

Aitchelitz Band Tourism Development Proposal For Aitchelitz Band Council

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Abstract: This proposal, developed in collaboration with the Aitchelitz Band council, explores tourism development initiatives aimed at enhancing revenue generation, promoting local culture, and improving workforce sustainability within the Aitchelitz First Nation. The primary target market for these initiatives will be BC residents due to the Band's remote location near Chilliwack. The project is anticipated to take between six to nine months to complete, focusing on expanding existing infrastructure and potentially involving 10-15 First Nations residents. Three alternatives were evaluated: Airbnb, featured handicrafts, and local cuisine. Each option was assessed based on cost, competitiveness, and resource availability. While Airbnb offers a unique living experience, its cost is moderate, and it faces competition from existing options in Chilliwack. Local cuisine, despite its potential to attract international visitors, presents higher costs and lacks uniqueness compared to Chilliwack's culinary scene. Featured handicrafts, drawing inspiration from the Aitchelitz Band's rich history, emerged as the most viable option due to its lowest estimated cost, strong uniqueness, and manageable resource requirements. The recommendation emphasizes the Band's full autonomy in the design, material sourcing, instruction, and marketing of these handicrafts. This approach ensures the preservation of cultural integrity while fostering economic growth through tourism.

Keywords: tourism development; aitchelitz band; first nation economy; handicrafts; cultural preservation

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1. Introduction

We are working with the Aitchelitz Band council to discover the potential to enhance the maximum revenue-generating capacity for possible First Nation sites. The core purpose of the council is generating feasible initiatives to help the thriving first nation economy and sustainability from a long term perspective. The structure of this proposal starts by identifying three initiatives we can adopt in Aitchelitz Band regarding the natural conditions of this region^[1]. Then, we compare the three alternatives and provide the decision matrix based on key criterias. Ultimately, we recommend featured handicrafts. We also provide suggestions on keeping the leading position of Aitchelitz Band.

2. The project

We are planning tourism development in the Aitchelitz Band to improve economic conditions, advocate the local culture of the Nation, and enhance the sustainability of the workforce. A majority of this proposal is led by the Nation itself, but some

portion of establishing tourism still requires collaboration with the adjacent city Chilliwack.

The target market is dominated by BC residents. Since Aitchelitz Band is located in remote regions in Chilliwack, BC residents have the superior conditions to access the territory.

Meanwhile, tremendous tourists might struggle to find the Aitchelitz Band^[2]. Thus, the initial phase will solely target BC residents. If the tourism business in Aitchelitz Band thrives at an increasing pace, more travelers will acquire insights about this wonderful location to visit^[3].

The scale of this business is estimated to involve 10-15 first nations including Aitchelitz Band residents (Aitchelitz Band, 2024). Besides, we will consider all supporting staff and administrative members. Tourism is expected to take moderate emphasis on the territory surrounding Aitchelitz Band, primarily focusing on the expansion of the existing infrastructure^[4].

The approximate time to complete the project might be between half a year to nine months. The main steps include evaluating the feasibility of the proposed project. Possible questions to consider include resource availability^[5]. Furthermore, deciding whether to produce a pilot program to simulate the effects of initiating the program is also one crucial step in the designing process. In addition, we might provide feedback about different stages about any valid adjustments to be executed in order to improve the overall productivity of the project. Next, we are determined to commence the project. Additionally, we might also observe the entire process to figure out any possible modifications to implement on the current status.

3. Alternatives

3.1. Option No.1: Airbnb

Description: Travelers will have opportunities to experience the unique lifestyles in Aitchelitz Band by living in Airbnb during their vacation. To explain more, travelers can have a tour around their Airbnb to witness and experience the special architectural style like the design of their accommodations, various decoration and accessories, and the schedule of Aitchelitz Band on a daily basis^[6].

Aitchelitz Band Leading and Involvement: The council will evaluate the whole proposal to discuss the possible benefits and risks^[7]. The four elected councilors and the hereditary chief will decide the approximate range to establish Airbnb. They will also determine which resident houses would be selected as the Airbnb target. To demonstrate, some possible criteria the counselors can use is considering the history of the house, the feasibility for modification. Regarding commercial building, councilors will consider the safety requirements. If they eventually have solid thoughts to grant the proposal, the Nations need to lead the resource allocation and selecting possible sponsors to contribute funds to the program.



