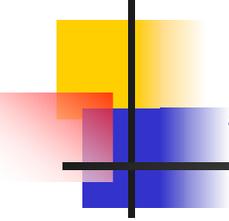


Rural Tourism Development

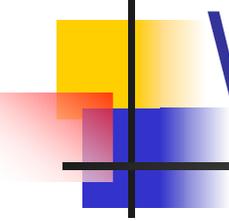


Michael Liffmann
Louisiana Sea Grant
College Program-LSU



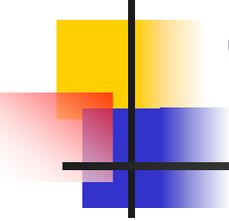
About Today's Talk...

- **What is the tourism industry?**
- **Who are the "tourists"?**
- **How is tourism organized in LA?**
- **Your attractions base**
- **"There is help available"**
- **Q & A**



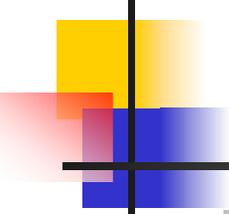
What is the Tourism Industry?

- **Broader definition of “industry”**
- **Group of profit-making and some public enterprises**
- **Economic sector that has developed around the activities and needs of the traveling public.**
- **Traveling public- business & leisure**



Tourism & Econ. Development

- **Piece of the diversification puzzle**
- **Should be considered as part of any community's economic devt. strategy**
- **Creates jobs, income, and tax revenues**



Domestic Travel Expenditures

LA Domestic Travel Expenditures 1995 and 1999

*values in millions of current dollars

	1995		1999		Change
STATE	\$6,070.10	%of State	\$7,681.73	%of State	26.6%
Caddo & Bossier	\$546.91	9.0%	\$711.89	9.3%	30.2%
Lafayette	\$206.86	3.4%	\$280.05	3.6%	35.4%
Orleans & Jefferson	\$3,559.44	58.6%	\$4,515.79	58.8%	26.9%
Ouachita	\$106.14	1.7%	\$134.64	1.8%	26.9%
East Baton Rouge	\$382.83	6.3%	\$481.05	6.3%	25.7%
Calcasieu	\$195.46	3.2%	\$224.91	2.9%	15.1%
Rapides	\$87.68	1.4%	\$102.11	1.3%	16.5%
St. Tammany	\$102.17	1.7%	\$134.56	1.8%	31.7%

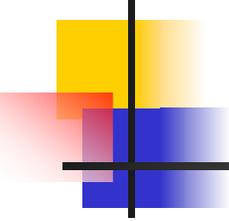
Domestic Travel Impact 18 Coastal Parishes

Domestic Travel Impact-LA's 18 Coastal Parishes 1990 and 2000 (Expressed in 1990 dollars)

<u>Category</u>	<u>1990</u>	<u>2000</u> (Est.)	<u>Percent growth</u>
Expenditures (millions)	\$549.87	\$838.98	52.6
Payroll (millions)	77.54	146.3	88.7
Employment (thousands)	6.77	8.73	29.0
State Tax Receipts (millions)	28.04	45.03	60.6
Local Tax Receipts (millions)	14.73	20.13	36.7

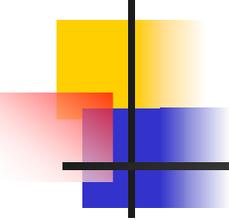
* Excludes metropolitan Orleans and Jefferson parishes

Source: U.S. Travel Data Center, "The Economic Impact of Travel on Louisiana Parishes," 1991 and 2000



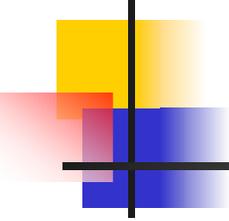
Engines of 1990s growth??

- **New Orleans- Pre-eminent destination!**
- **Casinos-mid 1990s +**
- **Heritage tourism- cultural and natural**
- **National and regional economic growth**
- **Capitalized on opportunities-leadership**



Most recently...slowdown

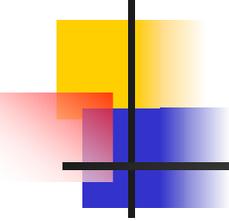
- **National and regional slowdown**
- **September 11 repercussions**
- **Re-orientation to drive-in markets**
- **Shake-out likely**



So Who is a Tourist?

