

TOURISM AND PRESERVATION

by

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Abstract

'It is perhaps in the specific sphere of tourist development that identity and sense of place so lacking in other modern buildings and developments can be reestablished, as they must here be considered as essential, functional requirements on the part of the consumer and user'.
(England 1980).

As our cities and towns are becoming more and more homogenized, people are increasingly attracted to places that have a strong identity. They want to visit places that are different from their own and interact with people of a different culture. Places that reflect in their physical surroundings the culture and the traditions of the people living there are major tourist attractions.

With the growth and efficiency of transportation modes, most parts of the world have become accessible to visitors. Therefore it is not surprising that tourism, the second largest industry, has been forecast to be the world's largest industry by the year 2000. In the United States, the industry already provides over 6 million jobs for Americans. In many states tourism is the first, second or third industry surpassing extractive industries and agriculture.

In the face of its economic gain, very few places have been able to resist tourism. In many areas with no industries or other means of generating revenue, tourism has proved to be the sole source of income. Small towns, which are facing economic decline and are attempting to rebuild their economic base, look to tourism as a viable alternative (Flora 1992). A large part of the character and identity of a place which is attractive to tourists resides in the physical surroundings.

Preservation has a very important role to play in tourism. It seeks to identify the culture and the past of a place that is reflected in the surroundings and enhance them as points of interest. Through preservation, the distinctiveness of a place that is attractive to visitors is retained. It also makes local citizens aware of their heritage and their responsibility to preserve it for future generations. Preservation needs to be incorporated into every community's planning process.

There has been little literature identified that specifically addresses the physical environment of small towns developing tourism. This study will look at tourist attractions and features of the physical surroundings of three towns in Kansas along with related literature on the subjects of tourism and preservation to formulate some considerations as a practical guide to communities that plan to enhance tourism. These considerations will be limited to the physical surroundings. The study will also address how history and culture in the physical environment can make economic contributions without losing integrity.

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To my mother and brother

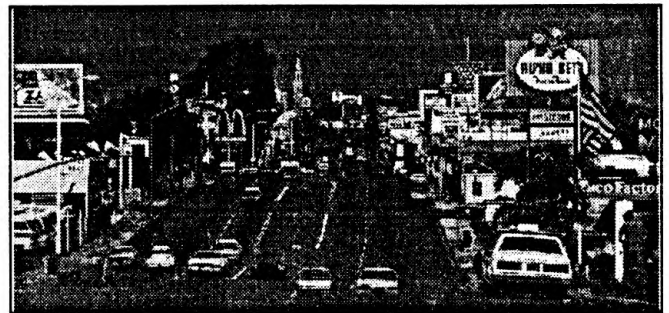
Introduction



"There are landscapes all over America that are separated by hundreds of miles that resemble one another to a bewildering degree. Many American towns and cities, are all but indistinguishable as to layout, morphology and architecture. The lack of variety in much of our man-made environment is recognized by anyone who has travelled widely in this country. Many deplore it, try to escape it..... "

Jackson's (1984, 67) picture of the American landscape is all too familiar as developments all over the country have produced similar results.

' Technological skills have overcome the demands of climate and terrain' and designers today for the most part use an architectural language that is not tied to any place (Foerster 1971, 8). This is found to be true for all types of structures, be they residential, commercial or industrial. Building

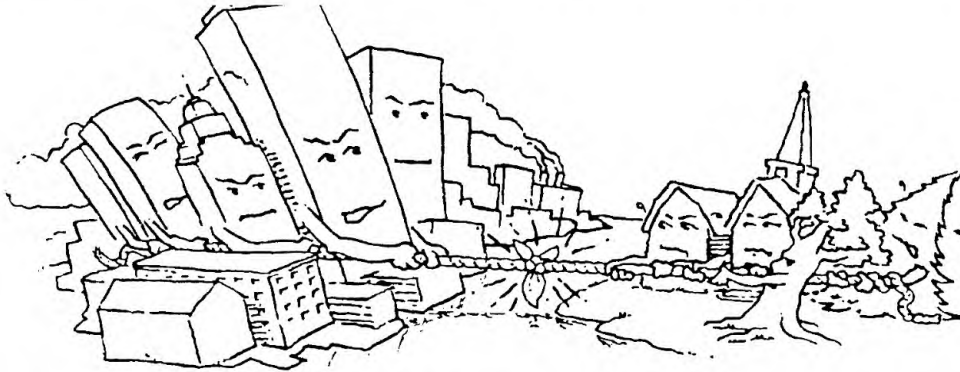


Strip in San Diego, CA (Liebs 1987)

activity, which is now mainly centered in suburbs, consists commonly of the same franchised restaurants, hotels, stores and other businesses interspersed within large residential developments of identical "homes". Businesses have sought to maintain a characteristic form and style in their structures no matter where they are, making no reference whatsoever to place. And so it seems that ' in creating a product for profit, places merit very little concern' (Foerster 1971, 8).

It is no wonder then, that as cities and towns are becoming homogenized, people are attracted to places with a strong identity. Local character and variety in the surroundings are greatly sought after by travellers in their search for an out of the ordinary experience. Analyses of travel behavior undertaken by magazines and government agencies show that American tourists prefer destinations that provide interesting architecture, cultural events and a chance to sample local heritage (NTHP 1988, iii). As a majority of the population now lives in cities, small towns are looked on as a novelty. In fact Ziegler(1980, ix) finds that Americans retain an irrepressible

wistfulness for the small town, the village, the rural life, and he says that although they prefer to live in the city, the country and the village still symbolize a purity of life and simplicity of taste. People welcome the contrast with cities that small towns

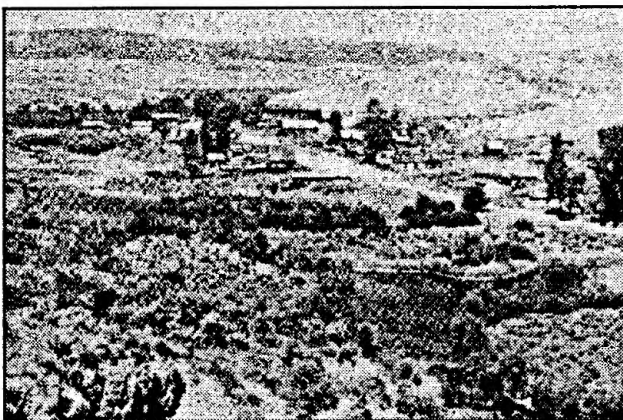


(Herr 1991)

provide, and they relish the unique ambience and sense of place that each of these places carry. They also like to venture out into the countryside, sampling the delights of the environment, open space, friendliness, "small town" atmosphere and a host of other things they do not find in a city (Zeigler 1980, ix).

Small towns have been particularly hard-hit economically in recent years. The majority of them existed because of agricultural activities or the extraction of natural resources such as mining, fishing and logging. Setbacks to these industries directly affected their economy and 'communities dependant on a single economic base have been the most vulnerable' (Flora 1992, 40). Small businesses suffered too due to the nation-wide onslaught of large chain stores. Also trends towards an urbanized society

depopulated rural areas (Flora 1992, 16). More jobs in cities led to the mass migration of younger people from smaller towns. Flora (1992, 197) finds that the "brain-drain" from rural areas was particularly notable in the 80's. She finds that in the world economy many rural areas are coming to occupy a position similar to that of Third World countries. And 'as agriculture continues to decline or disappear as the economic base of



Ghost town in Montana. (Ziegler 1980)

rural communities' they will have to look for alternative ways to survive. Many are attempting to 'build a broad base of economic activity in much the same fashion as urban centers' and they have started by providing incentives for smaller industries, 'offering services to retirees and profiting off tourism' (Zeigler 1992, 13).

Tourism has revealed itself to be an extremely lucrative business in this century. Today, the tourism industry is the sole source of income in a number of areas in the world which have few or no industries or other means of generating revenue. 'It has been estimated that a couple of dozen tourists a day throughout the year is equivalent economically to acquiring a new manufacturing industry with a payroll of 50 to 60 employees' (Middleton 1971, 37). In the face of the economic gain it provides, it is not surprising that very few places can resist tourism. World wide tourism has greatly increased a need for more tourist destinations and the crowding in famous locations has made small towns ever more popular. Many small towns have taken advantage of the attractive opportunity that tourism provides as a viable alternative for their economic revitalization.



People strolling or shopping.



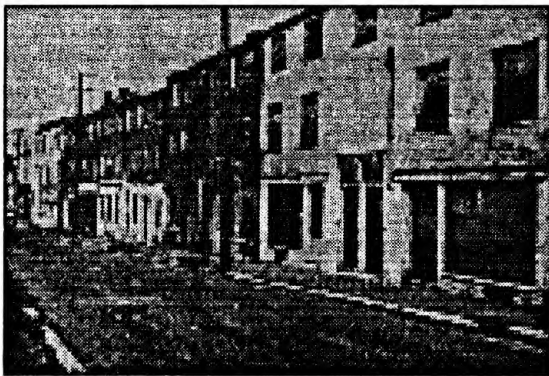
Small town in East Corinth, VT. (Rains, Henderson 1966)

There are a number of ways in which tourism benefits small towns. It is most of all seen as a way of diversifying the economic base of the town. Tourists spend money with local merchants and the 'influx of expenditures produce payrolls and reap tax revenues without placing a great burden on public coffers' (NTHP 1988, I-1). The income from tourism also helps to support services and amenities that residents alone may not be able to support (such as shops restaurants, cultural and recreational facilities). Local business and industry, if they recruit from outside

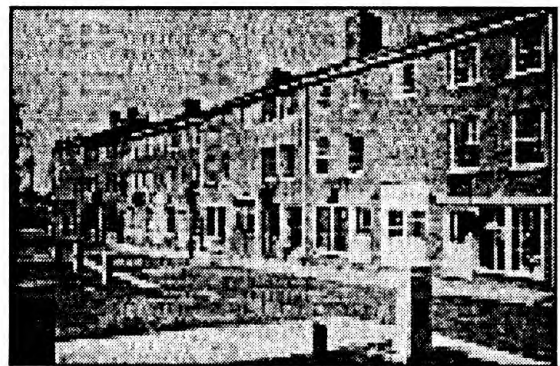
the region, benefit too, if it can be shown that the community is a good place to live (Ziegler 1980, 5). Ziegler further says that whether people come to a place as tourists or potential residents, they will be attracted to a community that seems to respect itself and has *character* and *individuality*, and this is best communicated through the physical surroundings. Different features of small towns appeal to visitors, but sometimes just "small town" image is enough, as Ziegler(1980, ix) finds,

‘ The weathered, sun-struck country building, the white clapboard farmhouse nestled under pine trees and rolling meadows... tugs at an American heartstring. The little village around a common green punctuated by church steeples creates an instant sense of harmony with the American soul.’

Due to the economic decline of many smaller towns , most have not witnessed much building activity over the past years, unlike other bigger and rapidly developing towns. Thus a number of structures built in the heyday of the town, reflecting the ideas of elegance held in that time -usually the late 19th century, still remain. This has turned out to be advantageous for such towns as ‘ people are learning to appreciate such buildings once more’ (Ziegler 1980, 4). Groups of such buildings, if well preserved, give an area a distinct ambience making it a popular tourist attraction. Building styles, detailing, certain forms and different aspects of the built environment that are not seen commonly elsewhere are evident in small towns. So Ziegler finds the option available to all are ‘ to try and preserve some of those rural and small town buildings that have such profound symbolic values for us.’



Row of buildings before restoration, Newburyport, MA. (Ziegler 1980)



After restoration. Utility poles were removed, paving and well executed shops signs were inserted. (Ziegler 1980)

Regional influences and variations are evident in small towns and Flora finds that, given the diversity among rural communities, it is hardly surprising that societal changes have affected individual communities differently. However there is another

side to this scenario. Not all towns have had the good fortune of retaining their past and their heritage in their physical surroundings. When there was no one occupying a building or there was no use for it, many older buildings of considerable beauty and charm have been torn down, while the 'buildings that replace it are all too often ugly' (Ziegler 1980, 8). This way the town loses some of its character and charm. Often seen are also picture windows punched into old houses, aluminum siding added, handsome porches removed or buildings ruined by fads and modernizing. Some buildings, due to neglect and disuse, are simply abandoned and left derelict in irreparable condition. Fewer voices cry out against these ravages simply because there are fewer people in the rural areas. Therefore, according to Ziegler (1980, xi), one emerging priority is the preservation of the architecture of rural America. Preservation signifies physical intervention in the built environment as well as an attitude of appreciation, both of which work together to protect the heritage of a place. This is vital to tourism too, as such intervention retains the integrity of the surroundings.

Tourism is not always beneficial if pursued incorrectly and can have a number of adverse effects on any place. In their eagerness to attract tourism many communities have failed to correspondingly upgrade their infrastructure to accommodate the large numbers of visitors. The result of this has been large unplanned growth and the destruction of unique surroundings. In many areas, efforts to alter the environment are seen as inauthentic by both visitors and residents. This is because people, motivated by financial rewards, conjure up images and create phony setups for tourists, thereby creating artificial settings. This has been evident in a number of small towns trying to promote tourism. Preservation is one of the tools that can be used to enhance tourism as well as eliminate as much as possible its harmful effects on the cultural life of a community. The term preservation here does not solely refer to the historic preservation of monuments and historic sites that draw tourists.

The link between tourism and preservation has gained wide recognition in recent years as it has been understood to be mutually beneficial. Different publications have been released by many organizations, including the National Trust for Historic Preservation, in order to help and guide places in developing tourism. Different guidelines, paths and plans have been suggested. However no material has been identified that specifically addresses small towns and how their physical environment can enhance tourism.

The objective of this thesis is to formulate considerations, relating to the physical environment, which would assist small towns and communities that plan to

develop and enhance tourism. The purpose of these considerations is to increase awareness among people and decision makers of the role the physical environment plays in attracting tourism. The study will determine if the physical environment can be improved by following preservation principles and if history and culture can make economic contributions without losing integrity.

RESEARCH PROCEDURE

This thesis does not propose to be a quantitative research study. It deals chiefly with the qualitative analysis of places, involving the reactions of people and their experience of the physical environment and culture of a community, which is essentially what much of tourism is about. Therefore the data that will be obtained are necessarily subjective. Qualitative research was found to be appropriate for this thesis as it is an approach which examines settings and individuals within the settings holistically (Bogdan 1975). Context is of prime importance in this research as it is centered around people and their experiences of the physical environment. The methodology used for the study is based on the work of authors primarily Patton (1980) and Bogdan (1975) who have written about qualitative research.

In the paradigm of qualitative research according to Merriam (1988) there are no predetermined hypotheses. This study begins with the premise that preservation and tourism are related and uses this relationship to assist tourism in small towns. 'Qualitative research begins with specific observations and builds toward general patterns. The strategy in qualitative research is to allow the important dimensions to emerge from analysis of the cases under study without presupposing in advance what those important dimensions will be. Egon Guba (1985) defines naturalistic enquiry as a discovery oriented approach which minimizes the manipulation by the investigator of the study setting, and places no prior constraints on what the outcomes of the research will be.

Data Sources

In order to gather information that will be of practical use for communities, the method of data triangulation, involving the use of a variety of data sources in a study (Patton 1980), is employed here. This lends credibility, dependability and confirmability to the study (Erlandson 1984). The chief sources of data for this work will be literature studies and case studies of specific places.

Literature Studies

This study attempts to build on and bring together work that has already been

done on the subject, through a study of literature. The works include what has been published on tourism- with references to the physical environment, preservation and the links between them. Some prime sources are the work of Alister Matheson and Geoffrey Wall who have written about the impacts of tourism, David Lowenthal and his insights on preservation and J B Jackson's book on vernacular landscapes. Other references are pamphlets and short publications brought out by the National Trust and other organizations on developing tourism and maintaining community character.

Case Studies

Patton (1984) says that the desire to document individualized client outcomes is one major reason why case studies may be more useful than measuring standardized quantitative outcomes. The reason why case studies were chosen for this study was to examine in detail how processes of tourism work and to get a closer look at the aspects that sustain tourism in a given location.

The places selected for the case studies are

- Abilene
- Council Grove
- Lindsborg



The criteria by which they were chosen are

Historic or cultural significance - These three places have some distinct historic or cultural qualities which give them identity. Abilene was the hometown of President Eisenhower and has the reputation of being an "old wild west town". Council Grove was an important location on the old Santa Fe trail. Lindsborg is known for the ethnic Swedish heritage of its residents.

Tourism - Some level of tourism already exists in these places and is an established source of income.

Location - Proximity to Kansas State University was a chief factor in reducing cost and increasing accessibility. Hence the sites chosen are in the state of Kansas within relatively easy driving distance of Manhattan.

Data Collection and Analysis

Sources such as documents and literature are heavily relied on in this thesis along with interviews, questionnaires and personal observations. The way the data are brought together is outlined in a number of steps.

- The literature is used to provide a background on the tourism and preservation in order to gain a better understanding of both. Both subjects have an extensive body of literature and only what is pertinent to the objective of this study will be noted.
- The specific manner in which tourism and preservation are related will be studied to understand the nature of this relationship and to gain further insight into ways by which this link can benefit an area. There is a significant amount of work by several authors including Michael Dower and Arthur Frommer that deals with this relationship which is expected to yield relevant information.
- The literature search will be followed by case studies. The towns will be documented with short overviews of their history and development. This will help to better understand some of the factors that shaped their physical environment and the role their settings play with regard to tourism.
- The analysis is next which is conducted through a variety of methods.

Patton says qualitative data are open ended in order to find out what people's lives, experiences and interactions mean to them in their own terms and natural settings. Tourism as an activity, primarily involves people and their reactions to places, and therefore their responses are important towards establishing validity for this study. People's experiences, opinions and reactions are subjective and the 'evaluator using a qualitative approach to measurement seeks to capture what people have to say in their own words' (Patton 1980). Qualitative data provide depth and detail. *Depth and detail may emerge from open ended questions on a questionnaire.* Open ended responses on questionnaires represent the most elementary form of qualitative data and they will be used for this study to measure the popularity of various features with tourists and also help to understand the different views held by people involved in tourist activities.

The major way by which the qualitative methodologist seeks to understand the perceptions, feelings and knowledge of people is through interviewing. Direct participation and observation maybe the best evaluation method (Patton 1980). Patton admits that not everything can be directly observed or experienced and participant observation is highly labor intensive and hence a relatively expensive research strategy. In this thesis, some personal interviewing and observation will be conducted at each of the case study sites. However the study will rely on questionnaires as it is not possible for the researcher to meet with many subjects of the sample population.

Questionnaires

The questions asked are open ended and invite the respondents to be as free and forthcoming as they can with their responses. The questions all relate to the subject of the thesis as 'it is the task of the qualitative methodologist to provide a framework within which people can respond in a way that represents accurately and thoroughly their points of view about the part of the world about which they are talking or program being evaluated (Patton 1980).' As with every other method there are limitations to this method. They are, according to Patton, related to the writing skills of the respondents, the impossibility of probing or extending responses and the effort required of the person completing the questionnaire. Samples of the questionnaires are shown on page 120.

Sample Population

The questionnaires will be formatted according to four types of people. They are, for the purpose of the study, based on the functions and the actions of the respondents in the particular case study locations.

The four groups are

- visitors (people not from the particular town)
- residents (people living in the town and preferably those who have lived there over a substantial period of time)
- individuals involved in the development of tourism
- individuals involved in the preservation of buildings

Determining the sample population

There are two ways by which the individuals to be sampled will be determined. These sampling strategies are based on those identified by Patton (1980) for qualitative research.

- The visitors will be chosen by random sampling. ' The reason for choosing random sampling is to increase the likelihood that the data collected are representative

of the entire population of interest.' Since visitors to each of the towns are a varied group, random sampling will be one way to ensure that there will be a fair representation of each.

- The residents as well as people involved in preservation and tourism will be chosen by purposeful sampling. According to Patton (1980), this strategy is used when one wants to learn and come to understand something without having to generalize to all such cases. He also says that the evaluators think through what cases they could learn the most from and those are selected for the study. In this research, specific people who have a certain function in the town are targeted for their opinions and that is why this method was found to be the most appropriate.

Choosing the subjects

This research will rely on the help of contacts within the towns to supply names of people who would be willing to respond to the questionnaires. The advantages of this method are that the subjects will be more willing to participate and contribute more fully towards the research. This method satisfies the criteria given by Bogdan (1975) about choosing a subject. He says that the subjects should be chosen keeping in mind their ability and willingness to verbalize their past and present experiences and feelings. He also says that they should also be the "kind" of people in whom you are interested. The method chosen for this research is particularly suitable in this respect as some qualities of the subjects will be known to the contact people. The bias that might occur due to using contact people is not expected to be great as the towns are small and the numbers of people satisfying the research categories are not large.

Research settings

Patton (1980) says the point of using qualitative methods is to understand naturally occurring phenomena in their naturally occurring states. Qualitative research is naturalistic in that the researcher does not attempt to manipulate the research setting. The subjects for this research will be approached by mail or in person for the interviews and questionnaires. Visitors will be approached at various visitor locations within the town. No pre-organized places or fixed locations were selected to conduct the research but consistency was maintained in the choice of visitor locations in the three towns.

Results

Qualitative data consists of quotations from people and descriptions of events, situations, interactions and activities. The purpose of these data is to understand the point of view and experiences of other persons (Patton 1980). The different kinds of data collected in this study will be analyzed through triangulation (which is a method of analysis that involves a variety of data sources). This will seldom lead to a single, totally consistent picture according to Patton. Different kinds of data capture different things and so the analyst attempts to understand when and why there are differences and the reasons for the differences. At the same time, consistency in overall patterns of data from different sources and the reasonable explanations for difference in data from different sources contributes significantly to the overall credibility of the findings presented in the conclusion.

The results of the questionnaires and the other qualitative data collected will be related to the physical environment and the processes of tourism and these data will be used to gain knowledge on how to assist in developing tourism. The results aim to be of use to both policy makers and people involved in developing tourism. By understanding the important role and various uses of the physical environment with regard to tourism, they can better formulate tourist policies and also make better judgements in organizing the planning and growth of an area.

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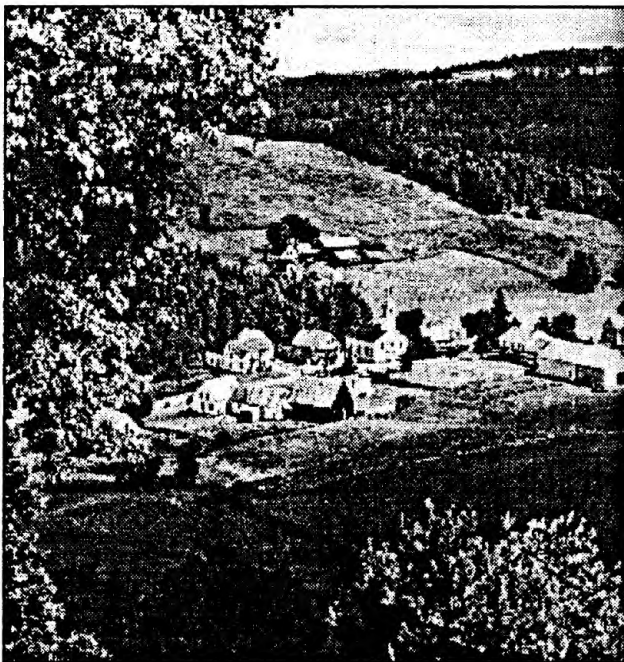
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rural communities' they will have to look for alternative ways to survive. Many are attempting to 'build a broad base of economic activity in much the same fashion as urban centers' and they have started by providing incentives for smaller industries, 'offering services to retirees and profiting off tourism' (Zeigler 1992, 13).

Tourism has revealed itself to be an extremely lucrative business in this century. Today, the tourism industry is the sole source of income in a number of areas in the world which have few or no industries or other means of generating revenue. 'It has been estimated that a couple of dozen tourists a day throughout the year is equivalent economically to acquiring a new manufacturing industry with a payroll of 50 to 60 employees' (Middleton 1971, 37). In the face of the economic gain it provides, it is not surprising that very few places can resist tourism. World wide tourism has greatly increased a need for more tourist destinations and the crowding in famous locations has made small towns ever more popular. Many small towns have taken advantage of the attractive opportunity that tourism provides as a viable alternative for their economic revitalization.



People strolling or shopping.



Small town in East Corinth, VT. (Rains, Henderson 1966)

There are a number of ways in which tourism benefits small towns. It is most of all seen as a way of diversifying the economic base of the town. Tourists spend money with local merchants and the 'influx of expenditures produce payrolls and reap tax revenues without placing a great burden on public coffers' (NTHP 1988, I-1). The income from tourism also helps to support services and amenities that residents alone may not be able to support (such as shops restaurants, cultural and recreational facilities). Local business and industry, if they recruit from outside

the two. However *this study relates to preservation in a wider sense, not solely restricting itself to historic preservation.* As, ‘ increasingly those involved in the movement speak not of historic preservation, but simply of preservation. Their conception of what they are doing has become less specific, more general, more encompassing’ (Weinberg 1979, 213). As a movement, preservation has come to be regarded very seriously in this century. It has witnessed a dramatic increase in public



Restoration,, Vieux Carre, New Orleans. (Weinberg 1979)

awareness and support and Brand (1994, 88) notes that, ‘ Preservation was one of the swiftest, most complete, cultural revolutions ever’. Because it happened everywhere at once without controversy or charismatic leadership, the subject is no longer considered the domain of an obscure few in the bureaucracy or the socially elite but has entered everybody’s life. Being a broad topic ranging into many issues, levels and

physical domains, the subject now includes exclusive branches of study devoted to preservation technology, preservation planning, preservation law and the economics of preservation. Preservation has become a career for many. People of several professions are involved in preservation and the expertise of people in different fields ranging from architecture to textiles is called upon. The scale of the subject varies dramatically too, from the smallest articles of utility or pieces of art, to a building, to portions of a large city (for example, the French Quarter in New Orleans).

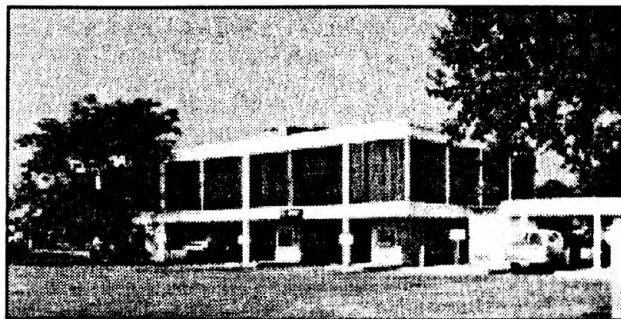
Over and above being technical, preservation is importantly a social and community endeavor. Many of the greatest achievements in this field have come about as a result of unified group ventures. Till early in the century, preservation attempts were conducted mainly by people who had the time and the



Annual spring clean-up day in Fergus Falls, Minn. (Oldham 1987)

resources to spare. Today people in communities of all sizes unite to save buildings and places that are important to them.

Certainly, the most visible efforts of preservation are seen in the built environment. People are increasingly turning to preservation in order to maintain and improve the quality of their built environment. This is largely due to a widespread disillusionment with modern architecture and disdain for the



Bank in Springfield MO. (Longstreth 1987)

monotony of contemporary construction. As Brand (1994, 88) states, ‘The widespread revulsion with the buildings of the last few decades has been an engine of the preservation movement worldwide’. The built environment plays an important role in the quality of life of the residents in an area. They are closely related in that deterioration in the surroundings could lead to a decline in the capacity to enjoy living.

