

# HERITAGE TOURISM

LIBRARIES AND ARCHIVES AS HERITAGE SITES  
IN NORTH CAROLINA

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# PART 1

## INTRODUCTION

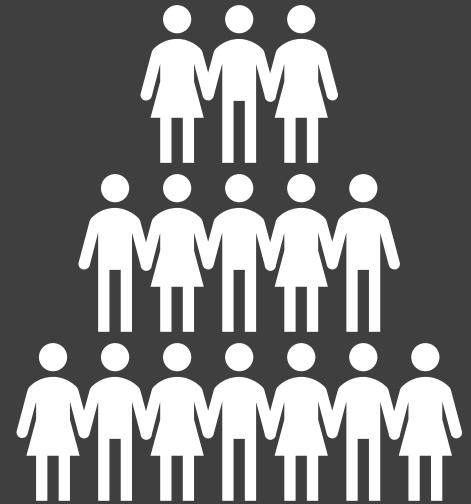
## **THEME:**

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## **LIBRARIES AND ARCHIVES**

- North Carolina, known for its three distinct regions: the Mountains, Piedmont, and Coast is well equipped to create a diversity of heritage programs at its libraries and archives. In this handbook, I will discuss how heritage programs can be created at these sites to best educate visitors on the rich heritage of North Carolina.

- Heritage begins with Dallen and Boyd's statement that “there is no such thing as a single history.”<sup>1</sup> People develop an awareness of their past through their lived experiences. Heritage is the culmination of multi-faceted pasts. It is not limited or constrained to this concept. In the present, heritage is reflected in cultural and social processes – constantly evolving in response to ever-shifting cultural and social norms.



## **WHAT IS HERITAGE?**

- Heritage Tourism is a form of travel. Using Laurajane's description, this form of travel is "an embodied practice, in which our bodies encounter space in its materiality."<sup>2</sup> It is a manifestation and solidification of heritage practices. Heritage tourism grapples with authenticity in how it reflects the past. It takes the appearance of historic sites, museums, repeated rituals – typically sites or practices with some sort of historical importance.<sup>3</sup>

## **WHAT IS HERITAGE TOURISM?**

- “In 2018, it is estimated domestic visitors to North Carolina spent a record \$25.3 billion in the state, an increase of 5.6 percent from 2017.”
- “Traveler spending generated \$3.95 billion in federal, state and local tax receipts, an increase of 4.8 percent from 2017.”
- “North Carolina person-trip volume was 51.1 million in 2018, ranking North Carolina No. 6 in total domestic person-trip volume.”<sup>4</sup>



## **TRENDS AND DATA (2018 INFORMATION)**

- Libraries and archives are adapting to new technologies and finding innovative ways to preserve the past. For a library or archive to become a heritage site, they must venture into learning how preservation interacts with the heritage tourist.
- The International Federation of Library Associations' purpose is “the accessibility, protection, and preservation of documentary cultural heritage.”<sup>5</sup> The library serves as the safe space for heritage and provides clear entry into learning more about the nuanced definitions of heritage.

- Accessibility
- Protection
- Preservation

## **HOW DO THESE RELATE TO LIBRARIES AND ARCHIVES?**

# PART 2

DEVELOPING A HERITAGE TOURISM PLAN

# GOALS AND OBJECTIVES FOR HERITAGE TOURISM IN NORTH CAROLINA

1. Defining a Purpose.
  1. How does this benefit the local community and how does it benefit people unaccustomed to local culture?
2. Accessibility.
  1. How will you get the word out? How much will it cost?
3. Preservation.
  1. How will you protect the artifacts or digitize them?
4. Collaboration.
  1. Who will you work with?
5. Understanding local regions.
  1. How does North Carolina's varied regions factor into how you define heritage at your institution?

# **GOAL 1: DEFINING A PURPOSE**

- Consider the library as a community space in which there might be a high amount of traffic unrelated to the heritage project. Traffic can be physical (the library space) or digital (the website).
- Consider how these spaces can be used to attract the heritage tourist.
- Remember the physical space in a library, exhibits do not have to be large to educate visitors on heritage. They can be placed on blank walls by the stacks so visitors can choose whether they want to participate.

## **GOAL 2: ACCESSIBILITY**

- Accessibility can be communicated through a library's mission statement.
- The Chapel Hill Public Library states it is the “community’s living room.”
- Designing the library to be an accessible space, not just for heritage purposes, can facilitate a space where these discussions can happen.
- Discuss the idea that library cards are only necessary if visitors would like to check out books. Use this as a way of emphasizing that the library’s purpose extends beyond the exchange of material.

