundaries (SOM, 2007). Both residents in the coordination zone and tourists from outside the Marine Park took part. The Saguenay is the busiest sector (84%). Recreational boating occurs mainly during July and August (80%).

It is estimated that recreational boating represented 18.0% of all trips made in the Marine Park between May 1 and October 31, 2007 and that the residence time of recreational boats represented 44.1% of all marine traffic components, although this estimate is subject to a high margin of error. The number of times these recreational boats went through the mouth of the Saguenay was estimated for the same period at 5,477 (Chion et al., 2009).

It was estimated that this activity generated 13,200 person-visits in 2005 (SOM, 2006c). Most of the visits were made by recreational boaters with seasonal docking rights at one of the nine marinas next to the Marine Park; the Tadoussac marina was the busiest. Tourists accounted for 27% of the person-visits owing to recreational boaters. Overall, recreational boaters represented 3% of the person-visits to the Marine Park's marine discovery network.

The main stakeholders managing or carrying out this activity were Transport Canada, Parks Canada, Sépaq, the Marine Communication and Traffic Services (Les Escoumins), the Canadian Coast Guard, the Association maritime du Québec (AMQ), the Saguenay–Lac-Saint-Jean and Rivière-du-Loup Canadian Power and Sail Squadrons and managers of docks (3), marinas (9) and launching ramps (17) surrounding the Marine Park.

7.6 Sea Kayaking

This activity is either supervised by a sea kayaking company that has a permit from the Marine Park, or done independently, as is the case with a number of residents and tourists. Sea kayaking is mainly concentrated in the Saguenay Fjord (L'Anse-Saint-Jean, Baie Éternité, Baie Sainte-Marguerite, L'Anse-de-Roche), at the mouth of the Saguenay (Baie-Sainte-Catherine, Tadoussac) and in the lower estuary (Cap de Bon-Désir, Anse aux Basques,

Anse à la Cave). In the upper estuary, sea kayaking takes place mainly in the Saint-Siméon and Baie des Rochers area.

It was estimated that this activity generated 41,747 person-visits to the Marine Park in 2009 (Gosselin D., 2009). In 2009, slightly over a quarter (26%) of the visits by kayakers were made by local residents, while tourists accounted for 74% of these visits (SOM, 2006a). The estimated visitation in 2009 suggests a drop of about 6% in the number of kayakers compared to 2005. This decline would be mainly owing to the decrease in tourism in the region in July and August 2009 (Gosselin D., 2009).

In 2010, 14 kayaking businesses were issued a permit to operate within the boundaries of the Marine Park. Of this number, 9 businesses were based on the periphery of the Marine Park (Table 2).

The main stakeholders supervising, managing or carrying out this activity were Transport Canada, Parks Canada, Sépaq, the Canadian Coast Guard, Aventure Écotourisme Québec (AEQ), the Fédération québécoise du canot et du kayak (FQCK), Sentier maritime du Saint-Laurent and the sea kayaking companies.

Table 2
Companies with an SSLMP Kayak Business Permit in 2010

COMPANY	OPERATING BASE
Les Kayaks du Paradis	Periphery of the Marine Park
Les Excursions Fanons	Periphery of the Marine Park
Ferme 5 Étoiles	Periphery of the Marine Park
Fjord en kayak	Periphery of the Marine Park
Azimut Aventure	Periphery of the Marine Park
Katabatik	Periphery of the Marine Park
Mer et Monde Écotours	Periphery of the Marine Park
Québec Hors-Circuits	Periphery of the Marine Park
Parc national du Saguenay	Periphery of the Marine Park
Aventure Monde	Outside the Marine Park
Chinook Aventure	Outside the Marine Park
Maïkan Aventure	Outside the Marine Park
Détour Nature	Outside the Marine Park
Attractions boréales	Outside the Marine Park

7.7 Marine Operations

This activity concerns marine operations inside the Marine Park boundaries, namely those of the Canadian Coast Guard, the Laurentian Pilotage Authority, Fisheries and Oceans Canada, Parks Canada, Sépaq, research organizations and other service organizations.

It is estimated that boats involved in marine operations represented 6.7% of all trips made in the Marine Park from May 1 to October 31, 2007 and that the residence time of boats involved in marine operations represented 1.6% of all marine traffic components, excluding sea kayaks. In the Marine Park, pilot boats (Laurentian Pilotage Authority) operating in the Escoumins area represented the greatest share of movement in the marine operations category (Chion et al., 2009).

The main stakeholders are Transport Canada, the Canadian Coast Guard, the Laurentian Pilotage Authority, the Corporation of Lower St. Lawrence Pilots, Fisheries and Oceans Canada, Parks

Canada, Sépaq, Environment Canada, the RCMP, MDDEP, the Sûreté du Québec, the Department of National Defence, and research organizations such as the Institute of Ocean Sciences (IOS) - Université du Québec à Rimouski (UQAR), the Ocean Research and Education Society (ORES) and the Group for Research and Education on Marine Mammals (GREMM).

7.8 Marine Traffic Volume

The following highlights were presented in the description of activities in the Portrait de la navigation dans le parc marin du Saguenay-Saint-Laurent – Caractérisation des activités sans prélèvement des ressources entre le 1^{er} mai et le 31 octobre 2007 (Chion et al., 2009):

Unless otherwise indicated, all figures refer to the Marine Park area for the period of May 1 to October 31, 2007 and do not include kayaks. The figures are middle values or exact counts, whenever available.



Number of Trips in the Marine Park

- The total number of boat trips was estimated at 51,796 \pm 11%.
- Ferries accounted for 22,541 trips.
- Marine tours represented 13,073 trips.

Number of Trips Through the Mouth of the Saguenay

- A total of 48,902 trips were made through the mouth of the Saguenay.
- Marine tours represented 21,348 trips.
- The Baie-Sainte-Catherine/Tadoussac ferry made 21,247 trips.
- Recreational boaters accounted for 5,477 trips.

Most Active Time of the Year

- Summer (July-August) was the most active time of the year.
- 24.8% of the trips were made in August.
- 22.7% of the trips were made in July.
- 31.8% of the navigation time was in August.
- 27.9% of the navigation time was in July.

Residence Time in the Marine Park

- The total residence time in the Marine Park for navigation was estimated at 88,149 hours, based on the middle value of the number of trips.
- Recreational boaters spent 38,871 hours on the water.
- Marine tours totalled 32,129 hours on the water.

