Without question, 2009 was challenging. With all challenges, come opportunities. We hope 2009 provided your organization an opportunity to engage in the conversation around tourism and natural resource sciences. A most exciting event in 2009 was the launch of the "National Waterway Building," a short documentary film highlighting the significance of the Northwest Waterway to the state of Minnesota. The Carlson Chair is proud to have supported this film and all those that contributed to the launch. The film has been well received and is now available for viewing online. We encourage you to watch it and share with others! Our pre-screening event brought together tourism and natural resource professionals and tourism organizations from throughout the state to watch and discuss the film.

Our advisory committee continues to energize us toward industry success and sustainability. Active strategies, developing a comprehensive marketing approach, as well as designing ways to expand our reach are on the horizon. We are excited to continue our work with the Tourism Center staff and bring new and exciting projects in the coming year.

As we look to a new decade, we are hopeful and hard-working for industry success and sustainability. We look forward to hearing your tourism ideas and issues! Please contact us at www.tourism.umn.edu or 612-624-4947.

Sincerely,

Jodie Kaden, Administrative Assistant
Cynthia Messer, MA

The Tourism Center Team

Supporting our mission is a collection of individuals inspired and a tremendous asset. In 2010 we will continue to invest, including cash, securities, or other real estate or property, or individual retirement plan assets. Find out how to invest in Minnesota or contact the Foundation at www.tourism.umn.edu.

The Carlson Chair has supported a variety of research and educational efforts for more than 25 years. Since inception in 2004, Carlson Chair funding supported significant projects that benefit the tourism industry statewide: 1) economic impact and interactions of trails users in Minnesota, 2) tourism and economic challenges, and 3) the annual statewide assessment of residents' attitudes toward tourism. In addition, we continue to support quality tourism research through sponsorship of the Travel & Tourism Research Association’s Best Illustrated Paper. Beyond these projects, the Chair funds Center information dissemination and communication efforts.

As the economic challenges continue, judicious use of Chair funds remains paramount. Chaired by Hank Todd, the Tourism Center’s development sub-committee begins its second year. A sincere thank you to sub-committee members for their insight, energy and outreach: John Edman, Randy Gutzmann, Doug Killian, Dave Siegel, and Linnea Stromberg-Wise. Also, thank you to Extension development staff Matt Musel for assisting us as we navigate toward success in fund expansion.

To the Tourism Center. We pledge to do our very best to apply each gift for maximum benefit to the Minnesota tourism industry’s success.

University administrators: Dean Bev Durgan, PhD; Dean Al Levine, PhD; Associate Dean Dick Senese, PhD; Department Head Alan Ek, PhD; Extension Program Leader Michael Darger, MBA; and University administrators.

Extensions’ Community Vitality: Adeel Ahmed, MPP; John Bennett, MPAP; Claudia Cody, MPA; Neil Linscheid, MPA; Art Nash, MS; David Nelson, MBA; Ryan Pesch, MURP; Bruce Schwartau, MEd; Liz Templin, MEd; and Research assistants: Theresa Bipes, M.Ed.; Joanne Oh, PhD.; Andrea Schuweiler-Date, M.S.; Yin Soriya, M.S.; Jill Stein; Alena Rivera.

Theresa Bipes, M.Ed. Joanne Oh, Ph.D.
Andrea Schuweiler Date, M.S. Yin Soriya, M.S.
Jill Stein Alena Rivera
University of Minnesota Tourism Center
Greetings,

Without question, 2009 was challenging. With all challenges, come opportunities. We hope 2009 provided your organization as opportunity to reflect, review and revitalize your products, staff or approaches. The Tourism Center took the opportunity to consider new tourism products, refine our educational approaches and expand our reach.

A most exciting event in 2009 was the launch of a TPT film on Minnesota Tourism ideas at play. The film showcases how important tourism is in Minnesota as well as how Extension and the Tourism Center contribute to tourism’s success and sustainability. We were fortunate to have so many examples to draw from and thank all those who participated and made the film possible! Our premiere party, hosted at the President’s home, was a gathering of tourism leaders and legends: a grand event! You can view the film at our website and throughout 2010 on various Minnesota TPT channels. We trust the film will have positive impacts for the entire Minnesota tourism industry.

Our advisory committee continues to energize our tourism industry success and sustainability. Active subcommittees are evaluating optimal educational strategies, developing a comprehensive marketing approach, as well as designing ways to expand our work through additional contributions to the Carlson Chair. This collection of individuals is inspiring and a tremendous asset. In 2010 we will collaboratively reconvene our measures of success in this ‘new normal.’

