



**ABORIGINAL**  
TOURISM ASSOCIATION OF BC  
our story. your experience.

## Application to the Aboriginal Cultural Tourism Authenticity Program

### Applicant Information

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Check box if "Notice of Intent to Apply to the Authenticity Program" has been submitted.

Operating Name of Business: \_\_\_\_\_

Legal Name (if different from operating): \_\_\_\_\_

Business Address: \_\_\_\_\_

Town: \_\_\_\_\_ Prov: \_\_\_\_\_ P.Code: \_\_\_\_\_

Mailing Address (if different from Business Address): \_\_\_\_\_

Town: \_\_\_\_\_ Prov: \_\_\_\_\_ P.Code: \_\_\_\_\_

Tel.: \_\_\_\_\_ Toll Free: \_\_\_\_\_

Fax: \_\_\_\_\_ Other Tel.: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Primary Contact** (This should be a person AtBC can contact on the content of this application)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Tel.: \_\_\_\_\_ Email: \_\_\_\_\_

# Application to the Aboriginal Cultural Tourism Authenticity Program

## 1 Aboriginal Ownership

1.1 Is the operation a minimum of 51% owned by Aboriginal people OR by majority owned Aboriginal companies, OR if the business is owned by a society, are at least 51% of the members Aboriginal AND is the Board of Directors majority Aboriginal and actively involved in directing the business?

Yes  No (if No, then the business **does not qualify** to apply to this program)

1.2 Is your business a Marketing Stakeholder with AtBC?

Yes  No (if No, then the business **does not qualify** to apply to this program)

1.3 What business structure is your operation?

Sole proprietorship  Partnership  Corporation  Joint Venture  
 Fully Band Owned  Society  Other \_\_\_\_\_

1.4 Indicate the primary Aboriginal heritage and ownership share for each Aboriginal owner / member. If any owners are a Band/First Nation, indicate the Band's name under Column A "Owner Name". If the applicant is a membership-based owner (i.e., a non-profit Society or association), then indicate the organization name under the Column A, and the percentage of Aboriginal membership under Column B. The member-based owner must have at least 51% Aboriginal membership AND majority Aboriginal board members to be considered an Aboriginal entity. Indicate Aboriginal origin by providing the First Nation name in Column C or checking Column D if Métis/Non-Status, or checking Column E if Inuit.

| A.Owner Name   | B.% of Ownership / Membership | C.First Nation (give name) | D.Métis/Non-Status | E.Inuit |
|----------------|-------------------------------|----------------------------|--------------------|---------|
|                |                               |                            |                    |         |
|                |                               |                            |                    |         |
|                |                               |                            |                    |         |
|                |                               |                            |                    |         |
| <b>Total =</b> | <b>100%</b>                   |                            |                    |         |

1.5 If the applicant is a non-profit or member-based Aboriginal organization please indicate the: (if not go to question 1.6)... then indicate the:

# of Board members \_\_\_\_ # of Board members that are Aboriginal \_\_\_\_ = % of Aboriginal Board members \_\_\_\_

1.6 If not a fully owned Band or Tribal business, check below the Aboriginal origin sanctioning body for each Aboriginal owner identified in question 1.4, AND attach proof for each item selected.

Society or Foundation

Copy of Society Certificate, or  
 Letter / Document from government or legal agent proving Foundation status

For each Individual Owner

Indian Status Card  
 Métis Card that is reaffirmed by the Métis Nation  
 Non-Status United Native Nations Card  
 Inuit Beneficiary Card issued by a Regional Lands Claims organization  
 Legal proof in the form of a registered Band Council Resolution that identifies the owner as a Band member

\*Proof is required for each individual claiming Band membership

## 2 Tourism Business

2.1 Is at least 60% of your business derived from tourists?  
 Yes     No (if No, then the business **does not qualify** to apply to this program)

