

contacts

The following is a partial listing of local, regional, state and national organizations that can be of assistance:

AMERICAN ASSOCIATION OF MUSEUMS

A national membership organization representing the museum community. The group focuses on addressing such needs as enhancing the ability of a museum to serve the public interest, and strengthening professional standards. Mailing address: 1575 Eye Street, NW, Suite 400, Washington, DC 20005, (202) 289-9118, www.aam-us.org.

CENTER FOR RESEARCH ON VERMONT

Located at the University of Vermont, the mission of the Center is to promote and facilitate research, teaching, and related scholarly activities dealing with the Green Mountain State, or matters of interest to the state, particularly in, but not confined to the disciplines of the humanities, social sciences, and education. Provides speakers list. Mailing address: Nolin House, 589 Main Street, University of Vermont, Burlington, Vermont 05401-3439, (802) 656-4389, www.uvm.edu/~crvt.

CENTER FOR RURAL STUDIES

The Center for Rural Studies (CRS) is a nonprofit, fee-for-service research organization that addresses social, economic, and resource-based problems of rural people and communities. Housed in the College of Agriculture, and Life Science at the University of Vermont, the Center provides consulting, research and program evaluation services in Vermont, the United States, and abroad. The Center also serves as the Vermont State Data Center for US Census information. Mailing

address: Center for Rural Studies, 207 Morrill Hall, University of Vermont, Burlington, Vermont 05405, (802) 656-3021, <http://crs.uvm.edu>.

CHAMBERS OF COMMERCE

A listing of Chambers of Commerce in Vermont can be obtained by accessing the Vermont Association of Chamber of Commerce Executives (VACCE) website: www.access-vermont.com/vacce/.

CONNECT VERMONT BUSINESS REGISTRY

Provides access to the marketplace and gives businesses access to each other. Website: www.thinkvermont.com.

CONNECTICUT RIVER SCENIC BYWAYS COUNCIL (CRSBC)

Formed in 1999 to balance the promotion, preservation, enjoyment and stewardship of the Connecticut River Valley, this membership-based organization is guided by a steering committee consisting of representatives from municipalities, regional planning agencies, state agencies, and natural resource, cultural heritage, agriculture and business interests in both Vermont and New Hampshire. The CRSBC is hosted by the Connecticut River Joint Commission. Mailing Address: PO Box 1182, Charlestown, New Hampshire 03603, (603) 826-4800, www.ctrivertravel.net.

FOUNDATION CENTER

Publishes the *Foundation Directory*, a nationwide listing of private foundations and corporations. Mailing address: 1001 Connecticut Avenue, NW, Washington, DC 20036, (202) 331-1400, www.foundationcenter.org.

GENEALOGICAL SOCIETY OF VERMONT

A membership organization founded in 1971 dedicated to assisting genealogists everywhere who are researching their Vermont ancestry. The group publishes a newsletter and genealogical books. Mailing address: P.O. Box 1553, St. Albans, Vermont 05478, www.rootsweb.com/~vtgsv.

INSTITUTE OF MUSEUM AND LIBRARY SERVICES

Supports museums in their role as educational institutions through leadership initiatives and technical operating grants. Mailing address: 1100 Pennsylvania Avenue, NW, Room 609, Washington, DC 2050, (202) 606-8539, www.imls.gov.

INSTITUTE FOR SUSTAINABLE COMMUNITIES

The Institute for Sustainable Communities (ISC) provides a good model for community development. It is an independent, nonprofit organization that helps communities in existing and emerging democracies solve problems while building a better future for themselves and the world. It gives communities—and the organizations that support them—the training, advice, and grants they need to solve their own problems and shape their own destiny long after their work with them is finished. The group focuses on environmental, economic, and social concerns, and on the need to address all three to succeed. The common term for this integrated approach is "sustainable development." To ensure that their work is successful, they involve different groups of people within a community, from the most to the least powerful, to encourage fair and lasting—sustainable—results. All ISC projects are designed and carried out with the assistance of partners, improving the appropriateness, effectiveness, and permanence of the work done. Partners also ensure that the benefits of the projects are sustainable. Mailing address: 52 College Street, Montpelier, Vermont 05602-3115, www.iscvt.org.

LAKE CHAMPLAIN BASIN PROGRAM

Established to coordinate the activities envisioned by the *Lake Champlain Special Designation Act of 1990*, The Lake Champlain Basin Program (LCBP) works in partnership with government agencies from New York, Vermont and Quebec, private organizations, local communities and individuals to coordinate and fund efforts that benefit the Lake Champlain Basin's water quality, fisheries, wetlands, wildlife, recreation, and cultural heritage resources. Mailing address: P.O. Box 204, Grand Isle, Vermont 05458, (802) 372-3213, www.lcbp.org/.

LIVING HISTORY ASSOCIATION

A non-profit history and education organization dedicated to accurate re-creations of history. The LHA is composed of several interpretive committees that sponsor historical reenactments both in Vermont and throughout the country. Acts as a clearinghouse for historical education information. Provides a yearly schedule of historical demonstrations of military and civilian life and events. Mailing address: P.O. Box 1389, Wilmington, Vermont 05363, (802) 464-5569.

LOCAL ARTS SERVICE ORGANIZATIONS

See Vermont Arts Council website: www.vermontartscouncil.org/resources/links_losos.html.

