

NET 2009



THE TOURISM CONNECTION:
Sustaining People, Places, and Communities
Park City, Utah
June 14-17, 2009

PROGRAM AGENDA

Sunday, June 14, 2009

1:00-4:00 p.m.
3:00-5:30 p.m.
5:00-8:00 p.m.

Pre-Conference Workshop—Applications of GPS to Support Tourism Planning (EBR)
Conference Registration Open
Opening Welcome Reception and Poster/Exhibit Session

Monday, June 15

7:30-8:30 a.m.
7:30-8:30 a.m.
8:30-9:00 a.m.
9:00-10:00 a.m.
10:00-10:30 a.m.
10:30-12:00 noon

Conference Registration Open

Breakfast

Welcome!

Keynote Speaker I—Dr. Kelly Bricker (SU)

Break

Concurrent Sessions 1

- Case Studies, Research and Resources in Agritourism (EBR)
- Building Sustainable Tourism Development—Strategies and Green Practices (MV)
- Cultural Heritage Tourism Resources Development (I)
- Tourism and Recreation—Participation, Visitor Impacts, and the Visual Environment (K)

Lunch

Concurrent Sessions 2

- WORKSHOP: Tourism Marketing: How a Dramatic Increase in Funding...Life Elevated (A)
- Agritourism, Farmers' Markets, and Innovative Initiatives to Promote Public Learning (EBR)
- Economic Impact of Tourism, Agritourism, and Wildlife Viewing (MV)
- Rural Community Tourism and Hospitality Development (I)
- Sustainable Rural Tourism Development (K)

Break

Concurrent Sessions 3

- Nature Tourism—It's All About Birdwatching! (EBR)
- Regional Tourism Planning and Development (MV)
- Outdoor Recreation—Trails and Outfitters (I)
- Research in Agritourism (K)

Social Reception, Dinner, and Keynote Speaker II—Roger Brooks at Park City Mountain Resort's Legacy Lodge

Noon-1:00 p.m.
1:00-2:30 p.m.

2:30-3:00 p.m.
3:00-4:30 p.m.

5:30-8:30 p.m.

Tuesday, June 16

7:30-8:30 a.m.
7:30-8:30 a.m.
8:30-9:30 a.m.

Conference Registration Open

Breakfast

Concurrent Sessions 4

- WORKSHOP: Extension Programming for the Business of Nature (EBR)
- WORKSHOP: The Twenty Ingredients of an Outstanding Destination (MV)
- WORKSHOP: Roadside Advertising in a Digital Age (I)
- WORKSHOP: The Reinvention Mindset: Creating Opportunities from Adversity (K)
- WORKSHOP: Considering the Needs of Visitors to Scenic Byways and Tourism Routes (A)

Break

Concurrent Sessions 5

- WORKSHOP: Bootstrap Tourism: Developing a Tourism Industry from Scratch (EBR)
- WORKSHOP: The Art of Branding a Community (MV)
- WORKSHOP: Implications of Climate Change for Tourism in North America (I)
- Statewide Tourism Programs-Training, Education, and Marketing (K)

Pick up Box Lunches

Depart for Field Trips

Return from Field Trips

Dinner on Your Own

9:30-10:00 a.m.
10:00-11:30 a.m.

11:30-12:00 noon
12:15 p.m.
5:00-6:00 p.m.

Wednesday, June 17

7:30-8:30 a.m.
7:30-8:30 a.m.
8:30-9:30 a.m.
9:30-10:00 a.m.
10:00-11:30 a.m.

Conference Registration Open

Breakfast

Keynote Speaker III—Dr. Dick Senese (SU)

Break

Concurrent Sessions 6

- Hospitality and Customer Service Training (EBR)
- Tourism and Outdoor Recreation Research-Hosts, Guests, and Providers (MV)
- Rural Tourism Development Initiatives-Alaska, Alberta, and Armenia (I)
- Agritourism—Heritage Festivals, Consumer Acceptance, and Consumer Preferences (K)

Closing General Session (SU)

Lunch (eat in or take to go)

11:30-12:00 noon
12:00-1:00 p.m.

Conference Room Key: EBR = Executive Board Room; SU = Summit; MV = Mountain View; I = Ivers; K = Kearns; A = Alpine.

Sponsors

The National Extension Tourism Design Team and the 2009 NET Conference Planning Committee wish to thank these organizations whose sponsorship made this conference possible.



Institute for Outdoor Recreation and Tourism
Utah State University
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USDA Cooperative State Research, Education, and
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Utah Office of Tourism
Governor's Office of Economic Development
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Recreational Equipment Incorporated
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Iowa State University
<http://www.ag.iastate.edu/centers/rdev/RuralDev.html>



Utah State Parks
Utah Department of Natural Resources
<http://stateparks.utah.gov/stateparks/>



Northeast Regional Center for Rural Development
The Pennsylvania State University
<http://nercrd.psu.edu/>



Destination Development International, Inc.
<http://www.destinationdevelopment.com/home.html>



Southern Rural Development Center
Mississippi State University
<http://srdc.msstate.edu/>

Special Thanks

Special thanks to Don Albrecht, Director of the Western Rural Development Center (WRDC), for providing funds for the development and printing of this 2009 NET Conference Program Agenda, and to Betsy H. Newman, WRDC Publication Specialist, for its design. Thank you!

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National Extension Tourism Design Team

Origin

The National Extension Tourism (NET) Design Team was originally created in 1994, as one of four national Extension focuses under the Communities in Economic Transition Initiative.

Mission

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.

Current Members

Western Region:

Steven Burr, Utah State University; Chair,
National Extension Tourism Design Team

Ellie Rilla, Director-University of California
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North Central Region:

Cynthia Messer, University of Minnesota
Tourism Center

Beverly Stencel, University of Wisconsin
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Julie Stewart, North Central Regional Center for
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Stephan Goetz, Director, Northeast Regional
Center for Rural Development

Don Albrecht, Director, Western Rural
Development Center

Lionel J. (Bo) Beaulieu, Director, Southern
Regional Development Center

Mark Rosemily, Natural Resources Conservation
Service



1:00-4:00 p.m.
Exec. Board Rm

Pre-Conference Workshop

Applications of GPS to Support Tourism Planning

John McGee, Ph.D., Virginia Geospatial Extension Specialist, Blacksburg, Virginia

This introductory workshop will provide a short presentation about GPS, followed by hands-on exercises and demonstrations about how to use a GPS receiver to collect waypoints, tracks, and routes. Workshop participants will collect data with a GPS (waypoints and tracks), and learn how to download and store the data onto a computer. Participants will learn how to synchronize and link images (taken with a digital camera) with corresponding GPS. Hyperlinking pictures with GPS points allows pictures to be viewed interactively in mapping software programs (including GoogleEarth and a GIS). Basic GPS and GIS concepts will be covered. GoogleEarth will be utilized for most of the mapping exercises, but instruction is also provided for linking pictures in ESRI software (ArcGIS). This workshop is useful for people with no prior experience with a GPS, as well as current GPS users interested in honing their skills.

3:00-5:30 p.m.
Lobby

Conference Registration Open

5:00-8:00 p.m.
Summit

Opening Welcome Reception and Poster/Exhibit Session

Sponsored by The Utah Office of Tourism, Governor's Office of Economic Development

5:30-6:30 p.m.
Summit

Welcome to Park City and Utah!

Steve Burr, Chair, 2009 NET Conference

Bill Malone, Executive Director, Park City Chamber of Commerce

Leigh von der Esch, Managing Director, Utah Office of Tourism, Governor's Office of Economic Development

6:30-8:00 p.m.
Summit

Poster and Exhibit Session

SUNDAY - 14 JUNE



1. Enhancing Rural Tourism Through Research and Innovation

Nicole Vaugeois, British Columbia Chair Rural Tourism, Vancouver Island University

The goal of the Tourism Research Innovation Project is to develop strategies to build social capital in tourism development in rural areas in British Columbia among community leaders, tourism entrepreneurs, government agencies, and academic institutions. The objectives are to: 1) Synthesize and mobilize the body of knowledge in tourism development into rural communities by engaging in innovative, field-based activities; 2) Develop an understanding of the realities of rural tourism development by through dialogue with community leaders and tourism entrepreneurs; 3) Enhance capacity in community based tourism development by sharing current knowledge, documenting case studies and developing necessary resources; 4) Develop a cluster of expertise in rural tourism development in British Columbia by linking academic and non-academic partners, reflecting on knowledge gained and publicizing results; and 5) Utilize a rural lens to reshape policy and planning decisions and education programming in tourism development in British Columbia and across the other provinces and territories.

2. Economic Impact of Tourism in the Northeastern Badia of Jordan

Ismaïel Abuamoud, Graduate Student, New Mexico State University

Numerous studies worldwide have proven the importance of tourism on the economy. But no prior study has been found targeting this topic in Jordan. An Input-Output model is currently being used to assess the direct and indirect economic impact of tourism. This study aims to assess the economic impact of the unique historical and cultural/heritage sites inherited in the northeast part of the Badia of Jordan. Jordan is well known as one of the destinations for thousands of tourists from many different countries. Jordan brings together many types of tourist sites: historical architecture, ecological, environmental, cultural, religious, and curative tourism. This study hopes to answer the following question: To what extent can tourism contribute to improving the economic situation of the Northeast Badia dwellers? An Input-Output model will be used, and the available data from public, private and NGOs will also be used to make analyses and recommendations.

3. Recycling a Swine Production Unit into a Natural Resource Education Center—Turning a Sow's Ear into Nature Based Tourism

J. Thomas Chesnutt, Tourism Specialist, Alabama Cooperative Extension System

Sociologist Arthur Raper in his study *Preface to Peasantry* (1936) identified the region from Texas to Virginia known as the black belt as the region with "the richest soil and the poorest people" in the U.S. Little has changed in Alabama's Black Belt in the past 70+ years. This project will transform a moth-balled agricultural experiment station into a productive nature-based tourism facility in this poor region. According to a recent survey by the U.S. Fish & Wildlife Service, the annual economic impact of nature-based recreation in Alabama is \$4.3 billion. The process that has taken place to convert the LCSS from a swine production research facility into a natural resource education center on the 2500 acre site will be highlighted in this poster, as well as Extension's role in the project and the progress to date.

4. Integrating Geospatial Tools to Support Tourism and Economic Development in the Rocky Knob Region, Virginia

John McGee, Virginia Geospatial Extension Specialist, Virginia Tech

Cari Goetcheus, Assistant Professor, Department of Planning and Landscape Architecture, Clemson University

Moonsun Jeong, Research Assistant, Virginia Tech

Jen McKee, Geospatial Applications Developer, Virginia Tech

Blue Ridge Heritage, Inc. and local partners are seeking assistance from faculty at Virginia Tech and Clemson University, to conceptualize a sustainable destination/centerpiece project and tourism strategy in the Rocky Knob area of the Blue Ridge Parkway. In support of this project, geospatial tools (which include Geographic Information Systems [GIS], Global Positioning Systems [GPS], and remote sensing) were implemented to develop regional and community inventories of physical, cultural, and economic landscape characteristics. GIS is also being used to define and assess the zone(s) of influence for the project. A McHargian overlay analysis was employed to help identify common landscape attributes and to target potential tourism themes. In addition, geospatial tools were employed through 'map-based town meetings', in an effort to further engage local stakeholders.

