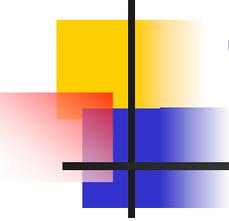
A scenic sunset over a body of water with a bridge in the distance. The sky is a mix of deep blue, orange, and yellow, reflecting on the water. A bridge is visible on the left side of the image.

Tourism: An Integral Part of a Community's Economic Development Portfolio

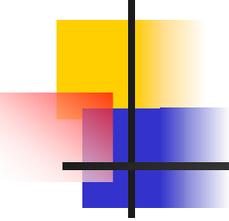
*Mike Liffmann
LSU-Sea Grant*



Today's Talk...

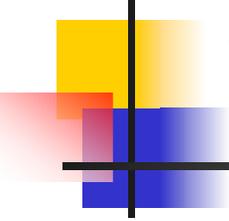
- **What is the tourism industry?**
- **Its economic significance to LA?**
- **Whose responsibility is its development and control?**





Tourism & Economic Development

- **Piece of the diversification puzzle**
- **Tourism should be considered as part of any community's development strategy**
- **Creates jobs, income, and tax revenues**



What is the Tourism Industry?

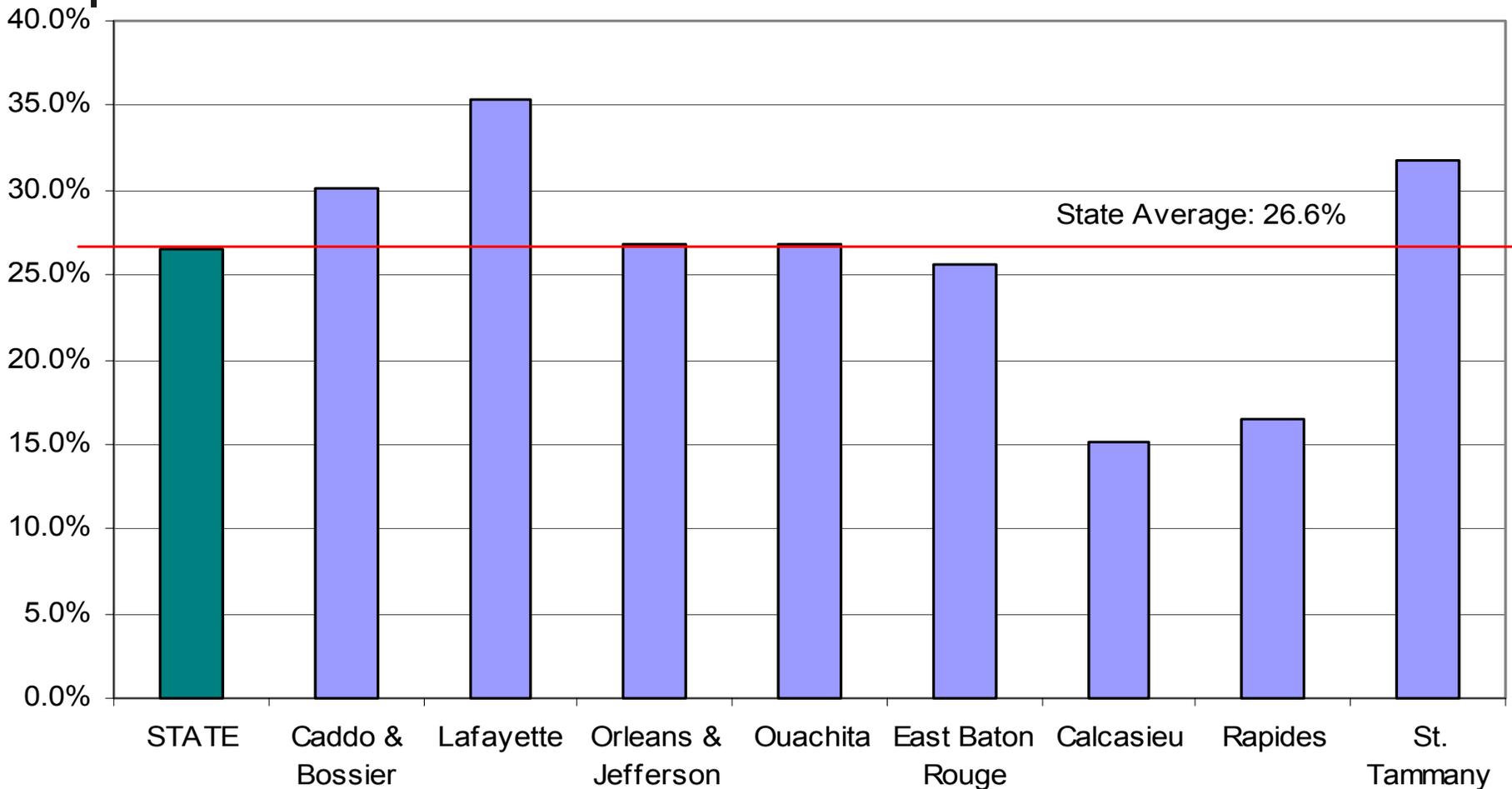
- **Group of profit-making and some public enterprises**
- **Broader definition of “industry”**
- **Economic sector that has developed around the activities and needs of the traveling public.**
- **Traveling public- business & leisure**

