
Nature-Based, All-Season Tourism has already achieved recognition as a major player in today's global economy, as a viable and tangible economic development strategy. It seeks to balance natural preservation with economic development in a way which minimizes impact on, and maximizes respect for, both host cultures and their natural environment. How is such a balance achieved? Through community-based local organizing, careful regional planning, and selective global marketing.

The face of the typical tourist has undergone a dramatic change in recent decades, and so has the type of recreational activity desired. Tourists of today are generally older, better educated, more family-oriented, and definitely more interested in outdoor activities than past tourists. They are as likely to be from another country as they are from a different region. Whereas past tourists wanted plush surroundings, expensive meals, and live entertainment, continued on page 3

1996 Grants for Historic Preservation Available Through National Park Service

Source: National Park Service

The National Park Service invites applications for Fiscal Year 1996 Historic Preservation Fund grants to federally recognized Indian Tribes, Alaska Natives groups, and Native Hawaiian organizations to support historic preservation projects and programs that promote the continuation of living cultural traditions. Legally established intertribal groups or organizations are also eligible to apply. APPLICATIONS MUST BE POST-MARKED OR HAND-DELIVERED BY JANUARY 26, 1996.

The grants range from $25,000 to $175,000 for up to five "priority 1" projects nationwide, which must be completed within 24 months of receiving the award. Grants range from $5,000 to $50,000 for grants in the other listed priority categories (2-6) and must be completed within 18 months of the grant award. continued on page 5

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today’s tourists are most often seeking to rent (or buy) canoes or bicycles, sporting equipment, photographic supplies, and camping gear. The favored accommodation more resembles a log cabin; the atmosphere rustic, the food basic. Instead of weeks of luxury, today’s tourists are more likely seeking a three-day learning experience of life-changing magnitude; a cross-cultural encounter; a change of perception rather than a change of pace. The trend is back to nature, dropping a few thousand along the way.

As the face of tourism changes, so must our concept of the tourism industry. Tourism need no longer be a summertime enterprise only, carried out in small pockets of activity, by handfuls of isolated businesses and individuals. It can be developed into a year-round sustainable source of community income. In order to sustain a local community, it is essential to hire locally and buy supplies and equipment on the local level.

Although it is unwise for any economy to become totally dependent upon any one source of income, tourism should be considered a key strategy in an overall, comprehensive economic development plan. It should be included in planning for transportation, parking facilities, community development, and cultural and historic preservation, for it carries considerable impact. According to one official of the American Planning Association, nothing can ruin an area’s tourism potential like: snarled traffic, lack of parking facilities, long waits in crowded areas, or inadequate food/water and lodging at inflated prices. These conditions, while highly unpleasant for tourists, can constitute a virtual nightmare to local residents. Yet, the conditions described indicate nothing more than a lack of planning and preparation.

How do you avoid the damages and protect your environment while still benefiting from the tourist trade? Coordinated community-based planning and selective marketing can help control the changes and preserve what is already special.

Local Organizing

Coalitions of community members, business owners, artists, craftsmen, youth, and area experts can meet together to develop a common vision to define and then protect their own cultural, historic and natural landscapes. Each community has a unique flavor, while nature produces unique landscapes. Identify what is unique in your community, and what elements (historic, cultural, artistic, or natural) contribute to its identity or flavor.

A tourist information and welcome center is essential. Combining it with the automatic attraction of a cultural arts center also supports your local arts community. Odd rock formations, waterfalls, lakeshores, shipwrecks, caves or forests are natural attractions (decide which places to make available to visitors and which to keep off-limits.) Constructing nature trails with marked placards describing plant and animal life or noting historical significance can help prevent people from trampling the whole area. Tour guides offer added protection.

Regional Planning

Planning should occur not just locally, but also on a regional level. Communities from a wide geographic area can complement each other’s tourist trade, by informing each other and by joining in promoting area attractions. With the help of a state tourism council grant, for example, eleven tribes in Wisconsin coordinated to produce “Native Wisconsin,” a promotional magazine featuring a different tribe on each page. They have also co-produced a promotional video entitled “Ancient Ways, Modern People.”

Below: Displaying her Nation’s logo, Chenda Miller joins husband, Doug, on a nature trail along Lake Superior’s south shoreline while attending a regional nature-based tourism conference. (Her greater desire was to go out looking for moose.) Doug Miller is an Economic Development Planner for the Stockbridge Munsee Band of Mohicans, Bohler, WI.
Historic Preservation Grants, continued from Page 1

Funding Priorities/Categories
The National Park Service will use the priority order listed below to evaluate grant proposals. (For example, a Priority 2 activity proposal will generally be funded before a proposal of equal quality for a Priority 5 activity.)

$75,000 - $125,000
Priority 1:
Establishment of three to five pilot tribal historic preservation programs to assume all or part of state historic preservation officer responsibilities

$5,000 - $50,000
Priority 2:
Inventory and planning projects

Priority 3:
Cultural needs assessments

Priority 4:
Documenting your community’s traditions

Priority 5:
Historic preservation construction projects

Priority 6:
Museums, archives, and collections management

Other Funding Considerations
No matching funds are required, although proposals which demonstrate additional support by tribal or other sources will be viewed favorably by the National Park Service.