Source: Airbnb, Top-Rated Cabin Rentals in Chilliwack. (n.a.).

2.2. Option No.2: Featured Handicraft

Description: The main inspiration for this option comes from the long history of Aitchelitz Band. The activities we can take involve setting up the exhibition for handicrafts that are most symbolic to represent the civilization and tradition of Aitchelitz Band. Travelers do not have to stay here, they can just spend a few hours viewing the intriguing design of these exquisite handicrafts. This activity is suitable for tourists who settle in Chilliwack and just want to spend one day on the exhibition tour. Next, another activity could be establishing one DIY workshop for travelers. The workshop provides all raw materials needed to form a handicraft. The third activity is setting up the souvenir shop for all individuals who would like to take away objects to resemble the Aitchelitz Band.

Aitchelitz Band Leading and Involvement: Aitchelitz Band would take full autonomy for the design and usage of all handicrafts. The Nation could consider cooperating with vendors. However, the Nation owns the exclusive rights to the intelligent property. When there is a critical decision to be made, the councilors will have discussion about the possible consequences to be taken into action in case any unexpected circumstances happen.



Source: Hancharyk Siera, Indigenous Made Not Indigenous Inspired. (December 20th, 2020)^[8].

2.3. Option No.3: Local Cuisine

Description: Aitchelitz Band can set up local restaurants which contain the Nation's unique culinary products. This approach is practical for attracting individuals from other countries since they gain access to a brand new flavor of food which they hardly ever try before. The popularity of Aitchelitz Band might increase since their cooking style is characteristic in this particular region. The other strategy Aitchelitz Band can take is selling their unique cuisine or bringing their skilled chef to Chilliwack restaurants. For individuals who have hardships arriving at Aitchelitz Band, they can enjoy the convenience by trying the food from the Nation simply in restaurants in Chilliwack (Chilliwack Economic Partner Corporation, n.a).

Aitchelitz Band Leading and Involvement: Aitchelitz Band can take lead of the entire cuisine development and control the quality of raw ingredients from the recipe^[9]. For Chilliwack restaurants to advertise the food from Aitchelitz Band, the Nation will determine which content is appropriate for putting on the commercial to send on the internet.

Furthermore, Aitchelitz Band could also consider which food is the most representative to share with the public (Government of Canada, 2024).



Source: Corner Nook Cafe, Homepage. (n.a.)^[10].

3. Comparison Between the Three Options

3.1. Comparison Criteria

Cost: The primary cost associated with the three proposals includes labor cost, raw material cost, infrastructure cost, and documentation fee, and etc. Cost is the priority to be taken into account since The Nation is aiming for profits by proceeding with the project. Meanwhile, estimating the budget for this project is the fundamental phase for testing the feasibility of these proposals^[11].

Competitiveness: Since Aitchelitz Band is adjacent with Chilliwack, we need to regard the similarity and distinctiveness of these three projects compared with existing business in Chilliwack (Government of Canada, 2024). If the evaluation indicates a significant similarity between one of the three projects and existing Chilliwack business, this situation might be detrimental for attracting consumers from other regions to spend their time in Aitchelitz Band.

Resource Availability: We are expected to consider financial resources, human resources, government support, and cultural resources. Financial resources refer to sufficient funds to initiate the project. Human resources are defined as adequate members of people to get involved in this project. Government support means policy and assistance to facilitate the development of the project (British Columbia Assembly of First Nation, n.a.). Last but not least, The Nation might be determined to have a solid preparation of local history and culture to further emphasize their output from their projects.

3.2. Comparison Between Options

3.2.1. Option 1

The cost of Airbnb involves providing accommodation and premium services for tourists from other countries. The Nation needs to redecorate or extend their houses. They might even need to add some extra infrastructure for creating a satisfying customer experience (Zuo Sam, n.a.)^[12]. Next, the Nation might also need to apply for the operating license^[13]. Overall, the cost of Airbnb is in the middle range compared with the other two options^[14].

