Built Heritage: Assessing a Tourism Resource

Research Report

HERITAGE CANADA FOUNDATION
LA FONDATION HÉRITAGE CANADA

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ISBN 0-88814-207-2

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EXECUTIVE SUMMARY

The Heritage Canada Foundation (HCF), an organization dedicated to the preservation of historic buildings and places, produced this report to stimulate discussion about built heritage as a resource for heritage tourism. One of the outcomes of heritage conservation is the development of tourism, which has itself become both an important element of economic development, and a key issue for the management of cultural heritage resources. This is particularly so with regard to built heritage, which is often considered to be at the heart of cultural and heritage tourism. HCF is concerned that the positive impact of built heritage on the tourism industry in Canada is not recognized to its full extent.

In addition to the important role of discrete heritage sites, such as historic buildings and museums, a sense of place is essential to the tourism product. Created by the combination of heritage buildings, their setting and relationship to other aspects of the culture and landscape, sense of place is the essence of the attraction. Recognizing the role heritage tourism plays in Canada's social and economic life, government bodies such as the Canadian Tourism Commission and Parks Canada have become extensively involved in the presentation, interpretation and promotion of historical and cultural resources. The Heritage Canada Foundation draws from its own experience in stimulating heritage tourism and positioning built heritage conservation in that context.

HCF and others in the heritage tourism field recognize the critical need for better economic impact assessment of heritage conservation and its role in tourism development. The ability to quantify the economic impact of sense of place is necessary to create greater awareness and protection of the historic resources upon which much tourism in Canada relies. As one recent comprehensive analysis in the U.S.A. noted, the rising interest in heritage tourism adds even more impetus for heritage advocates to examine the economic consequences of historic rehabilitation. The HCF similarly learned from its Heritage Regions program that, by identifying, conserving and promoting built heritage and historic landscapes, communities can attract tourism and generate economic activity, while governments can derive increased revenue as a result.

Data availability for analysis of the heritage tourism sector is an ongoing concern. One of the positive outcomes from the discovery of data gaps when developing the Canada Tourism Satellite Account (TSA) was the application of energy, time and resources to improve the primary and secondary data sources. Similarly, the gaps in data that have been recognized in the heritage tourism segment, such as precise demand volume and expenditure values associated with heritage tourism, provide an opportunity for the application of resources to gather the necessary data. While Statistics Canada collects data on many facets of the economy and society related to tourism and heritage, it acknowledges that there are gaps in the data required by those interested in the confluence of heritage and tourism and, in particular, built heritage tourism.

Some tourism economic impact studies have been carried out in Canada at the city or regional level, and for specific historic sites and routes. Probably the most widely used tool for such estimates is the Tourism Economic Assessment Model (TEAM), developed by the Canadian Tourism Research Institute (CTRI), a subsidiary of the Conference Board of Canada. In the U.S.A., a potentially powerful model, the RSRC Per Capita Input-Output Model (RSRC PC I-O Model), was developed specifically for application in the historic preservation field. Both are input-output models, which are widely used in a variety of applications to estimate economic impacts. Given the collection of appropriate data, evidence suggests that existing assessment models could be applied as they stand, or modified to produce estimates of the economic impact of built heritage on the tourism industry.

The relationship between our built heritage and Canada's economy would be strengthened by underlining the importance of heritage resources to the overall fabric of our landscapes, towns and cities, to the quality of life for residents and quality of experience for tourists. The challenge for those involved iu heritage preservation is to understand and work effectively with the tourism industry. For those in the tourism sector, the challenge is to understand the needs of host communities as well as the principles of conserving heritage. Improved data collection and economic impact assessment would benefit understanding and effective collaboration.

The potentially conflicting expectations and aspirations of visitors, host communities, entrepreneurs, government bodies and heritage managers ought to be aired fully. The use of heritage for tourism may be cause for concern due to its effects on the resources, host communities and managers of the resources. To date, the conflict between heritage and tourism in Canada has been pronounced only in the natural sphere, unlike in Europe and many developing countries, where the pressures of sheer nnmbers, poverty or development have overwhelmed some resources. Despite the potential barriers to a symbiotic relationship between tourism and built heritage, the trend is towards their conscious integration in development. Moreover, the International Conncil On Monuments and Sites (ICOMOS) *International Cultural Tourism Charter* asserts that, without a high level of public awareness and encouragement, the conservation of buildings and cultural heritage generally will never achieve the political and funding support necessary for its survival.

1.0 BACKGROUND AND PURPOSE

Heritage is created by a recognition of the value in what our ancestors left hehind. It is commonly understood to encompass three major entities: material culture, the natural environment and the human environment. It is the ideas, habits, and customs, taking place in a particular geographic context, that have given rise to traditions, folklore, mentality, ways of doing things, architecture, and a social structure.[1] According to the International Council on Monuments and Sites (ICOMOS), heritage encompasses landscapes, historic places, sites and built environments. It also includes biodiversity, collections, past and continuing cultural practices, knowledge and living experiences. As a reference point for each locality or community, heritage is irreplaceable and an important foundation for development.[2]

Heritage and history are widely used to fulfil a number of modern functions.[3] One of those functions is the development of tourism, which has become hoth an important element of economic development, and a key issue for the management of cultural heritage resources.[4] This is particularly so with regard to built heritage, which is often considered to be "at the heart of cultural tourism."[5] Tourism affects the resources themselves, the governments that collect taxes from the economic commodification of heritage, and the communities in which the heritage resources exist.

The Heritage Canada Foundation (HCF) produced this report as part of its continuing interest and role in developing tourism through the preservation of heritage property and sites. It has learned that, by identifying, conserving and promoting built heritage and cultural landscapes, communities can attract tourism and generate economic activity, while governments can derive increased revenue as a result.[6] HCF is concerned that the positive impact of huilt heritage on the tourism industry in Canada is not recognized to its full extent. This shortcoming is partly a result of the lack of information and data specific to the confluence of built heritage and tourism. The lack of data impedes the ability of HCF and other preservation organizations to promote the development of favourable public policy.

The purpose of this report is to generate awareness of the importance of built heritage to the tourism product. It reviews current thinking about tourism and heritage tourism generally, and the economic value built heritage imparts to the tourism product specifically. The report is intended to raise and review relevant issues, rather than to act as a resource on the technical aspects of data collection and economic impact assessment. And while it is well recognized that heritage tourism has many benefits, such as generating community pride, these benefits are not the subject of this study per se; rather they are referred to in the context of the principal theme. Finally, a background of the political economy of tourism and concerns related to the commodification of heritage for tourism are outlined in Appendix 1.

The objectives of this report are:

- to outline how tourism, and especially cultural and heritage tourism, is recognized and measured;
- to explore how the role of heritage conservation, and particularly built heritage preservation, is recognized and measured;
- to review models that:
  - are used to assess the economic impact of tourism;
  - are used to assess the economic impact of heritage on the tourism industry;
  - are used to assess the economic impact of built heritage on the tourism industry;
  - could be adapted to assess the economic impact of built heritage on the tourism industry; and
- to determine next steps that will enable the heritage sector to assess the economic impact of the contribution of built heritage conservation to the tourism industry.

The aims of this report are:

- to raise awareness of the contribution of built heritage to tourism, particularly in industry aud government organizations that have a stake in this field;
- to increase understanding of the need to collect more precise data and information about built heritage and tourism in organizations that are responsible for collecting data (e.g., Statistics Canada), have an interest in collecting and using data to further their own mandate (e.g., Canadian Tourism Commission), or both (e.g., provincial and municipal governments, Parks Canada, tourism industry associations); and
- to inspire organizations and government entities to collect the necessary data and, using appropriate models, determine the economic impact of built heritage on the tourism industry.

The Heritage Canada Foundation is aware that numerous organizations and

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1 ICOMOS Canada, *Charter for the Preservation of Quebec's Heritage, Deschambault Declaration* (April 1982).

2 ICOMOS, *International Cultural Tourism Charter: Managing Tourism at Places of Heritage Significance* (October 1999).

3 G. J. Ashworth, "From History to Heritage: From Heritage to Identity: In search of concepts and models," *Building a New Heritage: tourism, culture, and identity*, ed. by G. J. Ashworth and P. J. Larkham (New York: Routledge, 1994), p. 13.

4 ICOMOS, *Charter of Cultural Tourism (1976); ICOMOS, International Cultural Tourism Charter* (1999).

5 Wiendu Nuryanti, "Heritage and Postmodern Tourism," *Annals of Tourism Research* 23, 2 (1996), p. 249.

6 HCF, *Heritage Regions Review: Final Report* (Ottawa: HCF, April 1996); HCF, *The Heritage Canada Main Street programme means business...*(Ottawa: HCF, 1990).

governments recognize the general value and potential of cultural heritage to the development of Canada's tourism industry. Of note is the Canadian Tourism Commission (CTC) and its current five-year business strategy for cultural and heritage tourism, from which numerous actions and studies have emanated.

Parks Canada has also collaborated with tourism interests, recognizing the upward trend in cultural and heritage tourism, learning travel and educational experiences,[7] all of which draw, to a greater or lesser extent, on Canada's heritage. To this end, in January 2001, Parks Canada and the Tourism Industry Association of Canada (TIAC) signed an Accord outlining principles to guide collaborative actions between the two organizations.[8] As well, many provincial governments have recently been active in developing specific strategies and initiatives for cultural tourism.

[7] See, for example, Canadian Heritage, *Guiding Principles and Operational Policies* (Ottawa: Supply and Services Canada, 1994); Industry Canada and Canadian Heritage, *Heritage Tourism: Discover the Opportunity* (N.p., n.d.); *Banff Bow Valley Heritage Tourism Strategy,* as proposed by the Heritage Tourism Working Group, Draft Six (February 18, 1997); CTC, *Canadian Ed-Ventures: Learning Vacations in Canada: An Overview,* Vol. 1, prepared by Nancy Arsenault for the CTC (Ottawa: CTC, April 2001).

[8] Tourism Industry Association of Canada (TIAC), "Parks." http://www.tiac-aitc.ca/english/Parks.asp

2.0 THE TOURISM DOMAIN

There are three basic tenets of tourism:

1) Tourism is an industry. The destination or place is the product, the tourist is the consumer.
2) Tourism is complex. It involves interaction amongst diverse businesses, governments, individuals, physical environments and communities.
3) Tourism generates impacts. Impacts are related to the number of tourists, value of receipts, distance travelled, modes of transport, servicing of tourists, and land use in a tourism locale.

Tourism typically refers to all forms of travel outside of one's daily sphere, whether it be for the purpose of business, vacation, or visiting family/friends. It is widely regarded as the largest industry in the world. Canada, which ranked 7th in the world in 2001 in terms of international tourism arrivals and 9th in receipts, is a key player in this industry. Total visitor expenditures in 2000 were over $54 billion, an 8 percent increase over 1999. Total tourism employment was up 4.2 percent over 1999, reaching 546,400 persons in 2000. Foreign visitor expenditures in Canada registered a 5.9 percent growth in 2000, compared with 7.7 percent in 1999 and 11.4 percent in 1998. Moreover, Canada's tourism account deficit fell to $1.9 billion in 1999, the lowest recorded in the last 12 years. It rose slightly to $2.13 billion in 2000, far below the peak of $6.4 billion in 1992.[9] In conjunction with a persistently low-valued currency relative to the U.S. dollar, heavy marketing of Canada's tourism products by the CTC, provincial governments and other entities may be expected to foster continued growth of Canada's tourism industry.

Well over 90,000 Canadian businesses derive all or a significant portion of their revenue from tourism.[10] These businesses, in turn, impact a large number of individuals, communities, governments and other organizations. The interdependence of the many components of tourism requires co-operation and collaboration between the public and private sectors as well as host communities to achieve a successful tourism sector.[11] As ICOMOS observes, tourism has become an increasingly complex phenomenon, with political, economic, social, cultural, educational, bio-physical, ecological and aesthetic dimensions.[12]

2.1 Local/Global Interactions and Tourism

A common theme in tourism studies is to stress that tourism is highly integrated with macro-scale processes.[13] Some locales that have suffered a decline in manufacturing competitiveness because of globalization, or natural resource depletion due to over-exploitation, are turning to global markets to establish or stimulate new or growing industries, such as tourism. At the same time, public fiscal restraint and chronic unemployment provide impetus for the promotion of tourism to increase foreign exchange earnings and job growth.[14] The prime attraction of tourism development for national policy-makers is as an agent of economic development.[15] Tourism demand is also affected by recent and significant political, economic, scientific and ideological changes. These include continued world economic growth concentrated in certain regions and advancements in computer and transportation technology, both of which have increased tourism traffic.[16]

Taken together, these changes and pressures can be expected to cause both opportunities and conflict over the desirability of, and policy affecting, the use of heritage resources for tourism. Understanding the processes and political economy of which both heritage conservation and tourism are a part is fundamental to the ability of heritage advocates to shape the role that heritage will have in the tourism industry.

2.2 Tourism planning

Particularly in the past two decades, integrative approaches to tourism planning have developed in response to the biases of conventional tourism planning

9 Statistics Canada, *National Tourism Indicators, Quarterly Estimates*, Catalogue no. 13-009 (Ottawa: Statistics Canada, 2001), pp. x, 2, 10, 14, 18; Statistics Canada, *International Travel*, Catalogue no. 66-201 (Ottawa: Statistics Canada, 1999), p. 14.

10 CTC, "The Canadian Experience in Developing and Using the Tourism Satellite Account," prepared by Scott Meis for the World Conference on the Measurement of the Economic Impact of Tourism, Nice, France, June 15-18, 1999, p. 14.

11 WTO, *National and Regional Tourism Planning: Methodologies and Case Studies* (London: Routledge, 1994); WTO, *Tourism to the Year 2000: Qualitative Aspects Affecting Global Growth*, a discussion paper, executive summary (Madrid: WTO, 1993), p. 31.

12 ICOMOS, *International Cultural Tourism Charter* (1999).

13 See Nezar AlSayyad, ed., *Consuming Tradition, Manufacturing Heritage: Global Norms and Urban Forms in the Age of Tourism* (London and New York: Routledge, 2001); Louis Turner and John Ash, *The Golden Hordes: International Tourism and the Pleasure Periphery* (London: Constable and Company Ltd., 1975).

14 J. Judd Buchanan, *Report from the Honourable J. Judd Buchanan*, Special Advisor on Tourism to the Prime Minister (October 1994), p. 2.

15 Gareth Shaw and Allen M. Williams, *Critical Issues in Tourism: A Geographical Perspective* (Oxford and Cambridge, Mass.: Blackwell Publishers, 1994), p. 116; J. G. Nelson, "Tourism and National Parks in North America: An Overview," in *Tourism and National Parks: Issues and Implications*, ed. by Richard W. Butler and Stephen W. Boyd (New York and Toronto: John Wiley & Sons Ltd., 2000), p. 311.

16 Auliana Poon, *Tourism, Technology and Competitive Strategies* (Wallingford, England: CAB International, 1993), pp. 4-5, 11-13; WTO, *Tourism to the Year 2000*, pp. 9-23.

that focused on maximizing economic growth.[17] The community and sustainability approaches, in particular, are concerned with the following four questions:

1) is there a market?

2) is it viable economically?

3) is it socially acceptable?

4) is it environmentally acceptable?[18]

Questions one through three are particularly germane to the main focus of this report, namely, the contribution of built heritage to the tourism industry and the determination of methodologies for assessing its economic impact.[19]

[17] Donald Getz, "Models in Tourism Planning: towards integration of theory and practice," *Tourism Management* 7, 1 (1986), p. 22.

[18] Alan Jefferson, "Prospects for tourism—a practitioner's view," *Tourism Management* 16, 2 (1995), p. 103.

[19] The HCF recently released a report, *Exploring the Connection Between Built and Natural Heritage*, that addressed the environmental component of built heritage preservation.

3.0 WHAT IS CULTURAL AND HERITAGE TOURISM?

There are many definitions of cultural and heritage tourism in use. Some define it simply as "tourism centered on what we have inherited, which can mean anything from historic buildings, to art works, to beautiful scenery."[20] Cultural tourism has also been viewed as "travel concerned with experiencing cultural environments, including landscapes, the visual and performing arts, and special lifestyles, values, traditions and events."[21] In its report *Packaging the Potential,* the CTC chose to define cultural tourism in terms that lend themselves to measurement and evaluation. For its purposes, cultural and heritage tourism occurs "when participation in a cultural or heritage activity is a significant factor for travelling." The CTC specifically focuses on five culture and heritage tourism product lines:

- Performing Arts (Theatre, Dance, Music)
- Visual Arts and Crafts
- Museums and Cultural Centres
- Historic Sites, Villages and Interpretive Centres
- Festivals

Aboriginal Tourism, Language Learning Tourism and Culinary Tourism, while linked to cultural and heritage tourism, are addressed separately by the CTC.[22] A 1999 report, *Strategic Directions for Culture and Heritage Tourism in British Columbia,* also adopted the CTC's definition in order to maintain consistency and continuity with any actions taken at the national level by the CTC or the Department of Canadian Heritage. Note, however, that the report takes a departure from the CTC's definition by identifying three categories of cultural tourism. One of these, "historic and heritage resources," identifies "built heritage resources," which include historic sites, memorials and monuments, interpretive and cultural centres as well as unique and representative architecture and landscapes. However, for various reasons (including data availability), the study included only tourism resources that are promoted in either commercial or publicly produced tourism brochures, guides and other media. This approach to data gathering unfortunately does not lend itself to the particular task of capturing the importance of cultural and historic landscapes—the urban and rural landscapes, architecture, streetscapes, natural areas and historic places that reflect an area's unique heritage. Accordingly, while the category "historic and heritage resources" accounted for nearly two thirds of the province's cultural tourism resources, of which 41% were built heritage resources, these built heritage resources were almost exclusively linked to historic sites (84%) and cultural interpretive centres (13%).[23] The importance of historic landscapes that create sense of place and ambience was not captured in this study.

