

1. Benefits of Cultural Heritage Tourism

What is Heritage Tourism?

The National Trust for Historic Preservation defines cultural heritage tourism as “traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present.” Cultural, historic, and natural resources all make up heritage tourism sites.

What are the benefits of Cultural Heritage Tourism?

A study by the Travel Industry Association in 2003 shows that heritage travelers stay longer at their destinations and spend more money there than other types of travelers. A more recent State of the American Traveler Survey done in 2008 states that over 70% of travelers visited one or more of the following cultural heritage attractions: historic attraction; state, local, or national park; an art gallery or museum; concert, play, or musical; or an ethnic or ecological heritage site.

Travelers say that trips are more memorable if they include a heritage activity where they learn something. Many visitors said they extended their stay because of a heritage activity. The majority of these travelers stay over night at local hotels, motels, bed and breakfasts, or campgrounds. Heritage travelers also tend to put more money back into the community spending on average \$166 more than other types of travelers per trip.

(<http://www.destinationanalysts.com/wp-content/uploads/2016/03/TheStateoftheAmericanTraveler-July2008.pdf>)

(<http://culturalheritagetourism.org/category/tourism-faqs/>)

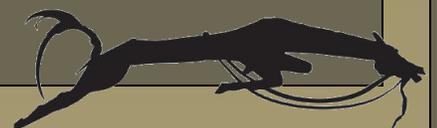
One of the principle objectives of cultural heritage tourism is collaboration with local organizations and the public to develop sustainable economies. Tourism creates jobs, new business opportunities, and strengthens local economies. It protects natural and cultural resources, which improve the quality of life for residents and travelers who participate in the services and attractions. Heritage tourism also promotes community pride by allowing people to work together to enhance economic and cultural development through distinct community opportunities. Studies show that travelers are more apt to visit places with a strong community identity.

However, this influx of visitors and the infrastructure needed to support them can put a major strain on the very resources that attract the visitors in the first place. It is imperative to protect those cultural heritage resources while drawing attention to them.

(<http://culturalheritagetourism.org/category/tourism-faqs/>)

The keys to a successful cultural heritage program are five principles developed by the National Trust. 1) Collaborate, 2) Find the fit between a community and tourism, 3) Make sites and programs come alive, 4) Focus on quality and authenticity, and 5) Preserve and protect resources. (<http://www.preservationnation.org/issues/heritage-tourism/additional-resources/2009-CHT-FactSheet.pdf>)

For more information, please see:



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

<http://www.preservationnation.org/issues/heritage-tourism/>

<http://www.achp.gov/>

<http://www.placeeconomics.com/resources/publications> - The Economics of Historic Preservation: A Community Leader's Guide by Donovan D. Rypkema.

