

Tourism Resilience and Community Sustainability: Adaptation and Recovery of Rural Businesses and Destinations

- Introduction to NE2251 Hatch Integrated Multistate Research Project and a call for participation
- Principal Investigator:
Doug Arbogast, Rural Tourism Specialist/
Associate Extension Professor
West Virginia University Extension Service

Planning Team

Dr. Stephan Goetz	Sjg16@psu.edu	Pennsylvania State University
Dr. Jason Scott Entsminger	Jason.Entsminger@maine.edu	University of Maine Cooperative Extension
Dr. Jinyang Deng	Jinyang.Deng@mail.wvu.edu	West Virginia University
Dr. Robert Robertson	Rob.robertson@unh.edu	University of New Hampshire
Daniel Eades	Daniel.Eades@mail.wvu.edu	West Virginia University Cooperative Extension
Dr. Charlie French	Charlie.French@unh.edu	University of New Hampshire Cooperative Extension
Penelope Whitman	Penelope.Whitman@unh.edu	University of New Hampshire Cooperative Extension
Dr. Xinyi Qian	qianx@umn.edu	University of Minnesota Cooperative Extension
Dr. Matt Ulmer	ulmermj@auburn.edu	University of Alabama Cooperative Extension
Miles Phillips	miles.phillips@oregonstate.edu	Oregon State University Cooperative Extension
Dr. Lisa Chase	Lisa.chase@uvm.edu	University of Vermont Extension Service

Who is in attendance?

1. Academic Faculty affiliated with an Agriculture Experiment Station
2. Land-grant University Faculty not affiliated with an Ag. Experiment Station:
3. Non Land-grant University Faculty
4. Land-Grant Extension Specialists or Agents
5. Sea Grant Extension Specialists or Agents
6. Other

Agenda

- NE2251 Background, Rationale, Justification, Objectives
- What is Hatch?
- What are Multi-State Projects?
- What are Integrated Projects?
- How to Participate in NE2251
- A few examples

Project Background

- External forces such as globalization and technological change have led to a **decline in traditional agricultural, forestry, and mining jobs in rural America**
- As a result, many small towns and communities in rural areas are looking to effective means such as **recreation and tourism for economic diversification and growth**
- The rural authenticity, unique culture and heritage, distinctive and “living” assets of traditional music, art and craft, local food and drink, and outdoor beauty and recreation are increasingly identified as **important assets that can help to improve local economies**
- The increasing importance of the recreation economy is **recognized by the USDA as an emerging or priority area of national need and an effective means for rural development**

Project Rationale

- **Tourism is very susceptible/vulnerable to external factors** such as natural disasters, economic crises, disease outbreaks, climate change, terrorism, and uncertainties in safety and security, among others
- The COVID-19 pandemic proved especially challenging for rural tourism economies, and while the impact of COVID-19 pandemic on the tourism industry has been widespread, **the depth and breadth of the impacts vary among businesses and destinations**
- For example, **many destinations saw declines** in business activity and increased unemployment, **while others reported increased visitation and resource overuse**
- Given the importance of outdoor recreation and rural tourism in local economies and its vulnerability to external shocks, particularly the unprecedented COVID-19 pandemic, a **multistate long-term project that assesses and monitors the recovery of the tourism sector in rural areas is necessary**

Project Justification

- This project arose out of the **identified need to examine the impact of crises and disasters such as COVID-19 on the tourism sector in rural areas systematically and longitudinally to fully understand the resilience, adaptability, and recoverability of rural tourism across states during and post the pandemic**
- The COVID-19 pandemic may offer an opportunity for tourism sectors in rural areas to **restructure in a more sustainable and resilient way in the long run**
- While rural tourism has been widely examined in the literature as a means for rural development, a search of the National Information Management and Support System (NIMSS) database reveals **few projects that explicitly address outdoor recreation/rural tourism issues and challenges or its role in rural community resilience**

Project Objectives

1. Assess, inventory, and classify the impact of current and potential external shocks on rural tourism at the multi-state level
2. Investigate the resilience, adaptability, and recoverability of different components of the rural tourism system (i.e., suppliers, buyers, and destinations)
3. Identify, implement, and evaluate strategies for tourism businesses and destinations to cope with external shocks.

