

Tourism and Extension: Current Snapshot and Future Opportunity

Presented at Sustainable Tourism and Outdoor Recreation
Conference
Astoria, OR, October 2019

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Tourism Center

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**TOURISM DEVELOPMENT:
A SUGGESTED APPROACH
FOR THE COOPERATIVE EXTENSION SYSTEM**

A Report to the System

**-Ways the CES can change its
Program priorities
Organizational structure and
External relationships
to meet the shifting needs and priorities
of society**

Prepared by:



The National Extension
Travel and Tourism
Advisory Committee

December 1993

Tourism Development

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**A. Excerpts from the publication RECREATION AND TOURISM,
Challenges and Opportunities for Cooperative Extension,
Recreation and Tourism Task Force, 1978:**

The Situation in Brief

The demand for recreational goods, facilities, and services will continue to grow, but during the next 25 years it will be tempered by energy scarcity and rising prices.

Most of the growth and development in natural resource-based recreation will occur in rural America, especially areas within weekend commuting distance of large population centers.

In many rural communities recreation and tourism may become, or continue to be, a viable growth industry and provide opportunities for an increasing number of jobs for rural residents.

Conflicts in allocation of natural resources between recreation and other uses will increase.

The provision of tourist or "hospitality" services will continue to be a function of private enterprises: individual entrepreneurs.

Local leaders and governing officials need assistance in making informed decisions about recreation and tourism as a component of total community development. While protecting the community and its resources, these leaders and officials need to know the relationship of benefits for the indigenous populations.

Technical assistance to meet the demands for "hometown" recreation facilities and services for all citizens--young, old, low income, high income, advantaged, and disadvantaged--is needed. The demands from such a heterogeneous population may be quite different--sometimes compatible, and sometimes incompatible.

Energy supplies may be a factor adding pressures for the development of recreation services within the local community.

The challenge to the Cooperative Extension Service is to assist in establishing goals and priorities for a sound program to provide opportunities for all.



NET Design Team Members

Northeast Region:

Doug Arbogast, West Virginia University Extension Service

Lisa Chase, University of Vermont Extension

Geoffrey Sewake, University of New Hampshire Cooperative Extension

Southern Region:

Rick O'Connor, Florida Sea Grant

Stacy Tomas, Oklahoma State University

Western Region:

Co-chair: Miles Phillips, Oregon State University Extension Service/Oregon Sea Grant

Co-chair: Frank Burris, Oregon State University Extension Service/Oregon Sea Grant

Steven Burr, Utah State University Extension

North Central Region:

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Andy Northrop, Michigan State University Extension

Diane Van Wyngarden, Iowa State University Extension and Outreach

International:

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Nicole Vaugeois, Vancouver Island University, Nanaimo, BC, Canada

Partners:

[North Central Regional Center for Rural Development](#), Mark Skidmore

[Northeast Regional Center for Rural Development](#), Stephan Goetz

Past NET Conference Information

- 2019 [Program](#). The NET 2019 Sustainable Tourism & Outdoor Recreation Conference (STORC)
- 2017: [Program](#). The 2017 NET Conference (Extension Tourism Network) was held August 12-14, 2017 in Princeton, New Jersey
- 2015: [Program](#). The 2015 NET National Conference was held October 27-29, 2015 in Galveston, Texas. To view presentations from the 2015 NET Conference, [click here](#). To view 2015 NET Conference webpages, [click here](#).
- 2013: [Program](#). The 2013 NET National Conference was held August 6-9, 2013 in Detroit, Michigan
- 2011: [Program](#). The 2011 NET National Conference was held March 9-11, 2011 in Charleston, South Carolina
- 2009: [Program](#). The 2009 NET National Conference was held June 14-17, 2009 in Park City, Utah. To view presentations from the 2009 NET Conference, [click here](#).
- 2006: The 2006 NET Conference was held September 10-13, 2006 in Burlington, Vermont
- 2004: The 2004 NET Conference was scheduled for Sept 27-30, 2004 in Kissimmee, Florida (Canceled due to Hurricane)
- 2002: The 2002 NET Conference was held in Traverse City, Michigan, September 16-19, 2002
- 2000: The 2000 NET Conference was held in Kailua-Kona, Hawaii, April 30-May 3rd, 2000
- 1998: The 1998 NET Conference was held in Hershey, Pennsylvania, May 17-19, 1998
- 1995: The 1995 NET Conference was held April 19-21, 1995 in New Orleans, Louisiana (This was the first NET conference as the organization was formed in 1994)

National Extension Tourism Network

TRIPLE BOTTOM LINE TOURISM

SUSTAINABLE TOURISM
& OUTDOOR
RECREATION

HOME ▾ WEBINARS, VIDEOS & ARTICLES
NETWORK CONTACT INVITATION ▾ NATIONAL RESOURCES ▾
NET STOR 2019 CONFERENCE ▾

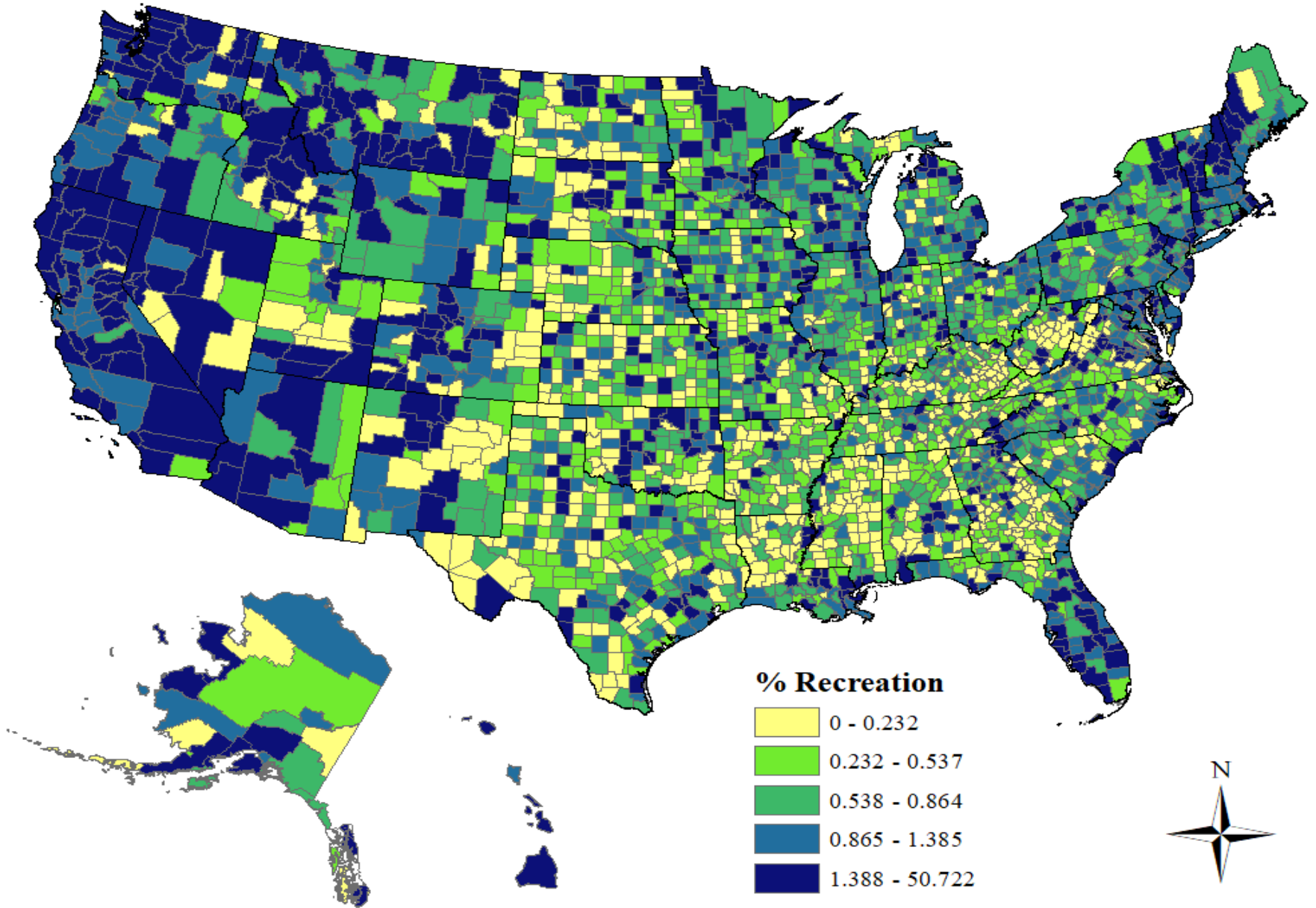
Register Now

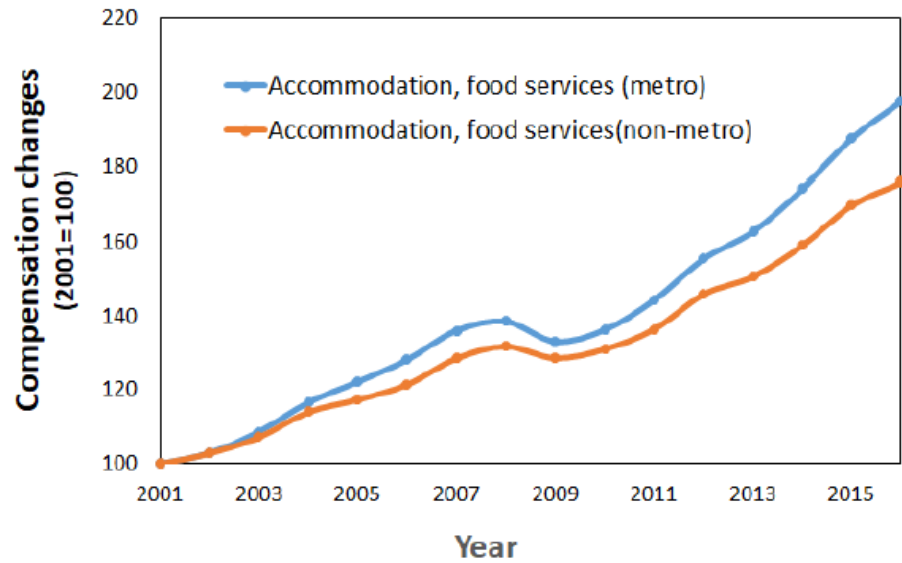
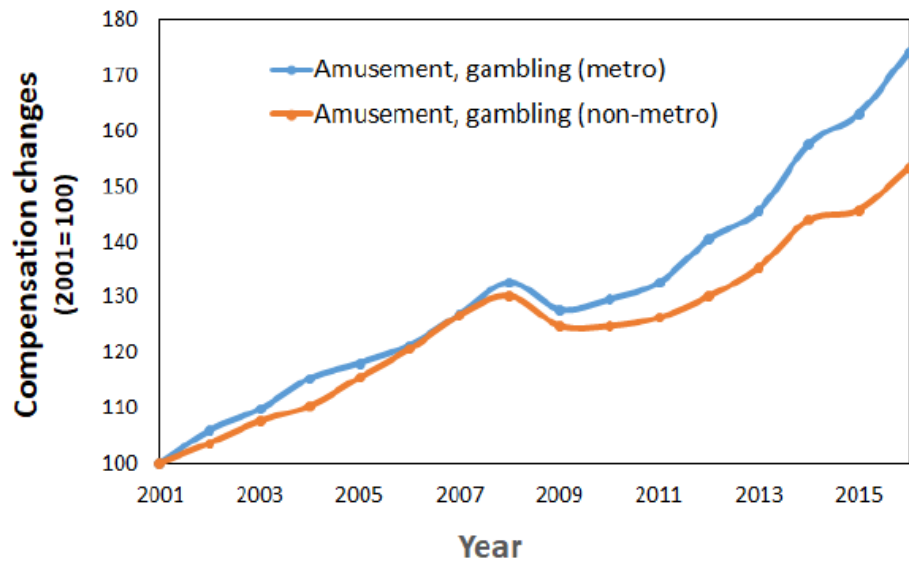
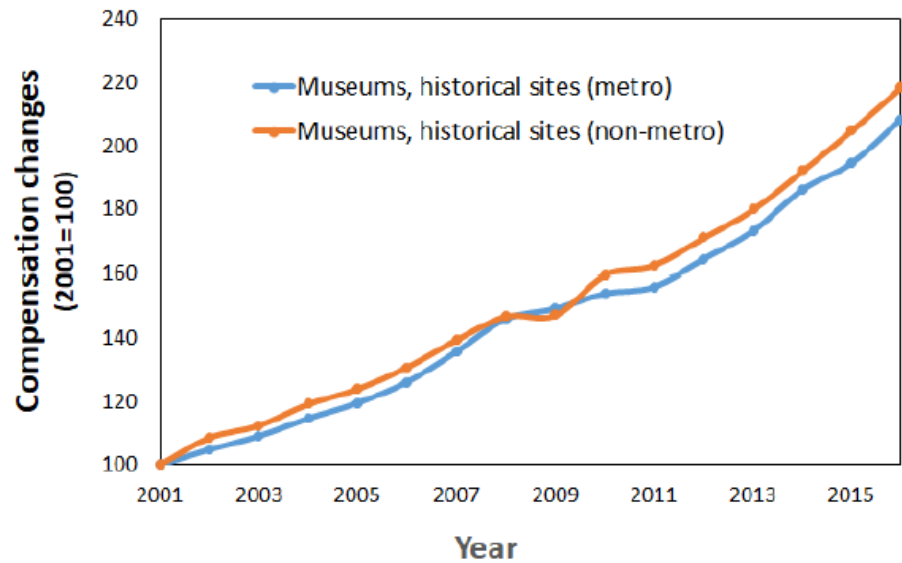
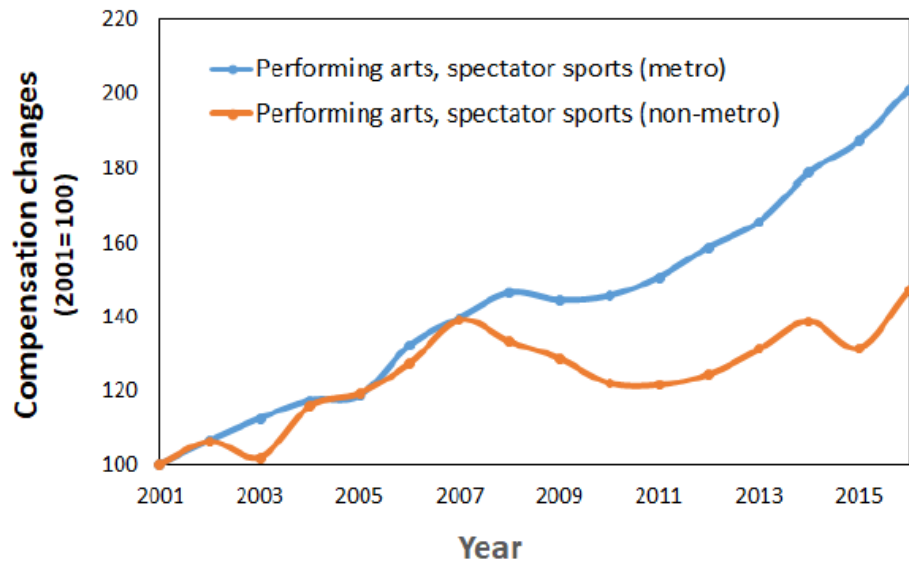
October 8 – 11, 2019
Astoria, Oregon

Sustainable Tourism &
Outdoor Recreation
Conference

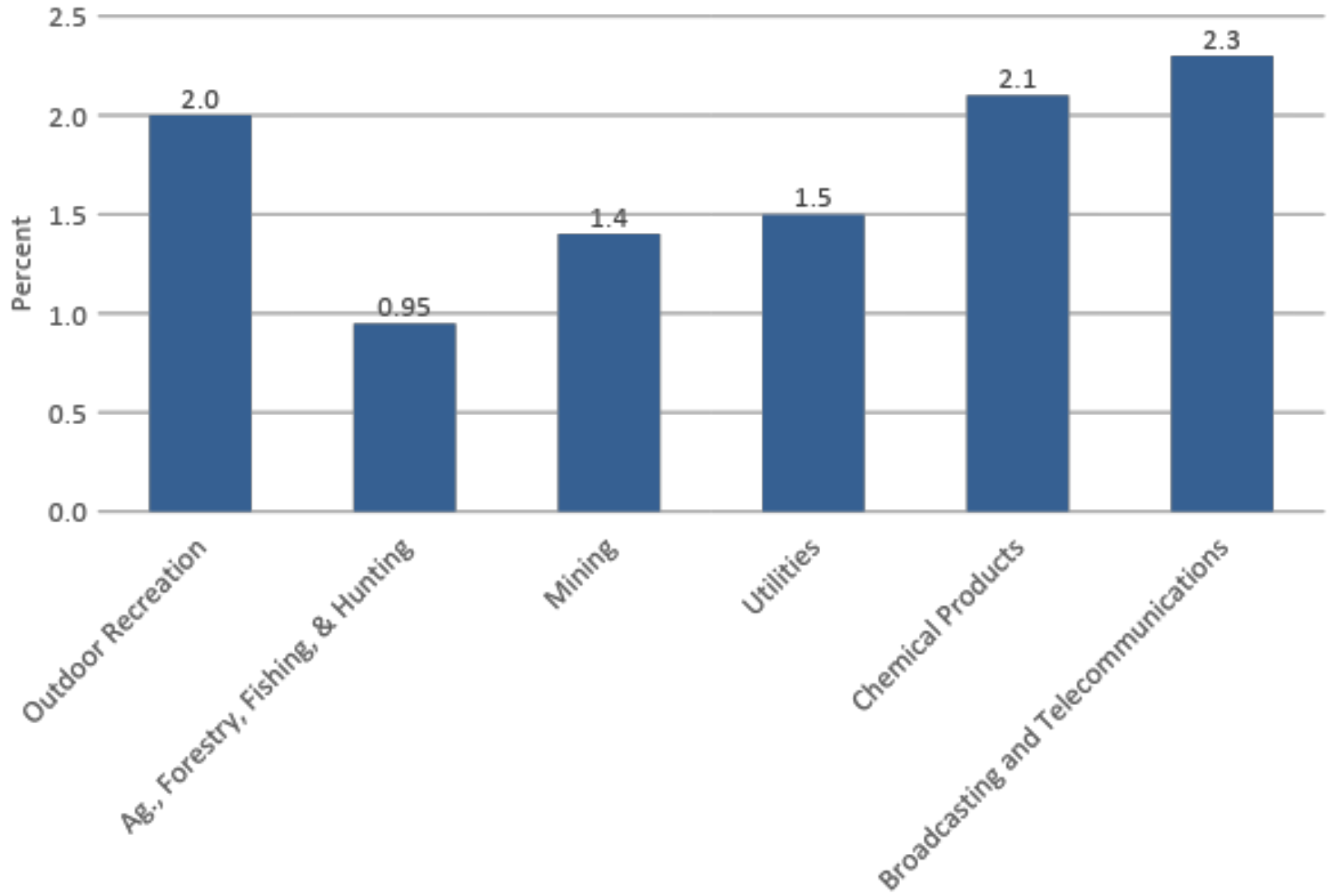
<http://extensiontourism.net>

Share of County Employment in Recreation





Outdoor Recreation as a Percent of GDP with Comparable Industries, 2016



Source: US Bureau of Economic Analysis and authors' calculations

Travel Megatrends 2020: Tourism's New Competitive Advantage Is Protecting Destinations

