

Dollars and Sense of Protecting Community Character

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Economic Development, Community Character & Quality of Life – What's the Link?

Shepardstown, WV

April 18, 2011

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It is about our children



"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Source: United Nations, Bruntland Commission Report

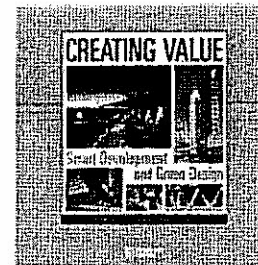
Sustainability is about more than technology

- At its most basic, "sustainable" means enduring.
- Sustainable communities are places of enduring value.



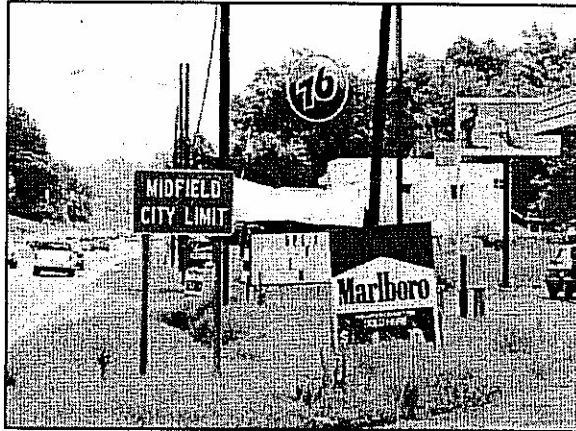
Sustainability Goals

- Healthy Environment
- Vigorous Economy
- Vibrant Community



Dollars and Sense of Protecting Community Character

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COMMUNITY IMAGE
IS CRITICAL
TO ECONOMIC VITALITY
AND QUALITY OF LIFE

"How people think of a place is
less tangible, but more important
than just about anything else"

Richard Florida, Author
The Creative Class





Keys to Sustainable Tourism

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Urban Land Institute
2011



Tourism is Big Business

- Travel & tourism generated \$705 billion in 2009 in direct US expenditures. (This is 9.5 % of total personal consumption)
- Travel & tourism is one of America's largest employers, directly employing 7.4 million people & creating payroll income of \$186 billion
- Travel & tourism generated \$113 billion in federal, state and local tax revenues in 2009

The Two Faces of Tourism





Benefits of Tourism

- New jobs
- Expanded tax base
- Enhanced Infrastructure
- Improved facilities
- Market for local products, arts & crafts





Burdens of Tourism

- Traffic congestion
- Crowds and noise
- Crime
- Haphazard development
- Cost-of-living increases
- Degraded resources

“The impacts of tourism on a community can be beneficial if planned and managed or extremely damaging if left without controls.”

Michael Kelly, AICP
Chairman, Tourism Planning
American Planning Association



How do you keep from harming the
goose that lays the golden egg?

Mass Market vs. Sustainable Tourism

Mass Market

- Artificial
- Homogenized
- Generic
- Formulaic
- It's about Quantity



Sustainable

- Authentic
- Specialized
- Unique
- Home grown
- It's about Quality



Mass Market Tourism



Mega- Hotels



Theme parks



Cruise ships



Chain stores

Sustainable Tourism



Distinctive destinations



Historic buildings



Unspoiled scenery



Locally-owned businesses

Mass Market Tourism



- High Volume
- High Impact
- Low Yield

Sustainable Tourism



- Low volume
- Low impact
- High yield

Sustainable Tourism vs. Mass Tourism



- In Dominica, a island in the Caribbean, “stay over” tourists using small, nature based lodges spent 18 times more than cruise passengers spend while visiting the island.
- 80% of money for all inclusive package tours goes to airlines, hotel chains & other international companies. Eco-lodges hire and purchase locally & put a higher percentage – sometimes as much as 95% back into the local economy

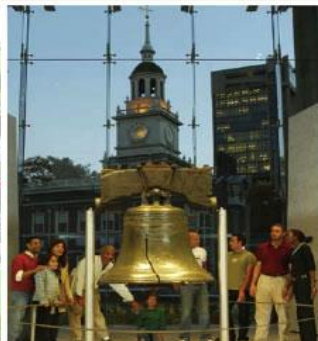
All Tourists Are Not Created Equal!



The U.S. Cultural & Heritage Tourism Marketing Council is the Ticket for Innovative Marketing to Promote Cultural and Historic Destinations!



