

Centerpoint

Volume I Issue 1

A Newsletter for the Tourism Industry

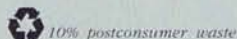
Spring 1993

In this issue...

- **Minnesota Gambling Survey**
- **Center Staff Go to Ghana**
- **New Director Joins Center**
- **Festivals and Events Certification**
- **Tourism, Education Industry: Positioning for the Future**
- **Resorters Catering to Families with Children**



MINNESOTA EXTENSION SERVICE
UNIVERSITY OF MINNESOTA



Study Says State Casino Gambling Increased

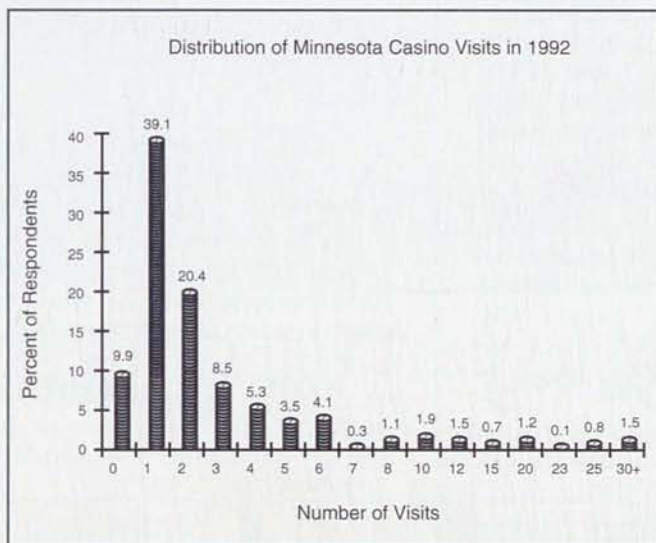
This fall, the Tourism Center undertook a preliminary gambling study which was conducted by the University of Minnesota's Center for Survey Research. The \$4000 study on casino gambling spending was one of the first projects funded by the Tourism Center's endowment.

The preliminary study provides a snapshot of Minnesota casino gambling spending patterns. Because gambling is so new to the state, long-term patterns and permanent spending shifts are yet to be established. Also, because of the sensitive subject, respondents may have given socially-appropriate answers and biased the study results. Current information may not reflect long-term patterns due to rapid changes in the gambling environment. A third study limitation is that respondents may have had difficulty answering questions about events from as long as two years ago.

This study showed that in 1992:

- The number of Minnesotans who have gone to gambling casinos has doubled in the last year.
- Most residents did not stay overnight when gambling at instate casinos.

- Spending on leisure, entertainment, and eating out are directly related to increases and decreases in income.
- There is no correlation between casino spending and other spending shifts.
- Minnesotans stay home to gamble. Only 26% go out of state.



- More Minnesotans take short, non-business, get-away trips than primary vacations. Almost 1/4 of residents did not take a primary vacation trip.

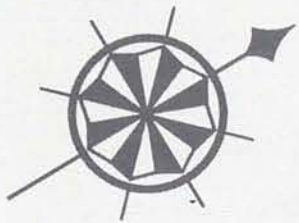
There are unanswered questions about the positive and negative impacts of Indian gaming on private business and geographic areas. It is also unclear how tourist spending on the way to casinos will affect local economies or if non-casino-owned restaurants lose money to casino-owned competitors.

This is important information not only for the tourism industry, but many sectors of the Minnesota economy. All sectors need to work in concert to ensure that adequately funded research on this new phenomenon is undertaken to meet policy and business needs.

MN 2000 CTP-1/1

UNIVERSITY OF MINNESOTA
CLIMATE
JUN 20 1993
ST. PAUL PUBLIC LIBRARY

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



Centerpoint

A Newsletter for the Tourism Industry

Survey Says:

Minnesota Resorters Marketing to Baby Boomers with Kids

While Minnesota resorts have traditionally catered to fishing parties and business, the current emphasis is on family vacations. Marketing to baby boomers with kids is a trend throughout the hotel and resort industry. In response to this trend, University of Minnesota Crookston faculty, Ken Myers and Glenn Olsen, have recently conducted research on trends, liability issues, and services offered to families with children at Minnesota resorts. Research funding was provided by the Tourism Center's Carlson endowment, U of M Crookston, and the Minnesota Resort Association.

