



# WORLD INDIGENOUS TOURISM STRATEGIES

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Pandion Consulting & Facilitation



Photo Credit: Jennifer Fogle Smith



CEO - Dan Moore

## PANDION'S SERVICES:

- Connect tour operators and outfitters to destination and industry resources
- Assist destinations with tourism and community development
- Provide best-practice training in Adventure, Eco, and Cultural travel



# Pandion Consulting & Facilitation

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# KEY TOPICS



- What are the trends?
- Strategies to engage stakeholders and community
- Tourism development case study
- Rising tide...

# WHAT ARE TRAVELERS SEEKING?



# EXPERIENCES DRIVE GROWTH

American Express survey of 2,000+ U.S. adults conducted in 2013, 72% of respondents said they would rather spend money on experiences than things.



TOURISM ECOSYSTEM



HOW TO BUILD IT?



# STRATEGIES: ENGAGE & HARNESS COMMUNITY



- Tap Local Resources

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- Harness Knowledge

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- Harness Knowledge
- Build  
Enthusiasm

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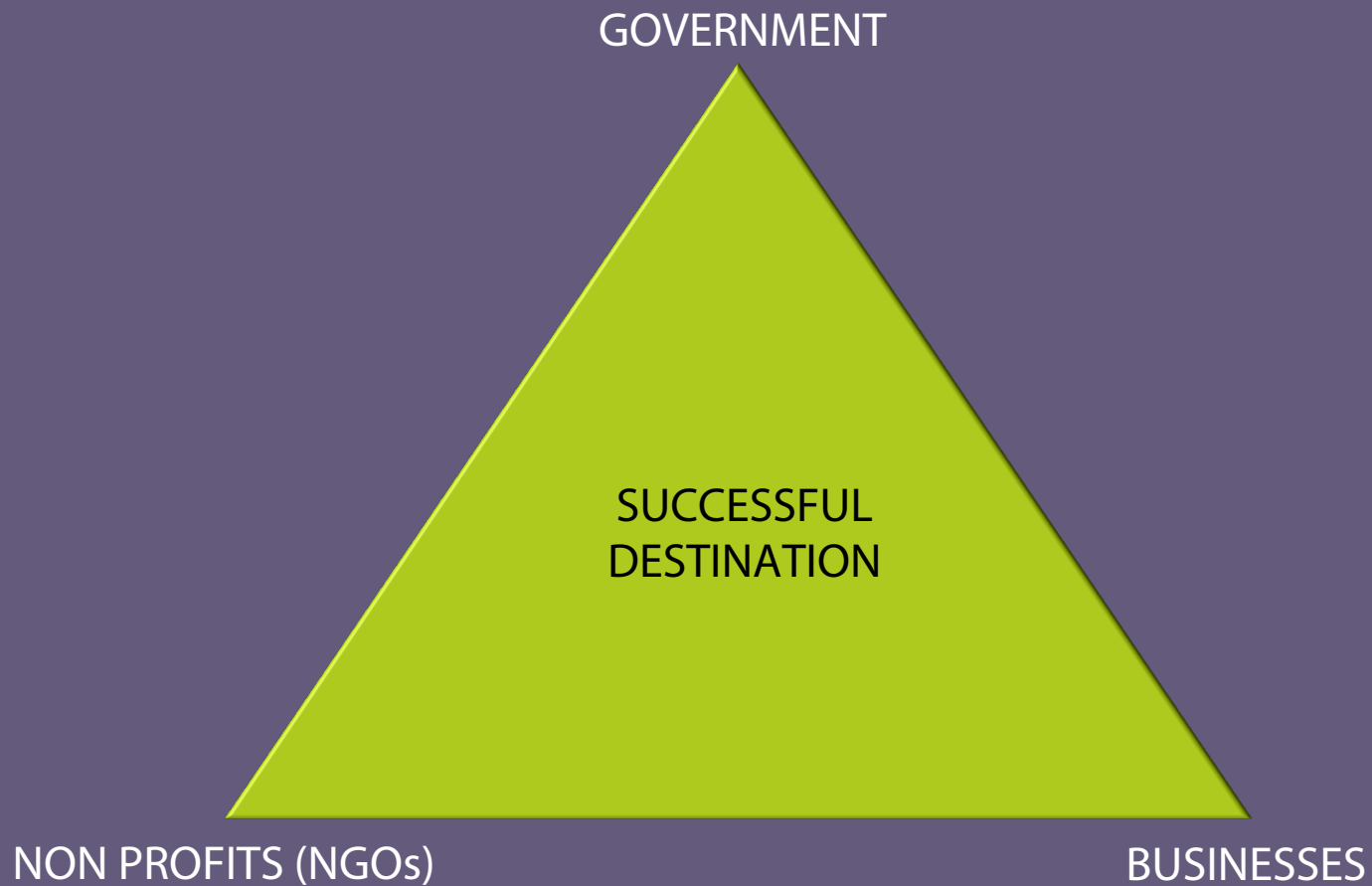
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- Harness Knowledge
- Build Enthusiasm
- Community Buy-in

