

Tourism Logic Model

Input

Extension Agents
 Extension Specialists
 Local civic leaders
 State CED development staff
 State Tourism Department

Output

<u>Activities</u>	<u>Participation</u>
<p>Delivery of educational programming and workshops on topics such as asset analysis, business planning, marketing, and hospitality management.</p> <p>Formation of tourism committees, commissions, or advisory councils.</p> <p>Develop relationships with local and state agencies with interest in tourism and economic development.</p>	<p>Multi-county sessions with agents and tourism providers.</p> <p>Local new and existing businesses are supported.</p>

Outcomes – Impact

<u>Short Term</u>	<u>Medium Term</u>	<u>Long Term</u>
<p>Identify tourism venues with market growth potential</p> <p>Become knowledgeable of tourism models that have applicability statewide.</p> <p>Become aware of the potential for tourism development and the impact it can have on a community</p>	<p>Unique tourism features of local areas and regions are identified and supported by communities, counties, and multi-county organizations.</p> <p>Evidence in the form of publicity, brochures, and advertising that tourism venues are thriving in all regions of the state.</p> <p>Provide technical and market development support for startup venues.</p> <p>Promote multi-county collaboration for regional tourism.</p>	<p>Tourism contributes substantially to local economic viability of communities, counties, and regions.</p>

Situation
 With the difficulties communities are facing with the current economic situation, tourism is receiving renewed attention, especially in smaller communities. Counties are also turning to Extension more to help plan, organize, and market tourism attractions and businesses.

Assumptions
 Tourism is one viable alternative for economic activity in Kentucky, especially in smaller or more remote regions of the state. Kentucky has unique physical and cultural attractions that enhance tourism opportunities.

External Factors
 Tourism is a seasonal business. Increased energy costs are negative in terms of people driving to more remote tourism venues, but positive in terms of opportunities for local population who may defer out of state travel.