5. Active Park Visits in Minnesota: Leisure Time Physical Activity, Motivations, and Constraints

Sonja Wilhelm Stanis, Assistant Professor, University of Missouri

Ingrid Schneider, Professor and Director, Tourism Center, University of Minnesota

State and national parks are major nature-based tourism destinations, and also offer important locations for leisure time physical activity (LTPA). This study examined use of a Minnesota state park/nature based tourism destination for LTPA as well as assessed motivations for and constraints to LTPA. Data were collected among state park visitors



via onsite and follow-up mail or online questionnaires May through September 2007. The majority of respondents participated in either moderate or vigorous LTPA at the study site during the past 12 months, leaving fewer than 5% who had not participated in either. Respondents were most motivated by enjoying nature, followed by health benefits and social interaction. Of the three constraint categories, interpersonal constraints were respondents' greatest constraint to physical activity at the park, followed by structural and intrapersonal constraints. These results suggest several implications for parks to promote themselves as nature-based health destinations and coordinate with public health agencies.

6. Visitor-Artists/Artisans Interaction and Its Outcome for Events: Exploring Visitors' Revisit Intention and Consumption Behavior at an Art Festival

Ingrid Schneider, Professor and Director, Tourism Center, University of Minnesota

This study explored visitor satisfaction and shopping behavior adopting a consumer-environmental interaction framework from consumer behavior and environmental psychological approach. Specifically explored are the interrelationships between visitors' perceived quality of environment, visitors' interaction with artists/salespersons, visitor's revisit intention, and spending on purchasing products. An on-site questionnaire was administered to the visitors to a multi-day, art festival in the rural Midwestern U.S. A conceptual model was proposed and multiple regression and regression analysis were used for the statistical testing of the proposed model. The results supported that the perceived quality of arts/exhibits and degree of interaction with artists hold significant bearings on shopper's experience evaluation and spending behavior. Theoretical implications and empirical recommendations were further suggested.

7. Marketing Meat Goats in New Jersey

Stephan Komar, County Agricultural Agent, Rutgers Cooperative Extension

R.C. Mickel, County Agent, Rutgers NJAES Cooperative

New Jersey processes and consumes over thirty-six percent of all meat goats slaughtered domestically. However, very few goats are raised in the state. In 2006, an educational program was initiated by Rutgers Cooperative Extension faculty to determine the suitability of raising and marketing meat goats in New Jersey. A partial budgeting analysis was utilized to compare two different production systems. Differences were observed in average daily gain, production costs, and gross-returns with animals produced in a feed lot system performing better than animals maintained in the pasture-based system. Consumer survey results suggest that quality is a determining factor when making purchasing decisions with seventy-one percent of the consumers indicating a preference for USDA certification. Initial results suggest that meat goat production may be a viable option for New Jersey producers. More research is needed to determine optimum feeding program, breed selection and optimum marketing strategies for New Jersey production.

8. Impacts of Economic Sanctions on Tourists' Accommodations and Travel in Iran

Leila Rod-Welch, Doctoral Student, University of Northern Iowa

Even though economic sanctions are an important force that the United States government uses, many scholars and researchers doubt the effectiveness of these sanctions. The main purpose of economic sanctions is to force the target governments into a particular avenue of response. However, the reality is economic sanctions can have a negative impact on tourism and tourists' accommodations. Economic sanctions seem to hurt local community people and tourists (those living in the country and those living outside the country) more than the target government. Local community members in many cities in Iran, as well as tourists, have suffered from negative impacts of sanctions imposed upon Iran. For example, in Iran, economic sanctions have caused a lack of public transportation, a lack of airplanes and repair parts resulting in fewer flights, and an increase in the price of airfares, all of which have had negative impacts on tourists' accommodations.

9. To Establish the Tourism Potential Assessment Method in Cultural Heritage Landscape: The Case of Danshuei, Fort San Domingo, and Surrounding Historical Buildings in Taiwan

Yu-Chun Jason Chen, Graduate Student, Recreation and Leisure Studies Program, University of North Texas

Ching-Chen Shen, Ph.D., Associate Professor, The Graduate School of Travel Management, National Kaohsiung Hospitality College, Taiwan

Tzuhui Angie Tseng, Ph.D., Assistant Professor, Department of Regional Studies in Humanity and Social Sciences, National Hsinchu University of Education, Taiwan

This study used four dimensions types of assessment method (du Cros, 2001; McKercher & Ho, 2006) to be the quantitative and qualitative assessment methods to assess one of the twelve potential world heritage sites in Taiwan—Fort San Domingo and surrounding historical buildings, Danshuei. The Fort San Domingo has the highest

value in all these four dimensions assessment, and the British consulate residence is at the second place. The Danshuei Girl's School, Oxford College, and Danshuei Mackay Hospital have the lower values. The purpose of this study is to provide a tool for assessment for Taiwan's heritage or monuments.

10. Show Me the Money! Innovative Fundraising for Extension Programs

Cara Muscio, Marine Extension Agent, Rutgers Cooperative Extension.

Gef Flimlin, Marine Extension Agent, Rutgers Cooperative Extension

Rick Bushnell, President, ReClam the Bay

The Barnegat Bay Shellfish Restoration Program (BBSRP) was spawned between Rutgers Cooperative Extension and the New Jersey Department of Environmental Protection Bureau of Shellfisheries. Neither entity had many hard dollars to invest in the program and this situation brought about a search to find funders to help start the program. The U.S. Environmental Protection Agency National Estuary Program and the County of Ocean were the first to understand the concept and both supplied significant funds, but once these funds ran out, outside monies needed to be generated. Program volunteers brought great life experience to bear and their creativity raised funds to keep the program going. Presently the BBSRP, through its non-profit organization, ReClam The Bay, Inc., raises money each year from small grants, local foundations, sponsorship of Giant Fiberglass painted clams, and sales of bumpers tickers, beer can wraps, and cook books. The lesson learned is that where there is a will, there is a way!

11. The Application of Policy Networks in Agritourism Research: A Case of the U.S. Virgin Islands

Francis A. Mwaijande, Ph.D, University of Arkansas

Eric J. Wailes, Ph.D, Department of Agricultural Economics and Agribusiness, University of Arkansas

The objective of the study was to understand policy frameworks in the U.S. Virgin Islands where opportunities for agritourism growth exist. Data were collected in the Islands using focus groups and surveys between 2005 and 2007. The area of study was selected due to its growing importance of the tourism economy. The study describes policy networks as a "set of nodes and ties representing some relationship of actors as individuals, work units, or organizations" (Brass, et al., 2004) designed to reduce transactional costs and improve policy implementation. We suggest vertical-horizontal networks: chef-farmer networks; executive department networks; legislative committee, restaurant industry. Particular actions for agritourism development are focused on local food production and supply networks. We recommend the establishment of networks focusing on local food production targeting the tourism industry demands and the tourists' desire to experience the rural and the local food freshness, and local cuisine.

12. Collaborating on Heritage Tourism in Humboldt County, California

Deborah Giraud, University of California Farm Advisor

Bill Hole, College of the Redwoods

Tony Smithers, Humboldt County Convention and Visitors Bureau

A new group formed in Humboldt County in 2008, around barns and heritage tourism. Borrowing from the trend in many other states, the name Barns Again of Humboldt County was chosen. Barn programs tie together sustainable agriculture (reuse of existing structures) and heritage tourism. This poster will highlight the process of forming the group, goals and ideas for agriculture, nature, and heritage tourism, membership from a wide range of professionals in the community, and photos of some of our barns. Our community college has a unique program that provides hands-on education. The Construction Technology Department of the College of the Redwoods has the only hands-on Historic Preservation and Restoration program west of the Rockies. Students worked on barn surveys and evaluation projects for the first time this term. The Convention and Visitor's Bureau has created a Heritage Trails guide. The Cooperative Extension Adviser wishes to network and gather ideas from others in the country about barn programs as we begin this new tourism collaborative.



The Utah Office of Tourism and Utah's Scenic Byways Program
Governor's Office of Economic Development

Utah State Parks
Utah Department of Natural Resources

College of Natural Resources
Utah State University

Institute for Outdoor Recreation and Tourism
College of Natural Resources
Utah State University

USDA Forest Service—Intermountain Region

Destination Development International, Inc.

Farm Medicine Center
Marshfield Clinic Research Foundation

Western Rural Development Center
Utah State University

EXHIBITORS



7:30-8:30 a.m. Lobby	Conference Registration Open
7:30-8:30 a.m. Summit	Breakfast
8:30-9:00 a.m. Summit	Welcome!
9:00-10:00 a.m. Summit	<p>Keynote Speaker I The Partnership for Global Sustainable Tourism Criteria: Charting a Sustainable Future Dr. Kelly Bricker, Associate Professor and Chair of The International Ecotourism Society, Department of Parks, Recreation, and Tourism, University of Utah, Salt Lake City, Utah</p> <p>This keynote presentation will focus on the development and implementation of the Partnership for Global Sustainable Tourism Criteria (GSTC Partnership). The Partnership is a coalition of 27 organizations working together to foster increased understanding of sustainable tourism practices and the adoption of universal sustainable tourism principles. The Rainforest Alliance, the United Nations Environment Programme (UNEP), the United Nations Foundation, and the United Nations World Tourism Organization (UNWTO) initiated the Partnership. These criteria will be the minimum standard that any tourism business should aspire to reach in order to protect and sustain the world's natural and cultural resources while ensuring tourism meets its potential as a tool for poverty alleviation. To learn more, visit www.SustainableTourismCriteria.org. Sponsored by Utah State University's Institute for Outdoor Recreation and Tourism</p>
10:00-10:30 a.m.	Break
10:30-12:00 p.m. Exec. Board Rm	<p>Concurrent Sessions 1 Case Studies, Research and Resources in Agritourism</p>
10:30-11:00 a.m.	<p>Agricultural Tourism in the U.S.: A Collaborative Research and Extension Project Steven W. Burr, Ph.D., Director, Institute for Outdoor Recreation and Tourism and Extension Specialist in Outdoor Recreation and Tourism, Utah State University Lisa Chase, Ph.D., Director, Vermont Tourism Data Center and Natural Resources Specialist, University of Vermont</p> <p>Agricultural tourism offers opportunities for ag-operators to diversify and complement their existing operations. Specialists at the University of Vermont, Utah State University, and the University of Wisconsin collaborated in a project designed to provide web-based information and resources to assist ag-entrepreneurs in tourism development. After a thorough review and assessment of existing internet resources was conducted, and needs were identified based on input from farmers and ranchers throughout several regions of the U.S., seven agritourism topical "checklists/fact sheets" were developed: 1) Successes and Challenges in Agritourism; 2) Best Management Practices in Agritourism; 3) Risk Management and Liability in Agritourism; 4) Zoning and Health Considerations in Agritourism; 5) Agritourism Marketing; 6) Agritourism Associations and Networks; and 7) Online Agritourism Resources.</p>
11:00-11:30 a.m.	<p>Development of Sustainable Local Food Supply Chains for Agritourism in the U.S. Virgin Islands Eric Wailes, L.C. Carter Chair Professor, University of Arkansas Stafford Crossman, Extension Specialist, University of Virgin Islands Carlos Robles, Extension Specialist, University of Virgin Islands Francis Mwaijande, Research Associate, University of Arkansas Louis Peterson, Director, Department of Agriculture, Government of U.S. Virgin Islands</p> <p>This study identified key production, marketing and policy constraints and barriers for local food supply chains to enhance agricultural market development for agritourism in the U.S. Virgin Islands. Focus groups and questionnaires were used to obtain information about these barriers and constraints and to identify appropriate policy responses to improve local food supply for the tourism economy. Key constraints included inadequate production resources and lack of quantity, quality and information of local foods to meet the demand by the</p>

tourism sector. Findings were presented and discussed at stakeholder meetings. A pilot project to integrate producers and island restaurants and resorts is proposed and is being implemented. Legislative proposals to address production and marketing resource constraints are also being developed. Emphasis on active participation of stakeholders is viewed as critical to developing sustainable food tourism supply chain linkages.

