

Preserving the Spirit of Place
“genius loci”

An aerial photograph of Lancaster, Pennsylvania, taken during sunset. The sky is a gradient of orange, pink, and yellow, with the sun visible on the right side. In the foreground, a prominent white church steeple with a cross on top is visible. The town below is a mix of residential houses and larger brick buildings, including a prominent brick structure with a tower. The background shows rolling hills under a hazy sky.

The Lancaster County, Pennsylvania Experience

Presented to:
Civic Tourism Conference II
Blackstone Valley, Rhode Island

October 15th-18th, 2008



By: Scott W. Standish

Lancaster County Planning Commission

Preserving Our Spirit of Place



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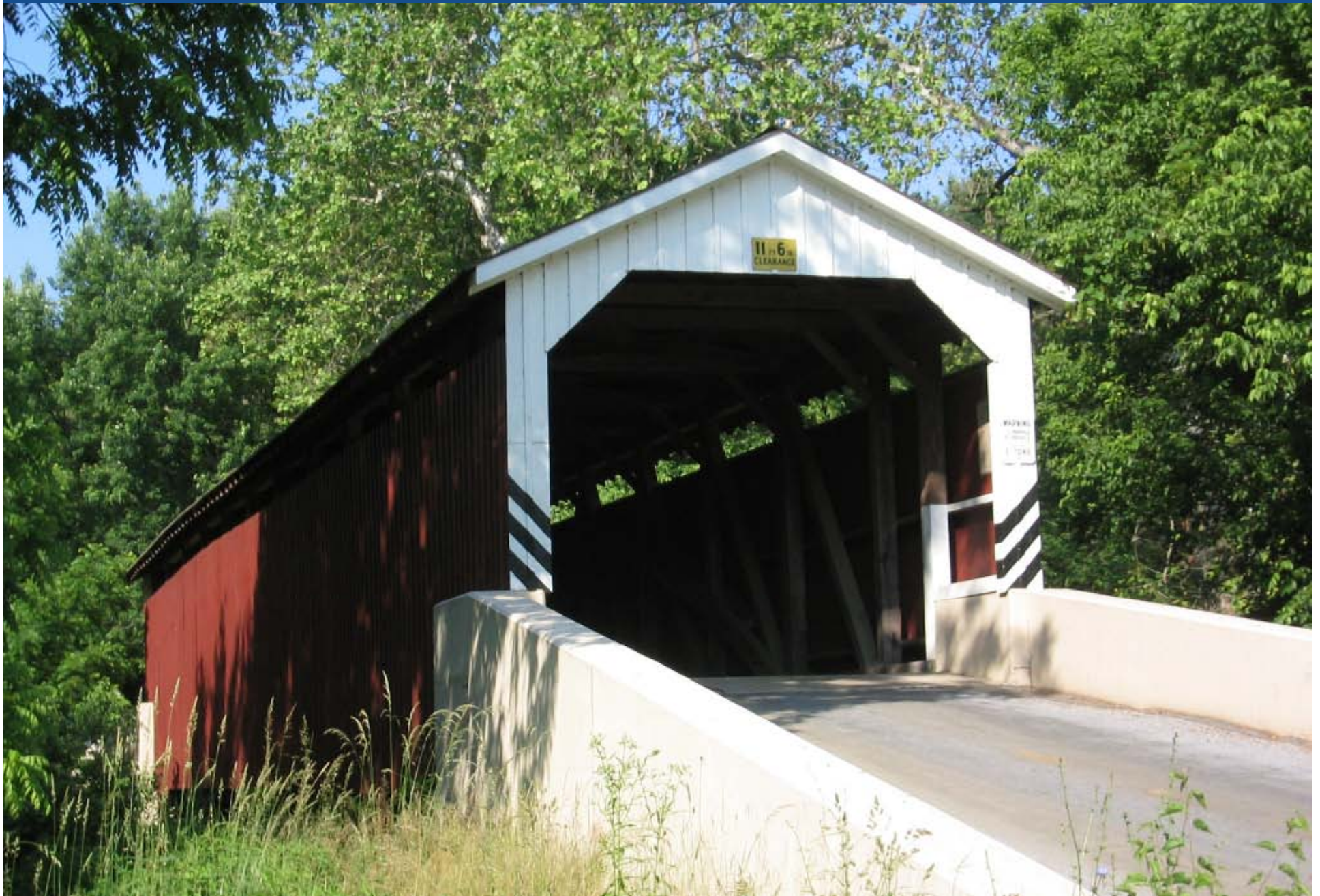
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Lower Susquehanna River Gorge



