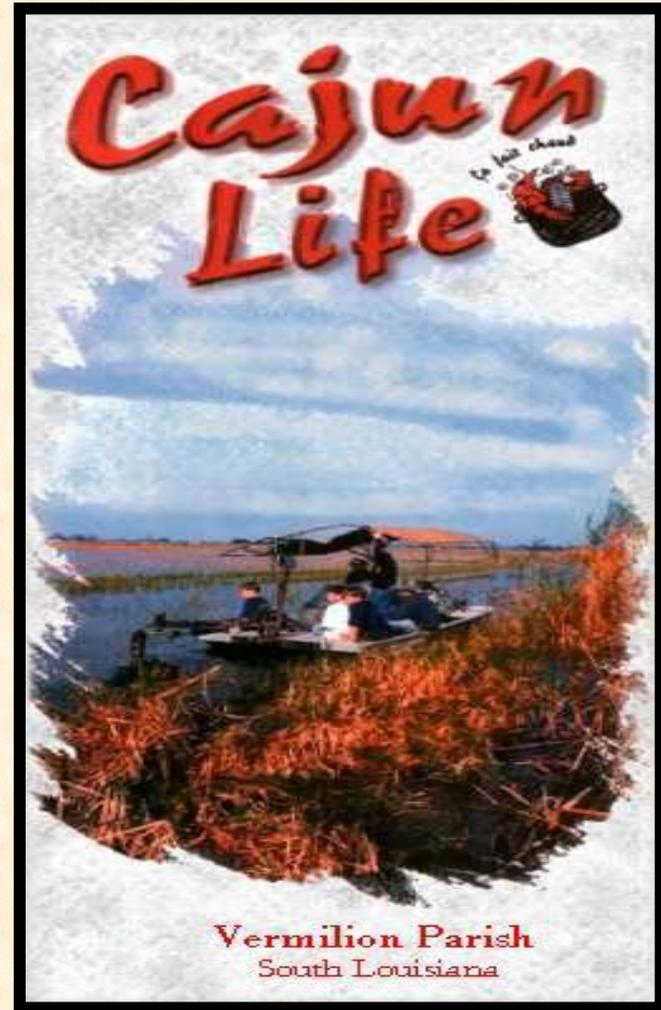


**Tourism: An
Integral Part
of a
Community's
Economic
Development
Portfolio**

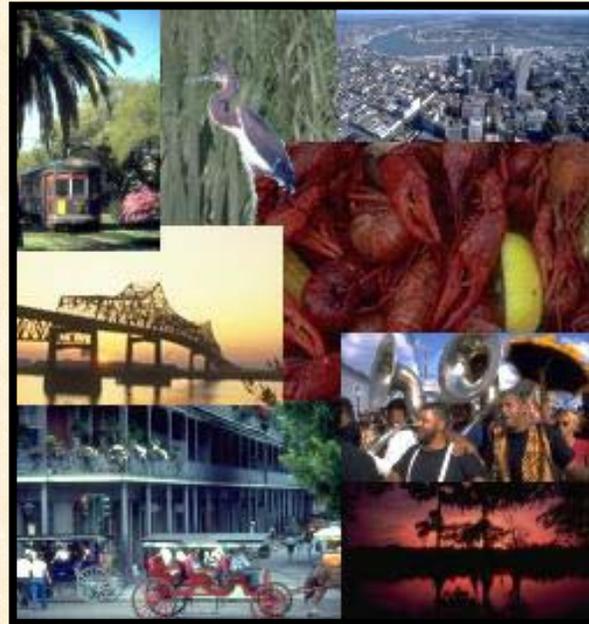


Michael Liffmann

LSU-Sea Grant College Program

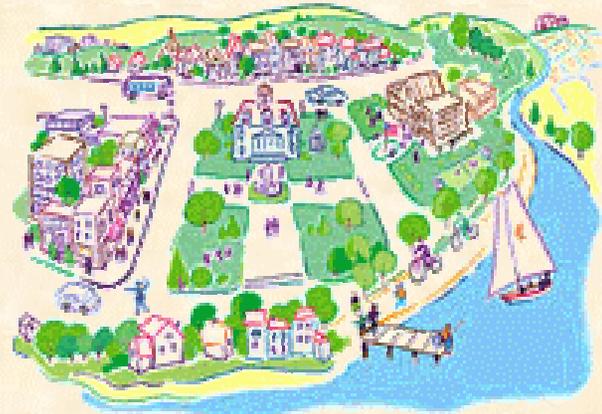
Today's Talk...

