

# Building a Strong Indigenous Work Force

DESTINATION  
INDIGENOUS



THE  
ORIGINAL  
ORIGINAL



INDIGENOUS  
TOURISM ASSOCIATION OF CANADA



# Presented by



## Keith Henry

President & CEO

Indigenous Tourism Association of Canada



[Keith Henry](#)



[@KeithHenryMetis](#)





# Labour Campaign





# Perception Survey of Indigenous Canadians' Views on Tourism – Key Takeaways

Some high-level trends in the responses:

- *Fears about the intergenerational loss of cultural knowledge overlap with concerns among youth that they don't have enough understanding of their traditions and heritage to authentically represent their culture to visitors.*
- *Tourism is generally seen as important to national and provincial economies, and Indigenous Tourism in particular is seen as important to community wellbeing, to Indigenous autonomy and self-governance, and to reconciliation.*



# Perception Survey of Indigenous Canadians' Views on Tourism – Key Takeaways

Some high-level trends in the responses:

- *Respondents overwhelmingly agree (80%) that Indigenous Tourism is a place that they can learn and practice their culture, language, and traditions.*
- *The most popular choices among respondents for employment in tourism were outdoor activity leaders, cultural activity leaders, and entrepreneurs. For year-round work (part-time or full-time), entrepreneur was the most popular choice.*

# Indigenous Tourism Worker Archetypes

## Knowledge Holders

- *Respected community members who can teach cultural traditions, languages, and histories to those who have not had access to inter-generational transmission.*
- *Likely to find social impact and meaning in jobs that are built around this cultural knowledge sharing within their own communities.*

# Indigenous Tourism Worker Archetypes

## Knowledge Seekers

- *People who feel that their cultural knowledge is inadequate to work in Indigenous Tourism, but who see the economic and social importance of the sector.*
- *Likely to be attracted to work that is both culturally meaningful and financially rewarding.*



