

Calendar No. 345

114TH CONGRESS
2D SESSION**S. 1579****[Report No. 114–201]**

To enhance and integrate Native American tourism, empower Native American communities, increase coordination and collaboration between Federal tourism assets, and expand heritage and cultural tourism opportunities in the United States.

IN THE SENATE OF THE UNITED STATES

JUNE 16, 2015

Mr. SCHATZ (for himself, Mr. THUNE, Mr. UDALL, Mr. HELLER, Mr. TESTER, Mr. FRANKEN, Ms. MURKOWSKI, Mr. ROUNDS, Mr. SULLIVAN, Ms. HEITKAMP, Mr. HOEVEN, and Mr. PETERS) introduced the following bill; which was read twice and referred to the Committee on Indian Affairs

JANUARY 12, 2016

Reported by Mr. BARRASSO, without amendment

A BILL

To enhance and integrate Native American tourism, empower Native American communities, increase coordination and collaboration between Federal tourism assets, and expand heritage and cultural tourism opportunities in the United States.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

1 **SECTION 1. SHORT TITLE.**

2 This Act may be cited as the “Native American Tour-
3 ism and Improving Visitor Experience Act” or the “NA-
4 TIVE Act”.

5 **SEC. 2. PURPOSES.**

6 The purposes of this Act are—

7 (1) to enhance and integrate Native American
8 tourism—

9 (A) to empower Native American commu-
10 nities; and

11 (B) to advance the National Travel and
12 Tourism Strategy;

13 (2) to increase coordination and collaboration
14 between Federal tourism assets to support Native
15 American tourism and bolster recreational travel and
16 tourism;

17 (3) to expand heritage and cultural tourism op-
18 portunities in the United States to spur economic
19 development, create jobs, and increase tourism reve-
20 nues;

21 (4) to enhance and improve self-determination
22 and self-governance capabilities in the Native Amer-
23 ican community and to promote greater self-suffi-
24 ciency;

25 (5) to encourage Indian tribes and tribal orga-
26 nizations to engage more fully in Native American

1 tourism activities to increase visitation to rural and
2 remote areas in the United States that are too dif-
3 ficult to access or are unknown to domestic travelers
4 and international tourists;

5 (6) to provide grants, loans, and technical as-
6 sistance to Indian tribes and tribal organizations
7 that will—

8 (A) spur important infrastructure develop-
9 ment;

10 (B) increase tourism capacity; and

11 (C) elevate living standards in Native
12 American communities; and

13 (7) to support the development of techno-
14 logically innovative projects that will incorporate rec-
15 reational travel and tourism information and data
16 from Federal assets to improve the visitor experi-
17 ence.

18 **SEC. 3. DEFINITIONS.**

19 In this Act:

20 (1) AGENCY.—The term “agency” has the
21 meaning given the term in section 551 of title 5,
22 United States Code.

23 (2) INDIAN TRIBE.—The term “Indian tribe”
24 has the meaning given the term in section 4 of the

1 Indian Self-Determination and Education Assistance
2 Act (25 U.S.C. 450b).

3 (3) TRIBAL ORGANIZATION.—

4 (A) IN GENERAL.—The term “tribal orga-
5 nization” has the meaning given the term in
6 section 4 of the Indian Self-Determination and
7 Education Assistance Act (25 U.S.C. 450b).

8 (B) INCLUSION.—The term “tribal organi-
9 zation” includes a Native Hawaiian organiza-
10 tion (as defined in section 7207 of the Native
11 Hawaiian Education Act (20 U.S.C. 7517)).

12 **SEC. 4. INTEGRATING FEDERAL TOURISM ASSETS TO**
13 **STRENGTHEN NATIVE TOURISM OPPORTUNI-**
14 **TIES.**

15 (a) SECRETARY OF COMMERCE AND SECRETARY OF
16 THE INTERIOR.—The Secretary of Commerce and the
17 Secretary of the Interior shall update the respective man-
18 agement plans and tourism initiatives of the Department
19 of Commerce and the Department of the Interior to in-
20 clude Indian tribes and tribal organizations.

