



LEGACY TOURISM GROUP

CREATING TOURISM SOLUTIONS AND LEGACIES WORLDWIDE



The key elements required to ensure the successful execution of a major aboriginal tourism project.

How do we define a “major” aboriginal tourism project?

How do we define success?



1. Management Firm: Credentials and Commitment.



2. Phased planning process with formal disengagement points.



3. Key stakeholder (as defined by the Nation) consultation including community capacity inventory and cultural sharing plan.



4. Understanding of the importance of customer-centric product development that remains true to the Nation's cultural values.



5. Understanding of the many forms of authentic aboriginal experiences.



6. Ensuring that we understand the motivations for travel of our target market(s).

“Aboriginal tourism opportunities are normally sought out while on trips, as opposed to during the pre-trip planning process”

2015 O'Neill study for ATAC on *Economic Impact of Aboriginal Tourism*



7. Understand the risks, both financial and otherwise.



8. The ultimate success requires WOW and uniqueness.





9. Create a few key, superlative activities then expand the menu to appeal to the broadest market.



10. Create a significant downstream economy.



11. Provide opportunities for off-season community use.



12. Project should have the ability to reinforce conservation values and enhance the realities for land protection.



13. Become a catalyst for youth educational aspirations and supporting educational programs and scholarships.



14. Ensure that there is a commitment and adequate budget to ensure continuous and consistent capacity building.



To achieve all of these benchmarks is a significant achievement and is as much an art as a science.

The reality however, is that opportunities exist all over this country for First Nations to create these types of world class tourism experiences.



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