

U.S. Cultural and Heritage Tourism Summit Declaration of Principles and Action

Whereas the nation's cultural life contributes to a free and democratic society;

Whereas arts, humanities and heritage resources are key to sustaining healthy and vibrant communities, increasing their competitiveness as places to live, work and visit;

Whereas cultural and heritage tourism offers a vehicle to preserve and broaden mutual understanding of America through our unique stories that are rooted in our history, our creativity and our diverse population;

Whereas cultural, heritage and natural resources are part of the travel and tourism industry's infrastructure in which marketing investments and efforts have made it one of the fastest growing tourism industry segments;

Whereas there is a clear role for public sector leadership, investment and stewardship in the cultural, heritage and natural resources;

Whereas the cultural and heritage tourism industry intertwines non-profits, the private and the public sector in managing, supporting and marketing the vast resources;

Whereas artists, scholars, and cultural organizations and institutions comprise a creative sector that interacts closely with other industries such as travel and tourism to create or enhance their products;

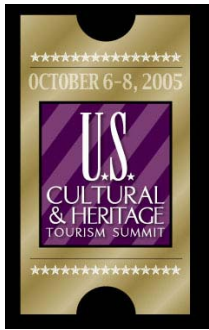
Whereas cultural and heritage tourism entrepreneurs and artists make a vital contribution to global competitiveness in the creative economy;

Whereas indigenous, ethnic and native peoples are key to preserving our nation's culture and heritage, making their leadership roles and involvement necessary for all stages of cultural and heritage tourism;

Whereas cultural and heritage tourism can play a part in bringing people and cultures together from around the world to experience the richness of our nation;

We, the delegates of this Summit, representing state, local, tribal, and federal arts, tourism, historic preservation, humanities, transportation and natural resource agencies, as well as travel and tourism leaders, elected officials and other public, private and non-profit sector leaders from all 50 states, the District of Columbia and the Virgin Islands, believe these statements suggest, and we endorse, the following opportunities and actions as part of an overall national strategy to further the enhancement, promotion and sustainability of cultural and heritage tourism in our communities, our states and our nation:





- A. Facilitate multi-level dialogue amongst cultural and heritage tourism segments, government and civic leaders at the local, state, tribal, regional, national and international level to ensure coordinated economic development.
- B. Invest in economic impact and accountability of the contributions that cultural and heritage tourism make to the local, state, tribal and national economies.
- C. Increase the public sector leadership, interagency partnerships and investment in our nation's cultural and heritage resources in concert with non-profit and private sector efforts to advance the impact of this segment on a community's vitality.
- D. Increase the public stewardship and investment in our nation's cultural, natural and heritage resources.
- E. Increase access to and understanding of the cultural, natural and heritage resources in the United States through partnerships, education and promotion.
- F. Advocate for the role of cultural and heritage tourism in public, private and non-profit sector initiatives.
- G. Invest in the national promotion of the cultural and heritage tourism products from across the country, both domestically and internationally.
- H. Strengthen the synergy between the public, private and non-profit sectors to expand markets and opportunities for artists and U.S.-based cultural and heritage institutions.
- I. Invest in the preservation of our historic places and communities, including the historical verification and community edification, to ensure the essence and spirit of America's uniqueness.
- J. Invest in training and technical assistance for cultural and heritage tourism entrepreneurs.
- K. Involve residents as stewards and ambassadors in preserving, developing, promoting and managing cultural and heritage tourism resources as a source of community pride and economic empowerment.

We wholeheartedly support these actions so stated on this Eighth Day of October 2005, as part of a national strategy in accord with the *Position Paper on Cultural and Heritage Tourism in the United States* to generate jobs and to promote our national legacy both at home and abroad as we build our cultural bridges.