

Grass Roots Community Tourism Development





Indigenous Tourism Alberta

Incorporated in 2018 as a not-for-profit member-based society, Indigenous Tourism Alberta (ITA) provides leadership in the development and marketing of authentic Indigenous tourism experiences through innovative partnerships.

OUR MISSION

To grow and promote authentic, sustainable and culturally rich Indigenous tourism experiences showcasing Alberta as a premier Indigenous tourism destination.

OUR VISION

To see the Indigenous Peoples of Alberta thrive through a financially sustainable Indigenous tourism economy sharing culture and stories.



Who is Indigenous Tourism Alberta?





What is Community Owned Tourism?



Grey Eagle Resort & Casino



GREY EAGLE
RESORT & CASINO
ON THE BEAUTIFUL TSUUTINA NATION

[BUS TOURS](#) [PROMOTIONS](#) [REWARDS CLUB](#) [ABOUT US](#) [CAREERS](#) [BINGO](#)

[HOTEL](#) [MEETINGS](#) [EVENT CENTRE](#) [RESORT CALENDAR](#) [CASINO](#) [DINING](#)

Wendake Nation

Wendake is a Huron Wendat community just 15 minutes from downtown Quebec City

Home to around 1,800 of the 4,000 band members living on reserve

Established Tourism Wendake in 2006 to promote tourism, support community tourism readiness and promote local Indigenous culture

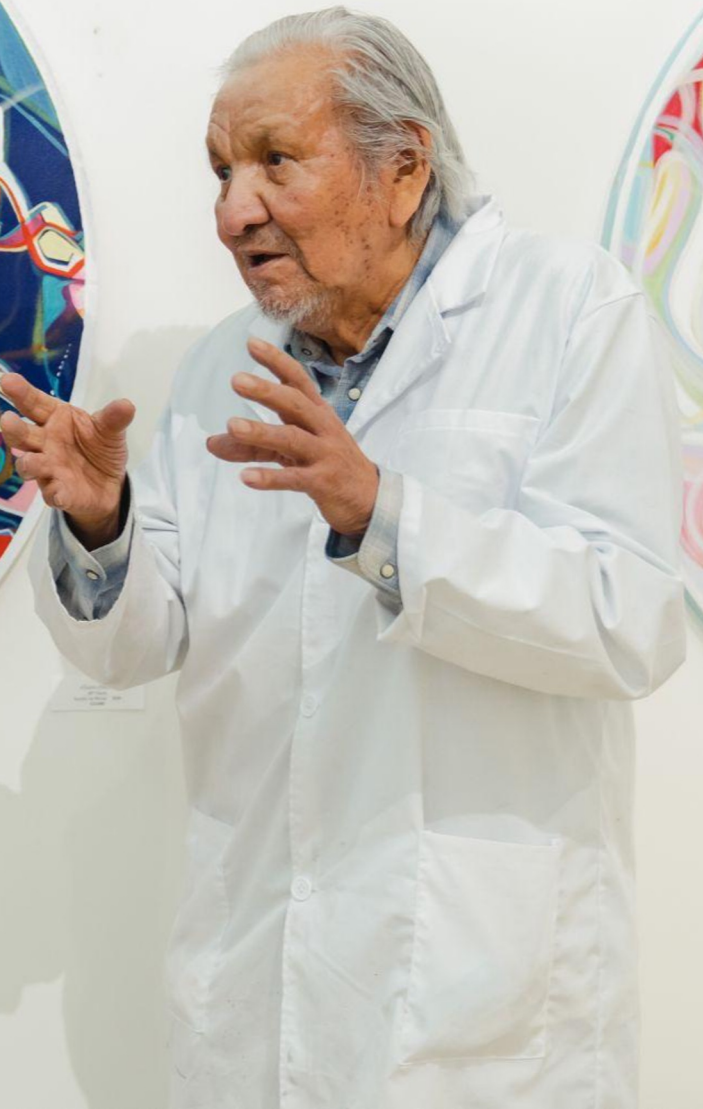




What is Grassroots Tourism?