The Susquehanna River – An Outdoor Recreation Paradise



Discovering Our Heritage

First "Stories" in the Region

Susquehannock Settlement



Petroglyphs



Tangible Resources:

- **Natural**
- **Cultural**
- **Historic**



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People & Places



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**Intangible
Resources:**

**Customs &
Traditions**

Food

Dance

Music

Storytelling



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Our Spirit of Place

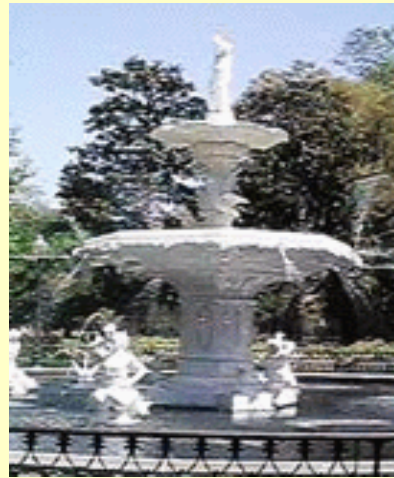
A Great Place to Live = A Great Place to Visit



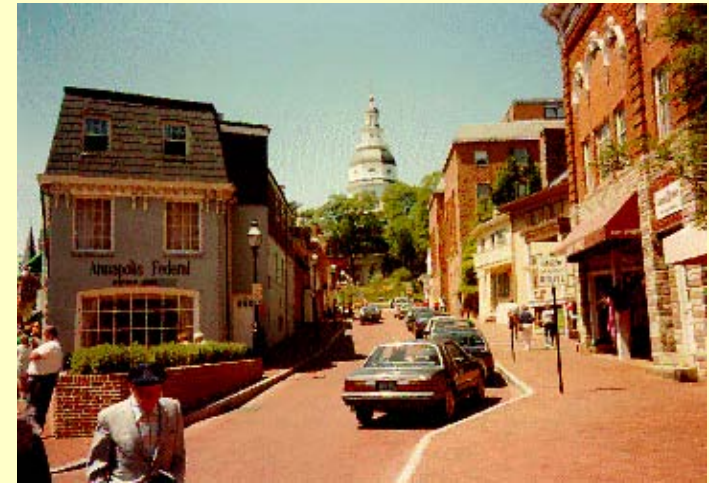
Heritage Destinations

“Tourism does not go to a city that has lost its soul.”

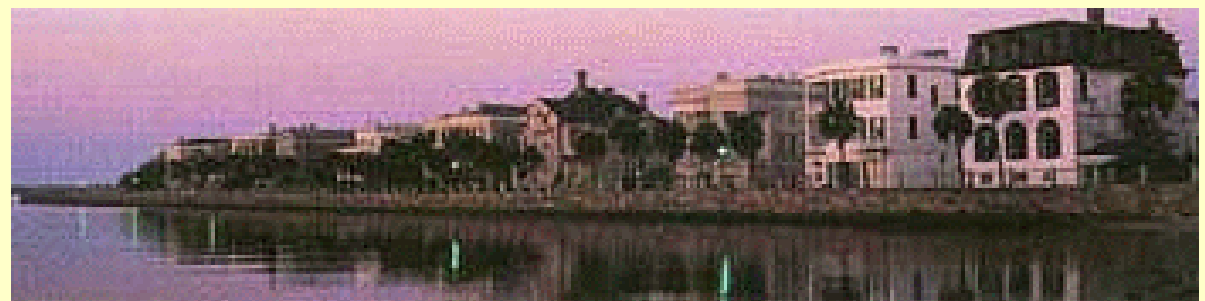
~ Arthur Frommer



Savannah, Georgia



Annapolis, Maryland



Charleston, South Carolina

**Trouble in
Paradise?**



Unmanaged Growth and Change

Agricultural Heritage



Natural Heritage



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The Importance of our Landscape

In the 1990's, Lancaster County was listed as one of:

-The Nation's 11 Most Endangered Places

(National Trust for Historic Preservation)

-The World's 100 Most Endangered Sites

(World Monuments Watch)



Unmanaged Tourism Development

Lancaster County's
image as a mature
tourism destination



Destination Management

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The Broadway show *Plain and Fancy* (1955) made the county a tourism destination



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While they have never been ignored, the historical treasures of Lancaster County usually have taken a back seat to other local attractions. Heritage tourism corrects that oversight.

