



If You Build It Will They Come? Planning for Success



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LOCAL TOURISM PLANNING

Challenges

- Limited tourism knowledge
- *“If we market they will come”* approach
- Getting broad engagement
- Funders/stakeholders want evidence

Opportunities

- Research-based content
- *“Look before you leap”* approach
- Intentional recruitment approach
- Identifies measurement metrics





Engaged Planning



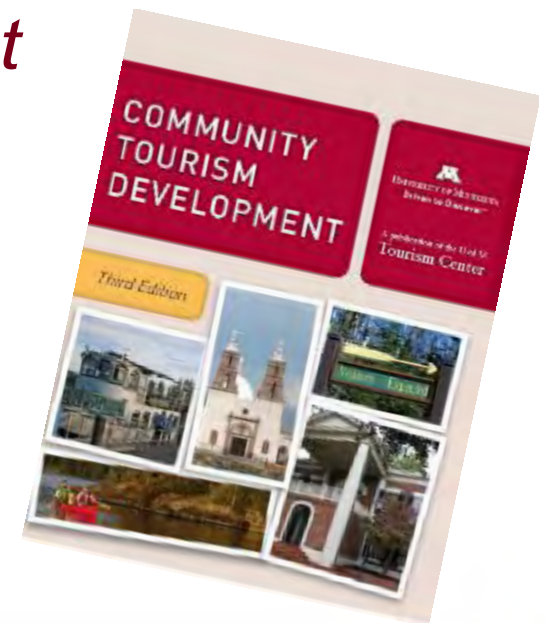
TOURISM ASSESSMENT PROGRAM

- Engages locals
- Educates about tourism
- Builds awareness of local potential
- Enables informed decision-making



RESEARCH BASE

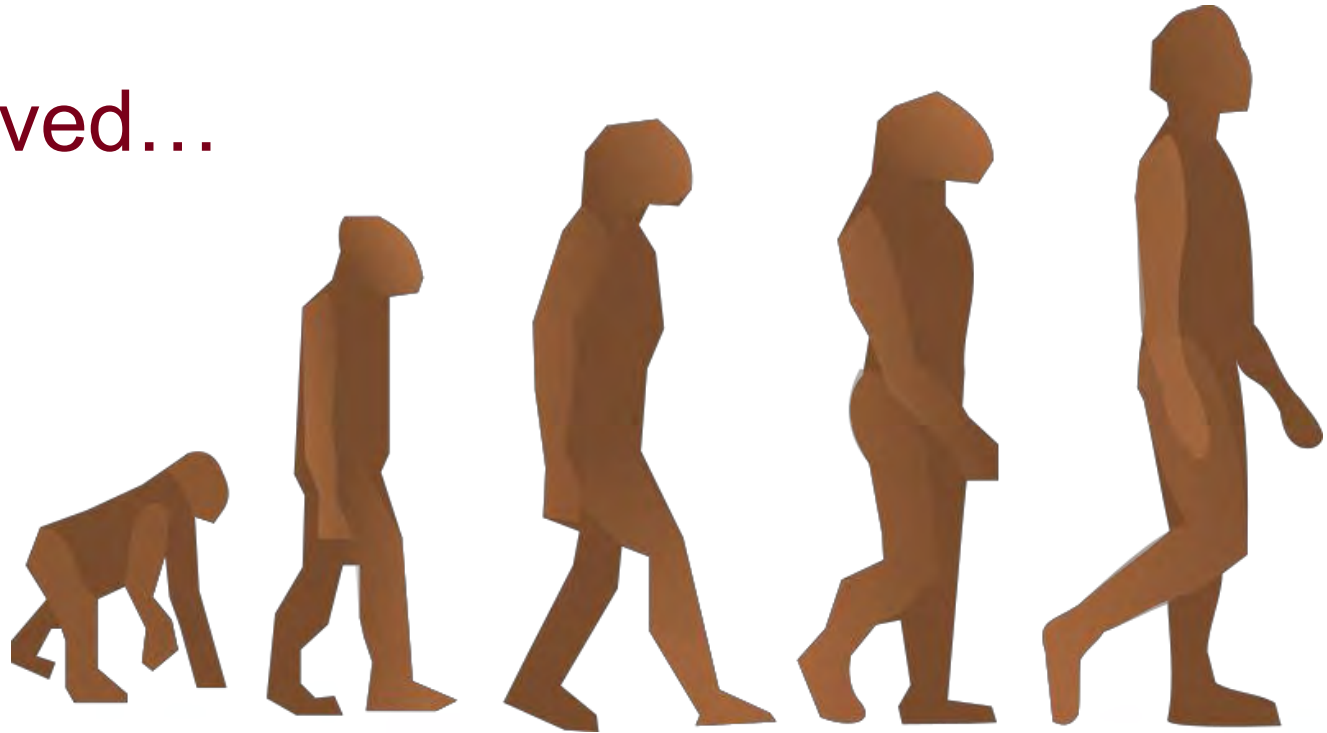
- Asset Based Community Development (ABCD)
- Community Capitals (Flora, Flora & Fey)
- *Community Tourism Development*
 - Core values for tourism
 - Inventories and worksheets



