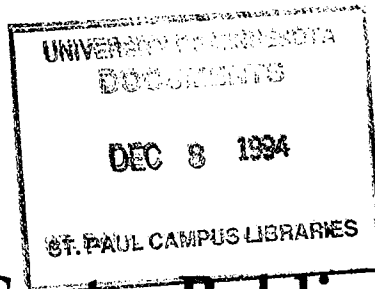


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Tourism Center Publications and Videos

Quantity Total Price Community Tourism Development

Publications

Quantity	Total Price	Description
_____	_____	NEW!  Q & A About Rural Tourism Development 1993 128p. National and international tourism experts answer common questions about rural tourism development. Based on audience questions from the <i>Turn it Around with Tourism</i> national teleconference. BU-6184 \$15.95
_____	_____	BU-3443 <i>So Your Community Wants Travel/Tourism? Guidelines for Attracting and Serving Visitors in Your Community 1988 12p.</i> Describes how to make communities attractive to tourists and how tourist amenities benefit local residents. Discusses how community groups can work together and outlines a training course for those meeting tourists. \$3.00
_____	_____	HALF PRICE! BU-3822 <i>Using Tourism and Travel as a Community and Rural Revitalization Strategy 1990 215p.</i> A collection of papers from the National Travel Tourism Workshop held May 10-12, 1989, in Minneapolis, MN. Provides ideas on a wide range of rural tourism development issues. \$10.00
_____	_____	FO-3272 <i>Community Travel and Tourism Marketing 1987 8p.</i> Tells how to analyze a community's current tourism situation; also how to market tourism by setting objectives and goals, carrying out promotional activities to attain them, and evaluating how they have worked. \$3.00
_____	_____	MI-6410 <i>First Minnesota Tourism, Travel and Recreation Research Forum 1991 60p.</i> Compilation of research papers presented at April 1991 forum. \$5.00
_____	_____	MI-5668 <i>Rural Tourism Development Training Guide 1991 330p.</i> A comprehensive reference and how-to that includes information on training, organization, volunteers, attractions, services, marketing and funding. <i>Also sold as package. See description below, EP-5666.</i> \$30.00
_____	_____	EP-5666 <i>Rural Tourism Development Training Guide and Video Package 1991</i> Includes <i>Rural Tourism Development Training Guide</i> and <i>Case Studies</i> video. Save \$20 when purchased as package! <i>See descriptions this section.</i> \$55.00

Videos

_____	_____	VH-5667 <i>Rural Tourism Development Case Studies 1991 60mn.</i> Rural tourism development success stories of Villages of Van Buren, IA, San Luis, CO, Sandpoint, ID and Dahlenega, GA. <i>Also sold as package, EP-5666. Description above.</i> \$45.00
_____	_____	VH-5809 <i>Turn it Around with Tourism National Teleconference 1991 120mn.</i> National experts discuss common problems in tourism development and answer call-in questions from participants. \$25.00
_____	_____	VH-3857 <i>Community Tourism Development 1989 12mn.</i> National experts discuss tourism development. \$20.00
_____	_____	VH-3855 <i>Tourism Attraction Development 1989 12mn.</i> National experts provide strategies on developing tourism attractions. \$20.00
_____	_____	VH-3858 <i>Waterfront Revitalization for Tourism Development 1989 12mn.</i> National experts' strategies on waterfront revitalization. \$20.00

This archival publication may not reflect current scientific knowledge or recommendations.
Current information available from University of Minnesota Extension: <http://www.extension.umn.edu>.



