



From Research to Practice: How Research has focused the Tourism Message

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MONTANA



Geotourism

Geotourism attempts to sustain the region's landscape through perpetuation of local values and attracting visitors who actively promote local values through their travel behavior.



**ITRR Research
(1988-2012)**

**National
Geographic
Geotourism
mapguide
(2007/2008)**

**Branding,
Charter, &
Travelers for
Open Lands
(2007)**

Geotourism

ITRR Research (1988-2012)



Visitor behavior – What attracts visitors

Mountains/forests	67%
Yellowstone National Park	57%
Open space/uncrowded areas	51%
Rivers	48%
Glacier National Park	40%
Wildlife	36%
Fishing	18%
Family/friends	27%

(Q3 2012 Data)

Travelers for Open Land

<http://www.travelersforopenland.org/>

The program is designed to protect open lands, working farms and ranches, recreational opportunities, clean water and wildlife habitat - the qualities that inspire people to visit Montana and make Montana so special to all of us.

Montana Tourism Charter:

Created and Adopted in 2007

- Maintain integrity of place and destination appeal.
- Highlight what is unique to Montana.
- Promote conservation of energy, water and wildlife.
- Help community stewardship partnerships to maintain MT assets.
- Draw visitors who help sustain Montana's distinct character.
- Foster a diversity of products and services for "geotourists."
- Ensure visitor satisfaction and an enduring market demand through education of Montana residents about the benefits of sustainable tourism.

