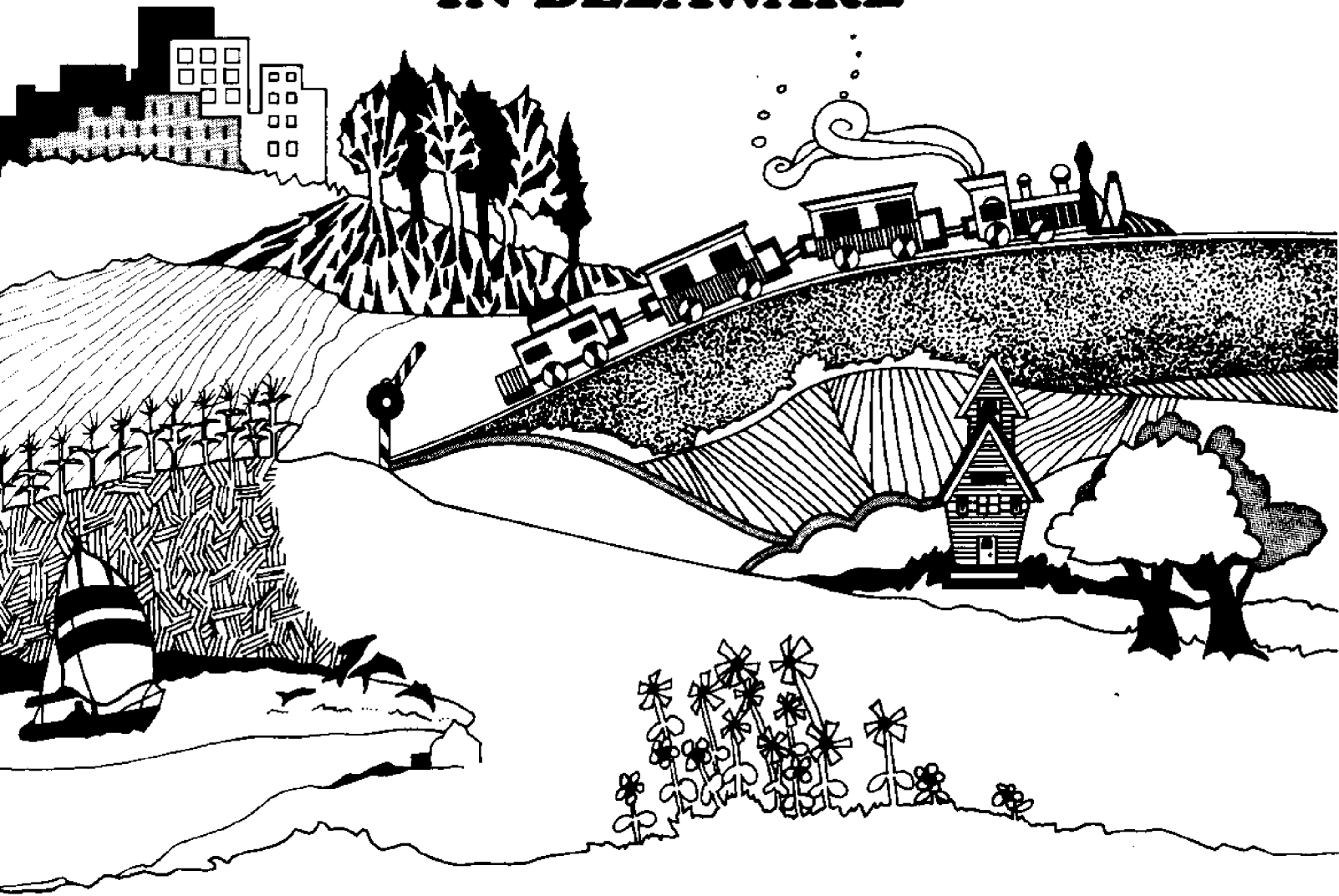


# GOVERNOR'S CONFERENCE: Tourism and Recreation IN DELAWARE





DOVER, DELAWARE NOVEMBER 15-16, 1977

# A Report on the Governor's Conference on Tourism and Recreation

## Contents

An introduction and recommendations for future action . . . . .	6
<i>Pierre S. du Pont, Governor of Delaware</i>	
Tourism and recreation: their inter- dependence and the roles of the public and private sectors. . . . .	9
What's your government doing for you? . . . . .	10
Group tour development/Tourism association development . . . . .	11
Public relations and participation/ Techniques for promoting and marketing tourism . . . . .	12
Recreation markets in Delaware . . . . .	13
Your chance to talk. . . . .	14
<i>The hospitality sector . . . . .</i>	14
<i>The arts, museums, recreation organizations . . . . .</i>	15
<i>Public and private tourism and recreation organizations . . . . .</i>	16
<i>Marine-oriented businesses and related fields . . . . .</i>	16
<i>Private sector and municipalities . . . . .</i>	17
Program outline . . . . .	18
Participants . . . . .	20

