Aboriginal Tourism of Canada

Introduction
Canada is home to 664 aboriginal bands located form coast to coast and into the artic regions of Canada. The Aboriginal tourism sector of Canada represents, 33,100 workers, $2.65 Billion in gross output, $1.4 Billion in GDP, $870 Million in wages and salaries, and $67 Million of consumption tax (Cite)7.

The purpose of this research is to further develop understanding of the profile of travellers who are participating in Aboriginal Tourism in Canada.

Demographics
Respondents of the 2016 TSRC were more likely to be female (64.3%), with males respondents (35.7%) nearly half identifying as participated in an Aboriginal Event while travelling.

The age group that was found to be participating in aboriginal events more than others were the 24-35 age range (29%), followed by, 55-64 age group (17.5%), which is closely followed by 45-54 age range (17.3%).

Age of Tourist Who are Participating In Aboriginal Tourism

Aboriginal Tourism: “All tourism businesses majority owned, operated and / or controlled by First Nations, Métis or Inuit peoples that can demonstrate a connection and responsibility to the local Aboriginal community and traditional territory where the operation resides”

Aboriginal Cultural Tourism: “Meets the Aboriginal tourism criteria and in addition, a significant portion of the experience incorporates Aboriginal culture in a manner that is appropriate, respectful and true to the Aboriginal culture being portrayed. The authenticity is ensured through the active involvement of Aboriginal people in the development and delivery of the experience”

Aboriginal cultural Experience: “Aboriginal Cultural Experiences offer the visitor a cultural experience in a manner that is appropriate, respectful and true to the Aboriginal culture being portrayed”

Definitions

British Columbia Aboriginal Tourism Sector

British Columbia’s Aboriginal Tourism Sector Overview

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<th>2013</th>
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<tbody>
<tr>
<td>Jobs</td>
<td>3,000*</td>
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<td>Tax revenue</td>
<td>13*</td>
<td>14*</td>
<td>15*</td>
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<td>(In Millions)</td>
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<tr>
<td>Revenue</td>
<td>44*</td>
<td>47*</td>
<td>50*</td>
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<td>Generated (In Millions)</td>
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<td>* = Estimated</td>
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EQ Profile Type:

- Mostly woman travellers
- Avoid tourist traps
- Seek authentic experiences
- Like trying new things
- Enjoy challenging themselves

Favorite Aboriginal Experience:

- Artisan
- Local food Featuring Aboriginal ingredients
- Dance, song, and other performances
- Wildlife Viewings
- Tours/ Interpretive Centers

Methodology
In order to gain further understanding of the profile of travellers who are participating in Aboriginal Tourism in Canada, data collected was gathered from the Travel Survey of Residents of Canada. SPSS was used to analysis the data. The data collected was weighed to travellers who traveled greater than one night away, coupled with a travelled distance greater than 40 kms. Only tourist who responded yes to attending an Aboriginal event while travelling were selected to be apart of this study.

SPSS analysis consisted of nominal data tested through frequency distribution in order to compare percentages between variables.

In addition, qualitative data was collected, and used to describe Canada’s overall Aboriginal Tourism impacts, which consists of strategic framework initiatives set forth by the Aboriginal Tourism Association of Canada.

References

