

Application Addendum A

Cultural, Eco/Sustainable, Adventure/Nature Tourism

Definitions

- **Cultural tourism** is concerned with a country or region's culture – specifically, the lifestyle, history, art, architecture, religion, language and other elements which help to shape or define people geographically and/or historically.
- **Eco / Sustainable tourism** is designed to raise awareness of environmental issues and promote the need to protect and respect places visited for future generations. Via educational programs, tourism can promote positive impacts on the environment, culture and economy.
- **Adventure / Nature tourism** involves a physical outdoor activity or activities with the focus on wildlife and environmental conservation.

Suggested Qualifications

- Promotion of indigenous cultural activities or experiences
- Promotion of the history of people in a region focusing on their art, architecture, religion, and other elements that helped shape their way of life
- Promotion and marketing of tour products that focus on hiking journeys
- Promotion and marketing of tour products that focus on outdoor camping (winter or summer)
- Promotion and marketing of tour products that focus on land wildlife viewing, marine wildlife viewing or birdwatching
- Promotion of visitation to Washington's National Parks, USFS lands, BLM lands, state park lands
- Promotion of outdoor sustainable adventure tourism activities such as:
 - Mountain climbing
 - Rock climbing
 - Tour cycling
 - Cyclocross activities
 - Mountain biking
 - Paddle boarding
 - Surfing
 - Rowing
 - Geocaching
- Promotion and marketing of tour products or programs that utilize non-motorized transportation vehicles such as:
 - Kayaking
 - Canoeing
 - Rafting
 - Biking
 - Sailing
 - Snowshoeing
 - Backcountry telemarking, alpine skiing or cross-country skiing