

# Market Readiness Checklist

Indigenous tourism experiences applying to become Indigenous Tourism Association of Canada (ITAC) voting members must meet the following business ready criteria as defined by ITAC's **Accreditation Program**.

## Required Business Ready Criteria

You must check yes for all of the following criteria.

- 1. Cultural content developed in collaboration with & sanctioned by Indigenous people**  
 Yes  No  Pending
- 2. Visitors are informed/educated on the accepted behaviour while on site/in community**  
 Yes  No  Pending
- 3. Cultural protocols are respected**  
 Yes  No  Pending
- 4. Business has hiring policies & procedures that promote inclusion & diversity**  
 Yes  No  Pending
- 5. Business provides special equipment or training**  
 Yes  No  Pending
- 6. Business has enough staff to address visitor demand**  
 Yes  No  Pending
- 7. Business complies with required health & safety regulations**  
 Yes  No  Pending
- 8. Business has the required safety equipment on hand, in good working order**  
 Yes  No  Pending
- 9. Business's equipment & vehicles are in a good state of repair**  
 Yes  No  Pending
- 10. Business has an Emergency Action Plan**  
 Yes  No  Pending
- 11. Business has an online presence**  
 Yes  No  Pending
- 12. Information is current, accurate & informative**  
 Yes  No  Pending
- 13. Business hosts familiarization (FAM) tours**  
 Yes  No  Pending
- 14. Business uses digital & conventional marketing strategies aligned with marketing plan**  
 Yes  No  Pending
- 15. Business has official business licence(s), permits & regulatory requirements in place**  
 Yes  No  Pending
- 16. Business has insurance to protect against legal liability (death/injury)**  
 Yes  No  Pending
- 17. Business has capacity to manage cash & business commerce function**  
 Yes  No  Pending

## Additional Business Ready Criteria

You must check yes for a minimum of 13 of the following criteria.

1. **Business creates opportunities for community members**  
 Yes  No  Pending
2. **Business obtains advice from appropriate Indigenous community on Indigenous protocols**  
 Yes  No  Pending
3. **Business follows protocol for territory or land acknowledgement**  
 Yes  No  Pending
4. **Business has opportunities for visitors to interact in person with Indigenous people**  
 Yes  No  Pending
5. **Visitors are exposed to local Indigenous languages**  
 Yes  No  Pending
6. **Product or service has been successfully test-marketed**  
 Yes  No  Pending
7. **Business can accommodate individuals with disabilities**  
 Yes  No  Pending
8. **Business provides accurate & current information on availability of accessible facilities**  
 Yes  No  Pending
9. **Business follows security regulations & protocols**  
 Yes  No  Pending
10. **Business has access to health & medical services**  
 Yes  No  Pending
11. **Tourism product/service offered has a positive impact on the Indigenous community**  
 Yes  No  Pending
12. **Business conserves energy**  
 Yes  No  Pending
13. **Business has resources to be self-sustainable**  
 Yes  No  Pending
14. **Business has an emergency risk management plan to respond to major disruptions**  
 Yes  No  Pending
15. **Business has print marketing materials**  
 Yes  No  Pending
16. **Has research or information to understand current & potential markets**  
 Yes  No  Pending
17. **Business has detailed marketing plan**  
 Yes  No  Pending
18. **Business products & services are aligned with market demand & characteristics**  
 Yes  No  Pending
19. **Products & services are priced appropriately**  
 Yes  No  Pending
20. **Business has a business plan along with an operating budget**  
 Yes  No  Pending
21. **Business has essential infrastructure**  
 Yes  No  Pending
22. **Business has financial means to cover operating costs**  
 Yes  No  Pending



**ITAC's Accreditation Program** sets national standards for Indigenous tourism experiences. For more information, visit: [IndigenousTourism.ca/accreditation](https://IndigenousTourism.ca/accreditation)