



Tourism Development Programs

CONTACT US:

Michigan State University Extension,
200 Grand River Avenue,
Suite 102,
Port Huron MI 48060

Andy Northrop,
Extension Educator,
810-989-6935
northro5@anr.msu.edu

MSU EXTENSION TOURISM RESOURCES:

msue.anr.msu.edu/topic/info/tourism



TARGET AUDIENCE:

Residents, elected officials, business owners, economic development practitioners, planners and organizations

PROGRAM SUMMARY:

MSU Extension's tourism team works statewide addressing community needs and interests in leveraging assets and resources for tourism development. A variety of programs exist to assist a community or region in becoming a destination or launch initiatives to strengthen existing tourism offerings. Programs are specifically designed to involve local leaders and stakeholders in a collaborative process for developing regional synergies and inclusiveness, exploring niche markets and/or capitalizing on the results of community assessments by first-time visitors. Ultimately, programs can form the basis for future development, spawn local leadership, and strengthen community vitality.



Goals of our tourism programs are to:

- Increase awareness of assets and opportunities.
- Increase knowledge of best practices, trends and changes.
- Develop new leadership roles, opportunities and action items.
- Foster new collaborations and plans among stakeholders to advance community-driven tourism.



Summary of MSU Extension tourism development programs:

The following programs are available statewide to guide decision making around tourism development and implementation.

Understanding Tourism for Michigan Communities (UTMC) –

This interactive workshop highlights tourism industry statistics and exposes communities to trends and travelers' interests, as well as a number of niche tourism markets. UTMC is specifically designed to promote regional synergies, leadership and tourism product development.

Planning for Tourism – This workshop walks communities through a planning process and uses life-cycle models to explore where communities may be in establishing themselves as tourism destinations. Additional tools will be employed to determine their readiness, identify next steps for action and explore engagement strategies for coalition building within the community.

First Impressions: Assessing Your Community for Tourism (FIT) –

FIT is a comprehensive community assessment conducted by unannounced visitors in a host community positioned to lead development based on the program results. FIT involves developing community leadership, assessing the host community, sharing the results in a community forum open to all, and providing suggestions to drive community action. Overall, FIT helps communities learn about their strengths and weaknesses through the eyes of first-time visitors.

Strengthening Tourism Leadership: Facilitation Tools to Move Community-driven Tourism Forward –

This experiential workshop is designed to build and strengthen the skills necessary to lead and facilitate productive community groups. Participants will practice using a variety of facilitation tools and learn techniques and verbal skills necessary to lead group discussions, reach consensus, set outcome-based goals and generate ideas for action.

Custom Tourism Programs –

MSU Extension tourism educators are equipped to meet the diverse needs and interests of Michigan communities. Specialized programs are available to communities with a specific interest in agri-tourism, eco-tourism and/or cultural/heritage tourism.

To learn more about these programs for your community, please contact: Andy Northrop at 810-989-6935 or northro5@anr.msu.edu.

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