

Spring 2006

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HISTORIC *Preservation* BULLETIN

New Jersey Department of Environmental Protection
Natural and Historic Resources • Historic Preservation Office

Heritage Tourism

The Morris County Visitors Center (MCVC) is a destination marketing organization that promotes the area's exceptional historical, cultural and recreational opportunities by providing services to residents, business travelers and tourists. The MCVC specializes in heritage tourism, which is defined as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past."

The MCVC opened its doors across from the historic Morris County Courthouse in 1997, thanks to the foresight and support of the local Board of County Freeholders. Indeed, 1997 was an auspicious year for combining culture and history with tourism because the **Task Force on New Jersey History** was released, calling attention to the huge, untapped potential for developing heritage tourism assets that were being ignored. The National Trust for Historic Preservation also had developed a 1994 report, **How to Succeed in Heritage Tourism**, which after a three-year pilot study demonstrated that using the following basic framework of principles and steps would result in successful heritage-tourism initiatives.

Five Principles of Heritage Tourism:

- Focus on Authenticity and Quality
- Preserve and Protect Resources
- Make Sites Come Alive
- Find the Fit Between the Community and Tourism
- Collaborate

Four Steps for Sustainable Tourism

- Assess the Potential
- Plan and Manage
- Develop the Product
- Market for Success

The Historic Preservation Office...

... is committed to enhancing the quality of life for the residents of New Jersey through the preservation and appreciation of our collective past.

Our mission is to assist the residents of New Jersey in identifying, preserving, protecting and sustaining our historic and archaeological resources through the implementation of the state's historic preservation program.

Armed with these two critical documents, the MCVC began to promote the benefits of heritage tourism for Morris County. Because at the time heritage tourism was relatively unheard of in the halls of New Jersey's state and local governments, house museums or historic sites, it was necessary to conduct a heritage-tourism assessment for Morris County that would help advance this concept while educating and involving local stakeholders. In 2001, Cheryl Hargrove, (formerly of the National Trust where she developed ***How to Succeed in Heritage Tourism***) president of the consulting firm The HTC Group, carried out the assessment. Hargrove's work stated:

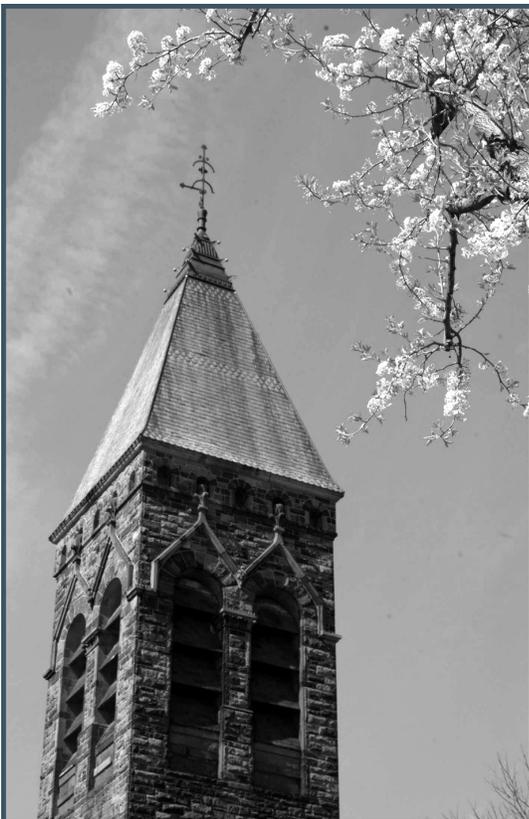
"Home to four national historic landmarks, Morris County offers visitors some of the most distinguished attractions in the northeast and perhaps the entire USA. As the birthplace of the telegraph, a force in the American craft movement and major contributor to the success of the American Revolution, Morris County boasts three centuries of American history. Set among scenic country roads and quaint townships, these heritage assets create a string of pearls worthy of a visit. Quality, diverse dining, plus a variety of accommodations and cultural entertainment complement this package of heritage activities."

The assessment confirmed that Morris County was indeed viable as a heritage-tourism destination and provided a framework for prioritizing the many challenges that needed to be addressed in order to succeed.

1. Build partnerships with local affinity groups and industry partners.
2. Develop and enhance the heritage tourism product.
3. Create a multiyear marketing plan for Morris County.
4. Create a stable source of funding for the Morris County Visitors Center.

