Sample Cultural Tourism Community Assessment Survey

Dear Friend:

Our community has an amazing wealth of great people and places, preserving an appreciation and realization of interesting architecture, the history you bring alive, your culture, or even local industry. Local artists, entertainers, and others can help share your culture, arts and humanities, in the schools and community, attracting visitors who will strengthen your local economy.

Look at community with a new set of eyes and you will see new ways to share the hometown experience. Good, positive exposure brings community pride to the forefront. Sharing your pride in the community and your heritage with visitors can preserve your way of life. Please help us make a positive difference and answer these questions. Open your mind and look at community with new eyes. Think about the neighbor who enjoys doing magic tricks, a rancher, storekeeper, or an interesting friends as assets for cultural and heritage tourism and our way of life. Think about the person you most enjoy listening to, who has been in the area forever and who others would enjoy hearing from.

Please tell us about yourself:
Name: ____________________________ Telephone: __________
Address: ________________________________________________ Email: __________
Profession or Special Interests: ____________________________

1. Who are some of people you consider local “characters” and why are they considered such?

2. What interesting history are you aware of? Who do you ask first for historical information?

3. Do you know of any interesting buildings? Consider early ranch or farm buildings, main street businesses, or interesting places that have a story attached (where a shoot-out occurred or something interesting happened). Include historical sites and stories from local lore or legend.

4. What cultures are you aware of in our community (Cowboy, Native American, Latino, Asian, Ranching, Pioneer, Land-rush, etc.)?
5. Who are some of the local artists? (Consider everything: traditional and folk artists, quilting group, barbershop quartet, spur maker, saddle maker, birdhouses builder, loom weaver, cowboy poet, regular poet, calligrapher, storyteller, local square dance group, etc.) Do you know of community members who do woodwork, needlework, or another craft and travel around to craft shows or arts and crafts shows?

6. Think about the natural beauty of your area and the wildlife. People travel from all over to see the birds along the Texas coastline and to climb mountains in the Big Bend National Park and enjoy the fall foliage in Lost Maples State Park. Do you know of a special place that you would like visitors to enjoy? What about trails for the hiker or horseback.

7. Do you know any artist studios, businesses, interesting buildings, or craft artists that should be added to our inventory of cultural tourism assets? Would they be willing to have individuals or groups visit?

8. Do you have businesses or places that would be good for entertaining groups? Consider space and interesting content. What we consider dull and mundane can be exciting to visitors. Who is willing to host visitors? Consider both small and large businesses.

9. What is the most interesting or exciting thing you know about of the area?

10. I would be willing to volunteer to assist with the cultural and heritage tourism effort. Yes No

Please mail a copy of this completed survey to: name & address