TOURISM CENTER

Meeting Our Mission: 2013 Summary

MISSION
We lead, prepare and support the tourism industry & tourism-dependent communities for success & sustainability. Our work results in...

An educated workforce
- Expanded the online offering of Festival & Event Management course with participants across the U.S. & world
- Refined & revitalized our nationally known At Your Service program toward cultural relevancy & enhanced educational outcomes
- Initiated invasive species management educational programs with the state tourism audience
- Supported undergraduate & graduate student opportunities for tourism-specific research & educational opportunities

Informed decisions
- Ignited ideas for educational offerings, marketing choices & brand awareness for the Minnesota Historical Society through focus groups & online questionnaires
- Assessed opportunities & challenges to the adoption of sustainable business practices as well as their state of implementation among the Minnesota tourism industry through online questionnaires
- Identified bike-safety perceptions across Minnesota communities & regions as well as bikers & non-bikers with a mail questionnaire
- Explored the impact of invasive species on visitor experiences through interviews with nature-based tourists
- Assessed the economic impact of wineries & wine-related tourism across the northern U.S. through questionnaires

Engaged communities
- Catalyzed partners & communities across Minnesota to implement a Tourism Assessment Program toward informed & collective decision making
- Integrated ‘quality of life’ research findings for use in communities, organizations & research associations across Minnesota & the U.S.
- Enlightened University & industry friends with our annual National Travel & Tourism Week poster event
- Actively participated in industry & University governance including the Governor’s Council on Tourism, Community University Research Assistance Programs, & Regional Sustainable Development Boards
OUR TEAM

Tourism Center Staff
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2013 Active Community Vitality Colleagues
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Mary Vitcenda, Sr. Editor

2013 Advisory Committee
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John Edman, Explore Minnesota Tourism
Bill Foussard, White Bear Country Inn & Rudy’s Redeye Grill
Dawn Hegland, Upper Minnesota Valley Regional Development Commission
LuAnn Hiniker, Extension Regional Director, Mankato
Paul Hugunin, Minnesota Grown
John Howe, National Council of Environmental Legislators
Doug Killian, Mall of America
Paul Labovitz, Mississippi National River & Recreation Area
Ben Leonard, Minnesota Historical Society
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Shannon McKeeth, Bingham Hall
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Scott Springer, Pike Point Resort
Lory Sutton, Minnesota Historical Society
Hank Todd, Hank Todd Solutions
Jana Vaughn, MSP Airport Foundation

STRENGTHENING MINNESOTA’S TOURISM

The University of Minnesota Tourism Center is a collaboration of University of Minnesota Extension and the College of Food, Agricultural and Natural Resource Sciences Email us at tourism@umn.edu or call us at 612 624 4947. Invest in the Center by making a gift or including us in your estate planning!

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