REGIONAL CULTURAL HERITAGE TOURISM

During the Spring 2017 semester, University of Nebraska-Lincoln, The College of Architecture partnered with Willa Cather Foundation, Nebraska Extension Center for Rural Entrepreneurship, Red Cloud Community Foundation Fund, City of Red Cloud, Red Cloud Chamber of Commerce and Webster County to develop a strategic plan to bring more economic value and interest to the area. This portfolio of work is a compilation of all the work the vertical studio produced.

The National Heritage Area Initiative for north Kansas and South Nebraska will begin to collectively bring Cultural Heritage Tourism Assets into an alliance of organizations. This alliance will be able to discuss the future of Cultural Heritage Tourism in a manner that equally benefits all stakeholders, communities, and visitors. Common ideas that should be thought of when creating new ideas and designs are as follows:

Phase I: Project Definition
1. Cultural Heritage Tourism
2. Sense of Place
3. Authenticity, Quality, Interpretation
4. Tourist Experience
5. Community Engagement

Phase II: Inventory
1. Road Based Tourism
2. Communities and Assets
3. Environmental Timeline

Phase III: Analysis
1. Landscape Sense of Place
2. Road Experience
3. User Analysis

Phase IV: National Heritage Area Initiative
1. National Heritage Areas
2. Little Colorado River National Heritage Area Initiative Precedent
3. Alignment Analysis
4. Synergies
5. Community Engagement
6. Prototype

-Visual connections

-Spatial Sequences

-Native Landscapes

-Significant Views

-Cultural Assets

-Supporting Amenities

-Conservation of Land

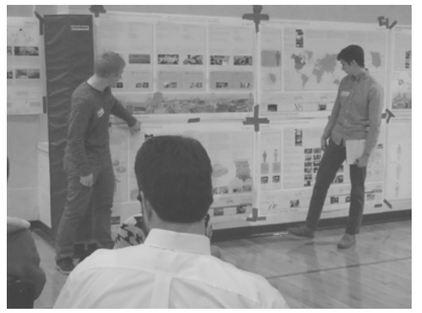
-Community Involvement

-Sense of Place

Primary Goals
1. Give a Sense of “Brand Identity”
2. Integrate, Guide, and Focus Place Management
3. Establish Connection Between Landscape Character and Assets
4. Be able to Experience the Natural Landscape
5. Identify and Communicate Qualities of Place

Acknowledgments:

Vertical Studio: Kenneth Brandl, Cory Galen, Jeni Stanek, Jamie Dennell, Ashleigh Gildon, Chandler Nohr, Frank Herbolsheimer, Nate Holst, Patrick Murphy, Rice, Katrina, Dorothy, Soun, Professor Kim Wilson.



Regional Cultural Heritage Tourism

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REGIONAL CULTURAL HERITAGE TOURISM

Process

Phase I: Research

LITERATURE + CASE STUDY RESEARCH

Depth and Breadth

- Cultural Heritage Tourism
- Sense of Place
- Authenticity, Quality, Interpretation
- Tourist Experience
- Public Engagement

R1a **Research**

- Discover
- Define
- Categorize
- Organize
- Diagrams

R1b **Approach**

- Principles
- G/O
- Program

Analysis

Lenses

Phase II: Data Collection, Analysis and Framework Plan

PROJECT SPECIFIC DATA COLLECTION

Regional, Local, Site - Multi Scalar
Approach, Methods and Tools

R2a R2b **Data + Mapping + Analysis**

Environmental
Open Space Network
Parks + Network
Topography/Landform
Hydrology
Soils
Ecological Communities
Wildlife Corridors
Habitat

Quadrant A
Culture
Infrastructure
Assets
Supporting Program

Quadrant B
Culture
Infrastructure
Assets
Supporting Program

Quadrant C
Culture
Infrastructure
Assets
Supporting Program

Quadrant D
Culture
Infrastructure
Assets
Supporting Program

R2c **Approach**

- Road Based Tourism
- Visual Resource Analysis
- Sense of Place
- Landscape Character

Lenses

REVIEW

Input

- Stakeholders
- Students
- Experts

Analysis

FRAMEWORK AND APPROACHES

Organizational Structure (s)

- Branding, Identity and Place
- National Heritage Area
- Public Engagement

Test+Refine

Phase III: Design Planning Process

National Heritage Area

- Local Idea and Build Support
- Feaibility Studies
- National Park Service Review
- Congressional Designation
- Develop Management Plan

Schedule

Wk1 Wk2 Wk3 Wk5 Wk6 Wk7 Wk8 Wk9 Wks. 10 - 16 Spring 2018

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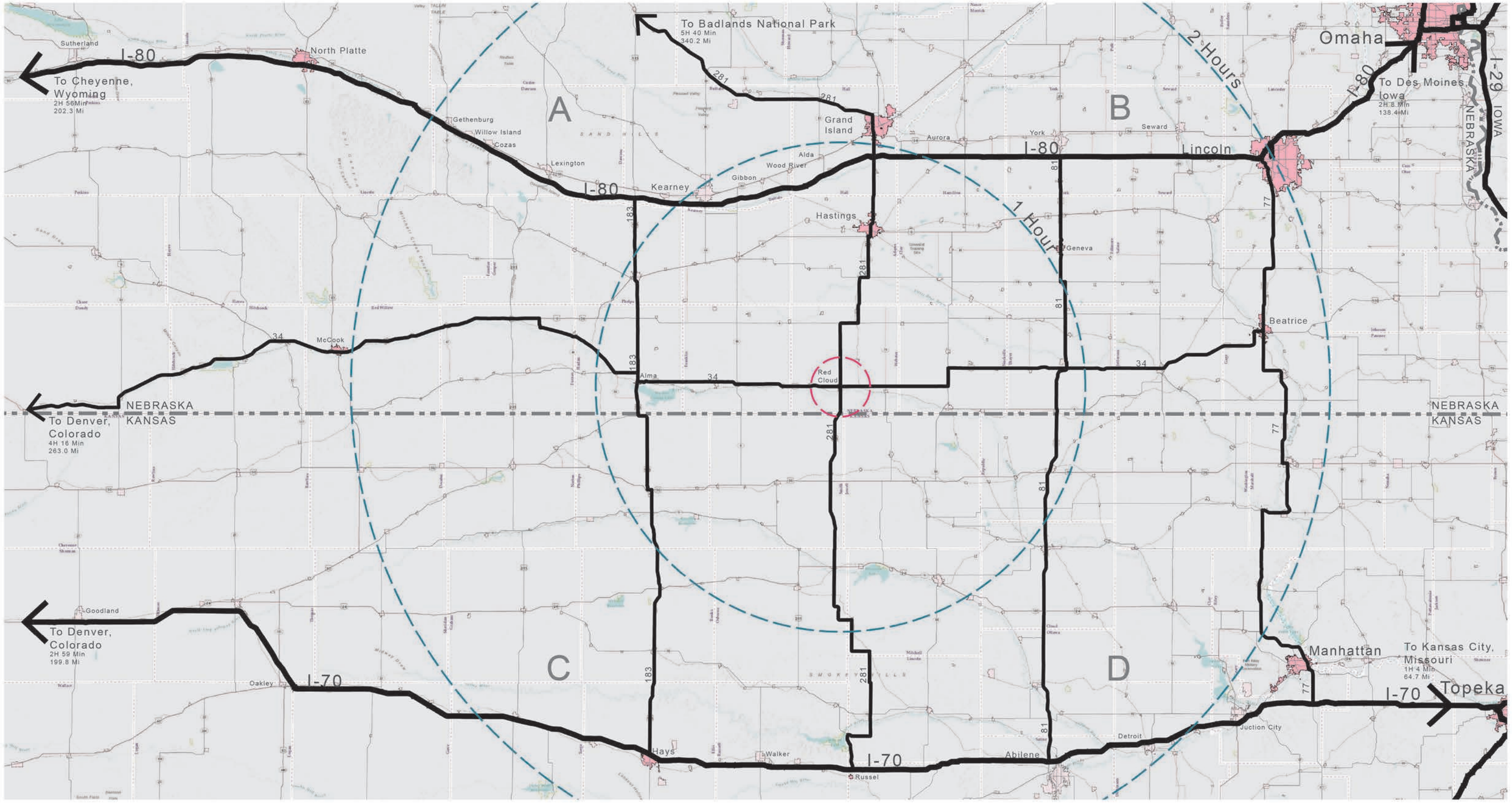
THE REGION

Scale : Regional



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CULTURAL HERITAGE TOURISM
Introduction

"Cultural heritage tourism is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray this nation and its people, reflecting the diversity and character of the United States."
- National Association of State Arts Agencies

Abstract

Importance of Cultural Heritage Tourism:

- Tourism and hospitality create more jobs
- Attracts foreign capitals and potential investors
- Attracts more visitors
- Has a positive economic and social impact
- Destinations become culture-oriented

Define:

Cultural *(noun)*:
- relating to the ideas, customs, identity, and social behavior of society

Heritage *(noun)*:
- property that is or may be inherited; an inheritance
- a special or individual possession; an allotted portion

Tourism *(noun)*:
- the commercial organization and operation of vacations and visits to places of interest

Cultural Heritage Tourism:
- Cultural heritage tourism involves visiting places that are significant to the past or present cultural identity of a particular group of people

Related Terms:

- ***Travel (verb):*** make a journey, typically of some length or abroad

- ***Exploration (noun):*** the action of traveling in/through an unfamiliar area in order to learn about it

- ***Journey (noun):*** an act of traveling from one place to another

- ***Sight-Seeing (noun):*** the activity of visiting places of interest in a particular location

- ***Excursion (noun):*** a short journey or trip, especially one engaged in as a leisure activity

Sources:

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Principles:

1. Collaborate:
Heritage tourism requires effective partnerships. Much more can be accomplished by working together than by working alone. Pooling resources at a regional level can vastly increase effectiveness and can motivate real cooperation between individuals.

2. Find the Fit Between Community and Tourism
Heritage tourism should make a community a better place to live as well as a better place to visit. Recognizing local history by communities and sharing with others will benefit the community and its visitors.

3. Make Sites and Programs Come Alive
Look for ways to make visitor experiences exciting, engaging, and interactive. Sites and exhibits are more effective by being visually stimulating and allowing visitors to directly interact with them.

4. Focus on Quality and Authenticity
Today's heritage traveler is more sophisticated and will expect a high level of quality and an authentic experience they will remember. An area that presents a "real" experience us more likely to produce long-term heritage tourist interest.

5. Preserve and Protect Irreplaceable Resources
Many community historic and natural resources cannot be replaces if they are not lost. Take good care of them because once they are gone, they are gone forever.

Cultural Heritage Tourism

Historical Significance:

Cultural heritage and tourism have gone hand-in-hand since the very first says of leisure travel. The earliest tourism experiences were often religious. As Europeans began touring the world in the 1700s, and infrastructure of hotels, restaurants, and transportation began to emerge with the purpose of traveling to experiences a different culture and learn about different countries. Because of cultural heritage tourism, travelers have been able to see various different countries and experience their customs and culture while benefiting the country they are visiting.

Popular Attractions to Visit

Travelers who are interested in Cultural Heritage Tourism would visit or take part in any of the following:

Tangible Attractions

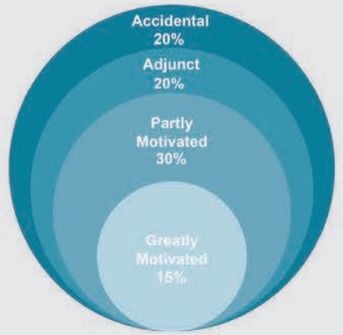
- Military
- Historic Buildings
- Dark
- Industrial
- Religious
- Historic Settlements
- Environmental

Intangible Attractions

- Arts
- Religion
- Performing Arts
- Festivals & Pagents
- Languages
- Sports
- Folkways

Four Categories of Cultural Tourists

The demand for heritage can be subdivided. Some 15% of the general population would not visit heritage sites, which leaves 85% who would.



Greatly Motivated: These are people who travel to a specific destination purposefully to experience the culture and heritage of the region.

Partly Motivated: These are people who travel both because of the heritage appeal of the destination and other reasons, such as playing golf or visiting relatives

Adjunct: These are people who are motivated primarily by other factors, such as trekking in a rainforest, relaxing at a beach resort or attending a sport event, but will also plan a side-visit to a cultural site while they are in the area

Accidental: These people have no plants to visit historic sites or cultural events but might stumble onto an opportunity or accompany friends or relatives who insist on going.

Benefits of Heritage Tourism

- Tourism industry generates both direct and indirect employment
- Regional income growth due to amount spent from tourists as well as gifts wanted to be brought home from place visited
- Tourists also donate money to the communities if the communities want to renovate of preserve one of their attractions
- When communities realize their culture is of interest due to all of the tourists they get coming to see their culture
- Social empowerment in a community which helps bring the community closer together
- Creates public awareness of the need to preserve the built environment

Challenges of Heritage Tourism

- Property taxes tend to rise as well when tourism grows which makes it difficult for people to pay their property taxes
- Inflation due to increase in tourists which then increases prices as well making everything more expensive for the visitors
- Regions and countries starting to become over reliant on built and living culture as their primary attraction
- Cultural change due to the tourists that come to town, bringing their own values and behaviors, and influencing the values and behaviors of the destination residents
- Literal stealing of historic artifacts and the misappropriation of culture from
- When villages and neighborhoods are moved to make way for tourism development which creates forced displacement

Steps to Cultural Heritage Tourism Success

1. Assess the Potential

Goal:
Asses your areas ability to both attract tourists and support the influx of visitors and provide the associated services they require.

Factors to Consider:
- Presence of historical, cultural, and natural attractions
- Lodging, food and other assorted services
- Sufficient infrastructure
- Means of marketing the area of region

2. Plan and Organize

Goal:
Get both the community and business behind heritage tourism as well as collaborate with or obtain support from organizations in higher levels of government

Factors to Consider:
- Securing adequate funding
- Having a well-developed financial plan in place
- Individuals involved in the travel and tourism industry

3. Prepare, Protect, Manage

Goal:
To maintain exceptional cultural and historical experiences as well as having a clear, yet comprehensive management plan.

Factors to Consider:
- Take account of the availability of visitors of information about attractions and services
- Guidebooks and websites
- Maps and signage
- Zoning ordinances

4. Market for Success

Goal:
Reach your target market and seize opportunities with local, regional, state, or national groups by developing a multi-year marketing plan.

Factors to Consider:
- Public Relations
- Advertising
- Graphic Materials
- Promotions

SUCCESS!

- Economic Development

- Preserve Historic Assets

- Improve Quality of Life

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CULTURE HERITAGE TOURISM

Tourism

What is Tourism?

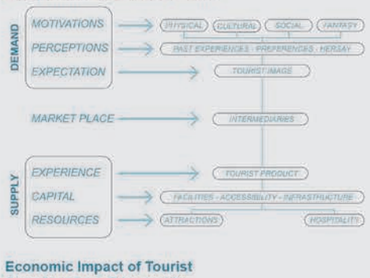
Definition of Tourism

(noun):
1a. the commercial organization and operation of vacations and visits to places of interest.
1b. the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year.

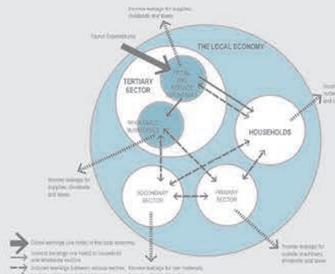
Evolution of Tourism

ERA	MOTIVATION	ABILITY	MOBILITY
PRE-INDUSTRIAL	Exploration and business Pilgrimage-religion Education Health	Few travelers, those involved were wealthy, influential or received permission	Slow and treacherous
INDUSTRIAL	Positive impact of education, print, and radio Escape from city Colonial empires	Higher incomes More leisure time Organized tours	Lower transport costs Reliable public transportation
CONSUMER SOCIETY	Positive impact of visual communication Consumer society Escape from work routines	Shorter work week More discretionary income Mass marketing Package tours	Growth of personal transportation Faster, and more efficient transport
FUTURE	Vacations a right and necessity Combined with business and learning	Self-catering Smaller families Two wage earners per household Demographic trends favor travel groups	Alternative fuels More efficient transportation Creation use of public transport and package deals

Components of Tourism Market



Economic Impact of Tourist Spending on a Community



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Community Approach

The tourism industry possesses great potential for social and economic benefits if planning can be redirected form a pure business and development approach to a more open and community-oriented approach which views tourism as a local resource. The management of this resource for the common good and future generations should become the goal and criterion by which the industry is judged. This will involve focusing on the ecological and human qualities of a destination area in addition to business considerations.

A community approach to tourism management requires a complex combination of interlocking parts, leading to a general goal that can be identified and measured. The prime consideration in any planning or management schemes is what components to consider. For the community approach to tourism, there are 4 key components to consider which are:

(1) Business and Economic Considerations
(2) Social and Cultural Considerations
(3) Environmental and Accessibility Considerations
(4) Planning and Management Considerations

Business and Economic Considerations

This should be in mind for any community involved with tourism. It's how the community makes money and helps their economy.

Benefits
1. Employment Opportunities
2. Increased Income

Society and Culture Considerations

Tourists will see different attractions in the world and observe their culture. There can be a drastic contrast between residents and visitor due to language, cultural values, politics and economic development.

Strategies
1. Social Carrying Capacity
2. Concentration and Dispersion
3. Pace of Change

Issues
1. Community Attitudes
2. Resident-Visitor Relations
3. Authenticity
4. Acculturation

Environmental and Accessibility Considerations

This is the need to offer a quality product with a pleasant travel experience. It requires destinations to look internally to ensure their basic tourism resources are protected, and to look externally to examine ways of improving the route and travel experience involved in reaching them.

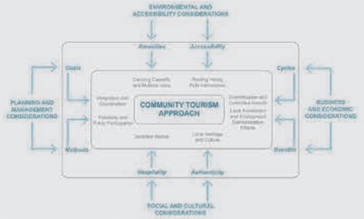
Strategies
1. Functional Differentiation through Park Classification
2. Functional Differentiation through Zoning
3. Carrying Capacity
4. Multiple Use
5. Accessibility

Issues
1. Resource Integrity
2. Image Conflicts
3. Resource Allocation
4. Physical Access
5. Travel Patterns
6. Personal Perspective
7. Perceptual Awareness

Planning and Management Considerations

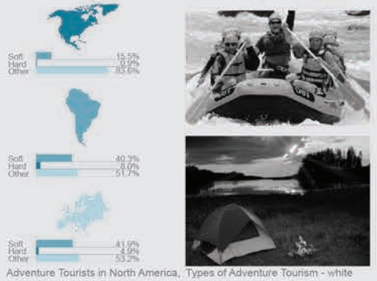
There are many considerations when planning and managing a tourist site. It is mostly looked at from an economic and amenity development point of view by the government that leaves communities with little to no involvement. Here are goals and methods to plan and manage with the community in mind.

Tourism Goals
1. Realistic and Attractive to Tourists
2. Have Community Objectives
3. Appreciate Resources



Major components for a community-oriented tourism strategy

1. Experiential (Intangible) Types of Tourism



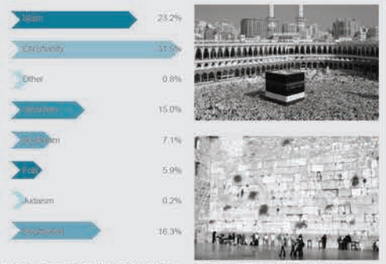
Adventure Tourists in North America, South America and Europe

Types of Adventure Tourism - white water rafting and camping

1a. Adventure Tourism

What is it?
A type of tourism involving travel to remote or exotic locations in order to take part in physically challenging outdoor activities. Adventure tourism creates excitement by leaving one's comfort zone. As the name implies, it requires a significant amount of physical and mental effort. This may also involve some form of a risk whether it is real or perceived. With the form of risk, if it is physical this could have a physical danger.

Types
1. Soft
   - Travel experience that goes beyond the typical tourist itinerary
   - Rewarding for spirit and mind
   - Safe and without excessive physical demands
2. Hard
   - Experience with more physical challenge
   - Higher element of risk
   - Rewarding for spirit
   - Pushes people out of comfort zone



Major Religious Groups of the World in 2012

Places visited on Religious Tours - Mecca and the Wailing Wall in Jerusalem

1b. Religious Tourism

What is it?
Commonly referred to as faith tourism, is a type of tourism, where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes. Another definition traveling of an individual or a group of individuals of a specific religion or faith to a location that holds religious impact.

Types
1. Pilgrimages
2. Missionary travel
3. Leisure (fellowship) vacations
4. Faith-based cruising
5. Crusades, conventions and rallies
6. Retreats
7. Monastery visits and guest stays
8. Faith based camps
9. Religious tourist attractions

Percent of leisure travellers who are cultural tourists

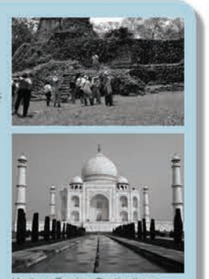
Cultural Tourism Destinations - Tazania and Khmer Pre Rup Temple Ruins

1c. Cultural Tourism

What is it?
There are many different definitions of this type of tourism as it relates to people individually. Cultural tourism is concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life.

Types of Cultural Tourists
Purposeful cultural tourist: primary motive for visiting a destination is cultural tourism and has deep cultural experience
Sightseeing cultural tourist: cultural tourism is a primary reason for visiting a destination, but the experience is more shallow
Serendipitous cultural tourist: tourist who doesn't travel for cultural tourism reasons but after participating, ends up having a deep cultural tourism experience
Casual cultural tourist: cultural tourism is a weak motive for travel and the resulting experience is shallow
Incidental cultural tourist: this tourist doesn't travel for cultural tourism reasons but participates in some activities and has shallow experiences

Non linear process of creating a heritage tourism destination



Heritage Tourism Destinations - Mayan Ruins and the Taj Mahal

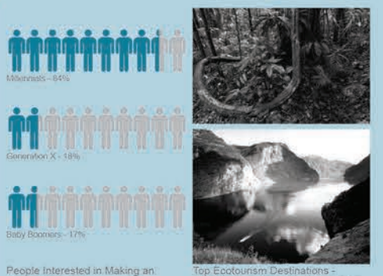
1d. Heritage Tourism

What is it?
Encompasses elements of living culture, history, and natural history of places that communities value and steward for the future. It affirms that we have identified significant elements of our places as important enough to preserve and to pass on to future generations.

Process
1. The Basics: Is heritage tourism a fit for your community?
2. Getting Started: Assessment and Engaging the Community
3. Organizing for Heritage Tourism – cross-community/region and a diverse team
4. The Plan – Strategic and Long Term Thinking
5. Implementing the Plan: Product Development, Marketing, Hospitality
6. Evaluation and Renewal – Cycles Towards Improvement

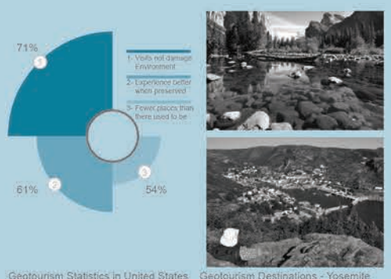
This process is not linear as it can be different for all communities looking to implement a heritage tourism destination.

2. Environmental (Tangible) Types of Tourism



People Interested in Making an Ecotourism Trip

Top Ecotourism Destinations - Amazon Rainforest and Norwegian Fjords



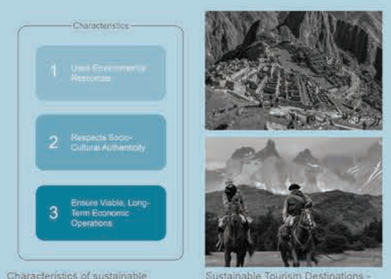
Geotourism Statistics in United States

Geotourism Destinations - Yosemite Valley and Petty Harbor in Newfoundland

2a. Ecotourism

What is it?
Tourism directed toward exotic, often threatened, natural environments, especially to support conservation efforts and observe wildlife. Another definition is responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education.

Principles
1. Minimize physical, social, behavioral, and psychological impacts
2. Build environmental and cultural awareness and respect
3. Provide positive experiences for both visitors and hosts
4. Provide direct financial benefits for conservation
5. Generate financial benefits for both local people and private industry
6. Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates
7. Design, construct and operate low-impact facilities
8. Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment



Characteristics of sustainable tourism

Sustainable Tourism Destinations - Machu Picchu and Patagonia

2b. Geotourism

What is it?
Tourism that sustains or enhances the distinctive geographical character of a place: its environment, heritage, aesthetics, culture, and the well-being of its residents. It includes three main components:
Environmentally responsible: committed to conserving resources and maintaining biodiversity
Culturally responsible: committed to respecting local sensibilities and building on local heritage
Synergistic: bringing together all elements of geographical character to create a travel experience that is richer than the sum of its parts and appealing to visitors with diverse interests

Principles
1. Integrity of place
2. Adhere international codes
3. Community involvement
4. Community benefit
5. Tourist satisfaction
6. Conservation of resources
7. Interactive interpretation
8. Market diversity

Components of rural tourism

Rural Tourism Destinations - Countryside Locations

2c. Sustainable Tourism

What is it?
An industry committed to making a low impact on the environment and local culture, while helping to generate future employment for local people. Another definition is to protect and sustain the world's natural and cultural resources while ensuring tourism meets its potential as a tool for poverty alleviation.

Characteristics
1. Use environmental resources
2. Respect socio-cultural authenticity
3. Ensure viable, long-term economic operations

2d. Rural Tourism

What is it?
A form of tourism taking place in rural areas or settlements, providing employment and income to local population, and offering individualised holiday products to consumers. Another definition can be defined as the "country experience" which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas.

Components
1. Rural location
2. Functionally rural – built upon the rural world's special features of small-scale enterprise, open space, contact with nature and the natural world, heritage, traditional societies and traditional practices
3. Rural in scale – both in terms of buildings and settlements and, therefore, usually small scale
4. Traditional in character, growing slowly and organically, and connected with local families. It will often be very largely controlled locally and developed for the long term good of the area

Regional Cultural Heritage Tourism

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CULTURAL HERITAGE TOURISM
Program

Attractions

TANGIBLE
Definition: Something that is physically there

01 Military
Definition: Places that have historic or current significance with the military.
1- Battlefield
2- Museum
3- Military Installation
4- Cemetery
5- War Memorial

02 Dark
Definition: Places that are identified with death and suffering.
1- Sites of Terrorism
2- Concentration Camps
3- Deaths of Famous People
4- Prisons

03 Historic Settlements
Definition: Places that were once uninhabited where people established a community.
1- Historic Cities
2- Rural Settlements
3- Villages
4- Redeveloped Waterfronts

04 Historic Buildings
Definition: Places that have significance to a person or place in history.
1- Churches
2- Historic Homes
3- Museums
4- Archaeological Digs
5- Ancient Ruins

05 Industry
Definition: Places of economic activity concerned with manufacturing a specific product.
1- Breweries
2- Factories
3- Quarries
4- Railways
5- Mines

06 Religious Places
Definition: Places that are significant to a specific religion.
1- Churches
2- Cathedral
3- Temples
4- Rivers
5- Grottos

07 Environmental
Definition: Places in the natural world that hold significance to a community or group of people.
1- Prairie
2- Rivers
3- Vegetation
4- Mountains
5- Forests

INTANGIBLE
Definition: not having a physical presence

08 Arts
Definition: The various branches of creative activity.
1- Handicraft Skills
2- Art Traditions
3- Foodways and Gastronomy

09 Languages
Definition: Systems of communication used by communities or countries.
1- Unique Languages
2- Music

10 Folkways
Definition: The traditional way of life of a particular community or group of people.
1- Dress
2- Stories
3- Farming Methods
4- Behavior
5- Folklore

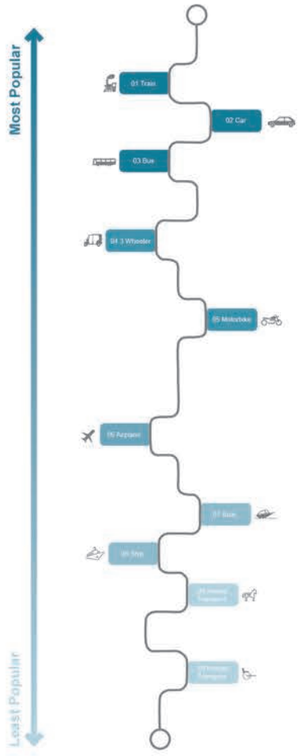
11 Music and Performing Arts
Definition: Forms of creative activity that are performed in front of an audience.
1- Opera
2- Dance
3- Music

12 Religion
Definition: A particular system of faith and worship of a controlling power.
1- Ceremonies
2- Beliefs
3- Gender Roles
4- Practices

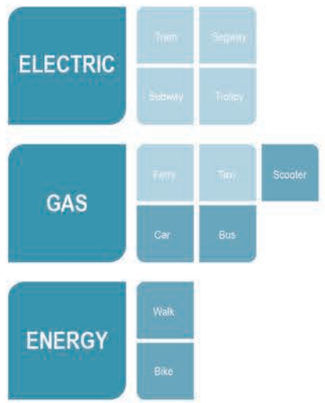
13 Sport
Definition: An activity involving physical exertion and skill in which an individual or team competes against another or others.
1- Play
2- Rules and Methods

14 Festivals and Pageants
Definition: Day or period of celebration or public entertainment.
1- Religious Pageants
2- Food Festivals
3- Ethnic Festivals

Ways of Travel



Most popular ways to travel in the world



Ways that one may travel when at a destination

Travel to Destination

01 Trains
Trains are the most common mode of transportation around the world. They are unique because they can travel large distances but are cheaper than airplanes and take less time than ships. This makes trains the ideal form of transportation for people when they want to travel long distances. Metro rails are used for quick travel between cities. Trains are also used for transporting goods and raw material.

02 Cars
The mode of transport that we use most is the personal vehicle of a car. Cars have become a status symbol in societies and the more one has the richer they appear. There are many different forms of the car that are used around the world for personal transport.

03 Buses and Trucks
Roads are an important infrastructure of a country and buses and trucks are the main form of transport that unites the country through its road network. Trucks carry goods while buses carry passengers. It is the cheapest form of mass public transport available in any country.

04 Three Wheeler
A three wheeler is what is typically found in a developing country. It revolutionized the way people travel in larger cities. It is the motorized form of a rickshaw, bicycle, motortaxi, etc. It's mostly used for personal transport but also can be used to carry goods.

05 Motorbikes
This is preferred by the adventurous type and lonely explorer. One can travel long distances or just use if for fun. Around the world motorbikes are used to carry goods and sometimes as a single person taxi.

06 Airplanes
Airplanes decreased travel time significantly and made the world a smaller place. They are widely used for public transport and carrying goods.

07 Boats
Boats paved the way for people to travel along rivers and lakes. They have mostly been used for fishing, personal transport and trading. They are still widely used in port cities and along canals.

08 Ships
Decades ago, ships were the only way to travel large distances. This is how the world was explored. Shipping is the most common way of trading. Passenger ships and ferries still operate in some areas of the world as a cheaper way to flying.

09 Animal Powered Transport
This is common form of transport in developing countries and some developed countries. It can be relatively cheap in developing countries and a novelty in developed countries.
Examples:
- Horse drawn carriage
- Bullock cart
- Dog sled
- Donkeys

10 Human Powered Transport
This form of transportation is still used in many parts of the world. They have been used for centuries and are the most eco-friendly mode of transport designed.
Examples:
- Rickshaw
- Human drawn carriage
- Bicycles

Travel Within Destination

Bike: A vehicle composed of two wheels held in a frame one behind the other, propelled by pedals and steered with handlebars attached to the front wheel.

Walk: An act of traveling or an excursion on foot.

Car: A road vehicle, typically with four wheels, powered by an internal combustion engine and able to carry a small number of people.

Bus: A large motor vehicle carrying passengers by road, especially one serving the public on a fixed route and for a fare.

Scooter: A light two-wheeled open motor vehicle on which the driver sits over an enclosed engine with legs together and feet resting on a floorboard.

Segway: A two-wheeled motorized personal vehicle consisting of a platform for the feet mounted above an axle and an upright post surmounted by handles.

Ferry: A boat or ship for conveying passengers and goods, especially over a relatively short distance and as a regular service.

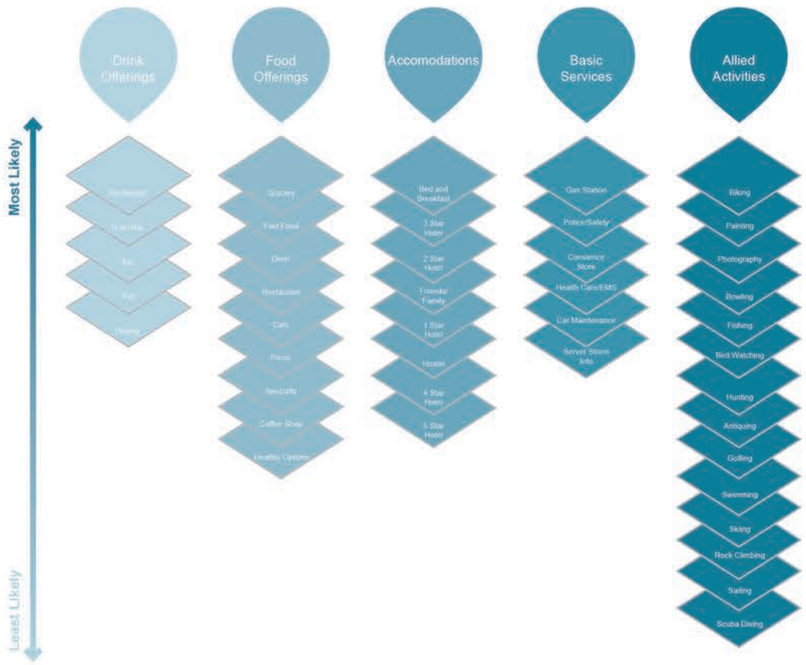
Trolley: A device that carries electric current from an overhead wire to an electrically driven vehicle.

Taxi: A type of vehicle for hire with a driver, used by a single passenger or small group of passengers.

Subway: An underground rapid transit rail system.

Tram: A rail vehicle which runs on tracks along public urban streets, and also sometimes on a segregated right of way.

Support



Amenities that are offered in an area with culture heritage tourism from least likely to most likely in our region

Journey Map of Different Visitors

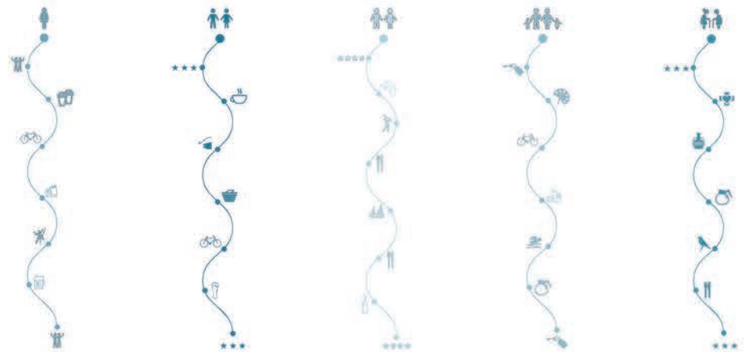
Single College Student
1- Stays with a friend
2- Coffee shop for breakfast
3- Goes biking
4- Grocery for lunch
5- Goes rock climbing
6- Bar for dinner/enjoyment
7- Back to friend's home

Low Income Couple
1- Stays at a 3 star hotel
2- Cafe for breakfast
3- Goes fishing
4- Picnic for lunch
5- Goes biking
6- Pub for dinner/enjoyment
7- Back to 3 star hotel

High Income Couple
1- Stays at 4 star hotel
2- Specialty restaurant for breakfast
3- Goes golfing
4- Restaurant for lunch
5- Goes sailing
6- Goes to winery
7- Restaurant for dinner
8- Back to 4 star hotel

Family
1- Stays at Bed and Breakfast
2- Goes to painting
3- Goes biking
4- Healthy Options for lunch
5- Goes swimming
6- Diner for dinner
7- Back to Bed and Breakfast

Elderly Couple
1- Stays at 3 star hotel
2- Diner for breakfast
3- Goes antiquing
4- Diner for lunch
5- Checks out health care
6- Goes bird watching
7- Back to 3 star hotel



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SENSE OF PLACE
Introduction

"The essence of the place is the center of meaning constructed in the life experience, which includes the activity of the person in the place and the memory accumulated from it."

- Edward Relph

Terms and Principles

Definition

Sense of Place: noun

Sense of place is a concept which is changing a typical space to place with special behavior and sensory characteristics for certain people. It meant connect to place by understanding of everyday activities and symbols associated to it. This sense can be created in an individual living place and be expanded along he/her life

Related Terms

Character: the tangible and intangible qualities distinctive to an individual place.

Historic Preservation: an endeavour that seeks to preserve, conserve and protect buildings, objects, landscapes or other artifacts of historical significance.

Place Making: a multi-faceted approach to the planning, design and management of public spaces. It capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.

Perception: the ability to see, hear, or become aware of something through the senses.

Reality: the world or the state of things as they actually exist, as opposed to an idealistic or notional idea of them.

Importance of Sense of Place to Cultural Heritage Tourism

The cultural heritage sites often contain pieces of history that elicit a specific aura which is vital to the importance of the place. Properly identifying and preserving the attributes that define a place is a difficult task but the communication of those details are what define a place and keep people coming back. A place that lacks any sort of authenticity or importance is not place that is attractive or unique. By properly taking inventory of place's cultural uniqueness we can use it to show the rare traits that define a place.

Principles

1 Legibility: A place must have distinguishable attributes as well as being comfortable and safe. Places that exhibit a sense of history also attribute to its character.

2 Permeability: A place must be easily accessible with supporting infrastructure that reaches to nearby attractions and other cities.

3 Variety: A place must promote community in a welcoming and non-exclusionary manner so that connections between people can be made.

4 Robustness: A place must have a range of activities and attractions throughout the year to invite people to back but that doesn't interrupt everyday life.

5 Context: A place must be fully integrated to the surrounding area so that it does not appear out of place while also taking existing ecosystems in to consideration.

Sources:

Bertuzzi, E., et. al. "River networks and ecological corridors: reactive transport on fractals, migration fronts, hydrochory." Water Resources Research 43.4 (2007).

Naiman, Robert J., Henri Decamps, and Michael Pollock. "The role of riparian corridors in maintaining regional biodiversity." Ecological applications 3.2 (1993): 209-212. Sources should be listed in 12pt Arial in this section. Each page needs to include relevant sources.

Sensing Place

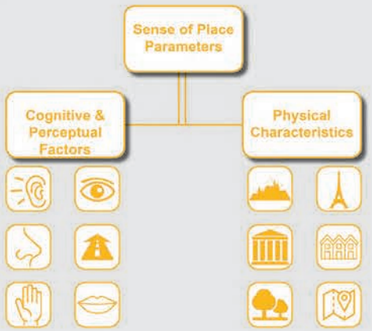
Factors in Affecting Place

The structure of place without people is just only a geographical location and the concept of place is signified only with existence of human. Thus, we can define place with two main characteristics. The first definition is affected by spatial structures and second definition is affected by people routine experiences.

Human Experience | Place | Spatial Structure

Factors in Forming a Sense of Place

Sense of place is the relationship between man, his image and environmental characteristics. The concept of sense of place on the one hand is rooted in subjective experience of people (memories, traditions, history, culture, and society) and in other hand is affected from objective and external influences of the environment (landscape, smell, sound) that these lead to various association of a place.



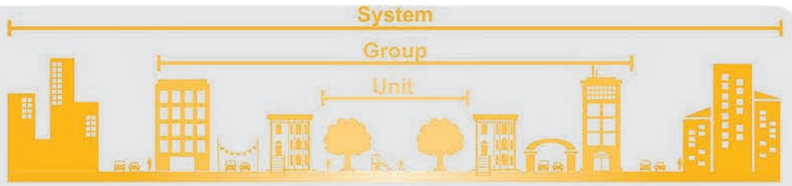
Types of Place

Place is regarded as the center of sense of value and meaning and exit in individual or public. As you know, sense of place gives meaning to space with authenticity and reality. From European squares, markets and street landscapes, by the twentieth century, to the main streets of the United States, settlements, to the cities like New York, Boston, Chicago, San Francisco and other cities in the city center, parks, and boulevards. According to different spatial form and social complexity; Place is divided into three levels, each bringing us different feelings.

Paley Park, New York City

Smithsonian Museum, New York City

Unit: The basic carrier of urban life, where the vitality of the place, and is the flash point of urban memory. Although, modern transportation expands the scope of people's activities, too fast line of sight movement speed can not give people enough information of space. People have to stay in Unit with slow speed walk which can help them understand the surroundings.



Vinton Neighborhood, Omaha, NE

Granville, Vancouver

Group: Architecture and open space together constitute the cluster structure. Compared to a unit, a group can give more complex social functions just like shopping, recreation and office. The atmosphere of group depend on the connection of open space, architecture and surrounding context.

Toronto

New York City Metro Area

System: Compared to unit and group, the form of the system is composed of a network of groups and have a deeper form and content. The basic form of system is a variety of routes that connect the variety of groups in the system.

Process of Identifying Sense of Place

1 Explore

Goals:
- Develop and determine the idea of sense of place
- Compare image with visual reality to learn what forms make for strong images
- Suggest some principles for forming sense of place

Points:
The work was done in the conviction that analysis of existing form and its effects on the citizen, and in the hope that some useful techniques for field reconnaissance and citizen interview might be developed as a by-product

2 Collect

Goals:
- To help observer understand the location of place and determine main research routes and main districts.

Points:
Observers need to collect data just like
1) Maps: a general aerial view of the region, outline map of the place of investigation,
2) Population: sex, age, amount,
3) Culture: history, culture, tradition.

3 Observe

Goals:
- Trained observers map the presence of various elements, their visibility, their image strength or weakness, and their connections, disconnections, and other interrelations and who noted any special successes or difficulties in the potential image structure.

Points:
A systematic field reconnaissance of the area was made on foot by a trained observer, who need to accepted concepts of sense of place

4 Interview

Goals:
- To evoke interviewers their own images of their physical environment. The interview included requess for descriptions, locations, and sketches, and for the performance of imaginary trips.

Points:
The amount of sample need to be large. To help generalize from these, and to say that a true public image of the place has been uncovered.

5 Identify

Goals:
- To find out the common or related features of place, by information getting from interviews.
- Consider the impact of cultural, physical factors

Points:
Make sure the methods are reliable.

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SENSE OF PLACE
Process

Explore & Collect

Characters in Sense of Place

Place, in some studies, mentioned to the quality of place or personal valuable Judgment about physical properties of place which is used in contrast with "placelessness". In general, place is a space which take meaning in cultural, individual and social process. In fact people change space to the concept of place based on their social bonds, feeling and emotions. Gieryn explains place in three characters as; geographical location, physical parameters and identity which is composed of meaning and value.

Physical Parameters - Effect on sense of place as: Size, Scale, Components, Diversity, Texture, Decoration, Color, Odor, Noise, Temperature. This is often influenced by a place's program and culture.

Geographical Location - A particular place or position. This character has nothing to do with human activity so it is essentially the base of a place. A location can usually be tangibly found and shared.

Identity - The most important character in sense of place is identity because it attaches to the emotional side of humans and becomes more recognizable. This is achieved through experiences, memories and history.

Human-Place Interaction

In general, interaction between humans and places is in three dimensions: **Cognitive, behavioral and emotional.**

- Cognitive aspects of the interaction are led to **spatial perception** and during that, people know the **environmental elements** and use them to navigate their way.
- Behavioral aspects of the interaction are mentioned to **activities and functional relationship** between people and environment.
- Emotional interaction with place points to **satisfaction** and **attachment** to place.

This relevance can be so strong that create a tie between individual and components. In this regard, **people experiences are the main tools** of their perception. Cognition interaction pointed to **formal aspects of places**. In behavioral interaction, perception of the **functional aspects and the types of activities** on the environment are considered. Finally, in relation to emotional interaction, **emotional and meaning** of places are considered.

Different Scales of Sense of Place

Sense of place as a collection of symbolic meanings, attachment, and satisfaction with a spatial setting help by a group or individual.

Knowledge of being located in a place: in this level people are familiar with the place; they identify the symbols of the place but they do not have any particular emotional connection to the place and its symbols. Therefore, they do not integrate themselves with the place.

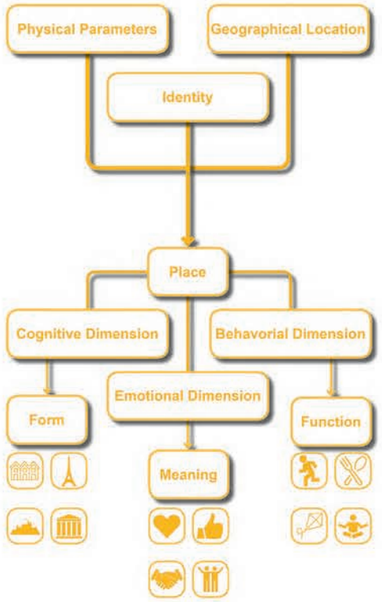
Belonging to a place: in this phase, people not only are familiar with the place but they have an emotional connection with the place. In this stage, people distinguish the symbols of the place and in contrast to the previous stage those symbols are respected.

Attachment to a place: people have a strong emotional relationship with the place. The place is meaningful and significant to people. In this regard, the place has unique identity and character to the users via its beloved symbols.

Identifying with the place goals: in this level, people are integrated with the place; moreover the goals of the place are recognizable by the people. The users also are very satisfied with these goals; hence they have a deep attachment to the places.

Involvement in a place: in this level people have an active role in the place. They would like to invest their own resources such as money, time, or talent in the activities of the place. Therefore, as opposed to previous levels that were mostly based on attitude, this stage is probed mainly through the real manners of the people.

Sacrifice for a place: this level is the last and also the highest point of Sense of place. Deepest commitment to a place is the main aspect of this phase. People would like to sacrifice of important attributes and values such as prosperity, freedom, or, life itself.



Observation & Interview

Main goals:
Two different questions are contained within this general one: (a) how reliable are the methods, how truthful are they when they indicate a certain conclusion? and (b) how useful are they? Are the conclusions valuable in making planning decisions, and is the effort expended worth result.

Observation

The observation covered the following content:

1. Trained observer instructed in the concept of sense of place
2. Map the area, indicating the presence, visibility, and the interrelations among the physical parameters and culture and spirit.
3. The Observer divided the elements into categories of major or minor significance, "major" elements being those exceptionally strong or vivid, and continually asked himself why this element had strong or weak identity to help form sense of place, why this connection seemed clear or obscure.

Interview

The interview covered the following questions:

1. What first comes to your mind about this district sense of place, what symbolizes the word "Red Cloud" for you? How would you broadly describe "Red Cloud"
2. We would like you to make a quick map of central Red House, inward or downtown. Make it just as if you were making a rapid description of sense of place of this city to a stranger, covering all the main features. We just need a rough sketch.
3. Do you have any particular emotional feelings about parts of your city? How long would it take you?
4. What kind of elements of the city you think are most distinctive. They may be larger or small, but tell us those that for you are the easiest to identify and remember.
5. Free discussion

The interview covered the following principles:

1. The interviewers are supposed to large enough to help form a true public sense of place. Otherwise, the small size was made necessary by the broad type of inquiry that was made, and by the lengthy time required for the elephantine and experimental technique of analysis.
2. It shouldn't be the unbalanced nature of the samples chosen. The interviewers should well balance as to age and sex. And we also need to collect the basic information.

Public Sense of Place
The interview was conducted first in order to test the hypothesis of sense of place; second, to gain some rough approximation to the public sense of place, which might be compared to the findings of the field reconnaissance

Sketch Map
A sketch map of the city, for the detailed description of a number of trips through the city, and for a listing and brief description of the parts felt to be most distinctive or vivid in the subject's mind.

Most Distinctive Elements
To develop a short-cut method for eliciting the sense of place, and see what kind of elements contribute the sense of place mostly.

Basic Information of Interviewees

Gender	Female Male
Age	Under 30 30-40 40-50 above 50
Race	White African-American Latino Native American
Religion	Catholic Protestant Jewish
Place of origin	City County State
Education	Uneducated Primary Junior Senior Undergraduate
Residence Length	Under 1 year 1-3 year 3-5 year 5-10year above 10year

Identification

Among accounts of critical scholar, the term 'place' is defined as space states between people and the environment setting. Interpretations of reviewed studies engaged to better understand on how to discover people's perception, experience and responses towards their surroundings based on elements that relate to their culture and norms. These components will form the skeletal framework of the study in establishing individual understanding of sense of place. There are three dimensions of spiritual, cultural and visual aspects for identifying it.

Spiritual → Cultural → Visual

1.Sense of place in relation to spiritual dimension

The ideas of spirit within the place or character of place make up the sense of place, and how feelings like stimulated, excited, joyous are an example of this experience which is felt through all the sense such as sight, hearing, taste and touch.

A place is just not an object, but through the area and experience of meaningful activities. In the relationship to places and people's experience that relating to the human characters, the experience help people form attachments to home and surroundings, their feelings about space and place that affected by the sense of time.

As " Being in" the old cities can also bring people back in reminiscent of younger days. The definition "sense of place" includes where the meaning and physical elements similar to people experiential place representing beliefs and about their memories.

Sight, Hearing, Taste, Touch → Experience (stimulated, excited, joyous) → Sense of Place (feelings for place, place attachment)

2.Sense of place in relation to cultural dimension

While an inventory of place provides the initial context for building sense of place and establishing community identity, the combination of context and the reinforcement of this current climate and culture of a place create community character or identity.

The creative characteristics of a community or neighborhood may include the following:

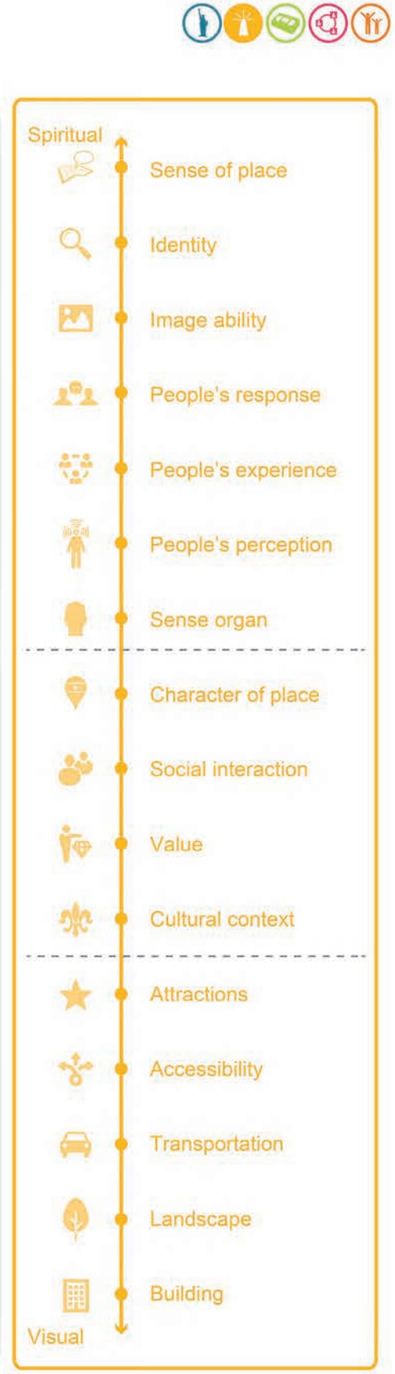
- population and demographic information
- local social and architectural history
- languages spoken
- food culture
- unique customs
- current landscape
- scale of existing buildings (residences, as well as commercial, governmental, and institutional buildings)

3.Sense of place in relation to visual dimension

The idea of five elements such as landmarks, districts, buildings, sites and monuments as necessary image visually needed to test the mechanism and attributes of these elements for a city landscape.

The visual dimension such as buildings has become very popular topic to bring up the character of the place. Preliminary work on visual was undertaken by Thwaites how important the building heights in the design of the city and with the certain image of the city affected.

Resources (Buildings, Districts, Landmarks, Monuments, Sites) → Forms (Attractions, Identity of place) → Sense of Place (Spacial structure)



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SENSE OF PLACE

Case Study---Sense of Place Identity in Wilber

Wilber Immigration History

Why they came to US:

1.There was a shortage of farm land in their country. Farms were too small to make a good living. For many peasant farmers the thought of owning land was only a dream. People often sold their small land holdings to pay for the trip to America. Czechs also left their homeland due to political and religious prejudice and to avoid military service.

2.Political.

3.Religious prejudice

4.Avoid military service.