The assessment also examined specific historic sites and identified four key challenges:

- 1) Irregular and infrequent hours/days of operation
- 2) Lack of financial and human resources
- 3) Different periods and areas of significance attract different audiences
- 4) Inconsistent experience/value for money



During the last five years, the work of the MCVC has focused on addressing these challenges, and has been successful in marketing, partnering with affinity groups and enhancing the tourism product. For example, summer walking tours attract a varied audience with features such as the historic murder trail of Antoine Le Blanc, a Victorian garden tour and a haunted cemetery tour. The MCVC creates and distributes 20,000 annual visitors' guides to attract a national audience. In 2002, Morristown became the only New Jersey town ever to be chosen by the National Trust as one of America's Dozen Distinctive Destinations. This year's cooperative marketing campaign, funded in part by the New Jersey Office of Travel and Tourism, features the four national historic landmarks of Morris County in both state and national magazines.

The MCVC still is working on gaining significant market share and creating a stable source of funding. Hopefully, the passage of current legislation (Senate bill S-2772), which calls for the creation of a heritage-tourism master plan, will enable us to address these more difficult issues. These matters affect not only the MCVC, but also many other similar organizations throughout the state that promote heritage tourism.

***By Leslie Bensley, Executive Director,
Morris County Visitors Center***

Save The Date

Friday, October 27, 2006

Best Practices Workshop

Hone your expertise, expedite your projects, better serve your clients, and earn a certificate of achievement by attending this training provided by the New Jersey Historic Preservation Office.

The goals of the workshop are:

- 1) To enhance current knowledge of Section 106, Section 4(f), NJ Register of Historic Places Act and NJDEP-LUR requirements, procedures and information needs.
- 2) To identify and discuss problems workshop participants have experienced working with these requirements.
- 3) To seek solutions to at least some of the problems through small, group discussions.

The training element of the workshop will include discussions of regulatory requirements, as well as case studies. The problem-solving component will provide an opportunity to air any grievances or problems you have experienced and to seek reasonable solutions.

Location

**Department of Environmental Protection Public Hearing Room
401 East State Street, Trenton, NJ 08625**

Price

\$50.00

Includes instruction and course materials (lunch is not provided)

For more information: www.nj.gov/dep/hpo

Save The Date

Funding for Heritage Tourism Initiatives

There are two things that are necessary for any historic site that wants to improve its programs or attract visitors – a plan and money to fund that plan. Whether an established historic site wants to expand its tourism program or a new site wishes to attract its first visitors, it is important to create and execute a plan before seeking a funding source. To do this, the site should first consider what the end product will be. Some examples include:

- a marketing plan for a new or existing program
- plans to develop educational and interactive programs
- materials, such as signs, videos or interactive exhibits that will help interpret the site and meet accessibility requirements
- collaborative programs that include different sites sharing a similar geography or historic theme

A heritage-tourism plan may be part of a strategic plan, master site plan, public relations plan or preservation plan that is developed for the long-term preservation of the site. The heritage plan should address the visitor-readiness of the site or resource and make recommendations for improving the tour experience, increasing accessibility, determining potential audiences and implementing a marketing strategy. Once the plan is complete, the historic site steward can begin to solicit funding.



Creating the heritage-tourism plan likely will involve the work of staff, volunteers and tourism, educational and/or marketing professionals. Implementing its recommendations will cost additional hours in staff and production of materials such

as interpretive brochures, signs, tour designs and marketing tools. The following sources can help historic site stewards obtain financial support for their new or expanded tourism programs.

New Jersey Historic Trust

Through the Garden State Historic Preservation Trust Fund, the New Jersey Historic Trust offers historic-site management grants for planning exercises that promote effective management at historic sites. These matching grants may be sought for the development of heritage-tourism plans and interpretive materials. For example, in the 2005 grant round, the Historic Trust funded proposals to create a themed tour involving three historic sites in the city of Camden and to develop educational curricula and a tourism plan for two sites in Burlington County.



Eligible applicants are nonprofit organizations and units of county or municipal government. Sites included in the proposal must be either listed or eligible for listing in the New Jersey Register of Historic Places. The application deadline for the 2006 grant round is June 1, 2006. Information about the grant program can be found at www.njht.org or by calling (609) 984-0473.

New Jersey Historical Commission

The New Jersey Historical Commission offers general operating support grants to historical organizations, museums, historic sites, archives, libraries and similar

organizations with collections or programming relating to New Jersey history. The grants help fund the basic costs of operation of the sites, which includes contracted services, marking, publicity and planning for heritage-tourism initiatives. Information about the grant program can be found at www.newjerseyhistory.org or by calling (609) 292-6062.

