

Arts, Cultural Heritage & Tourism Workshop

Madera County, Oakhurst, CA – May 21, 2009

Attendance at the Conference is **FREE...**
but a RESERVATION IS REQUIRED:

Name: _____

Address: _____

email: _____

Career/ affiliation: _____

phone: _____

Lunch: Yes No

*Please send completed form to the **Madera County Arts Council***

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Phone: **559 • 661-7005** • FAX: 559 661-7901

email: pbeecher@maderaarts.org web: www.maderaarts.org

Event will be held at:

Evergreen Conference Center, Oakhurst

43803 Highway 41 • 559 683-8162

Why Art & Cultural Heritage Tourism?

The National Trust's definition of cultural heritage tourism is "traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources." Linking tourism with the arts & cultural heritage can do more for local economies than promoting them separately. When arts, & cultural heritage tourism development is done right, it helps to protect natural and cultural treasures and improves the quality of life for residents and visitors alike.

Who Should Attend?

Tourism Professionals, Destination Management Organizations & Chambers of Commerce, Lodging, Wineries & Restaurants, Tour Operators & Guides, City and County Government, Artists, Arts Organizations, Historical Societies & Museums and others interested in making their community a tourism destination. Attendees will participate in a collaborative process designed to stimulate the creation of an action plan for Arts & Cultural Heritage Tourism in our communities.