

## **Chapter VII:**

# **Heritage and Cultural Tourism**

## Chapter VII: Heritage and Cultural Tourism

Note: It is important to review the resource material in Chapter IV: Tourism Development; Chapter V: Agritourism; and Chapter VI: Nature Tourism because some of the material is not repeated in every chapter. Also, contact the local Extension Office and Visitor's Bureau to locate contacts at the local and state level.

### Alternative Enterprises: Heritage Tourism

USDA, NRCS Information Sheet

This is a two-page information sheet for use at meetings and other discussions.

Available from 1-888-LANDCARE or [www.nrcs.usda.gov/technical/RESS/altenterprise](http://www.nrcs.usda.gov/technical/RESS/altenterprise)

Reproduce as needed.

### Cultural and Heritage Tourism: How to use your land's legacy to benefit the public and boost your bottom line

USDA, NRCS paper

This 5-page paper summarizes several publications that address cultural and heritage tourism.

Available in the Resource Manual at [www.nrcs.usda.gov/technical/RESS/altenterprise](http://www.nrcs.usda.gov/technical/RESS/altenterprise) or CD by contacting Jim Maetzold, 202-720-2307 or [jim.maetzold@usda.gov](mailto:jim.maetzold@usda.gov)

### Cultural Heritage Tourism Guidelines

This brochure contains definitions and guidelines for cultural tourism projects.

Oregon Tourism Commission

Available in the Resource Manual at [www.nrcs.usda.gov/technical/RESS/altenterprise](http://www.nrcs.usda.gov/technical/RESS/altenterprise) or CD by contacting Jim Maetzold, 202-720-2307 or [jim.maetzold@usda.gov](mailto:jim.maetzold@usda.gov)

### Heritage Tourism: Partnerships and Possibilities

Joint Publication of the American Association for State and Local History and the National Trust for Historic Preservation

Nashville, TN: American Association for State and Local History, 1994

This publication contains suggestions on ways to collaborate with organizations to promote heritage tourism.

Available from the National Trust for Historic Preservation, (202) 588- 6286

### Getting Started: How to Succeed in Heritage Tourism

Heritage Tourism Division, National Trust for Historic Preservation

This is a 50-page workbook on how to develop heritage tourism. It presents 16 case studies and five basic principles for heritage tourism. Available from the National Trust for Historic Preservation

Website: [www.nthp.org](http://www.nthp.org) (click on "Shop for Preservation.")

1785 Massachusetts Avenue, N.W

Washington, D.C. 20036

Ph: (202) 588-6000

*Share Your Heritage: Cultural Heritage Tourism Success Stories*

National Trust for Historic Preservation and the American Express Company

This publication includes a representative sampling of some of the best programs from across the country. It is designed to answer questions like: "What can we learn for these success stories?" "What mistakes did they make?"

Available by calling 202-588-6000 or [www.nthp.org](http://www.nthp.org)

*Stories Across America: Opportunities for Rural Tourism*

National Trust for Historic Preservation and the American Express Company

This publication includes the stories of rural regions and small communities that have developed successful tourism programs. It is designed like a guide book listing the names and phone numbers of the people that were involved in developing these success stories.

Available at [www.nal.usda.gov/ric/ricpubs/stories.htm](http://www.nal.usda.gov/ric/ricpubs/stories.htm) or contacting Jim Maetzold at 202-720-2307 or [jim.maetzold@usda.gov](mailto:jim.maetzold@usda.gov) for a hard 4-color copy.

*Richer Heritage: Historic Preservation in the Twenty-First Century*

This is the title of a new textbook on historic preservation edited by Robert E. Stipe. It includes essays examining the overlap between of natural and cultural preservation, the social and ethnic dimensions of the field, and on folklife, intangible heritage and issues of cultural cooperation. Heritage areas appear in a number of places and are identified as a trend for the future. Alan Jabour, former Director of the American Folklife Center at the Library of Congress, provides a particularly thoughtful discussion on the relationship between heritage areas and the concept of a "sense of place". Copies of the book can be obtained from the University of North Carolina Press, PO Box 2288, Chapel Hill, NC 27515-2288 [www.uncpress.unc.edu](http://www.uncpress.unc.edu)

*Experiences and Benefits: A Heritage Tourism Development Model*

This is a good resource tool for assessing heritage tourism opportunities in an area. It is a workbook type publication and contains several case studies.

Available in the Resource Manual at [www.nrcs.usda.gov/technical/RESS/altenterprise](http://www.nrcs.usda.gov/technical/RESS/altenterprise) or CD by contacting Jim Maetzold, 202-720-2307 or [jim.maetzold@usda.gov](mailto:jim.maetzold@usda.gov)

*Uniquely Texas: A Lone Star Look at Cultural and Heritage Tourism*

Texas Travel Industry Association

This video is an informative piece about what Texas has to offer in cultural and heritage tourism regarding community pride. The second section is a "how-to" for communities that want to expand their activities. It presents the synergy between culture and nature tourism, festivals, shopping, dining and traditional attractions. You can order the video from the Texas Association of Museums at:

<https://www.io.com/tam/video.html> or

3939 Bee Caves Road

Building A, Suite 1B

Austin, Texas 78746

### **Uniquely Texas (website)**

This website contains a list of tourism resources, a bibliography of tourism resources, media materials, a glossary of travel industry terms, and information on the uniquely Texas four partners program which includes efforts of the Texas Association of Museums, the Texas Commission on the Arts, the Texas Historical Commission, and the Texas Travel Industry Association. .

<http://www.uniquelytexas.org>

### **Heritage Industries Conference: Yesterday's Treasures and Tomorrow's Opportunities**

Castleland RC&D

This is a video of a conference held in Moab to discuss and promote heritage industries.

Available from Wingate Video Services L.L.C.

P.O. Box 538

Moab, UT 84532

Ph: 1-877-4WINGATE.

### **Preserving Our Past and Building Our Future**

Video, Heritage Tourism Division, National Trust for Historic Preservation

This video addresses how history, culture and tourism contribute and impact this growing mega-industry of "heritage travelers." The economic impact of heritage tourism is shown for three areas of the U.S. Available from the NTHP

1785 Massachusetts Avenue, N.W.

Washington, D.C. 20036

Ph: (202) 588-6000.

### **Historic Buildings: Issues in Preservation and Protection**

By Kathleen D. Parrott and Ann Dellenbarger

North Central Regional Center for Rural Development (1990)

ID: NCR369

Available online at: [www.msue.msu.edu/msue/imp/modtd/33860122.html](http://www.msue.msu.edu/msue/imp/modtd/33860122.html)

### **Historic Farmsteads**

By Kathleen Parrott, Dennis Schulte, and Ann Dellenbarger

Northcentral Regional Center for Rural Development (1987)

ID: NCR371

Available online at: [www.msue.msu.edu/msue/imp/modtd/33850115.html](http://www.msue.msu.edu/msue/imp/modtd/33850115.html)

### **Cultural Tourism News**

***Partners in Tourism: Culture and Commerce Newsletter***

This is a newsletter published by Partners in Tourism with support from American Express. It provides an update on the latest research findings, cultural tourism projects and news from Washington. The newsletter also identifies successful cultural tourism programs across the country. The Summer 2000 is included as an example of the information included in the newsletter. If you have a good program, contact Amy Webb at [amy\\_webb@nthp.org](mailto:amy_webb@nthp.org) or (303) 413-1986

Available online at: <http://www.nasaa-arts.org/artworks/pubs.shtml>

Hardcopies available from:  
American Association of Museums

*Heritage Tourism Resource Manual*

NTHP, Heritage Program Division, Denver, CO

This publication is a list of organizations and funding sources for cultural and heritage tourism. Available by calling, (303) 623-1504

**Professional Heritage Resource Online**

This is a service of Silos and Smokestacks, Iowa's National Heritage Area. This website provides free access to heritage related publications including, The Country Heritage, Community Field Trip Guide, and Touring for Success.

<http://silosandsmokestacks.org/resources/>

**Heritage and Development Website**

Ohio Travel and Tourism Division

This website provides an example of heritage tourism statistics and a resource guide that contains information on available grants and funding. The website also provides information on the Ohio Heritage Tourism Initiative and the Ohio Heritage Area Program.

<http://www.ohiotourism.com/industry/heritage/>

**Association for Living History, Farms & Agricultural Museums**

Website: <http://www.alhfam.org/>

Susan A. Hanson

French Legation Museum

802 San Marcos St.

Austin, TX 78702-2647

Ph: 512 472 8180

Fax: 512 472 9457

Email: [shanson@sarj.org](mailto:shanson@sarj.org)

**National Trust for Historic Preservation (NTHP)**

The NTHP is a private nonprofit organization that acts as a leader in the preservation movement in the United States. Their website provides a search engine and recent news releases and publications.

Website: <http://www.nthp.org>

1785 Massachusetts Ave., NW

Washington, DC 20036

Ph: (202) 588-6000

**NTHP Rural Heritage**

The Rural Heritage Program uses educational programs, publications, and provides technical assistance to promote and protect rural historic and cultural resources. Their website offers a wealth of resources, including links to their publications, and the online Rural Library

Website: <http://www.ruralheritage.org>  
1785 Massachusetts, NW  
Washington, DC 20036  
Ph: (202) 588-6204

**Tennessee Overhill Heritage Association**

The Tennessee Overhill Heritage Association acts to promote and preserve the natural and cultural resources of McMinn, Monroe and Polk counties through a heritage tourism partnership program designed to, serve as an educational tool, increase visitation to the region, and act as a catalyst for economic development.

Website: <http://www.tennesseeoverhill.com/>  
P.O. Box 143, L&N Depot  
Etowah, TN 37331  
Ph: (423) 263-7232  
Fax: (423) 263-1670

**Development Gateway's Website**

This website contains a section on cultural tourism and information related to cultural tourism.

<http://www.developmentgateway.org/node/130613/>

**American Association of State and Local History**

Website: <http://www.aaslh.org>  
1717 Church Street  
Nashville, TN 37203-2991  
Ph: (615) 320-3203  
Email: [history@aaslh.org](mailto:history@aaslh.org)

**Festivals.com**

This website provides information on festivals across the United States. It includes festival news and announcement of events. The website also contains an advanced search engine, and a cultural tourism bookstore.

<http://www.festivals.com/>

**International Festivals & Events Association**

The International Festival and Events Association provides professional development and fund-raising ideas through publications, seminars, an annual convention and trade show, and ongoing networking.

Website: <http://www.ifea.com/>  
2601 Eastover Terrace  
Boise, ID 83706  
Phone: 208-433-0950 Fax: 208-433-9812  
Ph: (360) 457-3141 ext. 16  
Email: [scott@ifea.com](mailto:scott@ifea.com)

### **Heartland Project**

The Heartland Project is a series of international touring exhibitions of the cultures and histories of the Heartlands on both sides of the Atlantic; the American Midwest and Central Europe. Their website, which is also part of the project, gives access to these exhibitions and the educational material that pertains to the exhibits.

<http://www.heartlandproject.org/>

### **Journey through Hallowed Ground**

This is a 75 mile and nine county area featuring 65 historic places in Virginia. It is a new online travel itinerary.

[www.cr.nps.gov/nr/travel/journey](http://www.cr.nps.gov/nr/travel/journey).

*The Craft Heritage Trails of Western North Carolina: Back roads and scenic byways to some of the most beautiful handmade objects in the world.*

Published by HandMade in America

This is a 120- page guidebook to studios, galleries, restaurants and historic inns in western NC. More information and copies of the publication area available from HandMade in America

Website: [www.wnccrafts.org](http://www.wnccrafts.org)

Becky Anderson

P.O. Box 2089

Asheville, NC, 28802

Ph: (828) 252-0121

*Farms, Gardens & Countryside Trails of Western North Carolina: Back roads and scenic byways to some of the most beautiful farms and gardens in the Blue Ridge Mountains*

Published by HandMade in America

This is a 230- page guidebook to crafts, restaurants, flowers, gardens and farm places to stay in western NC. More information and copies of the publication area available from HandMade in America

Website: [www.wnccrafts.org](http://www.wnccrafts.org)

Becky Anderson

P.O. Box 2089

Asheville, NC, 28802

Ph: (828) 252-0121

*Tourism and Historic Places: A Manual for Group Tour Operators and Managers of Historic and Cultural Attractions*

National Trust for Historic Preservation, 1994

Available from: (202) 588-6296

*Building on the Past, Traveling to the Future: A Preservationist's Guide to the Federal Transportation Enhancement Provision*

Second edition

Edited by Dan Costello and Lisa Schamess

Jointly Produced by: the Federal Highway Administration

Office of Environment and Planning  
400 Seventh Street, SW  
Washington, DC 20590

*National Online Resources for Rural Tourism*

This 2-pager is filled with websites, funding sources, technical assistance, traveler information, tools for practitioner and model programs.

Available in the Resource Manual at [www.nrcs.usda.gov/technical/RESS/altenterprise](http://www.nrcs.usda.gov/technical/RESS/altenterprise) or CD by contacting Jim Maetzold, 202-720-2307 or [jim.maetzold@usda.gov](mailto:jim.maetzold@usda.gov)

*Culture, Heritage, Arts, and Museums*

A list of resources by organization and their respective web site. These people are extraordinary professionals who can provide excellent advice.

*Principles for Sustainable Tourism for Lancaster County Planning Commission*

A community-based strategy was developed for sustainable authentic heritage tourism. The principles and local maps are included.

Available in the Resource Manual at [www.nrcs.usda.gov/technical/RESS/altenterprise](http://www.nrcs.usda.gov/technical/RESS/altenterprise) or CD by contacting Jim Maetzold, 202-720-2307 or [jim.maetzold@usda.gov](mailto:jim.maetzold@usda.gov) or Contacting Standish at 717-299-8333 or email: [Standish@co.lancaster.pa.us](mailto:Standish@co.lancaster.pa.us).

*Cultural Funding: Federal Opportunities*

A website that gives a listing of all the federal funding sources. A printout is in the Resource Manual.

Website is [www.arts.endow.gov/federal.html](http://www.arts.endow.gov/federal.html)

**Advisory Council on Historic Preservation**

The mission of the Advisory Council on Historic Preservation is to promote the preservation, enhancement, and productive use of our Nation's historic resources, and advise the President and Congress on national historic preservation policy.

Advisory Council on Historic Preservation

1100 Pennsylvania avenue NW Suite 809

Washington, DC 20004

Ph: 202-606-85-3

Email: [achp@achp.gov](mailto:achp@achp.gov)

[www.achp.gov](http://www.achp.gov)



United States  
Department of  
Agriculture

Natural  
Resources  
Conservation  
Service

AE-3

# Alternative Enterprises – Heritage Tourism

How to use your land's legacy to benefit the public  
and boost your bottom line.

## What Is Heritage Tourism?

Unlike conventional tourism, heritage tourism features historical sights and other cultural attractions that help people learn about our Nation's past. If properly planned and managed, land, buildings, and other resources that have historic or cultural significance – or that are located near historically or culturally significant sites – may provide landowners with new income opportunities. The following are some examples of heritage tourism ventures:

**Historic Farm Tours:** With planning and effort, Century Farms or others that have original farm structures or equipment may serve as heritage tourism attractions. While our Nation's heritage is deeply rooted in agriculture, the urban connection to our agrarian background is growing weaker. Farm and folklife tours are increasingly used to educate people about both historic and modern methods of food production.

**Reenactments:** Some farms and ranches include historically significant land, such as land that served as a site of a Civil War battle, as a way station for weary settlers on their route West, as part of the underground railroad, or as the home of a famous American. These areas might be appropriate sites for reenactments, other educational activities, or festivals.

**Cultural Events:** Farms, ranches, and other lands located in beautiful settings with adequate open space may be attractive sites for outdoor plays, concerts, fairs, and cultural festivals. Even if a farm isn't appropriate as a tourist attraction itself, it may offer hospitality services, such as food, lodging, or agri-entertainment to tourists enjoying nearby cultural or historical attractions.

## Why Heritage Tourism?

Historic and cultural tourism is enjoying increased popularity and generating income for individuals and communities. Studies show that visitors to historic or cultural attractions tend to spend more money per trip and

take longer vacations compared to all other travelers. Heritage tourism also helps preserve a community's unique character and can help diversify local economies.

Moreover, heritage tourism is a flexible income source. Operators can control when the sites will be open. This allows operators to continue farming while offering value-added tourism during certain times of the day or year. Attractions can be open for single annual events, seasonally, or daily with restricted hours.

## What Should You Consider?

**Resource Assessment:** Does your land have natural resource attributes, such as streams or ponds, vistas, or open spaces that would make it an attractive tourist destination? Does your land have a roomy home that could provide lodging, such as a bed and breakfast, for tourists? Do you have open space that could accommodate fairs, festivals, plays, or other events?

Do your land or buildings have unique historical significance? Is your farm located in an area with unique historical or cultural significance?

