

Worksheet 1

Why do we want to develop tourism?

Needs	Assessments	Impacts
Economic Reasons		
Unemployment reasons		Tourism provides job opportunities for large numbers of service workers with minimum skills. This would be a desirable direction for areas where large proportions of those seeking work fit this category.
Is your community over-dependent on one industry?		If so, perhaps tourism could be advantageous merely because it diversifies the economic base.
Are there seasonal fluctuations in local economic activity?		The potential tourism would vary from situation to situation. In a farming community with employment concentrating in the planting and harvesting seasons, a winter sports development could meet a tremendous need. Whereas, summer recreation would intensify an already serious labor problem.
Is the per capita tax revenue in your area below the state average?		Tourists spend money and create jobs. This results in direct increases in sales taxes and indirect increases in both the sales and income taxes as workers collect and spend their new earnings.
Do young people leave the community to seek employment?		Frequently low employment rates and cyclical economies cause the young to leave the community and seek their fortunes elsewhere. Increased opportunities can allow those who wish to remain to do so.
Is the total tax revenue for local government below the state average?		These dollars can support or facilitate an increase in the level of public services. Hotels, restaurants, and attractions, as well as new homes will expand the base upon which property taxes, which typically support schools, are assessed. Thus, tourism could bring a measure of relief to hard-pressed property owners.

Needs	Assessments	Impacts
Social and Cultural Needs		
Does your community need a sense of identity?		The very act of engaging in an organized effort can develop the community's sense of identity. The fact that outsiders spend time and money to visit a community can increase community pride.
Has your community lost its sense of heritage?		Many programs will emerge around historical themes. The act of developing and promoting a plan of this sort may enhance residents' understanding of pride in their heritage.
Do members of your community understand local cultural groups?		Promoting an ethnic background increases exposure of this culture to both residents and visitors.
Are you satisfied with the diversity of leisure activities within your community?		Attractions developed for tourists will also be available to local residents.
Physical Environment		
Does your community have a pleasant appearance?		If not, you may have a built-in attraction if your buildings have a historic background. If so, saving historic or ethnic areas may be made possible by the tourist attracted to restaurants, shops, and other attractions.
Are areas of your community in need of restoration?		If not, you may have a built-in attraction if your buildings have a historic background. If so, saving historic or ethnic areas may be made possible by the tourist attracted to restaurants, shops, and other attractions.