

Tourism seminar to be Oct. 29-30

A two-day seminar — "Developing the Tourism Potential of Your Community" — will be held in Anchorage Oct. 29-30, according to the University of Alaska Cooperative Extension Service.

The purpose of the seminar is to provide information on the pitfalls and opportunities of tourism and give community leaders from throughout the state some of the analytical tools necessary to make a realistic appraisal of tourism potential in their area.

Featured speaker at the seminar will be Dale Fox, an economic analyst and marketing expert specializing in the Alaska travel industry. With 15 years in the field, Fox is owner of Fox Practical Marketing and Management, advising on public and private sector tourism projects around the state.

The seminar is co-sponsored by the Alaska Municipal League and the University of Alaska Cooperative Extension Service.

"Interest in tourism is growing as rapidly as the number of tourists to Alaska," said Tony Nakazawa of the Cooperative Extension Service's Community Development Program. "What we want to accomplish with this basic presentation is give villages and larger communities some solid background for deciding if tourism is for them, and give them some realistic working assumptions."

Nakazawa said the seminar is not intended to replace a thoughtful and comprehensive tourism planning process, but to set the stage for such an effort at the local level.

Those who want more information may contact Nakazawa at 276-2433 in Anchorage. The FAX number is 277-5242.