– Lancaster New Era
April 7, 1998

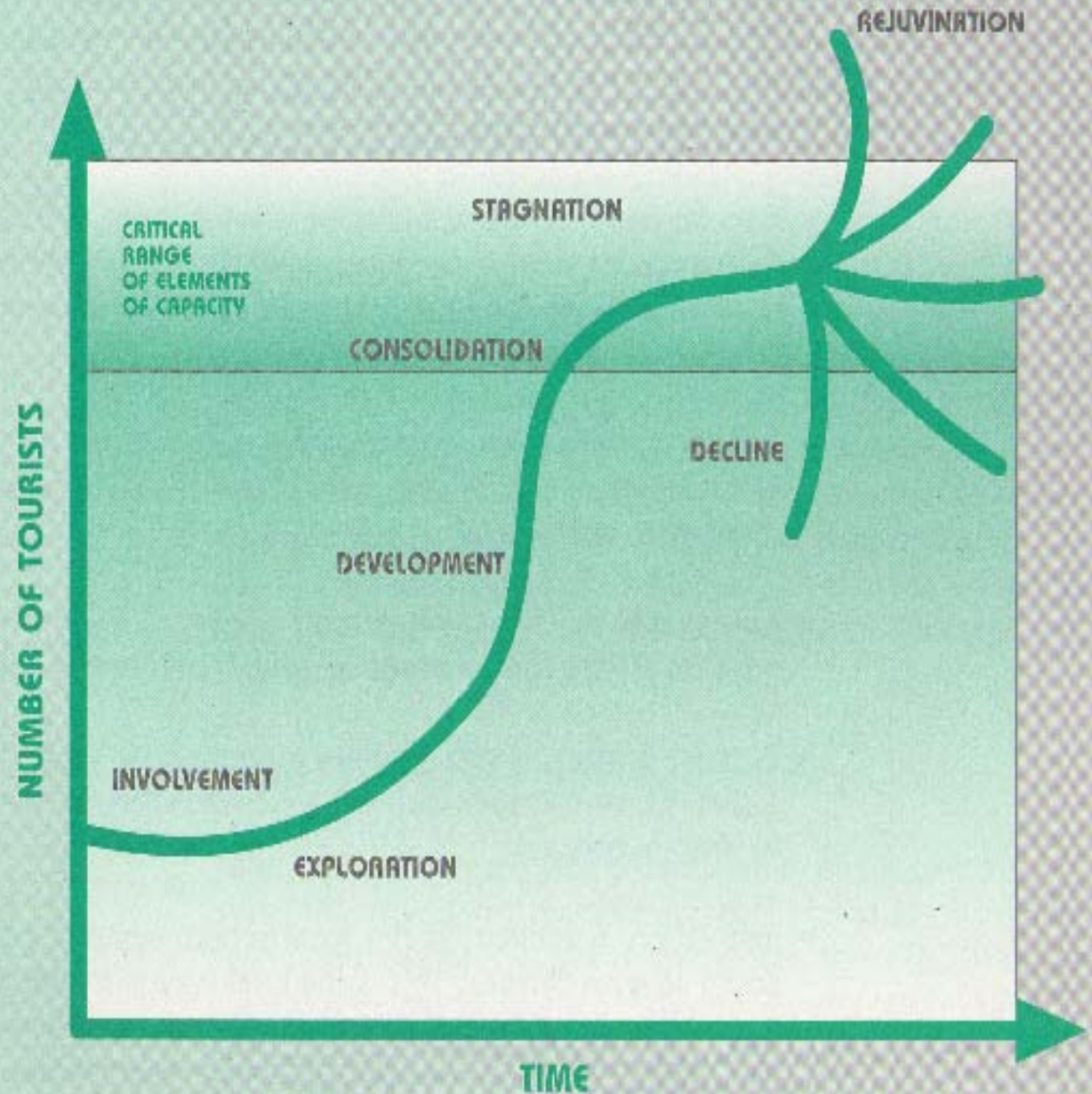


**Landis Valley Museum,
Manheim Township**

Tourist Area Cycle of Evolution:

Rejuvenation,
Stagnation, or
Decline?

