

UPCOMING WEBINAR

Rural Tourism in the North Central Region and Additional National Resources

Highlighting the tourism programs of:

- Michigan State University Extension's Tourism Team
- University of Minnesota Tourism Center
- University of Wisconsin Sea Grant Institute
- National Extension Tourism Network

MAY 16, 2023 • 2:00 PM - 3:00 PM (ET)



**NORTH CENTRAL
REGIONAL CENTER**
FOR RURAL DEVELOPMENT





Michigan State University Extension's Approach to Rural Tourism Development



Community, Food, & Environment Institute



- Community Food Systems
- Entrepreneurship
- Finance & Homeownership
- Government (& Tribal Nations)
- Land Use
- Leadership
- Natural Resource Management
- **Tourism**



C. Andrew Northrop, MA
 Community Vitality and Sustainable Tourism Educator
 Michigan State University Extension
 (810) 989-6331, northro5@msu.edu
<https://www.linkedin.com/in/canorthrop>





Tourism Development Programs

CONTACT US:

Michigan State University Extension,
200 Grand River Avenue,
Suite 102,
Port Huron MI 48060

Andy Northrop,
Extension Educator,
810-989-6935
northro5@anr.msu.edu

MSU EXTENSION TOURISM RESOURCES:

[msue.anr.msu.edu/topic/
Info/tourism](http://msue.anr.msu.edu/topic/Info/tourism)



TARGET AUDIENCE:

Residents, elected officials, business owners, economic development practitioners, planners and organizations

PROGRAM SUMMARY:

MSU Extension's tourism team works statewide addressing community needs and interests in leveraging assets and resources for tourism development. A variety of programs exist to assist a community or region in becoming a destination or launch initiatives to strengthen existing tourism offerings. Programs are specifically designed to involve local leaders and stakeholders in a collaborative process for developing regional synergies and inclusiveness, exploring niche markets and/or capitalizing on the results of community assessments by first-time visitors. Ultimately, programs can form the basis for future development, spawn local leadership, and strengthen community vitality.

Goals of our tourism programs are to:

- Increase awareness of assets and opportunities.
- Increase knowledge of best practices, trends and changes.
- Develop new leadership roles, opportunities and action items.
- Foster new collaborations and plans among stakeholders to advance community-driven tourism.



Rural Tourism Assessment (RTA)

- New for 2023
 - Strengthen Small Town Rural Tourism
- Leverages Local Knowledge & Stakeholder Input
- Captures Innovations from First Time Visitors
- Fosters County & Community Collaboration



Rural Tourism Assessment (RTA)

- **Phase 1 Q2-2023**
 - Tourism Asset ID Workshop
 - County and Community Stakeholder Driven
- **Phase 2 Q3-Q4 2023**
 - First Impressions Tourism (FIT) assessment(s)
 - County and Community Focused
- **Phase 3 – Q1 2024**
 - County Forum
 - Community Results
 - Strategic Planning / Sustainable Tourism Education



Phase 1: Tourism Asset Identification Workshop

Phase 1 Objectives:

- *Bring stakeholders across county/communities into a collective asset identification process*
- *To provide leaders/stakeholders the opportunity to pre-select and prioritize their tourism assets*
- *To collect additional stakeholder input for the purpose of generating county visioning questions for First Impressions Tourism (FIT) assessment*




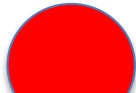
Phase 1: Identifying Tourism Assets

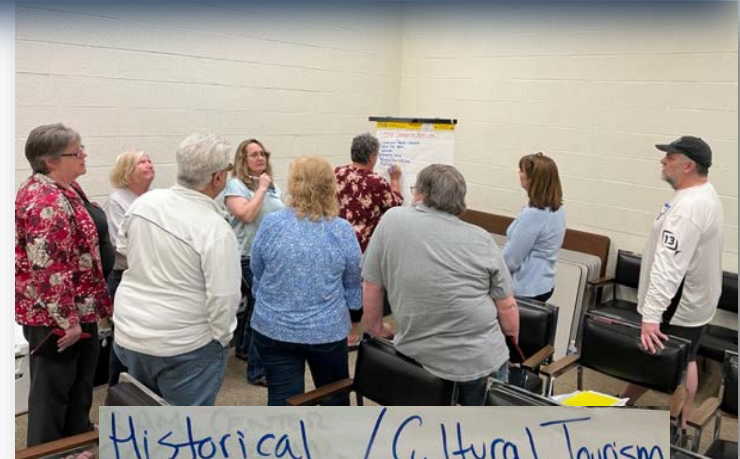
What are attractions, events, business examples from your community?

- *Nature-based/Outdoor Recreation*
- *Historical/Cultural tourism*
- *Agritourism*
- *Random Assets*



RTA Phase 1 – Prioritizing Tourism Assets

- 2 Sticky Dots = 2 Votes Per Person
- Best asset in your community 
- Best asset in your county 



Historical / Cultural Tourism

DEVELOP HISTORICAL INFO LOGGING AND ORIGINAL TOUR

MEMORIAL PARK (VETERANS)

HISTORICAL STATUS FOR SEVERAL OLD BLDGS.

