

## INDIGENOUS TOURISM POSTER

**ASSIGNMENT:** Create a travel poster for an Indigenous Tourism Initiative (more information under Course Documents: Module 3)

**DUE DATE:**

**SUBMISSION FORMAT:** pdf format

### INDIGNEOUS TOURISM POSTER

Our first assignment for this course is based entirely on Indigenous Tourism. Indigenous Tourism is a concept that has the indigenous people of Canada as whole or majority owners in tourism initiatives which generate income and educate people in the land or culture of the many indigenous groups in Canada.

#### **WHY IS THIS IMPORTANT?**

Canada has a long aboriginal history. With thousands of different indigenous tribes, bands and groups, there is an opportunity to help some of these isolated or even neglected communities generate income through the tourism sector. By allowing for the development of tourism initiatives by the original inhabitants of the land, we are getting a more authentic experience and are educating tourists on the unique nature of the cultures which exist here. Exposing people to indigenous Canada can help people understand the current relationship with Canada and the growing need for greater emphasis on reconciliation.

#### **WHAT DO I HAVE TO DO?**

Your job is to research an indigenous tourism initiative from British Columbia, Alberta, Saskatchewan, Manitoba, the Yukon, Northwest Territories OR Nunavut. There are a variety of sources you can use to find different providers in the indigenous tourism sector. [This is a great resource to use to find an outfitter that interests you.](#)

Initiatives could be a museum, a tour operator, an attraction or historic site, an experience or even an event. As long as what you have chosen is run by indigenous Canadians.

In your tourism poster you will need to provide the following:

i) **Location** of the attraction/operator

ii) How to **access** the location (boat/air/car/bus). If by air, include which airlines fly there, if by road, include how to get there from major cities in southern Canada, if by boat, include access to ports etc. This is an opportunity to **SELL** the region, so make accessibility clear and concise.

iii) **Cost** of the attraction/tour/activity. Engaging potential tourists should also include costing the experience. People want to know how much things are going to cost before they commit, providing this information on your poster will be important.

iv) **Information about the indigenous group running the company/attraction etc.** You will want to sell potential tourists on the authenticity of the experience by giving them a brief background of the local group, band or tribe who run it.

v) **Visuals.** Making a poster with information is important, but including a visually pleasing look helps to attract potential customers. Organize your information in a way that is easy to find and read while catching the eye with visuals.

#### **HOW BIG IS IT AND HOW DO I SUBMIT?**

Your poster needs to be a standard 8 1/2 x 11 page. You can use whatever program you like but remember:

**ALL PHOTOS AND INFO ACQUIRED FROM OUTSIDE SOURCES MUST INCLUDE A SEPARATE CITATION PAGE.**

For submissions you must convert the file you create to a PDF and submit this PDF document directly to BlackBoard under the Assignments tab. You will see this tab available to you on the left-hand menu of this course page.

**No email submissions are permitted.**

#### **WHEN IS IT DUE?**

.

**Late submissions will incur a penalty of 5% per day up to 7 days after which it is graded as a zero.**

**A SCREENSHOT OF THE ASSIGNMENT GUIDE IS BELOW, PLEASE ALSO FIND THIS IN THE COURSE DOCUMENTS SECTION OF OUR COURSE PAGE.**



 **Mark Reviewed**