CultureToursAndMore.com



US
CULTURAL & HERITAGE
TOURISM
MARKETING
COUNCIL

An Exciting New
Opportunity for
Partnership



Ft. Lauderdale – Spring Break



Ft. Lauderdale - Today

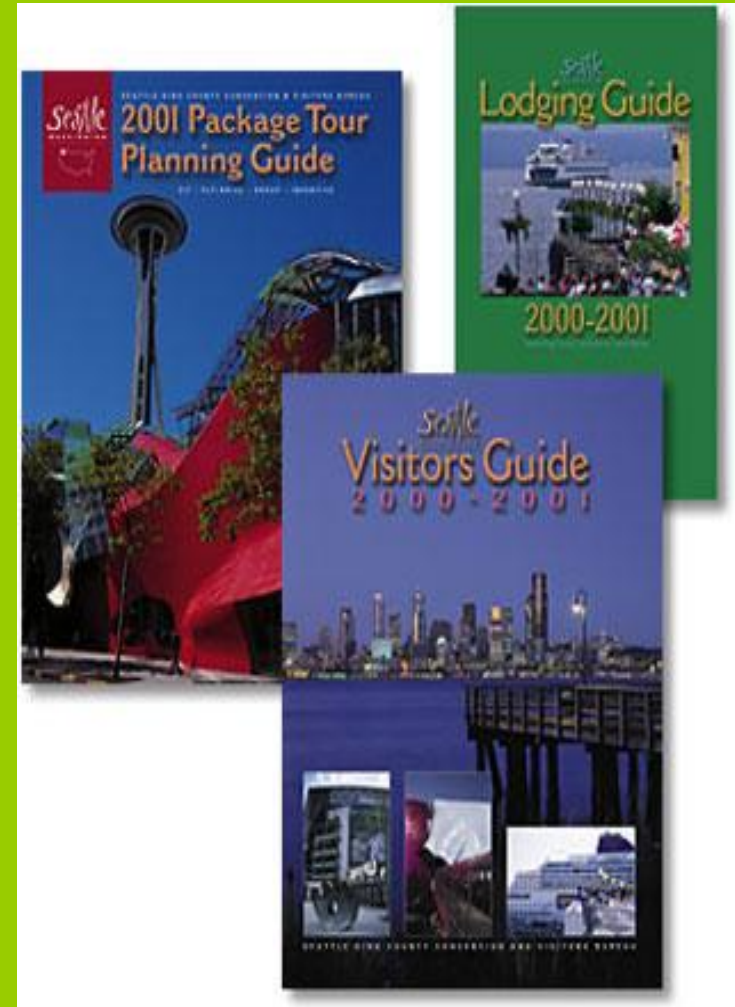


©Las Olas Restaurants.com

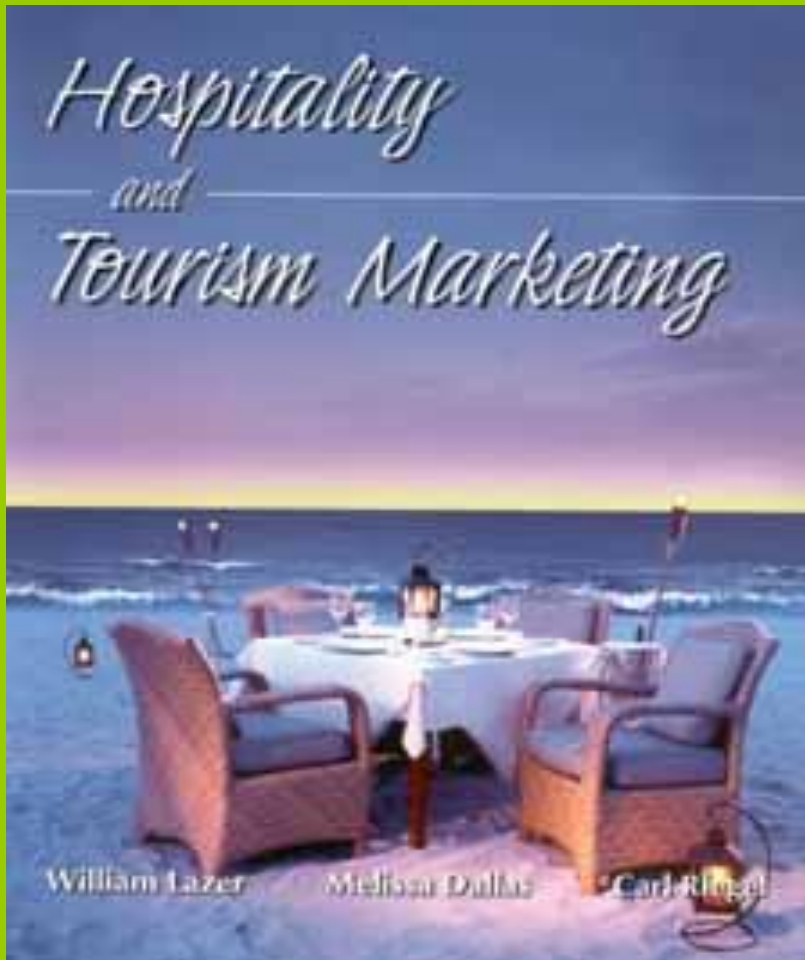
Keys to Sustainable Tourism

- Recognize that tourism is about more than marketing
- Focus on the authentic
- Ensure that tourism support facilities fit in - (hotels, motels, restaurants, shops, etc.)
- Interpret the resource
- Consider aesthetics and ecology
- Enhance the journey as well as the destination
- Manage tourism and recognize limits

Tourism Marketing is Important



Tourism Marketing



- Positions a destination
- Promotes visitation
- Identifies and segments potential visitors
- Provides information about a place.
- The best marketing is word of mouth

The Image



The Reality





The Image

The Reality!





