Supporting Indigenous Tourism in Protected Areas

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Karri-djarrkdurrkmirri (Working Together) - Best practice for supporting Indigenous Tourism in Protected Areas.

Literature Review

Case studies of Indigenous businesses or government incentivised support programs and market research on visitor expectations of Indigenous Tourism

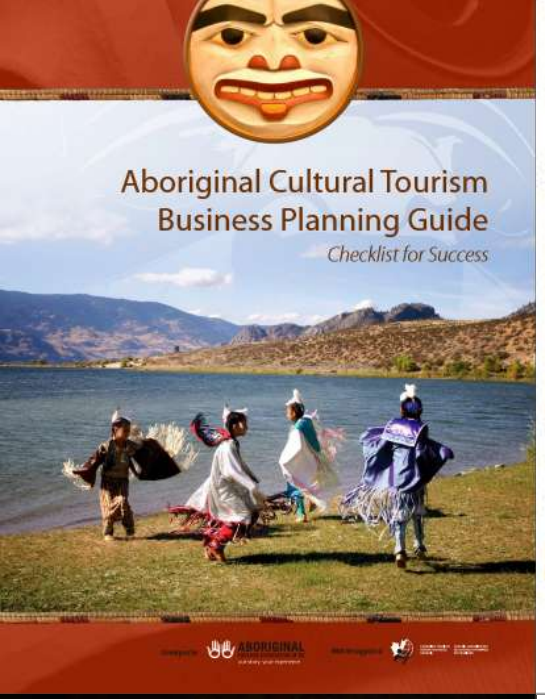
Definition of Indigenous Tourism

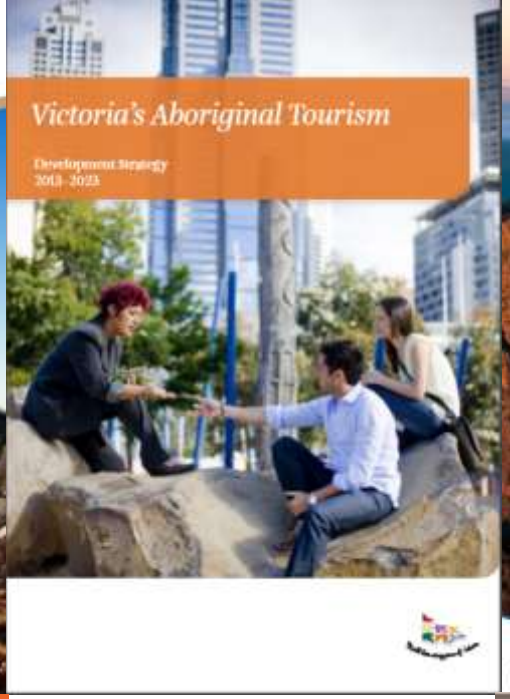
Barriers – poor communication between multiple stakeholders, social disadvantages.

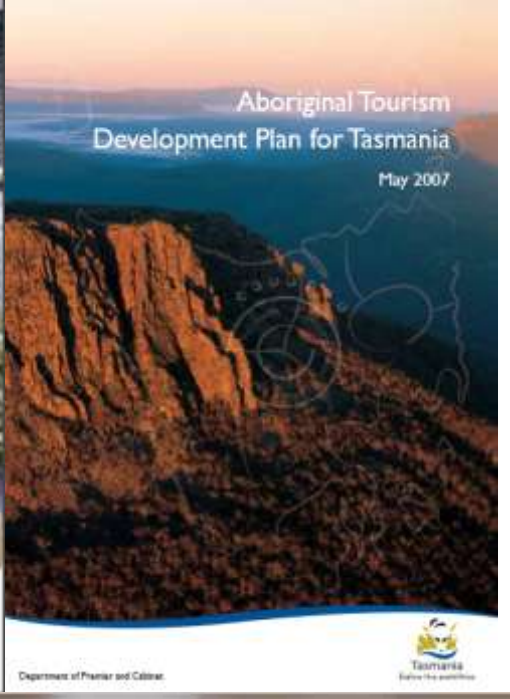
Critiques – research has been largely an analysis on success of Indigenous Tourism

Best Practice - No research measuring "Best Practice" in Indigenous Tourism or specifically on Indigenous Tourism in protected areas.

