What is NET 2006?

A national conference designed to:

- Enhance networking between tourism and recreation professionals nationwide.
- Encourage discussion about tourism and recreation issues.
- Provide opportunities for sharing information about tourism and recreation projects and programs.

NET is sponsored every two years by the National Extension Tourism Design Team, a USDA-mandated committee of tourism and recreation extension professionals that seeks to improve networking opportunities for educators in the field of tourism and recreation, and expand national tourism and recreation initiatives.
About Burlington, Vermont...

The city...
Burlington is a small city (population just under 40,000) on the shores of Lake Champlain. The city has many historic buildings that reflect its New England charm, as well as a waterfront steeped in Maritime heritage.

The climate...
The daytime temperature in Burlington in September is usually in the mid 70s (°F). Nighttime temperatures can dip into the 50s. The trees will still be green, but may start to show a little gold coloration in higher elevations. Burlington can be windy because of its location on Lake Champlain. Dress casually for this conference, and come prepared for the possibility of cool weather (especially in the evenings).
Burlington’s waterfront

Ferry ride across Lake Champlain
(Adirondack Mountains in background)
2006 National Extension Tourism Conference

NETworking in Tourism:
People, Places, & Partnerships
Burlington, Vermont — September 10 – 13, 2006
Acknowledgments

Thank you to the following sponsors, committee members, and co-sponsors who made this conference possible:

Sponsors:
National Extension Tourism Design Team
USDA Cooperative State Research, Education, and Extension Service
ECHO at the Leahy Center for Lake Champlain
Lake Champlain Basin Program

Committee Members and Co-sponsors:

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Lisa Chase, University of Vermont Extension
Diane Kuehn, SUNY College of Environmental Science and Forestry

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Julie Stewart, Committee Chair, North Central RCRD
Phil Alexander, Michigan State University Extension
Kay Lynn Tettleton, LSU AgCenter
Jon Laughner, Penn State University
Gordon Titchener, Thompson Rivers University, BC, Canada

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Ken Backman, Clemson University
Linda Cox, University of Hawaii at Manoa
Shu Cole, University of Missouri-Columbia
Beverly Stencel, University of Wisconsin Extension
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Carol Kline, NC State University
Rose Massey, North Carolina Cooperative Extension Service
Kent Wolfe, Center for Agribusiness and Economic Development, University of Georgia

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Mike Hackett, Washington State University Extension

Fieldtrips Committee:
Kathleen Wanner, Committee Chair, Vermont Wood Manufacturers Association
Eleanor Foerste, University of Florida Extension
Nordica Holochuck, NY Sea Grant
Cynthia Pilcher, LSU AgCenter

Committee Member at Large:
Heather Finley, Balancing Changes

Logistics:
Maureen Wakefield, SUNY College of Environmental Science and Forestry
Terry Sakowski, SUNY College of Environmental Science and Forestry
Som Mukherjee, SUNY College of Environmental Science and Forestry
Cheng-Yi Pu, SUNY College of Environmental Science and Forestry

About the National Extension Tourism Design Team...

The National Extension Tourism Design Team is a U.S. Department of Agriculture designated committee of tourism and recreation extension professionals that seeks to improve networking opportunities for educators in the field of tourism and recreation, and to expand national tourism and recreation extension initiatives.

The Team sponsors the NET conference biennially at different locations around the country. The NET website, created to enhance networking opportunities in tourism extension, is found at: “http://extensiontourism.net”.

A Design Team session at NET2006, intended to open discussion between extension staff and other organizations, is scheduled for Wednesday, September 13 at 11:45. We hope to see you there!
Agenda in Brief

Sunday, September 10, 2006
3:00 – 5:00 PM  Conference Registration (M)
5:30 – 7:30   Opening Reception (M)
6:00 – 7:00   Poster and Exhibit Session (M)
7:00 – 7:30   Presentation (V)

Monday, September 11
7:30 – 8:30 AM   Continental Breakfast (M)
8:30 – 9:00   Welcome and Introductions (C)
9:00 – 10:00   Keynote Presentation (C)
10:00 – 10:30   Break
10:30 – 12:00   Concurrent Sessions
    • Community Collaboration (C-A)
    • Valuing Natural and Cultural Resources (C-B)
    • Regional Efforts in Rural Tourism (V)
    • Tourism Entrepreneurship and Sustainability (B)
12:00 - 1:00 PM   Lunch (GM)
1:00 – 2:45   Concurrent Sessions
    • Sustainability in Tourism (C-A)
    • Aligning Rural Tourism Efforts Through Tours and Travel Corridors (C-B)
    • Creative Ideas in Tourism (V)
    • Creating Tourism Partnerships (B)
2:45 - 3:00   Break
3:00 – 4:30   Concurrent Sessions
    • Considerations for Tourism in a Changing World (C-A)
    • Statewide Collaborative Efforts in Agritourism and Rural Tourism (C-B)
    • Promotion Through Collaboration in Agritourism and Rural Tourism (V)
    • Panel: The Economic Impact of Events and Festivals (B)
6:30 – 8:30   Buffet Dinner at Echo Center

Tuesday, September 12
7:30 - 8:30 AM   Continental Breakfast (M)
8:30 – 9:45   Concurrent Sessions
    • Panel: Agritourism: What Farmers Need from Extension (C-A)
    • Panel: Preparing the Agricultural and Non-agricultural Sectors for Emergencies (C-B)
    • Marketing and Promoting Rural Tourism (V)
    • Enhancing Tourism Experiences (B)
9:45 - 10:00   Break
10:00 – 11:15   Concurrent Sessions
    • Opportunities and Challenges for Resource-based Tourism (C-A)
    • Customer Demand and Draw in Agritourism (C-B)
    • Strategic Planning in Tourism (V)
    • What Do Residents Really Think About Tourism? (B)
12:00 - 1:00 PM   Pick up box lunch; Depart for field trips from outside front doors of hotel
5:00 – 6:00   Return from field trips; Dinner on your own

Wednesday, September 13
7:30 - 8:30 AM   Continental Breakfast (M)
8:30 – 10:00   Concurrent Sessions
    • Case Studies in Heritage Tourism (C-A)
    • Education and Training for Agritourism and Rural Tourism (C-B)
    • Business Diversification and Marketing (V)
    • Tourism Impact Modeling (B)
10:00 - 10:15   Break
10:15 – 11:15   Keynote Presentation (C)
11:15-11:45   General Session: Partnerships for Sustainable Tourism & Community Development (C)
11:45 – 12:30   General Session: NET Design Team (C)
12:30 – 1:30   Lunch (eat in or take a lunch to go; GM)

M = Mezzanine; C = Champlain Room A&B; C-A = Champlain Room A; C-B = Champlain Room B; V = Vermont Room; B = Burlington Room; GM = Green Mountain Room A&B.
**Detailed Agenda & Abstracts**

**SUNDAY, September 10, 2006**

<table>
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<tr>
<th>Time</th>
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<tr>
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<tr>
<td>5:30 - 7:30</td>
<td>Opening Reception</td>
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<tr>
<td>6:00 – 7:00</td>
<td><strong>Collaborators in Heritage Tourism: Extension and America’s Byways Resource Center</strong></td>
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<td>Poster and Exhibit Session</td>
<td>Sharon Strouse, Ohio State University Extension</td>
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<td>Curt Pinalto, America’s Byways Resource Center</td>
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<td></td>
<td>Case study examples of educational efforts and resources used to support heritage tourism interpretive efforts are the focus of this display. A variety of media applications will be used to feature the resources available through the America’s Byways Resource Center to support educational efforts for community development.</td>
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<td><strong>From Wine Trails to Barn Quilts: Web-based Tools to Assist Agri-tourism Development</strong></td>
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<td>Dan Burden, Iowa State University Extension, Agriculture Marketing Resource Center</td>
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<td></td>
<td>The Agriculture Marketing Resource Center, a virtual resource, provides in-depth information on how to develop agri-tourism businesses. Included in the Website are resources and information on the equine agritourism industry, rural weddings, wine tours, nature-based tourism, hunting leases, and game bird tourism, as well as a general overview of agri-tourism. The site is located at <a href="http://www.agmrc.org/agmrc/commodity/agritourism">http://www.agmrc.org/agmrc/commodity/agritourism</a>.</td>
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<td><strong>Agritourism and Nature Tourism in California: An Update</strong></td>
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<td>Ellie Rilla, University of California, Davis</td>
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<td>Many California farmers and ranchers are wondering how they can take advantage of the growing trend in agritourism. A 160-page manual has been written to help farmers and ranchers determine if agritourism is for them. The easy-to-use workbook walks the user through the steps needed to establish a tourism enterprise. It can be ordered at <a href="http://anrcatalog.ucdavis.edu">http://anrcatalog.ucdavis.edu</a>.</td>
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<td><strong>Horse Trail Riding – What You Need to Know</strong></td>
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<td>Kent Wolfe, University of Georgia</td>
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<td>Georgia has an exploding equine population combined with extensive urban expansion. As a result, more equine owners are looking for places to ride their horses. Many rural land owners are looking for opportunities to generate additional farm revenue and are looking at horse trail riding facilities as a possibility. This study reports on what trail riders are looking for in facilities, and provides a profile of the horse trail rider.</td>
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<td><strong>Making the Most of What You Have</strong></td>
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<td>Jack Davis and Irene Grave, South Dakota State University Cooperative Extension Service</td>
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<td>The poster presents the Grazing for Game Bird Program contents and methods. Game Bird hunting and photography is a growing added value product for the farmers and ranchers of South Dakota. Our objective is for producers to make the most of what they have by integrating issues of wildlife, environment, economics, and agricultural resources into a holistic management plan. This display shows a “Pheasant Survival Game.”</td>
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<td><strong>Rural Entrepreneurship via Tourism Economic Development</strong></td>
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<td>Roger Merchant, University of Maine Cooperative Extension</td>
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<td>This display illustrates the three components of our tourism economic development model: attractions, community, and business. Additionally, the display explains the scope of community and research partners engaged with implementing research-informed tourism development strategies in the Maine Highlands Region.</td>
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Natural Resource Enterprise Program Demonstration Area
Adam Rohnke and W. D. Jones, Mississippi State University, Natural Res. Enterprise Program

A Natural Resource Enterprise Demonstration Area is being developed in central Mississippi. Topics such as nature tourism, agritourism, bird-watching, outdoor recreation, fee-hunting and fishing, and wildlife conservation and management will be covered at various stations in the demonstration area. The NRE program is currently designing a comprehensive outreach program to compliment this demonstration area.

Environmental Education in Metro-Atlanta, DeKalb County
Nicole Martini, DeKalb County Cooperative Extension

DeKalb County Cooperative Extension’s Environmental Education Center (EEC) sits on 40 acres of wooded land with access to the South River (a major urban river) and Sugar Creek, and includes a rock quarry and wetlands. The EEC provides educational opportunities in agriculture, horticulture, forestry, wildlife, wetland ecology and water quality; trails with interpretive signage; and a place for birdwatching and monitoring urban water quality.

Developing Agritourism in Washington County, GA
Sidney Law, University of Georgia Extension Service

The poster describes how Extension and the Washington County Chamber of Commerce have partnered to develop an inventory and directory of agritourism operations in Washington County. The partnership worked together to interview operators, collect site data, and develop a comprehensive website promoting agritourism in Washington County, Georgia.

Economic Impact of Oceano Dunes State Vehicular Recreation Area Visitors on Local Communities
Bill Hendricks, Lynn Hamilton, and Nellie Sandman, Cal Poly, and San Luis Obispo

The purpose of this study was to determine the economic impact of visitors to Oceano Dunes State Vehicular Recreation Area on local communities. A survey was conducted from January 2005 through December 2005 using a modified Dillman method. Following a contact interview, subjects responded to a mailed survey. Nearly 800 contacts were made at the recreation area with approximately 60% returning the mailed questionnaire. Economic impact was measured using IMPLAN to determine the effects on local communities and a county in California.

Tourism Business Development Toolbox
Bill Ryan, University of Wisconsin-Extension, Center for Community & Econ. Development

The University of Wisconsin – Extension has launched a free, on-line toolbox to assist tourism businesses in market analysis and financial planning. The toolbox provides business operators with relevant business trends, industry comparison data, market analysis techniques and downloadable financial planning software. The toolbox focuses on six types of businesses: hotels/motels; small resorts; B&B; campgrounds; retail stores; and restaurants.

Innovations in Tourism Outreach in Vermont
Lisa Chase, Vermont Tourism Data Center, University of Vermont

The Vermont Tourism Data Center at the University of Vermont houses the state’s library of tourism research, and leads programs that enhance the positive impacts of tourism. New initiatives include Geotourism in the Northeast Kingdom, participatory modeling workshops in rural communities, biodiesel for the motorcoach industry, impacts of the Northern Forest Canoe Trail, and public access to private lands for tourism and recreation.

Developing Equine Tourism Opportunities in North Carolina
J. T. Potter, R.A. Mowrey, and C. Kline, North Carolina State University

“From the mountains to the sea” is a trails initiative developed by the state of North Carolina that provides trail riding and other tourism opportunities for the equine industry. NC Cooperative Extension will develop educational programs to address these issues for horse owners in North Carolina. Utilizing county extension personnel and REINS volunteers, these programs will focus on providing business opportunities for horse owners.
Partnerships for Sustainable Tourism and Community Development
Tom Tate, USDA Cooperative State Research, Education, and Extension Service
As a federal funding agency, the CSREES has several funding mechanisms to partner and support land-grant universities and other institutions in carrying out research, education, and extension. This poster presentation visually illustrates some success stories in tourism resource management and community development. Several key projects will be displayed to enhance the public’s knowledge of how CSREES partners with academia, fosters future collaborations, and explores challenges and opportunities for tourism development.

Community Partners for Tourism in Brantley County
Bob Boland, UGA Brantley County Extension
Community partners in Brantley County, Georgia are working to develop a Festival to promote Brantley County food products and unique attractions to increase tourism business in our communities. Information about Brantley’s food products, wildlife, and other attractions (including a Confederate Memorial Wall and Museum, Confederate Park, and Twin Oaks Bluegrass Park) will be displayed.

Extension’s Role in Facilitating Historic Preservation of Agritourism Sites & Structures
Close-up Photos: #1, #2, #3
Douglas H. Ververs, Cornell Cooperative Extension of Cayuga County
This poster will focus on the specific issue of aiding rural business owners of historic agricultural structures in the process of developing a photo inventory of their sites as a basis for beginning the historic preservation process. The project depicted is one of the oldest water-powered flour mills in NY’s Finger Lakes Region, the New Hope Water Powered Mill that dates back to the 1860s. Visit this poster display for more details!

Family Reunion Tourism as a Development Strategy For East St. Louis, IL
Bruce Wicks, University of Illinois
This poster explores intersections between tourism development, park development, and community involvement through family reunion tourism. Focus group and interview research, along with an analysis of literature and site visits, resulted in the creation of program packages for the provision of family reunion services. Collaboration with landscape architecture faculty, students, and community partners yielded options for park improvements.

Alabama Extension’s Sustainable Tourism Program
J. Thomas Chesnutt, Auburn University, Alabama Cooperative Extension System
Tourism is one of the few industries with the potential to result in a healthier planet -- the key is making tourism sustainable at the local level. The Alabama Cooperative Extension System is building its tourism economic development program around sustainable tourism. This tourism program contains eight key components that focus on sustainability and are done in partnership with a variety of other organizations.

Utah State University’s Institute for Outdoor Recreation and Tourism (IORT)
Steven W. Burr, Institute for Outdoor Recreation and Tourism, Utah State University
Utah is blessed with an abundance of outstanding natural resources on its public lands, that bring positive economic benefits, but management challenges as well. The Utah Legislature funds IORT to further the understanding of related social, economic, and environmental tradeoffs and to provide an Extension program to assist government agencies, NGOs, and citizens with outdoor recreation and tourism related issues.

Tasting room temptations: Marketing beyond the bar
Teresa O’Bannon, Radford University, and Patrick O’Bannon, Left Coast Wines
This study summarizes several techniques wineries used to attract visitors to tasting rooms, in addition to product sampling. Research was conducted in wine regions of South Africa, California, and Virginia. Examples of non-tasting experiences included displays of local history, animal viewing, organized wine trails, food service, and nature preservation.

National Association of Community Development Professionals
Kathleen Tweeten , North Dakota State University Extension
This display’s materials describe NACDEP, an association for Extension professionals. Brochures about the organization, information on the 2007 conference, and NACDEP membership forms will be available.
6:00 – 7:00
Mezzanine
Poster and Exhibit Session (continued)

**Rural Economic Development Through Tourism: Partners in Heritage Tourism Planning in New Mexico**
Allison Southworth, New Mexico State University

New Mexico’s opportunity to fulfill expectations for authentic cultural and historical learning experiences is expansive. This project will develop a systematic strategic plan for the development, enhancement and implementation of cultural and historical tourism on BLM lands statewide. Our poster depicts REDTT’s assessment of existing heritage and cultural resources, identification of cultural resources that will create a niche of NM BLM, discussion of site preparation requirements, and a proposed promotional/marketing plan.

**ECHO at the Leahy Center for Lake Champlain**
Lisa Long, ECHO Center

ECHO is a reflection of the Ecology, Culture, History, and Opportunities of the Lake Champlain Basin. We seek to educate and delight visitors of all ages and backgrounds through engaging exhibits, hands-on activities, events and programs. ECHO is a unique and memorable spot for everything from small meetings to large receptions. Reserving ECHO at night gives you and your guests exclusive use of our 3 floors of sparkling aquariums and our 2 outdoor decks with breathtaking views.

**National Extension Tourism Design Team**
Steve Burr, Utah State University and Miles Phillips, Texas A&M

The mission of the National Extension Tourism (NET) Design Team is to enhance Extension tourism programs nationally by providing relevant information, useful resources, and networking opportunities for Extension professionals and others working in the broad area of tourism and recreation. We maintain a national tourism listserv and publications database, and we sponsor the National Extension Tourism Conference. Visit our web site at "http://extensiontourism.net".

**University of Vermont Extension**
Doug Lantagne, University of Vermont

Located throughout the state, University of Vermont Extension links you to UVM and provides timely, research-based information and education. We strive to educate individuals and families, strengthen communities, and support agriculture and the environment.

**Cross-County FAM Tours: Do’s and Don’ts**
Carol Kline, North Carolina State University Extension
Julie Landry, Ashe County Extension

FAM tours are typically organized to catch the attention of travel media or for internal marketing (i.e., to educate the community about their own offerings). A coalition of Ashe County farmers were learning about farm tourism and needed a fresh look at what their operations could be. A FAM tour of Madison County farms was arranged by Ashe County farmers. The lessons learned from both groups will be presented.

**Natural Resource Enterprise Program Overview**
Adam Rohnke, K. M. Jacobs, and W. D. Jones, Mississippi State University

Encouraging landowners to develop recreational enterprises can enhance Mississippi’s economy, help preserve the states’ natural resources, diversify landowner revenue bases, and meet the demand for outdoor recreation. This exhibit highlights the Natural Resource Enterprise program developed to assist private landowners in developing and managing recreational businesses using sound business and habitat management strategies.

**International Ecotourism Certificate Collaborative: A Multidisciplinary Model for Ecotourism Education**
Kelly S. Bricker, WILD-U and TIES

This poster focuses on a new concept being implemented through the collaborative efforts of universities, The International Ecotourism Society, and ecotourism industry to create an ecotourism certificate of study which may be applicable to a range of academic disciplines and degree programs. The certificate is designed to enable students to undergo a focused concentration within their major on international issues in ecotourism and sustainable tourism development.

7:00 – 7:30 PM
Presentation
Vermont Room

**The 365-Day Project: We Are All Mozart**
Dennis Báthory-Kitsz

The objective of The 365-Day Project is to increase public awareness of and experience with living nonpop (i.e., classical/art music) by completing one musical composition each day in 2007. This project gives publicity and visibility to an art form that, while growing in imagination and quantity, is shrinking in the public forum. Within New England, composer Báthory-Kitsz travels to landmarks, country stores, bed & breakfasts, museums, schools, shipyards, historic houses and other sites, working on his creations in a public setting and demonstrating that, given the opportunity, we are all Mozart.
MONDAY, September 11, 2006

7:30 – 8:30 AM  
Continental breakfast

8:30 - 9:00 AM  
Welcome and Introductions
Diane Kuehn, Conference Co-Chair, SUNY College of Environmental Science and Forestry
Lisa Chase, Conference Co-Chair, University of Vermont Extension
Doug Lantagne, Director, University of Vermont Extension

9:00 - 10:00 AM  
The Tourism Partnership Twist in Island County Extension
Don Meehan, Director, Washington State University Extension Island County
Much of the work done by extension professionals today depends on the development of partnerships and maintaining strong volunteer support and involvement. The success of Island County’s Extension program is the result of community partnerships and building community capacity through trained WSU volunteers. Don’s keynote address will share his experiences about the partnerships that are helping to build a stronger economic base for Island County.

10:00 – 10:30 AM  
Break

10:30 AM - 12:00 PM  
The First Step to Community Leadership: Creating a Compelling Vision
Heather Finley, Balancing Changes
A compelling vision is the first step to creating an organization that focuses on excellence, works from a strengths perspective, and regularly engages in possibility-thinking. This presentation will identify six key elements required to effectively communicate your vision and a simple exercise that can transform your organization. The visioning process discussed has been proven effective with for-profit corporations as well as non-profit organizations, resulting in an efficient way to get everyone in an organization to focus on desired results.

Network Structure of Community Collaboration in Rural Tourism Development
Andrew Danner and Shu Cole, University of Missouri-Columbia
Collaboration is an effective resource for solving problems related to rural tourism development. When successful, collaboration can overcome power imbalances by involving all stakeholders in the process of tourism planning and development. Collaboration can also serve as a competitive tool that helps communities adapt to the ever-changing environment of the tourist market. A collaborative effort of shared knowledge in a rural environment optimizes resources and helps increase longevity of tourism resources.

Advancing Community Tourism: A Tourism Development Program Initiative for Education
Treva Williams, Ohio State University
Deanna Tribe, Ohio State University Extension South Centers at Piketon
Sheila Maggard, Ohio State University Extension, Adams County
Becky Nesbitt, Ohio State University Extension, Gallia County
Advancing Community Tourism focuses on tourism as a viable economic development strategy. Participants will gain insight into agri-tourism development, learn about the role of entrepreneurship in the tourism industry, and explore hospitality training. Team members will share strategies to help rural communities develop and implement comprehensive tourism plans.
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<tr>
<th>Time</th>
<th>Concurrent Session</th>
<th>Room</th>
<th>Title</th>
<th>Presenter(s)</th>
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<tr>
<td>10:30 AM - 12:00 PM</td>
<td>Concurrent Session 2</td>
<td>Champlain Room B</td>
<td>Economic and Social-cultural Value of Ecotourism and Recreational Activities of the Sao Jose Mountain Ecosystem (Brazil)</td>
<td>Eneida Campos, Gund Institute for Ecological Economics at UVM</td>
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<td>Joshua Farley, Department of Community Development and Applied Economics</td>
<td>Patricia Pereira, Federal University of Sao Joao del Rei, Brazil</td>
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<td><strong>Valuing Natural and Cultural Resources</strong></td>
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<td><strong>Red Wolves: Creating Economic Opportunity Through Ecotourism in Rural North Carolina</strong></td>
<td>Gina Schrader and Frank Casey, Defenders of Wildlife</td>
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<td><strong>Using Economic Impacts as a Repositioning Tool for Parks</strong></td>
<td>Stacy Tomas, North Carolina State University</td>
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<td><strong>Do Conservation and Tourism reinforce each other? Research from Northern New England and beyond</strong></td>
<td>Amy Hudnor, Todd Gabe, and Kathleen Bell, University of Maine</td>
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<td>10:30 AM - 12:00 PM</td>
<td>Concurrent Session 3</td>
<td>Vermont Room</td>
<td>Development and Growth of River Valley Agritourism</td>
<td>Donna Fryman, Sally Mineer, and Debra Cotterill, University of Kentucky</td>
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<td><strong>Agritourism Strategy Development for Rural Counties in New York</strong></td>
<td>Monika Roth, Cornell Cooperative Extension of Tompkins County</td>
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<td><strong>Regional Partnerships: The Original Florida Tourism Task Force</strong></td>
<td>Stephen Holland, University of Florida, Dept. of Tourism, Recreation and Sport Management</td>
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<td><strong>Informing Rural Tourism Development Through Rapid Rural Appraisal Method: Insights from Northwestern Canada</strong></td>
<td>Nicole Vaugeois, Malaspina University-College, British Columbia</td>
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MONDAY, September 11 (continued)

10:30 AM - 12:00 PM
Concurrent Session 4
Burlington Room
Tourism Entrepreneurship and Sustainability

**Building Local Service Skills to Serve Multi-Cultural Customers**
Cynthia Messer, University of Minnesota Tourism Center

Quality customer service is essential to good business and a successful community. It is particularly important as our communities change, welcome, and serve an increasingly diverse population. “At Your Service: Working with Multicultural Customers” is a train-the-trainer curriculum that brings together research on customer service and cultural diversity. This presentation shares case examples of how At Your Service has been implemented to improve service in both public and private settings, program evaluation methods, and the outcomes achieved.

**The Food Matrix Project: Donuts to Dollars**
Bob Veilleux, Rick Kralj, and Don Tanner, Penn State Univ. Cooperative Extension

Helene Nawrocki, Potter County Education Council
Terri Dennison, PA Route 6 Heritage Corporation

The Food Matrix project was created in Pennsylvania to properly manage natural resources while creating family-sustainable employment. The project incorporates various heritage, business and cultural components such as a farmers markets, restaurant, and garden and green energy demonstrations. This project is currently in the implementation phase. The presenters will share the processes and partnerships for creating this project that showcase the "new extension" and its role in regional development.

**Eco/Agri-tourism Entrepreneurship on the Farm in Rural Eastern Kentucky**
Gerald Atkinson, University of Kentucky Extension

The Eastern Kentucky Foothills Eco/Agri-Tourism Corporation (FEAT) is an effort by seven counties in Kentucky to create wealth through entrepreneurial development. Small family farmers of the region, by partnering with civic and governmental agencies, are creating an innovative means of increasing on-farm income. By 2010, visitors will have opportunities for a wide range of environmental and/or hands-on agricultural experiences within the context of a unique cultural region. This presentation will discuss the creation of FEAT and future efforts for enhancing and monitoring agritourism operations.

**Pathways to Sustainable Businesses: Community Charters and Collective Intelligence**
Gordon Titchener, Thompson Rivers University

In 1998 the community of Rotorua, New Zealand, brought tourism industry and community stakeholders together to form an agreement in support of sustainable business practice — the Rotorua Sustainable Tourism Charter. The power of the community charter approach is being realized through the integration of academic assessment with community need, and the utilization of Information Communication Technology to form a growing network of practice.

12:00 – 1:00 PM
Green Mountain
Lunch
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<tr>
<td>1:00-2:45 PM</td>
<td>Concurrent Session 1</td>
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<td>Champlain Room A</td>
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<td><strong>Sustainability in Tourism</strong></td>
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<td>Moderator:</td>
<td>Heather Finley, Balancing Changes</td>
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**Geotourism in the Northeast Kingdom: Social Capital, Entrepreneurship, and Sustainable Tourism**
David Kestenbaum, University of Vermont Extension

Commonly referred to as the Northeast Kingdom, Caledonia, Essex, and Orleans counties in Vermont are home to spectacular scenery, unique culture, and economically depressed communities. To promote regional development, our project is making use of action research and participatory rural appraisal methods to help private sector businesses and local communities gain national and international visibility, increase revenues, reduce leakages, and create over 180 new jobs.

**Positive Impact Tourism: Assessing and Achieving Net Positive Benefits for Communities**
Marta Ceróni, Robert Costanza, and David Timmons, University of Vermont

Positive impact tourism is the practice of visiting locations outside one’s home for the purpose of enhancing the sustainable quality of life of both the visitor and the visited location. Impact is assessed based on effects on quality of life, as reflected in four basic types of capital: built, human, social, and natural capital. The presentation discusses assessment methods and case studies.

**Take Charge/Re-Charge Sustainable Development for Small Communities**
William McMaster, University of Vermont Extension

The “Take Charge Sustainable Development for Small Communities” visioning program has been utilized in Vermont for over ten years and has resulted in a number of successful recreation and tourism incentives. This presentation will talk about two of those incentives: Derby, Vermont, and the Indoor Recreation Orleans County project and the Town of Burke, Vermont, and its “Kingdom Trails” project.

**Northern Forest Canoe Trail: Implications for Sustainable Community Development**
Noah Pollock, Lisa Chase, and Kate Williams, University of Vermont

Recreation-based tourism is increasingly promoted as a means of diversifying local economies in the Northern Forest. Yet few studies have explored how visitors’ recreational activities actually contribute to local economies. The Northern Forest Canoe Trail, a 740-mile-long canoe route, offers an opportunity to explore this issue. This project will discuss the economic impacts of these endeavors.

**Creating a Sustainable Tourism Plan for Jackson County, Florida**
Taylor V. Stein, Stephen Holland, Mechelle Best, and Rachel Albritton, University of Florida
Myron Floyd, North Carolina State University

Over a two-year period, a team from the University of Florida conducted research and site visits to produce the Jackson County Sustainable Tourism Plan. In addition to this plan, a survey of residents’ attitudes to tourism and a visitor assessment and monitoring plan were completed. This presentation will discuss this sustainable planning project and lessons learned during the process.
Barns, Birds, and Barbecue: Celebrating Our Agricultural and Natural Heritage
Holly George

The inaugural Sierra Valley Barns, Birds and Barbecue Tour focused on celebrating the agricultural and natural heritage of the largest alpine valley in the United States. The event demonstrated the connection between farming, ranching and the environment. Ranchers opened their operations to the public to educate them about land stewardship, conservation and farm management practices. This opportunity was an invaluable and incomparable experience from the public's perspective.

The Three Rivers Wine Trail: Extension’s Role in Minnesota’s First Wine Trail
Kent Gustafson, University of Minnesota Extension Service

The Three Rivers Wine Trail involves six wineries and one vineyard and is the first wine trail developed in Minnesota. The University of Minnesota facilitated the discussion and planning of the trail, which is in its first season. This presentation will discuss the results of the organization and development of the wine trail and reflect upon the trail as a tourism generator for the communities on it.

HomeGrownHandMade.com: A Unique Partnership in North Carolina
Ed Emory, North Carolina Cooperative Extension

HomeGrownHandMade.com is the result of a unique partnership between North Carolina Cooperative Extension, North Carolina Arts Council and HandMade in America. This AgriCultural Tourism project is in its sixth year and has involved more than 1200 people in educational programming, technical assistance and thematic, web-based trail development in 71 of North Carolina’s 100 counties.

The Wisconsin Northwest Heritage Passage
Beverly Stencel, University of Wisconsin Extension

The Wisconsin Northwest Heritage Passage (WNHP), a grassroots sustainable development initiative, spans twelve northwest Wisconsin counties. The group works specifically to promote handmade and homegrown products along US Highway 63 in northwestern Wisconsin “from the Great River to the Great Lake.” This presentation will focus on the tourism-related projects implemented by WNHP.

Heritage Trails in Southern Virginia: Stimulating Regional Tourism
Stephanie Heintzleman, Sherry Swinson, Sarah Puckett, Michelle Olgers, and Dave Roberts, Old Dominion Resource Conservation and Development

A partnership between a marketing consortium and a regional non-profit has led to the development of four driving tours. Combining history with tourism, visitors stimulate the economy of 12 rural counties and a city, yet allow these counties to maintain their rural character. Using Civil War events and civil rights struggles for equal education, visitors can retrace the history that helped shape our country. One of these trails has grown into a three-state initiative.
**Creating a Community Paddle Trail**

Jan Trask and Carol Kline, North Carolina State University

In 2004, NC Cooperative Extension Service partnered with the NC PTA to develop the “How to build a paddle trail in your community” videoconference series. The six-session videoconference series aired in 2005 with over 100 attendees, and was expanded in 2006 because of its success. Utilizing university resources, Cooperative Extension networking, and faculty expertise, the NC Extension Tourism program was able to create a trail development plan that NC citizens could use to build a paddle trail in their community.

**Valley Quest: Community Treasure Hunts**

Laura Dintino, Valley Quest

*Valley Quest* is an award-winning program celebrating community natural history, cultural heritage and special places. “Valley” refers to our location, while “Quest” speaks to a style of treasure hunt. There are 200 Quests in our region leading to our natural and cultural treasures. Made up of clues, maps and treasure boxes, Quests are educational and fun.

**The Great Scarecrow Round-Up**

Donna Fryman, Steve Kelly, Bucket Head Bob (Spokescrow), University of Kentucky

Like many communities, Fleming County, KY was searching for unique and different ways to attract tourists. The Great Scarecrow Round-up event was a fun, creative and an inexpensive event that involved the whole county. Bucket Head Bob, the Spokescrow, helped in the promotion. The Round-up drew in tourists from around the region as well as local residents.

**Nebraska’s Shannon Trail**

Laurie Larsen and Shirley Kehne, Shannon Trail

The Shannon Trail in northeast Nebraska commemorates the youngest member of the Lewis and Clark expedition who was lost in the area for sixteen days. The Trail, marked by 13 wooden life-size chain saw carved statues and sixteen National Park Service signs relating the life of George Shannon, is a scenic 240-mile route connecting sixteen unique towns where visitors may collect clues or turn in game cards to earn prints or historic Shannon Maps.
MONDAY, September 11 (continued)

1:00-2:45 PM
Concurrent Session 4
Burlington Room

Creating Tourism Partnerships

Moderator:
Nordica Holochuck,
NY Sea Grant

**Perceptions of Partnerships: Recreation and Tourism Professionals’ Differing Views**
Kim S. Uhlik, San Jose State University

By examining a conceptual diagram showing society’s influence on partnerships, a step-by-step model of partnership development, and surveys taken by recreation administrators and visitor & convention bureau directors, participants will gain a fuller perspective of the range of partnership options, become familiar with general developmental steps, and become aware of the complexities of partnerships.

**Ingredients for Success in a Multi-County Tourism Partnership**
Teresa Herbowicz and Donald Holecek, CARRS Tourism Resource Center, Michigan State University

Have you ever thought about research as a "mediator"? Research done correctly is neutral: it can dispel myths, and help gather competing parties around common goals. By involving communities in the process, research becomes an excellent tool for building local capacity and networking opportunities. This presentation will focus on using research in a regional tourism planning process in Michigan.

**Blue Ridge Plateau Rural Tourism Summit: Model for Successful Extension Tourism Programming**
Matthew McClellan, Patrick County Cooperative Extension Service
Scott Tate, Southwest District Office, Virginia Cooperative Extension Service

The 2005 Blue Ridge Plateau Rural Tourism Summit was a culmination of over 18 months of data collection through monthly educational program/listening sessions geared to stakeholders interested in rural tourism. The presenters will share the process used to develop this program and discuss the program’s effectiveness in determining and meeting the educational needs of local residents.

**Partners in Agritourism in North Central Iowa**
Dan Burden, Agricultural Marketing Resource Center, Iowa State University

North Central Iowa has a rich heritage of corn and soybean production. A group of leaders from nine counties in Iowa wanted to explore other options for economic development, including agritourism. This presentation will provide a case study (still in progress) of the process, opportunities and obstacles.

**Sustainable Tourism in the Downeast and Acadia Region of Maine**
Natalie Springuel, Maine Sea Grant

The DownEast Sustainable Tourism Initiative serves as a road map for achieving economic development through sustainable tourism. An important goal is to foster a network of tourism operators and destinations that provide a quality product in a vibrant and healthy region while maintaining economically viable operations. Helping businesses and destinations form partnerships through shared itineraries and tours, and providing the tools and resources businesses need to enhance their sustainable practices will be discussed.

2:45 – 3:00
Break
Drought Impacts on National Park Tourism and Gateway Community Economies
Tauhidur Rahman and George Frisvold, University of Arizona

This study statistically estimates impacts of environmental change, such as drought, on visits to National Parks in the Southwest from 1980-2004, controlling for other factors affecting visits such as park attributes, gasoline prices, and measures of economic and population growth. Parks in the study area (Arizona, New Mexico, southern Utah, southern Nevada, and southern California) receive over 26 million visits annually, with visitor spending in gateway communities of roughly $1.3 billion.

Biosecurity Means Healthy Farms, Healthy Agriculture and Healthy Tourism
Julie Smith, University of Vermont

Agritourism benefits both agriculture and tourists, as long as farm biosecurity and public health are not compromised along the way. There are risks associated with different types of visitors and different areas of farms, especially where livestock are concerned. This session will help you understand these risks and know where to get additional information to help assure the health of both livestock and farm visitors.

Bringing Global Issues to Local Settings: A Case Study
Cynthia Messer, University of Minnesota Tourism Center

The sexual exploitation of children in tourism (SECT) is a global phenomenon that impacts millions of children each year. Although tourist involvement represents a small minority of those involved, the tourism industry is actively engaged in efforts to prevent and combat this phenomenon. This session offers an overview of the issue by an educator engaged in the global efforts for ten years, and shares resources you can use to help educate local tourism businesses, community residents and students.

Tourism Development and Poverty Reduction: Complementary or Conflicting Goals?
Ken Cohen, State University of New York at Cortland

The Northwest Area Foundation’s Horizons Leadership Program was piloted in three rural, Idaho communities that have experienced economic change due to a decline in the natural resource-based industries. These communities received resources for leadership and capacity building (e.g., a community coach and leadership training) that were customized for each community’s expressed needs. Follow-up interviews with program participants explored the extent to which the program resulted in efforts integrated with tourism development.

Rural Economic Development Through Tourism (REDDT) Project
Dora M. Domínguez and Deb Franzoy, Rural Economic Development Through Tourism

The Rural Economic Development Through Tourism (REDDT) Project began in 1992 to boost tourism development in five New Mexico counties. Today, the REDDT’s service area includes 17 counties that encompass 47 villages, towns, and cities, 10 Native American pueblos, and two Native American tribes. Working directly with county offices of the Cooperative Extension, REDDT has set up county tourism councils in each county served. This presentation will focus on the development and efforts of the REDDT program.
### Monday, September 11 (continued)

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<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Presentation</th>
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| 3:00 – 4:30 PM| Concurrent Session 3 | Vermont Room | Right-scaling Agritourism Education and Promotion Projects  
Krys Cail, Cornell Cooperative Extension of Ontario County  
Agritourism can add to a farm’s bottom line while promoting agricultural literacy. We want to encourage agritourism through programming, but need to determine the scale at which our programs will be most successful. This presentation uses four successful agritourism education and promotion projects as examples of programming efforts at different geographic scales. Identifying potential project funding at the most appropriate scale for your proposed project will also be discussed. |
|               | Promotion Through Collaboration in Agritourism and Rural Tourism |           | AGNET – Development of an Interactive Website for Georgia Agritourism Operators  
Kent Wolfe, Center for Agribusiness and Economic Development, University of Georgia  
AGNET (Access Georgia’s Natural and Environmental/Agricultural Treasures) is an interactive database composed of agritourism and nature-based operations across the state of Georgia. The website serves as a central clearing house where potential agritourism and nature based tourists in and outside of Georgia are able to find operations anywhere in the state. This presentation will focus on the development of this website, which includes over 400 agritourism operations in Georgia. |
|               |             |                   | Market Maker: Connecting Tourism Attractions with Farm Produce Via the Internet  
Ray Hansen, Agriculture Marketing Resource Center, Iowa State University Extension  
Promotion of regional and locally-produced foods in the Midwest is quickly becoming an added feature of the agritourism experience. Market Maker was developed to help tourist facilities locate locally-produced foods and producers to sell to these businesses. This simple concept brings buyer and seller together through the Internet. |
|               |             |                   | Integrated Rural Tourism and Marketing: Building Brand Awareness and Strong Visitor Numbers by Developing Enterprise Associations and Effective Information Services  
Todd Comen, Johnson State College and The Institute For Integrated Rural Tourism  
Integrated rural tourism is a socio-economic development strategy. This presentation will illustrate the vital role of information services and how collaboration between Government, NGO’s and the private sector through the creation of Enterprise Associations can support a broad array of rural enterprises in building destination awareness and strong visitor numbers. |
| 6:30 – 8:30 PM| Buffet dinner | at the ECHO Center |  
Buffet dinner at the ECHO Center |

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3:00 – 4:30 PM  
Concurrent Session 4  
Burlington Room  
**Panel**  
**The Economic Impact of Events and Festivals**  
Kathleen Tweeten, Larry Leistritz, and Nancy M. Hodur, North Dakota State University  
Dennis A. Nelson and Craig Kelsey, Utah State University  
Events and festivals, especially in rural areas, struggle to find funding for their activities. Convincing decision makers to use public funds for tourism event planners/staff and facilities can be difficult in times of budget shortfalls and increased mandatory spending. If, however, event planners can provide an economic impact analysis of their event, they can make a convincing argument for its value to the community. The objective of this panel is to share what has been done in North Dakota and California to evaluate festivals and events.
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<tr>
<td>7:30 – 8:30 AM</td>
<td>Continental breakfast</td>
<td>Mezzanine</td>
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| 8:30 – 9:45 AM  | Agritourism: What Farmers Need from Extension | Champlain Room A | Lisa Chase, University of Vermont Extension  
Beth Kennett, Liberty Hill Farm and Vermont Farms! Association  
Pam Allen, Allenholm Farm and Vermont Farms! Association  
Vermont farmers have worked closely with Extension for the past decade to define the concept of agritourism and establish a nonprofit organization to support Vermont farms engaged in agritourism. Farmers on the panel will share their views and personal experiences running their farms and working with Extension. They’ll discuss successes of the past, challenges for the future, and opportunities that can be realized through partnerships. |
| 8:30 – 9:45 AM  | Preparing the Agricultural and Non-agricultural Sectors for Emergencies | Champlain Room B | Julie Smith, Sam Comstock, and Kerry Rood, University of Vermont Extension  
What would an outbreak of Foot and Mouth Disease mean for agriculture and for tourism? Are we prepared to respond to this type of emergency in the US? What about Avian Influenza? Come hear lessons learned from the United Kingdom’s devastating experience with Foot and Mouth Disease and how we in Vermont are prepared to respond to animal health emergencies. |
| 8:30 – 9:45 AM  | Kentucky Agritourism Signage Project | Vermont Room     | Janet Johnson and Joanna Coles, University of Kentucky Extension  
The profitability of Kentucky’s agritourism enterprises is affected by isolated family farm locations and the lack of adequate directional signage. Cave Region Agritourism, Inc. and UK County Extension Agents developed innovative public policy change strategies to build state partnerships, resulting in new agritourism components of the Cultural & Recreational Signage program. Components include ‘agritourism friendly’ participation criteria, a new red barn designation logo, new signage for narrow rural roads, and cost share opportunities. |
| 8:30 – 9:45 AM  | How Can Wood Manufacturers in the Northern Forest Use Place-Based Branding as a Marketing Tool? | Burlington Room  | Charles Kerchner, University of Vermont  
Over the past decade, wood Manufacturers in New England’s Northern Forest states have been hit hard with regard to job loss. Because the wood products industry is a vital part of the region’s employment, there is a need for a strategy that encourages sustainable economic development. Place-based branding is one such strategy. This presentation discusses research used to identify how the perceived attributes of Vermont and the broader Northern Forest region influence consumer’s purchasing decisions. |
| 8:30 – 9:45 AM  | The Vermont Mystique and Brand | Vermont Room     | Diane Konrady, Vermont Department of Tourism & Marketing  
This presentation focuses on how the Vermont mystique and brand have evolved, the wealth and variety of cultural and heritage sectors involved in Vermont’s marketing, and the authentic nature of Vermont activities. This presentation will also include information from the Vermont Division for Historic Preservation’s Downtowns Program and State Historic Sites. |
| 8:30 – 9:45 AM  | Hospitality Matters         | Burlington Room  | Jeanne Davis and Charlene Jacobs, University of Kentucky Cooperative Extension  
Employees of tourism businesses, tourist attractions, and local businesses have a crucial role in the development of tourism in the community. This presentation is an introduction to the Hospitality Matters on-line “train the trainer” education kit which was developed in Kentucky to assist employers in training employees on the importance of hospitality services, and how to strengthen customer service and increase customer satisfaction. |
| 8:30 – 9:45 AM  | Red Carpet Service: Helping Rural Communities Capture Tourism Dollars | Burlington Room  | Connie Francis, University of Nebraska Rural Initiative  
Cheryl Burkhart-Kriesel, University of Nebraska Extension  
Red Carpet Service is a program designed to help participants discover tools to promote tourism in their region, understand their community and talk about it in a positive light, and gain enthusiasm, confidence and commitment to meet travelers’ needs. Results of a retrospective evaluation and pre/post mystery shopper experiences will be shared. Implications for extension will be highlighted. |
| 8:30 – 9:45 AM  | Linking Authentic Experiences to Holistic Health | Burlington Room  | Sharon Strouse, Christopher Sieverdes, and Curt Pinalto, Ohio State University Extension  
Learn how to coach organizations to achieve and enhance their authentic experience offerings to support both physical and non-physical growth, satisfying a growing adult heritage and geo-tourism customer base. A content analysis research project utilizing over fifteen participant journals from two five-day heritage traveler programs demonstrates the benefits of an authentic experience in terms of holistic health and wellness. |
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| 10:00-11:45 AM | **Opportunities & Challenges of Implementing Nature-based Tourism Businesses in Florida**  
  Mechelle N. Best and Taylor Stein, University of Florida  
  Many small landowners throughout Florida have the potential to offer quality educational and natural experiences to visitors. As a starting point for developing an ecotourism extension program in Florida, private nature-based tourism businesses were assessed. This presentation highlights the lessons learned from these businesses and discusses how landowners can better position themselves to use tourism as a tool to increase the value of their natural resources.  
  **Travel Green Wisconsin**  
  Steve Brachman, University of Wisconsin-Extension, Solid and Hazardous Waste Educ. Center  
  Travel Green Wisconsin is a project of the Wisconsin Department of Tourism to encourage the greening of tourism businesses. Working in partnership with the Wisconsin Environmental Initiative, the University of Wisconsin Extension has assisted in the development of a voluntary certification and recognition program, a marketing brochure and certification checklist, and pilot programs in 4 areas of the state. This presentation will highlight this initiative’s results, as well as implications for Extension educators.  
  **Agritourism in Vermont: If We Build It, Will They Come?**  
  Chyi-lyi (Kathleen) Liang, University of Vermont  
  A research project at the University of Vermont is seeking to organize information about agri-tourism to rural communities in the United States; explore the feasibility of agri-tourism development in Vermont; identify supportive systems to farmers to develop viable agri-tourism strategies; and identify success and failure in agri-tourism enterprises based on true cases in Vermont. Findings will be shared with the audience.  
  **Illinois Agritourism Demand Study Results**  
  Bruce Wicks and Seon Hee Jeong, University of Illinois  
  Little is currently known about the demand side of agritourism. Without some understanding of the size and motives of the market, support for agritourism cannot be optimally met. This presentation will provide a firsthand look at the views of the general public of a major Midwestern state towards the role of agritourism in their travel plans. This information will help guide policy and state promotions, and support grant applications.  
  **Agritourism in Vermont: Today’s Urban and Rural Interfaces**  
  Fernanda Pegas and Joanne Tynon, Texas A&M University  
  In Oregon, socioeconomic pressures challenge the future survival of many cattle ranchers. Benefits of diversification into agriotourism include minimizing constraints and supplementing ranchers’ income. However, there is scant research on agritourism in Oregon and elsewhere. This study examined the role of agritourism on Oregon ranchers’ livelihoods. Findings indicate that agriotourism in Oregon is limited and not well promoted yet. Despite these findings, 51% of respondents revealed that their agri-tourism operation was a success.  
  **Incorporating Fee-based Recreation into Long-range Forest Planning**  
  Thom J. McEvoy, University of Vermont  
  Only a relative few of more than 10 million non-industrial private forest owners in the U.S. have developed estate plans that provide for long-term management of forests. This presentation will focus on threats to forests from landscape parcelization and describe some of the relevant preliminary data obtained from case-studies of forest-owning families that have developed intergenerational strategies. Fee-based recreation is an often unexplored alternative that can make long-term forest ownership more economically and ecologically sustainable.  
  **Opportunities & Challenges for Resource-Based Tourism**  
  Lisa Chase, University of Vermont Extension  
  Vermont Extension information will help guide policy and state promotions, and support grant applications.  
  **Customer Demand and Draw in Agritourism**  
  Fen Hunt, CSREES  
  DISTINCTIVE LANDSCAPES TO TOURISTS: A CASE STUDY OF THE LAVENDER CAPITAL OF NORTH AMERICA  
  Fields of Flowers: How Lavender-based Tourism is Transforming a Community  
  Curtis Beus, Washington State University Extension  
  In 1995, a small group of visionaries from the farming community of Sequim in Washington State decided to turn their small community into the “Lavender Capital of North America.” Today there are over 30 lavender growers around Sequim and the Sequim Lavender Festival draws over 30,000 visitors annually. This presentation will focus on the history of Sequim’s lavender industry, and how Extension has assisted with its development. The results of research conducted during the 2006 Lavender Festival will be discussed.  
  **Tribal Tourism: In Search of Culture**  
  Thomas Combrink, Arizona Hospitality Research and Resource Center  
  This presentation will examine the role of culture and heritage as a factor for attracting visitors to tribal lands in Arizona. Data was collected from surveys of eight Arizona tribes. The levels of satisfaction with tourist experiences on tribal lands and the importance of arts and crafts purchases to the tourist experience will be discussed. This paper will provide some empirical evidence of the value of tourism to tribal lands and the importance of culture and heritage as an attraction to both states and tribes.  

**TUESDAY, September 12 (continued)**
**Concurrent Session 3**  
Vermont Room

**Strategic Planning in Tourism**

**Moderator:**  
David White, NY Sea Grant

**Rocking the Boat Gently: Nurturing Tourism Development Along the Illinois River**  
Kevin McGuire, University of Illinois Extension

A 2003 situation analysis for an expanded tourism education program in Illinois found a fragmented audience and a fractured local tourism infrastructure. Cultivating needed tourism development content (i.e., customer service, marketing, etc.) required significant organizational development and consensus building. This presentation describes a tourism planning initiative of county-wide “Tourism Summits” and a tourism alliance.