**Customer Base and Marketing:** Who are your potential customers? Families with children? Retirees? Amateur historians? Are they located nearby, or do you hope to attract tourists from distant areas? Would your venture be a destination attraction, or a place that tourists might stop on their way to their destination? Are there other historical or cultural attractions nearby that would help draw tourists to your site?

**Infrastructure:** What new facilities, such as restrooms and parking areas, must you provide if large groups visit your land? Are there ample and suitable lodging and dining facilities nearby? Are the roads and other local transportation systems well suited for tourism?

**Opportunities for Collaboration:** What other local organizations, governments, or businesses can you collaborate with to enhance the financial opportunities of your tourism venture?

**Legal Matters:** What are the liabilities of allowing tourists on your property? What types of insurance must you carry? Is your land zoned, or capable of being rezoned, for tourism activities? What safety regulations might you be required to comply with?

## Where To Get Help

There are a number of information resources that can help you get started on your new venture. A few of those resources are listed below. For more information, contact your USDA Resource Conservation and Development Council area office. For a national listing of RC&D offices, see <http://www.nhq.nrcs.usda.gov/RCCD/rc&dsta.html> on the web or call the Natural Resources Conservation Service at your local U.S. Department of Agriculture Service Center (in the phone book, under "Federal Government").

For a national listing of alternative enterprises and agritourism liaisons, see <http://www.nhq.nrcs.usda.gov/RESS/econ/ressd.htm>.

### **National Trust for Historic Preservation**

Through its Heritage Tourism Program, the National Trust for Historic Preservation offers technical assistance on strategic planning, preservation, tourism development, interpretation, and marketing on a fee-for-service basis. They also offer low-cost "how-to" publications on heritage tourism, an introductory video, and a resource manual that lists additional organizations that can help you start your new venture.

For more information, see <http://www.nationaltrust.org> and click on "publications" or call (202) 588-6286. To reach the Heritage Tourism Program staff, call (303) 623-1504.

A free heritage tourism fact sheet is available from the Trust's regional offices. To locate the regional office nearest you, see <http://www.nthp.org/main/frontline/resources.htm> on the web.

### **U.S. Department of Agriculture (USDA)**

USDA's Forest Service produced a heritage tourism development model that helps landowners and communities assess and develop a heritage tourism enterprise. To get a copy of the report, contact USDA

at (202) 720-2307. An electronic copy can be found at <http://www.nhq.nrcs.usda/RESS/econ/ressd.htm> on the web.

### **Appropriate Technology Transfer for Rural Areas (ATTRA)**

ATTRA offers tip sheets on a variety of alternative enterprises and provides tips on evaluating potential agritourism ventures. For helpful information on agri-entertainment, see <http://www.attra.org/attra-pub/pickyour.html> on the web, or call (800) 346-9140. ATTRA also provides useful information on marketing and evaluating alternative agricultural enterprises. ATTRA is sponsored by USDA's Rural Business-Cooperative Service.

### **Travel Industry Association of America**

A membership organization, TIA provides information on tourism research and resources. You can contact them at 1100 New York Avenue, NW, Suite 450, Washington, DC 20005-3934, (202) 408-8422, Fax (202) 408-1255 or see <http://www.tia.org> on the web.

### **State Departments of Tourism**

All 50 states have tourism offices that can provide you with additional information and resources to get you started. To find the address, phone number, or website address for your state tourism office, see the Tourism Industry Association of America (TIA) website at <http://www.tia.org/discover/getallstos.asp> or call TIA at (202) 408-8422. Also, contact your local convention and visitors bureau.

### **Farming Alternatives Program (FAP), Cornell University**

FAP has produced a step-by-step workbook to help you plan and evaluate a new enterprise. The workbook, *Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises*, can be ordered by calling (607) 255-9832. FAP also offers an agritourism resource packet and a report providing in-depth case studies of agritourism in New York. Also see <http://www.cals.cornell.edu/dept/ruralsoc/fap/fap.html> on the web.

For additional copies of this information sheet, AE-3, call 1-888-LANDCARE or see the website at <http://www.nhq.nrcs.usda/RESS/econ/ressd.htm>.

The U.S. Department of Agriculture (USDA) prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

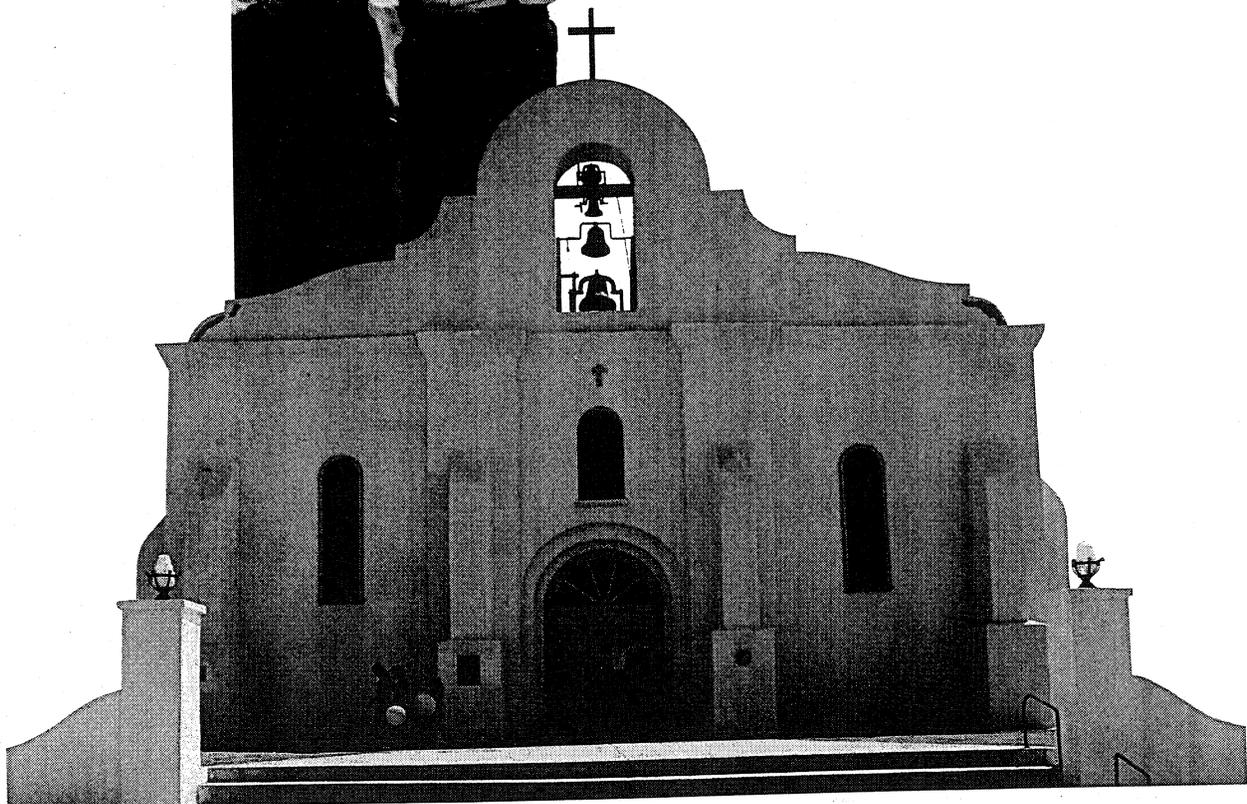
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1999 EDITION

INCLUDES UPDATED  
HERITAGE TOURISM  
STATISTICS

# GETTING STARTED

HOW TO SUCCEED  
IN HERITAGE  
TOURISM



LINKING TOURISM AND PRESERVATION  
CAN DO MORE FOR LOCAL ECONOMIES  
—AND FOR TOURISM AND PRESERVATION—  
THAN PROMOTING THEM SEPARATELY.

THAT'S THE CORE IDEA IN HERITAGE  
TOURISM: SAVE YOUR HERITAGE, SHARE IT  
WITH VISITORS, AND REAP THE ECONOMIC  
BENEFITS OF TOURISM.



*In the past, the tourism industry saw its primary role as marketing ready products to travelers, such as package tours to Florida. The mission of the preservation community*

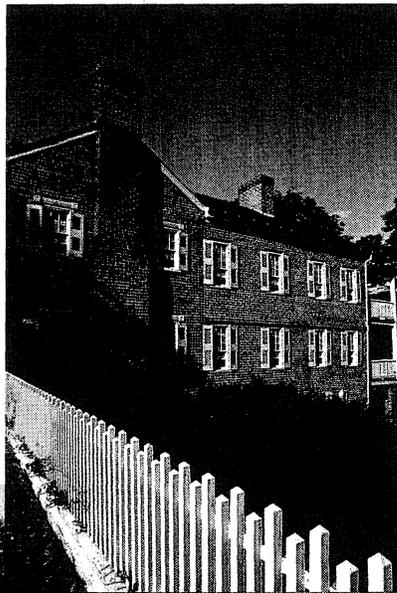


*is to preserve and protect historic, cultural, and natural resources. Today, tourism and preservation are much more likely to overlap. Some*

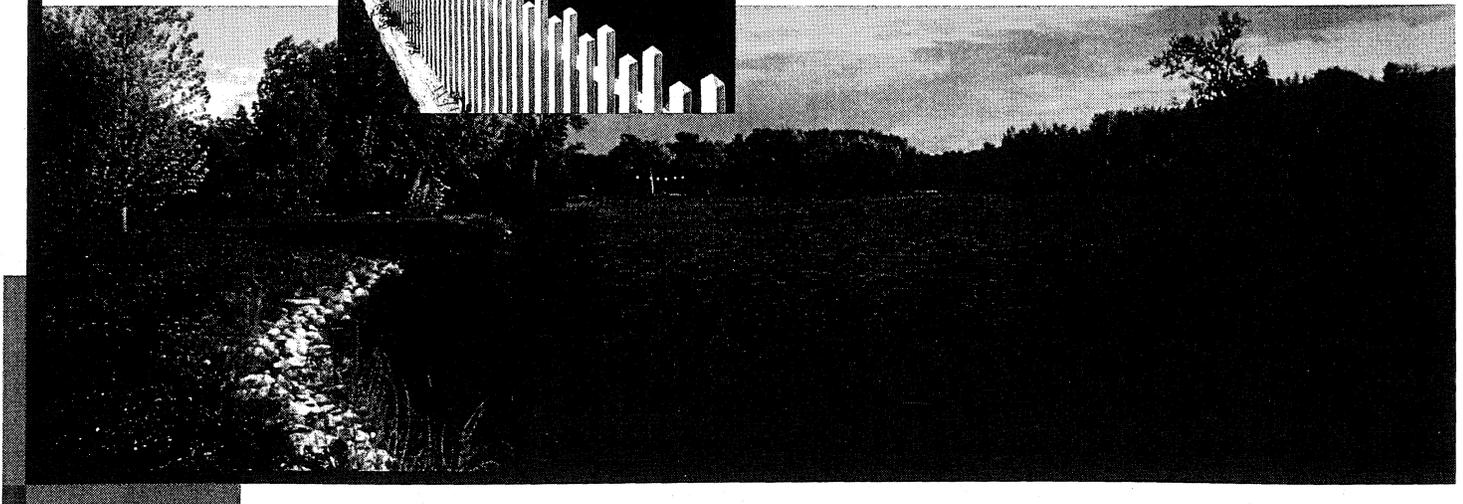
*state tourism offices now help develop heritage resources, and a number of preservation organizations are marketing their sites to tourists.*

TAKE THE MOST OF YOUR OPPORTUNITIES FOR HERITAGE TOURISM BY FOLLOWING FIVE BASIC PRINCIPLES.

- 1) *Focus on authenticity and quality*
- 2) *Preserve and protect resources*
- 3) *Make sites come alive*
- 4) *Find the fit—between your community and tourism*
- 5) *Collaborate*



*Follow these principles and you'll avoid many difficulties that could otherwise arise when preservation and tourism become partners.*



## A Glossary of Common Cultural Heritage Terms

**Heritage resources:** Stories, buildings, structures, trails, vistas, landscapes, traditions, dances and songs—anything that reflects the values and perspectives of past generations.

**Authentic:** A rigorously researched, accurate and realistic representation of a person, place or event.

**Interpret:** To reveal importance (not just provide information), to relate the essence of the message to visitors' everyday lives or experiences and to promote understanding and appreciation of cultural resources.

**Preserve:** To sustain the existing form, integrity and materials of a historic property, or to maintain traditions in their original form.

**Rehabilitate:** To retain features or portions of a property that convey its historical, cultural, or architectural value while adapting the property to a compatible use.

**Restore:** To accurately represent the form, features and character of a property as it appeared at a particular period in time.

**Reconstruct:** To rebuild a property based on archival and historical information in the property's historic location and for its historic use.

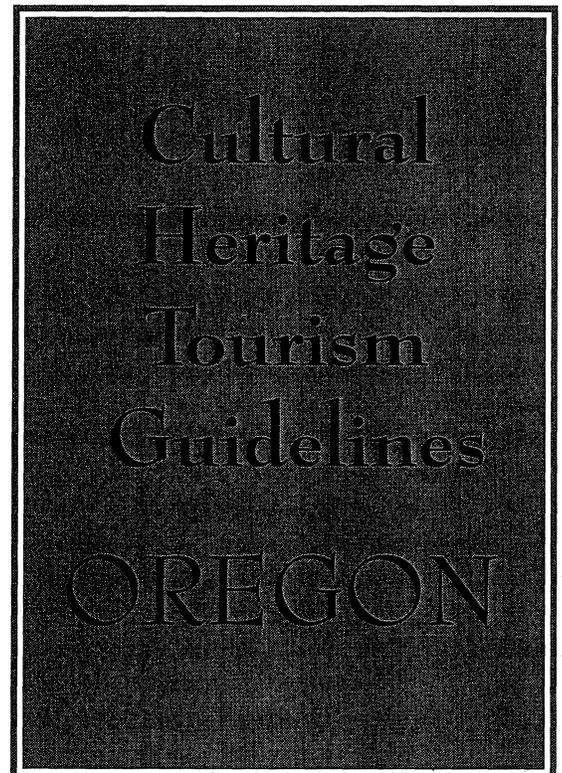
**Recreate:** To authentically depict a tradition, method, or event based on rigorous research and meticulous presentation.

### Your first step . . .

Share your ideas and plans with the Oregon Tourism Commission. The Commission is a critical partner in your project's success and can direct you to resources such as the Cultural Heritage Tourism Task Force and the *Oregon Tourism Product Development Workbook*.

**Oregon Tourism Commission**  
775 Summer Street, NE  
Salem, Oregon 97310  
(503) 986-0000  
fax: (503) 986-0001  
website address - [www.traveloregon.com](http://www.traveloregon.com)

Produced in cooperation with the  
Cultural Heritage Tourism Task Force



## Guidelines for Cultural Heritage Tourism Projects

A successful cultural heritage tourism project combines rigorous historical research, careful design, creative presentation and effective marketing. It must be meaningful to visitors with a wide range of experiences and interests; it can be valued locally but must also have a larger appeal. Remember that there are many helpful resources available and the Oregon Tourism Commission is a great place to start. Call them to receive a copy of the *Oregon Tourism Product Development Workbook*.

### ***Formulate and refine the idea***

Focus on quality and authenticity. Plan to make sites or events come alive through interpretation or presentation. Estimate project costs and identify potential funding sources. Assess the resources in-hand and plan to obtain those necessary to the project's success. Interview other communities or organizations who have developed successful cultural heritage tourism projects; listen carefully and learn from their experiences. Consider your audiences: the community in general, the historical or preservation community and the visitors; be clear about goals for each audience. Commit to making the project the best that it can be; it may happen in incremental steps and *will* change along the way, but hold a larger vision as the true vision.

### ***Research the market—Will visitors come?***

Realistically assess the project's potential. The project should add to the tourism mix in your area, not duplicate what already exists. Is the location accessible to visitors? Assess what visitors want and expect from a project like yours. Can you meet their expectations? Consider how this project can complement other resources in or near your community. Demonstrate that the project can generate enough money to see it through construction or development and to sustain operations, marketing and maintenance expenses.

### ***Build community support***

Find the fit between the community and tourism; teamwork and shared vision are keys to any successful tourism project. Assess how the community feels about tourism. Does the project accurately reflect the community's values and heritage? Host community meetings and focus groups to share your ideas, build support and learn of the community's concerns.

### ***Invite partners and advisors to join***

Invite appropriate local and regional experts in history, architecture, preservation, industry, interpretation, tourism, economic development, finance, marketing and others to serve as board members or as advisors. Include community partners from both the public and private sector.

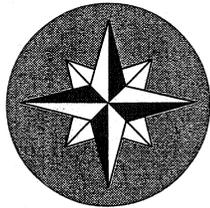
### ***Plan the project***

Determine the most appropriate organizational model, such as nonprofit, sole proprietorship, or partnership. Involve your advisors in the planning process. Write the business plan and include plans for sustainability. Forecast attendance, operating revenue, and staffing requirements. Demonstrate economic benefit and remember that financial success is critical to tourism development of any kind. Develop the fund-raising plan. Develop short- and long term marketing plans; work to keep the "attraction" in attraction.

