



**Rural Issues and Insights:  
Tourism Development  
Department of Rural Development and  
the Rural Development Institute  
Brandon University**

**Conference Program**

**Friday March 7, 2008**

**7 p.m. – 10 p.m. Registration and Social  
Elephant Room, Knowles-Douglas Centre, BUSU**

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**Saturday March 8, 2008**

**10:00 a.m. to 11:30 a.m. Paper Session – Tourism**

Brodie Building Room 347

**Doug Ramsey**, Associate Professor, Department of Rural Development, Brandon University  
Conflicts Between the Tourism and Agricultural Sectors on the Island of Reichenau, Germany.

**Derrek Eberts**, Associate Professor, Department of Geography, Brandon University  
Tourism and the Commodification of Culture: Exploring the Geography of Restaurants in  
Downtown Puerto Vallarta.

**Alison Moss**, MRD Graduate, Brandon University  
Understanding Change and Impact Associated with Tourism: A Qualitative Study of Churchill,  
Manitoba

**Lynn Ferguson**, MRD Student, Brandon University  
Main Street: A Comparative Study of Development within the Communities of Carberry and Plum  
Coulee, Manitoba

**12:00 p.m. to 2 p.m. Lunch and Keynote Address**

Louis Riel Room (Private Dining Room)

**Keynote Address: Rhonda Koster, Lakehead University**

How can we make this work? Building capacity in First Nations for Tourism Development

**2:30 p.m. – 4:30 p.m. Paper Session, Tourism:**

Brodie Building Room 347

**Lori Gould**, MRD Graduate, Brandon University

Individual views: observations of residents and tourists in rural areas

**Abayomi Oredgebe**, MRD Student, Brandon University

Rural Tourism: A Look at Farm Tourism

**Lonnie Patterson**, MRD Student, Brandon University

Tourism as Sustainable Development on the East Side of Lake Winnipeg

**Yan Cong**, Research Analyst, Travel Manitoba

Measuring Tourism Performance in Manitoba

**Eric Irwin**, President, Dauphin Countryfest

Dauphin Countryfest President. Festivals and Economic Development in Small Towns

**5:00 p.m. – 6:00 p.m. Cocktail Hour**

Louis Riel Room (Private Dining Room)

**7:00 p.m. – 9:00 p.m. Dinner and Keynote Address**

Louis Riel Room (Private Dining Room)

**Keynote Address: Dallen Timothy, Brigham Young University**

Borders, Security and Tourism Development

## Abstracts and Bios

**Dr. Rhonda Koster** (PhD, University of Saskatchewan) is an Associate Professor in the School of Outdoor Recreation, Parks and in Tourism at Lakehead University, Thunder Bay, Ontario. In both research and teaching, Koster focuses on rural community-based tourism, where she is committed to working with and for communities. In a general sense, she is interested in the contribution of tourism towards rural sustainability and quality of life, and her current research projects, although varied in purpose, contribute to this broad objective. A more specific research interest is the role of and capacity for community-based tourism in First Nations communities in Canada.

**Dr. Dallen Timothy** (PhD, University of Waterloo) is a Professor in the Department of Geography at Brigham Young University. His research areas include: heritage tourism, peripheral and underdevelopment, political boundaries and tourism, and religion and tourism. He is the author of more than 60 journal articles and author or coauthor of more than a dozen books. He is currently the editor of the *Journal of Heritage Tourism* and is presently under contract for five books.

**Doug Ramsey** Conflicts Between the Tourism and Agricultural Sectors on the Island of Reichenau, Germany.

Tourism and recreation are dominant features in the economy of the Bodensee region of southern Germany. The Bodensee itself has three small islands where tourism is the primary economic sector: Mainau, Lindau, and Reichenau. In addition to tourism, the Reichenau is also characterized by a thriving agricultural sector, including vegetables, flowers, and a winery industry. In order to remain competitive, vegetable and flower growers have been shifting from land to greenhouse production. This has created landscape conflicts between tourism and agriculture. This paper describes the preliminary results of an investigation into the reasons for the shift and the visual conflicts arising.

**Derrek Eberts**, Tourism and the Commodification of Culture: Exploring the Geography of Restaurants in Downtown Puerto Vallarta.

Puerto Vallarta's economy is driven in large part by the tourism sector. The city has several areas specializing in different pieces of the tourist industry, but a major focal point for visitors is the downtown. Puerto Vallarta's downtown has a complex spatial structure, with retail, entertainment, and other service businesses oriented to locals, visitors, or a mix of both. The restaurant sector is exemplary of this, though spatial patterns are not immediately clear. This paper is an initial attempt to sort out the geography of restaurants in downtown Puerto Vallarta by examining spatial patterns of tourist versus local oriented establishments. Related to this, I speculate about the role of authenticity and the commodification of Mexican culture for tourists as exhibited in the food services sector.

