EVALUATING YOUR RESOURCES

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Thursday, June 1, 1989
2:00 - 3:00 p.m.

I. Introduction:

A. Foundation: rich, abundant natural, cultural heritage
B. Integration with community objectives
C. New definition of tourism, tourists
D. Difference from industrial development
E. Community tourism development challenges
F. Key issues to be discussed

II. Natural and cultural heritage

A. Market-product match
B. The tourism functional system
C. Prominence of attractions
D. Relation to other supplyside components
E. Owner-developers-managers: pluralistic
F. Demands cooperation, collaboration
G. Influences on the tourism system

III. Attraction dependency upon resources:

A. Upon natural resources
B. Upon cultural resources
C. Conservation and sustainable development

IV. Attraction commonality:

A. Easy comprehensibility
B. Basis in environment
C. Owner controlled
D. Magnetic
E. Capacity to satisfy
F. Created

V. Tripartite attraction concept:
   A. Nucleus
   B. Inviolate belt
   C. Zone of closure

VI. Destination concept:
   A. Radial
   B. Urban
   C. Extended
   D. Regional context

VII. Criteria for evaluation:
   A. Access/parking
   B. Importance of market-product match
   C. Principle of clustering
   D. Design criteria
   E. Entrance and visitor flow
   F. Interpretation
   G. Toileting and visitor amenities
   H. Ancillary functions
   I. Visitor context

VIII. Development principles
   A. Resource protection
   B. Replication/simulation
   C. Total community design integration
   D. Performing arts, festivals, crafts, products
IX. Development process steps:

A. Establish leadership, cooperation, collaboration

B. Evaluate assets/liabilities
   
   1. Markets
   2. Attractions
   3. Transportation
   4. Businesses
   5. Information
   6. Promotion
   7. Infrastructure
   8. Regulations/policy

C. Identify opportunities

D. Establish action program

E. Post-development evaluation

X. Case: Mineral Wells plan