

The Tourism Studio PD581A

Sam Cole

Tuesday Lecture 6.00–7.30pm

Friday Studio & Field 9.00am–5.00pm



Using Tourism to Promote Development

Proposed Topic

Over the last 6 years the Tourism Studio has explored the role of tourism and recreation in rural and community development working with the Cattaraugus County Planning Office and Mayors and Chambers of Commerce and community groups in and around Ellicottville. Ellicottville is already one of the most recognized ski- and four-season resorts in the North East – the “Aspen of the East”, but may be reaching its capacity, so projects have explored how other towns and villages in the area may capture spillover from Ellicottville’s, or even emulate its success. There is a wide variety of tourism “opportunities”, for example, Allegheny state forest, picturesque villages and routes, the “Enchanted Mountains”, heritage towns sites, markets, marinas, and Amish and native-American communities. Studio topics have studied Heritage Tourism in Franklinville, Equestrianism in Little Valley, Recreational Homes around Ellicottville, international and seasonal events, and the Route 16 Enchanted Highway. The Recreational Homes studio won the national 2006 APA tourism prize and the 2007 and 2008 studios led to the ongoing mayoral “Route 16 Summit”. Last year the studio worked with the Summit to develop a strategy for the villages and towns along the highway and help prepare a proposal for support from the State, which led to the founding of the non-profit Route 16 Corridor

Community Partnership. This year several possibilities have been previewed with the Partnership.

Proposed Approach

While the goal of the studio is to help villages and towns (including Ellicottville) to take advantage of the opportunity provided by tourism, this is not simply to promote development for its own sake but to help villages to achieve their own goals. As one mayor explained, “to make things more like they used to be and provide decent jobs for our kids so that they don’t have to move away”. Nonetheless, few would like to see their villages as “over-developed” as Ellicottville. Communities differ as to the role and desirability of tourism, and have their own strong sense of identity. The aim of the studio has been to clarify the possibilities and trade-offs of different activities and involvement. One approach has been to develop a small number of scenarios revealing different levels of tourism and explore the costs and benefits. These scenarios became a basis for focus group discussions, which, in turn, will inform a possible Route 16 partnership and funding proposals that will support initiatives and continuity. Some initiatives have arisen directly from studio proposals and others from individuals and the Partnership. A worthwhile goal for the present studio would be to better evaluate the economic and social contribution of actual activities (such as the Route 16 Garage Sale and Firemen’s’ BBQ) through survey, focus group, and impact methods, and to evaluate the conditions for collective action between and within the Corridor communities, or proposing a “Community Bus” to service community planning needs.

Pedagogy

The study of tourism in rural areas requires multidisciplinary perspectives on a set of contentious economic, socio-cultural, and environmental

development issues, some uniquely different from those of an urban setting. The tourism studio gives students an opportunity to work together, improve technical, communication, and presentation skills, interact respectfully with stakeholders and grapple with real world constraints, including timely delivery of preliminary and final products. Depending on the focus students will learn also about scenarios, informal and formal survey, focus groups, theories of collective action, grant writing, and (possibly) economic impact analysis. The balance of effort will be decided through discussion between students and instructor, on initial readings and explorations (libraries, web resources, archives), in consultation with community members (residents, visitors, businesses, media, public officials, and others), and students' interests and skills. A bonus of the studio is that students visit one of the most scenic and picturesque areas in North America, learn about life outside the bleak North American cities, and enjoy the infamous Guy Fawkes bonfire night at a remote mountaintop destination.

Organization

The studio mimics a professional planning team such as a private consultancy or public policy unit organized as a “partnership of equals” adopting a “matrix” of leadership and technical responsibilities. Studio members collectively make decisions about their agenda for the semester, research methods and products, initial readings and explorations (libraries, web resources, archives), report writing, and collectively interrogate and integrate their specialist knowledge and skills. Ultimately, the instructor becomes only a facilitator and advisor. Grading is based on individual effort and task completion, teamwork, leadership, class attendance, site visits, and contribution to the final studio product (reports, appendices, presentations).



PASSAGES AND DESTINATIONS

ROUTE 16 RECREATION CORRIDOR/VENTURE TRAIL
PD 518A - Schema for Sam Cole's Tourism Studio
Tuesday lecture 6:00-7:00 and Friday Lab 9:00-5:00



Route and Theme(s):

Recreation Corridor/Rural Venture Trail/Antique Trail in Cattaraugus County
Route 16 from Chaffee or Yorkshire to Allegany or Salamanca
Antiques, Restaurants, Gift Shops, Crafts, Farm Products, Sports, Cultural, Heritage, etc.