NATIONAL ENDOWMENT FOR THE ARTS

Federal agency that awards grants for a variety of arts related activities, including collaborations. Mailing address: 1100 Pennsylvania Ave., NW, Washington, DC 20506-0001, (202) 682-5616, <http://arts.endow.gov>.

NATIONAL ENDOWMENT FOR THE HUMANITIES

A federal agency providing grants for history and heritage programs, including research and public activities. It also provides Challenge Grants for endowments and building renovation/acquisition. Mailing address: 1100 Pennsylvania Avenue, NW, Washington, DC 20506-0001, (202) 786-0284, www.neh.fed.us.

NATIONAL INSTITUTE FOR THE CONSERVATION OF CULTURAL PROPERTY

Provides awards for museums housed in historic structures. Said awards include a site visit by a conservation professional. Mailing address: 3299 K Street, NW, Suite 403, Washington DC 20007, (202) 625-1495.

NATIONAL PARK SERVICE (NPS)

An agency within the US Department of the Interior that has some funding available for projects. It is responsible for the National Register of Historic Places. Mailing address: 1849 C Street, NW, Washington, DC 20240-00001, www.nps.gov.

NATIONAL TRUST FOR HISTORIC PRESERVATION (NTHP)

This non-profit membership organization was at the forefront of cultural heritage tourism program design and implementation. It publishes a number of items relating to same, and preservation in general. The NTHP provides matching grants for preservation activities. Mailing address: 1785 Massachusetts Ave., NW, Washington, DC 20036, (202) 588-6000, www.nationaltrust.org. The Number for the Northeast Regional Office is (617) 523-0855. Also, the National Trust has a document called the *Cultural Heritage Tourism Resource Manual*, listing funding sources, technical assistance opportunities, community development information, and the like. For more information, call (303) 623-1504.

PRESERVATION TRUST OF VERMONT

The mission of this non-profit organization is to initiate and assist the efforts of Vermonters to preserve and use the rich collection of historic architectural resources, the cultural landscape, and the fabric of their communities. To that end, the Trust provides community groups working in the preservation field with technical assistance, financial support, and other related tools. Mailing address: 104 Church Street, Burlington, Vermont 05401, (802) 658-6647, www.ptvermont.org.

REGIONAL MARKETING ORGANIZATIONS (RMOS)

A marketing partnership or organization consisting of one or more Chambers of Commerce for the benefit of all businesses in the

region that want to market themselves. To locate your RMO, go to www.VermontPartners.org.

TOURISM INDUSTRY ASSOCIATION OF AMERICA (TIA)

The membership association for tourism in the United States. TIA publishes a wide variety of reports, including several on cultural heritage tourism, which can be obtained for a fee. Mailing address: 1100 New York Avenue, NW, Suite 450, Washington, DC 20005-3934, (202) 408-8422, www.tiaa.org.

UNITED STATES DEPARTMENT OF AGRICULTURE, RURAL INFORMATION CENTER

Provides grants and resources for rural development. Mailing Address: National Agricultural Library, Room 304, Beltsville, MD 20705-2351, www.warp.nal.usda.gov:80/ric.

VERMONT AGENCY OF TRANSPORTATION

Contact for information on the Scenic Byways program in Vermont, and other transportation related projects. Mailing address: 133 State Street, Montpelier, Vermont 05633-5001, www.aot.state.vt.us.

VERMONT ARCHEOLOGICAL SOCIETY

Formed in 1968, it is a non-profit organization comprised of professionals and non-professionals committed to archeology. Mailing address: P.O. Box 663, Burlington, Vermont 05402-0663, www.uvm.edu/~7Evhnet/hpres/org/vas/vas:htm.

VERMONT ARTS COUNCIL

A private, not-for-profit membership organization founded in 1964 and designated by the Legislature to receive and disburse federal, and private funds to the arts. Works with state and local partners. Grant money available for arts, and cultural heritage related projects. Guidelines apply. Mailing address: 136 State Street, Drawer 33, Montpelier, Vermont 05633-6001, (802) 828-3291, www.vermontartscouncil.org.

VERMONT ATTRACTIONS ASSOCIATION

A non-profit membership organization that promotes attractions throughout the state, and lobbies on behalf of its members. Vermont Attractions Association, Vermont Chamber of Commerce, P.O. Box 37, Montpelier, Vermont 05602, (802) 223-3443, www.vtchamber.org.

VERMONT CENTER FOR INDEPENDENT LIVING

Citizens with disabilities working together for dignity, independence, and civil rights. For a listing of offices throughout the state call (800) 639-1522, or check online at www.vcil.org/.

VERMONT CHAMBER OF COMMERCE

A private, nonprofit business organization established in 1959 to create an economic climate conducive to business growth and the preservation of the Vermont quality of life. Its membership consists of businesses from throughout the state, and not the regional Chambers of Commerce as a whole. Mailing address: P.O. Box 37, Montpelier, Vermont 05602, (802) 223-4257, www.vtchamber.com.

VERMONT COUNCIL ON THE HUMANITIES

A non-profit organization committed to achieving a state in which everyone reads, participates in public affairs, and continues to learn throughout life. Grant money available, guidelines apply. Mailing address: 200 Park Street, Morrisville, Vermont 05661, (802) 888-3183, www.vermonthumanities.org.