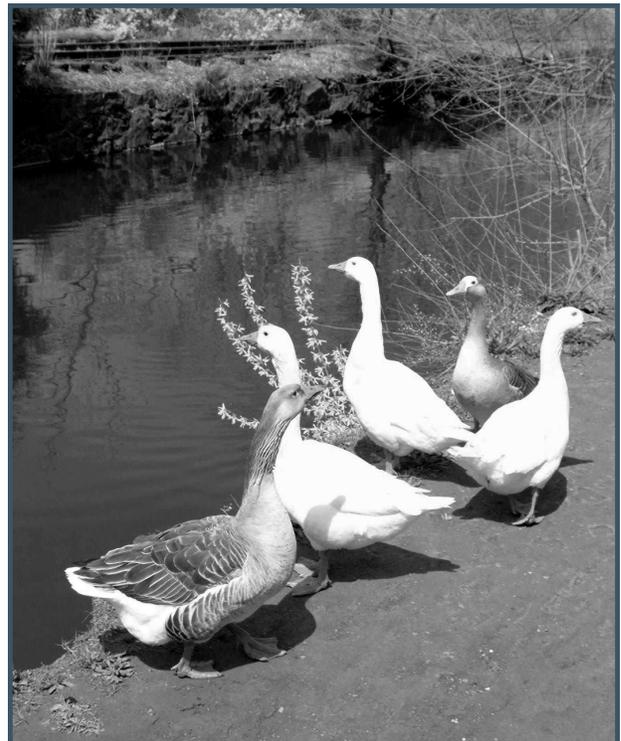
New Jersey Commerce, Economic Growth and Tourism Commission

The Cooperative Marketing Grant Program is a collaboration of the New Jersey Commerce, Economic Growth and Tourism Commission's Office of Travel and Tourism and the travel industry whose goal is to promote New Jersey as a premier travel destination. The program helps fund marketing proposals for events or campaigns that promote New Jersey tourism. This award must be matched with non-state funds. Information about the grant program can be found at www.state.nj.us/travel/ or by calling (609) 292-6963

Other Resources

The Cultural Heritage Tourism Resource Manual was compiled by the National Trust for Historic Preservation for Partners in Tourism, a coalition of agencies building an agenda for heritage tourism. The resource manual is a directory of national organizations and agencies that provide funding, technical assistance and other resources to support heritage-tourism projects. The document can be downloaded from www.nasaa-arts.org/artworks/fund_opps.shtml.

Travel Industry Association of America sponsors See America Week each May and provides communication tools, educational opportunities, and information about the economic benefits of travel.



Information about See America Week can be found at www.tia.org/industrymeet/ntl_tourismweek.html.

Tourism Cares for Tomorrow is part of the Worldwide Grant Program, offered by Tourism Cares. It is a highly competitive, international grant program for nonprofit organizations that helps fund tourism-related capital or program improvements. There are three grant deadlines throughout the year. Information about the program can be found at www.tourismcares.org.

The National Trust for Historic Preservation's Heritage Tourism Program offers educational resources for managers of historic sites and helps those managers gather community support for increased heritage tourism. Information about programs and services can be found at www.nationaltrust.org/heritage_tourism/ or by calling (303) 623-1504.

Finally, organizations also should look locally for support from municipalities, county freeholders or county cultural and heritage commissions that may have funds available to use for the creation, promotion and marketing of events or campaigns that provide a community service or promote the image of the community.

By Catherine Goulet, Program Officer, New Jersey Historic Trust

Spirit of the Jerseys

State History Fair

A New Destination for New Jersey's Heritage Tourism

The third annual **SPIRIT of the JERSEYS** State History Fair will be held May 6 at Washington Crossing State Park in Titusville. Visitors will experience four centuries of New Jersey history as they discover their roots, participate in a bucket brigade, hear the boom of a cannon and dance around the May Pole. Special events include a historical fashion show, an 1864 baseball game and a quilt show.

The fair originally celebrated the centennial of New Jersey's state-owned historic sites and was designed to raise the public's awareness and appreciation of these sites. The first fair was so popular, however, it has become an annual event that has evolved into a premiere statewide heritage event.

It took many changes to turn a one-time celebratory event into an annual statewide event that showcases all of New Jersey's history, including identifying the participant base, boosting publicity efforts and expanding programming.

