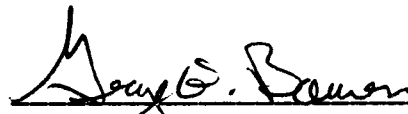
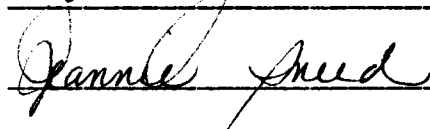


To the Graduate Council:

I am submitting herewith a thesis written by Carol Anne Swagler entitled "The Land Use Implications of Bed and Breakfast Establishments in the State of Tennessee." I have examined the final copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science in Planning.


George E. Bowen, Major Professor

We have read this thesis
and recommend its acceptance:

Accepted for the Council:


Vice Provost
and Dean of The Graduate School

THE LAND USE IMPLICATIONS OF
BED AND BREAKFAST ESTABLISHMENTS
IN THE STATE OF TENNESSEE

A Thesis
Presented for the
Master of Science in Planning
Degree
The University of Tennessee, Knoxville

Carol Anne Swagler
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Thank you to my fellow classmates at the Graduate School of Planning who added immeasurably to my education and experiences from September 1986 to June 1988; to Anne Renee, Tracy and Andrew who had pride and confidence throughout; and to the friends I made during the varied work experiences opened by my course of study.

My best wishes to all those persons willing to share their homes and their experiences to offer visitors to Tennessee lodging in a bed and breakfast. May you find the support which will inspire others and spread the bed and breakfast concept across the state.

ABSTRACT

Bed and breakfasts are a rapidly growing phenomenon in the travel and lodging industry. Bed and breakfast establishments share only the common definition that lodging is provided for the night and breakfast is included in the price of the room. Bed and breakfasts may operate in both commercial and residential zones raising questions about their impact within the community and on neighbors.

Questionnaires were sent to existing bed and breakfast establishments in Tennessee and to planning officials working in urban and rural areas to gather information on bed and breakfast operations and their impacts on the community.

Bed and breakfasts establishments are located throughout the state, but cluster in tourism areas. Since no state-wide association of these operators currently exists, individual owners must seek their own contacts for support and advice. The State Tourism Department has a published brochure which should be made more readily available in order to increase awareness of these accommodation opportunities.

Bed and breakfasts should be allowed to operate in all neighborhoods but should be defined and guided by standards that will assure that such business do not alter the character of the neighborhood. Bed and breakfasts can support historic preservation efforts and can provide lodging accommodations in areas which cannot support a hotel or motel.

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CHAPTER I

INTRODUCTION

This thesis will examine, from a planning perspective, the small businesses known as bed and breakfasts as they are operating in the State of Tennessee. The study will consider the role these businesses play within their communities as well as identifying how they fit in the land use patterns of the community.

Overview

Bed and breakfast establishments are rapidly expanding in the tourism industry. A 1985 article reported the number of bed and breakfasts at over 10,000 and noted this was quadruple the 1980 figures ("B&B," 1985). The American Bed and Breakfast Association estimates that over 15,000 bed and breakfasts are operating in the United States today (Sarah Sonke, personal communication, February 8, 1989). Sarah Sonke, the executive director of the American Bed and Breakfast Association estimates that about 8,000 of these are homestays and the remainder are operating as commercial ventures.

This type of lodging has been available in Europe for many years. Popular recognition of bed and breakfasts in the United States may have begun in the nineteen sixties with the publication of Country Inns and Back Roads. Bed and breakfasts are definitely a phenomenon which has burgeoned in recent times.

There are several possible explanations for their development. As more Americans traveled in Europe, especially England, they came into contact with the concept of bed and breakfasts and many returned home with the idea of creating bed and breakfasts in America. A second possibility is that an increasing number of travelers are looking for a lodging alternative with a more personal touch than that found in large motels/hotels. For whatever reason, city planners and regulatory agencies are receiving an increasing number of inquiries about such establishments.

