



**THE
ORIGINAL
ORIGINAL**

A Mark of Excellence



**WHAT THE MARK
REPRESENTS**



**THE
ORIGINAL
ORIGINAL**

The Original Original designation is a mark of excellence that **assures visitors of a quality experience.**

Accredited businesses offer products and services that are truly authentic and offer business excellence in the following categories:

- *Community engagement and support*
- *Sustainable Indigenous tourism*
- *Visitor experience*
- *Marketing and visitor services*
- *Health, safety and comfort*
- *Business acumen*

A large, dark gray, stylized flame logo is centered in the background. The flame is composed of several concentric, swirling shapes that create a sense of motion and heat. The entire logo is set against a solid black background.

THREE WAYS TO BE MARKET READY

WHICH MARKET IS YOUR BUSINESS READY FOR?

There are three categories of market readiness
through the accreditation process:

BUSINESS READY

Local Markets

VISITOR READY

Domestic Markets

EXPORT READY

International Markets

A stylized flame logo composed of concentric circles, centered on the left side of the slide.

BUSINESS READY

Local Markets

Business Ready enables new start-ups, entrepreneurs and others just entering the market get recognized for meeting good business practices. Most businesses in this category tend to focus on local markets.



VISITOR READY Domestic Markets

Visitor Ready is for tourism businesses that are seeking to attract visitors beyond local markets. These businesses may be expanding and increasing their capacity such as serving larger groups or extending their operational season.

Generally, these businesses are mature having operated for a minimum of 2 or 3 years. They have well-established operational policies and procedures that enable the business to grow and manage more risk.



EXPORT READY International Markets

Export Ready businesses are focused on international visitor markets and have the added capacity to manage specialized travel trade services for visitors from a broad range of culturally diverse markets.

Export Ready businesses are part of a larger travel trade ecosystem. To be successful, most rely on business relationships with tour operators, destination marketing organizations, and various travel distribution channels.

DETERMINING YOUR LEVEL OF MARKET READINESS

Market Ready Designation: Minimum Requirements

BUSINESS READY


30 out of 39 features
(17 required)

VISITOR READY

Business Ready +
22 out of 28 features
(12 required)

EXPORT READY

Visitor Ready +
6 out of 8 features
(4 required)

A dark gray, stylized flame logo is centered in the background. It consists of several concentric, slightly irregular circles that create a sense of depth and movement, resembling a flame or a stylized 'S' shape. The logo is rendered in a dark gray color against a black background.

THE APPLICATION PROCESS



Who Can Apply?

Any majority Indigenous-Owned tourism business located in Canada.



Getting Started

1. *Review the checklist of market ready features*
2. *Decide on which designation you will apply for:
Business Ready, Visitor Ready, or Export Ready*
3. *Prepare your information*
4. *Go online to register and submit your application*

A dark gray background featuring a large, stylized flame logo in the center. The flame is composed of several curved, overlapping shapes. Surrounding the flame are several concentric circles of varying shades of gray, creating a ripple effect.

Self Assessment

- *Community engagement and support*
- *Visitor experience*
- *Health, safety and comfort*
- *Sustainable Indigenous tourism*
- *Marketing and visitor services*
- *Business acumen/practices*



Online Application

Indigenous tourism businesses **complete an online application**, which is submitted to the ITAC program administrator to confirm that the business is eligible and that all required information is submitted. The administrator will follow up with the business, where necessary.

Once the application is ready to be reviewed, it will then be dispatched to two independent reviewers. (Reviewers are not aware of who is assigned to any applicant and never divulge any information on the applications they are reviewing.)

RISE National Guideline Self-Evaluation Checklist

Article Last updated Jul 26, 2022 - 1:49 PM EDT

Guidance for an Indigenous Tourism Business to Prepare and Apply

1. REVIEW THE CHECKLIST OF MARKET READY FEATURES

Go through the checklist:

- check off the features that you feel confident your business offers (mark as 'Yes')
- mark 'No' for the features you do not offer
- mark 'Unsure' for the features you plan to offer but are not yet ready or available

If you have all, or almost all the features for one of the market ready options, proceed to the next step. For the features you are still working on, you may access free online information and training resources on ITAC's website.

