



PROJECT OVERVIEW

TITLE: Barkerville’s Travelling Exhibit to China: Who Am I? Bridging the Pacific – From Guandong to Barkerville and Back

Date: November 2011

PROJECT DESCRIPTION:

The Barkerville Heritage Trust is developing a travelling exhibit complete with photos, dioramas, artifacts and books dedicated to the Chinese people that came to BC during the Gold rush. The goals of this exhibit are to create important links for research and communication with museums and academic institutions on both sides of the Pacific, to enhance awareness of Barkerville in China and increase tourism in BC and Canada.

RATIONALE:

The City of Prince George is developing a strong connection with Jiangmen with the objective of growing business opportunities. The Barkerville Historic Town is being recognized in China for its preservation of buildings, artefacts, and historic records. It is believed that this exhibit will directly benefit the region’s economic development and tourism opportunities.

The travelling exhibit will contribute to the achievement of the following OBAC Tourism Strategy recommendations:

Recommendation #3: Increase awareness of the nature and value of the opportunities in tourism available in the region.

Recommendation #4: Increase tourism by using the region’s features and attraction to a full advantage.

PARTNERS:

The City of Prince George, Barkerville Historic Town, Hong Kong Museum of History, Guandong Overseas Chinese Museum, Wuyi University and Jiangmen Overseas Chinese Museum, Consulate General of the People’s Republic of China in Vancouver, and the Province of British Columbia have all agreed to partner in developing this exhibit.

TIMELINES:

November, 2011 to December 31, 2012

RESOURCES:

To date, OBAC has contributed \$50,000.00, the Caribou Chilcotin Beetle Action Coalition has contributed \$50,000.00, and the City of Prince George has contributed \$10,000.00. The Barkerville Historical Society is in the process of seeking additional funds from corporations, foundations, philanthropists and governments.

REGIONAL STRATEGIES: Tourism Sector Strategy

ACTIVITY

Develop a travelling exhibit that will consist of historic Cariboo photographs, three dioramas, an interactive computer kiosk and a bilingual book.

OUTPUTS

The exhibit will tour Hong Kong and South China in 2012. It is anticipated that the exhibit will remain in China as a gift.

INTERMEDIATE OUTCOMES

An increased interest in travelling to BC from Chinese tourists and business people.

OUTCOMES

Stronger business relationships developed, increased tourism to BC, important links created for research and communication