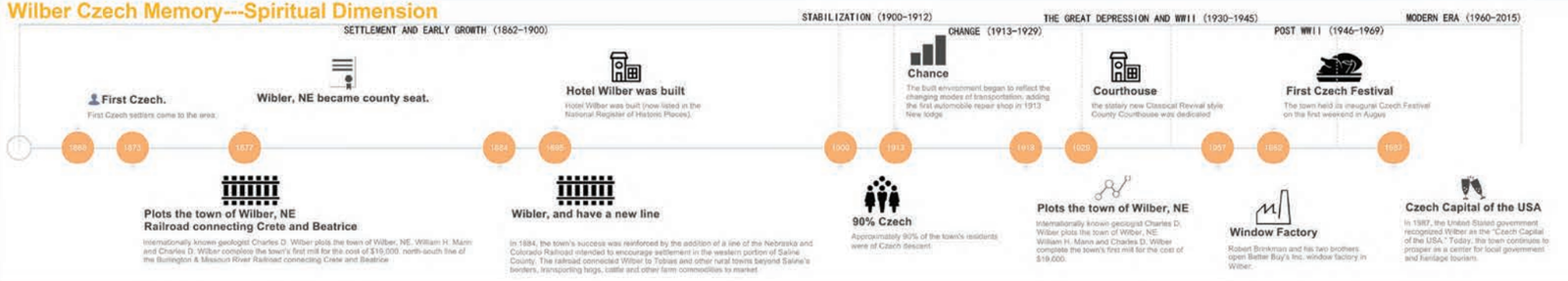
5.Magazines like the Hospodář (husbandman or farmer), an Omaha agricultural journal, helped promote Czech settlement in the United States. Many families emigrated on the basis of information.

The reason why they came to Nebraska

1.Advertisements like this one influenced Czechs to come to Nebraska. Nebraska was a new state and needed people to increase its population.

2.The Burlington and Missouri Railroad, which had large areas of Nebraska land for sale, printed advertisements in the Czech language. It showed the first six years on an American farm and the "ease" with which success could be achieved. Most of the Czechs who came to Nebraska were farmers, but tradesmen and professional people came, too.

Wilber Czech Memory---Spiritual Dimension



Wilber Czech Festival---Cultural Dimension

Formation
Since 1962, it founded principally by Walter and Helene Novak Baer, with cooperation from state and many local leaders, interest in the Czech heritage has been revived.

Feature
Authentic costumes worn by participants, workers, and some visitors, Czech food, a beer garden, bands, decorated store fronts, Czech and American flags, an old-world atmosphere, free parking, and free admission for nearly all events make it a remarkable family and fine arts affair.

Influence
The largest ethnic festival in Nebraska, held annually the first full weekend in August, attracts an average of 40 to 50 thousand visitors.

Activities
It includes the activities of Wilber-Clatonia Czech Alumni Band; all kinds of entertaments, like music and dancing,quilt show, talent contest; children's parade and grand parade.

1.Wilber-Clatonia Czech Alumni Band
In 1986, approximately 90 Wilber and Wilber-Clatonia alumni band members assembled to celebrate Wilber's 26th annual Czech Days. Besides having a lot of fun reuniting with former classmates and band members, the organization has continued to meet every year to march in both Saturday and Sunday parades, present a concert, and play for the pure enjoyment of preserving and promotion of local Czech heritage and music.

2. Entertainment
Music and Dancing
Music is and always has been an important part of the Czech culture.
Historical Pageant
The "Tales of the Czechs" can be seen at the Outdoor Theatre both Friday and Saturday nights at about 9pm.
Quilt Show
Visit the Extension Office Saturday and Sunday from 10am to 5pm to view beautiful, handmade quilts from around the country.
Talent Contest
It will be held at the Outdoor Theater south of the Wilber Swimming Pool on Saturday at 3:,30 p.m.

3.Parades
Children's Parade
The Children's Parade is Friday night at 7:00 pm. The parade route will go East down 3rd Street starting at School Street and ending at Main Street.
Grand Parade
The Grand Parade begins at 2:00 pm both Saturday & Sunday. Parade forms in Legion Park at 12:30 p.m. and follows the arrowed route.

Wilber Czech Assets---Visual Dimension

1.Wilber Marker
Czech Capital of Nebraska ~ Wilber features one historical marker, located at the junction of Nebraska Highways 103 and 41 downtown, which depicts Wilber as the Czech Capital of Nebraska.

2. Wilber Czech Museum
The Wilber Czech Museum was established to preserve Czech artifacts that pertain to the heritage and culture of the Czech pioneer settlers in Nebraska. The museum exhibits collections of Czech dolls, Czech dishes, quilts, replicas of early immigrant homes and Wilber businesses, agriculture, paintings, specialized laces and Czech costumes, medical items, guns and antiques.

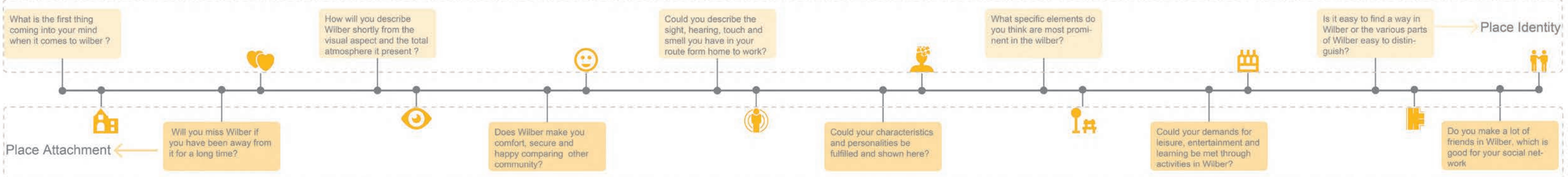
3.Sokol Pavilion
An integral part of the annual Czech festival, Sokol Hall, also known as Sokol Auditorium, located at 317 S., built in 1930. Wilson Street, is available for meetings, dances, reunions, and celebrations.It was listed on the National Register of Historic Places on September 14, 1995.

4.Hotel Wilber
The jewel in Wilber's Czech crown is Hotel Wilber, listed on the National Register of Historic Places. Built in 1895, it has been maintained with ongoing restoration as recently as 2011.
This quaint hotel features uniquely decorated guest rooms, a full service dining room, the Czech Cellar, and outdoor garden area available to rent for private events.

5.Homestead National Monument
It was set aside in 1936 to commemorate one of the first documented Nebraska homesteads. It also stands as a tribute to the courage and tenacity of the waves of American landseekers and European immigrants who ventured west in the late 19th century to take up the demanding life of the prairie farmer. The National Monument includes the original Homestead Act land claim of Daniel and Agnes Freeman. Major attractions include Homestead Heritage Center , Education Center, Tallgrass Prairie and Palmer- Epard Cabin.

6. Legion Memorial Park
It nears the south entrance of Wilber, just to the west of Highway 103. Lighted courts and fields are available so that you can enjoy playing or watching tennis, softball, and baseball. There is also plenty of modern playground equipment for the kids to climb on and explore. In addition, the on-site campground can accommodate everything from tents to large campers.

Questions for Wilber Citizens---Interaction



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AUTHENTICITY+QUALITY+INTERPRETATION

Introduction

"When you open your mind, you open new doors to new possibilities for yourself and new opportunities to help others." **- Roy T. Bennet**

Authenticity

Synopsis

"Nothing is original. Steal from anywhere that resonates with inspiration or fuels your imagination. Devour old films, new films, music, books, paintings, photographs, poems, dreams, random conversations, architecture, bridges, street signs, trees, clouds, bodies of water, light and shadows. Select only things to steal from that speak directly to your soul. If you do this, your work (and theft) will be authentic. Authenticity is invaluable; originality is non-existent. And don't bother concealing your thievery - celebrate it if you feel like it. In any case, always remember what Jean-Luc Godard said: "It's not where you take things from - it's where you take them to." -Jim Jarmusch

Define Term

1a : conforming to an original so as to reproduce essential features
1b : made or done the same way as an original
2 : not false or imitation : real, actual
3 : true to one's own personality, spirit, or character

Cultural Heritage Tourism Criteria

There are eight basic criteria in which we can judge authenticity.
1. esthetics
2. uniqueness
3. cultural and historical integrity
4. workmanship
5. local care and attention
6. cultural community interactions
7. current functionality
8. certification

Basic Principles

1. User Empathy
2. Honest to Origin
3. Rich in Culture

Quality

Synopsis

"Quality means doing it right when no one is looking." -Henry Ford

"Raise your quality standards as high as you can live with, avoid wasting your time on routine problems, and always try to work as closely as possible at the boundary of your abilities. Do this, because it is the only way of discovering how that boundary should be moved forward." -Edsger Dijkstra

Define Term

1a : peculiar and essential character
1b : an inherent feature : property
1c : capacity, role
2a : degree of excellence
2b : superiority in kind

Cultural Heritage Tourism Criteria

Quality of tourist experience can be judged through five basic criteria
1. immersion
2. surprise
3. education
4. peace of mind
5. satisfaction

Basic Principles

1. Visitor Involvement
2. Piece of Mind
3. Educational Experience

Interpretation

Synopsis

"Interpretation refers to the act of revealing the significance of a place, person, artifact, or event. It is telling the story in such a way that people will want to learn and perhaps return again and again."
-Dallon Timothy

"A work survives its readers; after a hundred or two hundred years, it is read by new readers who impose on it new modes of reading and interpretation. The work survives because of these interpretations, which are, in fact, resurrections; without them, there would be no work."
-Octavio Paz

Define Terms

1 : the act or the result of interpreting : explanation
2 : a particular adaptation or version of a work, method, or style
3 : a technique that combines factual with stimulating explanatory \ information

Cultural Heritage Tourism Criteria

These are six criteria in which interpretation can be judged.
1. relatable
2. educational
3. combination of arts
4. provoke thought
5. present whole information
6. adaptive stragagies

Basic Principles

1. Create Meaning
2. Establish a Connection
3. Elevate information

Self Authentic Person
One whose demeanour is true to self value and moral not wavered by social surroundings but environmentally aware.

Physically Authentic
A recognizable and valid thing that can be of value.

Quality Experience
The standard of something as measured against other things of a similar kind; the degree of excellence of something.

Qualities of Experience
The individual components that make up the overall experience

Formal Interpretation
Occurs in a controlled environment such as a museum or historic site.

Informal Interpretation
Occurs outside of the formal educational zone and is more dependant on user participation

1A Self Authenticity

Goals:
Promote user authenticity by encouraging them to interact with the Environmental Surroundings that create the sense of self being.

Examples:

1B Physical Authenticity

Goals:
Design approaches must be centered upon historical meaning and aesthetic tradition. Using new technology to bring it forward to a more sustainable future.

Examples:

2A Quality Experience

Goals:
Experience should be immersive, safe, educational, unique, and enjoyable leading to an experience that meets or exceeds user expectations.

Examples:

2B Qualities of Experience

Goals:
Users should have access to all necessary amenities required to acheive a complete experience

Examples:

3A Formal

Goals:
Educate visitors in an entertaining way to reveal the significance of a place, person, artifact, or event.

Examples:

3B Informal

Goals:
Establish a personal connection with the visitor to prevent a sterile experience

Examples:

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AUTHENTICITY+QUALITY+INTERPRETATION

Authenticity

Self Authenticity

Quotes

"Nothing is original. Steal from anywhere that resonates with inspiration or fuels your imagination. Devour old films, new films, music, books, paintings, photographs, poems, dreams, random conversations, architecture, bridges, street signs, trees, clouds, bodies of water, light and shadows. Select only things to steal from that speak directly to your soul. If you do this, your work (and theft) will be authentic. Authenticity is invaluable; originality is non-existent. And don't bother concealing your thievery - celebrate it if you feel like it. In any case, always remember what Jean-Luc Godard said: "It's not where you take things from - it's where you take them to."
-Jim Jarmusch

Define Terms

Authenticity: 1a : worthy of acceptance or belief as conforming to or based on fact
1b : conforming to an original so as to reproduce essential features
1c : made or done the same way as an original
2 : not false or imitation : real, actual
3 : true to one's own personality, spirit, or character

User to User Authenticity

Basic Principles

1. User Empathy
The user always seeks out something. Within design there should be opportunity for adventure and mystery to be able to fulfill feeling of self authenticity.

2. Honest to Origin
Heritage and Culture are built upon the idea of origin. Design should be based upon historical background of the place. This improves the idea of authenticity and create a deeper meaning.

3. Rich in Culture
Culture is the identity of a group of people. Keeping in mind culture during design will influence the way spaces are created and how nature interacts with them.

Related Terms

Faithful : true to the facts, to a standard or to an original.
Veritable : being in fact the thing named and not false, unreal, or imaginary.
Dependable : capable of being trusted.
Geriatric: of a specific but unspecified character, quantity, or degree.
Actual : not false : existing in fact or reality : used for emphasis.
Accurate : conforming exactly to truth or to a standard.

Authenticity Measurement: 3/4ths of these must be met to be authentic.
1: Aesthesis : Tourist determine if things are authentic by what seems to be beautiful.
2: Uniqueness : When fewer of something exists it creates a scarcity value.
3: Cultural and Historical Integrity : Being able to truthfully tell the historical past.
4: Workmanship : Legitimacy of a place can be equated by the creativity of work.
5: Local Care and Attention : Shared culture through mutual respect.
6: Cultural Community Interactions : Able to observe the processes of handiwork.
7: Current Functionality : If it is in current use tourist observe this as truly authentic.
8: Certification : Physical and legal documentation of authenticity.

Physical Authenticity

Historical Significance

Latin Roots of Authenticity:
mid-14c., "authoritative," from Old French autentique (13c., Modern French authentique) "authentic; canonical," and directly from Medieval Latin authenticus, from Greek authentikos "original, genuine, principal," from authentes "one acting on one's own authority," from autos "self" (see auto-) + hentes "doer, being," from PIE *sene- "to accomplish, achieve." Sense of "entitled to acceptance as factual" is first recorded mid-14c.

Traditionally in modern use, authentic implies that the contents of the thing in question correspond to the facts and are not fictitious; genuine implies that the reputed author is the real one; but this is not always maintained: "The distinction which the 18th c. apologists attempted to establish between genuine and authentic ... does not agree well with the etymology of the latter word, and is not now recognized" [OED].

In art, authenticity is perception of art that is based upon the faithful genuine self in contrast to conformity to external influences and values. Compromising and conforming is a path to becoming inauthentic in art, music, writing and design.

Importance to Cultural Heritage Tourism

Commodifying the Self
The human mind has a tendency to constantly search out and reconfigure itself based upon new environments that it engages. Current tourism only allows so much as a "fake" stay away from home in prefabricated living quarters with no value to them. This is deemed as "lacking" which causes the mind to want more to eliminate the lacking feeling. This is due to the theory of the mirror. This theory asks how can we expect to feel fulfilled in prefabricated unvalued hotel spaces when we live in the meaning of our individual lives. When we look into a mirror we see the same thing in reality and in reflection meaning as we travel and experience tourism we want to experience the authentic reality of other peoples lives.

The Market Construction of Meaning
Due to the "McDonaldization" (Ritzer 1993) of capitalist societies people have begun to desire more. The culture today emphasizes consumption and a commitment to globalization of the economy. This consumption is linked to everything about ones self; it is our social distinction. Although we are often defined by social constructs such as class, work, church, civil society, family, and home, it can be argued these are intertwined with what we consume. These non-instrumental and surface level relations have found people to desire going deeper into self meaning.

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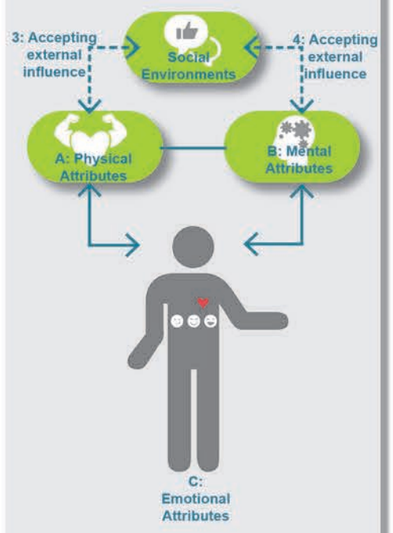
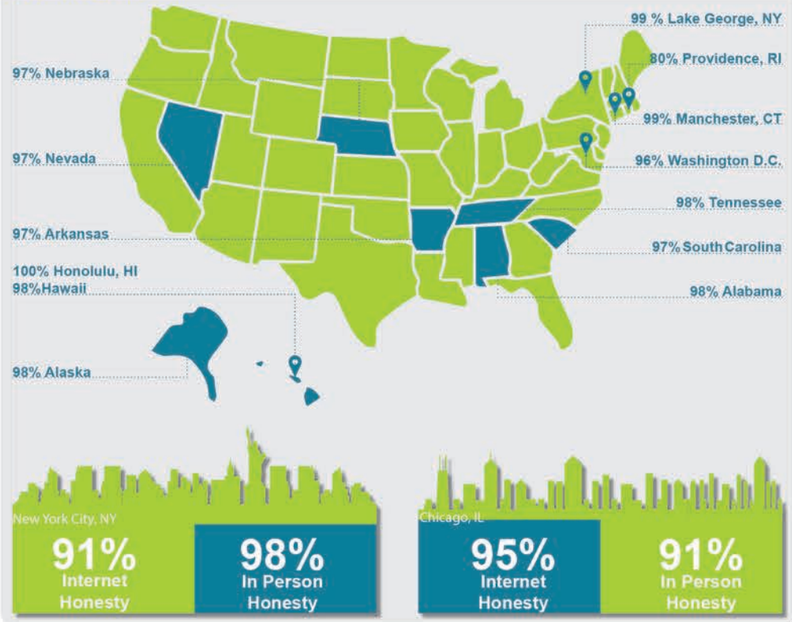
Self Authenticity

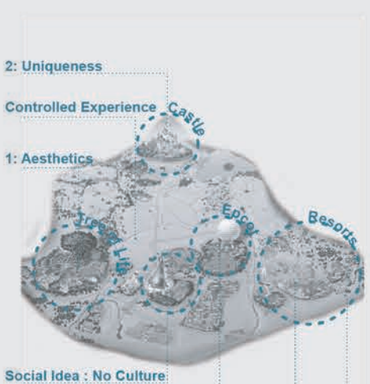


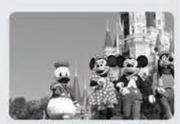
Trustiness of the USA



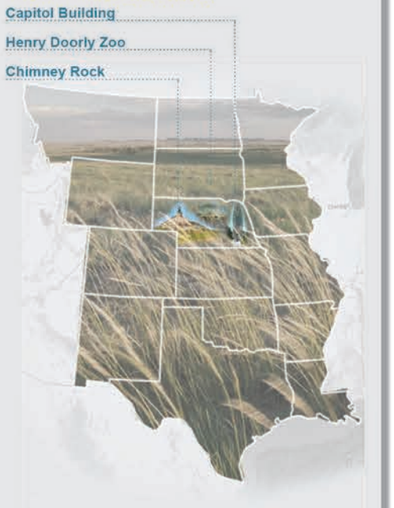
Historic Authenticity

Contrived Authenticity





Great Plains Authenticity



Tourist Perception

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Quality

Qualities of Self

Quotes

"Quality means doing it right when no one is looking." -Henry Ford

"Raise your quality standards as high as you can live with, avoid wasting your time on routine problems, and always try to work as closely as possible at the boundary of your abilities. Do this, because it is the only way of discovering how that boundary should be moved forward." -Edsger Dijkstra

Define Terms

Quality: 1 : peculiar and essential character
2 : degree of excellence
2b : superiority in kind
3 : a distinguishing attribute or characterisitic

Qualities of User Satisfaction

1. Immersion
Involvement of visitor during consumption
Interaction between visitor and service

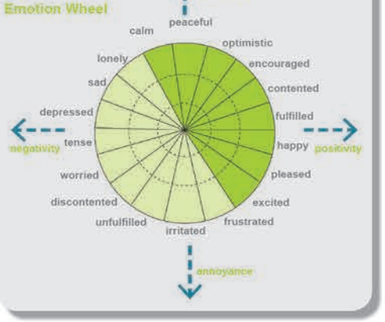
2. Surprise
Experience is unique, special, fresh

3. Education
Significance of experience revealed
Visitor returns after initial visit

4. Peace of Mind
Physical and physiological safety + comfort

5. Satisfaction
Experience meets expectations
Experience is entertaining

Emotion Wheel



Qualities of Tourism

Basic Principles

1. Involvement
The user should have choice and control over the service or experience that is being offered. There should be a sense of mutual cooperation between the experience and the user.

2. Peace of mind
Physical and psychological safety and comfort should be felt by the user during their experience

3. Educational experience
Education insures the user gains something from their experience. The visitor should be feel personally invested.

Related Terms

Aspect : a particular part or feature of something.
Character : the mental and moral qualities distinctive to an individual.
Condition : the state of something, especially with regard to its appearance or working order.
Element : a part or aspect of something abstract, especially one that is essential or characteristic.
Kind : a group of people or things having similar characteristics.
Trait : a distinguishing quality or characteristic, typically one belonging to a person.
Distinction : a difference or contrast between similar things or people.

Historical Significance

Latin Roots of Quality:
C.1300, "temperament, character, disposition," from Old French qualite "quality, nature, characteristic" (12c., Modern French qualité), from Latin qualitatem (nominative qualitas) "a quality, property; nature, state; condition" (said [Tucker, etc.] to have been coined by Cicero to translate Greek poiotes), from qualis "what kind of a," from PIE pronominal base *kwo- (see who). Meaning "degree of goodness" is late 14c. Meaning "social rank, position" is c. 1400. Noun phrase quality time first recorded 1977. Quality of life is from 1943. Quality control first attested 1935.

Importance to Cultural Heritage Tourism

User Experience

A quality user experience is one that meets or exceeds the visitor's expectations. This quality of user experience is the primary target when examining tourism. It is paramount that the user has the best possible experience from the moment their experience begins to the moment it ends. A quality experience should be unique and interactive so that a connection is made between the visitor and whatever they may being seeing or doing. All necessary amenities should be provided so that safety and comfort is felt.
Quality not only impacts the user experience, but through Cultural Heritage Tourism, quality also has a major influence on the quality of life for the citizens of the town. Tourists have the same needs as those living there. For the citizens of the town, this means increased revenue, and increased quality of life. Quality also refers to the qualities of an area that give it sense of place.

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Qualities of Place

Top 10 countries To Live In

Top 10 Criteria

Quality of Life (17%)
1. Canada 2. Sweden 3. Denmark

Entrepreneurship (17%)
1. Germany 2. Japan 3. United States

Citizenship (17%)
1. Sweden 2. Canada 3. Denmark

Cultural Influence (14%)
1. France 2. Italy 3. United States

Business Opportunity (12%)
1. Luxembourg 2. Sweden 3. Canada

Economic Growth (10%)
1. India 2. Sweden 3. Canada

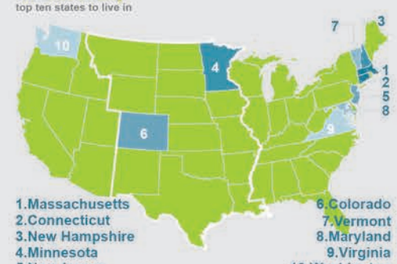
Power (7%)
1. United States 2. Russia 3. China

Adventure (4%)
1. Brazil 2. Italy 3. Spain

Heritage (4%)
1. United States 2. Russia 3. China

National Quality

top ten states to live in

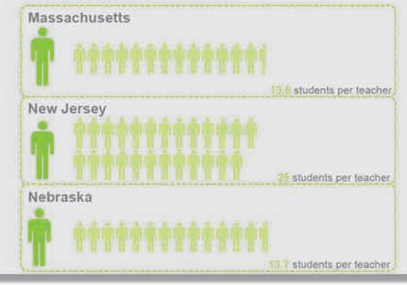


Regional Quality

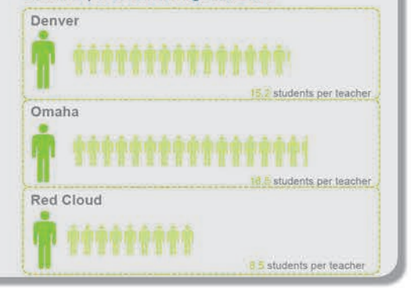
top ten cities to live in

Quality of Life

Students per teacher: US States



Students per teacher: Regional Cities



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Interpretation

Personal Interpretation

Quotes

"Interpretation refers to the act of **revealing** the significance of a place, person, artifact, or event. It is **telling** the **story** in such a way that people will want to **learn** and perhaps return again and again."
-Dallon Timothy

Define Terms

Interpretation:
1 : the act or the result of interpreting : explanation
2 : a particular adaptation or version of a work, method, or style
3 : a technique that combines factual with stimulating explanatory information

Personal Interpretation

Demographics:
Gender: Male
Age: 57
Income: $45,000
Education: Bachelor's
Occupation: Teacher
Marital Status: Married
Religion: Judaism
Hobby: **Reading**

Poor Experience

Demographics:
Gender: Male
Age: 24
Income: $60,000
Education: Bachelor's
Occupation: Accountant
Marital Status: Single
Religion: Catholic
Hobby: **Bike Rides**

Excellent Experience

Tools of Interpretation

Basic Principles

1. Establish a connection
The information should relate back to the user, without this, the experience will feel sterile. The experience should be adaptive - a small child would need a different approach compared to an adult.

2. Elevate information
The main focus is not instruction but provocation. There should be revelation based upon the information. Information should not be diluted regardless of visitor age.

3. Create meaning
A story should be told through interpretation. The significance of a place, person, artifact, or event should be revealed.

Related Terms

Interpretation:
Analysis : detailed **examination** of the elements or structure of something.
Clarification : the action of making a statement or situation less confused.
Explanation : a statement or account that makes something **clear**.
Judgement : the ability to make considered **decisions** or sensible **conclusions**.
Meaning : what is **meant** by a word, text, concept, or action.
Perception : to see, hear, or become aware of something through the **senses**.
Reading : the action or **skill** of **reading** written or printed matter silently or aloud.
Translation : the process of **translating** from one language into another.
Literal : taking words in their most basic sense without metaphor or allegory.
Metaphrastic : A word-for-word **translation**.

Tools of Interpretation

Tour Guides:
Tour guides assist visitors by relaying valuable information and interesting facts. They have the ability to interact with users and directly answer questions on an individual basis.

Actors / Role Players:
Actors and Role players provide entertainment and education through their historically accurate clothing and props. Like tour guides , they are able to interact with users in an insightful way.

Printed Materials / Signage:
Signage, pamphlets, maps, and other printed materials offer relevant information about the tourist experience. However, because of their printed format, they are not as flexible as other forms of information and offer little room for additional thought.

Hands on Displays:
Hands on displays offer an educational and interactive way for users to discover information. Hands on displays offer room for additional thought unlike printed signage which are static.

Individual Audio Tours:
Individual audio tours are an immersive way to tell a story and share information with users. They allow for the user to listen and learn at their own pace. Unlike a dedicated tour guide though, they do not allow for interaction and questions.

Modern Technology:
Modern technology such as phones are becoming exceedingly popular as a means to convey information in an interactive and informative way. The information displayed to users can easily be updated making them more flexible than printed media. QR codes are often used to direct users to a web page or video where the information is displayed.

Historical Interpretation

Historical Significance

Latin Roots of Interpretation:
late 14c., "expound the meaning of, render clear or explicit," from Old French interpreter "explain; translate" (13c.) and directly from Latin interpretari "explain, expound, understand," from interpres "agent, translator," from inter "between" (see inter-) + second element of uncertain origin, perhaps related to Sanskrit prath- "to spread abroad,"

Importance to Cultural Heritage Tourism

Interpretation: Telling the Story
Interpretation allows for the factual information that often accompanies Cultural Heritage Tourism to be **perceived** in a more meaningful way. This interpretation of information might be done by the visitor through reading something as simple as **signage** or a **pamphlet**, or it may be given more directly such as orally through a tour guide. Interpretation elevates simple facts and creates a stronger connection between the experience and the visitor; it **establishes a relationship.** Visitor experience is enhanced through interpretation by creating **meaning** in the information, provoking thought, creating entertainment, and answering visitor questions, ultimately, leaving to a more satisfied visit.

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http://www.destinationgettysburg.com/about-destination-gettysburg.asp

Gettysburg, Pennsylvania

DESTINATION GETTYSBURG PENNSYLVANIA

What is Destination Gettysburg?

"*Our mission (is) to promote tourism and its positive economic benefits...This mission is achieved by aggressive marketing and building partnerships with federal, state, and local entities while maximizing all available resources*"
-Destination Gettysburg

Established in 1955, Destination Gettysburg is an organization dedicated to promoting Gettysburg and all of Adams County as a leading travel destination and experience. With over 300 members, Destination Gettysburg leads the tourism industry of Adams County with goals of offering a **quality** experience and preserving the rich **cultural heritage** that the area has to offer.

Actors / Role Players: Civil War Battle Reenactment
"*The Gettysburg Anniversary Committee was founded in 1995 by community members to responsibly coordinate, promote and host the annual reenactment of the Battle of Gettysburg. Since then the small core staff has grown to hundreds of local citizens dedicated to staging one of our nation's premier National Civil War Battle reenactments.*" - Gettysburg Anniversary Committee

Ranging from 150 to 400 actors, Gettysburg Anniversary Committee (GAC) has put on historic performances for 22 years. In 2017, GAC will put on 6 battles over a 3 day period on from July 1st-3rd.

Tour Guides: Double Decker Tours
"*Witness landmarks and monuments relating to the Battle of Gettysburg on this guided bus tour of the carefully restored battlefield. Hear your knowledgeable guide discuss the various phases of this three-day battle that was the turning point in the American Civil War*" - Battlefield Tours

Battlefield tours offers the unique opportunity to explore historical sites from the view of a double decker bus. Through the tour, visitors will learn about troop movement as well as see battle landmarks including East Cemetery Hill and McPherson Ridge

Modern Technology: InSite iPad Tours
"*Get closer to history than ever before. Dig deeper at each stop for in-depth historical content with our virtual walking tours, collect 3D-virtual artifacts along the way, and take fun old-time photographs with a Civil War Soldier, nurse, or even as President Lincoln*" - InSite Tours

The InSite iPad Tours offer visitors a customized experience that is suited to their schedule. Visitors rent specially configured iPads for 5 hours which allows visitors to follow the National Park Service 16-stop tour route at their own pace.

Length of Experience:

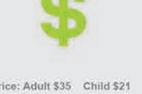
Length: All day

Length: 2 hours

Length: 2-4 hours

Cost of Experience:

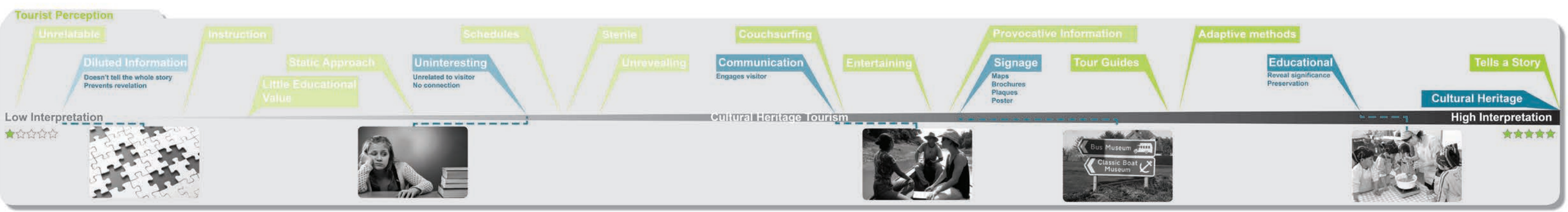
Price:	Adult	6-12 Child
Single day:	$39	$26 $10
Two day:	$69	$44 $20
Three day:	$99	$59 $30



Price: Adult $35 Child $21

Price: $45 for 5 hour rental

Tourist Perception



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TOURIST EXPERIENCE
Introduction

"Certainly, travel is more than the seeing of sights; it is a change that goes on, deep and permanent, in the ideas of living." -Miaram Beard

Abstract

Define Terms

Tourist: noun [toorəst]
- A person traveling for more than a day to any place other than where he normally lives.
- Temporary visitors staying over twenty-four hours in the country visited, whose journey is in one of the following categories: leisure, recreation, holiday, sport, health, study, religion, business, family, friends, mission, meetings.

Experience: noun [ˌikˈspirēəns]
- Practical contact with and observation of facts or events.
- The knowledge or skill acquired by a period of practical experience of something, especially that gained in a particular profession.
- An event or occurrence which leaves an impression on someone.

Tourist Experience: noun [ˈtoorəst ikˈspirēəns]
- The process of traveling to and engaging in activities in a place that is different than one's living environment.
- The wholistic impression of a place influenced by a tourist's ability to find, access, and engage in activities within an environment that is separate from the place where you live.

Related Terms

Expectation: The preconceived notion or vision of what an individual will be doing or encountering in a future situation

Reality: The state of things as they actually exist, as opposed to an idealistic or notional idea of them created from subjective views of objective conditions.

Sequence: the following of one thing after another; succession

Authenticity: The perception and judgement of how "real," raw, or unmanufactured an encounter or experience is thought to be.

Culture: the customary beliefs, social forms, and material traits of a racial, religious, or social group; the characteristic features of everyday existence of a common people: a way of life.

Cultural Immersion: Individual exposure to persons or groups markedly different in culture from that of the person initiating the exchange.

Principles

Enhancing access to authentic experiences and encounters that are central to a location and its sense of place

Ensuring basic needs are met in order to provide a high quality experience that indulges individual's desires

Emphasisis on easy wayfinding and access to locations of interest

Working with the community to ensure tourists feel they are being provided with a welcoming and interactive environment

First impressions are impactful and begin to link tourists from outside with activities within the community they are visiting and engaging with

Ensuring a destination is accurately advertised in terms of experiences to provide consistent conditions for tourists to engage in different experiences

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Historical Significance

- Tourist experiences over time have led to the establishment of travel and activity patterns.
- With the emergence of cultural heritage tourism as a major tourism type, the network of cultural landmarks across the region and globe has grown from shared reviews of sites.
- Positive tourist experience within the realm of cultural heritage tourism has led to the growth of neighborhood tours and tourism dealing with the history of place in urban areas, their peripheries, and rural regions.

Influencing Factors

- Tourist Variables: Variables such as outlook, quality of life, personality type, life-stage, demographics, and background which shape a tourist's motivation to travel away from home.
- Travel Variables: Variables such as delays, comfort, ease of travel, destination accessibility, as well as the nature of the destination which affect tourist experience and satisfaction.
- Experiencial Variables: The quality of experience, perception of authenticity, and framing of encounters as well as accidents that form the tourist experience
- Tourist Behavior: Future travel planning and location of favorite activities and places based upon experience
- Motivation: The reason for which someone justifies doing something: the driving factor in why a tourist plans and seeks out certain experiences

Importance to Cultural Heritage Tourism

- If the experiences offered by a place are deemed authentic and are accessible for tourists to engage in, then the likilhood for tourists to be satisfied is high
- Cultural heritage tourism allows for tourists to interact within a community
- Cultural heritage tourism focuses on experiencing cultures which may be different or even similar to their own
- Creating opportunities for tourists to be exposed and immersed within the culture of a place is important in creating an experience that is grounded in a unique sense of place
- Tourists locate their favorite activities and places based upon a spectrum of experiences where high satisfaction increases the probability positive reviews which in turn increases tourist flow.

Case Studies

Route 66: One of the first highways that was funded by an American president, this historic cross country thoroughfare acts as a cultural entity that is recognized worldwide. There are driving forces that bring specific users to this destination like: driving experience, visiting unique places, and interacting with people. This study helps to shed light on how subjective experiences help shape the tourist experience.

Indianapolis Cultural Development Commission: This case study looks at the Cultural Districts located in Indianapolis, IN and how a former mayor's efforts to engage the city's local art scene created a commission dedicated to using the arts as an economic development resource and also promoting the city's unique culture and heritage.

Travel Agents and Docents

Travel agents set up the expectations that tourists are paying to receive

Docents facilitate the experiences being participated within by the tourists

Docents are critical in providing the tourist with the ability to feel immersed in a place or experience that is authentic or genuine

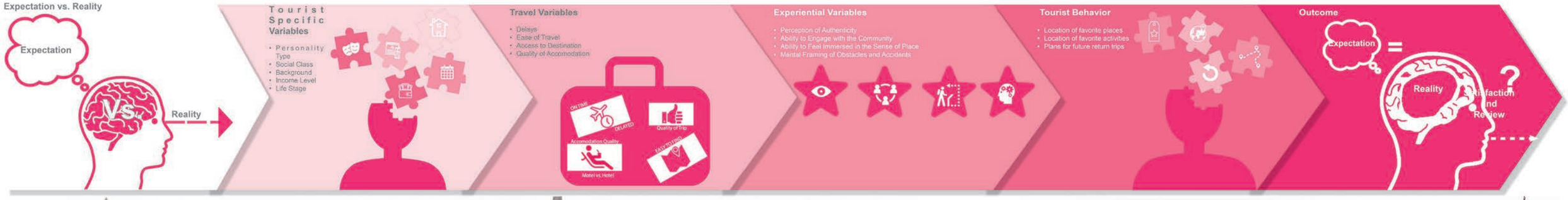
Tourists feel betrayed by the travel agent when the monetary value of their trip does not equal the experiencial value, and also may rate the trip poorly overall.

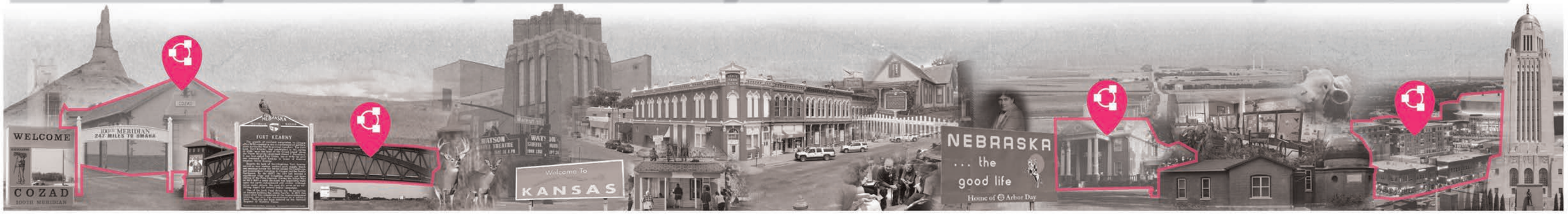
Docents and travel agents are sources of information that begin to shape the context of a user's experience.

Travel agents must be able to assess travel motivation and provide places with a brand with opportunities their clients will find fulfilling or interesting.

Tourist Sequence

The tourist experience is not just a thing, it is a process which has a sequence.
Part of the tourist experience is the journey to the destination.
Sequence: Sequence can be defined by a succession of events, perceptions, or experiences that have continuity.
A planned sequence can organize events, landmarks, places, objects in a way that provides an enjoyable driving experience as well as being able to give direction, create cadence, instill a mood, reveal, explain, or highlight objects in space as well as developing an overall planned route concept.
Routes can be used to prepare travelers for their destination by providing experiences and a planned emotional reaction with a distinctive rhythm and character.





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REGIONAL CULTURAL HERITAGE TOURISM

Tourist Experience

Spending and Ammenities Preferences

- All tourists are different but their **actions can be projected based upon the ability to categorize them economically and demographically**
- Tourist independent variables such as income, life-stage, and background all factor in to how much money someone will spend as well as on what they will spend:
- Through analyzing Esri's 14 Life Mode Groups via the lens of tourism, groups can be identified as prime targets for Regional Heritage Tourism
- Looking at **weekend escapes** as the primary travel motivation for people to visit this region, we are able to categorize life mode groups in terms of

Spending and Ammenities Groups
- Budget Tourism
- Mid-range tourism
- High End tourism

Motivation:

- The reason for which someone justifies doing something: the **driving factor in why a tourist plans and seeks out certain experiences.**
- Tourist motivation is **driven by a person's demographics, lifestage, income, background, ability to adapt to new or challenging experiences,** and other personal factors.

Common Motivations
- Leisure
- Learning
- Historical Ties
- Outdoor activity and recreation
- Weekend escapes
- Family Bonding

Budget Tourist

- Budget visitors are either couples on a budget or older couples possibly traveling with grandchildren.
- Often travel by **RV**
- They want **affordable activities**
- They want a nice RV camp to serve as their lodging and base of operations.
- They are looking for a **mix of activities suitable for both youth and older adults**
- Combine their meals by making/taking their own and eating at local family dining options.
- Doesn't plan itinterary heavily

Mid-Range Tourist

- Boomer and GenX couples **likely without children**
- May travel with friend
- Often a classic couples outing
- Need **affordable lodging**
- They prefer family dining options
- Dining options that are **healthy and quality are valued**
- Often will be happy **visiting sites without a docent or guide**
- **Itinerary** creation through site research is **prepared in advance** so they can make it easier to meet everyone's expectations.

• High-End Tourist

- Primarily Boomer and older GenX couples without children
- They may **travel with friends** to enhance the get-away experience.
- looking for a nice and relaxing **few days getaway from home and work.**
- Hardworking professionals and business owners
- Short **high-value trips** are appealing
- They are more affluent and they are willing to **spend more for better lodging, food, drink and experiences**
- They appreciate **concierge-level service and experience docents**

• Needs vs Desires

- **Need:** a physiological or psychological requirement for the well-being of an organism
- **Necessary for full tourist engagement**
- Something required for another thing to function or occur
- **Desire:** to express a wish for, to long or hope for, to want
- **Non-essential but beneficial to tourist satisfaction**

Tourist Experience History

Spending and Ammenities Preferences

The reason for which someone justifies doing something: the driving factor in why a tourist plans and seeks out certain experiences

Accomodations

RV's and Campsites
- Electricity
- Sewer access
- Water Access
- Area Guides

Affordable Motels and Bed and Breakfasts
- Safe and comfortable
- Clean
- Continental Breakfast
- Free Parking
- Guides in the Lobby

Hotels and High End Bed and Breakfasts
- Room Service
- In-building bar or dining
- Mini-bars
- Gym
- Pool
- Elevators
- Concierge Service
- Luggage and Valet Services

Food

Family Friendly Dining
- Often traveling with kids, budget tourists will often need family friendly dining options to supplement their own meals
- Chain restaurants
- Local favorites

Family Friendly Dining
- This group prefers affordable dining rates and dining experiences that provide numerous options as well as healthy eating options.

High-End Dining
- Appreciate Quality Serice and a Variety of menu options
- Wide drink variety
- Steak Houses
- High quality craft restaurants

Information Access

- The group will get most of their information from casual sources such as
- road signs
- billboards, journals
- friends
- prone to "wing it"

- This group values iterberary making before hand in order to meet the needs and desires of everybody involved.
- Travel Guides
- Pamphlets
- Internet Articles and Reviews
- Board of Tourism Resources

- This group prefers concierge level service in both accomodation as well as experience
- This group often hires travel agents and trip packages
- This group likes to have docents available in order to best be immersed inn the experience
- Trip Guides and Docents

Most Likely to Attract

Group	Comfortable Empty Nesters	Retirement Communities	Instyle	Prairie Living	Salt of the Earth	Heartland Communities	Parks and Rec	The Great Outdoors	Exurbanites	Green Acres	Golden Years	Top Tier	Silver and Gold	Savvy Suburbanites
Age	24 55 75	24 55 75	25 55 75	25 55 75	35 55 75	25 55 75	24 55 75	24 55 75	25 55 75	25 55 75	24 55 75	25 55 75	24 55 75	25 55 75
Spending:	$ 50 100 150 200 250 300 350	$ 50 100 150 200 250 300 350	$ 50 100 150 200 250 300 350	$ 50 100 150 200 250 300 350	$ 50 100 150 200 250 300 350	$ 50 100 150 200 250 300 350	$ 50 100 150 200 250 300 350	$ 50 100 150 200 250 300 350	$ 50 100 150 200 250 300 350	$ 50 100 150 200 250 300 350	$ 50 100 150 200 250 300 350	$ 50 100 150 200 250 300 350	$ 50 100 150 200 250 300 350	$ 50 100 150 200 250 300 350
	High End	Budget	Mid-Range	Mid-Range	Budget	Budget	Mid-Range	Mid-Range	High End	High End	High End	High End	High End	High End
Needs	$ $ $	$	$ $	$ $	$	$	$ $	$ $	$ $	$ $	$ $	$ $	$ $	$ $ $
	Golf Ski Bicycle Dining Out Healthily Active Experiences	Golf Theater Learning Activities Dining Out Passive Experiences	Technologically Oriented Learning Activities Health Conscious Intellectually Stimulating Active and PassiveExperiences	Fishing Boating Camping Church-Related Events Concert Going Active Experiences	Fishing Boating Camping Overnight Trips Active Experiences	Inclusive Trips Value Oriented RVing Hunting/Fishing Walking Active Experiences	History Oriented Intrigued by Cultures Jogging, Swimming Public Amenity Users Trail Walking Active and Passive Experiences	History Oriented Solitary Activities Hiking Relaxing "Escapers" Active and Passive Experiences	Intrigued by Cultures Supports the Arts Extensive Reading and Learning "foodies" Passive Experiences	Hunting/Fishing Quality Driven Hiking Motorcycling Golf Active Experiences	Avid Readers Golf Walking Fishing Solitary Activities Passive Experiences	"Foodies" Exposure to new places Shopping Guided Activities Passive Experiences	"Foodies" Leisure Activities Boating Golf Theater Passive Experiences	"Foodies" Intellectual Experiences Golf Skiing Technologically Oriented Passive and Active Experiences
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

Esri Life Modes

- The Esri lifemodes categorize people in the united states in 67 different categorizations
- The groups lie within a spectrum of lifemodes which speak generally to the:
- character
- habits
- demographics
- The Esri system is based off of large data and works to take geographic and demographic data to categorize these people in a way in which their actions can be forecasted

Heartland Community

Motivation: Leisure, Escape, Education, Physical Activities

Key Elements: Likely to spend money with small businesses. Favors American made products and experiences.

Profile:
"Well settled and close-knit, Heartland Communities are semirural and semi-retired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips."

Parks and Rec

Motivation: Leisure, Education, Escape, Family bonding
Key Elements: Budget wisely, but enjoy indulging on experiences that enhance family conditions.

Profile:
"These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirementage; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples."

The Great Outdoors

Motivation: Education, Leisure, Outdoor Activites, Escape vacations

Key Elements: May buy vacation units where they enjoy visiting and have their needs met

Profile:
"These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to home-grown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level."

Exurbanites

Motivation: Cultural exploration, Arts related experiences, escape from urbanity

Key Elements: Generous spenders, enjoy learning , enjoy social atmospheres, they are willing to travel to explore or experience something new.

Profile:
"Exurbanites residents are now approaching retirement butshowing few signs of slowing down. They are active in their communities, generous in their donations,and seasoned travelers. They take advantage of
their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affl uent and urbane."

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TOURIST EXPERIENCE

Attributes of Tourist Experience

Nostalgia Theory

Nostalgia noun [nä stalja]
a positively toned evocation of a lived past in the context of some negative feeling toward present or impending circumstance

Differentiates itself from other subjective states oriented to the past such as rememberance and reminiscence

It is comparative and value-laden in its metrics because it involves the filtering of certain memories

It involves juxtaposing particular constructions of the past (e.g., beauty, pleasure, joy) with constructions of the present (e.g., wretched, ugly, frightening).

Scholars have perceived that the current trend of cultural heritage tourism is being driven by a longing for past conjured by discontent over present conditions.

Nostalgia can be extended beyond the lived experience to include the longing for a culturally remembered past that occurred before someone's birth

One criticism of this theory is that these cultural sites don't present a "true past," they give "fantasies of a world that never was."

Gaining Historical Insight

Users of these destinations need to be able learn some significance of the places that they are traveling to

Users can learn new information by being proactive and reading about destinations before actually arriving

The relating of personal experience to a destination helps to put into perspective how vastly different times were previously compared to the present

Informative placards that are located at various placards paraphrase important history that is relevant to visitors

Different modes of transportation helps to compare travel in the past to the present and how these technological advances have helped shaped human interaction in the grand scheme of socialization

Experience of Driving

Driving through different regions allows the user to establish unique connections to the landscapes they pass through

Low traffic levels allows users the opportunity to fully experience the sequence to their destination because there is no rush in getting there

There are unique experiences that can be had when driving to a destination (e.g., riding with the top down and having 360 degree view)

There is an increase in the amount of sensory activity while driving that makes a driver more aware and careful of their surroundings

Visiting Unique Places

There are unique attractions at each destination that each user can find and create a connection with

The mixture of man made and natural attractions that are located along specific routes gives the opportunity to create personal and social connections

Different attractions offer their own uniqueness and individuality

Some attractions offer ordinary life activities in one sitting (e.g., Big Texan Steak Ranch offers a free 72-ounce steak to anyone who can eat it. This interaction offers food, novelty, humor, sociability, and adventure.)

Tourist specific destinations offer a unique perspective into the daily lives of the residents that reside in these regions

Interacting with People

Genuine connections can be established with residents of the region out of the commoditized and rigid social roles that are a social norm

There are shared social groups that help promote social interconnectivity between different groups of users (e.g., a friend of a friend)

The residents of certain regions are their true selfs all the time, there is no fake persona that is put on display to show to the public

The lack of profit in some regions helps to foster genuine relationships between tourists and service providers

A shared goal between different user groups helps to create a unique relationship and connection to the destination they're heading to

Undertaking an Odyssey

The journey that users take can change them as a person because of the obstacles they had to face while on that trip

Life changing experiences can make some user reevaluate where they are in life and how they want to move forward with it

Undertaking a journey with traveling companions can help users grow as they have to stop and look at things from a different perspective

There is progress to be made as a person physically and mentally when undertaking a journey in cultural heritage tourism

Great Outdoors

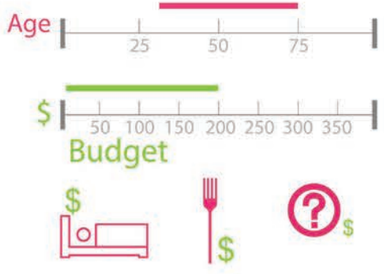
"There was this one place where the whole town was deserted . . . You felt like you were alone, and for me, I tried to imagine back in the thirties or something going across country, and of course they didn't have modern vehicles—just to try to put yourself there. For me, that was the most interesting [thinking about] just the vastness of it. How big the country is. How far it must have seemed."
- Carol

There's nothing fake there . . . There's just real stuff. You can go and have a lot of fun and go to Disney World and see big shows in New York, but it's not the same. I guess there are shows [on Route 66], like in Oatman, but it's different to me. These guys that do this [wild west] show, they live in Oatman. I think one is even the mayor. And the money they make, it goes to a children's hospital. You know, it makes it a lot more real.
-Liv

He spends so much time with everybody—with each person. I mean, he plays lots of tricks on each person. He has a line out the door of people waiting to order. He could get a lot more people through, but he doesn't. I know it's part of his business to play tricks on people, but he doesn't have to spend so much time on each person.
- Liv

We came into a Taco Bell one time . . . There were a lot of people in there, but they just left. We pulled up on 22 bikes, and we suddenly saw a lot of people leaving, but there was one guy... this one guy and his wife. [He] approached us [and said], "I noticed that you couldn't be Hell's Angels for two reasons: Because all the bikes were so neatly parked and no police," [laughter]. So they dared to come in there. He was a professional clown; that was his work [wild laughter]. He was the only one who dared to come in. There were 26 of us and 2 of them, 1 clown and his wife [more wild laughter].
- Liv

Heartland Communities



White River State Park

For the Heartland Communities user, White River State Park appeals to them because this destination is very much geared toward family activities and the quality of them, such as: the Indianapolis Zoo, the White River Gardens, and the Farmer's Insurance Lawn that is located to the east of the White River. There are biking and walking trails that cross from the east side of the park, across river, all the way to the zoo. All the activities that are possible on this site are affordable and inclusive of all walks of people.

Broad Ripple

The Broad Ripple Cultural District has a variety of amenities that can appeal to the Heartland Communities' user budget. There are a variety of eateries that are centrally located that range in taste from American to Mediterranean. The Broad Ripple Park that is located on the eastern side of the district is the perfect destination to take the family and relax after a long day of exploring. In addition, there is an affordable motel that is family owned located directly adjacent to the White River, that has a fantastic view of the historic river.

