



Ecotourism Outreach on the Oregon Coast

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INTRODUCTION

Between 2000 and 2015, tourist spending along the Oregon Coast increased from \$1.4 to \$1.8 billion (Visit the Oregon Coast) so the need for messaging and advertising that solely promotes tourism has diminished. With scenery being one of the top reasons visitors stay here, the environment plays a crucial role in the tourism industry along the Oregon Coast. It's important to communicate with the public how important the relationship between humans and the environment is, especially in coastal towns. However with such a massive amount of tourism comes environmental abuse and overuse. In late August state officials had to begin placing advisory signs along Highway 101 in attempt to cull illegal parking (Beach Connection), as well as making several statements pleading with tourists to pick up their trash.

Throughout the 10-week Coastal Tourism internship, we created a short series of videos that promote eco-tourism in Tillamook County and surrounding areas. The guiding objective of the project was to make viewers aware of how important the environment is to coastal areas and to form a personal connection.

We created these videos for two clients: the U.S Forest Service and Tillamook County Wellness. Both organizations focus on health; the USFS main priority being to maintain the beauty and health of the country's forests and TCW strives to create a healthy and empowered community.



Scan the QR code to the left to read a recent article illustrating the disruptive tourism this summer on the Oregon coast.



PURPOSE

All three of the videos produced for this project served their own purpose. The "Oregon is Home" video portrayed the connection between humans and nature. This relationship influenced the future actions people took towards their environmental surroundings. The video had the element of ecotourism promotion as it encouraged every one of all backgrounds to enjoy Oregon while remaining eco-conscious. The "Daily Walks" video illustrated simple walks along the Oregon coast to apprise the public that building a healthy daily habit in the outdoors does not have to be complex. The intended audience for this video was the general public within Tillamook County, as starting healthy habits are not restricted to a certain population. The "Every Kid Outdoors Program" video targeted other organizations that offer the same program. The video served the purpose of informing the public about how to get the program pass, where to use it, as well as inspiring other locations that use this program to promote it in similar ways that increase awareness.

Why should you care? Why would promoting ecotourism and inspiring others to increase time outdoors matter to you? The answer is, the five main components of this project either directly or indirectly affect you.

The first theme is community, which, in the project, has the power of connection and emotion as it holds influence on the decisions people make. In the case of the project, it is to treat the environment with care and enjoy the outdoors more. If one person is doing that, eventually the number increases due to influence.

The second is the economy. People will be happier to support an ethical economy that values the interest of the environment, which in turn leads to more successful marketing.

The third is the programs. This summer's project focuses on the clients, U.S. Forest Service, and Tillamook County Wellness, and ways to promote their organizations in a way that shows their values, environment, and human health. The videos created have been shared on social media and websites leading to the potential of more programs being created and other organizations to consider incorporating this work.

The fourth is the environment. This project focuses on how the economy and environment may coexist; this is ecotourism. The Oregon coast's environment holds importance because its beautiful features attract tourists. Keeping it alive and well ensures the lasting connection between humans and nature.

Finally, there is inspiration. Specifically, the Every Kid Outdoors program encourages fourth-graders to get outside and have fun. The curiosity that comes from exploring the outdoors will hopefully inspire future generations to continue the connection between humans and nature and advocate for the environment better than previous generations.

PROCEDURES

The procedure timeline was followed as 1. Research, 2. Brainstorming, and 3. Fieldwork: Interview, collect and edit footage, and finally, logo making.

Brainstorming videos was done by creating storyboards and interview preparation. Building a video storyboard involved answering these three questions: What is the goal, is it to inform, inspire, or promote something? Who is the audience, what language should be used to capture their attention? What features are needed or wanted, including effects and visuals? Determining these key components made a detailed outline of each video for the project.

Storyboarding



Interview preparation had three steps: Review the storyboard and goal of the video, Gain background knowledge of the person being interviewed, and Format informative and purposeful questions. Before each interview, research was conducted on the position, background and affiliations of the person in question, which helped decide where to place the interview shots throughout the. Interview questions sought thoughtful and complete answers which aided in forming informative content. Yes and No questions were avoided. Questions were beforehand to allow for preparation and forgetting important content.

The main method used during filming was the "rule of threes". For every desired piece of footage, get a tight, medium, and wide shot. For example, in filming a couple holding hands, a tight shot would consist of just their hands, a medium shot would be their hands and bodies, and a wide shot would be their bodies and the background. This provided a wide range of content to cut and form into the desired outcome.



Fieldwork involved gathering footage, conducting interviews, editing, and logo making. Collecting footage required traveling along the Oregon coast and meeting with multiple Forest Service employees for interviews and consults. Video editing was done via Adobe Premiere with help from Brian Hoeh, USFS interpretive specialist, and IGNITE Motion Pictures owner/cinematographer/editor Nathan Holstedt. Final products were reviewed by Brian Hoeh, USFS Recreation and Lands Staff and mentor Traci Merritt, and Cynthia Leonard, Marine Studies Initiative Internship Coordinator.

RESEARCH

Ecotourism is an environmental education and sustainability managed industry (Madliger, 2016), involving management and economy. The U.S. Forest Service and the government in terms of laws and regulations that advocate these lands are the main drivers of management.

Modern	• Modern topic • Broad audience
Accessible	• Easily shared • Easily accessed
Aesthetic	• Comprehensible • Memorable

Social media was the method of scientific communication due to its many advantages. These themes included modern, accessible, and aesthetic. Ecotourism is a relatively new topic so a modern outreach method reaching a broad audience is what supports its development (Cheng, 2016). Social media is accessible in ways that it is easily accessed and easily shared. Compared to research papers, social media allows everyone to get access to this information and share it quicker. Aesthetic includes the comprehensibility and memorability of social media. Forming an emotional connection is the typical outcome of using visuals such as pictures and film. Much of the audience will understand and remember visuals more than a traditional research paper.

CONCLUSION

The project produced three videos for our clients, the U.S. Forest Service and Tillamook County Wellness. The videos have been posted on social media via both clients. In time, sharing the videos will further promote them on neighboring organizations' websites.



As the content ages on multiple platforms of social media, the goal to promote ecotourism and wellbeing will grow to reach more and more people over time. With sharing social media, this work has the potential to influence more programs to be created and more organizations to consider incorporating into their work what was done this summer.

Suggestions for future replications include involving the public community more in the filming process, and interviewing residents which would provide more relatable content in the videos.