Bed and breakfasts come in a variety of forms in communities. Some are operated in historic homes and provide income for restoration and preservation of these buildings. Bed and breakfast guest rooms may be in a Victorian Gothic or a modern ranch house. Others are located in rural settings, providing lodging for travelers seeking accommodations in the countryside. Hosts may have filled their homes with antiques and collectibles representative of their region such as the Southwest or the Appalachian mountains. Bed and breakfasts may exist on quiet tree-lined streets of old neighborhoods or in suburban tract homes. An adaptive reuse project may have turned an old mill or an old schoolhouse into a bed and breakfast. California is the site of a bed and breakfast housed in a collection of railroad cars.

A University of North Carolina Sea Grant Publication, Opening a Bed and Breakfast (Novak, 1985), describes several markets that are attracted to a bed and breakfast. Bed and breakfast establishments offer visitors an opportunity to stay in local residential homes with

hosts who are native to the area. Bed and breakfast homes can offer a lodging component to an area where it would not be profitable to develop a hotel or a motel (Novak, 1985).

A bed and breakfast can satisfy a variety of markets. Bed and breakfasts offer a personal alternative to commercial lodging. Many business travelers are finding that lodging in a bed and breakfast provides a home-like atmosphere not usually found on business trips. Tourist areas that have a peak which exceeds the lodging facilities and rural areas where there is only occasional visitation are potential sites for bed and breakfast operations. Another potential market is an area which hosts a special annual event, but which may not have a sufficiently strong tourist economy to support lodging development.

Statement of the Problem

Understanding how, where, and why bed and breakfasts exist and function will provide guidance to planners when a request for establishing one confronts their local agency. Furthermore, understanding the bed and breakfast concept may lead planners specializing in economic development, historic preservation, and/or tourism to suggest or actively support the establishment of bed and breakfasts within their communities.

Bed and breakfasts are generally an owner-occupied home with two to four bedrooms available for overnight lodging and where

breakfast is included in the price of the lodging. With this definition, the establishment of a bed and breakfast within a neighborhood should result in no more traffic or other visible effects upon the neighborhood than a household with weekend guests. However if the establishments do not operate within this definition or if they operate in a high tourist area (e.g., Charleston, South Carolina), it may be necessary to establish more rigid guidelines for these businesses.

In addition, this concept has been carried beyond the mere sharing of a home and is often a luxury accommodation with amenities. A bed and breakfast may not be inexpensive lodging; in fact, many of these operations today excel in the high quality treatment of their guests. The difference from large commercial resorts is the scale of the operations. This thesis will focus primarily on the smaller bed and breakfast businesses.

As a phenomenon, bed and breakfasts have not been studied sufficiently to indicate if they alone can be an attractor or if a bed and breakfast is an added amenity when tourists are already attracted to an area. The distinction between a bed and breakfast and other commercial lodging enterprises may dictate a need for special handling with regard to the regulation of these businesses within a community.

Definition of a Bed and Breakfast

One of the difficulties in discussing bed and breakfasts stems from the fact that there are many different images of a bed and breakfast as well as many different sizes of businesses calling

themselves bed and breakfasts. Since this is a new phenomenon in many communities, each community and each citizen has their own idea of what a bed and breakfast is and how it will impact their neighborhood.

Several states have formalized the definition of a bed and breakfast for purposes of regulation. Looking at several of these definitions will show the similarities and differences which exist as these establishments are defined around the country.

In Iowa, the definition states that a bed and breakfast is part of a private home as distinguished from a commercial enterprise used primarily for guest lodging. In Iowa a bed and breakfast is exempt from licensing requirements if it meets the following qualifications:

1. in a private residence,
2. host or hostess resides there,
3. keeps no more than two guest families at a time,
4. may advertise but does not hold itself out to be a restaurant, hotel or motel,
5. may accept reservations but does not require them, and
6. serves food only to overnight guests (Huss & Banyas, 1986).

The definition of a bed and breakfast in the state of West Virginia is:

A private home which offers no more than two bedrooms per night for bed and breakfast accommodations. Homes offering more than two bedrooms per night to the public shall be required to meet the provisions of the "Tourist

and Resort Camp Regulations" and, if food is provided, the "West Virginia Food Service Regulation" (Bed and Breakfast Home-Based Business Workshop Packet, 1987).