Built heritage tourism, though not frequently defined, has been described as tourism relating to "any property that attracts the public by virtue of its explicit connections with the past."[24] It relies to a large degree on the existence of a historic landscape, which HCF views as the built, culturally modified and natural features of the surrounding land that are significantly linked and imbued with heritage values. The character-defining elements are derived from the relationship between the natural setting and the historic cultural context and actions that created the built heritage. For example, the historic pattern of outport settlements along the coasts of Newfoundland—a historic landscape—results from the confluence of the historic, political, economic, cultural, technological and natural settings. Similarly, the buildings and morphology of the historic urban centres of Montreal and Winnipeg reflect the different natural and human historical conditions on the development of these urban landscapes.[25] Integrally related to historic landscapes, built heritage tourism may be considered tourism that is driven by the desire of visitors to experience a place with buildings of historic and architectural interest. The visit may be motivated by the presentation of a heritage site developed specifically for the purposes of visitors, the intrinsic heritage value of buildings (historic or architectural), or the overall ambience of a place, of which the built heritage is an integral part of the landscape. These are important distinctions, and can be understood by considering the historic landscape of the Eastern Townships in Quebec. The architectural heritage of the region has been described for visitors as "not limited to a few noteworthy buildings. It rests, rather, on a broad spectrum of harmonious surroundings made up of all of the old

20 P. Yale, *From Tourist Attractions to Heritage Tourism* (Huntingdon: ELM Publications, 1991), p. 21 in Brian Garrod and Alan Fyall, "Managing Heritage Tourism," *Annals of Tourism Research* 27, 3 (2000), p. 683.

21 Nordic World Heritage Office (NWHO), *Sustainable Tourism and Cultural Heritage: A Review of Development Assistance and Its Potential to Promote Sustainability* (Oslo: NWHO, 1999), p. 2.

22 CTC, *Packaging the Potential: A Five Year Business Strategy for Cultural and Heritage Tourism in Canada,* the Cultural and Heritage Tourism Sub-Committee, Industry and Product Development Committee (Ottawa: CTC, December 1999), p. 2.

23 Jim Lee and Peter Williams, *Strategic Directions for Culture and Heritage Tourism in British Columbia,* prepared for Ministry of Small Business, Tourism and Culture and Tourism British Columbia (November 1999), pp. 7-9.

24 Garrod and Fyall, "Managing Heritage Tourism," p. 685.

25 A cultural landscape is similar, although its definition often omits the historical component. For example, Canadian Heritage defines a cultural landscape as "...any geographical area that has been modified, influenced or given special cultural meaning by people," in its *Guiding Principles and Operational Policies*, p. 119. Cultural landscapes have also been defined simply as "environments that clearly display the human organization of natural elements," see Arnold L. Alanen and Robert Z. Melnick, *Preserving Cultural Landscapes in America* (Baltimore: Johns Hopkins University Press, 2000), p. 3.

Photo: P.G. Adam, Publiphoto

The rural landscape and picturesque farmhouses and outbuildings of Quebec's Eastern Townships attract numerous tourists to the area.

buildings progressively erected by individuals, groups and small commnnities who appropriated the sites and adopted their constructions accordingly."[26] More than a specific site, it is the remembrance of the daily lives of the past and the living memory of the present population connected and represented through buildings that makes these places attractive to visitors.

There is not yet a comprehensive recognition or inclusion at the national level of the living built heritage as part of the heritage tourism product. Such a view might look more like the typology of heritage tourism outlined by Prentice, who stresses that: "It would be wrong to equate heritage attractions with particular sites, for heritage use clearly includes more extensive places tban sites alone...."[27] Though developed as a preliminary model for the European context, the typology is a useful tool for conceptualizing the breadth of heritage tourism. Of the 23 types of heritage attraction, five directly implicate built heritage through sense of place, ambience and historic landscapes. These are:

Towns and townscapes, principally historic townscapes, groups of buildings in an urban setting.

Villages and hamlets, principally "rural" settlements, usually of pre-twentieth-century architecture.

Countryside and treasured landscapes, including national parks, other countryside amenity designations and *"rural" landscapes,* which may not be officially designated but are enjoyed by visitors.

Seaside resorts and "seascapes," principally seaside towns of past eras and marine "landscapes."

Regions, historic or geographical areas identified as distinctive by their residents or visitors.

The other categories are:

- *Natural history attractions*
- *Science-based attractions*
- *Attractions concerned with primary production*
- *Craft centres and craft workshops*
- *Attractions concerned with the manufacturing industry*
- *Transport attractions*
- *Socio-cultural attractions*
- *Attractions associated with historic persons*
- *Performing arts attractions*
- *Pleasure gardens*
- *Theme parks*
- *Galleries*
- *Festivals and pageants*
- *Field sports*
- *Stately and ancestral homes*
- *Religious attractions*
- *Military attractions*
- *Genocide monuments*

Understandably, the different inheritance of buildings, locality, and history (including the effect of management and preservation policies) influences the choice of heritage tourism that a locale can pursue. Section 4 addresses more fully the role built heritage plays in tourism and in creating a sense of place.

3.1 The role of culture and heritage in tourism

Culture and heritage are generally accepted to be prime motivators for tourism. And while the explanations for the growth and popularity of cultural tourism are varied, researchers tend to agree that tourists want more cultural and heritage experiences.[28] Heritage tourism includes those things—landscapes, buildings, traditions and the like—that are literally or metaphorically passed on from generation to generation and that can be "portrayed as products."[29]

26 Municipalité Régionale de Comté de Memphrémagog in conjunction with the Ministère des Affaires culturelles du Québec, *Memphrémagog: itineraries, landscapes and heritage,* 1990, p. 19.

27 Richard Prentice, *Tourism and Heritage Attractions* (London: Routledge, 1993), pp. 38-41, 230.

28 Greg Richards, "Production and Consumption of European Cultural Tourism," *Annals of Tourism Research* 23, 2 (1996), p. 262.

29 Prentice, *Tourism and Heritage Attractions,* p. 5.

The CTC, for example, is specifically concerned with aspects of culture and heritage that create tourist products.[30] The tourism market needs cultural and heritage resources in order to develop new products.

Heritage managers may, however, resist explicit association with the business of tourism.[31] Like park managers, they understandably view themselves primarily as guardians of heritage. On the other hand, as just described, those in the tourism industry generally view culture and heritage as commodities to be sold in the international tourism marketplace. What are some of the implications of this relationship?

In many cases, heritage resources are a public good. Tourism entrepreneurs can often benefit from the historic environment without substantially paying for the value it contributes to the tourist product. In this sense, the development of cultural tourism is relatively low-cost in comparison with that of other tourism infrastructure products.[32] As a recent study in British Columbia found, the "primary beneficiary of an enhanced cultural and heritage product is not culture and heritage organizations, but the tourism industry."[33] Moreover, it has been observed that once preservationists have taken the financial risk out of conservation initiatives, political and business interests seek to capitalize on the newly created value.[34] At the same time, tourism revenues are badly needed for conservation, and tourism is a way of legitimizing political support for access to funds.[35] What in fact has been found is that the alliance between the public and private sectors has been crucial to the success of many heritage development projects, whereby the state provides master plans and infrastructural provisions.[36]

The World Tourism Organization's (WTO) *Global Code of Ethics for Tourism,* adopted in October 1999 to protect the world's natural and cultural heritage in the face of tourism, addresses both this symbiosis and tension between heritage and tourism. Article 4 states that tourism, as a user of cultural heritage should, in part, use the financial resources "derived from visits to cultural sites and monuments for the upkeep, safeguard, development and embellishment of this heritage."[37] ICOMOS, among others, likewise argues that the maintenance and protection of sites and monuments by society is justified because of the resulting socio-cultural and economic benefits.[38] Such recognition of the interrelationship between cultural heritage and tourism prompted the U.S. Department of Commerce Tourism Industries office to create the Cultural Heritage Community Development Export Initiative. At the U.S. Conference of Mayors, held in Seattle, Washington, from June 2-13, 2000, the mayors formally supported the U.S. President's request for $4.5-million in the 2001 budget to support this initiative.[39] Similarly, in the 2001 Speech from the Throne, the Government of Canada recognized the important contribution which arts and heritage make to our quality of life, as well as their ability to attract tourism, and resolved to strengthen Canada's cultural infrastructure.[40]

30 Note, however, that a principle adopted by the CTC states that cultural and heritage tourism involves a visitor encounter with a cultural or historic experience that is authentic "and that is not created solely for the purpose of attracting tourists," *Packaging the Potential,* p. 2.

31 T. Croft, "What Price Access?: Visitor Impact on Heritage in Trust," *Cultural Tourism,* ed. by J. M. Fladmark (London: Donhead Publishing, 1994), p. 169; Garrod and Fyall, "Managing Heritage Tourism," pp. 671, 684-685.

32 Myriam Jansen-Verbeke and Els Lievois, "Analysing heritage resources for urban tourism in European cities," *Tourism Development: contemporary issues,* ed. by Douglas G. Pearce (London and New York: Routledge, 1999), p. 89.

33 Lee and Williams, *Strategic Directions for Culture and Heritage Tourism in B.C.,* p. 42.

34 Richard Moe and Carter Wilkie, *Changing Places: Rebuilding Community in the Age of Sprawl* (New York: Henry Holt and Company, Inc., 1997), p. 119.

35 Jansen-Verbeke and Lievois, "Analysing heritage resources for urban tourism in European cities," p. 89.

36 T. C. Chang, et al., "Urban Heritage Tourism: The Global-Local Nexus," *Annals of Tourism Research* 28, 2 (1996), pp. 298-299.

37 WTO, *Global Code of Ethics for Tourism* (October 1999).

38 ICOMOS, *Charter of Cultural Tourism* (1976).

39 "Arts, Culture and Recreation Committee, Cultural Heritage Community Export Initiative." http://www.usmayors.org/uscm/resolutions/68th_conference/cultural_art.html

40 Government of Canada, *Speech from the Throne to Open the First Session of the 37th Parliament of Canada,* January 30, 2001, p. 12.

4.0 OUR BUILT HERITAGE

As with the broader category of cultural and heritage resources, built heritage resources possess significance and meaning derived from their history, physical place, and the value that society ascribes to them. The built environment is an important cultural artifact as well as an integrating element between culture and nature. Put simply, you can interpret history at regional and local levels by a close study of what is built.[41] Recognizing the importance of built heritage to Canada and the threat to its preservation, in May 2001 the Government of Canada approved a $24-million commitment over the next three years to support the preservation of historic places. The funding will enable the creation of a Canadian Register of Historic Places, the establishment of conservation standards and guidelines, and the development of a certification process. Once these are in place, financial incentives will be created to encourage the private sector to choose conservation over demolition.[42] This is an important first step towards gaining the recognition and favourable policy required to protect Canada's built heritage in a systematic manner involving all levels of government.

For the purposes of preservation and development activity, the historic capital of built heritage may be thought of as falling into three classifications. As English Heritage, one of the foremost heritage organizations in England, explains, the first is "critical," and resources should remain unchanged. The second is "tradable," and resources may be sacrificed for adequate benefits of other kinds, such as employment or housing. In between, however, is a much larger body of assets that can be changed but not entirely destroyed. In this latter classification belongs the fairly ordinary older house or industrial building which, together with its context in a grouping of other similar buildings and perhaps mature trees and other natural features, gives an area its sense of place. However, like the natural environment, it can only accommodate a certain level of use and change, including that induced by tourism, before it loses its character or value. Adverse effects may derive from sheer numbers impacting the physical fabric, as well as from air pollution, vibration of traffic, and the consequences of out-of-town retail on town centres. English Heritage contends that, by "understanding the historic environment and our perceptions of its value...we can make rational decisions on development and conservation."[43] The *Appleton Charter,* adopted by ICOMOS Canada in 1983, likewise outlines proper practice for intervention with the built environment. The Charter states that intervention may occur at many levels (from preservation to redevelopment), at many scales (from individual building elements to entire sites), and will be characterized by one or more activities, ranging from maintenance to adding new construction to a building. Though any given project may combine intervention scales, levels and activities, projects should be characterized by a clearly stated goal against which small-scale decisions may be measured. Moreover, the appropriate level of intervention can only be chosen after carefully considering the merits of the following:

- cultural significance,
- condition and integrity of the fabric,
- contextual value,
- appropriate use of available physical, social and economic resources.[44]

As both English Heritage and the *Appleton Charter* reflect, present practice in the preservation of culture and heritage "is the practice of managing change," rather than resisting it.[45] Appropriate use of heritage resources for tourism will reflect this fact while also adhering to principles that benefit the heritage fabric and those involved in the tourism interaction.

4.1 Built heritage: a tourism resource

Each year the National Trust for Scotland welcomes over 1.7 million visitors to its properties where numbers can be counted. It is estimated that as many again visit the countryside and open areas but are not counted in visitor statistics. The trust also rents over 40 properties as tourist accommodation, which helps to fund the continuing conservation work. With gate admissions and sales in trades and tearooms topping £3 million, it is difficult to avoid the conclusion that tourism is the business of the trust.[46] Surprisingly to some, Canada's built heritage is likewise a significant motivation for international visitors to travel to Canada. According to the *France Strategic Segmentation Study Final Report,* 74% of long-haul travellers interested in travelling to Canada want to visit historical buildings and sites, and 85% want to visit interesting small towns and villages.[47] Similar sentiments were expressed in the parallel 1988 study,

41 Charles McKean, "Scottishness in Architecture: Towards a Theory of Regional Interpretation," in *Cultural Tourism,* p. 333.

42 Parks Canada Agency, *Accountability, Consultation and Celebration,* Response to Recommendations of the First Ministers' Round Table on Parks Canada, April 1-4, 2001, p. 10.

43 English Heritage (EH), *Sustaining the historic environment: new perspectives on the future* (London: EH, March 1997), pp. 7-8.

44 ICOMOS Canada, *Appleton Charter for the Protection and Enhancement of the Built Environment* (August 1983).

45 Walter Jamieson, *The Challenges of Sustainable Community Cultural Heritage Tourism,* UNESCO Conference/Workshop Culture, Heritage Management and Tourism, Bhaktapur, Nepal, April 2000, p. 3.

46 National Trust for Scotland (NTS), *At the Heart of Scotland's Heritage: Annual Review 2000-01* (Edinburgh: NTS); "The National Trust for Scotland," http://www.nts.org.uk/; NTS, e-mail, November 28, 2001.

47 CTC, *France strategic segmentation study final report* (Ottawa: PriceWaterhouse Coopers, August 1999), pp. 143, 144.

which noted that Canada is, however, lacking in the key areas of historic old cities, sites and buildings.[48] The *1989 U.S. Pleasure Travel Market: Canada's progress and challenges: highlights report* (Longwoods International Inc.) also found that Canada performs well in the touring market, described as an overnight vacation by car, bus, or train through areas of scenic beauty, cultural or general interest. "The emphasis is on a unique and different experience that cannot be achieved close to home..." In particular, Canada's cities have a strong image. They are seen as beautiful, civilized, clean, safe and offering a foreign experience. When compared alongside American cities, U.S. vacationers ranked Montreal second only to San Francisco, while Quebec City and Vancouver ranked fifth and sixth, respectively. Given this finding, it is not surprising that touring vacationers enjoy exploring "historical sites, important buildings, and local architecture" as well as small towns, villages and interesting buildings.[49] These surveys indicate that a sizable segment of tourists is motivated by built heritage and historic landscapes. Clearly, it is unwise to neglect this segment of the market and the limited resources on which it depends.

Within the tourism literature there is much discussion of the attraction of discrete historical sites, and little about the attraction of living heritage places, such as the historic old cities and interesting small towns and villages just mentioned. This is unfortunate, as it is precisely the sense of place derived from built heritage and its setting that is inseparable from the tourism experience and product. Tourism marketers understand the importance of destination image. But this created image is not quite the same as a sense of place. [50] There remains a gap in the accounting for sense of place in the tourism product.

An international charter on the conservation of vernacular buildings—the common, everyday buildings that are fundamental to sense of place—explains their importance:

> The built vernacular heritage occupies a central place in the affection and pride of all peoples. It has been accepted as a characteristic and attractive product of society. It appears informal....utilitarian and at the same time possesses interest and beauty. It is a focus of contemporary life and at the same time a record of the history of society. Although it is the work of man it is also the creation of time....the core of man's own existence. [51]

ICOMOS contends that the survival of this tradition is threatened. Due to the homogenization of culture and of global socio-economic transformation, vernacular structures all around the world are extremely vulnerable, facing serious problems of obsolescence.[52] While tourism contains within it a set of forces that leads to increasing uniformity,[53] some argue that local forces mediate this effect of globalization by accentuating local difference as a means of asserting place identity. By emphasizing themes peculiar to their culture and location, places are also responding to global consumers' willingness to purchase "difference" and "hospitality" as economic goods, which has raised the profile of heritage sites in the tourism marketplace.[54] The interaction between tourism and built heritage may, therefore, hold promise in minimizing this threat to vernacular buildings.

4.2 Tourism and urban revitalization

The trends in tourism that point to a desire for unique, meaningful and learning experiences have given cities that have retained their built heritage fabric an important competitive advantage. "Heritage conservation presents images of urban culture and sophistication that act as vital lures to contemporary travellers."[55] The U.S. National Trust for Historic Preservation points out that the most desirable cities for both residents and tourists are those that have recognized and preserved the wealth of inheritance in their old buildings.[56] New Orleans, for example, used tourism to revitalize its physical and economic fabric. In the course of the fight to stop

48 Tourism Cauada, *Market Assessment: French Pleasure Travellers* (Ottawa: Tourism Canada, March 1988), p. 11.

49 Longwoods International Inc., *1989 U.S. Pleasure Travel Market: Canada's progress and challenges: highlights report* (Ottawa: Tourism Canada, 1990), pp. 5, 7, 20-22, 26, 34, 61.

50 D. Light and R. C. Prentice, "Who Consumes the Heritage Product: Implications for European heritage tourism," *Building a New Heritage: tourism, culture and identity,* ed. by G.J. Ashworth and P.J. Larkham (New York: Routledge, 1994), p. 91; For a discussion of the importance of ambience and sense of place for residents and tourism, see Jeffrey A. Walsh, et al., "Sense of Place as a Component of Sustainable Tourism Marketing," *Tourism, Recreation and Sustainability: Linking Culture and the Environment,* ed. by Stephen McCool and R. Neil Moisey (Wallingford, U.K., and New York: CAB International, 2001), p. 209; Moe and Wilkie, *Changing Places;* Richard C. Collins, et al., *America's Downtowns: Growth, Politics and Preservation* (Washington, D.C.: Preservation Press, National Trust for Historic Preservation, 1991); Newby, "Tourism: Support or threat to heritage?," p. 212; and Prentice, "Chapter 1: Tourists demands for heritage consumption," *Tourism and Heritage Attractions*, pp. 1-20.

