

COMMUNITY-BASED TOURISM PLANNING IN WEST VIRGINIA

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**2015 NATIONAL EXTENSION TOURISM CONFERENCE
GALVESTON, TX**

Extension Specialist, WVU Extension Service





Image of West Virginia vs. Pennsylvania



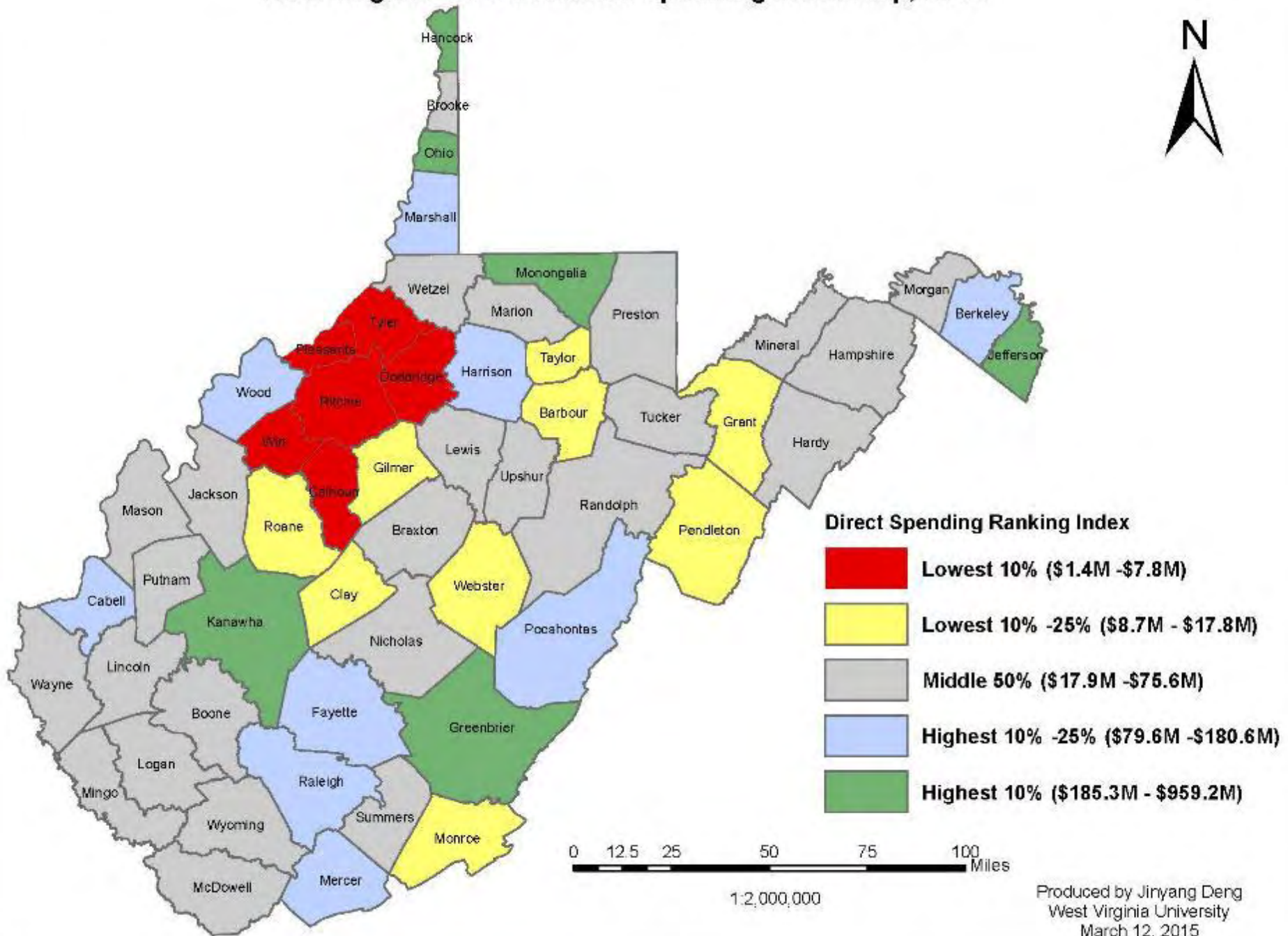
West Virginia Better For...

- ◉ *Known for beautiful mountains*
- ◉ *Great for white water rafting*
- ◉ *Great for hiking/backpacking*
- ◉ *Great for exploring nature*
- ◉ *Excellent hunting*
- ◉ *Great for canoeing/kayaking*
- ◉ *Known for pristine water*
- ◉ *Good place for camping*
- ◉ *Warm, friendly people*
- ◉ ***A real adventure***

Pennsylvania Better For...

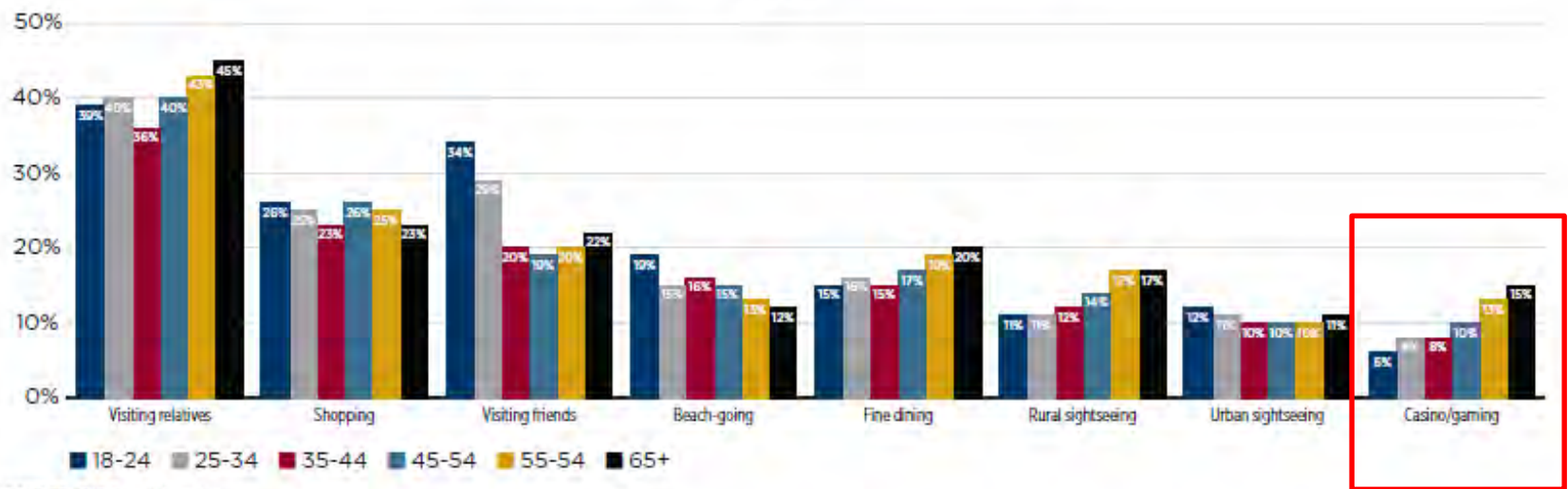
- ◉ *Well-known landmarks*
- ◉ *Variety of dining options*
- ◉ *Great for theater and the performing arts*
- ◉ ***Lots to see and do***
- ◉ *Excellent shopping*
- ◉ *Interesting antiques/arts/crafts*
- ◉ *Exciting nightlife/ entertainment/ shows*
- ◉ ***Children would especially enjoy***
- ◉ *Well-known destination*
- ◉ *First class hotels/resorts*
- ◉ ***An exciting place***

