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October 15, 1991

FOR IMMEDIATE RELEASE:

EIU HOSTS CONFERENCE ON ILLINOIS TOURISM

CHARLESTON, IL--Eastern Illinois University is hosting a conference Nov. 18-19 on "Tourism and the State of Illinois: What's Up, What's Down."

Sponsored by Eastern and the Board of Governors Universities, the conference focuses on issues concerning the role of tourism in the economic development of the State of Illinois. The Board of Governors Universities is the governing board for Eastern, Chicago State, Governors State, Northeastern and Western Illinois Universities.

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CONFERENCE ON TOURISM

The conference begins with registration on Monday, Nov. 18, from 11 a.m. to noon in the University Ballroom, University Union.

Jan Grayson, director of the Illinois Department of Commerce and Community Affairs, will open the conference at noon Monday by giving an overview of the status of tourism of Illinois.

Eastern President Stan Rives will welcome conference participants and Barbara Hill, acting provost and vice president for academic affairs at Eastern and conference co-director, will serve as moderator.

Eastern Professor of Economics and Conference Co-Director Patrick Lenihan will moderate the first panel discussion of the day on "Developing Downstate Tourism," from 12:30 to 1:45 p.m.

Panelists include Michael Bowling, senior research economist with the Illinois Department of Commerce and Community Affairs; William Thompson, associate professor, and Ali Moshtagh, assistant professor, Department of Economics at Eastern; and Kaye Woodward, acting director of Eastern's Board of Governors Bachelor of Arts Degree Program and associate professor in the School of Home Economics.

They will discuss what can be done to encourage tourism where most people see no attractions to bring tourists in and review a case study of a major project involving federal, state, local, and private business cooperation to build a downstate tourist destination.

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CONFERENCE ON TOURISM

Other panel discussions on Monday and Tuesday will be led by Chicago State, Governors State, Northeastern and Western Illinois University faculty/administrators and Illinois tourism professionals. Topics include the implications of tourism on rural policy, ethnic tourism, the living city as a tourist attraction and the rediscovery of architecture and early landscape sites as tourist attractions.

Governor Jim Edgar has been invited to keynote the banquet on Monday night. The conference will conclude Tuesday afternoon with remarks by Thomas D. Layzell, chancellor of the Board of Governors Universities.

A \$25 registration fee includes the banquet, continental breakfast and published proceedings of the conference. All activities will be held in Eastern's University Union. For more information, contact EIU/BGU Conference, School of Adult and Continuing Education, Eastern Illinois University, Charleston, IL, (217) 581-5114.