

M A K I N G A D I F F E R E N C E I N T O U R I S M

# Annual Report 2010

*University of Minnesota*  
**Tourism Center**



*A collaboration of the College of Food,  
Agricultural and Natural Resource  
Sciences and University of Minnesota  
Extension*



UNIVERSITY OF MINNESOTA | EXTENSION  
**Driven to Discover<sup>SM</sup>**

## Greetings,

*I'm pleased to share that 2010 was a banner year for the Center. In January we accepted the 'Friend of Minnesota Tourism' Award at the state's tourism conference and, October, celebrated an 'Emmy' award for the film 'Tourism in Minnesota: Ideas at Play.' 2010 was a year of fabulous firsts!*

*Supporting those awards, of course, is a significant amount of work with and for you. On the research front, we worked with our Extension partners to provide service to many Minnesota communities and businesses. Our new capacity to provide local economic impact reports generated great interest. We also responded to the issues and opportunities related to vacation home rental trends, wine trail development, and sustainable tourism in Minnesota.*

*We are driven to discover the potential of every business and every community that can grow the tourism economy in Minnesota. Your support assures that local businesses and communities have the information they need to make important decisions in times when critical economic development decisions need to be made. Looking forward, our immediate goals are to: 1) Expand our research capacity while supporting University students who want to work in the field of tourism, 2) Increase educational opportunities to the industry through an enhanced website, and 3) Improve ways to reach you through coordinated and consistent efforts.*

*I hope to see you this year at an industry meeting or perhaps your office. I'd welcome the chance to hear how we can strengthen our partnership with you for the betterment of Minnesota tourism.*

*In the meantime, please call or email me with suggestions at 612-624-2736 or [ingridss@umn.edu](mailto:ingridss@umn.edu) and stay in touch with us on our new web site: [www.tourism.umn.edu](http://www.tourism.umn.edu), Facebook page, or Twitter. Also, if you are not receiving our quarterly electronic newsletter, please let us know and make sure we have your updated email: [tourism@umn.edu](mailto:tourism@umn.edu).*

*Thank you for all you've done and will do for our success and, in turn, the success and sustainability of tourism in Minnesota and beyond!*

Sincerely,

Ingrid E. Schneider, Ph.D.

Director

## The Tourism Center Team

**Tourism Center staff consistently work to provide the tourism industry with the most important information to lead them toward success and sustainability.**

Ingrid E. Schneider, PhD  
Jodie Kaden, Administrative Assistant

Kent Gustafson, MPA  
Cynthia Messer, MA

Nominated **Advisory Committee members** engage voluntarily to share their insight, expertise and energy.

Mark Anderson, Department of Transportation  
Tom Benson, Tour Minnesota Association  
John Edman, Explore Minnesota Tourism  
Bill Foussard, White Bear Country Inn & Suites  
Steven Frank, AAA Minneapolis  
Dawn Hegland, Upper MN Valley Regional Development Commission  
Charley Howe, Tad Ware & Company  
John Howe, Minnesota Legislator  
Paul Hugunin, Minnesota Department of Agriculture  
Tom Jollie, Padilla Speer Beardsley  
Doug Killian, Mall of America  
Paul Labovitz, National Park Service  
Julie Lunning, St. Cloud Visitors Bureau  
Pat Mutter, Visit Winona  
Courtland Nelson, Minnesota State Parks  
Tom Ossell, Congress of Minnesota Resorts  
Chris Romano, Riverview Economic Development Corporation  
David Siegel, Hospitality Minnesota  
Dean Simpson, Deans Country Market  
Lory Sutton, Minnesota Historical Society  
Henry "Hank" Todd, Carlson Companies  
Jana Vaughn, Minneapolis Airport Foundation  
Deb Zak, University of Minnesota Extension

**University administrators** support the Center and carry our mission to colleagues, other units and central University administration.

Dean Bev Durgan, PhD  
Associate Dean Dick Senese, PhD  
Extension Program Leader Michael Darger, MBA

Dean Al Levine, PhD  
Department Head Alan Ek, PhD

Extensions' Community Vitality **Community educators** deliver relevant and timely tourism programs across Minnesota.