The study found that for about half of resorts surveyed, families with children made up 70% or more of their business. It's not surprising that many resorts have started children's programs and activities. While only 4% offer programs for the infant to two-year-old age group, about one-fourth offer activities for kids 3 to 11 and 15% for 12 to 17-year-olds.

The survey says:

- 58% of resorts offering children's programs have only done so in the last five years
- 65% of resorts advertise these programs in brochures
- 86% estimate the annual operating cost of such programs to be under \$5000

About half of the programs include arts and crafts and nature study while only 10% offered lessons in golf, tennis, or swimming. Playground equipment and swings are the most common outdoor, non-waterfront equipment and of the 87% who have waterfront equipment, canoes and paddleboats top the list. In most resorts you're more likely to find a pool table than a pool.

Resorts that can meet the needs of families with children and effectively market to them will be able to take advantage of these trends.

Contact Ken Meyers (218) 281-6510 for more information.



For the Asking ...

Q: How can we change our community's apathy towards tourism development into support?

A: Apathy often results when community residents have not been involved in tourism development. You need to regularly provide information about your tourism industry to the community. Include information about money generated, indirect benefits for non-tourism businesses, and how the community benefits from amenities such as restaurants, parks, and shops that are added or upgraded for tourists. Get the community involved in tourism activities. In addition to tourism businesses, tourism boards should include public officials, main street businesses, historical societies, churches, and residents. Develop plans that reflect community values and interests. Call us at 612/624-4947 or your county extension agent for training materials on rural tourism development.

For the Asking is a regular feature of Centerpoint. Readers should direct brief tourism questions to the Tourism Center, 116 Classroom Office Building, University of Minnesota, 1994 Buford Ave., St. Paul, MN, 55108. Center faculty will answer questions in each issue.

SHORT TAKES...

•**We've Moved...**The Tourism Center is now located at:
116 Classroom Office Building
University of Minnesota
1994 Buford Avenue
St. Paul, MN 55108
(612) 624-4947

•**Free Lecture Series Offered...**The Tourism Center is sponsoring public forums on a variety of tourism and travel topics. Call or write the Tourism Center if you would like to receive notices of upcoming lectures.

•**Study Results Available...** Resort rates, amenities and policies were the focus of a 1992 Tourism Center study conducted by Dan Erkkila, North Central Experiment Station. For a copy of the results call Dr. Erkkila at (218) 327-4490.

•**Tourism Center Wins Award...**Barb Koth, Glenn Kreag and former Tourism Center director, John Sem, received the Minnesota Extension Services Distinguished Team Award for their efforts on the national rural tourism development project. The project included the development of training materials and a national teleconference. See ad below.

U of M to Offer Four-Year Degree in Hotel, Restaurant Management

The University of Minnesota will begin offering four-year degrees in Hotel, Restaurant and Institutional Management at the Crookston campus next fall. The program will prepare students for managerial careers in the rapidly growing hospitality industry.

"More employers, specifically in the hotel area, want that four-year degree," states associate professor, Ken Myers. "Employees today have to be extremely flexible because the jobs keep

changing," he adds. Myers agrees with economic forecasts that managerial and administrative positions in food service and lodging will have the second highest growth percentage of all industries in Minnesota.

"The Crookston program is a good example of how the University of Minnesota can directly respond to industry needs through education," says Myers.

Tourism Center Faculty Chosen for Tourism Development Project in Ghana

The United States Agency for International Development (USAID) has selected Tourism Center faculty, **Barbara Koth and Bill Gartner** to be part of a technical development assistance team for the Central Region in Ghana, West Africa. Funded by USAID, the project team also includes representatives from the Smithsonian Institution, Conservation International, and the Council on Sites and Monuments, who will work with their counterparts in Ghana. The project is administered by the Midwestern Universities Consortium for International Activities, Inc.

