

Advancing Community Tourism (Extension)

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Advancing Community Tourism (Extension)

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
134	Outdoor Recreation	10%		10%	
604	Marketing and Distribution Practices	25%		25%	
605	Natural Resource and Environmental Economics	30%		30%	
607	Consumer Economics	10%		10%	
608	Community Resource Planning and Development	20%		20%	
805	Community Institutions, Health, and Social Services	5%		5%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2008	Extension		Research	
	1862	1890	1862	1890
Plan	6.5	0.0	0.0	0.0
Actual	6.5	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 269349	1890 Extension	Hatch	Evans-Allen
	0	0	0
1862 Matching 269349	1890 Matching	1862 Matching	1890 Matching
	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Conduct Advancing Community Tourism Conferences across the state.
- Continue and enhance The Spectrum e-newsletter for Extension audiences and expand to external readers.
- Continue Info@coastalohio.com monthly e-newsletter to approximately 650 external readers.
- Revise existing Tourism Trails Fact Sheets, identify and develop additional fact sheet topics.
- Develop program modules/curriculum, market programs, teaching teams and presentations, for use by Extension Tourism team and other Extension educators (i.e. Nature based tourism, Hospitality training, Heritage based tourism).
- Continue representation/participation and involvement with local, regional, state, and national tourism organizations, e.g. OAC, Ohio Byways Alliance, National Scenic Byways Program, Great Lakes North America, Ohio Travel Association, Ohio Tourism Roundtable.
- Educate Extension personnel and external audiences about cooperatives, networks, and alliances as a tool for tourism based businesses and efforts including using tourism as an economic development strategy.
- Assist communities in assessing their readiness for tourism including the development of an asset inventory.
- Offer educational sessions in hospitality development and customer service for internal and external audiences.
- Provide tourism organization support through strategic action planning, feasibility studies, reaction panels, etc.
- Link tourism suppliers to natural, cultural, culinary and historical attractions to enhance economic impact.
- Continue development of web site showcasing the intrinsic features of a region, as well as resource for stakeholders in creating the resource-based tourism product.
- Create new tourism products by linking existing and emerging sites featuring our intrinsic features into maps, brochures, itineraries, etc.
- Implement strategies from corridor management plans and community plans, as well as byway-wide marketing plans.
- By late-2008, update existing corridor management plans by soliciting additional stakeholder input on future directions.

2. Brief description of the target audience

Internal – Extension Educators and other Extension staff; other related teams and OSU people

External – 1. Persons involved with local and regional destination marketing organizations, tourism initiatives, and tourism-related businesses; 2. Farmers and farm organizations and landowners considering agri-tourism and other direct marketing opportunities; 3. Community leaders; and public and elected officials; 4. Regional and state economic development professionals interested in tourism as an economic development strategy; 5. Local, district and state resource managers of natural areas, state parks, historical sites, etc., including those affiliated directly with ODNR, Ohio Historical Society and related organizations; 6. Crafters, artisans, small business operators, gift and museum shop operators, and tourism-related entrepreneurs; 7. Persons affiliated with or contemplating developing new tourism experiences, events, or souvenir and gift products embracing the region’s intrinsic qualities; 8. National Scenic Byway program, key; 9. Statewide tourism-related organizations and divisions, such as the Ohio Travel Association, Ohio Restaurant Association, Ohio Hotel and Lodging Association, Ohio Division of Travel and Tourism, etc.

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	1700	450000	100	200
2008	1700	450000	100	200

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year Target

Plan: 0

2008: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan	0	0	
2008	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

of fact sheets developed

Year	Target	Actual
2008	4	4

Output #2

Output Measure

invited presentations

Year	Target	Actual
2008	8	8

Output #3

Output Measure

of times Tourism Teaching modules utilized, audience reached

Year	Target	Actual
2008	10	10

Output #4

Output Measure

of attendees at Advancing Community Tourism Conferences

Not reporting on this Output in this Annual Report

Output #5

Output Measure

Print and radio media spots/ articles

Year	Target	Actual
2008	8	8

Output #6

Output Measure

of Tourism/Direct Marketing team members

Year	Target	Actual
2008	12	20

Output #7

Output Measure

of members called upon as resource professionals

Year	Target	Actual
2008	5	5

Output #8

Output Measure

dollars directly awarded for tourism projects

Year	Target	Actual
2008	45000	25000

Output #9

Output Measure

Extension personnel involved in tourism projects/educational development

Not reporting on this Output in this Annual Report

Output #10

Output Measure

contacts reached through regional e-newsletters distributed x # annual issues distributed

Not reporting on this Output in this Annual Report

Output #11

Output Measure

new travel itineraries developed

Not reporting on this Output in this Annual Report

Output #12

Output Measure

travel inquiries/web site visitors about Extension-led byway efforts

Year	Target	Actual
2008	450000	450000

V(G). State Defined Outcomes

O No.	Outcome Name
1	Local leaders and businesses perceive tourism as a viable economic development strategy for their community. Achieved through – Educational sessions/workshops (Advancing Community Tourism, presentations), educational materials (Tourism Trails, written, web, etc.), community asset inventory development, strategic planning. Measured by – survey, interview, policy development/implementation, direct support, use of Extension materials, direct contact with Extension professionals as resources
2	Community building, pride and image developed, quality of life improved, increased civic involvement demonstrated across socio-economic lines. Achieved through - Educational sessions/workshops (Advancing Community Tourism, customer service/hospitality presentations), educational materials (Tourism Trails, written, web, etc.), community asset inventory development, strategic planning. Measured by – survey of changes in practice, community awards, community project completion, measured community change in perception.
3	Increased community economic vitality demonstrated. Achieved through - Educational sessions/workshops (Advancing Community Tourism, customer service/hospitality presentations), educational materials (Tourism Trails, written, web, etc.), community asset inventory development, strategic planning, development of standardized measurement of impact, outreach to potential visitors, development of materials to be used by destination marketing organizations to promote the region. Measured by - direct and indirect visitor spending, jobs created, local and state tax revenue generated, payroll expenditures
4	Community and grassroots efforts to protect and conserve local and regional natural areas, historic sites, and cultural features are successful. Achieved through – Educational materials and workshops (grant-writing, importance of intrinsic features), cooperative groups (such as lighthouses, gardens, etc. with similar needs to consolidate purchasing and efforts), regional plans for enhancing the intrinsic features of communities, regular communications (thru newsletters, web site) to provide funding sources and preservation/conservation assistance. Measured by – number of support requests received by Extension Team members for funding efforts and/or preservation/conservation projects, acreage preserved, number of projects restored or under process, amount of grant funding/investment in historic preservation and natural areas conservation.
5	Residents and nonresidents view Extension-led byway regions as destinations. Achieved through – byway and wayfinding signage development and installation; design standards and distribution of regional byway signage logos; local, regional and national media stories placed; new products created to enhance the visitor experience. Measured by - Adoption of byway logos in local tourism promotional materials, observation, comments by local officials, number of requests for information, and/or surveys of byway visitors

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)
- Other (National Security Issues)

Brief Explanation

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- After Only (post program)
- Retrospective (post program)
- Before-After (before and after program)
- Case Study
- Other (Qualitative, anecdotal, participatory)

Evaluation Results

Survey conducted in 2009.

Key Items of Evaluation
Tourism Development.