Publications

- | | | |
|--|-------------------|--|
| | BU-3539
\$1.50 | <i>Advertising: An Investment in Your Business' Future</i> 1988 16p. Overview of advertising with tips and techniques for getting the most from advertising dollars. Includes media chart comparing coverage, audience, and costs, plus sample budget and planning worksheets. |
| | FO-3272
\$3.00 | <i>Community Travel and Tourism Marketing</i> 1987 8p. How to analyze a community's current tourism situation and market tourism by setting objectives and goals, carrying out promotional activities to attain them, and evaluating how they have worked. |
| | FO-3372
\$2.00 | <i>Evaluating Tourism Advertising with Cost-Comparison Methods</i> 1988 6p. How to translate advertising rates into "customers obtained." Gives conversion rates and examples of worksheets to keep accurate guest records. |
| | FO-3311
\$3.00 | <i>Tourism Advertising: Some Basics</i> 1987 8p. Explains advantages and disadvantages and unique features of advertising methods including newspaper, magazine, direct mail, outdoor ads, television, radio, and specialty ads. |
| | FO-3273
\$2.00 | <i>Tourism Brochures to Boost Business</i> 1987 6p. Tells value of tourism brochures in tourism businesses and how to achieve the best product. |
| | FO-3842
\$1.00 | <i>Communication and Marketing Practices of Minnesota Convention and Visitor Bureaus</i> 1989 4p. Survey results showing general marketing, promotional mix for target markets, communications technology and evaluation methods used by Minnesota CVBs. |
| | FO-6085
\$1.00 | <i>Marketing Crafts and Other Products to Tourists</i> 1992 12p. Multi-state survey on ways to improve the marketing of crafts and other products to tourists. Describes four specialized tourist styles and what kinds of crafts and other products they buy when traveling. |

Videos/Slide Sets

- | | | |
|--|--------------------|--|
| | VH-3978
\$30.00 | <i>Marketing a Tourism Business</i> 1990 20mn. How to develop a marketing plan for tourism, travel, and recreational businesses. |
| | VH-3908
\$30.00 | <i>Practical Marketing Tips for Tourism Businesses</i> 1990 29mn. Provides many practical, quick marketing ideas for tourism, travel, and recreational businesses. |
| | VH-3852
\$20.00 | <i>Basic Tourism Marketing</i> 1989 12mn. National experts discuss marketing. |
| | SS-3211
\$65.00 | <i>Marketing Main Street Slide Set</i> 1988 Analyzes signage, window display, entrance, lighting, and merchandise display in several main street businesses. Shows simple, inexpensive changes that increase marketing appeal. |

Festivals and Events

Publications and Videos

- | | | |
|--|--------------------|--|
| | VH-3851
\$20.00 | <i>Managing Tourism Events & Festivals</i> 1989 12mn. National experts provide strategies for managing tourism events and festivals. |
|--|--------------------|--|

COMING SOON! ⇨ *Practical Festival Management Tools* This complete how-to guide outlines

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fundamentals of successful festival management. It includes information on planning, organization, marketing, funding and budget, volunteer management and community relations, risk management and more. Helpful checklists, worksheets and summaries are provided for each stage of event management.

**Publications**

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|-------|-------|---------|--|
| _____ | _____ | FO-3917 | <i>Restaurants Up Front</i> 1990 8p. Focuses on the proper use of color, light, textures, patterns, space, layout, etc., in restaurants as it affects customers. |
| | | \$1.00 | |
| _____ | _____ | FO-3220 | <i>Catering Successfully</i> 1987 4p. Information on setting up a home-based catering business. Includes laws and codes on safe, sanitary food-handling practices. |
| | | \$5.00 | |

Customer Service and Hospitality Training**Publications**

- | | | | |
|-------|-------|---------|---|
| _____ | _____ | FO-3271 | <i>Courtesy Is Contagious</i> 1988 16p. Suggests ways to improve tourism, business development, and marketing skills of people in the tourism industry. For hotel/motel and restaurant personnel, resort managers, and others in the hospitality industry. |
| | | \$2.00 | |
| _____ | _____ | BU-6424 | <i>Minnesota...At Your Service Instructor Training Manual</i> 1990 40p. A trainer's guide for the hospitality industry that emphasizes the importance of customer service. It includes lessons, activities, and discussion guide for use with the <i>Minnesota...At Your Service Employee Training Workbook</i> and video listed below. |
| | | \$15.00 | |
| _____ | _____ | FO-6425 | <i>Minnesota...At Your Service: Employee Training Workbook</i> 1990 12p. A service industry employee training book that emphasizes the importance of guest and customer service. Includes simple activities that help employees identify and understand their customers and encourage good hospitality habits. |
| | | \$5.00 | |

Videos

- | | | | |
|-------|-------|---------|---|
| _____ | _____ | VH-3916 | <i>Minnesota at Your Service Customer Relations/Hospitality Training</i> 1990 69mn. Provides training on hospitality and customer relations including: improving service attitude, hospitality habits, and creating a service-oriented workplace. |
| | | \$30.00 | |
| _____ | _____ | VH-3856 | <i>Hospitality Training</i> 1989 12mn. National experts provide strategies on hospitality training for the tourism industry. |
| | | \$20.00 | |

