

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



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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)



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Staff



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Director



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Statewide Specialist



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Extension Educator



How we work



Education
and
training



Applied
research



Engagement
and Outreach



Support
undergraduate
& graduate
students



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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



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Consumer Intelligence



Applied research



Tourism
Assessment
Program (more than
consumer
intelligence)

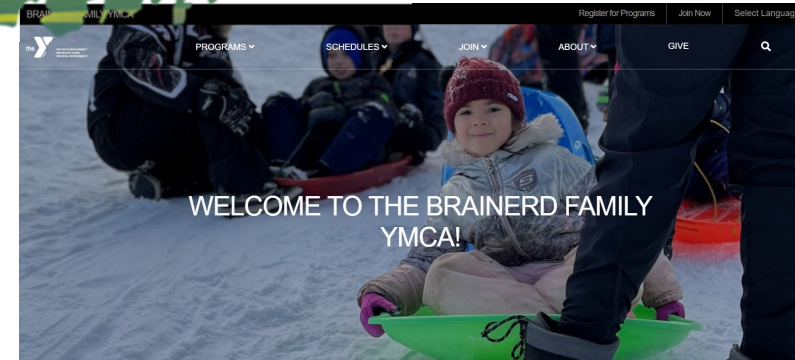


Mobile analytics



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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](#))
 - Telecommuting during COVID-19: How does it shape the future workplace & workforce? ([link](#))



- **Article** [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





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Driven to DiscoverSM

Thank you!

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