

- MSU Extension program institutes:

- **Greening Michigan Institute**
- Agriculture and Agribusiness Institute
- Children and Youth Institute
- Health and Nutrition Institute



Andy Northrop, M.A.

Greening Michigan Institute Educator, Chair for Tourism Group

# *Understanding Tourism for Michigan Communities (UTMC)*

*Leveraging assets and innovation via education and partnerships  
to foster prosperity*

# Agenda

- What is it?
- Examples
- How has it been used
- Where and with Whom
- Actions & Results
- Plans for 2015

# Objective

- To present components of a statewide program, *Understanding Tourism for Michigan Communities (UTMC)*, with the idea of building interest in communities and representatives seeking a path to placemaking, community/economic development, via tourism

# What is it?

- 2-3 Hour workshop (UTMC) facilitated by Extension Tourism Faculty intended to:
  - Increase knowledge of best practices to maximize assets
  - Increase awareness of existing community assets
  - Acknowledge tourism as a strategy for prosperity

# What is it?

- Understanding Tourism for Michigan Communities (UTMC) :
  - Educate
    - Global, National, Statewide, and Local Figures (if available)
  - Build Awareness
    - New trends impacting Tourism
  - Begin Conversation
    - Sets the stage for examples and sharing ideas



# Educate:

## Global Tourism

- International Tourism is up 5% (+52 million tourists globally)
- Russia & China – leading in growth for ‘outbound international travel’
  - China 28%
  - Russia 26%
- International visitation to the USA is up 5.2%
  - 25% increase from China
  - 20% increase from Brazil
  - 10% increase from Australia
  - 6% increase from Canada
- Tourism accounts for 1/8 of all jobs in the USA
- Tourism is a top 10 employer for the 48 states

2014 Michigan Tourism Review – Nicholls & McCole, MSU Faculty

# What is it?

- Understanding Tourism for Michigan Communities (UTMC) :
  - Educate
    - Global, National, Statewide, and Local Figures
  - Build Awareness
    - New trends, magnitude of innovation and industry, new concepts to explore

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# Build Awareness

## Niche Markets

- Heritage/Cultural Tourism
- Nature-based Tourism
  - Eco
- Food-based Tourism
  - Agricultural Tourism
  - Culinary Tourism
- Voluntourism

Source: <http://www.baby-b>

# What is it?

- Understanding Tourism for Michigan Communities (UTMC) :
  - Educate
    - Global, National, Statewide, and Local Figures
  - Build Awareness
    - New trends, magnitude of innovation and industry, new concepts to explore
  - Conversation Starter
    - Sets the stage for examples, collaboration, innovation, partnership development



# Conversation Starter

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## Sustaining Ag & Culinary Tourism:

- Connects with local culture
- Showcases uniqueness
- Preserves culture and educates
- Strengthens businesses and community



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## Voluntourism in your Community

- What are examples from your community or location?
- Where could tourism be coupled with volunteering?
- Are there social/economic/environmental challenges that could benefit from voluntourism and participants can gain experience from?





# How & Where was it used in 2014?

- Chamber of Commerce Events
- Civic Organizations
- City/Community Planner
- Community Events
- Interest Groups (Hops growers, Brewers)
- Open Invitation/General Public
- Colleges & Schools



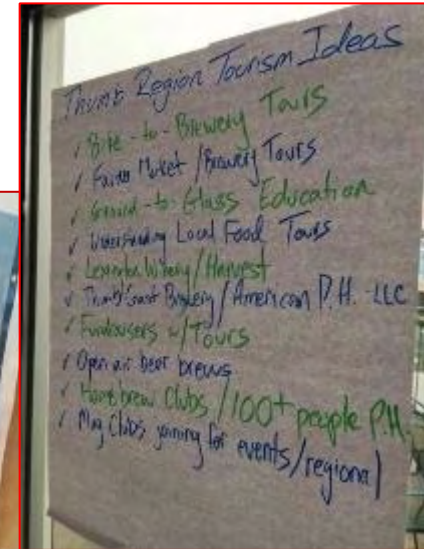
# Who?

(2014 Numbers)

- 7 programs
  - In person & online
- 150+ people reached across 16 counties & Canada
- %57 Women, 60% college grads, 34% some college
- People/Professions:
  - County Officials, Businesses, Faculty, City Planners, Entrepreneurs,
  - Residents (retirees, minorities, parents, young adults,

# Results:

Strengthened partnerships with Hops Industry, Breweries, and Ag-tourism



Innovative tourism concepts & business ideas

Regular Committee Meetings in NE-Michigan & Thumb region

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# Future UTMCM Plans...

- 2015 *emphasis* on:
  - Entrepreneurship via Tourism & vice-versa
  - Youth -> retention
  - International/Immigrant Communities
  - Connecting Community to Industry
- Incorporating more “sustainability” related education, facts/figures
- Understanding consumer “green” preferences and behavior
- Educating on the diversity and desires of international & national demographics
  - Millennials, Gen X, Boomers

# Team 2<sup>nd</sup> Step Plans

- *Apply - First Impressions*
  - Extension Program
    - Structured visitation unannounced by
      - Tourism team and/or partnering community members
  - Assessing Assets from Guests/Visitor Perspective
    - Ideas/ventures from UTMC
    - Rural Communities, Businesses, Tourism projects
  - Partnerships development
    - Report out on suggested changes, findings, etc.

**Pilot Communities Wanted for 2015-2016!**

## Tourism Team, working Statewide for MI communities!

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## Q&A

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