Hotels, Motels, and Resorts**Publications**

- | | | | |
|-------|-------|---------|--|
| _____ | _____ | FO-6100 | <i>Minnesota Hotels and Motels: A Profile of the Industry</i> 1993 7p. Describes Minnesota hotels and motels according to size, facilities, and room amenities. Shows distribution of businesses by region. |
| | | \$1.00 | |
| _____ | _____ | MI-6406 | <i>Survey of Minnesota Motels</i> 1991 35p. Survey of Minnesota motels in 1990 with information on financial operating percentages for industry. Discusses services provided and rate structure for 1989-1990. |
| | | \$2.00 | |
| _____ | _____ | FO-3630 | <i>Resort Interiors</i> 1988 6p. Analyzes resort exteriors, interiors, furniture styles, furniture sources and grades, resort upgrade planning, and resort uniqueness. Includes illustrations and resource list. |
| | | \$2.00 | |
| _____ | _____ | FO-3366 | <i>Low-Cost Improvements for Home, Resort, and Business Furnishings</i> 1988 6p. Describes ideas and instructions for inexpensively, easily, and quickly improving furniture function and appearance. |
| | | \$1.00 | |
| _____ | _____ | MI-3928 | <i>Managing Small Resorts for Profit</i> 1985 207p. Provides information on developing a marketing plan, creating tourism brochures, reviewing advertising and marketing that sells, and how to manage and design resort grounds. |
| | | \$20.00 | |
| _____ | _____ | FO-5623 | <i>Site Selection Basics of Business-Group Travel to MN Resorts</i> 1991 12p. Study results of how business groups select meeting sites and Minnesota resorts. Season, recreation, food service, sleeping accommodations, and general facilities are selection criteria discussed. |
| | | \$1.00 | |



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|--|-------------------|--|
| | FO-5937
\$1.00 | <i>Minnesota Resorts: A Profile of the Industry 1992 8p.</i> Survey results of MN resorts from 1986-1990. Includes number of resorts, size, dates open and amenities. Offers advice on making changes to prepare for future of the industry. |
| | BU-0542
\$1.50 | <i>Designing Sewage Treatment Systems for Resorts 1985 15p.</i> Discusses how to evaluate the need for a sewage treatment system for resorts, how to design for specific needs and outlines the legalities of installation. |

Bed & Breakfast/Home-Based Business

Publications

- | | | |
|--|-------------------|--|
| | BU-3462
\$6.00 | <i>Developing a Bed and Breakfast Business Plan 1988 59p.</i> Detailed discussion of how to prepare a business plan to create or expand a bed and breakfast. Includes supplemental information. |
| | FO-3225
\$2.00 | <i>Starting a Bed and Breakfast or Farm Vacation Business 1989 10p.</i> Discusses start-up considerations in operating a bed and breakfast: hospitality, family implications, management policies, your house, furnishings, and food, Minnesota codes and regulations, zoning, food and lodging licensing, insurance, taxes, business plan, marketing and promotion. |
| | FO-3219
\$.50 | <i>Establishing the Ambiance in a Bed and Breakfast or Farm Vacation Home 1987 4p.</i> Walks prospective and present B&B operators through an assessment or improvement of their homes' potential to host overnight visitors (location, finances, time commitment) with emphasis on the creation of a comfortable atmosphere for paying guests and the family. |
| | FO-3843
\$1.00 | <i>The Minnesota Bed and Breakfast Market: A Guest Profile 1989 6p.</i> Summary of study findings on how people choose a B & B, information sources used, length of stay, trip purpose and planning, and customer profiles as determined from a survey of past guests. Minnesota-specific information useful in preparing a B & B business plan. |
| | FO-3808
\$1.00 | <i>A Profile of Minnesota's Bed and Breakfast Industry 1988 7p.</i> Describes characteristics, facilities and amenities, prices, occupancy, marketing strategies, and management policies of Minnesota B&Bs. Provides planning assistance for potential B&B operators. |
| | FO-3367
\$1.00 | <i>Analyzing Interior Spaces for a Home-Based Business 1988 7p.</i> Helps you analyze whether there is adequate and functional space in a home or its outbuildings for the products and services of a projected business. Explores the effect consumer/business activity may have on family life. |
| | FO-3366
\$1.00 | <i>Low-Cost Improvements for Home, Resort, and Business Furnishings 1988 6p.</i> Describes methods to inexpensively, easily, and quickly improve furniture function and appearance. Includes both ideas and how-to instructions. |
| | FO-3220
\$.50 | <i>Catering Successfully 1987 4p.</i> General information on setting up a home-based catering business, including laws and codes on safe and sanitary food-handling practices. |
| | FS-3095
\$.25 | <i>Family Tension and the Home-Based Business 1987 2p.</i> Provides general information on some of the tensions that might occur when operating a home-based business. |
| | FS-3096
\$.25 | <i>Why Have a Home-Based Business? Advantages and Disadvantages 1987 2p.</i> Provides general information on the advantages and disadvantages one might consider when starting a home-based business. |
| | BU-3201
\$2.00 | <i>Home Based Business...Is It for Me? 1987 2p.</i> Discussion of considerations when establishing a home-based business. Includes forms and charts to record tax data. |



