

Tourism Research, Planning and Development Team Banner Update

The team is developing a new working relationship with the Wisconsin Department of tourism. The next team meeting will be held Thursday, March 2 at the Department of Tourism in Madison. One of the discussion points with Secretary Holperin and staff will be new collaborative relationships between the Department's consultants and CNRED county faculty and staff.

The team has received CNRED team funding to offer a spring inservice on CNRED Roles in Tourism Development. The late April or May program will be held in Wisconsin Dells. Presentations will be made by Secretary Holperin and staff of the Department of Tourism.

The team has been involved in planning a September 06 National Extension Tourism Conference in Burlington, VT. A call for presenters was sent out by Beverly Stencil (who is on the national committee to plan this conference).

A cross-divisional project was completed to examine how UWEX can partner with Wisconsin's Tourism Trade Associations. Ideas related to business research and educational programs were identified that can be used by both CNRED and SBDC educators.

A website was developed titled Tourism and Community Development Resources and Applied Clearinghouse. The URL for the site is <http://www.wisc.edu/urpl/people/marcouiller/projects/clearinghouse/>. Additional information on recreational use conflicts has recently been added.

Finally, the team has formed a subcommittee to develop "Impact Indicators/Performance Metrics" related to tourism. These tools will be useful in assessing community tourism efforts. The team has also created a number of other subgroups to develop material and curriculum for tourism programming in our counties. Subgroups, still evolving, include eco-friendly business methods/green travel, recreational conflicts, and tourism business development.