**Putting Your Best Foot Forward: Tourism Planning Through First Impressions**  
Myra Moss and William Grunkemeyer, Ohio State University Extension

By obtaining first-hand visitor feedback, a community can evaluate the effectiveness of tourism planning. Through the First Impressions process, two communities are matched and, using volunteer visitors, conduct anonymous surveys of each other. Resulting observations help each community evaluate the effectiveness of tourism planning and progress toward reaching tourism objectives. This presentation will discuss the First Impressions program and how it can be implemented in other locations.

**Michigan’s Cultural Economic Development Strategy**  
William M. Anderson, Michigan Department of History, Arts and Libraries

For more than a century, Michigan’s economy has been dominated by its auto industry. Because of this dependence and a very competitive global economy, Michigan represents a classic case of an economy in transition. The Department of History, Arts and Libraries has led the development of a cultural economic development strategy for Michigan. Cultural tourism is destined to play an increasing role in growing the state’s economy through the development of regional destinations and engaging and memorable visitor experiences.

**Applying Concept Mapping to Community Strategic Planning and Development**  
Marilyn Wyman, Cornell Cooperative Extension of Greene County

Concept Mapping is a process which merges the “art” of large group decision making with the “science” of modeling and analysis. CaRDI has successfully completed projects with several communities in Upstate New York utilizing the Concept Mapping process. Topics from main street revitalization to tourism development to regional economic strategies have been addressed. This presentation will illustrate both the overall process as well as the results from several concept mapping projects.

10:00-11:45 AM  
**Concurrent Session 4**  
Burlington Room

**What Do Residents Really Think About Tourism?**

**Moderator:**  
Diane Kuehn, SUNY ESF

**Ongoing Efforts in Economic and Community Development in Utah: What’s Going On and Who Are the Players?**  
Steven W. Burr, Institute for Outdoor Recreation and Tourism, Utah State University

Economic development efforts are of importance to both urban and rural economies. In Utah, a number of entities are working to contribute to community vitality and viability by identifying, protecting, marketing, and managing Utah’s outdoor recreation “gems”; developing collaborative partnerships; creating business opportunities for “gateway” communities; and enabling sustainable development.

**Rural Change through Tourism: Resident Perceptions Toward Tourism in the Big Bend National Park Area, Texas**  
Minsun Doh, Miles Phillips, and Scott Shafer, Texas A&M University

It is important that planners consider local perceptions towards tourism development in their community before implementing developmental procedures. This presentation discusses a 2006 survey of the cities/towns in Brewster County, Texas, that investigates the relationship between community participation and residents’ perceptions of tourism impacts and development. Understanding how the development of tourism influences local participation can increase the future success of community-based tourism development.

**Comparing the Needs of Tourism-Based Businesses with Perceptions of Tourism Development Organizations: Results of a Survey from Pennsylvania and West Virginia**  
David Hughes, Clemson University  
Martin Shields, The Pennsylvania State University

Today’s tourism promotion efforts need to integrate local and regional participants. One obstacle to this integration is the potential gap in understanding between tourism-based businesses and the local tourism and economic development community. In this presentation, we report the results of two mail surveys from Pennsylvania and West Virginia of tourism-based businesses and convention and visitors bureaus. The areas of agreement and disagreement between the two populations, and strategies for helping these two important players to work better together are discussed.

12:00 – 1:00 PM  
Pick up boxed lunch in hotel lobby; Leave for field trips
## Field Trip Itineraries

<table>
<thead>
<tr>
<th>Lake Champlain Maritime Museum</th>
<th>Walking Tour of Burlington</th>
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<tbody>
<tr>
<td>12:30 Depart Wyndham Hotel lobby on bus.</td>
<td>1:00 Depart Wyndham Hotel lobby; tour historic districts of Burlington with Nancy Williams of Preservation Burlington.</td>
</tr>
<tr>
<td>1:00 Arrive at Lake Champlain Maritime Museum.</td>
<td>3:00 Interpretive walk of the waterfront with Laura Hollowell from the Lake Champlain Basin Program.</td>
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<tr>
<td>4:30 Depart Maritime Museum.</td>
<td>5:00 Return to the Wyndham</td>
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<tr>
<td>5:00 Return to the Wyndham</td>
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<tr>
<th>Shelburne Farms</th>
<th>Adirondack Adventure</th>
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<tr>
<td>12:15 Depart Wyndham Hotel lobby on bus.</td>
<td>1:00 Depart Wyndham Hotel lobby in van.</td>
</tr>
<tr>
<td>12:45 Arrive at Shelburne Farms.</td>
<td>1:30 Ferry departs for Port Kent.</td>
</tr>
<tr>
<td>5:00 Depart Shelburne Farms.</td>
<td>2:30 Ferry arrives Port Kent; short drive to Ausable Chasm.</td>
</tr>
<tr>
<td>5:30 Return to the Wyndham</td>
<td>4:30 Leave Ausable Chasm; travel to Essex.</td>
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| | 5:00 Board ferry in Essex; 20-minute ferry ride to Vermont followed by short drive to Burlington. |
| | 5:45 Return to the Wyndham. |

### Don’t forget to bring...

- Your lunch (a boxed lunch will be provided for you in the Wyndham Lobby).
- A water bottle.
- Comfortable walking shoes (hiking boots are recommended for the Adirondack Adventure trip).
- Suitable clothing/outdoor gear (trips will take place rain or shine).
WEDNESDAY, September 13, 2006

7:30 – 8:30 AM
Continental breakfast
Mezzanine

8:30-10:00 AM
Concurrent Session 1
Case Studies in Heritage Tourism
Champlain Room A

Moderator:
Ellie Rilla,
University of California, Davis

The Pend Oreille Valley Lavender Festival: A Celebration of Excellence, Education, Horticulture and Arts
Janet Kiser Lambarth, Washington State University, Pend Oreille County Extension

The annual Lavender Festival promotes tourism in a small eastern Washington rural county noted for low incomes and high unemployment, and develops entrepreneurship and business skills among artists, artisans, and other producers of high quality products. The factors contributing to the festival’s success (e.g., juried vendors, marketing to high-end buyers, evaluation of vendor satisfaction, 200+ hours of volunteer time) will be discussed.

Developing Industrial Heritage Tourism: An American Experience
Philip F. Xie, Bowling Green State University

This presentation explores the tourism potential of an industrial city, Toledo, Ohio. As a part of the city’s revitalization efforts, a National Historic Jeep Museum has been proposed to celebrate Jeep’s role in local, national and global history. The problems and prospects of the Jeep Museum were studied by measuring six attributes: (1) potentials; (2) stakeholders; (3) adaptive re-use; (4) economics; (5) authenticity; and (6) perceptions.

Creating Partnerships to Preserve Cultural Heritage: The River of Lakes Heritage Corridor
Renee Wente-Tallevast, West Volusia Tourism Advertising Authority
David Griffin, University of Florida Extension

The West Volusia tourism area is situated between Orlando and Daytona Beach in Florida. Due to its proximity to these metropolitan areas, residents have become increasingly alarmed at the rapid development of rural landscapes. Community focus groups led the West Volusia Tourism Authority to form the River of Lakes Heritage Corridor to preserve, protect, and promote the cultural heritage and special places of its communities.

Working City or Living Museum? The Historic Center of Morelia, Mexico
Claudia Sawyer, Syracuse University

This presentation explores the concept of world heritage and its meaning, specifically in the context of the city of Morelia, Mexico, a World Heritage Site designated in 1991. The discussion will focus on how world heritage functions in the context of a modern, living city; how intangible world heritage “culture” relates to the preservation of architectural components; and how a specific population sector (i.e., academics) experienced the use of the site.

8:30-10:00 AM
Concurrent Session 2
Agritourism Educational Programs in Delaware
Champlain Room B

Gordon Johnson, Delaware Cooperative Extension

Agritourism, entertainment farming, and direct marketing enable farmers in Delaware to take advantage of growing populations to remain profitable. Delaware Cooperative Extension, in partnership with other agencies and associations, has developed programs that provide opportunities to visit agritourism operations in other states, information critical to new start-up operations, and business planning assistance.

Indiana Agritourism Training Initiative
Jerry Nelson and Roy Ballard, Purdue University
Brian Blackford, Indiana Office of Tourism

The Indiana Agritourism Training Initiative made it possible for educators to transfer the knowledge and skills learned through workshops and conferences to producers starting agritourism activities on their farms. Six regional workshops were conducted at rural agritourism locations around Indiana to increase the awareness of educators about the resources available for fostering agritourism. Educators also participated with producers in the Nx Level program.

Guidelines for Developing and Marketing Agritourism Attractions in Alabama
J. Thomas Chesnutt, Alabama Cooperative Extension

Extension coordinated the formation of the Alabama Agri-Tourism Trail. The Trail was successful in marketing existing agri-tourism attractions; the development of new agri-tourism attractions was, however, still needed. In early 2006, Extension produced “Developing an Agri-Tourism Attraction in Alabama,” guidelines that provide basic information for developing agri-tourism attractions. Following the development of the guidelines, extension conducted a series of 11 seminars throughout Alabama.

The Miss-Lou Regional Tourism Summit: Embracing Rural Tourism in the Delta as an Economic Development Strategy
Cynthia Pilcher and Kay Lynn Tettleton, Louisiana State University AgCenter
Chance McDavd, Mississippi State University Extension

Residents and community leaders of the rural Delta region of Mississippi and Louisiana are looking to diversify the region’s traditionally agricultural-based economy. Extension professionals collaborated with tourism agencies and organizations to provide a multi-state conference in August, 2006, designed to educate residents, community leaders, and entrepreneurs about rural tourism along the Mississippi River as an economic development initiative. This presentation will discuss the organization and results of the summit.
**Culinary Agritourism in Sustainable Rural Development**  
Dana Shapiro and Steven Wolf, Cornell University

Since the 1990s, government agencies in Europe have encouraged farm diversification strategies such as agritourism as a way to sustain declining rural areas confronting pressures of globalization. Culinary agritourism, in particular, has received considerable attention for its ability to promote economic development while encouraging low-impact agriculture that responds to the tourist’s search for “traditional” rural products. This presentation discusses how synergistic social arrangements affect the capacity of rural enterprises to generate both public and private goods through comparative analysis within and across a set of culinary agritourism ventures in the Finger Lakes region of New York State and the European Union.

**Diversifying Christmas Tree Farms into Four-season Operations in Western North Carolina**  
Meghan Baker, North Carolina Extension Service

In 2004, nearly 76,500 trees were sold through Choose and Cut operations in Western North Carolina. Diversifying farm products and service is critical as more trees are planted and new farms enter the Choose and Cut business. The vast majority of growers recognize agritourism as the future of profitable tree farming in the region. Year-round farm tours, alternative crops, and key collaborations with area businesses are helping to sustain this popular agricultural attraction.

**Economic and Social Impacts of Tourism and Recreation: Evidence from Arizona**  
Tauhidur Rahman and George Frisvold, University of Arizona

This paper presents new evidence on the impacts of tourism and recreation on economic and social conditions of Arizona communities. This research builds upon past studies, providing additional evidence underlining the importance of tourism and recreation in improving the well-being of Arizona communities. Interrelationships between tourism/recreation and population growth, commute times, poverty, educational attainment, health crime rates, and other QOL measures are examined.

**Downtown Economic Development and the Tourism Market**  
Bill Ryan, University of Wisconsin Extension, Center for Community and Economic Dev.

Over the last several decades, many small cities across our country have experienced economic leakage from downtown to outlying edge locations. As downtowns typically lack the market research support available to large retailers and shopping center developers, this project has worked to “level the playing field” by providing communities with state-of-the-art techniques to examine economic opportunities. A comprehensive online market analysis toolbox was created to help communities better understand their markets, including tourists and visitors. Recommendations for improving the economic vitality of a downtown will be discussed.

**Measuring Tourism and Recreation Impacts Through Participatory Modeling**  
Stephanie Morse, Lisa Chase, and Roelof Boumans, University of Vermont

Recreation and tourism in the Northern Forest have a long history of contributing to the economy, influencing the culture of local communities, and impacting the natural environment. The goal of this research is to combine the diverse perspectives gained through stakeholder involvement with the analytical tools of dynamic modeling. Through this process, we will create a general model to be utilized by communities throughout the Northern Forest to help them make better-informed decisions regarding recreation and tourism development.

**Method Sensitivity in Measuring Visitor Incremental Spending and Economic Impacts of a Nature-based Tourism Resource**  
Brian VanBlarcom, Acadia University

This study estimates incremental visitor spending associated with a nature-based tourist resource using a “conditional rating approach.” The results are compared with those produced via three other commonly used methods. The implicit assumptions and defining characteristics of each method are outlined and the positive/negative features of each approach are discussed. Given that the magnitude of the impacts depends upon the framework for delineating incremental visitor spending, a clear and precise definition of how this variable is operationalized is critical.

**Using Economic and Fiscal Impact Analysis to Create Community Dialogue: The Case of the Allegheny National Forest**  
Timothy W. Kelsey and Martin Shields, The Pennsylvania State University

Penn State’s fiscal impact model was used in the Allegheny National Forest to stimulate positive discussions between conflicting tourist, environmentalist, and timber harvesting interests. The model served as the reason why different stakeholder groups came together, and the process through which it was used provided the means for generating discussion, ensuring that the results were viewed as fair and accurate by participants.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:15-11:15 AM</td>
<td>General Session</td>
<td>Ted Eubanks, President, Fermata, Inc.</td>
<td>The Matrix of Opportunity&lt;br&gt;In our work we use outdoor recreation and heritage tourism to move (1) people to places, (2) the masses to messages, and (3) markets to merchandise. Ted’s talk will focus on each of these three components, describing the processes involved in each, and discussing specific tactics that can be used at the community level to take advantage of the opportunities created by these movements. Given the general focus of the conference, Ted will specifically address ways in which various interests in a community can be channeled in a common direction to take advantage of the benefits of heritage tourism and outdoor recreation (recreational travel).</td>
</tr>
<tr>
<td>11:15-11:45 AM</td>
<td>General Session</td>
<td>Fen Hunt, Tom Tate, and Antonio McLaren, USDA Cooperative State Research, Education, and Extension Service</td>
<td>Partnerships for Sustainable Tourism and Community Development&lt;br&gt;The Cooperative State Research, Education, and Extension Service (CSREES) has several funding mechanisms to partner and support land-grant universities and other institutions in carrying out research, education, and extension programs. This presentation will provide an overview of CSREES-supported research, education, and extension programs; describe success stories in tourism education and development programs; and discuss challenges and opportunities for sustainable outdoor recreation, tourism, and community development with audience members.</td>
</tr>
<tr>
<td>11:45 AM -12:30 PM</td>
<td>General Session</td>
<td>Design Team Session:</td>
<td>Networking Opportunities for Tourism Extension Programs</td>
</tr>
<tr>
<td>12:30 – 1:30 PM</td>
<td>Lunch (eat in or take a lunch to go)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:30 PM</td>
<td>Conference adjourns; Have a safe trip home!</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Map of the Wyndham Hotel

First Floor (Lobby North)

Second Floor (Mezzanine)
Identifying the Opportunities and Challenges of Implementing Nature-Based Tourism Businesses in Florida

Mechelle N. Best, M.Sc.
Graduate Student, Tourism Recreation & Sport Management

Taylor V. Stein, Ph.D.
Associate Professor, Forest Resources & Conservation
University of Florida
Focal Areas

• Project Purpose
• Implementation Strategies
• Participants
• Findings: Challenges, Benefits, Marketing Strategies, Lessons Learnt & Advice Offered
• Common Themes
• Output
Purpose

To identify and survey landowners currently involved in providing access to visitors for recreational purposes and use the information so that Florida landowners who manage forests and other natural areas can better position themselves to use tourism as a tool to increase the value of their natural resources.
Project Implementation

• Business selection process
  - Businesses were selected based on discussions with resource persons, internet searches using key words such as Florida ecotourism and Florida nature-based tourism, review of websites for agencies such as Visit Florida and Original Florida.

• Interviews
  - For each business an on-site interview was conducted using a basic structured (open-ended) questionnaire to elicit the same information about each business.
  - Additionally, interviewees were invited to speak freely about any issue that had affected their operation.
Project Participants

• Nine counties were represented.
• A variety of nature-based tourism sites throughout the state (9 to date, 1 other planned)
• The sites were of various sizes and length of operation ranged from 3 years to over 30 years.
Project Participants

- DP Nature Tours, Hamilton County
- Farmer Brown’s Bed & Breakfast, Hernando County
- Florida Eco-Safaris, Osceola County
- Ginnie Springs Outdoors, LLC, Alachua County
- Ichetucknee Family Canoe & Cabins
- Kayak Amelia, Nassau County
- Long & Scott Farms’ Corn Maze, Lake County
- Ocala Carriage & Tours, Marion County
- O’Toole’s Herb Farm, Madison County
Challenges

- Start-up
  - Financial
  - Insurance
  - Know how
  - Infrastructural changes to accommodate visitors

- Operational
  - Financial
  - Manpower: finding and retaining employees who are appropriately skilled can be costly
  - Marketing & advertising
  - Membership in tourism agencies can be expensive, yet getting exposure through such agencies is not guaranteed.
  - Visitor numbers
Marketing Strategies

• Word of mouth advertising – best means
• Websites – longest reach
• Advertising in local print and broadcast media – may be costly
• Brochures and other printed materials - costly
• FAM trips – untapped/unrecognized opportunity
• Visitor & convention bureaus, etc. – membership advantages not always realized
Benefits

• Resource protection.
• Ability to educate others and share Florida’s natural resources with them.
• Offering resources for public use.
• A good way to do something for the community.
• Diversifying helps to keep farmlands in production.
Lessons Learned & Advice Offered

- It may be wise to embark on such a business on a part time basis at first while maintaining one’s job, because revenues may be very small initially.
- It may be wise to start an operation (physical structures and infrastructure) at a manageable scale and expand as opportunities arise.
- Owner/operators must be diligent and be prepared to seek out information on their own.
- The ability to adapt to changing situations is critical.
- Tenacity is a useful characteristic.
Lessons & Advice Cont’d

- Liability may be a significant issue depending on the type of services/activities being offered.
- Having a main goal for a company is important.
- A solid business plan developed prior to the start up of the company is also important.
- Goals and objectives should be realistic and achievable.
- Networking with trade associations can be very helpful.
- The ability to manage individuals and groups is a necessary skill.
Overriding Themes

• There is a keen interest in protecting Florida’s natural resources.
• Operating a nature-based tourism site requires a dedication and flexibility.
• There is a disconnect between resource- and facilitating agencies and existing/potential entrepreneurs.
• Most tourism to these sites is intra-state, with out of state tourists coming mainly from Georgia.
• The impression remains that Florida’s non-traditional natural resources are still very much unknown and untapped as tourism resources.
Output

• Immediate
  - Catalogue of the 10 case studies
  - Targeted at rural landowners to encourage them to see tourism as a complimentary or alternative use of their resources
  - To reinforce that successful tourism ventures are possible

• Future
  - Expansion of the project to include more cases and to build on a selection of the current cases
Questions/Comments

Thank You!
Acknowledgements

We are grateful for

Funding from:
  USDA Cooperative State Research, Education, and Extension Service
  &
  The University of Florida’s Institute of Food and Agricultural Sciences (IFAS).

And the participation of:
  DP Nature Tours, Farmer Brown’s Bed & Breakfast, Florida Eco-Safaris, Ginnie Springs Outdoors, LLC, Ichetucknee Family Canoe & Cabins, Kayak Amelia, Long & Scott Farms, Ocala Carriage & Tours, and O’Toole’s Herb Farm
“Fields of Flowers” – How Lavender-based Tourism is Transforming a Community

Presented by:
Dr. Curtis Beus
WSU Extension, Clallam County, WA
Where is Sequim, Washington?
The fertile prairie of the Sequim-Dungeness Delta was once a major agricultural region.

Average rainfall in Sequim is 16 inches per year, with an average high temperature in July of 72°F, and an average daily high temperature in January of 45°F. Seldom do summer temperatures rise above 90°F or winter temperatures drop below 15°F.

It’s beauty, moderate “Rainshadow” climate, access to mountains, ocean, and other amenities have now made Sequim a major tourism and retirement destination.
Photo taken in the 1970s of the Sequim-Dungeness Valley with Olympic Mountains in Background
Since 1950, the amount of farmland and the number of farms in Clallam County have declined by over 70%.

We’ve lost an average of 1,100 acres of farmland per year over the last 50 years.

* New Census Method
A Brief Chronology of the Lavender Industry in Sequim

• 1994 – a small group of Sequim residents travel to Provence, France and come back inspired
• 1994 – an economic development group, Sequim 2000, forms to look at improving the local economy through enhanced tourism
• 1995 – Sequim Gazette publishes an article on how lavender could become a boon to the local economy – this article stimulates dozens to contact the paper and Chamber of Commerce
• 1995 A series of 3 public meetings are called by Sequim 2000 to discuss the possibilities
• 1995 – a group of visionaries forms an association then known as “Fields of Flowers” with a goal of making flowers (especially lavender) a mainstay of the local economy and culture
• 1995 – the first lavender is planted in Sequim (other than a few plants that existed at one long-standing herb farm)
• 1996 – Curtis Beus joins WSU Extension in Clallam County, and begins programs in agritourism, marketing and value-added agriculture
• 1996 – The Fields of Flowers/Sequim 2000 group launches the Sequim “Open Aire Market” – the first local lavender is sold there during Summer
• 1996 – Sequim City Council adopts lavender as the official flower of Sequim
A Brief Chronology of the Lavender Industry in Sequim – cont’d

- 1997 – WSU Extension brings in Dr. Arthur Tucker from Delaware – dozens attend this day long “Lavender Field Day.”
- 1997 – 7 lavender farms are now nurturing over 10,000 lavender plants in Sequim
- 1997 – The first “Celebrate Lavender” festival is held in Sequim – estimated attendance for this first festival was 3,000
- 1998 – 11 lavender farms are now tending over 16,000 lavender plants
- 1998 – The “Fields of Flowers” group decides to disband
- 1999 – Sequim lavender farmers officially form the “Sequim Lavender Growers Association” (SLGA) with 12 members
- 2000 – WSU Extension and SLGA sponsor the 1st North American Lavender Conference in Sequim – over 300 attend
- 2001 – The 5th Sequim lavender festival draws an estimated 20,000 visitors
- 2001 – SLGA grows to 40 members, with an estimated 100,000 lavender plants being grown in Clallam County
- 2005 – WSU Extension & SLGA hold 2nd Lavender Conference
- 2006 – 10th annual Lavender Festival draws in excess of 35,000 people to Sequim
- 2006 WSU & SLGA hold 3rd North American Lavender Conference – 220 attend
- 2006 – There are about 40 lavender farms, cultivating over 250,000 lavender plants – with an estimated economic impact in the county of over $3 million
Thank you for joining us for the 10th Annual Sequim Lavender Festival! July 14, 15 & 16, 2006

Save the date!

11th Annual Sequim Lavender Festival! July 20, 21 & 22, 2007

We're leaving the 2006 information up for a while so you can see some of what to expect next year. We had a GREAT festival in 2006 and expect...
Let's take a look at some survey data compiled during the 2006 Sequim Lavender Festival

A total of 285 surveys were collected during the 3 day festival
How many years have you attended the Sequim Lavender Festival?

- 1st time: 57%
- 2nd time: 19%
- 3-4 times: 18%
- 5 or more: 6%

How many people are there in your group visiting the Sequim Lavender Festival this year?

- Average group size = 4.2
- Six surveys listed groups of 30 or more (bus tours)
- Subtracting bus tours, Average group size = 3.5
How far did you travel to attend this year’s Sequim Lavender Festival?

- Live locally: 20%
- 30 - 50 Miles: 16%
- 50 - 100 Miles: 26%
- 100 - 200 Miles: 14%
- Over 200 Miles: 23%
How many lavender farms (if any) that are on tour did you (or will you) visit during this year’s festival?

Average number of farms visited = 3.8

Did you (or will you) visit other area lavender farms during your visit to the festival that were not part of the official tour?

YES = 70    NO = 215

Average number of “other” farms visited by those who said YES = 2.0
How many hours would you say you spent/will spend visiting lavender farms over the entire 3 days of the festival?
How many hours would you say you spent/will spend at the Street Fair over the entire 3 days of the festival?

- Only visited lavender farms: 12%
- 0 hours: 12%
- 1-3 hours: 70%
- 4-6 hours: 15%
- 7-10 hours: 3%
- 11-15 hours: 0
- 16 or more hours: 0
**While in Sequim and Clallam County for the Lavender Festival, did you/will you do other tourism related activities?**

**YES = 99 (34.7%)**

*If “YES,” please use the lines below to tell us what other tourism activities or destinations you visited and participated in.*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
<th>Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk on Beach/Dungeness Spit</td>
<td>22</td>
<td>Golf</td>
<td>2</td>
</tr>
<tr>
<td>Shopping in Sequim</td>
<td>21</td>
<td>Visit Local Art Galleries</td>
<td>2</td>
</tr>
<tr>
<td>Local Restaurants and/or Bars</td>
<td>20</td>
<td>Visit Local Museums</td>
<td>2</td>
</tr>
<tr>
<td>Visit Nearby towns</td>
<td>15</td>
<td>Looked at Real Estate</td>
<td>2</td>
</tr>
<tr>
<td>Visit Hurricane Ridge/National Park</td>
<td>13</td>
<td>Visited area Farms</td>
<td>2</td>
</tr>
<tr>
<td>Hiking/Nature Walks</td>
<td>9</td>
<td>Dungeness Light House</td>
<td>2</td>
</tr>
<tr>
<td>Visit Olympic Game Farm</td>
<td>7</td>
<td>Ferry Ride</td>
<td>2</td>
</tr>
<tr>
<td>Visit Local/County Parks</td>
<td>6</td>
<td>Renaissance Fair</td>
<td>1</td>
</tr>
<tr>
<td>Sightseeing/Driving Back roads</td>
<td>5</td>
<td>Arts in Action Festival</td>
<td>1</td>
</tr>
<tr>
<td>Quilt Show</td>
<td>3</td>
<td>Movies</td>
<td>1</td>
</tr>
<tr>
<td>Crabbing</td>
<td>3</td>
<td>Farmers’ Market</td>
<td>1</td>
</tr>
<tr>
<td>Camping</td>
<td>3</td>
<td>Play at Dungeness Schoolhouse</td>
<td>1</td>
</tr>
<tr>
<td>Stay at B&amp;B</td>
<td>3</td>
<td>Fort Wayne</td>
<td>1</td>
</tr>
<tr>
<td>Visit Area Nurseries</td>
<td>2</td>
<td>Casino</td>
<td>1</td>
</tr>
<tr>
<td>Visit Antique Shops</td>
<td>2</td>
<td>Bicycle Riding</td>
<td>1</td>
</tr>
</tbody>
</table>
Below is a list of activities that take place during the Sequim Lavender Festival. Please indicate which are your top 5 favorite activities by placing a “1” next to your favorite activity, a “2” next to your 2nd favorite activity, etc., on down to a “5” for your 5th favorite activity.

<table>
<thead>
<tr>
<th>Activity</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visiting lavender farms on tour to see, pick, enjoy lavender</td>
<td>121</td>
<td>24</td>
<td>21</td>
<td>10</td>
<td>10</td>
<td>186</td>
<td>794</td>
</tr>
<tr>
<td>Shopping &amp; visiting lavender vendors at Street Fair</td>
<td>30</td>
<td>35</td>
<td>23</td>
<td>22</td>
<td>16</td>
<td>126</td>
<td>419</td>
</tr>
<tr>
<td>Shopping &amp; visiting vendors (non-lavender) at Street Fair</td>
<td>39</td>
<td>27</td>
<td>19</td>
<td>11</td>
<td>25</td>
<td>121</td>
<td>407</td>
</tr>
<tr>
<td>Shopping for lavender products at lavender farms on tour</td>
<td>11</td>
<td>51</td>
<td>22</td>
<td>25</td>
<td>19</td>
<td>128</td>
<td>394</td>
</tr>
<tr>
<td>Music &amp; entertainment provided at farms on tour</td>
<td>9</td>
<td>21</td>
<td>27</td>
<td>23</td>
<td>20</td>
<td>100</td>
<td>276</td>
</tr>
<tr>
<td>The food booths &amp; wine garden at Street Fair</td>
<td>11</td>
<td>23</td>
<td>25</td>
<td>20</td>
<td>11</td>
<td>90</td>
<td>273</td>
</tr>
<tr>
<td>Food provided at farms on tour</td>
<td>6</td>
<td>13</td>
<td>36</td>
<td>23</td>
<td>23</td>
<td>101</td>
<td>259</td>
</tr>
<tr>
<td>Vendors at the lavender farms on tour</td>
<td>1</td>
<td>19</td>
<td>21</td>
<td>30</td>
<td>19</td>
<td>90</td>
<td>223</td>
</tr>
<tr>
<td>Music on stage at Street Fair</td>
<td>8</td>
<td>12</td>
<td>11</td>
<td>17</td>
<td>16</td>
<td>64</td>
<td>171</td>
</tr>
<tr>
<td>Seminars &amp; classes held at lavender farms on tour</td>
<td>10</td>
<td>8</td>
<td>16</td>
<td>13</td>
<td>15</td>
<td>62</td>
<td>171</td>
</tr>
<tr>
<td>Visiting other lavender farms in area not on official tour</td>
<td>1</td>
<td>6</td>
<td>4</td>
<td>11</td>
<td>10</td>
<td>32</td>
<td>68</td>
</tr>
</tbody>
</table>

Points coded as follows: 1 = 5 pts.; 2 = 4 pts.; 3 = 3 pts.; 4 = 2 pts.; 5 = 1 pt.
Overall, how would you rate your experience at the 2006 Sequim Lavender Festival?
Thinking about all aspects of your visit to the Sequim Lavender Festival and the area (including transportation, lodging, festival publicity and information, other logistics, and activities related to the festival itself), what aspects of your overall experience would you identify that you think were handled in an outstanding manner?

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation/Busses</td>
<td>60</td>
</tr>
<tr>
<td>Hospitality/Service/Friendliness/Volunteers</td>
<td>37</td>
</tr>
<tr>
<td>The Lavender Farms/The Farm Tour</td>
<td>32</td>
</tr>
<tr>
<td>Street Fair/Vendors/Products</td>
<td>23</td>
</tr>
<tr>
<td>Publicity/Marketing of Festival</td>
<td>22</td>
</tr>
<tr>
<td>Everything</td>
<td>20</td>
</tr>
<tr>
<td>Overall organization/layout of event</td>
<td>19</td>
</tr>
<tr>
<td>Parking/Parking Attendants</td>
<td>16</td>
</tr>
<tr>
<td>Music &amp; Entertainment</td>
<td>13</td>
</tr>
<tr>
<td>Signage</td>
<td>12</td>
</tr>
<tr>
<td>Food/Food Booths</td>
<td>11</td>
</tr>
<tr>
<td>Information availability/dissemination</td>
<td>7</td>
</tr>
<tr>
<td>Website/internet</td>
<td>7</td>
</tr>
<tr>
<td>Maps/Program</td>
<td>6</td>
</tr>
<tr>
<td>Buttons – ease &amp; availability</td>
<td>5</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>5</td>
</tr>
<tr>
<td>Lodging</td>
<td>5</td>
</tr>
<tr>
<td>Traffic Control</td>
<td>5</td>
</tr>
<tr>
<td>Restrooms</td>
<td>3</td>
</tr>
<tr>
<td>Generosity of farmers time</td>
<td>3</td>
</tr>
<tr>
<td>City/Community Support</td>
<td>3</td>
</tr>
<tr>
<td>Pet-sitting</td>
<td>2</td>
</tr>
<tr>
<td>Farms off the tour</td>
<td>1</td>
</tr>
<tr>
<td>Quilt Show</td>
<td>1</td>
</tr>
<tr>
<td>Transportation to Victoria</td>
<td>1</td>
</tr>
</tbody>
</table>
Thinking about all aspects of your visit to the Sequim Lavender Festival and the area (including transportation, lodging, festival publicity and information, other logistics, and activities related to the festival itself), what aspects of your overall experience would you identify that you think need to be improved significantly?

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nothing</td>
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<td>Maps/Program</td>
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<td>Pet sitting/dogs</td>
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<td>ATMs</td>
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<td>Other Farms</td>
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<td>Buttons</td>
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<td>Access to farmers</td>
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<tr>
<td>Safety</td>
<td>1</td>
</tr>
<tr>
<td>Length of Festival</td>
<td>1</td>
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</table>
The following data were collected by organizers of the festival during the 9th annual Sequim Lavender Festival in 2005.

A total of 296 surveys were collected during the 3 day festival.
97% of attendees came by private automobile

With Whom Did You Travel?

- Brought their children: 19.50%
- Didn't bring their children: 80.50%
- Came w/ friends/relatives: 49.00% 50.40%
- Didn't come w/ friends/relatives: 11.80%
- Brought others' children: 50.40%
- Didn't bring others' children: 40.10%
- Attended with spouse: 59.90%
- Didn't attend with spouse: 40.10%
How Important was the Festival in Your Decision to Come to the Area?

- Very Important: 77.10%
- Important: 10.60%
- Somewhat Important: 7.60%
- A Little Important: 0.60%
- Not Important: 4.10%
How many nights will you stay in this area?

28% of respondents to the 2005 survey indicated that they were staying at least one night in the area.

If this sample of 296 festival attendees is representative of the whole, then approximately 8,400 visitors spend at least one night in the area during the festival (assuming a total attendance of 30,000).

For the 83 respondents who indicated they were spending at least one night in the area, the average stay is 3.4 nights.
How many total days do you plan to attend the festival this year?

- 1 Day: 55.00%
- 2 Days: 28.00%
- 3 Days: 16.00%
- 4 Days: 1.00%
How many years have you attended the Sequim Lavender Festival?
What is Your Age?*

* Note: This is the age of survey respondents only, and does not reflect the ages of all persons attending the festival
Gender of Respondents*

* Note: This is the gender of survey respondents only, and does not reflect the gender of all persons attending the festival
Highest Level of Education*

* Note: This is the education of survey respondents only, and does not reflect the educational level of all persons attending the festival.
Total Household Income*

* Note: 61 respondents did not answer this question
Let's take a quick photo tour of the 2006 Sequim Lavender Festival Street Fair.

Photo to the left was taken during the 4th Sequim Lavender Festival in 2000.

Compare photos of 2006 Festival to see how it has grown.
Welcome to the Lavender Festival
Welcome to Sequim lavender festival.

FARMS ON TOUR

Tickets - $10.00
Includes all Farms on Tour and Free Farm Tour Bus
Children 12 and Under -- Free Admission
Evolution of a Lavender Farm

ANGEL FARM

from 2000 to present

Newly planted in 1999-2000

Mid-season in 2004

Harvest Time 2005

Now let’s visit Angel Farm during the 2006 Lavender Festival
Evolution of a Lavender Farm

Purplehaze (LAVENDER)
from 1997 to present

Now let's visit Purplehaze during the 2006 Lavender Festival

Purplehaze's new drying and sales shed constructed in 2002

Purplehaze during fall of 2003 after pruning for winter

Purplehaze during 2004 Lavender Festival

Mike & Jadyne with 1 year old lavender in 1998
First planting of 'Grosso' as 2 year old plants

Evolution of a Lavender Farm
JARDIN DU SOLIEL
LAVENDER
from 2000 to present

Now let’s visit Jardin du Soliel Lavender during the 2006 Lavender Festival

First lavender festival at Jardin in 2002, before lower field was planted to lavender

Planting lower field with new plants in 2003

Lower field as 2 year old plants in 2005
Getting Weeds Under Control is often a huge problem -- 2002

Evolution of a Lavender Farm
PORT WILLIAMS
LAVENDER
from 2000 to present

Today, in 2006 the Farm is absolutely beautiful

Now let's visit Port Williams Lavender during the 2006 Lavender Festival

Hours & hours of labor to clean up the fields
Many area lavender farms are not on the official tour, but still benefit greatly from the festival. Graysmarsh farm, which grows berries and lavender does a big business the weekend of the festival.
WSU Extension and the SLGA have put on 3 major lavender conferences in Sequim. Here three Sequim lavender farmers conduct a panel on “A Year in the Life of a Lavender Farmer” during the 2006 conference.
How Has Lavender and the Festival Benefited Sequim?

• The lavender festival, lavender farms, and lavender related businesses add over $3 million annually to the local economy.
• The community of Sequim, its businesses, residents, and the city itself, have embraced lavender and use it prominently in landscaping.
• Lavender has become a source of pride for many community members.
• In many of its promotions and advertisements, the City of Sequim, its leaders and businesses proudly tout the city as the “Lavender Capital of North America.”
• Numerous retail shops have added lavender products, books, clothing, etc. to their product lines.
• Although limited in acreage, lavender farming has contributed somewhat to preserving farmland in the area.
• Lavender and lavender farming has increased the tax base of the community through sales taxes and also increasing property values and thus property taxes.
• Many businesses now stay open on weekends that formerly didn’t.
• Many people “discover” Sequim during the lavender festival, and subsequently buy property and move to the area (although this is a negative in some peoples’ minds).
“I don’t see any negatives. Although I guess you could say that we have to have more police on duty during the festival. But, what the festival brings to town – the positives are so much greater than the negatives that I really don’t see a negative impact. . . .I think it’s been nothing but positive. It doesn’t bring anyone to town that doesn’t talk positive about it. I don’t hear anything negative about it from visitors. I do get a few calls every year from local people who complain about things like exhaust from the busses, or people parking in front of their houses, increased traffic and congestion, this kind of thing. But it’s really very minor.

-- Walt Schubert, Mayor of Sequim

Without a doubt, the biggest negative issue related to the festival is traffic and congestion. This is especially true at a couple of the farms, and also on U.S. Highway 101 coming into town for the festival - it is becoming a “bottleneck.”

For the festival to grow, solutions to these traffic issues will have to be found.

Although most residents, like the mayor, view the industry and festival as positive, neighbors to many of the lavender farms or the street fair find it a major nuisance.
Will the Lavender Festival Continue to Grow?

“I think the festival will grow every year. I see it only getting bigger and better. One of my fears, honestly, is that it’s going to outgrow Sequim, and that they may move it out of town. I’m afraid that they might move it away from the downtown core, and that would hurt the businesses downtown, because all the businesses are benefiting.”

“When the street fair moved from Cedar Street down to 1st Street, the businesses downtown were “up in arms.” If it does in fact grow every year, it will outgrow 1st Street. Then, where does it go? Does it go out into the school property? If it can’t expand it’s going to go somewhere. It could go out to Carrie Blake Park or somewhere else like that away from downtown. That’s the only thing I worry about, because that would really hurt the downtown. My fear is that if you get people too far from the center of town, they’re simply not going to come downtown.”

-- Walt Schubert, Mayor Sequim

“I don’t think it can continue to grow indefinitely. In fact, I think we’re reaching a point where future growth will be very difficult. Highway 101 is already a major bottleneck, local lodging is a real issue, and congestion and traffic problems are getting to be a real problem. I also look at other communities around the region that are starting lavender festivals, and I think that competition will limit the growth of our festival.”

-- Marnie Hannan, Sequim Chamber of Commerce
Situation: Brantley County is located in Southeast Georgia in one of the fastest growing counties in the state. Because 70% of the people work outside the county, and often shop outside the county as well, the county has been called a bedroom community.

Object: Community partners in Brantley County, Georgia are working to develop a Festival to promote Brantley County food products and unique attractions to increase tourism business in our communities. Information about Brantley’s food products, wildlife, and other attractions (including a Confederate Memorial Wall and Museum, Confederate Park, and Twin Oaks Bluegrass Park) will be featured.

Methodology: Under the County Development Authority meetings were held to develop community partners and generate community interest.

The Exchange Club of Brantley County needed a project to raise money for their Project Fund. They decided to host “A Taste of Brantley,” thereby achieving both goals—a community-wide festival and a profitable fundraiser for the club.

Results: A Taste of Brantley was deemed a success with a festival that was well-attended, garnered regional attention and was a successful fundraiser for the Exchange Club of Brantley County. Attendees were treated to great food, entertainment, and chances to win local products.

The festival was scheduled to coincide with the Twin Oaks Bluegrass Convention, an event that twice-yearly attracts over 6,000 visitors to our county.
Travel Green Wisconsin

Steve Brachman
Waste Reduction Specialist
Solid & Hazardous
Waste Education Center

Overview

• What is Travel Green Wisconsin
• Pilot Program
• Survey Results
• Implications for Extension Educators
What is Travel Green Wisconsin?

• Voluntary certification program
• Allows businesses to evaluate goals and improve environmental footprint
• Preserves state’s natural resource, cultural and wildlife assets
• Establishes unique marketing presence.

Key Goals of TGW

• Be entirely voluntary.
• Be simple and affordable.
• Be adaptable and available to the full variety of business types that serve travelers.
• Make good business sense by offering identifiable cost savings to participants.
• Increase awareness of environmentally sustainable business practices.
• Provide a marketing advantage for program participants as well as the state.
• Lead to measurable environmental improvements.
History

- Reflects Wisconsin’s long history of stewardship
- Began in 2004
- Key partners:
  - Department of Tourism
  - Wisconsin Environmental Initiative
  - UW Extension
- Formed sustainable tourism ad hoc committee
- Designed certification program

Phase 1 - Pilot Program 2005

- Identified 4 geographic areas of state
- Recruited diverse participants to test certification process
- Evaluated results
Certification Components

• Complete checklist
• Rated in 9 areas:
  – Communication/ED
  – Waste
  – Energy Efficiency
  – Water Conservation
  – Air Quality
  – Wildlife/Landscape
  – Transportation
  – Purchasing
  – Local Community Benefits
Certified Pilot Businesses

- 30 as of Sept 1, 2006
- Checklist point score ranged from 34 to 110
- Wide variety of businesses:
  - Hotel/Motel/B&B 10
  - Chambers 3
  - Food 5
  - Arts 2
  - Recreation 10

Evaluation Results
Ease of Using Checklist

Diagram showing the ease of using the checklist with different categories for registration info, checklist, and n=21.
Checklist Improvement Suggestions

- Tailor to business type
  - Some info not applicable
- Baseline info difficult for renters
- Create online form
- Communication section most difficult
  - needed to plan for future
- Sample business would be helpful
- Took time, but worth it

Travel Green Resources

![Bar chart showing the usefulness of Kickoff Meeting, Website, and Checklist](image)
Additional Resources Needed

- Suggestions:
  - Other certified business contacts
  - More info on web
  - Create Green Book with resources
  - Sector based workshops

Implications for Extension

- Define role re: statewide expansion
- Research on reaching the green consumer
- Marketing
- Improvements to web site
- Tourism team focus opportunities
  - Training
  - Pollution prevention technical assistance
Several opportunities to network and learn from professionals;

- Internship and professional employment opportunities through direct contacts assisted through the UCFC members and TIES international organizations and programs;
- Engagement in international perspectives on sustainable tourism;
- Exceptional experiential learning opportunities;
- Resume builders for their professional development "toolkit".

University Consortium Members:
- The opportunity to set your program apart and offer unique learning options, domestically and internationally;
- The program meets partial degree requirements of recreation, park, and tourism programs;
- Excellent recruitment opportunities for the University and department press releases and student visits to agencies across the county internationally;
- Develops University and department contacts with a wide range of professionals;
- Increased program offerings without increasing faculty teaching;
- Opportunities for creative faculty involvement, without the planning and budgeting challenges;
- Expanded multi-disciplinary opportunities university and industry wide.

I. Coursework (9 semester credits)

Sustainable Tourism Development

Courses in social/cultural development; economic development; environmental

II. International Study Abroad

Some aspect of ecotourism/sustainable tourism development
Ongoing Efforts in Economic and Community Development in Utah Related to Outdoor Recreation and Tourism: What’s Going On and Who Are the Players?

Steve Burr
Institute for Outdoor Recreation and Tourism
Utah State University

2006 National Extension Tourism Conference
Burlington, Vermont
September, 12, 2006
USU’s Institute for Outdoor Recreation and Tourism

- In 1998, Utah State Legislature approved Senate Bill 35...
- To provide continuing funding to Utah State University...
- To establish and support an interdisciplinary program of research, extension, and teaching...
USU’s Institute for Outdoor Recreation and Tourism

To provide a better understanding of the relationships between:

- outdoor recreation and tourism;
- natural resources management;
- community economic vitality;
- and quality of life issues for the citizens of Utah.
A Program Framework for IORT

USU-IORT Functions
- Research
- Extension
- Teaching

Research/Extension Topics
- Outdoor Recreation/Tourism Issues
- Community Sustainability (Social & Economic)
- Environmental Sustainability (Environmental & Economic)

Statewide Collaboration and Coordination
Ongoing Efforts in Economic and Community Development in Utah Related to Outdoor Recreation and Tourism: What’s Going On and Who Are the Players?

- 2005 Utah Tourism at a Glance
- Tourism and Public Lands: The Case of Utah
- Governor Jon Huntsman, Jr.’s Administration
- Ongoing Efforts in Economic and Community Development in Utah Related to Outdoor Recreation and Tourism: What’s Going On and Who Are the Players?
- 1995 Passage of Utah Senate Bill 1002
- Utah Office of Tourism and Board of Travel Development
- America’s Public Lands Group
- Governor’s Outdoor Recreation Task Force
- Other Players
- Utah Tourism as a Part of the Economic Mix
- What’s Important for the Success of Tourism in Utah?
Context of Presentation

- Case Study of Tourism Development Efforts in Utah
- Larger, Statewide Scale Involving USU Cooperative Extension
- IORT’s Role
  - Consulting/advising on policy, planning, management
- A New Role for Extension
2005 UTAH TOURISM AT A GLANCE

Utah Office of Tourism
Governor’s Office of Economic Development

- Estimated 18.2 million non-resident tourism arrivals in Utah
- Estimated 650,000 international visitors (3.6% of total visitation)
- Nearly $5.5 billion in traveler spending for the Utah economy
- Generated $433 million in state and local tax revenues
2005 UTAH TOURISM AT A GLANCE

Utah Office of Tourism
Governor’s Office of Economic Development

- 5.3 million recreation visits made to Utah’s five National Parks
- 4.9 million recreation visits at Utah’s seven National Monuments, two National Recreation Areas, and one National Historic Site
- 4.1 million skier days at Utah’s 13 Ski Resorts (2005/2006 season)
- 4.4 million visitors enjoyed Utah’s 41 State Parks
Tourism is among Utah’s “Top 6” Employment Sectors

119,900 total jobs in travel and tourism related industries
- 82,400 direct tourism jobs
- 37,500 indirect tourism jobs

Represents about 10% of total non-agricultural employment in the state (about one in every ten jobs)
Tourism and Public Lands

- A powerful combination… Leisure Travel and America’s Great Outdoors
- Public lands will continue to increase in importance as a primary destination for a growing number of outdoor recreation activities and tourism businesses centered on highly scenic landscapes and natural resources.
<table>
<thead>
<tr>
<th>Utah Land Ownership</th>
<th>Number of Acres</th>
<th>% Total</th>
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<tbody>
<tr>
<td>Total Acres in State</td>
<td>52,634,758</td>
<td>100.0%</td>
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<tr>
<td><strong>Federal Lands</strong></td>
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<tr>
<td><strong>BLM</strong></td>
<td>22,617,292</td>
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<td><strong>USDA Forest Service</strong></td>
<td>7,256,699</td>
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<td><strong>National Recreation Areas</strong></td>
<td>1,126,815</td>
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<td><strong>National Parks/National Monuments</strong></td>
<td>903,436</td>
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<td><strong>National Wildlife Refuges</strong></td>
<td>62,034</td>
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<td><strong>Wilderness Areas</strong></td>
<td>762,973</td>
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<td><strong>Other Federal Land</strong></td>
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<td><strong>State Lands</strong></td>
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<td><strong>State Trust Lands</strong></td>
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<td><strong>Utah State Wildlife Reserves</strong></td>
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<td><strong>State Sovereign Lands</strong></td>
<td>181,180</td>
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<td><strong>Utah State Parks &amp; Recreation</strong></td>
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<tr>
<td><strong>American Indian Lands</strong></td>
<td>2,439,176</td>
<td>4.6%</td>
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<tr>
<td><strong>Private Lands</strong></td>
<td>11,527,023</td>
<td>21.9%</td>
</tr>
</tbody>
</table>

Source: GIS Database 2004
Governor Jon Huntsman, Jr.’s Administration

- Recognizes outdoor recreation and tourism as important components in the economic mix of the state.
- Supports current initiatives to:
  - increase Utah's marketing efforts;
  - strategically incorporate tourism into mainstream economic development;
  - actively promote responsible hunting, fishing, and outdoor recreation;
  - recruit conventions, conferences, and tourists;
  - increase the reinvestment of tourism-generated revenue for the benefit of growth in the tourism industry.
**Goal of Economic Development**

- Protection & Management of our Outdoor Recreation “Gems”
- Collaborative Partnering
- Business Opportunities in “Gateway” Communities
- Sustainable Development & Use of our Natural Resources focused on OR and Natural Resources-Based Tourism
- Related/Contributing to Community Vitality/Viability and Quality of Life for all Utahns

**THE CHALLENGE**

What are the charges/mandates/interests of these different entities and how can ends be achieved through collaborative efforts?
1995 Passage of Utah Senate Bill 1002: The Utah Office of Tourism “Performance-Based Funding for Tourism”

- Established Utah Office of Tourism in the Governor’s Office of Economic Development
- Established Board of Tourism Development
- Appropriated $14 million to the Tourism Marketing Performance Account (General Fund)
  - $10 million FY2005-06 (Year 1)
  - $4 million FY2006-07 (Year 2)
  - Possible $4 million additional in FY2006-07 (Year 2)
- “To provide a set-aside of a percentage of the increase in tourism generated tax revenue as a funding source for increased tourism promotion”
- Funding supports increased marketing, advertising, and branding campaign for the promotion of Utah tourism
- 20% of funding for Co-Op Program for cities, counties, and non-profit DMOs to advertise and promote tourism to out-of-state visitors
Utah Office of Tourism

- **Mission:**
  To make Utah a better place to live by improving the economic contribution of tourism.