Approach

- The research methods and approaches that will be utilized will be developed and applied to all participating states
- Although all states face similar COVID-19 issues and other challenges, **the impacts and associated coping strategies may differ from county to county and from region to region** (region herein refers to tourism region defined by each state), which **allows for comparative analysis of the relationships between dependent and independent variables**
- Thus, **interstate collaboration provides the opportunity not only for longitudinal analysis within a single state, but also for cross-section analysis across states, research that has never been done before**

- Resilience is all about being able to overcome the unexpected
 - Sustainability is about survival
 - The goal of resilience is to thrive
- ## Jamais Cascio



2020 – the 'Year of Tourism and Rural Development

"In the context of the COVID-19 pandemic, the role of tourism in rural development is more relevant than ever."

This crisis is “an opportunity to rethink how tourism interacts with our societies, other economic sectors and our natural resources and ecosystems; to measure and manage it better; and to ensure the fairer distribution of its benefits”



Why Hatch?

I hope you like acronyms.....



Dr. Ashley Mueller
NIFA National Program Leader
Division of Family and Consumer Sciences

TOPICS

GRANTS

DATA

RESOURCES

ABOUT

HOME > ABOUT GRANTS > PROGRAMS > CAPACITY GRANTS

The Hatch Act of 1887 (Multistate Research Fund)



SHARE



Capacity Grants

> Agricultural Extension Programs At 1890

Institutions

The purpose of Hatch Act funding is to conduct agricultural research programs at State Agricultural Experiment Stations in the 50 States, the District of Columbia, and the Insular Areas. The specific purpose of Hatch MRF funding is to conduct research by institutions within a State and by institutions in multiple States to solve problems that concern more than one State.



State Agricultural Experiment Stations

SHARE



Capacity Grants

> Agricultural Extension Programs At

1890 Institutions

> Agricultural Research At 1890 Land-

Grant Institutions

> Animal Health And Disease Research

Capacity Program

> Capacity Grantee Resources

> District Of Columbia Public

Postsecondary Education

Reorganization Act Program

Universities across the nation engage in research, but at least one land-grant college or university per state is home to a State Agricultural Experiment Station. An Agricultural Experiment Station is a scientific research center that investigates potential improvements to food production and agribusiness.

Experiment Station scientists provide research and discoveries that fuel Cooperative Extension's hands-on education curriculum and work with farmers, ranchers, suppliers, processors, and others involved in food production and agriculture.

The Hatch Act of 1887 authorized the establishment of an agricultural experiment station in each state, which today employs about 13,000 scientists. Many states have branch stations to meet the special needs of different climate and geographical zones in those states. Federal and state governments cooperate in funding the research done at the stations, with additional income coming from grants, contracts, and the sale of products.

Multistate Research Project

- Projects that **involve integrated, potentially interdisciplinary, and multistate activities**; have expected outcomes, including original research results; convey knowledge; and are peer reviewed.
- The portfolio of projects and other activities **should reflect the needs of the region's stakeholders and the priorities derived from those expressions of need**. In as much as the collective SAES system is to operate as a national network, any SAES is free to address its priorities through participation in the projects that are sponsored by any of the other regional associations.
- **In addition to SAES scientists**, membership to multistate research activities (but not access to formula funding) is **open to Extension educators** and others who are in a position to contribute to that activity. This should be seen as encouragement to committees to reach out to others when organizing an activity, recognizing that **the multistate research authority is a unique and powerful organizing principle**.

Integrated Multistate Activities:

- Any of the above types of activities may be suitable as an integrated activity with Cooperative Extension Service.
- Extension specialists and agents may be invited to participate in any activity deemed appropriate by the responsible research and extension directors.
- The sponsoring regional association of SAES or CES Directors will document extension's participation. It is the responsibility of CES Directors to document expenditures through appropriate reporting mechanisms.



Jorge H. Atilas, Ph.D.
Dean of Extension and
Engagement and Director of
West Virginia University
Extension Service

2021 Planning Grant

\$7,000 multi-state planning grant awarded by the Northeastern Regional Association of State Agricultural Experiment Station Directors (NERA)



Dr. Richard C. Rhodes III

Executive Director, NERA

Aquaculture Center
University of Rhode Island
14 East Farm Road, Room 110
Kingston, RI 02881
Office: (401) 874-2468
rchrhodes@uri.edu



David Leibovitz

Coordinator, NERA

Aquaculture Center
University of Rhode Island
14 East Farm Road, Room 111
Kingston, RI 02881
Office: (401) 874-4801
david.leibovitz@uri.edu



