

## Tourism Options: Cultural Heritage, Eco, and Recreational

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There are three types of tourism that Scottsboro – Bells Bend could take advantage of:

- Cultural Heritage Tourism
- Eco Tourism
- Recreational Tourism

These three types of tourism overlap and are often found in the same areas. Below is a brief review of the three types with mostly examples that could be visited in a day or a weekend.

### Cultural Heritage Tourism

Cultural Heritage Tourism is one option for Scottsboro – Bells Bend, which has historic and cultural resources that could be used to draw visitors to the area. Examples include many prehistoric archaeological sites and more recent sites connected to the European settlement and agricultural history of the area. The National Trust for Historic Preservation is a good resource for such efforts.

National Trust for Historic Preservation Website at: [http://www.nationaltrust.org/heritage\\_tourism/index.html](http://www.nationaltrust.org/heritage_tourism/index.html)

The National Trust defines cultural heritage tourism as “traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources.”

The National Trust’s five guiding principles for successful and sustainable cultural heritage tourism development:

1. **Collaborate:** Much more can be accomplished by working together than by working alone. Successful cultural heritage tourism programs bring together partners who may not have worked together in the past.
2. **Find the Fit:** Balancing the needs of residents and visitors is important to ensure that cultural heritage tourism benefits everyone. It is important to understand the kind and amount of tourism that your community can handle.
3. **Make Sites and Programs Come Alive:** Competition for time is fierce. To attract visitors, you must be sure that the destination is worth the drive.
4. **Focus on Quality and Authenticity:** Quality is an essential ingredient for all cultural heritage tourism, and authenticity is critical whenever heritage or history is involved.
5. **Preserve and Protect:** A community’s cultural, historic, and natural resources are valuable and often irreplaceable.

The National Trust also outlines four steps for successful and sustainable cultural heritage tourism development:



## State Example That Would Make a Good Weekend Trip:

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### National Trust Success Story: “From Furs to Factories to Tourism: The Tennessee Overhill Heritage Association”

<http://www.culturalheritagetourism.org/successStories/tennesseeSummary.htm>

- Distressed rural area in East Tennessee
- Already had some recreational tourism
- Built on history and culture from fur-trading days to present:
  - Outreach programs were designed to build pride among residents
  - Driving tour brochures were developed
  - A folklorist completed an inventory of all traditional artists and art forms in the area
  - Programs were created to celebrate African-American heritage
  - An agriculture trail was developed
  - Assistance was provided to develop new museums and upgrade existing ones

### Local Examples to Visit in a Day (you can get from one to the other in about 45 minutes, and the road between the two is a lovely rural drive that is an important part of the tourism experience):

#### Loveless Café and Motel and Shops

Highway 100 at McCrory Lane/Natchez Trace Parkway Terminus, Nashville

<http://www.lovelesscafe.com/>

The Loveless Café is located at the edge of the rural Pasquo community in southwest Davidson County, adjacent to the northern terminus of the Natchez Trace Parkway. It occupies one quadrant of an intersection and contains the famous motel and café along with several shops that include bicycle rental, tying it in with recreational tourism along with its ties to the area’s history and cultural heritage.

#### Leipers Fork

Old Hillsboro Road and Old Highway 96, Williamson County

<http://www.leipersforkvillage.com/>

Leipers Fork is a small rural village that is about three blocks long and contains several shops and restaurants. These include the famous Puckett’s Grocery, which in addition to being a general store offers meals and evening entertainment. It too has ties with recreational tourism, being near a Natchez Trace Parkway interchange as well as being located on rural roads.

#### Cultural Heritage Tourism: What Scottsboro – Bells Bend Already Has:

- Bells Bend and Beaman Parks
- Cumberland River and Streams
- Archaeological Sites – in Parks and on Private Property
- Historic Homes and Farmsteads
- Cleeses Ferry Site
- Scottsboro Village (including Wade School and Scottsboro Community Club)
- Houses of Worship
- Cemeteries

#### Cultural Heritage Tourism: Possible Land Uses:

- Interpretive Sites and Small Museums
- Working Farmsteads (could be linked with a Driving Tour)
- Shops, Restaurants, Arts/Crafts, Lodging/Bed and Breakfasts
- Entertainment (ex: Puckett’s Grocery)
- Events Related to History and Culture

#### Eco Tourism

Although it is somewhat more advanced on an international level and tends to be associated with far-away, exotic places, examples of eco-tourism can also be found closer to home. The International Ecotourism Society (TIES) has a good definition in its mission statement:

“Uniting communities, conservation and sustainable travel, TIES promotes responsible travel to natural areas that conserves the environment and improves the well-being of local people.”