West Virginia Travel/Tourism Spending Index Map, 2012



2014 Domestic Travel Market Report

CHART 70: Detailed Activities* by Age
(2013)



SOURCE: TNS TravelsAmerica

*Multiple response

U.S. Spending on Domestic Overnight and Day Trips

45. West Virginia - \$2.9 billion, 28,503

37. Mississippi – \$6.1 billion, 84,920

30. Kentucky - \$8.1 billion, 87,313

18. Maryland – \$15 billion, 119,857

14. Ohio – \$17.1 billion, 173,437

9. Virginia – \$21.7 billion, 215,150

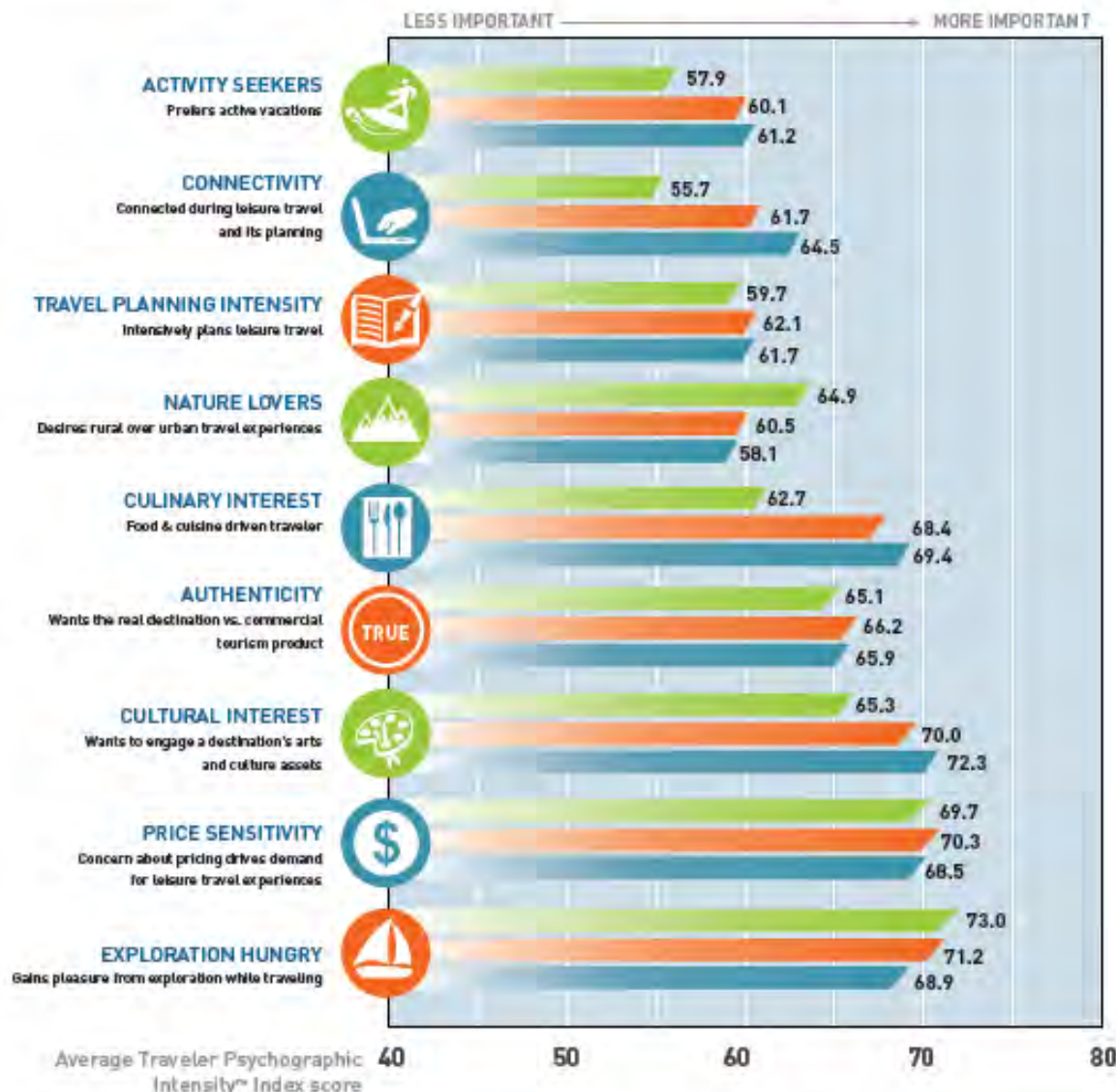
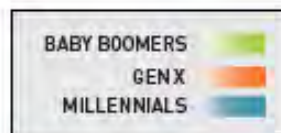
8. Pennsylvania – \$23.2 billion, 218,731