### **Conference Sponsors**

Delaware State Travel Service  
State Comprehensive Outdoor  
Recreation Planning Program  
Delaware Sea Grant Marine Advisory Service  
Delaware Travel Council  
Delaware Recreation and Parks Society  
Delaware Association of Chambers of Commerce

### **Conference Planning Committee**

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STATE OF DELAWARE  
EXECUTIVE DEPARTMENT

DOVER, 19901

PIERRE S. DU PONT  
GOVERNOR

PHONE: (302) 678-4101

To All Delawareans:

Last November I invited representatives of Delaware's tourism and recreation industry to participate in a working conference to investigate the problems and potential for development of tourism and recreation in the State's economy. The purposes of the conference were to:

1. Identify public and private roles in the tourism and recreation industry and identify ways to coordinate public and private efforts;
2. Provide an open forum for tourism and recreation issues;
3. Provide an educational seminar regarding programs and techniques for strengthening the tourism and recreation sectors of Delaware's economy; and
4. Establish working relations among the conference participants which would facilitate cooperation in specific joint projects.

The exchange of information, identification of problems, and formulation of constructive policy and program recommendations, which are presented in the following conference summary, are proof that this indeed was a working conference. Many of the recommendations have already become policy; the others will be acted upon in the coming fiscal year.

I want to thank all of the participants who made this conference a success. By your work, you have contributed to the future economic growth of Delaware through tourism and recreation. I hope to see you continue your involvement in promoting this very valuable sector of Delaware's economy.

Sincerely,

A handwritten signature in cursive script that reads "Pierre S. du Pont".

Pierre S. du Pont  
GOVERNOR

PSduP/ln

# Recommendations for Future Actions

## *Policy*

1. The Governor shall establish a Tourism Advisory Board to provide public and private input to overall tourism planning and program development in Delaware.
2. The Governor shall include representatives from the tourism and recreation industry as voting members on his State Development Council, a reconstituted and expanded version of the existing State Economic Development Council.
3. The State Comprehensive Outdoor Recreation Planning Program (SCORP) within the Technical and Community Recreation Services Section of the Division of Parks and Recreation (TCRSS, DPR) shall assign a high priority to encouraging public and private recreation acquisition and development projects that increase overnight visits to the state.
4. The SCORP policy guidelines shall continue to directly address private tourism and recreation industry issues.
5. The Tourism Advisory Board, the SCORP program, and SCORP's Technical Advisory Committee (TAC) shall coordinate their tourism and recreation policy, planning and development efforts.
6. SCORP, in the TCRSS, DPR, with the assistance of TAC, shall hold public participation workshops across the state as one step in preparing the SCORP planning document.

7. SCORP, in the TCRSS, DPR, shall continue to extend management information services to the public and private sectors of the tourism and recreation industries.
8. All state informational and promotional brochure production shall be centralized in the Division of Economic Development to ensure the production of consistent, inexpensive and good quality products.
9. The Division of Economic Development shall encourage the Delaware Travel Council to take a more aggressive role as a unifying mechanism for Delaware's tourism industry.

## *Planning and Research*

1. The Division of Economic Development, in conjunction with the Tourism Advisory Board, shall prepare a tourism development strategy to extend tourism and recreation development opportunities throughout the state and throughout the year. This strategy shall consider employment opportunities for state residents, compatibility with existing facilities and the resource base, and consistency and coordination with Delaware's other economic, recreation and land use plans and policies.
2. SCORP, in the TCRSS, DPR, the Division of Economic Development, and the Department of Transportation shall jointly investigate the feasibility of conducting a study on regional tourism and the demand for out-of-state recreation activity.
3. The Division of Economic Development and the Division of Parks and Recreation shall work together to identify and analyze laws

that inhibit tourism and recreation development and to draft recommended legislative changes as necessary.

