

Cultural Heritage Tourism
Continuing Education in Historic Preservation
Mid-Atlantic Regional Center for the Humanities (MARCH)
Rutgers University-Camden

Course Overview

Do you want to enhance your visitors' engagement with history at your site or in your municipality but need a jump start on inspiration or project planning? Would you like a chance to consider how your historic site fits within the broader landscape of the region's heritage tourism so you can identify prospective collaborators and funding sources? Then join us for a course on Cultural Heritage Tourism lead by Dorothy Guzzo, Executive Director of the New Jersey Historic Trust. Cultural heritage tourism, defined by the National Trust for Historic Preservation as "traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present," encompasses a range of activities central to our work in historic preservation, broadly defined. Whether you work at a historic site or within the hospitality industry, this course is designed to provide a basic understanding of why visitors seek historic experiences and how to enhance tourism potential. If you are planning on developing or enhancing anything from a place-based walking tour to an interpretive sign to an evening lecture featuring local cuisine, this course will help you identify the tools you need to enhance your site's cultural heritage tourism profile.

This course may be of particular interest to historic site personnel, board members, and volunteers; individuals in the hospitality industry; chamber of commerce members and staff; local government or historic review board representatives; and anyone who wants to support heritage tourism and historic preservation in their communities.

Instructor: Dorothy Guzzo

Dates: Tuesday, April 2, 2019, to Tuesday, April 30, 2019, 6:30PM-8:30PM

Location: Rutgers University-Camden, Camden, NJ

Credits: 1 CEU

Register: <https://preservation.rutgers.edu/spring-2019-course-offerings/>

Registration includes: Cheryl M. Hargrove, *Cultural Heritage Tourism: Five Steps for Success and Sustainability* (New York: Roman & Littlefield, 2017)

Draft Course Schedule – Subject to Change

Class 1 – April 2 - What is Cultural heritage tourism...and why does it matter?

Overview of cultural Heritage tourism, how it differs from general tourism, and why it matters. New Jersey completed a heritage tourism masterplan in 2013 and later a study documenting the economic impact that tourism has in the state.

Reading for next week: Hargrove, Chapters 2-4, pp.29 – 89.

Class 2 – April 9 - Getting Ready for Visitors

This class will focus on the physical aspects to visitor readiness and provide participants with tools for assessing visitor expectation.

Guest Speaker - Jack O'Byrne, PhD, Executive Director, Camden County Historical Society

Reading for next week: Hargrove, Chapters 8-10, pp. 163 – 239.

Class 3 – April 16 – Authenticity

Heritage tourism is differentiated by giving the visitor an 'authentic' experience. This class focuses on what an authentic experience is and how to develop engaging interpretation.

Guest Lecturer - Polly McKenna-Cress is the chief engagement officer for the Please Touch Museum in Philadelphia. A former director of the UArts Museum Studies program, she is the co-author with Janet Kamien of the internationally recognized book, *Creating Exhibitions: Collaboration in the Planning, Development, and Design of Innovative Experiences* (Wiley, 2013).

Reading for next week: Hargrove, Chapter 11, pp. 243 – 270.

Class 4 – April 23 - Build it and they will come – working with Destination Marketing Organizations

Guest Speaker – Michael Snyder, Executive Director, VISIT SOUTH JERSEY

What is a Destination Marketing organization? What does it do and how is it funded? Mr. Snyder will explore the impact of marketing and readily available tools, such as social media.

Reading for next week: Hargrove, Chapters 12-15, pp 273 - 338.

Class 5 – April 30 - Tourism in New Jersey

Class presentations