

# Northern WE in Tourism



Our journey begins today.



## Building Back Better

- Since 2014, ITAC has strengthened Indigenous tourism through business development and cultural marketing earning the organization global recognition as an industry leader. Together, with Indigenous entrepreneurs, global partners, and the support of our allies we secure investment into creating a sustainable and accessible Indigenous tourism industry in Canada.
- Through building a network of territorial and provincial partners, our three main priorities for 2022 - 2023 are to inspire, leverage, and strengthen the industry by identifying gaps and creating training to prepare entrepreneurs and tourism operators for market and export-readiness.



**Building Back Better**

- Sustainably recovering from the impact of COVID-19 requires us to address Indigenous tourism through a values-based lens focused on Indigenous worldviews, traditional knowledge, and social impact.
- A strong Indigenous tourism industry is vital to the recovery of Indigenous business, culture, and communities on the road to truth and reconciliation through economic resilience and self-determination.



## Building Back Better

As of March 2022 Indigenous Membership in ITAC Represented 1,022 Businesses

- Over 33% of Indigenous tourism businesses are owned by females, double that of non-Indigenous tourism businesses. The impact of the pandemic on their families and community is profound.
- COVID 19 has not been equally felt across Canada and has devastated Northern Indigenous communities already exacerbated by social and environmental inequities.

In March 2021 43<sup>rd</sup> Parliament, 2<sup>nd</sup> Session, The Standing Committee on Indigenous and Northern Affairs, Bob Bratina Chair, published the COVID 19 and Indigenous Peoples: From Crisis Towards Meaningful Change report citing:

*“Indigenous communities, businesses, and individuals are not left behind during and after the pandemic” with a strong emphasis on supporting women and girls.”*



# Northern WE in Tourism Project

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 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.

Key stakeholders include organizations such as:

- Yukon First Nations Culture and Tourism Association
- Nunavut Tourism Association
- Newfoundland Labrador Indigenous Tourism Association
- Northwest Territories Tourism
- Indigenous Tourism Quebec
- EntrepreNorth
- Band and Tribal Council
- Government agencies
- Other organizations in Canada's North



# Northern WE in Tourism Project

- The project includes a needs assessment for skills-based training for Indigenous women entrepreneurs in Canada's North. Using "Two Eyed Seeing", respecting both Indigenous and Western practices, we will identify hard and soft skills and recommend development opportunities.
- Through storytelling, Elder led visioning, and sharing circles, we will draw from land-based connections to gain a deeper perspective of existing strengths, opportunities, aspirations, gaps, and barriers to business entry and sustainability.



# Northern WE in Tourism Project

- To recommend an Indigenous-led, ally supported research model based on the four research Rs of:
  - Relevance
  - Respect
  - Reciprocity
  - Responsibility

Understanding that “research is ceremony” and that there is “nothing about us without us”.







The aim of the project is to gauge access and provide recommendations on entrepreneurship training that meets the unique cultural needs of Indigenous women entrepreneurs in the North.

This includes:

- A needs assessment informing competencies and training requirements including access to wrap-around supports
- Best and inclusive practices and ecosystems
- Recommendations for skills-based training programs co-created with Indigenous women drawing from the past, present, and future ways of knowing that form Indigenous worldviews
- Publish recommendations on what is needed to support and build entrepreneurial capacity for Indigenous women in tourism, in the North



# Project Methodology

- PHASE ONE: STORYTELLING
  - PHASE TWO: VISIONING WITH ELDERS
  - PHASE THREE: SHARING CIRCLES
  - PHASE FOUR: CEREMONY
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- Each phase of engagement provides critical knowledge and an enhanced understanding of tourism in the North. This knowledge is applied to refining the next project phase.
  - Pre and post surveys use plain language and are conducted at strategic points during the engagement process.

# PHASE ONE: STORYTELLING

- One on one engagement interviews to better understand the pathways to success for Indigenous women entrepreneurs in the North.
- Build relationships and gather insights into formal and informal supports including connection to community (ecosystems).
- Identify skills and knowledge required to support Indigenous entrepreneurship amongst women in the North.
- Pre-interview survey to collect demographic data such as location, age, etc.





## PHASE TWO: VISIONING FOR THE FUTURE

- Visioning and sharing circles with Elders in each region.
- Knowledge of pathways to entrepreneurship amongst Indigenous women in tourism.
- Cultural connections and how they define entrepreneurial success in tourism.
- Focus on the historical significance and context of visioning in transferring knowledge and skills.
- Imagining what a successful economic future for women in the North could look like, and what is required to achieve it.
- Imagining the role of tourism in reconciliation and self-determination



PHASE THREE: SHARING CIRCLES

**Online Sharing Circles** will be conducted with Indigenous women entrepreneurs in each region. Each circle will establish and explore a number of themes relating to:

- The journey and pathways to Indigenous entrepreneurship in the North;
- Barriers to Indigenous entrepreneurship in the North including services and skills development;
- What being an Indigenous entrepreneur in the North means to women.
- What benefit Indigenous entrepreneurship represents to the individual/community.





