

Progress Report

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SHRIMP AND TOURISM IN SOUTH CAROLINA

Recreation, Travel And Tourism Institute
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INTRODUCTION

This project refers to section 2.4.b. in the South Carolina Shrimp Fishery Assistance proposal prepared by Clemson University—Research to support the development of a marketing plan for the S.C. shrimp industry to promote a stable market with fair prices. The purpose of this portion of the project is to assist the South Carolina Shrimp Industry through research that examines the potential of marketing locally harvested shrimp to coastal visitors in partnership with the state's travel and tourism industry.

OBJECTIVES & PROGRESS

1. Interviews/case studies

Objectives

- Assess the viability of a “community-based food systems enterprise” for the South Carolina shrimp industry in partnership with the state and coastal travel and tourism industry
- Identify keys to success and barriers to purchase, sale and marketing of local shrimp to tourists
- Define existing and potential types of “shrimp tourism”

Progress

- Preliminary list of cases compiled—e.g., restaurants, seafood vendors in tourism areas, shrimp charter operations, public seafood markets, other unique seafood tourism examples
- Hired 2nd Graduate student—seafood culinary training and tourism background
- Pilot interviews with restaurants and vendors in SE region (November 2003-April 2004)
- Selected regional and SC site visits and interviews begin in May, 2004

NOTE: SC restaurants interviews will include some questions that match shrimp and tourism survey to help with understanding how well restaurants know their coastal tourism customers.

2. Shrimp & Tourism survey

Objectives

- Identify main types of food tourist behavior
- Identify preferences for shrimp related tourist experiences, purchase, and consumption while traveling on the coast.
- Understand market segments of shrimp tourist behavior in order to define appropriate marketing strategies for each group.

Progress

- Survey Development
 1. Are coastal tourists culinary tourists?
 - General food preferences and interests (including food variety, uniqueness, authenticity, and food related activities)
 2. What are the shrimp preferences of the SC coastal tourist?
 - Characteristics of most recent trip to South Carolina Coast
 - General preferences regarding food and travel
 - General seafood preferences—e.g., do you eat fish?, types of fish,
 - Preferences regarding shrimp—e.g., packaging, types, catch date, quality, price, organic, local caught, fresh never frozen, nutritional value, size)
 - Preferences regarding shrimp while visiting the coast—e.g., travel when locally harvested fresh shrimp is available, visit seafood restaurants where I can see real shrimp fishing boats
 - Beliefs and expectations regarding shrimp during your visit to the coast—e.g., shrimp is fresher if I purchase it on the coast, shrimp served at most coastal restaurants is typically locally harvested shrimp
 - Shrimp purchasing and related tourism experiences during most recent trip—enroute, onsite, travel home, post trip
 - Interest in shrimp related experiences while traveling on the coast—e.g., tour a shrimp trawler that is docked; includes activities that may or may not be currently available in SC
 - Background demographics—e.g., age, income, gender, education
- Pilot testing—late March/early April
- Survey revision—late April
- Survey distribution (Goal: 600 or more completed)—May through September; South Carolina coastal tourists during height of shrimp wild harvest season.

TIMELINE UPDATE

Activity	Quarter				
	F03	W 04	SP04	SU04	F04
Interviews with industry (shrimp, tourism, restaurant)	X	X	X	X	
Interviews with tourists and survey development/pilot	X	X			
Conduct tourist survey			X	X	X/
Case study research and development	X	X	X	X	
Analyze survey (target markets, define strategies)*					X
Feasibility analysis, marketing plan objectives*					X

* Requires integration with industry inventory (Barkley and Henry)