Residence Time in the Mouth of the Saguenay

- The mouth of the Saguenay was where 13.24% of the total time was spent in the Marine Park, while its geographic size represents 1.09% of the entire park.
- Marine tours accounted for 51% of residence time in the mouth of the Saguenay.
- Ferries accounted for 29% of residence time in the mouth of the Saguenay.

Most Active Areas

- The areas that experienced heavy usage were the mouth of the Saguenay, the head of the Laurentian Channel, the docking area for pilots in Les Escoumins and the Anse-Saint-Jean area.

- The two most used transit routes in the mouth of the Saguenay were the ferry line between Baie-Sainte-Catherine and Tadoussac and the navigation route connecting the Saguenay River and the St. Lawrence Estuary (Figure 2).

7.9 Assessment of Marine Park Use

The assessment of Marine Park use is presented in tables. Table 3 characterizes the relative importance of marine activities in the Saguenay-St. Lawrence Marine Park, while Table 4 presents the estimated visitation to the Saguenay-St. Lawrence Marine Park from 2005 to 2009 by type of clientele.

Figure 2
Navigation in the Saguenay-St. Lawrence Marine Park

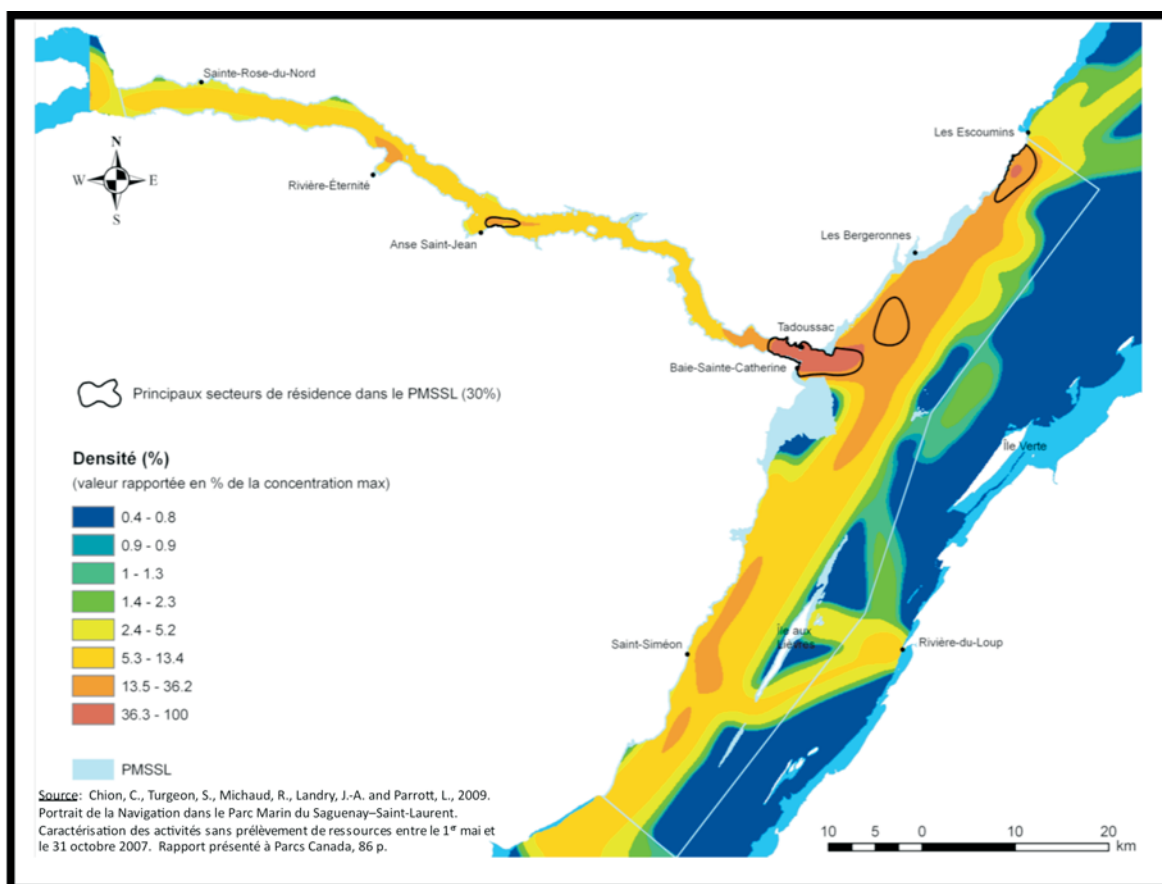




Tableau 3

Boat Trips in the SSLMP Between May 1 and October 31, 2007

SEA ACTIVITY	TRIP			TRAVEL THROUGH THE MOUTH	PROPORTION OF TOTAL NAVIGATION TIME IN THE SSLMP	OVERALL CONFIDENCE LEVEL
	SECTOR	NUMBER	PROPORTION	NUMBER		
Shipping	Estuary	3,135	6.1 %	194	12.1 %	Excellent
	Fjord	194				
	TOTAL	3,135				
Cruises	Estuary	108	0.2 %	61	0.7 %	Excellent
	Fjord	34				
	TOTAL	108				
Ferries	BSC–Tadoussac (Fjord)	21,247 ± 370	43.5 %	21 247	4.7 %	Excellent
	RDL – St-Siméon (Estuary)	1,294 ± 8				
	TOTAL	22,541 ± 378				
Marine tours	Estuary	11,906 ± 843	25.4 %	21 348	36.5 %	Good
	Fjord (only)	1,167 ± 99				
	TOTAL	13,073 ± 942				
Recreational boating	Upper estuary	2,149 ± 1 043	18.0 %	5 477	44.1 %	Average
	Lower estuary	1,043 ± 490				
	TOTAL	7,675 ± 3,726 9,277 ± 4,360				
Marine operations	TOTAL	3,605	6.7 %	573	1.6 %	Good
TOTAL		51,796 ± 5,680		48,902	99.7 %	Very good

Source: Chion, C., Turgeon, S., Michaud, R., Landry, J.-A., Parrott, L. 2009. *Portrait de la navigation dans le parc marin du Saguenay–Saint-Laurent – Caractérisation des activités sans prélèvement des ressources entre le 1^{er} mai et le 31 octobre 2007*. Presented to Parks Canada. 84 pages.