21 (b) OTHER AGENCIES.—The head of each agency
22 that has recreational travel or tourism functions or com-
23 plementary programs shall update the respective manage-
24 ment plans and tourism strategies of the agency to include
25 Indian tribes and tribal organizations.

1 (c) NATIVE AMERICAN TOURISM PLANS.—

2 (1) IN GENERAL.—The plans shall outline pol-
3 icy proposals—

4 (A) to improve travel and tourism data col-
5 lection and analysis;

6 (B) to increase the integration, alignment,
7 and utility of public records, publications, and
8 Web sites maintained by Federal agencies;

9 (C) to create a better user experience for
10 domestic travelers and international visitors;

11 (D) to align Federal agency Web sites and
12 publications;

13 (E) to support national tourism goals;

14 (F) to identify agency programs that could
15 be used to support tourism capacity building
16 and help sustain tourism infrastructure in Na-
17 tive American communities;

18 (G) to develop innovative visitor portals for
19 parks, landmarks, heritage and cultural sites,
20 and assets that showcase and respect the diver-
21 sity of the indigenous peoples of the United
22 States;

23 (H) to share local Native American herit-
24 age through the development of bilingual inter-
25 pretive and directional signage that could in-

clude or incorporate English and the local Native American language or languages; and

(I) to improve access to transportation programs related to Native American community capacity building for tourism and trade, including transportation planning for programs related to visitor enhancement and safety.

(2) CONSULTATION WITH INDIAN TRIBES AND NATIVE AMERICANS.—In developing the plan under paragraph (1), the head of each agency shall consult with Indian tribes and the Native American community to identify appropriate levels of inclusion of the Indian tribes and Native Americans in Federal tourism activities, public records and publications, including Native American tourism information available on Web sites.

(d) TECHNICAL ASSISTANCE.—

(1) IN GENERAL.—The Secretary of the Interior, in consultation with the Secretary of Commerce, shall enter into a memorandum of understanding or cooperative agreement with an entity or organization with a demonstrated record in tribal communities of defining, introducing, developing, and sustaining American Indian, Alaska Native, and Native Hawaiian tourism and related activities in a

1 manner that respects and honors native traditions
2 and values.

3 (2) COORDINATION.—The memorandum of un-
4 derstanding or cooperative agreement described in
5 paragraph (1) shall formalize a role for the organi-
6 zation or entity to serve as a facilitator between the
7 Secretary of the Interior and the Secretary of Com-
8 merce and the Indian tribes and tribal organiza-
9 tions—

10 (A) to identify areas where technical as-
11 sistance is needed through consultations with
12 Indian tribes and tribal organizations to em-
13 power the Indian tribes and tribal organizations
14 to participate fully in the tourism industry; and

15 (B) to provide a means for the delivery of
16 technical assistance and coordinate the delivery
17 of the assistance to Indian tribes and tribal or-
18 ganizations in collaboration with the Secretary
19 of the Interior, the Secretary of Commerce, and
20 other entities with distinctive experience, as ap-
21 propriate.

22 (3) FUNDING.—Subject to the availability of
23 appropriations, the head of each Federal agency, in-
24 cluding the Secretary of the Interior, the Secretary
25 of Commerce, the Secretary of Transportation, the

1 Secretary of Agriculture, the Secretary of Health
2 and Human Services, and the Secretary of Labor
3 shall obligate any funds made available to the head
4 of the agency to cover any administrative expenses
5 incurred by the organization or entity described in
6 paragraph (1) in carrying out programs or activities
7 of the agency.

8 (4) METRICS.—The Secretary of the Interior
9 and the Secretary of Commerce shall coordinate with
10 the organization or entity described in paragraph (1)
11 to develop metrics to measure the effectiveness of
12 the entity or organization in strengthening tourism
13 opportunities for Indian tribes and tribal organiza-
14 tions.

