



MEMORANDUM OF UNDERSTANDING

Among the
NATIONAL GEOGRAPHIC SOCIETY
and the
UNITED STATES DEPARTMENT OF THE INTERIOR
Bureau of Indian Affairs
Bureau of Land Management
United States Fish and Wildlife Service
National Park Service
and the
UNITED STATES DEPARTMENT OF AGRICULTURE
Forest Service

TO PROMOTE GEOTOURISM ON FEDERAL AND INDIAN LANDS

This memorandum of understanding (MOU) is entered into by the:
NATIONAL GEOGRAPHIC SOCIETY (NGS)
and the following Federal agencies, hereinafter referred to as “agencies” or by their names or initials:
UNITED STATES DEPARTMENT OF THE INTERIOR (DOI)
Bureau of Indian Affairs (BIA)
Bureau of Land Management (BLM)
United States Fish and Wildlife Service (FWS)
National Park Service (NPS)
UNITED STATES DEPARTMENT OF AGRICULTURE (USDA)
Forest Service (FS)

I. PURPOSE

In 2003, the NGS Center for Sustainable Destinations (CSD) created the concept of geotourism. Geotourism is tourism that is based on and sustains or enhances the geographical character of a place, including its environment, culture, aesthetics, and heritage, and the well-being of its residents.



Geotourism involves the public, communities, tribes, visitors, and landowners in the preservation of visitor destinations for future generations, conservation of resources, fostering of respect for local cultures and traditions, and development of quality visitor experiences.

This MOU establishes a framework for the NGS and the agencies to use geotourism principles in their collaborative work on tourism issues pertaining to Federal and Indian lands. This MOU will be implemented under the guiding principles of geotourism, which encompass conservation, heritage preservation, cultural continuation, effective local leadership, and mutual understanding. Geotourism can help build a sense of national identity and pride for America's citizens by stressing what is authentic and unique about America's Federal and Indian lands and waters and their associated cultures and communities. Applying geotourism to these places can help meet the environmental, social, economic, and quality of life needs of Americans and their communities.

II. AUTHORITY

1. The Bureau of Indian Affairs has the authority to enter into this MOU under 25 U.S.C. § 2 and 25 U.S.C. § 13.
2. The Bureau of Land Management has the authority to enter into this MOU pursuant to the Federal Land Policy and Management Act, 43 U.S.C. §§ 1701 through 1782.
3. The United States Fish and Wildlife Service has the authority to enter into this MOU pursuant to the Fish and Wildlife Act of 1956, 16 U.S.C. § 742f *et seq.*; the Fish and Wildlife Conservation Act, 16 U.S.C. § 2901 *et seq.*; the Fish and Wildlife Coordination Act, 16 U.S.C. § 661; and the National Wildlife Refuge System Administration Act, 16 U.S.C. §§ 668dd through 668ee.
4. The National Park Service has authority to enter into this MOU pursuant to 16 U.S.C. §§ 1 through 3, its organic act.
5. The Forest Service has the authority to enter into this MOU pursuant to the Organic Administration Act of 1897, 16 U.S.C. § 551, and the Multiple Use–Sustained Yield Act, 16 U.S.C. § 528 *et seq.*

III. THE PARTIES

1. National Geographic Society

Founded in 1888, NGS is one of the world's largest nonprofit scientific and educational organizations. Its mission is to increase and diffuse geographic knowledge, while promoting conservation of the world's cultural and natural resources. The NGS CSD conducts geotourism projects that combine the expertise of CSD, the design capabilities of NGS maps, and the knowledge

and involvement of local people at tourism destinations to facilitate effective stewardship of cultural and natural resources.

2. Bureau of Indian Affairs

The BIA, a DOI agency, is responsible for the administration and management of 55.7 million acres of land held in trust by the United States for American Indians, Indian tribes, and Alaska Natives. BIA consults with tribes on a government-to-government basis in its management of trust resources.

