TOURISM 101
THE BASICS

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Understanding Tribal Tourism

"Tell me and I will forget.

Show me and I may remember.

*Involve me and I will understand."*

~Chinese Proverb

INTRODUCTION TO TOURISM

Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for the purpose of leisure, business and other purposes.

- UN World Tourism Organization

➢ Big, global business

➢ Important economic activity

➢ Requires planning & management to be successful

US Travel Volume

PERCENT CHANGE

Domestic Leisure ■ Domestic Business ■ International Inbound
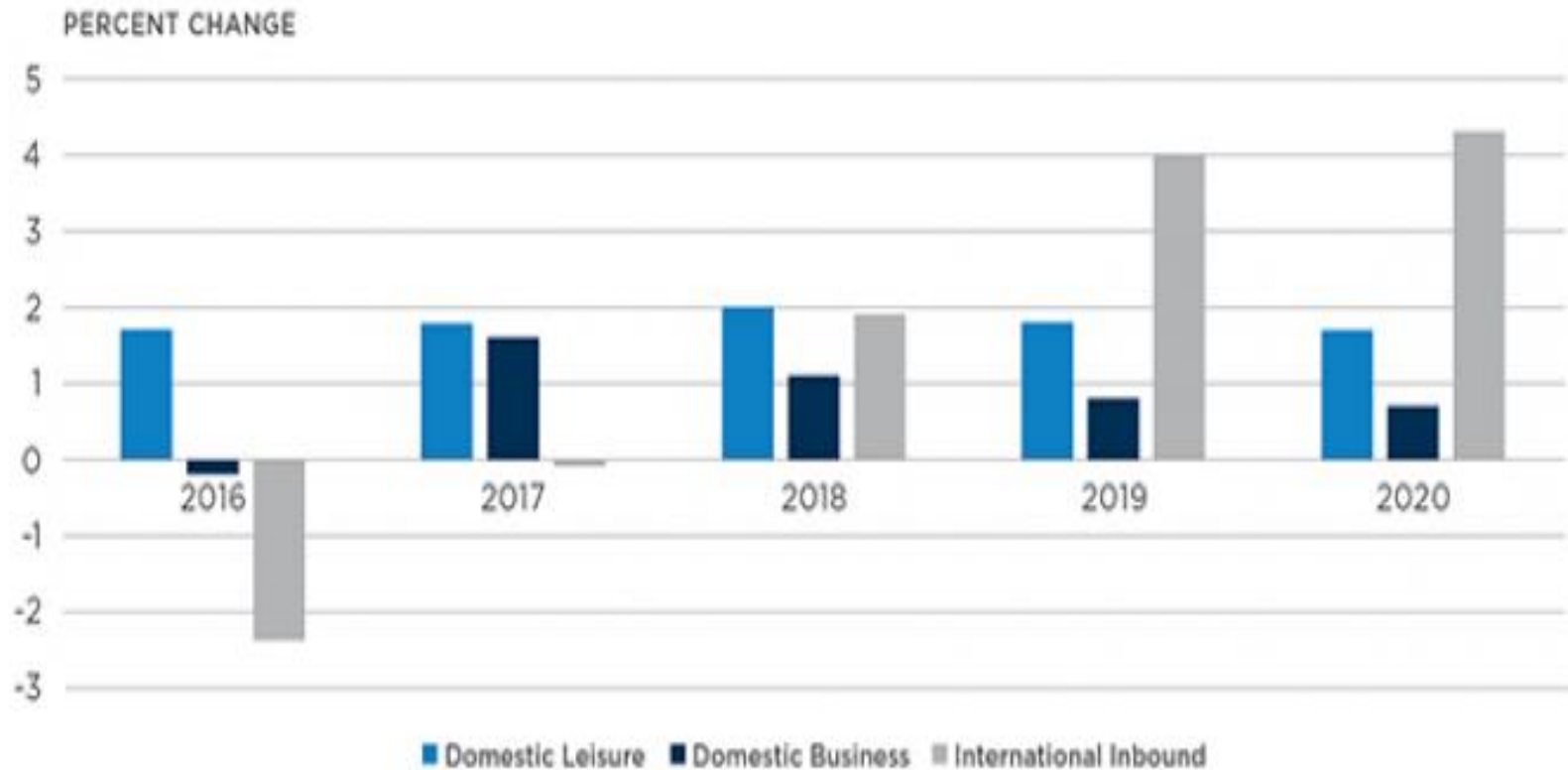
Source: U.S. Travel Association

THE POWER OF TOURISM

Top Travel & Tourism Export Markets 2015r in $ Billions

| Origin Country	Travel Receipts	Passenger Fare Receipts	Total Travel Receipts	2014/ 2015 % change	2011/ 2015 % change	
China	$27.7	$2.4	$30.1	15%	116%	🏅
Canada	$17.4	$5.3	$22.6	-13%	-10%	
Mexico	$16.8	$2.9	$19.7	4%	21%	🏅
Japan	$11.6	$5.3	$16.9	1%	16%	
United Kingdom	$12.9	$3.2	$16.1	12%	24%	
Brazil	$11.1	$3.5	$14.6	2%	46%	🏅
India	$10.2	$1.6	$11.8	18%	52%	🏅
Australia	$8.5	$0.8	$9.3	9%	40%	🏅
Germany	$7.2	$1.7	$8.9	8%	26%	🏅
South Korea	$8.0	$0.2	$7.1	10%	35%	🏅
Total Travel Exports	$204.5	$41.7	$246.2	5%	31%	🏅

Industry & Analysis

🏅 Record year for travel exports

Source: U.S. Department of Commerce, International Trade Administration, National Travel & Tourism Office, April 2017

Trends in Total Overseas * Visitors to American Indian Communities (1996-2016)
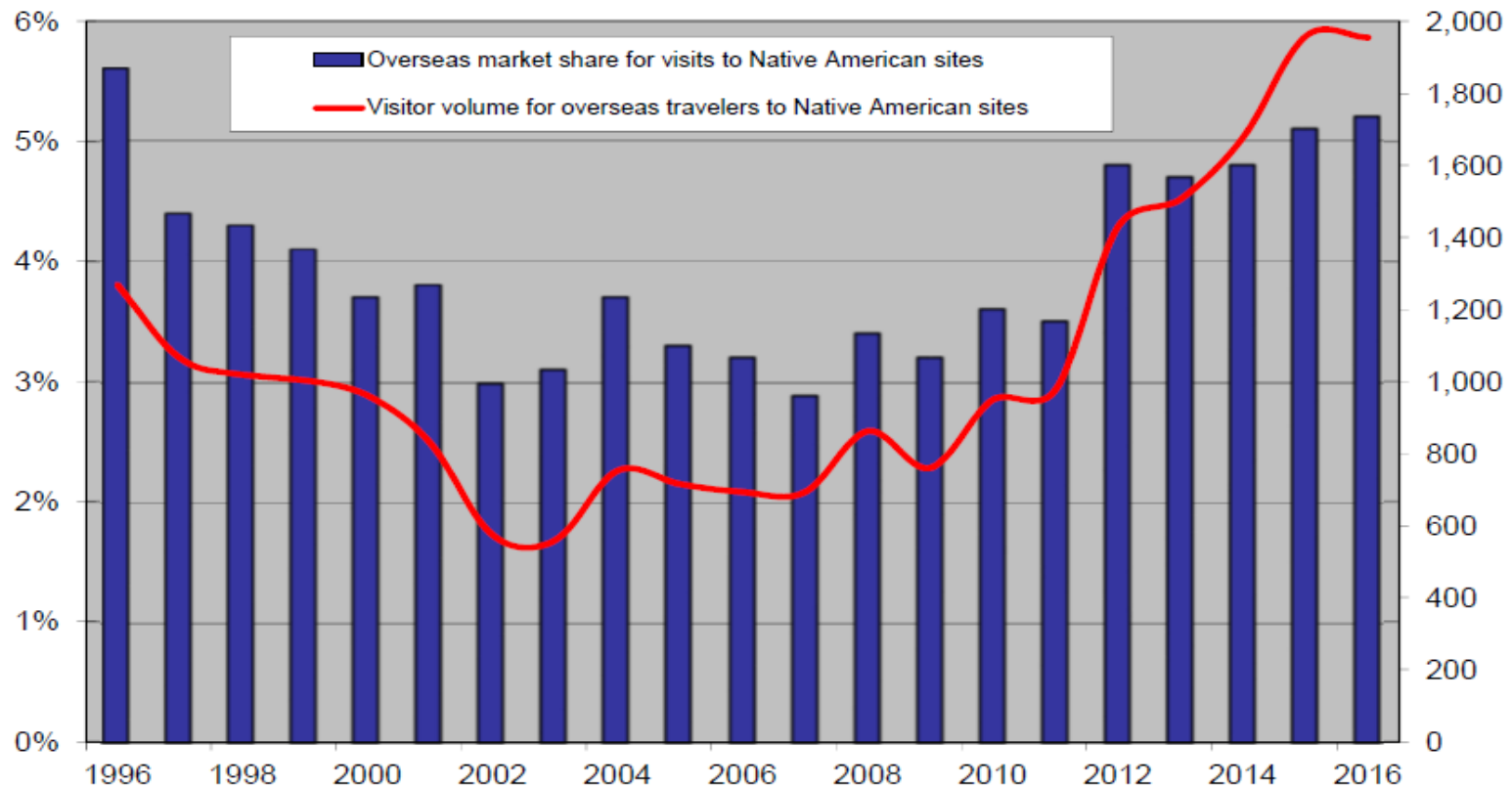
Overseas includes all countries except Canada & Mexico