51 ICOMOS, *Charter on the Built Vernacular Heritage* (October 2000).

52 ICOMOS, *Charter for the Conservation of Historic Towns and Urban Areas* (October 1987).

53 Newby, "Tourism: Support or threat to heritage?," p. 225.

54 Chang, et al., "Urban Heritage Tourism," pp. 287-289; Priscilla Boniface, *Managing Quality Cultural Tourism,* p. vii; Nezar AlSayyad, "Global Norms and Urban Forms in the Age of Tourism: Manufacturing Heritage, Consuming Tradition," *Consuming Tradition, Manufacturing Heritage*, pp. 3, 15.

55 Chang, et al., "Urban Heritage Tourism," pp. 288-289.

56 Walter J. Jackson, Foreword to *America's Downtowns: Growth, Politics and Preservotion,* by Richard C. Collins et al., pp. 7-9.

a federal highway from being built through the city, residents began to realize that the historic buildings that would be decimated by the development were what attracted people to the place. By the mid-1990s, the development of cultural heritage tourism helped bring 10 million visitors to New Orleans annnally, contributing an estimated $3.5 billion to the local economy. It is one of the U.S.A.'s most popular tourist destination cities, alongside San Francisco and Santa Fe, also distinguished by their historic fabric.[57]

In North America, and particularly in the U.S.A., where downtowns have been abandoned on a massive scale, such urban tourism schemes are seen as an opportunity for economic development as well as a means to acquaint residents with their own city. The aim is to encourage inhabitants to visit their downtowns for special events and weekend recreation, and ultimately move there, too. This prevents heritage downtowns from becoming theme parks for tourists.[58] In Europe, the political interest in urban revitalization has stimulated innovation and a growing need for a critical assessment of the tourism potential of historic cities. The key issues in urban revitalization through tourism have been summarized as including:

1) Transformation of heritage resources into urban tourist products.
2) Cultural identity of cities through sense of place and interpretation.
3) Quality management through integration of tourism into the urban system, and through resource management and visitor management.[59]

Until very recently, many old buildings in Banff, Alberta, were demolished to accommodate newer and larger facilities for the growing tourism industry. Today, there is increased awareness of the heritage value of older building stock in this resort town.

Despite recent progress in North America, the developed countries in Europe have, to date, made the most use of their rich architectural heritage for tourism.[60] The recognition of the value of individual historic sites as well as groupings of heritage buildings to the general ambience of cities and countryside has led to their increased use for tourism promotion. Built heritage is now big business.[61] Study findings have encouraged recognition of sense of place as essential to the tourist product. For example, a comparative study of 10 European urban destinations by KPMG (1993) concluded that two of the nine key factors that determined the image of a place are "ambience-liveliness" and "historic-cultural heritage."[62]

The European City of Culture initiative responded to this opportunity. Begun in 1985, the initiative seeks to promote heritage, culture and tourism in an urban setting as a means of economic and community development. It is funded through the European Commission, governments in the host country, and other sources. A 1994 study confirmed the long-term positive economic impact of the program.[63] In addition to strengthening the links between culture and tourism, this event is an opportunity to study and learn—before, during and after the celebration—about how to manage a complex and dynamic relationship between preserving heritage and promoting a city, and related issues such as quality, carrying capacity and heritage management. The CTC

57 Moe and Wilkie, *Changing Places,* p. 106.
58 Moe and Wilkie, *Changing Places,* p. 97.
59 Jansen-Verbeke and Lievois, "Analysing heritage resources for urban tourism in European cities," p. 81.
60 Richards, "Production and Consumption of European Cultural Tourism," p. 261.
61 E. A. J. Carr, "Tourism and Heritage: The pressures and challenges of the 1990s," in *Building a new heritage,* pp. 50-52.
62 Jansen-Verbeke and Lievois, "Analysing heritage resources for urban tourism in European eities," p. 87.
63 Cynthia White Thornley, "Arts and culture enhance city tourism," *Communiqué* (Ottawa: CTC, September 2000), p.5. However, the urban redevelopment and reimaging of Glasgow, Scotland, revealed a series of tensions between the planners and promoters of the city and the realities of the working-elass eommunities, which were largely excluded from the experiences offered to tourists. Mike Robinson, "Tourism Encounters: Inter- and Intra-Cultural Confliets and the World's Largest Industry," *Consuming Tradition,* p. 51.

Following the revitalization of the historic Lachine Canal in Montreal, many abandoned industrial buildings along the waterway have been successfully converted into attractive condominiums.

reports that the potential of the European program has led the Department of Canadian Heritage and the Federation of Canadian Municipalities to explore the development of a similar City of Culture initiative in Canada.

4.3 Built heritage and the Canadian tourism industry

Although the role of heritage in Canadian tourism has always been significant, only recently is it being recognized as a critical element.[64] Moreover, cultural and heritage tourism in Canada has tended towards the development of very specific historical sites (e.g., Parks Canada's national historic sites, museums, etc.) and, more recently, festivals and other cultural events. As a historical note, it is worth mentioning that early development of one of Canada's prime tourism destinations—Banff National Park—focused on tourism as a means to offset the expenditures on surveys and other costs. The integration of economic development, conservation and tourism has a long history in Canada. Yet, aside from the Banff Springs Hotel, Banff's built heritage has not been viewed as a tourism and community resource until very recently, signifying the general lack of awareness of the contribution that built heritage makes to the tourism product, particularly in the face of exceptional natural heritage.

4.4 Tourism and community revitalization in Canada

The potential of tourism-driven revitalization depends on resources that can be developed into products, the financial capacity of public and private partners to do so, and political will.[65] There are a number of places in Canada where these factors have been realized. Montreal is one of the pre-eminent cities for recognizing and developing its built heritage as part of an overall strategy to improve the quality of life for its residents and diversify the economy. Tourism has emerged as a key component of its economic development schemes, particularly since the early 1980s, after Montreal lost a large proportion of its manufacturing jobs in the previous decade.

The development of heritage tourism in Montreal has been centred on two themes: the city's architectural heritage and its multi-ethnic composition. In the lead-up to the city's 350th birthday celebration in 1992, the governments of Quebec and Canada dedicated about $100 million to redeveloping the urban area, focusing on the historic Old Port and Lachine Canal areas.[66] The latter was first redeveloped in the 1970s, when the federal government created a linear parkway along the canal, featuring bicycle and walking paths which also serve as transit links for residents getting to and from work. Although the revitalization was motivated in large part by the needs of the metropolitan citizenry, a number of studies undertaken in the 1980s revealed the positive economic impacts brought by tourism development through a rejuvenated Old City. This awareness "without doubt...helped justify the substantial capital expenditures on the Old Port" between 1990 and 1992.[67]

In April 1997, Parks Canada announced another revitalization project for the Lachine Canal area. The objectives are to:

- present the cultural and heritage resources of the Lachine Canal;
- reintroduce pleasure boating by the year 2002;
- complete site work on the park and the multi-purpose path; and
- contribute to the recovery of the entire South-West of the island of Montreal.

The various levels of government will devote more than $80 million to the project, which they state will generate

64 Richard Butler, Guest Editorial to *Journal of Sustainable Tourism* 4, 3 (1996), p. 117.

65 See National Trust for Historic Preservation, "What is the Main Street Approach to Downtown Revitalization?" http://www.mainstreet.org/AboutMainStreet/msapproach.htm

66 Chang, et al., "Urban Heritage Tourism," pp. 292, 294.

67 Chang, et al., "Urban Heritage Tourism," p. 300.

Photo: Heritage Canada Foundation

Many businesses occupied these handsome buildings in the Exchange District in downtown Winnipeg during the 19th and early 20th centuries. Some years later, following a period of decline, the area was revitalized and, in 1997, declared a national historic site.

private investments of $250 million. By the project's completion, the Lachine Canal and its shores, declared a national historic site in 1929, will be "a significant cultural, recreational and tourism attraction as well as a dynamic and inviting setting in the heart of the city where one can enjoy working, living and spending leisure time."[68] New festivals developed in the off-season have also taken advantage of Montreal's profile as a mature cultural centre with a unique sense of place. The Montreal Highlights Festival, for instance, a two-week celebration of food, theatre and music, takes place in the heart of Montreal, drawing on the built and other cultural resources of this area.

Preservation of Winnipeg's Exchange District is another example of how investing in a heritage area serves the goals of economic development and improvement of the quality of life for residents as well as creating an attractive tourist destination. Declared a national historic site on September 27, 1997, the Exchange District is the original core of the city of Winnipeg. This grouping of buildings dating from the late 19th and early 20th century comprises approximately 640 businesses, 200 not-for-profit organizations, and 140 residences. It is home to a variety of festivals and special events as well as Winnipeg's theatre district. The Exchange District boasts 62 of downtown Winnipeg's 86 heritage structures. These 62 structnres constitute about 6 percent of downtown Winnipeg's total floor space. Other examples of older urban areas being revitalized for tourism, as well as improving the quality of life for residents, include Gastown in Vancouver, old Quebec City, and the harbour areas in Victoria, Halifax, and St. John's. Of the smaller communities, the Eastern Townships have already been mentioned, and Nelson, B.C., and Lunenburg, Nova Scotia, should also be added to the list. Established in 1753, "Old Town" Lunenburg was designated a World Heritage Site in 1995, following its designation as a National Historic District by the federal government in 1992. Its unique architectural heritage serves as a base for community identity and the development of tourism. Once again, it is the ambience of the living historic places that is the ultimate attraction. The planning director for Lunenburg County District Planning Commission wrote in 1979: "What is it about historic Lunenburg that feels so nice?...an aesthetic composite formed by its architectural details, building designs, and streetscapes.... ambience of an atmosphere..."[69]

4.5 The Heritage Canada Foundation and tourism

The Main Street Canada program and Heritage Regions program, both pioneered in Canada by the Heritage Canada Foundation (HCF), fully recognized the importance and potential of built heritage to the vitality of communities for residents, and as attractions to tourists. The Main Street Canada program, which ran from 1979 to 1998, drew extensively on experiences in Europe and the Main Street program of the United States National Trust for Historic Preservation, which is still in operation. There were also several earlier and concurrent provincial initiatives with a similar theme of downtown revitalization.[70] Some initiatives, such as the Alberta Main Street program and Fondation Rues principales in Quebec that began under the Main Street Canada program, continue today.

In addition to other quality-of-life improvements, the economic impact of HCF's Main Street Canada program on a number of the communities was extensive. For example, by 1990, Main Street business starts outnumbered closures

68 "Lachine Canal National Historic Site: Revitalization Project." http://parkscanada.pch.gc.ca/parks/quebec/canallachine/en/projet_revital/frame_prevital_e.html

69 Alan Demb, Foreword to *Understanding Lunenburg's Architecture,* by Bill Plaskett, 3rd printing, (n.p., June 1989), p. iii.

70 John Stewart, "Breathing Life back into Downtown," *Reviving Main Street,* ed. by Deryck Holdsworth for the HCF (Toronto: University of Toronto Press, 1985), pp. 66-77.

Photo: Battle Harbour Historic Trust

The restoration of Battle Harbour ensures that the community's longstanding reputation as a fishing centre on the Labrador coast remains intact. This picturesque area has become a popular destination for tourists.

by 2.5:1. On average, 83 new jobs were created in each participating community, of which 80% were in the private sector. Program partners (private businesses, corporations, governments) invested $1.9 million, of which $698,000 funded 12 major building renovations.[71]

Drawing on the success and experience acquired through the Main Street program, HCF developed the Heritage Regions program. The program reflected its genesis from the original working name of Regional Heritage Tourism Strategy. From there, it broadened its scope to link preservation with both community development and heritage tourism, taking inspiration from the "ecomuseum" approach that emerged from France in the 1970s. This approach links building preservation and museology with the economic, social, cultural and environmental development of a living place. The historic landscape was the essential setting where heritage resources of all kinds could be used by the community and shared with visitors. In essence, the program focused on heritage conservation as a means to improve quality of life in communities. The four basic dimensions of the program were:

- protection of the built and natural environment;
- creation of economic opportunities;
- encouragement of social interaction and sharing; and
- securing a regional identity.

HCF launched its first pilot Heritage Regions project in 1988 on the southern end of Vancouver Island in the Cowichan and Chemainus Valleys. Overall, ten projects were undertaken in keeping with HCF's mandate of developing and supporting experimental pilot demonstration projects. However, owing to the diverse nature of the projects, economic evaluation of the program proved more difficult and was more rudimentary than for Main Street. Still, while HCF lacked quantitative data, evaluation of the program was undertaken using qualitative anecdotal evidence.[72] The results demonstrated that quality tourism experiences were directly linked to the preservation and interpretation of heritage sites.

4.6 Trends in heritage and cultural tourism: heritage routes, economuseums and learning travel

The Heritage Regions program predated the plethora of touring heritage routes we now see developed and marketed across the U.S.A., Canada, Europe and elsewhere.[73] Heritage routes are often developed collaboratively, with both public and private interests involved. These routes may follow a particular theme, such as the Underground Railroad. Alternatively, they may be more general and fit the model of economuseums and Heritage Regions, cover large areas and encompass many attributes and "tourist products." Parks Canada has become involved in heritage routes through promotion of its waterways. The Rideau Heritage Route, which links Kingston and Ottawa along the Rideau Canal, and the 386-km Trent-Severn Waterway linking Lake Ontario with Georgian Bay, are two examples. Kalyna Country Ecomuseum, on the other hand, encompasses a 15,000-square-km region that showcases Eastern European-style communities and Aboriginal settlements in East Central Alberta. The region incorporates a national park, over 100 Byzantine-style churches, and living towns and other cultural attractions. All of these heritage routes are based on the built and other cultural and heritage attributes of an area.

The Société internationale des entreprises ÉCONOMUSÉE®, or economuseums as they are also known, links culture, place and tourism in a

71 HCF, *The Heritage Canada Main Street programme means business...* (Ottawa: HCF, 1990).

72 HCF, *Heritage Regions Review, Final Report* (Ottawa: HCF, April 1996), p. 1; Vanessa Brown, "Heritage, Tourism and Rural Regeneration: The Heritage Regions Programme in Canada," *Journal of Sustainable Tourism* 4, 3 (1996), pp. 179-180.

73 UNESCO, *Routes as Part of our Cultural Heritage,* Report on the Meeting of Experts, Madrid, November 24-25, 1994 (Paris: UNESCO, November 30, 1994), n.p.

subtle manner. Founded in 1992 by Dr. Cyril Simard,[74] the economuseum concept is based on taking a business that uses a traditional technique or know-how (savoir-faire) for its production and opening its doors to the public in order to showcase this know-how. One of its objectives is to offer the public a culturally innovative tourism product. Economuseums in any given area are linked to form a tourist circuit. An important feature is that the sale of an economuseum's products completely finances its operations. The logo reflects the mission to link the economy and museology, and the past and the future. Economuseums help share and promote the knowledge and skills of craftspeople, while encouraging communities to reacquaint themselves with their own heritage. This creates a sense of pride in addition to local employment opportunities. Many skills are represented in the network, including: paper-, candle-, quilt- and violin-making, pewter work and various food and beverage traditions.

There are fairly stringent criteria for acceptance into the network of economuseums. This guarantees the viability of the business and the development of a homogeneous network of high-quality enterprises providing a rich touristic experience for visitors. The concept is not solely geared to business, however; a notable criterion is the desire of the artisan to pass on his or her savoir-faire to apprentices. To this end, the Department of Canadian Heritage is one of the partners in the network and promotes this transfer of knowledge as part of its own mandate.[75]

In mid-2001, the ECONOMUSEUM™ network was comprised of 36 businesses: 27 in Quebec, and 9 in the Maritime provinces of New Brunswick, Prince Edward Island and Nova Scotia. The 31 economuseums that existed in 2000 attracted 825,000 visitors. Within five years, the organization plans to expand the network to include 110 economuseums that are spread amongst all of the provinces and the Yukon.[76]

In addition to the growth of heritage routes and economuseums, learning travel has become an important niche sector that relies heavily on heritage resources. In a recently released study on the learning travel segment, the most popular themes in the non-profit travel sector for the year 2000, as reported by planners and suppliers representing the Canadian market, were culture/heritage/history/architecture. Trends reported in the marketplace include sustained high demand for interpretation and education that emphasizes culture, nature and history.[77] The report adds that there is "a need to identify qualitative and quantitative measures to monitor the economic activity and cultural impact of this market." The contribution of built heritage to the tourism industry requires similar measures.

There will, of course, often be an overlap between types of tourism. Take, for example, the case of a language holiday program that runs its course in an old one-room schoolhouse in Nova Scotia. The site—both of the building and the historic landscape in general—is arguably at least as important to the tourism product as is the language training itself. Likewise, initiatives such as the recently created Provincial Property Owners Association of Nova Scotia, formed to encourage preservation and the appreciation of the province's 245 registered heritage buildings, will potentially create tourist products of the buildings, particularly if they are linked by the creation of a map and Web site. This would complement the efforts of the Heritage Division of the Nova Scotia Department of Tourism and Culture, which was established in 1999 to support the government's objective of initiating an intensive and sustained effort to promote and develop tourism, heritage and culture as key sectors in Nova Scotia's economy.[78] There is a need to know to what extent such initiatives impact on the economy in order to make a financial case for investment in built heritage.

74 For a background on economuseums, see "Société internationale des entreprises ÉCONOMUSÉE®." http://www.economusees.com/index_an.html

75 "Action Plan 1999-2002 on the Implementation of Section 41 of the Official Languages Act, Atlantic Region." http://www.pch.gc.ca/offlangoff/publications/plan/1999-2002/english/atlantique.html

76 Maryse Tellier, "Le Réseau des Économusée® Tourisme patrimonial : fierté et profitabilité." *Preservation Pays: The Economics of Heritage Preservation*, Proceedings, Heritage Canada Foundation Conference, October 11-13, 2001, Toronto (Ottawa: Heritage Canada Foundation, 2002), pp. 28-30.