[http://www.ecotourism.org/webmodules/webarticlesnet/templates/eco\\_template.aspx?a=12&z=25](http://www.ecotourism.org/webmodules/webarticlesnet/templates/eco_template.aspx?a=12&z=25)

## West Virginia's Eco Tourism Efforts

West Virginia markets itself as a "Wild and Wonderful" tourism destination. The West Virginia Eco Tourism Association is a network of eco-friendly businesses such as bed and breakfasts that not only employ sustainable practices in the running of their businesses but also offer and promote guest activities such as retreats, bird watching, wildflower hikes, a wide variety of recreational offerings, and other activities designed to facilitate the appreciation of the state's natural resources.

<http://www.washingtonpost.com/wp-dyn/content/article/2005/08/25/AR2005082500706.html>

### Examples of some member businesses:

*Thorn Run Inn* is located in New Creek, West Virginia in the Potomac Highlands region. It features recycling, composting, and organics. It is located in a beautiful natural setting and offers its guests numerous activities tied to recreational and cultural/heritage tourism

<http://webpages.mountain.net/thornrun/>

*Natural Seasons Bed and Breakfast* is located in Downtown Weston, West Virginia, a small rural town. It also has eco-friendly practices, and features organic foods. It offers nature and historic tours. It is located within more of a village setting, yet is still in a rural area.

<http://www.smartdestinations.org/wv-natural-seasons.html>

### Highland County, Virginia:

*Bear Mountain Farm and Wilderness Retreat* also uses eco-friendly Practices. In addition to nature, cabins, and camping, they offer Group Retreats.

<http://www.mountain-retreat.com/>

### Rowe Sanctuary, Nebraska

<http://www.rowesanctuary.org/>

- Sandhill Crane Viewing
- Conservation
- Education
- Partnership with the Iain Nicolson Audubon Center
- Additional Area Attractions

### Eco Tourism: What Scottsboro – Bells Bend Already Has:

- Bells Bend and Beaman Parks
- Cumberland River and Streams
- Unique Location where Highland Rim and Central Basin Intersect
- Rare Plant Species
- Caves
- Wildlife – Animals, Fish, Birds (eagles)
- Ecologically-Minded Residents with Model Properties

### Eco Tourism: Possible Land Uses:

- Interpretive Centers with:
  - Wildlife Viewing
  - Fishing
  - Wildflower Hikes
  - Bird Watching
  - Caving
- Eco-Home Tours
- Bed and Breakfasts with Ecological Focus
- Organic Gardens
- Retreat Centers

## Recreational Tourism

Recreational Tourism is another option for Scottsboro – Bells Bend, which has many natural resources that make it an ideal location for several forms of recreation that could draw visitors to the area.

### Nantahala Outdoor Center

The Nantahala Outdoor Center's main location is at far western North Carolina along US Highway 19, approximately 12 miles west of Bryson City. It is a multi-purpose business focused on many types of outdoor recreation. It includes not only equipment sales and rental but also lessons, events, shops, dining and lodging. The lodging ranges from tent campsites to mountain cabins to a lodge. There are also associated river launch locations nearby.

<http://www.noc.com/>

### Recreational Tourism: What Scottsboro – Bells Bend Already Has:

- Bells Bend and Beaman Parks
- Cumberland River, Streams, Ponds
- Greenway Potential to Connect Parks
- Hills and Valleys
- Potential to Build Trails
- Rural Roads

### Recreational Tourism: Possible Land Uses:

- Boat Docks
- Hiking / Equestrian Trails
- Guided Nature Walks
- Outdoor Recreation Centers
- Sales / Rental Center
- Lodging
- Dining
- Shops
- Events / Lessons

### Pulling It All Together: A Brief Introduction to the Adirondack Park

One very useful model for the Scottsboro – Bells Bend community is the Adirondack Park, located in upstate New York. This large and diverse area is unique and known throughout the world. From the Adirondack Park Agency website:

The Adirondack Park was created in 1892 by the State of New York amid concerns for the water and timber resources of the region. Today the Park is the largest publicly protected area in the contiguous United States, greater in size than Yellowstone, Everglades, Glacier, and Grand Canyon National Park combined. The boundary of the Park encompasses approximately 6 million acres, nearly half of which belongs to all the people of New York State and is constitutionally protected to remain “forever wild” forest preserve. The remaining half of the Park is private land which includes settlements, farms, timber lands, businesses, homes, and camps.

<http://www.apa.state.ny.us/>

<http://visitadirondacks.com/home/park.cfm>

This remarkable place combines recreational and cultural heritage tourism with a strong ecological component, and it includes real towns and villages along with industry where people live, work, shop, and recreate within a vast network of permanently protected open space. Participants will be hearing a great deal more about the Adirondack Park throughout the planning process.

Highlights include:

- Mountains, Lakes, Villages, Farms, Museums, Restaurants, Artisan Shops, Accommodations
- Combination of wild lands, recreational lands and settlements of varying sizes (but most are small)
- 40 Campgrounds, 2,000 Miles of Hiking Trails, Hundreds of Miles of Canoe Routes
- Cultural and Historic sites located throughout the park