– A.W. Butler, “The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resources,” *Canadian Geographer*, vol. 24, no. 1, 1980, p. 7



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Growth Management

“Great Place to Live”

&



Destination Management

“Great Place to Visit”

Envision Lancaster County

The Comprehensive Plan for Lancaster County, Pennsylvania

Balance



Managing growth while preserving our natural and historic resources and unique sense of place.

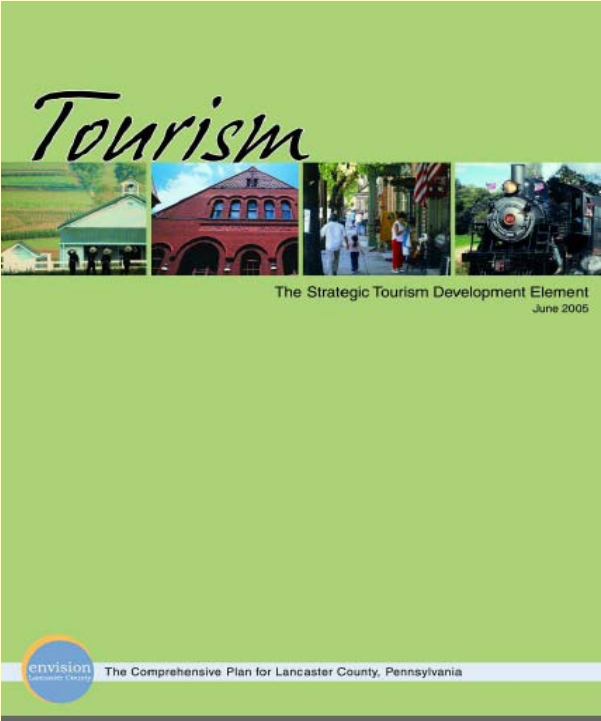
Heritage:

Designed to conserve important cultural and historic resources

Tourism:

Designed to create future sustainable tourism opportunities and experiences

Tourism (2005)



Heritage (2006)

Civic Engagement in the Planning Process

Extensive Public Involvement Process

- **Advisory Committee**
- **Regional Municipal Meetings**
- **Surveys**

- **Newspaper survey**
- **Municipal survey**
- **Agency & Organization survey**
- **Public Forums**
- **Visitor Survey (Tourism)**



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Involving residents in future tourism development is essential