73RD YEAR FOR BLUEFILL FESTIVAL ●
LONGEST RUNNING FESTIVAL IN MICHIGAN

TUT (TIPUP TOWN) - Winter Festival - 74YR
TRESTLE PARK - History - Music CONCERTS ●●●

Pine Theatre - ARCHITECTURE - MOVIES ●●●

● Hlake Historical Village + Playhouse

LIMBERLOST - BUD BASH

Pumpkin Run Car Show - Antiques

ANTIQUE Flee Mkt - Market Top/Deaton Soccer Fields

ANNUAL CRAFT SHOWS @ school area

Blues Festival - July

RTA Phase 1 – Prioritizing Tourism Assets

Agricultural Tourism

FARMERS MARKET ●
 DDD RANCH (TRIPLE D RANCH) ●
 5th STREET MARKET (LOCAL SOURCED)
 COMMUNITY GARDEN (GEORGE + MAIN ST)
 DOWNTOWN EATERY / BENJAMIN CAFE ● ● ●
 HL GREENHOUSE / ROSCO FLORAL (GROWING UP GREENHOUSE)
~~DAN HORTON'S FARM~~
 BLACK BEAR HONEY + MAPLE SYRUP
 GARDEN PATHWAYS PARK
~~CAMPING~~
 HALLOWEEN PUMPKIN PATCH - Howling Bays in 00155
 BISON RANCH
 FARMERS' MARKET ●
 QUILT BLOCK TRAIL (FROM QUILT BKS)

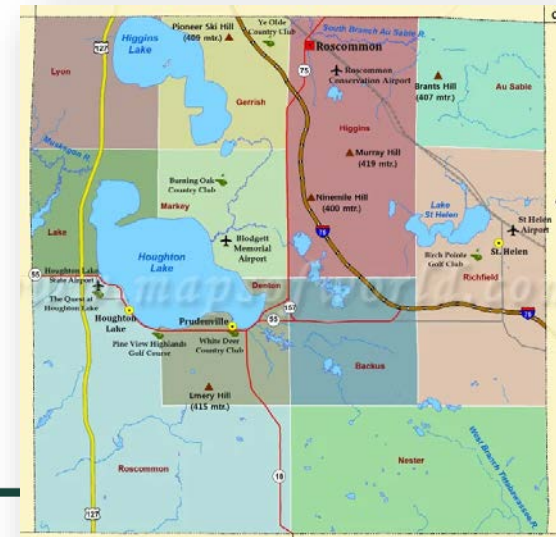
Bart's Produce - Pumpkin Patch - Potosiville, Miss
 Best Choice Market - 1010 27
 TRACTOR SUPPLY - FARMERS MARKET
 TRIPLE D - CARRIAGE RIDES - HAYRIDES

Nature-based / Outdoor Recreation

HUNTING - STATE LAND
 FISHING - LYMAN'S - H. LAKE ● ● ●
 BOATING - H. LAKE - DNR LAUNCHES - MARINAS
 SNOWMOBILE - ORV TRAILS - OWENS TRAIL HEAD ● ● ● ● ●
 LOST TWIN LAKES HIKING TRAILS - off Reserve Rd
 Flats - Pavilion N. OLD 27
 Golfing - 10 courses w/in 30 minutes
 Pickleball Court - S. 1118
 DISC GOLF - SKinner Park - Recreation / Monkey Top Park
 LAKELAND RECREATION - Batting Cages - Potters Golf
 CAMPING - Redoubt Dam - N. H. Lake St. Forest Campground ●
 TRIPLE D RANCH ●
 QUILT BLOCK TRAIL
 AUSABLE BIRDING TRAIL
 ROSCO ZOO
 LIGHTED NIGHT MAYAN TOUR ON HIGGINS LAKE (LOAD + CRO)
 MARL LAKE TRAILS + LAKE - canoe / kayak ●
 CUT RIVER LAUNCH
 GHAHAN NATURE CENTRE
 ● HIGGINS LAKE - DIVING / BAIT / FISH / PLEAT BOAT / ● ● ● ● ●
 AUSABLE RIVER (N. DT ROSCOMMON) ●
 WINTER * FEST

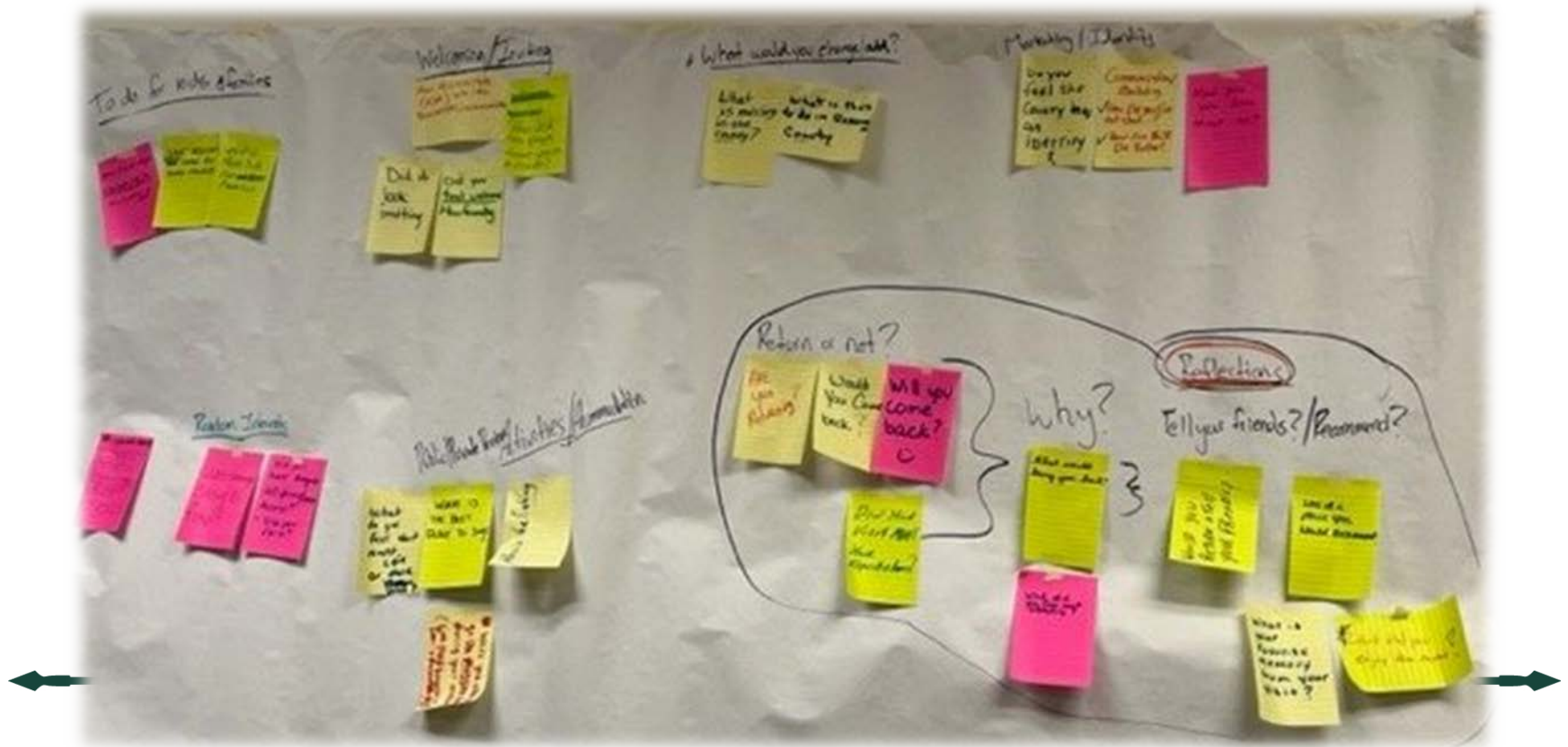
RTA Phase 1 – Collective Visioning Exercise

- **Objective 2 –**
 - *To gather additional stakeholder input for the purpose of generating collective questions for First Impressions Tourism (FIT) assessment*
 - *Encourages county identity and collaboration across small town tourism economies.*



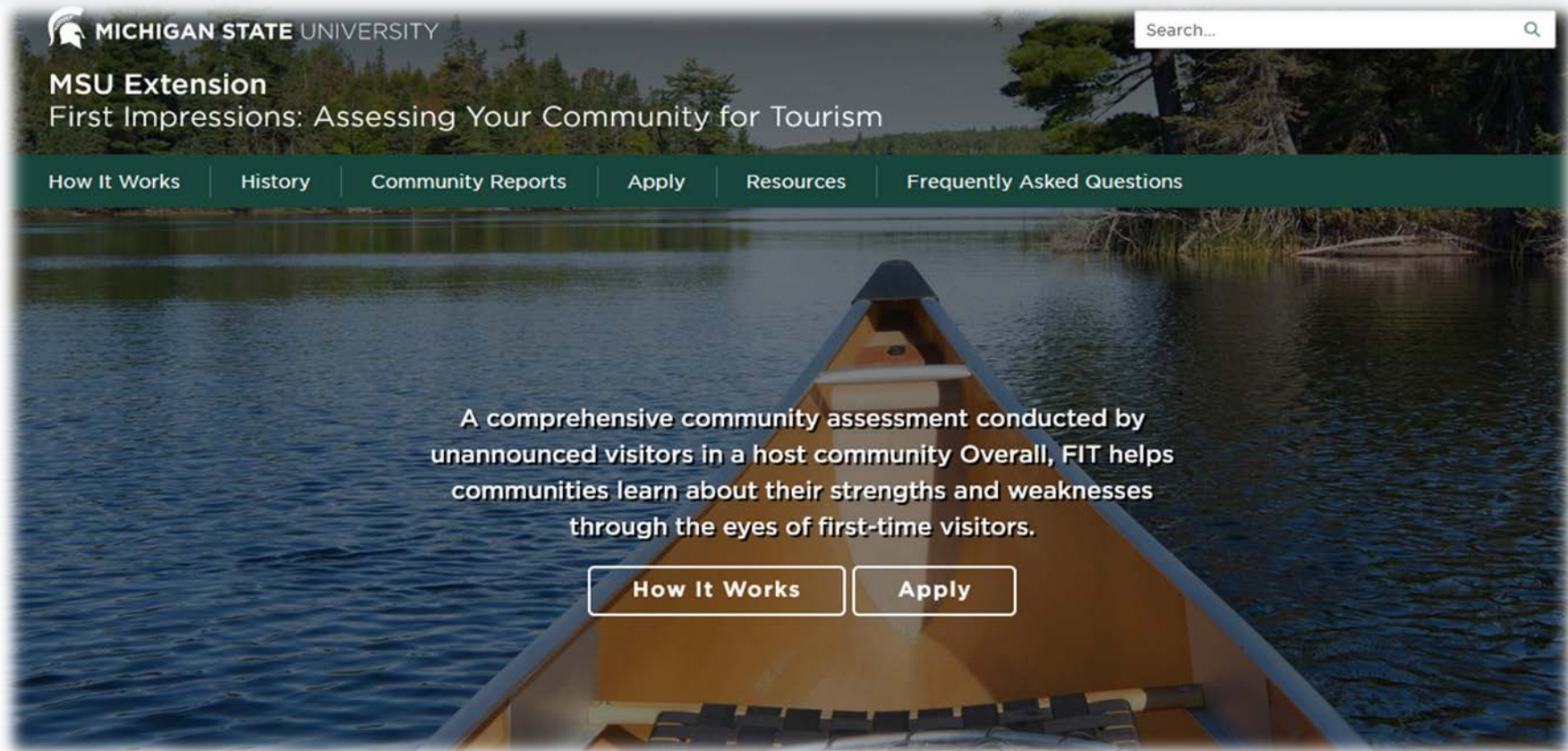
RTA Phase 1 – Collective Visioning Exercise

What is something you would like to know about your County from a (first-time) visitor perspective?



Phase 2:

- First Impressions Tourism (FIT) Assessments



MICHIGAN STATE UNIVERSITY

MSU Extension
First Impressions: Assessing Your Community for Tourism

Search...