Massachussetts Avenue

For the Heartland Communities user, Massachusetts Avenue appeals to them because this destination has many lodging options that are affordable and inclusive of all tourists that visit the areas. There are various trail systems that surround the Avenue, so all users need to do is take a short walk to the nearest one to begin that journey. There are about 7 restaurants that cater to this user's group budget.

Fountain Square

Fountain Square is one of the more inclusive cultural districts that has amenities that all user groups can utilize whenever they wish. There are parks and trails located to the south of the district that of allow pets in as well. The restaurants here are indicative of the inclusivity that is apparent here because the menus of these places all have affordable options for diners. There are a restaurants ranging in tastes from Chinese food all the way to Tex-Mex. There are also a number of motels and hotels in the area that are of sound quality and affordability.

Parks and Recreation

For the Great Outdoors user, White River State Park appeals to them because this destination has some attractions that can accommodate to the somewhat cultured tastes that they have acquired. The Eiteljorg Museum offers users an opportunity to explore the historical and social backgrounds of Americans and Native Americans in the context of the Old West. The White River Trail across the river also offers art pieces to look at while going across. This user group would get the most value for their dollar coming to this cultural District.

The art scene in the Broad Ripple District has come to prominence in the last decade. This district is starting to cater to Indianapolis' creative class of citizens by offering more galleries and theaters for these people to commune. For the more reclusive and passive user there are a number of activities that can be done here such as: walking trails, swimming, and going to the park. There is also the opportunity to go kayaking, paddleboarding, and boating down the White River. For lodging there are only two mid priced motel that can accomodate their needs.

Massachusetts Avenue is located at the heart of the city of Indianapolis' arts district. It offers some of the most visible art galleries and theaters. There are a number of restaurants that have a range of tastes that can cater to this user groups budget. There are also a number of parks right off of the Avenue that users can utilize during their operating hours. This avenue was one of the four original diagonal streets that led to the heart of Indianapolis' downtown, so there is also a historical connection can also explore themselves from at the various plaques that are located along that explain some of the historic architecture.

There are a large number of theaters in a concentrated area in this district. Fountain Square has had more operating theaters than other district in the city of Indianapolis. This fact helps to boost the already vibrant arts scene of the city of Indianapolis. This is Indianapolis' Southside's primary commercial district so there are shops and boutiques that are down here can accommodate this user groups tastes and still help them save some of their money. There are no lodging areas that are up to this user groups standards so they have to travel outside of the district to accommodate that need. There is a value in this district that is hard to get in other places because of the personal connections that people make while visiting here.

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COMMUNITY ENGAGEMENT
Introduction

"Community comes from the word "communion", to share a common task together. And it's in the sharing of the task that people do bigger things than they know they were capable of." (Roddick)

Abstract

Importance to Community Involvement
The culture and heritage sites belong to the community in which they are located. Community involvement, gathers citizens that would normally not get a say in the decision making process, a voice to be heard and a chance to actively participate. Without participation the unique culture and heritage of a community is lost. Active community participation allows for visitors to have a unique authentic experience while maintaining a quality of life in the community.

Define Terms

Community: noun [kuh-myoo-ni-tee]
:a social group of any size whose members reside in a specific locality, share government, and often have a common cultural and historical heritage.

Involvement: verb [in-volv-ment]
: to include as a necessary circumstance, condition, or consequence

Related Terms

Public Participation: is the involvement of people in a problem-solving or decision-making process that may interest or affect them.

Stakeholder: a person or group that has an investment, share, or interest in something, as a business or industry.

NGO: Non-profit organisation

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Principles

1. Inclusive of Everyone:
Inclusive participation brings input from many different perspectives, and this can lead to innovative ways of thinking about and dealing with the issue that had not been tried before.

2. Transparency:
There should not be any hidden agendas or secret bargains among participants to steer the outcome in a particular direction.

3. Develop Relationships:
Encounter people from different backgrounds and developing a connection with them.

4. Clear Process:
Motives should be clearly expressed and organized.

5. Communication:
Two-way interaction between the people in charge and the stakeholders and community

COMMUNITY IDENTITY

History of Community Involvement

The American civil rights movement of the 1960s and 1970s brought citizen involvement to the forefront of planning and politics. The civil rights movement drew attention to the fact that scientific methods of problem solving are not compatible with the complexity of societal issues particularly defining community values and implementing equitable plans.

1960 1970 1980 1990 2000 2010

In the 1980's the recession pushed public participation out of the spot light and planners instead focused on issues of strategic planning and economic development.

The trends in the 1980s, 1990s and early twenty-first century indicate a major decline in citizen involvement. A recent poll indicates that people say they are to busy to be involved in the community.

Benefits of Community Involvement

- Delivers economic benefits that has a greater appeal to potential outside funders
- Generates a more comprehensive list of existing cultural heritage assets and results in better decisions and more equitable sharing of project benefits
- Ensures more widespread community involvement and support while increasing residents' self-confidence and community pride

Challenges of Community Involvement

- Limited amount of time
- One-way communication flow
- Sustaining the life of a project from start to finish and maintaining the enthusiasm after the project of funding is complete

Spectrum of Community Participation

Inform
Goal: To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and or solutions

Techniques: Fact sheets, Websites, Open houses

Consult
Goal: To obtain public feedback on analysis alternatives and decisions

Techniques: Public comment, Focus groups, Surveys, Public meetings

Involve
Goal: Work directly with the public throughout the process to ensure that the public concerns and aspirations are consistently understood and considered

Techniques: Workshops, Polling

Collaborate
Goal: Partner with the public in each aspect of the decision including the development and alternatives and identification of the preferred solution

Techniques: Advisory committees, Consensus building, Participatory decision making

Empower
Goal: Place final decision making in the hands of the public.

Techniques: Citizen juries, Ballots, Delegate decisions

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COMMUNITY ENGAGEMENT
Techniques

Introduction

What are Tools?
Tools are the ways in which researchers communicate with a community. These techniques are used to collect information, understand the needs of users, and can help community members know what will occur on their land. Tools can be separated into two different groups.

Tools for getting information to the public
Help community members understand what is going on in their community and what will be done in the future. These techniques are daily media like newspapers, television, and websites that community members can reach easily, which means the information can be spread really fast.

Tools for getting information from the public
Help researchers understand the needs of the community members and collect the local information. Most of these tools are able to communicate face to face, researchers and community members can have questions for each other. It is a direct form of communication where opinions are shared.

Tools

Tools for getting info TO the public

- Information flyers
  - Fact Sheets
  - Newsletters
  - Brochures
  - Issue Papers
  - Progress Reports
  - Direct mail Letters
- Technical Reports
- Television
  - News Conferences
- Contacts
- Expert Panels
- World Wide Web
  - **Social Media**
- Newspaper inserts
- Email
- Telephone
  - Hot lines
- Information Kiosks
- Biller Stuffer
- Briefings

Tools for getting info FROM the public

Small Groups (1-10 people)

- In-person surveys
- One-to-one meetings
- Telephone surverys/polls
- Community facilitators
- Web-based response polls
- Resident feedback registers
- Charrettes
- Citizen juries
- Coffee klatches
- Focused conversations
- **Focus groups**
- Advisory groups
- Panels
- Study circles
- Symposia
- Task force
- Tours and field trips
- Deliberative dialogues

Medium Groups (11-50 people)

- Comment forms
- Community facilitators
- Delphi processes
- Web-based polls
- **Surveys**
- Feedback registers
- Citizen juries
- Computer-assisted meeting
- Deliberative polling processes
- Dialogue techniques
- Fishbowl process
- Meetings with existing groups
- Future search conferences
- Public hearings

Large Groups (50-200 people)

- Computer based polling
- Delphi processes
- Web-based response polls
- Surveys and questionnaires
- Resident feedback registers
- Computer-assisted meeting
- Fair & events
- Fishbowl process
- Open house
- Public hearings
- **Public meetings**

Town/ Region (200+ people)

- Open house
- Open space meetings
- Public meetings
- Town meetings
- Fishbowl process
- Computer based polling
- Web-based response polls
- Dialogue techniques
- Fair & events
- **Mindmixer**

Most effective public participation tools

Criteria	Tools for giving Info to the public	Small Groups	Medium Groups	Large Groups	Town/ Region
Representativeness of Participants					
Early Involvement					
Influence on final policy					
Process is clear to the public					
Resource Accessibility					
Cost-Effectiveness					

Public participation tools for Red Cloud

Public participation is a very important step before starting project. Most time we need multiple tools in variety groups to reach our researching goals. The five selected tools here may be the best tools which fit the conditions about Red Cloud.

Social Media

Social media, such as Twitter, WhatsApp, and Facebook, allows for the use of a wide variety of media formats, including video. Social media allow stakeholders to share and obtain information quickly, effectively, and at low cost.

Benefits
- Easy to receive in daily life
- Understands fast

Challenges
- Not really care about it
- Extra advertising expense

Focus Groups

A demographically diverse group of people assembled to participate in a guided discussion about a particular product before it is launched, or to provide ongoing feedback.

Benefits
- Understands needs clearly
- Easytoexchangeinformation

Challenges
- Needs a lot of time
- Needs a lot of manpower

Surveys

Survey research is a method of collecting information by asking questions. Sometimes interviews are done face-to-face with people at home, in school, or at work. Other times questions are sent in the mail for people to answer and mail back. Increasingly, surveys are conducted by telephone or over the internet

Benefits
- Goals are clear
- Friendly to specific problems

Challenges
- Reclaimation of waste paper
- Needs a lot of manpower

Public Meetings

Public meetings are familiar, established ways for people to come together to express their opinions, hear a public speaker or proposed plan, engage in shared learning about a topic, or work together to develop solutions.

Benefits
- Allows large amout of people paticipate in
- Collects information widely

Challenges
- Needs large sites
- Informations may messy

Mindmixer

MindMixer is a "virtual town hall," providing a forum for communities to share ideas, discuss, and create plans for the future. Without the time and place constraints, citizens can share ideas online, and leaders can gain input from their communities

Benefits
- No location or time limited
- Variety resources

Challenges
- Needs PC and internet
- Not friendly to elder people

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COMMUNITY ENGAGEMENT
Case Studies

Inform

P Street Corridor
Lincoln, NE

Project: P St. Corridor
Location: P St. Lincoln, NE
Designer: Design Workshop
Date: 2012
Cost: $6.6 million
Size: 12 city blocks
Client: City of Lincoln
Tools used: Social media, websites, newsletters, mindmixer

Background:
In an effort to welcome new shoppers and visitors to the Corridor, the Master Plan includes a re-design of the P Street streets-cape as a priority catalyst project. This project will connect the adjacent Historic Haymarket District to the Lincoln Center Business District and east downtown's Antelope Valley for Lincoln residents and visitors. In 2012, the City released the Downtown Lincoln Master Plan Update.

Goals:
1.Improve conditions for pedestrians and bicyclists in the P street district

2. Enhance district roadways for motorized transit

3. Enhance environmental integrity of the P street district

4.Encourage local economic growth and investment

Principles:

What We Learned
Citizens can easily access the newest information , but the information is more likely to be what planners want them to know, not the whole thing. And most pieces of the information is fragmented, just used to attract people. Planners use lots of ways to tell public what they have done, it's not a process of two way communication rather, it is just informative. We think that this is the first step of public participation, and it's leaves much to be desired.

Consult

Your Utah. Your Future
Salt Lake City, Utah

Project: Your Utah Your Future
Location: Utah
Designer: Envision Utah
Date: 2013
Size: State of Utah
Client: Governor Gary Herbert
Tools used: Letters, websites, newspaper and radio advertisements, media coverage, public events, etc.

Background:
To understand our neighbors' hopes for the future, Envision Utah conducted public values research, held over 200 workshops, and listened to more than 20,000 residents between 3 years. We heard a common dream: safe, close-knit communities; opportunities for our children; time to do what matters most; and the security of a good job. To achieve the public's aspirations, in 2013 we created the your Utah,your future, which provides voluntary, locally-implemented chances to public sharing their thoughts.

Goals:
1. Create and sustain communities that are beautiful, prosperous, healthy and neighbourly for current and future residents

2. Establish "Baseline" Scenario by Coordinating with Jurisdictions

3. Ensure the entire path forward to future is chosen by the public

Principles:

What We Learned
Planners can know more about what citizens mainly like through consulting. The premise of the Envision Utah process is that the public has the right to decide the future, and the entire process is designed to allow the public to choose the path forward. But in the other side, planners spend a long time to collect public's thinking, as it's not a face-to-face instantly talking.

Involve

Washington Reality Check
Washington D.C.

Project: Washington reality check
Location: Washington D.C.
Designer: UIL
Date: 2005
Size:
Client: City of Washington D.C.
Tools used: Social media, websites, focus groups

Background:
In the Washington reality check, planners let citizens sit around a map. 300 participants were divided into 30 groups, each group had members of different occupation, community groups, representatives of different interest groups in the area. Then the event of a hands-on building blocks started. Each team has the same amount of building blocks: different color blocks represent different growth forecasts: the blue building blocks represent 6000 jobs, and the yellow building blocks represent the 3000 residential units. Participants can settle all the new residents and jobs only by stacking the building.

Goals:
1. Identifying the vision of a community

2. Encourage local economic growth and investment

Principles:

What We Learned
Sometimes its hard for public to know how to articulate how they see the appearance and operation of a place. Identify what works and what doesn't. Small group discussion is an effective way to make sure every participant has a voice.

Collaborate

Planning for Florida's Rising Tides
Guana Tolomato Matanzas Reserve, FL

Project: Planning for Florida's Rising Tide
Location: Guana Tolomato Matanzas Reserve, FL
Stakeholders: UF, Florida Sea Grant, Northeast Florida Sea Grant, OU, Matanzas Basin Steering Committee, City of St. Augustine
Date: 2016
Client: Guana Tolomato Matanzas Reserve
Tools used: Focus groups, public meetings, steering committees, surveys

Background:
The Guana Tolomato Matanzas reserve collaborated with researchers at the University of Florida to engage diverse stakeholders in developing a model process for sea level rise planning. Local scientists provided the technical information needed for adaptation planning, including storm surge modeling, mapping products, and development scenarios. Landowners, government officials, business owners, and other stakeholders participated in a steering committee that met quarterly to provide input on the planning scenarios, communication products, and workshop formats.

Goals:
1. Maintain coastal communities by protecting the infrastructure and habitats that are the foundation of the state's quality of life.

2. Support other coastal communities facing similar challenges, the team has presented at various events throughout Florida.

3. Share the tools and results on a National level

Principles:

What We Learned
Working collaboratively allows both the community and the stakeholders to have a say in the final decision. This project is unique in that it involved two Universities. The University of Florida and the University of Oklahoma both worked on this project. We believe this is a useful in getting people together and also allowing students a chance to learn.

Empower

Denver Urban Gardens
Denver, CO

Project: Denver Urban Gardens
Location: Denver, CO
Stakeholders: Denver Urban Gardens
Date: 2013
Size: 14 community gardens
Client: Residents
Tools used: Surveys, workshops, educational classes, construction and design, public meetings

Background:
Denver Urban Gardens (DUG) joins residents and community partners to grow community - one urban garden at a time. In concert with the People's Garden Grant Program goals, we will work with communities in five Metro Denver counties to establish fourteen new, sustainable, produce-focused community gardens. These gardens will be located in high-need areas, suffering from hunger and food insecurity, and provide an extraordinary place for learning and healthy living.

Goals:
1. Engage Local Residents and Community Partners Project Objectives

2. Work with educators and community gardeners to determine the most beneficial ways to incorporate garden-based educational opportunities

3. Elevate Community Health and Nutrition Project

4. Ensure the community garden engages diverse stakeholders

Principles:

What We Learned
Empowering the community enables them to have the power to actively participate in a change in their community. The community gets to see first hands the benefits that they are participating in.

Cultural Heritage Tourism

National Park Service
USA

Project: National Park Sevice
Location: United States of America
Date:
Size: more than 400 national parks
Stakeholders: NPS.gov
Tools used: Surveys, workshops, focus groups, public meeting, advertisement

Background:
The National Park Service cares for America's more than 400 national parks. Public are invited into America's towns and cities to work with those planners to share their commitment to conservation, preservation, and recreation. Finding out what's interesting in their community. National Park Service professionals offering advice, technical assistance, recognition, and cash to help communities across the country preserve their own history and create close-to-home recreation opportunities. Finally, they designated more than 1,000 National Recreation Trails.

Goals:
1. Conserve rivers, plan, build, and preserve open spaces and outdoor recreation places.

2. Highlight local history at national historic landmarks, national historic trails, and national heritage areas with a teaching with Historic Places lesson plan or discover shared heritage travel itinerary.

3. Join forces with Indian tribes, state and local governments, nonprofit organizations, private citizens, and other partners, to build playgrounds, return historic buildings to use, revitalize neighborhoods.

Principles:

What We Learned
They value dynamic conversations that enhance public engagement. Public mostly honor their nation's history, we can just guide them to tell. With the public involvement, it's easier to find and keep those individual tourism places.

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REGIONAL CULTURAL HERITAGE TOURISM

Process

Phase I: Research

LITERATURE + CASE STUDY RESEARCH

Depth and Breadth

- Cultural Heritage Tourism
- Sense of Place
- Authenticity, Quality, Interpretation
- Tourist Experience
- Public Engagement

R1a **Research**

- Discover
- Define
- Categorize
- Organize
- Diagrams

Analysis

R1b **Approach**

- Principles
- G/O
- Program

Lenses

Phase II: Data Collection, Analysis and Framework Plan

PROJECT SPECIFIC DATA COLLECTION

Regional, Local, Site - Multi Scalar
Approach, Methods and Tools

R2a R2b **Data + Mapping + Analysis**

Environmental
Open Space Network
Parks + Network
Topography/Landform
Hydrology
Soils
Ecological Communities
Wildlife Corridors
Habitat

Quadrant A
Culture
Infrastructure
Assets
Supporting Program

Quadrant B
Culture
Infrastructure
Assets
Supporting Program

Quadrant C
Culture
Infrastructure
Assets
Supporting Program

Quadrant D
Culture
Infrastructure
Assets
Supporting Program

R2c **Approach**

- Road Based Tourism
- Visual Resource Analysis
- Sense of Place
- Landscape Character

Lenses

REVIEW

Input

- Stakeholders
- Students
- Experts

Analysis

FRAMEWORK AND APPROACHES

Organizational Structure (s)

- Branding, Identity and Place
- National Heritage Area
- Public Engagement

Test+Refine

Phase III: Design Planning Process

National Heritage Area

- Local Idea and Build Support
- Feaibility Studies
- National Park Service Review
- Congressional Designation
- Develop Management Plan

Schedule

Wk1 | Wk2 | Wk3 | Wk5 | Wk6 | Wk7 | Wk8 | Wk9 | Wks. 10 - 16 | Spring 2018

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PLANES, CRANES, AND TRAINS: A LIVING HISTORY OF RURAL AMERICA

Auto-Based Tourism

Auto-Based Tourism

Top 10 Most Popular Road Trips in the US

1. Overseas Highway, FL — 150 miles
2. Route 66, Los Angeles to Chicago — 2,500 miles
3. Olympic Peninsula, WA — 300 miles
4. Hana Coastline, HI — 59 miles
5. Outer Banks, NC — 148 miles
6. Jackson, WY to Glacier, MT — 532 miles
7. Pacific Coast Highway, CA — 653 miles
8. Blue Ridge Parkway, VA and NC — 469 miles
9. Coastal Route 1, ME — 315 miles
10. Black Hills, SD — 68 miles

User Types

Heartland Communities

Age: 25 – 70

$: 0 – 50 – 100 – 150 – 200 – 250 – 300 – 350

Budget

Qualities
Inclusive Trips
Value Oriented
RVing
Hunting/Fishing
Walking
Active Experiences

Parks and Rec

Age: 25 – 70

$: 0 – 50 – 100 – 150 – 200 – 250 – 300 – 350

Mid-Range

Qualities
History Oriented
Intrigued by Cultures
Public Amenity Users
Trail Walking
Active and Passive Experiences
Jogging, Swimming

The Great Outdoors

Age: 25 – 70

$: 0 – 50 – 100 – 150 – 200 – 250 – 300 – 350

Mid-Range

Qualities
History Oriented
Solitary Activities
Hiking
Relaxing
Active and Passive Experiences
"Escapers"

Exurbanites

Age: 25 – 70

$: 0 – 50 – 100 – 150 – 200 – 250 – 300 – 350

High End

Qualities
History Oriented
Intrigued by cultures
Public Amenity Users
Trail Walking
Active and Passive Experiences
Jogging, Swimming

Definition: Traveling away from home for at least one night, on holidays or visiting friends and relatives, in their own, a rented or borrowed vehicle as the primary mode of transport.

Movement Types

Auto-based tourism focuses more on the sequence of the trip from a multidestination approach, rather than a singular trip. The two movement types of territoriality and linearity, and they each occur in tourist movements.. Each path is significant to the characteristics of the tourist as well as the geography of the place.

Territoriality

Convenience-Based
Tourist is restricted by their familiarity of the place, transportation, and time budget. Visits destinations close to their place of accommodation.

Concentric Exploration
Tourist is has a bigger time budget and is somewhat familiar with destination. They venture out in phases so they have a back up location for when they are finished.

Unrestricted Destination-Wide
Tourist is familiar with the place. There is no restriction of movement within the spatial boundary, transportation, or time budget. Can move around freely for entire trip.

Linearity

Point to Point
Tourist is centered by their accommodation locus. They visit multiple destinations, and take the same route returning to the locus.

Touring Point
Tourist visits multiple destinations in different spatial boundaries and along the same route, but returns to new accommodation place on the same route they took to get there.

Random Exploratory
Tourist is very familiar with the areas they are visiting. Path that is traveled has a distinct sequence and purpose. May look chaotic, but there is an underlying logic to travel routes.

Orientation

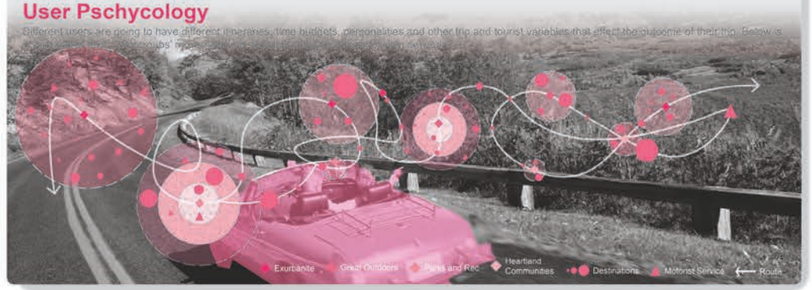
Betweeness
The distance that each asset lies in relation to one another in the same spatial boundary. Controls interactions between pairs of assets in the regional network.

Peripherality
Assets that are located on the edge of one spatial boundary that act as a connector to another one in the regional network.

Centrality
The centrality of a town can help with accessibility on a regional level. The more accessible a group of towns with important assets, the more successful they will be.

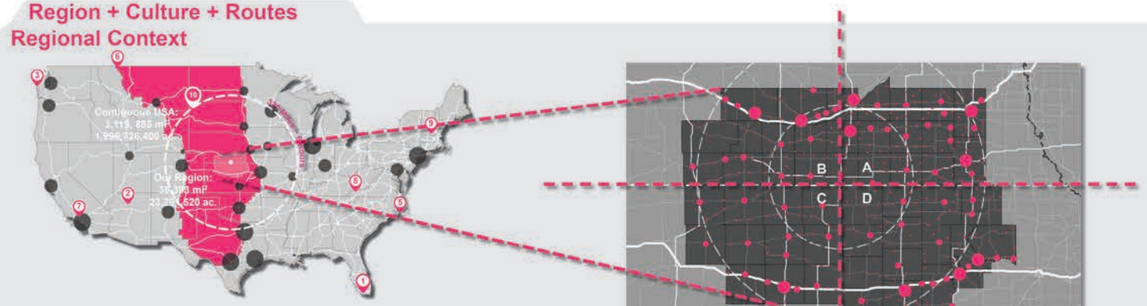
User Pschycology

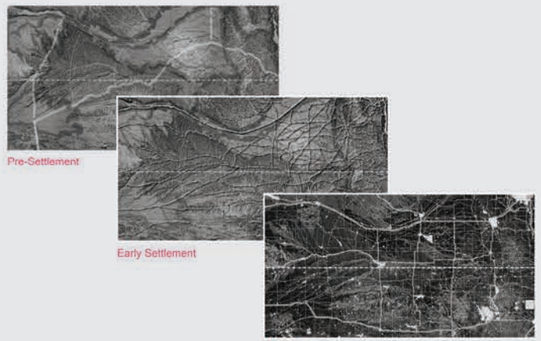
Different users are going to have different itineraries, time budgets, personalities and other trip and tourist variables that affect the outcome of their trip. Below is [illegible] groups' [illegible]



Region + Culture + Routes

Regional Context





Data Collection Methods

- Region split into 4 quadrants, one team per quadrant
- Quadrant areas based on major highways that cross the region, meeting in Red Cloud
- Reduced amount of information for each team to gather, such as assets and amenities
- From our research we found that auto-based tourism is the most viable option for our region

Quadrant Inventory

Counties: 50
- Nebraska **(24)** and Kansas **(26)**

Towns: 336
- Nebraska **(180)** and Kansas **(156)**

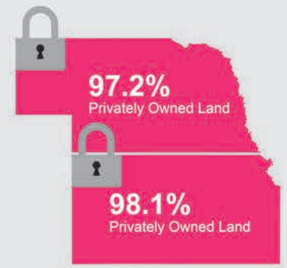
Assets: 121
- Nebraska **(47)** and Kansas **(74)**

Amenities: 1022
- Nebraska **(613)** and Kansas **(409)**

Quadrant Teams
- **Quadrant A (Southeast NE): Dorothy, Jenni, Nate**
- **Quadrant B (Southwest NE): Chandler, Soun**
- **Quadrant C (Northwest KS): Jamie, Rice**
- **Quadrant D (Southeast KS): Ashleigh, Katrina, Kenny**

Quadrant D team at Rock Island Train Depot in Fairbury, NE

Land Ownership



Contacted Parties

Federal
- Eisenhower Presidential Library, Museum and Boyhood Home
- Homestead National Monument

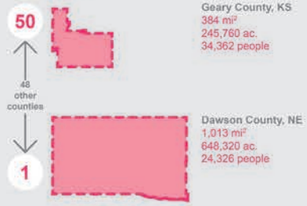
State
- Nebraska Agro-Tourism Board
- Nebraska Department of Economic Development
- Nebraska Game and Parks Commission
- Raising Nebraska
- UNL Extension

Local
- Beatrice Chamber of Commerce (COC)
- Brown Grand Theatre
- Cloud County Tourism
- Cozad Area COC
- Flint Hills Discovery Center
- Hastings Museum
- Hays Visitors Bureau
- Heritage Tourism Committee
- Jefferson County Historical Society
- McCook/Red Willow County Visitors Bureau
- National Orphan Train Complex
- Norton County COC
- Phillipsburg Chamber & Main Street
- Pioneer Village Foundation
- Prairie Loft: Center for Outdoor and Agricultural Learning
- Republic County Economic Development Corporation
- Robert Henri Museum
- Rooks County Economic Development
- Russell County Tourism
- Seward County Chamber and Development Partnership
- Seward County Historical Society
- Smith Center Economic Development
- Smoky Hill Museum
- South Central Economic Development District
- Stuhr Museum of the Prairie Pioneer
- Trego County E conomic Development
- WaKeeney Travel & Tourism
- Webster County Board of Commissioners
- Wessels Living History Farm

County List

Nebraska	Kansas
Adams, Buffalo	Clay, Cloud
Clay, Dawson	Decatur, Dickinson
Fillmore, Franklin	Ellis, Ellsworth
Frontier, Furnas	Geary, Graham
Gage, Gosper	Jewell, Lincoln
Hall, Hamilton	Marshall, Mitchell
Harlan, Jefferson	Norton, Osborne
Kearney, Lancaster	Ottawa, Phillips
Nuckolls, Phelps	Pottawatomie, Republic
Red Willow, Saline	Riley, Rooks
Seward, Thayer	Russell, Saline
Webster, York	Sheridan, Smith
	Trego, Washington

County Size



Geary County, KS
384 mi²
245,760 ac.
34,362 people

Dawson County, NE
1,013 mi²
648,320 ac.
24,326 people

City List

Class A (>10k) - 10
Lincoln, NE
Manhattan, KS
Grand Island, NE
Salina, KS
Kearney, NE
Hastings, NE
Junction City, KS
Hays, KS
Beatrice, NE
Lexington, NE

Class B (1k-10k) - 60

Class C (<1k) - 266

City Size

Cedar, KS
14 people

Grand Island, NE
48,520 people

Road Quality

Region Population

Region
946,054 people
0.31% of the USA
26.0 people / mi²

Nebraska
606,934 people
39.0 people / mi²

Kansas
339,120 people
16.3 people / mi²

United States
306,675,006 people

Our Region
946,054 people

Our Region makes up
0.31% of the USA

Assets: 119 Total Assets

Amenities

Lodging

Food/Drink

Basic Services

N

0 3.7mi 7.5mi 15.1mi 30.3mi

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Katrina_URBN
Soun_LARC
Dorothy_LARC
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PLAINS, TRAINS, AND CRANES: A LIVING HISTORY IN RURAL AMERICA

Environmental: Land Influence (1800s - 1850s)

QA QB QC QD

1800s - 1810s

1803:
Louisiana Purchase
The U.S. purchased 828 million square miles of territory from France

1804 - 1806:
Lewis & Clark
Lewis and Clark paved the way for opening Kansas and the rest of the West

1820s

1820s:
First Settlement
Kansas area is set aside as Indian Territory by the U.S. Government and closed to

1821:
Santa Fe Trail
Opened across Kansas as country's transportation route to the Southwest, connecting Missouri with Santa Fe

1830s

1830:
Indian Removal Act
Resulted in the settlement of more than 10,000 American Indians to what is now Kansas

1830:
Rocky Mountains
Traders took the first wagons to the Rocky Mountains on the Oregon Trail

1840s

1846:
Migration of the Mormons
Start of western migration of Mormons from Nauvoo, IL following the Oregon trail which then became the Mormon trail

1848:
Burlington Railroad
Chicago, Burlington & Quincy Railroad established in Aurora, IL which was precursor to Burlington Railroad

1848:
Fort Kearny
Fort Kearny is established along the Oregon Trail

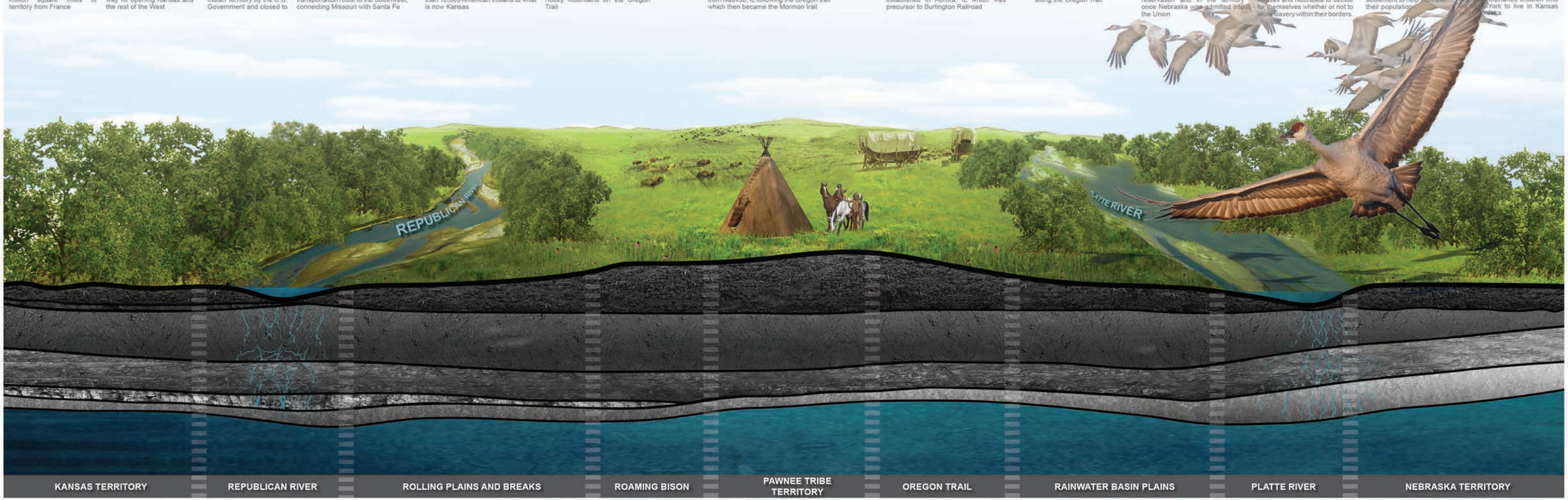
1850s

1854:
Indians on Reservation
Nearly 10,000 Indians were on reservation and in the territory once Nebraska was admitted into the Union

1854:
Kansas Nebraska Act
Allows people in the territories of Kansas and Nebraska to decide for themselves whether or not to allow slavery within their borders.

1854:
White Settlement
Kansas was open to white settlement to help increase their population

1855:
Children's Aid Society
Orphan trains for more than 250 [illegible] orphaned children who [illegible] York to live in Kansas [illegible]



KANSAS TERRITORY | REPUBLICAN RIVER | ROLLING PLAINS AND BREAKS | ROAMING BISON | PAWNEE TRIBE TERRITORY | OREGON TRAIL | RAINWATER BASIN PLAINS | PLATTE RIVER | NEBRASKA TERRITORY

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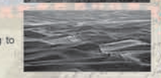
QA QB QC QD

Ecoregions

Smoky Hills
Square miles: 7,834
Description: Undulating to hilly dissected plain. Broad belt of low hills formed by mature dissection of Cretaceous rock layers.

Rolling Plains and Breaks:
Square miles: 24,739
Description: Dissected plains with broad undulating to rolling ridge tops and hilly to steep valley sides.



Central Nebraska Loess Plains
Square miles: 6,617
Description: Rolling dissected plains with deep loess layer. Perennial and intermittent streams.

Rainwater Basin Plains
Square miles: 7,370
Description: Flat to gently rolling loess-covered plains. Historically, extensive rainwater basins, and wetlands.

Platte River Valley
Square miles: 3,061
Description: Flat, wide alluvial valley. Shallow, interlacing streams on a sandy bed.

Flint Hills
Square miles: 9,783
Description: Undulating to rolling hills, cuestas, cherty limestone, and shale outcrops. Perennial streams and springs common.

Nebraska/Kansas Loess Hills
Square miles: 3,333
Description: Glaciated. Deep, rolling loess-covered hills. Perennial streams.

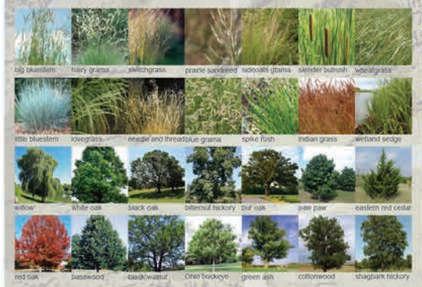
Glacial Drift Hills
Square miles: 6,460
Description: Glaciated. Rolling low hills. Perennial streams.

Osage Cuestas
Square miles: 8,988
Description: Cuestas and gentle undulating plains. Perennial streams.

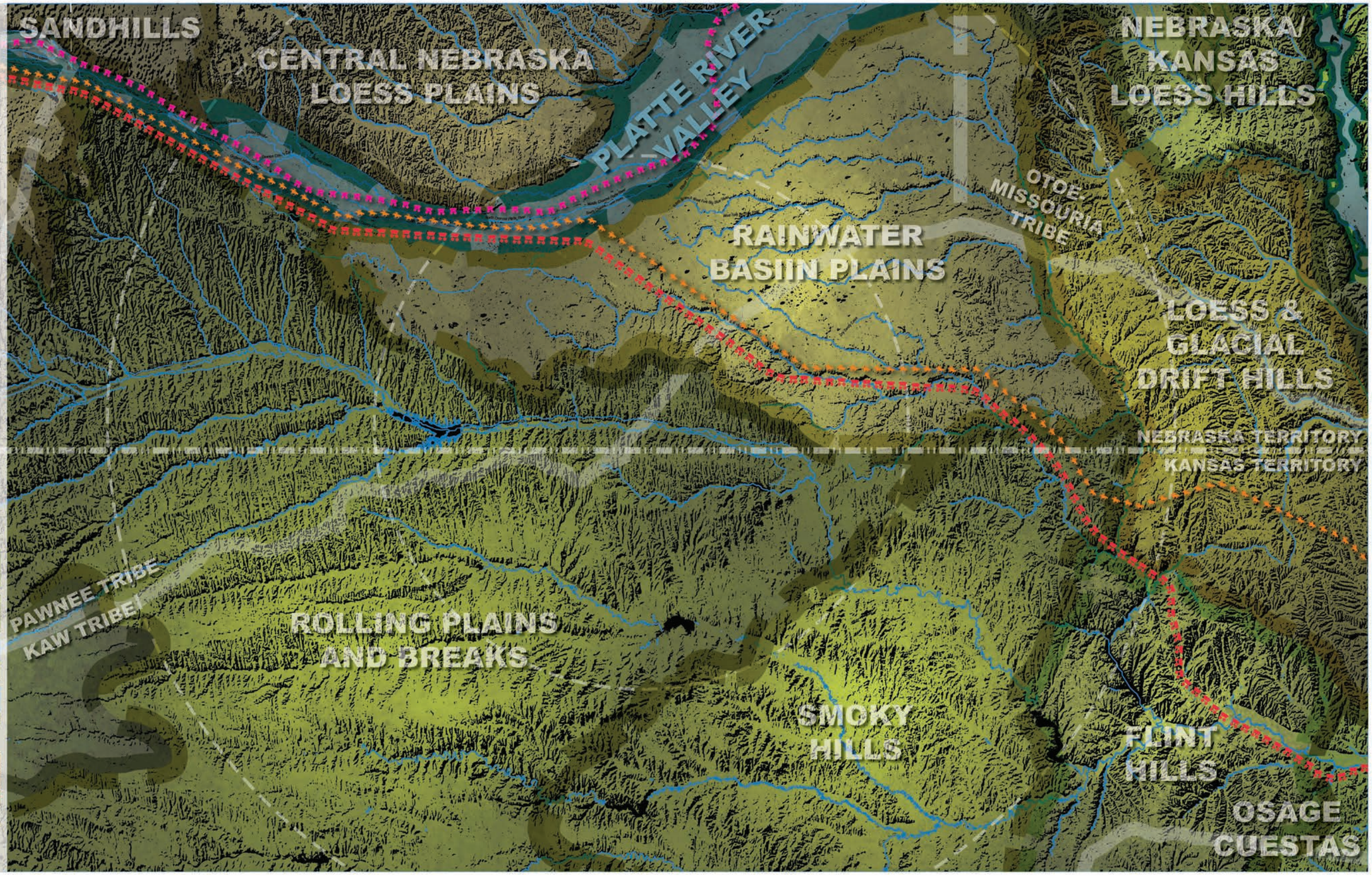
Sand hills
Square miles: 14,726
Description: Sand sheets and extensive fields of barchanoid, parabolic, and domal sand dunes. High water table

Vegetation:

During the predevelopment period, native vegetation flurished throughout the land of Nebraska and Kansas. The Great Plains was split into 3 areas; the tallgrass prairie, the mixedgrass prairie, and the shortgrass prairie. Throughout these areas, one would come across big bluestem,



Wildlife:



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0' 3.7mi 7.5mi 15.1mi 30.3mi
OREGON TRAIL MORMON TRAIL PONY EXPRESS RIVERS

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Soun_LARC
Dorothy_LARC
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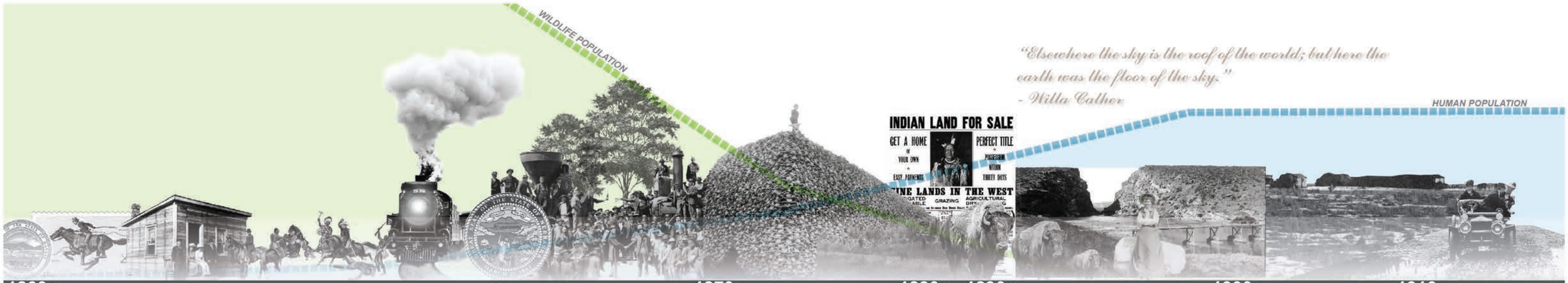
PLAINS, TRAINS, AND CRANES: A LIVING HISTORY IN RURAL AMERICA

Environmental: Cultural Influence (1860s - 1910s)

QA QB QC QD



1860s

1861: Kansas is a State
Kansas was admitted into the Union as a free state

1861: Pony Express
The Pony Express starts carrying mail from Missouri to California

1862: Homestead Act
Encouraged western migration which opened the Great Plains land to settlers

1864: Settlement War
War between the Indians upon frontier settlers in Kansas and Nebraska

1865: Southern Pacific RR
Founded in San Francisco, CA which was the precursor of the Union Pacific Railroad

1867: Nebraska is a State
Designed to prevent the Native Americans from continuing their Great Plains lifestyle.

1869: The 'Golden Spike'
Completing first transcontinental railroad marking the decline of the overland trails

1870s

1870s: Great Bison Slaughter
Designed to prevent the Native Americans from continuing their Great Plains lifestyle.

1873: Timber Culture Act
Increased incentive to settle the Great Plains

1880s - 1890s

1887: Dawes Allotment Act
Lead to the breakup of the large Indian Reservations and the sale of Indian land to white settlers

1890: Bison Loss
Only a few hundred wild bison remained due to the great slaughter and settlers moving in

1891: Cather Becomes a Writer
Cather gets first essay written at UNL published in Nebraska State Journal which lead to her decision to become a writer

1900s

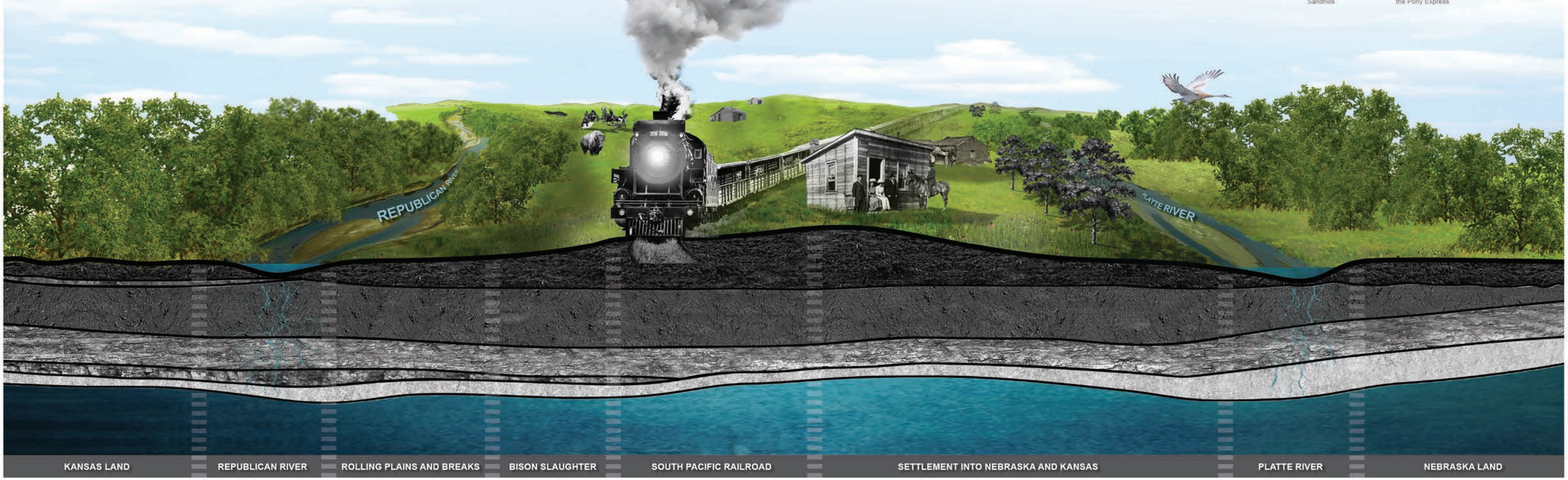
1902: Reclamation Act
Gave federal aid for irrigation projects throughout the Great Plains

1904: Kinkaid Act
Amended the Homestead Act to include larger land grants, specifically aimed at settling in the Nebraska Sandhills

1910s

1913: Lincoln Highway
450 miles of Lincoln Highway in Nebraska followed the route of the Platte River Valley and the Pony Express

1916: Federal Road Act
Federal highway funding legislation



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PLAINS, TRAINS, AND CRANES: A LIVING HISTORY IN RURAL AMERICA

Environmental: Cultural Influence (1860s - 1910s)

QA QB QC QD

People/Policy

Nebraska:

Immigrants
Usually arrived in groups of the same ethnicity, so a whole Swedish community, for instance, might settle in a certain area.
Population
1860
- About 30,000
1920
- Around 1,296,000

Kansas:

Population
Kansas immigrant population is not large by national standards, nor by the standards of most states, standing at just over 62,000 in 1990, a mere 2.5 percent of the state's total.
The composition of the immigrant population in Kansas in 1990 is shown in figure 4.1. Interestingly, Asians are the largest immigrant group, constituting 38 percent of the state's foreign-born population. This is fol- lowed by Mexicans (23.7 percent) and Europeans (19.4 percent). Like other states, the proportion of foreign-born residents who are white has dropped drastically since 1965, from over 90 percent to less than half in 1990.

Culture

Nebraska:

African Americans
- Were in Nebraska before the Civil War
- Many more arrived in the late nineteenth century, especially in the Omaha area.

American Indians
- Had largely been dispossessed of their Nebraska lands and removed to present-day Oklahoma by 1880
- Santee Sioux, Omaha, and Winnebago Indians still live on two small reservations in the state.

Germans
- Made up the largest percentage of immigrants
- "the most harassed people during World War I."

Local anti-German sentiment
- Was so strong about that time in Nebraska
- German immigrants were prohibited from speaking their language on the phone or in schools
- Town names were changed (New Berlin, for example, became Garland)
- The Ku Klux Klan became active as an anti-immigrant, anti-Catholic and anti-German anti-black and anti-college-educated organization.
- More than 50 newspapers were once published in German; today there are none.

Kansas:

German
By the end of the 1800s, German-speaking people formed the largest group of new immigrants to Kansas. Many came from Germany but many others were living near the Volga River in Russia. They called themselves Volga-German or German-Russian.

Swedish
Swedish pioneers who moved to central Kansas in the mid-1800s called their new home "framtidslandet," the land of the future. Many left Sweden when famine threatened starvation. The Swedish immigrants, in turn, encouraged their friends and family to join them.

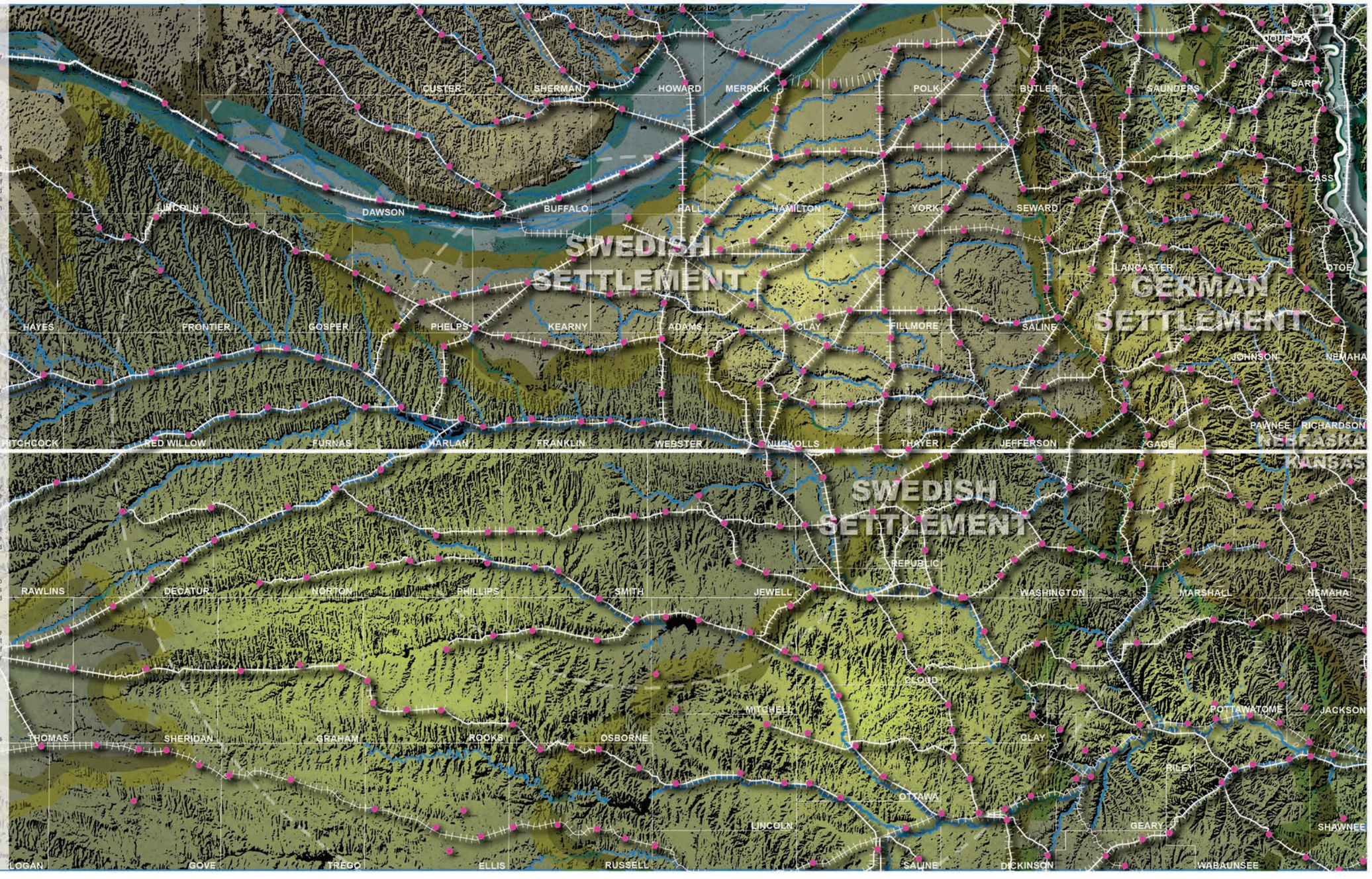
Mexican
Mexican workers came to Kansas during the construction of the railroads. They also found work in sugar beet production and later in manufacturing. Mexican immigrants settled in the southwest part of the state and in other areas where they found employment opportunities.

Hmong
The Hmong originally lived in the mountains of southern China. They were were pushed into inhospitable lands with the growth of the Han Chinese civilization that eventually resulted in an exodus of Hmong into nations to the south. The Hmong of Laos fled the country after the Vietnam War and some settled in southwest and other parts of Kansas in the 1970s.

Infrastructure

Nebraska:

The railroads in Nebraska
- Heavily influenced where people settled
- The railroads carried these people to a town depot, which was the hub in communities served by the railroad.
- If a certain area of the state needed railroad workers, recruiters for the railroad would meet ships in New York and bring the immigrants to Nebraska on the train.



