

Promoting Tourism in Rural America

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**Rural Information Center Publication Series, No. 60
Revised Edition**



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Center**



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This publication contains material that is considered accurate, readable, and available. The opinions expressed in this publication do not necessarily reflect the views of the United States Department of Agriculture. Inclusion of publications and software databases in this publication does not imply product endorsement.

Promoting Tourism in Rural America

INTRODUCTION

This publication is a revision of an earlier Rural Information Center publication focused on the potential for tourism development in rural America. Since the first edition of *Promoting Tourism in Rural America* there have been changes in what was supposed to be major resources for tourism information. First, the United States Travel and Tourism Administration (USTTA) was abolished during fiscal year 1996, and, second, the OuR-TOWN network and database have not been developed as hoped. Critical tourism functions of the USTTA have been transferred to the International Trade Administration (ITA). At the time of this writing an Internet site still exists for OuR-TOWN, but it is no longer updated.

Promoting Tourism is composed of bibliographic citations with annotations, contact lists of individuals, organizations, and agencies that focus their efforts on tourism and rural development. A list of selected journals pertinent to the topic is included.

This publication is by no means a comprehensive review of the existing literature on tourism. The author utilized the print and electronic resources available at National Agricultural Library's Rural Information Center with supplemental use of the Libraries of the University of Maryland at College Park. Efforts were made to provide the user with pertinent current and past material, and touch upon aspects and ideas of rural tourism that were not included prior to this time.

Since rural development is essentially an economic development issue, several other RIC publications may be useful to anyone using this resource on tourism. *A Guide to Funding Resources*, *Federal Funding for Rural Areas*, and others may be obtained from the Rural Information Center, (800) 633-7701.

BIBLIOGRAPHY

General

1
101 Ideas on Economic Development. Cal Clark.
Omaha, NE: Peoples Natural Gas, 1994. 115 p.

This publication is a compilation of newspaper columns written by the author. Divided into sections that largely focus on different aspects of economic development, it may serve as a readable layman's guide. Possibly biased and limited in focus to the mid-west.

2
101 More ideas on Economic Development. Cal Clark. Omaha, NE: UtiliCorp United, 1997. 128 p.

Compilation of newspaper columns by the author.

3
Amenities for Rural Development: Policy Examples. Organization for Economic Co-operation and Development. Paris: OECD, 1996. 114 p. NAL Call No.: HN49.C6A44 1996.

This publication by a multi-national trade and economic development organization provides case studies of rural development in many different nations including the U.S.. Chapter five focuses on "Managing Rural Amenities in the United States." It includes information about types of funding and techniques to finance rural development.

4
Community Tourism Assessment Handbook. Jane L. Brass, ed. Corvallis, OR: Western Rural Development Center, Oregon State University, 1996. NAL Call No.: G155 U6C65 1994.

Well organized nine chapter publication covering all basics of tourism. Chapter three focuses on Surveying community resident attitudes. Draft forms, sample charts, and Q & A checklists found throughout.

5
Discovered Country: Tourism and Survival in the American West. Scott Norris, ed.

Albuquerque, NM: Stone Ladder Press, 1994. 249 p.

Devoted entirely to tourism in the western United States, this book is composed mostly of critical essays. 14 photographs are included.

6
Enhancing Rural Economies Through Amenity Resources: A National Policy Symposium. Joanne F. Zeigler, ed. State College, PA: Pennsylvania State University, 1991. 196 p.

Certain essays are outdated, but many are still pertinent. Symposium sessions focused on developing policies, amenity resources, partnerships, transportation, and quality of life issues. List of symposium participants included.

7
Ethnic Variation in Leisure and Recreational Interests. Edward J. Jepson, Jr., David W. Marcouiller. CLP Bibliography 311. Chicago, IL: Council of Planning Librarians, 1994. 24 p.

This annotated bibliography includes material to assist planners in understanding the ethnic selections in leisure and recreation behavior and preferences.

8
"Leaders' Perspectives on Rural Tourism: Case Studies in Pennsylvania." Lisa Bourke and A.E. Luloff. *Journal of the Community Development Society* 26 no.2 (1995): 224-39. NAL Call No.: HN49C6J6.

Case-study of local leader and resident attitudes toward and perceptions of tourism development efforts. Analyses economic benefits, social impacts. local participation, and threats to rurality associated with tourism. Findings contradict earlier literature. Emphasis is on local participation.

9
"Local Dependency, Land Use Attitudes, and Economic Development: Comparisons Between Seasonal and Permanent Residents." Gary P. Green, David Marcouiller, Steven Deller, Daniel Erkkila, and N.R. Smith. *Rural Sociology* 61 no.3 (1996): 427-445. NAL Call No.: 275.29 K4152.

Examines attitudes toward land use controls and economic development among seasonal and permanent residents. Case specific to a northern Wisconsin county, but useful to any region that has seasonal residents. Study shows that these two groups often differ in opinion on these two issues.

10

Niche Markets and Rural Development: Workshop Proceedings and Policy Recommendations. Organization for Economic Cooperation and Development. Paris: OECD, 1995. 142 p. NAL Call No.: HN49.C6N5 1995.

Niche markets are defined as special, small, defensible areas of a larger market. Niche market products are specialized. This item is a compilation of workshop papers applicable to rural communities worldwide. Notable is Chapter 6 -- "Creating Niche Markets in a Growing Sector: Rural Tourism."

11

"Organizing Resources for Rural Tourism Development: The Importance of Leadership, Planning and Technical Assistance." Patrick T. Long and Jonelle S. Nuckolls. *Tourism Recreation Research* 19 no.2 (1994): 19-34.

Very detailed analyses of the role of leadership, planning, and technical assistance in tourism development. Several cases are examined. Planning chart, assistance provider matrix, and substantial literature citations are included.

12

"Planned Retirement/Recreation Communities are Among Development Strategies Open to Amenity-Rich Rural Areas." Paul B. Siegal, Frank O. Leuthold, and Judith I. Stallman. *Rural Development Perspectives* 10 no. 2 (1995): 8-14. NAL Call No.: aHN90.C5R78.

This article details one project to attract new retirees to a rural community. Focus is on increasing local tax revenue without the dramatic increased demand for services. Study is place specific, but applicable to other areas.

13

Planning for Balanced Development: A Guide for Native American and Rural Communities. Susan Guyette. Santa Fe, NM: Clear Light Publishers, 1996. 312 p.

Includes chapters on sustainable development, cultural revitalization, business development, and generating funding. Appendices of state art and state humanities councils, north american Indian cultural centers and museums, and business plan guidelines included.

14

Q and A about Rural Tourism Development: Based on Questions from the Turn it Around with Tourism Teleconference. Barbara Koth, Glenn Kreag, and Matthew Robinson, comps. St.Paul, MN: Minnesota Extension Service, University of Minnesota, 1993.119 p.

Compiled from over 100 questions, and answers many of the questions common among those involved with rural tourism. Covers community involvement, planning, services, funding, marketing, and the politics surrounding rural development. Includes a contact list of tourism specialists who contributed.

15

"Railroads, Tourism, and Native Americans in the Greater Southwest." Shelby J. Tisdale. *Journal of the Southwest* 38 no.4 (1996): 433-462.

Detailed history of tourism in the southwestern U.S., and how railroads effected its development and the lives and traditions of Native Americans of the region. Useful background for any examination or venture into tourism in the region.

