

2021
**NATIONAL
EXTENSION
TOURISM
CONFERENCE**
NAVIGATING THE UNCHARTED



NOVEMBER 7 – 10

SAVANNAH, GA

TABLE OF CONTENTS

Conference agenda pg. 3

Poster information pg. 9

Plenary speaker bios pg. 10

Hotel maps pg. 11

CONFERENCE AGENDA

SUNDAY, NOVEMBER 7

3 - 5 PM | Registration open

6 PM | Informal meet and greet
Embassy Suites lounge

7 PM | Dinner on your own

MONDAY, NOVEMBER 8

7 AM | Registration open

7:30 AM | Poster set-up
Conference room lobby

8:30 AM | National Extension Tourism Conference welcome and program overview
Bryan Fluech, UGA Marine Extension and Georgia Sea Grant

8:40 AM | Welcome to Savannah
Joe Marinelli, President, Visit Savannah

8:50 AM | National Extension Tourism Network spotlight
Doug Arbogast, West Virginia University
Lisa Chase, University of Vermont

9:15 AM | **PLENARY SESSION I**
Is it time to change the narrative?
Brent Elrod, National Science Liaison – 4-H and Community Development
Acting Division Director, Youth and 4-H
USDA National Institute of Food and Agriculture

10 AM | Networking break
Conference room lobby

*Presenter will be virtual

CONCURRENT SESSIONS

Salon A, Salon B, Salon C

Agritourism: Promotion and service

Salon C

10:30 AM | North Carolina shellfish mariculture tourism supply and demand: Lessons learned from launching the North Carolina Oyster Trail*
Jane Harrison, North Carolina Sea Grant

11 AM | Using video and social media to support Louisiana's coastal restaurant, tourism and seafood industries during the COVID-19 pandemic*
Emily Maung-Douglass, Louisiana Sea Grant

11:30 AM | Developing awesome customer service for agritourism operations
Robert Leeds, Ohio State University

Nature-based tourism education, training and certification

Salon B

10:30 AM | Talking with our tourists: A marine debris awareness initiative*
Jill Bartolotta, Ohio Sea Grant

11 AM | Guides fishing for the future
Brittany Scharf, Florida Sea Grant

11:30 AM | Enhanced destination management through guide and outfitter training: How you can utilize the online Guide and Outfitter Recognized Professional (GORP) program
Miles Phillips, Oregon Sea Grant

Marketing and promotions: Trails and byways

Salon A

10:30 AM | Previous travel experiences that predict trail demand when planning a leisure trip
John Salazar, University of Georgia

11 AM | Extension's role in expanding and marketing a scenic byway*
Gwynn Stewart, Ohio State University

11:30 AM | The Maine Oyster Trail: Reinventing aquaculture tourism for the digital world
Jaclyn Robidoux, Maine Sea Grant

Noon | Lunch

Hotel lounge

Tourism research: Navigating disaster, preparation and recovery

Salon C

1:30 PM | Pervasiveness and importance of displacement research to destination management: Implications and measurement challenges
Rob Robertson, University of New Hampshire

2 PM | Playing "tourist": The impacts of tourism upon community post-conflict recovery
Jada Lindblom, University of New Hampshire

2:30 PM | An early assessment of COVID-19's impact on tourism in U.S. counties: Decline and recovery
Stephan Goetz, Penn State University

Tourism education, training, certification and customer service

Salon B

1:30 PM | Hospitality training for wineries
Stacy Tomas, Oklahoma State University

2 PM | Customer service train-the-trainer: Improving visitor experiences while promoting tourism impacts
Diane Van Wyngarden, Iowa State University

2:30 PM | Bridging the culture gap with service training: We SERVE!*

Cheryl Burkhart-Kriesel, University of Nebraska

Understanding economic opportunities

Salon A

1:30 PM | Using county trade pull factors to identify the "pull" of your county's tourism industry
Mark Seitz, North Carolina State University

2 PM | Irish fair of Minnesota attendee profile: What we learned from five waves of panel-level longitudinal data in 15 years
Xinyi Qian, University of Minnesota