Northeastern Regional Association of State Agricultural Experiment Station Directors

Regional Rural Development Centers

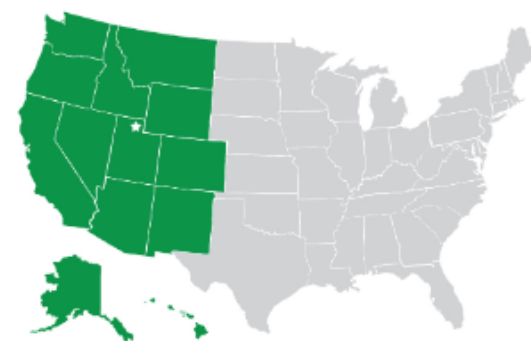
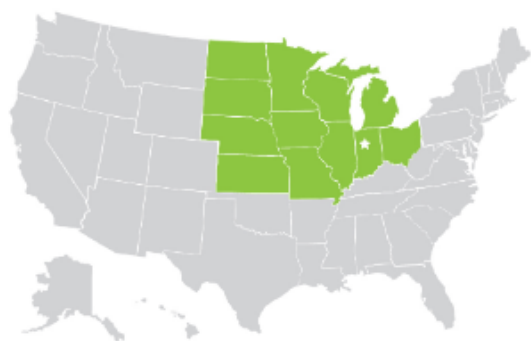


Advancing the Economic Health of Rural America

The Regional Rural Development Centers are a trusted source of economic and community development data, decision tools, education, and guidance for our nation's rural communities.

Collectively, the Centers form a one-stop-shop connection to the nationwide network of Land-Grant Universities and the Cooperative Extension Service. Each Center serves a U.S. region and taps its Land-Grant University network to form innovative research and Extension partnerships in the area of rural development.

Together, the Regional Rural Development Centers help rural communities make science-based decisions about their community and economic development investments.



Who can participate?

- **Participation is encouraged from the following:**

1. **Ag Experiment Station Faculty:** AES Faculty who join the project can request Hatch funding to support research. These faculty members should contact the AES director's office at their institution in addition to their department chair and request permission to join the project.
2. **Extension Specialists and Agents:** Extension Specialists and Agents interested in joining the project should first contact their Extension Director and request permission to join the project. Extension Specialists and Agents are invited to serve on or lead research teams, identify research topics and priorities that will lead to more relevant and robust extension programming, and assist with dissemination and practical applications of research results.
3. **Land-grant University Faculty not affiliated with an Ag. Experiment Station:** These faculty should identify and contact the AES director's office at their institution in addition to their department chair and request permission to join the project. Hatch funding may not be available to non-AES affiliated faculty, however, opportunities for participation and extramural support may still be available.
4. **Non Land-grant University Faculty:** Non LGU faculty or other interested stakeholders should email their NIMSS regional system administrator:
http://www.nimss.org/directory/regional_offices to discuss participation options.

Additional Information

- **Project Duration:** October 1, 2022 through September 30, 2027
- The following are directions for viewing the proposal and for creating an Appendix E to authorize participation by a scientist(s) /specialist(s) in this proposed activity.
- **To complete an Appendix E participation request:**
 1. If you are a member of a Land-grant institution, first contact your AES or EXT director's office to be sure you are approved to join the project.
 2. Non Land-grant participants should contact the regional system administrator for the project to be added.
 3. Log into NIMSS (<http://www.nimss.org>)
 4. From the left side menu bar, click on Participants, Draft/Edit Participant Info, and then Draft New
 5. Complete the entire form; all Research fields are required for AES participants
 6. Click the Submit button when finished to save your work
- Please submit the Appendix E as soon as possible. To view this proposal:
 1. Log into NIMSS (<http://www.nimss.org>)
 2. If this is a "temp" proposal, select Project Proposals and View All Proposals
 3. Click on **NE2251** in the Current Project Number field to view the proposal

Who are participants?

