



Aboriginal Ecotourism Best Practice

What is the issue?

Aboriginal tourism is quickly proving to be a viable economic development strategy as well as a catalyst for cultural renaissance in Aboriginal communities worldwide. In addition to new business opportunities and jobs created by this emerging industry, new revenues can be directed towards the residential, educational and social priorities of the host community. Actively participating in tourism excites and informs individuals, empowers communities, and prompts cross cultural understanding between Aboriginal and non-Aboriginal communities. To fully realize these opportunities, the Aboriginal tourism industry must take steps to develop products that are market ready and benefit the community as a whole while also managing to keep cultural authenticity.

What did the researcher do?

The researcher has examined in depth this example of Aboriginal ecotourism through in-depth interviews with the Chief of the Mo'Creebec council. She has examined several best practice case studies in Aboriginal ecotourism to develop a framework for how this enterprise can be successful.

Why is this research Useful?

This research is applicable to Aboriginal communities but also to government and destination marketing organizations. There is a strong potential for Aboriginal tourism development in Ontario and it is not on the radar of the Ontario government as a priority in tourism

development. Aboriginal communities however face many challenges in developing a tourism ready product so lessons learned and best practices from other successful operations provide communities interested in tourism with a framework to build upon

What were the outcomes?

This paper examines in-depth a best practice in Aboriginal ecotourism development. It looks at how the Mo'Creebec Ecodge in Moose Factory was developed, and focuses on the aspects of its success.

About the Researcher

Sonya Graci is an Associate Professor at the Ted Rogers School of Management and her work focuses on sustainable tourism, aboriginal ecotourism and islands

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