Strategic Planning for Cultural Tourism

A Process for Implementing Community & Economic Development
Who We Are

• Anne Ketz
  • CEO & Service Director
  • 106 Group

• Travis Owens
  • Director, Cultural Tourism & Community Relations
  • Cherokee Nation

• Penny Peters
  • Tourism Industry Development Manager
  • Saint Regis Mohawk Tribe- Akwesasne Tourism
A Framework for Tourism Planning

Anne Ketz
A Quick Start Guide to

CULTURAL TOURISM PLANNING

Strategic Planning

Where to begin?

Establishing a shared vision sets the foundation for success.

- Market Analysis
- Funding Strategies
- Governance & Leadership
- Stakeholder Development
- Community Engagement
A Quick Start Guide to
CULTURAL TOURISM PLANNING

Asset Development

What do you have?

Identifying resources establishes feasibility and credibility for your plan.
- Cultural Resources Inventory
- Policy Development
- Market Development
- Business Development
A Quick Start Guide to
CULTURAL TOURISM PLANNING

Program Management

How do you ensure success?

Planning for implementation and gathering support connects vision to reality.

- Evaluation
- Compliance with Regulation
- Public/Private Partnerships
- Education & Training
Implementation

How to share the outcomes?

Building shared understanding of your heritage supports cohesive storytelling and brand.

- Interpretive Plan
- Visitor Experience Plan
- Cultural Tourism Strategic Plan
- Historic Site Master Plan
- Tourism Infrastructure Plan
- Land Use & Infrastructure Plan
- Exhibits & Waysides
Cherokee Nation
Cultural Tourism
Strategic Development
Travis Owens
Why Cultural Tourism?
Vision & Mission

Vision Statement:
Cherokee Nation Cultural Tourism leads the development of a thriving tourism region that promotes authentic Cherokee culture through planning, promotion and partnerships.

Mission Statement:
To provide a tourism experience that promotes and preserves authentic Cherokee history and culture.
Cherokee Nation Cultural Tourism

Today’s Landscape

Cherokee Nation Cultural Tourism was established in 2008 by a long rage strategic plan. The strategic plan has led the development of infrastructure and program development over the past 11 years resulting in the development of:

• 6 museums
• 3 gift shops
• 2 welcome centers
• Hundreds of programs and events
10 years ago...

Strategic Development Concepts

• Resources
• Marketing
• Economic Development
• Community
• Interpretation
• Site Planning
Process of Development

Steps of Development

- Identify Key Stakeholders
- Resource Inventory
- Resource Assessment
- Resource Planning
- Resource Development
- Operation Planning
- Package Development
- Sales and Marketing
Create a Destination

Programming is Key

- Passport - self guided tour program
- Changing exhibits
- Arts and Crafts activities
- Small and large scale events
THANK YOU
Akwesasne Mohawk Tourism
Penny Peters
Akwesasne Cultural Tourism

AKWESASNE
SHARING THE MOHAWK SPIRIT
SRMT Tourism Team hired in March 2017
with the award of an ANA SEEDS Grant
“Creating Akwesasne Tourism Industry and Jobs”
• Tourism Industry Development Manager
• Tourism Business Incubator Manager
• Akwesasne Heritage Complex Project Developer
• Project Director, OED Community Planner

Initiative is guided by the Akwesasne Tourism Working Group (ATWG)
Akwesasne Tourism Strategic Action Plan (ATSAP)

**ATSAP VISION**
We are a proud community sharing world-class tourism experiences that celebrate our environment, heritage and language.

**ATSAP MISSION**
We develop sustainable tourism through mutually beneficial partnerships.
ATSAP Guiding Principles

Principle 1:
Akwesasne tourism respects, protects and preserves our natural environment for seven generations.

Principle 2:
We work with Akwesasro:non on tourism development that strengthens our quality of life, language, culture and heritage.

Principle 3:
As tourism hosts, we continually improve the guest experience.

Principle 4:
We work together effectively and respect individual endeavors.
Foundational Planning
Tourism Industry Development Manager

- Interpretive Plan
- Historical Research Report
- Marketing Strategy
- Tourism Brand Book
- Tourism Basic Infrastructure Plan
- DMMO Business Plan & Board Development
- Group Tour Development
- Cultural Guidelines
- Tourism HR Strategy
Destination Marketing & Management Organization (DMMO)

“One Akwesasne”

The Akwesasne DMMO aims to deliver on the destination’s brand promise through tourism marketing and sustainable tourism development programs that benefit the Akwesasne community and perpetuate its cultural heritage.

Vision

To support Akwesasne’s natural and cultural resilience through a thriving tourism industry.

Brand Promise

Experience genuine connections to nature and culture through art.

Marketing        Product Development        Quality Assurance
Tourism Business Development
Tourism Business Incubator Manager

- Incubator workspace
- Entrepreneur Training
- Business Development
- Workshops
- Networking
- Partnership Building
- Artisan Showcases
- Events
Opportunities in Cultural Tourism

- Tour Guides
- Tour Operators
- Akwesasne Gift Shops
- Informational Kiosks
- Partnerships with local entrepreneurs
- Strengthening Partnerships
- Tourism Infrastructure
- Economic Growth within Akwesasne (programming, workshops, education)
Tourism Capital Project Development
Heritage Complex Project Developer

Akwesasne Heritage Complex
Art Park / Downtown Akwesasne
Proposal/Grant Writing
Support for Museum & Cultural Center
Building Partnerships & Capacity
Onkwa’there’ko:w
““Our Big Basket”
Ionkwatsi’tsiaiénth
“we planted a flower Garden”
on
What are your thoughts?

Let’s discuss
Contact Us

If you have more questions, please contact:

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