1. California – \$110.8 billion, 875,841

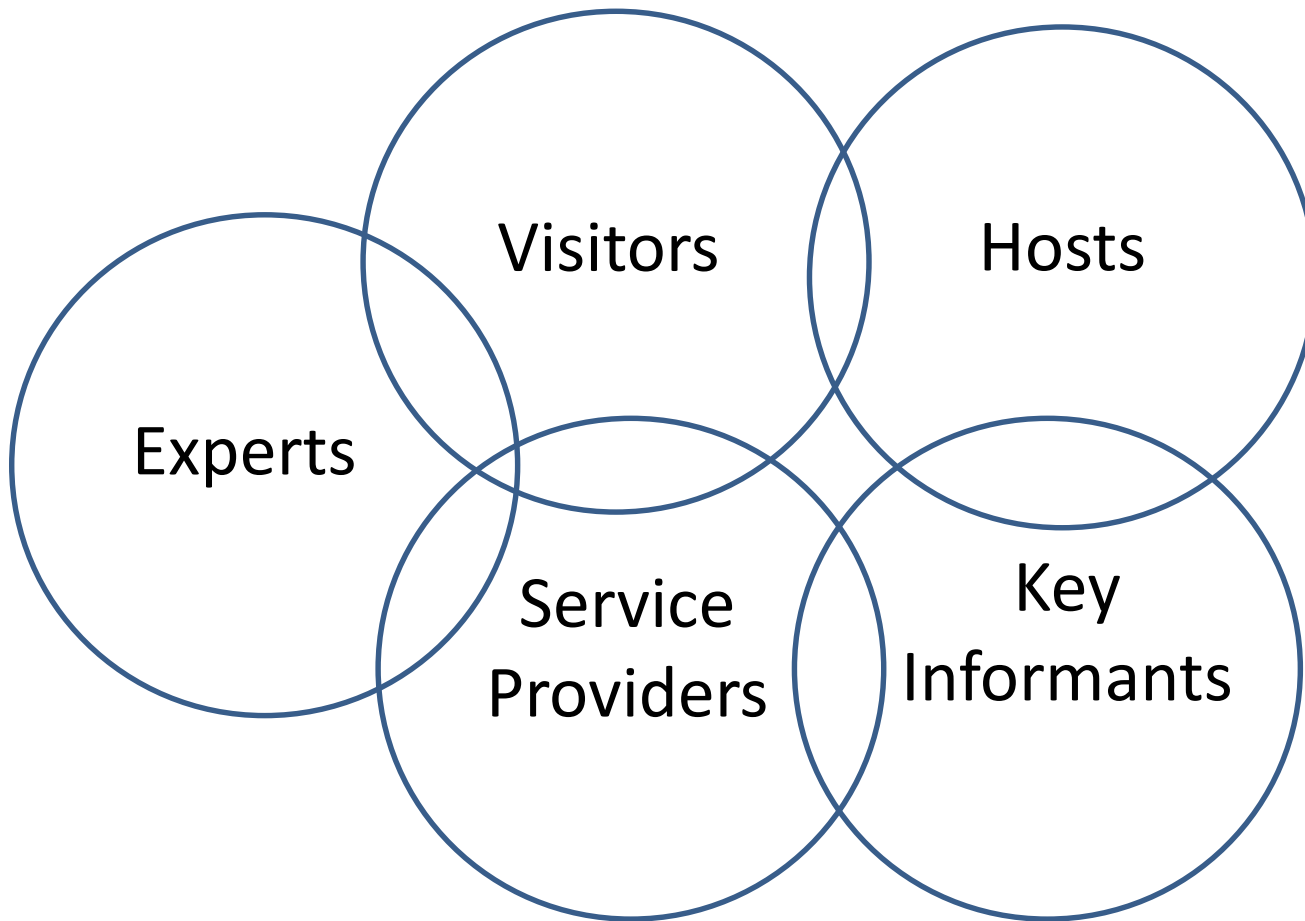
Source: U.S. Travel Association Impact of Travel on State Economies, 2012

The Generations: Different Travel Styles

Destination Analysts' Traveler Psychographic Intensity™ Indices show that members of the Millennial Generation are active, highly connected travelers with a desire for urban culture and culinary experiences. Baby Boomers are more interested in less active, rural experiences that yield a sense of exploration. GenX sits at the halfway point between the two generations, with one key unique differentiator, slightly higher levels of price sensitivity.



Destination Stakeholders



Basic Math



WVU Tourism Planning Process

- Stakeholder analysis
- Establishing a mission, vision, and set of goals
- Gathering data to guide action strategies
 - identifying tourism themes
 - first impressions and SWOT assessment
 - identifying residents' attitudes toward tourism development
 - identifying visitors' preferences and perceptions
 - identifying and mapping tourism attractions and resources to identify potential packages and itineraries and resource gaps
 - landscape visualization and design
- Developing and prioritizing action strategies for community-based tourism development.

References

- ***Rural Tourism Development: Localism and Cultural Change*** (George, Mair, & Reid, 2009)
- ***Community Tourism Development*** (The University of Minnesota Tourism Center)
- ***Appreciative Participatory Planning and Action Community-based Tourism Development for Conservation and Development*** (The Mountain Institute)
- **Tourism Impact Attitude Scale** (Lankford and Howard)
- **Social Exchange Theory** (Gursoy & Rutherford)
- **Community Capitals** (Flora)
- **SWOT AHP** (Kajaus et al., 2004).
- **Participative Asset Identification and Mapping** (Rambaldi, Kwaku Kyem, Mbile, McCall, & Weiner, 2006)



Community Tourism Values

- Base tourism development on authenticity and a sense of place
- Develop and deliver quality services
- Use tourism as a diversification rather than a substitution strategy
- Assess the true benefits and costs of tourism
- Share the benefits of tourism and develop local control

Organization Analysis

- Tucker County Convention and Visitors Bureau
- Tucker County Commission
- Tucker County Historic Society
- Tucker County Historic Landmark Committee
- Tucker County Development Authority
- New Historic Thomas
- Davis Renaissance
- Parsons Revitalization Organization/ Parson On Trac
- ArtSpring
- West Virginia Highland Artisan Gallery
- Regional Planning Commission
- Woodlands Development Group and Woodlands Community Lenders
- WV Division of Natural Resources and Tucker County State Parks
- Heart of the Highlands
- Local City Governments

Resident Attitudes

Thoughts and Feelings About Doddridge County and Tourism

Listed below are statements about your thoughts and feelings toward **tourism in Doddridge County**. Please use the following scale to indicate how much you agree or disagree with each statement *by circling the number that best represents your answer*.

Strongly Disagree 1	Mildly Disagree 2	Neutral 3	Mildly Agree 4	Strongly Agree 5
----------------------------------	--------------------------------	---------------------	-----------------------------	-------------------------------

- | | | | | | |
|--|---|---|---|---|---|
| 1. Doddridge County is a tourism destination | 1 | 2 | 3 | 4 | 5 |
| 2. Doddridge County has the potential to become a tourism destination | 1 | 2 | 3 | 4 | 5 |
| 3. Doddridge County should discourage more intensive development of facilities, services, and attractions for tourists | 1 | 2 | 3 | 4 | 5 |
| 4. Tourism development can be one of the most important economic development options for Doddridge County | 1 | 2 | 3 | 4 | 5 |
| 5. Doddridge County effectively promotes its tourism resources | 1 | 2 | 3 | 4 | 5 |
| 6. I am proud of Doddridge County's heritage | 1 | 2 | 3 | 4 | 5 |
| 7. The cultural traditions in Doddridge County are unique | 1 | 2 | 3 | 4 | 5 |
| 8. Tourism will help to conserve local resources | 1 | 2 | 3 | 4 | 5 |
| 9. Tourism will improve my quality of life | 1 | 2 | 3 | 4 | 5 |
| 10. Tourism development will provide more economic opportunities for local people | 1 | 2 | 3 | 4 | 5 |
| 11. Doddridge County has unique historical sites | 1 | 2 | 3 | 4 | 5 |
| 12. The quality of public services will improve due to tourism | 1 | 2 | 3 | 4 | 5 |

Visitor Preferences

Perceptions of Tourism Development

Listed below are statements about your perceptions of tourism development in the region defined as **Doddridge, Ritchie, Gilmer, and Tyler counties**. Please use the following scale to indicate how much you agree or disagree with each statement by circling the number that best represents your answer.

