

HRA GRAY & PAPE

ARCHAEOLOGY • HISTORY • HISTORIC PRESERVATION

QUALIFICATIONS TO PROVIDE SERVICES FOR HERITAGE TOURISM



HRA Gray & Pape's staff of archaeologists, historians, and preservation planners brings a unique level of expertise and depth of experience to the planning and implementation of heritage tourism programs. Heritage tourism projects successfully completed by HRA Gray & Pape include research and development for scenic byways, historic interpretive plans, walking and driving tours, archaeological site management plans, battlefield and historic landscape preservation strategies, and heritage education programs. We have participated in heritage tourism projects on an individual, local, and regional basis. Our archaeologists and historians have participated on projects throughout the lower 48 United States, Alaska, and Puerto Rico, and in the Caribbean.

Benefits of Heritage Tourism

If managed correctly, a heritage tourism program can help preserve unique aspects of local communities and improve the quality of life for residents, as well as provide memorable and interesting visitor experiences. Additionally, heritage tourism can be a low impact and sustainable method of economic development.



Heritage Tourism Planning Services

The National Trust for Historic Preservation defines heritage tourism as "traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present. It includes cultural, historic, and natural resources." To assist heritage tourism project developers with creating successful initiatives, HRA Gray & Pape's staff is well qualified to provide the following services:

- Create interpretation and management plans based on historical research, site and structural assessments, and analysis of usage and demand trends;
- Identify and prioritize strategies to protect and enhance heritage resources;
- Inventory and mapping of heritage and cultural resources as a first step in planning for a tourism program;
- Provide graphic designs for brochures, signage, and interpretive and display panels;
- Recommend enhancements of the visitor experience through improved wayfinding and information dissemination systems;
- Facilitate planning and development meetings with tourism, economic development, and other interested parties;
- Technical expertise for video, film and television productions;
- Website development; incorporation of full-text archival materials into websites;
- Lesson plans tailored to meet national, state, and local education standards;
- Workshops and seminars on heritage tourism, to be presented at local, state, and national conferences, as well as to small groups (museums, historical societies, chambers of commerce, etc.); or online workshops.