Study aims to increase Ohio’s allure to tourists

Few people would argue that Ohio is a great state to visit. With major amusement parks, ample natural resources and historical landmarks aplenty, the state draws approximately $27 billion in tourism revenue each year.

But William Obenour, human movement, sport and leisure studies, says that’s not enough, and state tourism officials agree.

With a recent study showing that every day and for over-night stay in the state generates approximately $150 per person in tourism dollars, Obenour is convinced Ohio can and should do a better job of attracting tourists. He and two other HMSCS faculty members have received a $35,000 grant to study ways to enhance tourism in Lake Erie coastal areas in Ottawa, Erie and Lorain counties.

Obenour, David Groves and Julie Lengfelder teach in BGSU’s recreation and tourism program, which prepares students for careers in areas as diverse as resorts, convention and visitors bureaus, the amusement industry, special events, outdoor recreation and environmental education. The goal of their study is to determine what role natural attractions, such as wildlife preserves and outdoor recreation activities, play in attracting tourists to the three-county area. The researchers hope the information they gather will provide a basis for increased promotion of the region to both in-state and out-of-state visitors.

The year-long study, which will begin this month and conclude by next June, is being funded with a Coastal Management Assurance Grant awarded by the Ohio Department of Natural Resources.

The research, which Obenour described as “destination marketing,” will involve in-person interviews of tourists who take advantage of natural attractions in Ottawa, Erie and Lorain counties this summer. The visitors will be questioned about where they are from, what attracted them to the area, the duration of the stay and whether they would consider returning.

In addition, select tourists will be given disposable cameras and asked to keep a corresponding journal about the photos they take. Obenour hopes the photos will provide insight into both positive and negative aspects of the visitors’ experiences and help in creating touring packages that might entice visitors to extend their stay.

The research team will also perform a market analysis of existing promotional materials for the area to see if brochures and guidebooks reflect tourist demands. In the final phase of the study, telephone surveys will question potential tourists about their perceptions of the Lake Erie coastal region as a tourist destination for nature-based tourism.

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Bowling Green earns RGP award for its support of technology

Efforts by BGSU to support advancements in technology have been recognized by the Regional Growth Partnership, which recently presented the University with a Partners in Progress Award.

The award recognizes companies, organizations and individuals who have assisted in the advancement of technology in the 11-county region. Cynthia Price, director of Sponsored Programs and Research at BGSU, accepted the award on the University’s behalf.

“Technology is a big asset to any area and we don’t want to miss out on the opportunities that it can provide,” said Donald Jakeway, president and CEO of RGP. “The Partners in Progress award winners were chosen for their outstanding efforts in enhancing technology use and awareness in our region, which in turn broadens our economic base.”

Also receiving Partners in Progress awards were Buckeye CableSystem and Buckeye TeleSystems, Harold McMaster of Perryburg, N-Viro International Corp., the Ohio Department of Development-Technology Division, Plastic Technologies Inc. and the University of Toledo.

The Medical College of Ohio received the Partner of the Year Award.

The RGP is a nonprofit development corporation dedicated to fostering local, national and international economic growth opportunities for northwestern Ohio. The organization was recently named one of the top economic development agencies in the world by Site Selection magazine.

Battle for the Great Lakes is book topic

The historical struggle for control of the Great Lakes is the topic of a recent book by two BGSU faculty members.

In The Sixty Years’ War for the Great Lakes, 1789-1854, David Slagsvold, professor emeritus of history, and co-editor Larry Nelson, BGSU professors, have gathered 20 essays by writers from the United States, Canada and Britain. They describe the many dimensions of efforts by French, British and Native Americans to control the lakes and rivers between the Ohio Valley and the Canadian Shield.

In addition to military and naval operations, the essays deal with the political, social, economic and cultural aspects of the struggle, including the impact of the conflicts on Native Americans and the role disease played in their military power and culture.

The book, with numerous maps and illustrations, was published in April by the Michigan State University Press. The retail price is $49.95
Monday, July 2
Monday Musics, noon-1 p.m., Founders Dining Room, featuring faculty and students from the College of Musical Arts.

Monday, July 9
W. Heinen Hall Lecture Series, "Lights-Induced Reactions of DNA," presented by Gary B. Schuster, professor of chemistry and dean of the College of Sciences at the Georgia Institute of Technology, 3-4 p.m., 123 Oberman Hall. Sponsored by the chemistry department.