Indigenist (Neilsen et al 2012) Lack of research by and for Indigenous people in general





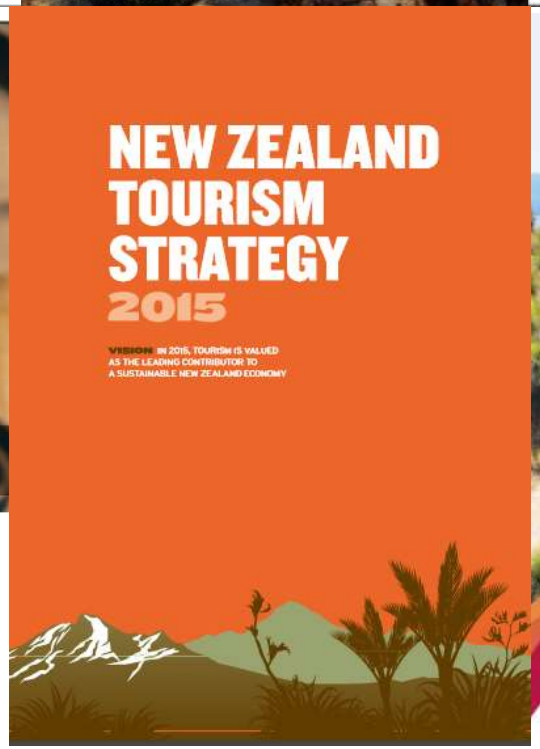


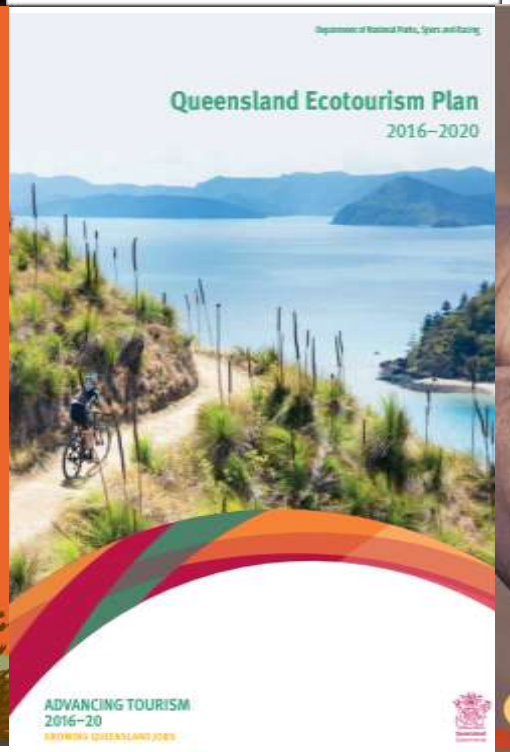
Guidelines for developing Indigenous Tourism Experiences in Central West Outback Queensland

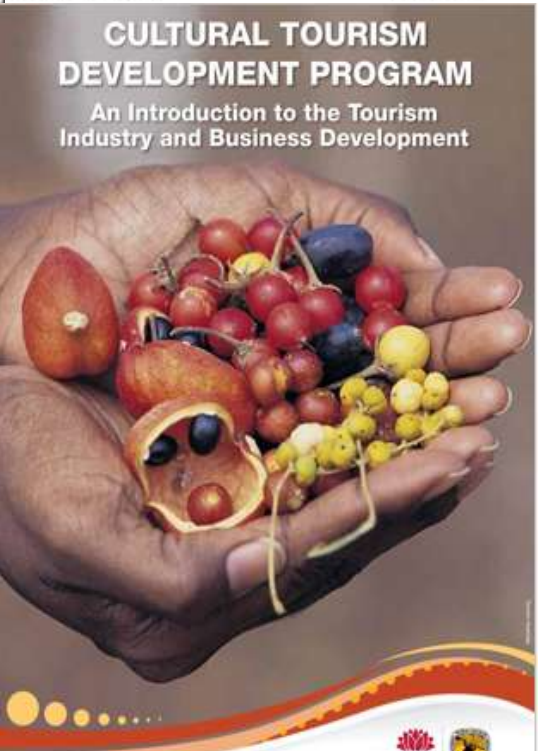
A strategy of the CWOQTA Tourism Development Action Plan
30th May 2014

This project was proudly funded by the Queensland Government.