The Michigan definition of a bed and breakfast is:

A private residence that is also the innkeeper's residence; has sleeping accommodations meant for lodgers; has up to 14 rooms; and that serves breakfast at no extra charge to the lodgers. . . .A lodger is defined as a person who rents a room in a 'bed and breakfast' for fewer than 30 consecutive days (Alexander & Watson-Olson, 1987).

Localities have defined bed and breakfasts in their zoning ordinances when they want to provide some guidelines for regulation. Savannah, Georgia is an example of one such area. There the zoning ordinance was amended to categorize bed and breakfasts as accessory uses of homes. The facilities were limited to one room and were exempted from the parking requirement which the city then added to their zoning ordinance for hotels/motels (LOGIN, 1987).

Research Questions

This research will look at the existing bed and breakfast industry in the State of Tennessee and will examine the land use questions that may arise with the development of these businesses based on discussion with owners, operators and planning officials.

This thesis proposes to answer: What are the land use impacts of the bed and breakfast industry operating in the State of Tennessee? Are there places in the State of Tennessee in which these types of businesses are operating without problems? Is there a market niche which a bed and breakfast establishment can fill? Would a state policy be beneficial for the owners and for the state?

The following questions were asked of planning officials: What are the existing land use regulations regarding bed and breakfast establishments? What areas of concern do planning officials have regarding bed and breakfasts? Are planning officials aware of bed and breakfast establishments in their planning districts?

Owners and operators of bed and breakfasts in the State of Tennessee were surveyed regarding: impacts, regulations, neighborhood compatibility, parking, zoning, and signage issues. They were asked for their opinion on the policy and the regulations which have impacted their businesses, problems caused by their establishments, and information regarding the type and size of the operation, how long the business has existed and the special attractions of their bed and breakfast.

Methodology

Basic source information on bed and breakfasts was collected by a literature review. In addition, state tourism departments which have advertised bed and breakfast activity were contacted for relevant materials and publications. Persons identified as promoting bed and breakfast establishments were interviewed and the

information collected was compiled to provide background information on these businesses.

Existing establishments were surveyed by a questionnaire. The mailing list came from the State of Tennessee Department of Tourism brochure: Tennessee Bed & Breakfast Homes & Country Inns.

The regulatory, policy and community impact aspects of bed and breakfasts were examined through interviews and questionnaires distributed to professional planners.

In order to identify the urban element, contact was made with planning agencies in the larger cities of the state. This list was developed from cities with a population of 25,000 or more persons. Based on 1987 population estimates, the following cities were contacted: Chattanooga, Clarksville, Cleveland, Germantown, Hendersonville, Jackson, Johnson City, Kingsport, Knoxville, Memphis, Murfreesboro, Nashville, and Oak Ridge.

The rural element and smaller communities were represented by contacting the Tennessee State Planning Office Local Assistance offices: Southeast Region in Chattanooga, Upper Cumberland Region in Cookeville, West Region in Jackson, Upper East Region in Johnson City, East Region in Knoxville, and Middle Region in Nashville.

Value of the Study

Bed and breakfasts can provide a lodging alternative for travelers seeking overnight accommodations. However, in many communities they may be misunderstood or considered to be just another commercial venture.

It is important to understand the operation of these businesses which operate on a homestay scale, in order to protect both the owner/operator from undue regulation and also to insure the neighbors and the community that the impacts of these operations will be beneficial or at least not detrimental to their community.

This study examined bed and breakfasts in the State of Tennessee to see if positive impacts on neighborhoods are associated with bed and breakfasts. It also looked at the question of demand for more of these businesses and if a state organization is needed to share business operation methods or provide an opportunity for expanding advertising for these establishments.

CHAPTER II

REVIEW OF RELATED LITERATURE

Introduction

What is a bed and breakfast? Where are they found? How do they operate? A search for information on this topic identified a surprising variety of persons with interest in the subject.

This chapter provides background for examining bed and breakfasts as they exist in the State of Tennessee and looking at the future of these businesses in Tennessee.