### ***Work hard . . . and have fun!***

Implement the plans. Be patient. Stay focused. Review and revise your plans as necessary, but hold to the long-term commitment. Never forget marketing. Ask for advice when you need it. And remember that heritage preservation and tourism work together and hold the potential to make a real difference for every community.





# OUTLOOK 2000

## CULTURAL TOURISM NEWS

A Newsletter from Partners in Tourism: Culture and Commerce. Supported by the American Express Company.

### The Five Year Journey of Partners in Tourism

**Inside this issue:**

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**Also enclosed:**

***Out on the Webway!***

A resource for cultural heritage tourism Web sites.

Five years ago, the Los Angeles County Convention and Visitors Bureau created the first cultural tourism department in the country with funding from state and local arts agencies. Today, more than 50 state tourism offices, state arts agencies, and local convention and visitors bureaus have cultural heritage tourism positions. Two years ago responses to an American Express marketing campaign promoting cultural tourism in Chicago shattered all previous records and set benchmarks for public/private partnerships. This year, the Preservation Alliance of West Virginia received a grant to create heritage tourism demonstration projects throughout the state.

Cultural tourism success stories like the ones mentioned above are now quite common. It is sometimes hard to remember that it was only five years ago, at the White House Conference on Travel and Tourism, that cultural tourism was put on the national map. Since then, Partners in Tourism has been the only national coalition addressing cultural tourism from the policy and planning level. The group has successfully put *cultural tourism* on the radar screens of the tourism industry, federal agencies, and community groups. In addition, Partners has helped to build bridges between cultural and heritage tourism interests, recognizing that culture and heritage together provide a more

appealing and well-rounded visitor experience. Undoubtedly, our success is the outcome of the achievements and support from you, the cultural tourism practitioners. Partners is now entering a new phase and has begun to implement a recently crafted strategic plan. Now, it is time to examine how best we can continue to inform stakeholders of the impact and importance of cultural tourism. Our five-year anniversary presents a good opportunity to review our accomplishments and where we are headed.

**Partners Evolution**

In 1995, the White House gathered representatives of the travel industry to examine

*(Continued on page 2)*

### Share Your Heritage Update

Partners in Tourism is looking for three local co-sponsors to host cultural heritage tourism leadership training workshops in 2001. Each pilot *Share Your Heritage* workshop will be 2 ½ days long and will include presentations by national, regional and local cultural heritage tourism experts. Workshops

will be held in a retreat-like setting away from office distractions. Each workshop will include cross-discipline training, cultural heritage tourism instruction and interactive problem-solving exercises tailored to meet local needs. One of the three workshops will be a "train the trainer" workshop designed for state cultural and

heritage tourism coordinators. **The application deadline is August 31, 2000.**

***What are the responsibilities of the local co-sponsor?***

Selected co-sponsors will provide local workshop arrangements and will cover costs for meeting space, duplication of notebook materi-

*(Continued on page 5)*



## Partners in Tourism history

(Continued from page 1)

why the U.S. share of international tourism was declining. Realizing that America's culture and heritage is the primary motivator for travel to and within the United States, the federal cultural agencies and 31 national service organizations created a white paper identifying nine key issues in cultural tourism. Delegates to the White House conference also recommended regional meetings between the tourism industry, government agencies, and cultural sectors. This laid the foundation for the creation of Partners in Tourism (for a list of members, see the back page of this newsletter). With support from the federal cultural agencies and American Express, Partners organized five regional forums to initiate and advance the dialogue between policymakers and planners from the travel industry and the arts and cultural community. As a result, almost every state and territory developed action agendas for cultural tourism development.

Those action agendas became a catalyst for new partnerships, projects, and research throughout the country, creating one of the most significant changes the field has seen to date—the creation of the Cultural Tourism Alliance (CTA). Composed of cultural heritage tourism representatives at CVBs, state travel offices, and arts and heritage groups across the country, CTA further informs the work of the Partners at the national level. CTA has grown into an impressive national network of cultural tourism

professionals and will hold its third annual meeting this year in St. Louis (see calendar section, page 7).

In support of groups like CTA and other practitioners, Partners continued to seek out other national groups that had similar goals for cultural tourism. In 1998, Partners teamed up with the Travel Industry Association of America (TIA) to survey the impact of cultural and heritage activities on a traveler's length of stay. The research proved that travelers who participate in cultural activities stay longer and spend more. This research, as well as support for the travel industry's critical issues, created a strong partnership between TIA and Partners in Tourism. TIA includes a detailed cultural tourism section in its annual publication, *Tourism Works for America*, and recently cited cultural and heritage tourism as the second international marketing theme (following skiing) for boosting travel to the United States.

The Partners' work also has resonated with the federal government. Several agencies are now offering grants and programs to enhance cultural tourism, for both its economic and its social impact. As this newsletter goes to press, the Senate is reviewing a budget request from President Clinton to earmark \$4.5 million for the Tourism Industries program of the U.S. Department of Commerce in 2001 (see page 6 for more

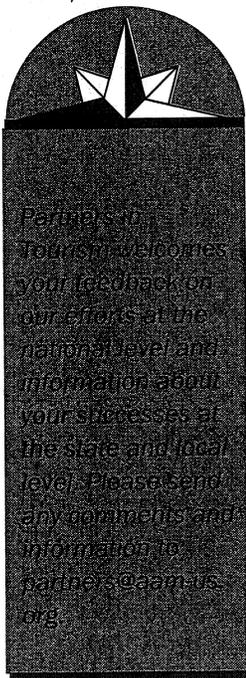
information). Recently, the Partners welcomed the Alliance of National Heritage Areas to the table, reflecting the dynamic and growing phenomenon of regional heritage development.

### Looking Ahead

Partners in Tourism has been successful because members of the group have taken the initiative to conduct projects and research on behalf of the entire coalition. For example, last year the National Trust for Historic Preservation began the *Share Your Heritage* initiative, a two-year program to develop training programs on building cultural heritage tourism partnerships funded by the NEA and American Express. The future will bring several challenges and opportunities. First, the white paper on cultural tourism needs to be updated to include the latest information on the cultural tourism industry. Second, we must continue and expand our research. And third, we can strengthen our coalition by bringing other national stakeholders to the table. Through these activities, Partners will revise its mission and vision to energize practitioners and organizations involved with cultural heritage tourism.

### Partners in Tourism Mission

Partners in Tourism strives to create sustainable places that will educate, elevate, and entertain through research, education, and advocacy.



Partners in Tourism welcomes your feedback on our efforts at the national level and information about your success at the state and local level. Please send any comments and information to [partners@am-us.org](mailto:partners@am-us.org).

## Scanning the United States

**Arizona** "Cultural Heritage Tourism: Practical Applications" is a manual for heritage sites that provides a roadmap for making cultural heritage tourism work. The manual is particularly useful for smaller institutions seeking nuts-and-bolts information about developing partnerships. It is the result of a series of meetings in towns throughout Arizona, with a team that included people from museums, the tourism sector, the state commerce department, marketing organizations, chambers of commerce, and arts groups. The first draft of the publication was disseminated to seven communities along with \$1,000 grants as a pilot program. Based on the responses from these communities, the manual will be rewritten, redesigned, and re-released in fall 2000. In addition, the Arizona History Traveler Web site (<http://azhistorytraveler.org>) has been revamped to include more museums and historic sites. *Contact:* Dan Shilling at [dan.shilling@asu.edu](mailto:dan.shilling@asu.edu) or 602-257-0335 ext. 22.

**Connecticut** The Connecticut Commission on the Arts (CCA) recently awarded 17 grants totaling \$240,300 through its Arts Partnerships for Stronger Communities initiative. The initiative supports collaborations between arts and non-arts organizations that stimulate cultural and economic activity and promote community participation in the arts. The non-arts partners include a variety of community and educational institutions, including travel and tourism bureaus, schools and universities, libraries, social service agencies, and health care facilities. One funded project, City Wide Open Studios, is a partnership between Artspace of New Haven and the Greater New Haven Convention and Visitors Bureau. It allows more than 250 local visual artists the opportunity to open their studios to the public or exhibit their work in vacant commercial spaces donated by local businesses. City-Wide

Open Studios, now in its third year, has attracted the attention of art critics and travel writers and encouraged thousands of visitors from around the region to explore New Haven and discover its cultural riches. Also, in September 2000, CCA will officially dedicate and honor Connecticut's Impressionist Art Trail (the state's Millennium Legacy Trail) with a statewide exhibit at the Old State House in Hartford. The Impressionist Art Trail represents Connecticut's distinct contribution as the birthplace of American Impressionism, connecting 10 of the state's finest museums and historic sites in nine cities and towns and six of the 11 Tourism Districts. *Contact:* An-Ming Truxes at CCA at [atruxes@ctarts.org](mailto:atruxes@ctarts.org) 860-566-4770.

**Florida** VISIT FLORIDA, the official tourism marketing agency for the state, is developing a cultural tourism marketing program. The first phase consists of producing both hardcopy and electronic guides to the cultural resources of the state. The state will be organized thematically and by eight regions, and the guides will provide an overview of resources with many links to regional information and service providers. This project is a joint effort of VISIT FLORIDA, the Florida Department of State, and a consortium of cultural and tourism agencies throughout the state. *Contact:* George Percy at [gpercy@flausa.com](mailto:gpercy@flausa.com) or 850-488-5607 ext. 322.

**Illinois** The Aurora Area Convention and Tourism Council has packaged four ethnically rich area attractions to showcase the area's African-American culture and sports heritage. The itinerary is being packaged and sold to tour operators as well as individual travelers. The participating venues include the Michael Jordan Golf Center, Walter Payton's Roundhouse Complex (attractions include a museum and a microbrewery), the African-American Heritage Museum, and the Eastern Art Arcade. *Contact:* Angela Nugent-Rudny at an-

[gela@enjoyaurora.com](mailto:gela@enjoyaurora.com) or 800-477-4369.

**Kentucky** Designated as one of the American Pathways 2000 itineraries under the theme "America's Cultural Mosaic," Kentucky Traditions is a six-day tour developed by Visi-tours, Inc. The tour introduces visitors to Kentucky's traditional music, art, events, and food, which have been woven into American pop culture. *Contact:* Michael Kleinkracht at [mikekk@ntr.net](mailto:mikekk@ntr.net) or 502-456-2774. Also, Kentucky has recently completed its first ever Cultural Heritage Tourism Strategic Plan. The strategic plan was a collaborative effort among six state agencies in Kentucky's Tourism Development Cabinet and the Education, Arts & Humanities Cabinet. It reflects the input of more than 600 individuals across the state who participated in regional forums. *Contact:* Carole Summers at [carole.summers@mail.state.ky.us](mailto:carole.summers@mail.state.ky.us) or 502-564-4930.

**New York** With support from the New York State Council on the Arts, the Arts and Business Council, Inc., has made grants to 12 state arts organizations to develop cultural tourism projects. It is the first grant program in the state designed specifically to stimulate the development of new cultural tourism efforts to attract and retain visitors. The initiative aims to stimulate local economies, generate new jobs, and renew community pride in local arts and heritage. *Contact:* Laurie La Rose at [llarose@artsandbusiness.org](mailto:llarose@artsandbusiness.org) or 212-727-7146.

**Oregon** The Portland Oregon Visitors Association is producing a series of seven cultural tour brochures in a cooperative effort with the Ore-

(Continued on page 4)

## More from around the country...

(Continued from page 3)

gon Historical Society's Folklife Center and the Oregon Convention & Visitors Services Network. Each issue highlights a different group or theme that contributes to the cultural character of Portland and the region. For example the first three brochures focus on Chinese-American, Japanese-American, and African-American heritage and culture. The next in the series, *A Walking Tour of the Cultural District*, features the arts and retail outlets in the district. The brochures are available from the city's Visitor Information Center and were designed as a sales tool to attract meetings and conventions as well as leisure visitors to Portland. **Contact:** Barbara Steinfeld at [barbara@pova.com](mailto:barbara@pova.com) or 503-275-9778.

**South Carolina** The first of several Discovery Centers celebrating the state's National Heritage Corridor is scheduled to open in the spring. The centers will provide visitors with information on attractions and events in the area. Various agencies and private groups are working with the National Park Service to develop the African American Gullah-Geechee Trail that will extend from Georgetown, South Carolina to Saint Augustine, Florida. In addition, the Arts Commission and the Department of Parks, Recreation and Tourism are collaborating on a folklife survey in anticipation of South Carolina's participation in the Smithsonian Folklife Festival. **Contact:** Joan Davis at [jdavis@prt.state.sc.us](mailto:jdavis@prt.state.sc.us) or 803-734-1654.

**Texas** "Uniquely Texas: A Lone Star Look at Cultural and Heritage Tourism" was released last month to the tourism industry and cultural community to educate and excite organizations about the possibilities of cultural tourism. It is a collaborative project of the Texas Association of Museums, Texas Commission on the Arts, Texas

Historical Commission, and the Texas Travel Industry Association. The first part of the video explores the rich cultural and heritage diversity of the state; the second provides guidance on how to forge partnerships so that organizations can fully participate in the growing segment of tourism. To read more about the video and supplemental materials, visit [www.uniquelytexas.org](http://www.uniquelytexas.org). Also, in the April edition of *Texas Monthly*, the state arts council sponsored a cultural tourism advertising section that was the magazine's largest advertorial to date. Many arts and cultural organizations took advantage of the opportunity to advertise and share information about their programs. **Contact:** Gaye McElwain at [gmcElwain@arts.state.tx.us](mailto:gmcElwain@arts.state.tx.us) or 512-463-5535.

**Virginia** In March 2000, the Virginia Foundation for the Humanities (VFH) awarded a total of 31 grants to assist Virginia organiza-

tions in their efforts to research and interpret sites related to African-American history in the state. The funds, provided by the state legislature, will support the African-American Heritage Trails Initiative, a partnership between the VFH and the Virginia Tourism Corporation. The initiative seeks to blend education and research on African-American history with economic development. In conjunction with the initiative, VFH is creating a database of African-American historic sites that already includes over 290 sites. **Contact:** Teresa Dowell-Best at [td2k@virginia.edu](mailto:td2k@virginia.edu) or 804-924-3296. Also in Virginia, the Highland Cultural Coalition is working to develop heritage tourism trails in rural western part of the state. **Contact:** Anna Fariello at [fariello@vt.edu](mailto:fariello@vt.edu).

**Washington, D.C.** In June, the DC Heritage Tourism Coalition inaugurated "Beyond the Monuments," a program to encourage visitors to the capital city to

see the "real" Washington. A free map emphasizes the areas away from federal Washington, and guide cards for each of nine neighborhoods entice tourists to go beyond the familiar sights to see historic gardens, visit house museums, and dine at ethnic restaurants. The maps and cards will be available at Metro stations and the District's visitors center in the Ronald Reagan Building. All the self-guided tours are free, and each begins at a Metro station or bus stop so that out-of-towners can find their way easily. **Contact:** DC Heritage Tourism Coalition at 202-661-7581.

**Wyoming** In partnership with the Wyoming Business Council's Division of Tourism and Travel, the Wyoming Arts Council has created the Wyoming Studio Map, a guide to the working studios of painters, weavers, potters, jewelers, and other artists that make up the state's creative community. The Studio Map, available at [http://commerce.state.wy.us/cr/arts/studio\\_map.htm](http://commerce.state.wy.us/cr/arts/studio_map.htm), is a guide of 35 juror-selected artists and includes a map indicating cultural sites and events happening in the state throughout the year. The Studio Map made its debut in 1999 with distribution through the five state tourism visitor centers, city chambers of commerce, the state capitol building, and a number of cultural institutions. Sinclair Oil Corporation, the project's major sponsor distributes the map at its gas stations throughout the state. **Contact:** Liliane Francuz at [lfranc@missc.state.wy.us](mailto:lfranc@missc.state.wy.us) or 307-777-7742.

### Do You Have News?

What's happening in your state with cultural heritage tourism? Drop us a line at [partners@aam-us.org](mailto:partners@aam-us.org) or call 202-218-7719 to give us a report!

## Share Your Heritage

(Continued from page 1)

als, and food and lodging for participants and speakers. Local co-sponsors can provide either in-kind or cash match to cover the local cost share, which is estimated to be \$12,500. Additional details and a sample co-sponsor budget are available in the complete application materials.

### *What is provided by the national Share Your Heritage Program?*

The *Share Your Heritage* program will provide a coordinator and the national faculty for each workshop. In addition, the *Share Your Heritage* program will prepare a master copy of the workshop notebook, which will include materials developed through the *Share Your Heritage* initiative that have been tailored for each workshop.