Table 4

Estimated Visitation to the Saguenay-St. Lawrence Marine Park from 2005 to 2009 by Type of Clientele

	2005	Var %	2006	Var %	2007	Var %	2008	Var %	2009	Var %	Var % 2005-2009
Traversiers BSC/T; 12 mois (passagers)	1 575 979	-	1 483 512	-6%	1 504 594	1%	1 524 109	1%	1 432 457	-6%	-9%
Traversiers mai-octobre (passagers)	1 081 930	-	1 074 992	-1%	1 114 114	4%	1 031 178	-7%	1 053 750	2%	-3%
Touristes PMSSL total	597 784	-	601 885	1%	624 955	4%	579 469	-7%	592 332	2%	-1%
Touristes juillet-août	328 653	-	316 129	-4%	334 473	6%	304 236	-9%	307 466	1%	-6%
Kayak de mer régionaux	11 000	-	11 000	0%	11 000	0%	11 000	0%	11 000	0%	0%
Kayak de mer touristes	32 865	-	31 613	-4%	33 447	6%	30 424	-9%	30 747	1%	-6%
Kayak de mer total	43 865	-	42 613	-3%	44 447	4%	41 424	-7%	41 747	1%	-5%
Grandes croisières	132 194	-	131 602	-0,4%	132 304	1%	164 100	24%	173 400	6%	31%
Plaisanciers	13 200	-	13 200	0%	13 200	0%	13 200	0%	13 200	0%	0%
Excur. observation en mer	260 637	-	277 963	7%	286 003	3%	268 876	-6%	274 450	2%	5%
Touristes circuit maritime	274 036	-	275 916	1%	286 492	4%	265 640	-7%	271 537	2%	-1%
Circuit maritime total	449 896	-	465 378	3%	475 954	2%	487 600	2%	502 797	3%	12%
Fréquentation totale	1 062 178	-	1 065 686	0,3%	1 089 459	2%	1 075 769	-1%	1 097 932	2%	3%

Source: Parks Canada (Quebec Service Centre); visitation database (estimates: Gosselin, 2009)

8.0 Main Concerns Identified

During the review and consultation with the various stakeholders, the main concerns about how marine activities are managed and carried out in the Marine Park were identified as follows:

- managing marine tour permits;
- decreasing boat traffic and disturbances;
- protecting species at risk, including the St. Lawrence beluga;
- reducing boat speed for public safety;
- improving safety equipment;
- increasing awareness of the Marine Park;
- providing signage at access points;
- promoting the Marine Park regionally, nationally and internationally;
- having residents of the shoreline communities commit to the Marine Park's mission;

- raising awareness and educating visitors on the Marine Park's mission;
- diversifying interpretation themes and tools;
- improving environmental practices;
- developing partnerships;
- training users;
- pursuing scientific research;
- reviewing fees;
- enhancing the image of the marine observation industry in the Marine Park.

N.B. The concerns are not listed in order of priority.



9.0 2011–2017 Action Plan

The goal of the 2011-2017 action Plan is to improve how marine activities that do not involve resource harvesting are managed and carried out by addressing the concerns identified by the various stakeholders. The action plan takes into account the department's jurisdictions, the Management Plan's strategic directions, the objectives stated in Section 4, the principles for managing marine activities as stated in Section 6, the applicability of these actions and their potential positive impact in terms of conservation, visitor experience and marine safety.

The selected actions are presented in the order found in the Management Plan. For each action, Table 5 identifies the target audience, the organizations involved and the partners needed to carry it out. A timeline and some performance indicators will help to ensure annual monitoring. Some of the more structured actions will be useful in addressing several concerns at a time, especially the legal obligations under Canada's Species at Risk Act and Quebec's Act Respecting Threatened or Vulnerable Species.

Table 6 is presented in a shortened format that groups together users, partners and stakeholders. Table 7 contains a list of acronyms.

Revision of the Marine Activities in the Saguenay-St. Lawrence Marine Park Regulations will make it possible to address some of the concerns. The changes envisioned are presented in Appendix 2.

10.0 Conclusion

This 2011-2017 action plan was developed in consideration of the Marine Park's mandate, its current and future use, and the concerns identified by managers, specialists and various users of the area.

In implementing this action plan, which calls on all stakeholders, the Marine Park's ecosystems, habitats and species will be better protected, the visitor experience in this exceptional environment will be enhanced and the marine tour industry will have a better chance of remaining viable.





Table 5
2011-2017 Action Plan to Improve Marine Activities in the Saguenay-St. Lawrence Marine Park

No.	ACTIONS	TARGET AUDIENCES	ORGANIZATIONS IN CHARGE	PARTNER ORGANIZATIONS	TIMELINES	INDICATORS	MONITORING
MANAGEMENT PLAN DIRECTION: PARTICIPATORY MANAGEMENT ➤ Increase the level of consensus with the government departments and agencies acting within the boundaries of the Marine Park and coordination zone. ➤ Foster the understanding and support of residents of the coordination zone with regard to the Marine Park's mandate to increase their sense of ownership. ➤ Ensure the participation of local and regional communities in conservation activities and in the Marine Park's service offer.							
1	Establish memorandums of understanding between the Marine Park and principal government departments that have authority over aspects that allow the park to achieve its objectives.	Citizens Public service employees	PC Sépaq MDDEP	TC DFO Ministère des Ressources naturelles et de la Faune (MRNF) Environnement Canada (EC) STQ Ministère des Transports du Québec (MTQ) Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) Tourisme Québec	2011-2017	A cooperation agreement is signed with each of the government departments involved.	
2	Continue the work of the Marine Activities Concerted Committee. Review the makeup of this committee for 2012.	<ul style="list-style-type: none"> • CLSLP • Tour boat operators • Boat tour captains • Kayak expedition businesses • Sailing schools • St. Lawrence Shipoperators • Wharf and marina managers • Mayors 	PC Sépaq MDDEP	Advisory committee members	Ongoing 2012	Two meetings are held per year. Makeup of committee has been reviewed.	



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3	Encourage municipalities and Aboriginal communities in the coordination zone to include the Marine Park in the tourist and recreational services they offer.	Residents Users Visitors	PC Sépaq	Municipalities Aboriginal communities Visitor Reception, Marketing and Signage Advisory Committee	Ongoing	5% annual growth (2010 reference year).	
4	Encourage volunteer initiatives on sea activities.	Citizens Students Trainees Users	PC Sépaq	Citizens Users SSLMP stakeholders Tourism stakeholders Environmental non-government organization (ENGO)	Annually	Number of volunteer hours/year. Number of projects completed.	
5	Establish an independent research and education fund, calling on businesses operating in the area, merchants and visitors.	Will be defined with the operating criteria.	Alliance	<ul style="list-style-type: none"> • Marine Activities Concerted Committee • Ecosystem Management and Research Advisory Committee • Fondation de la Faune du Québec • Tour boat operators • ENGOs • SSLMP stakeholders 	2011-2012	An independent research and education fund is created to support activities in the Marine Park area. The operating criteria are established.	