# **GOAL 3: PRESERVATION**

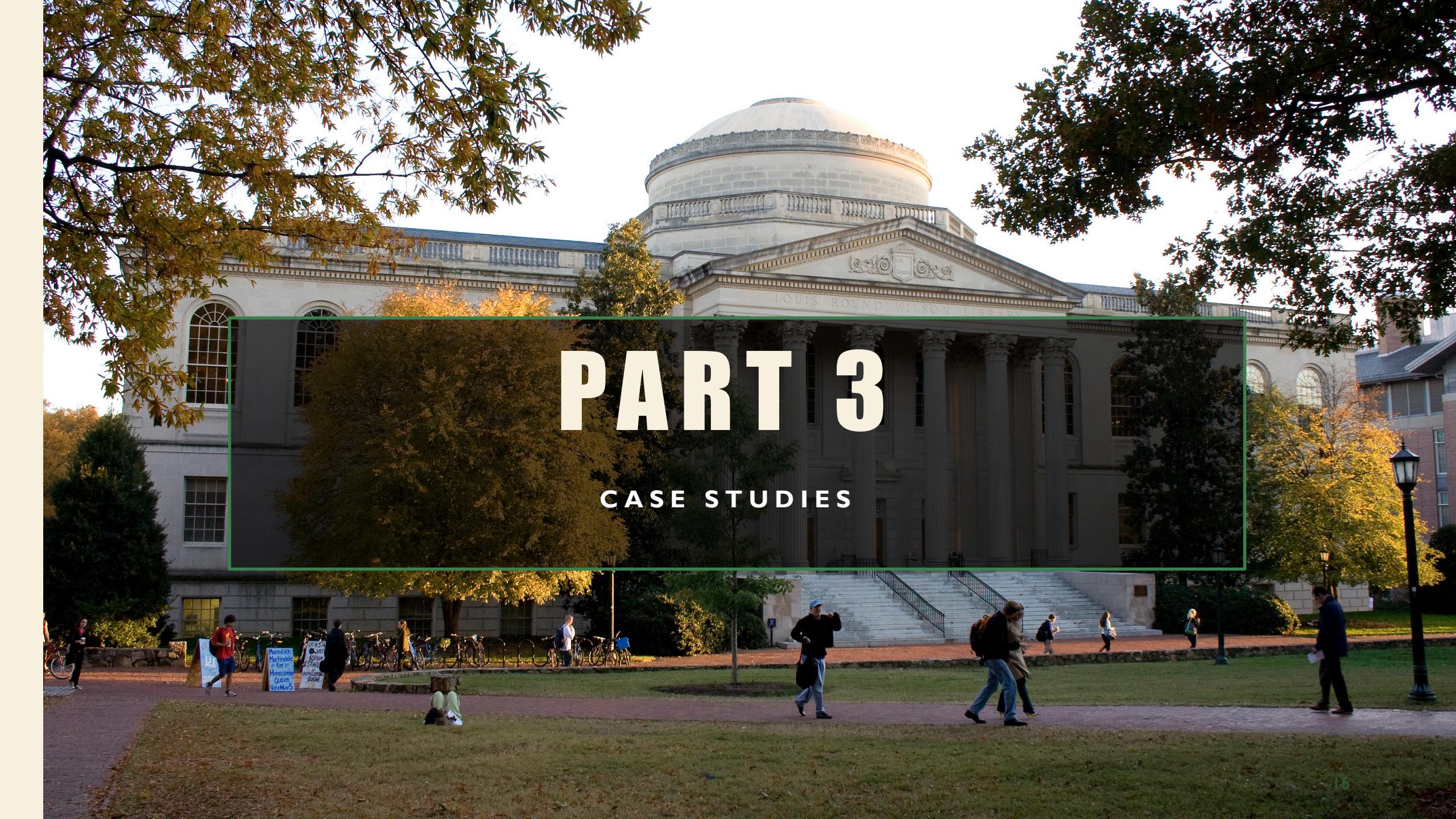
- The library and archive can be used as a space to preserve and commemorate heritage.
- Although libraries may not have the physical space to store artifacts like museums, educating librarians on digital literacy can lead to platforms on the internet to educate visitors on heritage.
- Ensure that the visitor knows that the website can be used as a tool of heritage research and allow for contribution.
- Consider crowdsourcing.<sup>6</sup>

# **GOAL 4: COLLABORATION**

- The benefits of collaboration are best described by Pedersen, “collaboration is of key importance in building trust among stakeholders.”<sup>7</sup> Refer to the definition of heritage earlier in this handbook. History as a multifaceted narrative cannot be understood without a wide array of sources. Collaboration ensures that the narrative is interpreted healthily.

## **GOAL 5: LOCAL REGIONS**

- North Carolina's three distinct climates means each region must be met with an appropriate handling of heritage.
- On the coast, heritage practices might be threatened by rising sea levels and hurricanes damaging material. As a library, consider how your site can be used as a way of maintaining heritage.
- Consider the heritage of music and food based on the region you are located.



