

FINAL PROGRESS REPORT

Date: Jan 18, 2012

Award Number: 07-DG-11420004-030

Report Period: Sept. 30, 2007 to Sept. 30, 2011

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Recipient: Jinyang Deng

Contact Person: Jinyang Deng

Principal Investigator/Program Manager: Jinyang Deng

Progress Achieved in Accomplishing Goals & Objectives (*Goals and objectives should correspond to the goals and objectives in the approved grant narrative*).

Goal/Objective 1: examine visitors perceptions of the scenic beauty of urban forests

Planned: visit Savannah in three seasons, video tape several streets in the Historical District Area in the city and use the Continuous Audience Response Technology (CART) to assess the beauty by visitors.

Actual: completed. A presentation was made at the 2010 Society of American Foresters Convention held in Albuquerque, New Mexico, October 27-31, 2010. A proceeding paper for 2012 Central Appalachian Woods Conference is under preparation. In addition, a master student did her research under our supervision on Savannah. Her thesis is titled "The Role of Urban Forests in Sustainable Tourism Development: A Case Study of Savannah, GA."

Unit Costs:

Goal/Objective 2: examine the role of urban forests in generating and enhancing positive images of a city

Planned: to use structural equation model to see how much urban forest can contribute to a city beauty and image; to use conjoint analysis to determine the relative importance of urban forests.

Actual: completed. An article "Linking urban forests and urban tourism: A case of Savannah, Georgia" was published in *Tourism Analysis*. Another manuscript "Estimating the relative importance of urban forests as part of the urban attractions in Washington, D.C.: A conjoint approach" has been written up and ready to submit to *Tourism Management*.

Unit Costs:

Goal/Objective 3: estimate the economic values of urban tourism that are attributable to urban forests and tree related festivals.

Planned: to estimate the economic impact of the National Cherry Blossom Festival, Washington, D.C.

Actual: completed. We analyzing data collected from the festival using IMPLAN, and a report has been prepared. In addition, a paper about how to estimate the number of the festival attendees has been published in a leading event journal: *Event Management* and another manuscript on the social impact of the festival has also been published by the same journal.

Goal/Objective 4: estimate the extent to which urban forests contribute to visitors' total tourism experience and associated non-market values.

Completed. We analyzed data collected from Savannah, GA, and an article "Using contingent valuation to estimate the willingness of tourists to pay for urban forests: A study in Savannah, George" has been

published by *Urban Forestry & Urban Greening*. The data was also used by a doctoral student to prepare a section for his dissertation.

List of presentations and publications

Referred Journal Articles:

Deng, J., Kathryn, A., Pierskalla, C., & McNeel, J. (2010). Linking urban forests and urban tourism: A case of Savannah, GA. *Tourism analysis*, 15(2), 167-181.

Deng, J. & Pierskalla, C. (2009). A new method to estimate the number of attendees to a festival with open gates. *Event Management*, 13(1), s41-43.

Deng, J., & Pierskalla, C. (2011). Impact of past experience on perceived value, overall satisfaction, and destination loyalty: A comparison between visitor and resident attendees of a festival. *Event Management*, 15(2), 163-177.

Majumdar, S., **Deng, J.**, Zhang, Y., & Pierskalla, C. (2011). Using contingent valuation to estimate the willingness of tourists to pay for urban forests: A study in Savannah, Georgia. *Urban Forestry & Urban Greening*, 10, 275-280.

Proceedings

Andrada, R., & **Deng, J.** (forthcoming). Enjoying green cities: Assessing visitors' attitude and preferences of urban forests in Washington, D.C. Proceedings of the 22nd Northeastern Recreation Research Symposium.

Conference Presentations

Andrada, R., & **Deng, J.** (2010). Enjoying green cities: Assessing visitors' attitude and preferences of urban forests in Washington, D.C. Presented at the 22nd Northeastern Recreation Research Symposium. April 11-13, 2010. The Sagamore, Bolton Landing, New York.

Casinelli, S.L., Pierskalla, C., **Deng, J.**, & Siniscalchi, J. (2009). The role of urban forestry in sustainable tourism development: A case study of Savannah, Georgia. Presented at the 21th Northeastern Recreation Research Symposium. March 28 – March 31, 2009. The Sagamore, Bolton Landing, New York.

Deng, J., & Arano, K. (2008). Linking urban forests and urban tourism: A structural equation modeling approach. Forest recreation & tourism serving urbanised societies, 28-31 May 2008, Hämeenlinna, Finland. Joint final conference of Forest for recreation and tourism (COST E33) and 11th European Forum on Urban Forestry (EFUF).

Deng, J., & Pierskalla, C. (2009). A new method to estimate the number of attendees to a festival with open gates. Presented at the First International Conference on Festivals and Events Research. January 18-21, 2009, Orlando, Florida.

Deng, J., Pierskalla, C., & Zhang, Y. (2011). Tourism attributes in Savannah, GA: An importance-performance analysis. Presented at the 23rd Northeastern Recreation Research Symposium. April 10-12, 2011, The Sagamore, Bolton Landing, New York.

Pierskalla, C., **Deng, J.**, & Siniscalchi, J.M. (2011). Developing scenic beauty maps of an urban forest using moment-to-moment derived data. Presented at the 23rd Northeastern Recreation Research Symposium. April 10-12, 2011, The Sagamore, Bolton Landing, New York

Pierskalla, C., **Deng, J.**, & Siniscalchi, J.M. (2010). Developing scenic beauty maps of an urban forest using moment-to-moment derived data and GIS. Presented at the 2010 Society of American Foresters Convention. October 27-31, 2010, Albuquerque, New Mexico.

Thesis research

Casinelli, S. (2009). *The role of urban forests in sustainable tourism development: A case study of Savannah, GA.* Unpublished Master's Thesis, Division of Forestry & Natural Resources, West Virginia University

Majumdar, S. (2011). *Three essays on the valuation of natural resources in recreation and tourism.* Unpublished Doctoral Dissertation, Auburn University.

Andrada, R. Spatial movement, attitude and preferences of tourists in Washington D.C as influenced by urban forests. Division of Forestry & Natural Resources, West Virginia University (to be completed by August 2012).

Media

Deng, J. (2009). Urban trees and tourism: Results of the Savannah, Georgia survey. Newsletter of the Tree Talks: Georgia Urban Forest Council. Winter 2009.

Manuscripts under preparation

Andrada, R., & **Deng, J.** Estimating the relative importance of urban forests among different tourism attractions in Washington D.C.: A conjoint approach (under preparation)

Anaro, K., & **Deng, J.** Economic Impact Analysis of Tree Festivals (under preparation)

Deng, J. Importance-Performance analysis of urban forest-based tourism attributes: A case of Savannah (under preparation)

Difficulties Encountered *(As applicable, should include information on specific reasons why goals and objectives were not met, and analysis and explanations of cost overruns and high unit costs)*

None

Signature of Authorized Official __Jinyang Deng_____

Date __Jan 18, 2012_____