

114TH CONGRESS  
1ST SESSION

# S. 1579

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.

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## 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, and Mr. ROUNDS) introduced the following bill; which was read twice and referred to the Committee on Indian Affairs

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## 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,*

3 **SECTION 1. SHORT TITLE.**

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

1 **SEC. 2. PURPOSES.**

2 The purposes of this Act are—

3 (1) to enhance and integrate Native American  
4 tourism—

5 (A) to empower Native American commu-  
6 nities; and

7 (B) to advance the National Travel and  
8 Tourism Strategy;

9 (2) to increase coordination and collaboration  
10 between Federal tourism assets to support Native  
11 American tourism and bolster recreational travel and  
12 tourism;

13 (3) to expand heritage and cultural tourism op-  
14 portunities in the United States to spur economic  
15 development, create jobs, and increase tourism reve-  
16 nues;

17 (4) to enhance and improve self-determination  
18 and self-governance capabilities in the Native Amer-  
19 ican community and to promote greater self-suffi-  
20 ciency;

21 (5) to encourage Indian tribes and tribal orga-  
22 nizations to engage more fully in Native American  
23 tourism activities to increase visitation to rural and  
24 remote areas in the United States that are too dif-  
25 ficult to access or are unknown to domestic travelers  
26 and international tourists;

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

4                   (A) spur important infrastructure develop-  
5           ment;

6                   (B) increase tourism capacity; and

7                   (C) elevate living standards in Native  
8           American communities; and

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

14 **SEC. 3. DEFINITIONS.**

15          In this Act:

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

19           (2) INDIAN TRIBE.—The term “Indian tribe”  
20          has the meaning given the term in section 4 of the  
21          Indian Self-Determination and Education Assistance  
22          Act (25 U.S.C. 450b).

23           (3) TRIBAL ORGANIZATION.—

24                   (A) IN GENERAL.—The term “tribal orga-  
25          nization” has the meaning given the term in

1 section 4 of the Indian Self-Determination and  
2 Education Assistance Act (25 U.S.C. 450b).

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

7 **SEC. 4. INTEGRATING FEDERAL TOURISM ASSETS TO**  
8 **STRENGTHEN NATIVE TOURISM OPPORTUNI-**  
9 **TIES.**

10 (a) SECRETARY OF COMMERCE AND SECRETARY OF  
11 THE INTERIOR.—The Secretary of Commerce and the  
12 Secretary of the Interior shall update the respective man-  
13 agement plans and tourism initiatives of the Department  
14 of Commerce and the Department of the Interior to in-  
15 clude Indian tribes and tribal organizations.

16 (b) OTHER AGENCIES.—The head of each agency  
17 that has recreational travel or tourism functions or com-  
18 plementary programs shall update the respective manage-  
19 ment plans and tourism strategies of the agency to include  
20 Indian tribes and tribal organizations.

21 (c) NATIVE AMERICAN TOURISM PLANS.—

22 (1) IN GENERAL.—The plans shall outline pol-  
23 icy proposals—

24 (A) to improve travel and tourism data col-  
25 lection and analysis;

1           (B) to increase the integration, alignment,  
2           and utility of public records, publications, and  
3           Web sites maintained by Federal agencies;

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

6           (D) to align Federal agency Web sites and  
7           publications;

8           (E) to support national tourism goals;

9           (F) to identify agency programs that could  
10          be used to support tourism capacity building  
11          and help sustain tourism infrastructure in Na-  
12          tive American communities;

13          (G) to develop innovative visitor portals for  
14          parks, landmarks, heritage and cultural sites,  
15          and assets that showcase and respect the diver-  
16          sity of the indigenous peoples of the United  
17          States;

18          (H) to share local Native American herit-  
19          age through the development of bilingual inter-  
20          pretive and directional signage that could in-  
21          clude or incorporate English and the local Na-  
22          tive American language or languages; and

23          (I) to improve access to transportation  
24          programs related to Native American commu-  
25          nity capacity building for tourism and trade, in-

1           cluding transportation planning for programs  
2           related to visitor enhancement and safety.

3           (2) CONSULTATION WITH INDIAN TRIBES AND  
4           NATIVE AMERICANS.—In developing the plan under  
5           paragraph (1), the head of each agency shall consult  
6           with Indian tribes and the Native American commu-  
7           nity to identify appropriate levels of inclusion of the  
8           Indian tribes and Native Americans in Federal tour-  
9           ism activities, public records and publications, in-  
10          cluding Native American tourism information avail-  
11          able on Web sites.

12          (d) TECHNICAL ASSISTANCE.—

13           (1) IN GENERAL.—The Secretary of the Inte-  
14          rior, in consultation with the Secretary of Com-  
15          merce, shall enter into a memorandum of under-  
16          standing or cooperative agreement with an entity or  
17          organization with a demonstrated record in tribal  
18          communities of defining, introducing, developing,  
19          and sustaining American Indian, Alaska Native, and  
20          Native Hawaiian tourism and related activities in a  
21          manner that respects and honors native traditions  
22          and values.

