

Step 1: Assess The Potential

HANDOUT: Creating an Inventory of Community Resources for Cultural Heritage Tourism Development

Introduction

In preparation for your community's development of a cultural heritage tourism plan, all stakeholders are asked to identify resources in their communities that can be part of the program.

It is critical that everyone complete the survey. By assessing your existing and potential cultural heritage attractions now, planning meetings can be used to focus on prioritizing them and planning for their development and promotion.

Conducting Your Community Inventory

Identify the **sites, stories or resources** in your community that would be of interest to cultural heritage travelers. As you complete the survey, consider the following:

- 1) Contact and consult with organizations and individuals in your community who can help. This might include a local historian, tourism director, newspaper editor, arts council, chamber of commerce, historical society or civic organizations.
- 2) Identify cultural heritage attractions that are already developed and open to the public.
- 3) Look for aspects of your community's cultural heritage that could be developed for tourism. This might include stories that could be interpreted through walking or driving tours, an artist who could provide studio tours, or an event that can be developed, enhanced or expanded.
- 4) Consider how the resources in your community can link thematically to other communities. This might include linking stories of settlement, cultural traditions (such as music or foodways), architectural styles, or businesses.