2.2 Which sector(s) best describe your business operations (check all that apply)?

|   |  |
|---|--|
| <p><b>ACCOMMODATIONS</b></p> <input type="checkbox"/> Hotel or motel<br><input type="checkbox"/> Resort or lodge<br><input type="checkbox"/> Fishing lodge<br><input type="checkbox"/> Guest house / B & B<br><input type="checkbox"/> RV park or campground<br><input type="checkbox"/> Aboriginal traditional housing – i.e., teepee, kikule<br><input type="checkbox"/> Other _____  | <p><b>ATTRACTIONS</b></p> <input type="checkbox"/> Cultural or interpretive centre / site<br><input type="checkbox"/> Museum<br><input type="checkbox"/> Art gallery<br><input type="checkbox"/> Theatre<br><input type="checkbox"/> Fish hatchery tour<br><input type="checkbox"/> Other _____  |
| <p><b>EVENTS &amp; CONFERENCES</b></p> <input type="checkbox"/> Pow-wow<br><input type="checkbox"/> Cultural festival<br><input type="checkbox"/> Feast<br><input type="checkbox"/> Conference & trade shows<br><input type="checkbox"/> Canoe races<br><input type="checkbox"/> Performances<br><input type="checkbox"/> Rodeos<br><input type="checkbox"/> Traditional games / competitions<br><input type="checkbox"/> Motor races<br><input type="checkbox"/> Other _____ | <p><b>ADVENTURE TOURISM</b></p> <input type="checkbox"/> Wildlife viewing<br><input type="checkbox"/> Guide / Outfitter<br><input type="checkbox"/> Trail rides & horseback excursions<br><input type="checkbox"/> Boat tour<br><input type="checkbox"/> Fishing charter<br><input type="checkbox"/> Golf course / driving range<br><input type="checkbox"/> Other _____ |
| <p><b>FOOD &amp; BEVERAGE</b></p> <input type="checkbox"/> Restaurant or café<br><input type="checkbox"/> Fine dining establishment<br><input type="checkbox"/> Fast food outlet<br><input type="checkbox"/> Other _____  | <p><b>TRANSPORATION</b></p> <input type="checkbox"/> Airline<br><input type="checkbox"/> Marina<br><input type="checkbox"/> Water taxi<br><input type="checkbox"/> Other _____   |
| <p><b>OTHER</b></p> <input type="checkbox"/> Information Centre<br><input type="checkbox"/> Retail – Gift Store   |  |

2.3 Of the sectors listed above, which **major tourism sector** (i.e., Transportation) and **category** (i.e., water taxi) best describes your CORE operations?  
 \_\_\_\_\_

2.4 Of the sectors you checked above, which **sector** and **category** best describes the CULTURAL activity(ies)?  
 \_\_\_\_\_

## 3 Market or Export Ready

You must answer each question with YES or NO, and where requested, provide additional information as requested (i.e., copy of proof or reference).

3.1 What month and year was your business started / established? Month \_\_\_\_\_ Year \_\_\_\_\_

3.2 For each row, check the response to each item, and if no or n/a, then why?

| Do you have a:                        | Status  | If not applicable, why? |
|---------------------------------------|---|-------------------------|
| a) HST Registration number            | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> n/a |                         |
| b) Municipal or Band business license | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> n/a |                         |

3.3 Has your business had an accident that involved a tourist / visitor in the previous two years that has resulted in a claim against your insurance or WorkSafe BC (Workers Compensation), or a law suit?  
 Yes  No

3.4 What is the amount of your liability insurance? \$ \_\_\_\_\_

3.5 Provide the contact information for your booking / reservation system.

- a) Telephone \_\_\_\_\_
- b) Toll-free \_\_\_\_\_
- c) On-line booking system – provide website address: \_\_\_\_\_
- d) Does this booking / reservation system operate 24-hours?  
 Yes  No – Why? \_\_\_\_\_

3.6 On your telephone system, is there a way for callers to leave a message during and outside of regular business operating hours?  
 Yes  No – Why? \_\_\_\_\_

3.7 What is the average amount of time it takes you to respond to visitors / tourists' or travel operators telephone or email inquiries? (*Check one only*)

|                                   |   |                                      |
|-----------------------------------|---|--------------------------------------|
| <input type="checkbox"/> 4+days   | <input type="checkbox"/> 9-24 hours     | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> 3 days   | <input type="checkbox"/> 4-8 hours      | <input type="checkbox"/> Don't Know  |
| <input type="checkbox"/> 1-2 days | <input type="checkbox"/> Within 3 hours |                                      |

3.8 What are the average discount / commission rates offered by your business to the travel trade for generating / booking visitors / tourists?  
 \_\_\_\_\_% off the retail price for day activities and transportation  
 \_\_\_\_\_% off retail price for accommodations

3.9 For admission or fee-based activities (i.e., attractions, tours, sporting events), how many months in advance are the prices set for the next year's tourist season?  
 Number of months: \_\_\_\_\_