23           (2) COORDINATION.—The memorandum of un-  
24          derstanding or cooperative agreement described in  
25          paragraph (1) shall formalize a role for the organi-

1 zation or entity to serve as a facilitator between the  
2 Secretary of the Interior and the Secretary of Com-  
3 merce and the Indian tribes and tribal organiza-  
4 tions—

5 (A) to identify areas where technical as-  
6 sistance is needed through consultations with  
7 Indian tribes and tribal organizations to em-  
8 power the Indian tribes and tribal organizations  
9 to participate fully in the tourism industry; and

10 (B) to provide a means for the delivery of  
11 technical assistance and coordinate the delivery  
12 of the assistance to Indian tribes and tribal or-  
13 ganizations in collaboration with the Secretary  
14 of the Interior, the Secretary of Commerce, and  
15 other entities with distinctive experience, as ap-  
16 propriate.

17 (3) FUNDING.—Subject to the availability of  
18 appropriations, the head of each Federal agency, in-  
19 cluding the Secretary of the Interior, the Secretary  
20 of Commerce, the Secretary of Transportation, the  
21 Secretary of Agriculture, the Secretary of Health  
22 and Human Services, and the Secretary of Labor  
23 shall obligate any funds made available to the head  
24 of the agency to cover any administrative expenses  
25 incurred by the organization or entity described in

1 paragraph (1) in carrying out programs or activities  
2 of the agency.

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

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

16 (1) the manner in which the Secretary of the  
17 Interior or the Secretary of Commerce, as applica-  
18 ble, is including Indian tribes and tribal organiza-  
19 tions in management plans;

20 (2) the efforts of the Secretary of the Interior  
21 or the Secretary of Commerce, as applicable, to de-  
22 velop departmental and agency tourism plans to sup-  
23 port tourism programs of Indian tribes and tribal  
24 organizations;



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

6           (4) the effectiveness of the entity or organiza-  
7           tion described in subsection (d)(1) based on the  
8           metrics developed under subsection (d)(4).

9 **SEC. 5. NATIVE AMERICAN TOURISM AND BRANDING EN-**  
10 **HANCEMENT.**

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

12           (1) take actions that help empower Indian  
13           tribes and tribal organizations to showcase the herit-  
14           age, foods, traditions, history, and continuing vital-  
15           ity of the Indian tribes and tribal organizations;

16           (2) support the efforts of Indian tribes and  
17           tribal organizations—

18                (A) to identify and enhance or maintain  
19                traditions and cultural features that are impor-  
20                tant to sustain the distinctiveness of the local  
21                Native American community; and

22                (B) to provide visitor experiences that are  
23                authentic and respectful;

24           (3) provide assistance to interpret the connec-  
25           tions between the indigenous peoples of the United

1 States and the national identity of the United  
2 States;

3 (4) enhance efforts to promote understanding  
4 and respect for diverse cultures and subcultures in  
5 the United States and the relevance of those cul-  
6 tures to the national brand of the United States;  
7 and

8 (5) enter into appropriate memoranda of under-  
9 standing and establish public-private partnerships to  
10 ensure that arriving domestic travelers at airports  
11 and arriving international visitors at ports of entry  
12 are welcomed in a manner that both showcases and  
13 respects the diversity of Indian tribes and tribal or-  
14 ganizations.

15 (b) GRANTS.—To the extent practicable, grants ad-  
16 ministered by the Commissioner of the Administration for  
17 Native Americans, Chairman of the National Endowment  
18 for the Arts, Chairman of the National Endowment for  
19 the Humanities, and any other grant program adminis-  
20 tered by the head of an agency for which Indian tribes  
21 or tribal organizations are eligible may be used—

22 (1) to support the efforts of Indian tribes and  
23 tribal organizations to tell the story of those Indian  
24 tribes and tribal organizations as the First Peoples  
25 of the United States;

1           (2) to use the arts and humanities to help re-  
2           talize Native communities, promote economic devel-  
3           opment, increase livability, and present the unique-  
4           ness of the United States to visitors in a way that  
5           celebrates the diversity of the United States; and

6           (3) to carry out this section.

7           (c) SMITHSONIAN.—The Advisory Council and the  
8           Board of Regents of the Smithsonian Institution shall  
9           work with Indian tribes, tribal organizations, and non-  
10          profit organizations to establish long-term partnerships  
11          with non-Smithsonian museums and educational and cul-  
12          tural organizations—

13           (1) to share collections, exhibitions, interpretive  
14           materials, and educational strategies; and

15           (2) to conduct joint research and collaborative  
16           projects that would support tourism efforts for In-  
17           dian tribes and tribal organizations and carry out  
18           the intent of this section.

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