

A nighttime photograph of a university campus. In the upper left, a large, bright full moon hangs in a dark sky. The campus below is illuminated by streetlights and building lights, showing various structures with red-tiled roofs and a prominent clock tower in the center. The overall scene is a scenic view of a university at night.

*The Role & Responsibilities of Tourist
Commission/CVB Members*

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About Commissioners' Training Programs...

- **About Louisiana Sea Grant and Tourism**
- **Tourism leadership development- a missing link**
- **Programs in Ascension, Allen and West Feliciana of 1.5 days duration**
- **Common issues and common solutions**



Commissioners' Training Program Objectives

- **Orientation**
- **Productive discussions**
- **Build consensus**
- **Building a Parish tourism team**
- **Plan for the near-term**
- **Other?**



Training Program- Approach

- **Lectures + question/answers**
- **Written materials**
- **Videos**
- **Role playing and other group processes**
- **Action planning**
- **Candid discussions**



Today's Course Outline:

- **Overview-tourism industry (facts, tourists, impact, etc.)**
- **Tourism truisms**
- **Attractions base in your parish**
- **Tourism leadership: Ascension Parish as a model**



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**



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 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. Enlightened and dedicated leadership is needed to make it happen!**



Top Ten Tourism Truisms (cont.)

- 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.**



“So, dear commissioners...

- “Is your parish **REALLY** in the tourism business?”
- “Is tourism **THE** answer for what ails your parish? Part of the puzzle?”
- **Who’s in charge of tourism, anyway ?”**



Today's focus...

-Attractions base (parish, working with others, etc.)

**-Tourism leadership organization
(using Ascension Parish as a model)**



Part 1. The Parish's Attractions Base

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



Your Parish's 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**



Part 2. The Parish's Tourism Organization

- **Tourist commission or convention and visitor bureau?**
- **What does it do?**
- **How is it funded?**
- **How does it operate?**
- **Who are the members?**
- **How are the members appointed?**



Ascension Parish Tourism Commission

- ***Who Are We?***
- ***What Do We Do?***
- ***How Do We Do It?***



Who Are We - By Law?

- A **Team** of Seven Commissioners
 - Residents of the Parish
 - Nominated by a nonprofit organization interested in tourism
 - Appointed for three years by Parish government
 - Volunteers; receive no salary or compensation
- **Sub-teams** To Perform Administrative Tasks
 - Officers
 - Personnel committee members
 - Action committee members
- **Partners** With the Executive Director



Who Are We - By Definition?

- **Team Leaders**

- Using our individual special skills to help the team achieve our purpose and reach our tourism goals
- Motivating others to do specific tasks to achieve our purpose and reach our tourism goals

- **Team Players**

- Always balancing the needs of the community, the government, the businesses, and the visitors with our own ideas, and those of our team
- Working directly with each other and the executive director and responding as a group to inquiries from those outside the tourism team.



What Do We Do?

***Purpose is to Promote Tourism in
Ascension Parish***



What Do We Do - By Law?

- **Accept Grants & Donations**
- **Make Capital Improvements to secure federal funds**
- **Promote, Advertise, and publish information relating to tourism attractions in the Parish using Hotel/Motel Tax as revenue base.**



What Do We Do - By Definition?

- **Set Goals**
- **Define Objectives**
 - **To accomplish goals**
 - **Develop Action Plans**
- **Implement Action Plans**
 - **Develop strategies to do**
 - **Incorporate goals in all other activities**
 - **Evaluate each action**
- **Cooperate with Executive Director**



What Do We Do As A Team?

- **Meet to review progress and make plans.**
- **Set goals and objectives and devise action plans**
- **Leave our individuality and authority at the door - work together.**
- **Work through the executive director rather than directly through the staff.**



What Do We Do As Leaders?

- **Officers - administer**

- **Chairman**

- presides over commission
- co-signs checks

- **Vice president**

- **Secretary**

- record of meetings

- **Treasurer**

- disburses funds; keeps financial records
- co-signs checks

- **Action Committees - plan**

- Implement action plans
- Organized as needed

- **Personnel Committee-advise**

- Advise on all tourism personnel issues
- Three appointed by chairman.



Where Does Executive Director Fit?

- **Advises commission**

- Conducts research, attends conferences to gather info for goals and objectives
- Reports about other's successes, action plans

- **Implements goals and objectives**

- Represents Commission and Parish in all tourism events
- Sets up cooperation with other program executives
- Manages day-to-day Ascension Tourism Program business



How Do We Do It?

- **By periodically setting Goals and Objectives and developing Action Plans to achieve them.**
- **By meeting periodically to implement them.**
- **By supporting tourism at all times**



Definition: What Is A Goal?

- **A broad description of a desired result**
- **Specifics that achieve our purpose**
 - realistic events, circumstances, attractions
 - implementing mission statement
- **Example: By the year 2000, increase the number of people by 10,000 who spend two days at tourism sites in parish.**



Definition: What is an Objective?

- **Do-able task to achieve a goal**
 - defined
 - assigned
 - measurable
- **Examples:**
 - **promote bus tours that stop to shop as well as visit attractions**
 - **promote special events or side trips to share visitors to state's primary attractions or events**



Definition: What Is An Action Plan?

- **Specific events or activities to accomplish each objective.**
- **Example:**
 - **to increase number of two-day visitors to parish**
 - attend bus tour conventions to recruit tour programs
 - make a “piggy-back” deal with New Orleans convention hotels for after- or pre-convention full day-event or “spouse” event
 - create a special Christmas Shopping event for dads and kids to have fun, stay overnight, and shop in Ascension while mom does the Christmas shopping for kids and dad at home.



1998-99 Ascension Parish Tourism Goals and Objectives

Template for the Year's Work



Mission Statement

- ***The purpose of the Ascension Parish Tourist Commission is to stimulate the economic and cultural environment of the entire parish by increasing the number of tourists visiting the area, by extending the length of their stay and thereby the amount of revenue produced.***



Ascension Parish Tourist Commission's Stated Goals

- **To improve the economy of Ascension Parish through tourist promotion.**
- **To encourage and assist local citizens in promoting Ascension Parish and its facilities.**
- **To support the regional and state tourism industries.**
- **To provide support and services to visitors.**
- **To increase the appeal of Ascension parish as a tourist destination.**



Ascension Parish Tourist Commission Stated Objectives

- **To provide information and publicity designed to attract visitors to Ascension Parish**
- **To increase the group travel business in Ascension Parish**
- **To develop programs that support the tourism industry and encourage growth through tourism in Ascension Parish**



How To Implement Action Plans

- **Learn about every tourism related attraction and business in the parish and note their links with state primary attractions and events.**
- **Appropriate funds for purchases or events**
- **Read business publications to compare Ascension Parish tourism to others in state and nation**
- **Network with media and community leaders**
- **Attend similar events or visit similar attractions elsewhere and share information**



Tourism Planning

- **What will be our goal(s) for 1998-99?**
- **Which objectives fit this(these) goal(s)?**
- **Do we need new objectives? If so, what are they?**
- **What actions must we take to achieve these objectives?**