3. Bureau of Land Management

The BLM, a DOI agency, sustains the health, diversity and productivity of the public lands for the use and enjoyment of present and future generations.

4. United States Fish and Wildlife Service

The FWS, a DOI agency, administers the National Wildlife Refuge System for the conservation, management, and (where appropriate) restoration of fish, wildlife, and plants and their habitats for the benefit of present and future generations.

5. National Park Service

The NPS, a DOI agency, administers the National Park System for the enjoyment and education of the public and manages programs designed to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout the United States and the world. NPS tourism strategy promotes cooperative communications programs with gateway community partners to educate the public about sustainable tourism experiences.

6. Forest Service

The FS, a USDA agency, administers the national forests and national grasslands to meet America's present and future needs for outdoor recreation while protecting the health, diversity, and productivity of those lands.

IV. STATEMENT OF MUTUAL INTERESTS AND BENEFITS

1. This MOU builds upon the collaboration of the NGS and the agencies on geotourism projects.
2. Geotourism principles promote sustainable practices that protect and respect natural habitats, heritage sites, scenic appeal, and local culture. Applying geotourism principles will enhance local communities' social, environmental, and economic quality of life, while producing economic and social incentives for conservation, protection, and restoration.

3. American Indian Nations represent a rich and powerful heritage, contributing to the diverse cultures in America. The NGS and the agencies recognize and respect the sovereignty of tribal nations and each tribe's approach to geotourism.

4. The work conducted under this MOU will enhance the parties' abilities to collaborate with local organizations, tribes, and communities in their promotion of geotourism. These community-based tourism partnerships are generally initiated by an alliance of local individuals and organizations that represent the different facets of geotourism, including history, nature and the environment, scenery, culture, and cuisine. These local civic groups are called geotourism stewardship councils.

V. GEOTOURISM PRINCIPLES

To the extent authorized by law and consistent with agency management objectives, NGS and the agencies agree to apply the following geotourism principles in implementing this MOU:

Integrity of Place. Respect local culture and tradition, and enhance geographical character through improvements that are distinctive to the locale and reflective of its natural and cultural heritage.

Sustainable Tourism. Anticipate development and consider management practices that sustain natural habitats, heritage sites, scenic appeal, and local culture at geotourism sites.

Market Differentiation. Promote the unique qualities of communities to encourage growth in tourism market segments most likely to appreciate, respect, and disseminate information about those qualities.

Tourist Satisfaction. Strive for an engaging and informative visitor experience so that geotourists will impart their positive experience to others.

Community Investment. Inform communities of how to use geotourism to promote their local heritage, and develop approaches to tourism that foster geotourism.

Indigenous Knowledge. Include indigenous knowledge, culture, and history in geotourism projects.

Community Benefit. Foster understanding of the benefits of geotourism, including employment of local workers, services, products, and supplies in travel businesses and emphasis on the uniqueness of local people and places to enhance their value as tourism destinations.

Protection and Enhancement of Destination Appeal. Consider management practices that sustain natural habitats, heritage sites, aesthetic appeal, and local culture at geotourism sites.

Land Use. Anticipate development and consider management practices that address potential overdevelopment, loss of open space, and degradation at geotourism sites. Encourage land use that is sensitive to the unique natural and cultural characteristics of geotourism destinations.

Interactive Interpretation. Inform visitors in creative ways about the distinctive elements of geotourism destinations. Encourage residents in the vicinity of geotourism destinations to participate in developing and disseminating interpretive messages about those destinations.

Evaluation. Develop a process for evaluating geotourism projects.