VERMONT COUNCIL ON RURAL DEVELOPMENT

Dedicated to helping Vermont communities develop their capacity to create a prosperous and sustainable future through coordination, collaboration, and effective use of public and private resources. Mailing address: 89 Main Street, PO Box 1384, Montpelier, Vermont 05601-1384, www.sover.net~vcrd.

VERMONT CRAFTS COUNCIL

A membership organization founded in 1990 providing a network of information about the Vermont crafts community to its members, and to the general public. The group publishes the *Vermont Craft Guide*, and

the *Open Studio Weekend Map*. Mailing address: P.O. Box 938, Montpelier, Vermont 05601, (802) 223-3380, www.vermontcrafts.com.

VERMONT AGENCY OF AGRICULTURE, FOOD AND MARKETS

The goal of the agency is to provide consumers and the Vermont agricultural community with the highest level of service possible including ensuring the enforcing quality standards for agricultural products, regulating pesticide use, providing information, technical support and marketing assistance to producers and developing new markets for Vermont products. Mailing address: 116 State Street, Drawer 20, Montpelier, Vermont 05620-2901, (802) 828-2416, www.vermontagriculture.com.

VERMONT DEPARTMENT OF FISH AND WILDLIFE

This department manages Vermont's fisheries and wildlife resources, enforces the state's hunting and fishing laws, and studies and inventories non-game wildlife species natural communities. Mailing address: 103 South Main Street, 10 South, Waterbury, Vermont 05671-0501, (802) 241-3700, www.anr.state.vt.us/fw/fwhome.

VERMONT DEPARTMENT OF FORESTS AND PARKS

The Department of Forests and Parks operates the state parks system, manages state forests and natural areas, and provides assistance in the areas of forestry, recreation, conservation and education. Forest and Parks have partnered with many cultural heritage resources in bringing its educational component to the visitor. Mailing address: 103 South Main Street, 10 South, Waterbury, Vermont 05671-0601, (802) 241-3650, www.vtstateparks.com.

VERMONT DEPARTMENT OF TOURISM AND MARKETING

The mission of this department, housed within the Agency of Commerce and Community Development is: to promote Vermont's travel, recreation and cultural attractions, as well as the state's goods and services, in coordination with public and private sector partners, to a global audience; and to do so in a manner consistent with the values and traditions of the state for the economic benefit of all Vermonters.

Mailing address: 6 Baldwin Street, Drawer 33, Montpelier, Vermont 05633-1301, (802) 828-3237, www.VermontVacation.com.

VERMONT DIVISION FOR HISTORIC PRESERVATION

Division of the Agency of Commerce and Community Development. Commissioned to identify historic and archeological sites and to administer the state's historic properties for the use and enjoyment of the public. Limited funds are available for preservation projects. Guidelines apply. Mailing address: National Life Building, Drawer 20, Montpelier, Vermont 05620-0501, (802) 828-3211, www.historicvermont.org.

VERMONT DIVISION OF VOCATIONAL REHABILITATION, AGENCY OF HUMAN SERVICES

An excellent resource for Americans with Disabilities Act information. Mailing address: 105 South Main Street, Waterbury, Vermont 05671-2303, (802) 241-2186. www.dad.state.vt.us.

VERMONT FARMS! ASSOCIATION

Provides educational opportunities on agriculture to the public. One of the major goals of the Association is to sustain and further develop the working landscape that characterizes Vermont. Farm visitors play a critical role in creating new direct marketing opportunities for Vermont farmers. For more information call (877) VTFARMS, in state; or online at www.vtfarms.org.

VERMONT FILM COMMISSION

The Vermont Film Commission was formed as a not-for-profit, public corporation in 1996, and was designated by the Vermont State Legislature as the state entity in charge of promoting the State of Vermont as a location for film and video production as a means for economic development. The commission endeavors to attract film and video production to the state, facilitating the participation of local individuals and businesses in those productions, as well as encourage the development and growth of Vermont's own indigenous film and video industry. The Vermont Film Commission is overseen by a Board of Directors appointed by the Governor of the State of Vermont and the

Vermont Arts Council. Mailing address: 10 Baldwin Street, Montpelier, Vermont 05633, (802) 828-3618, www.vermontfilm.com.

VERMONT FOLKLIFE CENTER

The Center preserves and presents Vermont traditions through exhibits of folk art, videos, films, lectures, research, publications and archives of the spoken word. Vermont Folklife Center, 3 Court Street, P.O. Box 442, Middlebury, Vermont 05753, (802) 388-4964, www.vermontfolklifecenter.org.

VERMONT HAND CRAFTERS, INC.

The nonprofit craft guild was created to further the degree and breadth of excellence in the field of crafts within the state of Vermont. The organization offers workshops for Vermont residents, provides scholarships, and serves as an information resource to craftspeople and the public throughout the state. It also publishes a membership directory and sponsors craft shows featuring Vermont artisans only. Mailing address: 367 Weeds Lane, Enosburg Falls, 05450, (800) 373-5429.

VERMONT HERITAGE NETWORK

A product of the University of Vermont's Historic Preservation Program, the mission of the Vermont Heritage Network is to stimulate awareness of and appreciation of Vermont's cultural heritage and built environment. Mailing address: Wheeler House, University of Vermont, Burlington, Vermont 05405, (802) 656-3180, www.uvm.edu/~vhnet.

