

Community Development Strategies for Tourism: An Assessment Tool

N.R. Sumathi and Geoffrey Wendorf

For a community deciding whether to embark on a tourism development campaign, there are many factors to consider. To start, local leaders need to evaluate the community's existing tourism resources, as well as its ability to plan and conduct future marketing efforts. This publication is designed to serve as a tool to help you analyze the performance of your community's tourism sector, and to plan new development and promotions. It shows you how to evaluate tourism-related activities and conditions that the community can influence or control.

The checklists that follow focus on different elements relating to tourism development. Where boxes are available, respond by marking yes or no. Where a line is available for a ranking, mark your community's performance with a 1 for excellent, 2 for good, 3 for fair, or 4 for poor. Your county Extension agent or community development specialist can help you interpret the results. Your community may then use this information as a guide to determining whether it is prepared to initiate tourism development.



TOURISM BUSINESS MAINTENANCE, DEVELOPMENT, AND EDUCATION

	Yes	No	Rank
5. Within the last three years, the community has conducted a Tourism Economic Analysis program, in which community leaders identified ways to enhance tourism development based on an improved understanding of the local tourism industry and its contribution to the local economy.	<input type="checkbox"/>	<input type="checkbox"/>	
Has much progress been made on the goals identified in the analysis?	<input type="checkbox"/>	<input type="checkbox"/>	___
6. The community has a tourism development plan that describes the strategies for tourism development in the community.	<input type="checkbox"/>	<input type="checkbox"/>	___
a. It has been formally adopted by the chamber of commerce, tourism organization, city council/village board/town board, or county board.	<input type="checkbox"/>	<input type="checkbox"/>	
b. It includes an analysis of sources of employment within the Hospitality, Recreation and Tourism (HRT) sector.	<input type="checkbox"/>	<input type="checkbox"/>	
7. The community has a program to encourage existing tourism businesses.	<input type="checkbox"/>	<input type="checkbox"/>	
a. The chamber of commerce or Convention and Visitors Bureau (CVB) conducts regular visits with tourism business managers.	<input type="checkbox"/>	<input type="checkbox"/>	___
b. Tourism business management and marketing courses are available.	<input type="checkbox"/>	<input type="checkbox"/>	___
c. An annual tourism recognition event is conducted.	<input type="checkbox"/>	<input type="checkbox"/>	___
8. The community has a customer service educational program in place.	<input type="checkbox"/>	<input type="checkbox"/>	
a. Training has been conducted during the past year.	<input type="checkbox"/>	<input type="checkbox"/>	___
b. HRT businesses participate in this program.	<input type="checkbox"/>	<input type="checkbox"/>	___
9. The community has a volunteer training and recruitment program that recognizes and rewards volunteers working in the tourism area.	<input type="checkbox"/>	<input type="checkbox"/>	___
10. The community has a calendar of events.	<input type="checkbox"/>	<input type="checkbox"/>	___
11. The community has an active downtown program.	<input type="checkbox"/>	<input type="checkbox"/>	___
a. Downtown events are coordinated with other community activities.	<input type="checkbox"/>	<input type="checkbox"/>	___
b. Downtown events are listed on chamber of commerce materials (e.g., calendar of events).	<input type="checkbox"/>	<input type="checkbox"/>	___
c. Downtown merchants are informed of tourism events.	<input type="checkbox"/>	<input type="checkbox"/>	___
12. The community has at least one major community event each year. List the events:	<input type="checkbox"/>	<input type="checkbox"/>	___
13. The community park and recreation department is involved in tourism activities.	<input type="checkbox"/>	<input type="checkbox"/>	___

TOURISM SUPPORT AND FINANCING

	Yes	No	Rank
22. The local citizens understand and appreciate the value of tourism and support its development.	<input type="checkbox"/>	<input type="checkbox"/>	___
23. Local units of government understand, value and support the tourism industry.	<input type="checkbox"/>	<input type="checkbox"/>	___
24. Local units of government cooperate with the private sector on tourism promotion and development	<input type="checkbox"/>	<input type="checkbox"/>	___
25. The trend in financial support of tourism-related activities during the past 5 years has been:			
Municipal government			
Increasing		<input type="checkbox"/>	
Decreasing		<input type="checkbox"/>	
No change		<input type="checkbox"/>	
County government			
Increasing		<input type="checkbox"/>	
Decreasing		<input type="checkbox"/>	
No change		<input type="checkbox"/>	
Private sector			
Increasing		<input type="checkbox"/>	
Decreasing		<input type="checkbox"/>	
No change		<input type="checkbox"/>	
26. The municipality has an accommodations tax.	<input type="checkbox"/>	<input type="checkbox"/>	
a. The tourism sector provides input on the use of revenue generated by the tax.	<input type="checkbox"/>	<input type="checkbox"/>	___
b. The level of taxation is reviewed periodically to gauge its impact on the local hotel/motel sector.	<input type="checkbox"/>	<input type="checkbox"/>	___
c. The municipality reviews the use of these dollars. How often? _____			
27. Local financial institutions support tourism development and expansion.	<input type="checkbox"/>	<input type="checkbox"/>	
a. Officials from financial institutions are active in tourism development organizations.	<input type="checkbox"/>	<input type="checkbox"/>	___
b. Financial institutions encourage development of tourism businesses.	<input type="checkbox"/>	<input type="checkbox"/>	___
c. Financial institutions actively finance tourism businesses.	<input type="checkbox"/>	<input type="checkbox"/>	___
28. The community has submitted proposals for state and/or federal funding for tourism promotion and development projects.	<input type="checkbox"/>	<input type="checkbox"/>	___
a. Tourism promotion.	<input type="checkbox"/>	<input type="checkbox"/>	
b. Tourism infrastructure development.	<input type="checkbox"/>	<input type="checkbox"/>	

TOURISM INFRASTRUCTURE

	Yes	No	Rank
29. The community has road signs that are adequate to guide tourists to their destinations.	<input type="checkbox"/>	<input type="checkbox"/>	___
30. The community has a land use plan and zoning ordinance that delineates recreational areas.	<input type="checkbox"/>	<input type="checkbox"/>	
It has been reviewed within the last three years.	<input type="checkbox"/>	<input type="checkbox"/>	
31. There is sufficient lodging available in the area.			
a. Hotels and motels	<input type="checkbox"/>	<input type="checkbox"/>	
b. Resorts	<input type="checkbox"/>	<input type="checkbox"/>	
c. Campgrounds	<input type="checkbox"/>	<input type="checkbox"/>	
32. The public services of the community are adequate to meet current tourist needs.			
a. Police	<input type="checkbox"/>	<input type="checkbox"/>	___
b. Fire	<input type="checkbox"/>	<input type="checkbox"/>	___
c. Streets	<input type="checkbox"/>	<input type="checkbox"/>	___
d. Sewer	<input type="checkbox"/>	<input type="checkbox"/>	___
e. Water	<input type="checkbox"/>	<input type="checkbox"/>	___
f. Solid waste management	<input type="checkbox"/>	<input type="checkbox"/>	___

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