16

"Rural Action Class Perceptions of Tourism and its Potential for Economic Development: Case Studies from Four Rural Pennsylvania Counties." Steven W. Burr. *General Technical Report*, No. INT-323 (1995): 82-89.

Conducted in rural Pennsylvania the applicability of this study goes beyond one state. Local residents' understanding of and commitment to tourism as a development tool is very important. Can be complex and appear technical. Implications of study are detailed and relevant.

17

Rural Development in the United States: Connecting

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Theory, Practice, and Possibilities. William A. Galston and Karen J. Baehler. Washington, DC: Island Press, 1995. 353 p. NAL Call No.: HN90.C6G35 1995.

This book provides a broad overview of rural development in general. Significant background and context of development is given, as is a seven part sectoral analysis. Chapter eight, "Tourism," focuses on various development strategies.

18

Rural Development Strategies. David W. Sears and J. Norman Reid, eds. Chicago, IL: Nelson-Hall, 1995. 304 p. NAL Call No.: HN90.C6R775 1995.

This book looks at rural development and public policy, and primarily how it has changed since the mid-1980s. Noteworthy are two chapters that focus on "The importance of local airports to rural businesses," and "Prisons and rural communities."

19

Rural Tourism Handbook: Selected Case Studies and Development Guide. United States Travel and Tourism Administration. Washington, DC: USTTA, 1993. 188p.

This is a compilation of case studies that focus on different aspects of rural tourism and development. Divided into six different sections, it provides examples to guide you through issues related to the benefits and challenges, leadership, organization, assessment, goals, and marketing of rural tourism.

20

Strategies for Rural Competitiveness: Policy Options for State Governments. Thomas W. Bonnett. Washington, DC: Council of Governors' Policy Advisors, 1993. 176 p. NAL Call No.: HN90.C6B66 1993.

This book examines rural development and competitiveness from a global perspective, showing how rural communities are inseparably linked to international economics and politics. It demonstrates why state governments should be concerned about the lack of rural competitiveness, and how public policy can address this issue. Chapter 4 on specific strategies is included.

21

Tourism: a New Perspective. Peter Burns and Andrew Holden. London: Prentice Hall, 1995. 239 p.

Encompasses most every aspect of tourism of interest to

community and organization leaders. Not a case study, but a complete source for placing tourism in global context, as well as planning tourism from the grass roots.

22

"Tourism and Food Service: Two Sides of the Same Coin." Stephen Elmont. *Cornell Hotel and Restaurant Administration Quarterly* 36 no.1 (1995): 57-63.

Ostensibly directed at government officials in developing countries, this report is useful to any region or community considering tourism development. Itemizes reasons to develop food service industry, and describes the role of government and private sector leaders in this process. Applicable as an integrated approach to tourism development.

23

"Tourism Means More Than Money to the Host Community." Claudia, Jurowski. *Parks and Recreation* 31 no.9 (1996): 110-118. NAL Call No.: 98.8P23.

Focuses on the non-economic benefits of tourism. Identifies three significant groups of citizens within a community: the attached resident, the resource user, and the environmentalist. Identifies some non-economic benefits and suggests activities to gain support from these three groups.

24

"Tourism on American Indian Lands in the USA." Alana Lew. *Tourism Management* 17 no.5 (1996): 355-365.

Based on a survey of over 330 Native American tribal governments, this report provides a cross-section of the tourism management structures in place across the U.S. Useful to anyone considering tourism on a reservation or analyzing tourism management on Indian reservations within the United States.

25

Tourism Planning. David W. Marcouiller. CPL Bibliography No. 316. Chicago, IL: Council of Planning Librarians, 1995. 37 p.

This annotated bibliography is for professional tourism planners and all those interested in strategic planning for tourism development.

26

"Toward Integrative Tourism Planning in Rural America." David W. Marcouiller. *Journal of Planning*

Literature 11 no.3 (1997): 337-357.

In depth examination of integrative planning literature past and present. Emphasis on integrating rural tourism planning efforts within the broader regional development contexts with respect to existing political, social, cultural, and environmental atmosphere. Useful charts for planning and monitoring the planning process included. Extensive reference list.

27

A Training Guide for Rural Tourism Development. Barbara Koth, Glenn Kreag, and John Sem. St. Paul, MN: Rural Tourism Center, Minnesota Extension Service, 1995. 1 vol.

Designed as a practical training tool and comprehensive 300 page reference guide, this publication provides how-to information for rural communities working on tourism programs. Along with the training guide, two videos, *Success Story Video* and *Turn it Around with Tourism*, were also developed and are available through the Tourism Center. For ordering information contact: The Rural Tourism Center, Minnesota Extension Service, University of Minnesota, Room 3, Coffey Hall, 1420 Eckles Ave., St. Paul, MN 55108. Or Telephone: 612-625-8173.

28

Using County Sales Tax to Identify Tourism Trends: Selected Wisconsin Counties. Prepared by David W. Marcouiller, Jeffery A. Alpi. Extension Report 95.1. Madison, WI: Tourism Research and Resource Center, University of Wisconsin-Extension/ Madison, 1995.

This report discusses the trend of the use of county outlines trends in tourism-sensitive business sectors at the county level using sales tax information provided by the State. Generally, higher net sales tax per capita are found among counties where tourism is relatively more important.

29

World Tourism at the Millennium: An Agenda for Industry, Government, and Education. D.L. Edgell Washington DC: U.S. Travel and Tourism Association, U.S. Dept. of Commerce, 1993. 64 p. NAL Call No.: G155.A1E33 1993.

Very broad report intended to show tourism's impact on the world and the world's impact on tourism. No specific

regional or national focus. Useful in understanding global economic forces.

Bed & Breakfasts

30

So--You Want to be an Innkeeper: The Complete Guide to Operating a Successful Bed & Breakfast Inn. Mary E. Davies, Pat Hardy, JoAnn M. Bell, and Susan Brown. San Francisco, CA: Chronicle Books, 1996.

This book provides information on most every aspect of finding, starting, and operating a B & B. Detail is more extensive than many other guides.

31

Start and Run a Profitable Bed and Breakfast; Your Step-by-step Business Plan. Monica Taylor and Richard Taylor. North Vancouver, BC: Self-Counsel Press, 1992. 206 p.

A detailed guide to opening and operating a B & B. Portion on "Renovations", sample forms, and charts for estimates and record keeping included. Also contains contact and publication list of tourism offices.

32

Starting a Bed & Breakfast. Edward L. Smith and Ann K. Smith. Morgantown, WV: Extension Service, West Virginia University, (1993?). R.D. No. 767. 20p. NAL Call No.: HN79.W43C67.

A useful summary guide to issues surrounding the establishment of a B&B. Background, marketing, law, organization and planning are covered. A "forms" checklist is included.

Ecotourism/Sustainable Development

33

"Conservation, Community, and Rural Economic Development." Rebecca Bryant. *National Civic Review* 86 no.2 (1997): 181-87.

Focuses on Ecotrust, a non-profit conservation group based in the Pacific Northwest. Ecotrust advocates an approach to rural development that is not dependent on "urban job generators." Rather, emphasis is placed upon creating local wealth, improving the quality of life, and utilizing local resources.

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34

Ecotourism: A Guide for Planners and Managers. Kreg Lindberg and Donald E. Hawkins, eds. North Bennington, VT.: Ecotourism Society, 1993. 175 p.