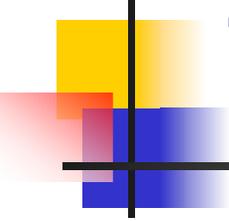
Visitor from some other location, and:

- **may be...**
 - **on vacation**
 - **on business trips**
- **does not intend to stay permanently,**
 - **visiting friends or relatives**
 - **attending a special event**
 - **participating in a sporting event**
 - **just sightseeing**



Top Ten Tourism Truisms

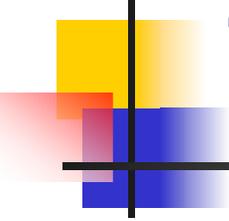
- 10. Tourists want attractions and activities; not parishes and communities.**
- 9. The tourism environment is dynamic.**
- 8. Tourism has its benefits, but it also has its costs.**



Top Ten Tourism Truisms

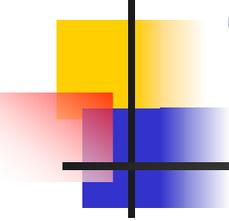
7. Tourism is a service sector industry, Where:

- * customers come to the product**
- * expenditures are for tangibles;
driving forces are the intangibles**
- * public sector management; private sector
job and income creation**



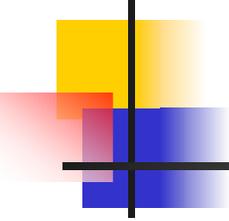
Top Ten Tourism Truisms

- 6. Public and private partnerships are essential to market and promote parishes and communities!**
- 5. Area-wide cooperation is essential. Must join forces to provide an adequate attractions' base for visitors. "Grow the pie!"**
- 4. Enlightened and dedicated leadership is needed to make it happen!**



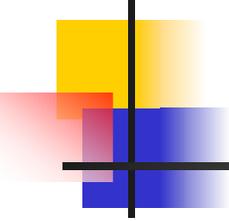
Top Ten Tourism Truisms

- 3. Effective tourism organizations are accountable, rely on staff, involve all commissioners and the rest of the community.**
- 2. It's about \$\$\$\$. Stable funding base, a plan, budget, and spend accordingly.**
- 1. Ya gotta plan and plan some more!
Effectiveness requires order and organization.**



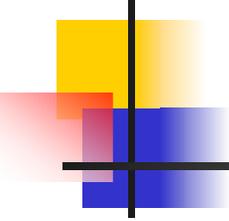
Speaking of Organization!

- **How is the tourism industry organized in LA?**
 - **Private components**
 - **Public components**
 - **Local organizations**



How is the Tourism Industry Organized in LA?

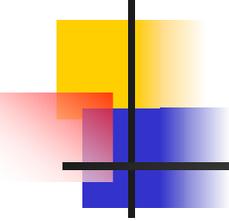
- **Private Sector**
 - **Attractions, accommodations, eating establishments, etc.**
 - **Trade associations- LTPA, LHMA, LRA, LBBA, LCOA, LAA**
 - **Close working relationship with public sector—state and local**



How is the Tourism Industry Organized in LA? (cont.)

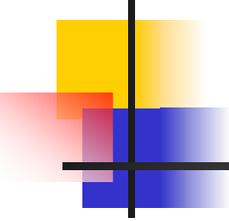
■ Public Sector

- **State level- Office of Tourism within DCRT. Primary mission: out-of-state marketing and promotion**
- **Local level- 50+ tourist commissions and convention and visitor bureaus**



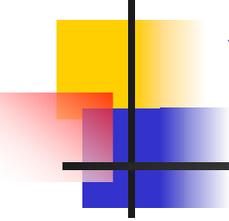
Typical tourist commission & CVB:

- **Purpose: to promote tourism in the parish or multi-parish region**
- **Advertise, and publish information relating to tourism attractions in the Parish using lodging tax as primary revenue base.**



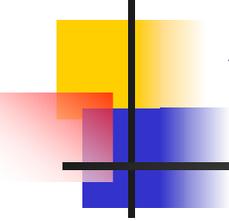
The Community's Attractions Base

- **Attractions- a purpose of travel and focus of tourists' interest**
- **Based on- resources and on activities or events**



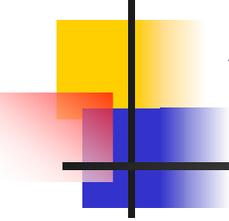
Your Attractions Base

- **Attractions can be...**
 - **Natural resources or scenic settings**
 - **Human-made attractions**
 - **Historical, cultural or ethnic attractions**
 - **Unique recreational opportunities**
 - **Festivals and other special events**



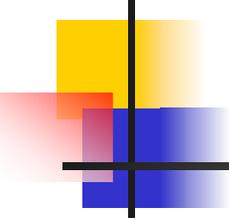
Your Parish's Attractions Base

- **So what is there to see and do in your parish?**



Your Parish's Attractions Base

- **Need to work with other parishes and counties...**
 - **Tourists are blind to geopolitical lines**
 - **Idea is to keep `em in the area longer**
 - **Stretching limited marketing** 
 - **Examples- West Feliciana and Concordia**



Resources at your disposal...

- <http://www.latour.lsu.edu>
- Community and Economic Development Educators- LSU AgCenter
- SBDCs @ regional universities
- Office of Tourism
- LTPA- membership and participation