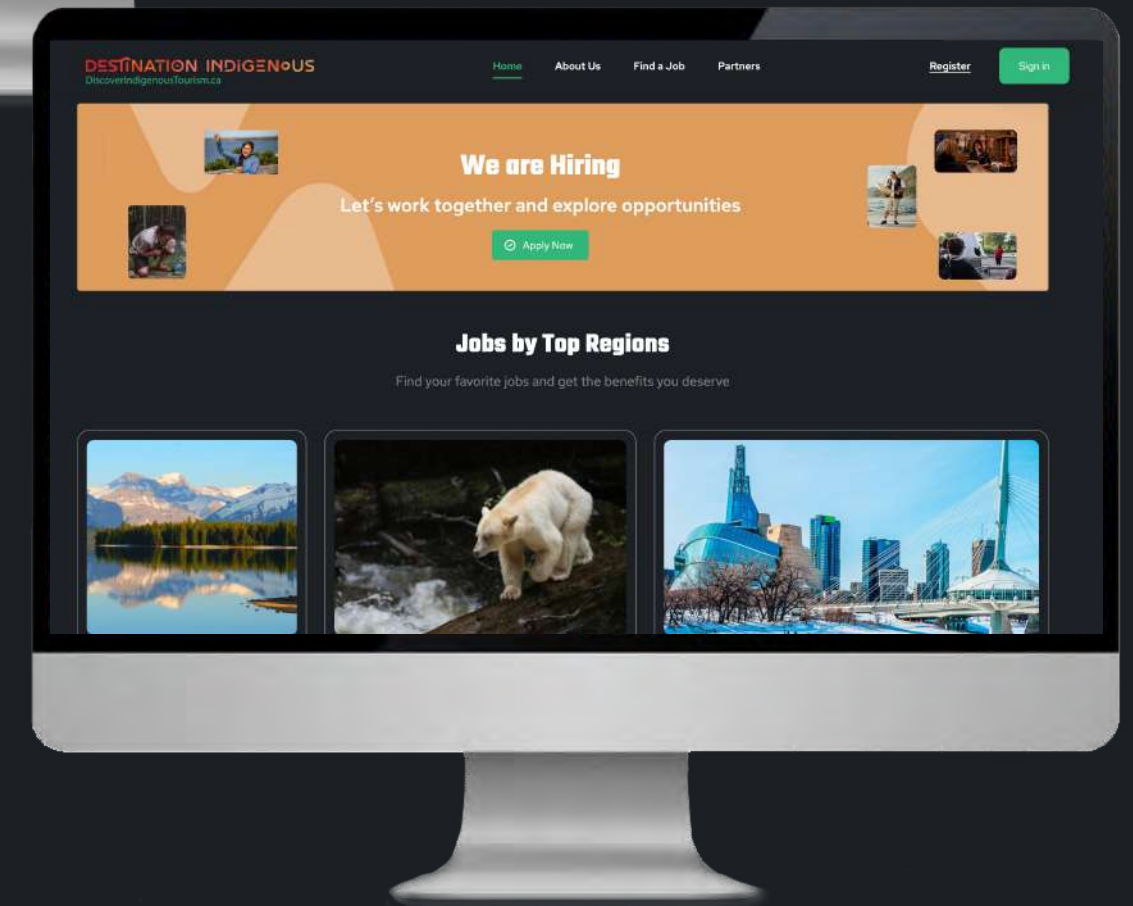
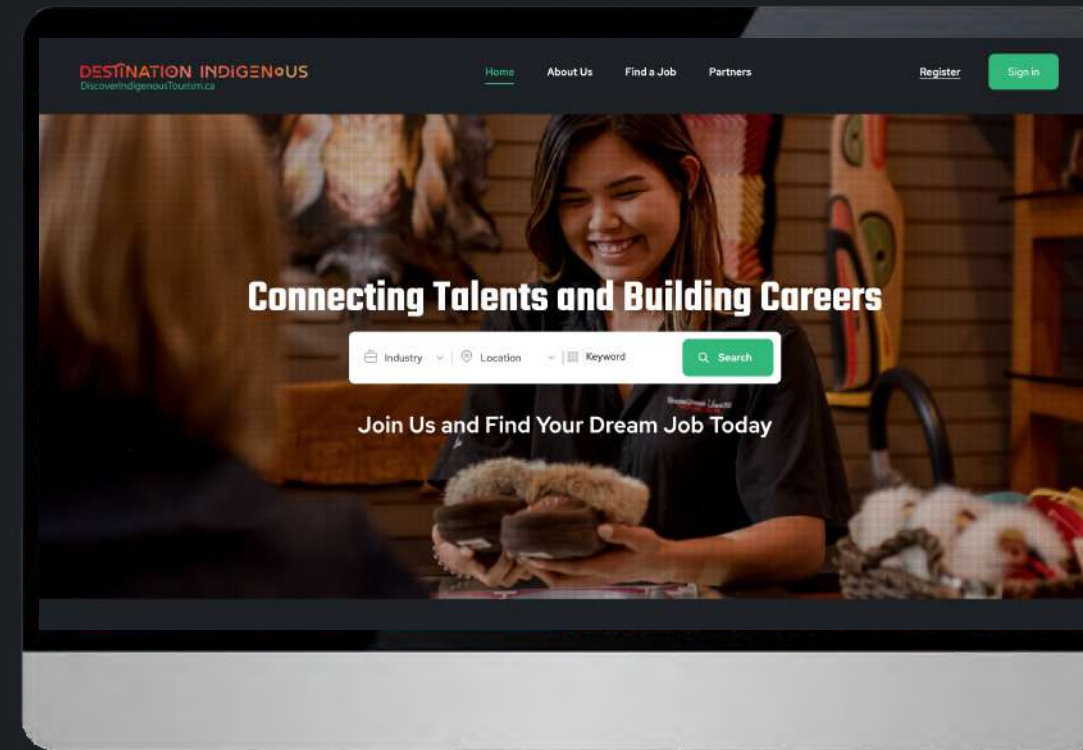
# Indigenous Tourism Worker Archetypes

## Future Entrepreneur

- *People who are interested in someday running their own business someday, and who see Indigenous Tourism as a possible path towards economic independence and stability.*
- *Likely to be attracted to work that will provide training and experience necessary to eventually opening their own business.*

# Labour Campaign

ITAC is implementing a Labour Communications and Marketing campaign targeting Indigenous People in Canada to help drive interest in pursuing a career in Indigenous Tourism.





# Labour Strategy

ITAC continues to call for support for a coordinated labour strategy. This will require an annual investment of \$5M to:

- *Coordinate Indigenous workforce, create more in-depth awareness campaign*
- *Support development of workforce through tourism training programs and industry-led wage subsidies*



Join us next year from **Feb 24-26** in  
Ottawa for the 2024 International  
Indigenous Tourism Conference.

*Mark your calendars!*







# Stay Connected

DESTINATION  
INDIGENOUS



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA



@DestinationIndigenous



@DestinationIndigenous



@DestinationIndigenous



@CAN\_Indigenous



@ITAC\_Corporate