- Indigenous people are the original storytellers
- Local businesses participating in tourism economy
- Supporting the growth of the Indigenous businesses
- Community collaborations
- First Nations, Métis, and Inuit authentic representation
- Community level partnerships

Authenticity is at the heart of Indigenous Tourism



Grassroots Tourism Philosophy

- Key Elements for Developing Grassroots Tourism

- Community Ownership
- Community Empowerment
- Community Pride
- Relationships



Industry Opportunities for Your Community

4 types of Experiences



Nature Based + Adventure



Cultural + Heritage



Culinary



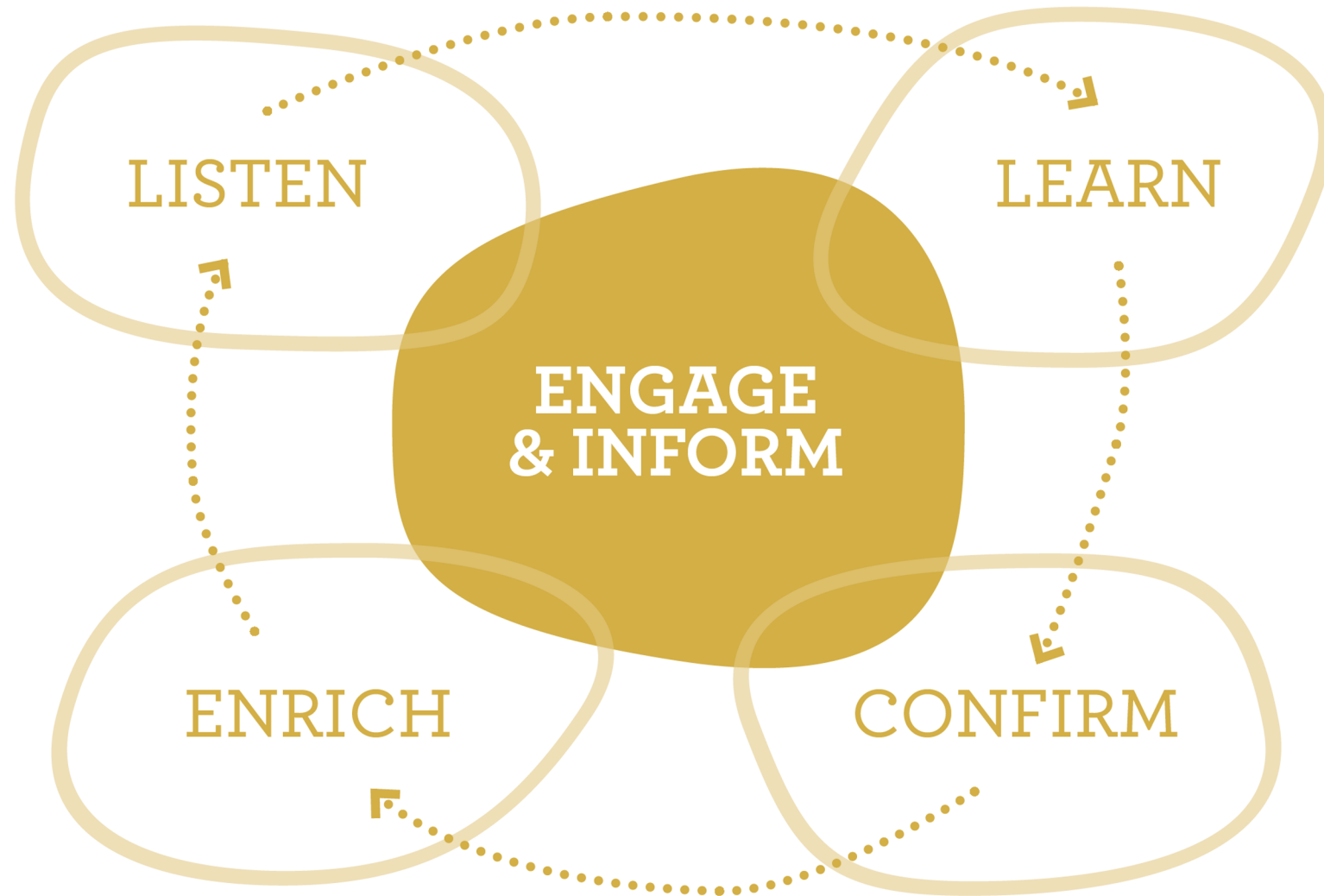
Educational

What are some strengths your community has that could align with visitor's desires for meaningful experiences?



Community Engagement

Methodologies for Community Engagement



Grassroots Tourism Philosophy: Groundwork

Your community's tourism ambitions

COMMUNITY OWNERSHIP

COMMUNITY EMPOWERMENT
& INTEGRATION

COMMUNITY PRIDE

RELATIONSHIPS



Industry Opportunities for Your Community: Groundwork

Purpose of a SWOT Analysis

Strengths

- o Active culture with a strong connection to the land
- o Located half an hour outside of Edmonton
- o Hiking trails developed
- o Exciting visitor experience options throughout all seasons

Weaknesses

- o Lack of a Visitor Centre
- o Limited accommodation capacity
- o Only a small range of food and beverage services

Opportunities

- o Many established tour operators in the region to potentially partner with
- o Trend of increased domestic tourism
- o Unique cultural characteristics with which to create a strong brand identity

Threats

- o Long-term impacts of COVID-19
- o Competition with nearby communities
- o Potential environmental impacts
- o Impacts of climate change



Benefits for Your Community

Summary of Potential Benefits (SEEC Model)

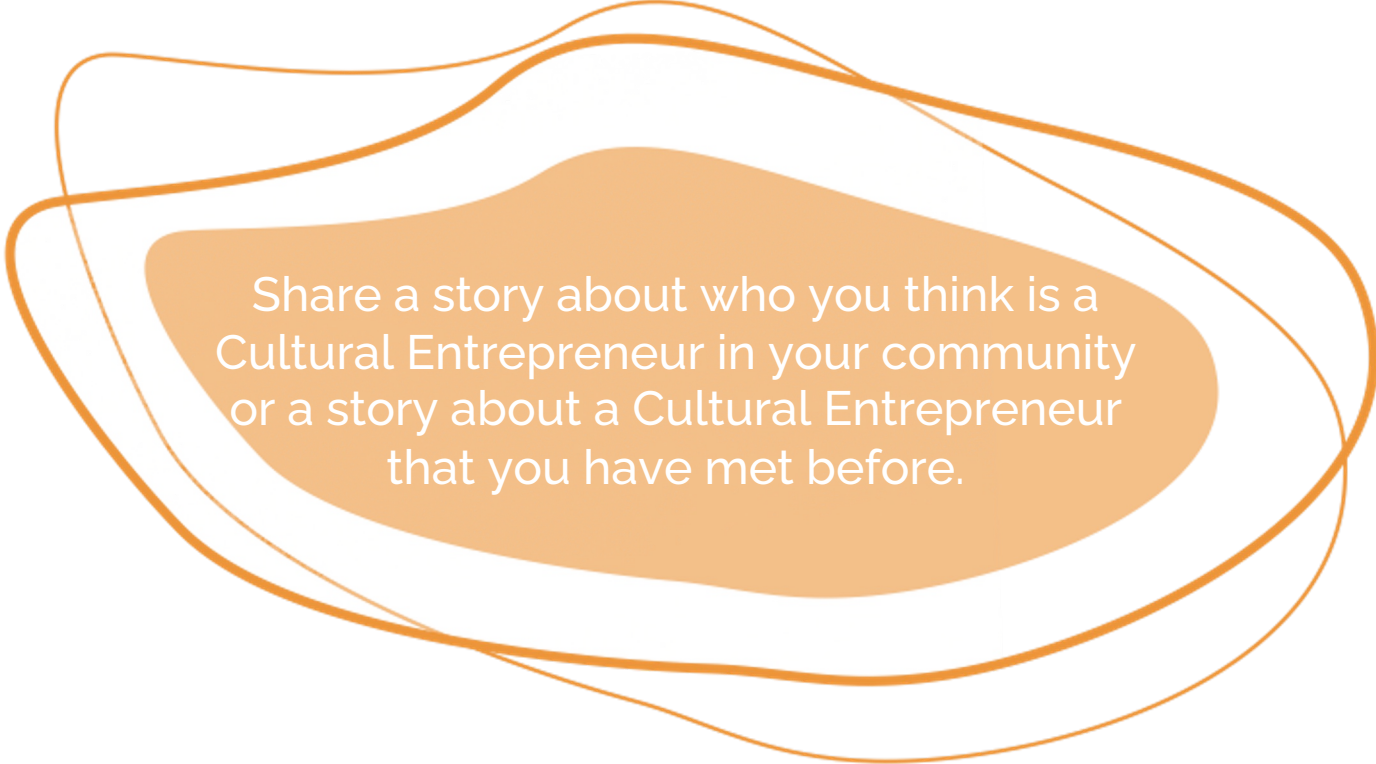
SOCIAL	ENVIRONMENTAL	ECONOMIC	CULTURAL
Enhances your community's sense of pride, identity, and unity	Contributes to a culture of protection and preservation	Diversifies the economy through creating new business opportunities, jobs, and income streams for community members	Encourages the preservation and celebration of your community's local culture, heritage, and language
Creates opportunities for healthy relationships and partnerships both within and beyond your community	Encourages community beautification	Improves the local living standard and livelihood	Ensure the continuity of traditional knowledge into future generations by creating a demand and assigning value to it
Provides opportunities for youth such as education, training, and employment	Increases visitors' awareness of the area and its environmental significance	Supports existing businesses and provides opportunities for expansion	Provides opportunities for intergenerational learning and bridging the gap between Elders and youth
Contributes to reconciliation through facilitating learning, growth, and the revitalization of Indigenous culture	Encourages both residents and visitors to consider their impact on their surrounding environment	Generates tax revenues	Contributes to intercultural understanding and tolerance through mutual relationships grounded in respect
Attracts the attention of the government to support social issues	Potential changes in land use by generating financial and political support for conservation	Helps develop and maintain new and existing community amenities	