3.10 How do you provide confirmation of booking and billing arrangements to travel trade partners?  
 \_\_\_\_\_  
 \_\_\_\_\_

3.11 List two travel trade partners you have confirmation and billing arrangements with.

| Name | Contact & Title | Ph / Email |
|------|-----------------|------------|
| 1.   |                 |            |
| 2.   |                 |            |

3.12 If special equipment is required for the visitor / tourist to participate in your tourism activity, does your company provide this – i.e., safety equipment, camping equipment, apparel, hats, gloves, etc.?  
 Yes  No  N/A

- 3.13 During your peak tourism season, what foreign languages are spoken by front-line staff / volunteers? *(Check all that apply)*
- |                                   |   |
|-----------------------------------|---|
| <input type="checkbox"/> French   | <input type="checkbox"/> Italian                |
| <input type="checkbox"/> German   | <input type="checkbox"/> Spanish                |
| <input type="checkbox"/> Chinese  | <input type="checkbox"/> Other – specify: _____ |
| <input type="checkbox"/> Japanese | <input type="checkbox"/> None – Why? _____      |

- 3.14 Do you have an image bank / a source of recent photographs of your business activities that have been taken by a professional photographer for use by travel media and travel trade partners?
- Yes     No

***If NO, proceed to Question 3.15***

- a) If yes, is the professional imagery in CD ROM or standard computer format high resolution (JPEG or TIFF file formats)?
- Yes     No
- b) If yes, is your company willing to share these photos in an image bank operated by AtBC for promoting Aboriginal tourism in B.C.?
- Yes     No

**Familiarization (Fam) Program**

- 3.15 Has your business participated in a media or travel trade Familiarization (Fam) program in the last two years?
- Yes     No

If yes, please provide:

Coordinating Organization name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Contact telephone: \_\_\_\_\_

- 3.16 Would you be willing to participate in a Familiarization (Fam) program in the next year?
- Yes     No

- 3.17 Name two transportation partners (air, rail, bus, van, boat, ferry, other mode of transportation) you have developed a Transportation program with to bring visitors to your tourism location(s). The transportation program may be an ongoing or special promotion with an airline or other type of transportation
- None, our visitors arrive by their own vehicle
- None, we provide our visitors with pickup

| Name | Transportation Type | Contact & Title | Ph / Email |
|------|---------------------|-----------------|------------|
| 1.   |                     |                 |            |
| 2.   |                     |                 |            |

**Marketing Plan**

- 3.18 Does your businesses' marketing plan contain the following? *(Check all that apply)*
- Budget to work with international travel trade (i.e., tour operators, travel wholesalers, travel agents, etc.)
- Plan or program to attract group business
- Travel trade show program for international travel trade  
(this can be on own, with others, or where someone else represents your business)
- Other marketing activities: \_\_\_\_\_
- No, we do not have a marketing plan.

- 3.19 Do you consider your business as Market Ready and / or Export Ready?
- Market Ready     Export Ready     No

## 4 Quality

### Hospitality

- 4.1 How frequently does your business provide staff with a certified hospitality course training (i.e., SuperHost, FirstHost)?
- Every month
  - Quarterly
  - Semi-annual – two times a year
  - Annual – once a year
  - Never

- 4.2 If you provide training, please provide the name and contact information of the course reference?

| Course Name  | Contact & Title | Phone or Email |
|--|-----------------|----------------|
| 1.   |                 |                |
| 2.   |                 |                |
| <input type="checkbox"/> Our training program is self-developed – we have been using it for _____ years. |                 |                |

- 4.3 Do you require front-line staff to be certified in a hospitality program as a condition of employment?  Yes  No  
If yes, list the courses you recognize?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Operations

- 4.4 How does your business post its operating hours (*check all that apply*)?

- At the entrance to facility
- In print materials
- On our website
- On our telephone answering system
- Other: \_\_\_\_\_

- 4.5 Do these operating hours change seasonally?  Yes  No  
If yes, are the locations where the operating hours are posted updated seasonally as well?  Yes  No

- 4.6 How would you rate the consistency of your operating hours with the hours that are posted (*check one*)?

- We always open and close as posted
- Sometimes our operating hours change from what is posted – Explain why? \_\_\_\_\_

- 4.7 Check the policies and operating practices your business has.