- **Offers a number of programs to assist Utah's tourism industry:**
  - cooperative marketing and advertising
  - research and planning
  - publications and information services
  - travel trade development
  - media relations
  - interagency projects
Utah Office of Tourism
Board of Tourism Development
Modification of Utah Senate Bill 1002

- Charged to advise the UOT on:
  - its planning, policies, and strategies
  - trends and opportunities for tourism development that may exist in various areas of the state

- 13 members representing:
  - six different geographic areas of the state
  - diverse mix of business ownership/executive management of tourism related industries in the state
  - Utah Association of Counties
  - Utah Tourism Industry Coalition
  - Academia, Extension, and Research

- Marketing Committee
- Co-op Program Committee
- Legislative and Public Lands Committee
Utah’s New Brand Getting Last Minute ‘Touch-Ups’ Before Unveiling Feb. 8th”

Deseret News 1/7/06

- Utah Office of Tourism’s (UOT) Board approved the new branding platform.
- Authorized Marketing Committee to work with UOT staff and W Communications to:
  - Finalize creative elements
  - Draft marketing plan
  - Launch marketing plan
- Celebrates Utah’s tourism products, experiences, and quality of life.
Utah Office of Tourism Board of Tourism Development

- Approved almost $2 million in funding for Co-Op Program (FY 05-06) for cities, counties, and non-profit DMOs to advertise and promote tourism to out-of-state visitors

- Accepting applications for FY 06-07:
  - $2.2 million available
  - UOT provides co-op workshops for applicants
  - Will review and subsequently approve in September/October
Utah Office of Tourism
Board of Tourism Development

- Engages the State Legislature
  - Liaison to UTIC

- Accountability Measures
  - Transient Room Tax up 12% compared to 2004-05
  - Municipality Transient Room Tax up 21.3%
  - Resort Communities Tax up 9.0%
  - Tourism, Recreation, Cultural, Convention Tax (TRCC) up 25.0%
  - Local Sales and Use Tax up 14.6%
  - State Sales and Use Tax up 10.2%
    (Statewide numbers for fiscal year 2005-06—second quarter; State Tax Commission)

- Engages Federal and State Public Lands Management Agencies
  - Liaison to America’s Public Lands Group
America’s Public Lands Group and the Utah Office of Tourism

- America’s Public Lands Group in Utah reformed at the recommendation of the Legislative Task Force on Tourism
  - U.S. Forest Service, National Park Service, BLM, U.S. Fish & Wildlife Service, and Utah State Parks
- General Purpose: Improve communication, cooperation, and collaboration among federal and state land management agencies and the UOT with respect to marketing Utah’s great outdoors
Issues and needs identified:
- Differentiation between marketing and “overuse” of public lands
- “Message” sent out to prospective visitors about Utah’s public lands must be accurate and tell the actual story.
- Agencies and UOT need to work cooperatively in marketing and promotion efforts
  - UOT’s informational “one-sheeters” (hiking, biking, OHV riding, heritage, paleontology, birding, etc.)
  - UOT links to agency websites for visitor information/activities
- Agencies’ National Tourism Programs Goals/Objectives
  - Generally, for agencies to work collaboratively with local communities, counties, and states to facilitate economic development opportunities related to recreational and tourism use on public lands
  - Determine how to make these efforts work effectively in Utah through collaboration
Governor’s Outdoor Recreation Task Force

- Identify Utah’s premier outdoor recreation destinations and natural assets.
- Identify the state’s “recreation gems.”
- Identify state’s rural areas with a focus on public land recreation opportunities, wildlands, and cultural and heritage resources.
- Identify protection and/or management needs.
- Work with local, state, and federal governments and agencies to facilitate and develop sustainable protection and proper management.
- Work with local, state, and federal governments and the tourism industry to promote local recreation assets and outdoor recreation to the benefit of local communities and rural economies.
- Identify information sources and technologies that will contribute to identifying and marketing outdoor recreation opportunities.
Governor’s Outdoor Recreation Task Force

- Chaired by Lieutenant Governor with representation from:
  - Governor’s Office of Planning and Budget
  - Department of Natural Resources
  - Public Lands Policy Coordinating Office
  - Utah Office of Tourism
  - County Commissioners and County Councils
  - Tourism Industry
  - Tourism Promotion/Marketing Industry
  - Tourism Academic Field
Governor’s Outdoor Recreation Task Force

- Sub-committees dealing with issues:
  - Green River Corridor
  - Mexican Mountain (WSA)
  - Cache County Recreational Travel Conflict
  - State Park System Expansion
  - Legislative Involvement
  - School and Institution Trust Lands Admin.
  - Compiling the state’s “Gem List”
**Ongoing Efforts in Economic Development in Utah**

**Related to Outdoor Recreation and Tourism**

**What’s Going On and Who Are the Players?**

---

**Goal of Economic Development**

- Protection & Management of our Outdoor Recreation “Gems”
- Collaborative Partnering
  - Business Opportunities in “Gateway” Communities
- Sustainable Development & Use of our Natural Resources focused on OR and Natural Resources-Based Tourism
- Related/Contributing to Community Vitality/Viability and Quality of Life for all Utahns

---

**THE CHALLENGE**

What are the charges/mandates/interests of these different entities and how can ends be achieved through collaborative efforts?
Utah Tourism as a Part of the Economic Mix

- The Economic Development Challenge: Achieving a Balance with...
  - Small Business Development
  - Manufacturing
  - Farming, Ranching, and Logging
  - Mining and Energy Development
  - ...and Tourism

- With a Focus on Sustainable Development and Use of our Natural and Cultural Resources
What’s Important for the Success of Tourism in Utah?

- Branding and Marketing
  - Utah Office of Tourism’s marketing of Utah’s attractions and destinations
  - Travel Regions’ marketing of regional attractions and destinations
  - County Travel Councils’ marketing of county attractions and destinations

- Communication and Education to increase awareness of the importance of tourism to the state
  - Hospitality & Customer Service Training
  - Degree programs in recreation, parks, tourism, and hospitality management at institutions of higher education in the state
What’s Important for the Success of Tourism in Utah?

- **Research**
  - Market research
  - Research on tourism’s economic, social, and environmental impacts

- **Travel and Tourism Development Grants**
  - To support “grassroots” tourism development efforts in Utah’s counties and communities

- **Support for Trails**
  - For development and maintenance

- **Active collaboration and cooperation in partnerships with Federal and State Land Management Agencies**
Ongoing Efforts in Economic and Community Development in Utah Related to Outdoor Recreation and Tourism: What’s Going On and Who Are the Players?

Dr. Steve Burr
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Visit the IORT Website at extension.usu.edu/cooperative/iort
Guidelines for Developing and Marketing Agritourism Attractions in Alabama

Sustainable Tourism

“Sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.”

World Tourism Organization
Sustainable Tourism

Principles:
• Minimizes environmental impacts using benchmarks
• Improves contribution to local sustainable development
• Lowest possible consumption of non-renewable resources
• Sustains the well-being of local people
• Stresses local ownership
• Supports efforts to conserve the environment

The Sustainable Tourism Market

LOHAS (Lifestyles of Health and Sustainability) consumers
63 million people
Market representing more than $226 billion in annual sales in US
Market greater than $540 billion worldwide (LOHAS)

36% of adult American travelers (55.1 million) can be classified as sustainable tourists (TIA)
Sustainable Tourism Programs in Alabama

- Alabama Agri-tourism Trail
- Alabama Communities of Excellence
- Alabama-Mississippi Rural Tourism Conference
- Outdoor Alabama Partnership
- Alabama Scenic Byways
- Gulf State Park Partnership
- AU Eco-tourism Initiative
- Alabama Wildflower Advisory Committee

Alabama Agri-Tourism Partnership

Partners:
- Alabama Bureau of Tourism and Travel
- Alabama Cooperative Extension System
- Alabama Department of Agriculture and Industries
- Alabama Farmers Federation

Established:
June 2003
Purpose:

- Short term – develop and market existing agri-tourism attractions through the Alabama Agri-Tourism Trail

Agri-Tourism

“a commercial enterprise at any agricultural operation, including horticultural and agribusiness, conducted for the enjoyment of visitors that generates supplemental tourism income for the owner.”
Activities & Attractions

- Farm tours
- Bed & Breakfasts
- Roadside stands & markets
- U-pick operations
- On-farm sales
- Festivals or fairs
- Agriculture related crafts/gifts
- Guided crop tours
- Garden/nursery tours
- Winery tours
- Historical agricultural exhibits
- Exotic animal farm
- Farm visits & stays
- Mazes (corn, hay)

- Holiday visits/tours
- Hay rides
- Barn dances
- Petting zoo
- Photography/painting
- Camping & picnicking
- Habitat improvement projects
- Bird watching
- Wildlife viewing
- Hunting dog training & competition
- Trap & skeet shooting
- Fee fishing
- Fee hunting
- Farm skills/ farm work

Product of the Partnership

- Assessment of existing agri-tourism attractions in Alabama.
- Comprehensive inventory that is updated periodically.
- High quality advertisements (print and web) to promote a single web site to allow tourists to identify agri-tourism attractions that are currently available to travelers.
- Web site that will identify, by category and location, agri-tourism attractions. Key will be keeping the site up-to-date.
- Marketing of Agri-Tourism Trail, including links with Partners’ web sites – links should be prominently featured in each of these web sites.
- Development of a series of workshops, seminars and publications to assist farmers and entrepreneurs in the development of future agri-tourism attractions.
- Certification of attractions on the Alabama Agri-Tourism Trail.
Alabama Cooperative Extension System
• Development of a comprehensive state-wide agri-tourism inventory.
• Periodic updating of inventory.
• Development of web site with close coordination with the other Partners.
• Maintenance of web site with periodic contact of all listed attractions to ascertain the validity of all entries.
• Market the Agri-Tourism Trail – promotion of web site in Extension publications, etc.
**Marketing Strategy**

- Very limited marketing resources.
- Rely upon existing in-house personnel.
- Utilize agency/organizational web sites.
- Use in-house publications.
- Emphasize direct contact with clients and stakeholders.

---

**Marketing Strategy**

- Phase I
  - Web site will initially be marketed toward potential attractions (farmers, entrepreneurs, agri-businesses, etc.) encouraging them to list their attractions as components of the Alabama Agri-Tourism Trail.
  - Require a critical mass of attractions by both categories and geographic areas to have a viable trail to market to tourists.
**Marketing Strategy**

- Phase II
  - Web site will be marketed to travelers once the comprehensive agri-tourism inventory has been established.
  - Travelers will have additional opportunities to experience the heritage and culture of the local area.
  - Communities will have additional attractions to include in their marketing mix and increase their tourism revenues.

**Marketing Examples**
Marketing Examples

AgriTourism
in Alabama

neighbors
A Publication of the Alabama Farmers Federation

Marketing Examples

AgriTourism
in Alabama

Explore Our Roots

www.AlabamaAgriTourism.com
Marketing Examples

Marketing Examples

AgriTourism in Alabama

Neighbors
Many Faces, One Voice
Marketing Examples

[Images of AgriTourism in Alabama with Marketing Examples]
Marketing Examples

Desired Results of Partnership

- Added revenues for farmers and agri-businesses
  - Over 10% decrease in number of Alabama farms in past 10 years
- Increased attractions for small communities
  - Increase critical mass of attractions and likelihood tourists will visit and spend more money
**Strengths of Partnership**

- Shared goals and vision.
- Each partner is a strong, state-wide organization.
- Each has a significant role/niche.
- Each has made substantial contributions.
- Strong group ownership – lack of egos.
- Informal, flexible organizational structure.

**Weaknesses of Partnership**

- Limited funding for the program.
- Lack of comprehensive inventory.
- All participation is voluntary.
- Active involvement is limited to a few individuals in each organization.
- Current activities focused on existing attractions.
- Quality control of listed attractions.
- Keeping web site current.
Current and Future Projects

- Expanding listings.
- Expand marketing efforts.
- Self Verification System.
- Workshops and seminars – develop future attractions.
- Photographs of all attractions on web site.
- Publications – address critical issues (liability, marketing).
- Explore certification program.
- Develop a Regional (Southeast US) Trail (??).

States with Agri-Tourism Web Sites

- Wisconsin visitdairyland.com
- California calatour.org
- Illinois agritourism.uiuc.edu
- Vermont vtfarms.org
- North Carolina ncaag.com/NCproducts/indes.htm
- Tennessee picktnproducts.org/tourism/index.htm
- Kentucky (west) thinkwestkentucky.com
- Alabama AlabamaAgriTourism.com
Developing an Agri-Tourism Attraction in Alabama

- What is Agri-Tourism?
- Is Agri-Tourism for me?
- Assessing your property/attraction.
- Pricing considerations.
- Developing a business plan.
- Accessibility and environmental considerations.
- Marketing factors.
- Developing partnerships.
- Risk assessment and management.
- Resource materials and acknowledgements.
What is Agri-Tourism

- Background of agri-tourism.
- Agri-tourism defined.
- Why consider developing an agri-tourism attraction?
- Keys to success.

Is Agri-Tourism for me?

- Personal assessment.
- Advantages and disadvantages.
- Goals and objectives.
- Visit an existing agri-tourism business.
Assessing your property/attraction

- Inventory your resources.
- Location.
- Make access easy.
- What would tourism’s role be in my farm operation?

Pricing considerations

- Cost-based pricing.
- Pricing based on your competition.
- Seasonal pricing.
- Value pricing.
- Tour groups.
Developing a business plan

- Executive summary.
- Mission statement.
- Your business concept.
- Measurable goals and objectives.
- Industry research and market analysis.
- Management needs and history.
- Marketing strategy.
- Financial strategy.
- Appendix.

Accessibility and environmental considerations

- Accessibility.
- Environmental considerations.
- Animal welfare.
Marketing factors

• Market analysis.
• Marketing mix.
• Evaluation.
• Collaboration.

Developing partnerships

• Alabama Agri-Tourism Partnership.
• Regional tourism organizations.
• Tourism industry in Alabama.
Risk assessment and management

- Strategies to reduce risk.
- Farm-safety risk management.
- Financial risk management.
- Insurance.

Resource Materials

- Agritourism and Nature Tourism in California – A How-To Manual for Farmers and Ranchers, Small Farm Center, University of California, Division of Agriculture and Natural Resources.
- Agri-Tourism, Virginia Cooperative Extension, Virginia Polytechnic Institute and State University.
- Photographs – Alabama Farmers Federation.
Recent trends affecting tourism

- Consumers are tired of the same old trip
- Consumers are more willing to take risk
- Consumers are seeking emotional connections with people and place
- Consumers are interested in meaningful and educational experiences
- Consumers are traveling closer to home
- Consumers are shopping on the Internet

Integrated Rural Tourism Elements

- It is place based and authentic reflecting the realities of rural life patterns
- Includes a central theme or focus
- Combines visits to natural and human communities
- Is the bridge between urban and rural dwellers
- Linkages within rural communities are encouraged to deliver the tourist experience
- Associations provide support systems for those delivering the tourism experience
- Education is the cornerstone of the experience for both visitor and host

Integrated rural tourism highlights elements of the complex web of rural life patterns
Integrated Rural Tourism Themes

- regional cuisine
- small-scale farming
- artisans
- forestry and wood
- architecture
- birds
- coffee
- rivers and streams
- mountain habitats
- rural health issues
- education

The Ordinary for the Host Community Becomes the Extraordinary for the Visitor

Factors Affecting Rural Tourism Development

Opposing Factors

- Enormous financial strength & market presence of traditional tourism companies.
- Fear of traveling because of terrorism.
- Shrinking time for travel among consumers.
- Lack of knowledge among consumers.

Factors Favoring

- Dissatisfaction among consumers with traditional tourism.
- Urban populations seeking peaceful feeling of rural areas.
- Improved rural tourism products.
- Growing expertise in developing and promoting rural & ecotourism

White Mountain Destination
Twin Mountain New Hampshire Gateway to White Mountains: Hotels, Motels & Lodging
1. Mountain View Grand Resort
2. Highland Center Crawford Notch
3. Mount Washington Hotel
4. The Mount Washington Hotel & Resort
5. Bretton Arms Country Inn
6. The Lodge At Bretton Woods
7. Townhomes At Bretton Woods
8. Northern Star Inn

Stowe Vermont

- Stowe Mountain Resort adding nearly 1000 beds to the resort
- Stowe proper has about 1,600 bed base
- Stowe Area Association represents most independent hotels and restaurants
- High numbers of second home owners in the Stowe area already
- Pressure on independent hotel owners

Enterprise Associations

- Membership groups focused on rural tourism development through collaboration
- Membership consists of NGO's, Governmental and Private Sector orgs.
- Structured to level the playing field and provide opportunities for small to medium enterprises seeking to succeed in tourism
Enterprise Associations

Act as a representative to the outside world

A center for capacity building and strengthening for members.

An umbrella under which multi-stakeholder collaborations occur.

Provide the necessary framework within which diverse groups can work to achieve the goal of socio-economic development.

Critical Success Factors For Agrotourism Enterprises

- Location – Proximity to area attractions
- Strong Social Skills – Acting and Stage Skills
- Marketing/understanding customer expectations and core requirements
- Finance/Enterprise analysis
- Product/service quality
- Passion for Learning and Creativity
- Willingness to Change
- Ability to Match Core Assets w/Customer Requirements
- Ability to Manage the Visitor Experience

Functions of Enterprise Associations

- Provide forum for training and education
- Support mechanisms
- Strength in numbers
Enterprise Association Membership

• Private sector enterprises,
• Local NGO’s supporting tourism and related development efforts,
• Regional or National NGO’s supporting tourism development,
• Local officials representing and supporting community needs and economic development initiatives,
• International NGO’s supporting community socio-economic development and capacity building initiatives,
• International Governmental organizations such as U.S. Peace Corps supporting and contributing to local tourism initiatives.

Roles of an enterprise association

• Capacity building
• Training and development
• Financial planning assistance
• Marketing Services
• Grant writing and grants management
• Collection and distribution of funds for community projects
Vermont Information Centers

- Partners in Promoting Vermont Businesses

Visuals Help Tell The Story

Other Important Roles for Enterprise Associations

- Enterprise associations can also become a clearing house for information for visitors and for members of the association. An association can work as a tour operator, a reservation center, a travel information center, and a whole host of other roles that support the member enterprises.
Northeast Kingdom Travel and Tourism Association

- Research drives marketing
- Mission is focused on increasing visitor numbers to Northeastern Region of State
- Umbrella organization with all nine chambers from the region included in the 122 strong membership
- Collaboration with other groups working to promote the region
- Visitor growth rate faster than other regions in Vermont measured by rooms and meals taxes

U.S. Visitors to the NEK: Activities While Visiting the NEK

- Cultural Activities: 12
- Antiques: 16
- Golf: 17
- Hiking: 2
- Kayak: 3
- Visit Friends: 10
- Canoe: 4
- Relax at Destination: 11
- Wildlife Viewing: 14
- Bicycling: 8
- Historic Sites: 11
- Shopping: 15
- Series 1

Nulhegan Gateway Association

- Mixed membership from public and private sectors including Federal Wildlife Refuge
- Mission to conserve watershed of upper-Connecticut River Valley
- Won $99K grant from USDA Rural Development to Create with National Geographic Traveler a Geotourism Map.

Most Common Places of Origin

- Zip code analysis
  - U.S. Visitors to the NEK
    - Summer N=327
      - MA = 26%
      - NY = 10%
      - CT = 15%
      - NH = 7%
      - 3 States = 53%
      - 4 States = 60%
    - Fall N=48
      - MA = 25%
      - NY = 12%
      - CT = 7%
      - NJ = 7%
      - NH = 5%
      - 3 States = 53%
      - 4 States = 60%
      - 5 States = 49%

- MA = 26% - MA = 25%
- NY = 10% - NY = 12%
- CT = 15% - CT = 7%
- NH = 7% - NH = 5%
- 4 States = 60% - 4 States = 60%
Main Benefits to Members

- People learn from sharing experiences within a formal organization with guided forums for discussion and learning
- Enterprises can support one another to compete in the wider economy
- There is strength in numbers

Barriers to Success

- Conflicts of interest
- Resource allocation issues
- Power struggles
- High turnover
- Stakeholder characteristics
- Poor communication
- Self interest of stakeholder organizations
- Different methodologies and philosophies

Tool to Enhance Opportunity for Success

Interactions Planning Process

- A plan or roadmap for stakeholders
- Progress reports and updates
- Accounting of the project and process
- Details characteristics of current and former members
- Orientation tool for new members
- Historical document for existing members

Potential Membership Benefits

- Access to marketing and promotional materials
- Access to tourist markets
- Central reservation service
- Low interest financing
- Internet website
- Toll free telephone number and fax number
- Sales person or team
- Legal representation
- Expanding database of customers and potential customers
- Role in allocating funds collected for disbursement to community initiatives
- A voice in how tourism develops in the community
- Access to support services via NGO and other expert members
- Periodic meetings to share ideas with membership
- Access to small grants when available
- Accounting services
- Financial advice
- Links to local, regional, national, international govt. institutions
Moosalamoo Association

- Blueberry Hill Inn
- Branbury State Park
- Addison County Chamber
- Brandon Area Chamber
- Green Mountain National Forest
- Catamount Trail Association
- Green Mountain Club
- Waterhouses Campground & Marina
- New England Woodcraft
- Keewaydin
- Spirit In Nature
- Otter Creek Audubon
- Churchill House Inn
- And more....

Strength In Numbers

We recognize leading examples in the tourism industry that are helping to protect our planet's natural and cultural heritage. The World Legacy Awards honor businesses, organizations and places that have made a significant contribution to promoting the principles of sustainable tourism including the conservation of nature, economic benefit to local peoples and respect for cultural diversity.

2004 Finalists

- Nature Travel
  - Chumbe Island Coral Park, Ltd.
  - Kwandwe Private Game Reserve Destination Stewardship
  - Jurassic Coast, UK
  - Moosalamoo Region, Vermont, USA

- Heritage Tourism
  - Moki Treks, Inc.
  - Campi ya Kanzi

- Hotels and Resorts
  - Turtle Island Resort, Fiji
  - Voyages Hotels and Resorts, Australia
Network Structure of Community Collaboration in Rural Tourism Development

Introduction

- Steps of collaboration in the context of rural tourism development
  - Problem-Setting
  - Direction-Setting
  - Implementation
Introduction (cont’d)

- Benefits for rural communities to collaborate
  - Overcome Power Imbalances
  - Creating Interdependency
  - Equal Representation for Stakeholders

Introduction (cont’d)

- Circumstances under which collaboration works
  - When results are sustainable and maintained.
  - When knowledge is shared among social networks. i.e. Tourist, constituents, politics, and communities organizations
Introduction (cont’d)

- Challenges associated with collaboration
  - Commitment/Involvement
  - Feasibility
  - Support

Purpose of the Study

To understand the network structure of community collaboration and how it can aid stakeholders to develop specific strategies for achieving a common goal.
Methods

- 9 Personal Interviews
- Conducted in the Spring of 2006
- Individuals who are knowledgeable about rural tourism in Missouri

| Legislators (3) | Developers (3) | Landowners (3) |

Interview Questions

- Do you feel that collaboration is a necessary tool in rural tourism development?
- What are some challenges that you see in creating collaboration in a rural communities?
- What steps do you believe are vital to creation a collaborative effort with in a community?
Interview Questions (cont’d)

- What kinds of public policies do you suspect hurt the development of rural tourism?
- How big of a role do politics seem to play whether it be local, state, or federal government play in a rural community?
- What kind of support from the community do you look for?

Results

- Legislators
  - Communication

  “A plan will be accepted more readily if it is communicated well and distributed throughout the community”

  “Communication is everything. Individuals whether they are key or not need to know what is going on”

  “When people understand what you are trying to accomplish in their community they are more accepting towards ideas rather than in fear of them”
Results (cont’d)

- **Developers**
  - **Community Leaders**
    - “The need for a product or service from a developer needs to be supported by the community leaders”
    - “You need to have encouragement from city council and city leaders, church groups, lions club etc…”
    - “Federal money is often needed in these rural communities to attract private funds due to the risk”

Results (cont’d)

- **Landowners**
  - **Sustainability**
    - “The biggest problem in rural development is lack of planning or poor planning”
    - “Collaboration is vitally important for sustainability. Even if it is private funds the development still has to sustain itself in the community”
Social Capital

The core idea of social capital is that social networks have value, as interaction and connections develop shared norms, trust and reciprocity that in turn foster cooperation to achieve common ends.
Recommendations

- Studies should be conducted outside of Missouri

- More in-depth analysis
  - Examine how resources should be used
Change through Tourism: Resident Perceptions toward Tourism Development in the area of the Big Bend National Park

Study by Min Sun Doh
Presented by Miles Phillips

Background of the Study

Role of National Parks in the sustainable development of rural areas of America

Not all stakeholders will be content with associated changes: Different attitudes from different groups of people

• What are the local residents’ perspective?
Introduction

Rural regions of America are changing in significant ways (Hall, Roberts and Mitchell 2003)

- Tourism is considered as a source for revitalization, diversification of a community, and protection and enhancement of resident quality of life

Tourism development inevitably influences the corresponding community

- Some of the rural communities are facing problems associated with rapid growth
- Rapid development contributes to economic, social, cultural and environmental changes in the area

Purpose of Study

- To investigate what factors affect people’s perceptions of tourism impacts and tourism development
- To develop a theoretical model to examine causal effects of various factors on the local residents’ support for tourism, and to test and refine the proposed model
- To suggest appropriate types of development based on the perceptions about important conditions and appropriate changes
**Research Method**

- **Study Area:** Brewster County, TX
- **Sampling Procedure**
  - Sampling units: Residents
  - Sample selection:
    - North (Alpine, Marathon): Every nth address from “West of Pecos” phone book with a random start
    - South (Lajitas, Terlingua, Study Butte): Systematic random distribution to P.O. boxes
- **Operationalization:** Self-administered mail back survey

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**Data Analysis**

- **Step 1:** Demographic Profile
- **Step 2:** Descriptive Analysis
- **Step 3:** Factor Analysis (Data Reduction Process)
- **Step 4:** Hypotheses Testing
### Demographic Profiles

<table>
<thead>
<tr>
<th></th>
<th>North County</th>
<th>South County</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Participants</td>
<td>120 (46.5%)</td>
<td>138 (53.5%)</td>
<td>258 (100%)</td>
</tr>
<tr>
<td>Mean Age</td>
<td>54.1 years old</td>
<td>54.1 years old</td>
<td>54.1 years old</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>57 (49.1%)</td>
<td>63 (46.7%)</td>
<td>120 (47.8%)</td>
</tr>
<tr>
<td>Female</td>
<td>59 (50.9%)</td>
<td>72 (53.3%)</td>
<td>131 (52.2%)</td>
</tr>
<tr>
<td>Ethnicity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Indian</td>
<td>3 (2.6%)</td>
<td>5 (3.7%)</td>
<td>8 (3.2%)</td>
</tr>
<tr>
<td>Asian</td>
<td>3 (2.6%)</td>
<td>0</td>
<td>3 (1.2%)</td>
</tr>
<tr>
<td>Black or African American</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Caucasian or Anglo American</td>
<td>96 (83.5%)</td>
<td>116 (85.9%)</td>
<td>212 (84.8%)</td>
</tr>
<tr>
<td>Hispanic or Mexican American</td>
<td>13 (11.3%)</td>
<td>12 (8.9%)</td>
<td>25 (10.0%)</td>
</tr>
</tbody>
</table>

### Demographic Profiles – Cont'd

<table>
<thead>
<tr>
<th></th>
<th>North County</th>
<th>South County</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live in Brewster Co.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>throughout the year</td>
<td>118 (98.3%)</td>
<td>110 (81.5%)</td>
<td>228 (89.4%)</td>
</tr>
<tr>
<td>Mean years lived*</td>
<td>17.6</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>Few months a year</td>
<td>2 (1.7%)</td>
<td>25 (18.5%)</td>
<td>27 (10.6%)</td>
</tr>
<tr>
<td>Mean months lived</td>
<td>7</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Occupation*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism Related</td>
<td>34 (29.1%)</td>
<td>64 (47.4%)</td>
<td>98 (38.9%)</td>
</tr>
<tr>
<td>Not Tourism Related</td>
<td>83 (70.9%)</td>
<td>71 (52.6%)</td>
<td>154 (61.1%)</td>
</tr>
</tbody>
</table>

* Statistically significant at the .01 level (2-tailed)
Demographic Profiles – Cont’d

<table>
<thead>
<tr>
<th>Recreational Activities Residents Participate in</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking</td>
<td>145 (56.2%)</td>
</tr>
<tr>
<td>Traveling/Sightseeing</td>
<td>41 (15.9%)</td>
</tr>
<tr>
<td>MTB/Biking</td>
<td>29 (11.2%)</td>
</tr>
<tr>
<td>Hunting/Shooting</td>
<td>28 (10.9%)</td>
</tr>
<tr>
<td>Boating/Rafting/Canoeing/Kayaking/River Running</td>
<td>27 (10.5%)</td>
</tr>
<tr>
<td>Reading/Writing</td>
<td>27 (10.5%)</td>
</tr>
<tr>
<td>Camping</td>
<td>22 (8.5%)</td>
</tr>
<tr>
<td>Gardening/Planting</td>
<td>19 (7.4%)</td>
</tr>
<tr>
<td>Socializing</td>
<td>17 (6.6%)</td>
</tr>
</tbody>
</table>

Attitude toward Tourism Impacts – Cont’d

<table>
<thead>
<tr>
<th>Factor 2: Sociocultural Impacts</th>
<th>North Co. (n=120)</th>
<th>South Co. (n=138)</th>
<th>Difference b/w Current conditions &amp; Tourism Impacts*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation of local cultural assets •</td>
<td>3.27</td>
<td>2.82</td>
<td>-.40</td>
</tr>
<tr>
<td>Small town atmosphere •</td>
<td>2.53</td>
<td>2.02</td>
<td>-1.95</td>
</tr>
<tr>
<td>Community spirit among local residents •</td>
<td>2.94</td>
<td>2.54</td>
<td>-1.10</td>
</tr>
<tr>
<td>Understanding of different people and cultures •</td>
<td>3.12</td>
<td>2.84</td>
<td>-.60</td>
</tr>
<tr>
<td>Personal safety and security</td>
<td>2.58</td>
<td>2.29</td>
<td>-1.79</td>
</tr>
<tr>
<td>Crime rate •</td>
<td>2.32</td>
<td>2.02</td>
<td>-1.88</td>
</tr>
<tr>
<td>Relationship between residents and tourists</td>
<td>3.04</td>
<td>2.67</td>
<td>-.75</td>
</tr>
<tr>
<td>Overall quality of life •</td>
<td>2.96</td>
<td>2.48</td>
<td>-1.45</td>
</tr>
</tbody>
</table>
### Attitude toward Tourism Impacts – Cont’d

#### Factor 3: Infrastructural Impacts

<table>
<thead>
<tr>
<th></th>
<th>North Co. (n=120)</th>
<th>South Co. (n=138)</th>
<th>Difference b/w Current conditions &amp; Tourism Impacts*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to transportation</td>
<td>3.28</td>
<td>3.08</td>
<td>.82</td>
</tr>
<tr>
<td>Quality of public services</td>
<td>3.23</td>
<td>3.26</td>
<td>.14</td>
</tr>
<tr>
<td>Quality of health and medical services</td>
<td>3.24</td>
<td>3.32</td>
<td>.93</td>
</tr>
<tr>
<td>Amount of educational opportunities</td>
<td>3.31</td>
<td>3.10</td>
<td>.00</td>
</tr>
<tr>
<td>Amount of entertainment opportunities</td>
<td>3.56</td>
<td>3.42</td>
<td>.44</td>
</tr>
<tr>
<td>Amount of recreational facilities</td>
<td>3.57</td>
<td>3.34</td>
<td>-.26</td>
</tr>
</tbody>
</table>

#### Factor 4: Economic Impacts

<table>
<thead>
<tr>
<th></th>
<th>North Co. (n=120)</th>
<th>South Co. (n=138)</th>
<th>Difference b/w Current conditions &amp; Tourism Impacts*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your personal income</td>
<td>3.11</td>
<td>3.36</td>
<td>.16</td>
</tr>
<tr>
<td>Employment opportunities</td>
<td>3.51</td>
<td>3.73</td>
<td>1.27</td>
</tr>
<tr>
<td>Quality of employment</td>
<td>3.19</td>
<td>3.34</td>
<td>.67</td>
</tr>
<tr>
<td>Money generated by local businesses</td>
<td>3.70</td>
<td>3.94</td>
<td>.91</td>
</tr>
<tr>
<td>Property value</td>
<td>3.16</td>
<td>2.96</td>
<td>.01</td>
</tr>
<tr>
<td>Cost of living in the area</td>
<td>2.53</td>
<td>2.50</td>
<td>-.39</td>
</tr>
</tbody>
</table>
### Types of Tourism Development (Mean Value)

#### Factor 1: Franchise, Amusements, & Resorts (High Impact)

<table>
<thead>
<tr>
<th>Development Type</th>
<th>North Co. (n=120)</th>
<th>South Co. (n=138)</th>
<th>Total (n=258)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of franchise businesses</td>
<td>2.89</td>
<td>1.95</td>
<td>2.41*</td>
</tr>
<tr>
<td>Increased places to hunt wildlife</td>
<td>2.99</td>
<td>2.09</td>
<td>2.53*</td>
</tr>
<tr>
<td>Development of more golf courses</td>
<td>2.39</td>
<td>1.70</td>
<td>2.04*</td>
</tr>
<tr>
<td>Development of more resorts</td>
<td>2.48</td>
<td>1.91</td>
<td>2.19*</td>
</tr>
<tr>
<td>Development of amusement park type facilities</td>
<td>2.04</td>
<td>1.50</td>
<td>1.76*</td>
</tr>
</tbody>
</table>

#### Factor 2: Independent Services & Events (Moderate Impact)

<table>
<thead>
<tr>
<th>Development Type</th>
<th>North Co. (n=120)</th>
<th>South Co. (n=138)</th>
<th>Total (n=258)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses that attract tourists to the community</td>
<td>3.69</td>
<td>3.53</td>
<td>3.61</td>
</tr>
<tr>
<td>More small independent businesses</td>
<td>3.82</td>
<td>3.79</td>
<td>3.80</td>
</tr>
<tr>
<td>Hosting events such as festivals, etc.</td>
<td>3.79</td>
<td>3.55</td>
<td>3.67</td>
</tr>
<tr>
<td>Development of more hotels</td>
<td>3.05</td>
<td>2.78</td>
<td>2.91**</td>
</tr>
<tr>
<td>Development of more restaurants</td>
<td>3.60</td>
<td>3.09</td>
<td>3.34*</td>
</tr>
</tbody>
</table>

#### Factor 3: Nature & Culture (Low Impact)

<table>
<thead>
<tr>
<th>Development Type</th>
<th>North Co. (n=120)</th>
<th>South Co. (n=138)</th>
<th>Total (n=258)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of businesses for bird watching</td>
<td>3.86</td>
<td>4.04</td>
<td>3.95</td>
</tr>
<tr>
<td>Development of more places to camp</td>
<td>3.77</td>
<td>3.56</td>
<td>3.66</td>
</tr>
<tr>
<td>Developing new trails for walking or biking</td>
<td>3.96</td>
<td>3.93</td>
<td>3.94</td>
</tr>
<tr>
<td>Development of historic sites</td>
<td>4.12</td>
<td>4.17</td>
<td>4.14</td>
</tr>
<tr>
<td>Providing facilities which would educate visitors about nature</td>
<td>4.08</td>
<td>4.22</td>
<td>4.15</td>
</tr>
</tbody>
</table>
• For the descriptive statistics (slide 10), analyses of data told us that
• Brewster county residents felt that local involvement and participation was
• important and that they were interested in it. They also had positive
• attitude toward tourism's infrastructural and economic impacts, but had
• negative attitude towards tourism's environmental and social impacts. Based
• on these perceptions, they still felt that tourism is a good thing for their
• community.

Thank you

• For more information about this study and further conclusions please contact
• Ms. Min Sun Doh
  – mdohrpts@tamu.edu
  – Minsun Doh
  – Assistant Professor
  – Dept. of Recreation, Park and Tourism Administration
  – Wester Illinois University
  – 400 Currens Hall
  – 1 University Circle
  – Macomb, IL 61455
Sampson Eddy, an Aged Negro, Expires at New Hope

HE ESCAPES FROM BONDAGE

Joined Union Forces and Fought With Army of the North until the Close of the War

New Hope, Dec., 31 –Sampson Eddy, one of the best known Negroes in Cayuga County, who well remembered the life of a slave, died yesterday afternoon at 4 o’clock, aged 65 years and 10 months. He was born at Goldsboro, North Carolina, in slavery. When he was 18 years old, in 1862, a battle between the Union and Confederate forces was fought on the plantation of his master.

Eddy made his escape from bondage and joined the union army, serving with the forces of the North until the end of the war when he was honorable discharged. For the past 20 years he had been employed by E.B. Rounds of this place and was well known and respected by everybody hereabouts. He was a licensed preacher of the African M. E. Zion church. He is survived by his wife and two children.

Funeral services will be held on Monday afternoon at 2 o’clock and burial will be made at New Hope.

Article taken form The Auburn Citizen, Friday, December 31, 1909.
HomeGrownHandMade.com

A Unique Partnership in Education and Economic Development

Arts + Agriculture = A New Cash Crop for North Carolina

Tourism in North Carolina
- $12 billion industry
- 6th most visited state in nation
- Tourism + 72% over 10 years in our 38 most rural counties
- Only 8% of all North Carolina tourist dollars spent in rural areas

Trends
- Cultural tourists spend more, stay longer
- AgriCultural Tourism growing
- Tourists seeking safe places to travel
- Family oriented travel on the rise
- Drive-in travel most important
- People seek “value added’ packages made “just for me”

A Unique Partnership
- NC Cooperative Extension
- NCArts Council
- HandMade in America

AgriCultural Tourism
Funding provided by: NC GoldenLEAF Foundation
focus on tobacco dependent counties

Cooperative Extension’s Role
- Technical Assistance
- Educational Programming
- Facilitator of Community Coalitions
- Site Identification
- Trail Development

History of Southeast District...
- Formed Task Force in 1999
- Conducted first educational conference in February, 2000
- Wrote GoldenLEAF grant in 2001
- Formed Partnership in 2001
- Hired Coordinator
- Began trail development

HomeGrownHandMade.com
- Web-based AgriCultural Tourism Trails
- Trails Link Similar Counties
- Three to Five Counties per Trail
- Each enterprise, festival, fair, etc has a site

HomeGrownHandMade.com
Outcomes

- Process set-up for community building
- Expanded economic base for rural and farm communities
- Attract more tourists and their dollars
- "Travelers guide from the people who live here"

Site Criteria

- Standard hours of operation
- Interpretation
- Safe, clean, tidy
- Significant proportion of North Carolina merchandise
- No shops that feature imports
- Welcoming to people from outside the community
- Related to cultural, heritage, agricultural, and natural resources
- Focus on authenticity and quality
- Compliant with Americans with Disabilities Act
- Directional Signage

Restaurant Criteria

- Shows local art on the walls/display cases and/or uses handcrafted items as tableware
- Has interpretive materials that tells all about the arts on premises and/or the history of the place.
- Regularly has live music.
- Features locally grown produce.
- Offers a selection of North Carolina indigenous food.
- Serves North Carolina indigenous recipes.
- Has offerings authentic to the establishment.
- Is in an architecturally significant building.
- Is popular with locals.
- Has a unique, authentic regional claim to fame, such as "NC's oldest restaurant."

Testimonies

"This past year has been a hard one for commercial fishermen, if it had not of been for the RiverFront Farmers Market and HomeGrownHandMade.com as an outlet for my wife’s goat cheese and herbs, we would have not made it through the winter."

-Nature’s Way Farm
"What a positive impact the AgriCultural Tourism Project has created in our area! The hard work, the organization, and networking have pulled together artists, farms, businesses and cultural sites all to a mutual benefit. The results are very encouraging for those of us plodding along here in the east. I see lots of opportunities if we continue to pull together."

Meg Shelton, Shelton’s Herb Farm

"I plan youth educational trips for the NC State Grange. This site is wonderful! I will definitely use it to help find new places for our youth to visit."

"Your site is just what I’ve been looking for…I’m a member of NC TarWheels and we are always on the lookout for new and interesting places to take our bicycling group."

User Testimonies

"Thank you for including handicap accessibility as a component of your website…I work with the Muscular Dystrophy Association, and we are continually looking for places to visit that we can recommend to our parents."

"I home-school my children…this website will help me provide some hands-on arts and agriculture outings."

Testimony

"Our farm is on the website. We are so excited to be a part of HomeGrownHandMade.com…before you came along, we had no web presence at all."

Testimonies

"Since your AgriCultural Tourism awareness tour of my store last month, I’ve had many repeat customers. In fact, several ladies are making weekly trips from Wilmington to buy our milk, breads, and cheeses. Thanks for helping increase our customer base!"

Owner, Bulk and More Store

HomeGrownHandMade.com
Red Carpet Service: Helping Rural Communities Capture Tourism Dollars

Connie Francis & Cheryl Burkhart-Kriesel
University of Nebraska Rural Initiative
National Extension Tourism Conference - 2006
Tourism is *Big* Business

- $3.1 billion in 2005*
- 43,000 jobs
- $1 = $2.70 impact
- Each attraction visited
  = ½ day more time
  = $90 per group

* NE Dept of Economic Development
Introducing....
Red Carpet Service is...

- 3 – 90 min sessions
- Community sponsored
- Train-the-trainer
- Fee-based
- Interactive & FUN
Who is this for?

- Front line staff
- Business owners
- Business trainers
Participants will improve…

- Awareness in benefits of tourism
- Skills in giving directions
- Skills in answering basic questions
- Knowledge about attractions & events
- *Ultimately* a positive service attitude!
What is Red Carpet Service?

- Secrets of SERVICE
- #1 request of travelers
- Resources available
- Good places - web sites
- Hidden treasures
Quick review…

- Dollars… Lodging tax – indicator
- Dawson County 05 = $157,021 (4%)
- Total lodging revenue = $3,925,525
- If lodging expenses are 12.5%, total est. income = $31,404,200
Did it make a difference?

• Survey opinions after the sessions
• Mystery shopper questions
  – before & after
• Follow up interviews planned
Extension roles

• View economic development in a broader context
• Think and work regionally
• Strengthen bonding and bridging capital
• Strengthen regional autonomy
• To integrate research into practice
Figure 1

The Links in the Service-Profit Chain

Operating Strategy and Service Delivery System

Internal Service Quality
- Employee Satisfaction
- Employee Retention
- Employee Productivity

External Service Value
- Employee Satisfaction
- Customer Satisfaction
- Customer Loyalty

Revenue Growth
- Profitability

- service concept: results for customers
- retention
- repeat business
- referral
- service designed and delivered to meet targeted customers’ needs

Heskett, Jones, Loveman, Sasser & Schlesinger (2000)
For More Information...

Red Carpet Service
www.panhandle.unl.edu/redcarpet.mov

Connie Francis - cfrancis1@unl.edu
Cheryl Burkhart-Kriesel - cburkhartkriesel1@unl.edu
University of Nebraska
Rural Initiative
The REDTT Project

~ Education
~ Communication
~ Collaboration

Rural Economic Development Through Tourism (REDDT)
New Mexico State University Cooperative Extension Service
Dora Dominguez, Project Director
Deb Franzoy, Deputy Director

2006 National Extension Tourism Conference
Burlington, VT  September 10-13

www.redtt.org
Who We Are

- REDTT is an economic development project, designed to boost tourism development in rural New Mexico.

- Supported by U.S. Department of Agriculture

- Administered through New Mexico State University’s Cooperative Extension Service

- REDTT’s service area includes 17 counties, which encompass a total of 47 villages, towns and cities, 10 Native American pueblos and two Native American Tribes.

www.redtt.org
REDTT Counties

New Mexico
The Land of Enchantment

www.redtt.org
What We Are Working to Accomplish

To create a greater state and county awareness of tourism as an economic development tool and the role that individuals, organizations and businesses plays in growing local tourism.

www.redtt.org
Agricultural Tourism

Agri-tourism, Ag-tourism or Agri-tainment

For centuries agricultural tourism has existed as:
- Roadside farmer's markets
- U-pick operations
- State fairs
- Festivals and events

Growing food and animals has always been a source of entertainment in rural America.

Agritourism is about getting out, seeing and celebrating where your food comes from.

www.redtt.org
Agritourism

www.redtt.org
Historical and Cultural Tourism

- The demographics of tourists in America are changing.

- Visitors to New Mexico have long followed the call of outdoor recreational activities.

- While the same continues to exist, shifting economics and the knowledge-based traveler embarks upon their travels armed with a thirst for history, culture and agriculturally-based activities.

- New Mexico's opportunity to fulfill expectations for authentic historical learning experiences remains high.

www.redtt.org
Historical and Cultural Tourism
The opportunity to create heritage tourism from the existence of items from the past is central to its development. The opportunity to create economic growth requires the ability to embrace the creation of an interpretation of the significance of an area’s heritage and cultural resources.

New Mexico’s cultural diversity and proximity to outdoor recreation is a quality of life facet that is used to sell New Mexico to business & tourist alike.
Historical and Cultural Tourism
Historical Preservation

“The Federal Government's role would be to "provide leadership" for preservation, "contribute to" and "give maximum encouragement" to preservation, and "foster conditions under which our modern society and our prehistoric and historic resources can exist in productive harmony."

National Historic Preservation Act 1966 (NHPA)

Historic preservation is both a public activity and a private passion and is supported through the country by individual citizens, organizations, businesses, communities, elected officials, and public institutions in various and varied ways.

The National Trust for Historic Preservation

Preserve America encourages and supports community efforts to preserve and enjoy our priceless cultural and natural heritage. The goals of the initiative include a greater shared knowledge about the Nation's past, strengthened regional identities and local pride, increased local participation in preserving the country's cultural and natural heritage assets, and support for the economic vitality of our communities.

U.S. Cultural & Heritage Tourism Summit 2005 celebrated ten years of work by bringing together all sectors of the diverse travel and tourism industry.
New Mexico Outdoor Tourism, too!

- Few states can boast six of the earth's seven climatic zones.
- With 14 National Monuments and Parks, 34 State Parks, and five National Forests, New Mexico has an outdoor adventure for the weekend sightseer and avid backcountry explorer alike!
To educate, train, spread information and assist in tourism development of New Mexico’s rural communities.

We do this through:

• EDUCATION

• COMMUNICATION

• COLLABORATION
Project Goal: To educate, train, spread information and assist in tourism development of New Mexico’s rural communities.

EDUCATION

- Tourism Project Development
  - Events & Festivals
  - FAM Tours
  - County Tourism Councils
- Training Workshops
  - Hospitality and Customer Service
  - E-Commerce
  - Volunteer Management
- Annual Rural Tourism Conference

www.redtt.org
What We Do

Project Goal: To educate, train, spread information and assist in tourism development of New Mexico’s rural communities.

EDUCATION

- **Annual Rural Tourism Conference**
  - Started holding full length conference’s in 2000
  - Purpose: to provide education, information and networking opportunities to tourism professionals and volunteers.
  - Two day event includes:
    - FAM tours of the area in which the meeting is being held
    - Workshops on tourism issues including, but not limited to, tracks in agritourism, technology, business, arts, cultural and historical preservation and more
    - Keynote speakers on various tourism & economic development issues
    - Food and fun!!!
What We Do

Project Goal: To educate, train, spread information and assist in tourism development of New Mexico’s rural communities.

COMMUNICATION

- Media Coverage
  • Web site - [www.redtt.org](http://www.redtt.org)
  • News Releases
  • *Trails & Treasures* Magazine
  • Writer Familiarization Tours
  • Event Calendars
  • Agent E-newsletter
  • Brochure/flyer development

www.redtt.org
What We Do

Project Goal: To educate, train, spread information and assist in tourism development of New Mexico’s rural communities.

COMMUNICATION

www.redtt.org
What We Do

Project Goal: To educate, train, spread information and assist in tourism development of New Mexico’s rural communities.

COLLABORATION

- Partners
  - County Tourism Councils (CTC’s) in all REDTTT counties
    - Project Cost Share Requirements
  - New Mexico State University’s Cooperative Extension Service
  - New Mexico Tourism Department (NMTD)
  - Bureau of Land Management (BLM)

www.redttt.org
What We Do

Project Goal: To educate, train, spread information and assist in tourism development of New Mexico’s rural communities.

COLLABORATION

www.redtt.org
Why We Promote Tourism As Economic Development

- Tourism is a large multinational activity. According to the World Tourism Organization travelers will embark upon 1.6 billion trips, with a value of over $2 trillion annually by the year 2020.

- To date, this multidimensional activity is estimated to account for 12% of all global economic activity.

- In the U.S. the tourism industry is a half-trillion dollars-a-year industry and is the nation’s second largest employer with over 15.5 million people.
Why We Promote Tourism
As Economic Development

- Visitors – 10 million, 25-percent increase in leisure travel driven by a 17.8 percent increase

- Opportunity – Outdoor recreation and leisure travel by visitors living within 800 miles of N.M. Mexican visitor drive market

- Media Exposure – In 2003 more than 9,000 articles were written worldwide about New Mexico with a combined circulation of reaching in excess of a half-billion households

- N.M. State Tourism saw a $1.5 million budget increase in 2003 and $1.3 more for Fiscal year 2004-2005. Increases identified as resources to be used to benefit troubled areas troubled by a dry summer

- New Mexico Tourism is a $5 billion-a-year industry

www.redtt.org
Why We Promote Tourism
As Economic Development

- Since its inception in 1992, the REDTT project has increased the number of New Mexico counties it serves from its three original partner counties to currently serving 17 counties.

- This year REDTT awarded $51,000 in mini-grants to support tourism projects in 17 New Mexico counties.

- REDTT has awarded $375,274 in mini-grant funds to its member counties since the project began.

- REDTT continues its mission to provide technical assistance through a team approach to rural tourism professionals and volunteers.

www.redtt.org
Why We Promote Tourism
As Economic Development

“2005 was a record year for the New Mexico tourism industry in terms of visitation.”
Michael Cerletti, Secretary

- Tourism Industry in N.M. is now a $5 billion industry
- For the first nine months of 2005, close to 20 million domestic travelers visited NM. An increase of 11.6%
- Visitor Information Centers hosted a record 1,071,553 visitors, up nearly 4%
- The average daily rate charged by lodgers increased statewide from $78.73 to $83.71
- The occupancy rate in N.M. hotels and motels jumped from 61.2% in 2004 to 64% in 2005
Why We Promote Tourism As Economic Development

- Meeting demand for customer services & hospitality training in rural New Mexico

- Issues to consider
  - Cost of training
  - Loss of upward mobility
  - Un-employability
  - Consequences of inadequate training
Tourism’s Future Outlook

Rank Order High to Low State Tourism Budgets

1. Florida $17,809,109
2. Texas $14,652,055
3. Michigan $12,819,745
4. Arizona $10,890,691
5. Illinois $10,633,460
6. Utah $10,392,100
7. California $10,014,917

*17. Colorado $6,780,000
31. Oklahoma $3,490,000
32. New Mexico $3,437,208

*note: Colorado’s advertising budget was increased to $19 million for fiscal year 2007
Tourism’s Future Outlook

"Travel and tourism makes it possible for Americans to get outdoors and learn about wildlife and conservation. And the economic benefits are a tremendous boom to local communities."

