

## Five Principles of Successful and Sustainable Cultural Heritage Tourism

As part of an intensive three-year initiative funded by the National Endowment for the Arts and American Express, the National Trust for Historic Preservation developed five guiding principles for successful and sustainable cultural heritage tourism programs.



### Principle One: Collaborate

By its very nature, cultural heritage tourism requires effective partnerships. Much more can be accomplished by working together than by working alone.



### Principle Two: Find the Fit Between the Community and Tourism

Cultural heritage tourism should make a community a better place to live as well as a better place to visit. Respect carrying capacity so everyone benefits.



### Principle Three: Make Sites and Programs Come Alive

Look for ways to make visitor experiences exciting, engaging and interactive.



### Principle Four: Focus on Quality and Authenticity

Today's cultural heritage traveler is more sophisticated and will expect a high level of quality and an authentic experience.



### Principle Five: Preserve and Protect Resources

Many of your community's cultural, historic and natural resources are irreplaceable. Take good care of them, if they are lost you can never get them back.