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N
0' 3.7mi 7.5mi 15.1mi 30.3mi
RAILROAD TOWNS RIVERS

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PLAINS, TRAINS, AND CRANES: A LIVING HISTORY IN RURAL AMERICA

Environmental: Decline of the Environment (1920s - Present)

QA QB QC QD

HUMAN POPULATION

WILDLIFE POPULATION

1920s

1926:
US Highway 40
US 40 was a well-traveled highway that stretched from Atlantic City to San Francisco and ran right through Kansas

1930s

1930s:
The Dust Bowl
A period of severe dust storms that greatly damaged the ecology and agriculture of the U.S. and Canadian prairies

1934:
Crop Adjustment Act
Controlled supply of agricultural goods through incentive payments to farmers for voluntary reduction in production

1935:
Soil Conservation Act
Established soil conservation service and gave funding to farmers practicing soil conservation

1936:
Ag. Conservation Program
Provided cost-share to agricultural producers to help address excessive soil loss and reduced water quality

1940s

1944:
Pick-Sloan Missouri Basin Project
Authorized the creation of flood control dams, reservoirs, and hydroelectric plants in states drained by the Missouri river, including Nebraska

1950s

1956:
Federal Aid Highway Act
Authorized appropriations for continuing the construction of highways

1960s

1961:
Feed and Grain Act
Paid farmers to annually idle a percent of cropland area to decrease supplies of commodity crops

1969:
Indians are Citizens
All Indians are declared citizens of the United States

1970s

1970:
Interstate 70 Opening
Interstate 70 opens through Kansas territory

1971:
Founding of Amtrak
Founding of Amtrak which serves almost all of the lower 48

1974:
Completion of I-80
Completion of Interstate 80 through the entire state of Nebraska, which makes Nebraska the first state to complete all of its mainline interstate highways

1980s - 2000s

1985:
Farm Bill
Established Conservation Reserve Program to remove highly erodible lands from production

1996:
Union Pacific Railroad
Merger of Union Pacific and Southern Pacific Railroad which is still named Union Pacific Railroad

1987:
Tax Incentives
Legislature adopted 2 measures that authorized tax incentives for businesses intending to create new jobs in Nebraska

REPUBLICAN RIVER

PLATTE RIVER

KANSAS LAND | REPUBLICAN RIVER | ROLLING PLAINS AND BREAKS | LAND BEING USED FOR AGRICULTURAL PURPOSES | RAINWATER BASIN PLAINS | PLATTE RIVER | INTERSTATE DEVELOPMENT

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PLAINS, TRAINS, AND CRANES: A LIVING HISTORY IN RURAL AMERICA

Environmental: Decline of the Environment (1920s - Present)

QA QB QC QD

Environment

The agriculture trends in Nebraska and Kansas are much like the other states in the Great Plains. People, policy, agricultural, economics, and infrastructure have affected the Nebraska and Kansas landscape.

Total Area in Region

9,947,520 acres + 13,244,000 acres = 23,291,520 acres

Total Farmland in Region

9,077,579 acres + 11,098,088 acres = 20,175,667 acres

87%
of the this region is agricultural land

13%
of the Great Plains is left in this region

420
Parks in Nebraska

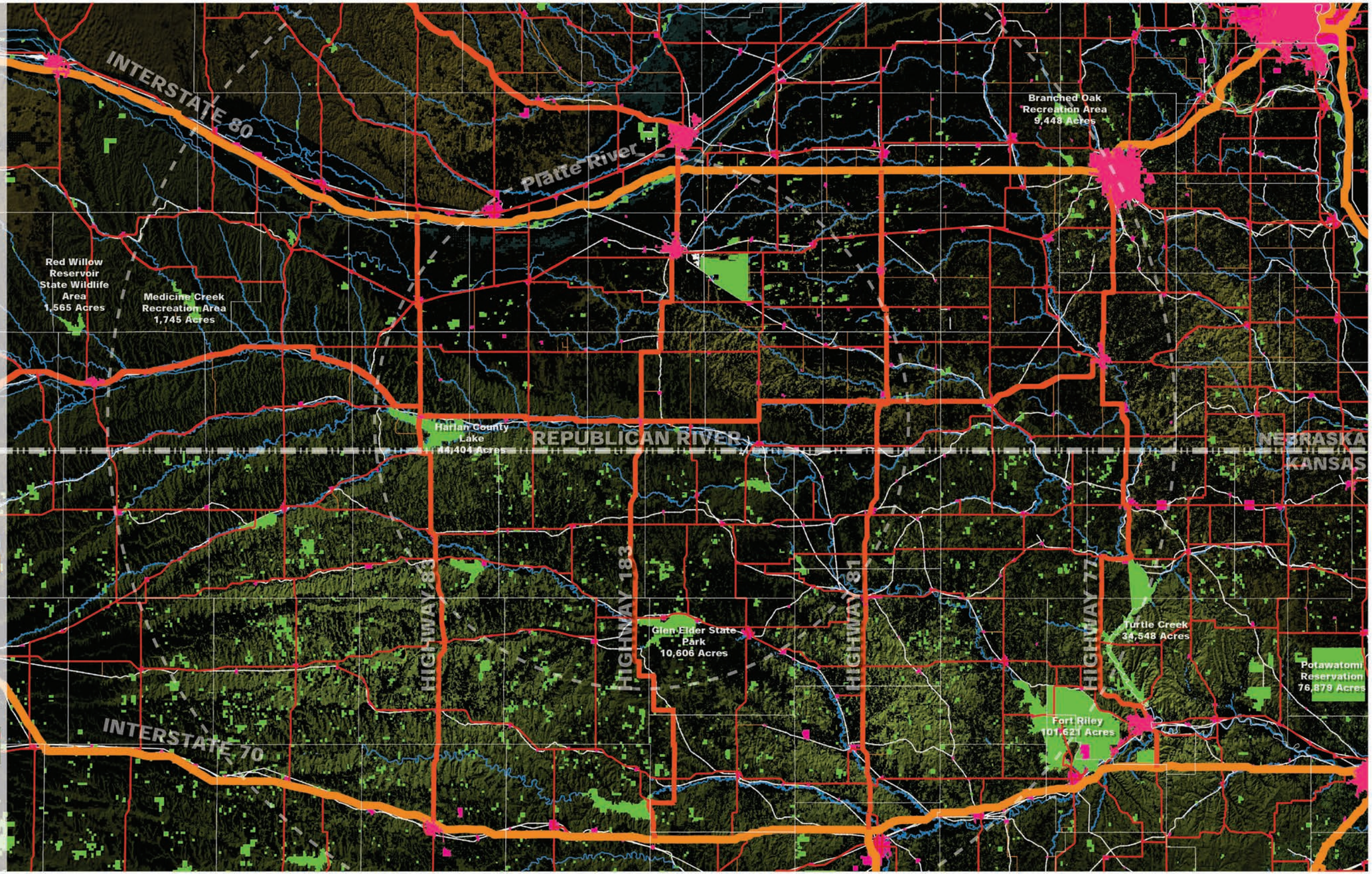
194
Parks in Kansas.

Vegetation

Through history, Nebraska and Kansas have seen a general trend of fewer and larger farms that produce a less diverse portfolio of commodities. Below is a list of crops grown throughout our region.

Habitat

The loss of cover due to excessive amounts of farmland has had a devastating impact on wildlife populations. Below is a list of threatened and endangered species in our region.



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N
0' 3.7mi 7.5mi 15.1mi 30.3mi

RIVERS NATIONAL HIGHWAYS INTERSTATE STATE HIGHWAYS RAILROADS PARKS CITIES

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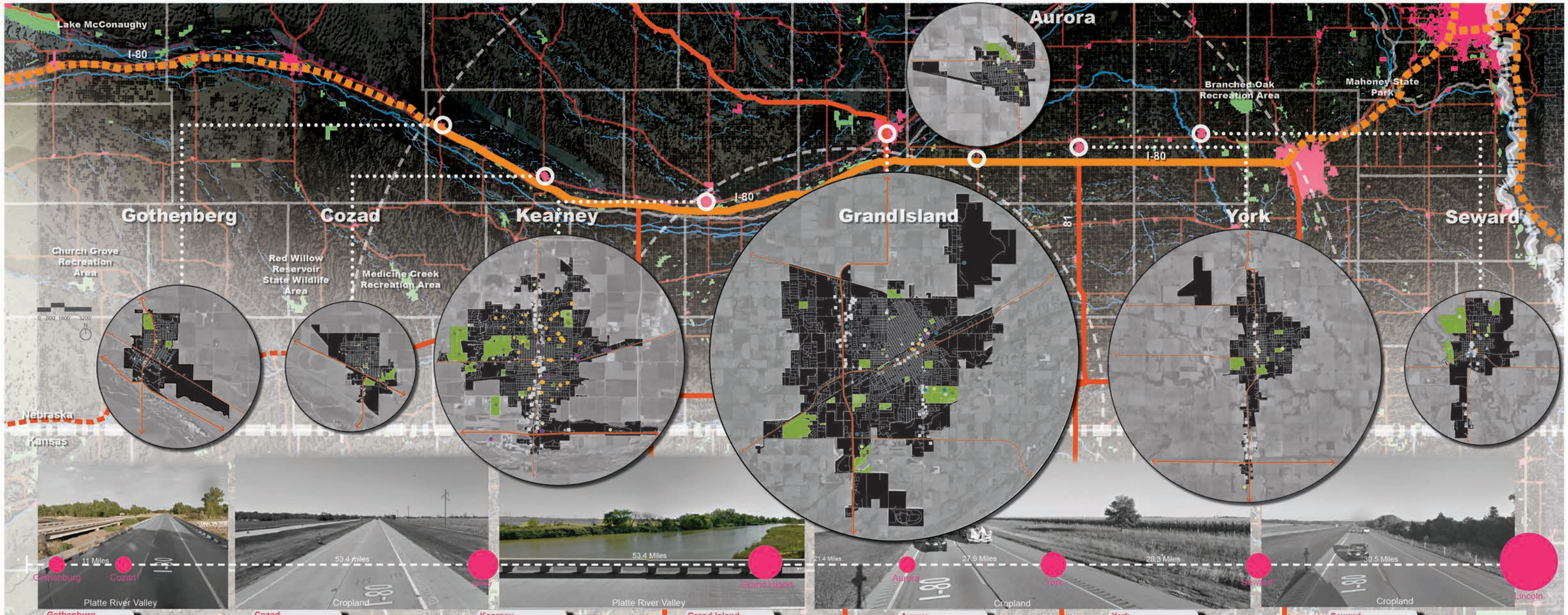
PLAINS, TRAINS, AND CRANES: A LIVING HISTORY IN RURAL AMERICA

Inventory : Interstate 80



Gothenburg

Population:

Basic Services

Gas Station:
Shell, Conex, Gothenburg Pit Stop,

Convenience Stores:
Time Saver, Gothenburg Pit Stop

Health:
Gothenburg Health, Hecox Dentistry, Gothenburg Medical Arts

Recreation:
None

Food and Drink

Sitdown:
Lindy's Espresso Company, Lisa's Kitchen, China Cafe,

Fast Food:
Pizza Hut, Daylight's Donuts, Dirk's

Local:
None

Bars:
None

Lodging

Hotel:
Comfort Suites, Howard Johnson,

Motel: Travel Inn

Campground/RV Park:
Gothenburg KOA, Blue Heron Campground, Lafayette Park

B&B:
None

Assets

Sod House Museum
Cost: No Charge
Time Needed: 30 min
Time Open: M-F 9-5

Pony Express Museum
Cost: No Charge
Time Needed: 1 hour
Time Open: M-F 9-5
Summer Hours

Cozad

Population:

Basic Services

Gas Station:
Conex, Pump and Pantry,Casey's General Store

Convenience Stores:

Health:
Cozad Community Hospital, Hecox Dentistry, Cozad's Community Medical Clinic

Food and Drink

Sitdown:
Green Apple Cafe, Bella Italia, El Paraiso, Panda Garden, Seriously Good Coffee,

Fast Food:
Pizza hut, Burger King, Runza, DQ, Subway

Bars: Walley's

Lodging

Hotel:
None

Motel:
Rodeway Inn, Knights Inn,

Campground/RV Park:
Muny Park Campground

B&B:
None

Assets

Henri Museum
Cost: 5$
Time Needed: 45 min
Time Open: T-Sat 1-5
Sun 2-4

100th Meridian Museum
Cost: No Charge
Time Needed: 45 min
Time Open: T-Sat
9:30-5:00

Kearney

Population:

Basic Services

Gas Station:
Pump & Pantry, Casey's General Store, Valero, Gas Island, Kensginer Service and Supply, Sapp Bros, Kearney Liquors, Shop EZ,

Convenience Stores:
Walgreens, Wal-Mart

Health:
Richard Young Hospital, Kearney Regional,Good Samaritan,

Recreation: Kearney Country Club, Meadowlark Hills, Meadowlark North Dog Park, Meadowlark North Archery Range, Yanney Park, Big Apple Fun Center

Lodging

Hotel:
Hampton Inn, La Quinta, Comfort Inn, Fairfield Inn, Holiday Inn, American Lodge, Econo Lodge, Quality Inn, Candlewood Suites, Midtown Wiosiem, Pomada,

Motel:
Rodaway, Microtel, , Country Inn, New Victorian Inn, Super 8, Motel 6, Western Inn, Howard Johnson, First Inn

Campground/RV Park:
Kearney RV, Fort Kearny

B&B:
None

Assets

Crane watching
Cost: $30
Time Needed: 3 Hours
Time Open: morieve

Fort Kearny Museum
Cost: Free
Time Needed:1.5 Hours
Time Open: Mon-Fri

MONA
Cost:
Time Needed: 1.5 Hours
Time Open: Tues-Sat 11-5
Sun: 1-5

Frank House
Cost: Free
Time Needed: 1 Hours
Time Open: Sun-Sun 9-3

Archway
Cost: $15
Time Needed: 3 Hours
Time Open: Mon-Fr

Rails Museum
Cost: No Charge
Time Needed: 1 Hours
Time Open: Tues-Thurs

Grand Island

Population:

Basic Services

Gas Station:
Pump & Pantry, Casey's General Store, Shell, Kwik Trip, Joy-ree Gas, Valero, Gas Island, Kensginer Service and Supply, Sapp Bros, Kearney Liquors, Shop EZ,

Convenience Stores:
Walgreens, Wal-Mart

Health:
St Francis Hospital

Recreation:
Fonner Park, Heartland Public Shooting Park, Grand Island Little Theatre, Island Oasis Waterpark, Modern Railroad Display, Wilchinski Jones, Super Bowl Family Fun Center

Recreation: Kearney Country Club, Meadowlark Hills, Meadowlark North Dog Park, Meadowlark North Archery Range, Yanney Park, Big Apple Fun Center

Lodging

Hotel:
Hampton Inn, La Quinta, Comfort Inn, Fairfield Inn and Suites, Holiday Inn, American Lodge, Econo Lodge, Quality Inn, Candlewood Suites, Midtown Wiosiem, Pomada,

Motel:
Rodaway Inn and Suites, Boarders Inn and Suites, Americas Best Value Inn, Best Western, Super 8, Grand Inn, Comfort Inn, Days Inn, Fairfield Inn and Suites, Hampton Inn, USA Inn of America, Travelodge, Courtesy Court, Corsico, Four-plex, Resident Suites

Motel:
Motel 6

Campground/RV Park:
KOA, George H Clayton Campground, Hall County Campground

B&B:
None

Assets

Stuhr Museum
Cost: $6-$8
Time Needed: 3 Hours
Time Open: T-S 9-5 Sun 12-5

Raising Nebraska
Cost: No Charge
Time Needed: 3 Hours
Time Open: M-F 9-4

Food and Drink

Sitdown:
Taco Island, Denny's, El Tapatio, Godfather's Pizza, Pizza Hut, Tommy's, Tacos Las Palmas, La Fiesta, Wasabi Pizza, Bosselman, Fisher Line, Max's Thunder Road, Applebee's, Olive Garden, Fuji Japanese Steakhouse, Whiskey Creek Wood Fire Grill, Red Lobster, Ruby Tuesday, Buffet House, Texas Roadhouse, Domino's Pizza, Perkins, Lee's Family Restaurant, Fazoli's

Fast Food:
Subway, Arnigos, Sonic, Runza, Wendy's, Taco John's, Dairy Queen, Burger King, Arby's, Long John Silvers, Pepperjax Grill

Local:
The Enchanted Bakery, Chicken Coop, The Chocolate Bar, Shady Rest, , Padaderia Y Abarrotes Sanchez, Farmers Daughter Cafe

Bars:
Pam's Pub and Grill, B T's Lounge, Sluggers Bar and Grill, Inflate, Fly's Bar

Aurora

Population:

Basic Services

Gas Stations:
Pump & Pantry, Casey's General Store

Convenience Stores:
Jim's U Save Pharmacy and Dollar General

Health:
Memorial Hospital

Recreation:
12th Street Cinema

Food and Drink

Sitdown:
China Garden

Fast Food:
Runza, McDonald's

Local:
None

Bars:
Overtime Bar and Grill, The Vets Club

Assets

Plainsman Museum
Cost: $3-$7
Time Needed: 2 Hours
Time Open: T-Sat 9-4

Edgerton Explorit Museum
Cost: $7
Time Needed: 2-3 Hours
Time Open: M-Sat 9-5
Sun 1-5

Lodging

Hotel:
None

Motel:
Ken's Motel, Modern Motel

Campground/RV Park:
Streeter Park Campground

B&B:
Nitta's Bed and Breakfast

York

Population:

Basic Services

Gas Station:
Sapp Bros, Shell, Pump & Pantry, Mom's Pit Shop, Casey's General Store

Convenience Stores:
Wal-Mart, Walgreens

Health:
York General Hospital

Recreation:
Lee's Legendary Marbles and Collectibles, Sunset Bowl and Lounge

Food and Drink

Sitdown:
Pizza Hut, La Carretta, The Kitchen, Godfather's Pizza, Spare Time Restaurant, Nuke's on the Nine

Fast Food:
Subway, Taco Johns, Runza, Burger King, Dairy Queen, Taco Bell, Wendy's

Local:
Captain Red Beard's Cafe

Bars:
Gilligans Tavern

Lodging

Hotel:
Americas Best Value Inn, Yorkshire Inn and Suites, Days Inn, Nice Victorian Inn, Hampton Inn, Super 8, Best Western, Comfort Inn

Motel:
Motel 6, Y Motel

Campground/RV Park:
York KAMPground

B&B:
Haberman Family Farms

Assets

Wessels Living History Farm
Cost: $3-$7
Time Needed: 1-6 Hours
Time Open: T-Sat 10-4
Sun 1-4

Seward

Population:

Basic Services

Gas Station:
Casey's General Store, Gas N Snacks, Fast Mart, Phillips 66, Sinclair

Convenience Stores:
Dollar General, Pac 'n' Save, Wal-Mart

Health:
Memorial Hospital

Recreation:
State Park

Food and Drink

Sitdown:
Pizza Hut, Dragon Palace, Godfather's Pizza, Spare Time Restaurant, Nuke's on the Nine

Fast Food:
McDonald's, Subway, Dairy Queen, Runza, Amigos

Local:
Cafe on the Square, Tasteful Indulgence, 40's Coffee House

Bars:
Bottle Rocket Brewing Company

Lodging

Hotel:
Holiday Inn & Suites, Cobblestone Inn & Suites, The Leisure Suite

Motel:
East Hill Motel and Dale's Motel

Assets

4th of July Event
Cost: No Charge
Time Needed: 2-6 Hours
Time Open: 7AM-11PM

Olde Glory Theatre and Community Hall
Cost: Varies
Time Needed: 1-4 Hours
Time Open: Varies

Seward County Museum
Cost: Unknown
Time Needed: 2 Hours
Time Open: Th 10-4 Sun 1:30-5

World's Largest Time Capsule
Cost: No Charge
Time Needed: 20 Minutes
Time Open: 24/7

Campground/RV Park:
Blue Valley Campground

B& b:
La l ache Bed and Breakfast

Regional Cultural Heritage Tourism

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N

0' 3.7m 7.5m 15.1m 30.3m

BASIC SERVICES LODGING FOOD/DRINK ENVIRONMENTAL INDUSTRY MILITARY HISTORIC RELIGIOUS MUSEUMS EVENTS

Rice_URBN
Katrina_URBN
Soun_LARC
Dorothy_LARC
Patrick Murphy_LARC

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Nate Holst_LARC
Frank Herbolsheimer_LARC
Cory Galen_LARC
Jeni Stanek_LARC

Jamie Dennell_LARC
Ashleigh Gildon_LARC
Kenneth Brandl_LARC
Kim Wilson_PROF

PLAINS, TRAINS AND CRANES: LIVING HISTORY OF RURAL AMERICA

Inventory: Interstate 80

Gothenburg is an Agricultural Rail Town

Cozad Lies on the 100th Meridian and is the Product of the Railroad Industry

Downtown Kearney

Grand Island courthouse

York Nebraska's iconic multi-colored water tower which can be seen from I-80

Seward courthouse located in central downtown

The Pony Express Museum

The Pony Express Museum

Gothenburg Downtown

Robert Henri Museum

Works by the Artist

The Artist's Childhood Home

The Great Platte River Road Archway Monument

Self-Guided Tour through NE History

Musuem Exhibit

Stuhr museum of the prairie pioneer

Raising Nebraska museum

Sturh museum's railroad town

Wessel's living history farm

Tractor museum at Wessels

Rare windmill at Wessels

4th of July Small Town USA

World's largest time capsule

Olde Glory Theatre

The Sod House Museum

World's Largest Plow

adlfkjad

Vibrant Downtown Core

100th Meridian Museum

100th Meridian Marker

Crane Habitat Along the Platte River

GW Frank Museum

Cranes Migrating Through Kearney

Stuhr grounds

Crane Trust nature & visitor center

Hall County veterans park

Vibrant downtown of York

QR codes being used at Wessels

York city auditorium

Nebraska National Guard Museum

World's largest time capsule plaque

Seward community center

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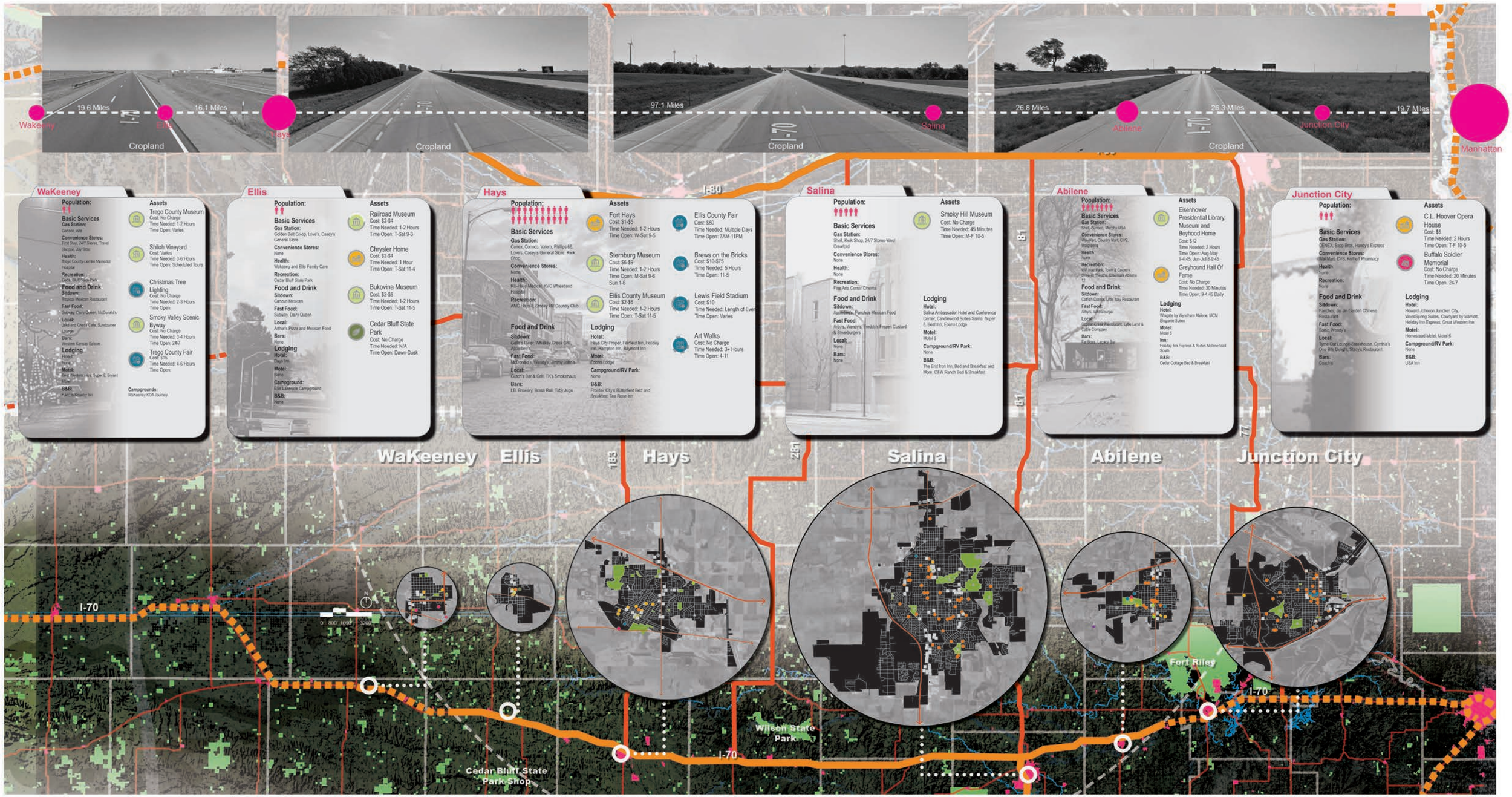
PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

Inventory : Interstate 70



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PLAINS, TRAINS AND CRANES: LIVING HISTORY OF RURAL AMERICA

Inventory: Interstate 70

Smoky Valley Scenic Byway

Landscape

Christmas Tree Lighting

Ellis Railroad Museum

Main Road

Cedar Bluff State Park

First United Methodist Church

Comfort Inn & Suites North

Jackie Creamer's Dance Studio

'Revival'-Sculptural

Friday Night Live

Dawn's Silver Lining

Historic Seelye Mansion

Heritage Center of Dickinson County

Abilene and Smoky Valley Railroad

Christ's church

Buffalo Soldier Memorial Park

Geary County Historical Society and Museums

IWO JIMA Memorial

Trego County Historical Society Museum

F-14 Tomcat Fighter Jet

Bukovina Museum

Chrysler Home

Days Inn Ellis

Hays Symphony Orchestra

Historic Fort Hays Museum

Sternberg Museum of Natural History

Prescott House Salina

Smoky Hill Museum

Smoky Hill Museum

Eisenhower Presidential Sculptural

Eisenhower Presidential Museum and Boyhood Home

Greyhound Museum of Fame

Heritage Park

Atomic Cannon

CL Hoover Opera House

Courthouse

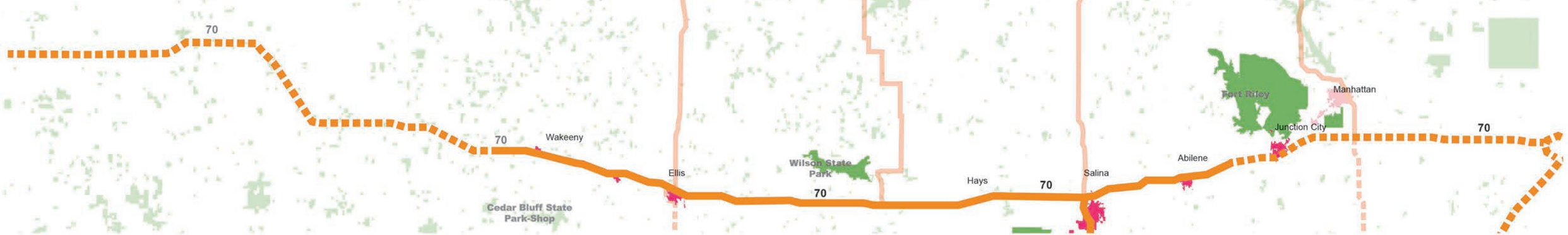
St. Marys Catholic Church

Ellis County Historical Society Museum

Fox Watson Theater

Eisenhower Presidential Library, Museum and Boyhood Home

Kansas Vietnam Veterans' Memorial



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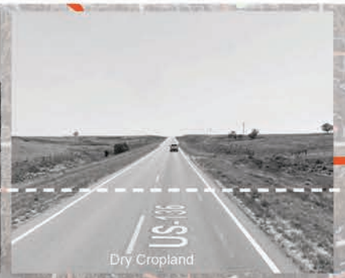
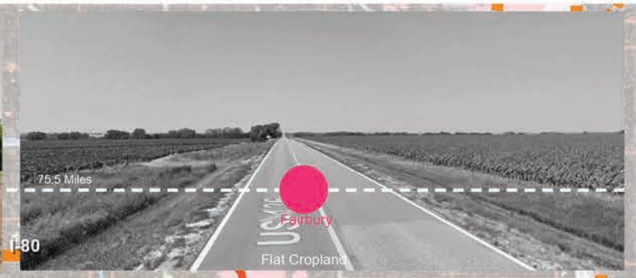
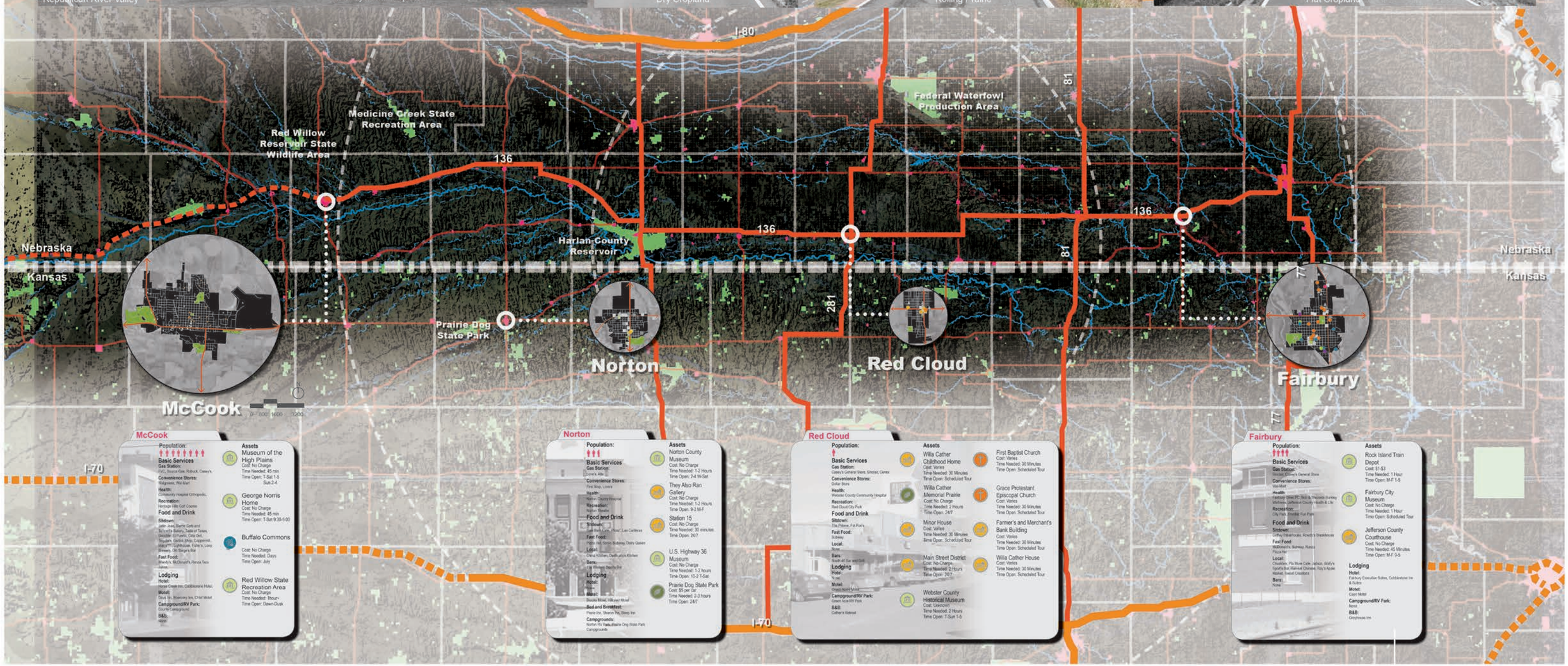
PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

Inventory : Highway 136







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BASIC SERVICES LODGING FOOD/DRINK ENVIRONMENTAL INDUSTRY MILITARY HISTORIC RELIGIOUS MUSEUMS EVENTS

N

0' 3.7mi 7.5mi 15.1mi 30.3mi

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Kim Wilson_PROF

PLAINS, TRAINS AND CRANES: LIVING HISTORY OF RURAL AMERICA

Inventory: Highway 136

Medicine Creek State Recreation Area

Red Willow Reservoir State Wildlife Area

136

McCook

136

Harlan County Reservoir

136

Red Cloud

136

Fairbury

Federal Waterfowl Production Area

Norton

Prairie Dog State Park

McCook

1882

McCook Downtown

Carnegie Library and High Plains Museum

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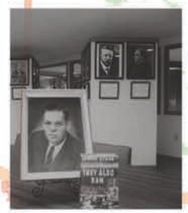
Sehnert's Bakery

Norton

1872

Norton County Courthouse



They Also Ran Gallery

PRAIRIE DOG GOLF CLUB

Norton County Museum

Red Cloud

1872

Red Cloud's downtown area

Willa Cather Memorial Prairie

Willa Cather's Childhood Home

Red Cloud Opera House

Fairbury

1868

Rock Island Museum

Jefferson County Courthouse

Fairbury Museum

Mural in 424 E Street

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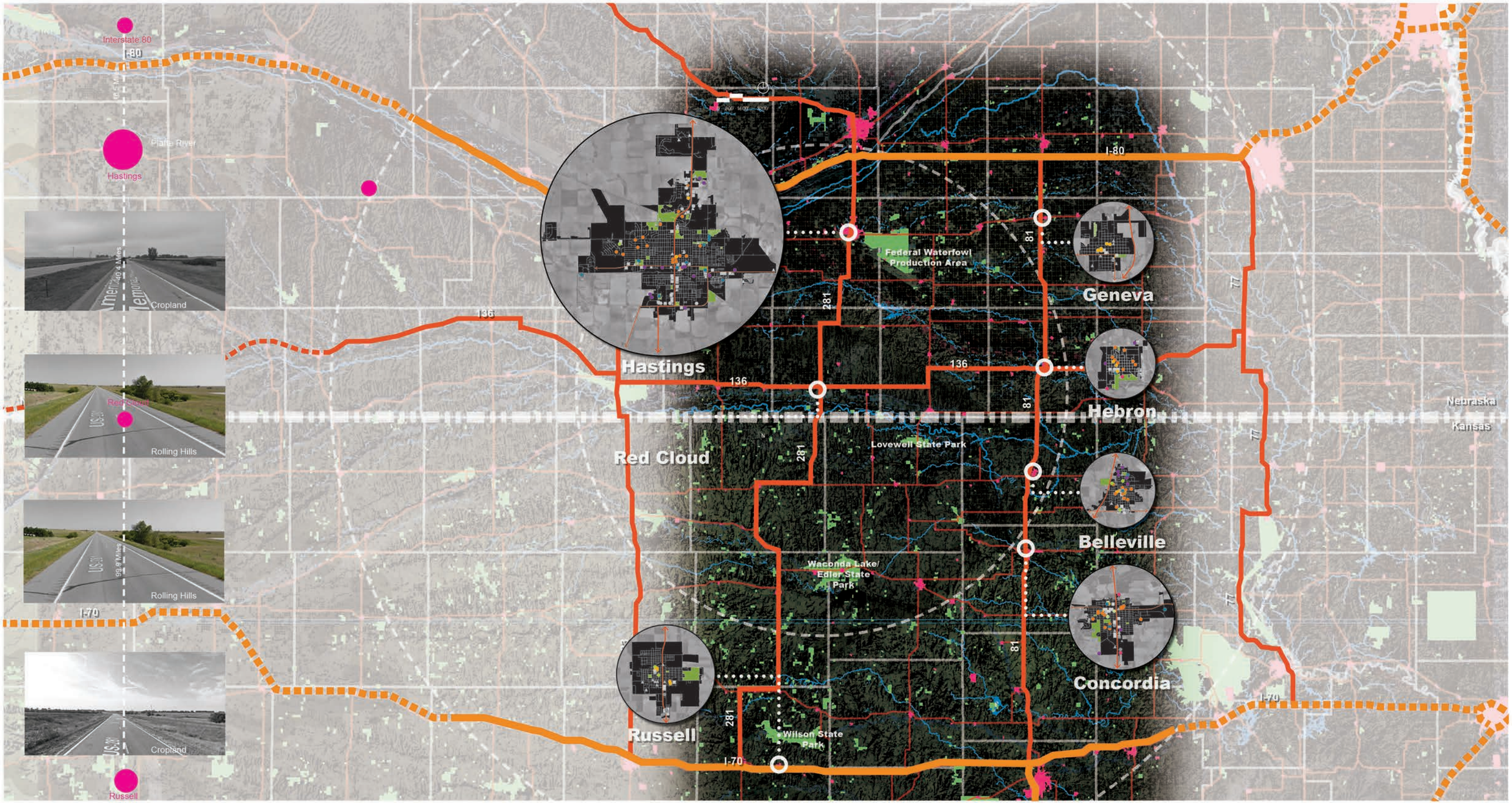
PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

Inventory : Highway 81 & 281



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BASIC SERVICES LODGING FOOD/DRINK ENVIRONMENTAL INDUSTRY MILITARY HISTORIC RELIGIOUS MUSEUMS EVENTS

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PLAINS, TRAINS AND CRANES: LIVING HISTORY OF RURAL AMERICA

Inventory: Highway 81 & 281

Hastings

Kool-Aid display on exhibit at Hasting's Museum.

Kool-Aid Days festival

Hasting's Museum

Birthplace of Kool-Aid

Russell

The Fossil Station Museum

ParadiseWater Tower

Deines Cultural Center

Grassroots Arts Center

Belleville

Downtown Belleville

Republic County Historical Society

Downtown Walking Tour

Republic County Museum

Red Cloud

Red Cloud's downtown area

Willa Cather Memorial Prairie

Willa Cather's Childhood Home

Red Cloud Opera House

Geneva

Geneva's downtown area

Fillmore Courthouse

Geneva House

JM Burk House

Hebron

Hebron is known for the World's Largest Porch Swing.

Certification of the swing.

Local Hotel

Authentic Restaurant

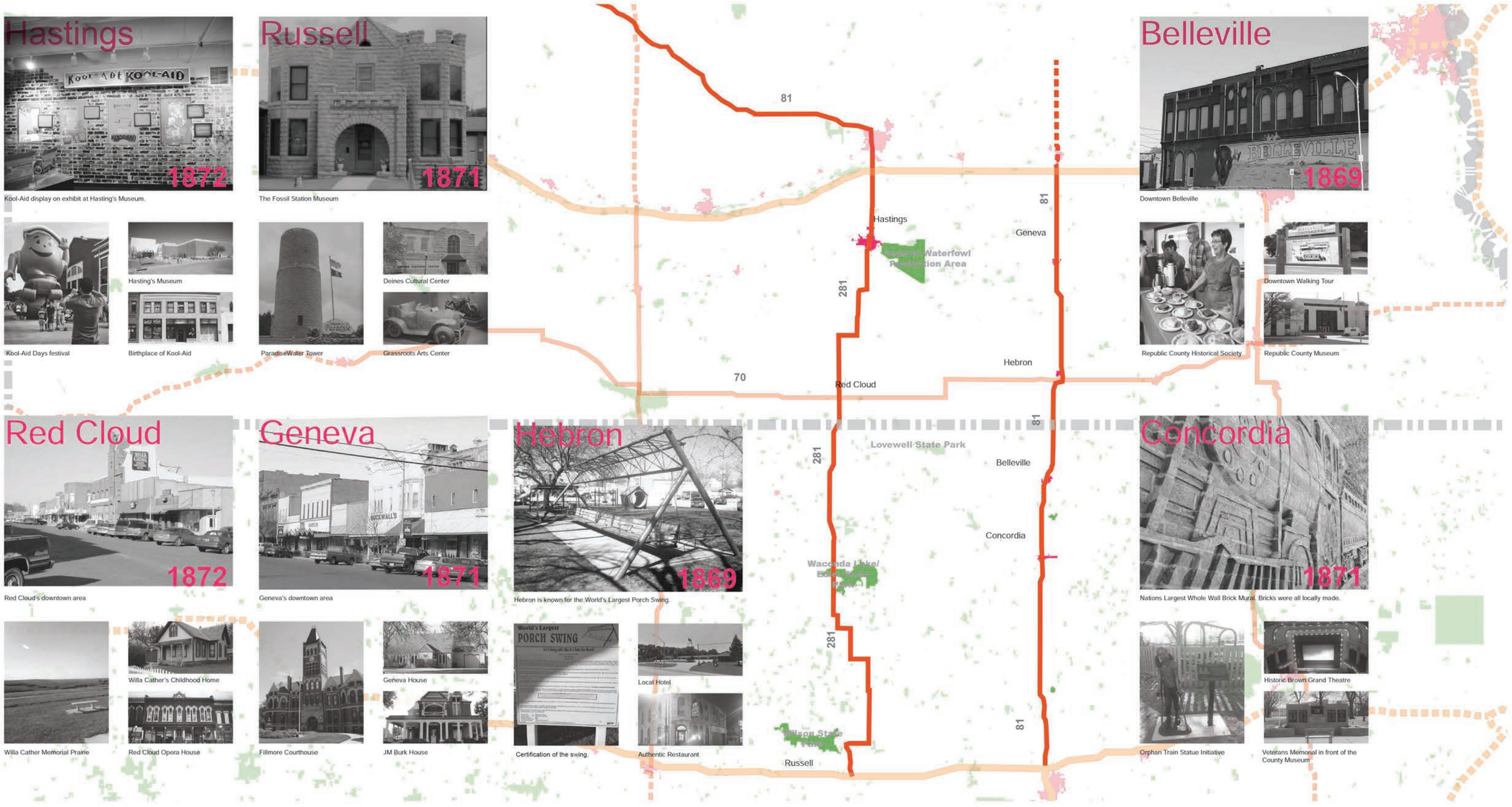
Concordia

Nations Largest Whole Wall Brick Mural. Bricks were all locally made.

Orphan Train Statue Initiative

Historic Brown Grand Theatre

Veterans Memorial in front of the County Museum



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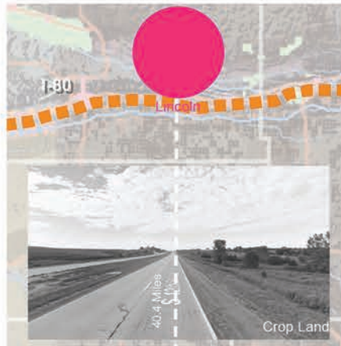
PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

Inventory : Highway 77 & 183



Lincoln
I-80
Beatrice
Wymore
Nebraska
Kansas
Marysville
US-77
Blue Rapids
I-70
Manhattan

Minden

Population:

Basic Services
Gas Station:
CENEX, Casey's General Store
Convenience Stores:
Kwik Shop
Health:
Minden Medical Clinic, Pierce Edie MD, Kearney County Health Services
Recreation:
Swimming, Country Club

Food and Drink
Sitdown:
Jowers's , Cozy Corner, Agave El Mexicano
Fast Food:
Subway, Daylight Donuts
Local:
Sundrella , Loarie's Sweet Shop, Cornerstone Grill

Lodging
Hotel:
None
Motel:
Pioneer Village
Campground/RV Park:
Pioneer Village
B&B:
Sundrella's White Hill Farmhouse Inn

Assets
Pioneer Village
Cost: $14
Time Needed: 2-4 Hours
Time Open: Mon-Sun

Holdredge

Population:

Basic Services
Gas Station:
None
Convenience Store:
Rexall, Sunkamp Foods, Ace Hardware
Health:
None
Recreation:
None

Food and Drink
Sitdown:
Country Cooker, Taste of Texas BBQ
Fast Food:
Subway, Runza, McDonald's, Taco Johns, Dairy Queen
Local:
4th Avenue Coffee, Cozy Hot Cafe
Bars:
None

Lodging
Hotel:
Days Hotel, Super 8, Roadway Inn
Motel:
Prairie Motel
B&B:
Das Gasthaus
Campground/RV Park:
None

Assets
Nebraska Prairie Museum
Cost: No Charge
Time Needed: 45 mins
Time Open: M-F 9-5
Sat-Sun 1-5

Smith Center

Population:

Basic Services
Gas Station:
Conoco
Convenience Stores:
Ace Convenience Store, Kirby's Family Drug Heath Mart Pharmacy
Health:
Smith County Memorial Hospital
Recreation:
Cedar Theatre

Food and Drink
Sitdown:
Leo D'amico, Pizza Hut
Fast Food:
Jiffy Burger, Subway
Local:
Pronzies
Bars:
Paul's Cafe & Dining Room, Second Cup

Lodging
Hotel:
Bucksnort Inn
Motel:
Prairie Winds Motel & Apartments
Campground/RV Park:
None
B&B:
None

Assets
Old Dutch Mill
Cost: No Charge
Time Needed: 15 Minutes
Time Open: 24/7

Little Miss Liberty
Cost: No Charge
Time Needed: 15 Minutes
Time Open: 24/7

Phillipsburg

Population:

Basic Services
Gas Station:
Linn's Country Store, Ridgecrest Co-Op, Phillips Co Hospital, Black Kwik Stop
Health:
High Plains Mental Health Center, Phillips County Hospital, Great Plains Health Alliance Inc
Convenience Store:
None
Recreation:
Tapestry Theatre

Food and Drink
Sitdown:
Brandy Inn & Godfather's Pizza, Espresso Pizza Hut
Fast Food:
Subway
Local:
DJAS Ice Cream
Bars:
Horseshoe Sports Bar

Lodging
Hotel:
Econo Lodge, Rodeway Inn & Suites
Motel:
None
B&B:
Cottonwood Inn
Campground/RV Park:
None

Assets
Fort Bissell Museum
Cost: No Charge
Time Needed: 2 Hours
Time Open: 1-F All Day

C&R Railroad Museum
Cost: Unknown
Time Needed: 2 Hours
Time Open: T, Sat 9-4

Kansas Biggest Rodeo
Cost: Unknown
Time Needed: 2 Hours
Time Open: Sun 9-11PM

Stockton

Population:

Basic Services
Gas Station:
Apc
Convenience Stores:
Dollar General
Health:
Stockton Medical Clinic, Solomon Valley Family Medical
Recreation:
Rose Theatre

Food and Drink
Sitdown:
Myles's Asian Fusion, Los Arcos, 183 Lanes, Mother's
Fast Food:
Pizza Hut
Local:
Carousel Bakery & Cafe, Home Cookin', Webster's Deli
Bars:
The VFW Supper Club

Lodging
Hotel:
None
Motel:
66 Motel
B&B:
Sara's Inn, Kuhl Custom Cabins
Campgrounds:
Webster Lake, Stockton City Park

Assets
Webster Reservoir and State Park
Cost: No Charge
Time Needed: 2-4 Hours
Time Open: 24/7

Rooks County Museum
Cost: No Charge
Time Needed: 1-2 Hours
Time Open: 10-4 T Th Sat

Rooks County State Lake
Cost: No Charge
Time Needed: 2-3 Hours
Time Open: 24/7

Saint Joseph's Catholic Church
Cost: No Charge
Time Needed: 1 Hour
Time Open: 24/7

Rooks County Free Fair
Cost: No Charge
Time Needed: 4-6 Hours
Time Open:

Minden
Holdredge
Smith Center
Phillipsburg
Stockton
183
281
I-70
Federal Waterfowl Production Area
Loveswell State Park
Glen Elder State Park/Waconda Lake

Branched Oak Recreation Area
Beatrice
Wymore
Marysville
Blue Rapids
136
77
81
Tuttle State Park
Fort Riley
Kansas

Beatrice

Population:

Basic Services
Gas Station:
Git N Split, Sinclair, Casey's General Store, Sues Stop
Convenience Stores:
Shopko, Dollar General, Dollar Tree, Wal Mart
Health:
Beatrice Community Hospital
Recreation:
Beatrice Speedway, Big Blue Waterpark, Chief Standing Bear Trail, Wolf Hill Lake State Park

Food and Drink
Sitdown:
The Black Crow, Tall Tree Tasting, Valentino's, Brianzolal Inn, Riverside Smokehouse, Pizza Ace, Super China Buffet, Pizza Hut, Godfather's Pizza, El Caleto
Fast Food:
Dairy Queen, Arby's, Sonic, Subways, McDonald's, Hardee, Burger King, Taco John's, KFC
Local:
Sunrise Bakery, Beatrice Bakery, Country Crocker Cafe, The Swill Shed
Bars:
Rail, Kicks R Aces, Rigg's, Rita's Sports Bar, 24/7/8 Lake Bar

Lodging
Hotel:
Victorian Inn, Econo Lodge, Travelers Lodge, Capri Sun and Suites, Holiday Inn Express
Motel:
None
Campground/RV Park:
Chautauqua Park, Gage County Fairgrounds Campground, Riverside Park
B&B:
Carriage House, Oak Aves Acres

Assets
Carnegie Building
Cost: None
Time Needed: 1-2 hours
Time Open: M-F 8:30-5

Homestead National Monument
Cost: None
Time Needed: 3-4 hours
Time Open: M-F 8:30-5
Sat-Sun 9-5

Wymore

Population:

Basic Services
Gas Station:
Casey's General Store, Wymore CIC Shell
Convenience Stores:
Dollar General, Super Foods
Health:
None
Recreation:
Big Indian Recreation Area, McCandlish Park, Arbor Park, Country Club

Food and Drink
Sitdown:
None
Fast Food:
Subway
Local:
Doghouse, A & N
Bars:
None

Lodging
Hotel:
None
Motel:
D & M
Campground/RV Park:
None
B&B:
None

Assets
Great Plain Welsh Heritage Project
Cost: No Charge
Time Needed: 1 Hour
Time Open: M-F 2-5

Marysville

Population:

Basic Services
Gas Station:
Sinclair
Convenience Stores:
Dollar General, Wal-Mart
Health:
Aero Drug Mart
Recreation:
Municipal Pool, Dargatz Park, Fairhouses Field, Lions Park, Lincoln Lakes, Country Club, Eagle Creek Park Center

Food and Drink
Sitdown:
Las Cabanas, New China Buffet, Bits Mo BBQ, Pizza Hut
Fast Food:
El Ranchero, Greenbelt, Sonic, Hardee's, Subway, Taco Bell
Local:
Wagon Wheel Gifts, Mom Bakery, Hotel Mark Dish, Scenic Ranch Antiques & Rare Shop, Penny's Diner
Bars:
None

Lodging
Hotel:
Heritage Express
Motel:
Oak Tree Inn
Campground/RV Park:
None
B&B:
Marysville Bed

Assets
Pony Express Museum
Cost: $10
Time Needed: 2 Hours
Time Open: M-F 9-4

Marshall County Historic Courthouse
Cost: No Charge
Time Needed: 2-3 Hours
Time Open: M-F 9-5

Lifelike Murals
Cost: No Charge
Time Needed: 30 Minutes
Time Open: 24/7

Veteran's Memorial
Cost: No Charge
Time Needed: 20 Minutes
Time Open: 24/7

Blue Rapids

Population:

Basic Services
Gas Station:
Casey's General Store, Quik's Kwik
Convenience Stores:
Hometown Foods, Dollar General
Health:
Heartland Care
Recreation:
Riverside Park

Food and Drink
Sitdown:
None
Fast Food:
None
Local:
Tonia's Pour House Grill, 4 Sisters Bake 77, East Side Cafe
Bars:
None

Lodging
Hotel:
None
Motel:
None
B&B:
None
Campground/RV Park:
None

Assets
Blue Rapids Museum
Cost: Varies
Time Needed: 45 minutes
Time Open: 1-5 Daily

Holm House
Cost: None
Time Needed: 30 minutes
Time Open: Scheduled

Ice Age Monument
Cost: None
Time Needed: 20 minutes
Time Open: 24/7

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N

0' 3.7mi 7.5mi 15.1mi 30.3mi

BASIC SERVICES LODGING FOOD/DRINK ENVIRONMENTAL INDUSTRY MILITARY HISTORIC RELIGIOUS MUSEUMS EVENTS

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PLAINS, TRAINS AND CRANES: LIVING HISTORY OF RURAL AMERICA

Inventory: Highway 77 & 183

Holdrege

Holrege Downtown

Nebraska Prairie Museum

POW Exhibit

Nebraska Prairie Museum

Minden

Minden is and Agricultural Rail Town

Harold Warp's Pioneer Village

Car Collection

Founder's Images

Beatrice

Downtown which was built with the intent of showcasing types of architecture

Homestead National Monument

Carnegie building

Architecturally significant downtown

Marysville

The town of Marysville has a huge focus on the Pony Express.