11:30 a.m.-12:00 p.m. Rural Tourism Development: A Case Study of the Shawnee Hills Wine Trail in Southern Illinois

Sylvia Smith, Assistant Professor, Southern Illinois University Carbondale

Nicole Davis, Instructor, Southern Illinois University Carbondale

This research analyzed non-wine activities which wine tourists may engage while experiencing a wine trail. Data was obtained by self-completed online questionnaires from 104 tour visitors to the Shawnee Hills Wine Trail in southern Illinois. Questions included: visitor satisfaction, activities, behavior, and demographics. Results indicated 39% were considered wine tourists, whereas 61% were local wine visitors. The wine tourists were older adults with higher education and income compared to local visitors. Expectedly, wine tourists were more likely to stay in a hotel while traveling, yet both groups utilized area B&B's. Wine tourists found local dining, national parks, and fine dining to be very important while traveling, whereas locals considered local dining, site seeing, and photography important. Results of this study may assist the rural wine tourism industry to better understand activities to enhance the tourist experience while increasing the tourism dollar to rural communities.

**10:30 a.m.-12:00 p.m. Building Sustainable Tourism Development—Strategies and Green Practices
Mountain View**

10:30-11:00 a.m. Driven by NEED: Building Sustainable Tourism in Minnesota

Cynthia Messer, Extension Professor, University of Minnesota Tourism Center

Like most destinations, Minnesota depends on its natural and human resources for tourism. Sustainable tourism values, preserves and protects the natural and human resources while providing economic opportunity. Building an understanding of sustainable tourism and increasing sustainable practices is a critical yet evolutionary process. In Minnesota, this process is driven by NEED: necessity, education, enlightenment, and determination. It has generated both expected and unexpected outcomes. Three statewide Sustainable Tourism conferences hosted by the University of Minnesota Tourism Center helped to identify and stimulate many independent local efforts, and created a network for dialogue. State legislation was inspired by the first conference as were new collaborations. Several members of the conference planning committee became the nucleus of broader statewide efforts. Stress has also emerged among collaborators around definitions, directions and leadership. Today, sustainable tourism is more widely understood and practiced within Minnesota, but there are still many opportunities.

11:00-11:30 a.m. Developing Collaborative Partnerships and Sustainable Tourism Strategies: An Application of Multidestination Travel Marketing

Samantha Rozier, Assistant Professor and Tourism Extension Specialist, North Carolina State University

With travelers feeling as though they have less money to spend on summer vacations, visitors and tourism operators alike are looking for ways to get the most for their money and time. An option available to both is that of multi-destination travel or travel where visitors seek to combine a series of destinations into one travel itinerary as opposed to focusing on a single destination. Related to multi-destination travel is the notion of cumulative attraction, which indicates that a set of destinations or attractions may do more business if located within a reasonable proximity of one another. The overall goal of the presentation is to introduce and highlight the need for collaboration rather than competition among tourism entities in their overall marketing and promotion of attractions/destinations. The presentation will include pertinent information relating to the role and benefits of multi-destination travel in creating tourism marketing, collaboration, and sustainable tourism strategies.

11:30 a.m.-12:00 p.m. Green Certification for Motorcoach Transportation

David Kestenbaum, Outreach Professional Senior, University of Vermont

Lisa Chase, Ph.D., Director, Vermont Tourism Data Center

Laura Anderson, Postdoctoral Associate, Park Studies Laboratory, The Rubenstein School of Environment and Natural Resources, University of Vermont

Cristina Rose Mastrangelo, Research Assistant, Community Development and Applied Economics, University of Vermont

To assess the impacts of a motor coach eco-label, the University of Vermont Extension is collaborating with the motor coach industry to develop a Green Coach Certification program (GCC) that promotes the use of "green" technologies that celebrate the reduction of environmental impacts produced from travel. Similar to Organic Certification, the GCC has multiple goals including creating a competitive advantage for participating producers (coach operators) and increasing product demand for sustainable travel. Research currently being conducted will improve our understanding of eco-labeling's effects on both providers and consumers. Project objectives include assessing the impacts of a pilot GCC on: 1) the attitudes and behaviors of motor coach operators; and 2) consumer interest and demand. In May of 2009, researchers commenced an 18-month field test of the GCC. Preliminary results suggest receptivity from the motor coach industry tempered by concerns about adopting new "green" technologies.

**10:30 a.m.-12:00 p.m. Cultural Heritage Tourism Resources Development
Ivers**

10:30-11:00 a.m. Civil Rights Tourism in Alabama's Black Belt

Tom Chesnutt, Tourism Specialist, Alabama Cooperative Extension System

Emily Blejwas, Research Associate, Economic and Community Development Institute, Auburn University

A decline of economies based on agriculture and manufacturing has forced many rural Alabama communities to pursue new economies and innovative strategies. While plagued by poverty, out migration and scarce jobs,

Alabama's Black Belt region is rich in natural resources, singular food and cultural traditions, and a unique role in American history. To build on these natural assets, Auburn University and the Alabama Tourism Bureau have developed a new Alabama Civil Rights Trail Guidebook. The Guidebook enables travelers to access rural Alabama through easy-to-follow routes, listings of civil rights sites, locally owned restaurants, lodging and cultural amenities, and local histories. This presentation highlights the process used to develop the Trail and Guidebook, including research, asset identification, regional partnership, interaction with local leaders, historians, and politicians, contact with media and the role of Extension personnel from the state to county levels.

- 11:00-11:30 a.m. Exploring the Importance of Cultural Tourism Experience Components: A Case Study**
 Dr. Mark Kanning, Texas State University
 Whakarewarewa Village, a living village and tourist attraction in Rotorua, New Zealand, provides a unique cultural tourism experience at which reciprocal interactions between hosts and guests is at the core of the existing experience. Engineered changes to the village, and correspondingly to the experience, have been contemplated thus the purpose of this study was to explore the visitor experiences aimed at identifying the existing visitor markets, their motivations for visiting, and ascertaining their satisfaction levels with components of the village experience. Utilizing the 2006 ATLAS Cultural Tourism Survey instrument, surveys were administered from June to August 2006 with the sample (n=353) consisting primarily of fully-independent and semi-independent travelers. Results led to recommendations that a re-evaluation of proposed changes to the product/experience occur and that careful refinement of existing experience components and limited additive components be considered while major changes to the product/experience were not recommended.
- 11:30 a.m.-12:00 p.m. Building Community through Arts and Heritage**
 Kathleen Tweeten, Director, NDSU Extension Center for Community Vitality and Community Economic Development Specialist, North Dakota State University Extension Service
 Jodi Bruns, Extension Agent, Community Economic Development and Leadership, North Dakota State University
 Cultural arts are an essential part of building community vitality. Fine arts, the humanities, and the development of heritage resources enrich the quality of life and strengthen a community's social and economic fabric. NDSU Extension Center for Community Vitality has designed a program to assist our Horizons and other rural communities to assess their cultural and heritage resources, to create awareness of the importance of the arts, to identify opportunities in cultural and heritage tourism for rural areas and a process to capture the rich stories of local communities. This session will share new assessment tools that have been developed, and other materials and processes that have been used to move this initiative forward, along with specific examples of community impacts in three of our Horizons communities.
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- 10:30 a.m.-12:00 p.m. Tourism and Recreation—Participation, Visitor Impacts, and the Visual Environment**
 Kearns
- 10:30-11:00 a.m. Initiatives to Encourage and Sustain Family Participation in Nature-Based Recreation**
 Julia Schrader, University of Florida
 Dr. Taylor Stein, University of Florida
 This presentation delves deeper into what local land management agencies and organizations can do to move past perceived barriers to family recreation participants and develop desired opportunities that initiate and sustain family participation in nature-based recreation. It focuses on initiatives designed to move beyond one-time programs or events that bring children into nature. Instead, it uses the perceptions of the land managers to generate practical strategies to inspire regular, long-lasting participation by families.
- 11:00-11:30 a.m. Evaluating Extension Efforts in New York's Eastern Lake Ontario Dune and Wetland Area**
 Diane Kuehn, Assistant Professor, SUNY ESF
 Mary Penney, Dune Steward Coordinator, New York Sea Grant
 The Eastern Lake Ontario Dune and Wetland Area (ELODWA), a 17-mile stretch of Lake Ontario coastline, is the only freshwater dune ecosystem in New York State and is home to several endangered species. Residents and visitors use the ELODWA's seven public and organization-owned properties for recreational activities such as swimming, hiking, birdwatching, and boating. High visitor use, however, has led to erosion of the sand dunes as well as wetland degradation. This presentation will discuss the implementation and evaluation of NY Sea Grant's extension efforts in the ELODWA to reduce visitor-caused erosion. Three mechanisms for program evaluation were used by SUNY ESF and NY Sea Grant: a visitor survey, a visitor use monitoring study, and photographic monitoring. Implications for visitor education efforts will be discussed.
- 11:30 a.m.-12:00 p.m. The Effects of the Visual Environment on Tourists' Perceptions of a Destination**
 Stacy Tomas, Assistant Professor and Tourism Extension Specialist, Department of Parks, Recreation and Tourism Management, North Carolina State University
 In tourism, the product is the experience. The destination sets the stage, which facilitates the experience. First impressions, based largely on visual cues in the environment, help to determine the level of quality tourists anticipate. While much research has focused on destination image in advertising, little attention has been given to on-site assessments of tourists' perceptions of the visual environment. This study had two specific objectives. The first was to determine if changes in the visual environment affect respondents' attitudes, perceptions of quality and satisfaction. The second objective set out to determine which visual quality elements have the strongest influence on respondents' attitudes, their perceptions of quality and satisfaction. The goal of this presentation is to outline the findings of the study and suggest ways in which tourism businesses and destinations can modify their tourism environments from a visual standpoint to increase tourists' perceptions of their business.
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- Noon-1:00 p.m. Lunch**
 Sponsored by the Regional Rural Development Centers