Rosie Spinks, Skift - Feb 03, 2020

Destination Analysts'

The State of the American Traveler™

DESTINATION MANAGEMENT EDITION

Fall 2019 | Volume 34

DestinationNEXT 2019 Futures Study

three transformational opportunities to help destination leaders formulate strategic decisions heading into the future. Together, they provide an integrated framework designed to both grow the visitor economy and support the mandates of local government, industry and community organizations.

1. Destination Stewardship

Balancing economic development, sustainable tourism and quality of life.

2. Community Alignment

Building public support around a shared vision for the destination.

3. Digital Conversion

Connecting with visitors on mobile devices to drive real-time sales in-destination.

NOAA Sea Grant Coastal Tourism Vision Plan 2018-2028

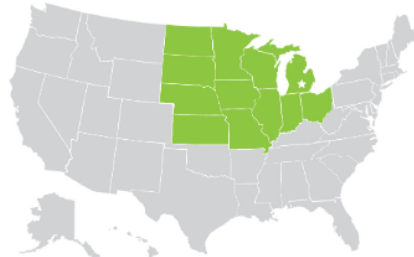


Image Credit: Bryan Fluech



Northeast Regional Center for Rural Development

- Hosted by Pennsylvania State University
- Director: Stephan Goetz
- Serving Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, and West Virginia



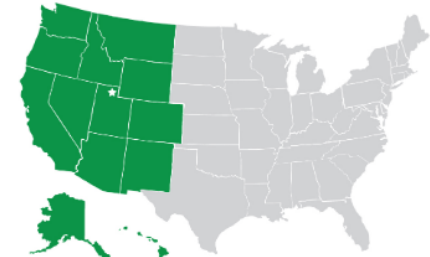
North Central Regional Center for Rural Development

- Hosted by Michigan State University
- Director: Mark Skidmore
- Serving Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin



Southern Rural Development Center

- Hosted by Mississippi State University
- Director: Steven Turner
- Serving Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, Puerto Rico, and USVI



Western Rural Development Center

- Hosted by Utah State University
- Director: Don E. Albrecht
- Serving Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, American Samoa, Guam, Micronesia, and Northern Marianas



Recent Efforts

NERCRD grants

First Impressions

Trail Towns

AFRI grant proposal

Agritourism

2018 NACDEP Conference Partnership



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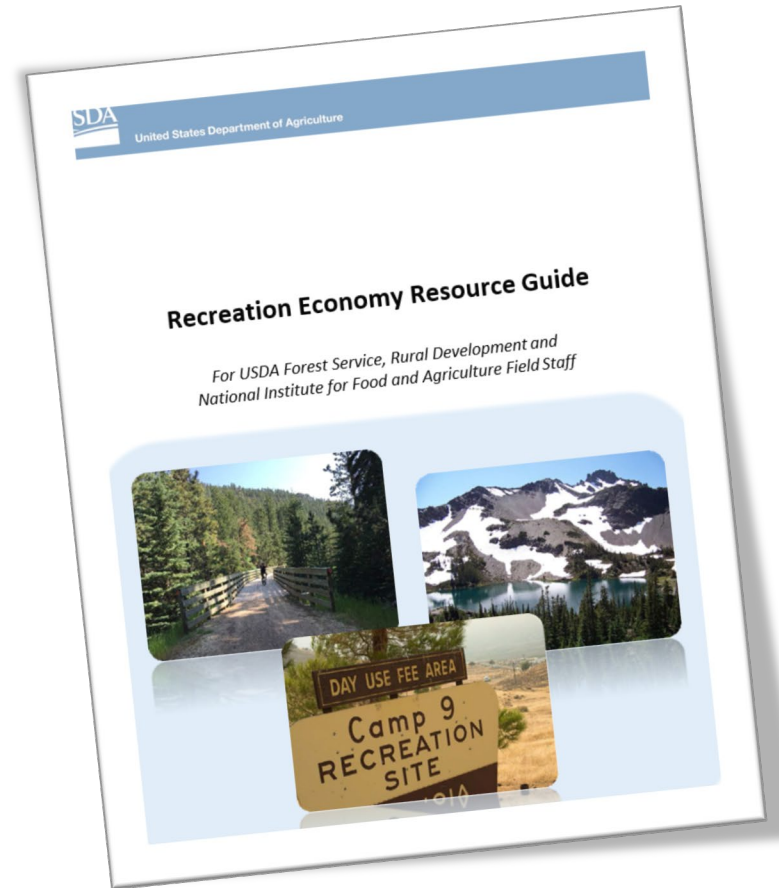
2018 One USDA

- **Modernizing USDA mission support activities** to be more efficient and effective by utilizing enterprise solutions;
- **Serving customers and improving the delivery of USDA's core missions;**

2017 USDA Recreation Economy Resource Guide

One USDA and Recreation Economies

- US Forest Service
- Extension
- USDA Rural Development



National Extension Tourism survey 2017 & 18

- the “pulse” of tourism programs in Extension
- Survey developed online using Qualtrics
- Disseminated by NERCRD (snowballing) to:
 - NET Design Team contact list
 - NERCRD contact list
 - Sea Grant Contact list
 - NACDEP facebook
- Land grant 2017- 116 responses
- Sea grant 2018 – 31 responses
- Total = 147
- Representative?



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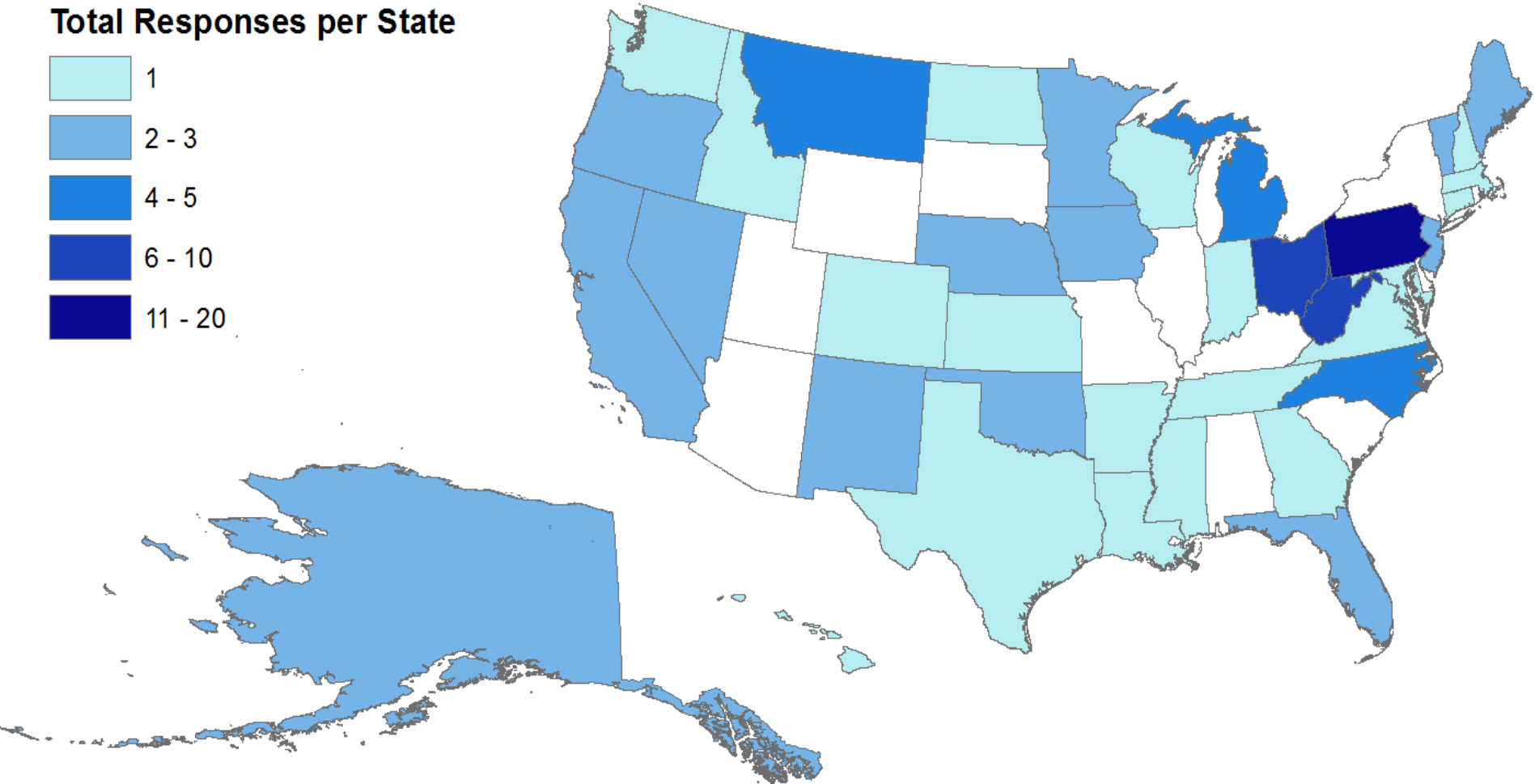
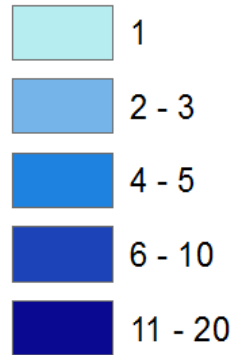


Survey Responses

Land Grant - 2017

National Extension Tourism Survey

Total Responses per State

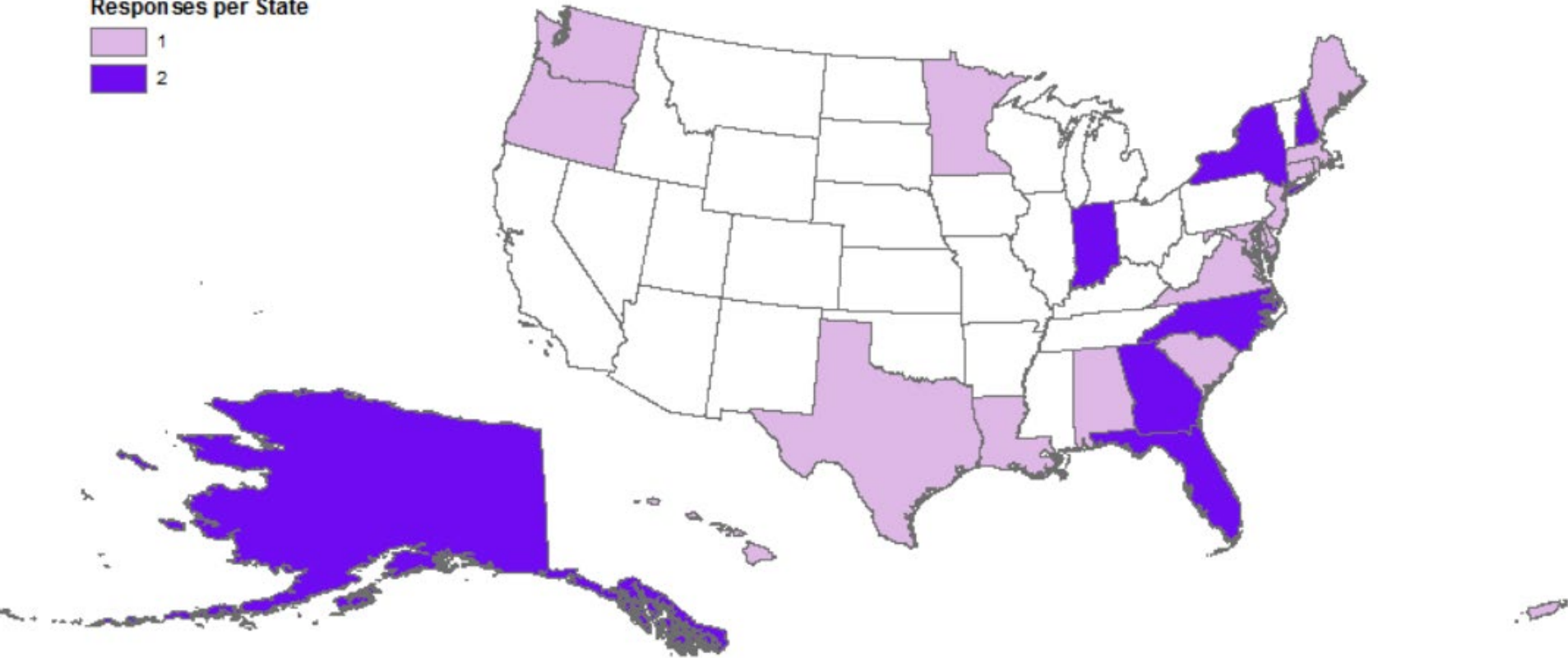


Not shown are the two responses from Canada and one response from a national U. S. organization.

Survey Responses

Sea Grant - 2018

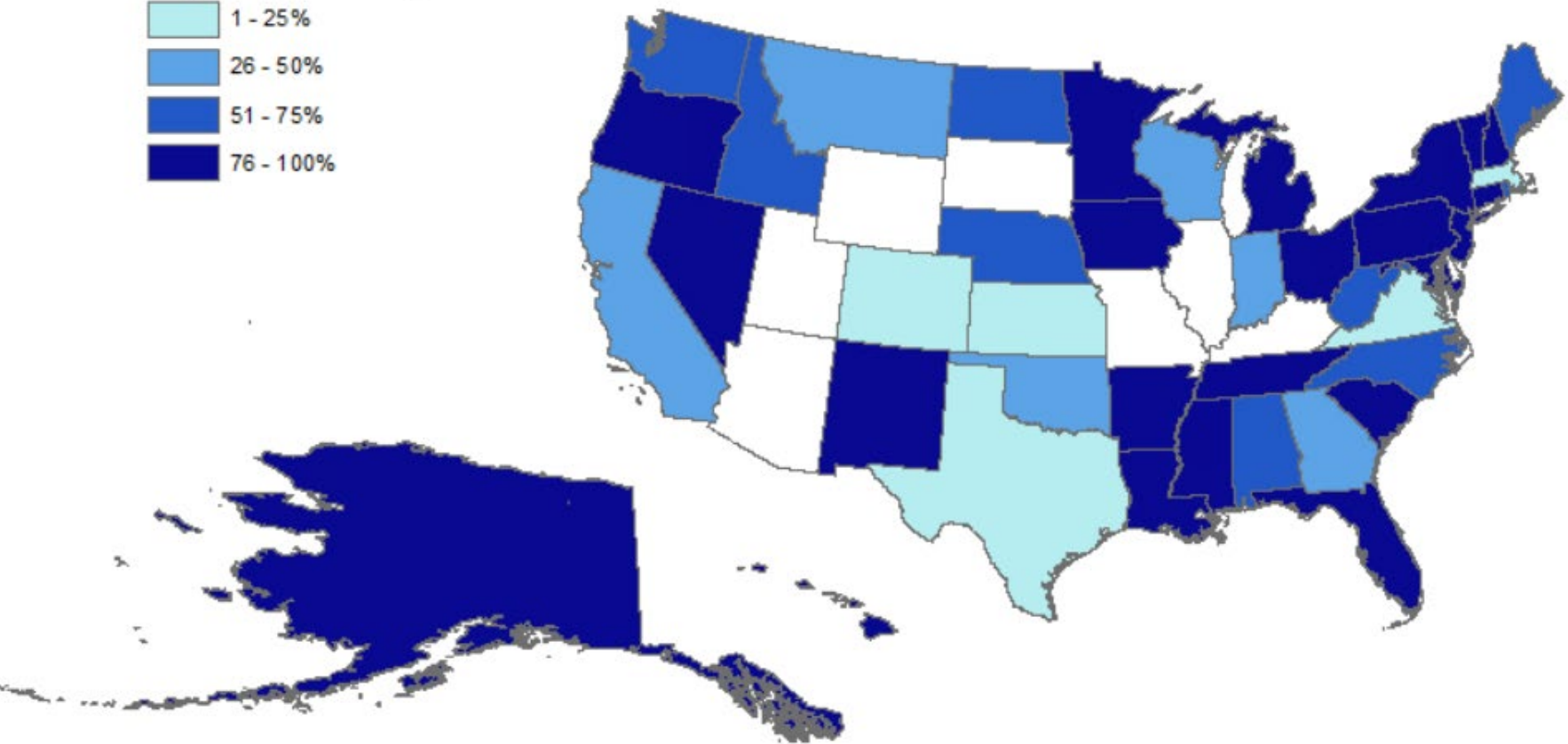
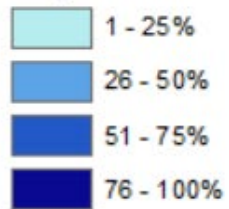
Sea Grant Survey
Responses per State



