

Tourism in County Level Planning & Policy Documents

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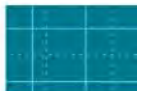
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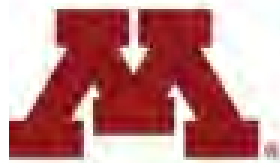


BACKGROUND

- Direct response to an identified need:
 - Opportunities exist but not always implemented
 - What can we learn from successful cases?
 - Effect of policy language



FUNDING SOURCES

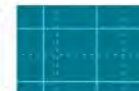
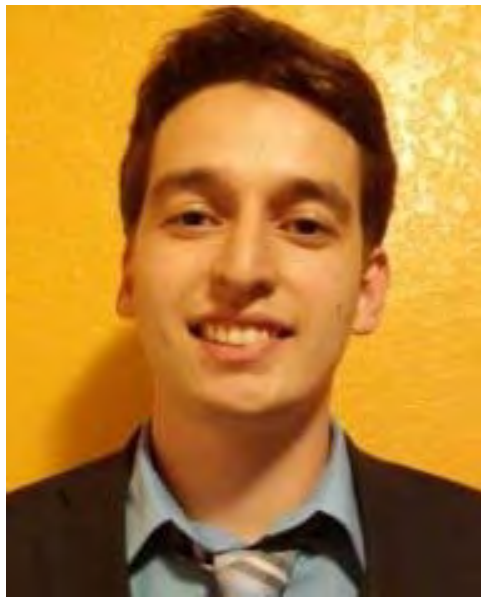


Central Regional Sustainable
Development Partnership

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PROJECT TEAM



PROJECT OVERVIEW

- Literature review
- Interview key informants
- Decide on analysis framework
- Gather county-level comprehensive plans
- Data analysis-iterative process

The Community Capital Framework



Source: Emery and Flora 2006; revised graphic: C. Cox

INTERVIEW KEY INFORMANTS

- Mayor, City of Nisswa
- Education Director, Association of Minnesota Counties
- Senior Manager, Explore Minnesota Tourism



GATHERING COMPREHENSIVE PLANS

County/City	Year	Planning Consultants	# of Coded Entries	Has a tourism section (Y/N)	Has a recreation section (Y/N)
Becker	2003	CMR & URS	87	-	-
Benton	?	-	16	-	-
Cass	?	-	24	-	Y
Crow Wing	2003	-	53	-	Y
Kanabec	2002	-	6	-	-
Little Falls (City)	2006	<i>(in progress)</i>	<i>(in progress)</i>	-	Y
Mille Lacs	2013	ECDC	49	Y	Y
Morrison	2005	-	20	-	Y
Pierz (City)	2002	-	25	-	-
Stearns	2008	-	65	-	Y
Todd	2009	-	27	-	Y
Wadena	2013	-	27	-	Y

THREE APPROACHES TOWARDS CAPITALS

- Approach #1: **Critical capital** – preserving or developing a capital critical to tourism
- Approach #2: **Capital commitment** – devoting a capital to develop tourism
- Approach #3: **Importance recognition** – recognizing the importance of tourism while identifying a capital

ANALYSIS METRICS

	Preserve/develop capital that is critical to tourism	Devote a capital to develop tourism	Recognize importance of tourism	%
Natural	51.5%	4.7%	2.2%	58.6%
Built	17.7%	5.5%	1.5%	24.7%
Cultural	5.2%	1.0%	0.2%	6.5%
Social	1.2%	0.7%	--	2.0%
Political	1.2%	4.7%	--	6.0%
Financial	0.5%	1.0%	0.2%	1.7%
Human	0.5%	0.2%	--	0.7%
%	77.9%	17.9%	4.2%	100%

FINDINGS – NATURAL (2)

Preserve / develop capital that is critical to tourism	Protect existing fish and wildlife habitat , including consistent enforcement of rules, ordinances, and County policies. (Becker)
Devote a capital to develop tourism	Manage public lands to support the growth of recreation and tourism through sustainable natural resource management. (Becker)
Recognize importance of tourism	Citizens see tourism as one of the County's strongest economic assets and feel that resorts, shopping opportunities, healthy natural resources, and the rural northwoods atmosphere will keep tourism strong well into the future. (Crow Wing)



