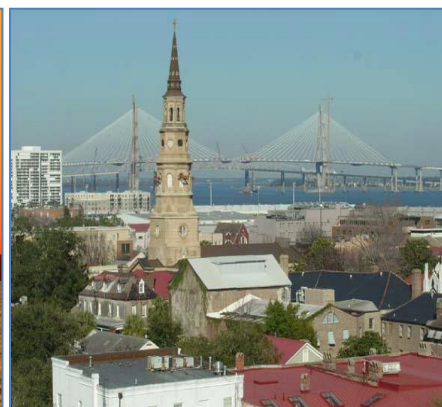


# 2011 National Extension Tourism Conference

## Initiatives in Tourism Development: Contributing to Community Prosperity



**The Francis Marion Hotel  
Charleston, South Carolina  
March 9-11, 2011**

## PROGRAM AGENDA

## 2011 National Extension Tourism Conference

### Program Agenda At A Glance

#### Wednesday, March 9, 2011

3:30-5:30 p.m.

Registration Open

**5:30-8:00 p.m.**

**Opening Welcome Reception and Poster Session (Gold Ballroom)**

#### Thursday, March 10

7:30 a.m.-8:30 a.m.

Registration Open

7:30 a.m.-8:30 a.m.

Breakfast (Gold Ballroom)

**8:30 a.m.-10:00 a.m.**

**Opening Session—Welcome! (Gold Ballroom)**

**Keynote Speaker—David Sheatsley, U.S. Travel Association**

10:00-10:30 a.m.

Break (Gold Ballroom)

**10:30 a.m.-12:00 noon**

**Concurrent Session 1**

- Agritourism Issues (Gold Balcony)
- Tourism Mapping Projects (Middleton Room)
- Festivals and Heritage/Cultural Tourism (Parkview Room)
- Development and Assessment of Tourism Training Programs (Pinckney Room)

12:00 noon to 1:00 p.m.

Lunch (Gold Ballroom)

**1:00-2:00 p.m.**

**Concurrent Workshops 2**

- Encouraging the Entrepreneurial Spirit Among Small Farmers for Rural Tourism Development (Gold Balcony)
- Second Mile Service Hospitality Training (Middleton Room)
- The Good, the Bad, and the Ugly of Rural Tourism Development (Parkview Room)
- Social Media: The New “Word of Mouth” Advertising (Pinckney Room)

2:00-2:30 p.m.

Break (Gold Ballroom)

**2:30-4:00 p.m.**

**Concurrent Session 3**

- Heritage and Cultural Tourism (Gold Balcony)
- Agritourism: Visioning, Experience, and a Wine Road (Middleton Room)
- Tourism Branding, Marketing, and Quality of Life (Parkview Room)
- Community and Regional Planning and Development (Pinckney Room)

4:00-4:30 p.m.

Break (Gold Ballroom)

**4:30-5:30 p.m.**

**Concurrent Workshops 4**

- Social Media—The Next Generation of Visibility: A Learning Experience (Gold Balcony)
- Culinary Tourism Strategies for Community & Economic Development (Middleton Room)
- Clustering Cultural and Heritage Tourism Offerings for Maximum Impact (Pinckney Room)

**6:30 p.m.-8:00 p.m.**

**Dinner (Gold Ballroom)**

**Keynote Speaker—Jeff Manley, General Manager, The Rock Ranch, Georgia**

**Friday, March 11**

7:30 a.m.

Registration Open

7:30 a.m.-8:30 a.m.

Breakfast (Gold Ballroom)

**8:30 a.m.-9:30 a.m.**

**Panel Session (Gold Ballroom)**

Tourism Development in Extension—Where We've Been, and Where We're Going and Need to Be Going

9:30 a.m.-10:00 a.m.

Break (Gold Ballroom)

**10:00 -11:30 a.m.**

**Concurrent Session 5**

- Rural Tourism Development (Pinckney Room)
- Nature-Based Tourism—Training and Trails (Laurens Room)
- Agritourism—Family Farms, Farm Stays, and Social Media (Rutledge Room)
- Tourism—Stakeholder Attitudes and Collaboration (Drayton Room)
- Benefits of Sustainable Tourism (Gold Balcony)

**11:30-12:00 noon**

**Closing General Session (Gold Ballroom)**

12:00 noon

Box Lunches Available—Eat in or Take to Go (Gold Ballroom)

**12:45 p.m.**

**Depart for Conference Tours**

**1:00-4:30 p.m.**

**Conference Tours**

**Sponsors**

The National Extension Tourism Design Team and the 2011 NET Conference Planning Committee wish to thank these organizations whose sponsorship made this conference possible.



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Utah State University  
[extension.usu.edu/cooperative/iort](http://extension.usu.edu/cooperative/iort)



College of Natural Resources  
Utah State University  
<http://www.cnr.usu.edu/>

**Special Thanks**

Special thanks to Kent Wolfe, Director of the Center for Agribusiness and Economic Development, University of Georgia, for sponsoring the design of this program agenda, and to Bo Beaulieu, Director, Southern Regional Development Center, for sponsoring the printing of this program agenda.

## **National Extension Tourism Design Team**

### **Origin**

The National Extension Tourism Design Team was originally created in 1994 as one of four national Extension focuses under the Communities in Economic Transition Initiative.

### **Mission**

The mission of the National Extension Tourism (NET) Design Team is to enhance Extension tourism programs nationally by providing relevant information, useful resources, and networking opportunities for Extension professionals and others working in the broad area of tourism and recreation.

### **NET Design Team Members**

#### Western Region:

Steven Burr, Utah State University; Chair, National Extension Tourism Design Team

Ellie Rilla, Director-University of California Cooperative Extension-Marin

#### North Central Region:

Connie Francis, University of Nebraska-Lincoln Extension

Beverly Stencil, University of Wisconsin Extension

#### Northeast Region:

Diane Kuehn, New York Sea Grant; SUNY College of Environmental Science and Forestry

Lisa Chase, University of Vermont Extension

#### Southern Region:

Miles Phillips, Texas Agrilife Extension Service, Texas A& M University

Mike Woods, Oklahoma State University Extension

### **Partners**

Scott Loveridge, Director, North Central Regional Center for Rural Development

Stephan Goetz, Director, Northeast Regional Center for Rural Development

Don Albrecht, Director, Western Rural Development Center

Lionel J. (Bo) Beaulieu, Director, Southern Regional Development Center

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Kent Wolfe, Co-Chair, University of Georgia  
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Roger Merchant, University of Maine  
Taylor Stein, University of Florida  
Samantha Rozier-Rich, North Carolina State University  
Stacy Tomas, North Carolina State University  
Michelle Walk, Michigan State University  
Cynthia Messer, University of Minnesota  
Stephen Komar, Rutgers University  
Dave Lamie, Clemson University  
Linda L. Lowry, University of Massachusetts  
Connie Francis, University of Nebraska  
Kay Lynn Tettleton, Louisiana State University  
Lois N. Warme, Iowa State University

**2011 NET Conference Proposal Reviewers**

Mike Woods, Oklahoma State University;  
Julie Fox, Ohio State University  
David Bell, Utah State University  
Roger Merchant, University of Maine  
Steve Burr, Utah State University  
Diana Laughlin, Colorado State University  
Dora Ann Hatch, Louisiana State University  
Stephen Komar, Rutgers University  
Stacy Tomas, North Carolina State University  
Jenny Carleo, Rutgers University  
Beverly Stencel, University of Wisconsin  
Kelly Bricker, University of Utah  
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Lindsay Ex, Colorado State University  
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Sam Lankford, University of Northern  
Shuangyu Xu, North Carolina State University  
Nicole Vaugeois, Vancouver Island University  
Robert Hood, Thompson Rivers University, British Columbia, Canada  
Arie Reichel, Ben-Gurion University of the Negev, Israel  
Leah Burns, Griffith University, Brisbane, Australia

**2011 NET Conference Student Scholarships**

Allison Hueber, East Carolina University

Shannon Arnold, East Carolina University

Whitney Knollenberg, East Carolina University

Christine Brown-Bochicchio, East Carolina University;

Michaelina Antahades, East Carolina University

Laura Johnson, East Carolina University

Jerry Tsao, East Carolina University

Stefanie Benjamin East Carolina University

Garrett Ziegler, East Carolina University

Suzanne Ainley, University of Waterloo

Amy Saltmarsh, North Carolina State University



## Keynote Speakers



**David Sheatsley**  
**Director, Marketing Research**  
**U.S. Travel Association**  
**Washington, D.C.**

David has 17 years experience in the travel and tourism industry with an emphasis on destination marketing and research, and currently serves as the Director of Marketing Research for the U.S. Travel Association located in Washington, D.C. His destination experience includes Senior Vice President & COO with the Virginia Tourism Corporation and Vice President of Research with LA INC., the tourism marketing arm for Los Angeles. During his tenure with LA INC., David established a unique cooperative marketing research program involving CVBs and attractions that allowed partners to purchase destination data at an affordable price, while creating a revenue stream for the Bureau. David is on the Board of Directors of the Travel and Tourism Research Association and a founding member of the State/Provincial Research Committee. He holds B.A. and M.A. degrees in Sociology/Demography from the University of Virginia. When not thinking about tourism, David's head is into 60's and 70's music trivia and spending time converting his 1,000+ album collection onto CDs.



**Jeff Manley**  
**General Manager**  
**The Rock Ranch**  
**The Rock, Georgia**

Jeff Manley is General Manager of The Rock Ranch, a 1250-acre beef cattle ranch dedicated to “uniting families with the land and each other.” The Rock Ranch, owned by Chick-fil-A founder S. Truett Cathy, began in 1989 as a pure bred Brangus Cattle Ranch, and has grown into an agritourism destination for family entertainment, educational school tours, and camping. Jeff lives on the ranch with his wife and three children, and has served as steward of The Rock Ranch as it has grown into an important part of the community, serving tens of thousands each year.