# STRATEGIES: ENGAGE & HARNESS COMMUNITY



- Tap Local Resources
- Harness Knowledge
- Build Enthusiasm
- Community Buy-in
- Local Ownership and Pride

# STRATEGIES: FORM PARTNERSHIPS





WHAT WILL TOURISM LOOK LIKE?





# CASE STUDY - KODIAK RURAL TOURISM WORKSHOP



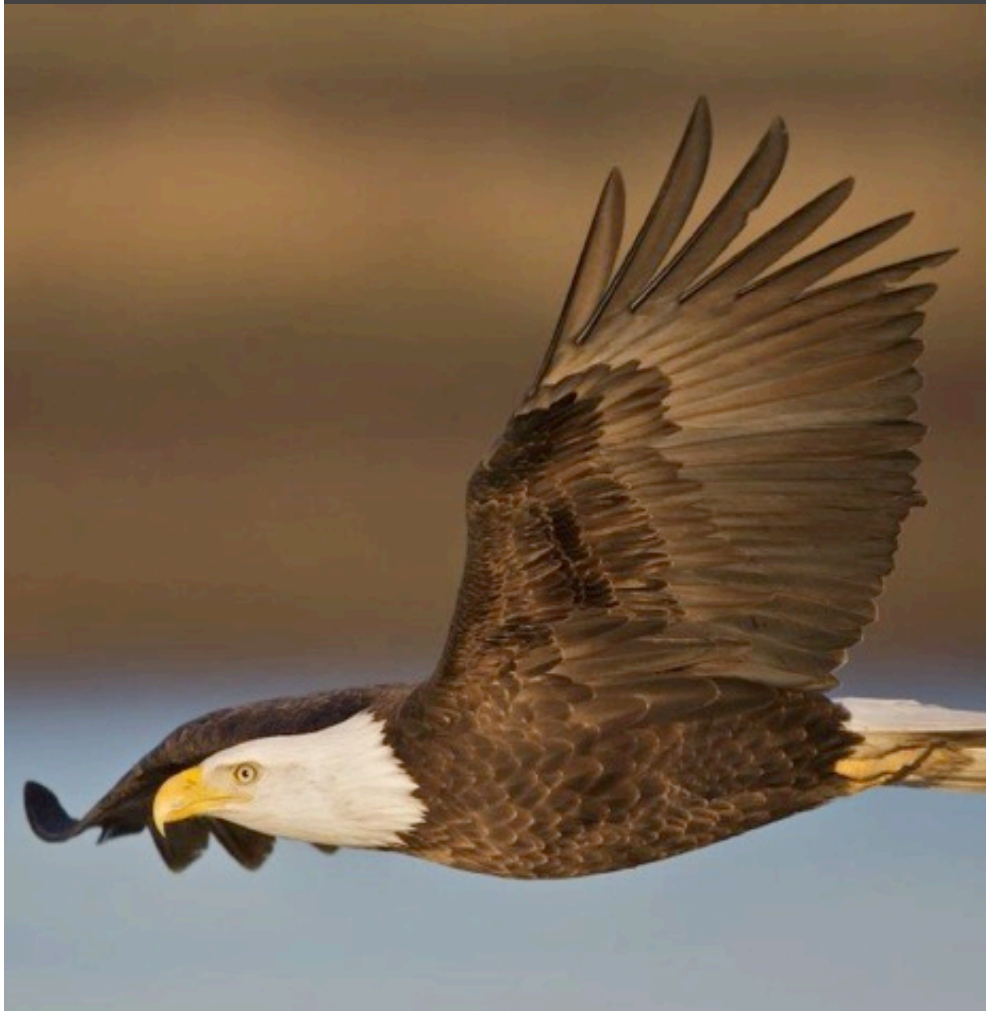
# KODIAK RURAL TOURISM WORKSHOP



## Diverse group of participants

- Tourism professionals
- Business owners
- Native corporations
- Concerned citizens
- Members of tribes

