At the start, since I am about the only academician on the program, I feel obliged to explain how I have any right to this platform. I do not own a tourist business, and I never have, so how can I know anything about tourism?

The best answer I can give is that my profession is education, not tourism business. Therefore, those relatively few of us who are in tourism education are in the same position as the teachers and researchers of medicine. A doctor does not have to have a heart attack in order to work on heart disease or make a coronary bypass.

We, because of our freedom from the immediate chores of running a tourist business--cleaning toilets, settling personnel arguments, and battling with the IRS--because we are not tied to these essentials of running a business, can stand back and study tourism, analyze our findings, and hopefully, derive new and better understandings about tourism. Our objective, and measure of our own success, is not individual business profits but the accuracy and depth of objective thinking about major tourism issues and probing their solutions.

Most of us now in academic life who work with tourism had no formal training in tourism. It was not available. I have been one of the fortunate few to have started on this track many years ago, but like all the others, it grew from quite different beginnings. Holding a couple of degrees in
landscape architecture, in fact the first Ph.D. in the country in this field, you may wonder how I got into tourism.

While I'm not an expert in genetics, I am confident that I was bred into it. My father was an insatiable traveler— not of the Queen Mary class but of the Tin Lizzie class. My first vacation trip was with my parents and by means of Model T. Ford and lean-to tent in 1921— and I have traveled at every opportunity ever since. I am fortunate to have worked with tourism in many states and at least a dozen foreign countries. Twenty years of extension work with the tourist and resort business people of Michigan and association with several hotel schools have given me some understanding of the business side of tourism.

I mention this personal digression to emphasize that there is an increasing number of us in the academic field who are doing research and teaching in much greater depth than we did some twenty years ago. I am pleased to have this opportunity today to describe some of our work that I think will be of interest.

Even though tourism research is making some progress, if we compare tourism with other fields, such as medicine, we are about where medicine was 2000 years ago. It was way back then that Hippocrates first stated the proposition that disease was related to natural causes and not to religious-like beliefs or magical powers. Today, in tourism, we still tend to believe in magic. Many businesses and many states still believe in loud and long hucksterism as the mainstay of tourism. When I say this, I am fully aware of the importance of publicity, public relations and advertising. Promotion is essential to doing business in tourism. But our studies over the years are showing that the days of simple rules of thumb in tourism and singular approaches such as advertising alone, are long gone.
Tourism is a complicated field, demanding much greater sophistication than it is now receiving. The psychology and sociology of tourists are complicated. The dramatic shifts in markets from year to year are complicated. The techniques of location are increasingly complicated. The relationship between hosts and guests is much more complicated than earlier believed. And, the politics of tourism development and management are very complicated, especially on the international scene. Tourism is not as simple as we once thought it was.

And so, I come to you today very much humbled by the immensity of the task of creating greater economic growth and jobs through tourism. How does tourism really function? How can we make it function in a better manner in order to create new tourism jobs?

Before I describe some attempts to answer these questions, let me emphasize one very important fundamental. The recession has taught us a very important lesson—-one that no one in tourism really knew and certainly one that isn't commonly known outside tourism. From the data produced by tourism economists such as Dr. Douglas Frechtling and others, tourism has shown that it is more stable than nearly every other segment of the economy. This is quite contrary to the popular belief that travel and tourism are rather frivolous—not the stuff from which sound economics can be derived.

Sure, tourism has been set back a bit in a few areas, but in general, tourism is proving that the propensity for people in the United States and even world-wide to travel and to gain satisfaction from travel is one of the most pervasive forces of our modern society and economy—and predictably will continue. We should not forget this fundamental when considering the future of tourism. No other aspect of the economy has as much going for it, but we cannot let this lull us into complacency. It is an asset that gives us much optimism as we look toward even greater tourism in the remaining 80s.
Today, I want to stress just three points regarding creating economic growth and jobs through tourism:

First, tourism is no longer easy. We've already discussed this point.