Participant Name	Is Head	Station / Name	Objective No.	Research							Extension
				KA	SOI	FOS	SY	PY	TY	FTE	Program/KA
Qian, Xinyi qianx@umn.edu		Minnesota - University of Minnesota: AES	1,2,3	901	599	3010	0.10	0.00	0.00	0.05	901
Knollenberg, Whitney wgknolle@ncsu.edu		North Carolina - North Carolina State University: AES	1,2,3	608 0	6050 0	3100 0	0.10	0.00	0.00	0	0
Phillips, Miles D miles.phillips@oregonstate.edu		Oregon - Oregon State University: AES	1,2,3	608	599	3010	0.10	0.00	0.00	0	0
Goetz, Stephan sgoetz@psu.edu	Yes	Pennsylvania - Pennsylvania State: AES	1,2,3	603	6110	3010	0.10	0.00	0.00	0	0
Arbogast, Douglas doug.arbogast@mail.wvu.edu	Yes	West Virginia - West Virginia University: AES	1,2,3	134 608	599 599	3080 0	0.10	0.00	0.00	0.25	134
Jasper, Cynthia R crjasper@wisc.edu	Yes	Wisconsin - University of Wisconsin: AES	1,2,3	608	599	3010	0.10	0.00	0.00	0.1	901

Projected Outcomes and Impacts

- **Development of funding proposals that promote collaborative, integrated research and extension activities on tourism resiliency and community sustainability in the U.S.**
- A better understanding of the role of the tourism industry in local and regional economy and how dependency on tourism sectors influences local/regional economic resiliency
- Development of best practice toolkits for rural tourism responses to external shocks
- Development of strategies to recover from external shocks

Integration and Outreach Plan

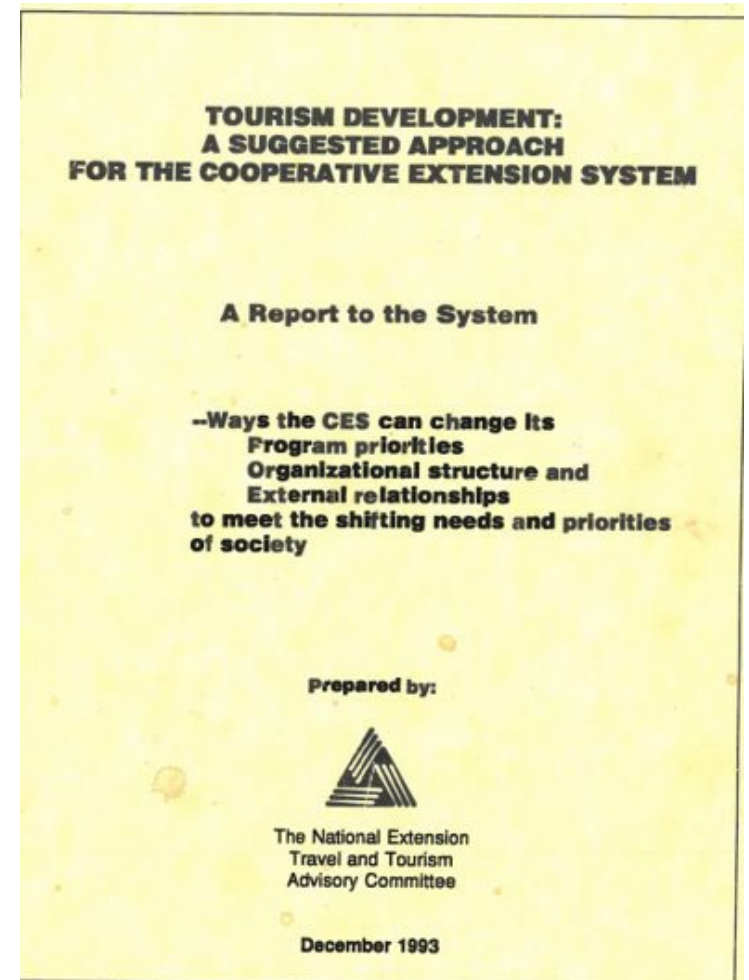


NATIONAL EXTENSION
TOURISM NETWORK

- The Outreach Plan for this collaboration with the National Extension Tourism (NET)
- Working collectively across the U.S., the NET Design Team is a loosely structured group geographically aligned with the four Regional Rural Development Centers
- NET members provide research-based education and engagement and outreach support among participating land-grant and sea grant institutions
- NET provides strategies to collaborate and share including a bi-annual conference, website, webinars, and joint programming around topics such as agritourism, community or rural tourism development, and coastal tourism

Rural Tourism Core Values

- Basing tourism development on **authenticity** and a sense of place.
- Assessing the true **benefits and costs** of tourism.
- Using tourism as a **diversification** rather than a substitution strategy.
- Developing and delivering **quality services**.
- **Sharing the benefits** of tourism and **developing local control**.