# PART 3

## CASE STUDIES

# CASE STUDY 1

## CHAPEL HILL PUBLIC LIBRARY

- Civil Rights Timeline (<https://chapelhillhistory.org/>) : “Opening our Future” is a project undertaken by a task force at the Chapel Hill Public Library. It documents “the people, places, and events that should be remembered for their part in the African American struggle for civil rights in Chapel Hill.” This digital heritage endeavor dives into a group of people in Chapel Hill that have been otherwise ignored or forgotten. By creating this project, their voices are incorporated into the overall heritage of Chapel Hill.



# Young Chapel Hill Negroes Protest At Lunch Counters

FEBRUARY 28, 1960

## THE CHAPEL HILL NINE

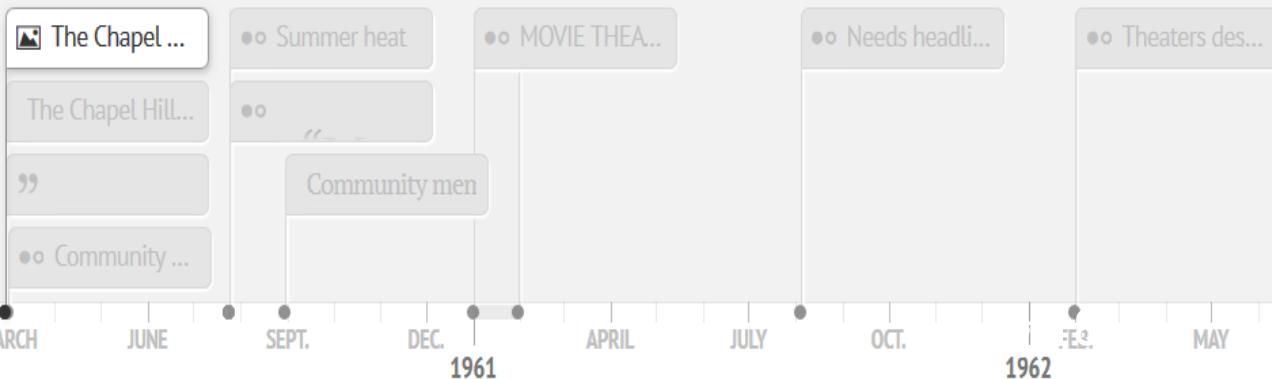
Inspired by the Greensboro Four, nine young men from Lincoln High School enter Colonial Drug Store, sit at a booth and seek the same service that white customers receive. They remain seated after they are refused service and told to leave. This act later leads to their arrest, trial, and conviction for criminal trespass. Their courageous step sparked a decade of civil rights demonstrations in Chapel Hill.



CHAPEL HILL CIVIL  
RIGHTS TIMELINE  
1960 - 1969



THE CHAPEL HILL  
NINE



# CASE STUDY 2

## GOVERNMENT AND HERITAGE LIBRARY (RALEIGH)

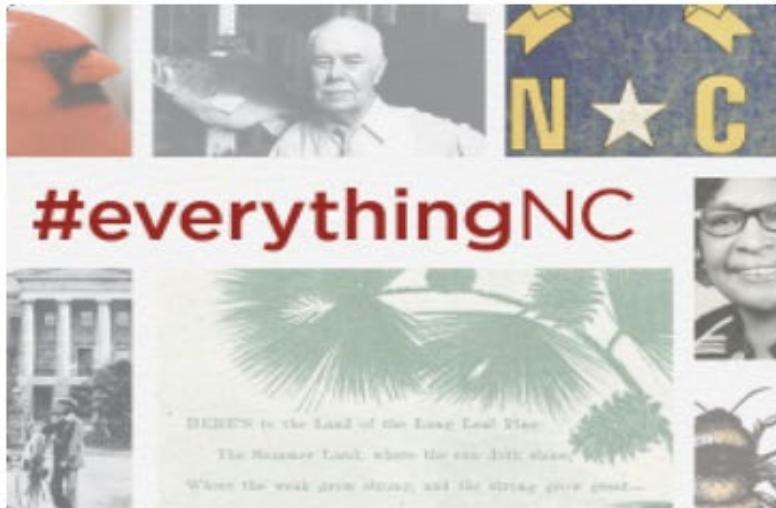
<https://statelibrary.ncdcr.gov/ghl>

- The library's website serves as an access point to heritage resources.
- Using the website as an entry point for heritage, libraries can find resources on how to provide heritage resources at their own sites.
- The blog also provides opportunities to explore North Carolina heritage.