As we look to a new decade, we are hopeful and hard-working for industry success and sustainability. We look forward to hearing your ideas and insight. Please contact us at www.tourism.umn.edu, on Twitter, on Facebook, at ingridss@umn.edu, or 612-624-4947.

Sincerely,

Ingrid E. Schneider, Ph.D., Director

The Tourism Center Team

Tourism Center staff consistently work to provide the tourism industry with the most important information to lead them toward success and sustainability.

Ingrid E. Schneider, PhD
Kent Gustafson, MPA
Julie Voiten, Administrative Assistant
Cynthia Master, MBA

Nominated Advisory Committee members volunteer to share their insights, expertise and energy.

Mark Anderson, Department of Transportation
Tom Butson, Tour Minnesota Association
John Edman, Explore Minnesota Tourism
Bill Fawcett, White Bear Country Inn & Suites
Steven Fries, AAA Minneapolis
Dawn Hagland, Upper MN Valley Regional Development Commission
Charley Howe, Tat-Wave & Company
Paul Hageman, Minnesota Department of Agriculture
Doug Killian, Mill of America
Paul Lubanski, National Park Service
Julie Lanning, St. Cloud Visitors Bureau
Pat Miller, Visit Winona
Carroll Nelson, Minnesota State Parks
Tom Ossell, Congress of Minnesota Resorts
Chris Ramirez, Tourism Economic Development Corporation
David Siegel, Hospitality Minnesota
Dean Simpson, Dean, Center for Food Studies
Larry Sutton, Minnesota Historical Society
Pat Thoren, Minnesota Bed & Breakfast Association
Harry “Hank” Todd, Carlson Companies
Jim Vaght, Minneapolis Airport Foundation
Dob Zilz, University of Minnesota Extension

University administrators support the Center and carry our mission to colleagues, other units and central University administration.

Dean Bev Durgin, PhD
Associate Dean, Dick Sanner, PhD
DeAnn Al Levine, PhD
Department Head Alan Bjo, PhD
Extension Program Leader Michael Darger, MBA

Extension community/vitality community educators deliver relevant and timely tourism programs across Minnesota.

Adel Ahmed, MPP
Neil Linscheid, MPA
Pam Loucks, MLA
Shona Montgomery, MPP

Research assistants provide critical support to the Center’s research & engagement functions.

Theresa Bipes, M.Ed.
Andrew Schuweiler, M.S.
Jill Stein

Supporting Our Mission:
Carlson Chair for Travel, Tourism & Hospitality

The Carlson Chair has supported a variety of research and educational efforts for more than 20 years. The Center can access up to 4.5% of the fund’s market value, which was $1,106,223 in 2009. Since inception, a total of $888,158 has been used for education and research (see chart). See www.tourism.umn.edu for the variety of Chair supported projects since inception.

In 2009, Carlson Chair funding supported significant projects that benefit the tourism industry statewide: 1) economic impact and interactions of trails users in Minnesota, 2) agritourism interest among Minnesota producers, 3) resort market opportunities and challenges, and 4) the annual statewide assessment of residents’ attitude toward tourism. In addition, we continue to support quality tourism research through sponsorship of the Travel & Tourism Research Association’s Best Illustrated Paper. Beyond these projects, the Chair funds Center information dissemination and communication efforts.

As the economic challenges continue, judicious use of Chair funds remains paramount. We are grateful to sub-committee members for their insight, energy and outreach: John Edman, Randy Gutzmann, Doug Killian, Dave Siegel, and Linnea Stromberg-Wise. Also, thank you to Extension development staff Matt Musel for assisting us as we navigate toward success in fund expansion.

We appreciate all contribution made to the Tourism Center. We pledge to do our very best to apply each gift for maximum benefit to the Minnesota tourism industry’s success and sustainability.

The University offers many ways to invest, including cash, securities, estates, gifts of forestland, farmland, or other real estate or property, or individual retirement plan assets. Find out how to invest in Minnesota tourism and the Center at www.tourism.umn.edu or contact the Foundation at 612-624-3333.
Education is a vital part of industry success, particularly in an evolving economy. To assess our contributions to success, Scott Chazdon, Extension’s Evaluator for Community Vitality programs, coordinated an evaluation of the Tourism Center’s impact. Interviews and surveys with participants showed that the Center’s educational efforts contribute to community capitals—especially social and political capitals. We have discussed these impacts with our Advisory Committee and other interested stakeholders; however, we look forward to continual improvement of our offerings. Toward that end, an active sub-committee is working to optimize efforts in this area. Thanks to committee members Paul Hugunin, Courtland Nelson, emeritus member Randy Gutzmann, Explore Minnesota Tourism staff Colleen Tollefson, college faculty Stephen Carlson, Mae Davenport, Frances Homans and Cynthia Messner.

