

BASKET OF SERVICES



INDIGENOUS
TOURISM
QUEBEC

Our mission is to guide and propel the success of Indigenous entrepreneurs in tourism markets through our strengths: human-centered relations, expertise, advice, networks and strategies. ITQ thus provides services around three main mandates:

1

**Safeguarding the
interests of enterprises
and entrepreneurs**

2

**Structuring and supporting
the development of the
Indigenous tourism industry**

3

Supporting the visibility and promotion of Indigenous tourism products

This document provides more information on ITQ's basket of services, our different action perimeters and the corresponding services.

OUR DIFFERENT ACTION PERIMETERS

CENTRAL PERIMETER

*Indigenous tourism
enterprises and promoters*

OUR DIFFERENT ACTION PERIMETERS

OUR DIFFERENT ACTION PERIMETERS

COLLABORATION PERIMETER

Tourism industry stakeholders

OUR DIFFERENT ACTION PERIMETERS

OUR DIFFERENT ACTION PERIMETERS

INFLUENCE PERIMETER

*Political circles and various
strategic committees*

OUR DIFFERENT ACTION PERIMETERS



INDIGENOUS TOURISM ENTERPRISES AND PROMOTERS

- Project analysis and consulting
- Guidance and support in project planning:
 - Business plan
 - Market research
 - Development plan
 - Search for funding
- Connect with key industry players
- Management of funding programs
- Market data analysis
- Access to a basket of specialized studies
- Support for marketing, communication and promotion :
 - Participation in promotional campaigns
 - Representation and visibility at trade fairs
 - Access to press and familiarization tours
 - Presence on ITQ website, in magazine and other targeted tools
- Consulting support in sustainable tourism
- Consulting support for digital shift
- Training on the tourism industry
- Access to a network of experts and to business opportunities



TOURISM INDUSTRY STAKEHOLDERS

- Support in structuring the offer
- Training and conferences
- Expert consulting
- Awareness about Indigenous realities
- Networking between stakeholders
- Collaboration on destination marketing initiatives
- Sector-focused expert advice
- Active contribution to national projects
- Collaboration on partners' strategic plans



POLITICAL CIRCLES AND VARIOUS STRATEGIC COMMITTEES

- Training and conferences
- Participation in strategic committees
- Sector-focused advice
- Participation in discussion and consultation roundtables
- Submission of briefs
- Sharing of strategic knowledge



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