

5 WAYS TO GET INVOLVED

in economic reconciliation with Indigenous peoples

INDIGENOUS TOURISM NEEDS

TANGIBLE
PROFITABLE
ALIGNED
COLLABORATIVE
UNIFYING

1.

SUPPORT THE HIRING OF WORKERS

The Indigenous tourism sector is facing a labour shortage. Since 2019, the number of employees has fallen by 5% despite growing demand from Quebec and international tourists. Contributing to the acquisition and retention of workers in the Indigenous tourism sector is one way to address this issue.



2.

IMPROVE ACCESS TO TOURIST ATTRACTIONS

The remoteness of certain communities poses a challenge to the development of Indigenous tourism. These regions are often poorly served by transportation and lack signage to guide visitors. To address this, businesses can take action by improving access to and visibility of attractions, for example, by improving signage or establishing tourist bus tours.



3.

FINANCIALLY SUPPORT THE INDIGENOUS TOURISM SECTOR

Indigenous tourism needs financial support and investment to revive the industry. Implementing new financing mechanisms could help overcome non-garnishment among on-reserve developers.



4.

SUPPORT THE FIGHT AGAINST CULTURAL APPROPRIATION

One of the challenges related to tourists' growing enthusiasm for Indigenous cultures is cultural appropriation. This interest, combined with a lack of awareness, can lead tourists to purchase allegedly authentic products rather than items that are actually made by Indigenous people. It is important to support and promote businesses, products, and services whose authenticity has been verified, such as those bearing the [First Nations Identification](#) seal.



5.

INCREASE THE VISIBILITY OF INDIGENOUS TOURIST ATTRACTIONS

Most international tourists arrive through Montreal and Quebec City. Providing greater visibility to Indigenous tourist attractions in these major cities would help guide visitors to Indigenous destinations, thereby improving the sector's economic impact. This could include displaying attractions (visually and digitally) or directing visitors to these attractions in tourist information centres.

