



# A Look into the Future: Sea Grant's 10-Year Visioning Plan for Sustainable Coastal Tourism

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# Overview

- Background
- Tourism 10-yr Vision Plan
- Where We Are Now
- Next Steps



# Need

- Tourism plays a key role
- No unified national strategy
- Opportunity for Sea Grant



# Process

- Network-wide approach needed
- NSGO proposal solicitation
- Tourism proposal funded



# Our Vision

Sea Grant's integration of research, outreach, and education will be instrumental in supporting sustainable coastal tourism in the United States by contributing to the environmental stewardship, long-term economic development, and responsible use of our nation's coastal, ocean, and Great Lakes resources.



# The Plan

Four Priority Areas:

- Business and Community  
Tourism Management
- Workforce Training
- Economic Analysis
- Environmental Stewardship



# The Plan

What should Sea Grant do?

- Research
- Extension and Outreach

Implementation Plan

- 1-3 years
- 3-5 years
- 5-10 years

Measurable Outcomes



# Implementation

- NET Conference Participation
- Survey Administered





# Next Steps

- Tourism Community of Practice
- Funding Opportunities
- Plan Review and Evaluation

# Questions?

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