



# SUPPLEMENTAL MODULE SUMMARY

## TOPIC:

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Tourism

## TITLE:

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Expanding Tourism Opportunities in Your Region

## PURPOSE:

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To showcase how tourism may be used as a viable regional economic development strategy by examining best practices for tourism development

## OVERVIEW:

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Tourism development, especially in rural places, can add a diversified approach to economic development initiatives. A regional approach to tourism development is often the best approach for rural areas, as it may take a collection of tourism attractions and assets in the region to form a tourist destination.

If a region is considering building or enhancing their tourism potential, it must consider the basic services that tourists need, local businesses and infrastructure affected, and industry sectors that are impacted by it.

This session will cover basic principles that should be considered when planning, creating, enhancing, or managing tourism for economic development. The types of rural tourism will also be explored along with examples and case studies of successful rural tourism efforts.

## SUMMARY OF TOPICS COVERED:

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- Basic services tourists need
- Local businesses and infrastructure considerations
- Basic principles for planning, developing, enhancing, and managing tourism for economic development
- Rural tourism examples, case studies, and available resources

## WHERE THIS MODULE MAY FIT IN THE PLANNING PROCESS:

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This module is appropriate after Session 2 is complete and clusters have been identified. If tourism emerges as a strong cluster, this supplemental session helps the region better understand the basic implications for moving forward with developing the region as a tourism destination.