

PROJECT SNAPSHOT



GRANTEE
West Virginia University



STATES IMPACTED
West Virginia, Kentucky and North Carolina



ARC FUNDING
\$485,807

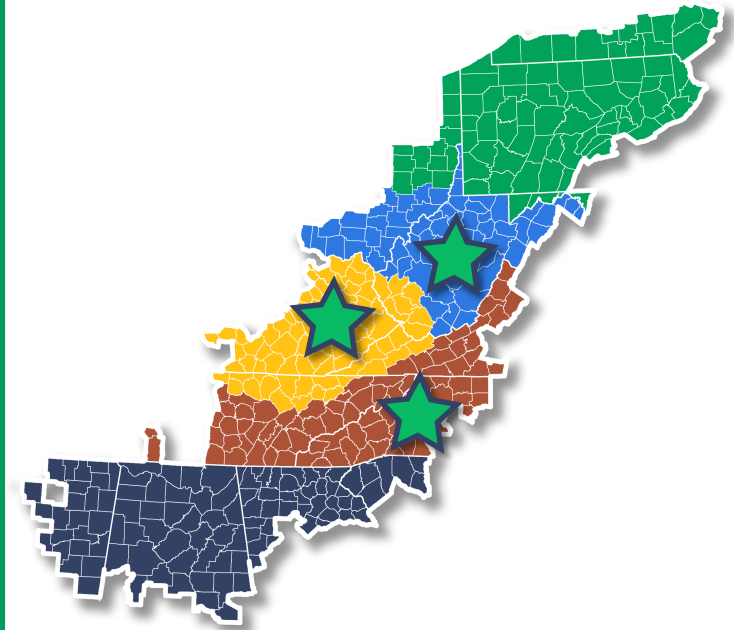


PARTNERS
North Carolina State University, University of Kentucky, Northeast Regional Center for Rural Development, Southern Rural Development Center, Claude Worthington Benedum Foundation, and county tourism authorities from each state.



ANNOUNCEMENT DATE
August 2024

STATES IMPACTED



PROJECT SUMMARY

West Virginia University will use ARISE funds to plan the development of the Rural Tourism Institute, a collaborative effort between land-grant universities, regional rural development centers and community partners across three Appalachian states. The Rural Tourism Institute will comprise three components: the Rural Tourism Academy, which will develop the industry's first Rural Tourism Executive Certification program; the Rural Tourism Lab, which will leverage academic faculty and students to fill critical data and intelligence gaps and provide planning and research support; and the Rural Tourism Peer Network, which will provide facilitated networking and information sharing among practitioners.

West Virginia University and partners bring a total of \$125,558 in match funding to this project. During the 12-month performance period, this project will result in the creation of one plan, which will outline curriculum development for the certification training program and delineate research activities for the lab. Tourism authorities from at least two counties in each state will participate as active partners in training, research and networking.