VERMONT HISTORICAL SOCIETY

The Vermont Historical Society (VHS) was established in 1838 to collect, preserve and interpret Vermont history for the use, education, and enjoyment of present and future generations. It is a membership organization that operates a museum and a research library; publishes *Vermont History* (quarterly) and *Vermont History News* (6 times a year), books and other materials. The VHS also works with museums, local historical societies, research institutions, and other cultural organizations to promote interest in Vermont's past and make historical resources available to Vermonters, as well as visitors to the state. Mailing address: 60 Washington Street, Barre, Vermont 05641-4209, (802) 479-8510, www.state.vt.us/vhs.

VERMONT INFORMATION CENTER DIVISION (VICD)

The Tours & Detours program, developed in 1987, is the marketing component of the Vermont Information Center Division (VICD). It is designed to entice visitors to leave the main roads and discover the state's special places and people. The program is a partnership between VICD and the Vermont Department of Buildings and Services. Mailing address: 134 State Street, Montpelier, Vermont 05633-1301, (802) 828-3237, www.bgs.state.vt.us/infocenter/index/htm.

VERMONT MUSEUM AND GALLERY ALLIANCE

A statewide organization that encourages cooperation and interaction among museums, galleries, and historical societies. It provides for the exchange of information and expertise through workshops, seminars, publications and the Vermont Collections Care Program. Mailing address: P.O. Box 489, Woodstock, Vermont 05091, (802) 457-2671, www.vmga.org.

VERMONT STATE ARCHIVES

The archives consist of state government records, the bulk of which relate to the executive and legislative branches. Collections include maps, plans, governors' papers, election records, deeds, and photographs. Vermont State Archives, 26 Terrace Street, Montpelier, Vermont. Mailing Address: 109 State Street, Montpelier, Vermont 05609-1103, (802) 828-2308.

VERMONT STATE CRAFT CENTERS

Founded in 1971, these non-profit visual arts organizations are dedicated to advancing the appreciation of fine Vermont craft through education and exhibition. Frog Hollow has three locations one in Middlebury, Burlington and Manchester, Vermont. For information on all three go to its website at www.froghollow.org, or call (802) 388-3177. The phone number for the Vermont State Craft Center in Windsor Vermont is 674-6729.

VERMONT STATE LIBRARY

The primary role of the Department of Libraries (DOL) is the fostering and co-ordination of resource sharing and access to information for all Vermont citizens. One way this is accomplished is through the Vermont Automated Libraries System (VALS). The DOL also provides access to an ever-growing array of state government information, and is a great resource for learning more about most any Vermont topic. Mailing address: 109 State Street, Montpelier, Vermont 05609-0601, www.dol.state.vt.us.

VERMONT TOURISM DATA CENTER

Located at the School of Natural Resources, University of Vermont, the Vermont Tourism Data Center provides research information on travel related subjects, including cultural heritage tourism. Mailing Address: 219B Aiken Center, University of Vermont, Burlington, Vermont 05405, (802) 656-0623, <http://snr.uvm.edu.vt/dc>.

glossary

Every business has its own culture and resulting language. The following glossary of terms is provided to facilitate discussion with your various partners.

all expense tour

A tour offering all or most services—such as transportation, lodging, meals, portage, and sightseeing—for a pre-established price. The terms “all expense” and “all inclusive” are often misused. Virtually no tour rate covers everything. The terms and conditions of a tour contract should specify exactly what is covered.

agri-tourism

Experiences and products that highlight and interpret agricultural heritage resources.

agri-tourism businesses

Farm-based businesses that have expanded from traditional agricultural operations to include tourism attractions on-site. These range from sleigh rides to bed and breakfast operations.

banner ads

Print ads with a large anchor photo (or banner) at the top and ad space below.

branding study

Formal research about public perceptions of a product, service or destination within a target market area.

bed and breakfast

Overnight accommodations, often in a private home or boarding house, with a full, American-style breakfast.

bermuda plan

A hotel rate that includes lodgings and full American-style breakfast. Also known as Bed and Breakfast.

blocked space

Multiple reservations, often subject to deposit forfeiture, which wholesalers or travel agents make with a supplier in anticipation of resale to their clients.

brochure

A printed folder describing a tour or a package and specifying the conditions of the offerings.

certified historic structure

Individually listed on the National Register of Historic Places, or certified by the National Park Service as contributing to a registered historic district.

charter

(1) To hire the exclusive use of a transportation vehicle. (2) A partial or exclusive hire of transportation equipment for passengers or freight.

charter tour

A tour that uses a chartered vehicle for passenger transportation.

commercial rate

A special rate agreed upon by a company (or other multi purchaser) and a hotel or car rental firm. Usually, the hotel or car rental firm agrees to supply rooms or cars of a specified quality or better at a flat rate.

commission

The amount, which may vary, that a travel agent receives from the supplier for selling transportation, accommodations, or other products or services.

commissionable packages

Vacation packages with a travel agent commission.

connect vermont

The Connect Vermont Project is a multi-phase information technology partnership effort. It seeks to integrate sustainable information and data resources about Vermont on a statewide basis; provides information about local and regional business resources, the products and services consumers identify with Vermont, and information that supports traveler wayfinding.

craft

Traditionally, functional objects made individually by hand.

cross marketing database

A relational information database that integrates regional data on all sectors of the tourism economy, also referred to as the Connect Vermont Project.