How It Works | History | Community Reports | Apply | Resources | Frequently Asked Questions

A comprehensive community assessment conducted by unannounced visitors in a host community Overall, FIT helps communities learn about their strengths and weaknesses through the eyes of first-time visitors.

[How It Works](#) [Apply](#)

FIT communities will:

- Learn about their assets and opportunities from first-time visitors.
- Strengthen an existing cohort of leaders and residents by providing them an opportunity to organize on the basis of valuable feedback about their community.
- Develop a list of action items for community improvement.
- Integrate action items into community plans.
- Take action on community improvements and strengthen their image.
- Improve community well-being and quality of life for residents and visitors.



First Impressions:

Assessing your
community
for tourism

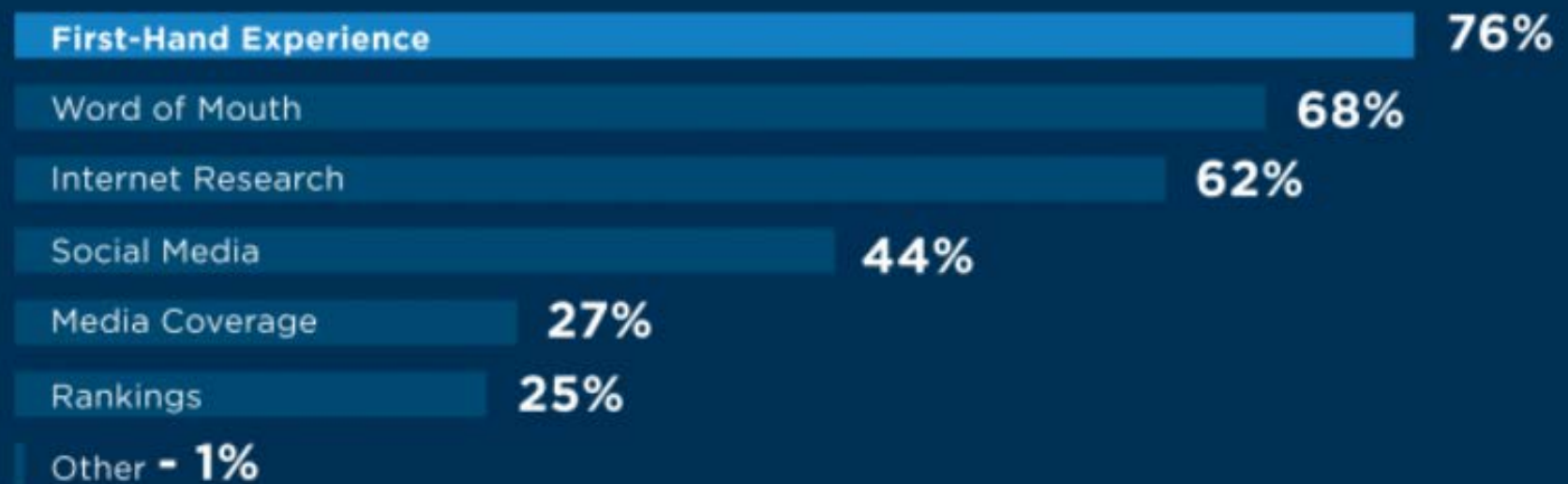
(FIT)

The results of FIT can:

- Spawn **local leadership**.
- Strengthen **community vitality**.
- Form the basis for **future development**.

