



TOURISM AND HOSPITALITY
MANAGEMENT COLLECTION

Betsy Bender Stringam, *Editor*



Cultural and Heritage Tourism and Management



Tammie J. Kaufman



BUSINESS EXPERT PRESS

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Abstract

The tourism industry continues to evolve as people's interests have changed. There has been a shift in the type of experiences sought when people travel. One of the reasons behind this is the desire for travelers to be more engaged as they travel and get to know a community through their culture and heritage. Tourists are craving authenticity. In an environment of chain restaurants, hotels, and stores people are seeking the differences of what communities offer. This book will be a guide to how a community can sustainably develop their cultural and tourism resources in order to attract and retain the sought-after cultural and heritage tourist.

Keywords

cultural, heritage, historic, sustainable, planning, tourism

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CHAPTER 1

Introduction to Cultural and Heritage Tourism

Chapter Overview

The tourism industry continues to evolve as people's interests have changed. There has been a shift in the type of experiences sought when people travel. One of the reasons behind this is the desire for travelers to be more engaged as they travel and get to know a community through their culture and heritage. Tourists are craving authenticity. In an environment of chain restaurants, hotels, and stores people are seeking the differences of what communities offer.

This chapter will teach you the definition of cultural and heritage tourism and the differences as well as the similarities between the two. You will be familiar with who the cultural and heritage traveler is, and what kind of experiences they are seeking, and the benefits of developing a community's cultural and heritage product.

What Is Cultural and Heritage Tourism?

There is no agreed upon definition of what is tourism. Similarly, there is not one for heritage or cultural tourism either. Cultural and heritage tourism is sustainable tourism that is aligned with physical and/or intangible culture or heritage.

Physical Heritage

Physical heritage involves built structures and their surroundings; historic sites; ruins, archaeological and maritime sites; sites linked with mining, industrial, scientific and agricultural heritage; collections that house or collectively promote objects of heritage significance (for example,

museums, tours, trails, and festivals) and created landscapes (for example, public gardens, parks, and lands).

Intangible Heritage

Intangible heritage can be defined as the stories, traditions, human activities, languages, art, and histories that represent a community. The intangible component of heritage tourism is often referred to as cultural tourism.

Cultural and Heritage Tourism Terminology

The use of heritage tourism and cultural tourism referring to the same segment of tourism is often seen. Based on the interconnectedness of heritage and cultural tourism it is quite difficult to define them both as two unique entities. There are more similarities than differences amongst the cultural and heritage tourists which is why when referring to either they are both under the same umbrella of cultural and heritage tourism.

Explanation of Differences Between Cultural and Heritage Tourism

The major difference between the cultural and heritage tourism is that heritage tourism is focused on the place: the landscape, historic sites, architecture, and artifacts that make a place distinctive. Cultural tourism is more experience-based with the focus on the art, stories, music, and culture that makes a community unique.

Historic preservationists are more likely to use the term heritage tourism, and arts organizations will refer to their offerings as cultural tourism. Heritage tourism offerings are more focused on the built environment as cultural tourism on the arts.¹ Not all practitioners adhere to these guidelines so there is a great deal of overlap in defining the product and experience.

Understanding the Significance of Cultural Tourism

There are four main aspects to understanding the significance of cultural heritage sites. These are key in determining the management policies of each site.² The four main aspects are as follows:

Historical Significance

The age or relationship to the historical era, person, or event. Historical significance is relatively easy and an obvious trait in heritage management.

Social Significance

Social significance refers to the social, spiritual, and other community-oriented values attributed to a place.

Aesthetic Significance

Aesthetic significance refers to the special sense of the importance of a place. This could be in terms of the architecture, design, or the environment.

Scientific Significance

Scientific significance refers to the scope or possibility of scientific findings from a site, monument, or a place. This is often attributed to archaeological sites or ancient monuments.

Trend Toward Heritage Site Visitation

During the 1980s American travelers spent their money without restraint. In the 1990s, there was a change in this pattern and in the type of experiences sought on vacation as noted in Table 1.1.³

Table 1.1 Changing trends: what is very important when planning trips?

Travel preference	1980s	1990s
A luxury resort	10%	7%
Good night life	22%	13%
Experience a completely different culture	17%	37%
Going off the beaten track	23%	45%
Cultural, historical, or archaeological treasures	27%	50%

(Continued)

Table 1.1 *Changing trends: what is very important when planning trips? (Continued)*

Travel preference	1980s	1990s
Visiting place that I have never been before	44%	57%
Location with natural beauty	60%	73%
Order expensive food	25%	1%
Spend more freely	81%	19%
Gain new perspective on life	40%	72%
Understand culture	48%	88%

Comparisons reveal a shift from escapism to enrichment. One explanation for this shift has to do with the downturn in the economy from the 1980s to the 1990s. This is reflected in the rise in the importance of culture of a travel motivator.