Expected Project Outputs

- Publications in scientific articles/reports
- Webinars/workshops
- Crisis recovery frameworks and theory development
- Inventory of tourism assets in rural areas under examination
- Assessment of tourism performance pre, during, and after crisis
- Creation of a rural tourism resilience index dashboard
- Graduate students engaged in multi-state projects
- Extension programs engaged
- New Extension programs developed

Examples

- What current or potential research projects do you have that align with Tourism Resilience and Community Sustainability: Adaptation and Recovery of Rural Businesses and Destinations
- Do you have an integrated and/or multi-state project?
- How can you benefit from participating in NE2251?
- Do you know how to participate in NE2251 at your institution?

The Agriculture and Food Research Initiative (AFRI) is the nation's leading competitive grants program for agricultural sciences.

***Proposal Title:* Rural Community Well-Being: Using Tourism Indicators to Identify, Understand and Address COVID Pandemic Impacts and Strategies for Resiliency**

Principal Investigator: Dr. Doug Arbogast

Rural Tourism Specialist/Extension Associate Professor, West Virginia University Extension Service

Project duration: January 1, 2022 – December 31, 2025

Priority Area: Agriculture Economics and Rural Communities

Program: Innovation for Rural Entrepreneurs and Communities



The Agriculture and Food Research Initiative's Data Science for Food and Agricultural Systems program area priority seeks to catalyze activities at the intersection between data science/artificial intelligence (AI) and agricultural areas, in order to enable systems and communities to effectively utilize data, improve resource management, and integrate new technologies and approaches to further U.S. food and agriculture enterprises.

Proposal Title: Utilizing Big Data and Machine Learning to Empower Tourism for Rural Economic Revitalization Post COVID-19

Principal Investigator: Dr. Jinyang Deng, Professor
Recreation, Parks and Tourism Resources, West Virginia University

Proposed Project duration: January 1, 2023 – December 31, 2026

Program: USDA Crosscutting Programs, Priority Area: Data Science for Food and Agricultural Systems



Xinyi Qian, Ph.D.

Director, University of Minnesota Tourism Center

qianx@umn.edu, 612-625-5668

Project alignment

- NIFA proposal on big data and rural tourism, led by WV, with participation from Penn State, U Michigan, and UMN
- Want to identify collaborators on a future NIFA proposal on agritourism

□ Professional networks



NATIONAL EXTENSION
TOURISM NETWORK



Whitney Knollenberg

Assoc Professor, Tourism Extension Specialist
North Carolina State University,
wgknolle@ncsu.edu, (919) 515-5852

Ann Savage

Tourism Extension Associate
North Carolina State University,
aesavage@ncsu.edu, (919) 515-0920

Current Project Alignment:

- Agritourism storytelling and connecting with DMOs - emPOWERing Mountain Food Systems
- Working with NC State Parks on potential revenue generating opportunities and equitable access concerns
- First Impressions Programs with rural NC communities
- Blueprint for Ocracoke, Hatteras and other tourism-dependent coastal communities to develop a hub for both teaching and learning about recovery and resiliency competencies and strategies



Benefits of Participating:

- Expanding opportunities
- Learning best practices from other areas
- Establishing connections
- Finding areas of overlap with other regions
- Support for future funding efforts



Signing on to the Project Notes:

- It all depends on your university and college
- You can sign on without funding attached, if need be



Associate Professor and Liaison Inter-College Travel & Tourism Initiatives

Department of Natural Resources and the Environment

College of Life Sciences and Agriculture University of New Hampshire

What current or potential research projects do I have that align with NE2251: Tourism Resilience and Community Sustainability: Adaptation and Recovery of Rural Businesses and Destinations?

- **Nature Economy Collaborative-Bridging the Gaps and Growing the Future: UNH CoRE Interdisciplinary Research/Extension Working Group**
- **Continuing Interest in the relationship between “Sense of Place” and “Place Attachment” and Community Resilience and Sustainability.**

Do I have an integrated and/or multi-state approach to your research/extension projects?

- **15 years experience with a Multi-State AES Project: Improvement of rural agricultural sample survey methods (W-183) with UF, WSU, U of MN, MSU, Cornell and others. Data from this project helped UNH Extension improve response rates.**
- **A participant in a Multi-State research/extension project entitled: “Public Access to Private Lands for Recreation and Tourism in the Northern Forest”. Funded by the Northeastern States Research Cooperative, May 4, 2005 -2008 in cooperation with UVM, Cornell University, U of M-Orno.**

How will I benefit from participating in NE2251?

