USING VIDEO CASE STUDIES AS A TEACHING STRATEGY TO BUILD COMMUNITY TOURISM
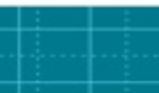
CYNTHIA MESSER

EXTENSION PROFESSOR

The University of Minnesota Tourism Center first profiled four rural U.S. communities in 1991 in a case study video based on 5 core values:

- ***Authenticity & sense of place***
- ***Diversification***
- ***Commitment to assessing true costs & benefits***
- ***Quality products and services***
- ***Shared benefits and local control***

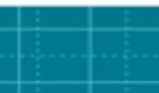In 2010 researchers revisited the communities to film an update.

- Dahlonega, GA
- San Luis, CO
- Sandpoint ID
- Villages of Van Buren, IA

UNIVERSITY OF MINNESOTA | EXTENSION

2010 VIDEO

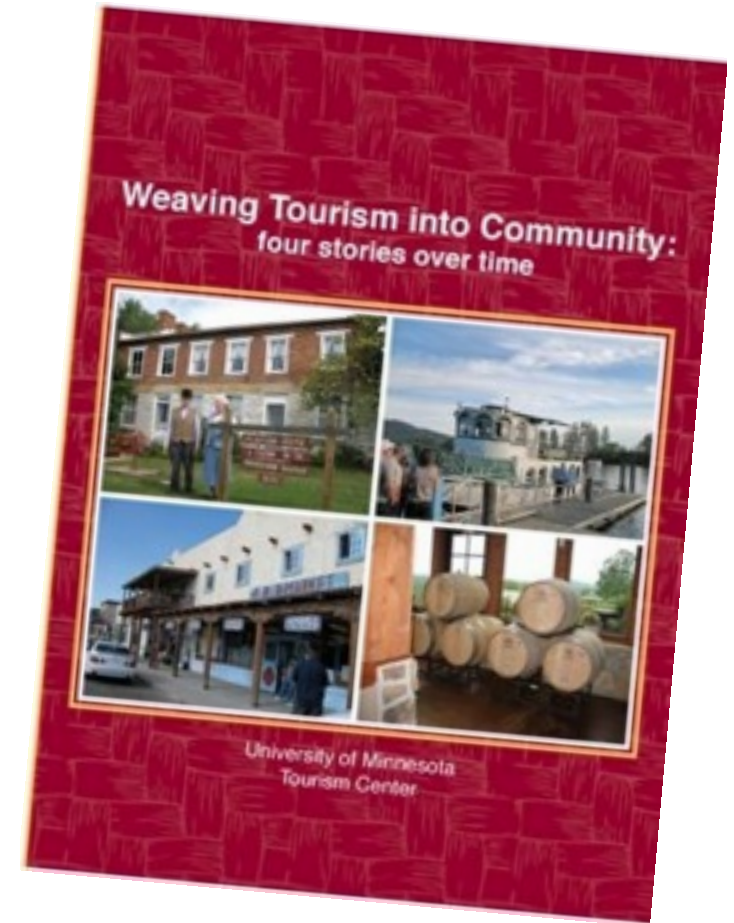https://www.youtube.com/watch?v=hHNtYb6h6Uk

PROCESS USED FOR CASE VIDEO

- Acquire funding support
- Hire video production/editing support
- Research communities/changes
- Draft script concept and key messages
- Develop set of interview questions
- Identify interviewees & set up interviews

- Conduct structured interviews

- Transcribe interviews/review raw footage
- Produce video
- Marketing

Weaving Tourism into Community:
four stories over time

University of Minnesota
Tourism Center

DEVIL IS IN THE DETAILS….

- Pre-filming
  - Communication with communities --- finding the right folks
  - Identification of key messages
  - Hiring the right professional
  - Logistics

- During the filming
  - Off-screen interviewing --- i.e. repeating the question in their answer!
  - Don't forget to get a waiver for photography signed
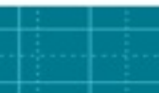 - Respect their nerves, pride and concern for image
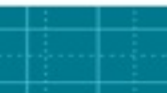
CHALLENGES

OPPORTUNITIES

- Funding
- Details, details, details
- Time
- Evaluation of film project

- Multi-state collaboration
- Peer learning from examples
- Role of technology
  - Increased consumer use
  - D-I-Y Filming (IPAD etc)

OUTCOMES / IMPACTS

- Sustained interest/use in materials
- Revenue generation through sales
- Additional programming
- Community impacts
- Replication