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### Step1: Selecting Members to Serve on the Tourism Action Committee (TAC)

Tourism development efforts, like any community development project, are people projects, whose success depends on how well people with a stake in the community are involved. The first step for all community initiatives is to create a Tourism Action Committee that represents a broad spectrum of local interests and skills.

#### Who Should Serve on the Tourism Action Committee?

The Tourism Action Committee should include members from different regions and from many interested organizations. Working cooperatively in the planning phase can eliminate competitive rivalries among organizations. The local economic development groups should be involved or at least informed of the committee's activities.

The following groups of stakeholders should be represented:

Bank Managers,  
Chamber of Commerce,  
Downtown/ Main Street  
Improvement Program Staff,  
Economic Development Agency Staff,  
Government Agencies,  
City Councils,  
Planning Commission,  
County Boards

Local Historical Society,  
Local Tourism Businesses,  
Parks and Recreation Staff,  
Service Club Members,  
Special Events Sponsors,  
University Extension Volunteer Groups

Fill out [Tourism Action Committee Worksheet](#)

Next Step: **2**  
Establish  
Timetable



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## Step 2: Establishing a Time Table for the Tourism Development Process

This activity should be completed by the Tourism Action Committee. Work with the organization in your community or region that has overall responsibility for community and economic development. There should be no surprises to these important groups about your plans for tourism development.

Use the [worksheet](#) to set dates for completing each activity.

### Next Step:



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## Step 3: Identify Tourism Resources

Tourism resources vary substantially from community to community; therefore, one of the first tasks of the Tourism Action Committee is to inventory the local or regional attractions, facilities, and services that serve the tourism industry. This inventory will help the Tourism Action Committee assess the mix of products that provide the basis for attracting tourist to the area and can help identify new or potential areas for development.

The tourism inventory should include two types of tourism resources - tourism attractions and infrastructure or support services. Tourism attractions may be physical geographic features, such as lakes, rivers, canyons and national forests. They might be sites of historic significance, such as homes on the National Register of Historic Places. Attractions may include special events such as seasonal festivals and craft fairs, or sporting events. Attractions can also be linked to recreational facilities such as hiking trails, golf courses, or riverboat gambling. The inventory should also include hotel/motel accommodations, restaurants, transportation and other tourism support services. The items listed in this inventory usually do not draw tourists to the area, but are very important to the overall tourism mix. These types of resources include accommodations, restaurants and other food service establishments, the transportation infrastructure, the labor force, and professional services.

**Select which attractions or services you would like to include.**

### Attractions

Natural and Scenic Attractions  
Recreational Activities  
Cultural and Historic Attractions  
Special Events and Festivals

### Infrastructure

Accommodations  
Convention/Meeting Facilities  
Food Service Establishments  
Shopping  
Services  
Transportation and Infrastructure  
Labor Force



**Next Step:**  **Evaluate Tourism**



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## Step 4: Evaluate Tourism Resources

The tourism inventory must be more than a list of attractions. The inventory must include a mechanism for objectively evaluating the distinctiveness and overall quality of the resource. The evaluation for each attraction should also include a measure of the potential drawing power for a particular attraction - the geographic extent of the market for that resource. It is also very important to evaluate why people would visit an attraction, the motivation for travel to a particular resource.

### Distinctiveness

A four point scale to evaluate how a particular attractions compares to other similar attractions.

### Quality

An overall rating on a five point scale to evaluate physical appearance, operating procedures, customer satisfaction and other attributes of a tourism resource.

### Drawing power

A four point scale to evaluate how far potential tourists will travel to visit a particular attraction.

### Motivation for Travel

Six reasons for why tourists would visit a particular resource

Following [worksheets](#) will help you to evaluate each item in the inventory for its distinctiveness, quality, drawing power and motivation for travel.

Next Step:  SWOT Analysis



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## Step 5: Evaluate Strengths, Weaknesses, Opportunities & Threats

The SWOT analysis provides a framework for summarizing the evaluation of the tourism resource inventory. The SWOT will help members of the Tourism Action Committee to:

Evaluate how well the current infrastructure supports tourism development.  
Evaluate objectively the weaknesses and concerns for some or any of the tourism attractions in the community or region.  
Identify the opportunities for further developing existing resources.  
Identify opportunities for tourism development.

**To complete the SWOT analysis, follow the steps described below:**

- 1. Identify the level of infrastructure support for all the attractions listed in your inventory.**
- 2. Describe the necessary improvements in infrastructure the attractions in your community will need.**
- 3. Summarize the evaluation of each community attraction.**
- 4. Identify any concerns (weaknesses or threats) about each attraction.**
- 5. Identify new opportunities for tourism development in the next year, next 3 years, and the next 5 years.**
- 6. Summarize the Strengths, Weaknesses, Opportunities, and Threats for Tourism in your Community.**

Next Step: 

Goals  
Objectives  
Strategies





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## Step 6: Establish Goals, Objectives and Strategies for Tourism Development

### Establish Goals for Tourism Development

The goals of the tourism development plan should have a clear focus and must be consistent with local or regional community development goals. Goals express aspirations for the future of tourism in the community. Goals do not specify details about how they will be realized. To set goals, look five years into the future. What role will tourism play in your community development goals?

[Examples of Tourism Goals](#)

Use following [worksheet](#) to determine your goals

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## Step 7: Measure Your Progress

### Prepare a Written Report

Prepare a written report summarizing the committee's recommendations for tourism development based on the tourism inventory, SWOT analysis and target goals and objectives. Follow the outline below. Present your recommendations to your county tourism development commission and your county economic development organization.

### Measure Your Progress

Tourism cannot always be measured by traditional indicators. **The Tourism Development Capacity Index (TDCI)** is an assessment tool that provides a framework for communities to benchmark or evaluate the impact of tourism development initiatives. It can be used to assess progress toward meeting community goals by measuring change in both organizational and financial resources.

The TDCI looks at community characteristics that are reflected in statistics that tourism development practitioners have traditionally examined. More importantly, the TDCI explores characteristics of the community related to their tourism and economic development practices. To measure the more intangible activities related to tourism development, the TDCI includes a series of yes, no or don't know questions about the status of tourism development initiatives and practices.

Use this tool to measure change in your community's ability to foster and manage tourism development over the time of your project and in the long term. Revisit this site regularly and watch for changes in your Tourism Development Capacity Index.