

2010 National Historic Trails UPDATES

Wednesday, May 12 - Friday, May 14

REGISTRATION INFORMATION:

Registration for the 2010 Historic Trails Workshop is scheduled to open April 1, on the new PNTS website, www.PNTS.org. (The original PNTS website will also automatically direct you there). Complete information will be added at that time. **See below for workshop theme and tentative schedule.**

Registration for hotel rooms is now open. Call the Riverwalk Plaza hotel at **(210) 225-1234** **begin_of_the_skype_highlighting** **(210) 225-1234** **end_of_the_skype_highlighting**. Specify that you are calling as part of a group and **ask for Donny Carrasco in the sales department (ex. 8702)** between 10am - 4 pm Central Time Monday-Friday. If you are unable to call during that time period, leave a message with your name, contact info, and the group code, and Mr. Carrasco will get back to you. **Our group code is #3193**

2010 National Historic Trails Workshop Cultural and Heritage Tourism: Trails As Destinations

The 2010 National Historic Trails Workshop will focus on the interdependence between tourism fundamentals, including targeting specific audiences, partnerships & marketing, and land preservation topics such as protecting heritage corridors. Through a series of interactive discussions and presentations by preservation and heritage tourism experts from around the world, the workshop will address questions such as:

- Who are the target audiences for heritage tourism on the National Historic Trails?
- What engagement and marketing techniques can strengthen tourism, and ultimately stewardship, of the NHTs?
- How can we make the stories of the NHTs relevant to the next generations while keeping the values and perspectives of diverse historic and cultural perspectives?
- How do we define heritage corridors in terms of both landscape and cultural attributes?
- How can the heritage corridor approach strengthen the case for and facilitate preservation of NHT landscape settings?

Tentative SCHEDULE

for NHT Workshop

Tuesday, May 11

Opening reception and hors d'oeuvres 6:00 pm- 9:00 pm
Camera Obscura presentation - John Serkin 7:45 pm

Wednesday, May 12

Board buses for field trips and service projects 8:00 am

Trail Service Work 9:00 am -11:00 am

Lunch

Field Trip Tours and hikes 11:30 am - 3:30 pm

Dinner at hotel 6:00 pm - 7:00 pm

Laura Mandala - Findings from Recent Heritage Tourism Survey 7:00 pm - 8:00 pm

Thursday, May 13

Intro to Heritage Tourism; Review of Field Trips 8:00 am

DEVELOPMENT AND MARKETING: UNDERSTANDING "AUDIENCE"

Daniel Mattson - Developing Heritage Corridors: A How-To Approach for Heritage Tourism

Break

Phyllis Yeager - Case Study: Cultural and Heritage Tourism on the Lewis & Clark NHT

Daniela Jelencic, PhD - A Critical Look at Europe's Cultural Routes

Q & A Discussion Session

Lunch

Robert Miller, PhD - History in Heritage Corridor Narratives

Q & A Discussion on incorporative diverse cultural and tribal stories into tourism

Break

ENGAGING THE NEXT GENERATIONS AS AUDIENCES AND STEWARDS

Parker Bradley - Virtual Geocaching

Robert Guzman and Students from Tejana Middle School - Building Enthusiasm for & Ownership of Historic Resources

Break

James Parrent - Engaging Youth in Hands-On Preservation Efforts

Mark Henderson, Paul Ostapuk, Diana Hawks -Developing a Trail Stewardship Program through "Volunteerism"

Q & A Discussion on next generations and community stewardship

Dinner on your own

Friday, May 14

DEFINING AND PROTECTING HERITAGE CORRIDORS

Dave Welch - Intro to Preservation for historical perspective; Tools for Preservation

Rebecca Schwendler - Defining & Protecting Trails as Heritage Corridors

Q & A Discussion

Break

Maddy Pope and Scott Parker - Land Acquisition: Tools and Techniques

W. Garrett Jackson - An Overmountain Victory NHT Case Study in the Power of Partnerships

Q & A Discussion

Tom Harper - Aerial Vehicles for Mapping and Monitoring Trails

Lunch**David Welch - Case Study**

Eugene Marino - Intersection of Historic Trails and Wildlife Refuges

Laurie Frantz - NHTs and Scenic Byways

Christopher Douwes - National Historic Trails and the FHWA

Q & A Discussion

Break

BLM Panel

Steve Elkinton - Wrap up

Dinner on your own

"Fiesta Noche del Rio" Traditional Music and Dance Performance at outdoor riverside theater