Activity Participation Overseas Visitors to the USA compared to Visitors to American Indian Communities 2016

Activities	Visit Amer. Indian Comm.	Overseas Travelers to the U.S.	Point Change
Visit American Indian Communities	100%	5%	95%
Sightseeing	88%	78%	10%
Shopping	88%	86%	2%
National Parks/Monuments	74%	35%	39%
Small Towns/Countryside	61%	27%	34%
Historical Locations	61%	27%	34%
Cultural/Ethnic/Heritage Sites	50%	15%	35%
Amusement/Theme Park	50%	29%	21%
Art Galleries/Museums	49%	28%	21%
Experience Fine Dining	48%	32%	16%

Industry & Analysis

Sustainable Tourism

Mass Tourism

- Represented by large hotels/resorts, cruise ships, land development

- High volume / low profit model

- Overconsumption of resources

- Inadequate treatment of waste

- High economic leakage

- Minimal stakeholder involvement

- Lack of planning, regulation, monitoring

- Lack of differentiation/authenticity

- Short term economic benefits

Sustainable Tourism Development

A process that meets the needs of present generations without endangering the ability of future ones to meet their own needs.

Triple Bottom line

Ecological sustainability

Economic sustainability

Social/Cultural sustainability
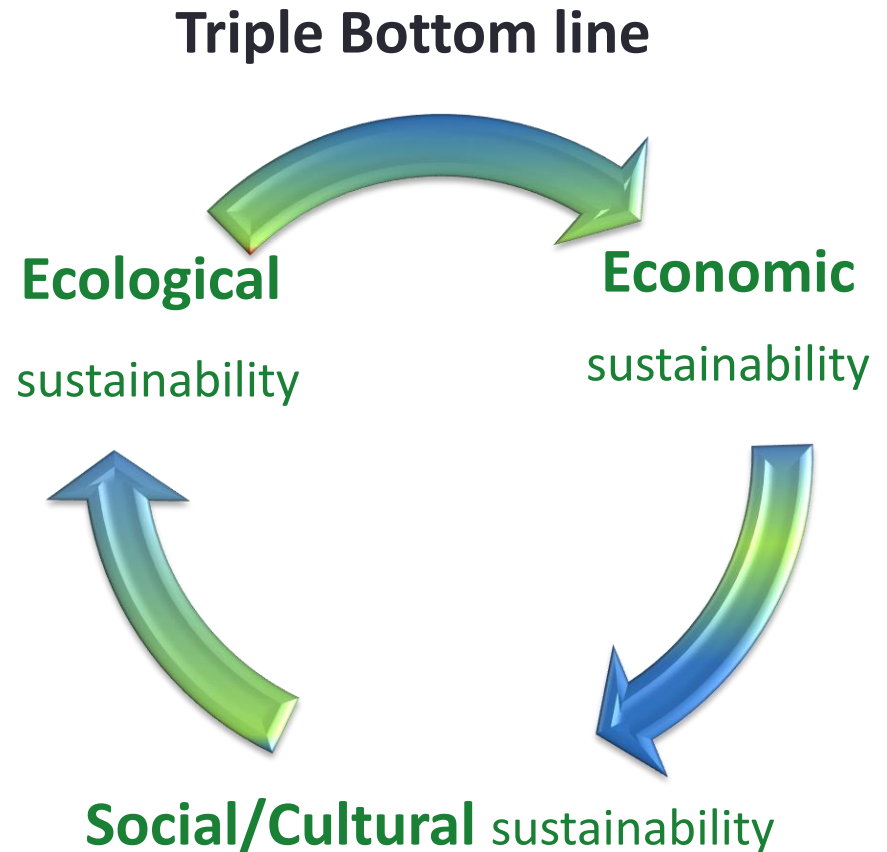
SUSTAINABLE TOURISM

An approach to all forms of tourism that explicitly recognizes the need to balance economic, ecological, and social considerations in the near term without sacrificing future opportunities.

- Generates **jobs and economic opportunities** for local populations
- **Monitors and minimizes negative impacts** to fragile natural areas and cultural heritage and traditions
- **Raises the awareness** of visitors and local residents in the environmental and cultural value of tourism destinations
- **Directly contributes** to efforts to conserve and protect natural and cultural resources

Tourism Trends Impacting Tourists to Native American Communities

CLIMATE CHANGE

- Impact on island nations

- Erratic weather, storms, floods, droughts

- Too hot/too cold

- Increased awareness of impacts on part of travelers

Did the debate about global warming change your travel habits?

% No, I travelled as usual
% No, I think it is all a media hype
% Yes, I stayed in ecologically friendly hotels

% Yes, I tried to fly as little as possible
% Yes, I stayed in my home country for holidays

	No, I travelled as usual	No, media hype	Eco hotels	Fly as little	Home country
United Kingdom	44	40	8	4	4
Germany	55	24	11	9	1
Spain	56	33	5	5	1
France	43	30	15	11	1
Italy	70	14	7	5	4

www.trivago.co.uk

trivago

OVERTOURISM

- Destinations will need to adopt to the collision of Their Visitor and Local Populations

- Control Income of tourists

- Find alternatives to crowded areas

International Tourism Trends

Changing Markets

CHANGING TOURISM DEMOGRAPHICS TOURISM

WORLD'S TOP TOURISM SPENDERS 2017

CHINA	258 US$ Billion (+5%)
USA	135 US$ Billion (+9%)
GERMANY	84 US$ Billion (+3%)
UK	63 US$ Billion (+3%)
FRANCE	41 US$ Billion (+1%)
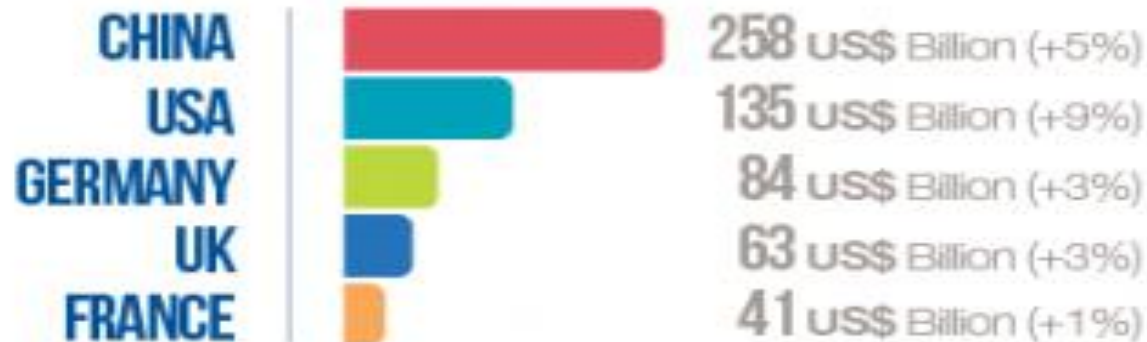
Source: © UNWTO Barometer 2018 - World Tourism Organization (UNWTO), April 2018

Virtually all source markets reported higher tourism spending in 2017, reflecting continued strong demand for international tourism across all world regions. Tourism will double to over 2 billion travelers

CHINESE OUTBOUND TRAVEL

How Outbound Chinese Tourists Spend Their Money

- % of Money Spend

57.76% Shopping
17.82% Accomodation
10.88% Transport
5.84% Food
3.72% Attraction tickets
3.72% Entertainment
0.13% Tipping
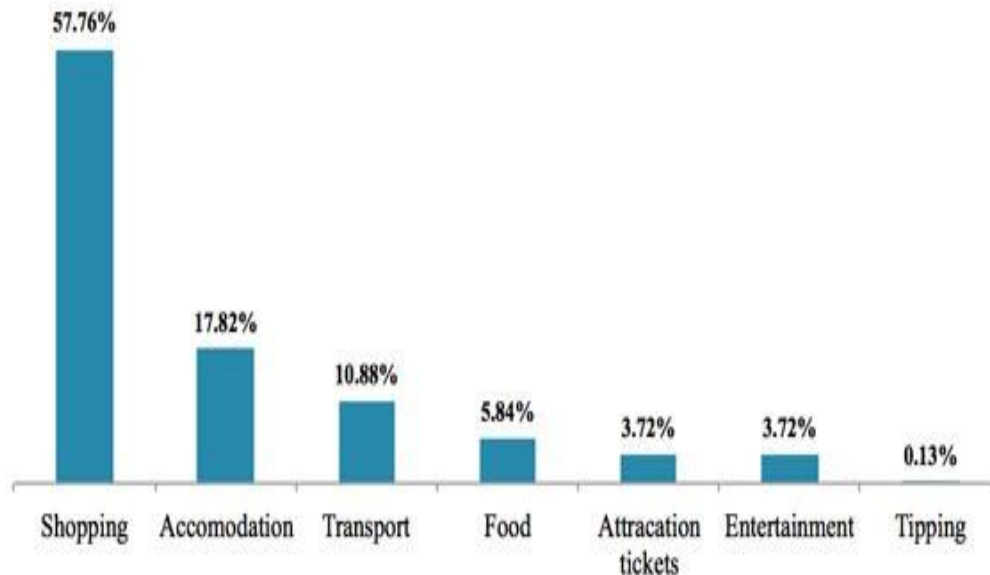
China Internet Watch