Largely international in scope. Intended for larger scale tourism operations. Useful general information and overview of ecotourism.

35

Ecotourism: An Annotated Bibliography for Planners and Managers. Paul F.J. Eagles and Per Nilsen, eds. North Bennington, VT: The Ecotourism Society, 1997. 4th ed. 124p.

An annotated bibliography of ecotourism articles and publications. Subject areas covered include: ecotourism planning, economic issues, community development, local participation, and conservation education and development. Ordering information can be obtained from The Ecotourism Society listed under the National Organizations section in this publication.

36

Ecotourism and the Florida State Parks : A Marketing Plan to Promote Responsible Ecotravel in Florida. Tallahassee, FL: Division of Recreation and Parks, Bureau of Operational Services, Ecotourism Marketing, 1997. 11 p.

This marketing plan stresses responsible, or ethical promotion, conservation and protection of natural areas open to visitors. In this case, the emphasis is on Florida state parks.

37

Environmental Issues of Tourism and Recreation. Zbigniew Mieczkowski. Lanham, MD: University Press of America, 1995. 552 p.

Very thorough book covering many aspects of tourism and the environment. Both negative and positive impacts, issues of sustainability and management, and ecotourism are treated.

38

Linking Tourism, the Environment, and Sustainability. Stephen F. McCool and Alan E. Watson, comps. Ogden, UT: Intermountain Research Station, U.S. Department of Agriculture, 1995. 95 p. INT-GTR-323 NAL Call No.: aSD11A48.

A compilation of 14 essays covering concepts of sustainability, the market for sustainable tourism, and quality of life issues. Each essay is multi-authored and contains extensive references.

39

Nature-based Tourism : A Workbook. Tallahassee, FL: Florida Game and Fresh Water Fish Commission, 1996? 1 vol.

This workbook is based on Florida's industry and needs, however it is a model for setting up an inventory and working document for any state.

40

Nature-based Tourism Enterprises. Thomas D. Potts. Clemson, SC: Department of Parks, Recreation, and Tourism Management, Clemson University, 1993. 10 p. NAL Call No.: G155A1P68 1993.

A beginner's guide to starting your own nature-based tourism business. Tips on all aspects of start-up issues included.

41

Nature Tourism: Managing for the Environment. Tensie Whelan, ed. Washington, DC: Island Press, 1991.

Chapter 5 focuses on "Ecotourism on family farms and ranches in the American West." Chapters 1 and 9 focus on the sustainability of ecotourism.

42

"Sustainable Community Tourism Development Revisited." Marion Joppe. *Tourism Management* 17 no.7 (1996): 475-479.

Brief but intriguing argument that community development is often touted as beneficial to the community residents while they actually bare the "costs", but often not the profits. Suggests that community tourism developers emphasize and examine benefits to locals and avoid treating communities as a commodity to be bought and sold.

Parks & Rails to Trails

43

Economic and Social Significance of Recreational Access for the Rural Community. Tommy L. Brown and Daniel J. Decker. Morgantown, WV: Extension Service, West Virginia University, 1993. R.D. No. 759.

16 p. NAL Call No.: HN79.W43C67.

This paper focuses attention on the use of renewable natural resources in meeting the growing need for outdoor recreation and tourism in rural communities. Emphasis is on the use of private land and cooperation between local and/or state authorities and land owners.

44

“Economic Impacts of Guided Whitewater Rafting: a Study of Five Rivers.” Donald B.K. English and J.M. Bowker. *Water Resources Bulletin* 32 (December 1996): 1319-1328. NAL Call No.: 292.9 Am34.

This article examines/estimates the statewide economic impact of guided whitewater rafting on five rivers in six different states. The states included are North Carolina, West Virginia, Maine, Idaho, and Georgia along with South Carolina. Can be technical at times, but a thorough analysis of the economic benefits and potential detriments is included.

45

“The Economic Impact of Rail-trails: A Study of the Users and Property Owners from Three Trails.” Roger L. Moore, Alan R. Graefe, Richard J. Gitelson, and Elizabeth Porter. *Journal of Park and Recreation Administration* 12 no. 2 (1994): 63-72.

Article focuses specifically on the economic effects of rail trails in three specific cases. Focus is entirely on economic impact. Method and analysis of study included.

46

The Impacts of Rail-trails: A Study of the Users and Nearby Property Owners from Three Trails. Roger L. Moore. Washington, DC: Rivers, Trails, and Conservation Assistance Program, National Park Service, 1992. 6 p. NAL Call No.: HD75.6.I46 1992.

This study concentrated on three rail-trails nationwide and sought to reveal the effects, if any, the trails had on local economies, adjacent landowners, and adjacent property values. Detailed comparative charts are included.

47

“Move Over, Casey Jones.” Kelly Hill. *State Legislatures*. 23 (January 1997): 9.

Current one page summary of rails-to trails status. Highlights successes and cites some controversies.

48

Rails to Trails: An Overview of ICC Rules. Interstate Commerce Commission. Washington, DC: U.S. Government Printing Office, 1993. 21 p.

Brief overview of rules pertaining to the organization and reclamation of railways. Concise and elucidating. Appendices include national park service contacts, Rails-to-trails Conservancy offices, and state trail use contacts. Sample condition and trail use requests included.

49

Secrets of Successful Rail-trails: An Acquisition and Organizing Manual for Converting Rails into Trails. Karen-Lee Ryan and Julie A. Winterich, eds. Washington, DC: Rails to Trails Conservancy, 1993. 178 p. NAL Call No.: GV199.4.S43 1993.

This book is an organizational resource providing techniques and technical information helpful to any community(ies) investigating alternative uses for old or existing railways. Appendices include state conservation corps programs, major railroad companies, and state ISTEAs contacts.

50

“Steps to Funding Multi-use Trails.” Michael Jones. *Parks and Recreation* 29 no.3 (1994): 49-53.

Brief guidelines for seeking primarily federal funding for multi-use trails through ISTEA (Intermodal Surface Transportation Efficiency Act). Monetary figures presented in the article will vary from current funding levels, however, information is useful.

Heritage/Cultural Tourism

51

Cultural Tourism in the United States: a Position Paper for the White House Conference on Travel and Tourism. Developed by the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Sciences and The President’s Council on the Arts and the Humanities. Washington, DC: 1995. 8p.

A White House position paper on cultural tourism within

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the United States.

52

Experiences and Benefits: A Heritage Tourism Development Model. John Sem, Mike Teskey, and Liz Watchorn. Ogden, UT : USDA, Forest Service, 1997. 83p.

Provides in depth information on heritage tourism. From what is heritage tourism to how to develop heritage tourism programs. Definitions, models, and case studies. Also includes a Heritage Tourism Resource List.

53

“Gambling on the Lure of Historic Preservation: Community Transformation in Rocky Mountain Mining Towns.” Katherine Jensen and Audie Blevins. *Journal Community Development Society* 26 no. 1 (1995): 71-92 NAL Call No.: HN49.C5J5.

This article examines the decision of four separate towns to engage in legalized gambling, and the resulting effects. Deadwood, South Dakota and three Colorado mining towns are the focus. Economic development, tourism promotion, and historical preservation are compared. Detrimental effects are discussed.

54

Getting Started: How To Succeed In Heritage Tourism. National Trust for Historic Preservation. Washington, DC: National Trust for Historic Preservation, 1993. 46 p. NAL Call No.: G155.U6G48 1993.