Applications must include copies of the approved articles of incorporation demonstrating that the group is a legally established entity.

Tribes or groups which received prior grants under this program who did not finish the grant by the agreed or amended completion dates will not be reconsidered for further funding. However, tribes with active grants in good standing from this program are eligible. Therefore, proposals should be submitted with realistic budgets to accomplish the work proposed within the award’s time and budget limits.

Resubmitted Applications or Multiple Projects
Because of limited funds, many worthy proposals were not funded during the last six years. Applications not funded in previous years may be resubmitted accompanied by a new 1996 Application Form.*** You may submit applications for more than one project. However, a separate and complete application package must be submitted for each proposed project.

Questions
Applicants are strongly encouraged to call National Park Service staff to discuss project plans and ask questions. Please direct inquiries to the mailing address below, or call Ronnie Emery at (202) 343-4280.

You may also fax inquiries: Attention: HPF Grants to Indian Tribes, Alaska Natives, and Native Hawaiian organizations at (202) 343-1836.

MAILING ADDRESS:
U.S. Department of the Interior
National Park Service
Heritage Preservation Servs Div (2255)
Office of Tribal Preservation Programs
PO Box 37127
Washington, DC 20013-7127
ATTN: HPF Grants to Indian Tribes, Alaska Natives, and Native Hawaiian Organizations

Application Forms & Completion Guidelines
To receive a complete copy of the FY 1996 Application Form with instructional guidelines and examples, contact the TTAP or call the National Park Service at (202) 343-4280.

***Due to late notice each year, and considering the time required to develop project plans, proposals and budgets, TTAP suggests obtaining and using 1996 forms and instructions for completion in anticipation of next year’s awards deadline of January 1997, rather than giving up on submitting a proposal due to time constraints imposed by the deadline.

Proposals NOT Fundable Under the Historic Preservation Fund Grant Program
The National Park Service will not fund proposals for:
- construction of new buildings or structures
- purchase of land and/or buildings
- overhead or indirect cost rates above 25% (If your negotiated indirect cost rate is above 25%, you may still apply for a grant, but your tribe must donate the indirect costs over 25%)
- General language projects: dictionaries, orthographies, general language curriculum
  (See Language Grants, below*)
- projects that seek to carry out the provisions of the Native American Graves Protection and Repatriation Act
  (See NAGPRA Grants, below**)
Nottawaseppi Band of Huron Potawatomi Receive Federal Recognition Status

Assistant Secretary for Indian Affairs, Ada E. Deer, signed documents in mid-December granting federal acknowledgment to the Nottawaseppi Band of Huron Potawatomi, also known as Huron Potawatomi, Inc. Its members descend from the Potawatomi of Huron, a band whose treaties date from 1795 and 1833. This raises to eleven the number of federally recognized tribes located in Michigan, with two additional groups close to also receiving federal status. Like many tribes, the 600 member band has tried for decades to win federal status. Said Deer, "I am very pleased to sign this document because it confirms the Huron Potawatomi's legacy and continuing pride as a tribe with long-standing and important cultural and societal traditions."

Approximately 50 tribal members traveled from their home in the southwest region of Michigan to attend the signing ceremony in Washington, D.C. The band currently owns about 120 acres of land near Athens, Michigan.

Tourism, continued from Page 3

Tourism associations are a valuable resource for tourism development. Membership brings valuable advice and assistance, up-to-date market information, free advertising, and links to a wide network of travel agents (through whom a majority of travelers make their arrangements.) In addition to state and national tourism associations, local and regional tourism guidance is also available (look under tourism in the yellow pages and go from there.)

Global Marketing - Publications & the Internet

Once you have a common community vision and have begun development, you may wish to take action to attract tourists. One word of caution - be careful how you proceed. Why attract tourists who want to tear around on snowmobiles at 80 m.p.h. after consuming huge quantities of alcohol, when there are so many tourists who prefer to quietly learn more about native plant and animal species?

One way to appeal to a select audience is by sending promotional materials or articles about your area to editors of carefully chosen outdoor magazines. The editor of “Silent Sports” magazine keeps folders on various geographic areas, and is more likely to write articles on places that have submitted materials than on those whose folders stand empty. Editors appreciate receiving informational materials; it saves them valuable research time.

You may also wish to use the internet as an advertising tool. The cost of a “home page” is relatively small, while the number of “hits” (contacts) per page far exceeds that of conventional advertisements. To market via the Internet, contact a local computer supplier or educational institution and hire someone to build you a “home page.” Costs range from $200 to $2,000, depending on complexity; with network fees of $10 - $30 / month. Watch future issues of Pathways for information on how to construct your own home page.

Careers in Tourism Planning and Development

In recent years, Tourism Planning and Development has become a bona-fide field of its own. It is now possible to earn a degree in Tourism Development from the universities of Oregon and Colorado. In addition, the American Hotel and Motel Association has developed educational materials designed to bring entry-level certification training to the high school level.

For more information, call the TTAP.