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CENTER FOR THE ADVANCEMENT AND STUDY OF TOURISM

BY

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ABSTRACT

The Center for the Advancement and Study of Tourism (CAST) was established in 1988 as part of the Governor's economic development plan to stimulate tourism as a local and national industry. CAST was awarded a grant from the South Dakota Office of Economic Development to support the three primary Center activities: educational training, community outreach, and research. It is located at Black Hills State University and is funded by the state and by other grant monies.

INTRODUCTION

The Center for the Advancement and Study of Tourism (CAST), located at Black Hills State University, was established in 1988 to meet the needs of the tourism industry by providing education and training as well and outreach services. The Center was initiated and funded as part of the Governor's economic development plan to stimulate tourism as a local and national industry.

The research arm of CAST extends to both applied and academic research. To date, the applied research conducted has been primarily recreation needs assessments and attitude surveys for cities in the South Dakota region and other forms of assistance to cities considering expansion of recreation and tourism services. Graduate students, in collaboration with faculty in the program, conduct the basic research.

CAST serves as a clearinghouse of information on the tourism industry. A database established by the Center provides the community with access to a variety of tourism-related data. Other outreach efforts include the establishment of a Tourism and Natural Resources Consortium which brings together students, faculty, and professionals for resource sharing, professional development, and hands-on training.

CAST's Tourism Advisory Board consists of industry leaders from both public and private concerns. Their responsibilities are predominantly to advise the Center's Director on potential funding sources, areas of research direction as identified by the

industry, and service/educational programs deemed important for implementation. Through networking, external advisory boards are most helpful in the identification of future areas of concern within the tourism industry.

The central focus for coordinating research, extension, and teaching programs related to tourism, travel, and recreation within the state of South Dakota mandated that cooperative efforts be undertaken to draw together the many disciplines and interests necessary to fully effect positive outcomes. The original goals of the Center were to:

1. Define travel in South Dakota through research.
2. Guide and inspire travel industry members with workshops, seminars, continuing education classes, retreats, and personal consultation.
3. Help shape the future of travel in South Dakota by providing a feasible, relevant CAST curriculum for students.

The Center's major function as a research center was then broadened to include outreach and extension in education and public service activities. With the expansion, additional goals were formulated to:

4. Act as coordinator of a reservoir of talent which may be called upon when there is a need for individuals with specialized training pertinent to the tourism industry.
5. Identify and develop a broad tourism and recreation resource research base to serve as a vehicle for assisting faculty across the state in higher education

and citizens in obtaining monies for projects.

6. Work with the South Dakota Department of Tourism in conducting and further developing public service programs concerning natural resource based recreation and tourism. The development will take place through seminars, workshops, etc.

7. Suggest guidelines and assist in the development of high quality training for tourism personnel in South Dakota.

8. Work with the office of Continuing Education and Extension at Black Hills State University in conducting and further developing public service programs concerning recreation resources and tourism.

CAST, recognized by WICHE (Western Interstate Commission on Higher Education) as an exemplary program and by the City of Deadwood's Gaming Industry as their marketing research firm, has completed or participated in several projects, programs, and outreach activities. These include:

1. Tourism and Natural Resources Consortium II. Black Hills State University, Spearfish, South Dakota. May, 1992.
2. Tourism and Natural Resources Consortium I. Black Hills State University, Spearfish, South Dakota. May, 1991.
3. Dynamics and Diversity. Arlington: NRPA Publications. 1991.
4. Black Hills of South Dakota: Great Faces Great Places. Elderhostel Program. 1990, 1991, 1992.

5. Rural Planning Guide: Distribution. Fall, 1992.

6. High School Education in Tourism. Northern and Southern Black Hills. Fall, 1992.

7. Tourism Curriculum Development. Savannah State College. Savannah, Georgia. November, 1991 - Current.

8. Tourism Planning and Development. Gettysburg-Whitlock Bay Development Corporation. Gettysburg, South Dakota. March, 1992 - Current.

9. Recreation and Tourism Standards for Land and Water Conservation Fund Criteria. Spearfish Recreation and Parks Department. Spearfish, South Dakota. 1990.

10. Recreation and Tourism Standards for Land and Water Conservation Fund Criteria. Belle Fourche Main Street. Belle Fourche, South Dakota. 1989-1992.

11. Development of Tourism on the Pine Ridge Indian Reservation. Oglala Sioux Tribe Parks and Recreation Authority. Kyle, South Dakota. 1989-1992.

CAST has also been active in seeking research grants. To date, research grants totaling \$93,291.50 have been awarded. These include:

1. Black Hills Heritage Festival and Fine Arts Fair. Black Hills Heritage Festival Board. Grant Amount: \$450. Summer, 1992.

2. Visitor Intercept Study: Sturgis Rally & Races. South Dakota Department of Tourism and Sturgis Rally and Races,

Inc. Grant Amount: \$3,000. Summer 1992.

3. Homestake Natural History and Cultural Center Feasibility Study. Homestake Natural History and Cultural Center. Grant Amount: \$400. January, 1992 May, 1992.

4. Deadwood Historic Preservation and Marketing Program. Deadwood Marketing Committee. Grant Amount: \$32,000.

5. Deadwood Historic Preservation and Marketing Program. Deadwood Marketing Committee. Grant Amount: \$16,000. Summer, 1991 - Winter, 1991.

6. Historic Preservation and Marketing Program. Wilson Beaty and Associates, Incorporated. Grant Amount: \$200. Summer, 1991.

7. Tourism Education and Training Grant. Governor's Future Fund; Office of Economic Development. Grant Amount: \$35,400. January, 1990 - August, 1991.

8. Devil's Tower National Monument. Wyoming Travel Commission. Grant Amount: \$1,000. Spring, 1990.

9. Recreation Needs Assessment and Attitude Survey. City of Belle Fourche. Grant Amount: \$1,941.50. Fall, 1989.

10. The Social, Economic, and Environmental Costs to South Dakota Gaming Community as Perceived by its Residents: Tourism Impacts on Deadwood South Dakota. Faculty Research Committee/Black Hills State University. Grant Amount: \$2,000. Fall, 1989.

SUMMARY

A Center for the Study and Advancement of Tourism for Black Hills State University would assume educational, research, resource and service functions for the tourism industry. Outcomes would include graduates from comprehensive undergraduate and graduate programs, participants from credit and non-credit programs, industry specific research outcomes of both a sponsored and an academic nature, and the availability of support services and facilitated resources for the industry.

The Center should be staffed by a director and a staff of faculty most of whom would share their appointments with other departments and divisions of the university. Students would have opportunity to develop their skills with the research and the resource and service units of the Center while the tourism industry would enjoy the fruits of their efforts.

The Center would provide the student with an unusual "hands on" opportunity through its resource and service functions. The Center program should be by students who would have the opportunity to work with practitioners in the industry, they would also have the opportunity to work with industries through the Center's internship program.

The Center is an independent entity, along with the other divisions of the university. There are activities currently being pursued on campus that might be allied with the Center and provide the Center with an instant quality of dynamism. Among these are the Small Business Development Program, a successful program in Travel Industry Management, and a Research Institute comprised of seventeen interested faculty from Business, Education and Psychology, Fine Arts, Physical Education, Science and Mathematics, and Social Science.