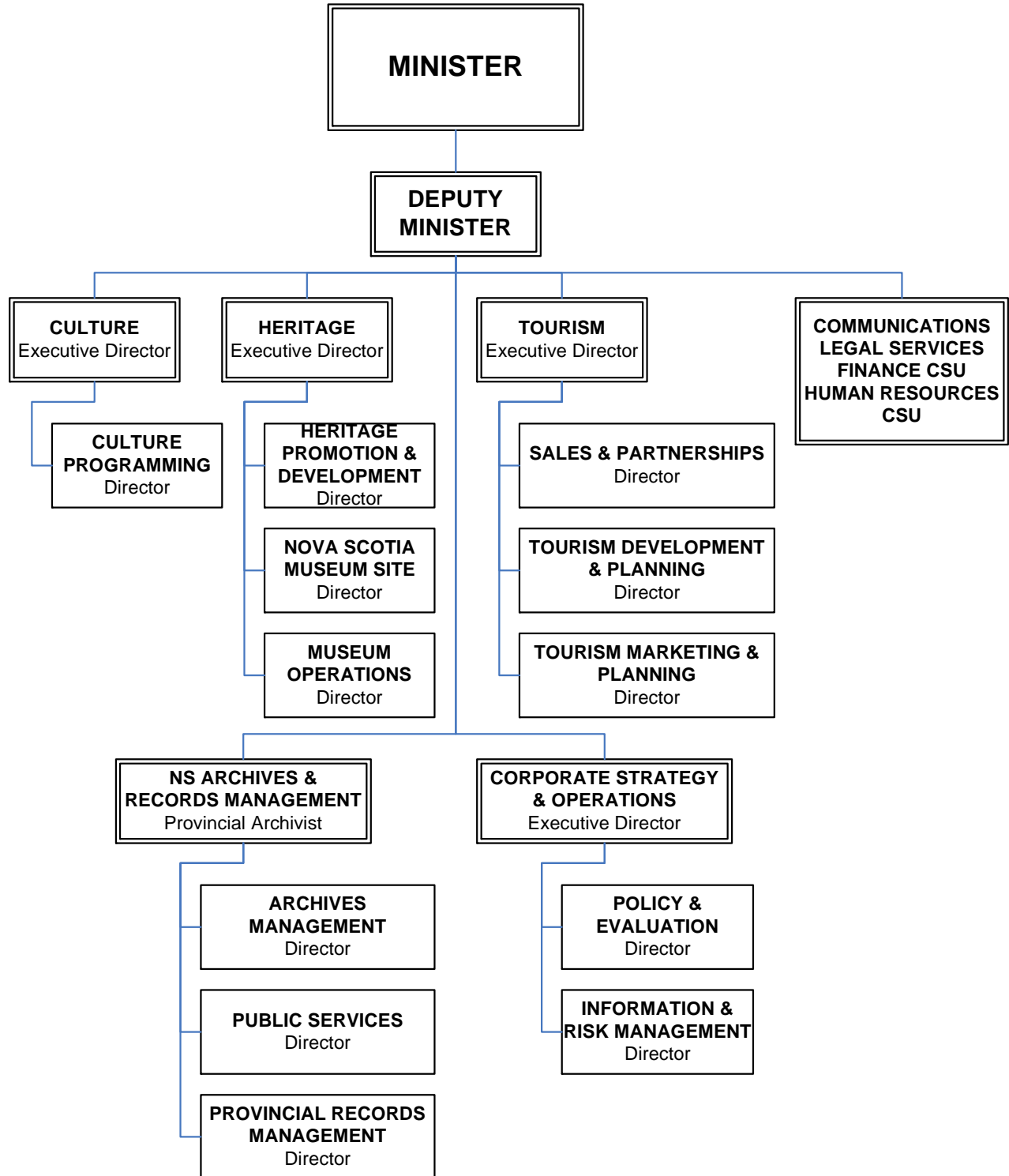


# Department of Tourism, Culture and Heritage



## **Mission**

To promote, develop and preserve Nova Scotia's significant tourism, culture and heritage resources for lasting social and economic benefits.

## **Tourism Division**

Tourism Division functions include planning and development, marketing, sales and partnerships, and operations. Overall, the division's annual plans are developed and executed under the auspices of the Tourism Partnership Council. Each year, the Annual Tourism Plan identifies strategic provincial priorities in research, marketing, sales and product development.

