

HERITAGE TOURISM BIBLIOGRAPHY

The History of Tourism

Jakle, John A. 1985. *The Tourist: Travel in Twentieth Century North America*. University of Nebraska Press, Lincoln, NE.

This book describes tourists and tourism in early twentieth century North America. It explores a time and place where the automobile popularized travel, spreading advantages of tourism from the wealthy to the masses. The highway and the commercial roadside, the new container for tourism, emerged as a new environmental form to influence, if not dominate, the whole of North American life. The tourist's world became increasingly the everyday world of living and working. The study of tourism offers an important means of comprehending human sociability.

Phillips, Ruth B. and Christopher B. Steiner, editors, 1999. *Unpacking Culture Art & Commodity in Colonial & Postcolonial Worlds*. University of California Press

This book considers the explosive consequences of global commerce and tourism on the arts of North America, Africa, Asia, and Oceania from the 18th century to the present. The essays contained in this title raise important questions about how objects acquire value and meaning in trans-cultural exchange. A study of the production and consumption of art, it discusses the issues of authenticity, the social legitimacy of aesthetic traditions, and the struggle for self-representation and identity.

Sears, John F. 1989. *Sacred Places: American Tourist Attractions in the Nineteenth Century*. Oxford Press, New York.

Tourism emerged as an important cultural activity in the United States in the 1820s as steamboats and canals allowed for greater mobility and the nation's writers and artists focused their attention on American scenery. Their work conferred value on the scenes represented and helped shape the vision of the tourists who visited them. Drawing on this body of material *Sacred Places* examines the vital role that tourism played in fulfilling the cultural needs of nineteenth century Americans. America was a new country in search of a national identity. Tourism offered a means of defining America as a place and taking pride in the special features of its landscape.

General Tourism

Baker, Priscilla. 1995. *Touring Historic Places: A Manual for Group Tour Operators and Managers of Historic and Cultural Attractions*. Washington, DC: National Trust for Historic Preservation. Washington, DC: National Trust for Historic Preservation.

This manual is a how-to guide designed to meet the needs of tour operators and managers of historic and cultural attractions. The emphasis is on historical

attractions, with general information on other types of tourism activities also provided. Although its focus is not exclusively rural, the material has applications to rural heritage tourism.

Boniface, Priscilla, 1995. *Managing Quality Cultural Tourism*. Routledge. ISBN: 0415099854.

This book is an authoritative look at how to manage cultural tourist sites to best meet the needs of the visitors, the presenters and the site itself. As cultural tourism increases the management of heritage sites becomes more complex. Priscilla Boniface addresses these crucial management issues using a marketing approach to identify the needs of all concerned. This volume provides invaluable background to cultural tourism and then focuses on some of the important issues involved with the managing of a heritage site--education, entertainment and preservation, and considers appropriate ways of dealing with the needs of the tourist, the presenters and the cultural site.

Bosselman, Fred P, Craig A Peterson, and Claire McCarthy, 1999. *Managing Tourism Growth*. Washington DC: Island Press.

Managing Tourism Growth analyzes and evaluates methods by which communities can carefully control tourism in order to maximize its positive aspects while minimizing its detrimental effects. The authors offer vivid examples of the ways in which uncontrolled tourism can adversely affect a community and explain how to create an effective strategy that can protect tourism resources for current and future generations. The depth and accessibility of information provided, along with the wealth of global case studies, make the book must-reading for planning professionals, government officials, tourism industry executives, consultants, and faculty and students of geography, planning, or tourism.

Burkart, A.J. and S. Medlik, ed. 1975. *The Management of Tourism: A Selection of Readings*. Heinemann, London.

This book is a companion volume to *Tourism: Past, Present and Future* (Burkart and Medlik, 1974). It is a companion of articles, books, journals and presentations. Although international in scope, chapters 15-20, which focus on planning and development, tourism policies and the future of tourism, are very useful.

Burns, Peter, and Andrew Holden. 1995. *Tourism: A New Perspective*. London: Prentice Hall.

This book provides a wide-ranging treatment of subjects of interest to local community leaders in tourism development-related issues. The authors discuss tourism planning activities at the local level, and they place tourism in a wider, global context.

Dane, Suzanne, and Amy Jordan Webb. 2001. *Share Your Heritage: Cultural Heritage Tourism Success Stories*. Washington, DC: National Trust for Historic Preservation.

This publication highlights a variety of programs and approaches in dealing with different aspects of heritage tourism. Although not exclusively rural in focus, the twenty-four case studies include examples of scenic byways, heritage trails, cultural corridors, heritage areas, art and craft trails, and festivals. Useful contact information is also provided on key partners for each case study.

Edwards, J. Arwell, and Joan Carles Llures i Coit. 1996. "Mines and Quarries: Industrial Heritage Tourism," *Annals of Tourism Research*, Vol. 23, No. 2: pp. 341- 343.

This article explores the potential to develop industrial sites, specifically mining areas, into heritage tourism attractions. Although case studies involve non-U.S. areas, the information has applications to domestic industrial sites.

Fridgen, Joseph D. 1991. *Dimensions of Tourism*. Educational Institute of the American Hotel and Motel Association, East Lansing, MI.

This introductory textbook examines tourism from a social science perspective. The book is divided into two sections. Part 1 includes an overview of tourism. Chapters 1-3 introduce the reader to historical and psychological aspects of tourism and travelers. Chapters 4-7 cover the social/cultural, economic, environmental and international dimensions of tourism. The last five chapters cover planning, development and follow-up. Specific topics include services, planning and development, marketing perspectives and planning, marketing tools and strategies, research and measurement, and tourism policy. Each chapter concludes with endnotes, key terms and discussion questions.

Garfield, Donald, ed. 1997. *Partners in Tourism: Culture and Commerce*. Washington, DC: American Association of Museums.

This report, collaboratively produced by various not-for-profit associations and Federal agencies, provides information and resources on a wide variety of issues related to tourism and culture

Kirshenblatt-Gimblett, Barbara, 1998. *Destination Culture* Tourism, Museums & Heritage, University of California Press.

To make themselves profitable, museums are marketing themselves as tourist attractions. To make locations into destinations, tourism is staging the world as a museum. Both promise to deliver heritage. Although heritage is marketed as something old, the author argues that heritage is actually a new mode of cultural production that revives dying ways of life, economies, and places. The techniques of display are discussed in a variety of settings: museums, festivals, world's fairs, memorials, and tourist attractions, where the very fact that objects are collected and exhibited conveys meaning to visitors.

Mastran, Shelley. 1997. *Getting Started in Heritage Area Development*. Washington, DC: National Trust for Historic Preservation.

This guide provides examples of successful heritage areas. The heritage area program, which designates regions of the Nation deemed to have national heritage

significance, provides technical assistance and federal funding for historic preservation efforts for designated areas.

Matheison, Alister and Geoffrey Wall. 1982. *Tourism: Economic, Physical and Social Impacts.* Longman Group Ltd., Essex, UK.

This international study of tourism looks at the varied impacted sectors of the industry. Although largely geared towards research, the chapters on physical impacts and social impacts are especially relevant. A comprehensive reference/bibliography section is also included.

