October 26, 2023

INDIGENOUS TOURISM ALBERTA

RFP: REQUEST FOR PROPOSAL INDIGENOUS TOURISM DEVELOPMENT STRATEGY

SCOPE OF WORK

To Deliver an Indigenous Tourism Development Strategy including an Implementation Strategy to guide the sustainable addition of major attractions, activities, events, and visitor experiences across Alberta.

BACKGROUND

Indigenous Tourism Alberta (ITA) is a non-profit organization devoted to help grow and promote authentic, sustainable and culturally rich Indigenous tourism experiences we want to share with the world.

"Indigenous Tourism Alberta acknowledges that we are on traditional territories, meeting grounds, gathering places, and traveling routes that are home to many diverse First Nations, Metis and Inuit. We acknowledge with respect the traditional territories of Treaty 4, 6, 7, 8, and 10 alongside the historical and ongoing impacts of colonization. We also acknowledge the homelands of the Otipemsiwak Metis Government, including the eight Métis Settlements, and the 22 Métis Districts. We are grateful for the traditional knowledge keepers and elders that are still with us today"

CONTEXT

This project will be completed through meaningful and fair dialogue with communities, stakeholders, and partners that will grow and promote authentic, sustainable and culturally rich Indigenous tourism experiences showcasing Alberta as a premier Indigenous tourism destination in Canada.

OJECTIVES

The objective of this project is to create a preliminary framework that supports the growth of Indigenous tourism while respecting and preserving cultural heritage, promoting economic opportunities, and fostering partnerships. The focus will be on the role Indigenous Tourism Alberta can play as a Provincial entity while continuing to support the work being done by its membership, and partner Indigenous communities throughout Alberta; The consultant will provide key recommendations for Indigenous Tourism Alberta leadership to move forward. The selected organization will work with industry and community to provide an economic and social environmental assessment for the current Indigenous tourism Industry while assessing the maximum capacity of the industry in Alberta, and steps for continued growth highlighting Jobs, Businesses, and GDP contributions.



This can include but not limited to:

- 1. Economic indicators
 - a) GDP
 - b) Membership numbers
 - c) Market Awareness and demand
 - d) Regional business breakdown
 - e) The overall Indigenous tourism opportunity for Alberta.
 - i. Regional max capacity for growth
 - ii. Provincial capacity for growth

The consultant will conduct a comprehensive analysis of destination development within Indigenous communities in Alberta to develop a preliminary framework for Indigenous Tourism Alberta Development team, that focuses on a regenerative approach to development and the empowerment of Indigenous communities.

The consultant will work towards achieving the following objectives:

- a. Conduct a thorough assessment of the current state of Indigenous destination development at the national and provincial/regional level including existing infrastructure, cultural assets, tourism offerings, and community involvement.
- b. Identify key challenges and opportunities in Indigenous destination development, considering socio-cultural, environmental, infrastructure (roads, physical structures, broadband access, etc.) and economic factors (available grants should be considered).
- c. Engage with indigenous communities, relevant stakeholders, and experts to gather insights, perspectives, and recommendations.
- d. Alignment with Travel Alberta's Tourism Development Zone findings and models.
- e. Develop a preliminary framework that outlines the guiding principles, goals, and action steps for Indigenous destination development.
- f. Provide recommendations for capacity-building initiatives and necessary resources to support the implementation of the preliminary framework.

DELIVERABLES

The consultant will produce the following deliverables:

a. Project work-plan including a detailed timeline.



Indigenous Tourism Alberta

- b. A comprehensive report documenting the findings from the assessment, including the current state of Indigenous destination development, challenges, opportunities, stakeholder perspectives, maximum potential for Indigenous tourism in Alberta, and Industry growth rate modelling.
- c. A preliminary framework outlining the guiding principles, goals, and action steps for Indigenous destination development.
- d. Recommendations for capacity-building initiatives, programming, and resource requirements to support the implementation of the preliminary framework.
- e. An executive summary and a visually appealing presentation to effectively communicate the key findings and recommendations to Destination Canada.

TIMELINE

The consultant is expected to complete the project framework by July 1, 2024 from the project commencement date. The timeline should include milestones for data collection, analysis, community and member consultations, report drafting, and review cycles. This RFP closes in 45 days- December 23, 2023

REPORTING AND COMMUNICATION

The consultant will maintain regular communication with ITA lead, to provide updates on progress, discuss findings, and seek clarifications when required. The consultant will submit progress reports at agreed intervals and be available for meetings or conference calls/In person meetings as needed.

BUDGET

The consultant will provide a detailed breakdown of the estimated costs associated with delivering the scope of work, including fees, travel expenses, data collection, analysis, and any other applicable expenses. The budget should be submitted along with the proposal and may be subject to negotiation based on the project's requirements and available resources.

If you have any questions on this submission or would like to meet to discuss any element of it, please don't hesitate to contact me directly at 780.910.9992 or email shae@indigenoustourismalberta.ca.

Sincerely.

Shae Bird Chief Executive Officer Indigenous Tourism Alberta



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