

# Heritage Tourism

TOURISM AND RECREATION DEVELOPMENT  
SC Department of Parks, Recreation and  
Tourism



## What is Heritage Tourism?

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“Traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources.”

-National Trust

- Local Museums
- Scenic Drives
- Specialty Shopping
- Battlefields
- Crafts
- Architecture
- Historic Sites
- Local Foods
- Festivals
- Outdoor Recreation
- Landscape

## Characteristics of Heritage Products

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- Interactive
- Edutaining
- Authentic/Unique
- Scenic
- Contextual

## Why Heritage Tourism?

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- Growing market
  - Tourism Growth Overall
  - Interest in heritage
  - Existence of heritage product
- Quality tourism
  - Improves quality of life
  - Markets the community to a wider audience
  - Stimulates local pride and capacity building
- Community development
  - Enlarges tax base
  - Increases demand for goods and services
  - Creates new skills (finance, marketing, etc.)
  - Reinforces business community with increased sales

## Heritage Tourism Market, cont.

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- 33% American adults indicate their visits are influenced by a desire to visit historic sites
- Once they arrive:
  - 46% say that shopping is important
  - 48% say that sightseeing is important
  - 21% enjoy outdoor activities
- Average expenditure is \$62 per day
- South region preferred destination (41%)

## HOW DO I DO HERITAGE TOURISM??

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- Get organized
- Decide what you think is interesting to a tourist
- Do an inventory of tourism assets
- Evaluate those assets
- Develop tourism product
- Market tourism product
- EVALUATE!!!

## RURAL TOWN TOURISM INCUBATOR

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### CONCEPT

- Rental Space and Admin Support for Fee
- Occupants Include Artisans, Antique Retail and Farmers Market
- Sales and Studio Space for Vendors/Artisans
- Use Existing Facilities that Have Character

## RURAL TOWN TOURISM INCUBATOR

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### **BENEFITS**

- Reuse of Empty Building
- Retail Addition
- Heritage Tourism Attraction (\$62 a day)
- Improve Vitality/Appearance of Downtown
- Increase Community Pride (Social Capital)

## RURAL TOWN TOURISM INCUBATOR

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### **DOWNTOWN BUILDING**

- Historic Building (old red brick)
- Interior (Max Open Space)
- Minimal Repair (roof, wiring, plumbing, etc.)
- Nearest to Pedestrian Traffic
- Parking (safe and reasonable if cost involved)
- Limited Entry/Exit
- Secure

## RURAL TOWN TOURISM INCUBATOR

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### **BUDGET**

- Repair
- Upfit
- Façade
- Operations (employees, electricity, etc.)
- Marketing

## RUAL TOWN TOURISM INCUBATOR

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### **PRODUCT CHOICES**

- Shopping - #1 Heritage Tourism Activity
- All One Thing or Mix
- Price Point Items Form Base
- Tourists Want Authentic and Unique
- Authentic – artisans, local antiques, edibles
- Unique – artisans, handmade, A-A Edibles

## RURAL TOWN TOURISM INCUBATOR

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### **SUCCESS STORY**

- Abbeville - Edith Jones
- Mix of Gift Shop Retail Vendors from Surrounding Towns
- Income From Each Sale and Space Rental
- First Year - Vendors Collected
- Second Year – Hired Staff Person
- Eventually Building Sold to a Vendor

## SCNHC FARMERS ASSOCIATION

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### **CONCEPT**

IDENTIFY AND ORGANIZE AGRITOURISM  
FARMERS IN THE 14 COUNTY SOUTH  
CAROLINA NATIONAL HERITAGE  
CORRIDOR (SCNHC) INTO AN  
ASSOCIATION THAT MUTUALLY BENEFITS  
ITS MEMBERS AND THE LOCAL ECONOMY

## SCNHC FARMERS ASSOCIATION

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### CONCEPT

- Research Agritourism (conferences/site visits)
- Visit Farmers Engaged in Agritourism in SCNHC and Georgia
- Enough Interest to Hold Regional Meetings
- Work Together as Cooperative to Promote
- Start with Marketing and Develop Future Association if Profitable

## SCNHC FARMERS ASSOCIATION

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### HISTORY

- 2003 - Five Farmers Form Association
- 2003 - "Falling for Farms" Festival Launched with 20 Locations
- 2004 – 1<sup>st</sup> Agritourism Conference with 40 Participants
- 2005 – Wins State Rural Tourism Award
- 2005 – Hosts 150 Participants at 2<sup>nd</sup> Conference
- 2006 – Best Practice Award from National Park Service and the Southern Governor's Association

## SCNHC FARMERS ASSOCIATION

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### ORGANIZATION

- Five Farmers Agreed to TRY the Concept
- Recognized disadvantages of individual marketing
- Understood Systematic Linkage
- SCNHC helped Organize meetings and Start Up/Admin Management
- Dues required (\$35)
- First Efforts included \$40,000 grants for logo, product labels, brochures and sign design

## SCNHC FARMERS ASSOCIATION

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### RESULTS

- Series of Festivals Cross Promoted in Fall and Spring
- On Average, Attendance DOUBLED for the Festivals
- As a Group, Farms Offered Products, Hayrides, Corn Mazes, Feed Animals, Christmas Trees
- Total Participants - 20
- All HAD to Agree to Cross Promote

## SCNHC FARMERS ASSOCIATION

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### RESULTS (Cont.)

- Buzz Created by the Attendance doubling
- Membership Increased
- 2005 Conference Numbers Grew to 150
- Organization Set Firm Standards (Definitions of Accepted Member, Hours of Operation, Parking, etc.)
- Events Anchor Association
- Growth in Sharing of Best Practices and Products
- Farm “Education” and “Buy S.C.” are New Goals

## CONTACTS

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