There are other forces at work which are believed to have led to a paradigm shift. The causes of this paradigm shift are as follows:⁴

1. Higher levels of education. Studies show that persons in higher education categories are more likely to be culturally orientated;
2. The increasing numbers of women in our society in positions of power and authority. Women tend to be more culturally orientated than men;
3. The aging baby boom generation that has more time to travel;
4. Less leisure time but a greater emphasis on quality time experiences which cultural facilities and events offer;
5. Even greater health and appearance consciousness, with concerns for the effects of ultraviolet rays causing travelers to seek more indoor cultural opportunities.

Explanation for the Growth of Heritage Tourism

America’s regional and local cultures are falling victim to the influence of mass culture. As urban sprawl takes over more of the United States’ rural landscapes and develops into planned housing, aspects of unique culture are endangered.⁵

Today a great deal of time and energy is dedicated to looking backwards, toward capturing a past which, in many ways, is considered superior to the chaotic present and dreaded future. This world of yesteryear is a safe environment. It is secure. It is orderly. The way we were is surely an improvement on the way we are or are never likely to be.⁶

This need to recapture the past is being translated into the demands of travelers. They are expecting a greater depth of experiences than in the past. The ordinary vacation is no longer acceptable. The traveler is becoming sophisticated and expects more than the mundane and shoddy, which may have been acceptable in the past. Travelers have a greater wealth of knowledge because they have higher education levels and more experience. Tourism developers must plan to meet these needs by offering greater opportunities for guidance and interpretation.⁷

Heritage tourism, if planned properly, offers a way to preserve the past while meeting the needs of a market seeking to appreciate and understand its past. Hargrove⁸ illustrates this in the following five statements concerning the reasons that tourism is important to preservationists:

1. America's heritage is the only distinguishing factor which separates one community from another. And in the very competitive world of tourism, that unique distinction is what gives a community a marketing edge.
2. America's heritage is the only distinguishable factor which separates one community from another. And in the very competitive world of tourism, that unique distinction is what gives a community a marketing edge.
3. America's heritage allows us to share the story of how our country developed with future generations. By experiencing the significance of the sites and the areas where history occurred, students understand the social and industrial development of our country.
4. A practical reason why tourism is important to preservation, is that often the generous contributions from travelers through admissions to historic houses and special events provide the necessary funds for upkeep and protection. It is a real bottom line activity.

5. The visual is much more effective than the oral. Through preservation, structures and sites can be protected for everyone's enjoyment because this is a sensory and visually orientated society.

Who Is the Heritage Traveler?

The heritage traveler or tourist seeks travel experiences that expand their understanding of other places and people. The heritage tourist wants to experience a destination's true character. In a country where every city starts looking the same because of chain stores, hotels, and restaurants there is a desire to encounter something unique. Travelers want to see what makes a community special.

The National Trust for Historic Preservation⁹ tells us that today's heritage tourist is:

- Well educated—Most heritage tourists have advanced degrees. Education level is the single most significant factor that influences cultural and heritage participation and travel.
- Older—Participation in cultural and heritage events peaks between ages 45 and 65, when people are at the height of their careers, earning power, and discretionary income.
- Influenced by women—Women typically plan family vacations and group trips, and also control more personal discretionary income.
- Cosmopolitan international travel is growing. Those travelers seeking heritage or cultural events are just as likely to travel to Europe, Asia, or Africa as to the United States.
- Accountability-driven—Increasing access to global communication has made heritage travelers more discerning and better informed. They look for value for the dollar and experiences that will meet their expectations.
- Generous in spending—Visitors to historic and cultural sites spend about \$62 more per day than other visitors. They tend to spend money on antiques, art, gourmet food, wine, health food, and outdoor experiences such as biking, hiking, canoeing, and bird watching.

- More inclined to stay overnight in hotels and bed and breakfasts.
- More inclined to stay longer than the average traveler.
- More likely to visit a diversity of sites, cities, and regions than the average traveler.
- Wants high quality services—The heritage and cultural tourist looks for quality in infrastructure and services, as well as in program content.
- Interested in authenticity—The heritage tourist seeks out experiences that are authentic in order to learn about a community's history and culture.
- Wants easy-to-do, accessible quality travel experiences—Due to time constraints, including less leisure time, the heritage tourist wants a unique and enriching travel experience that combines education, entertainment, and authenticity.

Experiences Sought at Heritage Sites

Light¹⁰ found that there is no uniform demand for one type of heritage tourism experience. This makes it difficult to determine what the public wants. The heritage tourist has different motivations for travel than a traditional traveler.¹¹ A person that is more historically preservationist minded may be seeking an entirely different experience at a heritage site than one that is not.

Visitors can no longer be treated as one collective mass with similar preferences, and reasons for travel. Tourism sites must differentiate themselves in order to market to heritage travelers effectively. It has been suggested that visitor experience should be placed at the center of any heritage management process.

Traditional management focus on the heritage resource is thought to be inadequate because it does not take into account the human element or the significance of visitors in heritage management.¹² Managers at heritage sites have begun to explore ways to increase attendance and control operating expenses by evaluating operating policies and practices. The issues emphasized include a heightened focus on customer service.¹³ By studying what the historic preservationist minded tourist wants at

heritage sites, planners will be better able to comprehend what these individuals expect from their visit. By determining preferences, planners will be poised to capture the “heritage and cultural tourist market.”

The growth in the heritage and cultural tourism area is producing a diverse audience seeking a variety of services and benefits from the heritage and cultural site experience; at the same time individuals place authenticity as a key factor in selecting a cultural or historic site. Realizing that the public is demanding an authentic heritage or cultural experience, practitioners must accommodate these wishes, or they will be replaced by other practitioners who are planning, marketing, and developing heritage sites with the awareness of the “pulse of America” in mind.¹⁴

Type of Cultural/Heritage Leisure Travelers

Not all tourists are similar and seek the same experiences. The same can be said when looking at cultural and heritage travelers.¹⁵ Table 1.2 shows a continuum of the type of cultural/heritage leisure travelers and how they are defined. “Passionate” cultural/heritage tourism leisure travelers

Table 1.2 Type of cultural/heritage leisure travelers

Type of cultural/ heritage leisure travelers	Definition	Percentage of leisure travelers
Passionate	Leisure travelers who participate in cultural and heritage activities to a larger extent than other segments. And for a large percentage of this group, these activities are a driver of destination choice	13% of leisure travelers or 23 million leisure travelers
Well-rounded/active	Leisure travelers that are open to experiencing all types of activities while on a leisure trip, including cultural and/or heritage activities	14% of leisure travelers or 24 million leisure travelers
Aspirational	Leisure travelers who desire to experience and participate in cultural/heritage activities, but have limited experiences with cultural activities during their most recent trip and during the past three years	27% of leisure travelers or 46.3 million leisure travelers

Self-guided/accidental	Leisure travelers who take advantage of cultural/heritage activities while on a leisure trip, but cultural/heritage activities aren't the driver for their destination choices. They most often prefer exploring small towns, galleries, and self-guided historical tours	11% of leisure travelers or 18 million leisure travelers
Keeping it light	Leisure travelers that don't seek out cultural/heritage activities but will attend what they perceive as fun art, cultural and musical events	11% of leisure travelers or 18.5 million leisure travelers

choose cultural and heritage tourism activities as the main purpose of their travel whereas “keeping it light” cultural/heritage leisure travelers attend cultural/heritage tourism activities as an afterthought. They may go to a festival at the last minute if it is convenient.

A larger percentage of cultural/heritage leisure travelers fall in the middle in the “aspirational” category. They desire to participate in cultural activities but do not do so very often because of limited experience. If they are educated about a community's offerings they are more likely to be willing participants. This is where a community can make headway in attracting the cultural and heritage tourist. A person that is interested but needs more information is a valuable commodity. A community should create a marketing campaign that is an educational tool to entice this type of tourist that includes maps, list of attractions, events, hotels, and restaurants.

Benefits of Cultural and Heritage Tourism

There are many reasons why cultural and heritage tourism is becoming a sought-after product. There is an increase in demand, which of itself is attractive. There are also benefits that come with promoting and supporting this cultural and heritage tourism. When a community's culture and heritage is at the forefront of economic development more people can be involved. This involvement can be through sales of local crafts and foods as well as the employment of citizens at heritage attractions. Another benefit results when tourism profits can be utilized to revitalize neighborhoods and downtown areas.

Cultural and heritage tourism development is also a good tool to diversify the local economy. Communities that already have an established tourism product can market more opportunities which gives tourists the incentive to stay longer and return to the destination more often. For communities without an established tourism product, heritage tourism can provide another sector that helps diversify the local economy.

Cultural and heritage tourism can build community pride. Celebrating a community’s uniqueness brings people together. Demand for local arts, crafts, and food can also help continue traditions from one generation to another.

Chapter Exercise

Table 1.3 includes cultural and heritage tourism management resources in the United States. From the organizations listed choose three organizations, write brief descriptions about each organization and how they are helpful resources for cultural and tourism managers.