Background Research:

Evaluation of Resources, Capacity and Possible New Initiatives along Route 16 Corridor
Community/Local/County Entrepreneur/Tax/Employment/Physical Data
Core and Supplementary Activities, Demographic Segments, Themes and Clusters

Products:

Skills, and Teamwork

Timely Organization Matrix and Schedule, Project Progress Charts and Materials
Proposals, Development Potential, Timescale, Priorities, etc.

Final Report to CattCo and Intersight

Suggestions for Policy, Support, Collaboration, Community Partnerships etc.

Marketing Brochure and Interactive GIS linked to CattCo/Google Interactive Website

Resources:

Route 16 Corridor Community Partnership

CattCo Guides, Website, Enchanted Mountains, Allegany Perimeter and other Studio Reports

State & National Sources - Data Base, GIS, Video

Literature - Tourism, Rural, Academic, and Agency

Town Chambers of Commerce and Associations

Residence, Business, and Tourists

CattCo Studies - Swist - Saving Our Villages,

Martin - Equestrian Trails, UB Studios

Development Principles and Methods:

Survey Seasonal Festivals, Events, Cookouts,
and Fairs, etc.

Collective Action and Community

Agglomerations and Complementarities

Investment-Leveraging-Benefits

Downstream Impacts and Synergies

Local Heritage and Initiatives

Fair Trade and Sustainability.

Organization:

Self-Organization, Shared Leadership,

Creativity, and Responsibilities to Final

Products

e.g. 2 Students per Task -Coordination, Data
and GIS, Editing and Presentation

e.g. 2 students per Village - Delevan, Yorkshire, Sardinia, Machias, Franklinville,

e.g. 2 students per Topic - Tourism Options, Community Bonding, Planning Needs.

Attend Class and CattCo and other Briefings with at least 2-3 Site Visits



Ongoing and New Events

Sweet 16 Bicycle Tour

Saturday, August 14, 2010
 Start at Hinsdale American Legion
 1434 Rt. 16
 Hinsdale, New York 14743

Registration starts at 8:00am.
 Rider registration is one half hour
 before scheduled ride time start.

THE ROUTES

60 Mile:

- 8:30am start
- Miles of scenic roads
- Four Climbs
- Ride past buffalo and elk
- Ride past prime trout fishing lake
- Scenic hilltop views
- Cruise along creeks and streams
- Post ride Refreshments
- Event t-shirt

30 Mile:

- 10:30am start
- One climb
- Ride past prime trout fishing lake
- Cruise along creeks and streams
- Post ride Refreshments
- Event t-shirt

10 Mile:

- 11:30am start
- Ride around Hinsdale
- Completely flat route
- Support your community
- Post ride Refreshments
- Event t-shirt

The Sweet 16 Bicycle Tour directly supports local food pantries. Riders are encouraged to bring a minimum of 2 non-perishable food items. All non-perishable food items will be donated to food pantries along the Rt. 16 corridor.

- Ride supports local food pantries
- T-shirts for registrants
- Post ride refreshments provided
- Rest Stops with water and snacks
- Explore the Rt.16 Corridor
- Learn about local history- Genesee Canal



Environmental Mountains
Cattaraugus County

All participants must wear approved bicycle helmet and obey all traffic signs and postings.
 *Registration fee is \$25.
 Preregistration fee is \$20 by August 7th
 For more information please call Chuck at 716-557-2233
 or Email to: r16ccp@gmail.com



Announcing the 1st Annual Route 16

Garage Sale






& Firemen's Bar-B-Q

Saturday September 18, 2010 8am to 2pm.

Come explore our 30 mile long Garage Sale and Firemen's Bar-B-Q competition to be held along Route 16 in Cattaraugus County. With 10 participating towns there will be something for everyone. Garage Sale will take place at homes and at designated selling points along the route.

*The Firemen's Bar-B-Q competition is a cook-off between the Fire Departments located along route 16. Each participating fire dept will be selling their best BBQ and guest judges will determine the winner of "Rt 16's Best BBQ." This will surely become a yearly event with **Braggin' Rights**.*