2:30 PM | Tourism development and promotion: Utilizing shipwrecks, coastal tourism and maritime heritage as an economic development tool
Joe Lucente, Ohio State University

3 PM | Networking break
Conference room lobby

Promotion

Salon C

3:30 PM | Identifying festival needs in response to the COVID-19 pandemic
Ann Savage, North Carolina State University

4 PM | The importance of digital outreach: How followers become visitors
Lauren-Colby Nickels, Mississippi State University

4:30 PM | Messaging matters! How featuring COVID-19 safety protocols in advertising and marketing influences willingness-to-pay, and recommendation and visitation intentions
Matthew J. Bauman, Perdue University Northwest

Tourism education and certification (continued) and nature-based programs

Salon B

3:30 PM | Interpretive guide training with a twist
Diane Van Wyngarden, Iowa State University

4 PM | MI paddle stewards: linking community science and aquatic invasive species early detection and rapid response to reduce paddlesport impacts*
Mary Bohling, Michigan State University

4:30 PM | Building community around shorebird conservation: Creation of the Coastal Awareness and Responsible Ecotourism Certification Program
Katie Higgins, UGA Marine Extension and Georgia Sea Grant

Placemaking

Salon A

3:30 PM | Standing up a tourism council to launch destination development: A case study in the Sugar River region of New Hampshire
Penelope Whitman, University of New Hampshire

4 PM | The unique role of extension and a design studio intervention at Zion National Park's Eastern Gateway
Jake Powell, Utah State University

4:30 PM | Creating community in rural West Virginia: The power of public place production
Peter Butler, West Virginia University

5 PM | Day one conclusion

5:30 - 9:30 PM | Evening reception / NET Design Team crossover
UGA Marine Education Center and Aquarium on Skidaway Island
Bus transportation provided

TUESDAY, NOVEMBER 9

7:30 AM | Registration open

8:30 AM | Day two overview
Bryan Fluech, UGA Marine Extension and Georgia Sea Grant

8:40 AM | Explore Georgia welcome
Lori Hennesy, Explore Georgia Regional Marketing Manager, Georgia Department of Economic Development

9:00 AM | PLENARY SESSION II
RESET-ing collaboration: Co-creation research opportunities with Tourism RESET*
Stefanie Benjamin, Co-Director, Tourism RESET
Assistant Professor in Retail, Hospitality and Tourism Management, University of Tennessee

9:45 AM | Networking break
Conference room lobby

10:15 AM | PROGRAM WORKSHOP I
Salon C
Gullah Geechee Heritage Tourism opportunities and challenges
Victoria Smalls, Executive Director, Gullah Geechee Cultural Heritage Corridor

PROGRAM WORKSHOP II
Salon A
Agritourism Ready: Developing emergency management plans that enhance business sustainability and minimize risk
Robert Leeds, Area Leader and Educator, Agriculture and Natural Resources, Ohio State University Extension

11:30 AM - 12:30 PM | Lunch
Boxed lunches

1- 5:30 PM | MOBILE WORKSHOPS
Transportation will be provided. Registration for mobile workshops is REQUIRED due to limited seating.

- Tybee Island Resiliency tour
- Outreach trawl on R/V Sea Dawg
- Kayaking tour on Ebenezer Creek
- Pin Point Heritage Museum and Wormsloe Historic Site
- Ocean to table: Promoting the Georgia oyster

6:00 PM | Dinner on your own in Savannah

*Presenter will be virtual

*Presenter will be virtual

7:30 AM | Registration open

8:30 AM | Day three overview
Bryan Fluech, UGA Marine Extension and Georgia Sea Grant

8:40 AM | **PLENARY SESSION III**
Regional insights and DMO collaboration for cultural tourism*
Monica Smith, President and CEO, Southeast Tourism Society

9:20 AM | Break
Conference room lobby

CONCURRENT SESSIONS

Salon A, Salon B, Salon C

Planning and development

Salon C

9:30 AM | Creating bridges for the rural retail workforce: Bringing businesses and employees together to identify long-term strategies to support rural retail and tourism
Julianne Dunn, University of Arkansas