Source: Beijing Fragrant Hills Tourism Summit, Sep 2014

Top 10 Most Popular Destinations by Chinese Tourists in China in 2016

1. Thailand	11. Cambodia
2. South Korea	12. Russia
3. Japan	13. Australia
4. Indonesia	14. Mauritius
5. Singapore	15. Italy
6. U.S.	16. The United Arab Emirates
7. Malaysia	17. Sri Lanka
8. Maldives	18. UK
9. Vietnam	19. Egypt
10. Philippines	20. Germany

MORE DEMOGRAPHICS...NOT JUST CHINA

Indian Outbound Market expected to reach 50 million by 2020

■ India Outbound Traveler Number

Unit: Million person

50

12.5

11.1

10.9

9.8

8.3

7.2

6.2

5.4

| 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2020 |

Source: 2003-2010 figures: Indian Tourism Ministry,
2020 Projection: UNWTO
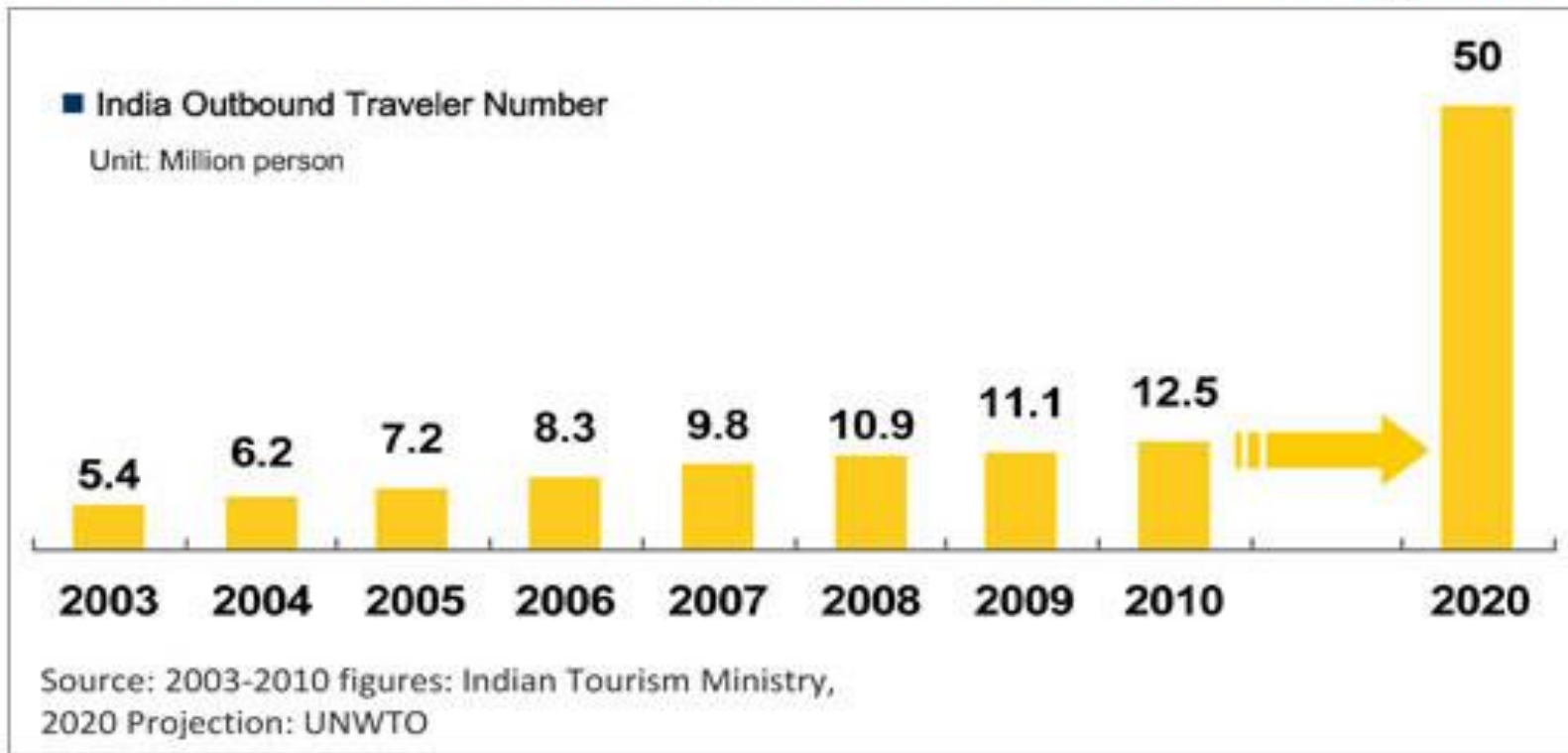
2017 saw a huge increase in outbound markets from the East, especially the Arabic and Indian market. By 2020, researchers predict that the Arabic market will grow by 50% and the UNWTO expects 50 million Indians to take a trip abroad.

Millennials vs. Gen X Travelers — What are the generational divides when it comes to travel? Hipmunk surveyed travelers between the ages of 18 to 54 to compare what Millennials vs. Generation X are looking for on their next flight.

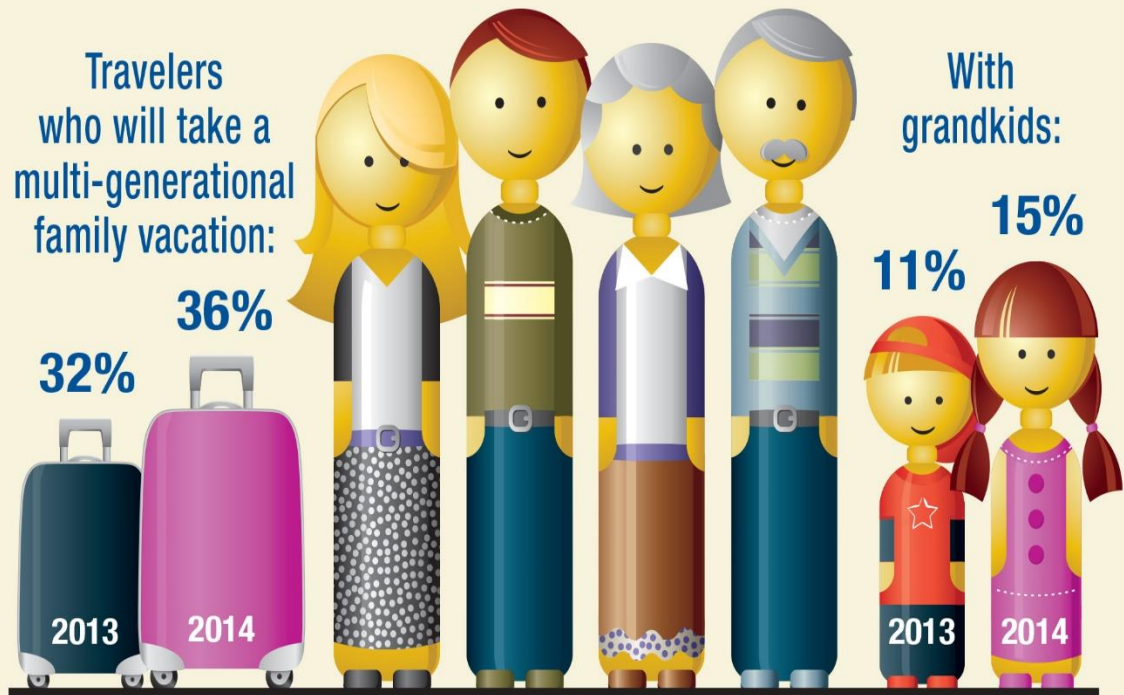|	38% would pay more to have an open bar on a plane	24% would pay more for a child-free plane	47% plan their trips more than 6 months in advance	28% would stand for a discount	79% would enjoy a themed flight	45% would digitally connect to neighbors on the plane	70% would sit next to the restroom for a discount
Millennials 18-34 years old	38%	24%	47%	28%	79%	45%	70%
Generation X 35-54 years old	18%	18%	59%	16%	64%	36%	54%

hipmunk

- Millennials (those ages 18-34) are expected to represent 50% of all travelers to the USA by 2025, according to the [Cornell Center for Hospitality Research](#). They travel a lot; are early adopters of technology; like personalized interactions and are spontaneous.

