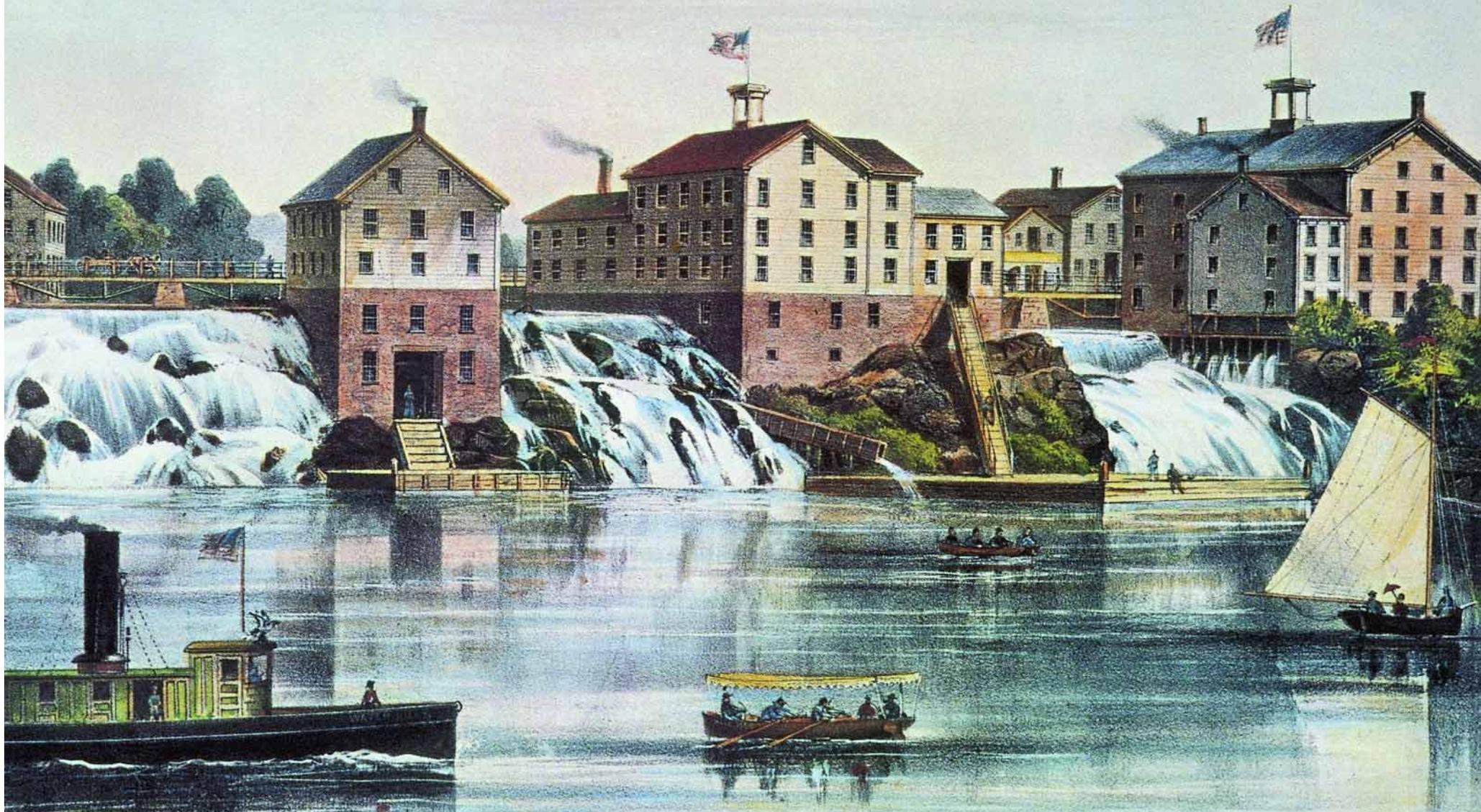


# cultural heritage

## TOURISM TOOLKIT





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View from Darling Ridge, East Burke, painting by Meryl Lebowitz.



