Gros Morne Institute
FOR SUSTAINABLE TOURISM






Place, Passion and Possibility: Rethinking Community Tourism Development

TIAPEI Conference

October 29, 2026

Gros Morne Institute
FOR SUSTAINABLE TOURISM

- Based in Gros Morne National Park, NL
- 20+ years delivering training and development learning opportunities
- 5,500+ participating operators and organizations

GMIST

GMIST Approach

- Focus on convening space:
  - learn at own pace
  - open environment
  - peer-to-peer connections
- Finding the **why**
- Program focus:
  - Community Development
  - Experience Development



What are you proud of?

What if we started with what's strong?

What if we put community at the centre?

A Great Place to *Live*
is a
Great Place to *Visit*.

ACTivate Program

Gros Morne Institute
FOR SUSTAINABLE TOURISM

StFX UNIVERSITY | COADY INSTITUTE







What is ACTivate?

Mindset Shift

People Centred



Strengths Based

Not one size fits all

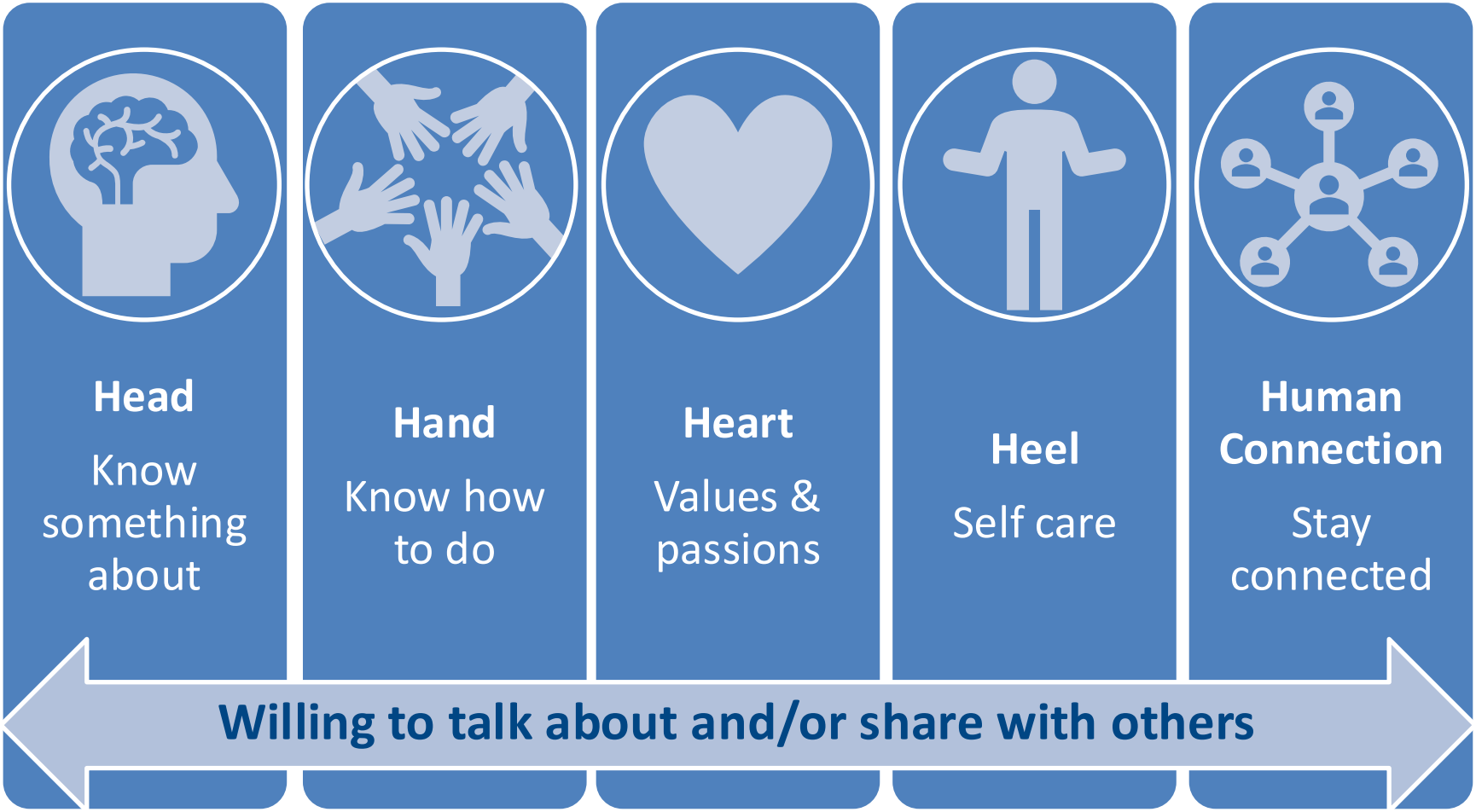
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Gifts & Abundance

