

TEXAS HERITAGE TRAILS PROGRAM CONNECTION



Raising awareness of the importance of historic preservation to the tourism industry

JAN/FEB 2008 • COMMUNITY HERITAGE DEVELOPMENT DIVISION • P.O. BOX 12276, AUSTIN, TX 78711 • 512/463-6092



JOHN VEVERKA CONDUCTING INTERPRETATION WORKSHOP SESSIONS AT 2008 ANNUAL

CONFERENCE

According to John Veverka, a historic site without interpretation is just “an old site!” You will have a chance to question John about this and more during the Annual Historic Preservation Conference at the Corpus Christi Omni Bayfront Hotel, May 1–3, Veverka will conduct two workshop sessions entitled, “The Role of Interpretation in Creating Sustainable Heritage Experiences” and “The Power of Regional Interpretive Planning.” He will also facilitate a discussion group focused on audience interpretive planning issues.

Many of you attended one of the Preserve America Grant Workshops that John conducted around the state last summer on interpreting historic resources. John is not only an internationally recognized certified interpretive planner and trainer, but also a dynamic speaker. Visit his web site at www.heritageinterp.com to see where in the world John is currently working and to learn more about interpretive planning.

John wants you to remember that “Interpretation is the most powerful communication process we have available to us to communicate the story of our sites to visitors. The roots of interpretation grew from the fields of advertising, consumer behavior studies, marketing and psychology of

audience principles. It is a hybrid of these professions mixed with fact-based knowledge (history, ecology, etc.). Interpretation is not a luxury for heritage tourism – it is a requirement for financial success.” We will send additional information about the conference on the Heritage Tourism listserv as soon as it is available. Hope to see you in May!

FORT DAVIS NAMED TO NATIONAL TRUST 2008 LIST OF AMERICA’S DOZEN DISTINCTIVE DESTINATIONS

The National Trust for Historic Preservation recently announced the selection of its 2008 Dozen Distinctive Destinations. Each year since 2000, the National Trust for Historic Preservation has selected 12 vacation destinations across the United States that offer an authentic visitor experience by combining dynamic downtowns, cultural diversity, attractive architecture, cultural landscapes and a strong commitment to historic preservation and revitalization. With no traffic lights or chain stores, Fort Davis is a gateway to an unspoiled terrain, offering an extraordinary blend of majestic scenery, abundant wildlife and cultural resources that bring to life the history of the 19th century western frontier. For more information about Fort Davis and the other eleven distinctive destinations, please visit: <http://press.nationaltrust.org>.

TOURISM QUIZ: Which Texas town claims the title of “largest rattlesnake roundup”? (See *Connection* back page for the answer.)