TOURISM ASSESSMENT PROGRAM

- Created in 2007 as an expert-driven Rapid Assessment

It has evolved...



Source: openclipart.org



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- **Funding for a 2 year pilot in 2013-2015**
- **5 communities**
- **200+ community members**
- **Multiple stakeholders**
- **Evaluation**



360° VIEW OF COMMUNITY TOURISM POTENTIAL

- 18-24 months
- Multiple perspectives
- Multiple visits for data collection
- Report
- Actions by community
- Evaluation



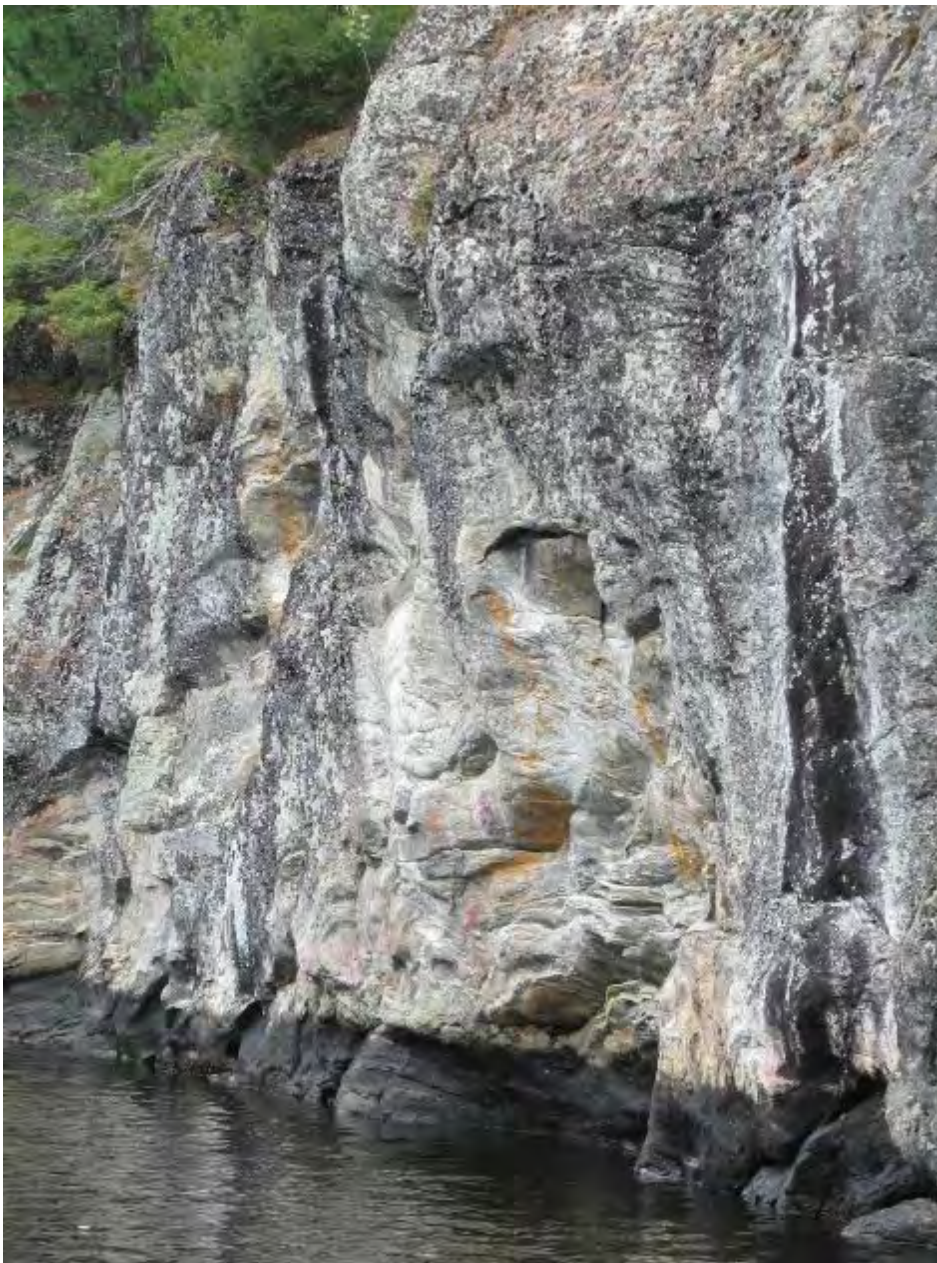
TOURISM ASSESSMENT DATA COLLECTION

- **Phase 1.** LOCAL residents identify local tourism assets by completing inventory and assessment forms.
- **Phase 2.** VISITORS “mystery visitors” provide market perspective of local tourism assets and opportunities using a modified First Impressions approach.
- **Phase 3.** EXPERTS a team of tourism experts visit the community. Visit includes a facilitated community meeting to explore local attitudes and strengths, weaknesses, opportunities and threats (SWOT) for local tourism.



