



# National Extension Tourism (NET) Conference

Detroit, Michigan  
August 6-9, 2013

Tourism ~ Building Lasting Relationships



Dear Extension Colleagues and Partners

On behalf National Extension Tourism Team and Conference Committee - Welcome! We are excited to have you as a participant in the 2013 National Extension Tourism Conference. This year's conference theme is "Building Lasting Relationships" and will feature examples of relationships that exist in current programming as well as highlight opportunities for new partnerships moving forward.

The mission of the National Extension Tourism (NET) Design Team is to enhance Extension tourism programs nationally by providing relevant information, useful resources, an networking opportunities for Extension professionals and others working in the broad area of tourism and recreation.

Tourism is an \$800 billion dollar industry in the United States employing seven and a half million people (Travel Industry Association of America). It is arguably one of the largest export industries and it shows consistent returns year after year. Our small towns and rural communities are able to tap into the 56 million international and domestic travelers by using the technical assistance and market intelligence that they receive from the land grant and tribal universities. This in turn helps sustain our country's rural heritage, tradition, and way of life for hundreds of thousands of Americans.

As this is a tourism conference we hope you will take some time to enjoy the surrounding area. You can easily get around the downtown area by walking or taking the people mover. If you drove or rented a car, there is much you can get to within a short drive of the hotel. Stop by the Visit Detroit information station Wednesday morning during registration to get more information on local attractions.

Lastly, please take time to network with other participants at the conference and see what new partnerships you can develop!

Sincerely,

Michelle Walk  
Conference Chair

Miles Phillips  
Chair, National Extension Tourism Team

**Tuesday, August 6th**

4-6 pm Registration—Ballroom Foyer  
6 pm Welcome Reception—Ballroom Foyer

**Wednesday, August 7th**

7-9 am Registration—Ballroom Foyer  
Continental Breakfast—Crystal Ballroom  
9 am Opening Session—Crystal Ballroom  
Conference Welcome, Michelle Walk, Conference Chair  
Welcome to Detroit—Detroit CVB  
MSU Extension—Dave Ivan, Interim Director,  
Greening Michigan Institute  
eXtension Community of Practice—Miles Phillips  
10 am Pure Michigan - George Zimmermann, Vice President for  
Travel Michigan, Michigan Economic Development Corporation  
11:30-12:30 Lunch  
1-2:30 pm Breakout Sessions  
2:30-3:00 pm Break  
3:00-4:30 pm Breakout Sessions  
5:30 pm Reception/Dinner  
Keynote Address - Ted Eubanks, Fermata, Inc.

**Thursday, August 8th**

8 am Breakfast  
General Announcements, Instructions for Tours  
9-10:30 am Breakout Sessions  
10:30-10:45am Break  
10:45-12:15 Breakout Sessions  
12:15 Box lunch and prepare for tours  
12:45-5 pm Off-site field trips (see page 16 for descriptions)  
6 pm Dinner on your own

**Friday, August 9th**

8 am Breakfast  
Overview of what it means to be part of an eXtension Community of Practice  
Dr. Craig Wood , Associate Director, eXtension Initiative  
9 am Sea Grant Coastal Tourism Initiatives and Partnership Opportunities  
Jim Falk, Associate Director, Delaware Sea Grant College Program  
10-10:20 Break  
10:20 Growing the Extension Tourism Impact: Utilizing the eXtension Community of  
Practice (CoP) - An interactive session for sharing ideas on funding, partner  
ships and programs as we learn how we can best work as a Tourism CoP  
and grow our organization and its impact.  
11:45 Final announcements  
Announcement of 2015 conference

Conference adjourns at the end of the morning session

# Breakout Sessions

Wednesday  
1:00 - 2:30

Rm	Session Topic	Presenter(s)
1	<p><b>Rural Tourism Development / Tourism in Resilient Committees , part 1</b> <b>Best Practices in Rural Tourism Development</b></p> <p>Fostering Innovation in Rural Tourism through Good Governance and Engaged Entrepreneurs</p> <p>Lessons from Successful Rural Heritage Tourism Programs</p> <p>Economic Impact of Tourism in Rural Van Wert County, Ohio</p>	<p>Marion Joppe and Kimberly Thomas <i>University of Guelph, Ontario, Canada</i></p> <p>Ed Brooker <i>Sheridan College, Canada</i></p> <p>Jonathon Day <i>Purdue University, Indiana</i></p> <p>Sangchoul Yi</p> <p>Nancy Bowen-Ellzey <i>Ohio State University Extension</i></p>
2	<p><b>Nature-Based Tourism: Ecotourism, Wildlife Enterprises, Adventure Tourism, and Coastal Tourism, part 1</b> <b>Planning for Nature Based Tourism</b></p> <p>New Partnerships Lead to Expansion of Nature-based Tourism in the Louisiana Delta</p> <p>Ecotourism: Alternative to Rescue the Natural and Cultural Heritage of The Royal Botanical Expedition of Eighteenth Century in Colombia</p> <p>Natural Resource Enterprise Opportunities for Private Landowners</p>	<p>Dora Ann Hatch <i>Louisiana State University Cooperative Extension Service</i></p> <p>Jeffer Darío Buitrago Betancourt <i>Bogota, Colombia</i></p> <p>Marina D'Abreau Denny and Daryl Jones <i>Mississippi State University</i></p>
3	<p><b>Heritage and Cultural Tourism, part 1</b></p> <p>The Bear River Heritage Area—A Study of Heritage Visitors</p> <p>The Bear River Heritage Area—A Study of Heritage Businesses and Artisans</p> <p>Utilizing Shipwrecks, Coastal Tourism and Maritime Heritage as an Economic Development and Water Resource Education and Outreach Tool</p>	<p>Steven Burr and Tyler A. Baird <i>Utah State University Extension</i></p> <p>Kevin W. Bennett and Steven Burr <i>Utah State University Extension</i></p> <p>Joseph Lucente <i>Ohio State University Extension/Ohio Sea Grant College Program</i></p>
4	<p><b>Agritourism: Local Foods, Farmers Markets, Culinary Tourism, part 1</b></p> <p>Trends in Wine Tourism in the US</p>	<p>Don Holecek and Dan McCole <i>Michigan State University</i></p> <p>Brigid Tuck <i>University of Minnesota Extension</i></p>

