



Indigenous Cultural Experiences

# NATIONAL GUIDELINES

# PRESENTATION OVERVIEW

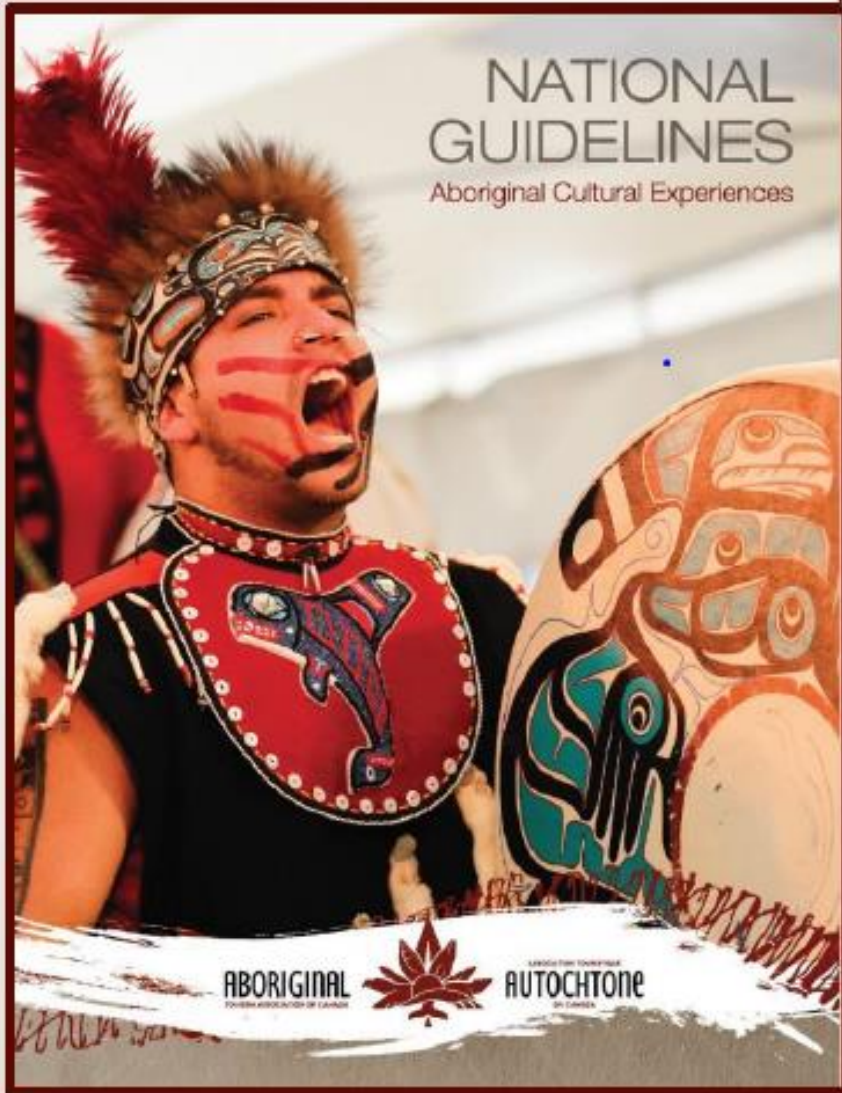
## **Standards of Readiness**

- Market Ready Checklist
- Export Ready Checklist
- Benefits of being Ready

## **Authenticity**

- Defining Cultural Authenticity
- 5 Keys to Authenticity

# UPDATE NATIONAL GUIDELINES



## National Cultural Tourism Guidelines

- Definitions and case studies
- Questionnaire workbook format
- Guidelines for various stages of development





# STANDARDS OF READINESS

Market & Export Ready Standards

## WHAT DO MARKET READY & EXPORT READY MEAN?



**MARKET READY:** Businesses that have all of their operating permits and insurance to operate legally. Meets or exceeds industry expectations, communicates with potential visitors year round and can accept advance reservations. Business is **minimally 51% Indigenous-owned.**

## WHAT DO MARKET READY & EXPORT READY MEAN?

**EXPORT READY:** Market ready criteria is met, plus business is prepared to work with travel trade distribution channels. Includes understanding commission, net rate pricing and agrees to trade bookings / cancellation policies



## MARKET READY CHECKLIST

- Have been operational for a **minimum of 2 years**
- Accessible to visitors **24-hours a day, 365 days** a year by phone, fax or email and returns calls within 24 hours during standard business days
- Meets all **health and safety standards** for their tourism sector including all applicable business licenses and liability insurance
- Offer a **quality tourism experience** and product that can be assessed or qualified through industry awards and recognition or visitor, trade, media and tourism association feedback

## MARKET READY CHECKLIST

- Able to demonstrate that front line and management staff have the necessary **training, ability and skills to deliver a quality tourism experience**
- Have **published rates established** at least 6 months in advance and are able to take advance reservations
- Accept **debit and credit cards** from visitors
- Aware of the provincial / industry standards for their sector and are able to **meet or exceed those expectations**
- Business is **51% Indigenous-owned**



