

Cultural Heritage Tourism Creates Jobs

Tourism is one of America's largest employers. According to the Travel Industry Association, in 2002 travel-related jobs generated \$157 billion in payroll; 7.2 million in direct travel-generated jobs; 17 million indirect travel-generated jobs.

In thinking about generating tourism – and its related jobs – it is important to keep in mind that tourism is part of a diversified economy. Tourism jobs – and the salaries they pay – vary widely depending on what the job is.

The Travel Industry Association ranks the following in order of employment in the travel industry:

- public transportation
- auto transportation (includes car dealers, gas stations, car rental and leasing)
- lodging
- food service
- entertainment
- general retail
- travel planning

These are the jobs we typically think of as tourism-related: working in a restaurant, cleaning hotel rooms, driving a taxi or working in a retail store.

There are many other jobs, however, that are tourism related. Under “travel planning,” we can include travel agents, meeting planners, event planners, tour operators and tourism bureau staff.

But also think about all of the ways you plan your travel and what kinds of services you use.

- If you read an article about a place you want to visit, a travel writer visited first and wrote the article.
- If you research on the internet, as growing numbers of people are doing, then someone had to design that web site.
- Someone had to gather and write the information for the web site.
- Someone had to design and print the vacation guide that you request to have mailed to you.
- Someone sold the ads that are in the vacation guide.

- Someone has to answer the 1-800 number if you decide to call for more information.
- If you decide to fly to your destination, someone books your ticket and someone flies the plane.
- If you decide to buy an RV, someone has built it, and someone sold it to you.

When you get to your destination, think of all of the things you see and do – and what kind of staff is required to accommodate your visit. This can range from business owners of shops, theaters, restaurants, hotels, B&Bs to organizers of festivals or musical performances, staff for welcome centers, or guides who give you a tour of the region.

If we think of cultural heritage tourism, the list gets even longer for jobs that are either directly involved in tourism or have some component of them that are:

- interpreters
- re-enactors
- interpretive planners
- museum guide
- exhibit designer
- museum architect
- curator
- craftsperson or artist
- musicians
- actors
- arts council staff
- preservation staff
- historians
- recreational outfitters