- Every community has **abundance** – sometimes we can't immediately see it
- Everyone has **gifts** to share
- Gifts can take **many forms**: skills, knowledge, talents, stories



The 5 Hs



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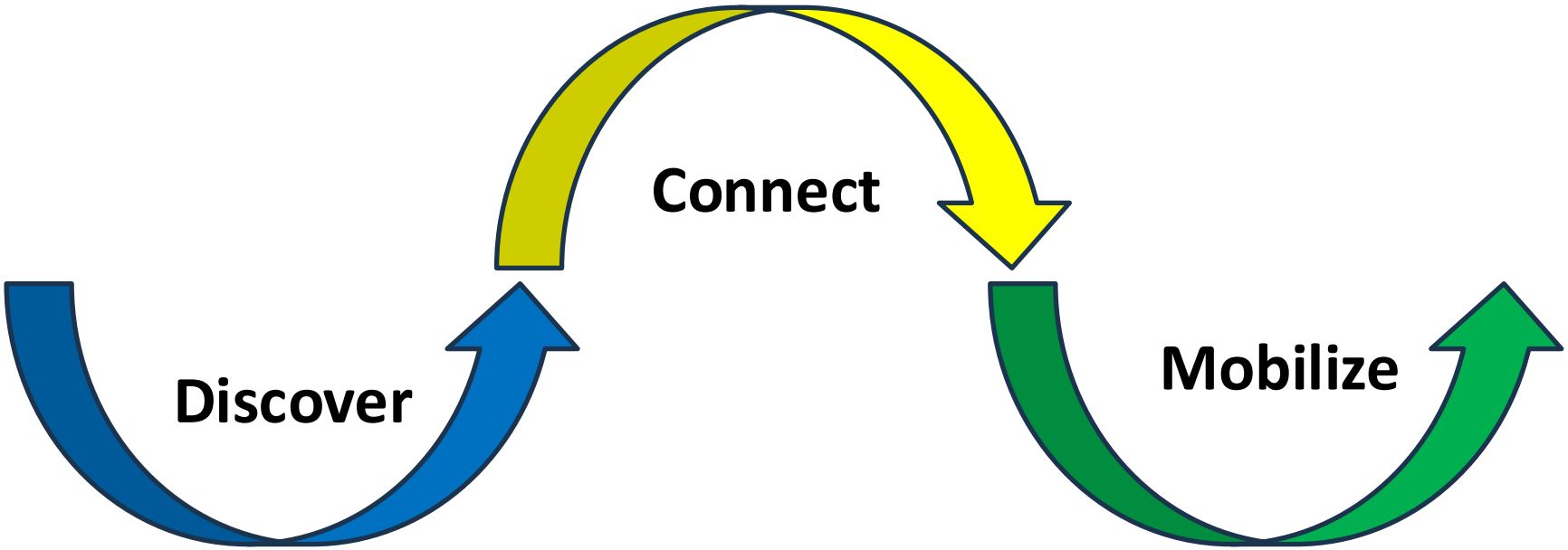
Write down 2-3 gifts that you have

