ABSTRACT

FREEMAN, STEPHANIE ELAINE. A Case Study of Black Heritage Tourism. (Under the direction of Dr. Sarah Warren and Dr. Gene Brothers.)

The purpose of this study is to explore the viability of heritage tourism as an alternative or supplementary economic model for Black farmers to retain their lands. In a case study a single family-owned farm in Virginia was examine to understand why and how people use this Black-owned farm for recreation and for experiences of heritage tourism. Users of this Black-owned farm were asked to complete a survey designed to measure a variety of tourism constructs. Three user groups; a motorcycle recreational group, a correctional officers family day, and horse riders in a Pony Express competition participated in this study. The results show that there is significant interest in Black heritage tourism among respondents. Furthermore, the results suggest that Black heritage tourism may be a viable alternative to agriculture production for some Black farmers.

A Case Study of Black Heritage Tourism

by

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DEDICATION

I dedicate my thesis to both sets of my grandparents who were avid gardeners to my grandmother Martha Shelton Freeman who died four years ago and grandpa, grandma and papa Williams, who are still alive. Grandmother Freeman loved nature. I can remember every summer my brother and sister would help her till the land and place seedlings in the ground. She would tell all three of us that we "you can be whatever you want" and "to not let people's words and action deprive you of your dreams". As my grandmother's health declined my grandfather stayed by her bedside and loved her unconditionally.

This work is also dedicated to my parents, David and Mara Freeman who have helped me become who I am today. They have provided me with a nature to dream and the ability to fulfill them. Love Nie!

The lyrics from India Arie says it best: This is in remembrance of our ancestors...And all that came before you opened up a door... Cause of you a change gonna come...
 You have to know your history so one can understand the past, the present, and be able to cultivate the future … Freeman

BIOGRAPHY

Stephanie Freeman grew up in Champaign-Urbana, Illinois. As a child her adventures were working and playing in both of her grandparent's gardens and assisting with the maintenance of flowerbeds.

She enrolled in the University of Illinois Urbana-Champaign, wanting to become an aeronautical and biophysical engineer. She anticipated that engineering would prepare her for a career at NASA where she could learn how to build sustainable biospheres that would be in habitable for humans. In addition, she was interested in researching the development of vegetation that could sustain human life in outer space. She desired a career at NASA but decided to purse a career in agriculture. Stephanie studied biotechnology and agronomy but realized that her talents lay in horticulture and communications.

Shortly thereafter, Stephanie applied to the Master's Professional Studies in horticulture. During her tenure at Cornell University she worked with an organic coffee cooperative in Honduras. She developed a distance-learning course in conjunction with USAID, Cornell University, Purdue University, and Zamarano University in Honduras. The title of her thesis was *A Survey of Coffee Production Systems with an Emphasis on Organic Coffee Production in Central America.*

Upon completion of her Master's in 2002, Stephanie worked and lived in Washington, D.C. She worked as a consultant for the World Bank and participated in the EnvironMentors program as a mentor. During a Council of Deans meeting in spring 2004 in Washington, D.C. She meet Dean Larry Nielsen now Provost Nielsen at North Carolina State University. Dean Nielsen invited her to attend North Carolina State University.

She strives to live by the philosophy in these two quotations, " …I am encouraged by God to grant myself forgiveness for my failings and not live in fear and guilt but to always keep trying-keep on trying-to live a grander vision. "***Conversations with God*** by Neale Donald Walsch. Her favorite second quotation is, " I have learned that success is to be measured not so much by the position that one has reached in life as by the obstacles which one has overcome while trying to succeed" *My Life My Words by* Booker T. Washington.

ACKNOWLEDGMENTS

Dad, I really thank you for always asking, "Did you get it in writing?" "Is there a contract?" Thank you both for believing in me and for your encouragement. Thank you to my brother and sister, David and Toni for being a living testimony for me to see what faith in God can provide. To both sets of grandparent's thank you for your support, your memories of the injustices and mistreatment that you overcame to give me the encouragement and wisdom to fulfill my destiny and continue our family legacy!

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INTRODUCTION AND OVERVIEW

<u>Introduction</u>

The number of Black farmers is declining rapidly with their decline is the loss of culture, heritage, legacy, education and agriculture practices. Black Heritage Tourism is a viable strategy for Black farmers to preserve and retain their ties to the land, their culture, and farming heritage. The focus of this study was to examine heritage tourism as an alternative or supplementary economic model to preserve Black family farms -- their land, heritage, and legacy. Black farming population has been declining rapidly due to historical discrimination, mistreatment, and laws that have prevented Black farmers from retaining their land (Daniel, 1972; Litwack 1998; Mcgee 1979; Marable 1979; Hine 2000). Presently, children are moving away from the farm because they are no longer interested and they are unable to make enough money to farm.

Today's small-farm economy in the southern states is drastically losing competitiveness with corporate farming. According to Zabawa, Siaway, and Baharanyi (1990), division of land among several children results in many plots that are not economically viable as farmland; owners of such plots may find information on alternative uses for their land to be especially useful. Black farmers who have divided their land into plots may find tourism as an alternative to traditional farming. Wood and Gilbert (2001) found that most Black farmers depend principally on off-farm income, with farming as a secondary source.

Tourism can help farmers and communities develop the rural economy. Economic resources include buildings equipment, raw materials, infrastructure, workforce, skills and knowledge that are employed by the industry as inputs in assembling products (Garrod et al. 2004). For example Garrod et al (2004), cites conversion of an abandoned building to a farming museum a form of rural economic capital. Rural industries such as agriculture, energy production, forestry and the equine industry are assets in the rural tourism economy (Sharpley and Sharpley, 1997). Rural tourism or countryside capital involves tourism attractions, facilities and product that are vital assets in sustaining the rural areas. For example, developing an interpretive wildlife-watching tour, farm tourism enterprises implementing a habitat restoration scheme, or a country estate encouraging public access to the land (Garrod et al 2004) are forms of rural development. Investment in rural tourism is an avenue to build economic capital in rural communities.

Developing the history of the Black farmers in the community and nationally can be one way of creating rural economic opportunities. For Black farmers who are withdrawing from agriculture production and whose children are discouraged and are moving away from farming. Many farm owners are still seeking alternatives for retaining their land. Some farmers and communities have initiated heritage, agriculture, and nature tourism projects to preserve their rural traditions. Using a case study of one Black family-owned site in Virginia, this study explored the opportunity for farmers in rural Black communities to enter the rapidly developing heritage tourism market.

Why Focus on Black Farmers

The researcher is interested in the loss of Black land in the Southeastern United States and how to create an avenue for Black farmers and landowners to tell their stories about their experiences and at the same time increase their revenues. Furthermore Black farmers can explain why political racism, laws, and a lack of educational and economic opportunities have hindered Blacks from retaining their land, which resulted in Blacks leaving the south for better opportunities. In contrast, White farmers benefited from the disenfranchisement of Black farmers and were able to purchase and retain land. This is why Black farmers should be studied. Furthermore, despite all the negative factors, some Black farmers and Black landowners were resilient in the era of sharecropping, reconstruction, and Civil Rights; some were able to preserve their land and their heritage.

Migration

Many Blacks who migrated from the south to the north in the first half of the twentieth century chose their destinations according to where they had access via local railroads, and where other family members and friends had migrated before (Frey 1998). According to the Department of Labor estimated the "Negro migration in figures between 400,000 to 500,000" (U.S. Department of Labor 1921). The shortage of laborers in the north created opportunities for Blacks and Whites, and European immigrants.

Black migrants returned to the south to be closer to their heritage. The dismantling of Jim Crow political and social changes made it easier for Blacks to move back to the south. Court decisions and federal actions of the Civil Rights in 1950s and 1960s made it palatable for Blacks to move back to their southern roots (Franklin 1980).

The crucial ruling in Brown vs. Board of Education spawned integration, the 1964 Civil Rights Act, and the 1965 Voter Right Act all helped to bring Blacks back down to the south.

From 1970 to the present, Blacks from the north and west are emigrating back to the south. Many migrants, a majority of them college educated, seek economic opportunities in the rescinding southern economy (Frey 1998). Some want to escape deteriorating conditions in northern centers, others return to retire, to care for aging relatives, or to retire in a familiar environment with a better quality of life than found in the urban north (Johnson 1941). Approximately, two-thirds of the Black migrants who moved to the South between 1965 and 1970 were returning to the region of their birth from 1975 to 1980 (Cromarite 2001). At least 41% of African American migrants to the south were return migrants, whose destinations included large southern cities as well as a wide range of smaller urban communities and rural regions (Cromarite 2001). Black migration south would reach "record highs" in the 1990s (Frey 1998).

<center>Land Loss Among Black Farmers</center>

Historic land loss among Black farmers relates to the need to preserve Black farmers heritage through tourism. Black farm operators have faced difficulties in retaining the land they have managed to accumulate. Black farm ownership has been declining due to high rates of inflation, the inability to receive credit, and the rising costs of inputs. Federal policies and the end of federal support programs have resulted in dwindling markets both at home and abroad (Beauford 1986). In addition, Black farm owners have lost land due to foreclosure and bankruptcy, voluntarily leaving agriculture,

<center>4</center>

and legal problems associated with transfer of property to subsequent generations (Beauford 1986). According to Beauford (1986), Black land ownership is interlaced with the development of a power base, financial stability, enfranchisement, and a "better quality of life." Difficulties in the replacement of an aging population of Black farm operators with a younger generation of Black farmers also affects the preservation of the family farm (Beauford 1986).

Though Blacks owned land, the land was not always suitable for producing crops. Whites used political power and pressure to move Blacks off productive land. Tactics of terrorism, federal laws against Blacks, lynching, and murder were often used to obtain land (Daniel, 1972; Litwack 1998; Mcgee, 1979, Marable 1979; and Oshinsky, 1996). In fact, many Black farmers were forced back onto old plantations in dependent roles as sharecroppers (Marable 1979).

Following Emancipation, Blacks acquired over 3,000,000 acres of land. According to W.E.B. Du Bois, non-white farmers owned an estimated three million acres in 1875, eight million in 1890, and 12 million by 1900 {Aphteker, 1970 #20}. Throughout the south, legislation was passed to prevent contract laborers from testifying in court. Legislation was created to add fines and barriers for laborers. This inequity created a debt system where the laborers were unable to become financially independent, despite government promises of freewill in their lives (Daniel, 1972; Litwack 1998; Mcgee 1979; Marable 1979; Hine 2000). Though it became increasingly difficult for whites to control Blacks with violence, laws and regulations were passed at the local and national level of the U.S. government to control the financial interests of emancipated

slaves (Daniel, 1972; Litwack 1998; Mcgee 1979; Marable 1979; Hine 2000).