Strongly Disagree 1	Mildly Disagree 2	Neutral 3	Mildly Agree 4	Strongly Agree 5
----------------------------------	--------------------------------	---------------------	-----------------------------	-------------------------------

- | | | | | | |
|--|---|---|---|---|---|
| 1. Tourism is well developed in this region | 1 | 2 | 3 | 4 | 5 |
| 2. This region has great potential for tourism development | 1 | 2 | 3 | 4 | 5 |
| 3. Local residents are friendly in this region | 1 | 2 | 3 | 4 | 5 |
| 4. This region has a wealth of historic attractions | 1 | 2 | 3 | 4 | 5 |
| 5. This region has a wealth of nature-based attractions | 1 | 2 | 3 | 4 | 5 |
| 6. This region is unique | 1 | 2 | 3 | 4 | 5 |
| 7. The culture of this region contributes to a unique experience | 1 | 2 | 3 | 4 | 5 |
| 8. Employees in tourism businesses/attractions are hospitable to visitors in this region | 1 | 2 | 3 | 4 | 5 |
| 9. I am satisfied with my experience visiting the region | 1 | 2 | 3 | 4 | 5 |
| 10. I will recommend this region to my family or friends | 1 | 2 | 3 | 4 | 5 |
| 11. I will revisit this region in the future | 1 | 2 | 3 | 4 | 5 |

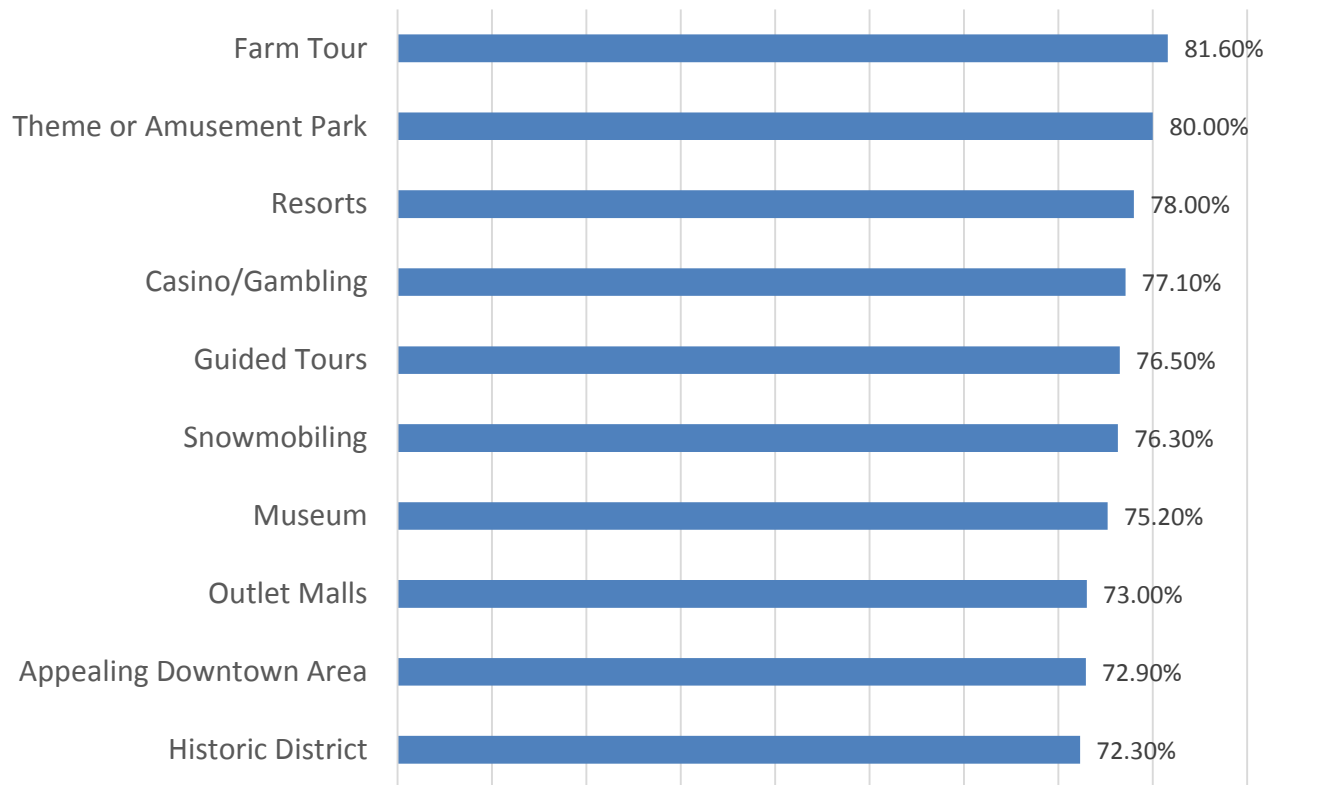
Resident Attitudes and Perceptions

Challenges for tourism development in the 4 counties include:

<u>Challenges:</u>	Strongly Disagree	Mildly Disagree	Neutral	Mildly Agree	Strongly Agree
1. Lack of facilities/services for tourists	4.0% 8	3.0% 6	14.9% 30	32.2% 65	46.0% 93
2. Lack of strong leadership	4.0% 8	7.4% 15	18.3% 37	38.1% 77	32.2% 65
3. Lack of collaboration and partnership	3.0% 6	11.1% 22	21.6% 43	34.2% 68	30.2% 60
4. Lack of government support	5.5% 11	5.0% 10	27.4% 55	29.4% 59	32.8% 66
5. Lack of support for entrepreneurs	5.5% 11	7.5% 15	25.6% 67	33.7% 67	27.6% 55
6. Lack of public support	6.5% 13	14.4% 29	22.9% 46	35.8% 72	20.4% 41
7. Lack of cultural or heritage sites/attractions	8.5% 17	17.5% 35	22.5% 45	33.5% 67	18.0% 36

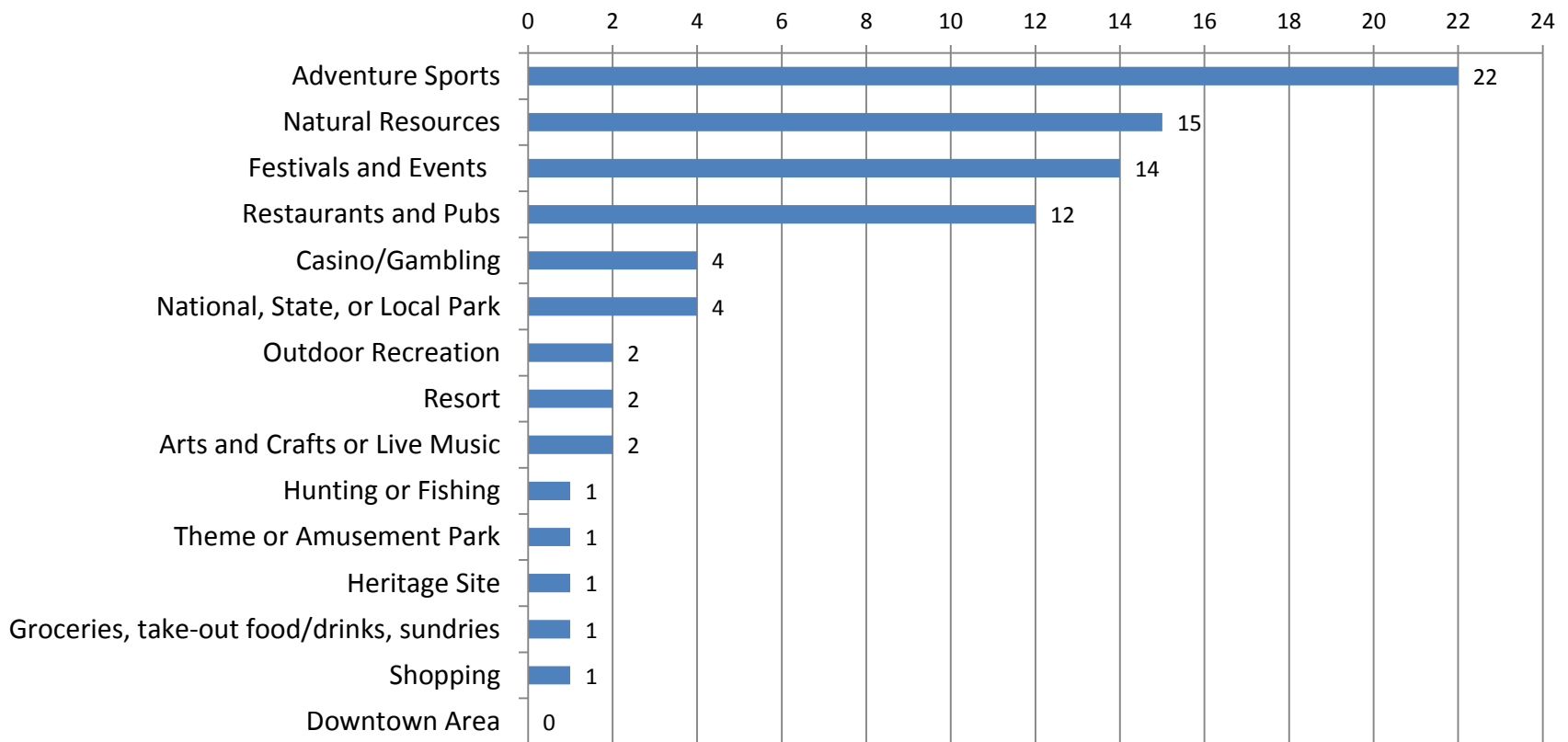
Resident Attitudes and Perceptions

- Opportunities for Tourism Development



Visitor Preferences

Tourism resources indicated as opportunities



Resident Attitudes

- The amount of fracking activity in Doddridge and the ensuing traffic associated with it have made recreational driving i.e., sightseeing problematic. Tourism is driven by natural beauty, historic significance or culinary artistry. We in Doddridge have none of that to offer.
- I am unsure of the reception that the change will receive from local residents. I feel that some will not accept it graciously and resist.
- There is so much room for many business and entertainment growth. I believe the people of this County are hungry for such growth and development.
- We need interest and support from our state government.

Visitor Preferences

- It's a terrible shame, how the region is being DESTROYED by hydraulic fracturing. I hope there's some of the area's beauty left when they're finished, but if so, they'll find and destroy it too.
- Beautiful, quiet, and uncrowded. Like going where the crowds aren't.
- Sistersville has potential to be an awesome place. It used to be so full of life I hope to see it again.
- Don't commercialize area. Natural beauty is best.
- Those I know who come to West Virginia all remark of how it's nice to step back in time a bit, slow down, and just enjoy the beauty of the state and unadulterated character of the people. Please don't ruin that by trying to sanitize the experience.

First Impressions Assessment

- Online data entry into FI manual
- Review websites for visitor information
- Detailed notes and photos
- Contribute to report and presentations
- Have fun!



SWOT AHP


WVU Planning Team SWOT factor average weighting and global priority scoring

Group	Strengths	Weaknesses	Opportunities	Threats
WVU Planning Team	24	34	23	19
Global Priority (5 is average)				
Community Capital	Strengths	Weaknesses	Opportunities	Threats
Natural	6.08	4.99	5.83	4.56
Cultural	7.36	4.08	7.67	1.77
Social	5.44	4.53	3.99	2.53
Economic	2.56	11.33	3.68	6.08
Political	2.56	9.07	1.84	4.05

Local Task Force SWOT factor average weighting and global priority scoring

Group	Strengths	Weaknesses	Opportunities	Threats
Task Force	42	22	26	10
Global Priority (5 is average)				
Community Capital	Strengths	Weaknesses	Opportunities	Threats
Natural	11.76	3.52	6.59	1.73
Cultural	13.44	2.64	7.28	1.60
Social	7.28	4.69	4.16	2.27
Economic	5.04	5.87	5.89	2.93
Political	4.48	5.28	2.08	1.47

Asset Mapping

Login

Tourism Asset Inventory and Mapping Form


Data Entry Instructions

Complete the form with as much information as possible. Form fields marked with asterisks (*) are required to submit the form. After submitting the form, you'll receive a confirmation of your submission via e-mail. This e-mail is your proof of submission and should be saved as appropriate. Included in the e-mail is also a link to the database record you submitted, should you find that you made any errors when originally submitting it.