4. The Division of Parks and Recreation and the Division of Economic Development shall prepare a report on the potential increase in the use of parks if a statewide tourism promotion program is implemented, and on the impact that increased use might have on park operation and maintenance.
5. The Governor shall establish a task force of public and private sector representatives to stimulate recreational use of the Delaware River and Bay. The task force, to be coordinated by the Delaware Sea Grant Marine Advisory Service, shall document facility needs, identify potential sites, examine economic and environmental factors and prepare a development and implementation program.

### ***Education and Promotion***

1. The Division of Economic Development shall sponsor an annual workshop to train state public recreation and tourism facility personnel to work more effectively with the public. The workshops shall emphasize public relations and hospitality.
2. The Division of Economic Development shall sponsor workshops on tourism development techniques such as tour packaging, brochure production, grantsmanship, and advertising. Nominal fees shall be charged to cover the workshop expenses.
3. The Division of Economic Development, SCORP, in the TCRSS, DPR, and the Sea Grant Marine Advisory Service shall sponsor

an annual conference on tourism and recreation to bring together the various members of the industry to discuss pertinent issues, to introduce new ideas and trade techniques, and to gather public and private input on projects.

4. The Division of Economic Development, in conjunction with the Delaware Travel Council and the Tourism Advisory Board, shall publish a newsletter to serve the public and private sectors of Delaware's tourism and recreation industries.

### ***Program Development and Implementation***

1. The Division of Economic Development shall develop and implement a comprehensive tourism marketing program.
2. The Division of Parks and Recreation, the Division of Economic Development and other interested public agencies shall work together to develop guidelines and a program to attract and accommodate private investment and concessions for public lands that will be compatible with, and not detrimental to, the resource base and public management practices. This program's goal shall be to provide public recreation opportunities.
3. The Division of Economic Development shall assist the Departments of Agriculture and of Natural Resources and Environmental Control in promoting the use of public and private fishing and hunting opportunities to attract out-of-state users. Efforts shall be placed on activities that take place throughout the year.
4. The Division of Economic Development and the Division of Fish and Wildlife, with the

assistance of the Sea Grant Marine Advisory Service and the private sector, shall sponsor annual regional and state salt and fresh water fishing tournaments.

5. The Division of Economic Development shall institute a financial incentives program to encourage regional tourism association development, regional and local advertising, and special events development.
6. The Division of Economic Development, in conjunction with the Delaware Travel Council, shall appoint an ad hoc committee of hospitality professionals to conduct site tours and public image evaluations of Delaware tourism and recreational facilities. This committee shall make recommendations for improving the public image of these facilities.
7. The Division of Economic Development and the Delaware Travel Council shall sponsor an

annual contest to recognize efforts to improve the public image of state, community and individual public and private facilities and attractions.

8. The Division of Economic Development and the Department of Transportation shall seek funds to develop visitor information centers at all major access points to the state and have three centers built and in operation by 1979.
9. The Department of Transportation shall work with the Divisions of Fish and Wildlife, Parks and Recreation, Forestry, Historical and Cultural Affairs, and Economic Development to ensure that adequate and appropriately placed road signs are provided and maintained for public tourism and recreation areas and private attractions with public access.





# **Tourism and Recreation: Their Interdependence and the Roles of the Public and Private Sectors**

Tourism and recreation are not separate entities. They *can* and *should* work hand in hand. Douglas C. Frechtling, director of the U.S. Travel Data Center, stressed that idea in his keynote address to the conference.

Frechtling defined the two concepts thus: *recreation* is "all leisure time activities aside from maintenance and nurturing." *Tourism* is "all recreational travel." The recreation industry's concerns are resource conservation and management. Tourism is concerned with energy availability and price, tax treatment for businesses, transportation, and economic development.

While *recreation* is associated with a social welfare motivation (it promotes healthful activity), *tourism* is associated with a strong economic motivation (it enhances job opportunities, incomes, and tax revenues). Despite the apparent surface differences, said Frechtling, the two are interdependent.

For example, people travel outside their home areas to enjoy recreation facilities, but they require tourist facilities to support them while they're away (lodging, food, transportation, entertainment). Most of the national parks (recreation) are outside urban centers, so park users must travel to them and depend on tourism support services. Businesses that promote and

market products for tourists recognize that where outdoor recreation facilities exist, so do tourists. Therefore, they locate nearby.

Frechtling noted that 12% of the \$110 billion spent on tourism in the United States in 1976 was devoted to outdoor recreation trips, helping to stimulate local economies.

Yet we can't ignore conflicts. They do exist. And in recent years, it's been the conflicts between recreation and tourism that have been emphasized rather than the interdependence. It's true that recreational planners and administrators generally do not view visitors as tourists. They often don't recognize that some people must travel great distances to use the facilities and must use tourism support services in the immediate area. And sometimes they distrust the profit motive.

