



OSU Sea Grant Extension Sustainable Tourism Welcomes OSU Roads Scholars

Sustainable Tourism at the Ohio Sea Grant College Program

Tourism & Economic Development

- Three primary types of guests visit Ohio – those on business trips, those visiting for pleasure (known as marketable leisure visitors), and those visiting friends and relatives.
- These visitors spend money on goods and services. To service these guests, Ohio businesses purchase supplies and services, such as legal services, cleaning supplies, etc.
- Unlike many industries, customer satisfaction is influenced by experiences at many different locations (such as your hotel last night, bus driver, ferryboat service, the water taxi, and the restaurant where you ate dinner.) How we combine these experiences, and how well each venue efficiently services our guests, creates the overall product.
- Tourism is a service; it's perishable, intangible, inseparable.
- Because of these complexities, the industry is often misunderstood, underappreciated, and resource-deprived.

Economic Impact of Lake Erie Tourism in Ohio

- Contributes more than \$10.7 billion in direct spending, supporting more than 114,000 jobs.
- Generates more than \$430 million in state tax revenue and \$320 million in local tax revenues
- Shapes the image of a state; an image considered when making business relocation decisions as well as vacation choices.
- Depends on a quality environment, so should be considered when evaluating environmental services.

Sustainable Tourism Goals & Some Recent Activities for OSU Sea Grant Extension

- *Increasing economic impact of tourism through increased visitor spending*
 - Working with BGSU, conduct research on economic impact and market profiling of birdwatchers
 - Assist Glenn School economists in developing a proposal to study impact of increased lodging taxes to other government tax revenue streams
 - Create new reasons for people to visit by connecting regional attractions – lighthouses, shipwrecks, birding, etc.
 - With OSU Extension, conduct learning needs assessment of tourism industry
 - In collaboration with National Park Service, conduct civic engagement strategy for designation of a 14-county area as the Western Reserve Heritage Area
 - Coordinate and teach the Ohio Tourism Leadership Academy, a year-long Ohio Travel Association program to develop future policy leaders
 - Facilitate community strategic plans and visions for developing tourism
 - Develop educational programs, materials, and tools for the tourism industry and community decision makers
- *Protecting Ohio qualities that attract visitors*
 - Develop educational tools and present to community planners and elected officials on resource integrity and its relationship to economic vitality
 - Develop educational tools for resource managers on how to manage visitors
 - Ensure tourism stakeholders addressed when regional discussions are held regarding a changing climate and other environmental issues through participation on OSU Climate Change team, the Great Lakes Regional Integrated Sciences and Assessment Center through University of Michigan, and other efforts