

113TH CONGRESS
2D SESSION

S. _____

To enhance and integrate Native American tourism, empower Native American communities, increase coordination and collaboration between Federal tourism assets, and expand heritage and cultural tourism opportunities in the United States.

IN THE SENATE OF THE UNITED STATES

Mr. SCHATZ introduced the following bill; which was read twice and referred to the Committee on _____

A BILL

To enhance and integrate Native American tourism, empower Native American communities, increase coordination and collaboration between Federal tourism assets, and expand heritage and cultural tourism opportunities in the United States.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Native American Tour-
5 ism and Improving Visitor Experience Act” or the “NA-
6 TIVE Act”.

1 **SEC. 2. PURPOSES.**

2 The purposes of this Act are—

3 (1) to enhance and integrate Native American
4 tourism—

5 (A) to empower Native American commu-
6 nities; and

7 (B) to advance the National Travel and
8 Tourism Strategy;

9 (2) to increase coordination and collaboration
10 between Federal tourism assets to support Native
11 American tourism and bolster recreational travel and
12 tourism;

13 (3) to expand heritage and cultural tourism op-
14 portunities in the United States to spur economic
15 development, create jobs, and increase tourism reve-
16 nues;

17 (4) to enhance and improve self-determination
18 and self-governance capabilities in the Native Amer-
19 ican community and to promote greater self-suffi-
20 ciency;

21 (5) to encourage Indian tribes and tribal orga-
22 nizations to engage more fully in Native American
23 tourism activities to increase visitation to rural and
24 remote areas in the United States that are too dif-
25 ficult to access or are unknown to domestic travelers
26 and international tourists;

1 (6) to provide grants, loans, and technical as-
2 sistance to Indian tribes and tribal organizations
3 that will—

4 (A) spur important infrastructure develop-
5 ment;

6 (B) increase tourism capacity; and

7 (C) elevate living standards in Native
8 American communities; and

9 (7) to support the development of techno-
10 logically innovative projects that will incorporate rec-
11 reational travel and tourism information and data
12 from Federal assets to improve the visitor experi-
13 ence.

14 **SEC. 3. DEFINITIONS.**

15 In this Act:

16 (1) AGENCY.—The term “agency” has the
17 meaning given the term in section 551 of title 5,
18 United States Code.

19 (2) INDIAN TRIBE.—The term “Indian tribe”
20 has the meaning given the term in section 4 of the
21 Indian Self-Determination and Education Assistance
22 Act (25 U.S.C. 450b).

23 (3) TRIBAL ORGANIZATION.—

24 (A) IN GENERAL.—The term “tribal orga-
25 nization” has the meaning given the term in

1 section 4 of the Indian Self-Determination and
2 Education Assistance Act (25 U.S.C. 450b).

3 (B) INCLUSION.—The term “tribal organi-
4 zation” includes a Native Hawaiian organiza-
5 tion (as defined in section 7207 of the Native
6 Hawaiian Education Act (20 U.S.C. 7517)).

7 **SEC. 4. INTEGRATING FEDERAL TOURISM ASSETS TO**
8 **STRENGTHEN NATIVE TOURISM OPPORTUNI-**
9 **TIES.**

10 (a) SECRETARY OF COMMERCE AND SECRETARY OF
11 THE INTERIOR.—The Secretary of Commerce and the
12 Secretary of the Interior shall update the respective man-
13 agement plans and tourism initiatives of the Department
14 of Commerce and the Department of the Interior to in-
15 clude Indian tribes and tribal organizations.

16 (b) OTHER AGENCIES.—The head of each agency
17 that has recreational travel or tourism functions or com-
18 plementary programs shall update the respective manage-
19 ment plans and tourism strategies of the agency to include
20 Indian tribes and tribal organizations.

21 (c) NATIVE AMERICAN TOURISM PLANS.—

22 (1) IN GENERAL.—The plans shall outline pol-
23 icy proposals—

24 (A) to improve travel and tourism data col-
25 lection and analysis;

1 (B) to increase the integration, alignment,
2 and utility of public records, publications, and
3 Web sites maintained by Federal agencies;

4 (C) to create a better user experience for
5 domestic travelers and international visitors;

6 (D) to align Federal agency Web sites and
7 publications;

8 (E) to support national tourism goals;

9 (F) to identify agency programs that could
10 be used to support tourism capacity building
11 and help sustain tourism infrastructure in Na-
12 tive American communities;

13 (G) to develop innovative visitor portals for
14 parks, landmarks, heritage and cultural sites,
15 and assets that showcase and respect the diver-
16 sity of the indigenous peoples of the United
17 States; and

18 (H) to improve access to transportation
19 programs related to Native American commu-
20 nity capacity building for tourism and trade, in-
21 cluding transportation planning for programs
22 related to visitor enhancement and safety.