Adeel Ahmed, MPP  
Neil Linscheid, MPA  
Ryan Pesch, MURP

John Bennett, MPAP  
Art Nash, MS  
Bruce Schwartz, MEd

Claudia Cody, MPA  
David Nelson, MBA  
Liz Templin, MEd

**Research assistants** provide critical support to the Center's research & engagement functions.

Ben Cascio  
Andrew Oftedal

Tian Guo  
Sierra Schroeder, M.S.

Rachel Liechty  
Yin Soriya, M.S.

## SUPPORTING OUR MISSION:

### CARLSON CHAIR FOR TRAVEL, TOURISM & HOSPITALITY

The Carlson Chair has supported a variety of research and educational efforts for nearly 25 years. The Center can access up to 4.5% of the fund's market value, which was \$1,263,157 in 2010. Since inception, a total of \$922,281 has been used for various educational and research opportunities (see chart). See [www.tourism.umn.edu](http://www.tourism.umn.edu) for the variety of Chair supported projects since inception.

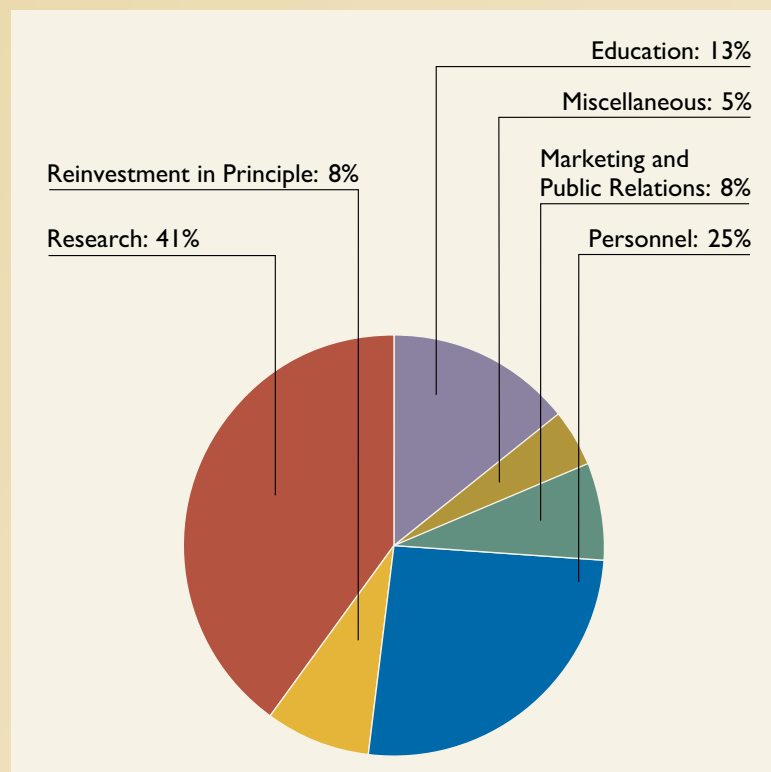
In 2010, Carlson Chair funding supported significant projects that benefit the tourism industry statewide: 1) scenic byway's economic impact and contribution to quality of life, 2) return on investment in tourism marketing, and 3) state of sustainable tourism. In addition, we continue to support quality tourism research through sponsorship of the Travel and Tourism Research Association's Best Illustrated Paper. Beyond these projects, the Chair funds Center information dissemination and communication efforts.

Recognizing our productive efforts, the Tourism Center's development sub-committee has stepped up its efforts in its third year. Chaired by Hank Todd, this sub-committee is raising funds to advance our education and research efforts with an eye toward a significant financial goal in 2012. A sincere thank you to sub-committee members for their insight, energy and outreach: John Edman, Randy Gutzmann, Doug Killian, Dave Siegel, and Linnea Stromberg-Wise. Also, thank you to Extension development staff Matt Musel for assisting us as we navigate toward success in fund expansion. See <http://www.tourism.umn.edu/InvestintheCenter/index.htm> to contribute online or use the enclosed envelope.

