



# EXPERIENTIAL CULINARY AND CULTURAL TOURISM WORKSHOP

Workshop  
focuses on:

Discovering  
hidden  
knowledge, skills  
and talents

Collaborating as  
a community

Working towards  
a community  
vision

Finding business  
partners

Responding to  
tourists' needs  
and wants

Leveraging  
relationships

## A Workshop for Starting Tourism Businesses

### What you will learn

We customize training in food and culture experiential tourism to help indigenous communities develop feasible business products and services. What this training does is open your eyes to tourism business potential in your region whether you are planning to collaborate on community-based tourism initiatives or through individual food or culture based sole proprietorships. We support those of you who are ready to roll up your sleeves to turn ideas into income-generating reality, while enhancing community wellbeing. What are you waiting for?

1. OBJECTIVES - We work with you to fine tune your community's tourism objectives and goals as well as your own individual business goals.
2. SUCCESS STORIES - We will share indigenous tourism success stories to help stimulate your creative juices and show you what is possible.
3. ENVIRONMENTAL SCAN - We will help you identify resources right under your nose that can help as well as competition that could hinder.
4. ASSET MAPPING WITH THE MEDICINE WHEEL - You will re-examine your assets in terms of their value and contributions to your community's well-being in a holistic sense.
5. MARKET DEMOGRAPHICS - We will share current data on tourists seeking authentic indigenous tourism experiences.



6. SUSTAINABLE BUSINESS IDEAS - We will help you identify ideas to supply tourists with multi-sensory experiences to remember for a lifetime.
7. BUSINESS READINESS - We will explore where your community stands in terms of experience in entrepreneurship, business management and administration, partnership development, event planning, product development, service delivery, and marketing.
8. MISTAKES TO AVOID - You will learn from others' tourism mistakes and learn how to avoid them.
9. ACTION PLANNING - We will help you construct an action plan for next steps.
10. RESOURCES - We will leave you with a wealth of resources to pursue on your own so you can keep the momentum going.



### CONTACT US

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## The Trainers:

### Chef David Wolfman

David is a First Nations TV Chef, host and executive producer of *Cooking with the Wolfman*, aired on APTN in Canada and FNX in the US. He is also a classically trained chef with over 30 years of industry experience and is a Culinary Arts Professor at George Brown College in Toronto, Canada. He teaches international cuisine and hospitality, cultural influences in food, and food and beverage management to students from around the world.



### Marlene Finn

Marlene is a Metis educator and consults in indigenous education and business. Marlene is the former Vice President of the Canadian Council for Aboriginal Business, the former Director of the National Aboriginal Achievement Awards and a former high school teacher for the Toronto District School Board. She has worked in conference planning, marketing and television production but now operates her own indigenous education and research consulting business.