The tourism sector often opposes public competition and government interference in the marketplace. The issue of property rights arises as government gets involved in land acquisition and management for public recreational purposes.

A key point, noted Frechtling, is to realize that the conflicts *can* be overcome. The recreation and tourism industries, as well as the public and private sectors of both, must communicate and cooperate. Although much misunderstanding exists about the limits of public and private sectors, the two industries should work to define boundaries and to develop ways to coordinate activities.

Frechtling stressed the need for each industry to be aware of the importance of the other: *tourism* facilitates recreational use of land and provides jobs and income for local residents. *Recreation* is a major motivation for travel and recreational facilities attract tourists to an area.

The tourism and recreation sectors of Dela-

ware's economy should take advantage of the opportunities that interdependence offers. Opportunities exist for joint projects in planning, developing, and managing leisure-time facilities that will both enhance outdoor recreational experiences and help develop local economies. Delaware is ideally suited for cooperative efforts — it's a small state and there's interest in cooperation. This conference has established a basic framework for it.

"The key words to come out of this conference," said Frechtling, "will be *interdependence, communication, and cooperation.*"

Frechtling's view of public and private sector cooperation was shared by Maurice Arnold, regional director of the Bureau of Outdoor Recreation, who later in the conference cited Delaware's State Comprehensive Outdoor Recreation Planning Program (SCORP) as an example of such a partnership. Arnold also pointed out the necessary dependency of recreation on a quality environment, accessible recreational facilities, and high quality open spaces.

SCORP is the Governor's management plan for recreation in Delaware, explained Austin P. Olney, secretary of the Delaware Department of Natural Resources and Environmental Control. Olney invited all conference participants to attend the public forums to be held by SCORP during the summer of 1978. The forums will help develop a framework for Delaware's recreation management policies.

## What's Your Government Doing For You?

That was the question addressed at an early session by four panelists representing various departments and agencies. Participants heard a brief overview of some of the services available to public and private sectors of the tourism and recreation industries.

Lawrence Bicking, of the New Castle County Department of Parks and Recreation and the Delaware Recreation and Parks Society, talked about the role of public recreation agencies. Their job, he said, is to provide open space, acquire and develop park lands, and foster recreational programs for the benefit of both area residents and tourists. The Delaware Recreation and Parks Society favors private investment on public land to further the use of state resources while minimizing the impact on public financial resources.

The state's Division of Parks and Recreation, housed in the Department of Natural Resources and Environmental Control, gets involved in many aspects of the business of recreation. William J. Hopkins, manager of the Technical and Community Recreation Services Section of the division, explained some of the activities. His office is responsible for park planning, land acquisition, development of state parks and administration of the Land and Water Conservation Fund, and the Delaware SCORP.

From a somewhat different perspective, Paul Jensen told conference participants how the Sea Grant Marine Advisory Service functions and how it works with Delaware's tourism and recreation industry. Jensen is an advisory special-

ist with the Sea Grant College Program at the University of Delaware. The goal of the state and federally funded Sea Grant program, being carried out in almost every coastal state, is to promote the wise use and development of marine and coastal resources. Through research, education and advisory services, the Delaware program reaches residents, visitors and tourists. The Fisherman's Hotline (a daily recorded telephone message on Delaware Bay fishing conditions), educational brochures and bulletins, and issue-oriented conferences for specific marine resource users are some of the services provided by the Marine Advisory Service.

Donald Mathewson works with the Delaware State Travel Service in the Division of Economic Development, Department of Community Affairs and Economic Development. The Travel Service's primary charge is to develop and implement a tourism development program and to promote tourism in Delaware. In that capacity, the Service produces and distributes brochures, responds to inquiries from visitors and potential visitors, works with nearby states to attract tourists to the region, sponsors travel writer tours, and supplies written and photographic materials to national publications.

What are you doing for your government? Addressing the other side of the question at a different session was Parker Nelson, president of the Virginia Travel Council (VTC). It's not a one-way street, said Nelson; the tourism industry has to communicate its concerns to state decisionmakers. He illustrated that by describing the Travel Council, a private organization representing the travel industry in Virginia. The VTC has successfully organized a program to increase public awareness of industry concerns and to increase decisionmaker support for tourism.



