



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON, DC

Six Steps to Honing Your Tribal Tourism Skills

A Preview of the GW - AIANTA
Cultural Heritage Tourism
Professional Certificate Program

Prof. Seleni Matus, Executive Director
Anna Barrera, Research Scholar

International Institute
of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY

Agenda

- Introduction to Cultural Heritage Tourism
- Six Steps for Tribal Tourism Development
 1. Engaging Community
 2. Conducting a Situation Analysis
 3. Inventorying Cultural Tourism Assets
 4. Assessing Tourism Development Opportunities
 5. Addressing Workforce Needs
 6. Understanding Marketing Fundamentals
- Cultural Heritage Professional Certificate Program Information





Introduction to Cultural Heritage Tourism



- Unique.
- Evolve over time.
- Defined by the people who live there.
- Have stories.
- Can be nurtured, shaped and shared.

WHAT DO WE MEAN BY PLACEMAKING?

Placemaking involves creating & improving the quality of places so that people want to live, work, play and learn in them—as well as visit.

Through placemaking, communities are...

- Inspired to reimagine and reinvent their communities
- Strengthen connections between people and shared spaces
- Developing a sense of cultural and social identity that can support growth



What is Cultural Heritage?

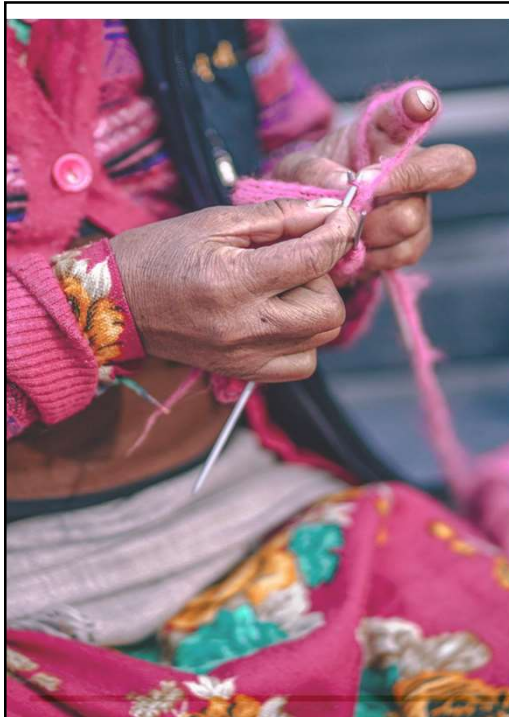
“An expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. It is often expressed as either intangible or tangible cultural heritage”

**--The International Council on
Monuments and Sites**



Tangible Cultural Heritage

- The man made environment including buildings, townscapes and archaeological remains.
- The natural environment including rural landscapes, coastlines and farmlands.
- Artifacts including books, documents, objects and pictures.



Intangible Cultural Heritage

- Handicrafts and visual arts that demonstrate traditional craftsmanship
- Gastronomy and culinary practices
- Social practices, rituals and festive events
- Music and the performing arts
- Oral traditions and expressions, including language as a vehicle of intangible cultural heritage
- Knowledge and practices concerning nature and the universe

What is Cultural Heritage Tourism?

Traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources.

- National Trust for Historical Preservation



Queen Island Tribal Member at 2012 Tribal Canoe Journey Photo courtesy of Jamesdown Skiklam Tribe

GLOBAL TRENDS

The UN World Tourism Organization tells us that cultural tourism accounts for 37 percent of global tourism, and furthermore forecasts that it will continue to grow 15% each year

“Cultural tourism...has recently become one of the fastest growing tourism trends...This dynamic has been clearly reflected in a rise in cultural activities in recent decades and social longing for culture and heritage. This has been called the democratization of culture.”