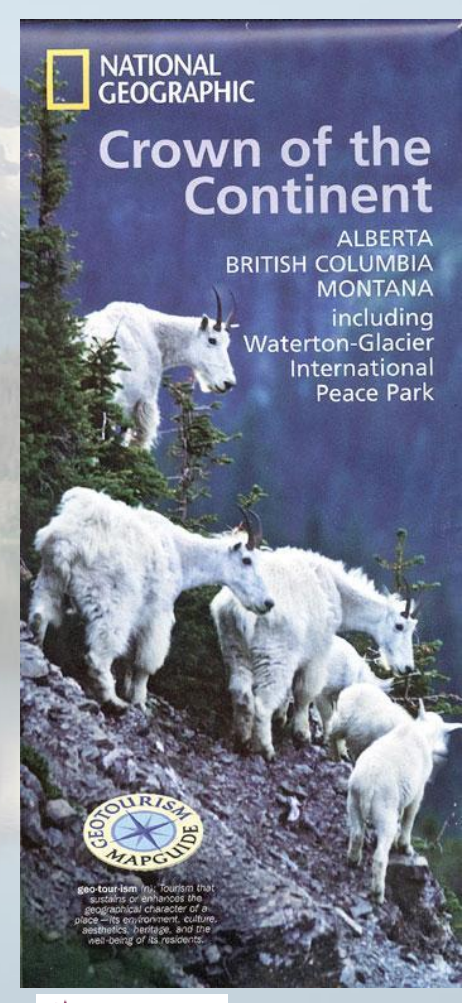
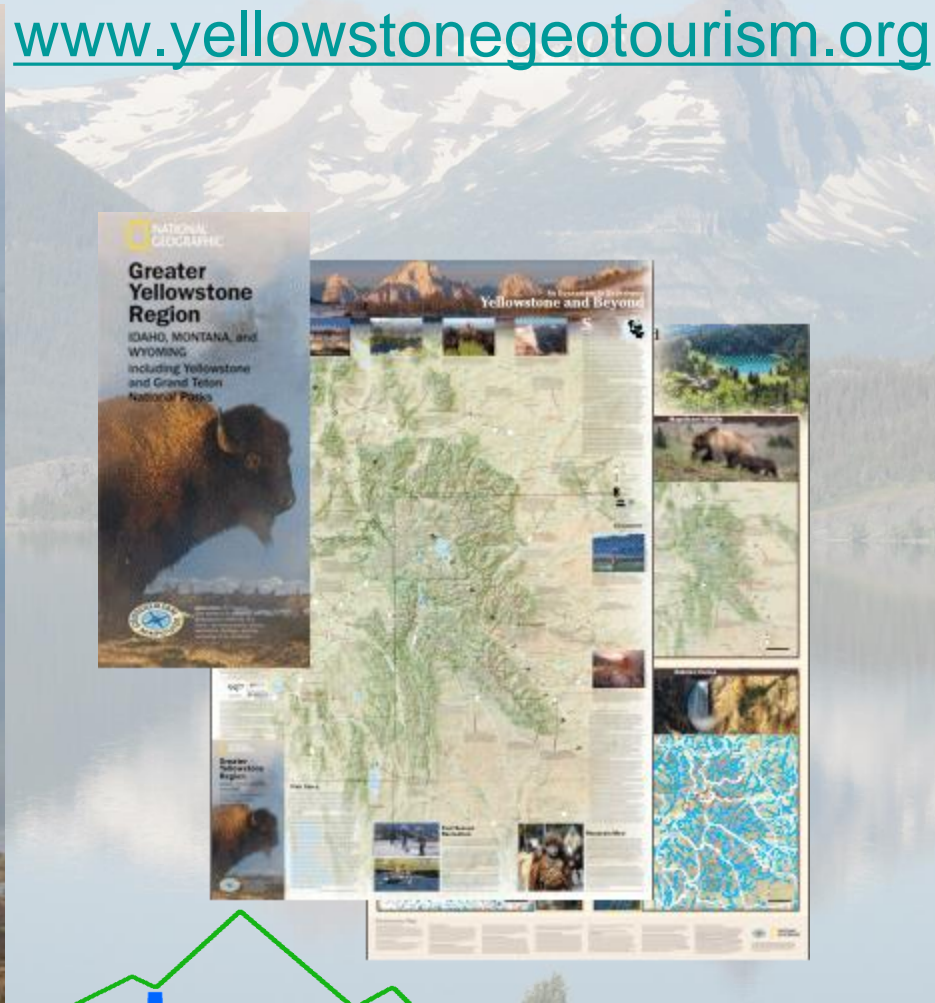
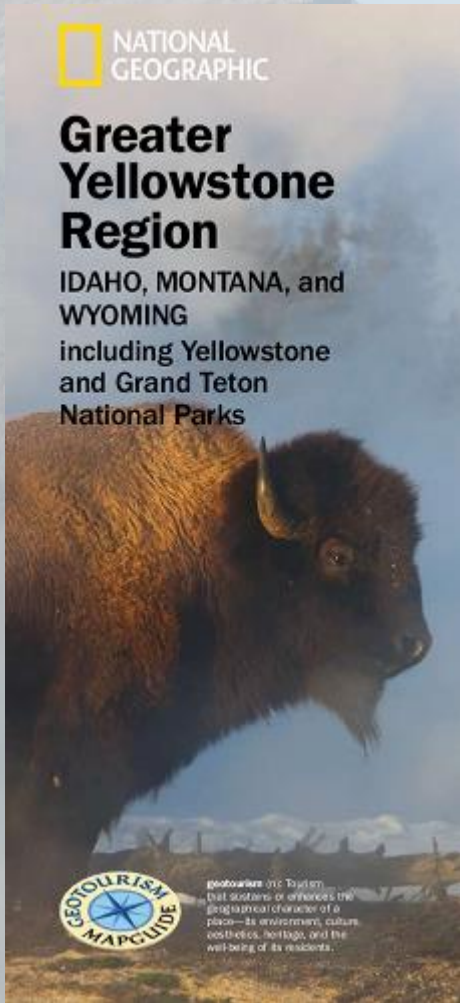
