HERITAGE TOURISM HANDBOOK:
A HOW-TO-GUIDE FOR GEORGIA

GEORGIA
DEPARTMENT OF NATURAL RESOURCES
HISTORIC PRESERVATION DIVISION

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A HOW-TO-GUIDE FOR GEORGIA

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March 2010

Cover: Detail from a historic building in downtown Americus, Sumter County.

This publication is supported in part with a federal Preserve America grant administered by the National Park Service, U.S. Department of Interior, through the Historic Preservation Division of the Georgia Department of Natural Resources. Any opinions, findings, conclusions, or recommendations expressed in this publication do not necessarily reflect the views or policies of the Department of Interior.

City Hall in Athens has been in continuous use since its construction in 1904. The one-of-a-kind, double-barreled cannon, built in Athens to defend the city during the Civil War, was a test model that did not perform as expected and was never replicated.

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INTRODUCTION

Tourism, the world's largest industry, is essential to a community's economic vitality, sustainability, and profitability. In Georgia, tourism is the state's second largest industry and heritage tourism is its fastest-growing segment. Georgia is among the top 10 states in the country in heritage tourism visitation. More travelers than ever are walking the historic streets of Savannah . . . visiting the remnants of Native American culture . . . exploring antebellum plantations . . . learning about the Civil Rights Movement . . . and discovering agricultural history around the state.

The historic and cultural resources associated with people, events, or aspects of a community's past give that community its sense of identity and help tell its story. These resources are the most tangible reflections of a community's heritage. History can and should be used as a selling point for a community. The recognition of an area's historic resources can bring about neighborhood revitalization, increased and sustainable tourism, economic development through private investment, and citizenship building. When communities' travel-related entities partner with public or private organizations, the historic, cultural, and natural resources are more effectively promoted to meet the heritage traveler's desire for an integrated and enriching experience.

Pebble Hill Plantation, once a private estate in Thomas County, is today open to the public as a museum.

This publication was produced by the Historic Preservation Division of the Georgia Department of Natural Resources and the Tourism Division of the Georgia Department of Economic Development to assist communities in leveraging their historic assets to realize economic and cultural goals such as:

- Attracting new investment
- Creating new jobs
- Revitalizing downtowns and neighborhoods
- Building community pride and a sense of place
- Educating children about their heritage
- Nominating properties to the National Register of Historic Places
- Surveying a community's historic resources

The Historic Preservation Division promotes preservation and use of historic places and assists communities and citizens with identifying historic properties. The Tourism Division facilitates local and regional collaborations that increase tourism and strengthen values fundamental to community vitality through:

- Developing tourism products
- Instituting grant programs
- Providing marketing and advertising opportunities
- Furnishing information on tourism facts, figures, and demographics

We would like to thank the Georgia Humanities Council, the Georgia Department of Community Affairs, and the Georgia Council for the Arts for their input into an earlier draft of this handbook. Much of that work provided the foundation for this book. We would also like to thank the Virginia Department of Historic Resources whose pioneering publication for local tourism inspired this handbook.

This book is designed to help communities develop heritage tourism programs and to help you make the most of your historic and cultural assets and attractions, and thus encourage the heritage tourist to visit your Georgia community. There are many resources available to provide assistance to you in promoting your community. Many of these are listed in the appendix to this publication, which is available online at **www.gashpo.org**. Click on the Heritage Tourism link.

Tourists are enjoying a carriage ride in Savannah.

Revitalized historic downtowns attract visitors to restaurants and shops.

WHAT IS HERITAGE TOURISM?

Exactly what is heritage tourism? More than simply visiting historic sites, heritage tourism is a personal encounter with traditions, history, and culture. Heritage tourism is based upon the concept that each community has a story to tell. This is a rapidly growing niche market that is directed towards experiencing the local customs, traditions, arts, history, sites, and culture that authentically represent a particular place. To the heritage tourist, this culture must be unique and it must be authentic. The heritage tourist wants to visit historic house museums, courthouses, battlefields, gardens, lighthouses, Native American and presidential sites, along with revitalized historic waterfronts, downtown districts, and residential neighborhoods. An increasing number of domestic and international travelers and the availability of global communication fuel this type of tourism. Local and regional partnerships among historic sites and museums, cultural attractions, outdoor adventure businesses, hotels, bed and breakfasts, and restaurants are forming to develop, interpret, and market this local authenticity to capture a growing tourism market.

Heritage Tourism in the United States

Heritage tourism is an important component of the tourism industry. According to the National Trust for Historic Preservation, visiting historic sites or museums ranks only third behind shopping and outdoor pursuits for travelers in this country. The National Trust for Historic Preservation is a nonprofit organization that provides leadership, education, advocacy, and assistance to save America's diverse historic places and revitalize communities.
www.preservationnation.org

Heritage Tourism in Georgia

Georgia's history is unique and diverse. From Native American sites such as the Etowah Indian Mounds and the Chief Vann House, to Atlanta's Civil Rights era sites, the state boasts a wide range of historic and cultural places for tourists to visit.

Examples of Heritage Tourism Sites:

- Battlefields
- Courthouses
- Historic neighborhoods
- Historic downtowns
- Military forts
- Museums
- Native American sites
- Plantations
- Railroad depots

Top: The Dahlonega Gold Museum is housed in the historic 1836 Lumpkin County Courthouse. Bottom: The Etowah Indian Mounds Historic Site in Cartersville provides visitors a look at a unique Native American culture through well-planned exhibits and other activities.

WHO IS THE HERITAGE TOURISM TRAVELER?

The heritage tourist seeks travel experiences that broaden and deepen his or her understanding of other places and people. The heritage tourist wants to experience destinations with a distinctive sense of place. Perhaps tired of the sameness of strip malls everywhere, today's traveler, it seems, is in search of the genuine or authentic experience of America – in other words, "what makes a community special."

Research by Louis Harris, Inc., Decima Research, the Travel Industry of America, and the National Trust for Historic Preservation tells us that today's heritage tourist is:

- **Well educated** – Most heritage tourists have advanced degrees. Education level is the single most significant factor that influences cultural and heritage participation and travel.
- **Older** – Participation in cultural and heritage events peaks between ages 45 and 65, when people are at the height of their careers, earning power, and discretionary income.
- **Influenced by women** – Women typically plan family vacations and group trips, and also control more personal discretionary income.
- **Cosmopolitan** – International travel is growing. Those travelers seeking heritage or cultural events are just as likely to travel to Europe, Asia, or Africa as to the U.S. and Georgia.
- **Accountability-driven** – Increasing access to global communication has made heritage travelers more discerning and better informed. They look for value for the dollar and experiences that will meet their expectations.
- **Generous in spending** – Visitors to historic and cultural sites spend about $62 more per day than other visitors. They tend to spend money on antiques, art, gourmet food, wine, health food, and outdoor experiences such as biking, hiking, canoeing, and bird watching.
- **More inclined to stay overnight in hotels and bed and breakfasts.**
- **More inclined to stay longer than the average traveler.**
- **More likely to visit a diversity of sites, cities, and regions than the average traveler.**
- **Wants high quality services** – The tourist looks for quality in infrastructure and services, as well as in program content.
- **Interested in authenticity** – The heritage tourist seeks out experiences that are authentic in order to learn about a community's history and culture.
- **Wants easy-to-do, accessible quality travel experiences** – Due to time constraints, including less leisure time, the heritage tourist wants a unique and enriching travel experience that combines education, entertainment, and authenticity.

"One of the results of the current economy is the increased importance of heritage tourism. People are choosing to stay closer to home and spend less, yet they still crave something new and different. Heritage tourism allows them unique, meaningful experiences at bargain prices. It's a perfect fit for the "new normal" economy, as well as the eternal quest for transformative experiences!"

– Judy L. Randall, President and CEO, Randall Travel Marketing, Inc.

Heritage and cultural tourists spend more than the average visitor. They enjoy the opportunity to purchase unique art and handicrafts. Many communities plan art festivals as a means to attract tourists.

Historic homes, converted to bed and breakfast inns, offer unique accommodations to the heritage tourist.

Detail from a historic home in Sparta, Hancock County.

BENEFITS OF HERITAGE TOURISM

Heritage tourism protects historic, cultural, and natural resources in towns and cities by involving people in their community. When they can relate to their personal, local, regional, or national heritage, people are more often motivated to safeguard their historic resources. Heritage tourism educates residents and visitors about local and regional history and shared traditions. Through involvement and exposure to local historic sites, residents become better informed about their history and traditions. Understanding the importance of one's heritage provides continuity and context for a community's residents, and it strengthens citizenship values, builds community pride, and improves quality of life.

Heritage tourism can promote the economic and civic vitality of your community or region.

Economic Benefits

- The creation of new jobs in the travel industry at cultural and historic attractions and in travel-related establishments. In 2008 Georgia tourism generated 241,000 jobs and had a direct economic impact of $20.8 billion.

- Increased revenues and taxes. In 2008 visitors to Georgia generated $1.78 billion in retail sales; $1.3 billion in entertainment and recreation revenues; $5.67 billion in food service revenues; $2.8 billion in lodging; $7.4 billion in public and auto transportation revenues, all creating $1.6 billion in local and state tax revenues.

- Economic diversification in the service industry (restaurants, hotels/motels, bed and breakfasts, tour guide services), manufacturing (arts and crafts, souvenirs, publications), and agriculture (specialty gardens or farmers markets).

- Encouragement of creative entrepreneurship and local ownership of small businesses.

- Investment in historic properties and subsequently increased property values.

- Increased economic return from heritage and cultural tourism.