Lancaster County, PA



Lancaster County, PA





Keys to Sustainable Tourism

Focus on the
Authentic

Regional Food



Coney Island, Hot Dogs



French Market Coffee

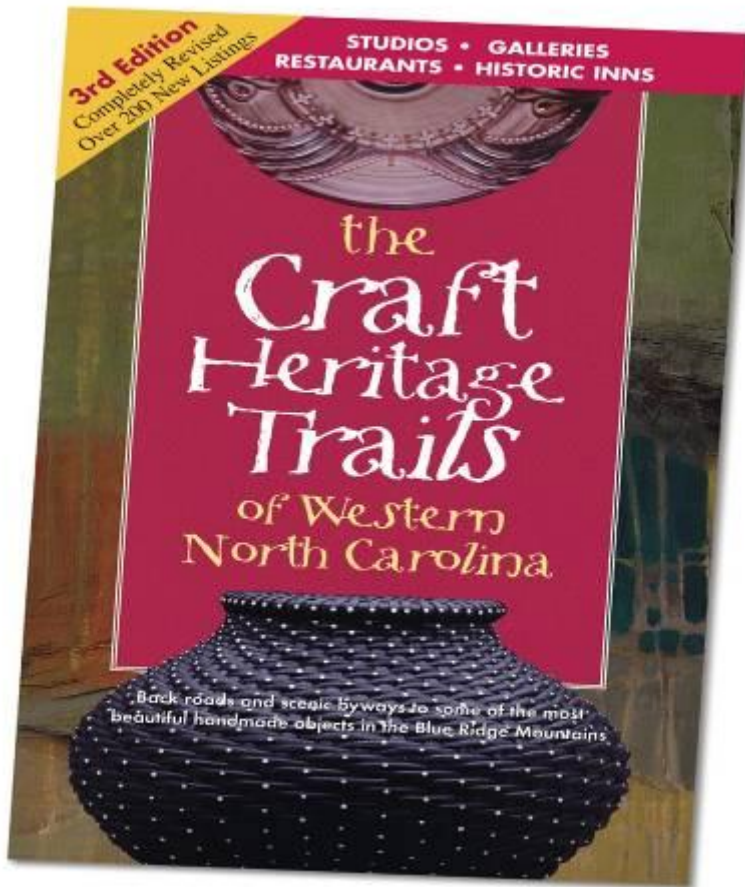


Philadelphia Cheese steaks

Music



Art and Crafts



Architecture



Landscape and Scenery



Wildlife



Pennsylvania Elk



Unique Ways of Life



Elkhart County, Indiana



Indian Market, Guatemala

WANT TO EXPERIENCE THE REAL SOUTH?



South Carolina's National Heritage Corridor

For those in search of authenticity, South Carolina has put together two routes that run from the foot hills of the Appalachians to the historic port city of Charleston.

Traveling through the corridor, you will experience all the things that make the South the South; waterfalls and swamps, railroads and backroads, soul food and pig-pickins, spirituals and bluegrass.

If you want to experience the genuine South, the Heritage Corridor is for you. To begin to experience the richness that is South Carolina, call for your free brochure, (800) 617-4800. Or write Heritage Tourism, P.O. Box 71, Columbia SC 29202. www.sc-heritagecorridor.org



