

Culture and Development

HERITAGE TOURISM IN THE LOCAL AND GLOBAL CONTEXT

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THE DELTA IN GLOBAL CONTEXT



WRITING PROMPT

TIME: 5 MINUTES

- **WHAT DOES HERITAGE MEAN?**
- **WHAT ONE ASPECT OF DELTA CULTURE AND HERITAGE WOULD BE MOST ATTRACTIVE TO TOURISTS? WHY?**

THE DELTA IN GLOBAL CONTEXT



DISCUSSION

- **WHAT DOES HERITAGE MEAN?**

THE DELTA IN GLOBAL CONTEXT



FLIPCHARTS

WHAT DOES HERITAGE MEAN?

- HISTORY
- KNOWLEDGE
- TRADITION
- STORIES
- BACKGROUND
INFORMATION
- IDENTITY
- LIFESTYLE
- CULTURE
- ORIGIN
- PHYSICAL
ENVIRONMENT
- GENERATIONS
- CULTURAL EVENTS
- CONTINUITY/
TIMELESSNESS

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HERITAGE & GLOBALIZATION

PARADOX:

HERITAGE IS ESSENTIALLY A LOCAL PHENOMENON, BUT ONCE IT BECOMES A MEANS OF ATTRACTING BUSINESS FROM TOURISTS, IT TAKES ON A COMMERCIAL NATURE. IT BECOMES A COMMODITY AND LOSES ITS AUTHENTICITY.

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CHARACTERIZING LOCAL & GLOBAL

LOCAL:

- AUTHENTIC
- COMMUNITY
- ???

GLOBAL:

- COMMERCIAL
- MARKET
- ???

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LOCAL:

- **AUTHENTIC**
- **COMMUNITY**
- **PERSONAL**
- **STAGNANT**
- **DIVERSITY**
- **PAST/FUTURE
ORIENTATION**
- **FAMILY**
- **POLITICS**

GLOBAL:

- **COMMERCIAL**
- **MARKET**
- **INSTITUTIONAL**
- **DYNAMIC**
- **HOMOGENIZATION**
- **FUTURE
ORIENTATION**
- **MATERIALISM**
- **ECONOMICS**

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TOURISM'S IMPACT IN THE U.S.

- **7.3 million jobs**
- **Annual payroll of \$162 billion**
- **Estimated expenditures of \$600 billion**
- **Estimated tax revenues of \$100 billion**

Source: Travel Industry Association of America, Bureau of Economic Analysis/U.S. Department of Commerce, 2004

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TOURISM'S IMPACT IN MISSISSIPPI

- **91,500 jobs (state's largest private-sector employer)**
- **Annual payroll of \$1.6 billion**
- **Estimated direct sales of \$5.7 billion**
- **Estimated state tax revenues of \$450 million**
- **Estimated local tax revenues of \$144 million**

Source: Mississippi Development Authority/Tourism Division. 2004.
Fiscal Year 2003 Economic Impact for Tourism in Mississippi.

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GAMING



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FLIPCHARTS

ASPECTS OF DELTA HERITAGE

- **MUSIC**
(BLUES, JAZZ, ROCK & ROLL)
- **MISSISSIPPI RIVER**
- **PLANTATIONS/COTTON**
- **LAND**
- **OUTDOOR RECREATION**
- **HISTORIC COMMUNITIES**
- **LITERATURE/LITERARY PERSONALITIES**
- **CIVIL RIGHTS**
- **WILDLIFE**
- **GREAT MIGRATION**
- **CIVIL WAR**
- **FOLK ART**
- **FAMILY**
- **NATIVE AMERICAN CULTURE**
- **FOOD (BBQ, CATFISH)**