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Rm	Session Topic	Presenter(s)
1	<p><b>Economic, Environmental, and Social Impacts of Tourism and Recreation, part 1</b> <i>Economic Impacts of Tourism</i></p> <p>The Economic Value of the Lake Erie Charter Sport Fishing Industry in Ohio</p> <p>Economic and Socio-cultural Impacts of Nature Tourism in the Lower Rio Grande Valley of Texas</p> <p>Small Business Success in the Big World of Tourism in Detroit</p>	<p>Joseph Lucente <i>Ohio State University Extension/Ohio Sea Grant College Program</i></p> <p>Jingxian Jiang and Kyle M. Woosnam <i>Texas A&amp;M University</i> Rebekka M. Dudensing <i>Texas A&amp;M University Agricultural Economics and AgriLife Extension</i></p> <p>Anita Twardesky <i>Riverside Kayak Connection, Michigan</i></p>
2	<p><b>Nature-Based Tourism: Ecotourism, Wildlife Enterprises, Adventure Tourism and Coastal Tourism, part 2</b> <i>Rivers &amp; Lakes</i></p> <p>Throwing Sand: The Silver Lake Story</p> <p>Placemaking H2O: Maximizing Waterways for Community Development</p>	<p>Charles Nelson <i>Michigan State University Extension</i></p> <p>Nina Ignaczak, <i>Clinton River Watershed Council, Michigan</i> Elizabeth Riggs <i>Huron River Watershed Council, Michigan</i></p>
3	<p><b>Community and Regional Planning and Development</b></p> <p>Multifunctionality and the Changing American Landscape: Implications for Destination Design and Stewardship</p> <p>Tourism: Anchor, Entrée or Cogwheel for Comprehensive Community Development?</p> <p>Successful Extension Partnerships in the Age of Metrics</p>	<p>Todd Comen <i>Johnson State College, Vermont</i></p> <p>Gail Vander Stoep and Richard Paulsen <i>Michigan State University</i></p> <p>Dan McCole <i>Michigan State University</i> Jon Noyes <i>Oakland County (Michigan) Parks &amp; Rec.</i></p>
4	<p><b>Heritage and Cultural Tourism, part 2</b></p> <p>Programs and Resources for Heritage Tourism</p>	<p>Larry Dickerson <i>University of Missouri Extension</i> Edgar Blatchford <i>University of Alaska</i> Julie Avery <i>Michigan State University</i></p>

Thursday  
9:00 – 10:30

Rm	Session Topic	Presenter(s)
1	<p><b>Rural Tourism Development / Tourism in Resilient Communities, part 2 Sustainable Rural Tourism Development</b></p> <p>Sustainable Tourism Development through Regional Collaboration: North Carolina's Roanoke River Valley Region</p> <p>The Role of Tourism in the Resilient Communities: Case Study from Jordan</p> <p>Building a Brand for Rural Tourism in Bibb County, Alabama</p>	<p>Paige P. Schneider <i>East Carolina University, North Carolina</i></p> <p>Alison Murray <i>Penn State University, Pennsylvania</i></p> <p>Ismaiel Abuamoud <i>Hashemite University, Zarka, Jordan</i></p> <p>Matthew Hartzell <i>Alabama Cooperative Extension System</i></p>
2	<p><b>Nature-Based Tourism: Ecotourism, Wildlife Enterprises, Adventure Tourism and Coastal Tourism, part 3</b></p> <p>Metro Detroit Coastal Tourism: Michigan Sea Grant's Role in Nature-based Tourism in the Heart of the Industrial Revolution</p> <p>Discover Northeast Michigan: A Collaborative Approach In Supporting Sustainable Coastal Tourism Development</p>	<p>Mary Bohling <i>Michigan Sea Grant</i></p> <p>Brandon Schroeder, <i>Michigan Sea Grant Extension</i></p> <p>Denise Cline <i>Northeast Michigan Council of Governments</i></p> <p>Laura Johnson <i>Prescott College, Arizona</i></p>
3	<p><b>Tourism Education, Training, and Certification Programs</b></p> <p>Brevard County, Florida Ecotourism Boating Program</p> <p>Developing a Degree Program in Agritourism: Lessons Learned from Year 1</p>	<p>Holly Abeels <i>University of Florida Institute of Food and Agricultural Sciences Extension</i></p> <p>Stacy Tomas <i>Tennessee Tech University</i></p>
4	<p><b>Economic, Environmental, and Social Impacts of Tourism and Recreation, part 2</b></p> <p>Tourism as a Positive Force in Public Process/ Natural Resources Education</p>	<p>Anthony Nakazawa <i>University of Alaska Fairbanks Cooperative Extension</i></p> <p>S. Yamato <i>Kinki University, Japan</i></p> <p>H. Matsuura <i>Taisei Gakuin University, Japan</i></p> <p>C. Brooks, E. Blatchford &amp; A. Nakazawa <i>University of Alaska</i></p> <p>Larry Dickerson <i>University of Missouri Extension</i></p>

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# *Breakout Sessions*

Thursday  
11:00 - 12:15

Rm	Session Topic	Presenter(s)
1	<p><b>Economic, Environmental, and Social Impacts of Tourism and Recreation, part 3</b></p> <p>Examining the Implementation of Environmentally Sustainable Practices in the Utah Ski Industry: A Qualitative Study</p> <p>Why a Chamber of Commerce and Tourism?</p>	<p>Steven Burr <i>Utah State University Extension</i></p> <p>Sandy Mull &amp; Anita M. Twardesky <i>Southern Wayne County (Michigan) Regional Chamber of Commerce</i></p>
2	<p><b>Tourism Research, Evaluation, Marketing &amp; Promotion</b></p> <p>"The Corn Maze of Development": An Assessment of Tourism Extension Needs in North Carolina</p> <p>Why Inappropriate Tourist Behaviors Are Often Observed Among Chinese Travelers</p> <p>Nature Tourism Business Needs Assessments</p>	<p>Jennifer Iyengar <i>North Carolina State University</i></p> <p>Erin Seekamp Carla Barbieri Duarte Morais</p> <p>Chia-lun Tan <i>Beijing Tourism College (China) and Bowling Green State University,</i></p> <p>Miles Phillips <i>Texas A&amp;M AgriLife Extension</i></p>
3	<p><b>Agritourism: Local Foods, Farmers Markets, Culinary Tourism, part 2</b></p> <p>Beginning Ventures in Culinary Tourism: A Taste of The Farm Event</p> <p>Arts and Eats Rural Back Roads Tour</p>	<p>Melinda Morgan-Stowell <i>University of Florida IFAS Extension</i></p> <p>Ginger Hentz <i>Michigan State University Extension</i></p>
4	<p><b>Tourism Planning</b></p> <p>Michigan Tourism Strategic Plan 2012-2017</p>	<p>Sarah Nicholls <i>Michigan State University</i></p>

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**Room 1—Fort Drummond**

**Room 2—Fort Lernoult**

**Room 3—Fort Brady**

**Room 4—Fort Wilkins**

## General Session Speakers



**George Zimmermann**  
**Vice President for Travel Michigan**  
**Michigan Economic Development Corporation (MEDC)**  
[www.michigan.org](http://www.michigan.org)

George Zimmermann became the Vice President for Travel Michigan at the MEDC in October 2001. Under his leadership, Travel Michigan created and launched the award-winning *Pure Michigan* campaign in 2006, which *Forbes* ranked as one of the top ten tourism promotion campaigns worldwide. Initially a regional campaign, *Pure Michigan* became Michigan's first significant national advertising campaign starting in 2009.

In 2011, George was named "State Tourism Director of the Year" by the National Council of State Tourism Directors; he is the only person to receive this recognition twice. Prior to joining Travel Michigan, George served as Ohio's Tourism Director, where he was named "State Tourism Director of the Year" in 1997.

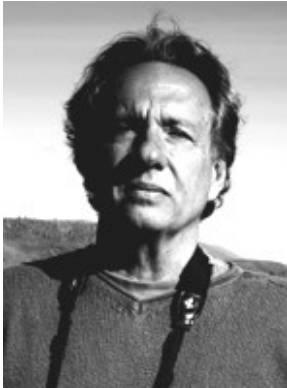
Before his work in tourism, George spent more than a decade in all phases of broadcasting in Texas, California, and Ohio, including serving as the Statehouse Bureau Chief for the Ohio Public Radio/Public Television Statehouse Bureau in Columbus. He is the author of three travel-related books and a graduate of the University of Texas at Austin.

**Jim Falk**  
**Associate Director and Marine Advisory Service Director**  
**Delaware Sea Grant College Program**  
[www.seagrants.noaa.gov](http://www.seagrants.noaa.gov)



Jim Falk received a Master's degree from Texas A&M University in Recreation and Resources development in 1978. He served as a Marine Recreation and Tourism Specialist with the University of Delaware Sea Grant Marine Advisory Service (MAS) Program for 21 years. In February 1999, Jim was appointed Director of the MAS Program and in 2009 he assumed additional duties as Associate Director of Delaware Sea Grant. In his capacity as the Recreation and Tourism Specialist, he conducted numerous applied research projects directed at understanding people's attitudes, behaviors, and opinions about outdoor recreation, tourism, and natural resource issues. In 2010, he co-led a national project to renew Sea Grant's leadership role in sustainable coastal tourism. Jim was a main author of a 2012 policy white paper, *Sustainable Coastal Tourism: Renewing Sea Grant's Role*, which outlines specific challenges and opportunities for Sea Grant to consider. He has led workshops and training sessions for Sea Grant colleagues nationally on sustainable coastal tourism and shared his coastal tourism experiences as an invited speaker at the 2010 Korea-U.S. Sea Grant International Workshop in Jeju, Korea. Jim served as the National Sea Grant Extension liaison to the USDA Extension Service's Communities in Economic Transition: Tourism Design Team in 1994 and the National Outdoor Recreation Research and Education Steering Committee, CSREES in 2007.





**Ted Lee Eubanks**  
**Founder and President**  
**Fermata, Inc.**

Fermata began by conceptualizing and developing the first birding trail in the world—the Great Texas Birding Trail. We had a simple aspiration to connect people to special places to experience nature through birds. Working with Texas Parks and Wildlife, the Texas birding trails eventually stretched to cover the state (as well as being broadened to include all wildlife). From the initial viewing trail projects we expanded into physical trails, scenic byways, and heritage areas. A number of these projects connect people not to just nature but to the

historical and cultural heritage of a place.

Since the elements that comprise “place” are complex and diverse, Fermata continues to explore different ways of understanding and expressing the importance of place. In recent years we have focused on using new technologies for our work, including social media. From the design and installation of interpretive signs, trail guides, SmartTrails, audio guides, and websites, to aiding communities, agencies, and countries in understanding the value of their special places, our work remains riveted on a simple path—connect.

President Theodore Roosevelt admonished his fellow citizens to do what you can, with what you have, where you are. We have taken his words to heart. We work with inherited resources, and aid communities, agencies, individuals, and countries in taking advantage, sustainably, of what they already have in place. Our work can be distilled into two words—people, places. In a world rapidly being reduced to an homogenous goo, we strive to reveal the special qualities (nature, culture, history) of each place we work.

**Craig Wood, Ph.D.**  
**Associate Director**  
**eXtension Initiative**

Dr. Craig Wood is the Associate Director of the eXtension Initiative. He also serves as Coordinator of Distance Learning for the University of Kentucky College of Agriculture. Prior to coordinating the Distance Learning programs in the College of Agriculture, he was the Extension Horse Specialist at the University. In that role, he was in charge all adult and youth equine programming within the state, taught undergraduate equine courses and managed the teaching/research facility. He received the Outstanding Young Extension Specialist award in 1989 and the M.D. Whitaker Excellence in Extension award in 1993. In 1995, Dr. Wood was awarded the Young Animal Scientist Award – Education, by the Southern Section of the American Society of Animal Science. His course, “The Art and Science of Equine Production” was awarded the “Best Distance Learning Program in Higher Education in 1993” by Telecon Magazine and the United States Distance Learning Association.

Dr. Wood continues to be actively involved in undergraduate instruction as Coordinator of Distance Learning for the College of Agriculture by teaching courses via satellite and by developing and delivering web-based educational material for post-secondary as well as K-12 students. Dr. Wood assists faculty in the College of Agriculture at the University of Kentucky in developing and delivering extension and instructional material through the use of various medium and technologies. In addition to his professional duties, he is actively involved in breeding Thoroughbred, Quarter Horses, Paint Horses and Fox Hunters.



# *Session Descriptions*

Wednesday 1:00–2:30

## **The Bear River Heritage Area—A Study of Heritage Visitors**

Steven Burr and Tyler A. Baird, Utah State University Extension

## **The Bear River Heritage Area—A Study of Heritage Businesses and Artisans**

Kevin W. Bennett and Steven Burr, Utah State University Extension

Heritage tourism meets the desires of tourists to experience places and activities that authentically represent the stories and people of the past and present, which, in turn, generates significant economic benefits and opportunities for local businesses. Burr, Baird and Bennett will present findings from a study of visitors, businesses and artisans in the Bear River Heritage Area in Utah.

## **Economic Impact of Tourism in Rural Van Wert County, Ohio**

Nancy Bowen-Ellzey, Ohio State University Extension

Recognizing that tourism development can play a significant role in growing and sustaining the local economy, leaders in Van Wert County, Ohio have taken aggressive steps over the past decade to grow events and venues that attract tourism dollars to a place without mountains, lakes or amusement parks. This presentation will share their strategies and successes.

## **Ecotourism: Alternative to Rescue the Natural and Cultural Heritage of The Royal Botanical Expedition of Eighteenth Century in Colombia**

Jeffer Darío Buitrago Betancourt, Bogota, Colombia

The José Celestino Mutis Forest Reserve in Colombia was established as a result of the Royal Botanical Expeditions in Latin America which took place in the 18<sup>th</sup> century. Despite having been declared a protected area in 1960, the Reserve suffers from severe environmental degradation due to deforestation, soil erosion, water pollution, live-stock and agriculture. Still, this protected area has great tourism potential and for this reason, the National University of Colombia implemented a management strategy to support recovery and ecotourism for this natural and cultural heritage.

## **Fostering Innovation in Rural Tourism through Good Governance and Engaged Entrepreneurs**

Marion Joppe and Kimberly Thomas, University of Guelph, Ontario, Canada

Ed Brooker, Sheridan College, Canada

Good governance, combined with galvanized human resources, is critical to successful rural tourism and innovation. A common difficulty of governance is making it work in a synergistic way from the national to the local levels. Tourism entrepreneurs may be willing to participate in destination governance but this is rarely achieved in rural areas where almost all businesses are micro and small enterprises. The presenters investigated the barriers to innovative rural tourism development in Ontario, Canada and suggest ways in which these barriers may be overcome.

## **Lessons from Successful Rural Heritage Tourism Programs**

Jonathon Day, Purdue University, Indiana

Sangchoul Yi

The development of successful heritage tourism programs is a critical tool for econom-

ic and social development in many rural communities. These programs are dependent on cooperation, collaboration and lasting relationships within the destination community. This presentation will report the findings of a set of case studies currently being undertaken examining successful Rural Heritage programs throughout the North Central Region of the United States.

### **Natural Resource Enterprise Opportunities for Private Landowners**

Marina D'Abreau Denny and Daryl Jones, Mississippi State University  
The Natural Resource Enterprises (NRE) Program was established to educate non-industrial private landowners and community leaders in the Southeast about sustainable natural resource enterprises and compatible habitat management practices. The primary objectives are for landowners to learn about and implement conservation practices on their lands and establish new NRE business start-ups and revenue generation due to participation in NRE programming. Presenters will discuss outreach methods and participant outcomes.

### **New Partnerships Lead to Expansion of Nature-based Tourism in the Louisiana Delta**

Dora Ann Hatch, Louisiana State University Cooperative Extension Service  
The Louisiana Delta is defined by acres of row crop agriculture, miles of waterways and untapped potential for nature-based tourism. To foster growth in outdoor recreational activities, the Louisiana State University AgCenter received grant funding to develop privately owned agricultural lands and state and federal owned lands that are part of refuges, wildlife management areas and state parks. An advisory committee representing multiple key stakeholders guides the process. Hatch will discuss their creation of paddling trails, promotional materials, educational workshops, partnerships, and the impact of these award-winning initiatives on tourism in the area.

### **Trends in Wine Tourism in the United States**

Don Holecek and Dan McCole, Michigan State University  
Brigid Tuck, University of Minnesota Extension  
Panelists will share survey results of visitors to wine-tasting rooms in Michigan, wine makers in 13 states and tourism providers; specifically, what they are learning about these new wines (e.g., brand awareness, economic importance and impacts) and more broadly what they are learning about consumers, tasting room operations, and collaboration among wineries and other tourism dependent organizations.

### **Utilizing Shipwrecks, Coastal Tourism and Maritime Heritage as an Economic Development and Water Resource Education and Outreach Tool**

Joseph Lucente, Ohio State University Extension/Ohio Sea Grant  
College Program  
More than 1,700 shipwrecks lie at the bottom of Lake Erie. Ohio Sea Grant created a comprehensive website and promotional guide to help residents and visitors locate and learn about the many historical, cultural and recreational shipwrecks in Ohio's Lake Erie waters, and to promote coastal tourism and business development. Both products will not only serve to promote Lake Erie tourism, but will also be valuable assets in the conservation and protection of important shipwreck sites.

## *Session Descriptions, continued*

Wednesday 3:00–4:30

### **Economic and Socio-cultural Impacts of Nature Tourism in the Lower Rio Grande Valley of Texas**

Jingxian Jiang and Kyle M. Woosnam, Texas A&M University  
Rebekka M. Dudensing, Texas A&M University Agricultural Economics and AgriLife Extension

In 2010, Texas A&M University and Texas AgriLife Extension Service were asked to evaluate the economic impact of nature tourism on the Lower Rio Grande Valley and to evaluate how visitors to the area perceived safety in the area—an area perceived by much of the media as unsafe. Presenters will share research findings and how they will be used to promote future tourism and outline future studies surrounding the impact of nature tourism in the Valley.

### **The Economic Value of the Lake Erie Charter Sport Fishing Industry in Ohio**

Joseph Lucente, Ohio State University Extension/Ohio Sea Grant College Program

Lake Erie charter fishing offers access to a high-quality, fun, safe, and productive angling opportunity on a large freshwater sea to many ordinarily shore-bound and small-boat anglers. Lucente will discuss a 2010 comprehensive business survey of Ohio charter captains. He will also highlight seven critical issues confronting Lake Erie and explore how Extension plays a significant role in this vital tourism industry through research, outreach and education.

### **Multifunctionality and the Changing American Landscape: Implications for Destination Design and Stewardship**

Todd Comen, Johnson State College, Vermont

Multifunctionality is a structural adjustment mechanism that provides monetary incentives directly to rural land owners to encourage sustainable agriculture, conserve biodiversity, and preserve and restore rural traditions. Comen's research explores how an area in Burlington, Vermont was transformed from neglect and degradation to a vibrant, multifaceted landscape reflecting trends in re-localization of food, conservation of working landscapes, and intentional design of cultural gathering places. Implications of this research are many, particularly in tourism destination design and stewardship, urban renewal, and multiple-use land management .

### **Placemaking H2O: Maximizing Waterways for Community Development**

Nina Ignaczak, Watershed Planner, Clinton River Watershed Council, Michigan  
Elizabeth Riggs, Deputy Director, Huron River Watershed Council, Michigan  
Michigan communities today are challenged to define their unique sense of place. Learn how two innovative projects - Huron River Watershed Council's "RiverUp!" and the Clinton River Watershed Council's "WaterTowns" - are working to assist communities to maximize waterways as signature community assets to attract residents, visitors and businesses.



## **Programs and Resources for Heritage Tourism**

Larry Dickerson, University of Missouri Extension, Missouri  
Edgar Blatchford, University of Alaska  
Julie Avery, Michigan State University

Panelists will discuss regional programs and resources created through the Heritage Tourism Initiative, a grant funded effort by the North Central Regional Center for Rural Development to develop heritage tourism resources. This will include an overview of curriculum modules developed, a review of webinar sessions conducted on each module, and a tour of the web site created for educational resources and materials. Approaches were developed with cross community and regional collaboration among rural, remote, and small communities to share resources and network together. The panel will share what was learned through the implementation of each of the projects, how they plan to build on what was learned, and what future activities and research is planned.

## **Small Business Success in the Big World of Tourism in Detroit**

Anita Twardesky, Riverside Kayak Connection, Michigan

Riverside Kayak Connection is a small business along the Detroit River that is seeing phenomenal growth. The owners have taken a small retail shop and developed a multi-faceted organization that includes tourism, retail and philanthropy. Such programs as “Paddle for a Purpose” and the Port Austin Kayak Symposium will be highlighted.

## **Successful Extension Partnerships in the Age of Metrics**

Dan McCole, Michigan State University  
Jon Noyes, Oakland County (Michigan) Parks and Recreation

The increased scrutiny on the size of government and public sector spending has put pressure on government agencies that develop tourism attractions and initiatives. Consequently there has been a rise in the use of metrics and dashboards throughout government programs, pressuring agencies to seek out research to support decision-making. This presentation describes a successful partnership between Oakland County Parks and Recreation and Michigan State University.

## **Throwing Sand: The Silver Lake Story**

Charles Nelson, Michigan State University Extension

Michigan's Silver Lake State Park and the nearby community of Silver Lake are a sustainable tourism success story. Learn how a premiere state park, community interests and tourism entrepreneurs developed a lasting partnership around off-road vehicles stretching back to the Depression and how your state can benefit from this trend and integrate this growing recreational activity into its tourism portfolio. Further, learn how to extend knowledge about tourism success stories through the medium of public television.

## **Tourism: Anchor, Entrée or Cogwheel for Comprehensive Community Development?**

Gail Vander Stoep, Michigan State University  
Richard Paulse

A case study of the “World Park” concept in Pohnpei in the Federated States of Micronesia to create a globally unique tourism brand and serve as an organizing concept for

## *Session Descriptions, continued*

cross-sector sustainable development. Tourism serves as the focal point for state-level economic development by creating the “World Park,” both a place (all lands/waters) and a conceptual framework designed to celebrate Pohnpei’s rich culture, diverse natural environment, commitment to sustainable practices, and public engagement in planning and implementation.

**Thursday 9:00–10:30**

### **Brevard County, FL Ecotourism Boating Program**

Holly Abeels, University of Florida Institute of Food and Agricultural Sciences Extension

With the economic downturn and price of fuel and other costs associated with boat charters increasing, fishing charter captains in Brevard County were looking into other avenues of increasing business. Ecotourism is a growing business around the world and is one way that fishing charter captains can use their knowledge of local waterways to market charters to varying clientele that they may not normally get with only offering fishing charters. The University of Florida/IFAS Brevard County Extension Office partnered with the Space Coast Office of Tourism and Florida Sea Grant to develop an ecotourism program for local boat captains that will promote economic development in Brevard County.

### **Building a Brand for Rural Tourism in Bibb County, Alabama**

Matthew Hartzell, Alabama Cooperative Extension System

What started as a project to create a first-ever tourism brochure has turned into an vision-oriented branding campaign. The campaign’s objectives are to increase visitors, build awareness of specific attractions, foster cooperation among county residents, create a brand that identifies ‘the Bibb County experience’, and develop items known as ‘touchpoints’ (street banners, outdoor murals and souvenir items) that will allow county residents to actively create the ‘experience’ and present a consistent theme across the county.

### **Developing a Degree Program in Agritourism—Lessons Learned from Year 1**

Stacy Tomas, Tennessee Tech University

Agritourism is gaining popularity among tourists and farmers alike. Many farmers are turning to agritourism as an entrepreneurial response to generate additional revenues. In doing so, these farmers are seeking educational resources to assist them in making wise business decisions. The purpose of this presentation is to discuss the process being used to develop an agritourism curriculum and degree program at a university in the Southeast US.

### **Discover Northeast Michigan: A Collaborative Approach in Supporting Sustainable Coastal Tourism Development**

Brandon Schroeder, Michigan Sea Grant Extension

Denise Cline, Northeast Michigan Council of Governments

Laura Johnson, Prescott College, Arizona

The Michigan Sea Grant presents a collaborative approach to coastal tourism development to help stakeholders advance Northeast Michigan’s tourism industry while still protecting cultural and natural resources. Supporting coastal tourism through integrat-

ed research investments, Michigan Sea Grant recently completed a regional northeast Michigan research and planning effort collaboratively involving research and resource stewardship, community development and coastal tourism partners to gather input from residents to better understand the region's needs, natural assets, and coastal tourism opportunities. Results from these regional assessments and research will be discussed.

### **Metro Detroit Coastal Tourism: Michigan Sea Grant's Role in Nature-based Tourism in the Heart of the Industrial Revolution**

Mary Bohling, Michigan Sea Grant

For over a decade, Michigan Sea Grant has been working with local units of government, non-profit organizations, industrial property owners and the federal government to restore coastal habitats, increase public access to the waters and elevate awareness of nature-based tourism opportunities. This session will use examples of successful partnerships to focus on the lessons learned and provide tips for creating similar collaborative sustainable coastal tourism programs.

### **The Role of Tourism in the Resilient Communities: Case Study from Jordan**

Ismail Abuamoud, Hashemite University, Zarka, Jordan

Primary data were collected through surveys administered to locals working in the tourism sector in Azrak, Jordan to evaluate the economic benefits resulting from tourism industry to improve local's well-being in education, healthcare, housing, and food security. This study aims to evaluate the response of the Azrak community as a "Resilient Community" to better prepare, organize and respond to tourism activities in the area with the goal of developing tourism initiatives that will improve the overall socio-economic level of under-resourced communities in Azrak.

### **Sustainable Tourism Development through Regional Collaboration: North Carolina's Roanoke River Valley Region**

Paige P. Schneider, East Carolina University, North Carolina

Alison Murray, Penn State University, Pennsylvania

Mayors in towns along the Roanoke River came together to seek ways to assist their communities in creating a better economy for the people and to help ensure a healthy future for the river. To gain an understanding of how a region can work together to develop sustainable community-based tourism as an alternative means of diversifying the rural economy, a study was conducted to examine the varying needs of the different communities, place attachment among the communities, and how sustainable tourism could be effectively developed.

### **Tourism as a Positive Force in Public Process/ Natural Resources Education**

Anthony Nakazawa, University of Alaska Fairbanks Cooperative Extension

S. Yamato, Kinki University, Japan

H. Matsuura, Taisei Gakuin University, Japan

A. Nakazawa, E. Blatchford and C. Brooks, University of Alaska

Larry Dickerson, University of Missouri Extension

The focus of this panel discussion will be on the varied applications involved with the tourism development process in Japan and Alaska as a means of mitigating negative impacts associated with environmental pollution in the respective locations of Teshima Island and Minamate; and potential negative impacts associated with Alaska's Pebble

## *Session Descriptions, continued*

Mine development and exploration/development activities associated with or related to recent and continuing experiences with the Arctic National Wildlife Refuge.

**Thursday 11:00–12:15**

### **Arts and Eats Rural Back Roads Tour**

Ginger Hentz

This presentation highlights a collaborative project that originated from educational activities of Michigan State University Extension for an annual free rural back roads art, food, and farm tour in southwest Michigan the third weekend in October. Goals for the project: 1) Raise awareness and appreciation of rural assets and landscapes; 2) Educate people and institutions about the benefits of buying locally grown foods; 3) Connect restaurants and farmers for local food purchase; 4) Support artists as cultural entrepreneurs; 5) Generate positive economic impact for rural entrepreneurs and communities.

### **Beginning Ventures in Culinary Tourism: A Taste of The Farm Event**

Melinda Morgan-Stowell

The “A Taste of the Farm” culinary event was created by a multi-faceted team consisting of local farmers and producers, restaurateurs, farm market managers, and professionals in community development, nutrition, and the nursery industry. The first objective of this event was to provide the community with a relaxed social event showcasing local chefs and local, seasonal produce. The second objective was to increase consumer awareness and perceived value of these products and services leading to greater consumption and increased benefits to the local economy.