A 2009 research study conducted by Mandala Research for the U.S. Cultural & Heritage Tourism Marketing Council, in conjunction with the U.S. Department of Commerce, revealed that 78% of all U.S. leisure travelers enjoy cultural and/or heritage activities while traveling, which translates to 118.3 million adults each year. Cultural and heritage travelers spend an average of $994 per trip and contribute more than $192 billion annually to the U.S. economy.
www.georgia.org
www.heritagetravelinc.com

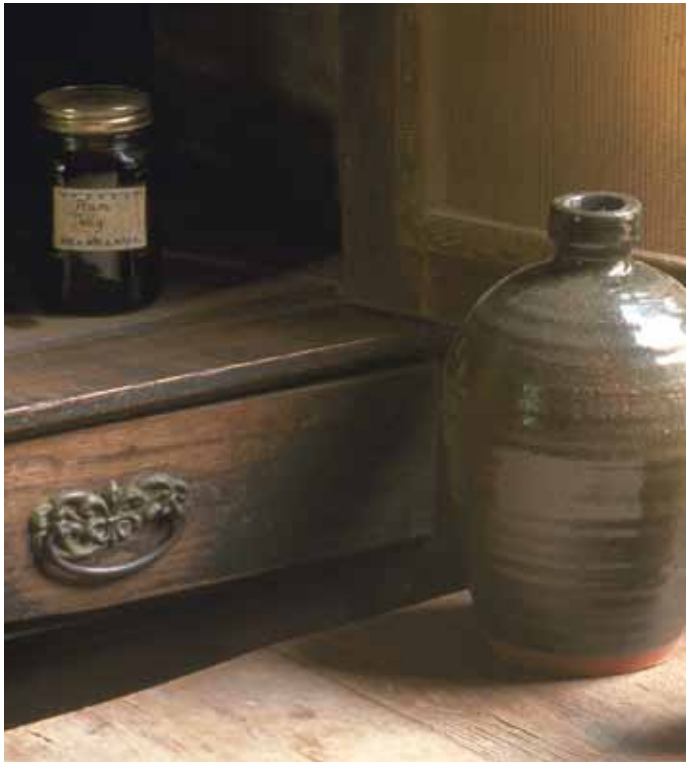
Local ownership of small businesses helps communities prosper.

Top: The Fort King George Historic Site in Darien, McIntosh County, plans special events to educate and entertain their audience. Bottom: The staff of the Hay House in Macon hosts unique events, such as a behind-the-scenes tour, while ongoing rehabilitation of the house provides a way to introduce preservation methods and philosophy to the visitor.

Other Benefits

- Increased preservation education.
  Heritage tourism increases the visitor's preservation knowledge in numerous ways. The heritage tourist often discovers the basic ideas and principles of historic preservation by visiting a historic site where the ideas of historic preservation may be presented. Many visitors may not understand the importance of character-defining features of a historic building until they see examples first hand, such as heart-pine floors, decorative woodwork, interior plaster walls, or original wood windows.

- Increased preservation ethic.
  As a historic resource benefits from heritage tourism efforts, the entire community gains an increased awareness of the importance of saving local historic resources. Historic sites that have a large number of visitors, are well maintained, and authentically portrayed will benefit a broader audience by having a variety of programming that appeals to different audiences. As your audience broadens and more people begin to identify with the resource, the chances are better for the overall preservation ethic to increase among visitors and the local population, who ultimately could be involved in the site's long-term preservation.



Research is essential in creating as authentic an experience as possible. Through research and educational programming, a historic site can increase the variety and number of visitors it attracts, and subsequently, its overall success.

With the demographic diversity of visitors in today's tourism market, the need for a variety of tour types should be considered. If appropriate, consider developing tours related to the experiences of the many different people who may have lived at the site.

TRENDS, FACTS, AND FIGURES

Tourism, including both foreign and domestic visitors, is considered the second most important industry in Georgia behind agriculture. Tourism in Georgia generates direct expenditures of $20 billion and a total estimated economic impact of over $34 billion annually. Tourism impact numbers from 2008 include:

- Direct domestic expenditures of $19 billion, up 1.9% from 2007.
- Direct international expenditures of $1.7 billion, up 14% from 2007.
- Domestic and international travelers spent nearly $20.8 billion, up 2.8% from 2007.
- Combined direct expenditures generated 241,000 jobs within Georgia.
- Combined expenditures generated $1.6 billion in tax revenue for state and local governments in 2008, up 1.8% from 2007.
- Combined expenditures generated $6.9 billion payroll income for travel industry employees, up 0.5% from 2007.
- On average, every $86,155 spent in Georgia by domestic and international travelers generated one job in 2008.

Heritage tourism is the fastest growing segment of the world's largest industry. The 2009 study conducted by Mandala Research indicates cultural and heritage activities identified by travelers include visiting historic sites (66%); attending historical re-enactments (64%); visiting art museums/galleries (54%); attending arts & crafts fairs or festivals (45%); attending professional dance performances (44%); visiting state/national parks (41%); shopping in museum stores (32%); and exploring urban neighborhoods (30%). The vast majority of these travelers (65%) say that they seek travel experiences where the "destination, its buildings and surroundings have retained their historic character."

This study found that cultural and heritage travelers are more likely to participate in culinary activities, such as sampling artisan food and wines, attending food and wine festivals, visiting farmers markets, shopping for gourmet foods, and enjoying unique dining experiences in addition to fine dining. This market segment represents a significant potential for increased sales in Georgia's historic downtowns.

"This study of the habits of cultural and heritage travelers reconfirms the size of this lucrative market," said John Williams, president and CEO of Heritage Travel. "It also shows that cultural and heritage travelers seek authentic destinations with historic character as well as educational experiences in their travels." Heritage Travel, Inc., a subsidiary of The National Trust for Historic Preservation was lead sponsor of the study.
www.heritagetravelinc.com

"With 78% of all domestic leisure travelers participating in cultural and heritage activities, their expenditures confirm that this is a strong market, and they are contributing significantly to our communities during . . . challenging economic times."

– Helen Marano, director, Office of Travel and Tourism Industries, U.S. Department of Commerce

Market regionally and highlight the historic character of your community.

Economic Factors

Recent reseach suggests that even in uncertain economic times, people will continue to travel, but many will do so differently. Travel ranks second to dining out as a leisure activity in this country. Travelers choose a destination based upon affordability, safety, and weather according to a 2009 study by Destination Analysts.

How can you take advantage of these and other current trends?

- Make your destination affordable.
- Provide added value and promote your affordability.
- Highlight the local flavor of your small town, which appeals for its perceived simpler time.
- Offer travelers regional cuisine in locally owned restaurants.
- Determine how far visitors typically drive to reach your historic site and focus your marketing efforts there. People will stay closer to home in an economic downturn.

International Tourists

Travel South USA commissioned research on international visitor volume and spending. This report was presented at the January 2010 Travel South board meeting. The information collected and analyzed was for 11 of the 12 Southern states that make up Travel South USA including Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia. The information included in the report does not include Florida and Hartsfield-Jackson Atlanta International Airport as these areas constitute unique international travel patterns outside of the norm of the 11 states included.

In 2008 the region hosted 2.13 million international visitors who spent $1.4 billion during the time period analyzed. The top ten origin countries accounted for 59% of the total estimated volume. The top ten countries in order of visitation were the United Kingdom, Japan, Germany, France, South Korea, Mexico, Australia, Brazil, China, and Spain.

www.travelsouthusa.com
www.preservationnation.org
www.gozaic.com
www.mandalaresearch.com
www.georgia.org

International tourists enjoy the warm Georgia climate.

Georgia's Agricultural Heritage

Georgia is among the largest agricultural producing states in the country, contributing more than $57 billion annually to the state's economic output. To capitalize on their market crop and help preserve family farms and the state's agricultural heritage, some farms entice visitors with corn mazes, pumpkin patches, or special tours to highlight their farm's bounty and provide additional income. Others, such as the Shields-Ethridge Heritage Farm in Jackson County, highlight their farm and its historic buildings in an outdoor museum setting. For additional information about Georgia's farms and to provide easy access to the many agricultural and nature-based tourism activities that Georgia has to offer, the AGNET system is a resource provided by The University of Georgia's Center for Agribusiness and Economic Development (CAED). **www.caed.uga.edu**

Some of the buildings on the Shields-Ethridge Heritage Farm in Jefferson date to the early 1800s. Courtesy of Bobby Lacey, Shields-Ethridge Heritage Farm.

Pumpkin patches provide additional income for many family farms. Agriculture is an important part of Georgia's history and can be utilized to attract the heritage tourist.

Conductor aboard the SAM Shortline Southwest Georgia Excursion Train.

DEVELOPING YOUR HERITAGE TOURISM PLAN

To be successful, heritage tourism must be locally driven. A heritage tourism plan should create an incentive for, and maintain, broad local involvement so that the end result accurately reflects your community's culture, heritage, values, and goals. A community, whether a town, county, or region, should collectively decide which resources it wants to share with visitors and then develop a strategy.

According to the National Trust for Historic Preservation, an effective heritage tourism plan should incorporate the following five principles:

- Find the Right Fit – Define Your Purpose
- Tell Your Own Story – Focus on Authenticity and Quality
- Preserve and Protect Your Resources – Foster a Preservation Ethic
- Make Tourism Sites Come Alive – Tell a Story
- Collaborate with Partners – Form Alliances

The Georgia Queen offers cruises on the historic Savannah River.

FIND THE RIGHT FIT – DEFINE YOUR PURPOSE

Heritage tourism development should find the fit between community needs and tourism needs and, at the same time, maintain a community's unique character. To do this, you must understand your community's needs and develop a shared vision for the community. Here are some questions to consider to help you define your purpose: Does your community want to attract more visitors? Why? How will tourism revenues improve life in your community? Can your community accommodate group tours? How and why will your community preserve the resources that drive the program? How should residents' knowledge of their heritage be raised?

The Sunflower Festival attracts tourists to its small community in Rutledge. Courtesy of Wes Holt.

Sunflower Festival, Rutledge, Morgan County

What began as an antique tractor parade on the Fourth of July in 2001 has grown into an annual summer festival, highlighting sunflowers in full bloom at The Sunflower Farm. Visitors are drawn from the local community and the region to this unique event. Individuals with traditional crafts and art for sale display their handmade items. Live music is played and delicious barbecue and other summertime food is served. Children can participate in games and art projects or enjoy a hayride in a tractor-drawn wagon. Everyone may cut his or her own sunflower bouquet to take home. The 1811 McCowan-McRee house and the 1891 Freeman-Whittaker house are the center of the festival and tours of both houses and their heritage gardens are offered to visitors. With the canopy of oak trees and the now 15 acres of glorious sunflowers, it seemed that the backdrop for the unique festival had already been painted.
www.sunflowerfarmfestival.com

Georgia JugFest, Knoxville, Crawford County

As a reminder of its early days when Crawford County was known for its pottery production, the community of Knoxville holds an annual event, Georgia JugFest, in conjunction with Old Knoxville Days, as a means of attracting people to their community. Crawford County clay has been highly valued since the area was a center of pottery production beginning in the early 1800s. At that time, family operations made churns, bowls, jugs, and other utilitarian pieces for sale. Today, sponsors of the festival include the Chamber of Commerce and the Crawford County Historical Society, located in the historic town of Knoxville with its 1851 courthouse. Events include vintage and contemporary pottery exhibits, pottery identification, antique pottery auction, and a community kiln for firing pottery. Of course, no festival is complete without food and music. Southern musical traditions such as bluegrass or gospel are often part of the festivities. Other events may include an antique tractor and car show or exhibits of traditional crafts including quilting, woodworking, basket weaving, spinning, or blacksmithing.

http://users.pstel.net/rcccoc

Georgia JugFest in Knoxville draws artists from across the state. Courtesy of Lisa Jones.

