

*Principle Four:
Focus on Quality and Authenticity*

**HANDOUT: Excellence in Cultural Heritage
Tourism Survey**

Before establishing criteria for cultural heritage tourism, ask local participants these questions to gage the importance of quality standards for cultural heritage sites, events, activities and performances.



1. How do you define “cultural heritage” in your destination?
2. How do you define “quality” in cultural heritage tourism?
3. Should all cultural heritage sites, events, exhibits, tours and performances be required to meet the same criteria for participation in local tourism programs? Yes No
If no, please explain why: _____

4. Should there be more than one category for participation?

Yes No

If yes, please check the appropriate categories:

- | | | |
|-----------------------------------------------|-----------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Cultural Site | <input type="checkbox"/> Heritage Site | <input type="checkbox"/> Cultural Heritage Site |
| <input type="checkbox"/> Cultural Event | <input type="checkbox"/> Heritage Event | <input type="checkbox"/> Cultural Heritage Event |
| <input type="checkbox"/> Cultural Performance | <input type="checkbox"/> Heritage Performance | <input type="checkbox"/> Cultural Heritage Performance |
| <input type="checkbox"/> Cultural Service | <input type="checkbox"/> Heritage Service | <input type="checkbox"/> Cultural Heritage Service |
| <input type="checkbox"/> Cultural Facility | <input type="checkbox"/> Heritage Facility | <input type="checkbox"/> Cultural Heritage Facility |
| <input type="checkbox"/> Cultural Tour | <input type="checkbox"/> Heritage Tour | <input type="checkbox"/> Cultural Heritage Tour |
| <input type="checkbox"/> Heritage Town | <input type="checkbox"/> Other: _____ | |

5. For what period should designation be awarded? *Check one.*

Annually Bi-annually Every three years
 Every 5 years Other: _____

6. What are the most important criteria for participation in your cultural heritage tourism program? *Rank 1 – 10 with “1” as the most important.*

- Cultural/Historical connection to theme, geographic area
- Integrity of product/activity as it relates to cultural heritage mission
- Significance to tourists
- Quality of visitor experience provided
- Quality/Authentic interpretation of cultural heritage subject
- Accessible to the public
- Location, frequency of the site/event/activity
- Participation in cultural heritage tourism program activities
- Promotes other local cultural heritage tourism products and services
- Other: _____

7. Who should determine which sites/events/activities meet the criteria?

- Self assessment conducted by managing organization/individual
- Local “criteria selection” committee appointed by cultural heritage tourism community within destination
- Independent judging group (representing tourism, historic preservation and cultural/arts community) to review applications
- Independent judging group conducting on-site assessments
- Other: _____

8. How should criteria be evaluated?

- Increase in visitation
- Increase in visitor spending
- Increased economic impact
- Increase in partnerships
- Increase in cultural heritage tourism jobs
- Change in attitudes about cultural heritage tourism by target audiences
- Increase in community pride
- Increase in publicity about destination
- Increased cultural heritage funding
- Other: _____

9. In order of importance, what do you consider the three greatest benefits for setting criteria for cultural heritage tourism programs?

1. _____
2. _____
3. _____

10. Should sites/events/individuals/organizations pay to participate in program?

- Yes No If yes,
Should there be a tiered pricing schedule for participation? Yes No
How much would you willingly pay to participate? \$ _____