## Sharing Circles

- Cultural and political conversation about Northern needs as well as an opportunity to delve into meaning-making around the Northern Indigenous entrepreneurial experience;
- What role entrepreneurship plays in self-determination and reconciliation.
- A pre sharing circle survey will be conducted to identify demographic data. This will be followed by a post survey to evaluate ideas generated and a specific skills based needs assessment.

# Phase four: Ceremony

## PHASE FOUR: CEREMONY

In person event at ITAC International Indigenous Tourism (IITC) Conference in March 2023.

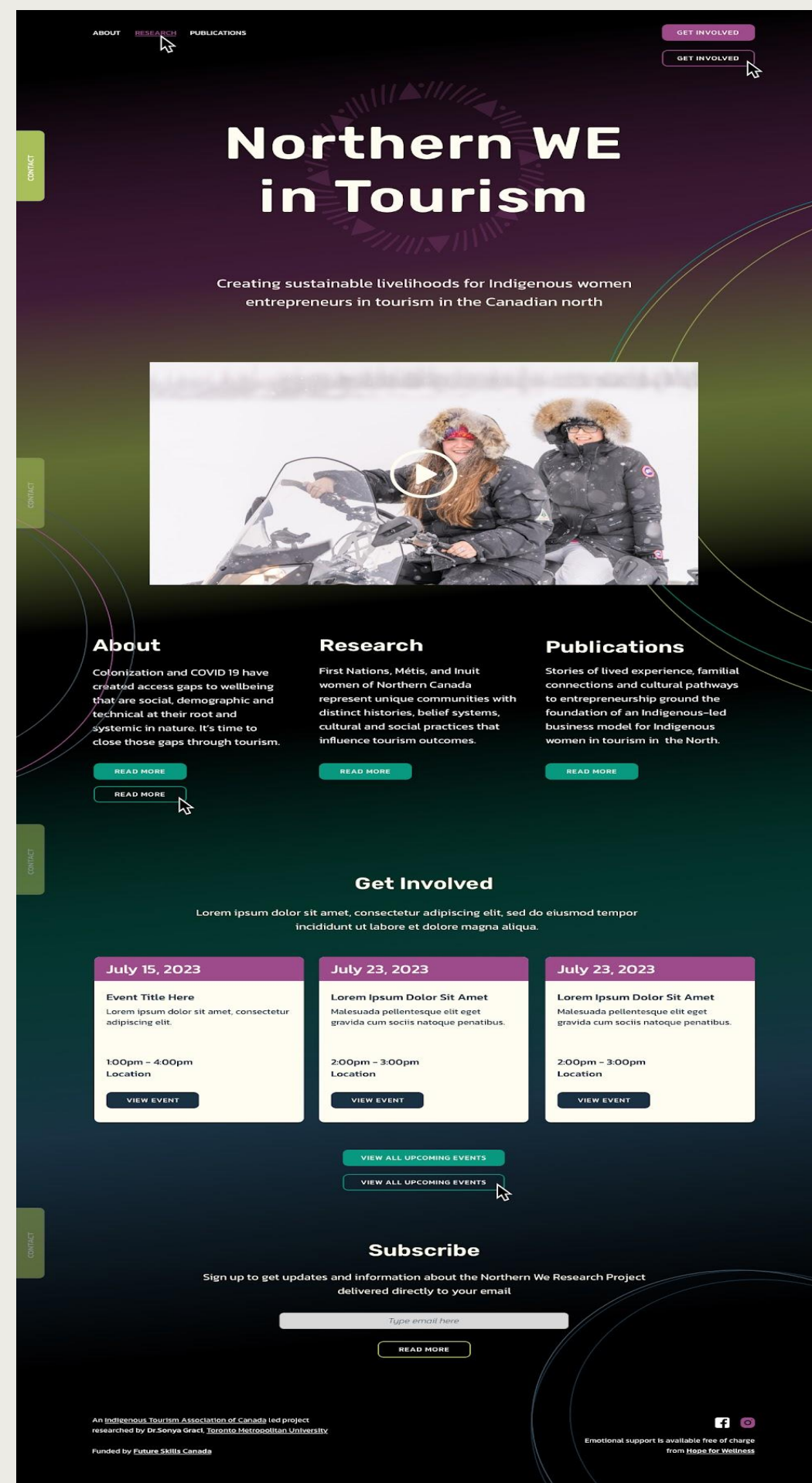
- Present the findings from the first three phases
- Receive feedback on findings and discuss a strategy for building a support-based network
- Create a vision statement to confirm Indigenous creation and affirmation of the project
- Affirm the collaborative model for adoption and publication





# Northern We in Tourism

Coming soon northernwe.ca



# Discussion

A man wearing a heavy, patterned winter coat, a dark hat with a fur trim, and gloves is standing in a snowy environment. He is holding a small piece of food in his gloved hand, and a medium-sized dog with brown and black fur is standing on its hind legs, looking up at him. The background shows a snow-covered building with a chimney and some green structures partially covered in snow.

Can we talk?

Questions and break-out groups.