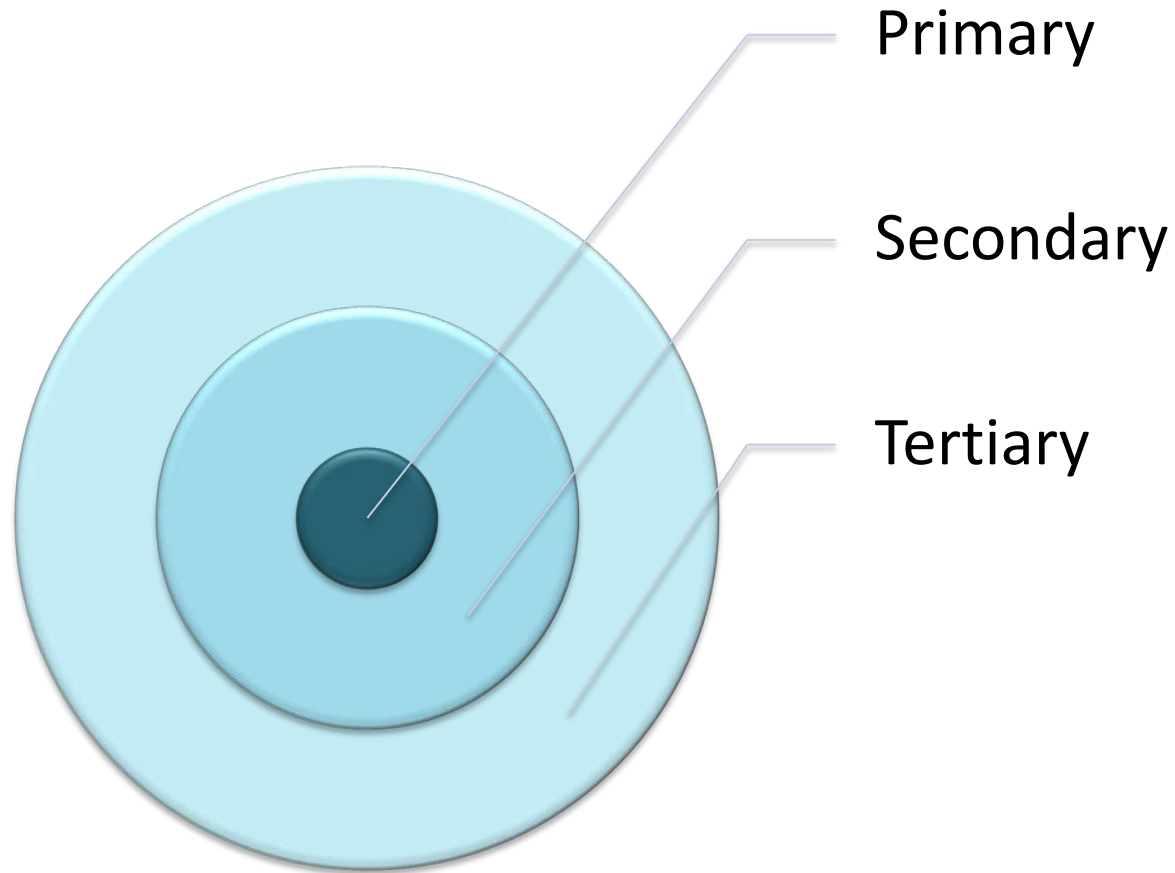


How Impressions of Communities are Formed



SOURCE: DDI, "Talent Wars - What People Look for in Jobs and Locations," Q1 2017.

Your Tourism Shed – Tourism Assets



MSU Extension

First Impressions: Assessing Your Community for Tourism

How It Works

History

Community Reports

Apply

Resources

Frequently Asked Questions

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How It Works

Apply

www.canr.msu.edu/tourism/programs/

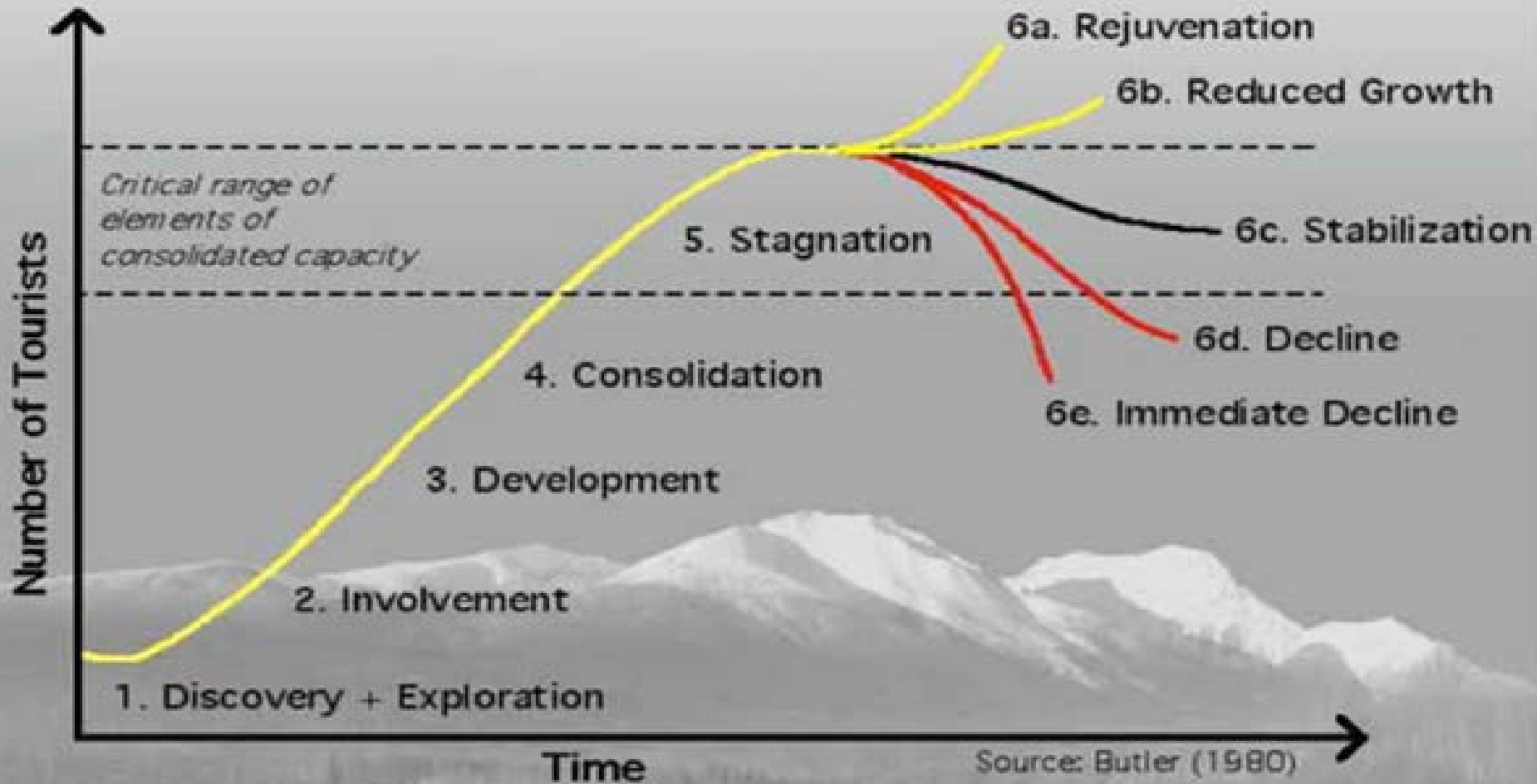
Phase 3:

