



Planning for Tourism: Challenges and Opportunities for Success

A CONFERENCE CO-SPONSORED BY THE OHIO STATE UNIVERSITY, THE COLUMBUS SECTION OF THE OHIO PLANNING CONFERENCE, AND THE MID-OHIO REGIONAL PLANNING COMMISSION

Tourism is fast becoming an important economic factor in many communities. Having tourism as part of the local economy requires careful planning and supportive infrastructure. Learn about how planners and local officials can better support tourism in their community during this one-day seminar hosted at the Knowlton School of Architecture on the OSU Campus.

► Friday, August 11, 2006

8:30 – 9:00 am

REGISTRATION AND PASTRIES

9:00 – 9:50am

HERITAGE TOURISM Alethan Reshan, Heritage Tourism Planner with Ohio State University Extension for Holmes County. Heritage Tourism is an important component of the Holmes County economy. Learn about the challenges of intergovernmental cooperation for tourism planning.

9:50 – 10:45am

SPORTS TOURISM Mark Rosentraub, Dean and Professor of Urban Affairs at the Maxine Goodman Levin College of Urban Affairs at Cleveland State University and author of Major League Losers: The Real Costs of Sports and Who's Paying For It. Sports facilities are frequently touted as a way to bring tourism to urban areas. Learn about the economic and intangible value of sports, financing mechanisms, and the use of sports for economic development.

10:45 – 11:00 am

BREAK

11:00 – 11:45 am

AGRICULTURAL TOURISM Eric Barrett is an Agriculture Extension Agent with Ohio State University Extension in Washington County, Ohio. Ohio's agricultural industry faces continuing challenges as more farmland is converted to residential uses. Learn about what is happening in Ohio's agriculture today, and what opportunities can result from different agri-tourism approaches.

11:45 – 12:15 pm

BOX LUNCH

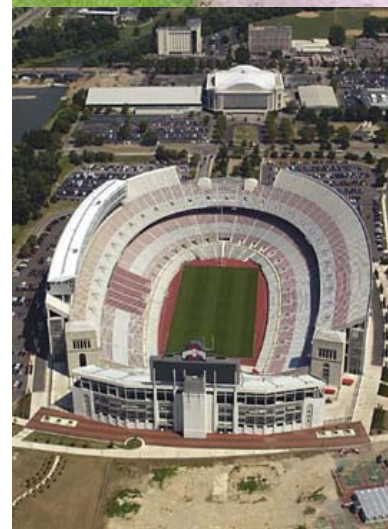
12:15 – 1:00 pm

TAXONOMY OF TOURISM H.G. Parsa, Associate Professor of hospitality management in the Department of Consumer Sciences at Ohio State University. Learn about how tourism can be managed, and hear recommendations for how planners can help support tourism in cities, from infrastructure to training approaches.

OPTIONAL POSTER SESSION

1:00 – 4:00pm

STUDENT POSTER SESSION Students from Ohio State University and the Technical University of Dresden have worked collaboratively to address urban planning questions related to tourism in Columbus. Participants are welcome to listen and comment on the student poster presentations.



PLANNING FOR TOURISM / REGISTRATION

NAME _____

ORGANIZATION _____ TITLE _____

ADDRESS _____ CITY _____ STATE _____

ZIPCODE _____ PHONE _____

FAX _____

EMAIL _____

REGISTRATION FEE: Paid by check or cash

Regular Registration: \$15

Student Registration: \$5

Above registration includes lunch.

PAYMENT METHOD (Select one)

Check enclosed made payable to Ohio State University

Payment to be made on-site

MAIL OR FAX FORM BY AUGUST 7th to:

Jennifer Evans-Cowley

Knowlton School of Architecture

or

Fax to: (614) 292-7106

275 W. Woodruff Ave

Columbus, OH 43210

DIRECTIONS & PARKING Knowlton Hall is located at the corner of Tuttle Park and Woody Hayes Drive. For a map, please check the following link: <http://www.osu.edu/map>. Parking is available in the Tuttle Park Parking Garage located just south of Knowlton Hall and across from the Ohio State Stadium.

INFORMATION For more information, contact Jennifer Evans-Cowley at (614) 247-7479 or by e-mail at cowley.11@osu.edu.



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KNOWLTON SCHOOL OF ARCHITECTURE
THE OHIO STATE UNIVERSITY
275 W. WOODRUFF AVE
COLUMBUS, OH 43210