U.S. Secretary of Interior, Gayle Norton
REDTT Future Outlook

- Bureau Of Land Management New Mexico Heritage Tourism Strategic Plan

- Expansion of project as state-wide initiative supported through NMSU Cooperative Extension Service
REDTT’s 2007 Rural Tourism Conference

April 26-27, 2007
Carlsbad, New Mexico
“Eddy County…Go With The Flow”

For more information about the conference and about rural New Mexico, visit our Web site at:
www.redtt.org

Thank you for attending the REDTT workshop

2006 National Extension Tourism Conference
Burlington, VT  September 10-13
The Great Scarecrow Roundup

Presented by Donna Fryman and Steve Kelly, County Extension Agents from Fleming County, KY

So, What Was The BIG IDEA??

- Promote Fleming County
- Demonstrate Creativity
- Keep it cheap
- Generate A “Buzz”
- HAVE FUN
What Was The Problem?
The Concept was unknown
The Public HAD to participate
Publicity was Critical

The Campaign Begins With Our Spokescrow, Bucket Head Bob!!
Welcome to
FLEMINGSBURG
The friendly town that hospitality built.
Next, on the Scene,
Mop
Bucket Millie
What is a Family Without Kids???

Enter Sand Pail Sammy and Susie
The image shows a collection of scarecrows arranged in a yard surrounded by pumpkins. In the foreground, there is a sign reading "Catlettsburg Race Track 1907." Below that, another sign reads "Tollesboro Lions Club Fair." The setting appears to be in a rural area, possibly during the fall season given the presence of pumpkins and the scarecrows dressed in autumnal attire.
This Just Might Work!!
What Happened?

Over 70 unique scarecrows have been developed each of the last 2 years...
Produced by a broad cross section of our citizens in all corners of our county
Everywhere we went, people were talking about the scarecrow they like best
Regional and state publicity thru newspapers, TV and radio was received
Nearly 350 votes were cast

It was nearly free

Outside People Did Visit...But our Citizens also traveled

Expansion into neighboring counties has begun
Come Visit Us Next Month!
Holly George

County Director, Livestock & Natural Resources Advisor

Plumas-Sierra Counties
Sierra Valley
Barns, Birds and Barbecue

Showcasing Stewardship for the Sustainability of Our Agricultural and Natural Heritage
Sierra Valley

Largest Alpine Valley in Lower 48 States, Settled by Swiss-Italian Dairy Farmers, 5,000 ft elevation, 30-60 frost-free days, Independent Ranchers, Only 30 minutes from Reno or Truckee but in an Entirely Different World...and Proud of It.
BIRDS
Over 260 Species
Aren’t you the Livestock, Natural Resources Advisor?

So...Why Tourism?
Opportunities

Economic Diversity

Build Relationships
To Help Others
Understand and
Appreciate

What Goes On Beyond the Ranch Gate
Improve understanding and appreciation of our local ranchers
The Land We Love
That They Steward
Back to Barns, Birds and Barbecue
History & Organization

- UC Cooperative Extension & High Sierra Resource Conservation & Development Council (long term working relationship)

- General Ag/Nature Tourism Overview Program, (ranchers, birders, chamber, etc.) Jan 2003

- Sierra Heritage Article showcasing SV Barns

- “How About a One-Day Festival”? Some ranchers were interested but doubted public interest to pay. Let’s Talk
Mission Statement

The Sierra Valley Barns, Birds and Barbecue Tour will *foster awareness* about the
connections between farming, ranching and the environment in Sierra Valley.
More Discussions & More Players

- Other areas had festivals: Yolo Hoe Down, Placer Farm & Barn, We Can Too
- What’s the best time of year? Fall nice weather; but Spring is prettier and has better bird/wildlife diversity
- How Much Will It Cost? Can We Get $? 
  - UCCE & RC&D Applied for Grants
  - Visitor’s Bureau agreed to sell tickets
Enhance Sierra Valley’s visibility in the tourism market, and create opportunities to extend the tourism season into non-traditional periods.
Establish a foundation within the Sierra Valley Community for Future Ag and Nature Tourism activities/events by encouraging landowner and community participation.
Diverse Mix of People...

All Supporting the Mission
Grants, Sponsors & Promotion

USFS Economic Recovery Grant (event coordinator)

Sierra Business Council (Market Place Activities)

Art donated for Poster

Organization, business, and individual donations of $$

Media, articles, PSA, Website

Word of Mouth
Ranchers Still Asked....

“Will People Really Pay to Come to our Ranches?”
The Short Answer is...

YES

People have a Hunger to be Connected to the Land and the People on it
2005 Barns, Birds and Barbecue

Tickets (120) sold out within weeks, ~3 months before event
Morning Walk

Audubon hosted on Feather River Land Trust Property in SV
Program:

Bird Walk and Introduction

6:30 - 9:00AM  Guided Bird Walk, Feather River Land Trust’s Maddalena Property

9:00AM  Barns, Birds and Barbecue Tour begins with introduction at Rodeo Grounds
Ranchers shared their stories and answered questions
Program: Farm & Ranch Tour

Genasci Ranch, Loyalton
Owners: Jim & Mary Genasci, Attilio Genasci
Featuring: historic barn & bunk house, conservation easement, ranch history with Attilio Genasci

Bar One Cattle Company, Vinton
Owners: Jack & Bev Sparrow
Featuring: roping & cutting demonstration, conservation easement
Program: Farm & Ranch Tour

**Green Gulch Ranch, Vinton**
Owners: Byrd & JP Harrison
Featuring: historic hay & dairy barns, Hunting Club
Lunch served in hay barn

**Sierra Valley Farms, Beckwourth**
Owners: Gary & Kim Romano
Featuring: organic vegetable farm & Farm Stand, native plant nursery, ranch history with Betty & Emilio Folchi
Huge Flock of White Pelicans
Program: Marketplace & Barbecue

Sierra Valley Marketplace
4:00 - 8:00PM at Rodeo Grounds
Art and crafts that celebrate the natural and agricultural heritage of Sierra Valley; emphasis on artisans who offer innovative and inspirational products and interactive experiences.

Barbecue and Live Blue Grass Music
5:00 - 9:00PM at Rodeo Grounds
Featuring High Sierra Beef hamburgers, local produce and wines. Served by Loyalton High School FFA

"I loved having access to all these interesting ranches after driving by them for the past few years."
Evaluation

Measuring the Outcome

Sponsorship: $17,736.00
Cash & Grants: $6,200.00
In-Kind: $9,536.00

Ticket Sales: $3235.00 (120)
Wine & Beer: $790.00
T-shirts: $150.00

Total Profit: $1730.00
(Seed Money for 2006)
Sierra Economic Development District (SEDD) won a 2005 NADO Innovation Award for:

**Sierra Valley Barns, Birds & Barbecue**

The National Association of Development Organizations (NADO) Annual Innovation Awards program gives national recognition to programs and projects that showcase the diverse activities of the nation's regional development organizations (RDO). The awards program highlight how RDOs are helping to improve the quality of life and economic prospects of America's local communities. But most importantly, the program reinforces the effectiveness of working regionally to address local needs, especially in underserved small metropolitan and rural regions.
Lots of Donated Time & Talent
Year Two ... Same Underlying Mission plus Some Changes

- Change in Key Players (lost: Visitors’ Bureau, RC&D, SEDD, USFS, gained: Arts Commission)
- No Grant Funding or Paid Coordinator
- Sierra Valley RCD lead agency (+/-)
- Change in Location
- Change in Format, Multi-day & Multi-tours
- New Ranch Hosts, More Interactive Program
2006 Event - June 15-17

Friday Farmers’ Market
Native Plant Walk, Picnic Dinner
Sundown Bird Watch
Saturday Ranch Tours
Market Place & Ranching Art Show
2006 Market Place
Evaluation of 2006

- Majority were over 50
- Needed more seating, shade & transportation for tired, disabled folks
- 70% had never attended previous ag or nature tourism event
- 90% would attend this event next year
- 100% would recommend attendance to others
Obstacles

Egos of some groups

Some Skepticism still exists among ranchers

Ticket Sales have been a major Headache

Don’t use just website

Communication

Functionality & Capacity of Local Volunteers...

Source of Funds for Coordinator ??
Outcomes

- Improved relationships and trust between local Audubon Society members “birders” & many local ranchers.
- Increased interest in agtourism on individual ranches, separate from BBB
- Local Art’s Commission an active partner, organized the art show of ranching life at the event and later in their gallery. They’ve also offered to spearhead next year’s Market Place and website
Sierra Valley
Barns, Birds and Barbecue

There is public interest to continue; but local volunteers are having a tough time building capacity to be sustainable.
Questions, Comments, or Suggestions?
THE THREE RIVERS WINE TRAIL

Kent Gustafson
University of Minnesota Tourism Center
September 11, 2006

RESEARCH – EDUCATION ROLE

- Grape research
- Facilitation & organizational development
- Tourism development strategies
6 wineries & 1 commercial vineyard spread over 50+ miles, 6 counties, & 3 rivers

MINNESOTA VITACULTURE

- University grape research since early 1900’s
- Formal wine grape breeding program since mid-1980’s
- First Minnesota winery established in 1973 with grapes imported from France (“The vines must suffer” to make a great wine)
- 2006: 22 wineries but less than 500 acres of grapes being grown
UNIVERSITY RESEARCH

- Development of “cold hardy” grapes of high quality that are disease resistant
  - Frontenac
  - Frontenac gris
  - La Crescent
  - Marquette
Strengthening tourism through education and research

FACILITATION & ORGANIZATION

- “Tools” in the tool kit
  - University grape research
  - Previous work in agriculture tourism
  - Undergraduate student wine trail paper

- Stakeholder discussions
  - Minnesota Grape Growers Association
  - Tourism associations
  - Individual winery owners
  - Family/Friends
FACILITATION & ORGANIZATION

- Organizational meetings with winery owners (5)
  - Mission/purpose
  - Who’s in/who’s not
  - Special activities
  - Marketing strategies

- Wineries take ownership
  - Continue individual business operations
  - Develop web site/e-mail
  - Design/fund/print brochure
  - Develop Grand Opening weekend activities
  - Media interviews

TOURISM DEVELOPMENT

- Introduce/implement concept of cross marketing
- Involve chambers of commerce and CVB’s in winery marketing mix
- Introduce concept of group tour packaging
- Development of new tourism product
Strengthening tourism through education and research

MEDIA

A TOAST to area WINERIES

MUDEMA"s first "wine trail" offers a taste of a growing industry.

De Norsa Wine Trail offers a taste of a growing industry.
NEXT STEPS

- Fall/Winter event
- Incorporate additional tourism elements
- New marketing materials
- More formal organization
An interactive mapping system that locates businesses and markets of agricultural products in Iowa, providing an important link between producers and consumers.
Market Research

Example: Finding new market opportunities for a high-end product.
Market Maker
Procurement Tool

How a user finds producers
Other Uses
Market Maker

Building Business Networks
The Secret to Market Maker

GOOD DATA

and

LOTS OF IT
IOWA MARKETMAKER

An interactive mapping system that locates businesses and markets of agricultural products in Iowa, providing an important link between producers and consumers.

New Users
Case Studies
Resources

Are you new to MarketMaker?
How can I use MarketMaker?

Register Your Business

Select a City
Select a County

Email Address:

Contact Person:

Primary Phone:

URL (Website):

* required during registration.

Producers & Farmers

Name:

Address:

City:

State:

Zip Code:

County:

Phone:

Alternate Phone:

URL (Website):

Supervisor:

Email:

* required during registration.

Select the type for each soap you sell products in and complete the information. When set...
www.MarketMakerIowa.com
Heritage Trails in Southern Virginia: Stimulating Regional Tourism

Old Dominion Resource Conservation & Development Council

and

Virginia’s Retreat
Old Dominion RC&D Council (est. 1991) initiates and coordinates programs to enhance the social, economic and environmental quality of the region. Ongoing assistance is provided through the USDA Natural Resources Conservation Service.

- Amelia County
- Brunswick County
- Buckingham County
- Charlotte County
- Cumberland County
- Halifax County
- Lunenburg County
- Mecklenburg County
- Nottoway County
- Prince Edward County
Virginia’s Retreat
A regional tourism marketing group established in 1995 in south central Virginia made up of 12 counties and one city:

- Amelia County
- Appomattox County
- Brunswick County
- Buckingham County
- Charlotte County
- Cumberland County
- Dinwiddie County
- Halifax County
- Lunenburg County
- Mecklenburg County
- Nottoway County
- Prince Edward County
- City of Petersburg
In a nutshell…

- Old Dominion RC&D Council secures the funding and develops the tourism product for the region
- Virginia’s Retreat markets and promotes the tourism product
Snapshot of the region

- Largely rural & agrarian
- Economically depressed
- Substantial decline in manufacturing jobs
- Not traditionally known as a tourist destination
- Not ONE main tourist attraction
- Pristine, undeveloped region
- Largest concentration of American Civil War sites anywhere
- Abundant outdoor recreation opportunities
Pivotal 1993 meeting of

- State tourism representative
- National park service historians
- County planners
- County economic developers
Primary Mission

- To increase tourism, economic activity, preservation, enhancement and education about the region’s natural, recreational and historic resources
Secondary Mission

- To work together to strengthen the participating communities’ limited capital and human resources and to enable them to economically benefit from unified regional efforts
Two things simultaneously emerged

- Ken Burns’ popular 1992 PBS television documentary, *The Civil War*, generated a tremendous upsurge in Civil War interest across the country, and

- A grant opportunity, Intermodal Surface Transportation Equity Act (ISTEA), administered by the Virginia Department of Transportation.
The result

- The nationally heralded, first of its kind, Lee’s Retreat Civil War self-guided driving tour opens in 1995 with 20 stops linking several localities, featuring
  - Interpretative signage
  - Brochures
  - Unique remote radio transmissions heard by visitors on their car radios
Success snowballed and soon

- The Lee’s Retreat trail expands to 25 stops
- Group renames itself Virginia’s Retreat
- Five additional localities join the group
- Virginia’s Retreat receives five additional grants from the Virginia Tourism Corporation to develop and promote historical and recreational opportunities
That was just the beginning…

- 1997, The award-winning nationally recognized VCWT program takes off
- 1997, Old Dominion RC&D develops Wilson-Kautz Raid
- 1998, Civil Rights in Education Heritage Trail is created to highlight region’s role as birthplace of free public education
Why focus on Trail Development?

- Tell coherent, centrally managed, thematic stories
- Encourage tourism in previously unvisited areas for longer stays
- Generate interest, preservation of overlooked, neglected historic sites
- Foster community pride
Virginia pleasure travelers study

Top 15 General Sites and Activities

Visitors experience many outdoor and history-related activities while here with friends and relatives.
Focus on marketing

- Pro-bono consultants assisted with marketing plan development and evaluation
  - Virginia Tourism Corporation
  - Longwood University Small Business Development Center
  - Independent professional tourism marketing consultant
Marketing plan

- Trade show schedule and display
- Print ad campaign
- Speakers bureau
- Brochure distribution strategy
- Public relations campaign
- Annual reports
- Website
- Regional tourism summits
- Media tours
Results

- Four self-guided driving trails
- Developed prototype for most successful civil war trails program in the nation
- Raised profile of under-recognized region
  - Media attention
  - Website
  - Toll-free phone number
  - Fulfillment and visitors’ centers
- Gratifying regional tourism statistics
Evaluation strategies

- Number of requests for info
- Website hits
- Attendance at key attractions
- Media coverage
- Economic impact data
Benefits of regional cooperation

- Increased visits (10% all travelers) to Civil War sites
- Travelers to historic attractions spend more
- Tap into fastest growing tourism market
- Demonstrated steady increase in visitors to state and national parks
New projects on the horizon

- High Bridge Trail
  - Rails to trail linear state park
- Tobacco Heritage Trail
  - Rails to trails walking, hiking, biking
- Nonprofit status
  - To qualify for certain funding
Partnerships can be duplicated

- Efforts accomplished using
  - Volunteer boards
  - Limited staff

- Focus on
  - Resource conservation and preservation
  - Economic development
  - Maintaining rural character
For additional info

Dave Roberts, Old Dominion Resource Conservation & Development
www.olddominionrcd.org
or
Michelle Olgers, Virginia’s Retreat
www.varetreat.com
Ingredients for success in multi-county tourism partnership

Based on an example of the tourism assistance program in Michigan’s Lake, Manistee, Mason, Newaygo and Oceana counties

Presented by:
Teresa Herbowicz and
Donald F. Holecek
CARRS Tourism Resource Center
Michigan State University

NET 2006
September 11, 2006
Burlington, Vermont
Tourism Assistance Program

• The Tourism Assistance Program (TAP) is a multi-year research/extension project designed to develop, expand, and strengthen an area's tourism network though enhancing skills and developing a plan that will prepare local tourism leaders for the ongoing work that must continue after the TAP is completed.

• Highly customizable.

• TAPs since 1997:
  – Straits of Mackinac (Cheboygan and Mackinac counties)
  – Thumb area (Lapeer, Sanilac and Tuscola counties)
  – M-66 (Barry, Ionia and Montcalm counties)
Project goals

... for the central west Michigan TAP (Lake, Manistee, Mason, Newaygo and Oceana counties):

• Increase tourist visitation to the five-county region.
• Focus on enhancing and developing the region's agri-tourism and nature-based tourism.
• Establish a regional destination marketing partnership with a strategic long-term marketing plan.
Tourism industry stakeholders

- County economic development corporations
- Convention and visitors bureaus
- Chambers of commerce
- Tourism businesses
- Michigan State University Extension (MSUE) county offices

TAP members working on a strategic plan for the tourism in the five-county region, July 2006.
Components of the project

• Supply assessment:
  - resource inventory

• Demand assessment:
  - transient visitor survey
  - overnight visitor survey
  - potential market survey

• Needs and preferences assessment:
  - business survey
  - resident survey

• Formation of a regional partnership

• Creation of a strategic marketing plan

• TAP project time span: three years
Funding sources

- University Outreach and Engagement
- Local tourism businesses
- Economic development corporations
- MSUE Tourism Area of Expertise
- CARRS* Tourism Resource Center
- MSUE county offices

*) CARRS – Department of Community, Agriculture, Recreation and Resource Studies at Michigan State University
Lessons learned (I)

• Local TAP partners are accustomed to relatively quick turn-around projects / outcomes.

• Beware of “doom-sayers”: appreciate their input, but mitigate their negativity.

• The level of enthusiasm and engagement in the project fluctuates.

• Be prepared to “rally the troops”, when morale dips significantly.
Lessons learned (II)

Share, share, share

- Patience and cohesion is needed:
  - Allow time for getting to know each other,
  - Foster understanding of people and business environment,
  - Nurture bonding and partnerships.
- Increase understanding of:
  - Research process and effort
  - Interpretation of the findings
- Educate new-comers
- Share the project information with local businesses.
Ingredients for success (I)

• Local TAP members organized themselves and the project.
• They maintained enthusiasm and support.
• Research was a “central agenda item” of and a draw to monthly meetings.
• MSU Extension county directors were crucial to keeping the local group together and the project on track.
Ingredients for success (II)

• Engage local TAP partners in the research process (do not do everything for them), but use the “light” version.

• Local TAP partners’ involvement in research is important in stimulating work on a strategic plan.

• Local TAP partners will have more confidence when undertaking their future research efforts.

TAP members working on a strategic plan for the tourism in the five-county region, July 2006.
Ingredients for success (III)

Thanks to the research, local TAP partners have:

• A better understanding / more realistic view of the region’s tourism-related advantages and disadvantages

• Recognition of issues to be addressed:
  – Organization of the region to deliver the tourism product,
  – Funding for tourism-related efforts,
  – A strong tourism-related leadership in the region,
  – Development of the tourism product itself, and
  – Promotion strategies.
MSU contact info

• Teresa Herbowicz (herbowic@msu.edu)
  Donald Holecek (dholecek@msu.edu)
  Fong Bristor (drfong@msu.edu)

CARRS Tourism Resource Center
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Michigan State University
East Lansing, MI 48824-1222
Phone: 517-353-0793
Fax: 517-432-2296
Do Conservation and Tourism Reinforce Each Other?

Amy Hudnor, Master’s Candidate, Ecology and Environmental Science, University of Maine
Research Assistant, Center for Tourism Research and Outreach
Dr. Todd Gabe and Dr. Kathleen Bell, Department of Resource Economics and Policy, University of Maine

Motivations for Research

• Conservation science is calling for more land protection to preserve biological diversity worldwide
• Exploring the perceived “environment vs. economy” trade-off
• Tourism is being promoted in rural areas as a way to combat rural poverty
• Maine’s new Center for Tourism Research and Outreach (CENTRO)

Outline of Presentation

• Literature review
• Our analysis of the United States
• A closer look at Northern New England
• Questions for further research
• Questions and comments from the audience

Research calling for more land protection

• Soule and Sanjayan (Science, 1998) find only 5% of land worldwide is preserved, and the 10% target of most conservation groups too modest
• Grumbine (Conservation Biology, 1990) finds that the current reserves in North America are inadequate

Can tourism contribute to conservation?

• Ceballos-Lascurain (Report to the United Nations, 2001) states that tourism if managed correctly, can contribute to environmental conservation
• Buckley (The Journal of Tourism Studies, 1999) shows how economic gains from tourism can be used to justify protecting land from higher intensity uses

Can conservation contribute to tourism?

• Many economic impact studies of existing parks and reserves
• Wells (Environmental Department Papers, The World Bank, 1997) shows ways that local economies can benefit more from protected area tourism in their communities
• Bowe and Marcouiller (Paper for Mid-continent Regional Science Association, 2004) show rural economies that combine tourism and wood-products are more stable than those dependent forestry or tourism alone
Our methods

- Study the effects of conservation land on tourism employment across United States
- Used econometric analysis and ArcGIS

Other variables affecting tourism

- Population density
- Urban influence
- Natural amenities (topography, climate, water area, coastline)
- Unmeasured variables that may differ across states

Results

- All other variables being held constant, we expect a 10 percentage point increase in conservation lands to produce a 1.1 percentage point increase in tourism employment
- For example, in Winsor County, Vermont increasing conservation land from 7.5% to 17.5% would lead to an increase in tourism employment from 11.75% to 12.85%
The case in Northern New England

- Land trusts very active in these states
- Great deal of land protected by conservation easements
- New easements and conservation land acquisitions happening frequently

The Case of Maine

- Land formerly owned by timber companies being sold to individuals in smaller parcels
- Large new conservation easements
- New focus on tourism in the economy (CENTRO)

Other questions of concern

- Is tourism employment enough reason for establishment of conservation lands?
- Can lands be established for both tourism and biodiversity preservation?
- Can tourism’s impact be minimized on the ecology of an area?

Questions & Comments

=  

????
Building Partnerships: Sustainable Tourism and Communities

2006 National Extension Tourism Conference
September 13, 2006

Fen C. Hunt
National Program Leader
Cooperative State Research, Education, and Extension Service

Sustainable Tourism & Communities

Economic

Sustainability

Environmental

Social/Equity
Relevant CSREES Strategic Goals

- Support Increased Economic Opportunities & Improved Quality of Life in Rural America
- Protect & Enhance the Nation’s Natural Resource Base and Environment
- Improve the Nation’s Health & Nutrition

About CSREES

- Mission:
  To advance knowledge for agriculture, the environment, human health and well-being, and communities.

- Vision:
  Agriculture is a knowledge-based, global enterprise, sustained by the innovations of scientists and educators.
About CSREES
www.csrees.usda.gov

- Function 1:
  Provide program leadership to identify, develop, and manage programs
- Function 2:
  Administer federal assistance for REE

Environmental & Resource Economics: Recreation/Tourism Emphasis

- Evaluate recreation/tourism impact
- Quantify intangible goods & services value
- Assess trade-offs in resource uses
- Understand location choices & land use education
- Investigate land conservation & its effects
- Examine environmental justice issues
Selected Research Projects

www.csrees.usda.gov/nea/nre/in_focus/ere_if_recreation.html

- The Impact of Forest Use on Rural Economic Development
  (Marcouiller; Univ. of WI)
- Providing Multiple Products from TN Forests: An Economic and Policy Assessment (Hodges; Univ. of TN)
- Institutional Innovation in Natural Resource-based Sectors (Wolf; Cornell Univ.)
- Social Change & Well-being in Amenity-growth Rural Communities: The Role of Seasonal & Episodic Residents (Krannich, UT State Univ.)

Selected Research Projects

- A New Vanilla Industry As A Community Development Engine (Reddekopp, HI Vanilla Co, Inc.)
- Understanding the Benefits of Nature-based Tourism & Recreation in FL (Stein, Univ. of FL)
- Market Segmentation Analysis in the Development of Public Recreation and Ecotourism Opportunities (Carver, S. IL Univ.)
- Toward a Modified Rural Focus for CA Planning & Design (MacCannell, Univ. of CA, Davis)
Other Related CSREES Programs

- Rural & Community Development
- Sustainable Agriculture Research & Education (SARE)
- Risk Management
  All of the above are implemented through 4 regions.

- Health and Obesity:
  MOU on health & recreation (USDA-HHS-DOI-Army-DOT)
  MOU with the American on the Move Foundation

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Other Related CSREES Programs

- Information Technology Education:
  Community Mapping – Use geographic tools to identify services and attractions
  - 4-H Youth Favorite Places:
    www.youthfavoriteplaces.org
    - Low or no cost youth-oriented attractions and places
    - Youth prepare photographs and descriptions
    - Potential tool for rural tourism development
Cooperative Forestry and Graduate Education:
- 65 forestry schools and colleges
- Forest resources and associated rangelands
  - Production, protection, and utilization
  - Utilization for outdoor recreation

Fish and Wildlife:
Research, education, and extension in -
- Biodiversity conservation
- Habitat management
- Wildlife, invasive species, and disease control
Selected CSREES Competitive Grants
www.csrees.usda.gov/fo/funding.cfm

- Rural & Community Development (SBIR)
- Rural Development (NRI)
- Small Farms, Ag Prosperity (NRI)

Sustainable Community Innovation Grants – (S-RDC and S-SARE)

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Selected Other CSREES Grants
www.csrees.usda.gov/about/offices/serd_funding.html

- Equity in Educational Land-Grant Status Act of 1994 (Tribal Colleges Extension Services Program)
- Tribal Colleges Research Grants
- Hispanic Serving Institutions Education Grants
CSREES Formula Funds

- Hatch funds: Ag Experiment Station
  - Multi-state research projects
- McIntire-Stennis: Cooperative Forestry
- Evans Allen: 1890 Schools
- Smith-Lever 3(b)&(c): Extension
- 1890 Institutions Extension

Partnerships with Universities & Others

Multi-state Research Projects: www.nimss.umd.edu
Collaboration on critical issues with national or regional implications

- Benefits and costs of natural resources policies affecting public and private lands (W1133)
  - Estimate the economic value of changing recreational access
  - Estimate the economic benefits of ecosystem management
  - Calculate the benefits and costs of agro-environmental policies
  - Estimate the economic values of agricultural land preservation and open space
Partnerships with Universities & Others

Selected Extension Activities:

- National Extension Tourism Design Team
  www.extensiontourism.net
- National NEMO Network (Univ. of CT)
  www.nemonet.uconn.edu
- Extension Disaster Education Network (EDEN)
  www.eden.lsu.edu
- Appalachian Forest Heritage Areas (Selin, WV Univ.)
- Nature Tourism Businesses (video) (MT State U)
- Sustainable Rural Communities (Gorman, Univ. of AK)

Collaborative Opportunities

- Environmental & Resource Economics:
  www.csrees.usda.gov/environmentalresourceeconomics
- eXtension: www.about.extension.org
- Land-grant & Sea-grant universities
- Federal, state, & local government entities
- Non-governmental organizations
Long-Term Goal: Community Vitality

- Conserve the natural resources and ecological diversity
- Support a diverse economic base
- Curtail the boom-and-bust economic cycle
- Advance citizen’s health, well-being, and quality of life

Source: C. Flora & J. Flora, 2003
Questions

Fen C. Hunt, National Program Leader
202.720.4114, fhunt@csrees.usda.gov

www.csrees.usda.gov
Branding Northern Forest wood products

Presented by
Charles Kerchner

Collaborators:
- Vermont Wood Manufacturers Association (Grant recipient)
- The University of Vermont, Department of Community Development & Applied Economics
- The University of Vermont, Department of Extension
- NSRC funded

Outline of presentation

I. Project background
II. Theory of branding
III. Methods and analysis
IV. Results
V. Conclusion and marketing implications
I. Background

The value-added wood products industry is a vital part of the Northern Forest’s economy, but it is being threatened by a surge in globalization.

Wood products industry represents 6% of the estimated job opportunities in Vermont (Carr and Robinson, 2001).

1.5 million jobs lost to China in past decade and Vermont is one of the hardest hit (EPI, 2005).

Issue

- Problem
  - The value-added wood products industry is a vital part of the Northern Forest’s economy, but it is being threatened by a surge in globalization.

- Wood products industry represents 6% of the estimated job opportunities in Vermont (Carr and Robinson, 2001).

- 1.5 million jobs lost to China in past decade and Vermont is one of the hardest hit (EPI, 2005).
Why is outsourcing cheaper?

- Cheaper labor – 1/7 the cost
- Fewer environmental regulations
- Quality products
- Markets don’t value pure public goods

Research question:

Research question: Can Northern Forest wood products be branded for profitability?

Is there a niche market for branding Vermont Wood Products?

Can branding this chair with a “Made in Vermont” label command a premium?
II. Theory behind branding

*The future of the Vermont wood products industry depends on developing a Vermont branding strategy* (Dossenbach, 2003)

- Branding a product’s place-of-origin allows the producers to differentiate their product from its competitors.
Brands as an informational cue to consumers

- **Cognitive** – country-of-origin effective is used by consumers as a cognitive cue (i.e. quality) (Bilkey and Ness, 1982)
- **Affective** – consumer’s emotions play a large role in the place-of-origin effect (Min Han, 1988)
- Solidarity with one’s cultural and political beliefs (Fournier, 1998)
- Memories of past vacations (Botschen and Hemettsberger, 1998)
- **Normative** – decision to support the local economy
- **Socio-demographic factors**: gender, age and income (Kolodinsky, 1994; Brooker, 1989; Tan and Farley, 1986)

**Conceptual Model**
Hypotheses

H1. Being a Vermont resident will increase the odds of choosing a Vermont brand (Normative and affective).

H2. The demand of the Vermont brand will be different for respondents with a “place” connection with the region.

H3. Having an association with the region through tourism will increase the likelihood that respondents will prefer a Vermont labeled wood product.

H4. Respondents who perceive Northern Forest states as having different culture, politics and general way of life will increase the odds of choosing a Vermont brand (affective attribute).

H5. Higher income, education and owning a house will be socio-demographic indicators that increase the likelihood of choosing a Vermont brand.

H6. Respondents who purchased products from the region previously will increase the odds of choosing an origin label (cognitive factor).

III. Study methods and analysis
Phase 1: Wood product displays

Objective: to collect a sample population of individuals who have a “place” connection with Northern Forest states.

Thirteen wood product displays were set up in northern New England. Respondents filled out reply cards and answered four questions regarding informational cues, such as product quality and place or origin.

Phase 2: Telephone survey

Purpose: to examine how the perceived attributes of Vermont and the broader Northern Forest influence consumers’ purchasing decisions.

Where: Center for Rural Studies (UVM)

When: March-August 2005, M-F, 1 p.m. – 10 p.m.

Who: 1) 289 surveys from “connection” with region sample

2) 386 surveys from random national population with a median income > $50,000

How: Computer-aided telephone interviewing (CATI)

Both surveys have a margin of error of plus or minus 5 percentage points with a confidence interval of 95 percent.
Socio-demographics

<table>
<thead>
<tr>
<th></th>
<th>Study sample</th>
<th>National Sample (US Census Bureau, 2004)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (median)</td>
<td>49</td>
<td>36</td>
</tr>
<tr>
<td>Female</td>
<td>61%</td>
<td>51%</td>
</tr>
<tr>
<td>Bachelor degree</td>
<td>57%</td>
<td>27%</td>
</tr>
<tr>
<td>Household income (median)</td>
<td>$50,000-$70,000</td>
<td>$44,684</td>
</tr>
</tbody>
</table>

State brand preference

<table>
<thead>
<tr>
<th>Preferred state brand</th>
<th>Vermont</th>
<th>Maine</th>
<th>New Hampshire</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16%</td>
<td>10%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Map 1: Percent of region that prefers a Northern Forest brand

N=662  X2=63.39  Sig. p<.001
Binary Logit

- Dependent variable is binary
- Logit regression is often used in market studies to predict the probability of events.

\[
\log \left[ \frac{P}{1-P} \right] = \beta_0 + \beta_i X_i
\]

- $\beta_0$ is the intercept
- $\beta_i$ is the slope coefficient of $X_i$

- Dependent variable: logarithm of the odds for choosing a “Made in Vermont” brand
IV. Results

Association (through tourism, residence or purchasing behavior) was the most important factor in estimating the demand for a Vermont brand. The model was statistically significant with a Chi-Square value of .000.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live in Vermont</td>
<td>15 times</td>
</tr>
<tr>
<td>Visited the Northern Forest on vacation</td>
<td>2 times</td>
</tr>
<tr>
<td>Having purchased a product from the Northern Forest region</td>
<td>1.7 times</td>
</tr>
<tr>
<td>Disagreed states in Northern Forest have the same culture, politics and general way of life</td>
<td>2.3 times</td>
</tr>
<tr>
<td>Identify with a particular state in the Northern Forest</td>
<td>2.09 times</td>
</tr>
<tr>
<td>Male</td>
<td>2 times</td>
</tr>
<tr>
<td>Urban</td>
<td>1.6 times</td>
</tr>
</tbody>
</table>
Does place matter?

- Do people with a place association with the region have a different demand than those who have never visited?

- Two regressions: 1) restricted model where independent variables interacted with dummy variable (Association with Vermont); 2) unrestricted model without interaction variables and without dummy variables

\[
\frac{(R_{2UR} - R_{2R})}{\alpha (1-R_{2UR})/N - k}
\]

If \( F \) statistic exceeds critical value of \( F \) distribution (2.04) at the 1 percent sig. level we reject the null hypothesis

Yes
First: “Made in Vermont” is an indicator of quality

“When I see a “made in Vermont” label I think of craftsmanship and product quality. I think of the individual woodcrafter working away in his workshop. That is a rare quality today with so many things mass produced. But I think mostly of hand craftsmanship and quality.”—Respondent at Fine Furnishings Show, Providence, R.I.

Second: Conjures up emotional ties to region
- those who visited on vacation were 2 times more likely to choose a Vermont brand

Vermont brand is a search attribute, but it doesn’t replace quality style or price

“Well if you’re asking if I look where furniture is made when I am purchasing furniture...to some degree I do. But it’s not the first thing I look for. My decision is based on those three things; 1) quality, 2) style, and 3) price. Having said that, where the product is made like a “Made in Vermont” label will attract me to the piece and maybe some of the characteristics of the piece, and attributes such as quality that I perceive are affected by me seeing the Vermont label.”
V. Conclusion and marketing implications

Conclusion

- Northeast region has the strongest preference for a state brand from the Northern Forest.
- Branding would be an effective marketing strategy for just over half the U.S. population.
- Vermont brand is more influential in purchasing decisions than other Northern Forest brands.
Conclusions

- Vermont’s natural and social capital have a greater impact on purchasing decisions than other states
  - natural beauty, traditional values
- Having an association with Vermont was the most significant variable in increasing the probability of choosing a Vermont brand
- Previous experience with products from the region was influential in consumer’s preference
- Respondents identified the Vermont brand with cognitive attributes such as quality

Marketing implications

- Vermont and Maine = state brand
- New Hampshire = regional brand
- 6% premium for Vermont brand above other Northern Forest brands
- Different marketing strategy for those who have an association with the Northern Forest and those who do not
Marketing implications

- Marketing to the tourist population in Vermont should be a priority for the industry
  - Those who visited the Northern Forest region on vacation were 2 times more likely to choose a Vermont brand

Opening retail stores in urban areas represented in the map will reach a consumer population that has the strongest preference for the Vermont brand and can afford the quality products crafted in Vermont.
Despite the potential of branding to be used as an incentive for a sustainable wood products industry, the fate of rural communities in Vermont depends on policy and institutions valuing rural livelihoods.
Advancing Community Tourism in Appalachian Ohio . . .

An OSU Extension program initiative for educating about tourism development

OSU Extension Tourism Team
Sheila Maggard, OSU Extension, Adams County
Treva Williams, OSU Extension, Scioto County
Becky Nesbitt, OSU Extension, Gallia County
Deanna Tribe, OSU Extension Center at Piketon

Sustainable Tourism Development

“Sustainable tourism development improves the lives of tourists, the lives of people in the host regions, and the land itself.

- Visitors should have experiences that enrich their lives and expand their understanding;

- Local residents need high-quality employment and good returns on the investment of their resources;

- And tourism development should respect the current and future development as well as the culture of the people.”

—Ecotourism in Appalachia
Why community tourism?

- Educational
- Entertaining
- Authentic
- “Hands On”
- Relaxing
- Wholesome Family
  - Adventure

Agritourism

Keeping the farm in the family
And the family on the farm
Agri-Tourism

- The crossroads of tourism and agriculture where the public visits working farms, ranches, or wineries to buy products, enjoy entertainment, participate in activities, shop at a country store or stand, eat locally grown or locally prepared food, and perhaps make overnight stays for an authentic experience.

Jane Eckert
Eckert AgriMarketing
University City, MO

Agri-tourism; Agri-tainment; Agri-heritage

- Terms used to identify and describe non-traditional income opportunities for the farm and agricultural industry

- Traditional crops, livestock and farm practices become new and different marketing strategies for generating agricultural income for farm families, while offering a fun way for people to learn about rural life

From Tourism Trails Fact Sheet
Prepared by Don Davis,
Former Extension Educator
Hocking County
Examples of Agri-Tourism

- Farm tours and activities
- U-pick farms
- Farmers markets
- Horseback riding
- Fishing and Hunting
- Wineries
- Festivals: Apple Festival; Pumpkin Festival; Sorghum Festival; Herb Festival; etc.
- Niche markets – Maple syrup; Apple butter; Cider; Corn Mazes; etc.
- Museums
- Working farm

Lewis Mt. Herb Farm
Manchester, OH

- Small working herb and everlastings farm
- B&B – Inn
- Marketing:
  - Workshops & Artist Series
  - Annual Fall Festival
  - Christmas and seasonal workshops
  - Retail shop
  - Website
Sweetapple Farm
Vincent, OH

- Fall activities
- School tours
- Corn Maze
- Holiday Nativity
- Local products for sale
- Small food service
- Rustic facility for rent

Marketing Community Tourism

- Objectives
  - Market Gallia County agri-tourism
    - Television ads distributed through cable markets
  - Further develop agri-tourism opportunities
Nature Based Tourism

- Recreational opportunities (canoeing, boating, ATV’s, hiking, etc.)
- Observation activities (state record trees, unique or unusual flowers, trees)
- Rugged, hilly terrain offering scenic views
- Development often controversial

Cultural & Heritage Tourism

- Quilt Barns – driving tour, souvenirs
- Underground Railroad
- Iron furnaces
- Music festivals and/or performances
- Historic homes/sites
- Re-enactments of historic events
- Museums and galleries
Culinary Tourism

- Related to both agri-tourism and culture tourism
- More than food – it’s the experience!
- Focuses specifically on the search for and enjoyment of prepared food and drink.
- Found in rural and urban areas, in fine hotels and restaurants, the roadside café, the annual bean dinner, the church social, etc.
- New tourism niche that fosters economic and community development and new intercultural insights

Oregon Culinary Tourism Task Force

Linking Tourism & the Craft Industry

- Working with Wood project
- Local artisans with quality product
- Demonstration of craft at festivals, community sites, special programs, etc.
- Tourists travel to follow specific crafts, e.g. baskets, pottery, dolls, wood carvings, etc.
Hospitality

- An attitude that involves the entire community
- Expected by visitors (customers)
- The most critical component of tourism
- Doesn’t always come naturally – can be very effectively taught
- Brings people back to your community (business)

Advancing Community Tourism

- History & Heritage
- Agriculture
- Folk ways
- Nature
- Culture
- Others
Lessons Learned

- Recognition of importance of planning
- Involvement of local folks
- Tourism (especially agri-tourism) can be a hard sell
- Unawareness of tourism related jobs within communities
- Evaluation component is often missing as are various components of marketing
- Tourism contributes to civic involvement, community pride and image

For more information about tourism development....

Contact OSU Extension
Incorporating Fee-based Recreation into Long-range Forest Planning

National Extension Tourism Conference
Burlington, VT
10-12 September 2006

Thom J. McEvoy
Assoc. Prof. & Extension Forester
Rubenstein School of Environment and Natural Resources
University of Vermont
Burlington, VT 05405
802-656-2913
mcevoy@uvm.edu

Parcelization is inexorable...

How many times can a remainder be subdivided if the subdivision is always half the remainder?

Is ‘sustainable development’ an oxymoron?

Situation...
Owning Forest Land is Expensive...

Current Tax Policies are Ridiculous...
Stumpage Yields are Marginal.

Humans are impatient....
NIPF owners are getting older.
Contemplating mortality is tough.

Situation...
Few have estate plans and almost none have special plans for forests.
How does estate planning for forests differ from estate planning?

Many who learn about forests develop a sense of responsibility. Conservation of wealth is not a principal message. Intergenerational planning begins with communication. For many fee-based recreation is a viable alternative, increasing sustainability.

What can we do?

Eliminate ad valorem property tax for owners willing to make long-term commitments to forests.

Learn how to evaluate and monetize the positive externalities of well-managed forests.

What can we do?

Encourage owners to explore and adopt strategies that keep forests intact.

Move away from ‘stumpage-driven’ forest management to more sustainable practices.

In areas near population centers, fee-based recreation is a viable alternative.

Planning the Future Forest

USDA Forest Service funded 3-year project.

Locate & obtain ‘stories’ of forest-owning families that have developed long-range plans.

Use the stories as ‘case-studies’ in a book by the same name that helps others consider the possibilities.

Planning the Future Forest

Procedure:

1) Locate ‘key informants’ to nominate prospective families.

Three national inquiries resulted in about 100 nominations (including self-nominations).

2) Nominees vetted with key informants.

3) Prospective candidates contacted via email/mail.

4) Interested candidates review ‘project narrative’ and ‘self-select.’

5) Phone interview arranged with respondents to schedule visit (i.e. taped interview)
Project Summary…

Twenty-five ‘case-studies’ initiated since fall 2004 (the goal was – is – to obtain 25 – 30).

Interviewees: 14 males, 4 females, 4 married couples, 1 married couple with heir, 1 male with heir and 1 family of 3 generations.

Interviewee’s own and manage 121,000 acres of forests. Range: 140a – 52,000a.

Nearly 60 hours of tape, about 30 of which will be transcribed into electronic files.

Interesting Project-related Anecdotes…

One candidate has left instructions about ‘replacing’ forest if certain conditions transpire.

An LLC in southwestern PA has a deed that is alleged to have been derived from lands originally owned and surveyed by Pres. George Washington.

One couple has developed a protocol for selecting ‘stewards’ to succeed them.

Fee-based recreation (hunting & fishing) is fairly common in the South.

Great (paraphrased) quotes…

‘I trust my judgment about forests, more so than my heirs. I intend to manage from the grave!’

‘The only way to create successors that care about forests as much as we do is to engage them as children.’

‘We look upon forest in our estate, not so much as an asset but as another heir; just one more kid at the table.’

Based on interviews, what are the prospects for keeping forests intact? Not good…

Owners are reluctant to commit land & heirs to long-term purpose [ruling from the grave]

Parents are willing to trust their offspring to maintain forest and to keep ‘tradition’ alive. [paperless trust]

Many anticipate exigencies that will require liquidation of forest & land. [family first]

Opportunities for Recreation on private (NIPF) lands…

“Most children of forest-owning families will end up selling the family forest to settle an estate, unless parents have set up an alternative that obviates such a sale.”
First, a bit of a disclaimer: I’ve shared parts of this presentation, under a similar title, in a concurrent session at the National Great Rivers Symposium in Godfrey, IL, in April 2005. The topic of the symposium was “A Confluence of Interests: Nature and Tourism In River Cities and Rural Areas.” I’ve suffered the conceit that it’s worth sharing this updated version with Extension colleagues, largely because of my own amazement at just how much of this work seems to lie in helping the people we serve find ways to work together to get things done. At some point earlier in my career I might’ve thought it was more an issue of good ideas, specific educational content, credible theories, or coefficients of something or other discovered through applied research.

At any rate, this presentation chronicles what is, under the surface, a tourism development planning and implementation process and my efforts to provide education and capacity building therein.

I’ll start with some background, describe the process, ongoing implementation, and what seems to lie ahead.
Rocking the Boat Gently: Nurturing Tourism Development Along the Illinois River

Background
DIRV--“Discover the Illinois River Valley” (DIRV)

- Initiated by Extension and The Nature Conservancy (TNC), with leadership centered in Fulton County
- Based on the perception that this is an amenity rich area with attractive potential but little economic impact to show for it
- Series of local meetings, recruiting local participation, Aimed at building relationships and development efforts between and among communities and the various conservation and outdoor recreation sites

Culminated in U of I Extension’s Fulton County Unit hiring Visiting Unit Educator in Community & Economic Development, in part to pick up this

It's worth highlighting the catalyst role played by TNC, their project at their Emiquon Preserve, and the efforts of their staff:

- Emiquon land purchase--just under 7,000 acres, PILT to local taxing bodies in Fulton County
- Biodiversity mission plus an expressed interest and staffing in compatible community and economic development
- Advocacy for Extension Community & Economic Development Education programming & staffing
- Brought in nature-tourism expert--Ted Eubanks (Fermata, Inc.) who raised awareness and got some key opinion leaders excited about the potential

Need to inject a little commentary about what colleagues and I have come to call the "Field of Dreams Fallacy“
You remember in the Movie “Field of Dreams,” the endless line of cars arriving at Kevin Kostner’s rural Iowa farm to see what he built, right?

If all of those folks had to drive back to Des Moines or Iowa City for food, lodging, souvenirs, and whatever else they might’ve needed, then the economic benefits are going to accrue back there, not there at his farm. ‘Course that wasn’t particularly about economic development, but . . . It’s worth recognizing that the mere presence of visitors doeth not prosperity make.

Many people are regarding a development such as TNC’s Emiquon Preserve as an unqualified economic benefit, one without any need on our parts for local development or follow-through, one that doesn’t need any more thoughtful of a strategy than “If you build it, they will come.”

People need to hear the whole of Ted’s message about, as he calls it, “The Business of Nature.” The idea of business and economic development around Nature-based and outdoor recreation tourism has to fall on fertile ground, soil that’s ready to receive it.

One of the tasks that falls to those of us working on the local level to help the communities we serve to realize that potential for increased prosperity from Nature-based and outdoor recreation tourism, . . . One of the tasks is fostering both receptiveness to the idea and capacity for implementation at the local level.
So what about the “soil” in the county I serve? What about local tourism development capacity in Fulton County? Was it ready? Fertile ground to respond to opportunity?

This diagram attempts to capture some of the impressions that I gathered as I worked to get to know the tourism landscape in Fulton County. Briefly, I found:

• Strong and close existing ties/linkages in some areas, between some groups.
• Some relationships fractured and characterized by conflict and animosity, a willingness to nurse old wounds and past hurts
• Linkages and ties that maybe should have been in place were absent, neglected, or maybe just invisible to my “naked” eye.

Obviously, my diagram is not exhaustive, but it would be exhausting for all of us if I tried to elaborate on all of what’s embedded here.

The diagram also doesn’t convey much about the capacity, vision, and change resistance of the organizations involved.

I’d like to share one anecdote and a few related observations that I think help convey some of the complexity and difficulty in fully realizing the potential of our tourism assets.
To set the stage, we go back to The Nature Conservancy’s Emiquon project:
• Just under 7,000 acres in Fulton County, PILT to local taxing bodies, an expressed interest and staffing in compatible community and economic development
And a couple important things about the kind of attention this project in Fulton County had gotten:
• Circulation of Nature Conservancy’s July/August 2001 Magazine, 38,000 in Illinois, roughly 1 million nationwide.
• Related project downstream on Nature Valley Granola box
So, how did the local organization that occupies the “institutional space” called County Tourism Council respond?
When TNC’s representative attended one of their meetings (after even paying them membership dues), they turned her away, saying something like “Our organization is for Fulton County Businesses!”
As I’ve gotten to know the people involved, I’ve had to conclude that this reaction represents a clash that was part in “cultural” and in part personality driven.

It was a latte-swilling, high-energy, professional in her 40s with a laptop, a cell phone, a PDA, lots of new ideas, and a “Let’s get things done!” attitude bumping into the “old guard,” 20-30 years her seniors, who started the scenic drive decades ago, put out this little brochure, and are working on a website—thank you very much!

What would it mean personally and organizationally to have to share the turf they’d held for decades with someone like that?!

So, I think, it was just simply easier just to ask the TNC rep. to leave and tighten down the blinders, getting back to the modest annual projects they’d been doing for years.

What did this evidence of capacity suggest about whether there was “fertile soil” for innovative asset-based tourism development efforts to germinate and take root?

There was subtle and sometimes not-so-subtle, sort of “Type A” pressure from key opinion leaders who saw the potential, leaders with whom the Nature-based tourism messages had taken root, to well, . . . Essentially do an “end-run” around those that hadn’t yet “seen the light.”

What I did instead was to facilitate a process that I called the Fulton County Tourism Summit.
The goal was to create a forum in which a broader set of development ideas could be recognized, legitimized, and addressed.

Existing organizations could then choose to come along or not, but, no longer the “only game in town,” would not be able to so limit the discourse and define tourism so narrowly.

Quick overview of the Tourism Summit process:

• Labor intensive reconnaissance and program development phase, building the program with input from stakeholders as well as building support for and investment in the process.

• Session I in January 2004 convened the delegates for the first time (46 delegates from at least 44 organizations)—discussed elements of vision, actions, etc.

• Intermission-- “organizational soul-searching”—delegates and their organizations consider their role in such new cooperative efforts.