consolidated tour manual

A tour sales manual, formerly known as the *Consolidated Air Tour Manual* (CATM), covering U.S., Canadian, Mexican, Central and South American, and Caribbean destinations, published annually in three issues: all-year, winter, and spring/summer/fall.

continental plan

A hotel rate that includes lodging and continental breakfast.

cultural diversity

The variety of life, traditions, values, beliefs, and practices of communities and people.

cultural heritage

In Vermont, cultural heritage consists of those singular qualities that give Vermont its character, name its essence, and provide for its collective memory. It is found in the form of objects, structures, museums, sites, and landscapes; and is expressed in crafts, visual and performing arts, history, literature, oral tradition, and language. It is the embodiment of our behavior, and as such is organic and evolving.

cultural heritage tourism

The act of visiting a place to explore its cultural heritage resources.

cultural heritage tourism product development

Represents the processes by which cultural heritage resources are appropriately exhibited, interpreted, and conserved for the enjoyment and education of the public.

cultural resource

Materials or places that show evidence of human activity that have been shaped by culture.

custom tour

A tour whose elements are assembled for the specific travel requirements of an individual client or group.

destination

(1) The place to which a traveler is going. (2) In the travel industry: Any city, area, or country that can be marketed as a single entity to tourists.

district

A district possesses a significant concentration, linkage, or continuity of sites, buildings, structures, or objects, united historically or aesthetically by plan or physical development.

escort

(1) A person, usually employed by a tour operator, who accompanies a tour from departure to return as guide or trouble-shooter. (2) A person who performs such functions only at the destination. The terms *host-escort* or *host* are often used, and are preferred, to describe this service.

escorted tour

(1) A prearranged travel program, usually for a group, with escort service. Fully-escorted tours may have escorts throughout plus local guide service in some areas. (2) A sightseeing program conducted by a guide.

european plan

A hotel rate that includes bed/room only. Any meals are extra.

familiarization tour (fam tour)

A complimentary or reduced-rate travel program for travel agents, airline, or rail employees, or other buyers, that is designed to acquaint participants with specific destinations or suppliers and to stimulate the sale of travel. Familiarization tours, also called fam tours, are often offered to journalists for the purpose of cultivating media coverage of specific travel products.

fine arts

Concerned primarily with the creation of beautiful objects, aesthetics being the main focus.

flyer

A printed advertisement intended for distribution to potential customers, usually by mail.

geographic information services (GIS)

A system that uses X and Y coordinates (usually latitude and longitude) to fix locations on digital maps.

group inclusive tour

A prepaid tour of specified minimum size, components, feature, and value.

guide

(1) A person qualified, and in some cases licensed, to conduct tours of specific localities or attractions. (2) An airline, bus, railroad, or ship manual of schedules and fares. Listings are not guaranteed, but travel agents and carrier reservations use such manuals as a matter of necessity.

guided tour

A local sightseeing trip conducted by a guide.

heritage

The set of all things, places, and ideas we have inherited from the past; usually holding special value and importance.

historic context

An organizing structure for interpreting history that groups information about historic properties that share a common theme, common geographical location, and common time period. The development of historic contexts is a foundation for decisions about planning, identification, evaluation, registration, and treatment of historic properties, based upon comparative significance.

historic district

Areas containing a sufficient concentration of historic buildings and sites to merit designation as either a local district, designated as such by ordinance; or as listed on the State or National Register of Historic Places.

historic site

Buildings and landscapes that have been the location of historic events or are associated with important persons or periods in history. Historical significance can be attributed to age, architectural design, or archeological findings.

historical society

An organization with the presentation of historical facts and objects to the general public as its primary focus.

host

(1) A representative of the tour operator, destination, or other tour principal who provides escort service at the destination. The term *host-escort* is often used to make a distinction between this function. (2) Such representatives who provide only information or greeting services, or who assist at the destination with ground arrangements without actually accompanying the tour.

hotel package

A package offered by a hotel, sometimes consisting of no more than a room and breakfast; sometimes, especially at resort hotels, consisting of transportation, room, meals, sports facilities, and other components.

hub and spokes tour

Tours that utilize a central destination with side trips of varying length to nearby destinations.

inclusive tour

A tour in which specific elements—such as air (or rail) fare, hotels, and transfers—are offered for a flat rate. An inclusive tour rate does not necessarily cover all costs (see All Expense Tour), but only those specified in the contract.

inclusive tour (IT) number

The unique identification number a carrier assigns to each package developed and promoted by a tour operator or any travel supplier, in which all components (transportation, accommodations, transfers, sightseeing, etc.) are offered at a flat rate. IT numbers indicate the cooperating carrier's approval and facilitate the transmission of monies for a promoted tour (see Promoted Tour).

intelligent transportation system (ITS)

The use of new technology to integrate and provide traveler information.

interpretation

An educational activity that explains or reveals the significance and relationship of a site or attraction. Can include showing original objects, giving first-hand experiences, and using various methods of illustration.

itinerary

The travel schedule provided by a travel agent for his client. A proposed or preliminary itinerary may be rather vague, or specific. A final itinerary, however, provides all details—flight numbers, departure times, and so on—and describes planned activities. It should be delivered shortly before departure.

low season

That time of the year at a given destination when tourist traffic, and often rates, are lowest.

lure piece

A publication designed to attract visitors to a destination through a feature and photo emphasis rather than listings.

marketing and promotional partnership (MAP)