### *Who is eligible to attend a Share Your Heritage workshop?*

Each *Share Your Heritage* workshop will accommodate up to 30 participants representing a multidisciplinary team working together on a cultural heritage tourism project. The local



co-sponsor will work with the national *Share Your Heritage* coordinators to develop a targeted invitation list for each workshop consisting of community, regional and/or state leaders. Participants are responsible for covering their transportation costs to and from the meeting. Costs for registration, food and lodging at the workshop are covered by the local co-sponsor.

co-sponsor will work with the national *Share Your Heritage* coordinators to develop a targeted invitation list for each workshop consisting of community, regional and/or state leaders. Participants are responsible for covering their transportation costs to and from the meeting. Costs for registration, food and lodging at the workshop are covered by the local co-sponsor.

### *What criteria will be used to select the local co-sponsors?*

Partners in Tourism is looking for local co-sponsors that represent diverse geographic areas and programmatic issues for cultural heritage tourism. Selected co-sponsors must demonstrate an ability to meet all the responsibilities outlined in the application guidelines. A key criteria will be the timeliness of offering a *Share Your Heritage* workshop in 2001 (i.e. the anticipated impact that the workshop will have).

### *How do I get the complete application to become a local co-sponsor?*

Applications can be downloaded at [www.nasaa-arts.org](http://www.nasaa-arts.org). Application materials can also be obtained by calling (303) 623-1504 or sending an e-mail request to [verna\\_romero@nthp.org](mailto:verna_romero@nthp.org).

## BEST Practices in Sustainable Tourism

For the past several years, issues surrounding sustainable tourism have been attracting more attention from the travel and tourism industry as well as from the increasingly sophisticated traveler. The study that Partners in Tourism conducted and research from numerous other groups show that both business and leisure travelers are choosing experiences that connect them to the human community and natural environment.

As a result, there is stiff competition in the travel industry, worldwide, to offer authentic, meaningful experiences to the traveler.

To assist businesses in the travel industry, The Conference Board, the world's leading business membership and research network, has teamed up with the World Travel and Tourism Council to sponsor BEST (Business Enterprises for Sustainable Development). This initiative encourages tourism businesses to incorporate sustainable practices into their core function. BEST aims to stimulate the travel industry and travel-

ers to invest in the most valuable business assets—the environment, people, culture, and heritage of travel destinations. By enhancing the sustainability of communities to which people travel, companies are achieving their business objectives, promoting social and economic prosperity, and responding to demands from travelers for added value in their experiences.

Over the next two years, BEST will perform research on best practices in sustainable tourism, publish a business case for such practices, survey consumers, and convene leadership meetings to build consensus on sustainable practices. BEST will work also with community foundations in popular travel destinations to explore how travel-related businesses can maximize mutual benefits for their communities and for travelers. The first BEST Practice profile was on the Lindblad Expeditions to the Galapagos Islands. It reveals how one tour

operator is preserving a destination's natural assets, improving relations with local governments, attracting and retaining loyal employees and customers, and tapping into travelers' philanthropic impulses.

For more information on BEST and the Lindblad Expeditions, visit [www.sustainabletravel.org](http://www.sustainabletravel.org) or call 212-339-0393. Also, refer to the article, "Six Keys to Sustainable Tourism," that appeared in *Outlook for 1999: Cultural Tourism News*. It can be viewed at [www.nasaa-arts.org/new/nasaa/artworks/pubs.shtml](http://www.nasaa-arts.org/new/nasaa/artworks/pubs.shtml).

### Facotoid

**In New England, the Creative Cluster—those enterprises and individuals that directly and indirectly produce cultural products—is growing faster than the rest of the economy, by a rate of 14 percent compared to 8 percent in New England overall (1993-1997).**

Source: *The Role of the Arts and Culture in New England's Competitiveness*, June 2000.

## Washington Buzz

### American Pathways

In May, the Department of Commerce's Tourism Industries (TI) unveiled 27 new tour itineraries to be added to American Pathways. The program now totals 101 tours. The designated itineraries fit into one of the following themes: From Sea to Shining Sea, I Have a Dream, Lady Liberty, and Cultural Mosaic, and the new theme for this round, "Food for the Soul." *Information:* [www.americanpathways.com](http://www.americanpathways.com).

### Arts and Rural Community Assistance Initiative

The National Endowment for the Arts (NEA) and the Forest Service (FS) have completed the fourth round of their Arts and Rural Community Assistance Initiative. Ten states in the Forest Service's Rocky Mountain, Intermountain, and Northern regions plus six ArtsREACH states in the South were eligible this year. The agencies awarded 23 grants for a total of \$300,000. Several of the grants were for cultural tourism development projects. The initiative will continue in FY01. This special grant program supports arts-based rural community development projects that occur within 100 miles of a national forest or grassland. A decision on which other states will be eligible in FY 01 is expected by September with guidelines available in December or January for a spring application deadline. *Information:* [www.arts.endow.gov/partner/Rural.html](http://www.arts.endow.gov/partner/Rural.html).

### National Council of Attractions (NCA)

NCA's 2000 Learning Workshop Series offers five seminars that provide relevant educational programming to the attractions industry. Each session is conducted by a professional who has expertise in attraction marketing. Topics include partnerships, customer mapping, attrac-

tion advocacy, creating the total visitor experience, and consumer research. Hosting a workshop costs is \$200 plus expenses for the speaker. Established in 1976, NCA provides a forum within TIA for attraction professionals to address issues concerning America's attractions industry. *Information:* [www/tia.org/National\\_Councils](http://www.tia.org/National_Councils) or email Sarah Doud at [sdoud@tia.org](mailto:sdoud@tia.org) or 202-408-8422.

### Natural Resources Conservation Service (NRCS)

The Department of Agriculture's NRCS is developing an "Alternative Enterprise and Agritourism: Farming for Profit and Sustainability" toolkit that will include fact sheets, resource contacts, publications, and videos. The kit will assist field staff, rural communities, community-based organizations, and others in helping farmers, ranchers, and home-based businesses develop alternative enterprise, agritourism, and cultural heritage tourism activities on their land or in their communities. *Information:* [www.nhq.nrcs.usda.gov/RESS/econ/ressd.htm](http://www.nhq.nrcs.usda.gov/RESS/econ/ressd.htm).

### Tourism Industries

As mentioned previously in this newsletter, the Senate is voting on a bill that includes a request from President Clinton for \$4.5 million for TI within the Department of Commerce. The funds include a Cultural Heritage Tourism Community Development Initiative to establish 10 pilot community programs that would serve as models for developing and growing export capabilities through cultural heritage tour-

ism. The international markets selected as targets for the initiative are Germany and the United Kingdom as research proves that travelers from these two markets had consistently higher participation levels in cultural-heritage-related activities than other overseas travelers. The request also includes funds to conduct overall inbound tourism research as well as the create a Travel and Tourism Satellite Account. *Information:* <http://tinet.ita.doc.gov/das/qanda.html>. *As we go to press, the Senate has allocated \$500,000 in the CJS Appropriations Bill for the Initiative. There is a possibility for an increase in the funds either on the Senate floor or in conference.*

### Travel Industry Association of America

TIA's *Summer 2000 Travelometer* forecasts a 3-percent increase in summer trips taken by Americans this year. Going to the beach or a lake continues to be the number one summer activity for travelers, with 79 percent planning on doing so, up three points from last year. While interest in most activities increased over last year, the sharpest increase this summer will be in Americans attending cultural events (up eight points over last year to 45 percent). Visiting historic sites was cited by 44 percent of those surveyed. Also, TIA's new international marketing plan calls for a print advertising campaign in the United Kingdom and Japan that communicates the diversity and affordability of the United States. The first campaign, planned for fall 2000, will promote skiing while the second campaign, planned for spring 2001, will promote America's rich cultural heritage. *Information:* [www.tia.org](http://www.tia.org).



## Publication of Interest:

Tourism Works for America  
2000  
A Study by the Tourism Industries of the Department of Commerce



Tourism Works for America tells the story of the entire tourism industry. It includes concisely written statistical and trend information for all segments the U.S. travel and tourism industry.

*Price:* \$15 (discount on bulk quantities available).

*To order:* visit [www.tia.org](http://www.tia.org) or call 202-408-8422.

## All Aboard The Mobile Classroom

A 45-foot custom coach is being used as a Mobile Classroom for a 26-city tour to educate people about the benefits of travel and tourism, both economically and culturally. The coach will make stops at a travel business and/or local school as part of a non-profit job fair, school event, or other community event. Featuring a video series, the Mobile Classroom is designed to educate young people and the general public about the benefits of tourism and the many exciting career opportunities that are available within the industry.

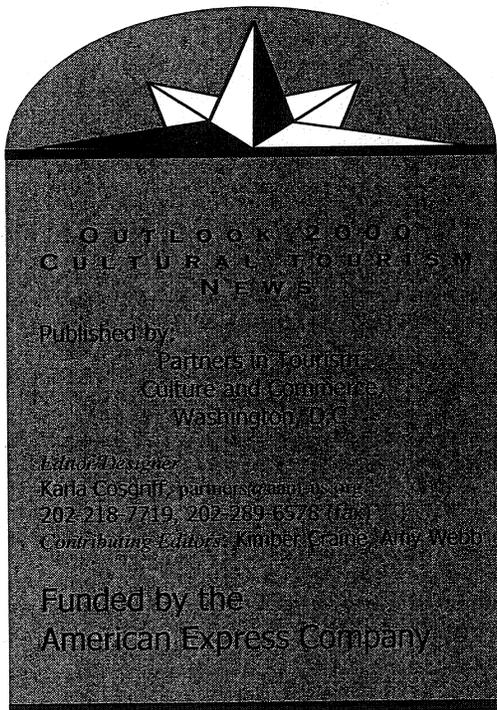
The Mobile Classroom Tour America 2000, is a program of the Travel and Tourism Institute of the Hogan Family Foundation and was produced in conjunction with Loyola Marymount University in Los Angeles. The Hogan Family Foundation aims to educate communities about the impact their travel businesses have on the global economy and how tourism can contribute to greater cultural understanding and exchange.

For more information on the Mobile Classroom visit [http://www.hoganfoundation.org/travel\\_tourism/mobile.htm](http://www.hoganfoundation.org/travel_tourism/mobile.htm) or call 805-744-6226.



### Noteables

- ⇒ **Everyone is invited to join the new listserv for cultural tourism, started by the Partners in Tourism. The goal of the listserv is to create an on-line forum for the exchange of information about cultural tourism initiatives and opportunities. This includes sharing information on marketing plans, funding opportunities, best practices, case studies, economic impact studies, visitor profiles, partnerships, and employment opportunities related to cultural tourism. We also encourage you to use this list to request assistance and ideas from your colleagues. To subscribe, send a blank message to [PartnersinTourism-subscribe@listbot.com](mailto:PartnersinTourism-subscribe@listbot.com) (Note: that's Partner-sinTourism, all one word). To post a message to the list, send an e-mail with text to: [partnersintourism@listbot.com](mailto:partnersintourism@listbot.com). Please tell your colleagues about this new resource!**
  
- ⇒ **Recently, you should have received a survey on cultural heritage tourism in the United States from the Tisch Center for Hospitality, Tourism, and Travel Administration of New York University. The survey is being conducted in cooperation with Leslie Doggett, Deputy Assistant Secretary for Tourism Industries and Bob Gilbert, Director Hospitality at the Sales Marketing Association International. The results of the survey will be published in HSMIA magazine as well as on one of the Partners in Tourism Web sites. Please take a moment to fill out the survey and return it to the director of the Tisch Center, Sharr Prohaska. If you have any questions, please e-mail [sp27@is5.nyu.edu](mailto:sp27@is5.nyu.edu) or call (212) 998-9109.**



Partners in Tourism is a coalition among nine national service organizations and four federal agencies. Representing a broad spectrum of arts, humanities, heritage, and tourism organizations throughout the country, the Partners' purpose is to advance the role of culture and heritage and national, state and local travel and tourism policy and practice, resulting in sustainable places that will educate, elevate, and entertain the visitor. The national partners include: Alliance for National Heritage Areas, American Association of Museums, Americans for the Arts, Cultural Tourism Alliance, Federation of State Humanities Councils, National Assembly of State Arts Agencies, National Association for African-American Heritage Preservation, National Conference of State Historic Preservation Officers, National Trust for Historic Preservation. The federal partners include National Endowment for the Arts, National Endowment for the Humanities, Institute for Museum and Library Services, and the Presidents Committee on the Arts and the Humanities.

**Do you have news to share? Do you want to receive information?**

Does your state have a statewide cultural tourism plan? Do you have new information to share with us about what your organization is doing with cultural tourism? Email us at [partners@aam-us.org](mailto:partners@aam-us.org) or call 202-218-7719.

**Partners in Tourism:  
Culture and Commerce**

c/o AAM  
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# Experiences and Benefits: A Heritage Tourism Development Model



USDA Forest Service · July 1997



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NATIONAL TRUST FOR HISTORIC PRESERVATION



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# HERITAGE TOURISM

## Resource Manual

Compiled by the

Heritage Tourism Program

of the

National Trust for Historic Preservation  
910 16th Street, Suite 1100  
Denver, CO 80202  
(303) 623-1504

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1998

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# Principles for Sustainable Tourism <sup>2015</sup>

As an officially designated Heritage Resource, we recognize and support a sustainable approach to tourism in Lancaster County.

**We endorse** the following *Principles for Sustainable Tourism* as the foundation for maintaining a balance between the economic benefits of tourism and the preservation of our natural and cultural heritage:

- The natural and cultural environment has an intrinsic value, and its protection and preservation is essential to the long-term success and viability of tourism in Lancaster County.
- The relationship between tourism and the environment, both natural and cultural, must be managed so that it is sustainable in the long term. Tourism should enhance and complement the unique natural and cultural features of Lancaster County.
- Tourism activities should respect and accurately reflect the scale, nature, and character of Lancaster County's unique places.
- Carrying capacity should be a prime consideration in managing and protecting the natural and cultural heritage of Lancaster County.
- A balance should be sought between the needs of the visitor, the place, and the residents of Lancaster County.
- Tourism should communicate appropriate cultural and environmental sensitivity.
- Local involvement in sustainable tourism planning processes is essential to promoting harmony between tourism and the residents of Lancaster County.

**We support** these *Principles* by:

- Providing a high-quality educational and recreational experience for the visitor by adhering to the Authenticity Guidelines and Heritage Resource Criteria established by Lancaster County Heritage.
- Promoting the purchase of authentic, locally produced items.
- Promoting the sale of products and services which demonstrate local social, cultural, and environmental sensitivity.
- Encouraging and supporting agricultural, historic, and natural preservation efforts in the County.
- Communicating cultural and environmental sensitivity to visitors through appropriate promotional and orientation materials.
- Supporting tourism activities which enhance the natural and cultural environment.
- Participating in local tourism planning processes and activities which include all interests in the community.



# AUTHENTIC HERITAGE TOURISM IN LANCASTER COUNTY, PENNSYLVANIA

Scott Standish, Deputy Director for Long Range Planning  
Lancaster County Planning Commission

In 1994, Lancaster County, Pennsylvania, started a heritage tourism program that was one of the four pilot projects of the Pennsylvania Heritage Tourism Initiative. Through its participation, the county created a community-based strategy which strives to balance the preservation of heritage resources with the economic benefits of sustainable tourism. With the growing popularity of heritage tourism, many sites in the county are beginning to promote themselves as "heritage attractions" to increase visitation. In reality, however, some of the these attractions may not be authentic in their interpretation or physical presentation. To address these concerns, the Lancaster County Heritage Tourism Advisory Committee established clear guidelines and criteria for authenticity which must be met in order to be designated as an official heritage site, service, or event.

The specific objectives of the guidelines and criteria are to:

- help visitors find authentic heritage resources throughout the county;
- to encourage heritage resource managers to strive for higher standards of preservation, interpretation, and accessibility; and
- to assist them in meeting those standards; and to provide a framework for overall heritage development in Lancaster

To provide identity for the program and to act as a "seal of approval," officially designated heritage resources are encouraged to display a Lancaster County Heritage logo at their sites as well as in all promotional materials. The use of the logo at the sites helps visitors identify places where they can be assured of obtaining an authentic and high-quality experience.

## AUTHENTICITY GUIDELINES

©1999 Lancaster County Heritage

*Note: Italicized terms are defined at the end of this article.*

### PURPOSE

The purpose of the Authenticity Guidelines and Heritage Resource Criteria is to assist Lancaster County Heritage in identifying sites, services and events that authentically convey the *heritage* of Lancaster County.

### HERITAGE RESOURCE CRITERIA

#### Heritage Site

*Heritage Sites* are the central features of the program. For that reason, it is imperative that they function primarily to educate the public about the local heritage. In order to qualify as a *Heritage Site*, a facility must provide a substantial amount of *authentic interpretation* above and beyond a simple statement

#### Heritage Site

- Must meet the definition of an *authentic resource*.

- Must provide *authentic interpretation* specific to that site.
- Must be open with *regular, established hours*.

#### Museum

- Must provide *authentic interpretation* that directly relates to local heritage.
- Must be open with *regular, established hours*.

#### Heritage Service

*Heritage Services* play a supporting role in the program. They are not specifically designed to educate the public about local heritage, but they have authentic features which qualify them for recognition in the program. Since education is not the primary focus of these facilities, it is important that they provide an experience which is unmistakably linked to local heritage.