## EXPORT READY CHECKLIST

- Meet all **market ready criteria plus:**
- Understand tourism **sales distribution channels**
- Have a **pricing structure with published rates** that leave room for commissions, net rates and discounts at various levels
- Can **guarantee price and capacity 12-18 months** in advance
- Have **high-resolution photos** available for editorial and promotional use

## EXPORT READY CHECKLIST

- Generate **invoices for trade and can accept vouchers** from trade partners
- Have a **detailed marketing plan** outlining strategies in overseas markets
- Support and encourage **site visits and familiarization tours** with trade partners
- Maintain **commitment of a quality experience** as promised

## BENEFITS OF BEING “READY”

- Meets internationally recognized industry standards
- Quality assurance
- Businesses is more competitive and can successfully reach new visitor opportunities & markets
- Protects the authenticity of the product by being owned / controlled by Indigenous people



# AUTHENTICITY

Best Practices



# CULTURAL AUTHENTICITY



- Culture **belongs to the community** and it's people – it must be protected for future generations
  - Developed & delivered in a way that supports the community it represents
  - Community has autonomy to determine what is “appropriate” to share
  - ITAC supports authority of each community to determine their own cultural protocols

## IT'S ABOUT BALANCE:

Cultural tourism experiences must find a **balance** between

**WIDE  
TOURISM  
APPEAL**

**VS.**

**TRUE  
TO PAST &  
PRESENT**

# **5 KEYS TO DEFINING AUTHENTICITY**



1

**Business is majority  
Indigenous-Owned and controlled.**



# 2

Community benefits in a significant & meaningful way.



3

Indigenous control  
of content being shared.







# 4

**Sacred sites and traditional activities are protected from negative tourism impacts.**

# 5

Offer a real connection to the community, land and culture.





# VIDEO: Indigenous Voices

# Tourism Wendake (QU)

Wendake is located 14 minutes from the heart of Québec City. This community offers a complete immersion in the Huron-Wendat culture. Many activities are available year-round. The icon of Wendake offering 55 rooms all facing the Akiawenrahk River; where tradition and modern mix.

**SAMPLE TRIP:** Stay overnight at the iconic Hôtel-Musée Premières Nations, stop in at the Huron-Wendat Museum to learn about the local people. In the evening, visit with the story-teller, then extend your authentic Huron-Wendat experience by spending the night at the longhouse!

**DURATION:** 2 days      **LOCATION:** Quebec City, Quebec



Hôtel-Musée Premières Nations

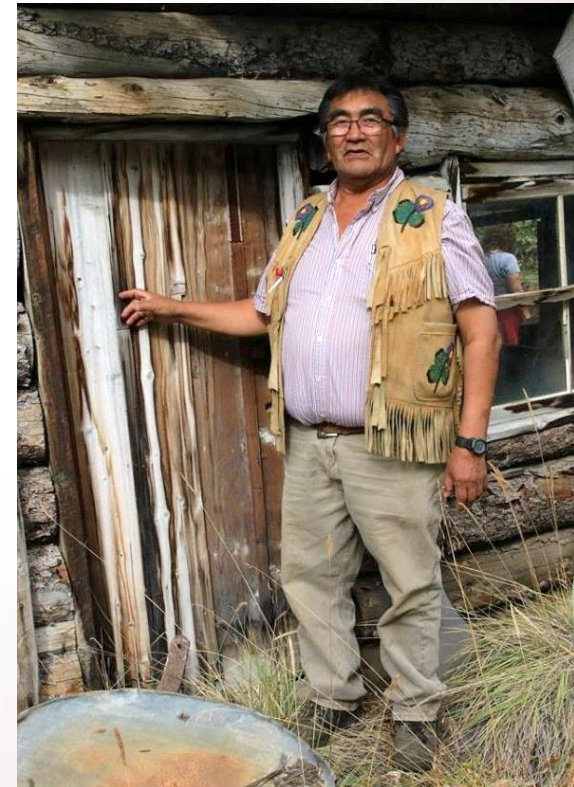
# Shakat Tun Adventures (YK)

## TRADITIONAL KNOWLEDGE - CULTURAL ADVENTURE AND WILDERNESS CAMP

James Allen has long been hosting culture and healing camps for Indigenous youth and adults at Shakat Tun, which means “summer trail” in the language of the Southern Tutchone. He has extended his family’s warm welcome to his camp, located next to Kluane National Park and Reserve, a UNESCO World Heritage Site north of Whitehorse, Yukon.

**SAMPLE TRIP:** Shakat Tun Adventures offers its visitors a once-in-a-lifetime, hands-on experience in the ways of his people. Try your hand at beading, trapping and drum-making. Taste traditional foods gathered on the land that have sustained its people for generations, such as dried meat or fish.

**DURATION:** 2 to 5 Days      **LOCATION:** Haines Junction, Yukon





## KEY TAKEAWAYS



- Market & Export readiness are key to product development and marketing of Indigenous tourism businesses
- Authenticity is a key component of readiness criteria
- Authenticity allows business owners and communities to find a balance between wide spread tourism appeal and being true to themselves



IndigenousTourism.ca

**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA