



Summer 2008

Calendar of Events

August 17-19

2008 Americas Competitiveness Forum
Atlanta, GA

August 27-30

Association of African American Museums Annual Conference
Chicago, IL

September 9-12

American Assoc. of State and Local History Annual Meeting
Rochester, NY

September 11-14

Preserving the Historic Road 1998-2008
Historic Roads
Albuquerque, NM

September 28 - October 2

The Santa Fe International Conference on Creative Tourism
Santa Fe, NM

September 29 - October 3

2008 CECA Annual Conference
Cultural Tourism: Trends and Strategies
Montréal, Quebec, Canada

[Click here](#) for more events.

Mission

Partners in Tourism: Culture and Commerce

is a coalition of cultural service organizations, the travel industry, and federal agencies that provide a forum for collaborative research, education, promotion and advocacy with the common goal of advancing the role of culture and heritage in the travel and tourism industry.

National Partners and

Federal Corresponding Partners

Articles in this Edition:

- Civic Tourism Conference
- C&HTA Conference
- Preserving the Historic Road Conference
- Geotourism Winners
- NEW Publication: *The Cultural Traveler*
- NHA Economic Impact Study
- A Study: Travel Websites
- Washington *Buzz*
- Scanning the States



Civic Tourism Conference Civic Tourism II: Defining and Animating Place

October 15—18, 2008
Blackstone Valley, Rhode Island

Exciting new discussions will overflow in New England this Autumn!

Rethinking Tourism Economics, Connecting to the Touring Public and Investing in the Tourism Story will all be discussed at this second exciting conference on a new way to view Sustainable Tourism Development. The conference will be held October 15-18, 2008 in Blackstone Valley, Rhode Island.

According to **Dr. Dan Shilling**, "Civic tourism is about appreciating tourism as a public good, valuing it as a public responsibility and practicing it as a public art."

According to **Dr. Robert Billington**, conference Chairman and President of the Sustainable Tourism Planning and Development Laboratory, "The conference will allow tourism practitioners from around the world to not just learn about the latest in tourism marketing but to discuss how to integrate a community's culture, character, ecology, history and commerce into a whole place strategy."

Who should attend?

- | | |
|---|---|
| >Travel & leisure tourism professionals | >State Park Officials |
| >Cultural and Heritage Tourism | >National Park Officials |
| >Humanities professionals | >Economic development corporations |
| >Tourism professionals | >Economists |
| >Anthropologists | >Preservationists |
| >Resort Managers | >Geographers |
| >Landscape Architects | >Historians |
| >Chambers of Commerce | >Hospitality managers |
| >Civil engineers | >Tourism/marketing professionals |
| >Developers | >Town and City leaders |
| >Designers | >Civic and community-based not-for-profit organizations |
| >Tourism Destination Managers | >Urban and regional planners |
| >Destination interpreters | >Communities seeking to attract visitors |
| >Ecologists | |

SAVE THE DATE AND REGISTER NOW!

This is one conference you do not want to miss! Go to the [website](#) for registration information. (www.civictourismconference2008.com)

Cultural & Heritage Tourism Alliance Conference set for November 5-8, 2008 in Delray Beach, Florida



The 10th annual Cultural & Heritage Tourism Alliance Conference will be held in Delray Beach, Florida on November 5-8, 2008.

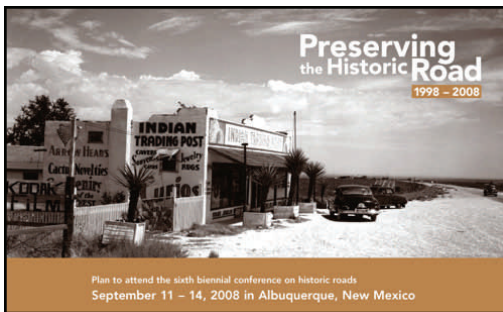
Conference highlights include opportunities to:

- Participate in a special National Symposium - Presented by the U.S. Cultural & Heritage Tourism Marketing Council in partnership with the U.S. Department of Commerce, Office of Travel and Tourism Industries .
- Participate in Product Development Workshop.
- Hear and learn from national speakers and local experts.
- Share ideas and learn what works and doesn't work in cultural and heritage tourism.
- Find out the latest trends in cultural and heritage tourism.

For more information, visit the [website](http://www.chtalliance.com). (www.chtalliance.com)
To receive email updates, contact culturaltourism@palmbeachculture.com.

Preserving the Historic Road Conference Set for September 11-14, 2008 in Albuquerque, New Mexico

Preserving the Historic Road, the only conference dedicated to the identification, preservation, and management of historic roads, will be held September 11-14, 2008 in Albuquerque, New Mexico. Informative education sessions, keynote speakers, field sessions, tours and special events are planned.



Tours include nearby Santa Fe, the Turquoise Trail National Scenic Byway and a walking tour of Historic Albuquerque. The keynote address will be by author **Michael Wallis**, historian and biographer of the American West. Wallis has written 10 best sellers, including Route 66: The Mother Road, The Real Wild West: The 101 Ranch and the Creation of the American West, and Pretty Boy: The Life and Times of Charles Arthur Floyd. Wallis has been thrice nominated for the Pulitzer Prize and was also nominated for the National Book Award. He has won several other prestigious awards and honors, including the Oklahoma Center for the Book Lifetime Achievement Award Winner in 1999.

Session topics include preserving and protecting historic parkways, reality and myth-building on historic highways, lodging challenges along historic highways, historic bridges, context sensitive solutions, byways and heritage corridors, management strategies and others.

The closing keynote will be presented by preservation scholar **Chester Liebs**. Liebs is known for his two decades of work in cultural heritage conservation, and has helped expand the definition of what is worth studying and conserving in the United States and abroad. He has published and lectured extensively, and his book Main Street to Miracle Mile has become a standard reference work on the evolution of 20th-century commercial architecture in North America.

To learn more about the conference, or to plan your trip, please visit the [website](http://www.historicroads.org). (www.historicroads.org)

Geotourism Winners Announced

By Kris Herbst
Changemakers.net Managing Editor

The public voted for three winners in the Geotourism competition “**Celebrating Places – Changing Lives,**” hosted by **National Geographic and Ashoka’s Changemakers.net** website. The winning geotourism destinations emerged from some 320 entries from 83 countries, and they include two innovative tourist lodges in Latin America and an all-women trekking organization in the mountains of Nepal.

Yachana Foundation’s Geotourism Lodge and School allows Amazonian youth to pursue an academic degree in ecotourism while serving guests in the heart of Ecuador’s Amazon region. In one of Costa Rica’s celebrated rainforests, native Cabecar Indians are learning how to manage the Ríos Tropicales Lodge. And in Nepal, **3 Sisters Adventure Trekking** trains women to be trekking professionals in a culture that offers women limited job opportunities.

This global online competition was launched in January by National Geographic’s Center for Sustainable Destinations and by the hosting website, Ashoka’s Changemakers.net. For the first time, visitors to the website were invited to nominate their favorite geotourism destinations to enter the competition, which attracted entries from the largest number of countries to date for any Ashoka’s Changemakers collaborative competition. Each of the three winners received a \$5,000 award.

“Receiving more than 320 entries from 83 countries is indicative of the importance of the tourism industry for protecting people and places around the world through the power of travel,” said **Charlie Brown**, executive director of Changemakers. Ashoka’s Changemakers is building an “open source” online community that competes to surface the best social solutions to the world’s most pressing issues. To date, Changemakers competitions have attracted more than 3,500 solutions from more than 145 countries.

The winners, finalists, and all other entries can be viewed at the [website](http://www.changemakers.net). (www.changemakers.net)

“These three winners, as well as the other 12 finalists, are blazing pathways for the mainstream tourism industry to follow,” said **Jonathan Tourtellot**, director of the Center for Sustainable Destinations. “The future of tourism depends on protecting the quality of the world’s destinations by fully engaging the people who live in them.” [National Geographic’s Center for Sustainable Destinations](http://www.nationalgeographic.com/travel/sustainable/) is dedicated to protecting the world’s distinctive places through wisely managed geotourism and enlightened destination stewardship. Geotourism is defined as “tourism that sustains or enhances the geographical character of a place—its environment, heritage, aesthetics, culture and the well-being of its residents.” (www.nationalgeographic.com/travel/sustainable/)

3 Sisters Adventure Trekking in Nepal uses the positive aspects of tourism to create equity for local women and bring revenue to the poorest areas of Nepal. By training to become adventure professionals, women acquire the skills to earn money, interact with the world and discover their own strengths—critical in a culture where women have been consistently marginalized.

The Ríos Tropicales Lodge is a project of the Rainforest Restoration and Sustainable Community Development that protects the Costa Rican rainforest by empowering and engaging local communities of native Cabecar Indians, hiring them to manage its eco-lodge and sustainable farming projects. (continued on Page 4)



Feature Articles



(continued from Page 3)

Ríos Tropicales helps their best guides turn into “ecopreneurs” and start their own businesses.

The Yachana Geotourism Lodge and School in Ecuador provide practical, hands-on education for Ecuadorian youth in the Amazon. As the country’s only school offering a degree in ecotourism and sustainable development, it is deeply involved in cultural programs, the newest being the Amazon Culinary Tour, where guests and students harvest and prepare Amazonian foods together.

The public was allowed to vote for three projects from a slate of 12 finalists that was selected by a panel of four judges: **Keith Bellows**, vice president of the National Geographic Society and editor-in-chief of National Geographic Traveler magazine; **Susan Berresford**, past president of The Ford Foundation; **Leonard Cordiner**, CEO of WHL Travel; and **Nachiket Mor**, president of ICICI Foundation for Inclusive Growth.

The winners and the other 12 finalists will be invited to join the National Geographic and Ashoka’s Changemakers Change Summit at National Geographic headquarters in Washington, D.C., in fall 2008. The Center for Sustainable Destinations will work with Ashoka’s Changemakers to launch Geotourism Challenge II early in 2009.



The **other 12 finalists** in the Geotourism Challenge were:

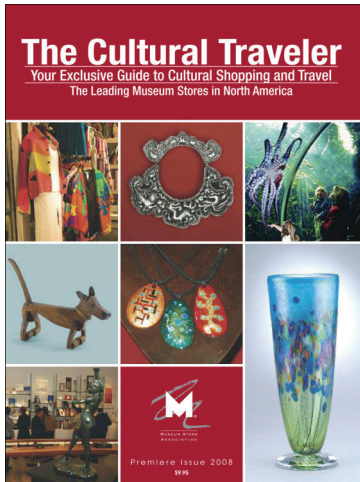
- [Blue Ventures Conservation, Madagascar](#): Using paying volunteer program as a strategy to protect threatened marine resources.
- [Banyan Tree Hotel, Maldives](#): Creating a marine lab to protect, conserve, research, and educate about the coral reef environment.
- [CC Africa, South Africa](#): Pioneering land and wildlife conservation, and giving local rural communities a meaningful share of the benefits.
- [Chumbe Island Coral Park, Ltd., Tanzania](#): Creating a financially, ecologically and socially sustainable model to save the country’s coral reefs.
- [Crete’s Culinary Sanctuaries, Greece](#): Offering seminars for organic farmers, chefs, historians, mountaineers and other locals to share their knowledge about Crete’s culture and nature with visitors.
- [Eco-Health Farms, Latvia](#): Integrating ancestral traditions, nature protection and health prevention.
- [Evason Phuket & Six Senses Spa, Thailand](#): Setting up an eco-trail that shows locals and guests the resort’s environmental practices.
- [Exotica Cottages, Dominica](#): Integrating local expertise in gardening and conservation into the island’s ecotourism efforts.
- [Great Baikal Trail, Russia](#): Establishing Russia’s first system of hiking trails to promote environmentally sustainable development.
- [Wildlife Conservation Society, Gabon](#): Creating a new global ecotourism destination in the rainforests of Gabon.
- [Snow Leopard Conservancy India Trust, India](#): Changing local mindsets towards snow leopards.
- [Tourism Board of Bhutan, Bhutan](#): Making geotourism development a national policy.

Feature Articles

The Museum Store Association, US Cultural & Heritage Tourism Marketing Council and Shop America Alliance

Launch a New Publication: *The Cultural Traveler*

The Museum Store Association (MSA), with its partners U.S. Cultural & Heritage Tourism Marketing Council and the Shop America Alliance, has produced *The Cultural Traveler*, a tourism-focused guidebook featuring the leading museum stores in North America.



The Cultural Traveler will be distributed in 2009 to more than 40,000 consumers, tour operators, travel agents and travel media interested in museum store shopping. More information is available at the [website](#).

(www.MuseumStoreAssociation.org)

GOT NEWS? Or...

Program Updates
New Initiatives
Case Studies/Reports
Guide books
Toolkits
Workshop/event information
Funding/grant opportunities
Job opportunities
Books/Publications

Send to us for the
Cultural Heritage Tourism
website at: cht@nthp.org

National Heritage Areas to Conduct Economic Impact Study

In the summer of 2008, National Heritage Areas (NHA) across the country will be conducting visitor surveys in an effort to better gauge the economic impact of their work. The surveys are a key component of a broader study that aims to capture the far-reaching effects that heritage-based tourism and development have on local economies.

In 2005, five heritage areas participated in a study to assess the characteristics of visitors to their heritage sites, facilities and other attractions and to estimate the impact of these visitors on the economy.

The data collected in 2008 will be valuable to heritage areas and to other regional cultural heritage tourism efforts as a tool to guide marketing and promotional decisions. Survey information can be used to recognize well-liked programs, successful partnerships and popular attractions. Moreover, it will help identify sites and facilities that are heavily used by local residents. The statistics will also serve to highlight the relationship between each National Heritage Area and broader regional and statewide tourism initiatives.

A report highlighting the findings of the *2008 Economic Impact of Heritage Tourism Spending* should be **available in early 2009**.

Study Looks at What Consumers Want on Travel Websites

A recent study by **Kerry Bodine** at [Forrester Research, Inc.](#) focused on "what consumers want on travel websites." Study findings include:

1) Many consumers (33-46 percent of those surveyed) want:

- special offers/coupons
- user ratings/reviews
- product or price comparison tools
- customer testimonials [which is similar to "user ratings/reviews" above]

2) Some consumers (18-20 percent of those surveyed) want:

- product videos
- ability to subscribe to email alerts or RSS feeds
- ability to personalize the site or create a personal profile

3) Few consumers (12 percent or below of those surveyed) want:

- quizzes or questionnaires
- ability to upload or view your own content
- entertaining games

Despite variations among the generations (18-27 years vs. 63+ years), the overall pattern remained the same as above. For example, "special offers" interested 50 percent of Younger Boomers and 35 percent of Seniors, yet it was still the #1 interest of all choices for both groups. Most interesting is that *nothing* was desired by a majority (over 50 percent) and that Seniors (63+) demand the least. But the trends suggest that visitors will increasingly want websites that can help them save money and find out what others have to say about the site and nearby destinations. The entire article is available for a fee at the [website](#).

(www.forrester.com)



News from . . .



Preserve America - Save America's Treasures Legislation Passes

On July 8, 2008, legislation to permanently authorize the Preserve America and Save America's Treasures programs passed the U.S. House of Representatives by a vote of 360-23.

At a Capitol Hill press conference in October 2007, Mrs. Laura Bush, Honorary Chair of Preserve America and Save America's Treasures, announced introduction of the legislation authorizing Preserve America, which was established by the Bush Administration, and Save America's Treasures established by the Clinton Administration. She was joined by Secretary Kempthorne; Representatives Miller and Turner, who introduced H.R. 3981; and Senators Hillary Clinton (NY) and Pete Domenici (NM), who introduced the legislation (S. 2262) in the Senate.

On April 9, Deputy Secretary of the Interior Lynn Scarlett testified in favor of the legislation before the Senate Energy and Natural Resources National Parks Subcommittee to authorize the Preserve America and Save America's Treasures programs.

Both programs enhance heritage tourism and public-private partnerships in historic and cultural preservation. Preserve America also fosters reuse and interpretation of cultural resources that form the social, educational, and economic fabric of communities. The Save America's Treasures grant program funds "bricks and mortar" improvements to historic structures and assets.

Legislation to authorize Preserve America and Save America's Treasures would ensure continuation of the historic preservation and heritage tourism benefits provided through these programs.

For more information visit the [Department of the Interior](#) and [Preserve America](#) websites.

(www.doi.gov) (www.preserveamerica.gov)

Preserve America Begins Stewards Program

Preserve America has announced a new program, Preserve America Stewards, which will honor exemplary volunteer efforts at historic resources around the country. The program will recognize programs at the state, tribal, local, or regional level that have demonstrated a successful use of volunteer time and commitment in order to help care for our cultural heritage.

Recognized organizations and agencies will receive a certificate of recognition as well as a letter of congratulations signed by First Lady Laura Bush, similar to the existing Preserve America Community recognition program. The organizations and agencies will also be listed in an online directory, with links to their own websites, contact information, and information for potential volunteers about getting involved.

Benefits will also include:

- Listing in a joint Preserve America/Take Pride in America national database of volunteer heritage resource stewardship opportunities, which provides an opportunity for public attention as well as a means to recruit additional volunteers;
- Use of the Preserve America logo in public outreach and promotional activities;
- Enhanced access to existing technical assistance resources that may be helpful in the development, management, and ongoing support of a local volunteer stewardship program;
- Periodic selection in a "Program Highlights" feature on the Preserve America and Take Pride in America websites, which contain brief summaries, news, and particularly innovative or creative features of listed volunteer stewardship programs; and
- Consideration for further national recognition through existing annual volunteer service awards sponsored by the federal government through Take Pride in America and USA Freedom Corps.

For information on submitting an application, visit the [Preserve America website](#). (www.preserveamerica.gov)

Preserve America Announces Presidential Awards

First Lady Laura Bush presented the 2008 Preserve America Presidential Awards in a White House ceremony May 12. The winners are the African Burial Ground Project in New York City, the Corinth and Alcorn County Mississippi Heritage Tourism Initiative, the Lower East Side Tenement Museum in New York City and the Texas Historic Courthouse Preservation Program.

For more information visit the [website](#). (www.preserveamerica.gov)

National Park Service Names New National Coordinator for Heritage Areas

The National Park Service (NPS) has announced the selection of **Martha Raymond** as the National Coordinator for Heritage Areas, a position previously held by Brenda Barrett. This position provides budget, legislative and policy support to the 40 congressionally designated heritage areas.

Ms. Raymond has over twenty-five years experience in historic preservation and cultural resource management. At both the National Park



Service and Ohio Historic Preservation Office she has worked closely with federal and state agencies, local governments and community groups. As head of the Ohio Historic Preservation Office's Technical Preservation Services Department she led historic tax credit and preservation technical assistance programs. She also led the Section 106 program as head of the state office's Technical and Review Services Department.

Prior to joining the Ohio Historic Preservation Office, Ms. Raymond was a Supervisory Historian with the National Park Service's Mid-Atlantic Regional Office and worked with the Historic American Engineering Record and the National Register of Historic Places in Washington, D.C. She holds a M.S. in Historic Preservation from Columbia University and undergraduate degrees in Art History and Psychology from the University of Virginia.

Ms. Raymond can be reached at Martha_Raymond@nps.gov or 202-354-2222 or visit the [website](http://www.nps.gov/history/heritageareas/).

(www.nps.gov/history/heritageareas/)

TIA and NTA Welcome First Chinese Tour Group to the United States Under New Government Agreement



**Travel Industry Association
of America**

Travel Industry Association (TIA) President and CEO **Roger Dow**, U.S. Secretary of Commerce **Carlos Gutierrez** and **NTA** recently welcomed China National Tourism Administration Chairman **Shao Qiwei** and the first tour group from China to the United States under a bilateral travel agreement signed in December 2007. (www.tia.org)

Under the new agreement, Chinese travel to the United States - where the average visitor spends approximately \$6,000 per trip - is expected to skyrocket.

The arrival of the inaugural Chinese tour group was celebrated during a gala reception on the Odyssey Cruise ship located at the Southwest Waterfront in Washington DC. The event was hosted by TIA's Dow and the **National Tour Association's** Chairman and CEO **Bob Hoelscher** and President **Lisa Simon**.



(www.ntaonline.com)

Nominations Sought for the 2009 Dozen Distinctive Destinations List

Dozen Distinctive Destinations

**NATIONAL TRUST FOR
HISTORIC PRESERVATION**

Nominations are now open to Convention & Visitors Bureaus & Chambers of Commerce

for the National Trust for Historic Preservation's 2009 Dozen Distinctive Destinations list. The application fee is \$150.

Nominations are due on Friday, **August 29, 2008— Apply online.**

(www.PreservationNation.org/ddd)

MISSISSIPPI Heritage Areas Move Forward



The Senate Committee on Energy and Natural Resources has approved legislation to establish the Mississippi Delta National Heritage Area and the Mississippi Hills National Heritage Area. The legislation authorizes funding for the purpose of researching and compiling information on the cultural and historical significance of each area.

MAINE

Training and Education Are Key Focus Points for Maine Woods Tourism Development



The Maine Center for Tourism Research and Outreach (CenTRO) convened a summit conference in April 2008 which gathered representatives from Maine's community colleges and university campuses to exchange information about their respective programs and to hear from tourism industry representatives their perceptions of workforce development needs. Recommendations coming out of the meeting included:

- Expanding and networking degree programs across departments and institutions
- Making information about training opportunities more readily available in a single location
- Working to develop certification programs that reflect the value of training levels
- Finding resources to fund a more robust program

A full copy of the summit report is available at the [website](http://www.umaine.edu/centro/News/EducationSUMMIT-2008.html).

(www.umaine.edu/centro/News/EducationSUMMIT-2008.html)

Scanning the States



NORTH CAROLINA and VIRGINIA

Tourism Partnership Formed

The Northwest North Carolina - Southwest Virginia Regional Tourism Initiative, which recently announced that it was branding the area "The Cascade Highlands," has received \$75,000 to implement the organization's program for the next two years. An Economic Innovation Grant from the North Carolina Rural Economic Development Center will support activities including the Initiative's business plan, branding strategy for the region and development programs, as well as create a tourism guide map and brochure for the area.

The organization announced on April 11, 2008 that it was merging the tourism efforts of Alleghany, Surry, Stokes, Yadkin and Wilkes counties in North Carolina and Carroll and Grayson counties and the City of Galax in Virginia. The purpose of the partnership is to blur town, state and county lines to integrate marketing efforts for tourism.

Share *CHT* News...

Sign up

your colleagues to receive future E-news!

Missed an issue or two?

Click here

to find past issues of the newsletter.

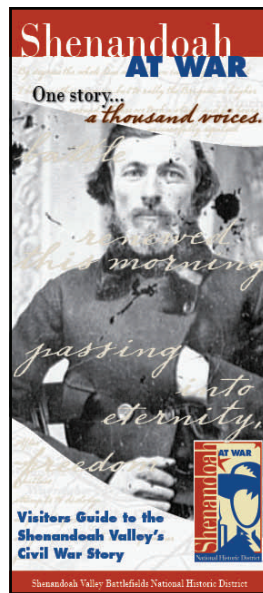


VIRGINIA

SVBF Releases Shenandoah

Valley Battlefields Visitor Guide

New publication will help visitors explore the region's Civil War History



The Shenandoah Valley Battlefields Foundation has produced a visitors guide to the Shenandoah Valley Battlefields National Historic District. The free 48-page, full-color booklet provides an overview of the Valley's Civil War history and information about how to explore that history at Civil War sites throughout the region.

The Guide presents information in two ways. The first section provides a chronological review of what happened in the Shenandoah Valley over the course of the Civil War. It includes maps depicting movements of armies, timelines of the various military campaigns, and a list of the historic sites associated with those campaigns. The guide's second section describes these distinct stories and provides detailed information about the historic sites in each community—location, hours of operation, contact information, and a brief site description. Finally, the guide also offers general information about Civil War events and activities in the Shenandoah Valley and a list of resources to help travelers plan a visit to the region.

The guide can be downloaded from the "Visit the Valley" area of the National Historic District [website](http://www.ShenandoahAtWar.org). (www.ShenandoahAtWar.org)

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KENTUCKY

Upcoming Lincoln Bicentennial

Increases Visitation for Lincoln Sites

Nine Kentucky Lincoln museums and historic sites throughout the commonwealth reported over 159,000 visitors for the first six months of 2008, an 18.1% increase from 2007. According to data collected from each site, visitation from January to June 2008 was up at eight of the nine sites. During the six month period in 2007 and 2008, visitation increases were highest during the months of June and March. In June 2007, total visitation to 'signature' Kentucky Lincoln museums and historic sites was 36,799 compared to 46,958 in June 2008, an increase of 27.6%. In March 2007, total visitation to signature Kentucky Lincoln museums and historic sites was 17,664 compared to 21,814, an increase of 23.4%.

Sites included in the survey were:

Lincoln Birthplace/Boyhood Home, Hodgenville; Kentucky Historical Society, Frankfort; Mary Todd Lincoln House, Lexington; Farmington Historic Plantation, Louisville; Lincoln Museum, Hodgenville; White Hall, Richmond; Camp Nelson, Nicholasville; Hardin County Museum, Elizabethtown, and Ashland, Lexington.

"As we continue to commemorate the Abraham Lincoln Bicentennial in Kentucky, I'm encouraged to see so many Kentuckians - as well as visitors from outside our state - learning about Lincoln and his many Kentucky connections," says LaRue County Judge Executive **Tommy Turner**, co-chairman of the **Kentucky Abraham Lincoln Bicentennial** Commission. "We're extremely pleased that the efforts to promote Abraham Lincoln's legacy in Kentucky have resulted in increased visitation to the sites around the state."

For more information visit the [website](http://www.kylincoln.org). (www.kylincoln.org)

Scanning the States

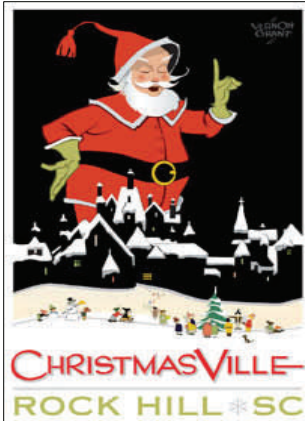


SOUTH CAROLINA

ChristmasVille: A Successful

Cultural Heritage Tourism Event for Rock Hill and York County

The purpose of the Arts Council of Rock Hill and York County, South Carolina, is to promote the arts as a crucial factor in the quality of life through education and performing arts. The arts council is known for hosting events that unite tourism, economic development, downtown revitalization, and the arts. One such event is known as **Christmas-Ville**, an annual holiday festival in downtown Rock Hill, South Carolina, from November 30th through December 31st. The Festival features art and imagery of the late Vernon Grant who lived in Rock Hill.



With the involvement of major partners and sponsors, Christmas-Ville increases in-state and out-of-state cultural tourism through targeted marketing in the Southeast. This festival encourages group-tour travel while creating a destination for tourists and families to enjoy. It showcases the arts, uses the arts as an economic development strategy, brings life to Rock Hill's downtown area, generates business for shop owners and restaurants, and establishes Rock Hill as a destination for cultural tourists.

To find out how this event was developed and how organizers achieved success, visit the [CHT website](#) in the coming weeks for the complete Success Story.

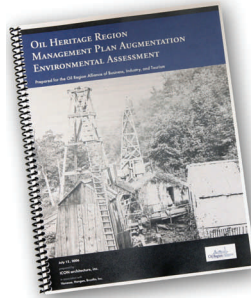
(www.culturalheritagetourism.org)



PENNSYLVANIA

Oil Region National Heritage Area Management Plan Approved

In late May 2008, Secretary of the Interior Dirk Kempthorne signed the Oil Region National Heritage Area (NHA) Management Plan. This is a significant step for the region, located in Venango County and eastern Crawford County, Pennsylvania. Randy Seitz, President of the Oil Region Alliance, and the Heritage Area coordinating entity, said: "We appreciate the public participation and encouragement provided by so many people and groups during the planning period; and we look forward to tackling the fascinating projects and priorities described in the plan documents from now through the year 2015." Designated in 2004 by Public Law 108-447, the Oil Region NHA highlights northwest Pennsylvania's distinctive legacy as the birthplace of the petroleum industry and its continuing role in protecting the cultural resources associated with this heritage. The legislation required the completion of a management plan approved by the Secretary. The complete plan documents are available on line at www.oilheritage.com.



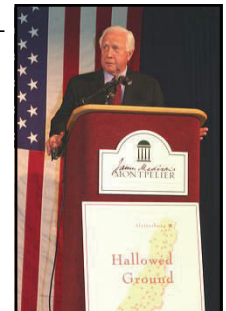
Anyone desiring an executive summary and/or CD of the complete plan may request complimentary materials by contacting Mrs. Marilyn Black, Vice-President for Heritage Development, mblack@oilregion.org.

Journey Through Hallowed Ground National Heritage Area Designated

On May 8, President Bush signed legislation to create the Journey Through Hallowed Ground National Heritage Area. It was just three years ago that the Journey Through Hallowed Ground Partnership, a non-profit organization, launched efforts to raise national awareness of the unparalleled history of its four state region, a corridor that generally follows the Old Carolina Road (Rt. 15/231) from Gettysburg to Monticello. During that time, the Partnership has grown into a thriving network of more than 150 national, regional and local partners, all united by one common vision – the celebration and preservation of America's vital fabric as exemplified in the historic, scenic and natural beauty of the Journey Through Hallowed Ground (JTHG).

In 2005, the JTHG region was included on the National Trust for Historic Preservation's list of America's Eleven Most Endangered Places. Following that recognition, the JTHG Partnership launched a national awareness campaign to promote *Where America Happened*[™]. One objective of this effort was Congressional designation of the entire JTHG region as a National Heritage Area (NHA) which was achieved in May. Pulitzer Prize-winning author David McCullough helped celebrate the congressional designation at the Partnership's Annual Meeting at James Madison's Montpelier. More than 250 guests gathered to hear the inspiring words of the day's keynote speaker. "To walk along the battlefield and hallowed ground is to truly be an American. Thanks to the Journey, many more Americans will be able to feel that pride," said McCullough.

Another highlight of the day was a presentation given by National Geographic photographer Kenneth Garrett of his stunning photos taken for the new *Journey Through Hallowed Ground: Birthplace of the American Ideal*. The book spotlights places and personalities within the corridor, revealing the special stories of each generation of Americans who worked to create, sustain and nurture our shared ideals. The book is available now through the Partnership's [website](#). The Partnership's education programs continue to grow. This summer, the *Extreme Journey*, a two-week camp originally designed for middle school students, was available to students in Virginia, Pennsylvania and Maryland as well as to high school students. This award-winning camp combines cutting-edge technology with hands-on lessons in American heritage and leadership. The National Heritage Area designation will provide critical funding to support these and other education and heritage tourism focused programs. (www.hallowedground.org)



Historian David McCullough speaking at the JTHG Partnership's Annual Meeting. Photo Credit: Journey Through Hallowed Ground Partnership

Scanning the States

Gullah/Geechee Cultural Heritage Corridor Continues Ground Breaking Preservation Journey

In 2006, Congress designated the barrier islands and coastal regions along the Atlantic Ocean as the **Gullah/Geechee Cultural Heritage Corridor**. Congressman James E. Clyburn of South Carolina introduced the bill for the designation. This emerging National Heritage Area spans a geographical area encompassing over 12,000 square miles along the coast through four states: North Carolina, South Carolina, Georgia and Florida.



Map of the Gullah/Geechee Cultural Heritage Corridor

The Heritage Corridor will assist federal, state and local governments, grassroots organizations and public and private entities in interpreting the story of the Gullah/Geechee culture and preserving its folklore, arts, crafts and music. The Heritage Corridor will also preserve historical sites and artifacts unique to this culture.

Congress designated the Heritage Corridor to recognize the important contributions made to American culture and history by Africans and African Americans known as Gullah/Geechee, who settled in the coastal regions of the four states. Gullah/Geechee people, enslaved

Africans captured from the rice-producing regions of West Africa, survived the Middle Passage. They lived and worked on vast plantations in semi-tropical conditions and, because of this isolation, were able to maintain the Gullah language, arts and crafts.

The journey to preserve Gullah/Geechee culture began in 2000 when the National Park Service was authorized by Congress to conduct a *Special Resource Study*. The study focused on a geographical region that included 79

barrier islands and adjacent counties that are 30 miles inland. It documented the national significance of the Gullah/Geechee people and their culture.

The **National Trust for Historic Preservation** included the Gullah/Geechee culture on its 2004 annual "Eleven Most Endangered Places" list.

After designation, each of the four states and the National Park Service

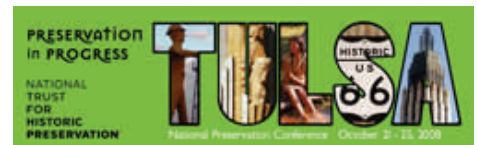
recommended representatives to serve on the Gullah/Geechee Cultural Heritage Corridor Commission to the Secretary of the Interior. He appointed 15 commissioners and 10 alternates. On October 29, 2007, Congressman Clyburn was the keynote speaker at a ceremony that announced members of the commission. "After more than seven years of work to establish this corridor, today marks the first day of hard work this commission will undertake to preserve and share this nearly 400-year history that is the core purpose of this initiative," said Clyburn.



Gullah/Geechee Cultural Heritage Corridor Commission Members

The mission of the Gullah/Geechee Cultural Heritage Corridor Commission is to develop a management plan for this National Heritage Area. The commission adopted by-laws and elected officers in May 2008. The Chairman of the commission is **Emory Campbell** of South Carolina. Campbell is from Hilton Head Island and is the former director of the Penn Center on St. Helena Island. **Eulis Willis**, Mayor of the City of Navassa in North Carolina, is Vice-Chairman. **Jeanne Cyriaque**, Secretary, coordinates African American programs in Georgia's state historic preservation office. **Ralph Johnson**, treasurer, is the director of the Center for the Conservation of Architectural & Cultural Heritage at Florida Atlantic University.

Make Plans to attend the National Preservation Conference In Tulsa, Oklahoma October 21-25, 2008



Go to the [website](http://www.preservationnation.org/resources/training/npc/) for registration information. (www.preservationnation.org/resources/training/npc/)

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