- Buying Aboriginal
- Hiring Aboriginal people
- Practices environmental sustainability

Safety

4.8 Is your business in good standing / compliance with the health and safety regulating agency in your industry sector?

| Do you have a:   | Status  | If no or not applicable, why? |
|--|---|-------------------------------|
| a) WorkSafe BC   | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> n/a |                               |
| b) Food and Safety   | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> n/a |                               |
| c) Workplace Hazardous Material Information System (WHMIS)<br><a href="http://www.hc-sc.gc.ca/ewh-semt/occup-travail/whmis-simdut/index-eng.php">www.hc-sc.gc.ca/ewh-semt/occup-travail/whmis-simdut/index-eng.php</a> | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> n/a |                               |
| d) Other – Name: _____   | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> n/a |                               |

Industry Sector Recognition

The following allows you to provide information on the industry sector standards you meet that are required in your industry, as well as to report on the program standards that you voluntarily participate in. If a question does not apply to your industry, you must indicate “n/a” or “not applicable”.

4.9 What industry standard’s programs does your business participate in or gained certification? For an accommodations business it may be – Canada Select, tourism BC Approved Accommodation, BC B&B Innkeepers Guild, and Pet Friendly. Non-industry programs or certification may be Forest Stewardship Council, Vancouver Aquarium Oceanwise.

**As possible attach a copy.**

None

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

4.10 List the awards or recognition your business has received from the tourism industry and sector for your operations.

None

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

4.11 What industry organizations is your business a member of?

1.

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2.

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3.

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4.

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5.

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6.

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**Sustainability**

4.12 What environmental sustainability activities does your business undertake to ensure preservation of the natural environment?

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4.13 What activities or policies does your business undertake to ensure preservation of the Aboriginal culture?

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## 5 Culture and Authenticity

*First Nations and Aboriginal protocol systems have guided interactions between individuals, tribes and Nations since time immemorial. These practices of respect, honour, and integrity of culture are once again guiding many aspects of Aboriginal relationships, business and tourism.*

*As a result of this resurgence of cultural traditional systems, there are a number of important considerations in an Authenticity program for Aboriginal cultural tourism experiences that relate to sharing Aboriginal culture.*

- *The first is whether the activity being shared represents the culture from the traditional territory where this activity is being offered.*
- *The second is if the activity originates or is related to the Traditional Territory where it is being offered, and whether there has been some form of recognition of the integrity of that experience from the “Cultural Keepers” (i.e., Elders, authorized body, cultural committee, Clan leaders – the Cultural Keepers that give permission or system for granting approval to share culture are not the same for every First Nation) to share those activities.*
- *The third is if the cultural activity does not originate from or is not related to the Traditional Territory where it is being offered, to ensure protocols have been followed to receive recognition from the host First Nation(s) to offer the activity in their traditional territory.*

*These considerations honour the traditions of seeking approvals for sharing Aboriginal culture, as well as following protocol systems for receiving approval to undertake activities in another First Nation’s traditional territory.*

### Cultural Recognition

- 5.1 What First Nation / Aboriginal culture do you currently present or share in your tourism business? Example – if Column A is Little Shuswap First Nation; Column B would be Shuswap / Secwepemc; and Column C would be 100%. If more than one First Nation culture is shared, then indicate the estimated percent of each – Secwepemc 70%, Tahltan 30%.

| A. Aboriginal Band / First Nation | B. Belonging to Nation / Heritage / Language Group? | C. Percent of all cultural activities |
|-----------------------------------|---|---------------------------------------|
|                                   |   | %                                     |
|                                   |   | %                                     |
|                                   |   | %                                     |

- 5.2 For the Aboriginal cultural activity(ies) offered have you gained approval or recognition from the Indigenous nation (or the Cultural Keepers of this culture) to offer these activities?  
 Yes     No (If NO, have Section 7 Declaration Form completed by each First Nation Cultural Keepers, and proceed to question 5.4)
- 5.3 If yes, how did you gain approval for sharing of or using the Aboriginal cultural activity(ies)? (IF NOT a Band or Tribal owned business, provide documentation supporting your approval signed by the approving authority)  
 Band Council Resolution  
 Cultural Keepers – persons recognized by the community to promote, protect and share the culture (i.e., Elders, Cultural Group, Clan heads, etc.)  
 Band issued business license or Band authority to operate document  
 Other (please identify): \_\_\_\_\_

- 5.4 Are you sharing this cultural activity within the traditional territory where the culture originates (i.e., Secwepemc cultural centre in Secwepemc traditional territory)?
- Yes – include a copy of a letter of approval or a business permit issued from that First Nation
  - No – approval is mandatory from that First Nation for a business to participate in this program – your application status will be pending until approval is received
  - N/A – if a Band or Tribal owned business operating in its traditional territory

### CULTURAL CONTENT

Authentic cultural tourism experiences have cultural activities which heighten the satisfaction of the visitor’s travel. The following questions identify the types of cultural activities offered.