• Session II, May of 2004, reconvening to put those pieces together, validate and “ratify” output of Session I.

"Preaching to the Choir” metaphor, but it was really more like “engaging the choir.”

• Could we even get “the Choir” together under one roof?

• Could we agree on one “hymnal?” An agreed-upon set of “songs to be singing?”

• Could we find a way to “sing” them together?
Agreed-upon Initiatives

“Things we should be doing . . . .”

1) Developing and maintaining effective Organization/Cooperation/Leadership
2) Developing a Shared Vision for Tourism Development in Fulton County
3) Inventory tourism attractions, opportunities, and resources
4) Acquiring funding to support tourism development projects
5) Providing training for tourism businesses and employees
6) Monitoring and evaluating the success of our efforts
7) Educating and raising awareness regarding tourism assets, value, and Importance
8) Development of tourism attractions and opportunities
9) Promotion/Marketing

Critical piece of output was the set of nine “Agreed-upon Initiatives” that I derived—through a sort of content analysis process—from participant comments shared and processed together in Session I discussions and “ratified” in Session II.
I was able to show participants that this set of nine “Agreed-upon Initiatives” and their efforts to date through the Summit Process had squared-up roughly with the factors for success discovered in University of Illinois research from 2001 by Wilson & Fesenmaier.

Organizational Strategy

“Things we should be doing . . . .”

1) Developing and maintaining effective **Organization/Cooperation/Leadership**
2) Developing a **Shared Vision** for Tourism Development in Fulton County
3) **Inventory** tourism attractions, opportunities, and resources
4) Acquiring **funding** to support tourism development projects
5) Providing **training** for tourism businesses and employees
6) **Monitoring and evaluating** the success of our efforts
7) **Educating and raising awareness** regarding tourism assets, value, and Importance
8) **Development** of tourism attractions and opportunities
9) **Promotion/Marketing**

The first step in tackling the nine “Agreed-upon Initiatives,” that constituted the "things we should be doing" was addressing the organizational challenge, which was both explicit in the initiatives themselves and . . .

[Click]

. . . evident to me from my reconnaissance.
How could we get from a troubling lack of working relationships and effective networks to something more functional, some organization that would actually facilitate the implementation of the agreed-upon initiatives?
Organizational Strategy

Guidance from Management “Guru” Peter Drucker:

- Symphony Orchestra team model
- Players have their positions, their roles
- However, members work as a team
- Requires coordination by a “conductor” or “coach”
- Requires a “score”
- Great flexibility and speed, if the score is clear


I stumbled upon some guidance about types of teams and their suitability in reading Peter Drucker. Symphony orchestra as a model that might fit our needs.
Organizational development strategy proposed to the Tourism Summit delegates, Session II. They and a subsequent “subcommittee” agreed we ask a core group of well-suited people to take responsibility for filling the “orchestra conductor” role for us.

Certain assurances offered about the way such a core group would work:

- Guided by a mission derived from shared vision
- WILL NOT direct, dictate, or command and will have no authority to do so
- WILL coordinate, collaborate, orchestrate, convene, invite, negotiate, educate, explore, and cooperate toward the implementation of agreed-upon initiatives
- Member Recruitment:
  - Mission Match--Own or organization’s with tourism development
  - Skills and resources, not merely availability
  - “Big picture” thinking
  - Team play abilities required
- Core group membership probably should tilt toward those who can make tourism development a part of their “day-job”
- Core group should employ teamwork and meeting “best practices” to get work done
A “snapshot” of this fledgling Tourism organization as it might have appeared last summer—operating under the name “Fulton County Tourism Alliance—shows a still messy set of networks. However, in terms of “preparing the soil”. . .

Increased capacity for cooperation, connection, convening, responding, seeing and envisioning, coordinating, and spanning boundaries.

This sounded pretty good, but it has been in the continued implementation that things have faltered.
The Education & Awareness-raising group was really the first to falter. Took on the design of a rather massive customer service education and training campaign and essentially collapsed under the weight of it.

The Coordinating Group was next. First a move to meeting every other month. Then . . .

Marketing & Inventory group has dwindled, but a core group has continued to move compelling projects forward.

The Development Group has remained most vital, continuing to use monthly meetings as a networking and troubleshooting “hub” for members involved in the County’s Greenways & Trails Planning Process.

We’ve fallen prey to our own regimen of monthly meetings. When we started this, it seemed like a logical default. Pick a regular day to meet each month and everybody put it on their calendars, saving the hidden and often enormous overhead of trying to find a meeting day and time that works for 15 people on a more “ad hoc” basis.

Too busy, stretched too thin . . .

The perennial paradox . . .

But it’s not too late, we may have caught it in time.
Here’s what we’re going to try . . .
Revitalized coordinating group with a couple of new and, we hope, compelling things on their plate
Disbanding the other working groups, moving from groups and monthly meetings toward an approach that treats the groups as “networks” to be mobilized around specific projects
For example, in order to continue to build on a local piece of a regional Nature Tourism project, we might activate these parts of the network in order to mobilize a specific team of partner organizations, people, and their skills and knowledge.
We might activate these connections to work on developing and marketing “packages” around an upcoming theater performance.

This is the stage things are at as I appear before you today.
Clearly there’s lots of work to do to make this transition to a kind of “virtual organization” that can respond to opportunities and mobilize skills and resources while still remaining inclusive and broadly participatory.

I’ve found a valuable resource to help guide my thinking about this path ahead in a book . . .

[Click]
Tourism Alliance Networks

The Hidden Power of Social Networks: Understanding How Work Really Gets Done In Organizations.


• Social Network Analysis
• Research findings:
  • Characteristics of networks
  • Roles and characteristics of network members
  • Creating and maintaining energy in networks
  • Managing and troubleshooting networks

The Hidden Power of Social Networks: understanding how work really gets done in organizations.


Social Network Analysis
Research findings:
  Characteristics of networks
  Roles and characteristics of network members
  Creating and maintaining energy in networks
  Managing and troubleshooting networks
Rocking the Boat Gently: Nurturing Tourism Development Along the Illinois River

Nurturing Development

• Questions?

• Comments?

• Suggestions?
Bringing Global Issues to Local Settings: a case study

Cynthia Messer
Extension Educator & Associate Professor

NET2006 Conference
September 11, 2006
Today’s presentation

- The issue
- Context
- Resources
- Bringing it to the local setting
The Issue

Protection of children from sexual exploitation in travel & tourism
1 Million + Children Annually
Strengthening tourism through education and research

**Context:**

**Tourism is a Vehicle**

Tourism Industry is **not** to blame, but reputable travel companies are often used

Opportunity to make a real difference

- Educate
- Build consumer awareness
- Actively work to prevent involvement
Strengthening tourism through education and research

Context

- Sustainable Tourism

- Global Code of Ethics for Tourism
Sexual Exploitation of Children in Tourism (SECT)

*Also referred to as Child Sex Tourism (CST)*

The sexual exploitation of a child by a person or persons who engages in sexual activities with the child while traveling away from their own country or region. This usually involves some form of payment – either cash or items such as food, clothing or trinkets.
Why does it occur?

Strengthening tourism through education and research

Supply

Demand
Strengthening tourism through education and research

Local Reasons

- Poverty
- Economic disparity
- Lack of education
- Rural-urban migration
- Gender discrimination
- Family breakdown or dysfunction
- Consumerism
- Corruption
Strengthening tourism through education and research

- Anonymity
- Cultural ignorance
- Rationalization...helping poor
- Racist attitudes
- Sense of economic superiority
- Plentiful supply stimulates demand
- Demand stimulates supply
Situational Abusers

- Individuals who take advantage of the availability of child sex partners at a destination.

vs

- Preferential child sex abusers
- Pedophiles
Strengthening tourism through education and research

The Victims
Ages 8-18

Majority are girls, but boys are victims too

Most suffer permanent physical and psychological damage
## The Global Campaign

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1996</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; World Congress Against the Commercial Sexual Exploitation of Children in Stockholm, Sweden</td>
</tr>
<tr>
<td>1997</td>
<td>WTO forms <em>Child Prostitution and Tourism</em> task force</td>
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<tr>
<td>1997-2006</td>
<td>NGO, industry &amp; Government efforts</td>
</tr>
<tr>
<td></td>
<td>► Training curricula</td>
</tr>
<tr>
<td></td>
<td>► Code of Conduct</td>
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<tr>
<td></td>
<td>► Guidelines for NTAs</td>
</tr>
<tr>
<td></td>
<td>► IFJ guidelines for journalists</td>
</tr>
<tr>
<td></td>
<td>► Inflight videos</td>
</tr>
<tr>
<td>2001</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; World Congress, Yokohama Japan</td>
</tr>
<tr>
<td>2003</td>
<td>WTO hosts regional meetings –</td>
</tr>
<tr>
<td></td>
<td>► Bali, Europe, Africa, Central America</td>
</tr>
<tr>
<td>2004</td>
<td>UNICEF /ECPAT partnership with Code of conduct</td>
</tr>
<tr>
<td></td>
<td>North American Launch of the Code</td>
</tr>
<tr>
<td></td>
<td>► Carlson Companies signs the Code</td>
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<tr>
<td>2006</td>
<td>U of MN hosts child trafficking / tourism conference</td>
</tr>
</tbody>
</table>
River Valley Agritourism
Development & Growth

Sally Mineer, FCS Agent for Lewis County
Donna Fryman, FCS Agent for Fleming County
Debra B. Cotterill, FCS Agent for Mason County
• Tourism Regional Efforts

• Legislature Input/Support
- Educational Components

- Diversified Interest
Active Member - 2006
Persons currently operating or aspiring to operate an agritourism or direct marketing operation. Annual dues are $25.00

Supportive Member - 2006
Only farmers currently supporting active members or aspiring to support active members. Annual dues are $25.00

Contributing Member - 2006
Organizations, businesses and/or firms whose activities or programs are pertinent to the affairs of the alliance. Annual dues are $50.00

Associate Member - 2006
Individuals, organizations, and/or firms whose activities or programs are pertinent to the affairs of the Alliance. No dues for associate members.

Junior Member - 2006
Students or youth organizations currently operating or aspiring to operate an agritourism or direct marketing operation or interested in educational opportunities. Annual dues are $5.00
Funded

- Grants
- Matching Funds
- Dues
- Inkind

Obstacles

- Self Interest
  vs
  Team Effort

- Totally New Concept

- Farming Business
  vs
  Way of Life
TODAY

• PART-TIME MARKETING DIRECTOR
• FUNDING SOURCES
• WORKING TOGETHER
Measuring Tourism and Recreation Impacts Through Participatory Modeling

Stephanie Morse
Lisa Chase, PhD
Roelof Boumans, PhD
University of Vermont
Challenges and Opportunities

• Land use and jobs are top concerns for Northern Forest residents (Vermont Poll 2002).

• The tourism and recreation industries are growing rapidly and may provide economic opportunities for many rural communities.

• Understanding the broad range of benefits and challenges—economic, social, as well as ecological—is essential for communities involved in recreation and tourism planning.
Participatory Dynamic Computer Modeling

- Computers can contribute to problem solving by providing decision-making support in complex systems.
- Participatory computer modeling is a methodology that involves a community in the process of collectively building a model about a particular situation that affects their lives.
- Participatory modeling can act as a consensus building tool, setting a stage for stakeholders to work together, share world views and hopefully come to a common understanding of their shared systems.
Project Goal

Promote sustainable recreation and tourism in the Northern Forest by combining the diverse perspectives gained through stakeholder involvement with the analytical tools of dynamic modeling.
Objectives

1. Conduct 6 participatory modeling workshops.
2. Examine the null hypothesis that a general model exists.
3. Enhance community capacity.
4. Identify strengths and weaknesses regarding the potential for sustainable tourism development within communities.
5. Evaluate the usefulness of the modeling process and the validity of the models within the Northern Forest region.
Site Selection

1. Potential to improve integration of recreation and tourism into the economic, social and environmental structure of a community.

2. Openness of community members to examine the current state of recreation and tourism infrastructure and to look at the processes that will lead to desired future scenarios.

3. High level of interest among community members to participate.
Participants

• Community members with diverse perspectives on tourism development were selected to be participants.

• People directly involved in the tourism industry as well as those not involved were included.
Participatory Modeling Workshops

- Northeast Kingdom, VT
  Oct 14, 2004
- Saranac Lake, NY
  Oct 21, 2004
- Colebrook, NH
  Jan 19, 2005
- Carroll, NH
  May 17, 2005
- Wilmington, NY
  Jun 7 and Oct 13, 2005
- Franklin County, VT
  Oct 25 and Dec 6, 2005
Vermont, North East Kingdom
The General Model

- Attempt to reconcile the differences and incorporate commonalities of the six site-specific models.
Comparison of Models

• Sought to identify commonalities and differences between site-specific models.

• Models were broken into sectors containing a state variable and its associated fluxes and influencing variables.
Examples of Model Sectors

Wilmington, NY
Examples of Model Sectors
Franklin and Grand Isle Counties
Comparison of Models

• A quantitative comparison of these sectorized models revealed six prototypical sectors.
  1. Quality of life
  2. Culture
  3. Nature
  4. Economics
  5. Service
  6. Infrastructure

• These sectors will serve as the foundation in the development of a general model.
General Model Sector
Evaluation

Evaluation of this participatory modeling process sought to answer four main questions:

• To what extent did the modeling process foster dialogue between participants?

• To what extent did the model facilitate consensus-building?

• To what extent did the model facilitate systems level thinking?

• What are the benefits and limitations of using participatory computer modeling in a rural community?
Evaluation Methods

Both the experiences of these six communities as well as those of the research team were evaluated using methods such as:

• SURVEYS
• OBSERVATIONS
• INTERVIEWS
Evaluation Results

- Discussion & Exchange of New Ideas: 34%
- Learning about Stella: 22%
- Networking: 8%
- Discussion Specific to Tourism: 10%
- Cooperation: 9%
- Community Understanding: 8%
- Outside input: 4%
- New info: 5%
- Learning about Stella: 22%

(Chart showing percentages for different categories)
Findings

• From the six participatory workshops, community members most valued the discussion and exchange of new ideas.

• A comparison of the six models revealed prototypical sectors that can and will serve as the foundation for a general model.
What’s Next

• Tailor general model by incorporating necessary data.

• Work with one community to fully analyze the usefulness of the general model through running scenarios.
New Hampshire, Colebrook
Franklin &
Grand Isle
Counties
Putting Your Best Foot Forward:  
*Tourism Planning through First Impressions*

Extension Tourism Conference  
September 10 – 13, 2006  
Burlington, Vermont

**Program Purpose:**
- Perception Check: Are the intended community
  - Images
  - Assets
  - Accessibility
  - Friendliness

The same ones received by the visitor
First Impressions Program Is...

- An anonymous community visitation program that obtains layperson’s “first impressions” of your community in a non-threatening way
- An effective method for a community to use in evaluating the effectiveness of their on-going tourism objectives and strategies
- A way to gather insights regarding the image you are sending: is the message you intend to send the one that is being sent?
- Ohio Program adapted from Wisconsin model developed by Andy Lewis, UW-Extension & James Schneider, Executive Director, Grant County Economic Development Corporation

How First Impressions Works...

- Identify sponsors
- Find a matching community
- Establish planning committee
- Identify & train volunteer visitors
- Conduct anonymous visit & complete survey
- Prepare report and present
- Evaluate and improve tourism plan
Ohio’s Experience...

Programs to date:
- 26 Communities
- 4 Main Streets
- 2 Byways

First Impressions Community Profiles...
- Average community size: 8,800
- Smallest: 922; Largest: 36,494
- County seats: 46%
- Chamber involvement: 70%
- Travel or CVB involvement: 15%
- Extension Partnership: 73%
Finding One

- Communities often do not send the message that they intend to send. Either the feature or image is not clearly stated or some other feature distracts from the intended message.

Community Message: Image

Small eastern Ohio Village:

Intent: Blend Amish and Swiss Culture in food, architecture, businesses, and overall look

Result: Visitation team praised the “wonderful Swiss theme” of the community
Image of Sugarcreek, Ohio:

*The message they intended to send...and did send*

“Wonderful Swiss Theme”

Feature: Assets

Bucyrus, Ohio:

Intent: Bucyrus is the crossroads

Result: Mural in downtown park-like square is a focal point for visitors entering the town. Other communities have copied Bucyrus’ approach.
Community Message: Features

“Great American Crossroads” mural in Bucyrus, Ohio:

Work on the mural and park project began July 1, 1999 and was dedicated October 26, 1999. Many stories and scenes are played out in the mural. The people and activities were chosen from various times throughout the last 100 years.

Finding Two

- Directional and informational signage is unclear and/or confusing. This frustrates the visitor, makes it easy to miss important features and leaves, at best, a cluttered impression.
Feature: Accessibility

- 95% of the communities had insufficient and/or confusing directional and informational signage
- Made it difficult to find key features and amenities
- 65% of the communities had unattractive signage – often at major entrances

Confusing Signage
Unattractive Signage

First Impression
Finding Three

- Local awareness of unique assets and themes and resident’s role as ambassador is often not understood. Hospitality and knowledge of local people leaves a lasting impression.

Findings: The Message

- 73% of communities had Tourism as a major economic development strategy, but...
- Only 63% of those communities had a clear idea of the message that they wanted to send, and of those...
- Only 11% of those communities were successful in sending the message that they intended to send
Participating Communities

- 100% of the participating corridors had a tourism agenda
- 100% of participating Main Streets had a tourism agenda

Ohio Additions & Adaptations

- While returning home First Impression Visitation Team completes a best lessons survey
- Extension observations/addendum
- Adapted for Tourism/Byways
  - Web site/internet research
  - Overnight accommodations
  - Survey questions
Contacts

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Indiana Agritourism Training Initiative

Introductions

- Roy Ballard
  Purdue Extension Educator, ANR
  Hancock County

- Brian Blackford
  Development Director
  Indiana Office of Tourism Development

- Jerry Nelson
  Purdue New Ventures Educator
  Agricultural Entrepreneurship
Presentation Overview

- Why agritourism?
- Indiana’s Agritourism Background
- The SARE Story
  - The Partners
  - The Plan
  - The Results
- Future Possibilities

Why Agritourism?

- From popcorn to pork and everything in between, Indiana has a rich and very successful agricultural heritage

- Indiana attracts more than 59 million visitors each year. Tourism spending is close to $9 billion annually
Why Agritourism?

Producer Perspective:

- Inadequate farm profits
- Farm diversification
- Develop hobbies into good business
- Keeping the family on the farm and the farm in the family!

Tourism Perspective:

- Enhances Indiana’s tourism product and encourages visitation
- Utilizes sustainable, place-based assets
- Provides unique experiences
Indiana’s Agritourism Background

- Agritourism interest and momentum building
- An organized effort began in 2003
- A series of statewide workshops held in 2004
- Agritourism legislation passed in 2004
  - Added 2 agritourism representatives to the Tourism Council
  - Charged Tourism Council with several tasks
- Applied for and received SARE PDP Grant in 2004 (grant’s lifespan is 2005-2006)

The SARE Story

- Group of partners pursued a Professional Development Program (PDP) Sustainable Agriculture Research and Education (SARE) Grant through the North Central Region
- Purpose of PDP Grants are to “Train the Trainer”
- SARE funded The Indiana Agritourism Training Initiative for two years (2005-2006) at $70,000
The Partners

- One of the key factors in obtaining grant money and executing the very intense plan was the diverse and extensive list of partners.

- 6 government agencies provided significant contributions to the SARE project.

- This included a pledge of nearly 1,700 hours valued at close to $45,000.
The Plan

- The purpose of the grant was to:
  - Continue ongoing work to promote agritourism as a viable agriculture and tourism opportunity

- Engage “Educators” in an effort to:
  - Build a knowledge base for agritourism
  - Provide an expert resource for agritourism producers

- Ultimately help establish new and augment existing agritourism ventures

Educators are defined as:
- Extension Educators
- Tourism Professionals
  - Convention and Visitors Bureau staff, others
- Small Business Development Centers
- NRCS, RC&D
- LEDO (Local Economic Development Organizations)
- USDA Rural Development Staff
- Other community leaders and officials
Indiana Agritourism Training Initiative

The Plan

- **Objective I**
  - Conduct six regional workshops in the summer and fall of 2005 (an Agritourism 101 format was used)

- **Objective II**
  - Expand the well-established Indiana Horticulture Congress in 2005 & 2006 to include a full-day agritourism track
The Plan

Objective III

- Offer scholarships to pairs of producers and educators to attend a 10-week NxLevel Business Development Training course, “Tilling the Soil of Opportunity” (offered through SBDC).

The Plan

Objective IV

- Produce an Agritourism Resource Guide
The Results

- 6 workshops were conducted statewide reaching more than 200 agritourism educators and producers.

- The 2005 & 2006 Horticulture Congress did feature an agritourism track—these sessions proved most successful of all, attracting more than 150 attendees each year.
  - Speakers included Indiana Lt. Governor Becky Skillman and national agritourism expert Jane Eckert, among others.

- A handful of NxLevel classes were conducted across the state with more than 30 pairs (producers & educators) participating in and completing the 10-week course.

- A Resource Guide showcasing more than 200 pages worth of information has been compiled. The guide lists, by county, the resources available (both technical and financial) to agritourism producers.
The Results

Perhaps the most important results are the following:

- Countless relationships were started and/or built upon
- Strong partnerships were formed or continued
- The natural divide between agriculture and tourism decreased
- Momentum continues

Future Possibilities

- Partners continue to meet
  - The SARE committee is still active
  - A work group within the Indiana Tourism Council has been reconvened to address agritourism issues
  - There is also talk of a producer-driven association being formed
- Future objectives include
  - Web presence
  - Support network for start-up agritourism endeavors
  - Topic-specific workshops (geared toward established agritourism ventures)
    - Possible topics include: Creating Promotions, Partnering with Nearby Attractions, Writing a Press Release, Etc.
- A pre-proposal was made for another SARE grant
Questions

- Roy Ballard
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- Brian Blackford
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- Jerry Nelson
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Thank You
Building local service skills to serve multicultural customers

Cynthia Messer
Associate Extension Professor

NET 2006 Conference
September 11, 2006

A collaboration of the University of Minnesota Extension Service and the College of Food, Agricultural and Natural Resource Sciences
Why Multicultural Customer Service?

According to the 2000 U.S. Census:

- Minorities make up 25% of the U.S. population
- 19% of Americans have disabilities
- 25% of the U.S. population is under the age of 18

Serving these diverse customers happens throughout our communities – from main street businesses to the courthouse, convenience stores to healthcare facilities.
Strengthening tourism through education and research

- Comprehensive curriculum
  - Scripted instructor content
  - Masters for participant materials
  - Powerpoint presentation on CD
  - Training tips
  - Evaluation tool

- ½ day workshop on basic customer service skills & knowledge combined with cultural awareness information.
Strengthening tourism through education and research

† Proven track record
- Businesses: Mall of America, resorts, casinos,
- Community organizations: chambers, CVBs
- Government: State, County and City staff training
- Regional hospitals & community colleges
- International package delivery company (Japan)
- Licensed to AmericInn International

† Translated into Spanish and Japanese

At Your Service
Working with Multicultural Customers
Program Delivery

- **Extension Educators**
  - Deliver the 4 hour workshop
  - Offer a “Community Initiative” approach
    - Local instructor training for up to 8 community trainers
    - A service management workshop to build interest/support
    - Consultation to build a sustainable program
    - Comprehensive evaluation including pre-, post- and follow-up survey with report back to community sponsors

- Curriculum can be purchased for $459
Outcomes & Impacts

- MN evaluation data collected

- Impact:

  The curriculum helps businesses and communities to view culture as an opportunity to improve economic potential and to make business, government and other sectors more successful.
The Action Plan will help you apply what you have learned in this program.

The exercises helped you understand how you can improve your service skills.

The program will improve your personal ability to provide service.
“The feedback from the participants was very positive... I've used some of the At Your Service materials as part of the [business communications] course, and it's an interesting dynamic to discuss diversity in the workplace with a group of minority students. The materials worked well for our discussions, proving that they can be used as educational materials in classrooms and with minority students.”

Mary O, community instructor (2006)
Participant Comments

(from evaluations)

- “The group activities where we got to interact with each other because it helped us learn from one another.”
- “Good balance – lecture and activities”
- “How customers view me – I don’t always think about it”
- “The MOT clock because you could see how every interaction is important.”
- “I thought the particular examples were valuable. They help participants move the general principles to the workplace.”
At Your Service

Working with Multicultural Customers

Samples from workshop content
Program Objectives

Participants will:

1. understand the foundations of customer service.

2. increase their awareness of cultural diversity and how it affects customer service.

3. gain enthusiasm, confidence and commitment to provide superior service to diverse customers.

4. practice customer service skills and knowledge, and write an Action Plan to apply these on-the-job.
What is Culture?

- Systems of knowledge shared by a relatively large group of people. (Gudykunst and Kim 1992)

- The cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving. (Samovar and Porter, 1994)
Strengthening tourism through education and research

Culture Iceberg

10% above water
Food
Dress, Language
Manners / Behavior

90% below water
Attitudes & Emotions
Time, Work patterns,
Concept of responsibility, Trust
Social roles, Individual or group

BELIEFS   VALUES   MORALS   ETHICS

First impressions & Stereotypes
Diversity beyond ethnicity

- **Gender**
  - 49.1% Male
  - 50.9% Female

- **Median age**
  - Male: 34 years
  - Female: 36.5 years

- **Education**
  - 84% of all age 25+ are high school graduates

- **Disabilities**
  - 49.7 million people (19.3% of population) have some type of long-lasting condition or disability

- **Labor Force**
  - 70.8% of Men and 57.5% of Women over 16
  - 33 million people live below the poverty line

Source: U.S. Census 2000
What does all this have to do with Customer Service?
Service is an experience that is judged by each customer.
Customer’s View of Service

Dimensions of Quality
- Reliability
- Assurance
- Tangibles
- Empathy
- Responsiveness

OWN CULTURE

W-O-M
Personal Needs
Past Experiences

Expected Service

Perceived Service

Perceived Service Quality

Adapted from Zeithaml, Parasuraman and Berry. Delivering Quality Service 1990.
How Customers Judge Service

Strengthening tourism through education and research

**R**eliability
- Dependable service
- Accuracy of bill or statement

**A**ssurance
- Knowledge of product or service
- Respect for cultural differences
- Honesty

**T**angibles
- Quality of product or service
- Appearance of staff and facility

**E**mpathy
- Personal attention given to customer
- Knowledge of culture
- Effort to understand individual needs

**R**esponsiveness
- Willingness to help
- How fast service is provided
Foundations of Service

Attitude

Attention

Action

Appearance

Strategies to create and maintain positive customer experiences
Culture shapes our

Attitude
Values
Perception
Communication
What do you see?
Thank you

Cynthia Messer
cmesser@umn.edu
Agritourism in Oregon: Coping with economic, social and operational constraints in today’s urban and rural interfaces

Fernanda Pêgas¹ and Dr. Joanne Tynon²

¹Texas A&M University, PhD Student
Recreation, Parks and Tourism Sciences Dept.
²Oregon State University
Forest Resources Dept.

Photo: Doug Gorsline
(Pêgas & Tynon)
Presentation

• Cattle ranching
  - Challenges to ranching
• Research purpose
• Agritourism
  - Ranching/Tourism
• Methodology
• Agritourism in Oregon

Photo: Doug Bostrom
Cattle ranching in Oregon
(1982-2002)

- Number of farms/ranches: 40,033 (↑)
  - Steady last 5 years
- Land in farms: 17,080,422 (↓)
- Farms owned by individuals (↑)
- Value per acre: $1,250 (↑)

Source: Oregon Agricultural Statistics Service 2004-2005
Cattle ranching – the industry

Source: Oregon Ag. Stat. Service 2004/05

• Livestock: 1,440,000 head (↑ 10K)

• 22th national rank (↑)

• State’s second main economy – second only to greenhouse/nursery products

• $533 million (cattle and calves) (↑ 17%)
  (Source: ODA, 2006)

Photo: www.vdacs.virginia.gov
Social, economic and operational constraints
(Sources: USDA)

- Urban sprawl – land use conversion
- Population growth (3.6 M)
  - (↑) both urban/rural
- Out-migration of youth
- Low market prices
- Market instability

Photo: http://www.regionalpark-mitteldeutschland.net/sprawl.htm
## Farmland - use conversion


<table>
<thead>
<tr>
<th>Land Use</th>
<th>1992</th>
<th>1997</th>
<th>2002</th>
<th>Total Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total farmland in Oregon</td>
<td>17.61M</td>
<td>17.66M</td>
<td>17.08M</td>
<td>-530K</td>
</tr>
<tr>
<td>Cropland</td>
<td>5.04M</td>
<td>5.48M</td>
<td>5.42M</td>
<td>380K</td>
</tr>
<tr>
<td>Woodland</td>
<td>1.83M</td>
<td>1.89M</td>
<td>2.17M</td>
<td>340K</td>
</tr>
<tr>
<td>Pastureland</td>
<td>10.38M</td>
<td>9.6M</td>
<td>8.86M</td>
<td>-1.52M</td>
</tr>
<tr>
<td>Farmland in Conservation</td>
<td>410K</td>
<td>550K</td>
<td>480K</td>
<td>70K</td>
</tr>
</tbody>
</table>

Source: USDA 2006
NET Conference, Sept. 12, 2006
(Pegas & Tynon)
Research Purposes

Analyze the role agritourism may play in minimizing social, economic, and operational constraints imposed by today’s urban/rural interfaces in Oregon
Agritourism

An enterprise that generates additional income for ranchers through the implementation of recreation opportunities

Photo: OCA
Tourism in Oregon

- State’s major source of revenue
- $6.3 billion dollar industry
- 89,500 direct jobs
Methods: Mailback survey

- **Population**: Oregon Cattlemen’s Association
- **Population size**: 2200 members
- **Sample size**: 1540 cattle ranchers
- **400 questionnaires - Summer 2003**
- **Response rate**: 44% (n = 177)
  - East: 120 (276)
  - West: 57 (124)
Findings

• 21% of respondents were involved in agritourism (n = 37)
• 54% in ranching 30 years or less
  – 14% 10 years or less
• 30% in agritourism 5 years or less
  – 73% of family members work off-ranch (65%)
  – 84% of family members work on-ranch (87%)
  – 57% of family members work in the agritourism business
• 60% are small size properties
• 65% have an income of $100,000 or less:
  - 53% livestock production
  - 48% off-ranch income
  - 31% grazing leases
  - 8% agritourism
How are they coping with today’s constraints? Motivations…

Motivations categories

- To fully utilize ranch resources: 54.0%
- Additional income: 51.3%
- Fluctuations in ranch income: 40.5%
- To educate the consumer: 40.5%
- Employment for family members: 21.6%
- Companionship with guests/users: 18.9%

$
Profits and agritourism

• No significant difference in income
  – BUT, those NOT in agritourism relied more on off-ranch income

• 8% household income from agritourism
  – Key in keeping the operation
  – Job opportunity for family members
Major barriers Oregon ranchers face in adopting agritourism

- Insurance and liability concerns: 64.8%
- Lack of time: 56.7%
- Regulations: 43.2%
- Lack of financial assistance and resources: 43.2%
- Lack of personnel: 40.5%
Agritourism...
What are the most popular activities visitors seem to prefer?

Unguided hunting: 51%

Watching wildlife: 41%

Photos: Marie Lennette

Photo: USFW
Cattle drives/riding herd: 32%

Cookouts/BBQs: 30%

Guided hunting: 27%

Horseback riding/Working ranch: 27%
What are the agritourism activities offered?

Fee hunting and fishing: 41%

- Photo: Marie Lennette
- Photo: Michael Ahr
Working Ranch: 41%

Camping/Guiding/Outfitting: 11%

Wildlife watching?

Photo: OCA

Photo: www.lazyhtrailco.com
Agritourists

- 72% of agritourism visitors are Oregonians
- 68% of agritourism visitors are repeat visitors
- 32% of ranchers relied on friends and family to promote their agritourism enterprise – BUT...
Marketing!

www.hoodriverfruitloop.com

http://www.tricountyfarm.org/

www.winesnw.com
Future prospects – challenges to overcome

• Agritourism in Oregon?
  - Visitors = farms + ranches (YES)

• Wildlife watching
  - Public lands in Oregon

• Ranching + tourism?
  - Privacy issues
    • “Don’t want any stranger on my ranch”
  - Environmental pressures
Marketing!!!

- Lack of effective marketing
  - Oregon Cattlemen’s Association
    - Environmental issues
  - Agri-Business Council of Oregon
    - Few properties promoted
    - Workbook
    - No real changes in numbers since 2003
Agritourism activities offered vs. **sought** by visitors

![Bar chart showing the comparison between agritourism activities offered and sought by visitors. The chart highlights a niche activity with a significant gap between offered and sought activities.]

**Niche!**
Agritourism is more than tourism in rural areas. Agritourism is also about...
Family....

Photo: Fernanda Pégas
Resource conservation....

Photo: Eric Toman
Education....

Photos: llranch.com
Culture....

Photo: www.dryheadranch.com
Agritourism may not be the answer to current socio-economic constraints but it can be a start....
Acknowledgements

Sponsorship:
Texas Cooperative Extension Program
Texas A&M University
Thank you!
Drought Impacts on National Park Tourism and Gateway Community Economies

Tauhidur Rahman and George Frisvold
University of Arizona

Prepared for “NETworking in tourism: People, places, and partnerships”
2006 National Extension Tourism Conference
Burlington, Vermont, September 10-13
Research Questions

How does drought affect visits to National Parks in the Southwest?

What are economic impacts of drought- or climate-induced changes in visits?
Importance of Study

- Southwest National Parks attract > 26 million visitors a year
- Annual visitors spending > $1.3 billion
- Park visits are important to local economies in rural areas
Study Area

Climate Divisions and the Location of National Parks

Legend
- National Parks
- Climate division
<table>
<thead>
<tr>
<th>Park</th>
<th>% of total visits</th>
<th>Park</th>
<th>% of total visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake Mead NRA</td>
<td>30</td>
<td>Bryce Canyon NP</td>
<td>3</td>
</tr>
<tr>
<td>Grand Canyon NP</td>
<td>14</td>
<td>Petrified Forest NP</td>
<td>3</td>
</tr>
<tr>
<td>Glen Canyon NRA</td>
<td>10</td>
<td>Montezuma Castle NM</td>
<td>&lt;3</td>
</tr>
<tr>
<td>Zion NP</td>
<td>7</td>
<td>Carlsbad Caverns NP</td>
<td>&lt;3</td>
</tr>
<tr>
<td>Joshua Tree NP</td>
<td>4</td>
<td>Saguaro NP</td>
<td>&lt;3</td>
</tr>
</tbody>
</table>
Water-Based Recreation

- Lake Mead and Glen Canyon NRAs account for 40% of regional visits
- Long-term drought lowers reservoir levels
Glen Canyon NRA Visits Generate

>2,600 local jobs

$125 million in sales

$45 million in personal income
Lake Mead NRA Visits Generate

>6,000 local jobs

$230 million in local sales

$82 million in personal income
Methods

Phase 1 – Multivariate Regression Analysis

Visits depend on:
• Park characteristics (size, facilities)
• Economic variables (macro-economy, gas prices)
• Spatial variables (park location in relationship to population centers and other parks)
• Environmental variables
Methods

Phase 2 – Input-Output Analysis

Regression results used to estimate change in visits in response to changes in environmental (and other explanatory) variables

Input-output analysis maps change in visits to economics impacts such as change in:

- visitor spending
- local jobs
- personal income
- value added
MGM2 Model for I-O Results

Developed by Daniel Stynes and Dennis Probst at Michigan State University

MGM2 website:
http://web4.canr.msu.edu/mgm2/

Based on IMPLAN, derives local impacts of park spending by different visitor segments
Preliminary Findings

Energy prices: for every 10% increase in gas prices, there is a 2.3% reduction in visits.

Recession: visits drop 2.9% in years when regional per capita income falls.

Drought: visits fall 5% for every 1% in reservoir levels at Lake Powell and Lake Mead.
Reservoir levels at Lake Powell (Glenn Canyon NRA) fell 2.1% from 1999 to 2003.
Estimated Impacts

Impacts of lower lake levels:
- 10.6% fewer visits
- 299 fewer local jobs
- $5 million less in local personal income
- $14 million less in local sales
- $8 million less in value added
Summing Up

Regression analysis maps environmental and economic change to change in National Park visits.

Input-output analysis maps changes in National Park visits to local economic impacts.

Framework applicable to other issues:
- Rising energy prices
- Wildfires
- Environmental restoration
Questions ?
Economic and Social Impacts of Tourism and Recreation: Evidence from Arizona

Tauhidur Rahman and George Frisvold
University of Arizona

Prepared for “Networking in Tourism: People, places, and partnerships”
2006 National Extension Tourism Conference,
Burlington, Vermont, September 10-13
Arizona hosted 31 million domestic and international overnight visitors, equal to roughly 85,000 visitors per day in 2005.
Travel and Tourism...

- Domestic overnight person-stays increased by 4.7% to a record 29.1 m domestic overnight visitors, driven by increases from 2004 to 2005 in overnight leisure (2.3%).

- Domestic overnight leisure demand was at its highest level in 2005, higher than it has been in the past 6 years.

- Domestic overnight leisure travelers stayed an average of 3.9 nights in 2005, significantly longer than the US average of 2.9 nights.

- Domestic overnight leisure travelers came from further distances, on average, from 2004 to 2005, with an average one-way distance increase of 7% from 713 miles to 762 miles, indicating Arizona has a positive appeal to long haul travelers.
Travel and Tourism...

- 2005 Arizona Domestic Overnight Leisure Visitors:

1. In 2005, the domestic overnight leisure travel segment provided 69% of Arizona’s total overnight person-trips.

2. Visitors in the 35-54 age group comprised the highest share of overnight leisure visitors (39%) followed closely by older visitors 55+ (37%) and younger visitors ages 18-34 (24%).

3. Couples (41%), adults traveling alone (28%), and families (20%).
Primary Activities of Arizona Domestic Overnight Leisure Travelers...

<table>
<thead>
<tr>
<th>Primary Activities</th>
<th>Non-Resident</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sightseeing</td>
<td>37%</td>
</tr>
<tr>
<td>Dining</td>
<td>34%</td>
</tr>
<tr>
<td>Shopping</td>
<td>29%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>27%</td>
</tr>
<tr>
<td>Parks (national/state)</td>
<td>19%</td>
</tr>
<tr>
<td>Visit Historic Site</td>
<td>14%</td>
</tr>
<tr>
<td>Museum, Art Exhibit</td>
<td>9%</td>
</tr>
<tr>
<td>Hike, Bike</td>
<td>8%</td>
</tr>
<tr>
<td>Attend Sports</td>
<td>8%</td>
</tr>
<tr>
<td>Golf</td>
<td>7%</td>
</tr>
</tbody>
</table>
Primary Activities of Arizona Domestic Overnight Leisure Travelers

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining</td>
<td>32%</td>
</tr>
<tr>
<td>Sightseeing</td>
<td>25%</td>
</tr>
<tr>
<td>Shopping</td>
<td>20%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>17%</td>
</tr>
<tr>
<td>Parks (national/state)</td>
<td>13%</td>
</tr>
<tr>
<td>Hike, Bike</td>
<td>9%</td>
</tr>
<tr>
<td>Camping</td>
<td>9%</td>
</tr>
<tr>
<td>Attend Sports</td>
<td>8%</td>
</tr>
<tr>
<td>Night Life</td>
<td>8%</td>
</tr>
<tr>
<td>Nature/Culture</td>
<td>6%</td>
</tr>
</tbody>
</table>
Arizona National Park Visitation 2001-2005

- National Parks welcomed 11,594,161 visitors in 2005, a slight decrease from 2004 (-1.3%)
Arizona State Park Visitation 2001-2005

- Visitation at Arizona’s State Parks remained relatively the same in 2005 with 2,267,246 visitors (+0.1%)
Impacts of Travel and Tourism...

- The impact of tourism on Arizona’s economy is significant.

- The importance of tourism in Arizona’s rural regions has become even more pronounced over the past 30 years as economic vitality once provided by traditional extraction-economic activities such as copper mining and timber harvesting have diminished or dissipated altogether.

- Total direct travel spending in Arizona in 2005 was $17.5 billion.
Impacts of Travel and Tourism...

- 52.7% of all spending by visitors was for leisure (arts, entertainment, recreation, accommodation, and food services)
- Retail spending (23.3%), and transportation (24%)
- In 2005 direct spending generated $456 million in local taxes and $583 million in state taxes
- Direct spending in Arizona generated 168,100 jobs with earnings of $4.5 billion
- Travel spending in Arizona generated a total impact (direct and secondary) of 313,000 jobs with earnings of $9.3 billion in 2005
# Arizona Travel Trends, 1998-2005

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending</th>
<th>Earnings</th>
<th>Employment (thousand)</th>
<th>Tax Revenue ($ Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ Billion</td>
<td>$ Billion</td>
<td></td>
<td>Local</td>
</tr>
<tr>
<td>1998</td>
<td>12.3</td>
<td>3.3</td>
<td>155</td>
<td>348</td>
</tr>
<tr>
<td>1999</td>
<td>13.3</td>
<td>3.6</td>
<td>161</td>
<td>368</td>
</tr>
<tr>
<td>2000</td>
<td>14.2</td>
<td>3.8</td>
<td>163</td>
<td>391</td>
</tr>
<tr>
<td>2001</td>
<td>13.8</td>
<td>3.8</td>
<td>159</td>
<td>372</td>
</tr>
<tr>
<td>2002</td>
<td>14</td>
<td>3.8</td>
<td>157</td>
<td>379</td>
</tr>
<tr>
<td>2003</td>
<td>14.8</td>
<td>4</td>
<td>159</td>
<td>391</td>
</tr>
<tr>
<td>2004</td>
<td>15.9</td>
<td>4.3</td>
<td>163</td>
<td>413</td>
</tr>
<tr>
<td>2005</td>
<td>17.5</td>
<td>4.5</td>
<td>168</td>
<td>456</td>
</tr>
</tbody>
</table>
Visitor Spending by Type of Traveler Accommodation, 2005 (Billions)

- Hotel, Motel: $6.90, 43%
- Private Home: $4.70, 29%
- Vacation Home: $0.50, 3%
- Campground: $0.70, 4%
- Day Travel: $3.50, 21%
Direct Travel Generated Employment by Industry, 2005

- Accommodation/Food Service, 86, 50%
- Arts/Entertainment/Recreation, 44.8, 27%
- Retail/Gas Service, 19.9, 12%
- Other Visitor Tran., 9.5, 6%
- Other Travel, 7.9, 5%
## Direct and Secondary Visitor-Generated Employment in Arizona, 2005 (Thousand jobs)

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>Direct</th>
<th>Secondary</th>
<th>Grand</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Indirect</td>
<td>Induced</td>
<td>Total</td>
</tr>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>86</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Arts, Entertainment &amp; Recreation</td>
<td>45</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>20</td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>Professional Services</td>
<td>0</td>
<td>8</td>
<td>23</td>
</tr>
<tr>
<td>Transportation</td>
<td>17</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Government</td>
<td>0</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>Other Services</td>
<td>0</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Finance, Ins., &amp; Real Estate</td>
<td>0</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Construction</td>
<td>0</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Mining &amp; Manufacturing</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Agriculture &amp; Food Processing</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>All Industries</strong></td>
<td><strong>168</strong></td>
<td><strong>38</strong></td>
<td><strong>106</strong></td>
</tr>
</tbody>
</table>
### Travel-Generated Employment and Earnings as % of Total, 2005

<table>
<thead>
<tr>
<th>County</th>
<th>Employment (Million)</th>
<th>Earnings (Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Travel</td>
</tr>
<tr>
<td>Apache</td>
<td>26,310</td>
<td>1,730</td>
</tr>
<tr>
<td>Cochise</td>
<td>60,370</td>
<td>4,190</td>
</tr>
<tr>
<td>Coconino</td>
<td>79,860</td>
<td>10,740</td>
</tr>
<tr>
<td>Gila</td>
<td>21,550</td>
<td>2,860</td>
</tr>
<tr>
<td>Graham/Greenlee</td>
<td>16,830</td>
<td>860</td>
</tr>
<tr>
<td>La Paz</td>
<td>8,200</td>
<td>1,430</td>
</tr>
<tr>
<td>Maricopa</td>
<td>2,111,160</td>
<td>91,160</td>
</tr>
<tr>
<td>Mohave</td>
<td>69,480</td>
<td>5,110</td>
</tr>
<tr>
<td>Navajo</td>
<td>38,220</td>
<td>3,040</td>
</tr>
<tr>
<td>Pima</td>
<td>484,720</td>
<td>25,550</td>
</tr>
<tr>
<td>Pinal</td>
<td>66,570</td>
<td>4,400</td>
</tr>
<tr>
<td>Santa Cruz</td>
<td>17,370</td>
<td>2,280</td>
</tr>
<tr>
<td>Yavapai</td>
<td>84,050</td>
<td>8,780</td>
</tr>
<tr>
<td>Yuma</td>
<td>87,370</td>
<td>5,990</td>
</tr>
<tr>
<td>Arizona</td>
<td>3,172,040</td>
<td>168,130</td>
</tr>
</tbody>
</table>
Observations...

- Maricopa and Pima are Arizona’s two most populous and urban counties
  - Because of their size, these counties account for most of the state’s travel / tourism employment and earnings
  - But travel / tourism is a small share of these counties’ employment and earnings

- In certain rural counties, travel / tourism make a much greater contribution to county economies
  - Travel / tourism share of employment and earnings are 2-3 times the state average
## County Total Travel Spending, 2000-2005 ($ Millions)

<table>
<thead>
<tr>
<th>County</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apache</td>
<td>109.2</td>
<td>104.7</td>
<td>105.2</td>
<td>107.8</td>
<td>113.2</td>
<td>128.5</td>
</tr>
<tr>
<td>Cochise</td>
<td>257.7</td>
<td>261.6</td>
<td>283.7</td>
<td>280.2</td>
<td>301.8</td>
<td>322.4</td>
</tr>
<tr>
<td>Coconino</td>
<td>733.9</td>
<td>697.5</td>
<td>699.6</td>
<td>735.9</td>
<td>780.5</td>
<td>836.5</td>
</tr>
<tr>
<td>Gila</td>
<td>205.9</td>
<td>205.9</td>
<td>207.8</td>
<td>213.6</td>
<td>220.5</td>
<td>232.6</td>
</tr>
<tr>
<td>Graham/Greenlee</td>
<td>31.2</td>
<td>29.6</td>
<td>29.7</td>
<td>30.7</td>
<td>31.8</td>
<td>36.4</td>
</tr>
<tr>
<td>La Paz</td>
<td>160.0</td>
<td>162.7</td>
<td>161.8</td>
<td>173.5</td>
<td>184.2</td>
<td>205.9</td>
</tr>
<tr>
<td>Maricopa</td>
<td>8770.5</td>
<td>8486.0</td>
<td>8464.8</td>
<td>9125.4</td>
<td>9886.4</td>
<td>10960.6</td>
</tr>
<tr>
<td>Mohave</td>
<td>320.9</td>
<td>328.6</td>
<td>336.5</td>
<td>362.7</td>
<td>396.7</td>
<td>434.3</td>
</tr>
<tr>
<td>Navajo</td>
<td>238.4</td>
<td>224.5</td>
<td>228.0</td>
<td>229.2</td>
<td>236.5</td>
<td>259.1</td>
</tr>
<tr>
<td>Pima</td>
<td>1874.0</td>
<td>1805.3</td>
<td>1892.4</td>
<td>1897.8</td>
<td>2019.4</td>
<td>2198.3</td>
</tr>
<tr>
<td>Pinal</td>
<td>262.7</td>
<td>271.5</td>
<td>278.6</td>
<td>293.8</td>
<td>323.3</td>
<td>359.6</td>
</tr>
<tr>
<td>Santa Cruz</td>
<td>236.8</td>
<td>237.9</td>
<td>299.7</td>
<td>262.2</td>
<td>272.2</td>
<td>282.3</td>
</tr>
<tr>
<td>Yavapai</td>
<td>555.6</td>
<td>554.5</td>
<td>558.9</td>
<td>581.3</td>
<td>588.2</td>
<td>638.1</td>
</tr>
<tr>
<td>Yuma</td>
<td>439.9</td>
<td>442.5</td>
<td>498.7</td>
<td>498.1</td>
<td>527.5</td>
<td>566.3</td>
</tr>
</tbody>
</table>
### Arizona County Travel-Generated Employment, 2000-2005

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Apache</td>
<td>1,650</td>
<td>1,750</td>
<td>1,560</td>
<td>1,590</td>
<td>1,680</td>
<td>1,730</td>
<td>3</td>
</tr>
<tr>
<td>Cochise</td>
<td>4,000</td>
<td>3,970</td>
<td>4,120</td>
<td>3,970</td>
<td>4,060</td>
<td>4,190</td>
<td>3.2</td>
</tr>
<tr>
<td>Coconino</td>
<td>11,110</td>
<td>10,410</td>
<td>10,220</td>
<td>10,480</td>
<td>10,630</td>
<td>10,740</td>
<td>1</td>
</tr>
<tr>
<td>Gila</td>
<td>2,850</td>
<td>2,990</td>
<td>2,970</td>
<td>2,980</td>
<td>2,820</td>
<td>2,860</td>
<td>1.4</td>
</tr>
<tr>
<td>Graham/Greenlee</td>
<td>560</td>
<td>680</td>
<td>730</td>
<td>810</td>
<td>790</td>
<td>860</td>
<td>8.9</td>
</tr>
<tr>
<td>La Paz</td>
<td>1,460</td>
<td>1,440</td>
<td>1,430</td>
<td>1,440</td>
<td>1,390</td>
<td>1,430</td>
<td>2.9</td>
</tr>
<tr>
<td>Maricopa</td>
<td>90,400</td>
<td>85,490</td>
<td>82,290</td>
<td>84,610</td>
<td>87,410</td>
<td>91,160</td>
<td>4.3</td>
</tr>
<tr>
<td>Mohave</td>
<td>4,530</td>
<td>4,610</td>
<td>4,740</td>
<td>4,830</td>
<td>5,000</td>
<td>5,110</td>
<td>2.2</td>
</tr>
<tr>
<td>Navajo</td>
<td>3,750</td>
<td>3,440</td>
<td>3,310</td>
<td>3,210</td>
<td>3,070</td>
<td>3,040</td>
<td>-1</td>
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<tr>
<td>Pima</td>
<td>24,420</td>
<td>23,410</td>
<td>24,000</td>
<td>23,910</td>
<td>25,120</td>
<td>25,550</td>
<td>1.7</td>
</tr>
<tr>
<td>Pinal</td>
<td>3,180</td>
<td>3,900</td>
<td>3,900</td>
<td>4,080</td>
<td>4,110</td>
<td>4,400</td>
<td>7.1</td>
</tr>
<tr>
<td>Santa Cruz</td>
<td>2,140</td>
<td>2,120</td>
<td>2,520</td>
<td>2,260</td>
<td>2,270</td>
<td>2,280</td>
<td>0.4</td>
</tr>
<tr>
<td>Yavapai</td>
<td>8,070</td>
<td>8,830</td>
<td>8,870</td>
<td>9,010</td>
<td>8,620</td>
<td>8,780</td>
<td>1.9</td>
</tr>
<tr>
<td>Yuma</td>
<td>4,940</td>
<td>5,590</td>
<td>5,870</td>
<td>5,770</td>
<td>5,830</td>
<td>5,990</td>
<td>2.7</td>
</tr>
</tbody>
</table>
Travel and tourism is increasing in Arizona, with Arizona having particular appeal to long-distance travelers.

