GIS for Tourism & Planning
Geographical Information Systems can be regarded as providing a toolbox of techniques and technologies of wide applicability to the achievement of sustainable tourism development.
What is Geographic Data?

- Subjective abstraction of real-world features
- Portrays spatial relationships
GIS links geography and attributes

Each feature corresponds to a record in the table

Geographic Data  ➔  Geographic Link  ➔  Attribute Data

FID = 4103
(Feature Identifier)
A GIS is...

...a system for the *Management, Analysis, Visualization* and *Dissemination* of Geographic Information...
How Does GIS Apply to Tourism
GIS in tourism can have advantages to both tourists and for the tourism development authorities

- **Advantages for the Tourists**
  - Visualization of tourist sites
    - Seeing what’s available in the area they want to travel
  - Valuable information on tourist locations can be embedded in the GIS.
    - Videos
    - Photos
    - Product brochures
  - Selective information e.g route planning, accommodation, cultural events, special attractions etc.
  - Easily accessible information over the internet (Web Based GIS)
  - Interactive maps that respond to user queries
GIS in tourism can have advantages to both tourists and for the tourism development authorities

- **Advantages to development authorities**
  - Knowing where your customers are coming from
  - Planning
    - Regional marketing
    - Community Infrastructure
      - Transportation
      - Utilities
      - Zoning
    - Planning for new site selections
      - Do you have the necessary space?
      - Where are the utilities?
      - Will you need to upgrade the transportation infrastructure to accommodate the additional traffic?
Tourism Marketing and where GIS Comes in

Fun Facts from the web..

- 50% of German tourists use Internet to get information on destinations.¹
- "Internet will account for 25% of travel purchases within the next five years." ²
- “…Predicted to be the next revolution in travel technology. ... Waiting for the customer to come to you is no longer enough.”³

GIS Has a role in each of these areas

¹ ITA
² World Tourism Organization Business Council
³ Josef G. Margreiter, President, IFITT
GIS in Tourism is just the start for Indian Country

Integrating GIS into tribal government makes for a better informed government that can make actionable decisions based on real world data.
Tribal Enterprise GIS

Provides a Framework for Integrating GIS Across the Tribe

Sharing Tribal Geographic Knowledge

Community Development
Transportation
Tourism
GIS Infrastructure
Natural Resources
Finance
Planning
Cultural
Tribal Council
The road ahead for GIS in Indian Country Tourism
Current state of GIS for Tourism in Indian Country

Where are the tourist destinations in Indian country?
Currently AIANTA and NTGISC are collaborating to develop a nation wide GIS system for Tourism in Indian Country. To showcase what Indian Country has to offer in one easy to access site.
An opportunity to learn more about GIS in Indian Country

2011 National Tribal GIS Conference

October 24-27, 2011 • SIPI College • Albuquerque, NM

Networking Opportunities  Informative Presentations  Hands-on workshops  Sponsorship Opportunities

This event is brought to you by the NTGISC Organization and Southwestern Indian Polytechnic Institute

For more information please contact: Letisha Couch (673)358-2522/lcouch@tribalgis.com/www.tribalgis.com
Questions?

Open discussion / panel discussion to follow presentation

Pannelists

Ed Hall – AIANTA, Bureau of Indian Affairs
Frank Harjo, GISP – NTGISC, Creek Nation of Oklahoma
Garet Couch, GISP – NTGISC, Wind Environmental Services
Thank You

www.tribalgis.com
www.aianta.org