Vermont Arts Council in conjunction with the  
Vermont Department of Tourism and Marketing and  
the Lake Champlain Basin Program



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Foster Covered Bridge, Cabot, courtesy of the Vermont Department of Tourism and Marketing, photo by Andre Jenny.

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## HOW TO USE THIS toolkit

The concept behind this document is simple: to furnish municipalities, planning commissions, cultural heritage resources, Chambers of Commerce, economic development commissions, Regional Marketing Organizations and other parties interested in cultural heritage tourism with the information they need to develop cultural heritage tourism products that are authentic, engaging, and sustainable. To that end, this toolkit not only describes what cultural heritage tourism “products” look like, but how they can be achieved efficiently, effectively, and responsibly.

The *Cultural Heritage Tourism Toolkit* was designed as a reference piece. There are no footnotes, or endnotes, and only a few quotation marks to identify individual sources in this document. Reference materials are, however, cited in the *Resource* component at the end of each section, and/or in the *Bibliography*. The *Contact* list refers to state, regional and national organizations that may be of further assistance. A *Glossary* of terms used both in the tourism industry and the cultural heritage community has been included as a basis for mutual understanding, and the development of a common language. Various components of the *Vermont Cultural Heritage Tourism Standards and Guidelines* are referenced throughout the *Toolkit* as appropriate.



Vermont HoneyLights, a beeswax candle shop, Bristol, courtesy of the Addison County Chamber of Commerce, photo by Mark Favreau.

## acknowledgements

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We would also like to acknowledge the commitment of those individuals and organizations that dedicate themselves to preserving and protecting the cultural heritage resources our Vermont communities choose to promote.

The publishers wish to recognize the extraordinary contributions to Vermont's cultural heritage provided by Deborah Doyle-Schechtman.



Vermont State House, photo by Todd Masinte, Northern New England Journey Magazine.



Vermont Symphony Orchestra performing in Stowe, courtesy of the Vermont Department of Tourism and Marketing, photo by Andre Jenny.

## introduction

Vermont is a small state both geographically and demographically. The landscape that defines us demands creativity, adaptability, determination, and hard work. Vermonters have always come together to clear land, raise barns, piece quilts, and harvest crops. We join hands in celebrating our assets and in sharing our sorrows. Simply put, Vermont is about community.

Yet for all the characteristics we have in common, each of our towns, villages and hamlets has its unique story to tell. These tales, their related props and the stage on which they are set, comprise the core of our cultural heritage. They are the singular qualities that give Vermont its character, name its essence, and provide for its collective memory. They tell us, and the world, who we are and why.

In this rather rootless age, more and more travelers want to experience our sense of place, to capture that feeling of belonging, and to be part of a community steeped in tradition. How then, do we treat our guests without losing those traits that make us special? How do those communities choosing to embrace Cultural Heritage Tourism as a viable economic engine engage visitors in a meaningful way? How do we promote our resources in a manner that preserves and protects them, and still benefit from the process?

In the spring of 1995, the Vermont Department of Tourism and Marketing ([www.vermontvacation.com](http://www.vermontvacation.com)) recognized the compelling need for a heritage tourism task force. To that end, more than 60 Vermonters having specific knowledge and interest in this field were contacted. From that number, a core group of 20+ regulars met over the course of the next several months to define cultural heritage resources in Vermont, to develop links among those resources, and to propose strategies for marketing them.

In 1997 and 1998, the Vermont Arts Council ([www.vermontartscouncil.org](http://www.vermontartscouncil.org)) took a leadership role in implementing the findings of the Cultural Heritage Tourism Task Force by conducting statewide workshops on the subject, and by providing seed grants for cultural heritage tourism projects. Emphasis, in both arenas, was placed on the importance of forming non-traditional partnerships. The following year, the Vermont Arts Council joined forces with the Vermont Department of Tourism and Marketing to establish a sustained approach to coordinating Cultural Heritage Tourism activities.

This toolkit is the direct result of these efforts, and was written to assist interested parties in making cultural heritage tourism decisions within their communities. The text addresses issues and concerns often encountered when contemplating such choices, and offers suggestions on how to deal with them.