Travel-generated employment accounts for 5.3 of the states jobs and 3.3 of the state’s earnings.

Earnings per job in travel-generated jobs are lower than the state average.

Tourism in rural Arizona has become more important over the past 30 years as economic vitality once provided by traditional extraction-economic activities have diminished.

In a number of rural counties, the relative contribution of travel / tourism to total employment and earnings is 2-3 times greater than the state average.
AGRITOURISM STRATEGIES
for Rural NY Counties

Monika Roth, Extension Educator
Agriculture Development &
Marketing – mr55@cornell.edu
Topics

- Impetus
- Approach
- Results
- Recommendations
- Outcomes
Case Studies

CHAUTAUQUA
- Tourism base
- #1 in farms, grape acreage
- 50-100 miles to large urban centers
- Primary NY route

TIOGA
- Agritourism base
- Small farms
- 50 miles to mid-sized urban centers
- Secondary NY route
Impetus

CHAUTAUGUA
- Ag Plan
- Champion Communities
- Economic Development
- CARDI - AIDER

TIOGA
- Agricluster
- Rural Development grant
- Business Incubator study
Approach

**CHAUTAUQUA**
- Task group
- Agritourism conference
- Ideas & goals
- Roadside review
- Asset inventor
- Synthesis of input

**TIOGA**
- Steering committee
- Focus group meetings
- Roadside review
- Asset Inventory
- Synthesis
Chautauqua County Agritourism Assets

- Grapes, dairy, veg, berries, livestock
- Direct marketing – roadside, PYO
- Farmers’ markets
- Farm & food processors
- Grape industry/winery
- Agrarian heritage/culture
- Mennonite/Amish community
- Ag fairs and festivals
Chautauqua County Linkage Opportunities

- Ecotourism/Nature-based tourism
- Recreational tourism
- Educational tourism
- Buy Local – regional cuisine
- Two areas: grapes - dairy
Chautauqua County
Limiting Factors

- Seasonal tourism
- Labor force
- Quality of visitor experience at farms
- Farmers lack experience hosting visitors
- No signage or trails
Chautauqua County Recommendations

1. Update farm produce-agtourism map
2. Develop travel routes to agritourism destinations
3. Develop packages with related venues
4. Directional signage
5. Training for farmers
Chautauqua County Recommendations

6. Grape industry
7. Link to education, nature tourism, cuisine
8. Ag fairs
9. Marketing plan
10. Agritourism Initiative Coordinator
Chautauqua County Outcome

GRAPE INITIATIVE

- NY-PA – Largest grape growing region in US
- Unique microclimate, soils
- National Grape Coop – Welch’s juice
- Wine trail – 8 wineries
GRAPE HERITAGE

- National Heritage Designation
- Initiatives led by committees
  - museum
  - signage
  - visitor center
  - culinary
Chautauqua Goals

- Build regional identity
- Increased tourism opportunities
- Added value business development
- Preserve grape industry heritage
Tioga County Agritourism Assets

- Well-established agritourism enterprises
- Diverse farms
- Seasonal opportunities
- Rural landscape – recreation opportunities
Tioga County Limitations

- No tourism base
- Through travelers to Corning, Finger Lakes wineries, Cornell
- Too rural??
- Farms not making enough money to survive – need more customers
- Lack resources for promotion or facility improvements
- Need for collaboration
Tioga County Recommendations

**BUSINESS FOCUS**
- Farm business planning
- Develop complementary attractions
- Farm lodging/food service
- Agroforestry/Wood industry
- Insurance
Tioga County Recommendations

BUSINESS FOCUS

6. Employee recruitment, training
7. Improve farmers’ markets
8. Farmer-to-farmer networking
9. Bement-Billings master plan
10. Health dept policy changes
Tioga County Recommendations

PROMOTION FOCUS

1. Build customers at farms
2. Cooperative advertising
3. Identify rural routes
4. Logo/signage for rural trails
5. Ag events & festivals
6. Build year-round focus
Tioga County Outcomes

- Agritourism Conference
- Networking meetings
- Pride of Tioga Guide
- Taste of Tioga
- TARG
SUMMARY

- Identify assets and ways to grow them
- Focus on unique niches
- Strengthen business capacity
- Integrate ag with related tourism
- Committed participants
- Start somewhere…
To obtain a full copy of the agritourism strategy reports prepared for Tioga and Chatauqua Counties, contact Monika Roth at mr55@cornell.edu
Downtown Economic Development and the Tourism Market

Bill Ryan
University of Wisconsin-Extension
Center for Community & Economic Development

September 13, 2006
2006 National Extension Tourism Conference

Downtown and Business District Market Analysis Toolbox

- Available for Free On-Line
- Divided into 20 Sections
- Methods and Tools for Performing a Market Analysis
- Other Downtown-Related Resources
- Joint Effort Between UWEX and WI Main Street Program (Dept. of Commerce)

Toolbox website: www.uwex.edu/ces/cced/dma/
A Market-Driven Approach

• Part I: Understanding Market Conditions

• Part II: Identifying Market Opportunities by Sector

• Part III: Developing Market-Driven Strategies

Getting Started

• Define the Purpose of Your Study (i.e. How do we compete with big-box retailers?)

• Assemble a Study Group of Stakeholders (Diversity, Leadership, Energy, Focus)

• Examine Downtown Issues and Trends

• Identify Local Issues – Assemble Previous Community Research
1. Downtown Building and Business Inventory

- Downloadable Microsoft Access Database
- Developed by Wisconsin Main Street Program
- Inventories data on:
  - buildings
  - units within buildings
  - tenants within units
- Primary uses are for leasing and selling property

Database can be joined with GIS
2. Surveying Business Owners

Downloadable Survey asks business owners:

• Contact information
• Needs and opportunities assessment
• Business and workforce data
• Market and marketing data

3. Comparable Community Analysis

Comparable Communities are useful in identifying potential business opportunities and economic development strategies

Identifying Comparable Places

• Similar in Population and Demographics
• Urban, Suburban, Exurban and Rural Compositions
• Other Characteristics (i.e. Industry Concentrations, Universities, Government, Commuter Markets)

Identifying Successful Places

• Knowledge from study group or committee members
• Recognized downtown successes
• Research websites from other communities
4. Analyzing Your Trade Area

Defines boundaries for the remainder of the study

Market Segments:
- Local residents and existing customers
- Day time employee population
- Tourists/Visitors
- Second Homeowners

Market Defined Using:
- Gravity Modeling
- Street addresses
- Zip Codes
- License plate survey
- Drive-Time

GIS Analysis of Resident Market Trade Area
GIS Analysis of Second Homeowners

Data Analysis of Second Homeowners

The geographic summary displays the top 20 states, counties, ZIP Codes and CBSAs in rank order.

A. 587 (51.4%) of your records are in the state of Massachusetts (25).
B. 313 (27.4%) of your records are in Middlesex County, MA. The number after the county (25017) is the county FIPS code.
C. Records that cannot be matched at the designated level are noted at the bottom of each section.
D. 23 (2.0%) of your records are in ZIP Code 03110, the top-ranked ZIP Code.
E. In addition to the top 20 ZIP Codes, there are 886 “Other ZIP Codes” represented in your customer database (77.7% of all records).
F. 599 (52.5%) of your records are located within the Boston-Cambridge, M (14460) CBSA.

<table>
<thead>
<tr>
<th>Top 20 States</th>
<th>Record Count</th>
<th>Percent</th>
</tr>
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<tbody>
<tr>
<td>Massachusetts (25)</td>
<td>587</td>
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<tr>
<td>New Hampshire (33)</td>
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<td>Connecticut (09)</td>
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<td>Florida (12)</td>
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<td>New York (36)</td>
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<tr>
<td>California (06)</td>
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<tr>
<td>Pennsylvania (42)</td>
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<td>1.5%</td>
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<td>New Jersey (34)</td>
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<td>Rhode Island (44)</td>
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<tr>
<td>Virginia (51)</td>
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<td>Vermont (50)</td>
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<td>Texas (48)</td>
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<tr>
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<td>Ohio (29)</td>
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<tr>
<td>South Dakota (46)</td>
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<tr>
<td>Michigan (26)</td>
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<tr>
<td>Washington (53)</td>
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<tr>
<td>Other States</td>
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<tr>
<td>Non-geocoded Records</td>
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<td>0.1%</td>
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<th>Top 20 Counties</th>
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<tr>
<td>Middlesex, MA (25017)</td>
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<td>Hillsborough, NH (33011)</td>
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<td>Essex, MA (25025)</td>
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<td>Essex County, MA (25021)</td>
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<td>Fairfield, CT (06030)</td>
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<tr>
<td>New Haven, CT (06510)</td>
<td>19</td>
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<tr>
<td>Norfolk, MA (25009)</td>
<td>15</td>
<td>1.3%</td>
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<tr>
<td>Bristol, RI (02809)</td>
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<tr>
<td>Westchester, NY (10680)</td>
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<tr>
<td>New Haven, CT (06519)</td>
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<tr>
<td>Providence, RI (02906)</td>
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<tr>
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<td>Tolland, CT (06084)</td>
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<tr>
<td>Milford, CT (06460)</td>
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<tr>
<td>Norwalk, CT (06851)</td>
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<tr>
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<th>Top 20 ZIP Codes</th>
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<th>Percent</th>
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<tr>
<td>03110 Bedford, NH</td>
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<tr>
<td>01890 Winchester, MA</td>
<td>18</td>
<td>1.6%</td>
</tr>
<tr>
<td>01824 Chelmsford, MA</td>
<td>15</td>
<td>1.3%</td>
</tr>
<tr>
<td>03062 Nashua, NH</td>
<td>15</td>
<td>1.3%</td>
</tr>
<tr>
<td>01880 Wakefield, MA</td>
<td>10</td>
<td>0.9%</td>
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<tr>
<td>01893 Haverhill, MA</td>
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<td>0.8%</td>
</tr>
<tr>
<td>01801 Woburn, MA</td>
<td>9</td>
<td>0.8%</td>
</tr>
<tr>
<td>03053 Londonderry, NH</td>
<td>9</td>
<td>0.8%</td>
</tr>
<tr>
<td>01801 Woburn, MA</td>
<td>8</td>
<td>0.7%</td>
</tr>
<tr>
<td>03397 Windham, NH</td>
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<td>0.7%</td>
</tr>
<tr>
<td>01801 Woburn, MA</td>
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<td>0.7%</td>
</tr>
<tr>
<td>01801 Woburn, MA</td>
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<td>0.7%</td>
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<table>
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<tr>
<th>Top 20 CBSAs</th>
<th>Record Count</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Boston-Cambridge, M (14460)</td>
<td>566</td>
<td>52.5%</td>
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<tr>
<td>Manchester-Nashua, NH (31700)</td>
<td>103</td>
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<td>Concord, NH (30331)</td>
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<tr>
<td>Winchester, MA (01890)</td>
<td>34</td>
<td>3.0%</td>
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<tr>
<td>Providence-New Bedford, RI (39300)</td>
<td>31</td>
<td>2.7%</td>
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<tr>
<td>Lebanon, NH-VT (36100)</td>
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<tr>
<td>Washington-Arlington-Alexandria, DC (22200)</td>
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<td>1.6%</td>
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<tr>
<td>Philadelphia-Camden-Wilmington, PA-NJ (37610)</td>
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<td>1.6%</td>
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<tr>
<td>New Haven-New Haven, CT (30200)</td>
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<td>Bridgeport-Stamford, CT (06601)</td>
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<td>Pt Luce-Platte Pike, NE (68901)</td>
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<td>0.8%</td>
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<tr>
<td>Los Angeles-L. Beach, CA (90210)</td>
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<td>0.6%</td>
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<tr>
<td>Newark, NJ-London, ON (07104)</td>
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<td>0.6%</td>
</tr>
<tr>
<td>Springfield, MA (01109)</td>
<td>7</td>
<td>0.6%</td>
</tr>
<tr>
<td>Miami-Fort Lauderdale, FL (33306)</td>
<td>6</td>
<td>0.5%</td>
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<tr>
<td>Sarasota-Bradenton, FL (34200)</td>
<td>5</td>
<td>0.5%</td>
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<tr>
<td>Baltimore-Washington, DC-NVA (20900)</td>
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<td>0.4%</td>
</tr>
<tr>
<td>Cape Coral-Ft Myers, FL (33900)</td>
<td>5</td>
<td>0.4%</td>
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<table>
<thead>
<tr>
<th>Other ZIP Codes</th>
<th>Record Count</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Other CBSAs</td>
<td>666</td>
<td>77.7%</td>
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<table>
<thead>
<tr>
<th>Records with no ZIP Code</th>
<th>Record Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
5. Analyzing Local Economics

To gain a better understanding of the region, it is useful to examine local and regional economic trends:

• Tourism visitation data
• Income and earnings trends
• Industry strengths, weaknesses, location quotients
• Labor force, commuters, and unemployment
• Traffic volume and patterns
• Retail Sales Trends
  ➢ index of growth
  ➢ surplus/leakage calculations

6. Analyzing Demographics and Lifestyles

• Demographics provide vital insights into consumer buying behaviors
• Use up-to-date demographics!
  2000 Census figures are now historical records
  1. www.esribis.com
  2. www.claritas.com
• Compare the trade area to other geographic areas for context (i.e. compare trade area to the county, state, and U.S.)
Analyzing Demographics and Lifestyles
Analyzing Lifestyle Segments (Psychographics)

Demographics can tell us a lot, but not everything...

$75K income, home owner, enjoys live music, drives a Volkswagen

$40K income, renter, buys two books a month, drives a Pontiac
Sample Lifestyle (Tapestry) Segment
Meredith’s Second Homeowners

Segment 02: Suburban Splendor (12% of Meredith’s Households) -

• These successful suburbanites are examples of upward mobility, just a couple of rungs below the top, situated in growing neighborhoods of affluent homes with a median value of $408,100. Most households are composed of two-income, married-couple families with or without children. The population is well educated and well employed, with a median age of 40.5 years. Home improvement and remodeling are a main focus of Suburban Splendor residents. Their homes feature the latest amenities and reflect the latest in home design. Residents travel extensively in the U.S. and overseas for business and pleasure. Leisure activities include physical fitness, reading, visiting museums, or attending the theater.

Findings
for Meredith, NH

Based on their lifestyles, the following categories of products and services would appeal to Meredith’s second homeowners:

• Home improvement
• Wellness
• Individual and quiet recreation
• Indulgences
• Enrichment
• Culture and entertainment
• Apparel – quality/functional
• Home computing products

These are sophisticated shoppers who make many purchases over the web (including eBay). Accordingly, they can be served by local merchants year-round. They are usually not Wal-Mart shoppers, but prefer Target for general merchandise shopping.
7. Conducting Focus Groups

A carefully planned discussion to collect qualitative data about feelings and perceptions regarding the downtown area

- 7-10 people with common characteristics (perhaps same market segment)
- Minimum of three groups
- Conducted by a trained facilitator
- Non-threatening environment
- Used to understand human behavior
- Not used to collect facts

Sample Questions – Tourism Industry Professionals

- What positive comments about Milwaukee do you hear most from visitors?
- What negative comments about Milwaukee do you hear most from visitors?
- What kind of amenities do you think are missing in Downtown Milwaukee? Are there specific products, services or experiences that visitors are repeatedly asking for?
- What kind of local initiatives/marketing tools (products AND collaborations/network) would help you improve business?
- If you could change one thing in the Milwaukee Metropolitan region, what would it be?
8. Conducting Consumer Surveys

Downloadable Survey asks residents:

• When and how often they shop, eat out, or stop downtown
• Where and why they shop
• What they want
• Market and marketing data

Can also do intercept surveys

Tourist Purchases

<table>
<thead>
<tr>
<th>Items Purchased on Most Recent Trip</th>
<th>% Purchased</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing or shoes</td>
<td>77%</td>
</tr>
<tr>
<td>Souvenirs</td>
<td>49%</td>
</tr>
<tr>
<td>Books or Music</td>
<td>42%</td>
</tr>
<tr>
<td>Specialty foods/beverages</td>
<td>41%</td>
</tr>
<tr>
<td>Kids toys</td>
<td>39%</td>
</tr>
<tr>
<td>Items/crafts, local or unique to destination</td>
<td>37%</td>
</tr>
<tr>
<td>Jewelry or accessories</td>
<td>36%</td>
</tr>
<tr>
<td>Home accessories or furnishings</td>
<td>23%</td>
</tr>
<tr>
<td>Home electronics</td>
<td>16%</td>
</tr>
<tr>
<td>Sports equipment</td>
<td>15%</td>
</tr>
<tr>
<td>Camera and/or equipment</td>
<td>15%</td>
</tr>
<tr>
<td>Artwork</td>
<td>15%</td>
</tr>
<tr>
<td>Luggage</td>
<td>9%</td>
</tr>
<tr>
<td>Camping equipment</td>
<td>7%</td>
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</table>

Source: Travel Industry of America Association (TIA) 2000
Part II: Identifying Market Opportunities by Sector

9. Retail
10. Service Business
11. Restaurant
12. Entertainment / Theater
13. Residential
14. Office Market
15. Lodging

9. Evaluating Retail Opportunities

- Retail Demand (Square Feet)
- Retail Supply (Square Feet)
- Retail Mix Analysis
- Competitiveness of Existing Trade Area Stores
- Competitiveness of Existing Regional Stores
- Consumer Behavior in Store Category
- Analysis of Non-Local Market Segments (Tourists, Workers)
- Survey and Focus Group Research
- Trade Area Demographic and Lifestyle Analysis
Types of Conclusions by Sector

*Not substitutions for full feasibility studies*

- **Retail** - Estimate market potential by store type
- **Services** - Estimate market potential by business type
- **Restaurants** - Identify potential concepts
- **Entertainment and Theatre** - Identify market demand for various concepts
- **Residential** - Estimate demand for housing types
- **Office** - Estimate market absorption
- **Lodging** - Estimate occupancy and rate levels

Part III: Developing Market-Driven Strategies

16. Business Retention and Expansion
17. Niche Development
18. Space Utilization
19. Marketing Recommendations
20. Business Recruitment
For More Information

Bill Ryan
University of Wisconsin-Extension
Center for Community & Economic Development
610 Langdon Street, Room 329, Madison, WI 53703-1104
Phone 608-263-4994 bill.ryan@uwex.edu

Toolbox web address - www.uwex.edu/ces/cced/dma
Resources to assist tourism entrepreneurship in your community

Free download at www.uwex.edu/ces/ced/tourism

Business-specific planning resources for:

- Existing business operators working to increase profitability
- Entrepreneurs, developers and consultants evaluating market feasibility for a new business

Five tools and resources available for each business category:

- Industry Trends
- Market Analysis Guidance
- Industry Financial Ratios
- Financial Planning Software
- Industry Resources & Links

Business categories:
- Hotels / Motels
- Small Resorts
- Bed and Breakfasts
- Campgrounds
- Restaurants
- Retail Stores

For information, contact:
Center for Community Economic Development – UW Extension
610 Langdon Street, 3rd Floor, Madison, WI 53703
Phone: (608) 265-8136   FAX: (608) 263-4999

Graphics design by Jeffrey J. Strobel, UW-Extension Environmental Resources Center
Photos courtesy of the Wisconsin Department of Tourism
Working City or Living Museum?
Red Wolves: Creating Economic Opportunity Through Ecotourism in Rural North Carolina

Gina Schrader, Conservation Associate
Frank Casey, Director Conservation Economics
Defenders of Wildlife

Red Wolf Recovery

- 1967 & 1973: Red wolf listed as endangered
- 1980: Red wolves declared extinct in the wild.
- 1987: 4 pairs captive-born red wolves restored to Alligator River National Wildlife Refuge
- 2005: More than 100 wild red wolves roam 1.7 million acres in northeastern North Carolina.
1. TOURIST SURVEY
   Outer Banks Tourists

2. COMMUNITY SURVEY
   Hyde and Tyrrell Counties
Outer Banks Tourist Survey

- 202 Tourists surveyed at Columbia, Manteo, Kitty Hawk Visitor Centers and NC Aquarium
- 11 yrs. to 83 yrs. old
- 26 states and 4 countries
- 81% traveling w/family
Red Wolves Knowledge

- 58% know the red wolf is an endangered species;
- 33% know red wolves are located 35 miles inland from Outer Banks;
- 14% know about red wolf howling trips; and
- 1% have attended a howling trip
Red Wolf Center

- 89% of visitors interviewed would like to visit the proposed Red Wolf Center

- Average max. amount visitors would pay for admission is $7.60

- 76% of visitors would
  1) like to visit the center and
  2) pay at least $5 for admission
Red Wolf Center: Revenue
(76% would pay $5 admission)

In a 12-week summer season, with approximately 182,000 visitors, the center could generate nearly $1M in revenue
Day Trip Activities
Most Selected by Visitors

52%  River cruise
43%  Trail walking
37%  Visit Red Wolf Center
27%  Crabbing
26%  Wolf howling
26%  Kayaking
25%  Viewing a wild bear
COMMUNITY SURVEY
Tyrrell & Hyde Counties

14 Farmers, Guides & Fishermen
13 Businesses & Educators
8 Residents
50+ High School students
16 Agency/Government/NGO
(USFWS, 4-H, RWC, Extension Service, TC staff, VC, PLNWR)
We Asked Residents About:

1. Issues of concern for their county
2. Red wolves
3. Ecotourism
4. What they could provide to tourists
5. Future development
Residents & Red Wolves: Benefits

- Red wolves can be tourist attraction
- Like the sight & sound of red wolves
- Red wolves lower populations of nuisance animals
- Quail population increase
- None

©USFWS
Residents & Red Wolves: Costs

- Tax dollars
- FWS hires non-local staff
- Farm maintenance from FWS trucks
- Red wolf monies paid to landowner, not farmer
- Red wolves reduce deer and duck populations

©USFWS
“If the red wolf could be used as a marketing draw to bring tourists and tourist dollars to the area, would that make you feel better about the red wolf?”

Yes = 100%
Community Interests

- Economic growth
- Protecting the natural beauty and rural setting of the counties
- Providing jobs for youth
- Preserving historical, small-town feel
What can residents supply?

- Wilderness and natural beauty of rural setting
- Wildlife viewing
- Educational tours about local wildlife, farming and fishing industries, and nature-based activities such as hiking and water recreation
Market-based Ecotourism Opportunities Identified By Community Residents

BUILD THE RED WOLF CENTER

CREATE A TOURISM PLAN FOR TYRRELL AND HYDE COUNTIES

EDUCATE AND ASSIST RESIDENTS IN TOURISM

INVOLVE YOUTH

CREATE AND PACKAGE DAY TRIPS
The Return of a Native

The red wolf once roamed the eastern southeastern United States. But a combination of persecution and habitat destruction decimated the population. By 1980, this magnificent predator was no longer found in the wild. However, thanks to recovery efforts carried out under the federal Endangered Species Act, red wolves are back and thriving in the woods of northeastern North Carolina.

The Long Road to Recovery

- 1973: Scientists begin to capture and return the last red wolves to the wild.
- 1986: Red wolf declared extinct in the wild.
- 1988: First litter of red wolves born in the wild is almost a decade later.
- 2014: 30 pups born in 10 red wolf packs.

Today, more than 100 red wolves live in the wilds of northeastern North Carolina.

A Howling Success

The successful reintroduction of red wolves in northeastern North Carolina benefits the environment and the economy in several ways:

- Wolves have a vital role in maintaining balance by preying on weak and sick individuals.
- Wolves increase populations of ground-dwelling birds such as quail and turkey by eating rodents and other pest predators.
- Wolves provide natural pest control by consuming rodent species such as the rat, a large rodent introduced from South America that damages crops, recreation areas, and wilderness.
- Wolves boost tourism by attracting people to the area for “howlings,” nature tours, and wolf education programs.

Whether you're a visitor to local nature centers, the return of the red wolf to northeastern North Carolina is something to howl about.

Welcome to Red Wolf Country

Northeastern North Carolina is famous for its Outer Banks with its beautiful beaches, but the region has plenty of other natural attractions. Just a short drive inland, you’ll find many more places to appreciate nature and the area’s diverse wildlife — including fascinating animal species from nowhere else in the world, the red wolf.

Hearing is Believing

Red wolves are shy and tend to avoid humans, so your best bet for encountering with them is to listen for their howls at night. Nearby Alligator River National Wildlife Refuge hosts guided wolf “howlings” and it is a great place to go to learn about red wolves. Call the refuge for details about howlings and other programs.

(252) 473-1131
The Outer Banks Welcome Center on Roanoke Island

Walter B. Jones Center for the Sounds in Tyrrell County

North Carolina Aquarium at Roanoke Island

Goose Creek State Park along Highway 264

NC Department of Transportation rest stop on highway 64 in Plymouth

Walter B. Stasavich Science and Nature Center in Greenville
Stakeholder Meeting on Red Wolf Ecotourism in North Carolina

Eastern 4-H Environmental Education Conference Center Columbia, North Carolina

May 10, 2006
Focus of Stakeholder Meeting

- Identifying and marketing potential ecotourism opportunities
- Making ecotourism profitable
- Increasing red wolf education
- Keeping revenue within the community

©USFWS
Concerns for the Community

- Increase Communication
  - Red Wolf Recovery Program
  - Ecotourism and Planning
- Training and Education Needs
- Time Constraints
- Sustainable Development
Recommendations and Next Steps

- Ecotourism Opportunities to Investigate
- Resources for the Community
- Educational and Research Needs
- Marketing
- Zoning and Land-Use Planning
- Economic Incentives and Red Wolves

Credit: Dave Menke, USFWS

©USDA
Economic Incentives

- Land owners/farmers providing public goods in the form of red wolf habitat
- Private costs and benefits: need to quantify
  - Costs: Potential restricted land use; impacts on game populations
  - Benefits: Ecosystem services: hunting revenue and avoided costs of infrastructure repair
Incentive Mechanisms to Evaluate

- State or Federal Tax Credits
- Payments for ecosystem services (Conservation Security Program)
- Community Development Fund (Schools)
- Share of revenues generated by tourists
- Landowner/Farmer recognition programs
- Safe Harbor agreements
- Mitigation banking
Acknowledgements

- Alex C. Walker Educational and Charitable Foundation
- Red Wolf Coalition
- U.S. Fish and Wildlife Service
- Eastern 4-H Environmental Education Conference Center
- Dr. Gail Lash and Pamela Black of Ursa International
- Dr. Joseph Flood of East Carolina University

Reports are available online at:

http://www.biodiversitypartners.org/econ/index.shtml
Abstract

- Objective: to understand the role of social networks in *multifunctional landscapes*,
  a sustainable development model in which private enterprises have incentives and capabilities to produce public environmental goods and services.

- Methods: analysis of 6 case studies in the Finger Lakes Region (NY) and Europe

- Results:
  - *network breadth* is significant
  - *network depth* is significant
1. Background: Multifunctionality

Premise: agriculture can generate a broad range of goods and services beyond the production of food and fiber.

- beautiful landscapes
- ecological services
- regional employment
- recreational opportunities

• A new pattern for rural development:
  
  Integration   Synergistic Relationships

• In 2000 MF became a central concept for Europe’s Common Agricultural Policy (CAP)
Background: Food Tourism

• Seen as a development tool

• Stewardship Enterprise: fosters complementarity in production of private and public goods and services
  - Example: food tourism can enhance environmental conservation by encouraging low-impact farming that responds to tourists’ interest in ‘traditional’ rural products

• One of the fastest growing sectors of the tourism industry

Food Tourism Cont’d

• To provide real value to rural communities, there must first be:
  1. Shortening of supply chains
     - Cultivation → Production → Consumption
  2. Formation of synergistic networks
2. This Study

- Explores how 2 dimensions of networks affect multifunctionality:
  - **Breadth**
    - = number of linkages
  - **Depth**
    - = integration of linkages

Methods

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<tr>
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<th>New York</th>
<th>Europe</th>
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<tbody>
<tr>
<td>Private:</td>
<td>I. Elderberry Pond Farm</td>
<td>II. Rosetten</td>
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<tr>
<td>Regional:</td>
<td>III. Finger Lakes Culinary Bounty</td>
<td>IV. Bregenzerwald Cheese Road</td>
</tr>
<tr>
<td>State:</td>
<td>V. New York Wine and Culinary Center</td>
<td>VI. Scheunenhof</td>
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- Cases stratified according to organizational level
### 3. Case Studies

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</tr>
</tbody>
</table>

### 1. Elderberry Pond Farm

- 100-acre family-run organic farm, store, and restaurant
- Location: Sennet, NY

**Key Points:**

EPF’s most important networks:

- Formal ➡ Informal
- Reciprocal
- Indicate depth
II. Rosetten

- 3.75-acre farm, cheese dairy, shop, restaurant and pub, exotic mushroom plant, winery, and farm animal visits

- Location: As, Norway

**Key Points:**

- Synergistic partnerships
  - Local (informal)
  - External (formal)

---

III. Finger Lakes Culinary Bounty

- A networking organization that promotes regional cuisine under a common marketing campaign.
Organization: a regional level

Government
NYDAG

Non-Profits
NY Farms!

Cornell
Small Farms

Private Funds
Delevan Found.

Joint Marketing
- County
TB’s - FLTA
- I Love NY

Executive Committee - 5
Steering Committee - 15
Paying Members G200
FLCB Directory G500

TCCE

Joint Events
- NYWGF
- FLWT
- Food Link

Local Initiatives

Key Points:

Potential benefits to the region have been limited by:

• Lack of sustained commitment
  ➢ limited financial resources

Why this lack of network depth?

• Historic decentralization in the region
• Limited funding for collaborative projects
IV. Bregenzerwald Cheese Road

- A regional initiative linking agriculture and tourism to enhance quality of life

- Location: Vorarlberg, Austria

✓ Specialty cheeses have become the region’s leading products
✓ GDP increased by over 5 million euros
✓ Direct sales gained over 20% of market share

Key Points:

- Success is partly due to cultural norms that value:
  ✓ civic engagement
  ✓ collaboration
  ✓ farming and nature

Other significant factors:

✓ EU LEADER II: funding stimulated local innovation, entrepreneurship, and new platforms for collective action
V. NY Wine and Culinary Center

- A joint agritourism venture in Canandaigua, NY

- 4 leading partners: Constellation Brands Inc.; Wegmans Food Markets; Rochester Institute of Technology; NY Wine and Grape Foundation

- Has already stimulated unprecedented level of participation

Organization: a state level

Advisory Board:

- Businesses: Cutco, Viking
- Non-Profits: IAPC, Cornell
- Governments: City of Canandaigua, Ontario County, NYS
- Government Programs: NYDAG, I Love NY

Statewide food producers, processors, and chefs
Key Points:

- Initial business investments attracted institutional resources and harnessed support:
  - Raised $7.5 million, including $2 million in government funds
  - Stimulated involvement from local actors

VI. Scheunenhof

- An agritourism center in Thuringia, Germany
  - Promotes organic farming and seeks to revitalize rural traditions
  - LEADER II funding (1994-97)

- Enhanced quality of life in the area by creating jobs, raising GDP, supporting farms, and promoting personal and environmental health
Key Points:

- Institutional powers

  Collective grassroots initiative

- Institutional support motivated:
  - entrepreneurship
  - innovation
  - new structures for collective action

2. Discussion

![Outputs](chart.png)

- Economic
- Sociocultural
- Environmental
- Information

Food Tousim Venture
Network Breadth

- Breadth had a positive correlation to organizational level:

Network Depth

- Depth did not correlate to organizational level:
Depth: a determining factor

- Production of public goods, in particular, seemed to require focus and commitment

  - Cases with the greatest environmental outputs: EPF, Bregenzerwald, and Scheunenhof

  - Connected to groups with similar ecological values

Discussion cont’d

Breadth vs. Depth

- EPF
- Rosetten
- Bregenzerwald
- FLCB
- NYWCC
- Scheunenhof

= organizational level
Conclusion

1. Collective structures are essential:
   - enhance the capacity of local initiatives
   - increase the effectiveness of institutional efforts

2. Regional institutions must be strengthened

3. Lessons from EU: developments should aim to foster new types of spatial and agro-ecological relationships
   - Promote cooperation
   - Encourage environmental and social responsibility

Thank you!

Questions?
Agri-tourism in a Changing World

Healthy farms, healthy agriculture, healthy tourism

Julie Smith, UVM Extension Dairy Specialist
Challenges of globalization

• Animal health
• Public health
What’s at stake in Vt?

• ~$582 million in agricultural receipts (2004)
• 85% from livestock (of which 75% dairy)
• 15% of population in ag-related jobs
• $1.46 billion spent on goods and services by tourists (2003);
  $19.5 million in agri-tourism (2002)
• $181 million state tax and fee revenues from tourists (2003)

USDA Economic Research Service;
Economic & Policy Resources
Vermont Agri-tourism
Vermont Agri-tourism
Vermont Agri-tourism
Vermont Agri-tourism
Vermont Agri-tourism
Vermont Agri-tourism
Worldwide distribution of FMD

Reported in 2004

Suspected or reported in last 5 years

Reported prior to 1990 or never

FAO Global Livestock Production and Health Atlas
Distribution of population

Anthrax mailings
Genocide
Sarin gas release

FAO Global Livestock Production and Health Atlas
Homegrown folks who are not friends of agriculture

“I openly hope that it comes here,”

said Ingrid Newkirk, co-founder of People for the Ethical Treatment of Animals (PETA), in response to the FMD outbreak in the UK in 2001.
Challenges of agri-tourism

• Animal health
  – Contagious diseases
  – Foreign animal diseases

• Public health
  – Zoonotic diseases
  – Food-borne pathogens
Challenges of agri-tourism

• Animal health
  – Contagious diseases
  – Foreign animal diseases

• Public health
  – Zoonotic diseases
    • Disease which can be transmitted between animals and humans
  – Food-borne pathogens
A Notice For Visitors

We are proud to uphold high standards of health and safety on our farm. Please take note of all visitor guidelines, to help maintain a safe environment for animals, farm workers, and guests.

Enjoy your visit!
What can you do?

• To protect animal health
  – Obey signage and owners’ instructions
  – Stay out of feed storage and feeding areas
  – Know which animals most susceptible to disease
    • young, weaning, calving, stressed
  – Keep voices low and slow down
  – Minimize handling of animals
  – Clean or change footwear between farms
What can you do?

• To prevent foreign animal disease
  – Pre-screen all group members
  – Individuals who have traveled outside of North America should stay off of farms for 5 to 7 days
  – Follow customs rules if traveling: declare food items and do not smuggle prohibited items
What can you do?

• To protect human health
  – Pre-screen all group members
    • young children, elderly persons, immuno-compromised individuals at greater risk
  – Stay away from animals at higher risk of shedding disease-causing organisms
    • Pre-weaned calves, peri-parturient cows
  – Wash hands well, cook or pasteurize food
TAKE CARE
PLEASE WASH YOUR
HANDS AFTER PETTING
OR FEEDING ANIMALS

TENGA CUIDADO
LAVÉSE POR FAVOR LAS MANOS
DESPUÉS DE ACARICIAR O DE
ALIMENTAR ANIMALES.

Center for Food Security and Public Health
What else can you do?

• Encourage travelers to have trip-cancellation insurance
• Know your legal liability
• Carry emergency supplies
• Participate in animal emergency response planning and preparedness training
What else can you do?

• Educate yourself, local agri-tourism operators, the public

• Healthy Farms—Healthy Agriculture resources
  – www.uvm.edu/~ascibios/

• Biological Risk Management resources
  – www.cfsph.iastate.edu/BRM

• AgTerror Responder Training
  – www.agterror.org
Live well and biosecurely

DUE TO HEALTH ISSUES ALL VISITORS MUST MAKE AN APPOINTMENT
THANK YOU
Rural Economic Development Through Tourism and the New Mexico Bureau of Land Management

A Strategic Plan for Heritage Tourism Development

Project Background

- Preserve America Executive Order, March 3, 2003
  - Federal agencies will provide leadership in preserving America’s heritage by actively advancing the protection, enhancement and contemporary use of historic properties owned by the government, emphasizing partnerships

- Contracted Strategic Plan Components
  - Assessment of the existing landscape of heritage and cultural tourism
  - Identify, describe, and quantify current offerings in heritage and cultural tourism in New Mexico by private parties and public agencies
  - Identify the niche that BLM can fill
  - Identify the cultural resources that fill the niche
  - Discuss site hardening and preparation requirements
  - Rough out a promotional/marketing
Cultural Heritage Tourism

Definitions

– Cultural Heritage

A broad concept that includes tangible assets such as natural and cultural environments, encompassing landscapes, historic places, sites and built environments, as well as intangible assets such as collections, past and continuing cultural practices, knowledge, and living experiences. *Testing a Cultural Tourism Typology, Bob McKercher and Hilary du Cros, 2003*

– Heritage Tourism

The business and practice of attracting and accommodating visitors to a place or area based especially on the unique or special aspects of that locale’s history, landscape and culture. *Preserve America Executive Order, March 3, 2003*

The Cultural/Heritage Tourist

– 81% of U.S. visitors were considered cultural heritage travelers.
– Visitors spend, on average $623 per trip, not including transportation, compared to $457 for all U.S. travelers.
– Trips are likely to last 7 nights or longer.
– Cultural activities in New Mexico generated more than $2.5 billion in direct economic impact.

Indications for NM BLM

– Strategic planning will insure productive use of developed and undeveloped resources on public lands, meeting the needs of today’s travelers.
– Cultural heritage tourism generates millions of dollars for destination communities, strengthening the relationship between the public and private sectors.
Project Methodology

- **Identify the Existing Landscape of Heritage Tourism in New Mexico.**
  - Creation of Microsoft Access inventory database using NM Tourism Department marketing regions noting type of resource and managing entity.
  - Integrate tourism regions to NM BLM districts and field offices for comparison in the formulation of future partnerships.

- **Survey Field Offices for Recommendations of Potential Resources**
  - Interviews with recreation specialists and archaeologists at each field office to explain scope of project.
  - BLM personnel completed resource inventory and resource assessment and recommendation surveys for each field office.

- **Identify Best Heritage Tourism Niche for NM BLM Heritage Tourism Focus**

Project Findings

- **NM BLM Field Office Participation**
  - Interviews found that most NM BLM personnel were aware of the “Preserve America” mandate and were enthusiastic about identifying, preparing and developing more heritage tourism opportunities for visitors in their areas. Some personnel were less than enthusiastic.

- **Field Office Resource Recommendations**
  - Those personnel who did return inventory and assessment surveys, named several potential resources in their areas that they felt would be of interest to today’s heritage tourists.
  - Many of the recommended sites would require minimal hardening efforts, low maintenance and some signage.
  - Many of the sites are remote and of interest mainly to hikers, climbers and photographers.
Plan Recommendations

- **Partnerships**
  - 2003 survey by the National Parks Service Heritage Areas Program shows that heritage areas have leveraged up to an 8.7 to 1 match using a large diversity of sources.
  - Potential partners can include but are not limited to the NM Tourism Department, NM Economic Development Department, NM Department of Cultural Affairs, NM Historic Preservation Alliance, NM State Parks, National Park Service, local tour operators and other tourism related services.

- **Marketing for Success**
  - First, market benefits to locals; they can be your best sales people.
  - Co-op with other attractions.
  - Create loop tour maps and brochures.
  - Use the internet; heritage tourist are more
Vacationland Resources Committee:

A Partnership for Sustainable Tourism in Maine’s Downeast and Acadia Region

National Extension Tourism Conference
September 11, 2006

Natalie Springuel, Marine Extension Agent
University of Maine Sea Grant College Program
Economics of Tourism in Maine

• Tourism in Maine generated
  – $13.4B in sales and goods, 2003
  – $3.8B in wages (176,633 jobs), 2004
  – $530M in tax revenues
  – Larger than fisheries, aquaculture, and forestry combined

• Nature-based, cultural and historic tourism are commonly stated reasons that visitors come to Maine

• “Vacationland” has vast natural resources, coupled with antique and craft shops, shopping opportunities and quiet, secluded towns and villages
Maine's Downeast and Acadia Region
Hancock County

- Primary destination - Acadia National Park
- Gateway community of Bar Harbor
- New England's second largest island, Mount Desert Island
- 23.5% share of the state tourism market
- Historic Blue Hill
- 5 million marketable visits
- Over 2 million touring and outdoor visits
Washington County

- Directly east of Hancock County
- “Pass through” visitation between Canadian Maritimes & Acadia National Park
- Smallest share of tourism market - 1.5% of overnight visits in the state
- Taxable sales (restaurants and lodging) in 1999 ~ 1.24% of the state total, decreased to 1.17% in 2003
New Trends...

• 58.5 million US tourists said they would be willing to pay more to use travel companies that strive to protect the environment.

• More than 1/3 US tourists said they would choose a travel company that protects historical and cultural aspects of a destination even if costs were higher.

Stats from Travel Industry Assoc. of America, 2003
VRC Mission

To preserve and protect the natural resources while promoting jobs, tourism, and the quality of life through cooperation, proper planning and management of our resources for generations to come.

Stewardship...Community Development...Collaboration
VRC: Partners in Destination Stewardship

- Down East Resource Conservation and Development program
- Washington County Council of Governments
- Downeast Acadia Regional Tourism
- Maine Sea Grant
- Sunrise County Economic Council
- Friends of Acadia
- Hancock County Planning Commission
- Washington Hancock Community Agency
- BSA Environmental Consulting
- Acadia National Park/St. Croix
- Bucksport Area Chamber of Commerce
DESTINY 2010

Available on-line at:

SeaGrant.Umaine.edu

AND

DownEastrcd.com

AND

On your Workshop CD
DESTINY GOALS:

Why Sustainability Matters

1. Economic Development
2. Ecological Conservation
3. Cultural Preservation
4. Local Coordination
5. Education
What is “sustainability?”

- **Small group travel**
  - Reduces impact
  - Facilitates intimate interaction

- **Informative**
  - Enriching travel experience
  - Fosters appreciation for natural/cultural heritage

- **Conservation of Resources**
  - Minimize pollution and impacts
  - Active protection of environment

- **Sustainable Business Practices**
  - Locally-owned keeps dollars in the community
  - Hiring local residents
  - Supporting, not competing with, business neighbors

Example of working together for a common benefit
What is “sustainability?”

• **Integrity of Place**
  - Distinctiveness of architecture, foods, ecology, culture…
  - Sustainable growth pattern - revitalizing downtowns, occupying historic structures, building for energy efficiency

• **Sense of Community**
  - Recognizing needs of others
  - Civic involvement
  - Pride in and responsible promotion of one’s community
  - Valuing community over money

• **A Quality Experience**
  - Both tourist and host community experience benefits
  - Tourist more likely to return
  - Tourist more likely to encourage friends to visit

*McCurdy Smokehouse in Lubec*
1. Develop 5 itineraries for Hancock & Wash. Counties

2. For each describe:
   - why is it sustainable
   - a brief description of each attraction/activity.

3. Develop a “Sustainable Businesses List”

4. Develop recommendations

5. Conduct research about existing itineraries in the area.
Identify which businesses want to be involved

- 70 business responded to announcements
- Others emerged as the itineraries developed
- Visited more than 75 other businesses, parks, or community events
- Scanned local newspapers and brochure racks
- Itineraries include 262 mentions of businesses or sites
Downeast Maine Sustainable Itineraries

- Grand Lake Stream
- A Taste of Downeast Maine
- Blue Hill Peninsula
- St. Croix River Valley and Bold Coast
- Mt. Desert Island
- **Suggested – not completed:**
  - Two-day tours for both counties
  - Surf and Turf tours for both counties

Kayaking is a popular, and sustainable, tourist activity in most parts of Maine
Grand Lake Stream

• Highlights the outdoor tradition and remoteness
• Provides 8 different day trips to see the Washington County Coast
• Link day trips to form “Washington County Coast” trip ??
• 66 business/site mentions:

  Grand Lake Stream Historical Society and Museum
  Grand Lake Stream Hatchery
  Grand Lake Stream Outdoor School

The Pine Tree Store in Grand Lake Stream
A Taste of Downeast Maine

- Eight-day tour, 59 business/site mentions
- Easily divisible into two four-day tours (one each for Hancock and Washington Counties)
- Features food sites and major cultural attractions

- Raye’s Mustard Mill
- Blueberry Point Chefs cooking classes
- Look’s Gourmet Food Company
- Shalom Orchard Organic Winery
- Lobster bake at Old Quarry Ocean Adventures
- Nervous Nellie’s Jams and Jellies

Roadsign of Maine’s most famous food
Mt. Desert Island

- Five-day tour, 52 business/site mentions
- Includes towns of Northeast Harbor, Southwest Harbor, Bass Harbor, Bernard, Mt. Desert, and Otter Creek in addition to Bar Harbor
- “How to Arrive” tips using public transportation
- Special notation for itinerary items on Island Explorer routes

Mt. Desert Island as seen from Frenchman Bay
Suggested Two-day tours for both counties

- Travel by shuttle bus
- One over-night
- See natural and cultural attractions in each county
  - Washington: Ruggles House, Burnham Tavern, nature tour in Cobscook Bay Area, Downeast Heritage Museum
  - Hancock: Woodlawn, lobster bake at Old Quarry Ocean Adventures, explore Mt. Desert Island

Columbia Falls Pottery, next door to historic Ruggles House

Ready and waiting for an entrepreneur!
Surf and Turf tours for both counties

• Travel by ferry (built-in nature cruise!) and shuttle bus
• See natural and cultural attractions in each county
  - Washington: Tides Institute and Eastport, West Quoddy Head, Campobello
  - Hancock: Galleries of Stonington and Deer Isle, Castine, Craig Brook National Fish Hatchery

Ready and waiting for an entrepreneur!
Downeast Experiential and Sustainable Tourism Workshop

• Learn more about:
  • becoming sustainable
  • making sustainability work for you/your region
  • useful business practices
• Meet other businesses who share interests
• Think about ways you can hook into itinerary
• Think about marketing itinerary
• Collaborate…Collaborate….Collaborate
Workshop Outcomes

Workshop CD
- Workshop Documents
- Who’s Who in sustainable and experiential tourism
- Economic/Community Development Organizations
- Certification and Best Management Practices
- Related Studies, Articles, Reports, and Books

"Learning about successful models of collaborations in sustainable and experiential tourism was the most valuable session for me today."

Workshop participant
Recommendations

• Include sustainability and hospitality in business training
• Winter festival when everyone is open

• Gift boxes of Downeast items with brochures
• Support land use and other planning initiatives NOW
• Small group travel

= gift package and travel promotion all in one!
Recommendations for individual businesses

• Be open
  - Longer hours, more days, longer season

• Website development

• Little things: flowers, welcome or entrance signs, helpful info (where to hike, kayak, local cultural attractions)
Recommendations

• Success of Itineraries depends on willingness of businesses/organizations to collaborate.

• VRC has laid the groundwork. We all must work together to put itineraries into action.
Resource Guide for Sustainable Tourism

- Gulf of Maine Council on the Marine Environment Grant ($10,000) for VRC partnership to target businesses across the border region (Maine/Canada)
Creating a Sustainable Tourism Plan for Jackson County, Florida

Presented by
Taylor Stein
Rachel Albritton
School of Forest Resources and Conservation
University of Florida

Steve Holland
Mechelle Best
Department of Tourism, Recreation, and Sport Management
University of Florida

Myron Floyd
Department of Parks, Tourism, and Recreation Management
North Carolina State University

Presentation Outline

- Rationale and Goals for Project
- Process to Accomplish Goals
- Summary of Products Developed
- Lessons Learned
Jackson County, Florida
Rationale and Goals

- Motivated citizenry
  - Developed holistic vision for the county
- Obvious tourism potential
  - Major interstate cuts through county
  - Highly visited state park

Goal

Build upon Jackson County’s Vision to help plan a sustainable tourism enterprise.

Planning Team

- University of Florida, Gainesville
  - Three faculty served as PI’s
  - Three graduate students came off and on the project
- University of Florida, Jackson County
  - One county agent (County Director)
- Jackson County Steering Committee
  - 12 county residents
- Jackson County Tourist Development Council
  - 9 appointed members
Planning Process

- Nominal Group Meeting ➔ Developing a vision
- Community Survey ➔ Understanding desires
- Regular Steering Committee meetings ➔ Maintaining direction
- Tourism Research ➔ Bring in new knowledge
- Final Workshop ➔ Training the leaders

Visioning Meeting

- Nominal Group Process
  - Ask broad questions
  - Brainstorm ideas and reach a consensus
- 16 participants
  - Representing wide range of tourism interests
  - Existing businesses and potential businesses
- Results
  - Desired benefits: economic sustainability, retain youth
  - Identified education (youth and adults) as most needed resources
Product:
Tourism Vision

Jackson County has become a quality tourist destination. Tourism provides economic opportunities for county residents and businesses that sustain and improve the county’s natural, cultural, and historical resources. This situation has instilled county residents with a sense of pride and value in their resources.

