



Welcome
Session A5- Tourism Basics:
Create a Managed Tourism Program
Tuesday, September 18, 2018
1:45pm- 3:15pm

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AIANTA
American Indian Alaska Native
Tourism Association

CREATE A MANAGED TOURISM PROGRAM

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BENEFITS OF A MANAGED PROGRAM

- Encourages cultural retention
- Supports economic multipliers/ small-scale economy
- Supportive of entrepreneurs/ job creation
- Increases respect for the culture
- Interpretation/ visitor education from within the community
- Addresses sustainable options
- Lower environmental impacts



FORM, SCALE, AND TIMING

- **FORM** – retains forms of a rural or culturally traditional economy
- **SCALE** – a series of small businesses linked together forms a larger attraction
- **TIMING** – assessing readiness, building community capacity

THE PROCESS

- Plan
- Support
- Develop
- Market
- Evaluate
- Redirect as necessary



THE CONSCIOUS TRAVELER

- Wants to learn from other cultures
- Is respectful of local ecosystems
- Desires to contribute to a local economy
- Seeks the experiential
- Appreciates the authenticity of the experience
- Frequently contributes to conservation and cultural retention efforts



CULTURAL TOURISM MARKET

- The U.S. cultural traveler spends 60% more
- More than half prefer leisure travel that is educational
- Trip length is longer: 5.2 nights vs. 3.4 nights
- Prefer “immersive experiences”
- More likely to be retired
- Tend to pay for more distinctive lodging
- Like to try cultural foods

PLANNING FROM WITHIN

- Identify values relating to tourism
- Listening is the key skill for planning
- Asking “what do we want to sustain and for whom?”
- A responsible tourism ethic
- Working with local values and local ecosystems

VALUE-BASED PLANNING

- Value-based method for cultural tourism planning and development--from *within* a community
- Cultural, economic, environmental basis
- Culture is the cornerstone of sustainability
- Away from mass tourism
- Small-scale



INDIGENOUS VALUES RELATING TO TOURISM

- Generosity
- Extended family support
- Community
- Cooperation
- Cultural learning



THE PLANNING PROCESS

- Resource assessment
- Community input
- Goals and objectives
- Visitor surveys
- Market analysis
- Develop a vacation concept
- Develop project ideas
- Prioritize projects
- Generate funding
- Link to regional activities & services



THE TOURISM SYSTEM

- Activities/attractions
- Services
- Transportation
- Information
- Promotion



BRIDGING CULTURES

- *Respect* by listening
- Decisions from within a community
- Determining cultural boundaries
- Consider internal concerns, strengths, and solutions
- Interpretation from within the community



THE VACATION CONCEPT

- 3 to 5 days
- Determine themes—e.g. cultural, recreational
- Identify the gaps—needs for new business development
- Link to fill the gaps with referrals
- Create itineraries for trip planning

POTENTIAL BENEFITS

- Revitalizing communities
- Restoration of historic buildings
- Creating jobs
- Increasing cultural retention
- Reducing out-migration of youth
- Increasing public understanding of history and the importance of preserving ecosystems

HOW CULTURAL TOURISM CREATES JOBS

- Sales of the cultural arts –stores, art shows, festivals
- Product development—new ideas, traditional designs
- Food service—cultural foods
- Tour guides
- Stimulus for developing cultural centers and museums
- Training programs in the arts and entrepreneurial skills
- Become part of an itinerary



MUSEUMS AS A MANAGEMENT POINT

- Visitor intake
- Visitor information
- Interpretive programs
- Educational exhibits
- Museum store—support entrepreneurs
- Training in cultural arts and entrepreneurial skills

Working *With* Culture

- Sustainable cultural tourism fosters respect for the privacy needed to practice and perpetuate traditions.
- Rather than based on one point in time, sustainable cultural tourism contributes to the renewal of local traditions over time, as they evolve

A woman with dark hair and bangs, wearing a patterned shirt, is sitting at a table outdoors. She is smiling and looking towards the camera. On the table in front of her is a white cloth displaying a variety of handmade pottery and jewelry. The items include a large tan bowl, a black bowl, several small pots, and various beaded necklaces and earrings. To her left is a black bag. The background features a large, round adobe tower and other traditional buildings in a desert setting under a blue sky with white clouds. A wooden fence separates the table area from the buildings.



THE POEH CULTURAL CENTER & MUSEUM

- Community planning process – training programs top priority
- Training in the arts integrated with entrepreneurial skills
- Changing exhibits reflect the progress, honors those who learn
- Permanent exhibit re-interprets tribal history



ALTERNATIVE STRUCTURES

- Tribal government program
- Museum program
- Tour enterprise
- Casino marketing

SUPPORT FOR A PROGRAM

- Grants –e.g. ANA, USDA
- Revenues from casino, tours, store
- Contracts for services
- % of tax revenues

EVALUATE SUCCESS

- Authenticity
- Consistency
- Customer satisfaction
- Low environmental impacts
- Provide new experiences for repeat visitation

SUSTAINABILITY FACTORS

- Economic gain is not always a primary motivator
- Preservation of traditional lifeways
- Creating the maximum number of jobs
- A place for everyone
- Multiple income streams
- Slower pace
- Linked projects/ networks
- Consensus in the planning process
- Communities *in* nature, a part of nature



About the Book

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