

NET 2015

Coast To Coast: Tourism Matters!

**Moody Gardens Hotel, Spa & Conference Center
Galveston, Texas; October 27-29, 2015**



NET 2015

National Extension Tourism Team (NET)

<http://extensiontourism.net>

Tuesday, October 27

- * 8:00-5:00pm Registration Open
- * 8:30-11:30am Beach and Bay Guided Interpretive Walks
- * 9:30-12:00pm Sea Turtle Lab Tour. Limit
- * 11:30-1:30pm Lunch
- * 1:30-3:30pm Moody Gardens Behind the Scenes Rain Forest Exhibit
- * 3:30-5:30pm On the Water by Boat Interpretive Program
- * 6:30-9:00pm Opening Reception/Poster Sessions–Moody Gardens Hotel

Wednesday, October 28

- * 7:30-12:00pm Registration Open
- * 7:30-8:30am Breakfast
- * 8:30-10:00am Opening Session/Keynote Speaker: *The Business of Ecotourism*. Carol Patterson, Kalahari Management, Inc.
- * 10:15-11:45am Panel Discussion: *A NET Action Plan - Key Issues and Collaborative Opportunities*. Facilitator/featured speaker Dr. Will Brown, Texas A&M University; panelists Holly George (University of California Cooperative Extension), Lisa Chase (University of Vermont Extension), Miles Phillips (Texas A&M AgriLife Extension), Carol Patterson (Kalahari Management, Inc.), Mary Mulvey (Ecotourism Ireland)
- * 11:45-12:30pm Lunch
- * 12:30-1:00pm Poster sessions
- * 1:00–5:00pm Concurrent Session 1 - Track 1: Rural and Community-based Tourism; Track 2: Heritage, Cultural and Natural Resource-based Tourism
- * 5:00pm Evening on your own

Thursday, October 29

- * 7:30-12:00pm Registration Open
- * 7:30-8:00am Breakfast
- * 8:00-9:20am Opening remarks; Featured speaker - *European Perspective on Agritourism and Ecotourism*. Mary Mulvey, Ecotourism Ireland
- * 9:30–10:30am Concurrent Session 2 (workshops): Track 1: Rural Tourism Development/Tourism in Resilient Communities; Track 2: Agritourism—Local Foods, Farmers Markets, Culinary Tourism
- * 10:40-12:20pm Concurrent Session 3: Track 1: Community and Regional Planning and Development; Track 2: Tourism Education, Training, and Certification Programs
- * 12:20-1:10pm Lunch
- * 1:10-1:40pm Poster sessions
- * 1:40–3:20pm Concurrent Session 4: Track 1: Regional Planning and Development and Tourism Research and Evaluation; Track 2: Marketing and Promotion & Economic, Environmental, and Social Impacts of Tourism and Recreation
- * 3:30–5:10pm Concurrent Session 5: Track 1: Rural Tourism Development/Tourism in Resilient Communities; Track 2: Community and Regional Planning and Development
- * 6:00-8:30pm Dinner. Panel discussion: *Summary - A NET Action Plan*. Facilitator Lisa Chase (University of Vermont Extension). Keynote speaker: Kelly de Schaun, Galveston Island Park Board of Trustees. Closing remarks - Miles Phillips, Texas A&M AgriLife Extension, Chair NET Design Team.

Conference close after dinner schedule

In Thanks to Sponsors



Texas A&M AgriLife Extension Service
Department of Recreation, Park & Tourism
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Moody Gardens Galveston
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Special Thanks

Galveston Bay Area Chapter
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www.galvestonlab.sefsc.noaa.gov

Keynote Speakers



Carol Patterson is President of Kalahari Management Inc., a business consultant firm for the destination travel and tourism industry. Carol is also an Adjunct Assistant Professor and teaches adventure tourism classes at the University of Calgary. Carol Patterson has been an author and consultant of tourism for over 20 years and has helped numerous small business owners penetrate and advance into North American markets. She has been widely recognized for her pioneering work in tourism, winning awards for cinematography and sound design as well as her vision. Patterson is an adjunct assistant professor of adventure tourism classes at the University of Calgary. She is the author of several books, including *The Business of Ecotourism*, and coauthor of *Handle with Care: Developing a Nature Based Tourism Product in the North*. Carol has recently published *Sustainable Tourism: Business Development, Operations and Management*, a textbook for upper-level undergraduate and graduate level tourism courses. She is also a Travel Media Association of Canada award recipient for the best environmental/responsible tourism feature. Her travel writing has appeared on BBC Travel and Vacay.ca among other publications.