—UNWTO, Global Report on Cultural Routes and Itineraries (2015)



The U.S. Heritage Traveler

- 78% of all leisure travelers in the US participate in cultural and/or heritage activities while traveling (approx. 118 million adults each year)
- Cultural and heritage tourists:
 - Spend more than other travelers (\$623 vs \$456)
 - Are more likely to stay in a hotel, motel, or B&B (62% vs 55%)
 - Take longer trips (5.2 nights vs 3.4 nights)

Sources: Mandala Research for the U.S. Cultural & Heritage Tourism Marketing Council, in conjunction with the U.S. Department of Commerce, 2009
Travel Industry Association of America and Smithsonian Magazine, The Historic/Cultural Traveler, 2003 Edition



Native Cultural Heritage Tourism

Overseas visitors to American Indian communities are more likely to:

- Be on their first International US Trip (35% versus 24.1%)
- Plan their trip further in advance (122 days versus 100 days)
- Stay longer in the U.S. (27.8 days versus 17.5 days)
- Visit multiple states (2.2 versus 1.4)
- Rent a car (42% versus 30.1%)

U.S. Dept. of Commerce - 2017



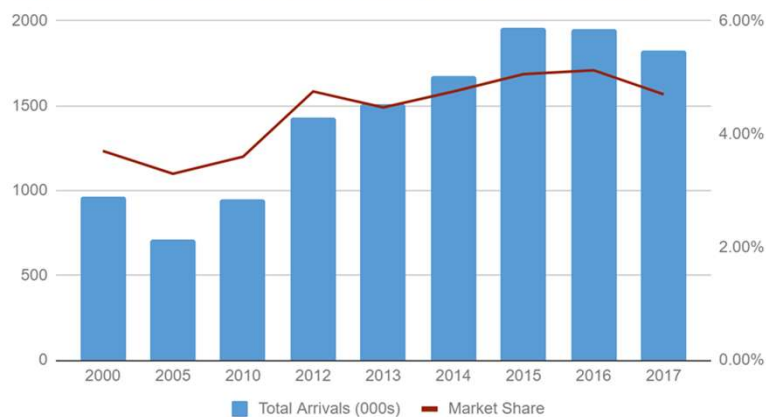
Native Cultural Heritage Tourism

Top origin markets of overseas visitors to American Indian Communities

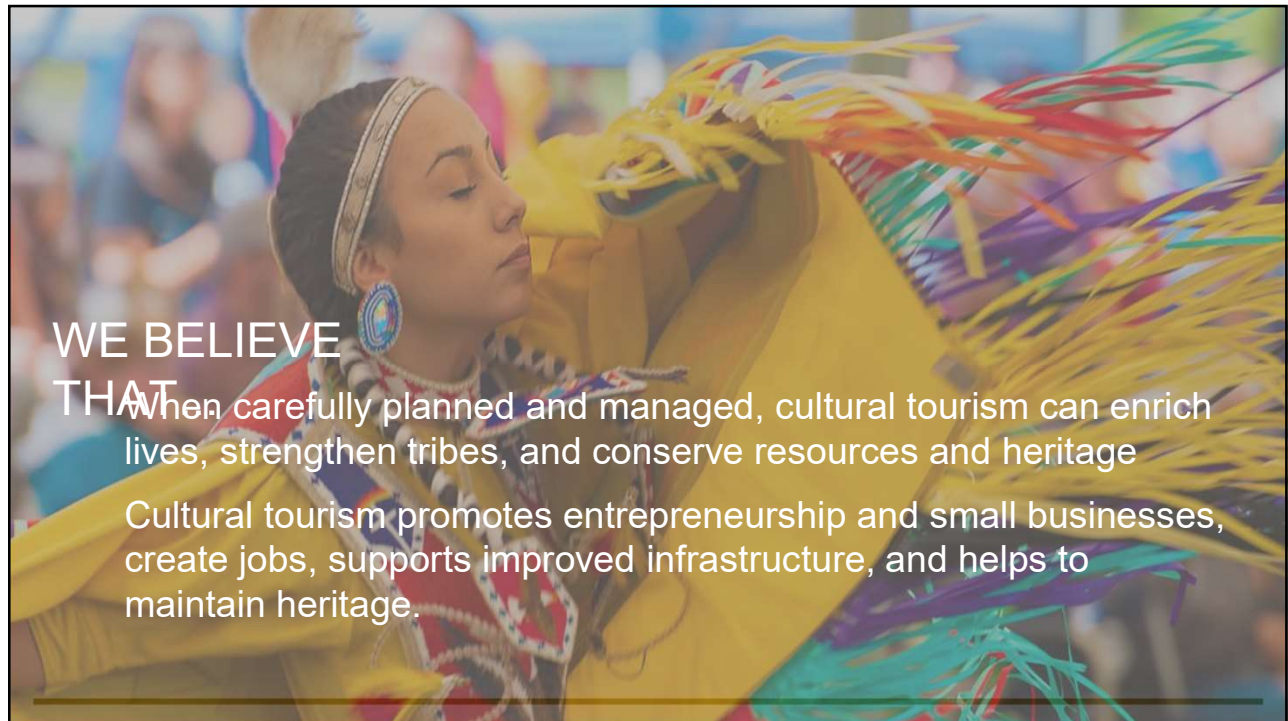


Native Cultural Heritage Tourism

Overseas Visitors to Indian Country and Market Share



U.S. Dept of Commerce - National Travel and Tourism Office Statistics