McCarthy, Bridget Beattie, 1992. *Cultural Tourism How the Arts Help Market Tourism Products; How Tourism can Help Provide Markets for the Arts.*

Cultural tourism has been accepted by the museum field as a beneficial development, but many remain unaware of how best to implement plans to develop tourist audiences. This book is for them; it describes the connections to be made and how to affect them through long-term planning. Includes listing of contact organizations in the tourism field.

McIntosh, Robert W. & Charles R Goeldner, ed, 1986. *Tourism: Principles, Practices & Philosophies,* 5th ed. New York: John Wiley & Sons, Inc.

This is a basic text on the history and practice of tourism. It defines what tourism is, as well as how it is organized and the motivations behind tourism. This text also analyzes tourism like a business: supply, demand, economics, and development. It discusses planning and marketing of tourism, looking at such things as consumerism, deregulation, and marketing of the consumer's interest in tourism.

McKercher, Bob and Hilary Du Cros, 2002. *Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management.* Haworth Hospitality Press. ISBN: 0789011069.

Unique in concept and content, *Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management* examines the relationship between the sectors that represent opposite sides of the cultural tourism coin. While tourism professionals assess cultural assets for their profit potential, cultural heritage professionals judge the same assets for their intrinsic value. Sustainable cultural tourism can only occur when the two sides form a true partnership based on understanding and appreciation of each other's merits. The authors--one, a tourism specialist, the other, a cultural heritage management expert--present a model for a working partnership with mutual benefits, integrating management theory and practice from both disciplines.

Murphy, Peter E. 1985. *Tourism: A Community Approach.* Methuen, New York.

Issues and strategies around the topics of tourism, the environment, economics and society are all addressed in a comprehensive and readable fashion. The concluding section on planning and management is valuable to those involved in tourism development. The reference listing is comprehensive, though dated.

Pearce, Douglas. 1987. *Tourism Today: A Geographical Analysis*. Longman Scientific and Technical, Essex, England.

This statistical analysis of travel and tourism patterns is geared toward those involved in research. The final chapter of implication, applications and conclusions would be most valuable to those charting their tourism plan. The book concludes with an extensive list of references.

Pearce, Douglas. 1992. *Tourist Organizations*. John Wiley & Sons Inc. New York.

Today's society is very much an organizational one. Many books exist on the study of tourism in general, but there has been comparatively little research on tourist organizations as a topic in their own right. This book provides the first comprehensive and systematic treatment of tourist organizations describing their function, how they operate, and why.

Sem, John, Mike Teskey, and Liz Watchorn. 1997. *Experiences and Benefits: A Heritage Tourism Development Model*. Ogden, Utah : U.S. Department of Agriculture, Forest Service.

This report provides in-depth information on heritage tourism. Among the topics covered are a definition of heritage tourism, and a discussion of how to develop heritage tourism programs. Various models and case studies are also provided.

Shaffer, Marguerite, 2001. *See America First: Tourism and National Identity 1880-1940*. Smithsonian Books.

In *See America First*, Marguerite Shaffer chronicles the birth of modern American tourism between 1880 and 1940, linking tourism to the simultaneous growth of national transportation systems, print media, a national market, and a middle class with money and time to spend on leisure. Focusing on the See America First slogan and idea employed at different times by railroads, guidebook publishers, Western boosters, and Good Roads advocates, she describes both the modern marketing strategies used to promote tourism and the messages of patriotism and loyalty embedded in the tourist experience. She shows how tourists as consumers participated in the search for a national identity that could assuage their anxieties about American society and culture.

Smith, Melanie, 2003. *Issues in Cultural Tourism Studies*. Routledge. ISBN: 0415256380

This book examines the phenomenon of cultural tourism in its broadest sense. Drawing on post-modern perspectives, it emphasizes the importance of popular cultural tourism; alternative or ethnic tourism; and that of working class heritage and culture. Its main focus is on the role that cultural tourism plays in the globalization process and the impacts of global development on culture, traditions and identity, especially for regional, ethnic and minority groups. The text outlines the development of cultural tourism, before discussing the environmental, socio-cultural and economic impacts that it can have. It then provides an analysis of sustainable cultural tourism policies and outlines the importance of cultural politics to the development of cultural tourism. Later chapters discuss the role of cultural

tourism in urban regeneration and also explore the organizational framework of European cultural tourism. It highlights the need for greater emphasis to be placed on the consideration of regional, ethnic and minority groups in policy for and in the management of cultural tourism. Individual chapters make specific references to the problems of exclusion and discrimination. *Issues in Cultural Tourism Studies* combines a rigorous and academic theoretical framework with practical case-studies and real-life examples, initiatives and projects drawn from both the developed and developing world. It argues that the future development and management of cultural tourism relies on a greater degree of mutual understanding between the sectors involved in its development, and further communication, if it is to be sustainable, integrative and democratic.

Travel Industry Association of America. 1997. *Profiles of Travelers Who Participate in Historic and Cultural Activities: Results from the TravelScope Survey*. Washington, DC.

This publication provides a discussion of a 1997 Travel Industry Association of America survey on traveling behavior. It provides useful statistics on historic and cultural tourism and may be of interest to a wide range of readers interested in general trends in tourism.

U.S. Department of Commerce, United States Travel and Tourism Administration. 1991. *Tourism USA: Guidelines for Tourism Development*. 3rd ed. University of Missouri, Dept. of Recreation and Park Administration, University Extension.

This workbook is designed for local communities to assist them in assessing their tourism potential as a component of their economic development plan. The workbook is organized to enable communities to follow a general planning process, depending upon the stage of development of the community.

University of Missouri, Dept. of Recreation and Park Administration, University Extension. 1991. *Tourism USA: Guidelines for Tourism Development*. U.S. Dept. of Commerce, 14th and Constitution, Room 1865, Washington, DC 10030

This workbook is designed for local communities to assist them in assessing their tourism potential as a component of their economic development plan. The workbook is organized to enable communities to follow a general planning process, depending upon the stage of development of the community.

Rural Tourism

Bouquet, Mary and Michael Winter, eds. 1987. *"Who From Their Labors Rest?" Conflict and Practice in Rural Tourism*. Avebury Publishing, Aldershot, England.

This publication is a compilation of essays regarding tourism philosophies and practices. Although international in scope, these topics must be considered prior to tourism development. An extensive listing of references follows each of the twelve essays.

Long, P, R. Perdue, & L. Allen, 1990. "Rural Resident Tourism Perceptions and Attitudes by Community Level of Tourism." *Journal of Travel Research* 28 (3), 3-10.

This article explores the differences in resident tourism perceptions and attitudes across communities categorized on the basis of the community existing level of tourism. It looks at the perceived impact of existing tourism, the desirability of additional tourism development, and the appropriateness of special tourism user fees and taxes. Essentially the authors use twenty eight Colorado communities as its examples in order to look at the sociological and economic impact of tourism on the rural communities. It hypothesizes favorableness of tourism in those communities.

Perdue, R., P. Long, & L. Allen, 1990. "Rural Resident Tourism Perceptions and Attitudes." *Annals of Tourism Research* 14 (3), 420-429.

