

Rating and Ranking Tourism Strategic Plan Objectives/Outcomes

Plan Objective/Outcome	Top 5	Include	Write	Ignore	Total Points
Top Tier of Priorities					
Improvement/creation of one or more Hopi-oriented websites	0.75	0.13	0.13	0.00	3.39
Determination of the relative support for tourism and events on a Village-by-Village basis	0.50	0.50	0.00	0.00	3.00
Development of a Visitor Center/Welcome Center	0.57	0.29	0.14	0.00	3.00
Increased networking with entities such as Aianta, Arizona Office of Tourism, HERD Museum, etc.	0.50	0.50	0.00	0.00	3.00
Development of network of restroom facilities	0.50	0.38	0.13	0.00	2.89
Provision of potable water at restroom areas	0.50	0.38	0.13	0.00	2.89
Creating an organizational structure that separates tourism development and promotion from Hopi politics	0.50	0.38	0.13	0.00	2.89
Development of parking/rest areas	0.38	0.63	0.00	0.00	2.78
Improvement of cellular and Wi-Fi infrastructure	0.50	0.38	0.00	0.13	2.76
Second Tier of Priorities					
Development of Hopi tourism policy	0.25	0.63	0.13	0.00	2.39
Increased number of garbage/waste receptacles	0.25	0.63	0.13	0.00	2.39
Organizing and Promoting Hopi Tour Operators	0.25	0.63	0.13	0.00	2.39
Creating a specific definition for "tourism" in the context of Hopi preferences	0.29	0.43	0.29	0.00	2.31
Tourism survey : asking what the visitors want to experience at Hopi	0.38	0.25	0.25	0.13	2.27
Development/promotion/preservation of the Blue Canyon area	0.25	0.63	0.00	0.13	2.26
Recapitalizing the Hopi Travel Tourism and Training Fund	0.25	0.63	0.00	0.13	2.26
Creating and promoting an annual Hopi celebrations and events calendar	0.25	0.63	0.00	0.13	2.26
Tourism survey : asking what the Villages/people want	0.25	0.50	0.25	0.00	2.25
Promotion of a " united Hopi tourism product "	0.13	0.75	0.13	0.00	2.15
Supporting/expanding the Hopi Arts Trail	0.25	0.38	0.38	0.00	2.14
Bottom Tier of Priorities					
Tourism-oriented business planning/entrepreneurship training/classes	0.13	0.50	0.38	0.00	1.90
Support for development of Hopi Museum Project	0.00	0.88	0.13	0.00	1.89
Addressing the dumping of septic waste	0.25	0.13	0.50	0.13	1.76
Hospitality and cultural-orientation training	0.00	0.63	0.38	0.00	1.64
Development of one or more vendor villages	0.13	0.25	0.50	0.13	1.52
Trademarking/copyrighting and patent work	0.13	0.13	0.50	0.25	1.28
Reestablishing activities such as the Bacavi Quilt Show	0.00	0.25	0.63	0.13	1.13
Creating a sense of exclusivity/mystery (gating the Mesas, for example)	0.00	0.25	0.25	0.50	0.75
Reestablishing the operations at the Arts and Crafts Guild Building	0.00	0.25	0.13	0.63	0.63