- 1:00-2:30 p.m.** **Concurrent Sessions 2**
- 1:00-2:00 p.m.** **WORKSHOP PRESENTATION**
Alpine **Tourism Marketing: How a Dramatic Increase in Funding for Tourism Promotion Helped Utah Become Life Elevated**
 David Williams, Deputy Director, Utah Office of Tourism, Governor's Office of Economic Development
 For fiscal year 2005, the Utah Office of Tourism (UOT) was appropriated an advertising budget of approximately \$900,000 to promote the entire state for the entire year. The following year, the UOT was appropriated \$10 million dollars, and funding has remained in the \$7-\$11 million range annually ever since. This presentation will demonstrate how the UOT has used the increased funding to brand Utah as a world-class destination. An overview of UOT programs will be provided, along with examples of television, print, interactive, and cooperative ads. The effect of the state's marketing efforts on the economy will also be discussed.
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- 1:00-2:30 p.m.** **Agri-Tourism, Farmers' Markets, and Innovative Initiatives to Promote Public Learning**
 Exec. Board Rm
- 1:00-1:30 p.m.** **Involving County Partners to Regionalize Agritourism in Georgia**
 Steve Morgan, County Extension Coordinator, University of Georgia
 Georgia is experiencing tremendous population growth which is increasing land values and property taxes. Agricultural producers are also faced with significant increases in operating costs. This financial challenge has prompted land owners to look at Agritourism as an alternative source of income. In 2007 several landowners and the Harris County Extension Agent, attended an Agritourism Symposium. After attending this statewide symposium, the County Agent formed a committee to plan and host a Regional Agritourism Conference which focused on developing Agritourism venues in West Central Georgia. A collaborative team consisting of the County Chamber of Commerce, the Tourism Association, County Agents from adjoining counties, Extension Specialist and local agricultural producers were invited to participate on the eleven member committee. The impact of this program increased awareness of the complex nature of Agritourism This impact was documented in the program evaluation. Similarly, knowledge was gained with respect to the challenges and benefits of Agritourism.
- 1:30-2:00 p.m.** **An Overview: The Farmers' Market Promotion Program (FMPP) Grant Program**
 Carmen Humphrey, Branch Chief, Marketing Services Division, AMS, USDA
 Carmen Humphrey, from USDA's Agricultural Marketing Service, will provide an overview of the Farmers' Market Promotion Program (FMPP) grant program. The grants are targeted to help improve and expand domestic farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, and other direct producer-to-consumer market opportunities. Approximately \$5 million is allocated for FMPP for fiscal years 2009 and 2010 and \$10 million for fiscal years 2011 and 2012. The maximum amount awarded for any one proposal cannot exceed \$100,000. Entities eligible to apply include agricultural cooperatives, producer networks, producer associations, local governments, nonprofit corporations, public benefit corporations, economic development corporations, regional farmers market authorities, and Tribal governments.
- 2:00-2:30 p.m.** **Public Art and Science Education: The Clam Trail**
 Cara Muscio, Marine Agent, Rutgers Cooperative Extension
 Gef Flimlin, Marine Agent, Rutgers Cooperative Extension
 Rick Bushnell, ReClam the Bay
 In 2007, Rutgers Cooperative Extension and ReClam the Bay launched the Clam Trail as an educational centerpiece to the Barnegat Bay Shellfish Restoration Program. During this treasure hunt, people visit giant painted fiberglass clams, as well as various shops and points of interest. The goal of this activity is to record information found in a "Fact Plaque" and then send it in to receive prizes at varied points levels. This combination scavenger hunt, public art project, and science outreach program is an innovative cross-disciplinary method of promoting public learning about the bay and watershed. It is also increasing interest in local shops and businesses supporting this endeavor. To promote the Clam Trail and to provide the list of destinations, 15,000 maps were printed and distributed at more than 50 locations across the county, enabling youth and adults to learn about shellfish, water quality, and Barnegat Bay in a fun way.
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- 1:00-2:30 p.m.** **Economic Impact of Tourism, Agritourism, and Wildlife Viewing**
 MV
- 1:00-1:30 p.m.** **Measuring Tourism's Economic Effects: A Comparison of Methodologies and their Applications**
 Nancy Hodur, Research Scientist, North Dakota State University
 Tourism has grown into an increasingly important and substantial industry. Claims of the economic impact of visitors to attractions, special events and tourism in general abound. Various models and methodologies are used to quantify the economic effects of visitor related events, attractions, and activities. Understanding what different methodologies are measuring, and comparing and contrasting estimates can be very difficult. The objective of this presentation is to examine frequently used methods for estimating economic effects of tourism and tourism activities, and identify key assumptions and definitions for each methodology. With a clear understanding of what various methodologies represent, Extension professionals will be better equipped to help interested parties, such as economic developers, community leaders, and decision makers, use the information that quantifies economic impacts to make informed decisions regarding the promotion, development, and management of tourism resources.
- 1:30-2:00 p.m.** **Economic Impact of Georgia's Wine Industry on Local and State Economies**
 Kent Wolfe, Marketing Specialist, University of Georgia
 Gary Bullen, Extension Associate, North Carolina State University
 This presentation will present results from a statewide research project that investigated the economic impact of Georgia's wineries on the local and state economies. In addition, visitor surveys were collected to gain insight into visitation of wineries and surrounding areas, as well as spending patterns.

- 2:00-2:30 p.m. Wildlife Viewing in Utah: Participation & Economic Contributions (1996 – 2006)**
 Dana Dolsen, Wildlife Planning Manager, Utah Division of Wildlife Resources
 In Utah, 1.8 million adults 16 years of age or older (44% of our population) participated in wildlife recreation in 2006. 580,000 Utahns went wildlife viewing in 2006, accounting for 32% of the state's populace in this age group. The total activity days of participation by Utah residents and nonresidents for 2006 were: angling – 3.76 million; hunting – 1.35 million; and wildlife viewing – 3.04 million. The number of days Utahns spent in-state participating in wildlife- recreational activities were: angling - 3.29 million; hunting - 1.26 million; and wildlife viewing - 1.61 million. Utah resident and nonresident wildlife recreation participants' 2006 expenditures were: fishing - \$376 million; hunting - \$ 274 million; and wildlife viewing - \$543 million, of which \$221 million was spent on watchable wildlife equipment. This presentation will reveal the total economic contributions of wildlife viewing in Utah for 2006, including retail sales, tax generation, and jobs generated.
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- 1:00-2:30 p.m. Rural Community Tourism and Hospitality Development**
 Ivers
- 1:00-1:30 p.m. Small Islands of Success in Rural Tourism Economic Development**
 Roger Merchant, Associate Extension Professor, University of Maine Cooperative Extension
 Natural resource and cultural heritage tourism offer new options for revitalizing rural communities and businesses. Amenity-based approaches to rural development do encounter challenges with being integrated into planning processes shaped by industrial-strength economic development models. How might tourism economic development gain traction within traditional community and economic development strategy? Through community case study and leadership evaluation methods this presentation will outline key lessons learned from five years of sustained effort with integrating tourism into rural economic development strategy. What practices facilitate success? What resists success? What sustains five years of small islands of success with tourism economic development? These case review questions form a lens for applied lessons, providing insight and humble suggestion for practitioners and academics alike.
- 1:30-2:00 p.m. Initiating Sustainable Community Development Through Tourism**
 Kent Gustafson, Extension Professor, University of Minnesota Tourism Center
 Lindstrom, Minnesota, is a community of 4,300 located 35 miles north of Minneapolis. The community's strong Swedish heritage has provided many opportunities to host visitors from Sweden and develop a tourism dimension to the economy. A tourism assessment process was developed and implemented that identified major strengths and weaknesses as well as opportunities for future growth. The process resulted in over 60 tourism development recommendations. City government officials, as well as several volunteer citizen taskforces, are now refining and moving forward with several specific tourism development strategies. The University's role in working with the community has been and continues to be as a resource pointing out shortfalls as well as possibilities for the community to consider as it takes steps to enhance its tourism future.
- 2:00-2:30 p.m. Hotel Development in Small and Middle-Size Downtowns**
 Bill Ryan, Community Business Development Specialist, University of Wisconsin-Extension
 Bill Way, Retired, University of Wisconsin Stout
 With growing concerns over the economy, energy and the environment, many see a shift toward "sustainable" hospitality industry development. Many small and middle-size downtowns, while overlooked by site selectors over the past 50 years, are now considered attractive infill locations consistent with changing economic and market conditions. Downtowns often have a character and sense of place that cannot be replicated by the suburban, highway-oriented locations where many hotels and restaurants have traditionally located. This presentation explores why there is renewed interest in downtown lodging development. Using geographic information systems (GIS), an analytical tool will be shared that communities can use to demonstrate the proximity advantages of selecting a downtown location. A brief case study will be shared to examine the opportunities and threats associated with lodging development downtown.
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- 1:00-2:30 p.m. Sustainable Rural Tourism Development**
 Kearns
- 1:00-1:30 p.m. Innovation in Rural Tourism: Insights from Small Tourism Enterprises in British Columbia**
 Nicole Vaugeois, British Columbia Chair Rural Tourism, Vancouver Island University
 The purpose of this study was to assess the level and type of innovation taking place among small tourism enterprises (STE) in rural British Columbia. Over a period of three years, researchers visited STE's across the province and profiled sixty innovators across all sectors of the industry. Each profile described the issue, innovation, impact and lessons learned by the STE. These profiles were analyzed to produce insights about rural tourism operators. Innovation examples grouped into themes such as partnerships, marketing, product development, research and tracking, visitor experience, environmental stewardship, planning and profit maximization. Ideas were most often generated from within the organization with the purpose of either product differentiation, enhancement of visitor experience or expression of core business values. The study demonstrates that STE's are generating numerous and valuable examples of innovation that may be diffused and then replicated or modified in other rural areas to enhance competitiveness.
- 1:30-2:00 p.m. Combining Sustainable Community Development with Sustainable Tourism Development**
 J. Thomas Chesnutt, Tourism Specialist, Alabama Cooperative Extension System
 Tourism in Alabama is one of the state's two largest industries. While the economic impacts are strongly desired, like with any large industry, not all impacts are automatically positive. However, tourism is one of the few industries that have the potential to result in a healthier planet, as identified in the Rio Declaration of the United Nations Conference on Environment and Development. The key is making tourism sustainable at the local level and part of a total sustainable community development program. The Alabama Cooperative Extension

System (ACES) is building its tourism economic development program around sustainable tourism by focusing on the state's natural resources. This tourism program contains eight key components. To truly have sustainable tourism we must also have sustainable communities, and ACES is heavily involved in the Alabama Communities of Excellence (ACE) program. This presentation will highlight the ACE program and all eight of the sustainable tourism components.