The process began by evaluating the fair to determine how these changes could best be made. The evaluation showed that in the first two years a total of 3,200 people attended the free fair. Although that is a respectable turnout, it is not enough to be a



dynamic player in the heritage-tourism industry. The audience needed to be better understood so that a targeted marketing campaign could draw a bigger crowd. Initially, it was thought the audience was composed mostly of families. However, the evaluation proved that senior citizens and aging baby boomers also made up a portion of the fair's audience. Studies have shown that these two demographic groups are typically heritage tourists that frequent museums and historic sites and seek travel destinations that provide authentic, meaningful experiences.

The next step was to solicit the support and participation of New Jersey's history community to increase publicity. In order to build partnerships to strengthen and promote the fair, this year all of the state's historical societies were invited, as well as more museums and historic sites. Publicity materials were sent to all of the county cultural and heritage commissions so they could help inform the public about the fair. A Web site was developed and radio spots are being explored.

Finally, this year there will be more historical presentations and several new activities in addition to the more popular programs, such as the children's scavenger hunt and the student art contest. The art contest began with 28 entries in 2004 and grew to 164 entries last year, so there is great anticipation of this year's expanded entries. This year, participants include more than 65 historical organizations and individuals, 10 military reenactment groups and 13 historic character portrayals.

There is still much to do and more collaboration and publicity are necessary. But the SPIRIT of the JERSEYS is well on its way to establishing itself as the only truly statewide historic event where visitors can learn about the state's multifaceted history in a fun, relaxing atmosphere.

The New Jersey Office of Historic Sites, in conjunction with the State Park Service, sponsors the SPIRIT of the JERSEYS. For more information, visit our Web site www.njparksandforests.org/historic or call (609) 777-0238.

By Beverly A. Weaver, Chair, State History Fair, Supervisor, New Jersey Office of Historic Sites

Heritage Tourism on Line

The following is a list of resources available for those looking to learn more about heritage tourism or hoping to start heritage-tourism programs in their own area.

SOURCES OF INFORMATION AND ASSISTANCE

Advisory Council for Historic Preservation

www.achp.gov/heritagetourism.html

This Web site lists Web-available versions of articles and reports produced by the Advisory Council for Historic Preservation. The site also includes a directory of federal programs that can be used to support heritage-tourism programs.

Arts and Heritage Marketing Mailing List

www.jiscmail.ac.uk/lists/ARTS-HERITAGE-MARKETING.html

This electronic forum is based in the United Kingdom, but has an international focus. Members can post information about upcoming conferences, events or publications of interest to the heritage-tourism community.

The Business of Tourism Management

<http://businessoftourismmanagement.blogspot.com/>

This regularly updated blog is a companion to a book on tourism management published by Pearson Education. While the site is based in the United Kingdom, it offers information and news about heritage tourism throughout the world.

Center for Tourism Policy and Research

www.sfu.ca/~dossa/heritage.htm

Operating from Canada, this center provides a list of online resources relating to heritage tourism.

Cultural & Heritage Tourism Alliance

www.chtalliance.com/

The alliance is an informal association of workers in the heritage-tourism industry. Their Web site provides a history and contact details for the organization and information about the conferences they have held on heritage tourism.

Federal Preservation Institute

<http://fpi.historicpreservation.gov/TechnicalInfo/EconomicDevelopment/General.aspx>

This Web site is part of the Historic Preservation Learning Portal, a partnership initiative of the National Park Service and other federal agencies. It contains a bibliography and glossary of terms related to heritage ecotourism and a study on the economic impact of federal historic properties prepared by the Federal Preservation Institute.

International Trade Administration

<http://tinet.ita.doc.gov>

Contains research, articles and information about tourism and its role as a fast-growing national export, emerging international markets, economic figures on international tourism and grant opportunities.

Museum Marketing Tips

www.museummarketingtips.com/articles/articles.html

This Web site was created by a marketing consultant as a free resource for museums and other cultural institutions. It contains a number of articles, many specifically on heritage-cultural tourism and group tour marketing, and recommends books on related topics.

National Endowment for the Arts

www.arts.gov/about/Facts/Cultourism.html

This National Endowment for the Arts (NEA) fact sheet offers a brief introduction to cultural tourism and lists a number of the NEA's relevant initiatives.

National Endowment for the Humanities

Interpreting America's Historic Places: Planning Grants

www.neh.gov/grants/guidelines/historicplanning.html

Organizations can use planning grants for Interpreting America's Historic Places to develop detailed content and interpretive approaches to projects prior to their implementation. The place to be interpreted might be a single historic site, a series of sites, an entire neighborhood, a community or town, or a larger geographical region. The place taken as a whole must be significant to American history and the project must convey its historic importance to visitors.

