



**THE
ORIGINAL
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The Original Original Accreditation Program

The Original Original mark of excellence assures visitors of a quality tourism experience. It is displayed by businesses that offer products and services that are truly authentic and that have been accredited by the Indigenous Tourism Association of Canada.

The Original Original Accreditation Program looks at recommended practices in six important areas of business: community engagement and support, health and safety, quality service and visitor support, ecologically sustained practices, and the essentials to operating a good business. Any business that earns the accreditation is demonstrating that they have the right standards in place to deliver a quality experience to visitors.

The Benefits of Accreditation

Businesses accredited to use The Original Original mark of excellence will be given priority treatment in ITAC's marketing programs and will have access to exclusive development and marketing opportunities.

To give all ITAC members time to become accredited, there will be a transition period where ITAC's existing marketing incentives will be phased out and then replaced by the new incentives program.

For more info about The Original Original Accreditation Program, or to get your application started, visit IndigenousTourism.ca/accreditation

Wondering how this program fits with Project RISE and ITAC's National Guidelines?

This accreditation program is the evolution of Project RISE and replaces the previously published National Guidelines for Indigenous tourism in Canada.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA