Rural Tourism Development

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About Today’s Talk…

- What is the tourism industry?
- Who are the “tourists”?
- How is tourism organized in LA?
- Your attractions base
- “There is help available”
- Q & A
What is the Tourism Industry?

- Broader definition of “industry”
- Group of profit-making and some public enterprises
- Economic sector that has developed around the activities and needs of the traveling public.
- Traveling public - business & leisure
Tourism & Econ. Development

- Piece of the diversification puzzle
- Should be considered as part of any community’s economic development strategy
- Creates jobs, income, and tax revenues
## Domestic Travel Expenditures

### LA Domestic Travel Expenditures 1995 and 1999

*values in millions of current dollars

<table>
<thead>
<tr>
<th></th>
<th>1995</th>
<th>1999</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE</td>
<td>$6,070.10</td>
<td>$7,681.73</td>
<td>26.6%</td>
</tr>
<tr>
<td>Caddo &amp; Bossier</td>
<td>$546.91</td>
<td>$711.89</td>
<td>30.2%</td>
</tr>
<tr>
<td>Lafayette</td>
<td>$206.86</td>
<td>$280.05</td>
<td>35.4%</td>
</tr>
<tr>
<td>Orleans &amp; Jefferson</td>
<td>$3,559.44</td>
<td>$4,515.79</td>
<td>26.9%</td>
</tr>
<tr>
<td>Ouachita</td>
<td>$106.14</td>
<td>$134.64</td>
<td>26.9%</td>
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<tr>
<td>East Baton Rouge</td>
<td>$382.83</td>
<td>$481.05</td>
<td>25.7%</td>
</tr>
<tr>
<td>Calcasieu</td>
<td>$195.46</td>
<td>$224.91</td>
<td>15.1%</td>
</tr>
<tr>
<td>Rapides</td>
<td>$87.68</td>
<td>$102.11</td>
<td>16.5%</td>
</tr>
<tr>
<td>St. Tammany</td>
<td>$102.17</td>
<td>$134.56</td>
<td>31.7%</td>
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## Domestic Travel Impact
18 Coastal Parishes

**Domestic Travel Impact-LA’s 18 Coastal Parishes 1990 and 2000**
(Expressed in 1990 dollars)

<table>
<thead>
<tr>
<th>Category</th>
<th>1990</th>
<th>2000 (Est.)</th>
<th>Percent growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditures (millions)</td>
<td>$549.87</td>
<td>$838.98</td>
<td>52.6</td>
</tr>
<tr>
<td>Payroll (millions)</td>
<td>77.54</td>
<td>146.3</td>
<td>88.7</td>
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<tr>
<td>Employment (thousands)</td>
<td>6.77</td>
<td>8.73</td>
<td>29.0</td>
</tr>
<tr>
<td>State Tax Receipts (millions)</td>
<td>28.04</td>
<td>45.03</td>
<td>60.6</td>
</tr>
<tr>
<td>Local Tax Receipts (millions)</td>
<td>14.73</td>
<td>20.13</td>
<td>36.7</td>
</tr>
</tbody>
</table>

* Excludes metropolitan Orleans and Jefferson parishes

Engines of 1990s growth??

- New Orleans- Pre-eminent destination!
- Casinos-mid 1990s +
- Heritage tourism- cultural and natural
- National and regional economic growth
- Capitalized on opportunities-leadership
Most recently...slowdown

- National and regional slowdown
- September 11 repercussions
- Re-orientation to drive-in markets
- Shake-out likely
So Who is a Tourist?

Visitor from some other location, and:

- may be...
  - on vacation
  - on business trips
- does not intend to stay permanently,
  - visiting friends or relatives
  - 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

7. Tourism is a 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

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. Enlightened and dedicated leadership is needed to make it happen!
Top Ten Tourism Truisms

3. Effective tourism organizations are accountable, rely of staff, involve all commissioners and the rest of the community.

2. It’s about $$$$ . Stable funding base, a plan, budget, and spend accordingly.

1. Ya gotta plan and plan some more! Effectiveness requires order and organization.
Speaking of Organization!

- 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, LBBA, LCOA, LAA
  - 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
Typical tourist commission & 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.**
The Community’s Attractions Base

- Attractions - a purpose of travel and focus of tourists’ interest
- Based on - resources and on activities or events
Your 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
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 ‘em in the area longer
  - Stretching limited marketing
  - Examples—West Feliciana and Concordia
Resources at your disposal...

- [http://www.latour.lsue.edu](http://www.latour.lsue.edu)
- Community and Economic Development Educators- LSU AgCenter
- SBDCs @ regional universities
- Office of Tourism
- LTPA- membership and participation