10 AM | Cooperative extension and DMO collaborations for rural destination management innovation in Appalachia
Daniel Eades, West Virginia University

10:30 AM | Buoy Maine: Rising together during the COVID-19 pandemic and beyond*
Natalie Springuel, Maine Sea Grant

Agritourism

Salon B

9:30 AM | Agritourism successes and challenges: Results from a national survey of farms and ranches open to visitors
Lisa Chase, University of Vermont

10:00 AM | Farm City tour for Florence Middle School 6th graders: Where does my food come from and careers in agriculture
Heidi Tilenius, Auburn University

10:30 AM | Using agritourism to increase agricultural sustainability and resilience in the municipality of Utuado, Puerto Rico
Patrick Holladay, Troy University

Economic, environmental and social impact

Salon A

9:30 AM | Following the Big Bend Shellfish Trail in Florida
Natalie Simon and Savanna Barry, University of Florida / Florida Sea Grant

10 AM | Framing tourism impacts on Oahu and the emergence of destination management plans in Hawaii
Dolan Eversole, Hawaii Sea Grant

10:30 AM | Visit volume estimation at the county level for rural areas*
Jinyang Deng, West Virginia University

11 AM | Networking break
Conference room lobby

11:30 AM | National Extension Tourism award ceremony and lunch
Salon C

1 PM | Conference adjourns

1 - 6 PM | Sea Grant Coastal Tourism Visioning Team meeting
Salon A

POSTERS

Available for viewing in the lobby throughout the conference.

Building a GNAR-ly community resource: The Gateway and Natural Amenity Initiative
Jake Powell, Utah State University

Collaborations and partnerships in rural development: The region and communities of the Monongahela National Forest
Peter Butler, West Virginia University

A survey to better understand ecotourism and agritourism at the Botanical Garden of the Ozarks
Olivia Caillouet, University of Florida

PLENARY SPEAKER BIOS



Brent Elrod

National Science Liaison - 4-H and Community Development
Acting Division Director, Youth and 4-H
USDA National Institute of Food and Agriculture

Brent Elrod serves as national program leader for community development within NIFA's Division of Family and Consumer Sciences. In collaboration with the Land-Grant University System, Cooperative Extension Service, federal agencies, and non-governmental organizations, Elrod administers federal assistance and leads programs that advance the human and social dimensions of food and agricultural sciences.



Stefanie Benjamin

Co-director, Tourism RESET
Assistant Professor in Retail, Hospitality and Tourism Management,
University of Tennessee

Stefanie Benjamin, Ph.D., is an assistant professor in the Retail, Hospitality, and Tourism Management Department at the University of Tennessee and Co-Director for Tourism RESET. Her research interests include social equity in tourism around the intersectionality of race, ethnicity, gender, and people with disabilities. She also researches contents or film-induced tourism, implements improvisational theater games as innovative pedagogy and is a certified qualitative researcher.



