Ohio Tourism Partnership for Economic Development

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2009 National Extension Tourism Tourism (NET) Conference
Tourism Connection: Sustaining People, Places and Communities
Park City, Utah
Overview

• To help entrepreneurs and community leaders tap into the $38 billion Ohio tourism industry, Ohio State University (OSU) Extension provides leadership for the Ohio Tourism Partnership for Economic Development.

• The presentation features a partnership overview and initial findings

• Statewide Tourism Programs—Training, Education, and Marketing
The Opportunity

• Tourism is a vital and growing component of Ohio's economy.
  – In 2007, visitor spending of $25 billion generated $38 billion in sales for Ohio businesses.
  – Approximately 454,000 full time equivalent jobs were sustained by Ohio's travel and tourism industry with a total income of $10.4 billion.
  – Tourism generated $2.5 billion in state and local taxes in 2007.

Ohio Tourism Division,
Ohio Dept. of Development

• Tourism also contributes to the overall image of a community…
The Solution

• To help entrepreneurs and community leaders advance employment and income opportunities in the $38 billion tourism industry, Ohio State University Extension provides leadership for the Ohio Tourism Partnership.

• Priorities include:
  – 1 Ohio Tourism Toolbox
  – 2 Education (packaged presentations)
  – 3 Networking
  – 4 Research & Special Projects

• The partnership includes OSU Extension/OSU CARES, Ohio Sea Grant College Program, Ohio Tourism Division, the Ohio Travel Association, and team members from a growing list of organizations and universities.
• Economic Development

• While there is no single definition that incorporates all of the different strands of economic development, the main goal of economic development is improving the economic well being of a community through efforts that entail job creation, job retention, tax base enhancements and quality of life (The International Economic Development Council, www.iedconline.org).

• Economic development can also be described as a process that influences growth and restructuring of an economy to enhance the economic well being of a community (IEDC).
Research Base

• **The Team Approach**

• For decades, social scientists have examined how teams function (Fritz, Boren, & Egger, 2005; Katzenbach & Smith, 1993; Lencioni, 2002; Morgan, Salas, & Glickman, 1993; Tuckman, 1965).

• An entrepreneurial team focuses on proactively and creatively seeking opportunities to bring into existence future goods and services (Stewart, 1989). Mossaver-Rahmani (1995) identified various pay-offs for creating intrapreneurial teams (teams within existing organizations) including increased ideas, energy, and experimentation; increased commitment and ownership; increased integration and performance.

• High performing teams operate in a dynamic environment (Leholm & Vlasin, 2006).
Research Base

• Why Tourism Development?
• With a population of 11,573,499 (2005), Ohio is rich in diversity and has a unique proximity of metropolitan and micropolitan areas.
• Tourism as an industrial sector encompasses portions of many sectors including hospitality, transportation, retail, and entertainment.
• Tourism attracts temporary visitors to places where they purchase goods and services.
• Both rural and urban communities base their visitor attraction strategies around favorable local advantages such as a climate, history, and cultural and natural resources (www.iedconline.org).
Audiences

- Entrepreneurs
- Community Leaders
- Academic Professionals & Other Team Members

- Attractions
- Convention & Visitors Bureaus
- Festivals & Events
- Legislative Advocacy
- Lodging
- Regional Interests
- Restaurants & Wineries
- Retailers and Other Entrepreneurs
- Travel Agents, Tour Operators, Meeting & Event Planners
• **Team Development**
  - 1st step: Identifying team purpose, goals, values, communications,…
  - Types of team members: *Core, Affiliate, Informational*
  - Face-to-face meeting and various technologies engage members in team and project development activities.
Activities

• Team Projects

Ohio Tourism Toolbox

New Web site provides one-stop resource for starting, marketing & growing tourism businesses. http://ohiotourism.osu.edu
Collaborators