Kelly de Schaun is Executive Director for Galveston Island Park Board of Trustees. A native Texan, Kelly obtained a B.S. from the University of Houston in Hotel/ Restaurant Management as well as Masters in Community and Regional Planning from the University of Texas- Austin. She has held prestigious positions in the tourism industry, serving as executive director for the not-for-profit conservation organization Punta Cana Ecological Foundation in the Dominican Republic, as well as executive director of the Caribbean Alliance for Sustainable Tourism (CAST). She successfully implemented regionally accepted programs which serve today as an international benchmark for resort facilities in developing countries. Kelly also managed the Punta Cana Center for Biodiversity and Sustainability in the Dominican Republic, a research and education facility that works to develop solutions to the complex social and environmental challenges related to development and tourism. Kelly has held the position of executive director of the La Romana Hotel and Tourism Association, a destination management organization tasked with the management of governmental relations, collaborative marketing campaigns, capital improvement projects and infrastructure campaigns. In this position she was awarded several regional accolades for her planning work, including a commendation from the Ministry of Tourism and the national hotel association. She also served as the Vice President of the La Romana Tourism Cluster, an Inter-American Development Bank funded initiative seeking to integrate marginalized communities and develop ecotourism opportunities in the “Park of the East” (Parque del Este), the country’s most visited national park. She returned to her home State of Texas in 2012 to assume the position of Executive Director of the Galveston Island Park Board of Trustees. The Park Board of Trustees manages the island’s Convention and Visitor’s Bureau, as well as the destination’s most popular tourist beaches.

Featured Speakers



William A. Brown is an Associate Professor in the Bush School of Government and Public Service and Director of the Certificate in Nonprofit Management at Texas A&M University. William teaches the Nonprofit Management, Social Innovation and Entrepreneurship and Human Resource Management courses. He received a Bachelor of Science degree in education from Northeastern University with a concentration in human services, and earned his master's and doctorate in organizational psychology from Claremont Graduate University. Prior to joining Texas A&M University, he was an assistant professor at Arizona State University where he worked as the program coordinator of their Certificate in Nonprofit Management and Leadership and was an affiliated faculty member with the Center for Nonprofit Leadership and Management. He has worked with numerous organizations in the direct provision of services, consulting and board governance. He served on the board of the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) from 2007-2012 and chaired the Education Committee from 2009-2011. His research focuses on nonprofit governance, strategy and organizational effectiveness. He has authored numerous research articles, technical reports and several practice-oriented publications. Examples of his work include exploring the association between board and organizational performance and developing the concept of mission attachment. Publication outlets include Nonprofit and Voluntary Sector Quarterly, Nonprofit Management & Leadership, International Journal of Volunteer Administration, and Public Performance and Management Review.



Mary Mulvey is CEO of EcoTourism Ireland. Mary Mulvey is a native of Dunboyne, County Meath and a graduate of St. Patrick's College Maynooth. Mary also has a B.A. Post Graduate diploma in Irish Heritage Management from University College Cork and a Post Graduate certificate in Ecotourism from Sligo Institute of Technology. Mary has over 15 years of senior management experience ranging from project to event management. She developed the Cashel Heritage Town Programme and the Tipperary Heritage Way long distance walk from The Vee to Cashel. She was a founding member of Cashel Cultural Festival and director for 10 years. Previous employment includes the English Tourist Board, Bord Failte, Heritage Towns of Ireland and Irish Peatland Conservation Council. She also held the role of Operations Manager for the Irish Museum of Modern Art/Royal Hospital Kilmainhaim. Mary has also served on many national and regional committees for organizations such as Irish Tourist Industry Confederation and the Model Arts and Niland Modern Art Gallery, Sligo. Mary is passionate about raising the profile of ecotourism at the national and international level with relevant government agencies, tourism bodies and stakeholders to ensure that ecotourism is on Ireland's tourism agenda and ensuring a credible policy is developed and promoted. She was responsible for the development of a world class certification process for ecotourism products in Ireland. The Ecotourism Ireland label was globally recognized by the Global Sustainable Tourism Council in January 2012. Mary currently serves in a voluntary capacity on the board of The Glens Theatre, Manorhamilton, County Leitrim.