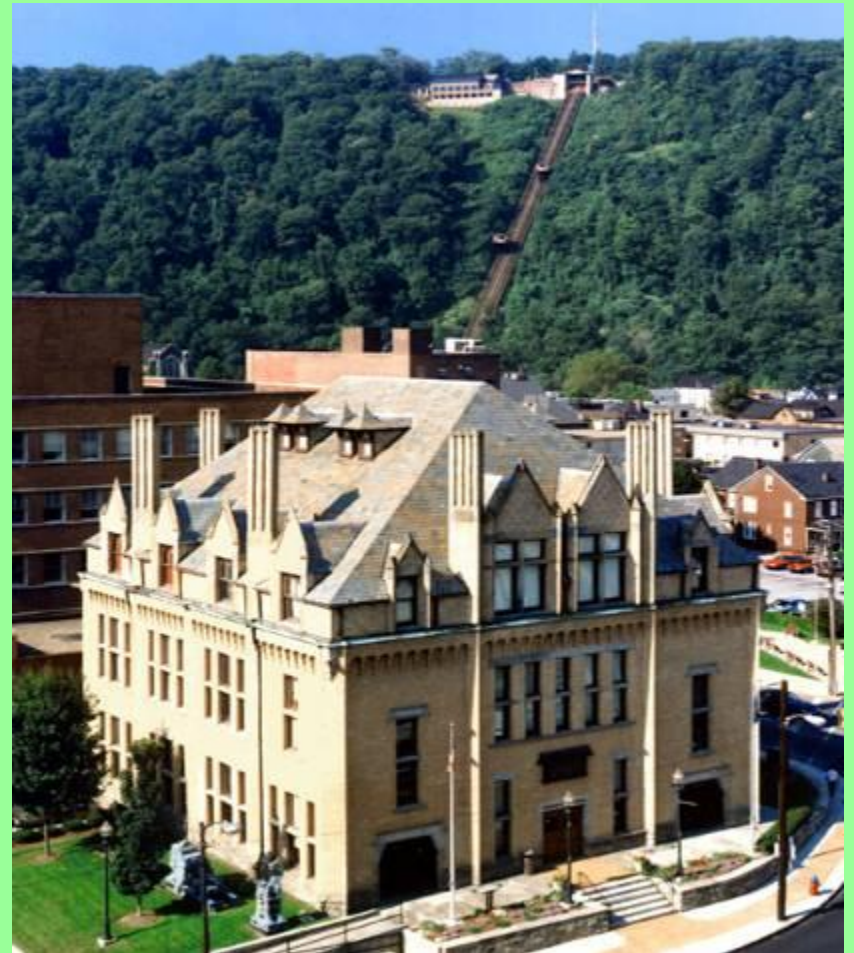
South Carolina
Smiling Faces. Beautiful Places.™

Or the Unreal South?



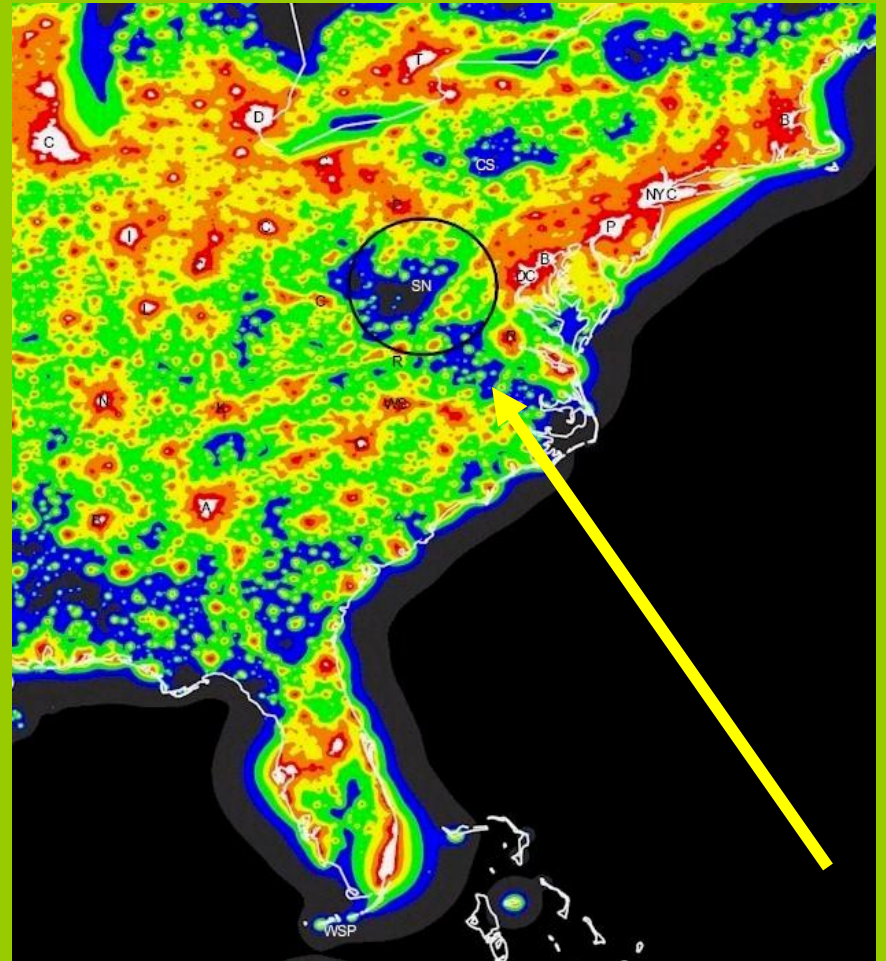
Every Community Has a Story to Tell

- Sustainable tourism begins by inventorying assets.
- Some communities have more tourism assets than others.
- But every community has sites to save & stories to tell.