In early 1865, Congress created the Bureau of Refugees, Freedmen, and Abandoned Lands commonly called the Freemen's Bureau. Many former slaves during the reconstruction period chose to freely live and work in the south. Although, Reconstruction created a population of freedmen, sharecroppers, and farmers could not "escape a that hegemonic society privileged Whites and the economic system" (Marable 1979). Freedmen anticipated ownership of their masters' land and planned to fulfill the White American dream of owning land, raising their family, and being socio-economically independent (Marable 1979). Freedmen wanted to escape the sharecropper life of poverty and legalized slavery, but were rarely without obstacles. White landowners used their power, the laws, and scare tactics to manipulate decisions for their own personal gain and societal hierarchy. For example, a Black sharecropper's employer, in exchange for the electoral vote, had given him a ham, a sack of flour, and a place to stay on the plantation. Immediately after the election, he ordered the sharecropper off his place. " Because he told him if you allow anyone to buy your vote and rob you of your rights as free citizens, someone could hire you to set my house on fire" (Litwack 1998).

During the Reconstruction era (1867-1877), Black farmers and landowners fought for their way of life. Indebtedness, unfair practices, and lack of economic opportunity also contributed to the Great migration (Litwack 1998). The largest difference between the north and south, in terms of race, was that northern cities provided Blacks more personal freedom, opportunities, and a sense of community (Litwack 1998). Many of these benefits, like access to schools, churches and benevolent societies, were difficult to

come by in the rural district. (Litwack 1998). Urban Blacks left behind the indebtedness and unfair practices as sharecroppers, and landowners as a concession whites southern regained there land and increase revenues.

Past discriminatory treatment, laws and policies have directly affected Black farmers ability to sustain, retain, and value the land for future generations to enjoy. As a result, Black landownership symbolizes economic independence.

<center>Justification for Black Heritage Tourism</center>

The study of Black heritage tourism (BHT) is a potential enterprise for Black farmers in the South. The essence of the Black rural experience encompasses memories passed down from generation to generation. Johnson et al. (2004), defines collective memory as the relaying or handing down of cultural history from generation to generation. Events that impact a nation, ethnic and racial group, or gender can influence successive generation. Even if subsequent generations have no direct memory of such events creates ethnic identity (Johnson et al., 2004). Black Heritage Tourism (BHT) is one way of justifying the need to accurately depict Black farmers and Black landowners in United States history in the context of education, collective memories and identity, policy and law, the trials and tribulations of retention of land.

Research Objectives and Chapter Organization

The purpose of this research is to study heritage tourism as an alternative opportunity for farmers to preserve and retain their ties to the land, their culture, and farming heritage. By examining a case study of heritage tourism on a single family-owned farm in Virginia, I seek to accomplish the following objectives:

1. Understand the wants and needs of the visitors at the park and determine the quality of visitors' experience.

2. Assess visitors' interest in Black history and heritage of Black farmers and landowners.

Summary

Turning Black rural experiences into Black Heritage tourism is one way of capitalizing on the past injustices, the contributions of Blacks to the United States economy, and the changing landscape of America. Black Heritage Tourism can be used to educate Blacks, Americans, and communities about slavery, sharecropping, and farming. The incorporation of targeted laws and policies has inhibited Black farmers from economic independence.

The next chapter will present a review of rural tourism, agriculture tourism, heritage tourism, and nature tourism. Subsequent chapters will discuss the findings and results of the surveys of the participants.

CHAPTER 2

REVIEW OF THE LITERATURE

Introduction

This chapter, a review of rural, agriculture, nature and heritage tourism, provides the framework for Black heritage tourism. Historically, tourists have been an elite group that could afford the cost and time of traveling and sightseeing. Over the years, tourism has become commonplace for all socioeconomic groups, driving the need for rural tourism, agritourism, nature tourism, and heritage tourism.

Rural Tourism

According to Keane et al. (1992), there are a variety of terms used to describe tourism activity in rural areas: agritourism, farm tourism, rural tourism, and soft tourism. Keane et al., (1992) also point out that it is difficult to avoid confusion in relation to labels and definitions because the term "rural tourism" has been adapted to refer to all tourism activity in rural areas (Keane et al., 1992; Page and Getz, 1997). A clear definition of "rural" has remained elusive. The term is difficult to define in academic research partly due to the popular perception of rural areas based on images of rustic and the idyllic village life (Robinson, 1990: xxi).

According to Cloke (1992), rural places have traditionally been associated with agriculture, sparsely populated areas, and geographically dispersed settlement patterns. Rurality has been conceptualized in terms of remoteness and dependence on rural economic activity (Cloke, 1992; Page and Getz 2003). According to Dernoi (1991:4) rural tourism is defined as tourism in a "non-urban territory where human (land related economic) activity exists (primarily agriculture); [where] a permanent human presence seems a qualifying requirement."

According to Butler and Clark (1992):

> "The literature on rural tourism is sparse and . . . conceptual model theories are lacking. Many of the references in tourism are case studies with little theoretical foundation or they focus on specific problems. Some take broader perspectives focusing on issues and process. There is, therefore, a lack of theory and models placing rural tourism in a conceptual framework." (Page et al., 1997).

According to Lane (1994) there are seven reasons why it is difficult to produce a clear definition of rural tourism:

1. Urban or resort-based tourism is not confined to urban areas, but spills out into rural areas;
2. Rural areas themselves are difficult to define, and the criteria used by different nations vary considerably;
3. Not all tourism which takes place in rural areas is strictly "rural"—it can be "urban" in form, and merely be located in a rural area;
4. Historically, tourism has been an urban concept; the great majority of tourists live in urban areas;
5. Tourism can be an urbanizing influence on rural areas, encouraging cultural and economic change and new construction;
6. Different forms of rural tourism have developed in different regions;
7. Rural tourism is a complex multifaceted activity; it is not just farm-based tourism. It includes farm-based holidays but also comprises nature holidays, ecotourism, walking, climbing, angling, educational travel, arts, heritage tourism, and ethnic tourism.

Rural tourism sites include other distinguishing characteristics. According to Butler and Clark (1992) rural tourism acts as a complement to a thriving and diverse rural economy. Rural tourism can alleviate the decline in traditional rural employment even within an already weak economy; it can create income and employment (Butler, Hall and Jenkins, 1998; Cavaco 1995; Fleischer and Pizam 1997; Gannon 1994; Hjalager, 1996; Lane 1994; Luloff et al., 1994; Nilsson, 1999; Page and Getz, 1997 b; Sharpley and Sharpley, 1997; Sorensen, 1997; Weaver, 1997). However, a number of factors can reduce rural tourism's economic effectiveness (Hall et al., 2003). These factors include low pay, imported labor, the limited number of entrepreneurs in rural areas, and the conservatism of rural investors (Lane, 1994).

Rural tourism is an alternative mechanism to promote agriculture, a rural lifestyle, and economic growth. Rural tourism can supplement income for farming, craft, and service sectors. Most types of diversification of income on a rural farm render a relatively small contribution to average farm business income (e.g., McNally, 2001). This form of tourism is another way of opening up the possibility of new social contacts, especially in breaking down the isolation of remote areas and social groups (Gladstone and Morris, 1998). For a rural tourism site to be successful it requires capital, employment generation, and the training of farmers (Hall et al., 2003, Carvaco, 1995, Lane, 1994).

Garrod et al, (2004) developed a model of interaction between rural tourism and economic resources of rural tourism. There are indirect and direct uses from visitor attractions to wildlife, which affects the social, physical, national capital and the tourist experience (See Figure 2.1).
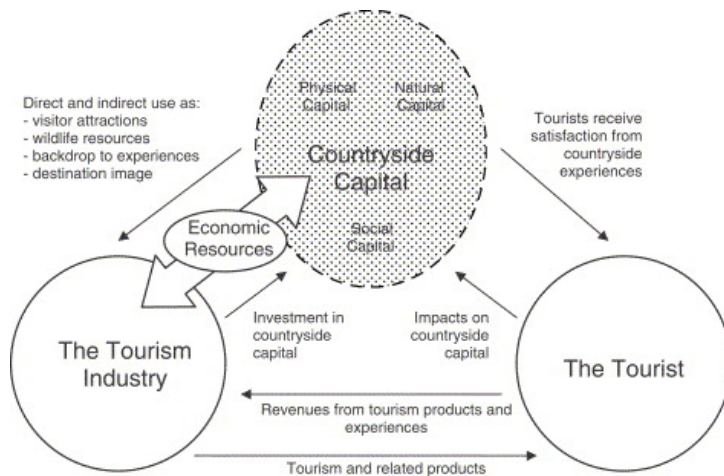
Figure 2.1. A model of the interactions between rural tourism and countryside capital. Source: Garrod et al., (2004).

Agriculture Tourism

Rural tourism refers to all different forms of tourism found in rural areas including agritourism and farm tourism (Verbole, 2003). According to Medlik (2003), agritourism is synonymous with agricultural tourism, agritourism, and farm tourism. All these terms are increasingly recognized as an important alternative farming activity that can contribute to agricultural sustainability through diversification of the economic base, provision of educational opportunities to tourists, and the engendering of greater community cohesion (Colton & Bissix, 2005). According to Colton and Bissix (2005), farm tourism activities include farm markets, wineries, u-picks, farming interpretive centers, farm-based accommodation and events, and agriculture-based festivals. Agritourism, or farm tourism, is an activity that can contribute to agricultural sustainability through diversification of the economic base, provision of educational

opportunities to tourists, and the engendering of greater community cohesion (Colton, J.W., Bissix, 2005, Lobo, 2001).

The two main forms are serviced accommodations on or adjacent to the farm premises and self-catering accommodations based on the farmland -- cottages, caravans, and camping sites (Medlik, 2003). Farm tourism can be incorporated in a Black landowner's site. By providing catering and accommodations for the visitors, they are able to enjoy the rural and farm experience.

Nature-Based Tourism

According to Newsome et al. (2001), nature-based tourism occurs in rural settings but has the added emphasis of fostering an understanding and conservation of the environment. Harrison and Husbands (1996) describe responsible tourism not as a tourism brand or product, but rather an approach in which tourism delivers benefits to tourists, host populations, and the government. In nature tourism, the primary focus is on holistic tours that embrace the environment. It tends to operate on a small scale, but it can become mass tourism in many national parks (Newsome et al., 2001). Whitlock, Romer, and Van Becker (1991) define nature tourism as any tourism that pertains to and relies on the outdoors. There is no recognized definition for these specialized niches, which makes the study of these forms of tourism a challenge (Chandler, 2001).

Norris (1992) defines nature tourism as the non-consumptive enjoyment of natural habitats. It has been around in organized form, typically bird watching and tour groups,

for several decades. The growth in popularity of nature-based tourism by 30% per year (Young, 1998; Hall et al., 2003), is taking place alongside awareness of our general impact on the environment and of wildlife in particular. Nature-based tourism and wildlife tourism can encapsulate all four realms of the human experience articulated by Hall et al, (2003) as including entertainment, education, escapism, and aestheticism.

According to Buton (1998), the tourism industry can be divided into mass tourism and nature tourism. Nature tourism serves as an umbrella to encompass ecotourism, adventure and nature-based tourism (Chandler, 2001). Nature-based tourism relies on the natural environment for its setting and activities (Buton, 1998; Chandler, 2001; Forestry Tasmania, 1998; Patterson, 1997). Nature tourism is similar to ecotourism (Medlik, 2003). Nature fosters understanding and conservation of the environment (Newsome et al., (2001) and relies on the natural environment for the setting and activities of their product (Buton, 1998; Forestry Tasmania, 1998; and Patterson, 1997).