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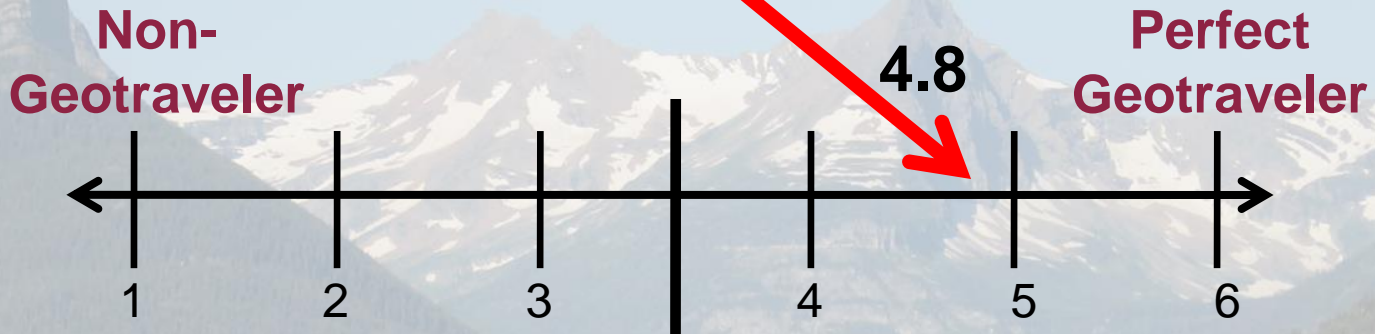
National Geographic Mapguides