- 2:00-2:30 p.m.** **The Use of Souvenir Purchase as an Important Medium for Sustainable Development in Rural Tourism**
 Tzuhui Angie Tseng, Ph.D., Assistant Professor, Department of Regional Studies in Humanity and Social Sciences, National Hsinchu University of Education, Taiwan
 David Y. Chang, Ph.D., Associate Professor, University of South Florida
 Ching-Chen Shen, Ph.D., Associate Professor, The Graduate School of Travel Management, National Kaohsiung Hospitality College, Taiwan
 It is a very common custom for Taiwanese tourists to purchase local souvenirs as gifts to bring back to friends and family. Miaoli's unique Hakka culture and strawberry products driven by its strawberry industry wins its name as the strawberry kingdom in Taiwan. This study explored the relationship between souvenir purchase and tourism. Visitor's usual souvenir purchase behavior and purchase from this visit were compared, and it was discovered that rural areas were in lack of developing "image souvenir", "symbolic souvenir", and "local crafts souvenir". "Agricultural product" and "cakes and deserts" were in need of stronger purchase incentives to evoke visitor's wishes. The results showed that the aesthetic intention and functional intention of souvenir purchasing had significant positive relation to tourist satisfaction and loyalty; therefore, this study recommended that these two intentions should be strengthened when it comes to souvenirs. This study also showed that the satisfaction and loyalty of tourists who purchased souvenirs were higher than those who didn't.
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- 2:30-3:00 p.m.** **Break**
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- 3:00-4:30 p.m.** **Concurrent Sessions 3**
Exec. Board Rm **Nature Tourism—It's All About Birdwatching!**
- 3:00-3:30 p.m.** **Trends and Diversity Among American Birdwatchers**
 Dr. David Scott, Department of Recreation, Park and Tourism Science, Texas A&M University
 The last two decades have witnessed an explosion of interest among the popular media and natural resources agencies toward birdwatchers. Many community leaders are unfamiliar with who birders are, what motivates them, how committed they are, and how to market to them. Knowledge about all of these characteristics is vital to developing programs and relevant services. The purpose of this presentation is to provide current information about wildlife watchers and birders to those individuals who are involved in the nature tourism industry. More specifically, this presentation seeks to (1) describe the size of both the wildlife watching and birdwatching markets, and (2) explore the diversity among these groups of nature tourists. Sources of data include (1) the National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, (2) the National Survey on Recreation and the Environment, and (3) others studies conducted by the presenter in recent years.
- 3:30-4:00 p.m.** **Connecting to the Niche Market of Bird Watchers: The Birder Friendly Business and Birder Friendly Community Training Program**
 Stacy Tomas, Assistant Professor and Tourism Extension Specialist, Department of Parks, Recreation and Tourism Management, North Carolina State University
 Designed for businesses and communities near the North Carolina Birding Trail, the Birder Friendly training program provided tools and information to market local businesses and communities to birders as they travel. The goal of the training program was to build communication and collaboration opportunities as well as to share knowledge and resources in an effort to more effectively reach the niche market of bird watchers. The program was co-developed by NC Tourism Extension and Audubon NC. Nearly 300 businesses and communities were trained in the curriculum, and 100% of participants said that they increased their knowledge about birdwatchers as clients and learned information they could use to market to this niche group. The goal of this presentation is to describe the Birder Friendly training program as well as to share the statistics about bird watching as a sustainable form of nature-based tourism.
- 4:00-4:30 p.m.** **Winging It: Developing a State Birding Trail for California**
 Ryan Mincer, Graduate Student, Department of Recreation & Tourism Management, California State University Northridge
 Dr. Mechelle Best, Assistant Professor, Department of Recreation & Tourism Management, California State University Northridge
 California has one of the most prolific arrays of bird species in the United States and consequently ranks as one of the best destinations in the country for birdwatching. Yet it seems that California's tourism industry has not taken full advantage of this phenomenon. This failure to act was highlighted at a fall 2008 forum on rural tourism in California, in which participants queried the absence of a statewide birding trail and expressed strong interest in the development of such as a vehicle for further tourism expansion. Potential net benefits from the implementation of a state birding trail are examined through analysis of secondary data; benchmarking of birding trail development in Texas and Florida; statistical survey analysis; and content analysis of birding trail websites. The infrastructure for a statewide birding trail already exists in California and with some modifications could prove highly beneficial to the tourism industry.

3:00-4:30 p.m. **Regional Tourism Planning and Development**
MV

3:00-3:30 p.m. **Bridging the Mighty Mississippi: Organizing a Regional Tourism Promotion Group in the Miss-Lou**
Dr. Cynthia Pilcher, Area Agent, Community Rural Development, Louisiana State University AgCenter
Dr. Kay Lynn Tettleton, Area Agent, Community Rural Development, Louisiana State University AgCenter
Ann Davis, Extension Director, Wilkinson County, Mississippi State University Cooperative Extension Service
Opportunities emerged for regional planning and development when tourism professionals and educators from the Miss-Lou region came together to host a three day educational summit focusing on regional rural tourism in Natchez/Woodville, Mississippi in August 2006. The Miss-Lou Rural Tourism Association was created and since that time, two additional educational summits have been hosted along the Mississippi River. The objectives of this project were to provide a structure for educational/professional development opportunities for attraction owners and residents interested in starting new tourism related businesses and to provide an opportunity for these entrepreneurs and professionals to become active in a regional tourism network through membership in the Miss-Lou Rural Tourism Association. Partners include land grant universities, state tourism agencies and a host of local and regional organizations. Future plans include securing state funds for marketing the association and provide grants for marketing the regions as defined by the association.

3:30-4:00 p.m. **Zion Canyon Corridor Futures Study**
David Bell, Associate Professor, Utah State University Extension/Utah State University Landscape Architecture and Environmental Planning
Lindsay Winkler, Graduate Student, Utah State University Landscape Architecture and Environmental Planning
Benjamin George, Graduate Student, Utah State University Landscape Architecture and Environmental Planning
The Zion Canyon Corridor Futures Study is an outreach project prepared by faculty and graduate students in the department of Landscape Architecture and Environmental Planning in conjunction with USU Extension. The client was Zion Canyon Corridor Council which includes the communities in the corridor, Washington County, NPS, BLM, School Trust Lands, UDOT, Southern Utah University, Five County AOG, and others. Three alternative futures were developed to help the communities understand their relationships to the corridor and to each other; to provide insight into what can happen if certain conditions take relevance over others; and to produce educational materials for communities and residents. Research methods used on this project included: GIS overlay mapping; written surveys to local residents; face to face interviews; meetings with local, state and federal authorities; a visual quality study; and visual simulations used to illustrate the future alternatives.

4:00-4:30 p.m. **Integrating Geospatial Tools to Support Rural Tourism: Lessons from Rocky Knob, Virginia**
John McGee, Virginia Geospatial Extension Specialist, Virginia Tech
Cari Goetcheus, Assistant Professor, Department of Planning and Landscape Architecture, Clemson University
Jeffrey Hallo, Assistant Professor, Department of Parks, Recreation and Tourism Management, Clemson University
Nancy McGehee, Associate Professor, Department of Hospitality and Tourism, Virginia Tech
Bill Norman, Associate Professor, Department of Parks, Recreation and Tourism Management, Clemson University
Geospatial tools, which include the use of geographic information systems (GIS), global positioning systems (GPS), and remote sensing are becoming increasingly prevalent across all application areas that have a spatial context. These tools are proving to be exceptionally efficient and applicable to support tourism planning and development, and have recently been implemented to facilitate a sustainable tourism planning project for the Rocky Knob region, in western Virginia. A multi-disciplinary team of leading tourism, parks, geography and landscape planning researchers and extension specialists from Virginia Tech and Clemson University are collaborating to develop a tourism strategy for the region. This presentation will provide an overview of the geospatial tourism resources and applications that were integrated through the project, and will provide a summary of the advantages, challenges, and potential pitfalls associated with integrating geospatial tools to support rural tourism and economic development.

3:00-4:30 p.m. **Outdoor Recreation—Trails and Outfitters**
Ivers

3:00-3:30 p.m. **Trails and Their Local Community Context: A Case Study of User Compatibility and Economic Impacts in Northwestern Wisconsin**
Bob Kazmierski, Assistant Professor, University of Wisconsin-Cooperative Extension
The purpose of the research is to estimate user impacts of a multi-use recreational trail on both local economic characteristics and recreational use compatibility, and disseminate these results for University of Wisconsin-Cooperative Extension clientele. Beginning in October, 2006 and ending in February, 2008, we randomly sampled users of the Gandy Dancer Trail along its 47 mile route from St. Croix Falls to Danbury, Wisconsin. Since the Gandy Dancer Trail was created in 1991, no evaluation of this multi-use recreational trail has been completed. Local development organizations, government agencies, and user groups are in need of such an evaluation.

3:30-4:00 p.m. **Assisting Land Managers in the Planning, Design, and Management of OHV Recreation**
Joshua Cucinella, School of Forest Resources and Conservation, University of Florida
Taylor Stein, Associate Professor, University of Florida
Namyun (Sunny) Kil, Graduate Student, Tourism, Recreation and Sport Management, University of Florida
This project was designed to help provide a model for land managers to properly plan, design and manage off-highway vehicle opportunities. The specific goals of the project were to create a guidebook and case study that would detail site plan and management guidelines for designing an OHV recreation opportunity. A questionnaire was created that obtained management preferences, motivations, and other information from OHV riders in Florida. Also, a spatial analysis of a new OHV park being built was performed to identify ecologically sensitive

areas while placing adequate riding opportunities and facilities within the park. The survey showed riders desired well marked trails and open spaces, and are willing to pay a user fee. The spatial analysis showed that the park was mostly wetlands and sandy soil types. Two-way trails were designed around sensitive areas. The results of these analyses were given to park planners and also incorporated in a guidebook.

4:00-4:30 p.m.

Motivations for Becoming an Outfitter

Stephen Eliason, Assistant Professor of Sociology, Montana State University Billings

The state of Montana is a popular destination for those who are interested in outdoor recreation activities, including hunting and fishing. Outfitters are the individuals who provide guiding services to hunters and anglers, most of whom are nonresidents. However, little empirical work has been done on the outfitting profession. This study examined characteristics of outfitters as well as their reasons for choosing this line of work. A survey with mostly open-ended questions was sent to all licensed outfitters in Montana. The main reasons given for becoming an outfitter included a love of the outdoors, a desire to help others enjoy the outdoors, to make a living doing something they enjoyed, independence, a desire to operate their own business, to earn extra income, a poor economy, and the family nature of the business. The findings contribute to a better understanding of the outfitting profession.

3:00-4:30 p.m.
Kearns

Research in Agritourism

3:00-3:30 p.m.

What Benefits Do Agritourists Seek?

Suzanne Ainley, Ph.D. Candidate, Department of Recreation and Leisure Studies, University of Waterloo

Dr. Bryan Smale, Department of Recreation and Leisure Studies, University of Waterloo

With family farms struggling in today's global economy, many families are diversifying into tourism. To help with this transition, a better understanding of potential consumers of agritourism is needed to ensure that visitor expectations are fulfilled. Using data drawn from the 2006 Canadian Travel Attitude and Motivation Study (TAMS), which captures travel behaviors and motivations of Canadians to help develop marketing strategies and travel products, the current study segmented respondents into agritourists (i.e., those whose primary trip purpose was to visit a farm) to determine if the benefits they sought were different from those sought by other specialized tourism niche markets. Agritourists were found to place more importance on three dimensions of benefits sought: family togetherness, opportunities for learning, and relaxing. These preliminary results emphasize the need for focused agritourism research to get an appreciation of opportunities within this emerging niche market.

3:30-4:00 p.m.

Does E-Commerce Work for Agritourism Folks? Comparison between Vermont and Massachusetts

Marlow Duffy, Department of Community Development and Applied Economics, College of Agriculture and Life Sciences, University of Vermont

Agricultural businesses endure many hardships when fuel costs soar, weather conditions are poor, and business is slow. Agricultural tourism merges the world of travel with experiences of food and farming production. This research explores the current marketing strategies for agritourism in Massachusetts and Vermont. Questions include, the demographics of agritourism farms, operations Massachusetts and Vermont farms are involved in, marketing strategies for agritourism in Massachusetts and Vermont, and the impact of agritourism on Massachusetts and Vermont farms. This research is significant for understanding the benefits and challenges associated with agritourism from the perspective of the farm families involved. As the costs to manage an agricultural business continue to rise, diversifying the income stream through participation in agritourism is one way operations can maintain survival. By recognizing and understanding the challenges associated with this business venture, future agritourism operations can achieve the success and avoid the weaknesses operations before them have faced.

4:00-4:30 p.m.

The California Agritourism Survey: Methods, Results, and Next Steps

Holly George, Livestock and Natural Resources Advisor, Plumas-Sierra Counties, University of California Cooperative Extension

Ellie Rilla, Director, University of California Cooperative Extension-Marin

In California, Cooperative Extension has been working with agricultural operators, local government officials, and tourism representatives for over ten years organizing and conducting workshops and tours aimed at assisting farmers and ranchers with farm diversification. The workshops, attended by over 2000 operators, helped operators evaluate resources and the potential for including tourism to improve their economic diversification goals as well as educating the larger community about agriculture. Until now, the state had no economic data to measure the direct impacts of agritourism ventures on local economies. In 2008, Cooperative Extension secured funds to conduct a statewide survey of agritourism operators to better understand the goals, needs, and economic outlook of the California agritourism community. A mail survey was conducted in spring 2009. Presenters will share survey methods, preliminary results, and planned uses of the information along with lessons learned.

5:30-8:30 p.m.

Social Reception, Dinner, and Keynote Speaker II at Park City Mountain Resort's Legacy Lodge Entertainment by Michael Lucarelli, Classical Guitarist

Sponsored by the College of Natural Resources, Utah State University

Keynote Speaker II

The New Age of Tourism: Is It Working for You?

Roger Brooks, Founding Member of the Destination Development Team, Seattle, Washington

The travel industry is going through a major metamorphosis with fuel prices all over the map, airlines in disarray, a struggling economy, and a shift from geography-based to experience-based tourism. Additionally, the Internet has leveled the playing field and has rewritten the tourism game. Every year another 1,500 communities in North America work to diversify from their core industry by tapping into tourism. Competition has never been fiercer. This engaging and eye-opening keynote addresses the New Age of Tourism and provides bottom-line things all of us working in tourism development can do to survive, and even thrive, in this brand new age.



7:30-8:30 a.m. **Conference Registration Open**
Lobby

7:30-8:30 a.m. **Breakfast**
Summit

8:30-9:30 a.m. **Concurrent Sessions 4**
WORKSHOP PRESENTATION

Exec. Board Rm **Extension Programming for the Business of Nature**

Miles D. Phillips, AgriLife Extension Specialist, Texas A&M University

Joanne McDonough, Nature Tourism Specialist, Mississippi-Alabama Sea Grant Consortium

Just the wildlife part of nature tourism is a \$45+ billion industry in the U.S. and can provide income to local people while offering powerful incentives to conserve and protect biodiversity. Nature tourism projects should be a collaborative effort between public and private entities, and include business and wildlife management content. Extension Specialists in Alabama and Texas have launched unique Nature Tourism Initiatives through Extension and applied research programs to improve the economic return of existing businesses, and facilitate the development of sustainable new businesses and communities. This panel presentation will present examples of experiences with nature tourism programming including: needs assessments; mixed constituent groups; and the significance of labels such as nature versus wildlife tourism, ecotourism, hunting, agritourism, etc. The program will also present examples of community development through nature tourism, educational programs for operators such as business planning, marketing and market data, habitat management, etc.

8:30-9:30 a.m. **WORKSHOP PRESENTATION**
MV

The Twenty Ingredients of an Outstanding Destination

Roger Brooks, Destination Development International

Over nearly ten years, the Destination Development International team surveyed and studied more than 400 well-branded, vibrant downtowns or downtown districts and communities in North America to find the common elements that made them so successful. In this photographic "idea book" workshop, you'll learn the twenty common ingredients, hear the stories, and see how-they-did-it examples including things you can do to create or enhance your own outstanding destination.

Sponsored by Utah State University's Institute for Outdoor Recreation and Tourism

8:30-9:30 a.m. **WORKSHOP PRESENTATION**
Ivers

Roadside Advertising in a Digital Age

Adeel Ahmed, Extension Educator, University of Minnesota Extension

Increasingly travelers are using handheld, internet accessible, GPS enabled devices, such as iPhones, BlackBerries, and Garmin GPS units, to tap into mash ups of 'points of interest' databases and digital maps. This presentation will describe the growing usage of these technologies and how these are aiding travelers to make decisions about which destinations to visit. The presentation will also offer insights on how businesses can position themselves on these databases and how these technologies help shape travelers' "destination image."

8:30-9:30 a.m. **WORKSHOP PRESENTATION**
Kearns

The Reinvention Mindset: Creating Opportunities from Adversity

Carol Patterson, President, Kalahari Management Inc.

Carol Patterson left behind a successful career in accounting to pursue her dream of working in ecotourism. Two decades later, she is President of Kalahari Management Inc, and works with governments and tourism organizations in North America, Europe, and Asia to develop emerging nature tourism destinations. Carol will share the best practices she has observed in communities in Petley, Newfoundland, eastern Alberta, rural Nevada and West Fjords, Iceland, as they develop tourism industries using their relationship with landscape and wildlife watching. Using examples from organizations with small budgets, limited access, and shrinking populations, Carol will show how innovation can help your organization survive tough times and identify where opportunities can be found when people shift their thinking.

8:30-9:30 a.m. Alpine	<p>WORKSHOP PRESENTATION Considering the Needs of Visitors to Scenic Byways and Tourism Routes Dennis Adams, Byways Specialist, America's Byways Resource Center Gael Hill, Utah State Byways Coordinator, Utah Office of Tourism John Holland, Utah's Scenic Byways Program, Utah Office of Tourism</p> <p>Learn to explore the concepts and principles of "Effective Wayshowing" along Scenic Byways. The America's Byways Resource Center knows successful byways provide quality materials travelers will use to find their way. Effective wayshowing features can assure that visitors will have positive and memorable experiences along the byway. All byway groups have the responsibility to address visitor needs and implement planning that best enhances the visitor experience. National Scenic Byway designation builds upon the pride and passion of local grassroots groups that vary widely in their funding and membership base, structures, and capacity to sustain byway developments and activities. Planning, methods, and implementation examples to consider will be demonstrated.</p> <p>Sponsored by the Utah Office of Tourism, Governor's Office of Economic Development</p>
9:30-10:00 a.m.	<p>Break</p>
10:00-11:30 a.m. Exec. Board Rm	<p>WORKSHOP PRESENTATION Bootstrap Tourism: Developing a Tourism Industry from Scratch Bill Richardson, Extension Associate Professor, West Virginia University Extension Service</p> <p>Overview of the process used to develop a heritage tourism industry in one of the poorest parts of America. This region includes the 8th, 11th, and 57th poorest counties in the U.S. This upbeat and fast-paced presentation will cover hurdles overcome, methodologies, successes, mistakes, and lessons learned. There will also be discussion of low and no resource strategies, finding your niche, and the community development tools that were employed.</p>
10:00-11:30 a.m. MV	<p>WORKSHOP PRESENTATION The Art of Branding a Community Roger Brooks, Destination Development International</p> <p>"Branding" is the keyword of the decade, and this workshop demystifies and explains the process of branding for both communities and businesses in the tourism industry. Using case histories, video clips, dozens of photos, and humorous stories, attendees will learn what it takes to create a successful brand and how it translates to cash. This is an excellent workshop for states and provinces, cities, counties, regions, and downtowns working to reenergize their economic development and/or revitalization efforts.</p> <p>Sponsored by Utah State University's Institute for Outdoor Recreation and Tourism</p>
10:00-11:30 a.m. Ivers	<p>WORKSHOP PRESENTATION Implications of Climate Change for Tourism in North America Sarah Nicholls, Assistant Professor, Michigan State University</p> <p>Understanding and responding to climate change has been described as "one of the more important, complex, and challenging issues facing the contemporary tourism and recreation industries" (Higham & Hall, 2005). The purpose of this workshop is to review the most recent evidence regarding the likely implications of climate change for outdoor recreation and tourism in North America. Specifically, the session will begin by defining key climate change terminology and identifying the main causes of climate change. After reviewing the most recent projections of future climate conditions for North America, the session will illustrate how climate change might impact the type, volume, location, and timing of outdoor recreation and tourism activity in the region. The session will conclude with discussion of the adaptation and mitigation strategies that might be adopted for outdoor recreation and tourism in an attempt to minimize the negative impacts of climate change while capitalizing on the opportunities offered by changing climatic and environmental conditions.</p>
10:00-11:30 a.m. Kearns	<p>Concurrent Sessions 5 Statewide Tourism Programs—Training, Education, and Marketing</p>
10:00-10:30 a.m.	<p>Utilizing Field Training to Build Extension Educator Tourism Knowledge, Skills, and Abilities (KSAs) in Minnesota Cynthia Messer, Extension Professor, University of Minnesota Tourism Center</p> <p>This project was designed to build the knowledge, skills and abilities (KSAs) of Community Economics Educators to enhance community tourism programming in their professional plans of work. Tourism Center faculty conducted a two-day field training for educators and their supervisor in a community setting. Utilizing adult learning principles, the experience integrated theory and practice through classroom training, facilitating a community meeting with residents, and on-site application of community asset inventory and assessment tools. The training was well received by the Educators and resulted in increased tourism programming in their professional plans of work for 2009. The community benefited from engagement with more than a dozen Extension faculty and their insights into local tourism opportunities. In-depth field based training for Extension educators can be a practical approach to staff development. It can also create a win-win situation if planned as both a training method and application of programming for the community.</p>

10:30-11:00 a.m.**Ohio Tourism Partnership for Economic Development**

Julie M. Fox, Ph.D., Tourism Development Specialist, The Ohio State University South Centers, College of Food, Agricultural, and Environmental Sciences - Extension & OARDC

To help entrepreneurs and community leaders tap into the \$38 billion Ohio tourism industry, Ohio State University (OSU) Extension provides leadership for the Ohio Tourism Partnership for Economic Development. To meet the needs of those responsible for shaping visitors' perceptions and experiences, the Ohio Tourism Partnership provides: 1) a web-based Ohio Tourism Toolbox to provide industry professionals with relevant resources; 2) CD/DVD with curriculum resources for local leaders to advance tourism in their communities; and 3) a research and education network to better connect academic professionals. The new resources developed through this partnership assist industry professionals and community leaders in continuing to grow Ohio tourism economic impacts and enhancing industry connections. The partnership includes OSU Extension/OSU CARES, Ohio Sea Grant College Program, Ohio Tourism Division, the Ohio Travel Association, and team members from a growing list of organizations and universities. The presentation features a partnership overview and findings from the first year.