National Geographic Society

Sustainable Tourism Resource Center

www.nationalgeographic.com/travel/sustainable/

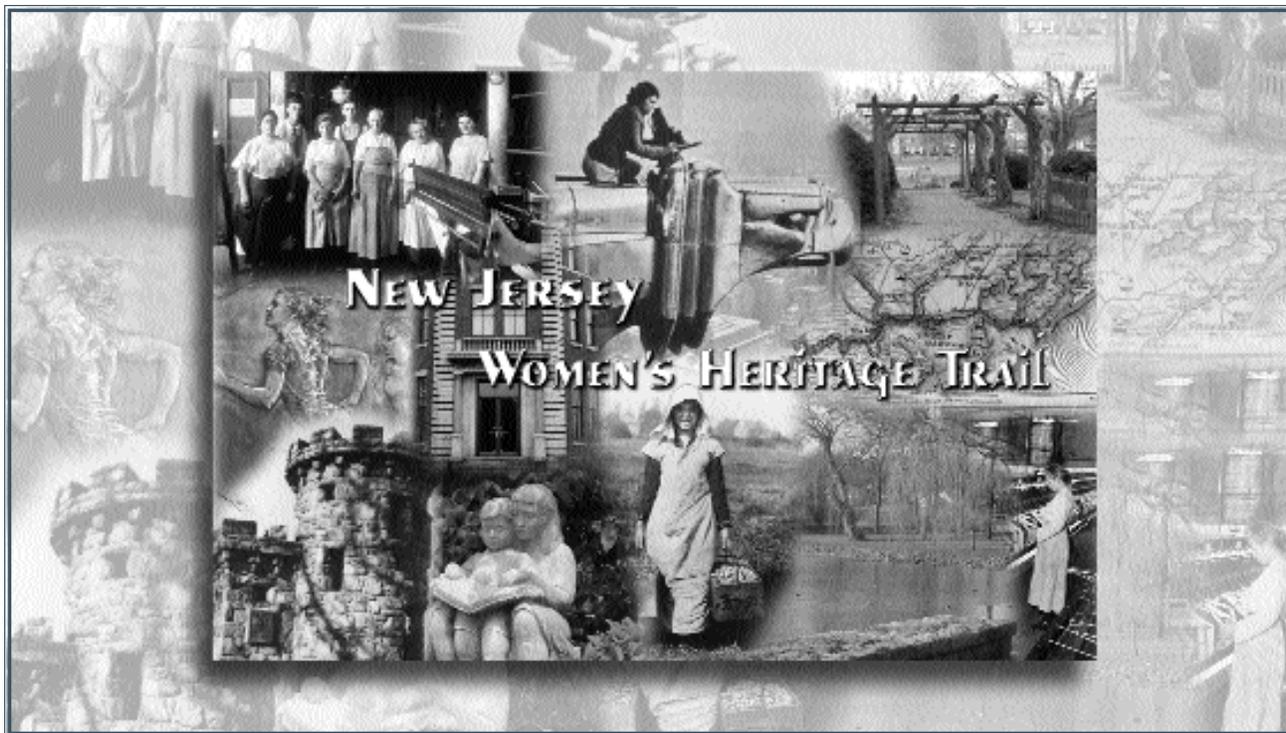
The center promotes the geotourism approach, which is "tourism that sustains or enhances the geographical character of a place" its environment, culture, aesthetics, heritage, and the well-being of its residents." In the form of articles, rankings and award programs, their Web site provides information to communities, professionals and travelers to ensure that places can make the most of their unique characteristics, natural or man-made, while causing the least amount of disruption to these resources.

National Park Service

National Heritage Area Program

www.nps.gov/phso/sources/linksh.htm

This Web site provides a list of links and resources relating to cultural tourism that were initially gathered to aid in the development of National Heritage Areas.



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Preserve America Program

www.cr.nps.gov/hps/hpg/preserveamerica/

The Preserve America Program's matching grants provide funding to designated Preserve America Communities to support preservation efforts through heritage tourism, education and historic-preservation planning.

National Register Travel Itineraries

www.cr.nps.gov/nr/travel/

The Discover Our Shared Heritage Travel Itinerary Series is a program of the National Park Service that arranges self-guided tours, to be taken in person or online, of numerous properties listed in the National Register of Historic Places. Each tour is based on a specific geographical region or historical theme and provides additional information about related preservation and tourism resources.