23 (2) CONSULTATION WITH INDIAN TRIBES AND
24 NATIVE AMERICANS.—In developing the plan under
25 paragraph (1), the head of each agency shall consult

1 with Indian tribes and the Native American commu-
2 nity to identify appropriate levels of inclusion of the
3 Indian tribes and Native Americans in Federal tour-
4 ism activities, public records and publications, in-
5 cluding Native American tourism information avail-
6 able on Web sites.

7 (d) TECHNICAL ASSISTANCE.—

8 (1) IN GENERAL.—The Secretary of the Inte-
9 rior, in consultation with the Secretary of Com-
10 merce, shall establish a public-private partnership
11 through a memorandum of understanding with an
12 organization described in section 501(c)(3) of the
13 Internal Revenue Code of 1986 that has a mission
14 to define, introduce, grow, and sustain American In-
15 dian, Alaska Native, and Native Hawaiian tourism
16 that honors native traditions and values.

17 (2) COORDINATION.—The memorandum of un-
18 derstanding described in paragraph (1) shall for-
19 malize a role for the organization to serve as a
20 facilitator between the Secretary of the Interior and
21 the Secretary of Commerce and the Indian tribes
22 and tribal organizations—

23 (A) to identify areas where technical as-
24 sistance is needed through consultations with
25 Indian tribes and tribal organizations to em-

1 power the Indian tribes and tribal organizations
2 to participate fully in the tourism industry; and

3 (B) to provide a means for the delivery of
4 technical assistance and coordinate the delivery
5 of the assistance to Indian tribes and tribal or-
6 ganizations in collaboration with the Secretary
7 of the Interior and the Secretary of Commerce.

8 (3) FUNDING.—Subject to the availability of
9 appropriations, the head of each Federal agency, in-
10 cluding the Secretary of the Interior, Secretary of
11 Commerce, the Secretary of Transportation, the Sec-
12 retary of Agriculture, the Secretary of Health and
13 Human Services, and the Secretary of Labor shall
14 obligate any funds made available to the head of the
15 agency to cover any administrative expenses incurred
16 by the organization described in paragraph (1) in
17 carrying out programs or activities of the agency.

18 (4) METRICS.—The Secretary of the Interior
19 and the Secretary of Commerce shall coordinate with
20 the organization to develop metrics to measure the
21 effectiveness of the public-private partnership in
22 strengthening tourism opportunities for Indian
23 tribes and tribal organizations.

24 (e) REPORTS.—Not later than 1 year after the date
25 of enactment of this Act, and occasionally thereafter, the

1 Secretary of the Interior and the Secretary of Commerce
2 shall each submit to the Committee on Indian Affairs of
3 the Senate and the Committee on Natural Resources of
4 the House of Representatives a report that describes—

5 (1) the manner in which the Secretary of the
6 Interior or the Secretary of Commerce, as applica-
7 ble, is including Indian tribes and tribal organiza-
8 tions in management plans;

9 (2) the efforts of the Secretary of the Interior
10 or the Secretary of Commerce, as applicable, to de-
11 velop tourism plans for Indian tribes and tribal or-
12 ganizations;

13 (3) the manner in which the public-private part-
14 nership is working to promote tourism to empower
15 Indian tribes and tribal organizations to participate
16 fully in the tourism industry; and

17 (4) the effectiveness of the public-private part-
18 nership based on the metrics developed under sub-
19 section (d)(4).

20 **SEC. 5. NATIVE AMERICAN TOURISM AND BRANDING EN-**
21 **HANCEMENT.**

22 (a) IN GENERAL.—The head of each agency shall—

23 (1) take actions that support Indian tribes and
24 tribal organizations with respect to tourism;

1 (2) enter into appropriate memoranda of under-
2 standing and establish public-private partnerships to
3 ensure that arriving domestic travelers at airports
4 and arriving international visitors at ports of entry
5 are welcomed in a manner that both showcases and
6 respects the diversity of Indian tribes and tribal or-
7 ganizations.

8 (b) GRANTS.—To the extent practicable, grants ad-
9 ministered by the Commissioner of the Administration for
10 Native Americans, Chairman of the National Endowment
11 for the Arts, Chairman of the National Endowment for
12 the Humanities, and any other grant program adminis-
13 tered by the head of an agency for which Indian tribes
14 or tribal organizations are eligible may be used—

15 (1) to support tourism for Indian tribes and
16 tribal organizations; and

17 (2) to carry out this section.

18 (c) SMITHSONIAN.—The Advisory Council and the
19 Board of Regents of the Smithsonian Institution shall
20 work with Indian tribes, tribal organizations, and non-
21 profit organizations to establish long-term partnerships
22 with non-Smithsonian museums and educational and cul-
23 tural organizations—

24 (1) to share collections, exhibitions, and edu-
25 cational strategies; and

1 (2) to conduct joint research that would sup-
2 port tourism efforts for Indian tribes and tribal or-
3 ganizations and carry out the intent of this section.