

Worksheet 1
Why do we want to develop tourism?

Needs	Assessments	Impacts
Economic Reasons		
Unemployment reasons		Tourism provides job opportunities for large numbers of service workers with minimum skills. This would be a desirable direction for areas where large proportions of those seeking work fit this category.
Is your community over-dependent on one industry?		If so, perhaps tourism could be advantageous merely because it diversifies the economic base.
Are there seasonal fluctuations in local economic activity?		The potential tourism would vary from situation to situation. In a farming community with employment concentrating in the planting and harvesting seasons, a winter sports development could meet a tremendous need. Whereas, summer recreation would intensify an already serious labor problem.
Is the per capita tax revenue in your area below the state average?		Tourists spend money and create jobs. This results in direct increases in sales taxes and indirect increases in both the sales and income taxes as workers collect and spend their new earnings.
Do young people leave the community to seek employment?		Frequently low employment rates and cyclical economies cause the young to leave the community and seek their fortunes elsewhere. Increased opportunities can allow those who wish to remain to do so.
Is the total tax revenue for local government below the state average?		These dollars can support or facilitate an increase in the level of public services. Hotels, restaurants, and attractions, as well as new homes will expand the base upon which property taxes, which typically support schools, are assessed. Thus, tourism could bring a measure of relief to hard-pressed property owners.