MULTIGENERATIONAL TRAVEL

- Solo travel was a major theme in 2017, especially solo female travel. There will continue to be more options and inspiration for solo travelers, but travel in 2018 will see a major spike in interest in multigenerational travel. Family members of all ages, including parents, children and grandparents, will be traveling to reconnect and create new memories together. Options for all ages will be a necessity for travel brands, whether it be accommodation or activities, they will need to cater to not just one age range.

Multi-Generational Vacations on the Rise

Families are increasingly using intergenerational trips to bond

Travelers who will take a multi-generational family vacation:
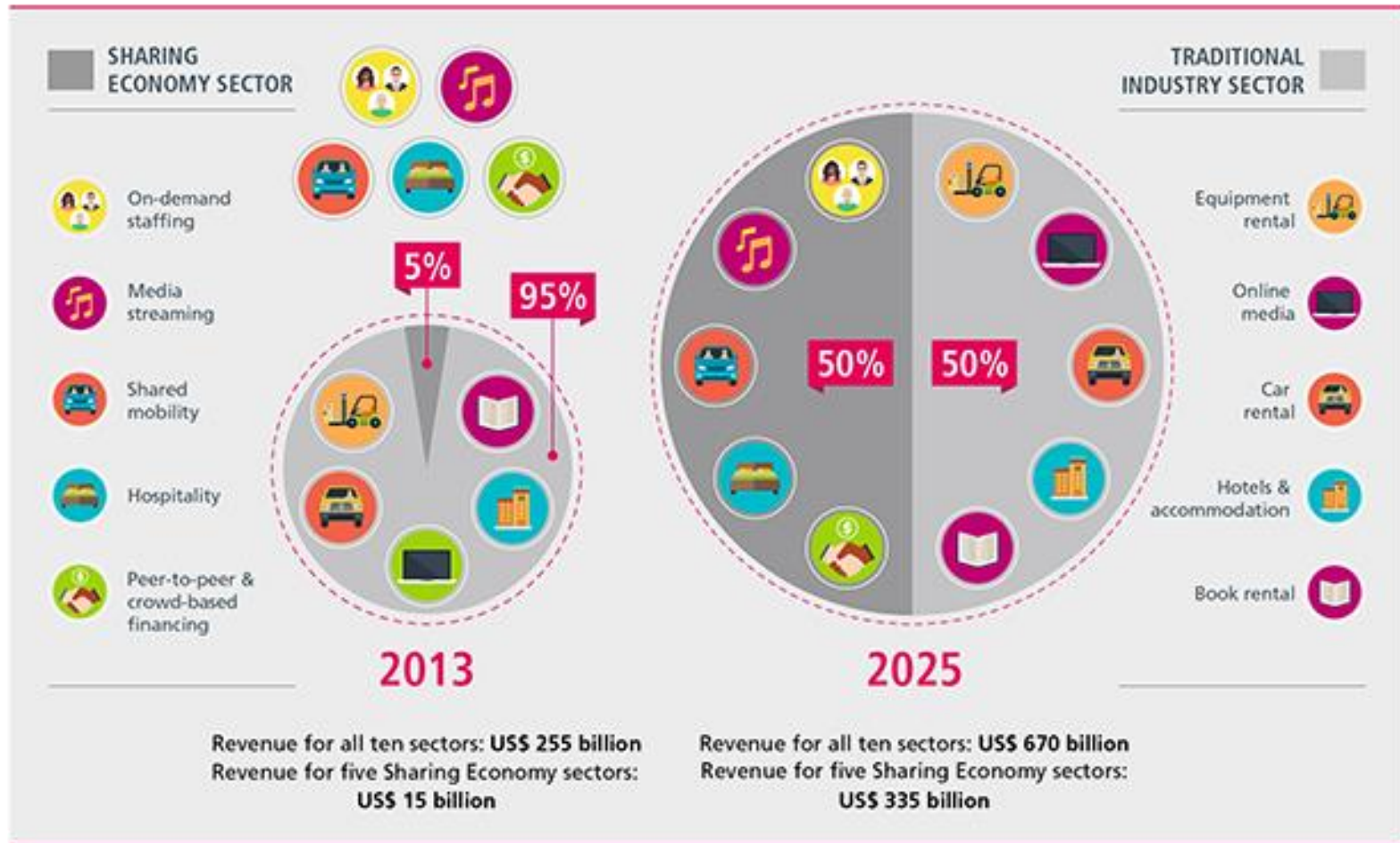
32% 2013
36% 2014

With grandkids:

11% 2013
15% 2014

AAA survey data of U.S. adults from the 2013 and 2014 Travel Omnibus studies

INTERNATIONAL TOURISM TRENDS

Technology

Sharing Economy

Social media and Real-time damage control

- Social Media is everywhere.
- If a traveler is dissatisfied, he or she can easily complain on Facebook, Twitter, Yelp or TripAdvisior. Destinations must be able to quickly respond, in collaboration with their partners (hotels, attractions, etc)
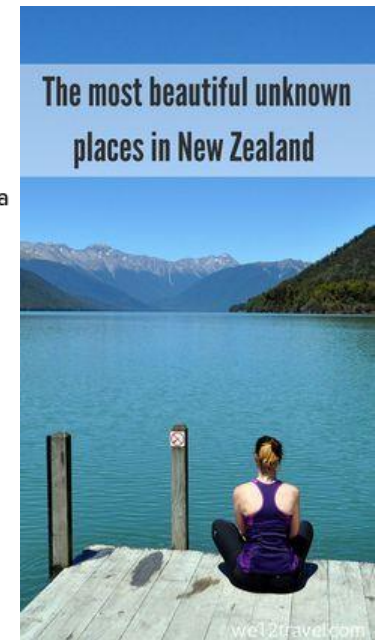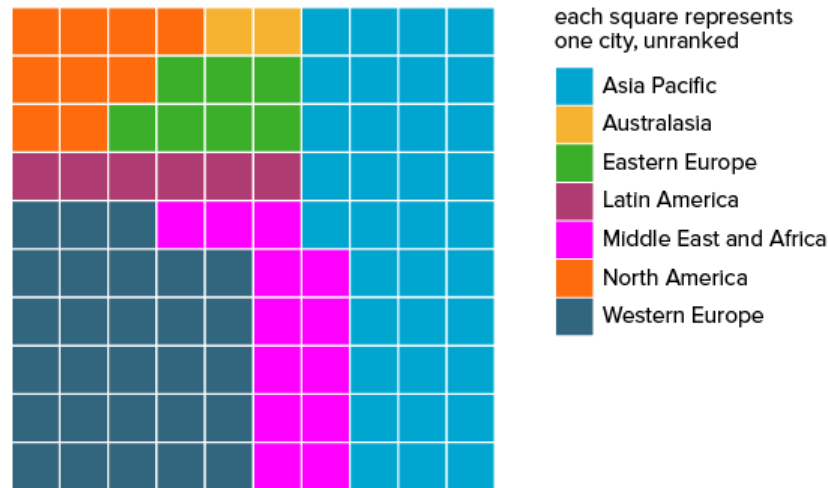
INTERNATIONAL TOURISM TRENDS

Different Tourism Types and Changing Interests

Urban Tourism and Undiscovered Places

- Urban tourism is on the rise
- Cities deal with more tourism in urban areas and more people wanting to see undiscovered destinations
- Unknown destinations can help overtourism (ex. NYC promoting Queens or the Bronx instead of Manhattan

Where Are the Top 100 City Destinations?

each square represents one city, unranked

- Asia Pacific
- Australasia
- Eastern Europe
- Latin America
- Middle East and Africa
- North America
- Western Europe

The most beautiful unknown places in New Zealand

ACHIEVEMENT IS THE NEW EXPERIENTIAL – TRAVEL BY DOING

Trips are no longer just about sightseeing and checking countries off your bucket list. One of next year's up-coming travel trends is all about achievement travel. travelers tired of doing the same old thing will seek out travel experiences that will allow them to achieve a goal or accomplish something they have never done before.

Authentic Experiences

Peak + Skift Present:

The Rise of Experiential Travel

special report

Intense global demand for travel experiences that resonate on a deeper emotional level is driving travel brands to develop product that is more adventurous, more personalized, and more attuned to local culture, inspiring consumers toward a path of self discovery.

WORK AND TRAVEL

- Extending a business trip by a few days will not be enough. Instead, working full-time or even part-time as a digital nomad for a month or more will become the next thing to do.