Please feel free to enter information on a particular asset even if someone else already has. Your opinion is important and the more information we have on assets the better the database will be. Please enter assets even if they do not have a physical location as they will be recorded as assets but not mapped. If you do not want the location of the asset to be mapped please do not enter an address but we ask that you do enter the county it is located in. The asset will be recorded in the database and not mapped. A complete record of assets can be found below the map.

Technical Support


If you have questions or comments about this form, please contact [Ron Davis](#) in the Extension Technology Office at 304-293-8967 for support. If it's a critical issue, be sure to explain the nature of the problem and leave a callback number. Your thoughts for improving the application are always welcome.




[View Northwestern WV Heritage Byways Map](#)




[View Northern Panhandle Map](#)



[View Tucker County Map](#)



[View Coal Heritage Area](#)
(Boone, Cabell, Fayette, Logan, Lincoln, McDowell, Mercer, Mingo, Monroe, Raleigh, Summers, Wayne, Wyoming and Kanawha)





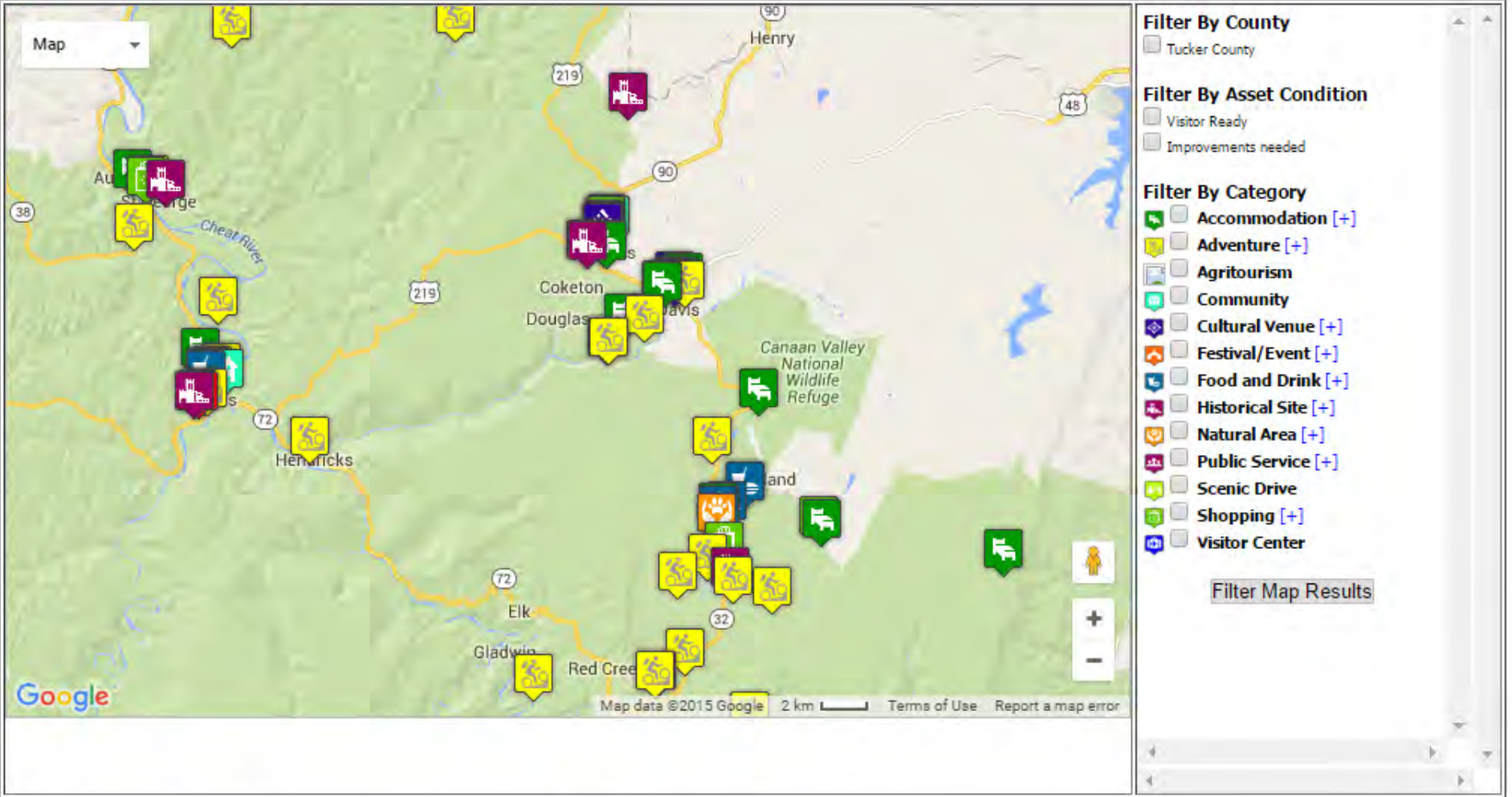
[Appalachian Forest Heritage Area](#)
(Greenbrier, Nicholas, Pocahontas, Webster, Braxton, Upshur, Randolph, Pendleton, Barbour, Tucker, Grant, Hardy, Hampshire, Mineral, Preston, Morgan)

Contributor First Name*	<input type="text"/>
Contributor Last Name*	<input type="text"/>
Contributor Email	<input type="text"/>
Asset Name *	<input type="text"/>
Asset Image	<input type="button" value="Choose File"/> No file chosen
Asset Condition*	<input type="text"/>