This article examines the effect of tourism on five rural Colorado communities which depend on tourism for at least 25 percent of their retail sales. It follows the theory that outdoor recreation participants are more likely to have negative perceptions on tourism than nonparticipants. The results found do not support this hypothesis. It found no differences in perceptions.

Sem, John, Barbara Koth, Glenn Kreag, & Kathy Kholhaug, 1991. *Rural Tourism Development: Training Guide*. University of Minnesota Extension.

This training guide is intended to help rural communities develop and expand their economic base through the tourism and travel industry. The guide includes training, organization, volunteers, attractions, services, marketing, funding, as well as worksheets, group exercises, and case studies. Preservationists across the country are using a variety of tools to protect historic resources. This report focuses on financial incentives, conservation districts, comprehensive downzoning, growth management programs and comprehensive planning and regulatory relief.

U.S. Department of Commerce, United States Travel and Tourism Administration. 1993. *Rural Tourism Handbook: Selected Case Studies and Development Guide*. Washington, DC.

This book looks at different aspects of rural tourism and development through a case study approach. Specific topics highlighted include: assessing the benefits and challenges of tourism development, leadership issues, organizational concepts, and the marketing of rural tourism.

Ecotourism

Butler, R., 1990. *Alternative Tourism: Pious Hope or Trojan Horse?* *Journal of Travel Research* 28 (3), 40-45.

This article handles the debate between alternative or green tourism and the traditional mass tourism. It compares and contrasts the two areas in many aspects including the social, environmental, and economic impacts of alternative and mass tourism. It examines alternative tourism critically as an expression of concern. The

author states that claiming one form of tourism over others is unfair, unrealistic, and unwise.

Cater, Erlet, and Gwen Lowman, eds. 1994. *Ecotourism: A Sustainable Option?* New York: John Wiley & Sons.

This book is comprised of a series of conference papers addressing different aspects of ecotourism from an international perspective. The first set of papers deals with major issues surrounding ecotourism, including sustainability, marketing, and cultural concerns. The second part of the book is devoted to geographic case studies, focusing on areas such as Eastern Europe, Australia and the Pacific, the Caribbean

Kusler, Jon A., ed., 1991. *Ecotourism and Resource Conservation*. Wisconsin: Omnipress.

This series deals with both the ecotourist and the development of ecotourism. It addresses the development, planning, and management of the ecotourist attractions. It suggests strategies for training and education as well as media promotion of ecotourist sites. It gives several working model examples within the ecotourism field.

Lash, Gail Y. B. 1998. "Blending Development with Nature through Ecotourism," *Proceedings of the Society of American Foresters*, National Convention, pp. 178-182.

This article looks at how wilderness areas can be sustainably developed through ecotourism. The author argues that by focusing on "ethical ecotourism," local communities adjacent to ecotourism attractions can plan and manage these natural resources both efficiently and in accordance with their cultural views. The goal for communities should be to strive to attain synergy with the environment in recreation-based activities.

Lindberg, Kreg and Donaly E. Hawkins, 1993. *Ecotourism: A Guide for Planners and Managers*. Vermont: The Ecotourism Society

This publication presents a selection of state-of-the-art planning and management for getting the most out of ecotourism. The number of tourists visiting natural areas has increased dramatically in the past several years. Unfortunately, this trend has overwhelmed the ability of many destinations to adequately plan and manage for visitation in what are often ecological and culturally fragile areas.

Whelan, Tensie, ed, 1991. *Nature Tourism: Managing for the Environment*. Washington D.C. & California: Island Press.

This book discusses not only the ideas around ecotourism but also the economics and management of ecotourism. One section even makes recommendations for planning, developing and managing an ecotourist site. This book goes farther into defining more clearly what ecotourism is, going so far as outlining the experiences of ecotourism.

Community Development

Blank, Uel. 1989. *The Community Tourism Industry Imperative: the Necessity, the Opportunities, Its Potential.* Venture Publishing, Inc., State College, PA.

This very readable book was designed as a teaching tool. Chapters 1-3 discuss tourism as an industry. Chapters 4 and 5 discuss economic and socio-political implications. Chapters 6-9 talk about linking tourism with other systems and how to do it. Chapters 10-12 take you from planning to action. Each chapter concludes with questions, suggested readings and textual references.

Brass, Jane L., ed. 1994. *Community Tourism Assessment Handbook.* Western Rural Development Center, Oregon State University, Corvallis, OR.

This handbook is designed to guide communities through a process of determining their actual tourism potential. Communities are required to estimate the costs (social, economic and environmental) as well as the benefits before deciding whether tourism development is worth pursuing. The handbook is divided into chapters corresponding to the steps recommended to guide the communities through the assessment process.

Cole, Barbara A. and Phillip B. Herr. 1992. *High Stakes Decision Making: Understanding the Choices Your Community Can Make.* National Trust for Historic Preservation, 1785 Massachusetts Avenue NW, Washington, DC 20036.

This two-part workbook helps community leaders and residents work together to determine the special characteristics they want to protect in their town when faced with rapid and transforming activity, such as limited stakes gaming, that could change their town forever. Shifting to a gaming based tourism economy is a high stakes decision affecting all aspects of community life. Probably the most important lesson that has been learned from existing limited stakes gaming towns is that good local decision-making and planning must occur before gaming begins.

Garfield, Donald, Alvaro Madrigal, and Oscar Navarro Rojas, editors, 1998. *Museums & Sustainable Communities / Museos y Comunidades Sostenibles, Summit of the Museums of the Americas / Cumbre de Museos de las Americas.* American Association of Museums / Instituto Latinoamericano de Museologia.

A report on the first Americas conference held in San Jose, Costa Rica, in April 1998. The report summarizes the discussions on the role of the museum within the community as it relates to education, cultural heritage, technology, emergency preparedness, and cultural tourism. It examines the role culture has in the development process through case studies and statements from major international agencies. The conference was conducted as part of the ICOM Triennial Program 1995-1998 and was organized in cooperation with the Institute for Latin American Museology (ILAM).

Garfield, Donald. 2000. *African American Heritage Tourism & Community Development,* Partners for Liveable Communities.

Heritage tourism is a growing field. Successful heritage tourism projects in traditionally black communities have the potential to attract visitors and revenue that otherwise might not reach those areas. The potential benefits go beyond the creation of new jobs: an even greater dividend will come from the growth of community pride and participation. Case studies and pertinent issues regarding the development of such projects are discussed. This publication is based on the proceedings of an African-American heritage tourism forum held in 1999.

Karp, Ivan, Christine Mullen Kreamer, and Steven D. Lavine, editors, 1992, *Museums & Communities: The Politics of Public Culture*, Smithsonian Institution Press.

Contributors to this volume examine and illustrate struggles and collaborations among museums, festivals, tourism, and historic preservation projects and the communities they represent and serve. Essays include the role of museums in civil society, the history of African-American collections, and experiments with museum-community dialogue about the design of a multicultural society.

National Main Street Center, National Trust for Historic Preservation. 2009. *Revitalizing Main Street: A Practitioner's Guide to Comprehensive Commercial District Revitalization*.

Complete introduction to the Main Street methodology and explanation of topics ranging from business assistance to zoning, and including a chapter on heritage tourism. Features best practices and case studies.