TELL YOUR OWN STORY – FOCUS ON AUTHENTICITY AND QUALITY

The true story is the one worth telling. The authentic stories of the current and previous generations are the ones that will interest visitors because those stories are what distinguish your community from others. Those stories are what make your community unique and special. Focus on authenticity and quality, and you will impart value and appeal to the heritage visitor.

Finding a common thread or link between resources is a good way to draw tourists to your community. Your site may be part of a larger story that links across the region or the state. One example is the Joel Chandler Harris connection that links Harris's home, the Wren's Nest in Atlanta, and the town of Eatonton where he was born. Linking these two historic sites helps the tourist understand the complete story of this Georgia author.

Telling the authentic story of your community attracts the heritage tourist. The Putnam County town of Eatonton draws tourists with the Uncle Remus Museum, which highlights native son, Joel Chandler Harris, creator of the Uncle Remus tales.

Step One:
Identify Your Assets and Resources

To develop the most effective tourism plan, identify all of the community's resources, both public and private, and then assess their potential as tourist attractions.

Your list of heritage resources should include:

Historic and archaeological resources such as museums, landmarks, state and federal historic sites, historic corridors, county courthouses, train depots, lighthouses, bridges, barns, battlefield parks, cemeteries, fountains, sculptures, monuments, and properties or districts listed in the National Register of Historic Places.

Cultural resources include written records and documents, oral histories, traditional music and dance, theatres, galleries, ethnic restaurants, artists, craftspeople, folklorists, singers, storytellers, festivals, fairs, community practices, traditions or folkways, and land uses such as agriculture or mining.

Natural resources include local, state, and national parks; gardens and recreation areas; scenic vistas and byways; unique or rural landscapes; wilderness areas and wildlife habitats; rivers, canals, lakes, gorges, beaches, and marshes.

Other resources could include commercial and convention facilities such as golf courses, conference centers, and theme parks; traveler services, such as lodging, restaurants, shopping, transportation, and visitor information facilities.

Sources to consult for identifying these resources should include:

- County and community histories
- County surveys of historic properties
- Georgia Regional Commissions
- Local historical societies
- Museums and arts organizations
- National Register of Historic Places
- Natural resources such as parks and recreation areas
- Preservation organizations

The National Register of Historic Places is our country's official list of historic buildings, structures, sites, objects, and districts worthy of preservation. Listing in the National Register helps preserve historic properties by providing formal recognition of a property's historical, architectural, or archaeological significance based on national standards used in every state. As of 2010, more than 74,000 historic buildings, structures, sites, and objects in Georgia are listed in the National Register.

Step Two: Identify Possible Themes

Resources can be identified according to certain themes. Historic and cultural resources are connected to each other by time, location, and how they fit into the following broad themes of Georgia history. Interpreting the links between themes and resources is an effective way to tell a community's unique story.

The Historic Preservation Division of the Georgia Department of Natural Resources has identified some specific aspects of Georgia's history that could be given special consideration in evaluating your historic properties, developing interpretive programs, and linking resources with common themes.

Historic Time Periods

Pre-1513	Pre-Columbian Period
1513-1733	European Exploration
1733-1776	Colonial Era
1776-1783	American Revolution
1783-1812	Early Republic
1812-1860	Antebellum Era
1861-1865	Civil War
1865-1877	Reconstruction
1877- 1890s	Gilded Age
1890s-1920	Progressive Era
1920-1929	Jazz Age
1929- 1941	Great Depression
1941-1945	World War II
1945-present	Modern Era
1955-1968	Civil Rights Movement

Specific Themes and Aspects of Georgia History

- Georgia's highly varied geography, which produces distinct regional differences.
- Almost two centuries of Spanish exploration and settlement.
- The late colonization of Georgia and short colonial period.
- A relatively extended frontier period and area.
- Cotton as a principal cash crop and economic factor during the 19th and early 20th centuries.
- The nation's first gold rush in 1829 and subsequent rapid settlement of North Georgia.
- The Cherokee Nation in Georgia and its forced removal along the "Trail of Tears."
- The Civil War, for which Georgia served as a major theater.
- The unusual extent of railroad development in Georgia compared to other Southern states.
- The emergence of a strong cotton textile industry in the late 19th century.
- A large African-American population and correspondingly strong cultural presence.
- Conflict and accommodation in race relations between blacks and whites, marked in particular by slavery, segregation, and the Civil Rights Movement.
- Dominance by a single metropolitan center, Atlanta, in the 20th century.
- Ties to Presidents Jimmy Carter, Franklin D. Roosevelt, Teddy Roosevelt, and Woodrow Wilson.

Linking resources with common themes is one way to market your community. Top: Gordon Lee Mansion in Walker County. Bottom: Chickamauga Battlefield in Walker County.

Historic Themes
African American
Agriculture
Archaeology
Architecture/Engineering
Art
Commerce/Economics
Community development
Conservation
Education
Entertainment/Recreation
Ethnic heritage
Exploration/Settlement
History
Industry
Landscape architecture
Literature
Military
Politics/Government
Public works
Religion/Philosophy
Social history/Cultural life
Transportation
Travel

Swamp Gravy, Colquitt, Miller County

Swamp Gravy, "Georgia's Official Folk Life Play," is an original blend of comedy, drama, and music based on real-life stories celebrating South Georgia culture. The play grew out of a meeting between a Colquitt resident and a doctoral student in performance studies who was researching performance as a community-building tool. The idea evolved to collaborate to write a play based upon stories of the lives of local residents as a means to bring the community together and to attract tourists to their town. The play opened in 1992 to rave reviews. Since then it has been performed yearly in a renovated cotton warehouse on Main Street in Colquitt with local actors. New stories are added to the script each year and center on a common theme. Efforts are made to reflect the town's diversity. The play has received several awards and has traveled to other venues throughout the state.

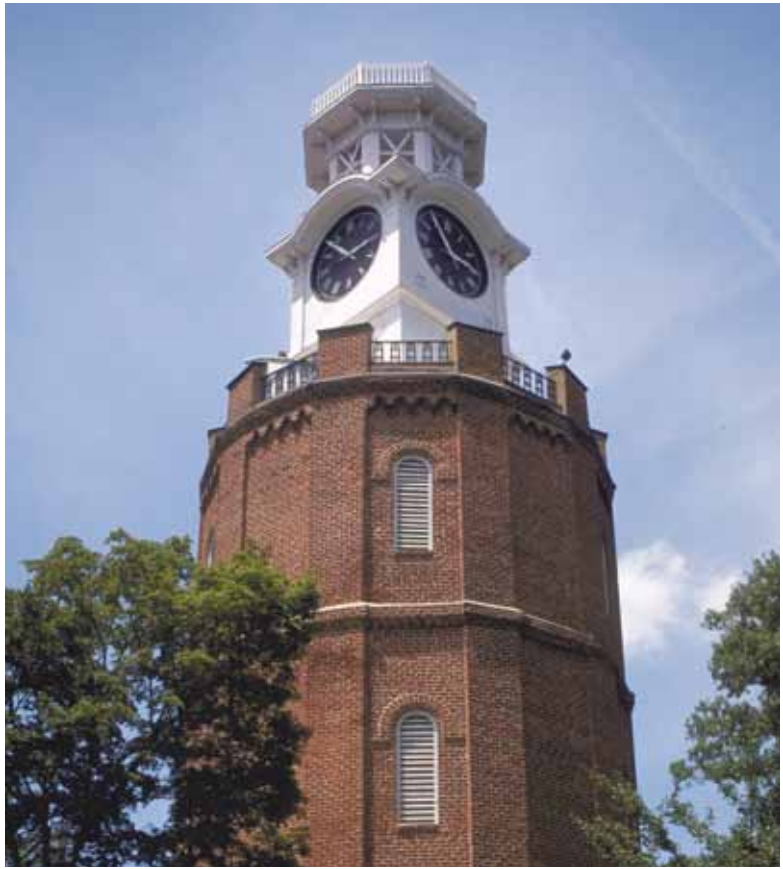
The success of the play, produced by the Colquitt/Miller Arts Council, has generated other projects, which has revitalized the town of Colquitt as a tourist destination. In addition to rehabilitating several historic buildings, the council manages a storytelling museum, a mural project for artists, a storytelling festival, and the New Life Learning Center, which teaches traditional crafts of Georgia.

The success of Swamp Gravy attracts tourists to Colquitt.

The production has led to a CD and four books of oral history. An offshoot organization, the Swamp Gravy Institute, holds workshops on gathering oral histories and helping communities create their own productions. The council has also led a five-county regional tourism effort, the Southwest Georgia Cultural Tourism Initiative. The success of the play, and the accompanying growth and revitalization, led to articles in national magazines and to Colquitt being rated #2 in small towns to visit by the Atlanta Journal-Constitution. **www.swampgravy.com**

PRESERVE AND PROTECT YOUR RESOURCES – FOSTER A PRESERVATION ETHIC

When a community's heritage is at the core of what you offer visitors, it is essential to protect that heritage. You want to make sure that increased tourism does not destroy the very qualities that attracted tourists in the first place. Tourism has an impact on the resources and puts stress and strain on infrastructure such as roads, airports, water supplies, and public services. By protecting the historic landmarks and places, unique qualities, and special traditions that attract visitors, you are safeguarding these resources, and the future and vitality of your community.



The Clock Tower in Rome is a unique resource in Floyd County, Georgia.