Field Experiences



Image by Alan Wilde ©



Image by Carlos Rios ©

- ✦ 8:00-5:00 pm: Registration Open - Moody Gardens Hotel Lobby

Field Experiences - Educational Field Programs included with registration. Schedule is subject to change. Transportation to most field sites provided. Space is limited. Shuttles depart/return from hotel.

- ✦ 9:00-11:30 am: Beach & Bay Guided Interpretive Walk. Meet at Galveston State Park. Limit: 50.
- ✦ 10:00-12:00 pm: Sea Turtle Lab Tour. Limit: 30.
- ✦ 11:30-1:00 pm: Lunch on your own
- ✦ 1:30-3:30 pm: Behind the Scenes: Moody Gardens Rain Forest Exhibits. Limit: 30.
- ✦ 4:30-5:30 pm: On the Water by Boat Interpretive Program; Baywatch Dolphin Tours. Limit: 50.
- ✦ 6:30-9:00 pm: Opening Reception/Poster Sessions; Moody Gardens Hotel Garden Cay Room



Image by Texas Parks & Wildlife Department ©

For Field Experience Destinations, don't forget to bring...

- ✦ A water bottle
- ✦ Comfortable walking shoes
- ✦ Suitable clothing/outdoor gear (field trips will take place rain or shine)

Conference Schedule

7:30-12:00 pm: Registration open - Moody Gardens Hotel South Foyer

7:30-8:30 am: Breakfast

8:30-10:00 am: Opening sessions - Frances Ann Moody Ballroom, Salon D/E

- 8:30-9:00 am: Opening remarks - Miles Phillips, Texas A&M AgriLife Extension

- 9:00-10:00 am: Keynote - *The Business of Ecotourism*. Carol Patterson, President; Kalahari Management Inc.

10:00-10:15 am: Break

10:15-11:45 am: Panel Discussion - A NET Action Plan: Key Issues and Collaborative Opportunities; facilitator Dr. Will Brown, Texas A&M University; panelists Holly George (U.C. Cooperative Extension), Lisa Chase (U.V. Extension), Miles Phillips (Texas A&M AgriLife Extension), Carol Patterson (Kalahari Management Inc.), Mary Mulvey (Ecotourism Ireland)

11:45-12:30 pm: Lunch - Frances Ann Moody Ballroom, Salon D/E

12:30-1:00 pm: Poster sessions - Frances Ann Moody Ballroom, Salon D/E

1:00-5:00 pm – Concurrent Session 1 (ten minute transition between presentations)

Track 1: Rural and Community-Based Tourism - Salon B

1. *Creative Connections Contribute to Community Vitality* - Holly George – University of California Cooperative Extension
2. *Enhancing Rural Tourism in the Miss-Lou through Collaboration and Regional Planning* - Rachael Carter and Chance McDavid – Mississippi State University Extension Service
3. *Introduction to “Understanding Tourism for Michigan Communities”: Leveraging Assets and Innovation Via Education and Partnerships to Foster Prosperity* - Andrew Northrop – Michigan State University Extension

Track 2: Heritage, Cultural and Natural Resource-Based Tourism - Salon C

1. *An Experiment Station for Tourism – Long Acres Ranch* - Miles Phillips and James Kidda – Texas A&M AgriLife Extension Long Acres Ranch
2. *A Collaborative Program with CVB’s, Guides and Extension* - Wildlife Guide Training Program - Miles Phillips – Texas A&M AgriLife Extension Service
3. *Stranded on an Island With 23 of Our Closest Friends: The Evolution of Galveston’s Nature Tourism Partnership* - Diane Olsen, Anja Borski and Lisa Reznicek – Galveston Nature Tourism Partnership

2:50 – 3:10 pm: Break

Track 1: Rural and Community-Based Tourism - Salon B

1. *U.S. Farm Stays – Modeling a European Travel Experience* - Scottie Jones – U.S. Farm Stay Association
2. *Diversification Through Agritourism in British Columbia, Canada* - Nicole Vaugeois, Shannon Bence and Anna Romanova – Vancouver Island University
3. *Assessing Regional Competitiveness Through Participatory Action Research in West Virginia* - Doug Arbogast and David Rotenizer – West Virginia University Extension Service

