

# Sustainable Rural tourism development in West Virginia 2022 webinar series

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# 2022 SUSTAINABLE TOURISM WEBINARS

January 31, 11 a.m.

*Intro to Sustainable Rural Tourism Development*

February 28, 11 a.m.

*Sustainable Rural Tourism and West Virginia: Lessons Learned*

March 28, 11 a.m.

*Marketing vs. Management*

April 25<sup>th</sup> 11 a.m.

*What is a Destination Management Organization?*

May 23, 11 a.m.

*Leadership and Capacity*

June 27, 11 a.m.

*The Role of Extension and Non-traditional Stakeholders*

July 25, 11 a.m.

*Making Informed Decisions – Community Assessments and Inventory of Attractions and Services*

August 29, 11 a.m.

*Making Informed Decisions – Understanding Secondary Data*

September 26, 11 a.m.

*Making Informed Decisions – Collecting and Interpreting Primary Data: Understanding Visitor Preferences and Resident Attitudes Toward Tourism*

October 31, 11 a.m.

*Product Development: Intro to Participatory Planning and Action*

November 28, 11 a.m.

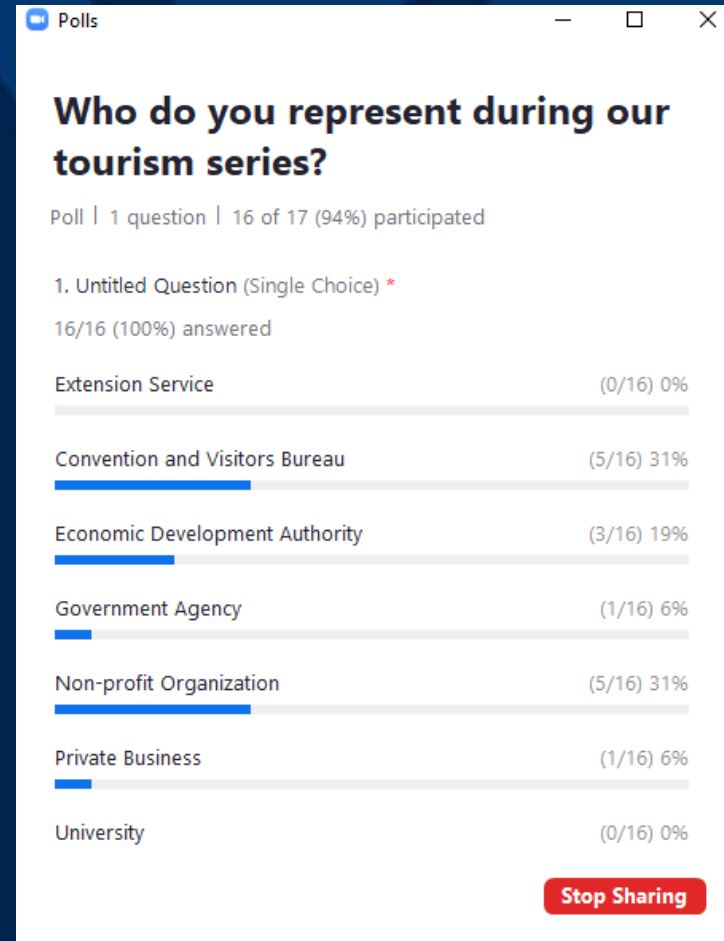
*Product Development: Funding Tourism Development*

December 19, 11 a.m.

*Sustainable Rural Tourism: Implementing and Evaluating a Destination Management Plan*