# Blogs by the State Library of North Carolina

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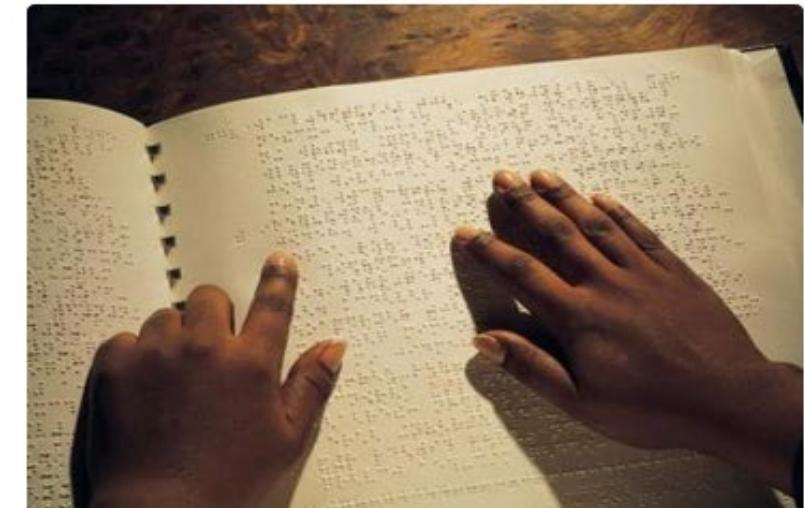
## ForEverythingNC: Blog of the Government & Heritage Library

POSTS ABOUT LIBRARY  
COLLECTIONS, RESOURCES,  
RESEARCH TIPS, EVENTS AND  
OF COURSE #EVERYTHINGNC!



## Library Development Blog

NEW ANNOUNCEMENTS,  
CONTINUING ED AND TRAINING  
OPPORTUNITIES, GRANT  
INFORMATION AND MORE!



## Library for the Blind and Physically Handicapped Blog

THE LATEST HAPPENINGS,  
TECHNOLOGY AND RESOURCES →  
TO MAKE LIFE BETTER.



# CASE STUDY 3

## NEW HANOVER COUNTY PUBLIC LIBRARY (WILMINGTON)

- “RISING,” an exhibit intertwining oral histories and photographs of the NC coast toured in 2018.<sup>7</sup>
- The New Hanover County Public Libraries could use these continued disasters like Hurricane Florence in 2018 to both preserve heritage and educate visitors on how to preserve heritage.



- Environmental history can be used as a way of educating people who live on the coast of NC how life evolved in response to the climate crisis.
- A library is best poised to do this kind of work because it is the community center. As the community center, individuals will seek refuge in the library in times of crisis.
- Expanding an emphasis on community and sharing this dive into heritage would be a good way of emphasizing the history of the NC coast.

# CASE STUDY 4

## CALDWELL COUNTY PUBLIC LIBRARY (LENOIR)

- The Caldwell County Public History serves as a local archive, preserving donated material primarily from the Pryor estate.
- This library serves as an example in how sectioned off rooms can be dedicated to studying local heritage and genealogy. This room could be a “tourist attraction” for heritage tourists or a resource for local heritage practitioners to better learn the local history.<sup>8</sup>



# CASE STUDY 5

## MECKLENBURG LIBRARY (CHARLOTTE)

- The picture on the right is not the library in its current form, the library is under renovation as of 2019 and is expected to finish renovations in 2024.<sup>9</sup>
- With a \$100 million budget, the library plans “to function as a place for knowledge and exchange.” Although this budget is not feasible everywhere, this library serves as a good model in why heritage sites should be funded and how they can provide a boost to the local community.



# PART 4

CONCLUSION, TERMINOLOGIES, AND REFERENCES

# **CONCLUSION**

- When creating a heritage site out of your library or archive, remember the community and ensure they are involved. Both the public and academic library's heavy traffic online and in person allow for broadening the audiences of heritage instead of just heritage tourists. Consider both audiences when designing a project. The library's space is essential to creating a well-developed heritage project. There does not need to be plenty of physical space for displays but instead the space must be welcoming and warm. Work with the challenges in creating these spaces and find yourself embracing local North Carolina heritage.

# TERMINOLOGY

- **Crowdsourcing:** Using the Library of Congress's model, crowdsourcing "enables anyone with access to a computer to experience first-hand accounts in history while contributing to the Library's ability to make these treasures more searchable and readable."<sup>10</sup>

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7. RISING NC, <https://www.risingnc.com/>
8. West Caldwell County Library, <https://wcplnj.org/research/reference-department/local-history/>
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10. Library of Congress Crowdsourcing, <https://www.loc.gov/item/prn-18-134/crowdsourcing-tool-enables-discovery-of-unique-treasures-at-the-library-of-congress/2018-10-24/>

# IMAGE REFERENCES

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- Slide 9: <https://www.youtube.com/watch?v=VGdwGoWjZs4>
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