Nature tourism is a subset of ecotourism (Mieczkowski 1995: 460). According to U.S. Ecotourism Society, ecotourism is responsible travel to natural areas, which conserves the environment and improves the welfare of local people (Western 1993:8). Furthermore The World Tourism Organization (WTO, 2001), claims that there is not a universal definition for ecotourism. In general this type of tourism focuses on small-scale activities in well-defined areas and often under some designated form of protection (Medlik, 2003).

Ecotourism provides responsible travel to natural areas, which conserves the environment, while promoting sustainability, and improving the welfare of the local people. Participants have the opportunity to learn about the environment, culture, or history of the area (Buton, 1998; Chandler, 2001; Forestry Tasmania, 1998; Patterson, 1997; The Ecotourism Statistical Fact Sheet, 1993). Ecotourism can be called "nature-based tourism" (Brown, 2001). Ecotourism involves travel to natural destinations, minimizing impact, builds environmental awareness, provides direct financial benefits for conservation, provides financial benefits and empowerment for local people, respects local culture, and supports human rights and democratic movements (Honey, 1999).

Economic forecasting is one of the most neglected but most vital parts of tourism (Witt and Witt 1992). According to Boonzaire (1996), the injection of cash into the surrounding community by way of employment or general development, there is also the importance of non-cash benefits included the sharing of information with the community, capacity building and training within the community, and particularly the extent to which a community can control tourism development in their areas in terms of interaction with tourists. It has been suggested elsewhere (Child 1996) that community-based natural resource management is a potential solution to the inter-linked problems of poverty and conservation. Loons et al., (2001), "if poverty alleviation and more effective conservation are to occur, then management principles that incorporate transparency, accountability, democracy, and diplomacy need to be introduced into community-based natural resource management and tourism development projects" (Loons et al, 2001).

Heritage Tourism

Heritage tourism involves travel to relatively undisturbed and/or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects (both past and present) found in these areas (Ceballos-Lascurain, 1982). Heritage tourism visitors are interested in authentic aboriginal experiences, and cultural contact is a growing segment of the heritage tourism business (Getz & Jamieson, 1997). Heritage tourism does promote the preservation of communities' historic resources, educates tourists and local residents about America's historic and cultural heritage, and results in substantial benefits for local economies.

Heritage tourism can be subdivided into cultural tourism and natural heritage tourism. Cultural tourism is a special interest holiday vacation essentially motivated by cultural interests, such as trips and visits to historical sites and monuments, museums and galleries, artistic performances and festivals, as well as to communities with distinctive lifestyles (Medlik, 2003). The United Nations Education, Scientific and Cultural Organization (UNESCO 2005), defines natural heritage sites as those that have natural features consisting of physical and biological formations of outstanding universal value from the aesthetic or scientific point of view; geological or physiographical formations; habitats of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation; and natural sites or areas of outstanding universal value from the point of view of science conservation or of natural beauty (Medlik, 2003).

According to UNESCO (2005), culture can be divided into two categories: tangible and intangible. Tangible culture refers to the multiple cultural identities representative of minority cultural heritages. Tangible culture can be touched and visible, for example, buildings and art. Intangible culture is transmitted from generation to generation and is constantly recreated by communities and groups in response to their environment, their interaction with nature, and their historical conditions of existence. Intangible culture incorporates music, dance, and drama that can be recorded but cannot be touched. It provides people with a sense of identity and continuity. Heritage tourism or cultural heritage tourism involves travel to relatively undisturbed and or uncontaminated natural area that incorporates the experiencing of places and activities that represent the stories and people of the past (Ceballos-Lascurain, 1982, Brown, 2001, Federal Government, 2001).

The Special Case of Black Heritage Tourism

Black heritage tourism can be one way of preserving and creating alternative revenues for Black farmers and landowners. All the preceding types of tourism can improve the economic livelihood of Black farmers and communities.

According to the African American Heritage Tourism and Community Development focus on partnership and nurturing local business to thrive once visitors arrive (Garfield 1999). Civic leadership bridges races, business sectors, and is crucial in heritage tourism and economic development is dependent on access to capital (Garfield, 1999). Black heritage tourism may be one way of improving economic livelihood.

Heritage tourism can be used as a building support and mobilization strategy for capacity building of human intellectual capital and avoid infighting which will scare investors and tourists away (Garfield, 1999).

The African American Heritage Tourism Community Development, *A Report to The Economic Development Administration* based upon the proceedings of the meetings in Kansas City, Missouri in October 1999 guidelines were developed for the success of African American Heritage Tourism:

1. Create synergistic, nontraditional partnerships between the community and larger institutions.
2. People visit a region and are not restricted by boundaries.
3. There must be complementary relationships between smaller institutions that often provide the collective embodiment of local memory and larger institutions that may not be about that particular place.
4. Respect the fact that there may be places in the community that residents do not want outsiders to visit-this is true with some churches and on Indian reservations.
5. Tourism will only succeed if the destination is appealing and accessible.
6. To succeed, emphasis must be on authenticity and quality, drawing from the stories local community members can provide, not just the sites themselves.
7. A community united can accomplish a lot; a community divided is not ready for tourism.
8. Identify and contact those stakeholders who are going to be affected by tourism.
9. Conduct an inventory of heritage tourism resources and devise a marketing strategy.
10. Heritage tourism requires respect for the community's values. Evaluate a community's culture and climate before bring tourists there (Garfield, 1999).

There are two examples of that exemplify African American Heritage Tourism. Farish Street Historic District, Jackson Mississippi has three components: the Farish Street Neighborhood, Smith Roberson Museum, and the Civil Rights driving tour

organized in conjunction with Jackson State University (Garfield, 1999). The community is translating their music heritage (blues, gospel and jazz) into the development of a entertainment and focusing on churches, funeral homes, and examples of vernacular architecture that make Jackson unique (Garfield, 1999). Another example is the Kentucky African American Heritage Center in Louisville, Kentucky this grew out of a public and private partnership with $1.5 million of state funds and Congress provided a grant of nearly $1billion to (Garfield, 1999). Louisville Kentucky is the dividing state for north and south during the slave era, was a part of the Underground Railroad, and by 1900 ranked one of six cities with the largest African American populations (Garfield, 1999). Both of these examples focus on urban settings. It is difficult to find examples of Black heritage tourism in rural settings. There is a need for rural tourism focusing on Black farmers contribution and assessing visitor's cultural experience in these settings.

Characteristics and Definitions

This is a summary of various definitions pertaining to farm-based tourism,

heritage tourism, nature, and Black Heritage tourism.

Table 2.1. Tourism definitions

Agritourism	Agritourism, or farm tourism, is an activity that can contribute to agricultural sustainability through diversification of the economic base, provision of educational opportunities to tourists, and the engendering of greater community cohesion (Colton, J.W., Bissix, 2005, Lobo, 2001).
Ecotourism	Ecotourism can be called "nature-based tourism" (Brown, 2001). Ecotourism involves travel to natural destinations, minimizing impact, builds environmental awareness, provides direct financial benefits for conservation, provides financial benefits and empowerment for local people, respects local culture, and supports human rights and democratic movements (Honey, 1999). Ecotourism embraces culture history and the environment and provides opportunities for communities to embrace the environment, ecology, and historical significance (WTO).
Heritage tourism	Heritage tourism or cultural heritage tourism involves travel to relatively undisturbed and or uncontaminated natural area that incorporates the experiencing of places and activities that represent the stories and people of the past (Ceballos-Lascurain, 1982, Brown, 2001, Federal Government, 2001).
Nature Tourism	Nature tourism or nature-based tourism can be divided into mass tourism and nature tourism (Buton, 1998). Nature tourism is similar to ecotourism (Medlik, 2003). Nature fosters understanding and conservation of the environment (Newsome et al., (2001) and relies on the natural environment for the setting and activities of their product (Buton, 1998; Forestry Tasmania, 1998; and Patterson, 1997).

For the purpose of this study the following definitions will be used to relate to specific niches of tourism.

Table 2.2. Black tourism definitions

Ecotourism from World Trade Organization and Ecotourism Society	Ecotourism embraces culture history and the environment and provides opportunities for communities to embrace the environment, ecology, and historical significance.
Ecotourism Black heritage tourism (EBHT)	Ecotourism Black Heritage Tourism (EBHT) values the historical usage and appreciation of the land from a spiritual, religious, and holistic perspective of how we view the environment and land.
Black agriculture heritage tourism (BAHT)	Agricultural heritage tourism can be a location that can be either farmed or no longer farmed but can evoke emotions depending on the time and place of experience. For example, there can be a marker about farming – chattel slavery and is specific to the Black experience of American History. Black Agriculture Heritage Tourism (BAHT). Does not need to be a place – evokes emotions – can include timepieces such as tractors that are symbols of the era. It is the embodiment of chattel slavery, sharecroppers, freedmen, and black farmers and their movement through economic independence. This can also apply to the experiences of other American groups such as Native Americans and migrant workers, within the context of colonization and slavery of any culture, people or group.
Heritage Tourism	Heritage Tourism encompasses culture, history, environmental education, and ecology. Heritage tourism can be either in a natural setting, a rural setting, or urban setting. It embraces the intangible culture and intangible collective memories of the visitors.
Black Heritage Tourism	Black Heritage Tourism is defined as Blacks contribution to the United States. It captures the spiritual, religious, medicinal and recreational behaviors of the visitors. It can be in an urban or rural setting. It can evoke individual and collective memories of the past.

Summary

      Rural tourism is the umbrella for agriculture, nature, and heritage tourism. Many elements of these types of tourism have been used to define and distinguish them as unique. In contrast each type of tourism offers rural communities and farmers a way to develop capital. Definitions were developed to explain Black tourism.

CHAPTER 3

RESEARCH DESIGN AND METHODS

<u>Introduction</u>

The purpose of this study is to explore the viability of heritage tourism as an alternative or supplementary economic model for Black farmers to retain their lands. The researcher focused on a single Black family-owned farm in Virginia and examined why and how people use this Black-owned farm for recreation and for experiences of heritage tourism. Three user groups completed a survey designed to measure a variety of tourism constructs: heritage tourism, agritourism, and nature tourism.

This research effort complies with the requirements of the Institutional Review Board on the Use of Human Subjects in Research. Although this research was exempted, participants were asked to sign informed consent forms, and fictional names are used throughout this paper.

By examining a case study of heritage tourism on a single Black family-owned farm in Virginia, the researcher seeks to accomplish the following objectives:

1. Understand the wants, needs, and services of visitors at the park and determine the quality of visitors' experience.

2. Assess visitors' interest in Black history and heritage, and the protection of Black farmers and landowners.

Research Using the Case Study Method

Because of a lack of research into the use of Black-owned farms for heritage

tourism it seemed reasonable to examine this topic using a case study method. Case

studies serve an exploratory purpose (Veal, 2006; Zikmund, 1997:108). They provide

useful data from which additional questions, exploratory models, and underlying

principles and concepts can emerge to guide future theory development and research

(Veal, 2006; Zikmund, 1997:108). Case studies have been used to develop grounded

theory, critical thinking, cultural systems of action, and active learning (Alvarez, et al.