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No.	ACTIONS	TARGET AUDIENCES	ORGANIZATIONS IN CHARGE	PARTNER ORGANIZATIONS	TIMELINES	INDICATORS	MONITORING
MANAGEMENT PLAN DIRECTION: CONSERVATION OF ECOSYSTEMS AND PRESERVATION OF BIODIVERSITY ➤ Ensure the protection of key components of the ecosystems and of other fragile, unique or highly representative elements. ➤ Protect rare species and populations that are in decline, threatened or vulnerable and, in particular, ensure the protection, restoration or improvement of habitats essential to the survival of species. ➤ Foster the development of a culture of conservation in residents of the coordination zone. ➤ Implement environmental monitoring mechanisms so as to learn more about and measure the evolution of the ecosystems in the Marine Park and the effectiveness of the management terms. ➤ Encourage the work done by research centres and arouse the interest of academia to produce theses and conduct research in areas relating to the natural and cultural and social heritage.							
6	Promote the Eco-Marinas program.	<ul style="list-style-type: none"> Managers and administrators of the 9 marinas in the coordination zone Recreational boaters 	AMQ	<ul style="list-style-type: none"> PC and Sépaq Themes, Interpretation and Education Advisory Committee Visitor Reception, Marketing and Signage Advisory Committee Recreational boaters 	2011-2013 2015	The 9 marinas in the coordination zone are certified by the AMQ. All 9 marinas achieve the eco-water drop rating of 3 in the Eco-Marinas program.	
7	Examine options for reducing underwater noise: <ul style="list-style-type: none"> establish a working group to set out options for reducing underwater noise research the options for reducing underwater noise disseminate information and raise awareness among users of the possibilities for reducing noise continue discussions with the STQ in order to reduce underwater noise seek funding programs to implement noise reduction measures 	<ul style="list-style-type: none"> Shipping Cruise lines Ferries Tour boat operators Recreational boaters Marine operators 	PC Sépaq MDDEP	<ul style="list-style-type: none"> Tour boat operators AMQ Green Marine Boat and motor builders Recreational boaters Government departments involved Société des traversiers du Québec Research groups Ecosystem Management and Research Advisory Committee Maritime Innovation Technopole Maritime 	2011-2012 2012-2014 2014-2015	The working group is in place. The research has been completed. The options have been disseminated. Funding programs have been analyzed.	



Table 5
2011-2017 Action Plan to Improve Marine Activities in the Saguenay-St. Lawrence Marine Park

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8	Develop a strategy with concerned stakeholders to find solutions concerning the implementation of the Regulation on ship sewage in 2012.	<ul style="list-style-type: none"> Tour boat operators Recreational boaters Marine operators 	PC Sépaq MDDEP	<ul style="list-style-type: none"> Coordinating Committee Government departments involved Municipalities Wharf and marina managers and administrators 	2011-2014	Strategy is implemented.	
9	Update the environmental emergency plan, taking into account the plans and responsibilities of other government departments. Avoid duplication.	Users	PC Sépaq MDDEP	EC CCG DFO TC MTQ Stakeholder organizations	2011-2012 Ongoing	The environmental emergency plan has been updated. Actions in the plan have been implemented.	



Table 5
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MANAGEMENT PLAN DIRECTION: CONSERVATION OF ECOSYSTEMS AND PRESERVATION OF BIODIVERSITY ➤ Ensure the protection of key components of the ecosystems and of other fragile, unique or highly representative elements. ➤ Protect rare species and populations that are in decline, threatened or vulnerable and, in particular, ensure the protection, restoration or improvement of habitats essential to the survival of species. ➤ Foster the development of a culture of conservation in residents of the coordination zone. ➤ Implement environmental monitoring mechanisms so as to learn more about and measure the evolution of the ecosystems in the Marine Park and the effectiveness of the management terms. ➤ Encourage the work done by research centres and arouse the interest of academia to produce theses and conduct research in areas relating to the natural and cultural and social heritage.							
10	Maintain and develop programs to monitor ecosystems and activities: <ul style="list-style-type: none"> • Monitor marine observation activities • Monitor prey • Monitor marine mammals • Monitor marine traffic 	Users	PC Sépaq MDDEP	<ul style="list-style-type: none"> • Universities • Institute of Ocean Sciences • Tour boat companies • Kayak expedition businesses • Marine Communication and Traffic Services (MCTS) • Ecosystem Management and Research Advisory Committee • ENGOs • GREMM • DFO • EC • MRNF 	Ongoing	Each monitoring activity is conducted annually.	
11	Encourage and support natural science and social science research projects on sea activities. Priority research areas should be identified in cooperation with stakeholders and by referring to the recovery programs for species at risk.	<ul style="list-style-type: none"> • Students • Trainees • Residents • Users • Visitors • Partners who offer marine-based activities 	PC Sépaq MDDEP	<ul style="list-style-type: none"> • Universities • Research groups • Ecosystem Management and Research Advisory Committee • Government departments involved • ENGOs 	2011-2017	At least 5 new research projects have been carried out in the Marine Park. The research findings are guiding how sea activities are managed and carried out. Encourage dissemination.	



Table 5
2011-2017 Action Plan to Improve Marine Activities in the Saguenay-St. Lawrence Marine Park

No.	ACTIONS	TARGET AUDIENCES	ORGANIZATIONS IN CHARGE	PARTNER ORGANIZATIONS	TIMELINES	INDICATORS	MONITORING
MANAGEMENT PLAN DIRECTION: ENVIRONMENTALLY SUSTAINABLE USE OF RESOURCES ➤ Foster consensus-building through agreements that will contribute to the attainment of the Marine Park's protection and presentation objectives, particularly in the area of marine traffic. ➤ Acquire the knowledge needed to assess the repercussions of the conduct of activities on resources and ecosystems, as well as of the conduct of other recreational and tourist activities carried out in the Marine Park. ➤ Raise the awareness of residents and visitors of the various activities and their impacts on ecosystems and species.							
12	Establish zoning regulations.	Users	PC MDDEP	DFO MAPAQ TC-EC-MNRF NRCan Justice Canada Justice Québec	2011-2014	Regulations are enacted.	
	While waiting for the regulations to be enacted, encourage voluntary adherence to zoning using existing management tools (e.g. permits).	Users	PC MDDEP Sépaq	Stakeholders Government departments involved	2011-2013	Decrease in marine traffic in the Zone I areas.	
13	Review regulations on sea activities (proposed changes can be found in Appendix 2).	Users	PC	<ul style="list-style-type: none"> • Sépaq • MDDEP • DFO/TC • Justice Canada • GREMM • Université de Montréal • Marine Activities Concerted Committee 	2011-2012	Revised regulations are enacted.	