Noble Hill School, Cassville, Bartow County

The Noble Hill School was constructed in 1924. This wooden building was the first Rosenwald school constructed in Bartow County. Rosenwald schools were funded by the Julius Rosenwald Fund School Building Program in the early 20th century as a means to provide school buildings for African-American children in a time of racial inequity.

After sitting vacant for about 25 years, a former student successfully campaigned to preserve the school. The property was donated to the Noble Hill-Wheeler Memorial Center and partners were enlisted to raise money for its rehabilitation. The Department of Natural Resources Historic Preservation Division awarded them a federal preservation grant and provided technical assistance. An additional grant was awarded through the Governor's Emergency Fund and the Georgia Humanities Council.

Noble Hill School in Cassville before and after rehabilitation. Courtesy of the Georgia Department of Natural Resources.

Today, the Noble Hill-Wheeler Memorial Center operates as a heritage museum. In one of the classrooms, visitors are educated about African-American life in northwest Georgia during the Great Depression. The other classroom is used for community meetings. Wooden desks and memorabilia remind visitors of the museum's former use as a school. Outside the museum, visitors can have lunch in the picnic area while viewing the historical markers and landscape. **www.gashpo.org**

Augusta visitors enjoying a ride on a guided tour boat along the canal.

Augusta Canal, Augusta, Richmond County

Built in 1845 as a source of power, water, and transportation, the Augusta Canal is the only intact industrial canal in the American South in continuous use. During the Civil War, it was the site of the Confederate States of America Powderworks complex. Deepened and widened in the 1870s, the canal brought an industrial boom to the city, especially in textile manufacturing. Textile mills began to close by the middle of the 20th century and the center of Augusta's industrial activity shifted south of the city. After a period of neglect, interest in using the canal for recreational use began to appear in the mid-1970s, which led to several important developments. The canal and mills were listed in the National Register of Historic Places and later designated as National Historic Landmarks. In 1989 the Georgia State Legislature created the Augusta Canal Authority, the body that has jurisdiction over the canal today. In 1993 a comprehensive plan outlining the canal's development potential was issued, and in 1996 the U.S. Congress designated the Augusta Canal a National Heritage Area.

Today the Augusta Canal is a vibrant multi-use environment, attracting a wide range of tourists and locals alike. The Enterprise Mill, revived after years of neglect, now houses the Augusta Canal National Heritage Interpretive Center with exhibits depicting its construction and history. Visitors enjoy learning about the history and geography of the canal and the area. Tourists flock to the river to canoe, kayak, or take a ride on a guided tour boat. Bicyclists, runners, and pedestrians enjoy the towpath trail. Others come to fish from the banks or watch for wildlife in this unique ecosystem. **www.augustacanal.com**

MAKE TOURISM SITES COME ALIVE – TELL A STORY

Stories about your community and its sites should provide accurate, authentic information in an engaging and memorable way that makes the site come alive for the visitor. Today's visitors want the human drama of history, not just names and dates. To attract visitors and stay competitive, your message should be creative and exciting. Whether you communicate your story through a well-designed brochure, a stand-alone exhibit, or a well-informed tour guide, be sure to tell your visitors what makes the site significant. Provide a context by identifying how your community fits into overall patterns of Georgia's history. Be inclusive of all groups that have made a contribution to your community.

Identify Your Audience

It is vital that a community or partnership identify the audience it wants to attract. Methods of audience identification include compiling accurate demographics based on local or regional visitation records and surveys, profiling the tourist, and consulting with the Tourism Division at the Georgia Department of Economic Development for city, county, regional, and statewide demographic statistics. Sites should design activities to appeal specifically to all ages and types of travelers, from schoolchildren to retirees and from single visitors to families.

Interpretation Tips

Interpretation is telling a story and explaining why that story is important. In his classic book, *Interpreting Our Heritage* (University of North Carolina Press, 1957), Freeman Tilden explains that interpretation begins with facts and information, but then goes on to explore what those facts mean, and how they relate to our everyday world. Interpretation clarifies, explains, decodes, and deciphers so that the observer can begin to understand another time or generation. For Tilden, the goal of interpretation is provocation. Effective interpretation raises questions and encourages visitors to seek for themselves the information they need to understand what they are seeing.

There are two main categories of interpretation: guided and self-guided. Guided interpretation services are those in which staff are involved directly with the visitor. Examples include:

- Demonstrations
- Guided tours
- Information kiosks
- Presentations
- Puppet shows
- Slideshows
- Talks

Self-guided interpretation services do not involve personal communication between the visitor and staff and typically involve some sort of printed document. Examples include:

- Audio tours/Podcasts
- Brochures
- Bulletin boards
- Displays
- Driving tours
- DVDs/Videos

Whether your attraction is a historic, cultural, or natural resource, demonstrations can provide a way of engaging the audience. Department of Natural Resources interpreter explains how an alligator's jaw works.

Effective interpretation should address different learning styles according to Lisa Brochu and Tim Merriman in their 2002 *Certified Interpretive Guide Training Workbook*:

- Visual—seeing the information
- Auditory—hearing the information
- Kinesthetic—doing or interacting
- Verbal—reading the information

Educator Howard Gardner identifies the diversity of visitors in his book *Frames of Mind: The Theory of Multiple Intelligences* (Basic Books, 1993). Gardner defines learning criteria that can be helpful in developing an experience that will be enriching and rewarding for each traveler.

- Verbal learners like guided tours, guidebooks, storytelling, oral histories, and living histories.
- Logical learners enjoy hands-on problem solving, such as figuring out how a machine works.
- Spatial learners benefit from imagining things, sensing changes, working with mazes or puzzles, and reading maps and charts.
- Auditory learners enjoy background sounds, music at exhibitions, musical events, and concerts.
- Kinesthetic learners appreciate the chance to participate in period dances, games, debates, acting, and craft making.
- Visual learners and those who learn best on their own enjoy self-guided tours and interactive exhibits.

Agrirama: Georgia's Museum of Agriculture and Historic Village, Tifton, Tift County

Agrirama, Georgia's Museum of Agriculture and Living History Museum, offers visitors a unique 19th-century agricultural experience. Taking advantage of a 95-acre site, the museum interprets small town and farm life from a century ago. Costumed interpreters explain and demonstrate the lifestyle and activities of this time in Georgia's history by carrying out daily activities in farmhouses, fields, the sawmill, turpentine still, schoolhouse, blacksmith's shop, and the gristmill.

The sights, smells, and sounds of the museum provide visitors different ways to enjoy their experience. At the farm they can listen to the barnyard sounds, see and smell bacon and ham curing in the smokehouse, and see preserved vegetables in the canning shed. Other experiences include observing planting, harvesting, cooking, spinning, quilt making, and more. All of the structures have authentic furnishings of the period, which helps the visitor to more fully understand how life was lived during that time. **www.agrirama.com**

Visitors have the opportunity to learn through different experiences at the Agrirama.

The Highway 27 Initiative begun by the Association County Commissioners of Georgia is an excellent example of linking communities and sites along a 300-plus-mile transportation corridor. This cooperative is encouraging communities to focus on developing and marketing products and events that are distinctive to their region. The Suttons Corner Frontier Country Store in Fort Gaines is located along this historic corridor in Clay County.

COLLABORATE WITH PARTNERS – FORM ALLIANCES

An excellent way to leverage scarce financial and human resources is to form partnerships among historic sites, cultural attractions, organizations, governments, and businesses in your region. These collaborations can create multifaceted packages of traditional, cultural, and heritage tourism opportunities, thereby offering an enhanced experience to the traveler.

Linking historic and cultural resources in a region using specific themes is a growing approach, which draws tourists to attractions they might not otherwise visit. Combining several experiences unique to an area develops a more complete understanding and appreciation of that area. Creating historic trails, heritage corridors, special programming, events, or festivals is an effective tourism draw. Encouraging communities to focus on developing products distinctive to their region or theme provides an authentic experience.

By focusing on shared visions and interests, heritage and cultural tourism unites preservationists, tourism business professionals, the arts community, and economic developers. Resources to consider sharing when developing partnerships are funds for marketing campaigns, facilities to accommodate visitors, and tourism and historic resource stewardship expertise.

Georgia State Capitol, Atlanta.

There are a number of agencies and organizations which provide assistance to help preserve and promote historic resources in Georgia.

State Agencies

Georgia Council for the Arts
The Georgia Council for the Arts (GCA) oversees state-funded arts programs and arts grants through appropriations from the Georgia General Assembly. The GCA's stated mission is to ensure that the arts are made accessible to all Georgians through grants, awareness programs, and public service access.

Georgia Department of Community Affairs
The Georgia Department of Community Affairs offers a wide range of programs including technical and financial assistance to Georgia's towns and cities. Relevant to heritage tourism, the Office of Downtown Development houses the state's Main Street and Better Hometown programs. These two programs have had a tremendous effect on Georgia's downtowns over the last 30 years. The Main Street four-point approach of Design-Promotion-Organization-Economic Redevelopment focuses on a preservation-based program of economic redevelopment in historic towns across the state. The end result is a healthy, viable historic downtown that has the power to attract visitors. Heritage and cultural travelers are particularly attracted to historic downtowns with their museums, galleries, theatres, and interesting retail shops housed in historic buildings. For further information visit the website at **www.dca.state.ga.us**.

Georgia Department of Economic Development, Tourism Division
The Georgia Department of Economic Development's Tourism Division helps individual visitors and groups tap into the state's many destinations and create the kind of experience they are seeking. Through its network of regional and international representatives, it also assists the state's communities and attractions in reaching potential travelers to their areas. The Tourism Division compiles and publishes comprehensive information about travel in Georgia in the annual Travel Guide, Calendar of Events, Golf Guide, African American Heritage Guide, and Kids Guide as well as on **www.ExploreGeorgia.org**.

The Office of Product Development works with local governments, nonprofits, and the private sector to assist, both financially and technically, with tourism development that promotes the historic and cultural diversity of the state. The annual Tourism Product Development Program provides financial assistance.

The division's annual Marketing Co-Op Grant Program allows local partners to seek financial assistance in developing and expanding their market presence.
www.georgia.org

Georgia Department of Natural Resources, Historic Preservation Division
The Historic Preservation Division (HPD) of the Georgia Department of Natural Resources assists communities throughout the state with their historic preservation efforts by offering both financial and technical assistance. The HPD staff has expertise in historic preservation, history, architectural history, and historical research and can offer technical assistance to historic sites seeking to develop heritage and cultural tourism projects.