This is a guide book that provides case studies from The National Trust’s Heritage Tourism Initiative in 1989. There were sixteen pilot areas in four states that participated in a three-year program. This book provides information about those experiences from the pilot areas and describes principles and steps that have been successful in developing Heritage Tourism programs.

55

Heritage Tourism: Partnership and Possibilities. Joint publication of the American Association for State and Local History and the National Trust for Historic Preservation. Nashville, TN: American Association for State and Local History, 1994. 12p.

This joint publication provides sections on : *Tourism: History’s Wake Up Call* by Cheryl M. Hargrove; *Heritage Regions and Local History: Whole Places,*

New Possibilities by T. Allen Comp; and *Standing Out in the Crowd* by William T. Alderson.

56

“Heritage, Tourism and Rural Regeneration: The Heritage Regions Programme in Canada.” Vanessa Brown. *Journal Of Sustainable Tourism* 4 no. 3 (1996): 174-182.

Two case-studies of regional efforts in Canada to utilize the natural, built, and cultural heritage for rural development. Labrador Straits and Manitoulin Island are the focus.

57

Heritage Tourism Resource Manual. Compiled by the Heritage Tourism Program of the National Trust for Historic Preservation. Washington, DC: National Trust for Historic Preservation, 1995. 30p.

This is a reference manual which lists national organizations that can provide assistance in heritage tourism. For ordering information contact the National Trust for Historic Preservation listed under the National Organizations section in this publication.

58

Inventing New England: Regional Tourism in the Nineteenth Century. Dona Brown. Washington, DC: Smithsonian Institution Press, 1995. 253 p.

Book of significant historical and cultural perspective on tourism in New England. Conveys the depth to which tourism is embedded in American culture. Many ideas which may still be relevant are included.

59

“Linking the Past with the Future: Historical Preservation.” Kristi Hetland. *Rural Development News* 17 no. 3 (1993): 1-3. NAL Call No.: HN79.A14R87.

Brief article covering the “why” and “how” of historical preservation and its economic potential. Examples and contacts cited pertain to Minnesota, but history can be found everywhere.

60

“Literary Tourism and Sustainable Tourism: Promoting “Anne of Green Gables” in Prince Edward Island.”

Shelagh J. Squire, *Journal of Sustainable Tourism* 4 no. 3 (1996): 119-134.

Article examines literary tourism as a form of cultural and sustainable tourism. Focus in on use of local or regional literary contributions to promote tourism. Applicable to regions other than PEI and Canada.

61

“Mines and Quarries: Industrial Heritage Tourism.” J. Arwell Edwards and Joan Carles Llures i Coit. *Annals of Tourism Research* 23 no.2 (1996): 341- 343.

Explores the potential of industrial sites, specifically mining sites, as heritage tourism attractions. Case-studies are of foreign sites, but information is applicable to other industrial sites.

62

Multi-Cultural Tourism Development Workbook. Denver, CO: Western Entrepreneurial Network, 1995. 4 vols. with accompanying videos.

This is a series of workbooks specifically aimed at multi-cultural tourism development in communities. Each workbook also has a corresponding case study video available, but is a separate purchase. The workbooks cover specific cultural communities and discuss the challenges to cultural tourism development, the planning process, and describes communities that are actively implementing a cultural tourism proposal. There are four separate workbooks and videos in these areas: *African American Multi-Cultural Tourism Development*, *Asian American Multi-Cultural Tourism Development*, *Hispanic, Chicano, and Latin American Multi-Cultural Tourism Development*, and *Native American Multi-Cultural Tourism Development*. Ordering information can be obtained through: the Western Entrepreneurial Network, Colorado Center for Community Development, University of Colorado at Denver, PO Box 173364, Campus Box 128, Denver, CO 80217-3364.

63

Partners in Tourism: Culture and Commerce. Ed. by Donald Garfield. Washington, DC: American Association of Museums, 1997. 34p.

This is a collaborative effort at providing information and resources on tourism and cultural tourism issues. The partners in this publication include: American Association for Museums, Americans for the Arts, Federation of

State Humanities Councils, National Assembly of State Arts Agencies, National Association for African-American Heritage Preservation, National Center for Heritage Development, National Conference of State Historic Preservation Officers, National Trust for Historic Preservation, National Endowment for the Arts, National Endowment for the Humanities, Institute of Museum and Library Sciences, and the Presidents Council on the Arts and the Humanities.

64

Profiles of Travelers Who participate in Historic and Cultural Activities: Results from the TravelScope Survey. TIA. Washington, DC: TIA, 1997. 138p.

This publication is mainly comprised of statistics for historic and cultural tourism industry based on a TravelScope survey.

65

Touring Historic Places: A Manual for Group Tour Operators and Managers of Historic and Cultural Attractions. Priscilla Baker. Washington, DC: National Trust for Historic Preservation, 1995. 18 p.

This manual was compiled by the Heritage Tourism Program of the National Trust for Historic Preservation to meet the needs of tour operators and managers of historic and cultural attractions. Covers information on the tourist trade, sightseeing businesses, and historic sites.

66

Views from the Road: a Community Guide for Assessing Rural Historic Landscapes. David H.Copps. Washington DC: Island Press, 1995. 174 p. NAL Call No.: E159.C78 1995.

Book that identifies roadways as a tool for discovering, developing, and highlighting the historic and cultural landscape of a region. Case studies of Red Hills and Bluegrass regions of Kentucky.

Marketing

67

“Community Culture and Marketing Strategy as Sources of Economic Development Competitive Advantage: A Study among Rural U.S. Communities.” Daryl McKee, Milan Wall, and Vicki Luther. *Journal of Macromarketing* 17 no.1 (1997): 68-87.

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Study of 15 communities that experienced successful economic development in “harsh economic environments.” Concept of community culture is detailed. Economic development leadership, community spirit, and pursuit of growth industry are identified as powerful predictors of development performance.

68

“Making History Seem Tempting: Marketing an Historic Site as a Visitor Attraction.” Ray Wigle. *Journal of Travel and Tourism Marketing* 3 no. 2 (1994): 95-101.

Case-specific article that focuses on Old Fort Niagara historic site in New York state. General approaches and techniques for marketing and funding are covered. Old Fort Niagara is 90% ‘self-funded’.

69

Recent Advances in Tourism Marketing Research. Daniel R. Fesenmaier, Joseph T. O’Leary, and Muzaffer Uysal, eds. New York: Hawthorne Press, 1996. 279 p.

A book of global perspective, but valuable to leaders of communities with established tourism structure and those just developing.

70

“Regional Tourism Marketing: An Analogical Approach to Organizational Framework Development.” Peggy O. Shields and Timothy J. Schibik. *Journal of Travel and Tourism Marketing* 4 no.1 (1995): 105-113.

A practical analogical model for organizing regional tourism planning efforts. Regional networks are compared to shopping centers. Problems faced and a guide to enacting this approach included.

Measuring Impact

71

“A Bumpy Economic Road for Rural Communities: Portraying the Reactions of Local Leaders to Facility Closures and Economic Development in Six Mid-western States.” Tim Knapp, F. Larry Leistritz, and Kenneth Root.” *Small Town* 27 no.2 (September-October 1996): 12-19. NAL Call No.: HT101.S52.