Historic train depot station

Marysville is known for the black squirrel

Historic Pony Express Station

Phillipsburg

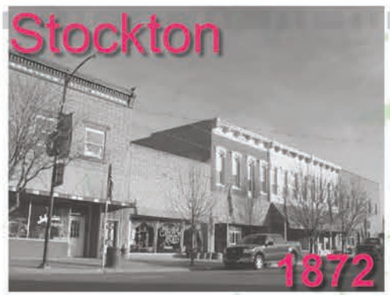
Historic Phillipsburg Building

Old Fort Bissell

Phillipsburg Downtown

C & R Railroad Museum

Stockton



Stockton Downtown

Rooks County Courthouse

Rooks County State Park

Webster State Park View from Air gallery

Wymore

Wymore contains the Welsh records for Nebraska.

What remained of an old train depot

Beautiful mural on the side of the Welsh Museum

Benefactors of the museum and train depot

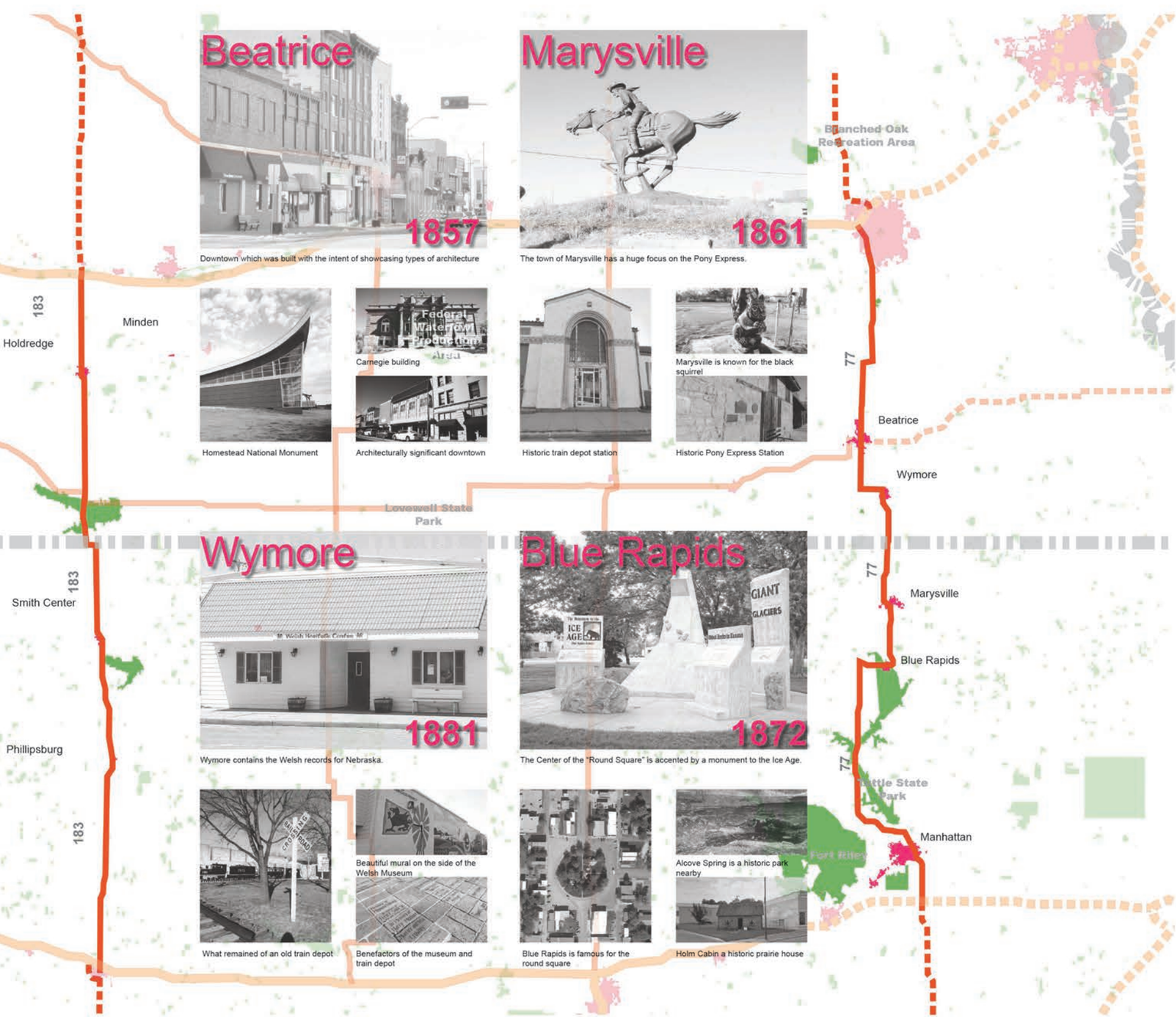
Blue Rapids

The Center of the "Round Square" is accented by a monument to the Ice Age.

Blue Rapids is famous for the round square

Alcove Spring is a historic park nearby

Holm Cabin a historic prairie house



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PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL NEBRASKA

Top Rated Assets

Highest Rated Assets

Rating System

The collected assets in each city were ranked by a set of critera previously established in the research phase. These critera will help determine authenticity and atractiveness of our various assets. The critera includes:

1. Aesthetics
2. Uniqueness
3. Cultural and Historical Integrity
4. Workmanship
5. Local Care and Attention
6. Cultural Community Interactions
7. Current Functionality
8. Certification
9. Popularity
10. Accessiblity

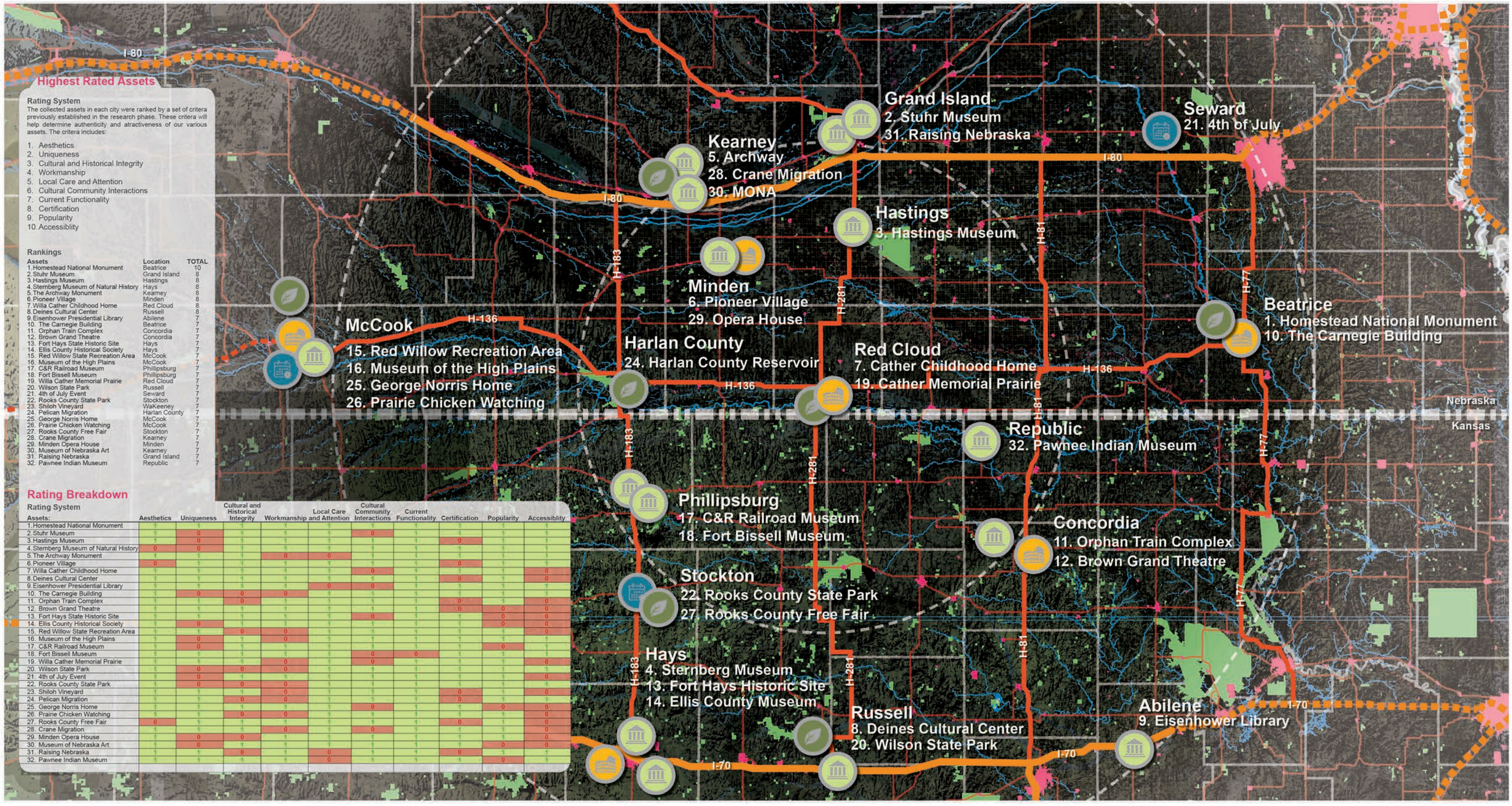
Rankings

Assets	Location	TOTAL
1.Homestead National Monument	Beatrice	10
2.Stuhr Museum	Grand Island	8
3.Hastings Museum	Hastings	8
4.Sternberg Museum of Natural History	Hays	8
5.The Archway Monument	Kearney	8
6.Pioneer Village	Minden	8
7.Willa Cather Childhood Home	Red Cloud	8
8.Deines Cultural Center	Russell	8
9.Eisenhower Presidential Library	Abilene	7
10. The Carnegie Building	Beatrice	7
11. Orphan Train Complex	Concordia	7
12. Brown Grand Theatre	Concordia	7
13. Fort Hays State Historic Site	Hays	7
14. Ellis County Historical Society	Hays	7
15. Red Willow State Recreation Area	McCook	7
16. Museum of the High Plains	McCook	7
17. C&R Railroad Museum	Phillipsburg	7
18. Fort Bissell Museum	Phillipsburg	7
19. Willa Cather Memorial Prairie	Red Cloud	7
20. Wilson State Park	Russell	7
21. 4th of July Event	Seward	7
22. Rooks County State Park	Stockton	7
23. Shiloh Vineyard	WaKeeney	7
24. Pelican Migration	Harlan County	7
25. George Norris Home	McCook	7
26. Prairie Chicken Watching	McCook	7
27. Rooks County Free Fair	Stockton	7
28. Crane Migration	Kearney	7
29. Minden Opera House	Minden	7
30. Museum of Nebraska Art	Kearney	7
31. Raising Nebraska	Grand Island	7
32. Pawnee Indian Museum	Republic	7

Rating Breakdown

Rating System

Assets:	Aesthetics	Uniqueness	Cultural and Historical Integrity	Workmanship	Local Care and Attention	Cultural Community Interactions	Current Functionality	Certification	Popularity	Accessiblity
1.Homestead National Monument	1	1	1	1	1	1	1	1	1	1
2.Stuhr Museum	1	0	1	1	1	0	1	0	1	1
3.Hastings Museum	1	0	1	1	1	1	1	0	1	1
4.Sternberg Museum of Natural History	0	0	1	1	1	1	1	1	1	1
5.The Archway Monument	1	1	1	0	0	1	1	1	1	1
6.Pioneer Village	0	1	1	1	1	1	1	0	1	1
7.Willa Cather Childhood Home	1	1	1	1	1	0	1	1	1	0
8.Deines Cultural Center	1	1	1	1	1	1	1	0	1	0
9.Eisenhower Presidential Library	1	1	1	1	0	0	1	1	1	1
10. The Carnegie Building	1	0	0	0	1	1	1	1	1	1
11. Orphan Train Complex	1	1	0	1	1	1	1	0	1	0
12. Brown Grand Theatre	1	1	1	1	1	1	1	0	0	0
13. Fort Hays State Historic Site	1	1	1	1	1	0	1	1	0	0
14. Ellis County Historical Society	1	0	1	1	1	1	1	1	0	0
15. Red Willow State Recreation Area	1	1	0	0	1	1	1	1	1	0
16. Museum of the High Plains	1	0	1	0	1	1	1	1	1	1
17. C&R Railroad Museum	1	0	1	1	1	1	1	1	0	1
18. Fort Bissell Museum	1	1	1	1	1	0	0	1	1	1
19. Willa Cather Memorial Prairie	1	1	1	0	1	0	1	1	1	0
20. Wilson State Park	1	0	0	0	1	1	1	1	1	1
21. 4th of July Event	1	0	1	1	1	1	1	1	1	0
22. Rooks County State Park	1	0	0	0	1	1	1	1	1	0
23. Shiloh Vineyard	1	1	0	1	1	1	1	0	1	0
24. Pelican Migration	1	1	0	0	1	1	1	0	1	1
25. George Norris Home	1	1	1	1	1	0	1	1	0	0
26. Prairie Chicken Watching	1	1	0	0	1	1	1	1	1	0
27. Rooks County Free Fair	0	1	1	1	1	1	1	0	1	0
28. Crane Migration	1	1	1	0	1	0	1	1	1	0
29. Minden Opera House	1	0	0	1	1	1	1	1	1	0
30. Museum of Nebraska Art	1	0	1	1	1	1	1	1	0	0
31. Raising Nebraska	1	1	0	1	0	1	1	0	1	1
32. Pawnee Indian Museum	1	1	1	1	0	1	1	1	0	1



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BASIC SERVICES LODGING FOOD/DRINK ENVIRONMENTAL INDUSTRY MILITARY HISTORIC RELIGIOUS MUSEUMS EVENTS

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REGIONAL CULTURAL HERITAGE TOURISM

Process

Phase I: Research

LITERATURE + CASE STUDY RESEARCH

Depth and Breadth

- Cultural Heritage Tourism
- Sense of Place
- Authenticity, Quality, Interpretation
- Tourist Experience
- Public Engagement

R1a **Research**

- Discover
- Define
- Categorize
- Organize
- Diagrams

Analysis

R1b **Approach**

- Principles
- G/O
- Program

Lenses

Phase II: Data Collection, Analysis and Framework Plan

PROJECT SPECIFIC DATA COLLECTION

Regional, Local, Site - Multi Scalar
Approach, Methods and Tools

R2a R2b **Data + Mapping + Analysis**

Environmental
Open Space Network
Parks + Network
Topography/Landform
Hydrology
Soils
Ecological Communities
Wildlife Corridors
Habitat

Quadrant A
Culture
Infrastructure
Assets
Supporting Program

Quadrant B
Culture
Infrastructure
Assets
Supporting Program

Quadrant C
Culture
Infrastructure
Assets
Supporting Program

Quadrant D
Culture
Infrastructure
Assets
Supporting Program

R2c **Approach**

- Road Based Tourism
- Visual Resource Analysis
- Sense of Place
- Landscape Character

Lenses

REVIEW

Input

- Stakeholders
- Students
- Experts

Analysis

FRAMEWORK AND APPROACHES

Organizational Structure (s)

- Branding, Identity and Place
- National Heritage Area
- Public Engagement

Test+Refine

Phase III: Design Planning Process

National Heritage Area

- Local Idea and Build Support
- Feaibility Studies
- National Park Service Review
- Congressional Designation
- Develop Management Plan

Schedule

Wk1 Wk2 Wk3 Wk5 Wk6 Wk7 Wk8 Wk9 Wks. 10 - 16 Spring 2018

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PLAINS, CRANES, AND TRAINS: A LIVING HISTORY OF RURAL AMERICA

Auto-based Travel Routes - Precedents

1. Attractions-based

Kansas Byways: Frontier Military Historic Byway

Benefits:
- Connects northern and southern Kansas
- Directly impacts the Kansas City Metropolitan Area
- Next to Kansas City, Leavenworth, Overland Park, KS
- Touches various ecologies: rolling hills, osage cuestas

Challenges:
- Emphasis mostly on history
- Only draws upon Kansas attractions
- Lined with small towns, limiting upper speed limit
- Takes 3 hours to drive entire route

Principles:
- Variety of Attractions
- Proximity to Cities

Landscape

Focus

Historic, Museums, Environmental, ~~Events~~, Military, ~~Religious~~

Kansas Byways

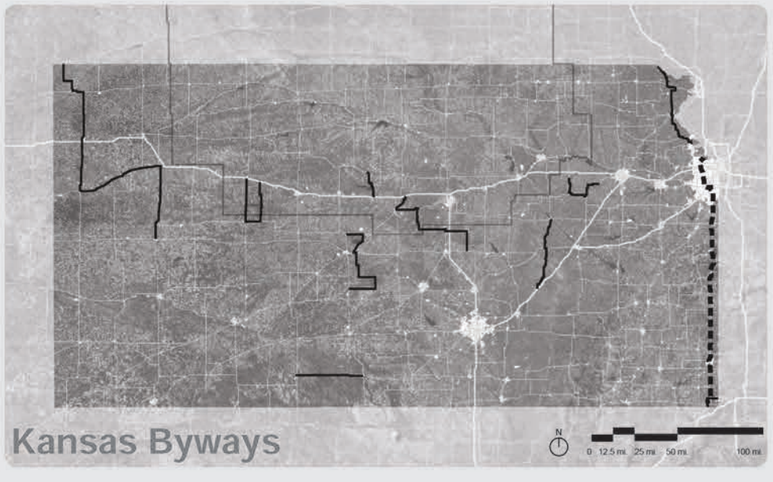
12 routes **790** miles

Frontier Military Historic Byway

1 route **167** miles

View from a riverbank of the Marais des Cygnes National Wildlife Refuge

Buffalo Soldier Monument at Fort Leavenworth in Leavenworth, KS



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U.S. Army Center of Military History. (2011, June 27). Picture Gallery: Leavenworth/Kansas City/Atchison, KS Signature Event - "A Journey Forth". Retrieved from www.history.army.mil/LC/Explore/A_Journey_Forth/gallery.htm

Worldwide Elevation Map Finder. (2017). Elevation of LaCygne, Lacygne, KS, USA - MAPLOGS. Retrieved from http://elevation.maplogs.com/poi/lacygne_lacygne_ks_usa.128211.html

2. Environment-based

Nebraska Scenic Byways: Sandhills Journey Scenic Byway

Benefits:
- Passes through a variety of landscapes
- Starts at Grand Island, NE, off of Interstate 80
- Less traffic than on the interstate
- Considerable lodging available along the route

Challenges:
- Non-environmental attractions found in only a few cities
- No direct way from this route to cities on other routes
- Only uses Nebraska destinations
- Takes 4.5 hours to drive the entire route

Principles:
- Landscape Importance
- Support Services

Landscape

Focus

Historic, Museums, Environmental, Events, Military, ~~Religious~~

Nebraska Scenic Byways

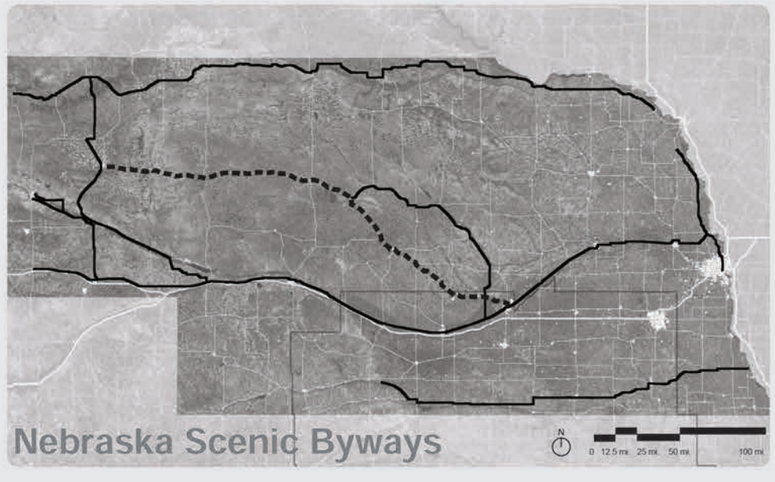
9 routes **1872** miles

Sandhills Journey Scenic Byway

1 route **272** miles

View of the grass-covered Sandhills along the route in western Nebraska

Agricultural land lies on the valley floor, below the hills along Highway 2



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Nebraska Division of Travel and Tourism. (2017). Sandhills Journey. Retrieved from http://sandhillsjourney.com/

Nebraska Tourism Commission. (2017). Visit Nebraska | Nebraska Tourism Commission. Retrieved from https://visitnebraska.com/trips/byways/

3. Destination-based

Interstate 80

Benefits:
- Strong connection between Lincoln, NE and Omaha, NE
- Part of one of the most heavily used east-west interstates
- Contains numerous historical and cultural attractions
- Winds its way through the rolling hills, Platte River valley

Challenges:
- Connections to cities focused only on Lincoln and Omaha
- Encouraging movement off of the interstate
- Increased traffic from large user population
- 75 mph speed limit makes the landscape hard to view

Possibilities:
- Regional Road Infrastructure
- Economic Impact

Landscape

Focus

Historic, Museums, Environmental, Events, Military, Religious

Interstate 80 from San Francisco, CA, to Teaneck, NJ

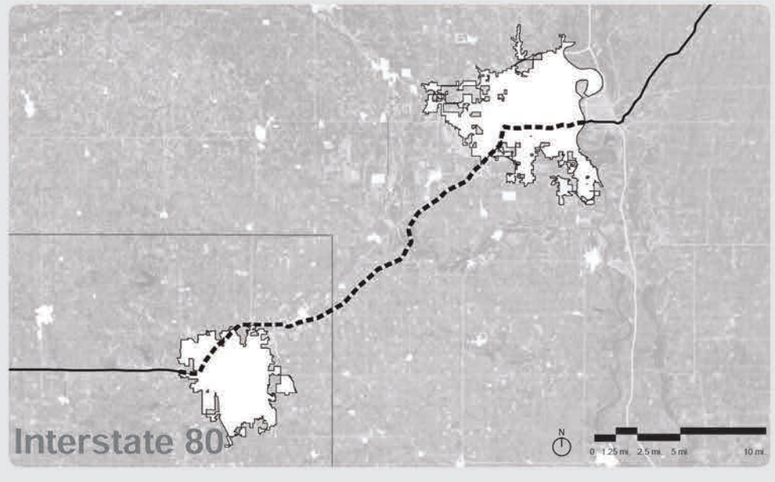
1 route **2902** miles

Interstate 80 from Lincoln, NE, to Omaha, NE

1 route **60** miles

Platte River near the crossing between Omaha and Lincoln

View of the Henry Doorly Zoo from an exit ramp off of the Interstate



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PLAINS, TRAINS, AND CRANES: A LIVING HISTORY IN RURAL AMERICA

Sense of Place: Introduction

Abstract

Define:

Sense of Place: In a cultural context, sense of place is usually shared by others living in the same bit of the world and is an essential part of regional and local enthusiasms. It is, furthermore, and inter-subjective feeling, an innate faculty possessed in some degree by everyone and recognizable to others who live elsewhere.

Principles:

Legibility: A place must have distinguishable attributes as well as being comfortable and safe. Places that exhibit a sense of history also attribute to its character.

Permeability: A place must be easily accessible with supporting infrastructure that reaches to nearby attractions and other cities.

Variety: A place must promote community in a welcoming and non-exclusionary manner so that connections between people can be made.

Related Terms:

Character (noun): a feature used to separate distinguishable things into categories

Character (noun): It is defined as a distinct and recognisable pattern of elements that occurs consistently in a particular type of landscape, like the topography, landcover, etc., which can give uers actual feeling of the landscape.

Robustness: A place must have a range of activities and attractions throughout the year to invite people to back but that doesn't interrupt everyday life.

Context: A place must be fully integrated to the surrounding area so that it does not appear out of place while also taking existing ecosystems in to consideration.

Characteristics:

1. Difficult to quantify and abstract. In addition, one definition of place may not transfer across political or geographic borders.

2. Comprised of natural features, patterns of human settlement, and social relationships. the connection between people is a key component of place.

3. Determined by local knowledge. it may be possible to broadly describe place as an outsider, intimate understandings of place are best expressed by natives.

4. Embodied in folklore, personal narrative, and amateur history. Intimate descriptions of place rarely show up in "official" documents.

Goals & Objectives:

1. Note important figures from history and their connection to land and the their calls for preservation.

2. Understand what land protection and preservation is and why it is conducted.

3. Understand how there are various stakeholders to one-piece of land and different interpretations of protection exist.

4. Analyze historical documents and interpret their call for preservation and protection.

5. Analyze text to determine its relation to sense of place and protection/ preservation.

Visual Resource Management and Classification:

Visual resource management (VRM) is the inventory and planning actions taken to identify visual resoure values and to establish objectives for managing those values, and the management actions taken to achieve the visual resource management objectives. Once scenic resources are identified, assigning VRM classes is the most important step in the resource management plans process for determining how these scenic values will be managed and/or protected in the future.

VRM classification is the most important determination for guiding the way in which proposed activities will be limited and visual resources will be protected. VRM classifications do not necessarily preclude all uses that could damage scenic values, but they must be taken into account when making any land use decisions. It is also the best opportunity in this process for public participation to influence the Bureau of Land Management to implement greater protections for the inventoried areas.

Scales of Sense of Place:

1. Not having any Sense of Place: This should be mentioned or examined and it cannot be taken for granted that everyone senses his or her place

2. Knowledge of being Located in a Place: when people know that they live in a distinguishable place and can at least recognize symbols of the place, but do not have any kind of feeling that binds them to this place.

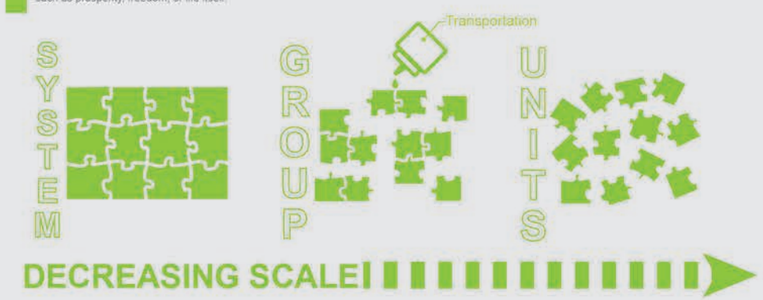
3. Belonging to a Place: In this stage, there is a feeling of belonging to a place. There is not only knowledge of the name of the place and its symbols, but also a feeling of 'togetherness' and common destiny. What is happening in the place is important. The symbols of the place are respected.

4. Attachment to a Place: This stage involves an emotional attachment to a place at a higher level. A place has a meaning; it is a centre of a personal and collective experience and that identity combines with the meaning of the place and its symbols to create a 'personality' of the place. The place is emphasized through its uniqueness and through its difference from other places.

5. Identifying with the Place Goals: hen the majority of the people of the place recognize the goals of the place and are in conformity with them. This level implies a fusion and blending with the place's interests and needs. It means that there is a devotion, allegiance, and loyalty to a place. People are deeply attached to their place.

6. Involvement in a Place: is level implies that the resident takes an active role in the community because of a commitment to a place describes this as taking an "environmental role"

7. Sacrifice for a Place: The deepest commitment to a place is the main aspect of this level. People would like to sacrifice important attributes and values such as prosperity, freedom, or life itself.



The scale of landscape has a huge impact on sense of place. The larger the scale, more abstract and generalizing the feeling. Small scale landscapes provide the most local and original feelings about the specific region. Each unit holds their unique feature, and then transportation helps to connect the units, and became to middle scale groups. Groups always provide various and mixed feelings at the same time, and it is the easiest way to understand the region. As more as the units been connected by transportaion, the scale is increasing. System is the largest scale of landscape. It is hard to get a specific feelng of this kind of landscape. The sense of system is abstract, more like a impression of the whole region.

Landscape Character

Field Research

Inventory Approach

We traveled the lengths of the 5 major roads within our region over three trips. Each group had three people to assess and document tha landscape character and the road sequence and quality of the region

Team 1: Kenneth, Chandler, Cory
Team 2: Frank, Jamie, Dorothy
Team 3: Kenneth, Patrick, Soun

Landcover and Landscape Elements:

Topography:

Flat	Plain	Dry Valley	Vertical
Undulating	Rolling Lowland	Deep Gorge	Hills
Rolling	Plateau	Broad Valley	
Steep	Scarp/ Cliff	Narrow Valley	

Landcover:
designed parkland, scrub, marsh,peat bog, moor/heath, rough grassland, water meadows, grassland, species rich grassland

Woodland/ Trees:
deciduous woodland, coniferous plantation, mixed woodland, shelter belt, hedge trees, orchard, clumps, isolated trees

Hydrology:
river, stream, reservoir, dry valley, winterbourne, pond, lake, drainage ditch

Buildings:
farm, mast/poles pylons, industry, settlement, urban, folies, military

Heritage:
Vernacular Buildings, country house, field systems, prehistoric ritual, hill top enclosure/fort, ecclesiastic, monuments of war, coppice

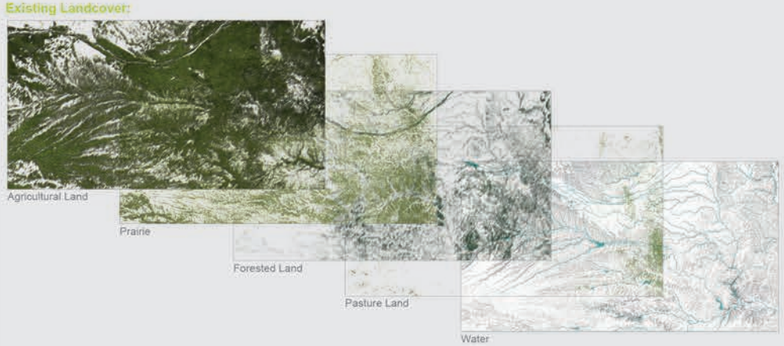
Visual Assessment Criteria:

Pattern: dominant, strong, broken, weak
Scale: intimate, small, medium, large
Texture: smooth, textured, rough, very rough,
Color: monochrome, muted, colorful, garish
Complexity uniform, simple, diverse, complex
Unity: unified, interrupted, fragmented, chaotic
Form: straight, angular, curved, sinuous
Enclosure:expansive,open,enclosed, constrained

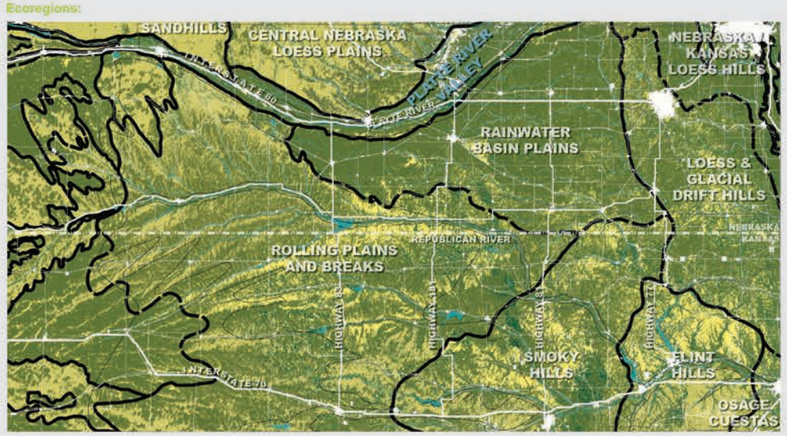
Perception:

Security: intimate, comfortable, safe, unsettling
Stimulus: monotonous, bland, interesting, challenging
Tranquility:inaccessible,remote, vacant, peaceful
Pleasure:pleasant, unpleasent
Farming
Walls, fences, hedges, fields, arable, improved pasture, rough grazing, hedge banks, orchard

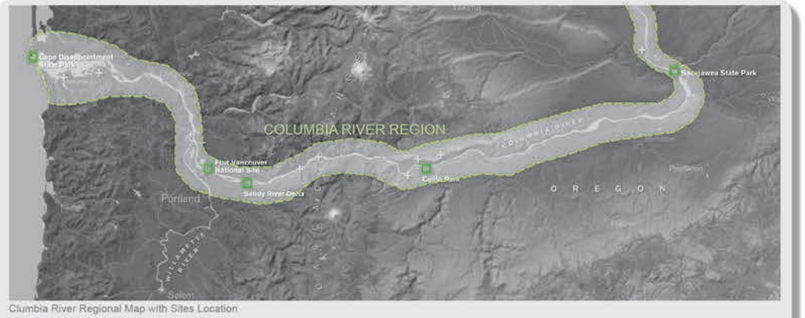
Existing Landcover:



Ecoregions:



Precedent Research



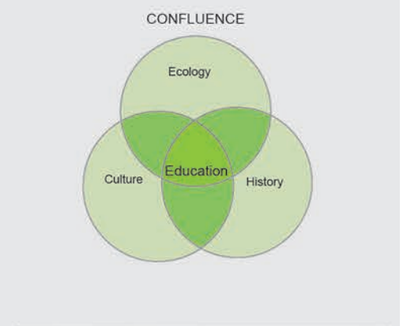
Clumbia River Regional Map with Sites Location

Maya Lin: Confluence

Confluence is a community supported nonprofit that connects people to place through art and education. They work in collaboration with Northwest communities, tribes and celebrated artist Maya Lin to create reflective moments that can shape the future of the Columbia River system. Lin created a series of seven large art / landscape installations along the columbia river, based on the cultural history of the sites. Five of them in Washington, and two of them in Oregon, but one of them not been built. And now, they share stories of this river through six public art installations, educational programs, community engagement and a rich digital experience.

Washington
- Cape Disappointment State Park, Ilwaco, Washington(Completed 2005, dedicated 2006)
- Ridgefield National Wildlife Refuge, Vancouver, Washington (in planning stages)
- Vancouver Land Bridge at Fort Vancouver National Historic Site, Vancouver, Washington(completed 2008)
- Sacajawea State Park, Pasco, Washington (Completed 2010)
- Chief Timothy Park, Clarkston, Washington (Scheduled for completion in Spring 2015)

Oregon
- Sandy River Delta Bird Blind(Completed 2008)
- Celilo Falls (Scheduled for completion in 2016)



Sandy River Delta Bird Blind, Oregon

Cape Disappointment State Park, Ilwaco, Washington

Vancouver Land Bridge, Vancouver, Washington

Sacajawea State Park, Pasco, Washington

Celilo Park, Oregon (not built)

Chief Timothy Park, Clarkston, Washington

Each work references a passage from the Lewis and Clark journals as a snapshot in time, while comparing it with the deeper story. It encompasses work in over 15,000 acres of state and federal land that is now being restored as an integral part of the project.

Principles:
1. Using sites to reveal native landscapes in an immersive experience to engage visitors an immediate and powerful connection with the land
2. Using the historical and cultural histories of a common region to give regional context while also informing individual sites
3. Using collaboration with local communities and peoples to create "teachable places," transformed and reimagined to explore the confluence of history, culture and ecology in a region.

Regional Cultural Heritage Tourism

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Kenneth Brandl_LARC
Kim Wilson_PROF

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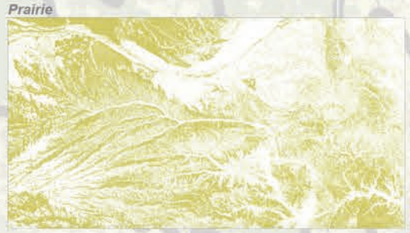
PLAINS, TRAINS, AND CRANES: A LIVING HISTORY IN RURAL AMERICA

Sense of Place: Ecoregions

Existing Landcover

Agricultural Land

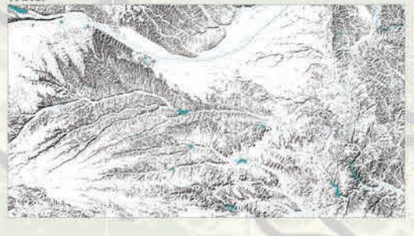
Prairie

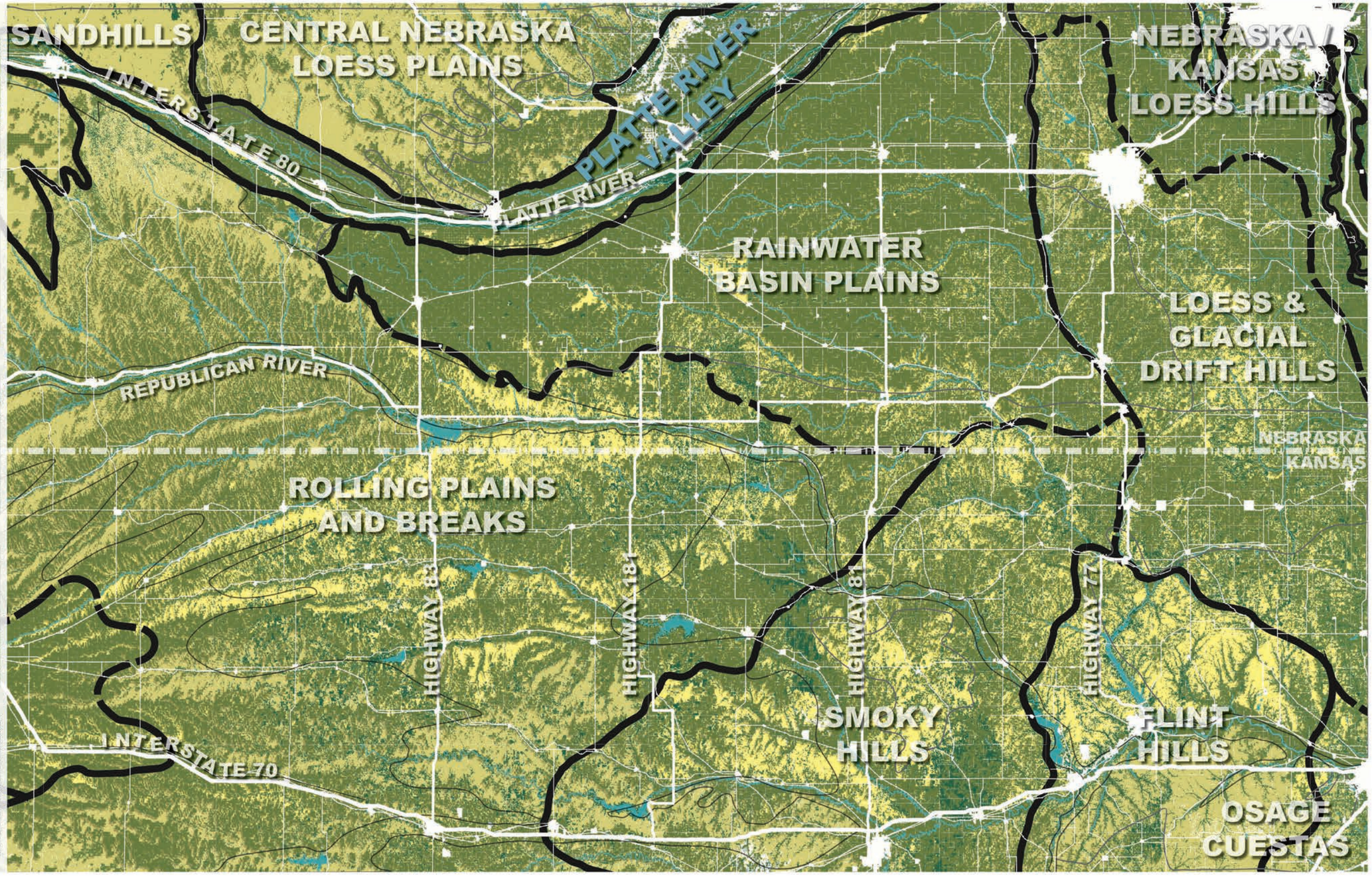


Forested Land

Pasture Land

Water





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PLAINS, TRAINS, AND CRANES: A LIVING HISTORY IN RURAL AMERICA

Sense of Place: Subregions

Rolling Prairie Rangeland

Exceeds Expectations

1. Striking rolling topography, outcroppings
2. No evidence of land management
3. Vast extending views of prairie

Meets Expectations

1. Undulating to rolling topography
2. Minimal but evident land management
- Evidence of grazing activity, fences, windmills, country houses or farms, wells, man made trails
3. Prairie like foliage with areas of clearing. Evidence of private land tracks and evidence of grazing and agricultural land use

Below Expectations

1. Undulating to rolling topography
2. High land management
- Evidence of grazing activity, fences, windmills, country houses or farms, wells, man made trails
3. Limited prairie land cover. Evidence of prairie removal and agricultural adaptation

Flat Agricultural Land

Exceeds Expectations

1. Flat to slightly Undulating Topography
2. High Management of the land with repeated ploughing and clearing
- Drainage swales, hedgerows, use of pivot irrigation, healthy looking crops
3. Shelterbelts define field edges and views. For miles, one can only see agricultural land

Meets Expectations

1. Flat to slightly Undulating Topography
2. High management of land but evidence of individual ownership and differences in cropping techniques
3. Shelterbelts define field edges and views. For miles, one can only see agricultural land

Below Expectations

1. Inconsistent flat to slightly undulating topography
2. Little to no management of land
- Open prairie, no irrigation, crops look displeasing, housing development
3. No defined edges and views of agricultural land

Undulating Agricultural Land

Exceeds Expectations

1. Natural undulating topography
2. Homogeneous land management for the use of row cropping
- Drainage swales, hedgerows, use of pivot irrigation, healthy looking crops
3. Topographic seasonal interest

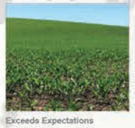
Meets Expectations

1. Natural undulating topography
2. Homogeneous land management for the use of row cropping
- Evidence of row crops, irrigation, multiple types of crops
3. Topographic seasonal interest

Below Expectations

1. Terraced, controlled, man made topography
2. Little to no homogeneous land management for row cropping
- Open prairie, no irrigation, crops look displeasing, housing development
3. No defined edges and views of agricultural land

Roiling Agricultural Land



Exceeds Expectations

1. Rolling agricultural topography
2. High management of land with repeated ploughing and clearing of crops
- Drainage swales, hedgerows, use of pivot irrigation, healthy looking crops
3. Mixture of scenic quality and views of intensive agriculture

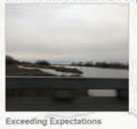
Meets Expectations

1. Natural undulating topography
2. High management of land with repeated ploughing and clearing of crops
- Evidence of crops being ploughed, agricultural machinery, irrigation
3. Mixture of scenic quality and views of intensive agriculture

Below Expectations

1. Terraced, controlled, man made topography
2. Little to no land management with repeated ploughing and clearing of crops
- Open prairie, no irrigation, crops don't look taken care of, suffering crops
3. No scenic views of intensive agriculture

Platte River and Republican River Valley



Exceeding Expectations

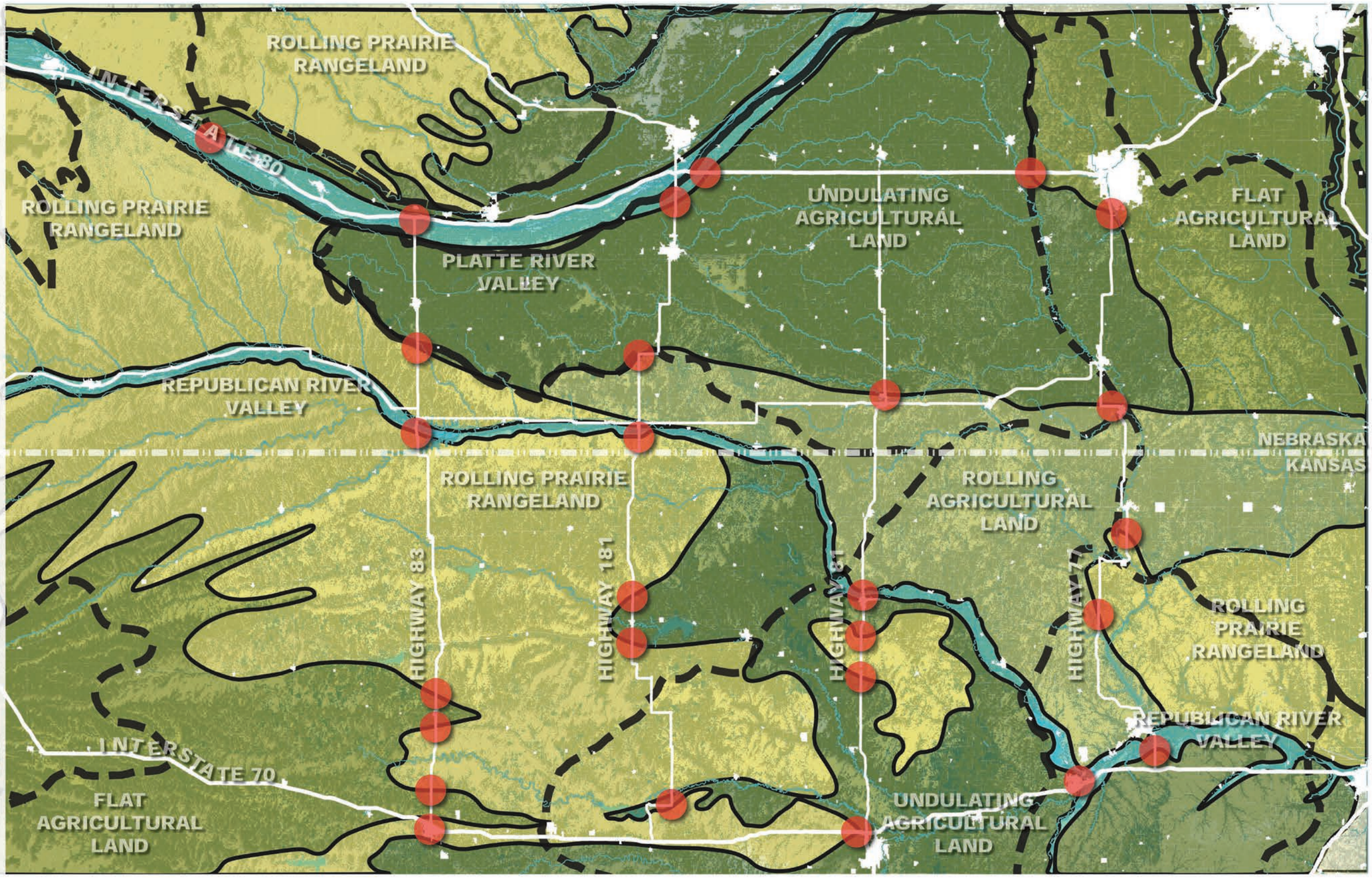
1. Flat, shallow, and wide river
2. Edges of river are surrounded by forested and agricultural land
3. No development around river

Meets Expectations

1. Flat, shallow, and wide river
2. Maintained edges along river
- Evidence of deciduous woodland as well as agricultural land
3. Minimal development areas around river
- Little to no evidence of farms, houses, industries, and urban areas

Below Expectations

1. Flat, shallow, and wide river
2. Edges of river are eroded and have no trees
- No evidence of deciduous woodland, agricultural land,
3. High use of infrastructure surrounding river
- Evidence of farms, houses, industries, urban areas



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PLAINS, TRAINS, AND CRANES: A LIVING HISTORY IN RURAL AMERICA

Sense of Place: Subregion Descriptions

1. Rolling Prairie Rangeland

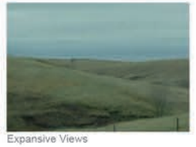
Description:
This area contains rolling topography, cliff outcroppings, and primarily grass cover ranging from mixed to tall grass prairie plants. The land is managed minimally without intensive irrigation or plowing practices. The area is rural, mostly populated by farmers and then in small towns which occur at railroad depot points.

Key Characteristics:
- Rolling Topography
- Low Land Management Practices
- Mostly covered by prairie plants

Existing Condition/Scale:
The landscape is peaceful and objectively scenic in quality. The road experience consists of open to expansive views over the prairie land with many points of build up, climax, and release when traveling over hills to reveal valley vistas below. The land is grazed by cattle and contains clumps of trees that line small streams that meander through the region

Topography:
Predominantly undulating to rolling in nature

Southern NE Prairie



Expansive Views

Vegetation:
NATIVE:
Mixed Grass Prairie Grasses
Tall Grass Prairie Grasses
Wildflowers
Various Shrubby Trees

NON-NATIVE
Hay

Wildlife/Habitat:
Deer, Raccoon, Prairie Chicken, Crane (seasonal), Opossum, Field Birds, Cattle, Coyote, Pheasant

Sense of Place Criteria:

Exceeds Expectations
1. Striking rolling topography, outcroppings
2. No evidence of land management
3. Vast extending views of prairie

Meets Expectations
1. Undualting to rolling topography
2. Minimal but evident land management
   - Evidence of grazing activity, fences, windmills, country houses or farms, wells, man made trails
3. Prairie like foliage with areas of clearing. Evidence of private land tracks and evidence of grazing and agricultural land use

Below Expectations
1. Undulating to rolling topography
2. High land management
- Evidence of grazing activity, fences, windmills, country houses or farms, wells, man made trails
3. Limited prairie land cover. Evidence of prairie removal and agricultural adaptation

2. Flat Agricultural Land

Description:
This area contains predominanty flat topography with some slightly undulating areas. The land is predominantly used for intensive plowed agriculture. In Nebraska, the land is heavily irrigated in some areas. The area is rural with the industry heavily agriculturally related. Shelterbelts break the fields.

Key Characteristics:
- Flat to slightly Undulating Topography
- High Management of the land with repeated plowing and clearing
- Shelterbelts define field edges

Existing Condition/Scale:
The landscape is monotonous and the colors muted. The views from the road are highly dependent on seasons. In the winter and spring the views are vast and contnuous, in the summer and fall, the views are constrained by taller crops and linear rows which direct views through the fields as you pass through. The major roads are straight and fast through the subregion.

Topography:
Flat to slightly undulating

Unplowed Crop Residue

Irrigation Structures in Fields

Vegetation:
NATIVE:
Some Prairie Plants on Field Edges
Cedar, Oak, Pine, Spruce Windbreaks
Native Trees along Stream Banks

NON-NATIVE
Hay, Corn, Soybeans, Alfalfa, Wheat

Wildlife/Habitat:
Deer, Raccoon, Prairie Chicken, Crane (seasonal), Opossum, Field Birds, Turkey, Coyote, Pheasant, Fox

Sense of Place Criteria:

Exceeds Expectations
1. Flat to slightly Undulating Topography
2. High Management of the land with repeated ploughing and clearing
   - Drainage swales, hedgerows, use of pivot irrigation, healthy looking crops
3. Shelterbelts define field edges and views. For miles, one can only see agricultural land

Meets Expectations
1. Flat to slightly Undulating Topography
2. High management of land but evidence of individual ownership and differences in cropping techniques
3. Shelterbelts define field edges and views. For miles, one can only see agricultural land

Below Expectations
1. Inconsistent flat to slightly undulating topography
2. Little to no management of land
   - Open prairie, no irrigation, crops look displeasing, housing development
3. No defined edges and views of agricultural land

3. Undulating Agricultural Land

Description:
The land is undulating in nature with cover of mostly corn and soybeans. The land is heavily irrigated and plowed and cropped yearly. The region is supported heavily by agriculture. The colors remain homogenous pertaining to the season with little variation year to year.

Key Characteristics:
- Undulating in nature
- Homogenous land management for the use of row crops
- Topographic interest and continuous in the winter

Existing Condition/Scale:
The landscape is homogenous in both the landscape and form with long sweeping hills blanketing the area. Views are sweeping and continuous with little variation as agriculture dominates the view from the road which varies from sweeping to open in the fall and winter to constrained and directed in the summer. Little remains of the prairie with most of the land devoted to large scale farming practices.

Topography:
Undulating to Slightly Rolling

Corn Fields Over Undulating Land

Corn Fields in the Distance

Vegetation:
NATIVE:
Some Prairie Plants on Field Edges
Cedar, Oak, Pine, Spruce Windbreaks
Native Trees along Stream Banks

NON-NATIVE
Hay, Corn, Soybeans, Alfalfa

Wildlife/Habitat:
Deer, Raccoon, Prairie Chicken, Crane (seasonal), Opossum, Field Birds, Cattle, Turkey, Coyote, Pheasant, Fox

Sense of Place Criteria:

Exceeds Expectations
1. Natural undulating topography
2. Homogeneous land management for the use of row cropping
   - Drainage swales, hedgerows, use of pivot irrigation, healthy looking crops
3. Topographic seasonal interest

Meets Expectations
1. Natural undulating topography
2. Homogeneous land management for the use of row cropping
   - Evidence of row crops, irrigation, multiple types of crops
3. Topographic seasonal interest

Below Expectations
1. Terraced, controlled, man made topography
2. Little to no homogeneous land management for row cropping
   - Open prairie, no irrigation, crops look displeasing, housing development
3. No defined edges and views of agricultural land

4. Rolling Agricultural Land

Description:
The land is highly undulating to rolling with field crops continuing over fields and into valleys. The land is less irrigated than in other regions, yet there is still intensive cropping and clearing of the land. Row crops dominate the landscape with occasionally large sections of forest shelterbelts that break the fields.

