

FY 2020 NERA Funding Support for Grant Applications

Project Title: Strengthening Rural Tourism

Team Lead Contact Information:

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Team Members:

Name	Institution/Agency/Organization
Dr. Jinyang Deng	Professor, Recreation, Parks, and Tourism Resources, West Virginia University
Daniel Eades	Extension Specialist/Assistant Professor, West Virginia University Extension Service
Dr. Lisa Chase	Professor University of Vermont Extension and Director of Vermont Tourism Research Center
Dr. Charlie French	Program Leader, Community Economic and Workforce Development, University of New Hampshire Cooperative Extension
Penelope Whitman	Community and Economic Development Field Specialist, University of New Hampshire Extension Service
Robert Robertson	Associate Professor, Natural Resources and the Environment, University of New Hampshire
C. Andy Northrop	Extension Educator Government, Community, Tourism Michigan State University Extension Service
Bryan Fleuch	Associate Director, Marine Extension and Georgia Sea Grant, University of Georgia

Strengthening Rural Tourism

Grant Opportunity

The requested funds will be used to cover costs associated with the preparation of a Strengthening Conference Grant proposal to be submitted to the U.S. Department of Agriculture Program Area: Agriculture Economics and Rural Communities (AERC) Program Area Priority: Rural Economic Development, Code: A1661. The purpose of the conference grant will be to bring a larger group together to develop a Hatch Multistate Integrated Research Project on rural tourism leading to collaboration on a USDA AFRI Foundational Grant in the Rural and Economic Development Program Priority Area. The estimated direct cost for the proposal will be \$350,000 (\$500,000 including indirect).

Prospective Abstract

Rural tourism has been a topic of tourism research since the 1970's. Numerous authors have emphasized the opportunities for poverty alleviation and economic diversification that tourism can provide to rural areas while upholding the essence of rural life yet others have cautioned of potential negative impacts of overcrowding, unsustainable demand for natural and cultural resources, and possible disruptions to social fabric and community life that unplanned tourism can bring. The World Tourism Organization designated 2020 the 'Year of Tourism and Rural Development', recognizing that the sustainability of tourism in rural areas will only be successful if a comprehensive, inclusive planning strategy is adopted and implemented based on a multi-action and multi-stakeholder participatory approach. Lane & Kastenhof's (2015) article called for a new generation approach to rural tourism practice and research stating that one possible way forward would be for land-owners, agencies, communities and rural researchers to work together to create a better form of rural tourism. More thorough evaluations of the institutional, social, or economic factors affecting decision making and policy development to enhance the economic growth and well-being of rural communities through tourism are required.

National Extension Tourism integrates research, education and outreach within Cooperative Extension and Sea Grant to support sustainable tourism, thus contributing to the long-term economic development, environmental stewardship, and socio-cultural wellbeing of communities and regions. The National Extension Tourism Design Team has been hosting bi-annual conferences since 1993. The goal of the conference is to present the latest research, resources and best practices in the field of sustainable tourism research, education and outreach within Cooperative Extension and Sea Grant in collaboration with Land Grant Universities, federal agencies and other partners. The conference has presentation tracks for extension, research, and practice.

Extension specialists on this team are members of the National Extension Tourism Design Team (NET) which completed its strategic plan in April, 2020 with an explicit goal of identifying programmatic gaps and securing funding by 2022 for at least one collaborative multi-state research project to address emerging trends or community needs. The planning team assembled will utilize the NET conference to assess current Extension tourism programming and programmatic gaps. In addition, a national survey of Extension tourism programs will be disseminated in order to conduct a gap analysis of Extension tourism programs. In addition, the planning team will conduct a literature review of destination development models in order to identify a theoretical framework most suitable for a Hatch Multi-State Integrated Research Project on rural tourism development, LGU response to supporting sustainable development of rural destinations, and factors for success. This project will be a rigorous theoretical and empirical effort to create and examine innovative approaches for advancing economic opportunities for rural

entrepreneurs and communities, with an aim to promote rural prosperity and well-being through tourism. The team will explore place-making assets, including cultural amenities, performing arts and the aesthetic character of rural communities, and their impacts on rural livability, new resident attraction and retention, and economic development and prosperity. The outcomes of this research have the potential of providing practical answers for destination leadership as well as academic implications.

Team Members

Dr. Douglas Arbogast, from the Extension Service Family and Community Development Unit at West Virginia University, will be the team leader. Dr. Arbogast will be joined by Dr. Jinyang Deng, professor in the Recreation, Parks, and Tourism Resources Program in the Department of Forestry at West Virginia University and Daniel Eades, Extension Specialist in Economics at West Virginia University. Dr.'s Arbogast and Deng will be leading the data collection and statistical analyses while Mr. Eades will be in charge of gathering the relevant institutional information for the industries to be studied. Additional team members will be jointly developing the theoretical model and research methods to be used in the analyses.

Dr. Arbogast is an expert in rural tourism development and destination management. He has published multiple peer-reviewed papers on the topic and presented at national and international conferences. Dr. Arbogast has obtained funding from both public and private sources on multiple occasions. Mr. Eades has ample research experience in studying economic issues in the tourism industry. He has published multiple peer-reviewed papers in industries that include rural development, beer tourism, and rural tourism. Dr. Deng is an expert in sustainable tourism development. Dr. Deng has published numerous peer-reviewed journal articles and is an internationally renowned expert in sustainable tourism research with particular focus on resident attitudes toward tourism, visitor preferences, and GIS applications in tourism.

Additional team members are drawn from the National Extension Tourism Design Team. The Design Team members selected for this project have extensive experience in rural and community-based tourism development. In addition, tourism research faculty have been identified in each state as partners with extensive knowledge of tourism theory and research design and experience leading national and international research projects.

Budget Narrative

Funds will be used to help fund participation of experts in a 3-day planning workshop to develop the main structure of the proposal to be held in early 2021 in Savannah, GA (site of 2021 NET conference). Out of state participants (7) will receive an average of \$1,000 each for travel to cover airfare, lodging and per diem for meals.

Budget Table

Travel to and from Savannah, GA
Mileage: 800 miles (round trip) @ 0.575 = \$460
Hotel (3 nights), @ 100/night = \$300.
Per diem: \$60 x 4 = \$240
Total: \$1000 per participant = \$7,000

Doug W. Arbogast

Education

Ph D, West Virginia University, 2019.

Major: Recreation, Parks, and Tourism Resources

Dissertation Title: The effect of resident attitudes, social capital, and stakeholder engagement on rural tourism development in West Virginia.

MSc, West Virginia University, 2005.

Major: Recreation, Parks, and Tourism Resources

Dissertation Title: sustainable tourism development in West Virginia

BA, West Virginia University, 2001.

Major: Environmental Geo-Science

Published Intellectual Contributions

Book Chapters

Arbogast, D. W., Eades, D. C., Kozlowski, J. C. (2019). Tourism, Authenticity, and Craft Beer: The Case of West Virginia. In M. G. Pezzi, A. Faggian, & N. Reid (Eds.), *Agritourism, Wine tourism, and Craft Beer Tourism: Local Responses to Peripherality Through Tourism Niches*. Routledge.

<https://www.routledge.com/Agritourism-Wine-tourism-and-Craft-Beer-Tourism-Local-Responses-to-Peripherality/Pezzi-Faggian-Reid/p/book/9781138614413>

Eades, D. C., Butler, P. M. I., Arbogast, D. W., Faulkes, E., Brouder, P. (2019). Transdisciplinary University Engagement for Sustainable Tourism Planning. In N. L. Vaugeois, M. Phillips, & D. W. Arbogast (Eds.), *2019 - Innovative and Promising Practices in Sustainable Tourism (Vol. 1)* (vol. 1). Nanaimo: Vancouver Island University Press. <https://viurrspace.ca/handle/10613/16675>

Eades, D. C., Arbogast, D. W., Kozlowski, J. C. (2017). Life on the 'beer frontier': A comparative case study of sustainable craft beer tourism in West Virginia. C. Kline, S. Slocum, & C.T. Cavaliere (Eds.), *Craft Beverages and Tourism, Volume 1 – The Rise of Breweries and Distilleries in the United States..* Basingstoke: Palgrave MacMillan.