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2011-2017 Action Plan to Improve Marine Activities in the Saguenay-St. Lawrence Marine Park

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14	To ensure a long term prospect of whale watching industry based on management and operation principles established in chap. 6, explore possibility with industry members to implement a consultation process in regard with allocation, sharing out and management of permits.	Marine tour operators	PC Sépaq MDDEP	Owners of marine tour businesses	2014	Consultation process is implemented. Research is completed. If opportunities are favourable, an action plan is submitted.	
15	Educate the public on the regulations, particularly the Marine Activities in the Saguenay-St. Lawrence Marine Park Regulations as well as the zoning regulations.	Users	PC Sépaq MDDEP	<ul style="list-style-type: none"> • AMQ • AEQ • FQCK • Power and Sail Squadrons • Tour boat operators • Kayak expedition businesses • Sailing schools • Advisory committees • Wharf and access point managers and administrators • CIMM 	Ongoing	The existing regulations are available through <ul style="list-style-type: none"> • the Marine Park's website • outdoor signage • brochures • Whales-Online website • other sources 	



Table 5

2011-2017 Action Plan to Improve Marine Activities in the Saguenay-St. Lawrence Marine Park

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16	Continue to train park users to follow the Marine Activities in the Saguenay-St. Lawrence Marine Park Regulations and the zoning regulations.	<ul style="list-style-type: none"> • Marine tour captains • Kayak expedition guides • Marine operation captains • St. Lawrence Pilots 	PC Sépaq MDDEP	<ul style="list-style-type: none"> • Tour boat operators • Cruise lines • Kayak expedition businesses • Sailing schools • St. Lawrence Pilots • GREMM • Government departments • Themes, Interpretation and Education Advisory Committee • Marine Activities Concerted Committee 	Ongoing	All marine tour captains are trained. A written test is required annually to obtain a marine tour operator certificate. All sea kayak guides are trained. Training is offered to all tour boat interpreters. Training is given to all new St. Lawrence pilots during their training program. Training is given to marine operation captains.	
17	Patrols monitor sea activities and compliance with the regulations.	Users	PC Government departments (MRNF, DFO, Sûreté du Québec (SQ), RCMP)		Annually	A team of at least 3 Parks Canada wardens is in charge of monitoring in cooperation with conservation officers from MRNF and fishery officers from DFO as well as police officers from the SQ and RCMP.	



Table 5

2011-2017 Action Plan to Improve Marine Activities in the Saguenay-St. Lawrence Marine Park

No.	ACTIONS	TARGET AUDIENCES	ORGANIZATIONS IN CHARGE	PARTNER ORGANIZATIONS	TIMELINES	INDICATORS	MONITORING
MANAGEMENT PLAN DIRECTION: HERITAGE PRESENTATION ➤ Increase awareness and understanding of the Marine Park's natural processes and phenomena to give rise to a culture of conservation and participation in the protection of the environment. ➤ Integrate the results of scientific research projects in interpretation programs. ➤ Describe and explain the nature of the ancient links between humans and the marine environment to increase understanding of human use of the area. ➤ Foster partnerships through agreements that will contribute to the attainment of the Marine Park's protection and presentation objectives. ➤ Foster a sense of security in visitors. ➤ Foster the ecotourism approach with regard to the activities and services available in the Marine Park.							
18	Carry out socioeconomic research every 5 years to improve sea activities. Study the feasibility of establishing an ongoing assessment program on the satisfaction of visitors participating in sea activities (terminals, comment boxes, blog) in cooperation with business permit holders and other partners of the marine discovery network.	Visitors Users	PC Sépaq	<ul style="list-style-type: none"> • MRCs • Municipalities • ATR • Universities • Private firms • Ecosystem Management and Research Advisory Committee • Themes, Interpretation and Education Advisory Committee • Tourism stakeholders 	Ongoing 2011-2014 2014-2017	Socioeconomic research is done every 5 years. Feasibility study of ongoing information program is completed. If the ongoing information study is conclusive, the program will be implemented.	



Table 5
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19	Increase prevention efforts for compliance with regulations by implementing the following: <ul style="list-style-type: none"> A preventative marine patrol focused primarily on recreational boaters; An annual activity at the main marinas (Tadoussac, Cap-à-l'Aigle, L'Anse-Saint-Jean, Rivière du Loup, city of Saguenay); A discussion committee with marine tour captains. Committee work is voluntary. Among other things, it looks for solutions to achieve greater compliance with the regulations; A recognition/discipline committee to ensure that boat operators and kayakers conduct themselves appropriately during marine tours and excursions. 	Residents Visitors Users Marine tour captains Marine tour captains Kayak guides	PC Sépaq • Marine tour captains • Parks Canada wardens • Marine tour business owners • Boat tour captains • Parks Canada managers	• Wharf and access point managers • Volunteer program managers • Visitor Reception, Marketing and Signage Advisory Committee Tour boat operators	2011-2012 2013-2015 2012-2017 2011-2017 2011-2017	The marine patrol provides 10 prevention days. The marine patrol provides 15 prevention days. An activity is held at three marinas annually. The discussion committee is formed. Meetings are held as required. The recognition/discipline committee is formed. Meetings are held as required.	



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20	Post Marine Park signs at the various access points.	Residents Visitors Users	PC Sépaq	<ul style="list-style-type: none"> Owners of the access points Visitor Reception, Marketing and Signage Advisory Committee 	2011-2012	All entrances are signposted by 2012.	
21	Implement the educational strategy for species at risk.	<ul style="list-style-type: none"> Users Residents Visitors Tourism stakeholders 	PC Sépaq MDDEP	<ul style="list-style-type: none"> Land or marine service partners Themes, Interpretation and Education Advisory Committee 	2012-2017	The interpretation activities are distributed according to the strategy.	
22	Make educational tools available to enhance and diversify the content of sea activities (e.g. vignettes, tours, scientific cruise).	Visitors Users	PC Sépaq	<ul style="list-style-type: none"> Marine service partner Themes, Interpretation and Education Advisory Committee ENGOs 	2011-2014	Five new products are developed. A number of marine service partners have used the tools.	