Percent Extension Appointment Combined

Combined Surveys

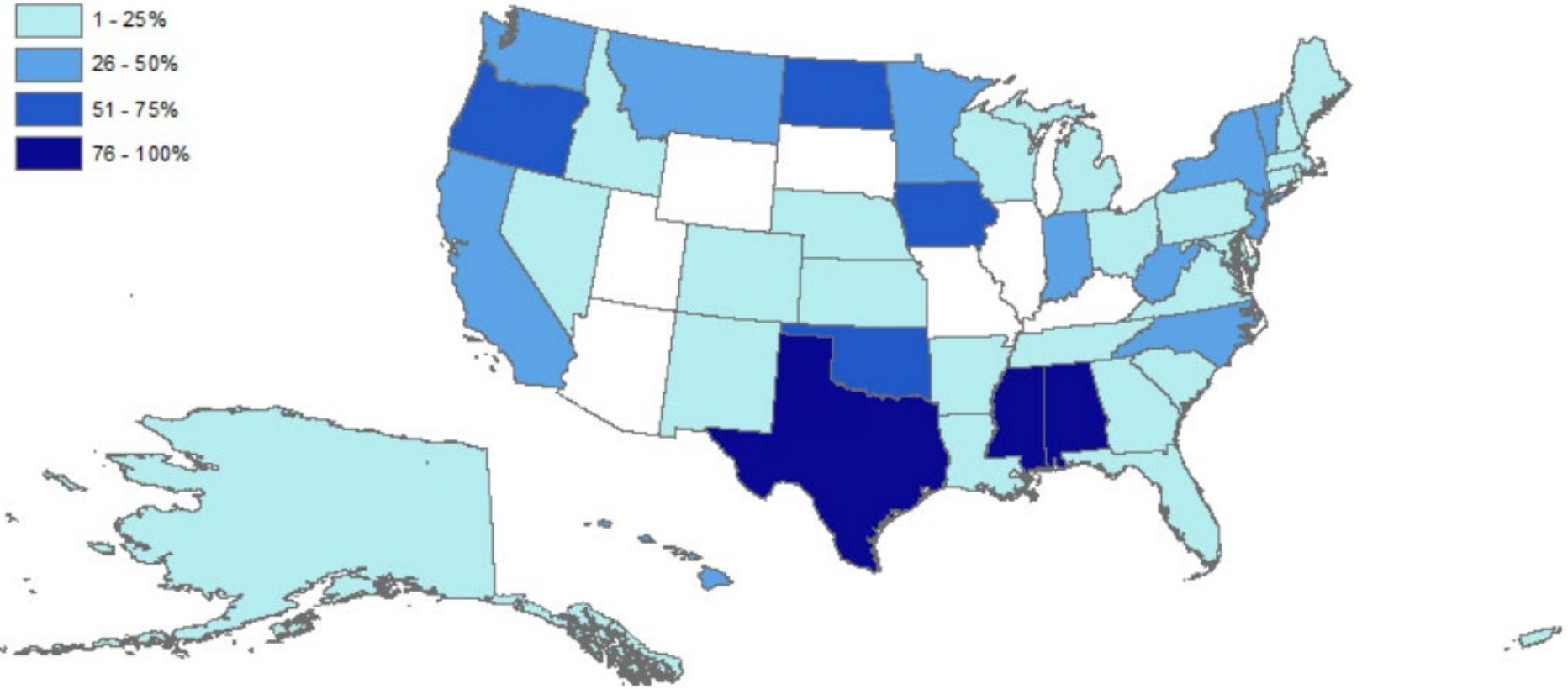
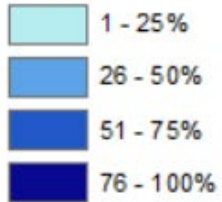
Avg % Extension Appointment



Percentage of time allocated to tourism related work Combined

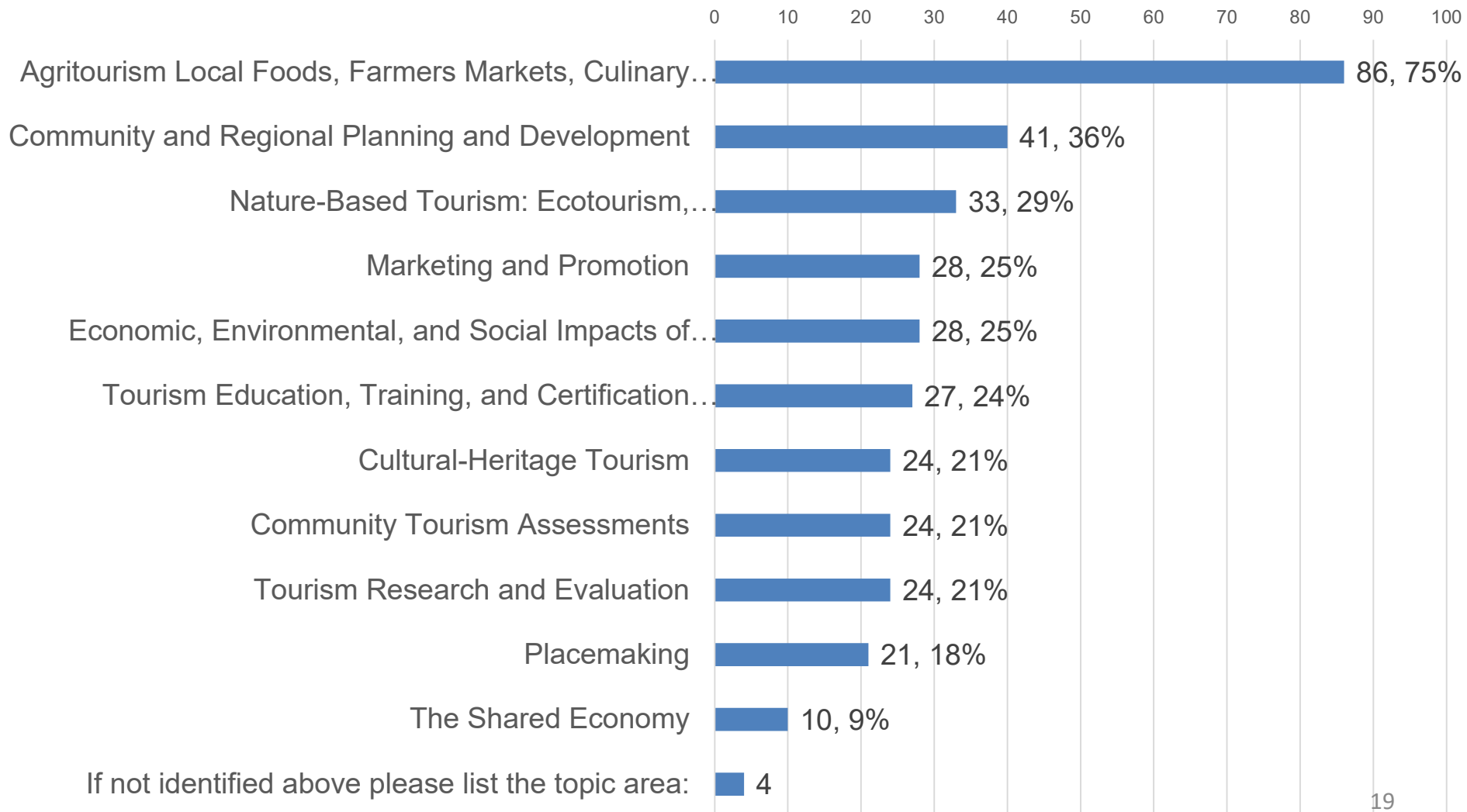
Combined Surveys

Avg % Time Allocated to Tourism



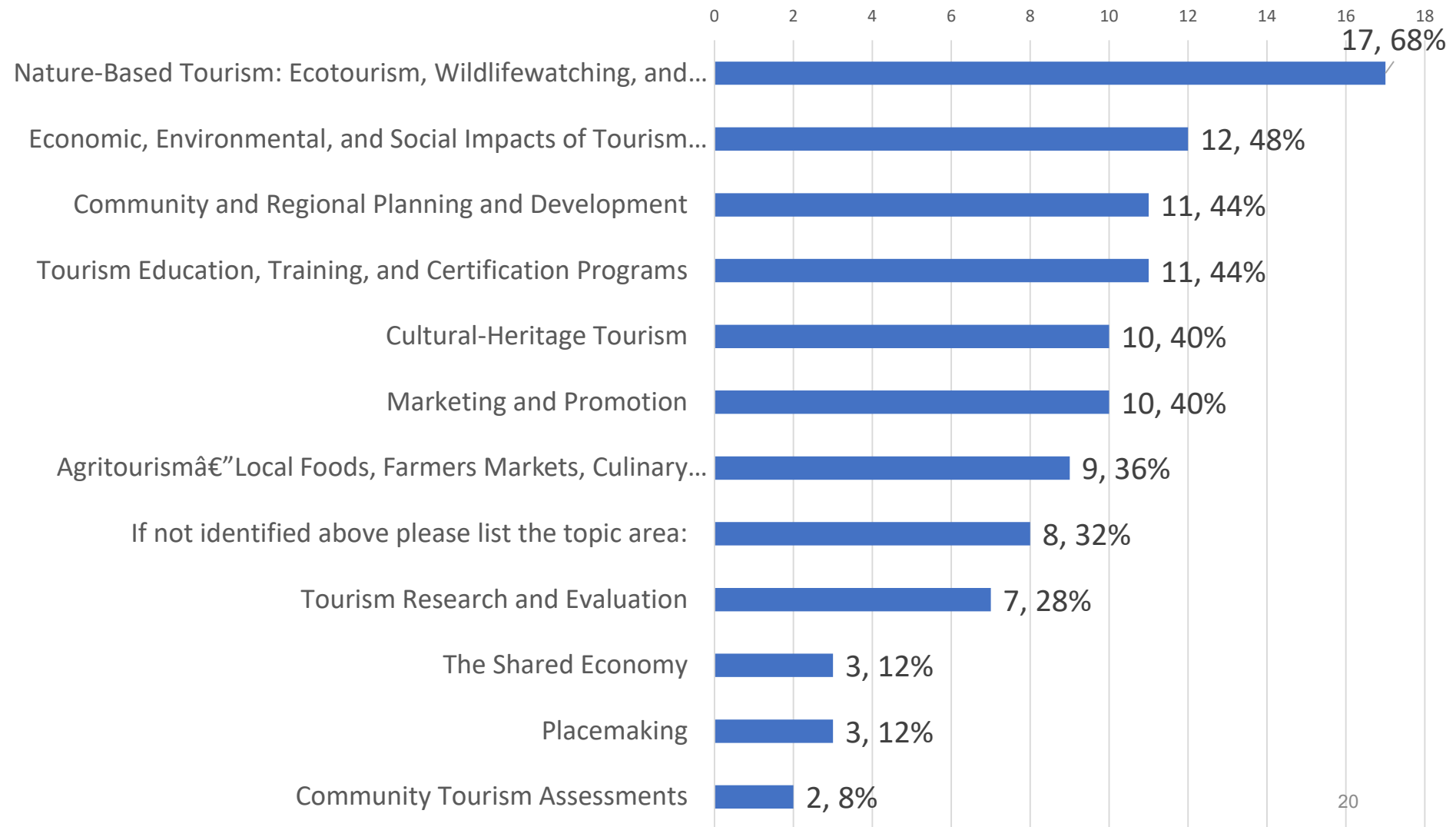
Please indicate the topical area related to the tourism programs you offer or participate in