# Poll 1

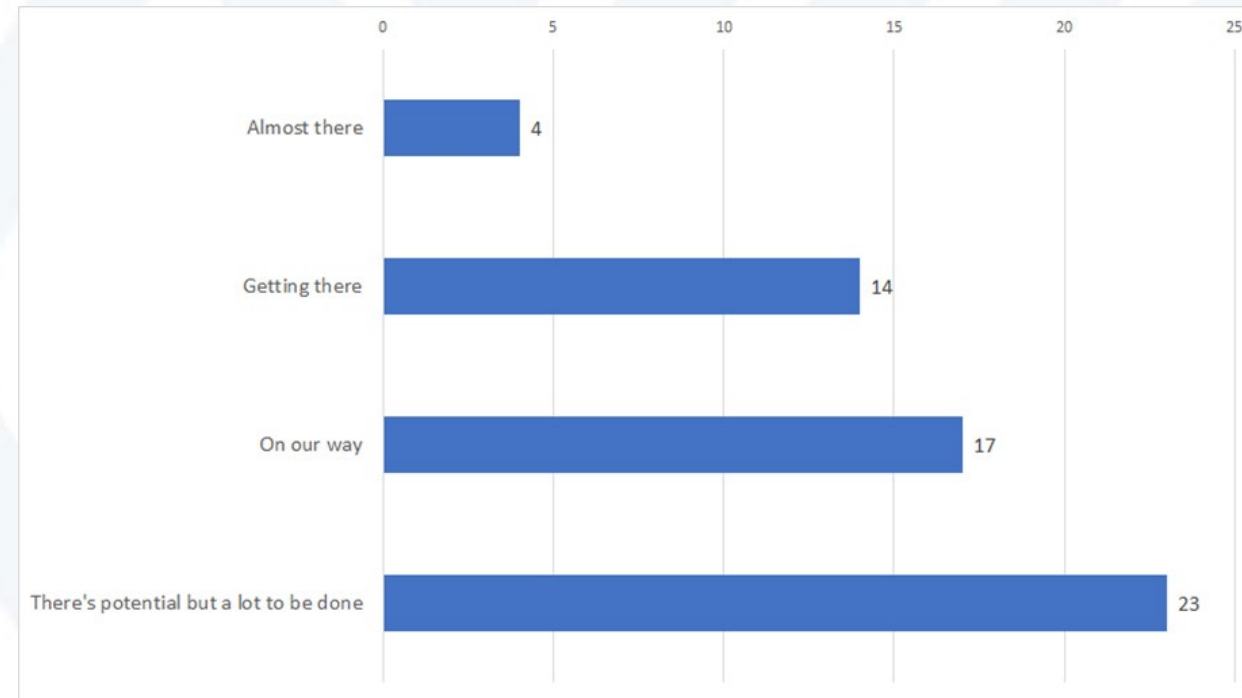
- Who do you represent during our tourism series?



# Webinar #1: Sustainable Tourism defined

“tourism that takes full account of its current and future **economic, social and environmental** impacts, addressing the needs of **visitors, the industry, the environment and host communities**”.

