

Community Tourism News

Duncan, British Columbia

April - June, 2008



Driving Web Traffic

I saw this license plate while visiting in Sherman Oaks, California (part of greater Los Angeles) earlier this spring. It is a brilliant tourism marketing strategy – on two counts.

The first is that it appears on all the state's license plates. People from Pennsylvania do travel and when seen in another state or province, the plate becomes a free, word-of-mouth promotional piece for travel and tourism in Pennsylvania. At

least 6 million automobiles are registered in Pennsylvania.

Second and more subtle: There are two explicit calls to action embedded in the web site name: visit the web site and visit the state. It worked on me: I visited the web site less than 12 hours after seeing that license plate. (Nice site by the way.)

Couple of Courses

Announcements for several international training courses in community tourism development planning have

made their way into my e-mail inbox in the last several months.

The School of Travel Industry Management of the University of Hawai'i-Mānoa, in collaboration with the Asian Institute of Technology in Thailand, has announced its first offering of: *Strategic Management and Planning of Tourism Destinations: Creating A Positive Visitor Experience While Meeting the Needs of the Community*. The course will be offered in Bangkok, Thailand from 16-20 June 2008. www.extension.ait.ac.th/2008/tourism

Blackstone River Valley's Sustainable Tourism Destination Planning & Development Lab will be presenting a one day seminar: *Tourism 302 - An Introduction to Resilient Tourism* on May 22 in Pawtucket, RI. www.sustainabletourismlab.com/may.htm

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OECD Publishes Key for Tourism Growth Policy Brief

In February this year the Organization for Economic Co-operation & Development released a Policy Brief titled *Opening up Trade in Services: Key for Tourism Growth*. The brief is based on an earlier OECD Trade Committee technical report titled *Services Trade Liberalisation and Tourism Development*. The links are www.oecd.org/dataoecd/38/11/40191324.pdf and [www.oilis.oecd.org/oilis/2006doc.nsf/LinkTo/NT000095E2/\\$FILE/JT03235678.PDF](http://www.oilis.oecd.org/oilis/2006doc.nsf/LinkTo/NT000095E2/$FILE/JT03235678.PDF).

These studies focus on developing countries and national and regional government policy responses that liberalize trade in the services sectors of their

economies. The studies advocate regulatory reforms that enhance linkages amongst all services sector components which in turn leads to increased tourist arrivals, and greater economic yield and social benefit from tourism.

Regrettably the studies do not investigate the critical role that communities and local government policies play in the interlinked growth of commercial services and tourism.

Because tourists come to places where tourism services originate, it is the community and their local governments which must provide the necessary leadership for tourism growth. One way to do this is to adopt principled regulatory reforms in land use and development codes. Good land use codes can lead to vibrant development and creation of the special places and districts that tourists demand.



“ The problem is that one cannot easily build Charleston anymore, because it is against the law. Similarly, Boston’s Beacon Hill, Nantucket, Santa Fe, Carmel—all of those well-known places, many of which have become tourist destinations, exist in direct violation of current zoning ordinances.”

– Duany, Plater-Zyberk & Speck, 2000, *Suburban Nation: The Rise of Sprawl & the Decline of the American Dream*

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