77 CTC, *Canadian Ed-Ventures*, p. 3.

78 "History of the Heritage Division and Nova Scotia Museum." http://museum.gov.ns.ca/heritageplan/history11-6.htm. Interestingly, however, the *Nova Scotia Department of Tourism and Culture 2001/2002 Business Plan* makes scant mention of built heritage in the main body of the report, and refers to it only briefly in an Appendix (p. 19), where it states that, through implementation of the *Heritage Property Act* and assistance programs, the target is to assist 100 heritage properties. http://www.gov.ns.ca/dtc/pubs/T&CBusPlan.pdf

5.0 TOURISM RESEARCH

In 1977, when the 70-acre Richmond Hill Farm in Windsor, Nova Scotia, was bequeathed to the Heritage Trust of Nova Scotia, the 1830s Georgian house was badly in need of repair. The trust restored the building and has since provided continued maintenance to preserve this historic property and surrounding lands.

The assessment of the economic impact of tourism has two requirements: data availability, and appropriate models that can manipulate data to tell us what we want to know. Each of these will be discussed in turn. As well, there are three types of economic impact: direct, indirect and induced. A direct effect is the change in purchases due to the change in economic activity. An indirect effect is the change in the purchases of suppliers directly impacted by the economic activity. An induced effect is the change in consumer spending that is generated by changes in labour income within the region as a result of the direct and indirect effects of the economic activity. Developing multipliers and estimating the indirect and induced effects have significant data and technical requirements.

The three key inputs to a tourism economic impact estimate are: number and types of visitors, average spending per visitor (within visitor types or segments), and multipliers for the region of interest. Researchers stress that, without a reasonable estimate of the number and types of tourists in an area, one should not attempt to estimate economic impacts.[79]

Data is classified as supply-side or demand-side. Supply-side data refers to the expenditures of operations or businesses. Demand-side data refers to the direct expenditures of tourists. Input-output (I-O) accounts represent a good source of supply-side data; however, they may lack sufficient detail in some cases to be of use in tourism research. In the development of the Canada Tourism Satellite Account (TSA) (See Section 5.3), for instance, supplementary estimates were drawn from reference publications and special tabulations from business surveys of tour operators, travel agencies and the like. The TSA's information on demand-side consumption in the Canadian tourism industry originates mainly from two surveys, one of domestic travellers and one of Canadian residents travelling outside the country and on non-residents travelling within Canada. Supplementary information was derived from a national survey of family expenditures.[80] The following sections address data availability, surveys, and tourism satellite accounts.

5.1 Data availability

The need for objective, scientifically defensible data on economic aspects of tourism is a common lament by researchers. Tourism data is frequently observed as being inconsistent, unreliable and, sometimes, simply inaccurate. This is caused by a number of factors, including inconsistent definitions, lack of relevant data collection, and inappropriate or inaccurately applied models.[81] Challenges include: 1) the lack of credible measurements for describing the scope and impact of tourism; 2) great diversity in the industry, with some analysts questioning whether tourism is a single industry or a group of related industries; 3) spatial and regional complexities; and 4) a high degree of fragmentation.[82] When trying to assess niche or segmented markets, such as heritage tourism, these challenges may be greater. Nevertheless, the necessity of data collection relevant to the heritage sector is critical, since "hard data is essential to place the heritage field in a competitive business position."[83]

Data challenges stem in large part from the use of Standard Industrial Classification codes (SICs), and the similar North American Industrial

79 See "Economic Impacts of Recreation and Tourism." Michigan State University, Department of Park, Recreation and Tourism Resources. http://www.msu.edu/course/prr/840/econimpact/

80 CTC, "The Canadian Experience in Developing and Using the Tourism Satellite Account," p. 8.

81 Ernie Heath and Geoffrey Wall, *Marketing Tourism Destinations: A Strategic Planning Approach* (Toronto: John Wiley and Sons, Inc., 1992), pp. 4-5; Jansen-Verbeke and Lievois, "Analysing heritage resources for urban tourism in European cities," p. 85.

82 Stephen J. L. Smith, *Tourism Analysis: A Handbook*, 2nd ed. (Essex, U.K.: Longman Group Ltd., 1995), pp. 14-15.

83 Mark Rasmussen, Preface to *Economic Impact of Provincial Heritage Facilities in Alberta*, Alberta Culture and Multiculturalism, Historical Resources Division, March 1992, p. 2.

Classification System (NAICS). The NAICS replaced SICs in 1997 to allow statistical comparison of business activity between the U.S.A., Canada and Mexico. As well, new categories were added to the NAICS, including an explicit reference to heritage industries, although there is still no distinguishable category for built heritage. Barriers to apportioning tourism activity have also not been significantly reduced.[84] The difficulty is that establishments can be classified into only one category. A business's primary source of income determines the category, allowing for other sources of income to be omitted. A large museum illustrates how this happens. Classified as a museum establishment, there is no accounting for the fact that it may also be a significant tourist attraction. The development of tourism satellite accounts (TSAs), reviewed below, has allowed some of these challenges to be minimized at the national level.

As the authors of one study noted, further data challenges result from the fact that even when tourism market demand data is specifically collected, this data does not generally lend itself to defining cultural and heritage tourism. The critical issue lies in the motivation for the trip. Tourism data usually provides information on what visitors do—and this is quite easily measured. Motivations can also be determined; however, there will usually be several motivations and determining at what point heritage and culture become a "significant factor" is difficult with available data sources. For practical purposes, the authors of the aforementioned study estimated potential by assessing trip motivation data that suggests when culture and heritage are important factors in trip selection.[85]

The complexities of the mixed motivations of tourists and the difficulty in separating out the different attributes that make up a tourism experience and motivation to visit a certain place may help explain the lack of data on the economic impact of built heritage on tourism. This is especially so when attributing the effect of built heritage on trip motivation and spending when it is not part of a discrete heritage site for which visitor numbers, gate receipts and other survey data are more easily collected. Indeed, the challenge of estimating the economic impact of cultural tourism, given existing databases, led the aforementioned B.C. study to omit any estimations of the value of these travellers to the economy, and to simply imply that their probable economic influence is substantial.[86] Nevertheless, numerous studies have assessed the economic impact of heritage tourism, although most have been neither regionally comprehensive nor focused on built heritage. Section 6 reviews some of these studies.

These are ongoing challenges. While Statistics Canada collects data on many facets of the economy and society related to tourism and heritage, it acknowledges that there are gaps in data required by those interested in the confluence of heritage and tourism and, in particular, built heritage tourism.[87] (See Appendix 2 for a list of selected surveys.) Indeed, when developing the TSA, the required high degree of detail "severely tested the coverage and depth of data on all aspects of tourism demand and supply within the statistical system."[88] Lack of such data is pervasive. It was also a key issue throughout the Banff Bow Valley Study (BBVS), a two-year, $2-million multistakeholder process undertaken by Parks Canada. It became clear during the BBVS that there are serious gaps in information available for economic, social and cultural systems, both generally and in the context of the Banff Bow Valley. The authors concluded that the existing gaps have serious implications for policy making that are not easily rectified and therefore it was not currently possible to develop strategic goals for these systems.[89] Recently, Parks Canada similarly recognized a significant knowledge gap with regard to the impact of built heritage on the social, cultural and economic life of communities. In the response to recommendations of the First Ministers' Round Table on Parks Canada, held April 1-4, 2001, Parks Canada stated that "there is currently no comprehensive account of the value/impact of built heritage on community life."[90]

A final note can be made on measuring the effects of heritage preservation, though outside the narrow focus on economic impact assessment. The tourism industry and society at large derive many intangible benefits from heritage preservation. Our inability to measure these does not mean they do not exist. It simply means that we have inadequate capabilities of measuring them. These intangibles include enhanced quality of life and educational instruction. The knowledge that built heritage exists may also foster pride in one's region, which invites others to visit, or to decide to live and work in a place. Not accounted for are the many hours volunteers devote to preserve and promote these places, and the other services they provide, snch as genealogy and architectural research sources. Note that intangible benefits can be estimated through indirect means, such as the contingent valuation method,

84 See the U.S. Census Bureau's "NAICS-North American Industry Classification System." http://www.census.gov/epcd/www/naics.html

85 Lee and Williams, *Strategic Directions for Culture and Heritage Tourism in B.C.*, p. 22.

86 Lee and Williams, *Strategic Directions for Culture and Heritage Tourism in B.C.*, p. 13.

87 Brad Ruth, "Pride and Profit," *Preservation Pays*, Proceedings, Heritage Canada Foundation Conference, October 11-13, 2001, Toronto, pp. 28-30.

88 CTC, "The Canadian Experience in Developing and Using the Tourism Satellite Account," p. 9.

89 BBVS, *A Framework to Assist in Developing Economic, Social and Cultural Strategic Goals for the Banff Bow Valley* (Banff, Alberta: Bauff Bow Valley Study, March 22, 1996), p. 1.

90 Parks Canada Agency, *Accountability, Consultation and Celebration*, p. 9.

and should be included in a cost-benefit analysis.[91] Finally, another measurement problem arises when attempting to determine the number of people employed in the preservation of buildings. For example, according to a study that specifically considered this problem in relation to the preservation of wilderness, 1,040 people are employed directly as wilderness rangers in the U.S.A. Estimating the number of people employed in related jobs such as planning, management and research is much more difficult, however, and these data are not readily available from the appropriate agencies. Most of these people would have responsibilities that extended beyond wilderness areas, but apportioning the percentage of time they devote to wilderness areas alone would be extremely difficult.[92]

5.2 Surveys

Surveys are indispensable to data gathering for the tourism sector. Of the three basic ways of collecting data—observation, administrative record keeping and surveys—surveys are "arguably the most important sources of information for tourism analysis, planning and decision-making."[93] The development of the Tourism Satellite Account (TSA), for instance, depends on the existence and collection of credible survey data. Statistics Canada, of course, has been extensively involved in survey collection, given that its mandate and objectives are to collect and publish statistical information on all aspects of Canadian life for the purposes of research, policy development, program administration and general information. Some of these surveys are relevant to heritage (e.g., Survey of Heritage Institutions) and many are relevant to tourism; however, they generally do not focus on questions directly related to heritage tourism, nor do the survey data lend themselves to analysis of heritage tourism by way of extrapolation from related data. There are examples of surveys of niche markets (e.g., Survey of Adventure Travel Operations), though these tend to be one-off studies.

While there is a long tradition of visitor surveys at tourist attractions, much survey data to date lacks the scope required for economic impact assessment. For instance, to measure tourist markets by number of visitors to an attraction tells us little without qualitative data. Moreover, much of the existing research has been oriented to site management goals and has little reference to the broader heritage tourism debate.[94] Further, understanding the impact of built heritage on the tourism product is impeded by the paucity of motivation data referred to by many researchers. Additional survey research is required to learn more about the motivations and socio-economic variables of tourists, which are considered essential for heritage and tourism planning. Ireland, for instance, made a concerted effort to gather detailed information on visitor usage of tourist attractions as part of its Ir£800-million investment in restructuring its tourism product and marketing in the early 1990s.[95]

There have been some surveys related to heritage sites and buildings both within Canada and elsewhere that have focused on determining the specifics of consumer types (i.e., socio-demographic variables), motivations, length of stay and spending scenario. For example, a series of surveys in the late 1980s investigated the heritage "consumers" at a limited range of historic buildings and monuments in Wales. The results showed that heritage sites are not visited by a homogeneous public, nor are the motivations of the segments that do visit the same.[96] Another set of surveys carried out in the Isle of Man created an "invaluable" database. It consisted both of interview-based surveys at the island's major historical attractions and one involving on-street interviewing. It found, too, that heritage tourism is "socially selective," and that this pattern is repeatedly found—non-manual, professional and senior-managerial persons are more prevalent in the consumer mix.[97] These types of data are helpful as they can be used to build the profile of heritage consumers.

In Canada, surveys have been undertaken at a number of heritage sites and cultural venues, and are often commissioned to ascertain the economic impact of discrete events or sites. For instance, a study in the early 1990s, *The Economic Impact of Provincial Heritage Facilities in Alberta,* was undertaken to satisfy the need to identify the economic benefits derived from taxpayers' investment in heritage facility development.[98] Similarly, *Economic Impacts of "Arts and Culture" in the Greater Edmonton Region 1999,* the second such study undertaken, documented the substantial economic impact of this sector. Repeated surveys of Edmonton area residents consistently found that over three quarters of respondents rated summer festivals and the performing arts to be very attractive or attractive activities in the area, and more than 80% gave similar ratings to cultural/

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91 Smith, *Tourism Analysis,* pp. 287-288; David Listokin, et al., *Economic Impacts of Historic Preservation,* CUPR Policy Report No. 16 (New Brunswick, New Jersey: Center for Urban Policy Research, Rutgers, The State University of New Jersey, May 1997), p. 165.

92 Gundars Rudzitis and Rebecca Johnson, "The Impacts of Wilderness and Other Wildlands on Local Economies and Regional Development Trends," *USDA Forest Service Proceedings RMRS-P-15,* 2 (2000), p. 15.

93 Smith, *Tourism Analysis,* p. 42.

94 Prentice, *Tourism and Heritage Attractions,* p. 43; Light and Prentice, "Who Consumes the Heritage Product?," p. 113.

95 Sean Browne, "Heritage in Ireland's Tourism Recovery," in *Cultural Tourism,* p. 15.

96 Light and Prentice, "Who Consumes the Heritage Product?," pp. 91, 108, 113.

97 Prentice, *Tourism and Heritage Attractions,* pp. 44-46, 227-228.

98 Rasmussen, Preface to *The Economic Impact of Provincial Heritage Facilities in Alberta,* p. 2.

heritage sites; however, it was felt that there was still pressure for arts and culture organizations to justify their existence and funding with economic arguments.[99] As in the Alberta heritage facilities study, BC Heritage Properties conducted on-site intercept surveys in 1994 and 1997 to reveal: why visitors decided to visit the properties; their level of satisfaction with what they saw; and trip profile and socio-demographic information. BC Heritage Site Visitor Market Profile Study (1994, 1997) contains the kind of information that would be most useful for creating profiles of heritage tourists. In addition, the surveys revealed that almost three quarters of all visitors to the sites were tourists, and almost one third of these tourists indicated that the presence of these heritage sites was very important to them in their trip planning.[100]

A number of regional and state-wide studies in the U.S.A. have been carried out to document and understaud the economic benefits of historic preservation, including heritage tourism. These are based on extensive surveys, such as the 1997 study, *Economic Impact of Historic Preservation in West Virginia.*[101] Another report, *Historic Preservation at Work for the Texas Economy,* made a point of noting that many visitors seek "not just the historic sites open to the public but also the cultural heritage that fills every small town and major city."[102] The U.S. National Trust for Historic Preservation bas been heavily involved in undertaking and disseminating studies that assess the impact of historic preservation on the economy of cities and states, including its effect on tourism. One of these studies found that historic preservation tourists stayed longer (4.7 days vs. 3.3. days) and spent, on average, two-and-a-half times more money than did other visitors. This propensity to spend more and stay longer is a trend seen in most studies of heritage travellers. What is of particular note is that this study used data collected by Virginia's Department of Economic Development, Division of Tourism, which compiles excellent survey data as a matter of course. It was therefore possihle to compare historic preservation visitors with those who do not stop at historic buildings, museums or civil war sites. The Virginia study also revealed an understanding that, in addition to these discrete sites, an area's historic character and sense of place are tourist attractions in themselves.[103]

As can be seen, databases do exist that contain information on travellers and what motivates their trips. In addition to those already mentioned, other examples include the U.S. Travel Industry Association data, the *1989 U.S. Pleasure Travel Market: Canada's progress and challenges* (Longwoods Study), and several Statistics Canada databases, such as the *Canadian Travel Survey* and the *International Travel Survey.* The Canadian Tourism Commission (CTC) and the Canadian Tourism Research Institute (CTRI) have been instrumental in the conduct of many surveys, for both the domestic and international travel industry.[104] Parks Canada has a long history of visitor survey research. Provincial governments and industry associations regularly conduct research on various facets of the tourism industry, such as the *BC Non-Resident Visitor Study* and *BC Resident Visitor Study.* As previously mentioned, in many cases, data gathered can be used to develop profiles of travellers. For instance, the *BC Non-Resident Visitor Study* operationally defined cultural travellers as respondents who indicated that "visiting historic sites or areas or attractions such as museums, art galleries, zoos, etc." was somewhat or very important to them. According to this categorization, it was determined that 51% of travellers to B.C. claimed to have an interest in culturally based travel.[105] In some cases, additional analysis of a database is required in order to yield information. For example, initial analysis of the B.C. visitor studies would reveal clear segments of the culture and heritage travel market for B.C., which would be "invaluable in helping to better understand the type of tourists attracted to culture and heritage and their motivations for participation."[106] Nevertheless, surveys (and other data collection methods used to create databases) are still not systematically undertaken, funds are often not available to adequately analyze those that do exist, and the questions asked and data collected are frequently not useful for segments such as heritage and built tourism.

An in-depth review of the existence and development of surveys, survey

99 Economic Development Edmonton, *Economic Impacts of "Arts and Culture" in the Greater Edmonton Region 1999,* October 2000, p. 5.

100 Lee and Williams, *Strategic Directions for Culture and Heritage Tourism in B.C.,* p. 23.

101 Randy Childs, et al., *Economic Impact of Historic Preservation in West Virginia* (West Virginia University, Bureau of Business and Economie Research, College of Business and Economics, September 1997), p. 3.

102 *Historic Preservation at Work in the Texas Economy,* based on the study *Economic Impacts of Historic Preservation in Texas,* prepared by The Center for Urban Policy Research at Rutgers University, Texas Perspectives and The LBJ School of Public Affairs at the University of Texas at Austin, 1999, p. 11.

103 Donavan D. Rypkema, *Virginia's Economy and Historic Preservation: The Impact of Preservation on Jobs, Business, and Community,* Dollars and Sense of Historic Preservation (Washington, D.C.: U.S. National Trust for Historic Preservation, 1996), p. 4. Full report originally published by the Preservation Alliance of Virginia, 1995.

