

ARC Conference
Growing the Appalachian Food Economy
April 2012

**Roles for Local Leaders and
Entrepreneurs** in Supporting
Agritourism Trails, Events, and
Tours

Mary Jeanne Packer
GWC, Inc.

Role of local leaders and entrepreneurs

Five Principals of Successful and Sustainable Cultural Heritage Tourism, National Trust for Historic Preservation.

Northern Forest Region, eight **Sustainable Tourism Proficiencies**.

Ten **Factors for Success** in Rural Tourism Development by Wilson, Fesenmaier, Fesenmaier, and VanEs.

Five Principals

1. **Collaborate**
2. Find the fit between community and tourism
3. Make sites and programs come alive
4. Focus on quality and authenticity
5. Preserve and protect resources.

Five Principals of Successful and Sustainable Cultural Heritage Tourism, National Trust for Historic Preservation. 2001

Eight Proficiencies

1. **Leadership**
2. Policy, planning, and government support
3. Investment
4. Knowledge development and dissemination
5. Infrastructure
6. Innovation
7. **Partnerships and collaboration**
8. Authenticity

Ten Factors

1. A complete tourism package
2. **Good leadership**
3. **Support and participation of local government**
4. Sufficient funds for tourism development
5. Strategic planning

Ten Factors

6. Coordination and cooperation between businesspersons and **local leadership**
7. Coordination and cooperation between **rural tourism entrepreneurs**
8. Information and technical assistance
9. Good convention and visitors bureaus
10. Widespread community support for tourism.

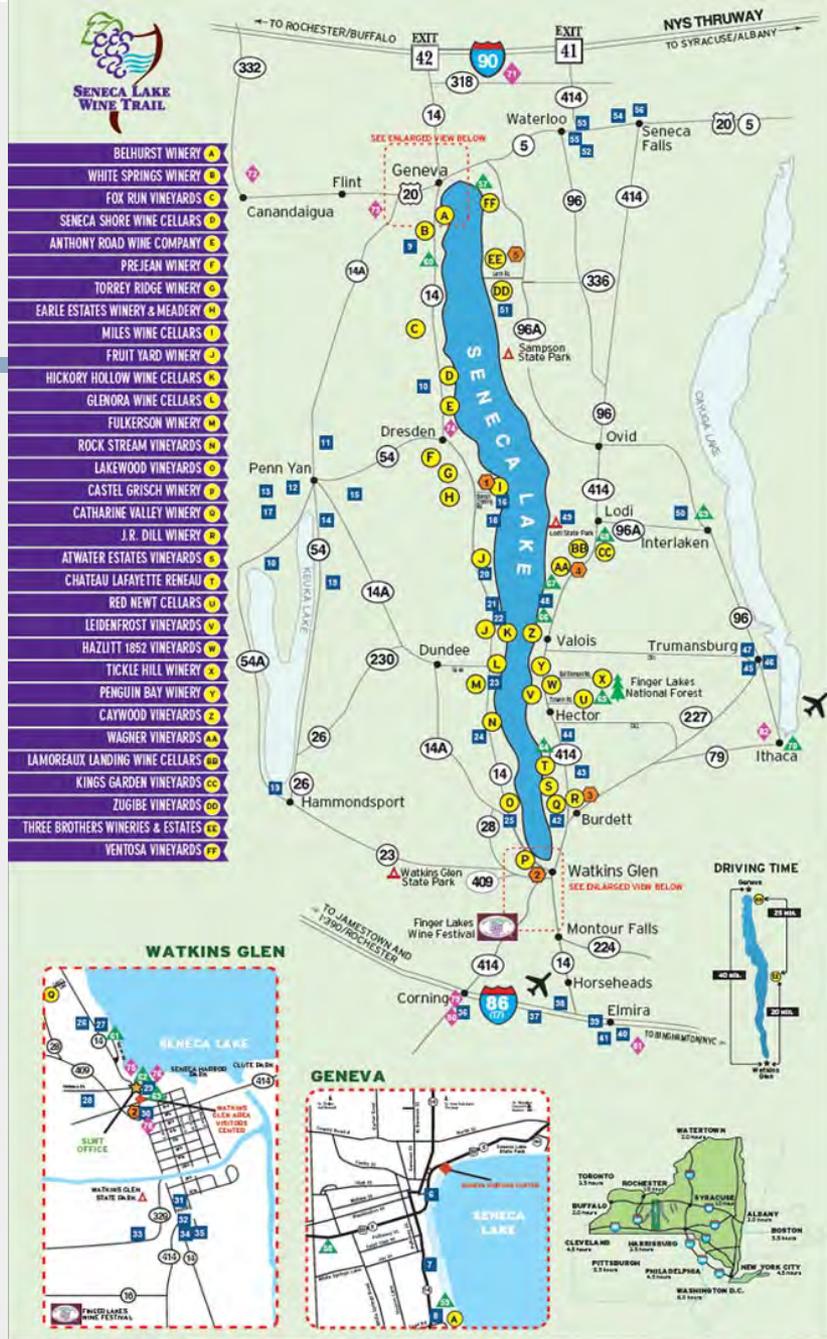
Why trails, events, and tours?

Framework for **collaboration**

Mechanism for funding

Allow farmers to farm; and leave planning and promotion to others who have those skills

Importance of **assessments** – still need to ensure a positive visitor experience.





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