The division can assist a community with their preservation efforts relating to the National Register of Historic Places, rehabilitation tax credit incentives, or possible funding through grants. For more information on the Historic Preservation Division and how the office can help you and your heritage tourism program, visit **www.gashpo.org**.

Statewide Cultural Nonprofit

Georgia Humanities Council
The Georgia Humanities Council (GHC) is a statewide nonprofit organization offering competitive grants and assistance to ensure that humanities and culture remain an integral part of all Georgians lives through educational programs and financial support. The GHC has worked to preserve, examine, and share the history that has shaped us by awarding more than $1.2 million in grants to support the work of more than 180 organizations and 600 events.

The Love Affair Fine Arts Festival in Tifton, Tift County, is an example of how a cultural event, successfully planned and marketed for 30 years, can grow in size and sponsorship over time.

Georgia Preservation Nonprofits

The Georgia Trust for Historic Preservation
The Georgia Trust for Historic Preservation is an advocacy organization that operates several programs that provide assistance for historic resources in Georgia. The *Partners in the Field* program is a partnership between The Georgia Trust and The National Trust for Historic Preservation to provide on-the-ground field services to those needing information and tools to protect and enhance their communities. The program focuses on The Georgia Trust's *Places in Peril* sites, an annual listing of the most endangered properties in the state.

The Georgia Trust's *Revolving Fund* program provides effective alternatives to demolition or neglect of architecturally and historically significant properties by connecting owners of endangered historic properties with buyers who agree to rehabilitate appropriately. The Trust's *Easements* program protects important open spaces, building facades, and interiors permanently and provides valuable tax relief to owners of historic buildings.

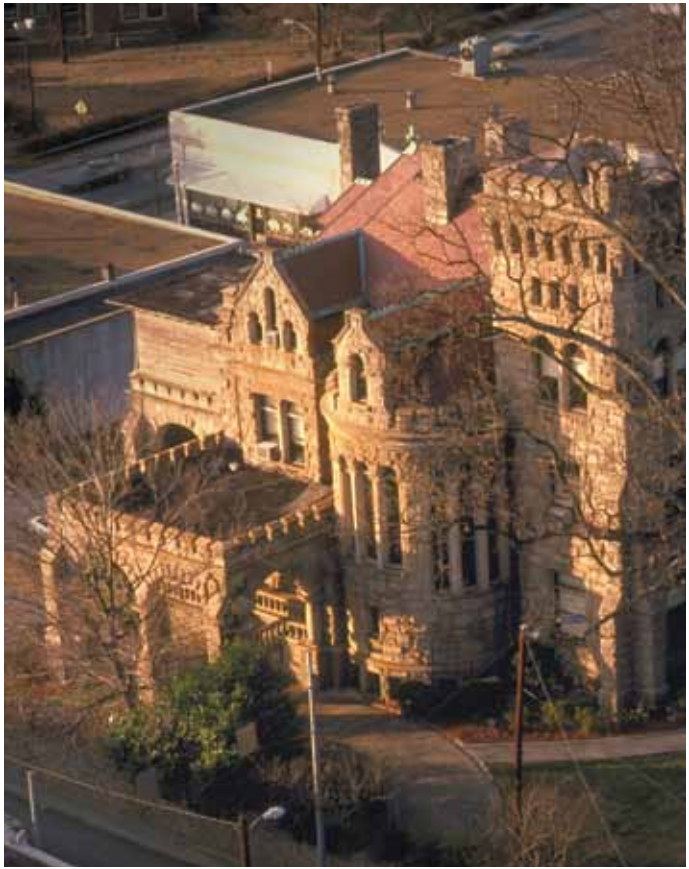
The Georgia Trust offers design and technical assistance to Georgia Main Street cities, and other communities throughout the state, to encourage the rehabilitation of historic downtown commercial buildings.

The Georgia Trust operates two historic house museums. Hay House in Macon was built in 1855 and is one of America's finest examples of domestic architecture. Rhodes Hall, located on Peachtree Street in Atlanta, serves as The Georgia Trust's headquarters and as a house museum. For more information about The Georgia Trust visit the website at **www.georgiatrust.org**.

Local Preservation Nonprofits
Local preservation nonprofit groups promote the identification and protection of historic resources within their communities. These membership-based organizations support educational efforts and encourage community interest in promoting local heritage. Some of these groups include: Athens-Clarke Heritage Foundation, Inc., Atlanta Preservation Center, Historic Augusta Foundation, Cobb Landmarks & Historical Society, Historic Columbus Foundation, Decatur Preservation Alliance, Historic Macon Foundation, Historic Savannah Foundation, Thomasville Landmarks, Inc., and Tybee Island Historical Society.

Fox Theatre Institute
The Fox Theatre Institute is the only comprehensive theatre preservation organization in the United States and is the premiere resource for historic theatre restoration and revitalization in Georgia. By offering break-through mentoring programs, preservation expertise, operational counseling, and educational opportunities, the institute can motivate and nurture those theatres seeking guidance. The institute assists countless theatres and can support rehabilitation efforts and subsequently, heritage and cultural tourism of those resources. For more information visit the website **www.foxtheatreinstitute.org**.

The Fox Theatre, located on Peachtree Street in Atlanta, has been designated a National Historic Landmark.



Rhodes Hall, built in 1904, illustrates the opulence of Victorian Atlanta and features elegant murals and extraordinary painted glass.

Travel Industry Groups

Georgia Association of Convention and Visitors Bureaus
The Georgia Association of Convention and Visitors Bureaus is a professional affiliation whose purpose is to raise the level of professionalism in the convention and visitor industry through an ongoing educational effort; to serve as a vehicle for the systematic exchange of information pertinent to the convention and visitor industry; to position the convention and visitor industry as an important economic generator in member communities within the state; and to provide members with special opportunities to market their community's tourism destinations. **www.gacvb.com**

Tourism Development Alliance of Georgia
The Tourism Development Alliance of Georgia is a membership-based, nonprofit organization representing the tourism industry on public policy and education. Members include the Georgia Association of Convention and Visitors Bureaus, tourism business owners across the state, and industry suppliers. The alliance was founded in 2002 to increase awareness of tourism and strengthen Georgia's economy through tourism development and promotion. The alliance seeks to facilitate partnerships between the various stakeholder organizations that benefit from tourist expenditures; educate elected officials, their constituents and business leaders on the importance of the economic opportunities created by tourism on a local and statewide basis; and advocate tourism policy issues at the local, state, and federal levels. **www.tourismdevelopmentalliance.org**

U.S. Travel Association
The U.S. Travel Association (formerly Travel Industry Association of America) is a nonprofit trade organization that represents and speaks for the common interests of the $740 billion U.S. travel industry. Based in Washington, D.C., U.S. Travel is a public voice and political liaison for the entire industry. U.S. Travel promotes increased travel to and within the United States through marketing initiatives, including the Discover America® brand, as well as serving as advocates with the U.S. government to ease travel procedures. U.S. Travel is the authoritative and recognized source of travel research, arming its members with powerful and exclusive statistics and analyses on the size and economic impact of the industry, in addition to marketing and other areas. **www.tia.org**

There are many other resources available to provide assistance to you in promoting your community. Many of these are listed in the appendix to this publication, which is available online at **www.gashpo.org**. Click on the Heritage Tourism link.

The Waynesboro Public Library was one of the institutions to host the Smithsonian's Key Ingredients exhibit. Courtesy of GHC.

Key Ingredients: America by Food

Does your community celebrate a regional food or agricultural crop? Take the example of a national tour, *Key Ingredients: America by Food*, which was developed by Museum on Main Street, a partnership of the Smithsonian Institution and state humanities councils. This exhibit, developed as a service to local museums and citizens of rural communities and sponsored by the Georgia Humanities Council (GHC), focused on our diverse immigrant experience and how that has shaped our food ways. Through artifacts, photographs, and illustrations, *Key Ingredients* examined the evolution of the American kitchen and how food industries have responded to the technological innovations that have changed how we buy, store, and prepare foods. The exhibit also looked beyond the home to restaurants and celebrations that help build a sense of community through food, providing a provocative and thoughtful look at the historical, regional, and social traditions that merge in everyday meals and celebrations. Many of the 12 venues in Georgia that hosted the exhibition planned events, programs, and other exhibits to link their own museum collections and local food specialties to the national story told in the exhibition. **www.keyingredients.org**

Dr. Martin Luther King, Jr.'s birth home on Auburn Avenue, Atlanta.

Martin Luther King, Jr. National Historic Site, Atlanta, Fulton County

The Martin Luther King, Jr. National Historic Site was established to commemorate Dr. King and his work. As part of an effort to develop a plan to accommodate tourists to King's birth home on Auburn Avenue, the Ebenezer Baptist Church, and his gravesite, the National Park Service constructed a visitor's center. Also nearby and located across from the church, is the Martin Luther King, Jr. Center for Nonviolent Social Change, Inc., which continues King's legacy and work. The site includes a number of facilities that are operated in partnership with the National Park Service, Ebenezer Baptist Church, and The King Center. All of these properties are important in understanding both the life of Dr. Martin Luther King, Jr. and the Civil Rights Movement. **www.nps.gov**

Top: Madison Oaks decorated for the Madison Christmas House Tour held in Madison, Morgan County. Bottom: Face jugs and other unique artwork can be seen at the Folk Pottery Museum in White County.

Antebellum Trail

Many communities have banded together to form trails that are of special interest to tourists. One example is the Antebellum Trail, which runs from Athens to Macon, incorporating seven communities that escaped the wrath of destruction from Sherman's March to the Sea. The communities within this trail highlight their antebellum heritage, literary roots, museums, National Register districts, and well-preserved towns.
http://antebellumtrail.org

Folk Potters Trail

The Folk Potters Trail of Northeast Georgia guides visitors through rural and scenic landscapes to folk pottery workshops in the area. The potters in north Georgia incorporate their families' cultural heritage in their unique art form. This distinctive pottery provides a vital link to the heritage of past generations. Once used primarily for utilitarian purposes, today the pottery is valued for its characteristic art form. The trail is sponsored by the Folk Pottery Museum of Northeast Georgia and the Northeast Georgia History Center.
www.folkpotterymuseum.com

Museum and private collections of everyday items reveal much about our heritage. Special exhibitions at your library, welcome center, courthouse, or museum can be a way to focus attention on your area's history or culture.