Survey of almost 1,400 non-urban communities used to assemble data on attitudes after facility closures. Valuable info. about economic development efforts used

by study communities included. Results indicate larger towns are better situated to survive and recover from facility closures.

72

Community Economic Analysis: A How to Manual. Ronald J. Hustedde, Ron Shaffer, and Glen Pulver. Ames, IA: North Central Region Center for Rural Development, 1993. 65 p. NAL Call No.: HN49 C6H87.

Presented in Q & A format, answers are detailed and supported by charts, graphs, formulas, and appendices. A case example is included.

73

Cost-Benefit Analysis of Local Tourism Development. George Goldman, Anthony Nakazawa, and David Taylor. Corvallis, OR: Western Rural Development Center, Oregon State University, 1994. 9 p. No. 147. Available at URL: <http://www.orst.edu/dept/WRDC/wrep146.html>

This paper offers a walk through of the steps required to perform a cost-benefit study for tourism assessment. Examples are included along with charts to organize the needed information. A list of reasons to conduct such a study are also included.

74

The Economic Impact of Visitors to Your Community. George Goldman, Anthony Nakazawa, and David Taylor. Corvallis, OR: Western Rural Development Center, Oregon State University, 1994. 11 p. No. 144. Available at URL: <http://www.orst.edu/dept/WRDC/wrep144.html>

This paper examines why an economic impact study is important and should be conducted before any community undertakes efforts to promote tourism. The total environment--social, biological, and business--is emphasized. It includes 6 steps to create and tailor a plan to your community.

75

Estimating Community Visitor Days. George Goldman, Anthony Nakazawa, and David Taylor. Corvallis, OR: Western Rural Development Center, Oregon state University 1994. 9 p. No. 146. Available at URL: <http://www.orst.edu/dept/WRDC/wrep146.html>

This paper provides a useful framework for estimating

the impact that increased tourism may have on a community. A formula for estimating the potential of existing tourist attractions is provided, as is a guide for estimating the potential of new attractions. Attention is also given to assessing existing and additional community support services in anticipation of increased tourist visitation.

76

Impact of Visitor Expenditures on Local Revenues.

George Goldman and Anthony Nakazawa. Corvallis, OR: Western Rural Development Center, Oregon State University, 1994. 9 p. No. 145. Available at URL <http://www.orst.edu/dept/WRDC/wrep145.html>

How much of the money spent by tourists actually stays in the community? This guide will help you to determine precisely the impact visitors have on local revenues. Nine steps to creating a custom income multiplier are included, as well as examples to further clarify each step.

Federal Funding Sources

(10.212) Small Business Innovation Research

AGENCY: COOPERATIVE STATE RESEARCH, EDUCATION AND EXTENSION SERVICE, DEPARTMENT OF AGRICULTURE

OBJECTIVES: To stimulate technological innovation in the private sector, strengthen the role of small businesses in meeting Federal research and development needs, increase private sector commercialization of innovations derived from USDA-supported research and development efforts, and foster and encourage participation, by women-owned and socially disadvantaged small business firms in technological innovation.

INFORMATION CONTACTS:

Headquarters Office: SBIR Director, Cooperative State Research, Education, and Extension Service, Department of Agriculture, Ag Box 2243, 14th and Independence Ave., SW., Washington, DC 20250-2243. Telephone: (202) 401-4002.

(10.500) Cooperative Extension Service

AGENCY: COOPERATIVE STATE RESEARCH, EDUCATION, AND EXTENSION SERVICE, DEPARTMENT OF AGRICULTURE

OBJECTIVES: To help people improve their lives and communities through an educational process that uses scientific knowledge focused on issues critical to the economic, agricultural, societal, health/safety, and environmental progress of all Americans. Identify and solve their farm, home, and community problems through the practical application of research findings of USDA and the land-grant colleges and Universities. The Cooperative Extension System is a future-oriented, self-renewing, national educational network providing excellence in programs that focus on contemporary issues and needs of people.

INFORMATION CONTACTS: In blue pages of telephone directory: USDA State Rural Development, or Farmers Home contact.

(10.767) Intermediary Relending Program

Promoting Tourism in Rural America

AGENCY: RURAL BUSINESS- COOPERATIVE SERVICE, DEPARTMENT OF AGRICULTURE

OBJECTIVES: To finance business facilities and community development.

INFORMATION CONTACTS:

Regional or Local Office: RBS State Office

Headquarters Office: Rural Business-Cooperative Service, Room 6321, South Agriculture Bldg., Washington, DC 20250-0700. Telephone: (202) 690-4100. FTS is not available.

(10.769) Rural Development Grants

AGENCY: RURAL BUSINESS- COOPERATIVE SERVICE, DEPARTMENT OF AGRICULTURE

OBJECTIVES: To facilitate the development of small and emerging private business, industry, and related employment for improving the economy in rural communities.

INFORMATION CONTACTS:

Regional or Local Office: Consult your local telephone directory for RD District Office number. If no listing, get in touch with appropriate Rural Development State Office.

Headquarters Office: Director, Specialty Lenders Division, Rural Business- Cooperative Service, Department of Agriculture, Washington, DC 20250-3222. Telephone: (202) 720-1400. Use the same number for FTS.

(10.771) Rural Cooperative Development Grants

AGENCY: RURAL BUSINESS- COOPERATIVE SERVICE, DEPARTMENT OF AGRICULTURE

OBJECTIVES: To establish and operate centers for rural technology and cooperative development to improve the economic condition in rural areas by promoting the development and commercialization of new services and products that can be produced or provided in rural areas.

INFORMATION CONTACTS:

Regional or Local Office: Contact the appropriate RECD State Office .

Headquarters Office: Director, Specialty Lenders Division, Rural

Business-Cooperative Service, Department of Agriculture, Washington, DC 20250. Telephone: (202) 720-1400. Use the same number for FTS.

(10.772) Empowerment Zones Program

AGENCY: OFFICE OF COMMUNITY DEVELOPMENT, DEPARTMENT OF AGRICULTURE

OBJECTIVES: The purpose of this program is to provide for the establishment of empowerment zones and enterprise communities in rural areas to stimulate the creation of new jobs, particularly for the disadvantaged and long-term unemployed, and to promote revitalization of economically distressed areas.

INFORMATION CONTACTS:

Regional or Local Office: All Department of Agriculture, Rural Development, State offices, ATTN: State Director.

Headquarters Office: USDA, Office of Community Development - 300 7th St. SW., Reporters Bldg., Room 701, Washington, DC, 20024, ATTN: Victor Vasquez, Acting Deputy Administrator. Telephone: (202) 619-7981. Two dedicated EZ/EC Hotline numbers (1-800-645-4712 and 1-800-851-3403) have been established to answer questions and make referrals for information concerning eligibility criteria, the application process, technical assistance and workshops. FTS is not available.

(10.768) Business and Industrial Loans

AGENCY: RURAL BUSINESS- COOPERATIVE SERVICE, DEPARTMENT OF AGRICULTURE

OBJECTIVES: To assist public, private, or cooperative organizations (profit or nonprofit), Indian tribes or individuals in rural areas to obtain quality loans for the purpose of improving, developing or financing business, industry, and employment and improving the economic and environmental climate in rural communities including pollution abatement and control.

INFORMATION CONTACTS:

Regional or Local Office: Consult your local telephone directory for appropriate RBS State office.