Koth, who manages the project's tourism component, and Gartner, who provides training and planning assistance, are working with team members to develop a sustainable tourism product package. The area presents unique opportunities for economic development through tourism and the challenge of protecting key tourism-related resources. These resources include authentic European settlements with forts and castles, a tropical rain forest, and virgin coastal beach. The team is currently renovating two castles and one fort, providing training for interpreters, and studying historic uses and resources of the forest.

The recognition of tourism as a potential growth industry for developing countries and the project's team approach, mark exciting new thinking by international aid agencies such as USAID.

New Program Builds Festival Manager Skills

Festival managers can improve their skills with the **Certified Festival Managers Program (CFM)** jointly sponsored by the Tourism Center and the Minnesota Festivals and Events Association.

"We started this program in response to the lack of formal training available for people who manage festivals or events," says Glenn Kreag, Tourism Specialist and CFM Program Director. According to Kreag, "People who take on management responsibilities come with varying skills and talents. Most managers have only some of the educational or work experience needed to do their best."

Designed for hired or volunteer managers, this 40-hour course offers training in the key elements of festival and event management. The program covers many topics including money management, marketing, volunteer management, community relations, fund raising, risk management, planning, and leadership.

Upcoming sessions are scheduled for October 22, 1993 and April 29, 1994. For more information, call Glenn Kreag, 218/726-8714.



**Only \$55
for both!**

**To order the Rural Tourism
Development Training Guide
and Video, call The Tourism
Center (612) 624-4947.**



**New Director Joins
Tourism Center**

Dr. William Gartner joined the faculty of the Tourism Center as director this January. Prior to joining the University of Minnesota's Extension Service, he was a faculty member and former director of the Graduate Program in Hospitality and Tourism at the University of Wisconsin-Stout. Dr. Gartner also served as director of the Institute of Outdoor Recreation and Tourism at Utah State University. His expertise in destination image formation and tourism development has led to numerous published articles and consultancies in the U.S., Africa, Europe and Asia.

Off the Top

**TOURISM, EDUCATION, INDUSTRY:
POSITIONING FOR THE FUTURE**

As an educator, I have found that many people don't understand how education and industry work together. It's true we have different goals, processes and expectations, but we do share some significant common ground. If an industry group or even a single business is to succeed in an ever-changing global economy, it better have more going for it than luck. At the University we do research to find new ways to solve old problems and get that information out to practitioners.

While most of the businesses relying on tourist expenditures for survival are small, the tourism industry is considered by some to be the world's premier private sector industry. Minnesota is affected by increases and decreases in international tourism to and from this country regardless of how many international visitors we get because the economic ramifications are so widespread.

Today there are only a handful of research-based education

tourism programs in the United States. Three of the largest are in the upper midwest at Big Ten schools. Only one has an industry-sponsored endowment...the University of Minnesota. We recognize this as a commitment that industry has made to education and an investment by industry in its own future. What the Tourism Center does will have an impact on how the Minnesota tourism industry adapts to a changing marketplace. The type of research-based education we provide will allow us to catch a glimpse of the future. Our focus on the future is the perfect complement to industry's need to focus on the immediate. There will be some growing pains as we sort out our relationship with industry, but the end result will be worth the effort. Partnerships between industry and education have always been important, but as we approach the next century this strategy will be the key to success.

Centerpoint
Tourism Center
116 Classroom Office Bldg.
Minnesota Extension Service
University of Minnesota
1994 Buford Avenue
St. Paul, MN 55108

Non-Profit Org.
U.S. Postage
PAID
Mpls., MN
Permit no.155



TOURISM CENTER
MINNESOTA EXTENSION SERVICE
UNIVERSITY OF MINNESOTA



Published by the Tourism Center and produced by the Educational Development System both of the Minnesota Extension Service, University of Minnesota.

Editor.....Phyllis Jenks
Art Director.....Judy Keena
Graphic Designer.....Lisa Olson
Contributing writers: Dan Erkkila,
William Gartner, Barbara Koth,
Ken Myers

If you would like to regularly receive **Centerpoint**, contact: Tourism Center, 116 Classroom Office Building, University of Minnesota, 1994 Buford Avenue, St. Paul, MN 55108, 612/624-4947

The University of Minnesota is an equal opportunity educator and employer.