VI. SCOPE OF WORK

To the extent authorized by law and consistent with agency management objectives, NGS and the agencies agree to:

1. Geotourism Destinations and Community Support

- a. Raise public and community awareness of the role and benefits of geotourism in conserving sites and attractions on Federal and Indian lands.
- b. Encourage the public, communities, tribes, and visitors to become involved in conserving geotourism sites.
- c. Work with local individuals and organizations that represent the different facets of geotourism to create geotourism stewardship councils.
- d. Provide information to geotourism stewardship councils and the public regarding geotourism attractions on Federal and Indian lands.
- e. Provide educational and technical assistance and research regarding geotourism to geotourism stewardship councils and work with them to promote geotourism.
- f. Develop educational and visitor service programs that promote geotourism principles on Federal and Indian lands.
- g. Jointly develop materials and programs that foster community, tribal, and visitor awareness of and commitment to the conservation of natural and cultural resources through geotourism on Federal and Indian lands.
- h. Develop and track geotourism projects on Federal and Indian lands.

2. Volunteering, Public Service, and Collaboration With Other Entities

- a. Encourage the involvement of youth by developing age-appropriate geotourism programs that encourage active outdoor experiences.

- b. Incorporate geotourism principles into programs for volunteer and other public service events and days of national recognition, such as National Public Lands Day, National Fishing and Boating Week, National Trails Day, Winter Trails Day, Great Outdoors Month, and Wonderful Outdoor World.
- c. Promote the understanding and application of geotourism principles in relationships with local, State, tribal, and other Federal entities, such as the National Association of Counties, Western State Governors Association, American Indian Alaskan Native Tourism Association, Western State Tourism Policy Council, Southeast Tourism Policy Council, America's Byways Resource Center, Travel Industry of America, Advisory Council on Historic Preservation, and chambers of commerce.
- d. Apply geotourism principles at the community, State, tribal, regional, and national levels in planning, establishing, maintaining, and promoting outdoor recreation visitor opportunities on Federal and Indian lands.
- e. Identify opportunities to work with universities, cooperative extension facilities, and other research facilities on geotourism.
- f. As appropriate, engage other agencies in DOI and USDA in implementing this MOU.
- g. Educate appropriate staff about geotourism and how to apply it in their programs.

3. Natural and Built Environment

- a. Emphasize the importance of natural and cultural assets in inducing visitors to return to a community or region that applies geotourism principles.
- b. Encourage the design and retention of recreational facilities that are consistent with applicable law and policy, geotourism principles, and the goals of local geotourism stewardship councils.
- c. Share the parties' research and social science capabilities to measure social, environmental, and economic benefits from the application of geotourism principles.
- d. Encourage funding of projects that promote application of geotourism principles.

VII. GEOTOURISM WORKING GROUP AND PRINCIPAL CONTACTS

1. NGS and the agencies will jointly establish the Geotourism Working Group and will individually appoint a representative to that group.
2. The following will be the principal contacts for their respective agencies and NGS, as well as the Geotourism Working Group.

Director, Center for Sustainable Destinations
National Geographic Society
1145 17 th Street, N.W.
Washington, D.C. 20036-4688
(tel) 202-828-6671 (fax) 202-429-5712

Director, National Landscape Conservation System and Community Partnerships
Bureau of Land Management
Washington, D.C. 20240
(tel) 202-208-3516 (fax) 202-606-3156

Assistant Director – National Wildlife Refuge System
U.S. Fish and Wildlife Service
1849 C Street, N.W., MS 3251
Washington, D.C. 20240
(tel) 202-208-5333, (fax) 202-208-3082

Deputy Bureau Director, Indian Services
Bureau of Indian Affairs
1849 C Street, N.W., MS 4160
Washington, D.C. 20240
(tel) 202-513-7640 (fax) 202-208-6334

Associate Director, Partnerships and Visitor Experience
National Park Service
1201 Eye Street, NW
Washington, D.C. 20240
(tel) 202-208-4829 (fax) 202-219-2273

Director, Recreation, Heritage, and Volunteer Resources Staff
U.S. Forest Service
1400 Independence Avenue, S.W., Stop 1125
Washington, D.C. 20250-1125
(tel) 202-205-0900 (fax) 202-205-1145

3. The members of the Geotourism Working Group will:
- a. Jointly coordinate projects under this MOU;
 - b. Annually report on the accomplishments of the Geotourism Working Group to the parties of this MOU; and
 - c. Participate in scheduled meetings and conference calls involving the Geotourism Working Group, including meetings to propose and discuss projects that may be conducted under this MOU.