11:00-11:30 a.m.**Marketing the Experience: Give Your Visitors What They Really Want**

Samantha Rozier, Assistant Professor and Tourism Extension Specialist, North Carolina State University Pine and Gilmore (1999) suggest that we have evolved from an agrarian economy, to an industrial economy, to a service economy, and are currently in an experience economy. The authors suggest that in order to take advantage of the experience economy, memorable events must be available for customers. For many in the travel and tourism industry, the experience is what can set them apart from other attractions/destinations and is what will keep visitors wanting more. The overall goal this presentation is to explain and describe the experience economy and the importance of using stories and providing quality customer service to create more fulfilling experiences for customers. Specific strategies for incorporating and telling stories and tips for providing superior customer service will be shared and discussed.

11:30 a.m.-12:00 p.m. Pick up Boxed Lunches Summit

12:15 p.m.**Depart for Field Trips**

Assemble outside in front of the hotel

5:00-6:00 p.m.**Return from Field Trips**

Dinner is on your own



Field Trip Itineraries

Walking Tour of Historic Downtown Park City and Chairlift Ride

12:15 p.m.	Depart The Yarrow on public transportation at the bus stop and head to Park City's Historic Downtown
12:30 p.m.	Meet Docent from the Park City Historical Society outside of the Grappa Restaurant, 151 Main Street, for Guided Walking Tour of Historic Downtown Park City
2:00-6:00 p.m.	Chair Lift ride at any time on the Town Lift (at the base of Main Street) of Park City Mountain Resort for sightseeing and hiking; don't forget your ticket! Dinner on your own

Mountain Bike Ride on Park City's Historic Union Pacific Rail Trail

Outdoor Recreation and Trails—Mountain Trails Foundation and White Pine Touring

12:15 p.m.	Depart The Yarrow and either walk or take public transportation at the bus stop to White Pine Touring, 1790 Bonanza Dr. (about a half mile distance). Meet Carol Potter from the Mountain Trails Foundation to learn about the work of the foundation and the Park City Trails System. Get fitted with mountain bikes and helmets, and take off for the rest of the afternoon to bike either on the Rail Trail or another trail of your choice.
4:30 p.m.	Van pick up at the end of the Rail Trail in Wanship, Utah, and return to Park City (optional) Dinner on your own

Olympic Park Tour and Bobsled Ride

12:15 p.m.	Depart The Yarrow on the bus for the short drive to the Utah Olympic Park.
12:30 p.m.	Arrive at the Utah Olympic Park and meet guide for tour of the park.
1:30 p.m.	Optional Bobsled Rides or other activities at the park.
4:00 p.m.	Depart and return to The Yarrow Dinner on your own

This Is The Place Heritage Park

Sponsored by This Is The Place Heritage Park

12:15 p.m.	Depart The Yarrow for the drive to This Is The Place Heritage Park in Salt Lake City.
12:45 p.m.	Arrive This Is The Place Heritage Park for guided train tour of the park
1:45 p.m.	Guided tour of Main Street and Native American Block
2:45 p.m.	Q&A and behind the scenes with This Is The Place Heritage Park staff
4:00 p.m.	Depart and return to The Yarrow Dinner on your own

Antelope Island State Park

Sponsored by Utah State Parks, Utah Department of Natural Resources

12:15 p.m.	Depart The Yarrow on the bus for the drive to Antelope Island State Park.
1:00 p.m.	Arrive Antelope Island State Park Visitors Center and meet Ron Taylor, Park Manager, for guided tour of the park.
4:00 p.m.	Depart and return to The Yarrow Dinner on your own

Don't forget to bring...

- Your lunch (a boxed lunch will be provided for you in the Summit Ballroom of The Yarrow)
- A water bottle
- Comfortable walking shoes
- Suitable clothing/outdoor gear (field trips will take place rain or shine)



7:30-8:30 a.m. Lobby	Conference Registration Open
7:30-8:30 a.m. Summit	Breakfast
8:30-9:30 a.m. Summit	<p>Keynote Speaker III Tourism: Strengthening the Links Dr. Dick Senese, Associate Dean, Community Vitality and Outreach, University of Minnesota Extension Extension has a long history of working in both tourism and in community resource development. The growing importance of community and economic development as part of a sustainability strategy for communities require that we examine that link and endeavor to close any existing gaps, real or perceived. Sponsored by Utah State University Cooperative Extension</p>
9:30-10:00 a.m.	Break
10:00-11:30 a.m. Exec. Board Rm	<p>Concurrent Sessions 6 Hospitality and Customer Service Training</p>
10:00-10:30 a.m.	<p>Attitudes and Perceptions toward Hospitality and Customer Service Training in Utah Ginni Dilworth, Assistant Professor, Parks and Recreation, Utah State University Steven W. Burr, Ph.D., Director, Institute for Outdoor Recreation and Tourism and Extension Specialist in Outdoor Recreation and Tourism, Utah State University Tourism is a critical factor in Utah's economy. The success of hospitality providers is critical to the sustained success of tourism in the state; thus, anything which can positively impact service quality must be critically examined. Hospitality training falls in this category. This study of hospitality providers was conducted via an on-line survey between November 2005 and February 2006. The findings support the premise that respondents recognize the importance of hospitality and customer service to the sustained success of Utah's tourism industry, and that training has a positive influence on employee performance. Proposals for a state-wide training initiative must take into consideration the needs of individual businesses and the remote location of many of these given the nature of the tourism industry in the state, which justifies a call for on-line and on-demand programming. The ability to provide specialized content may be the key to success for such an initiative.</p>
10:30-11:00 a.m.	<p>Customer Service Training with a Tourism Twist: North Carolina Hospitality Stacy Tomas, Assistant Professor and Tourism Extension Specialist, Department of Parks, Recreation and Tourism Management, North Carolina State University Samantha Rozier, Assistant Professor and Tourism Extension Specialist, North Carolina State University North Carolina Cooperative Extension (NCCE) has become increasingly engaged in tourism development activities. In response to tourism-related requests, NCCE has developed NC Hospitality, a customer service training program designed for tourism-related small businesses and front-line employees. The program was developed and is delivered exclusively by NCCE and has provided unique opportunities for agents. Since development in 2006, over 100 Extension field faculty from various disciplines have been trained to deliver this curriculum state-wide. These trainers work collaboratively to form regional training teams to deliver the curriculum. Over 500 individuals have participated in this curriculum across the state. NC Hospitality has helped NCCE to reach new client bases and enhance NCCE's position within their respective county governments as a key player in tourism development. The goal of this presentation is to outline the NC Hospitality program details and materials and to discuss the development and implementation of the successful program.</p>
11:00-11:30 a.m.	<p>The Oklahoma PRIDE Certification Program: "Linking Customer Service To Community Success" Stan Ralstin, Area Extension Community Economic Development Specialist, Oklahoma State University Cooperative Extension Service The PRIDE program (Producing Resourceful, Informed, Devoted, Employees) was developed by Payne County Economic Development and the OSU Cooperative Extension Service in 1994. PRIDE is a hospitality workshop designed to teach front line employees quality customer service techniques and to help employees learn about local events and tourist attractions in their community. In 2006, OCES convened a set of partners with the same</p>

mission of improving the economic conditions of rural communities and an understanding of the importance of tourism in terms of jobs and income. The new PRIDE Certification Team consisted of OSU Extension educators and partners from the State Departments of Tourism, Commerce, Agriculture, and a regional tourism organization. This team developed the criteria for communities that offer the PRIDE program to apply to become a PRIDE Certified Community. Their efforts with the PRIDE Certification Program improve their communities by “Linking Customer Service to Community Success.”

10:00-11:30 a.m.
MV

Tourism and Outdoor Recreation Research—Hosts, Guests, and Providers

10:00-10:30 a.m.

Sense of Place Indicators in Sustainable Tourism Planning and Management

Laura Sullivan, Graduate Student, SUNY ESF

Residents in rural, coastal tourism destinations often see nature-based recreational opportunities and the local character marketed to tourists as shared resources that support attractive and livable communities. These common pool resources (CPRs) play a defining role in the visitor experience. Therefore, it is critical to sustain CPRs for the use of residents and visitors. This study explored the use of measures of residents' sense of place (SOP) in tourism planning and management in three Hudson River Valley communities. SOP is the meaning and emotion humans assign to a geographic spaces; it involves awareness of the attributes that differentiate a place from other places. Both strength and meanings of SOP were found to change over time. Sub-themes of SOP were identified, as were tourism-related impacts on the sub-themes. The sub-themes can be incorporated into an evaluation framework to guide community planning. The SOP evaluation framework can be applied to development proposals.

10:30-11:00 a.m.

The Influence of Gender and Age on the Persuasability of Travel Articles and Travel Brochures

Samantha Rozier, Assistant Professor and Tourism Extension Specialist, North Carolina State University

In seeking to create awareness, improve image, and/or persuade individuals to visit their destination, DMO's often rely on the use of advertising and publicity. While research exists that examines the use of travel brochures (advertising) and travel articles (publicity), an investigation of how travelers process such promotional communications is lacking. The importance of understanding processing and perceived skepticism resides in the fact that both have been linked to overall message persuasiveness; and as such, both are essential to developing and implementing effective travel promotional communications. This presentation will review a recent study that examined whether participants differed based on gender and age in (1) the degree to which participants' were able to be transported/persuaded by a travel narrative, and (2) participants' level of perceived skepticism concerning travel articles and travel brochures. Additionally, the presentation will highlight ways in which practitioners can better promote themselves and strategies for garnering free publicity.

11:00-11:30 a.m.

Examining the Relationships between Experiences Attained, Place Satisfaction, Place Attachment, and Overall Experiences in a Nature-Based Recreation Area

Namyun (Sunny) Kil, Graduate Student, Tourism, Recreation and Sport Management, University of Florida

Taylor Stein, Associate Professor, University of Florida

Stephen Holland, Associate Professor, University of Florida

We probe managerial ideas for improved effective recreation planning by exploring the more inclusive relationships between recreation experiences attained, satisfaction, attachment, and overall experiences in a nature-based recreation area, with demographic and trip characteristics. Onsite and follow-up mail surveys were conducted at major OHV and natural spring sites available in Ocala National Forest, Florida. We recommend that recreation planning managers provide more opportunities to engage in natural and learning experiences (e.g., through interpretive and informative facilities and programs across a range of OHV trails and hiking trails) and facilitate the use of recreational equipment (e.g., providing more access and preferably not crowded amenities), while providing opportunities for risk-taking experiences which calls for more cautious recreation planning. Providing recreation settings that enable participants to attain social experiences and spend more days is also preferred to foster visitors' satisfaction and attachment.

10:00-11:30 a.m.
Ivers

Rural Tourism Development Initiatives—Alaska, Alberta, and Armenia

10:00-10:30 a.m.