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USING DELTA HERITAGE AS A BASIS FOR TOURISM

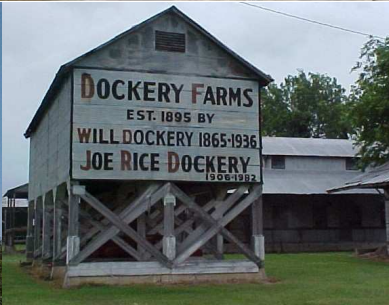
Delta Blues



King Cotton

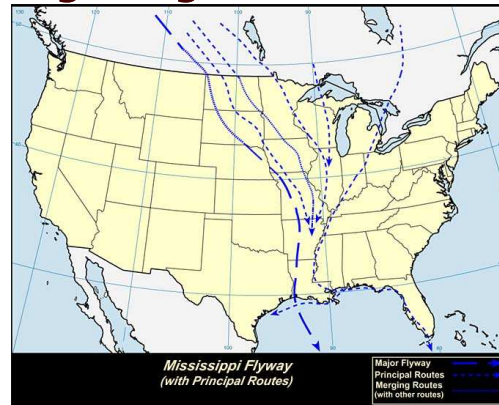


Mississippi River



Mississippi Flyway

Great Migration



Civil Rights Movement



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NATIONAL HERITAGE AREAS DEFINED

“A **National Heritage Area** is a place where natural, cultural, historic and recreational resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity shaped by geography. These patterns make National Heritage Areas representative of the national experience through the physical features that remain and the traditions that have evolved in the areas. Continued use of the National Heritage Areas by people whose traditions helped to shape the landscapes enhances their significance.”

Source: www.cr.nps.gov



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NATIONAL HERITAGE AREAS



Source: www.cr.nps.gov

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NATIONAL HERITAGE AREA MANAGEMENT

National Heritage Areas:

- **Federal** designation, but does not denote land management in the traditional sense;
- Managed by **local** groups: state agencies, private commissions, or private voluntary organizations
- The **National Park Service** acts as a coordinating entity, providing expertise and access to funding for a 15-year period

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NATIONAL HERITAGE AREA OBJECTIVES

National Heritage Areas have two primary objectives:

- **Conservation:** Encourage local appreciation of history, culture, and regional identity
- **Development:** Provide funds and technical expertise to encourage development, primarily through tourism

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NATIONAL HERITAGE AREA DESIGNATION

Designation as a **National Heritage Area** is made by **Congress**, in response to local initiative.

Criteria for Designation as a NHA:

- (1) **Completion of a suitability/feasibility study**
- (2) **Public involvement in the feasibility study**
- (3) **Demonstration of widespread support among residents for the heritage area designation**
- (4) **Commitment from key constituents (e.g. governments, industry, private organizations)**

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NATIONAL HERITAGE AREAS & COMMUNITY BASED RESEARCH

According to the National Park Service:

“Federal designation depends upon Congressional support, whether the region’s resources are nationally important and the degree to which the public is engaged in and supportive of designation.”

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COMMUNITY-BASED RESEARCH IN NATIONAL HERITAGE AREAS

Research can play an important role in:

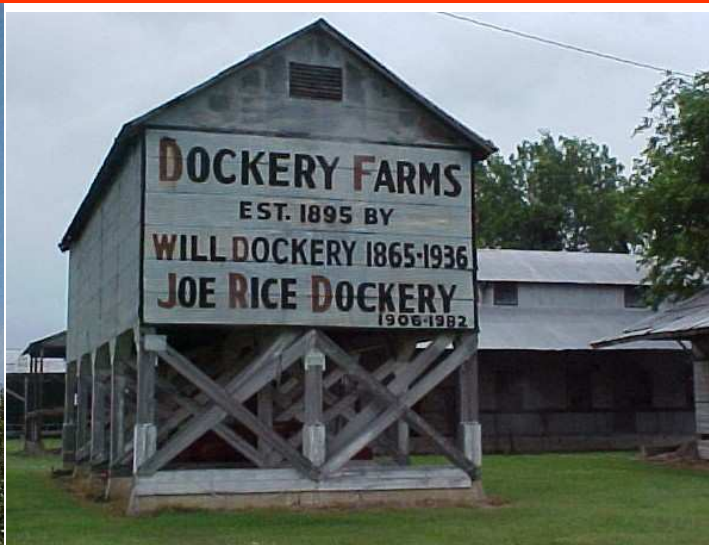
- **Identifying** important resources, stories and interpretive/educational opportunities;
- **Understanding** local conditions, preferences, and possibilities;
- **Establishing partnerships** with local agencies;
- **Building community support** for the designation;
- **Clarifying perceptions** about the designation;
- **Empowering** local residents participating in the heritage project.

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Thank you!



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