Headquarters Office: Administrator, Rural Business-Cooperative Service, Department of Agriculture, Washington, DC 20250-0700. Telephone:

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(202) 690-4730. Use the same number for FTS.

(10.766) Community Facilities Loans

AGENCY: RURAL HOUSING SERVICE (RHS),
DEPARTMENT OF AGRICULTURE

OBJECTIVES: To construct, enlarge, extend, or otherwise improve community facilities providing essential services to rural residents.

INFORMATION CONTACTS:

Regional or Local Office: Consult your local telephone directory for Rural Development County or District Office numbers. If no listing, contact the appropriate Rural Development State office.

Headquarters Office: Director, Community Facilities Division, Rural Housing Service, Department of Agriculture, Washington, DC 20250-3222. Telephone: (202) 720-1490. Use the same number for FTS.

(10.854) Rural Economic Development Loans and Grants

AGENCY: RURAL BUSINESS- COOPERATIVE SERVICE, DEPARTMENT OF AGRICULTURE

OBJECTIVES: To promote rural economic development and job creation projects, including funding for project feasibility studies, start-up costs, incubator projects, and other reasonable expenses for the purpose of fostering rural development.

INFORMATION CONTACTS:

Regional or Local Office: Consult your local telephone directory for RD District Office number. If no listing, contact appropriate Rural Development State Office.

Headquarters Office: Director, Specialty Lenders Division, Rural Business-Cooperative Service, Department of Agriculture, Washington, DC 20250. Telephone: (202) 720-1400. Use the same number for FTS.

(15.124) Indian Loans-Economic Development

AGENCY: BUREAU OF INDIAN AFFAIRS,
DEPARTMENT OF THE INTERIOR

OBJECTIVES: To provide assistance to Federally Recognized Indian Tribal Governments, Native American Organizations, and individual American Indians in obtaining financing from private sources to

promote business development initiatives on or near Federally Recognized Indian Reservations.

INFORMATION CONTACTS:

Regional or Local Office: Lendees must submit applications to the local Bureau of Indian Affairs or with the Tribal Government administering the program.

Headquarters Office: Office of Economic Development, Bureau of Indian Affairs, 1849 C St., NW, MS-2061, Washington, DC 20240. Telephone: (202) 208-5324. Contact: Orville Hood.

(23.001) Appalachian Regional Development

OBJECTIVES: To create opportunities for self-sustaining economic development and an improved quality of life for the people of Appalachia through joint Federal-State-local efforts; to stimulate investments in public services and facilities that will attract private sector investments and result in accelerated social and economic development; to help establish a set of institutions in Appalachia capable of permanently directing the long-term development of the Region; and on a joint Federal-State-local basis, to develop comprehensive plans and programs to help accomplish the overall objectives of Appalachian development.

INFORMATION CONTACTS:

Regional or Local Office: See Appendix IV of the Catalog.

Headquarters Office: Inquiries and proposals for projects should be submitted to the Appalachian State office designated by the Governor. See address appendix. Address other inquiries to: Executive Director, Appalachian Regional Commission, 1666 Connecticut Avenue, N.W., Washington, DC 20235. Telephone: (202) 884-7700. Use the same number for FTS.

(23.002) Appalachian Supplements to Federal Grant-in-Aid

AGENCY: APPALACHIAN REGIONAL COMMISSION

OBJECTIVES: To help the regional economy become more competitive by putting in place the building blocks for self-sustaining economic development, while continuing to provide special assistance to the Region's most distressed and underdeveloped counties. This program focuses on activities which support ARC's mission to create opportunities for self-sustaining

Promoting Tourism in Rural America

economic development and improved quality of life for the people of Appalachia. Activities funded must advance ARC's strategic plan. Specific goals for this program are: (1) Appalachian residents will have the skills and knowledge necessary to compete in the world economy in the 21st century; (2) Appalachian communities will have the physical infrastructure necessary for self-sustaining economic development and improved quality of life; (3) The people of Appalachia will have the vision and capacity to mobilize and work together for sustained economic progress and improvement of their communities; (4) Appalachian residents will have access to financial and technical resources to help build dynamic and self-sustaining local economies; and, (5) Appalachian residents will have access to affordable, quality health care. Specific objectives were developed for each goal. Grants may supplement other Federal grants or, when sufficient Federal funds are unavailable funds may be provided entirely by this program.

INFORMATION CONTACTS:

Headquarters Office: Inquiries and proposals for projects should be submitted first to the Appalachian State office designated by the Governor. (See Appendix IV of the Catalog). Other inquiries may be addressed to: Executive Director, Appalachian Regional Commission, 1666 Connecticut Avenue, NW, Washington, DC 20235. Telephone: (202) 884-7700. Use the same number for FTS.

PRIVATE FUNDING SOURCES

Campbell Soup Company Giving Program

Campbell Place, Box 60F
Camden, NJ 08103
(609) 342-4800
Contact: Bertram C. Willic

Battle Creek, MI 49017-4058

(616) 968-1611

FAX: (616) 968-0413

Contact: Nancy A. Sims, Mgr., Grant Proposals

International Paper Company Foundation

Two Manhattanville Rd.
Purchase, NY 10577
(914) 397-1503
FAX: (914) 397-1505

Bert & Mary Meyer Foundation, Inc.

2913 Corrine Drive
Orlando, FL 32803
(407) 645-4226
Contact: Barbara Meyer, Pres.

W.K. Kellogg Foundation

One Michigan Avenue, East

Charles Stewart Mott Foundation

Office of Proposal Entry
1200 Mott Foundation Bldg.

Rural Information Center Publication Series

Flint, MI 48502-1851
(810) 238-5651
(800) 645-1766
FAX: (810) 766-1753
EMAIL: //gopher.MOTT.ORG:7060

James C. Penney Foundation

148 West 24th St., 7th Fl.
New York, NY 10011
Contact: Anne L. Romasco, Managing Dir.

Schering-Plough Foundation, Inc.

One Giralda Farms
P.O. Box 1000
Madison, WI 07940-1000
(201) 822-7412
FAX: (201) 822-7095
Contact: Rita Sacco

ADDITIONAL RESOURCE ORGANIZATIONS AND AGENCIES

State travel and tourism offices often provide maps, brochures, travel guides, event calendars and other valuable information about attractions. Some states also offer special programs to promote tourism development.