In any place, preservation is undertaken for a variety of reasons, nostalgia and learning among them, but the most common reasons are cultural and economical. As Weinberg outlines, ‘Preservation serves economically to recycle old structures, socially to revitalize communities, and symbolically to link the culture of the present to that of the past through the juxtaposition of their architectures.’

The term preservation includes ‘various types and levels of intervention’. These treatments, discussed by both Fitch (1990, 46) and Weeks (1993, 15) are
Preservation - the act or process of maintaining a physical artifact in the same condition as it was when received by a curatorial agency.

Restoration - the process of returning a physical artifact to the condition it was at an earlier period of time.

Conservation - the process of intervention into the physical fabric of a building to ensure it continued existence and stability.

Reconstruction - the process of recreating a previously existing building on its original site in as much replicative detail as possible.

Rehabilitation - the process of making a property compatible for new requirements while at the same time ensuring that none of its unique features are changed.

‘Of all the treatments, preservation is the gentlest because it focusses on the maintenance of existing materials’ (Weeks 1993,16).

This study will deal with preservation in general, which encompasses all the activities listed previously. The word conservation is used when quoting any author only signifies preservation. This is so because words used for the same phenomenon differ from place to place and 'the term conservation is standard in Great Britain' (Fitch 1990,39). Conservation is also used with relation to nature and in this context, Foerster (1982) sees preservation, conservation and architecture as inseparable. He also says that when correctly understood, preservation, conservation, social and economic needs coincide.

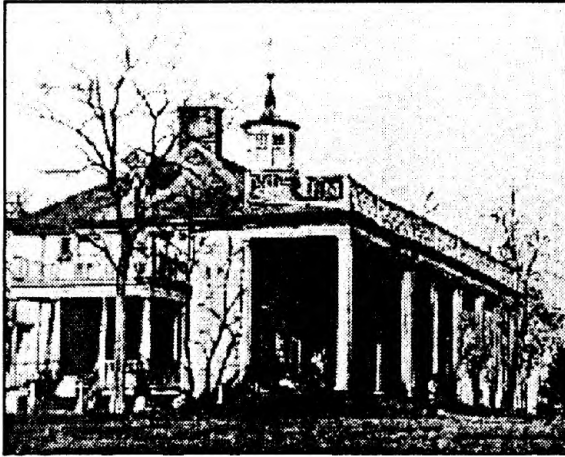
History of preservation

According to Lowenthal (1979, 112), the appreciation of antiquity set in train three clusters of activity ie, recognition and celebration, *maintenance and preservation*, and enrichment and enhancement. But he (1981,17) finds that it was not until the early 19th century that Europeans and Americans strongly identified themselves with their material heritage and it is only within the past half-century that most countries have come to promote preservation as a positive public program. The preservation movement has come to the forefront only in the present century with the past few decades seeing the maximum progress through increased awareness.

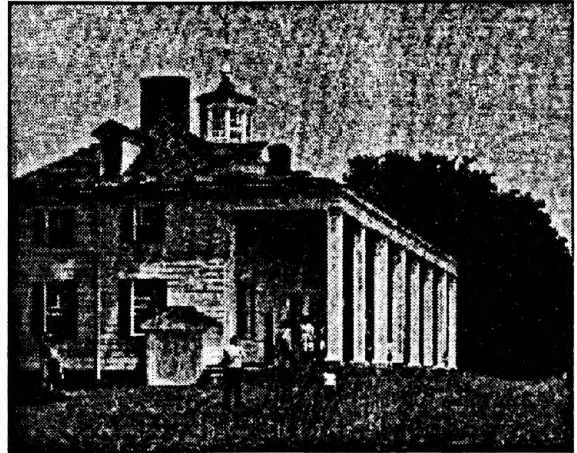
Preservation has recently been widely incorporated into the planning processes of towns and cities in the United States. Preservation as an activity did exist in some form in various parts of the world. A large part of the material heritage in the world exists today only because of the prior efforts of a few who undertook preservation. 'In Britain the movement for the preservation of historic buildings was well under way by the 1770s; and France had created its national preservation agency, the Commission des Monuments Historiques, in 1831' (Fitch 1990,13). Weinberg (1979,7) adds that the sentiment for preservation existed during the Renaissance, but it did not constitute a movement. In both England and France, historic preservation and restoration emerged in the context of the Gothic revival. As long as the picturesque attitude prevailed in the interest in Gothic, improvements were made to Gothic buildings. (Weinberg 1979,15). Also for the first time, around the early 19th century, Lowenthal (1989, 67) states that old buildings came to be valued not merely as emblems of private property or of religious faith, but as tokens of a shared identity, uniting present communities through felt continuity with an ancient past.

In many situations, preservation was not a deliberate effort but came about as a result of a number of forces. Weinberg(1979, 7) finds that preservation in many cases was fortuitous, the outcome of maintenance through use, or endurance despite neglect.

He says ‘ Many of the ancient buildings have come down to us not through any intentional antiquarianism, but through their conversion into churches, for example the Pantheon’. Lowenthal (1989, 67) also says that threat from a supposed rival has spurred heritage consciousness into preservation action in countries in Europe. Since the Second World War, ex-colonial Asia and Africa has followed Europe and America in celebrating antiquities as national icons.



Mount Vernon (1858) before preservation. (Rains, Henderson 1966)



After preservation by Mount Vernon Ladies Association. (Rains, Henderson 1966)

In America, the preservation movement began with patriotism (Brand 1994,95). It is Ann Pamela Cunningham, a woman from the South who can be credited with the beginning of the preservation movement in America. She founded the Mount Vernon Ladies Association, a group who bought the home of George Washington, did maintenance work on it and runs it to the present day. The ladies set the precedent for the movement and stimulated others to follow their lead at numerous patriotic places. Different societies were set up for preservation here and there to save various buildings. Then in 1947, preservation groups felt that they needed unified clout and in 1949 the National Trust for Historic Preservation was chartered by the U.S. Congress. This organization, consisting mainly of volunteers, has a hand directly or indirectly in the majority of preservation efforts in America. Brand (1994, 95-6) finds, ‘ With the establishment of the National Historic Preservation Act of 1966 and the partnership of the National Park Service, a federal government organization, with the National Trust, America has a preservation policy and apparatus as effective as any other in the world’.

Why preserve?

‘ Physical relics from the past came to matter in their own right only when it became clear that the history of each epoch and nation, indeed of each individual, was unique. As long as human nature was seen everywhere as the same..... material evidence of the past served no special purpose’

David Lowenthal (1981,18)

Preservation anywhere is undertaken for a number of reasons. Lowenthal (1981,10) finds that at the heart of historic preservation lies the view that the *tangible past* is attractive or desirable. This is supported by Duffy who declares that ‘ beauty is in what time does’. Others say, “Any building older than a hundred years will be considered beautiful no matter what” (Brand 1994, 90). Therefore age of a building always warrants support for its preservation. However preservation activity has extended beyond age, important as that continues to be.

Preservation also means saving character. The quality of the physical surroundings is part of the character of a place. Places maintain their identity and remain distinct when this character is preserved. People love certain locales not necessarily for any particular building or monument, but just for the overall ambience. Consequently, ‘ love of places and those elements that make a place distinctive can be the motivating factor for preservation’ (Foerster 1985). Preservation does not only refer to saving physical relics from the past but also to elements in the environment that lend character to a place. Such features may not be old, but nevertheless have value as being part of a place and being identified with it and this is the reason they are preserved. So, ‘ plans for preservation should not be limited to the saving of important reminders from the past, but also should address the prevention of intrusions that have a destructive effect on their environs’ (Foerster 1985). Many small towns do not have any great buildings or landmarks to boast of, but they have character and charm that people appreciate and that should be preserved.

To look further into why preservation is undertaken, Lowenthal (1981,11) cites three reasons. As he deals mainly with surviving relics, his reasons have been modified in this study to include a wider variety of factors. They are:

- *representativeness*

To recall typical or characteristic traits of certain places (or past epochs). Buildings provide people with a knowledge of different cultures and legacies. They provide first hand experiences of a way of life and also form valuable learning experiences. Different areas use different styles and materials in their construction.

- *congeniality*

to provide a sense of continuity or a patina of age. To give an area identity and serve to remind people of a common culture or past and the developments that have occurred there over time.

With the rate of obsolescence nowadays, Foerster (1971) says,

‘ only through the integration of physical evidence of the past into

the daily environment can there be the necessary sense of the continuity of living’.

Recently Americans have begun to counteract feelings of rootlessness by embarking on the reconstruction of family genealogies and collective oral histories of communities. Buildings and familiar landscapes play a significant part in the this need and search for identity. Marris (1974, 150) says in "Loss and Change", ‘the townscape ought to reflect our need for continuity, and the more rapidly society changes the less readily should we abandon anything familiar which can still be made to serve a purpose’.

- *economy*

to save energy or materials or skills that would otherwise have to be spent on new structures. Preservation is often cost effective and can provide an environmentally sound solution. By adaptive use and rehabilitation, the useful life of a structure can be extended and adapted to contemporary needs.

Nostalgia is also cited as one of the reasons why preservation is undertaken. Weeks (1993, 16) suggests this when she says that ‘ there is, in reality, little time, and it is less frightening to move backward than forward. This maybe one of the reasons some people eschew all things contemporary in favor trying to recapture the feeling of the past’.

Sometimes there is just no clearly defined reason for preservation. Personal ties can prompt it. People become attached to certain buildings because of associations to past or present experiences, which the buildings symbolize even if that experience has not been a continuous part of their lives. An attachment formed initially with a certain building can be transferred to other buildings of the same type in other places (Lowenthal 1981,117).



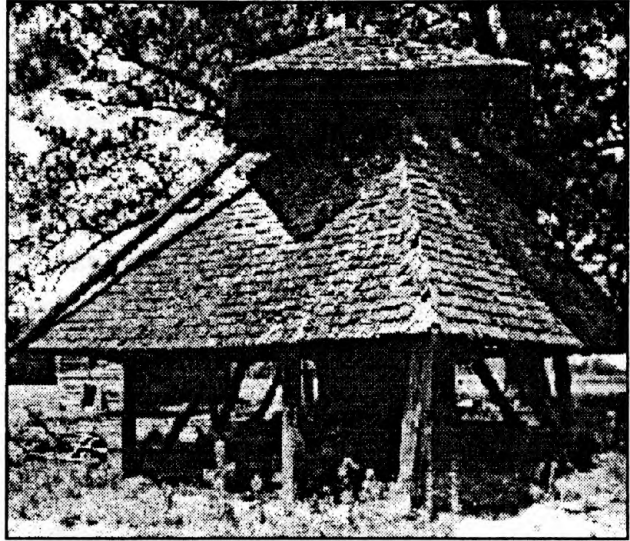
Building style in Santa Fe, NM. (Weinberg, 1979)

What is preserved?

‘ Preservation is increasingly comprehensive’ (Lowenthal 1981,51). With the range now covering from the smallest of artifacts to whole townscapes, it is a complex matter to determine what is to be preserved. While only monumental works of architecture, stately homes and the likes were considered worthy of preservation till



Log Church, Wyo. (Rains, Henderson 1966)



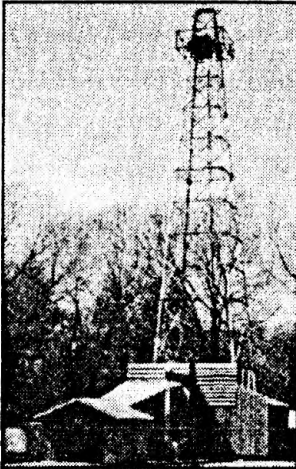
Early 19th century cotton press, Tarboro, NC. (Rains, Henderson 1966)

early in this century, today there is vast change in this attitude. Buildings of all kinds, representative of any level of income and building type are regarded, for example, farmhouses, village churches, schoolhouses and mills. Fitch (1990, ix) finds that preservationists have come to appreciate their interconnectedness with the vernacular and folkloristic fabric of which they are a part.

‘ Buildings derive historical importance not only from their creation in a particular period, or from their established aesthetic and stylistic value, but also from the social context from which they were used, the functions they fulfilled, and the historical experiences associated with them. This is precisely why the rediscovery of vernacular buildings is the rediscovery of a new past - a past which encompasses the lives of common people

Lowenthal (1981, 115).

All classes of people involved in preservation efforts now demand that what they consider of value to themselves, be preserved. Therefore, 'the preservationists exclusive attention to urban buildings has broadened to include farm and village architecture and the countryside generally' (Fitch 1990, ix). This is relevant in the case of small towns, where people have come to appreciate more buildings and the role they play in their surroundings and thereby consider them as resources worthy to be saved. Lowenthal adds that 'Preservation ... increasingly concerns things not because they were special but because they were ordinary, not because they were exotic but because they were homely' (Lowenthal 1989, 68).



Oil drill in El Dorado, KS.
(Kansas State Historic Society)

Lately there has been a great interest shown in the revival of maritime and industrial heritage. 'The relics of the Industrial Revolution matter not only to architects and historians but still more to those who have lived and worked in them and to the communities whose heritage they are' (Lowenthal 1981).

Sometimes no matter how painful and ugly the past, there are some who still see a need to preserve it as it is part of the life and memory of a community.

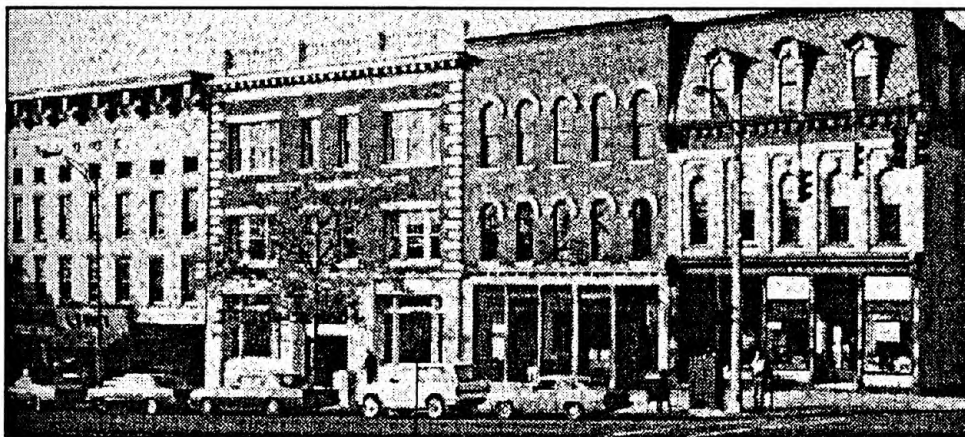
In order that preserved works have value and meaning, their context has to be preserved too. Foerster (1978) refers to this fact when he says, 'individual buildings do not exist in isolation, and aside from their intrinsic values, many elements in the surroundings are significant because of their relation to the larger setting'. An area gains distinction from a group of buildings where each supports and enhances the other. A single building, or structure, preserved in a surrounding of an altogether different context tends to be set apart from its neighbors and takes on a self-conscious air. 'It is possible to have delightful neighborhoods without a single building of special distinction' (Foerster 1971). Recently whole districts and neighborhoods have been designated as historic, in recognition of this fact. Weinberg (1979, 66) finds designation of single buildings does not capture public attention.

'The concepts of conservation go far beyond the acts of material preservation on which Western societies concentrate their efforts', finds Lowenthal (1985, 385). Character, uniqueness and other distinctions vital to a community need an understanding of the forces that help it take its physical form. 'Architecture worth saving means history worth remembering, joys worth reliving, civilization worth preserving' (Foerster 1971).

Lowenthal (1981,14) points out that, 'The aesthetic component of preservation remains highly significant. The preservation movement opens our eyes and hearts to what lies around us, enhancing our own surroundings by encouraging concern about them.' What people anywhere will agree to preserve is what they find beautiful in a place. It may not have antiquarian value or much historic significance, but beauty alone can justify preservation. Brand (1994,102) suggests that maybe there is such a thing as "aesthetic infrastructure," and it's as essential to city health as utilities, sewerage, and a transportation network. Killian agrees to this too, when he says, '...what we wish to preserve is a beautiful world.'

Effects of Preservation

Recent widespread activity in preservation provides ample proof of its advantages. Towns and communities all over are including preservation into their town planning processes. The numerous benefits of preservation extend into many areas. Sally Oldham (1987) has identified and documented the impact of preservation activity on communities through a survey. The survey used questionnaires that were designed to elicit information about the benefits of historic preservation. They were found to be both tangible and intangible and benefits relevant to small towns are noted here.



Restored Main Street, Canandaigua, NY. (Shopsin 1989)

Tangible Benefits

- rehabilitation of areas especially downtowns and Main Streets resulting in increased business, more jobs and putting vacant buildings back on the tax rolls.
- improvement of the visible appearances of areas giving rise to tourism while the distinctiveness of an area is preserved. The income generated by tourism increases the tax base and helps finance critical needs of the town.

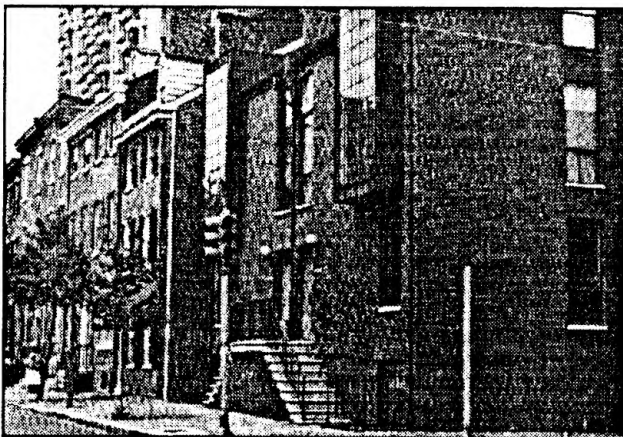
- increase in property values. Reversals in the decline of many historic neighborhoods
- better quality housing for all classes.
- encouragement of the reuse of materials and substantial benefits when compared to new construction in terms of capital, materials and energy. It is also environmentally friendly.
- employment of local workers because preservation is labor intensive
- revival of town activities such as farmers markets.

Intangible benefits

- awareness of the architecture unique to a place (Oldham 1987,16).
- improved community pride and better self-image. Appreciation of local architecture and quality of life.
- increased awareness about heritage, creating interest in older buildings.
- establishment of a connection between the preservation of buildings and the preservation of community values.
- awareness and organized citizen participation in the town planning processes. Power and the capacity to make decisions about the surroundings are now in the hands of the townspeople.
- Cooperation between local government and the business community.
- creation of coalitions of diverse groups.
- generation of both moral and financial support from the community.

Concerns

Some matters deserve consideration when undertaking preservation and there can be disadvantages if they are ignored. Gentrification can be one of the undesirable results that occur as a result of preservation but this is more common in large cities.



Contemporary and historic buildings in Society Hill, Philadelphia (Weinberg 1979)

Preservation has responsibilities and one of them is interpretation. Places must remain true to the actual history and not be manipulated to suit current whims. It is the preservationists' duty to ensure that the public gets an authentic interpretation of historic

surroundings and history. Visitors can damage a resource especially large crowds and preservation should guard fragile places against wear and tear.

Many say that preservation stifles creativity and prevents progress by looking to the past. ‘ Conservationists rob us of our cultural self-confidence’ (Douglas Johnson 1978, 43). Preservation actually aims to promote creative solutions that respect context and place. In other words, *preservation advocates contextually compatible architecture*. Current trends have often failed to place value on this aspect and produced uniform and dull structures all over the world and especially in this country. ‘ Preservation honors peculiarity specific to the building and the locality. It fights the invasive uniformity of franchise fast food joints, multinational gas stations and office buildings’ (Brand 1994,100).

As to the future of preservation and its possibilities, Foerster (1990) hopes that designers will acknowledge the greater whole of which their work is a part.

‘ Preservation has become the best carrier of that moral force architecture needs if it is to have value beyond shelter. Preservation is capable of projecting a vision of new possibilities, of hope for our future.....

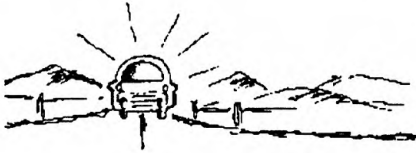
Jensen (1978).

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III

Tourism



‘ Tourism is an irreversible social, human, economic and cultural fact’.

-ICOMOS Charter.

Travel and tourism have become an inescapable part of life. Although some people still do not look favorably on the idea of tourism, a surprisingly large number are unaware of the scale of the industry. Tourism *is* the largest single industry in the world today and therefore there can be no understating its importance as a worldwide phenomenon. This chapter will outline some factors regarding tourism, definitions of what constitutes tourism, who can be considered a tourist and basic motivations for travel. Also the importance of the physical surroundings for tourism as well as features of destinations that appeal to visitors will be discussed here.

Statistics from different places continue to show dizzying figures in earnings from tourism and the forecast for these numbers is always on the rise. As of now the industry provides approximately 35 million jobs and is also the largest single item in world trade. In the past the industry has weathered periods of economic depression and oil and energy crises quite well and has in fact proven to be ‘ remarkably recession proof’ (NTHP 1988, 5). Earnings from tourism contribute very significantly to the national economies of many countries. This is especially so in Europe where tourism has been one of the growth industries for the past three decades (Prentice 1993, 2). ‘ The World Tourist Organization predicts a rise from 300 to 600 million people shuffling in slow, pavement grinding queues across the world’ (Kennedy 1990, 99). Economic considerations are what has led places all over the world to promote the growth of the tourism industry. As Murphy (1985,4) points out, ‘ In a time of automation and rising unemployment, tourism as a labor intensive industry has proved to be both economically and politically appealing’ .

In the US, recent statistics (H&A, 1996) regarding travel and tourism show that

- it supports 6.3 million jobs directly and another 8 million jobs indirectly, making it the second largest industry in the country. The health care industry is the largest private employer.
- it generates \$58 billion a year in federal, state and local taxes. Replacing its income would cost each American household \$652 a year in higher taxes.

- it contributes \$417 million to the US economy each year.
- in 1993 alone it produced a \$22 billion trade surplus, completely offsetting the US/Japan trade deficit in motor vehicle sales.
- it generates \$60 billion a year in spending from international visitors, each of whom spend an average of \$1500.
- the United States ranks as the most popular travel destination in the world.

In addition to the international scene, there exists a very significant domestic tourism market in this nation. Travel within one's own country generally accounts for 75-80 percent of all tourism activity (Lundberg 1976,9). Statistics for tourism and exact spending are hard to come by due to the diverse and spread out nature of the different units that constitute the industry, such as hotels, heritage sites, etc. 'Overall it is hard to quantify the market size for tourism due to its various links with the manufacturing and retail sectors and its numerous seasonal and unofficial businesses' (Murphy 1983,3).

Definition

Matheison describes tourism as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. According to Young (1973,48), tourism as a phenomenon can be described in financial terms by quantifying tourist expenditure. Other ways of measuring tourism are by movements, numbers, and in social terms. Frequently, the utmost attention is lavished on the advantages of growth in expenditure. However 'the potential of tourism goes beyond just economic considerations' (United Nations Manila Conference on World Tourism 1981,5). For a more balanced approach to tourism, it should be measured in a variety of ways so that maximum benefits can be achieved to all concerned with the industry.

History

Tourism is by no means a totally new phenomenon in this century. 'Travel is a long established tradition'(Murphy 1985,17) but over time, with the improvement in technology, patterns have changed, making it more widely accessible to a large number of people. The earliest travels recorded were by explorers and traders in different parts of the world. Pilgrimages were also a common motivation for travel since the earliest times. With the passage of time, patterns of travel as well as motives changed but travel for leisure did not arrive until much later.

‘ The earliest form of tourism as we know it today was oriented and concentrated on religious or health resort themes and, in particular cases, a combination of both these aspects’ (England 1980, 45) This type of tourism, in pre-industrial times, was a privileged affair restricted to only the very rich and the powerful. With the industrial revolution came changes in the scale and type of tourism. ‘ Increases in productivity, regular employment and growing urbanization gave more people the motivation and opportunity to go on holiday’ (Murphy 1985, 18). An accompanying improvement in travel technology with the creation of railroads increased accessibility and offered a cheap form of transportation to many. Thus tourism began to embrace a broader social spectrum. Correspondingly in destination areas, large numbers of visitors resulted in increases in accommodation and other infra-structural facilities. ‘ Private companies invested heavily in hotels, resort development and entertainment facilities, and tourism’s growth encouraged municipal investment in parks, piers and baths’ (Murphy 1985, 18). Tourism slowly began to emerge as a business catering to the mass market. The emergence of the travel organizer was a major step in the maturation of the industry and mass tourism. Thomas Cook was the pioneer in organizing the package tour and he was responsible for handling more than a million passengers in 1864 (Young 1973, 21).

As tourism continued to develop, it was the ‘ post-war era that saw the most dramatic period of growth recorded so far’ (Young 1973,21). The use of jet engines after the Second World War made it possible to fly large numbers of people over great distances at high speeds which brought about an explosion in intercontinental travel. Murphy(1985, 18) says, ‘ the earth literally shrank for the tourist, bringing distant exotic lands closer and replacing week long sea voyages with a few hours of armchair comfort’. Not only were jet planes instrumental in the growth of tourism, automobiles which were common after the war greatly increased mobility. The automobile diffused tourism more than any other form of transport as it provided flexible and personal transportation that freed people from schedules and fixed routes of public transport. Working class people began to take time to travel as paid vacation time and holidays became a way of life.

The most phenomenal growth rates in the industry were seen in the 60s and ‘ it was only in the 1960s that tourism began to be viewed with much optimism especially with regard to its economic benefits’ (Prentice 1993, 21). Therefore according to England (1980, 46), the meaning of the word ‘ tourism’ as it is used today ie. mass travel, is only relatively recent and maybe interpreted as a confluence of many aspects, including population growth, higher income, mobility, longer healthier lives and

increased leisure time. He continues to say that, 'when the majority of people in consumer societies have acquired most of their reasonable desires (house, car, television, refrigerator, freezer, etc.), instead of buying more consumer durables they buy consumer experiences, like holidays, before returning to their everyday reality'. Altogether tourism today is no longer the prerogative of a few but is an accepted and accustomed and even expected part of the lifestyles of a large and growing number of people (Matheison 1982,1).

Tourists

When dealing with the subject of tourism it is fundamental to define who a tourist is and identify the factors that serve to define such a person. The word 'tourist' is derived from the term 'tour' which, according to the *Websters International Dictionary* (1961,2417), means 'a journey from which one returns to the starting point; a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned'. A tourist is defined by the *Oxford English Dictionary* (1993,190) as one who makes a tour or tours; especially one who does this for recreation; one who travels for pleasure or culture, one who visits a number of places for their objects of interest, scenery or the like.'