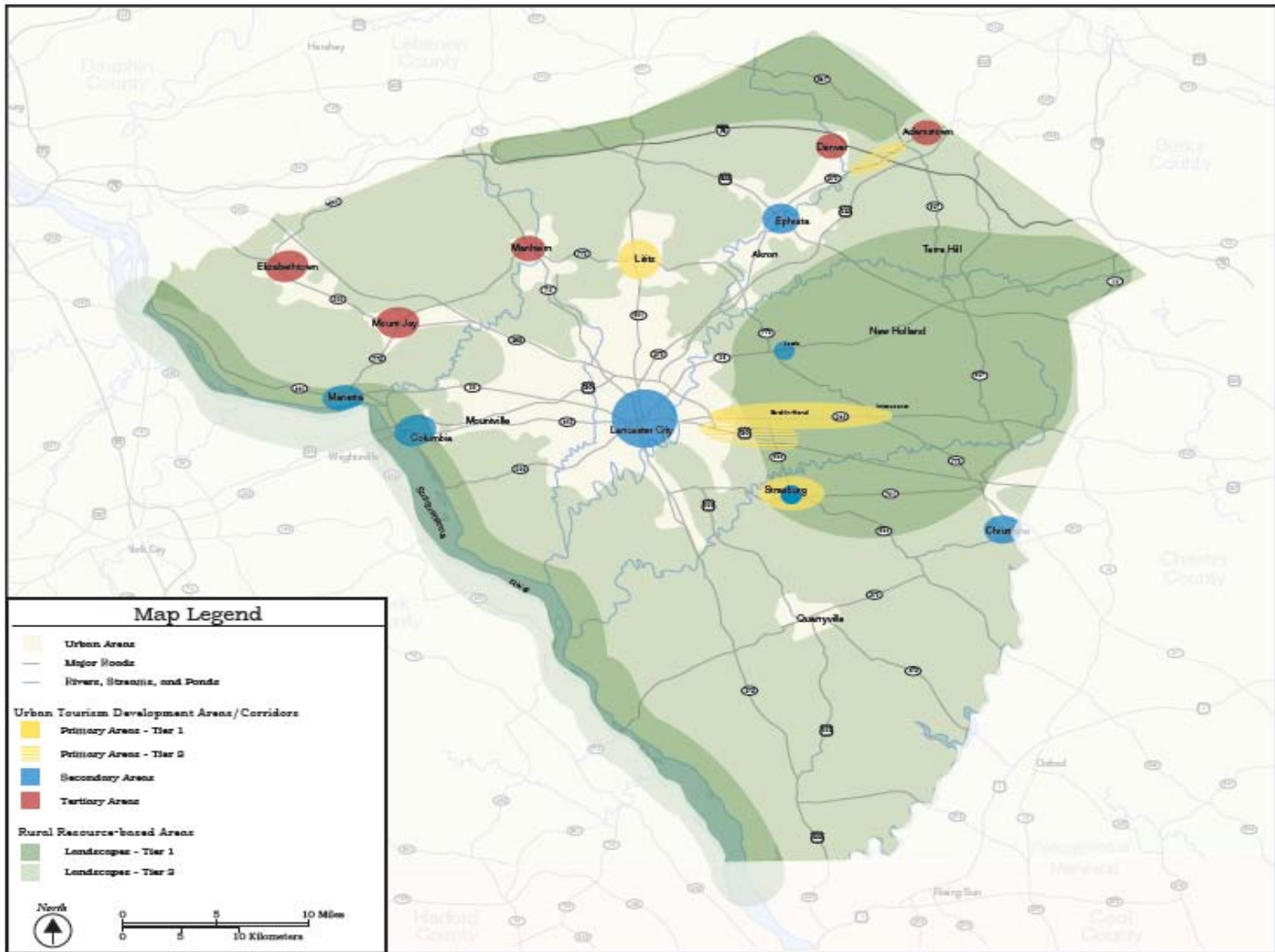
Tourism Element

**Product Development
Strategy**

**Build on Lancaster County's Strength
as a Tourism Destination**

- **Protect, Preserve, and Enhance Lancaster County's Authentic Natural, Cultural, Historic and Architectural Heritage Assets and Distinctive "Sense of Place" as the Foundation for Future Sustainable Tourism Development and Marketing**
- **Focus Resources on Prioritized Areas and Corridors that have the Greatest Potential for Tourism Development**
- **Establish the City of Lancaster as a New and Exciting Tourism Product**

Lancaster County Existing & Proposed Heritage and Tourism Development Areas/Corridors



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The Lancaster County Heritage Pilot Project



PENNSYLVANIA HERITAGE TOURISM INITIATIVE ♦ 1994-1997



A Partnership Program of:
Pennsylvania Historical and Museum Commission ♦
Center for Rural Pennsylvania ♦ Pennsylvania Office of
Travel Tourism and Film Promotion, *Department of
Community and Economic Development* ♦ Pennsylvania
Heritage Parks Program, *Department of Conservation and
Natural Resources*

What Is Heritage Tourism?

It's a community-based approach to sustainable tourism development that is:

- **Founded on the preservation and interpretation of an area's authentic natural, historic, and cultural heritage; and**
- **Directly beneficial to local residents, the place, and the visitor.**



Partners in Heritage Tourism Development, Promotion, and Marketing

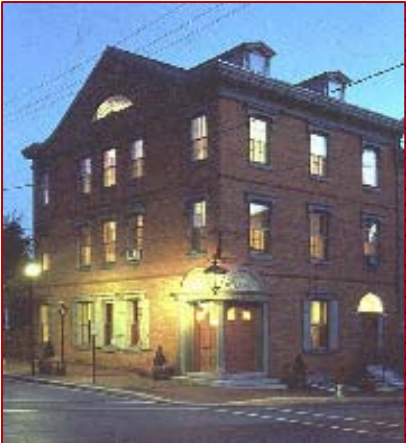
Partners



- **Lancaster County Planning Commission (LCPC) (public)**
- **PA Dutch Convention & Visitors Bureau (PDCVB) (private)**
- **Lancaster-York Heritage Region (LYHR) (non profit)**