Track 2: Heritage, Cultural and Natural Resource-Based Tourism - Salon C

1. *Freeman Tilden Visits Galveston: Situating Provocation, Personalization and Coherence Principles During Heritage Interpretation* - Tazim Jamal, Gary Ellis and Jingxian “Kelly” Jiang – Texas A&M University
2. *Characteristics of Influences Affecting Agritourism Success in the Western US* - Diane Gaede – University of Northern Colorado; Penny Leff – University of California-Davis; and Martha Sullins – Colorado State University
3. *A Snapshot of Tennessee Agritourism* - Megan Leffew – University of Tennessee Extension

5:00 pm: Evening on your own

Wednesday - October 28

Conference Schedule

7:30-12:00 pm: Registration open - Moody Gardens Hotel South Foyer

7:30-8:00 am: Breakfast

8:00-9:20 am: Opening sessions - Frances Ann Moody Ballroom, Salon D/E

- 8:00-8:20 am: Opening remarks and welcome - Miles Phillips, Texas A&M AgriLife Extension
- 8:20-9:20 am: Featured Speaker - *European Perspective on Agritourism and Ecotourism*. Mary Mulvey, CEO Ecotourism Ireland

9:20-9:30 am: Break

9:30-10:30 am – Concurrent Session 2 (one hour workshop sessions)

Track 1: Rural Tourism Development/Tourism in Resilient Communities - Salon B

Linking Agriculture, Tourism, Economics & Education Through Cluster Development in Rural Communities - Doolarie Singh-Knights, Daisy Bailey, Brandy Brabham, Jodi Richmond, Alex Straight – West Virginia University Extension; and Cynthia Martel – West Virginia Department of Agriculture

Track 2: Agritourism—Local Foods, Farmers Markets, Culinary Tourism - Salon C

Southern Style Hospitality - Megan Leffew – University of Tennessee Extension; and Stacy Tomas – Tennessee Tech University

10:30-10:40 am: Break

10:40-12:20 pm – Concurrent Session 3 (five minute transition between presentations)

Track 1: Community and Regional Planning and Development - Salon B

1. *Towards a Robust Framework of Sustainable Community-Based Tourism (SCBT): Exploring Destination Justice and Equity as a Part of Governance, A Case Study of Bryan-College Station, Texas* - Tek B. Dangi – Texas A&M University
2. *Ohio's Lake Erie Marina Industry Business Retention and Expansion Program – Case Study of A Community and Regional Economic Development Tool* - Joseph Lucente and Sarah Orlando – Ohio State University Extension / Ohio Sea Grant College Program
3. *Building Local Foods With Micro Projects* - Glenn Muske, Abby Gold and Megan Myrdahl – North Dakota State University

Track 2: Tourism Education, Training and Certification Programs - Salon C

1. *Impact of eMarketing Education on Web Marketing Practices of CVBs* - Adeel Ahmed – University of Minnesota Extension
2. *West Virginia Interpretive Guide Heritage Steward Training* - Doug Arbogast – West Virginia University Extension Service; and David Smaldone – West Virginia University
3. *The Influence of Training on Ecotour Guides and Their Environmentally Responsible Behaviors and Transformational Leadership Abilities: A Qualitative and Quantitative Case Study* - Nancy Lackey and Lisa Pennisi – University of Nebraska-Lincoln

12:20-1:10 pm: Lunch - Frances Ann Moody Ballroom, Salon D/E

1:10-1:40 pm: Poster sessions - Frances Ann Moody Ballroom, Salon D/E

1:40-3:20 pm – Concurrent Session 4 (five minute transition between presentations)

Track 1: Regional Planning and Development & Tourism Research and Evaluation - Salon B

1. *If You Build It, Will they Come? Planning for Success* - Cynthia Messer – University of Minnesota Tourism Center
2. *Community-based Tourism Planning on a Regional Scale for Sustainable Tourism Development* - Doug Arbogast, West Virginia University Extension Service
3. *Agritourism Priorities for Extension and the National Agritourism Professionals Association (NAPA)* - Lisa Chase – University of Vermont Extension; Martha Glass – National Agritourism Professionals Association (NAPA); and Becky Smith – Mississippi State University Extension Service

