



A training initiative of the Alliance of National Heritage Areas

### Heritage Tourism - Making the Numbers Work for You

Heritage and cultural tourism have become popular buzzwords in today's travel and tourism industry. Tourism in the United States is a booming \$1.3 trillion dollar industry, generating \$100 billion dollars in tax revenues for local, state and federal governments annually. Beyond generating tax dollars, the tourism industry serves as one of the nation's largest employers, providing over 7 million travel-generated jobs in the U.S. <sup>1</sup>



Those numbers are definitely large enough to cause donors, politicians, and heritage tourism sites and organizations to sit up and take notice. One might assume that these travelers are primarily going to major tourist attractions, such as beach resorts, casinos, or amusement parks. While those venues certainly attract many visitors, recent research by the Travel Industry Association and Smithsonian Magazine shows that 80% (or over 118 million people) included historical or cultural activities and attractions in their vacations and trips last year. <sup>2</sup> That's great news for heritage development professionals.



<sup>1</sup> Travel Industry Association of America, "Research and Publications: Fun Research Statistics, accessed 16 August 2005, at [www.tia.org/researchpubs/stats.html](http://www.tia.org/researchpubs/stats.html).

<sup>2</sup> National Trust for Historic Preservation, "Cultural Heritage Tourism: Research," accessed 16 August 2005, at [www.culturalheritagetourism.org/resources/research.htm](http://www.culturalheritagetourism.org/resources/research.htm).

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## Heritage Tourism - Making the Numbers Work for You

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While these numbers demonstrate the monetary value of heritage tourism, additional benefits go far beyond the dollars generated by visitors. Heritage tourism also provides a vehicle for communities to diversify local economies while preserving their unique cultural heritage and resources.

How can these numbers help heritage development practitioners in existing or proposed National Heritage Areas? The NHA strategy offers a way to preserve cultural sites, landscapes, stories, and identities. Recognizing heritage tourism as a critical element of that strategy helps the planning process for heritage sites and programs within Heritage Areas.

The benefits of heritage tourism also demonstrate the value of heritage areas and their positive impacts for local and regional economies by emphasizing “regional coordination and collaboration,” telling

unified stories, and leveraging resources.<sup>3</sup>

William S. Norman, President of the Travel Industry Association of America, states that “the sheer volume of travelers interested in arts and history, as well as their travel patterns and demographics, leaves no doubt that history and culture are a significant and growing part of the U.S. travel experience.” As a result, heritage professionals can use these numbers to plan for future marketing strategies, as well as to focus partners on regional collaboration to ensure that a strong infrastructure is in place for heritage and cultural tourism



<sup>3</sup> For more information, see the National Park Service National Heritage Areas website at [www.cr.nps.gov/heritage areas/](http://www.cr.nps.gov/heritage%20areas/) under “Heritage Resources: PowerPoint Introduction to Heritage Areas.”

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## Update on National Heritage Area Legislation

To view the latest updated text of the National Heritage Partnership Act (S. 243), which was amended in the Senate on July 27, visit <http://thomas.loc.gov>.

## Resource Conservation - *Preserve America* Update

First Lady Laura Bush traveled to Nashville, Tennessee's historic East Literature Magnet School on July 26, 2005 to announce an exciting new component of the *Preserve America* program. Because large metropolitan areas such as Nashville often have distinct historic neighborhood communities, the *Preserve America* program has now been expanded to include neighborhood eligibility for metropolitan areas (defined as cities with populations of more than 200,000 people.)

For more information on this *Preserve America* program, visit:  
[www.PreserveAmerica.gov/communities.html](http://www.PreserveAmerica.gov/communities.html).

## Heritage Development Partnership Inc.

At the 2005 IHDC in Nashville, the ANHA announced the formation of the nonprofit **Heritage Development Partnership, Inc.**, a membership organization created to promote and foster quality heritage development education and sharing of best practices among heritage development practitioners.

The benefits of membership include:

- Discounts at **Heritage Development Institute (HDI)** workshops
- E-updates from the HDI and the Heritage Development Partnership
- Access to a growing number of heritage development professionals and pioneers

For membership information, contact John Cosgrove at [anha.cosgrove@adelphia.net](mailto:anha.cosgrove@adelphia.net).

### Upcoming Events of Interest

**September 8-11, 2005**

**National Assembly of State Arts Agencies**

**Annual Meeting**

*Shaping Cultural Landscapes*

Boise, Idaho

[http://www.nasaa-arts.org/nasaanews/nasaa\\_am\\_05.shtml](http://www.nasaa-arts.org/nasaanews/nasaa_am_05.shtml)

**September 21-24, 2005**

**American Association of State & Local History Annual Meeting**

Pittsburgh, Pennsylvania

<http://www.aaslh.org/anmeeting.htm>

**September 27 – October 2, 2005**

**National Trust for Historic Preservation Conference**

*Sustain America: Vision, Economics, and Preservation*

Portland, Oregon

<https://www.nthpconference.org>

# Additions to Your Heritage Development Reading List

- Chambers, Erve. *Native Tours: The Anthropology of Travel and Tourism*. Prospect Heights, IL: Waveland Press, 1999.
- Smith, Melanie. *Issues in Cultural Tourism Studies*. London: Routledge, 2003.
- Somashekhar, Sandhya. "Black History Becoming a Star Tourist Attraction." *The Washington Post* (Washington, DC) 15 August 2005. Can be accessed via the Internet at [www.washingtonpost.com/wp-dyn/content/article/2005/08/14AR2005081401031\\_pf.html](http://www.washingtonpost.com/wp-dyn/content/article/2005/08/14AR2005081401031_pf.html).

*For a comprehensive list of sources related to heritage development, visit [www.heritagedevelopmentinstitute.org/research](http://www.heritagedevelopmentinstitute.org/research). This bibliography is updated monthly.*

**Be sure to check out updates and highlights from the 2005 International Heritage Development Conference at [www.ihdc2005.org](http://www.ihdc2005.org)**

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The Alliance of National Heritage Areas (ANHA) established the Heritage Development Institute (HDI) as a way of providing leadership to the heritage development field as well as creating training and analysis of the best practices in our heritage areas across the country. The HDI Newsletter is sponsored by the ANHA, Middle Tennessee State University's Center for Historic Preservation, and the Tennessee Civil War National Heritage Area. To submit information and update e-mail addresses, please e-mail us at [hdi@mtsu.edu](mailto:hdi@mtsu.edu).