#### Interaction with Aboriginal People

The next three questions refer to your answer to Question 2.3 about the core business activity.

- 5.5 How many employment and volunteer positions are front-line? (These are positions that interact directly with the visitor/tourist including front desk clerk, guide, sales person, performer, entertainer, story teller, server, ambassador, host, etc.)?  
Number: \_\_\_\_\_
- 5.6 How many of these positions are regularly filled by an Aboriginal person?  
Number: \_\_\_\_\_
- 5.7 Do visitors / tourists have the opportunity to meet and interact with an Aboriginal person throughout the full duration time of their stay / tour / experience?  
 Yes     No

#### Cultural Activities

Select “YES” or “NO” to indicate which cultural activities are offered in your tourism business. These MUST be a part of the business, and not offered as a tour package or additional experience through an outside separate business source.

- 5.8 Which time period do you feel your cultural activities reflect? Indicate the percent for each – total should be 100%.
- \_\_\_\_\_ % Contemporary – modern times
  - \_\_\_\_\_ % Traditional – post-contact
  - \_\_\_\_\_ % Traditional – pre-contact
  - \_\_\_\_\_ % Other – Describe \_\_\_\_\_

Note: Section 5.9 is a critical component of the application process and requires careful completion. If all the relevant cultural activities and staffing is not identified, your application may be achieve the required level of cultural content to be approved.

The following is a list of cultural activities that aid in determining the level of cultural content within your tourism business.

- **CULTURAL ACTIVITY** – If your business does not have the activity, you must indicate “No” in the second column.
- **SOURCE OF ABORIGINAL CULTURAL** – indicate the primary Aboriginal / First Nation that the cultural activity reflects.
- **# PEOPLE INVOLVED WITH DELIVERING THE ACTIVITY** – for each activity you recorded as “Y” or “YES” list the number of people directly involved with delivering that cultural activity. For items like brochure, the number will likely be “0”.
- **Of the people involved in delivering the activity, indicate how many are typically Aboriginal.**

| 5.9 Cultural Activity – each activity listed below<br>MUST reflect Aboriginal culture | YES<br>or<br>NO | If answered YES to activity, indicate the: |  |                             |
|---|-----------------|--|--|-----------------------------|
|   |                 | Source of<br>Aboriginal<br>Culture         | Typical # of people who are involved with<br>delivering the activity to the Visitor: |                             |
|   |                 |  | TOTAL Directly involved (Aboriginal<br>&Non-Aboriginal)                              | Typical # of<br>Aboriginals |
| a) Feasts   |                 |  |  |                             |
| b) Pow-wow  |                 |  |  |                             |
| c) Special programs for children  |                 |  |  |                             |
| d) Musicians – traditional & contemporary   |                 |  |  |                             |
| e) Performances by: Dancers   |                 |  |  |                             |
| f) Performances by: Actors  |                 |  |  |                             |
| g) Arts & crafts demonstrations   |                 |  |  |                             |
| h) Fishing/ hunting – doing / interactive   |                 |  |  |                             |
| i) Food – of cultural origin  |                 |  |  |                             |
| j) Guided tours – indoors – interaction with guide                                    |                 |  |  |                             |
| k) Story telling  |                 |  |  |                             |
| l) Audio-visual presentations   |                 |  |  |                             |
| m) Displays – exhibits – sound movement   |                 |  |  |                             |
| n) Displays – exhibits – visitor interaction  |                 |  |  |                             |
| o) Lectures   |                 |  |  |                             |
| p) Visitor orientation  |                 |  |  |                             |
| q) Aboriginal traditional dress – on staff  |                 |  |  |                             |
| r) Guided nature walks  |                 |  |  |                             |
| s) Language – spoken or sung  |                 |  |  |                             |
| t) Aboriginal décor / atmosphere  |                 |  |  |                             |
| u) Displays & exhibits – stagnant / look only   |                 |  |  |                             |
| v) Language – displayed on signs  |                 |  |  |                             |
| w) Pre-recorded Aboriginal style-cultural music                                       |                 |  |  |                             |
| x) Self-guided nature walks   |                 |  |  |                             |
| y) Self-guided tours – indoors – signs or handheld                                    |                 |  |  |                             |
| z) Print materials on the local culture - language                                    |                 |  |  |                             |
| aa) Other: _____  |                 |  |  |                             |

