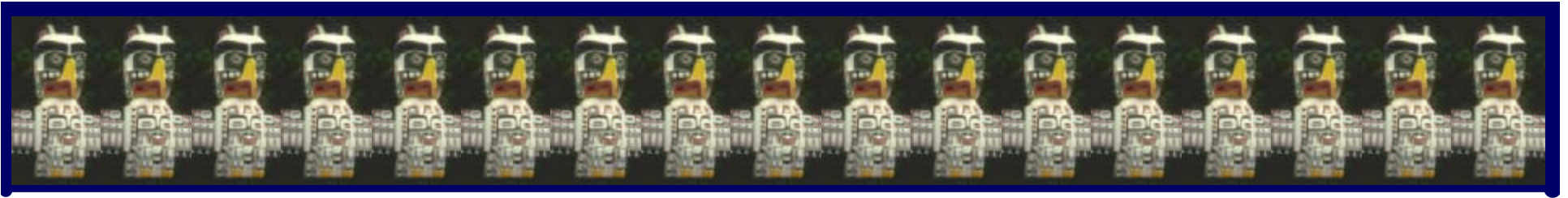


# Conclusions

transforming results  
**PWC CONSULTING**



## Conclusions

- There is significant demand for aboriginal tourism products.
- A good base of aboriginal tourism products already exists throughout the province.
- A need to educate stakeholders of the benefits of tourism and for better cooperation among existing operators.
- While there are no major holes in the “hard” infrastructure, there are some serious issues around the “soft” infrastructure, specifically in the areas of skilled staff and marketing.
- Several key actions were identified as being critical to industry survival. Specifically, the industry needs to:
  - develop a vision and long-term marketing strategy for the industry;
  - develop a communications plan to enhance the understanding of the benefits of tourism within the aboriginal community; and
  - develop training programs for tourism industry staff.



## Conclusions (cont'd)

- The aboriginal tourism industry in Alberta is at an early stage in its development.
- To grow, it must adopt a strategy to gradually improve its coordination, co-operation and marketing efforts as well as its overall product offering.
- To grow, buy-in and consensus among the various players (aboriginal operators, bands, chiefs etc.) is critical. The major challenges of marketing, training, social issues and education also need to be addressed.
- The Alberta aboriginal tourism industry can learn from other destinations like British Columbia, NWT, Ontario, Montana, South Dakota, Utah, New Mexico etc. to understand how the native people representing those areas have developed their tourism industries.