**Alison Moss**, Understanding Change and Impact Associated with Tourism: A Qualitative Study of Churchill, Manitoba

Rural and remote tourism development can provide communities and local residents with the opportunity to capitalize on existing resources in creative ways, encouraging economic diversification, and serving as a viable development strategy in northern communities. Tourism development can offer local residents the unique opportunity to share and promote their culture, heritage and landscape with visitors. It is an opportunity for the rural community to learn about local history and pass on that knowledge. While tourism is not always the best remedy for economic problems faced by all communities, if a market exists and local residents are in favour, such a venture can provide improved economic and social opportunities. The objectives of this research are to explore perceptions of local residents, service providers and community leaders of Churchill, Manitoba, concerning the impact of tourism on their community and how the industry has changed over time. A series of 30 interviews were completed in August 2006. Findings are shared in the form of a collective story. A common theme that emerged was the local acceptance and appreciation for the local tourism industry. There is an appreciation for the added amenities and services that are available locally owing in large part to the abundance of tourists for part of the year. The vibrant and diverse nature of the community is intrinsically linked with tourism and seasonal workers. Community collaboration is critical to the success of tourism as an economic development strategy, and the creation of innovative tourism products in rural and remote communities such as Churchill, Manitoba.

**Lynn Ferguson**, Main Street: A Comparative Study of Development within the Communities of Carberry and Plum Coulee, Manitoba

This paper examines community economic development initiatives taking place in the communities of Carberry and Plum Coulee Manitoba. Community Economic Development is analyzed to identify the strengths and weaknesses of the distinct community projects. The objectives of the study are: 1) to determine the role voluntary associations play in fostering community economic development (CED); 2) to determine whether it is possible for CED initiatives to create sustainable tourism; 3) to identify the role of cultural heritage tourism and to assess whether it is important to the community projects being studied, and; 4) to investigate the successfulness of a government funded initiative to evaluate whether it would be any more effective and sustainable than that of a privately funded initiative. Data was collected using key informant interviews with face-to-face interviews ( $n=17$ ) with residents of Carberry ( $n=8$ ) and Plum Coulee ( $n=9$ ). Significant research findings include: recognition of the barriers in retaining youth in Rural Manitoba, the challenges posed by rural depopulation, including financial concerns and a declining volunteer base. There were also challenges in identifying how to create a tourism product.

## **2:30 p.m. – 4:30 p.m. Paper Session, Tourism:**

**Lori Gould**, Individual views: observations of residents and tourists in rural areas

Communities invest both time and money when marketing their area for the rural visitor. Planning often takes into consideration infrastructure needs, the environment, and social factors. It is not always clear however whether the views of the residents coincide with the views of incoming tourists. Using survey data collected in the summer of 2004 from four rural locations, this paper will compare how residents perceive their community compared to the tourists who visit.

**Abayomi Oredegbe**, Rural Tourism: A Look at Farm Tourism

Granted, rural areas are undergoing a series of changes due to changes in both “global and local economy” accelerated by new economic, social, political, and technological realities (Jenkins, Hall, and Troughton, 1998, p. 43) Changes in “market structures” (e.g. free trade), technological innovation (e.g. “mechanization” and “chemicalization” of farms, and declining transport costs), “globalization” (e.g. increased network of national economies that promotes multinational and transnational corporations), environmentalism (e.g. focus on environmental sustainability, and sustainable use of natural resources), urbanization (e.g. rural areas becoming more “urban-like” and being classified as urban once they meet certain requirements) is dramatically affecting rural areas and causing rapid changes in rural areas (Freshwater, 2000; Duncan, 1996, p. 116) This new reality results in declining rural population due to rural “out-migration”, loss of economic vitality and political powers, and scaling down/loss of essential services (e.g. health, education and social services). These realities necessitate the need for rural areas to revitalize their economies through diversifying their economic base by seeking an alternative economic pathway that reacts differently to these new realities. In the wake of new economic, social, political, and technological realities, integrating economic objectives in the revitalization of rural areas by diversifying into rural tourism is essential for the competitiveness of rural areas and their continuous existence and relevance. This discussion will attempt to show farm tourism as an important aspect of rural tourism and the pivotal position it occupies. Furthermore, this discussion will draw attention to the trends in farm tourism and challenges farmers face in the course of diversifying into farm tourism.

**Lonnie Patterson**, Tourism as Sustainable Development on the East Side of Lake Winnipeg

This presentation will look at how tourism relates to the ongoing land-use planning process on the East Side of Lake Winnipeg in Manitoba. It will discuss the genesis of the planning process as well as how it is an example of sustainable development. The presentation will conclude by examining efforts to achieve a UNESCO World Heritage designation for the region and how those efforts relate to economic development through tourism.

**Yan Cong, Measuring Tourism Performance in Manitoba**

The purpose of this presentation is to provide an overview of the national and provincial tourism research studies that have been used to measure tourism performance across Canada. These studies include the Canadian Travel Survey of Residents of Canada, the International Travel Survey, and the Travel Activity Motivations Survey. In addition, Travel Manitoba has been partnering with the Canadian Tourism Commission (CTC) and provincial destination marketing agencies on a variety of international studies such as the Global Tourism Watch and the European Consumer and Travel Trade study. In 2008, a new post visit study and industry survey will be launched by Travel Manitoba to collect timely tourism information across the province. An overview of these studies will also be provided at this presentation.

**Eric Irwin, Festivals and Economic Development in Small Towns**

What makes 12,000 people a day descend on a town of 8,000 and spend about \$6 million dollars over the course of a weekend? Unique facilities, a great idea, and dedication to customer service are the basics in the hospitality industry and Dauphin's Countryfest mobilizes the entire community to accomplish this every July long weekend for its patrons from far and wide. With tourism now accounting for 13% of the world's GDP and all types of manufacturing moving to emerging economies, Countryfest stands as a model; attracting tourist dollars, corporation sponsorship dollars and national media interest to a small community.