

Four Steps of Successful and Sustainable Cultural Heritage Tourism

Whether you are just getting started in cultural heritage tourism or working to expand or enhance an existing program, follow these four steps to ensure success:



Step One: Assess the Potential

Evaluate what your community has to offer in attractions, visitor services, organizational capabilities, ability to protect resources, and marketing.



Step Two: Plan and Organize

Make good use of human and financial resources. They are the keys that open the doors to sustainable heritage tourism. Set priorities and measurable goals.



Step Three: Prepare for Visitors; Protect and Manage Your Resources

Look to the future as well as the present. Be sure that the choices you make now improve your community for the long term.



Step Four: Market for Success

Develop a multi-year, many-tiered marketing plan that targets your market. Look for partners in local, regional, state or national groups.