#### Research Facility

- Must promote scholarship which directly relates to local heritage
- Must be open with *regular, established hours*.

#### Tour

- Must provide authentic interpretation of local heritage.
- Must offer tour guides on a regular basis (at least once per month in season) **or** provide interpretive materials at an easily accessible public location

#### Lodging

- Must meet the definition of an *authentic resource*.
- Must provide *authentic interpretation* of local heritage.

This interpretation must carefully outline how the building changed over time, and the role that it played in the history of the surrounding community. If the building was designed for a purpose other than temporary lodging, its original use must be clearly explained.

- If a *theme* is used, this theme must show a clear relationship to local heritage. If the theme conflicts with the original use of the building, the difference between the two purposes must be clearly explained.

#### Dining

- Must meet the definition of an *authentic resource*.
- Must provide *authentic interpretation* of local heritage.

This interpretation must carefully outline how the building changed over time, and the role that it played in the history of the surrounding community. If the building was designed for a purpose other than dining, its original use must be clearly explained.

- If a *theme* is used, this theme must show a clear relationship to local heritage. If the theme conflicts with the original use of the building, the difference between the two purposes must be clearly explained.

#### Heritage Event

*Heritage Events* support the program by making local heritage come alive. They give the public the opportunity to

directly participate in the learning process. These events do not need to take place at an *Historic Site*, but they must result in better understanding of local heritage. To qualify as a *Traditional Event*, an event must be considered a natural and integral part of community life. All staged events are classified as *Interpretive Events*, because they are intentionally designed to inform and entertain the public.

#### **Traditional**

- Must be a commonplace activity whose importance is widely recognized by the geographic, social or cultural community that it represents.
- Must demonstrate a clear relationship to local heritage.

#### **Interpretive**

- Must focus primarily on educating the public about local heritage.
- Must be promoted in a manner that emphasizes local heritage
- Must clearly indicate the historic time period, season of the year and location which are being interpreted.
- Must take place at regularly scheduled intervals at least once per year. One-time events may be considered for approval, but the Resources Subcommittee must be given the opportunity to review them at least two months prior to the event.

### **DEFINITIONS**

**Authentic Interpretation:** Organized information that reflects a region's heritage through an accurate, objective and culturally sensitive portrayal of people, sites, services or events. The presentation of this information must not sacrifice historical accuracy or inclusiveness for the sake of entertainment or popularity. This information must be made easily accessible to visitors through signage, printed materials or other media, exhibits or tours.

**Authentic Resource:** A site, service or event which reflects a region's heritage by retaining features which existed during its *period of significance* and by demonstrating an association with historic events, persons, architecture, engineering or technology. It is not necessary for a site, service or event to retain all of the features which it had during its *period of significance*, but it must retain enough of these features to present a clear picture of local heritage.

- For an *Historic Site*, evidence of authenticity is strengthened by listing on or eligibility for listing on the National Register of Historic Places, the Lancaster County Historic Sites Register or any municipal list of historic sites.

- For a *Museum*, evidence of authenticity is strengthened by interpretation which meets professional curatorial standards. Collections that are not displayed in an interpreted historic building must have sufficiently detailed interpretation to convey a strong sense of local heritage.

**Collection:** A set of artifacts or objects which are acquired and preserved because of their value as examples, as reference material, or as objects of aesthetic or educational importance.

**Dining:** An historic restaurant, café or tavern.

**Heritage:** A legacy passed down from preceding generations. This legacy encompasses physical features and the cultural perspectives that define them. Elements of this inheri-

tance include natural features, landscapes, history, culture, art, architecture, religion, folklore and other social systems.

**Heritage Event:** One of the three types of *Heritage Resources*. There are two subcategories:

- *Interpretive:* A staged activity that is designed to be educational. This includes activities such as craft demonstrations, first-person reenactments, dramatizations and living history.

- *Traditional:* A commonplace activity whose importance is widely recognized by the geographic, social or cultural community that it represents.

**Heritage Service:** One of the three categories of *Heritage Resources*. This category is composed of four subcategories: *Research Facility, Tour, Lodging* and *Dining*.

**Heritage Site:** One of the three categories of *Heritage Resources*. This category is composed of two subcategories: *Historic Sites* and *Museums*.

**Historic Site:** A place (such as a landscape, streetscape, building or structure) which has played a first-hand role in the region's heritage. If any feature of this place has been moved from its original location or has been reconstructed, this change must be explained.

**Lodging:** An historic bed & breakfast, inn or hotel.

**Museum:** A gallery-based institution that maintains exhibits, displays or collections.

**Period of Significance:** The span of time that has made the greatest contribution to the historical importance of a resource. In most cases, the physical features of a *Heritage Site* or *Heritage Service* should draw attention to that era.

**Regular, Established Hours:** A schedule of appointed times when a *Heritage Resource* is open to the public. Seasonal hours are acceptable, as long as the resource is open at least once per week for three months of the year. One-time events are excluded from this requirement.

**Research Facility:** An institution whose primary purpose is to promote scholarship about local heritage. These institutions often provide archival information, historical documents and research assistance.

**Theme:** A recurrent, coordinated motif which intentionally creates an atmosphere of a specific place, time, activity, or culture. This motif is often expressed through a combination of cuisine, décor, and printed materials.

**Tour:** A guided experience or self-guided brochure whose primary purpose is to educate the public about local heritage. These experiences or brochures often feature a specific walking, biking or driving route.

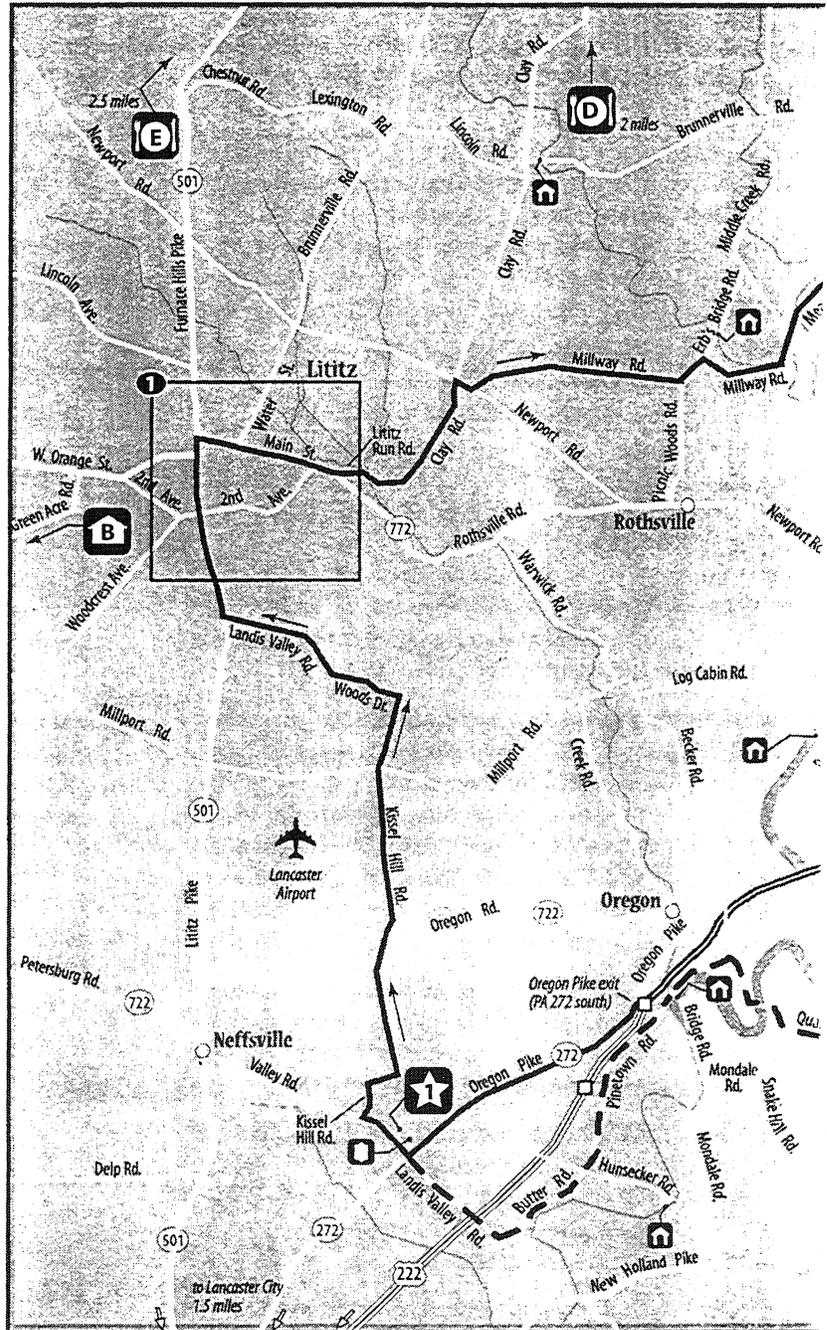
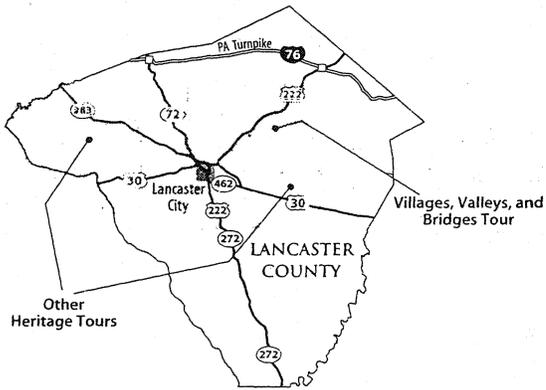
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For more information please contact Scott W. Standish, Deputy Director for Long-Range Planning and Coordinator for the Lancaster County Heritage Partnership, or Kip Van Blarcom, Senior Planner, at the Lancaster County Planning Commission, 50 North Duke Street, PO Box 83480, Lancaster PA 17608-3480; 717/299-8333; email: standish@co.lancaster.pa.us

LANCASTER COUNTY  
HERITAGE  
AUTO TOUR

# Villages, Valleys

## LANCASTER COUNTY



### LEGEND

#### Heritage Resources

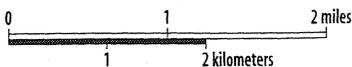
- Site
- Dining
- Lodging
- Interpretive Facility/ Operation

#### Heritage Route

#### Alternate Route

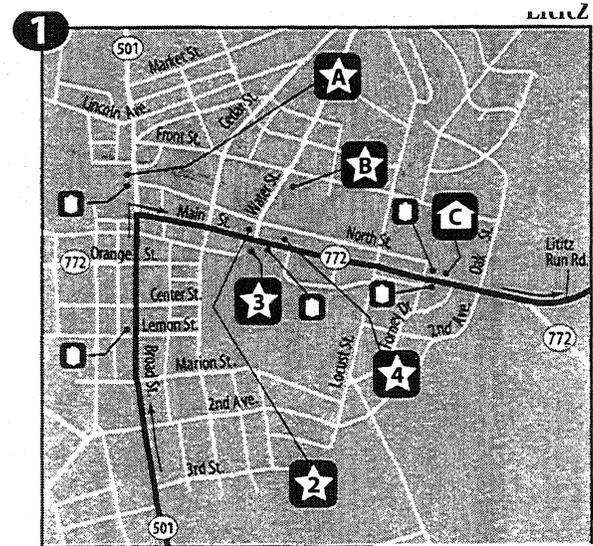
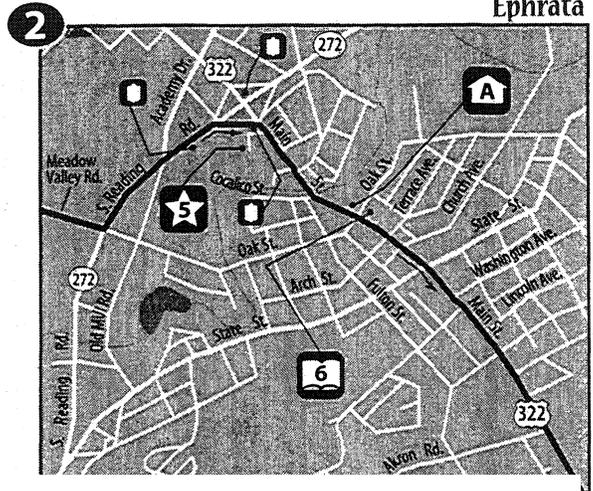
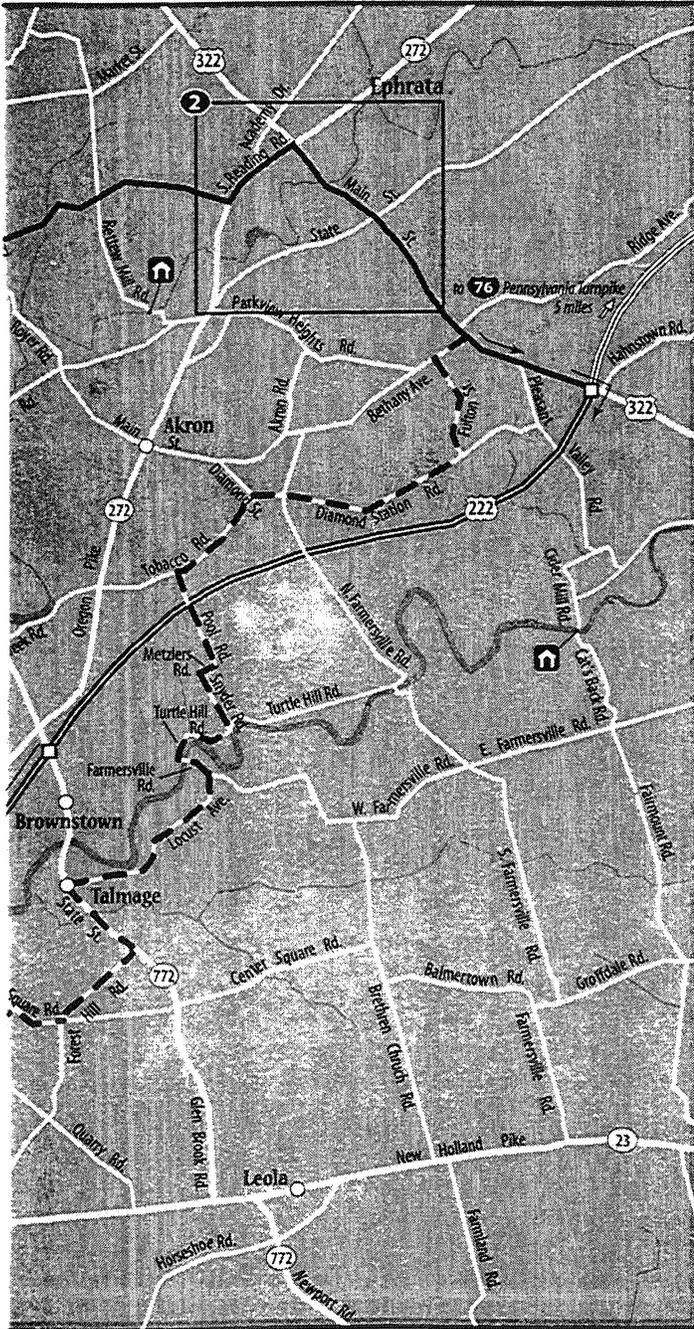
#### Passenger Railroad (Amtrak)

- Interstate Highway
- U.S. Highway
- State Highway
- County Park
- Information
- Covered Bridge
- Historic Bridge
- Historical Marker
- Overlook
- Railroad Station



# and Bridges

## PENNSYLVANIA



Pennsylvania  
Memories last a lifetime.™

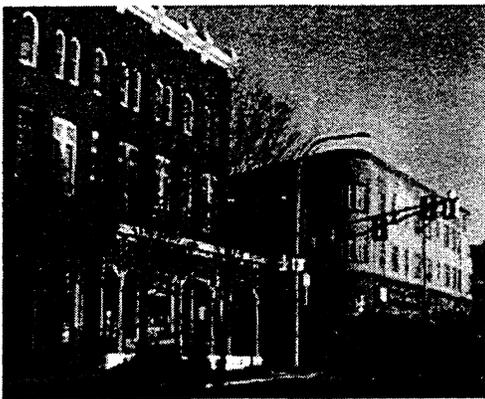
## Directions

Begin at **★Landis Valley Museum**,  
Landis Valley Rd, just W of Oregon  
Pike (PA Rte 272)  
R on Kissel Hill Rd  
R on Millport Rd (just briefly)  
immediate L on Kissel Hill Rd  
(same direction as before)  
L on Woods Dr  
at fork, bear R on Landis Valley Rd  
R on Lititz Pike/Broad St  
(PA Rte 501 N)  
R on Main St (PA Rte 772 E) to

**★Lititz Museum and  
Johannes Mueller House** (on L)  
**★Lititz Moravian Church,  
Archives, and Museum** (on R), and  
**★Sturgis Pretzel House** (on L)

at fork, bear L on Lititz Run Rd  
L on Clay Rd  
R on Newport Rd (briefly)  
L on Millway Rd  
L on Erbs Bridge Rd  
R on Millway Rd  
L on Meadow Valley Rd  
L on Reading Rd (PA Rte 272 N)  
R on exit for US Rte 322 E  
at end of ramp, R on Main St  
(US Rte 322 E) to

**★Ephrata Cloister** (immediate R after exit) and  
**Historical Society of  
the Cocalico Valley** (on L)  
R on entrance ramp for US Rte 222 S  
(four-lane bypass)  
R on exit for Oregon Pike  
at end of ramp, L on Oregon Pike  
(PA Rte 272 S)  
R on Landis Valley Rd to  
**Landis Valley Museum**



*Downtown Ephrata*



**Landis Valley Museum** 717-569-0401  
Landis Valley Rd,  
W of PA Rte 272 (Oregon Pike)  
N of Lancaster City

This museum complex interprets rural Pennsylvania German heritage. It is centered around an historic crossroads village which includes buildings moved there from other sites. Farms on the site are farmed by historic methods. Heirloom plants and historical breeds of cattle are featured here. This site is administered by the Pennsylvania Historical and Museum Commission (PHMC).  
*Open Mar-Dec: Mon-Sat, 9 am-5 pm; Sun, 12 noon-5 pm. Admission.*



1

**Lititz Borough** was founded by Moravians in 1754. Count Zinzendorf, a Moravian leader, named Lititz for a community in Bohemia (now the Czech Republic). Before the community was opened to outsiders, non-Moravians lived in the adjacent village of Warwick, which later became a part of the borough.



