

# Community Tourism News

Duncan, British Columbia

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## Windows on History: Community Tourism in Nevada City

Nevada City, California is a tourism treasure. First settled in 1849, it boomed to 10,000 people. The local economy then was gold mining. The settlement was first called Deer Creek Dry Diggings. Nevada is a Spanish word meaning “snowfall.”

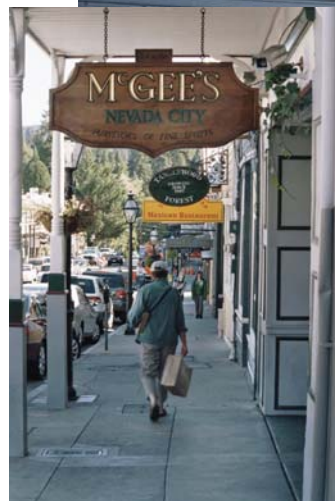
Now the population is 3,000 and the current residents promote their gold mining heritage to attract tourists. Nevada City is one of California’s best preserved gold rush towns and its downtown core is listed as an historic district on the National Register of Historic Places. Lake Tahoe is a close 60 km (35 mi) to the east.

While the store fronts of downtown Nevada City are historic, the interiors are modern retail shops and restaurants. There is a collective desire of course on the part of shop owners to part visitors of their money. To do this, they have to get people off the streets and in the shop.

One of their strategies is the *Windows on History* program: “Thirty six historic

photos highlighting the history of Nevada City from 1850 to 1925 will be on display in the windows of the businesses/buildings depicted in the photos. They will each have a story or caption accompanying the image.

“This is part of a [Nevada City Business Improvement District] project that creates awareness of Nevada City’s rich heritage and culture of its community, while inviting visitors and local residents to experience the downtown” (YubaNet.com, September 2006).



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## Tribal Tourism Planning: An Online Resource

The Alaska Native Knowledge Network (ANKN) located at the University of Alaska Fairbanks has published a handbook for planners working in tribal tourism development. The handbook results from work supported by an Environmental Protection Agency grant made to the Mt. Sanford Tribal Consortium, Gakona, Alaska.

The three main sections of the handbook are:

- Understanding Tourism
- Supporting Community Involvement
- Nuts and Bolts of Tourism Development

These sections are bookended by an Introduction and a section on Resources.

Included in the Nuts and Bolts section is a discussion that should to be held by **EVERY** community

that is planning for tourism development, and not just by tribal communities. Unfortunately, it is almost a taboo topic.

The issue is beautification: “If you invite a guest into your home, most likely you will clean your house before they arrive. The same is applicable when inviting people into your community. Before you encourage people to come to your community, you may want to consider ways to beautify the surroundings.”

Recommended actions include community clean-ups; repairing and painting buildings and houses; and planting flowers.



[www.ankn.uaf.edu/curriculum/Athabascan/Tribal\\_Tourism/](http://www.ankn.uaf.edu/curriculum/Athabascan/Tribal_Tourism/)

*“The first element [community] is at the heart of tourism. It supplies the location in which tourism occurs, leadership and organization for tourism development, public services such as roads and utilities, and hospitality.”*

– Department of Recreation, Park and Tourism Sciences, Texas A&M University 2007

Community Tourism News is edited and published four times a year by Michael E. Kelly, AICP, MCIP in Duncan, British Columbia. The newsletter may be freely copied and distributed to others with due credit and contact information provided to recipients. Contact [newsletters@community-tourism.net](mailto:newsletters@community-tourism.net) to be added to or deleted from our distribution list, for further information, or to make contributions to future issues.

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