## **Group Tour Development/ Tourism Association Development**

To attract group tours, a state or region must offer a good product plus a congenial, efficient atmosphere, according to George Guenther, president of Talmadge Tours of Philadelphia. That's how you get people to come to you . . . but there's more to a group tour than initial attraction. A successful group tour requires a joint promotional effort by hotels, restaurants and facilities in an area, as well as one central organizing body, said Guenther. The organizer could be either a state tourism office or a local tourism association.

He highlighted the different kinds of tours that can be developed, the function of a tour broker in relation to the group tour, and how to make Delaware known to tour brokers.

The question of how tourism associations can be effectively established and operated was addressed by Robert Uguccioni, executive director of the Pocono Mountains Vacation Bureau, Inc. (PMVB). The PMVB is a tourism association, so Uguccioni used it as an example, explaining how the resources of many individuals and organizations can be pooled to form an effective regional tourism promotion program. Entire community involvement is essential to the success of such an effort. The PMVB membership includes traditional representatives of the tourism and recreation industry and local businesses that support tourism and recreation.

## **Public Relations and Participation/ Marketing and Promoting Tourism**

Dorothy Greer is retired from the position of public relations head of Winterthur Museum, and she's also a member of the National Society of American Travel Writers. Drawing on her experiences, Greer discussed how various kinds of public relations activities can be used to develop and implement effective tourism devel-



opment programs. Travel writer tours are important, she noted, in getting your state or region known. The kinds of writers to seek are the ones with interests that parallel your tourism program promotion goals. And, Greer added, it's important to be a good host to travel writers.

David Griffith, an account executive with the public relations firm of Lawler, Ballard and Little, took the podium to talk about the functions and typical activities of public relations firms in tourism promotion.

The actual nuts and bolts of developing and running an effective tourism development program was the subject of a session featuring Paul Decker, director of the Pennsylvania Bureau of Travel Development; Douglas Frechtling, director of the U.S. Travel Data Center and the conference keynote speaker; and Marshall Murdaugh, commissioner of the Virginia State Travel Service.

Decker and Murdaugh cited their experiences as state travel directors to illustrate both positive and negative points. They described activities that state travel offices can initiate to promote and market tourism, and they related problems that must be overcome before implementing an effective tourism development program.

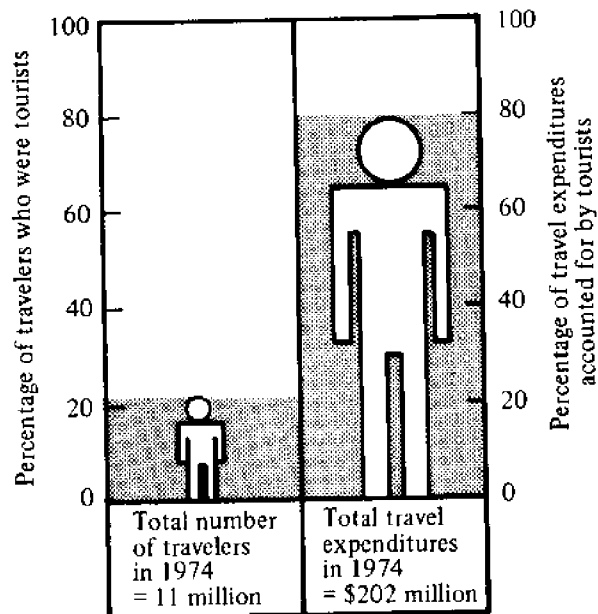
Help is available for the tourism industry and state travel offices, said Frechtling. Various types of research studies are being carried out through different agencies, and much information is available to assist in planning and program development.

## **Recreation Markets in Delaware**

Delaware is host to over 11 million travelers annually but the state does little to systematically exploit its recreation market potential. Gerald Cole, professor of agriculture economics at the University of Delaware and J. Patrick Redden, coordinator of the State Comprehensive Outdoor Recreation Planning Program (SCORP), pointed out that tourism is a form of recreation. The state needs to put more effort into increasing overnight stays among the tourist population and, more basically, to increase the proportion of tourists within the existing travel population. Cole noted that future market growth will depend on regional demographic and organizational factors.

Paralleling this theme, James H. Gilliam, Jr., secretary of the Department of Community Affairs and Economic Development, spoke briefly on the benefits of this particular conference. Economic development in Delaware should not be limited to industrial recruitment, he stated, but should encompass many aspects of development, including tourism and recreation. While the current level of services is affected by limited financial and manpower resources, Gilliam urged the conference participants to support efforts to increase tourism and recreation financing and development.