The Tourism Mentorship Assistance Program: Fostering Entrepreneurship in Rural Alaska

Dru Garson, Tourism Development Specialist, Office of Economic Development, State of Alaska

Very few tourism programs actually provide on-going business development skills training, such as mentoring, for potential tourism business owners. The Tourism Mentorship Assistance Program (TMAP) is designed to work with small and emerging tourism business enterprises in rural Alaska to coach and counsel them through the process of business development. TMAP has helped potential tourism business owners confront and overcome many physical and psychological barriers to starting and operating a tourism business in rural Alaska and has assisted individuals to move from simply being interested in starting a business to actually starting a business. This presentation will provide an overview of the program and will describe some of the accomplishments to date.

10:30-11:00 a.m.

Ag Tourism Clustering: Country Soul Stroll to Brunch on the Beach

Bill Reynolds, Agritourism Specialist, Alberta Agriculture and Rural Development

Discover the successful cluster development process employed by Alberta Agriculture and Rural Development to stimulate driving route events, discovery maps, operator FAM's, and regional cuisine dinners. Farmers and ranchers trying to diversify their agricultural incomes have found that this partnering approach has driven more dollars into their overalls. WANTED: critical mass of market ready operators, stakeholder interest, and a target market within close proximity. Newsletters, an instructional Expecting Guests DVD, workshops, mentorships, a scholarship program, mystery shopping, and tracking templates all combine to maintain the forward momentum of the regional cluster groups. Linking dispersed agriculture-themed assets and tapping into the leisure traveling market has meant a boost in awareness and ultimately new dollars at the farm gate. It has been all about bringing the market to the product for a richer experience, instead of bringing the product to the market for a simple transaction.

- 11:00-11:30 a.m. Opportunities and Constraints of Rural Tourism Development in Armenia: A Case Study of the Goris Region**
 Luke Petersen, Graduate Student, Utah State University
 Tourism integration is becoming an important indication of success in the emerging market of local and experience-based tourism. This study seeks to provide information about tourism integration in rural areas of Armenia to assist in governmental efforts to stimulate rural economies through tourism. An understanding of local conditions will enable tourism planners to create a Community Based Tourism (CBT) development framework that can serve as the basis for pilot CBT projects in the regions. Tourism integration was measured by implementing a research approach based on the methodology used by Clark and Chabrel in connection with the SPRITE study of Europe's lagging rural regions. Representatives from four actor groups were interviewed regarding seven dimensions of tourism integration. This presentation will discuss preliminary results from the qualitative analysis of actor-group responses gained from this study and will provide a snapshot of the current tourism integration level within the Goris region of Armenia.
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- 10:00-11:30 a.m. Agritourism—Heritage Festivals, Consumer Acceptance, and Consumer Preferences**
 Kearns
- 10:00-10:30 a.m. Cedar Livestock and Heritage Festival Preserving our Heritage and Strengthening our Community**
 Chad Reid, Extension Expert, Utah State University
 Construction of a new shopping center in Cedar City, Utah, interfered with a historic livestock trail that has been in continuous use for over 120 years. To help alleviate the resultant hard feelings this caused, the Cedar Livestock & Heritage Festival was developed. This annual festival features a premier stock dog competition, Dutch oven cooking contest, live music and entertainment. The key event is a parade with tractors, wagons, horses, over 30 historic sheep wagons, and other western heritage entries. The final and most anticipated entry is 1,200 sheep parading down Main Street in Cedar City, following their historic route from mountain summer ranges to valley winter ranges. In 2008, the festival raised over \$50,000 and was attended by approximately 6,000 people. This festival educates the public about agriculture and our heritage, adds to community spirit, and in addition, infuses a significant amount of money into the local economy.
- 10:30-11:00 a.m. Consumer Acceptance of Agritourism Activities in the Highlands Region of New Jersey**
 Stephan Komar, County Agricultural Agent, Rutgers Cooperative Extension
 In 2007, a survey of consumers in the Highlands region was conducted to quantify the level of participation in agritourism activities. The survey consisted of a series of close-ended questions with additional space for write-in comments. Forty-five percent of the respondents reported having an awareness of agritourism in New Jersey. Few respondents (n=93) reported having an understanding of Community Supported Agricultural activities with one-percent (n=3) reporting regular participation. Most (73%) reported freshness as the most important reason for purchasing from a local farm. Price was not a contributing factor when considering local farm purchases. Most respondents (81%) reported a willingness to pay a premium for agritourism activities with 10% reporting a willingness to pay 20%. The results from this survey suggest that although agritourism activities may provide significant potential for Highlands farmers, marketing of these activities to potential consumers is a very important consideration.
- 11:00-11:30 a.m. Consumer Preferences of Cut-Sunflower Varieties As Indicated By Purchasing Data**
 Jenny Carleo, Agricultural Agent, Rutgers Cooperative Extension
 Nicholas Polanin, Agricultural Agent, Rutgers Cooperative Extension
 Varieties of sunflower were evaluated for marketing performance at two farm-stands and one community farmers market in Cape May County, New Jersey. The consumer purchasing choice data revealed a preference for the "traditional" dark center (disc flowers) with yellow "petals" (ray flowers). Varieties of this type include "Sunbright", "Sunny F1 Hybrid", "Sunrich Lemon", "Sunrich Orange Summer", and "Tiffany". Varied colored flower types and other less preferred varieties resulted in 33-66% of displays sold ("Double Quick", "Joker", "Magic Roundabout", "Moonshadow", "Peach Passion", "Prado Red Shades", "Pro Cut Bicolor"). Pricing data results yielded higher volumes of sales, regardless of price, when flowers of any variety were bunched rather than sold as single stems. Pricing data also indicated potential under-pricing for the seasonal market. Sales volume data indicated the potential for an increase in income through extending the growing season prior to and after the traditional tourist season (mid-May through Labor Day).
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- 11:30 a.m.-12:00 p.m. Closing General Session**
 Summit
-
- 12:00-1:00 p.m. Lunch**
 (Eat in or take to go)



Kelly Bricker is associate professor at the University of Utah and chair of the International Ecotourism Society. She has special research and teaching interest in sustainable tourism development, natural resource management, and sense of place relative to communities. She has conducted research on heritage tourism, social impacts of tourism, and natural resource tourism environments. She has presented papers on issues in heritage tourism, sense of place and natural resource management, ecotourism, and incentive travel programs. She has written articles on sense of place and whitewater recreationists (kayakers and rafters), heritage tourism, perceptions of incentive travelers, and ecotourism tourism projects.

Kelly completed her Ph.D. research with The Pennsylvania State University where she specialized in Outdoor Recreation and Nature-based Tourism within the program of Recreation, Park and Tourism Management. She has been a faculty member at the University of the South Pacific and West Virginia University, and from 1999 to 2001 served as President of the Fiji Ecotourism Association. With her husband Nathan, she developed an ecotourism whitewater and sea kayaking operation called Rivers Fiji, located on the main island of Viti Levu, which established the Upper Navua Conservation Area and Fiji's first RAMSAR site. Kelly has served on the TIES Board since 2001. She is a member of the Sustainable Tourism Stewardship Council Temporary Board and member of the Steering Committee of the Global Sustainable Tourism Criteria partnership.

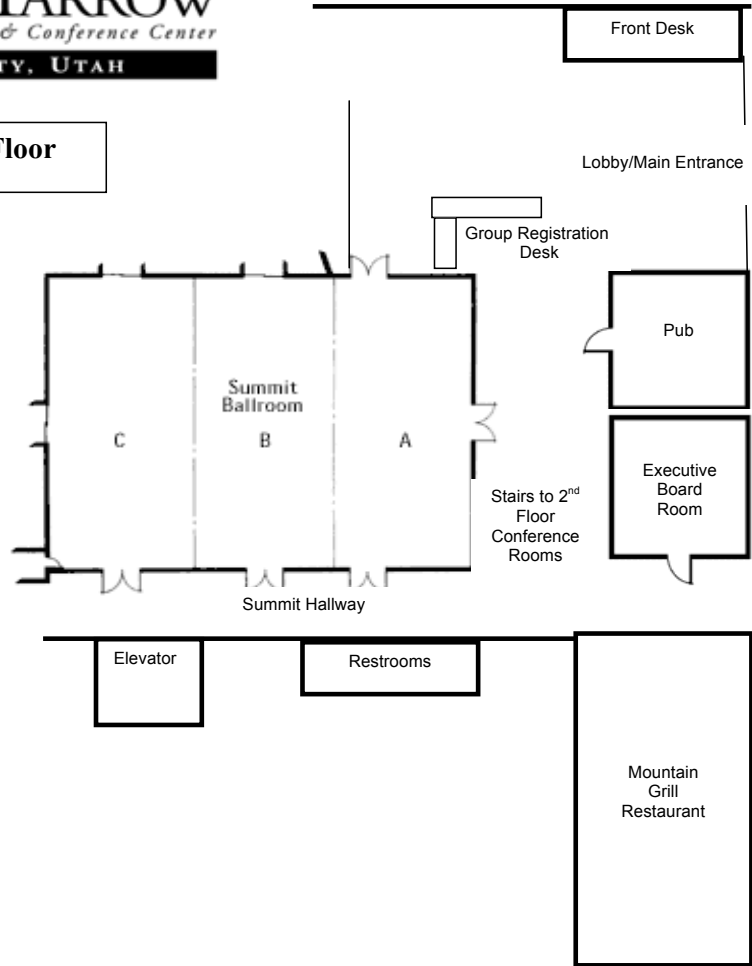


Roger Brooks, co-author of the book “Your Town: A Destination - The 25 Immutable Rules of Successful Tourism” and founding member of the award-winning Destination Development International team, has assisted more than 740 communities with their branding, tourism, downtown development, and marketing efforts. Over the past 25 years he has become one of North America's most recognized and frequently quoted experts in the field. Roger combines his dynamic approach with hilarious video clips, fascinating stories and real-life examples to inspire and ignite his audiences. Well-known for his practical approach using steps, rules, and ingredients to transform ordinary “places” into successful, vibrant, healthy “destinations,” Roger has earned a top spot as one of the world's most popular keynote speakers in the industry. With his energetic presentations, Roger will change your life and the way you look at tourism, downtowns, and community-based branding. And best of all, you will leave with innovative ideas you can use today to make a difference tomorrow. You'll laugh, you'll cry, and you will leave empowered and excited with your ability to make something happen once you get back home.



Dick Senese is the associate dean for Community Vitality and Outreach at the University of Minnesota Extension. He leads the Extension Center for Community Vitality, which applies University research to enhance Minnesota's social, economic, civic and technological capacity. Dick, a licensed psychologist, holds a Ph.D. in counseling psychology from the University of Minnesota, as well as an M.A. and B.A. from the University of Minnesota Duluth. Dick is responsible for leadership, administrative oversight and management of community vitality programs, which include tourism, community economics and leadership efforts. He is past-president of the National Association of Community Development Extension Professionals. Before coming to Extension, Dick served in a number of positions, including associate dean at Capella University; chair of the Minnesota Democratic Farmer Labor Party; in research, instructional, and program development positions; and in grassroots and community organizing.

First Floor



Second Floor

