

EHTF Conference 18-19 June 2008

Tourism in Historic Towns – A Quality Offer

Tourism: EHTF Values

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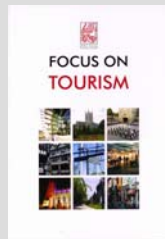
1. EHTF Roles

- Promoting an integrated approach
- Facilitating a network of practitioners
- Developing and disseminating good practice
- Influencing government and policy makers



2. EHTF: Tourism

- Background to tourism policy
 - *Getting it Right* (1994)
 - *Making the Connections* (1999)
 - *Focus on Tourism* (2006)



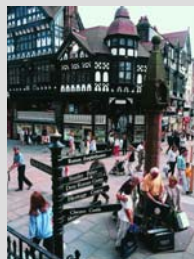
3. Focus on Tourism - Principles

- Cherish the historic environment
 - It has inherent values
 - It has local distinctiveness
 - It offers wide ranging opportunities
 - It imposes constraints
- Value, celebrate and nurture cultural diversity and encourage social inclusion



4. Focus on Tourism – Action

- Recognise the uniqueness of the locality to the product and the visitor experience, e.g. Chester Rows



5. Focus on Tourism - Action

Enhance sense of place by:

- Defining and understanding what it is
- Promoting pride in place
- Encouraging individuality
- Carrying out improvements and requiring high quality design
- Promoting local products, designs and materials



6. Focus on Tourism - Action

Local distinctiveness and the environment

- Promote festivals, food and architecture
- Interpretation, guides, plaques and trails
- In the public realm through events, sculptures, lighting landscape
 - Special place for public art



7. Conclusion

- Valuing the whole place
- Adds value
- Makes a quality offer

But remember:

- The unique qualities have a worth over and above their value as a tourism commodity

