Six Steps to Honing Your Tribal Tourism Skills
A Preview of the GW - AIANTA Cultural Heritage Tourism Professional Certificate Program

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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

PLACES ARE...

- 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

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.”

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

Europe: 43.4%
Asia: 33.7%
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

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<tr>
<th>Tourism Products and Services</th>
<th>Component</th>
<th>Sample Subcomponent</th>
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<tr>
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<td>Antiquities</td>
<td>Architectural Heritage</td>
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<td>Lodging and Food</td>
<td>Hotels</td>
<td>Restaurants</td>
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#### 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

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### 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?

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**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**
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
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

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
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
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