## Is West Virginia ready for Sustainable Tourism?

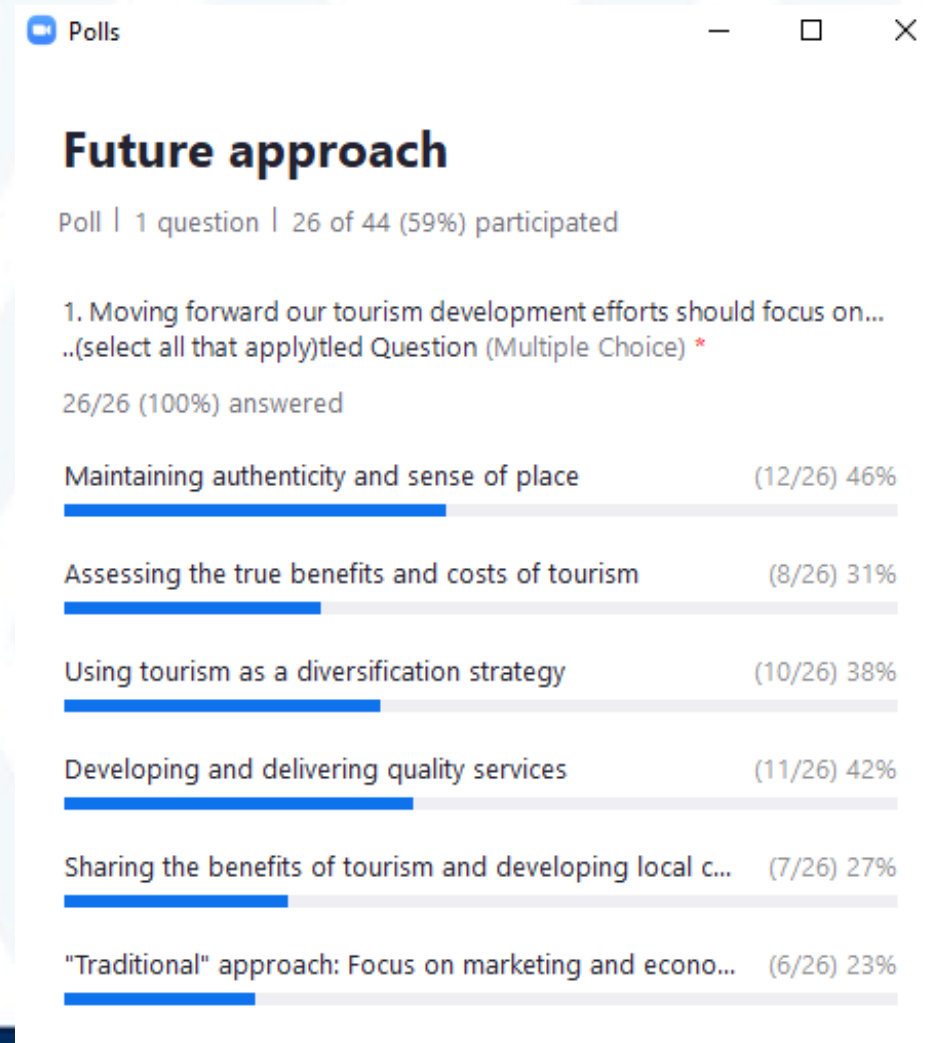
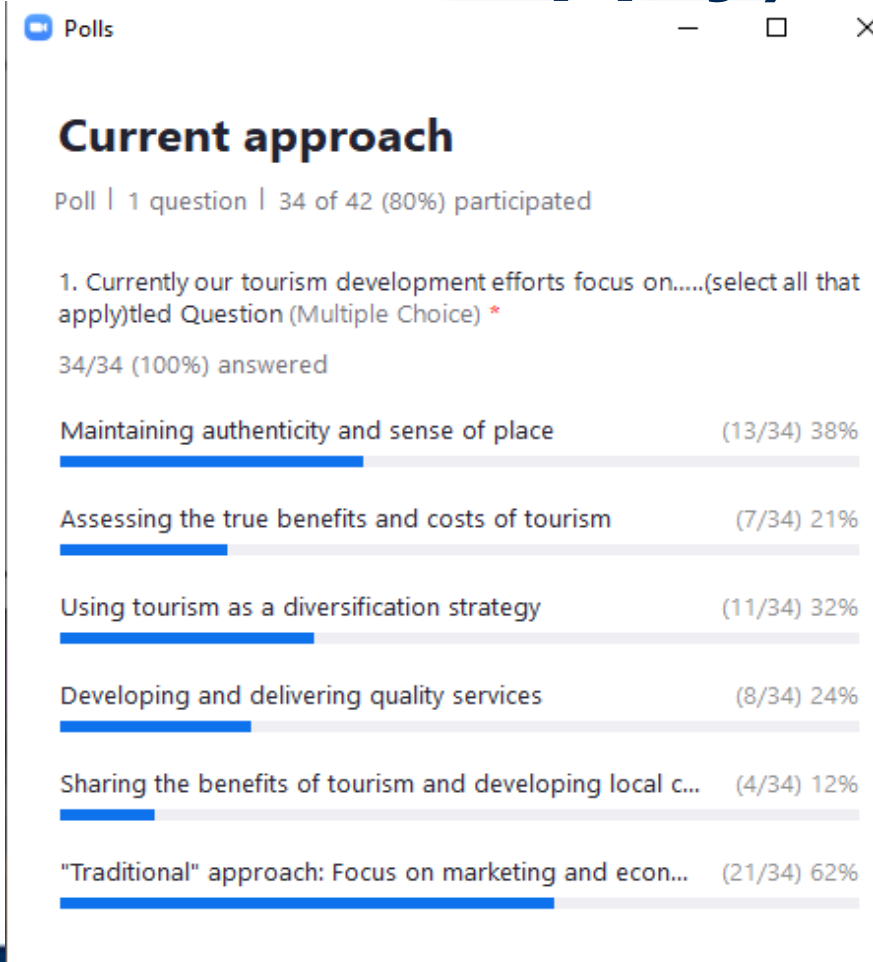


# Webinar #2: Rural Tourism Values

- Basing tourism development on **authenticity** and a sense of place.
- Assessing the true **benefits and costs** of tourism.
- Using tourism as a **diversification** rather than a substitution strategy.
- Developing and delivering **quality services**.
- **Sharing the benefits** of tourism and **developing local control**.