www.crownofthecontinent.net

www.yellowstonegeotourism.org



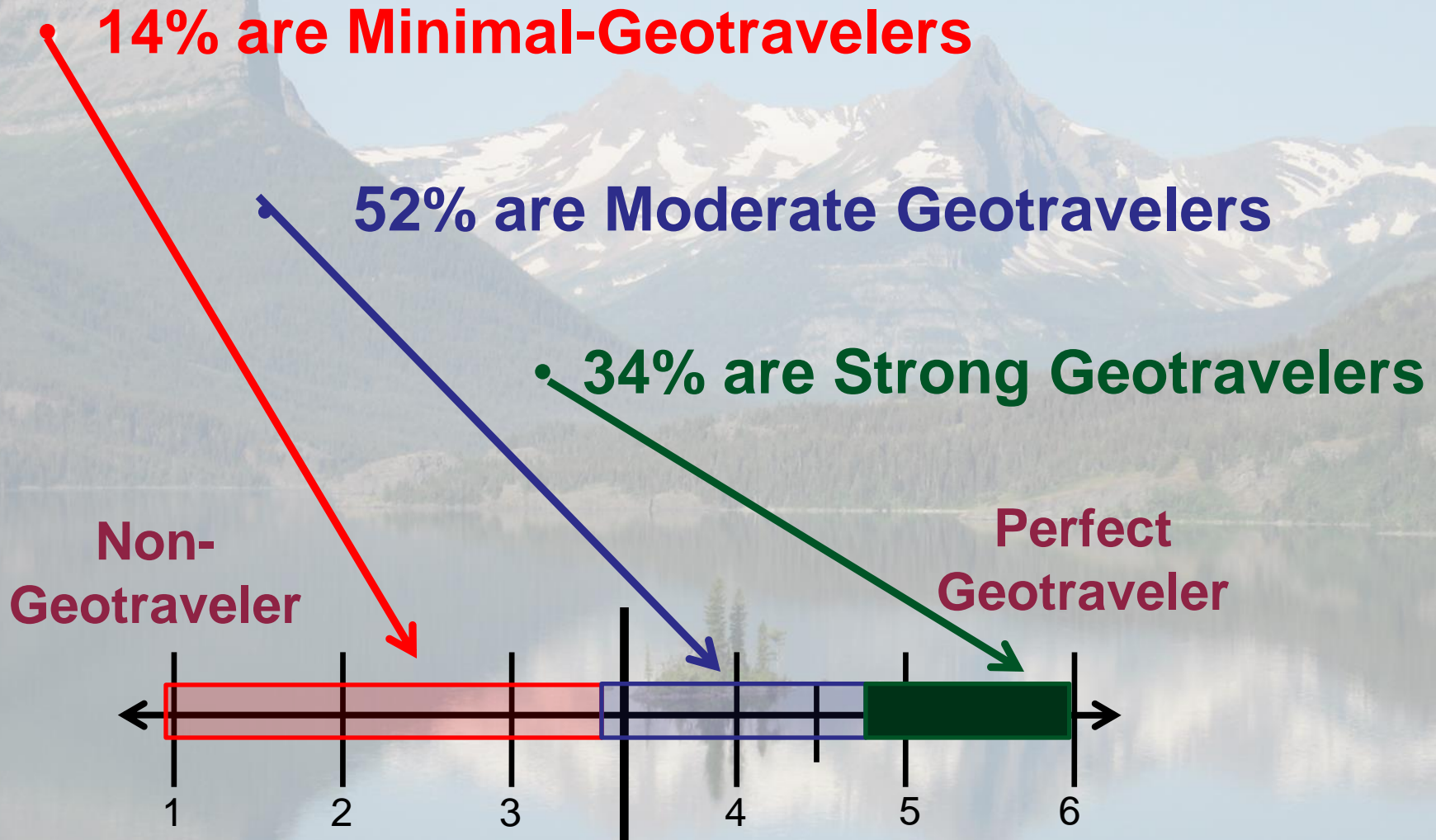
C of C Geotraveler Score



Statewide Geotraveler Score



A Priori Segmentation



Statewide Geotraveler Spending

2009 summer

Strong Geotraveler (32%)	\$141.79
Moderate Geotraveler (54%)	\$134.10
Minimal Geotraveler (14%)	\$109.15

2011 Fall & 2012 winter and spring

Strong Geotraveler (31%)	\$192.54
Moderate Geotraveler (52%)	\$162.33
Minimal Geotraveler (17%)	\$170.02

Important aspects MT Visitors Seek

Clean waterways	5.5	Pedestrian friendly atmosphere	4.9
Clean air	5.5	Montana's land ethic	4.7
Wildlife viewing opportunities	5.4	Main streets that reflect the local culture and heritage of the destination	4.7
Scenic vistas	5.4	Paths for walking & biking	4.7
Amount of open space	5.4	Eating at restaurants where locals eat	4.7
Opportunity to view the night sky	5.2	Historical attractions	4.6
Access to public lands	5.2	Environmental practices of accommodations	4.6
Access to waterways	5.0	Locally owned restaurants	4.5

Scale: 1= not at all important to 6= very important

<http://www.travelmontana.mt.gov/branding/>



Rating differences between the MT Tourism Industry, residents and local elected officials

How high a priority is it that the Montana tourism industry...	Elected Officials	Industry	Resident
Help maintain MT's destination appeal	3	1	6
Maintain the character of Montana	2	2	2
Encourage all types of tourism devlp.	7	3	7
Strive to hire local people	1	4	1
Promote preservation of open space	6	5	3
Help prevent overdevelopment if against community values	5	6	4
Strive to reduce energy consumption	4	7	5

Finally – individual business behavior

Type of Business	Mean Geotourism Score
Ranches, Resorts, Lodges, Hostels, and Hot Springs (n=26)	2.87
Bed and Breakfast (n=22)	2.83
Tour Organizations (n=11)	2.77
Attractions (n=8)	2.77
Ski Areas (n=5)	2.64
Hotel/Motel (n=55)	2.58
Outfitter/Guide (n=57)	2.52
Private Campgrounds (n=10)	2.49
Vacation Homes, Cabins, Condos (n=71)	2.40
Museum and Historic Sites (n=11)	2.36

Scale: 1=not at all; 4=all the time

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Geotourism

A scenic landscape featuring a calm lake in the foreground, reflecting the surrounding environment. The lake is bordered by dense evergreen forests on both sides. In the background, majestic mountains rise against a clear blue sky, with a layer of mist or low clouds settling in the valleys between the peaks. The overall atmosphere is peaceful and natural.

Thank you!

www.itrr.umt.edu