- Younger people take more business trips and vacations
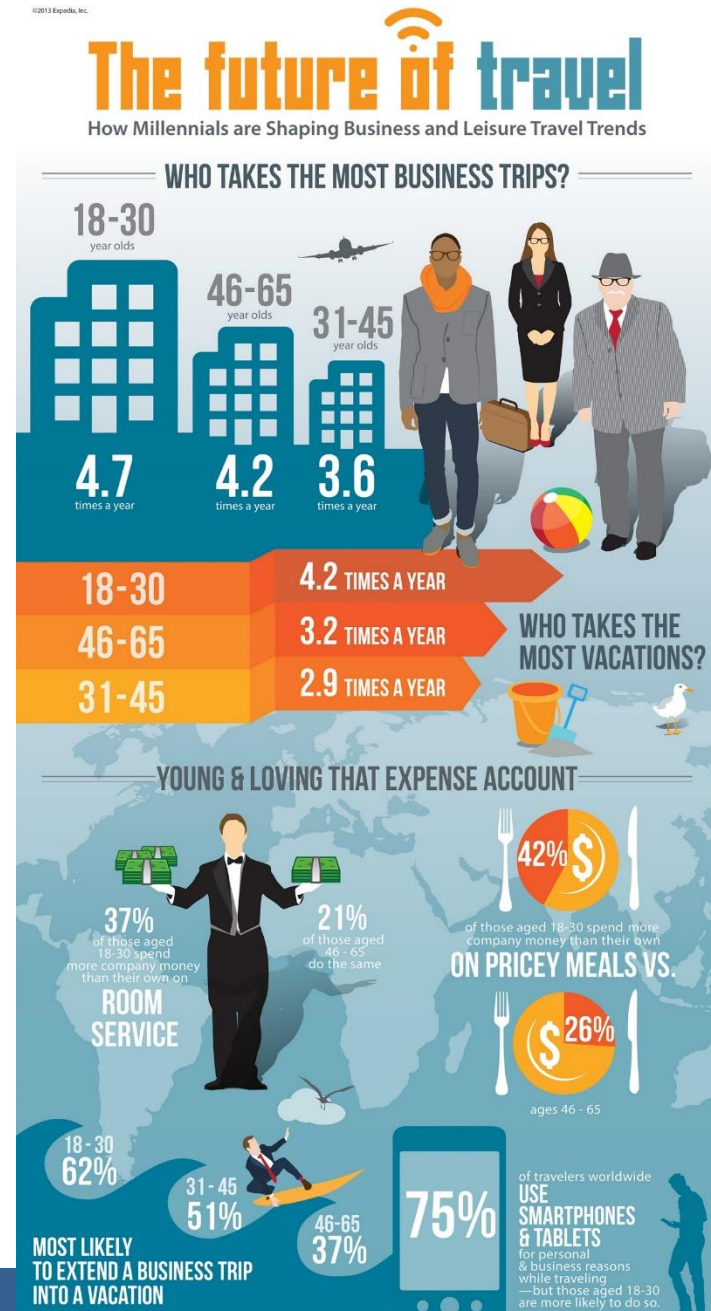
Conscious travel and Sustainable Travel

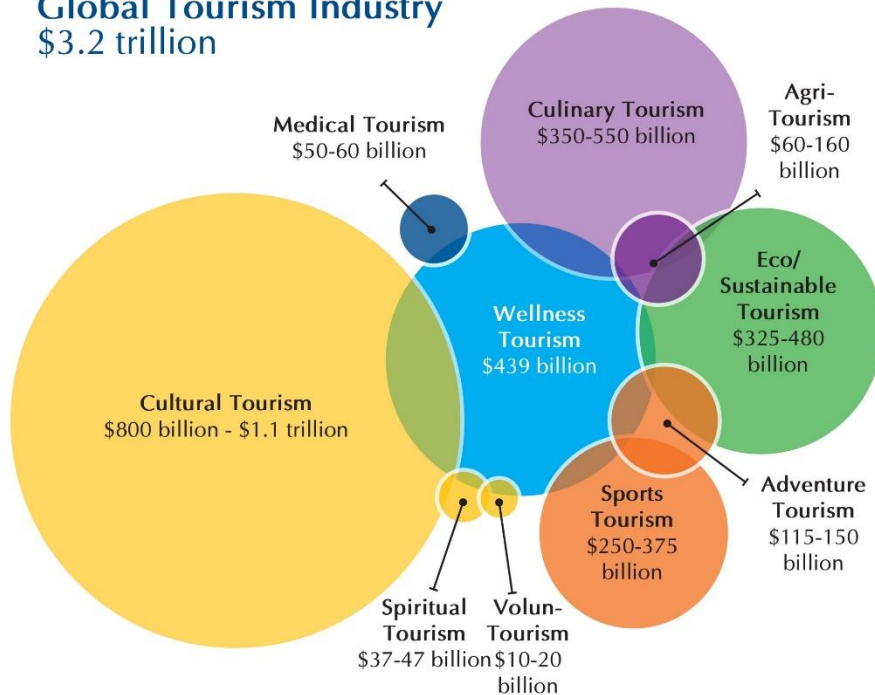The 2030 Agenda for Sustainable Development

- While sustainable travel mainly focuses on a traveler's carbon footprint and the local economy, conscious travel includes an added element of community.

INCREASED EMPHASIS ON HEALTH AND WELL-BEING

Tourists are seeking more health and wellness travel options.

Food Tourism, culinary tourism

Importance of Food Tourism

The World Food Travel Association reports a few compelling statistics:

• American foodies spend nearly $100,000 per minute, every minute of the day, on food and drink when traveling.

A SNAPSHOT OF FOOD TOURISM IN 2015

"Food Tourism is a 150 billion dollar global industry"
—World Food Travel Association

...That's about twice the Spanish tourism market in 2013 (3rd largest in the world)!

OUTBOUND & INBOUND FOOD TRAVEL

Outbound tourism Traditional destinations Emerging destinations

The majority of these destination agencies report at least 10% food tourism business:

WHO IS THE "FOOD TRAVELER"?
Travelers in search of unique food and drink experiences. They tend to be...

36-55 years old | 50%-50% female-male | Higher education | €100-€250 daily on food | Couples

WHAT DO FOOD TRAVELERS DO?

Winery visits | Cooking classes | Food tours | Special dining | Events & Festivals | Markets & Farms

FOOD TOURISM TRENDS

55% Are motivated by the search for authenticity

QUALITY > PRICE Not just about Michelin Star restaurants

22% food tourism promotion done online

Want to participate and learn something new

63% of travelers take and share pictures of food

Rise of Slow Food Movement

35-50% Travel budget spent on food

Prefer to combine culinary & cultural or natural activities

Foodie&tours
www.foodieandtours.com

Sources: World Food Travel Association, UNWTO, The Blue Room Project, Skift, Ontario Culinary Tourism Alliance, Free-Flag Icons, Spanish Tourism Ministry
*The Food Tourism destinations mapped are indicative, from qualitative research on the fame of their cuisine & having gastronomy in their tourism strategy

TOURISM DEMAND

TOURISM

Two categories:

I.   The characteristics of tourists **Demand**

II. The destination's characteristics **Supply**

WHAT ARE TRAVELERS LOOKING FOR?

Authenticity
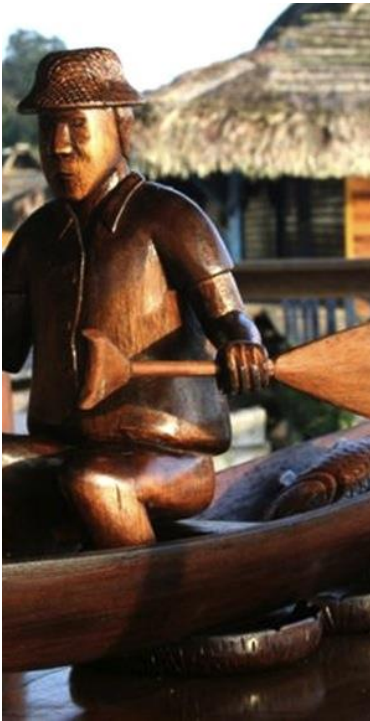
Learning

Participation

Quality

INTEREST IN "EXPERIENTIAL" TOURISM

- The UNWTO ranks "experiential tourism", which favors **experiences** over **amenities**, among the sectors expected to grow most quickly over the next two decades.

- Experience = Product

DESIRE TO CONNECT WITH NATURE

- Cities of the world, including North America and Europe, are growing much faster than the rest of the countries

- Vacations are increasing about "connecting" with nature through activities like hiking and wildlife viewing

DEMAND FOR AUTHENTICITY

- Modern consumers don't just want experiences…they want **authentic experiences.**

- Contrived experiences based on consumption (e.g. shopping, gambling, etc.) are no longer favored

- Tourists want to see the **real thing** and are savvy enough to easily tell the difference.

- Example: Demand for interactions with captive animals has diminished sharply as tourists seek the authentic experience of witnessing wild animals in their natural habitat**.**

DESIRE FOR ACTIVE ADVENTURE

- Younger market segments AND an increasing number of Baby Boomers want experiences that provide excitement and some degree of risk-taking.

- With that said…safety is still highly valued, and businesses that offer "hard adventure" tours (mountain biking, rafting) need proper training and safety measures.

Tourism SUPPLY

TOURISM SUPPLY

- Reminder – SUPPLY is the **destination's** characteristics
- What are the basic elements of a tourism destination?

Destination appeal and experiences offered are shaped by:

| Attractions & Activities | Private and Public Amenities | Accessibility | Human Resources | Image and Character | Price |

Tourism Big Picture -
Its not about Marketing!

