

Sustainable Tourism Assessment for Small Communities



This project helps five small communities in the Regional Sustainable Development Partnerships (RSDP) regions across Minnesota discover opportunities to develop their community's assets for sustainable tourism.

Why? Expanding regional assets can attract more visitors or keep them longer in the region.

The project utilizes the Tourism Center's Tourism Assessment Program (TAP) to provide:

- A community inventory for identifying and assessing local tourism assets
- Community visits and on-site consultation with a team of tourism experts
- A facilitated community meeting to solicit input from residents related to strengths, weaknesses, opportunities and threats for local tourism
- Community teams visit another community in the project
- Written reports for each community with analysis, observations, and recommendations to address identified opportunities in a sustainable manner, and
- Comprehensive evaluation of the program outcomes and impact using Ripple Effect Mapping and other evaluation strategies.



RSDP Regions

April – May 2013	Recruit communities.
June 2013	Community team training & project launch.
June – August 2013	Data collection
July – September 2013	Community teams visit another community in project.
August – October 2013	Tourism expert team visits communities.
October 2013 – February 2014	Reports drafted and presented to community
January – April 2014	Extension Educators facilitate action planning with each community.
April – December 2014	Communities implement action steps.
October 2014	Statewide Celebration

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This project is a collaboration of the University of Minnesota Regional Sustainable Development Partnerships, University of Minnesota Tourism Center, and University of Minnesota Extension Center for Community Vitality.



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