

2019 National Extension Tourism Conference

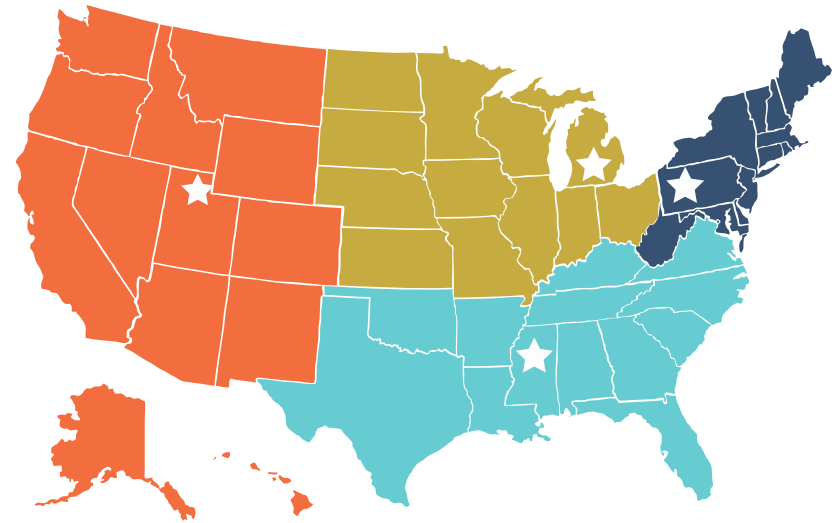


ASTORIA, OREGON
OCTOBER 8-11, 2019

REGIONAL RURAL DEVELOPMENT CENTERS work regionally to build national capacity.

Western Rural Development Center works:

- As a regional catalyst for capacity building in the West;
- To promote the excellence in research, education, and Extension;
- To enhance the economic well-being of rural communities and residents.



Western Rural Development Center
Utah State University

North Central Regional Center for Rural Development
Michigan State University

Southern Rural Development Center
Mississippi State University

Northeast Regional Center for Rural Development
Pennsylvania State University

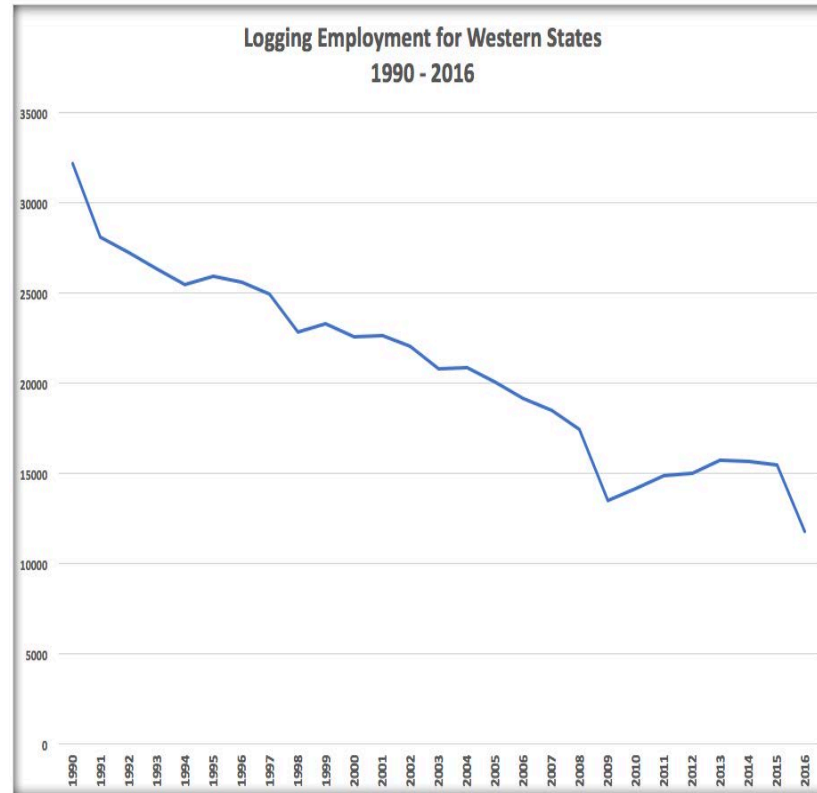
The economy is
changing...