Policy → Planning → Development →

 ← Marketing
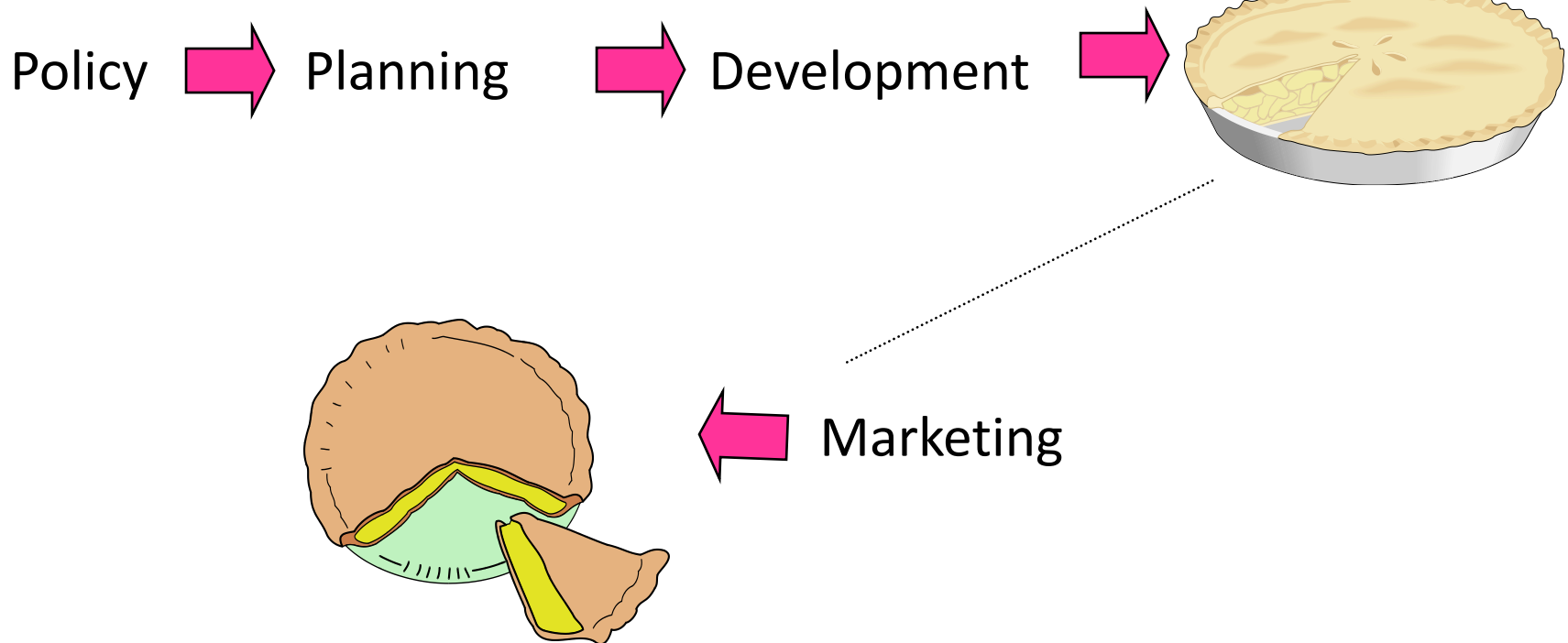
THE WORTH OF THE VISITOR EXPERIENCE

- Experience - Starbucks
  - Created a customer experience

- Service - Dunkin Donuts
  - Created a location

- Product - Maxwell House
  - Created a Brand

- Commodity - The Coffee Bean

BE DIFFERENT!!

- Differentiated
- Competitive Position
- Undifferentiated
- Market
- **Pricing**
- Premium

Attractions and Activities

What do visitors like to do?

ATTRACTIONS AND ACTIVITIES

- Simply having a lodge or hotel may be enough to bring visitors to your destination, *but is not enough to keep them there very long.*

- Visitors need things to see and do…we call these **attractions and activities**.

- Often the focus of visitor attention, and possibly the initial motivation for the tourist to visit the destination, **attractions and activities**, can be categorized as:

1. **Natural** (e.g. beaches, mountains, parks,)
2. **Historical** (e.g. iconic buildings, heritage monuments, religious buildings)
3. **Cultural** (e.g. museums, theatres, art galleries, cultural events)
4. **Recreational** (e.g. hiking, mountain biking, sailing)

Natural Attractions

- Waterfalls

- Lakes

- Rivers

- Forests

Nature-Focused Activities

- Viewing landscapes
- Wildlife viewing
- Birdwatching
- Photo safaris
- Trekking / hiking

HISTORICAL ATTRACTIONS

- Castles, palaces
- Archeological sites
- Monuments
- Architecture
- Historical museums
- Religious sites

CULTURAL ATTRACTIONS

Arts tourism

– Theater
– Concerts
– Galleries
– Festivals
– Carnivals
– Events

Indigenous cultural tourism

– Tribal villages
– Visits to cultural centers
– Arts and crafts
– Cultural performances

Rural cultural tourism

- Village tourism
- Agro or farm tourism
- Eco-museums
- Cultural landscapes
- National parks
- Wine trails

Culture-Focused Activities

- Photography
- Painting
- Pottery
- Dance
- Cookery
- Crafts
- Language study

RECREATIONAL ACTIVITIES

Passive

- Boating
- Fishing
- Walking

Soft Adventure

- Backpacking
- Camping
- Canoeing
- Hiking
- Horseback Riding
- Kayaking
- Rafting
- Scuba diving
- Snorkeling
- Surfing
- Canopy zip lining

Hard Adventure

- Caving
- Climbing (rock/ice)
- Trekking
- Mountain biking

Tourism Typology - Supply

- Reminder – SUPPLY is the **destination's** characteristics
- What are the basic elements of a tourism destination?

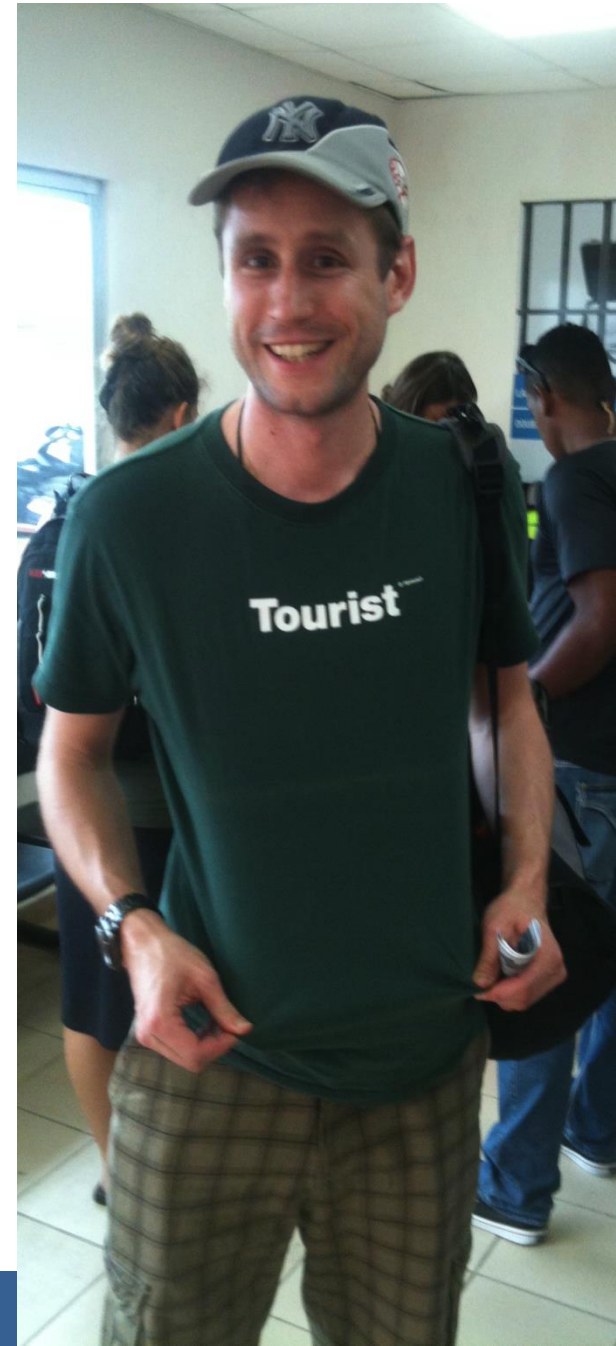| Destination appeal and experiences offered are shaped by:					
Attractions & Activities	Private and Public Amenities	Accessibility	Human Resources	Image and Character	Price

AMENITIES

WHAT DO TOURISTS NEED?

Amenities

- These are the wide range of services and facilities which support the visitors' stay and include direct services for the visitor such as accommodations, food services, visitor information, trails, guides, operators and shopping facilities.

VISITORS NEED A PLACE TO SLEEP!

- Lodging acts as an "anchor" product that keeps visitors in your destination longer.