Build on our 20 years of success by contributing to the Center.

There are a variety of ways to invest in the Center: cash, securities, estates, gifts of forestland, farmland, or other real estate or property, or individual retirement plan assets. Find out how to invest in Minnesota tourism and the Center at [www.tourism.umn.edu](http://www.tourism.umn.edu) or contact us at 612-624-4947.

#### CARLSON CHAIR FUND USE 1994-2010



MEETING OUR MISSION:

EDUCATIONAL ACCOMPLISHMENTS TOWARD INDUSTRY SUCCESS & SUSTAINABLE

In 2010, we continued to pursue excellence in our foundational offerings of customer service, festival & event management, and ecotourism. Simultaneously, our newer offerings of market area profiles and tourism assessment programs took root on tourism markets and development ideas. As the industry's information needs evolve, so will the Tourism Center's offerings. We will continue to improve our research-based educational programs and welcome your ideas for new or expanded programs.

**At Your Service: working with multi-cultural customers**

achieved a new record: 100% of participants reported an improvement in their customer service knowledge and skills! This customer service curriculum is available in both English and Spanish. In 2010, Tourism Center faculty and Extension Educators provided training sessions and train-the-trainer workshops for both the private and public sectors, reaching more than 150 participants. A new retrospective program evaluation introduced this year enabled us to more effectively measure participant learning. Program lead: Cynthia Messer

The **Festival & Event Management** classes prepare participants to create and manage successful events through in-person and online offerings. Thirty-eight people participated in our class during fall 2010, with a special emphasis on special event management. Seventeen people completed the program certificate requirements and four received academic credit for the course. An improved and extended online version is planned for 2011. Program lead: Kent Gustafson.

**Tourism Development** is a suite of services and products focused on sustainable tourism development. Products include the Tourism Assessment Program, which helps communities discover their tourism potential through assessment and consultation. In 2010, the Tourism Center introduced a 3<sup>rd</sup> edition of the popular *Community Tourism Development* manual and a new film about tourism development in communities. The film, *Weaving Tourism into Community: four stories over time*, provides a unique longitudinal study of four communities and the changes, benefits and challenges experienced from tourism development across nearly two decades. Program lead: Cynthia Messer

**Degree Programs & Ecotourism Certificate**

Tourism Center staff support undergraduate and graduate degree program areas in tourism through the Department of Forest Resources. The International Ecotourism Certificate is also offered, in cooperation with the International Ecotourism Society. In 2011, staff are co-leading a trip on sustainable tourism in Costa Rica.

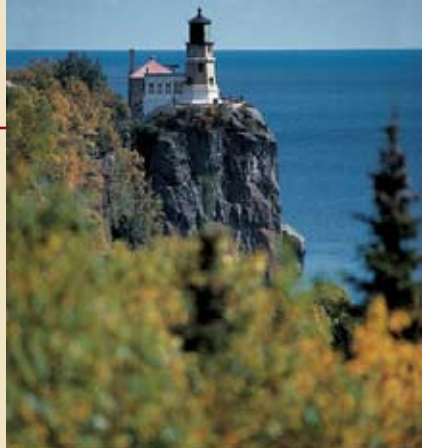


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# ABILITY

al and event management and tourism development.  
k hold across Minnesota communities to provide insight  
Center's educational offerings. We will continue to  
ograms and services!



Tourism Center staff accepts the  
nd of Minnesota Tourism' award (right),  
resents a TTRA award (far right), and  
celebrates an 'Emmy' award for the film  
Tourism in Minnesota: Ideas at Play' (left).



## MEETING OUR MISSION:

## RESEARCH FOR INDUSTRY SUCCESS &amp; SUSTAINABILITY

In 2010 we responded to industry interests, statewide initiatives, and pioneered research in transportation areas. Our 6<sup>th</sup> annual 'Tourism works for the U' poster reception, held during 'See America Week', hosted more than 40 guests interested in tourism research and education. Beyond these research projects, we supported and coordinated other research through Carlson Chair funds (see Carlson Chair section; see also [www.tourism.umn.edu](http://www.tourism.umn.edu) for full reports and presentations). Our Facebook and Twitter accounts are expanding our reach: become a fan or follower today!

