

# Annual Report 2005

*University of Minnesota  
Tourism Center*



UNIVERSITY OF MINNESOTA

**Tourism\***  
C E N T E R

*A collaboration of the  
College of Natural Resources  
and the University of Minnesota  
Extension Service*

[www.tourism.umn.edu](http://www.tourism.umn.edu)

Greetings,

*In concert with the University's 2005 strategic positioning, the Tourism Center engaged in its own systemic evaluation. In sum, we initiated a comprehensive and long-term evaluation of our working relationships, finances, and essence. On a celebratory note, the evaluation provided the opportunity to revel in the success of our core programs and strong foundation with many audiences. Simultaneously, the evaluation revealed the need to move beyond the core to new audiences and products such that we remain viable and responsive to industry needs. Toward that end, we extended educational programs and research to new audiences and with new partners. We also invited additional members to our advisory committee and engaged them in deep reflection about our respective roles. Our evaluation, by necessity, is ongoing. In the immediate future, we plan a comprehensive and strategic assessment of industry research and education needs. As we shape this assessment, look for opportunities to participate. In the meantime, please share your thoughts and questions related to our 2005 efforts, our ongoing assessment or any Center issues: [www.tourism.umn.edu](http://www.tourism.umn.edu), [ingridss@umn.edu](mailto:ingridss@umn.edu) or 612-624-2736. We look forward to hearing from you as we strive to be the source for tourism education and research.*

Sincerely,  
**Ingrid E. Schneider, Ph.D.**  
 Director

**The Tourism Center Team**

Tourism Center staff work diligently to stay abreast of tourism industry issues and needs, supported by 18 faculty affiliates and several Community Vitality Extension Educators.

- Dan Erkkila, Ph.D.
- Kent Gustafson, M.P.A.
- Jodie Kaden, Administrative Assistant
- Cynthia Messer, M.A.

Graduate Research assistants provide critical support to the Center's research functions.

- Pascal Elizabeth, M.S.
- Nikki Hinds
- Tuan-Tran-Hung, M.S.
- Raintry Salk, M.S.
- Tony Schoenecker

The Advisory Committee is essential for our success as they serve as our advocates and 'ear to the ground.' Our sincere appreciation goes out to each and every one of them.

- Mark Anderson, Department of Transportation
- Tom Benson, Tour Minnesota Association
- Kathy Dummer, Twin Cities Tourism Attractions Association
- John Edman, Explore Minnesota Tourism
- Steven Frank, AAA Minneapolis
- Randy Gutzmann, Minnesota Festivals & Events Association
- Doug Killian, Mall of America
- Dino LoBaido, Minnesota Association of Convention & Visitor Bureaus
- Carol Lovro, Minnesota Association of Counties
- Colin Minehart, Minnesota Licensed Beverage Association
- David Moe, Congress of Minnesota Resorts
- Courtland Nelson, Minnesota State Parks
- Tom Ossell, Congress of Minnesota Resorts
- JoLynn Reeves, Minnesota American Indian Chamber of Commerce
- David Siegel, Hospitality Minnesota
- Michelle Snider, Minnesota Recreation & Parks Association
- Linnea Stromberg-Wise, Member-At-Large
- Jerrilyn Thompson, Cooperative Ecosystems Studies Unit
- Henry "Hank" Todd, Carlson Companies
- Tom Whelan, Nemer Fieger
- Deb Zak, University of Minnesota Extension Service

SUPPORTING OUR MISSION:

The Carlson Tourism, Travel & Hospitality Chair

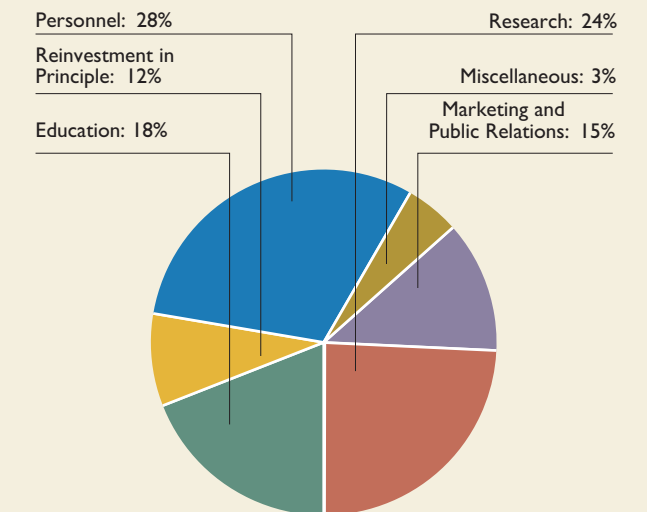
Historically, the Carlson Chair has been used to support a variety of research and education efforts across Minnesota. The Center can access up to 4.5% of the fund's market value, which was \$1,416,938 in 2005. A total of \$567,361 has been used since inception (see chart). For every Chair dollar spent, an additional \$0.67 has been leveraged, for a total of \$383,330.

Decisions about fund use are made by the director in consideration of established criteria, advice from the Advisory Committee, and approval by the Dean and Director of Extension. To formalize input from the advisory committee and ensure consistent communication about the Endowment, an advisory sub-committee was formed December 2004 that detailed project selection criteria, will review project proposals, and provide advice to the Director. In 2005, the first request for proposals (RFP) for Chair dollars was issued. The sub-committee will review and provide recommendations for projects in March, 2006 (see [www.tourism.umn.edu](http://www.tourism.umn.edu) for RFP details).

In 2005, the Carlson Chair supported research, education, and personnel. The primary research focus was the economic impact of tourism in Minnesota. In partnership with Explore Minnesota Tourism and the state tourism associations, the Chair supported data collection and analysis on tourism economics. The first quarterly report was issued fall 2005 and a cumulative report is expected fall 2006. These reports will provide county level economic impact of tourism in Minnesota, as well as provide a statewide visitor profile. In addition to economics, a statewide assessment of residents' attitude toward tourism was funded through Chair dollars. Like the economic impact, this will be the first assessment of attitudes toward tourism on a statewide basis. Results from this statewide attitude assessment are expected January 2006. Beyond primary data collection, Endowment funds enabled dissemination of research information through print and verbal presentations.

The Center relies on the goodwill of its friends and supporters to facilitate otherwise impossible program and research efforts. Philanthropic support allows the Center to do important things we simply cannot do through our traditional sources of revenue. We appreciate each and every contribution someone makes to our Center. We pledge to do our very best to apply each gift for maximum benefit to further the Center's important mission. There are many ways to give at the University, including cash, securities, estates, gifts of forestland, farmland, or other real estate or property, or individual retirement plan assets. Find out the details on how to support the Center at [www.tourism.umn.edu](http://www.tourism.umn.edu) or contact the Foundation at 612-624-3333.

CARLSON CHAIR FUND USE 1994-2005



MEETING OUR MISSION:  
Educational Accomplishments 2005

The Center extended the market reach of its core programs through bi-lingual and multi-state offerings. The Advisory Committee's education sub-committee met several times to advise us about optimal product content, serve as product advocates, and serve as student liaisons. This advice resulted in more effective and responsive programs, as well as the need for a comprehensive and strategic approach to future product development.

**At Your Service**, a customer service training program, provided bi-lingual training and materials in 2005. Recognizing the market need and potential among the Latino market, the materials were translated and back-translated into Spanish. Further, the first bi-lingual training was offered spring 2005. Scheduled training sessions are offered each spring and fall, accompanied by a front-line training class. In addition to these scheduled deliveries, community-wide initiatives are offered to engage entire areas in enhanced service provision. *Program lead: Cynthia Messer*

**The Festival & Event Management program** was offered in multiple states in 2005: both Minnesota and North Dakota. The program offers training as well as a certificate upon session completion and writing assignments. In 2005, its third class session focused on grant-writing. A special 'behind the scenes' at the Twin Cities Marathon was offered. *Program lead: Kent Gustafson*

**Tourism Development services** offered by the Center, such as facilitation and consulting, have been combined into a suite of program offerings. Such service bundling provides an opportunity for organizations to easily consider the breadth of services the Center offers in response to their needs as well as more identifiable contribution to tourism development and impact. *Product lead: Cynthia Messer*

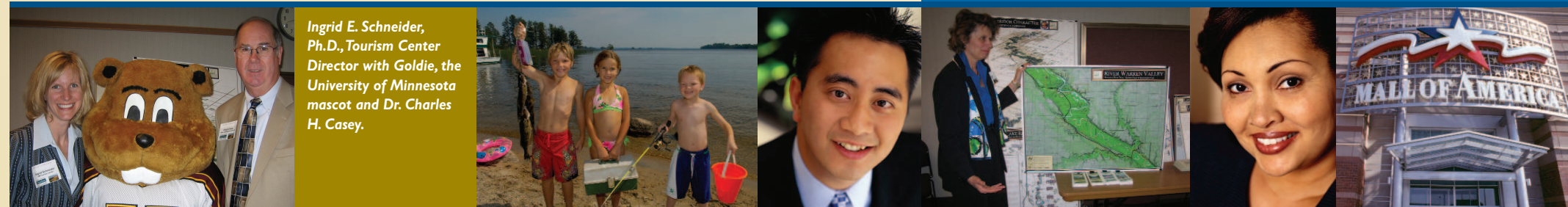
**A Travel Counselor Certification program**, sanctioned by the Travel Industry Association of America, continued in partnership with Explore Minnesota Tourism. The Center offered training for the certification exam and administered both in-person and online versions. The program offers anyone who interacts with the traveling public the opportunity to enhance, test, and certify their knowledge about our state. To become certified, participants must obtain a score of 85 or higher on a 100-question exam with questions across twelve categories related to Minnesota tourism. *Program lead: Kent Gustafson*

**Degree Program**

This year we offered a new class and proposed several others to broaden the opportunities in the Resource-Based Tourism degree. The first 'introduction to travel and tourism' course at the University was a great success, thanks to Cynthia Messer and her in-depth industry knowledge and genuine enthusiasm. In an effort to increase course offerings, several others have been proposed, including International Tourism and Tourism Marketing. The Tourism Center supports undergraduate and graduate degree programs in Resource Based Tourism (RBT), administered by the Department of Forest Resources.

UNIVERSITY OF MINNESOTA

**Tourism**  
C E N T E R



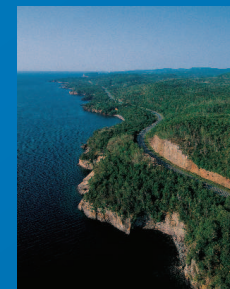
Ingrid E. Schneider, Ph.D., Tourism Center Director with Goldie, the University of Minnesota mascot and Dr. Charles H. Casey.



## MEETING OUR MISSION:

### Research Accomplishments 2005

The Center embarked on economic impact research while continuing its visitor profile research and information dissemination efforts. Four visitor profiles were conducted, two that included economic elements. Beyond these research projects, we updated our website with an entire section on economic impact. In addition to our 'At A Glance' series of one-page research summaries, we created niche market information on emerging markets such as Gen X, Gen Y, and RV-owners for the website: [www.tourism.umn.edu](http://www.tourism.umn.edu).



#### Economic Impact of Tourism in Minnesota

**Personnel:** Davidson-Peterson & Associates; **Financial support:** Carlson Chair for Hospitality, Travel & Tourism, Explore Minnesota Tourism, Minnesota Arrowhead Association, Minnesota Heartland Tourism Association, Southern Minnesota Tourism Association, Metro Tourism Committee

*A 12-month economic impact and traveler profile research study initiated in 2005. Quarterly reports will combine to create a comprehensive economic impact of tourism in Minnesota understood through onsite consumer interviews, resident telephone interviews as well as interviews with lodging managers.*



#### Visitor Profiles & Projections

##### Meander Art Crawl

**Personnel:** Ingrid E. Schneider, Raintry Salk, & Verna Monson; **Financial support:** Sustainable Development Partnerships

*A profile of Art Meander visitors, their expenditures, and area visit using an onsite contact throughout the Meander in September 2005 (n=178). Results provided essential information for future event planning, sponsorship, and product information.*



##### Study of Current Area Tourists: Customer Profiles - Southern Minnesota

**Personnel:** William Gartner, Ingrid E. Schneider, & Raintry Salk; **Financial support:** Chambers and Convention Bureaus of Blue Earth, Fairmont, Jackson, and Worthington; Explore Minnesota Tourism, and UM Tourism Center Carlson Endowment