Tourism development that is **planned and guided** by committed **citizens, businesses, and governments**, provides the best opportunity for **sustainable, shared prosperity**.

# Poll: Our current tourism efforts focus on.... (select all that apply)





# Skift. 2020



**MEGATRENDS**  
DEFINING TRAVEL IN 2020

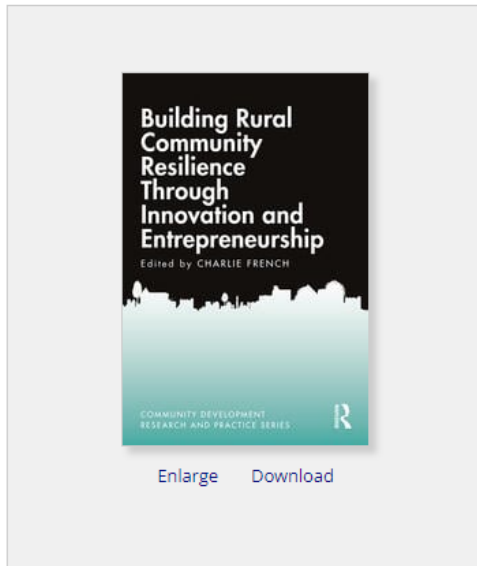
## Tourism's New Competitive Advantage Is Protecting — Not Just Promoting — Destinations

By Rosie Spinks

Illustrations by Min Liu

### Skift Take

Responding to the burden that tourism can bring requires more than tacking on the idea of management to tourism boards' activities; it requires a paradigm shift in how destinations operate. That shift is under way.



1st Edition

# Building Rural Community Resilience Through Innovation and Entrepreneurship

Edited By Charlie French

Copyright Year 2022

Available for pre-order. Item will ship after February 28, 2022

ISBN 9781032014203

February 28, 2022 **Forthcoming** by Routledge

262 Pages 16 B/W Illustrations

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**Book's Objectives:** Drawing from empirical analyses, case studies, and a synthesis of best practices, the authors explore how innovation manifests itself in rural places and how it contributes to entrepreneurial development and community resilience. The objectives of the book are to:

- Define the innovation ecosystem in the context of rural places
- Identify innovation-related characteristics that relate directly to economic vibrancy
- Demonstrate case studies of how diverse rural places have innovated under different contexts and through different approaches
- Provide a set of best practices for cultivating a rural innovation ecosystem





# WELCOME TO WVACVB

Effective Partners in Promotion & Marketing Your Destination



# March Webinar: Marketing vs. Management

## Agenda

- Destination Management Framework
- Insight from Tourism Leaders:

Cara Rose,  
Executive Director  
Pocahontas County CVB



Frank O'Brien,  
Executive Director  
Wheeling/Ohio County CVB



Please use chat feature to say hello, post comments or questions

# Poll: DMO Roles

Polls

## Current approach

0:33 | 1 question | 19 of 29 (65%) participated

1. What role(s) are the current focus of your DMO? (select all that apply) (Multiple Choice) \*

19/19 (100%) answered



## Future approach

0:40 | 1 question | 17 of 30 (56%) participated

1. What should the role of your DMO be? (select all that apply) (Multiple Choice) \*

17/17 (100%) answered



# 2020 – the 'Year of Tourism and Rural Development

*"In the context of the COVID-19 pandemic, the role of tourism in rural development is more relevant than ever."*

**This crisis is “an opportunity to rethink how tourism interacts with our societies, other economic sectors and our natural resources and ecosystems; to measure and manage it better; and to ensure the fairer distribution of its benefits”**



# What is a Destination Management Organization?

*Definition, Roles/Responsibilities and New Directions*



**Don Anderson**

Executive Partner

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Founder, CDME Program

Former Hospitality and Tourism Faculty Member –  
University of Calgary, Purdue University, and  
California State University Fullerton

**Sustainable Rural  
Tourism Webinar**





# Overview of Destinations and Terminology

Destinations attract visitors/nonresidents to their communities based on travel motivations (business, leisure, VFR and personal) and place brand attractions/events and imagery.