In a luncheon address, Governor Pierre S. du Pont noted that Delaware is one of the few remaining green spots on the East Coast and that state government should capitalize on this asset. The tourism and recreation industry is at least the third largest component of Delaware's economy. It is an especially attractive direction for economic development because the tourism and recreation industry depends on the maintenance of the environmental quality and quality of life that Delawareans expect.



Source: Delaware Statewide Comprehensive Outdoor Recreation Planning Program

## Your Chance to Talk

On the second day of the conference, participants divided into five smaller groups, focusing on specific concerns and potential solutions to problems. The composition of each group was different, so a broad range of concerns was voiced. From these lists of problems and suggested solutions, recommendations for future action were adopted, endorsed by Governor du Pont, and are reported in these proceedings.

The five groups included representatives from hotels and motels, the arts, museums, state government, public and private tourism and recreation organizations, marine-related interest groups, private businesses, and chambers of commerce. Following is a summary of the problems and solutions posed by each group.

### Group 1 The hospitality sector

#### *Problem*

The seasonal nature of tourism in Delaware

#### *Solutions*

1. Local operators should join forces to package tours, and develop and promote activities with prime seasons other than summer.
2. The state should prepare a tourism development and promotion strategy to reduce seasonality and increase geographic distribution of tourism in Delaware.

#### *Problem*

Lack of national recognition of Delaware's tourist facilities and amenities

#### *Solutions*

1. The Delaware Travel Council should take a more active role in promoting tourism.
2. The state should increase its promotion efforts, including dissemination of brochures and other information materials.
3. The state should develop information centers at all major access points.

4. The state should develop a rest stop/information center on Interstate 95 near Newark as soon as possible.
5. The state should establish a matching grant program to encourage local tourism association advertising.
6. The state, in conjunction with the Delaware Travel Council, should establish an ad hoc committee of public image evaluations of Delaware tourism and recreation facilities.
7. The state should sponsor educational seminars to increase the expertise of organizations and individual operators.

***Problem***

Fragmented nature of the tourism industry in Delaware

***Solutions***

1. The Delaware Travel Council should play a more active role in organizing and representing the tourism industry in Delaware.
2. The state should prepare a newsletter to serve the public and private sectors of the tourism and recreation industry in Delaware.
3. Local operators should form local tourism development associations to pool information and financial resources to promote areas of Delaware as tourism destinations.

**Group 2 The arts, museums, recreation organizations**

***Problem***

Fragmented approach to servicing the tourism and recreation market

***Solutions***

1. The state should develop and publish a directory of public and private tourism and recreation agencies and groups.
2. The State Comprehensive Outdoor Recreation Plan (SCORP) should establish a private sector Technical Advisory Committee to broaden representation of ideas in SCORP.
3. The state should encourage the development of a museum and arts council to develop and implement strategies for promoting the arts.

***Problem***

Underutilization of tourism and recreation facilities in Delaware

***Solutions***

1. The state should provide signs to direct people to tourism and recreation facilities.
2. The state should develop a comprehensive tourism and recreation marketing strategy.
3. The museums should rotate exhibits periodically to encourage additional visits and increase the attractiveness of the museums.
4. The museums should provide "touchable" exhibits for children and provide other exhibits to increase visitor involvement.
5. The museums should develop tour packages for small spenders.
6. The museums should expand their scope of services to include recreational uses compatible with their facilities, such as bike paths, picnic areas, and festival and art show areas.
7. The museums should plan and develop a trail system to connect the museums with other recreational attractions.

***Problem***

Concentration of tourism-related traffic along the north-south routes and at the shore with associated congestion, and lack of use of facilities at other locations

***Solutions***

1. SCORP should establish a statewide trail and automobile route system to link existing facilities.
2. The state should develop a strategy to encourage development that will reduce seasonality and increase geographic distribution of tourism and recreation opportunities.
3. The City of Wilmington should increase public access to its waterfront.
4. Agencies involved in development and redevelopment should include multiple use recreation areas in development site open spaces. Whenever possible, existing historic sites, parks and museums should be linked with these projects. Plans should be based on the area's historic and cultural resources.

5. Local governments should play a more active role in promoting tourism at the municipal level by developing trails, conducting walking tours, and sponsoring special events.

**Problem**

Shortages of sufficient funds to promote and staff facilities and to change and maintain exhibits

**Solutions**

1. The museums and other tourism and recreation facilities should form regional associations to pool resources for advertising and program development.
2. The museums and other tourism and recreation facilities should expand use of volunteer staff for para-professional functions and encourage service group projects to benefit the facilities.
3. The state should expand the use of its information centers to assist the regional associations in their promotional efforts.
4. The museums and other tourism and recreation facilities should develop innovative ways to increase advertising while cutting production and mailing costs, including piggybacking museum mailings with regular widespread mailings made by banks, utilities, and other organizations.