WE BELIEVE

THAT

When carefully planned and managed, cultural tourism can enrich lives, strengthen tribes, and conserve resources and heritage

Cultural tourism promotes entrepreneurship and small businesses, create jobs, supports improved infrastructure, and helps to maintain heritage.



Six Steps for Tribal Tourism Development

Cultural Tourism: Lifelong Learning

Tourism Area	Component	Sample Subcomponent				
Tourism Products and Services	Culture	Antiquities	Architectural Heritage	Museums		
	Sun and Beach	Cruises	Beach	Waterfront Activities		
	Nature	Desert	Marine	Mountains		
	Sports	Local Competitions	Regional Competitions	International Competitions		
	MICE	Meetings	Incentives	Conventions	Exhibitions	
	Themed	Education	Health & Wellness	Urban		
	Travel Services	Air Transport	Ground Transport	Travel Tours		
	Lodging and Food	Hotels	Restaurants	Resorts		
Tourism Sector Enablers	Tourism industry planning					
	Tourism Investment Promotion					
	Tourism Marketing					
	Tourism Human Capital Development					
	Tourism Research and Statistics					
Tourism System Enablers	Security					
	Health and Safety					
	Environmental Sustainability					
	Infrastructure					



1. Community Engagement

Situation Analysis

Cultural Tourism Asset Inventory

Tourism Opportunity Assessment

Workforce Development

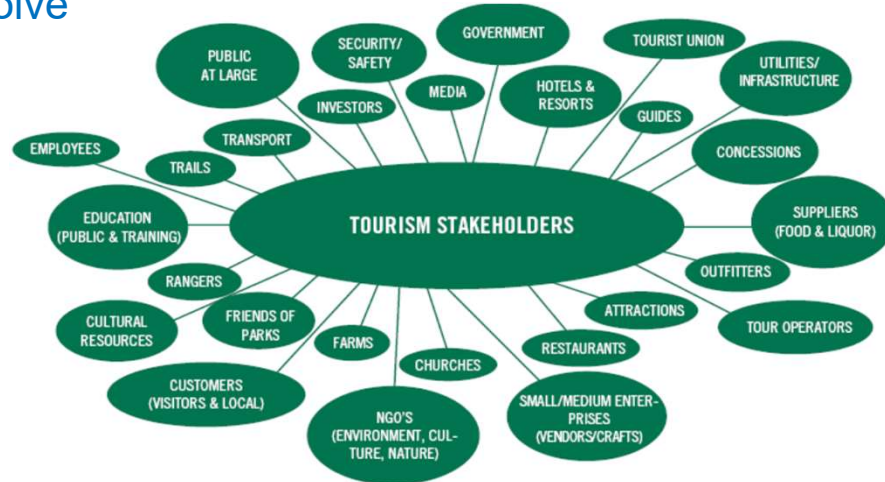
Marketing Fundamentals

Step 1: Community Involvement

Stakeholders come together to:

