Rural Tourism in the North Central Region: Efforts from the University of Minnesota Tourism Center

Xinyi Qian, Ph.D., Director

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NCRCRD webinar presentation
Empowers, prepares and supports the tourism industry and communities engaging in tourism for success and sustainability

tourism.umn.edu

Recent profile of the Tourism Center in an Extension Foundation publication (p.22-25)
Staff

Xinyi Qian, Ph.D.
Director

Ami Choi, Ph.D.
Statewide Specialist

DeeDee LeMier, MBA
Extension Educator
How we work

Education and training
Applied research
Engagement and Outreach
Support undergraduate & graduate students
Priority Areas

- Workforce education
- Consumer intelligence
- Outdoor recreation
- Agritourism
- Mobility
Workforce Education

At Your Service

Festival and Event Management online course

Plans for the future
Consumer Intelligence

- Applied research
- Tourism Assessment Program (more than consumer intelligence)
- Mobile analytics
Outdoor Recreation

- Relationship building
- Collaborative proposal writing & project building
- Workshops & conferences
Agritourism

- Statewide workgroup
- Agritourism fact sheet
- Dedicated webpage
- Tailored on-farm event management online course
- *Future potentials*
Mobility

- **Recently completed projects:**
  - Post-COVID safety perceptions & preferences of transit and shared mobility users in Greater Minnesota ([link](link))
  - Telecommuting during COVID-19: How does it shape the future workplace & workforce? ([link](link))

[The Future of Mobility](link)
How We Communicate

- Newsletters
- LinkedIn
- Facebook
- Twitter

- Annual report (digital & visual)
- Quarterly Meeting our Mission Highlights (2 pages!)
- Presentations
- Conferences & other public gatherings
Questions & Feedback
Thank you!

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