LA Domestic Travel Expenditures 1995 and 1999

*values in millions of dollars

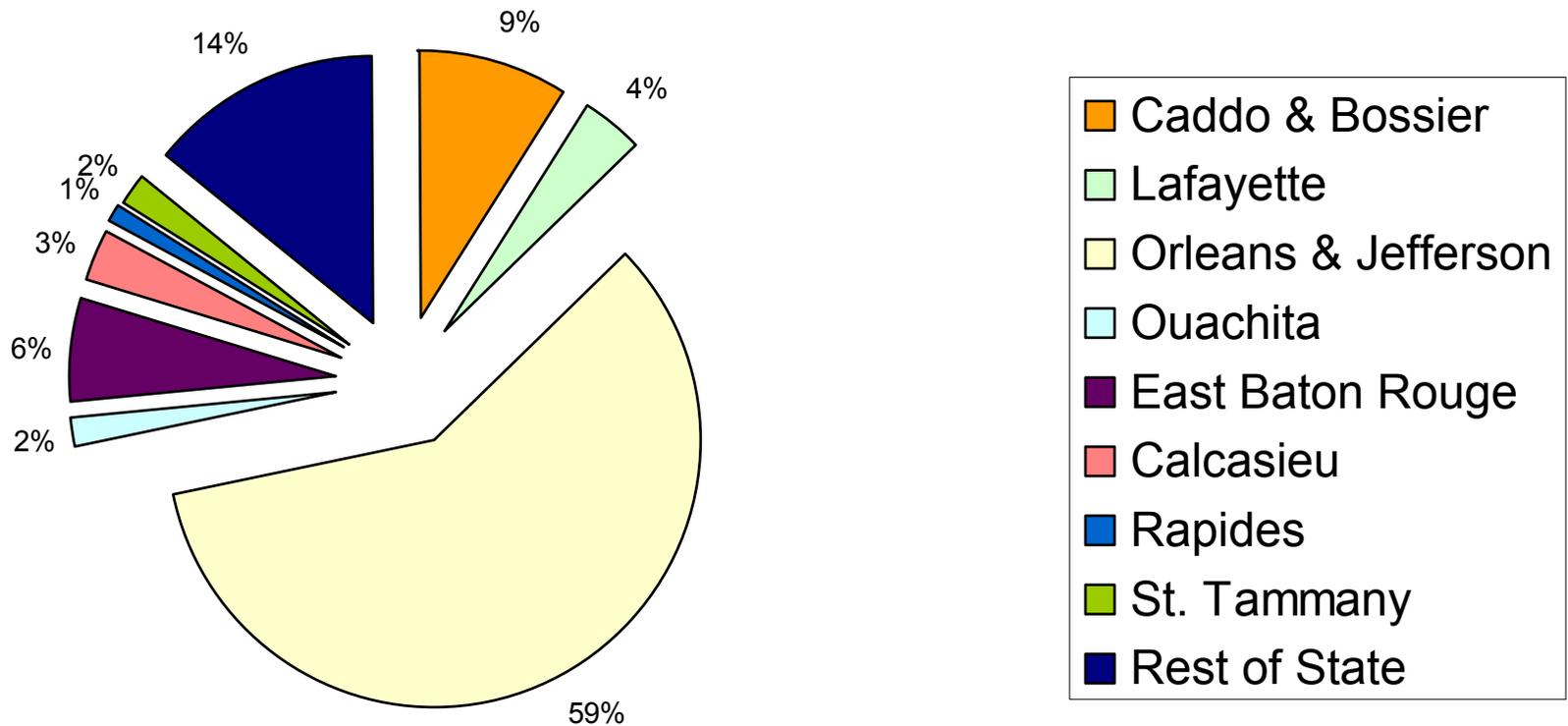
	1995		1999		Change
STATE	\$6,070.10	% of State	\$7,681.73	% of State	26.6%
TOP TEN	\$5,187.49	85%	\$6,585.00	86%	26.9%
Caddo & Bossier	\$546.91	9.0%	\$711.89	9.3%	30.2%
Lafayette	\$206.86	3.4%	\$280.05	3.6%	35.4%
Orleans & Jefferson	\$3,559.44	58.6%	\$4,515.79	58.8%	26.9%
Ouachita	\$106.14	1.7%	\$134.64	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%