The mission of this partnership is: to build tools that can be utilized by a multitude of agencies within the State of Vermont to market and promote Vermont to the widest possible audiences as appropriate. These audiences include, but are not limited to, businesses, travelers, and Vermont residents. These services should build awareness, provide information, and promote the sale of products and services that benefit the Vermont economy, especially those products and services that substantially originate in Vermont.

markup

Difference between the cost and selling price of a given product. Difference between the net rate charged by a tour operator, hotel or other supplier, and the retail selling price of the service.

modified american plan

A hotel room rate that includes breakfast and either lunch or dinner.

motorcoach

A large highway passenger vehicle used to perform any travel service other than scheduled transportation for individually ticketed passengers.

national register of historic places

The official Federal list of districts, sites, buildings, structures, and objects significant in American history, architecture, archeology, engineering and culture.

national trust for historic preservation

The private, nonprofit organization chartered by legislation approved by the US Congress on October 26, 1949, with the responsibility of encouraging public participation in the preservation of districts, structures, sites, buildings, and objects significant in American history and culture.

net rate

A wholesale rate to be marked up for eventual resale to the consumer. A net rate is the lowest possible rate at which the facility or service can still make a reasonable profit.

off-peak

(1) Those periods or seasons when a supplier's traffic volume or occupancy is not at its heaviest. (2) Those fares or hotel rates that apply during periods or seasons that are not the busiest.

off-season

See Off-Peak.

operator

A loose term that may mean contractor, tour operator or wholesaler, or any combination of those functions (see Contractor; tour Operator; Wholesaler).

package

A tour that includes prepaid transportation, accommodations, and/or some combination of other tour elements—such as meals, transfers, sightseeing, or car rental. A package may include more than one destination, for example, as cruises often do.

package tour

See Package.

packager

Anyone who organizes and advertises a tour or package; a wholesaler.

partner

One who joins in an activity with another, or others for mutual benefit; a player on the same team.

peak

(1) Those periods of seasons when a supplier's traffic or volume is heaviest. (2) Those fares or rates that apply during busiest periods of seasons.

performing arts

Disciplines such as dance, music and theater that are generally presented live to an audience.

person-trip

One person taking a one-way trip of 100 miles or more away from home.

point-to-point

Covering basic transportation only. A point-to-point fare is the basic rate from one city to another. A point-to-point sale covers only the cost of the ticket.

post-convention tour

An extension designed to offer a convention participant a visit to an area more conveniently located to the convention site than his home, as a supplement to his return trip.

preservation

The act or process of applying measures to sustain existing form, integrity, and material of a building, structure, and existing form and vegetative cover of a site.

product development

The development of tourism products and experiences to be promoted to consumers.

rack rate

The official tariff as established and posted by a principal; however, not usually used by tour operators.

receptive operator

A tour operator or travel agent who specializes in services for incoming visitors, such as meeting them at the airport and facilitating their transfer to lodging facilities.

regional marketing organization

A marketing partnership or organization made up of one or more Chambers of Commerce for the benefit of tourism businesses in the region.

restoration

Returning a degraded ecosystem, building, site, or natural resource to its original condition. Also renewing original elements of a cultural resource to represent it as it was during a specific time period.

self-drive

- (1) An automobile that may be rented without a hired driver.
- (2) A type of tour in which the traveler drives either a private or rented car.

shoulder

- (1) Periods or seasons that are neither a supplier's busiest or slowest, in terms of traffic or volume.
- (2) A price level between that charged during the low season and high season.

stewardship

A proactive approach to caring for, maintaining, and using resources for the benefit of the entire community or region.

special interest tour

A tour designed to appeal to clients with curiosity or concern about a specific subject. Most such tours provide an expert tour leader and usually visit places or events of special interest to the participants. Examples of special interest tours include those featuring a particular industry or historical itinerary.

subcontractor

A local operator who provides service for a wholesaler.

supplier

Producer of a unit of travel merchandise (carrier, hotel, sightseeing op.).

tour

Any prearranged (but not necessarily prepaid) journey to one or more places and back to the point of origin.

tour basing fare

A reduced-rate excursion fare available only to those who buy prepaid tours or packages. Inclusive tour, group inclusive tour, incentive group, contract bulk inclusive tour, tour basing, and group round-trip inclusive tour basing fares are all tour basing fares. Also, any fare offered by a carrier on which a travel agent may claim a higher commission for selling specified ground arrangements at the same time.

tour leader

Strictly speaking, a person with special qualifications to conduct a particular travel group. For example, a botanist who leads a garden tour. Often, however, used inaccurately to designate a courier.

tour operator

A company that creates and/or markets inclusive tours and/or performs tour services and/or subcontracts their performance. Most tour operators sell through travel agents and directly to clients (see Operator; Wholesaler).

tour organizer

An individual, sometimes a travel agent, who organizes a group of passengers to participate in a special, prepaid tour. An organizer does not necessarily have conference appointments.

tourism

The business of providing and marketing services and facilities for pleasure travelers. Thus, the concept of tourism is of direct concern to governments, carriers, and the lodging, restaurant, and entertainment industries; and of indirect concern to virtually every industry and business in the world.

travel agent

The individual who sells travel services, issues tickets, and offers other related services to the traveler at a retail level.