As travel becomes more popular nowadays, countries are devoting a profound emphasis on accommodation. As a consequence, tourists can find a variety of Airbnb in Chilliwack (Airbnb, n.a.). without actually reaching Aitchelitz Band to save their money. On the other hand, Aitchelitz Band will contain some innovative elements which might attract lots of travelers who are eager to experience the unique journey by living in Aitchelitz Band with local residents for a few days. Compared with handicraft, the lack of uniqueness might become obstacles for tourism. Airbnb shares similar competitiveness for cuisine since they can be much easier to identify while having an exotic tour (Point 2, n.a.).

For resource availability, considering the limited residents in Aitchelitz Band (Government of Canada, 2024). There is a large possibility of hiring extra staff for house cleaning or addressing prior coordination for travelers to help them settle in their ideal room. In addition, the Nation needs to consider whether or not the government will approve this proposal since the major financial resource comes from government funds (Government of Canada, 2024)^[15].



Source: CASAL, Homepage. (n.a.).

3.2.2. Option 2

For establishing an appealing handicraft DIY studio, most costs will be generated from raw materials. Fortunately, Airbnb has already preserved lots of styles of designs and raw materials ready to initiate the project. Therefore, handicraft has the lowest possible cost compared with the other two options (Wikipedia, n.a.).

handicrafts in the Aitchelitz Band are really uniquely identified by their characteristics. The handicrafts contain the origin of Aitchelitz Band's culture through history. This makes the design of these handiwork differentiable from other similar types of products from Chilliwack or other countries.



From resource perspectives, human resources will not be an issue to tackle since we can pick a few residents who possess a deeper understanding of historical handicrafts and steps to create them. However, we are lacking people who are competent to advertise this activity to the public. Besides, building the workshops requires finding an appropriate site to host the event relevant with handicrafts.

Source: Indigen Artsy, Homepage. (n.a.)^[16].

3.2.3. Option 3

There are two circumstances for the third option. First, If we want to collaborate with Chilliwack restaurants to provide more local cuisine from Aitchelitz Band^[17], the main cost will be the rental fee for using the site like kitchen or food ingredients in Chilliwack restaurants. In addition, for opening our own local restaurants in Aitchelitz Band, there will be more costs like the construction fees, working staff to hire, applying the food safety license, and the government permission to provide financial support.

Since Aitchelitz Band is adjacent with Chilliwack, the two regions share almost identical culinary recipes and methods. The shortage of uniqueness of local cuisine held in Aitchelitz Band will become a serious challenge to confront.



For the human resource we have right now, there should be more training programs to emphasize food safety awareness and cooking mentorships^[18]. Besides, the insufficiency of government incentives on similar practices will result in limited financial resources to support the operation of local restaurants (Government of Canada, 2024).

Source: The Canadian Press, Low wages, small workforce leaves booming B.C. restaurants without chefs.

3.2.4. Decision Matrix

	Option 1: Airbnb	Option 2: Featured Handicraft	Option 3: Local Cuisine
Cost	3	4	2
Competiveness	2	5	1
Resource Availability	3	3	2
Total	8	12	5

Note: Higher score indicates better performance. Cost is reversely graded.

4. Recommendation

From the decision matrix compared with the three options. Option 2 is the most desirable project to focus on. To guarantee the absolute autonomy and leadership of the Nations, when we are introducing the program, the inspiration of these handicrafts will be completely retrieved from the culture and history of Aitchelitz Band. Meanwhile, the Nations will take charge of the raw materials utilized to produce these handicrafts. Furthermore, the Nations will actively handpick the most qualified members as the instructor to guide tourists about each phase of making handicrafts. They will also choose appropriate vendors to assist in marketing and advertising such intriguing activities to increase its popularity worldwide.

5. Conclusion

In conclusion, regarding the geographic location and population diversity of the Aitchelitz Band, the most suitable approach for developing the Aitchelitz Band economy is tourism. Among the three different initiatives: Airbnb, featured handicrafts, and local cuisine, handicrafts have the lowest estimated cost to proceed, and this is a quite innovative approach for Aitchelitz Band. More importantly, this approach does not require too many resources to get started. Thus, we recommend featured handicrafts as the best option to begin. We will ensure the leading position of the nation in the whole process. To demonstrate, they will be in full charge of any key decisions and resource usage.

Disclosure statement

The author declares no conflict of interest.

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