From Tourist Home to Bed and Breakfast: Some History

A 1981 book on Southern guest houses acknowledges that the concept of "bed and breakfast" has long been a European tradition and that a similar tradition has existed in the United States under the name of tourist homes or guest houses (Ross, 1981). However "until recently they have received little or no attention" in the United States (Ross, 1981, p. 13).

In her discussion of tourist homes and guest houses, Ross says, "some have been 'done in' by superhighways and motels while others have begun to include breakfast in their rates" (Ross, 1981, p. 13). Ross's definitions listed below give an early identification to what today has become known in many instances simply as a bed and breakfast.

An inn is a "public lodging place that includes a full-service restaurant and usually a lounge or bar" while a guest house is a "private home offering lodging only or lodging plus breakfast." Further definition of the guest houses states they are "generally smaller than inns with fewer rooms for travelers . . . in most cases the owners live on the premises." In the discussion of costs, Ross says that "most are reasonably priced although some are downright expensive" (Ross, 1981, p. 13).

"As a rule, guest houses are conveniently located in or near a town and guests can walk to nearby points of interest Their greatest charm is their individuality. The accommodations range from luxurious old world elegance to simple unassuming homes providing clean, comfortable surroundings" (Ross, 1981, p. 14).

Ross points out that many guest homes in the South are in historic buildings and may be furnished with antiques. The rooms often lack telephone and television, but the guest houses usually have a parlor with a blazing fireplace in cold weather and games and puzzles for the guests' entertainment. Some even serve guests tea or sherry in the afternoon.

Despite the immense variety of these places, there is a final common characteristic of the guest houses: "their owners enjoy sharing information about their community and enjoy meeting new people" (Ross, 1981, p. 14).

Another writer on the South, Bern Keating, reminds us that before the Civil War "impromptu stopovers in private homes" (1983, p. 42) often provided accommodations for travelers. Keating writes

that "after World War II . . . the bed-and-breakfast custom languished . . . until more and more Americans began to travel and historic preservation became part of the nation's consciousness and the custom was revived by enterprising innkeepers from coast to coast" (p. 42).

Others attribute the beginnings of this industry in the United States to Norman Simpson's 1965 publication of Country Inns and Back Roads (Weisberg, 1985). Early promotion occurred in 1975 when Betty Rundback from Pennsylvania published her first guide to bed and breakfasts and Jean Brown of California founded a booking service called Bed & Breakfast International (Tunley, 1985).

Definitions of Bed and Breakfasts

Today bed and breakfast establishments are a rapidly growing facet of the hospitality industry. Confusion exists regarding the definition of a bed and breakfast because bed and breakfasts themselves vary from location to location. It is sometimes difficult to distinguish between a bed and breakfast and a small hotel or country inn because both of these lodging facilities stress personal attention and a quiet atmosphere for their guests. Webster's dictionary defines a "hotel" as a "public establishment providing lodging and often meals, entertainment and other services" and a "motel" is defined as "a hotel for motorists, with rooms usually opening directly onto a parking area." Tourist home, boarding house and rooming house are other terms which come up when studying bed and breakfasts. Sample zoning ordinance definitions of these terms are:

tourist home: "a residential building where lodging is furnished to transients for compensation, and containing not more than five sleeping rooms for such transients" (Knox County, Tennessee, Zoning Ordinance, 1986); boarding house: "a dwelling other than a hotel where, for compensation and by prearrangement for definite periods, meals are provided for not more than twelve persons on a weekly or monthly basis;" and rooming house: "a building where lodging only is provided for compensation for not more than twelve persons" Knoxville, Tennessee, Zoning Ordinance, 1986).

Historically the distinction between hotels and boarding houses involved the concept that the hotel dealt with the general public while the boarding house proprietor had the right to negotiate with its tenants (Callies & Freilich, 1986, p. 56). Today's definitions are somewhat less distinct when discussing bed and breakfasts.

Operators generally retain the right to rent or not to rent by use of screening through reservation services or by simply declaring they are full at the time of the request for reservation.

