

Glossary of Terms for Reference in FFNHA Management Plan

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ABA: American Bus Association

Accessibility: While “accessibility” often brings to mind the Americans with Disabilities Act (ADA) and making sites accessible for visitors with special needs, in the context of this General Management Plan accessibility is defined more broadly. Accessibility addresses other issues such as whether or not sites are actively promoted to the public, if sites are clearly marked or signed, and whether or not sites are open to the public on a regular basis. “Accessible” sites should meet the basic needs of all visitors for services such as public restrooms or parking as well as ADA accessibility for visitors with special needs.

Agritourism: A field that seeks to incorporate vernacular landscapes and cultural landscapes related to agriculture into the experiences of visitors. For instance, tourists may visit and participate in production on a working farm, ranch or orchard.

Attraction: General all-inclusive term travel industry marketers use to refer to a place with visitor appeal, like museums, historic sites, performing arts institutions, historic districts, theme parks, entertainment and national sites.

Brochures: Printed collateral material used to promote or inform target audiences about a situation, place, activity or event.

Certified Local Government (CLG): A local unit of government that partners with the State Historic Preservation Office and National Park Service to carry out historic preservation programs in its community. To receive CLG certification, a community must enact a local preservation ordinance and establish a program for identifying and preserving its historic resources.

Character-defining feature: Character-defining features are historic qualities or traits that in combination identify a historic building or landscape. Examples of character-defining features in a building are windows, baseboards, wood trim, plaster walls, etc.

Civic Engagement: A process that allows for public input in making decisions that affect them.

Conservation: The promotion, restoration and preservation of local eco-systems and bio diversity with concern for both local and global environmental impacts. A conservation approach to stewardship understands nature as an interconnected system of soils, hydrology, weather, flora and fauna wherein changes in one element can affect the whole.

CRITERIA: measurement standards. To be defined specifically for the project being measured. Currently focusing on Visitor Readiness.

Cultural Resource: Historic or pre-historic man-made material, including buildings, archeological sites, and artifacts – the objects and places that interpret our collective past.

DMO: Destination Management Organization

Destination: A place to go. A hotel, resort, attraction, city, region, or state.

Directional Signage: Directional or “trailblazing” signage marks a specific route such as a scenic byway, heritage trail or cultural corridor. Directional signage can indicate turns along a route and can also include additional “trailblazing” signs along longer stretches of a route to reassure travelers that they are still going in the right direction. Directional signs are often small and can include as little as a logo and an arrow.

Ecotourism: Ecotourism connects conservation, local communities, and sustainable travel. It encourages cultural awareness, minimal ecological impact, and interaction with regional ecologies. Ecotourism provides direct financial benefits for local people and for conservation efforts.

Education: In the context of this General Management Plan, education refers both to learning provided in formal school environments (at the elementary, middle school, high school, and college levels) as well as informal education provided to residents and the general public to raise community awareness of the Freedom’s Frontier National Heritage Area.

FAM: Organized trips for travel agents, tour operators, tour wholesalers or other members of the travel trade for the purpose of educating and “familiarizing” them with tourism destinations. By seeing the destinations where they are sending travelers, the travel trade is better prepared to answer customer questions and promote travel to the location. Also called “fams” or “familiarization tours.”

FYI: For Your Information

Financial Resource: For the purposes of this plan, a financial resource is a funding source that may be used to carry out the goals of the plan. Related financial resources include grants, tax credits, and capital funds used to carry out preservation projects, interpretation, signage, and other programs.

First-Person Interpretation: A role-playing interpretive technique where the guide or interpreter is in character as either a specific historical figure or a person from a given time period.

Fulfillment: Satisfying the requests of consumers and trade professionals by providing who ask for information as a result of advertising or promotional programs. Service often includes an 800 number, sales staff and distributed materials.

GIS (Geographic Information System): A computer system of software and hardware used to store, retrieve, map and analyze geographic data.

GPS (Global Positioning System): A radio navigation system that allows users with a Global Positioning System receiver to determine their exact location anywhere in the world (latitude and longitude). Identifying the latitude and longitude for specific sites can assist tremendously in accurately mapping assets. GPS coordinates are generally accurate to within a few meters. GPS coordinates can also be secured electronically using Google Earth or other computer mapping programs.

Gateway Center: A major transportation – airport, seaport, rail or bus – center through which tourists and travelers enter from outside the region. Most tourist destinations expand the definition into a synonym for “entryway,” usually at the county or state border marked by attractive/ welcome signage.

Gateway Signage: Indicates the entranceway to a site or region. For example, gateway signage might indicate “Welcome to the Freedom’s Frontier National Heritage Area” or “Entering the Freedom’s Frontier National Heritage Area.”