LOCAL TEAMS INVENTORY & ASSESS





MYSTERY VISITORS





EXPERT TEAM VISIT



REPORT

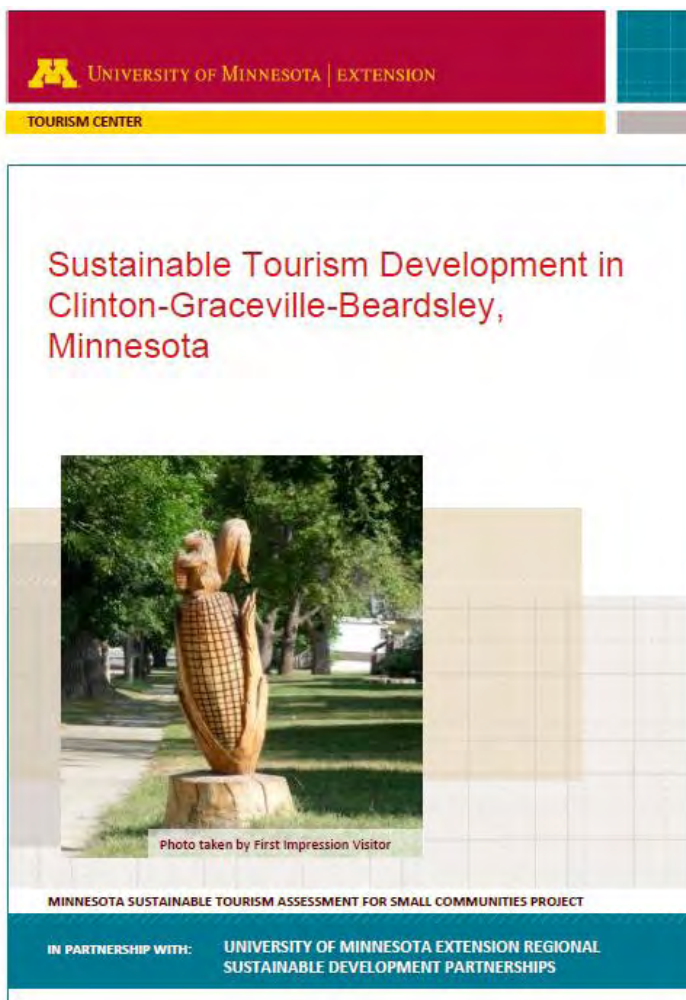
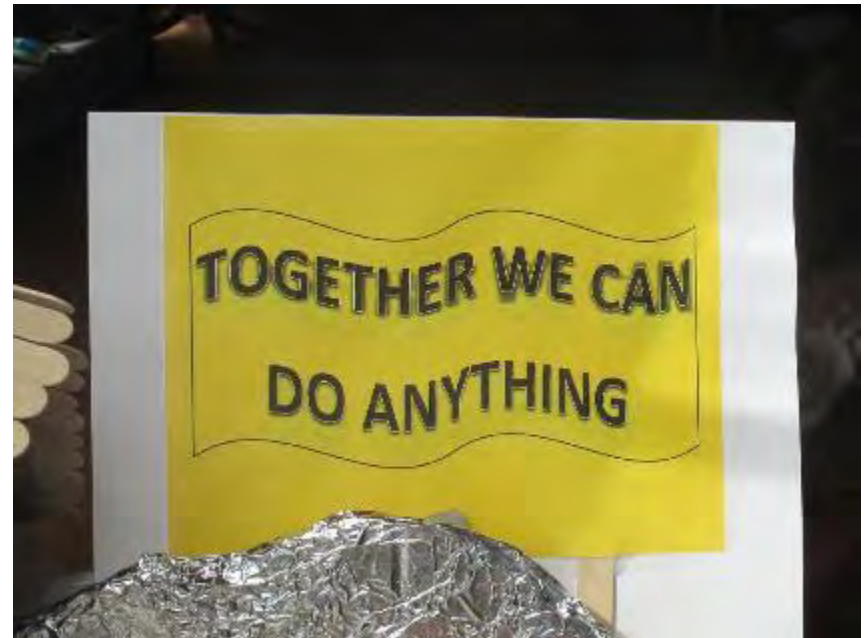


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EDUCATOR PRESENTS REPORT AND COMMUNITY IDENTIFIES ACTION PRIORITIES





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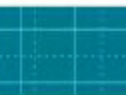
MNbump.com shared Kristi Lillehaug's photo.

2 hrs ·

The Elim Free Lutheran Church Bazaar is this Saturday in Clinton from 9 am to 1 pm. Crafts, rummage, silent auction, bake sale, and the best part, a good lunch with homemade pies! Come to Clinton this Saturday and check it out!!!

PROGRAM EVALUATION

- Pilot: Mid-project developmental evaluation
 - Community participant interviews
 - Online survey of University partners & educators
 - Presentations by communities to funder/stakeholders at statewide meeting
- End: Ripple Effect Mapping (REM)

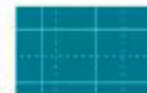


RIPPLE EFFECT MAPPING (REM)

- Practical participatory evaluation to capture intended & unintended impact

(Cousins and Whitmore, 1998; Torock, 2009)

- Stakeholders identify outcomes in 2 hour community meeting
 - Use XMind software to create visual map
- Evaluation team reviews map & further groups info into themes
- Stakeholders validate in follow-up session





WE ARE SUCCESSFUL WHEN A COMMUNITY....

- Recognizes & understands its current situation
- Has greater confidence that it can manage changes
- Acts to move toward a desired vision
- Is better able to respond to opportunities & challenges
- Works through limitations, differences, interests & other potential barriers
- Considers the impact of its actions



Thank you.

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