

Guide to Best Practices in Tourism and Destination Management

Rich Harrill, Ph.D.

Georgia Institute of Technology
Economic Development Institute
Tourism and Regional Assistance Centers
(TRACS)

Contents

Georgia Institute of Technology's Tourism and Regional Assistance Centers (TRACS)	ix
About the Author	xi
Acknowledgments	xiii
Introduction	xv
Methods	xvii
Executive Summary	xxi
Part I Research	1
 1 Finger Lakes Wine Country Tourism Marketing Association	3
Overview	3
Context and History	3
Organization	4
Best Practice: Research	4
Results	6
Conclusions	6
 2 Michigan State University Michigan Travel, Tourism, and Recreation Resource Center	9
Overview	9
Context and History	9
Organization	9
Best Practice: Research	10
Results	12
Conclusions	12
 3 Hawaii Visitors and Convention Bureau	15
Overview	15
Context and History	15
Organization	16
Best Practice: Research	18
Results	18
Conclusions	19

4 San Francisco Convention and Visitors Bureau	21
Overview	21
Context and History	21
Organization	23
Best Practice: Research	24
Best Practice: Funding	25
Results	25
Conclusions	27
Part II Funding	29
5 Visit Florida	31
Overview	31
Context and History	31
Organization	33
Best Practice: Funding	34
Results	34
Conclusions	34
6 California Division of Tourism (CalTour)	37
Overview	37
Context and History	37
Organization	38
Best Practice: Funding	39
Results	41
Conclusions	41
Part III Professional Development	45
7 International Association of Convention and Visitor Bureaus	47
Overview	47
Context and History	47
Organization	48
Best Practice: Professional Development	48
Results	50
Conclusions	51
Part IV Information Dissemination	53
8 Vienna (Austria) University of Economics and Business Administration Institute of Tourism and Leisure Studies	55
Overview	55
Context and History	55
Organization	56
Best Practice: Information Dissemination	56

Results	57
Conclusions	58
Part V Advocacy	61
9 Lee Island Coast Visitor and Convention Bureau	63
Overview	63
Context and History	63
Organization	63
Best Practice: Advocacy	64
Results	66
Conclusions	68
10 Oregon Tourism Commission	69
Overview	69
Context and History	69
Organization	71
Best Practice: Advocacy	72
Results	72
Conclusions	73
11 Greater Lansing Convention and Visitors Bureau	75
Overview	75
Context and History	75
Organization	76
Best Practice: Advocacy	77
Results	79
Conclusions	79
Part VI Web Marketing	81
12 Greater Pittsburgh Convention and Visitors Bureau	83
Overview	83
Context and History	83
Organization	83
Best Practice: Web Marketing	84
Results	85
Conclusions	86
13 Nashville Convention and Visitors Bureau	89
Overview	89
Context and History	89
Organization	89
Best Practice: Web Marketing	90
Results	91
Conclusions	92

viii *Contents*

14	Travel Montana	95
Overview	95	
Context and History	95	
Organization	97	
Best Practice: Web Marketing	98	
Results	99	
Conclusions	102	
15	Overland Park Convention and Visitors Bureau	105
Overview	105	
Context and History	105	
Organization	106	
Best Practice: Web Marketing	107	
Results	108	
Conclusions	108	
Part VII	Conclusion	111
16	Conclusion	113
	Appendix: Contacts	115