The organizations listed provide a wide variety of information on travel and tourism. Colleges and universities throughout the country also have tourism information. Names, addresses, telephone and FAX numbers were updated shortly before publication, but there may be some changes that have occurred over time. Contact one or more of the tourism offices or organizations near you for further information. A comprehensive State Tourism Office Listing is available from the US Department of Commerce, Tourism Industries office Web site: <http://tinet.ita.doc.gov/multi/statetour.html>

State Travel and Tourism Offices

•ALABAMA•

Alabama Bureau of Tourism and Travel

401 Adams Ave.
P.O. Box 4309
Montgomery, AL 36105-4309
205-242-4169
FAX: 205-242-4554
1-800-252-2262

•ALASKA•

Alaska Dept. of Commerce & Economic Development

Division of Tourism
PO Box 110801
Juneau, AK 99811-0801
907-465-2012
FAX: 907-465-2287

•ARIZONA•

Arizona Office of Tourism

1100 W. Washington
Phoenix, AZ 85007
602-248-1510
FAX: 602-542-4068

•ARKANSAS•

Arkansas Dept. of Parks and Tourism

Tourism Division
One Capitol Mall
Little Rock, AR 72201
501-682-7777
1-800-828-8974

•CALIFORNIA•

California Office of Tourism

801 K St., Suite 1600
Sacramento, CA 95814-3908
916-322-2881
1-800-862-2543

•COLORADO•

Colorado Department of Local Affairs

Tourism Board
1313 Sherman St., Rm. 518
Denver, CO 80202
303-592-5510
1-800-265-6723

•CONNECTICUT•

Connecticut Department of Economic Development

Office of Tourism
505 Hudson St.
Hartford, CT 06106
860-270-8080
1-800-282-6863

•DELAWARE•

Delaware Development Office

99 Kings Highway
P.O. Box 1401
Dover, DE 19903
302-739-4271
1-800-441-8846

•DISTRICT OF COLUMBIA•

Office of Tourism and Promotions
1212 New York Ave., NW, Suite 200
Washington, DC 20005
Info.: 202-727-4511
202-724-4091
FAX: 202-724-2445

•FLORIDA•

Florida Department of Commerce
Division of Tourism, Rm. 511
107 W. Gaines St.
Tallahassee, FL 32399-2000
904-488-5607

•GEORGIA•

Georgia Department of Industry & Trade & Tourism
P.O. Box 1776
Atlanta, GA 30301
404-656-3553
FAX: 404-656-5689

•HAWAII•

Hawaii Department of Business, Economic Development and Tourism
Hawaii Tourism Office
P.O. Box 2359
Honolulu, HI 96804
808-586-2550
FAX: 808-586-2549

•IDAHO•

Idaho Department of Commerce
700 W. State St.
Statehouse Mail
Boise, ID 83720-2700
208-334-2470
800-635-7820

•ILLINOIS•

Illinois Dept. of Commerce & Community Affairs
Bureau of Tourism
100 W. Randolph St., Suite 3-400
Chicago, IL 60601
312-814-4732

Illinois Dept. of Commerce & Community Affairs
Local Tourism Division
620 E. Adams St., 3rd Floor
Springfield, IL 62701
217-785-6334

•INDIANA•

Indiana Dept. of Commerce
Tourism Development Division
One North Capitol Ave., Suite 700
Indianapolis, IN 46204-2288
317-232-8860
317-232-8870
1-800-932-2914
1-800-382-6771

•IOWA•

Iowa Department of Economic Development
Bureau of Tourism
200 E. Grand Ave.
Des Moines, IA 50309
515-242-4710
1-800-345-4692

•KANSAS•

Kansas Department of Commerce
Division of Travel and Tourism
700 Southwest Harrison St., Suite 1300
Topeka, KS 66603-3712
913-296-2009
1-800-252-6727

•KENTUCKY•

Kentucky Department of Travel Development
500 Mero St.
Capital Plaza Tower, Suite 2200
Frankfort, KY 40601-1968
502-564-4270
502-564-4930

•LOUISIANA•

Louisiana Office of Tourism
Culture, Recreation and Tourism Department
P.O. Box 94291
Baton Rouge, LA 70804-9361
504-342-8115
FAX: 504-342-3207

Promoting Tourism in Rural America

1-800-334-8626

•MAINE•

Maine Department of Economic and Community Development

State House Station #59
Augusta, ME 04333
207-287-2656
1-800-872-3838

•MARYLAND•

Maryland Dept. of Economic & Employment Development

Office of Tourism Development
217 E. Redwood St., 9th Floor
Baltimore, MD 21202-3316
410-333-6611
FAX: 410-333-6643

•MASSACHUSETTS•

Massachusetts Office of Travel and Tourism

Division of Tourism
100 Cambridge St., 13th Floor
Boston, MA 02202
617-727-3205
617-727-3201
1-800-227-6277

•MICHIGAN•

Michigan Department of Commerce

Travel Bureau
333 South Capitol Ave., Suite F
P.O. Box 30226
Lansing, MI 48909
517-373-0670
1-800-543-2937

•MINNESOTA•

Minnesota Office of Tourism

500 Metro Square
121 7th Place
East St. Paul, MN 55101-2112
Info.: 612-296-5029
612-296-5029
1-800-657-3700

•MISSISSIPPI•

Mississippi Economic and Community Development

Division of Tourism Development
520 George St.
PO Box 849
Jackson, MS 39205
601-359-3297
FAX: 601-359-5757
1-800-927-6378
<http://www.mississippi.org>

•MISSOURI•

Missouri Department of Economic Development

Division of Tourism
301 W. High St.
P.O. Box 1055
Jefferson City, MO 65102
314-751-3051
1-800-877-1234
<http://www.missouritourism.org>

•MONTANA•

Montana Department of Commerce

Promotion Bureau
1424 Ninth Ave.
Helena, MT 59620
406-444-2654
1-800-847-4868

•NEBRASKA•

Nebraska Department of Economic Development

Tourism Office
P.O. Box 94666, Dept. 97INT
Lincoln, NE 68509-4666
402-471-3111
1-800-288-4307 ext. 754
<http://www.ded.state.ne.us/tourism>

•NEVADA•

Nevada Commission on Tourism

Capitol Complex
Carson City, NV 89710
702-687-4322
FAX: 702-687-6779

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1-800-638-2328

•NEW HAMPSHIRE•

New Hampshire Office of Travel and Tourism Development

P.O. Box 1856
Concord, NH 03302-1856
603-271-2665

•NEW JERSEY•

New Jersey Dept. of Commerce and Economic Development

Division of Travel and Tourism
Po Box 826
Trenton, NJ 08625-0826
609-633-2623
FAX: 609-633-7418
1-800-537-7397

•NEW MEXICO•

New Mexico Dept. of Economic Development and Tourism

Tourism and Travel Division
P.O. Box 20003
Santa Fe, NM 87503
505-827-7400
1-800-545-2040

•NEW YORK•

New York State Department of Economic Development

Division of Tourism
One Commerce Plaza
Albany, NY 12245
518-474-4116
1-800-225-5697

•NORTH CAROLINA•

North Carolina Department of Commerce Travel and Tourism Division

301 N. Wilmington St.
Raleigh, NC 27601-2825
919-733-4171
1-800-847-4862

•NORTH DAKOTA•

North Dakota Economic Development & Finance

Department of Tourism
Liberty Memorial Bldg.
640 East Boulevard
Bismarck, ND 58505-0825
701-224-2527
701-224-2525
1-800-435-5663

•OHIO•

Ohio Department of Development

Office of Travel and Tourism
P.O. Box 1001
Columbus, OH 43266-0101
614-466-8844
1-800-848-1300

•OKLAHOMA•

Oklahoma Tourism and Recreation Department

15 N. Robinson, Suite. 100
Concord Bldg.
Oklahoma City, OK 73102
405-521-2413
FAX: 405-521-3992
1-800-652-6552

•OREGON•

Oregon Department of Economic Development

Tourism Division
775 Summer St., NE
Salem, OR 97310
503-373-1270
1-800-547-7842

•PENNSYLVANIA•

The Center for Rural Pennsylvania

212 Locust St., Suite 604
Harrisburg, PA 17101
717-787-9555

Pennsylvania Department of Commerce

Promoting Tourism in Rural America

Office of Travel Marketing
Fulfillment House
P.O. Box 61, Dept. R
Warrendale, PA 15068
1-800-847-4872 Ext. 236