Land Grant



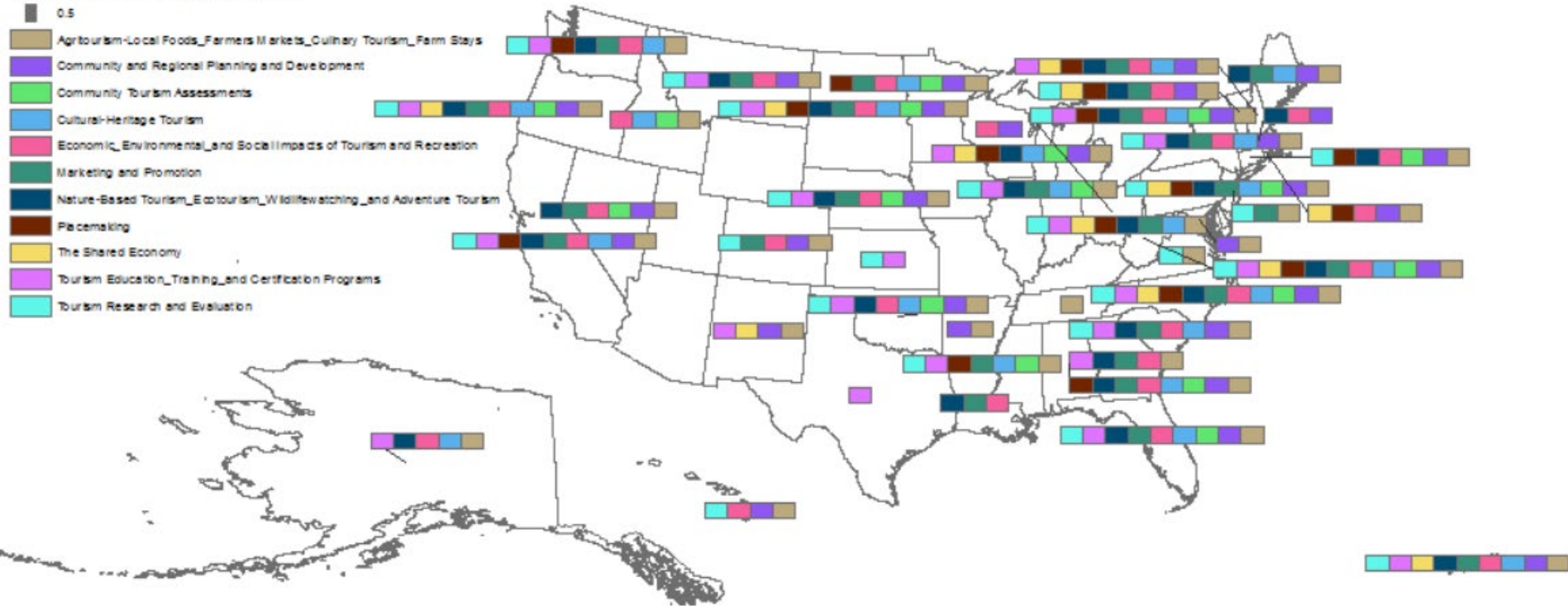
Please indicate the topical area related to the tourism programs you offer or participate in