Johnstown Flood Museum, PA

The Night Sky



America's No 1 Dark Skies Park



Lemons into Lemonade





Authenticity – A Key to Sustainable Tourism

Preserve historic buildings,
neighborhoods and
landscapes







**Economic impact of the
River walk is between
\$2.4 and \$4.3 billion**

San Antonio River walk

MEET THE

PUBLIC
MARKET



FARMERS MARKET





Every Community Has Places Worth Preserving



Lucy the Elephant, Margate , NJ



Wigwam Motel, Holbrook, AZ

Estimated Tourist Dollars Spent Per Trip



- Cultural & heritage
Visitors - \$994 per trip
expenditure



- Other visitors - \$611
per trip expenditure

Source: Mandela Research, LLC.

Average Length of Stay

- Cultural & heritage visitors – 4.7 days
- Other visitors – 3.3 days



Source: Travel Industry Association of America

“Among cities and towns with no particular recreational appeal, those that preserve the past continue to enjoy tourism. Those that haven’t receive almost no tourism at all. Tourists simply won’t go to a city that has lost its soul.”

Arthur Frommer

George Washington's Home



George Washington's Other Home



Context Matters



Mt. Vernon, Virginia



George Washington Parkway



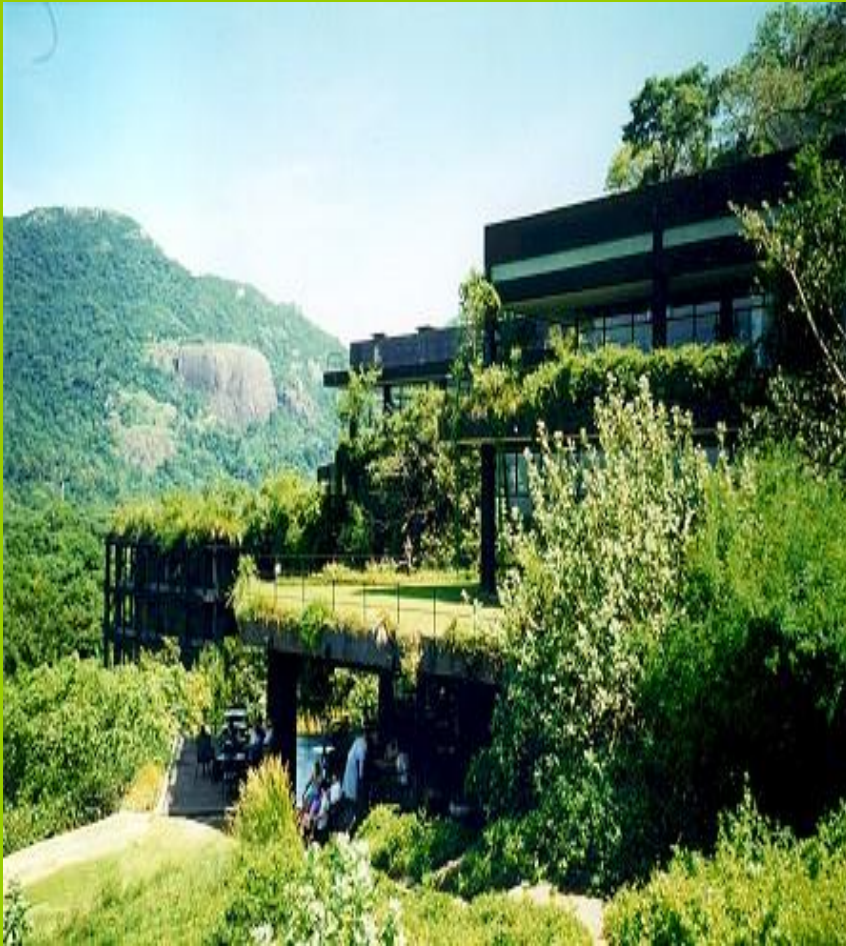
Mt. Vernon Viewshed



Keys to Sustainable Tourism

Ensure that tourism
support facilities fit in -
hotels, motels,
restaurants & shops, etc.

Hotels Should Fit-In



Environmentally



Architecturally

A CHAIN OF HOTELS SHOULD REFLECT A CITY, NOT EACH OTHER.

Stroll the streets of any city and you begin to distinguish its unique personality. You find it reflected in the shops, in the architecture and in the people who live there.



HOTEL NIKKO ATLANTA
In prestigious Buckhead.
Services include fully equipped
health club and business center.

So why should the personality of a city disappear when you reach the door of your hotel? We do not believe it should. Which is why we designed every Nikko hotel to be as distinct in style as the city of which it is a part.

Enter the Hotel Nikko Atlanta and you will find your-

self in the midst of a grand Georgian salon. In Beverly Hills we offer you one of L.A.'s trendiest restaurants. The Hotel Nikko



HOTEL NIKKO CHICAGO
A wide choice of amenities in
a convenient location along
the Chicago River.

Chicago's state-of-the-art business facilities fit perfectly in the heart of one of the country's great commercial centers. While the Essex House/Hotel Nikko New York takes you back 60 years to an age of art deco elegance. And the quiet elegance of the Hotel Nikko San Francisco reflects the character of one of the world's most picturesque cities.



