

What is cultural heritage tourism?

Cultural heritage tourism means traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes irreplaceable historic, cultural and natural resources. To learn more about cultural heritage tourism go to www.culturalheritagetourism.org.

What benefits does cultural heritage tourism offer?

Tourism is big business. According to the U.S. Travel Association, total travel spending generated \$2.1 trillion and supported 15.1 million American jobs in 2015. One in every nine American jobs is supported by travel.

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 2013 national research study on U.S. Cultural and Heritage Travel by Mandela Research, 76% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling translating to 129.6 million adults each year. Cultural and heritage visitors spend, on average, \$1,319 per trip compared to \$820 for all U.S. travelers. Perhaps the biggest benefits of cultural heritage tourism, though, are diversification of local economies and preservation of a community's unique character. *(Source: 2013 Cultural & Heritage Traveler Study, Mandala Research, LLC)*

What challenges can cultural heritage tourism bring?

One challenge is ensuring that tourism does not destroy the very heritage that attracts visitors in the first place. Furthermore, 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 demands on the infrastructure — on roads, airport, water supplies and public services like police and fire protection.

What makes cultural heritage tourism work?

The National Trust for Historic Preservation has developed five guiding principles to create a sustainable and successful cultural heritage tourism program.

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