Assessing Your Potential for Success

Tourism Assessments and Surveys

When resources are slim tourism communities need to focus on efforts that have the greatest potential for success. Communities and tourism planners can use assessment and survey tools to make informed decisions and make the most of existing resources and assets.

About Community Tourism Assessments and Surveys

A Community Tourism Assessment is a tool that is used to help a community identify its potential and needs with respect to tourism development and allows a community to create a tourism plan that will be supported by local residents, build community well-being, and serve as an active guide for tourism related economic development. Assessments should be tailored to address questions unique to your community.

The Crawford County Tourism Assessment was developed as a collaborative effort to involve people who have a stake in the local tourism industry including business owners, citizens, local officials, representatives of tourism organizations and economic development professionals. Through focused discussions, the stakeholder group generated ideas about the community's resources, barriers to tourism, opportunities for growing tourism, actions to address key issues, and ways existing organizations can work together better. Background research, surveys, and other forms of data collection were also considered in the assessment.

Surveys are more focused tools that are used to gather information about a particular community or group (tourists for instance). Generally surveys involve a sample that is used to represent the group as a whole. Surveys are educational tools that can help inform decision makers about tourism issues. Crawford County has used surveys to answer: Do local residents support tourism development? If yes, what kinds of tourism? Who attends festivals in Crawford County? Where are they from and what are they spending money on? Are local farmers or local restaurants involved in tourism? How? What about our county is most valued by tourists? Are our events really generating overnight stays?

Putting it to Work in Your Community:

With some thoughtful planning, surveys and assessments are tools that can be easily applied by any community. Establishing strong community partnerships is key to the success of these tools. Your local UW Extension office can help you identify community partners that may help you successfully develop or implement as assessment or community survey. These partners may include schools or technical colleges, economic development organizations, business service providers (such as the Small Business Development Centers), local event planners or community promotions committees.

For More Information:
http://crawford.uwex.edu/cnred/tourism.html
The Community Toolbox: http://ctb.ku.edu

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