Slavitt, Lesley. 1993. *Preserving and Revitalizing Older Communities: Sources of Federal Assistance*. Preservation Assistance Division, National Park Service, U.S. Department of the Interior.

This publication lists a variety of federal assistance programs which may not have traditionally been recognized for the role they can play in historic preservation. The programs include support for small businesses, job training, community facilities as well as programs designed to repair and rehabilitate housing. The book promotes the use of different forms of financial and non-financial assistance from the government being brought together to work for community revitalization and historic preservation.

Smith, Kennedy. 1988. *Mainstreet: Revitalizing Downtown*. National Mainstreet Center, National Trust for Historic Preservation, 1785 Massachusetts Avenue, NW, Washington D.C., 20036.

This training manual provides a comprehensive approach to downtown revitalization, based; on design, organization, promotion and economic restructuring. The manual emerged from the Main Street Project which was established by the National Trust for Historic Preservation. The project was designed to study the reasons why downtowns were dying, identify those factors impacting downtown health and develop a revitalization strategy.

Yuen, Cheryl L. 1990. *Community Vision: A Policy Guide To Local Arts Agency Development*. National Assembly of Local Arts Agencies. Washington, D.C.

This book offers some outlines, ideas and starting points as tools for putting together and maintaining a local arts agency. The book provides step-by-step start-up information for organizations preparing to plan a new local arts agency. For established local agencies it provides an index of alternative approaches and refresher techniques.

Research

Ap, J. 1990. "Residents' Perceptions Research on the Social Impacts of Tourism." *Annals of Tourism* 17 (4), 610-616.

This article reviews four different studies done on tourism impact on communities. The article concludes that social impacts are not universal and that heavy concentration on an area can lead to negative resident attitudes. In conclusions it applied the application of social exchange theory. It paid more attention to significant findings of research such as cultural, economic, and other areas. I found more emphasis on longitudinal research of resident perceptions and found reliability and validity measures should be identified and recorded.

Ashworth, G.J. & J.E. Tunbridge, 1990. *The Tourist-Historic City*. London & New York: Belhaven Press.

This book looks at the historic-city and the tourism implications. It also looks at the concept of the historic city versus the resort city, and the historic city as an economic resource. It breaks down the classification of the management of these cities as: monofunctional, multifunctional, and medium multi-functional. It addresses the diversity involved in the management and conservation of these various types of cities.

Getz, D. 1983. "Capacity to Absorb Tourism: Concepts and Implications for Strategic Planning." *Annals of Tourism Research* 10 (2), 239-263.

This article analyzes the different interpretations of tourism capacity including inherent assumptions and potential applications. It suggest a strategic planning model which includes the establishment of goals, ongoing evaluation of impacts, and the optional use of limits.

Heath, Ernie and Geoffrey Wall, 1992. *Marketing Tourism Destinations: A Strategic Planning Approach*. New York: John Wiley & Sons, Inc.

This book outlines the various stages of the development of a strategic marketing planning framework for regional tourism. It discusses analysis of the macro-environment, the competitive environment, and the market environment. It also discusses the possibility of changes and the analysis of these environmental analysis including strengths and weaknesses of the region. Next, the development of regional strategy formulation and the target marketing and regional positioning strategy of

the tourism market. It also gives suggestions on regional organization and managerial support systems for reaching goals and developing strategies.

Kammen, Carol, 2003. *On Doing Local History 2nd edition*, AltaMira Press / American Association for State & Local History

Since 1986 *On Doing Local History* has been an invaluable aid to local historians. Now Carol Kammen has completely updated and revised this classic to reflect more than 15 years of experience working with local historians. She challenges all historians of the local to think about what they are doing and how they are doing it. She dispels the myth that amateur historians, who are frequent practitioners of local history, necessarily produce a history less rigorous or useful. A long-time columnist for *History News*, Kammen's thoughtful, level-headed ideas and personable writing style will keep this book a classic for years to come.

Mandela, Laura. 2009. *The Cultural and Heritage Traveler, 2009 Edition*. Washington, D.C. A national research study on cultural and heritage travelers commissioned by Heritage Travel, Inc./National Trust for Historic Preservation, U.S. Cultural and Heritage Tourism Marketing Council, and the U.S. Department of Commerce. Research was completed by Mandala Research, LLC.

Pearce, Phillip L. 1982. *The Social Psychology of Tourist Behavior*. Pergamon Press, Elmsford, NY.

This book examines tourist behavior from the point of view of the social psychologist. The book examines the social role of the tourist, an approach to tourist motivation, the social contract between tourists and hosts, tourists and the environment and the tourists' perspective.

Pearce, Phillip L. 1988. *The Ulysses Factor: Evaluating Visitors in Tourist Settings*. Springer-Verlag, New York.

This book outlines a body of work which adopts a consistent theme and method in exploring the topic of tourism. The approach is one of emphasizing tourists' reactions and behaviors. The work is both behavioral and cognitive, and stems principally from applied traditions in social and environmental psychology. It includes chapters on conceptual approaches to visitor evaluation; methodological issues in tourist research; theme parks; museum and visitor centers; historic sites and farm tourism; tourist attitudes in natural environments; foreign places and faces; and tourism industry research.

Pizam, A. & A. Milman, 1986. "The Social Impacts of Tourism." *Tourism Recreation Research* 11 (1), 29-33.

This article analyzes the socio-economic effects of tourism on a community. It examines the effects on value systems, individual behavior, family relationships, and other areas within the tourism host communities, due to their direct and indirect contact with tourists. It also looks at tourism's impact on the environment and modifications of consumption patterns due to further tourist contact.

Smith, Valene L, ed, 1989. *Hosts and Guests: An Anthropology of Tourism*, 2nd ed. Philadelphia: University of Pennsylvania Press.

This book looks at tourism anthropologically. It takes non-western, European, and "complex" societies and analyzes them according to anthropological models of tourism. The basic foundation of elements of tourism are defined as leisure time, discretionary income, and positive local sanctions. It is under this model the book breaks down its analysis. It also defines areas of tourism as ethnic, cultural, historical, environmental, and recreational tourism; and looks at the environmental and economic effects of these various types of tourism.

Williams, Allan M. & Gareth Shaw, ed., 1991. *Tourism and Economic Development*. London & New York: Belhaven Press.

This book analyzes the tourism and development in Western Europe. It breaks the sections down country-by-country, charting the growth by the impact of tourism in each country. It explains how this impact has affected each country in the light of mass tourism.

Planning

Gunn, Clare A. 1988. *Vacationscape: Designing Tourist Regions* (Second Edition). Bureau of Business Research, University of Texas, Austin.

Vacationscape discusses the importance of designing tourism areas. Often tourism development becomes reactive rather than proactive. Informed and well-planned choices lead to well-designed tourism areas. Chapters 1-3 include an overview of the tourism industry and of the tourist as a consumer. Chapter 4 discusses attractions as a primary draw. Chapter 5 talks about destination characteristics and types. Chapters 6-8 discuss designing purposes, principles and techniques. Chapter 9 provides a wonderful catalog of international destinations and their designs. The book concludes with an epilogue and a listing of chapter notes and references.