**Water sustainability framework: Recreational, cultural and spiritual issues**

**Personnel:** Ingrid E. Schneider, Nancy Schuldt, & Rachel Liechty

**Financial support:** State of Minnesota through UMN Water Resource Center

Tourism Center staff co-led a technical team for the Water Sustainability Framework. This project was directed by the Minnesota State Legislature to develop a framework for sustainable water management to protect and preserve Minnesota's lakes, streams, rivers and ground waters for the 21<sup>st</sup> century and beyond. The recreational, cultural and spiritual team developed a short white paper on issues of water use for recreational, spiritual, and cultural purposes in Minnesota. The paper includes: 1) knowledge about recreational, spiritual, and cultural uses of water; 2) gaps in what we know, 3) and a statement of issues to address in the Minnesota Water Sustainability Framework. The Framework is due to the Legislature in January, 2011.

**Parks and trails inventory and framework**

**Personnel:** Ingrid E. Schneider cooperated with Mary Vogel, Mae Davenport, Cindy Zenger, Andrew Oftedal, & Brian Scheurs

**Financial support:** State of Minnesota through UMN Center for Changing Landscapes

Tourism Center staff participated in developing a Parks and Trails Framework, a project directed by the Minnesota State Legislature to create a long-range framework for an integrated statewide parks and trails system. A physical inventory and assessment were created by the Center for Changing Landscapes. A recreation opportunity inventory and assessment were created using available Census and recreation experience data. The integrated framework resulting from this work will be used to inform planning and funding decisions. A report to the Legislature is scheduled for 2011.

**Transportation and the quality of life**

**Personnel:** Ingrid E. Schneider, Kent Gustafson, Sierra Schroeder, & Tian Guo

**Financial support:** Minnesota Department of Transportation

The purpose of this project is to assess and evaluate transportation-related quality of life indicators and the role of Minnesota's Department of Transportation programs and services in quality of life. Three data collection phases are planned: 1) a literature review, 2) focus groups, and 3) a questionnaire. In 2010, the literature review and 25 focus groups were completed. A focus group report is due in January, 2011. The project continues through 2012.

**Scenic byways: Economic impact and quality of life contributions**

**Personnel:** Ingrid E. Schneider, Brigid Tuck, Rachel Liechty, & Kent Gustafson

**Financial support:** Carlson Chair for Tourism, Travel & Hospitality; Sustainable Development Regional Partnership (Central), Explore Minnesota Tourism

This pioneering pilot study assessed the economic impact of scenic byways in Minnesota as well as their contribution to quality of life. Phase one, completed in 2009, assessed the economic impact of byway-related investment through a literature review and direct analysis on two select Minnesota byways. Phase two, completed in 2010, employed onsite surveys to assess the impact of byways on resident quality of life as well as regional economic impacts. Results will inform marketing, planning and development decisions.



## MEETING OUR MISSION:

### ENGAGING FOR INDUSTRY SUCCESS & SUSTAINABILITY

**The Tourism Center engages industry and community in a variety of ways including presentations, facilitations and serving on boards. See a sampling of our efforts below. If you have thoughts on other opportunities for us, please do let us know!**

#### A sampling of our presentations

##### **Examining Charismatic Leadership in Community Tourism Development.**

Personnel: Cynthia Messer & Jody Horntvedt  
Location: New Orleans, LA  
Host: Community Development Society conference

##### **Bridging the Gap: Understanding the Customer Service and Civic Life Needs and Expectations of Latinos in Southwest Minnesota.**

Personnel: Cynthia Messer, Neil Linscheid, & Toby Spanier  
Location: New Orleans, LA  
Host: Community Development Society conference