## **Poster Session**

### **Social Networks in Rural Tourism Destinations**

Jerry Tsao, East Carolina University; Dr. Paige Schneider, East Carolina University; Dr. Carol Kline, East Carolina University

The study examines the social networks among tourism businesses and organizations in eastern North Carolina to determine the number, strength, diversity, and nature of social networks held, and the benefits derived from them. Social networks are the linkages between various stakeholders of the tourism industry sectors that enable small organizations and businesses to collaborate and leverage their individual resources towards a larger shared goal of regional economic development. Over one hundred tourism industry-related businesses and organizations spanning eleven municipalities in the Roanoke River Valley Region (RRVR) were invited to participate in this study. The study will build an understanding of social networks among tourism businesses and organizations in rural communities to increase social capital. The RRVR's collaboration can foster collective initiatives to build a prosperous destination community.

### **Sport/Event Tourism Economic Impact Interface**

Dr. Brian VanBlarcom, Economics Department, Acadia University

The project is a web-based economic impact assessment tool designed to provide an interface between local tourism related organizations and Acadia University. The website provides a step by step process so that organizations can collect relevant data and have an economic impact assessment completed on their behalf by students/faculty. Local organizations can use the assessment to quantify their contribution to the local economy in terms of generating visitor expenditures and creating local income/employment. Such information can be used for marketing, leveraging government/private funding, and developing strategic ties with the local business community. The project is part of the Annapolis Valley Entertainment Association and Sport Tourism website (AVESTA) at <http://avesta.ns.ca>.

### **Rural Tourism Planning as Experiential Learning—A Collaborative Step Toward Community Prosperity**

Dr. James D. Bigley, Recreation and Tourism Management Program, College of Health & Human Sciences, Georgia Southern University

This study was prompted by the archaeological discovery of significant features and artifacts related to a Civil War prison camp located in Jenkins County, Georgia. Given the county's 17.9% unemployment and 27.2% poverty rates, officials view the Civil War site as a potential tourism attraction able to contribute to community prosperity. Developed as an experiential learning tool for undergraduate tourism students at Georgia Southern University, the study utilized Gunn's "Functioning Tourism System Model" as a methodological framework.

Objectives of the study were to a) delineate a destination zone centered in Jenkins County, b) assess the zone's attraction, service, and transportation resources, c) identify potential tourism experiences and target markets, and d) conduct a SWOT Analysis focused on the destination zone and the Civil War theme. The "Lessons Learned" from the study methodology can be of utility to Extension Specialists facing severe community prosperity issues in regions with untapped tourism resources.

### **Exploring the Nature and Value of the SAVE Market**

Christine Becker, East Carolina University; Dr. Carol Kline, Center for Sustainable Tourism, East Carolina University

Conceptualized at George Washington University in 2003, the term “SAVE” market refers to a segment of the tourism industry representing Scientific, Academic, Volunteer, and Educational travel. While each of these niche markets have distinct travel motivations and goals, their commonality bonds them as a potentially promising seed market for burgeoning destinations. The SAVE tourist is often committed to both self-improvement as well as the betterment of their travel destination. They seek to “give back” while they travel, often donating skills, knowledge, labor, or financial resources to a local project at the destination. The goal of this poster presentation is to deconstruct the SAVE market, offer examples of type of experiences encompassed in SAVE travel, propose a model for how the different elements overlap, suggest methods for measuring the demand and activity preferences of the SAVE traveler, and describe preliminary means for valuating the SAVE traveler’s impact on the host destination.

### **Analyzing Resident Place Satisfaction in a Tourist Destination through Auto-Photography: The Case of Southern Shores, North Carolina**

Allison Hueber, Center for Sustainable Tourism and Department of Geography, East Carolina University; Derek H. Alderman, Center for Sustainable Tourism and Department of Geography, East Carolina University

Resident satisfaction in tourist destinations lies at the heart of the movement toward more socially sustainable development. Addressing the place-based views and concerns of residents is necessary for maintaining public support for tourism. This project analyzed place satisfaction among full-time residents living in Southern Shores, North Carolina. The qualitative methods of auto-photography and photo-elicitation interview were used with twelve residents of varying lengths of residence in the Outer Banks community. Participants were supplied with disposable cameras and asked to photograph what they like and dislike about Southern Shores. In reacting to their photographs, participants communicated views, feelings, and a sense of place that allowed researchers to identify positive and negative aspects of tourism development. For some participating residents, the very act of photographing Southern Shores and choosing what to represent visually made them more cognizant of place satisfaction, thus pointing to the method’s potential as a public education and Extension tool.

### **Lost in Mayberry: The Impact of the *Andy Griffith Show* on Sense of Place in Mount Airy, North Carolina**

Stefanie Benjamin, Center for Sustainable Tourism, East Carolina University; Derek H. Alderman, Center for Sustainable Tourism and Department of Geography, East Carolina University

Community prosperity from tourism requires understanding how tourists and locals perceive, experience, and identify with place in multiple and sometimes contradictory ways. Mount Airy, North Carolina, actively markets itself as the boyhood home of Andy Griffith and hosts an annual “Mayberry Days” festival. Local promoters and entrepreneurs use a variety of strategies—material, social, and symbolic in nature—to fashion a landscape that allows visitors to get lost in Mayberry and emotionally connect with what they see as a simpler time and place,

even if it is fictional. The word “lost” is used not only to capture the sense of nostalgic escape that the town offers many tourists and some local residents, but also the sense of dislocation and marginalization that other locals feel as they live and work in the real Mount Airy. The sustainability of the Andy Griffith Show as a tourist draw ultimately depends upon addressing these tensions.

### **Jersey Summer Shore Safety: Challenges to Implementing Expired Flare Disposal for Resident and Tourist Boaters**

Cara Muscio, Rutgers Cooperative Extension; Chelsea Simkins, Rutgers Cooperative Extension  
The “Jersey Shore” is a popular destination for in-state residents and folks from nearby metro areas. In New Jersey, recreational boating is a major tourism component, with approximately 185,000 registered boats, and an estimated \$1.8 million in annual economic benefit. Marine flares, though required boating equipment, have been identified as a potential safety hazard when expired, and perchlorate, a primary flare component, is now undergoing regulation as a water pollutant. Surveys reveal that boaters are indefinitely storing expired flares, lacking knowledge and proper disposal options. In 2010, a pilot disposal event was held in conjunction with the Jersey Shore Boat Expo to educate the public and explore potential solutions. Over 600 flares were collected from residents of several counties. Post-event discussion and feedback indicates if implemented innovatively, the program could bring economic and environmental benefit, rather than being merely another costly community-borne service.

### **New Jersey State Agriculture Development Committee, On Farm Direct Marketing, and Agritourism Agricultural Management Practices Working Group: Goals and Activities**

Michelle Infante-Casella, Agricultural Agent, Rutgers New Jersey Agricultural Experiment Station Cooperative Extension, Gloucester County

In 2010, the New Jersey State Agriculture Development Committee (SADC) created the On-Farm Direct Marketing and Agritourism Agricultural Management Practices (AMP) Working Group with the goal of creating a document to protect farmers with direct marketing and/or agritourism operations. The committee meets monthly to create an AMP document to be adopted for right to farm protection. Topics included in the AMP document deal with: what constitutes on farm direct marketing and agritourism; public safety issues on farms; and acceptable farm related activities and ancillary entertainment-based activities. To supplement the AMP, Rutgers NJAES CE faculty published a series of educational fact sheets. Once the SADC has an AMP approved, farmers in the State of New Jersey will have the protection needed for on-farm direct marketing operations and agritourism ventures. Rutgers NJAES CE is providing education about the new AMP and on-farm direct marketing through websites, formal educational programs and fact sheets.

### **Agritourism Label and Meaning: Are Extension Faculty and Farmers Speaking the Same Language?**

Carla Barbieri, Ph.D., Department of Parks, Recreation and Tourism, School of Natural Resources, University of Missouri; Samantha Rozier Rich, Ph.D., Department of Parks, Recreation and Tourism Management, North Carolina State University; Claudia Gil Arroyo, Graduate Student, Department of Parks, Recreation and Tourism, School of Natural Resources, University of Missouri

Fluctuations in agricultural income and the need to preserve farmland have been pressuring U.S. farmers to examine alternative economic opportunities. In response, many farmers are increasingly offering recreational services –agritourism– to increase their revenues. Paradoxically, there is neither a consensual definition nor label of this activity. Thus, a study is being conducted, aiming to conciliate different definitional elements of agritourism. Specifically, this study will compare preferred definitions, labels and meanings of agritourism between farmers offering recreational activities and extension agents in Missouri and North Carolina. Developing a clear understanding of agritourism founded on shared perspectives of farmers and Extension faculty will contribute to community prosperity, especially rural communities, by: (1) facilitating technological transfer to farmers providing recreational opportunities; (2) providing information for marketing agritourism to potential and current visitors; (3) encouraging the adoption of this activity as a means for rural development and preservation of family farms.

### **The Sustainable Food Systems of North Carolina**

Garrett Ziegler, East Carolina University; Christine Becker, East Carolina University; Jerry Tsao, East Carolina University; Michaelina Antahades, East Carolina University; Dr. Carol Kline, East Carolina University

Food and beverage is an important part of any tourism destination, offering visitors an opportunity to learn about regional cuisine, artisan preparation, and the growth/production of their food. The social movement of local and sustainable food production has created a unique culinary culture in Eastern North Carolina. This project examined the sustainable food system of Eastern North Carolina and how it relates to the tourism of the area. Information regarding sustainability and food-systems was analyzed both on a global and a regional scale. The key role a sustainable food system plays within a tourism destination was identified. This information was synthesized to create several sustainable initiatives that can help spur sustainable economic development within North Carolina. These initiatives have the ability to play an important role in fostering community prosperity among the rural areas of Eastern North Carolina.