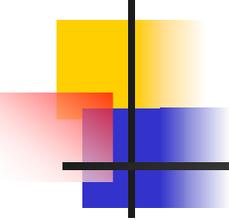
LA Domestic Travel Expenditures Percent Change 1995 and 1999



Top Ten Parishes

Distribution of Domestic Travel Expenditures

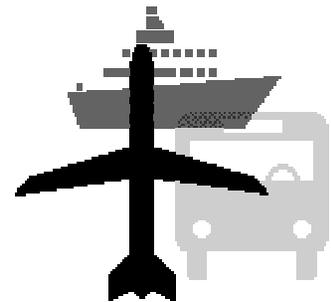


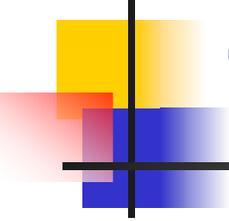


So Who is a Tourist?

Visitor from some other location, and:

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

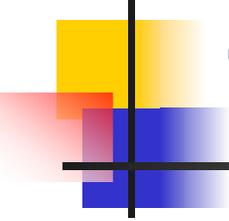




Top Ten Tourism Truisms

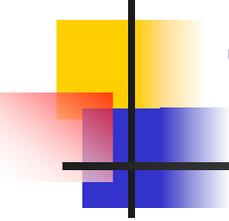
- 10. Tourists want attractions and activities; not parishes and communities**
- 9. The tourism environment is dynamic.**
- 8. Tourism has its benefits, but it also has its costs.**





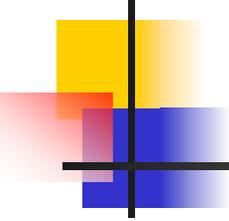
Top Ten Tourism Truisms (cont.)

- 7. Tourism is a complex, 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.**



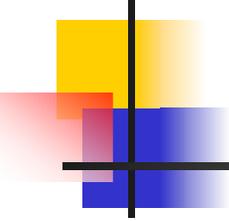
Top Ten Tourism Truisms (cont.)

- 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. Professional, enlightened and dedicated leadership is needed to make it happen!**



Speaking of tourism leadership!

- **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**
 - **Close working relationship with public sector—state and local**

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

- **Public Sector**

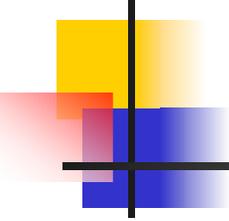
- **State level- Office of Tourism within DCRT. Primary mission: out-of-state marketing and promotion**
- **Local level- 50+ tourist commissions and convention and visitor bureaus**



Typical Tourist Commission & CVB:

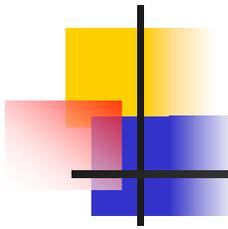
- **Purpose: to promote tourism in the parish or multi-parish region**
- **Advertise, and publish information relating to tourism attractions in the Parish using lodging tax as primary revenue base.**





Typical Tourist Commission & CVB:

- **Commissioners/ CVB members**
 - **Residents of the Parish**
 - **Nominated by a nonprofit organization**
 - **Appointed by Parish government**
 - **Volunteers; receive no salary or compensation**
- **No or small staff led by an Executive Director**



Top Ten Tourism Truisms (cont.)

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