

Maine

Steps in the Tourism Destination Development Process

As outlined in Community Tourism Development, University of Minnesota, UM Tourism Center, 3rd Edition

Definition of Destination: “a place worthy of travel for an extended visit.”

The destination must have the inherent power to draw people due to natural or built attractions.

Attractions are the magnet to PULL people to visit, not services!

Services are required to allow people the comfort level they need to stay and spend money!

(Hotels, restaurants, bars, pubs, retail, emergency & medical services, transportation services, information and promotional materials)

Background Required: Understanding of the Tourism Basics; Chapters 1-2;

Understand from the beginning, that tourism development is a long term process that requires a grass-roots group of leaders committed to the process and moving it forward. Minus community desire for tourism and a qualified group of committed leaders who are willing to learn tourism development strategies, success will be elusive.

Recommend: Community Tourism Development, University of Minnesota, UM Tourism Center, 3rd Edition.

Use this manual & worksheets to guide community leadership through the tourism development process.

First: Help the community understand the implications of tourism development both positive and negative. Have an honest conversation with residents regarding their support or lack of support for tourism. Gain community buy-in for tourism based upon a clear understanding of the requirements for sustainable tourism.

Second: Consider and discuss the investments, financial and time, required for successful destination development.

Third: Assess potential business and organizational participants for community tourism planning and development. Gain agreement and establish an initial meeting that includes the agenda items found on page 34.

Step 1: Begin the Ongoing Tourism Planning Process with Community Input

- a. Define Tasks & Roles
- b. Conduct Situation Analysis
- c. Set Goals & Objectives
- d. Identify and Examine Options & Alternatives
- e. Select a Primary Alternative
- f. Develop a Strategy to Reach Goals
- g. Implement the Plan – Action Steps
- h. Monitor & Evaluate and Adjust Plan as needed

Step 2: Conduct an Asset Inventory for use in the Situation Analysis (use worksheets below)

- a. Asset Inventory
- b. Planning Team Participants
- c. Assess if Tourism is Right for community
- d. Task Assignments
- e. Agenda Item Action Record
- f. External Environmental Trends
- g. SWOT Analysis
- h. Inventory of attractions
- i. Attractions
- j. Packaging Existing Attractions
- k. Private Sector Services
- l. Public Services and Facilities

- m. Resident Attitude Survey
- n. Local Business Attitude Survey

Step 3: Examine Tourism Product, Experiences and Packaging Possibilities

Step 4: Assess Your Market to Determine Your Target Market(s)

- a. Gather Information
- b. Choose a data collection method
- c. Conduct Research
- d. Analyze and Interpret Results

Step 5: Develop a Marketing Plan based on the Research

- a. Analyze the Situation
- b. Identify your Product
- c. Select Target market
 - a) Set Marketing Objectives
- d. Create a Marketing Budget
- e. Carry out Promotion Strategies,
- f. Evaluate Results
- g. Public Relations
- h. Media Relations
- i. Social media

Step 6: Examine Existing Business Community

- a. Assess Business Climate & Impact using Business Surveys
- b. Programs to Encourage Entrepreneurs
- c. Assistance with Business Plans for Small Businesses
- d. Business Retention & Expansion Programs
- e. Identify Business Opportunities

Step 7: Evaluate Community Infrastructure & Appearance

Step 8: Evaluate Human Resources

- a. Workforce
- b. Hospitality and Customer Service
- c. Quality Service
- d. Volunteers

Step 9: Evaluate Funding Options

- a. Tourism Organization Support
- b. Small Business Development
- c. Infrastructure/Attraction Improvement

Step 10: Establish Action Items for Implementation

Step 11: Maintain Tourism

- a. Monitor: inquiries, visitor counts, visitor satisfaction, traffic counts, park usage, etc.
- b. Indicators, such as GNP, pop growth or decline, environmental factors, etc.

Step 12: Ongoing Tourism Management

Contact: Donna Moreland, Destination Development Specialist, Maine Office of Tourism, DECD
59 State House Station, Augusta, ME 04333 Email: donna.moreland@maine.gov; Phone: 207-624-9808