<b>Tourism</b>
Destination
Visitor
Industry
Experience

<b>City</b>
Town/Village
County/Parish/District
Region
State/Province
Nation

<b>Community</b>
District/ Neighborhood

# Profile of Destination Organizations

**DO**

**DMO**

**CVB/CB/VB**

Entities charged in being a community leader in tourism marketing and development, and typically mandated to bring more meeting, convention and leisure/VFR (visiting friends & relatives) travelers to destinations.

**DO Profile  
Handout**

*Creating Community Wealth For Our People Through Tourism*

# Five Component Roles and Responsibilities of Destination Marketing and Management

## Core Functions

- ▶ **Destination Development**  
(current destination offerings and the development support for new attractions, events and services)
- ▶ **Destination Marketing, Sales and Services**  
(most effective brand image and the communications to priority target markets)
- ▶ **Destination Community Relations**  
(acting as the tourism advocate by raising the awareness and profile of tourism locally in support of external marketing efforts)

**Destination  
Architect**

**Destination  
Seller**

**Destination  
Advocate**

# Component Roles and Responsibilities of Destination Marketing and Management

## Supportive Functions

### ► Destination Research and Planning

(existing and potential target markets and the destination policy/returns on future marketing and development)

**Destination  
Planner**

### ► Destination Leadership, Partnerships and Team Building

(championing marketing and development and building alliances to achieve long-term goals)

**Destination  
Partner**

# 1

## Destination Marketing, Sales and Services Key Activities

- Priority business, leisure and VFR visitor market segments determination
- Strong branded destination online presence with social media engagement based on storytelling
- Formalized destination marketing and business plan with budget allocation



*Explore Brighton Howell Area, Michigan*



# 2

## Destination Community Relations Key Activities

- Segmentation and relationship building with primary local audiences
- Focus on government and Board/community leadership on value of tourism and DO
- Dedicated stakeholder communications strategy and plan



*Visit Michigan City LaPorte, Indiana*

# 3

## Destination Development Key Activities

- Top and best potential visitor generators – attractions and events recognition
- Emphasis on visitor programming and packaging
- Destination development/tourism master plan assessment and strategy



*Go Gaston County, North Carolina*

# 4

## Destination Research and Planning Key Activities

- Strategic tourism/destination plan formulation and alignment to annual marketing/operational activities
- Visitor profile survey analysis and understanding
- Destination economic impact/DO program returns measurement and reporting



*Visit Natchez, Mississippi*



# 5

## Destination Leadership, Partnerships and Team Building Key Activities

- DO team and community/regional partnership leveraging
- New tax/non-tax funding and revenue opportunity strategy
- DO/CVB state association membership and networking/learning



*Visit Bastrop, Texas*



*Indiana Tourism Association*

# Strategic Focus of a Destination Organization

1

Drive Visitor Demand

*Influential Branded Communications to Receptive/Persuadable Markets*

2

Enhance the Visitor Experience

*Support to Branded Product Development*

3

Communicate Relevancy and Viability

*Community Tourism Leadership and Returns Performance*



# Destination and Destination Organization Futures



## 2000–2022 Research Program

1

**2000** CVB Futures Project: Defining the Future of Convention and Visitor Bureaus for the 21<sup>st</sup> Century

2

**2008** The Future of Destination Marketing: Tradition, Transition and Transformation

3

**2014–2022** DestinationNEXT: A Strategic Roadmap for the Next Generation of Global Destination Marketing

# Destination Organization New Directions

1. Fully research-based brand strategy integrating destination, community and related promotional entities
2. Enhanced digital community/destination brand promotion
3. Higher accountability on tourism investment understanding and results
4. Increased involvement in placemaking/visitor experience development
5. Further engagement with community leadership and residents

*Questions & Answers*

# Poll 2 Which of these 5 component roles and responsibilities are an active component of your destination's current tourism strategy?

