

Step 3: Prepare, Develop and Manage

Handout: Measuring Success Self Assessment: Choosing Indicators for Cultural Heritage Tourism



Use this worksheet as a quick self-assessment tool to find out more about how the stakeholders working on your cultural heritage tourism program define “success.” Each organization, community, region or state developing cultural heritage tourism programs has its own measurements that determine an evaluation of success. Which of the following do you consider to be the important indicators of your success? Check those that are most important to you.

Economic Impact

- We have created good new jobs that offer year-round employment.
- We have created good new jobs that offer part-time and seasonal employment that appeals to high school and college students, retirees and others.
- Our tax revenues have improved through increased hotel/motel occupancy and sales taxes.
- Our cultural heritage tourism institutions are generating revenue that allows them to hire more staff.
- Our artists, storytellers, craftspeople, tour guides, event coordinators, etc. are benefiting from increased business and sales.
- Our local restaurants, hotels, retail stores, etc. are generating additional income from visitor purchases.
- On average, our visitors are staying longer and spending more money.
- We have implemented tracking systems that allow us to know how much revenue is being generated from visitors to the region.

Quality of Life

- Our historic sites and museum collections have been preserved and resources are available to care for them in an appropriate manner.
- Our historic downtowns have been revitalized – buildings restored and viable uses found for the buildings.
- Our cultural traditions – music, crafts, food, folkways, etc. – have been documented and preserved.
- The youth in our community are learning about our heritage and our cultural traditions.

- _____ There are more volunteer opportunities in our community for residents
- _____ Our environmental surroundings – landscape, roadways, etc. – are developed and maintained with conservation-based planning.
- _____ There are more things to see and do in our community for residents
- _____ Our community has become more appealing as a place to live or work

Building Local Support

- _____ We have excellent partnerships with all of the organizations and individuals who are involved in cultural heritage tourism.
- _____ We have identified and cultivated many new partnerships among local groups that might otherwise not have been part of a cultural heritage tourism program.
- _____ We have recruited local residents as volunteers for many of our projects.
- _____ The local media provides positive coverage and reports of cultural heritage tourism activities.
- _____ Local leaders (elected and civic) are supportive of cultural heritage tourism in our region.
- _____ We offer continual educational programs about our cultural heritage and traditions, the importance of their preservation and the benefits of sharing them with visitors.
- _____ Our region has a stronger sense of community and a stronger sense of pride in our cultural heritage since beginning the cultural heritage tourism program.
- _____ Our residents enjoy the cultural heritage resources, events, and programs that have been developed for visitors.

Marketing

- _____ We have carefully determined which marketing tools we are using and how they will reach our identified audiences.
- _____ We track all of our expenditures and the responses that each marketing program generates.
- _____ We generate significant response and requests for more information whenever we promote the region.
- _____ Our website is getting more hits, and the length of visit on the site is increasing.
- _____ Our information phone lines are getting more calls
- _____ We get good response from the media whenever we make contacts on new activities or events in the region which results in positive coverage.
- _____ Our trackable promotions generate positive results
- _____ Our visitor research shows that visitors are enjoying their travels in the region and will recommend it to their friends and family.

Score (Up to 8 possible in each area)

- _____ Economic Impact
- _____ Quality of Life
- _____ Building Local Support
- _____ Marketing

_____ **TOTAL**

Scoring:

0-10 You should seek help to improve your score.

11-22 You're off to a good start, keep up the good work!

23-32 Excellent! Your cultural heritage tourism program has made a real difference.



Made possible by a grant from the American Express Company and the National Endowment for the Arts



Prepared by National Trust for Historic Preservation
Heritage Tourism Program