# KODIAK RURAL TOURISM WORKSHOP



## Deliberate Process

- What is your story?
- What is your vision for tourism in your region?
- Identify assets
- Determine gaps
- Create action teams



WHAT IS YOUR STORY?



# WHAT IS YOUR STORY?



Create Authenticity  
Through Capturing And  
Incorporating Your Story:

- Instill Sense Of Place
- Create Shared Purpose
- Harness Passion



WHAT IS YOUR VISION?

# WHAT IS YOUR VISION?

Give people a sense of control:

- What do you want tourism to look like in your community?
- What will the look, feel, and experience be?
- How will tourism benefit community members?

## KODIAK'S VISION

Through its close connection to the land, the sea, and its resources – Kodiak is a model region that shares its knowledge, beauty, and culture with visitors from around the world.

# IDENTIFY ASSETS AND GAPS



# GAPS = OPPORTUNITIES

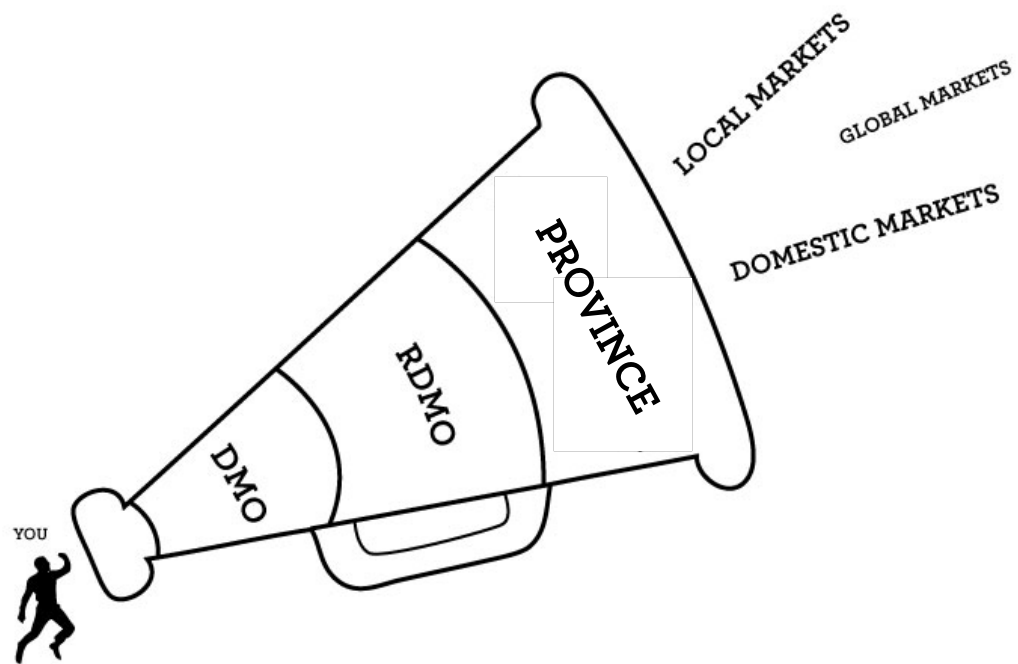
- **Lack of cross-island trails**
- **No kayak outfitters / guides**
- **Lack of training programs**



# ACTION TEAMS FORMED - PLANS MADE

- **Product Development Team**
    - **Create map with routes**
    - **Marketing**
  - **Infrastructure**
    - **Guide training programs**
    - **Food co-op**
- 

# PROMOTING TOURISM: COLLABORATION



**TOURISM MARKETING MEGAPHONE**

# Next Steps



Now What?

# Thank you!

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