THE ARTS AND TOURISM
SUPPLY SIDE QUIZ

ATTRACTIONS

Because attractions are the life blood of tourism, a first step to build arts-based tourism in a community is to make a comprehensive survey of undeveloped art and culture resources. By "undeveloped" I refer to those foundations that have not yet been made into attraction establishments. Raw resources are not attractions. Until each site is developed with access and interpretation for visitors it is not yet an attraction. If you have not already done so, I suggest that you examine the following questions within and around your community.

* Are there opportunities for increasing the number and variety of dance productions?

* Have prose and poetry with localized themes been identified and made readily available to visitors?

* Have examples of vernacular and historic architecture been identified, restored and opened to the public?

* Can musical productions with local themes be increased?

* Are opera and theatrical productions of unique local value be increased?

* Can visitors enjoy several museums of painting, sculpture, and photography?

* Are there adequate places for viewing and photographing the beauty of wildlife?

* Is there potential for scenic byways and tours?
* Is the community as attractive as it might be or are there too many areas that are ugly and need improvement?
* Is local folk art encouraged and can visitors find crafts representing the unique qualities of the area?
* Are special ethnic groups given full opportunity to perform and display their arts?
* Are children encouraged in schools to learn local art traditions and develop their artistic creativity?
* Are all organizations related to the arts stimulating the tourism opportunities of their programs?
* Are all funding sources for the arts well understood and utilized to the fullest?
* Are local governmental officials fully aware of the value of arts to tourism and support its development in their policies and actions?
* Are the several art-related attractions combined into themed tours?
* Has the potential for new festivals and events been explored?

When the potential for these and other new or expanded attractions has been inventoried, the next step is to identify the most logical agencies and organizations to take action. Design competitions and publicity on these opportunities could attract investors from all three development groups--commercial enterprise, nonprofit organizations, public services. Then, following design, construction, and management, these new attractions can be promoted, thereby increasing the volume of visitors and improving economic impact.
TRANSPORTATION

Several questions should be raised regarding existing transportation and access to and within the area. Satisfactory experiences of visitors depend greatly on this function—a bad travel experience can negate all other aspects of a trip. Here are some questions to consider.

* Can the market origins of travelers reach your destination readily and easily?
* Are local transit systems, such as buses and taxis, efficient and attractive for visitors to use?
* Do street and highway planners consider visitor needs on all decisions of road and street improvements, controls and signage?
* In congested areas at peak use should alternative modes of people-moving be considered?
* Are street linkages among tourist attractions, services and facilities attractive and give a good impression of the community?

SERVICES

Visitors interested in the arts require much the same quality of services as other travelers. If arts are to thrive as a significant part of tourism, the following questions need to be asked:

* Do the guest rooms of hotels and motels contain information on the arts locally?
* Are the staffs of lodging and food services trained to guide tourists toward art and cultural attractions?
* Does the decor of travel service business support the arts--local
paintings, photographs?

* Are the service businesses cooperating on expanding and establishing more art-oriented attractions?

INFORMATION

Probably the greatest deficiency within tourism development today is the lack of adequate information available to visitors. It is worthwhile to investigate the present level in your community and surrounding area with the following questions.

* At travel entry locations, are there visitor centers that contain descriptions of attractions and services and their locations?
* Is there adequate signage (such as "?" or "i" used in other countries) to lead visitors to these centers?
* Are guidebooks on the arts plentiful and easily accessed?
* Are all guidebooks accurate and kept up to date on open hours, prices, and other needed information?
* Do all art-oriented attractions have well-trained tour guides?
* Are self-guided tours adequately labeled and described?
* In potential traveler origin locations, is descriptive literature about the arts in your destination readily available?
* Have new interactive computerized information kiosks been installed in strategic locations in your community?
* Have new descriptive video devices been installed in car rentals?
* Are traveler emergencies dealt with quickly, courteously, and efficiently?
* Is traveler information on the arts readily available in tourist service
businesses, such as motels, hotels, restaurants, and car service stations?

* Have hospitality programs been presented here?

PROMOTION

In today's competitive tourism world, promotion continues to be a major function of tourism agencies. Research on marketing, such as market segmentation and conversion studies, are suggesting that new approaches to promotion are needed. Following are a few pertinent questions to be asked about local promotion.

* Have the promotional programs among the several players--attractions, service businesses, cities, counties, state--been coordinated to avoid duplication and conflict?

* Has the effectiveness of advertising programs been tested by means of conversion studies?

* Is advertising on the local arts placed in the most productive media to reach travel prospects?

* To what extent is publicity used to promote the arts in your area?

* Are public relations employed to promote the arts?

* Do tourist businesses offer incentives (discounts, premiums, packages) to promote visitors to local arts?