1877 bird's eye view of Burlington, courtesy of Special Collections, University of Vermont.

travel trade

Businesses that provide the link between suppliers and consumers. These organizations include: tour operators, wholesalers, travel agencies, travel clubs, government marketing departments, and convention organizers.

travel industry association of america (TIA)

A nonprofit association (formerly known as Discover America Travel Organizations) of companies and government organizations formed to promote travel to and within the United States.

upgrade

To move to a better accommodation or class of service without a rate or fare increase.

visual arts

Usually two or three-dimensional works of art created for public or private audiences.

vouchers, tour

Documents (sometimes called coupons) issued by tour operators to be exchanged for accommodations, meals, sightseeing, and other services.

wholesaler

A company that usually creates and certainly markets inclusive tours for sale through travel agents. Often used interchangeably with tour operator, but several distinctions might be drawn: (1) a wholesaler presumably sells nothing at retail; a tour operator often does both; (2) a wholesaler does not always create his own products; a tour operator virtually always does; (3) a wholesaler is less inclined than a tour operator to perform local services. Industry reportage often fails to make distinctions; and to confound things further, many travel companies perform any or all of the functions of travel agent, contractor, tour operator and wholesaler.



Public Library, St. Johnsbury Athenaeum, a National Historic Landmark, St. Johnsbury, courtesy of the St. Johnsbury Athenaeum, photo by Jenks Studio of Photography.

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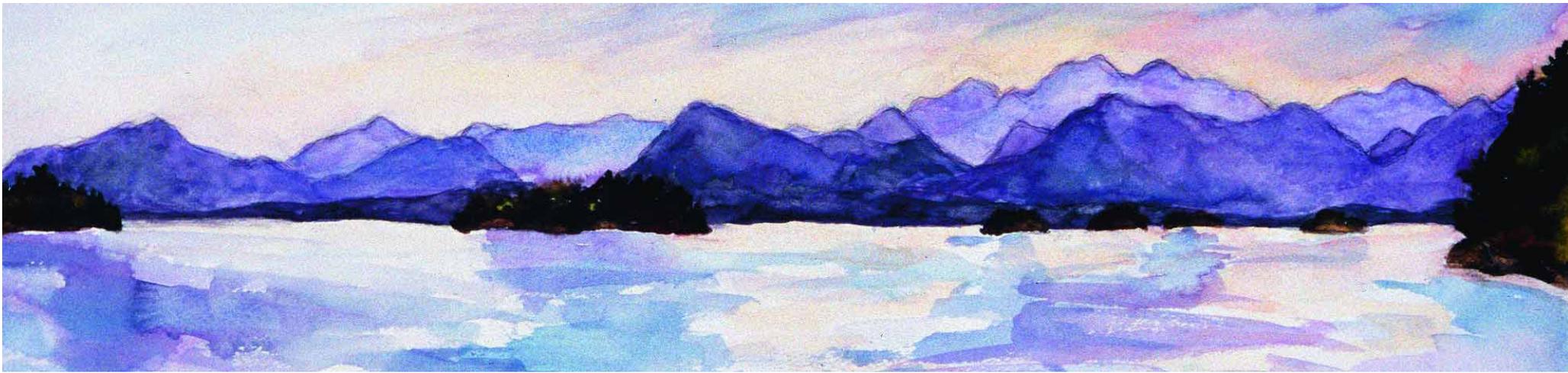
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Painting by Janet Kilburn, view of the Adirondacks from Burlington, courtesy of the James D. and Pamela R. Brangan Collection.

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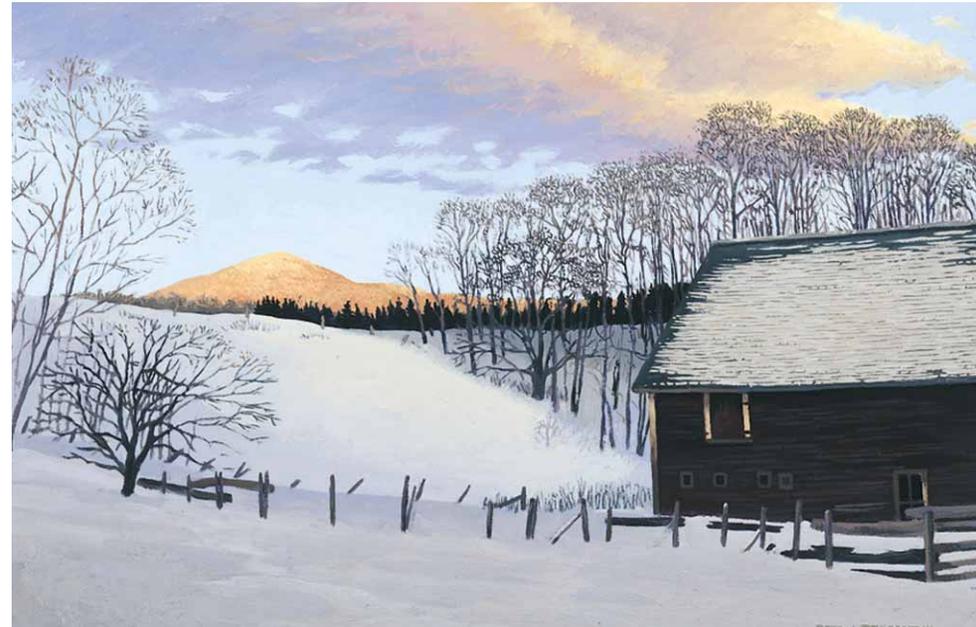
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appendix

cultural heritage tourism product development standards

These standards are designed to assist in the development of cultural heritage tourism product, and to ensure that the experience associated with said product is authentic, engaging, memorable, and significant to the visitor. The cultural heritage tourism (CHT) standards are designed to add value to the visitor's experience; to support product development standards; to ensure that accurate information is presented in an engaging and memorable way; to encourage visitation to the identified resources in a manner that has minimum impact on the integrity of the site; and to provide an income stream to all resources included in a cultural heritage package.



