Tourism: Strengthening the Links

Sustaining People, Place and Communities

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www.extension.umn.edu/community
Wey yano’one.

We are here.
Winds of Change
Elsewhere USA

is Anywhere, USA,

Most Anywhere, USA
Baby, we can choose,
you know we ain't
no amoeba
Our greatest responsibility is to be good ancestors.

Jonas Salk
Donald Rumsfeld
American Poet

The Unknown

As we know,
There are known knowns.
There are things we know we know.
We also know
There are known unknowns.
That is to say
We know there are some things
We do not know.
But there are also unknown unknowns,
The ones we don't know
We don't know.

Feb. 12, 2002
Department of Defense news briefing
Resilience

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http://commons.wikimedia.org/wiki/File:Bouncing_ball_strobe_edit.jpg
World Commission on the Environment & Development

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Dr. Gro Brundtland
Community(ies): Parts & Wholes

Community
- Place
- Interest
- Identity

Institutions

Groups

Family

Person
Weaving it together

Community A

Institutions

Groups

Family

Person

Community B

Institutions

Groups

Family

Person

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Making the magic happen
Cycle of change in communities
Four Clusters of Resilience

- **Sustenance**
  - Population Health
  - Emotional
  - Physical
  - Income

- **Opportunity**
  - Workforce Skills
  - Asset creation

- **Adaption**
  - Coping Skills
  - Capacity
  - Protective Factors

- **Engagement**
  - Active democracy
  - Public space
  - Agency
Capital in communities

Natural

Built

Cultural

Financial

Human

Political

Social
5 Degrees of Separation

Senese – means from Sienna

Sienna was the epicenter of the Italian Renaissance

The Renaissance saw many inventions, including double entry accounting

The basis for the Balance Sheet is the General Accounting Equation

The General Accounting Equation lays the groundwork for community development.
CAPITAL = ASSET - LIABILITY

Abracadabra
Impact Domains

- Financial Domain
- Built/Natural Domain
- Political Domain
- Cultural Domain
- Social Domain
- Human Domain

Social Capital: Forging key links
Bonding Social Capital

Bridging (& Linking) Social Capital

Social Capital

• Bonding
  – Tight, exclusive networks
  – High boundary maintenance
  – Single answer focus

• Bridging
  – Open and flexible networks
  – Permeable and open boundaries
  – Legitimization of alternatives

Implications for Community Building

**BRIDGING**
- Community change driven by goals of outsiders, often mediated through local bosses
  - Community change driven by community-determined goals and linked to external resources

**BONDING**
- Community changes set by powerful elites using financial capital; others have few options
  - Community resists change, often groups within the community don’t trust each other and do not cooperate

Social Capital Framework

**Bridging Networks**
- Residents have broad connections that help them expand opportunities.
- Residents with different social backgrounds engage with each other.

**Trust**
- Residents with a common social background trust each other.
- Residents have close connections that give a sense of belonging and help them get by.

**Engagement**
- Residents with different social backgrounds trust each other.
- Residents trust leaders of public and private institutions.

**Connections**
- Residents have connections to organizations and systems that help them gain resources and bring about change.

**Linking Networks**
- Residents engage with leaders of public and private institutions.

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Things to remember
You must be the change you wish to see in the world.

Mohandas K. Gandhi
Life is the continuous adjustment of internal relations to external relations

Herbert Spencer
Action indeed is the sole medium of expression for ethics.

Jane Addams
Start where you are. Use what you have. Do what you can.

Arthur Ashe
Living together is an art.

William Pickens
Thank you!

Merci Beaucoup
La shukran ala wajib
Dank u
Do Jeh
A dank ayeh
Grazia
Arrigato

DANKE

Merci Beaucoup
La shukran ala wajib
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Mahalo
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