**Lititz Museum  
and Johannes Mueller House** 717-627-4636  
137-145 E Main St  
Lititz

The 1792 Mueller House is interpreted as the residence of an 18th-century Moravian Church member. The Lititz Museum, which traces the development of the Lititz settlement, is housed in the adjoining Shropp House. Both of these museums are properties of the Lititz Historical Foundation.

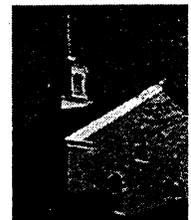
*Open May-October: Mon-Sat, 10 am-4 pm. Admission.*



**Lititz Moravian Church,  
Archives, and Museum** 717-626-8515  
E Main St (Church Square)  
Lititz

The present church was built in 1787 on the site of an earlier building. The archives and museum building was built in 1908 as the Moravian Home for Aged Women. The museum features documents, furniture, and other objects from the early days of the Lititz settlement.

*Open May-September: Sat, 10 am-4 pm. Admission for guided tour.*



**Sturgis Pretzel House** 717-626-4354  
219 E Main St  
Lititz

In 1861, Julius Sturgis opened the United States' first commercial pretzel bakery in this stone house, which was built in 1784. Tours of the house explain the history of pretzel baking, and give visitors the chance to twist their own pretzels.

*Open Mon-Sat, 9 am-5 pm. Admission.*



2

**Ephrata Borough** was started in about 1732 by the Religious Society of Seventh-Day German Baptists, whose leader was Conrad Beissel. The settlement was built along an important Native American path, which was also known as the Paxton Road (now Main Street). It connected the Delaware River (near Philadelphia) with the Susquehanna River at Harrisburg.



# ays, and Bridges

## Heritage Lodging & Dining

- 5** Ephrata Cloister 717-733-6600  
US Rte 322 & PA Rte 272  
Ephrata

A communal society called the Seventh-Day German Baptists built this complex in the 1730s. This community of religious celibates wrote music, printed books, and produced traditional German artwork called Fraktur. Several of the buildings have been restored and interpreted. The site, which is a National Historic Landmark, is administered by the Pennsylvania Historical and Museum Commission (PHMC).  
*Open Tue-Sat, 9 am-5 pm; Sun, 12 noon-5 pm. Also open Mon, Mar-Dec. Admission.*



- 6** Historical Society 717-733-1616  
of the Cocalico Valley  
249 W Main St (US Rte 322)  
Ephrata

This site, which includes a museum and library, is housed in an Italianate building known as the Moore Connell Mansion. The society collects, preserves, and interprets materials related to the history and development of the Cocalico Valley area. The museum houses historic objects and pieces of furniture which were made and used locally.  
*Open Mon, Wed, Thu, 9:30 am-6 pm; Sat, 8:30 am-5 pm. No charge for museum; fee for non-member use of library; students free.*



### Alternate Route: The Conestoga Valley

This route features the landscapes which have made Lancaster County famous: farmland, rolling hills, creeks, covered bridges, and historic buildings. It winds its way along country roads which roughly parallel the Conestoga River. Many of the first Europeans to settle in Lancaster County (Swiss, German, and French) settled in this valley. Rejoin the main tour route at the Landis Valley Museum.

### Nearby and Noteworthy

- A** Wilbur Chocolate 717-626-3249  
Candy Americana Museum  
46-48 N Broad St (PA Rte 501)  
Lititz

Wilbur Chocolate Company began in Philadelphia in 1884, and occupied this Lititz facility in 1930. The museum contains objects which relate to the history of candymaking. Visitors can watch as candy is made in a kitchen at the front of the building.  
*Open Mon-Sat, 10 am-5 pm. No charge.*



- B** Heritage Map Museum 717-626-5002  
55 N Water St  
Lititz

Hundreds of original 15th-19th century antique maps are displayed in this one-of-a-kind museum. A rich display of maps from Lancaster County and all parts of the world provides a unique experience of history, science, geography, and cosmography.  
*Open Mon-Sat, 10 am-5 pm. Admission.*



- A** The 1777 House (at Doneckers)  
301 W Main St 717-738-9502  
Ephrata

- B** Spahr's Century Farm  
192 Green Acre Rd 717-627-2185  
W of Lititz

- C** The Carter Run Inn  
511 E Main St 717-626-8807  
Lititz

- D** Wahtney's Inn  
2415 W Main St 717-733-2014  
W of Ephrata

- E** The Brickerville House  
Rtes 501 & 322 717-626-0377  
N of Lititz



*Downtown Lititz*

### Credits

**Pennsylvania Heritage Tourism Initiative:**  
Sponsored by the Pennsylvania Historical and Museum Commission in partnership with the Center for Rural Pennsylvania, Pennsylvania Office of Travel, Tourism, and Film Promotion, and the Pennsylvania Heritage Parks Program.

For more information, please contact the program's local partners:

Lancaster County Heritage  
c/o Lancaster County Planning Commission  
50 North Duke St  
Box 83480  
Lancaster, PA 17608-3480  
717-299-8333

PA Dutch Convention & Visitors Bureau  
501 Greenfield Rd  
Lancaster, PA 17601  
717-299-8901

## DRAFT

### **Heritage and Cultural Tourism: How to use your land legacy to benefit the public and boost your bottom line.**

**Purpose:** This paper provides guidance to private land owners or rural communities who are pursuing interests in developing heritage tourism site(s). The paper addresses definitions, benefits, criteria, and guidelines for a heritage enterprise or attraction. Sources of additional information and sources of funds are also provided. This paper is based upon information taken from other fact sheets, and reports obtained from Heritage Tourism, National Trust for Historic Preservation, 1032 Hawthorn Avenue, Boulder, CO and a publication of the USDA Forest Service.

**What is heritage tourism?** Heritage tourism means traveling to historic and cultural attractions to learn about the past in an enjoyable way.

**What benefits does heritage tourism offer?** Tourism is big business. In addition to creating new jobs, new business and higher property values, well-managed tourism improves the quality of life and builds community pride. According to a 1997 *Report on Cultural and Historic Tourism*, visitors to historic sites stay longer and spend more money than other kinds of tourists. Visitors to historic and cultural attractions spend, on average, \$615 per trip compared to \$425 for all U.S. travelers, and they spend an average of 4.7 nights away from home as compared to 3.3 nights for all other travelers. (Source: Travel Industry Association of America). Perhaps the biggest benefits of heritage tourism, though, are diversification of local economies and preservation of a community's unique character.

**1998 Survey**—Partners in Tourism commissioned TIA to collect information about cultural and heritage activities and events. Two significant pieces of information were gathered and are presented next.

#### ***Travelers who included culture in their trip.***

Forty six percent of the 199.8 million U.S. adult travelers (92.4 million) included cultural, arts, heritage, or historic activity while on a trip of 50 miles or more away from home during the past year.

#### **Percentage of 199.8 Million U.S. Travelers that included Heritage Tourism Events on Trips During the Past Year**

Any cultural-- 46 percent, 92.4 million  
Historic site-- 31 percent, 62.6 million  
Museum—24 percent, 48.7 million  
Art Gallery—16 percent, 29.2 million

Live theater—14 percent, 29.2 million  
Heritage/Ethnic Festival—13 percent, 25.6 million  
Opera/Classical Concert—7 percent, 13.5 million  
Dance Performance—5 percent, 10.7 million  
Film Festival—3 percent, 5.5 million  
Poetry/Literary Reading—2 percent, 4.5 million  
Other Concern—15 percent 29.6 million  
Other Cultural Activity—10 percent, 20.9 million

***Travelers who lengthened their trip due to cultural events and activities.***

Of the 92.7 million travelers that included a cultural activity while on a trip during the past year, 29 percent (26.7 million adults) added extra time to their trip because of this cultural activity or event.

61 percent added part of one day  
30 percent added one night  
5 percent added two extra nights  
4 percent added three or more extra nights

***Other characteristics of cultural travelers compared to others.***

- Travelers who include cultural events on their trips differ from other U.S. travelers in a number of ways. They are more likely to:
- Have higher household incomes--\$48,000 vs. \$37,000
- Have completed college—41 percent vs. 32 percent
- Have managerial or professional occupations: 31 percent vs. 24 percent
- Be married—67 percent vs. 61 percent.

**1997 Survey**--New information about heritage travelers was obtained in 1997 by TIA who released the first-ever national study of the cultural and historic travel market. The report, *A Profile of Travelers Who Participate in Historic and Cultural Activities*, confirms what the National Trust's Heritage Tourism Program had found to be true at the local level across the country—heritage travelers stay longer and spend more money than other kinds of visitors. Based upon a survey of 240,000 households, heritage travelers:

- Spend, on average, \$615 per trip compared to \$425 for other U.S. travelers.
- Stay an average of 4.7 night away as compared to 3.3 night for other travelers.
- Are more likely to stay in a hotel, motel or bed and breakfast (56 percent compared to 42 percent for other travelers).
- Are twice as likely to take a group tour than the average traveler (7 percent versus 3 percent).
- Are slightly older than other U.S. travelers and are more likely to have a post-graduate degree.
- Like June, July and August for cultural and historic travel.

Copies of the complete study are available from the Travel Industry Association of America for \$175.00 for non members. For more information about this study, contact TIA at 202-408-8422. A local contact includes most state and local Chamber of Commerce, visitor bureaus, and state office of tourism/bureaus who are members of TIA.

**What challenges can heritage tourism bring?** One challenge is ensuring that tourism does not destroy the very heritage that attracts visitors in the first place. Also, tourism is a competitive, sophisticated, fast-changing industry that presents its own challenges. It is generally a clean industry: no smokestacks or dangerous chemicals. But it does put demand on the infrastructure—roads, airport, water supplies, local restaurants, lodging, and public services like police, fire protection, health and other services.

**What makes heritage tourism work?** By working in local communities across the country over the past decade, the National Trust has been able to develop five principles to create a sustainable high quality heritage tourism program in your community, region or state.

1. Focus on authenticity and quality of experience
2. Preserve and protect the resources
3. Make sites come alive
4. Find the fit between a community or region and tourism
5. Collaborate

### **National Trust for Historic Preservation**

**What does the National Trust's Heritage Tourism Program do?** The Heritage Tourism Program provides technical assistance in strategic planning, preservation, tourism development, interpretation and marketing on a fee-for-service basis. The Heritage Tourism Program has also developed a series of "how-to" publications and programs to help individuals and organizations that are developing heritage tourism programs.

**What publications does the National Trust offer about heritage tourism?** To help communities, regions, and states develop or enhance heritage tourism activities, the National Trust has developed a series of publication and products. The publications address questions such as—What is the best way to encourage tourist to visit historic sites in your community? How can you better promote historic resources to visitors? How should your community deal with too many tourists? Too few tourists? The publications are:

- **Getting Started: How to Succeed in Heritage Tourism**—A 48-page color guide to help communities combine preservation and tourism to obtain manageable economic growth. Order No. 2105, \$15.00.
- **Preserving Our Past—Building Our Future**, A video

- **Touring Historic Places**—A useful manual for heritage site managers with information for planning, marketing, and hosting effective, heritage tourism programs. Order NO 2THP, \$10.00.
- **Public Relations Strategies for Historic Sites and Communities: Offering a Press Tour**—How to organize a press tour for groups of journalists to provide regional and national coverage for heritage tourism destinations. Order No. 2127, \$6.00.
- **Welcoming Visitors to Your Community: Training Tour Guides and Other Hospitality Ambassadors**—Useful information to help communities, organizations, and historic sites provide training for tour guides, docents, and other hospitality workers in order to welcome visitors in more professional, educational and enjoyable ways. Order No. 2130, \$6.00

For more complete catalog listing of other preservation titles, please call 202-588-6296 or visit the web site at <[www.InfoSeries.com](http://www.InfoSeries.com)>

- **“Heritage Tourism Fact Sheet”** is available (free) through the regional offices.
- **Where can I find more information about heritage tourism?** For information about articles or publication on heritage tourism, contact the National Trust Library and ask for listings under “tourism”.  
Contact: National Trust Library, c/o McKeldin Library, University of Maryland
  - College Park, MD 20742: Phone 301-405-6320
  - E-mail: [NT\\_Library@umail.umd.edu](mailto:NT_Library@umail.umd.edu)

**Where should I contact the NTHP?** For information about the National Trust for Historic Preservation, or for historic preservation assistance, contact the National Trust office nearest you.

Midwest Office 312-939-5547  
53 West Jackson Blvd, Suite 350  
Chicago, IL 60604  
(IL, IN, IA, MI, MN, MO, OH, WI)

Southern Office 843-722-8552  
456 King Street  
Charleston, SC 29403  
(AL, FL, GA, KY, LA, MS, NC, SC, TN, WV)

Mountains/Plains Office 303-623-1504  
910 16<sup>th</sup> Street Suite 1100  
Denver, CO 80202  
(CO, KS, MT, NE, ND, SD, UT, WY)

Southern Field Office 202-588-6040  
1785 Massachusetts Avenue, NW  
Washington D.C. 20036  
(DE, MD, PR, VA, VI)

Northeast Office 617-523-0885  
Seven Faneuil Hall Marketplace  
4<sup>th</sup> Floor

Southwest Office 817-332-4398  
500 Main Street, Suite 1030  
Fort Worth, TX 76102

Boston, MA 02109  
(CT, ME, MA, NH, NY, RI, VT)

(AR, NM, OK, TX)

Northeast Field Office 215-991-5778  
PO Box 18889  
Philadelphia, PA 19119  
(DE, NJ, PA)

Western Office 415-956-0610  
One Sutter Street, Suite 707  
San Francisco, CA 94104  
(AK, AZ, CA, HI, ID, NV, OR, WA,  
Guam, Micronesia)

Washington, D.C. Office 202-588-6000  
1785 Massachusetts Avenue, NW  
Washington, D.C. 20036

**Heritage Tourism Resource Manual**--It is a listing of organizations that can provide technical and financial assistance in the development, promotion and marketing of historic and cultural sites. Contact Heritage Tourism Program, National Trust for Historic Preservation, 910 16<sup>th</sup> Street, Suite 1100, Denver CO. 80202. Telephone is 303-623-1504. This manual is updated about every two years. The latest report is attached.

### **Experiences and Benefits: A Heritage Tourism Development Model USDA Forest Service, July 1997**

A team of 25 heritage tourism experts shared their knowledge in developing this model and preparing this report. The report can be used as a work book to assess and develop a heritage tourism enterprise or industry. Some of the points covered in this 77 page report include:

- Challenges and principles of heritage tourism,
- Heritage tourism classification,
- Heritage tourism development process,
- Four focus areas of heritage tourism,
- Freeman Tilden "Principles of Interpretation,"
- Demand side and supply side of a heritage site,
- Effective heritage tourism programming,
- Heritage tourism trends and implications,
- Heritage tourism case studies (sites, communities, regions), and
- A 10 page bibliography and resource list.

"The key is to create a complete heritage tourism experience through engaging interpretation." Freeman Tilden.

Prepared by James A. Maetzold, USDA/NRCS, October 2003.