Share your gifts

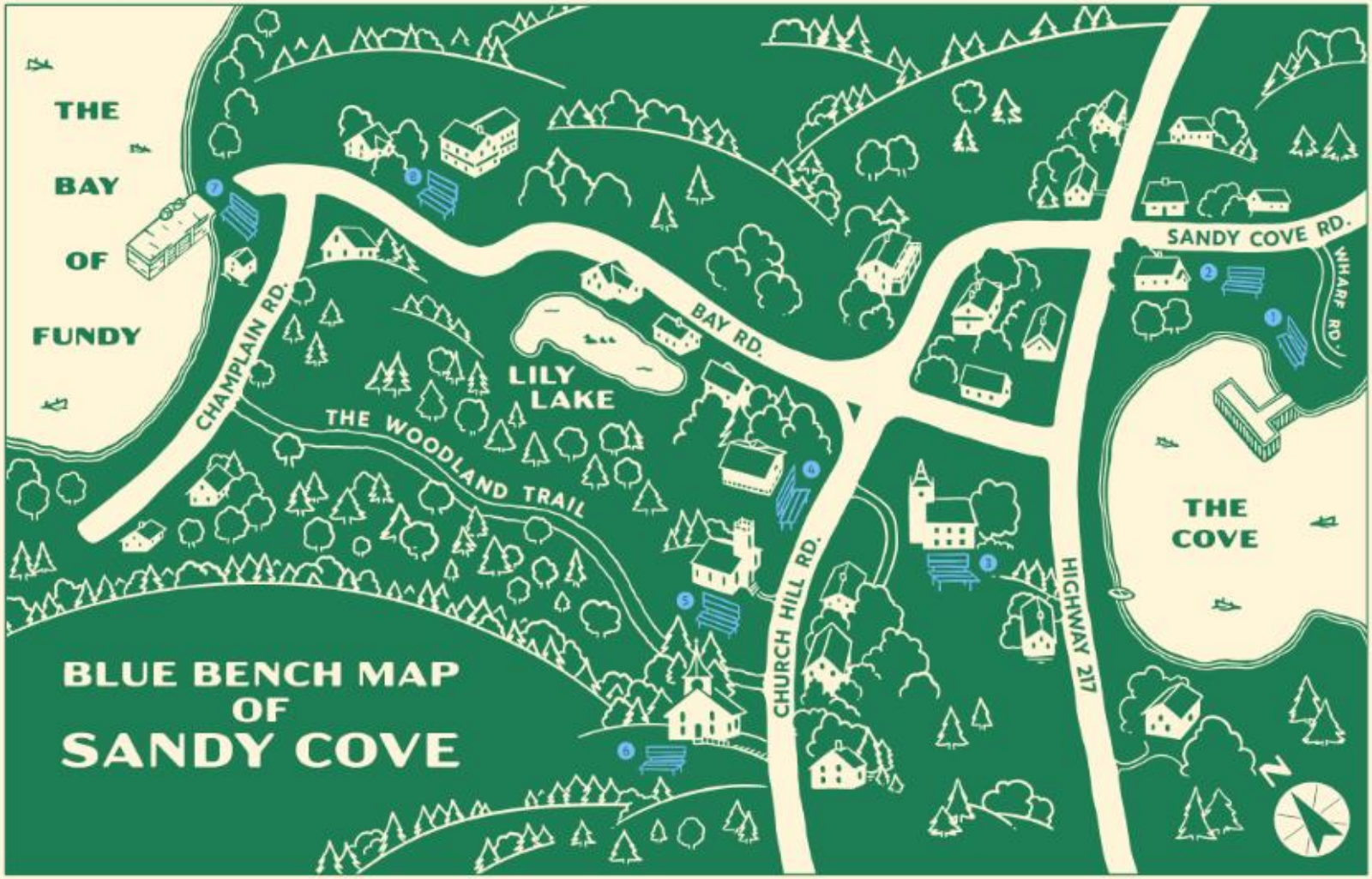
WE

believe that by connecting the **GIFTS** that we have we could.....

Turning Assets into Action!