Gunn, Clare A. 1988. *Tourism Planning*. Taylor & Francis, New York.

This international look at tourism planning is attuned to sensitive development issues. The twelve chapters discuss strategic planning around marketing, attractions, services, transportation, promotion/information and regional planning. Each section concludes with a bibliography. The appendix includes examples of "tourism policy statements with planning implications" and provides guidelines for those involved with tourism development.

Inskip, Edward. "Tourism Planning: An Emerging Specialization." *Journal American Institute of Planners*. Vol. 54, No. 3, Summer 1988, pp.360-372.

This article presents an overview of the tourism planning process and some typical planning principles, with emphasis on environmental and socio-economic considerations. As tourism continues to expand, the field of tourism planning will offer new opportunities and challenges to the planning profession.

Innskeep, Edward. 1991. *Tourism Planning: An Integrated and Sustainable Development Approach*. Van Nostrand Reinhold, New York.

This comprehensive volume provides planning approaches for this increasingly important sector of many local economies. The book provides methods to establish plans to ensure that a community is able to maximize the benefits of tourism, while protecting itself from being overrun both environmentally and culturally. Each chapter includes international case studies.

Hough, Michael. 1990. *"Tourism: Searching for the Differences". Out of Place: Restoring Identity to the Regional Landscape*. Yale University Press: New Haven.

Tourism has the potential to be a major force in the protection and maintenance of regional character. But like any other economic development, when the environmental and social values on which it depends are absent, the rich diversity of the natural and cultural landscape is degraded and somewhere becomes anywhere. This chapter examines some of the issues of identity in relation to this fast-growing and significant phenomenon affecting the contemporary landscape.

Interpretation

Anderson, Ann. 1994. *From Visitors to Volunteers: Organizing a Historic Homes Tour*. Contact the National Trust for Historic Preservation, 1785 Massachusetts Avenue NW, Washington, DC 20036. (202) 673 4000.

Historic homes tours are an excellent source of income and visibility for preservation organizations. This valuable information booklet is a step-by-step guide to organizing a successful tour.

Beck, Larry and Ted Cable. 2002, *Interpretation for the 21st Century Fifteen Guiding Principles for Interpreting Nature & Culture 2nd edition*. Sagamore Publishing
Interpretation for the 21st Century is uplifting and inspiring as it enhances the reader's understanding of how to compellingly interpret our cultural and natural legacy. The 15 guiding principles set forth in this book will assist anyone who works in parks, forests, wildlife refuges, zoos, museums, historic areas, nature centers, and tourism sites to more effectively, and joyously, conduct their work. This book, now updated and in its second edition, has been used internationally and has been translated into Chinese. It serves as inspirational reading for students in environmental education, forestry, conservation, history, communications, outdoor recreation, and park management.

Brochu, Lisa, 2003. *Interpretive Planning: The 5-M Model for Successful Planning Projects*. The National Association for Interpretation.

Interpretive Planning outlines the 5-M Model - which is based on the author's 25 years of experience in creating interpretive plans - and explains the process she has

taught to hundreds of interpreters. The five M's are: management, message, market, mechanics, and media. Effective interpretive planning should always lead to success if these M's are involved. This book can be a valuable tool for those wishing to develop an interpretive plan as well as those aspiring to work as a consultant or planner.

Brochu, Lisa, and Tim Merriman, 2002. *Personal Interpretation: Connecting Your Audience to Heritage Resources*, The National Association for Interpretation

Employing clear, concise language and many examples, *Personal Interpretation* uses the most current ideas in the interpretive profession. It will connect you with more in-depth resources developed by such authors as Sam Ham, Bill Lewis, Douglas Knudson, Ted Cable, Larry Beck, and Joseph Cornell. Featuring more than 30 color photos, the book includes approaches tested by the National Park Service and other organizations with background research. Authors Lisa Brochu and Tim Merriman collectively have more than 57 years' experience in the interpretive profession as interpreters, consultants, planners and trainers.

Cunningham, Mary Kay, 2004. *The Interpreters Training Manual for Museums*, American Association of Museums

Designed to make the training process easier and more effective, *The Interpreters Training Manual for Museums* helps institutions develop a customized training program for their interpreters - docents, volunteers, lecturers, educators, curators, and other staff who engage visitors in a dialogue. The book's emphasis is on social interaction, a critical component of museum learning; engaging visitors in a dialogue encourages them to participate in their own learning and develop deep connections to the institution. *The Interpreters Training Manual* combines group exercises, written and oral activities, and interactive lectures to teach interpreters -the staff and volunteers who deal directly with the public - how to facilitate meaningful conversations with visitors. Suitable for all types of museums - botanical gardens, zoos, parks, and living history sites - the book is based on the author's extensive experience in creating interpreter-training programs.

Donnelly, Jessica Foy, editor, 2002, *Interpreting Historic House Museums*. AltaMira Press / American Association for State & Local History

Fourteen contributors to *Interpreting Historic House Museums* consider the history of house museums and the need to look at familiar issues from new perspectives and using new methods. If your site isn't using a comprehensive interpretive plan, how can you create one? While doing so, how do you address contemporary issues like race and gender? Don't forget the physical either - does your property need a landscape plan as well as a furnishings plan? And, when your visitors arrive to see all your hard work, how accessible is your property? If the answer is "not very," what can and should you be doing to address that? Once inside, how good are your tours and guides, and does your furnishings plan allow visitors to maximize their experiences in areas without guides? *Interpreting Historic House Museums* captures the big picture and the important details. Its discussion of contemporary issues and

successful programs, practical guidelines and information, up-to-date references, and lively illustrations will make it useful and relevant for both students and practicing professionals.

Grinder, Allison L., and E. Sue McCoy. 1989. *The Good Guide: A Sourcebook for Interpreters, Docents and Tour Guides*. Ironwood Publishing, Scottsdale, Arizona.

This innovative sourcebook is designed for use by anyone who guides tours or instructs the public in history, art, science and natural history museums, historical organizations and state and national parks. It includes profiles and characteristics of visitors and special groups, an overview of important learning theories and their application to the institutional or park setting.

George, Gerald and Cindy Sherrell-Leo. 1986. *Starting Right: A Basic Guide to Museum Planning*. American Association for State and Local History. Nashville, Tennessee.

This book targets community leaders, historical society officers, members of chambers of commerce, local parks department members and any others who may be involved in launching a new museum or expanding an existing one. The book is an A-Z guide on museum planning, covering such issues as the pros and cons of establishing any museum, advising on all aspects from exhibits and staffing to management through to fund raising and buildings.

Levy, Barbara Abramoff, Lloyd, Sandra Mackenzie and Schreiber, Susan Porter. 2002. *Great Tours!: Thematic Tours and Guide Training for Historic Sites*. Altamira Press, National Trust for Historic Preservation.

Creating tours that are interesting and educational for visitors (and guides!) is a challenge every historic site faces. *Great Tours!* helps you focus clearly on the material culture and significance of your site and then shows you how to use that focus to train and energize your guides. You will be able to move your tours to a fresh new level that is engaging and educational for visitors of all ages and abilities.

Machlis, Gary E. and D.R. Field eds. *On Interpretation: Sociology for Interpreters of Natural and Cultural History*. Oregon State University, Corvallis, Oregon.