There has been a large amount of research devoted to tourism lately resulting in numerous definitions of tourists. A very broad definition widely accepted for a tourist has been 'one who travels away from home in excess of 24 hours' (Matheison 1982,12. Young 1973,30). This definition is too broad for this study and does not serve to identify the people who are termed as tourists here. Neither does the definition made by the US Travel Data Center and many other official bodies in the industry who define a tourist as a person who travels over 100 miles from home and stays one night or more. With the search for a more comprehensive definition of a tourist, government agencies have resorted to the term 'visitor'. It states that a visitor is 'any person visiting a country other than in which he has his usual place of residence, for any reason other than following an occupation remunerated within the country visited. This definition, produced by the 1963 United Nations Conference for Travel and Tourism in Rome, Murphy (1985,4) declares, is most widely recognized and used. Although this definition was intended for international travel, it can accommodate domestic tourism (also for the purpose of this study) by substituting region for country. The term visitors was then further subdivided into two categories to assist measurement of tourist traffic and measure its economic impact.

They are

Tourists- who are visitors making at least one overnight stop in a country or region and staying for at least 24 hours.

Excursionists- who are visitors that do not make an overnight stop but pass through the country or region. An excursionist stays for less than 24 hours, and this category includes day-trippers and people on cruises. The excursionist can also be viewed as a special tourist.

Both categories include people spending time and money while utilizing space and facilities in the areas they are visiting. This is a relevant point in defining tourists for this study. These factors also match with the description found in the report on Tourism and Historic Preservation by the National Trust for Historic Preservation (1988, II-3) where tourists are defined as persons travelling outside of their routine - either normal or working - who spend money. This definition includes

- people who stay in hotels, resorts or campgrounds
- people who visit friends or relatives
- people who just pass through to go someplace else
- people who are on a day trip (do not stay overnight)
- other people who do not fit into the above categories, who are in boats, sleep in vehicles etc.

The report does however admit to problems with this definition in today's world as

- some people travel considerable distances to shop, especially at factory outlet malls. They are technically tourists, eating and incurring other expenses that are difficult to measure.
 - some people maintain two homes and are still considered tourists when they stay under a month in any of them.
- Short stay visitors are technically considered tourists.



Shopping, strolling...(National Trust for Historic Preservation)

For this study the term tourist or visitor will, in accordance with the NTHP(1988) report, be extended to

- those attending a meeting or convention
 - those business travellers outside their home office area
 - those on a group tour
 - those on an individual leisure/vacation trip -- including recreational shopping
 - those travelling for personal or family oriented reasons
 - those travelling to study culture or history in some way
- These are outlines of the reasons why people travel. Reasons precede

motivation and Murphy (1985) affirms that motivation to travel is necessary for the development of tourism. Additional factors for motivation are that people need a vacation as a form of therapy and relaxation from the stress of modern life and also want a break from the monotony of their daily routines. Vacations are seen as a right and necessity today though travel continues to be conducted for business and learning.

The study of motivations is extremely important because if they are taken into consideration, says Pearce, destination areas would be in a better position to identify their particular market, determine its travel expectations, and decide how best to accommodate and satisfy those expectations. This is so because, 'Tourism has different connotations and interpretations for different clients, 'a place in the sun' for northern Europeans, 'instant culture' for Americans, or mass participation for Japanese'(England 1980, 48). Altogether, people seek different things, but some common motivations have been identified by different authors (Matheison 1982,30, Murphy 1985,10) that closely compare with each other and they are

-Physical motivations

where travel is undertaken for health, refreshment of body and mind- including rest and relaxation, sports and pleasure.

-Cultural Motivations

Curiosity about foreign cultures, people and places, interests in art, music architecture, folklore, and events are what motivates people in this category. Historic places such as monuments and churches are also an interest here.

-Personal motivations

include just travelling to meet new people, relatives or friends. Also a new environment different from one's own and a desire for change.



Strawberry festival, Michigan. (Oldham 1989).

-Prestige and Status Motivations

education , hobbies, business, ego enhancement, and even fashion are considered for travel.

Matheison (1982,95) also points out that motivational research has shown that tourists may choose a destination for more than one reason and their behavior may not entirely reflect their initial travel motivations. Cost, climate scenery, personal safety

and sanitation are also factors that have an important bearing on the choice of a destination.

Destination Areas

In order to satisfy the earlier outlined motives and to accommodate visitors, a physical setting is required. 'Tourism as an industry occurs at destinations - areas with different man-made or natural features, which attract non-local visitors or tourists for a variety of activities' (Murphy 1985, 7). Two key aspects distinguish a destination area; it must contain features that will attract, and it must appeal to non-local visitors. Two categories of attractions in any destination are

- natural (temperature-sunshine, snow- or scenic landscapes)
- manmade attractions (architecture, festivals and even support facilities such as hotels and restaurants).

This study will only deal with tourism in relation to manmade attractions, and specifically those built attractions that constitute the physical environment. It is to be kept in mind that attraction is a very subjective term and what is attractive to some may not be so to another person. The term, 'attraction is meant to relate to a site, theme or an area which attracts visitors', could be a concentration camp or a battlefield (Prentice 1993, 39). Attractions are numerous and so are the range of built attractions. As Prentice (1993) remarks, the more the better and the more attractive to visitors. Therefore a different range of attractions in any place is highly desirable.

Preferences for destinations change. Tourism is a voluntary activity, which means that tourists have a choice among competing destinations. In order to accurately forecast travel patterns requires an understanding of features in destinations which appeal to and stimulate travel in visitors. Therefore in developing destination areas, one tries to accommodate the variety of interests and activities that visitors seek in a place in creative and distinctive ways. Everyday events such as shopping, dining and sport are organized in settings that are both unusual and pleasant for the tourist. Murphy (1985, 11) adds that, 'To make a destination area more appealing and diversified in the tourism market, the industry often creates support facilities and artificial attractions. The objective is to create a more enjoyable and comfortable visit and thereby earn more revenue by inducing visitors to stay longer'.

The role and the importance of the physical environment in a destination area will be dealt with next in this study. Numerous factors play a role in influencing a visitor's choice of a destination and Matheison (1982, 95) suggests that 'Built amenities and infrastructure are insufficient by themselves for the development of

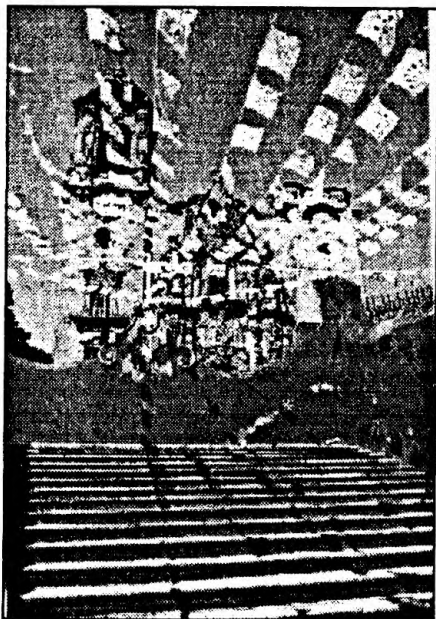
tourism'. Hunt (1975,1) notes that it is possible that images perceived by individuals in the travel market may have as much to do with the success of an area's tourism development as the more tangible recreation and tourism resources. He proceeds to say that many states or regions are endowed with tourist resources equal or superior to other regions, yet often rank very unfavorably in tourist visitation, length of stay and expenditure. It then becomes critical to know how image may influence the willingness of travellers to "buy" certain tourist recreation regions.

Marketing, it follows, is integral for the success of tourism in a destination. Knowing what people want to see and identifying to whom the sites of a specific place will appeal are some basic techniques involved in marketing destination areas. Altogether there are two basic steps in the development of tourism in a destination. They are

- identification and enhancement
- marketing and promotion

While the former lies in the scope of this study, the latter does not and can be undertaken only after the first step has been successfully accomplished. This is because there has to be an awareness of what the resources are before it can be marketed. Most resources will need to be enhanced before they can be promoted to tourists. It is useless and futile to promote tourism in any area without adequately identifying and enhancing the resources. As McMahon (1993) states, ' If the

character of the destination is at odds with its description in advertising and promotional literature, the tourist will feel cheated'.



Festive day, Guanajuato, Mexico. (AIA 1995)

The Importance of Physical Surroundings.

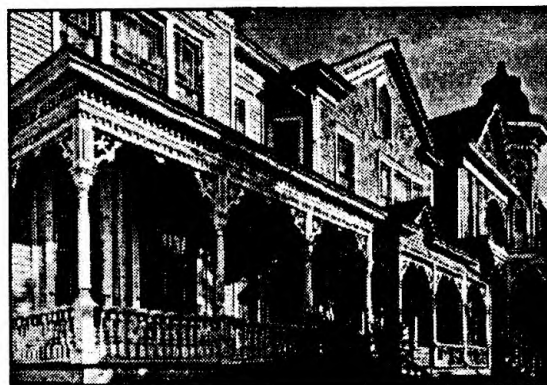
"We take stock of a city like we take stock of a man. The clothes or appearance are the externals by which we judge."

Mark Twain

The appeal of a place is strongly related to its physical characteristics. A clear evidence of this are tourist brochures which are covered with attractive scenes of different places. This part of the study seeks to establish the importance of the physical environment as a tourist draw. This is a

critical point to take note of in developing tourism and McMahon (1993) agrees there is an immense but too often ignored relationship between community appearance and tourism. Some places have already found that recognizing this relationship and understanding its significance can lead to immense gains in tourism. According to Galt (1974), 'Tourist spending, a rich source of both public and private revenue, is strongly influenced by environment generally and specifically by heritage sites and buildings'. As a visitor, recalling a particular place previously visited, it is the physical environment that dominantly comes to mind. However few notice this or view the physical surroundings as separate from the place. Hence it is not common that people point out the surroundings in general as a motivation for their visit, though in some places people have identified this as the reason. One western Canadian city found 13% of its visitors enjoyed the buildings more than anything . A recent tourist study in Nova Scotia showed that one-third of all pleasure travellers visited provincial museums and historic or cultural buildings (Galt 1974, 8).

One of the chief motivations for tourism is a desire to see something different from the settings that are encountered everyday. Virtually every study of travel motivations has shown that along with leisure and recreation, visiting scenic areas and historic sites -masterpieces of art and architecture - are among the top two or three reasons why people travel (Frommer 1988, McMahon 1993). This holds true for almost all types of tourists and Roddewig (1988) says convention and trade show participants are drawn as much by the opportunity to experience someplace different from their everyday experience, as by the opportunity to make business contact. The reason that most people tend to look for a change is that most places in this country have begun to look just like the other without anyone realizing it. McMahon (1993) comments that, 'today a person dropped along a road outside of most American cities (unfortunately small towns too) wouldn't know where he or she was because it all looks the same.' All places have the same franchised fast food restaurants and gas stations, similar signs and vast parking lots dominating the landscape. People are therefore looking for something different when they travel and the places that are more appealing than others are the ones that have protected their uniqueness. Places with distinct



Houses in Savannah, GA.

surroundings have seen a staggering tourist response. New Orleans, Savannah and Charleston are some of the most popular tourism destinations in this country.

‘ In their quest beyond amusement parks, people are searching for scenery, heritage and culture’ (Breslau 1985). An important aspect of culture both for the host community and the industry is the quality and the uniqueness of local architecture, historic buildings and monuments. These inanimate objects reflect the history of the hosts, and are a major tourist attraction according to Ritchie and Zans (1978). *Architecture and culture are*



Houses in Savannah, GA

linked to each other and it is commonly accepted that one influences the other. It is said that architecture is ‘ a direct and un-selfconscious translation into physical form of a culture, its needs and values as well as desires, dreams and passions of the people’ (Rapoport 1969). The common ways that architecture lends distinctiveness to the surroundings are through different styles (which arise from a number of factors including the climate, geography, culture and history), details, materials, colors and overall play of forms. Thus, Murphy (1985) asserts, it behoves tourism planning to conserve such assets and where possible ensure that additional facilities blend in with existing architectural styles. And, ‘ the more a community does to enhance its unique set of assets, whether natural, architectural or cultural, the more tourists it will attract’ (McMahon 1993). **The focus of this study is to find how best this can be achieved in small towns.**

Another factor to note is that, as important as monuments and specific historic sites are, as a draw they cannot in most cases attract a large amount of tourism. ‘ All over America we find cities that possess scattered historic structures and yet they attract no tourism at all’ (Frommer, 1988). Character and uniqueness come out of use and areas that convey the kind of life it sustains are the most successful. The National Trust (1988, III-8) also finds that “.. the ambience, variety and historic qualities of the destination’s environment as a whole (rather than the lure of specific sites) play a key role in the tourists enjoyment of many kinds of activities such as strolling about, taking guided tours, sampling ethnic cultures etc.’ The report also found that there was much more interest and meaning for tourists when there was importance in a

place related to people and events rather than the physical structure alone (NTHP 1988, III-3). The role of physical structures is to enhance the quality of life.

Richard England (1980) asserts that what has contributed most strongly to the overwhelming growth and expansion of tourism in the decades of the 1960s and the 1970s has, ironically, been the failure of urban environments modelled on architectural philosophies based on twentieth-century rationalism. He says vital emotional aspects of expression in architecture have been excluded from contemporary architecture to produce dull and machine-like buildings.

In conclusion, it is important to note that, 'it is the heritage, culture and natural beauty of a community or region that attracts tourists' (McMahon 1993). And the more an area comes to resemble Anyplace, USA, the less reason there will be for people to visit. 'Any historic site or building is a sightseeing draw, and that the better developed these heritage resources are, the more prosperous will be the local tourist industry' (Frommer 1988).

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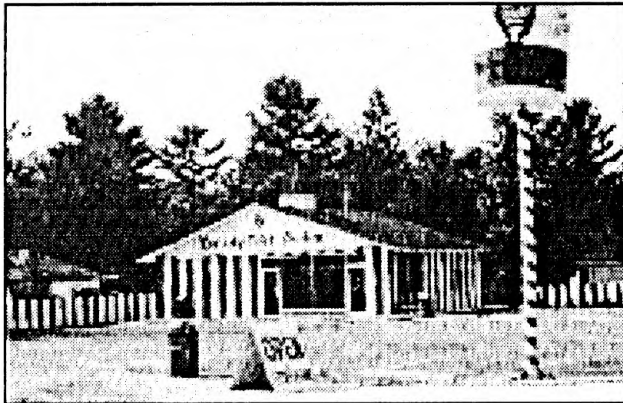


Adverse Effects of Tourism

Tourism is a homogenizing influence and its effects everywhere seem to be the same- the destruction of the local land and regional landscape that very often initiated the tourism, and its replacement by conventional tourist architecture and synthetic landscapes and pseudo-places.

-Edward Relph

Nearly all people are likely to be tourists at some point in their lives. They value their experiences of places and are bound to be disappointed if a place fails to live up to their expectations. Areas witness unwanted transformations due to tourism



Fast food restaurant from anywhere. (Relph 1979)

but visitors are not likely to be the first to realize that they may be the cause of change. It is those responsible for the promotion of tourism, local government and residents that should be aware of the undesirable changes that can occur due to tourism. As Relph (1986, 92) says, 'Tourism has increasingly imposed its own values and forms on all the places that have merited its

attention.' The character, surroundings, history and other aspects of a place that are viewed as unique may easily disappear if there is no prior awareness of them nor caution exerted in the processes of tourism. The purpose of proper planning is not solely to guarantee the survival of tourism, but also ensure that what people hold as precious in a place may continue to survive for their own benefit.

There are studies underway to assess and forecast the impacts of tourism on a locale. In their work on assessing the various impacts of tourism, Mathison and Wall (1982, 5) find that there are problems in determining the impacts of tourism. One is the difficulty of differentiating between the changes attributable to pre-existing processes and changes induced by the influx of tourists. In many cases, they

determine, tourism is made the scapegoat even though it is just one among a number of agents of change. A common tendency is to forget the rapid process of change that this century has seen in all parts of the world. This is not to say that we cannot identify the outcomes of tourism. There are some impacts that are clearly the products of tourism development. Others are subtle and though not significant in themselves, can cause a ripple effect which manifests itself in a larger way somewhere else. Impacts of tourism involve many issues and Matheison and Wall (1982) have grouped them into three categories, economic, physical and social. But they admit this distinction is somewhat artificial, as the boundaries between the categories are unclear and the contents merge. This chapter will only deal with those adverse effects of tourism that affect the physical surroundings and especially those of small towns.

‘The physical environment is one of the most basic resources of tourism (Matheison 1982,102).’ It is also one of the most vulnerable elements to its effects. ‘As much as tourism is to be encouraged, we are always in the grave danger of killing the goose that lays the golden egg’ states Beazley (Binney-Llowenthal 1981, 194).

The physical environment is fragile and measures to protect it should be of utmost importance, though commonly, ‘measures for protection were taken only after damage had already been inflicted’ (Matheison 1982,102). Ideally, what should be widely propagated are adequate precautions. Impacts on the physical environment should be documented in order to develop and implement precautionary measures. For

those that cannot be avoided, planners need to estimate their extent and make provisions to lessen them, as ‘there are tradeoffs in the effects of tourism’ (Matheison 1982,24). It is the obligation of decision-makers to decide what is important and to what extent compromises can be made. Then, plans have to be made respecting these features.

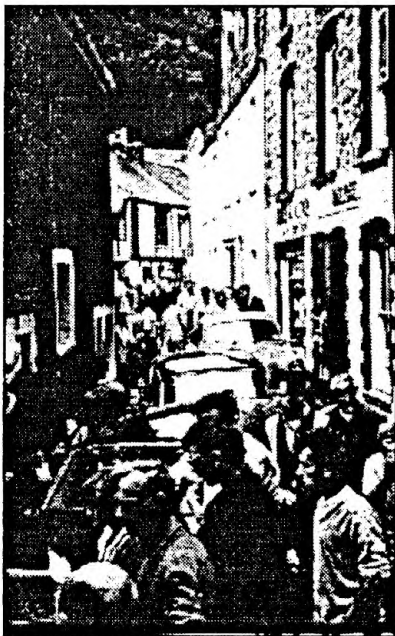
To classify negative effects of tourism on the physical surroundings, this study will use two categories. They are

- tangible effects

those that directly act on the physical surroundings and correspondingly leave immediate results.

- intangible effects

those that arise due to certain attitudes, events



Over crowded streets. (Dower 1980)

or processes, and as a result manifest themselves indirectly in the physical surroundings.

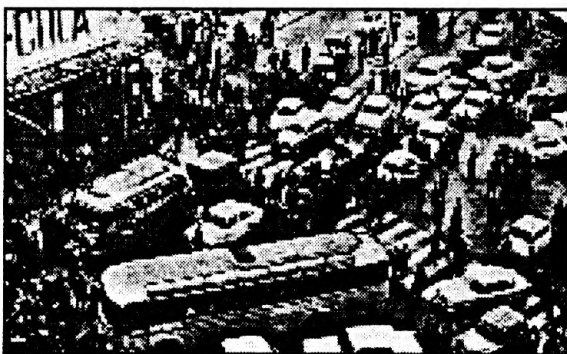
Tangible Effects of Tourism

The tangible effects of tourism are relatively easier to detect and hence a lot of attention has been devoted towards remedying them. The most common problem is -visitor wear and tear

‘ The most active form of attrition is the consequence of merely exposing an artifact to public access. Modern cultural tourism creates a situation in which large crowds walk into, around, through and over monuments and sites that were never designed to support such traffic’ (Fitch 1992, 286). In recent years, many locations have been inundated with visitors far beyond the physical capacity of the site to support them and the question has been how to cope with these vast numbers. Much damage is done to a physical fabric at the height of the tourist season when a large number of people visit a place at the same time. The cumulative effect of large numbers of feet cause the wearing away of the monument they are visiting. Large volumes of people breathing in the same place can cause a serious change in the humidity levels in historic buildings. Humidity settles on fragile fabrics and paintings, altering their appearance permanently. Most built artifacts in rural places are not designed to carry crowds, as they might be private homes or small streets that were built to cater to a very small population. The physical fabric of these sites is under a great threat due to tourism.

-traffic pollution

Tourism has been made possible by the developments in transportation technology. Yet the very machines which make sites and monuments accessible to a



Traffic pollution. (Dower 1980).

mass public jeopardize their continued existence directly by their noxious wastes, vibrations and now sonic boom’ (Fitch 1992). Large amounts of traffic create unhealthy levels of carbon monoxide in the air which erodes the surface of many structures and also causes stains on the exteriors of many building materials. In rural settings, the level of pollution due to traffic has been

found to be insignificant except in congested spots (Matheison 1982, 104).

Traffic also creates congestion and requires a high amount of infra-structure to support it. Parking is a problem in many tourist areas and the creation of parking lots in areas close to an attraction has destroyed the character of the setting. As Dower (1974, 942) says, 'inhabitants of historic cities and old villages are distressed to find their narrow streets choked with tourist traffic, and their picturesque squares and market places turned into car-parks for visitors.' A cluttered image takes away from the charm and character of a setting. Also noise levels caused by traffic tend to be distracting to both visitors and local residents.

-other pollution

Large numbers of people leave high amounts of garbage. In many cases municipal authorities fail to estimate the extent of saturation and this leads to overflowing trash baskets. Besides the unsightly appearance of waste encourages 'further abuse and neglect.' Fitch (1992) comments that the behavior of the public in a public space is definitely affected by the level of housekeeping in that place. There also arises the problem of waste disposal as it nowadays contains a bewildering range of cans, plastic and containers which are not bio-degradable or easily eliminated.

-vandalism

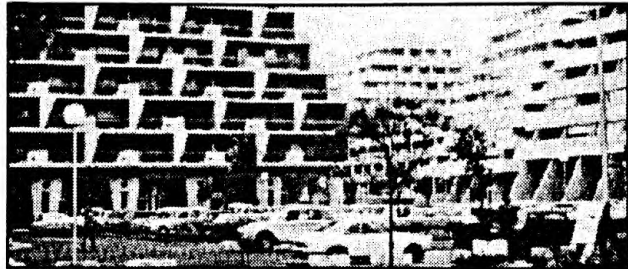
Vandalism, described as the deliberate or malicious use of an artifact, today constitutes a real and rising threat to the existence of all artifacts exposed to the public (Fitch 1992). Bits of buildings broken off for souvenirs, valuable items stolen, graffiti on walls are all acts of vandalism. As much as this is detrimental to the continuing existence of a building, some have made an argument for graffiti as well. According to Professor Wolff (Kennedy 1990, 101), they document the fourth dimension, the time through which the building has lived and become part of history. He points to the example of the etchings of a 15th century seaman on the pillar of a cathedral in Germany which is today considered part of the history of the building. This however cannot be applicable to modern times where visitor numbers are so large and any interference would amount to damage. Spray can technology today has made destruction easy.

-architectural pollution

Tourism saw rapid development in many places. 'It moved so fast that no one took the time to evaluate in any forceful fashion the consequences of growth in the way of long run impact on land use, land values, and environmental quality' (Buck 1977, 31). Catering to tourists and their needs requires a large amount of infra-structure which results in the most noticeable effects on the environment. Town authorities were not sufficiently prepared for the impact tourism was to have on the

environment and make adequate provisions and regulations to accommodate the new elements. The result of uncoordinated development according to Murphy(1985, 14) is monotonous homogeneity and garish low quality tourist traps which clash with the destination's ambience. Architectural pollution' is a term used by Pearce (1978, 152) to denote the unsightly nature of the physical environment due to tourism.

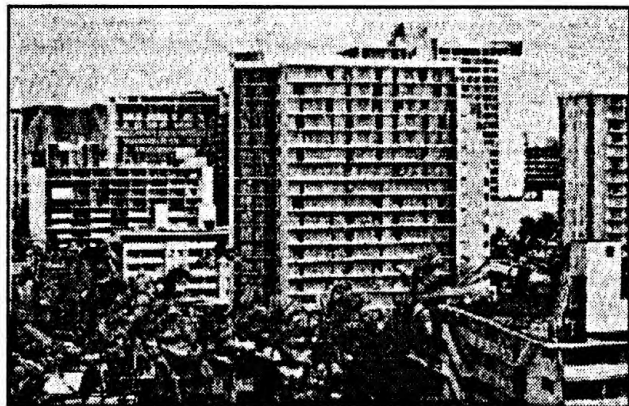
Mass tourism today typically consists of people taking a package tour with a fixed itinerary including planned attractions. These tourists, demand a high level of facilities and services especially those with which they can easily identify. Therefore popular hotel and resort chains, and companies set up branches in tourist areas to tap the market. Super stores and business franchises also



Landscapes of tourism. (Relph 1979)

start springing up close to sightseeing locations offering modern, up to date and elaborate facilities. Such developments make conspicuous changes to the physical appearance of an area and are usually out of character with the surroundings especially in rural areas. New businesses, if not controlled, tend to spread out over a wide area in order to command the maximum domain. 'The absence of planning regulations leads to sprawl' says Matheison (1982, 121), sprawl being the term given to large unplanned development. Typically businesses like to be in what are considered the locations and areas. There is also a tendency to make buildings as large as possible, both for space needs and so people notice them, but in a non urban setting they are totally out of scale, and clash with their surroundings.

Another issue is that of appropriate architectural styles. Regional styles and local building traditions are ignored in favor of styles used by specific chain stores and restaurants or the more current and popularly accepted fashions. Therefore buildings in very different styles all tend to be juxtaposed. With artificially controlled interiors there is no great



Hotels and condominiums in Hawaii. (Relph 1979).

need to adapt a building to a particular climatic situation. Structures are seen that are not responsive to the particular environment, surroundings or climate of an area. The approach that most builders take, according to Dower (1974, 657) is that customers may come from different countries with differing traditions of space or service, so that uniformity in design maybe the safest approach. Uniformity takes away from the special character of a place and results in ‘ a weakening of the identity of places to the point where they not only look alike but feel alike and offer the same bland possibilities for experience’ (Relph 1986,90). The consequences of this are twofold (Matheison 1982,160)

- One is that tourist places begin to look much like each other.
- The other is that the local identity and the uniqueness of the place which was the *raison d’etre* of tourism gets assimilated into the identity of the stronger visiting culture.

As the physical environment follows general trends and the demands of the market there is a constant need to update certain features such as modern conveniences according to current fancies. The absence of any semblance to local building traditions will edge a place out of the tourist market leading to its decline both economically and physically.

Intangible effects

The intangible effects of tourism have received extensive documentation, especially from a sociological perspective. They are in the form of attitudes, outlooks or events that occur as a result of tourism. Only effects that result in a change in the physical environment will be dealt with here.

-economic effects

Besides the financial advantages of tourism which are stated elsewhere in this study there are other economic effects that adversely affect tourist locations. They are usually the most severe for the local residents. The superior economic wealth and higher buying power of tourists brings about an increase in the prices of commodities. Basic items previously affordable to locals are now far beyond their means. This leads to a marked difference in the lifestyles within a small area as the limited buying power of the locals is emphasized by the presence of well-off tourists. Such separation is clearly seen in cases where tourists enjoy special facilities which are unavailable to residents (Matheison 1982,121). This leads to resentment.

Unique places in a rural setting with attractive scenery are targets for visitors who want a second home out in the country. Owners of second homes are typically

wealthy people who want the place for weekends and holidays. The result is that land, previously in the hands of locals, is bought up by outsiders, leading to increased land prices. This may be profitable to locals for a short time but soon they find themselves outnumbered and driven from their land. They are unable to afford similar land at the new prices. The development of second homes has a marked effect on the physical surroundings. According to Matheison (1982,126-7), in spite of the renovation and restoration of many rural cottages and the economic advantages induced by second home development, the countryside is generally considered worse off environmentally as a result of this change to the landscape. He also comments that there has been little concern for aesthetically harmonious designs in most second home developments and that their visibility tends to decrease the aesthetic value of the particular locality.