Second, tourism needs today, as never before, much greater innovation and creativity; and

Third, one of the greatest opportunities for the future is in indigenous destination development.

Let me start with the last point.

One of the greatest opportunities for tourism in the years to come, in my opinion, is greater destination development that capitalizes upon the uniqueness of a locality. Too often, promoters and developers of tourism take a copycat approach. If we observe reasonable success in one location, we tend to jump to conclusions regarding the cause. This will work back home only if the factors at home are identical to those in the place copied, which is very doubtful.

So, in the next few minutes, I would like to review some of the basics of tourism development that are already familiar to you but are important to the topic of today—creating economic growth and jobs through tourism.

And, we know that tourism does generate jobs. According to the U.S. Travel Data Center: travel and tourism accounted for 270,000 jobs in Texas in 1981.

First, how does tourism provide jobs? Just three ways.

One: when destination areas are newly built or existing ones are updated, the new land development and construction employs people and pumps money into the local economy.

Two: when tourists spend money on service businesses, such as hotels, restaurants and airlines, people are employed in these travel-related service businesses.

Three: when these original tourist expenditures are turned over by the next several layers of economic activity—the multiplier effect—additional jobs are generated.
Logically, then, if we want to increase economic impact and jobs in
tourism, we merely build new destination areas, build more hotels and more
service businesses, and assume that the multiplier effect will also create
more jobs. Of course, you and I know that it doesn't necessarily work that
way. In fact, we may even aggravate the problem by overbuilding.

I have intentionally carried this point to the extreme to show that even
though greatest tourism jobs are generated through these three causes, some-
thing else is needed—something that not every area has. That something else
is an essential part of the tourism system.

(Begin Slides)

(1) If we look at tourism as a system rather than only from a single business
viewpoint, we can gain a much better understanding of what tourism is all
about. This is especially helpful in identifying what is needed to create
jobs in tourism. Tourism is a system composed of several very important and
tightly interrelated parts.

Each of these five components is essential. Whenever one changes, the
others are affected, as we learned so dramatically in 1974 and 1979. The
people-component, or the market, must continue to have an interest in travel
and the ability to travel. Also it is important to know many characteristics
of these populations, including their location. Certainly, transportation
is important. We all know how critical the facilities and services are.
Within the component of information and direction we would include promotion,
guidebooks, advertising and roadside signs.

But, if I were to name the key component for the entire functional system
of tourism, I would identify attractions—the things to see and do.

(2) Unless people are attracted to some travel objective, there is little
reason to leave home. A tourist attraction is that place with those special
characteristics that induce travel and also provide satisfactions from travel.
In industry terms, attractions are the "tourism product." It is only when attractions pull people to an area that the rest of the system begins to grow, creating the need for additional jobs in construction, transportation, services, facilities, support infrastructure and promotion.

But, how can we discover areas that have greatest potential? We think we now have a process for helping this kind of discovery. Over several years we have identified a set of important factors and have developed some techniques for analysis of regions.

This is a map of a 19 county area in central Texas showing differences in tourism potential. In the next few minutes I shall describe how we arrived at this conclusion.

Recently, with some work with Canada, we have refined some aspects of the concept as they plan to identify potential destination zones throughout the country. We are now negotiating with the Coastal Bend Council of Governments in Texas--an area around Corpus Christi--for evaluating its future tourism development potential.

But, before we get into the highlights of what could be done to identify tourism potential, let me review some tourism principles. These are necessary foundations for the process I am about to describe. If we are to expand tourism, we have found that it is important to understand the factors that underlie and influence tourism development. We have identified at least 14 of them. We divided these factors into two groups. These are what we call program factors. Time does not permit my elaboration of these but only to bring them to your attention. When information on each one is assembled, we have a much better idea of the potential and what is needed to develop that potential.

In addition there are physical factors that need to be investigated. Most of our attractions in tourism depend upon the characteristics of these
physical factors—where they are located, their quality and quantity, and the extent to which they have been developed.