5.10 For any of the activities above, please attach samples, photographs, brochures, etc. with your application.  
 Yes, samples are included    None attached

## 6 Applicant Declarations

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### 6.1 References

*The References must not be employees, Board of Directors or immediate relatives of the applicant, AND if the applicant is a Band or Tribal owned business, the references can not be elected or appointed council members. References can be customers or travel trade. Select people who are very familiar with your business. Finish this section after completing all previous sections.*

Three references must be provided. A qualified reference requires that all information indicated below is provided. An email from a reference is acceptable provided that all information is given and that the following statement is included in the email. If the reference will email their declaration, complete the information below and in the box requiring the signature write "See email"

*I hereby declare that the answers contained within the application for [Applicant Name] is to the best of my knowledge accurate, and that AtBC may contact me to verify and gather further information.*

The following persons hereby declare that the answers contained within this application are to the best of the knowledge of each person accurate, and that AtBC may contact each to verify and gather further information.

#### a) Reference #1

|           |                           |
|-----------|---------------------------|
| Name      | Relationship to Applicant |
| Telephone | Email                     |
| Signature | Date                      |

#### b) Reference #2

|           |                           |
|-----------|---------------------------|
| Name      | Relationship to Applicant |
| Telephone | Email                     |
| Signature | Date                      |

#### c) Reference #3

|           |                           |
|-----------|---------------------------|
| Name      | Relationship to Applicant |
| Telephone | Email                     |
| Signature | Date                      |

**6.2 Applicant Declaration**

We the undersigned declare that the information contained in this application is truthful to the best of our knowledge. We grant the Aboriginal Tourism Association of British Columbia (AtBC) permission to verify the information contained in and any documents of proof associated with this application, as well as to evaluate the business operations. We also grant AtBC permission to retain this information for Aboriginal tourism marketing and industry development purposes, and from time-to-time to send us AtBC information, including newsletters and reports.

We recognize that the use and association of our business with the Authenticity program is at the discretion of the AtBC. We agree to comply with all terms, regulations and conditions of applying to and participating in the program, and should our business change its operations in any form that results in our business no longer qualifying in accordance with this program criteria, then we understand that AtBC has the right to revoke or withdraw designation of our business as an Authentic Aboriginal Cultural Tourism business as part of this program and we agree to immediately cease use of the program mark and association with the program.

|  |           |      |
|--|-----------|------|
| Name and Title of Authorized Signatory | Signature | Date |
| Name and Title of Witness              | Signature | Date |

**6.3 Application Fees / Payment**

All applicants must be Stakeholders in good-standing with AtBC to apply to the Authenticity program. If you are not yet a Stakeholder, review the Stakeholder information at [www.aboriginalbc.com](http://www.aboriginalbc.com) and/or contact AtBC at (604) 921-1070 for further information. AtBC may set a processing fee for application assessments; however, this will be done in advance of the Application period.

Full payment for AtBC’s Marketing Program must have been paid or be included with the application to be processed. AtBC will review applications of Stakeholders only in good standing with AtBC, which includes being fully paid participants in an AtBC qualified marketing program. Contact **Paula Amos** at (604) 921-1070 for further information about the Marketing Program.

Applicable fees are as follows:

| 2010/11 Application Fee   | Amount    |
|---|-----------|
| 10+ full/part-time employees .....                                  | \$0.00    |
| <10 full/part-time employees .....                                  | \$0.00    |
| <b>Sub-total (before taxes)...</b>                                  | <b>\$</b> |
| ADD – HST at 12%  |           |
| If HST exempt, proof must be provided with application and payment* |           |
| Band name: _____  |           |
| or Status Card #: _____   |           |
| <b>Total (payment enclosed)...</b>                                  | <b>\$</b> |

*\*Note: Incorporated companies are taxable regardless of full or part Aboriginal ownership.*