Monica Smith

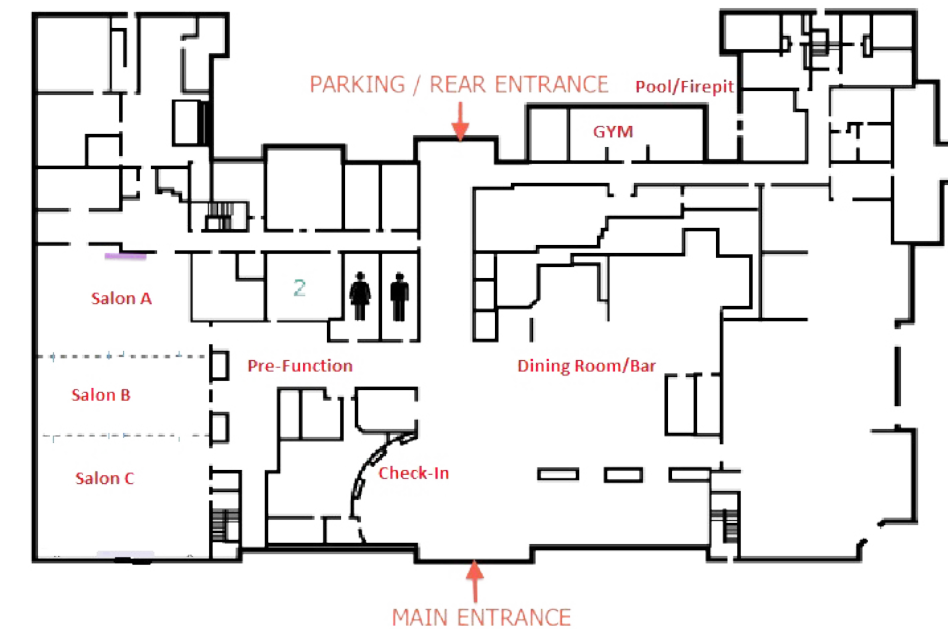
President and CEO, Southeast Tourism Society

Monica Smith serves as the President and CEO of Southeast Tourism Society (STS) and has over 26 years of experience in the hospitality and tourism industry. Prior to joining the staff of STS, she served on its Board of Directors while she was the Vice President of Sales and Services for Visit Jacksonville (Florida), the city's tourism sales and marketing organization, and while she was President & CEO of Macon-Bibb County Convention and Visitors Bureau in Macon, GA., for 6 years. Her other destination sales and marketing experience includes positions with the Pasadena CVB in Pasadena, CA, the Newport Beach CVB in Newport Beach,

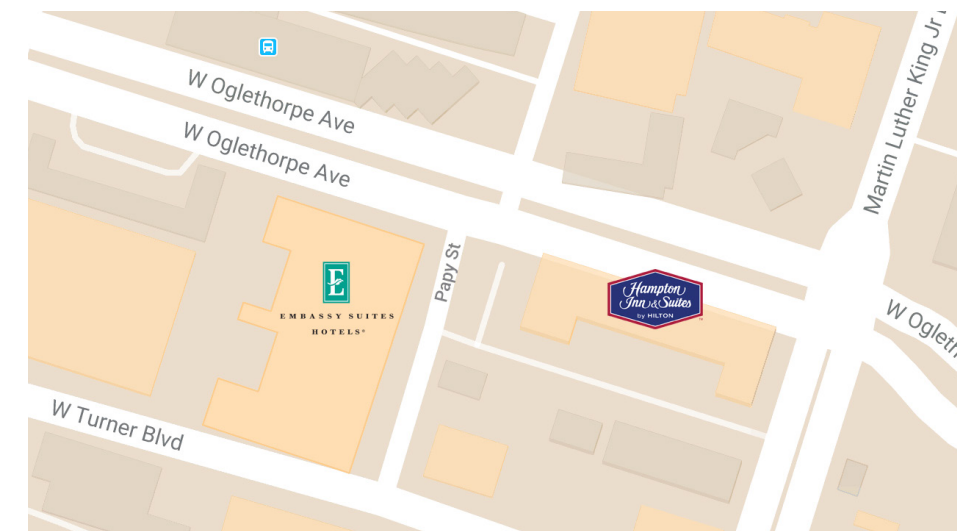
CA, and Destination Cleveland in Cleveland, OH. Monica is a graduate of Cornell University's School of Hotel Administration and has been actively involved in the university's CAAAN alumni admissions outreach. She has a passion for developing the next generation of tourism leaders and educating communities on the importance of tourism as an economic and community development strategy.

EMBASSY SUITES SAVANNAH

FIRST FLOOR



HOTEL LOCATIONS



Embassy Suites

605 West Oglethorpe Avenue
Savannah, GA 31401
Tel: +1-912-721-6900
Fax: +1-912-721-6910

Hampton Inn and Suites

603 West Oglethorpe Avenue
Savannah, GA 31401
Tel: +1-912-721-6900
Fax: +1-912-721-1610