Table 5

2011-2017 Action Plan to Improve Marine Activities in the Saguenay-St. Lawrence Marine Park

No.	ACTIONS	TARGET AUDIENCES	ORGANIZATIONS IN CHARGE	PARTNER ORGANIZATIONS	TIMELINES	INDICATORS	MONITORING
MANAGEMENT PLAN DIRECTION: HERITAGE PRESENTATION ➤ Increase awareness and understanding of the Marine Park's natural processes and phenomena to give rise to a culture of conservation and participation in the protection of the environment. ➤ Integrate the results of scientific research projects in the interpretation programs. ➤ Describe and explain the nature of the ancient links between humans and the marine environment to increase understanding of human use of the area. ➤ Foster partnerships through agreements that will contribute to the attainment of the Marine Park's protection and presentation objectives. ➤ Foster a sense of security in visitors. ➤ Foster the ecotourism approach with regard to the activities and services available in the Marine Park.							
23	Update the public safety plan.	Users Visitors	PC Sépaq	<ul style="list-style-type: none"> • TC • CCG • CLSLP • MCTS • Boat tour operators • Kayak excursion companies • St. Lawrence Shipoperators • Marine Activities Concerted Committee 	2013-2014 Ongoing	The public safety is updated and approved. Actions are taken.	
24	Implement a pilot project for installing and using an automatic identification system (AIS) on certain marine tour boats and boats used by government departments and scientific researchers.	<ul style="list-style-type: none"> • Users • Government departments • Tour boat operators • Scientific research boats 	PC	<ul style="list-style-type: none"> • Sépaq • TC • MCTS • Government departments • Tour boat operators • Scientific research boat managers • Marine Activities Concerted Committee 	2011-2013	An AIS system is being tested on 10 boats. The database is in place. The maintenance costs and durability are assessed. A notice concerning use on all boats is sent.	



Table 5

2011-2017 Action Plan to Improve Marine Activities in the Saguenay-St. Lawrence Marine Park

No.	ACTIONS	TARGET AUDIENCES	ORGANIZATIONS IN CHARGE	PARTNER ORGANIZATIONS	TIMELINES	INDICATORS	MONITORING
MANAGEMENT PLAN DIRECTION: PUBLIC EDUCATION AND AWARENESS ➤ Increase the awareness of the Marine Park. ➤ Foster understanding of the Marine Park's objectives and develop a culture of conservation in residents of the coordination zone and external clientele. ➤ Target a higher number of young people through school and other programs. ➤ Provide up-to-date information on the Marine Park through the website or other means to local and regional communities, students, and everyone interested in the Marine Park.							
25	Develop and implement integrated marketing and communications planning.	Residents Visitors Users	PC Sépaq	<ul style="list-style-type: none"> Land or marine service partners Visitor Reception, Marketing and Signage Advisory Committee Themes, Interpretation and Education Advisory Committee 	2011-2012 2013-2014 2014-2017	A working committee is formed. The marketing and communications plan is approved. Actions are taken according to the plan. The marketing plan will promote eco-responsible sea activities that serve as effective means of raising awareness.	
26	Develop a code of ethics for marine park users and visitors.	<ul style="list-style-type: none"> Residents Visitors Users Marine tour captains Naturalists Recreational boaters 	PC Sépaq	<ul style="list-style-type: none"> Tourisme Québec Land or marine service partners Marine Activities Advisory Committee Tour boat operators GREMM AMQ Green Marine Route Bleue Marinas DFO TC Marine Observation Activities Advisory Committee 	2011-2012 2011-2012 Ongoing	An eco-responsible practices code is implemented for marine tour captains. A code of ethics is developed and distributed to all Marine Park visitors and users. Compliance with the Marine Park code of ethics is assessed.	



Table 5
2011-2017 Action Plan to Improve Marine Activities in the Saguenay-St. Lawrence Marine Park

No.	ACTIONS	TARGET AUDIENCES	ORGANIZATIONS IN CHARGE	PARTNER ORGANIZATIONS	TIMELINES	INDICATORS	MONITORING
MANAGEMENT PLAN DIRECTION: PUBLIC EDUCATION AND AWARENESS ➤ Increase the awareness of the Marine Park. ➤ Foster understanding of the Marine Park's objectives and develop a culture of conservation in residents of the coordination zone and external clientele. ➤ Target a higher number of young people through school and other programs. ➤ Provide up-to-date information on the Marine Park through the website or other means to local and regional communities, students, and everyone interested in the Marine Park.							
27	Publish articles about sea activities in weekly regional newspapers, municipal newsletters and specialized publications (e.g. Portrait of Whales).	Residents Visitors Users	PC Sépaq	Weekly newspapers Municipalities Specialized publications	Ongoing	Articles are published annually in 4 different publications.	
28	Distribute the Marine Park newsletter.	<ul style="list-style-type: none"> • Stakeholders • Land or marine service partners • Visitors • Residents 	PC Sépaq	Tourism stakeholders Stakeholders ENGOS	Ongoing	Four publications per year. Increase subscriptions by 10% each year (reference year: 2011).	
29	Maintain existing educational school activities at the Marine Park.	Elementary and high school students	PC Sépaq MDDEP	<ul style="list-style-type: none"> • Ministère de l'Éducation, de la Culture et de la Formation • School boards • Schools • Themes, Interpretation and Education Advisory Committee • Tourism stakeholders • ENGOS 	Ongoing	Number of students having participated in the educational activities.	



Table 5
2011-2017 Action Plan to Improve Marine Activities in the Saguenay-St. Lawrence Marine Park

No.	ACTIONS	TARGET AUDIENCES	ORGANIZATIONS IN CHARGE	PARTNER ORGANIZATIONS	TIMELINES	INDICATORS	MONITORING
MANAGEMENT PLAN DIRECTION: PUBLIC EDUCATION AND AWARENESS ➤ Increase the awareness of the Marine Park. ➤ Foster understanding of the Marine Park's objectives and develop a culture of conservation in residents of the coordination zone and external clientele. ➤ Target a higher number of young people through school and other programs. ➤ Provide up-to-date information on the Marine Park through the website or other means to local and regional communities, students, and everyone interested in the Marine Park.							
30	Review the content of the Marine Park website and update it regularly.	Citizens Residents Users Visitors Students	PC Sépaq	<ul style="list-style-type: none"> Land or marine service partners Stakeholders Visitor Reception, Marketing and Signage Advisory Committee 	Ongoing	Updates are made weekly.	
31	Organize and encourage public events with the local community to share information and present the Marine Park.	<ul style="list-style-type: none"> Tourism stakeholders Residents 	PC Sépaq MDDEP	Tourism stakeholders MRCs Association touristique régionale (ATR) ENGOs Other	Ongoing	Two events are held each year.	
32	Encourage organizations to include information about Marine Park activities in their promotional and communication tools.	<ul style="list-style-type: none"> Tourism stakeholders Marine Park stakeholders 	PC Sépaq	ATR AMQ AEQ Power and Sail Squadrons Marinas ENGOs Other	Ongoing	Annual growth of 10% for companies that distribute information about Marine Park activities (reference year: 2010).	