Videos

- | | | | |
|-------|-------|----------|---|
| _____ | _____ | VH-3167 | <i>Bed and Breakfast Operation: More than Antiques and Atmosphere.</i> 1987 |
| | | \$100.00 | Practical business suggestions for those wanting to start a bed and breakfast operation in Minnesota. |
| _____ | _____ | VH-3854 | <i>Developing a Bed and Breakfast (Parts I and II)</i> 1989 12mn. National Experts |
| | | \$20.00 | provide strategies for developing B & Bs. |

Natural Resources and Recreation

Publications

- | | | | | |
|-------|-------|-------------------|---------------------------|--|
| _____ | _____ | MI-3922 | PRICE
REDUCED! | <i>Managing America's Enduring Wilderness</i> 1989 700p. Hardcover. Illust. |
| | | NOW ONLY \$15.00! | | A comprehensive wilderness conference proceedings. Includes over 110 short papers on timely wilderness topics. <i>Save 50%!</i> |
| _____ | _____ | MI-6407 | | <i>Minnesota Casino Gambling and Discretionary Income Shifts</i> 1993 15p. Preliminary study results on frequency of casino gambling, discretionary spending shifts in expenditure categories, income changes, and overnight lodging usage. |
| _____ | _____ | FO-3809 | | <i>Boating Patterns and Behavior</i> 1989 6p. Results of survey of Minnesota boat owners, their use of public access sites and patterns of boating activity. |
| _____ | _____ | FO-3880 | | <i>Recreational Boating on Lake Superior</i> 1989 6p. Results of a survey of Minnesota boat owners regarding use, interest and barriers to boating on Lake Superior. |
| _____ | _____ | FO-3881 | | <i>Recreational Boating on the Mississippi River Downstream from the Twin Cities</i> 1989 5p. Results of survey of Minnesota boat owners regarding use, interest and barriers to boating on the Mississippi River. |
| _____ | _____ | FO-3896 | | <i>Management of Boating in Minnesota: Problems and Actions</i> 1990 5p. Survey of Minnesota boat owners' perceptions of boating problems on Minnesota lakes and rivers and opinions about management actions to improve boating. |
| _____ | _____ | FO-3895 | | <i>Boating Safety in Minnesota</i> 1990 4p. Survey of Minnesota boat owners' perceptions of boating safety problems in Minnesota and opinions about management action to improve boating safety. |
| _____ | _____ | FO-3925 | | <i>Preferred Facilities and Services at Free Public Water Access Sites</i> 1990 8p. Surveys Minnesota boat owners on use of water access sites, facilities and services they want at free public water accesses to enhance boating experiences. |
| _____ | _____ | FO-3942 | | <i>Activities at Free Public Water Access Sites</i> 1990 5p. Surveys and analysis of Minnesota boat owners' activities at free public water access sites. |
| _____ | _____ | FO-3940 | | <i>Minnesota Boat Owners: A Summary of Who They Are and What They Want</i> 1990 4p. Highlights findings of seven studies. Describes boat owners, boating patterns and opinions on boating safety, public access sites, service and facilities, Mississippi River boating, and Lake Superior boating. |

Videos

- | | | | |
|-------|-------|---------|---|
| _____ | _____ | VH-3853 | <i>Wildlife as a Tourism Attraction</i> 1989 12mn. National experts discuss wildlife as an attraction base. |
| | | \$20.00 | |



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