- This creates opportunities to sell those visitors other products like tours, food, arts and crafts.
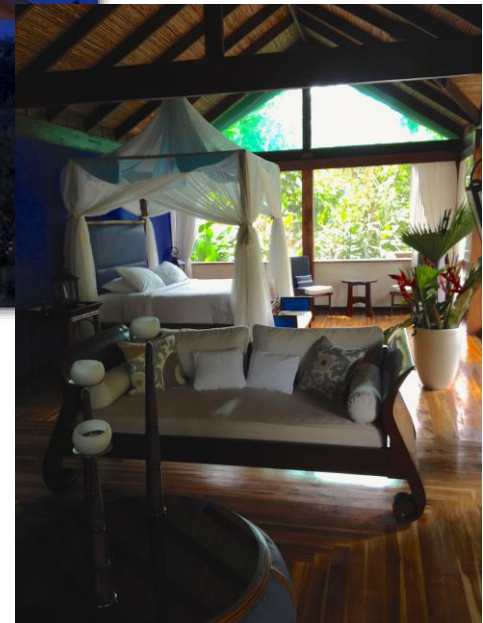
VISITORS NEED A PLACE TO SLEEP!

Common types of lodging:

- Hotels

- Resorts

- Bed and Breakfast

- Homestay

- Campground

- Tent Camps

- Hostel

Sustainable Tourism Lodging

- Construction Materials: The use of locally sourced, sustainably harvested building materials. Natural materials preferred over concrete, aluminum, and steel.

- *Example: Palm-thatched cabanas, bamboo furniture, cozy hammocks*

VISITORS NEED A PLACE TO EAT!

Visitors Need a Place to Eat!

- Visitors expect a meal with "local" flavor, something that is unique to your community or region.

- Although visitors enjoy eating local specialties, they still have basic culinary preferences that are important to consider when developing a menu.

What are they?

VISITORS NEED A PLACE TO EAT!

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VISITORS NEED A PLACE TO EAT!

- Organic: Similar to buying local, organics foods that are produced without pesticides and fertilizers are highly valued in developed countries.

- Vegetarian/Vegan options: This especially important with younger travelers. Also, just taking the meat off the plate is not a good option. Replace it with some kind of prepared vegetarian option.

VISITORS NEED A PLACE TO EAT!

- <u>Diversity of meals</u>: particularly if you are offering set menus (not the same lunch/dinner every day)

- And most importantly…delicious food!
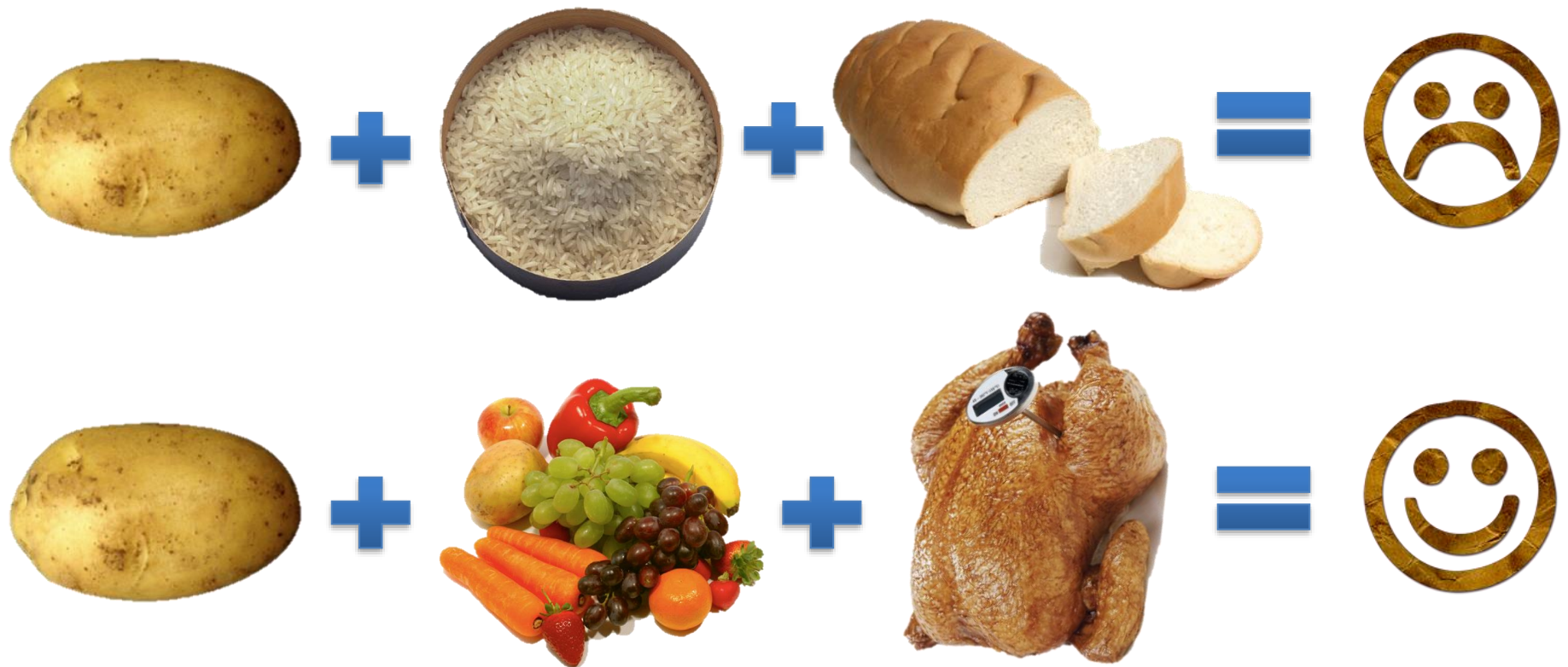
DESTINATION GUIDES & TOUR OPERATORS

- Local guides act as "**Destination Ambassadors**", and have a unique ability to share the local culture and nature in an authentic way

- Often work as "**step on" guides** with inbound operators/"big city" guides

- Excellent opportunity for **job creation** with local residents, especially with resource extractors

- Although local guides have inherent knowledge, they still need **specialty training** (e.g. interpretation, language, first aid)

VISITORS NEED INFORMATION!

- Visitors often arrive to destinations in need of additional information (e.g. maps, suggested itineraries, business contact information)
- **Visitor Information Centers (VICs)** often serve this purpose, and are usually managed by local tourism authorities or private business associations

VISITORS LIKE TO SHOP!

VISITORS LIKE TO SHOP!

- Visitors like to shop for **crafts, artwork, and souvenirs** of all kinds from the areas they visit.

- Developing these products creates additional jobs in the destination, and can also provide an additional source of revenue for local residents.

VISITORS LIKE TO SHOP!

- Tourist like to buy **merchandise** from the places they've visited. Develop a line of merchandise that promotes your brand, but that also is well designed and meets today's clothing and merchandise trends.

Tourism Typology - DEMAND

Let's now turn our attention to the characteristics of the **visitor**

- Tourism destinations may be affected by many external influences outside their control such as changes in fashion, or political or environmental circumstances.

- Depending on the resources available to the destination, it is wise to diversify and to offer **more than one type of tourism**.

Sample Visitor Profiles
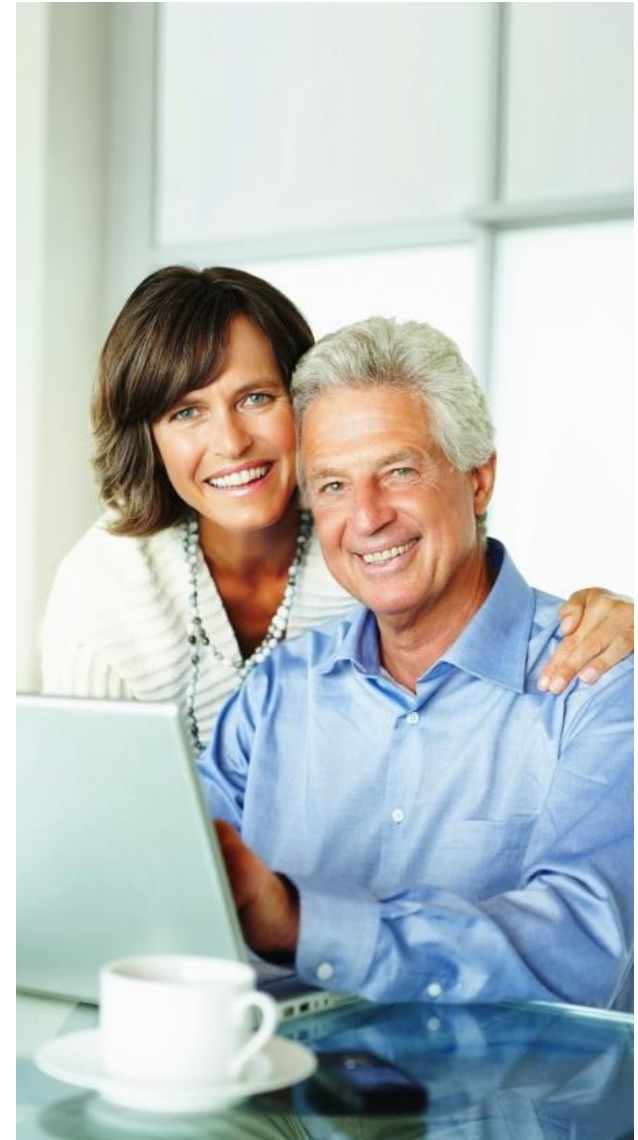
WHAT ARE MARKET SEGMENTS?