Tourism Mapping for Tucker County

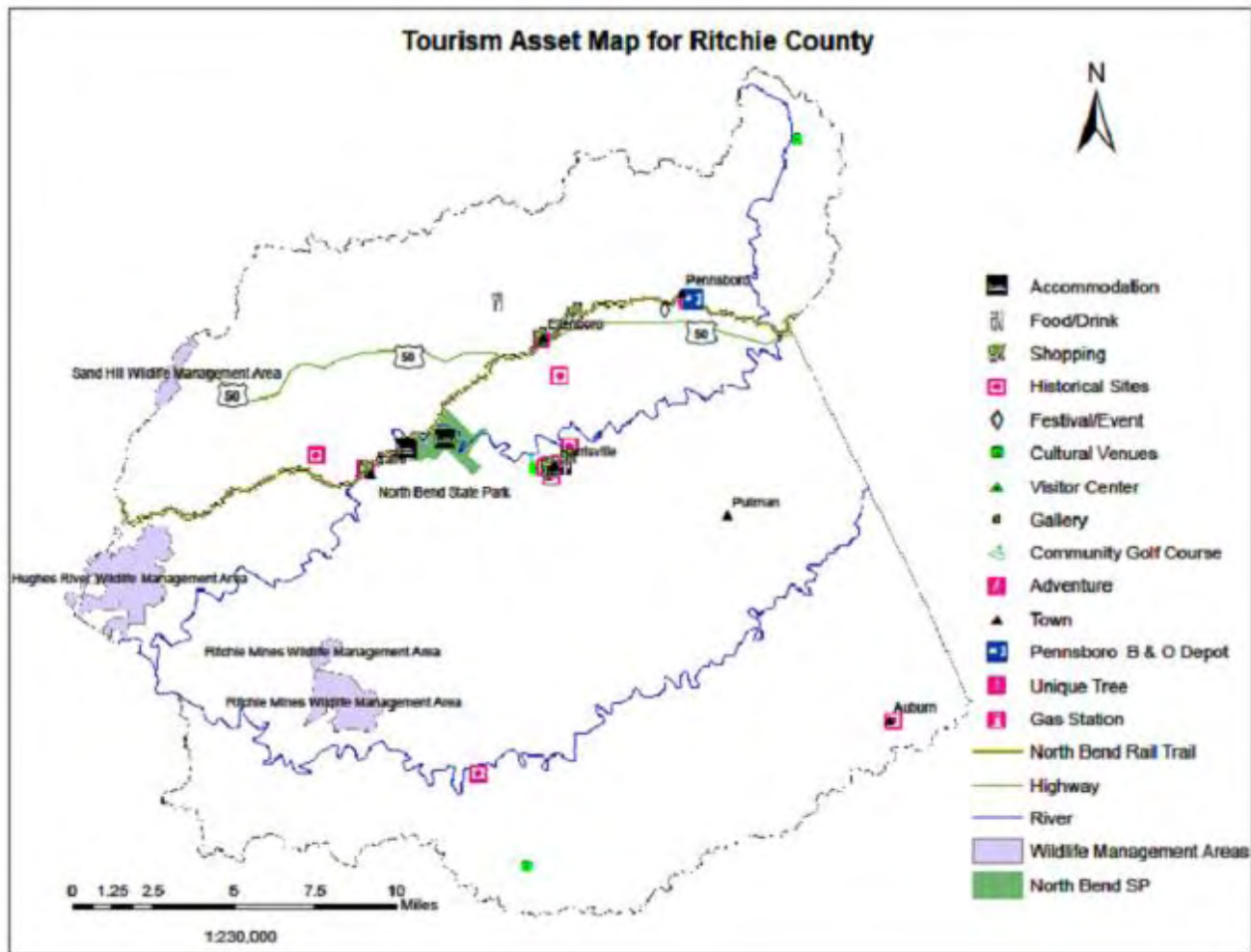
Double Click on the MAP to Zoom into that location.

-  Site is Visitor Ready
-  Improvements needed to be visitor ready



Alpine Lodge & Sawmill Restaurant located in Tucker County
Simple, Comfortable, and Affordable lodging in an area filled with exciting and wonderful things to do and see. Restaurant serves home style meals.

GIS Asset Mapping



Tour Package Development

Architectural Tour Pac...

A day and a half tour featuring the architectural and historical uniqueness of the Tyler, Ritchie, Gilmer, and Doddridge
13 views

SHARE

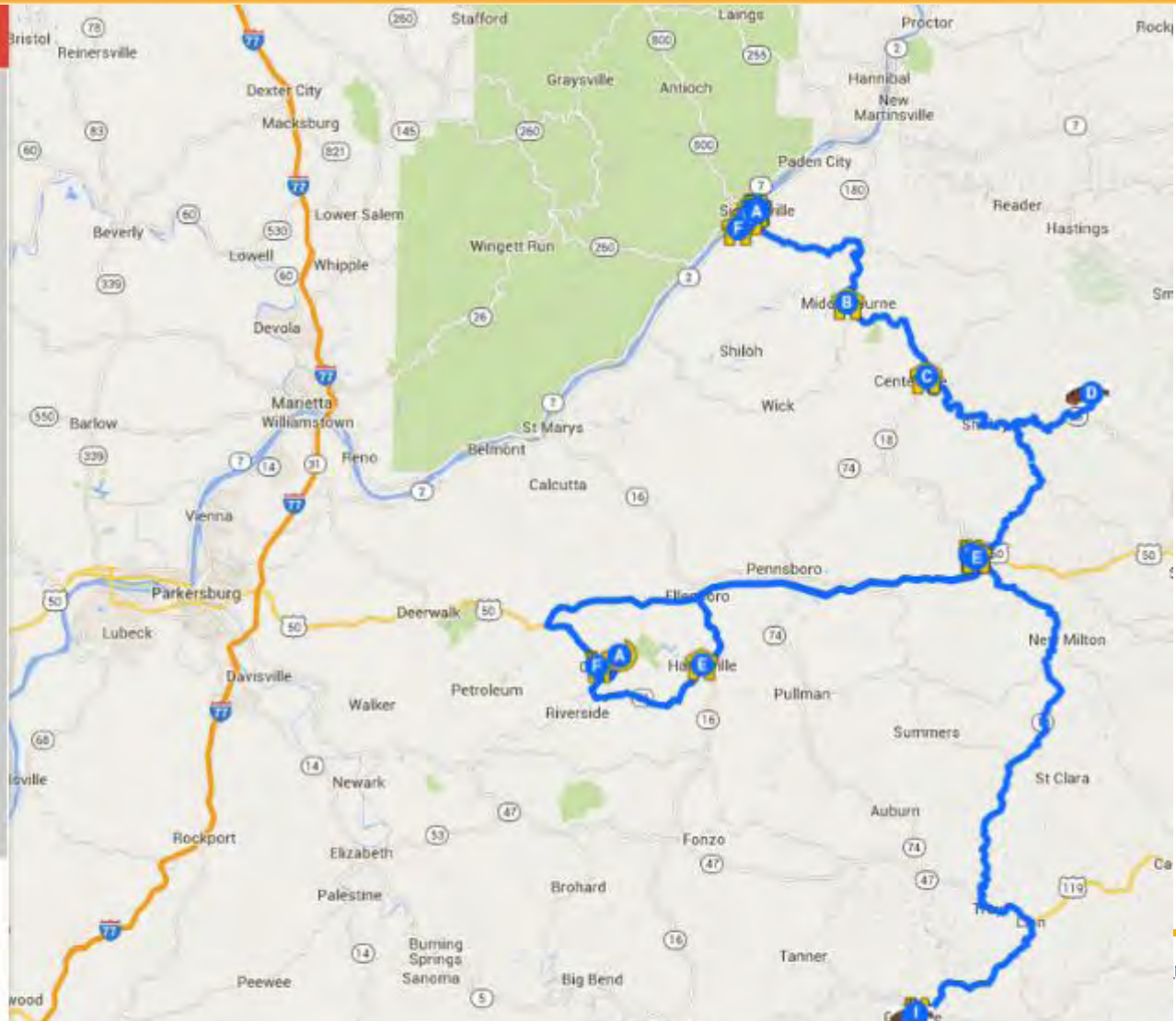
Points of Interest

- Sistersville City Hall
- St. Paul Episcopal Church
- Russell / Daily Oil Review Building
- Sistersville Ferry & Landing
- ... 17 more