- Articulate community values
- Select broad tourism goals for the community
- Generate local support for tourism development
- Collaborate to achieve tourism goals
- Monitor and evaluate tourism's success in meeting goals

Who to involve



Step 2: Situation Analysis

- Scanning your place, community and resources: strengths, weaknesses, opportunities and threats
 - Community aspirations and values
 - Market demand and trends
 - Current and potential cultural tourism products and experiences
 - Current resources: human and financial

Self-Assessment Guidance

- **Leadership** - Does your community have a local tourism development organization? Does the Tribal Government support tourism development?
- **Community climate** - Do you have community support? Does your community have an economic development plan? Can it support development?
- **Knowledge about tourism** - Does your community understand tourism and its potential impacts? Does the community know what it wants to be, or not to be?
- **Infrastructure and resources** - Does your community have the necessary infrastructure and inventory of attractions to receive visitors? Is it safe to live in and visit? Do you have a trained workforce?

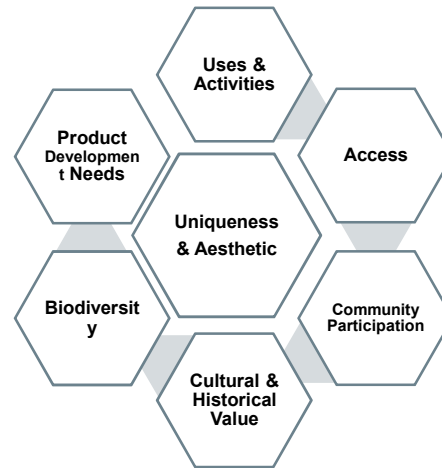


Step 3. Cultural Tourism Asset Inventory

- **Assets:** Attractions and activities that draw visitors to your place
- Important to know what you have and the difference between resources and products
- An asset inventory is a list of potential natural, cultural, historical, and heritage attractions, as well as related recreational activities.
- Each is evaluated for their potential for supporting tourism development in the destination



Cultural Tourism Asset Inventory



Step 4. Assess Tourism Product Opportunities

Through the asset inventory, you know what products your place (potentially) has. Time to prioritize opportunities by analyzing:

- Product development needs: \$\$\$
- Visitor demand
- Potential impacts
- Fit with community tourism goals

Cost/Benefit Analysis

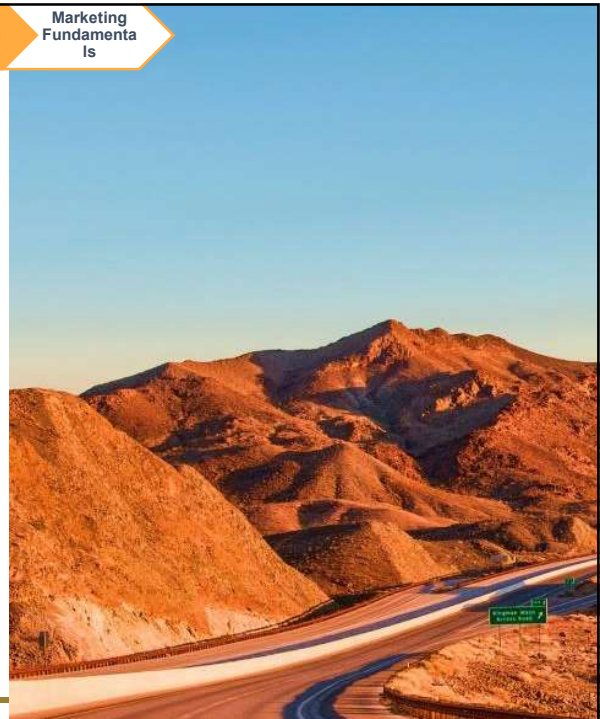
Cost/Benefit Analysis is a tool to rank tourism product opportunities. It...