### **Addressing Child Health and Safety in Agritourism**

Robin Tutor, MPH, OTR/L, Interim Director, North Carolina Agromedicine Institute; Annette Greer, Ph.D., North Carolina Agromedicine Institute; Tami Thompson, Lazy O Farm

Objectives of the *Child Health and Safety in Agritourism Project* were to determine 1) child health and safety risks associated with an existing agritourism farm; 2) cost benefit of making improvements necessary to reduce risks; and to 3) use findings to motivate agritourism farmers, Cooperative Extension Agents, and insurers to adopt or recommend *Agritourism Health and Safety Guidelines* for their own farms or farms with which they work. Using multiple extension and education modalities, positive outcomes were achieved for all objectives. Farm owners, Extension staff, insurers, researchers, and others were also provided with information on important lessons learned as a result of implementing *Guidelines*, including strategies for leveraging existing on and off farm resources in order to maximize long term cost benefit.

### **Collaborating with County Partners to Develop Agritourism Zoning in Harris County, Georgia**

Steve Morgan, University of Georgia; Kent Wolfe, University of Georgia

In 2007, a group of Harris County farmers came forward with an interest in agritourism as a way to diversify income and add value to their operations. It was discovered that agritourism

activities were not recognized as agricultural practices and therefore were not allowed on land zoned as agricultural (A1). In 2008 and 2009, a collaborative effort involving the Harris County Extension Office, county government, local tourism groups, Georgia Department of Economic Development, and University of Georgia Center for Agri-Business and Economic Development resulted in educational programs focusing on agritourism being developed and implemented in Harris County. As a result of these Extension programs, it became evident that farming operations and zoning ordinances needed to evolve and adapt to meet the needs of both farmers and consumers. It was determined that agricultural zoning needed to be amended or expanded to recognize agritourism as farm-related activities (e.g., corn mazes, pumpkin patches, hay rides, and farm tours).

### **Development of Visitor Identity through Exploring the Trans-Atlantic Slave Trade and the Concept of African Diaspora in Ghana**

Laura Johnson, Graduate Student, International Studies, East Carolina University; Carol Kline, Assistant Professor, Recreation and Leisure Studies, Center for Sustainable Tourism, East Carolina University

In the last 20 years, the number of students studying abroad has increased significantly, reflecting globalization and a growing emphasis on cross-cultural experiences within formal education programs. At the same time, there has been a rise in alternative forms of tourism, including heritage tourism, ecotourism and volunteer tourism. These trends are linked through a study in Ghana, a country in West Africa that not only hosts students studying abroad for academic credit but is also a tourist destination for American volunteers and those who wish to explore their heritage and place in terms of the African Diaspora. This study focuses on an academic experience in Ghana in terms of visitor identity development, heritage tourism, diaspora, and study abroad experiences, emphasizing race, class, gender, religion and cultural connections. Its lessons transcend place and are applicable to academic travel, travel for cultural enrichment, and personal heritage travel anywhere.

### **Images of Race and Gender in State Travel Guides from North and South Carolina: The Importance of Socially Responsible Tourism Marketing**

Michaelina Antahades, Center for Sustainable Tourism, East Carolina University; Derek H. Alderman, Center for Sustainable Tourism and Department of Geography, East Carolina University; Zachary Brammer, Department of Geography, East Carolina University

Equitable community prosperity through tourism requires adopting socially responsible approaches to tourism marketing that value diversity. This project examined images of race and gender within the 2010 travel guides of North Carolina and South Carolina, which represent the “face” of each state’s tourism industry. Analysis focused on the frequency and manner in which women and African-Americans were displayed in promotional photographs. Special attention was devoted to the frequency of African Americans being pictured in natural settings and participating in outdoor leisure activities, which impacts the cross-racial resonance of ecotourism and environmental sustainability issues. Analysis of gender images focused on the extent to which women and men were pictured as participating in traditional gender roles versus non-traditional roles. While the study’s results show lower levels of sexism than previous studies have predicted, the likelihood of finding African Americans in travel guide photographs is quite low across both states, especially in nature and outdoor-related photographs.

### **Increasing Farm Income by Growing and Retailing Cut Flowers**

Carleo, J.S., Agricultural Agent and Assistant Professor, Rutgers NJAES Cooperative Extension; Polanin, N., Agricultural Agent and Assistant Professor, Rutgers NJAES Cooperative Extension  
The objective of this research was to quantify the level of income generated per acre of cut flowers sold through direct retailing. Marketing research was conducted at two farm-stands and one community farmers market in Cape May County, New Jersey. Sales data were recorded at each sale of sunflowers. The farmers set the sale prices. The pricing data indicated a higher volume of sales when flowers were bunched rather than sold as single stems. Sales data revealed the potential for an increase in income through extending the growing season. One observation of the researchers was that the farmers tended to price the flowers at lower retail prices than the grocery stores and other venues. This reduced potential income. The recommended practice is to price according to growing costs, which is an area requiring further research depending on the species grown.

### **Consumer Acceptance of Agritourism Activities in the Highlands Region of New Jersey**

Stephen Komar, Rutgers University

Agritourism efforts have been steadily increasing in the New Jersey. Although agritourism has tremendous potential to increase the viability of New Jersey agriculture, very little research has been conducted to quantify consumer interest in these activities. In 2007, a survey of consumers in the Highlands region was conducted to quantify the level of participation in agritourism activities. Forty-five percent of the respondents reported having an awareness of agritourism in New Jersey. Few respondents (n=93) reported having an understanding of Community Supported Agricultural activities with one-percent (n=3) reporting regular participation. Most (73%) reported freshness as the most important reason for purchasing from a local farm. Price was not a contributing factor when considering local farm purchases with 19% reporting price as the most important factor in their decision. Most respondents (81%) reported a willingness to pay a premium for agritourism activities with 10% reporting a willingness to pay 20%.

### **A Study of Health-Related Constraints to Travel Among Older Adults**

Bob D. Lee, Ph. D., School of Human Movement, Sport & Leisure Studies, Bowling Green State University

An emerging body of literature has discussed the relationship between travel and health. The relevant topics have recently resurged as a promising research area. The purpose of this study is to test the relationship between the reasons not to travel and a senior's health status, aiming to document the literature supporting the research on the health-related constraints to travel among senior citizens. Data were collected through a series of interviews. A total of 219 interviews were completed. The age of respondents ranged from 60 to 92 with a mean age of 74. The interviewees were asked to report their reasons not to travel, health status, and demographic information. The health status was measured by four dimensions: self-assessed health, chronic condition, disability, and psychological aging (referring to individual's self-efficacy and self-esteem). Descriptive statistics and inferential analysis were performed. The results indicated there was a relationship between some health conditions of seniors and their reasons not to travel.



### **Red Carpet Service On-Line: 24/7 Workforce Training for the Hospitality Industry**

Cheryl Burkhardt-Kriesel, Extension Specialist–Entrepreneurship/Business Development, University of Nebraska-Lincoln; Connie Francis, Extension Educator, University of Nebraska Rural Initiative

Red Carpet Service On-Line is an educational program that helps front-line professionals discover tools to promote tourism, practice skills to identify and respond to traveler needs, and promote their community in a positive way. It combines the basics of traditional customer service training while highlighting the unique needs of travelers and tourists. The on-line training is self-paced and interactive. It is organized into eight modular steps along a learning trail. Modules include video clips, interactive situations, web searches and more to help participants become aware of the impact of tourism in Nebraska and the importance of the front-line professional's opportunity to influence a positive visitor experience. Each module can be completed in about 15-30 minutes. Participants viewing this poster session will see various aspects of the program live via the internet. Screen captures will also be shared on key aspects of the program.

### **Multifunctional Farm Enterprises—A Conceptual Model to Improve Long Term Sustainability and Prosperity for Small and Medium-Sized Farms and Rural Communities**

Chyi-lyi (Kathleen) Liang, Department of Community Development and Applied Economics, University of Vermont

There is a gap between farm policies and farm operations for small and medium-sized farms to become entrepreneurial and sustainable in the long term. Farmers need innovative ways to enhance farm-community linkages and to understand the effect of multifunctional activities, such as agritourism, direct sales, and off farm employment opportunities, on farm profits and viability. This presentation introduces a conceptual framework to: 1) examine the sustainability of small and medium-sized farms and rural communities; and (2) study the impacts of changes in local markets for nontraditional agricultural products and services, and their effects on farm entry, transition, and viability, and the public and private options for addressing these effects. A live case study conducted in Hardwick, Vermont, further provides an example to demonstrate how a multifunctional agriculture model can be utilized to revitalize a rural economy through the collaboration of farmers, local residents, and support from other public/private organizations.

### **Reducing Liability: An Assessment of Agritourism Practices**

Shannon Arnold, Center for Sustainable Tourism, East Carolina University; Dr. Carol Kline, Center for Sustainable Tourism, East Carolina University

As popularity of agritourism businesses grow across North Carolina, owners and operators have expressed concern about liability for personal injuries as well as meritless lawsuits. To render these concerns, providers of agritourism activities have presented legislators with ideas for an agritourism statute to limit liability for injuries resulting from inherent risks. This study attempts to better understand the actions agritourism businesses in North Carolina are taking to improve guest safety and reduce their risk of being held liable when accidents occur. A pilot study was conducted in spring 2010, of agritourism business owner and/or operators in Eastern North Carolina. The results of the pilot test were analyzed and questions were refined in order to distribute the survey across the state. Data collected from this survey will be calculated and analyzed for distribution to all interested participants.