1990; Feagin, Orum, & Sjoberg 1990; Boisjoly & DeMichiell 1994). Case study

methods often use qualitative methods: for describing, understanding, and explaining

results (Tellis, 1997).

Case studies can be comprised of individuals (Rapopport and Rapopport, 1975;

Saunders and Turner, 1987), communities, whole countries (e.g. Smith and Shaw, 1998;

Braham et al., 1993), organizations and companies (e.g. Harris and Leiper, 1995), or

places and projects (Murphy, 1991).

The Survey Instrument

For the survey (Appendix A), the researcher adapted questions from the Regional

Resources Development Institute on Travel and Nature (1991), and used other questions

suggested by committee members. Some of the questions required preference rankings

among an assortment of options and others were designed along a five-point Likert scale.

Additional questions were open-ended, requesting demographic and socioeconomic

information. After appropriate revisions to the instrument the researcher made photocopies of the entire survey for distribution among three user groups: motorcyclists, horse riders, and correctional officers.

The researcher administered surveys to the three user groups, sometimes individually and sometimes in small groups. Mr. Smith, one of the landowners, introduced me to the event planner, organizer, or president of each participant organization. These people then invited their members to participate in the survey. Attendees were also directly asked at the events to participate in the survey.

Face-to-face surveys involve direct contact between the researcher and the respondent, and although it is a labor-intensive process, the data obtained is detailed and rich and offers some immediate means of validating the data (Denscombe 1998). According to Denscombe (1998), the response rate will be better than with other survey approaches.   This type of face-to-face survey is also known as a 'visitor survey'. Many of the users did not want to fill out the six-page survey but preferred to have it read out loud. Researchers are often faced with the decision of categorizing non-responses. Previous studies simply omitted observations with any missing values (Kaylen et al., 1998; Gartner & Holecek, 1983; Madambi & Baum, 1997; Nogowa et al., 1996; Kim et al., 1995). Some respondents were unable to complete the survey, and their responses have not been included in the analysis. The Likert scale responses were analyzed by: user groups, demographics, socioeconomic factors, preferences of the site, and opinions of heritage tourism, agriculture tourism, and nature tourism constructs.

<div align="center">Survey Data</div>

A blank survey was used to develop a response codebook in which the researcher recorded the data from individual surveys. The responses were tabulated and crosschecked to eliminate recording errors.

<div align="center">Site Selection</div>

<div align="center">Smith Family Park</div>

In the spring of 2005, the principal investigator in this study had the opportunity to meet William Smith who was the featured speaker at a Sustainable Woodlands workshop in Brunswick County. He provided an opportunity for research on his family-owned land, which included not only aquaculture ponds, but also a recreational park. This land provides opportunities for experiencing heritage tourism, rural tourism, nature tourism, and agritourism. After considering multiple sites in North Carolina, I selected the site as a case study because it provides for studying multiple aspects of Black heritage tourism. Between summer 2005 and summer 2006 I made 20 visits to the Smith Family Farm Park.

<div align="center">Site: Location</div>

The Smith Family Farm Park is located in Dinwiddie County, Virginia; about a 15-minute drive from either I-95 or I-85 (see Figure 1). The site is twenty minutes away from Petersburg, Virginia and forty-five minutes away from Richmond, Virginia.
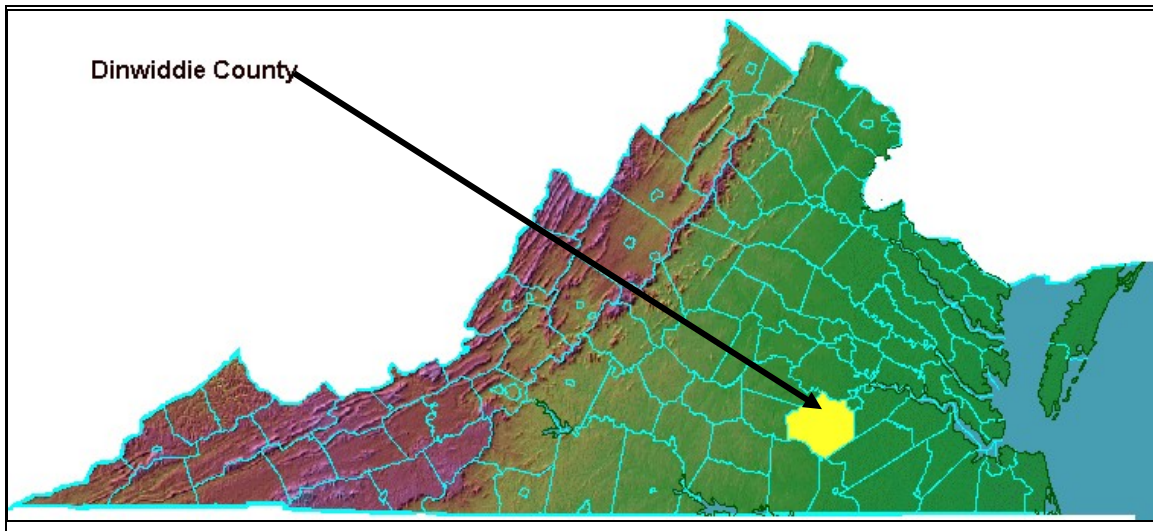
Figure 3.1. A map of the state of Virginia and the location of Dinwiddie County.
Source: Geography of Virginia (States 1998).

Site: Description

The Smith family has owned their farm for three generations, and it now totals
500 acres of forest, ponds, swamp, farmland, and pasture. The brothers grow grain
crops, raise cattle, raise fish in aquaculture ponds, and use the 41-acre recreational park
site for tourism. The brothers of the Smith family share responsibility for operating the
park on the 41-acre recreational site) and farming. According to the 2002 Census of
Agriculture, this is one of only 52 Black-owned farms in Dinwiddie County. Black-
owned farms make up about 17% of all farms in Dinwiddie, compared to only 4% of all
farms in Virginia.

Smith Park (see Figures 2 and 3) is the only Black-owned Park in the county; the

majority of its users are Black. The family regularly host weekend events requiring

advance planning and reservations, primarily between May and October. Within the park

are a 14-acre catfish pond, five covered pavilions and two screened covered pavilions, all

terrain vehicle (ATV) trails, horse trails, a basketball court, a volleyball court,

recreational vehicles (RV) hookups, restroom facilities, vending machines, and horses.
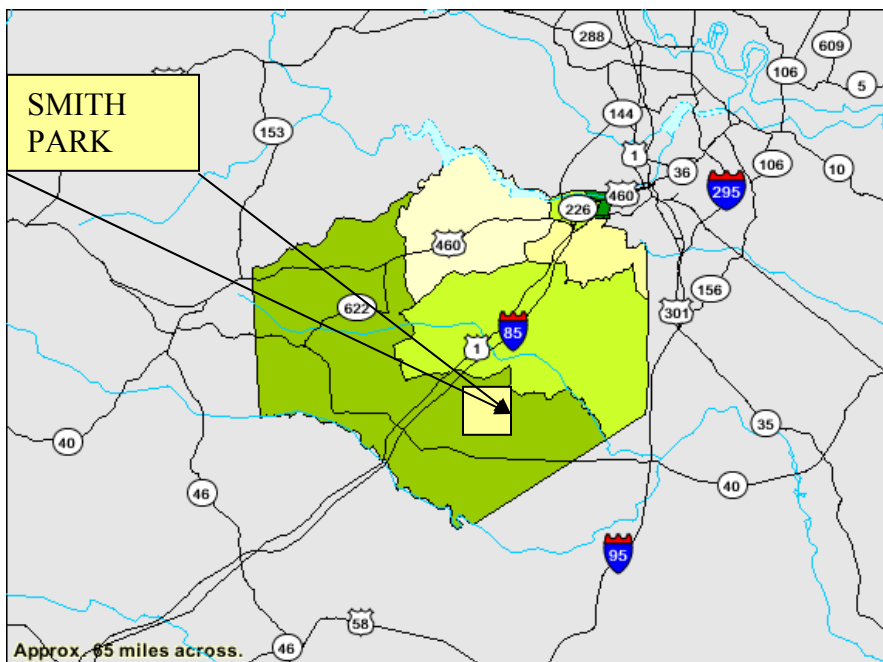
Figure 3.2. Location of Smith park.
Source: Census map of Dinwiddie County, showing percentages of Black residents in
census tracts.http://factfinder.census.gov/servlet/ThematicMapFramesetServlet?_bm=y&-
geo_id=05000US51053&-tm_name=DEC_2000_SF1_U_M00083&-
ds_name=DEC_2000_SF1_U&-_MapEvent=displayBy&-_dBy=140&-_lang=en&-
_sse=on

Summary

I used the case study method and collected data from the case study site, Smith Family Farm Park. Open-ended interviews with participants allowed analysis to begin from the very start of data collection (Corbin & Strauss, 1990). In the next chapter the results will be discussed.

CHAPTER 4

RESULTS OF THE SURVEY CONDUCTED AT SMITH FAMILY PARK

Introduction

This chapter presents the findings derived from the research. Members of the three user groups who visited Smith Park in 2006 answered a variety of questions about the park and Black heritage tourism (BHT). The first section contains demographic and other information about the user groups. The second section focuses on understanding the wants and needs of visitors and if there is an interest in Black heritage. One hundred nineteen park users participated in this study; however, each question may vary in number of completed responses.

The User Groups: Sources of Comparison

The attitudes and experiences of three user groups -- motorcyclists, correctional officers, and horse riders -- are compared in this research. These three groups compromised the largest number of visitors to Smith Park during summer 2006.

The **Recreational Motorcyclists** consisted of bikers from several southeastern clubs and their families. They ranged in age from 23 to 65 years old. They held competitions for cash prizes, and hired a deejay for entertainment.   There were approximately 150 people in attendance; 39 surveys were completed**.**

A group of **Correctional Officers** who work at a Virginia prison used Smith Park for a family day celebration. The correctional officers ranged in age from 19 to 65 years old.   Food was provided and prizes were awarded to adults and children for various competitions. There were approximately 75 people in attendance; 40 surveys were returned, one from each family.

The **Horse Riders** participated in a Pony Express relay around the horse trail; prizes were awarded. They ranged in ages from 19 to 65 years old. There were approximately 100 people in attendance and 40 surveys were returned.

Gender Ratios

It is interesting to note that there were more female than male correctional officers attending their event. Gender ratios among the total user group of 119 respondents 56% were female and 44% male. There were more women among the Motorcyclists (53%) and Correctional Officers (65%). This seems representative of the attendees.

Table 4.1. Gender ratios among user groups.

User Groups	Male	Female
Motorcyclists	47%	53%
Correctional Officers	35%	65%
Horse Riders	51%	49%
Total	44%	56%

Age Range Among User Groups

More than 50% of the visitors were older than 35 (Table 4.2). There were fewer young people – about a quarter of the respondents were between the ages of 19 to 34 yeas. There were relatively few elderly people visiting the recreational park. The Correctional Officer group, however, was younger than the two other groups.

Table 4.2. Age ranges among user groups.

