

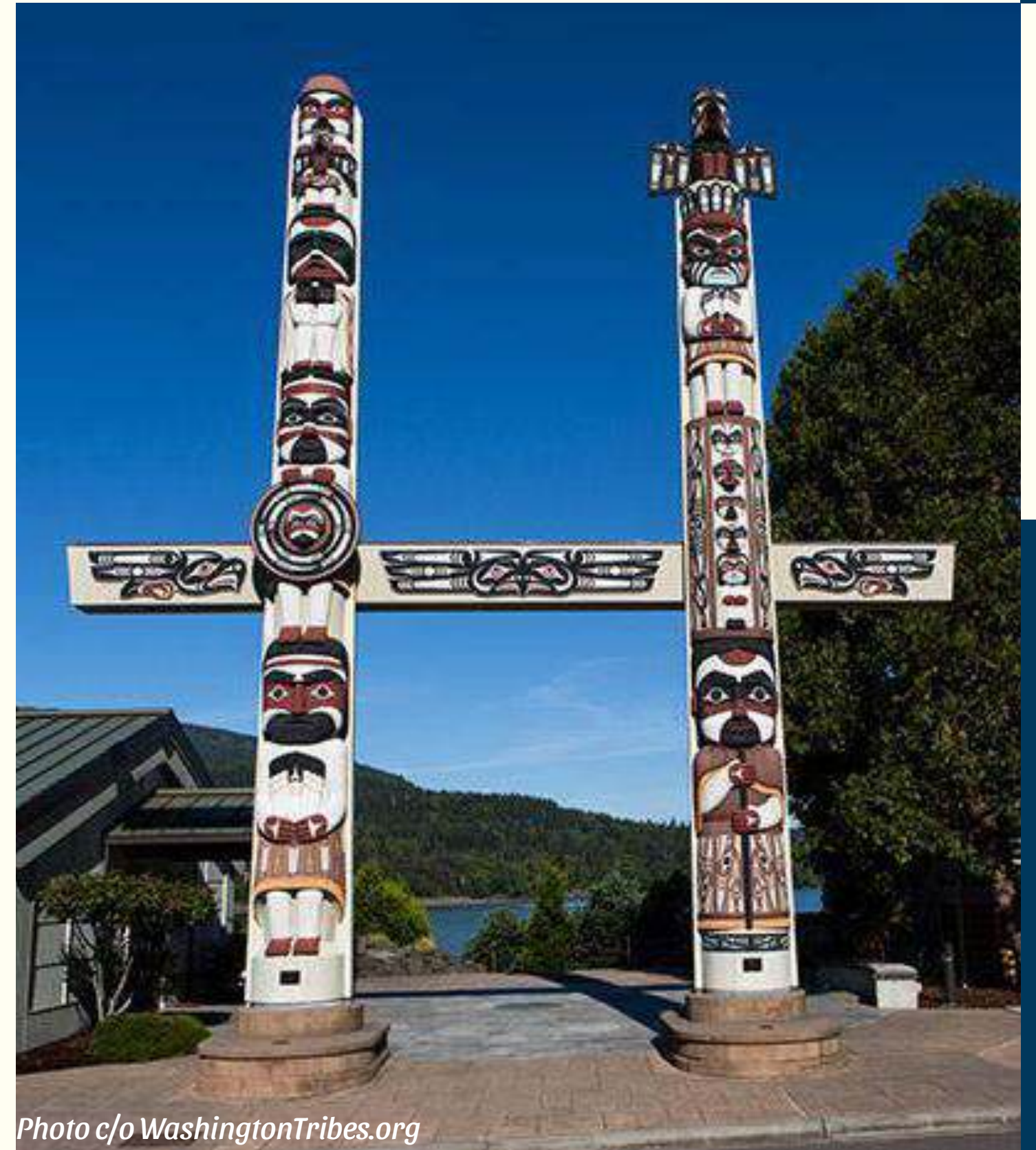
# International Institute of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY

## STATE OF WASHINGTON TOURISM: INDIGENOUS TOURISM SUPPORT PROGRAM

### Info Session

December 10, 2024



*Photo c/o WashingtonTribes.org*

# AGENDA

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- Understanding Destination Development
- Overview of the Indigenous Tourism Support Program
- The GW Team & Experience
- Timeline & Approach
- Questions

# DESTINATION DEVELOPMENT

## DEFINED

*Destination development is the strategic planning and advancement of defined areas to support the evolution of desirable destinations for travelers, with a focus on the supply side of tourism, by providing compelling experiences, quality infrastructure, and remarkable services to entice visitation.*

Definition by Destination BC

Destination development may include work with the following partners:

- Tourism industry (DMOs, businesses, and associations)
- Local and regional economic development entities
- Tribes
- Local governments
- Nonprofit organizations (heritage/arts/cultural organizations, community groups)
- State and federal agencies

# COMMUNITY-DRIVEN, CULTURALLY RESPECTFUL DESTINATION

## DEVELOPMENT

### OBJECTIVES OF A SUCCESSFUL PROGRAM

The ITS program should establish a vision for tourism among Indigenous communities, engage local stakeholders, gather research and data, foster partnerships, outline strategies and actions for destination development/management, and deliver outcomes in a timely manner. Through this process, SWT will look to achieve the following objectives for tourism stakeholders in Indigenous communities.