### **A Summary of Agritourism Research in the United States**

Samantha Rozier Rich, North Carolina State University; Carla Barbieri, University of Missouri; Stacy Tomas; North Carolina State University; Suzanne Ainley, University of Waterloo

Changes in the economy combined with fluctuations in agricultural income and the desire to preserve land and resources has placed increased pressure on farmers across the nation to examine alternative economic opportunities. Many farmers are turning to agritourism as an entrepreneurial response to increase on-farm sales of their value-added products and services and generate revenues directly associated with recreational and tourism activities (McGehee, 2007). As the popularity of agritourism grows, studies examining agritourism operations, farms, and agritourists or visitors to agritourism establishments are becoming increasingly prevalent. This study sought to provide a comparative analysis of recent agritourism-related survey findings conducted within the U.S. Central aspects from the reviewed studies are summarized to provide an understanding of the current state of agritourism research in the U.S. and provide a discussion relating to the need and direction of future research. Additionally, current research strategies examining agritourism will be presented.

**Thursday, March 10**

7:30 a.m.-8:30 a.m. Registration Open  
 7:30 a.m.-8:30 a.m. Breakfast (Gold Ballroom)

**8:30 a.m.-10:00 a.m. Opening Session—Welcome! (Gold Ballroom)**  
 Steve Burr, Conference Chair  
 Kent Wolfe, Conference Co-Chair  
**Keynote Speaker—David Sheatsley, U.S. Travel Association**

10:00-10:30 a.m. Break (Gold Ballroom)

**10:30 a.m.-12:00 noon Concurrent Session 1**

**Agritourism Issues (Gold Balcony)****Agri-Tourism in the Commonwealth of Massachusetts –2009 Situation Analysis for Farmers Related to Opportunities and Challenges (10:30-11:00 a.m.)**

Chyi-lyi (Kathleen) Liang, Department of Community Development and Applied Economics, University of Vermont

This presentation will present the results of a survey of 381 farms in Massachusetts that gathered information about general profiles of the farms, agritourism and non-agritourism operations, marketing and promotion strategies, and challenges and needs for farmers and their families. Over 70% of the respondents started an agritourism operation prior to 2000. The most important reason for farmers to be involved in agritourism was to increase farm revenue and to promote local products. Farmers offered a very broad spectrum of activities to tourists, from hay rides to outdoor recreation to educational activities. Fruits and vegetables were the most common categories for on-farm sales. Most of the farmers believed total sales, total costs, and profits were about the same as they had expected. Most of the respondents believed their current promotion and advertising plans were efficient. Many concerns were identified related to time management, cash flow, advertising channels, skilled workers, and juggling between regular farm work and tourism related activities.

**Policy and Training Needs to Support Agritourism Development: Lessons from New Jersey (11:00-11:30 a.m.)**

Brian J. Schilling, Rutgers University

Agritourism is the business of making farms travel destinations for educational and recreational purposes. Census of Agriculture data show that New Jersey ranks first nationally in the percentage of farm revenue earned from agritourism. This presentation will highlight efforts in New Jersey to further promote agritourism development. It comprises (1) findings from interviews with agritourism operators designed to elicit views on challenges and opportunities associated with agritourism; (2) an overview of a statewide agritourism economic impact survey; (3) an evaluation of state-level policies affecting agritourism; and, (4) a summary of Extension agritourism programming. While farmers foresee future agritourism growth potential, their optimism is tempered by deficits in resources and programming in key areas, including

marketing and liability management. The extent of right to farm protections, availability of best management practices, statewide promotion, and conformity of agritourism with farmland preservation deed of easement provisions are also seen as important issues.

**Agritourism—Identifying A Need to Effect Change in County Zoning Regulations (11:30 a.m.-12:00 noon)**

Steve Morgan, University of Georgia

Harris County is home to a very diverse group of 30,000 residents. Because of this diverse mix of farming and residential housing, agricultural zoning is an important part of the local zoning mix as it provides the community with balance. However, as recent as 2007, these zoning practices limited or prohibited some farming practices critical to farms' survival. Among these are agritourism activities that allow the general public onto the farm through such means as roadside stands, U-pick operations, hayrides, or educational farm tours for both youth and adults. Zoning rules required farmers to apply for variances or special use permits to expand their business with new buildings or agritourism related activities. Some even required land to be zoned C4 (commercial). Requests for "spot" commercial zoning was causing unrest in the community. Conversely, if land is kept under agricultural zoning, such permits may not be needed. Therefore, agricultural zoning needed to be amended or expanded to recognize agritourism as a farm related activity.

**Tourism Mapping Projects (Middleton Room)**

**Nature Based Tourism GIS Asset Mapping: Finding a Path for Eco-Tourism (10:30-11:00 a.m.)**

Alex Naar, Coordinator Sustainable Tourism Outreach Initiatives, Center for Sustainable Tourism and the Office of Engagement, Innovation and Economic Development, East Carolina University; Dr. Huili Hao, Research Director, Center for Sustainable Tourism, East Carolina University; Dr. Calvin Mercer, Director of Multidisciplinary Studies, East Carolina University  
Rural communities often have many natural assets they can use to leverage themselves as ecotourism destinations. But many communities lack a fully coordinated and systematic development strategy to reach their tourism potential. In an effort to support current regional ecotourism development efforts in eastern North Carolina, the Center for Sustainable Tourism at East Carolina University has begun developing a series of GIS based nature tourism maps. These maps contain a variety of data layers from multiple sources that allows for a complete view of the region's ecotourism opportunities and limitations. Some of the helpful insight gained through illustrating the region's tourism assets in this format includes identification of possible sites to open tourism related business, where additional infrastructure is needed to more fully leverage existing assets, and where tourism hot spots and gaps might exist.

**Using Volunteers to Map Community Points of Interest (11:00-11:30 a.m.)**

Adeel Ahmed, University of Minnesota Extension, Center for Community Vitality

The Community Mapping project was carried out as a partnership between University of Minnesota Extension and NAVTEQ (a corporation) in order to determine how participants respond to training in how to find and map community points of interest. Since, community points of interest are not owned by any individual or single organization, we believed there is a need for coordinated community action to ensure those points are accurately reflected on digital

maps. These community points of interest, like public beaches, trail heads, tennis courts, etc., are almost completely absent on popular mapping sites like Mapquest and Google Maps. These sites are frequented by the public to find places to go and it is important for tourism development efforts to make local amenities searchable on digital map databases.

### **Rural Tourism Applications for Market Maker (11:30 a.m.-12:00 noon)**

Rich Knipe, University of Illinois; Blake Lanford, Clemson University Cooperative Extension; Dave Lamie, Clemson University; Kent Wolfe, University of Georgia

The Market Maker program from the University of Illinois has created two tourism applications for deployment in Georgia and South Carolina that incorporate Internet-based marketing/mapping portals that highlight rural tourism assets. The Georgia Creative Economies site is a web registry that facilitates commerce by identifying and providing locator information and web links to Georgia's creative businesses and connects tourist-consumers with these business entities. Similarly the Pee Dee Agritourism site maps agritourism assets for use by tourists in that region as part of a statewide portal with potential to power other regional agritourism efforts. Each initiative establishes linkages between agricultural operations offering experiential tourism opportunities and products to visitors, and aggregates regional assets at the statewide level. Goals include the facilitation of alternative economic opportunities for rural agricultural regions, increasing the economic sustainability of small farming operations through development of alternative enterprises, and further diversification of existing tourism markets through the provision of heritage based rural tourism experiences and products.

### **Festivals and Heritage/Cultural Tourism (Parkview Room)**

#### **The Effects of the Recession on North Carolina and South Carolina Festivals and Events (10:30-11:00 a.m.)**

Stacy Tomas, North Carolina State University; Samantha Rozier Rich—North Carolina State University; Andrea Canberg, College of Charleston; Wayne Smith, College of Charleston  
Festivals and events are an important part of the tourism industry and are increasingly being used to attract residents and tourists because of their potential to provide positive economic, social, and environmental benefits. For event managers to effectively promote their communities via festivals, an understanding of the current trends and challenges faced by the industry is needed. Given current economic conditions, new challenges exist and how event managers respond to these challenges will determine future success. In order to better understand the current trends and challenges, event managers in the South Carolina and North Carolina Festivals and Events Associations completed a survey about their perceptions of current and future industry trends. The goal of this presentation is to present findings from 2008 and 2009, and discuss the identified trends and challenges, particularly given the current recession, as well as discuss the impacts and strategies for festival managers.

#### **Utilizing the Festival Impact Attitude Scale (FSIAS) to Assess Residents' Perspectives of a Rural Texas Cultural Festival (11:00-11:30 a.m.)**

Kyle M. Woosnam, Texas A&M University; Jamie Rae Walker, Texas A&M University; Christine Van Winkle, University of Manitoba

Assessing social impacts of local festivals among residents is expensive and oftentimes difficult for local planning organizations. In an effort to provide outreach to the Burleson County

Chamber of Commerce (BCCC), members of the Texas A&M University faculty conducted a survey of local residents at the end of 2010, utilizing the Festival Social Impact Attitude Scale for the Kolache Festival in Caldwell, Texas. In aggregated terms, residents agreed (on a scale of 1-7, 1=strongly disagree and 7=strongly agree) with the community benefits items ( $M=6.08$ ) and individual benefits items ( $M=5.74$ ), while disagreeing with the social costs items ( $M=2.11$ ). Cronbach alphas were high for each of the three factors. Significant differences in mean dimension scores were found across education level, household income, and race of residents. Working with the BCCC, Texas A&M faculty will be providing a report of findings to local festival planners and assessing existing festival marketing strategies.

