



Cultural Tourism

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Overview

- What is Cultural Tourism?
- Benefits of Cultural Tourism
- Steps to Tourism Planning
- Components
- Partnerships
- Funding Opportunities

What is Cultural Tourism?

- **Cultural Tourism** is essentially that form of tourism that focuses on the culture, and cultural environments including landscapes of the destination, the values and lifestyles, heritage, visual and performing arts, industries, traditions and leisure pursuits of the local population and host community. It can include attendance at cultural events, visits to museums and heritage places and mixing with local people. It should not be regarded as a definable niche within the broad range of tourism activities, but encompasses all experiences absorbed by the visitor to a place that is beyond their own living environment.

Cultural Tourism Benefits

➤ Education and Perpetuation of Cultures

- Art
- Language
- Songs & Dance



➤ Economic Opportunities

Good News for Cultural Tourism

20 million international visitors traveled to the United States in June 2008, an increase of 8 percent over June 2007. (German Market increased 27%)

- "America's open markets and robust tourism industry continue to attract record-breaking numbers of international visitors," said Commerce Manufacturing and Services Assistant Secretary William G. Sutton. "The strength of the U.S. national travel and tourism industry contributes to America's prosperity, while fostering cultural and business ties within the international community"

What does a Cultural Tourism Visitors Want?

- Witness Wildlife
- View the Scenery
- Experience Local Way of Life
- See a living History through art, dance and song
- Nature Wonders of the land
- Adventure
- Visitors want to hear, see, feel and taste their experiences
- Visitors want to be connected with the people who live in Alaska.
- **AUTHENTICITY**

Tourism Planning Group

- Chamber of Commerce
- Visitor's Bureau
- City Government
- Village Corporations
- Tribal Governments
- Businesses
- Education, University
- State and Federal Agencies
- Individuals and Elders
- Tour Operators
- Cultural Organizations

Tourism Planning Development

- Small Business Training
 - Business planning, Accounting, Marketing
- Tour guiding and operators
 - Associations in Tourism -ATIA, AIANTA & HCTC
- State programs
 - Information about individual village- history, cultural emphases, movement
- Incubator – Small or new business
 - Department of Labor, workforce development
- Training Funding Opportunities
 - Native Corporations
 - Tribal Governments
 - Small Business Administration

Mission Statement

To present local, native culture in a positive, reinvigorated tone; resulting in tour program with an authentic perspective on the culture, while providing economic opportunities.

Business Concept

- Employment for Native Community
- Profitable and Self - Sustaining
- Authentic Quality Tour Product
- Perpetuate & Preserve Native Culture

Benefits

- **Future profits**
- **Increased Employment**
- **To perpetuate our culture through tourism.**
- **Create a pride for Alaskans**

Business Resources

Local

- **Local Financial Institutes**
- **Rural Development**
- **Grants**
- **Foundations**

Local

- **Board Members**
- **Investors**
- **Workforce Development**

Training Resources

Local

- Sitka's National Historical Park
- Sitka Historical Society
- St. Michaels Russian Orthodox Church
- Alaska Host Program
- Sheldon Jackson Museum

Cultural

- Tlingit Elders
- Kayaani Commission
- Local Herbalist
- Southeast Alaska Indian Cultural Center- Artist Program
- STA- Traditional Foods Program
- STA-Customary & Traditional Resources

Combine Cultural Resources



Sitka Tribal Tours



Markets

- Cruiselines Companies
- Independent Market
- International Traveler
- Yachts Clubs
- Alaska Marine Highway

(If it ever comes back to Sitka on a regular schedule)

Create Marketing Partners

- Chamber of Commerce
- Convention & Visitors Bureau
- Alaska Travel Industry Association
- American Indian Alaska Native Tourism Association

Media

- Alaska Airlines – News Story
- America Native News Calling- National Live Interview
- Statewide News Story
- ATIA – New Products
- Travel Writers
- News and Press Releases
- Alaska Native News Network
- Indian Country

How are they going to get there...

- Alaska Airlines
- Cruise
- Alaska Marine Highway
- Public Transit /Taxi/ Tour Bus

~Without Transportation there is no tourism~

Federal Tourism Funding Resources

- Department of Agriculture
- Department of Commerce
- Department of Housing and Urban Development
- Department of Interior
 - National Heritage Areas Program
 - Nation Register of Historic Places
 - National Trail Systems
 - Rivers & Trail and Conservation Assistance

Foundation Funding

- **National Endowment for the Humanities**
- **America's Historic Places Grants**
- National Endowment for the Arts
- Murdock Foundation- Arts
- Rasmussen Foundation- Culture Arts
- First Nations

- **Small Business Administration**
 - **Training Programs**

The Small Business Administration does not provide direct loans or grants (although it guarantees loans), but it does provide entrepreneurs with training materials and opportunities that could support heritage tourism and business development using historic buildings. (www.sba.gov/training/)

Department of Transportation

- **National Scenic Byways Program**

(Federal Highway Administration)

This program provides technical and financial assistance to help preserve America's scenic roads and promote tourism and economic development. Grants are available to assist States in implementing projects on National Scenic Byways and developing State scenic byways. The scenic byways system currently includes 96 nationally designated byways; approximately 400 additional scenic byways are recognized at the State level. (www.byways.org)

- **Recreational Trails Program Grants**

(Federal Highway Administration)

These grants can be used to maintain, restore, and rehabilitate trails, including National Historic Trails, and rehabilitate trailside facilities. They can also support acquisition of easements or title to property for trails, including acquisition of old road or railroad bridges to be used as recreational trail bridges. (www.fhwa.dot.gov/environment/rectrails/index.htm)

- **Transportation and Transit Enhancements Programs**

(Federal Highway Administration and Federal Transit Administration)

Ten percent of Federal Surface Transportation Program funds and 1 percent of Federal urban mass transit funds are set aside to fund transportation enhancements. Such funding can be used for historic preservation projects and programs related to historic transportation routes, systems, facilities, etc. Heritage tourism trails may be funded at State discretion.

(www.fhwa.dot.gov/environment/te/index.htm)

Tourism Conferences

- Alaska Travel Industry Association
 - Fairbank, Alaska October 6-8
- American Indian Alaska Native Tourism
 - Albuquerque New Mexico –September 2009
- Alaska Heritage & Culture Tourism Conference
 - Sitka, Alaska – March 2008

Welcome to Sitka Tribal Tours

History is not only about what happened, it is also about the present, yours and ours. We cordially invite you to experience Sitka on a Tlingit Cultural Tour! Not as an outsider looking in - but as a participant, with us, in an ancient and ever changing world.



Keys To Success in Village..

- Establish a Training Program
- The Value of Customer Service
- Stay True to Your Heritage and Values
- Partner with Other Entities
- Strategic Planning Pays
- Stay “Fluid”