Key Characteristics:
-Rolling topography
- High Management of the land with repeated plowing and clearing
- Mixture of scenic quality and views of intensive agriculture

Existing Condition/Scale:
The landscape is homogenous in management yet varied in form. Rolling topography covered with row crops tells the narrative of conquering and using the land. Plowing and clearing the land creates highly seasonable views ranging from sweeping to open in the fall and winter harvest period, to constrained and directed in the summer. Some remnants of prairie in steep sloping areas.

Topography:
Rolling

Corn Fields on Rolling Hills

Hay Harvest

Vegetation:
NATIVE:
Some Prairie Plants on Field Edges
Cedar, Oak, Pine, Spruce Windbreaks
Native Trees along Stream Banks

NON-NATIVE
Hay, Corn, Soybeans, Alfalfa

Wildlife/Habitat:
Deer, Raccoon, Prairie Chicken, Crane (seasonal), Opossum, Field Birds, Cattle, Turkey, Coyote, Pheasant, Fox

Sense of Place Criteria:

Exceeds Expectations
1. Rolling agricultural topography
2. High management of land with repeated ploughing and clearing of crops
   - Drainage swales, hedgerows, use of pivot irrigation, healthy looking crops
3. Mixture of scenic quality and views of intensive agriculture

Meets Expectations
1. Natural undulating topography
2. High management of land with repeated ploughing and clearing of crops
   - Evidence of crops being ploughed, agricultural machinery, irrigation
3. Mixture of scenic quality and views of intensive agriculture

Below Expectations
1. Terraced, controlled, man made topography
2. Little to no land management with repeated ploughing and clearing of crops
   - Open prairie, no irrigation, crops don't look taken care of, suffering crops
3. No scenic views of intensive agriculture

5. Platte River Valley

Description:
The land is characterized by the wide Platte River Channel. The river is slow and shallow providing fertile banks for agriculture. The area surrounded is highly cultural yet more forested in many locations along the iconic sand bar banks. The area is highly scenic and critical for the crane migration.

Key Characteristics:
- Flat, shallow, and wide river
- Forested edges in many sections
- Fertile agricultural fields surrounding the river

Existing Condition/Scale:
The subregion is highly scenic and homoenous in character with I-80 revealing the river along parts of its path. The land surrounding is intensively used and does not reflect that natural ecosystem, yet the flat, shifting, and shallow nature of the river has limited river travel and developement.

Topography:
Sloping banks to a wide river channel, surrounding region is flat

Wide Scale of the River

Tree-less River Banks

Vegetation:
NATIVE:
Cottonwood, Honey Locust,Willow, Oak
Prairie Plants, Phragmites along the edges

NON-NATIVE
Corn, Soybeans, off of the River

Wildlife/Habitat:
Deer, Raccoon, Crane (seasonal), Opossum, Water Birds, Cattle, Turkey, Coyote, Fox, Turtle, Fish

Sense of Place Criteria:

Exceeding Expectations
1. Flat, shallow, and wide river
2. Edges of river are surrounded by forested and agricultural land
3. No development around river

Meets Expectations
1, Flat, shallow, and wide river
2. Maintained edges along river
   - Evidence of deciduous woodland as well as agricultural land
3. Minimal development areas around river
   - Little to no evidence of farms, houses, industries, and urban areas

Below Expectations
1. Flat, shallow, and wide river
2. Edges of river are eroded and have no trees
   - No evidence of deciduous woodland, agricultural land,
3. High use of infrastructure surrounding river
   - Evidence of farms, houses, industries, urban areas.

6. Republican River Valley

Description:
The Republican River Valley is characterized as highly agricultural in nature, which has greatly diminished the flow of water coursing through its narrow channel. The river is highly tapped for irrigation purposes and supports intensive irrigationn practices in areas with natural precipation deficits.

Key Characteristics:
- Forested banks and a narrow channel
- Fertile agricultural land that surrounds the river
- diminished in flow due to agricultural tapping

Existing Condition/Scale:
The landscape is varied ranging from cropland to rolling prairie. The river is narrow and definable in regionality. The region tells the narrative of water scarcity for field crops and the challenges associated in farming this midwestern region of america. The population is rural, living mostly in small towns and farms.

Topography:
Narrow sloping banks to the river corridor. Western areas have a wide valley

Narrow River Scale

Widest River Area

Vegetation:
NATIVE:
Cottonwood, Honey Locust, Willow, Oak
Prairie Plants, Phragmites along the edges

NON-NATIVE:
Corn, Soybeans away from the river

Wildlife/Habitat:
Deer, Raccoon, Crane (seasonal), Opossum, Water Birds, Cattle, Turkey, Coyote, Fox, Turtle, Fish

Sense of Place Criteria:

Exceeding Expectations
1. Narrow, sloping river banks
2. Edges of river are surrounded by forested and agricultural land
3. No development around river

Meets Expectations
1. Narrow, sloping river banks
2. Maintained edges along river
   - Evidence of deciduous woodland as well as agricultural land
3. Minimal development areas around river
   - Little to no evidence of farms, houses, industries, urban areas and irrigation methods

Below Expectations
1. Narrow, sloping river banks
2. Edges of river are eroded and have no trees
   - No evidence of deciduous woodland, agricultural land,
3. High use of infrastructure surrounding river
   - Evidence of farms, houses, industries, urban areas and irrigation methods.

Regional Cultural Heritage Tourism

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PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

Travel Routes Analysis : Introduction

Abstract

Definition

Road Experience: The road experience can now be described as being a sequence played to the eyes of a captive, somewhat fearful, but partially inattentive audience. It is a sequence which must be long, yet reversible and interruptible. The sensation of driving a car is primarily one of motion and space, felt in a continuous sequence. Vision, rather than sound or smell, is the principal sense. Touch is a secondary contributor to the experience, via the response of the car to hands and feet.

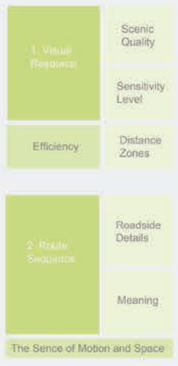
Related Terms

VRM: Visual resource management (VRM) is a system for minimizing the visual impacts of surface-disturbing activities and maintaining scenic values for the future.
BLM: Bureau of Land Management (BLM) is committed to sound management of the scenic values on public lands in order to ensure that these benefits are realized and the scenic values are protected.

Principles

1. Sustained progression to a final goal interwoven with approaches to preliminary goals.
2. Establishment of a basic rhythm, transmuted but not broken.
3. The use of elevation to give distant views, and of curves to give sidewise views.
4. The contrast of rural and urban development, or of open and closed space.
5. The regular repetition of such features as contact with a river, announcing a view by a prior symbol, or entering a nodal point via a descending turn.
6. The gradient of activity which leads up to each climax, but which is interrupted by a moment of hesitation or suspense before the culmination.

Characteristics



Goals & Objectives

1. The first is to present the viewer with a rich, coherent sequential form, a form which has continuity and rhythm and development, which provides contrasts, well-joined transitions, and a moving balance This form may be built out of the sensations of space or those of motion (both of self or the external environment). It may be constructed from modulations in light, color, or texture, from roadside detail, or perhaps even via secondary senses such as sound, smell, or touch.

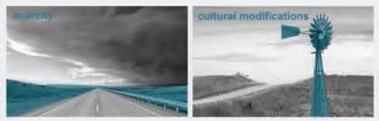
2. The second objective of the design is to clarify and strengthen the driver's image of the environment. to give him a picture which is well-structured, distinct, and as far-ranging as possible. He should be able to locate himself, the road, and the major features of the landscape, to recognize those features with surety, and to sense how he is moving by or approaching them.

3. The third objective is to deepen the observer's grasp of the meaning of his environment: to give him an understanding of the use, history, nature, or symbolism of the highway and its surrounding landscape. The roadside should be a fascinating book to read on the run. Ideally, all three objectives should be achieved by means which interlock at every level.

Visual Resource Inventory

1. Scenic Quality Evaluation

Scenic quality is a measure of the visual appeal of a tract of land. In the visual resource inventory process, public lands are given an A, B, or C rating based on the apparent scenic quality which is determined using seven key factors.



2. Sensitivity Level Analysis

Sensitivity levels are a measure of public concern for scenic quality. Public lands are assigned high, medium, or low sensitivity levels by analyzing the various indicators of public concern. The factors we need to consider are type of users, amount of use, public interest, adjacent land uses, special areas, other factors.

Type of Users
Maintenance of visual quality:
- High: a major concern for most users
- Moderate: a moderate concern for most users
- Low: a low concern for most users

Amount of Use
Maintenance of visual quality becomes more importance as the level of use increases:
- High: high level of use
- Moderate: moderate level of use
- Low: low level of use

Public Interest
Maintenance of visual quality:
- High: a major public issue
- Moderate: a moderate public issue
- Low: a minor public issue

Adjacent Land Uses
Maintenance of visual quality to sustain adjacent land use objectives is:
- High: very important
- Moderate: moderately important
- Low: slightly important

Special Areas
Maintenance of visual quality to sustain Special Area management objectives is:
- High: very important
- Moderate: moderately important
- Low: slightly important

3. Distance Zones

4. Efficiency

Speed
Traffic speed is influenced by volume, capacity, design, weather, traffic control devices, posted speed limit, and individual driver preference. For design purposes, the following definitions apply:
- Low-speed is 45 mph [70 km/h] and below
- High-speed is 50 mph [80 km/h] and above

Lane Width and Number
- The usual and minimum lane width is 13 ft [4 m]. The number of lanes required to accommodate the anticipated traffic in the design year is determined by the level of service evaluation as discussed in the Highway Capacity Manual.

Shoulders
- The minimum shoulder width is 12 ft [3.6 m]. This width applies to both inside and outside shoulders, regardless of the number of main lanes of the facility. Shoulders should be continuously surfaced and be maintained along all speed change lanes

Median
- In rural areas, median sections are normally wider than in urban areas. For multi-lane rural highways without access control, a median width of 75 ft [22.8 m] is desirable to provide complete shelter for trucks at median openings (crossovers).
- Urban freeways generally include narrower, flush medians with continuous longitudinal barriers. Median widths vary up to 30 ft [9.0 m], with 24 ft [7.2 m] commonly used.

Signage
Traffic signs are devices placed to guide, warn, and regulate the flow of traffic. Signs should be placed only where warranted by facts and engineering studies, as necessary for safety and proper regulation of traffic. They must meet five fundamental requirements:
- Fulfill a need
- Command attention
- Convey a clear, simple meaning
- Command respect from travelers
- Give adequate time for proper response

Route Sequence Analysis

1. The sequence of Roadside Details

The sequence of roadside details that are significant at the scale of the entire road-changes in lights, signs, rails. or paving texture is easily recorded.

2. The Sequence of Meaning

For analysis, developing techniques for communication of:
- Locational orientation.
- The experience of motion (both of self and of surroundings) through a changing, light-filled spatial form.

The Meaning of the Surrounding landscape:

3. The sense of Motion and Space

- Apparent self-motion:
speed. direction. and their changes (stop-go, accelerate-decelerate. up-down. right-left).
- Apparent motion of the visual field:
passing alongside. overhead, or underneath, rotation. translation; spreading or shrinking of outline or texture, general stability or instability; apparent velocity or lack of it.
- Spatial characteristics:
a. Presence, position, solidity and degree of enclosure
b. General proportions of the space enclosed
c. Quality of the light: intensity and direction.
d. Relationship of spaces in sequence jointing and overlapping.
e. Direction of principal views

3.1. The sence of Motion

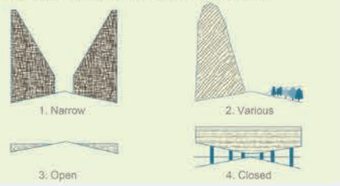
1.The passage of roadside detail, the' apparent rotation of near objects around far objects

2.The seeming outward radiation of detail and textures from the point dead ahead.

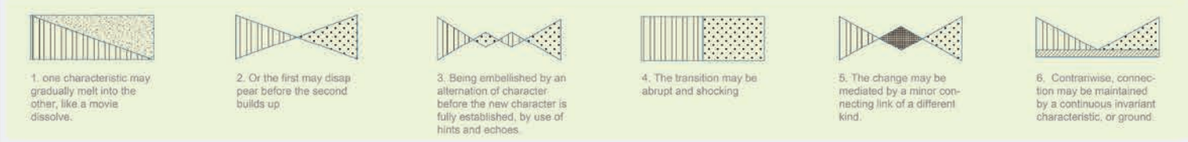
3.And the illusion of growth as objects approach.

3.2 The sence of Space

A space can be narrow or wide, with solid or jagged. opaque, netted or transparent walls It may open out in front or to the side.



Models for Transition in Sequence



1. one characteristic may gradually melt into the other, like a movie dissolve.

2. Or the first may disap pear before the second builds up

3. Being embellished by an alternation of character before the new character is fully established, by use of hints and echoes.

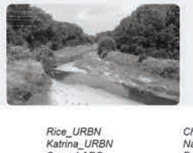
4. The transition may be abrupt and shocking

5. The change may be mediated by a minor connecting link of a different kind.

6. Contrariwise, connection may be maintained by a continuous invariant characteristic, or ground.

Approach and evalution criteria

User Experience	High Value	Medium Value	Low Value
Landform	Detail features dominant and exceptionally striking and intriguing topography.	Interesting erosional patterns or variety in size and shape of landforms; or detail features which are interesting though not dominant or exceptional.	Few or no interesting landscape features.
Vegetation	A variety of vegetative types as expressed in interesting forms, textures, and patterns.	Some variety of vegetation, but only one or two major types.	Little or no variety or contrast in vegetation.
Water	Clear and clean appearing, still, or cascading white water, any of which are a dominant factor in the landscape.	Flowing, or still, but not dominant in the landscape.	Absent, or present, but not noticeable.
Color	Rich color combinations, variety or vivid color; or pleasing contrasts in the soil, rock, vegetation, water or snow fields.	Some intensity or variety in colors and contrast of the soil, rock and vegetation, but not a dominant scenic element.	Subtle color variations, contrast, or interest; generally mute tones.
adjacent scenery	Adjacent scenery greatly enhances visual quality	Adjacent scenery moderately enhances overall visual quality.	Adjacent scenery has little or no influence on overall visual quality.
Scarcity	One of a kind; or unusually memorable, or very rare within region. Consistent chance for exceptional wildlife or wildflower viewing, etc.	Distinctive, though somewhat similar to others within the region.	Interesting within its setting, but fairly common within the region.
Cultural modifications	Modifications add favorably to visual variety while promoting visual harmony	Modifications add little or no visual variety to the area, and introduce no discordant elements	Modifications add variety but are very discordant and promote strong disharmony.

	Exceed Expectation	Meet Expectation	Below Expectation
1. Rolling Prairie Rangeland			
2. Flat Agricultural Land			
3. Undulating Agricultural Land			
4. Rolling Agricultural Land			
5. Platte River Valley			
6. Republican River Valley			

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PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

Travel Routes Analysis : Interstate 80

Interstate 80

Running through our region going east to west from Omaha to North Platte, I-80 for the most part follows the course of the Platte River, mirroring the Oregon, California, and Mormon Trails that cut through the Great Plains in the mid-1800s.

Speed

The interstate was designed to move as many people as possible from coast to coast so the speed rarely drops, except around larger metropolitan areas like Lincoln and Omaha-Council Bluffs where a slower speed allows users to get off at any of the closely-packed exits instead of missing a few while at higher speeds.

Traffic Flow

Interstate 80 is 2 lanes each way fro most of its length, changing to 3 just west of Lincoln to accommodate larger numbers of users in the more populous east of the State, which sees more than double the traffic flow of the area west of Grand Island.

Wayfinding

There are rest stops along the interstate, the majority being between Lincoln and Grand Island. Signs on route come in two colors, green for driving information such as distances and exits, and blue for what is available at each exit such as food and drink, lodging, and gas stations.

Ecological Zones and Transitions

Just east of Grand Island the interstate passes over four of the channels of the Platte River. West of North Platte, along either side of the road, the Sandhills are visible.

Framework

Interstate 80 is used as an efficiency road meaning people use it to get across Nebraska quickly. There are interesting and unique landscapes along the drive though. There are two types inside our region one being agriculture and the other being the Platte River Valley. The major punctuation points are at the Kearney Archway Museum and each time the interstate crosses the Platte River.

"Coast to Coast Interstate"

Key Map

Appleyard, Donald, Kevin Lynch, and John Randolph Myer. The View from the Road. Cambridge: The Massachusetts Institute Technology, 1971. Print.

Drive tourism: trends and emerging markets. Place of publication not identified: Routledge, 2015. Print.

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PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

Travel Routes Analysis : Interstate 70

Interstate 70

I-70 marks the southern boundary of our region, going from east to west through central Kansas. From WaKeeney on the west to Manhattan on the east, the interstate is the main route through the Central Plains.

Speed

The interstate is 75 mph for its entire length without slowing, because no towns are directly along it, accessed only through interchanges.

Traffic Flow

Interstate 70 is 2 lanes each way, with a low to moderate traffic flow except where it nears Salina, and then again close to Kansas City.

Wayfinding

The rest stops are spaced fairly evenly along the east portion, while in the west there is a gap of 90 miles. Signage is detailed and regularly spaced, before and after each interchange and in the area inbetween.

Ecological Zones and Transitions

Passing through three ecological zones - flat agricultural land, rolling prairie rangeland, and undulating agricultural land - showcases some of the most common landscapes in Kansas

Framework

Interstate 70 is about efficiency across Kansas. People travel it to move quickly throught the state. There are significant landscapes along it that can be capitalized on though. These happen in the area where the windmills sit at the top of the ridges between Salina and Russel. Also the Republican River Valley crosses over the interstate on the eastern end of our area.

"Central Plains Interstate"

Key Map

Appleyard, Donald, Kevin Lynch, and John Randolph Myer. The View from the Road. Cambridge: The Massachusetts Institute Technology, 1971. Print.

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Travel Routes Analysis : Highway 136

Highway 136

Highway 136 follows the Repbulican River valley for 2/3 of its length, passing through McCook, Alma, Red Cloud, Hebron, Fairbury, and Beatrice.

Speed

Cruising through the region at 65 mph in the west, it changes to 60 mph after the turn south to Edison, Nebraska.

Traffic Flow

In the middle of the route the traffic flow is very low, increasing at either end near the largest cities: Beatrice with its proximity to Lincoln, and McCook with its closeness to Denver.

Wayfinding

The signage is seen only at the interchanges, and very rarely between towns.

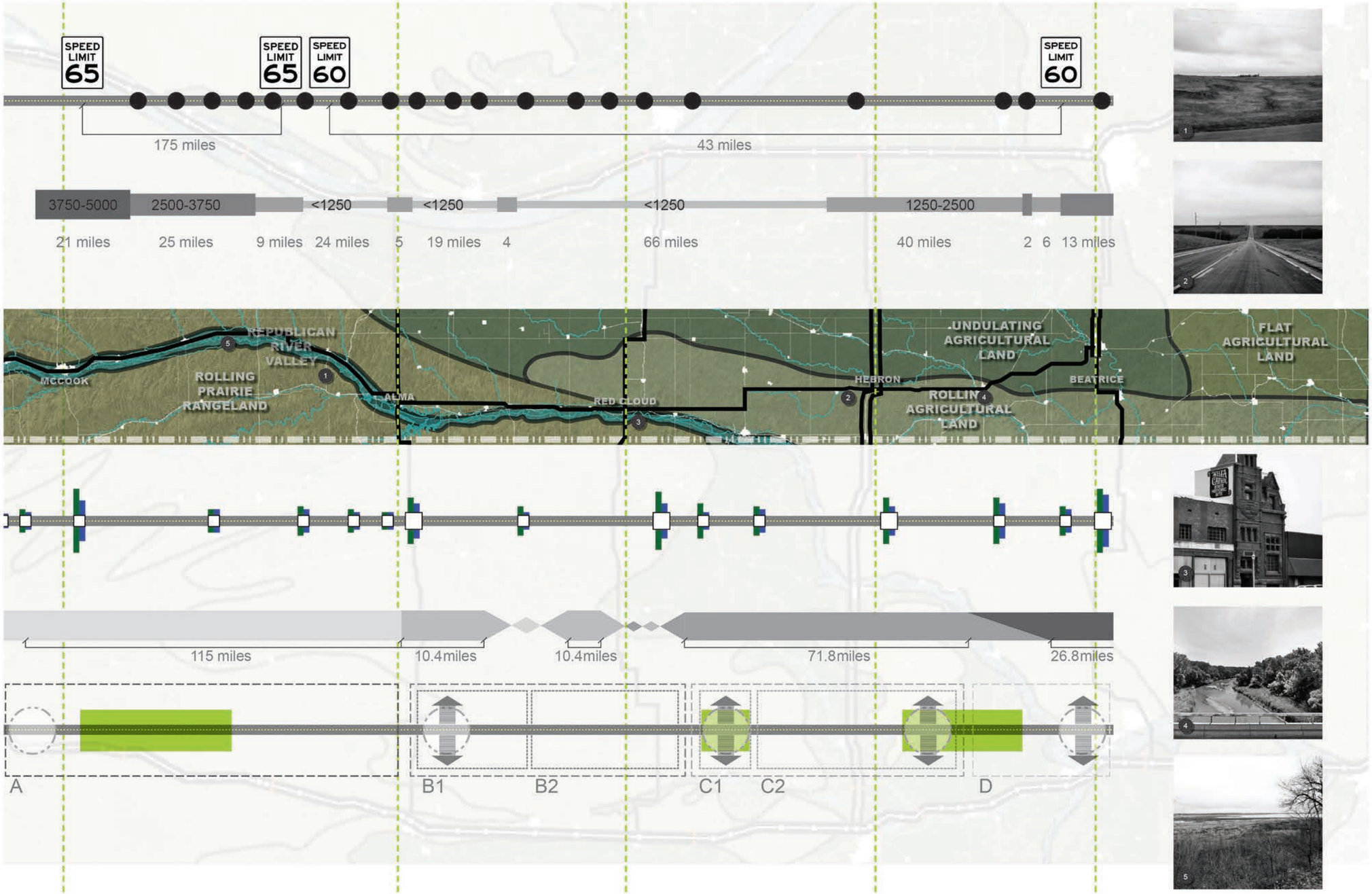
Ecological Zones and Transitions

The highway has the largest variety of ecologies in any of our region's routes, passing through, rolling prairie rangeland, the Republican River valley, rolling agricultural land, and undulating agricultural land. Flatter in the east, the west contains good examples of the dissected plains.

Framework

Highway 135 is the the east to west corridor that is not an interstate. This road is for the more patient and curious drivers that want to experience a various landscape changing experience. There are four types of landscapes that happen along the experience. Much of it involves the Republican River Valley but at the same time there is prairie, agricultural land and rolling hills.

"Republican Valley Road"



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PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

Travel Routes Analysis : Highway 183

Highway 183

Running through our region going north to south from Holdrege to Hays, highway 183 goes across rolling agricultural land, undulating agricultural land, , rolling agricultural land and flat agricultural land.

Speed

The speed of highway 183 is unchangeable with 65 miles every hour, which gives users constant road experience.

Traffic Flow

Highway 183 is also unchangeable, which is 2 lanes without median. It has a relative small number of users while the part around Hays has the highest traffic flow.

Wayfinding

Highway 183 has enough and well-distributed signs for wayfinding. When people go through Holdredge to Hays, they may find each destination or rest stop easily.

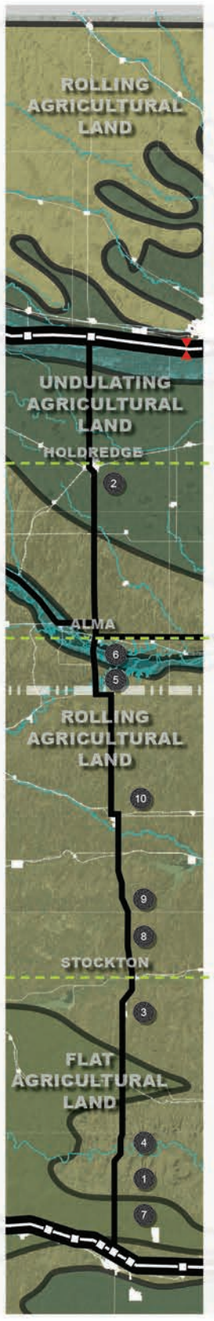
Ecological Zones and Transitions

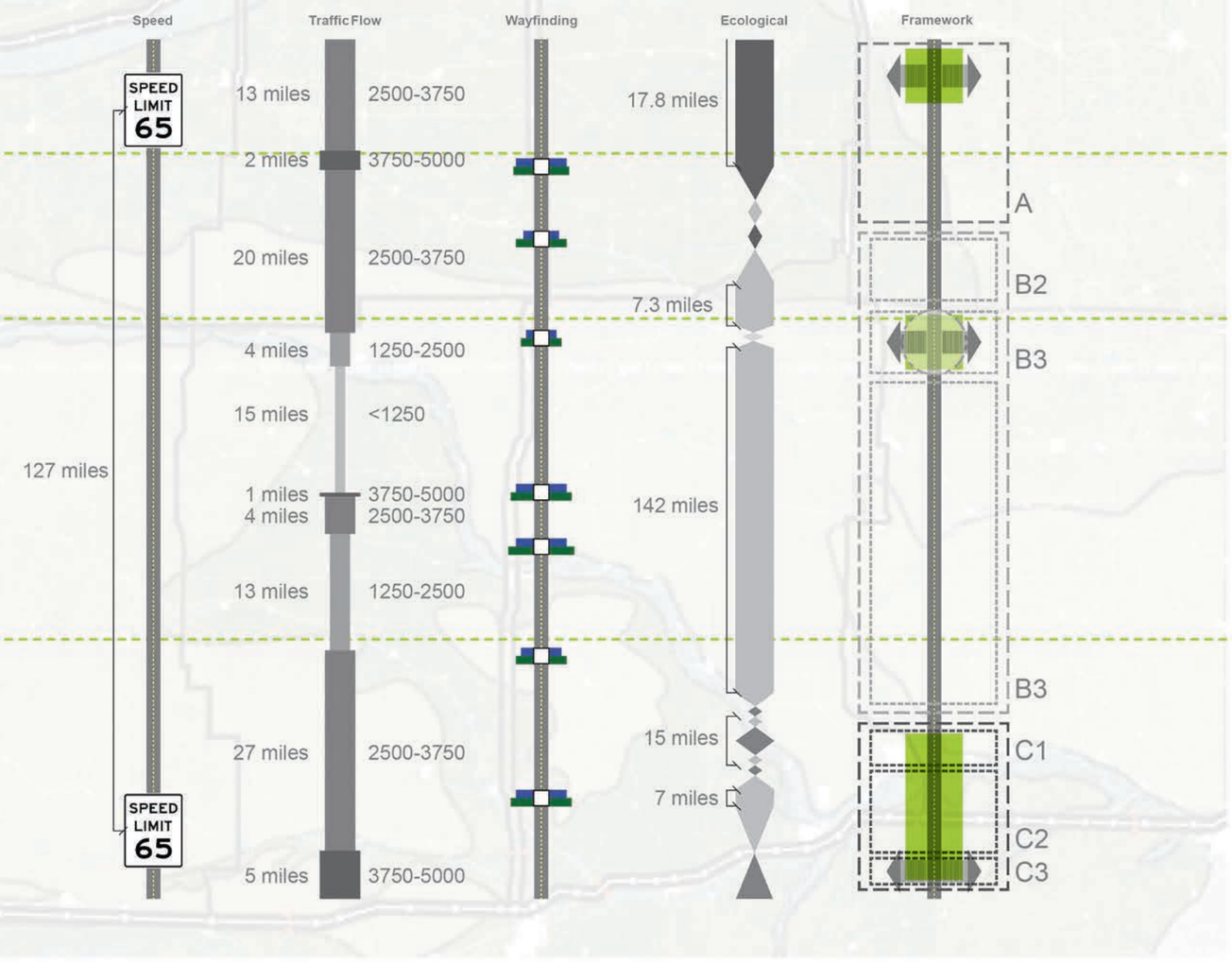
The three types of agriculture land are all landscape characteristics. From Holdredge to Hays, the transitions are alternation of character, with connection , alternation of character and without connection.

Framework

Highway 183 is the fastest of our minor national roads. It is also the furthest west road with the least amount of traffic. This road goes through three landscape types with the most significant being the Republican River Valley as it is the Harlan County Reservoir.

"Rivers and Reservoirs"





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Travel Routes Analysis : Highway 281

Highway 281

Running through our region from north to south from Interstate 80 to Interstate 70, Highway 281 goes across prairie and agricultural land, which gives tourists a more complete sense of place

Speed

The highway was designed to connect interstates 70 and 80, but because of the numerous towns along its length the speed regularly drops to 50 mph. While the lower speed makes driving the route less efficient, it allows the users more of a chance to see their surroundings, exit the road, and see more attractions.

Traffic Flow

Highway 281 is 1 lane each way for most of its length, changing to 2 lanes just north of Hastings to accommodate large numbers of users in the northern part of our region, which sees 3 times the traffic of the area immediately to the south.

Wayfinding

In the middle of highway 281, Red Cloud serves as a location to stop and rest, get a bite to eat, and orient yourself in their surroundings, the blue and green signs of roadside information helping direct users to nearby amenities.

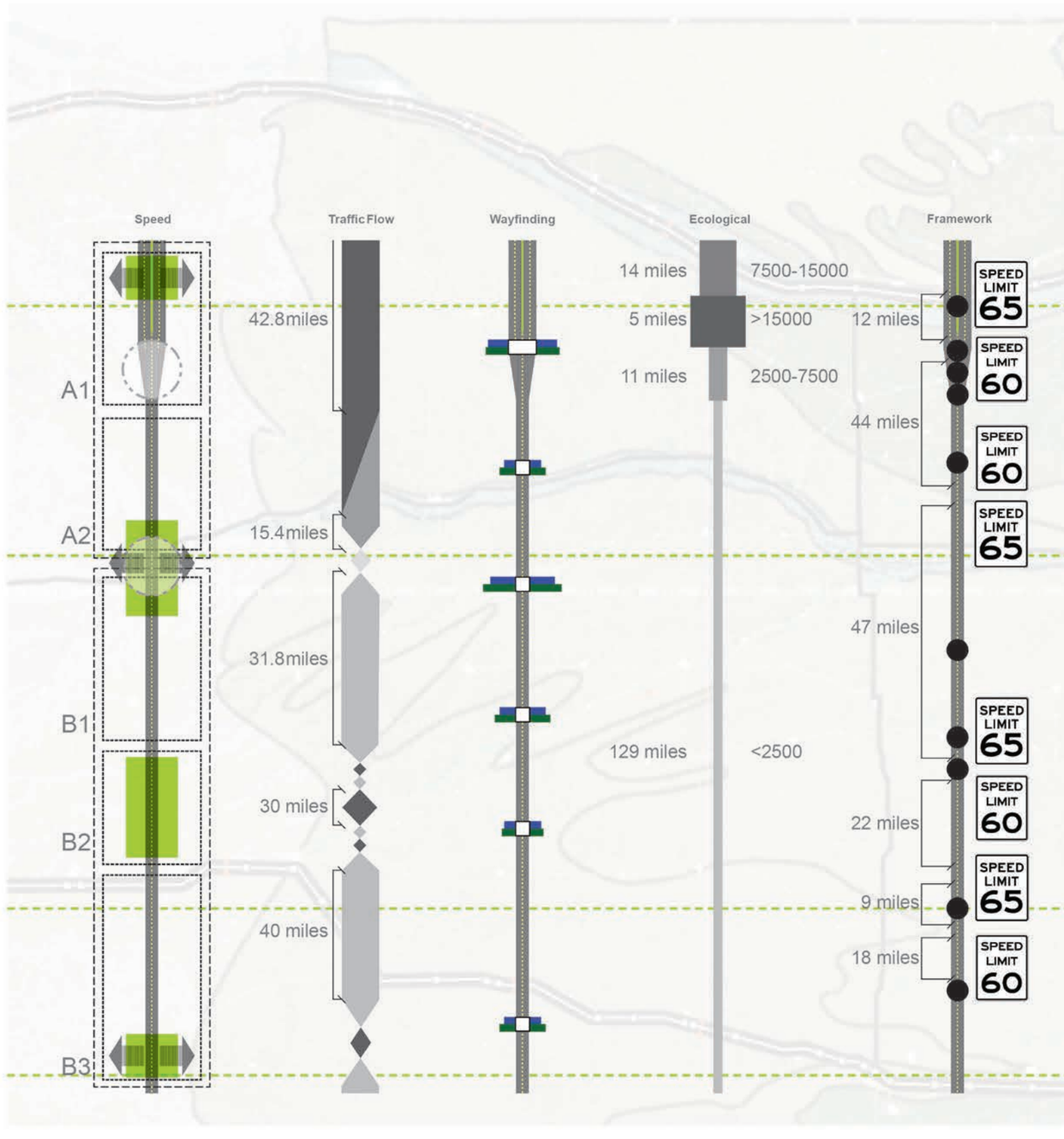
Ecological Zones and Transitions

Along the southern half of highway 281, prairie rangeland dominates on either side of the road. On the north end, the sandhills start to become visible from the road.

Framework

Along 281 there are two different landscape types with a total of five subsections in each of these landscape types. These sections are created by separation in the landscape by rivers, valleys, and infrastructure. The north portion of 281 is used as an agricultural area whereas the southern portion is rolling rangeland.

"Smoky Hills Road"



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Travel Routes Analysis : Highway 81

Highway 81

Crossing our region north to south, highway 81 serves mostly as a link between the interstates. It has a high speed to experience different landscape with river and agriculture.

Speed

On the south there are fewer towns to lower the speed limit, making a standard of 75 and then 70 mph. The north, with more towns, has a slightly slower speed limit at 65 mph.

Traffic Flow

Acting as the main north-south link for I-70 and I-80, the traffic flow is somewhat high but consistent.

Wayfinding

The wide availability of clear road signage enhances the experience of the route, as locations for lodging, food and drink, and gas stations are easily spotted and found.

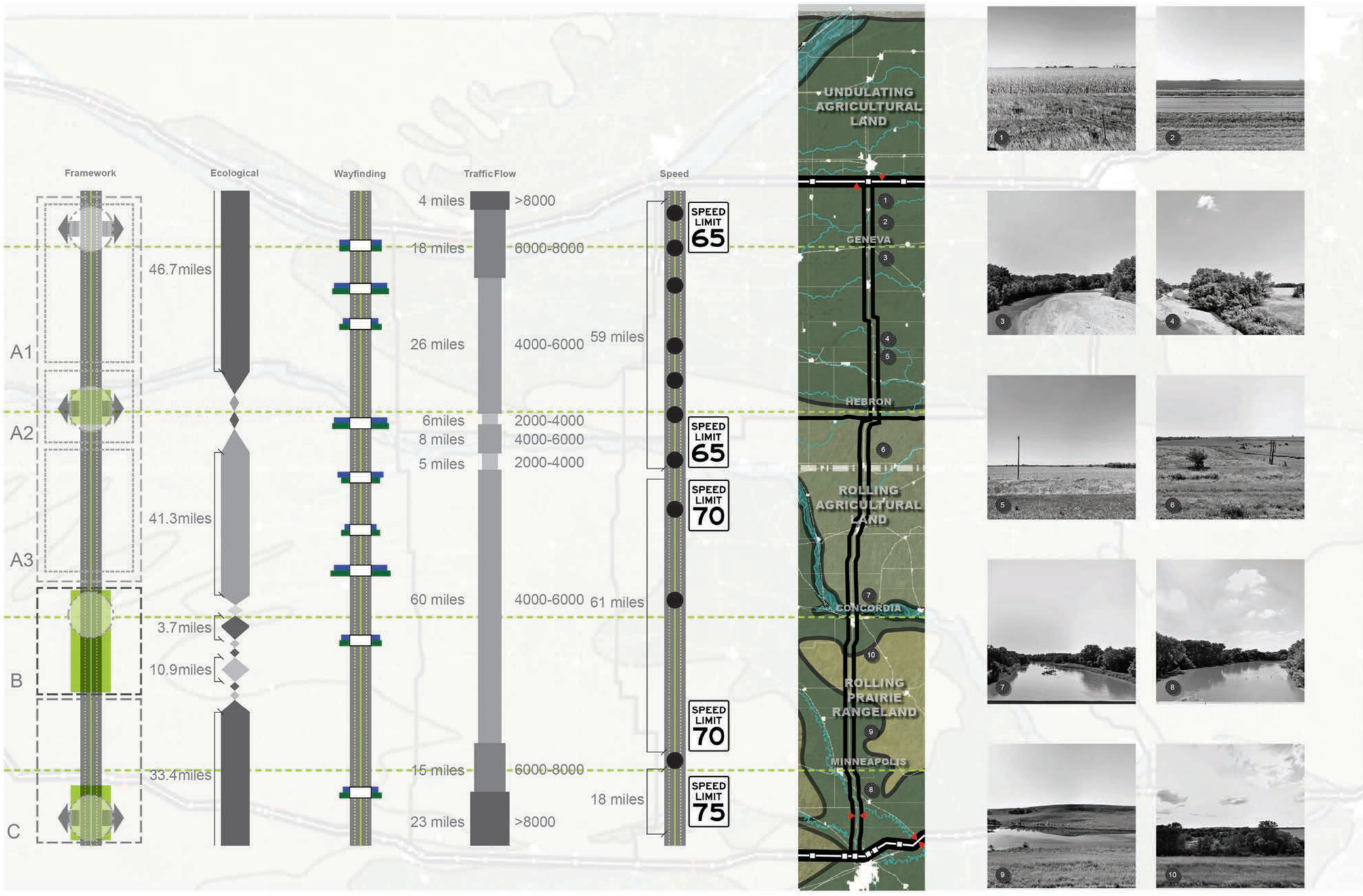
Ecological Zones and Transitions

There is little change in the landscape from north to south, with agricultural land being the mainstay of the view from the road. Around Concordia, the landscape changes briefly to rolling prairie before returning to rolling rangeland and farmland.

Framework

Highway 81 as a whole is a flat road that connects I80 and I70 as its primary function. While traveling along its path though you come through three landscape types. The northern portion is more of agricultural use. After passing into Kansas it begins to turn into a prarie rangeland use but this change is gradual with areas of agriculture as well. The Republican River Valley is very significant right before Concordia and after Minneapolis there are short lenghts of road that occur next to wetlands.

"Flat Land Expressway"



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PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

Travel Routes Analysis : Highway 77

Highway 77

Running through our region going north to south from Lincoln to Manhattan, highway 77 goes across flat agricultural land, undulating agricultural land, rolling agricultural land, rolling prairie rangeland and republican river valley.

Speed

The speed of highway 77 is dominated by 65 miles every hour, and 25 miles close to Beatrice is 60 miles every hour.

Traffic Flow

Highway 77 is 4 lanes with median from Lincoln to Beatrice, changing to 2 lanes without median from Beatrice to Manhattan because of the larger number of users around Lincoln.

Wayfinding

Highway 77 has well-distributed signs for wayfinding. But it should add one more sign between Wxaterville and Manhattan to find Cottage Hill more easily.

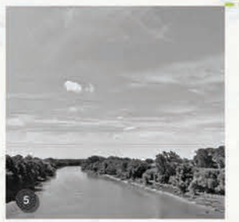
Ecological Zones and Transitions

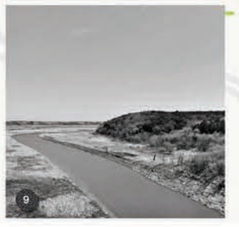
The three types of agriculture land are the major landscape characteristics. From Marysville to Manhattan, they transfer to rangeland and river valley. The transitions are alternation of character, without connection and with connection.

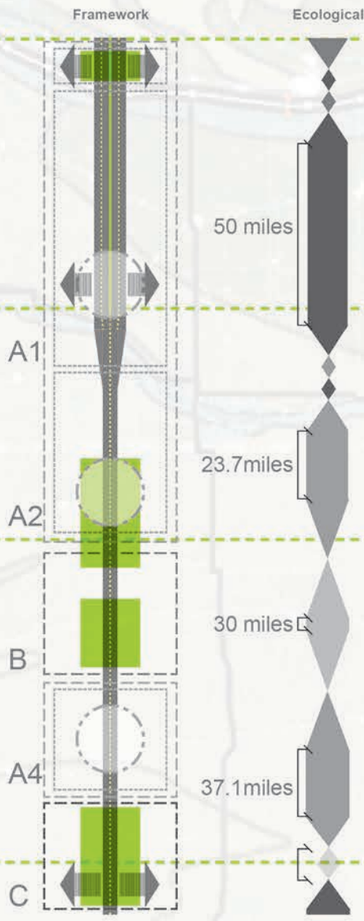
Framework

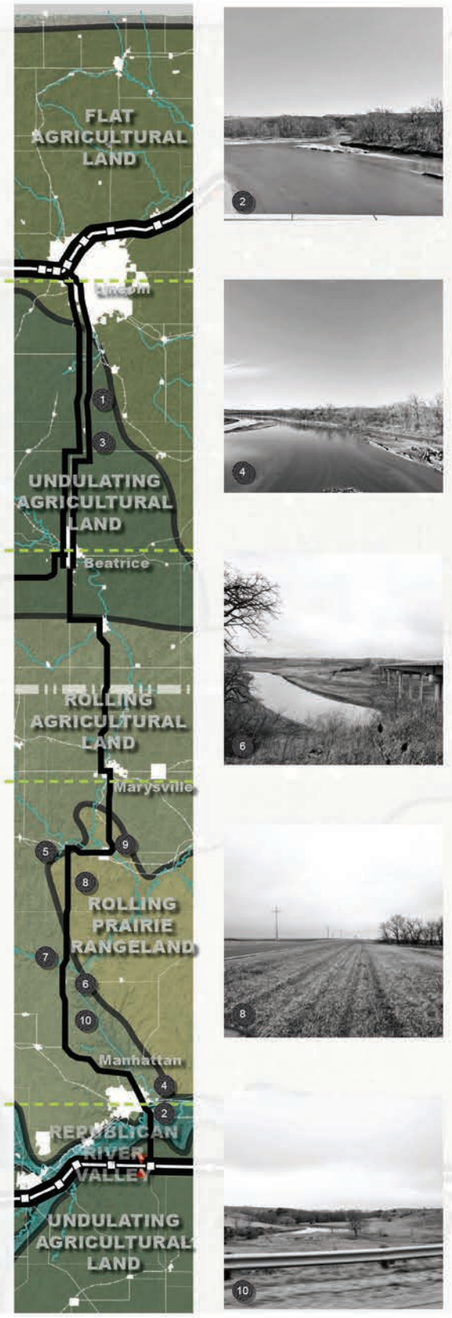
Highway 77 connects two of our largest population hubs. These cities contain the majority of people we want to bring west into our Cultural Heritage Tourism. Driving the path you would encounter three landscape types with the most significant being the Republican River Valley near Manhattan. There is also several other significant historical places along 77 such as Alcove Springs and Homestead National Monument in Beatrice.

"Rolling Hills Road"









Key Map

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PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

User Analysis: Queensland, Australia

What is QHTN?

Background

The trails include a variety of attractions of which cultural heritage is the most prominent, spanning coastal and inland routes that link larger cities and small villages to heritage attractions and themes extending thousands of kilometers (QHTN, 2006).
The program LINKS TOGETHER AUTHENTIC HERITAGE EXPERIENCES, such as the new Qantas Founders Outback Museum, making it easier for visitors to discover more of Australia's unique history, culture and natural wonders

Relationship with Red Cloud

1. Both planning are auto-based tourism. Meanwhile, the state of Queensland relies heavily on the drive market, accounts for 85 percent of the total market.
2. Both planning focus on increasing the overall appeal of a destination, bringing lesser-known attractions and features into the tourism business.
3. Both planning pay attention to the feature of the customers and their favorites.

Defining Routes Tourism

- To diffuse visitors and disperse income from tourism;
- To bring lesser-known attractions and features into the tourism business/ products
- To increase the overall appeal of a destination
- To increase length of stay and spending by tourists
- To attract new tourists and to attract repeat visitors
- To increase the sustainability of the tourism product

Chinese Heritage Trail

This trail is long and stretches across the whole province. Depending on what you are seeing, there are different trails at different lengths.

Atherton Tablelands to Innistail (Remnants)
Distance: 6.0 miles Places: 3 stops
Features
- Chinese remnants
- Chinese industry
- Chinese shops
- Remnants of Chinese occupations including Hou Wang Miau Temple and the marked out of streets cape of the old Chinatown

Cairns City (Spirit)
Distance: 3.3 miles Places: 3 stops
Features
- Nature and migration
- Great Barrier Reef
- Wet Tropics Rainforest

Cairns to Cooktown (Spirit)
Distance: 56.2 miles Places: 5 stops
Features
- Port and Chinese culture
- Temples
- Many Chinese graves and shrines

Nature Heritage Trail

This trail is beauty and can easy see the Rainforest and Great ocean scenic and volcanic landscape.

Cassowary Coast (Littoral Rainforest trail)
Distance: 9.8 miles Places: 4 stops
Features
- Forest
- Great Barrier Reef
- Story of the first settlers

Cassowary Coast (Regional trail)
Distance: 18.5 miles Places: 14 stops
Features
- Combine nature resource with history about immigrants

Port Douglas trail
Distance: 3.0 miles Places: 4 Stops
Feature
- Great Barrier
- Great Ocean Road for its beauty.

Gold Coast trail
Distance: 20.0 miles Places: 15 Stops
Feature
- The most prominent, spanning coastal

Sunshine Coast
Distance: 40.0 miles Places: 22 Stops
Features
- Sunshine caffee and coast
- The most prominent, spanning coastal

Towns Heritage Trail

This trail is short and easy to see the whole province. Each trail will tell you the history of this town from the settler or celebrities or moriuments.

Bruke Trail (History remnant)
Distance: 2.0 miles Places: 3 stops
Features
- Mixed population

Cairns Trail (Local Architecture Style)
Distance: 22.1 miles Places: 35 stops
Features
- Local architecture style
- Plantation

Cook trail (History)
Distance: 22.1 miles Places: 17 stops
Features
- Mixture with chinese culture

Mossman trail (History)
Distance: 8.0 miles Places: 5 stops
Features:
- History of this town

Tablelands (Regional trail)
Distance: 10.6 Places: 13 stops
Features:
- History of grazing and mining

Tablelands (Regional trail)
Distance: 10.6 Places: 13 stops
Features:
-Towns history about the first pastoral
- History of grazing and mining

Lesson Learned

Success of QHTN

Leading to a co-dependent relationship involving the scale of an attraction and the degree of its remoteness.
Planners use the word 'theme' to describe a unifying concept that guides a series of interpretive contacts. The stories can be 'big picture' themes that highlight human achievement in Queensland, or they can be a series of local stories aimed at featuring people's lives.
The new site brings together Queensland's 13 international tourism websites into a single platform for the first time.

Limits of QHTN

Failure to consider the displacement effect of QHTN projects on existing attractions.
The project selection process including in some cases a failure to consider issues of authenticity versus commodification.
Supply issues are relevant--in the year to Dec 2000, the average room occupancy rate and average daily room rates were lowest for all regions in Queensland.
The demand for visitors to heritage sites will be spread over a larger number of attractions thereby weakening the demand for individual sites, thus the emphasis on museums is an area of concern after visits to multiple sites.

What can we use into our planning?

There are lots of similarity between our project and Queensland's. Both projects are all auto-based tourism, and we also have our user groups: the great outdoors, exurbanites, heartland, park and rec, bright young professionals, passerby. The experience of QHTN can make a guide on our project.

1. Users education, income, age, gender, knowledge of history, whether they travel single or family, etc. make difference on their destination choice. So we should identify and conclude the characteristics of our user group.
2. The best distance for Users to take on is about average 60 miles per day,
3. Users prefer to see 3.8stops in one-day trip.
4. Users' acceptable travel cost is about 100$ per day, but vary from regions.
5. Users have different patterns on accommodation, dining and other supply-issues, which should be considered into planning.
6. The planned trails can be classified by the length of their trip - the "short break" (one to three nights), "short tours" (four to seven nights), the "big tour" (eight to 21 nights) and the grand tour (22+ nights), because users have different patterns.
7. Users prefer to drive within 400km from the point of origin
8. To users, an oversupply of tourism themed routes could result in "muddy waters" and undermine the effectiveness of a network of routes.
9. Although 65 percent of travelers chose the short break trip, the other length of trip create the 86 percent expenditure.

Conclusion

This project confirms that tourism routes have the ability to spread economic benefits across a wide geographical area and provide additional employment and income through the expansion of tourism markets. The policy findings by Meyer emphasize the establishment of cooperation networks, regional thinking and leadership, product development, infrastructure and community participation, promotion and an explicit pro-poor focus as key elements for successful route tourism development.

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10 Factors Affecting Demand

Users

Specialization level of heritage tourists

Patterns of consumers

Cost of trail

Sites

Distance and Site pulling power
Peripherality
Level of significance of the site
Location of competing attractions
Tourism market situation
Interest groups typified by school children
Different marketing practices

Users

The understanding of different demand of user group is the most important part in the whole trail planning, as what we planned eventually to meet tourists' demand. What Queensland did gives us a good precedent on tourists habitat in general, which can be drawn on in our thinking.

Drive Market Segmentation (Queensland)

Segment	Visitor Numbers			Value/Yield		
	Number ('000)	%	Growth 1999/2000	Total expenditure ('2000) ($AUD)	Growth 1999/2000	Average Spend per Traveller ($AUD)
Grand Tour(22+ nights)	308	2.8%	1.7%	598m	6.9	1942
Big Tour(8-21 nights)	1314	12.3%	1.6%	1.38m	9.7	1042
Short Tour(4-7 nights)	2179	20.4%	15.4%	1.18m	25.1	566
Short Break(1-3 nights)	6961	64.6%	6.5%	1.38m	1.0	104
Total Drive Market (Queensland)	10768	100%	7.5%	4.46m	13.0	412

Total per annum: 4.4 billion

Big tour, Grand tour, Short tour: 3.1 billion

1. This chart shows that 65 percentage users prefer 1-3 nights short break and the visitor number decrease with length of trip increase.

2. Tourism-themed routes were most popular with the "big tour" and "grand tour" segments, but also with segments of the short tour market.

Specialization Level of users

Specialization is a common factor for identifying specific groups of visitors. The specialization level of heritage tourists influence their demand for a specific attraction.

Specialization Lead to...

Affect the theme of the routes

Under the analysis of aimed specialist heritage tourists, they thought that an attractive organized trip should be:

- Multi-theme, multi-choice
- Clear destination
- Novelty
- Recreational
- High-quality
- Educational

In correspondence to that, they classify 6 different types including 15 routes, based on the history and remnant of this town and region.
Perfectionism, high-quality: Coast trail
Novelty: Chinese remnants trail vs rainforest trail
Educational: towns heritage trail, local celebrity, vs local architecture style

Patterns of Users

A better understanding of travel behavior could assist in the marketing of secondary trips, staging areas, and minor attractions located in the vicinity of larger, more popular destinations. So they segmented tourists by their modes of travel. In addition to nationality, such as modes of travel, use of transport, accommodation and some socio-demographic variables were tasked.

1. Strategies for future analysis of travelers and destination based on these findings will also be focused.
2. There's difference between personal travel and friends and relatives tour mode.
3. Geographical space and time models are also highlighted, like acceptable distance to travel, days tourers are supposed to stay on average, both these points are of high importance to the trail planning and those marketing areas.
4. It influence the number and location of many parts of the tourist business: accommodation establishments, services, entertainment and recreational facilities.

Where They Come From

Normally international tourers are:
• From continental Europe, the United Kingdom (UK) or New Zealand (NZ)
Overall the International Touring Market grew over the decade. Although not a significant part of the market, visitors from Asia have steadily increased.
• Generally, international tourers spend most of their trip to Queensland in Brisbane, TNQ and the Gold Coast.

Normally domestic tourers are:
• Two thirds of domestic tourers are from interstate, mainly NSW.
• During the early 2000s the number of domestic tourers visiting Queensland increased.
• Brisbane, the Gold Coast and the Sunshine Coast are the most popular regions visited by the Domestic Touring Market.

Different Types of Visitors

Five different types of tourers were identified within Queensland International Touring market. The typical profile and travel habits of the five types of tourers are described below.
According to the statistics, visiting friends and relatives, self-drive holiday makers, explorers are the most part of visitors. There are similarities between explorers and self-driving holiday makers, most of them stop over in NSW on their way to Queensland, travel around in rental vehicles, visit more regions, which leads to more auto-based services on the road.