### **"The Corn Maze of Development": An Assessment of Tourism Extension Needs in North Carolina**

Jennifer Iyengar, North Carolina State University

Erin Seekamp, Carla Barbieri, and Duarte Morais

Tourism Extension at NC State University, established in 1998, has recently had a complete turnover in extension specialists. To best develop impactful programs for county agents and local stakeholders, an evaluation of current and desired programming and outreach materials was deemed necessary. This paper presents the results from a two-stage Tourism Extension needs assessment. Specific objectives were to: (a) evaluate successful aspects of current programming and program formats, (b) document program implementation barriers, (c) identify and prioritize new program topics, and (d) assess preferred training and information dissemination methods.

### **Examining the Implementation of Environmentally Sustainable Practices in the Utah Ski Industry: A Qualitative Study**

Steven Burr, Utah State University Extension

Implementing environmentally sustainable practices at ski resort areas has become an issue of increasing attention, related to a growing emphasis on “greening” tourism and outdoor recreation. This qualitative research study was designed to examine the current level of implementation of environmentally sustainable practices at Utah’s ski resort areas, specifically 1) the current level of awareness, knowledge of, and implementation of



such practices, and 2) future plans for implementation, including motivations for such actions.

### **Michigan Tourism Strategic Plan 2012-2017**

Sarah Nicholls

This presentation highlights the Michigan tourism industry's collective vision, the eight plan goals and objectives. Some details regarding development of the 2012-2017 Michigan Tourism Strategic Plan and a set of suggested strategies that might be implemented will also be shared.

### **Nature Tourism Business Needs Assessments**

Miles Phillips

This report presents the results of a survey of Texas nature tourism businesses and organizations. The survey was conducted to obtain operators' opinions on their business and organizational needs and will help the Texas A&M AgriLife Extension Service – Nature Tourism Program meet the needs of operators through education and training.

### **Why a Chamber of Commerce and Tourism?**

Sandy Mull and Anita M. Twardesky, Southern Wayne County (Michigan) Regional Chamber of Commerce

Most Chambers of Commerce focus their work on the betterment of the business communities in which they serve. The Southern Wayne County Regional Chamber (SWCRC) has taken a different approach to promoting businesses and the region. SWCRC has embarked on a branding campaign and tourism initiative. Learn why the SWCRC is focusing on tourism and the steps being taken to begin a placemaking and branding effort that spreads over 21 communities.

### **Why Inappropriate Tourist Behaviors Are Often Observed Among Chinese Travelers**

Chia-lun Tan, Beijing (China) Tourism College and Bowling Green State University

This case study investigates the inappropriate tourist behaviors among Chinese travelers through a detailed analysis of three selected cases and tries to explain the reasons behind these scenes that are described as inappropriate to a destination's social norm or unrespectable to the local culture. The study concludes that self-centeredness in public space, lack of awareness of local customs and norms, and ignorance of the rules established by tourist destinations are the main problems among the visitors from mainland China.



## *Off-Site Field Trips*

*Thursday, August 8th, 12:45-5 pm*

### **Food and Farms**

Every Saturday, as many as 40,000 people flock to Detroit Eastern Market to enjoy one of the most authentic urban adventures in the United States. The market and the adjacent district are rare finds in a global economy – a local food district with more than 250 independent vendors and merchants processing, wholesaling, and retailing food. At the heart of Eastern Market is a six-block public market that has been feeding Detroit since 1891. We will also visit Earthworks Urban Farm at the Capuchin Soup Kitchen. Earthworks Urban Farm seeks to build a just, beautiful food system through education, inspiration, and community development while restoring our connection to the environment and community. It is a working study in social justice and in knowing the origin of the food we eat.

### **Paddle the D**

This tour begins with a bus trip to Belle Isle and a stop at the Nature Zoo to hear about the restoration of the Detroit River. It will be followed by of a 1½ hour guided kayaking tour of the city. Kayakers will explore the international waters of the Detroit River around Belle Isle where you can view the skylines of Detroit, Michigan and Windsor, Ontario.

### **Sea Grant Discovery Cruise**

On the bus ride to the launching point for this program, learn about the river rehabilitation projects Sea Grant has been involved in along this national wildlife refuge. Then experience first-hand one of Michigan Sea Grant's Summer Discovery Cruises, "Wind, Waves & Weather." NOAA National Weather Service meteorologists will explain the "why?" behind the wind, waves and weather around us. Learn how to be safe the next time weather threatens, what some of the old sailor sayings like "red sky at night, sailor's delight" really mean, why we don't have hurricanes in the Great Lakes, what kind of wave a "seiche" is, and much more! We ship out rain or shine!

### **Hometown History Tour**

The Hometown History narrated bus tour will take you to unique places that showcase Detroit's 300+ year history, including the first Europeans, Underground Railroad, birth of the Motor City, and Prohibition. This tour also includes a stop at Hitsville U.S.A. where participants will take a walking tour of the Motown Museum and see the home where Berry Gordy, Jr. lived and where the Motown sound was born and flourished.

## *Evaluation*

*Following the conference please complete the evaluation on-line at*  
[www.surveymonkey.com/s/2013NET\\_Evaluation](http://www.surveymonkey.com/s/2013NET_Evaluation)

## *Sponsors*

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