Culture and Development

HERITAGE TOURISM IN THE LOCAL AND GLOBAL CONTEXT

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WRITING PROMPT

TIME: 5 MINUTES

• WHAT DOES HERITAGE MEAN?

• WHAT ONE ASPECT OF DELTA CULTURE AND HERITAGE WOULD BE MOST ATTRACTIVE TO TOURISTS? WHY?
DISCUSSION

- WHAT DOES HERITAGE MEAN?
FLIPCHARTS

WHAT DOES HERITAGE MEAN?

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

THE DELTA IN GLOBAL CONTEXT
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.
CHARACTERIZING LOCAL & GLOBAL

LOCAL:
- AUTHENTIC
- COMMUNITY
- ???

GLOBAL:
- COMMERCIAL
- MARKET
- ???

THE DELTA IN GLOBAL CONTEXT
FLIPCHARTS

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

GLOBAL:
- COMMERCIAL
- MARKET
- INSTITUTIONAL
- DYNAMIC
- HOMOGENIZATION
- FUTURE ORIENTATION
- MATERIALISM
- ECONOMICS

THE DELTA IN GLOBAL CONTEXT
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
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

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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)
“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
NATIONAL HERITAGE AREAS

Source: www.cr.nps.gov

THE DELTA IN GLOBAL CONTEXT
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
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
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)
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.”
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.
Thank you!

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