Conference Schedule

Track 2: Marketing and Promotion & Economic, Environmental, and Social Impacts of Tourism and Recreation - Salon C

1. *Encouraging Economic Development Through the 2014 Gulf Coast Agritourism and Ecotourism Business Development Conference* - Rick O'Connor, Libbie Johnson, Carrie Stevenson, Blake Thaxton and Chris Verlinde – University of Florida Extension / IFAS
2. *What's Happening? A Needs Assessment to Guide Initial Efforts of New Extensions Specialists in Oklahoma* - David Davis and Steve Ruby – Oklahoma State University
3. *Building a Farm Trail; Developing Effective Agritourism Associations* - Penny Leff and Shermain Hardesty – University of California Small Farm Program; and Holly George – University of California Cooperative Extension

3:20-3:30 pm: Break

3:30-5:10 pm – Concurrent Session 5 (five minute transition between presentations)

Track 1: Rural Tourism Development/Tourism in Resilient Communities - Salon B

1. *Using Video Case Studies as a Teaching Strategy to Build Community Tourism* - Cynthia Messer – University of Minnesota Tourism Center; and Doug Arbogast – West Virginia University Extension Service
2. *Tourism First Impressions Have Lasting Impacts* - Doug Arbogast, Daniel Eades – West Virginia University Extension Service; and Cynthia Messer – University of Minnesota Tourism Center
3. *Implementing the Tourism First Impressions Program in Your State* - Lisa Chase – University of Vermont Extension; Doug Arbogast, Daniel Eades, and Robin Frost – West Virginia University; Laura Brown – University of Connecticut; Geoffrey Sewake – University of New Hampshire; and Andrew Northrop – Michigan State University Extension

Track 2: Community and Regional Planning and Development - Salon C

1. *Strategic Plan for Long Term Tourism Sustainability* - Cynthia Bond – Ohio State University Extension
2. *Providing Communities with Improved Marketing Intelligence* - Nicole Vaugeois – Vancouver Island University
3. *Ohio Tourism Industry Needs Assessment* - Nancy Bowen-Ellzey, Rebecca Nesbitt, Rose Fisher-Merkowitz and Julie Fox – Ohio State University Extension

5:10-6:00 pm: Break

6:00-8:30 pm: Evening program - Frances Ann Moody Ballroom, Salon D/E

- 6:00 pm – Dinner
- 6:30 pm – 7:00 pm – Panel discussion: *Summary - A NET Action Plan* – facilitator Lisa Chase (University of Vermont Extension)
- 7:00 pm – 8:00 pm - Keynote: *Impacts of Economic Development and Tourism*. Kelly de Schaun, Galveston Island Park Board of Trustees
- 8:00 – 8:30 pm - Closing remarks - Miles Phillips, Texas A&M AgriLife Extension, Chair NET Design Team

Conference close after dinner schedule.

Thursday - October 29

2015 NET Conference Planning Committee Members

Presentation and Proceedings Committee

J. Thomas Chesnutt (Chair)
Alabama Cooperative Extension System

General & Breakout Session Subcommittee

Steve Burr
Utah State University Cooperative Extension

Diane Kuehn
New York Sea Grant

Lisa Chase
University of Vermont Extension

Holly George
University of California Cooperative Extension

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Texas A&M AgriLife Extension Service

National Extension Tourism Design Team

Origin

The National Extension Tourism (NET) 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.

Current Members

Western Region:

Steven Burr, Utah State University Extension

Holly George, University of California Cooperative Extension Plumas-Sierra

North Central Region:

Doug Arbogast, West Virginia University Extension Service

Diane Van Wyngarden, Iowa State University Extension and Outreach

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, Chair National Extension Tourism Design Team; Texas A&M AgriLife Extension Service, Texas A&M University

Stacy Tomas, Tennessee Tech University

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

Sumner Davis, Interim Director; Southern Regional Development Center

International

Suzanne Ainley, BES, MSc, University of Waterloo, Waterloo, ON, Canada

Nicole Vaugeois – Vancouver Island University, Canada