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**Campus Calendar**

**Continuing events**

July 2-3, 9-13, 16-20
Orientation & Registration for new students, 8 a.m.-11 p.m., campuswide.

July 3-7
Theater, "Hello, Dolly!" 8 p.m., Huron Playhouse, McCormick Theater, Ohio Street, Huron. All seats are reserved. Tickets cost $10 for adults, 59 for students and seniors and $6 for children. Call (419) 433-4744 for reservations.

A BGSU Department of Theatre production.

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**Job Postings**

**Faculty**


Contact Human Resources at 372-4121 for information regarding the following.

**CLASSIFIED**

(Employees wishing to apply for these positions may request a "Request for Transfer" form.) Deadline for employees to apply is 1 p.m. Monday, July 9.

Building Maintenance Superintendent 2 (C-47-Vb)

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**Ohio's Allure**

Activities. Obenour said the study will be done in cooperation with the convention and visitors' bureaus in the three counties. Those agencies, he said, will assist in developing materials that promote the diversity of the area and capitalize on what is known as "eco-tourism," the kind of development that preserves the natural environment while attracting visitors from other locales. He added that efforts are also being undertaken to identify "attractions for all seasons."

According to the Ohio Division of Travel and Tourism, peak tourist season in the state is April through September, when roughly 72 percent of travel within and to the state is recorded. Obenour added that the natural resources in Ottawa, Lorain and Erie counties should sustain a higher level of tourism during off-peak months.

Noting that tourism is among the top three industries in every state nationwide, Obenour said it is particularly important in times of economic downturn for states to promote their tourist attractions.

"Even in tough economic times, people still travel," he said. "They just don't go as far from home. We need to capitalize on our location. Ohio tends to be a state where people just pass through. Even Ohioans like to go out of state for the weekend. One of our goals is to help keep tourist dollars in Ohio."

Obenour expects the research findings will be useful to other counties along the Lake Erie shore and to tourism in general in the state of Ohio.

"Destination marketing has a two-fold purpose—to attract more people to an area and to entice them to extend their stay," he said, adding that Ohio's day-trippers have the potential to change the face of the economy if they can simply be convinced to extend their stay.

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**In Brief**

**Diamante Award Nominations due**

July 20 is the deadline to submit nominations for the 2001 Diamante Awards to recognize individuals and organizations for outstanding achievement and service in the northwestern Ohio Latino community. Sponsored by BGSU, the University of Toledo and IMAGE of Northwest Ohio with support from the Mercy Health Partners, the program gives awards in eight categories: business and industry; art and culture; Latinx leadership; employment; education; community service; youth; and sports.

Past winners are not eligible for this year's awards. The 2001 Diamante Awards will be presented on Sept. 15 at the Bowling Green campus.

For more information or to obtain a nomination form, contact Yolanda Flores in the Center for Multicultural and Academic Initiatives, 424 Saginaw Student Services Building, or phone 2-4842.

**Anti-Harassment Workshop Set**

The Office of Equity, Diversity & Immigration Services will present a sexual harassment prevention workshop on July 23 for the summer session.

The workshop will run 1:30-3 p.m. in the Pallister Conference Room of Jerome Library. Pre-registration is not necessary. A sign-in sheet will verify attendance.

For more information, call Jan Wasserman at 2-8472.

**Car for Sale**

Transportation Services has for sale a 1997 Pontiac Bonneville four-door sedan. The price is $5,000. Any interested department or office should call Don Copps, 2-7654.

**Larry Weiss Named to COSI-Toledo Board**

Larry Weiss, associate vice president of University relations and governmental affairs, has been named to the Board of Trustees for the Center of Science and Industry (COSI) to Toledo.

The board is made up of 52 community leaders, who offer their own unique talents and perspectives to COSI's purpose of hands-on science learning.

**Winifred O. Stone Fund**

University's cultural diversity requirement for all entering students. He also directed the cultural diversity curriculum during its initial years.

Committee co-chairs for the event were Executive Vice President Linda Dobb and Manuel Caro, a Ph.D. alumnius of Bowling Green. Representatives from three University areas provided strong support and assistance.

**Loretta Orwig**

Loretta Orwig, 50, died June 19 in Bowling Green. She had worked in University dining services for 31 years.