- cultural effects of tourism

The physical landscape is the most visible expression of a culture and heritage of a people and it has been hard hit by tourism. Matheison (1992,159) has identified two themes of cultural impacts of tourism. They are the process of acculturation and culture as a commodity.

Acculturation

Acculturation theory asserts that when two cultures come in contact for any duration, each becomes somewhat like the other through a process of borrowing (Nunez 1977, 207). The underlying assumptions in the acculturation process are that cultural changes occur primarily to the indigenous society rather than the visiting group and it leads to the gradual homogenization of culture where the local identity assimilates into the stronger visiting culture. 'Tourism of the present has already begun the work of obliterating cultures' (Turner and Ash, 1975,130). In the case of rural societies tourists are likely to be of a higher economic status than the locals and therefore there is more of a chance that the locals will borrow from the tourists than the other way around. 'As host societies adapt to tourism and attempt to satisfy the needs of tourists they will succumb to tourists' attitudes and cultures and become more like the culture of their visitors' (Matheison 1982,161). But Matheison admits that changes resulting from intercultural contact are not exclusive to modern times nor are they solely attributable to recent mass tourism, but the extent to which tourism contributes to this process of acculturation remains largely unexplored. The results of acculturation in the environment are the homogeneity and uniformity of structures and landscapes. The acculturation problem is not so grave within industrialized nations since the cultural differences between hosts and guests are not so extreme, but differences do exist and it is in the interest of both the destination communities and

the tourism industry that they should be respected and maintained.

Murphy (1985, 148) states that the most vulnerable to acculturation are those small rural communities where the physical and cultural isolation is being eroded by improved accessibility. 'These destinations offer the appeal of quaintness and being off the beaten track, but can retain such qualities only if they remain minor destinations and operate within their own social and environmental capabilities' (Murphy 1985,148).

Culture as a Commodity

Historic and cultural centers are the most popular areas of the contemporary tourist trade and are consequently exposed to the great pressures involved in the tourism process. In today's consumer society where everything is based on demand and supply, culture has had to adjust itself to meet the demands of the market. Culture has value in terms of money and like everything it can be bought and sold. Being in big demand, it is a highly marketable commodity. 'When tourists purchase a vacation as a package they also buy culture as a package (Matheison 1982, 171).'

Places are marketed according to what people want to see there. The product oriented approach, according to Wahab, takes the form of marketing specific assets or a combination of them. Images of places are built up which are romanticized and then publicized in order to attract tourists. Matheison (1982, 171) says that tourist images may be built up around illusions but they, in turn, are what tourists expect and demand and that is what is provided. Prentice (1993) too states that the demands of heritage customers now substantially define what can be included under the heritage label.

One of the ways to publicize a place and its culture is through its physical surroundings. Each place is given a theme, towards which the architecture of the area is manipulated if it does not already have any traces of it. Images relating to the theme fill the environment. Hotels, shops, and various other businesses carry names related to the theme solely for the purpose of attracting tourists. Relph (1986, 59) says, 'both the image and the actual physical setting are manipulated and manufactured so that they correspond, and the result is a superficial and trivial identity for places, ... which can only be transcended by considerable intellectual effort.'

Market forces for art forms have also resulted in the manipulation of culture to meet demand. Art objects prepared for tourists lose much of their original meaning. Artifacts formerly produced for religious or ceremonial purposes are now produced for sale. A study (Francillon 1975, 40) in Bali revealed that there is an increasing tendency to use religious symbols and attributes, such as pennants, bamboo poles and strips of decorated palm leaves for tourism. The Balinese have failed to realize that

their religion is being used by the tourist industry and that some of the most beautiful cult implements are being desecrated and transformed into decorative gimmicks. The irony of the situation is that 'most tourist purchases are not stimulated by a genuine interest in the host culture, but are acquired as a memento of the visit and as a sign to peers as an extent of the buyers' travel experiences' (Matheison 1982, 169).



Roadside souvenir store, Vermont
(Relph 1976)

With the tourist demand for souvenirs and other items of native art, areas frequented by tourists tend to become cluttered with souvenir shops and boutiques, and thus become a tourist landscape. 'The landscapes of tourism are typified by architecture which is deliberately directed towards outsiders, spectators, passers-by, and above all consumers' (Jackson 1970, 64). A well meaning attempt to portray a culture in the surroundings can also meet with dubious results. This is evident where some hotel developers have copied sacred buildings for hotel decorations and used sacred objects for furnishings. Many temples are used as a permanent background for stages on which sacred dances are performed for tourists entering the temple. Here local cultural qualities have been abstracted from their real, meaningful context (Francillon 1975, 740).

There are some who have honestly attempted to incorporate indigenous features within western style structures by adorning interiors with local paintings, murals and sculpture and symbols of present and past lifestyles.

'In some destinations the demands for cultural tourism have outstripped the supply' (Matheison 1982, 172). Places then respond by staging attractions, which are created solely for tourists in order that they may view and experience cultural aspects of the area in the most enjoyable fashion. A point in favor of contrived experiences is that 'they seek to reinterpret the place for the tourist by dramatizing history, stage-setting an event, way of life or a period. Tourists flock to such places as it sustains their interest and forms a better way for them to remember the place by'. Contrived experiences seek to manipulate historic events, and connections with famous figures in order to draw visitors. Museums, houses and shops are carry allegiances to themes whose very connections to the place are questionable. Places are tailored to what tourists expect and what they want, though what is portrayed may not be in keeping with the heritage or the history of the place. An example of such a situation is that

people like to shop in places that are "quaint", "charming" or "historic", and in response shops and other commercial areas are equipped with motifs that draw on heritage themes in order to woo customers. Landscapes and townscapes increasingly fashioned in a heritage image is becoming the new vernacular of the 90's' (Prentice 1993, 223).

This raises the issue of the authenticity of places? According to Relph (1976, 90), inauthenticity with respect to a place occurs when there is a covering up of genuine responses and experiences by the adoption of fashionable mass attitudes and actions. The inauthentic attitude involves no awareness for the deep and symbolic significance of places and no appreciation for their identities. In fact, Relph goes on to say that an inauthentic attitude to place is nowhere more clearly expressed than in tourism. In a totally contrived surrounding, a place can come to mean nothing to the people there. It is no longer a reflection of the culture, past and heritage of the people living there and hence they lose their ties to the place. Their traditions and customs are also manipulated in order to make tourist experiences more satisfying. Lowenthal comments that re-enactments of historic events are apt 'to turn venerable places into self-conscious replicas of themselves' (Lowenthal 1981, 226). Various other authors have also criticized contrived tourist settings. Boorstin says of such attractions that they offer an elaborately contrived indirect experience, an artificial product to be consumed when the real thing is free as air.

Prentice (1993, 43) asks how likely tourists are to mistake the contrived for the authentic or the reverse. It maybe that some tourists expect to be fooled, for this is seen as part of the tourist experience and enjoyable all the same. Some attractions do not even make a pretension of being authentic. It is clearly evident to tourists in such a situation that they are the reason for the show. As Prentice (1993, 34) puts it, 'However unauthentic some heritage presentations may be the interpretation of past type heritage by tourists and others, such consumption yields benefits, presumably of self fulfillment which consumers are prepared to pay for instead of other goods, services or experiences.' Contrived experiences and selective portrayals also mislead people about a place, its history and culture. Chippendale (1989, 62) comments, 'Were it not for the real human Americans they (his children) meet, they might come to believe that the United States is about - and only about - Mississippi steam boats, cowboys, logflumes, and rubber rafts on the Colorado River.'

It would be hasty to criticize staged attractions and classify all tourists into one category. MacCannell (1973) argues that the term 'tourist' is increasingly used as a derisive label for someone who seems content with his obviously unauthentic

experiences whereas sightseers are really motivated by a desire to see life as it is lived. Also rather than deride staged tourist attractions as pseudo-events and tourist traps, Buck (1977) in his studies tries to look ‘beyond the alleged plastic sideshow qualities to gain a more positive assessment.’ Taking the example of the Amish people at Lancaster County, Pennsylvania he makes two very important observations regarding staged tourist attractions. One is that the attractions are valid attempts to portray various aspects of the life and culture of the Amish. This gives the viewer a sense of aspects of a certain kind of life which they otherwise might not have been able to witness. The other is that when tourists patronize the staged attractions, they do not mingle with and bother the Amish people who like to have as little contact as possible with people outside their own kind. Buck also says - ‘there is something refreshing and buoyant about the rich mixture of good taste and downright shoddiness as they presently operate in Amish country. Why not permit free market competition to work out what tourist enterprises offer and the tourist demand wills? Tourists .. show little concern for consumer protection’.

Nevertheless, what is happening in Lancaster County may not be the model for everyone to follow. There is always the danger of a culture going overboard to attract tourists. As Matheison (1982, 172) warns, ‘Cultural forms lose their traditional meaning when modified for tourist consumption. The commercialization of culture does not require the approval of the host society and rarely does it have the power to reverse itself’.

Local Resentment

As tourism grows rapidly or to unmanageable proportions, resentment towards tourism becomes evident among the locals. ‘Resentment tends to be the highest in what is termed as tourist magnet areas where tourism is the principal source of income to the community’ (Matheison 1982, 142). Resentment comes about for a number of reasons. Some of them and their effect on tourism are.

- ‘tourism with no return’

It is argued that the local community bears much of the cost of providing the tourist infrastructure, and that the pattern of ownership in the tourist industry is such that the local community no longer receives reasonable benefits. Tourist businesses in many areas are owned by people outside the community and thus the money generated by tourism is siphoned off. The local economy benefits little as tourist goods are also brought in from outside the area. Employing non-locals in managerial and professional positions with a greater salary and responsibility than that given to locals is another factor that creates resentment

among the people (Matheison 1982, 42). There is also the danger of over-dependance on tourism that every community should consider.

- physical presence of tourists

Resentment is noticeable when tourist numbers get very large and cause interruption to the local way of life. Tourists can be interfering and demanding. There are people in small communities who like to maintain as little contact as possible with outsiders, which is difficult when there are tourists. Unusual behavior, unfamiliar customs and financial superiority are reasons for resentment.

Tourism must have the support of the local people. Local participation lends authenticity and helps preserve the essence of what a place stands for. Without the cooperation of local people tourism cannot survive successfully as it becomes evident to tourists that they are not welcome.

There is a saturation level for tourism in a given locality or region and if that level is exceeded the costs begin to outweigh the benefits (Prentice 1993,111). The saturation levels can be reached due to any one of the factors mentioned. Tourism should seek to benefit the host community as well as provide an enjoyable and satisfying experience for the tourist. Though some adverse effects are unavoidable, they should be minimized. The integrity of the host place and culture should be compromised as little as possible. In concluding, Young (1973, 23) cautions that ' very few tourist centers having declined in status have then regained it.'

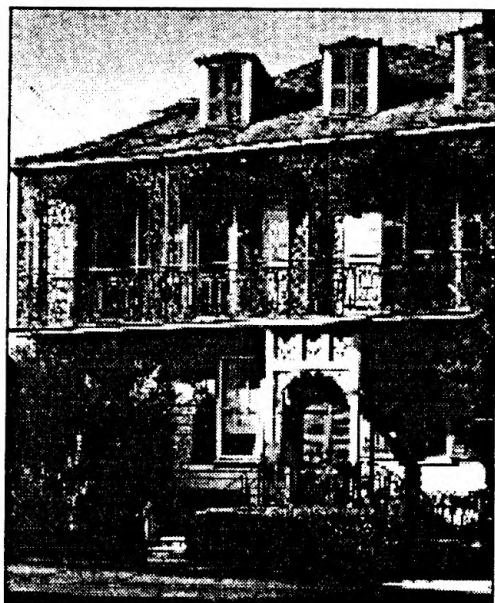
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The Relationship between Tourism & Preservation



The premise of this study is that **tourism and preservation are related**. There is not much question as to the existence of such a relationship. The previous chapters on preservation and tourism have hinted at it and some authors such



18th century house, Charleston, SC. (Rains, Henderson 1966)

as Dower (1974) and Matheison (1982) have written specifically about this relationship. Rather than prove the existence of such a link, this chapter will look more specifically into how each of the two influence each other in the physical environment. ‘Conservation and tourism are interdependent and stand to gain from close and effective collaboration’ (Copenhagen Conference).

Therefore, it would be in the best interests of an area to consider both activities together rather than in isolation. *The purpose of examining this relationship is to show how it can best be utilized in a practical situation for the benefit of a small town.* It is possible that the two subjects are linked in more than one field, but the discussion here will address

the connection in terms of the physical environment.

Matheison (1982, 95) points out that the history of tourism indicates that the environments of places have clearly contributed to its birth and progress. If the environment is the major attraction of an area, it is reasonable that what contributes to its ambience should be preserved. Because ‘in the absence of an attractive environment there would be little tourism’ (Matheison 1982, 97). A report by the National Trust(1988, IV-1), on tourism and preservation, indicates that this has been understood when it states, “preservationists have long been involved in tourism and

are concerned about finding the most appropriate ways to *safeguard* America's heritage as embodied in its historic and cultural resources so it can be enjoyed by citizens". Through preservation the important facets of a place are recognized and safeguarded for the future. Also preservation is to be considered as part of the conscious process of making a destination more appealing.

Preservationists (NHTP 1988, 2) find that there is an astonishing paucity of reliable information on the attractive power of various historic environments and on the economic impact of tourists drawn to individual sites or to areas rich in such resources. Also there are significant gaps in determining exactly how preservation and tourism influence each other statistically. There is some evidence in a few states that indicate the importance of historic and cultural sites and many are finding that they are a key component of their tourism industry. (NHTP 1988, III-2, Roddewig 1988,3)

- In Virginia, visiting historic places is the second most important activity of tourists, next to visiting friends and relatives.
- In Arizona, 59% of all visitors indicate that they go to historic sites, second only to sightseeing as an activity.
- In Iowa, historic attractions are most frequently mentioned as the reason for making unscheduled side trips.
- In Oklahoma, 42% of visitors mentioned historic sites and museums as being very or most important in their decision about a vacation destination.
- In Oregon, 50% of all visitors indicate that they go to historic sites and museums, ranking third after shopping, sightseeing and dining.
- In South Carolina, historic attractions draw more visitors than any other single feature of the state, except for the beaches in the summer months.
- In California, a 1983 survey found that three of the first five activities planned by tourists were heritage related.

However these statistics are neither comprehensive or applicable to all places and James Makens (NHTP 1988, III-2) finds that the relationship between historic sites and tourism is not as clear as it may first appear. He found only eight states to have statistical records on the importance of historic sites as visitor attractions. And even among those states none was able to document the economic impact of historic site visitations. Therefore without accurate figures it is not possible to



Visitors near Sokolniki Park Church, Moscow. (Rains, Henderson 1966).

understand the full benefits of preservation.

The effect of historic resources on a community and small towns is much better documented in Britain than it is in America. The primary beneficiaries of tourist expenditure in most places are found to be service industries such as hotels, restaurants, retail stores and shops. For a large part they depend for their business on the visitors to the area who are there to view a specific attraction.

As preservation and tourism enhance each other, the development of one can lead to benefits for the other or a decline in one could result in a subsequent loss to the other. Not only do both affect each other, but in some cases they

are also necessary to the continued existence of the other. In order to see more specifically how they benefit each other, their complementary roles will be examined.

The Role of Preservation in Tourism

Preservation's vital connection to tourism is still in the process of being understood. It has not gained the wide attention it deserves simply because people are either unaware of its benefits, do not want to make the effort, or spend the money required for it. As explained earlier in the study, preservation not only gives rise to tourism and continues to support it, it also protects resources from the effects of tourism. Travel expert Arthur Frommer (1988) claims,

‘ Among cities with no particular recreational appeal, those that have substantially preserved their past continue to enjoy tourism. Those that haven't receive no tourism at all. It is as simple as that.’

Tourism benefits from preserving heritage. Dower (1974) finds ‘ There is great touristic gain from measures to protect and enhance the heritage’. And ‘ the better developed heritage resources are, the more prosperous will be the local tourist industry (Galt 1974). Roddewig (1988) even declares that, ‘ Those states that protect and develop their historic sites will be the leaders in American tourism in the 21st century’. Europe, having understood the implications of keeping its heritage and implementing the right measures, have seen vast rewards in tourism. ‘ Many places in Europe adopted draconian measures in support of preservation and to protect their

distinct physical heritage', and Frommer says, 'this cemented their status as leading tourist destinations on earth'. He even goes so far as to assert that *it is because of historic preservation and only because of historic preservation* that the travel industry is now the single largest industry in Europe.

Looking more closely into what preservation can accomplish for tourism, Mc Mahon (1993) offers an opinion. He says,

'Clearly, certain places have more appeal than others. But no place will retain its special appeal by accident. Without exception those places that have successfully protected their uniqueness - whether natural or man-made - are the places that have used vision, management and control to protect the features that make them special.'

In fact, 'the interests of tourism demand the protection of the scenic and historic heritage' says Dower (1974). Broadly, we can say that preservation plays a major part in three critical processes of tourism. They are

- recognition

A resource of value to tourists needs to be identified as such. Preservationists are usually among the first to determine the value of sites both materially and in the minds of people. Roddewig (1998) finds, 'the most critical element of a tourism development plan is identification and survey of the resources'.

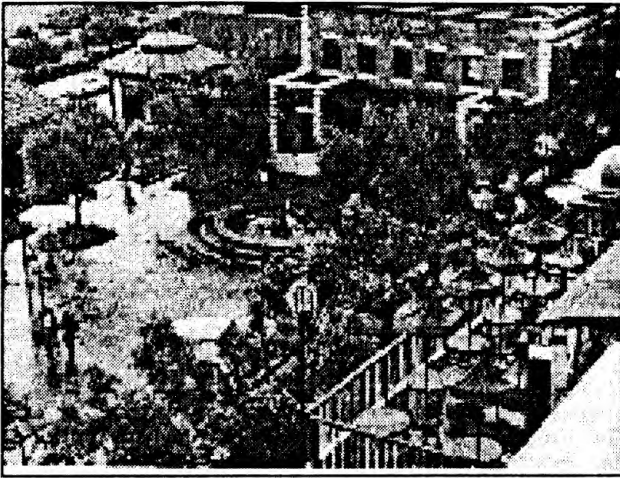
- enhancement

Once a resource has been recognized, the next step is to enhance it. Various processes of preservation such as restoration come to the forefront here and play a key role in heightening appeal.

-protection

Every important feature or resource, once recognized and assigned value, needs protection, both against time and tourist numbers, in order to sustain tourism. Preservation performs this critical job and eases the sore effects of tourism. As Dower (1974) states,

'The realization of the threat of man's mass onslaught on various parts of the earth has led people and governments throughout the world to see the need for guiding man's impact on earth and the wise use of resources which is through conservation'.



Ghirardelli Square, San Francisco. (Weinberg 1979)

There are many places where success in preservation was accompanied by success in tourism and examples range from individual buildings to complexes and even whole towns. A well-known example in the US is Ghirardelli Square in San Francisco where an abandoned chocolate factory on the waterfront was converted to a shopping complex. It instantly became a major tourist attraction and

a prototype for adaptive-use commercial projects all over the world (Brand 1994,104). Tourist victories are also noted when a whole vernacular style of architecture is preserved, for example in Santa Fe, New Mexico. There, the native adobe form of building was ‘ soundly researched, ably carried through and fiercely enforced’ (Brand 1994,104) in all building forms. As a result, in a magazine poll in 1992, Santa Fe was rated as the best travel destination in the world. In Brand’s words, ‘ Commercializing vernacular had turned adobe into gold.’ One of the most successful rewards is where character has been preserved. Therefore, ‘ techniques used by Preservationists can add to the planning process and result in tourism that is well-integrated with the character of the community’ (Weinberg 1979).

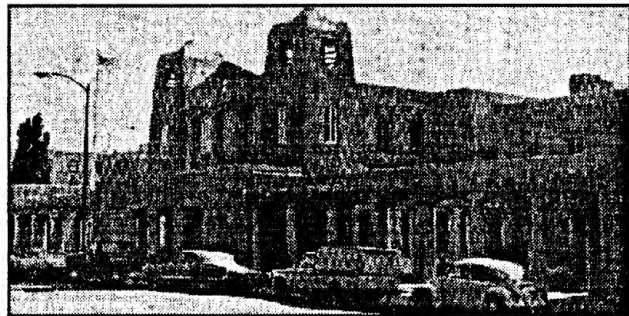
Other benefits tourism gets from preservation are identified by the National Trust for Historic Preservation (1988, I-2) as

- financial skills

Tax increment financing, creation of low interest loan pools and other financial techniques that preservationists offer to stimulate design improvements can be used as incentives to attract tourism.

- organizational skills

A human infrastructure of people acting as caretakers of the environment is required for successful tourism development in addition to physical



Buildings in the adobe style, Santa Fe. (Weinberg 1979)

infrastructure. And preservationists, with their experience, organizing skills and influence can help to create a comprehensive tourism program. This is particularly relevant in small towns where the same people are often involved in tourism development and preservation activities.

- interpretive skills

People who are knowledgeable about their past and have pride in their surroundings and assets will be able to educate visitors. Preservationists assist in making residents and visitors aware of their surroundings. In this way travellers get hospitable and knowledgeable service which is integral to their experience.

Preservationists can also be considered the guardians of the environment and its resources as they are the first to recognize problems that occur due to tourism and work to end them. Establishments that profit from tourism may very well turn a deaf ear to the deleterious effects of tourism in view of their short term gains. In fact 'preservationists were almost alone in citing problems of visual pollution, the destruction of scenic and historic resources, the need for growth management and the need to close the funding loop by directing a share of the profits derived from tourism back into the protection of historic resources' (NTHP, VII-2).

The Role of Tourism in Preservation

Although some preservationists simply use tourism to make preservation possible, tourism has been found to be one of the major motivations for preservation. Sally Oldham (1987), in a research on the uses of preservation in various communities, finds tourism dollars cited as the most tangible benefit from preservation after downtown revitalization. Respondents also indicated that tourism was one of the most effective arguments in promoting preservation with civic officials and the private business community.

Some reasons why tourism is important to preservation are more clearly identified.

- *public enjoyment and education*

Except for individual homes and certain private projects which are undertaken due to the owners' interest, preservation is largely supported by public efforts. A major way the public can access and enjoy a resource and further demonstrate its interest in what has been preserved is through tourism. Had there been no interest or awareness of the past or of a culture there would have been no motivation for preservation. Tourism is viewed by preservationists as a means of educating people who are drawn to the special ambience provided by historic or cultural areas. Public knowledge of a

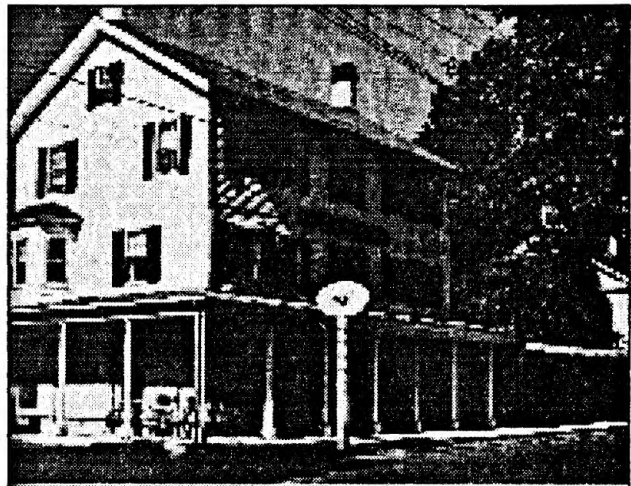
resource and the enjoyment of it, is ensured through visits to the area. Hence the very continuance of a resource and its purpose for being is rationalized through the people coming to visit it. In some situations, preservation efforts are conducted solely for the purpose of public enjoyment and education as in Colonial Williamsburg in Virginia.

- *awareness*

Tourism can bring awareness of preservation. People realize the need to preserve and the importance of doing so after they visit places and understand the effort that has gone into maintenance. Publicity for preservation causes can be rapidly gained through tourism. The National Trust for Historic Preservation (NTHP 1988) recognizes this and says, 'tourism with its immense and restless energies and resources has the potential to catapult the organization into the consciousness of millions of Americans'. The reason to demonstrate the existence of such organizations as the Trust is 'to encourage and assist public participation in the preservation of the nation's historic resources.'

- *economic benefits*

Tourism is chiefly important to preservation for its economic benefits. The lure of tourist money has proved to be ample reason for many towns and communities to protect their resources. As Stewart



Old Griswold Inn, Essex, Conn. (Rains, Henderson 1966)

Brand (1988, 93) says, 'Tourists have helped revive or save many a building or neighborhood that was ready to be discarded by locals'. He asserts that no one respects tourist opinion but what *is* respected is tourist money. Tourism provides the income to maintain unique areas. Beck and Bryan (1971, xxi) stated in their report on tourism in Britain that, 'many historic houses, villages, old churches and so on could not be kept in a proper state of repair without tourist money.' On a larger scale, 'The desire to gain national income from tourism can impel governments to protect monuments or natural areas which they might otherwise have neglected' (Dower 1974). Tourism has also helped to justify preservation economically. 'From Mount Vernon, New Orleans and Charleston to the preservation movement of today, the record is filled with examples of preservation groups that have used tourism as an economic argument to save historic resources, as generator of income for their meager coffers

and as an educational tool for the community at large' (NTHP 1988, IV-1).

Dower(1974) goes on to say that tourism, with its strong economic and political weight, is seen by those concerned with protecting the environment as their most powerful ally.

The actual means by which tourism assists preservation activities are complex and varied. Matheison (1982,97) attempts to outline some of them and they will be discussed here along with what other authors have to say on the subject.

- 'Tourism has prompted the rehabilitation of existing historic sites, buildings and monuments' (Matheison 1982,97). Many areas were either unaware or did not consider the fine buildings and native styles they possessed till their value as tourist resources became known and then there was an immediate move to preserve resources. Many small towns and villages, for example in the Cape Cod area, have undertaken preservation due to the initiating force of tourism. 'Tourism provides both the incentive for conservation and the economic means by which these measures can be carried out' (Waters 1966:116). It also supports ongoing preservation activities.

- 'Tourism has stimulated the transformation of old buildings and sites into completely new tourist facilities' (Matheison 1982 ,97). Many structures have found new life through tourism related uses while still preserving their original physical characteristics. As Dower suggests, 'the needs of tourists can provide new functions, and hence new life, for historic buildings.' Old barns, cellars, town halls and even churches are finding new uses in tourist related activities. They help to finance the restoration of such structures and also help to sustain them through continued use. This has been done frequently in Britain and Middleton (1971,37) finds it brings new life and vitality to declining towns and villages of character and charm. Further Dower says that tourists by their expenditure in hotels and other accommodation, in shops and restaurants and many other places, contribute not only towards the maintenance of the buildings which such enterprises occupy but also through national and local tax systems contribute to municipal and governmental expenditure in protecting urban and historic heritage.

- 'Tourism can also directly assist active conservation in many ways' (Matheison 1982, 97). Entrance fees help towards the upkeep of historic structures and areas. 'A personal visit to a famous place can prompt men to contribute funds for its conservation' (Dower1974). Also tourists and tourist agencies may find it is in their best interest to maintain historic structures and respect urban quality and therefore they may contribute directly towards such measures. 'The tourist industry has as much an

interest in maintaining a quality environment as organizations specifically dedicated to that cause' (Matheison 1982, 97).