- Raise the awareness and understanding of Indigenous tourism and broader tourism industry
- Provide an overview of the current state of tourism, including community and visitor sentiment as well as travel trends in relation to social, economic, and environmental conditions
- Engage a broad, cross-section of the community in conversations that result in shared values and a common direction for Indigenous tourism
- Develop new, authentic experiences, visitor infrastructure, and management systems that support community well-being and improve the visitor experience
- Connect community and industry leaders with resources to support the implementation of priority projects

# Indigenous Tourism Support Program

## ANTICIPATED OUTCOMES

A vision narrative of what the stakeholders want tourism to look like in their destination in 10 years

A roadmap that supports short-to long-term actions including:

- Statement of intent
- Key strategic focus areas
- Action plans with strategies by focus area including short-term (6 mo. -2 years), medium-term (2-5 years), and long-term (5-10 years) priority projects with anticipated funding and expertise requirements

A committee of key stakeholders committed to plan implementation and approx. three subcommittees organized around priority projects

Momentum behind three priority projects in the destination fueled by SWT grant funding

# THE GW TEAM



## **EDWARD HALL**

*Indigenous Tourism Engagement Specialist*

Lewis and Clark Bicentennial, Indigenous Tourism Collaborative of the Americas (ITCA), BIA Division of Transportation



## **SELENI MATUS**

*Team Leader and Chief Facilitator*

North Dakota & South Dakota Native Tourism Alliances, Maine Wabanaki Cultural Tourism Plan & Capacity-building, Choctaw Destination Stewardship Plan



## **JANA PREWITT**

*Grant Writing and Coaching Specialist*

Indigenous Tourism Collaborative of the Americas (ITCA), White House and federal interagency initiatives, secured NATIVE Act Implementation funds for tribal organizations



## **ALIX COLLINS**

*Project Manager*

South Dakota Destination Development Program, Taos Destination Stewardship Plan, South Dakota Native Tourism Alliance

# Why GW is the right partner

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We have extensive experience working in Indian Country and understand the challenges and realities of working on the ground with Indigenous communities.

As a result, we understand the...



## **BUILDING TRUST IS IMPORTANT**

Every tribe is different. We build trust by listening, learning, and co-creating solutions with tribal nations.



## **COACHING AND MENTORSHIP ARE KEY COMPONENT OF CAPACITY BUILDING**

Success takes time. We provide ongoing capacity-building, mentorship and coaching to Tribal community leaders and organizations.



## **DEVELOPING PARTNERSHIPS BETWEEN INDIGENOUS AND NON-INDIGENOUS STAKEHOLDERS IS CRITICAL**

As an academic institution, we have successfully facilitated the building of bridges among stakeholders. Our role enables us to assist in fostering meaningful partnerships between all parties involved.

# Why GW is the right partner

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## **COMPLEXITIES OF THE CROSS-JURISDICTIONAL ENVIRONMENT**

We have the experience to work successfully in Public Law 280 environments



## **EDUCATING TOURISM OFFICES AND NATIONAL AGENCIES**

We have become a trusted partner of

- State tourism offices
- Office of Indian Economic Development
- National Travel & Tourism Office
- National Park Service
- Organization of American States
- Economic Development Agency
- U.S. Department of Transportation