### **Characteristics and the Economic Impact of Visitors to Heritage and Cultural Tourism Attractions in North Dakota (11:30 a.m.-12:00 noon)**

Nancy M. Hodur, PhD, North Dakota State University

Many travelers seek out activities and attractions that focus on authenticity, heritage and cultural uniqueness and rural communities have begun to realize that their communities and attractions match well with what visitors are demanding. Naturally, interested parties such as policy makers, community leaders and economic development professionals have been highly motivated to substantiate claims of the economic benefits of tourism and tourist attractions. This study provides an assessment of North Dakota heritage and cultural tourism, including estimates of visitor expenditures, total economic impact, economic contribution, and visitors' attributes and motivation for visiting. The study demonstrates that while all tourism expenditures may not represent "new dollars" to the larger state economy, these are an important part of economic activity in rural communities where heritage and cultural tourism attractions are often located.

### **Development and Assessment of Tourism Training Programs (Pinckney Room)**

#### **Tourism Industry Training Needs Assessment (10:30-11:00 a.m.)**

Julie Fox, The Ohio State University; Melinda Huntley, The Ohio State University, Sea Grant Extension

With the goal of strengthening education throughout all segments of Ohio's tourism industry, the Ohio Tourism Team conducted research to identify training needs, gaps, learning preferences, motivations, barriers, and benefits. The industry currently provides education through professional associations, in-house training, and resources provided through various organizations using a range of delivery methods. The opportunity revolved around developing a unified approach for enhancing managerial and front-line employee education to improve Ohio's \$36 billion tourism industry. The survey research was guided by leaders from the Ohio Tourism Division, the Ohio Travel Association, the Ohio Hotel & Lodging Association, the Ohio Restaurant Association, and the Ohio Convention & Visitors Bureau. This presentation summarizes the project process and findings. The questionnaire and project resources will be provided to sessions participants. Next steps of the project focus on working with industry associations to use the data.

**Creative Strategies for Extension Programming: Agritourism and Webinars** (11:00-11:30 a.m.)

Samantha Rozier Rich, North Carolina State University; Stacy Tomas, North Carolina State University; Stephen Komar, Rutgers University; Brian Schilling, Rutgers University; Jenny Carleo, Rutgers University

As clientele needs diversify and challenges such as budget reductions and demand for programming increase, Extension educators are examining new technologies, including online tools, to deliver educational programming and resources. Agritourism is one example of an area where Extension educators have seen an increase in inquiries from farmers and land owners. This growing interest in agritourism represents a new opportunity for Extension to provide educational programming and resources. In seeking to evaluate participants' acceptance of online educational programming and the effectiveness of this technology in meeting the needs of participants and Extension educators, Extension professionals from two universities on the East Coast collaborated to develop a series of educational webinars titled *The East Coast Agritourism Webinar Series*. The purpose of this presentation is to provide a detailed review of the findings of this study based on participant evaluations.

**Creating Change-Makers: The Ohio Tourism Leadership Academy** (11:30 a.m.-12:00 noon)

Melinda Huntley, Tourism Program Director, The Ohio State University Sea Grant Extension; Julie Fox, Tourism Development Specialist, The Ohio State University Extension

Creating and maintaining a strong tourism economy requires strong industry leaders. Since 2008, more than 30 tourism industry members have graduated from the Ohio Tourism Leadership Academy and are equipped with the skills, knowledge and networks necessary to become proactive and involved policy leaders. This collaborative program with the Ohio Travel Association and OSU Sea Grant Extension emerged in response to difficulty in recruiting association board members and in engaging industry members in top-level policy discussions. Program objectives are to increase representation of the tourism industry in policy-shaping activities; increase skills, knowledge and understanding of tourism issues and the democratic process; and foster and encourage traditional and non-traditional industry innovation, partnerships, and leadership. Engagement research that focuses on policy-shaping behaviors is used to structure learning sequences. This presentation discusses program development and evaluation, including challenges and methods for resolving these issues.

12:00 noon to 1:00 p.m.      Lunch (Gold Ballroom)

**1:00-2:00 p.m.      Concurrent Workshops 2**

**Encouraging the Entrepreneurial Spirit Among Small Farmers for Rural Tourism Development (Gold Balcony)**

Chyi-lyi (Kathleen) Liang, Department of Community Development and Applied Economics, University of Vermont; Paul Dunn, Louisiana Small Business Development Center—University of Louisiana at Monroe

As rural communities and small farmers struggle to survive, it is important for those of us who have ideas and strategies to assist them. Many farmers drift into multifaceted operation with little knowledge about what they are doing. This often leads to frustration, poor use of time, and wasted resources. This workshop will provide an overview of business strategies designed for

rural tourism development and allow participants to share their experiences in helping farmers develop strategies that allow them to survive and improve their performance, and prosper using multifaceted practices. Specifically, participants will learn how to engage farm operators in an assessment of markets available for tourism, develop specific target markets, assess resources they have and/or will need, assess feasibility, and plan utilizing a set of innovative strategies and tactics to assist farmers to develop multifaceted practices and operations.

### **Second Mile Service Hospitality Training (Middleton Room)**

Jeff Manley, General Manager, The Rock Ranch, The Rock, Georgia

Regardless of the size or type of business, one challenge exists for all employers—hospitality training for their staff. Jeff Manley, General Manager of The Rock Ranch in Georgia (a 1250-acre ranch owned by Chick-fil-A founder S. Truett Cathy), will present proven methods of interviewing, hiring, and training staff members based on Second Mile Service. Second Mile Service is a model of service training for every staff member of The Rock Ranch and Chick-fil-A. Based on biblical principles, this method of training empowers staff members to not only serve their customers or guests, but to also build relationships with them and create raving fans of their business.

### **The Good, the Bad, and the Ugly of Rural Tourism Development (Parkview Room)**

Carol Patterson, President, Kalahari Management Inc.; Miles Phillips, Assistant Professor and Extension Specialist, Texas Agrilife Extension

Tourism can be a powerful change agent in rural communities. It can also be a fruitless exercise resulting in crushed dreams and misspent funds. In this workshop we'll examine the differences between a project that has community leaders bursting with pride and one that no one will claim. Carol Patterson and Miles Phillips have worked with hundreds of rural tourism businesses and will share examples of best practices in product innovation, service excellence, and community partnerships, involving experience with locations from Canada and the US, plus key points from other international locations. They will point out the pitfalls of rural development with stories and lessons from people who got “experience” instead of success. Their insights into the best and worst of class will entertain, educate and inspire as you navigate the rocky road to successful tourism development and work with your communities to steer them to success.

### **Social Media: The New “Word of Mouth” Advertising (Pinckney Room)**

Stephen Komar, Rutgers University; Samantha Rozier Rich, North Carolina State University; Brian Schilling, Rutgers University; Stacy Tomas, North Carolina State University; Jenny Carleo, Rutgers University

Agritourism and other on-farm experiential opportunities are quickly becoming an important component of farm business ventures. Successful agritourism enterprises must have a well-developed marketing strategy to reach potential customers. Traditional agricultural producers often rely on word of mouth or print advertising to promote their products. However, social media tools are being adopted by consumers at a staggering rate. Social media has become so widely adopted that it is quickly becoming incorporated in mainstream marketing plans. In the new online era, social media has become the “new word of mouth.” This workshop will demonstrate how producers are incorporating technology into the “Four Ps” of marketing (product, price, placement, and promotion). Case studies demonstrating how agritourism



operations are successfully using social media tools to promote their business will be highlighted.

2:00-2:30 p.m. Break (Gold Ballroom)

**2:30-4:00 p.m. Concurrent Session 3**

### **Heritage and Cultural Tourism (Gold Balcony)**

#### **Estimation of Recreation Value and Factors Affecting Visitors' Decision to Visit Cultural Heritage Sites in the Northeast Badia of Jordan (2:30-3:00 p.m.)**

Ismail Abuamoud, Graduate Student, Economic Program, New Mexico State University  
Potential economic benefits from tourism provide an attractive form of economic development. Tourism is an important foreign exchange source for Jordan with \$1.639 billion in 2007. This study proposes a project that emphasizes uniqueness of cultural heritage assets in the Northeast Badia region of Jordan and uses Travel Cost methods to estimate their value. Foreign tourists were surveyed in 2010, for entrance fees services needed to receive tourists, and lodging and food revenues. The demand curve and factors impacting visitors' decisions to travel to the Northeastern Badia were estimated.

#### **Comparing the Benefits and Costs of a UNESCO Designation (3:00-3:30 p.m.)**

Dr. Brian VanBlarcom, Economics Department, Acadia University; Dr. Cevat Kayahan, Economics Department, Acadia University

The objective of the research is to compare the economic benefits (defined as visitor spending) and costs of a UNESCO World Heritage (WH) designation in Nova Scotia. The analysis looks at Old Towne Lunenburg, established as a UNESCO site in 1995, and Grand Pré National Historic Site, which is in the process of applying for World Heritage status. Old Towne Lunenburg visitation data was used to quantify the impact of a heritage designation in the Nova Scotia context. Regression analysis, observing a time period covering before and after the designation at Lunenburg, estimated a 6.2% increase in tourist visitation due to the designation. It was assumed that a designation for Grand-Pré would have a proportionate impact on tourist visitation. The analysis indicates the scale of the attraction is important in determining the economic benefits of a WH designation. Also, the rising costs of WH designation further challenge smaller scale attractions.