Books

Brouder, P. (2019). In D. W. Arbogast, N. L. Vaugeois, & M. Phillips (Eds.), *2019 - Innovative and Promising Practices in Sustainable Tourism (Vol. 1)* (vol. 1). Nanaimo: Vancouver Island University Press. <https://viurrspace.ca/handle/10613/16372>

Refereed Journal Articles

Arbogast, D. W., Eades, D. C., Deng, J., Maumbe, K., Butler, P. M. I., Faulkes, E. (in press). Using Social Design to Visualize Outcomes of Sustainable Tourism Planning: A Multiphase, Transdisciplinary Approach. *International Journal of Contemporary Hospitality Management*.

Arbogast, D. W., Eades, D. C., Plein, C. (2017). Repurposing Video Documentaries as Features of a Flipped-Classroom Approach to Community-Centered Development. *Journal of Extension*, 55(5). <https://www.joe.org/joe/2017october/iw4.php>

Arbogast, D. W., Deng, J., Maumbe, K. (2017). DMO's and rural tourism: A stakeholder analysis the case of Tucker County, West Virginia. *Sustainability*, 9(1813). <http://www.mdpi.com/2071-1050/9/10/1813>

Deng, J., McGill, D. W., Arbogast, D. W. (2017). Perceptions of challenges facing rural communities: An importance-performance analysis. *Tourism Analysis*, 22(2), 219-236.

Arbogast, D. W., Smith, M. (2016). Investigating differences in generational travel preferences: The case of New River Gorge, West Virginia. *Journal of Tourism and Leisure Studies*, 16(4), 19-29. <http://ijk.cgpublisher.com/product/pub.337/prod.16>

Arbogast, D. W., Smaldone, D. A., Balcarczyk, K. (2015). Evaluating the West Virginia interpretive guide heritage steward program. *Journal of Interpretation Research*, 20(2), 34-40.
<https://www.joe.org/joe/2013december/iw4.php>

Maumbe, K., Arbogast, D. W. (2015). Relationship between visitor motivations, destination evaluation and future behavior intentions: The case of West Virginia. *Tourism*, 63(4), 465-478.

Balcarczyk, K., McKenney, K., Smaldone, D. A., Arbogast, D. W. (2013). West Virginia interpretive guide training: A collaborative effort. *Journal of Extension*, 51(6).
<https://www.joe.org/joe/2013december/iw4.php>

Contracts, Grants and Sponsored Research

Contract

Arbogast, D. W., Strager, J. M., Butler, P. M. I., Faulkes, E., "Developing Recreation Economies in Forest Gateway Communities," Sponsored by Tucker Community Foundation, Private, \$55,000.00. (March 2018 - March 2019).

Arbogast, D. W., Eades, D. C., "Upper Youghiogheny Commercial and Private Boater Capacity Study," Sponsored by Maryland Department of Natural Resources, State, \$2,499.00. (June 2017 - October 2017).

Grant

Arbogast, D. W. (Project Leader), "Interpretive Guide Training for the Monongahela National Forest", Sponsoered by the West Virginia Development Office. \$7,934. (June 2019 - June 2020).

Arbogast, D. W. (Project Leader), "Developing Recreation Economies in the Monongahela National Forest," Sponsored by Claude Worthington Benedum Foundation, \$185,623.00. (January 2020 - July 2021).

Arbogast, D. W., Eades, D. C., Deng, J., "Developing Recreation Economy Indicators for Success," Sponsored by Center for Community Design and Development, West Virginia University, \$7,500.00. (May 2018 - December 2018).

Arbogast, D. W., Eades, D. C., Kozlowski, J. C., "Life on the Beer Frontier: a Case Study of Craft Beer and Tourism in West Virginia," Sponsored by West Virginia University Extension Service, West Virginia University, \$2,000.00. (January 2016 - December 2016).

Arbogast, D. W., Eades, D. C., "Sharing Scholarship and Innovations in the First Impressions Program," Sponsored by Northeast Regional Center for Rural Development, Federal, \$10,000.00. (August 2015 - July 2016).

Arbogast, D. W., Eades, D. C., "The Face of Change," Sponsored by Community Engagement Grant, West Virginia University, \$15,478.13. (October 2013 - October 2014).