

DIVERSIFY AND BOOST THE ECONOMY

TOURISM -

ARTS & CULTURAL HERITAGE

Friday, May 12

9:00 am to 4:00 pm

Springfield, MO

Cost: \$20 per person
(includes lunch)

- Register on-line at <http://extension.missouri.edu/greene>
- Or register by mailing or delivering a check to the Greene County MU Extension office, 2400 S. Scenic Ave. Springfield, MO 65807
- RSVP by May 8 to David Burton, burtond@missouri.edu or (417)-874-2954.

Studies show that heritage travelers stay longer at their destination, spend more money and tend to put money back in the communities they visit.



—Diversify and boost the economy in your community!—
Learn how to develop *Arts & Cultural Heritage Tourism* initiatives. A hands-on workshop with curriculum to follow.

Friday May 12, 2017

9:00 am to 4:00 pm

Springfield Botanical Center

2400 S. Scenic Ave., Springfield, MO

Workshop participants can come from a variety of fields - tourism, the arts, historic preservation, humanities, agri-business, museums, economic development, convention and visitor bureau, community betterment, main street projects, small business owners, heritage and natural resource areas, other fields, and coalitions formed to create new partnerships.



TOURISM

What works for your community?

Arts / Culture / Heritage

Nature-based & Adventure tourism

Agri-tourism / Local Foods & Culinary tourism

Eco-tourism

Farmers & Artisans markets



This innovative workshop and curricula provides you with the knowledge and tools to increase local and regional economy through tourism initiatives that focus on the arts, culture and heritage. In this workshop:

- Learn how the arts, culture and history can be a cornerstone for tourism and economic development
- Explore how arts and cultural heritage tourism can align with agri-business, eco-tourism and local foods and culinary arts
- Assess if arts and cultural heritage tourism is a fit for your community or region
- Learn how tourism focused on community arts, culture and history can contribute to community pride, stability, growth, preservation and protection of resources, and economic development in a community or region.

This workshop is a hands-on-training to pilot the MU Extension *Arts and Cultural Heritage Tourism* curriculum to be released in the fall of 2017. The focus of the workshop and curricula is on: assessing, developing, designing, implementing, managing and evaluating arts and cultural heritage tourism attractions, events or initiatives from a community standpoint.

Sponsored by:

University of Missouri Extension, MU Extension Community Arts Program, Green County MU Extension, Springfield-Greene County Park Board, Hamra Enterprises, and Wendy's Restaurants.

For more information on the workshop contact Lee Ann Woolery, wooleryl@missouri.edu