•RHODE ISLAND•

Rhode Island Department of Economic Development

Director of Tourism
7 Jackson Walkway
Providence, RI 02903
401-277-2601

•SOUTH CAROLINA•

South Carolina Division of Tourism

Parks, Recreation and Tourism
1205 Pendleton St.
Edgar A. Brown Bld.
Columbia, SC 29201
803-734-0135
803-734-0127

•SOUTH DAKOTA•

South Dakota Department of Tourism and Economic Development

Capitol Lake Plaza
711 E. Wells Avenue
c/o 500 East Capitol Avenue
Pierre, SD 57501-5070
605-773-3301
FAX: 605-773-3256
1-800-732-5682
<http://www.state.sd.us/state>

•TENNESSEE•

Tennessee Department of Tourist Development

320 Sixth Ave., N., Fifth Floor
Rachel Jackson Bldg.
Nashville, TN 37243-0696
615-741-2158
FAX: 615-741-7225

800-491-8366

•TEXAS•

Texas Department of Economic Development

Tourism Division
P.O. Box 12728
Austin, TX 78711
512-462-9191(voice)
512-320-9698(TDD)
512-936-0089(FAX)

•UTAH•

Utah Department of Community and Economic Development

Division of Travel Development
Council Hall and Capitol Hill
Salt Lake City, UT 84114
801-538-1030

•VERMONT•

Vermont Department of Tourism & Marketing

134 State St.
PO Box 1471
Montpelier, VT 05601-1471
802-828-3236
email: tourwebmaster@gate.dca.state.vt.us

•VIRGINIA•

Virginia Economic Development Partnership

901 East Byrd St., 19th floor
Richmond, VA 23219
804-371-8106
FAX: 804-371-8112
1-800-847-4882
wsterling.vedp@state.va.us

•WASHINGTON•

Washington Trade and Economic Development Department

Tourism Development Division
P.O. Box 42500
Olympia, WA 98504-2500
206-586-2102
206-586-2088

•WEST VIRGINIA•

Rural Information Center Publication Series

West Virginia Division of Tourism

2101 Washington St., E.
PO Box 50312
Charleston, WV 25305
304-558-2200
1-800-225-5982
FAX: 304-558-0108

•WISCONSIN•

Wisconsin Department of Tourism

123 West Washington Ave.
P.O. Box 7976
Madison, WI 53707-7976
608-266-2345
FAX: 608-266-3403
1-800-432-8747

•WYOMING•

Wyoming Department of Commerce

Division of Tourism
I-25 at College Dr.
Cheyenne, WY 82002
307-777-7777
FAX: 307-777-6904
1-800-225-5996
<http://commerce.state.wy.us/tourism/index.htm>

State Extension Offices

Each of the United States and the District of Columbia has at least one Cooperative State Research, Education, and Extension Service office. Often each county within a state may have separate offices and Extension Service representatives or agents. These agents are often specialists in a given area, or assigned to certain projects. The list below is composed of main state Extension office addresses. Included is a voice phone number and fax number if available. The named individuals (with phone number) that follow many addresses are agents that deal specifically with tourism, rural development, community development, or economic development of some sort. Where applicable extensive efforts were made to put the user of this resource in contact with helpful, knowledgeable professionals as quickly and easily as possible.

ALABAMA

Cooperative Extension System

Alabama A & M University
PO Box 967
Normal, AL 35762
205-851-5710
Thomas Chesnutt
344-844-3517

ALASKA

Alaska Cooperative Extension
University of Alaska Fairbanks
Fairbanks, AK 99775-6180
907-474-7246
FAX: 907-474-6567
Anthony Nakazawa
907-276-2433
FAX: 907-746-2677
anatn@orion.alaska.edu

ARIZONA

Cooperative Extension
University of Arizona
College of Agriculture
301 Forbes Bldg.
Tucson, AZ 85721
520-621-7205
FAX: 520-621-1314
Julie Leones
520-621-6255

ARKANSAS

Cooperative Extension Service
University of Arkansas
PO Box 391
Little Rock, AR 72203
501-671-2000
FAX: 501-671-2251
Michael A. Hedges
501-671-2156

CALIFORNIA

Cooperative Extension Service
University of California
Kaiser Bldg.
300 Lakeside Drive, 6th floor
Oakland, CA 94612-3560
510-987-0505

Promoting Tourism in Rural America

Cheryl Dempsey
916-757-8930
cadempsey@ucdavis.edu

COLORADO

Cooperative Extension
1 Administration Bldg.
Colorado State University
Fort Collins, CO 80523-4040
970-491-6281
FAX: 970-491-6208
Allan Dwyer
970-491-6675

CONNECTICUT

Cooperative Extension Service
University of Connecticut
1376 Storrs Rd.
Storrs, CT 06269
860-486-6271
FAX: 860-486-4128
Norman Bender
860-887-1608

DELAWARE

Cooperative Extension Service
University of Delaware
Townsend Hall
Newark, DE 19717-1303
302-831-2504
FAX: 302-831-3651
Carl Davis
302-831-2506

DISTRICT OF COLUMBIA

State Office
Cooperative Extension Service
University of D.C.
4250 Connecticut Avenue, NW
Washington, DC. 20008
202-274-6495
202-274-6449

FLORIDA

Cooperative Extension Service
University of Florida
Institute of Food and Agricultural Science
1038 McCarty Hall
Gainesville, FL 32611-0210
904-392-1761
904-392-3583

GEORGIA

Cooperative Extension Service
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National Rural Development Partnership & State Rural Development Councils

<http://www.rurdev.usda.gov/nrdp/>

NRDP is a Federal initiative to encourage collaborative relationships among federal, state, local, and tribal governments, private and nonprofit organizations, and community-based organizations within each state and some territorial areas, to foster and facilitate cooperation and to undertake a comprehensive strategic approach to rural development efforts within each state.

The focus of this network is in the state branches of the Partnership.

State Rural Development Councils (SRDCs)

<http://www.rurdev.usda.gov/nrdp/nrdpsrdc.html>

A State Rural Development Council defines its own mission, structure, operating guidelines, and action plan. Headed by a full-time executive director, the SRDC relies upon time and resources volunteered by its partner members.

Currently, 37 states (listed below) have active SRDCs. SRDCs are formed after the signing of a memorandum of understanding by the federal government and a state's governor.

* denotes a SRDC with an Internet site.

Alaska	Michigan	Oklahoma*
Colorado*	Minnesota *	Oregon *
Connecticut	Mississippi	Pennsylvania
Florida *	Missouri*	South Carolina
Idaho*	Montana	South Dakota
Illinois *	Nebraska *	Texas *
Indiana*	New Hampshire	Utah *
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Regional Rural Development Centers

North Central Regional Center for Rural Development

Iowa State University
108 Curtis Hall
Ames, IA 50011-1050
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(515) 294-3180 fax
jstewart@iastate.edu
<http://www.ag.iastate.edu/centers/index/RuralDev.html>

Western Rural Development Center

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307 Ballard Extension Hall
Oregon State University
Corvallis, OR 97330-3607
541-737-1579
FAX 541-737-1579
<http://osu.orst.edu/dept/WRDC/>

The Northeast Regional Center for Rural Development

The Pennsylvania State University
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JOURNALS

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Hospitality & Tourism Educator

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Hospitality Research Journal

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University of Minnesota
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Regional Planning
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