# MAINE WABANAKI

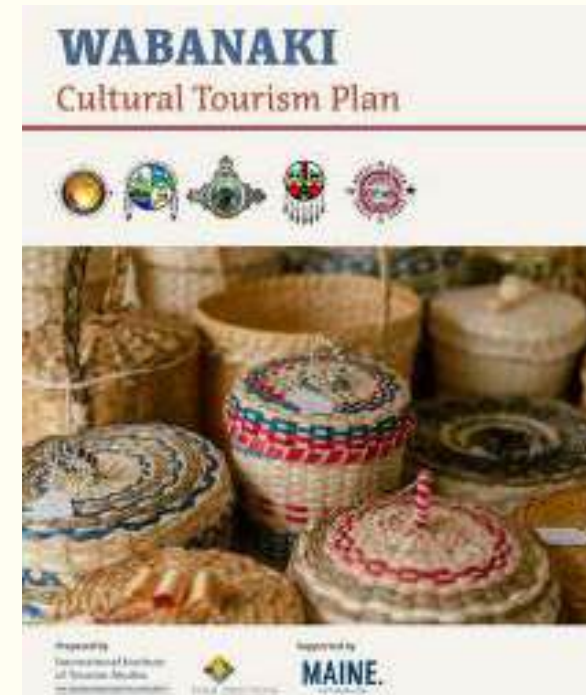
# CULTURAL TOURISM PLAN



**ASSET  
INVENTORY**



**MARKET  
READINESS  
ASSESSMENT**



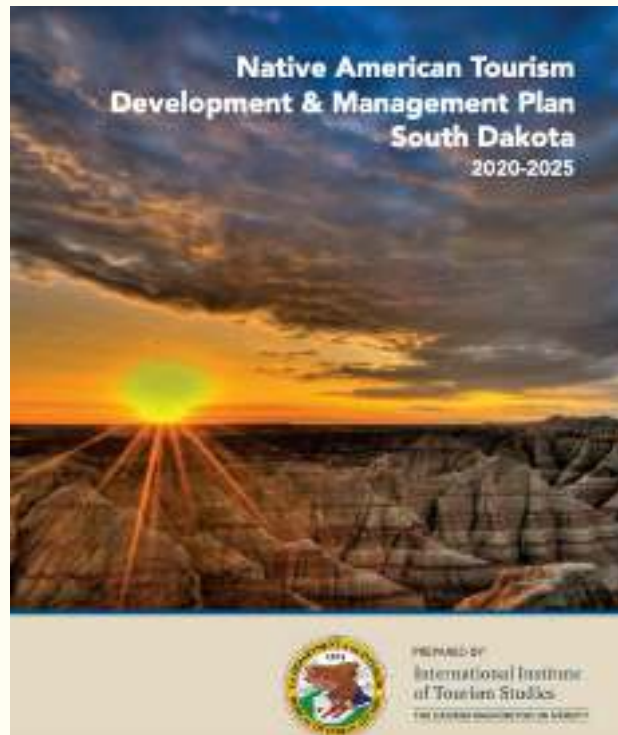
**DEVELOPMENT  
OF PRIORITY  
INITIATIVES**



**TRAINING  
COMMUNITY  
TOURISM  
FELLOWS**

# SOUTH DAKOTA

# NATIVE TOURISM ALLIANCE



**REGIONAL  
PLANNING**



**PRODUCT  
DEVELOPMENT,  
TOUR TESTING,  
TOUR GUIDE  
TRAINING**



**ALLIANCE  
BUILDING &  
TOURISM  
GOVERNANCE**



**PROMOTION  
AND MARKET  
LINKAGES**



# NORTH DAKOTA

# NATIVE TOURISM ALLIANCE



**PRODUCT  
DEVELOPMENT  
& TOUR  
TESTING**

**CAPACITY-  
BUILDING FOR  
TOUR OPERATION  
& PROMOTION**

**ALLIANCE  
BUILDING**

# Timeline & Approach

## PHASE 1: RESEARCH AND DATA COLLECTION FEBRUARY - APRIL 2025

1

### UNDERSTANDING DEMAND

- Assess the demand for cultural tourism at the state level [domestic and international] and for the selected community
- Assess visitor sentiment
- Rapid analysis of operators

2

### UNDERSTANDING SUPPLY

- Asset inventory
- Market readiness assessment of existing assets
- Analysis of community's existing enabling environment for tourism

3

### STEERING COMMITTEE ACTIVATION (VIRTUAL)

4

### RESEARCH VALIDATION

In-person session to validate research findings, fill gaps, and prioritize assets

✓

### DELIVERABLES

- Asset Inventory
- State of Tourism Report
- Validation Visit

# Timeline & Approach

## PHASE II: COMMUNITY ENGAGEMENT

APRIL - JULY 2025

1

**STEERING COMMITTEE  
ENGAGEMENT**

2

**INTRODUCTION TO CULTURAL  
HERITAGE TOURISM  
CAPACITY-BUILDING SESSION  
(VIRTUAL)**

3

**STRATEGIC VISIONING  
WORKSHOP (IN-PERSON)**

4

**PRODUCT DEVELOPMENT  
STUDIO (IN-PERSON AND  
VIRTUAL)**

✓

**DELIVERABLES**

- Introduction to cultural heritage tourism workshop
- In-person strategic visioning workshop and customized product development studio with participant workbook and coaching
- 1-3 final product ideas and a defined working group for each

# Timeline & Approach

## PHASE III: ACTION PLANNING & GRANT WRITING

**JULY - SEPTEMBER 2025**

1

**ACTION PLANNING  
(IN-PERSON)**

2

**GRANT-WRITING  
WORKSHOP (IN-PERSON)**

3

**MAINTAINING STEERING  
COMMITTEE AND PROJECT  
WORKING GROUPS**

✓

**DELIVERABLES**

- Action Plan for product implementation
- In-person fundraising and grant-writing workshop

# APPROACH & METHODOLOGY

## PHASE IV: RECOMMENDATIONS & FINAL REPORT

SEPTEMBER - NOVEMBER 2025

**1** **CREATE DRAFT REPORT**

**2** **PREPARE FINAL REPORT**

**✓** **DELIVERABLES**

- Draft Report
- Final Report



**QUESTIONS?**

