

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

A Quick Start Guide to

CULTURAL TOURISM PLANNING



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?



Indian Chief and Cherokee...
pinterest.com

Museum of the Cherokee Indian NC:
cherokeemuseum.org

Teaching Cherokee Indian Youth...
srs.fs.usda.gov

Why do so many Americans b...
slate.com

cherokee indian women - ...
pinterest.com

Creek And Cherokee Indians - Lesso...
tes.com

Slave to Cherokee Indians ...
yesmagazine.org

Cherokee Indian Timeline...
piddlin.com

Amazon.com: Cherokee In...
amazon.com

22nd October A full blood...
gettyimages.com

Cherokee Indians Tell Elizabeth Warren ...
yournewswire.com

Native American Cherokee ...
americanindianshistory.blogspot.com

Female Warriors in History...
pinterest.com

Cherokee Indians became White and mulatto
realhistoryww.com

Native American Indian Pic...

Cherokee Indian Stock Ph...

Who Were Indian in a For...

Cherokee Indians - Democracy in th...

jpegBeautiful Native American Ch...

Museum of the Cherokee Indian ...

The Cherokee Indians ...

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 range 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

Historic Resources					SOURCE				
Place Name	County	Significance	NRHP	CN G					
Camp Garland	Mayes	Boy Scout Camp							
Camp Gruber	Muskogee	Military		X					
Camp Heart O'Hills	Cherokee	Salvation Army Camp							
Camp Lutherhoma	Cherokee	Church Camp							
Camp Scott	Mayes								
Canyon Road Public Use areas	Cherokee								
Carlisle Cove Public Use Area	Cherokee								
Carlisle Inlet Public Use Area	Cherokee								
Carters Landing Public Use Area	Cherokee								
Cherokee Female Seminary	Cherokee	AKA-Seminary Hall, 1875-1899, 1900-1924, Event, Education, Northeastern State University campus	Listed						
Cherokee Heritage Center/First Cherokee Female Seminary	Cherokee	Cherokee Culture, Museum	Listed						
Cherokee Landing State Park	Cherokee								
Cherokee Nation Capitol	Cherokee	Capitol of the Cherokee Nation	NHL	X					
Cherokee Nation Courthouse	Cherokee	AKA-Cherokee Supreme Court Building, 1825-1849, 1850-1874, 1875-1899, 1900-1924, Native American	Listed	X					X
Cherokee Nation Jail	Cherokee	AKA-Cherokee National Prison, 1580-1874, 1875-1899, 1900-1924, Native American Correctional Facility	Listed	X					X



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



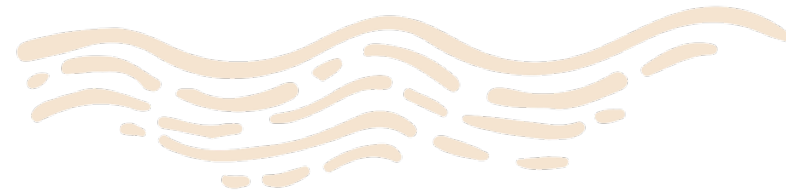
Akwesasne Heritage Complex

Art Park / Downtown Akwesasne

Proposal/Grant Writing

Support for Museum & Cultural Center

Building Partnerships & Capacity



AKWESASNE

SHARING THE MOHAWK SPIRIT



Onkwa'there'ko:w
""Our Big Basket""
a



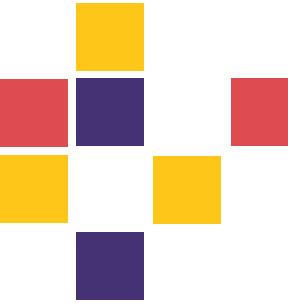
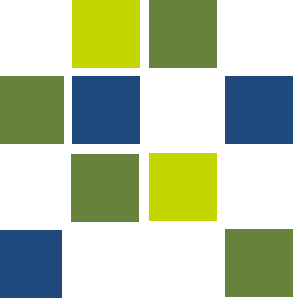


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"we planted a flower Garden"
on



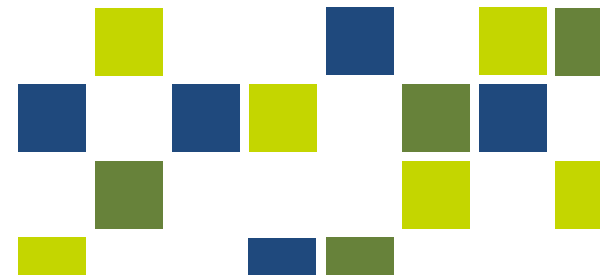
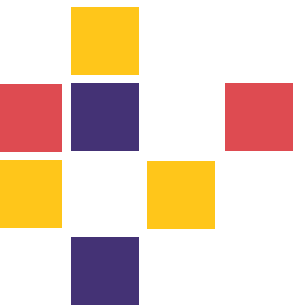
AKWESASNE

SHARING THE MOHAWK SPIRIT



What are your
thoughts?

Let's discuss



Contact Us

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