

## DESCRIPTION

**Sonya Graci:**

### ***Examining Best Practices in Sustainable Indigenous Tourism Development in Canada***

Indigenous tourism can foster, promote and preserve Indigenous culture and traditions and is closely in line with Indigenous perspectives. The majority of Indigenous tourism businesses in Canada are outdoor/recreation based and include Indigenous cultural elements in their visit. Only a quarter of Indigenous tourism businesses in Canada however, are owned by single community bands. There is a great need for case studies that exemplify successful community based Indigenous tourism products in Canada and especially in Canada's North, which are developed, owned and operated by Indigenous communities in a sustainable manner. These case studies should be models of what has worked and not worked in Canada so that communities can learn from these cases and build products with these best practices in mind.

This research seeks to identify best practices of sustainable Indigenous tourism development in Canada. Through key informant interviews with Indigenous tourism experts, factors for successful Indigenous tourism development were determined. These factors were applied through a content analysis and best practice case studies in Canada were selected. The case studies were analyzed to determine the challenges, benefits, strategies and innovations related to this form of tourism development. This study focuses on both the challenges and benefits to developing community based Indigenous tourism development in Canada and provides insight into successful enterprises that focus on the well being of the community.

Dr. Sonya Graci is an Associate Professor at the Ted Rogers School of Hospitality and Tourism Management at Ryerson, University. Dr. Graci has worked on numerous projects around the world related to sustainable tourism development and has focused her attention on community capacity building in Honduras, Indonesia, Canada, Fiji and China. She has a keen interest in working with Indigenous communities in developing sustainable forms of tourism and has focused her research on this for the last decade. Her current research focuses on the elements that result in best practices in Indigenous tourism. In 2017, she organized a Sustainable Indigenous Tourism Symposium in Nanaimo, B.C.

## DATE AND TIME

Tue, 6 March 2018  
1:00 PM – 2:30 PM EST  
[Add to Calendar](#)

## LOCATION

Ted Rogers School of  
Management  
575 Bay Street  
Room: TRS 1-149  
Toronto, ON M5G 2C5  
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