Information call 716-372-4433 or rt16ccp@gmail.com



16 Corridor Community Partnership

Building Capacity through Community Collaboration

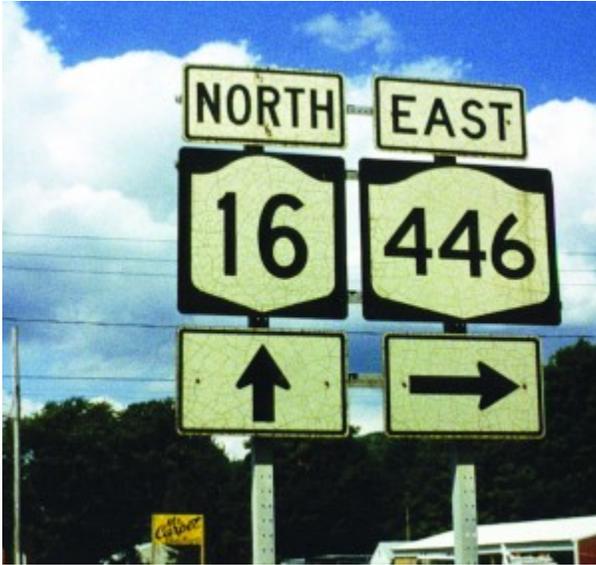
Date: Friday, December 11th
 Where: Franklinville Town Hall
 11 Park Square
 When: 5pm - Presentation Start
 5:30 - Q & A
 6:00 - Refreshments

For the past semester, the UB Tourism Planning Studio has developed a plan to help promote the growth of tourism and economic development in the towns and villages along Route 16. We are honored to have the opportunity to present our findings to the community.

All are welcome!

Route 16 Corridor Community Partnership to Form Non-Profit

FRANKLINVILLE– A March 4th Route 16 Corridor Community Partnership (Rt. 16 CCP) meeting was held at Franklinville Town Hall to discuss election of officers and to review paperwork to be submitted to the Dept. of State for the formation of the group's not-for-



profit corporation. Tony Wenke, Mayor of Delevan, and one of the three initial directors of the corporation (other initial directors being Christopher Crawford and Charles Struble) said that nominations for officers included Charles Struble for President, Cheryl MacPherson-Walker for Vice- President, Chris Crawford for Treasurer and Scott Miller for Secretary. As of this article, Crawford and Miller accepted the nominations.

The group began meeting about 15 months ago and have maintained a physical presence in the communities along Route 16. Activities in the group's first year included a cycling event and highway art. The goal of the group, according to its certificate of incorporation are to: 'coordinate and promote activities directed toward improving the economic conditions of the rural municipalities along NYS Route 16 in Cattaraugus County and operating exclusively for charitable purposes within the meaning of a 501 (c) (3) corporation.'

Projects planned for this year include the group's involvement in the WNY Maple Festival which is held in Franklinville the last weekend of April, continuing with the highway art project to unify the corridor, a corridor-wide garage sale and another cycling event in the Fall. The group plans to offer raffle baskets of locally produced products at the Maple Festival.

A program led by graduate students from the University of Buffalo's Urban and Regional Studies Department was also discussed. There is a commitment from UB to further their involvement in the area affirming their interest in regional planning. The programs or 'studios' are hoped to be a part of a permanent relationship with the Rt. 16 group.

Opportunities for grant writing and internships may also be available. Other ideas were not only tourism, but year round agriculture, fish farming and urban agriculture.

Cattaraugus County Legislators, Joseph McClarney (R) Portville, and Leo Nenno (D) Olean also attended the meeting along with Crystal Abers, Director of Economic Development, Planning and Tourism .

<http://www.facebook.com/pages/Route-16-Corridor-Community-Partnership/113149718719061>

Route 16 Corridor Community Partnership Just Others. Route 16 Corridor Community Partnership Sweet 16 Bicycle Tour this Saturday August 14th at the Hinsdale Legion. Rides of 10, 30, and 60 miles. \$20 registration includes shirt and refreshments. Message me for more information.

Route 16 Corridor Community Partnership The Rt 16 CCP will host 2 Wellness Walks during the Hinsdale Community Heritage Days. Saturday June 5th registration at 8:30am walk starts at 9am. Sunday June 6th registration at 9:30am walk starts at 10:00am.

Route 16 Corridor Community Partnership Topics will include; Review of Maple Festival, Heritage Days Wellness Walks, Follow-up from Chamber meeting with Meme, Bike Art, and Sweet 16 ride and Run.

Route 16 Corridor Community Partnership Here is a list of our sponsor's from the Maple Festival basket raffle. Swatt's Bakery- J.D.Cassam Supply-- Child's Blueberry Farm-- Tan Child's Winery- Ontario Knife/Queen Cutlery - Cutco Cutlery, Farming for Fun- Kathy Kellogg, Sprague's Pancake House- Moore's Maple Shack & Pancake House-- Doodles C...rafts & Flowers-- Maple Ridge Farm-- Sprague's Pancake House-- T-shirts-

April 28 at 6:57am · .Route 16 Corridor Community Partnership Come to the Maple Festival this weekend April 24-25 for pancakes, arts & crafts, food, a 10k run, and many other activities. Stop by the Route 16 Corridor booth to take part in our raffles. We have 6 baskets made with locally made products.