**Make payment only by:**    Certified company cheque    Money order    Credit card    Cash

**Credit Card Information (print)**

Name of Card Holder (as it appears on the card): \_\_\_\_\_

Card type:    Visa    MasterCard (American Express is not accepted)

Card number: \_\_\_\_\_

Expiry date: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

## 7 Declaration of Recognition of Aboriginal Tourism Business

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*If approval from the Nation has not been gained for sharing of the culture, have the “Declaration of Recognition” completed by the First Nation government (any combination of Chief and/or Councillor(s)).*

- 7.1 Did the tourism operator provide a full explanation of his/her business operation?  
 Yes     No
- 7.2 Did the tourism operator provide information about the cultural activity(ies) he/she is wishing to share with the Public?  
 Yes     No
- 7.3 Are any of these cultural elements an activity that is considered “sacred” or “protected” by the Nation that should not be shared with the public, tourists or visitors (any person outside the Nation)?  
 Yes     No

We the \_\_\_\_\_ First Nation / Tribal Council, hereby affirm that the  
\_\_\_\_\_ business is hereby granted approval to operate their cultural tourism business  
within our traditional territory.

Signed this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ in the traditional lands of the \_\_\_\_\_ in the region known  
today as the Province of British Columbia.

|                                     |                    |               |
|-------------------------------------|--------------------|---------------|
| _____<br>Name – Chief or Councillor | _____<br>Signature | _____<br>Date |
| _____<br>Name – Chief or Councillor | _____<br>Signature | _____<br>Date |

## 8 Declaration to Operate in Non-Traditional Territory

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*This form can be used in lieu of a letter, Council Resolution or First Nation issued business license to demonstrate the Aboriginal cultural tourism business is operating in a culturally respectful manner in a territory that the culture shared in the tourism business is not Indigenous to.*

*Have this "Declaration" completed by the First Nation government (any combination of Chief and/or Councillor(s)). Should the business be operating in overlapping territorial lands or more than one First Nations' area, then permission is required from each First Nation. This form must be completed by each First Nation or comparable documentation provided (i.e., letter, Council Resolution).*

We the \_\_\_\_\_ First Nation / Tribal Council, hereby affirm that the  
\_\_\_\_\_ business is granted approval to operate their cultural tourism business within our  
traditional territory.

Signed this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ in the traditional lands of the \_\_\_\_\_ in the province known today as British Columbia.

|                                     |                    |               |
|-------------------------------------|--------------------|---------------|
| _____<br>Name – Chief or Councillor | _____<br>Signature | _____<br>Date |
| _____<br>Name – Chief or Councillor | _____<br>Signature | _____<br>Date |

## 9 Copies of Documents

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Attach copies of required documents.

### Application Intent

- Letter of Intent

### Section 1: Aboriginal Ownership and Control

- Business Ownership documents – copy of incorporation or society certificate
- Band or Tribal Council – letter or document by INAC, Band Council Resolution
- List of current board members and their status
- For each individual owner – proof of Aboriginal ancestry (i.e., Indian Status, Métis card, UNN card; Inuit Beneficiary card, Band Council Resolution)

### Section 4: Quality - Industry Sector Recognition

Any relevant:

- Industry standards certificates
- Awards
- Licenses
- Permits
- Memberships

### Section 5: Culture and Authenticity

- Supporting documentation demonstrating the First Nation(s) have granted or recognized your cultural content as being appropriate – letter from authorities, or “Declaration of Recognition of Aboriginal Tourism Business” form (included in application)
- Declaration granting approval to operate in traditional territory (if operating in another First Nations’ territory) – see “Declaration to Operate in Non-Traditional Territory” form included in application

### Section 6: Applicant Declaration

- Question 6.1 References signature or email – for each of the three references
- Question 6.2 Declaration signed and witnessed

### Other

- Promotional materials – brochures, flyers, post-cards, posters, catalogues, advertising, etc. – ideally some of these materials will illustrate cultural activities.
- Letters of recommendation, certification, reference



### **Application Submission and Questions**

Submit the completed application with all supporting documents and payment by the September 1, 2010 deadline to:

Aboriginal Tourism Association of British Columbia  
600-100 Park Royal South  
West Vancouver, BC V7T 1A2  
Canada  
Tel. 604-921-1070  
Toll-Free 1-877-266-2822  
[www.aboriginalbc.com](http://www.aboriginalbc.com)