#### **Textile Production: Preserving the Past and Enhancing the Future by Connecting Textile Artists to Farmers Who Raise Fiber Animals (3:30-4:00 p.m.)**

Linda L. Lowry, Ph.D., Associate Professor, University of Massachusetts

Isenberg School of Management, Department of Hospitality and Tourism Management

Farmers across the globe harvest tons of natural fibers from fiber producing animals such as alpacas, goats, lamas, rabbits, sheep, and bison. However, these farmers have seen a decline in consumer demand due to the increased production of synthetics. In December of 2006, the United Nations General Assembly created a resolution declaring 2009 as the "International Year of Natural Fibers" to increase awareness and use of natural fibers by showcasing their importance in job creation and the preservation of culture. This study examined how women in the northeast who spin, knit, crochet, and weave connect to natural animal fiber through their

communities of textile producing friends, their own fiber related activities, and to the farmers who raise fiber animals. Results showed that producing textiles from natural animal fibers gave these women both pleasure and purpose while simultaneously connecting them to traditional art forms and to farmers.

### **Agritourism: Visioning, Experience, and a Wine Road (Middleton Room)**

#### **Visioning the Future of AgriTourism in Michigan: Lessons from Hérault, France (2:30-3:00 p.m.)**

Dr. Sarah Nicholls, Michigan State University; Michelle Walk, Michigan State University Extension

Politicians, economists, and educators agree the state of Michigan requires a more diversified economic base built upon innovation and a new entrepreneurial approach if it is to successfully recover from its current economic crisis. Substantial opportunities for innovation and entrepreneurialism lie at the intersection of the state's second and third largest industries – agriculture and tourism – in the form of value-added agriculture and agri-tourism. This presentation describes an ongoing USDA project aimed at enhancing Michigan's value-added agriculture and agritourism sector via creation of an internationally recognized educational program in value-added agriculture at Michigan State University. Development of the curriculum itself will represent the culminating activity of a series of exchanges of students, faculty, extension agents, and entrepreneurs between Michigan and Hérault, France. The presentation describes and evaluates activities completed to date and shares what Michigan farmers and tourism operators can learn from their counterparts in the south of France.

#### **The Farm Tourism Experience in Travel Reviews: A Comparison of Three Alternative Methods for Data Analysis (3:00-3:30 p.m.)**

Helena Beyersdorf-Cottle, Cottle & Associates, USA; Antonella Capriello, Università del Piemonte Orientale, Italy; Peyton R. Mason, Linguistics Insights Inc., USA; Boyd Davis, University of North Carolina at Charlotte; John C. Crotts, College of Charleston

This study analysed the experiences of 800 recent farm stay guests across four national settings (Australia, Italy, UK, and USA). Analysis of travel reviews posted on TripAdvisor.com reveal universal values that are key drivers of guest satisfaction. However, local differences were evident, highlighting regional variations in terms of service products and consumer preferences. From a methodological perspective, the study demonstrates through three alternative means how large volumes of qualitative data can be analyzed quantitatively in a relatively efficient and reliable way. In this study, the Manual Coding allows researchers to identify key drivers of customer satisfaction, whilst Corpus-based Semantic Analysis and Stance-Shift Analysis have the potential of capturing the peculiarities of rural experiences in different national settings.

#### **The Success Story of Villány and the Villány-Siklós Wine-Road in Hungary 3:30-4:00 p.m.)**

Kovacs Dezso, RUPRI, University of Missouri

This presentation is about the exploration and identification of a transformation process of a small wine region, Villány in Hungary, over the past 20 years. In spite of centuries old traditions of producing quality wine, the region was devoted to mass production during the decades of the socialist period. The political change and the re-establishment of a market economy have resulted in tremendous change in the wine region. Bringing back and extending the traditions of

quality wine production and the takeover of the Western European organizational model in the form of a wine-road have resulted a new path of development. The wine region has been gradually transforming into a genuine rural experience economy. Within two decades, the wine region went through four to five identified development stages. The exploration of the main driving forces and stakeholders of this transformation, and the characteristics of the main stages of transformation will be presented.

### **Tourism Branding, Marketing, and Quality of Life (Parkview Room)**

#### **Developing a Unified Brand for Marketing and Promotions (2:30-3:00 p.m.)**

Nancy Bowen, CEcD, Assistant Professor, OSU Extension, The Ohio State University;  
Economic Development Director, Van Wert County, Maumee Valley EERA

A brand identity that is shared by all community based organizations, including city and county government, Chamber, Economic Development, Main Street, Convention & Visitors Bureau, creates a unified approach to marketing in rural areas. A unified brand provides cost savings through shared marketing strategies and collateral materials. The process of developing a unified brand identity creates an opportunity for community development entities to collaborate and for residents to become engaged. This presentation will provide a case study of the process, implementation, and impact of the development of a unified brand in Van Wert County, Ohio. In 2005, a coalition of representatives from eight community based organizations, called the Brand Coalition, was formed to lead the process and share the costs. The presentation will demonstrate that the results, after five years of implementation, are measurable and impactful.

#### **Meeting the Needs of the Hispanic Visitor Market: Marketing and Managerial Implications (3:00-3:30 p.m.)**

Stacy Tomas, North Carolina State University

North Carolina has seen an increase in its minority population in the recent years. The Hispanic population grew by 394% from 1990 to 2000, making this the largest growth in the country. Given this dramatic growth in the Hispanic population, many tourism attractions are struggling with how to address the diverse needs of this visitor segment, by effectively marketing to them and meeting their recreational needs. The purpose of this presentation is to provide a discussion of a recent Hispanic visitor study conducted at the North Carolina Zoo, including the survey strategies employed, and a discussion of the findings and resultant managerial implications. Additionally, this presentation will include a discussion of how these findings can influence marketing and management strategies for other tourism-related ventures and how other attractions might employ similar survey strategies.

#### **Agritourism Outreach in the Northeast: Measuring Changes in Quality of Life (3:30-4:00 p.m.)**

Lisa C. Chase, University of Vermont Extension; Benoni Amsden, Plymouth State University  
Center for Rural Partnerships; Diane Kuehn, SUNY College of Environmental Science & Forestry

Agritourism is growing rapidly throughout the U.S. However, the industry remains underdeveloped in many states, lacking technical assistance support and networking opportunities. To promote best practices, Extension educators in the Northeast developed agritourism training modules and held 19 workshops in 10 different states with 763 participants.

Evaluations were conducted on-site after the workshops and through an internet survey one year later. The evaluation measured improvements in farm viability, defined as increases in profitability and/or quality of life. Of farmers responding to the survey, 65% reported positive impacts on profitability and 79% reported improvements in quality of life indicators. While profitability is frequently used to evaluate Extension programs, quality of life is another important measure. The indicators used to measure quality of life in the agritourism study can be adapted for evaluation of a variety of Extension programs related to tourism and other aspects of sustainable community development.

### **Community and Regional Planning and Development (Pinckney Room)**

#### **A Collaborative Learning Process for Sustainable Community Tourism Development (2:30-3:00 p.m.)**

Steven W. Burr, Institute for Outdoor Recreation and Tourism, Utah State University  
Tourism relies on the development and utilization of natural, historical, cultural, and human resources as tourist attractions and destinations, creates recreational uses for these amenity resources, and converts these into income producing assets. Consequently, there is great interest in tourism development to help diversify rural economies and contribute to overall community development. It is important to consider tourism development in a sustainable manner, with approaches that are environmentally sound, economically viable, and socially responsible and acceptable. In working with community stakeholders interested in sustainable community tourism development, one useful approach, as an organizing framework, is an active collaborative learning process focusing on three inter-related arenas: community engagement, resource identification and management, and small business development/entrepreneurship. This puts community leadership in control, directing planned tourism development. Leadership, partnerships, and collaborative planning are key organizing principles that assure long-term success in tourism development, as is wise stewardship of resources, all of which contribute to enhancing the sustainability of rural community life.

#### **Charting the Ripple-Effects of Impacts from Handmade's Small Towns Program (3:00-3:30 p.m.)**

Christina Brown-Bochicchio, Graduate Assistant, Department of Recreation and Leisure Studies, Center for Sustainable Tourism, East Carolina University; Carol Kline, Assistant Professor, Department of Recreation and Leisure Studies, Center for Sustainable Tourism, East Carolina University

HandMade in America serves the needs of artists within twenty-five Appalachian counties. HandMade's Small Towns program has been in operation for over fifteen years and is emulated nationally. Many community development undertakings struggle to achieve tangible results that directly impact residents. The goal of this research is to examine the Small Towns program dynamics and analyze the subsequent patterns that most strongly correlate with the community capitals. The Community Capitals model by Flora and Flora (2004) was used as a framework to discern the patterns of capitals. Effects were categorized into one or more of the seven capitals. Patterns were analyzed within participating towns to note similarities and effectiveness. In 2008, over one-hundred participants in the Small Towns program were interviewed regarding their experience with their town's projects. This presentation focuses on

outcomes from Hayesville, North Carolina, and will demonstrate how this new model functions to exhibit program success

### **Leveraging Film Tourism for Community Prosperity (3:30-4:00 p.m.)**

Simon Hudson, University of South Carolina

Despite the growing awareness of the relationship between film and tourism, the impacts of film tourism still appear to be under-appreciated. Tourism organizations and film commissions have been slow to tap the potential benefits of film tourism, perhaps due to a lack of knowledge, research, or evidence that fully explains the potential of film tourism. However, in the last decade, an increasing number of film and tourism industry stakeholders have begun to work together with the dual goals of attracting film production and then capitalizing on the subsequent exposure. With examples from around the world, this presentation will explain how destinations can work with film commissions and engage in marketing activities at four distinct stages: before production, during production, during release of the film, and after release. The conclusion is clear. If leveraged well, film tourism can have large economic gains for both individual communities and surrounding regions.

4:00-4:30 p.m.