104 CTC, "The Canadian Tourism Commission: The tourism industry's source for information." http://www.canadatourisme.com/fr/ctc/aboutctc/householder/trdc/TRDCLongE.cfm

105 Lee and Williams. *Strategic Directions for Culture and Heritage Tourism in B.C.,* p. 20.

106 Lee and Williams, *Strategic Directions for Culture and Heritage Tourism in B.C.,* p. 46.

methods, analysis of results and associated issues is beyond the scope of this paper. This discussion emphasizes, however, the need for surveys that capture the data required to assess the economic impact of built heritage on tourism, in order to create credible and reliable datasets. This is no small task. One of the biggest methodological challenges in the development of the TSA had to do with the availability, quantity and quality of data from existing sources.[107] As well, the studies mentioned above consistently revealed data gaps. The West Virginia study concluded that data used to estimate the economic impact of heritage on tourism could be improved, and that more primary data is essential. This would include site statistics as well as intercept surveys of heritage tourists to measure length of stay, number and type of destinations, type and amount of expenditures, and place of origin.[108] This recommendation agrees with the argument repeatedly put forth by researchers that the demand for tourism products based upon the presentation of heritage has to be measured in terms of the motivations, preferences and behaviours of tourists. Such surveys would, of course, carry a cost. A representative at the CTC observes that the issue of data availability is both conceptual and practical. First, at the moment there is no such construct as a "heritage tourism industry." On the practical side, there is a lack of detailed consistent data trends of all the components of supply and demand associated with "heritage related" commodities and services. Many of the niche demand segments are only measured in one-shot market segment studies and are not tracked on an ongoing and consistent basis. Furthermore, no one as yet seems willing to pay the high cost of producing consistent data.[109]

5.3 Tourism Satellite Accounts (TSAs)

Despite the general consensus on the lack of data, Canada is one of the leading developers of data collection on tourism worldwide. In particular, Canada's development of tourism satellite accounts (TSAs) is widely considered an immensely important step in attaining reliability of tourism data. Extending the earlier work of France in formulating the concept of satellite accounts and applying it to the tourism sector in particular, Statistics Canada released the Canada Tourism Satellite Account (TSA) in 1994. The development of the TSA was itself the result of a recommendation by the 1989 final report of the Canadian National Task Force on Tourism Data. The TSA addressed many of the challenges just reviewed. By doing so, the full scope and inter-related structure of the tourism domain was revealed alongside the fact that tourism was a more important contributor to the Canadian economy than was previously believed. The TSA is the first recognized satellite to the System of National Accounts. It is not a one-off study, but rather will periodically be updated. In addition, it provides a base from which numerous other improvements and expansions have been, and will continue to be, made.[110]

In general, TSAs measure the scope of tonrism and provide answers with respect to the performance of tourism within an economy, the value of the goods and services produced and the employment generated. They extract tourism-related activity from a system of national (or provincial/state) accounts, and are primarily used to give an overall aggregate estimate of the contribution of tourism activity to national (or provincial/state) economies. Put another way, a satellite account reorganizes the system of accounts to identify the contribution of tourism to the economy. "What the TSA provides, therefore, is a methodology or "tool" by which data from demand-side surveys in the national statistical system (e.g., household surveys on travel) are brought together in a tourism-specific framework with data from various supply-side business surveys in the national statistical system for the industries supplying tourism commodities, such as hotel rooms, transportation services, food and beverage services, etc...."[111] The advantage of the satellite accounting approach is that it uses existing economic data and embeds tourism in an accepted system of accounts. The drawback is that the information necessary to extract tourism activity from national economic accounts is often not complete or consistently gathered. Also, satellite methods are much more difficult to apply below the national level or for subcategories of tourism activity.

National accounts—the main system from which "satellite" accounts are built—are organized around a set of industries or commodities based on their output, not on their customers. The problem with regard to tourism is that we are more interested in a type of customer than an industry or a type of commodity. As previously explained in relation to assigning an establishment to a category in the NAICS, a museum or restaurant may serve both tourists and local residents but the system of accounts has no easy way to distinguish one from the other. The basic procedure in satellite accounting is to claim a "share" of sales of each commodity or industry to tourism. These shares, however, can vary widely for different regions. Information to estimate them generally comes from various sources including surveys of

107 CTC, "The Canadian Experience in Developing and Using the Tourism Satellite Account," p. 8.

108 Childs, et al., *Economic Impact of Historic Preservation in West Virginia*, pp. 15-16.

109 Scott Meis, Director of Research, CTC, e-mail, November 23, 2001.

110 For an overall account of the development and application of TSA, see CTC, "The Canadian Experience in Developing and Using the Tonrism Satellite Account," prepared by Scott Meis.

111 CTC, "The Canadian Experience in Developing and Using the Tourism Satellite Account," p. 6.

households or tourists. Many of these surveys are not carried out on a consistent basis and are subject to a variety of sampling and measurement errors.[112] Tourist shares also depend considerably on how tourism is defined. In Canada, the distance criterion used for defining domestic tourism for the TSA is more than 80km (50 miles) one way. Given this criterion, the TSA then defines tourism expenditures as the sum of goods and services purchased before, during and after a trip. TSA only includes the direct effects of tourism on the economy; however, indirect and induced effects can appropriately be assessed using economic impact models linked with the account.[113] Overall, the development of TSAs is such now that it enables the formulation of credihle economic statements on the contribution that tourism makes to national economies and the development of informed policies and national tourism strategies.

A recent conference, Tourism Satellite Accounts: Credible Numbers for Good Business Decisions, addressed the fact that much still needs to be learned before this information can be used to promote tourism as an economic sector. Held in Vancouver, Canada, in May 2001, the conference was organized by the CTC with the participation and support of numerous other organizations, and followed efforts at the Ottawa Conference of 1991. That conference initiated the development of a common language on tourism statistics and the adoption, by the United Nations Statistical Commission in 2000, of the report *Tourism Satellite Account (TSA): Recommended Methodological Framework,* as recommended by the Nice Conference (1999).

At the 2001 TSA Conference in Vancouver, ten years of scientific and intellectual interest and international co-operation led to a consensus on the development of TSAs. There was also a call to action to pursue the involvement of an increasing number of countries and to apply the information to policy, planning and decision making. The conference focused on developing and implementing TSAs, part of an ongoing international effort to establish measures and procedures that allow for economic comparisons across national borders.[114] Recommendations of the conference include: extension of the TSA to the regional and local level to generate practical information for small and medium-sized businesses; extension of the TSA to other economic sectors, such as transportation; and development of additional ways of measuring the economic impact of tourism.[115]

As reported in the CTC's *Communiqué,* a partnership agreement was signed between the CTC and the Province of Alberta for the development of a provincial tourism satellite account (PTSA) by the Income Expenditure Accounts Division of Statistics Canada. In additiou, discussions are under way with B.C. and Quebec. As with the TSA, they will provide a comprehensive measure of the importance of tourism in each province, between different provinces and between different industries within each province. These new accounts will also provide a foundation for other studies as well as provide a basis for setting up future provincial indicators similar to the National Tourism Indicators (NTI).[116] Statistics Canada has also recently developed an extension to the TSA, the Tourism Economic Impact Model (TEIM). This supplementary tool provides a means of capturing indirect economic effects while still remaining within the same overall framework as the TSA. It also permits full examination of upstream leakages associated with the supply-side of the industry.[117] (A leakage is the loss of money from a given economy when purchases are made outside that economy.)

112 "Economic Impacts of Recreation and Tourism." Michigan State University. http://www.msu.edu/course/prr/840/econimpact/

113 CTC, "The Canadian Experience in Developing and Using the Tourism Satellite Account," pp. 6, 7.

114 CTC, "Letter of Invitation." http://www.canadatourism.com/tsa/english/home.html

115 CTC. "News Release: TSAs – Revolutionizing the View of the Tourism Industry," p. 2. http://www.canadatourism.com/tsa/english/assets/May112001.pdf

116 "New CTC-provincial research partnership!," *Communiqué* (Ottawa: CTC, Jan./Feb. 2001). p. 23.

117 CTC, "The Canadian Experience in Developing and Using the Tourism Satellite Account," p. 14.

6.0 THE USE OF ECONOMIC IMPACT ASSESSMENT MODELS IN HERITAGE TOURISM

The most commonly used economic impact assessment method is the input-output model (I-O). It is an accepted means for accurately articulating the interrelationships among industries. The current input-output tables are based on more than 500 industry sectors. The industry detail provides a consistent and systematic approach to assessment of economic activity. Accordingly, it has been used to evaluate the economic impact of many different facets of the economy.

It is important to iterate that economic impacts are the sales, jobs and income generated from an activity, such as heritage tourism. Given this, a common approach to estimating economic impacts of tourism is to survey tourists directly to estimate their spending. Estimates of spending can be translated into the resulting jobs and income in a given area using appropriate economic ratios and multipliers. In other words, input-output models involve the use of coefficients that are based on economic or business linkages. These linkages trace how tourist expenditures or business operations filter through the economy. The coefficients are then used to quantify how tourism-related activity in a particular region generates economic impacts. This direct survey and input-output method is applicable to estimating impacts of particular actions on a local economy, such as the impact of a museum that will attract 50,000 visitors to the area. Satellite accounts, on the other hand, measure only direct effects and tend to demonstrate the overall "importance or significance" of tourism industries to a provincial or national economy, rather than regional or local "impacts."[118]

The Department of Recreation and Tourism Resources at the Michigan State University explains the basic approach to visitor surveys and I-O modelling to economic impact assessment of tourism as follows. The basic equations are:

Tourist spending = Number of Visitors x Average spending per visitor

Economic impact = Number of Visitors x Average spending per visitor x Regional Multipliers

They stress that estimating the number of visitors requires a clear definition of what a visitor (tourist) is and in what units tourism activity is measured (e.g., person trips, person nights, party nights, party trips). Estimates can be made from a variety of sources including surveys and various visitor counting methods. Average spending of tourists on trips can be measured in visitor spending studies, either by surveying tourists at destination areas or asking about recent trips in a household survey. Because spending varies widely across types of trips, a segmented approach is recommended.

Multipliers (and economic ratios) are then used to convert spending to income and jobs as well as to capture secondary impacts of tourist spending (multiplier effects). There are many distinct kinds of multipliers. The university does not recommend using multipliers without an understanding of the various types and how they should be used. Multipliers will vary with the economic characteristics of the region and the kinds of spending/sectors involved. When applied to a complete input-output model of the region's economy, visitor spending data can be used to estimate economic impacts on the region.[119]

6.1 Input-Output (I-O) models used in the recreation, tourism and heritage sectors

There are numerous I-O models that we can use to assess the economic impact on a region, state/province or nation of a vast array of industries, ranging from dairy and forestry products to ostrich farming. I-O models are also applied in a variety of situations in the recreation, tourism and heritage sectors. These include historic preservation activity, historic sites, campgrounds, museums, national or provincial parks, and historic bed-and-breakfast establishments.

In Canada, there are four models of note that have been used in this field. First, probably the most widely used is the Tourism Economic Assessment Model (TEAM), developed by the Canadian Tourism Research Institute (CTRI), a subsidiary of the Conference Board of Canada. It is reviewed separately below. Second, the Tiebout Local Economic Impact Model, named after its American designer and modified by the Canadian Parks Service (Environment Canada), was used extensively by Parks Canada and other heritage organizations, at least until the early 1990s. For example, the PC-based Tiebout model was used in the aforementioned study, *Economic Impact of Provincial Heritage Facilities in Alberta*. There is scant evidence of its use in the heritage field since that time, however. Third, Parks Canada has since developed another model, the Provincial Economic Impact Model (PEIM). It is itself modelled upon the Statistics Canada Interprovincial Input-Output Model, which makes it possible to trace the effects of a commodity through provincial or territorial economies. PEIM is designed to serve as a tool for estimating the economic impact of protected areas and heritage activities within the overall framework for measuring their economic value, which includes other benefits for which cost-benefit analysis is normally applied. It is described as a user-friendly computer application that allows non-economists to calculate economic impacts.[120]

118 See "Economic Impacts of Recreation and Tourism." Michigan State University, Department of Park, Recreation and Tourism Resources. http://www.msu.edu/course/prr/840/econimpact/

119 "Economic Impacts of Recreation and Tourism." http://www.msu.edu/course/prr/840/econimpact/

120 *Provincial Economic Impact Model: Instruction Manual*, by the Department of Canadian Heritage and the Federal Provincial Parks Council, January 1999, p. 4.

However, the indication is that, because Parks Canada normally requires the estimation of economic impacts at the regional or local rather than the provincial level, this particular model is not widely used. Fourth, as previously mentioned, Statistics Canada has been developing the Tourism Economic Impact Model (TEIM), which is an extension of the TSA and could be used to assess indirect and induced economic impacts of tourism.[121] Finally, in addition to these models, some have been developed by private industry. Econometric Research Ltd., for example, has developed several provincial impact models as well as a Canadian impact model.[122] The CTC, for one, uses a variety of models to assess the economic impact of tonrism, including TEAM, the TSA, National Tourism Indicators (NTI) and, recently, TEIM.[123]

In the U.S.A., the most widely used regional I-O model appears to be IMPLAN (Impact Analysis for Planning). It was originally developed by the USDA Forest Service in co-operation with tbe University of Minnesota in the mid-1970s for community impact analysis. It has since been used to estimate economic impacts in a wide array of industry sectors. IMPLAN is also used to show, for example, whether a natural conservation project actually pays for itself and, similarly, to show the local benefits of federal expenditures (and by so doing, justify local government cost sharing for conservation projects).[124] The current model is maintained and sold by MIG, Inc. As with all I-O models, IMPLAN generates multipliers that predict how dollars generated by a given industry work their way through the economy. Surveys must usually be undertaken to generate certain data inputs. In the case of tourism, at a minimum, visitor numbers would be required.

Certain limitations of IMPLAN have been expressed that are more relevant to the tourism sector than to some other sectors. In a comparison with the RSRC PC I-O Model reviewed below, one author is critical of the way in which the regional purchase coefficients (RPCs) are estimated, arguing that the level of industry aggregation in the IMPLAN model leads to greater inaccuracies.[125] When aggregation occurs, sectors witb differeut import proportions are combined, yielding an average RPC that is likely unrepresentative of any of the industries. The accuracy of the RPC is crucial to the accuracy of a regional I-O model, siuce the regional multiplier effect of a sector varies directly with its RPC. Such aggregation is more problematic when applied to service-based sectors as opposed to manufacturing-based sectors, which tend to have variable RPCs and low RPCs, respectively. Moreover, the RPCs of service sectors typical of tourism, such as restaurants and hotels, are often high (approaching 1) because they tend to serve a highly local economic base with little leakage. Aggregation does not allow for these differences.

Another model used in the U.S.A. by the National Parks Service is called the MGM2-NPS Money Generation Model.[126] The original MGM model was updated in June 2000 to the MGM2 model. The MGM2 multipliers are based on IMPLAN input-output models for local regions. MGM2 estimates the impacts that park visitors have on the local economy in terms of their contribution to sales, income and jobs in the area. The model produces quantifiable measures of park economic benefits that can be used for planning, concessions management, budget justifications, policy analysis and marketing. Refinements to the MGM model make MGM2 more readily applicable to evaluating management, policy and marketing alternatives, both inside and outside the park. Economic impact information has proven quite helpful in fostering partnerships within the community and garnering support for park policies and interests. The economic analysis also helps to identify the roles which the park, local community and tourism businesses play in attracting and serving visitors. For applications with limited visitor spending or local economic data, MGM2 provides sets of default or "generic" values that can be tailored to a particular application. A distinguishing feature is that MGM2 spending data are based on recent NPS visitor surveys so they represent park visitors, rather than all travellers.

Functionally, MGM2 is a set of Microsoft Excel workbooks and, as with other I-O models, inputs required are:

- the number and types (segments) of visits/visitors (expressed in person or party nights in the area);
- average spending for each segment per day or night in the area;
- multipliers and economic ratios for the region around the park; and
- state and local tax rates (optional if tax impacts are desired).

Model Outputs are:

- total visitor spending in the local area by visitor segment and spending category;
- direct effects of this spending in terms of sales, income, value added and jobs in the local area by economic sector;

121 CTC, "The Canadian Experience in Developing and Using the Tourism Satellite Account," p. 14.

122 PriceWaterhouse Coopers, *The Economic Impact of Downhill Skiing at Alberta's Rocky Mountain Ski Resorts*, presented to Alberta Economic Development, February 2000, p. 13.

123 Meis. e-mail, November 23, 2001.

124 "Introduction to NRCS uses of the IMPLAN model." http://waterhome.brc.tamus.edu/NRCSdata/implan/implan1.html

125 Listokin, et al., *Economic Impacts of Historic Preservation*. pp. 245-248.

126 See the Michigan State University Web site for detailed information on MGM2 Model. http://www.prr.msu.edu/mgm2/default.htm

- total sales, income, value added and jobs in the region resulting from the visitor spending; and
- state and local tax receipts.

A third model used in the U.S.A. is the RSRC PC I-O Model. Developed with heritage preservation in mind, it was then applied in an extensive state-wide study in New Jersey. It is reviewed separately in Section 6.3. The Travel Industry Association of America also developed a Travel Economic Impact Model over two decades ago. It is used to provide annual estimates of the impact of travel activity on national, state, regional and county/city economies. It also has the capability of estimating impacts of various types of travel according to trip and traveller characteristics.[127]

There is an important note to be made on input-output modelling when applied to the tourism and heritage industry. Because an I-O model can be used to identify linkages between tourism and other sectors, it can also be used to identify the expected benefit of programs designed to increase the linkage between tourism and other sectors, or heritage preservation and other sectors, or both. For example, a study in Belize investigated the impact on the economy of increasing local food and beverage purchases, i.e., locally produced rather than imported. By using I-O modelling they were able to show the estimated increase in income to the economy and to the people of Belize if import substitution policies were to be adopted.[128] Similar investigations could assess the impact, for example, of supporting the conservation of vernacular architecture for tourist lodging *vs.* using imported materials and/or expertise to build new tourist accommodations.