- **Collaboration with colleagues from around the country, developing a better understanding of the relationship between “sense of place” and community resilience and sustainability, and further understanding of the application experiment designs to community research.**

What is the process for participation in NE2251 at your institution?

- **Submit a full proposal for review by NHAES Research Steering Committee.**

NE2251 Annual Meeting

- Opportunity to network and collaborate on multi-state competitive grant proposals
- Annual meetings are either stand alone meetings or held in conjunction with an existing conference
- First NE2251 meeting will be at the 2023 National Extension Tourism Conference
- Consider an academic conference in 2024?



Poll

How many acronyms did you hear today?

- 1
- 3
- 5
- 10
- 423
- Too many to count

Please complete a short webinar evaluation which will also give you an opportunity to share any research interests that align with NE2251:

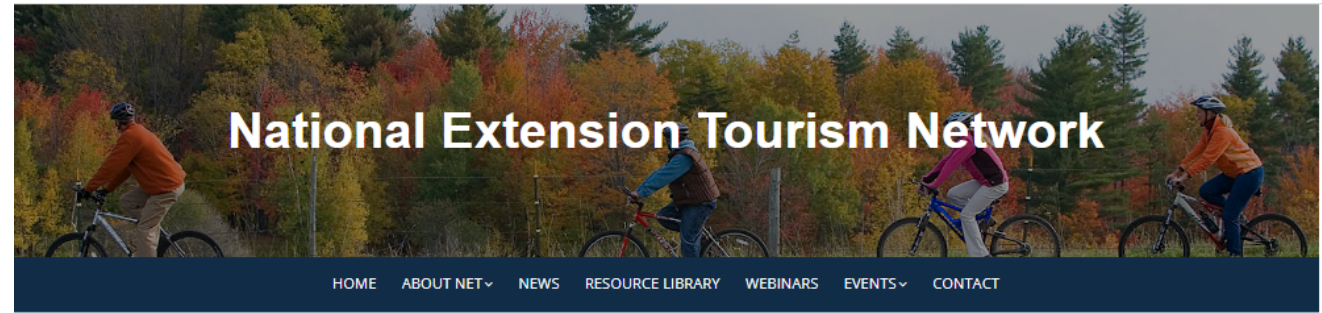
https://wvu.qualtrics.com/jfe/form/SV_1Rdo6OXZnCPWfcO

Question/Comments?

- Questions about Hatch, project alignment, or how participate in NE2251 at your institution?

Webinar Resources

<https://extensiontourism.net/webinar-new-hatch-project-on-tourism-resilience-and-community-sustainability/>



Home > Webinars > Webinar: New Hatch project on Tourism Resilience and Community Sustainability

NEWS WEBINARS

Webinar: New Hatch project on Tourism Resilience and Community Sustainability

September 22, 2022 NET Editorial Team

- Date: October 20, 2022
- Time: 3:00 p.m. Eastern
- Registration is required. [Register here.](#)
- Helpful pre-read: [Overview of the project, its objectives, who can participate, and how.](#) (PDF)

A new Hatch Integrated Multistate Research Project on Tourism Resilience and Community Sustainability—NE2251 [Tourism Resilience and Community Sustainability: Adaptation and Recovery of Rural Businesses and Destinations](#)—was approved and will launch on October 1, 2022. Please join this webinar on **October 20 at 3:00 p.m. Eastern** to learn more about Hatch Integrated Multistate Research Projects and how Extension professionals, academic faculty, and industry partners can benefit from participating in this project. During the webinar, representatives from the USDA National Institute for Food and Agriculture, Northeastern Regional Association of State Agricultural Experiment Station Directors (NERA), Agriculture Experiment Stations, and the Northeast Regional Center for Rural Development will discuss the purpose of Hatch, how to participate, and expected outcomes of this project.

SUBSCRIBE TO THE NET LISTSERV

[Sign up here](#) to receive periodic news and announcements from members of the NET community.

Thank you

Please join the NE2251 Team!

- **Principal Investigator:**
**Doug Arbogast, Rural Tourism Specialist/
Associate Extension Professor
West Virginia University Extension Service**
- **Doug.Arbogast@mail.wvu.edu**
- **304-293-8686**