(7) Another principle is to recognize that resources and development vary somewhat between touring circuits and destination tourism. For destination tourism, most activities must take place on the site or nearby.

(8) Whereas for touring circuits the development depends upon flows of tourists making relatively short visits.

(9) For the next few minutes, I would like to summarize a project of tourism development that included a portion of Texas. As a graduate class project this fall we studied all these factors for a 19-county area in central Texas. Let me just highlight what it took us five months to do.

(10) We identified many water resources. Both rivers and reservoirs are abundant—but only in certain locations. We found very few limitations for recreational use.

(11) We studied the vegetative cover. We found a varied forest and savanna region including the "Lost" Pine area. The region has an abundance of wildlife suitable for esthetics and game.

(12) We checked the climate and discovered it did not vary internally but was well suited to year-round recreation.

(13) We investigated the topography and soils. The landscape is rolling enough to make it interesting. The soils are generally suited to development (some areas limited).

(14) The team studied the history, archaeology and ethnicity of the region and discovered a rich background of Indian history and settlement.

(15) An important part of the study was to gain some understanding of the region's natural beauty, its esthetics. We found that the region was very striking in spring and many areas were attractive for pleasant drives.
The existing development was part of our survey. Some attractions are now available and we found many opportunities for plant-industry tours.

Our examinations of the service centers showed that they had good basic infrastructure. Generally, we found two types of communities—major and county-seat. Nearly all were mainly oriented to agriculture and industry.

The study of transportation showed an excellent network of highways. Parts were served by air. There appeared to be good linkage with prime markets.

From these studies of the physical factors, we mapped their distribution. Time does not allow my elaborating on how each factor was weighed against the others. We turned to the computer to assist in our understanding of the data for both touring circuit and destination objectives.

The next set of slides illustrate computer maps of the region. Each map represents the location and weighting of the importance of each of the nine physical factors:

(19) water, waterlife
(20) vegetative cover, wildlife, pests
(21) climate, atmosphere
(22) topography, soils, geology
(23) history, ethnicity, archaeology, legends
(24) esthetics
(25) institutions, industries, attractions
(26) service centers
(27) transportation and access

Then, we obtained this overall assessment of the resource potential for destination development. Certainly, the opportunities vary greatly. Red indicates the areas where the most factors can be found and blue indicates those areas that do have potential but not quite as strong as those in red.

Studying this information, we then developed these general zones—areas having the greatest potential for destination development. These are the best locations for resorts, dude ranches, vacation homes, organization camps, convention centers and other long-stay developments.
In this region, we concluded that increased economic impact could be derived from travel, if several types of long-stay or destination development were made.

Few people realize that last year Texas A&M University alone hosted some 177 conferences and meetings, attracting about 50,000 visitors. But, this is only a clue to much greater opportunity for meetings and conferences in this region. With greater expansion of meeting and conference facilities for short courses, business-and-technical meetings based on science, agriculture, petroleum, medicine and small industry, much more tourism could be realized.

There is potential for greater expansion of entertainment attractions--greater variety of types to meet more markets--includes more festivals.

There are opportunities for greater development of water based recreation. There are many opportunities yet untapped for water-based tourism.

Need much better linkage between meetings and the other features of the area.

The assets of transportation, water and growing service centers need much greater imagination and creativity to develop them for greater tourism for longer-stay visitors.

On the other hand, a slightly different pattern emerged when we added up all the assets for touring circuits. Here we see different strength in slightly different areas, based upon the research data. Certainly the region showed potential for new touring circuits, provided that the many attractions would someday be developed to foster this type of activity.

Here are our concepts for touring circuit potential. These are not now available for promotion but are ideas for future development based on our research.
In this region, we see great potential for new development.

Tours of historic homes could be expanded if there were more restoration of buildings and gardens. Greater packaging and interpretation of these will be needed.