VIII. MISCELLANEOUS PROVISIONS

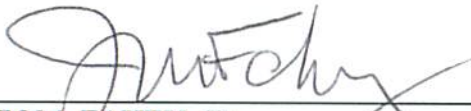
1. The parties will handle their own activities and use their own resources, including the expenditure of their own funds, in pursuing the objectives enumerated in this MOU. Each party will carry out its separate activities in a coordinated and mutually beneficial manner.
2. In implementing this MOU, each agency will be operating under its own laws, regulations, and policies, subject to the availability of appropriated funds.
3. Nothing in this MOU authorizes any of the parties to obligate or transfer funds. Specific projects or activities that involve the transfer of funds, services, or property among the parties require execution of separate agreements and are contingent upon the availability of appropriated funds. These activities must be independently authorized by statute. This MOU does not provide that authority. Negotiation, execution, and administration of these agreements must comply with all applicable law.
4. Unless otherwise agreed to in writing, NGS will maintain ownership and copyright in any products, materials, or projects it creates under this MOU, and grant to the agencies of this MOU a paid-up, non exclusive, irrevocable, worldwide license to such items to reproduce, distribute copies, perform or display publicly by or on behalf of the Government. Further, use of either NGS trademarks, including the name, "National Geographic," the Yellow Border Logo, and other NGS trademarks and service marks by the agencies or NGS's use of any agency names, seals, symbols, characters, and marks will be negotiated and documented in separate agreements.
5. Other than the agencies' support of geotourism principles, nothing in this MOU constitutes or shall be interpreted to imply an endorsement by the United States of any product, service, or opinion of NGS. Other than supporting geotourism principles under this MOU, the agencies will not endorse or give the appearance of endorsing any product, service, or opinion of NGS in implementing this MOU.
6. Nothing in this MOU is intended to alter, limit, or expand the agencies' statutory and regulatory authority.
7. This MOU in no way restricts the agencies or NGS from participating in similar activities with other public or private agencies, organizations, and individuals.
8. This MOU is not intended to and does not create any right, benefit, or trust responsibility, substantive or procedural, enforceable at law or equity, by a party against the United States, its agencies, its officers, or any person.
9. In accordance with the Byrd Anti-Lobbying Statute, 18 U.S.C. 431, no member of or delegate to Congress may benefit from this MOU either directly or indirectly.

10. Any information furnished to the agencies under this MOU is subject to the Freedom of Information Act, 5 U.S.C. § 552.


11. Other Federal agencies may be added to this MOU with the written concurrence of all the parties.

12. This MOU takes effect on the date it is fully executed and will expire ten years from its effective date; it may be extended or amended upon written agreement of all the agencies and NGS. Either the Federal agencies collectively or NGS may terminate this MOU after 60 days written notice. Any agency may terminate its participation in the MOU after 60 days written notice to other parties.

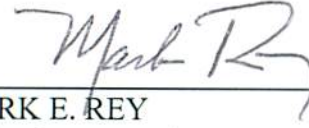
IX. SIGNATORIES



JOHN M. FAHEY, JR. 7/8/08
President and Chief Executive Officer, National Geographic Society DATE



DIRK KEMPTHORNE 7/8/08
Secretary, U.S. Department of the Interior DATE



MARK E. REY 7/8/08
Under Secretary for Natural Resources and the Environment, U.S. Department of Agriculture DATE



JEROLD L. GIDNER 7/8/08
Director, Bureau of Indian Affairs DATE



JAMES L. CASWELL 7/2/08
Director, Bureau of Land Management DATE



H. DALE HALL 7/2/08
Director, United States Fish and Wildlife Service DATE



MARY A. BOMAR 7-8-08
Director, National Park Service DATE



ABIGAIL R. KIMBELL 7/17/08
Chief, Forest Service DATE