**Introduction to Cultural Heritage Tourism**

Online Thursday, March 6 – Thursday, March 27 from 6:30 – 8:30 pm and in-person Saturday, April 12 from 9:00 am – 1:00 pm.

Location: Online via Zoom and Canvas and in-person at Rutgers University - Camden

Do you want to enhance visitor engagement with history at your site, municipality or county but need inspiration or project planning? Do you want to learn 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, Former Executive Director of the New Jersey Historic Trust. Cultural heritage tourism, defined by the [National Trust for Historic Preservation](https://savingplaces.org/) 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 cultural and heritage experiences and how to enhance tourism potential. If you are planning on developing or enhancing anything from a placed-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.

**Text:** Hargrove, Cheryl M., Cultural Heritage Tourism, Five Steps for Success and Sustainability, Rowman & Littlefield, (Lanham, Maryland) 2017. Pertinent chapters will be available digitally in CANVAS or can be purchased [here](https://www.amazon.com/Cultural-Heritage-Tourism-Sustainability-Association/dp/1442278838?refinements=p_27%3ACheryl+M.+Hargrove). The Continuing Education in Historic Preservation at MARCH Office will also have a hard copy available to borrow or read onsite.

If you would like to borrow the hard copy, you may visit the office at 325 Cooper Street, Camden, NJ 08102 between 9 am and 5 pm Tuesdays – Thursdays, or on Monday and Friday by prior appointment, which can be arranged by emailing [preservation@camden.rutgers.edu](mailto:preservation@camden.rutgers.edu).

**Course Format**

This course will have four online classes on Thursday evenings from 6:30 – 8:30 pm and one in-person class on Saturday morning from 9:00 am – 1:00 pm. There will be no class the week of April 5. In addition to weekly reading assignments and participation in weekly class discussions, the class requires an independent visit to a historic site of the student’s choosing. This visit will be the topic for the final assignment, which is a five page paper (or less) analyzing the experience.

You are encouraged to participate in the synchronous sessions with your webcam turned on and with yourself visible to the other students. If, for any reason, you are not comfortable appearing on webcam, you are not required to do so.

**Attendance Policy**

This course if Pass/Fail. In order to receive a passing grade and credit for the Certificate in Historic Preservation, you will need to attend class and complete the final assignment. If you know you are going to miss class, please let me know in advance.

Participants risk losing the opportunity to earn CEUs if they miss more than one session of this class. Instructors reserve the right to assign make-up assignments.

**Thursday, March 6 – What is cultural heritage tourism and why does it matter?**

In 2013 New Jersey completed a heritage tourism masterplan and documented the economic impact that heritage tourism has in the state. This first class covers the overview of cultural heritage tourism, how it differs from general tourism, and why it matters. The class will also introduce the various existing NJ initiatives that can enhance visibility and increase heritage tourists.

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

**Thursday, March 13 – Preparing for Visitors**

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

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

**Thursday, March 20 – Authenticity and Interpretation**

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.

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

**Thursday, March 27 – Collaborating for Success and Sustainability**

Guest Speaker – Ashley Parker, Heritage Tourism Coordinator, NJ Historic Trust

Ms. Parker will explore the importance of exploring partnerships with Destination Marketing Organizations and other establishments in your community and the impact of marketing and readily available tools to expand audiences and attract visitors. She will also discuss the importance of measuring the impact of your efforts to further your goals.

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

**Thursday, April 5 – NO CLASS**

Note: there will be no synchronous class the week of April 5 to allow time for students to complete the final assignment, which includes a historic site visit.

**Saturday, April 12, 9:00 am – 1:00 pm in-person, Rutgers University – Camden – Class Presentations**

In addition to reading assignments, there will be one class assignment. Students are asked to visit a historic site that they have not been to before – as a visitor – and provide an analysis of their experiences. Prepare a five-page paper (or less) documenting your experience and prepare a five-minute presentation of your findings/recommendations to share with class participants.