Lancaster County
Heritage Tourism
Program



Designation Criteria for Heritage Resources



Authenticity

Showing a direct link to the heritage of Lancaster County

Interpretation

Explaining the significance of that heritage to the public

Visitor Readiness

Having high standards of appearance and operation

Plus... Each resource type also has additional criteria of its own

Categories



Authentic Heritage Resources



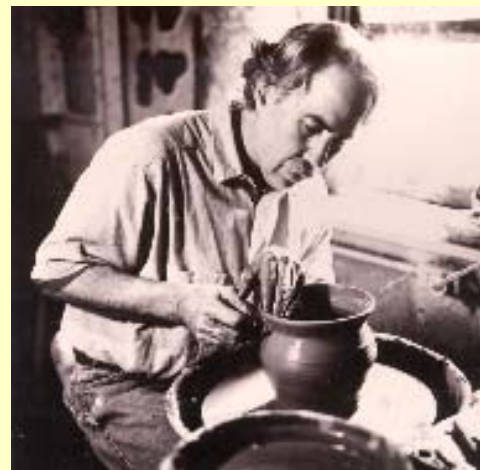
Original Categories

- Heritage Sites
- Heritage Services
- Heritage Events



New Categories

- **Heritage Tours**
- **Heritage Routes**
- **Heritage Products**
- **Living Treasures**



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Preserve the Larger Landscape

It is not enough to just save isolated resources and landmarks while losing the larger landscape.



From *The Little House*, by Virginia Lee Burton (Houghton Mifflin, 1942)



Additional New Categories

- **Heritage Communities**



- **Heritage Landscapes**

Program Logos
and Certification
Seals



Program Logo

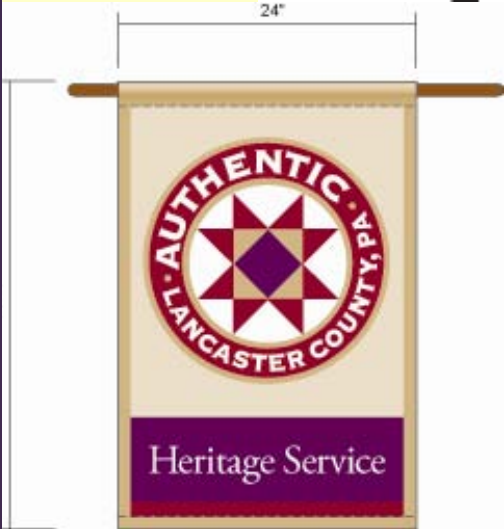


Certification Seal

Ways to Display the Seal:

Signs, Banners

Product Tag



Hang Tags for Products



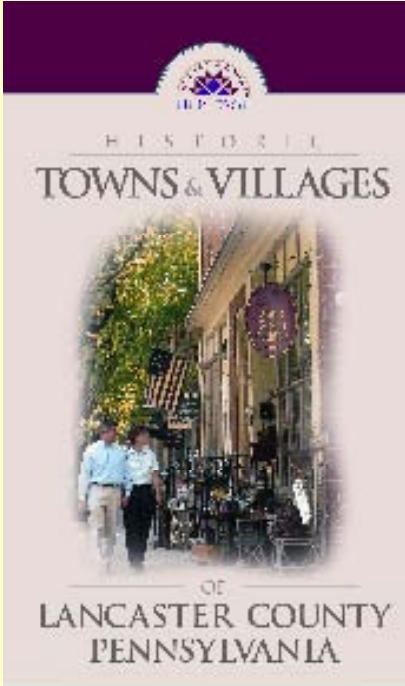
New Publications for Heritage Resource Managers

- Program Manual
- Telling our Stories
(Interpretation Manual)
- Graphics Style Guide

Program Overview



Other Tourism Initiatives



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- **Discover**
- **Conserve**
- **Preserve**
- **Celebrate**

What We Have Learned?

- **Growth management and destination management are inextricably linked together**
- **Community involvement is essential to successful tourism development**
- **Partnerships are integral between the public, private and non-profit sectors**
- **Recognition programs for authentic resources enhances a community's sense of place and community pride**

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A Great Place to Live = A Great Place to Visit