Resident Survey

- High support of tourism (over 75%)
- Most residents believe tourism will
  - Create new jobs
  - Improve overall county’s appearance
  - Raise environmental awareness
- Younger and African-American residents
  - Significantly supported tourism less than other residents
  - Significantly felt less connected to the county
Steering Committee Meetings

- Approximately 15 meetings over 2 year project
  - Irregular and rare early in project
  - Monthly towards end of project
- Goals
  - Early in project
    - Review documents
    - Address concerns
  - Later in project
    - Work towards final plan

Literature Review

- Collected up-to-date sustainability research
- Identified successful examples around the U.S.
  - Provide realistic activities/alternatives
- Identified models for Tourist Development Councils around Florida
Product: Tourism Plan

- Goals
  - As defined by JC tourism stakeholders and steering committee
- Strategy
  - Step-by-step process to implement plan
- Planning Concepts and Tasks
- Discussion of General TDC Operations
- Specific Recommendations
  - “Do Now”
  - “Do Later”

Product: Tourism Plan Concepts and Tasks

- Collaboration Planning Strategies
- Visitor Markets
- Potential Tourism Development Initiatives
- Financing Options
- Managing for Impacts and Experiences
Final Workshop

- Last and unplanned stop of the project
- Educate and persuade Tourist Development Council
- Discussion of concepts
  - Sustainability
  - Collaboration
- Instruction of techniques
  - Marketing
  - Recreation Management

Lessons Learned: Opportunities

- Previous visioning exercise
  - Motivated county
  - Identified tourism as a tool for sustainability
  - Identified residents who serve as county leaders
- Informed steering committee
  - Did not need education on Jackson County
    - No inventory needed (special places, potential attractions)
    - Desired a state-of-the-art document
- County had much intrinsic potential
  - Existing popular attractions
  - Variety of cultural and natural resources
  - Interstate and infrastructure
Lessons Learned: Barriers

- Getting into the mind of steering committee
  - Diverse desires for plan
  - Difficulty in articulating those desires
  - We proposed concepts – they wanted specifics

- Planning from a distance
  - Planning requires constant communication
  - UF personnel had difficult time constraints

- Steering committee vs. Tourist Development Council
  - Steering committee – planning
  - TDC – would implement the plan
  - Some animosity between two groups

Lessons Learned: Moving through Barriers

- Failed on first draft of plan
  - Steering committee came together in their frustration
  - Identified specific outputs they desired in plan

- Increase communication
  - Used university polycom
  - Relied more on county extension agent and facilities

- Final workshop with TDC and Steering Committee
  - Moved beyond proposed products
  - Educated and provided ownership to TDC
Conclusions

1. Constant and Consistent Communication
   - The idea was not a surprise
   - The ability to communicate effectively was a surprise

2. Clear and Specific Expectations
   - Identify strengths and weaknesses of universities
   - Proposal should focus on products
   - Proposal should not be about selling yourself
WISCONSIN’S NORTHWEST HERITAGE PASSAGE

...an invitation to journey from the Great River to the Great Lake.
A sustainable development initiative that seeks to:

• ENHANCE
• PROMOTE
• SUPPORT

...both the heritage of northwestern Wisconsin and the handmade and homegrown products of the region.
TIMELINE 1999

- Local bookstore owner and weaver goes on vacation and comes back with a “guide” book produced by Handmade in America

- Initial meeting to discuss the development of a heritage passage in NW WI

- Organizational meeting where project title was introduced, brand image was developed and goals set
BRAND IMAGE:

Small towns in 12 Wisconsin counties along U.S. Highway 63 grow their own produce, fine art, craft and niche businesses, (providing a strong basis for sustainable communities and rural renewal).
TIMELINE 2000

- Things got going slowly in early 2000 as the group struggled to organize across a large region strictly with volunteer efforts.

- In the second half of 2000, the Passage received a Joint Effort Marketing grant through the WI Department of Tourism and work began on producing a Passage map.
TIMELINE - 2001

- Publication of the 1st Passage map, covering 6 counties in Northwestern Wisconsin
- The Passage is recognized as one of the top 10 rural development initiatives in WI
- An evaluation of the impact of the map on the listed businesses was conducted
EVALUATION

■ What did you like about the map?
  * easy to read/use
  * attractive, colorful, beautiful layout
  * well-executed/organized
  * it was free

■ How has the map helped your business?
  * Brought Circle Wisconsin tour to our area
  * Now people know where I am
  * Customers came because they found us on the map
  * I believe we owe our best summer ever to the map
What feedback did you receive from your customers about the map?

* Like it, no commercials, liked “down home” nature of products and services
* Amazed at the many things to do around here
* They were excited to have a map profiling unique artists and craftsmen
* Easy to read and understand
TIMELINE 2002

- Achieved non-profit status

- Visioning meeting – designed to move the group beyond the map project towards progress on some of their other initial goals:
  
  * Creating connections  
  * Developing whole area as a location  
  * Theatre, music, playwrights, musicians, poets, writers, craft, vacations, folk schools  
  * Educational and business assistance to members
TIMELINE 2003

- The black hole – unsuccessful attempts to:
  * Receive additional grant funding
  * Grow the membership
  * Garner broader Extension support (including for a research study on the economic impact of arts/crafts)

- A positive - attendance at Handmade in America Training Institute in Asheville, North Carolina
TIMELINE 2004

- 2nd map published, covers 9 counties and reflects feedback comments (more pictures, more homegrown, performance arts)

- Passage wins the WI Tourism Trailblazer Award for “Outstanding Marketing or Communication Initiative” presented by WI Association of Convention & Visitors Bureaus

- Extension funding received for Economic Impact Study of Arts and Crafts in NW WI
TIMELINE 2005

- The Passage board starts working towards production of the “guide” book.

- Research project initiated on the economic impact of arts & crafts in the region
RESEARCH STUDY

Putting a Face on a Creative Industry

- Research project to quantify the economic impact of arts and crafts in Northwestern Wisconsin

- Partners include 11 county Extension Educators, 1 county ED director, Extension Northern ED Center Director, Wisconsin Arts Board & WI Northwest Heritage Passage
Years In The Business

1-2 yrs  |  2-5 yrs  |  5-10 yrs  |  10-20 yrs  |  20+ yrs  
<table>
<thead>
<tr>
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</thead>
<tbody>
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<tr>
<td>120</td>
<td>120</td>
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</tbody>
</table>
Income From Arts/Crafts
INTERESTING TIDBITS

- Part-time activity for most
- Most have no paid employees
- Well over half are extremely or very satisfied as an arts/craftsperson
- Around 45% had a bachelor’s degree or more
WHAT’S NEXT?

- Passage members will focus on publication of “guide” book

- Extension Educators will focus on educational outreach to producers of handmade and homegrown products in Northwestern WI
ART IS THE STORED HONEY OF THE HUMAN SOUL

Theodore Dreiser
Background

Proximity to metropolitan areas:
The West Volusia tourism area, intersected by Interstate 4, is situated between Orlando and Daytona Beach.

Rapid development of rural landscapes that make us distinct:
Due to its proximity to these metropolitan areas, residents have become increasingly alarmed at the rapid development of our rural landscapes.
Community focus groups led to formation of ROLHC:
To preserve, protect and promote the cultural heritage and special places of our communities.

Marketing of sustainable tourism:
"Give them what we have, and make what we have what they want." We are a small destination and it is crucial that we maintain the quality of our product and preserve its integrity.

Products must align with our destination's highest priorities:
Interaction and involvement with our communities gives us the opportunities to understand their priorities and incorporate those priorities into pro-active programs.

Responsible destination marketing defers to responsible destination management.
Our Goal
Build a regional perspective by creating new partnerships to provide additional opportunities for preservation, increased tourism and economic development.

By focusing on “grass-roots” work within our communities, we have a better understanding of what is impacting them and how the ROLHC can help preserve and protect their assets. We provide the opportunity for participation in our pro-active programs from all levels of community life: residents, businesses, local, county and state governments, civic associations and preservation groups.

It is imperative that we keep our efforts “grass-roots”. Community participation creates buy-in and produces the support needed to allow access to governmental process.

Objectives & Strategies
Our objectives and strategies were decided on by our Partnership Committee and Advisory Board based on the work with our communities.

The Partnership Committee is made up of representatives from our Chambers, various businesses, government offices, Mainstreet Association, accommodators, historians, preservationists, civic associations, cultural organizations and environmentalists. These are the implementers of our pro-active programs.

The Advisory Board includes educational institutions, mayors, county managers office, county council members and major business leaders. They share their knowledge, expertise and guidance as to priorities and provide insider information on various issues.
Objectives & Strategies

Remain distinct by preserving our rural landscapes:

- We have introduced farm interests to agri-tourism opportunities by hosting two workshops and created an informational workbook.
- We have also hosted two seminars on growing wildflowers for seed cultivation.
- Next spring our first annual Wildflower Festival will be held to send a positive message of the beauty of wildflowers in our area, and enhance the previous seminars on growing wildflowers as income.

Protect Our Rural Communities:

- Through our various programs we have developed partnerships with our small rural communities. Their concerns are road widening projects and development. We are now working with representatives from each community to help preserve their character and create vision plans for future development by pursuing the hiring of a Rural Community Planner to be funded jointly by the County and FDOT.
Enhance the Visitor Experience:

- We have partnered with the St. Johns River Alliance to take a pro-active position to lead the effort to fill a 40-mile gap that will help complete the longest **multi-purpose recreational trail** – 400 miles in length in the South. We are currently working with Volusia and Putnam County governments, FDOT regional offices, our MPO’s, the Florida Bicycle Association, our State Parks, our neighboring communities and DEP’s Office of Greenways & Trails.

- Our Partnership Committee agreed to pursue a **Scenic Highway Designation** because it offers the opportunity to gain visibility and funding for the enhancement of the Corridor, preservation efforts and trails development. The Partnership Committee now serves as the Corridor Advocacy Group (CAG) that works on the required documentation for designation.

- We have held two **informational community meetings** on the benefits of a Scenic Highway Designation and updates on regional road projects. Attending were all of our mayors, city managers, planning departments, MPO, civic and preservation groups, County department heads and county council members. Our cities are now incorporating key projects from their long range vision plans into the 5 goals of the Scenic Highway. Our key community leaders are now informed and given the opportunity for involvement. This has created overall buy-in and total support of the Scenic Highway Designation.
Create Economic Impact:

- The Corridor partnered with the Volusia County Agricultural Center and local Farm Bureau office to make wildflower growing part of our agri-tourism priority. FDOT has contracted for augmented local wildflower production. We held two seminars for interested farmers and brought in authorities on wildflower growing for seed production. An FDOT representative presented the potential economic impact for growers by sharing the consumption levels of roadside planting and the hundreds of thousands spent on purchasing wildflower seed.

- Again, partnering with the Agricultural Center and Farm Bureau, the Corridor hosted two seminars to introduce agri-tourism opportunities to regional farmers. Presenters from successful agri-tourism enterprises shared their success stories. A comprehensive planning notebook was prepared outlining the necessary steps to start a successful agri-tourism business. We are currently working with the County’s Zoning and Planning Department to define and change restrictive codes. We have also met with representatives from the Fresh From Florida agency of the Department of Agriculture urging them to create a statewide agri-tourism program.
- The **Florida Discovery Bicycling Center** is a joint venture with the Florida Bicycle Association and the City of Lake Helen. This November, the Center will begin offering year-round adult regional bicycle safety training and touring, the first such program in America. City leaders of Lake Helen have taken a strong stand against unwanted encroaching development and annexation by the largest city in our County, Deltona. They have a healthy vision to maintain their small town identity but at the same time offer incentives for new business development.

- The Bicycling Center fits perfectly with Lake Helen’s vision and will create “soft tourism” for their community. Already two new businesses have opened as a result of the Center, a bicycle shop and a coffee shop. The Center will fill hotel rooms mid-week, employ tour guides and offer area farmers the opportunity to host lunches and dinners for the participants.

- To increase exposure of our efforts to encourage area farmers to start growing wildflowers for seed crops, the Corridor, Agricultural Center and Farm Bureau decided to hold a **Wildflower Festival** that will be held in conjunction with the annual Master Gardener Plant Fair. Several Native Plant Societies, Garden Clubs and Native Plant Landscapers have joined in the planning process and the 2-day Festival is scheduled for late spring 2007 when our area wildflowers are in full bloom. Volunteers from the DeLand Museum of Art will have a series of hands on children’s art projects. Field trips by area botanists and a variety of educational seminars will also be offered.
Results

-New non-traditional tourism partnerships have facilitated new products.

-We have become a destination management organization helping to shape our destination's future.

Encouraging participation by all levels of community life has allowed the Corridor to form non-traditional partnerships. This has brought new ideas to the table and created opportunities to renew existing products and add new ones. This new level of participation has created access to government process that previous was not possible and allows us the opportunity to affect change.

Florida is a mature destination. Through its many partnerships, the River of Lakes Heritage Corridor demonstrates regional capacity for renewal by sustainability-based destination management, resulting in new marketing initiatives.

Now, more than ever, our tourism marketing purposefully channels visitor experiences toward our regional priorities.
Using Economic Impacts as a Repositioning Tool for Parks

Stacy R. Tomas
Sustainable Tourism Extension Specialist
Parks, Recreation and Tourism Management
NC State University
stacy_tomas@ncsu.edu
919-513-7407

Presentation Goals:

- Discuss the role of measuring economic impacts in repositioning parks as “economic engines”
- Describe the basic principles of economic impact studies and provide an example

The Position of Parks

- “the place that parks and recreation occupies in the minds of elected officials and the general public relative to their perception of other services that are the field’s competitors for public tax dollars”
  - J. Crompton (1999)

Repositioning

- “The act of designing the organization’s image and value offer so that the stakeholders understand and appreciate what the organization stands for in relation to its competitors.”

  - Two stage process:
    - Creating a real differentiation
    - Making it known to others
The Importance of Repositioning

- Parks and open space are in competition for budgetary dollars
- Parks and open space are seen as “nice to have” but not “essential”
- Besides, “there are more important issues deserving of tax dollars and investment”

The Original Rationale for Parks

- Establishment of many state park systems involved economic development.
  - In 1923, Gov. Pat Neff predicted that parks would make Texas “the Mecca of automobile tourists.” (Crunk, 1994)
- In recent years, this rationale has been forgotten
  - Disproportionately large funding cuts in times of economic downturn

Repositioning: the Texas example

- In 2003, TX Comptroller’s office projected a $10 billion shortfall in the FY 03/04 and 04/05 biennium.
- TX Legislature must pass a balanced budget
- Anticipated devastating cuts to state parks budget.
- The Texas Coalition for Conservation funded data analyses to support repositioning effort.

Study Objectives

- Estimate the economic impact of visitors to 37 Texas state parks on their host counties
- Evaluate the role of state parks in the Texas tourism industry
- Estimate the value of recreation and sport equipment purchases in Texas
Financial Status of 37 Parks

- Only 7 of the 37 state parks reported a surplus of revenue over expenditures
  - “Revenue” encompasses that which is generated by the park
  - “Expenditures” refers to direct operating expenditures, and does not include:
    - Support services of regional, divisional, or central offices
    - Capital expenditures
    - Depreciation of capital equipment costs
    - Debt charges on facilities

Park Revenues and Expenditures (FY 2002)

<table>
<thead>
<tr>
<th>Park Name</th>
<th>Revenue</th>
<th>Expenditure</th>
<th>Operating Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guadalupe River</td>
<td>$953</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lake Quanah</td>
<td>$14,680</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Davis Mountains</td>
<td>$18,637</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Huntsville</td>
<td>$19,221</td>
<td></td>
<td></td>
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<tr>
<td>Lake Bob Sandlin</td>
<td>$44,190</td>
<td></td>
<td></td>
</tr>
<tr>
<td>McKinney Falls</td>
<td>$56,387</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greenhead</td>
<td>$47,083</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cedar Hill</td>
<td>$71,028</td>
<td></td>
<td></td>
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<tr>
<td>South Llano River</td>
<td>$118,870</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleburne</td>
<td>$133,810</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Possum Kingdom</td>
<td>$137,143</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bastrop</td>
<td>$145,312</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Goose Island</td>
<td>$148,566</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seminole Canyon</td>
<td>$155,049</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lake Somerville--Birch</td>
<td>$155,380</td>
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<tr>
<td>Landmark Inn</td>
<td>$154,875</td>
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<tr>
<td>Lake Somerville--Nails</td>
<td>$165,773</td>
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<tr>
<td>Admiral Nimitz</td>
<td>$171,261</td>
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</tr>
<tr>
<td>Martin Dies, Jr.</td>
<td>$180,721</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choke Canyon--Caliham</td>
<td>$192,687</td>
<td></td>
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</tr>
<tr>
<td>Fulton Mansion</td>
<td>$218,142</td>
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<tr>
<td>Caprock Canyon</td>
<td>$262,923</td>
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<tr>
<td>Lake Texoma</td>
<td>$278,305</td>
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<td>Lake Mineral Wells</td>
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<tr>
<td>Fort Richardson</td>
<td>$318,647</td>
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<td>Washington on the Brazos</td>
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<td>Sandstone</td>
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<tr>
<td>Indian Lodge</td>
<td>$448,656</td>
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</tr>
<tr>
<td>San Jacinto Complex</td>
<td>$966,996</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Texas State Railroad</td>
<td>$1,734,062</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

State Parks as “Economic Engines”

- Parks attract non-resident visitors to the area
- These visitors spend money in the local area
- This new money creates income and jobs for area residents

Survey Procedures

- Personal interviews
- May – October, 2002
- 5,158 individual visitors interviewed
Principles of Economic Impact Studies

1. Concerned only with new money entering into a community from outside its boundaries
   - “Local” visitors excluded

2. Considers only visitors whose primary purpose to visiting the area was to visit the park
   - “Casual” visitors excluded

- Monitors the Multiplier Effect
  - How new money is re-spent in the local economy
  - Leakage = money that leaves the economy

General Spending Categories

- Groceries
- Food and Beverages
- Recreational Equipment
- Retail Shopping
- Lodging Expenses
- Private Auto Expenses
- Other Expenses

Four Measures of Economic Impact

- **DIRECT EXPENDITURES**
  - Reports the amount spent in the local economy by all non-local visitors to the park for an entire year

- **IMPACT ON SALES**
  - Accounts for how the total direct expenditures re-circulate within a community
  - Relates visitor expenditures to the increase in business turnover

Four Measures of Economic Impact

- **IMPACT ON PERSONAL INCOME**
  - Reports the income per dollar of direct sales that accrues to residents as well as employee compensation and proprietor income

- **IMPACT ON EMPLOYMENT**
  - Reports the effect of an extra unit of visitor spending on employment in the host community
  - No distinction between full-time and part-time jobs
IMPLAN Software
- IMpact analysis for PLANning
- Input-output modeling system
- Developed originally for federal agencies
  - Builds accounts with secondary data collected from multiple federal agencies
- Widely accepted and used by economic development agencies

8 Stages of Economic Impact Analyses

STAGE 1
ESTIMATED OUT-OF-COUNTY VISITORS IN 2002 (NON-LOCAL)
- 30% of visitors interviewed were excluded from analysis
- Local residents, and “Casuals”
- 70% of visitor days to Bastrop SP (200,880) were estimated to be out-of-county visitors

8 Stages of Economic Impact Analyses

STAGE 2
PER PERSON PER DAY EXPENDITURES FOR NON-LOCAL VISITORS WITHIN COUNTY

<table>
<thead>
<tr>
<th>ITEMS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groceries</td>
<td>$3.08</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>$1.43</td>
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<tr>
<td>Recreational Equipment</td>
<td>$0.81</td>
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<tr>
<td>Retail Shopping</td>
<td>$0.70</td>
</tr>
<tr>
<td>Lodging Expenses</td>
<td>$0.57</td>
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<tr>
<td>Private Auto</td>
<td>$0.67</td>
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<tr>
<td>Other Expenses</td>
<td>$0.34</td>
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<tr>
<td>TOTAL</td>
<td>$7.60</td>
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</table>

8 Stages of Economic Impact Analyses

STAGE 3
ANNUAL EXPENDITURES OF NON-LOCAL VISITORS WITHIN COUNTY

<table>
<thead>
<tr>
<th>ITEMS</th>
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</thead>
<tbody>
<tr>
<td>Groceries</td>
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<tr>
<td>Food &amp; Beverage</td>
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<tr>
<td>Recreational Equipment</td>
<td>$162,713</td>
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<tr>
<td>Retail Shopping</td>
<td>$140,616</td>
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<td>Lodging Expenses</td>
<td>$114,501</td>
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<td>Private Auto</td>
<td>$134,589</td>
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<td>Other Expenses</td>
<td>$68,299</td>
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<td>TOTAL</td>
<td>$1,526,685</td>
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</table>
### Stage 4: Economic Impact of Non-Local Visitors on Sales Within County

<table>
<thead>
<tr>
<th>Items</th>
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<tbody>
<tr>
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<td>Recreational Equipment</td>
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<td>Lodging Expenses</td>
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<td>Private Auto</td>
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<td><strong>Total</strong></td>
<td><strong>$1,969,420</strong></td>
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### Stage 5: Economic Impact of Non-Local Visitors on County Residents’ Income

<table>
<thead>
<tr>
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<th>Total</th>
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</thead>
<tbody>
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<td>Groceries</td>
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<td>Recreational Equipment</td>
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<td>Retail Shopping</td>
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<td>Lodging Expenses</td>
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<td>Private Auto</td>
<td>$50,222</td>
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<td>Other Expenses</td>
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<td><strong>Total</strong></td>
<td><strong>$857,323</strong></td>
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</table>

### Stage 6: Economic Impact of Non-Local Visitors on Employment Within County

<table>
<thead>
<tr>
<th>Items</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Groceries</td>
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</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>11.2</td>
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<tr>
<td>Recreational Equipment</td>
<td>6.6</td>
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<tr>
<td>Retail Shopping</td>
<td>5.7</td>
</tr>
<tr>
<td>Lodging Expenses</td>
<td>3.9</td>
</tr>
<tr>
<td>Private Auto</td>
<td>4.5</td>
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<tr>
<td>Other Expenses</td>
<td>1.2</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>55.6</strong></td>
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</tbody>
</table>

*Number of jobs created

### Stage 7: Economic Impact of Park Employee Spending Within County

<table>
<thead>
<tr>
<th>Items</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td><strong>PARK BUDGET</strong></td>
<td><strong>$611,311</strong></td>
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<tr>
<td>Impact on Sales</td>
<td><strong>$781,771</strong></td>
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<tr>
<td>Impact on Personal Income</td>
<td><strong>$331,222</strong></td>
</tr>
<tr>
<td>Impact on Employment*</td>
<td><strong>24.7</strong></td>
</tr>
</tbody>
</table>

* Number of jobs created
8 Stages of Economic Impact Analyses

<table>
<thead>
<tr>
<th>STAGE 8</th>
<th>TOTAL ECONOMIC IMPACT OF BASTROP STATE PARK ON BASTROP COUNTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMPACT ON SALES</td>
<td>IMPACT ON PERSONAL INCOME</td>
</tr>
<tr>
<td>$2,751,191</td>
<td>$1,188,545</td>
</tr>
</tbody>
</table>

Example of a Park as an Economic Engine

- **GARNER STATE PARK**
  - Operating Surplus = $328,165
  - 109 jobs generated
  - $1.7 million in income to Uvalde Co. residents

  - State has created substantial economic engine with little or no cost through its seed investment of operating funds for Garner SP

Example of a Park as an Economic Engine

- **LAKE BOB SANDLIN STATE PARK**
  - Operating Loss over $44,000
  - BUT
  - 54 jobs generated
  - Almost $800,000 in income to Camp Co. residents

Cost to the State:
- $800 per job and a leverage ratio of 1:18
  - Each net State dollar invested generates $18 of income for local residents

State Parks as Facilitators

- State parks analogous to retail stores
  - Park is a facility, but only a shell

- Economic success depends on what happens inside facility
  - Investment in services and amenities
  - Investments ➔ more visitors ➔ higher per capita expenditures ➔ HIGHER REVENUES TO STATE

  - MORE JOBS AND INCOME TO LOCAL RESIDENTS
Parks’ Contribution to TX Tourism

- Tourism Division, TX Dept. of Commerce
  - 2002 survey of prospective visitors to TX
  - Primary Attractions Sought:
    1. Beautiful beaches
    2. Variety and types of great food
    3. State parks

Primary Attractions for Texas Visitors

- TPWD is a primary supplier and manager of these opportunities
- TPWD is CENTRAL to Texas’ tourism business

Mean Score Importance Ratings of Leisure Activities of Prospective Tourists to Texas

<table>
<thead>
<tr>
<th>Survey Item</th>
<th>Importance Rating (5 pt. scale)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pretty Scenery</td>
<td>4.4</td>
</tr>
<tr>
<td>Delicious Sites</td>
<td>4.2</td>
</tr>
<tr>
<td>Beautiful Beaches</td>
<td>3.8</td>
</tr>
<tr>
<td>Opportunities for Adventure</td>
<td>3.6</td>
</tr>
<tr>
<td>Interesting Wildlife</td>
<td>3.6</td>
</tr>
<tr>
<td>State Parks</td>
<td>3.5</td>
</tr>
<tr>
<td>Museums</td>
<td>3.5</td>
</tr>
<tr>
<td>Festivals or Special Events</td>
<td>3.4</td>
</tr>
<tr>
<td>Lakes and Boating Activities</td>
<td>3.3</td>
</tr>
<tr>
<td>Good Hiking Trails</td>
<td>2.8</td>
</tr>
<tr>
<td>Good Campgrounds</td>
<td>2.8</td>
</tr>
<tr>
<td>freshwater fishing</td>
<td>2.2</td>
</tr>
<tr>
<td>Activities like golf &amp; tennis</td>
<td>2.2</td>
</tr>
</tbody>
</table>

Value of Outdoor Recreation Equipment Sales in TX

- The viability of equipment retailers and manufacturers relies heavily on the availability of park and recreation facilities where the equipment can be used.

- National Sporting Goods Association (2001) annual report on recreation equipment sales
  - $1,375.4 million retail sales in TX
Comptroller’s Estimates of Sales Tax Revenues

<table>
<thead>
<tr>
<th>Type of Items</th>
<th>Texas Value</th>
<th>Sales Tax Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sporting Goods</td>
<td>$1,357.4 million</td>
<td>$84.8 million</td>
</tr>
<tr>
<td>Sports Related Footwear</td>
<td>$17.3 million</td>
<td>$1.1 million</td>
</tr>
<tr>
<td>(Hunting Boots)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports Related Clothing</td>
<td>$124.1 million</td>
<td>$7.7 million</td>
</tr>
<tr>
<td>(Hunting and Martial Arts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$1498.8 million</td>
<td>$93.6 million</td>
</tr>
</tbody>
</table>

Economic Contributions:
- Economic Engine in Local Counties
- Central to Texas Tourism
- Contributor to the State Treasury

Outcome of the study:
- A day-long forum was convened at State Capitol to discuss results.
- Legislators and their staffs attended.
- Study’s report served as a “selling” document with evidence that could be used to lobby legislators and presented to local communities.

Outcome of the study:
- State budget passed in May 2003
  - Average agency cut as 12%
  - State Parks budget cut was less than 2%
- During hearings on the parks budget, several legislators said they were NOT GOING TO SUPPORT BUDGET CUTS THAT WOULD CAUSE ECONOMIC HARDSHIP IN THEIR DISTRICTS!
Why it worked (in Stacy’s humble opinion)

- Data was collected and analyzed with integrity (statistically sound, unbiased researchers)
- Report illustrated the difference between economic and financial returns
- Report was written to address both state and local issues
- Report was circulated and distributed to political leaders and to the media (at the state and local level)
- Vociferous support for Texas Conservation Coalition

National Park Service

- 2005 study
  - State-by-state breakdown of each park’s visitation, visitor spending, and local jobs supported
- NPS Director Fran Mainella said
  - “The bottom line of the study is American taxpayers in 2005 spent $2.6 billion on the National Park System and the return on their investment was more than $12 billion.”
- Report released August 28, 2006

NPS Report

- August 30, News and Observer (newspaper in Raleigh, NC) reported:
  - “Smokies Stand Tall in Regional Economy”
  - The Great Smoky Mountains National Park leads in visitor spending and is the most visited in the nation.
  - 9.2 million visitors in 2005 spent more than $652 million in the communities surrounding the park.
  - More than 14,000 local jobs in NC and TN were supported by park visitor spending.

Great Resources (Journal Articles)

- Journal of Travel Research
- August 2006—Special Issue on the Economic Impact of Tourism (vol. 45, #1)

- 11 great articles
  - accurate measurement
  - subsequent steps in calculation
  - Alternative data sources
  - Common approaches and mis-use of data
  - Tourism Satellite Accounts
Great Resources (Books)


[http://www.rpts.tamu.edu/faculty/crompton-selected-books.htm](http://www.rpts.tamu.edu/faculty/crompton-selected-books.htm)

NRPA for $25-$35 ([http://www.nrpa.org](http://www.nrpa.org))
Challenges of Building Paddle Trails

Jan Trask and Carol Kline
NC State University Tourism Extension

Project Background

- NCPTA Membership Perk
- Interest from number of agencies and orgs
- Develop a curriculum to teach communities how to build a paddle trail
- Experts from within North Carolina to share their knowledge & experience
- Can of worms
Eastern NC PT survey (2000)

Sparks interest in increasing PT development/ conservation

NCDENR funds educational VC series HTBPTIYC (2005)

Website/ Listserv (2005)

Community Consensus Building Meetings (2005)

HTBPTIYC VC (2006)

Standards (2006)

VC curriculum to web modules and NCDENR application

Paddler Visitor Study (2007)

Outfitter Survey (2007)

River Basin Use Survey (2006)

DOT and WRC commit to planning for PT (2006)

Increase Coordination with NC Division of Tourism (2007-8)

Highlighted Pilot Trails (2007-8)

Year One vs. Year Two

- Assistance to NCPTA
- Basic facilitation (lining up speakers)
- Experts from NC
- Information-driven
- Deliverable - notebook/CD
- $6,000

- Collaboration with NCDENR State Trails
- Use of academic techniques to develop curricula
- Outcomes included website, listserv, river basin/user survey
- Standardized model for paddle trails
- $20,000
Goals

- Build on the evaluation from 2005 VC and gain community consensus on issues
- More detailed info relevant to the user in NC
- Identify river basins most used so limited funding could be directed to area of most need

Goals

- Develop standards for paddle trails and pt access points
- Planning process that would encompass the various state agencies, paddling groups, tourism needs, and crazies
- Trail system and sites needed to be sustainable, independently from one another and from all perspectives
Goals

- Safe and available to public
- Process that was proactive vs. reactive
- Ability for Adaptive Management strategy in future

Disorganized information, people, ideas, trails, access sites

Superimposed Process

Organized, manageable, safe & standardized system
How we Addressed the Challenges

- VideoConference 2005
- Website
- Listserv
- Consensus Building Process/ Issues
- VideoConference 2006
- Standards

Extension’s Added Value

- Used Standardized extension techniques
  - Curriculum development
  - Evaluation methods
  - Facilitation
  - Multi-disciplinary faculty
Extension’s Added Value

- Enabled communication/consensus among:
  - Paddlers
  - Various government agencies
  - Paddler groups - government agencies
- This communication process led to standards agreed upon by all for benefit of public

Points to Highlight

- Increased public access to NC waters
- Site access diversity from to rustic to highly developed
- Did not impair stop and drop
- Integrates all exiting agency mgmt practices (local and state)
- Developed accepted standards & a road map on how to achieve them
HTBPTIYC Website

http://www4.ncsu.edu/~cskline/index.htm

Contact Information

- Jan Trask
  (919) 810-8227
  jan_trask@ncsu.edu
- Carol Kline
  (919) 306-1705
  carolkline@bellsouth.net
Watauga County…

Support for Xmas tree producers and small nurserymen

My Goal: To share experiences of tree farms, specifically Choose and Cut farms, that are diversifying into multi-season agritourism enterprises
Watauga County - Boone, NC

- Appalachian State Univ.
- Adventure Destination
- Over 1.6 million visitors
- Year-Round Appeal

Hundreds of miles of byways and trails

Some of the highest peaks in the east (Grandfather just under 6000’)

Ski, Leaf, Choose and Cut Season

Ski/Tree Season... summer... leaf...
Watauga County - Native Tourism

- Blue Ridge Parkway
- Craft Trails
- Grandfather Mountain
- Tweetsie Railroad
- Ski Slopes

About 1.6 million visitors per year

Strong tourist base for area farms to tap into
Watauga County Traditional Crops

Cabbage main crop for Watauga… my building used to be the old kraut factory… where cabbage would float down the stream behind the extension center

Tobacco important crop for WNC, same is true for Watauga

Several large cattle operation still around

Trees began in the late-60s

Choose and Cut, in the early 90s

Tourists… always and forever!
Christmas tree growers are BIG!

North Carolina second in the nation ~ 5 million trees/year

Fraser Fir gaining in popularity (“Perfect” when grown in it’s native territory)
NC Industry

- 1500 Fraser Fir producers in 13 counties
- 5 million trees annually
- $100-$110 million in sales
- WNC Choose and Cut ‘04, nearly 76,500 trees sold

30,000 acres in trees in NC… most of that in High Country

Significant profits

In Watauga, tree industry 3rd behind tourism and ASU
NC Industry
Fraser Fir: a Premium Tree

- Pleasing Aroma
- Dark blue-green foliage
- Excellent post-harvest needle retention
- Native to the Southern Appalachians

Also,
1. Natural Christmas Tree shape

2. Strong branches for holding ornaments
Fraser Fir Production

- Fraser Fir
  - Plant 1750 trees/acre, harvest 1600
  - Generally, 12 years from seed to harvest
  - Wholesale, Retail Lot, Choose and Cut, Mail Order

Must have several rotations of trees to ensure yearly harvest.

Year’s chores: planting, shearing, weed management, pest scouting

Choose and Cut farms in a position to segway into agritourism, b/c folks already on the farm!
Watauga County - Choose & Cut

- Designated Special Event
- Economic impact: $14 million
- 24+ growers
- Diversity of Services

1. Recognized for it’s contribution during “Shoulder Season”
2. 2005… 12,000 trees
3. All farm on 10 acres or less (mostly retired folks)
4. Resources: Historical sites, draft animals, Christmas shops, hayrides
Choose and Cut Appeal

- Family Tradition
- Value-added, diversified
- Reputation for...
  - Variety
  - Bargain
  - Density

Why so popular?
1. Wholesome and family-oriented
2. Customers are loyal, coming back year after year
Choose and Cut Amenities

- Cut, bale, and load tree
- Hot coffee, cocoa, or cider
- Wreaths and roping
- Petting zoo
- Hay rides
- Santa

Goal of Choose and Cut farms: Entertain your customers!

How? Add Value, increase the duration of farm stay, vary services

2. Tourism Infrastructure:

   Chamber of Commerce/TDA/Visitors Bureau: Christmas Parades and Events

   Lodging establishments (tree packages)

   Choose and Cut Festival website

   All of these entities are tourism-based (Choose and Cut feeds tourism and vice versa)
Rethinking Choose and Cut

- Not just a sales area, but a Christmas store
- Not just hayrides, but educational farm tours
- Not just farm animals, but Santa’s reindeer
- Not just a customer, but a guest

The question is, how to broaden and further strengthen the quality and longevity of this popular agricultural attraction??

How can they attract customers beyond Choose and Cut Seaso?

Ingredients of this evolution: Build on family traditions, added-value products, diversified enterprises, add entertainment

Now here’s some specific examples of what CC farms are branching out into
Often times the best untapped resource is in the dirt!

Christmas tree farms are generally surrounded by high mountain vistas, a diversity of wildlife, and indulging scenery

**Ecotourism**

Now I’d like to share with you some examples of Choose and Cut farms that are transitioning into multiple-season operations
Big Ridge Tree Farm

- Historical Cabin
- Hayrides
- Fishing Pond
- Handmade Crafts
- Pumpkin Hunt

Hayride through forest

Appalachian Cabin with authentic furniture, mystique

Thad Taylor weaves great stories for children and visitors
Kids learn about: locally-produced agricultural crop,

interaction between trees/insects/beneficials, farm experience, enjoy wildlife: songbirds, turkey, quail, deer

Kids have that on-farm experience… so valuable!
Wintergreen Farm

- Christmas Trees
- Greenhouse Crops
- Landscaping
Concolor fir, pictured here, is one of several ornamental tree species grown: Turkish, Fraser, Douglas, White pine, black spruce Also B&Bs, ready-made potted baskets, market at local fairs/festivals
What Fir! Tree Farm

- Something for everyone:
  - Petting zoos
  - Christmas shop
  - Activities for Kids
  - Storytelling

Exceptional marketers of their products... led the way for CC diversification
Now, one of the most successful C/C operations in Watauga.
Christmas shop, educational tours, alpacas
What Fir! Tree Farm

- Partner with area artists/musicians
- Media promotions
- Nature Trails
- Campsite
- Native Azaleas

Kirby former teacher… very involved with educational tours for schools
J&D Tree Farm

- Unequalled vistas
- Premium trees
- Unique wreaths

Above 4000’, and views of protected landscapes, state parks
Large, full trees “the cadillac”
J&D Tree Farm - Wind Powered

- Renewably-Powered Rental Cabins
- U-pick blueberries
- Year-round views
- Picnic sites

Wind Potential is exceptional in the High Country

County just passed wind ordninance that would allow turbines

Great opportunity to teach larger public about green power
Beyond Choose and Cut Season

- Songbird Cabin
- Cut flowers
- Historical Sites
- Farm Stands
- Wind Farmers

Growers must ask themselves:
- how is my product different from the competition?
- what are the unique characteristics of my product?
- are their unique characteristics that benefit the customer?

Lots of support to develop green power and reclaim mountain views

Peaches, apples, watermelons all sold at farm stand of a NC scenic by-way

As wind energy takes off in Watauga, farmers have opportunity to install turbines, become part of larger renewable energy community and serve as a “wind-energy destination”
Keys to Success: Tap into Existing Infrastructure

- Websites
- Tourism Development Authority
- Team with local partners
- Support Each Other

1. Individual farm and nurserymen’s association, state assoc., national association, Visitors Bureau/Chamber links
2. Grant funding available from occupancy tax to support Boone-area tourism in unincorporated areas of the county
3. Farm Bureau, ASU
Future Opportunities

- Increasing competition from area counties
- Increasing numbers of Choose and Cut Farms
- NCDOT Agritourism Signage Programs

Choose and Cut supports tourism (and vice versa)

The more C&C farms and agri-tainment in the area, more tourist dollars stay in the High Country

Several farms sell out within the first two weekends after T-giving, so there’s lots of potential for growth… advertise to them and they will come to buy trees and experience Choose and Cut!

Working with H.C. Host for tree inventory/farm update hotline

Work with DOT for year-round signage to direct tourists to area farms

Work with other counties for widespread marketing programs/broaden advertising scope
Evolution of Choose and Cut

Choose and Cut Trees
Wreaths, Roping
Santa, Petting Zoos, Christmas Shops
Camping, Cabins,
Craft workshops, Diversified Crops,
Year-round educational tours

There is certainly room for growth within the county and the High Country region for CC and agritourism…

the more farms and diversity, the more $ staying within the local area

Issues: signage
Choose and Cut in the High Country…

- Agritourism, baby!
- Cooperative effort among partners
- Fall in love with Boone

Agritourism adds value and income to existing farm enterprises by bringing the public onto the farm in a paying capacity
And… offers folks a “piece” of the mountain to take home

Craftspeople, restaurants, chefs, B&Bs, etc.

Exceed expectations, provide steady supply, personal service
With a firm foundation of year-round tourism, Choose and Cut farms can launch into seasonal tourism niches

Choose and Cut remains the core, with additional elements attracting broader audiences

The motivation: exceed expectations of what a tree farm is and what it can offer
PEOPLE’S MISPLACED PERCEPTIONS?
OF PARTNERSHIPS:

RECREATION AND TOURISM PROFESSIONALS’
DIFFERING (?) VIEWS (OF AN OVERUSED WORD)

Kim S. Uhlik, San Jose State University

Examine and Discuss…

- a conceptual diagram showing society’s influence on partnerships;
- pilot survey instruments administered to recreation administrators, and visitor & convention bureau (VCB) executives;
- a Step-by-Step model of partnership development used by recreation administrators.
Objectives

- gain a fuller perspective of the range of partnership options, and their implications;
- become familiar with the general steps to follow when creating partnerships;
- be able to discuss the complexities of partnerships with their prospective partners, so that a common understanding or balance can be reached before implementing the partnership.

??? Partnership ???

Collaboration  Merger
Alliance  Affiliation  Compromise
Competition  Joint Venture
Co-production  Cooperation
Network  Co-opetition  Acquisition
Coordination  Domination  Altruism
“Partnership” according to Chancellor Kent of England’s ancient Court of Equity:

“A contract of two or more competent persons to place their money, efforts, labor and skill - or some or all of them - in lawful commerce or business, and to divide the profit and bear the loss in certain proportions.”

“Partnership” in Parks & Rec

“A dynamic arrangement between two or more parties, based on satisfying mutually recognized needs.”
### An Initiative

- Accept $1.00
- Close your eyes
- Kim counts to 30 (?)
- If no one raises a hand, each keeps $1.00

**OR…**

- Whoever raises hand first collects all dollars

---

### Conceptual Framework

![Conceptual Framework Diagram](image)

Figure 1. The Partnership Continuum, depicting overarching philosophy, partner affect, and ratio of negativity to positivity.
Parks & Recreation vs. (?) VCBs

Do parks & recreation professionals view the partnership concept differently than visitor and convention bureau executives?

Parks & Recreation vs. VCB

- Parks & recreation organizations generally follow a “for the people” philosophy that should promote “sharing” associated with collaboration and partnership;
- VCBs, although usually non-profit, serve in a market-oriented environment that could promote “selfishness” associated with domination and predation.
Parks & Rec Administrators’ Instrument

Thanks for playing the “matching game” for research! Please return to the OPRA desk, or fax 330.672.4106.

Each description on the left matches only one word in the box on the right. Please draw a line from one description to the one word from the list that best matches each description.

- Someone works alone toward the goal of “hunting you down,” or destroying you; 
  - Cooperation (using car driving as an example: road rage, or demolition derby).

- Someone works alone toward the goal of controlling/competing with you until they win; 
  - Partnership (e.g. another driver speeds past you to get ahead of you).

- You each work alone toward your separate goals by staying out of each other’s way; 
  - Altruism (e.g. each person driving home safely to avoid crashing into other cars).

- You both work together, but toward separate goals; 
  - Collaboration (e.g. you both carpool, but each of you is dropped off at a different office building).

- You both work together toward a shared goal; 
  - Predation (e.g. you both carpool to the same office building).

- You both work together to achieve a “higher” goal; 
  - Domination (e.g. each rider chips-in to buy a non-polluting car for carpooling).

- You sacrifice yourself or your “resources” to allow others to succeed; 
  - Coordination (e.g. you give away your car to a stranded motorist).

Now, rank the words in the box, above, in some “logical” order by printing one word per space below.

[1. 2. 3. 4. 5. 6. 7.]

excellent best better good bad worse worst

P & R Results

- All 11 agreed on predation definition;
- All 11 agreed on domination definition;
- Split on coordination-cooperation;
- Split on collaboration-partnership;
- All 11 ranked collab-partner as excellent;
- 9 ranked domination as worse;
- 9 ranked predation as worst;
- Six (54.5%) ranked altruism as bad.

Consent Form: The view of partnership among parks & recreation professionals

I want to do research on people’s perceptions of partnership. I want to do this because I want to find out what words like “partnership,” “collaboration,” and others mean to people. I would like you to take part in this project. If you decide to take part in this project, you will be asked to complete the anonymous, confidential survey, printed on this page, above.

Your participation is completely voluntary, and does not involve any discomfort or risk, or physical injury. Your anonymity/confidentiality will be assured by limiting access to the surveys to only myself and my graduate assistant. The actual surveys will be locked in my private office.

If you take part in this project, the results may be able to help parks & recreation personnel and their stakeholders form more rewarding, lasting relationships. Taking part in this project is entirely up to you, and no one will hold it against you if you decide not to do it. If you do take part, you may stop at any time.

If you want to know more about this research project, please call me at 330.672.0215, or email me at kuhlik@kent.edu. The project has been approved by Kent State University. If you have questions about Kent State University’s rules for research, please call Dr. John L. West, Vice President and Dean, Division of Research and Graduate Studies (Tel. 330.672.2704).

Your copy of this consent form is printed in the accompanying letter, and you should save it for your records.

Sincerely,

Kim S. Uhlik, Ph.D.
VCB Executives’ Instrument

VCB staff work closely with other people or organizations (stakeholders) to help those stakeholders be successful. Yet every relationship has good times and bad times. In the following diagram, seven terms are laid out along a range of “working relationship” explanations. In parentheses is an example using (cars and driving).

- **Predation**: one stakeholder actively works against, or to destroy, the other(s); *Your work is seen by them as being ineffective or threatening, and they want to stop or get rid of you. (e.g. road rage, demolition derby)*
- **Domination**: one stakeholder seeks to control the other(s), but not to destroy; *Your work is necessary, but work goals and objectives are ranked according to other stakeholder’s needs. (e.g. drivers speeding to get ahead of you)*
- **Coordination**: “communication” between independent stakeholders to avoid conflict; *Staying out of other stakeholders’ ways to work separately toward independent goals. (e.g. each person driving home safely to avoid crashes)*
- **Cooperation**: stakeholders working together to achieve independent goals. *(e.g. carpooling to separate offices)*
- **Collaboration**: stakeholders working together to achieve a linked goal. *(e.g. carpooling to the same office)*
- **Partnership**: stakeholders working together to achieve a “higher” goal, or, under a formal, legal partnership agreement. *(e.g. chipping-in to buy a non-polluting car for carpooling)*
- **Altruism**: sacrificing your “resources” to allow others’ success. *(e.g. giving your car to a stranded motorist)*

For each section below (Holder A, B, C, D),
1) list one (stake)Holder with whom you work, according to job or relationship (e.g., my supervisor; client’s provider; etc.),
2) identify how often you interact with them,
3) place an “X” at the proper location on the continuum, and
4) rank each according to how important they are to meeting your work goals.

---

VCB Results

- 23 of 24 respondents were VCB executives;
- 23 identified a *hotelier* as key player;
- (VCB board affiliate identified as 2nd);
- 15 rated their relationship as *collab* or higher;
- Higher on scale=more important relationship;
- 20 rated their relationship as *very important*;
- Longer service=more important relationship;
- None of the respondent selected *altruism*. 
Conclusion 1:

- “Partnership” may mean different things to different individuals, BUT both study groups have a common understanding;

- (Establishing a shared definition at the individual level may be crucial.)

Conclusion 2:

- Altruism is not an option for VCB executives;

- Altruism is suspect among parks & rec staff.

- (Doesn’t this seem contradictory?)
Some conceptual models:

- Organizational culture model;
- Relationship-function model;
- Resource theory;
- Relationship-resource model.
Relationship-function model

---

**FEEL**
- Least Success
- Good
- Poor

**FUNCTION**
- Least Success
- Well
- Poor

**DURATION**
- Short
- Long

---

**Concrete Symbolic**
- Universal
- Particular

**INCREASINGLY INTANGIBLE**
- Money
- Goods
- Services
- Love
- Information
- Status
- Symbolic
Relationship-resource model

Customization Influences

- Organizational philosophy and functionality;
- Perceived need for partnering;
- Anticipated length of the arrangement;
- Degree of commitment to “make it work;”
- Degree of trust;
- Degree of comfort or compatibility: match;
- Attention to “quality” of resources.
The “Step-by-Step” model

- Step 1: Educating yourself and others “invites involvement”
- Step 2: Needs assessment, and resources inventory
- Step 3: Identify prospective partners
- Step 4: Compare and contrast needs and resources
- Step 5: Develop a partnership proposal designed to “achieve success”
- Step 6: Propose a partnership agreement

When to use the stepwise Model
Bottom Line:

- Every partnership is influenced by the society in which it is created;

- Each partnership is individual, and must be customized (including the definition of “partnership”) to fit.
“Here we are, Mount Everest. I need 29,000 feet of rope.”
Using a Conditional Attraction Importance Rating Scale to Assess Incremental Visitor Expenditure Generated by a Nature-based Tourism Site.

Blomidon Park, Kings County, Nova Scotia

Dr. Brian VanBlarcom
Acadia University
November 2005
What is an Economic Impact Study?

• An Economic Impact Study involves estimation of **incremental** economic activity (spending/income/taxes, etc.) that results from a specific event, facility, government policy or other economic stimulus, which would not occur in the absence of said stimulus  \(^{(\text{Flemming and Toepper 1990})}\)
Study Objectives

• The objective is to compare different ways of defining incremental spending by visitors and to examine if the various definitions will influence an assessment of the economic impact of camping at Blomidon Provincial Park on the economy of Kings County, Nova Scotia.
Data

• Between June 27th and September 1st of 2003, 974 surveys were distributed to camper-groups at Blomidon Provincial Park.

• According to the camper-registration database provided by the Nova Scotia Department of Natural Resources, 1,722 camper-registrations were recorded during this time, representing a delivery rate of approximately 57%.

• 338 were completed and returned representing a response rate of 35%. 312 were usable for assessing economic impacts.

• The 338 returned surveys represent nearly 20% of the total number of registrations at the park during the study period.
The following question deals with spending in the area during your visit to Blomidon Provincial Park. The area is defined as the area within 30 minutes drive of the park. Please give all answers in Canadian dollars and include taxes.

<table>
<thead>
<tr>
<th>Estimated amount spent for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Cost of accommodations</td>
</tr>
<tr>
<td>b) Meals and beverages in restaurants</td>
</tr>
<tr>
<td>c) Groceries/liquor at stores</td>
</tr>
<tr>
<td>d) Vehicle rental</td>
</tr>
<tr>
<td>e) Other shopping purchases</td>
</tr>
<tr>
<td>f) Operation of private vehicle (repairs, gas, oil)</td>
</tr>
<tr>
<td>g) Recreation and entertainment</td>
</tr>
<tr>
<td>h) Inclusive travel package</td>
</tr>
<tr>
<td>i) Other (please specify)</td>
</tr>
</tbody>
</table>
Incremental Spending Issues

• Time Switchers?
  – Visitors who were planning to visit the area of study but changed the timing of the visit to coincide with the event being studied.

• Casuals?
  – Visitors who are attracted to the area for other reasons but attend the event or facility being studied.
Incremental Spending Survey

Questions

• Was visiting Blomidon Provincial Park the primary reason for your trip to this area? This area is defined as the area within 30 minutes drive of Blomidon Provincial Park. (Please circle the appropriate response)

YES
NO
Incremental Spending Survey Questions

On the scale below please rate the influence, if any, which you would say that Blomidon Provincial Park had in determining your visit to this area? This area is defined as the area within 30 minutes drive of Blomidon Provincial Park.

The scale is designed such that 0 represents no influence and 10 represents the park as being the single reason for being in the area.