6.2 Tourism Economic Assessment Model (TEAM)

The Canadian Tourism Research Institute (CTRI), a subsidiary of the Conference Board of Canada, developed the Tourism Economic Assessment Model (TEAM) in 1989. Based on input-output techniques, TEAM incorporates specific regional information and assesses the impact of tourism activities on the regional or provincial economy. It is designed to evaluate the demand-side and/or supply-side of a tourism-related site or event. Accordingly, it calculates its impact in conventional economic terms on the basis of capital and operating expenditures on goods, services and employees' salaries, and on the basis of tourism spending within a designated tourism sector. In other words, it allows segmentation by visitor origins or trip purpose. The model utilizes the latest tax structure and input-output matrices to ensure an accurate and reliable analysis. TEAM estimates the direct, indirect and induced economic impact for nearly 60 measures, including employment (jobs and/or person years), wages and salaries, and gross domestic product (GDP).[129] Because I-O categories are not usually applicable to tourism studies, TEAM is set up to capture the categories normally used by the tourism industry. Finally, due to a number of assumptions and techniques used to adjust data inputs, resulting estimates are considered conservative.[130]

TEAM was first applied for the Province of New Brunswick and Tourism Vancouver. New Brunswick used the model to determine the impact of various attractions and provincial parks on the economy, while Vancouver primarily started with the overall impact of tourism on the economy of Vancouver. Since that time, TEAM has been used for many facets of tourism-related (and sometimes non-tourism related) activities. TEAM is widely used throughout Canada by all major cities' visitor and convention bureaus and several provincial governments. Some U.S. organizations have also used TEAM, as have the CTC and Parks Canada. For example, Parks Canada recently commissioned CTRI to assess the economic impact of the Trent-Severn National Historic Waterway.[131] Using TEAM, the total impact was estimated using data consisting of Parks Canada spending on the operations of the waterway, boater spending and apportioned visitor spending.[132] While Parks Canada developed a Provincial Economic Impact Model (PEIM), it typically uses TEAM because it is applicable at the local level and is very credible.[133]

TEAM has been used in a number of other situations relevant to the cultural and heritage tourism sector. The Glenbow Museum in Calgary hosted Mysteries of Egypt, and used the opportunity to capture information from out-of-town visitors using intercept surveys. For analysis, TEAM was applied. The National Gallery of Canada also used TEAM to assess the impact of Renoir's Portraits: Impressions of an Age.[134] Edmonton used TEAM in the previously mentioned study, *Economic Impacts of "Arts and Culture" in the Greater Edmonton Region 1999.* As is normal, the version of TEAM used was calibrated

127 Travel Industry Association of America, "Travel Statistics and Trends." http://tia.org/Travel/economic.asp

128 Kreg Lindberg and Jeremy Enriquez, *An Analysis of Ecotourism's Economic Contribution to Conservation and Development in Belize*, Volume 2: Comprehensive Report, prepared for World Wildlife Fund (U.S.) and the Ministry of Tourism and the Environment (Belize), (Madrid: WTO, 1985), pp. 58-59.

129 "Tourism Economic Assessment Model." http://www.conferenceboard.ca/economics/travel/impact.htm

130 Greg Hermus, Senior Research Associate, CTRI, phone interview, October 17, 2001.

131 Parks Canada, *Economic Impact Study of the Trent-Severn Waterway National Historic Site of Canada*, Technical Report, September 2000.

132 Hermus, e-mail and phone interview, October 10 and 17, 2001.

133 Tanya Deeks, Parks Canada, phone interview, October 22, 2001.

134 Georgina Grant, "Measuring the economic impact of museum exhibitions," *Communiqué* (Ottawa: CTC, Summer 2001), p. 11.

by CTRI to reflect the unique structure of the Edmonton area economy.[135] Toronto Special Events routinely asks Tourism Toronto to conduct economic impact studies of city-produced events, and it normally uses TEAM to conduct these analyses. Toronto Special Events has developed a survey with input from statisticians to gather data required by TEAM. For example, in the case of Celebrate Toronto Street Festival, the demand-side refers to expenditures of residents and tourists attending the festival. Such expenditures include transportation, accommodation, food and beverages, recreation and retail. A City of Toronto official noted that the primary purpose of such a survey and valid assessment model is to evaluate for residents and tourists the impact of the broad range of festivals and events staged in a city. "While there is no doubt they contribute to the personal, social and economic well-being of residents, a survey helps to quantify and support these benefits."[136]

6.3 The RSRC Per Capita Input-Output Model (RSRC PC I-O)

In 1987, the voters of New Jersey enabled an experiment in public spending that included a $25-million bond fund for capital projects at historic sites. Funding was approved again in 1992 and 1995 for a total sum of nearly $60 million for a matching grants program to help rehabilitate the state's historic sites. Curious about the economic impacts of the preservation-related activity, the fund's administrators found few relevant and comprehensive quantitative studies to guide their investigation. Given the sharp reductions in federal and state programs and funding, garnering information was an increasingly urgent need. In addition to the coalescing of other related planning initiatives, rising interest in heritage tourism and serious discussion about tax incentives to encourage reuse of buildings provided further impetus for the resulting study, *Economic Impacts of Heritage Preservation.*[137]

The study's investigation builds from, and adds to, previous developments in methodology for examining the economic impacts of heritage preservation on construction activity, real estate activity (e.g., historic property value appreciation), and commercial activity (e.g., enhanced tourism). Some of the distinguishing characteristics are its:

- statewide scope;
- development of preservation-specific data;
- comprehensive linked analysis; and
- use of a state-of-the-art input-output model.

The level of detail accomplished in the investigation allows for more precise apportioning of expenditures on heritage preservation than in previous studies. With respect to tourism, detail allows for a precise accounting of the nature of spending of heritage travellers, and therefore of the economic impact of preservation on this sector of the economy.

The study first determines direct effects of the components of historic preservation, and then estimates total (multiplier) effects from historic preservation by application of the RSRC Per Capita Input-Output Model.[138] Developed by the Regional Science Research Corporation (RSRC), this I-O Model functions in the same general way as described previously for other I-O models. One of its defining features, however, is its high level of detail.[139] In addition, its flexibility in allowing changes to RPCs and technology coefficients in light of superior information can be critical to accuracy. Its approach to estimating RPCs is considered "state of the art." [140]

The importance of data to estimating economic impacts and its general paucity have been stressed in this report. Put simply: "Precise data on heritage tourism's share of the overall travel market is not available."[141] For the study, it was necessary to create appropriate datasets through surveys and manipulation of existing data. The information on heritage tourism in New Jersey was developed mainly from survey data supplied by Longwoods International, a company that conducts tourism surveys and research throughout the United States. The New Jersey Division of Travel and Tourism hired Longwoods International in 1991 to monitor travel in the state. Longwoods administers the Travel USA Monitor to 200,000 households assigned to be representative of the U.S.A. Since 1994, the study captures all trips, not just those involving travel of 100 miles or more. From this data, Longwoods then identifies a representative sample of business and leisure travellers to New Jersey and sends a 4-page questionnaire to 1,600 identified travellers. In 1994, there was a return rate of 80%. The purpose of the survey is to identify:

- trip planning;
- itinerary within New Jersey (a map is included);
- sightseeing, recreation, and sports activities on the trip;

135 Economic Development Edmonton, *Economic Impacts of "Arts and Culture,"* pp. 3-5.

136 Joe Halstead, Commissioner Economic Development, Culture and Tourism, "Comparative Analysis of Celebrate Toronto Street Festival and Other Events of Similar Size—All Wards," June 24, 1999, City of Toronto Council and Committees. http://www.city.toronto.on.ca/legdocs/1999/agendas/committees/edp/edp990712/it017.htm

137 Harriette C. Hawkins, Foreword to *Economic Impacts of Heritage Preservation*, p. ii.

138 Listokin, et al., *Economic Impacts of Heritage Preservation*, pp. 13-14, 16.

139 Unlike some other models, the model structure features the 515-by-515 level detail in the interindustry matrix.

140 Listokin, et al., *Economic Impacts of Heritage Preservation*, pp. 246-248.

141 Listokin, et al., *Economic Impacts of Heritage Preservation*, p. 51.

- New Jersey's trip "product" delivery (accommodations, food, attractions, etc.);
- travel expenditures for input into an economic impact model;
- image of New Jersey following the trip; and
- traveller demographics (from the mail panel database).

While the Travel USA Monitor is not focused on heritage tourism *per se,* its comprehensive data fields allow for such analysis. The Rutgers University Center for Urban Policy Research worked with Longwoods to identify from the available data information on heritage tourism. They did so by flagging trip types and activities, for which the level of detail in the survey was such that answers referred to visitation of built heritage. For example, one question that asks about trip experience includes possible responses such as "experience 'heritage areas'" or "interesting architecture" or "small towns/villages." As with previously described methodologies in various studies, the demographic profile, spending characteristics and other attributes collected in the other data fields could then be correlated with these. Through manipulation of data, definitions of adult visitors emerged. These were overnight "primary heritage tourist," "partial heritage tourist," or "non-heritage tourist." The category "daytrip heritage traveller" was also created.[142]

Findings of the study include, of course, economic impact assessments of preservation's relationship to property values, tourism and construction. For the purposes of this report, perhaps the most important findings are that: 1) this kind of study can be and has been undertaken and the results are widely regarded as highly credible, and 2) preservation-specific data is essential for estimating direct effects and for application to appropriate input-output models to estimate total economic effects. Take one example. Annual unfunded heritage preservation needs of historic sites and organizations in New Jersey were estimated at $35.6 million. One consequence is curtailed visitation hours at public sites. Investment in this funding gap would substantially increase visitation of historic sites and induce economic return on investment. To estimate the economic return on investment requires the translation of the added visitation into enhanced tourism. This was possible because of data availability (through surveys and manipulation) that allowed profiling of heritage travellers and their spending.[143]

Application of the RSRC PC I-O Model beyond this particular study is encouraged. In addition to the preservation-specific data developed in the course of the investigation, an important contribntion to the field in and of itself, the model can be used to support favourable public policy through analysis in a number of ways. For instance, when heritage preservation is compared to a state, provincial or national economy, its importance may seem small. The report suggests that, to gain coherence, it may be more useful to make a comparison against a more appropriate scale, i.e., to the tourism industry in general, which is a major employer. It would also be useful to show how public investment in preservation compares to public investment in other activities, such as highway construction. Without such figures, preservation is at a "competitive disadvantage" against those arguing for public funds for other investments and who can marshal statistics to support their cause. Similarly, the impact of tax incentives for heritage preservation can be estimated using the RSRC PC I-O Model. Applied to the U.S. Federal Preservation Tax Incentive, the model showed that for every dollar allowed for a tax credit, the United States Treasury received a return of $1.46 in tax revenue. This was achieved through the generation of economic activity and taxes from the FPTI-aided rehabilitation activities.[144]

There are many more applications for such a model. Consider that, according to English Heritage, preliminary results from a British Tourist Authority (BTA) study indicate that £3 billion (14.1 percent) of tourist expenditures goes directly to the government. On the other hand, the Historic Houses Association, which represents 1,200 historic homes, 270 of which are open to the public, attracting 10 million visitors a year, estimates that only 4 percent of the contribution that these visitors make to the economy goes to the property concerned.[145] The availability of credible data that can be used in an accepted economic impact assessment model would be a beneficial tool in arguments to rectify this kind of imbalance.

[142] Listokin, et al., *Economic Impacts of Heritage Preservation*, pp. 251-257.

[143] Listokin, et al., *Economic Impacts of Heritage Preservation*, pp. 15, 90, 101, 103, 129-131.

[144] Listokin, et al., *Economic Impacts of Heritage Preservation*, pp. 163, 166-174.

[145] English Heritage, *Power of Place: The future of the historic environment* (London: English Heritage, 2000), p. 13.

7.0 SUMMARY AND NEXT STEPS

The Scott Manor House in Fort Sackville was purchased by the Town of Bedford, Nova Scotia, when the owner threatened to demolish the historic 1770 building. Today, the Manor House is a focal point for community activities and has been designated a provincial heritage property.

An individual heritage site is often referred to as the visitor attraction. While the role of such sites in heritage tourism is important, it is often heritage buildings, their setting and relationship to other aspects of the landscape that together create a sense of place that is the essence of the attraction. Quantifying the attraction of sense of place is more difficult than, for example, counting the number of visitors to a historic site. Nevertheless, noting that half of the visitors to Montreal experience the Old Port district gives some indication of the allure of sense of place. Nova Scotia likewise recognizes that its unique built heritage is a key resource for tourism.[146] In other words, we are dealing with the distinction between "picked and presented heritage and tenaciously rooted heritage...,"[147] where the latter is a more natural consequence of the history of a place.

The Heritage Canada Foundation's extensive involvement with tourism, notably through the Heritage Regions program, has focused on this latter type of heritage and tourism. As an organization that promotes the preservation of heritage property and historic places important to all Canadians, it is an essential distinction. This is not to say that heritage experiences cannot and should not be supported through designation of national historic sites and World Heritage townsites, promotion of museums, festivals and an economuseum network. Quite the opposite. What it does mean is that we need to understand the importance of integrating heritage resources into the overall fabric of our landscapes, towns and cities to enhance the quality of life for residents and the quality of experience for tourists. The challenge for those involved in heritage preservation is to understand and work effectively with the tourism industry.[148] For those in the tourism sector, the challenge is to understand the needs of host communities and the principles of heritage conservation.

The need for better economic impact assessment of heritage conservation, including its role in tourism development, has been recognized as a critical issue by the HCF, among others, particularly as public funding becomes scarce.[149] Regardless of whether one agrees that heritage preservation—natural or cultural—is a matter of public trust, what is required in such a climate is better information on the economic effects of preservation activity. As one recent comprehensive analysis in the U.S.A. noted, the rising interest in heritage tourism adds even more impetus for heritage advocates to examine the economic consequences of historic rehabilitation.[150] Concurrently, the call for community revitalization through built heritage conservation and tourism is worthy of serious consideration. As a focus on innovation in urban regeneration and planning by the European Union showed, the revamped development strategies of many cities include urban tourism and reuse of heritage buildings.[151]

Data availability for analysis of the heritage tourism sector is an ongoing concern. One of the positive outcomes from the discovery of data gaps when developing the Canada Tourism Satellite Account (TSA) was the application of energy, time and resources to improve the primary and secondary data

146 Tourism Industry Association Nova Scotia, "Invest in Tourism—Seize the Opportunity." http://www.tians.org/advocacy/

147 Priscilla Boniface and Peter J. Fowler, *Heritage and Tourism in the Global Village* (London and New York: Routledge, 1993), p. 12.

148 Jamieson, *The Challenges of Sustainable Community Cultural Heritage Tourism*, p. 11.

149 Brown, "Heritage, Tourism and Rural Regeneration: The Heritage Regions Programme in Canada," pp. 175, 179-181; Adriana Davies, "Positioning Heritage for the 21st Century," *ICOMOS Canada Bulletin* 5, 2 (1996), pp. 29-33; Mark Fram, "The Personality of the Partnership: The disappearance of government from heritage," *ICOMOS Canada Bulletin* 5, 2 (1996), pp. 23-25.

150 Listokin, et al., *Economic Impacts of Heritage Preservation*, pp. 51-52, 72-73, 165.

151 Jansen-Verbeke and Lievois, "Analysing heritage resources for urban tourism in European cities," p. 82.

sources.[152] Similarly, the gaps in data that have been recognized in the heritage tourism segment provide an opportunity for the application of resources to gather the necessary data and modify or apply appropriate models to enable economic impact assessments of built heritage on the tourism industry. Given the existence or collection of precise demand volume and expenditure values associated with heritage tourism, both the CTC and the Canadian Tourism Research Institute (CTRI) agree that an estimate of the economic impact of heritage tourism or built heritage tourism could be done.[153] A representative of the CTC added that it should be feasible to build such niche application-specific models using the TSA as the overall tourism industry framework and source database. In fact, Parks Canada has already done this in the 1980s and 1990s with its capital investment and parks development impact models for certain sectors of our national built heritage.[154] Economic analyses are typically based on input-ouput modelling, a widely used and accepted methodology for estimating economic impacts in many industries. Given the ability of input-output analysis to produce credible economic impact assessments, preservationists should be more aware of its potential applications.[155]

As a demonstration project, a regional economic impact assessment of built heritage tourism might be carried out in an area or Maritime province with significant built heritage assets and a strong tourism economy. As was seen in the review of the RSRC PC I-O Model used in New Jersey, given the appropriate data it is possible to apportion tourism and other spending on heritage preservation and gain credible economic impact assessments. And, as mentioned, representatives at both the CTC and the CTRI suggest that the models currently available could most likely be applied to the niche segment of built heritage tourism.

Finally, culture is not something to be supported on economic viability alone. It is frequently argued that museums are au item of social property and have a value to the community.[156] The case for the effective funding of museums as a public good is "every bit as applicable to the heritage of our built environment."[157] Looking beyond and slightly outside the narrow focus of economic impact assessment, heritage and tourism stakeholders may want to consider broadening the scope within which places are assessed. The inclusion of the full importance of intangibles such as sense of place might require a different form of model. Recent attempts to outline and develop models that incorporate sense of place and culture have resulted in the amenities modelling approach. By not separating economics and culture, it explains some of the recent growth trends in and around areas that, according to traditional economic theories, should be faltering economically, such as the wilderness areas in the western U.S.A. What is overlooked by traditional theories is attachment to place, the attraction of sense of place, and the willingness of people to "pay to stay" even though economic opportunities might be greater elsewhere. Evidence suggests that the economic value of many places and regions is enhanced by preserving, sustaining and strengthening the physical, social and cultural environment in which they exist, and that this is becoming a development strategy in and of itself.[158]

The confluence of built heritage and tourism exemplifies this type of development. Moreover, as the use of natural areas becomes limited in the future due to a combination of increased use and reduced resource, this may affect the development of cultural heritage resources as tourist products. The expansion of the tourism industry will require a way to absorb this market demand in the face of finite natural heritage resources, and "could put a premium" on both natural and cultural heritage resources.[159] In a related note, Europe has long recognized the importance of integrating natural and cultural heritage resources through protection and support of historic landscapes. Recently, Canada has protected heritage areas that are significant both for their explicit natural and cultural values, such as South Moresby/Gwaii Haanas in B.C.[160] Just as consideration of the relationship between natural and cultural heritage needs to be expanded, so too does the understanding of the relationship between our built heritage and Canada's economy.