ABORIGINAL TOURISM BC



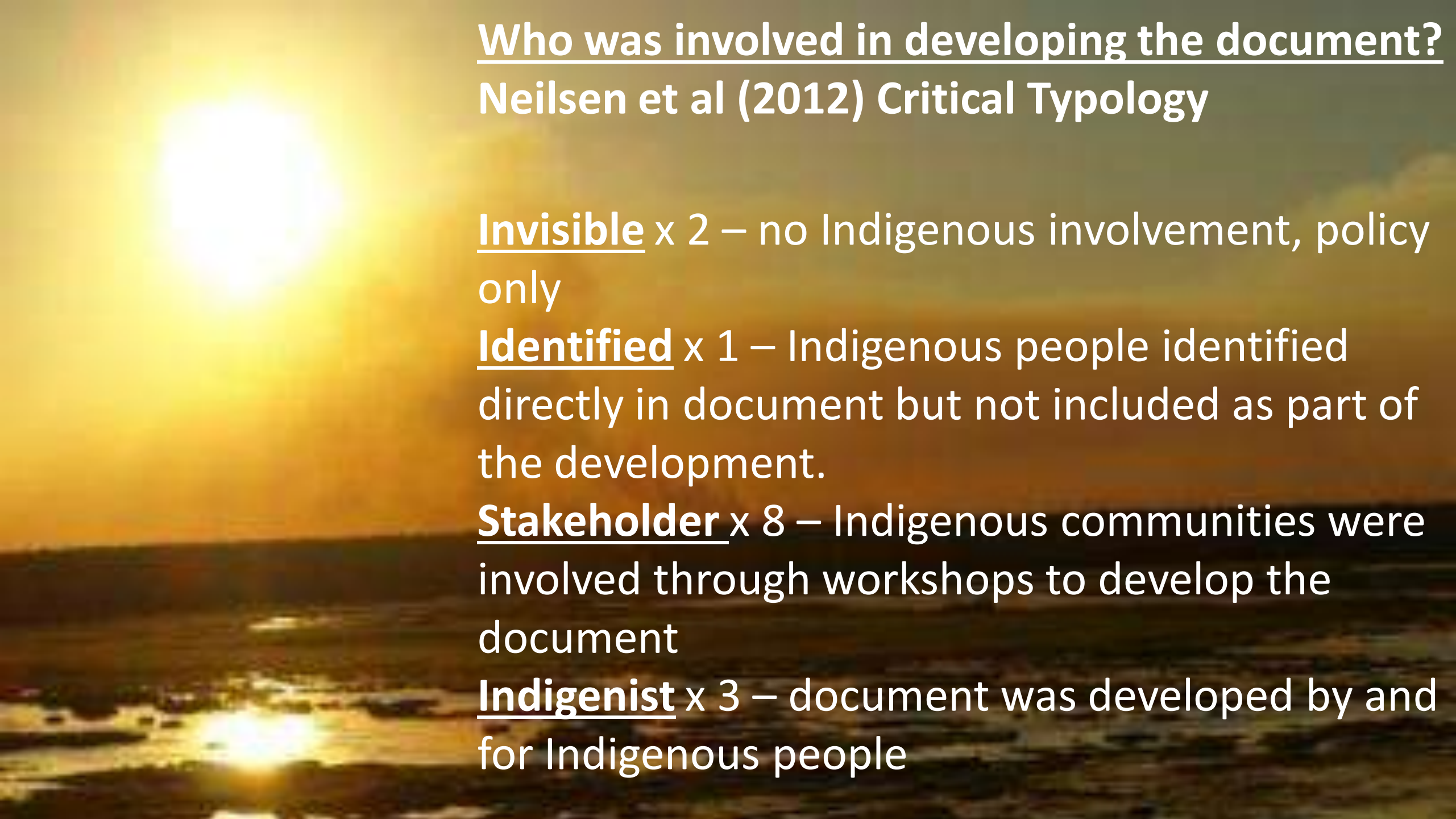




***Karri-djarrkdurrkmirri* (Working Together) - Best practice supporting Indigenous Tourism in Protected Areas.**

Methodology

1. Who was involved in developing the document?
2. Define Indigenous Tourism in their area (how did they arrive at this definition, were Indigenous people involved?)
3. Specify barriers
4. What opportunities exist for Indigenous Tourism and how will the barriers be mitigated (and how were these obtained?)
5. How are the opportunities implemented? (Action plans, stakeholder roles, Government and training programs?)



Who was involved in developing the document?

Neilsen et al (2012) Critical Typology

Invisible x 2 – no Indigenous involvement, policy only

Identified x 1 – Indigenous people identified directly in document but not included as part of the development.

Stakeholder x 8 – Indigenous communities were involved through workshops to develop the document

Indigenist x 3 – document was developed by and for Indigenous people

What is Indigenous Tourism?