ESSEX HOUSE/HOTEL NIKKO NEW YORK
Hi-tech business facilities conveniently located on Central Park South.

In fact, no matter which Nikko you choose as your business base, one thing you will not find is the ordinary. Every accent, every detail, every amenity will surprise you as pleasantly as the charms of the city itself.

HOTEL NIKKO AT BEVERLY HILLS
Convenient Westside location.
Hi-tech work environment in each room includes voicemail and work station desk.



And because all of our properties are located near business and entertainment centers, you will also be pleasantly surprised to see how quickly and conveniently you can get where you're going. For reservations at any Nikko hotel including convenient business locations in Honolulu, \$110 and Mexico City, \$160, call your travel professional or 1-800-NIKKO-US.

Or simply fax your reservation to 1-800-544-4455.

At Nikko Hotels International, we believe the city should be as much a part of your hotel as your hotel is a part of the city.

HOTEL NIKKO SAN FRANCISCO
Just west of Union Square. Features the city's only glass-enclosed pool.



nikko hotels international
SIMPLY EVERYTHING. SIMPLY.

All rates are per room, per night, plus tax. Prices valid to 8/31/93. All rates are subject to availability.



Six Senses Con Dao, a beach resort in an archipelago south of Ho Chi Minh City.



The Hotel Fort Canning is in a 1926 building in Singapore.

THE ASIA ISSUE OPENINGS

Hotels That Reflect a Culture, Not a Chain

By ELAINE GLUSAC

COOKIE-CUTTER chains and luxury brands are chief among the many new hotels serving travelers in the wake of rising Asian affluence. But a distinct and dramatic subsector aims to underscore local culture, be it pagoda-style architecture at the new Four Seasons in Hangzhou, China, wok-enslaving cooks in the market-inspired Six Senses Con Dao in Vietnam or vernacular town house design at the Hotel Kanra in Kyoto, Japan.

This culturally tailored style, is "a relatively new and important trend" in the region, said Bjorn Hanson, clinical professor at the Preston Robert Tisch Center for Hospitality, Tourism and Sports Management at New York University. Here are five newcomers that represent it.

SINGAPORE

before the Japanese took it during World War II. These days any associations with austerity are absent in the urban resort, which features two swimming pools, a spa in a glass addition and an Asian and a Mediterranean restaurant plus a tapas bar, all walking distance from the shops on Orchard Road and the restaurants and bars on Clarke Quay. Still, Singapore's multiculturalism accents the enterprise. Room service meals, for example, come in wooden tiffins, a nod to Singapore's Indian influence. Rooms from 200 Singapore dollars, (\$241 at 125 Singapore dollars to the U.S. dollar) including breakfast.

11 Canning Walk; hiscingsapore.com; (65) 6339 0709

KYOTO, JAPAN Hotel Kanra Kyoto

Serenely minimal, the Hotel Kanra Kyoto opened in October, inspired by the local machiya, wooden town houses

premiered, the hotel rents electric bicycles charged by solar panels. Those panels share the rooftop with a kitchen garden that grows some of the 10 artfully composed vegetables making up a sushi-style breakfast at the hotel restaurant, Kitchen Kanra. Rooms from 17,000 yen (\$209 at 11 yen to the dollar); hotelkanra.jp; (81-75) 344-3813



Fairmont Peace Hotel, Shanghai.

three-year closure, the new 270-room Fairmont Peace Hotel restored many of its historic features, like the lobby's stained-glass rotunda and (nonfunctioning) antique wood-paneled elevator and the 10th-floor one-bedroom penthouse, once home to the Cathay's flamboyant owner, the British tycoon Victor Sassoon. Updates include plasma TVs, Blu-ray players and espresso machines in the rooms; a swimming pool under a skylight in the spa; and the Peace Gallery, a reading room and exhibition hall for period art and artifacts that is staffed by a resident historian. Rooms from 2,100 renminbi (\$323 at 6.4 renminbi to the dollar); fairmont.com; (86) 441-1414

CON SON ISLAND, VIETNAM Six Senses Con Dao

Opened in December in the largely protected Con Dao archipelago, 145 miles south of Ho Chi Minh City in the

spa, with four treatment rooms overlooking the lush interior, guests can sign up for green tea scrubs, stretching classes and traditional Vietnamese botanical-based hair washes. Rooms from \$201.

sixsenses.com/sixsensescondao; (800) 581-7189

HANGZHOU, CHINA Four Seasons Hotel Hangzhou at West Lake

In a series of pavilions capped by peaked roofs, the Four Seasons Hotel Hangzhou at West Lake channels the Jiang Nan regional style of traditional architecture on the shores of mountain-backed West Lake, about 160 miles southwest of Shanghai. For over 2,000 years, Chinese royals, painters and poets have visited the lake for its peaceful setting — a traditional respite that the resort's nine-room spa evokes in treatments that include a bath steeped in