Table 6
User, Partner and Stakeholder Groups

THE MARINE PARK'S TARGET AUDIENCE AND PARTNER AGENCIES	
Alliance	Group of business owners with marine tour permits, Marine Park managers and the GREMM team, championed by Jean Lemire and aimed at continually improving sea activities.
Cruise lines	Companies licensed to conduct a marine discovery commercial activity in the Saguenay-St. Lawrence Marine Park that includes one or more nights on the vessel.
Kayak expedition companies	Companies licensed to provide sea kayaking discovery activities commercially in the Saguenay-St. Lawrence Marine Park.
Tour boat operators	Companies licensed to conduct a marine discovery commercial activity in the Saguenay-St. Lawrence Marine Park involving same-day trips.
SSLMP stakeholders	All public and private organizations, persons and companies whose area of activity may, as a result of circumstance or interest, achieve some of the Saguenay-St. Lawrence Marine Park objectives (e.g. MRCs, all business sectors, organizations of all types, universities, etc.).
Tourism stakeholders	All organizations that play a local, regional or national role in the tourism industry (e.g. food service, accommodation, tourism associations, visitor reception, etc.).
Marine operators	Government departments and other groups that maintain marine operations within the boundaries of the Saguenay-St. Lawrence Marine Park: Canadian Coast Guard, Laurentian Pilotage Authority, Fisheries and Oceans Canada, Parks Canada, Sépaq, GREMM, certain research organizations and other service organizations.
Marine service partners	All organizations whose operating environment is wholly or partially located within the Saguenay-St. Lawrence Marine Park area and that are licensed to conduct a commercial activity in the Marine Park.
Land or marine service partners	All organizations whose focus is related to discovering the Saguenay-St. Lawrence Marine Park and that target visitors.
Recreational boaters	People who sail or use cruiser-type motorboats within the Marine Park for recreational purposes.
Residents	People who live in the Saguenay-St. Lawrence Marine Park coordination zone.
Users	All people who engage in an activity in the Marine Park, including groups and individuals in the course of their personal or professional activities (governments, tour boat operators, fishers, marine transport operators, sea kayak outfitters, recreational boaters, divers, etc.).
Not-for-profit environmental organizations (ENGOS)	Nature Québec, Group for Research and Education on Marine Mammals (GREMM), Explos-Nature, Réseau d'observation des mammifères marins (ROMM), ZIP committees, Musée du Fjord, Duvetnor, Ocean Research and Education Society (ORES), Parks and Wilderness Society, etc.
Visitors	People visiting the Saguenay-St. Lawrence Marine Park area.
Concerted committee	Special committee consisting of people from the environment community, government, tourism, private business and the recreational boating community, namely, boatmen, regional tourism associations, the Corporation of the Lower St. Lawrence Pilots, kayak outfitters, mayors, shipowners, recreational boaters, science groups, the Innu of Essipit, Fisheries and Oceans Canada, Transport Canada, tour boat captains, Parks Canada and Sépaq.



Table 7
List of Acronyms

	ACRONYMS
AEQ	Aventure Écotourisme Québec
AMQ	Association maritime du Québec
ATR	Association touristique régionale
CIMM	Centre d'interprétation des mammifères marins
CLSLP	Corporation of the Lower St. Lawrence Pilots
EC	Environment Canada
FQCK	Fédération québécoise du canot et du kayak
CCG	Canadian Coast Guard
RCMP	Royal Canadian Mounted Police
GREMM	Group for Research and Education on Marine Mammals
MAPAQ	Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec
MDDEP	Ministère du Développement durable, de l'Environnement et des Parcs
DFO	Fisheries and Oceans Canada
RCM	Regional county municipality
MRNF	Ministère des Ressources naturelles et de la Faune
MTQ	Ministère des Transports du Québec
NRCan	Natural Resources Canada
ENGO	Not-for-profit environmental organization
PC	Parks Canada
SSLMP	Saguenay-St. Lawrence Marine Park
MCTS	Marine Communication and Traffic Services
Sépaq	Société des établissements de plein air du Québec
STQ	Société des traversiers du Québec
SQ	Sûreté du Québec
TC	Transports Canada



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APPENDIX I

Glossary

Cruise: Differs from a *tour* in that passengers spend at least one night on board the vessel (Chion, C., et al, 2009).

Mouth: The mouth of the Saguenay River (see Map I I in Chion, C. et al., 2009).

Tour: A marine outing on board a commercially operated vessel. Only companies with a permit issued by Parks Canada are entitled to conduct commercial *tours* in the SSLMP. The difference between a *tour* and a *cruise* is the length of the outing. Clients do not stay overnight on the vessel during a tour while they do on a cruise (Chion, C. Et al, 2009).

Crossing: A vessel's visit to a given area of the SSLMP. During a single *trip*, a vessel may make a number of visits to a given area, which is counted as that number of *crossings* of the area. For the enclosed area of the mouth of the Saguenay, the concept of *crossing* provides more information than the concept of *trip* in that it makes it possible to count the number of times the area was used (Chion, C., et al, 2009).

Residence time: Residence time refers to the time a vessel is *moving* or anchored during a boating activity (Chion, C., et al, 2009).

Person-visit: A person-visit is defined as the entry of a person into a protected heritage area for the purpose of using marine or land sites that promote the Saguenay-St. Lawrence Marine Park and where activities are directly related to the Marine Park's development. *These entries must be exclusive to one or more sites or activities in the course of the same day. In other words, re-entering the same day or during the same stay does not constitute a person-visit (SOM, October 2006c).*

Trip: All of the activities of a marine vessel between two successive stops at a port, marina or, more generally, a wharf (not including anchorage areas). With respect to commercial *tours*, by convention, a tour is counted as a single movement, including for marine *ou-tings* that serve multiple harbours. This choice was made because this is how information on *tour* companies is compiled to quantify their marine *outings*. In addition, most *tours* serve only one harbour (Chion, C., et al, 2009).