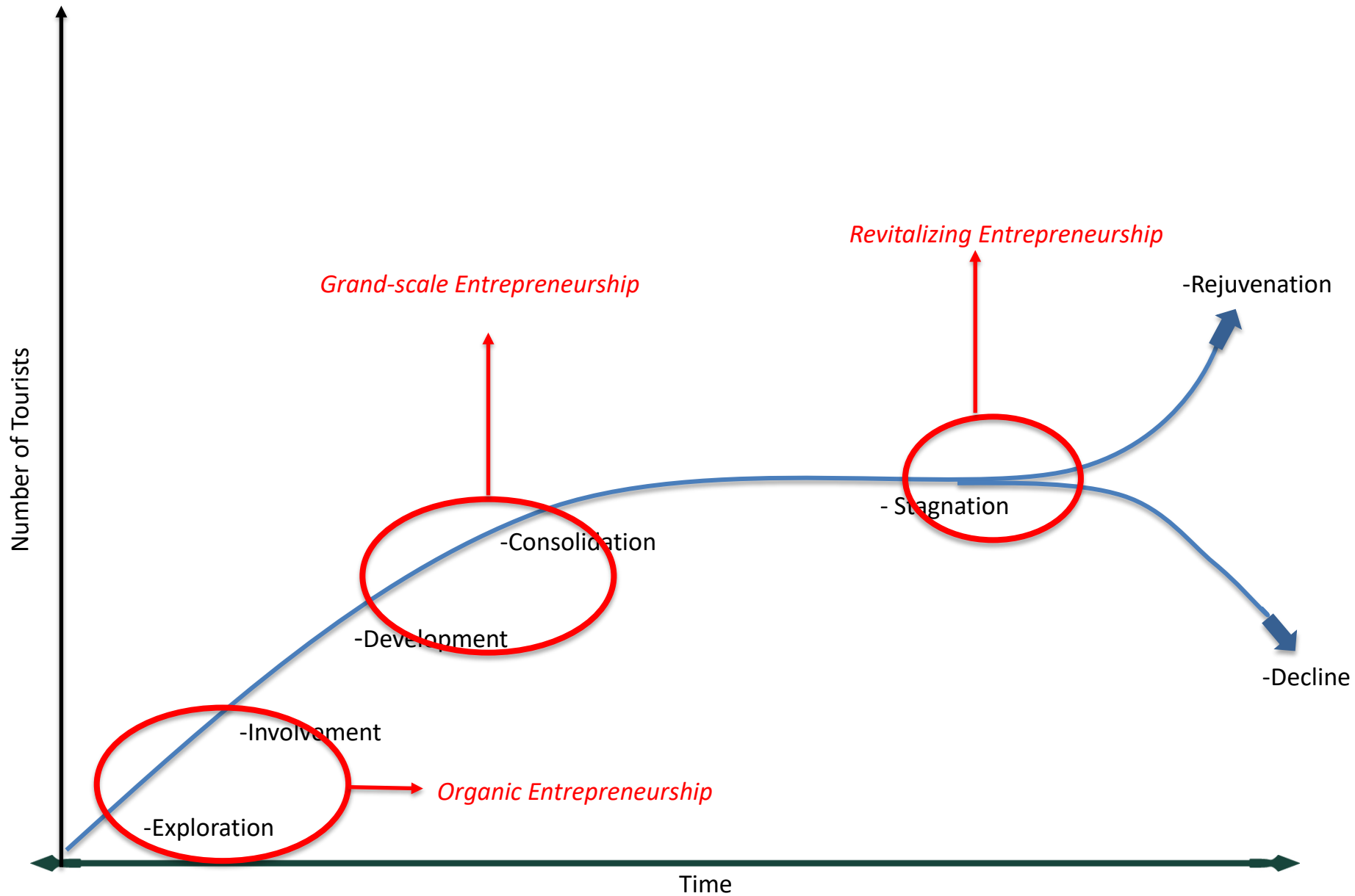
- Rural Tourism Assessment Forum

- Merges stakeholder prioritized assets from Phase 1 with first-time visitor experiences from Phase 2
- Draws parallels and distinctions between participating communities and county marketing, identities, and tourism development
- Provide strategic visioning and education around sustainable tourism development