Market segments in travel and tourism are individuals or groups that display unique shared characteristics, which may include:

- Visitor demographics
- Visitor motivations
- Visitor travel patterns
- Visitor interests
- Visitor spending patterns

Baby Boomers

- Older, but wiser set with an element of affluence

- Heightened level of cultural and environmental awareness in their everyday lives

- 67% are willing to choose a travel firm that protects and preserves the environment and cultural heritage of destinations

- More likely than any other group to make donations to historic, cultural and educational organizations

VISITOR PROFILES

https://www.vatc.org/research/travel-data-and-profiles/

Leisure Tourism

- Leisure tourism is the term used to describe tourism for the main purposes of **recreation and leisure.**

- It is typically thought of in terms of the multi-day vacation, but it may include day trips also.

- There are many different types of tourism within this sector such as adventure tourism, ecotourism, cultural tourism, packaged beach vacations and so on.
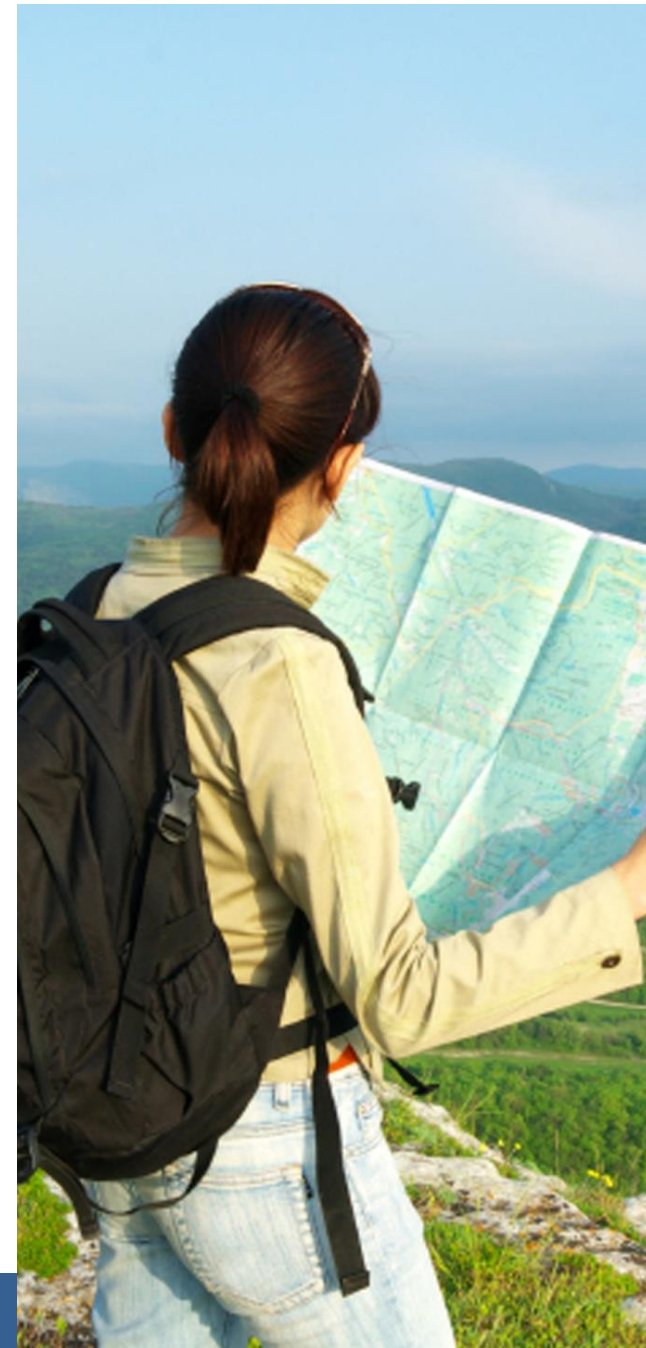
Adventure Tourism

- According to the Adventure Travel and Tourism Association (ATTA), adventure travel is defined as trips that include at least two of the following three activities:

1. Physical activity
2. Natural environment
3. Cultural immersion

ADVENTURE TOURISM

Is resilient

- Less risk-adverse, look for "off the beaten path" destinations

Attracts High Value Customers

- Average 8 day trips @ $3,000 per trip

Support Local Economies

- Mass tourism = 80% economic <u>leakage</u> from destination

- Adventure tourism = 67% <u>linkage</u> to destination

CULINARY/FOOD TOURISM

- **Culinary tourism** or **food tourism** is the exploration of food as the purpose of tourism

- Pursuit of unique and memorable eating and drinking experiences

- Not limited to gourmet food

- Differs from **agritourism** in that culinary/food tourism is considered a subset of **cultural tourism** (cuisine is a manifestation of culture) whereas agritourism is considered a subset of **rural tourism**

AGRITOURISM

- Involves any agriculturally based operation or activity that brings visitors to a farm or ranch

- Agritourism includes a wide variety of activities, including
  - Buying produce direct from a farm stand
  - Picking fruit
  - Feeding animals
  - Staying at a farm or ranch

- Example of "adding value" to an existing product

The story of a farmer from Idaho, US (6.5min)

https://www.youtube.com/watch?v=dC_tX0KIzis

CULTURAL / HERITAGE TOURISM

- Subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life.

- Cultural heritage tourism is one of the fastest-growing segments of the tourism industry worldwide.

- Given Indian Country's rich traditions in music, art, and dance, cultural tourism presents a substantial opportunity for growth.

(Christie at al., 2013)

NATURE TOURISM

- Form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism.

- More than just hiking, focus on experiencing nature in a variety of settings.

Example: Bird Watching

BUSINESS TOURISM

- Is travel to attend an activity or event associated with business interests.

- A key component of business tourism is the **MICE sector: meetings, incentives, conventions and exhibitions.**

- Business travellers, particularly conference delegates, may travel with their partners and can be persuaded to spend extra time in the destination for leisure purposes.

- Business tourism is high quality and high yield and can be positioned as a key part of an economic development strategy.

- The sector is resilient to the types of events and economic downturns that affect leisure tourism adversely.

Spiritual Tourism

- Spiritual tourism is tourism motivated strongly for Spiritual reasons. This may include pilgrimages to significant religious places or those seeking spiritual information or guidance or seeking to understand other countries traditions

VISITING FRIENDS OR RELATIVES (VFR) TOURISM

- This term refers to travel to visit friends or relatives and could be the primary purpose of a trip, or could be a combination of visiting friends and relatives with a vacation.

- The extent to which VFR visitors use services such as accommodation and attractions will vary, some may stay exclusively with their friends/family while for others this may be a combination.

- Globalization is facilitating more of those who live and work in different countries from those in which they were born and this will inevitably increase VFR travel.

DESTINATION PLANNING/DEVELOPMENT

FIRST - SOME QUESTIONS

- Is tourism a good fit for our Tribal Community?

- If so, what broader Tribal Community objectives can tourism help us address?

CAN TOURISM CONTRIBUTE POSITIVELY TO TRIBAL COMMUNITY OBJECTIVES?

1. Promoting sustainable development
2. Creating new products and catalyzing economic development
3. Stimulating employment and job creation
4. Gaining and maintaining competitiveness
5. Preserving local resources
6. **Improving the quality of life**

Poor Planning leads to….

GOOD PLANNING MEANS...

- Engaging stakeholders in the development of the tourism plan
- Considering cultural and historic sensitivities of Native Tourism by engaging tribal cultural, religious and history experts/specialists.
- Revisiting tourism routes that follow well established patterns and visitation to significant destination sites.
- Developing capacities in marketing and product development
- Providing opportunities for a uniting and participative forum to build common ground for tourism development

DESTINATION MARKETING ORGANIZATION

U.S. DMOs at a glance

Market & Sell To Visitors

Inform & Advise Visitors

Develop Destination

Deliver Visitor Services

79% receive hotel tax dollar investment

74% are independent, not-for profits

- Of that 63% are 501(c)(6)s
- 14.6% are government agencies
- 4.6% are Chambers of Commerce
- 4.0% are Authorities

Average Staff = 13

46% of DMOs are membership based; average of 100 members

PARTNERSHIP PROGRAM	38%
ACCOMMODATIONS	23%
OTHER	22%
ATTRACTIONS	19%
RESTAURANTS	18%
EVENT SUPPLIERS	16%
RETAIL	9%

SO IF THAT'S WHAT TOURIST'S WANT….

- How do we get there?

How Can a Tribal Community Get Started in Developing Its Potential?

1. Understanding where you are now (Situation Assessment)

2. Determining where you want to be (Vision, Market Position and Development Options)

3. Understanding how to get there (Sustainable Destination Strategy)

4. Execution (Implementation & Monitoring progress)

Can Tourism contribute positively to Tribal Community Objectives?

1. Promoting sustainable development
2. Creating new products and catalyzing economic development
3. Stimulating employment and job creation
4. Gaining and maintaining competitiveness
5. Preserving local resources
6. **Improving the quality of life**

THANK YOU