Hampton Inn – Sedona, AZ



Former Cannery - Astoria, Oregon

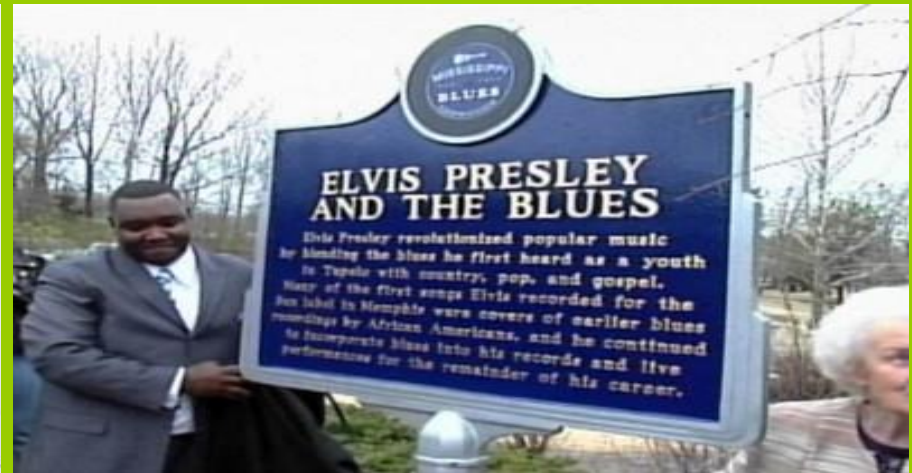




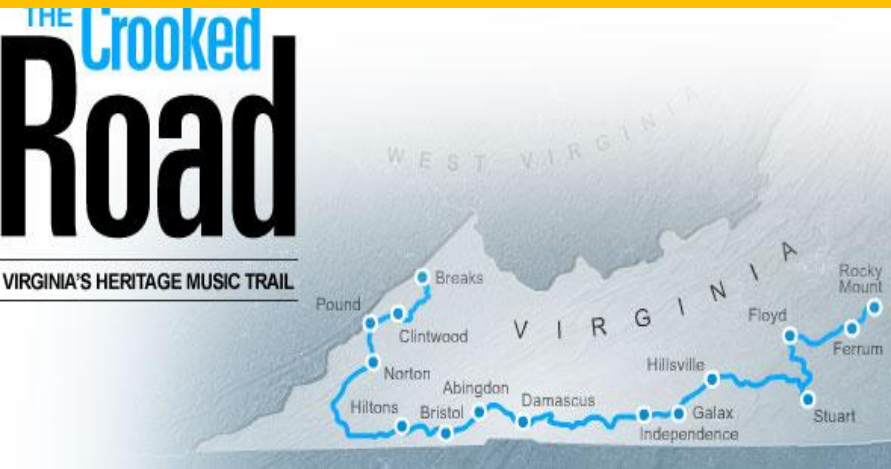
Keys to Sustainable Tourism

Enhance the
Journey

Link Sites Together



VA Heritage Music Trail



The Journey is as Important as the Destination!

“The trail is the thing,
not the end of the
trail. Travel too fast
and you miss all you
are traveling for.”

Louis L”Amour



Trail Categories

- Scenic – Blue Ridge Parkway, Natchez Trace
- Culinary – BBQ, Home Cooking, Diners
- Recreational – Rail Trails, River Walks
- Architectural/Historic – Civil War Trail
- Cultural – Blues Highway, Selma-Montgomery
- Wildlife – Coastal Birding Trail, Elk Scenic Drive
- Craft – Western NC Craft Trail, TN Quilt Trail
- Literary – Mississippi Literary Heritage Trail

**“We all know the difference
between a road that beckons...**



and one that depresses”





“Thanks to the Interstate Highway System, it is now possible to travel from coast to coast without seeing anything.” – Charles Kuralt

Protect Scenic Roads & Byways



Blue Ridge Parkway



- The Blue Ridge Parkway is the most visited unit in the National Park System. It receives over 18 million visitors a year.
- The Parkway has an economic impact of over \$2 Billion a year in Virginia and North Carolina.

Scenic Byways



- Scenic Byways traffic increases 3.4 to 20% after designation.
- Visitor group spending per day, varies from \$50 to \$188 based on studies of 5 byways.







pennsylvania
WILDS

ELK SCENIC DRIVE



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come CLOSER.

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Ocracoke Village (NC)

The centerpiece of Ocracoke village is Silver Lake. Picturesque docks and boats can be glimpsed as the byway turns right and follows the harbor's edge to the ferry terminal, a Cape Hatteras National Seashore visitor center, and lots of parking. Ocracoke Village is a walkable, bike-riding community.

About halfway around the harbor, the Ocracoke Fish House, cooperatively owned by the Ocracoke Working Watermen's Association, provides a market outlet for the island's working watermen. A watermen's exhibit allows visitors to learn of fishing as a living tradition. The Ocracoke Preservation Society preserves the island's history and traditions. Its David Williams House museum exhibits life on the island and explains the island's distinctive "brogue."