Geocaching: A recreational activity similar to a scavenger or treasure hunt in which a “geocache” is hidden in a specific location for others to find using a Global Positioning System receiver. The “geocache” or hidden object often consists of a weather and waterproof container with a logbook and a collection of inexpensive objects. The “geocacher” who finds the “geocache” signs the logbook and takes one of the trinkets. In some instances, “geocachers” may also leave a small object in the “geocache.”

Guided Tour: A tour led by a live tour guide to visit exhibits or sites in a certain sequence over a specified length of time.

Geotourism: A term coined by the National Geographic Society’s Center for Sustainable Destinations as “Tourism that sustains or enhances the distinctive geographical character of a place—its environment, heritage, aesthetics, culture, and the well-being of its residents.”

Heritage Tourism: The National Trust for Historic Preservation's definition is "traveling to experience the places and activities that authentically represent the stories and people of the past. It includes historic, cultural and natural resources."

Historic Association: A place's physical tie to a significant historic event or person. Historic association is directly associated with the number of remaining character-defining features from the time of the historic event or person that made the site significant.

Historic Context: As defined by the National Park Service, historic context "is information about historic trends and properties grouped by an important theme in the prehistory or history of a community, State, or the nation during a particular period of time." To be properly interpreted, cultural resources must be placed within the proper historic context, or related historical trends.

Historic Designed Landscape: A landscape designed by professionally trained architects, landscape architects or engineers. They have clear design intent, shaped by gardeners and other builders. They can have many layers of time and "periods of significance." The challenge for stewardship is to determine the periods of significance for interpretation along with the resources that are most important to express them for future generations.

Historic Integrity: The National Park Service defines historic integrity as "the authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's prehistoric or historic period." For instance, it is difficult to interpret events that occurred in the 1860s in a building whose 1860s features are no longer extant.

Historical Reenactment: A type of living history interpretation in which individuals or "reenactors" portray specific historical characters to recreate a historical event as a performance for the public.

Hub & Spoke: Air carriers' use of selected cities as "hubs" or connected points for service on their systems to regional destinations. Some destinations use this term to demonstrate how visitors can engage in a series of day-trip itineraries without having to change hotels or resorts (ie: stay longer in one location.)

Human Resource: Also known as "human capital," human resources is the people-power required to carry out program goals and projects. Human resources include paid staff and volunteers.

Interpretation: Telling the story of a site or sites within the context of the broader historical, architectural or cultural themes to help visitors make a meaningful personal

connection with the site(s). *NOTE: This is a revised version of the original glossary definition.*

Interpretive Standards: In the context of this General Management Plan, interpretive standards are defined as the criteria to be used to determine what kind of interpretive tools would be most appropriate for different sites within the region.

Kiosk: A self-contained free-standing structure in a public area that might include multiple interpretive panels. Some more elaborate kiosks also include interactive features such as a computer touch-screen.

LANDSCAPE: a view or vista

Leisure Market: Travel for recreational, educational, sightseeing, relaxing and other experiential purposes.

Lesson Plan: A written guide for teachers or trainers that identifies learning objectives and provides an outline of the timing, teaching tools and instruction that will be provided in order to achieve those learning objectives.

Living History: One interpretive method where individuals depict life in a given location at a specific time in history, often using costumes, props and activities to bring history to life.

Local Landmark: A property that is recognized by a local government as significant to a community as defined in a local historic preservation ordinance. These properties may qualify for local funding and are generally protected by the local historic preservation ordinance, which prescribes standards for their treatment.

Motorcoach: Deluxe equipment used by most tour operators in group tour programs. Amenities include reclining seats, bathrooms, air conditioning, good lighting and refreshment availability.

Museum: The American Museum Association (AMA) defines a museum as a place that makes a "unique contribution to the public by collecting, preserving, and interpreting the things of this world." It is important to re-iterate that museums have a role not only in collecting materials, but also preserving them through appropriate preservation practices and interpreting them within their associated historic contexts.

NTA: National Tour Association

National Register of Historic Places: The nation's official list of districts, sites, buildings, structures, and objects significant in American history, architecture,

archeology, engineering and culture. Listed properties may qualify for funding to preserve their historic character.

Natural Resource: Naturally occurring assets, such as land, water, and plant material.

OMCA: Ontario Motor Coach Association

PR: Public Relations

Package: A fixed-price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. Packages offer a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental.

Partner Site: A place that, gauged by established criteria, helps interpret the story of the region.

PARTNERS: individuals or groups who are stakeholders invested in our success. These stakeholders may be working with us in one of several categories: e.g. business partners, education partners, legislative partners, etc.

