



Economic Development

Tourism Research, Planning and Development

The Tourism Research, Planning and Development Team's purpose is to leverage Extension's rich history in tourism programming to help strengthen community tourism and its contribution to Wisconsin's economy. Priorities will include forming synergistic partnerships in and outside Extension, and building Extension's capacity in the area of tourism.

Current Initiatives

Strengthen Collaboration with the Wisconsin Department of Tourism. A new working relationship with the Wisconsin Department of Tourism has been created. Recent discussions with the Department's Secretary and staff have focused on new collaborative relationships between the Department and CNRED county faculty and staff.

National Extension Tourism Conference. The team has been involved in planning a September 2009 National Extension Tourism Conference in Burlington, VT. This will be an opportunity for the team to bring back to Wisconsin some of the most effective tourism programs that are offered in other parts of the country. Beverly Stencil Serves on the conference planning committee. See Upcoming Events below.

Impact Indicators/Performance Metrics Related to Tourism. A toolbox is being developed that will be useful in assessing community tourism efforts, studying the impact of tourism on a community, and conducting necessary market research.

Eco-Friendly Tourism . The team is collaborating with the Department of Tourism in the creation of a "green travel" program that will help businesses further develop environmentally sustainable operating practices.

Recreational Conflicts. Issues facing communities over the use of natural resources and community amenities are being examined by a team sub-group. Current research includes studying the economic impact and recreational conflicts on the Gandy Dancer Trail in northwest Wisconsin.

Tourism Business Development. A tourism entrepreneurship toolbox has been created that provides the structure for business counseling and educational programs related to business planning for the hospitality industry (see Resources below).

Upcoming Events

National Extension Tourism Conference. Provo, Utah – September 2009

Resources

-  [Tourism Research, Planning and Development Team Banner Update](#) (1 page, 10 KB) Dated Feb

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- **Tourism Business Development Toolbox:** This is on-line toolbox assists in the business planning efforts for specific types of tourism business. The on-line toolbox provides existing and prospective business operators with relevant trends, industry data, market analysis techniques and downloadable financial planning software. See: <http://www.uwex.edu/ces/cced/tourism/>
- **Tourism and Community Development Resources and Applied Clearinghouse:** This website links to community tourism development resources and research. Research includes both economic impact studies as well as recreational conflict management practices: <http://www.wisc.edu/urpl/people/marcouiller/projects/clearinghouse/>
- **University of Minnesota - Tourism Center:** The University of Minnesota Tourism Center has been a good source of education and research for the Upper Midwest, the United States, and many countries. The Tourism Center conducts tourism research and provides education and outreach programs and resources as outlined on their website: <http://www.tourism.umn.edu/index.html>.



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