**Group 3 Public and private tourism and recreation organizations**

**Problem**

Lack of a coordinated development and marketing program for tourism and recreation in Delaware

**Solutions**

1. The state should establish an advisory committee or council on tourism to develop a framework for long and short-range goals and work activities to stimulate and direct tourism development in Delaware.
2. The state should develop and maintain a computerized inventory of information about attractions in Delaware.
3. The state should prepare a regular newsletter to serve the tourism and recreation industry.
4. The state should build and operate state information centers.

5. The state should encourage regional tourism associations to develop package tours.
6. The state and the regional tourism associations should actively promote existing special events such as Old Dover Days and a Day At Old New Castle, and initiate new special events.

**Problem**

Unnecessary legal restrictions on tourism and recreation development activities

**Solutions**

1. The state should enact legislation to enable long-term leases on public lands, to raise the limit of bonded indebtedness above \$50,000, and to allow the state to let two-year contracts for brochure printing.
2. The state should enact other legislation to provide business incentives for tourism and recreation development activities.

**Group 4 Marine-oriented businesses and related fields**

**Problem**

Poor coordination between private interests and public agencies in the use and management of existing resources

**Solutions**

1. The recreation and tourism industry should work with state agencies to develop better attractions such as an expanded fishing tournament and better packaging of activities, e.g., morning charter fishing and afternoon trips to Dover Downs.
2. In conjunction with representatives of the recreation and tourism industry, the state should review regulations of park access roads, surfing, swimming, and off-the-road vehicles to find more effective ways to minimize conflicts and misunderstandings. This review might result in modified regulations and/or improved understanding and application of existing regulations.
3. The state and the recreation and tourism industry should work together to improve the availability of information on recreational activities, particularly those available in the non-peak season.
4. The state should consider adding a recreation and tourism development officer who could be a single



contact point when problems arise and could work to develop additional opportunities.

**Problem**

Environmental Protection officers in the state park system were identified as hurting the tourist business by acting more like police officers than helpful park rangers.

**Solution**

1. The state should provide special training for state park Environmental Protection officers in dealing with the public.

**Problem**

Shortage of water-oriented physical facilities (boat ramps, boat ramp parking, marinas, fishing piers, etc.) sufficient to restrict the present demand for recreation. In addition, the shortage of facilities will limit the proper use of the area's water-oriented recreational potential.

**Solutions**

1. The highest priority should be to provide additional public launch ramps and parking facilities because this is the greatest concern.
2. The state should work closely with the private sector to identify promising sites and strategies for new facility development in Delaware River and Bay. A task force should be established to deal with the problem.
3. The state and local interests should work closely with the State Comprehensive Outdoor Recreation Planning Program (SCORP) to identify means by which difficulties in using Land and Water Conservation funds for public marinas can be overcome.
4. Consideration should be given to establishment of a public ocean fishing pier, possibly in conjunction with the ocean outfall construction in Bethany Beach. Consideration should also be given to establishment of facilities for launching small (car-top) boats.

**Group 5 Private sector and municipalities**

**Problem**

Lack of communication between members of the tourism and recreation industry and decisionmakers in Delaware

**Solutions**

1. The state should establish an advisory council on tourism and recreation.
2. The Delaware State Travel Service should actively solicit advice from representatives of the three counties on marketing strategies for Delaware's recreational tourism industry.
3. The Delaware State Travel Service should develop a plan for educating legislators on the importance of the tourism and recreation industry in Delaware so that additional appropriations for promotion can be sought.
4. The Delaware State Travel Service should conduct an educational program to make state, county and local officials aware of the economic contribution of the tourism and recreation industry to Delaware.

**Problem**

Inhospitable park rangers and Environmental Protection officers at Delaware seashore parks. This is related to early beach closings for surf fishermen and differential fees for out-of-staters.

**Solutions**

1. State park management should instruct personnel on the rules of hospitality and better advise them about the purposes of user fees.
2. The state should print on state park admission tickets an explanation and breakdown of fees.
3. The state should seek additional funds to keep beach areas open for surf fishing during evening hours.

**Problem**

Lack of sufficient budget for tourism promotion in Delaware

**Solutions**

1. The Delaware State Travel Service should seek an increased budget, possibly using part of the proceeds from the accommodations tax (initially earmarked for promotion) to promote tourism.
2. The Delaware State Travel Service should effectively use its travel displays at regional trade shows.

