

## *Step 2: Plan and Organize*

### **Creating a Cultural Heritage Experience**

#### **GOALS**

- 1) To identify the unique story of the region.
- 2) To identify product/program development needs.
- 3) To identify partners in product/program development.
- 4) To identify existing and potential audiences.



#### **ACTIVITY STEPS**

- 1) Review materials – Five Principles/Four Steps, Success Stories, Assessments, Market Research, Demographics and Trends.
- 2) Discuss and answer “What is our story?” “What makes our region unique?”
- 3) Discuss and list cultural heritage resources that help tell this story.
- 4) Conduct a gap analysis. List product/program development needs.
- 5) List visitor services needs (accommodations, restaurants, signage, etc.)
- 6) Discuss the capacity that the region has for accommodating visitors at attractions and through visitor services.
- 7) Review handout titled “Who is Your Audience?” Discuss and list existing and potential audiences.
- 8) Review handouts titled “Tour Product Definitions” and “Tour Product Options.” Determine appropriate tour types for the region.
- 9) Complete handout titled “Theme Tour Itinerary.” Identify which components are currently available and visitor-ready and what components need to be developed.