At Your Service: working with multi-cultural customers is a customer service curriculum available in English and Spanish. Tourism Center faculty and Extension Educators provided training and train-the-trainer workshops to both the private and public sectors in 2009 for more than 200 participants. Participants continue to report gains in skills and knowledge and find this interactive program worldwide.

Program lead: Cynthia Messner

Festival & Event Management classes prepare participants to create and manage successful events. Thirty-eight eight people participated in in-person and online offerings during the fall of 2009, with a focus on sports events management. Serious people completed the program certification requirements. Festivals are enjoying increased visitation in the current economy, so this class plays an important role in community development. An improved online version is planned for 2010.

Program Lead: Kent Gustafson.

The Tourism Development program suite focuses on sustainable tourism development. Products include the Tourism Assessment Program, which helps communities discover local tourism potential, and the Community Tourism Development manual which guides communities or students through sustainable tourism development. In 2009, the Tourism Center provided training to the tourism industry, community leaders and University students through workshops and virtual trainings. Based on wine tourism and sustainable tourism development. Look for an updated Community Tourism Development manual in 2010. Program lead: Cynthia Messner.

Tourism Center staff support undergraduate and graduate degree programs in Resource Based Tourism through the Department of Forest Resources. Beyond undergraduate and graduate degrees, an Internationally Accredited Ecotourism Certificate is offered. The first certificate recipients graduated this year; completing projects related to energy efficiency in Minnesota resorts, and a green local festival.

Agritourism: Cultivating a new sector

Personnel: Kent Gustafson, Andrea Schuweiler, Jen Janeskie (Renewing the Countryside)

Financial support: Carlson Chair for Tourism, Travel & Hospitality Minnesota Growth Program (MGA), North Central Region-Sustainable Agriculture Research & Education

This study profiled agriculture producers statewide involved in direct product marketing or on-farm educational experiences. Producers indicated a growing interest in agritourism, a variety of motivations to pursue agritourism, as well as a desire for information and technical assistance. Results are informative for agritourism education and agritourism education production development.

Festival & Event Management: A sampling of our presentations

What shade of green is your event?

Planning a successful event

Driven by NEED:

Going green is red hot!

Sustainable tourism in western China

Visitor profiles & projections

Tourism Center Measures of Success

Opportunities & challenges for Minnesota’s resort industry

Scenic byways: Economic impact & quality of life contributions

Perceived value of the program # of presentations # of peer-reviewed articles, presentations and proceedings

Tourism industry legends, and leaders gather at Eastcliff to celebrate the premier of the TPT film “Tourism in Minnesota.”

Connecting with communities, clients and colleagues is an essential part of our opportunity and responsibility as a land grant institution. Beyond serving our stakeholders and constituents, the University explicitly partners with public and private sectors to enhance research and learning as well as address critical issues. The Tourism Center engages industry and community in a variety of ways including presentations, facilitations and serving on boards. See a sampling of our efforts below. If you have thoughts on other opportunities for us, please do let us know!

A sampling of a our presentations

Heartland Wine Trail

Great River Road Wine Trail

Boards & committees served

Across the state & globe

A sampling of our facilitations

Meeting of our Mission:

TIMELY, topical and targeted research informed tourism industry partners and practitioners across the state and globe in 2009. Scott Chazdon, Extension’s Community Vitality Evaluator, coordinated an evaluation of the impact of the Center’s research since 2004. Interviews and surveys revealed that the research contributed significantly to social and political capital. Future efforts will improve and expand this impact.

M E E T I N G  O U R  M I S S I O N :  
EDUCATIONAL ACCOMPLISHMENTS TOWARD INDUSTRY SUCCESS & SUSTAINABILITY

A sampling of our presentations

What shade of green is your event?

Planning a successful event

Driven by NEED:

Going green is red hot!

Sustainable tourism in western China

Visitor profiles & projections

Tourism Center Measures of Success

Opportunities & challenges for Minnesota’s resort industry

Scenic byways: Economic impact & quality of life contributions

Perceived value of the program # of presentations # of peer-reviewed articles, presentations and proceedings