PARTNER AFFILIATION DESIGNATIONS: Amount of services available to the visitor. Affiliation designations can be reviewed and modified as services offered change. These are used to tell visitors what to expect (visitor expectation). Within the organization (BKHA/Freedoms Frontier) these designations will help alert staff how they may be able to better assist a specific site.

Period of Significance: The National Park Service defines Period of significance as “the length of time when a property was associated with important events, activities, or persons, or attained the characteristics which qualify it for National Register listing. Period of significance usually begins with the date when significant activities or events began giving the property its historic significance; this is often a date of construction. For prehistoric properties, the period of significance is the broad span of time about which the site or district is likely to provide information; it is often the period associated with a particular cultural group.” A property’s period of significance should drive the treatment approach (restoration, preservation, rehabilitation, reconstruction) prescribed for it.

Point of Interest: A place that is worth visiting.

Preservation: A treatment defined by the National Park Service as “the act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property.” Work, including preliminary measures to protect and stabilize the

property, generally focuses upon the ongoing maintenance and repair of historic materials and features rather than extensive replacement and new construction.

ROI: Return on Investment

Rehabilitation: A treatment defined by the National Park Service as “the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.” The most liberal of the preservation approaches, rehabilitation is most appropriate in properties that have sustained significant deterioration over time or are being converted to a new use.

Resource: For purposes of this management plan, resources will be defined two different ways: a) *cultural, historic, natural* resources for use in asset inventory, development and mapping (see individual listings); and b) informational, organizational, and financial – the people, materials, technologies, money, etc. required to implement the strategies or processes. The costs of these resources are often depicted in the form of a budget.

Restoration: A treatment approach defined by the National Park Service as “the act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period.” A restoration approach requires an evaluation of the property and its features within the context of its period of significance and related character-defining features.

Self-guided Tour: A tour to visit exhibits or sites that does not have a live tour guide. A self-guided tour can take the form of a map that provides a route that visitors can follow or a list of sites or exhibits that visitors are free to visit at their own pace.

SITES: specific geographic locations.

Stakeholder: A person who will be affected by the project or can influence it but who are not directly involved with doing the project work.

State Historic Preservation Office (SHPO): Offices in each state designated by federal law as the agency responsible for enforcing federal preservation laws, such as the National Historic Preservation Act of 1966, and administering federal preservation programs, such as the National Register of Historic Places. SHPOs receive funds from the National Park Service to carry out these programs. SHPOs are also required to pass thru some of this funding to local units of government for local activities.

State Register: A listing of properties recognized by state government as worthy of preservation. In some cases, state register-listed properties qualify for state funding..

TIA: Travel Industry Association of America

Theme: Defined by the National Park Service in part as “a single sentence that links a tangible resource to its intangible meaning.” In other words, the theme is the main story that will be told or interpreted.

Third-Person Interpretation: An interpretive technique where the guide presents information about people or events from the past from a contemporary perspective.

Tourist/Visitor/Traveler: Any person who travels either for leisure or business purposes more than 100 miles (round-trip) in a day or who stays overnight away from his/her primary domicile.

Tour Operator: Develops, markets and operates group travel programs that provide a complete travel experience for one price and includes transportation (airline, rail, motorcoach, and/or ship), accommodations, sightseeing, selected meals and an escort. Tour operators market directly to the consumer, through travel agents and are beginning to be listed on computerized reservation systems.

Trailblazing Signage: *See directional signage.*

Vernacular Landscape: A landscape that is shaped by the activities of early occupants. These may include activities still in operation, such as farming, ranching, mining, quarrying, etc. It is an ongoing landscape responding to changes in economics, society and technology.

Viewshed: A view, to or from a property, with historic or scenic value.

VISITOR READINESS CRITERIA: determining what amenities a site has to offer visitors at this time (e.g.: Restrooms, drinking fountains, snack availability).

VISITOR EXPERIENCE: how the sites and experience look from the visitor’s perspective. The overall quality of the experience including amenities and exhibits telling the story of our region from the visitor’s perspective.

Wayside Signage: Interpretive signage (often with text and images) placed along a route to enhance the visitor experience. Wayside signage can take the form of vertical panels or low-profile signs with panels placed at an angle a few feet from the ground. Low-profile signs are often placed in front of the site or viewshed that the sign is

interpreting as these signs allow visitors to stand in one location and look down at the sign or out at the site or viewshed.

Wayfinding Signage: helps visitors find specific locations of interest. At the entrance to a community, for example, a wayfinding sign might include a list of sites with an arrow to indicate which direction to turn to find each site. Wayfinding signage can also include other key information such as the distance to the site (e.g. “Heritage House 1.2 miles →”) Sometimes referred to as “wayfaring signage.”

Note: Terms listed in CAPITALS were originally generated by FFNHA; all other terms were collected from various expert sources by the management planning team.