- Tourist organizations can encourage public enthusiasm for the historic and cultural heritage by imaginative publicity, exhibitions and festivals.
- Tourism has also been responsible for the adoption of active measures for the protection of artifacts that contribute to the quality of the environment. 'As tourist numbers rise and visitation to ecologically sensitive sites increases, the demands for more extreme conservation measures will intensify' (Matheison 1982,100).

To summarize, Matheison (1982,100) remarks, 'Tourism has been a force for the preservation and rejuvenation of areas by stimulating the conservation of historic and archaeological sites, and unique or quaint man-made landscape features.' He goes on to say that it is difficult to determine the degree to which tourism has been the sole incentive for the adoption and expansion of conservation measures. But overall, 'if well planned, tourism can support and encourage the efforts of preservation' (Dower 1974).

Conclusion

From this chapter it can be inferred that the positions that advocates of preservation and of tourism take regarding each other are of great consequence to the future of both enterprises. This must be recognized at all levels of decision-making on behalf of both activities. In Oldham's (1987,22) research, respondents found the alliances between preservationists and the tourism industry to be weak and a frequently checked item under high priority for preservationists was strategies to work more closely with the tourism industry. There already exists on some level 'collaboration between bodies concerned with tourism and conservation (Dower 1974), but this needs to be further extended (Roddewig 1988). In order for this to happen there has to be an effort by both sides to understand the other, especially on points of conflict. It has been suggested that 'preservationists are primarily interested in structure and not in people, whereas the tourism industry revolves around understanding people and responding to tourist needs' (NTHP 1988). There is a pressing need to teach preservationists about tourism, to demonstrate to the tourist industry the benefits of the preservation ethic and of cultural resource management techniques. With respect to towns, Matheison (1982, 99) states, 'cooperation is required between conservation groups and publicity agencies to ensure that particular qualities of historic towns have been identified and to decide to which sections of the tourist market they can be appropriately directed'.

In the case of small towns in particular, communication between both activities is bound to be easier as therewith are fewer decision-makers and there can be a much better interaction between them in the confines of their community.

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Case Studies.....

Abilene



Statue of President Eisenhower at the Eisenhower Center, Abilene. (Kansas Travel and Tourism).

"The proudest thing I can claim is that I am from Abilene...." General Dwight D. Eisenhower said this to a hometown crowd honoring him after the World War II.

Geography

Abilene, situated in Dickinson County, Kansas is located at the junction of the I-70 and K-15 highways. It is surrounded by fertile prairie land where wheat was planted in the late 19th century. The area became prosperous farmland and 'agriculture has continued to be the mainstay of the economy of the community' (Harris 1994).

History

Timothy Hersey, a restless pioneer who couldn't stay put in one place for too long, was said to be the first white man to

settle in Abilene in 1857. His wife Elizabeth selected the name Abilene from the Bible, which means the "city of the plains" (Luke 3:1). Their home became an overland stage station and was known as the last place travellers crossing the plains could get a fine meal. Hersey became the first county clerk and the first elected member to the state legislature from Dickinson Count, in 1861. As Abilene began to prosper Hersey moved on to develop other towns in Kansas.

When the Pacific railroad company was built through Abilene in 1867, it brought a young entrepreneur Joseph McCoy from Illinois. McCoy had a great impact on the development of the town as a cowtown. A livestock dealer, he bought much of the townsite, built stockyards and proceeded with a massive advertising campaign promoting Abilene as a cattle shipping center. The first shipment left the cowtown in September 1867 and during the next five years, Texas cattlemen sent over 3 million head of cattle up the Chisholm trail to be shipped east by rail.

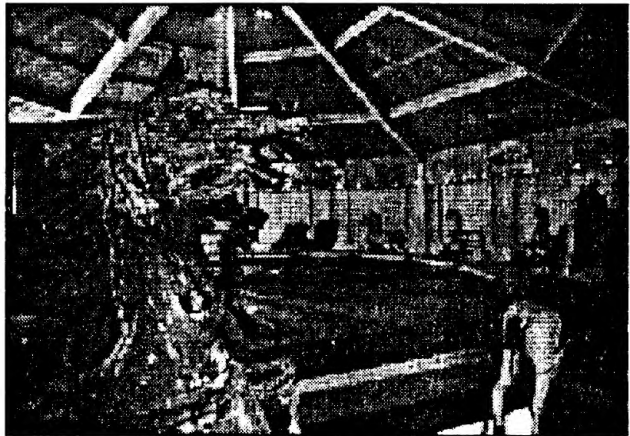


Wild Bill Hickox.
(Visitors Bureau)

The most colorful period of the Abilene's history brought to town famous characters such as Wild Bill Hickox, Jesse James and Wyatt Earp. Marshall Tom Smith and Wild Bill Hickox were known for their attempts to maintain law and order on Texas Street.

In 1861, T. C. Henry, a wealthy banker, planted winter wheat and enjoyed a bountiful harvest, after which other farmers began planting wheat too. Some prominent people in the history of the town were A. B. Seelye, who founded a patent medicine company that became famous all over the country. C. L. Brown who founded United Companies with holdings in utilities and telecommunications and this company later became Sprint. C. W. Parker operated an amusement company that manufactured hand-carved carousels and carnival equipment that were shipped throughout the world.

In 1911, a young man by the name of Dwight D. Eisenhower left his boyhood home in Abilene to begin a career in the military. He earned the rank of five-star general and was later elected to two terms as the President of the United States of America.



C. W. Parker carousel on display at the Dickinson County Historical Museum. (Kansas Travel and Tourism).

Development of the Town

The first dwelling in Abilene was a dugout built by Timothy Hersey, the town's founder in 1857. Over this dugout, on the banks of Mud Creek, he built the first log cabin in the area. The dugout is preserved in the basement of the Lebold Vahsholtz Mansion. Hersey added stables and a grist mill near his home and then used his skills as a surveyor to plat the townsite (Harris 1994).

Abilene stayed as a crude little frontier village till it was discovered by Joseph McCoy and the cattle traders trading with the East. The town grew almost overnight into a booming town of 3000, with the largest stockyards west of Kansas City. There were more than a dozen saloons, gaudy night clubs, gambling houses, thriving mercantile businesses and hotels to entertain the cowboys when they had just collected their pay.

After the cattle boom ended, the community spent the next 60 years growing as new companies developed. Abilene's businessmen ventured into a number of other businesses and the town had a number of wealthy bankers. As Harris says, 'History may focus on peace keepers and presidents but it was merchants, lawyers, farmers, physicians and working class citizens who brought culture and sophistication to a cowtown and built it into a respectable place to call home.'

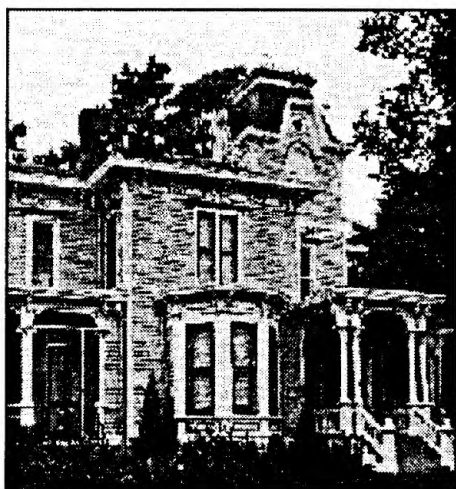


The historic Post Office Block in downtown. (Harris 1994)

Architecture of Abilene

None of the buildings from the cowtown era of Abilene exists today. The business district in Abilene was constructed in the late 19th century. The buildings were constructed in styles similar to those of other mid-west towns built in the same period.

Chiefly built of brick, some of the structures are fairly grand, with elaborate cornices and stained glass. The historic Post Office Block, built in 1880 in the business district is a readily identifiable landmark. The finest display of the architecture of Abilene is in its homes. Throughout a history of economic booms, depressions, industrial expansion and agricultural growth, the stately homes built by the city's most prominent individuals have remained. Many of the finest homes were built between 1875 and 1925 and 'represent the ambitions and success of Abilene's finest men and women' (Harris 1994).



The Johntz House, Abilene featuring an Italianate exterior. (Harris 1994)

With the Depression and the wars, many of Abilene's historic homes suffered from neglect and were turned into apartments. Some houses were destroyed and many others were stripped of elegant features such as stained glass and carved mantles. Today private individuals have restored and maintained several of the beautiful and historic buildings in town. Apart from the larger and more elaborate homes built by the more wealthier individuals of the community, there are some smaller houses built by the working class 'which reflect their yearning for the finer things, such as a sunburst

ornamentation or a ginger bread porch on an otherwise simple home' (Harris 1994).

The home of President Eisenhower in Abilene, built in 1887, remains exactly as it was when the family resided there. The simple Victorian era farm cottage is one of the five buildings that compose the Eisenhower Center. The other buildings are a library, museum, visitors center and a place of meditation which houses the final resting place of the late president.



The boyhood home of President Eisenhower. (Kansas Travel and Tourism).

The entire complex is located on 22 acres of land which is landscaped and very well maintained. The Eisenhower Center is the biggest attraction in Abilene and draws up to 100,000 visitors a year.

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Council Grove



Reminiscing the days of the trail.

Council Grove, Council Grove,
Fair city of most modern ways,
You must not scorn those homespun days,
For through the hardships of that age
Thy name shines bright on history's page
Let future ages wax and wane
But not forget thy charming name
Nor "Council Oak" that grand old tree,
The first to give that name to thee
Council Grove.

- George Pierson Morehouse

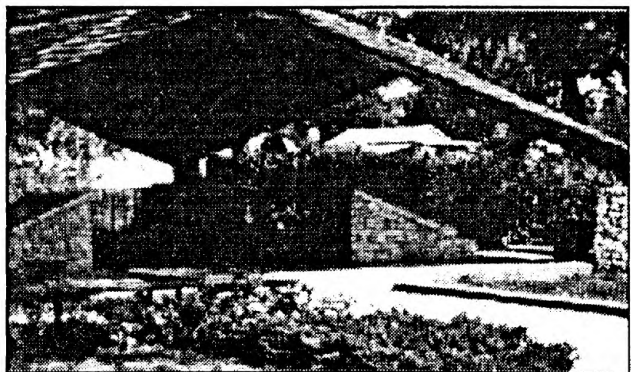
Council Grove is the oldest settlement in what is today known as Morris county. Rich in history, this small town occupies an important part in the development of the West. Some of the colorful past of the town is still evident in its surroundings and its architecture today.

Geography

Council Grove, situated in Kansas thirty miles south of the I-70 highway, is the seat of Morris County. Its surrounding topography consists primarily of gently rolling hills and scattered sharp cliffs. The town is located in a valley between four large hills and through this valley flows the Neosho river. The area is at an elevation of 1250 feet whereas the surrounding hills range up to 1350. A large sheltered tract of land with a dense grove of hardwood trees on the east side of the Neosho river became the location of the town.

History

The first authentic account of Council Grove given by a white man dates to 1820 by a Dr. Connolly of Kentucky who passed this way on his search of a better and shorter route to Santa Fe, New Mexico. The route he discovered became a primary trade route across the west, which was considered



Stump of the Council Oak.

wild, untamed and full of hostile Indians, where only the daring ventured across the land. Five years later the U.S. government made a treaty with the Indians securing right of way for a permanent road for wagons in exchange for \$800. This treaty led to the establishment of the Santa Fe trails which extended from the Missouri river to the borderline of Mexico.

A council of three US Commissioners and the chiefs of the great and little Osage Indian tribes met in a sheltered spot in the grove to sign the treaty for the trail and it was from this event that Council Grove received its name. This treaty, being the first of many to be signed between the government and various Indian tribes securing the right of way across the country, makes Council Grove ' the birthplace of the Santa Fe trail'. After the treaty, Council Grove became a very important station on the Santa Fe route and was held as neutral ground. Massive trade started on this route to New Mexico and continued to increase rapidly in the following years. At that time, the established point of departure was Independence, Missouri but all caravans used to assemble at Council Grove and travel together the rest of the way for mutual aid and defense. One traveller described the place as " a most beautiful rich grove of timber near one mile in width, the richest growth of timber thickly covered with Peavine where our horses fared sumptuously. We found several Bea trees with fine honey, encamped on the east side of the timber in the edge of the prairie." In conjunction with the abundant supply of timber for wagon repair and the good location for both supplies and fresh animals, Council Grove became an important stopping point on the Santa Fe trail. The town was also the last point of any white habitation in the long stretch towards New Mexico.

Development of the Town

In 1854, a Government smithy was set up at the Grove. A year later, the town was described as having the smithy, one store, several log houses and a wigwam settlement of Kaw Indians. Seth Hays, the first white settler, built the first log house

in Council Grove. He continued to build several houses after that and was in many kind of businesses.

The present Hays House was built by him to replace the log cabin from which he had done business since 1847.



T. S. Huffaker. (Visitors Bureau)

A school was set up in 1851 for both Indian and white children and was run by T. S. Huffaker. He was a key figure in Council Grove history, who

involved himself in a number of dialogues for peace with the Indians. The building which is now the Kaw Mission museum housed the school and a mission. However the school was not successful with the Indian people due to poor relations with white men and was completely closed to them in 1854. The building continued to serve as church, school, meeting house and fortress for years to come.

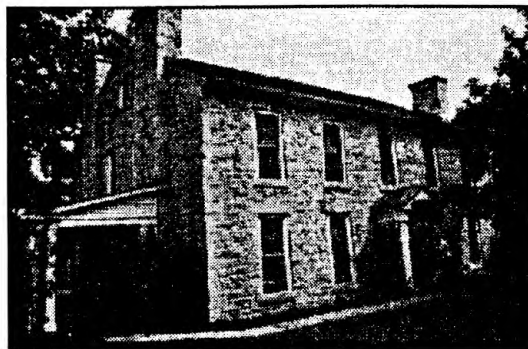
In the 1850's, Council Grove became the site of a lucrative trading business.

Records show that a brisk \$100,000 worth of goods were sold annually in the town. Many new stores were built at that time and trade was not only to Santa Fe but also with the Kaw and other Indian tribes in exchange for hides and furs. In 1858 the town

was incorporated and the first lots of land

were sold in 1860. In 1866, the Pacific Railroad line were completed to Junction City, KS and was later joined by the Santa Fe coach line. Wagon trains continued to operate for a short time, but gradually trade that was the source of life for Council Grove died out. Commercial ventures that survived the loss of trade changed their businesses and the Hays House, for example, became a tavern. More permanent businesses to serve a settled community soon developed around the grove.

Council Grove was declared the county seat of Morris County in 1871. At that time the town went through a beautification process with the addition of new gas lamps, street repairs, sidewalks and a new cemetery wall. Council Grove has had its share of natural disasters. The Neosho river was the source of floods till it was diverted in the twentieth century. A fire in 1886 destroyed a number of buildings in the downtown. The destroyed frame structures were replaced along the west side of main street in the 1880s and 90s. These red brick and native stone buildings still serve the city of Council Grove today.



Kaw Mission Museum. (Visitors Bureau)



Council Grove lake. (Visitors Bureau)

The state and national importance of Council Grove has dwindled since major trade moved to other cities located along primary transportation routes. The economic base of the region is agriculture and the community needs correspond to those of the area farmers. After the

1920s there was a steady decline in the population because the majority of the youth moved to jobs in surrounding cities. However recent industrial jobs related to food services, plastics and recreation products helped to slow down the outward migration of youth. The completion of the Council Grove lake in 1964 resulted in an influx of visitors travelling to the area for boating, swimming and fishing. Such developments helped to stabilize the population.

Architecture of Council Grove

Council Grove is said to be 'distinguishable from other Kansas communities by its unique character' (KSU, 1975). Since the Santa Fe trail has been long out of use along with many of the other functions that the town was once famous for, it

maybe assumed that the architecture of Council Grove is what lends the place its character.

The downtown of Council Grove was built around the late 19th century and early 20th century as many of the previously existing buildings were destroyed by the fire of 1886. Some structures survived the fire and still exist such as the Hays House- a two story frame building which is a restaurant today. Most of the buildings downtown

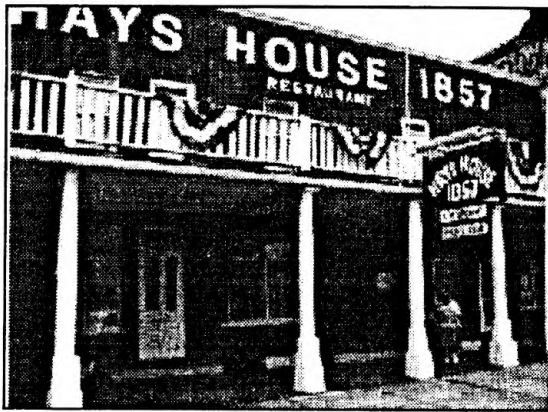
which were constructed in an earlier period still remain as they were externally but have been adapted to serve the present day needs and functions of the community.

Council Grove is said to be a 'fine active example of turn-of-the-century midwestern architecture' (KSU, 1975). The detailing styles

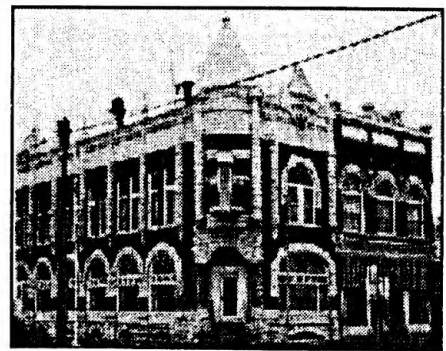
prevalent in earlier times are still seen in the fancy cornices and windows of the buildings downtown.

The majority of the structures were built of limestone, the commonly available local material. There are a few brick buildings too and some structures very skillfully combine stone and brick in their detailing.

The downtown alleys also contain fine examples of architecture and detailing. Many of the buildings downtown work together create the singular appeal of

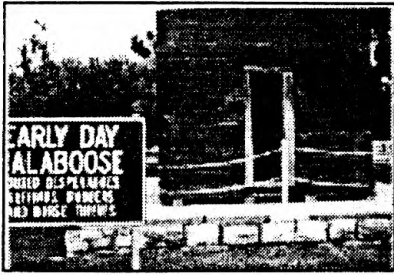


Hays House restaurant. (Visitors Bureau)



Farmers and Drivers bank. (Visitors Bureau)

Council Grove. The Farmers' and Drovers' Bank (1892) and the Council Grove National Bank (1887) are important focal points and add interest to the vistas on Main Street. They are notable for their prominence and fine detailing.



Early day Calaboose or jail. (Visitors Bureau)

Outside of the main street there are other structures in town that are of architectural interest. Some buildings have very simple plans and not much detailing but have significance because of their historic associations, for example- the Old Indian House. The Last Chance Store is a rectangular one-

story and one-room stone structure erected by Tom Hill in 1857. It provided travellers and traders going west their 'last chance' to replenish their supplies before they reached Santa Fe. Due to its advantageous location this store had immense trade. An early day jail or Calaboose also exists as a small frame structure with barred door and window openings.

Council Grove has several churches that were built in the early part of the century in different architectural styles. There are residences built in the vicinity of downtown that have a unique character due to the styles and detailing. The Cottage House, now serving as a bed and breakfast hotel, was built in 1887. The building has a mix of architectural styles, Victorian and Queen Anne, and successfully serves many visitors. One can see in Council Grove many different styles of architecture from the vernacular to eclectic to the Victorian and even the Renaissance style.



The Cottage House hotel. (Visitors Bureau)

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Lindsborg

'Little Sweden' is the more popular name by which the town of Lindsborg is known. Considered by many as 'the most Swedish place in America' (Jaderborg 1981,65), Lindsborg attracts visitors for this very reason. A large section of the town's population is of Swedish ancestry and the people have proudly retained their heritage over the years.



Dancing at festivals in Lindsborg.

Geography

The town of Lindsborg is situated on the Smoky Hill Valley river in McPherson County. It is part of an area which is known as the Smoky Valley after the river which flows through it across central Kansas. Located 21 miles south of Salina, and three miles west of the I-35 highway, the town has easy access for interstate travellers.

The terrain is distinguishable by a range of sandstone bluffs that surround the town on one side and slope down to the river. The area surrounding the town is mostly prairie. There are several creeks which flow into the river and the tracts around them are well wooded with different varieties of hardwood trees and shrubs. The land along the course of the river is fertile and used for agricultural purposes. The soil of the Smoky Valley is a composition of sand and clay, together with layers of 'volcanic ash' and is well suited for agriculture. Corn, wheat and alfalfa are the principal agricultural products of the region (Lundstrom 1973).

History

The first people to settle in the vicinity of the town of Lindsborg were a company of Swedish pioneer men who came to Lindsborg from Chicago. They were involved in the construction of the Union Pacific railroad in Lawrence and came to Junction City in search of employment and a place to locate. They heard of the land near Lindsborg and staked their claims in the vicinity of the present town. A young Swede together with his acquaintances organized a land company called the First Swedish Agricultural Land Company in 1868 in Chicago. Later the same year, the First Swedish Agricultural Land Company of McPherson County set up its Kansas headquarters in a one-room Dakota sandstone house. The officers of the company were

skilled in various professions but many declared themselves to be farmers as that was their intended occupation once they became landholders in Kansas. The company also strictly required that everyone who was a member had to be a believing Christian and adhere to the doctrine and teaching of the Lutheran Church. The Galesburg Land Company also caused Swedish people to come to the Smoky Valley. The low price of the land in Kansas was the deciding factor in making land purchases.

The organizers of the First Agricultural Land Company communicated with friends in Sweden and it was due to this that Pastor Olof Olsson and his company of



The Messiah Festival. (Chamber of Commerce)

followers came here in 1869 when they left Sweden. No accounts of the history of Lindsborg fail to mention the name of Dr. Olof Olsson, the pioneer pastor. A prominent figure in the history of Lindsborg, he was both a spiritual and community leader. He was responsible for setting up Bethany church and also for organizing a chorus, which was

probably the beginning of the Messiah Chorus, that is still performed annually at Bethany College. His successor Dr. Carl Swensson was equally known and was chiefly instrumental in the establishment of the Bethany College. It is to his credit that Lindsborg is known far and wide. Both men left their strong imprints on the community and had a great influence in the development of the church. Most of the people of the area were of the Swedish Lutheran religion. When the first census taken in the valley in 1870, Swedish landholders outnumbered the others by a ratio of ten to one. The majority of the people were all foreign born and most of them were from Sweden. There was a steady flow of Swedish immigrants to the area throughout the 1870s and 80s. Thus there developed a homogenous community which began to reflect its Scandinavian background. These people were nevertheless anxious to be as American as possible and to merge with the people of their new country.

Development of the town

The location of the town site was decided in 1868 but it was only in 1875 that the town was organized. The Lindsborg Town Company of the Chicago Company purchased the site and the location was recorded as the first town site of the county.

The town remained part of a township unit until 1879 when it was organized as a third class city.

The primary economic importance of the town since its beginning has been that of a trade center and a marketing place for the surrounding area. This town unlike any other towns in western Kansas never experienced an economic "boom" at any time, but rather its growth was directly dependant on the gradual economic development of



The Smoky Valley Roller Mill. (Chamber of Commerce)

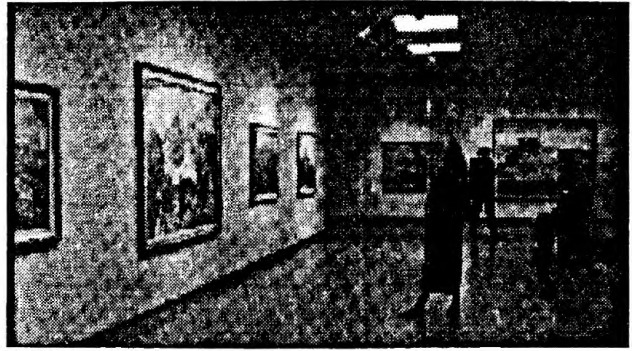
the surrounding county. A post office was opened in 1869 and the mail was brought in from Salina once a week. The first place of business in the town of Lindsborg was opened in 1870 and operated under the Swedish Agricultural Society of Chicago. The first record of a public school was in the year of 1971 where a few children came together for instruction. The school building, besides a store and a school, was a general meeting room for the settlers, a place of worship, and a courtroom. A second store was later opened in conjunction with a drugstore. The first school building was a one-story two-room, wooden structure erected on the site of a present grade-school building. It was sold for use as the

original home of what is now Bethany College in 1882.

A dam was later constructed across the river for obtaining power and a flour, grist and saw mill were built there. The mill, which was later enlarged and rebuilt after a fire, still exists today on the same site and is in a remarkably good condition. The mill has been restored and it attracts a number of visitors to its site today. Besides the retail businesses common to a town of this size there were also two flour mills, one farmers cooperative grain elevator, three banks, one motion picture theater and two weekly newspapers.

A primary factor that added to the growth and prestige of Lindsborg was the establishment of Bethany College. The college was founded by Dr. Swensson as a high school on 80 acres of land donated by the Union Pacific Railroad Company for that purpose. With the increase in enrollment, more buildings had to be added. The money for the development of the college was primarily raised from the community and church congregations in the area. Bethany College had very strong departments in art and music and soon became widely renown for it. The town has seen much

cultural development and a lot of credit for this goes to Birger Sandzen, who came to Lindsborg from Sweden in 1894 and was the head of the art school at Bethany College. Sandzen won fame through his interpretation of the Western motifs of Kansas, Colorado and the Southwest through the media of oil, watercolor,



The Birger Sandzen Gallery. (Chamber of Commerce)

lithography, etching and wood engraving. The Birger Sandzen Gallery in Lindsborg, exhibiting the late artist's work, today draws a large number of visitors to the town. Besides the Sandzen gallery there are a number of other galleries in the town, making the town a significant stop for art enthusiasts. The Messiah Chorus is an institution deeply rooted in the very existence of the people of Lindsborg and the surrounding country. The town came to be known for the dances and music festivals celebrated at various times of the year and many came here from far and wide.

The college was chiefly responsible for the strong tradition of art and music attached to the town. In spite of the college being known, it has weathered years of depression and hard times. Lack of funds has always been one of the chief problems and it has been the community that has borne the heaviest part of this burden. The community also receives the greatest benefits from the college. Therefore, despite the many problems the college has faced throughout the years, it still lies close to the heart of the people.

Architecture of Lindsborg

'The Swedish immigrant put his hand upon the architecture as well as the culture' (Jaderborg 1981). There was very little for the pioneers to emulate in the Midwest as all there was around them was the wide prairie. 'They had come from one of the earth's great beauty spots to this section of Kansas, where scarcely a tree could be seen, nor lakes, nor any sign of the age old culture they had left behind' (Jaderborg 1981).



Remains of a dugout east of Lindsborg. (Jaderborg 1980)

The earliest form of

architecture found in the area of the Smoky Valley were the dugouts made by the pioneers as temporary shelters till they could build better housing. These dugouts were prepared in the ground near the river bed or creeks and covered with a blanket or hide. Other more permanent dugouts were constructed on the sides of hills or flat grounds and lined with stone, which was either chiselled or hand cut. They had doorways with well-constructed arches and small windows at the ground level. One such dugout still exists east of Lindsborg and it is a tourist attraction today. Many dugouts were retained as the basement for a subsequent stone house.

