

# G U I D I N G P R I N C I P L E S

Indigenous Tourism British Columbia and Destination British Columbia have created guiding principles to inform their continued collaborative partnership in support of tourism in BC. These guiding principles have been articulated to serve as a renewed commitment to support and shape our work now and in the future.

Our guiding principles serve as a foundation for Indigenous Tourism BC and Destination BC to continue to respect Indigenous Peoples, cultures, and lands in a mutually cooperative and collaborative relationship that promotes the tourism industry in British Columbia in ways that benefit Indigenous Peoples.

Together, we support a sustainable, authentic Indigenous cultural tourism industry while upholding our mutual responsibility to achieve specific actions outlined in the Declaration on the Rights of Indigenous Peoples Act Action Plan to improve Indigenous Peoples' lives and prosperity in British Columbia.

## THE SHARED PRINCIPLES WE COMMIT TO IN THIS PARTNERSHIP ARE

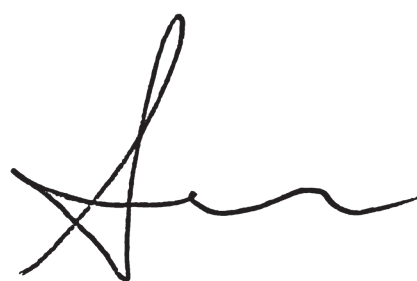
<p><b>UPHOLD &amp; IMPLEMENT</b></p> <p>We uphold and implement the calls to action defined by the <i>United Nations Declaration on the Rights of Indigenous Peoples</i>, the <i>Truth and Reconciliation Commission of Canada</i>, the <i>Declaration on the Rights of Indigenous Peoples Act</i>, and the <i>Declaration on the Rights of Indigenous Peoples Action Plan</i>.</p>	<p><b>RESPECT</b></p> <p>We respect the diversity of Indigenous Peoples and their Cultures in the presentation and promotion of Indigenous tourism businesses and experiences, and build meaningful relationships with Indigenous Peoples, non-Indigenous allies, Indigenous Tourism BC and Destination BC that recognize, support and respect Indigenous self-determination and governance.</p>	<p><b>PARTNER</b></p> <p>Indigenous Tourism BC and Destination BC will work in partnership to realize goals that honour, respect, promote, and maintain the integrity of the many unique and diverse Indigenous cultures across British Columbia.</p>
<p><b>SUPPORT</b></p> <p>Through the lens of reconciliation, Indigenous Tourism BC and Destination BC collaborate to support First Nations communities and Indigenous tourism businesses with the development of tourism experiences and active promotion of these offerings to visitors and residents.</p>	<p><b>DEVELOP</b></p> <p>We jointly support the development and enhancement of Indigenous-led tourism experiences around the province that reflect Indigenous values, interests, goals, and worldviews to achieve a more inclusive, innovative, sustainable economy and environment.</p>	<p><b>PARTICIPATE</b></p> <p>We participate in joint planning sessions to align Indigenous Tourism BC and Destination BC's plans to benefit the tourism industry. We extend our commitment to ensure our consultation processes are respectful to Indigenous ways of engagement and expression.</p>
<p><b>COMMIT</b></p> <p>We commit to working together to ensure Indigenous-led tourism businesses receive capacity building support through training, developing information resources, networking opportunities, co-creating experience development, and marketing programs.</p>	<p><b>COLLABORATE</b></p> <p>Indigenous Tourism BC and Destination BC collaborate to present tourism experiences and stories, and support these businesses in uplifting their voices and increasing their visibility through tourism marketing and activities as one pathway to reconciliation.</p>	<p><b>COOPERATE</b></p> <p>Destination BC will work cooperatively with Indigenous Tourism BC and all partners to market the <i>Super, Natural British Columbia®</i> brand and increase social, cultural, environmental, and economic benefits for Indigenous Peoples and all people in British Columbia.</p>

On behalf of our respective members and partners, we commit to continually working together in the spirit of reconciliation and strong partnership to promote Indigenous tourism businesses. In doing so, we will contribute to the evolution and sustainability of the tourism industry in British Columbia.



Brenda Baptiste, Board Chair  
INDIGENOUS TOURISM BRITISH COLUMBIA

December 1, 2022, Vancouver BC



Scott Fraser, Board Chair  
DESTINATION BRITISH COLUMBIA