Table 1.3 Cultural and heritage tourism organizations

<i>Advisory Council on Historic Preservation</i> http://achp.gov/
<i>Appalachian Regional Commission</i> https://arc.gov/index.asp
<i>Institute of Museum and Library Services</i> https://imls.gov/
<i>National Endowment for the Arts</i> https://arts.gov/
<i>National Endowment for the Humanities</i> https://neh.gov/
<i>National Historic Trust for Historic Preservation</i> https://savingplaces.org/historic-sites#.WpsK--dG2Um
<i>National Park Service</i> https://nps.gov/index.htm
<i>U.S. Department of Interior: National Heritage Areas</i> https://nps.gov/subjects/heritageareas/index.htm
<i>U.S. Department of Interior: National Register of Historic Places</i> https://nps.gov/nr/
<i>U.S. Department of Interior, Bureau of Indian Affairs</i> https://bia.gov/

U.S. Department of Interior: Bureau of Land Management <https://blm.gov/>

U.S. Department of Transportation: National Scenic Byways <https://fhwa.dot.gov/byways>

U.S. Forest Service <https://fs.fed.us/>

U.S. Travel Association <https://ustravel.org/>

National Trust for Historic Preservation Tip

In order to create a tourism product that attracts the cultural and heritage traveler a community needs to recognize the importance of saving older buildings. Go to this link and you will find six reasons to assist in this argument for preservation. How would you defend saving old buildings based on what you find in this list?

<https://savingplaces.org/stories/six-reasons-save-old-buildings#.WT2b2sa1uUk>

Chapter Review Questions

1. What is the difference between cultural and heritage tourists?
2. Who is the cultural and heritage tourism traveler?
3. What kind of experiences are tourists seeking at cultural and heritage sites?
4. What are the benefits of cultural and heritage tourism to a community?

Layout of the Book

Chapter 1: Introduction to Cultural and Heritage Tourism

- Definitions of cultural and heritage tourism
- Explanation of differences between cultural and heritage tourism
- Growth of cultural and heritage tourism
- Demographics
- Why they are a sought after market

- The type of experiences this market is seeking
- Similarities and differences between these types of tourists

Chapter 2: Cultural and Heritage Tourism Resources

- Cultural resources
- Historical resources
- Natural resources

Chapter 3: Cultural and Heritage Tourism Planning and Development

- Strategies to create a sense of place in cultural and heritage tourism development
- Role of infrastructure in sustainable development
- How to offer authentic experiences at historic sites
- Best practice in historic site interpretation

Chapter 4: Cultural and Heritage Tourism Impacts: Creating a Sustainable Experience

- Positive and negative impacts of tourism
- Partnering with the community and creating ownership opportunities
- Setting and monitoring capacity indicators considering social and environmental impacts

Chapter 5: Marketing Cultural and Heritage Tourism

- Approaches to marketing in cultural and heritage management
- Influences on demand and motivation related to cultural heritage tourists
- Tourism's marketing role in tourism planning

Chapter 6: The Role of Festivals in Cultural and Heritage Tourism

- Festivals as a generator of common interests in the community
- The role of festivals as an outlet for community buy in to tourism development
- Festival planning best practices

Chapter 7: Rural Tourism Development and the Interdependence with Cultural and Heritage Tourism

- Overview of how cultural and heritage tourism provides a unique opportunity for economic development in rural communities
- Share how communities can collaborate to attract cultural and heritage tourists
- Identify the role of bed and breakfasts in cultural and heritage tourism development

Chapter 8: Addressing Darker Cultural and Heritage Attractions

- Define dark tourism and explain the motivation behind site visitation
- Share issues and benefits involved in dark tourism
- Best practices in managing dark tourism sites

Chapter 9: Cultural and Heritage Tourism Trends

- Exploring current trends in this segment
- Ghost tourism
- Food tourism

Notes

1. National Trust for Historic Preservation (2017).
2. McKercher and du Cros (2002).
3. Harris (1992).
4. Silberberg (1995).
5. Teskey (1991).
6. Dann (1994, p. 70).
7. Gunn (1997).
8. Hargrove (1990).
9. National Trust for Historic Preservation (2017).
10. Light (1995).
11. Millar (1989).

12. Hall and McArthur (1993).
13. Silberberg (1995).
14. Kaufman (1999).
15. Mandala Research (2013).

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Dr. Tammie J. Kaufman is an associate professor at the University of Central Florida in the Rosen College of Hospitality Management. Dr. Kaufman obtained her PhD in hospitality and tourism management from Virginia Tech in 1999 where her dissertation research focused on historic preservation and tourism planning and development. While at Virginia Tech she worked in Virginia Tech's Economic Development office focused on tourism development. Her research interests include cultural and heritage tourism management as well as small business research in the hospitality industry.

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