FINDINGS – BUILT (1)

- Types of built capitals:
 - Parks
 - Trails
 - Other recreational facilities
 - Infrastructure



FINDINGS – BUILT (2)

<p>Preserve / develop capital that is critical to tourism</p>	<p>Identify and pave shoulders within high growth corridors as a part of County Road projects for recreational purposes. (Benton)</p>
<p>Devote a capital to develop tourism</p>	<p>Provide a regional trail system, in collaboration with other government agencies and interest groups, in order to support a variety of recreational activities, offer alternative transportation modes, and support tourism and economic development. (Stearns)</p>
<p>Recognize importance of tourism</p>	<p>Tourism is clearly an important aspect of the region’s economy and the transportation infrastructure must be able to accommodate both the residential population and visitors. (Crow Wing)</p>

FINDINGS – CULTURAL (1)

- Types of cultural capitals:
 - Community/rural character
 - Festivals/events
 - Other



FINDINGS – CULTURAL (2)

Preserve / develop capital that is critical to tourism	Encourage revitalization of the traditional downtown areas throughout the County to create walkable, sustainable, appealing communities that reflect the unique character of Stearns County cities. (Stearns)
Devote a capital to develop tourism	Support the creation of a historical and cultural asset inventory , and use it as a tourism driver. (Mille Lacs)
Recognize importance of tourism	Residents also expressed that parks, historic sites, and other recreational opportunities are important assets that enhance quality of life and economic vitality. (Crow Wing)

FINDINGS – SOCIAL

<p>Preserve / develop capital that is critical to tourism</p>	<p>Create a network of business and organizational providers of recreation, leisure, and cultural opportunities in the County in order to coordinate Wadena County Comprehensive Plan 2013 seasonal calendars of activities, expand services, and create viable business opportunities in areas of need. (Wadena)</p>
<p>Devote a capital to develop tourism</p>	<p>Develop partnerships with private businesses, non-profit agencies, and governmental units to promote tourism and recreation. (Mille Lacs)</p>
<p>Recognize importance of tourism</p>	<p>-----</p>

FINDINGS – POLITICAL

<p>Preserve / develop capital that is critical to tourism</p>	<p>Encourage cooperation between Wadena County and municipalities in efforts to link recreation opportunities. (Wadena)</p>
<p>Devote a capital to develop tourism</p>	<p>Encourage active and ongoing participation and partnership among local units of County government to plan and implement public and private recreation. (Todd)</p>
<p>Recognize importance of tourism</p>	<p>-----</p>



FINDINGS – FINANCIAL

<p>Preserve / develop capital that is critical to tourism</p>	<p>Recreation destination corridors: provide program specific staff and financial resources. (Cass)</p>
<p>Devote a capital to develop tourism</p>	<p>Establish a recreation improvement and expansion fund. (Crow Wing)</p>
<p>Recognize importance of tourism</p>	<p>-----</p>

FINDINGS – HUMAN

<p>Preserve / develop capital that is critical to tourism</p>	<p>Create a task force with representation from local lake associations, ATV, snowmobile, hiking, biking, skiing, hunting, fishing, trapping, and wildlife-watching clubs. (Crow Wing)</p>
<p>Devote a capital to develop tourism</p>	<p>Work with and educate state legislators, departments, and the general public on topics pertaining to recreation and tourism as it relates to the County. (Mille Lacs)</p>
<p>Recognize importance of tourism</p>	<p>-----</p>

IMPLICATIONS

- **Natural capital most frequently mentioned:**
 - Requirement of comprehensive plans
 - Outdoor recreational tourism potential
- **Built capital:** integral to tourism development
- **Cultural capital:**
 - Authenticity
 - Value of festivals/events
- **Where opportunities lie:** political, financial, human
- **Approach #2:** need-based > asset-based

CONCLUSION

- How to use the comprehensive plan to leverage tourism development resources
- Potential of applying the Community Capitals Framework to policy documents





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Thank you!
Questions & Comments?

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