



Bring your heritage  
destination to life.

John Carrel cc

## HERITAGE TOURISM WORKSHOPS

How can you maintain your destination's competitiveness and sustainability in an increasingly crowded tourism market?

How effectively is your organization distinguishing its offerings from other regional and national competitors?

The answer lies in discovering and promoting the untapped cultural assets of your destination. The local cuisine, crafts, music, festivals, and landscapes that comprise the distinctive heritage of your destination are offerings that no rival can imitate.

Our workshops can provide your staff with the knowledge and practical tools needed to identify, develop, and promote these untapped heritage assets.

## Introduction to 21st Century Heritage Tourism

### NEW AUDIENCES, NEW TRENDS

In the experience economy, visitors don't seek landmarks. They seek memories.

In this workshop you will learn about:

- ✓ The wealth of intangible heritage offerings at every destination.
- ✓ Growing market segments of tourists who seek cultural authenticity.
- ✓ Case studies of the successful development of heritage cuisine, crafts, and hands-on visitor experiences.

Half day workshop \$1200 + travel

## Discover Your Untapped Heritage Resources

### WIDENING THE HERITAGE OFFER

A destination's competitive advantage lies in inspiring local cultural creativity.

In this workshop you will learn:

- ✓ Proven tools to identify regional folklore, crafts, cuisine, and events for expanding your destination's offer.
- ✓ How to ensure that new cultural offerings embody authentic local values and skills.
- ✓ How to incorporate new cultural offerings into the destination's brand identity.

Two day workshop \$2800 + travel

## The Heritage Community as Brand Ambassadors

### DELIVERING BRAND PROMISES

DMOs can catalyze support of local heritage entities to enhance destination appeal.

In this workshop you will learn:

- ✓ How to identify the various groups and individuals who comprise your destination's heritage community.
- ✓ Inclusive strategies to engage local communities and craftspeople as partners in a heritage tourism offer.
- ✓ Techniques for building local business and management capacity to provide high quality visitor experiences.

Full day workshop \$1800 + travel

## Communicating the Distinctiveness of Your Destination

### REVEALING A SENSE OF PLACE

Heritage is the cornerstone of a destination's authentic story. Make sure it's seen and heard.

In this workshop you will learn:

- ✓ How to assess the effectiveness of your destination's brand appeal to heritage and cultural tourists.
- ✓ How to adapt your destination's brand identity to reflect local heritage values and an authentic sense of place.
- ✓ How to implement destination-wide interpretation standards to increase visibility and legibility of local heritage assets.

Full day workshop \$1800 + travel



**Neil Silberman** is a historian and heritage interpretation specialist. He has published widely on archaeology and heritage and has developed interpretation plans for museums and heritage sites

in Europe, China, and the Middle East. As an author, he has published extensively on the interface of history, heritage, and contemporary society.

From 2004–2007 he served as the director of the Ename Center for Public Archaeology and Heritage Presentation in Belgium and from 2008–2012 he taught at the University of Massachusetts Amherst, USA.

He was editor-in-chief of the 3-volume *Oxford Companion to Archaeology* (2013) and presently serves as president of the ICOMOS Committee on Heritage Interpretation and Presentation.



**Dr. Angela Labrador** is an anthropologist who specializes in identifying local values, resources, and systems for cultural heritage protection. Experienced in engaging with a variety of stakeholders, she utilizes

rapid ethnographic assessment tools and information technology to elicit, analyze, and communicate host communities' cultural values and map them to their associated heritage assets.

She has applied these methods in the United States and the Caribbean, to offer non-profits, educational institutions, and private-public partnerships innovative approaches for sustainable tourism.

She has taught cultural property courses at the University of Massachusetts Amherst, USA. She is currently the Reviews Editor for the journal *Heritage & Society*.

## About Coherit Associates

Coherit was founded in 2012 as a sustainable heritage consultancy and currently serves as the technical coordinators of an Organization of American States (Office of Culture and Tourism) project in 13 Caribbean nations to improve the capacity and economic potential of community-driven heritage and tourism.

The three founding partners of Coherit have extensive experience in heritage planning, training, and interpretation in the US and abroad. We have provided services to the following clients:

- USAID
- Department of Defense
- National Park Service
- Mt. Holyoke College Art Museum
- CitySeed, Buy CT Grown
- Pittsburgh Parks Conservancy
- UMass Archaeological Services
- European Commission
- Province of East-Flanders, Belgium
- Israel National Parks Authority
- Israel Museum, Jerusalem
- Jordan Ministry of Tourism
- Municipality of Zons, Germany
- Municipality of Stevensweert, Netherlands
- Heritage House, Roermond, Netherlands
- Municipality of Bethune, France
- Bel-Val Park, France
- Municipality of Xi'an, China