User Groups	19-25	26-34	35-45	45-55	55-65
Motorcyclists	0%	19%	42%	22%	17%
Correctional Officers	20%	15%	30%	25%	10%
Horse Riders	3%	14%	28%	28%	28%
Total	8%	16%	33%	25%	18%

Educational Attainment

Most of the respondents (43 %) were college educated (Table 4.3). Over 50% of

the Correctional Officers had some education beyond college, while fewer Motorcyclists

and Horse Riders had completed college.

Table 4.3. Educational level attained.

User Groups	High School	College	Graduate Education
Motorcyclists	46%	41%	13%
Correctional Officers	3%	43%	54%
Horse Riders	43%	46%	11%
Total	31%	43%	26%

Household Structure and Size

The majority of visitors surveyed lived in family groups, about 17% to 18% of

each visitor group was single (Table 4.4.).

Table 4.4. Household structure and size.

	Single	Couple	Family Members			
User Groups	1	2	3	4	5	6 or more
Motorcyclists	18%	39%	12%	21%	3%	6%
Correctional Officers	18%	28%	26%	15%	13%	0%
Horse Riders	16%	34%	18%	16%	13%	3%
Total	17%	34%	19%	17%	10%	3%

Trip Logistics

Each user group attended the Smith site for different reasons. The Motorcyclists

visited for both competition and social function. The Horse Riders used the park to

reenact a Pony Express ride. The Correctional Officers held a family social event. All

three user groups enjoyed the opportunity for fellowship with friends, family, and coworkers. Furthermore, they shared meals, stories, and enjoyed nature.

Length of Stay

Motorcyclist and Horse Rider events were conducted over an entire weekend, so they stayed on site or nearby. Correctional Officers came for a one-day event. Length of stay is shown in Table 4.5.

Table 4.5. Length of stay at Smith Park.

User Groups	1 Day	2 Days	3 Days	4 Days
Motorcyclists	35%	59%	3%	3%
Correctional Officers	100%	-	-	-
Horse Riders	-	-	-	-
Total	66%	31%	1%	1%

Length of Trip

All the Correctional Officers lived within a half-a-day drive to Smith Family Park. Motorcyclists and Horse Riders traveled greater distances. Those who spent more time in travel reported combining their visit to Smith Park with visits to other places.

Table 4.6. Travel time for Smith family park visit.

User Groups	Half-Day	1 Day	2 Days	3 Days	4 Days	7 Days	10 Days	14 Days	28 Days
Motorcyclists	3%	39%	34%	16%	3%	3%	0%	3%	0%
Correctional Officers	100%	-	-	-	-	-	-	-	-
Horse Riders	0%	53%	26%	13%	3%	0%	3%	3%	3%
Total	30%	33%	21%	10%	2%	1%	1%	2%	1%

<u>What Do User Groups Expect from a Recreational Site Such as Smith Family Park?</u>

High Quality Facilities

Evaluations of Smith Park will help the Smith family improve their park and customer service. The respondents rated the quality of the physical facilities as shown in Table 4.7. Respondents in all groups were generally pleased with the site.

Table 4.7. Assessment of facilities at Smith park.

User Groups	Best 1	2	3	4	Least 5
Bathroom	35%	31%	20%	13%	2%
Garbage	50%	27%	12%	6%	4%
Concerts	41%	16%	23%	8%	11%
Pavilion	50%	22%	17%	7%	4%
People	56%	24%	9%	4%	7%
RV Area	45%	24%	17%	9%	5%
Sanitation	37%	30%	23%	4%	6%

Reasonable Entrance and User Fees

Correctional Officers and Horse Riders felt that site user fees were a bit high (see

Table 4.8).

Table 4.8. Expectations of entrance and user fee.

User Groups	Too High 1	2	3	4	Low 5
Motorcyclists	21%	7%	68%	0%	4%
Correctional Officers	32%	45%	18%	5%	0%
Horse Riders	24%	72%	4%	0%	0%
Total	25%	40%	32%	1%	1%

Recreational Activities and Aesthetic Qualities

By learning about the preferences of the three user groups, the Smith family can

develop activities that highlight natural resource activities and take advantage of their

beauty. By marketing, developing, and educating the visitors about natural resources and

the environment, the Smith family can develop a niche market for those who desire to

become intimately involved with nature during their stay.

Although the primary purpose of the visits was defined by events, clearly

respondents appreciated the natural resources (see Table 4.9). Seventy-five percent of all

user groups enjoyed the nature beauty and view. The respondents enjoyed the pavilions

and sitting in shaded areas adjacent to the pond. Several respondents stated:

"I enjoyed the site because of the fresh air. I can see the stars at night."

"I love coming here every year. I see the ducks and the birds flying. I can fish if I

want too."

Sixty-three percent of the respondents enjoyed fishing. Seventy-seven percent of the respondents enjoyed the wildlife and 57% of respondents enjoyed bird watching. The majority of the respondents enjoyed the pristine nature of the Smith's Park. The Horse Riders were able to see more of the park by participating in the Pony Express trail ride.

Table 4.9. Appreciation of natural resources.

Activities	Highest 1	2	3	4	Least 5
Wildlife	37%	20%	23%	5%	16%
Bird Watching	28%	24%	23%	7%	18%
Fishing	45%	18%	13%	8%	16%
Natural Beauty and Views	53%	22%	14%	4%	7%

Visiting a Farm Site

Questions were asked to identify if farming should be incorporated into Black
heritage tourism. One hundred eleven respondents were asked if Black-farming
techniques should be incorporated into heritage, agriculture tourism, and nature tourism.
Eighty-four percent reported they agreed or strongly agreed, 12% of the respondents were
undecided, and 4 percent disagreed or strongly disagreed (see Table 4.10). Over 67% of
Motorcyclists and Horse Riders strongly agreed compared to 47% of the Correctional
Officers. Eighteen percent of the Correctional Officers and 11% of the Horse Riders
were undecided about farming techniques in heritage, agriculture, and nature tourism.

Table 4.10. Should Black farming techniques be incorporated into heritage, agriculture,
and nature tourism site?

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	67%	25%	8%	0%	0%
Correctional Officers	47%	28%	18%	5%	2%
Horse Riders	67%	19%	11%	5%	2%
Total	60%	24%	12%	3%	1%

The question was asked if Blacks have overlooked the richness of their heritage.
Eighty-seven percent of the respondents agreed or strongly agreed, 6% were undecided,
and 6% disagreed or strongly disagreed (see Table 4.11). Ninety-two percent of the
Motorcyclists and Horse Riders agreed compared to 80% of the Correctional Officers
respondents. Furthermore, 10% of Correctional Officers and 6% of the Motorcyclists
were undecided compared to 3% of the Horse Riders.

Table 4.11. For too long Blacks have overlooked the richness of their heritage.

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	63%	29%	5%	0%	3%
Correctional Officers	43%	36%	10%	3%	8%
Horse Riders	65%	27%	3%	5%	0%
Total	57%	30%	6%	3%	4%

The Experiences of Black Heritage

Introduction

Understanding visitors' responses about Black Heritage creates parameters for the development of Black Heritage Tourism (BHT). In this section I examine the responses of the three user groups. These questions will help to assess the marketability for Black Heritage Tourism in the Southeast.

Aspects of Black Heritage Tourism (BHT) at Smith Park

Black Heritage Tourism (BHT) at Smith Park was not overtly emphasized in the events attended by visitor groups, but underlies all Smith Park uses. The majority of users were Black. They may not have known they were enjoying Black Heritage Tourism (BHT) site, but they indeed utilized the natural resources, heritage, and identified with the Black landowners.

Aspects of Black Heritage Tourism (BHT)

These questions were designed to assess perceptions of Black Heritage tourism and history of collective memory of Blacks. Seventeen statements focused on Black Heritage Tourism and respondents were asked to indicate levels of agreement or disagreement with these statements by grouping similar concepts. They were scored on a standard Likert scale. The statements addressed:

- Overall interest in and demand for visiting Black Heritage sites

- Educational utility of visiting Black Heritage sites

- Incorporation of agricultural history into Black Heritage Tourism

- Sense of Black rural history and collective memories

- Land loss among Black farmers

Interest in and demand for Black Heritage Tourism (BHT)

Eighty-eight percent of users are interested in visiting an agriculture, heritage, or nature tourism site where Black American lives. It can be concluded that the majority of visitors would visit a Black heritage tourism site. Several of the visitors gave their own definitions for agriculture tourism, nature tourism, and heritage tourism, as follows:

"Agriculture tourism-a place where people can come to learn about the farm lifestyle."

" Nature tourism- where you can come and see the natural beauty."

"Heritage tourism-anything that has to due with the past you want to preserve for the future. To give people an understanding of what life is about."

Over 90% of Horse Riders and Motorcyclists strongly agreed or agreed that they would attend a nature and agriculture tourism site. However, 16% of Correctional Officers were undecided if they would visit a site. Seventy four percent of the respondents agreed they would visit Black landowners (see Table 4.13). Eighty-six percent of Motorcyclists agreed they would visit a Black landowner, compared to 29% of the undecided and disagreed categories.   As is shown by responses to the paired questions (Tables 12 and 13) there is a demand for Black heritage tourism.

Table 4.12. It's interesting to visit agriculture, heritage, or nature tourism sites where Black Americans live.

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	65%	27%	8%	0%	0%
Correctional Officers	53%	29%	16%	0%	2%
Horse Riders	74%	16%	8%	2%	0%
Total	64%	24%	10%	1%	1%

Table 4.13. Visiting Black landowners in the South does interest me.

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	49%	37%	6%	0%	8%
Correctional Officers	48%	25%	15%	10%	2%
Horse Riders	58%	11%	11%	10%	10%
Total	51%	24%	11%	7%	7%

The majority of respondents also indicated a need for Black heritage tourism

(Table 4.14).

Table 4.14. Is there a need for Black heritage sites?

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	55%	33%	3%	6%	3%
Correctional Officers	63%	18%	7%	5%	7%
Horse Riders	75%	19%	3%	0%	3%
Total	64%	23%	4%	4%	5%

Additionally, 89% of visitors strongly agreed or agreed they wanted to learn much

more about the history of nature, heritage, and agriculture tourism (see Table 4.15).

Table 4.15. I am interested in learning more about nature, heritage, and agriculture
tourism pertaining to the history of Blacks in American society.

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclist	47%	42%	8%	0%	3%
Correctional Officers	51%	31%	15%	3%	0%
Horse Riders	60%	35%	5%	0%	0%
Total	53%	35%	10%	1%	1%

Over 87% of the respondents strongly agreed and agreed they would like to visit

the site (see Table 4.16). However, several respondents stated:

"I would like to read about a Black heritage site, and then go visit."

"I would like to read and visit a Black heritage site."

Table 4.16. I would prefer to visit Black heritage, nature, or agriculture tourism sites rather than simply read about them.

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	54%	34%	12%	0%	0%
Correctional Officers	49%	38%	5%	8%	0%
Horse Riders	65%	19%	8%	5%	3%
Total	56%	31%	8%	4%	1%

Educational Benefits of Black Heritage Tourism

All three user groups agreed contributions made by Black Americans in the rural southeast were important educational topics. Ninety-five percent of respondents strongly agreed and agreed they would like elementary and secondary schools students to learn the history of Black Americans in the U.S. (see Table 4.17). One respondent stated:

"I am interested in Black history because I went to white schools. I spent a lot of time in college preparatory. They did not talk about Black History. Now that I am older I am finding more about my history."