*A profile of tourists along the I-90 corridor using an onsite contact over nine months (n=313). The report and presentations provided insight on effective marketing as well as destination development opportunities.*

##### Potential Market & Economic Analysis for the Red River Valley Bird Observatory & Gateway Nature Center

**Personnel:** Ingrid E. Schneider, Raintry Salk, & Daniel Erkkila; **Financial support:** City of Crookston

*This analysis highlighted the status of wildlife and nature-based travel in the region to ascertain the market potential of a Red River Valley Bird Observatory and Gateway Nature Visitor Center facility. Results will inform decision making for the attraction, as well as provide insight to other potential developments.*

##### Economic Impact of All-terrain Vehicles in Minnesota

**Personnel:** Ingrid E. Schneider & Tony Schoenecker; **Financial support:** All-terrain Vehicle Association of Minnesota

*Two components, a consumer questionnaire and manufacturing questionnaire, assessed the participants, their economic impact and the industry's impact in Minnesota. A report is expected January 2006.*

## MEETING OUR MISSION:

### Outreach Accomplishments 2005

Following the University's land-grant mission, the Tourism Center provided service to the citizens and businesses in Minnesota, the U.S., and across the globe. These experiences allowed us to disseminate our work, as well as highlight the University and the Center. In an effort to also highlight tourism at the University, we celebrated 'Tourism Week' where we showcased our programs and projects in a poster session and lunch.

#### A sampling of our presentations

##### At Your Service: Working with Multicultural Customers

**Personnel:** Cynthia Messer  
**Location:** Las Vegas, Nevada  
**Host:** National Assn of Community Development Extension Professionals

##### Festival Basics

**Personnel:** Kent Gustafson  
**Location:** Minneapolis, Minnesota  
**Host:** Interpride: International Assn of Lesbian, Gay, Bisexual & Transgender Pride Coordinators

##### Facilitating Community-driven Sustainable Tourism: The Case of the Tourism Resource Team Program

**Personnel:** Ingrid Schneider, Okey Ukaga, & Jennifer Heisey  
**Location:** Bar Harbor, Maine  
**Host:** Ecotourism in the U.S. Conference

#### A sampling of our facilitations

##### Green Routes Focus Groups

**Personnel:** Kent Gustafson  
**Location:** Minneapolis, Minnesota  
**Sponsor:** Renewing the Countryside

##### Board Retreat

**Personnel:** Kent Gustafson  
**Location:** Park Rapids, Minnesota  
**Sponsor:** Central Region Partnership of the Sustainable Development Partnerships

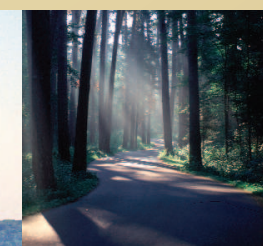
#### Boards and committees served

##### Across the state and globe

Corridor Task Force  
Goods for the Woods  
Minnesota Executive Women in Tourism  
Minnesota Festivals and Events Association  
National Extension Tourism Design Team  
Roseville Visitors Association  
St. Paul African American Heritage  
St. Paul Festival Association  
Sustainable Development Partnership Boards  
- Northeastern & Central MN  
Tour Minnesota Association  
Travel & Tourism Research Association  
Washburn High School Travel Academy  
World Tourism Organization

##### Within the University

All-University Council of Academic Professional and Administrators Advisory Committee  
Business Retention & Expansion Strategies Program  
Center for Urban and Regional Affairs  
Community Assistance Program  
Extension Community Vitality Program Leaders  
NewCollege Working Groups  
North Central Research and Outreach Center



© Explore Minnesota Tourism Photo



UNIVERSITY OF MINNESOTA



120 BioAgEng Building  
1390 Eckles Avenue  
St. Paul, MN 55108-6005 U.S.A.

Telephone: 612-624-4947  
Fax: 612-624-4264  
Email: [tourism@umn.edu](mailto:tourism@umn.edu)

Non-Profit Org.  
U.S. Postage  
PAID  
Permit #155

College of  
Natural Resources  
UNIVERSITY OF MINNESOTA

UNIVERSITY OF MINNESOTA  
Extension  
SERVICE