IMPLEMENTING YOUR HERITAGE TOURISM PROGRAM

Developing a heritage or cultural tourism strategy is an incremental process requiring an investment of time, leadership, and financial resources. Communities that have the historic, cultural, or natural resources it takes should consider the following steps as a guide.

- **Inventory and assessment of potential** - Many smaller communities have an abundance of historic or cultural resources, both public and private, which can be incorporated into a heritage tourism strategy.
- **Outline an enhancement strategy** - A master plan for development and inclusion of your historic resources is essential.
- **Gather support and partners** - It is important to identify resources and volunteers.
- **Investigate feasibility** - A feasibility study for sizeable projects is recommended.
- **Develop financing** - Research as many sources for funding as possible.
- **Determine load/management capacity** - Include information on the capacity of the site to accommodate crowds.
- **Develop a plan** - Make sure you have a development plan for each site. If a historic building needs to be rehabilitated, choose a contractor who has experience working on historic buildings.
- **Market – market – market** - Remember to market during the before and after development stages of the project.

In the early 1990s, the National Trust for Historic Preservation's Heritage Tourism Program coordinated a three-year Heritage Tourism Initiative with funding from the National Endowment for the Arts. They looked at heritage tourism programs in Indiana, Tennessee, Texas, and Wisconsin to investigate programs that were both successful and sustainable.

This initiative resulted in the development of the National Trust for Historic Preservation's four basic steps for getting started in cultural and heritage tourism. Over the years, these steps have been successfully used in cultural and heritage tourism programs in rural and urban areas across this country and abroad. More detailed information can be found at **www.preservationnation.org**.

National Trust's Four Basic Steps to Heritage Tourism

Step One: Assessing the Potential
Assessing your area's potential for heritage tourism is an essential first step. Evaluate your assets in these five areas:

- Attractions
- Visitor services
- Organizational capabilities
- Protection of resources
- Marketing

The Houston County town of Warner Robins converted its historic railroad depot to a welcome center.

Start by listing resources and evaluating their potential, quality, and level of service. Your initial assessment also gives you baseline data, benchmark information you can use to measure progress and help you make key decisions as your tourism program develops.

Step Two: Plan and Organize
For a sustainable heritage tourism program, make good use of human and financial resources.

A community united can accomplish a great deal; a community divided is not ready for heritage tourism. Begin to organize by building a local consensus that supports heritage tourism.

- Gain the support of local business people—of bankers, people in the travel industry, owners of restaurants and stores, operators of hotels and motels, for example. You need their expertise and enthusiasm. In fact, bring in all the movers and shakers you can—prominent families involved in the community, religious leaders, and other individuals who have influence and credibility.
- Unite local government behind your efforts. From local government can come leadership, the establishment of arts and entertainment districts, preservation ordinances, design review boards, or landmarks commissions.
- Seek the backing of service organizations with strong membership bases and good track records on community projects such as Kiwanis Clubs, Civitan Clubs, or garden clubs, among others.

The question of how to finance a heritage tourism initiative has no single easy answer. The goal is long-term, stable funding. The chances of reaching your goal will improve if you have built a strong local consensus.

- Develop a financial plan that details the amount of funds needed and a timeline for their use. Potential backers want to know exactly what they are supporting and how their contributions fit into your organization's overall effort.
- Funding possibilities include public monies, both grants and loans, available from local, state, and federal governments; private establishments including corporations, foundations, and nonprofit organizations; memberships; specific grants; and endowments. Be sure to search at the local, state, and national levels.
- There are many resources available to provide assistance to you. Many of these are listed in the appendix to this publication, which is available online at **www.gashpo.org**. Click on the Heritage Tourism link.

Step Three: Prepare, Protect and Manage
Preparing for visitors means readying your historic resources.

- Begin by preserving their historical integrity and generally cleaning up your community. It is also the time to figure out how you are going to tell your story and make your community hospitable to visitors. As a long-term goal, do you need to construct a new museum? Adapt a historic building for a visitor's center?
- Develop a comprehensive preservation plan to provide overall guidance and protection for historic structures to ensure that your resources have a long and productive life. Check with the Historic Preservation Division at the Department of Natural Resources for more information on preservation policy and other regulatory and planning mechanisms at **www.gashpo.org**.

Preservation tools to consider for protection and management of historic resources include:

- Evaluating historic resources, sites, and districts for local designation and/or National Register listing.
- Using zoning to specify land uses and restrictions on the density of development near sensitive historic sites.
- Establishing design review ordinances and guidelines to keep renovations and new buildings compatible with their neighbors.
- Providing design assistance to people interested in rehabilitating their property.
- Requiring demolition review so that property owners cannot abruptly tear down buildings that have historic significance.
- Developing a sign ordinance that regulates such matters as size, materials, illumination, and placement of signs.

Some of your contemporary cultural resources can be protected also.

- For example, if you are promoting an artist's district, consider what you can do to keep the district affordable and appealing for the artists you have—and those who may become part of the district in the future.

Develop a resource management plan that includes preparing, protecting, and managing your historic resources and is focused on producing tangible improvements. If your assessment of visitor services has revealed major omissions or difficulties, include remedies in the management plan. Plan to improve roads, public facilities, police and fire protection, and other aspects of the infrastructure that affect—and are affected by—tourism.

A well-managed heritage tourism program is one that balances competing considerations. Balancing the "carrying capacity" of your area—its ability to host visitors without compromising service or overstraining resources—with the demands visitors make on it is one important consideration.

Your plan should utilize key planning tools such as zoning codes and ordinances, which can designate detailed protective measures and offer incentives for appropriate improvements and investment in the community. Also, tourism management is important to both visitors and residents, especially in the provision for adequate parking, transit, traffic circulation, signage, and marketing. To access more information on cultural and heritage district land use planning tools contact the Georgia Department of Community Affairs at **www.dca.state.ga.us**.

Step Four: Marketing for Success
A heritage and cultural tourism market will take time to develop and produce results.

- Employ existing marketing and promotional partners such as the Georgia Tourism Division of the Georgia Department of Economic Development, regional travel associations, convention and visitors bureaus, and local welcome centers to make the most effective use of available marketing resources. Cooperative marketing efforts will increase awareness, generate sales, and stimulate visitation.
- Develop a multi-year, many-tiered marketing plan to draw new people and money into your community. The goal is to reach a target market and to seize opportunities to partner with local, regional, state, or national groups. Include public relations, advertising, graphic materials, and promotions in your marketing plan.

Developing Your Market

Developing a new domestic market takes approximately three years and producing results from an international audience takes five years.

International visitors generally spend more than domestic visitors while on vacation. On average, they spend $4,500 per person per trip, stay longer, book their trip further in advance, and take more time at each place visited. International visitors like the warm climate in Georgia and enjoy the "authentic Southern experience."

When hosting international visitors, avoid the term "foreigner" and do not generalize about cultures. It takes longer to build relationships with international visitors and it is important to understand various communication styles, cultures, etiquette, and protocol. Be aware that international visitors may not welcome certain behaviors that are acceptable in our culture, such as addressing someone by their first name or dressing too casually. Be prepared with appropriate conversation topics and anticipate sensitivity to the change in time zone that will affect any international visitor. **www.georgia.org**

Getting the Message Out

Developing effective public relations tools is a cost-effective way to get your message out via the media. Third-party reporting often provides more credibility for your area and creates additional angles to "sell your story" with articles on people, events, buildings, food, or new activities.

In order to introduce your area to journalists, prepare a press kit, which is a folder filled with useful background information. Keep accurate and current records of media contacts, both local and those in major markets that are interested in what your community has to offer. Since the interests of electronic media and print media will vary, it is helpful to keep separate lists of these outlets. As a way to acquaint the media and others with your area's attractions, arrange familiarization tours for travel agents, tour operators, or travel writers.

By planning ahead you will have the tools to promote your community. When something newsworthy happens, or is about to happen—a special Christmas tour, a visit by a group of dignitaries, the award of a grant, or the publication of a brochure for a new cultural tour—announce it in a press release.

Marketing through Technology and Social Media

Social Web Sites

Social web sites such as Facebook, Twitter, and others give heritage tourism sites an opportunity to post educational programming, photographs, and all types of important information about their sites. This form of media is growing in popularity across the United States. Social web sites also give visitors an opportunity to provide feedback about your site. It can be a great form of free marketing, but does require staffing to stay on top of the incoming data.

Blogging

A blog is a website usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. Many blogs provide commentary or news on a particular subject or site; others function as more personal online diaries describing a location visited or the experience of a visitor. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs and is emerging as a means of "viral marketing," making blogging a unique tool available to many of the techno generation.

GeoCaching

Geocaching is a high-tech treasure hunting game played throughout the world by adventure seekers equipped with GPS devices. The basic idea is to locate hidden containers, called geocaches, outdoors and then share your experiences online. Geocaching is enjoyed by people from all age groups, with a strong sense of community and support for the environment. Increasingly remote heritage sites and attractions are using this phenomenon to attract a techno-savvy market segment. More information can be found at **www.geocaching.com**.

Heritage tourists often combine outdoor pursuits with trips to historic or other sites such as Providence Canyon in Lumpkin County.

Mobile Media
In this evolving world of technology, consider making your information accessible and user friendly on mobile platforms including interactive navigational aids, such as a GPS Ranger™; portable media players, such as iPods™; or cellphones.

Regardless of the medium or the method used to tell about your heritage tourism attraction, it is essential to make sure the following criteria are used in implementing your product. In today's competitive market, according to Judy Randall of Randall Travel Marketing in *What the Heritage Tourist Wants*, the heritage and cultural visitor wants:

- A new and unique experience
- The site to be authentic
- To be where history happened
- A fun experience
- Convenience
- A great story
- To feel safe
- To be comfortable
- Short, sweet, and affordable
- Retail, food, and beverage

Activities or demonstrations, such as broom making at Seabrook Village in Midway, Liberty County, provide a unique experience to the visitor.

Detail from the Hay House in Macon, Bibb County.

