

Sitka Collaborative Tourism Plan

Question: What do we need to know in order to make good decisions about our concerns?

Topic: Culture and History								
1=High	1=easy					1=lots	1=subjective	1=Expensive
13=low	15=difficult					13=little	10=objective	10=Free
Urgency	Accessibility	Information	Number	Delivery	Who Has It?	Time	Credibility	Cost
1	9	Baseline indepth unbiased economic analysis of all revenue streams.	4	content expert		1	6	1
1		What is the potential for cultural and historical resource development? Causeway?						
1		What are STA's plans for developing cultural tourism?						
2	7	How do we protect and promote our assets?	11	content expert		5	5	4
2		What are we lacking in terms of historical interpretation (walking tours, etc.)						

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3	1	Inventory of our unique cultural & historical assets	1	homework	Park Svc, USFS, Tribe, Shpo, Chpo, Preservation Commission, Historical Society, etc.	7	8	9
4	4	What's our Measure of Success from community's perspective? Are we promoting our culture & history for ourselves or for visitors?	2	content expert	Survey of Sitka Residents*	4	2	5
4	4	Assess community support for marketing: "What does community want to promote? (T-shirts vs. culture/history)	5	content expert	Survey of Sitka Residents*	4	2	5
4	4	Assess community to determine what resources are over utilized/under utilized? What can/should be developed?	6	content expert	Survey of Sitka Residents*	4	2	5
4	2	Review findings of "Gateway Plan" (NPS)	12	homework		10	1	9

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4	4	Assess current & future visitor trends/identify target demographic groups	13	content expert	Survey of Sitka Residents*	4	2	5
5	8	What infrastructure do we need to develop to encourage cultural/historical visitors?	9	homework		3	5	6
5		What is the market for "made in AK" - more specifically, original artwork (both)						
6	3	What are transportation needs for independent traveler (special ferry/transport service like Prince of Wales)	10	homework		6	7	8
7	10	Comparative figures: High volume visitors vs. independent visitors & "adventure cruises"	3	content expert		2	7	2
8	6	What types of desired visitors are we missing?	8	content expert		9	4	3

Urgency	Accessibility	Information	Number	Delivery	Who Has It?	Time	Credibility	Cost
9	5	What are negative cultural/physical impacts (herring/traditional): what would/does erode what we have?	7	homework		8	3	7
13		Is there an accurate historic perspective (story)						

* 2, 5, 6, 13 can be taken care of in the same survey