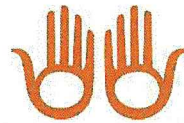




**BRITISH COLUMBIA  
ASSEMBLY OF FIRST NATIONS**



**INDIGENOUS  
TOURISM BC**

**Memorandum of Understanding  
between  
the British Columbia Assembly of First Nations (BCAFN)  
and  
the Indigenous Tourism British Columbia (ITBC)**

*"Advancing a competitive and socially conscious Indigenous tourism industry  
while contributing to cultural understanding and economic prosperity."*

**Preamble**

**Whereas:**

The BCAFN represents 203 First Nations in British Columbia (BC) and works to advance the Aboriginal Title and Rights, including Treaty Rights and the interests of Nations in BC. In addition, the BCAFN, works to restore and enhance the relationships among Nations in BC, the Crown and the people of Canada, and to ensure that the interests of Nations are advocated nationally through the Assembly of First Nations (AFN) Executive.

The ITBC (formerly Aboriginal Tourism BC) is a provincial Indigenous cultural tourism sector organization established in 1996-1997 that supports training, product development and marketing of culturally rich Aboriginal tourism products and services on behalf of Indigenous communities and entrepreneurs in BC. ITBC is recognized as an international leader in developing authentic Indigenous cultural tourism experiences.

Tourism is one of the fastest growing industries in BC, is a major contributor to the provincial economy and has the potential for significant continued growth. Indigenous people have an important role to play in the tourism industry and have many resources to be proud of, including the many unique Indigenous cultural and heritage products and services. The growth of the tourism industry depends on our joint efforts to ensure the Indigenous tourism industry is able to realize its full potential within a strong and vibrant tourism industry.

**Whereas the Parties:**

Recognize a sustainable Indigenous tourism industry with diverse products in communities in every region of the province is key to growing tourism revenues in BC.

Respect the Title and Rights, and Treaty Rights of First Nations and the role tourism plays in creating a prosperous Indigenous tourism industry and economic prosperity for Indigenous people.

Appreciate the need for all parties to work closely with tourism, business, education and government organizations to support and assist BC's Indigenous tourism businesses.

Understand that ITBC is a non-profit, stakeholder-based organization that is committed to growing and promoting a sustainable, culturally rich Indigenous tourism industry.

Recognize and support ITBC as the designated Indigenous Organization representing Indigenous Tourism in BC.

Commit to work together to help ensure Indigenous communities and businesses are equipped with the skills and business knowledge to capitalize on the growing consumer demand for Indigenous experiences and businesses in BC.

### **Purpose and Commitments**

#### **The Parties hereby agree To:**

Respect Indigenous people and their culture in the awareness, presentation and promotion of Indigenous tourism products and services through the development of a mutually cooperative partnership in order to promote Indigenous tourism industry in BC.

Promote the benefits and raise awareness of the importance of tourism to the Indigenous community in BC.

Establish a collaborative relationship to achieve outcomes that are mutually beneficial to the BCAFN and ITBC that will support tourism-based community, human resources and economic development in Indigenous communities.

Support the promotional efforts of ITBC and work with the ITBC to build a strong and vibrant membership.

Collaborate on developing guiding principles and joint initiatives that support the development of Indigenous tourism in BC and enhancing the economic prosperity of Indigenous people.

Identify new and emerging opportunities together with other tourism industry partners to participate in research, promotion and advertising initiatives and activities that benefit the Indigenous tourism industry.

Partner in joint planning sessions to integrate ITBC's marketing efforts on behalf of the Indigenous tourism industry with BCAFN's Economic Development Strategy for the benefit of an Indigenous tourism industry.

BCAFN and ITBC will work together to support the growth of the Indigenous tourism industry across British Columbia.

Signed this \_\_\_\_\_ day of \_\_\_\_\_ at \_\_\_\_\_, in the Province of British Columbia.

For BC Assembly of First Nations:

For Indigenous Tourism BC:

  
\_\_\_\_\_  
Terry Teegee, BCAFN Regional Chief  
*on behalf of BCAFN*

  
\_\_\_\_\_  
Brenda Baptiste, ITBC Chair