

STS Marketing College - Course Outline

Title of Session:

Preserving and Promoting a Sense of Place: Heritage Tourism Management

Presenters:

Cheryl Hargrove, President of The HTC Group, and faculty member for the National Trust for Historic Preservation's *Share Your Heritage* Program

Course Description:

Tourism is more than just writing a brochure or booking a hotel room. When selling local experiences, it is important for communities to focus on tourism infrastructure, capacity, asset protection and growth policy. Learn how to balance visitor expectations with resident needs and create winning management strategies that maximize the economic and social benefits from tourism.

Learning Objectives:

- Determine community and site “capacity.”
- Recognize “sacred places.”
- Identify stakeholder profiles: local residents whose opinions matter.
- Understand the impact of community on successful tourism programs
- Learn how to engage policy makers and stakeholders for long-term sustainability.

Methods of Instruction:

Following a brief overview, a few “best practices” are shared to demonstrate the value and opportunity of quality tourism management. Through audience role-playing, participants will identify resident benefits and build critical partnerships with local decision-makers that can result in quality tourism policies and procedures.

Evaluation Methods:

By stepping into another stakeholders' profile, participants recognize other community values and learn how to satisfy particular agendas through effective communication, development policies and marketing strategies.