2. DECIDE ON WHICH DESIGNATION YOU WILL APPLY FOR: BUSINESS READY, VISITOR READY, OR EXPORT READY

We recommend you apply for the designation where you are confident that the business has all the required features. (It is an option to re-apply for an alternative designation when the business has additional, new features.)

3. PREPARE YOUR INFORMATION

We recommend you prepare the answers to the questions and assemble the documents you will need to complete the application form. Details on the questions that will be asked and documents you need are in 'The Checklist'. You only need to answer questions specific to the market ready designation you are



My Surveys

- Step 1: Business Ready Self-Evaluation Checklist
- Business Ready - RISE National Guideline Accreditation Application

Survey Responses

You have 1 response to the selected survey.

Started	Completed	Status	
Aug 4, 2022 - 6:00 PM EDT	-	Started	<div> Resume</div>

RISE National Guideline Application

Article Last updated Jul 22, 2022 - 3:13 PM EDT



Business Ready - RISE National Guideline Accreditation Application

Start

Business Ready and Visitor Ready - RISE National Guideline Accreditation Application

Start

Business Ready, Visitor Ready and Export Ready - RISE National Guideline Accreditation Application

Start



Reviewers

Each reviewer evaluates the submission independently and by the set deadline. They submit their reports to the ITAC administrator. The administrator confirms receipt of information and verifies that the reports contain all the necessary information including the ancillary electronic files.



Reviewer Recommendations

Recommendations made by the reviewer are generally one of two outcomes:

1. Applicant **has met** the quality standard to be recognized by ITAC as Market Ready for one of: Business Ready, Visitor Ready, or Export Ready; OR
2. Applicant **has not met** the quality standard, with recommendations on specific criteria or areas that require further evidence to be able to demonstrate the standard.



Reviewer Recommendations

When the recommendations by both reviewers are the same, ITAC will inform the applicant of that outcome.

If there are significant differences in the recommendations, ITAC may engage a third independent reviewer for an additional opinion, seek further information from the applicant to address areas where there are discrepancies, or speak with the reviewer(s) for further clarity. Other measures may be required.

Ultimately, ITAC will only sanction a result once due process was followed and the results can be defended.



Reviewer Recommendations

ITAC awards the appropriate market ready designation (i.e., Business Ready, Visitor Ready, or Export Ready) for **businesses that meet the corresponding features.**

A graphic consisting of several concentric circles in shades of gray, centered on a black background. In the center of the circles is a stylized flame or leaf-like shape.

Unsuccessful Applicants

For unsuccessful applications (i.e., ones where the applicant is non-compliant or provided insufficient information), ITAC will issue a statement to the applicant indicating the deficiencies along with recommended actions.

Applicants will be asked only to complete areas that don't meet the standard before re-submitting their application.



Maintaining Accreditation

Accredited businesses are subject to **biennial renewal/reaccreditation** of their designation. To maintain their designation, they are required to submit a renewal application which is subject to an audit or review.

If the business has changed significantly or the product or services offered are different, it may require the business to re-submit a full application. In addition, the business must be a 'member in good standing' and pay renewal fees.

The applicant deemed to be in non-compliance will have **60 days** to meet the requirements to remain in good standing in their accreditation process.



**I AM ACCREDITED, NOW
WHAT?**

Using the Mark

Accredited businesses are eligible to promote themselves using “**The Original Original**” mark of excellence.

Through a formal agreement, the business will be given permission to use the logo within the branding guidelines.





Incentives

Accredited businesses will have the opportunity to:

- have ***The Original Original*** mark displayed on their listing on *DestinationIndigenous.ca*
- receive ***preferential treatment*** in sales and promotion campaigns
- receive ***special pricing*** for future ITAC events
- be ***featured in program promotional material***, including video, at major events such as the International Indigenous Tourism Conference
- benefit from ***exclusive access*** to select development and marketing initiatives



**THE
ORIGINAL
ORIGINAL**

A Mark of Excellence