Recognizing your Community's Cultural Entrepreneurs

Who is a Cultural Entrepreneur?

An individual with unique knowledge, skills, access, and the passion to create engaging experiences to share with visitors.



Share a story about who you think is a Cultural Entrepreneur in your community or a story about a Cultural Entrepreneur that you have met before.

Recognizing your Community's Cultural Entrepreneurs: Groundwork

GROUNDWORK – Seek Out the Cultural Entrepreneurs in your Community

1. Who are the Cultural Entrepreneurs in your community?
2. What are their skills, passions, and special knowledge?
3. What do they enjoy doing and sharing with others the most?



Cultural and Natural Features in your Community

Cultural Features may include:

- Language
- History
- Stories from your Elders
- Myths & legends
- Community activities & events
- Arts & crafts
- Culinary specialties
- Traditional breaks
- Hunting, fishing, gathering, and foraging
- Music and dance



Cultural and Natural Features in your Community

Natural features may include:

- Distinct land/ecological features
i.e. mountains, lakes
- Flora & fauna
- Medicinal plants
- Access to remote wilderness
- Access to urban areas



Share an example of a natural or cultural feature that makes your community unique.

Cultural and Natural Features in your Community: Groundwork

GROUNDWORK – Your Community's Cultural & Natural Features

Complete the following tables:

CULTURAL FEATURES
IN YOUR COMMUNITY
AND SURROUNDING AREA

POTENTIAL TOURISM
ACTIVITIES RELATED TO THE
CULTURAL FEATURES

NATURAL FEATURES
IN YOUR COMMUNITY
AND SURROUNDING AREA

POTENTIAL TOURISM
ACTIVITIES RELATED TO THE
NATURAL FEATURES

Growing as you go





Building your foundation and direction first





Thank you