152 CTC, "The Canadian Experience in Developing and Using the Tourism Satellite Account," p. 10.

153 Hermus, phone interview, October 17, 2001; Meis, e-mail, November 23, 2001.

154 Meis, e-mail, November 23, 2001.

155 Listokin, et al., *Economic Impacts of Heritage Preservation*, p. 176.

156 Davies, "Positioning Heritage for the 21st Century," p. 30.

157 Newby, "Tourism: Support or threat to heritage?," p. 226.

158 Rudzitis and Johnson, "The Impacts of Wilderness," pp. 23-24.

159 CTC, *Canadian Ed-Ventures*, pp. 43-45. Note, however, that increasing evidence suggests that "cultural tourists are in fact highly selective in their consumption of heritage resources and that 'traditional' heritage areas still have a considerable advantage over 'new' heritage areas because of the accumulated symbolic and aesthetic value accruing to the former." Richards, "Production and Consumption of European Cultural Tourism," p. 262.

160 Ronald G. Seale, "A Perspective from Canada on Heritage and Tourism," *Annals of Tourism Research* 23, 2 (1996), pp. 484-488.

GLOSSARY

BUILT HERITAGE TOURISM Tourism that is driven by the desire of visitors to experience a place with buildings of historic and architectural interest. The visit may be motivated by the presentation of a heritage site developed specifically for the purposes of visitors, the intrinsic heritage value of buildings (historic or architectural), or the overall ambience of a place, of which the built heritage is an integral part.

CARRYING CAPACITY In tourism, the maximum capacity of a site or area to sustain tourist activity without deterioration in the quality of the visitor's experience or of the environment. Hence, carrying capacity has physical, social (perceptual) and environmental dimensions. It is normally expressed in terms of a given number of concurrent users of, for example, a historic attraction, beach or resort.[161] The concept was developed in biological studies and when applied to recreation management it was broadened to include the social-psychological dimension. Its application to tourism in the late 1970s further expanded the concept to include economic and cultural considerations. A key point is that carrying capacity cannot be determined by straightforward scientific solutions. Rather, it is a framework or tool to aid decision making.

HISTORIC LANDSCAPE The built, culturally modified and natural features of the surrounding land that are significantly linked and imbued with heritage values. The character-defining elements are derived from the relationship between the natural setting and the historic cultural context and actions that created the built heritage.

LEAKAGES Once a purchase is made, the amount of money that no longer circulates within a given economy because it has been utilized to procure goods and services supplied from outside the defined economy (e.g., local, regional or national). For example, when a tourist spends x money at foreign international hotel chains, a certain amount is used to purchase goods and services that are imported. A greater percentage of x money is lost as "leakage" from the local economy as well as from the regional and national economies than if a tourist spent the equivalent amount at locally owned, managed and supplied accommodations and eating establishments.

LEARNING VACATION A vacation offering a pre-organized, structured, high-quality learning opportunity that allows visitors to experience the authentic cultural, historical and natural wonders of an area.[162]

SENSE OF PLACE Character, identity, spirit and image of neighbourhoods, communities or regions.[163]

TOURISM DOMAIN The components of tourism, both internal and external to the industry, that affect and/or have a stake in tourism.

TOURISM MULTIPLIERS Numerical coefficients that measure the total effect (i.e., direct, indirect and induced) of initial tourist expenditure in an area as a result of its subsequent diffusion in the economy. Different types of multipliers measure the effect on business turnover, the level of output in the economy, total incomes and employment. The multiplier values depend on propensities to consume and to import.[164] Three factors influence the size of multipliers, therefore, all other things being equal. First, the size of the multiplier is an artifact of the size of the study area: the larger the study area, the smaller will be the leakage and the larger will be the multiplier. Second, the more integrated the economy, the higher will be the multiplier. Third, the nature of the initial spending is important. For example, spending at a small inn is often associated with a higher multiplier because its purchases tend to be local (i.e., less leakage).[165]

TOURIST PRODUCT In a narrow sense, what tourists buy, e.g., transport or accommodation, separately or as a package. In a wider sense, an amalgam of what the tourist does and of the attractions, facilities and services he/she uses to make it possible. From the tourist's point of view, the total product covers the complete experience from leaving home to return. As distinct from the airline seat or hotel room as individual products, the total tourist product is a composite product.[166]

TOURIST/VISITOR ATTRACTIONS Elements of the tourist product that attract visitors and determine the choice to visit one place rather than another. Basic distinctions are between site attractions (e.g., climatic, scenic, historical) when the place itself is the major inducement for a visit, and event attractions (e.g., festivals, sporting events, trade fairs) when the event staged is the larger factor in the tourist's choice than the site; often the site and the event together combine to determine the tourist's choice. Another distinction is between natural and built attractions, as between beaches and heritage towns.[167]

161 S. Medlik, *Dictionary of Travel, Tourism and Scotland Hospitality* (Oxford: Butterworth-Heinman Ltd., 1993) p. 27.
162 CTC, *Canadian Ed-ventures*, p. 7.
163 HCF, *Synopsis of Heritage Canada's Approach to Community Development* (Ottawa: HCF, n.d.).
164 S. Medlick, *Dictionary of Travel*, p. 149.
165 Geoffrey Wall, "Scale Effects on Tourism Multipliers," *Annals of Tourism Research* 24, 2 (1997), p. 447.
166 S. Medlick, *Dictionary of Travel*, p. 151.
167 S. Medlick, *Dictionary of Travel*, p. 151.

INPUT-OUTPUT ANALYSIS In its modern form, input-output (I-O) analysis was advanced and developed by Wassily Leontief and first used in 1936 to model the U.S. economy. Most countries now produce input-output tables. Input-output models focus on the interrelationships of sales and purchases within the economy. The interrelationships represent the economy of a region by describing the flows of goods and services among the sectors of the economy. Modelling is based on the recording of these accounts in what is called an interindustry transactions table or matrix. The tables can represent total sales from one sector to others, purchases from one sector, or the amount of purchases from one sector to produce a monetary unit of output from another sector. In other words, the column industries are consuming sectors and the row industries are purchasing sectors. The content of a cell matrix is the value of shipments that the row industry delivers to the column industry sector. Conversely, it is the value of shipments that the row industry receives from the column industry sector.[168] Input-output tables typically exist at the national and state/provincial level. In Canada and the U.S.A., over 500 sectors are modelled.

Two key assumptions are: I-O models assume no economy of scale to production in an industry's production process, and technical coefficients used in most regional models are based on the assumption that production processes are spatially invariant. If the region is not large and diverse, this may not hold true.[169] Also, the surveys required to collect data are typically prohibitively expensive. Substitutions and adjustments are more often made by regional analysts with little loss of model accuracy.[170]

[168] See Listokin, et al., *Economic Impacts of Heritage Preservation*, pp. 239-245.
[169] Listokin, et al., *Economic Impacts of Heritage Preservation*, p. 249
[170] Listokin, et al., *Economic Impacts of Heritage Preservation*, pp. 244-245.

APPENDIX 1

The Political Economy of Tourism

According to industry leaders, tourism in Canada has received less attention than it deserves as an important contributor to the economy. In an attempt to rectify this situation, a special advisor on tourism was directed to determine and report to the Prime Minister what steps the federal government could take to enhance Canada's tourism industry. The 1994 report recommended a number of actions to bolster the tourism industry, its image, and its marketing capabilities, including the establishment of the Canadian Tourism Commission (CTC).[171] Subsequently founded in 1995 with a $15-million budget, the CTC became a Crown Corporation on January 2, 2001, and now has a $75-million annual budget.[172] The mandate of the CTC is to promote Canadian tourism.

The CTC is a consortium of public- and private-sector partners that reflects the fact that tourism businesses relate with, depend on, and impact a large number of individuals, communities, governments and other organizations. The interdependence of the many components of the tourism domain requires co-operation and collaboration between the public and private sectors to achieve a successful tourism sector. This typically includes the administrators/regulators and the operators, as well as the host community.[173] The interdependencies amongst the components of tourism, both internal and external to the industry, mean that the complex tourism domain cannot be successfully and positively addressed in isolation from others affecting and/or with a stake in tourism.[174]

Sense of Place, Tourism and Resource Use

To better understand the role of built heritage in tourism first requires an awareness of the role of built heritage to quality of life and sense of place generally, and how oue's perspective of place and heritage affects the value attached to it. Place, after all, is the tourism product that is to be secured, developed and in some way interpreted by or for the tourist. As the U.S. Forest Service has found, in many ways place is how the "good life" is defined.[175] Often, the underlying debates about environment, economy and society are actually about *"what constitutes a good life."* The issue—in this case the use of built heritage for tourism and the related issues of preservation and appropriate use—"serves only as the means of persuasion, a staging ground for the underlying debate."[176]

As previously mentioned, understanding the processes and the political economy of which both heritage conservation[177] and tourism[178] are a part is fundamental to the ability of heritage activists to shape the role that heritage will have in the tourism industry. A common theme in tourism studies is to stress that tourism is highly integrated with macro-scale processes.[179] These include the local and global implications of global systems of interaction,[180] and a renewed political force of local communities.[181] Places are struggling against globalization, while simultaneously capitalizing on economic opportunities that were formerly not available to them.

Demand for tourism experiences can be expected to cause both opportunities and conflict over the desirability of, and policy affecting, the use of resources for tourism. Consequently, despite the economic importauce of tourism, the myths of a benign industry with few negative impacts have been put to rest by such seminal works as Turner aud Ash's *The Golden Hordes.* Since then, there has been growing pressure to include more than economic values alone in tourism planning, and to reveal that the balance of benefits and costs is not experienced by the majority of those involved in, and affected by, the development and practice of tourism.[182] In short, tourism unevenly affects the resources, residents and businesses within and beyond a tourism locale. Moreover, since "tourism is essentially about the creation and reconstruction of geographic landscapes as distinctive tourism destinations through manipulations of history and culture,"[183] tourism is largely about land use. Studies of the political economy of place reveal that land use is a fundamental, though largely unseen, arena for politics.[184] Value and power differences mean that land use involves the potential for conflict over access to resources, authority over legitimate use of resources, and the power to control these.

Tourism Planning

Particularly in the past two decades, the complexity of tourism and the biases of conventional tourism planning have encouraged the development of integrated planning approaches based on the concepts of community and sustainability. Integrated planning developed

171 Buchanan, *Report from the Honourable J. Judd Buchanan,* p. 5.

172 Helena Katz, "CTC 'puts on the Crown,'" *Communiqué* (Ottawa: CTC, Jan./Feb. 2001), pp. 1, 3.

173 WTO, *National and Regional Tourism Planning: Methodologies and Case Studies* (London: Routledge, 1994); WTO, *Tourism to the Year 2000,* p. 31.

174 See E. L. Trist, "Referent Organizations and the Development of Inter-organizational Domains," *Human Relations* 36, 3 (1983), pp. 269-284.

175 Rudzitis and Johnson, "The Impacts of Wilderness," pp. 23-24.

176 Neil Evernden, *The Social Creation of Nature* (London and Baltimore: The Johns Hopkins University Press, 1992), p. 5.

177 Jamieson, "New Challenges in Maintaining Our Heritage at the Local Level," pp. 26-28.

178 Penelope Canan and Michael Hennessy, "The Growth Machine, Tourism and the Selling of Culture," *Sociological Perspectives* 32, 2 (1989), pp. 227- 243; Turner and Ash, *The Golden Hordes,* p. 251; Nezar AlSayyad, ed., *Consuming Tradition, Manufacturing Heritage.*

179 See AlSayyad, ed., *Consuming Tradition;* Turner and Ash, *The Golden Hordes.*

180 S. Lash and J. Urry, *Economies of Signs & Space* (London: Sage, 1994).

181 Jay M. Stein, ed., *Growth Management: the Planning Challenge of the 1990s* (Newbury Park, California: Sage, 1993).

182 See Canan and Hennessy, "The Growth Machine, Tourism and the Selling of Culture," pp. 227-243; AlSayyad, ed., *Consuming Tradition, Manufacturing Heritage.*

183 G. Ringer in Robinson, "Tourism Encounters: Inter- and Intra-Cultural Conflicts and the World's Largest Industry," p. 47.

184 Sce H. Molotch, "The City as a Growth Maehine: Toward a Political Economy of Plaee," *American Journal of Sociology* 82, 2 (1976), pp. 309-332; Patsy Healy and Tim Shaw, "Changing meauings of 'environment' in the British planning system," *Transactions of the Institute of British Geographers* 19 (1994), pp. 425-438; Susan Owens, "Land, limits and sustainability: a conceptual framework and some dilemmas for the planning system," *Transactions of the Institute of British Geographers* 19 (1994), pp. 439-456; Robert Madrigal, "Residents' Perceptions and the Role of Government," *Annals of Tourism Research* 22, 1 (1995), pp. 86-102.

in response to dissatisfaction with the traditional focus of tourism planning on maximizing economic growth.[185] In a series of articles and books, Murphy argued that goal-setting geared towards business interests and economic growth has been limited by a number of factors. These include an underrating of the political dimensions of the decision-making process at the municipal level, a failure to give adequate weight to short-term horizons of elected representatives, the growing involvement of interest groups (such as environmental and heritage), and lack of sufficient consultation and planning at the local level by central agencies.[186] The integrated approach, in contrast, takes a broad perspective of tourism, and requires constant evaluation, reassessment, and feedback. The intended result is a more holistic and comprehensive conceptualization of, and planning for, both the negative and positive impacts of tourism. In turn, this leads to less "boosterism" and a more rational evaluatiou of costs and benefits.[187] The main components of integrated and conventional planning are outlined in Table 1.

INTEGRATED PLANNING	*CONVENTIONAL PLANNING*
Action-oriented; planning and implementation as a single process	Plan-oriented; planning separated from implementation
Examination of organization's values and critique of its performance	Organization's values not considered and its performance not examined critically
Environmental scan considers factors in external environment affecting achievement of objectives	Environmental scan rarely done
Explicit mission statement, fully cognizant of implementation capability	Vague goals, not tested for consistency or implementability in a shared action space
Planning process is ongoing	Planning process is periodic
Builds capacity for planning and orgauizatioual learning	Capacity-building not an explicit objective
Values intuition and judgment highly	Values analysis highly
Proactive, with contingency planning	Preactive and reactive; no contingency planning

***Table 1** Integrated planning vs. conventional planning. (Adapted from Lang 1986, p. 28, Fig. 3 in Gunn 1988, p.18).*

The recently influential community and sustainability approaches to tourism planning, development and management hold considerable appeal for host communities as they integrate their long-term interests. Conversely, exploitive practices may cause high turnover in staff[188] and a corresponding "loss of community cohesion and stability."[189] In many cases, sufficient consideration has not been given to how the physical environment is affected by the sole pursuit of short-term financial gain. This pursuit not only compromises the long-term stability and vitality of the industry in that particular locale but can also lead to considerable economic and social disruption.[190] In response to disruptions, host communities are increasingly sophisticated and organized in controlling tourism on their own terms.[191] Ultimately, government must set regulations to minimize externalities and check over-exploitation of the physical environment.[192] It has been pointed out that "an exclusively internal perspective is no longer valid" for the tourism industry, and that integration with other parts is virtually mandatory.[193] Planners are finding it increasingly necessary to incorporate and "strive to understand the hasis for" differences in values and attitudes to reduce conflict.[194] In short, tourism advocates require a more domain-level focus,[195] which necessitates a consideration of a broad base of values to manage the turbulence of the complex tourism domain.[196]

Rational evaluation requires that the question of *whose* costs and benefits be addressed.[197]

185 Getz, "Models in Tonrism Planning," p. 22.

186 Peter E. Murphy, "Tourism as a Community Industry," *Tourism Management* 4, 3 (1983), pp. 180-193; Murphy, *Tourism, A Community Approach* (New York and London: Routledge, 1985); Murphy, "Community Driven Tourism Planning," *Tourism Management* 9, 2 (1988), pp. 96-104.

187 Getz, "Models in Tourism Planning," pp. 31-32.

188 Alison Gill and Peter Williams, "Managing growth in mountain tourism communities," *Tourism Management* 15, 3 (1994), p. 218.

189 Coopers and Lybrand Consulting, *Tourism Outlook Project,* prepared for the Banff Bow Valley Study Task Force, Banff, Alberta, April 4, 1995, p. 9.

190 Allen M. Williams and Gareth Shaw, "Tourism policies in a changing economic environment," in *Tourism and Economic Development,* ed. by Allen M. Williams and Gareth Shaw (London and New York: Bellhaven Press, 1988), pp. 230-239; WTO, *National and Regional Tourism Planning.*

191 Robert F. Prosser, "The Ethics of Tourism," in *The Environment in Question: Ethics and Global Issues,* edited by David E. Cooper and Joy A. Palmer (London: Routledge, 1992), pp. 37-50.

192 Williams and Shaw, "Tourism policies in a cbanging eeonomie environment," pp. 230-239; Russell A. Smith, "Beach Resort Evolution: Implications for Planning," *Annals of Tourism Research* 19 (1992), pp. 304-322.

193 Clare A. Gunn, *Tourism Planning,* 2nd ed. (New York: Taylor and Francis, 1988), p. 206.

194 John Saremba and Alison Gill, "Value Conflicts in Mountain Park Settings," *Annals of Tourism Research* 18, 3 (1991), p. 456.

195 Steven Selin and Kim Beason, "Interorganizational Relations in Tourism," *Annals of Tourism Research* 18, 3 (1991), p. 649.

196 See F. E. Emery and E. L. Trist, *Towards a Social Ecology* (London: Plenum Publishing Company Ltd., 1973).

197 Canan aud Hennessy, "The Growth Machine, Tourism and the Selling of Culture," pp. 227-243; Peter Johnson and Barry Thomas, *Perspectives on Tourism Policy* (New York: Mansell Publishing Ltd., 1992); Smith, "Beach Resort Evolution," pp. 304-322.