- **What is the tourism industry?**
- **Its economic significance to LA?**
- **Roles & responsibilities in development and management**



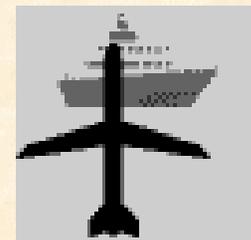
Tourism & Economic Development

- **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

*values in millions of current 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%
Vermilion	\$21.58	<1%	\$26.38	<1%	22.2%
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%

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.**

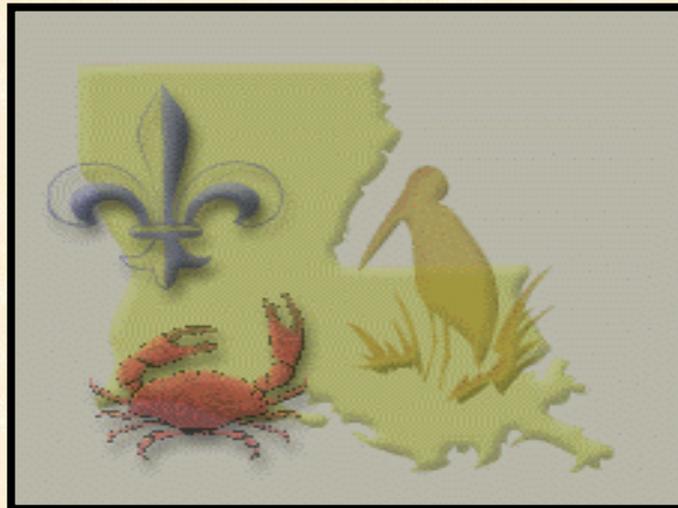


Top Ten Tourism Truisms (cont.)

- 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**



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?**



Typical Tourist Commission and 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 and 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**

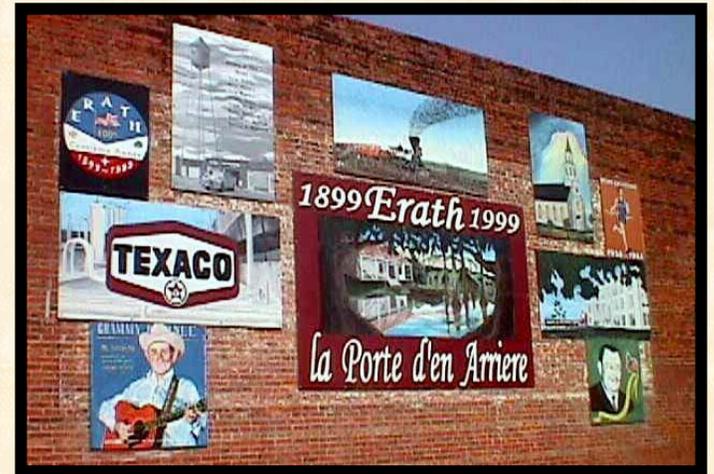


Top Ten Tourism Truisms (cont.)

- 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.**

Vermilion Parish Tourism Commission

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



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.

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

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 - 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 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



Tourism Marketing 101

Analyzing Your Travel & Tourism Situation

See Handouts

Tourism Marketing 102

**Identifying Tourism Products to
be Marketed by Vermilion Parish**

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 them in the area longer**
 - **Stretching limited marketing** 



Tourism Marketing 103-105

The Rest of the Process: Getting The Biggest Bang For Your *(Scarce)* Bucks



Tourism Marketing 103: Targeting Your Market

Tourism Marketing 104: Setting a Promotional Budget & Developing a Promotional Mix

Tourism Marketing 105: Closing the Loop: Were you Successful or Not? Evaluate?