Table 4.17. I feel that elementary and secondary school students should be taught the history of Black Americans in the U.S.

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	89%	8%	3%	0%	0%
Correctional Officers	70%	20%	7%	3%	0%
Horse Riders	84%	16%	0%	0%	0%
Total	80%	15%	4%	1%	0%

Helping to Develop Stronger Ethnic Identity

Ninety-one percent of respondents strongly agreed or agreed they would like to

learn more about their heritage (see Table 4.18). According to one Horse Rider:

"We have a rich heritage that has been too long forgotten. We need to teach our

people to be proud from whence we have come and not be ashamed. We're a

blessed group of people!"

Table 4.18. By learning more about their heritage, Black Americans develop a stronger ethnic identity.

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	78%	8%	11%	0%	3%
Correctional Officers	60%	34%	6%	0%	0%
Horse Riders	72%	19%	6%	3%	0%
Total	70%	21%	7%	1%	1%

Moreover, 87% of the respondents strongly agreed and agreed they felt that

Blacks have overlooked their rich heritage (see Table 4.19). One respondent stated:

"Blacks built America and gave life and culture to the United States. We are

America."

"a lot of people runaway from their heritage. They (Blacks) left land and walked

a way from it, and someone else is enjoying it!"

Table 4.19. For too long Blacks have overlooked the richness of their heritage.

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	63%	29%	5%	0%	3%
Correctional Officers	43%	36%	10%	3%	8%
Horse Riders	65%	27%	3%	5%	0%
Total	57%	30%	6%	3%	4%

When asked "should Black farming techniques be incorporated into heritage, agriculture and nature tourism sites" 84% of respondents strongly agreed or agreed (see Table 4.20). The remainder of which 12% were undecided and 4% disagreed or strongly disagreed with this statement. Several respondents in the Motorcyclist group felt that:

 "Farming techniques should be incorporated because…many children growing up today do not know how food is produced. Even some of the adults do not know too!"

"It is important to know how farming is done because you never know when you may have to produce your own food. I know I would like to know more about practices of agriculture and nature practices that were specifically used by Black farmers."

Table 4.20. Should Black farming techniques be incorporated into heritage, agriculture, and nature tourism sites?

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	67%	25%	8%	0%	0%
Correctional Officers	47%	28%	18%	5%	2%
Horse Riders	67%	19%	11%	3%	0%
Total	60%	24%	12%	3%	1%

When asked should heritage, agriculture, and nature tourism be used to preserve Black history, although economic progress may stand in the way, the majority 69% agreed; 24% were undecided and 7% disagreed with this statement (see Table 4.21).

Table 4.21. Should heritage, agriculture tourism and nature tourism be used to preserve Black history although they may stand in the way of progress?

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	42%	31%	22%	0%	5%
Correctional Officers	31%	26%	33%	8%	2%
Horse Riders	28%	36%	18%	13%	5%
Total	35%	28%	28%	6%	3%

Sense of History and Collective Memories

History and collective memories are important in the development of Black

heritage tourism. These groups of questions explore nuances of collective memories.

Many of the respondents were uncomfortable with the subject of slavery. Sixty two

percent of respondents agreed that they do not like the feeling of being around things that

remind them of the hardships imposed on Blacks in the past. Eleven percent of

respondents were undecided (see Table 4.22). Twenty-eight percent of respondents

disagreed and preferred to be reminded by the past Black history.

Table 4.22. I don't like the feeling of being around things that reminds me of the
hardships imposed on Blacks in the past.

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	53%	23%	6%	6%	12%
Correctional Officers	40%	30%	20%	8%	2%
Horse Riders	24%	14%	5%	24%	33%
Total	39%	22%	11%	13%	15%

Fifty percent of respondents preferred not to discuss the history of slavery, while

44% percent of respondents disagreed (see Table 4.23). The Motorcyclists (92%) agreed

or strongly agreed that the history of slavery in the south is best left forgotten, compared

to other user groups.

One respondent stated: "Slavery is an important part of the Black History and

American identity."

Table 4.23. The history of slavery in the South is best left forgotten.

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	75%	17%	8%	0%	0%
Correctional Officers	10%	10%	10%	15%	55%
Horse Riders	28%	14%	0%	14%	44%
Total	36%	14%	6%	10%	34%

When asked using a different form of the preceding questions, 86% of respondents agreed or strongly agreed that they would like slavery history to be incorporated into a heritage tourism site (see Table 4.24). Ninety-six percent of respondents strongly agreed or agreed and 4% were either undecided, agreed, or strongly disagreed. Ninety-one percent of Motorcyclists strongly agreed or agreed compared to the Correctional Officers (82%) and Horse Riders (84%). The Correctional Officers (83%) had a stronger conviction about the incorporation of slave history into heritage tourism sites.

The Horse Riders (57%) want the history of slavery to be retained. The Horse Riders (84%) strongly agreed or agreed they would like to see slavery's history incorporated into a heritage tourism site. One Horse Rider stated:

"The history of slavery and buffalo soldiers and freedmen are important to the heritage of Black Americans. Slavery and other Black heroes are never mentioned."

Table 4.24. Should slavery history be incorporated into heritage tourism sites?

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	74%	17%	9%	0%	0%
Correctional Officers	47%	35%	12%	3%	3%
Horse Riders	57%	27%	8%	3%	5%
Total	59%	27%	9%	2%	3%

Concerns Over Recent Land Loss Trends

Concerns over recent land loss trends of Black farmers were addressed. Sixty-five percent of respondents agreed that spending money to preserve Black landowners is a luxury we can afford (see Table 4.25). Thirty-six percent of Motorcyclists disagree. However, over 20% of Motorcyclists and Correctional Officers were undecided. Hence there is a need for the preservation of Black farmers, but there are respondents who are not sure about the plight of Black landowners and fail to understand that the preservation of Black landowners and black farmers strengthens Black identity and Black Heritage Tourism.

Table 4.25. Spending money to preserve Black landowners is a luxury we can afford.

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	39%	33%	22%	0%	6%
Correctional Officers	37%	30%	20%	10%	3%
Horse Riders	25%	31%	8%	11%	25%
Total	34%	31%	17%	7%	11%

Ninety-one percent of respondents strongly agreed or agreed there is a need for more laws to protect Black landowners (see Table 4.25). The Motorcyclists (78%) had

the highest positive response compared to the other groups. According to one respondent:

" A lot of land was simply stolen because of lack of education of the owners.

That's what happens when you have faith in the wrong people and they took

advantage of it."

Eighty-nine percent of respondents agreed or strongly agreed there needs to be

more laws to protect Black landowners (see Table 4.26). Overall all three-user groups

felt there is a need for laws. Some of the respondents felt:

"Yes, we want more laws for Black landowners but are we really going to get

them?"

"We need more laws for Black landowners. I am a Black landowner."

"The history of land loss among Black people and farmers has been extreme. It's

hard to trust laws and funding when there is a history of distrust and the

government not genuinely interested in Black preservation of land."

Table 4.26. We need more laws to protect Black landowners.

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	78%	11%	8%	0%	3%
Correctional Officers	62%	28%	5%	5%	0%
Horse Riders	72%	19%	3%	6%	0%
Total	71%	20%	5%	3%	1%

Table 4.27. We need more laws to protect Black landowners from being destroyed.

User Groups	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Motorcyclists	47%	42%	8%	0%	3%
Correctional Officers	51%	31%	15%	3%	0%
Horse Riders	59%	35%	6%	0%	0%
Total	53%	36%	9%	1%	1%

<u>Discussion</u>

All user groups would visit a heritage tourism, nature tourism, and agriculture tourism site if they were available. The respondents prefer to have Black history incorporated in a heritage, nature, and agriculture tourism site. Many of the respondents want to learn about their heritage and ethnic identity. Slavery and Jim Crow laws and Civil Rights activities can evoke emotions and therefore should be carefully considered by those farmers who wish to establish tourism sites. The respondents strongly agreed that Black historical landmarks, heritage, agriculture tourism, and nature tourism are important.

Many of the respondents informed the researcher that these questions evoked uncomfortable responses. The majority of the respondents thought the survey made them think about their own individual heritage and identity, as well as Black American identity in the United States. Preferences for heritage, nature, and agriculture tourism help to develop more concrete ideas of a Black heritage site.

For the development of Black identity and heritage it is important to understand the visitor's views on this subject. This can help the development of niche market of activities for Black landowners and Black farmers. The survey asked participants how they felt about Black heritage tourism and its contribution in preserving a legacy of Blacks in the United States. It can be concluded there are mixed feelings about the history of slavery and the development of Black identity in Black heritage tourism. Perhaps ambivalent feelings are due to the sensitivity of the subject of slavery and its emotions, the collective memories, and visualization of hardship, injustices, and disenfranchisement.

The history of slavery is an uncomfortable topic in the United States. It evokes emotions and images that still affect descendants of Africans. The participants, responses represent a need to incorporate history of slavery in heritage tourism but some respondents would prefer that slavery should be excluded.

The respondents prefer to have Black history incorporated in a heritage, nature, and agriculture tourism sites. Many of the respondents want to learn about their heritage and ethnic identity. Many of the respondents commented favorably toward the study's focus on preservation of Black heritage. Several respondents felt:

> "These questions especially the last two pages made me think about Black progress in the United States. It was a good survey. Keep up the good work."
> "mm..you (Researcher) asked some tough questions that most Black people do not even think about."

Hence there is a need for a dialog about Black history and perspective in American history.

It could be concluded that history of slavery affects the present identity of Black people (Daniel, 1972; Litwack 1998; Mcgee, 1979, Marable 1979; and Oshinsky, 1996). Many of the visitors were uncomfortable possibly due to what slavery evokes, for instance, chattel slavery, disenfranchisement, and the loss of Black identity and belief systems when their ancestors were enslaved. In contrast, many visitors had strong convictions that slavery history needs to be incorporated in cultural and heritage tourism.

One way of framing Black heritage tourism is by examining how policy and laws have been used to weaken Black landowners economic independence. The respondent groups are in agreement for laws to protect black landowners and prevention of the loss of Black land. There needs to be further research on policy and laws to understand specifically what laws are needed to preserve and create opportunities for Black landownership in the United States. This would include educational resources and programs to educate current landowners and future landowners of their rights and their responsibilities. All three-user groups varied among the preferences but they did agree on the importance of legacy, education, and laws.

Summary

The preceding sections offered an analysis of the data collected for this study. The analysis was based on the objective of the research questions. The next chapter will present the study conclusions from this exploratory research investigation. Included in the following chapter are study limitations, implications for practice, implications for research, and suggestions for future research. The information obtained from the study can contribute to the development of future business opportunities in Black heritage tourism in the southeast and throughout the United States.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

<u>Introduction</u>

This study examined the beliefs, attitudes, and behaviors of Black Heritage Tourism (BHT) among 119 respondents at Smith's park with the goal being to integrate perspectives to better understand requirements of visitors to the Smith Park. The second goal was to assess visitors' interest in Black history, heritage, and the protection of Black farmers and landowners.