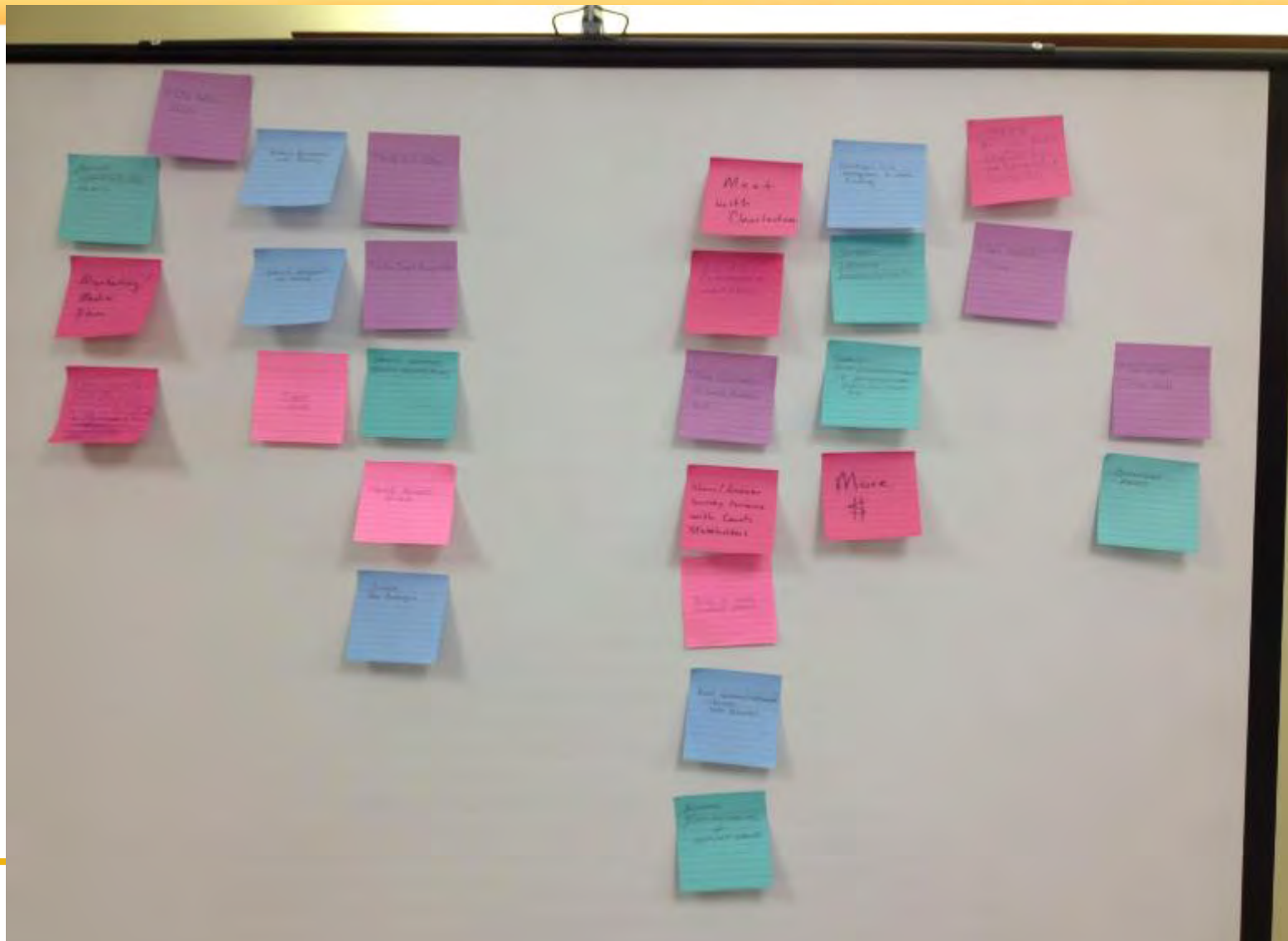
Start of tour to Lunch

- A Sistersville City Hall
- B St. Paul Episcopal Church
- C Russell / Daily Oil Review Building
- D Sistersville Ferry & Landing
- E Wells-Schaff House
- F Wells-Twyford House
- G Historic Wells Inn

From lunch to evening lodging



Action Planning



Action Strategies

Marketing

Define themed byways and routes	Create website	Refine regional identity
Develop visitor packages	Website development and hosting	Expand or clarify the “Heritage Tourism Marketing” booklet and the “Marketing Strategies”
Create tour packages	Brochure development and printing	Marketing/media plan
Identify thematic byways		Develop marketing/PR plans
Create themed byway routes/tours		

Engagement

Meet with Charleston.	Bring in more community members	Engage owners/operators of currently marketable assets
Network with environmental + industry groups	Share/answer survey concerns with county stakeholders	
Build awareness/relationships <ul style="list-style-type: none"> – Trainings – State resources 	Engage community members	

Development

Prioritize site development and seek funding
Support lodging development
Support site development i.e. Smithton depot, public monuments, etc.
More funding

Action Strategies

- Most important include creating the themed byways and visitor packages/itineraries.
- The task force concluded that other action items including refining the regional identity, marketing plan, website, brochure, site development, and action plans would rely on the information from the thematic byways and visitor packages/itineraries before they could be developed effectively.
- Community member, service provider, and stakeholder engagement is another priority action item of immediate importance in order to build connections and the human capacity to accomplish the broad range of goals and strategies identified.
- Hospitality training was also identified as an immediate need due to the relatively low ranking received for employee customer service in the visitor and resident surveys.

Implications

- Broad stakeholder participation is essential but difficult
- Human capacity is always a challenge in rural destinations
- Funding and outside resources needed to implement the plan
- Support from state government is essential
- Who is responsible for tourism development and management?
- Don't need another plan that sits on a shelf collecting dust
- Destinations require ongoing support. Our work is never done.

THANK YOU

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