- Ohio Department of Development's Tourism Division - Ohio Tourism
- Ohio State University
  - Extension
  - OSU CARES
    An initiative of OSU & OSU Extension to expand faculty, staff and student partnerships with communities throughout Ohio
  - Ohio Sea Grant College Program
Additional Contributors

- **Ohio Tourism Team Members representing:**
  - OSU … & Other Colleges/Universities
    - Ohio State University Center for Consumer Service Excellence/College of Education & Human Ecology
    - Ohio University
    - Bowling Green State University
  - ODOD & Other Ohio Agencies
    - Ohio Department of Agriculture/Ohio Proud
    - Ohio Department of Natural Resources and State Parks
- **Associations**
  - Ohio Travel Association
  - Ohio Restaurant Association
- **Industry representatives & a growing list of others committed to the success of Ohio’s tourism industry**
Benefits

• Easy to access information and resources for:
  – Identifying emerging trends
  – Starting, financing, marketing & growing, a tourism business or event in Ohio
  – Creating new products to attract today’s visitor interested in culinary tourism, nature-based tourism and more
  – Getting connected with others involved in Ohio’s tourism industry (academic…)
Designed for Easy Navigation

- Overall Design
- Multimedia
- Left Blue Bar
  - Industry Resources
  - Topics of Interest
- Top Right Corner
  - Get connected (news) & Search
- Lower Left & Right Corners
  - FAQ … Link to Us
  - Links to Collaborators
Let’s Take a Look…

• Various perspectives & Various interests
  (starting points – not end points)
Let’s Take a Look…
Ohio Tourism

• Facts & Figures / Trends
Let’s Take a Look …

Business

• Business Resources (beyond Tourism)
Let’s Take a Look …
Industry Resources

Ohio TOURISM TOOLBOX

Ohio Tourism
Start, grow and finance a tourism business in Ohio
Industry Resources
Attractions
Convention & Visitors Bureaus
Festivals & Events
Legislative Advocacy
Lodging
Regional Interests
Restaurants & Wineries
Retailers and Other Entrepreneurs
Travel Agents, Tour Operators, Meeting & Event Planners

Attractions

Management information for the meeting, convention & incentive travel industries, as well as Ohio’s amusement sites, state parks & other attractions.

Attractions

Attractions are the reason people visit a particular area. The more unique attractions a community or business offers, the longer the visitors will stay, and usually the more visitors will spend.

Primary and secondary attractions include:
- Natural and Scenic Areas
- Recreational Activities
- Historical & Cultural Resources (including the Arts)
- Built Attractions (museums, amusement parks, zoos, theme resorts)
Let's Take a Look…

Topics of Interest

Nature-based Tourism

Nature-based tourism is a broad category for a number of different tourism experiences, including birdwatching, stargazing, hiking, scuba diving, fishing, camping, hiking, and more. What do all these activities have in common? They’re all directly or indirectly dependent on the natural environment.

- What is a Nature Tourist?
- Assessing Your Potential
- Creating a Nature Based Experience
Industry Resource

• **Innovative Partnership**  
  – “…cost-effective and innovative solutions leveraging resources among agencies to provide a benefit to an important industry during challenging economic times.” (State Tourism Director Amir Eylon)

• **Everyone Benefits**  
  – “…OSU Extension brings the knowledge of the university to Ohioans so that they can use the scientifically based information to better their lives, businesses and communities.” (Keith Smith, OSU Associate Vice President of Agricultural Administration and Director of OSU Extension)

• **Growing the $38 Billion Tourism Industry**  
  – “We’re working together to continue improving the visitor experience & growing Ohio’s $38 billion tourism industry.” (Julie Fox, OSU Tourism Specialist)
What’s Next?

- Engaging industry
  - Tourism Town Hall Meetings
- Links with other state organizations (lodging)
  - Content & Promotion
- In-depth resources
  - Recorded presentations, Cases, BR&E …
- Impacts
- Team Development (expertise)
- Network with other tourism specialists
  - National Extension Tourism Design Team
  - National Association of Community Development Extension Professionals
  - eXtension, www.extension.org
Contact

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