- Evaluates benefits compared with costs to show the estimated net effect on the destination's local economy and socio-cultural environment
- Helps you to determine if it is worth pursuing
- Can be technical



Step 5. Workforce Development

- Tourism development requires a broad range of human capacity and skills
- Institutional support is critical to building capacity
- First step: What knowledge and skills exist in the destination?
- Assess the gaps between human resources needs and labor market reality



1. Community Engagement
Situation Analysis
Cultural Tourism Asset Inventory
Tourism Opportunity Assessment
Workforce Development
Marketing Fundamentals



Human & Institutional Capacity Survey

Helps provide information and insights into:

- Knowledge and skill gaps among workforce
- Labor market profile
- Coverage and content of any tourism training institutions
- Institutional needs

1. Community Engagement
Situation Analysis
Cultural Tourism Asset Inventory
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Step 6. Marketing Fundamentals

- Always start by understanding your market
- Relationships/partnerships are driving the strategy of successful destinations
- Strategy should include both business to consumer (B2C) and business-to-business (B2B) marketing plans



1. Community Engagement
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A Good Marketing Plan Starts with Market Intelligence

A Target Market Profile Might Include:


- How many visitors are coming each year?
- Who are they?
- What are they like?
- Why are they coming?
- What are they doing within a 3 hour radius?

Register for the Cultural Heritage Tourism Certificate Program

Offered by AIANTA in partnership with GW

6 week-long courses:

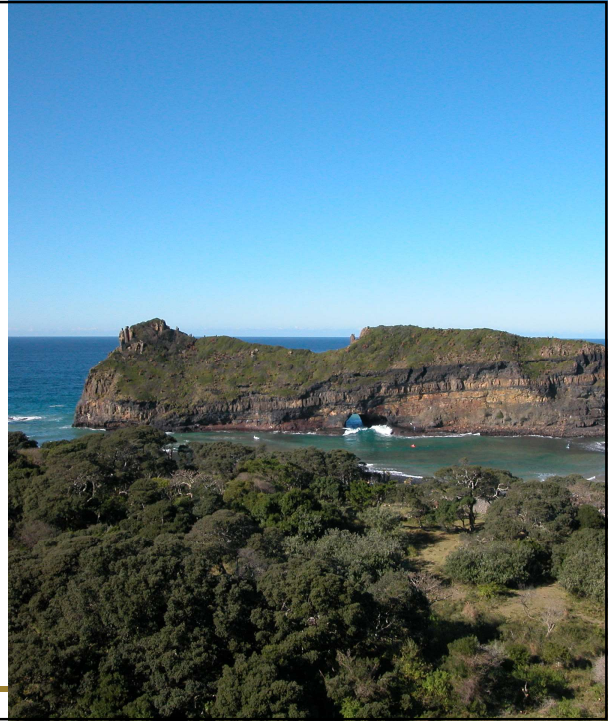
1. Introduction to Cultural Heritage Tourism
2. Sustainable Tourism Planning & Management
3. Community-based Tourism
4. Tourism Marketing
5. Workforce Development
6. Best Practices in Event Management



Program Commitment

Online Program takes 6-8 hours per week and consists of:

- Lectures
- Guest Speakers
- Discussion Boards
- Readings and Takeaway Tools
- Graded Assignment



Program Details

- Next Session - September 30 to November 17, 2019
- Program Fee with AIANTA membership: \$2,725
- Program Fee without AIANTA membership: \$2,775
- culturaltourism@gwu.edu