Industrial plant tours have potential. Few visitors have an opportunity to visit the variety of industries and businesses that can be found in this region. Again, these will need better planning and management and especially greater interpretation of the processes and activities.

We feel there is potential for agriculture-ranch tours and on a large scale. More people from all over Texas and the country would be interested if these were available to them.

Nature and scenic tours are possible, especially at certain seasons. The varied topography, soils and climate offer a special combination of flora and fauna of greater interest to visitors if developed.

We are suggesting that the approach I have just described can be of value for pre-feasibility for tourism development. But, it will not be good for very long if not updated.

Therefore, we are recommending that anyone wishing to apply this approach should offer new guidelines every year. If we are really serious about creating new jobs in tourism, I believe that a state could issue reports every year on these three topics and distribute them widely for use by developers, investors, and tourism-recreation planners.

The first topic—market trends—is often known by some tourism leaders in the state but the information is seldom widely distributed. And, too often the trends are not updated every year.

The second publication—potential destination zones—would result from a process as I have described. However, because resources change as markets and other factors change, these zones would need to be updated every year.
Finally, a bulletin on the trends in other influencing factors is needed on an annual basis. Changes in economic influences, policies of certain governmental agencies, such as parks, and changes in legislation can impact tourism development greatly.

When these three topics are published annually, we are confident that much greater stimulation of tourism development could result.

From this discussion, I believe we can draw some important conclusions.

First, I believe we can be very optimistic about the future. The propensity to travel has become so ingrained into our society that it seems one of the last things we will give up.

Second, if we want to create new tourism-related jobs, I don't know of a better way than to increase the "tourism product"—more places with attractions to stimulate greater volumes of service businesses.

Third, the most efficient locations for new attractions are those places with the greatest number of assets. Therefore, we need to engage in some process of discovering the greatest resource potential.

Finally, somehow we must turn this country around regarding innovation and creativity. What once was the hallmark of America—its remarkable ingenuity—has faded greatly in recent years. Some current new approaches—such as the Cannett Company's USA TODAY, or the merging of ideas from Nolan Bushnell, the father of video games and Mike Ilitch, Sr., owner of the Detroit Red Wings, to form the new rival to Mickey Mouse, CHUCK E. CHEESE—these are the exception rather than the rule. In tourism, if new jobs are to be created, we need much more creativity and innovation. Perhaps we could offer incentives through design contests; perhaps more corporate brainstorming could take place; without a doubt we should offer less structured teaching in the classroom. Somehow we need to build upon the assets of special locations with many new ideas for creating new tourism products if we seek more jobs in tourism.
SLIDES

(1) The tourism system: five components

(2) Attractions (title)

(3) Computer Map of 19-county study area in Texas, showing development zones

(4) Tourism principles (title)

(5) Program factors: markets, promotion, information, socio-environmental, implementing agents

(6) Physical factors: water, waterlife; vegetative cover, wildlife, pests; climate, atmosphere; topography, soils, geology; history, archeology, ethnicity, legends; esthetics; institutions, industries, attractions; service centers; transportation areas

(7) Destination: camps, resorts, vacation homes

(8) Touring: natural areas, historic sites, tours

(9) Map of 19-county study area in Texas, cities, highways

(10) Lampasas River

(11) Bastrop State Park drive

(12) Golf on Bastrop State Park

(13) Roadside landscape near Killeen

(14) Navasota historic home

(15) Bluebonnets along roadside

(16) Rangers Museum, Waco

(17) Gatesville

(18) Highway 6

(19-27) Computer maps of physical factors

(28) Sum of all computer maps for "destination" development potential

(29) Concepts for zones for destination development

(30) Opportunities for destination development

(31) Sum of all computer maps for "touring circuit" development potential

(32) Concepts for zones for touring circuit development
(33) Opportunities for touring circuit development

(34) Guidelines: (1) market trends, (2) potential destination zones, (3) influencing factors

(35) Conclusions: propensity/increased attractions/resource potential/innovation, creativity