The challenges that face interpreters in the last decade of the twentieth century suggest a critical need to re-examine the usefulness of the sociological perspective to interpretation. Several changes are fundamental. First, communication technologies are revolutionizing the ways people interact. Second, the communications revolution fuels the mixing of cultures that identifies the "post modern" world. A third is the emergence of a global perspective to environmental issues. These trends challenge the way interpretation is practiced and increase its importance and relevance to modern society.

Uzzell, David. ed. 1989. *Heritage Interpretation: The Visitor Experience*. Vol. 2. Belhaven Press, London/ New York .

The emphasis of the book is that visitors' needs and interests should be at the heart of interpretive provision if such provision is to lead to visitor satisfaction. It

provides a comprehensive "state of the art" review of current interpretive philosophy, theory, practice and research. Subjects include the promotion, marketing and funding of interpretation, integrated heritage management and the infrastructural facilities and services required to complement interpretive facilities and current research on visitors and the effectiveness of interpretive provision.

Machlis, Gary E. & Donald R. Field, ed., 1984. *On Interpretation: Sociology for Interpreters of Natural and Cultural History*. Oregon: Oregon State University Press.

This book applies sociological topics to the idea of interpretation and study of cases of tourism and recreation. It claims three primary changes must accompany new interpretations. First, communication technologies are revolutionizing the ways people interact. Second, the communications revolution fuels the mixing of cultures that identifies the post modern world. Third, the emergence of a global perspective to environmental issues. These trends challenge the way interpretation is practiced and increases its importance and relevance to modern society.

Rubman, Kerri and Anderson, Ann. 1991, 1999. *Historic Home Tours: Showcasing your Community's Heritage*. National Trust for Historic Preservation

A step-by-step guide to conducting a successful homes tour to increase visibility and raise funds.

Tilden, Freeman, 1977. *Interpreting our Heritage*, 3rd ed. Chapel Hill: The University of North Carolina Press.

This is cited by a number of authors as an essential work in the field of interpretation. Tilden outlines the basic principles of interpretation and tries to define the complexity of the idea. Essentially he works at revealing meanings and relationships within the places and writings of tourism interpretation. He encourages the actual visitation of sites without the mechanical elements of interpretation, and taking a subjective viewpoint. This book not only interprets but also guides the prospective interpreter toward the ways of the philosophy behind other works of interpretation.

Uzzell, David, ed, 1989. *Heritage Interpretation: Volume 1, The Natural and Built Environment & Volume 2, The Visitor Experience*. England: Belhaven Press.

The first volume handles more of the environmental and perspective within both heritage and interpretation. It tackles such topics as interpretation through cross-cultural perspectives as well as the various views of interpretation and training for interpretation. The second volume focuses on interpretation and how it relates to propaganda, visitor management, and industry. However, it deals with the profitability of the interpretation in relation to site preservation and resource conservation. It tackles regional visitor experiences and perspectives as well as visitor interpretation as a tool for development and analysis.

Product Development

Alderson, William T. 1993. "Standing Out In The Crowd." *History News*, Volume 48, Number 3. American Association for State and Local History. Nashville, Tennessee.

This article identifies a number of attributes, and how to develop those for an historical site or museum to succeed as a heritage tourist attraction.

Brown, Kathleen. 1993. "Tourism Trends for the 90's." *History News*, Volume 48, Number 3. American Association for State and Local History. Nashville, Tennessee.

This article looks at demographic, technological and economic trends that will influence tourism into the next century. The role of heritage tourism in the overall tourism industry is discussed together with suggestions for meeting heritage tourism potential.

Comp, T. Allen. 1993. "Heritage Tourism Comes Of Age." *History News*, Volume 48, Number 3. American Association for State and Local History. Nashville, Tennessee.

This article looks at the prominent themes facing state and local historical agencies in the development of regional heritage projects. Developments in demographics and public tastes offer opportunities to historical institutions but also present some challenges to heritage sites.

Hargrove, Cheryl. 1994. *Getting Started: How to Succeed in Heritage Tourism*. Available from the National Trust for Historic Preservation, 1785 Massachusetts Avenue NW, Washington, DC 20036. (202) 673 4000.

This 48-page four color guide helps communities to combine preservation and tourism to obtain manageable economic growth.

Herbert, David T., R.C. Prentice, and C.J. Thomas, eds. 1989. *Heritage Sites: Strategies for Marketing and Development*. Aldershot, England: Gower Publishing Company, 1989.

This book addresses the key features of the emergence of heritage sites as visitor attractions. It is based upon a major research project in Wales, but also draws heavily upon a much wider range of experience available in the extant literature.

Levy, Barbara Abramoff , Sandra Mackenzie Lloyd, and Susan Porter Schreiber, 2001, *Great Tours! Thematic Tours & Guide Training for Historic Site*. AltaMira Press / American Association for State & Local History.

This book is designed to help historic site professionals create engaging and educational tours through practical workshop activities based on sound theoretical guidance. Clear step-by-step instructions will invigorate your guides with new ideas and approaches. Includes forms and a selected bibliography.

Marketing

Fesenmaier, Daniel R., Joseph T. O'Leary, and Muzaffer Uysal, eds. 1996. *Recent Advances in Tourism Marketing Research*. New York: Hawthorne Press.

This book examines the marketing of tourism activities from a global perspective. It may be of interest to communities with established tourism programs as well as those just developing such activities.

Kotler, Philip, John Bowen, and James Makens. 1998. *Marketing for Hospitality and Tourism*. 2nd ed. Upper Saddle River, New Jersey: Prentice-Hall.

This book is an introductory text for students of hospitality and tourism. It includes a wide variety of material dealing with the many different aspects of hospitality and tourism marketing. Topics covered include meeting human needs and building customer satisfaction, strategic planning, the company's microenvironment, research and information systems, consumer buying behavior, managing capacity and demand, distribution channels, and promoting products.

Shields, Peggy O., and Timothy J. Schibik. 1995. "Regional Tourism Marketing: An Analogical Approach to Organizational Framework Development," *Journal of Travel and Tourism Marketing*, Vol. 4, No. 1: pp. 105-113.

The authors provide a model for organizing regional tourism planning efforts that rely on the use of regional networks. A discussion of various marketing-related problems and a guide to enacting this approach are included.

Non-Profit Management

Meyer, Olivia. 1980. 1992. 1998. *Building Support Through Public Relations: A Guide to Nonprofit Preservation Organizations*. National Trust for Historic Preservation.

How to conduct a successful public relations campaign with tips on new releases, press conferences, radio and television spots, public service announcements, and special events.

Smiley, Marc. 2000. *Board Development for Nonprofit Preservation Organizations*. National Trust for Historic Preservation.

Sound advice for building an effective board of directors that clarifies the responsibilities of board members, explains the process of building and strengthening a board, and suggests ways to keep a board functioning at its peak.

Smiley, Marc. 2007. *Creating a Fund Raising Plan*. National Trust for Historic Preservation.