Route 16 Corridor Community Partnership This is the official Fan page for the Route 16 Corridor Community Partnership. We are a community group working for the betterment of Rt. 16 in Cattaraugus County New York. We will be posting information, events, meeting times, tourism information, and any information relevant to the development.

Issues and Questions for Route 16 CCP Corridor Communities Partnership

Purpose of Tourism Activities for Community?

Income, Jobs, Recovery

“More like it used to be....

Decent jobs so our kids don't have to leave.”

Themes, Products, and Targeting

Roadside Attractions on the way to other Destinations?

Independent Destinations, or Themed Highway?

Rural heritage: culture, history, natural, environment, recreation, etc.

Day visitors, school trips, campers, major events, second homes, retirees?

Borrow events and attraction, and learn from other places

Trade-offs

Sustainability and Change

Tourism inevitably brings strangers to the “community”

Decide who you want and what compromises are to be made

Marketing and Continuity

Market to your visitors (e.g. local or distant areas)

Target similar events for marketing (e.g. charity rides)

Continuous attractions or periodic events

Plan ahead

Local Income and Job Multipliers

Look for inexpensive events that bring and share income to the community

Direct and Indirect Jobs, Income, and Revenues

Local Ownership, Franchises, Resorts

Seasonal and Part-time jobs

Skills, Training, Small Business Support

Scale Economies and Synergies

Small locally-owned or larger professional business

Thresholds for Take-off – variety and concentration of activity

Agglomeration – benefits from proximity choice and complementarity

Saturation – crowded and incoherent

“Communities Working Together”

Communities and Trust - Ostrom vs Olsen

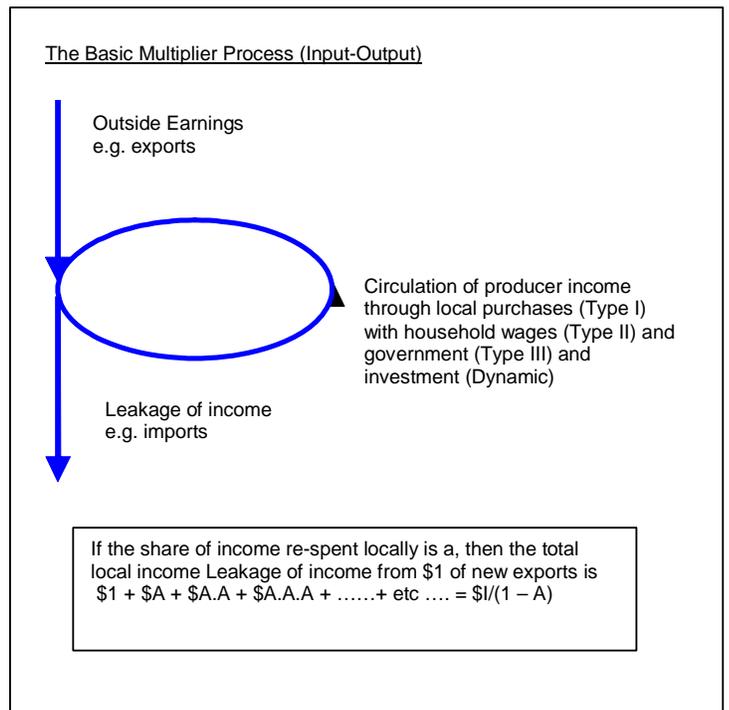
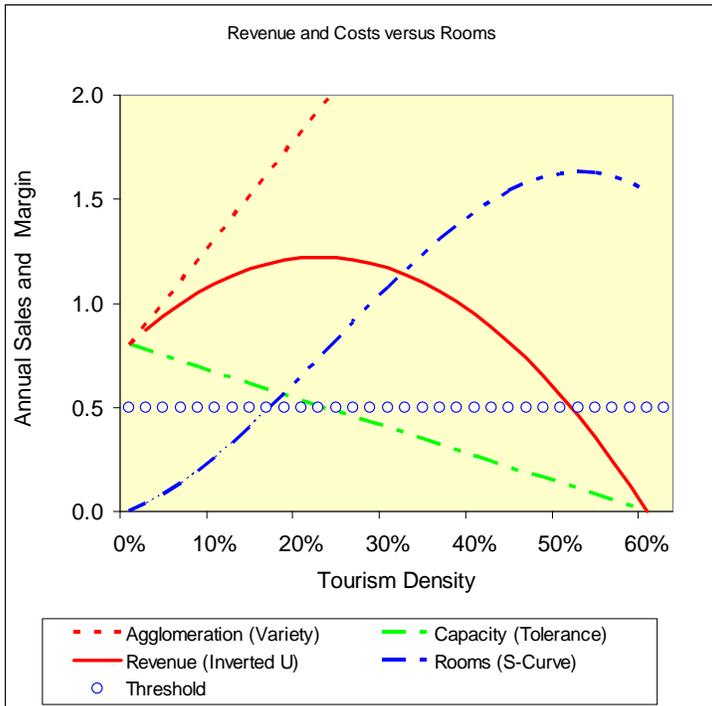
Long-term view and institutions – chambers, schools, planning-service bus, volunteers, sponsors, grants, etc