In order to fulfill these objectives the researcher selected Dinwiddie County, Virginia for a case study for Black farmers. The primary focus of the study was to explore the viability of heritage tourism as an alternative source of revenue or supplementary economic model for Black farmers to use to help retain their lands. The study also focused on the viability of the Smith Farm as a heritage tourism site. The researcher examined why and how people use this Black-owned farm for recreation, and how they feel about Black heritage tourism. Users of this Black-owned farm were asked to complete a survey designed to measure a variety of tourism constructs key to the foundation of Black Heritage Tourism.

A single family-owned farm in Virginia was used to study heritage tourism as viable alternative for farmers to preserve and retain their ties to the land, their culture and their farming heritage. By examining this single-family farm, this study sought to accomplish the following objectives:

1. Determine the quality of park visitors' experiences while better understanding their wants, needs and services interests.

2. Assess visitors' interest in Black history, heritage, and the protection of Black farmers and landowners.

Summary of Findings

This study provides insight into Black entrepreneurship and Black heritage tourism. Learning how the three user groups experienced the Smith site can help the Smith family, and other landowners, improve the management of their business. Understanding the park users' preferences and interest in Black heritage tourism can help farmers and landowners develop programs or services that leverage their current resources to create a niche market that services other groups of individuals that find interest in Black Heritage Tourism and Black History. Surveys were structured to collect information on visitor demographics, evaluation of the park, and visitor attitude toward Black history and its importance to Black identity. Onsite surveys were used to collect data for three user groups in 2006.

Relationships to the Literature

The findings of this case study support the need for the creation of clear definitions of agricultural, nature-based, and heritage tourism in the science community. Combining the descriptive titles of agricultural, nature-based and heritage tourism are supported by Medlik (2003), who states that there are broad definitions, but no standard definitions for such programs. There are a variety of terms used to describe tourism activity in rural areas, including: agritourism, farm tourism, rural tourism, and soft tourism (Keane et al., 1992). According to Medlik (2003), agritourism is synonymous with agricultural tourism, agrotourism, and farm tourism. Keane et al. (1992), also points out that it is difficult to avoid confusion in relation to labels and definitions because the

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term "rural tourism" has been adapted to refer to all tourism activity in rural areas. Furthermore, Medlik (2003) defines nature tourism as ecotourism. In general, this type of tourism focuses on small-scale activities in well-defined areas. The rationale behind the merging of these descriptive titles is also supported by the lack of standardized definitions for heritage tourism. The need to expand on such definitions is supported by this case study.

Historically, tourists have been an elite group that could afford the cost of travel, and the time required to travel and sightsee. Over the years, tourism has become commonplace for all socioeconomic groups; driving the development of different types of tourism. Providing heritage tourism programs as a catalyst would provide Black Farmers with a vehicle that could help Americans enjoy the rich heritage of Blacks, and their significant role in U.S History.

Heritage tourism visitors are interested in authentic experiences; illustrated by research that shows cultural contact as a growing segment of the heritage tourism business (Getz & Jamieson, 1997). Heritage tourism promotes the preservation of communities' historic resources, educates tourists and local residents about America's historic and cultural heritage, and results in substantial benefits for local economies.

Cultural tourism is commonly associated with special interest holiday vacations, which are typically motivated by cultural interests. These interests include trips and visits to historical sites and monuments, museums and galleries, artistic performances and festivals; as well as to communities with distinctive lifestyles (Medlik, 2003). The United Nations Education, Scientific and Cultural Organization (UNESCO) (2005), defines natural heritage sites as those that have natural features consisting of physical and

biological formations of outstanding universal value from the aesthetic or scientific point of view; geological or physiographical formations; habitats of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation; and natural sites or areas of outstanding universal value from the point of view of science conservation or of natural beauty (Medlik, 2003). This study's research found that respondents agreed with the need to enjoy the environment and nature, and also appreciated heritage of the Smith Park.

The powerful impact of slavery on Black identity was illustrated during this research. Many of the visitors were uncomfortable, possibly due to images, feelings and stereotypes of slavery that it evokes. Imagining ancestors being forced into chattel slavery, devalued through disenfranchisement, and their individual Black identity lost alongside their belief systems is a lot to absorb. Recognizing these forms of "collective memory" and taking steps toward reaffirming their place in U.S history is important in the development of Black Heritage tourism. Johnson et al. (2004), defines collective memory as the relaying or handing down of cultural history from generations to generation. Successive generations can be influenced by events that impact a nation, ethnic and racial group, or gender even though subsequent generations have no direct memory of such events. This concept of collective memory is consistent with the research results. Recognizing the importance of such stories and history are vital to the wholeness of American history. Thus, having an understanding of history and collective memories is integral to the understanding of Black history.

While the overall findings are consistent with the literature review, there were conflicting concerns as each of the user groups had mixed emotions toward slavery

specific questions. The history of slavery is an uncomfortable topic in the United States, and it continues to evoke emotions and images that still affect descendants of Africans. The responses illustrate a need to incorporate the history of slavery in heritage tourism, despite the opinions of some respondents that would prefer to void the topic of slavery.

Ambivalence on particularly uncomfortable topics, especially slavery and land loss, was expressed. Many of the respondents varied in their opinions. It can be concluded there are mixed feelings about the history of slavery and the development of Black identity in Black heritage tourism.

Though disconnected from their homeland, Black Africans brought African indigenous knowledge, religious, medicinal, forestry, and agricultural practices to the New World. Despite imposed European ideologies and cultural binds, Black Africans in America were able to survive and preserve their cultural practices, which created an African-European heritage in America (Lewis et al., 2007). Racial etiquette still affects descendants of slaves today, while the past impact of racial lynchings and the Ku Klux Klan Act still plague Blacks.

The respondents prefer to have Black history incorporated in a heritage, nature, and agriculture tourism site. Many of the respondents want to learn about their heritage and ethnic identity. Many of the respondents commented favorably on preservation of Black heritage.

Black farm operators have faced difficulties in retaining the land they have managed to accumulate. The number of Black farm owners has been declining due to high rates of inflation, the inability to receive credit, and the rising costs of inputs. Federal policies and the end of federal support programs have resulted in dwindling

agriculture markets both at home and abroad (Beauford 1986). In addition, Black farm owners have lost land due to foreclosure and bankruptcy, voluntarily leaving agriculture, and legal problems associated with transfer of property to subsequent generations (Beauford 1986). According to Beauford (1986), Black landownership is interlaced with the development of a power base, financial stability, enfranchisement, and a "better quality of life." Difficulties in the replacement of an aging population of Black farm operators with a younger generation of Black farmers also affects the preservation of the family farm. In 2006, all user groups were in agreement that there should be resources to help prevent land loss and disenfranchisement, the need for the creation of programs and to help Black farmers and landowners.

<u>Recommendations for Further Research</u>

Methods

There are several approaches to improve the survey tool. Targeting different user groups by socioeconomic status, ethnicity, and academic achievement to develop a universal definition for heritage, nature, and agriculture tourism meanings. These groups were categorized as children, adults, and senior citizens. If the survey is replicated, some ways to distribute it include in person, via the Internet, conferences, or all of the above.

Some of the questions were not clearly worded; for example, "the history of slavery is best forgotten even though it may stand in the way of progress". This question could be two individual questions. Question one could be phrased "Should the history of slavery be forgotten?" The second part of the question could be "Is progress forgetting

about the past?" As a result, several of the questions need to be reworded so that the answers would be relevant.

Surveying Black children and adults, and other ethnic groups through out the United States will be essential to enhancing the definition of Black heritage tourism. Black heritage tourism could be developed in the Caribbean, and through Afro-Latinos and Africans who want to develop their own perspective of their heritage and tourism. In addition, the same concept could be used for other ethnic groups when defining their lineage and heritage. The development of a universal tool to assess heritage, nature, and agriculture in each ethnic population is warranted. Spending additional time in various communities, interviewing leaders, cooperative extension, and community members would aid in the development of a comprehensive assessment tool.

Creating a network of Black heritage parks that bridges American history and Black history to the national audience is one way of preserving the heritage. Surveying the population on their perspective of the national parks, wildlife refuges, other historically Black landmarks, etc. is a way to understand their opinions of the different types of tourism, American history and the incorporation of slavery and other negative aspects to create the realistic concept of American history.

Asset Mapping and Geographical Information Systems (GIS) and Global Positioning Systems (GPS)

Future research should combine asset interviews with community members, and the local and state government on what their heritage is in Dinwiddie County and the significance of Smith Park. After data analysis and agreement on designation of historical landmarks the use of Geographical Information System (GIS), Geographical Positioning

Systems (GPS), and spatial analysis can be used to map the community and aid in the development of a marketing tool for the Dinwiddie Chamber of Commerce.

Research Impact of Visitors: Preservation and Ecology

The purpose of this study was focused on the constructs of tourism. However, future researchers need to consider visitors' impact on the land. The Motorcyclists, Horse Riders, and Correctional Officers impacted the ecology of Smith Park. Hiking and walking can reduce vegetation, change the microclimates of plants, introduce exotic plants species, and increase compaction and soil erosion (Cole 1998; Cole; 1981; Day et al., 2000a; Obua and Harding 1997).   According to Weaver et al., (1978) hikers would have smaller effects on vegetation than either horses or motorcycles due to the least applied pressure (Weaver et al., 1978). Off-road vehicle activities produce the most severe impacts in natural areas, mainly because of the size and weight of the impacting agents and the dispersed nature of the activities (Liddle, 1997; Day et al., 2000a).

By educating the Smith family (and other landowners), they will be able to preserve and maintain the quality of their parks and educate the visitors on the preservation of the land. The use of signs and removal of soil from shoes can prevent the spread of soil pathogens along walking tracks and forestry roads (Worboys and Gadek, 2004). Future research on the development of signage as a marketing environmental educational campaign for the park could enhance the visitors' experience.

Tourism

The results of this study suggest point to a need for an educational curriculum that educates the population about American history and specifically Black history. This helps to preserve and remember the contributions of those who molded America into what it is

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today. For example, if a historical site is faced with an issue of preserving a landmark, a

dialogue amongst the government, non-profit, and business communities can be one way

of bringing awareness to these issues.