Hypothetical Evolution of a Tourist Area





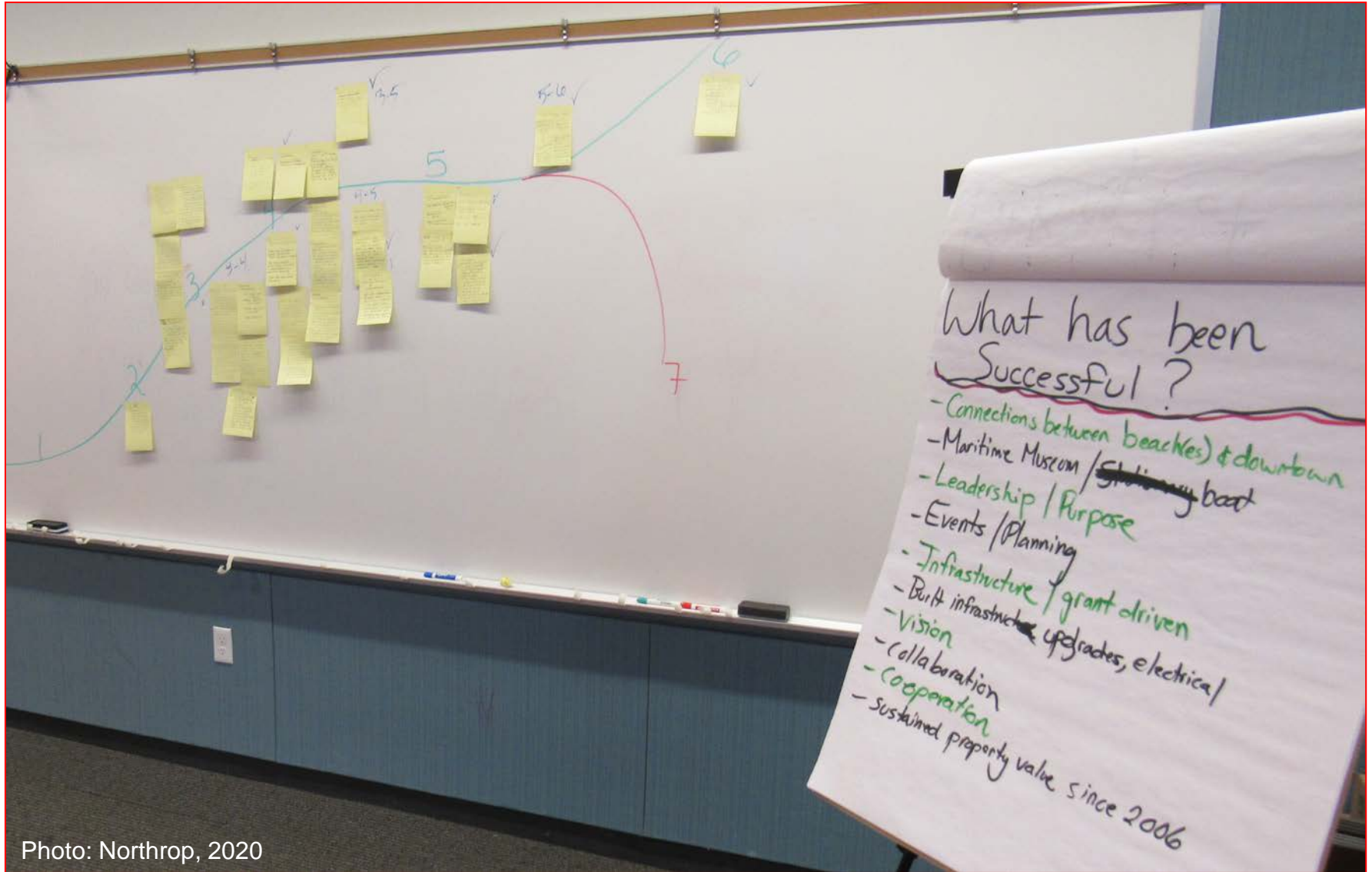
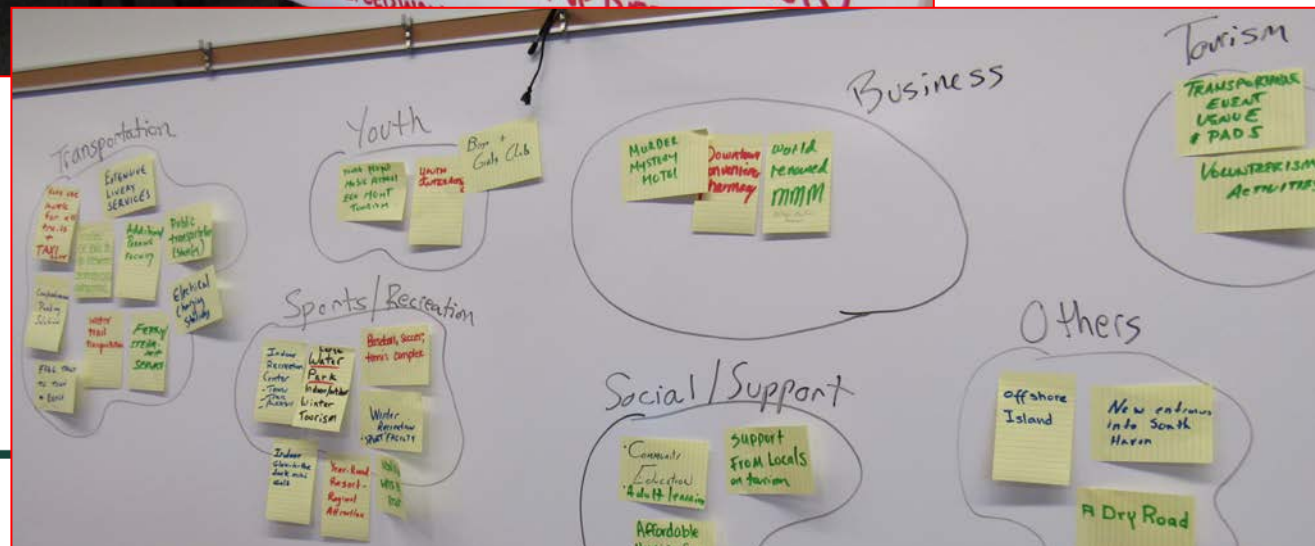
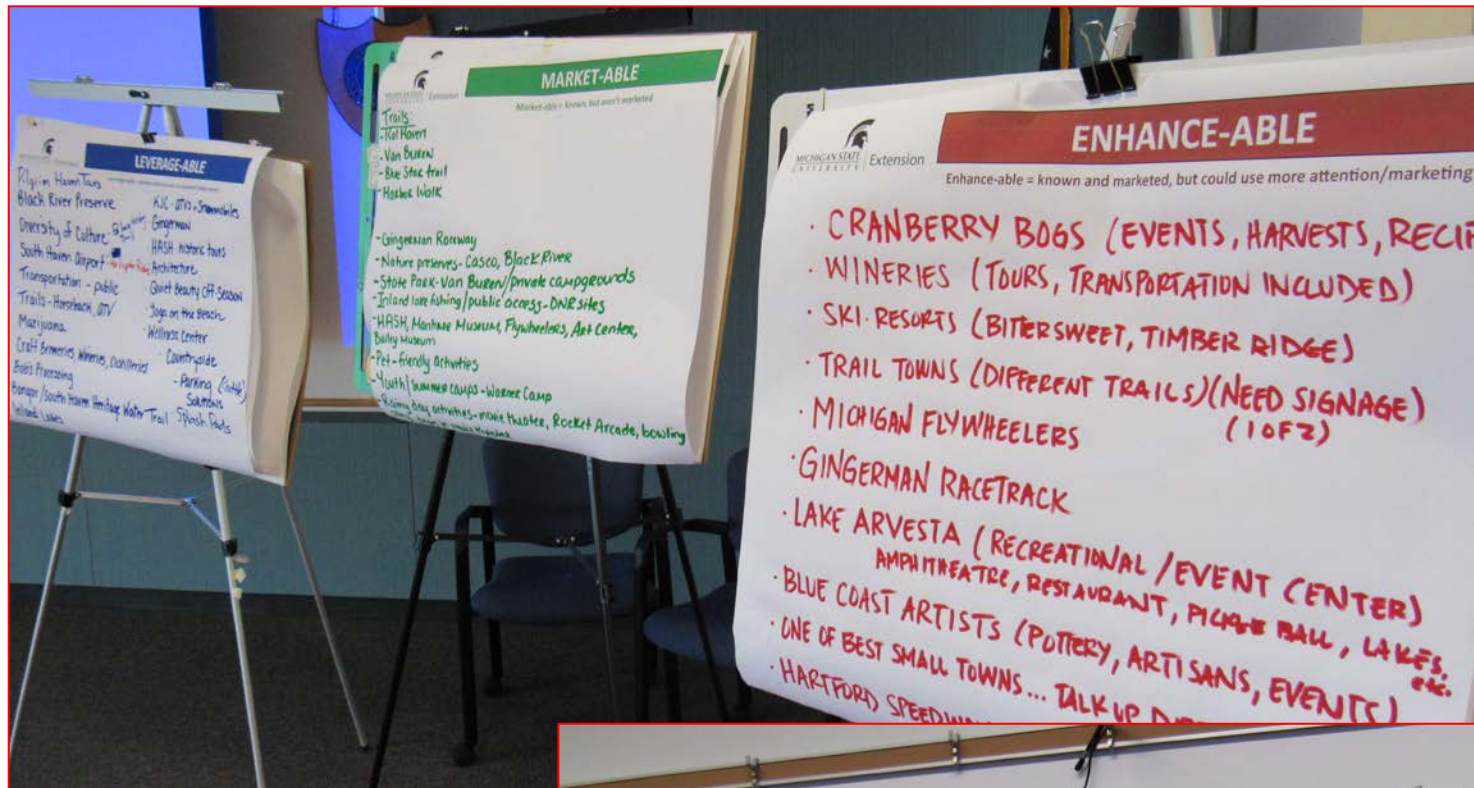