Bed and breakfasts are generally houses with two to four rooms available for overnight lodging. Breakfasts are provided in the price of the lodging. Bed and breakfasts are often operated for a second income by owner-hosts who want to share their homes and provide travelers with an alternative to hotels and motels. A common denominator is that lodging will involve some type of home atmosphere and interaction with the hosts.

Developing a Bed and Breakfast Business Plan published in 1988 by Robert D. Buchanan and Robert D. Espeseth states that the

term bed and breakfast includes private homes, guest houses, mansions, apartments, and even small inns and hotels. For the purpose of their publication a distinction is made between bed and breakfast homes ("usually one to three rooms where the host is interested in supplementing his or her income and meeting new people") and bed and breakfast inns ("usually four to twelve rooms where at least one of the spouses operates the bed and breakfast for profit as their primary occupation and has incurred financial obligations to start the business") (Buchanan & Espeseth, 1988, p. 1).

Reasons Bed and Breakfasts Exist

The idea and institution of bed and breakfast establishments has grown rapidly and Reader's Digest Consumer Report reports that bed and breakfasts are "the most significant travel development in years" (Tunley, 1985). Advertising Age identifies them as a "rapidly proliferating industry" and says they are "making a mark in the increasingly competitive hospitality market" (Weisberg, 1985). This personalized style of travel is definitely growing. Last year there were over 10,000 in the United States, quadruple the number in the country five years ago ("B&B," 1985). Currently there are more than 200 booking agencies for bed and breakfasts (Tunley, 1985).

Pamela Lanier (1985) suggests the popularity of bed and breakfasts has been influenced by travelers' desires to be pampered, make friends, and have a change in the regular routine of travel. Leslie Stevens (1983) surveyed the bed and breakfast industry in California and discovered that bed and breakfasts are generally

considered for vacation travel. They are usually located near resorts or city attractions and while usually lacking in such things as room telephones and television, they are convenient to central business districts, shops, and restaurants. The use of bed and breakfasts for business customers is increasing and they are often the choice of single women who travel (Van Benthuisen, 1983).

Reasons behind the development and operation of a bed and breakfast are varied. A non-profit group in Maryland restored an historic home for two purposes. They wanted to provide a first-class bed and breakfast in the tidewater region and they wanted to employ and train developmentally disabled individuals with marketable hotel skills ("Visit a country inn," 1988).

The variety of facilities is amazing. They range from rustic homes in remote places to luxury accommodations in a lighthouse in the San Francisco Bay which rents for over \$200.00 per night (Stevens, 1983). "The spectrum of accommodations is almost as limitless as our moods" (Kent, 1989, p. 5). Their continued growth is projected for two reasons: (a) a reaction to the sterility of motel chains and (b) a manifestation of romance for nostalgia and traditional values (Weisberg, 1985). There has been little regulation in the industry but their growth is prompting an examination in many communities ("Bed-and-breakfasts face growing pains," 1986).

The American Bed and Breakfast Association, in discussing the legislation appropriate for these businesses, cautions legislators that bed and breakfast is offered at various types of accommodations from hotel chains to elegant inns and private homes. In order to

regulate these businesses it is necessary to understand what type of operations the legislature wishes to regulate (B&B Legislative Kit, 1988).

An early promoter of bed and breakfasts was Barbara Notarius who founded Bed & Breakfast, U.S.A., a bed and breakfast network, in Westchester County, New York. She contends that the tourist trade alone is not what is supporting the growth of bed and breakfasts. Other users are "people who need pleasant affordable accommodations for wedding guests and other visitors, and people doing business with the corporations based in (Westchester) county" (Charles, 1984). Demand for homes is high around college communities especially during art and music festivals as well as in areas with special sports events such as the Westchester Classic Golf Tournament.

Receiving personal attention combined with the opportunity to stay in a special place are two aspects of bed and breakfast lodging that are encouraged by many of the feature articles which appear on bed and breakfasts. Feature stories often report the history of the home as well as give a description of the guest facilities. Rooms and meals are often described in detail peaking the interest of the casual reader. The human interest angle is further expressed by explaining how and why operators began their bed and breakfast operation.

