



4^e CONGRÈS
INTERNATIONAL DU
TOURISME
AUTOCHTONE



4th INTERNATIONAL
ABORIGINAL
TOURISM
CONFERENCE



SUBMISSION FORM: EXPRESSION OF INTEREST TO PRESENT TO IATC 2015

EMAIL YOUR RESPONSE TO secretariat@winta.org BY 12 DECEMBER 2014.

| PART 1: PERSONAL INFORMATION | | | | | | |
|--------------------------------------|---------------------------------|------------------------------|---------------------------------------|------|-----------------------|-----|
| Name | | | | | | |
| Organisation Name | | | | | | |
| Position in the Organisation | | | | | | |
| Organisation Type: Select one (X) | Indigenous Owned Business | Other Tourism Business | Membership Tourism Organisation | Govt | Education Training | NGO |
| Organisation Website | | | | | | |
| Email Contact | | | | | | |
| Phone Contact | | | | | | |
| Postal Address | | | | | | |
| Brief bio/profile(maximum 150 words) | | | | | | |

| PART 2: CASE STUDY PRESENTATION INFORMATION | |
|---|--|
| Title of Case Study Presentation | |
| Country or region of case study | |
| An abstract for your proposed case study presentation (max 500 words) | |

PART 3: ALIGNMENT OF CASE STUDY PRESENTATION TO IATC 2015 THEME & SUB-THEMES

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| <p>Please select one (mark with X) of the 5 principal Subtheme below that you intend to address in your case study presentation:</p> | <p>Please select all relevant (mark with X) topics you intend to address in your case study presentation:</p> |
| <p>1. Commitment to Self In Delivering Authenticity</p> | <p>1.1. Identification and implementation of these values in the enterprise to guide actions and comply with authenticity standards</p> <p>1.2. Setting limits when sharing culture. Where is the line between sharing and intrusion?</p> <p>1.3. The implementation of a protocol to develop an aboriginal cultural product</p> <p>1.4. How to get approval from the community? Examples based on a specific approach in a community that respects the values and traditions, done in collaboration with the Elders and the keepers of the culture, etc.</p> <p>1.5. How to package our image, how to market authenticity? Leveraging your commitment in promotion tools to make customers aware of the added value of your products/services and relate to your company</p> <p>1.6. People-to-people tourism: discovering the world through the people</p> <p>1.7. Any other related aspect (Describe)</p> |
| <p>2. Commitment to the Management of Human Resources in Improving Performance</p> | <p>2.1. Recruiting human resources who share your values and commitment</p> <p>2.2. Stimulating commitment, productivity and retention of human resources</p> <p>2.3. Enterprises with HR management approaches focused on commitment</p> <p>2.4. Aboriginal packages that encourage team spirit in client enterprises</p> <p>2.5. The role of commitment on a Board of Directors</p> <p>2.6. Any other related aspect (Describe)</p> |
| <p>3. Commitment to Create Partnerships in Reaching New Heights</p> | <p>3.1 Exceptional partnerships</p> <p>3.2 Partnerships with/between communities</p> <p>3.3 Government partnership interactions and dynamics</p> <p>3.4 Tripartite partnerships (local, provincial, national)</p> <p>3.5 Achievements that would not have been possible without the support of partners</p> <p>3.6 Advantage of cooperative systems and/or the social economy in tourism</p> <p>3.7 Partnerships that mitigate negative impacts of seasonality</p> <p>3.8 Partnerships that promote the brand</p> <p>3.9 Partnerships with the suppliers</p> <p>3.10 Small partnerships that have grown</p> <p>3.11 Any other related aspect (Describe)</p> |
| <p>4. Commitment to Keep Our Promises in Developing Our Customer Base</p> | <p>4.1 Effectively targeting markets and knowing the target customer base</p> <p>4.2 Customer diversity and the importance of knowing customer needs</p> <p>4.3 Developing strategic knowledge about your customer base</p> <p>4.4 Developing a product tailored to a niche market and special needs such as accessibility, dietary constraints, geographical location, etc.</p> |

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| | | 4.5 Developing a product tailored to your niche customers |
| | | 4.6 Promotional campaigns: what best attracts your customers and what promises are conveyed? |
| | | 4.7 Opportunities coming from your social media |
| | | 4.8 Management of negative criticisms on social media |
| | | 4.9 Any other related aspect (Describe) |
| | 5. Commitment to Actively Contribute to the Collective Wellbeing of the Tourism Industry | 5.1 Strategic data on the international aboriginal tourism industry |
| | | 5.2 The World Tourism Organization |
| | | 5.3 Personalities involved in the growth of our industry |
| | | 5.4 Training based on aboriginal tourism norms and protocols |
| | | 5.5 Role of business intelligence |
| | | 5.6 Support and mentoring programmes for entrepreneurs |
| | | 5.7 Any other related aspect (Describe) |