Landscape painting by Reed Prescott, Prescott Galleries, Lincoln, www.prescottgalleries.com, courtesy of the Addison County Chamber of Commerce.



Vermont Symphony Orchestra at the Vergennes Opera House, a cultural and community center, courtesy of the Addison County Chamber of Commerce, photo by Nancy Malcolm.

general cultural heritage tourism standards

- Cultural heritage resource institution must have a mission statement.
- Any CHT participant must have been in existence for two years. The information it provides must be accurate, and any display well interpreted.
- The promotion/activity must preserve and protect the resource, and not exploit it.
- The collection must be secure and in good condition.
- The artifacts must be authentic or, in the case of reproductions, be labeled as such and of good quality.
- The resource must enhance, relate, or reflect the Vermont experience.
- Any sites open to the public must show good-faith compliance with the Americans with Disabilities Act (ADA). (The law states that public and private institutions that present public programs or services must make reasonable accommodations to insure that people with disabilities have access to the site and the content of the program it offers.)
- The CHT standards encourage all participants to learn about access issues, to examine their facilities and programs, and to make an earnest effort to increase their accessibility to the greatest degree that is reasonable and possible.
- Signage must be appropriate to site, and convey the information needed to understand the site itself, its activity, and/or collection. Signs must also conform to all existing state and local laws.
- The resource focus should be informative and enjoyable.

vermont cultural heritage tourism (CHT) standards

THE RATIONAL FOR CREATING THESE STANDARDS ARE:

- To assist in developing products that will provide compelling experiences for the visitor.
- To encourage public/private partnerships.
- To foster the implementation of cooperative programs and projects.
- To help ensure the preservation and protection of resources.
- To assist in the development of packages that link sites and events by theme.

DEFINITION OF CULTURAL HERITAGE IN VERMONT:

Cultural heritage consists of those singular qualities that give Vermont its character, name its essence, and provide for its collective memory. It is found in the form of objects, structures, museums, sites, and landscapes; and is expressed in crafts, visual and performing arts, history, literature, oral tradition, and language. It is the embodiment of our behavior, and as such is organic and evolving.

DEFINITION OF CULTURAL HERITAGE TOURISM:

The act of visiting a place to explore its cultural heritage resources.

The essence of Vermont can best be experienced through its villages and neighborhoods, landscape and architecture, historic sites and monuments, its contemporary and traditional artists, museums and cultural institutions, and above all else, its people.

WHY PEOPLE INCLUDE CULTURAL HERITAGE WHILE TRAVELING:

- Personal enjoyment and entertainment.
- Personal education.
- Experience something genuine/authentic.
- Explore a place heard about.
- Support historic sites or cultural activities.
- Learn more about the area they are visiting.

THE GOALS OF THE CULTURAL HERITAGE TOURISM INITIATIVE ARE:

- Increase the enjoyment of Vermont's cultural heritage resources.
- Significantly strengthen, support, and protect those resources.
- Increase the impact of our cultural heritage throughout the state.
- Increase the impact of cultural heritage on the state tourism industry.
- Raise community awareness of its resources.
- Provide a perspective on the character of everyday Vermont life.
- Present Vermont's cultural heritage to visitors through memorable activities that educate and entertain without compromising the integrity of the location/site.
- Fully integrate cultural heritage issues into the economic development planning of the state.

to whom does cultural heritage tourism matter?

TO REGIONAL MARKETING ORGANIZATIONS (RMOS):

- It strengthens the region's image and identity.
- It encourages partnerships and alliances.
- It conducts marketing and promotion programs.
- It establishes links between local, regional, and statewide organizations.

TO COMMUNITIES:

- It strengthens the local economy.
- It promotes resource protection.
- It increases visitor expenditures.
- It generates employment.
- It preserves the unique character of a community.
- It increases community pride, and awareness of community resources.
- It increases tax receipts.
- It stimulates economic growth.
- It focuses attention on populations that may otherwise become disenfranchised.

TO CULTURAL HERITAGE RESOURCES:

- It increases revenues in appropriate and sustainable ways.
- It fortifies cultural heritage resources through stronger base of cooperation.

- It fosters recognition of the economic contribution of the cultural heritage resources on a regional and community level.
- It strengthens the preservation, protection, and presentation of the resources.

TO THE STATE:

- It encourages the protection and continued use of cultural heritage resources, which is important to the quality of life and economic well-being of the state.
- It strengthens cultural heritage resources, and the tourism industry.
- It is an integral, complementary element of the state's recreation and leisure environment.
- It increases revenues in appropriate and sustainable ways.
- Visitors of historic sites stay an average of 1/2 day longer.
- Cultural heritage visitors spend more than the average traveler.
- It stimulated economic growth.

GUIDELINES FOR IDENTIFYING RESOURCES

(Please refer back to section on Cultural Heritage tourism Inventorying.)