This avoids the use of rationales for determining costs and benefits driven primarily by the goal of growth,[198] and the practice of exclusively "expert" assessment of cost/benefit criteria and judgments.[199] Note that these rationales will determine the outcome of whose costs and benefits are being accounted for,[200] in large part because cost/benefit analysis requires a consideration of which goods and services are to be subsumed under market conditions and which not.[201] Measuring costs and benefits is notoriously difficult, and in tourism the criteria for evaluating the relative costs and benefits of tourism to the public are volatile and contested.[202] Economic impact analysis, in contrast, is a simpler, more straightforward assessment of tourism impact, since it is concerned with a narrower set of values that are relatively easily quantified.

Concerns about the Use of Heritage for Tourism

The use of heritage for tourism may be cause for concern due to its effect on the resources, host communities and managers of the resources. The potentially conflicting expectations and aspirations of visitors, host communities, entrepreneurs, government bodies and heritage managers present many challenges and opportunities. To date, the conflict between cultural heritage and tourism has been more pronounced in European and developing countries where mass tourism has arisen.[203] In Canada, conflict over resource use by tourism has been focused in the natural heritage sphere. Nevertheless, just as the dual mandate of human use and preservation in national parks has been an issue of contention for many decades, the growing demand for access to and use of cultural heritage for tourism in Canada has the potential for creating conflicts. In the case of built heritage, the concern is with "the way in which the built environment is used to support tourism and the consequences of that support."[204]

As discussed, the standardization of products, services and places is fuelling the demand for built environments that promise unique cultural experiences, causing many nations to turn to heritage preservation as an expression of self-definition and as a way to attract tourists. At the same time, the act of conservation is one of local action in the face of processes that are structural in the economy and often international in scope. "Of all the processes at work, analysis of tourism impacts should feature high on the conservation agenda."[205] As such, understanding the connection between heritage preservation and tourism development requires grounding in both history and political economy. A mature heritage tourism industry that is responsible, responsive and anticipatory must holistically conceptualize the role of heritage in tourism, and both the positive and negative effects that tourism has on these resources.

The inter-connected concerns noted here reflect recurring themes found in the heritage tourism literature:

- Commodification and simplification of history/authenticity

  To make a marketable product, history is often selective, simplified, and sanitized. In the seminal book, *The Golden Hordes: International Tourism and the Pleasure Periphery*, Turner and Ash declared tourism the enemy of authenticity and cultural identity. While strongly worded, this sentiment is common. The following observation is one example:

  "When heritage becomes linked to tourism it risks losing control of the heritage message being selected and presented. If, for example, market research showed that 'ethnic' food, 'ethnic' architecture and casinos were what attracted tourists...then the heritage movement might find that money is only then made available for projects which enhance that image. The community itself then adopts this distorted vision, and so the creation of a 'playground' for outsiders begins to alter the historical consciousness of a community.... Heritage-in-the-service-of-tourism can become too closely linked to economic development...when the historical message offered in such projects is geared primarily to an 'outside' market or transient visitor, then it does long-term disservice to its own community members and their sense of the past."[206]

  In the case of discrete historic sites, interpretation may simplify history by removing references and markers in the built environment to non-marketable items, such as the work of women, inter-ethnic conflict and discrimination, and general suffering.[207]

  The consequences of using cultural and heritage resources for tourism necessitates a consideration of who consumes these attractions, the manner in which they are consumed, and the influence these have on shaping the production of heritage commodities. As observed in Scotland, a proposal in the early 1990s for an 80-acre Highland Folk Park was "essentially a theme park, a fantasy world" that drew on the historic experiences of the Highlands to fulfil an economic—rather than cultural—goal, in that there was already an effective folk

198 Molotch, "The City as a Growth Machine"; Canan and Hennessy, "The Growth Machine, Tourism and the Selling of Culture"; Madrigal, "Residents' Perceptions and the Role of Government."

199 Edward Inskeep, *Tourism Planning: An Integrated and Sustainable Development Approach* (New York: Von Nostrand Reinhold, 1991), p. 26.

200 See Robert W. Lake, "Planning and applied geography: positivism, ethics, and geographic information systems," *Progress in Human Geography* 17, 3 (1993), pp. 404-413.

201 See Matthias Kettner, "Scientific Knowledge, Discourse Ethics, and Consensus Formation in the Public Domain," in *Applied Ethics: A Reader*, ed. by Earl Winkler and Jerrold Coombs (Oxford: Blackwell, 1993), p. 38.

202 AlSayyad, *Consuming Tradition, Manufacturing Heritage*, p. 16; BBVS, *Banff-Bow Valley: At the Crossroads*, Technical Report of the Banff-Bow Valley Task Force, prepared for the Honourable Sheila Copps, Minister of Canadian Heritage, Ottawa, 1996; Smith, *Tourism Analysis*, p. 289.

203 See AlSayyad, ed., *Consuming Tradition, Manufacturing Heritage;* Nordic World Heritage Office (NWHO), *Sustainable Tourism and Cultural Heritage.*

204 Newby, "Tourism: Support or threat to heritage?," p. 208.

205 Newby, "Tourism: Support or threat to heritage?," pp. 206-207.

206 J. Friesen, "Introduction: heritage futures," *Prairie Forum* 15, 2 (1990), p. 197 in P.J. Larkham, "A New Heritage for a New Europe," *Building a New Heritage*, p. 261.

207 Gordon Waitt, "Consuming Heritage: Perceived historical authenticity," *Annals of Tourism Research* 27, 4 (2000), p. 837.

museum in the area.[208] That such strategies are effective economically likely results from the observation made by many researchers that, for the tourist, authenticity is negotiable.

- Appropriate use, including integrity of the physical resource and accessibility

Debate over the carrying capacity of cultural heritage resources, particularly of material items such as buildings, is analogous to the debates and issues surrounding the use of natural heritage for tourism that have been ongoing in Canada's national parks for decades. The threat to built heritage in Canada may similarly lie in the potential domination of conservation values by commercial values, which some argue is the typical result of the growth of tourism.[209] The Second International Seminar on Tourism Management in Heritage Cities, organized by a number of international agencies, including the World Tourism Organization (WTO) and UNESCO, similarly found that one of the two main issues to arise was the need to minimize the negative effects of tourism through the management of control variables, such as access, and the quality of complementary products and services to tourists.[210] Excessive or poorly managed tourism and tourism-related development threaten the physical nature, integrity and significant characteristics of heritage resources as well as host communities. Visitors' experience of the place may then also be degraded. As UNESCO cautioned in its discussion on heritage routes, their protection and promotion require skilled management and, more particularly, careful control of the level of tourism affecting them.[211]

- Risks of upsetting balance of urban system

Despite the importance of the built environment as the cultural space and place of tourism encounters, the tourism industry shows no real concern for the cultural dimensions of place.[212] Tourism pressures have led to oversimplification of the economic structure in some parts of cities and the modification or elimination of a city's symbols and heritage when they no longer appear to serve any immediate economic purpose. For example, the French Quarter in New Orleans, while still a residential neighbourhood, is under constant siege from commercialization forces that threaten to swamp the local ambience of the place.[213] The two main threats in such cases are outsider-directed formulas, including convention centres, which dwarf the locale in scale and replace locally owned businesses. The second is the wholesale reorientation to tourist activity, which causes a place to cease being real and eventually lose its appeal even to tourists.[214]

Commodification of the heritage fabric can lead to placelessness when shopkeepers and planners place the interests of visitors over those of residents. In such instances, they represent "an assertion of the importance of the tourism market," rather than a compromise between the old and the new. In the U.K., a uniformity of heritage towns has been observed that also does not serve the local population.[215] The proliferation of chains and stores that increasingly meet only the needs of tourists can be seen in Canadian heritage places as well, with Banff being one of the most publicized in this conflict between values.

- Integrity of heritage professionals in the face of commercialization and funding shortfalls

There is a danger that heritage professionals may compromise their positions with regard to the tourism industry. Tourism is a business, first and foremost, "and both its ethics and aesthetics primarily respond to market demands."[216] It has been observed that, to produce successful tourism destinations, heritage professionals might have to accept a more all-encompassing definition of historical/cultural heritage because a visitor's view of heritage is less rigidly defined.[217] In assessing whether the heritage experience an organization has to offer meets the needs of tourists, some organizations may be reqnired to compromise how they present their heritage.[218] Moreover, a panel of U.K. heritage managers and experts expects that the financial situation within the heritage sector will continue to erode over the next decade.[219] Canadian heritage institutions have suffered similar declines.[220] Consequently, the "user pay" principle that has been forced to some degree on both natural and heritage sites has likewise raised economic management issues for cultural heritage managers that include admission pricing and allocation of funds.[221] This climate induces heritage preservationists to seek alternative sources of funding, including tourism.

The HCF recognized these potential pitfalls in their previous community development work. The Main Street Canada program stressed avoiding the allure of "theme villages" and "sanitized streets," and instead urged awareness that one of main street's strongest selling points is its diversity; uniformity reduces

208 John R. Gold, *Imagining Scotland: Tradition, Representation and Promotion in Scottish Tourism since 1750* (Hants, U.K.: Solar Press, 1995), p. 155.
209 Newby, "Tourism: Support or threat to heritage?," p. 215.
210 Antonio P. Russo, et al., "Tourism Management in Heritage Cities," *Annals of Tourism Research* 28, 3 (2001), p. 825.
211 UNESCO, *Routes as Part of our Cultural Heritage.*
212 See AlSayyad, ed., *Consuming Tradition, Manufacturing Heritage.*
213 Moe and Wilkie, *Changing Places*, p. 106.
214 Roberta Gratz in Moe and Wilkie, *Changing Places*, p. 106.
215 Newby, "Tourism: Support or threat to heritage?," p. 220.
216 AlSayyad, "Global Norms and Urban Forms in the Age of Tourism ," p. 15.
217 Light and Prentice, "Who Consumes the Heritage Product?," p. 112.
218 Lee and Williams, *Strategic Directions for Culture and Heritage Tourism in B.C.*, p. 41.
219 Garrod and Fyall, "Managing Heritage Tourism," p. 675.
220 Ruth, "Preservation Pays," HCF Toronto Conference, p. 29.
221 Garrod and Fyall, "Managing Heritage Tourism," pp. 674-682.

interest and value.[222] And while these concems are potential barriers to a symbiotic relationship between tourism and built heritage, tlie trend is towards their conscious integration in development as a way of managing the resources. The ICOMOS *International Cultural Tourism Charter,* which was adopted in October 1999 to replace the 1976 Charter, is indicative of this new relationship. Unlike the 1976 Charter, which was cautious towards tourism, it maintains that one of the major reasons for undertakiug any form of conservation is to make the heritage significauce of the place or object accessible to the visitor, albeit in a managed way. The Charter asserts that, without a high level of public awareness and support, the conservation of buildings and the cultural heritage generally will never achieve the political aud funding support necessary for its survival.

222 John C. Williams and Maureen Atkinson, *Marketing Main Street,* a Main Street Canada Technical Manual (Ottawa: HCF, April 1988), p. 38.

APPENDIX 2

Selected Statistics Canada Heritage and Tourism Surveys[223]

Survey of Heritage Institutions

Status:	Active
Description:	This survey is conducted to provide data to government and cultural associations in order to gain a better understanding of the not-for-profit heritage institutions in Canada and help in the development of policies, the conduct of program evaluations and policy reviews, and the area of advocacy in the heritage sector.
Division Responsible:	Culture, Tourism and the Centre for Education Statistics
Type of Snrvey:	The Survey is a Census The Survey is a Direct Survey Voluntary Survey
Frequency:	Annual
Effective Date:	1938
Subjects:	Arts. Culture and Recreation Heritage resources

Archives Supplement to the Survey of Heritage Institutions

Description:	Data on records management function, historical archives holdings, personnel, accommodations and facilities, restoration and service to the public.
Division Responsible:	Culture, Tourism and the Centre for Education Statistics
Type of Survey:	The Survey is a Census Voluntary Survey

The Input-Output Structure of the Canadian Economy in Current and Constant Prices

Status:	Active
Description:	The annual Input-Output tables are produced at a very detailed level and thus serve as benchmarks to the Canadian System of National Accounts.
Division Responsible:	Input-Output
Frequency:	Annual
Effective Date:	1961
Type of Survey:	The Survey is a Sample Survey Administrative Data Sources are Used The Survey is Derived Voluntary Survey
Subjects:	Economic conditions National accounts

223 Statistics Canada, "The full list of surveys." http://www.statcan.ca/english/sdds/

National Tourism Indicators

Status:	Active
Description:	The National Tourism Indicators are used to monitor supply, demand and employment for tourism in Canada on a timely basis. The quarterly tables are derived using the National Income and Expenditure Accounts (NIEA) and various industry and travel surveys. The Indicators are available about 90 days after the reference quarter or four weeks following the release of the quarterly NIEA tables. The tables include actual data and percentage changes for seasonally adjusted current and constant price estimates. A brief analytical text (with graphics) is also provided. This product provides quarterly updates for the more comprehensive Tourism Satellite Account (TSA).
Division Responsible:	Income and Expenditure Accounts
Type of Survey:	The Survey is Derived
Frequency:	Quarterly
Effective Date:	First quarter 1986 to date
Subjects:	Tourism Travel and Tourism

Annual Survey of Arts, Entertainment and Recreation

Status:	Active
Description:	The survey objective is the collection and publication of data necessary for the statistical analysis of the arts, entertainment and recreation industries. The target population consists of all statistical establishments classified to sector 71 according to the North American Industrial Classification System (NAICS) during the reference year 1998, except those establishments classified to sub-sector 7132 — Gambling Industries. These establishments operate facilities or provide services to meet the cultural, entertainment and recreational interests of their patrons. The information from the survey can be used by businesses for market analysis, by trade associations to study performance and other characteristics of their industries, by goverument to develop national and regional economic policies, and by other users involved in research or policy making.
Most Recent Data Release:	Data for 1998 released on February 8, 2001
Division Responsible:	Service Industries
Frequency:	Annual
Effective Date:	1982 to 1996 based on the SIC, 1997 onwards based on the NAICS
Type of Survey:	The Survey is a Sample Survey The Survey is a Direct Survey Administrative Data Sources are Used Mandatory Survey

Survey of Adventure Travel Operations in Canada

Status:	Active
Description:	The survey was conducted on a cost-recovery basis by Small Business and Special Surveys at the request of the Canadian Tourism Commission. It provides an update to the last survey on adventure travel, which was conducted in 1993. Its results will be compared with the 1993 data to help assess the growth of the industry and to identify emerging trends in products offered, to study changes in the demographic characteristics of travellers and companies' business practices. The target population for the survey consisted of all companies that derived most of their revenues from adventure travel in 1999.
Most Reeent Data Release:	Data for 1999 released on May 9, 2001
Division Responsible:	Small Business and Special Surveys
Frequency:	Occasional
Effective Date:	October 5, 2000
Type of Survey:	The Survey is a Census The Survey is a Direct Survey Voluntary Survey
Subjects:	Tourism Travel and Tourism

Survey of Canada's Tourist Attractions 1996

Status:	Active
Description:	The purpose of this survey is to collect new statistical information on Canada's tourist attractions.
Division Responsible:	Small Business and Special Surveys
Frequeucy:	One Time
Effective Date:	1995
Type of Survey:	The Survey is a Sample Survey The Survey is a Direct Survey Voluntary Survey
Subjects:	Tourism Travel and Tourism

Survey of the Cultural Labour Force

Status:	One Time Only
Description:	The objective of the survey is to provide the first comprehensive portrait of people working in the arts, cultural industries and heritage: their labour market status and patterns, related education and training, income and financial support and demographic characteristics. The information will be used in the development of training and employment programs that better meet the needs of the cultural sector.
Division Responsible:	Culture, Tourism and the Centre for Education Statistics
Frequency:	One Time
Effective Date:	June 1994 -1995
Type of Survey:	The Survey is a Sample Survey The Survey is a Direct Survey Voluntary Survey
Subjects:	Arts, Culture and Recreation Labour Labour force characteristics

Canadian Travel Survey[224]

Status: Ongoing

Description: This publication presents data and analytical text on more than 30 trips and socio-economic characteristics of Canadians travelling within Canada. Trip information includes purpose, activities, mode of transportation, length of stay, origin and destination, and expenditures. In addition to providing national data, the publication also includes some tables presenting provincial and metropolitan detail. The CTS is conducted by Statistics Canada with the co-operation aud support of the CTC and the ten provincial governments. In 1997, the Project for Improvement of Provincial Economic Statistics (PIPES) of Statistics Canada joined as a partner.

Division Responsible: Culture, Tourism and the Centre for Education Statistics

Frequency: Annual

Effective Date: August 29, 2000

Type of Survey: n.a.

Subjects: Travel and tourism

Tourism Attitude and Motivation Study

Status: Not Specified

Description: The Tourism Attitude and Motivation Study has been designed to discover not only the reasons why trips are taken but what motivated the traveller in the first place. The answers provided will be an indication of how important people, places and things were to each trip; how pleased or displeased the person was with the trip; and, what people look for and/or expect when they travel.

Division Responsible: Household Surveys

Effective Date: 1983

Type of Survey: The Survey is a Sample Survey
The Survey is a Direct Survey
Voluntary Survey

Subjects: Social behaviour
Tourism
Travel and Tourism

Survey on the Importance of Nature to Canadians

Status: Not Specified

Description: The survey objective is to measure the social and economic benefits of nature-related activities by collecting information on outdoor activities in natural areas and various nature-related sports, such as hunting and fishing. This survey was conducted by the Special Surveys Group for the Canadian Wildlife Service of Environment Canada, provincial wildlife agencies and non-governmental organizations.

Division Responsible: Special Surveys

Effective Date: 1981-2001

Type of Survey: The Survey is a Sample Survey
The Survey is a Direct Survey
Voluntary Survey

Subjects: Environment
Natural resources
Wildlife

224 Statistics Canada. *Canadian Travel Survey Microdata User's Guide* (Ottawa: Ministry of Indnstry, March 2000), p. 1; Statistics Canada, "Canadian Travel Survey: domestic travel." http://www.statcan.ca/english/IPS/Data/87-212-XPB.htm

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