Photo: Northrop, 2020



• Over-tourism

Challenges:

- Alienated local residents
- Degradation
- Overloaded infrastructure
- Damage to ecology
- Threats to culture & heritage
- Others?

Tactics for Addressing it:

- Smooth visitors overtime
- Spread visitors across sites
- Adjust pricing to balance supply and demand
- Regulate accommodation supply
- Limit access and activities (contentious)

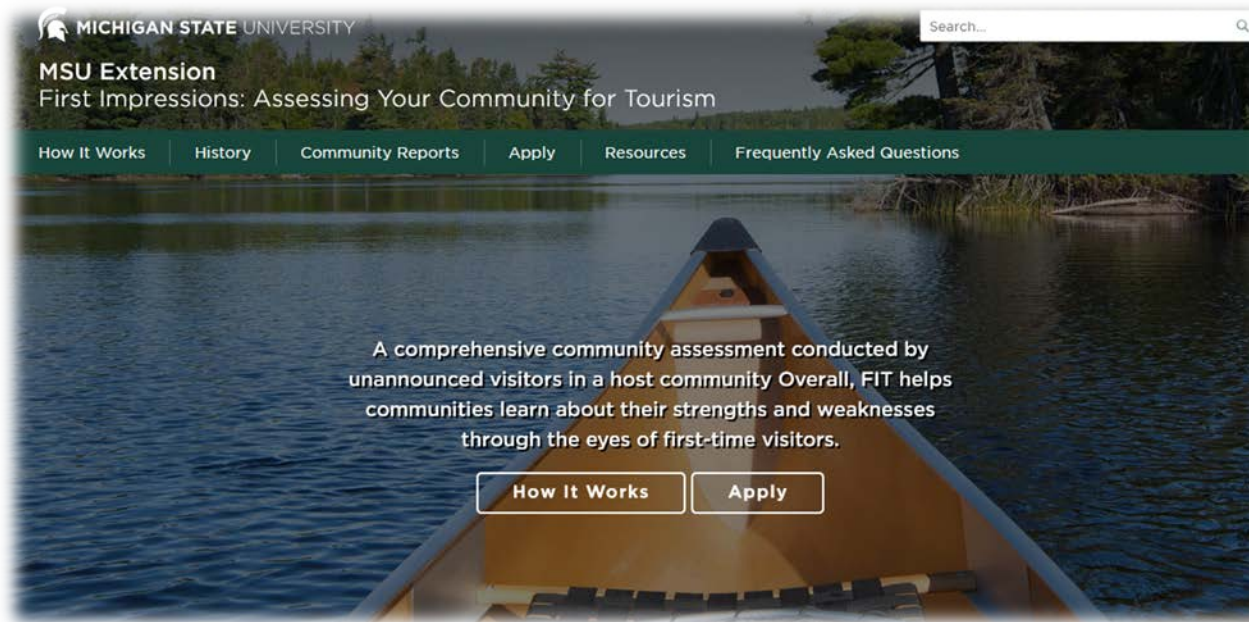
2022 Webinar Series: Critical Conversations in Michigan Tourism: Sustainability and Climate Change

Scan the QR code below to
view the recordings!

Topics Include:

- Overview of climate change and the Great Lakes
- Impact of climate change on winter outdoor recreation
- Climate adaptation planning for local units of government
- Possible funding sources for climate adaptation





MSU Extension Tourism Programs - www.canr.msu.edu/tourism/programs/



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National Extension Tourism Network

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Welcome to the National Extension Tourism website

National Extension Tourism (NET) integrates research, education and outreach within Cooperative Extension and Sea Grant to support sustainable tourism, thus contributing to the long-term economic development, environmental stewardship, and socio-cultural wellbeing of communities and regions.

- <https://extensiontourism.net/>

SUBSCRIBE TO THE NET LISTSERV

Sign up [here](#) to receive periodic news and announcements from members of the NET community.