Break (Gold Ballroom)

**4:30-5:30 p.m.**

**Concurrent Workshops 4**

### **Social Media—The Next Generation of Visibility: A Learning Experience (Gold Balcony)**

Robert P Leeds, OSU Extension Educator, Delaware County, Ohio State University Extension; Julie Fox, Tourism Development Specialists Ohio State University; Eric Barrett, Extension Educator, Washington County Ohio State University Extension

Agritourism operators are asking, "How can we use social media?" As a result of this need, an OSU Extension team developed social media marketing educational programs and resources. This team provided a practical look at how operations can use social media to connect with customers. The team also explored how farms were using these tools as part of an integrated marketing plan. The objective of the program was to develop a series of resources to help marketers utilize social media. After doing a review of social media practices used by Extension professionals, tourism professionals, and agritourism operators, the team developed two educational programs - one was an introductory overview of the topic and the other was an in-depth, hands-on learning experience. Results of the program included 228 participants in four introductory sessions, and also 42 operators and 30 professionals at two in-depth hands-on learning events. There were many lessons learned throughout the process.

### **Culinary Tourism Strategies for Community & Economic Development (Middleton Room)**

Laura Brown, Community Development Specialist, Center for Community & Economic Development, University of Wisconsin Cooperative Extension; Lisa Chase, Director, Vermont Tourism Data Center, Natural Resources Specialist, University of Vermont Extension

Experiencing culture through food is the crux of culinary tourism, and communities throughout the U.S. are rediscovering and celebrating their heritage with a focus on food and drink. Culinary tourism is one of the fastest growing segments of the tourism industry and offers unique localized strategies for communities and business owners seeking new ways to generate revenue while taking best advantage of existing assets. Participants in this workshop will learn what

culinary tourism is and how farms, restaurants, and other small businesses around the country are benefiting from this growing niche. The workshop will include best practices for communities and businesses to capture tourism dollars and integrate culinary experiences into economic development programs. This will be an interactive session including discussion and sharing of local successes, and additional resource needs for culinary tourism development.

### **Clustering Cultural and Heritage Tourism Offerings for Maximum Impact (Pinckney Room)**

Holly Beaumier, Director of Florence Convention and Visitors Bureau, Florence, South Carolina  
Authentic regional foods. Local artisans. Nature-based activities. Agritourism. How do you bring tourists in to experience the heritage of your area when each of the venues has limited resources? What will entice travelers in tourism hotspots to enjoy the rural possibilities? This workshop offers an engaging list of best practices to maximize tourism impact in your region while drawing on the high tourism traffic of neighboring destination cities. Grass-roots tourism development through clustering of niche market offerings brings buzz, instills pride, and infuses revenue in rural communities.

**6:30 p.m.-8:00 p.m.                      Dinner (Gold Ballroom)**  
**Keynote Speaker—Jeff Manley, The Rock Ranch**

### **Friday, March 11**

7:30 a.m.                                      Registration Open  
7:30 a.m.-8:30 a.m.                      Breakfast (Gold Ballroom)

**8:30 a.m.-9:30 a.m.                      Panel Session (Gold Ballroom)**  
**Tourism Development in Extension—Where We've Been, and Where We're Going and Need to Be Going**  
Panel Moderator: Michelle Walk, Michigan State University  
Panel Members: Connie Francis, University of Nebraska; Lisa Chase, University of Vermont; Miles Phillips, Texas A&M University

9:30 a.m.-10:00 a.m.                      Break

**10:00 a.m.-11:30 a.m.                      Concurrent Session 5**

### **Rural Tourism Development (Pinckney Room)**

#### **Examining the Role of Tourism with Gateway Communities—The BLM's National Landscape Conservation System (10:00-10:30 a.m.)**

Steven W. Burr, Institute for Outdoor Recreation and Tourism, Utah State University  
Specially designated and protected federal lands and rural development in the U.S. have been, are, and will continue to be intertwined. The BLM's National Landscape Conservation System (NCLS), a relatively unknown system, plays an important role in both the economic and social

well-being of surrounding gateway communities. This study was conducted during the 2004 visitation season by Utah State University's Institute for Outdoor Recreation and Tourism, with the purpose of providing baseline data concerning front country recreation use and visitor characteristics, images, and perceptions of the Grand Staircase-Escalante National Monument (GSENM), and to investigate the relationship between visitation and other GSENM values, the GSENM travel management plan, and local community services. Results and key findings of the Front Country Visitor Study for the GSENM related to visitor characteristics and management will be presented, along with impacts related to both economic and community development.

### **Embedding Tourism in Broader Rural Development Strategies: Insights from Canada**

(10:30-11:00 a.m.)

Nicole Vaugeois, British Columbia Regional Innovation Chair in Tourism and Sustainable Rural Development, Vancouver Island University

Rural areas are attractive places to visit, play, work, and prosper. The mix of natural, cultural, and system amenities that are specific to rural areas have the potential to act as resources for social and economic development. The promotion and development of rural amenities may serve to elevate the attractiveness of rural areas and stimulate movement of people and enterprise to visit, relocate, or engage with regions. With appropriate supports, these amenities can be both promoted and protected for long term development of rural areas. By embedding tourism development as a tool in broader rural development strategies, organized efforts are likely to have more impact at the local level. This approach has been labeled Amenity Based Rural Development (ABRD) and it is gaining popularity internationally. This presentation will provide insights from recent work in Canada including a typology of rural amenities and observations of supports needed to embed tourism in ABRD.

### **Challenges and Opportunities in Rural Community Tourism: A Tale of Two Communities**

(11:00-11:30 a.m.)

Cynthia C. Messer, M.A., University of Minnesota Tourism Center

This presentation is a qualitative analysis of findings from two communities in an 18-year longitudinal study of community tourism development. The Villages of Van Buren, Iowa, is a collection of 12 small communities in southeastern Iowa that successfully market themselves as a destination. San Luis, the oldest community in Colorado, initially drew thousands of visitors annually in the early 1990s but has struggled to sustain this success. These communities have several common characteristics including their rural settings and a strong sense of place, but they have experienced vastly different outcomes in creating and promoting tourism. What factors have led to different outcomes? Drawing on video interviews from community visits in 2009, and research over the years in these two communities, examples of the challenges and opportunities in sustaining authentic travel experiences that contribute to community prosperity will be presented.

## **Nature-Based Tourism—Training and Trails (Laurens Room)**

### **Professional Wildlife Guide Training & Certification Program: Using Online & Live Training (10:00-10:30 a.m.)**

Miles Phillips, Texas Agrilife Extension

Corpus Christi, Texas, a coastal city of ~300,000, is a major tourist destination and research showed nature based tourism was the reason for ~50% of visitation, and could drive growth. Conflicting trends of increased interest in nature with a growing lack a familiarity with nature has elevated the need and benefits of quality guided nature and wildlife experiences. The Corpus Christi CVB requested assistance from Texas Agrilife Extension Nature Tourism program to develop and implement a non-regulatory market based Professional Wildlife Guide Training and Certification Program. After research of guide training programs around the world, unique training courses were developed to include online courses and live workshops. Guides were required to know ~177 species of wildlife, tourism and business concepts, customer service, etc. In the Fall of 2010, 41 professional guides obtained certification. Additional participants did not obtain certification. This included birding, fishing, hunting, photography, kayaking guides, etc.

### **Extension's Role in the Development and Maintenance of the Alabama Scenic River Trail (10:30-11:00 a.m.)**

J. Thomas Chesnutt, Tourism Specialist, Economic and Community Development Institute (ECDI), Auburn University

Six hundred and thirty one miles long, the Alabama Scenic River Trail (ASRT) is the longest river trail in any one state. The route includes stretches of seven rivers, two creeks, and one bay. The beginning is where the Coosa River enters Alabama from Georgia and ends at Fort Morgan of "damn the torpedoes and full speed ahead" fame. In just a few years the ASRT went from concept to reality and designation by National Park Service as a National Recreation Trail. This presentation will highlight goals and accomplishments, major obstacles overcome, special events, and organizational structure. Specific attention will be given to Extension's role in the development and maintenance of the ASRT that passes through or borders 19 of Alabama's 67 counties. Extension's involvement has included participation on the initial development board, membership on committees, assistance in obtaining and administering grants, and promotion of ASRT.

### **Kingdom Trails—A Multi-Use Trail System in East Burke, Vermont (11:00-11:30 a.m.)**

William McMaster, University of Vermont Extension

The development of an internationally recognized summer/winter multi-use trail system that was developed in the Town of East Burke, Vermont, utilizing Extension's Take Charge program, will be presented. This program assisted the community to explore alternative tourism and economic opportunities that would assist in diversifying the tourism and economy of the community. This presentation will address the project's history, planning, implementation, economic benefits including employment provided directly by the project and economic data that was collected to determine the economic benefits to the community and the region, social benefits including community involvement and youth access, and issues and advice/guidance for those thinking of trail development to enhance tourism and community prosperity.



## **Agritourism—Family Farms, Farm Stays, and Social Media (Rutledge Room)**

### **Harvesting Fun & Joy: The Experience of Ontario Family Farms Engaged In Agritourism (10:00-10:30 a.m.)**

Suzanne Ainley, Department of Recreation and Leisure Studies, University of Waterloo

Although a majority of Ontario farms continue to grow food, an ever increasing number are diversifying into agritourism. Engaging in agritourism provides extra farm income, while also satisfying new and growing consumer demands for local food and authentic rural tourism experiences. Starting from the premise that embracing agritourism on family farms is motivated by a complex web of factors, and not just simply economics, this phenomenological study explores the experience of Ontario family farms that operate agritourism enterprises on their farms. In using personal narratives to describe the meaningful experiences and essential structures associated with agritourism, this study elaborates upon, confirms, and challenges commonly held beliefs on why family farms diversify into agritourism. It also adds to the discourse on the future of family farms in rural communities.