The happy wanderer on foot has many choices on Ocracoke's back streets like narrow, unpaved Howard Street. Pleasant shops and a British cemetery are there to be discovered. Ocracoke has a strong music tradition which is celebrated seasonally at the Deepwater Theatre and during special events like Ocracoke, a two-week-long fall school, and June's Ocracoke Festival.



Ocracoke Museum Front Porch Talk with Earl O'Neal (NC) [1]

[Add to Wishlist](#)[What is this?](#)

Quick Facts

Location:

Southwestern end of
Ocracoke Island

Hours of Operation:

Self-guided exploration is
available year-round. Check
local businesses for hours
of operation.



Local Information



Enhancing the Journey – A Key to Sustainable Tourism

Provide Walking Paths,
Bike Trails and Alternative
Transportation Options

Provide Walking Paths & Bike Trails



- Walking is America's most popular form of outdoor recreation.
- Today there are over 1534 open rail trails in the USA totaling 15,346 miles.
- You generally have to be out of your car to spend money in a community.

Provide Alternative Transportation Options

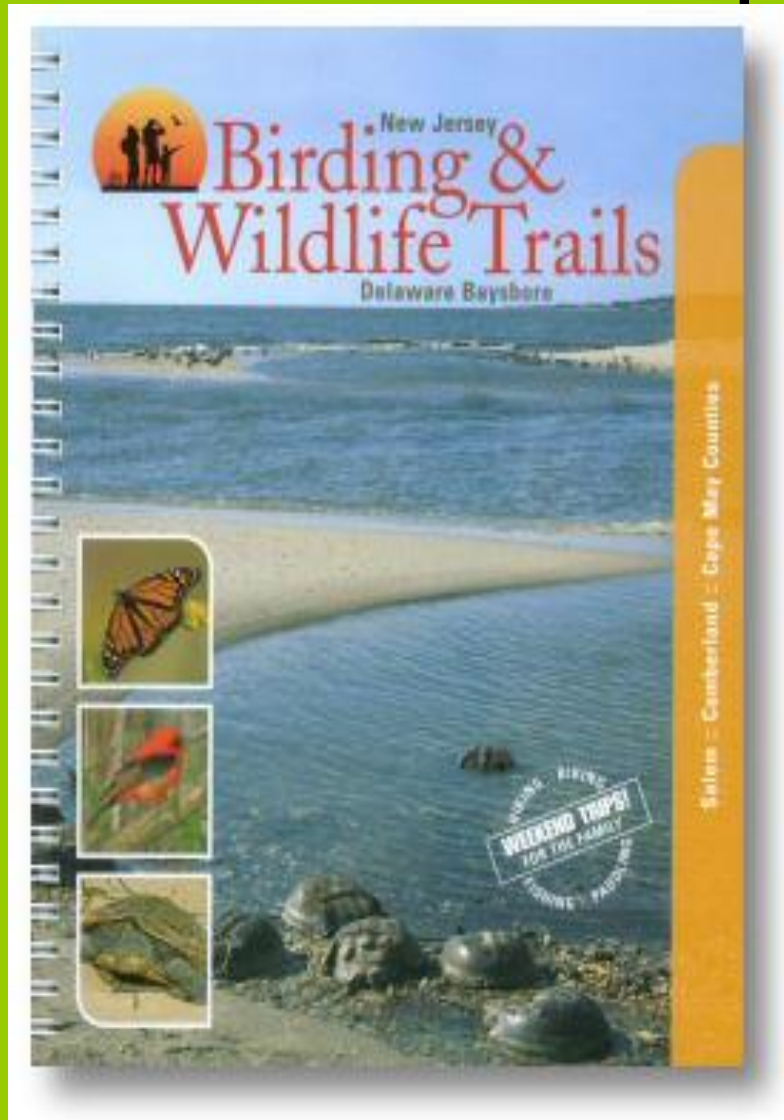


Zion National Park – Before Shuttle Bus System



Zion National Park – After Shuttle Bus System

Wildlife Trails are Growing in Popularity





Keys to Sustainable Tourism

Recognize Limits
&
Tourism
Management

How many tourists are too many tourists?



How much congestion is too much?



How many RV's are too many?



How many tour buses are too many?



How many fisherman are too many?



To Be Successful Tourism Must Be Managed



“Tourism can help the economy and preserve the environment, but only when local governments control development. Otherwise poorly planned development can harm the area, leading to environmental damage, low paying service jobs and chains of hotels and fast food joints wiping out local business.”

Source: *Ecotourism in Appalachia: Marketing the Mountains*, 2004

Tourism – Lessons Learned



- Successful communities inventory their assets
- Focus on the authentic
- Protect and enhance assets not just market them
- Interpret their resources
- Have unique places to stay
- Recognize limits
- Control development

Thank You

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Urban Land Institute

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