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Theme #12: Tourism and Economic Development

Community and Economic Development

1. Expand rural tourism economic impact studies to compare and contrast the impact of transportation on rural tourism areas.
2. Analyze the economic impact of public lands transportation systems on gateway communities.
3. Inventory and assess transit willingness-to-pay in tourist areas, national parks, and public lands.
4. Inventory the state of the practice and compile best practices to link economic and community investments (e.g., workforce development, education, downtown revitalization, etc.) with transportation investments and policy priorities to maximize impact.
5. Develop guidance on integrating long-range transportation planning, land use planning, and NEPA (PEL) to support economic development in rural areas, i.e., making a high-quality natural environment an economic asset.
6. Develop case examples of rural communities that have modified the location of transportation facilities to support community development, for example moving a transit hub closer to the central business district or changing zoning to allow major employers to locate within walking distance of residential areas.
7. Analyze the effect of non-availability of telework and telecommunications technologies on attracting new industries and/or residents to rural areas and/or reducing rural travel demand.
8. Evaluate the extent to which small urban areas that have big city transportation offerings are able to maintain vibrancy and community investment, and retain/attract young adults.
9. Identify best practices for incorporating big city transportation offerings into small urban areas.
10. Identify the impact of multimodal personal transportation facilities on economic development for rural communities.

Data

1. Identify changes in visitor demographics and related transportation needs for various types of tourism/recreational areas.
2. Develop transportation performance measures that are relevant to rural tourism areas.
3. Develop and describe low-cost applications of crowdsourced data for transportation planning and management in public lands and other tourist/recreational areas.

Design

1. Analyze the cumulative safety effects of relaxing road design standards for public lands.

2. Quantify the impacts of differences in design and maintenance standards on substantive safety performance in tourist areas and other locations with high proportions of unfamiliar drivers.
3. Identify best practices for the design of roadway crossings for horseback riders.
4. Develop a guidebook on green infrastructure applications for rural tourism communities.

Forecasting Recreational Traffic Demand

1. Identify and predict trends in tourism.
2. Identify and predict trends in resource extraction travel trends.
3. Assessing America's great outdoors: develop a deeper understanding of recreational travel patterns, demand, forecasting, and future investment needs for federal and state transportation systems (RNS21).
4. Investigate the potential impacts that the lack of technology in rural areas will have on recreational travel demand.
5. Conduct an analysis of the environmental justice approach for transportation equity in rural areas.

Generational Expectations

1. Analyze generational preferences for alternative transportation systems in tourist areas.
2. Analyze generational differences in reliance on technology any related impacts on transportation in tourist areas.

Partnerships

1. Identify transportation planning partnerships to enhance national parks and gateway communities.
2. Document best practices for engaging underrepresented groups and fostering authentic inclusion in rural planning processes.
3. Evaluate the effectiveness of virtual public meetings for transportation planning, budgeting, and project outreach
4. Evaluate the effectiveness of non-traditional public outreach techniques for sparsely-populated areas.

Technology

1. Evaluate the impacts of connected and automated vehicles (CAV) on tourism and natural environment areas.
2. Analyze the differences and similarities between these public lands, urban/suburban, and rural deployments for connected and automated vehicles (CAV).
3. Identify emerging technologies such as dockless bike share and their potential impacts on public lands.

Tribal Communities

1. Evaluate the role of transportation in sustainable tourism development for Native American, Alaska Native, and Pacific Islander communities.
2. Compare the extent of consultation and outreach with Native American and Alaska Native communities for various transportation modes (aviation, highway, transit, rail, non-motorized, etc.). Identify best-practices that could be adopted to assure consistent approaches across modes.

Visitor Transportation

1. Investigate transportation's impact on visitor experience for public lands such as national parks and forests.
2. Detail best practices, lessons learned, and case studies for traffic management, congestion management, and parking management in rural tourism areas.
3. Document best practices for accommodating pedestrians with disabilities or limited mobility in tourist areas.
4. Identify strategies for reducing the cost of transit operations and maintenance in public lands and other tourism areas.