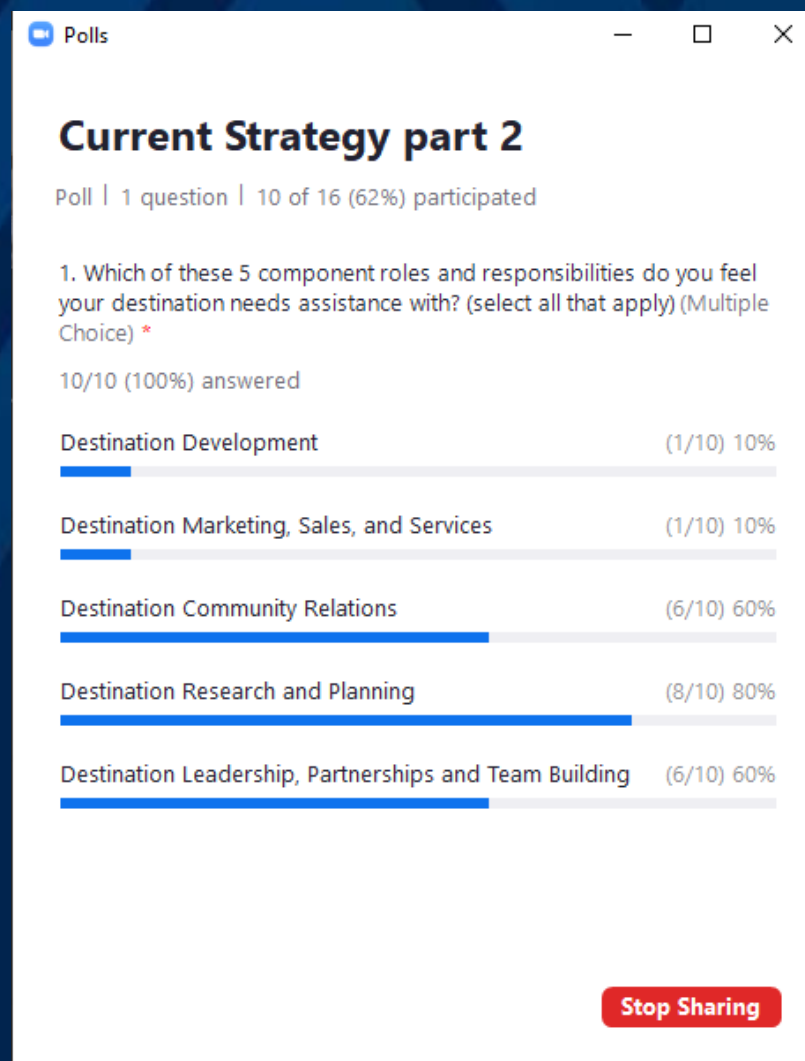


# Questions?

- How much do you know about your destination and the people who visit?
- Which of the 5 component roles and responsibilities do you have a good grasp on currently?
- Which of the 5 component roles and responsibilities are you in most need of?
- What do you need to advance the 5 component roles and responsibilities?
- Does your community have the infrastructure and capacity to sustainably handle growth?



# Poll 3 Which of these 5 component roles and responsibilities do you feel your destination needs assistance with?



# Thank You Don!

**Reminder: May 23, 11 a.m.**  
*Leadership and Capacity*

Contact info. – [doug.Arbogast@mail.wvu.edu](mailto:doug.Arbogast@mail.wvu.edu)

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**Thank you for attending**

**For additional information and resources please see:**

<https://extension.wvu.edu/community-business-safety/tourism-hospitality/sustainable-tourism>

or search WVU Sustainable Tourism

# Sources

Certified Destination Management Executive Program - <https://destinationsinternational.org/cdme>

Colorado Rural Academy for Tourism - <https://oedit.colorado.gov/colorado-rural-academy-for-tourism>

Oregon Rural Tourism Studio - <https://industry.traveloregon.com/opportunities/programs-initiatives/oregon-tourism-studios/rural-tourism-studio/>

Skift Travel Megatrends 2020 - <https://skift.com/wp-content/themes/skift-2021/assets/img/megatrends/2020/Skift-Megatrends-2020.pdf>

UNWTO Recommendations on Tourism and Rural Development – A Guide to Making Tourism an Effective Tool for Rural Development. <https://www.e-unwto.org/doi/book/10.18111/9789284422173>

West Virginia CVB Association - [http://www.wvacvb.org/?utm\\_source=Tourism&utm\\_medium=Link&utm\\_campaign=Tourism](http://www.wvacvb.org/?utm_source=Tourism&utm_medium=Link&utm_campaign=Tourism)



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