1. Level of involvement – employment, joint venture, ownership, in-direct?

2. Types of activities, products or experiences offered. E.g. art, museum, performances, bush foods, guided cultural tours.

Barriers - Marketing

- What is Indigenous Tourism?
- Is it all the same?
- Is it all remote and hard to get to?
- Networking – limited opportunities for Indigenous and mainstream tourism businesses to meet = lack of employment, training or joint venture opportunities.

Barriers – Cultural Awareness

- Conflict – non-Indigenous and Indigenous people engaging.
- Cultural obligations & "Western Work Ethics"
- Intellectual Property (IP) Rights – telling the right story.
- Desired level of involvement in tourism. Who makes the definition and sets the expected deliverables?

Barriers – Training, Capability and Resources

- “There are limited opportunities for Aboriginal people to access training due to remote localities and also capability” (Tasmanian Government 2007).
- “White way” of training, not developed by and for Indigenous people.
- Access to funding
- Social disadvantage

Barriers – The Protected Area

- Native Title rights, conflicting interests between Indigenous peoples
- Consultation processes
- Conflicting land use priorities – protected areas often viewed from an environmental perspective. This can impact on traditional land use such as hunting and gathering which could also be used as Indigenous Tourism product
- Bureaucratic processes – permits, leasing and licensing requirements to operate in protected areas.

Recommendations

Marketing – strong brand recognition

Brand promotion and awareness at gateways, hubs and visitor touchpoints.

Events

- Interweave cultural components into mainstream events (corporate, concerts, markets)

- Regional events can be packaged together with mainstream tourism (cruise, coach etc) for access

Ongoing Market Research

New and emerging markets – Chinese and other Eastern markets, cruise and short breaks

- Inclusion in “mainstream” tourism. Culture is a part of all – nature and culture and should naturally be included in all.
- Cultural awareness – guidelines for mainstream businesses or training?

Networking

Central hub (Yugambeh Museum)

Regional forums

Role of Regional Tourism Organisations (RTOs) – expand networking opportunities outside of “hubs” or consider satellite RTOs in regional areas.

Indigenous Advisory Committee

Cultural Awareness

- Reconciliation Action Plans
- Cultural Awareness business opportunity
- Training for all involved in Indigenous Tourism (direct or in-direct)

IP – Tour guide accreditation and training
Interpretation Strategies

Training, Capability and Resources

- Audit of current experiences and employment of Indigenous people in tourism broadly.
- Can lead to empowerment and training opportunities for those already involved in the industry to teach others, reducing the “White Way” of training

Training, Capability & Resources

- Guidelines for Indigenous people looking to develop Indigenous Tourism businesses (NSW Parks and Wildlife, Central West Queensland)
- Central contact point – NSW Parks & Tasmanian Parks Indigenous Liaison Officer
- Canada Parks – Indigenous Affairs Unit
- Kakadu Shared Vision – Kakadu Tourism Resource Centre
- Guidelines for Mainstream Operators in working with Indigenous communities?

Training, Capability and Resources

- Youth
- Junior Rangers Program
- Tourism included into local school curriculum
- Work experience and training opportunities

GAPS

- Minimal monitoring and measuring of plans and strategies

- Social Disadvantage – how can plans and commitments be made when social disadvantages aren't addressed? Link with relevant programs and policies so that Indigenous Tourism supports these.

- Lack of control or ownership in Joint Ventures

- Minimal tourism or Indigenous Tourism strategies developed by Protected Areas. Increase in Joint Management needs to be included.

- Minimal strategy and definition development from an Indigenist perspective.

- Resources – funding & personnel? Flexible work arrangements?

Conclusion – where to from here?

1. Specific definition of Indigenous Tourism developed by and for Indigenous people – level of involvement, activities, products and experiences or in-direct opportunities – leads to assurance of flexible work arrangements and appropriate training.
2. Hyam et al (2007) Participatory Planning approach using Indigenous Knowledge Systems leads to Best Fit.
3. Undertake an audit & tourism involvement audit
4. Social issues and disadvantages, can these be reduced or supported?
5. Support from all stakeholders involved in Indigenous Tourism (mainstream involvement)
6. Central coordination point or Indigenous Tourism Liaison Officer to ensure implementation of any relevant Indigenous Tourism Plans or strategies developed.
7. Driven by and for Indigenous people

"I don't think that many people know that this is Aboriginal land. This is our home...our backyard. We live here. It's wonderful for us when people respect that". Bininj tourism operator.

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