**Appendix A—Policy Statements**

**Policy for the Development of the Travel and Tourism Industry**

The Appalachian Regional Commission (ARC) recognizes the development of the travel and tourism industry as an important component of the Commission’s strategy to improve the economic health of the Appalachian Region.

ARC will support activities as they relate to the travel and tourism industry in the context of an overall development strategy - such as:

1. Planning and research

2. Training and technical assistance

3. Education and capacity building

4. Marketing and promotional efforts

Infrastructure projects related to the travel and tourism industry will be reviewed using the same criteria as that used for all other economic development projects. Proposals to use ARC funds for capital investments in this sector, including construction and acquisition, are not prohibited but will be reviewed stringently. In particular, such projects must be an integral part of a strategic plan for the community and/or region and must meet the highest standards of a cost-benefit analysis as to economic outcomes.

All local and regional proposals for travel- and tourism-related funds should be discussed with the States at the earliest possible state of development.