Warren and Susan Monson were so captivated by a Duluth country house on the shores of Lake Superior that they "went to the city planning department with a list of twelve possible uses" for the

home. "The one which worked best for the neighborhood was a bed-and-breakfast" (Mack, 1985).

The Snapp Inn in Limestone, Tennessee is operated by two retirees from Seattle, Washington who have adopted the area and poured their life's savings into a 175-year-old home whose architecture is an impressive Federal style (Hurley, 1989).

Identifying and Locating Bed and Breakfasts

While bed and breakfast inns are readily advertised, many host home bed and breakfasts are listed only with reservation services. Some hosts are familiar with European bed and breakfast and use their home to meet people and share information about their communities. Because they do not want to deal with guests just showing up on their doorsteps, these hosts often depend on reservation services. "For a commission, the reservation service handles marketing, home inspections, billing, reservation and selection of suitable guests" (Mason, 1987, p. 58). Prices charged for bed and breakfast accommodations may range from budget to deluxe. "This compares favorably with big city hotels and some inns but can, in some areas, be undercut by motels which of course offer efficiency but little personalized charm" (Mason, 1987).

Most bookstores carry at least one shelf of guidebooks on bed and breakfasts. The available variety allows the traveler to select a guide to the entire country or to a specific region. Some list agencies and reservation services (Buzan, 1984) while others give explicit

information for the visitor to seek a specific bed and breakfast (Rundback & Kramer, 1985).

A sampling of titles includes: Complete Guide to American Bed and Breakfast by Rik Barnes, Bed and Breakfast in the Northeast by Bernice Chesler, The Complete Guide to Bed and Breakfasts, Inns & Guesthouses by Pamela Lanier, Bed & Breakfast U.S.A. by Betty Rundback and Nancy Kramer, The Bed & Breakfast Guide for the U.S., Canada, Bermuda, Puerto Rico & U.S.V.I. by Phyllis Featherston and Barbara Ostler, and Fodor's Bed & Breakfast Guide by Mary Winget.

The Globe Pequot Press publishes the Guide to the Recommended Country Inns series which includes the following editions: New England, Mid-Atlantic States and Chesapeake Region, West Coast, South, Midwest, Rocky Mountain Region, and Texas and the Southwest. 101 Productions of San Francisco also has a Country Inns series which includes Country Inns of the Great Lakes, . . . the Far West, . . . and the Old South.

Many of the directories such as those by Lanier (The Complete Guide to Bed & Breakfasts, Inns and Guest Houses) and Buzan (Bed and Breakfasts, North America: a Directory of Agencies and Small Inns with Comprehensive City Index) are published with annual editions. Some of the directories require payment of a fee or organization membership in order to be included. Examples of these are Bed & Breakfast in New England and The Official Guide to American Historic Bed & Breakfast Inns and Guesthouses.

Appendix C has a list compiled from Books in Print of all books relating to bed and breakfasts that appear in the listing Hotels, Taverns, etc. This list includes almost one hundred books.

Illustrative of the growing market is this year's announcement by the American Bed and Breakfast Association that their guidebook, A Treasury of Bed & Breakfast, will change its format from a single volume to four regional guidebooks (Shoptalk, December 1988).

Guidebooks may provide a wealth of information to the traveler, but will be of little use in trying to develop a succinct definition of a bed and breakfast establishment beyond the fact that lodging is provided and breakfast is included in the room rate. The size and type of bed and breakfast operations are extremely varied.

Another source of references to bed and breakfasts may be found in popular periodicals. The travel sections of Southern Living and Country Home include bed and breakfast advertisements. A recent issue of Travel-Holiday even had a two page ad with pictures for the newest edition of Frommer's Bed & Breakfast North America guidebook. Southern Living includes bed and breakfast accommodations in the classified advertising section of their monthly magazine. Historic Preservation published by the National Trust for Historic Preservation has also begun to include an advertising section limited to Bed and Breakfast accommodations. Even commercially packaged foods have gotten into the advertising business. The packaged rice mixes, Uncle Ben's Country Inn Rice Dishes will include your bed and breakfast in their magazine advertising.