### **Problem**

Lack of sufficient marine-oriented recreation facilities such as marinas and boat-launching ramps

### **Solutions**

1. The state should increase its investment in public marinas and in dredging waterways.
2. The state should clarify its criteria for using the state dredge and seek funds for another dredge.
3. The state should seek assistance from the Army Corps of Engineers to enlarge jetties to protect Delaware's beaches.
4. Municipalities should seek grants from the Land and Water Conservation Fund (as outlined in SCORP) and other funds to provide marine-oriented recreation facilities.

### **Problem**

Lack of tourism and recreation industry representatives on major state planning committees and councils

### **Solution**

1. The state should include representatives from the tourism and recreation industry on committees and councils dealing with issues that relate to land use, development, tourism and recreation.

## **Program Outline**

### **Governor's Conference on Tourism and Recreation**

November 15-16, 1977  
Sheraton Inn  
Dover, Delaware

#### **Tuesday, November 15**

8:30 a.m. **Registration and Coffee**

9:30 a.m. **Welcome and Opening Remarks:**  
Governor Pierre S. du Pont

9:40 a.m. **Keynote Address: Roles of the Public and Private Sectors in the Tourism and Recreation Industries.** Douglas C. Frechtling, director, U.S. Travel Data Center

10:00 a.m. **Session 1: What Is Your Government Doing For You?**

**Moderator:** David Fisher, executive vice president, Greater Dover Chamber of Commerce

Lawrence Bicking, New Castle County Department of Parks and Recreation;  
Delaware Recreation and Parks Society  
William J. Hopkins, Technical and Community Recreation Services Section, Environmental Control

Paul Jensen, Sea Grant Marine Advisory Service, College of Marine Studies, University of Delaware

Donald Mathewson, Delaware State Travel Service

11:00 a.m. **Coffee Break**

11:15 a.m. **Session 2: Group Tour Development**

**Moderator:** Robert Hall, sales manager, Hotel duPont

George Guenther, president, Talmadge Tours of Philadelphia

12:15 p.m. **Luncheon**

- Remarks:** Secretary James H. Gilliam Jr., Department of Community Affairs and Economic Development  
**Luncheon Address:** Maurice D. Arnold, regional director, Bureau of Outdoor Recreation
- 2:00 p.m. **Session 3: Tourism Association Development**  
**Moderator:** Jenny Smith, sales representative, Howard Johnson Motor Lodge, Newark; owner, Visitor Service of Delaware Tour Guides; past president, Delaware Travel Council  
 Robert Uguccione, executive director, Pocono Mountains Vacation Bureau, Inc.
- 3:00 p.m. **Coffee Break**
- 3:15 p.m. **Session 4: Public Relations and Participation**  
 Dorothy Greer, retired public relations head, Winterthur Museum; member, National Society of American Travel Writers  
 David G. Griffith, account executive, Lawler Ballard Little
- 4:15 p.m. **Closing**  
 4:30 p.m. **Cash Bar**

### Wednesday, November 16

- 9:00 a.m. **Session 5: Techniques for Promoting and Marketing Tourism**  
**Moderator:** Donald Mathewson, Delaware State Travel Service  
 Paul Decker, director, Pennsylvania Bureau of Travel Development  
 Douglas C. Frechtling, U.S. Travel Data Center  
 Marshall Murdaugh, commissioner, Virginia State Travel Service
- 10:15 a.m. **Coffee Break**
- 10:30 a.m. **Session 6: Making Your Voice Heard**

- Moderator:** Daniel P. Roth, president, Delaware Travel Council  
 Parker Nelson, president, Virginia Travel Council
- 11:15 a.m. **Session 7: Recreation Markets in Delaware**  
**Moderator:** J. Patrick Redden, coordinator, Delaware State Comprehensive Outdoor Recreation Planning Program (SCORP)  
 Gerald Cole, professor of agriculture economics, University of Delaware
- 12 noon **Luncheon**  
**Remarks:** Secretary Austin P. Olney, Department of Natural Resources and Environmental Control  
**Luncheon Address:** Governor Pierre S. du Pont
- 2:00 p.m. **Session 8: Your Chance To Talk**
- 3:30 p.m. **Session 9: Summary of Group Findings**
- 4:00 p.m. **Closing Remarks**
- 4:15 p.m. **Cash Bar**

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November 15-16, 1977

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