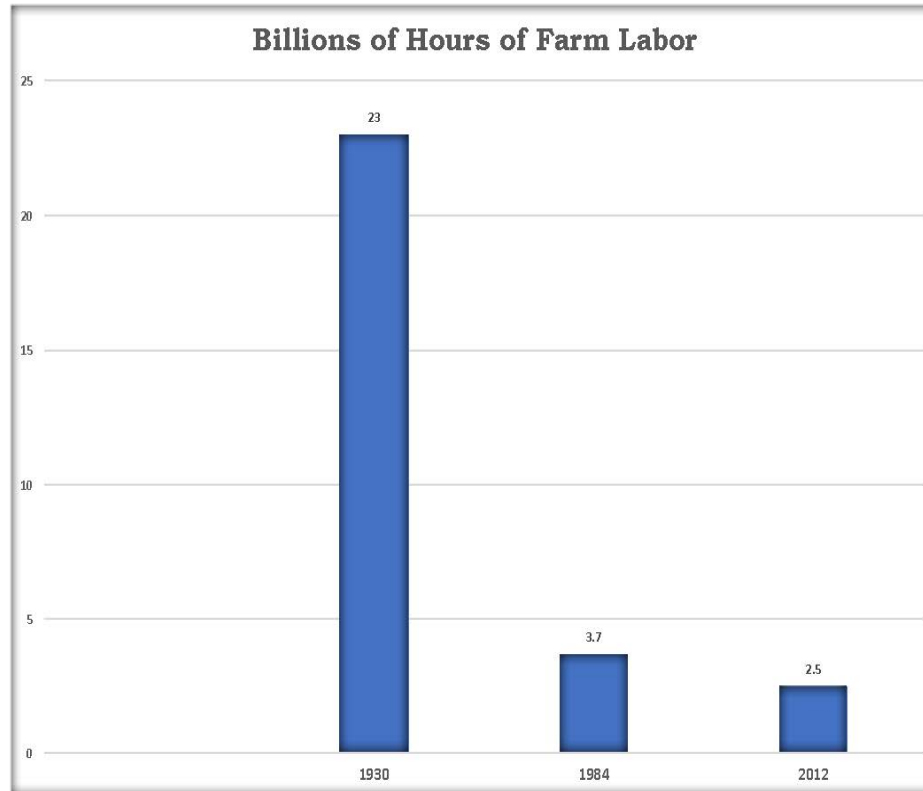
Workers with a Bachelor's degree have added 8.4 million jobs, but workers with high school diplomas or less added only 80,000 jobs



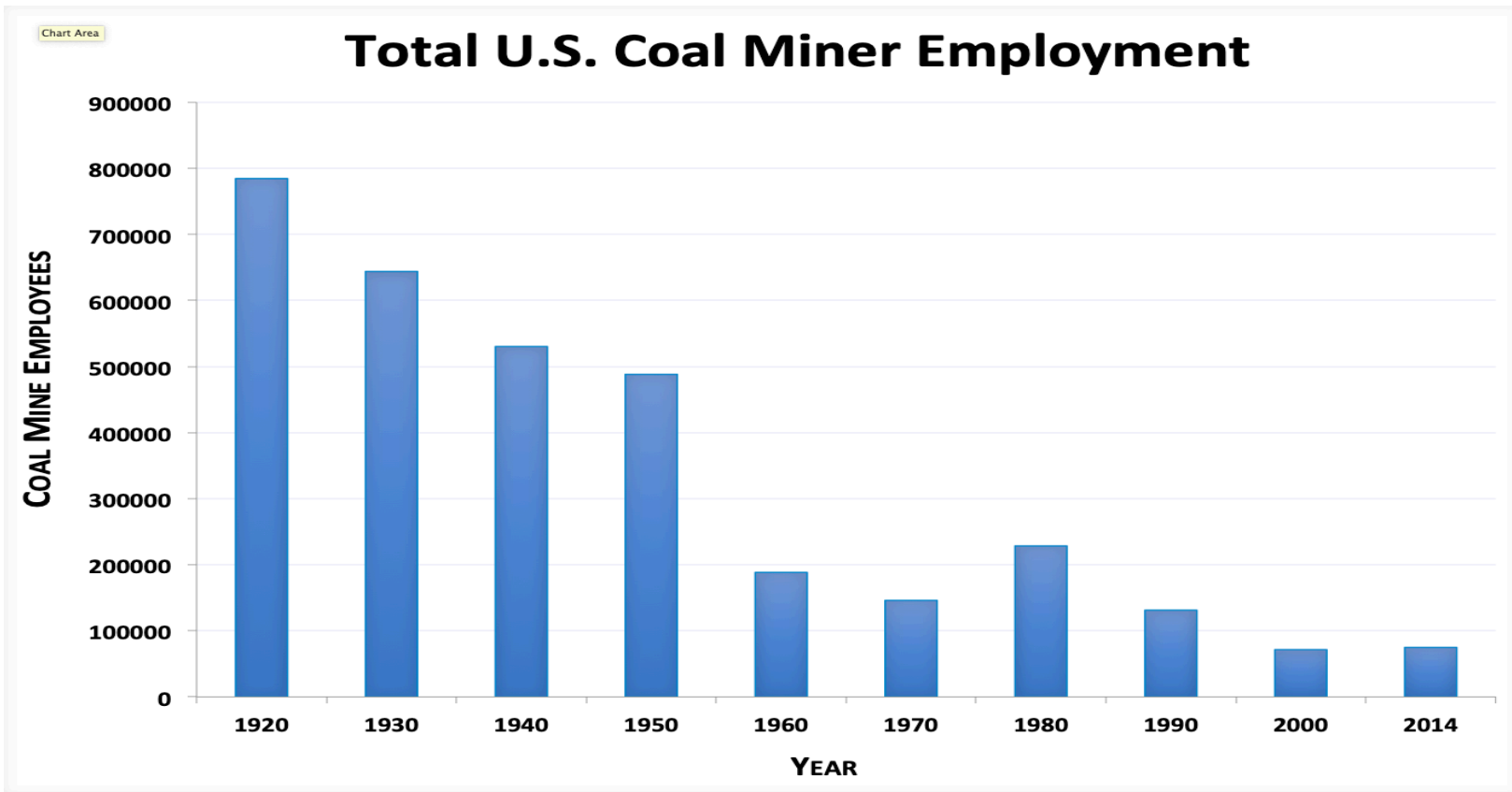
Logging employment in the West



Farming in the U.S.