EVALUATING YOUR HERITAGE TOURISM PROGRAM

To ensure continued success, periodic monitoring is essential. Program evaluation measures the level of visitor satisfaction and the program's effectiveness. Evaluation can also show if your audience is changing. For instance, it may be that the initial audience is populated primarily by singles or couples interested in the history of the region, but as awareness of your attraction grows, an increase in group tours, school tours, and family reunions may occur, and the needs and interests of this audience are different.

Evaluation of program success is often overlooked. If not implemented, a decrease in visitation and profits occurs, unless the partners continually work to attract new visitors and provide diverse experiences to generate return visits. In addition, cultural or heritage attractions should be able to document the funds generated and the jobs created or sustained. To qualify for cooperative marketing money and tourism product development grants provided by the state, the community must show how the attraction and its partners affect the local economy. Tourism provides new jobs and an increase in retail sales and hotel/motel stays. A common measure of success is called "heads in beds"— that is, the number of overnight visitors attracted to the community.

Here are some suggested criteria to evaluate success:

- Did you meet your initial goals?
- Do staff and partners agree on goals and programming objectives?
- Were you able to handle the traffic increase? Can you handle more traffic?
- Is excessive use damaging your facilities? If so, how can you alleviate this problem?
- What kind of audience are you attracting?
- Do you have enough staff for your current visitation?
- Do you need volunteer help?
- Are there seasonal fluxes in visitation?
- Are you providing an authentic experience?
- Have you developed programs that appeal to different learners?
- What kind of comments are visitors leaving?
- Are you meeting your mission?

Top: Forsyth Park in Savannah is decorated for the Christmas season. Bottom: Built in 1858 by slave-born Horace King, a master craftsman and bridge builder, the Albany Bridge House has been successfully adapted for a new use as the Albany Welcome Center in Albany, Dougherty County.

Here are some easy ways to measure your results:

Sign-in Guestbooks
Have a volunteer stand near the point of entry and invite visitors to sign the guestbook. This is the simplest way to get a headcount. Encourage the volunteer to keep statistics about ages, numbers in the group, and anything else you want to track. Have the volunteer ask guests where they are visiting from or what they plan to do. Typically guestbooks have zip code information so this is a great way to get a regional representation. The easiest way to get information is to ask.

Admission
Ask for the zip code of visitors paying cash; credit card use will automatically give you a zip code. Use zip codes for computer entry and for tracking visitor demographics. This is a great way to identify the diversity of your audience.

Organizations
Track the number of grants received, staff hired, volunteers needed, increases in membership, revenue increases, gift-shop revenues, and new programs to show results.

Economic Development
Track the number of new businesses that have opened, increases in capital investments, and increases in retail sales. Data is then available to use in securing grants or co-operative marketing money.

Preservation
Show how preservation of historic resources increases tourism by tracking the number of rehabilitated and saved buildings, sites, bridges, landscapes, or battlefields. Include National Register of Historic Places listings in your tracking.

Visitor Survey/Questionnaire
Use a survey or questionnaire for the most detailed information. These measure the level of visitor satisfaction and product effectiveness. Consider having several types of surveys that measure different aspects of the visitor's experience. Be sure not to overwhelm the visitor and be sure to do something with the results of the surveys. The survey results will clearly present any gap in programming or facilities that needs to be addressed.

Economic Impact Statement
A more formal approach to measurement is an economic impact statement. This reports the amount of dollars an attraction has generated and how that attraction has benefited the local economy. To develop an economic impact statement: (1) conduct a study for one-and-a-half years to track the direct and indirect tourism dollars spent at the attraction and in the community; (2) write a concise one-page summary that reports all the important facts and figures of tourism spending at the attraction and in the community; and (3) model the information in colorful charts or graphs. This concise document is invaluable in telling the story to the community, to a granting agency, or to potential new partners.

St. Patrick's Festival, Dublin, Laurens County

Taking advantage of its Irish name, the city of Dublin holds an annual St. Patrick's Festival that is planned by the all-volunteer St. Patrick's Festival Committee. Hundreds of volunteers from civic clubs, businesses, and individuals work tirelessly to provide a fun family atmosphere. The festival draws the community together, not only during the festival, but throughout the year.

The festival began in 1966 through the work of a local radio station and the local newspaper. The festival was incorporated four years later and has grown from a local event to a major area attraction. It has been voted one of the top 20 events in the Southeast by the Southeast Tourism Society.

The month-long list of events includes a parade, arts and crafts fair, balloon fest, food, music, quilt show, bicycle ride, and much more. The festival has grown so large it is a challenge to be able to attend every event.
www.saintpatricksfestival.com

Marching band entertains at Dublin's St. Patrick's Festival Parade.

There is much across this great state, from commemorative statues of its founder James E. Oglethorpe, to its many state parks, historic sites, and cultural attractions, to make Georgia a top heritage tourist destination.

CONCLUSION

Our state's heritage is one of Georgia's strongest assets. Within the past lies not only the deep and diverse history of the state, but a significant part of our nation's history. Georgia is a repository of Southern culture and heritage, revealing a tableau of resources that tell its story from Native American sites to a small English colony to Georgia's emergence as the Empire State of the South. With such a legacy, Georgia has the potential to be one of the world's top tourist destinations.

Georgia's success in attracting the heritage and cultural tourist depends upon recognizing and taking care of its historic resources and sites, and taking the initiative to work with local and regional partners to develop a comprehensive and integrated tourism strategy. We hope you will begin utilizing this publication in starting, evaluating, or expanding your own heritage and cultural tourism program.

There are many resources available to provide assistance to you in promoting your community. Many of these are listed in the appendix to this publication, which is available online at **www.gashpo.org**. Click on the Heritage Tourism link.

The Tybee Island Light Station in Chatham County is one of many success stories in Georgia. Attention to detail in the rehabilitation of the lighthouse and its associated buildings has resulted in a faithfully restored complex for visitors to enjoy.

Georgia's Presidential Sites

Georgia is one of only a small number of states that can claim close associations with more than one U. S. president. Jimmy Carter, Franklin D. Roosevelt, Woodrow Wilson, and Theodore Roosevelt all have strong ties to Georgia communities. As part of an effort to differentiate parts of the state for the tourist, Georgia has identified a Presidential Pathways travel region, which encompasses most of the historic sites in Georgia associated with Presidents Carter and Roosevelt.

Jimmy Carter, 39th president of the United States, was born in Plains and grew up in the nearby community of Archery. Today the National Park Service manages the Jimmy Carter National Historic Site and Preservation District that focuses on places especially meaningful to his early years and his bid for the presidency. These include his boyhood home and farm, Plains High School where he attended first grade through high school, and the train depot made famous as headquarters for his successful 1976 campaign for the presidency. The community of Plains takes pride in its favorite son and appreciates the potential economic impact generated by visitors interested in the Carter presidency. The Jimmy Carter Library and Museum is located in Atlanta. Part of the Presidential Library system administered by the National Archives and Records Administration, this resource is the setting for numerous lectures and special events.

Franklin Delano Roosevelt, the nation's 32nd president, was a frequent visitor to Warm Springs between 1924-1945. He established the Warm Springs Foundation to aid in the fight against polio. Today the Roosevelt Warm Springs Institute for Rehabilitation focuses on assisting people with disabilities to achieve independence. The center, administered by the Georgia Department of Labor, is open for tours of the historic facility and is available for conferences. Roosevelt's Warm Springs home, built in 1932, is known as the Little White House. The property, administered by the Department of Natural Resources, is one of Georgia's most significant historic sites, and also includes the historic therapeutic pools. Dowdell's Knob, located at nearby F.D. Roosevelt State Park, was a favorite setting for picnics hosted by the president. The park also contains several Civilian Conservation Corps structures built during the Great Depression. In addition, the town of Warm Springs remains strongly associated with Roosevelt's legacy.

Woodrow Wilson, son of a Presbyterian minister and the nation's 28th president, lived in Augusta for 13 years. Historic Augusta, Inc. now owns his boyhood home, which was the manse for his father's church. The Woodrow Wilson Boyhood Home, a National Historic Landmark, is open for tours. Its interpretative focus is to illustrate the impact that his childhood, touched by the Civil War and its aftermath and rooted in the Presbyterian faith, had on the adult president.

Bulloch Hall, owned and operated by the city of Roswell, was the childhood home of Mittie Bulloch and the setting for her wedding to Theodore Roosevelt in 1853. A son, Theodore (Teddy), born in 1858 in New York City was to become the 26th president of the United States. Another son, Elliott, was the father of Eleanor Roosevelt, who later became the wife of F.D. Roosevelt. Teddy Roosevelt visited Bulloch Hall in 1905, and Eleanor visited while at Warm Springs. Bulloch Hall is open daily for tours and hosts special events and educational programs throughout the year.

Georgians can take pride in the state's connection to past presidents and their families. These sites offer unique educational opportunities for visitors and are of interest, not only to tourists from across the U.S., but also to the international traveler.

The Woodrow Wilson Boyhood Home in Augusta, Richmond County, has been designated a National Historic Landmark.

www.nps.gov
www.jimmycarterlibrary.gov
www.plainsgeorgia.com
www.rooseveltrehab.org
www.gastateparks.org
www.wilsonboyhoodhome.org
www.bullochhall.org

Blue Ridge Scenic Railway draws visitors young and old.

Railroad Heritage

Many communities in Georgia have chosen to highlight their railroad heritage as part of a concerted effort to attract people to their area. Evidence of Georgia's historic railroads can be found throughout the state. Indeed many towns owe their existence to the railroad. The growth in the number of towns was due in part to the need for the steam trains to stop frequently for water and fuel. Once a railroad came to an area, towns grew to provide services such as lodging and food. Many towns have adapted their depots for another use, such as for community or visitor centers, a museum, or restaurant. Still others have converted rail beds to walking or bicycling paths in an effort to provide recreational facilities and to draw visitors.

