



Overview

Tourism, hospitality, and outdoor recreation make up rapidly growing segments of the U.S. economy and offer an important economic growth strategy to rural and urban communities of all sizes. NERCRD conducts research on the role of tourism in economic resilience. NERCRD also provides critical support to the National Extension Tourism Network, which integrates research, education and outreach within the Cooperative Extension and Sea Grant systems to support sustainable community-based tourism, and it supports the National Extension Outdoor Recreation Working Group.



Selected Impacts

- With the NERCRD's support, the National Extension Tourism Network has grown from around 40 to over 800 members nationally and it is having significant success developing new knowledge of recreational economies as engines of rural growth through conferences, webinars, and other venues. It is also expanding awareness of the importance of recreational economies.
- Significant increases in funding: The NERCRD has supported an ongoing USDA AFRI Tourism recovery grant [\$648,285 at WVU], a new regional Hatch project on the recreational economy (NE-2251), and a new Appalachian Regional Commission ARISE grant [\$485,807, also at WVU and joint with SRDC] designed to develop the nation's first *Rural Tourism Institute*. A grant was also secured from New Technologies in Agricultural Extension (NTAE).
- A new Memorandum of Understanding on recreational economies between USDA NIFA, Rural Development and the U.S. Forest Service includes the Regional Rural Development Centers as critical partners in bringing government resources to bear on this important new rural development opportunity.
- Substantial increases in new scientific and applied knowledge around tourism and recreational economies (see below). This knowledge is available to and being distributed by the Cooperative Extension system. The publication "Extension and Tourism: Previous efforts, current trends and the future," in *Journal of Extension* has received over 650 downloads since May 2022.

Resources/Recent Publications

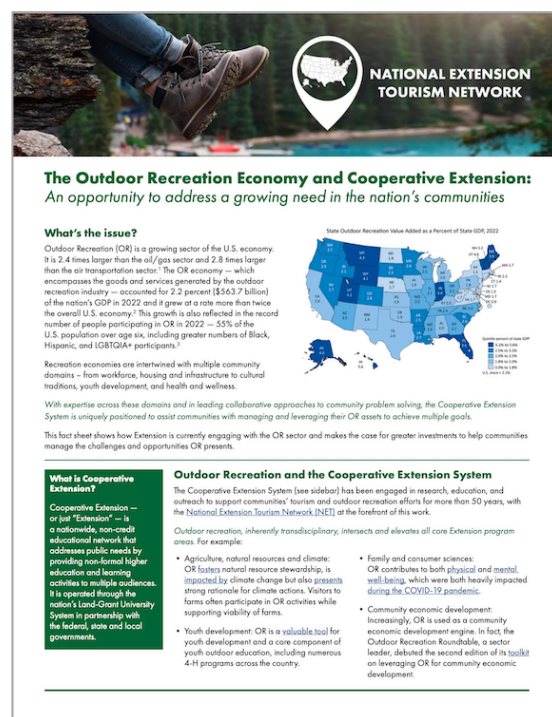
- Heather Martin, Rose Hayden-Smith, and Kristen Devlin. 2023. "The NET Effect: Members of the National Extension Tourism Network Help Raise the Bar in Sustainable Tourism and Outdoor Recreation." <https://bit.ly/3xkdsF9>
- Stephan J. Goetz, Luyi Han, Daniel Eades, Jason Entsminger, and Doug Arbogast. 2022. "The U.S. Recreation Economy: Data, COVID-19, and Implications for Extension," 2021 NET Conference Proceedings. <https://bit.ly/3D7P64v>

- Jason Entsminger, Luyi Han, and Stephan J. Goetz. 2022. “Impacts of COVID-19 on Northeast Tourism and Recreation Economies,” NERCRD COVID-19 Data Brief 22-02 and detailed Northeast state-level data supplement available at: <https://bit.ly/4e3nqLR>
- Luyi Han, Stephan J. Goetz, Daniel Eades, Jason Entsminger, and Doug Arbogast. 2022. “An early assessment of COVID-19’s impact on tourism in U.S. counties,” *Tourism Economics*. <https://bit.ly/3Z3g88Y>
- Doug Arbogast, Daniel Eades, Stephan J. Goetz, and Yuxuan Pan. 2022. “Extension and Tourism: Previous Efforts, Current Trends, and the Future,” *Journal of Extension*, May. <https://bit.ly/4e59mEi>

Current NERCRD Projects

- National Extension Outdoor Recreation Working Group
- National Extension Agritourism Working Group
- Tourism Resilience and Community Sustainability: Adaptation and Recovery of Rural Businesses and Destinations
- Tourism, Resiliency, and Indicators for Post-Pandemic Planning
- National Extension Tourism Network
- Pilot project on scaling up smaller community-based tourism operations

Learn more about NERCRD’s current Outdoor Recreation and Tourism projects: <https://bit.ly/4g5HqBN>



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Learn more at <https://bit.ly/4g5HqBN>

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