With no local building traditions evident in the flat prairie lands of the Midwest, the early Swedish pioneers had to rely on their past knowledge of construction. Among the Swedes, were many skilled stone masons, who had brought their tools with them. The houses constructed initially sought to imitate the stone manor houses in Sweden but this was not to be for long as the immigrants were anxious to become Americanized. This led them to copy the large frame houses that were visible across great distances on the prairie. These imposing white houses were built by people who were not Scandinavian and therefore were considered American by the pioneers. The farmers at the time claimed that the stone walls retained too much dampness and aggravated arthritis and that was the reason for abandoning this type of structure for the American style frame house. Those who could not afford to rebuild their houses covered them with stucco and whitewashed them or boxed them with siding. Many of these houses were built in the 1870s when lumber became more available especially with the arrival of the railroad in Lindsborg in 1879. Several stone and brick houses have been well preserved in the city and on the farmsteads, most of them still occupied.

Log houses made of square cut logs, were also seen in the Smoky Valley. There were log houses in Sweden at that time, but the wood available in the Valley was not very conducive to cutting evenly and therefore siding was added to many of these homes. Most of the architectural styling of rural homes in Sweden reflected a uniform utilitarian purpose by using the simple rectangle and the same is true of the early houses built by the Swedish immigrants in the Smoky Valley in Kansas. The most common type of house that was imitated was the *parhus*. This refers to a house of two equal sized rooms with an entrance hall and small chamber between. This kind of dwelling and a one room version of it was rather common in Varmland, Sweden where many of the families came from. Once in Kansas, the immigrants adopted the garret and also included a back door, not previously seen in their dwellings. The *parhus* that was built as a parsonage for Pastor Olof Olsson has attracted interest over

the years. The house, made of huge, reddish-brown sandstone blocks, was covered with a layer of stucco around the turn of the century. The exterior walls are at least a foot thick, hand hewn in wood and chinked with smaller stones and mortar.

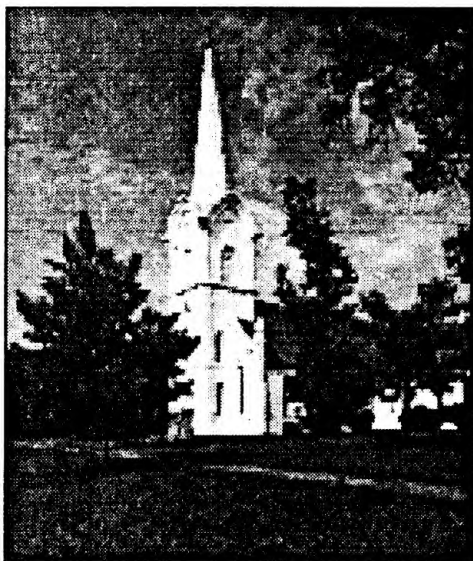


The octagonal Messiah auditorium in Lindsborg.(Jaderborg 1980)

Lindsborg also had some interesting eight sided buildings though it has been impossible to trace their architectural origin to any specific building in Sweden. One was a limestone bandstand on the Bethany College campus. The other octagonal structure, was an auditorium which housed the crowds and choruses for the famous "Messiah" festivals in Lindsborg. It was a large building used for fairs

and many other community affairs but it unfortunately burned to the ground in the year 1946.

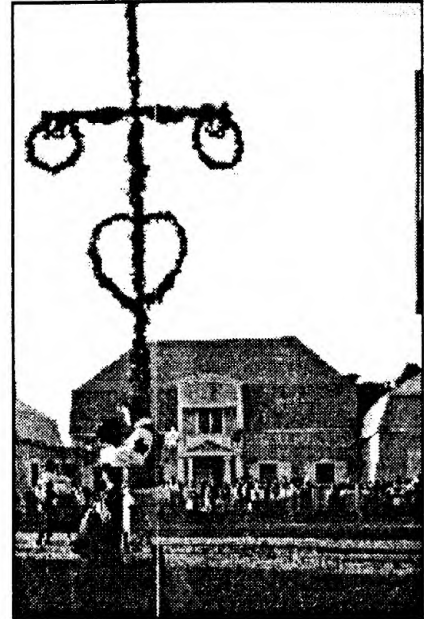
'It is in the churches in Lindsborg and the Smoky valley that one finds the greatest evidence of Swedish influence upon architecture and appointments' (Jaderborg 1981). The exteriors were notably affected by Swedish church design. Two of them unfortunately burned to the ground after being struck by lightning in 1925 and 1926.



The Bethany Lutheran Church, Lindsborg.
(Chamber of Commerce)

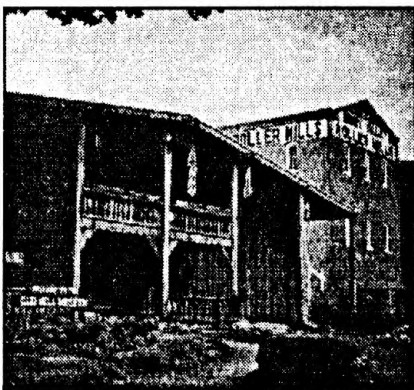
Their replacements do however show some Swedish influence. The third was the Bethany Church of Lindsborg. Built in 1874, it was constructed out of sandstone blocks and later in 1904 it was plastered with stucco and painted white . 'Its eight sided tower corresponds in design to many such towers in Sweden' (Jaderborg 1981). All the three churches had pulpits resembling the Swedish panelled ones but perhaps the similarity is the greatest at the Bethany church. Ornatly carved altar appointments, huge paintings in the front of the church, paneled pews octagonal pillars together with unusual stained glass windows make it a popular stop for visitors.

The only authentic Swedish building in the whole of Lindsborg, in that it was originally constructed in Sweden, is the 'Swedish Pavilion'. It was built in Sweden in the year 1902 as an exhibit for the 1903-4 Louisiana Purchase Centennial Exhibition in St. Louis. The building was presented to the Bethany College after the fair. The whole structure was reduced to flats and came to Lindsborg by railroad where it was assembled by town workers and remained on the campus of Bethany college till 1969. The pavilion has a barn roof, which is common in Sweden due to the high amounts of snow. There is no evidence of this structure being imitated in all the years and this might be due to the fact that barn gables are not warranted in Kansas and therefore seldom seen. The pavilion was later dismantled from the Bethany campus and brought to an area outside the town where it forms a part of the Old Mill Museum Complex. The move affected the building structurally and today efforts are underway to restore it. Besides being a visitor attraction displaying Swedish Arts and Crafts and memorabilia, the Swedish Pavilion serves as a backdrop to several cultural events performed in Lindsborg.



The Maypole dance in front of the Swedish Pavilion. (Chamber of Commerce)

The Smoky Valley Roller Mill constructed in 1872, was restored by the Smoky Valley Historical Association in 1981. This volunteer group from the community was assisted in this effort by the milling industry and other agricultural organizations. The three-storeyed mill building has a museum on the side exhibiting various artifacts, crafts and farm machinery. The museum has been constructed in a Scandinavian style with a rustic wooden front in order to fit with the theme of the area.



Scandinavian facade of the Old Mill Museum. (Chamber of Commerce)

Lindsborg is still seeing some building activity. A few houses, at least two of stone are being remodelled or restored. In the past decade there has been a noticeable swing away from the traditional white to greens, grays and yellows. Many

houses -large and small, old and new- have been painted red with white trim in keeping with a return of ethnic awareness throughout the Smoky Valley. In the city of Lindsborg, an effort has been made to keep the Main Street "Swedish" to attract visitors and improve business. The Main Street has shops carrying craft items, clothes, antiques, souvenirs and various other items all with a Swedish theme (Jaderborg 1981). Restaurants serving Swedish cuisine are very popular with visitors. The town has made a very concerted effort in the past decade to portray its culture as an attraction to visitors. Present efforts to "Swedify" Lindsborg are deliberate attempts of both residents of Swedish and non-Swedish descent. According to Jaderborg (1981), the fact that the community has such a wealth of actual Swedish customs and remnants of its original ethnic heritage rules out labelling it a pseudo-culture.' More visibly in the surroundings, ' this has entailed adapting a turn of the century western motif and adding Scandinavian-type half timber facades, decorative flower-painting and filigree. Some old store fronts remain.' With the ' use of color, trim and innovative merchandising' (Jaderborg 1981), Lindsborg has aimed to become a town where people can spend a day in a surrounding that is out of the ordinary.

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Lindsborg, KS.
- Graphics : Lindsborg Chamber of Commerce



The purpose of the analysis of the towns of Abilene, Council Grove and Lindsborg are to identify facets related to the physical environment that affect tourism in each of the towns. Factors will be noted that lend distinction to the environment and are found to be attractive to tourists. Each such factor will contribute to a conclusion that will become considerations for small towns developing tourism. The analysis will be based on literature studies, questionnaire responses and the personal observations of the researcher.

Themes

It was found that each of the three towns had a theme in promoting and attracting tourism. These themes, take the form of short phrases and are drawn from some important aspect of the town which are considered to be of interest to visitors. The purpose of the theme was to draw people while giving them an idea of what the place is chiefly about. In a few words, visitors will have a way of knowing whether they are interested in visiting such a place. The theme is covered in brochures, signs and other tourism materials of each town. While symbolizing some important aspect of the town, the theme is usually only the draw intended to attract visitors who are invited to explore further.

Abilene - 'A Celebration of History, Heroes and Hospitality'

Abilene is popular for being the 'hometown of President Dwight D. Eisenhower'. The town also has the reputation of having been the 'wickedest and the wildest town in the west'. These two factors -the Eisenhower connection and the 'wild cowtown' image- form the major draw attraction. 'History, Heroes and Hospitality' is one of the popular phrases used to introduce the town. Most visitors said they came to know of Abilene because of the Eisenhower connection, while a number of others mentioned learning of it through their history classes and having read about the Old West.

Council Grove - 'Rendezvous on the Santa Fe Trail'

Council Grove owes its fame to its crucial location on the Santa Fe trail. Trade routes to the West that followed various trails, being a significant part of the

past of this country, are a draw especially for people interested in history. Council Grove, having retained a number of landmarks of the trail, is in a position to remind visitors of its past. Nearly every introduction of Council Grove mentions the Santa Fe trail and historic monuments and buildings. Visitors to this town said they came to know about it through reading about the Santa Fe trail and also through friends who had come there previously. A few mentioned having visited the town on a field trip many years before.

Lindsborg - 'Little Sweden'

It is through the title of Little Sweden that Lindsborg promotes tourism. The majority of the natives of this town are of Swedish origin and the townspeople still maintain their identity as a Swedish immigrant community. The history and culture of the town and its Swedish heritage are the factors that give the town its appeal and draw visitors to it. Bethany College that is located in town has a rich history of music and art. Visitors commonly said they heard of the town through friends and came to just walk around and see the sights and shops.

Architecture

The term architecture covers a range of features and this analysis considers a number of them. *The analysis will not involve an in-depth study of the architecture of each town but rather, it will be a general overview of architectural characteristics that play a role in identifying the place and making it attractive to visitors.*

The link between the physical environment and tourism was established through the literature studies, and the visitor responses overwhelmingly support the existence of this connection. Almost all visitors mentioned that buildings were of some interest to them and many specifically referred to older buildings. Their awareness of the physical environment was demonstrated by their pointing out specific characteristics of buildings that stood out or by noting things that they liked in the buildings they saw. The physical surroundings were said to lend character to the area.

Some areas do not have an easily distinguishable architectural style or character and this was the case in the towns studied. It then becomes a complex matter to identify and locate specific characteristics that distinguish an area in order to determine its essence. It is necessary therefore to study different aspects of the surroundings that work to create the whole. There may be a general regional character to the architecture to which individual places conform as found in Abilene, Council

Grove and Lindsborg. There was no overt individual character and readily identifiable difference in any of them. However in relation to the overall character of the region, it was possible to place each of the towns in context.

Downtown

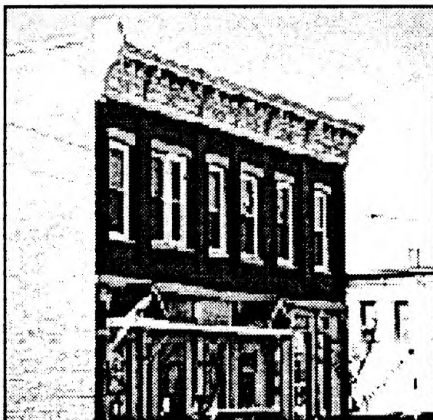
Besides the individual buildings that distinguished each area, all three towns had more commonalities in their architecture than differences in their downtowns. Richard Longstreth's work, 'The Buildings of Main Street' was used as a framework to better understand the architecture of the downtowns and the contexts in which they were conceived.



Building in downtown Abilene, with an accentuated cornice.

There is not much

variation evident in the architectural characteristics of these three towns that developed in the latter half of the 19th century and Longstreth finds that by then uniform characteristics were abundant in downtowns. Many fine buildings were evident in the downtowns as 'the size and the extent of a community's commercial buildings served as an index to its achievements and its potential. Even in the frontier town, many of the earliest and the finest permanent buildings were made to house commercial structures' (Longstreth 1987, 13).



Building in downtown Lindsborg,, displays typical characteristics of a two part block.

Longstreth uses the term 'two part block' to describe the compositions of small and moderate sized commercial buildings that were common throughout the country and were also seen in the towns studied. According to him, this type emerged as a distinct type in the first half of the 19th century and was continued till the 20th century. The structures are primarily composed of two zones reflecting the differences of uses inside. The lower half at street level housed public space and retail activity (banks, stores) and the upper half was used for more private activities (offices, hotel

rooms and even residences). More ornate versions of this type were popular from the 1850's to the 1880's and this was when the three towns studied were built. The towns display characteristics that were typical of this type. Accentuated cornices serving as an elaborate terminus to the building, windows with decorative surrounds and differing treatments between the floors are common. Painted brick and limestone were the most common materials used.

In spite of the commonalities, small variations were evident that added to the character of the towns. The main street of Lindsborg is paved in brick and a number of the buildings are painted red with a white trim all of which adds to the identity of the town and also follows with its theme (red and white are common for buildings in Scandinavia). The uniform cornice heights of all the buildings gives unity to the streetscape.



Main Street in Lindsborg.



Former bank building on Council Grove Main Street.

Strong detailing, decorative lintels and cornices add to the charm of the buildings on the main street of Council Grove. The Farmers and Drivers bank building forms a focal point in the downtown. The turrets and fine detailing stand out and a number of visitors made reference to this building as one that captured their attention. Abilene also has a distinct downtown with some fine buildings and details. Stained glass was a common feature that was noted on a number of the buildings. Altogether the downtowns in all the three places have been fairly well

preserved and it is evident that the people of the town have understood the importance of having a well preserved downtown.

'From the past, the core was not only instrumental in giving the town an identity, but also provided a focus for its activities' (Longstreth 1987, 19). Over and

above the buildings, what lends vitality to the downtown are the uses that the buildings sustain. Of the three towns, visitors to Lindsborg were found to appreciate Main Street the most. They mentioned that they liked the shopping and enjoyed seeing crafts and antiques.

Residential neighborhoods

Different parts of a town work together and reinforce each other to give the whole its distinct character and ambience, that is attractive to tourists. Residential areas of small towns have a role to play in defining the character of the town and can therefore be definitely considered a tourism asset. Residential areas, in themselves are

rarely a tourism draw or generators of tourist money and tourists are sometimes not welcomed by residents in such places.

However there are tourist activities oriented around houses and neighborhoods. In the case studies, it was found that residential areas could not be ignored as tourists had themselves frequently made reference to them.



Seelye Mansion, Abilene.

Among the three towns, Abilene was found to have the most distinctive and

attractive residential neighborhoods. There is a

whole book dedicated to the Historic Homes of Abilene (Harris 1994). The homes are of an outstanding quality in design and workmanship and they reflect an uncharacteristic level of prosperity for the Mid-West. As one visitor pointed out, "Some of the homes are rather large and expensive for a small mid-western town. Was surprised to see them". These houses are situated in wide spacious neighborhoods and built in a variety of styles. They are perhaps the best witnesses today of the more prosperous years of the town. Almost all the visitors when asked if they noticed anything distinctive about the architecture of Abilene, made a reference to the 'old homes', commonly using phrases such as unique, beautiful, well-kept, attractive. The variety of styles also caught the visitors attention and some of them identified them as Victorian or gingerbread. The houses are very well preserved and most of them have regular occupants. A few of them, most notably the Seelye mansion and the Vahsholtz mansion, are museums where a visitor can take a tour. Another old house, the Kirby House, is now a restaurant, which is immensely popular with visitors.

The role residential neighborhoods play in support of tourism is best seen in the visitors' enthusiastic responses to the homes of Abilene. When asked if there was any place that they particularly liked within the town or what set it apart for them, a number of them pointed to the houses. One visitor said she 'always loved the tall trees coming into Buckeye' and also said that the 'Seelye mansion and all the well-kept homes are very interesting. Another said they would come back to Abilene just to enjoy the older homes and structures. 'Numerous lovely and unique homes', 'beautiful historic homes' were also stated under recommendations to others to visit Abilene. A few of the respondents referred to the houses as a reflection of the past.

Lindsborg also has a number of very beautiful and historic homes. Some serve as businesses, bed and breakfast homes and museums. The town has a tour of historic homes and a guide of all the old homes has been published, which provides a description of the architectural influences on a few of the more elaborate ones. An identifiable feature in Lindsborg is the use

of Dala horses¹ in front of homes stating the name of the person living there. Visitors' responses to the houses of Lindsborg were not found to be significant, except for those that had been converted to bed and breakfast inns. Part of the reason may be that many homes are not in full view to visitors. Another feature that the residents of Lindsborg have used to tie the architecture of the homes to the general Swedish theme of the town is through the use of pinnacles on the roof. One visitor did make a reference to this adornment.

Council Grove also has some attractive residential areas. Some of the homes close to the commercial area 'seem to have a high assessed value based on physical appearance' (KSU 1984). Landscaping and regular spacing of houses are considered the strongest elements of the residential districts (KSU 1984). A number of the residential streets retain attractive features such as brick paving and there are pleasing open spaces. Council Grove also has a listing of its older homes.



House In Lindsborg. It is said to have the first flush toilet in town!
(Smoky Valley Historical Association.)

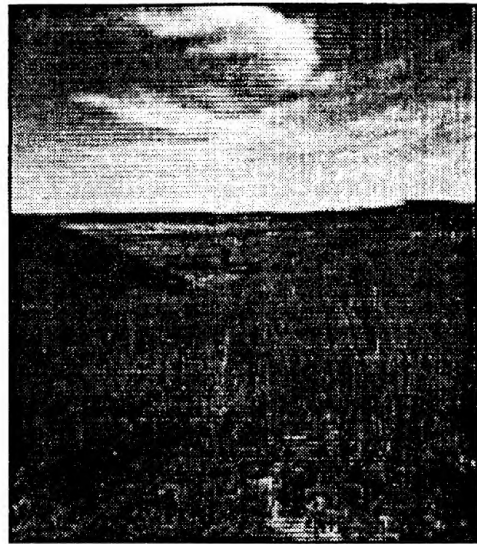
¹ It is a brightly painted wooden horse, a Swedish craft item from the Dala province used as the motif for the town of Lindsborg.

The Natural Environment

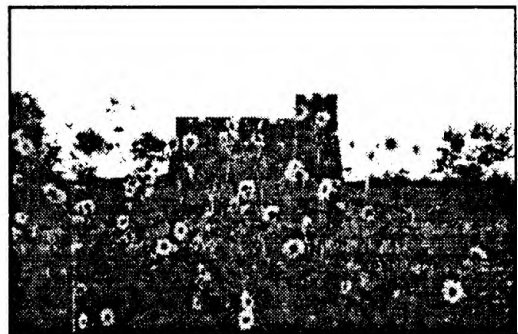
The surrounding countryside plays a vital role in the overall appearance and appeal of a location, especially in small towns. The landscape, either natural or man-made, can be an important tourist attraction.

All three towns studied were set on the prairie of mid-west America. The landscape that deserves the most mention is that around Council Grove, located in the Flint Hills that roll gently and are covered with tall grass prairie. Valleys contain creeks and trees and shrubs. The Flint Hills have, by and large, been preserved in their natural condition. Very recently, part of highway 177 through the Flint Hills has been designated a National Scenic Route by the National Geographic Committee (Collegian 6/3/1996). This is the only scenic route so far identified in Kansas. The scenery is a tourist attraction by itself and a number of visitors when asked about the places they liked in Council Grove mentioned the Flint Hills. A few also referred to the drive into town as being very pleasurable. Tourism officials and people of the town too have recognized the added advantage that the town has of being in a scenic setting. So long as the Flint Hills are protected and continue to retain their scenic qualities, the town is assured of the additional draw of visitors. This is confirmed by some visitors who mentioned the Flint Hills as a reason why they would like to visit the Council Grove again. Others just love the drive and mention it as one of the reasons why they would recommend visiting the town to others.

The Coronado Heights Park outside Lindsborg is a tourist attraction that draws visitors to the town. The park gets its name from Coronado, a Spanish explorer, reputed to have camped there on his way to Quivera. The park, situated on a series of rugged hills covered with prairie grass, has picnic tables. It has a nice view



The Flint Hills, KS.



Coronado Heights Park, Lindsborg. (Chamber of Commerce, Lindsborg).

towards Lindsborg with its church spires rising above the trees. A few of the visitors mentioned the park as a reason why they visited the town. The people of Lindsborg have had a large hand in developing the park as an attraction and in maintaining it. One person listed a 'visit to Coronado Heights with children' as a reason to recommend the place to others.

Abilene was not mentioned as having any natural landscape attractions.

Case studies also show artificial landscapes to be visitor draws. A good example of this is the Council Grove Lake outside the town. The lake, created as a reservoir and for flood control, has a park around it. This area provides opportunities for recreational activities such as hunting, fishing, camping and boating. People coming here often visit the town nearby for shopping, sightseeing and eating. A couple said that they visit Council Grove every year at the end of the hunting season. The wife mentioned that she loves to stay in the town while her husband goes out hunting.



On Council Grove lake. (Visitors Bureau)

Parks and other landscaped areas within a town also serve to improve the overall appearance of a place. In Abilene, the Eisenhower Center, situated among well-landscaped lawns, is a spot where visitors and residents can rest and stroll in an atmosphere of beauty and quiet. All three towns have many trees which gave them a pleasing appearance, at the same time distinguishing them from the surrounding prairie.



Commercial strip outside Abilene. (Foerster).

Commercial Strips

Commercial strips featuring fast food chains, gas stations and car dealers seem to be unavoidable everywhere. As one approaches a town, one is first confronted with the strip as was the case north of Abilene and Council Grove. Only after a considerable distance of Anyplace, USA can one meet the "real" town. The architecture of strip

development has no pleasing characteristics even if a few buildings are well designed.

Signs, each larger than the other, rise high into the air. Building layouts and spacing are all oriented to the automobile and all open space is taken up for parking. The strip gets a large amount of its business from highway travellers, who stop for gas and something to eat. It is unlikely that travellers will be aware of the town beyond the strip or feel the need to explore it.

Regional Attractions

There are often more attractions in a region than in a single place. This is especially true in the case of small towns in rural areas where the town is so small there can only be a limited number of attractions. By identifying all attractions in an area and promoting them, a region can draw visitors more effectively than a single place. Also attractions in a region often relate to each other and give each other greater meaning.

Visitor responses have shown that regional attractions can prove to be profitable for a place. This was most evident in Council Grove. A few of the visitors gave the Z-bar Ranch and Cottonwood Falls as a reason for visiting the area. Both these places are far outside the town but are nevertheless viewed as part of the tour by many visitors. These two places were also cited among the places that visitors particularly liked and one visitor stated the ranch was one of the places to be recommended to others. Regional attractions did not feature in the responses of visitors to Abilene and Lindsborg.



At the Z-bar/ Spring Hill Ranch. (National Park Trust).

Dead History !

There are structures and monuments that are a part of, or serve to embody a vital aspect of the history of any town. They may have served a certain function in the past, but now some stand as reminders of the town's history with no present use. They exist either due to the conscious effort of a few who felt that they were worth preserving, or they have just survived without any intent. Some of these structures are tourist attractions today. Though a number of them have potential for tourism, they are not utilized due to either lack of funds or foresight. These buildings have seen various stages of growth and decline around them and in some cases have accommodated a variety of uses. Some of them have even been relocated from their

original sites. Examples of such structures are evident in the three towns studied.



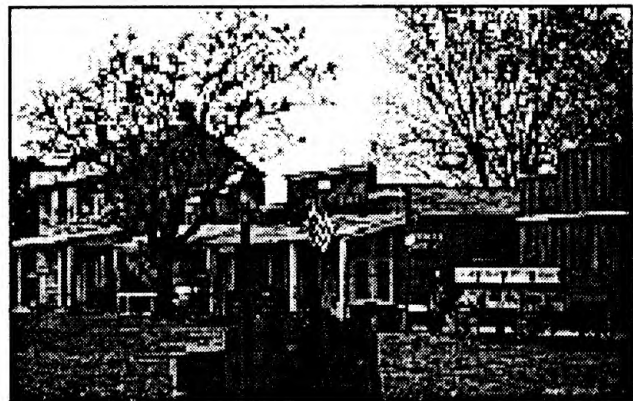
Old Abilene town, entrance.

One such place is the **Old Abilene Town**. As Jackson (1984, 77) says, 'it is only in the oldest part of town, down by the depot and beyond the railway tracks that we glimpse what the place was like a half century ago...'. Abilene was widely known as a "wild west town", with cowboys, saloons, nightclubs and

gambling. Since the 1950s, with the popularity of Western shows on television and entertainment featuring cowboys, people became very interested in seeing the "wild west". Even Europeans and other foreigners interested in seeing the "real" American culture, wanted to visit the 'wild west'. Due to the widespread interest, the "cowboy and Indian" folklore represented in the cowtowns of Dodge City, Wichita and Abilene became very popular (DeBres 1996) and these midwestern towns began to emphasize and in some cases even recreate "wild west" features and market them to outsiders. In the questionnaires, some visitors did mention the old town as one of the reasons why they wanted to visit Abilene as they had read about the Old West. The Old Town was also referred to as one of the aspects that set the town apart. Hence the very existence of the cowtowns are vital to the image of the town and its past, especially to tourists.

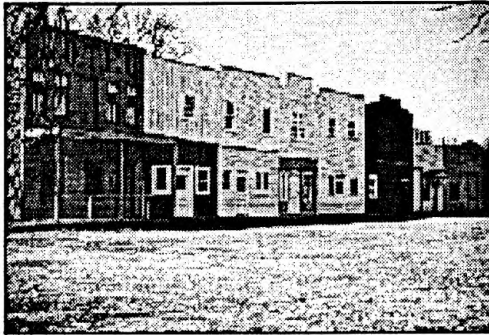
Nothing of Abilene as it was in earlier times has remained as most of the older part was torn down. The 'Old Abilene Town' is a version made in the 1950s, featuring a number of wooden structures and artifacts that are supposed to reflect the earlier period. The complex of buildings is constructed to 7/8 th of its original size and is situated around an open space.