But We're Poor! How Do We Fund Our Marketing Efforts?



Sources of Funding

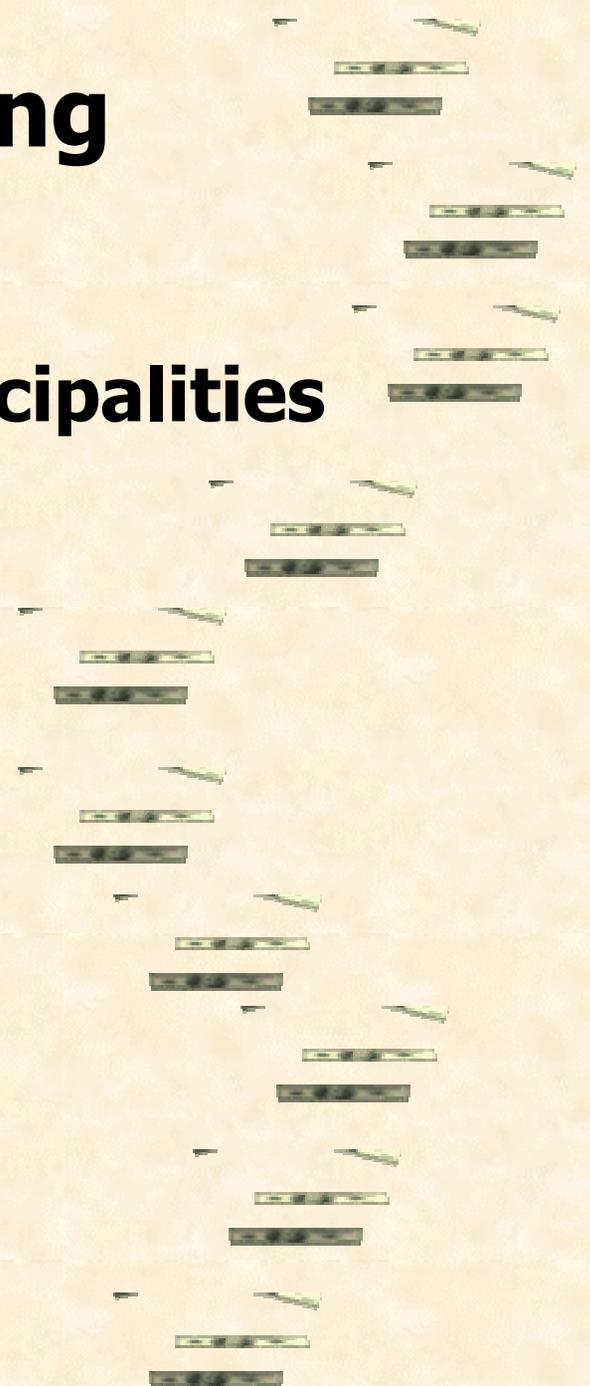
Organization Dues

Local Government- Parish? Municipalities

Selling Advertisement

Hotel/Motel Taxes

Visitor Enterprise Fund



Sources of Funding

Earned Income

Food & Beverage Taxes

Publicity Through Others

Voluntary Contributions



Vermilion Parish Visitor Enterprise Fund

**Revised Legislative statute dedicating
3.97% of the hotel/motel room rental
tax to the “Vermilion Parish Visitor
Enterprise Fund”**

Effective Fiscal Years 1996-2010

Visitor Enterprise Fund Allocations (1996-2010)

Erath Acadia Museum

Gueydan Museum

Kaplan Museum

LeBayou Legendire Cultural Center

Les Chretiens, Inc.

Acadian Centre on Genealogy

Abbeville Cultural & Historical Alliance

Vermilion Parish Visitor Enterprise Fund

Each entity receives an equal share of the monies.

*After 2010, monies will be available for planning,
development, or capital improvement at sites in
Vermilion Parish*

Capitol Improvements include: acquiring lands, buildings, equipment, or other permanent properties, or construction preservation, or development, or permanent improvement

FYE 2000 \$10,700 dedicated amount to the
Vermilion Parish VEF