Specific Route Planning

Coming to the major visitor groups, as a great proportion of tourers coming to Queensland are couples, and lots of young people, trails should be more:
-Family friendly
-Culture & history related
-Close to nature
-Novelty
According to the average stops, still trails should not be too long and also not too much stops linked in one trail.

Influence on Accommodation

According to visitors accommodation patterns,only 15% of tourers will choose hotel, motel or resort, so the number of hotels is to control, and camping, rental and other novelty ways of accommodation is to enhance in Queensland.

Travel cost

The cost of travel to destinations, which is a function of distance and the transport system, is a factor in destination selection.
Tourers will amend their itinerary by deleting attractions that are difficult to visit because of a peripheral location.
-Enhance the public transportation services
-Peripheral asset are better to in a subgroup, not a single one
-Make it flexible of peripheral assets on the trail

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PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

User Analysis: Auto-Based Tourism

Importance of Users

The user groups are important because they help to pinpoint the exact approach that should be taken when creating the specific cultural heritage tourism routes in our region.

Different users are going to want to take different routes, and see different attractions in the region. So using the information that we have gathered about each user will help to determine which cluster of assets that they will visit in the region on their cultural heritage toursim trip.

Analyzing these different user groups, the different lifestyles that are being led can start to be seen. Using these different lifestyles we can deteremine the route that a user would ideally use and how their experience can be optimized along this route.

The information that has been gathered about the different user groups will also help us to cater to the different budget levels of the users. A high-end user is going to have more money and time to spend compared to a low-end budget user.

Auto Based Tourism

Definition: Traveling away from home for at least one night, on holidays or visiting friends and relatives, in their own, a rented or borrowed vehicle as the primary mode of transport.

Movement Types:
Auto-based tourism focuses more on the sequence of the trip from a multidestination approach, rather than a singular trip. The two movement types of territoriality and linearity, and they each occur in tourist movements. Each path is significant to the characteristics of the tourist as well as the geography of the place.

Territoriality

Convenience-Based
Tourist is restricted by their familiarity of the place, transportation, and time budget. Visits destinations close to their place of accommodation.

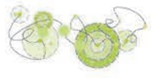
Concentric Exploration
Tourist is has a bigger time budget and is somewhat familiar with destination. They venture out in phases so they have a back up location for when they are finished.

Unrestricted Destination-Wide
Tourist is familiar with the place. There is no restriction of movement within the spatial boundary, transportation, or time budget. Can move around freely for entire trip.

Linearity

Point to Point
Tourist is centered by their accommodation locus. They visit multiple destinations, and take the same route returning to the locus.

Touring Point
Tourist visits multiple destinations in different spatial boundaries and along the same route, but returns to new accommodation place on the same route they took to get there.



Random Exploratory
Tourist is very familiar with the areas they are visiting. Path that is traveled has a distinct sequence and purpose. May look chaotic, but there is an underlying logic to travel routes.

Orientation

Betweeness
The distance that each asset lies in relation to one another in the same spatial boundary. Controls interactions between pairs of assets in the regional network.

Peripherality
Assets that are located on the edge of one spatial boundary that act as a connector to another one in the regional network.

Centrality
The centrality of a town can help with accessibility on a regional level. The more accessible a group of towns with important assets, the more successful they will be.

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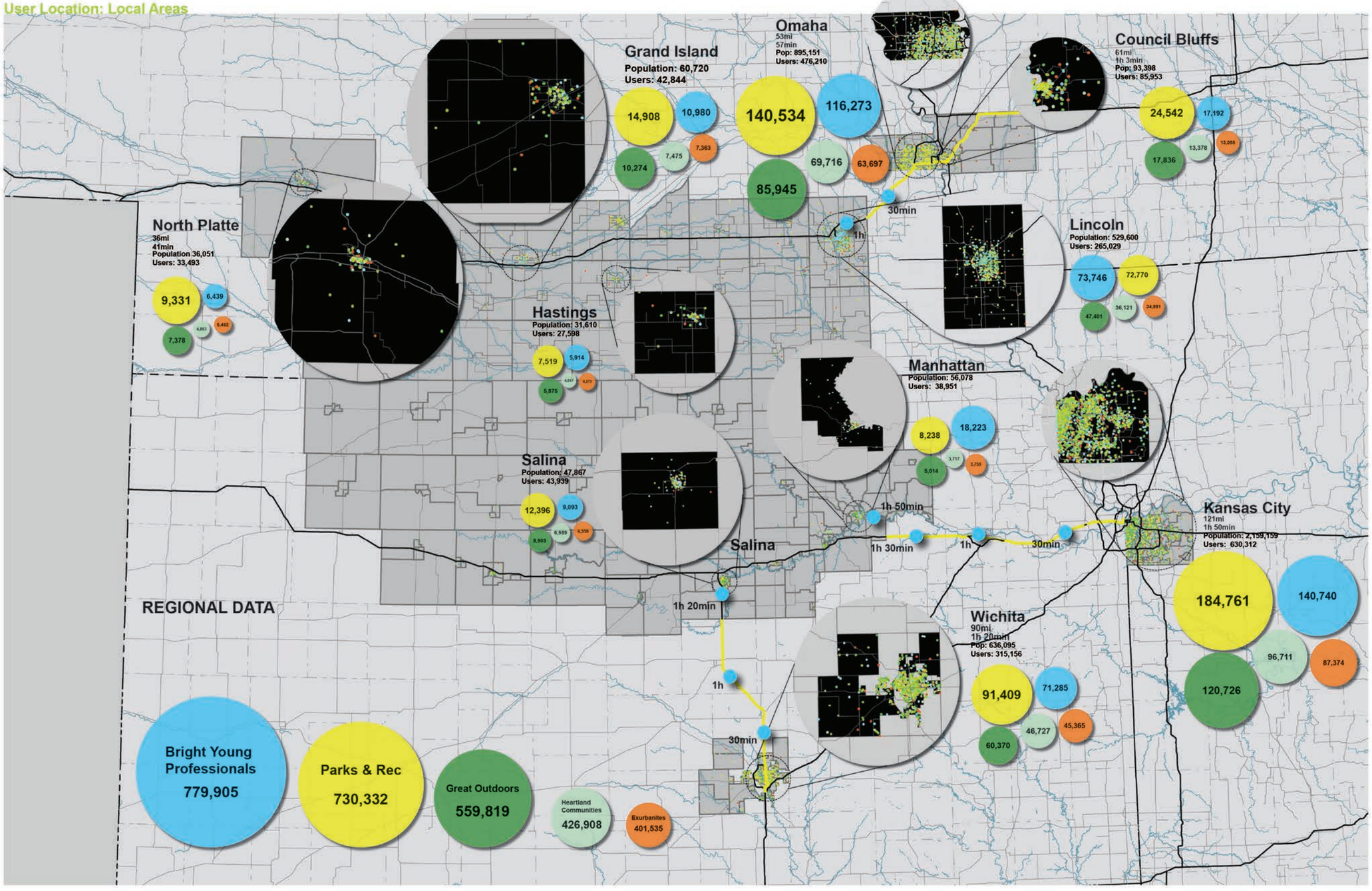
User Location: Local Areas



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EXURBANITES · PARKS AND REC · GREAT OUTDOORS · HEARTLAND COMMUNITIES · BRIGHT YOUNG PROFESSIONAL

PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

User Analysis: The Great Outdoors Profile

User Profile

Who are they?

Description: Older empty nesters who enjoy an active but modest lifestyle.

Age: 50-60

Gender: Male and Female

Race: Over 80% white

Education: Bachelor's or Associates Degree

Characteristics:
- Value land
- Would rather travel domestically than abroad
- Most likely to invest in real estate or secondary vacation homes
- Do-it-yourself oriented and maintain their property themselves

Hobbies:

Hunting, Fishing, Hiking, Boating, History Oriented

How do they live?

Neighborhood: Small town or rural community

Family Size: About 2 people per home

Average Income: $53,000

House: Small single family home or mobile home

Home Ownership: Own rather than rent

Vehicle: Own one or two vehicles with four wheel drive

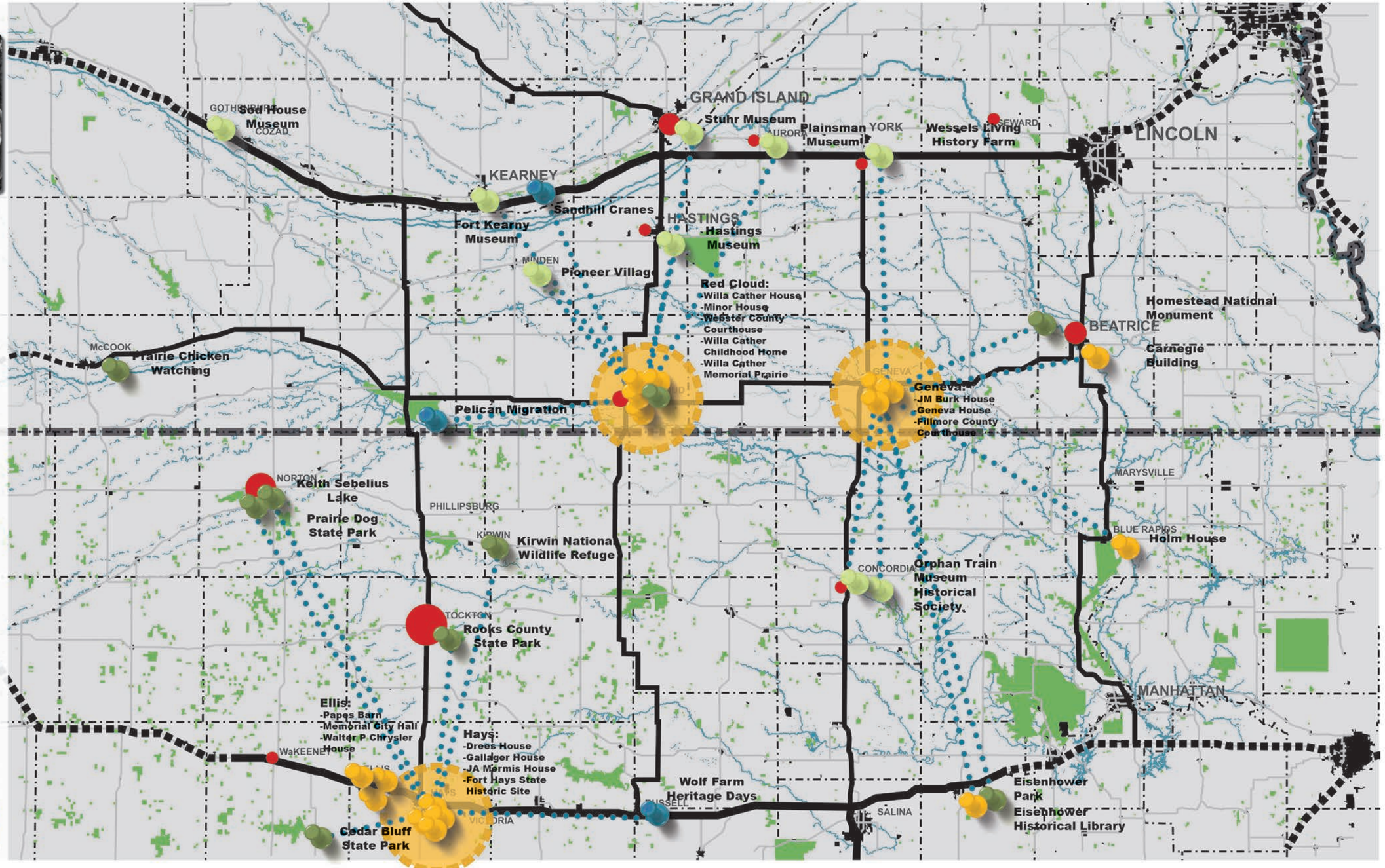
Support

Lodging: Campsites, RV Parks

Dining: Diners, Family Restaurants, Family Owned Restaurants

Trip Planning: Travel Brochure, Highway Signs, Written Media

Users household budget, an average is 100, if it is 120 then they spend 20% more than the average American.



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LODGING, ENVIRONMENTAL, HISTORIC, MILITARY, EVENTS, RELIGIOUS, MUSEUMS

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PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

User Analysis: Parks and Rec Profile

User Profile

Who are they?

Description: Getting close to retirement age, may still have children at home and are comfortable in their jobs and home.

Age: 30-50

Gender: Male and Female

Race: Over 80% white

Education: Bachelor's or Associates Degree

Characteristics:
- Take advantage of local parks and recreational activities
- Sociable and hardworking
- Exercise routine is balanced
- Cost and practicality come first in purchases

Hobbies:

Swimming | Intrigued by Culture | History Oriented | Jogging

How do they live?

Neighborhood: Well established neighborhoods

Family Size: About 2 people per home

Average Income: $55,000

House: Small single family home

Home Ownership: Own rather than rent

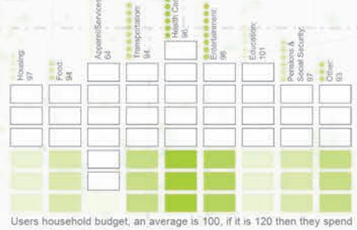
Vehicle: Prefer domestic SUVs and trucks

Support

Lodging: Hotel

Dining: Local Diners | Local Restaurants

Trip Planning: Internet | Tourism Websites



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GOTHENBURG
Sod House Museum
COZAD
KEARNEY
Kearney:
-Fort Kearny Museum
-MONA
-GW Frank Museum
-Sandhill Cranes
MINDEN
Pioneer Village
GRAND ISLAND
Stuhr Museum
AURORA
Plainsman Museum
YORK
Wessels Living History Farm
SEWARD
Seward:
-Olde Glory Theater
-National Guard Museum
-Seward County Historical Museum
LINCOLN
HASTINGS
Hastings Museum
WWII Ammuntion Depot
Homestead National Monument
BEATRICE
Carnegie Building
McCOOK
Frank Lloyd Wright House
Red Willow State Recreation Area
Pelican Migration
GENEVA
Geneva:
-Geneva House
-JM Burk House
-Fillmore County Museum
Red Cloud:
-Willa Cather House
-Miner House
-Webster County Courthouse
-Willa Cather Childhood Home
-Farmers and Merchant's Bank
-Grace Protestant Episcopal Church
They Also Ran
Prairie Dog State Park
PHILLIPSBURG
KIRWIN
Keith Sebelius Lake
Kirwin National Wildlife Refuge
MARYSVILLE
Pony Express Museum
BLUE RAPIDS
Holm House
Concordia:
-POW Camp Concordia
-Orphan Train Museum
-Cloud County Historical Museum
-Brown Grand Theater
-Whole Wall Mural
STOCKTON
Stockton:
-Rooks County State Park
-Nova Theatre
-Waller-Coolbaugh House
MANHATTAN
Ellis:
-Ellis Railroad Museum
-Walter P Chrysler House
Hays:
-Sternberg Museum
-Fort Hay$
-Drees House
-Gallagher House
-JA Mermis House
WaKEENEY
Iwo Jima Memorial
St. Fidelis Church
RUSSELL
Deines Cultural Center
SALINA
Smoky Hill Museum
ABILENE
Cedar Bluff State Park

Regional Cultural Heritage Tourism

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Sources

"Parks and Rec." , downloads.esri.com/esri_content_doc/dbl/us/tapestry/segment18.pdf. Accessed 31 Mar. 2017.

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LODGING | ENVIRONMENTAL | HISTORIC | MILITARY | EVENTS | RELIGIOUS | MUSEUMS

Rice_URBN
Katrina_URBN
Soun_LARC
Dorothy_LARC
Patrick Murphy_LARC
Chandler Nohr_ LARC
Nate Holst_LARC
Frank Herbolsheimer_LARC
Cory Galen_LARC
Jeni Stanek_LARC
Jamie Dennell_LARC
Ashleigh Gildon_LARC
Kenneth Brandl_LARC
Kim Wilson_PROF

PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

User Analysis: Heartland Communities Profile

User Profile

Who are they?

Description: Empty nesters whose children have moved away but have no plans to leave their homes.

Age: 40-50

Gender: Male and Female

Race: Over 80% white

Education: Bachelor's or Associates Degree

Characteristics:
- Traditional and patriotic
- More white collar workers
- Close-knit
- Budget savvy customers

Hobbies:

Hunting, Fishing, Value Oriented, Walking

How do they live?

Neighborhood: Semi-rural communities

Family Size: About 2 people per home

Average Income: $39,000

House: Small single family home

Home Ownership: Own rather than rent

Vehicle: Own domestic trucks or SUVs

Support

Lodging:

Affordable Hotel, Affordable Motel

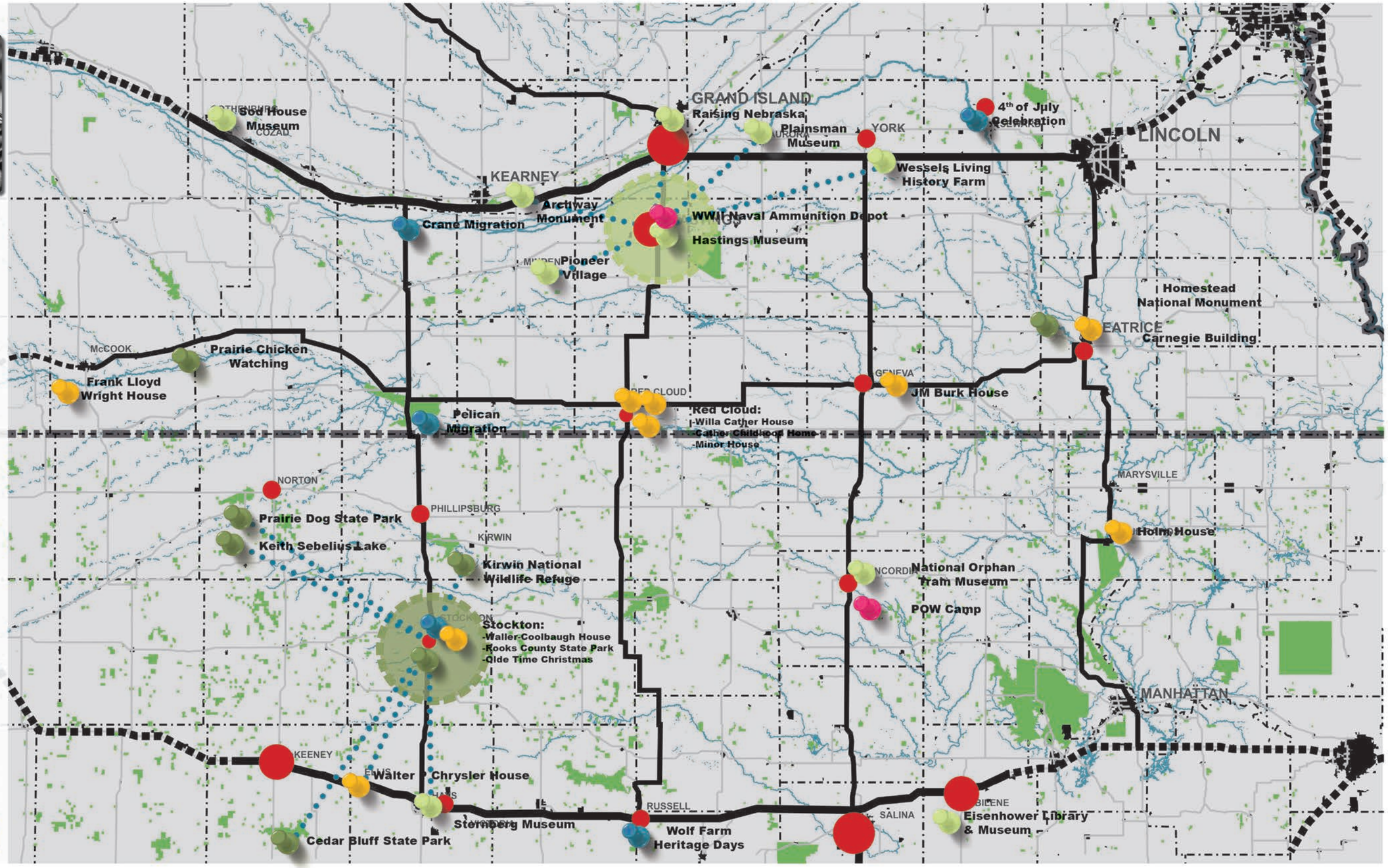
Dining:

Local Diners, Family Owned Restaurants, Authentic Restaurant

Trip Planning:

Internet, Packaged Deals

Users household budget, an average is 100, if it is 120 then they spend 20% more than the average American.



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Sources

"Heartland Communities.",downloads.esri.com/esri_content_doc/dbl/us/tapestry/segment26.pdf. Accessed 31 Mar. 2017.

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LODGING ENVIRONMENTAL HISTORIC MILITARY EVENTS RELIGIOUS MUSEUMS

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PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

User Analysis: Exurbanites Profile

User Profile

Who are they?

Description: Younger empty nesters who have a cultivated lifestyle that is affluent and urbane.

Age: 30-50

Gender: Male and Female

Race: Over 80% white

Education: Bachelor's or Associates Degree

Characteristics:
- More interested in quality than cost
- Sociable and hardworking
- Home improvement are priorities
- Well connected, using Internet for shopping to managing finances

Hobbies:

The Arts | Intrigued by Culture | Home Care | Foodies

How do they live?

Neighborhood: In proximity to large metropolitan but less crowded areas

Family Size: About 2 people per home

Average Income: $98,000

House: Medium single family home

Home Ownership: Own rather than rent

Vehicle: Late model luxury cars or SUVs

Support

Lodging:

High End Hotel | Bed and Breakfast

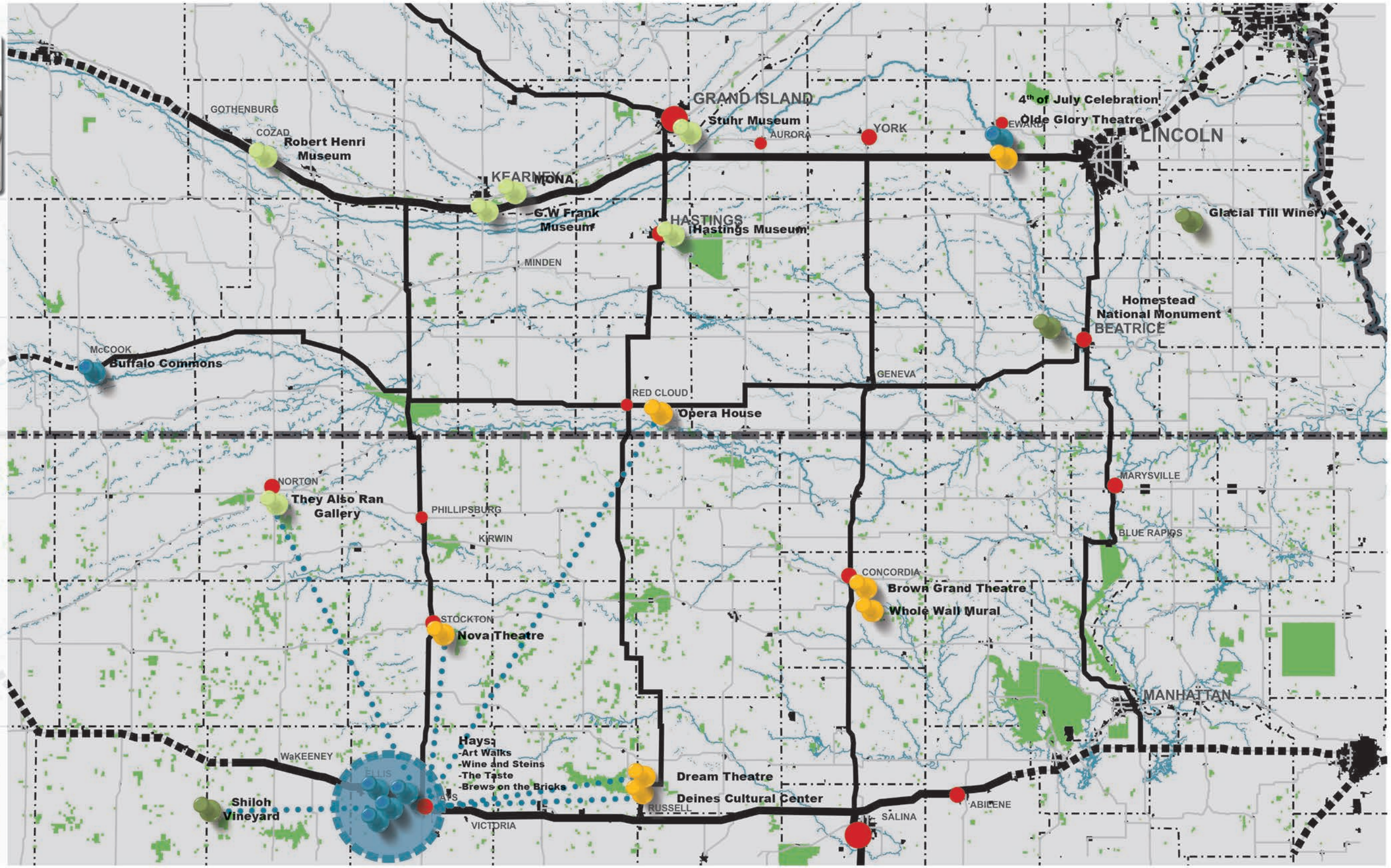
Dining:

Brewery | Winery | Authentic Restaurant

Trip Planning:

Internet | Travel Websites

Users household budget, an average is 100, if it is 120 then they spend 20% more than the average American.



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Sources

"Exurbanites." .downloads.esri.com/esri_content_doc/dbl/us/tapestry/segment5.pdf. Accessed 31 Mar. 2017.

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LODGING | ENVIRONMENTAL | HISTORIC | MILITARY | EVENTS | RELIGIOUS | MUSEUMS

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Kenneth Brandl_LARC
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PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

User Analysis: Bright Young Professionals Profile

User Profile

Who are they?

Description: Young, educated and working professionals either single or a couple.

Age: 20-34

Gender: Male and Female

Race: Over 60% white

Education: Bachelor's, Associates Degree or in progress

Characteristics:
- Like going to bars/clubs
- Eat out often at fast food or family restaurants
- Participate in a variety of sports
- Physically active and up to date on technology

Hobbies:

Bowling, Yoga, Weight Lifting, Backpacking

How do they live?

Neighborhood: Urban outskirts

Family Size: About 2 people per home

Average Income: $50,000

House: Small single family home or multi-unit

Home Ownership: Rent rather than own

Vehicle: May own vehicle but take public transport

Support

Lodging:

Low Cost Hotel, Low Cost Motel, Air Bnb

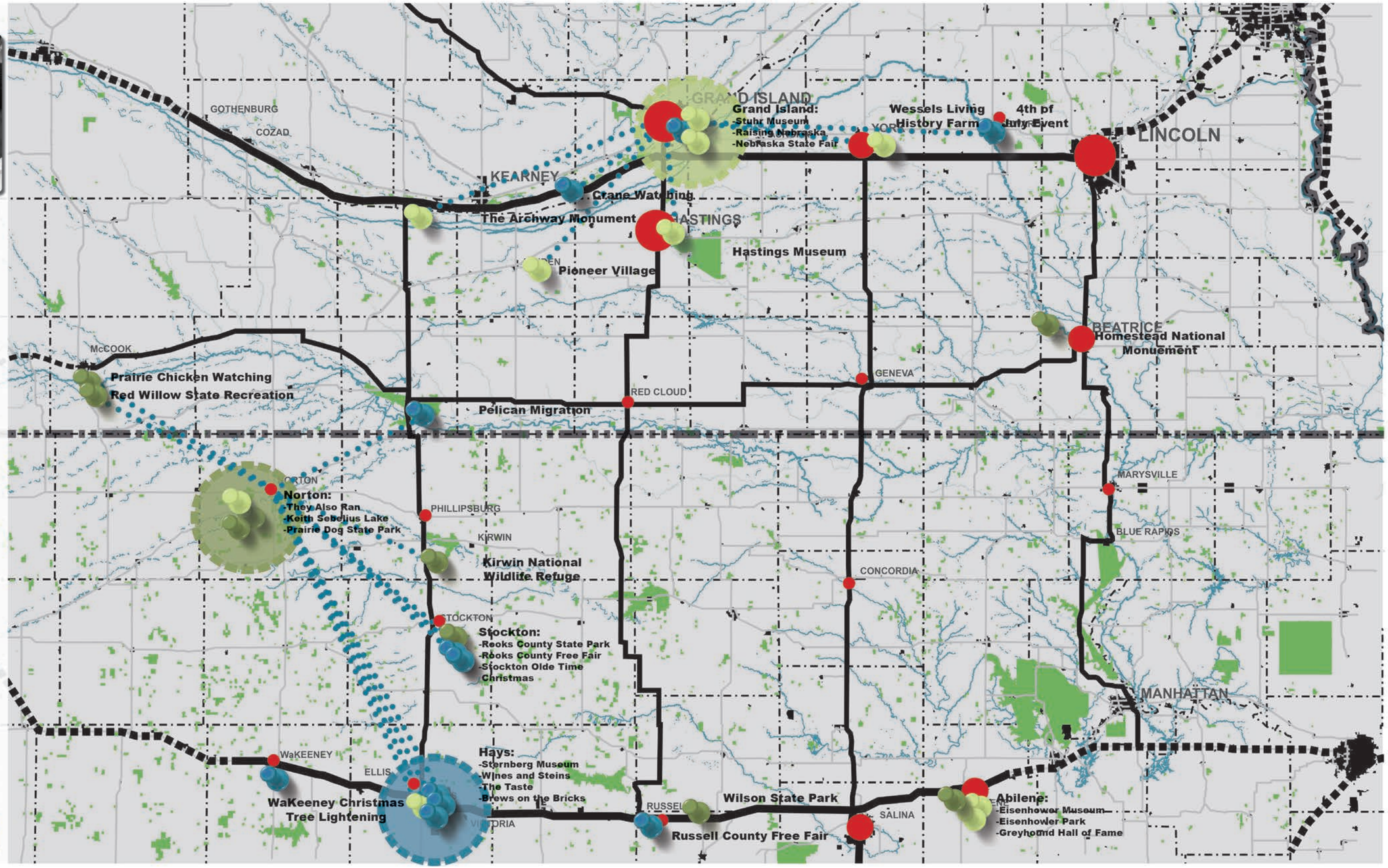
Dining:

Diners, Fast Food, Cafes

Trip Planning:

Internet, Reviews

Users household budget, an average is 100, if it is 120 then they spend 20% more than the average American.



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Sources

"Bright Young Professionals." , downloads.esri.com/esri_content_doc/dbl/us/tapestry/segment35.pdf. Accessed 31 Mar. 2017.

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LODGING ENVIRONMENTAL HISTORIC MILITARY EVENTS RELIGIOUS MUSEUMS

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Kim Wilson_PROF

PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

User Analysis: Passerby Profile

User Profile

Who are they?

Description: Anyone who is driving through an area with an already set agenda with no intention of stopping at an asset.

Age: 20-65

Gender: Male and Female

Race: Unknown

Education: Bachelor's, Associates Degree or in progress

Characteristics:
-Unknown

Hobbies:
-Unknown

How do they live?

Neighborhood: Anywhere

Family Size: About 2 people per home

Average Income: Unknown

House: Small single family home, multi-unit, mobile home

Home Ownership: Primarily own rather than rent

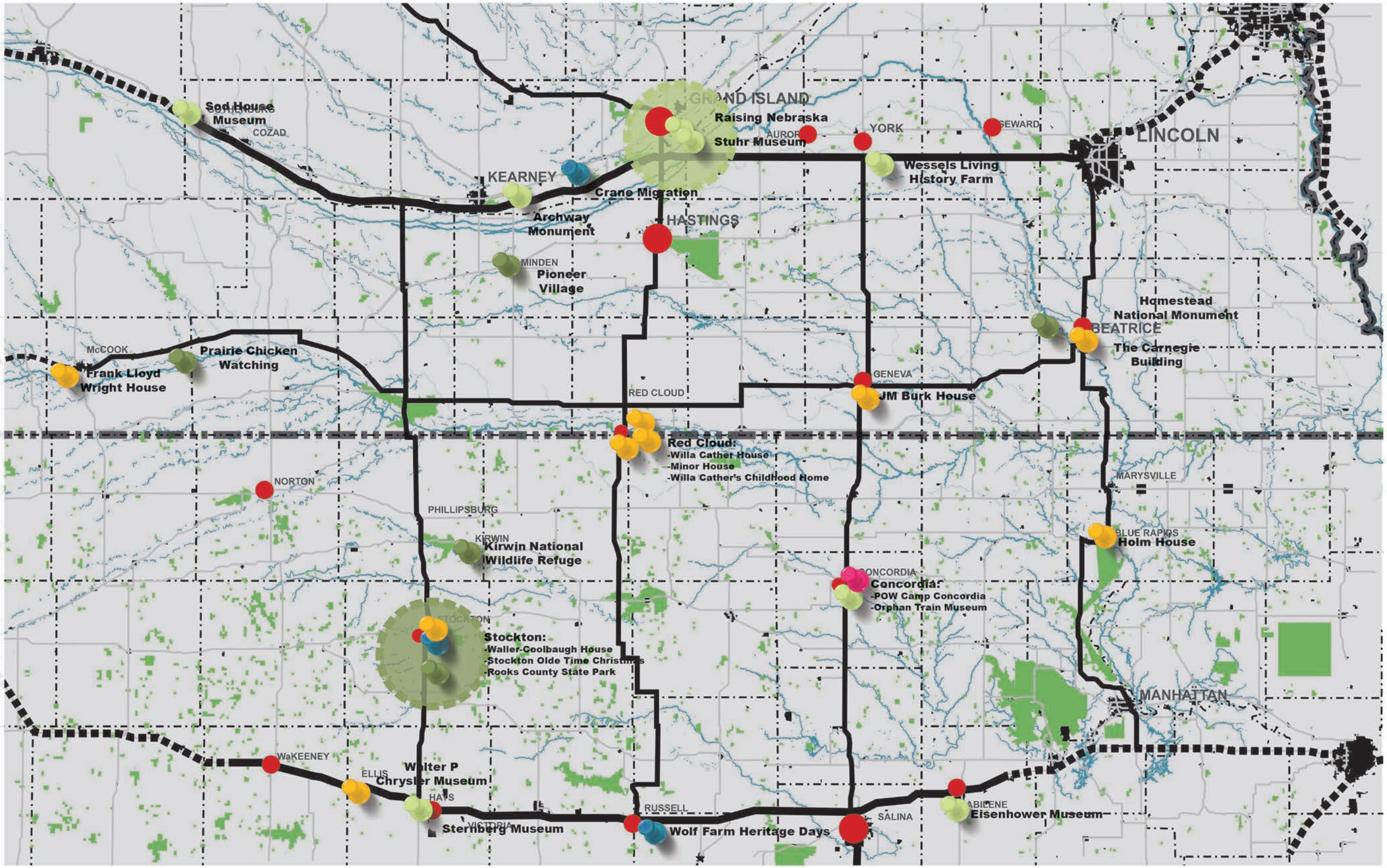
Vehicle: Variety of different vehicles

Support

Lodging:
Low Cost Hotel
Low Cost Motel

Dining:
Diners
Fast Food

Trip Planning:
Highway Signs



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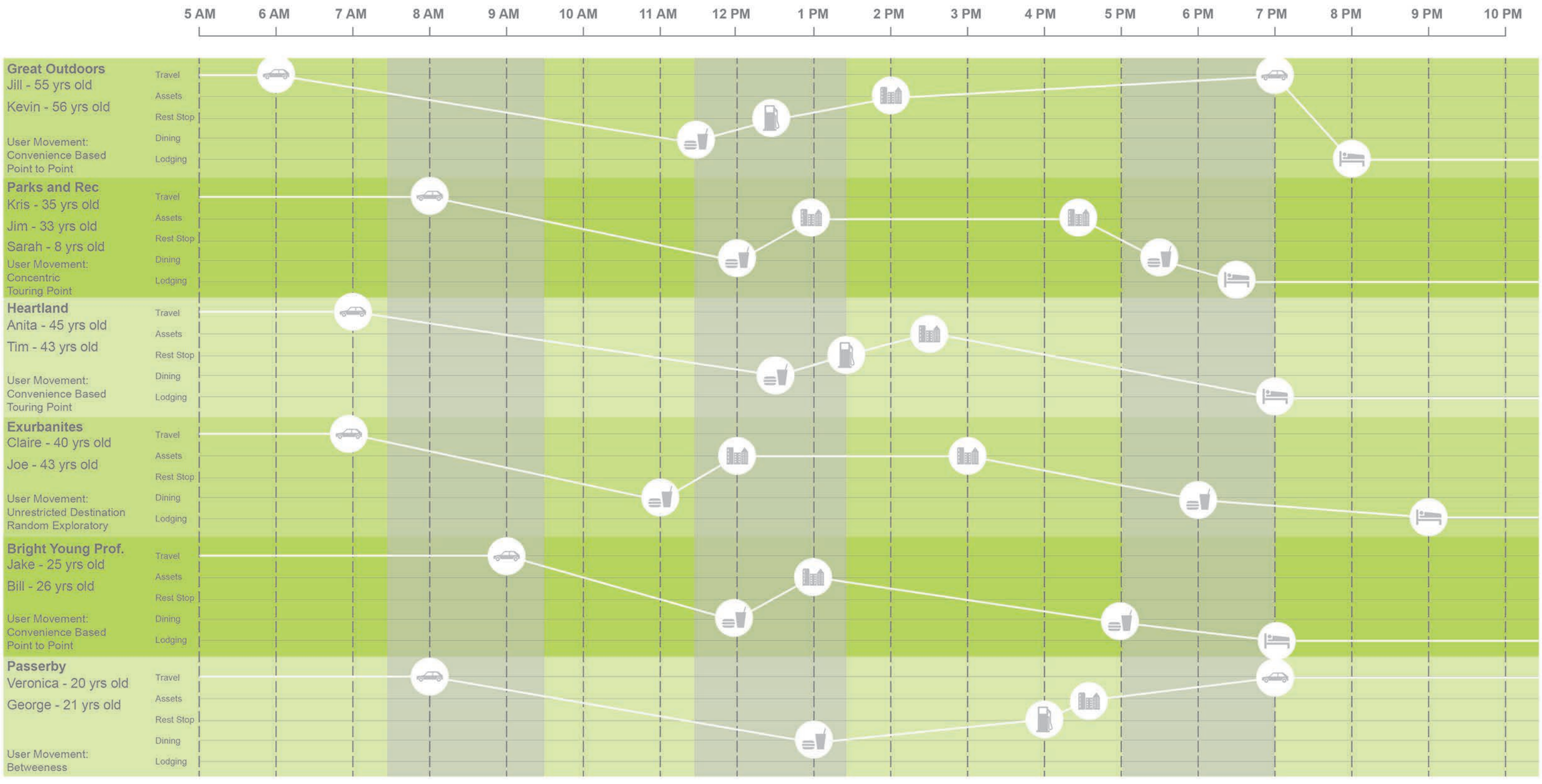
LODGING ENVIRONMENTAL HISTORIC MILITARY EVENTS RELIGIOUS MUSEUMS

PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

User Analysis: Journey Maps



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DRIVING LODGING GAS STATION FOOD ASSET

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Patrick Murphy_LARC
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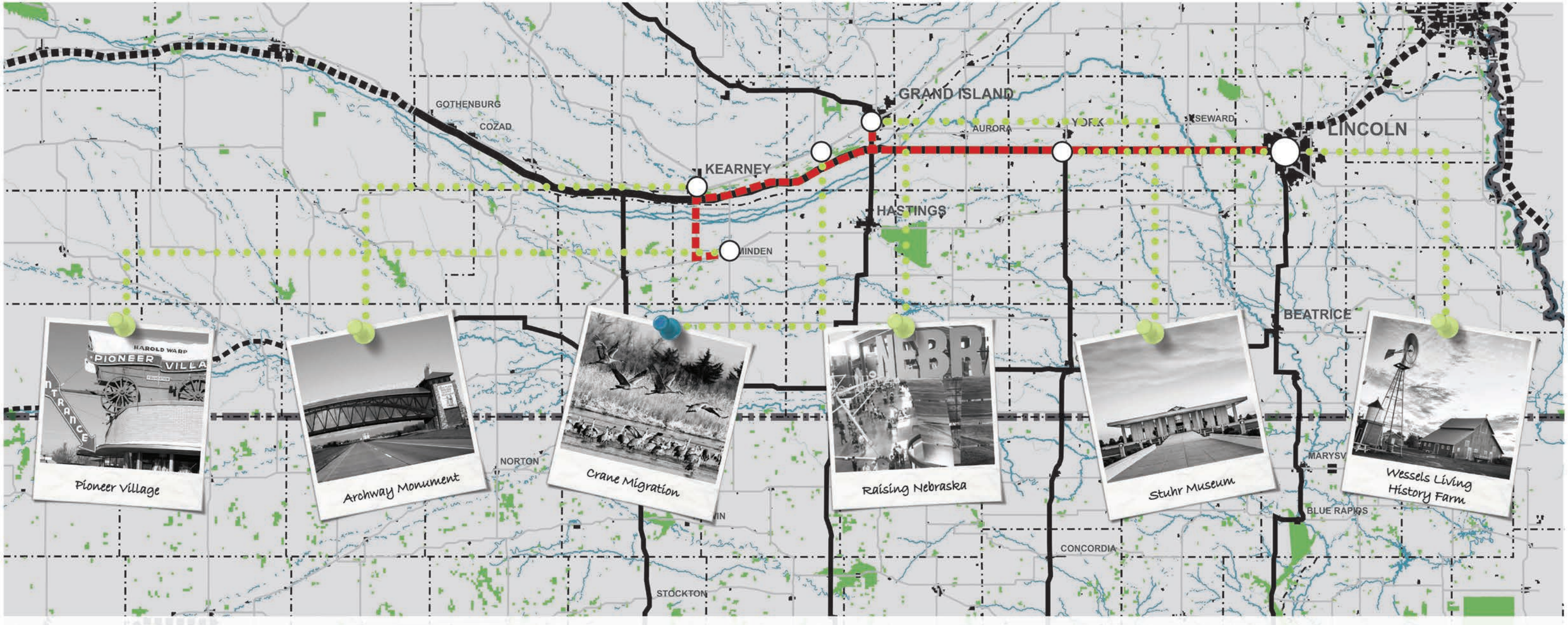
PLAINS, TRAINS AND CRANES: A LIVING HISTORY OF RURAL AMERICA

Narrative: Bright Young Professionals



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Kim Wilson_PROF

REGIONAL CULTURAL HERITAGE TOURISM

Process

Phase I: Research

LITERATURE + CASE STUDY RESEARCH

Depth and Breadth

- Cultural Heritage Tourism
- Sense of Place
- Authenticity, Quality, Interpretation
- Tourist Experience
- Public Engagement

R1a **Research**

- Discover
- Define
- Categorize
- Organize
- Diagrams

R1b **Approach**

- Principles
- G/O
- Program

Analysis

Lenses

Phase II: Data Collection, Analysis and Framework Plan

PROJECT SPECIFIC DATA COLLECTION

Regional, Local, Site - Multi Scalar
Approach, Methods and Tools

R2a R2b **Data + Mapping + Analysis**

Environmental
Open Space Network
Parks + Network
Topography/Landform
Hydrology
Soils
Ecological Communities
Wildlife Corridors
Habitat

Quadrant A
Culture
Infrastructure
Assets
Supporting Program

Quadrant B
Culture
Infrastructure
Assets
Supporting Program

Quadrant C
Culture
Infrastructure
Assets
Supporting Program

Quadrant D
Culture
Infrastructure
Assets
Supporting Program

R2c **Approach**

- Road Based Tourism
- Visual Resource Analysis
- Sense of Place
- Landscape Character

Lenses

REVIEW

Input

- Stakeholders
- Students
- Experts

Analysis

FRAMEWORK AND APPROACHES

Organizational Structure (s)

- Branding, Identity and Place
- National Heritage Area
- Public Engagement

Test+Refine

Phase III: Design Planning Process

National Heritage Area

- Local Idea and Build Support
- Feaibility Studies
- National Park Service Review
- Congressional Designation
- Develop Management Plan

Schedule

Wk1 Wk2 Wk3 Wk5 Wk6 Wk7 Wk8 Wk9 Wks. 10 - 16 Spring 2018

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PLAINS, TRAINS AND CRANES: A NATIONAL HERITAGE AREA

National Heritage Area

"A new kind of national park. One that married heritage conservation, recreation and economic development." **- Ronald Reagan**

National Heritage Area

What is a National Heritage Area

National Heritage Areas are places where historic, cultural, and natural resources combine to form cohesive, nationally important landscapes. Unlike national parks, National Heritage Areas are large lived-in landscapes. Consequently, National Heritage Areas entities collaborate with communities to determine how to make heritage relevant to local interests and needs.

In 1984, the first National Heritage Area, Illinois and Michigan Canal National Heritage Area, was signed into law by President Ronald Reagan.

A National Heritage Area is not a unit of the National Park Service, nor is any land owned or managed by the NPS. National Park Service involvement is always advisory in nature.

National Heritage Area Activities

National Heritage Areas appeal to all ages and interests. Some have opportunities for walking, hiking, biking and paddling. Some have festivals to attend and museums to visit. Many Areas provide volunteer opportunities, group tours, and multiple-day excursions and can also be visited in combination with National Park units.

Heritage Areas vs. Parks

A National Heritage Area is not a unit of the National Park Service, nor is any land owned or managed by the NPS. National Park Service involvement is always advisory in nature.

The National Park Service provides technical, planning and limited financial assistance to National Heritage Areas. The NPS is a partner and advisor, leaving decision-making authority in the hands of local people and organizations. While National Parks are federally owned by the government, National Heritage Areas have their own organizations designated to manage and support them financially. These organizations request grants to help pay for what the heritage areas need.

Benefits of National Heritage Areas

- **Sustainable Economic Development**
- **Healthy Environment and People**
- **Improved Quality of Life**
- **Education and Stewardship**
- **Community Engagement and Pride**

Criteria for Designating a National Heritage Area

1. **Unified Assets**
   The area has an assemblage of natural, historic, or cultural resources that together represent distinctive aspects of American heritage worthy of recognition conservation, interpretation, and continuing use.
2. **National Culture Story**
   The area reflects traditions, customs, beliefs, and folk life that are a valuable part of the national story.
3. **Conservation**
   The area provides outstanding opportunities to conserve natural, cultural, historic, and/or scenic features.
4. **Education & Recreation**
   The area provides outstanding recreational and educational opportunities.
5. **Asset Value**
   Resources that are important to the identified theme or themes of the area retain a degree of integrity capable of supporting interpretation.
6. **Financial Planning and Media**
   Residents, business interests, non-profit organizations, and governments within the proposed area, have developed a financial plan outlining roles for participants including the federal government.
7. **Partnerships**
   The proposed facilitating entity and units of government supporting the designation are willing to commit to working in partnership to develop the Heritage Area.
8. **Aligned Economic Plan**
   The proposal is consistent with continued economic activity in the area.
9. **Conceptual Boundary**
   A conceptual boundary map is supported by the public.
10. **Framework Plan**
    The facilitating entity proposed to plan and implement the project is described.

Organizational Structure

Board of Trustees
Purpose: Provide governance to the organization, develop fundraising strategies to support its coordination, represent the NHA to the public, and accept ultimate legal authority.

Advisory Committee
Purpose: State and community leaders who provide guidance to the Board of Trustees and Executive Director.

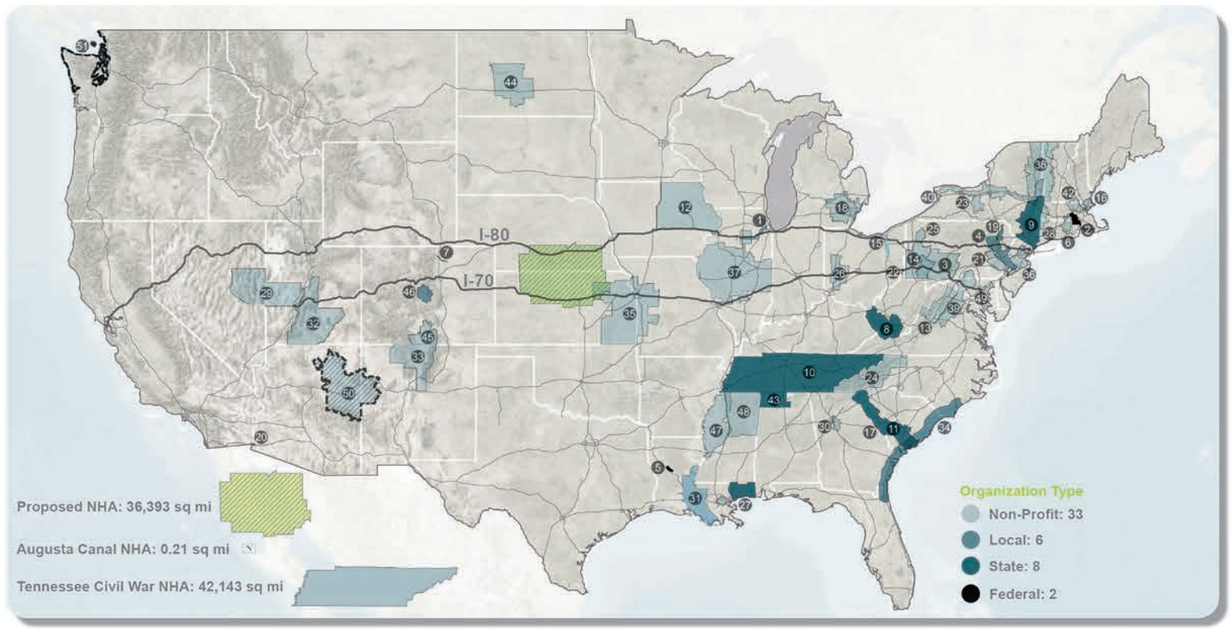
Partnership Panel
Purpose: Representing a cross-section of partners, who review and recommend partner site designations and grant recipients.

Coordingating Entity
Purpose: An administrative body that works with communities to help develop, interpret, and preserve the region's agricultural heritage.

Partnership Team
Purpose: Provide input to advisory committee, serve on standing committees and task forces.

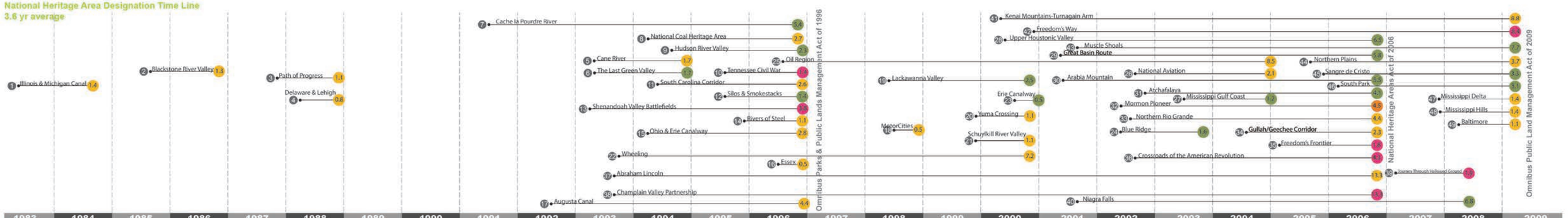
Technology Committee | Programming Committee | Outreach Committee | Task Forces

Local Meeting | Online Media | Locations & Events



National Heritage Area Designation Time Line

3.6 yr average



Illinois & Michigan Canal National Heritage Area

Blackstone River Valley National Heritage Corridor

Path Of Progress National Heritage Tour Route

The Cache La Poudre National Heritage Area

The Last Green Valley National Heritage Corridor

Silos & Smokestacks National Heritage Area

Tennessee Civil War National Heritage Area

Lackawanna Heritage Valley

Niagara Falls National Heritage Area

Freedom's Frontier National Heritage Area

The Mormon Pioneer National Heritage Area

Mississippi Hills National Heritage Area

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"The Alliance of National Heritage Areas | Home." Alliance of National Heritage Areas. N.p., n.d. Web. 18 Apr. 2017.