One visitor liked Old Abilene, because it showed what the town was like. But whether tourists can gain any idea of the town as it really was from the present structures is another question. The complex consists of a cluster of structures most of which are in a dilapidated condition due to lack of maintenance. Rather than convey a living image of the west,



Old Abilene town.

the whole area gives an impression of being deserted and isolated from its surroundings. A re-creation of a gun-fight is staged by local high school students in the Old Town and the whole scenario brings on the issue of authenticity. Visitor responses show that they are aware of these factors. One visitor mentioned that Old Abilene could be improved and did not seem to be well developed or maintained, and another suggested that the town could improve on the old town and fix it up. Although these structures are not authentic, they are the only visible reminder of the wild west aspect of the town's past.



Old Mill Museum Complex also known as the Pioneer Village in Lindsborg.

Old Mill Complex

The Swedish Pavilion, in Lindsborg which is the only authentic Swedish building in the entire town, has housed a variety of activities including use as class-room space on the campus of the Bethany College before it was moved to the Old Mill Complex outside town. As it stands the building needs repair, and efforts for its preservation are part of the future plans of the town.

This building, which has significance to the town and its history, has not been fully utilized as a tourist resource. It stands at the center of a complex, called the Pioneer Village, on the edge of town, not sustaining any activity. The static nature of the building as a museum piece among a number of other buildings does not invite exploration. Altogether there is not much meaning to be gathered from the entire complex of buildings. A few of the buildings have no architectural merit and are not even old. The actual old buildings and the buildings of historical interest are all subdued and show no context in this forced arrangement to which they have been relocated. None of the visitors surveyed on Main Street made a reference to or even commented on this open-air museum. On the other hand, the Old Mill nearby, which has been well-restored and maintained, did capture the attention of many visitors.

Railroad Stations

Another structure that is part of the history of many towns in the Mid-West is the railroad station. Railroads were an important



Abilene Visitors Centre housed in the old Union Pacific Depot

part of the development of the towns and the stations exist today as attractive structures. There is great tourist potential in these structures that is yet to be utilized.

In Abilene, the use of the 1928 Union Pacific depot as the Visitors' Center is successful. However, no significant uses have been found for other railroad structures in town with similar potential.

The railroad station in Council Grove, built around 1895, was in use till 1957 and still stands in its original location. It houses an antique store, but is in very poor repair. Being a handsome structure, it could demand some attention from tourists but no one mentioned the railroad station in Council Grove.



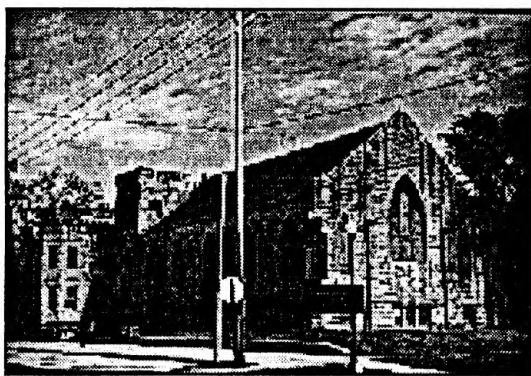
Railroad station in Council Grove.

The 1880 Union Pacific Depot in Lindsborg has changed locations and is presently housed in the Pioneer Village. It has been slated for restoration and will house railroad memorabilia. As of now it stands empty and for the most part unrecognized in the complex.

While it is a fact that these structures require funds if they are to be preserved, ways can be found to make them pay for themselves by housing some money generating activities. These structures deserve another life not only because they are beautiful but also because they are part of the history of the town.

Adaptive Use

Many buildings of architectural merit and beauty, no longer serve the use for which they were once built. In bigger towns or cities where there is demand for space, such obsolete structures rapidly find new uses or are torn down to make way



Tietjens Community Center, Abilene.

for new buildings. In smaller towns, due to lack of funds and any immediate need for the site, these buildings often remain neglected. Due to tourism, many people are now taking pride in their physical environment and taking a new look at the forgotten structures. Obsolete structures are being mined by the heritage tourism industry to create a variety of 'new' attractions finds DeBres (1996) and she

goes on to say that in Kansas, nineteenth century houses are the largest item in this category. She points out that many of the houses are simply open as exhibits, though some have other uses and she cites the Kirby house in Abilene as a successful example of this type. Bed and breakfasts and restaurants are finding themselves to be among the most popular adaptive uses for older buildings, especially houses. Besides being popular they are also profitable.

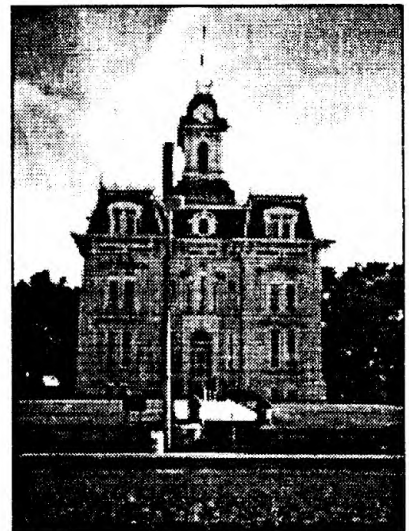
Other structures now finding new uses are older churches, a fine example of which is the recently restored Tietjens Community Center in Abilene. This 100-year old stone church building, located very close to downtown, now hosts theatrical shows throughout the year. This re-use was chiefly accomplished under the leadership of one individual and the project has received community, travel and tourism grants.

Another notable example is in Council Grove. The former Baptist church, a historic Richardsonian style building, situated in the downtown area, served as the Western gateway to the historic main street. The building was in a deteriorating condition and in need of repair. It was recognized as a valuable architectural asset and is currently being restored and converted into a community center. The Bowers Community Center, named after its major donor, is to provide facilities to accommodate groups of up to 200 people for meetings, seminars and other programs. The creation of the Community Center is the result of a community effort.

Dedicated individuals came together to donate their time and money towards this effort. Returning this building to active use would not only bring more activity into the town and fulfill a need, it has also preserved a very important building and may become a role model for other small towns for the uses of preservation.

Many older courthouses in small towns have been opened to visitors, an example of which is the fine historic Chase County Courthouse at Cottonwood Falls, another small town twenty miles from Council Grove.

The value of adaptive use is being realized only recently in small towns. As much as adaptive use has turned out to be a viable alternative for older buildings in small towns that could never otherwise afford to build such a building today there are examples where this has not been recognized. Thus, many significant structures, which would have invited a lot of attention had they existed, have been torn down. Lindsborg has lost to fires some significant and



Chase County courthouse at Cottonwood Falls. (Kansas Travel and Tourism).

beautiful structures, which were valuable to the cultural heritage of the town. A number of residents have mourned the loss of a beautiful old dormitory on the Bethany College campus, which was demolished a few years ago. An auditorium was also torn down. Some of these buildings were said not to have been structurally safe and in need of much repair. However, demolished they are lost forever.

Historic Hotels and Restaurants

One of the most popular features with tourists, that was noted in all the three towns studied, was the popularity of hotels, restaurants and bed and breakfast inns.



Interior space in the Hays House. (AAA)

Council Grove, Lindsborg and Abilene have restaurants and bed and breakfast inns that are immensely popular. These places are a major pull.

All these establishments were found to have some historic or cultural significance or have strong links with the history or theme of the area. They primarily cater to human needs in a manner that reflects the tradition or culture they are a part of. What adds to their

draw and reinforces their ambience are the structures they are housed in. These buildings are usually old and well-restored.

In Council Grove, few accounts of the town fail to mention the Hays House Restaurant or the Cottage House. A large number of visitors in their responses have specifically stated the Cottage House and the Hays House as the reason for their visit to the town. The Hays House restaurant boasts of being "the oldest continuously operating restaurant west of the Mississippi". The building, a Registered National Historic Landmark, has over the years been used as a tavern, hotel and community meeting space. The interiors, which are well restored, retain in places some of the rough cut wooden beams and pillars of the past. Overall the ambience created by the structure and its rich history are as integral to its popularity as the food. This has been proved by the visitors who mentioned the Hays House as a place they liked in the



The Cottage House (The Cottage House)

town and gave their reasons as being the ‘historic atmosphere’, ‘great history of it’, ‘old’, ‘atmosphere’.

The Cottage House, is a bed and breakfast hotel, housed in a restored Victorian structure. It too has the distinction of having served visitors for over a century. The building derives its charm and character from a number of features such as the use of stained glass and antique pieces of furniture in each room. The excellent maintenance and the modern facilities that have been added for the comfort of the visitors are also a reason for its success. Visitors referred to the Cottage house as homey, friendly, wonderful, and said they feel at home there. A few couples said they come out there to celebrate their anniversary or get a break from their children. Both these places



The Kirby House Restaurant.

also featured very prominently as the reasons why people would recommend the town to others. Finally in the words of one visitor, ‘We feel we stepped back in time, beautiful experience at Cottage House and the Hays House’.

A most notable example in this category in Abilene is the Kirby House. Built in 1885 as the home of a banker, this elegant Victorian structure is now a restaurant. The Kirby House was cited by a number of visitors as the reason why they

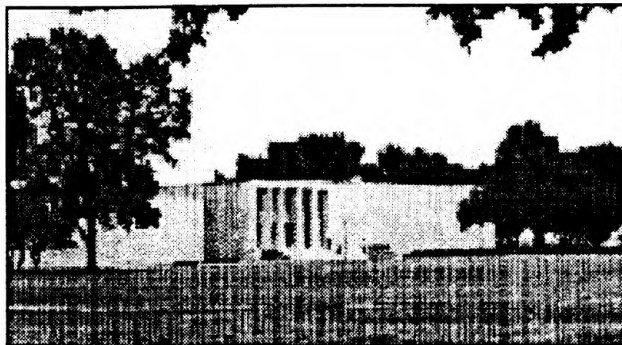
visited the town. It was also repeatedly stated as a reason why they would recommend the town to others. In addition to people visiting there specifically, the Kirby house was found to attract a lot of the highway travellers passing on I-70 who were looking to eat. The building has been restored and retains a very distinctive charm and character. Being asked if the heritage was successfully preserved in Abilene, one visitor said - ‘if Kirby is any example, then absolutely yes!’ The architecture and the structure of the Kirby House invited a lot of mention. ‘Very interesting structure and condition’, ‘looks very historic and gives it personality and character’, ‘very unique and interesting’ are some of the phrases used to describe the place. A more enthusiastic response was - ‘Kirby caught our eye, what a beautiful sight, we just had to stop in, we love it, beautiful!’

In Lindsborg, the Swedish Crown restaurant, the Swedish Country Inn, Smoky Valley bed and breakfast are examples of places that cater in accord with the theme of the town. The Swedish Crown restaurant, situated on Main Street serves Swedish

food and is very popular with visitors. One of the people interviewed on Main Street said she came through Lindsborg to have lunch at the Swedish Crown and had brought her relatives along with her. Food was stated by a few as a reason why they will visit the town again and recommend it to others. The Swedish Country Inn is a bed and breakfast that is situated in an old restored structure. There is a Swedish breakfast served at the Inn. Many visitors particularly noted the inn as an example of interesting architecture in the town of Lindsborg.

Museums

Major attractions in a place are museums. They display art and objects that are no longer in use or are rarely seen. Museums can be devoted to one or many different subjects and today there is great variety in what is exhibited. Small towns can also have museums as successful tourist attractions dealing with a wide variety of subjects and this is well demonstrated in the case study towns.



The Eisenhower Museum. (The Eisenhower Center)

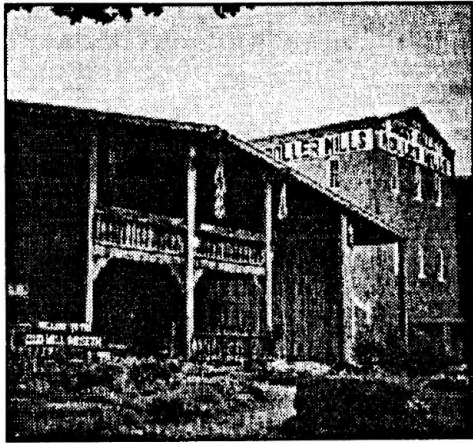
Abilene has over ten museums, the largest and the most popular being the museum at the Eisenhower Center, depicting the military and civilian careers of the late president Dwight D. Eisenhower. A number of visitors mentioned the museum as a feature that they particularly liked in the town.



The Greyhound hall of Fame. (Visitors Bureau).

The museum was also cited by many visitors as a place that they would recommend to others to visit. The home of President Eisenhower around which the entire center is structured also serves as a museum. Other popular museums in Abilene are the Greyhound Hall of Fame and the Museum of Independent Telephony. Different people find different subjects interesting and will therefore visit what is of interest to them. One interviewed visitor finds any part of the past worth visiting, and will in all likelihood visit all the different museums.

Lindsborg too has its share of museums. The Old Mill, which is listed in the National Register of Historic Places, was found to be the most popular. This water powered mill and all the machinery within it dates to 1878. The people of the town



The Scandinavian facade of the Old Mill Museum, Lindsborg.

got together and undertook the restoration of the mill, which was completed in 1981. This mill is now a popular tourist attraction, and students from nearby universities also visit the place. A number of visitors stated the 'Old Mill' as one of their reasons for visiting the town. Adjoining the Mill is the 'Old Mill Museum'. This museum houses items that are part of the heritage of Lindsborg and the entire Smoky Valley Area. The museum building is somewhat ambiguous, although not very noticeably so, as a Scandinavian facade has been attached to the front of an otherwise non-descript building.

Though well meaning in the effort to express the heritage, such an undertaking raises the issue of authenticity.

The Birger Sandzen Art Gallery is another popular attraction in Lindsborg, especially for art lovers. A major collection of the late artist Birger Sandzen, who lived and taught in the college there, is on display. Having been of Swedish ancestry himself, there are expressions of his heritage evident in Sandzen's work.

Council Grove too has some museums which are mainly structures relating to the early development of the town or the trail. The Kaw House, one of the first permanent structures to be built within the town with close links to the history of the town, is an example. The method of interpretation acquaints the visitor in a personal manner with the history of the town. Interpretation is as important as the structure and the artifacts. The Seelye Mansion in Abilene also utilised a personalised form of interpretation during tours of the building.

Not all museums in the three towns had subjects relating to the theme of the town, and they handle subjects of general interest.

Open-air museums, chiefly featuring a collection of buildings, are located in the three towns. Examples of this are the Old Mill Museum complex (also known as the Pioneer Park) in Lindsborg, old Abilene Town and Durland park in Council Grove.

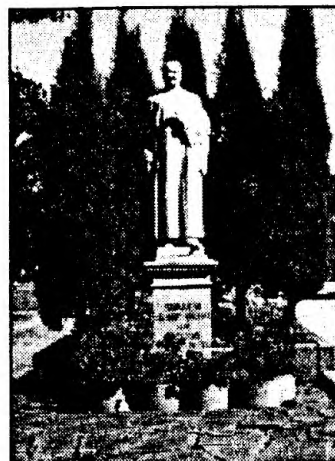
Monuments

Other tourist attractions in the environment are markers and monuments. They mark the location of a feature or event, some of which are the tangible representations of unsung local heroes (DeBres 1996).

Many such markers were found in the towns studied, especially Council Grove. The Madonna of the Plains statue displaying a pioneer woman with a child clutching at her skirts is such an example which one visitor said she liked very much. In Lindsborg there is a statue of Dr. Olof Swensson, who was the founder of the Bethany College and a key figure in the history of the town. The statue is landscaped.

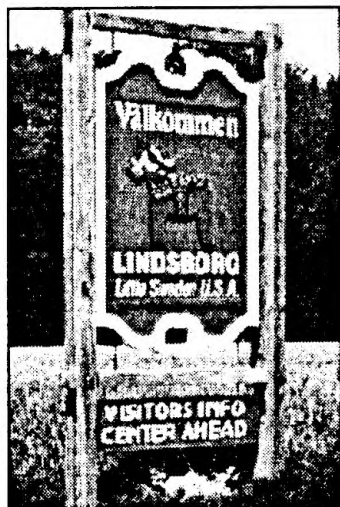


Madonna of the Trail monument. (Visitors Bureau).



Statue of Carl Swensson. (Chamber of Commerce)

Signs



Sign to Lindsborg. (Chamber of Commerce).

There are various methods to market a place to tourists. Brochures, road maps, travel books and magazines and television shows are just some of the ways by which people get to know of certain places. Signs are a feature of the physical environment used to attract visitors. They are placed on state or national highways. Signs commonly advertise the theme of the town or certain attractions which are of popular interest. Abilene, Lindsborg and Council Grove have signs on I-70, the national highway closest to the three towns. Each of them feature a significant aspect (ie, person, event, monument, culture) of the town along with the restaurants and hotels there. Some of them have been handled in a very distinctive manner that relates to the town and what it has to offer to

the visitor.

In the visitor responses, especially in Abilene, a number of visitors said they were passing by on I-70, saw the sign, and stopped by. Many said they were looking

for a place to eat, saw the sign for the Kirby House and stopped there for lunch. A few others said they stopped for gas and looked for a place to eat in the town. Interestingly one visitor made a comment that ‘ Abilene, like so many other small towns is “oversigned” and “neoned” to attract interstate traffic’. A few visitors from Lindsborg too said they saw the signs on I-70 and stopped in the town. A number of visitors in all three places said they came across the town in a tour book or the AAA guidebook.

A marker to the town that was found to be unique and worthy of special mention is one found outside the town of Council Grove in the Flint Hills. Here, as one approaches the town, silhouettes of a wagon and a rider on the crest of a hill are visible from far. The position of the road conceals the fact that it is a two-dimensional cutout. Remniscent of the Santa Fe trail and the history of the town, the marker is both eye-catching and understated.

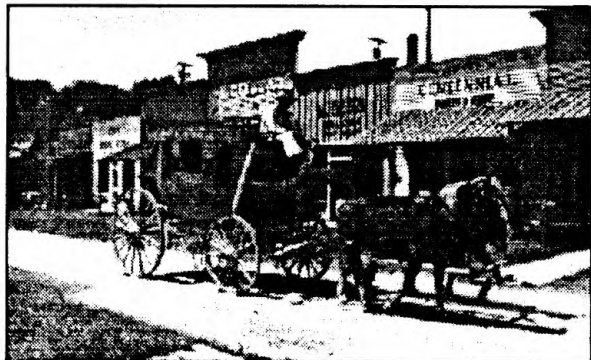


Marker near Council Grove

Authenticity

Most reproductions, re-creations and staged tourist settings are the focus of some criticism. Stories and myths with questionable connections to various elements also fall into this category. Aspects of a place that can be considered inauthentic have been mentioned in the chapter on the adverse effects of tourism.

In Council Grove, a tree stump is honored with a sign that reads: “General Custer and His famous Seventh Calvary Camped Under This Tree in 1867 Shortly Before His Tragic Massacre By Sitting Bull. As William Heast Moon observed, “shortly before” was actually a decade (DeBres 1996). This has not gone unnoticed, as one visitor mentioned that, ‘ Custer Elm needs to be updated with recent discoveries about Custer’ . Regarding the town as a whole, most of the visitors did not find anything in the place that was false or excessively commercial.



The Cowtown in Dodge City. (Kansas Travel and Tourism).

In Abilene, the Old Town is a

recreated version of a cowtown, similar versions of which are found in Wichita and Dodge City in Kansas. As none of the cowtowns from the past actually exist, they are constructed from a contemporary view of what a cowtown was like. When asked if they saw anything false in the town, two visitors specifically identified the Old Town. All the other visitors did not mention anything although one visitor said the place was much better than Dodge City. One visitor did find the town excessively commercial but says ‘ there is nothing wrong with it, as after all one must make a profit’.

In Lindsborg, the authenticity of certain features used to promote the Swedish theme of the town can be questioned. The Scandinavian facade added to the Old Mill Museum is an example. Early residents left Sweden over a century ago and abandoned most of the native building traditions, so the town has very little by way of Swedish elements. It is understandable that few visitors, in response to the question whether efforts to preserve the heritage in the surroundings were successful, were vague and could only say “somewhat”. A Swedish theme cannot be reconstructed without being phony and it is commendable that Lindsborg has not surrendered to that impulse. As one visitor said: ‘ On a personal level we find Lindsborg very appealing but we doubt the potential of material culture to reflect an accurate view of the past, free of any class or commercial bias’.

Planning Measures

It was difficult to estimate the planning measures that were taken for tourists in all three towns. As the communities are still trying to promote the town, visitor numbers were not found to be so high as to warrant major precautions. No problems due to parking or trash, were noted by visitors or the researcher.

New Buildings

The building codes of the towns were examined for guidelines for new construction. While all three towns had strict and detailed codes for signs, there were no design guidelines evident for new construction. This may be due to the fact that there is not much new construction in small towns. In Lindsborg a committee of volunteers decide whether new construction is appropriate for the surroundings. Some members of the town did express their concern over the validity of this method and said the advice of professionals would be helpful.



Wah-shunga days. (Visitors Bureau).

Events

Festivals or town events are also a great tourist draw. Lindsborg has several festivals throughout the year that are celebrated according to the Swedish tradition. In Council Grove, Wah-shunga

days are a celebration that includes a play that is staged every year with actors reliving the old times of the town. Some visitors mentioned that they would be visiting the town again for the event. Abilene gets a lot of visitors on the occasion of the birthday of President Eisenhower.

Lucia Fest *(Lucia dagen)*



Saturday, December 10, 1994
Lindsborg, Kansas
(Chamber of Commerce.)

Cleanliness and Upkeep

A clean environment is vital for tourism. This was evident from the visitor responses as cleanliness was repeatedly mentioned. In response to the question of what set the town apart, a number of visitors to all the three towns mentioned cleanliness. A few people in Lindsborg also gave that as a reason why they would recommend the town to others. Maintenance and upkeep of historic buildings and other attractions are vital. In Abilene, the Eisenhower Center is a fine example of good maintenance of a tourist location. The Center is kept very clean with well-manicured lawns and all the buildings, including the original home of President Eisenhower, were in a good state of repair. Other buildings, such as older homes, especially the Seelye Mansion, were also maintained very well.



Lindsborg. (Chamber of Commerce)

Hospitality

Hospitality and friendliness were repeatedly mentioned by visitors to all three towns, especially in Lindsborg where a majority of the visitors referred to the hospitality of the residents and shopkeepers. ‘ Seems more hospitable and inviting than the typical small town’ was what one visitor said. Some in Abilene and Council Grove also stated this as a reason why they would recommend the town to others.

Overall visitor observations were very positive with regard to the three towns. Some interesting points noted were that visitors from very far were more interested in heritage and history, and shopping was cited as a reason for visiting by people from nearby. People from within the state were also found to be more appreciative of the towns than people from outside. In-state tourists had been to the town before and indicated that they planned to visit again.

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‘ Little towns, too, have learnt that preservation can create a thriving tourist industry and lend a wholesome economic underpinning to towns that might not otherwise survive’

Frommer (1988, 11).

The practical considerations outlined in this chapter are prepared as an aid for small towns in their endeavor to develop tourism. Literature on these subjects and the studies done in three towns in Kansas have provided the material for these recommendations. The goal of this study is to increase general awareness of the role of the physical environment in tourism. Also communities already having some tourism may find further potential in their physical resources through the recommendations outlined here.

The focus of these recommendations is the physical environment and its potential for tourism. The power of the physical environment as a tourist draw or as a supporting feature for tourist activity is not be underestimated. But the successful implementation of these recommendations is dependant on the involvement of other forces, primarily the human aspect that both offers hospitality to visitors and lends vitality to a place.

In order that the results of this study may be widely applicable they are not tailored to any specific place. Not everything outlined here maybe relevant to all places or to all situations. Each town has to see what works best for it in its own context or situation. Different regions in the same country value some features over another and these aspects have to be identified and worked with. Plans need to be site specific, and different professional consultants are likely to be required for communities.

All recommendations have to be used with caution and discernment as they provide direction but not a formula. Preservation principles provide a good direction to follow in any place as they are cautious and respectful of existing values. Planning controls and recommendations are to be made with consideration to the people who have to live with them. Approval of the program and participation in the decision-making process by the public are key to the success of tourism.

Theme

Themes give a place identity. They serve to distinguish it and cause it to be marked on a tourist map. By highlighting the attractions and marketing them, people are made aware of a place and are caused to remember it.

In determining a theme for a place, Roddewig (1988, 6) suggests looking for state or regional themes that will link individual sites and attractions into a coherent destination in the mind of the traveller. History and the arts, he says, are the best places to find such themes and give the regions a unique identity attractive to the travelling public. Sources for themes are numerous; history, culture, famous events, renowned individuals, literature, monuments. Architecture is one of the tools that can be used to advertise a place (Kearns, Philo 1993, 233). Existing architectural forms, details and monuments can be used to develop motifs for a place.

Themes also help to provide a framework for understanding the context of a place. Distinguishing the elements that shape a place provides a base to shape future development which should be 'conceived and executed within a framework of conservation and contextual design' (Kearns, Philo 1993, 234). One should try to discover memorable areas and forms, known and acceptable to people, and incorporate them into the design. The essence of a place should be discerned and incorporated them as the animating principle. Sometimes, though, having a theme encourages a very narrow interpretation for an area. Prentice (1993, 38) says the danger of theming a place is the potential bowdlerization of history, reducing complexity to a few simple characteristics.

Architecture

Architecture is one of the chief elements used to market a place, hence having an appropriate physical environment is of prime importance to tourism. This is evident in all the brochures for different places that carry pictures of beautiful buildings and well-landscaped surroundings.

Downtown

Visitors make their judgements about a town based on its core. In order that the town make a favorable impression on visitors and capture their business, downtowns require much attention. Not all downtowns in small places boast of buildings with great architectural significance, however most buildings go well with each other and their massing and horizontal and vertical relationships define the downtown area. This central core helps establish the character of the town and the

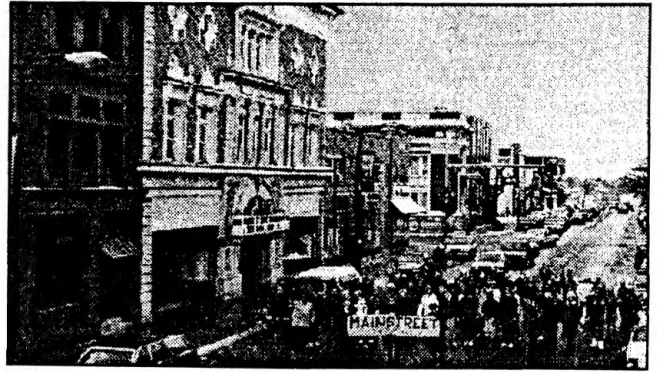
buildings collectively lend ambience to a street.

‘ The bond between old buildings and tourists is inveterate’, finds Brand (1993, 94). All buildings need to be restored and show their true character. Detailing and various other features such as cornices, window trim and decorative lintels give the buildings character and have to be recognized and preserved. False facades that have been put up to create a contemporary image have to come

off. As Ziegler (1980, 12) says, ‘ the preservationist will have to show that the old facades, properly treated, will come up with a smile and that customers and others are capable of smiling back’. He also says that is not enough to preserve, even to restore a building here and there, unless the idea of preservation spreads. ‘ One proud Victorian window will not divert many customers back to Main Street and a set of handsomely restored rooms will not compensate fully for squalor outside every window’ (Ziegler 1980, 12). ‘ Everyone on the street has to be coaxed into doing what is best for all in pleasure and in profit even if each person has to sacrifice some of his/ her personal inclinations in the process’ (Ziegler 1980, 12).