Cooperation is a condition for State and outside funding

Protect community against “ravages of tourism” by strengthening local institutions

Some Theory: Collective Action, Thresholds, and Multipliers.

Ostrom's Collective Action Design Principle
1. Clearly defined boundaries (effective exclusion of external un-entitled parties);
2. Rules regarding the appropriation and provision of common resources are adapted to local conditions ;
3. Collective-choice arrangements allow most resource appropriators to participate in the decision-making process;
4. Effective monitoring by monitors who are part of or accountable to the appropriators;
5. There is a scale of graduated sanctions for resource appropriators who violate community rules;
6. Mechanisms of conflict resolution are cheap and of easy access ;
7. The self-determination of the community is recognized by higher-level authorities;
8. In the case of larger common-pool resources: organization in the form of multiple layers of nested enterprises , with small local CPRs at the base level.



Community Participation Questions (based on Leksakundilok).

How does the community become involved in tourism? What are their motivations when they start?
Are the tourism activities related to the community's development (and history of the community development)? If so, what is the relation?
Is, in general, does the tourism activity in the community see ecotourism concept as integral to development?
Who encourage ecotourism project in the community? It initiated by the community itself? Alternatively, are there any outsiders encouraging it? What reason or concept promoted by outsiders? Alternatively, in the other hand, does the community-based ecotourism project initiated and supported by any single outsider lead to the genuine ecotourism?
Do the outsiders, particularly government agencies, have good understanding, good concept, and well equipment to support the community?
What is the level of participation in ecotourism promotion in the community among villagers and outside supporters? Who empowers and make decision on planning, managing? Are there any community workers in the field? If so what do they do?
What does the involvement occur in the name of community as community participation? Are there any organizations concerned in ecotourism?
What is meant by "community" and "community involvement" ? In other words, can we identify a simple community interest, or do we need to grapple with complexity, diversity, and conflict within communities? Similarly, does community involvement necessarily mean collective involvement through community institutions, cooperative, etc, or does it also include individuals within the village working on their own?
Whom we will include in community and what size of people to be representing the community i.e. individual or must be group of people? Do we have to specific on the lowest level of aggregation?
Does participation mean economic self-sufficiency ?
Who , in the community, is involved in tourism? What sorts of people are likely to participate? In addition, what are their reasons? In other side, why do others not participate in this activity? Who should participate? How do they access the participation? Do they contribute as individuals or through groups?
How many people participate in community organization(s)? How many and who are the main task force in the organization? Can people have access to make decision in the group? What is the process in decision-making? In addition, what process to check and balance in the organization management?
Does community organization or someone in the community have opportunity to participate in making decision in their development in the higher level (district, province, central)? What is the process?
Does community need to empower the resource management and development planning? In addition, do they want to climb up level to get high level of citizen power, which is the highest of the classic Arnstein's ladder of participation?
What sort of action they involved in ecotourism (resource management, education and interpretation or tourism services)?
Who got benefit and share from the participation? How is it distributed to them, direct or indirect, and in what ratio?
What have to change for and have been change after the participation? How and which level?
In addition, does early success in community-based ecotourism lead to concentration of benefits and control by active leader or influential/wealthier persons or by the state officer? If so, what are the processes that lead this to happen?
How many factions in the community? What factors were fragmented? How is the relationship among them? In addition, what is related to community-based ecotourism? Is it effecting to the community organization?
What sort of tourists visits the community? Are they eco-tourists or holidaymakers who seek for new and virgin place of attraction? What are they likely to do under the service of community? Do they come by their own or the arrangement by eco-tour operator? What are affected from the visiting of such tourists?
The question for the whole story is does the experiences of 4 cases show the good view of the sustainable environmental management by local community?