Sea Grant

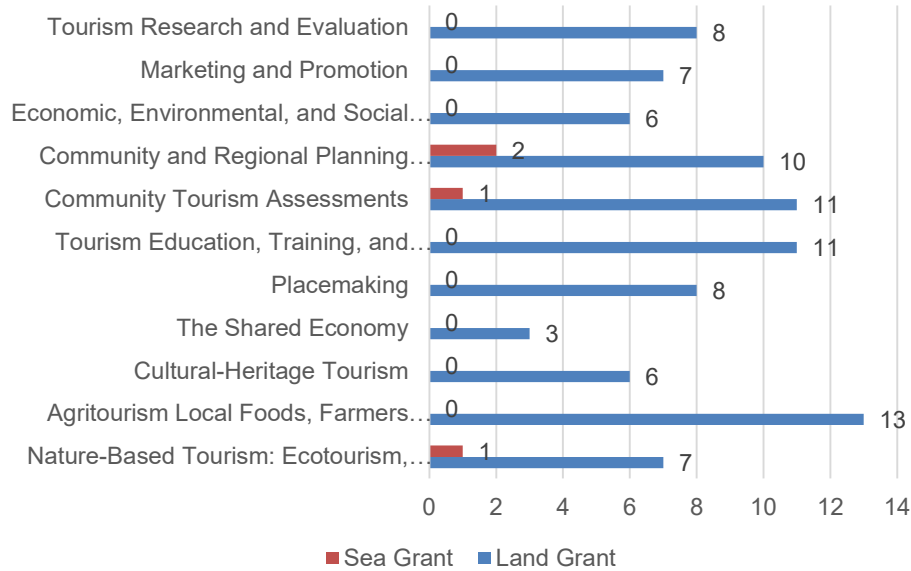


Combined Topical Areas Offered

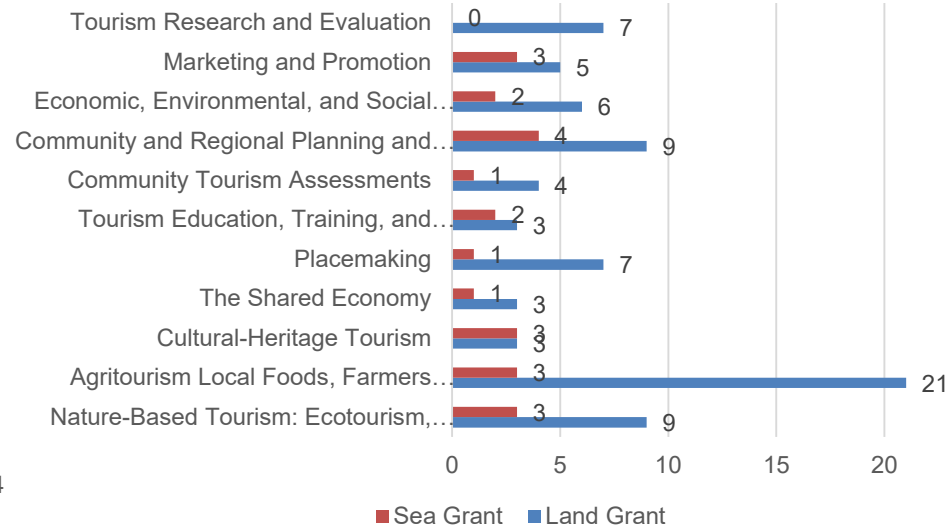
Topical Areas of Programs Offered



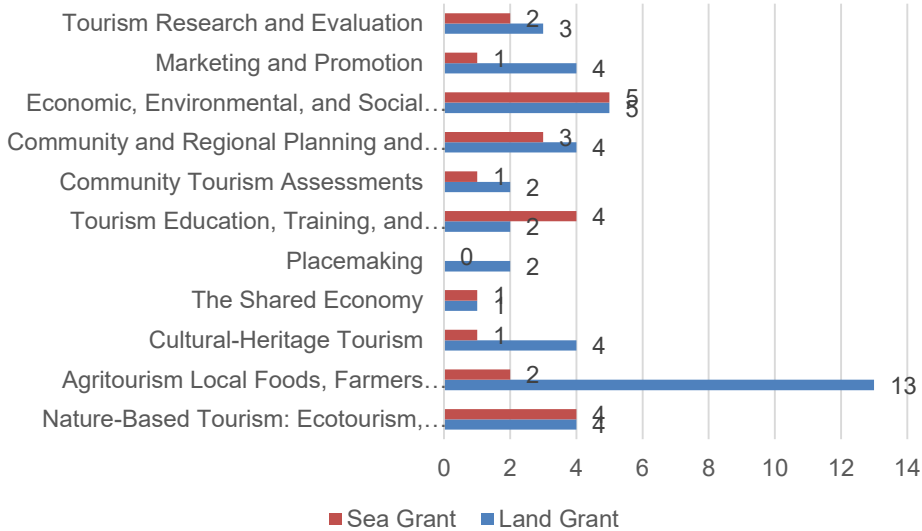
Topic Areas: North Central



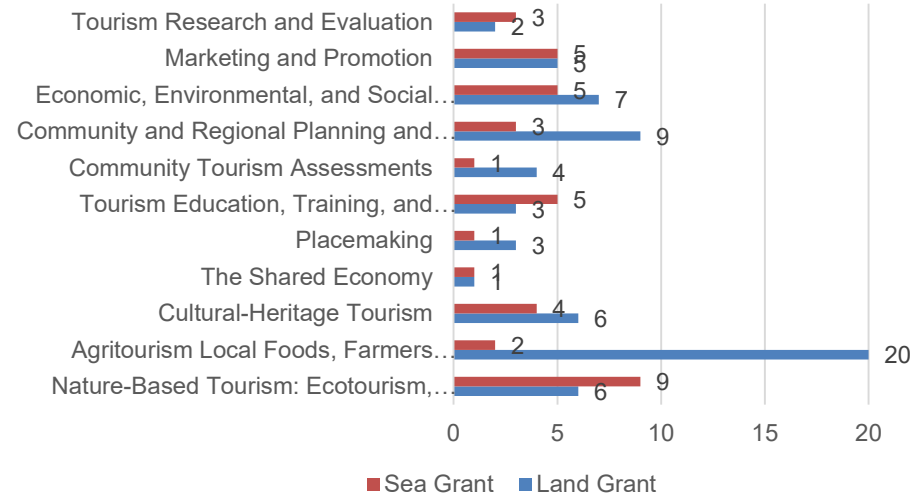
Topic Areas: Northeast



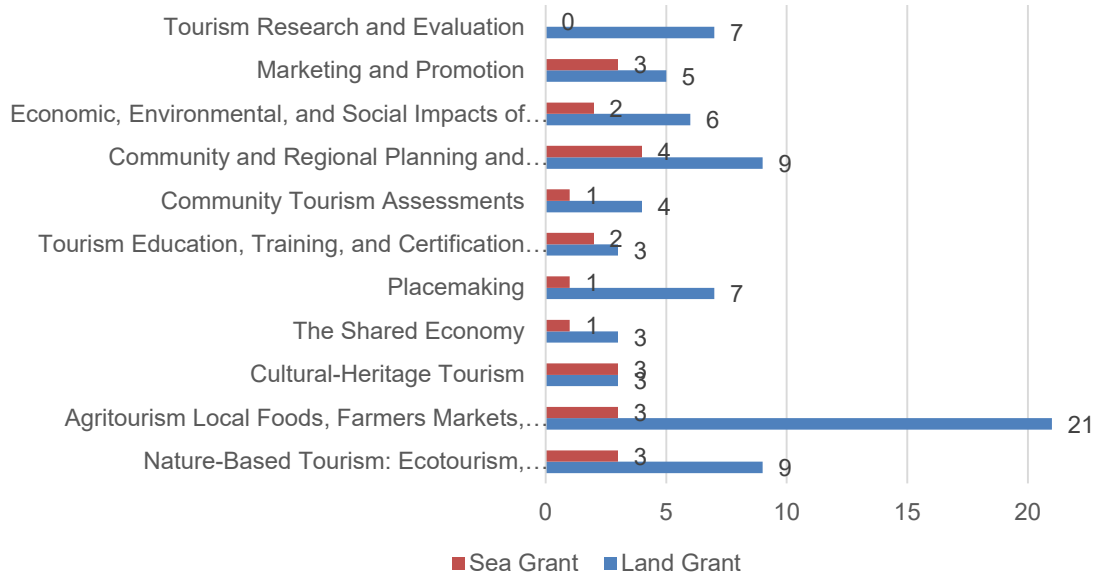
Topic Areas: Western



Topic Areas: Southern



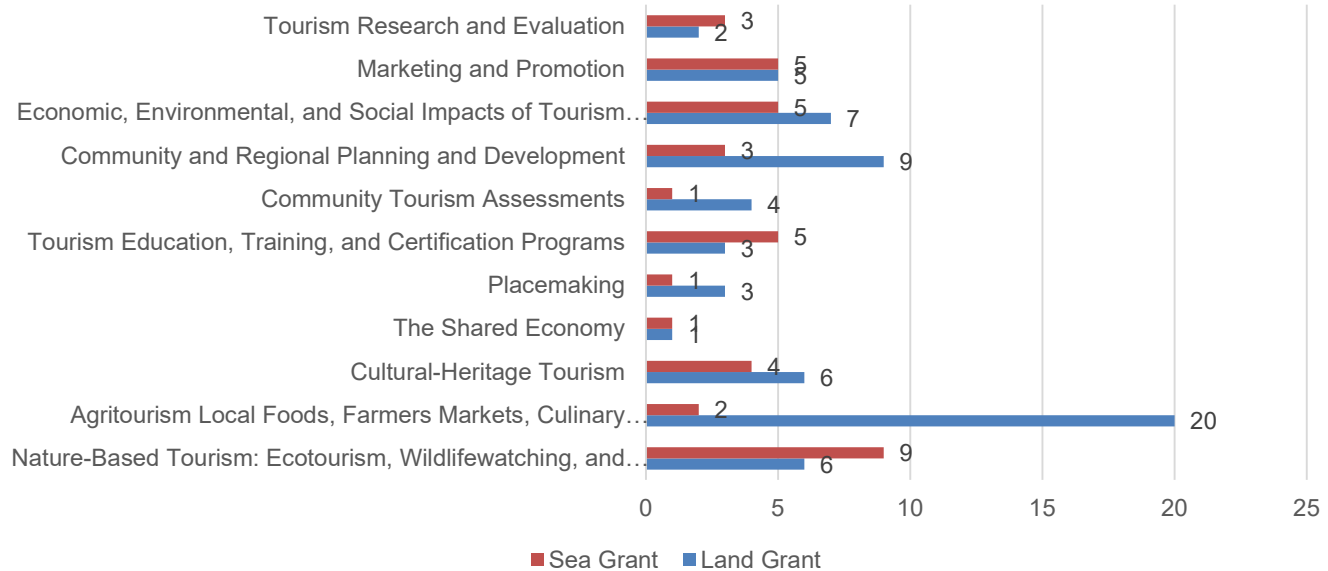
Topic Areas: Northeast



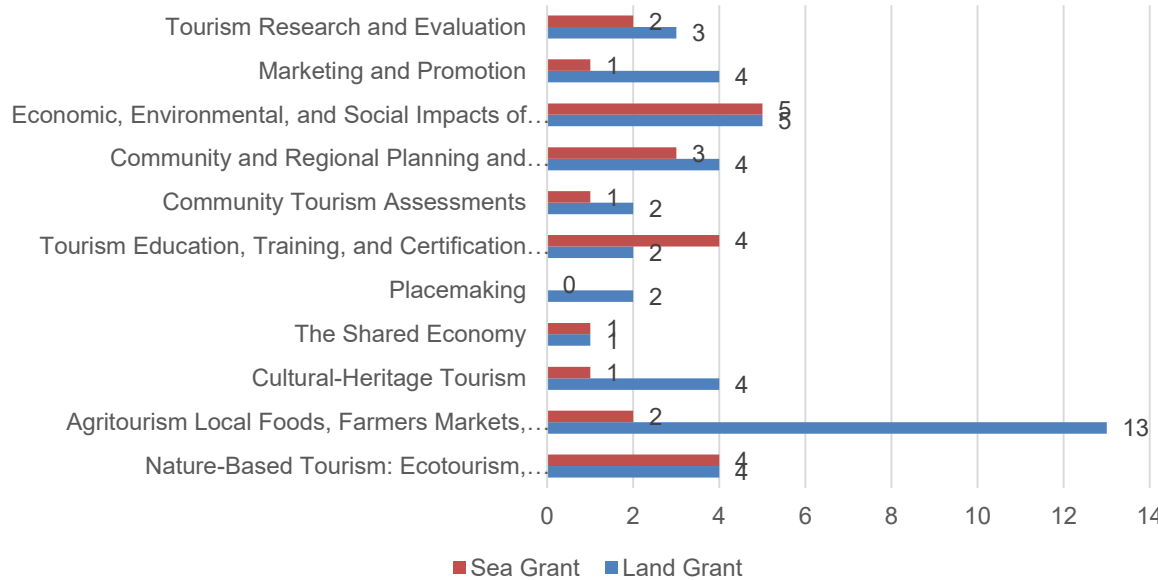
State	LG	SG	O
CT			
DE			
DC			
ME	1	1	
MD			
MA			
NH	1	2	
NJ	2	1	
NY	1	1	
PA	20		
RI		1	
VT	1		
WV	5		

State	LG	SG	O
AL	13	1	
AR	1		
FL		4	
GA		1	1
KY			
LA	1	1	
MS	1		
NC	2	1	1
OK	2		
SC		1	
TN	1		
TX	1	1	
VA	2	1	1
PR			
USVI			

