

- Sec.  
4354. Native American tourism and branding enhancement.  
4355. Effect.

**§ 4351. Purposes**

The purposes of this chapter are—

- (1) to enhance and integrate Native American tourism—
  - (A) to empower Native American communities; and
  - (B) to advance the National Travel and Tourism Strategy;
- (2) to increase coordination and collaboration between Federal tourism assets to support Native American tourism and bolster recreational travel and tourism;
- (3) to expand heritage and cultural tourism opportunities in the United States to spur economic development, create jobs, and increase tourism revenues;
- (4) to enhance and improve self-determination and self-governance capabilities in the Native American community and to promote greater self-sufficiency;
- (5) to encourage Indian tribes, tribal organizations, and Native Hawaiian organizations to engage more fully in Native American tourism activities to increase visitation to rural and remote areas in the United States that are too difficult to access or are unknown to domestic travelers and international tourists;
- (6) to provide grants, loans, and technical assistance to Indian tribes, tribal organizations, and Native Hawaiian organizations that will—
  - (A) spur important infrastructure development;
  - (B) increase tourism capacity; and
  - (C) elevate living standards in Native American communities; and
- (7) to support the development of technologically innovative projects that will incorporate recreational travel and tourism information and data from Federal assets to improve the visitor experience.

(Pub. L. 114–221, § 2, Sept. 23, 2016, 130 Stat. 847.)

**Statutory Notes and Related Subsidiaries**

SHORT TITLE

Pub. L. 114–221, § 1, Sept. 23, 2016, 130 Stat. 847, provided that: “This Act [enacting this chapter] may be cited as the ‘Native American Tourism and Improving Visitor Experience Act’ or the ‘NATIVE Act’.”

**§ 4352. Definitions**

In this chapter:

**(1) Agency**

The term “agency” has the meaning given the term in section 551 of title 5.

**(2) Indian tribe**

The term “Indian tribe” has the meaning given the term in section 5304 of this title.

**(3) Native Hawaiian organization**

The term “Native Hawaiian organization” means a nonprofit organization—

- (A) that serves the interests of Native Hawaiians;

- (B) in which Native Hawaiians serve in substantive and policymaking positions; and
- (C) that is recognized for having expertise in Native Hawaiian culture and heritage, including tourism.

**(4) Tribal organization**

The term “tribal organization” has the meaning given the term in section 5304 of this title.

(Pub. L. 114–221, § 3, Sept. 23, 2016, 130 Stat. 848.)

**§ 4353. Integrating Federal tourism assets to strengthen Native tourism opportunities**

**(a) Secretary of Commerce and Secretary of the Interior**

The Secretary of Commerce and the Secretary of the Interior shall update the respective management plans and tourism initiatives of the Department of Commerce and the Department of the Interior to include Indian tribes, tribal organizations, and Native Hawaiian organizations.

**(b) Other agencies**

The head of each agency that has recreational travel or tourism functions or complementary programs shall update the respective management plans and tourism strategies of the agency to include Indian tribes, tribal organizations, and Native Hawaiian organizations.

**(c) Native American tourism plans**

**(1) In general**

The plans shall outline policy proposals—

- (A) to improve travel and tourism data collection and analysis;
- (B) to increase the integration, alignment, and utility of public records, publications, and Web sites maintained by Federal agencies;
- (C) to create a better user experience for domestic travelers and international visitors;
- (D) to align Federal agency Web sites and publications;
- (E) to support national tourism goals;
- (F) to identify agency programs that could be used to support tourism capacity building and help sustain tourism infrastructure in Native American communities;
- (G) to develop innovative visitor portals for parks, landmarks, heritage and cultural sites, and assets that showcase and respect the diversity of the indigenous peoples of the United States;
- (H) to share local Native American heritage through the development of bilingual interpretive and directional signage that could include 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 In-