The most unusual reference to bed and breakfast establishments appears in an ad in MacWorld magazine where you can order a hypercard stack called InnServ B&B HyperGuide. This computerized guidebook comes with access to a toll free reservation line and a free newsletter included in the \$15.95 price.

The inaugural issue of a quarterly publication COUNTRY INNS/Bed & Breakfast appeared in the spring of 1987. The subsequent expansion of this publication, in 1988, to a bimonthly edition seems to indicate increasing popular interest in the subject of bed and breakfasts. Feature stories on half a dozen inns/bed and breakfasts are lavishly illustrated with color photography in each issue. The magazine serves both as a travel magazine for the public and as a trade magazine for owner/operators.

Discussion of bed and breakfasts may also be found in business and insurance reports. Although bed and breakfasts are not immediate cash generators, they do offer some income tax advantages. Besides the possibility of historic preservation tax credits, there is also the question of property depreciation and write-off of some operating expenses (Stevens, 1983). These moderately-priced overnight accommodations often need special attention in the area of insurance coverages ("Underwriting update," 1985).

Historic Preservation and Bed and Breakfasts

Many bed and breakfasts are in historic buildings or districts. References to historic buildings which are used as bed and breakfasts may be found in design, restoration, or travel magazines. In

Pennsylvania you can stay at The Inn at Fordhook Farm, once the home of W. Atlee Burpee, the seed magnate, now a bed and breakfast operated by Mr. Burpee's grandchildren (Mason, 1987). Bed and breakfast inns in Buck's County, Pennsylvania are advertised as an excellent retreat for urbanites (Philadelphia is one-hour away and New York is two) as well as a home-base for exploring the area's historic and scenic area (Mason, 1987).

Vintage homes across the United States are being used for bed and breakfasts. Since such buildings are generally too large for single family homes, a bed and breakfast business may ensure the continued residential appearance of these large homes. The Spreckles Mansion in San Francisco is an example of this reuse ("Vivat Victorian," 1982). Guests appreciate the charm and workmanship displayed by these old homes.

A 1983 article in Historic Preservation announces the best of the bed and breakfast: the Northeast area inns, tucked away on quiet village roads, which "offer hospitality, history and the prize of privacy" (Stinnett, p. 34). This is an early article on the subject of bed and breakfasts and describes small country inns as opposed to homestays. However, these descriptions provide prospective homestay hosts with ideas for interior decoration and food which they may incorporate in their own more limited businesses.

Dwight MacCormack, Jr. of Seacrest Manor in Massachusetts stresses that "breakfast is important to the concept" and they often create specialties such as "Irish oatmeal with chopped dates or

blueberry-buttermilk pancakes" to accompany standard breakfast fare of fruit, eggs, bacon and coffee (Stinnett, 1983).

Many of the New England inns have a long history of operating as a public house. The guest register from 1866 to 1869 of the Old Yarmouth Inn was found while the building was being restored in 1971 (Stinnett, 1983, p. 37).

Architecture Minnesota acknowledged that "one of the pleasures of buying a historic house is that along with the house, you acquire a bit of history." This was the case when Dorene and Gary Fechtmeyer bought the Rahilly house in Lake City, Minnesota to operate as a bed-and-breakfast (Mack, 1985). The home was originally built by the town's first postmaster and was quite imposing for the town of 4,000. It was named after its most prominent owner, Patrick Rahilly, a state senator who became the largest landholder in the state and modified the home with 30-foot columns, porticoes and porches (Mack, 1985).

A 1985 article in The Old House Journal acknowledges the growth of bed and breakfasts in the transition from tourist home to guest house to bed and breakfast. "Supporting Your Old-House Obsession, Owning an Inn or B&B" recognizes this potential use of older homes and gives guidance to the potential proprietor. Shirley Maxwell (1985) writes that today's guest unlike the guest of yesteryear's tourist home who popped in off the road, is more likely to have made reservations through a reservation service or to have discovered the bed and breakfast by searching the travel section of newspapers or favorite magazines.