Automated workforce



Manufacturing employment

Employment in the
manufacturing sector has
seen a decline:

- 1979 – 19.5 million
- 2017 – 12.4 million



From 1979 to 2017 manufacturing production doubled, while employment in manufacturing declined.

Automated workforce

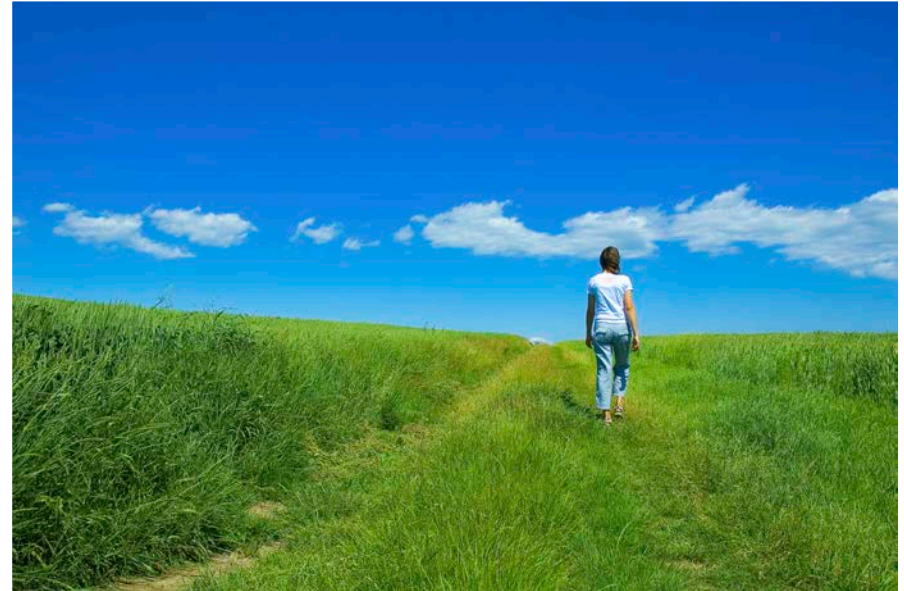
Humans will be replaced by automated machines and technology to complete many jobs that require repetitive actions

Retail trade is the next sector that will experience growth in automation



Any job that is repetitive will be replaced by a machine.

Modern technology
means there is a
reduced relevance of
distance



Living in Rural America,
it is possible to market
products and skills
globally



For rural communities to thrive, it is essential they develop a 21st century economy



Tourism Communities

Challenges with tourism communities:

- Seasonal jobs
- Low-paying jobs



Glacier National Park, Montana.

A community that is
attractive to tourists will
be attractive to persons
with mobile jobs



Cascade Mountains, Oregon.

Tourism Communities

People want:

- High-quality amenities
- Recreational opportunities
- Good schools
- Inclusive communities



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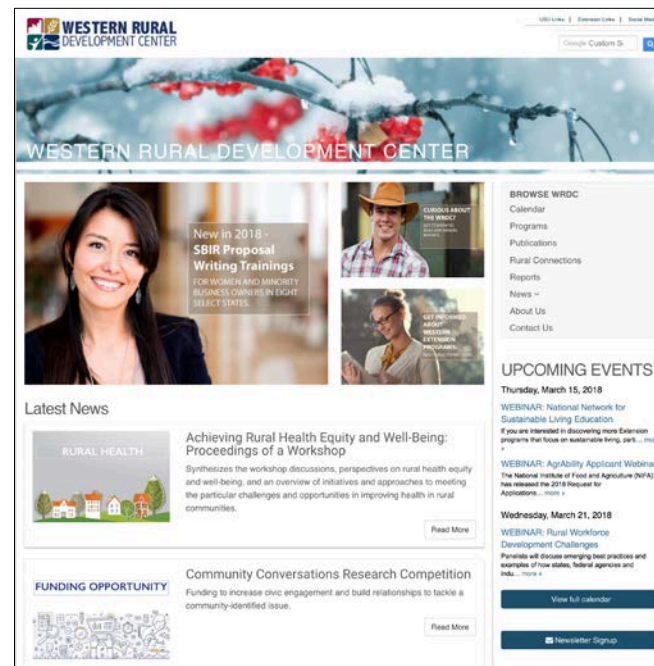
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Connect

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The Western Rural Development Center assists rural communities through its Extension network so they may prosper, thrive economically, and become self-sustaining.