

Application Addendum

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.
- **Ecotourism** is responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and creates knowledge and understanding through interpretation and education of all involved (visitors, staff and the visited).
- **Sustainable tourism** takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.
- **Adventure / Nature tourism** involves a physical outdoor activity or activities with the focus on wildlife and environmental conservation.
- **Responsible travel** aims to minimize tourism's negative impacts on the environment and maximize the positive contributions tourism can make to local communities.
- **Impact tourism** makes strategic contributions of time, talent, and treasure to social and environmental projects in destinations. This includes tourism businesses, travelers, and organizations in partnerships with host communities.

Marketing examples

- Promotion of cultural activities, experiences and attractions related to indigenous and people of color
- 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 eco, sustainable, adventure/nature, responsible, and impact tourism activities
- Promotion and marketing of tour products or programs that utilize non-motorized transportation vehicles