Raising funds for your organization is easier when you have a detailed plan, and this publication will help you produce one. *Creating a Fundraising Plan* sets out a blueprint for developing a comprehensive fundraising plan for your organization. Written by organizational consultant Marc Smiley, this 20-page booklet focuses on strengthening your organization to carry out a fundraising initiative and suggests ways to make your fundraising program more sustainable.

Preservation & Protection

Ashworth, G.J. and J.E. Tunbridge. 1990. *The Tourist--Historic City*. New York/London: Belhaven Press, 1990.

This book develops the concept of the tourist-historic city as a practical means of managing urban places of historical value. It provides an introduction to the role of conservation in cities and tourism in cities. It discusses and analyses current management and planning in tourist-historic cities in a comparative perspective, illustrated with cases drawn from Europe and North America, Australia, Africa and the Caribbean. It concludes with an assessment of the future of the tourist-historic city as an important element in western urban structure and the planning issues this raises.

Chittenden, Betsy and Jacques Gordon. "Older Historic Buildings and the Preservation Industry." *Preservation Policy Research*, Series No. PPR-001, October 1983.

This report summarizes the findings of a systematic and comprehensive survey of information on America's older and historic buildings and preservation industry, conducted by the Department of Public Policy of the National Trust for Historic Preservation. The answers describe the characteristics of older and historic buildings, the ways they are used and who uses them.

Cole, Barbara A. and Phillip B Herr. 1993. *Managing Change: Coping with the Uncertainties of Unpredictable Growth*. National Trust for Historic Preservation. Washington, DC 20036.

Managing Change addresses how to predict and manage growth related impacts that result from potentially transforming new land uses such as gambling. This workbook is about managing community change. If change occurs due to a new land use the community is also likely to change. Using gambling to illustrate how communities can manage change, this second workbook can be used by other communities that need assistance in managing substantial change.

Derry, Anne., H. Ward Jandl, Carol D. Shull, and Jan Thorman. 1985. "Guidelines for Local Surveys: A Basis for Preservation Planning." *National Register Bulletin*, No.24. National Register of Historic Places. Interagency Resources Division. National Park Service. U.S. Department of the Interior, Washington, D.C.

This bulletin provides guidelines for preparing local surveys to be used as a basis for preservation planning. It is directed towards communities, organizations, federal and state agencies and individuals interested in undertaking surveys of historic resources.

Fleming, W.R. and L. Toepper, 1990. "Economic Impact Studies: Relating to the Positive and Negative Impacts to Tourism Development," *Journal of Travel Research*, v 29, no. 1, pp. 35-42.

Leithe, Joni L. and Thomas Muller, John E. Peterson and Susan Robinson. 1994. *The Economic Benefits of Preserving Community Character: A Practical Methodology*. Available from the National Trust for Historic Preservation, 1785 Massachusetts Avenue NW, Washington, DC 20036. (202) 673 4000.

Preservationists are frequently asked to provide an economic rationale for historic preservation. What are the costs? What are the financial benefits? This workbook takes the reader through a step-by-step methodology for measuring the economic impact of preservation activities.

Lerner, Shereen. 1994. *Archeology and Historic Preservation*. Contact the National Trust for Historic Preservation, 1785 Massachusetts Avenue NW, Washington, DC 20036. (202) 673 4000.

An excellent primer for organizations or individuals, this booklet covers basic archeological concepts, state and local issues, protection of archeological sites, public programs and key legislation.

Morris, Marya. 1994. *Innovative Tools for Historic Preservation*. Co-published with the American Planning Association. Available from the National Trust for Historic Preservation, 1785 Massachusetts Avenue NW, Washington, DC 20036. (202) 673 4000.

Munsell, Kenneth., ed. 1982. *Small Town: Historic Preservation Resource Book for Small Communities*. Small Towns Institute, Ellensburg, Washington. (509) 925 1830.

This resource book contains a series of articles relating to the preservation of small towns. The themes include; promoting preservation, education, financing, design and marketing and a series of preservation profiles.

Page, Max and Randall Mason, 2003. *Giving Preservation a History*. Routledge Press. Throughout the country, historic preservation has become a veritable industry. In New York City alone, the preservation movement has acquired a great deal of power, saving numerous edifices from the wrecking ball. New York is not alone, across the country, grassroots movements to preserve various aspects of the nation's past-Indian burial grounds, slave quarters and deco buildings. In this volume, some of the best figures in the field have come together to write on preservation movements *Giving Preservation a History* also touches on the European roots of the historic preservation movement; on how preservation movements have taken a leading role in shaping American urban space and urban development; how historic preservation battles have reflected broader social forces; and what the changing nature of historic preservation bodes for the effort to preserve the nation's past.

Rypkema, Donovan D. 1994. *The Economics of Historic Preservation: The Community Leader's Guide*. Available from the National Trust for Historic Preservation, 1785 Massachusetts Avenue NW, Washington, DC 20036. (202) 673 4000.

Preservationists frequently are called upon to make the economic argument as to why buildings should be saved. This publication provides community leaders and

organizations with numerous economic arguments supporting historic preservation. It covers situations when an economic argument is needed and to whom it should be directed. A resource guide provides additional information.

Rypkema, Donovan D. 1994. *The Economics of Rehabilitation*. Contact the National Trust for Historic Preservation, 1785 Massachusetts Avenue NW, Washington, DC 20036. (202) 673 4000.

This publication explains in clear, concise language how preservationists can demonstrate the economic benefits of preserving buildings in their community. The author defines real estate terms and compares the cost of rehabilitation and new construction.

Stipe, Robert E. and Antoinette J. Lee, eds. 1987. *The American Mosaic: Preserving a Nation's Heritage*. US/ICOMOS - International Council on Monuments and Sites, Washington D.C.

The American Mosaic is designed to be read by preservationists, policy-makers in preservation as well as a wider general audience. The book describes the structure of the American preservation system, what is preserved and why and how the American preservation movement arrived at its present situation. As well, the book looks at the strengths and weaknesses of the movement and issues integral to its future.

Stokes, S. et.al., 1989. *Saving America's Countryside*. Johns Hopkins University Press. A practical "road map" to protecting the natural, historic, scenic and agricultural resources of a rural community.

Wagner, Richard. 1994. *Local Government and Historic Preservation*. Available from the National Trust for Historic Preservation, 1785 Massachusetts Avenue NW, Washington, DC 20036. (202) 673 4000.

This publication explains the role local governments can play in preserving and enhancing historic resources and how preservation organizations can work with local governments to protect these resources.

White, Bradford J. and Richard J. Roddewig. 1994. *Preparing a Historic Preservation Plan*. Co-published with the American Planning Association. Available from the National Trust for Historic Preservation, 1785 Massachusetts Avenue NW, Washington, DC 20036. (202) 673 4000.

This 58-page booklet covers city and neighborhood preservation planning as well as regional planning for heritage tourism development and the protection of rural historic resources.

New Jersey Studies and Reports

2005. *Report to the Governors of New Jersey from the New Jersey Delegation to the U.S. Cultural and Heritage Tourism Summit, Washington, D.C.*

Deloitte and Touche LLP. 1997. *New Jersey Tourism Master Plan*, New Jersey Division of Travel and Tourism, Prosperity Inc.