## National Online Resources for Rural Tourism

### Funding

American Express Philanthropic Program  
[www.americanexpress.com/corp/philanthropy](http://www.americanexpress.com/corp/philanthropy)

Institute of Museum and Library Services  
[www.imls.gov](http://www.imls.gov)

National Endowment for the Arts  
[www.arts.endow.gov](http://www.arts.endow.gov)

National Endowment for the Humanities  
[www.neh.fed.gov](http://www.neh.fed.gov)

National Scenic Byways Program  
[www.byways.org](http://www.byways.org)

USDA Rural Development  
[www.rurdev.usda.gov](http://www.rurdev.usda.gov)

### Technical Assistance

American Association of Museums  
[www.aam-us.org](http://www.aam-us.org)

American Association of State and Local History  
[www.aaslh.org](http://www.aaslh.org)

American Bus Association  
[www.buses.org](http://www.buses.org)

Americans for the Arts  
[www.artsusa.org](http://www.artsusa.org)

American Planning Association  
[www.planning.org](http://www.planning.org)

National Assembly of State Arts Agencies  
[www.nasaa-arts.org](http://www.nasaa-arts.org)

National Association of State Development Agencies (NASDA)  
[www.nasda.com](http://www.nasda.com)

National Park Service  
[www.cr.nps.gov](http://www.cr.nps.gov)

National Trust for Historic Preservation  
[www.nthp.org](http://www.nthp.org)

NTHP Heritage Tourism  
[amy\\_webb@nthp.org](mailto:amy_webb@nthp.org)

NTHP Main Street  
[www.mainst.org](http://www.mainst.org)

NTHP Rural Heritage  
[www.ruralheritage.org](http://www.ruralheritage.org)

Land Trust Alliance  
[www.lta.org](http://www.lta.org)

Livable Communities  
[www.livablecommunities.gov](http://www.livablecommunities.gov)

National Assembly of State Arts Agencies  
[www.nasaa-arts.org](http://www.nasaa-arts.org)

National Association of State Development Agencies (NASDA)  
[www.nasda.com](http://www.nasda.com)

National Park Service  
[www.cr.nps.gov](http://www.cr.nps.gov)

National Tour Association (NTA)  
[www.ntaonline.com](http://www.ntaonline.com)

Partners in Tourism  
[www.nasaa-arts.org/new/nasaa/artworks/ct](http://www.nasaa-arts.org/new/nasaa/artworks/ct)

Rails to Trails Conservancy  
[www.railtrails.org](http://www.railtrails.org)

Scenic America  
[www.scenica.scenic.org](http://www.scenica.scenic.org)

Travel Industry Association  
[www.tia.org](http://www.tia.org)

U.S. Small Business Administration  
[www.sbaonline.sba.gov](http://www.sbaonline.sba.gov)

Western Rural Development Center  
[www.ext.usu.edu](http://www.ext.usu.edu)

file: admin/nationalonlineresources



# Out on the Webway!

## ***Clicks for the Traveler***

[www.festivals.com](http://www.festivals.com) Gets about 7,000 hits per day and is targeted to festival fans and cultural tourists worldwide.

[www.hiddenamerica.com](http://www.hiddenamerica.com) A site dedicated to on-the-road Americana. Provides information on activities and places that lie off the beaten path and beyond the interstate.

[www.seeamerica.org](http://www.seeamerica.org) Offers one-stop shopping information to anyone interested in travel in the United States. The site is an information clearinghouse that consolidates in one place the thousands of sites that already exist for U.S. travel and organizes them in a searchable database.

## ***Tools for the Practitioner***

[www.silosandsmokestacks.org/resources](http://www.silosandsmokestacks.org/resources) Professional Heritage Resources Online is a service of Silos and Smokestacks, Iowa's National Heritage Area. The site offers free downloadable publications, such as *The Country Heritage Community Field Trip Guide* and *Touring for Success*.

[www.artsmarketing.org](http://www.artsmarketing.org) An on-line project of Arts and Business Council, Inc., funded by the American Express Company. The site provides arts marketing information and resources, including an extensive webliography, and has links to other marketing sites.

[www.presstrips.com](http://www.presstrips.com) Media Travel Marketing's site is designed to offer both the travel media and the tourism industry a forum for developing travel editorial coverage and press trip opportunities. The site includes subscription information for *Media Connector Newsletter*, which provides editorial placement leads and publishes requests from the media for press material and/or press trips.

[www.OhioTourism.com/industry/heritage](http://www.OhioTourism.com/industry/heritage) This site's FAQ section will soon include a listing of state cultural heritage tourism coordinators. Please check your state's listing and e-mail any updates to [rvarasso@odod.state.oh.us](mailto:rvarasso@odod.state.oh.us).

## ***Models for Everyone***

[www.mtsu.edu/~then](http://www.mtsu.edu/~then) The Heritage Education Network (THEN) offers ideas, lesson plans, activities, resources and links on heritage education. The site is designed to help residents and visitors connect with the history in communities.

[www.historytoday.com](http://www.historytoday.com) In preparation for the forthcoming re-launch of the site in the fall, historytoday.com is seeking profiles of museums and other heritage institutions. Forward material and direct any queries to Felicity Jones at [f.jones@historytoday.com](mailto:f.jones@historytoday.com) or 011-44-020-7534-8002.

[www.arts.state.ms.us/crossroads/main.html](http://www.arts.state.ms.us/crossroads/main.html) The site for *Crossroads of the Heart: Creativity and Tradition* offers a glimpse of Mississippi's rich cultural traditions in music, quilting, narrative, maritime art and handmade objects, incorporating streaming audio and narrative descriptions.

[www.heartlandproject.org](http://www.heartlandproject.org) The Heartland Project features a series of international exhibitions on the cultures and the histories of the heartlands on both sides of the Atlantic—the American Midwest and Central Europe. With three exhibitions as a foundation, this site will become a gateway to arts and culture in the Midwest, with significant educational components and international connections.

***DON'T FORGET!*** Electronic versions of *Cultural Tourism News* are available in PDF format at [www.nasaa-arts.org/new/nasaa/artworks/pubs.shtml](http://www.nasaa-arts.org/new/nasaa/artworks/pubs.shtml). Please share this resource with your colleagues.



## NATIONAL ASSEMBLY OF STATE ARTS AGENCIES

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1029 VERMONT AVENUE NW ■ SECOND FLOOR ■ WASHINGTON, DC 20005 ■ Phone: (202) 347-6352  
Fax: (202) 737-0526 ■ TDD: (202)347-5948 ■ NASAA@NASAA-ARTS.ORG ■ HTTP://WWW.NASAA-ARTS.ORG

### IDAHO COMMISSION ON THE ARTS

Kathleen Keys  
PO Box 83720, 304 W. State Street  
Boise, ID 83702-0008  
208-334-2119/FAX 208-334-2488  
kkeys@ica.state.id.us  
Maria Carmen, folk arts coordinator

### IOWA ARTS COUNCIL

Julie Bailey  
Capitol Complex  
600 E. Locust  
Des Moines, IA 50319  
515-281-4451/FAX 515-242-6498  
Julie.Bailey@dca.state.ia.us

### KANSAS ARTS COMMISSION

Conchita Reyes, Community development  
700 SW Jackson, Suite 1004  
Topeka, KS 66603-3761  
785-296-3335/FAX 785-296-4989  
Email: conchita@arts.state.ks.us  
David Wilson, Executive Director  
dave@arts.state.ks.us

### MISSOURI ARTS COUNCIL

Tami Holder, Cultural Tourism coordinator  
111 North 7th Street, Suite 105  
St. Louis, MO 63101  
314-340-7343/FAX 314-340-7215  
Email: tholder@mail.state.mo.us

### MONTANA ARTS COUNCIL

Arlynn Fishbaugh, Executive Director  
City County Building  
316 North Park Avenue, Suite 252  
Helena, MT 59620-2201  
406-444-6430/FAX 406-444-6548  
Email: mac@state.mt.us

Alex Swaney, folk arts  
macalex@ixi.net

### NEBRASKA ARTS COUNCIL

Jennifer Severin Clark, Executive Director  
Joslyn Castle Carriage House  
3838 Davenport  
Omaha, NE 68131-2329  
402-595-2122/FAX 402-595-2334  
Email: jscnac@infobridge.com

### NORTH DAKOTA COUNCIL ON THE ARTS

Janine Webb, Executive Director  
418 East Broadway, Suite 70  
Bismarck, ND 58501-4086  
701-328-3956/FAX 701-328-3963  
Email: jwebb@state.nd.us

### OREGON ARTS COMMISSION

Christine D'Arcy, Executive Director  
775 Summer Street, NE  
Salem, OR 97301-1284  
503-986-0082/FAX 503-986-0260  
Email: christine.t.darcy@state.or.us

### SOUTH DAKOTA ARTS COUNCIL

Dennis Holub, Executive Director  
Office of the Arts  
800 Governors Drive  
Pierre, SD 57501-2294  
605-773-3131/FAX 605-773-6962  
Email: dennis.holub@sate.sd.us

### WA STATE ARTS COMMISSION

Kristin Tucker, Executive Director  
234 E. 8<sup>th</sup> Avenue, PO Box 42675  
Olympia, WA 98504-2675  
360-586-2423/FAX 360-586-5351  
Email: krist@wsac.wa.gov

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## **National Endowment for the Humanities** [www.neh.gov](http://www.neh.gov)

- ◆ **We the People/America's Historic Places**  
[www.neh.gov/grants/guidelines/historicplaces.html](http://www.neh.gov/grants/guidelines/historicplaces.html)

As part of the *We the People* initiative, NEH seeks proposals for public programs that use one or more historic sites to address themes and issues central to American history. Projects may interpret a single historic site, a series of sites, whole neighborhoods, communities or towns, or larger geographical regions. The place taken as a whole must be significant to American history and the project must convey its importance to visitors.

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## **Institute of Museum and Library Services** [www.ims.gov](http://www.ims.gov)

- ◆ **Museum Assessment Program** [www.ims.gov/grants/museum/mus\\_map.asp](http://www.ims.gov/grants/museum/mus_map.asp)  
Administered by the American Association of Museums
- ◆ **Conservation Assessment Program** [www.ims.gov/grants/museum/mus\\_cap.asp](http://www.ims.gov/grants/museum/mus_cap.asp)  
Administered by Heritage Preservation [www.heritagepreservation.org](http://www.heritagepreservation.org)

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## **Advisory Council on Historic Preservation** [www.achp.gov](http://www.achp.gov)

- ◆ **Preserve America Initiative** [www.preserveamerica.gov/](http://www.preserveamerica.gov/)

*Preserve America* promotes cultural and natural preservation and encourages greater appreciation of our national treasures. Offers *Preserve America* Community designation to communities that have recently supported a historic or cultural preservation project that promotes heritage tourism or otherwise fosters economic vitality, and involves a public-private partnership between government entities and at least one civic association, non-profit, and/or business enterprise and meet additional criteria.

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## **National Park Service**

### **Heritage Preservation Services**

- **Overview of programs** [www2.cr.nps.gov/](http://www2.cr.nps.gov/)
- **Grant opportunities** [www2.cr.nps.gov/grants.htm](http://www2.cr.nps.gov/grants.htm)
- **Save America's Treasures** [www2.cr.nps.gov/treasures/](http://www2.cr.nps.gov/treasures/)
- ◆ **Rivers, Trails and Conservation Assistance:** Provides technical assistance to help citizens and community leaders plan and advance locally-led conservation projects. [www.nps.gov/rtca/](http://www.nps.gov/rtca/)

- ◆ **National Register for Historic Places**  
[www.cr.nps.gov/nr/travel/index.htm](http://www.cr.nps.gov/nr/travel/index.htm)

### **Discover Our Shared Heritage Travel Itinerary Series**

- ◆ **National Heritage Areas** [www.cr.nps.gov/heritageareas/](http://www.cr.nps.gov/heritageareas/)

National Heritage Areas are a new kind of national designation that seeks to preserve and celebrate many of America's defining landscapes.

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## **US Department of Transportation /Transportation Enhancements**

- ◆ **National Transportation Enhancements (TE) Clearinghouse** provides information about TE projects and State TE Manager contact info. NOTE: Funds are awarded by or through *State* DOTs, not the USDOT. Both historic preservation and public art projects have been funded. [www.enhancements.org](http://www.enhancements.org)

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## **National Assembly of State Arts Agencies** [www.nasaa-arts.org](http://www.nasaa-arts.org)

- ◆ For the latest developments in cultural heritage tourism  
[www.nasaa-arts.org/new/nasaa/artworks/ct\\_contents.shtml](http://www.nasaa-arts.org/new/nasaa/artworks/ct_contents.shtml)

## **National Trust for Historic Preservation** [www.nthp.org](http://www.nthp.org)

- ◆ Heritage Tourism Program, including Share Your Heritage workshops:  
[www.nthp.org/main/frontline/departments/heritagetourism.htm](http://www.nthp.org/main/frontline/departments/heritagetourism.htm)
- ◆ Main Street Program [www.mainstreet.org](http://www.mainstreet.org)
- ◆ Rural Heritage Program [www.ruralheritage.org](http://www.ruralheritage.org)

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## **STATE FUNDING and INFORMATION RESOURCES for CULTURAL HERITAGE TOURISM PROJECTS**

- ◆ **State arts agency** [www.arts.endow.gov/artforms/RAO\\_SAAs.html](http://www.arts.endow.gov/artforms/RAO_SAAs.html)
- ◆ **State humanities council** [www.neh.gov/state/states.html](http://www.neh.gov/state/states.html)
- ◆ **State historic preservation officer** [www.achp.gov/shpo.html](http://www.achp.gov/shpo.html)
- ◆ **Tribal historic preservation officer** [www.achp.gov/thpo.html](http://www.achp.gov/thpo.html)
- ◆ **State folklorist** [www.nea.gov/artforms/Folk/Folk6.html](http://www.nea.gov/artforms/Folk/Folk6.html)
- ◆ **State Transportation Enhancements Manager** [www.enhancements.org](http://www.enhancements.org)
- ◆ **State tourism office** [seeamerica.org/TourAmerica.asp](http://seeamerica.org/TourAmerica.asp)

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## **EXAMPLES**

### **Washington State Heritage Tours**

[www.arts.wa.gov/](http://www.arts.wa.gov/)

The tours consist of cassette tapes and informative illustrated booklets providing sequential information and a rich collection of sounds and images to be followed as you drive along various heritage corridor routes. Produced by the Washington State Arts Commission, the tours introduce you to the people of the different areas of the state and their rich array of traditional expressions of culture. These artists and their living traditions are hidden treasures along your route, and the tours will help you learn more about the rich and diverse expressions of our cultural heritage along the way.

### **Blue Ridge Heritage Initiative**

[www.nasaa-arts.org/spotlight/part\\_0303.shtml](http://www.nasaa-arts.org/spotlight/part_0303.shtml)

The North Carolina Arts Council and the National Endowment for the Arts (NEA) recognize the value of preserving the region's cultural assets, which have sustained generations of people and have become national treasures. Together they joined with a consortium of other states and agencies to launch the Blue Ridge Heritage Initiative (BRHI) in 1998. Wayne Martin, the arts council's folklife director, articulates one of the core values of this initiative: "The Southern Appalachian region of North Carolina, Tennessee and Virginia can claim extraordinary cultural and natural resources that are significant to our nation.

Tourism has used these traditions to promote the region for years. This initiative allows communities to have control over the way they present themselves and their traditions."

The Blue Ridge Heritage Initiative has broken new ground with the development of a system of driving tours and programs built around cultural resources and designed to draw visitors into the region to shop, learn and participate in events and activities. A key element of success has been to balance marketing with preservation and education. This involves not only teaching business practices and stewardship, but also passing on skills to the next generation of artists.

### **CHEROKEE HERITAGE TRAILS**

[www.cherokeeheritagetrails.org](http://www.cherokeeheritagetrails.org)

As part of the Blue Ridge Heritage Initiative, Cherokee Heritage Trails is one of this initiative's several individual Web sites devoted to the culture of the southern Appalachians. Here visitors will find sites and events chosen by a task force of Cherokee people and project partners based on their significance in Cherokee history and culture and their accessibility by travelers. Ancient village sites, waterfalls, battlefields and places of myth and legend can be visited throughout the original Cherokee homeland that once encompassed 140,000 square miles. At some of these sites, museums, parks and historical markers interpret Cherokee history, while at others only the landscape tells their story. Interpretive signs will continue to be added and the Cherokee Heritage Trails Guidebook will be published in winter 2002-03. Partners in the Cherokee Heritage Trails include the North Carolina Arts Council, Tennessee Overhill Heritage Association, Museum of the Cherokee Indian and Eastern Band of Cherokee Indians.

