Preserving the Spirit of Place
“genius loci”

The Lancaster County, Pennsylvania Experience
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Civic Tourism Conference II
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Lower Susquehanna River Gorge
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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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Intangible Resources:

Customs & Traditions

Food
Dance
Music
Storytelling
Our Spirit of Place

A Great Place to Live = A Great Place to Visit
“Tourism does not go to a city that has lost its soul.”
~ Arthur Frommer

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Heritage Destinations

Savannah, Georgia
Annapolis, Maryland
Charleston, South Carolina
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Trouble in Paradise?
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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)
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Unmanaged Tourism Development

Lancaster County’s image as a mature tourism destination

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

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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
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
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The Lancaster County Heritage Pilot Project

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
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

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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

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Authentication
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
Authentic Heritage Resources

**Original Categories**

- Heritage Sites
- Heritage Services
- Heritage Events
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New Categories

- Heritage Tours
- Heritage Routes
- Heritage Products
- Living Treasures
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)
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Additional New Categories

- Heritage Communities
- Heritage Landscapes
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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
Other Tourism Initiatives

- Agritourism Guidelines
- Historic Towns & Villages of Lancaster County, Pennsylvania
- Lancaster County Heritage Byways
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- Discover
- Conserve
- Preserve
- Celebrate
• 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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