D.K. Shifflet and Associates, Ltd/Global Insights. 2005. *New Jersey Image Study*, New Jersey Office of Travel and Tourism

Global Insight. 2008. *New Jersey Tourism: An Economic Juggernaut*, New Jersey Governor's Conference on Tourism.

Hargrove, Cheryl. 2001. *Historic Morris Visitors Center, Inc.: Heritage Tourism Assessment and Recommendations*, The HTC Group.

Merje, Lance Wyman Ltd. 2009. *State of New Jersey – Wayfinding Master Plan, Executive Summary*, Celebrate New Jersey.

National Governor's Association, Center for Best Practices. *Arts and the Economy: Using Arts and Culture to Stimulate State Economic Development.*

Go to www.nga.org for more information

New Jersey Means Business: A Study of Economic Activity, 2000-2001
ArtPride New Jersey, New Jersey State Council on the Arts

New Jersey Historic Trust. *Partners in Prosperity: The Economic Benefits of Historic Preservation in New Jersey*

Access this report online at

http://www.state.nj.us/dca/njht/publ/downloading_partners_prosperity.html

Preservation Partners. 2007. *Assessment of State Historical Marker Programs: A Report for the New Jersey Historical Commission*

Access this report online at www.njht.org/dca/njht/touring New Jersey Heritage Tourism Plan - 2009

Miscellaneous

American Association of Museums, 2003. *Slaying the Financial Dragon: Strategies for Museums, AAM Professional Education Series.*

Slay the financial dragon of a slumping economy and falling revenues with this valuable arsenal of strategies and tactics for fiscal success. Gain the competitive edge as you learn the latest trends and forecasts from experts in the areas of individual and corporate giving, earned revenue and investment, travel and tourism, and state and local funding. Slaying the Financial Dragon's 10 authors discuss the mega-trends that are changing the face of fund raising, tell you how to talk to local officials about your funding needs, analyze the current state of the travel and tourism industry, and much more. Originally presented at AAM's "Slaying the

Financial Dragon" seminar in November 2002, these practical, clearly stated articles present case studies and offer expert advice on how museums can best meet today's daunting financial challenges.

American Association of Museums, 2001. *Museum Visitor Services Manual Resource Report*. American Association of Museums

Are you concerned about providing visitors with the best overall experience possible? This manual can help museum staff make a case for visitor services, understand and meet the needs of visitors, plan and staff visitor services, train staff, and evaluate services. More than 25 museum leaders contributed their knowledge and experience to make this manual the most complete resource for museum visitor services today. Includes professional standards, a sample staff handbook, and position descriptions.

Ballantyne, Duncan S. 1983. *Accommodation of Disabled Visitors at Historic Sites in the National Parks System*. Park Historic Architecture Division, Cultural Resources Management, National Park Service, U.S. Department of the Interior, Washington D.C.

This publication has been prepared to assist managers and technical staff in meeting the important goal of giving disabled visitors the opportunity to experience the Park Services historic sites. Divided into two parts, the book provides a guide to understanding physical limitations and solutions to physical accessibility.

Baril, Gérald, editor; translated by Terry Knowles & Meridee Mascherin, 2001. *Know Your Visitors Survey Guide*, Société des musées québécois / Musée de la civilisation

This guide is intended for museum professionals who seek to learn more about their visitors and about the basics of surveys as an evaluation tool. Whether or not you are familiar with quantitative research methods, this guide will help you conduct credible, reliable, and relevant visitor surveys. *Know Your Visitors: Survey Guide* explains the survey approach in all the appropriate detail, step by step.

Comp, T. Allen, ed. *Regional Heritage Areas: Approaches to Sustainable Development*. Contact the National Trust for Historic Preservation, 1785 Massachusetts Avenue NW, Washington, DC 20036. (202) 673 4000.

This collection of articles describes regional heritage areas from across the country. A directory of more than 80 regional heritage areas is also included.

Falk, John H., and Lynn D. Dierking, 2000. *Learning From Museums: Visitor Experiences & the Making of Meaning*. AltaMira Press / American Association for State & Local History

What roles can museums serve in a learning community? Why do people go to museums and what do they learn there? The answers to these questions are investigated by combining research and theories from such disparate fields as psychology, neuroscience, education, and anthropology, as well as museum studies. The authors explain the nature and process of learning while providing advice on how museums can better create learning environments. Foreword by Michael Spock.

Federal Highway Administration. 1988. *Scenic Byways*. U.S. Department of Transportation.

This handbook was prepared as a conference guide and reference for participants at the Scenic Byways '88, A National Conference to Map the Future of America's Scenic Roads and Highways. The handbook provides an overview of the Nation's scenic road programs and is designed to assist in the development of State and local initiatives.

George, Gerald, 1990. *Visiting History: Arguments over Museums & Historic Sites*. American Association of Museums.

George examines the dilemmas of trying to present "real history" to the general public. Using dramatizations, travelogues, and a well-honed sense of irony, George persuades us to question fundamental issues such as historical significance, to critically review attempts to recapture the past in buildings and books, and to reflect on the meaning and value of history.

Hargrove, Cheryl. 1995. *Touring Historic Places*. Preservation Press.

A useful manual for heritage site managers on planning, marketing and hosting effective heritage tourism programs.

Mastran, Shelley. 1994. *The Protection of America's Scenic Byways*. Contact the National Trust for Historic Preservation, 1785 Massachusetts Avenue NW, Washington, DC 20036. (202) 673 4000.

This booklet describes the scenic byways program at the national, state, and local level and introduces the National Scenic Byways Program established in 1991 by the Intermodal Surface Transportation Efficiency Act (ISTEA). It discusses the formation of corridor management plans and corridor protection strategies, using case studies for illustration.

Paris, Scott G. editor, 2002. *Perspectives on Object-Centered Learning in Museums*, Lawrence Erlbaum Associates.

This book examines the latest ideas about how children interact with objects and, through that interaction, acquire new understandings, attitudes, and feelings. Although museum education provides the primary setting within which object-centered learning is explored, the analyses apply to a wide range of learning environments.

Teal, Roger, Edward Wood Jr. and William Loudon. 1976. *Tourist Traffic in Small Historic Cities: Analysis, Strategies and Recommendations*. Department of Transportation. Available through the National Technical Information Service, Springfield, Virginia 22161.

This report summarizes contemporary transportation issues relating to small cities with historic/scenic sites. The report recognizes the lack of effective policies in this area of travel and suggests further research as a basis for developing policies in this area.

Weiler, Betty and M.C. Hall eds. 1992. *Special Interest Tourism*. Bellhaven Press, London. Special interest tourism is expected to become a dominant force in the expansion of tourism in the next decade. Special interest travel is travel for people who are going somewhere because they have a particular interest that can be pursued in a particular region or at a particular destination. It is the hub around which the total travel experience is planned and developed. Special interest is sometimes equated with the term "active" tourism.

NOTE: This list was compiled in 2006, in part, adapted from http://history.utah.gov/heritage_tourism_toolkit/general_information/heritagetourismreferencelist.html

Additional entries taken from http://www.nal.usda.gov/ric/ricpubs/rural_tourism.html

Additional entries were added in 2009 as part of the development of the New Jersey Heritage Tourism Master Plan.