The division provides tourism development and planning support, including financial assistance to foster development and enhancement of tourism products; assistance in developing the market-readiness of Nova Scotia's most competitive tourism products, destinations, and attractions; planning and secretarial support to the Peggy's Cove Commission; guidance and counseling to assist entrepreneurs and tourism operators; and tourism policy, including developing and supporting government policy that assists in the growth and competitiveness of Nova Scotia's tourism sector.

On the marketing side, the goal is to market Nova Scotia as an internationally competitive tourism destination for the purpose of generating export revenues. Marketing functions include implementation of major marketing campaigns in core markets, establishing marketing partnerships, and production and dissemination of market research. The division also devotes attention to regional programming through specific advertising and literature programs, as well as marketing themes and point-of-sale displays. Sales is also a critical function, which fosters promotion of Nova Scotia's brand through work with the travel trade and travel media.

Tourism operations include the inspection and licensing of all fixed-roof accommodation and campground properties and support of the Canada Select accommodation rating program. The division also implements service excellence training and programs such as the Fair and Friendly Currency Exchange, provides toll-free information and reservation service to people interested in Nova Scotia as a vacation destination through the Check-In service, and manages Nova Scotia's official tourism website [www.NovaScotia.com](http://www.NovaScotia.com).

In addition to these core functions, the division is responsible for managing a variety of provincially owned crown assets including three provincial Signature Resorts, eleven Visitor Information Centres, and the Tourism Literature Distribution Centre.

## **Culture Division**

The Culture Division provides investment support and expertise to Nova Scotia's culture sector, which is fast growing with significant potential to diversify our economy and stimulate job creation. The division supports professional artists using peer assessment processes. It works with partners to strengthen community cultural skills and knowledge, heighten the quality and diversity of activities and increase access to cultural resources and activities. The division provides annual operating assistance to cultural organizations and facilities throughout the province. The division also makes strategic investments in export focused cultural industries of national and international profile.

A Nova Scotia Arts and Culture Partnership Council provides strategic planning advice on new directions and priorities to the department with the common goal of continued growth in the culture sector.

## **Heritage Division**

The Heritage Division is responsible for operating the Nova Scotia Museum family of 27 museums. In addition, it provides a wide range of heritage services, including carrying out and sponsoring new research on Nova Scotia's heritage, and creating a variety of products such as exhibits, publications, web sites, museum kits and educational programs that interpret our rich natural and cultural heritage. Through various acts, the division is mandated to ensure the stewardship and protection of significant archaeological, historical and palaeontological sites and remains, including those underwater. The division supports the market-readiness of museums, and the development of heritage areas and initiatives, such as trails and events, that provide authentic experiences for visitors, thereby strengthening Nova Scotia's tourism mix, and encouraging an economic atmosphere that allows Nova Scotians to work and learn in their own communities. The division is also responsible for managing the Bluenose II.

## **Corporate Strategy & Operations**

The Corporate Strategy & Operations Division provides corporate and department-wide policy support to the Deputy Minister and department to ensure policy development is coordinated and consistent with government priorities. The division also provides administrative, planning, program evaluation, information management, risk management, support for *Freedom of Information and Protection of Privacy*, and overall coordination support to the department.

## **Archives and Records Management**

Integrated functions include records management, archival holdings management, and public services. Nova Scotia Archives and Records Management acquires and preserves government and private-sector records of provincial significance and scope, and facilitates public access to those records onsite and online for research and life long learning. It also develops policies, standards, procedures, and services for effective records management in government and is the permanent repository of the records of public bodies. In addition, it encourages and assists the professionalization of archival and records management activities within the public and private sectors.

## **Acts Administered**

*Arts Council Act*  
*Art Gallery of Nova Scotia Act*  
*Cemeteries Protection Act*  
*Cultural Foundation Act*  
*Gaelic College Foundation Act*  
*Government Records Act*  
*Heritage Property Act*  
*Multiculturalism Act*  
*Nova Scotia Museum Act*  
*Nova Scotia Tartan Act*  
*Order of Nova Scotia Act\**  
*Peggy's Cove Commission Act*  
*Public Archives Act*  
*Schooner Bluenose Foundation Act*  
*Sherbrooke Restoration Commission Act*  
*Special Places Protection Act*  
*Tourist Accommodations Act*