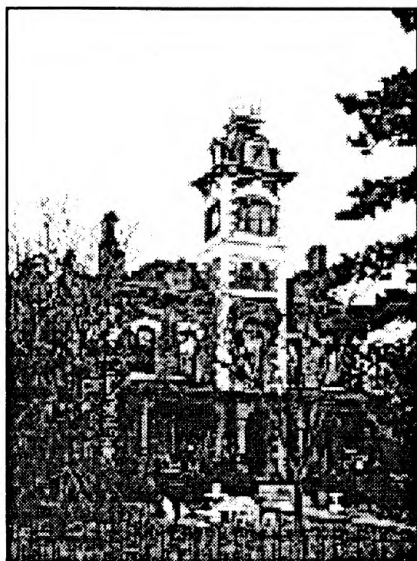
Signs play a part in the overall appearance of downtowns. Signs of all sizes and shapes bearing varied forms of lettering serve to confuse the look of a street. A harmonious scheme for signs is desirable. Color schemes and the use of materials have to be integrated. New construction should blend with the streetscape and adjacent buildings and complementary materials are desirable in new construction.

Most importantly, ‘ tourism results from historic preservation only when the city’s central, historic core - the vital, dynamic focus of community life - is restored and enlivened’ (Frommer 1988). Buildings gain their meanings from use. The buildings in downtown have to sustain some kind of meaningful activity. Activities should lend vitality to the streets and make people want to spend time there. The streetscape should be made conducive to pedestrians and ideal for strolling. Boarded up windows and unused, neglected upper stories do not speak well for a place. New ideas and uses should be explored for vacant second floor spaces. The advice and the guidance of organizations such as the National Main Street program, a non-profit organization, could prove to be helpful for the revitalization of downtowns.



Community participation in the revitalization of Main Street.
(National Trust for Historic Preservation).

Residential neighborhoods.



The Lebold-Vahsholtz mansion in Abilene, now a house museum.

‘ A small town often has its showplaces, the homes of wealthy families’, says Ziegler. Handsome, well-preserved homes add considerably to the image of a town and enhance its overall appearance. Beautiful older homes are a vital expression of the character of a place and its past and reflect the culture and taste of the people. While providing for pleasant views, they reinforce that the particular town has character and is a place of quality. Often, houses and residential areas form a contrast to economic decline most small towns are encountering. Some scholars (DeBres, 1996) have expressed concern that the past is reflected in a selective manner by preserving only evidences of affluence.

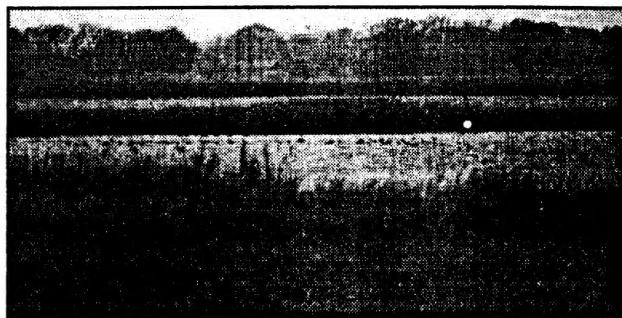
The role of residential neighborhoods is often considered secondary when it comes to tourism simply because homes generally do not generate money and may not be recognized as a tourist draw in themselves. Older, larger and grander homes can satisfy a variety of needs especially in small towns. House museums, bed and breakfasts, restaurants, apartments, shops and offices are some of the ways they can be used. The best use is one that maintains their historic character and qualities.

Residential areas are an added attraction. People like to stroll through neighborhoods with interesting older homes. It is of utmost importance to keep the houses well maintained. Each community should identify residential neighborhoods that are or could be made conducive for strolling. In many places, beautiful homes may be scattered all through the town or may not be in full view along a path for visitors. A planned scenic drive through the town which includes some beautiful houses can be one of the attractions.

Natural Surroundings

The appearance of an area or town is not solely determined by the built environment. The landscape both within and around a place can also significantly contribute to its appeal and should therefore be recognized as a resource for tourism. Many will agree with Jackson's (1984, 73) definition of a small town 'as one that has close ties with the surrounding countryside.' The term small towns implies a non-urban setting where natural and built surroundings reinforce each other to produce a pleasing visual experience. The setting provides an appropriate context for the town.

Towns can therefore greatly benefit by preserving the countryside around the town and retaining its scenic qualities. This is done by first identifying factors of the material and cultural landscape



Quivera National Park, KS. (Kansas Travel and Tourism).

that are characteristic to the area and have potential as visual attractions. Enhancing them and increasing their visibility will add to the town's overall image. The town should retain visual links to the surrounding landscape.

Part of the reason why people travel to small towns is to get away from the city and to experience the country. Therefore the main routes into town deserve attention as a scenic drive adds to the appeal of a place as a tourism destination. By preventing intrusive development and controlling structures along the way, drives can be made a more pleasurable experience.

Artificial landscapes such as lakes and parks nearby can also increase tourism in a town. Such attractions provide a greater variety of activities for a visitors. As Roddewig(1988) comments, ' for an effective tourist development program there has to be an array of sites and attractions, natural and scenic as well as historic,'. Not all people are interested in the same things. Introducing different recreational activities such as boating, hunting, fishing and camping augment sightseeing, eating and shopping. It is desirable to introduce picturesque trails for biking and hiking into the surrounding landscape.



Nature Trails through the Flint Hills, KS. (National Park Trust).

Activities also make successful counter attractions. Beazley (Lowenthal 1981,197) suggests this as an option for fragile areas and historic sites where it might be wiser to put capital into money-making counter-attractions at some distance from the site, than to lure more visitors to hasten its destruction. By creating places of activity such as skating rinks, swimming pools or interpretive centers, people can be diverted according to their interests.

Landscaping within the town is an integral feature of its overall aesthetic. Parks and green spaces with fountains, statues and trees can be attractive. Smaller parks and

spaces can be tourist attractions if they emphasize a certain event (Coronado's exploration), person (Eisenhower) or feature (Statue of Madonna of the Trail).

Commercial Strips

Strip development on the edge of towns is not the best introduction to a community, but they are impossible to abolish. It is easy to criticize these areas ' as the strip is not only an ugly and offensive part of town, but inefficient as well and it is this inefficiency and lack of order that disturb its critics and the general public' (Jackson 1984, 79).

In rural areas, dependence on the automobile is magnified and it is the strip area that accommodates all service needs (1984, 79). The strip is also where certain skills and products are found which the town does not need but the countryside must have. The strip helps to provide jobs for the young (1984, 80). Jackson further asks that before we condemn the anarchy of the strip we should ask ourselves if we would prefer to have it scattered in fragments throughout our towns and cities.

In order that the appearance of the strip is contained, the town should try and restrict it within a certain area. Highway travellers should be made aware of the choices they have within the town and be invited to explore it before the strip grabs all the business. Altogether, there has to be more cooperation between the strip and downtown.

Regional Attractions

Tourists generally like to see as much as possible when they travel in an area. Regions with more attractions are likely to draw greater numbers of visitors. Roddewig (1988) finds that in dealing with tourism development, it is essential to think regionally because the traveller on a three to five day jaunt wants to take in a variety of events and attractions within a geographic area. Therefore each place, if it promotes the attractions in its region as a package, is likely to profit more from tourism. 'Those sites and regions that will attract the most number of visitors should be identified and a regional mix of attractions should be rounded out to create a destination' (Roddewig 1988). For this there has to be co-operation between closely situated communities, not competition (Texas Dept. 1993, 22). Co-operation involves combining promotion efforts, exchanging ideas and sharing expertise. Closely situated communities can complement each other, with each providing different kinds of amenities for tourists and different facilities that support regional tourism. A critical mass of attractions and services will keep tourists in the region for longer. This way each community can focus on providing its own unique contribution to the overall tourism of the region.

With regional tourism, a small community that is accessible from a larger city can make use of the bigger place and become a secondary destination for tourists. The larger city can also benefit from expanding its tourism into smaller places. All in all, 'regional cooperation is a condition of effective tourism because as people become more discriminating and mobile, they will more likely to demand a wider range of quality attractions and amenities before embarking on a trip'.

Dead History!

'Nothing is deader than dead heritage and there is too much dead heritage around...' (Lowenthal 1989, 70). There is a common temptation in places to round up historic buildings, isolate them from their context and place them in a complex with other buildings. Though well-meaning, such an undertaking should be avoided as the result is a cluster of buildings with no meaning or



Artificial 'Old Town' created in San Diego, created to rescue surviving landmarks stranded between modern freeways.. (Shopsin 1989).

relation to each other. Buildings should exist in their original context as far as possible and relocation should only be the last alternative. For example, in the case of railroad stations and cowtowns, their proximity to the tracks has a story to tell.



Heritage Square, LA (Weinberg 1979).

That a number of structures have been saved or still remain due to non-interference is commendable.

But merely preserving a building - or a group of them - does not necessarily make an attraction. With more understanding, planning and initiative, buildings can be put to new uses that still reflect their heritage and cause them to become tourist attractions. If a group of buildings is to be used as an open air museum, upkeep and the way the buildings are presented is of prime importance.

Building museums can also do well to have some animating qualities. Live enactments and performances have proved to be successful in a number of places. This option is not always suitable and where this approach is taken the quality of presentation must be of the highest. Sound and light shows are in a similar category.

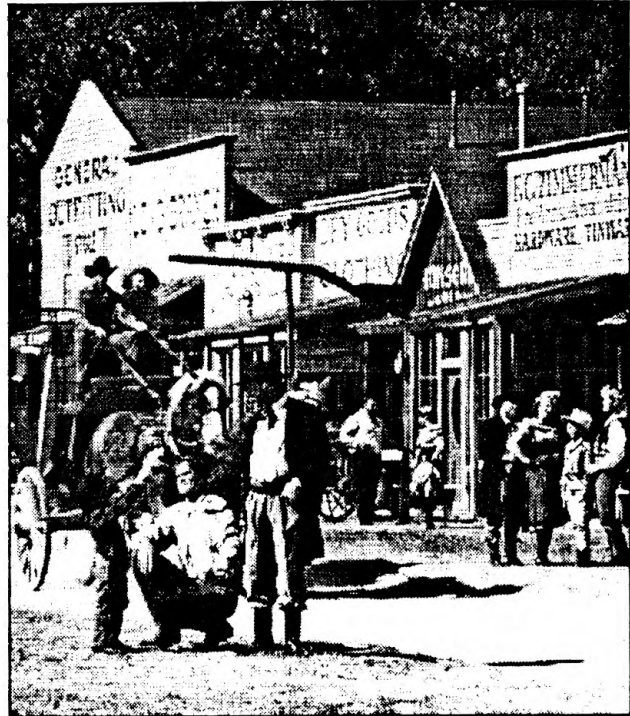
When dealing with older parts of a town, it is impossible to maintain authenticity in all respects, because the town is no more what it was. Buildings may exist just to show visitors what the town may have been like at an earlier time.

Authenticity

When monuments or places of importance are preserved, there will be no need to create reproductions in order to attract visitors. Tourists look for authenticity of experiences and authentic items from the past are a way to attract them. There are cases where the physical past no longer exists. When the missing portions are significant to the history of a town, re-creation may be an alternative.

It must be realized that the town is then no longer what it was and what is reconstructed is a present day perception of what the building was like. People change their views of material artifacts with time, depending on what the current thinking is. Certain elements or features are emphasized over others depending on what the mass popular culture decides. Therefore a community will have to first understand how it has changed and what the purpose is for recreating the past.

Re-created elements and many other so called "inauthentic" features are representations and have to be viewed from a broad perspective. Questions that should be asked are why were they built and what purpose they serve. There are a number of good reasons that can be identified that validate the presence of re-created elements, education and entertainment, among them. If re-created settings are put forward well and honestly, through good presentation, upkeep and interpretation, they can provide very enjoyable experiences. The meaning of a place can be enhanced by attempting to establish a context for them. Tourists can easily overlook the fact that they are not genuine. The key is not to pretend that such places are real but rather recognize them for what they are. DeBres (1996) contends that, ' If the objects created or recycled for the purposes of vernacular tourism are viewed as representative of the local culture at a particular time, this is likely a distortion of history. Rather they should be considered as objects that are, or were felt to be important enough that they would be economically viable as tourist attractions that is people would pay money to see them, or would spend money at gift shops or other stores set up near them'.



Historic Front Street, Dodge City. (Kansas Travel and Tourism).

The disguise of history for the purpose of economic gains, where heritage is just a peddling tool used to sell souvenirs is objectionable. Towns must seek not to fall into this trap. Facades or themes that have no relation to culture or place should be avoided.

Adaptive Use

Economic decline has created a lull in the building activity in many a small town. By preserving, maintaining and reusing the structures that already exist, towns can adapt to new needs, sometimes at low cost. A number of older buildings in small towns are elaborate and built utilizing a fair amount of labor and resources which would be impossible to replicate in the present day. Also many existing buildings are the remains of the best and most prosperous years the town has ever had and may ever have. The older structures can work as an image booster for the town.

It is still not too late for many small towns, to realize what they may have of value or architectural merit. Demolishing should be absolutely the last alternative. Even some neglected structures can prove to be quite remarkable. In restoring or restructuring a building for a new use, the historic character of the building should not be disturbed. Detailing, materials used and the manner they are treated in a building give it character which can find favor with tourists. Qualities of individual spaces and the elements that help to shape them should be recognized and maintained.



Railroad station in Abilene.

Small towns have the added advantage of fewer restrictions on the type of uses a building can have in an area and they can be both creative and flexible in what they choose to do. A variety of uses have met with successful results in recent years. Not only are churches and other buildings finding new uses but recently wide interest in the vernacular and rural heritage, often synonymous with small towns, has led people to find alternative uses for various other structures. Barns are a good example and some of them are rapidly becoming venues for popular social occasions. Not all buildings can fulfill a new use and therefore some exist solely for educative purposes, such as the old school houses in rural areas.

Often it is not education or any such motivation that leads tourists to old or



The Courtyard Shoppe, a creatively restored restaurant and gallery in Lindsborg. (Chamber of Commerce).

special buildings. The National Trust Report (NTHP 1988, 111-4) finds that, 'many historic buildings are visited not because they are museums or historic sites but because they house businesses that attract tourists for lodging, dining, shopping and recreation'. An economically viable way of maintaining historic structures is to put an old building to some use that will generate revenue. This will help to make up costs incurred for their restoration. Some popular uses for old buildings are restaurants and bed and breakfast inns.

Restaurants and B&Bs

There has been an amazing expansion of historic inns and bed and breakfast homes across the country offering personalized services and special ambience according to Roddewig (1988, 4), the reason being Americans increasingly want to stay in someplace different from a Holiday Inn or a Motel 6. He also finds that Americans are discovering regional American cuisine and asks what better place there is to experience it than in an historic building or district. The popularity of bed and breakfast inns and restaurants was seen in the case studies. Most people like to dine and lodge in the best possible manner within their means. Every place should recognize this fact and seek to accommodate this need in the finest way. There is no better way to entice visitors from the highway than with food and lodging. People appreciate local atmosphere and therefore more restaurants fitting with the theme of the area should be encouraged.

The appeal of a restaurant or inn is greatly enhanced by the structure in which it is housed, especially if they are old buildings with interesting architectural qualities, fine details or interesting history. The building should be well restored and suitably adapted to the new function in order for it to be successful. However historic a theme maybe, tourists still expect all the modern conveniences and comforts. The past and the present should be well integrated and modern fittings should be made to blend with the structure, disturbing its historic character as little as possible. Such places should strive to maintain quality and comfort in addition to ambience. Historic restaurants and inns are proving to be a very lucrative option for the adaptive use of old structures especially 'nineteenth century houses' (DeBres, 1996).

Tourism spreads by word of mouth (McMahon 1993) as was well evidenced in the case studies and one of the best recommendations for visiting a place are the restaurants and inns.

Museums

Museums certainly add to the draw of a town as they are meant to be both enjoyable and provide a learning experience for the visitor. The thought of museums brings to mind images of famous paintings or large areas filled with precious art and sculptural objects from around the world. However not all museums in the present day exhibit objects of intrinsic value but rather most objects displayed gain value from their rarity. There is a wide range evident in the number of subjects to which museums are devoted (the Greyhound Hall of Fame and the Museum of Independent Telephony are examples). Towns should explore the variety of subjects that can be presented which are relevant to the context of the place and to the tourist. Museums devoted to local topics are desirable.

There is a wide range of methods and media of presentation available to museums. They have moved beyond the confines of rooms and open air exhibits are common. Whatever the subject or the manner of presentation, quality and upkeep of the surroundings are of great importance to the success of a museum.

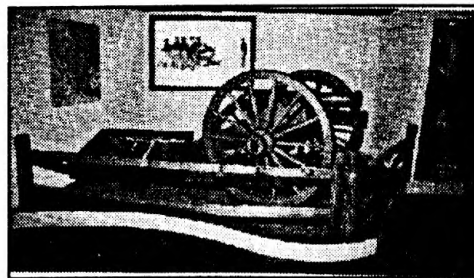
Often museums are the first use considered for an historic building, and there can be too many museums in a region. It is important to establish that there is a possibility for success before a museum is created.

Signs and Monuments

Signs on a national or state highway close to the town are an important way to attract visitors. Signs can either advertise a town by using its overall theme or advertise certain attractions of interest including food and lodging and historic attractions.

There should not be too many signs so that the viewer is overwhelmed and they should be appropriate to the scale of the surroundings. The right location and the design of each sign is crucial. Distinctive designs which follow the theme of the town are suitable.

Statues, monuments or markers add interest to a place. They can be used to commemorate individuals or events and they can become a focal point.



*Frontier Army Museum, Leavenworth, KS.
(Kansas Travel and Tourism).*



In memory of the Dalton family of desperadoes. (Kansas Travel and Tourism).

Planning Measures

Tourism planning has often been remedial, attempting to intervene after much development has taken place (Matheison 1982, 179). When planning for tourism, small towns should make adequate provisions for the facilities that support visitors. Parking should be provided so as not to interfere with the character of the surroundings. Well planned and landscaped parking should be provided at a distance from an attraction where it will not interfere with the view. Parking facilities for visitors on the Main Street should also be taken care of in an unobtrusive manner.

There should be provisions to dispose the large amounts of garbage caused by visitors. It must be remembered that ‘ every area of countryside town or village has a maximum capacity for visitors beyond which litter, queues, car-parking and the rest will destroy the very qualities that brought the visitors in the first place’ (Middleton 1971, 38).

New Buildings

In order for an area to remain distinctive and for visitors to grasp the uniqueness of that place, guidelines are useful to help with the design of buildings that will be compatible with their context. The context can be the surrounding area, the district or the entire region (Groat 1983). Factors that need to be identified and considered in the overall design are

- the physical setting
- the relationship of the site to other important locations in the vicinity.
- historic facts or legends about the site that affect the feelings of the community.

Features, specific or recurring elements or details that can be called to mind in association with the place should be established. Some communities have prepared lists of elements that contribute to the character of the architecture of the town. New forms can be made to reinforce the visual effect of existing structures and the use of key elements from the past can link the new with the old. However, blindly repeating elements does not make for good design and great skill is required to create new buildings that fit in well and are also true to their own time. Design elements that could be used to provide a framework for the physical character of a place include

- the massing of the buildings (includes roof lines, porches and porticos)
- facade design (includes window patterns, detailing, wall openings, shutters, exterior materials, main facade and gable design, entrances and doorway treatments)

Not every town is fortunate to be in an area with a distinct architectural style. Even if the surroundings do not have a strong design character, designers can look for underlying visual patterns. Overall guidelines cannot substitute for the intuitive sensibility of a designer. What is important is that the new buildings belong to the context without compromising beauty or integrity.

Cleanliness and Upkeep

A clean environment is vital to tourism. It shows the civic sense of the citizens and the fact that they have pride in their town. Cleanliness also highlights the attractions of a town and can prove to be a worthy recommendation for others to visit the place.

Maintenance and upkeep of tourist places, both interiors and exteriors, are very important as well. Historic buildings and areas have to be well restored and there has to be a continuous watch kept for damage that could occur due to time or the effect of tourists. In the case of fragile resources, adequate precautions have to be taken to ensure that they are protected against damage by tourists in order that they remain over time.

Hospitality

Friendliness and hospitality of the residents greatly add to a visitor's experience of a town. 'It was found that the more dependant a person was on tourism as a means of livelihood, the more positive was his or her overall attitude towards tourism' (Pizam 1978, 12). Community involvement with benefits to the residents at large is required for successful tourism. Before going ahead planners should first ask 'can tourism contribute to the enhancement of the lifestyles of residents and destination areas?' (Matheison 1982, 179)

Events

Festivals or other events, provided that they fit in well with the cultural framework of the area, tend to be good tourist magnets (CN 1985,3). They are also a good way to gain publicity for the town. Active citizen participation in the activities is highly desirable. Markets featuring unique crafts, art work, entertainment, flowers and food can also be an attraction. If such events are successful, people are likely to attend them repeatedly, bringing their friends along with them the next time.

In developing tourism, small towns will find it in their best interests to utilize existing resources and buildings. This is far more viable than creating new attractions. Existing buildings are rooted in the place and are a vital part of the overall context and the past of the town. Therefore they lend individuality to the town, one that has developed over time and which cannot be reproduced or replaced. As Middleton (1971, 38) states, the character of a town is the bedrock upon which all else rests. Character results from centuries of effort, yet it can be destroyed in months and weeks.

Using the existing buildings also makes good economic sense. Many older buildings cannot be used for the same purposes for which they were originally built. It is futile to attempt to preserve the original uses, when they have no application in the present day. Most buildings should be adapted to suit contemporary and tourist related uses. Tourists like to engage in different activities that can be housed in older buildings. The National Trust (NTHP, 1988) finds that travellers engage in a mix of activities and therefore there is a need to relate historic resources and tourism to the even larger realm of cultural experiences of many types: cuisine, music, theater, ethnic festivals and people to people contacts.

To be an attraction, quality and aesthetic perfection are of prime importance in the built environment. There should be room for creativity and variety in exploring new uses. As much as tourists like historic buildings, many are visited not because they are museums or historic sites but because they house businesses that attract tourists for lodging, dining, shopping and recreation (NTHP 1988, III-4). A physical resource gets its value from the activities it sustains and there are only a few buildings that invite tourists in their own right.

MacCannell (1973, 594) says, 'a tourist's desire is to share in the real life of the places visited, or at least to see that life as it is really lived'. He refers to a visitors report of a small Spanish town, Frigliana to explain his point.

Frigliana has no single spectacular attraction... its appeal lies in its atmosphere. It is quaint without being cloying or artificial. It is a living village and not 'restoration of an authentic Spanish town'.

Tourism always brings change to the environment, history and culture of a town. Lowenthal warns that, 'places could become self-conscious replicas of themselves'. The guiding principle in every aspect of tourism should be to maintain maximum authenticity. What makes a place true and enjoyable for visitors makes it valuable for residents as well and provides the community with lasting economic opportunity.

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Wagon ride through the Flint Hills
(Kansas Travel and Tourism).

Questionnaires

COUNCIL GROVE

The Graduate Program in Architecture at the Kansas State University is undertaking a study of the relationship between preservation and tourism. The results will be useful in the development of tourism in small towns and will also help to enhance the experience of visitors.

PLEASE TAKE A FEW MOMENTS TO ANSWER THIS QUESTIONNAIRE.

This questionnaire should not take you more than 10-15 minutes to complete. The questions are easy and we hope that you will find them interesting. Please be as accurate and descriptive as you can be. If you find a question too difficult to answer, please just do your best and carry on.

Your comments are extremely valuable and we truly appreciate your taking the time out to assist in this study.

There are no risks to you personally. You are not required to reveal your identity. No personal information is required. All responses will be kept strictly confidential.

If you have any further questions regarding this study please call Suzanna at (913)532-1107, regarding your rights as a subject please contact the Committee on Research involving Human Subjects at (913)532-6195

Visitors

1. Is this your first visit to Council Grove?
2. Where do you live?
3. How did you come to know about Council Grove?

Are you here (check one)

specifically to visit Council Grove

just passing through

any other reason:

Are your reasons for visiting

personal

sightseeing (if so, please state the attractions you had in mind)

any other (if so, please elaborate)

4. Have you done any sightseeing while you were here?
Is there any place that you liked in particular and if so please state why?
5. Is there anything about Council Grove that sets it apart from any other place?

Are buildings of interest to you?

If so, have you noticed anything of interest in the architecture of Council Grove?

6. Do you think efforts to preserve the heritage of Council Grove have been successful?

Do you find a genuine reflection of the past evident in the physical surroundings?

7. Do you think Council Grove has further potential for tourism?

8. In your opinion is there anything in the physical surroundings that is false and seems to be there just to attract tourists?

Do you find Council Grove excessively commercial?

9. Is it likely that you will visit Council Grove again ?

Yes

No

Please briefly explain why?

10. Will you recommend to others that they visit Council Grove? What reasons would you give?

Tourism

1. Do you conceive of Abilene as a tourist destination?
2. In your opinion, what makes Abilene distinctive from any other place?
3. What would you list as the three main attractions of Abilene?
4. Why do you think visitors come to Abilene and what are some popular places with them?
5. Of the listed below, which would you say draws the largest number of visitors
 - _____ historic sites
 - _____ museums
 - _____ restaurants/shops
6. Have historic sites and buildings been well preserved in Abilene or do you think more could be done?
7. In your professional work, have you noticed a direct relationship between tourism and well preserved places?
8. The number of visitors to Abilene have increased ----over the past ---yrs. What do you think maybe the reasons for this.
9. Do you foresee an increase in the number of visitors to Abilene in the future? Please state why

10. Do you anticipate any added attractions in this town? If so, what are they?

11. What are the major benefits of tourism for Abilene?

12. What do you see as some of the chief drawbacks of tourism in Abilene or a similar town?

13. What steps do you believe can still be taken to improve tourism in Abilene?

14. Have any measures been taken for the protection of historic buildings and sites for the future and what are they?

15. Are you implementing or recommending any measures to prevent Abilene from becoming overly commercialized?

Preservationists

1. Which would you consider as the three main attractions of Abilene?

2. Have historic sites and buildings been well preserved in Abilene or do you think more could be done?

3. What motivated you to be involved in any preservation and restoration efforts?

4. In a town like Abilene why do you think it is relevant to retain evidences of the past in the physical surroundings? Please state a reason for your answer.

5. Has tourism been one of the goals in your preservation efforts?

6. With respect to visitors in Abilene, have you found historic attractions to be

 ___ very popular
 ___ moderately popular
 ___ not very popular

7. What do you think are the major benefits of tourism for Abilene?

8. What do you see as some of the chief drawbacks of tourism in Abilene or

similar town?

9. Are you aware of any measures that have been taken for the protection of historic buildings and sites for the future and what are they?

10. Have there been any programs to make people in Abilene aware of preservation?

11. Is the attitude of most people toward preservation of old buildings and sites

_____ cooperative

_____ indifferent

_____ hostile

12. Please describe any preservation effort in Abilene that has been significant in your memory.
Please describe if you feel it has contributed to the town in general and how.