0 1 2 3 4 5 6 7 8 9 10
Measuring Incremental Expenditures

• Using the survey data, direct spending by visitors to Blomidon Park was measured using four different methods of identifying incremental expenditures.

• The results generated via each method are then compared.
Casual/Not Casual?

• Approach 1: Include only those who indicated their primary purpose was to visit the facility?

• Examples of this approach include, Kaylen, Washington and Osburn (1998) & Daniels, Norman and Henry (2004)
Comments on Method 1

• Excludes any “non-primary” attractions as a factor in visiting and therefore ignores the single or cumulative effect of other “non-primary/add-on” events/facilities.
Casual/Not Casual?

• Approach 2: Apply a rating scale which quantifies the importance of the facility at attracting the visitor to the area and weight their expenditures based on the rating?

• Examples of this approach include Research Resolutions (1997), and Canadian Department of Heritage (2003).
Comments on Method 2

• It allows economic impacts to be distributed in direct proportion to the importance of the event/facility in attracting visitors.
• Can attribute impacts to events/facilities even though the visitor would have visited the area in absence of this attraction.
Casual/Not Casual?

- Approach 3: Apply a rating scale which quantifies the importance of the facility at attracting the visitor to the area and weight their expenditures based on the rating only if they indicated that the attraction was the primary reason for visiting?

  - A variation of this approach is discussed in Tyrell & Johnston (2001).
Comments on Method 3

• It allows economic impacts to be distributed in direct proportion to the importance of the event/facility in attracting visitors but “qualifies” the process by including only those events/facilities that are selected as “the primary” reason for visiting.
Casual/Not Casual?

• Approach 4: Include only those who indicated their single purpose was to visit the facility and that would not be visiting the area in absence of the facility?

• Examples of this method include Crompton (1999) & Crompton and Shuster (2001).
Comments on Method 4

• “Would you have visited (yes/no) in absence of the attraction” - forces a definitive reply to a hypothetical question.

• It may seem easy to say “if not for NET, I would not be in Burlington” but did the fact that the conference was in Burlington have some impact on the decision to attend?
Comments on Method 4

- Given that in most cases other add-on attractions do exist – is a simple “yes/no” an over simplification?
- A “yes” means counting all my expenditures when it may not be the only reason.
- A “no” means excluding all expenditures even though the attraction may have played some part in attracting the visitor.
## Incremental Definitions and Variations in Direct Expenditures

<table>
<thead>
<tr>
<th></th>
<th>Method 1</th>
<th>Method 2</th>
<th>Method 3</th>
<th>Method 4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All $</td>
<td>All Campers Weighted $</td>
<td>Primary Reason Weighted $</td>
<td>Single Reason 10 Rating</td>
</tr>
<tr>
<td>Non local NS</td>
<td>$113,041</td>
<td>$111,791</td>
<td>$101,145</td>
<td>$68,147</td>
</tr>
<tr>
<td>Non NS Can</td>
<td>$32,395</td>
<td>$37,629</td>
<td>$22,103</td>
<td>$11,013</td>
</tr>
<tr>
<td>Non Can</td>
<td>$42,176</td>
<td>$37,488</td>
<td>$32,191</td>
<td>$15,430</td>
</tr>
<tr>
<td><strong>Local</strong></td>
<td><strong>$187,612</strong></td>
<td><strong>$186,909</strong></td>
<td><strong>$155,439</strong></td>
<td><strong>$94,590</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$187,612</strong></td>
<td><strong>$186,909</strong></td>
<td><strong>$155,439</strong></td>
<td><strong>$94,590</strong></td>
</tr>
</tbody>
</table>
## Incremental Definitions and Expenditure Distribution

<table>
<thead>
<tr>
<th>Visitor Type</th>
<th>Method 1 Primary Reason All $</th>
<th>Method 2 All Campers Weighted$</th>
<th>Method 3 Primary Reason Weighted$</th>
<th>Method 4 Single Reason 10 Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non local NS</td>
<td>60.3</td>
<td>59.8</td>
<td>65.1</td>
<td>72.0</td>
</tr>
<tr>
<td>Non NS Can</td>
<td>17.3</td>
<td>20.1</td>
<td>14.2</td>
<td>11.6</td>
</tr>
<tr>
<td>Non Can</td>
<td>22.5</td>
<td>20.1</td>
<td>20.7</td>
<td>16.3</td>
</tr>
<tr>
<td>Local</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
Summary/Conclusions

• The definition used to frame incremental spending by visitors does have an effect in quantifying total direct expenditures (low case $97k, high case(s) $187k)
  – Method 3 “conditional scale rated” equaled the average across the four methods (99.6%).
  – Method 1 “primary” and Method 2 “all weighted” methods exceeded the average by 20%
  – Method 4 “Sole reason-Yes/No” - 61% of the average.
Summary/Conclusions

• The definition used to frame incremental spending by visitors does have an effect on the distribution of expenditures by visitor type.
Summary/Conclusions

• The “importance” ratings do provide additional information on the attraction.

- An overall importance rating of 7.2/10 indicated that camping at Blomidon is important in drawing visitors to the area (county).

- The rating for all “primary reason” for their visit was 8.3/10

- The rating for those who indicated that Blomidon was not the primary reason for their visit scored was 3.9/10 indicating some drawing power as an “add on” attraction
Summary/Conclusions

• The high “importance attraction” rating is likely a function of the geographical remoteness of this park.
• More study is clearly needed to verify (generalize) the relationships identified in the study.
• Need to push for a consensus on which approach is most applicable under a variety of settings, for example the relationship of attraction to other substitutes/complements/transportation networks, etc.)
The End
Informing rural tourism development through the rapid rural appraisal method: Insights from Northwestern Canada

Nicole L. Vauceois, Ph.D.
Malaspina University-College
British Columbia, Canada
Vauceois@mala.bc.ca


Overview

- Describe Rapid Rural Appraisal
- Introduce the context of the study area
- Outline the study design
- Show observations
  - Tourism development
  - RRA method
- Discuss realities of application and share insights on use in other contexts
“Partly due to the flaws in conventional approaches, there has been a recent rapid expansion in participatory methods and approaches. These began with the development of data gathering methods which came to be known as rapid rural appraisal”

(Pretty and Vodouhe, 1998)

**Rapid rural appraisal (RRA)**

- Emerged in late 1970’s
- Response to disadvantages of brief visits to rural areas by professionals, and limitations of large-scale, long drawn out surveys
- Used in disciplines such as health, agriculture, international development, anthropology
- Little documentation of method in tourism development
**Principles of RRA** (Chambers, 1990)

- Learning rapidly and progressively with flexible methods;
- Offsetting biases of “quick and dirty” methods or “long and costly” ones
- Learning from and with rural people, face to face
- Triangulating methods
- Optimizing trade-offs between quantity, relevance, accuracy and timeliness
- Critical self awareness

**Menu of methods in RRA**

- Secondary data
- Direct observation
- DIY
- Key informants
- Semi structured interviews
- Chain interviewing
- Key indices
- Key probes
- Workshops and brainstorming
- Group walks
- Mapping
- Aerial photographs
- Diagrams
- Ranking and scoring
- Quick quantification
- Timelines
- Stories, case studies
- Short, simple surveys
- Rapid report writing in the field
Strong potential to assist rural tourism development?

- Rural areas often have limited research resources
- Want information that is timely, information rich and locally specific
- Link to train students on research methods

NTRIP Study Team, May 2006

Study context

- Vancouver Island, Victoria & the Gulf Islands
  - Vancouver North America’s Top Island
- Vancouver Coast & Mountains
  - Perfect for both urban and urban adventurers
- Thompson Okanagan
  - Famed for its landscapes, resorts, lakes and vineyards
- Hood Canal
  - Canada’s Mountain Heaven
- Gulf Islands
  - A land without limits steeped in adventure and history
- Northern British Columbia
  - A new province for outdoors enthusiasts waiting to be explored
**Status of rural areas**

- Rural areas predominantly resource-based (Fishing, Forestry, Mining, Agriculture)
- Resource-based industries in decline
- Rural depopulation
- Seeking diversification options

**Status of rural tourism development**

- Provincial efforts to “double tourism revenues” by 2010 (Winter Olympics)
- Effort to see each region benefit
- Concentration of tourism in “Big three” or Victoria, Vancouver and Whistler
- Interest in tourism development in rural areas but lack of capacity, support systems and resources
Study design

• Purpose
  – To pilot the RRA methodology in a rural context and to compare receptivity and results to community tourism workshops conducted by Tourism BC

• 3 week study tour
  • University study team (9 people)
  • Trained in multiple methods
  • Practiced methods on route
  • 5 day intense RRA in Taylor, B.C.

Methods employed

• Secondary data
• Impressions in other communities
• Key informant interviews
• Chain interviews
• Site visits
• Host families
• Journaling
• Video/digital images
• Mapping
• Report in the field
Findings – on tourism

• Key assets for product development
• No shortage of ideas (or enthusiasm) among residents
• Lack of understanding of how to proceed
• Unclear on available resources
• Divergent perspectives
• Tourism not on the radar (booming oil and gas industry)
• Tourism myths abundant
• Acute labour shortages impacting the industry

Findings - RRA method

• Intensive study
• Cumulative learning
• Methods inform one another
• Importance of flexibility
• Need to speak “rural”
• Difficult to reach saturation of data
• Massive quantity of data – but rich insights
• Difficult to share entirely with community
• In field report writing was useful for researchers and community
### Comparison to CT Workshops

<table>
<thead>
<tr>
<th>CT Workshops</th>
<th>RRA</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Key informants and community leaders interviewed</td>
<td>• Interview wider spectrum of people in the community</td>
</tr>
<tr>
<td>• Action plan incorporates limited options</td>
<td>• Opportunities identified included new ideas</td>
</tr>
<tr>
<td>• Tangible next steps and roles outlined</td>
<td>• SWOT and recommendations but no action plan</td>
</tr>
<tr>
<td>• Little support for implementation</td>
<td>• Little support for implementation</td>
</tr>
<tr>
<td></td>
<td>• Encouraged dialogue on tourism in broader community</td>
</tr>
</tbody>
</table>

### Insights on further use

- Recommended for rural areas in early stages of development
- Strong way to develop links between University-community partners
- Excellent applied research experience for students and policy makers
- Consider time frame carefully – what is rapid?
- Clarify role of the process and engage community in presentation/discussion on results
- Incorporate participatory approach to succeed in implementation
Closing thoughts

• “The focus is less on what we learn, and more on how we learn and with whom. This implies new roles for development professionals, leading to a whole new professionalism with new values, methods and behaviour”.

Pretty and Vodouhe

Questions?

Nicole Vaugeois, Ph.D.
University-College Professor
Department of Recreation and Tourism Management
Malaspina University-College
900 Fifth Street, Nanaimo. BC
(250) 753-3245 Local 2772
Email: vaugeois@mala.bc.ca
Resources


Measuring Tourism Demand

- Studies of rural entrepreneurship, farm agritourism motives, visitor profiles and others.
- But for planning a more sustainable tourism product demand must be estimated and knowledge of the general market better understood.
- Demand estimates also very important for securing gov’t and corporate investment -
Market Potential

- 30 Million people live within a 5 hour drive of central Illinois.
- 9+ million in Chicago metro area.

Consumer Demand Study

- Goals:
  - Visitation patterns
  - Activity preferences
  - Motivations and constraints
  - Opinions regarding farm visits
  - Travel planning characteristics
  - Demographics
Method

• Mail-out survey
• Random sample of 1,200 Illinois households
• Adjusted response rate of 15%. (Ugh)-

Findings: Agritourism Activities

Most frequent:
  – Farmers markets
  – Roadside food stands
  – Purchase flowers and plants

• Least frequent:
  – On-farm B & B
  – Farm tour
  – Farm visit recreation-
Findings: Activity Preferences

- Most wanted:
  - Market, roadside stands and flowers/plants
  - Visit historical/cultural sites, ag fairs, see wildlife, on-farm retail market, winery.
- Least desired:
  - Interactive farm activities
  - Fishing and hunting-

Findings: Motivations and Constraints for Visitation

- Motives
  - Clean and relaxing rural environment
  - Fresh/healthy food
  - Undisturbed nature
  - Family togetherness
- Constraints
  - Inadequate information
  - Too expensive
  - Inadequate hospitality services
  - Family not interested-
Findings: Motivation Factor Analysis

• Rural Escape
  – Activities, food, rural exp. Older, wealthy.
• Socializing opportunity
  – Families and locals, food. Higher ed. friends
• Farm experience
  – Youth experience, attend events, education
• Outdoor recreation
  – O.R, sports, younger, alone-

Findings: Opinions About Farm Visits

• Love the outdoors
• Great places to take family/kids
• You can learn a lot from a farm visit
• Farm visit is a great break from routine
• Food purchased form the farm is better
• When on a farm I feel a connection to the land -
Findings: Locally Grown

Over 4/5ths did or will purchase local produce.
• 90% of those were fruits and vegetables
• Constraints to purchasing more:
  – Lack of information
  – Competitive price
  – Inconvenient location
• 70% willing to pay more. Avg 15%.

Findings: Trip Characteristics

• ¾ on day trips
• Information source
  – Friends/relatives & personal experience
  – Road signs
  – Visitor center
  – Newspaper ad
• Reasonable travel time:
  – 37% 30min-1hr, 40% 1-2hrs
Conclusions

• Consumer products and locally grown is the driving force. Great place to promote more rural visits/experiences.
• Yet the purpose for farm visits is not ag products per se. The travel experience.
• Information/promotion very important for this “new” tourism product.
• Family interest an important factor.
Samson Eddy, born in slavery in Goldsboro, North Carolina, worked at Rounds Mills in New Hope, New York, for almost thirty-five years. He was "a preacher of power and one fervent in prayer. He conducted evangelistic and worship services in local churches and school houses, private homes and camp meetings." He died in 1909 and was buried in the New Hope cemetery. In 1936, the local Methodist Church, to which his widow and son still belonged, installed a window in Eddy’s memory."

“Applying Concept Mapping to Community Strategic Planning”

Marilyn Wyman
Cornell Cooperative Extension, Greene County

Concept Mapping Overview

Innovative software application developed by Cornell University faculty (a multivariate statistical technique that shows themes and relationships)

Methodology utilizing community participation
Concept Mapping

Uses information from *individuals* to:

- identify group *shared vision*
- represent group ideas *pictorially*
- encourage *teamwork*
- facilitate group *decision making*

---

Benefits of the Concept System

- *Visual* product is easy to understand and present
- Identifies disconnects *before* significant investments are made
- Produces usable data for action steps and prioritization
Agroforestry Resource Center

Background

- Regional entity that opened in 2003
- Agroforestry and forestry related content
- Audience: General Public, Policy Makers and Forest Owners
- Mission: "Sustaining the ecological, aesthetic and economic values of forested lands."

Preparation:
Select a Focus Group
Respond to a Focus Prompt Statement

Focus Group-
Agroforestry Resource Center (ARC) Advisory Committee and Invited Guests

Prompt Statement-
“One action or area of focus for the ARC over the next 3-5 years should be...
Generation of Statements

104+ Generated!
• expose youth to nature
• outreaching and informing policy makers on economic & ecological value of forests
• outreach and informing the general public on economic & ecological value of forests
• incorporate forestry education programs into local schools
• educate loggers on the environmental impact of their work
• conduct a summer youth camp education program on the importance of local forests
• to help landowners make well informed decisions
• increase public awareness about exotic invasive species
• leadership development
• develop support for local agriculture
• "Best Management Practices" research and promotion
• retaining rural knowledge, skills, and crafts
• hold a workshop to develop research topics
• connect second home owners and ownership of natural resources
Tourism and Recreation Cluster

**Tourism & Recreation**
- 68 land use & tax policies to support forest ownership
- 63 utilizing forests for recreation and tourism
- 19 promote the potential of nature based tourism in the region
- 78 develop support for local agriculture
- 60 recreational paybacks to community - vendor/venues/tourists
- 21 arts and forestry relationship
- 13 become a regional fuel/food/fiber link
Go-Zone: Tourism & Recreation

Cluster Ladder Graph

Cornell Faculty Importance  CCE Staff & Educator Importance

- 4.02 Public relations  Public relations  4.00
- 3.94 Land Owner Education  Land Owner Education  3.97
- 3.78 Global Issues  Regional Program Priorities  3.84
- 3.75 Youth & Community Education  Youth & Community Education  3.74
- 3.69 Regional Program Priorities  Global Issues  3.73
- 3.59 Forestry & Farming  Logging  3.65
- 3.53 Logging  Tourism & Recreation  3.63
- 3.47 Regional Challenges  Regional Challenges  3.54
- 3.46 Natural Resource Management  Forestry & Farming  3.51
- 3.44 Tourism & Recreation  Natural Resource Management  3.40
- 3.26 Marketing & Economic Development  Marketing & Economic Development  3.30
Cluster Ladder Graph

ARC Participant Importance

4.3

4.18  Land Owner Education
4.06  Public relations
4.02  Regional Program Priorities
3.98  Youth & Community Education
3.83  Tourism & Recreation
3.79  Forestry & Farming
3.79  Logging
3.71  Natural Resource Management
3.69  Regional Challenges
3.60  Marketing & Economic Development

3.0

Non ARC Participant Importance

4.3

Youth & Community Education  3.81
Global Issues  3.78
Land Owner Education  3.77
Regional Program Priorities  3.74
Public relations  3.74
Logging  3.64
Forestry & Farming  3.57
Natural Resource Management  3.56
Tourism & Recreation  3.54
Regional Challenges  3.54
Marketing & Economic Development  3.29

3.0

Utilization of Maps

For Planning
1. Action Plans
2. Planning Group Structure
3. Needs Assessment
4. Program Development

For Evaluation
1. For Program Development
2. For Management
3. For Sampling
4. For Outcome Assessment
Concept Mapping Overview

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www.arc.cce.cornell.edu/

www.cardi.cornell.edu
Field Trips

All field trips will take place the afternoon of Tuesday, Sept. 12. Register for the field trip on your conference registration form. The field trip is included as part of your conference registration fee.

Four field trip options are currently scheduled for the NET 2006 Conference. Click on any of the links below for more information:

- Walking Tour of Historic Burlington
- Maritime History of Lake Champlain
- Agritourism and Sustainable Forestry at Shelburne Farms (This tour is full!)
- Adirondack Adventure (This tour is full!)

More information about these field trips will be available on this website by February 1, 2006. For more information about NET 2006 fieldtrips, contact: Kathleen Wanner, Field Trip Committee Chair, at “kmwanner@adelphia.net”.
2006 National Extension Tourism Conference

Burlington, VT | September 10-13, 2006

“NETworking in tourism: People, places, and partnerships”

Keynote speakers

Monday, September 11, 2006
9:00 – 10:00 am

Don Meehan
Director, Washington State University Extension Island County

Much of the work done by extension professionals today depends on the development of partnerships and maintaining strong volunteer support and involvement. The success of Island County’s Extension program is the result of community partnerships and building community capacity through trained WSU volunteers. Don’s keynote address will share his experiences about the partnerships that are helping to build a stronger economic base for Island County.

Click here for more information about this speaker.

Wednesday, September 13, 2006
8:30 – 9:30 am

"The Matrix of Opportunity"

Ted Lee Eubanks
President, Fermata, Inc.

In our work we use outdoor recreation and heritage tourism to move (1) people to places, (2) the masses to messages, and (3) markets to merchandise. Ted’s talk will focus on each of these three components, describing the processes involved in each, and discussing specific tactics that can be used at the community level to take advantage of the opportunities created by these movements. Given the general focus of the conference, Ted will specifically address ways in which various interests in a community can be channeled in a common direction to take advantage of the benefits of heritage tourism and outdoor recreation (recreational travel).

Click here for more information about this speaker.
Burlington, VT | September 10-13, 2006

Planning Committees

Conference Co-Chairs:

Lisa Chase  
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fax: 802-278-5480  
e-mail: lisa.chase@uvm.edu

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phone: 315-470-6561  
fax: 315-470-6956  
e-mail: dmkuehn@esf.edu

Committees:

Promotions  
Julie Stewart, Committee Chair, North Central RCRD  
Phil Alexander, Michigan State University Extension  
Kay Lynn Tettleton, Louisiana State University Extension  
Jon Laughner, Penn State University  
Gordon Titchener, Thompson Rivers University, BC, Canada

Program  
Malinda Miller, Ag Marketing Resource Center  
Ken Backman, Clemson University  
Linda Cox, University of Hawaii at Manoa  
Shu Cole, University of Missouri-Columbia  
Beverly Stencel, University of Wisconsin Extension  
Steven Burr, Utah State University

Exhibits  
Ellen Rilla, Committee Chair, Univ. of California Coop. Extension  
Carol Kline, NC State University  
Rose Massey, North Carolina Cooperative Extension Service  
Kent Wolfe, Center for Agribusiness and Economic Development

Key note  
Natalie Springuel, Maine Sea Grant  
Mike Hackett, Washington State University Extension

Field Trips  
Kathleen Wanner, Committee Chair, Vermont Wood Manufacturers Association  
Eleanor Foerste, University of Florida Extension  
Nordica Holochuck, NY Sea Grant  
Cynthia Pilcher, LSU AgCenter

Home  |  About Burlington  |  Presentations  |  Hotel  |  Exhibits

http://www.esf.edu/NET2006/committees.htm[9/13/12 3:01:05 PM]
What is NET 2006

http://www.esf.edu/NET2006/sponsor.htm

Burlington, VT | September 10-13, 2006

“NETworking in tourism: People, places, and partnerships”

Sponsors:
National Extension Tourism Design Team
USDA Cooperative State Research, Education, and Extension Service
ECHO Center
Lake Champlain Basin Program

Co-Sponsors:
Ag Marketing Resource Center
Center for Agribusiness and Economic Development
Clemson University
LSU AgCenter
Maine Sea Grant
Michigan State University Extension
North Carolina Cooperative Extension Service
NC State University
NY Sea Grant
North Central Regional Center for Rural Development
Penn State University
SUNY College of Environmental Science and Forestry
Thompson Rivers University, BC, Canada
University of California Cooperative Extension
University of Florida Extension
University of Hawaii at Manoa
University of Missouri-Columbia
University of Vermont Extension
University of Wisconsin Extension
Utah State University --Institute for Outdoor Recreation and Tourism
Vermont Wood Manufacturers Association
Washington State University Extension

Hotel
About Burlington
Call for Presentations
Call for Posters and Exhibits
Agenda
Registration
Field trips
Planning Committees
Transportation
Sponsors
What is NET 2006

A national conference designed to:

- Enhance networking between tourism and recreation professionals nationwide.
- Encourage discussion about tourism and recreation issues.
- Provide opportunities for sharing information about tourism and recreation projects and programs.

NET is sponsored every two years by the National Extension Tourism Design Team, a USDA-mandated committee of tourism and recreation extension professionals that seeks to improve networking opportunities for educators in the field of tourism and recreation, and expand national tourism and recreation initiatives.
2006 National Extension Tourism Conference

Burlington, VT | September 10-13, 2006

“NETworking in tourism: People, places, and partnerships”

Call for Presentation Proposals

Presentation formats:

Presentation: A 20-minute presentation followed by 5 minutes of questions and answers.

Panel presentation: A 90-minute session that includes short presentations by multiple speakers followed by a discussion period. Please submit one abstract for the entire panel presentation. List all speakers to be included in the panel on the cover sheet.

Topical areas:
The following are examples of topical areas. However, we welcome and encourage presentations on other topics related to tourism and recreation extension and education activities.

- Agritourism
- Rural tourism and entrepreneurship
- Community & regional planning and development
- Heritage and cultural tourism
- Ecotourism and nature-based tourism
- Marketing and promotion
- Economic, environmental, and social impacts of tourism and recreation

Presentation Submission Guidelines:

Each presentation submission should consist of the following in one MS Word file: (1) the cover sheet and (2) the presentation abstract. Click here for a MS Word file for the cover sheet and abstract.

The one-page abstract (limited to 400 words) should include the following content:

- Program/Project background,
- Objectives of program/project,
- Extension/Research methods used,
- Results of the program/project,
- Strategies used to evaluate the program/project
- Conclusions.

The cover sheet and abstract should be sent via e-mail to beverly.stencel@ces.uwex.edu. Please use the primary author’s last name as the file name (add a number to the file name for any additional abstracts submitted by the same presenter).

Presentation equipment:

One LCD projector and laptop computer will be set up in each break-out session room. Speakers are asked to load
their presentations onto the appropriate laptop during conference breaks from either a CD or flash drive. **If you wish to use either an overhead or slide projector, please request one prior to the conference by contacting Maureen Wakefield, SUNY CESF.**

**Deadlines:**

March 15, 2006  
One page abstract and cover sheet must be received via e-mail by this date.

April 20, 2006  
Notification of acceptance. Acceptance notification date changed by one week because of large number of presentation proposals submitted.

May 5, 2006  
Preliminary schedule posted on website

**Submit by e-mail to:**

Beverly Stencel  
Community Resource Development  
UW-Extension, Washburn County  
850 W. Beaverbrook Avenue  
Spooner, WI 54801  
Phone: (715) 635-4444  
Email: beverly.stencel@ces.uwex.edu
Posters and Exhibits

Click here for the Call for Poster and Exhibit Proposals. Conference exhibit topics include, but are not limited to, the following:

- Agritourism
- Rural tourism and entrepreneurship
- Community & regional planning and development
- Heritage and cultural tourism
- Ecotourism and nature-based tourism
- Marketing and promotion
- Economic, environmental, and social impacts of tourism and recreation

Exhibitors requiring electrical hook-ups are required to inform Ellen Rilla, Exhibit Committee Chair, prior to the conference.

For more information about the call for posters and exhibits, please contact Ellen Rilla at erilla@ucdavis.edu.
Additional Rooms Available at the Doubletree Hotel:

The block of rooms allotted for NET 2006 at the Wyndham Hotel is now full. Rooms are available at the Doubletree Hotel Burlington (1117 Williston Rd. S., Burlington, VT 05403) for September 10, 11, and 12 for $119/night plus tax. The Doubletree is located approximately 1 mile away from the Wyndham. Mention that you are with the National Extension Tourism Conference when you make reservations. Phone 802-660-0250 for reservations, or go online at www.burlington.doubletree.com and enter code NET into the convention field which will give access to the preferred rate.

About the Conference Site:

The NET 2006 Conference will be held at the Wyndham Hotel, located at 60 Battery Street in Burlington. This hotel is adjacent to Burlington’s beautiful waterfront and several blocks from the historic Church Street marketplace. It is within two blocks of the ECHO Center, the location for the NET 2006 Conference buffet dinner.

Rooms are no longer available at the special conference rate of $119/night (excluding taxes).

For information about reservations or directions to the hotel, visit the Wyndham website at http://www.wyndham.com/hotels/BTVBU/main.wnt?aff=wyn03. Mention that you are with the National Extension Tourism Conference when you make reservations. We suggest you call for reservations during the hotel’s in-house reservation hours: Monday through Friday, 8 AM to 6 PM (ET).

Parking is available in an adjacent city parking garage for an addition $5 per day (payable to the hotel when you check in).

Room sharing:

If you would like a roommate during your stay at the Wyndham to share the room cost, please click here for a list of individuals looking for roommates.
About the Walking Tour of Burlington...

Because of the large number of conference attendees wishing to participate in this walking tour, attendees will be split into two groups. One group will tour Burlington’s historic districts first at 1 PM while the other group is touring Burlington’s waterfront; the groups will switch at 3 PM.

Tour guides Patricia Araujo and Joe Frank of Preservation Burlington, an organization dedicated to preserving the architectural, historic, aesthetic, and economic vitality of the city (http://www.preservationburlington.org/), may take you through some of Burlington’s twelve historic districts, fourteen properties in the National Register of Historic Places, or its community museum. You’ll also experience the Church Street outdoor shopping mall with many fine specialty shops.

Then meander down College Street with its spectacular view of Lake Champlain for an interpretive walk around the waterfront with Laura Hollowell from the Lake Champlain Basin Program (http://www.lcbp.org/). Take in the natural and cultural wonders that tie the lake so intrinsically to the city’s development.... Burlington Bay, lighthouses, the Island Line, and the original wharf at Perkins Pier. Board the replica canal schooner Lois McClure that made its maiden voyage down the Hudson in 2005. Return to the hotel at about 5:00 PM, having experienced the history, culture, ecology, and charm of Vermont’s largest city.
About the Lake Champlain Maritime Museum Field Trip...

Travel south from Burlington in a biodiesel bus (part of Extension’s Green Bus Initiative) to the Lake Champlain Maritime Museum at Basin Harbor, principal site for interpretation of the lake's history.

Our hosts will lead a tour of over a dozen exhibit buildings at The Lake Champlain Maritime Museum. Exhibits include the maritime history and nautical archeology of the Champlain Valley through hands-on interactive learning stations, video and audio displays, historical artifacts and images. Long term exhibitions are enhanced by new research, new acquisitions and special short-term installations each season.

More information is available at http://www.lcmm.org/
Agritourism and Sustainable Forestry at Shelburne Farms...

Shelburne Farms, a 3,800-acre farm, was created in 1886 by William Seward and Lila Vanderbilt Webb as a model agricultural estate. Today it is a non-profit environmental education center and National Historic Landmark on the shores of Lake Champlain. The farm serves as an educational resource by practicing rural land use that is environmentally, economically and culturally sustainable. The 400 acres of sustainably-managed woodlands received Green Certification from the Forest Stewardship Council in 1998. A grass-based dairy supports a herd of 125 purebred, registered Brown Swiss cows. Their milk is transformed into award-winning farmhouse cheddar cheese on the property. The property also includes the market garden, children’s barnyard, furniture shop, breeding barn, inn, gardens and coach barn. Numerous site based educational programs are available for youths and adults.

You will travel to Shelburne Farms on a biodiesel bus that is part of Extension’s Green Bus Initiative. After arriving at Shelburne Farms, you will be able to choose a tour track of either agritourism or sustainable forestry. Both groups will tour the Beeken Parsons Furniture Shop. If choosing the forestry tour, wear comfortable walking shoes for the woodlands tour.

This field trip is fully accessible by people with physical disabilities. For additional information on Shelburne Farms, visit their Web site at http://www.shelburnefarms.org/. To learn more about the Beeken Parsons Furniture Shop, visit http://www.beekenparsons.com/.
Adirondack Adventure

Begin this tour with an hour-long ferry ride across Lake Champlain. Enjoy the incredible view of the Adirondack Mountains in the foreground and Burlington in the background as you eat your lunch. A short van ride from the ferry dock will take us to Ausable Chasm, a privately-owned natural area. Make sure to bring your hiking boots and a water bottle as we will be hiking the trails along the canyon of the Ausable River.

After leaving Ausable Chasm, we’ll be traveling down to the quaint Adirondack village of Essex. The ferry ride back across Lake Champlain from Essex will take about 20 minutes, followed by a 20-minute van ride back to the Wyndham.

This trip is limited to 14 participants. We will be going in any weather so come prepared with appropriate rain and foot gear.
About the speaker:
For twenty-four years, Don has been the director of Extension Services in Island County, Washington -- one of the fastest growing counties in Washington State. Prior to that he worked for four years as a 4H agent in one of the most rural counties in Washington State. His work in Island County has been focused on natural resources protection, youth development and building communities.

Don’s programs are based from three office locations. His personal office is located at the county seat in Coupeville, Washington; two other offices house his environmental educational programs. His most unique office is located 5 miles from Coupeville at the Admiralty Head Lighthouse, a 103 year old landmark, located within Ft. Casey State Park.
Wednesday, September 13, 2006
8:30 – 9:30 am

"The Matrix of Opportunity"

Ted Lee Eubanks
President, Fermata, Inc.

About the speaker:
Ted Lee Eubanks, currently residing in Austin, Texas, received a BA in Journalism from the University of Houston in 1978, and since 1984 has been involved in the founding and development of a series of businesses. Eubanks founded Fermata in 1992, and since that time has been engaged in studying and promoting experiential tourism as a resilient and appropriate economic approach for communities.

For example, Eubanks and his Fermata staff have been involved in assessing the economic impacts of outdoor recreation, particularly related to wildlife. Fermata has surveyed wildlife watchers along the Platte River in Nebraska for the Environmental Protection Agency, on Delaware Bay for the New Jersey Game and Parks Commission, as well as travelers along the Great Texas Coastal Birding Trail and attendees at the Rio Grande Birding Festival for the Texas Parks and Wildlife Department. Fermata completed surveys of wildlife viewers in California for the Kern Valley Biodiversity Festival and the American River Salmon Festival. The results of these surveys have been published in journals such as the *Journal of Ecotourism* and *Human Dimensions in Wildlife*. In addition, Fermata has completed an overview of the North American ecotourism market for the North American Committee for Environmental Cooperation created under the North America Free Trade Agreement (NAFTA).

Eubanks and Fermata Inc. are directly involved in nature tourism product development as well. Eubanks conceptualized and implemented the Great Texas Coastal Birding Trail for Texas Parks and Wildlife Department. Fermata wildlife trial projects now include Texas, Virginia, Louisiana, Oklahoma, Pennsylvania, Wisconsin, Alabama, Kansas, and Connecticut. Fermata has provided guidance and consultation for additional trail projects in states such as Colorado, Oregon, Florida, Montana, Idaho, Minnesota, and Maryland.
Eubanks and Fermata also prepare economic and marketing feasibility studies, completing a feasibility study for the proposed World Birding Center in Texas that resulted in an investment of $30 million from the Texas Legislature and the FEDA. In addition, Eubanks and Fermata presently coordinate the operation of the World Birding Center corporation for the founding agencies and communities. Fermata has coordinated the Texas Prairie Rivers Initiative for the Texas Panhandle region, working with rural agricultural communities and private landowners to diversify their economic base. Additional strategic plans have been developed for:

- Charles County, Maryland
- Lonetree WMA and Garrison Conservancy District, North Dakota
- Pembina Gorge and the Turtle Mountains, North Dakota
- Big Thicket Region, Texas
- Texas Prairie Rivers Region
- Mission, Texas
- Hidalgo, Texas
- Weslaco, Texas
- South Padre Island, Texas
- Les Cheneaux, Michigan
- Great Bend, Kansas (Cheyenne Bottoms)
- The Rio Grande / Rio Bravo (Texas, Mexico)
- Edge of Appalachia, Ohio
- Wildcatter Ranch, Texas
- New Brunswick, Canada

Fermata Inc. is also involved in large-scale strategic planning, such as in north central Pennsylvania (Pennsylvania Wilds), the Lake Erie shoreline of Ohio, along the Illinois River for the Illinois Nature Conservancy, Maine, and the Flinthills of Kansas. Internationally, Fermata has completed projects in Mexico, Belize, Honduras, Australia, and Panama. In addition, Fermata developed a nature tourism strategy for the island of Iriomote, Japan.

Eubanks frequently speaks and conducts workshops on nature-based tourism and its economic potential for communities, agencies, and landholders. Eubanks addresses state tourism conferences, wildlife meetings, and economic development forums.
### Preliminary Agenda

**Burlington, VT | September 10-13, 2006**

“NETworking in tourism: People, places, and partnerships”

For a printable copy of the agenda, [click here.](http://www.esf.edu/NET2006/agenda.htm)

<table>
<thead>
<tr>
<th><strong>Sunday, September 10, 2006</strong></th>
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<tbody>
<tr>
<td>3:00 - 5:00 PM</td>
<td>Registration</td>
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<tr>
<td>5:30 - 7:30</td>
<td>Reception</td>
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<td>6:00 – 7:00</td>
<td>Poster and exhibit session</td>
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<tr>
<th><strong>Monday, September 11, 2006</strong></th>
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<tr>
<td>7:30 - 8:00 AM</td>
<td>Continental Breakfast</td>
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<tr>
<td>8:30-9:00 AM</td>
<td>Introduction</td>
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<tr>
<td>9:00-10:00 AM</td>
<td>Keynote Speaker</td>
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<tr>
<td>10:00 - 10:30</td>
<td>Break</td>
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<tr>
<td>10:30 - 12:00</td>
<td>Sessions</td>
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For more information, visit [www.esf.edu/NET2006](http://www.esf.edu/NET2006).

- **Lake Champlain Room**
  -  
- **Lake Champlain A**
  -  
- **Lake Champlain B**
  -  
- **Regional Efforts in Rural Tourism Vermont**
  -  
- **Tourism Entrepreneurship and Sustainability Burlington**
  -  
- **Valuing Natural and Cultural Resources**
  -  
- **Community Collaboration**
  -  
- **Don Meehan**
  -  "The Tourism Partnership Twist in Island County Extension"
<table>
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<tr>
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<tbody>
<tr>
<td>12:00 - 1:00 PM</td>
<td>Lunch</td>
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<tr>
<td>1:00 - 2:45 PM</td>
<td>Sessions</td>
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<td><strong>Sustainability in Tourism</strong></td>
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<td></td>
<td><strong>Lake Champlain A</strong> Geotourism in the Northeast Kingdom: Social Capital, Entrepreneurship, and Sustainable Tourism David Kestenbaum</td>
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<td><strong>Lake Champlain B</strong> Barns, Birds and Barbecue: Celebrating Our Agricultural and Natural Heritage Holly George</td>
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<td></td>
<td><strong>Positive Impact Tourism: Assessing and Achieving Net Positive Benefits for Communities</strong> Marta Ceronti, Robert Costanza, and David Timmons</td>
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<td><strong>Take Charge/Re-Charge Sustainable Development for Small Communities</strong> William McMaster</td>
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<td><strong>The Northern Forest Canoe Trail: Implications for Sustainable Community Development</strong> Noah Pollick, Lisa Chase, and Kate Williams, University of Vermont</td>
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<td><strong>Creating a Sustainable Tourism Plan for Jackson County, Florida</strong> Taylor Stein, Stephen Holland, Mechelle Best, Rachel Albriton, Myron Floyd</td>
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<td><strong>Economic and Social-cultural Value of Ecotourism and Recreational Activities Provided by Sao Jose Mountain Ecosystem (Brazil)</strong> Eneida Campos, Joshua Farley, Patricia Pereira</td>
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<td><strong>Creating Economic Opportunity Through Ecotourism in Rural North Carolina</strong> Gina Schrader and Frank Casey</td>
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<td><strong>Using Economic Impacts as a Repositioning Tool for Parks</strong> Stacy Tomas</td>
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<td><strong>The Effects of Conservation Lands on Tourism Employment Across Northern New England</strong> Amy Hudnor</td>
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<td><strong>River Valley Agritourism</strong> Donna Fryman, Sally Mineer, Debra Cotterill</td>
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<td><strong>Agritourism Strategy Development for Rural Counties in New York</strong> Monika Roth</td>
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<td><strong>Regional Partnerships: The Original Florida Tourism Task Force</strong> Stephen Holland</td>
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<td><strong>Informing Rural Tourism Development Through Rapid Rural Appraisal Method: Insights from Northwestern Canada</strong> Nicole Vagueois</td>
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<td><strong>Building Local Service Skills to Serve Multi-Cultural Customers</strong> Cynthia Messer</td>
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<td><strong>The Food Matrix Project: Donuts to Dollars</strong> Bob Veilleux</td>
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<td><strong>Eco/Agri-tourism Entrepreneurship on the Farm in Rural Eastern Kentucky</strong> Gwendra Adkins</td>
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<td><strong>Pathways to Sustainable Businesses: Community Charters and Collective Intelligence</strong> Gordon Titchener</td>
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<tr>
<td>2:45 - 3:00 PM</td>
<td>Break</td>
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<td>Mezzanine</td>
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<td>Time</td>
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<tr>
<td>3:00 – 4:30</td>
<td><strong>Sessions</strong>&lt;br&gt;<strong>Lake Champlain A</strong>&lt;br&gt;Drought Impacts on National Park Tourism and Gateway Community Economies&lt;br&gt;Tauhidul Rahman, George Frisvold&lt;br&gt;<strong>Biosecurity Means Healthy Farms, Healthy Agriculture and Healthy Tourism</strong>&lt;br&gt;Julie Smith&lt;br&gt;<strong>Bringing Global Issues to Local Settings: A Case Study</strong>&lt;br&gt;Cynthia Messer&lt;br&gt;<strong>Tourism Development and Poverty Reduction: Complementary or Conflicting Goals?</strong>&lt;br&gt;Lorie Higgins</td>
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<tr>
<td>6:00 - 9:00 pm</td>
<td><strong>Buffet Dinner at Echo Center</strong>&lt;br&gt;Echo Leahy Center, One College Street, Burlington, VT</td>
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<td><strong>Tuesday, September 12, 2006</strong></td>
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<tr>
<td>7:30 - 8:30 AM</td>
<td><strong>Continental Breakfast</strong>&lt;br&gt;Mezzanine</td>
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<tr>
<td>8:30 – 9:30</td>
<td><strong>Sessions</strong>&lt;br&gt;<strong>Panel:</strong>&lt;br&gt;Agritourism: What Farmers Need from Extension&lt;br&gt;Lake Champlain A&lt;br&gt;Agritourism: What Farmers Need from Extension&lt;br&gt;Lisa Chase, Beth Kenneth and Pam Allen&lt;br&gt;<strong>Panel:</strong>&lt;br&gt;Agrosecurity, Homeland Security, Tourism Security&lt;br&gt;<strong>Lake Champlain B</strong>&lt;br&gt;<strong>Agrosecurity, Homeland Security, Tourism Security:</strong>&lt;br&gt;Preparing the Agricultural and Non-agricultural Sectors for Emergencies&lt;br&gt;Julie Smith, Sam Comstock, Kerry Rood</td>
</tr>
</tbody>
</table>
### What is NET 2006

**10:15 – 11:45 Sessions**

**Lake Champlain A**
- Opportunities and Challenges for Resource-based Tourism
  - Travel Green Wisconsin
    - Steve Brachman
  - Agritourism In Oregon: Coping with Economic, Social and Operational Constraints in Today’s Urban and Rural Interfaces
    - Fernanda Pegas and Joanne Tynon, Texas A&M University
  - Incorporating Fee-based Recreation into Long-range Forest Planning
    - Thom J. McEvoy

**Lake Champlain B**
- Customer Demand and Draw in Agritourism
  - Agritourism in Vermont: If We Build It, Will They Come?
    - Chyi-lyi (Kathleen) Liang
  - Fields of Flowers: How Lavender-based Tourism is Transforming a Community
    - Curtis Beus
  - Tribal Tourism: In Search of Culture
    - Thomas Combrink

**Vermont**
- Strategic Planning in Tourism
  - Putting Your Best Foot Forward: Tourism Planning Through First Impressions
    - Myra Moss and William Grunkemeyer
  - Michigan’s Cultural Economic Development Strategy
    - William M. Anderson
  - Applying Concept Mapping to Community Strategic Planning and Development
    - Marilyn Wyman and Andrew Turner

**12:00 - 1:00 PM**
- Pick up box lunch at Hotel Lobby
- Depart for field trips

**5:00 – 6:00**
- Return from field trips
- Dinner on your own

**Wednesday, September 13, 2006**

**7:30 - 8:30 AM**
- Continental Breakfast at Mezzanine

**8:30 – 10:00 Sessions**

**Lake Champlain A**
- Case Studies in Heritage Tourism
  - The Pend Oreille Valley Lavender Festival: A Celebration of Excellence, Education, Horticulture and Arts
    - Janet Kiser Lambarth
  - Developing Industrial Heritage Tourism: An American Experience
    - Philip F. Xie
  - Creating Innovative Partnerships to Preserve Cultural Heritage: The River of Lakes Heritage Corridor
    - Renee Wente-Tallevast

**Lake Champlain B**
- Education and Training for Agritourism and Rural Tourism
  - Agritourism Educational Programs in Delaware
    - Gordon Johnson
  - Indiana Agritourism Training Initiative
    - Jerry Nelson, Roy Ballard, Brian Blackford
  - Guidelines for Developing and Marketing Agritourism Attractions in Alabama
    - J. Thomas Chesnutt

**Lake Champlain C**
- The Miss-Lou Regional Tourism Summit: Embracing Rural Tourism in the Miss-Lou Region
  - Working City or Living Museum?

**Vermont**
- Business Diversification and Marketing
  - Culinary Agritourism in Sustainable Rural Development
    - Dana Shapiro and Steven Wolf, Cornell University
  - Diversifying Christmas Tree Farms into Four-season Operations in Western North Carolina
    - Meghan Baker

**Burlington**
- Tourism Impact Modeling
  - Measuring Tourism and Recreation Impacts Through Participatory Modeling
    - Stephanie Morse, Lisa Chase, and Roelof Boumans
  - Method Sensitivity in Measuring Visitor Incremental Spending and Economic Impacts of a Nature-based Tourism Resource
    - Brian VanBlarcom

Comparing the Needs of Tourism-Based Businesses with Perceptions of Tourism Development Organizations: Results of a survey from Pennsylvania and West Virginia
- Martin Shields and David Hughes

Ongoing Efforts in Economic and Community Development in Utah Related to Outdoor Recreation and Tourism – What’s Going On and Who Are the Players?
- Steven W. Burr

Economic and Social Impacts of Tourism and Recreation: Evidence from Arizona
- Tauhidur Rahman

http://www.esf.edu/NET2006/agenda.htm[9/13/12 3:02:31 PM]
10:00 - 10:15 Break Mezzanine

10:15 - 11:15 Keynote Speaker
Lake Champlain
Ted Eubanks
"The Matrix of Opportunity"

11:15-11:45 General Session: Discussion
National Networking Opportunities
Fen Hunt, Tom Tate, and Antonio McLaren, CSREES

11:45 – 12:30 Design Team Session
Lake Champlain

12:30 – 1:30 PM Lunch Green Mountain Room

1:20 PM Conference adjourns
# Conference Registration Information

The following are included in the conference registration fee:

- Opening night reception, Sunday, Sept. 10, 2005
- Continental breakfasts on Monday, Sept. 11, Tuesday, Sept. 12, and Wednesday, Sept. 13
- Buffet dinner at the ECHO Center on Monday, Sept. 11
- Lunch on Monday, Sept. 11 and Tuesday, Sept. 12
- Field trip to one of three destinations on Tuesday, Sept. 12 (see field trip information below)

## Registration type

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<th>Standard registration (postmarked with payment after June 15, 2006; US$)</th>
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<td>One-day student</td>
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<tr>
<td>Spouse/Significant Other</td>
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<td>$175</td>
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## Field trip options:

All field trips will take place the afternoon of Tuesday, Sept. 12. The field trip options are:

- Walking Tour of Historic Burlington
- Maritime History of Lake Champlain
- Agritourism at Shelburne Farms
- Adirondack Adventure

## Payments:

- To pay online with Visa or Mastercard (no American Express please), [click here](http://www.esf.edu/NET2006/reg.htm).
  Your registration will be processed immediately and securely when you pay online.

- To pay with checks, vouchers, and purchase orders, click for the registration form in either a [PDF](http://www.esf.edu/NET2006/reg.htm) or [MSWord](http://www.esf.edu/NET2006/reg.htm) format.
  Print a copy of the registration form and mail or fax your registration to:
Pre-Register

ESF Outreach
SUNY College of Environmental Science and Forestry
219 Bray Hall
1 Forestry Drive
Syracuse, NY 13210
Phone: (315) 470-6817
Fax: (315) 470-6890
E-mail: mwakefield@esf.edu

Cancellations/Refunds:
Refunds (minus an administrative fee of $50) will be given only until August 25, 2006. After that date, no refunds are possible. Participants who wish to receive a refund must provide written notice to ESF Outreach by August 25, 2006. Social activities and meals with a separate fee are non-refundable. Cancellations will not be accepted by phone. Substitutions are permissible at any time.

Hotel reservations:
Hotel reservations must be made directly with the Wyndham Hotel.

Go back to NET2006 HOME
Burlington, VT | September 10-13, 2006

Transportation

Burlington, Vermont, is easily accessible by airplane, train, ferry, and automobile.

Travel by automobile:
For travel directions to Burlington by car, please visit the Vermont Department of Tourism and Marketing website. Parking is available adjacent to the hotel in a City of Burlington parking garage. A $5 per day parking fee will be added directly onto your hotel bill if you wish to park in the garage.

Airlines serving Burlington International Airport:
- Continental
- Delta
- Jet Blue
- Northwest
- United
- US Airways

A free shuttle is available from the airport to the Wyndham hotel. Please contact the Wyndham directly to arrange airport pickup.

Rail service serving Burlington:
- Amtrak

Ferry service from New York to Vermont:
- Lake Champlain Ferries
Room sharing

If you would like to share a hotel room with someone at the conference, please click here to send an e-mail containing your contact information to Diane Kuehn, NET2006 Conference Co-Chair. Your name and contact information will then be posted on this website.

NOTE: By using this service, you acknowledge that NET2006 and its organizers can not be held responsible for any problems you may encounter with any roommate.

Female roommate needed:
1. Ann H. Davis
   Mississippi State University Extension Service
   Wilkinson County Extension Director
   P.O. Box 834
   Woodville, MS 39669
   Phone: 601-888-3211
   Fax: 601-888-3215
   Email: annd@ext.msstate.edu

2. Amy Hudnor
   E-mail: amy.hudnor@umit.maine.edu
   Phone: 207-973-1797

Male roommate needed:
None available yet
2006 NET Conference Registration

Name: 

Title: 

Affiliation: 

Street Address/PO Box: 

City, State/Province, Zip: 

E-mail address: 

Phone: 

How would you like your name to appear on your name tag? 

Do you require vegetarian meals? ____ Yes      ____ No 

Do you require any special access or services for the field trip or conference? _____ Yes      _____ No 

If "yes," please describe your access/service needs: 

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One day registrations: 

If you are registering for one day only, check which one of the days below you will be attending: 

   ____ Monday, September 11 
   ____ Tuesday, September 12 
   ____ Wednesday, September 13

Field trip options: 

All field trips will take place the afternoon of Tuesday, Sept. 12. Please rank the following field trip options from 1 to 2 in order of your preference (1 being your first choice): 

   ____ Walking Tour of Historic Burlington 
   ____ Maritime History of Lake Champlain

Payments: All Payments or purchase orders must be received prior to the conference.

PAY ONLINE at www.esf.edu/NET2006/reg.htm. Your registration will be processed immediately and SECURELY!

By check: Please make checks payable to “SUNY Research Foundation”, Federal Employer ID: 141368361.

By purchase order: Purchase orders must be received prior to the conference. Payment is due within 30 business days after the conference.

Fax, mail, or e-mail payments & registrations to: 
ESF Outreach  
SUNY College of Environmental Science & Forestry  
1 Forestry Drive  
Syracuse, NY 13210-2784  
Fax: (315) 470-6890  
Phone: (315) 470-6817  
E-mail: outreach@esf.edu

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