Appendix 2

Proposed Amendments to the Marine Activities in the Saguenay-St. Lawrence Marine Park Regulations

#	CATEGORY	AMENDMENTS
1	Commercial vessel	Amend the definition of “commercial vessel” to exclude not only kayaks but also all human-powered vessels.
2	Species at risk	Amend the definition of “endangered marine mammal” to refer to the Species at Risk Act rather than the Committee on the Status of Endangered Wildlife in Canada (COSEWICK).
3	Speed	Indicate that the speeds specified in the Regulations are calculated based on the sea floor.
4	Cargo ship	Correct the cargo ship reference according to the new Canada Shipping Act.
5	Aircraft	Establish a definition for “aircraft.”
6	Permit category	<p>Create new categories of permits:</p> <ul style="list-style-type: none">1- Class 1 marine tour business permit: privilege to approach within 100 m;2- Class 2 marine tour business permit: motorized, not meant for observing marine mammals (e.g. diving, sailing school);3- Class 3 marine tour business permit: kayaks and human-powered vessels;4- Cruise ship permit (minimum size to be specified);5- Shuttle service permit;6- Scientific research permit;7- Special activity permit;8- Low flying permit. <p>Remove permits of less than 10 days. Specific permits for cruise ships will be issued.</p>
7	Number of permits	<p>Adjust the number of permits with the privilege to approach to reflect the current situation: 53. (New permit: Class 1)</p> <p>Remove the limitation of five permits of less than 10 days per day.</p>
8	Time frame	Specify that permit applications must be submitted at least 30 days before the activity is held or prior to permit renewal.



#	CATEGORY	AMENDMENTS
		Revoke the Class 1 permit when a permit holder fails to respond to two registered renewal notices (a total of 60 days) and remove the permit from the maximum permissible number.
9	Permit amendment	Specify that the permit holder must notify the Minister in writing of any changes.
10	Permit conditions	Add a section on the conditions that may be placed on the permit and the procedure for providing notification of changes to these conditions.
11	Permit retrocession mechanism	Provide for a voluntary permit retrocession mechanism to enable businesses to turn in unused permits to the SSLMP authorities. These permits will be subtracted from the prescribed maximum number of allowable permits.
12	Mandatory training	<p>Require operators of marine tour business vessels (Class 1 and Class 2) and kayak guides (Class 3) to hold an operator card issued by Marine Park after mandatory training to operate within the Marine Park.</p> <p>Grounds for suspension will be developed with the drafters (lawyers) in accordance with the Marine Park Act and the other legal tools available.</p>
13	Logbook	<p>Permit holders must ensure that the logbook is completed.</p> <p>Specify the information to be entered in the logbook:</p> <ul style="list-style-type: none"> • captain's name • date • departure time • return time • number of passengers • departure point • incidents (e.g. collision with a marine mammal) • signature
14	Navigation equipment	Require holders of marine tour business permits (Class 1 and Class 2), shuttle service permits, scientific research permits and cruise ship permits who operate within the Marine Park to install a GPS and radar (operational and turned on while the vessel is in use).
15	Identification flag	<p>Remove the requirement for cruise ships to fly a Marine Park identification flag.</p> <p>With respect to other commercial vessels, indicate the permit holder as the entity required to fly the identification flag rather than the operator.</p>



#	CATEGORY	AMENDMENTS
16	Identification	Require holders of sea kayaking marine tour business permits to identify the company on the watercraft.
17	Disturbance	<p>Harmonize the definition of "disturbance of a marine mammal" with the proposed amendments to the Marine Mammal Regulations by adding a ban on feeding or touching marine mammals.</p> <p>For the definition of "disturbance of a marine mammal," add a ban on playing whale sounds under water or any other noise that could resemble such vocalizations.</p>
18	Ban	Impose a park-wide ban on the use of personal watercraft and air cushion vehicles, towing sports, parasailing and commercial migratory bird hunting services (ref.: zoning section of the Management Plan).
19	Encircling	Impose a ban on encircling a whale between vessels and/or cornering it against the shore.
20	Collision	<p>Harmonize the requirement to report all collisions and any contact between a vessel and a marine mammal with the proposed amendments to the Marine Mammals Regulations under the Fisheries Act.</p> <p>Specify the operator's name, the name of the vessel, the date, the time, the location, the marine mammal species, the animal's condition, and the weather and sea conditions.</p>
21	Privilege to approach	<p>Amend the sections on distances in order to reserve the privilege to come within 200 metres of a cetacean exclusively for commercial vessels that hold a Class I marine tour business permit.</p> <p>Suspend the privilege to approach in the vicinity of a cetacean with a calf or a cetacean at rest.</p> <p>Define "calf."</p>
22	Beluga whale rules	<p>Add a new section on behaviours that are to be adopted with respect to belugas, particularly during chance encounters:</p> <ul style="list-style-type: none"> • If it is impossible to maintain a distance of 400 m, keep your course; • You can stay in observation mode when belugas approach; • Do not intentionally place the vessel in observation mode



#	CATEGORY	AMENDMENTS
		<p>to make it easier to observe belugas;</p> <ul style="list-style-type: none"> When within a half mile of belugas, operate the vessel at a speed of 5 to 10 knots.
23	Observation zone	<p>Bring forward the following measures:</p> <ul style="list-style-type: none"> Limit the number of vessels with Class I marine tour business permits that can be in the same observation zone to 10; In the definition, reduce the observation zone from one nautical mile to a half nautical mile; Remove the distinction between the fjord and the estuary in regard to observation zones; Provide for an exception regarding the maximum concentration at the meeting points of multiple observation zones (observation areas); Prohibit sailors from observing marine mammals within a distance of less than 400 m.
24	Speed reduction at the mouth of the Saguenay	<p>Limit the speed to 15 knots for all watercraft in the area of mouth of the Saguenay from May 1 to October 31.</p> <p>For speed reduction, define the area of the mouth of the Saguenay as the space between buoys S7 and S8 and the line between the ferryboat boarding points.</p>
25	Radio	<p>Require operators of commercial vessels for marine mammal observation businesses to notify the other boats by radio on channel 8 when their vessels</p> <ul style="list-style-type: none"> assume observation mode; enter the observation zone of another vessel; leaves the observation zone of another vessel.

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