N

Environmental | Historical | Religious | Military

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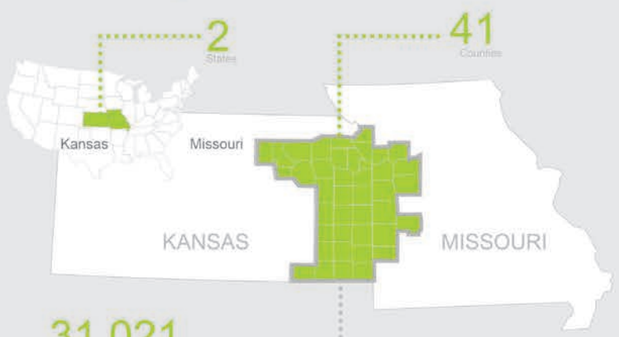
PLANES, TRAINS AND CRANES: A NATIONAL HERITAGE AREA

Precedent

Introduction

Freedom Frontier National Heritage Area



31,021
Square Miles

Est. October 12, 2006

2,811,295 (2007)

Principles

1. We will be tolerant and respectful of diverse stories from multiple perspectives.

2. We will respect property rights.

3. We will focus on authentic and engaging experiences.

4. We will honor the region's peoples, past and present.

5. We will appreciate the unique cultural and historic assets within the nationally important landscape.

6. We will invest in community engagement, education and empowerment.

7. We will sustain and grow sense of place.

8. We will value and protect the natural environment.

9. We will consider future generations in everything we do.

Goals

1. Build awareness of the struggles for freedom that took place within the boundaries of Freedom's Frontier for current and future generations.

2. Enhance, sustain, and preserve the unique cultural and historic assets within our nationally important physical and cultural landscapes that fostered these stories.

3. Inspire tolerance and respect for multiple perspectives.

4. Empower residents to preserve and share our nationally important authentic stories in an engaging way.

Statement of National Significance

Extraordinary events in the Freedom's Frontier National Heritage Area (FFNHA) forever changed America. In the nineteenth century, the nation turned its eyes to the Missouri/Kansas border, where peoples with diverse definitions of freedom collided, inciting and fuelling the Civil War. Th e impact of these events is forever woven into the nation's fabric. Freedom's Frontier provides new opportunities for visitors and residents to explore the evolving ideal and fundamental American value of Freedom.

Sources

"The Power of Partnership", Freedom Frontier National Heritage Area Management Plan

"Public Participation Spectrum". The International Association for Public Participation. 2014

2001 — Grassroots group meets to form Territorial Kansas Heritage Area (TKHA) for 150th anniversary of Kansas Territory (2004)

2002 — Lawrence City Commission and Douglas County Commission explore the feasibility of a heritage area in Douglas County, Kansas

2003 — Feasibility study sent to NPS; initial legislative effort dies in committee; environmental study pursued and findings sent

2004 — TKHA consults National Park Service (NPS) about developing a heritage area in eastern Kansas

2005 — NPS officials consult heritage area stakeholders at a Heritage Summit in Lawrence, KS; Feasibility study ends positively

2006 — Missouri counties added to heritage area; Bill for heritage area passes in US Senate

2007 — Officially named as Freedom's Frontier; Bill passes in US House, but sent back to Senate; President Bush signs bill- 39 NHA

2008 — Board of Trustees formed as a 501c3; +$135,000 raised for management planning process; First meeting for Board of Trustees

1999-2000 — NPS Management Plan started; Partnership Team monthly meetings now average 50-100 people

Community Engagement

Community Engagement Goal

Citizen participation is a key element of the Freedom's Frontier story. Stories of citizen participation contribute to the main theme of this National Heritage Area, with free staters, populists, civil rights advocates, and many others standing up and making their voices heard to affect change in their society. Citizen participation is a key to the history of this region and a key to its future.

Community Engagement Importance

Citizen engagement is not only part of the Freedom's Frontier story, it is part of the organization's foundation. Th e Freedom's Frontier network began out of a coalition of citizens interested in preserving their history for future generations. Citizen engagement is mandated in the Freedom's Frontier enabling legislation and is woven in its citizen-created Vision, Mission, and Guiding Principles. Th e Freedom's Frontier goals cannot be achieved without active participation by an ever-growing group of interested residents.

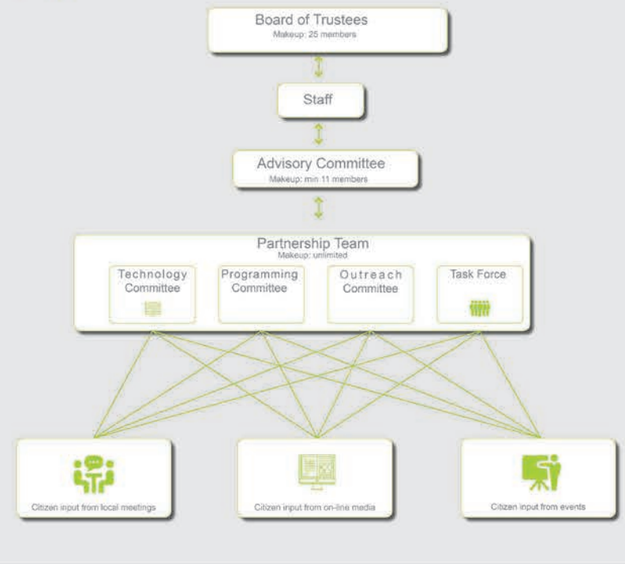
Community Engagement Strategy

Public Engagement Strategies Used

News Letters, Websites — Experts, Partnerships — Photography, Surveys — Meetings, Mapping — Volunteer, Story Telling

Inform → **Consult** → **Involve** → **Collaborate** → **Empower**

Community Engagement Structure



Alliance of National Heritage Areas

Mission

The Alliance of National Heritage Areas works collectively to protect and promote the people and the places that tell America's stories. They are a membership organization of congressionally designated National Heritage Areas and partner/affiliated organizations promoting the professionalism and benefits of the program through education and advocacy. Together, they facilitate and celebrate partnerships that improve their effectiveness and impact. The ANHA hosts three meetings a year where they share best practices, decide strategic direction and hear from industry leaders on issues facing large-scale landscape stewardship. Their annual meeting is held each year in Washington, DC.

Partnership

Their goals:

- Serve as one voice on interests related to all NHAs
- Educate key constituencies about success and image of the NHA program
- Facilitate strategic links among NHAs and partners
- Enhance the organizational capacity of its members
- Provide a network for sharing best practices regarding a variety of disciplines

Current Board

Board Member	Representing
Sarah Watson	Abraham Lincoln NHA
Mera Cardenas	Arabia Mountain NHA
Dayton L. Sherrouse	Augusta Canal NHA
Angie Chandler	Blue Ridge NHA
Kathleen Benedict	Cache la Poudre River NHA
Jim Brangan	Champlain Valley NHA
Elissa Garofalo	Delaware & Lehigh NHC
Andy Kitzmann	Erie Canalway NHC
Annie C. Harris	Essex NHA
Julie McPike	**Freedom's Frontier NHA**
Brandi Roberts	Great Basin NHA
J. Herman Blake, Ph.D.	Gullah Geechee Cultural Heritage Corridor
William Sellers	Journey Through Hallowed Ground NHA
Sara Capen	Niagara Falls NHA
Thomas A. Romero	Northern Rio Grande NHA
Daniel M. Rice	Ohio & Erie Canalway NHA
Marilyn Black	Oil Region NHA
Charles W. Flynn	Yuma Crossing NHA

Benefits of Partnership

- Network for Education
- Representation
- Facilitates Connections

Challenges of Partnership

- Splitting Funds between NHA's
- Difficult To Become Established
- Distance Between Areas

History

Past

The ANHA was started in 1984 after Ronald Reagan (R) designated the first National Heritage Area, Illinois and Michigan Canal National Heritage Area. National Heritage Areas are places where historic, cultural, and natural resources combine to form cohesive, nationally important landscapes. Unlike national parks, National Heritage Areas are large lived-in landscapes. Consequently, National Heritage Areas entities collaborate with communities to determine how to make heritage relevant to local interests and needs.

Present

The Alliance of National Heritage Areas (ANHA), a collaboration of the management entities for the federally designated NHAs, working through its Heritage Development Institute initiative, provides training to practitioners of heritage development. The ANHA also operates a resource center for heritage areas, organizes educational workshops and programs, and promotes heritage tourism.

Future

The ANHA meets three times a year with the National Park Service to discuss legislation propositions and federal funding requests. They accept membership from Congressionally-designated National Heritage Areas, areas undertaking the designation process and allied organizations that have common interest in conservation, environmental stewardship, historic preservation and outdoor recreation among others.

Illinois and Michigan Canal NHA

Mormon Pioneer NHA

Freedom's Frontier NHA

Silos and Smokestacks NHA

Niagra Falls NHA

Tennesse Civil War NHA

Sources:

Alliance of National Heritage Areas, https://www.nationalheritageareas.us/. *Accessed 23 Apr. 2017.*

National Park Service, https://www.nps.gov/subjects/heritageareas/index.htm. *Accessed 23 Apr. 2017.*

Regional Cultural Heritage Tourism

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PLAINS, TRAINS AND CRANES: A NATIONAL HERITAGE AREA

Alignment Analysis

National Heritage Areas Formation Process

1. A Local Idea & Build Support
- A. Organizations Pursue Designation
- B. Build Support Groups
- C. Reach Out to other Organizations

2. Feasibility Studies
- A. Quality of Heritage Resources
- B. Potential Sustainability and Conservation
- C. Quality and Quantity of Local Support

3. National Park Service
- A. Reviews Feasibility Study
- B. Advises Congress on Eligibility of Proposed

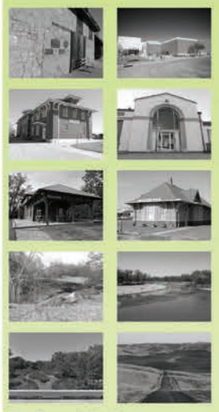
4. Designation by Congress
- A. Passes or Fails NHA Legislation

5. Develop Management Plan
- A. Framework Plan in 3 Years
- B. Federal and Local Goals
- C. Objectives

Unified Assets

The assets in this region create communities of similar themed ideas and goals. Each of the assets in someway showcases how the American Heritage developed from the time people migrated here to the present day.

There are many types of assets that we inventoried such as Environmental, Industrial, Military, Historic, Religious, Museums and even Events that each have Cultural Heritage as their focus. Each of these types of assets affected the current state of the prairie land in Nebraska and Kansas. Throught the unified value of all of them they fulfill the first criteria of National Heritage Area.



Pony Express Station Museum
Hastings Museum
Rock Island Train Depot
National Orphan Train Complex
Red Cloud Train Depot
Marysville Union Pacific Depot
Significant Landscapes
Native Scenery and Views

1

National Culture Story

As seen in Phase 2.2 of the Inventory, you can see that our national culture developed over time. The Prairie culture begins with the formation of the land over thousands of years as the glaciers swept across the area caving out the hills, valleys, and rivers.

Then the fist dwellers built here. We know them as Native Americans and they were nomadic people that followed their resources across the plains. When the Homestead Act was put into place many settlers came westward which brought new cultures of European descent.

The current culture is one of dense urban settings with little remembrance of the natural setting that surrounds each of the large urban areas.

Monument to the Ice Age
Wymore Welsh Society
Historic Houses
Historic Trails
Starke Round Barn
Veteran Memorials

2

Conservation

The region currently has lots of land set aside for conservation of resources. This not only is a conservation of wildlife but also a conservation of scenic quality and beauty of areas that have had little to no impact on the land.

In this area there is:
1 National Park
1 National Historic Site
2 National Wildlife Refuges
2 State Fish Hatcheries
2 Reservoirs and Dams
4 National Wildlife Areas
27 State Wildlife Areas
43 State Parks
46 State Wildlife Management areas

Significant Views
Unique Landscape
Various Ecologies

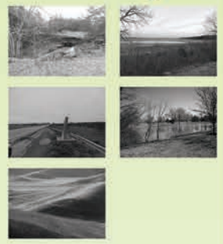
3

Education & Recreation

The recreation of the area consists of people using the land for leisure. Visitors often use the parks for weekend get aways. While visiting the parks different activities area available for people to partake such as fishing, boating, swimming, bird watching, hiking and many more depending on the park and amenities present.

There is also an educational aspect to this criteria which is often not very apparent outside of the assets. Each individual asset teaches about what they are but often times does not teach about the setting or other assets nearby. A broader knowledge will be needed for all stakeholders to actively angage with this idea of National Heritage Area.

13.3% of Land Non Ag Related



Road Side Monuments
Recreation Areas

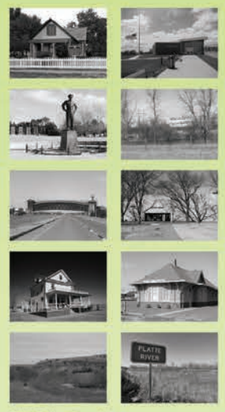
4

Asset Value

In each National Heritage Area there are several assets that are the most significant and are the leaders of the area. There are many assets in this region that have the potential and currently bring in a significant flow of visitors which would allow them to support this area as a National Heritage Area financially.

In our region, based upon the authenticity value analysis, we have thirty-two assets that are authentic. This is using the ten criteria we researched through our phase one of this two year process.

32 Authentic Assets



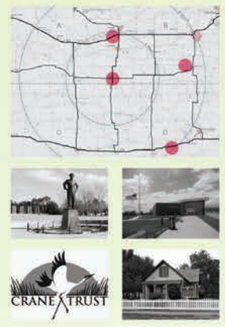
Willa Cather Foundation
Homestead National Monument
Dwight Eisenhower Presidential Library
Pioneer Village
Great Platte River Road Archway Museum
Stuhr Museum
Wessels Living History Farm
National Orphan Train Complex
The Landscape of the Region

5

Financial Plan and Media

Currently each asset relies on their own financial plan. Becoming a National Heritage Area would meant there is more money that will be made and brought into the area.

Everytime the federal government puts one dollar into the National Heritage Area about five dollars are made in the area. The region we are analyzing would become a National Heritage Area if the assets began to collaborate together and create a financial plan to start the process. The first step will be determining the leaders then creating an organization help develop a financial plan.



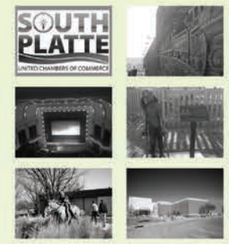
Willa Cather Foundation
Homestead National Monument
Dwight Eisenhower Presidential Library
Rowe Sanctuary-Audubon

6

Partnerships

Currently there are few partnerships within the region. Within individual communties assest interact with each other and help each other to be successful. This needs to be broaden at a more cohesive regional scale to make this area more successful. Partnerships will link each of the assets in a way to benefit the entire region.

When visitors enjoy an experience at a train depot in one town they will move to another town to visit another depot. Through the partnerships in National Heritage Area each partner would then be able to direct visitors to other train depots.



South Platte United Chamber of Commerce
Concordia, Kansas Tourism Relationships
Stuhr Museum and Hastings Museum

7

Aligned Economic Activity

The economic impact of this region presently relies on the agriculture industry. This is an opportunity to educate people of both the historical significance of agriculture as well as the current significance. Agriculture is a main theme of both Kansas and Nebraska and will be both an educational tool and economic tool for the National Heritage Area.

Many of these small towns also rely on small tourism of the passing through tourist. These small rural communities do have their own assets that could generate more income and value if they were apart of a whole idea of a National Heritage Area.

Both States
1 - Education
2 - Public Awareness
3 - Economic Plan
4 - Organizational Leadership

Nebraska Tourism
1 - Content and Services
2 - Education
3 - Public Awareness
4 - Financial Resources
5 - Human Resources
6 - Technology
7 - Governance

Kansas Tourism
1 - Educate and Engage
2 - Carry the Kansas Image
3 - Build Awareness
4 - Motivate Consumers
5 - Stimulate Planning
6 - Public Relations and Group Travel
7- Cooperative Marketing

8

Conceptual Boundary

The boundary that is currently being analyzed is based upon a road based tourism scheme. Where the tourist experience is 50% scenic road views and 50% asset experience. The boundary to the north is Interstate 80 and in the south is Interstate 70. The eastern most road is highway 77 from Lincoln to Manhattan and the western road is 183 from Elm Creek to Hays.

Each of the roads has its own sense of place as determined in Phase 3.1 as well as each road has a gateway city. These gateway cities are where most of the visitors will be drawn away from to experience the landscape and culture of this proposed NHA.

9

Framework Plan

The Framework Plan has been started through the collaboration of the University of Nebraska's College of Architecture Landscape Architecture Vertical Studio and key stakeholders within the area that have a keen interest in the idea of becoming a National Heritage Area. Each of these stakeholders has been vocal in their opions during each phase of the process which helps futher the future framework of the area becoming a National Heritage Area.

The status of the framework is in development and would need futher collaboration to meet the requirements of a NHA.

Little Colorado River National Heritage Area Initiative

The framework for this initiative is an example that can be used to begin the initiative for the Heritage Area we are proposing.

Principles
Heritage Education
Voluntary Preservation
Security of Property Rights
Local Management

Goals
1 - Development and Incerase of Heritage Tourism, and a Resulting Boost in Economic Revenues and Value of Local Lifestyles

2 - Additional Source of Funding for Locally Importatn Projects Pertaining to Cultural Education and Resource Conservation

3 - Increased Ability to Effectively Network with Multiple Organizations on a Regional Scale and Pool Resources to Complete Tourism, Educational, and Conservation Projects

4 - Increased Support for Local, Rural Economies

5 - Expanded Opportunities and Resources for Volunteer Stewardship of Natural Resources and Elements of the Region's Heritage

6 - Balanced Preservation and Promotion

10

Regional Cultural Heritage Tourism

University of Nebraska-Lincoln • College of Architecture • Nebraska Extension Center for Rural Entrepreneurship • Willa Cather Foundation • Red Cloud Community Foundation Fund • City of Red Cloud • Red Cloud Chamber of Commerce • Webster County

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Centre, UNESCO World Heritage. "The Criteria for Selection." UNESCO World Heritage Centre. N.p., n.d. Web. 18 Apr. 2017.
Chumley, Cheryl. "National Heritage Areas: Costly Economic Development Schemes that Threaten Property Rights." The Heritage Foundation. N.p., n.d. Web. 18 Apr. 2017.
Department of the Environment and Energy. "National Heritage List criteria." Department of the Environment and Energy, Department of the Environment and Energy, 23 Apr. 2008. Web. 18 Apr. 2017.
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"National Heritage Areas (U.S. National Park Service)." National Parks Service. U.S. Department of the Interior, n.d. Web. 18 Apr. 2017.
"The Alliance of National Heritage Areas | Home." Alliance of National Heritage Areas. N.p., n.d. Web. 18 Apr. 2017.

High Grade Medium Grade Low Grade

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PLANES, TRAINS AND CRANES: A NATIONAL HERITAGE AREA

Synergies

Museums

Location of museums in region

Mission

Preserve and portray the inspiring era of the pioneer town builders who created the first communities in Nebraska. - Stuhr Museum

Partnership

Associations Involved:
- Stuhr Museum
- Hastings Museum

Visitors gain free admission to one museum after buying a membership for the other. For example, if someone buys a membership to the Hastings Museum they receive free admission into the Stuhr Museum.

How was it formed?

The realization to create this came when they decided they should work together instead of competing. This has been in place for more than 20 years and they sometimes work with the MONA in Kearney.

Benefits of Partnership

- Come together to form a bigger product
- Promotes each business
- Allows users to make a case to come to the area

Challenges of Partnership

- Restructuring agreements
- Hard to coordinate different events
- Communication

History

Past

The Stuhr Museum has tried to work with other organizations in the past but they have not worked or were unable to continue them. These are the places they worked with in the past:

- MONA
- Grand Island Library
- Grand Island Historical Society

Present

Currently the Stuhr Museum works with the Hastings Museum but they also have discounts at other Living History Museums across the nation including:

- Adirondack Museum
- Connor Prairie
- George Ranch
- Strawberry Banke
- Old World Wisconsin
- Old Salem

Future

The Stuhr Museum would like to partner with other organizations. These include:

- Willa Cather Foundation

Grand Island Library

Museum of Nebraska Art

Old Salem Tavern

Old World Wisconsin

Willa Cather's Childhood Home

Red Cloud's Opera House

Sources:

Hastings Museum, hastingsmuseum.org/. Accessed 20 Apr. 2017.

Stuhr Museum of the Prairie Pioneer, www.stuhrmuseum.org/. Accessed 20 Apr. 2017.

Bird Trifecta

Location of bird trifecta organizations

Mission

Working together to create an experience for bird lovers.

Partnership

Associations Involved:
- Harlan County Tourism
- Audubon Rowe Sanctuary
- Nebraska Tourism Commission
- Kearney Visitors Bureau
- McCook Visitors Bureau

Each establishment advertises the other so people interested in birds can see all of them when they migrate to this area.

How was it formed?

They formed this in response to bird watchers want to see multiple types of birds. The people who see cranes want to see more and very few know about the prairie chickens. This is a very recent partnership.

Benefits of Partnership

- Marketing partnership
- Tourist Increase
- Attracted press attention

Challenges of Partnership

- Marketing partnership
- Coordination
- Unpredictable weather conditions

History

Past

Since the Bird Trifecta was created within the last year, they haven't worked with anyone else in the past.

Present

The McCook Visitors Bureau works with other organizations to create the Bird Trifecta. They include these organizations:

- Harlan County Tourism
- Audubon Rowe Sanctuary
- Nebraska Tourism Commission
- Kearney Visitors Bureau

Future

While it is new, many places don't know they can join this partnership. They have been approached by other places and are seeking others to join as well. These include:

- South Platte region
- Funk Lagoons
- Reservoirs owned by Game and Parks

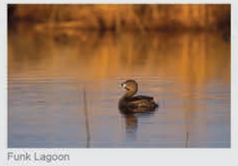
Prairie Chicken

Whooping Crane

Audubon Rowe Sanctuary

Kearney Visitors Bureau

Swanson Reservoir in Trenton, Nebraska



Funk Lagoon

Sources:

Nebraska Spring Birding Trifecta, www.nebraskaspringbirding.com/. Accessed 19 Apr. 2017.

SPUCC

Location of SPUCC organizations

Mission

South Platte United Chamber of Commerce works diligently to improve opportunities for our youth to return to their home towns to live, prosper, and raise families.

Partnership

Associations Involved:
- Arapahoe Chamber of Commerce
- Axtell Area Chamber of Commerce
- Black Hills Energy
- City of Curtis
- Farm Bureau Federation
- First Bank and Trust Company
- GROW Nebraska
- Hastings Area Chamber of Commerce
- Kearney Area Chamber of Commerce
- McCook Area Chamber of Commerce
- and more!

Benefits of Partnership

- Marketing strategies
- Community involvement
- Being seen from outside leads people to be members

Challenges of Partnership

- Difficult to get younger people involved
- Low donor involvement
- Membership commitment

History

Past

This organization was started in the 1930s with only a few city communities and started with tourism in the early 50s.

Present

Currently, they are working with city communities, local companies, and even education systems. Some of the tourist areas being promoted were started by SPUCC.

Future

SPUCC is having difficulty trying to expand because current members are older. They are looking at other areas in the region.

City of Minden

City of McCook

University of Nebraska, Lincoln

GROW Nebraska

North Platte Railroad

City of Stockville

Sources:

South Platte United Chambers of Commerce, spuccne.com/. Accessed 19 Apr. 2017.

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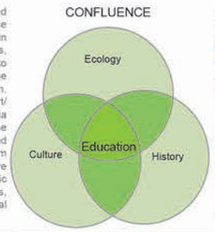
PLAINS, TRAINS, AND CRANES: A LIVING HISTORY IN RURAL AMERICA

Sense of Place: Framework

Maya Lin: Confluence

Confluence is a community supported nonprofit that connects people to place through art and education. They work in collaboration with Northwest communities, tribes and celebrated artist Maya Lin to create reflective moments that can shape the future of the Columbia River system. Lin created a series of seven large art/landscape installations along the columbia river, based on the cultural history of the sites. Five of them in Washington, and two of them in Oregon, but one of them not been built. And now, they share stories of this river through six public art installations, educational programs, community engagement and a rich digital experience.



Sandy River Delta Bird Blind, Oregon

Cape Disappointment State Park, Ilwaco, Washington

Vancouver Land Bridge, Vancouver, Washington

Sacajawea State Park, Pasco, Washington

Cenko Park, Oregon (not built)

Chief Timothy Park, Clarkston, Washington

Each work references a passage from the Lewis and Clark journals as a snapshot in time, while comparing it with the deeper story. It encompasses work in over 15,000 acres of state and federal land that is now being restored as an integral part of the project.

Principles:

1. Using sites to reveal native landscapes in an immersive experience to engage visitors an immediate and powerful connection with the land
2. Using the historical and cultural histories of a common region to give regional context while also informing individual sites
3. Using collaboration with local communities and peoples to create "teachable places," transformed and reimagined to explore the confluence of history, culture and ecology in a region.

National Heritage Area (NHA):

National Heritage Areas (NHAs) are designated by Congress as places where natural, cultural, and historic resources combine to form a cohesive, nationally important landscape. Through their resources, NHAs tell nationally important stories that celebrate our nation's diverse heritage. NHAs are lived-in landscapes. Consequently, NHA entities collaborate with communities to determine how to make heritage relevant to local interests and needs.

Benefits of a NHA:

1. Sustainable economic development – NHAs leverage federal funds (NHAs average $5.50 for every $1.00 of federal investment) to create jobs, generate revenue for local governments, and sustain local communities through revitalization and heritage tourism
2. Healthy environment and people – Many NHAs improve water and air quality in their regions through restoration projects, and encourage people to enjoy natural and cultural sites by providing new recreational opportunities.
3. Improved Quality of Life –Through new or improved amenities, unique settings, and educational and volunteer opportunities, NHAs improve local quality of life.
4. Education and Stewardship – NHAs connect communities to natural, historic, and cultural sites through educational activities, which promote awareness and foster interest in and stewardship of heritage resources.
5. Community Engagement and Pride – By engaging community members in heritage conservation activities, NHAs strengthen sense of place and community pride.

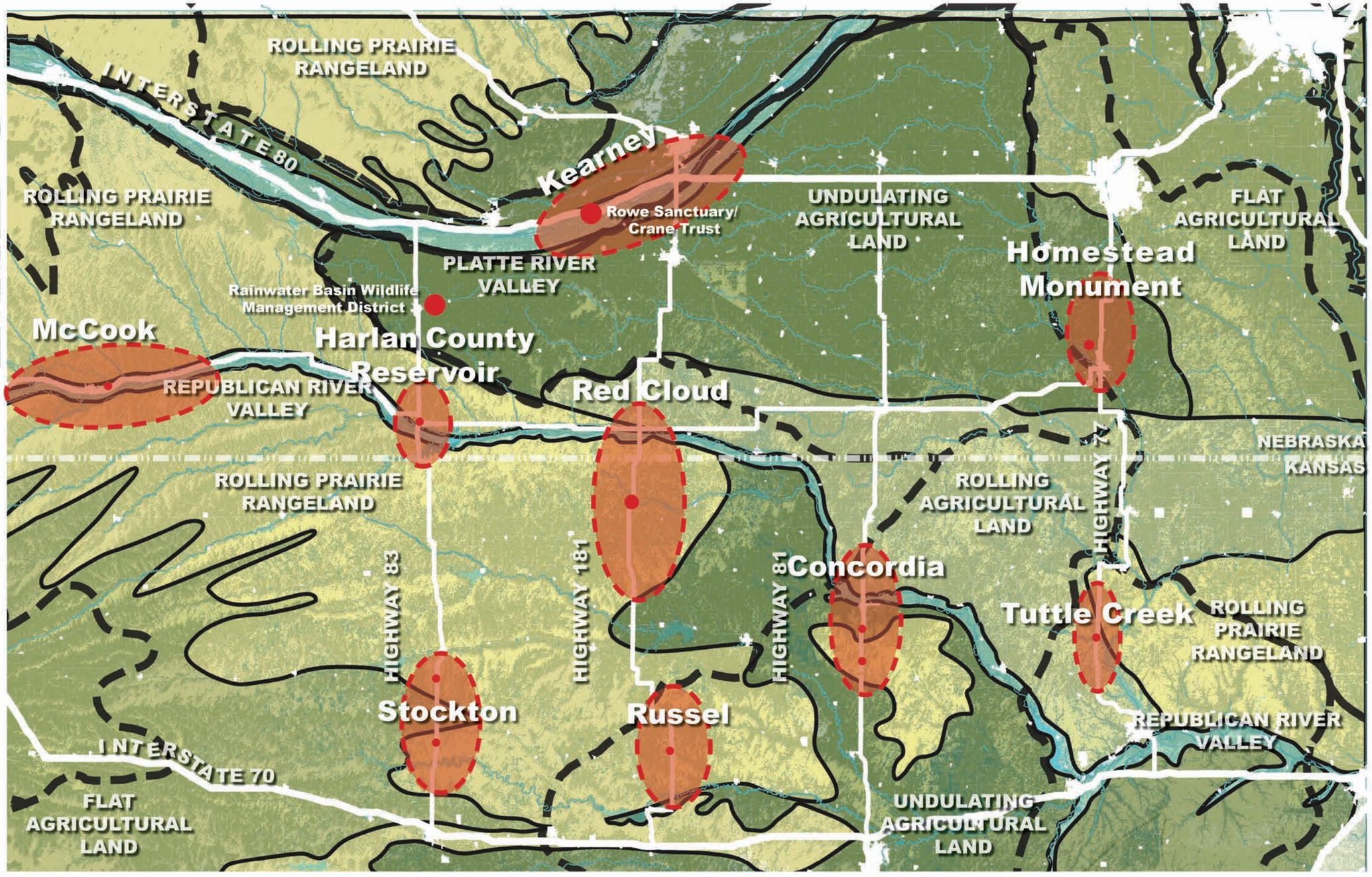
Goals of a NHA:

1. History and Heritage Development
2. Conservation
3. Recreation
4. Education

Sources:

National Park Service. "What is a National Heritage Area?" https://www.nps.gov/subjects/heritageareas/index.htm

Lin, Maya. Confluence Project 2017 Website. http://www.confluenceproject.org/



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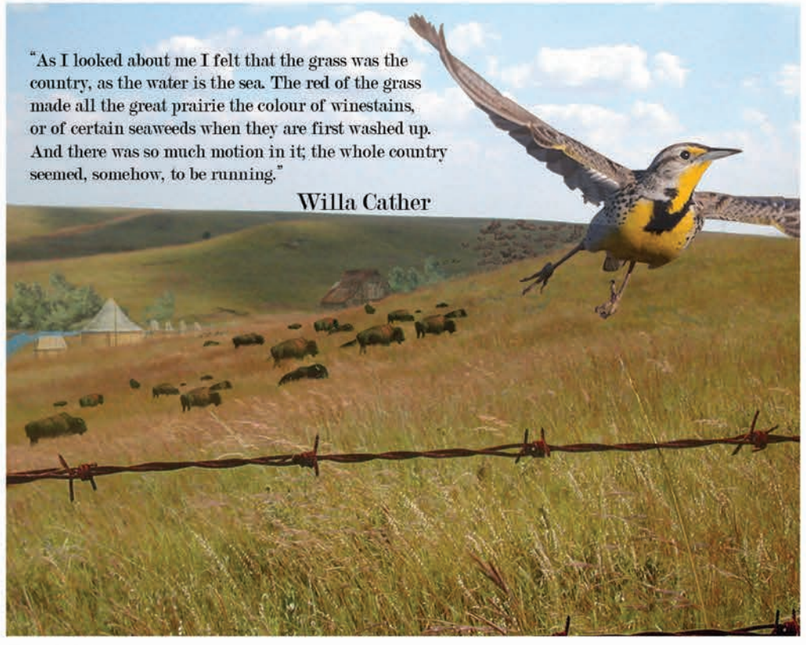
PLAINS, TRAINS, AND CRANES: A MOSAIC OF CULTURE & HISTORY

A Framework for Revealing Our National Heritage Area



Prairie

History and Heritage Development

-Telling the stories of homesteaders and early settlers

-Provide a window into the lands of native peoples prior to Ameri-European Settlement

-Recreating the sense of place that existed during early settlement

-Connecting local communities to local heritage and history of settlement

Conservation

-Conserving Prairie Ecosystems

-Working to boost populations of threatened prairie species

-Use tourism as an education tool to spread conservation efforts

-Work with local landowners to promote conservation and sustainable land stewardship processes

Recreation

-Provide an ammenity that is available for the public as well as tourist visitors

-Provide immersive experiences that allow people to understand the sense of place in the prairie ecosystem

-Create opportunities for recreational activities that relate to a common settlement history and regional heritage

Education

-Provide resources for community members and visitors to spread conservation and prairie preservation initiatives

-Use praire landscapes as a research space

-Use recreation and storytelling as a way to connect people to the sense of place of this area within a larger heritage framework

Agriculture

History and Heritage Development

-Telling the stories of homesteaders and early settlers

-Giving a history of agriculture's role in the region and the larger great plains

-Create a narrative of changing farming techniques, machinery, and social dynamics

-Look to agriculture as a common landuse that binds this region together and helps visitors understand the way of life and sense of place within the region

Conservation

-Use tourism as an education tool to spread soil and water conservation efforts

-Work with local landowners to promote conservation and sustainable land stewardship processes

-Use an agricultural history to show the role the region has historically played in food production for the United States and how conservation practices have changed over time

Recreation

-Provide an ammenity that is available for the public as well as tourist visitors for recreational activities

-Provide immersive experiences that allow people to understand the role of agriculture on the native landscape and shaping the region

-Create opportunities for recreational activities that relate to a common settlement history and regional heritagex

Education

-Provide resources for community members and visitors to spread conservation initiatives

-Use the landscape to help educate visitors on the common agricultural background of many of the areas communities

-Provide an area to continue agricultural reseach and extension to help preserve the farming industry and history of the region

Platte River

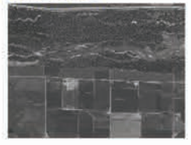
History and Heritage Development

-Show the relationship of the Platte River to the rail network and thus settlement throughout the region

-Convey the signifigance of the Platte River to agricultural settlement and land production along the river

-Use the Platte River as a way to add interest and draw parallels between historical and modern routes throughout the region that have developed and evolved over time

Conservation



-Show the River's importance to the crane migration to encourage conservation efforts of the river

-Work with local agricultural interests to promote better water stewardship practices

-Connect with entities such as the Rowe Audobon Center and the Crane Trust to capitalize off of tourist money for conservation efforts

Recreation

-Provide an ammenity that is available for the public as well as tourist visitors for recreational activities

-Provide immersive experiences that allow people to understand the role of the Platte River in ecological, historical, and cultural realms

-Create opportunities for recreational activities that relate people to a common settlement history and regional sense of place

Education

-Provide resources for community members and visitors to spread conservation initiatives

-Use the landscape to help educate visitors on the importance of the Platte River to the cranes and other fauna while also telling the settlement history enabled by the Platte River

-Link with area assets that are telling the story of the Platte River to provide a varied tourist experience for visitors

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PLAINS, TRAINS, AND CRANES: A NATIONAL HERITAGE AREA

Prototype for a National Heritage Area

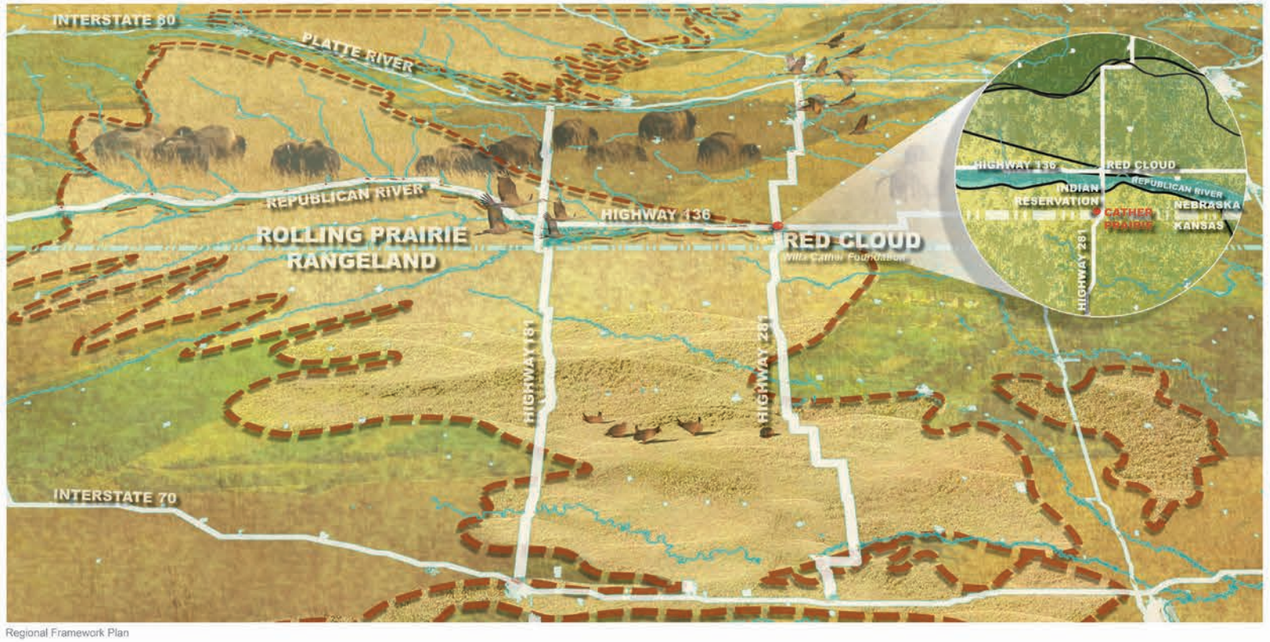
Willa Cather Memorial Prairie:

In August 1974, The Nature Conservancy purchased, with the help of the Woods Charitable Fund, roughly 612 acres of native prairie in southern Webster County, Nebraska. In 1975, the prairie was dedicated as the Willa Cather Memorial Prairie. Over-grazing and the use of herbicides has reduced the biological diversity of not just the Cather Prairie, but nearly all of the Great Plains grassland areas. The Willa Cather Foundation continues to dedicate significant time and effort to restoring the Prairie to its pre-1900s condition.

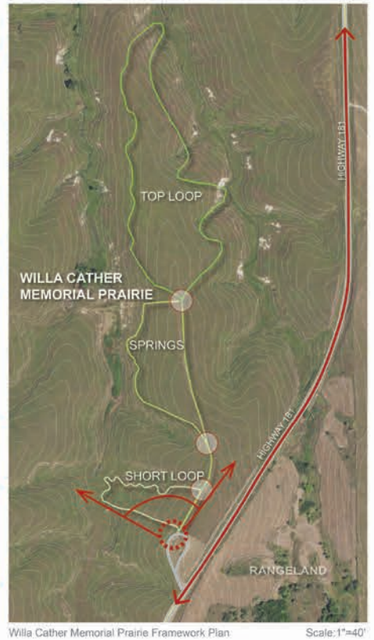
The preservation of the Cather Prairie is part of a holistic approach to the study of American art, history, and culture through the works of Willa Cather, who championed the prairie and its "fierce strength, its peculiar, savage kind of beauty, its uninterrupted mournfulness."

Sense of Place and Landscape Character

Exceeds Expectations
Rolling Prairie Rangeland
Rolling topography
Restored prairie land with no agricultural management
Sweeping views from the road



Regional Framework Plan



Willa Cather Memorial Prairie Framework Plan Scale: 1"=40'

Potential Intervention Site Plan for Willa Cather Memorial Prairie

Identify and communicate qualities of place

Goals and Objectives

1. Give a sense of "brand identity."
The site reflects a strong narrative that fits within the National Heritage Area's national cultural story.

2. Integrate, guide, and focus place managment

3. Establish connection between landscape character and assets
The landscape character of the site is communicated and works to orient users to areas surrounding with a similar sense of place.

4. Be able to experience the natural landscape
Provides immersive recreational opportunities.

5. Identify and communicate qualities of place
Site design facilitates user understanding of the sense of place and its relationship to the surrounding context and national cultural story.

Integrate, guide, and focus place management

Experiencing the natural landscape

Sources:

- National Park Service. "What is a National Heritage Area?" https://www.nps.gov/subjects/heritageareas/index.htm

- Lin, Maya. Confluence Project 2017 Website. http://www.confluenceproject.org/

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0' 2500' 5000' 10000' 20000'

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PLANES, TRAINS AND CRANES: A NATIONAL HERITAGE AREA

Community Engagement

Facilitators

Description: The process of facilitating is a way of providing leadership without taking the lead.

Task Force

Description: Groups selected for their expertise, their history in the organization, and their interest in the project.

Possible Contributors: Rowe Sanctuary-Audubon, Willa Cather Foundation, Eisenhower Presidential Library, Museum and Boyhood Home, Homestead National Monument, Stuhr Museum,

119 Stakeholders

Description: A stakeholder is any person, organization, social group, or society at large that has a stake in the business.

Contributors:

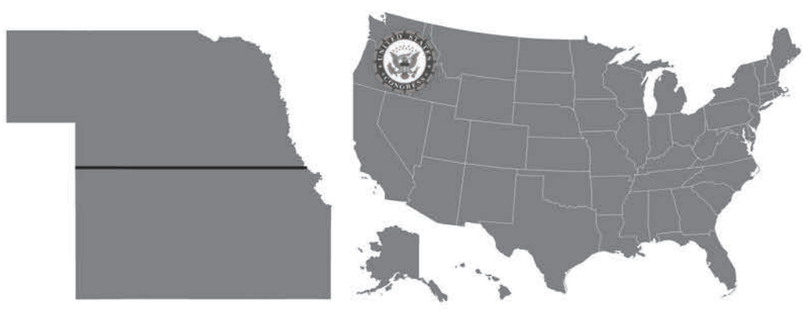
Homestead National Monument
Stuhr Museum
Hastings Museum
Sternberg Museum of Natural History
The Archway Monument
Pioneer Village
Willa Cather Childhood Home
Deines Cultural Center
Eisenhower Presidential Library, Museum and Boyhood Home
The Carnegie Building
Orphan Train Complex
Brown Grand Theatre
Fort Hays State Historic Site
Ellis County Historical Society
Red Willow State Recreation Area
Museum of the High Plains
C&R Railroad Museum
Fort Bissell Museum
Willa Cather Memorial Prairie
Wilson State Park
4th of July Event
Rooks County State Park
Shiloh Vineyard
Pelican Migration-Kanaas County Reservoir
George Norris Home
Prairie Chicken Watching
Rooks County Free Fair
Crane Watching
Whole Wall Mural
St. Joseph's Church
Cedar Bluff State Park
Walter P Chrysler House
Marshall County Historic Courthouse
Lifeltei Murals
Norton County Museum
Station 15
Old Dutch Mill
Webster Reservoir
Historical Society
World's Largest Porch Swing
They Also Ran Gallery
They Also Ran Gallery
Kansas Biggest Rodeo
Russell County Fossil Station
Trego County Museum
Eisenhower Park F-14
Great Plains Welsh Heritage Project
Holm House
Nazareth Convent
Cloud County Historical Museum
POW Camp Concordia
Pony Express Museum
Veteran's Memorial
Ice Age Monument
Boston Corbett Dugout
Ellis Railroad Museum
Little Miss Liberty
Rooks County Historical Society & Museum
Greyhound Hall Of Fame
Plainsman Museum
Edgerton Explorit Center
Republic County Museum
Downtown Walking Tour
100th Meridian Museum
Robert Henri Museum
Fairbury City Museum
Rock Island Depot
Jefferson County Courthouse
Geneva House
JM Burki House
Fillmore Courthouse
Majestic Theatre
Thayer County Courthouse
Buffalo Commons
Buffalo Soldier Memorial
CL Hoover Opera House
G.W. Frank Museum of History and Culture
MONA
Trails & Rails Museum
Nebraska Firefighters Museum
Fort Kearney Museum
Kearney Area Children's Museum
The Audon Rowe Center
Flint Hills Discovery Center
Frank Lloyd Wright House
US Highway 36 Museum
Prairie Dog State Park
Main Street Historic District
Minor House
Willa Cather House
Farmer's and Merchant's Bank Building
First Baptist Church
Grace Protestant Episcopal Church
Webster County Courthouse
Granny Mae's Pumpkin Patch
Grassroots Art Center
Smoky Hill Museum
Olde Glory Theatre and Community Hall
Seward County Historical Museum
World's Largest Time Capsule
Pony Express Station & Museum
Gothenburg Historical Museum
Sod House Museum
Raising Nebraska
WWII Naval Ammunition Depot
Central Historic Housing District
Ellis County Fair
Art Walks
Veteran's Memorial
Fort Butler Marker
POW Historical Marker
Majestic Theatre

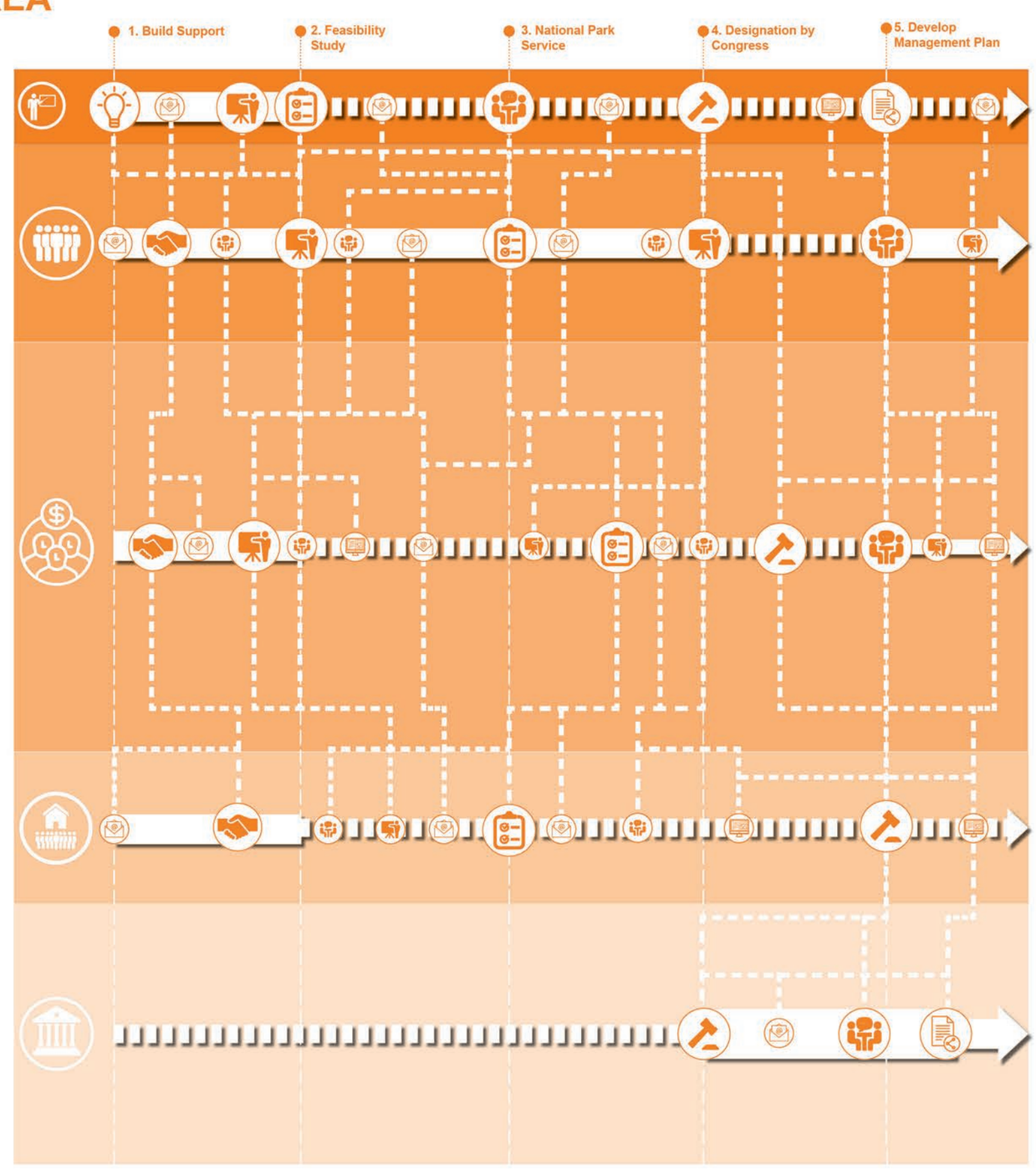
336 Communities:

Description: The people with common interests living in a particular area

Contributors:

Lincoln
Manhattan
Grand Island
Salina
Kearney
Hastings
Junction City
Hays
Beatrice
Lexington
York
McCook
Seward
Crete
Abilene
Holdrege
Concordia
Russell
Aurora
Wamego
Clay Center
Cozad
Fairbury
Beloit
Gothenburg
Marysville
Waverly
Ellsworth
Norton
Minden
St. Marys
Phillipsburg
Herington
Geneva
Milford
Ogden
Ellis
Minneapolis
Belleville
Superior
Plainville
Wakeeney
Wilber
Gibbon
Oberlin
Smith Center
Hickman
Scottsville
Hebron
GrandView Plaza
Sutton
Hill City
Wymore
Osborne
Chapman
Ravenna
Stockton
Wood River
Lincoln Center
Victoria
Hoxie
Alma
Washington
Soloman
Cambridge
Shelton
Friend
Arapahoe
Red Cloud
Blue Rapids
Harvard
Franklin
Henderson
Wakefield
Riley
Curtis
Blue Hill
Elm Creek
Downs
Kenesaw
Manhattan
Utica
Enterprise
Doniphan
Cairo
Wilson
Oxford
Westmoreland
Clay Center
Juniata
Bertrand
Decatur
Frankfort
Axtell
Bennet
Stockville
Clyde
Elwood
Onaga
Hanover
Waterville
Bennington
Alta
St. George
Beaver City
Overton
Exeter
Firth
Logan
Dorchester
Indianola
Adams
Fairmount
Clifton
Millonvale
Milford
De Witt
Glasco
Edgar
Kanopolis
Nelson
Cortland
Kensington
Caneker City
Leonardville
Holyrood
Glen Elder
Jewell
Hampton
Assaria
Linn
Plymouth
McCool Junction
Almena
Axtell
Gypsum
Beaver Crossing
Eustis
Lucas
Fairfield
Orleans
Malcom
Loomis
Oak Hill
Hildreth
Scandia
Hope
Delphos
Wilcox
Giltner
Campbell
Pleasanton
Shickley
Natoma
Gorham
Greenleaf
Blue Springs
Tescott
Glenvil
Odell
Lawrence
Davenport
Phillips
Jamestown
Courtland
Milligan
Bartley
Sylvan Grove
Bruning
Palco
Bradshaw
Agra
Brookville
Maywood
Diller
Panama
Lenora
Amherst
Staplehurst
Bladen
Sumner
Waco
Roseland
Western
Benedict
Chester
Clatonia
Marquette
Guide Rock
Gresham
Roca
Hendley
Olsburg
Belden
Lebanon
Garland
Smolan
Holstein
Hallam
Tipton
Schoenchen
Holbrook
Bellvue
Trumbull
Pleasant Dale
Beattie
Pickrell
Luray
Funk
Morgarwille
Emmett
Boc
Denton
Locesville
Dorrance
Stamford
Riverdale
Alexandria
Burr Oak
Kirwin
Famam
Woodbine
Raymond
Dayton
Randolph
Beverly
Barnes
Hardy
Summerfield
Cuba
Morrowville
Morland
Davey
Goehner
Norcatur
Republican City
Herdville
Bogue
Upton
Hollenburg
Sprague
Lorraine
Cambria
Woodsion
Miller
Long Island
Prairie View
Havensville
Edison
Damar
Filley
Endicott
Atlanta
Green
New Cambria
Grafton
Ruskin
Culver
Jansen
Republic
Bamesion
Olivova
Gaylord
Vermillion
Palmer
Collyer
Naponee
Tobias
Haddam
Alton
Portis
Bloomington
Danbury
Munden
Esbon
Zurich
Edyville
Jennings
Glade
Manchester
Wheaton
Narka
Ayr
Swanton
Formoso
Wilsonville
Nora
Carleton
Riverton
Simpson
Mahaska
Byron
Lebanon
Longford
Liberty
Heartwell
Barnard
Reynolds
Agenda
Hubbell
Dewesse
Oketo
Prescott
Oak
Randall
Ong
Thayer
Steele City
Aurora
Virginia
Clayton
Hunter
Smithfield
Edmond
Paradise
Harlene
Belvidere
Sanborville
Virang
Athol
Stockham
Huntley
Norman
Carlton
Dresden
Gilead
Ragan
Speed
Moorefield
Waldo
Cowles
Lushton
Strang
Webber
Cedar





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