##### **The Great River Road Wine Trail**

Personnel: Kent Gustafson  
Location: Wisconsin Dells  
Host: Wisconsin Grape Growers Association

##### **Vacation Decisions and Perceptions of Minnesota Resorts**

Personnel: Kent Gustafson  
Location: Walker, Minnesota  
Host: Minnesota Resort and Campground Association

#### A sampling of our facilitations

Prairie Woods Environmental Learning Center – 5 year goals  
Waterville Horizons Program – Tourism options  
Willmar Lakes Area Convention and Visitors Bureau – Annual plan

#### Boards & committees served

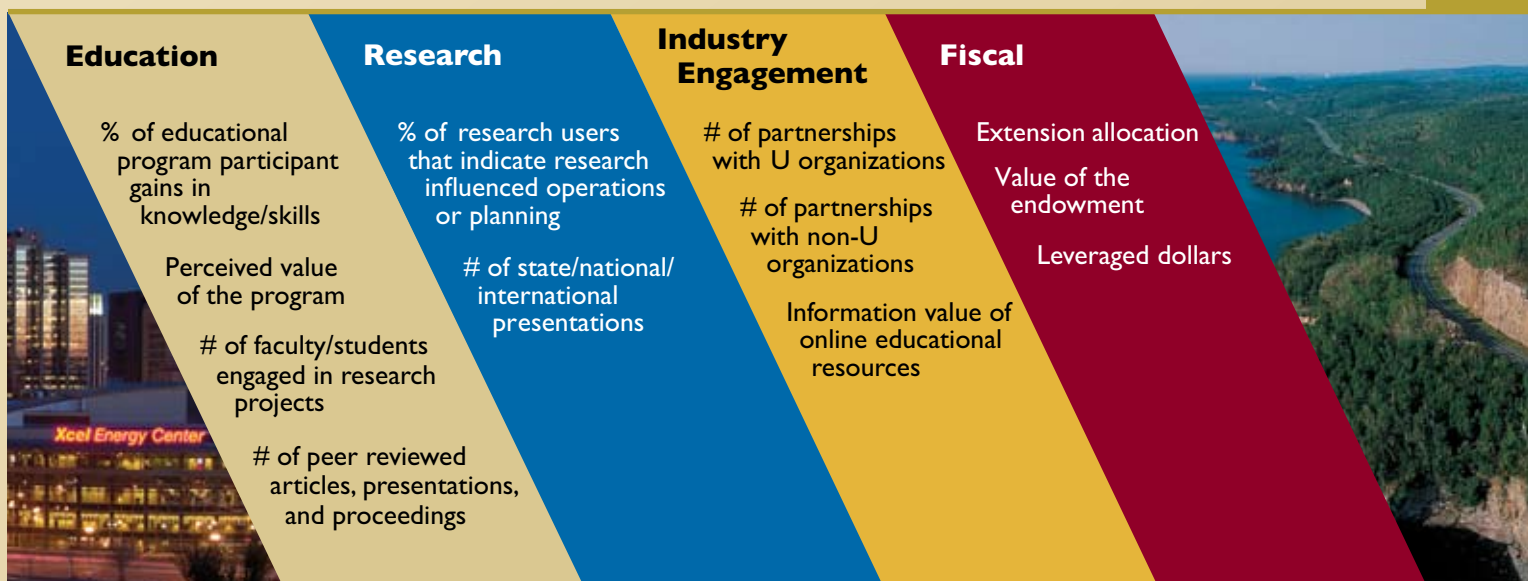
##### **Across the state & globe**

Governor's Council on Tourism (MN)  
Minnesota Festivals & Events Association  
Minnesota Grape Growers Association  
National Association of Community Economic Development Professionals  
National Extension Tourism Design Team  
Saint Paul Festivals & Events Association  
Sustainable Development Partnership Board  
Northeastern Minnesota  
Travel & Tourism Research Association

##### **Within the University of Minnesota**

Center for Transportation Studies  
Center for Urban & Regional Affairs - Community Assistantship Program  
Extension Faculty Consultative Committee

### Tourism Center Measures of Success



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