**National Trust for Historic Preservation
Heritage Tourism Program**

www.nationaltrust.org/heritage_tourism/help.html

The Heritage Tourism Program of the National Trust assists historic sites, communities and regions in creating plans and programs for sustainable heritage-tourism programs. Their Web site has details on the workshops and publications offered by the program, as well as information on the benefits of heritage tourism and stories about past clients.

Partners in Tourism

www.culturalheritagetourism.org/

A coalition of nine national service organizations and four federal agencies representing a broad spectrum of arts, humanities, heritage and tourism organizations throughout the country. The coalition's 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. Offers online tourism newsletter and articles about cultural tourism.

Scenic America

www.scenic.org

Scenic America is the only national nonprofit organization dedicated solely to protecting natural beauty and distinctive community character. Scenic America provides technical assistance across the nation and through nine state affiliates (California, Florida, Kentucky, Michigan, Missouri, North Carolina, Texas, Tennessee and Virginia) on scenic byways, billboard and sign control, context-sensitive highway design, wireless telecommunications tower and overhead utility location, transportation enhancements, and other scenic conservation issues. Scenic America advances our No. 1 goal, to build a citizen movement for scenic conservation, through education, site-specific projects in various states, grassroots organization, and publications on preserving scenic beauty, open space and quality of life.

Travel and Tourism Research Association

www.ttra.com

The Travel and Tourism Research Association is a membership organization that serves as an international forum for the exchange of ideas and information; promotes and disseminates high-quality, credible and effective research; fosters the development of travel and tourism research and related curricula in institutes of higher education; and advocates for the effective use of research in the decision-making process of professionals in the travel and tourism industry. The organization sponsors conferences and provides workshops, seminars and conferences that help members maintain or enhance their professional skills.

Travel Industry Association of America

www.tia.org

The Travel Industry Association of America (TIA) is a national, nonprofit unifying organization representing the common concerns of all components of the United States' travel industry. As an umbrella organization for the industry, TIA includes both public and private sectors. Its primary role is to take a leadership position with major industry developments and initiatives in marketing, government policy, research and analysis, and public education. Its annual International Pow-Wow brings together 1,500 of the world's largest inbound United States international tour operators at the world's largest inbound "visit USA" marketplace. The association's domestic, international and economic research studies are dedicated to providing up-to-date marketing and economic information to the U.S. travel industry.

UNESCO

<http://portal.unesco.org/culture/en/>

Recognizing the potential dangers of an unchecked tourist industry, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) wishes to promote "a discerning type of tourism that takes into account other people's cultures." Their Web site offers examples of pilot projects, reference texts and charters to guide the creation of sensitive heritage-tourism programs.

University of Maryland

Center for Heritage Resource Studies

www.heritage.umd.edu/CHRSWeb/World%20Heritage/Heritage%20Spots/Heritage%20Spots%20HT.htm

On its Web site, the Center for Heritage Resource Studies offers broad overviews of many heritage issues, including heritage tourism. Suggestions for further reading are also provided.

University of Nottingham, UK

Tourism and Travel Research Institute

www.nottingham.ac.uk/ttri/

The Web site of this academic research institute offers several papers and articles on subjects relevant to heritage-tourism professionals throughout the world.

World Travel and Tourism Council

www.wttc.org

Established in 1990, the World Travel and Tourism Council (WTTTC) is a global coalition of industry chief executive officers promoting the case for travel and tourism at the highest level of government/public policy. WTTTC includes major international companies from the accommodation, catering, recreation, transportation and travel service sectors of the world's largest industry.

PROGRAMS IN OTHER STATES AND CITIES

The tourism boards and arts councils of many other states maintain Web sites offering information and toolkits for heritage tourism. While many of these sites refer to state-specific initiatives and programs, the following states offer information applicable to heritage tourism throughout the country.

Kentucky

<http://ky-festivals.org/tourism/resources.asp>

Pennsylvania

Heritage Tourism Study

www.dcnr.state.pa.us/recstudy/finalreport.pdf

Heritage Philadelphia Program

www.heritagephila.org

Texas

Cultural and Arts Network

www.arts.state.tx.us/toolkit/tourism/

Utah

<http://culturalheritage.utah.gov/>

Vermont

www.vermontartscouncil.org/article.php?id=90

Virginia

www.dhr.virginia.gov/tools_of_trade/tourism1.htm

Compiled by Brendan Beier and Michelle Hughes, New Jersey Historic Preservation Office

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