Blue Ridge Scenic Railway
In what began as an effort to attract visitors to downtown Blue Ridge and to preserve their historic 1906 depot, train enthusiasts restored the railroad depot and then ultimately instituted a passenger excursion train for tourists. The operators of the train have partnered with nearby outdoor tubing and rafting companies along the Toccoa and Oconee rivers as part of special packages to attract outdoor enthusiasts. **http://brscenic.com**

Folkston
The Okefenokee Chamber of Commerce and the Folkston/Charlton County Development Authority, in an effort to attract people to their community, constructed a viewing platform adjacent to the rail lines in Folkston. The platform is complete with lights, ceiling fans, webcam, and scanner to listen in to radio traffic. Visitors are encouraged to linger and enjoy the day. Adjacent to the platform are picnic tables, a grill, and a restroom facility. Trains can also be seen from the grounds of the restored Folkston depot, just across the tracks from the platform. Train enthusiasts can see approximately 70 trains a day as they pass through on their way north and south hauling cars, grain, orange juice, coal, or phosphate.
www.railserve.com
www.folkston.com

SAM Shortline Southwest Georgia Excursion Train
The SAM Shortline Southwest Georgia Excursion Train links and markets historic resources along an east-west route of 34 miles between Cordele and Archery, with stops in three other towns, as well as at Georgia Veterans State Park. The train allows passengers to alight at each town for a few minutes, a few hours, or overnight. Each railroad stop not only advertises its historic sites, but also its retail shops, restaurants, and hotels. The train is an ingenious marketing tool because it attracts not only visitors interested in historic sites, but also train enthusiasts. Their web site promotes nearby Lake Blackshear and the Cordele Motor Speedway in addition to area accommodations, golfing, and restaurants.
http://samshortline.com

Savannah
The Central of Georgia's railroad complex in Savannah, dating from the 1830s, tells a vital story of the history of Savannah and Georgia. After the Central of Georgia merged with Southern Railway in the 1960s, the complex of buildings in Savannah began to decline. Local preservationists who realized their historic importance led an effort to have the city purchase the property. Today the nonprofit Coastal Heritage Society preserves and interprets the railroad complex for visitors to enjoy. The site is now a National Historic Landmark and Georgia's State Railroad Museum. **www.chsgeorgia.org**

Civil War
150th Commemoration (2011-2015)

In 2011 the nation will begin the 150th commemoration of the Civil War. The observance will follow a chronological timeline of the war and attention will focus on the thousands of sites across the nation. A public focus on this divisive American event will heighten interest in battlefields and historic sites to an unprecedented degree.

Georgia, a principal front during the Civil War, has a vast array of related historic sites and can capitalize on its Civil War history and tourism potential. Beginning with the bombing of Fort Pulaski in 1862, to the capture of Confederate President Jefferson Davis at the end of the war in May 1865, Georgia was an important theater for the Civil War. General William T. Sherman's successful Atlanta Campaign and the March to the Sea, which included the decimation of a large portion of the state, ensured the reelection of Abraham Lincoln and the conclusion of the war. The effects of Sherman rippled throughout the state, such that few Georgia communities remained untouched.

The Civil War Preservation Trust (CWPT) recently released the results of an independent study showing the economic benefits of battlefield preservation. The report, *Blue, Gray and Green: A Battlefield Benefits Guide for Community Leaders*, provides concrete measures to help elected officials determine when preserving historic land makes good economic sense. "Civil War battlefields are not just national treasures," remarked CWPT President James Lighthizer. "Each one is also a treasure trove of benefits for its neighboring community. Millions of Americans are willing to spend their money to visit these historic shrines — as long as local officials have the wisdom to not pave them over."

The study included surveys conducted at 13 different sites, representing a cross-section of Civil War battlefield parks throughout the nation. Although a majority of the sites surveyed are maintained by the National Park Service, CWPT also examined battlefields maintained by state and local governments and private entities. Sites examined were: Antietam, Maryland; Bentonville, North Carolina; Brice's Cross Roads and Corinth, Mississippi; Fredericksburg, New Market, and Spotsylvania, Virginia; Franklin and Shiloh, Tennessee; Gettysburg, Pennsylvania; Mill Springs and Perryville, Kentucky; Port Hudson, Louisiana; and Wilson's Creek, Missouri.

The survey data showed that Civil War battlefields attract affluent, well-educated tourists who travel to an area specifically to visit a battlefield. While in the region, these Civil War tourists are likely to stay longer and spend more than the average pleasure visitor. According to the *Blue, Gray and Green* report, each year Civil War tourists spend an average of $173.7 million in the surveyed battlefield communities, bringing in $15.3 million in state and $7.8 million in local tax revenue. The study also found that, on average, every 702 non-local visitors to a battlefield, translates into one job in the local community.

Scheduled for publication in fall 2010, *Crossroads of Conflict: A Guide to Civil War Sites in Georgia* covers 350 historic sites in Georgia. The book serves the dual purpose as a tour guide and as an in-depth history of the war in Georgia. Written by the Civil War Commission's staff, Barry L. Brown and Gordon R. Elwell, the new *Crossroads of Conflict* is an updated and expanded edition of a 50-page guide released by the state of Georgia in 1994.

Learn more about the Civil War in Georgia and how your community might find its niche in this popular tourist category.
www.georgiaencyclopedia.org
www.civilwar.org
www.crossroadsofconflict.org

Civil War battlefields are too often lost to development pressures. A well-protected battlefield draws heritage tourists and those seeking quiet contemplation.

CASE STUDY - Civil War (cont'd)

Major Forts and Battlefields

Chickamauga-Chattanooga National Military Park
Fort Oglethorpe, Catoosa County.
www.nps.gov

Kennesaw Mountain National Battlefield Park
Kennesaw, Cobb County
www.nps.gov

Pickett's Mill Battlefield State Historic Site
Dallas, Paulding County
www.pickettsmillpark.org

Fort Pulaski National Monument
Savannah, Chatham County
www.nps.gov/fopu

Fort McAllister Historic Park
Richmond Hill, Bryan County
www.gastateparks.org

Major Historic Sites

Andersonville National Historic Site
Andersonville, Macon County
www.nps.gov

A.H. Stephens Historic Park
Crawfordville, Taliaferro County
www.gastateparks.org

Jefferson Davis Memorial Historic Site
Fitzgerald, Irwin County
www.gastateparks.org

Old Governor's Mansion
Milledgeville, Baldwin County
www.gcsu.edu/mansion

This Civil War cemetery is part of the Andersonville National Historic Site in Sumter County.

Museums

National Civil War Naval Museum
Columbus, Muscogee County
www.portcolumbus.org

Atlanta History Center
Atlanta, Fulton County
www.atlantahistorycenter.com

Atlanta Cyclorama and Civil War Museum
Atlanta, Fulton County
www.atlantacyclorama.org

Southern Museum of Civil War
and Locomotive History
Kennesaw, Cobb County
www.southernmuseum.org

Stone Mountain Park and Museum
Stone Mountain, DeKalb County
www.stonemountainpark.com

Washington Historical Museum
Washington, Wilkes County
www.historyofwilkes.org

Fort Pulaski National Monument is located 15 miles east of Savannah.

Heritage Trails

Civil War Heritage Trails
www.gcwht.org

The Blue & Gray Trail
www.blueandgraytrail.com

CASE STUDY - A Partnership

Myrtle Hill Cemetery, Rome, Floyd County

Cemeteries are among Georgia's most important historic resources. It is estimated there are more than 40,000 in the state with more than 100 listed in the National Register of Historic Places. Cemeteries are, of course, places to commemorate the dead, but they are also places to be valued for their sculptural art, landscaping, and historical associations.

The city of Rome is a community that understands and values its historic cemeteries, in particular Myrtle Hill, established in 1857. Rome has taken important steps to protect and preserve the cemetery, attract the heritage tourist, and educate students about its importance. In 2003 the city prepared a preservation plan, funded through a federal Historic Preservation Fund grant, administered through the Historic Preservation Division (HPD) of the Georgia Department of Natural Resources. The master plan provided preservation and rehabilitation strategies, described methods for identifying unmarked graves, and offered suggestions for preparing interpretative signage and educational materials.

The city, in partnership with local school systems, then sought to implement the master plan's suggestion to use the cemetery as an outdoor classroom. In 2007 the city received a $3,000 Preserve America Historic Cemetery Grant, administered through HPD, to produce a teacher curriculum handbook and training workshop. As a result, school groups visit Myrtle Hill to learn about its residents, its gravestone and statuary art, and to understand how these are linked to the social, religious, economic, and cultural history of Rome.

In response to increased visitation, the Greater Rome Convention and Visitors Bureau has produced a walking tour brochure of the cemetery, offers regularly scheduled guided tours, and partners with the Myrtle Hill/Oak Hill Memorial Association to create "Sunset on the Hill," an evening event that includes a tour of the cemetery and a reception.

Ongoing preservation and restoration are essential to maintaining your historic cemetery. The city of Rome maintains Myrtle Hill Cemetery, established in 1857.

The Coast

The natural beauty of Georgia's barrier islands provides many opportunities to draw visitors. Whether to enjoy the many beaches, historic homes, lighthouses, or cultural traditions, tourists flock to this coastal paradise. Many places have special events designed to attract visitors in their off-season. Sapelo Island has taken advantage of its cultural traditions and hosts an annual festival to draw visitors to the island to learn about the Gullah-Geechee traditions that can still be found there.
www.sapeloislandgeorgia.org

Cumberland Island National Seashore offers camping, hiking trails through maritime forests, interior wetlands, historic districts, marsh ecosystems, and the beautiful beaches. Hunting, fishing, and bird watching lure others to its beautiful shores. Private inn operators have drawn upon the island's natural beauty and history to offer top-notch accommodations in one of the historic homes.
www.nps.gov/cuis

Jekyll Island, a gilded-age playground for the wealthy at the turn of the 20th century, and a state park today, celebrates its unique history and natural beauty. Visitors can enjoy outdoor sports such as golf, tennis, bird watching, biking, kayaking, canoeing, and horseback riding among its many offerings. The Jekyll Island Historic District, with its unique collection of late 19th and early 20th century cottages and private clubhouse built by wealthy Northerners, is now owned by the state for all to enjoy. **www.jekyllisland.com**

Built as an exclusive social club in the 1880s, this former clubhouse has been rehabilitated and opened to the public as the Jekyll Island Club Hotel on Jekyll Island, Glynn County.

Historic Preservation Division
Georgia Department of Natural Resources
254 Washington Street, Ground Level
Atlanta, Georgia 30334
www.gashpo.org

Tourism Division
Georgia Department of Economic Development
75 Fifth Street, NW, Suite 1200
Atlanta, Georgia 30308
www.ExploreGeorgia.org