



International
Institute of
Tourism Studies



In Partnership With



AIANTA
American Indian Alaska Native
Tourism Association



Cultural Heritage Tourism Certificate Program

September 30 – November 17, 2019

The Professional Certificate in Cultural Tourism is a self-managed online program that allows participants to learn the content and complete the requirements at their own pace. The program is comprised of six courses. One course is scheduled per week during two three-week blocks with a week break in the middle. Each course typically requires 6-8 hours of study, including readings, tourism lectures and presentations. Participants are required to complete a written assignment at the end of each course.

Upon successful completion of the six courses, students receive a Professional Certificate in Cultural Heritage Tourism from The George Washington University School of Business. This is a non-credit, non-degree program. Learn more by contacting GW at culturaltourism@gwu.edu

REGISTER by contacting Carol McBryant at carol_mcbryant@nps.gov or 402-661-1560. Eight seats are available and will be filled on a first come first served basis. **Tuition will be paid by AIANTA.**





Cultural Heritage Tourism Certificate Program

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There is significant domestic and international visitor demand to see and experience Indian Country. This certificate program is designed to assist tribal tourism professionals in gaining the skills they need to develop and enhance their tribal tourism programming and/or businesses. Certificate program participants had this to say about the Cultural Heritage Tourism Certificate Program:

"I thoroughly enjoyed the six weeks of learning about Cultural Heritage Tourism. Now that I have finished this course, I feel confident to be able to discuss with our tribal council different avenues which can be taken to develop a quality tourism destination program. I highly recommend the course for all who are involved in any aspect of tribal tourism!"

- Dorothy FireCloud, Superintendent of Montezuma Castle and Tuzigoot National Monuments, National Park Service

"The Montana Department of Tourism and Business Development has made the development of cultural tourism the highest priority when working with our tribal communities--on our seven reservations...The Cultural Heritage Tourism Certificate courses have provided a strong foundation for strategic planning, developing community leadership, partnering with community organizations, assessment tools for individual programs and businesses, and marketing, especially how to utilize social media. We would recommend this course to tourism professionals, both government and private sector at the state and regional levels of tourism and recommend to tribal organizations and individuals who are either deciding to make a commitment to support cultural heritage tourism or are engaged in tourism."

- Philip Belangie, Program Manager, Indian Country Programs, Montana Office of Tourism and Business Development, Department of Commerce

Cultural Heritage Certificate Program Courses

Representative courses listed below are subject to change. Course offerings will be finalized in 2018.

Cultural Heritage Tourism: This course examines the range of cultural heritage assets that can help to attract and engage visitors and drive economic development and cultural preservation. The curriculum covers best practices for effective community-based participatory planning, management and shared stewardship, which are all components of successful cultural heritage tourism.

Sustainable Tourism Assessment & Development: The rapid growth of tourism worldwide has created many challenges and opportunities for established and emerging destinations. This course focuses on conducting destination assessments to evaluate tourism potential and the costs and benefits of a sustainable tourism development program.

Tourism Marketing: This course covers the strategic and critical role that marketing plays in tourism development and introduces basic promotional techniques that can help to effectively sell a new or existing tourism product or destination.

Community-based Tourism: Participants are introduced to the issues and challenges involved in community-based tourism and learn the steps for planning and implementing their own program.

Customer Relations for the Hospitality Industry: This course covers the importance of outstanding customer relations in the hospitality industry and several strategies that can be used to deliver that level of service.

Best Practices in Event Management: The focus here is on professional meeting and event management, including industry best practices around research, design, planning, coordination and evaluation.

Program Fees

All fees covered for the first eight NPS applicants.