

Indigenous Tourism Accord

between

Indigenous Tourism British Columbia

(Represented Herein by the Chair of Indigenous Tourism British Columbia)

and

Province of British Columbia

(Represented Herein by the Minister of Tourism, Arts and Culture)

This Accord builds upon the existing relationship between Indigenous Tourism British Columbia and the Province of British Columbia. It acknowledges a long-standing positive working relationship and is intended to reaffirm collaboration on Indigenous tourism development to maintain British Columbia's premier position in Indigenous involvement in tourism. This Accord is a non-legally binding framework that facilitates the effective and respectful strategic working relationship between the Parties.

The Parties:

The Parties to this Accord are:

- The Indigenous Tourism British Columbia (ITBC); and
- The Province of British Columbia (the Province),
Represented by the Minister of Tourism, Arts and Culture

Whereas:

ITBC is mandated by the First Nations Leadership Council as the voice of Indigenous tourism interests in British Columbia. ITBC has a vision for a prosperous and respectful Indigenous cultural tourism industry sharing authentic products that exceed visitor expectations. The ITBC mission is to provide training, awareness, product development and marketing to support a sustainable authentic Indigenous cultural tourism industry in British Columbia that contributes to cultural preservation and economic development.

The Province wishes to advance its goal for reconciliation through tourism by increasing inclusiveness and celebration of Indigenous cultures. In doing so, the Province is committed to renewing its relationship with Indigenous peoples in B.C. and contributing to the adoption and implementation of the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), and the Truth and Reconciliation Commission (TRC) Calls to Action in accordance with the Canadian Constitution and Provincial laws.

The Province, through its Crown Corporation Destination British Columbia, promotes and enhances awareness of Indigenous tourism and the variety of rich Indigenous cultural experiences to potential visitors - domestically, nationally, and internationally.

The Parties affirm their shared commitment to preserve and promote the living culture and rich heritage of Indigenous peoples through tourism. The Parties wish to work together to improve the opportunities for Indigenous peoples to participate in the implementation of the Strategic Framework for Tourism in British Columbia.

The Parties wish to grow Indigenous economies and increase the capacity and competitiveness of Indigenous businesses, to support a vibrant tourism industry across British Columbia.

Therefore:

The Parties have developed shared objectives in the spirit of reconciliation, to develop and support Indigenous tourism as a vehicle for Indigenous community and Provincial development through:

- Advancing Indigenous participation in tourism and supporting growth of the economies of Indigenous communities;
- Supporting Indigenous communities and businesses to develop exceptional tourism experiences that are sustainable and respect the land;
- Providing, where needed, skills and training to Indigenous communities and businesses to create meaningful jobs for Indigenous peoples;
- Contributing to the understanding and revitalization of Indigenous cultures, protocols and languages for both their intrinsic values and as the underpinning of Indigenous tourism activities;
- Promoting knowledge, understanding and collaboration between Indigenous and non-Indigenous tourism operators;
- Working together to pursue innovative marketing to compete successfully in the global visitor economy;
- Maintaining our domestic and global leadership in Indigenous tourism, which elevates British Columbia's ability to compete as a premium destination.

Engagement Between the Province and ITBC:

The Parties will work jointly on initiatives to build understanding and awareness and to further support Indigenous participation in tourism. The Parties agree that they will develop a Partnership Group comprised of members representing ITBC, Provincial Ministries, and Crown Corporations whose mandates support tourism. Other representatives from federal agencies or Indigenous organizations may be invited on a temporary or permanent basis, as agreed to by the Parties. The Partnership Group will develop an implementation plan to operationalize the Accord, including terms of reference to guide its operations.

Review:

This Accord will be reviewed three years from the date of signing unless the Parties jointly agree to an earlier review.

Signed this 14th day of November, 2019 at Kelowna, BC.

Brenda Baptiste, Chair,
Indigenous Tourism BC

Honourable Lisa Beare
Minister of Tourism, Arts and Culture