

Fred Allebach 4/15/16

Re: NapaVision 2050, some questions about hospitality and tourism

Mendlinger, Samuel

Apr 7 (2 days ago)

to me

Mt. Allebach,

I do not have the time to answer all of your questions thoroughly and completely, nor can I answer all of your questions as some are too argumentative. However, I will explain my understanding between the hospitality and the tourism industries.

1. The hospitality industry is about one client, the visitor, and has but one goal, to provide the visitor with the degree of comfort and service that the visitor is willing to pay for. Hence it is mostly centered on hotels and restaurants and their spinoffs (e.g. spas and wineries that provide tasting and party facilities). Napa valley has a well developed hospitality industry and it is growing with the increasing number of wineries, high end hotels and restaurants (two 3-star Michelin).
2. The tourism industry is not about service for a visitor but about economic development of a destination. Tourism has three clients and all three clients must benefit from it. The three clients are; (a) the tourist who wants not just good service but wants activities during the vacation that will provide great memories, experiences, emotion and self-growth. This requires that the destination develop cultural and/or nature assets into tourism products that will attract and interest the tourists and not just have a good restaurant; (b) the local population who should view tourism as a means of wealth creation and good jobs or businesses; i.e. they should view the tourism as a means of improving their and their family's lives. Hence the jobs and wealth creation is not in requiring more chambermaids or busboys but entrepreneurs, shop owners, etc., (c) the future in that we do not want to destroy what we are developing. Hence both economic, environment and cultural/social issues are important to consider when developing.

Sam Mendlinger

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From: Fred Allebach <fallebach@gmail.com>

Sent: Wednesday, April 6, 2016 10:05 AM

To: Mendlinger, Samuel

Subject: NapaVision 2050, some questions about hospitality and tourism

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4/6/16

Hello Dr. Mendlinger,

My name is Fred Allebach. I live in Sonoma, CA and met you recently at the NapaVision 2050 conference. You said contact you if I had any questions.

I do have a few questions regarding the difference between tourism and hospitality. I would like to write an in depth article on this topic for the Sonoma Valley Sun newspaper, of which I am on the editorial board. <http://sonomasun.com/> I am hoping for some enlightening quotes from you. We at the Sun are very excited about this tourism/ hospitality difference you have pointed out and we feel it may be the basis for us to work on advocating for a real paradigm shift. This idea could be a game changer for our local discourse.

The city of Sonoma, and Sonoma County as well have many of the genuine attractions of a tourism draw; these have in many cases been layered over with cheapened marketing schemes that as you say, are more hospitality and service oriented.

I would be greatly appreciative if you would answer the questions below. Thanks, very much.

Sincerely, Fred Allebach

How is it that you came to see the difference between tourism and hospitality?

One of our columnists wrote a piece outlining a wine tourism trend from cachet to cliché, from authentic to cheapened. Would this be the same sort of spectrum of tourism to hospitality? Does tourism tend to turn into hospitality?

What are some examples of a hospitality-centered economy? Examples of a tourism-centered economy?

Are Sonoma, CA Napa, CA, Woodstock, VT, Aspen, CO, Peterborough, NH all similar in terms of the pattern of wealthy, first world tourism? Is there a pattern in this regard you can refer me to in the academic literature?

What studies and books would you recommend that citizens and officials read?

You mentioned that in places where tourism has not worked to the benefit of all, that “money does the talking”. Would it be true then that hospitality is more economic bottom line centered, and that tourism would hew to a triple bottom line with full or true cost accounting?

In your work, are you consciously using an academic sustainability studies paradigm that incorporates a triple bottom line with true cost accounting?

Sonoma and Napa counties in CA are examples of a consciously created first world tourism locales. Before Sonoma County was “Wine Country”, it was The Redwood Empire. This trend began in the mid 1980s as ag land use began to switch from fruit, dairy and poultry and some wine grape to an overwhelming wine grape monoculture today. What kind of lines of reasoning and argument would you suggest citizens make to advocate for a more systemic sustainability in the *wine-tourism-hospitality combine*? (We can’t go back to the old resource extraction modes. Our regional economy is one of the most unequal in the country, stemming from Silicon Valley. We have high end gentrification as a separate but related issue to maladaptive tourism.)

One of the most egregious marketing moves by the combine is to put in place a program for the wine industry to be *100% sustainable* by a certain date. This is a bald-faced co-option of the very term that defines how the combine needs to change systemically, reworked as spin. Why? Because sustainable means systemic, triple bottom line/ true cost accounting, and the combine has assiduously ignored the social aspects to make it seem sustainable is only environmental and green. How do reframe against wealthy spin doctors?

Local arguments about development projects seem to fall out along stereotyped ideological lines that result in unsatisfying stalemates between free market and regulation-type positions. (Or that anyone challenging the combine is against "small family farmers.") How can we reframe the discussion to advocate for tourism over hospitality? Is this basically a sustainability argument? Is unsustainable tourism a fractal of the type of systemic change we need overall in the world economy?

County-wide, (Sonoma County) many agencies and non-profits have pieces of the puzzle that address the negative externalities of the combine. These things include super high rents, low wages, inflated prices of goods and services, an unhealthy food system, groundwater budget in the red etc. It seems we have an incipient understanding that the system is not adaptive. What we are lacking is a way to tip the overall discourse into systemic change and positive forward looking discourse that will change the focus from bonanza to carrying capacity. What lines of reasoning can be used to convince officials and agencies to change the channel from short term to long term thinking and planning?

Given that the excesses of our local tourism economy really just magnify the 1% economy overall, is a diverse economy and wealth more evenly accessible a project that is really up against major entrenched inertia of Wall Street and a financialized economy? The essential problem is one of representation, that the few are making all the decisions for the many?

When the top wine guys are raking in billions, why can't they pay the service workers at the bottom a living wage? Is greed really the root of all of this?

What can hospitality-centered boosters, hotels and restaurants do in a practical sense to move from a services focus to a more systemic focus? (Sonoma has a Tourism Improvement District that gets a \$700,000 a year tax allocation from the city and all they do is try and put more heads in beds. Systemically no one seems to connect the dots that the more tourists, the more out of balance the whole scene here gets. The TID is authorized for 10 years and the authorization cannot be taken back. The way I see it, we are addicted to tourist heroin and the only answer by boosters is to get more and more. Sometime this all seems like a David and Goliath fight)