The Development of a Black Heritage Tourism Conceptual Model

Further research is needed on the development of a heritage, nature, agriculture tourism, and Black heritage tourism conceptual model. Each types of tourism can be developed into a conceptual model that addresses education, policy and laws, and preferences (See Table 5.1). Based on these concepts, the following conceptual model (see Figure 5.1) is proposed as an initial attempt at explaining Black heritage tourism. This model is a holistic conceptual model that is not limited to Blacks but can be used for any ethnic group or any type of research in this conceptual context.
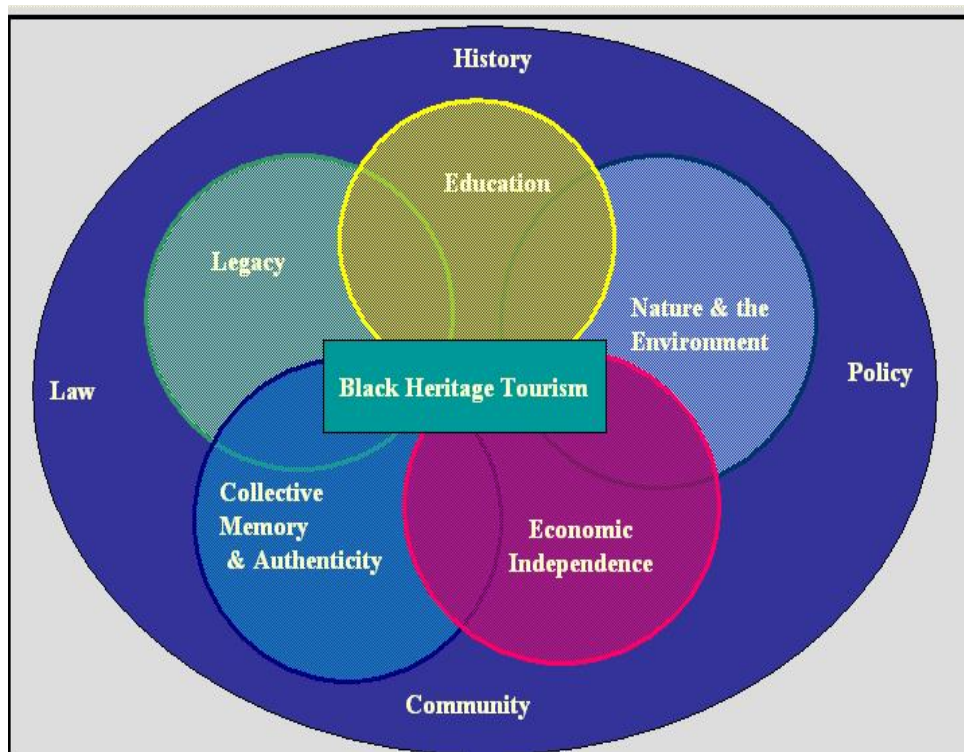

Figure 5.1. Black heritage tourism conceptual model

The Black Heritage Tourism Conceptual Model has seven specific components that establish the purpose of the site. History is developed through collective memories and education--this can be an oral tradition or written. Written memories are one way of

creating authenticity. For example, the Smith Family talked with this researcher about

their family migration from Florida to Virginia and the change of the land over the past

50 years.

Table 5.1. Black heritage tourism definitions

History	The use of Black history, oral traditions, and transcribed stories to illustrate is the past and used as a tool to teach communities and societies on the legacy of Black history.
Policy	Policies that are directly helping the development of Black heritage to ensure retention of Black land, the nature and the environment.
Community	Black community development encompasses education, history, collective memories and authenticity, policy and laws, economic independence, legacy, cohesion, retention, nature and the environment.
Laws	Laws that are implemented to prevent further loss of f Black heritage and land.
Education	The development of Black heritage as an educational component can be passed down from friends, family members, and generations. Can also be taught in school.
Nature & the Environment	Black heritage incorporates nature and the environment by using farming, nature, and natural resources as a form of economic, religion, a way of life, and survival.
Economic Independence	Black economic independence (BEI) is the ability to generate generational wealth without relying on others.

Lessons Learned

By educating families like the Smiths they will be able to preserve and maintain the quality of their park. The Smiths could meet users needs by educating the visitors on the history of the land.   To interact with Black landowners and community members there is a need for trust. To gain trust in the community, it takes time and efforts made to visit the community. Once trust was established, the researcher was able to meet key community members. The value of this experience has been in developing an understanding of research methods, data collection, and building relationships with informants and the community.

Perceptions and Value of Participants and Population at Large

African descendants, American Indians, Asian immigrants, and European immigrants valued the land in different ways due to laws and policy that either discriminated against or enabled their ability to gain economic independence. By each ethnic group's acknowledgement of the change in landscape and addressing the past, the development of a realistic "melting pot" of America is realized, which incorporates all ethnic groups in history books, media, and other forms of communication.

Research addressing the need for dialog discussing injustices and mistreatments would prove beneficial in the creation of solutions to remedy the past and move forward to construct a realistic history of ethnic groups especially in regard to Black history.

<u>Conclusion</u>

The Smith Park provides a good example of Black Heritage Tourism (BHT). The Smith family was able to retain their land, heritage, and identity. They were successful in building a park that caters to the community and visitors. Smith Park is a unique model for Black farmers who are still farming but have diversified their economic portfolio. Lastly, the information obtained from the study can contribute to the development of future business opportunities in Black Heritage Tourism in the Southeast and throughout the United States.

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APPENDICES

The Survey
This survey is designed to learn more about the motivations and experiences of visitors. I am conducting the study. The results will be provided to the NCSU. By providing this information, you will assist in efforts to support the parks heritage and culture. Your answers will be kept strictly confidential and your participation is voluntary. Please write in answers to the following questions and return this form to the interviewer. The interviewer can also answer any questions you may have about this study. Thank you for your assistance.

Your visit

1. How many days do you plan to stay? _____
A day or overnight?_____ If overnight how many nights? ____

2. How much time do you expect to spend traveling on this trip?
____ DAYS _____ WEEKS _____ MONTHS *(please circle one)*

3. What is your zip code? _____

4. What is the principal reason for your visit to this site?
___ (1) Concert   ___ (2) Cookout
___ (3) Petting Zoo   ___ (4) Fishing
___ (5) Horse Riding   ___ (6) Other; *please specify:*
_____

5.   Please rate the tourism site on a scale of 1 to 5, with 1 being least quality and 5 being highest quality.

	1 Highest	2	3	4	5 Least
(1). Sanitation					
(2) Bathroom					
(3) Garbage					
(4) Other please specify:					

(5) Facilitates	1 Highest	2	3	4	5 Least
(6) RV area					
(7) Bathroom					
(8) Pavilion					
(9) Other please specify:					

(10) Opportunities to enjoy	1 Highest	2	3	4	5 Least
(11) Wildlife					
(12) Bird watching					
(13) Fishing					
(14) Concerts					
(15) Other specify:					

(16) Opportunities to interact with people and nature	1 Highest	2	3	4	5 Least
(17) Natural beauty and views					
(18) People					
(19) Other____					

(20) Lodging-Camping housing	1 Highest	2	3	4	5 Least
(21) Lodging					
(22) Camping					
(23) Housing					
(24) Other____					

6. If so, what attractions or activities would you like the operation to offer?

☐ (1) Agriculture-Related Museum

☐ (2) Agriculture-Related Festival

☐ (3) Agriculture-Related Fair

☐ (4) Bed & Breakfast

☐ (5) Catering

☐ (6) Centennial Farm

☐ (7) Community Supported Agriculture

☐ (8) Corn Maze

☐ (9) Cut-Your-Own Christmas Trees

☐ (10) Demonstration hands-on activities

☐ (11) Farm Tours

☐ (12) Farm/Ranch Vacations

☐ (13) Farmers' Market

☐ (14) Fee-Fishing

☐ (15) Hay Rides

☐ (16) Historical Buildings

☐ (17) Horseback Riding/Pack Trips

☐ (18) Hunting

☐ (19) Locally made value-added products

☐ (20) On-Farm Food Service

☐ (21) On-Farm Retail Market

☐ (22) Organic pick your own

☐ (23) Petting Zoo

☐ (24) Pick-Your-Own (list products):

☐ (25) Pumpkin Patch

☐ (26) Retail

☐ (27) Winery/Tasting Room

☐ (28) Special Events

☐ (29) Souvenir products

☐ (31) Other(s) (please specify):

Socioeconomic Questions (to understand who is visiting the park)
7. Are you: _____ (1) MALE   _____ (2) FEMALE

8.Level of Education (Circle One)
Grade School   1 2 3 4 5 6 7 8
High School   9 10 11 12
College   13 14 15 16
Graduate Education   16 17 18 19 20 +

9. What is your age?   This question looks at the age group to understand who visits the site.

___(1) 19-25 years   ___(4) 45-55 years   ___(7) 75 years older
___(2) 26-34 years old   ___(5) 55-65 years
___(3) 35-45 years   ___(6) 65-75 years

10.   How many people live in your household (include yourself in the count)? ____ number of people

11. Do you feel you are paying to much to visit the park or too little?
1 Too much   2 Too little

12.   If the following facilities and activities were available on the park, would you use them?   Please rate on a scale of 1-5 (with 1 being "definitely would not use" and 5 being "certainly would use") the likelihood that you would participate in the following options that the park could provide:

	1 Highest	2	3	4	5 Least
(1) Visitor Center					
(2) Organized hikes with guide					
(3) Handicrafts center					
(4) Other					

13. If so, what attractions or activities would you like the operation to offer?
Which of the following amenities would you like at the site?
  (1) Public Restrooms
  (2) Disable/handicap Access
  (3) Motor Coach/Bus Access
  (4) Public Phone Available
  (5) Food Available
  (6) Other (please specify):_____

14. I am interested in your opinion about cultural and historic issues and destinations in the Southeast. Listed below are a series of statements about activities and interests. For each statement, please circle the letter that best describes you feelings about the statements. You may think some statements are similar. Actually no two are exactly a like, so be sure to circle one response for each statement.

SA   Strongly Agree
A   Agree
U   Undecided
D   Disagree
SD   Strongly Disagree

	1	2	3	4	5
(1) It's interesting to visit agriculture, heritage, or nature tourism sites where Black Americans live.	SA	A	U	D	SD
(2) For too long Blacks have overlooked the richness of their heritage.	SA	A	U	D	SD
(3) Visiting Black landowners in the South does interest me.	SA	A	U	D	SD
(4) The history of slavery in the South is best left forgotten.	SA	A	U	D	SD
(5) Should slavery history be incorporated into heritage tourism site.	SA	A	U	D	SD
(6) Should Black farming techniques be incorporated into heritage, agriculture, and nature tourism site.	SA	A	U	D	SD
(7) I feel that elementary and secondary school students should be taught the history of Black Americans in the U.S.	SA	A	U	D	SD
(8) There is a need for Black heritage.	SA	A	U	D	SD
(9) The loss off Black historical landmarks is a necessary result of progress.	SA	A	U	D	SD
(10) I am interested in learning more about nature, heritage, and agriculture tourism pertaining to the history of Blacks in American society.	SA	A	U	D	SD

(11) We need more laws to protect Black   SA   A   U   D   SD
landowners from being destroyed.

(12) Spending money to preserve Black   SA   A   U   D   SD
 landowners is a luxury we cannot afford.

(13) Should heritage, agriculture tourism and   SA   A   U   D   SD
nature tourism be used to preserve Black history
although they may stand in the way of progress.

(14) I don't like the feeling of being around things   SA   A   U   D   SD
that reminds me of the hardships imposed
on Blacks in the past.

(15) I would prefer to visit Black heritage,   SA   A   U   D   SD
 nature, or agriculture tourism sties rather than
simply read about them.

(16) By learning more about their heritage,   SA   A   U   D   SD
Black Americans develop a stronger ethnic
identity.

(17) We need more laws to protect Black   SA   A   U   D   SD
landowners.

15. Do you have any further comments?