

Northern WE in Tourism

*Creating Sustainable Livelihoods for Indigenous Women Entrepreneurs in
Tourism in the Canadian North*

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First Nation, Métis and Inuit people call this iconic place home.

Northern WE in Tourism

Taking place in the northernmost reaches of Canada, the Northern WE in Tourism project engages Indigenous women entrepreneurs from the Northwest Territories, Newfoundland and Labrador, Nunavut, the Yukon, and Northern Quebec in a collaborative research study.

Together, we are exploring best practices through a lens focused on tourism and recommending a framework that supports the development of sustainable livelihoods.

Phases of Engagement

- Ethics and Permitting
- Pre-engagement survey
- Storytelling interviews
- Sharing Circles
- Visioning Ceremony
- Sharing our story

The Conversation

- Identifying challenges and opportunities in accessing training and support
- Role entrepreneurship plays in self-determination and reconciliation
- Role of social innovation in creating pathways to sustainable livelihoods for Indigenous women entrepreneurs

Sheila Flaherty
Owner/Executive Chef
Sijjakkut
Iqaluit, Nunavut





Kristen Hickey
Owner
Gros Morne Adventure Tours
Newfoundland

A close-up photograph of two women smiling in a snowy outdoor setting. The woman on the left is wearing a grey jacket, a black hood, and a grey cap with sunglasses perched on it. The woman on the right is wearing a grey cap with a tree logo and a black jacket. In the background, there is a fire pit with a fire, a yellow tent, and snow-covered trees. A piece of yellow fabric is hanging from a tree on the left.

Montana Prysruk
Co-Owner
Copper Caribou
Vuntut Gwitchen First Nation, Yukon

INDIGENOUS
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Building Back Better

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"Sometimes...you need to be a warrior."

Interview #17; Entrepreneur, Northern WE, 2023