### **Farm Stay U.S.: Introducing Farm Stay Agritourism to the United States (10:30-11:00 a.m.)**

Scottie Jones, Farm Stay U.S. and Leaping Lamb Farm, Alsea, Oregon

Join the conversation about increased interest in U.S. farm stays with a demonstration of the new Farm Stay U.S. website. Farm stays have long been a popular vacation choice in Europe and New Zealand. Now Farm Stay U.S. is working to grow farm stays in the United States by promoting those farms already in operation as well as bringing new farms online. We'll talk about what a farm stay is and why farm stays are good for farmers and guests alike.

We'll demonstrate some of the ways we are using our site, from detailed searches for guests to resources for farmers considering adding lodging to their operations. Launched in June, 2010, with the assistance of two USDA grants, the website is already considered a go-to resource by the national media. For the 570 farms and ranches currently on the site, the collaboration is welcomed, as are the 23,000 (and counting) unique visitors.

### **Using Social Media Networking to Engage the Agritourism Community (11:00-11:30 a.m.)**

Dora Ann Hatch, Louisiana State University Ag Center

Agritourism is positively effecting rural tourism growth in communities once over-looked by tourists as having nothing to do. With today's tourists seeking places with 1) something to do, 2) something to see and 3) something to buy, agritourism is redefining tourism in sparsely populated agricultural communities. Land grant institutions are the most recognized source of information for agriculture communities. With struggling economies, less support for higher education, and fewer human resources at universities, the LSU AgCenter is using social media networking tools such as blogs, Twitter, and Facebook to drive clientele to an agritourism website to learn how to create, manage and market their agritourism ventures. In one year, 2300 hits were recorded. As more and more Louisiana residents connect to Internet, through smart phones and other hand held devices, the interest in blogs, Twitter, and Facebook, will continue to increase, and the demand for traditional marketing and related expenses will decrease.

## **Tourism—Stakeholder Attitudes and Collaboration (Drayton Room)**

### **Vacation Decisions and Perceptions of Minnesota Resorts (10:00-10:30 a.m.)**

Kent Gustafson, Extension Professor, Tourism, St. Paul, Minnesota

Resorts are an integral part of the Upper Midwest and Minnesota tourism product. The purpose of this study was to assess the vacation decision making process, especially as it relates to Minnesota resorts. Four focus groups, involving fifty four participants were conducted. A set of questions, based upon input from resort owners, was developed and used with each group. Key questions related to factors involved in identifying, researching, and booking a vacation choice; perceptions of Minnesota resorts; and barriers to booking a Minnesota resort vacation. The study results emphasize the importance of improving communication methods and messages within the resort industry. Also, it emphasizes the need for collaboration to maintain market share. Suggestions are made for further niche marketing to help supplement current markets.

### **Help Me to Help You: Collaborating with Stakeholders in the Development of Survey Instruments Measuring the Impacts of Tourism and Second Home Development in North Carolina's Coastal Counties (10:30-11:00 a.m.)**

Whitney Knollenberg, Graduate Assistant, Center for Sustainable Tourism, East Carolina University; Dr. Huili Hao, Research Director, Center for Sustainable Tourism, East Carolina University

This presentation will illustrate how researchers used focus groups and site visits to encourage collaboration with stakeholders in the development of survey instruments. The surveys were designed to measure property owners' attitudes toward tourism and second home development in coastal communities. Researchers met with business owners, permanent residents, and second homeowners, as well as local tourism officials and planners to gain a deeper understanding of the important tourism issues in their counties. The strategies used for organizing the meetings, facilitating discussion, and incorporating the results into the surveys will be discussed in this presentation. The discussion will also cover methods for distributing the study's results to interested stakeholders upon its completion. The results are intended to aid in effective decision-making that will contribute to the communities' long-term prosperity in a sustainable way.

### **Attitudes of Local Residents to Preservation and Tourism to the Fredericksburg-Spotsylvania National Military Park (11:00-11:30 a.m.)**

Dr. Donald Rockey Jr., Associate Professor, Coastal Carolina University; Dr. Sam Lankford, Professor, University of Northern Iowa; Dr. Sarah Banks, Assistant Professor, Coastal Carolina University; Devyn Alexander, Student, University of Northern Iowa; Kelsey Hollen, Student, University of Northern Iowa

One prevailing issue in heritage tourism and preservation has been the encroachment of urban sprawl on many of the Civil War battlefields. According to the Civil War Preservation Trust, the battlefields associated with the Fredericksburg/Spotsylvania National Military Park (FSNMP) including Fredericksburg, Spotsylvania, The Wilderness, and Chancellorsville, are under a very serious threat. Previous research suggests that for tourism to be successful and sustainable the local community has to support it. In this case, the researchers want to determine if the residents of Fredericksburg and the four surrounding counties support preserving and maintaining the integrity of the gateway to the national park in the face of modern "progress." The presenters will discuss their findings from the study and the attitudes of the local residents toward

preservation and tourism development of the national park. These findings may be of use in the management of the development pressures adjacent to the battlefields.

### **Benefits of Sustainable Tourism (Gold Balcony)**

#### **Tourism as a Rural Development Strategy: Assessing the Costs and Benefits of Tourism in Botswana (10:00-10:30 a.m.)**

Nelson C.K. Sello, Graduate Student, University of Arkansas; Eric Wailes, Professor, University of Arkansas

Tourism has become one of the fastest growing industries in the world. It has thus become poverty alleviation strategy for many governments especially in rural areas. In Botswana, tourism is part of the Revised Rural Development Strategy intended to benefit communities living adjacent to natural resources rich areas such as the Okavango Delta (OD). This study shows that tourism benefits are categorized in terms of economic, social-cultural, and environmental in OD. Economic benefits include revenues from photographic tourism and trophy hunting, income from veldt products, and employment. Socio-cultural benefits include social cohesion, improved agency functioning, and management skills for communities. Cultural erosion, environmental stress, and natural resources depletion are expected to be some of the costs of tourism. The study concludes that tourism has benefits and costs to the communities. Policies designed for tourism development should therefore embrace this fact and thus adopt best strategies for tourism development.

#### **The Economic Impact of Off-Highway Vehicle Recreation and Tourism in Southeast Ohio (10:30-11:00 a.m.)**

Bruce Martin, Ph. D., Ohio University; Fang Meng, Ph. D., University of South Carolina; Ming Li, Ph. D., Ohio University; John Tanzer, M. S., Ohio University

The purpose of this study was to assess the economic impact of OHV recreation and tourism in southeast Ohio as well as consumer satisfaction with the trail systems in the region. Two surveys were administered in this study: (1) an expenditure log used to determine the economic impact of OHV recreation and tourism in southeast Ohio during the 2008 riding season; and (2) a trail-use survey used to assess the level of consumer satisfaction with the available trail systems in the region. Data from the expenditure logs were analyzed using the IMPLAN modeling system. Importance-performance analysis was used to assess the survey participants' satisfaction with their OHV riding experiences in the region. The researchers found that the OHV recreation and tourism industry provides substantial economic benefits to southeastern Ohio. As facilities are improved and the industry grows in the region, so too will the economic benefits of the industry.

#### **Perceptions of Sustainable Tourism: A Study of North Carolina Legislators (11:00-11:30 a.m.)**

Shannon Arnold, Center for Sustainable Tourism, East Carolina University; Dr. Derek Alderman, Center for Sustainable Tourism, East Carolina University

The tourism industry is the second largest contributor to North Carolina's economy. The traditional thrust behind many national and state tourism policies has focused on the industry's employment potential and opportunities for economic growth. However, consumer demand is shifting toward a more sustainable approach that balances economic growth with environmental and social-cultural enhancement and equity. Given the growing pressure placed on legislators to

address tourism development, specifically sustainable tourism, there is a clear need to understand legislators' perceptions of tourism and enhance communication between legislators and tourism practitioners. By identifying the perceptions of elected leaders at the state level, destination marketers, advocates of sustainability, and consumers will have a better understanding of how to effectively communicate with and lobby their local legislators. Using data collected through a mail survey, this study seeks to measure and analyze North Carolina legislators' knowledge of and attitudes towards sustainable development within the tourism industry.

**11:30-12:00 noon**

**Closing General Session (Gold Ballroom)**

**12:00 noon**

**Box Lunches Available—Eat in or Take to Go (Gold Ballroom)**

**12:45 p.m.**

**Depart for Conference Tours**

(See following Tour Itineraries for more information.)

## Tour Itineraries

### Saver the Flavors of Charleston Walking Tour

Tour Time: 2:00-4:30 p.m.

Meeting Place: Bulldog Tours, 40 N. Market Street

Ending Place: The City Market



Walking from the Francis Marion Hotel, you will need to leave no later than 1:15 p.m. The walking tour will depart from Bull Dog Tour Offices, located in the Rainbow Shops at 40 North Market Street in Downtown Charleston. If you do not want to walk to Bull Dog Tour Offices, you can take a rickshaw/pedi-cab or traditional cab. For tour information visit <http://www.culinarytoursofcharleston.com/>

### Fort Sumter Tour

Tour Time: 12:45-4:00 p.m.

Meeting Place: The Calhoun Street side of the Francis Marion Hotel; Van transportation provided

Ending Place: The Francis Marion Hotel

For information on Ft. Sumter National Monument visit

<http://www.nps.gov/fosu/index.htm>



### Charleston Tea Plantation Tour

Tour Time: 12:45-4:30 p.m.

Meeting Place: The Calhoun Street side of the Francis Marion Hotel; Van transportation provided

Ending Place: The Francis Marion Hotel

For information on the Charleston Tea Plantation visit

<http://www.charlestonteaplantation.com/>



### Rickshaw/Pedi-Cab and Traditional Cab Information

- **Charleston PediCab/Rickshaw Company—843-723-5685 or 843-577-7088**  
Will take you anywhere in Charleston for only \$4.50/person; can transport 1-3 people per rickshaw.
- **Yellow Cab—843-577-6565**
- **Black Cab—843-216-2627** (English-style black cab)