



Best Practices in Sustainable Aboriginal Tourism

What is the issue?

Aboriginal tourism is a growing tourism sector, and can bring positive impacts to communities. In places such as Australia, New Zealand, and South America, Aboriginal tourism has been successfully developed and promoted. However, Aboriginal tourism in Canada is less developed, which has led to much confusion about the definition, scope and purpose of this form of tourism development.

What did the researcher do?

This project initially developed a list of best practices created through literature review. The researchers then conducted a content analysis of ten Aboriginal tourism project websites in Canada that looked for evidence of these best practices.

The criteria included government support, marketing strategy, aboriginal community involvement, authenticity, stages of development, partnership, and sustainability. Current issues and challenges in Sustainable aboriginal tourism are discussed and recommendations are offered. This study was conducted in September - December 2016.

What were the outcomes?

This research uncovered that in order to achieve sustainable aboriginal tourism development the destination would have to apply appropriate marketing strategies, offer authentic tourism products and reach the highest stage of development.

Areas where the ten examples scored least include government funding and partnerships with tour operators and other businesses.

Why is this research Useful?

Communities and tour operators can use this research to understand the best practices used in Sustainable Aboriginal tourism. Through the examined examples, a tour operator can conclude on the specific characteristics that attribute to Aboriginal Tourism. Communities and governments can identify areas that are least successful and attempt to adapt policy and programming to better meet these needs.

About the Researcher

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Citation

This report was conducted as a class project and is available by contacting the Institute for Hospitality & Tourism Research directly.

Keywords

Aboriginal tourism, sustainability, tourism product, community involvement, Canadian tourism.

Hospitality & Tourism Research Institute

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