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BENCH LEGEND

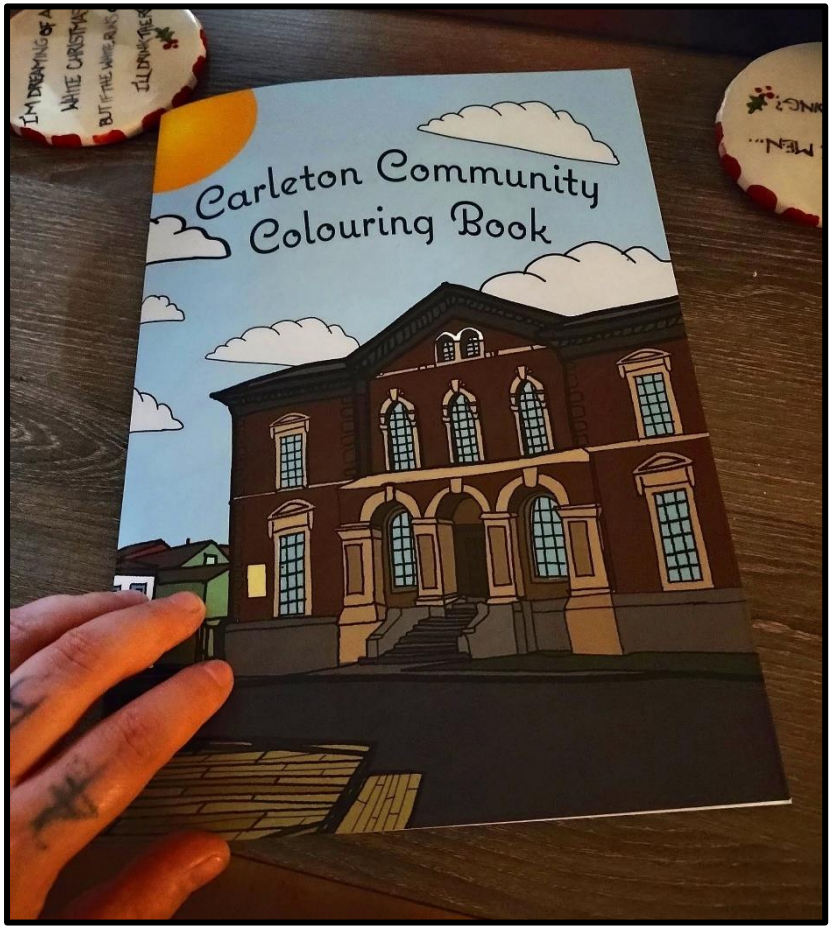
1. Sandy Cove Wharf
2. Sandy Cove Road
3. United Baptist Church
4. Eldridge Memorial Library
5. Zion United Church
6. Church of the Natvity
7. Bay of Fundy Wharf
8. Bay Road

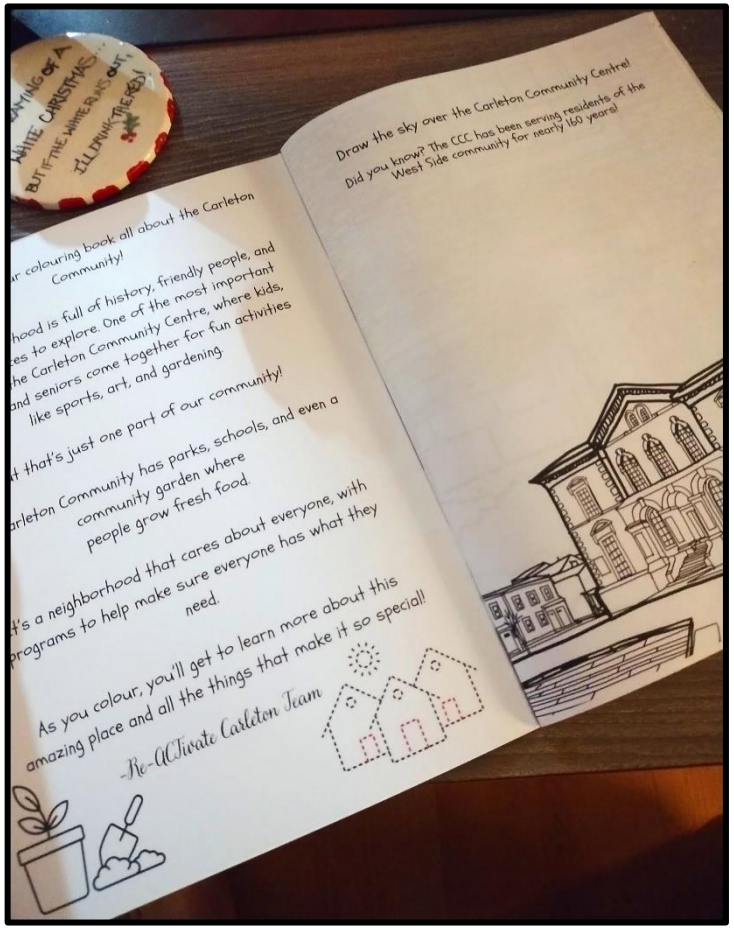
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Where every turn tells a story