Topic Areas: Southern



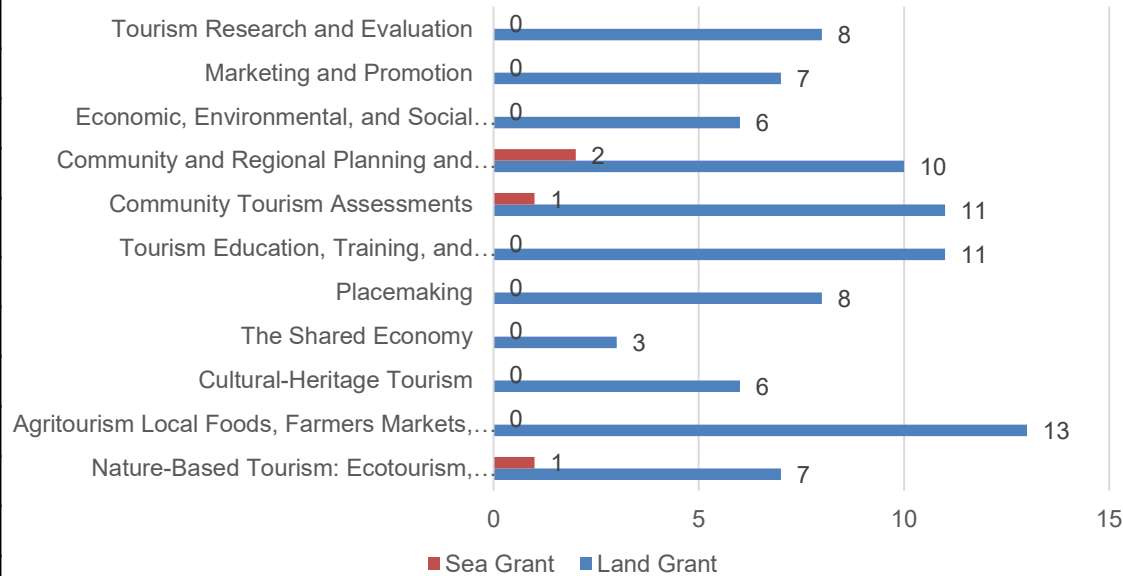
Topic Areas: Western



State	LG	SG	O
AK	1	1	
AZ			
CA	2		
CO	1		
HI	1	1	
ID	1		
MT	1		3
NV	2		
NM	2		
OR	1	2	1
UT			
WA	1	1	
WY			
SAMOA			
GUAM			
Micronesia			
N. Marianas			

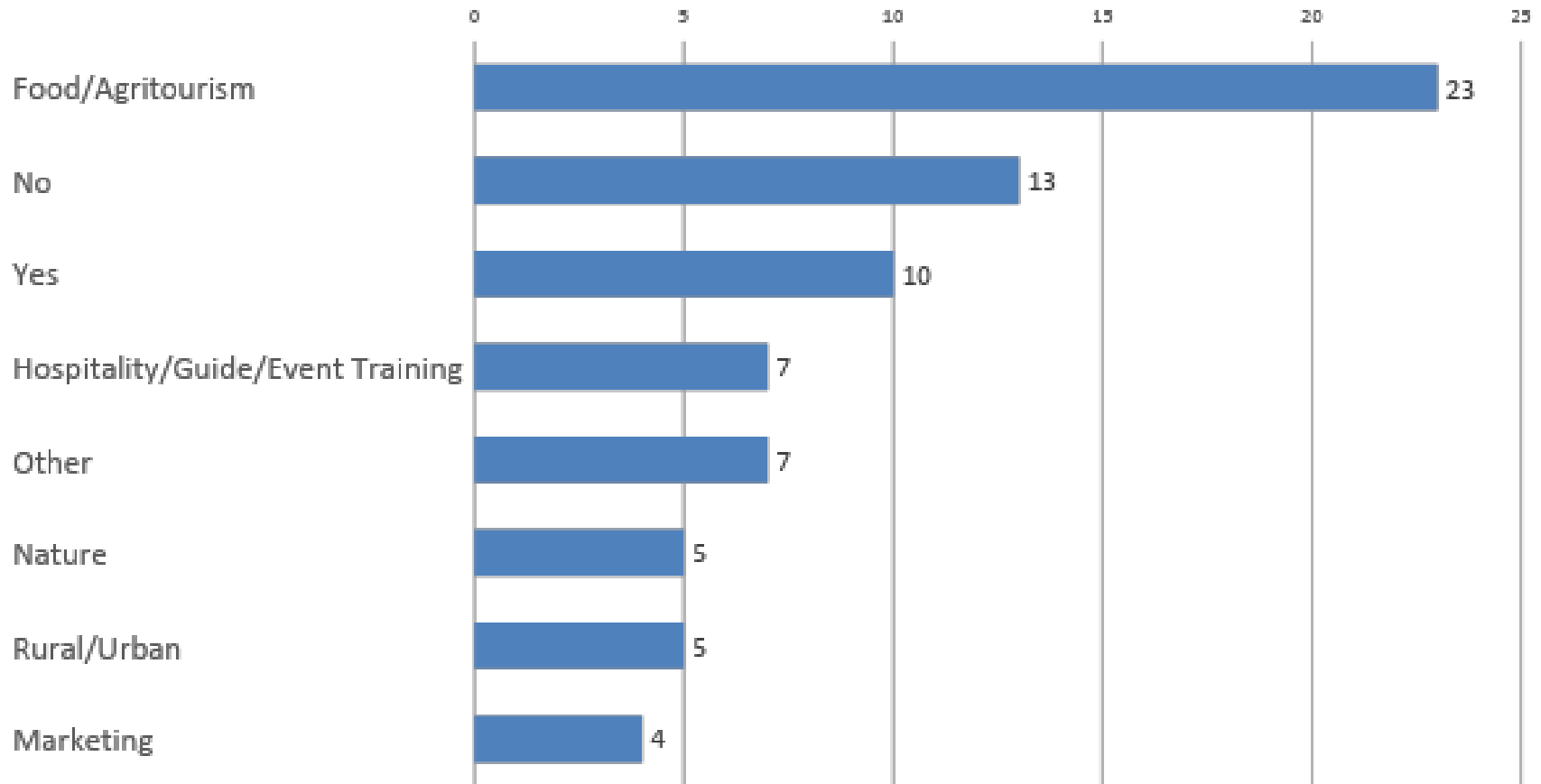
State	LG	SG	O
IL			
IN	2		1
IA	2		
KS	1		
MI	3	1	
MN	3	1	
MO			
NE	2		
ND	1		
OH	9		
SD			
WI	1		

Topic Areas: North Central



Are there tourism programs that are needed/demanded/requested in your state/region that you are unable to offer but wish you could?

Land Grant



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Are there tourism programs that are needed/demanded/requested in your state/region that you are unable to offer but wish you could?

Sea Grant

Impacts of large cruise ships on marine environment

Marine **environmental education** for tourists

Birding tourism

Assessing the **economic impacts** of tourism on the coast

Ecotourism/helping eco-tourism businesses develop in rural areas

Promoting **aquaculture** and local food

Developing a revenue-based field experience related to coastal activities

Conducting a **needs assessment** in the state

Nature-based tourism **certification program(s)**

Tour guide training with certification

Courses related to **sustainable tourism business practices** as well as environmental issues/impacts

Need to **assess** what we want to do

Economic Impact Studies, Discovery Tours

Leadership development for tourism professionals

programs that link **fisheries** and **aquaculture** with tourism

Visitor **carrying capacity** studies

What challenges or constraints do you face in being able to provide services to support tourism in your state/region?

Land Grant

- **Funding** x 28
- Our programs are in high demand but our **staffing capacity** does not allow us to full meet the demand. x 23
- At the moment **tourism isn't a recognized CE program**
- **Administrative program focus.**
- **Competing programs!**
- **Endorsement and support** at the state level is needed
- We need **better communication** between all parties.
- **Agency collaboration**
- Extension is **not always seen as a key asset** by state tourism office
- In our state there is **not a lot of overlap between Tourism and Community Development programs** and the **culture of these organizations is very different**. This leads to missed opportunities for co-promotion and sharing of mutually beneficial data.
- We have a great tourism agency in our county. I think the biggest thing is **determining each others strengths and combining resources.**



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West Virginia University 27

What challenges or constraints do you face in being able to provide services to support tourism in your state/region?

Sea Grant

- staff time x 8
- funding x 5
- lack of state specialist/dedicated person with expertise
- lack of dedicated tourism program
- competing demands
- misaligned priorities
- integration with University - experiential learning
- clearly defining roles with other organizations
- needs assessment to determine niche
- lack of data
- developing online training

The Future of Extension?

1978

A. Excerpts from the publication RECREATION AND TOURISM, Challenges and Opportunities for Cooperative Extension, Recreation and Tourism Task Force, 1978:

The challenge to the Cooperative Extension Service is to assist in establishing goals and priorities for a sound program to provide opportunities for all.

1993

**TOURISM DEVELOPMENT:
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**--Ways the CES can change its
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External relationships
to meet the shifting needs and priorities
of society**

2020?

Next Steps

- Update the data!
- JOE article
- Webinar presentation and survey data -
<http://extensiontourism.net/webinars-program-videos/>
- Future extension tourism webinars survey
https://pennstate.qualtrics.com/jfe/form/SV_23I7H6XknWVt6rr
- **NET Design Team strategic planning March 1-2**
land grant, sea grant, NERCRD
- Join us in the Fall of 2021 for the next NET Conference in Savannah, GA. Date TBD



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West Virginia University 30

Thank you!

Questions?



United States Department of Agriculture
National Institute of Food and Agriculture