15 (e) REPORTS.—Not later than 1 year after the date
16 of enactment of this Act, and occasionally thereafter, the
17 Secretary of the Interior and the Secretary of Commerce
18 shall each submit to the Committee on Indian Affairs of
19 the Senate and the Committee on Natural Resources of
20 the House of Representatives a report that describes—

21 (1) the manner in which the Secretary of the
22 Interior or the Secretary of Commerce, as applica-
23 ble, is including Indian tribes and tribal organiza-
24 tions in management plans;

1 (2) the efforts of the Secretary of the Interior
 2 or the Secretary of Commerce, as applicable, to de-
 3 velop departmental and agency tourism plans to sup-
 4 port tourism programs of Indian tribes and tribal
 5 organizations;

6 (3) the manner in which the entity or organiza-
 7 tion described in subsection (d)(1) is working to pro-
 8 mote tourism to empower Indian tribes and tribal
 9 organizations to participate fully in the tourism in-
 10 dustry; and

11 (4) the effectiveness of the entity or organiza-
 12 tion described in subsection (d)(1) based on the
 13 metrics developed under subsection (d)(4).

14 **SEC. 5. NATIVE AMERICAN TOURISM AND BRANDING EN-**
 15 **HANCEMENT.**

16 (a) IN GENERAL.—The head of each agency shall—

17 (1) take actions that help empower Indian
 18 tribes and tribal organizations to showcase the herit-
 19 age, foods, traditions, history, and continuing vital-
 20 ity of the Indian tribes and tribal organizations;

21 (2) support the efforts of Indian tribes and
 22 tribal organizations—

23 (A) to identify and enhance or maintain
 24 traditions and cultural features that are impor-

1 tant to sustain the distinctiveness of the local
2 Native American community; and

3 (B) to provide visitor experiences that are
4 authentic and respectful;

5 (3) provide assistance to interpret the connec-
6 tions between the indigenous peoples of the United
7 States and the national identity of the United
8 States;

9 (4) enhance efforts to promote understanding
10 and respect for diverse cultures and subcultures in
11 the United States and the relevance of those cul-
12 tures to the national brand of the United States;
13 and

14 (5) enter into appropriate memoranda of under-
15 standing and establish public-private partnerships to
16 ensure that arriving domestic travelers at airports
17 and arriving international visitors at ports of entry
18 are welcomed in a manner that both showcases and
19 respects the diversity of Indian tribes and tribal or-
20 ganizations.

21 (b) GRANTS.—To the extent practicable, grants ad-
22 ministered by the Commissioner of the Administration for
23 Native Americans, Chairman of the National Endowment
24 for the Arts, Chairman of the National Endowment for
25 the Humanities, and any other grant program adminis-

1 tered by the head of an agency for which Indian tribes
2 or tribal organizations are eligible may be used—

3 (1) to support the efforts of Indian tribes and
4 tribal organizations to tell the story of those Indian
5 tribes and tribal organizations as the First Peoples
6 of the United States;

7 (2) to use the arts and humanities to help revi-
8 talize Native communities, promote economic devel-
9 opment, increase livability, and present the unique-
10 ness of the United States to visitors in a way that
11 celebrates the diversity of the United States; and

12 (3) to carry out this section.

13 (c) SMITHSONIAN.—The Advisory Council and the
14 Board of Regents of the Smithsonian Institution shall
15 work with Indian tribes, tribal organizations, and non-
16 profit organizations to establish long-term partnerships
17 with non-Smithsonian museums and educational and cul-
18 tural organizations—

19 (1) to share collections, exhibitions, interpretive
20 materials, and educational strategies; and

21 (2) to conduct joint research and collaborative
22 projects that would support tourism efforts for In-
23 dian tribes and tribal organizations and carry out
24 the intent of this section.

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