### **CULTURAL CASCADES**

[www.culturalcascades.com/index.htm](http://www.culturalcascades.com/index.htm)

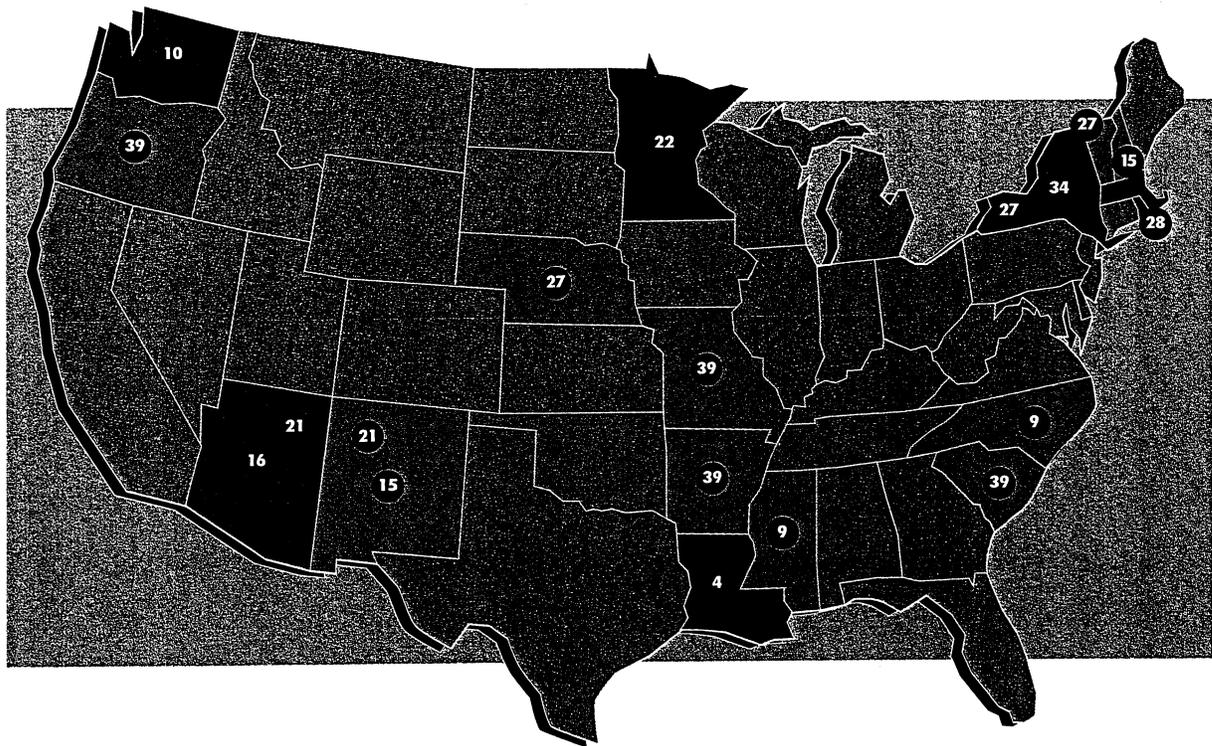
Two countries and five cities have come together in a groundbreaking cultural tourism venture, Cultural Cascades. Portland and Eugene, Oregon; Seattle and Tacoma, Washington; and Vancouver, British Columbia, have launched this collaborative marketing campaign that creates a travel corridor designed to draw visitors to their respective cities. The Web site and the print materials emphasize four themes: On View -- museums, galleries and exhibitions; On Stage -- performing arts; On the Table -- cuisine and libations; On Fire -- glass art and metal works such as jewelry; and On Board -- a partnership with Amtrak to bring visitors to each city. These themes draw on the unique characteristics of the region's rich traditions of wine and food, as well as its world-renowned reputation as a center for glass and ceramics. Links to each city give visitors an in-depth opportunity to explore these and other cultural offerings

## **MICHIGAN'S GREAT OUTDOORS CULTURE TOUR**

[www.mihumanities.h-net.msu.edu/culturetour/index.htm](http://www.mihumanities.h-net.msu.edu/culturetour/index.htm)

In northern Michigan, a cultural tourism partnership between the Michigan Humanities Council (MHC) and the Michigan Council for Arts and Cultural Affairs (MCACA) provides interpretive services for visitors to the region's state parks, national forests and national parks during the height of the summer season. Working primarily with local, state and federal recreation area managers, as well as small rural museums and community centers in northern Lower Michigan and the Upper Peninsula, Michigan's Great Outdoors Culture Tour supports touring artists, who entertain their audiences with the adventures of mariners, voyageurs and fur traders who traveled the Great Lakes, and the lives and customs of settlers, legendary miners and lumberjacks, and Native American people in Michigan's northwoods.

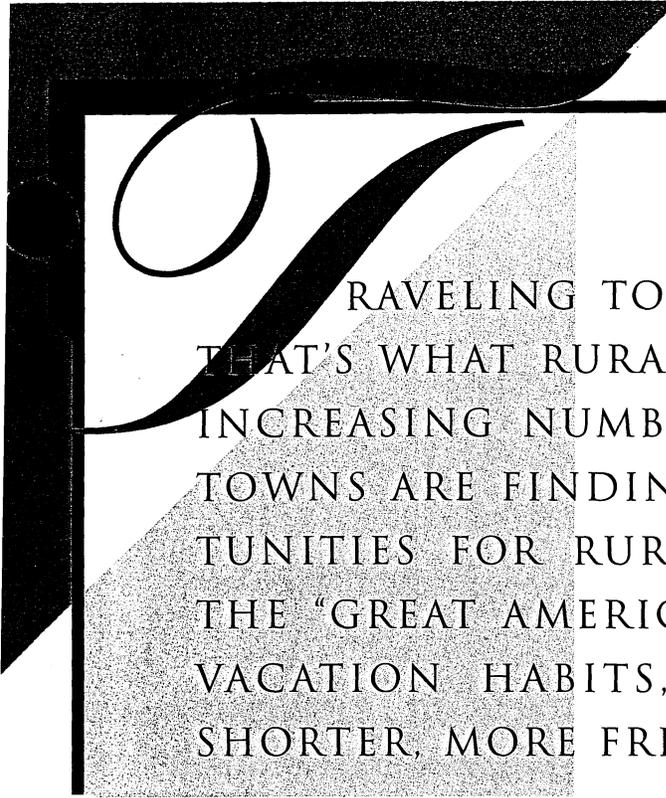
# Stories Across America: Opportunities for Rural Tourism



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TRAVELING TO EXPERIENCE "THE REAL AMERICA." THAT'S WHAT RURAL TOURISM IS ALL ABOUT, AND AN INCREASING NUMBER OF REMOTE AREAS AND SMALL TOWNS ARE FINDING THAT THERE ARE MORE OPPORTUNITIES FOR RURAL TOURISM THAN EVER BEFORE. THE "GREAT AMERICAN TIME SQUEEZE" IS CHANGING VACATION HABITS, CAUSING AMERICANS TO TAKE SHORTER, MORE FREQUENT TRIPS CLOSER TO HOME.

This publication includes the stories of rural regions and small communities that have developed successful tourism programs. These rural communities rely on their most important resources—their people, culture, history and natural resources. They have found ways to create linkages that tie attractions and visitor services together into a comprehensive visitor experience. Most of these projects involve careful planning, incremental changes and gradual growth designed to respect local resources and values. In addition to outlining the issues faced at the outset, each story describes how the community addressed those issues and shares the measurable results of their efforts.

A list of partners is included with each story. The lists are not comprehensive, as there are often many additional organizations and individuals who have helped make a program successful. Instead, the lists include the primary sources of additional information for readers who want to learn more about a project.

Stories Across America is intended for anyone who is working on (or considering) rural tourism development. This includes professionals and volunteers in tourism, economic development, Main Street revitalization, the arts, recreation, agriculture,

historic preservation, and conservation as well as elected officials and other interested citizens. No one approach will work for everyone. Local communities must decide which approach best complements their goals.

The experiences shared in this publication include a wealth of ideas and sound advice for those hoping to capitalize on the benefits offered by rural tourism. While the stories included here illustrate a variety of approaches to meet the individual needs of each area, all the stories demonstrate the critical importance of partnerships as well as strong and dynamic leadership.

Working together offers several distinct advantages. First, by packaging diverse attractions together, a rural region can create greater visitor appeal with a critical mass of things to see and do. Second, pooling human and financial resources shares the burden of responsibility. No one organization is shouldering the entire responsibility to develop and promote the region.

Strong leadership is also a critical ingredient for success. Readers will find a number of stories where a key individual provided the spark to get the effort going and the guiding leadership to keep the effort on track. Look

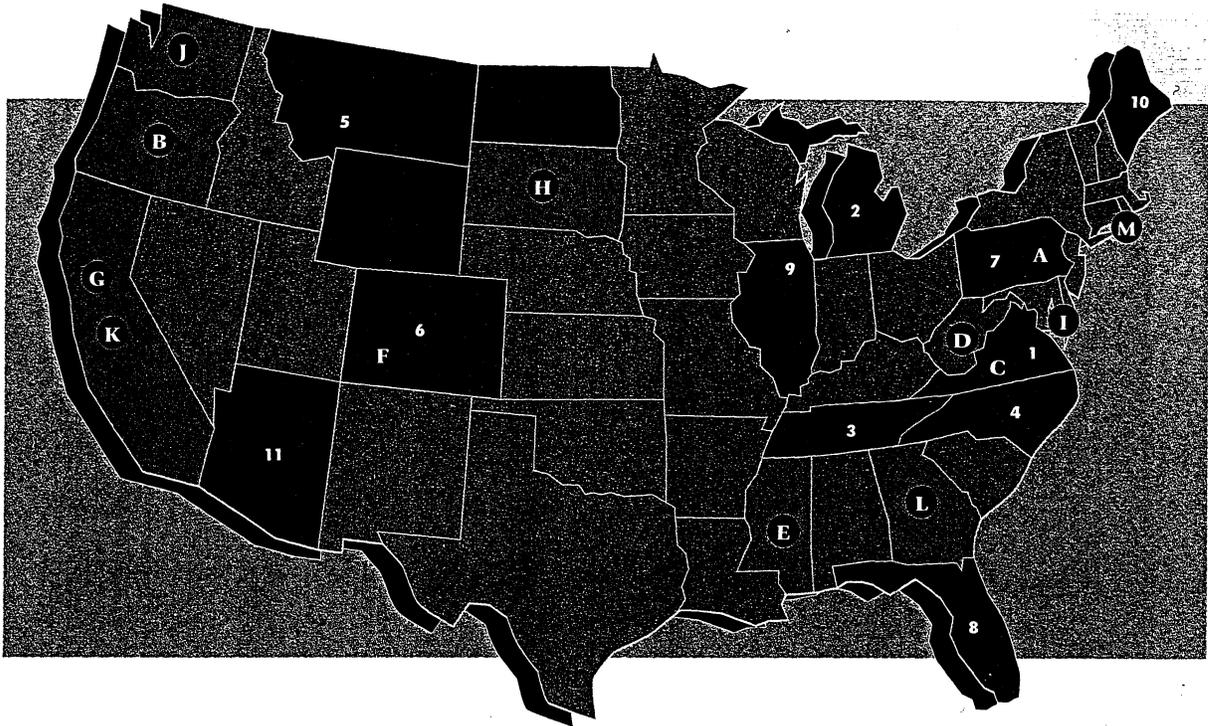
for the leaders in your own community and support their efforts to make your community a better place to visit and live.

Featured stories embody the five guiding principles for successful and sustainable tourism developed by the National Trust for Historic Preservation—collaborate; find the fit between the community and tourism; make sites and programs come alive; focus on authenticity and quality; and preserve and protect resources. These five principles, along with the four basic steps for getting started, are described in greater detail in the National Trust's publication *Getting Started: How to Succeed in Heritage Tourism*.

An interagency working group has guided the development and shared in the cost of compiling information on these rural tourism case studies. The key partners and sponsors for this initiative are:

United States Department of Transportation  
Federal Highway Administration  
United States Department of Agriculture  
Economic Research Service  
Forest Service  
Natural Resources Conservation Service  
National Endowment for the Arts  
America's Byways Resource Center

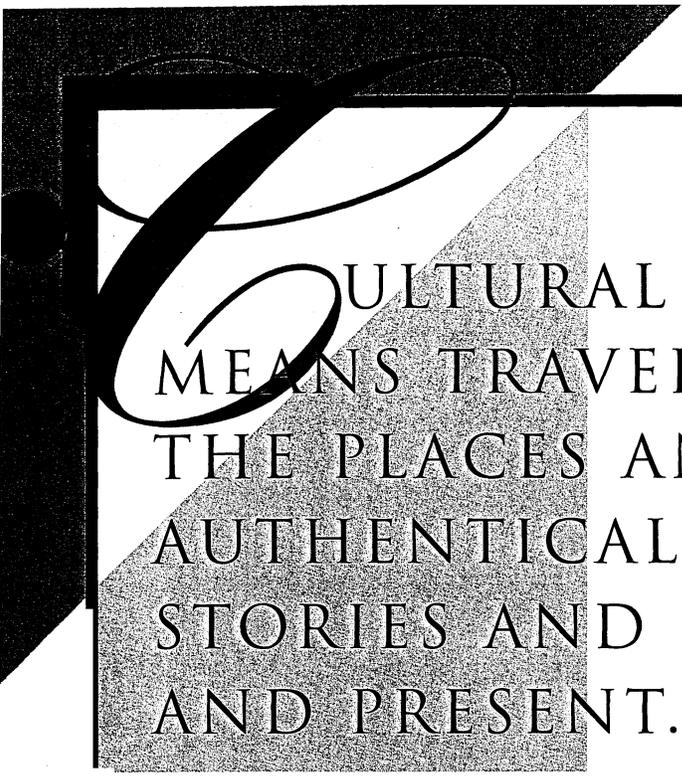
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CULTURAL HERITAGE TOURISM  
MEANS TRAVELING TO EXPERIENCE  
THE PLACES AND ACTIVITIES THAT  
AUTHENTICALLY REPRESENT THE  
STORIES AND PEOPLE OF THE PAST  
AND PRESENT.

This publication of success stories is part of the *Share Your Heritage* initiative, a national cultural heritage tourism effort funded by American Express Company and the National Endowment for the Arts. This publication, along with how-to curriculum materials for cultural heritage tourism development, will be used in *Share Your Heritage* workshops. The intensive workshops use these real-life examples as teaching tools to help build stronger partnerships for cultural heritage tourism.

In working with communities across the country, the question of success stories comes up quite often. Has anyone tried something like this before? Can we learn from their successes—and their mistakes? This publication includes a representative sampling of some of the best programs from across the country. Potential stories were solicited through a mailing to approximately 10,000 organizations across the country, and extensive telephone research turned up additional stories. A review team consisting of staff from the American Association of Museums, the National Assembly of State Arts Agencies, National Endowment for the Arts, the National Endowment for the Humanities and the National Trust for Historic Preservation carefully reviewed potential stories and

selected the stories featured here. The review committee looked for examples that embodied the five principles of cultural heritage tourism, provided replicable role models for others, and had measurable results to demonstrate their success.

While some examples call their efforts cultural tourism and others heritage tourism, all exemplify the broader umbrella of cultural heritage tourism. Toward that end, the National Trust for Historic Preservation's five principles of heritage tourism have been slightly modified to encompass the broader arena of cultural heritage tourism.

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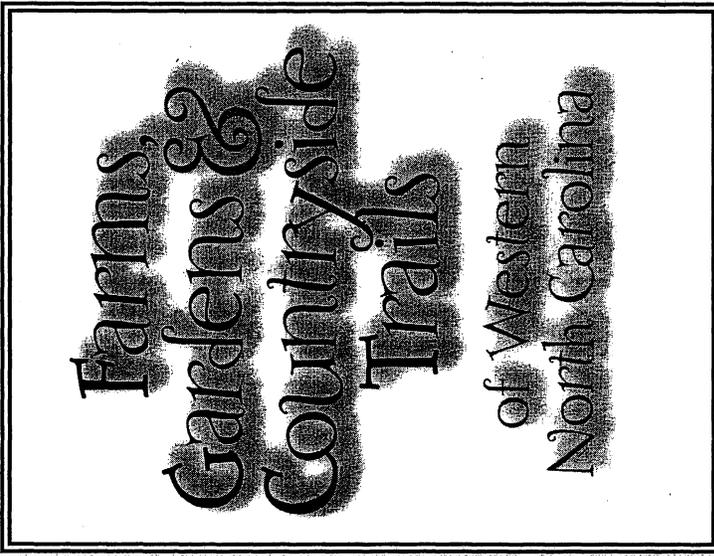
SHARE  
*your*  
HERITAGE

This publication is part of the *Share Your Heritage* cultural heritage tourism initiative of Partners in Tourism. Funding for *Share Your Heritage* has been provided by American Express Company and the National Endowment for the Arts



NATIONAL  
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# The Craft Heritage Trails of Western North Carolina

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## Tuck this book under your arm and head for the mountains!

Introducing the first edition of a totally  
easy-to-use, comprehensive guide to craft  
in Western North Carolina.

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galleries, historic inns and noteworthy  
restaurants throughout 21 counties and  
along seven scenic loop tours that stretch  
out from the Blue Ridge Parkway.

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route maps, and photography, it's a volume  
that beckons you to mountain roads and  
the rites of discovery.

Along the way, you'll happen upon some  
truly remarkable finds—often around the  
bend, deep in the narrows of a mountain  
cove, across a stream, or in a storefront  
along a postcard street.



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