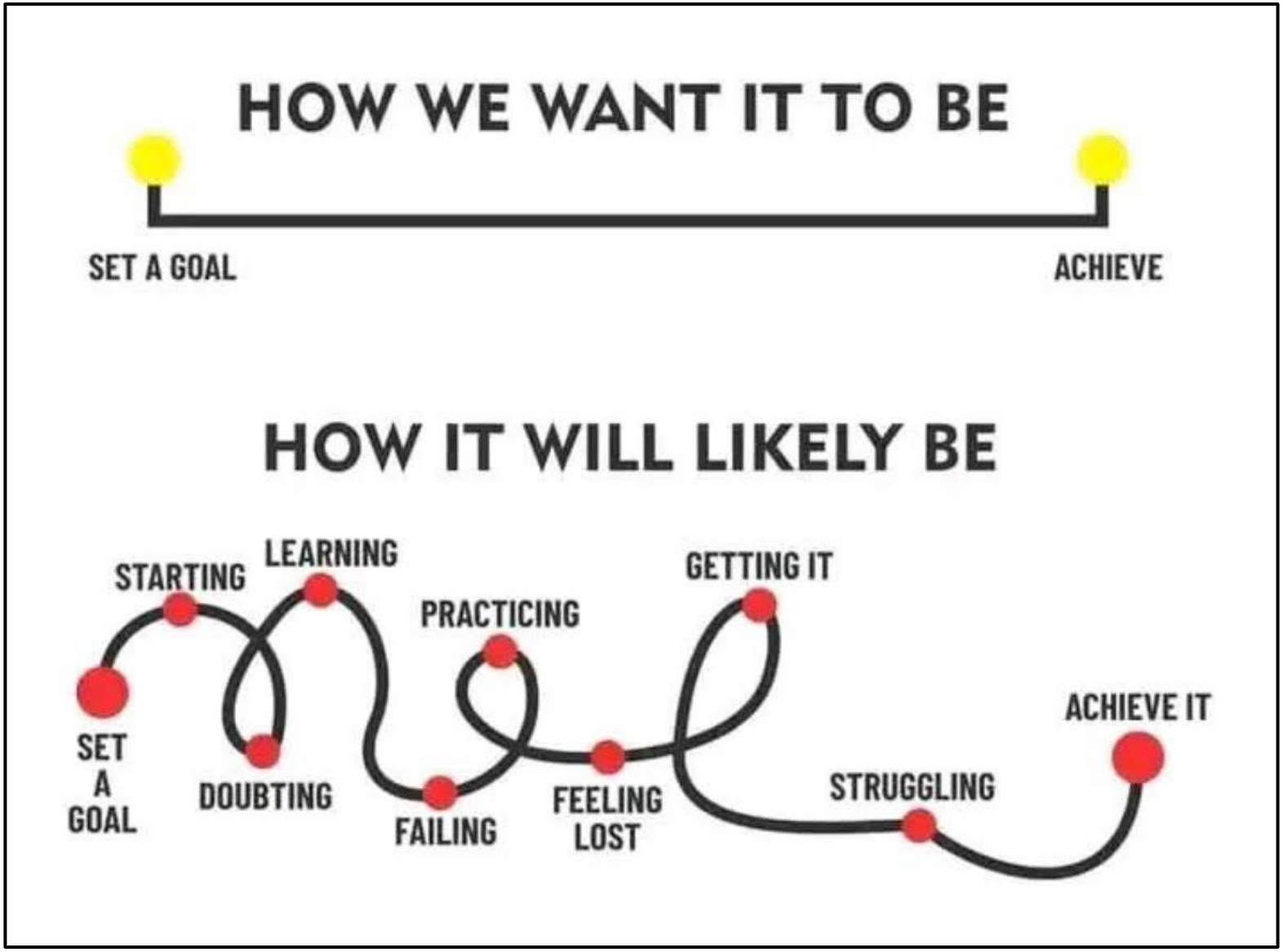
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Carleton Community
Colouring Book


Draw the sky over the Carleton Community Centre!
Did you know? The CCC has been serving residents of the West Side community for nearly 160 years!
r colouring book all about the Carleton Community!
hood is full of history, friendly people, and es to explore. One of the most important he Carleton Community Centre, where kids, and seniors come together for fun activities like sports, art, and gardening.
t that's just one part of our community!
arleton Community has parks, schools, and even a community garden where people grow fresh food.
t's a neighborhood that cares about everyone, with programs to help make sure everyone has what they need.
As you colour, you'll get to learn more about this amazing place and all the things that make it so special!
-Re-dWivate Carleton Team



GMIST


HOW WE WANT IT TO BE
SET A GOAL
ACHIEVE
HOW IT WILL LIKELY BE
SET A GOAL
STARTING
DOUBTING
LEARNING
FAILING
PRACTICING
FEELING LOST
GETTING IT
STRUGGLING
ACHIEVE IT

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is a
Great Place to *Visit*.

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Thank You!

Now accepting applications for ACTivate 2027

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