

Managed well, it feeds a community. Left to run, it burns the house down.

A Northern Academy program • Tourism

TOURISM IS LIKE FIRE

A one-day tourism and AI program

For Indigenous, remote and island communities

Tourism in remote northern Australia will arrive whether communities are ready or not. What matters is who decides how it lands. **In one day, operators and the people who fund them work out what tourism to accept and what to refuse, what to charge and how to use AI safely** to protect culture, Country and commercial position. Piloted on Badu Island in 2025 as part of a wider session, and expanded since into a full program.

One day, 9am to 5pm

Up to 12 people

On Country, facilitated

Certificate of completion

PROTECT WHAT'S YOURS FIRST

WHAT NEVER GOES IN

Guest details, confidential partner contracts and anything about sacred or restricted places.

CHECKING THE ANSWER

How to test a price, a contract summary or a marketing line before you rely on it.

CULTURE STAYS YOURS

Stories, songs, language and images of Country stay out of public AI tools unless Traditional Owners say yes.

WHEN NOT TO USE IT

Permissions for sites, cultural protocol and sorry business stay with people.

WHO SEES YOUR DATA

What free and paid tools do with what you type, in plain English.

YOUR OWN RULES

A plain-language AI use guide your business or PBC can adopt.

THE DAY - SIX SESSIONS

- 01 What cooks, what burns**
The fire metaphor through documented case studies: Machu Picchu, Bali and Maasai villages against Palau, the Tiaki Promise, Dhimurru and the Galapagos.
- 02 What tourism wants from you**
Revenue splits dressed up as partnerships, tours that sell your story without your name and pricing built for the city. Named out loud.
- 03 AI as protection, advice and support**
Safety first, then a live RACE demonstration putting a sample tourism contract through an AI review.
- 04 The group chat**
The room brings the pricing, contract and partner problems they walked in with, and we unpack them together.
- 05 Your tools, your prompts, your guardrails**
Each participant builds a prompt library for their own operation, usable from a phone on Country.
- 06 Decide what gets cooked**
A position statement, a pricing baseline and a 90-day plan. Things that work on Monday morning.

Session times and content are indicative and may change to suit your group, location and needs.

THINGS YOU CAN USE ON MONDAY

- **A tourism position statement:** what your community will and won't accept
- **A pricing baseline** built on real remote operating costs
- **A personal AI toolkit** and prompt library, tuned on the day
- **A 90-day action plan:** what you do next and who you talk to
- **A contract review walkthrough** to reuse on your own agreements
- **The RACE Framework**, taught in full with a reference card
- **A Certificate of Completion**, plus the workbook and session recordings

BUILT AND LED BY SOMEONE WHO LIVES HERE

John Palmer facilitates every group personally.

Over a decade on Thursday Island, behind tourism and economic development work including the Destination Badu Island Strategic Plan and Feasibility Study and the Winds of Zenadth Festival Destination Plan.

TOURISM CAN GO TWO WAYS. COMMUNITIES SHOULD CHOOSE WHICH.

When it warms: it feeds, warms and protects

Local profits stay local. Cultural authority remains intact. Visitors come on community terms. Tourism becomes a tool for sovereignty, not a threat to it.

When it burns: it fractures, exploits and erases

Outsiders capture the value. Sacred places become attractions. Pricing and partnerships favour the wrong people. Culture gets sold instead of shared.

OPERATORS AND THE PEOPLE WHO FUND THEM, IN ONE ROOM

01 Indigenous-owned tourism operators

02 Ranger groups and PBCs

03 Community-controlled enterprises

04 Family-run and start-up operators

05 Government and funding agencies

06 Regional development bodies and NGOs

INVESTMENT

From \$795 + GST per person

Up to 12 people, lunch included. Closed groups, multiple cohorts and funder briefings are quoted on request.

WHERE WE DELIVER

Torres Strait, Cape York, Cairns and Far North Queensland, the Top End, Arnhem Land, the Gulf and the Kimberley. Pilbara on request.

ENQUIRE

Use the Contact us button on the program page with your location, audience, group size and timing. We reply within two business days.

tourism.northernacademy.com.au



SCAN FOR THE FULL PROGRAM

Prices are from prices, ex GST. Your final quote depends on venue hire, catering, the number of people and the number of sessions, and discounts apply when you book more than one session. Northern Academy is not a Registered Training Organisation and this program is not nationally accredited. Emver Partners is a non-Indigenous firm. This program does not replace Traditional Owner-led cultural training.

Northern Academy acknowledges the Traditional Owners of the land and sea on which we live and work, and pays respect to Elders past and present.

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