The Maxwell article states "there is little danger of a glut in the market. All across the country the demand is growing for the blend of comfort, economy, and bon-homie which only a flesh-and-blood host in an honest-to-goodness home can deliver" (Maxwell, 1985, p. 171). She feels that a bed and breakfast offers "the opportunity for old-house owners to stay in thoughtfully restored, vintage houses and to share war stories with kindred spirits" (Maxwell, 1985, p. 171).

It is important to distinguish between a one- or two-room operation and the operation of a bed and breakfast inn. The former can be accomplished with "a relatively low level of time commitment, virtually no capital, and little inconvenience" while the other is a "full-time business, calling for a heavy dose of capitalization, an addiction to hard labor, and . . . a large and steady source of outside income" (Maxwell, 1985, p. 171).

Maxwell writes that "accessibility is the key to profitable bed-and-breakfasting . . . A successful B&B requires a good location, i.e., a safe, convenient neighborhood in an area with a real need for transient rooms" (1985, p. 172). Examples of places mentioned are a college town, a restored village, a big city, a beach or ski resort, near a major hospital or a corporate or industrial site, or on a working farm or dude ranch (Maxwell, 1985, p. 172).

Deborah Sakach combines an interest in historic preservation with bed and breakfasts. For the past seven years she has run two travel agencies - Hospitality Plus and American Historic Homes. The success of these businesses led to the publication of The Official

Guide to American Historic Bed & Breakfast Inns and Guesthouses.

The authors noted that "people enjoy staying in historic houses" (See, 1987). Children especially get a greater feel for the history of an area when staying in historic homes (See, 1987).

Bed and breakfasts located in historic homes or areas can link tourism and preservation. Because tourism and travel is one of the fastest growing segments of our economy, this positive linkage should be supported by communities wishing to promote their tourism development. History buffs are attracted to historic sites and districts and inn visitors provide revenue which makes preservation economically sound (Keating, 1983, p. 42). A second link between preservation and bed and breakfasts comes from rehabilitation incentives. The potential income from bed and breakfast operations in historic structures and neighborhoods can provide lending institutions with additional justification for making rehabilitation loans.

Trade Associations

Most reservation services or membership organizations offer support and information to members. Several newsletters are published which allow for the exchange of information. These papers give an operator a forum for discussion of experiences as well as names of those who can lend support.

The American Bed and Breakfast Association was founded in 1981 to promote bed and breakfast, popularly spoken of as B&B, in all its variety of forms. Stated objectives of the organization are:

1. To encourage and support bed & breakfast travel in North America.
2. To gather and distribute B&B travel information to the public.
3. To encourage government and private industry efforts to promote B&B travel within and to North America.
4. To unite the diverse components of the B&B industry and implement programs which support common goals.
5. To provide a forum through which industry wide questions and issues are addressed.
6. To provide services, conduct studies, disseminate information, hold conferences, and provide networking opportunities for the benefit of its membership (B&B Legislative Kit, 1988).

Sarah Sonke, Executive Director of the American Bed & Breakfast Association, has stated her goal as the integration of bed and breakfast into the mainstream of the travel and tourism industry. This association, a clearing house for bed and breakfast trade and travel information, primarily serves its members. Membership is selective and requires an application with references and a \$200.00 annual membership fee (Sarah Sonke, personal communication, February 8, 1988).

Mrs. Notarius, founder of Bed & Breakfast, U.S.A., began her network by encouraging several friends with nice homes to provide bed and breakfast lodging. Bed & Breakfast, U.S.A. is a "reservation service which screens hosts and guests and tries to match them up. . .

A photograph of prospective guests is required with the reservation and is forwarded to the hosts for security purposes" (Charles, 1984). Membership in the reservation service in 1984 was \$50.00 per year. There were 71 members in the network and Mrs. Notarius regularly inspected the homes. She also required members to maintain smoke alarms, fire extinguishers, and liability insurance coverage.

Operating a Bed and Breakfast Business

Given the growth of the bed and breakfast industry there has been a corresponding growth of interest in operating bed and breakfasts. One of the early publications in this field was at the request of guidebook author Norman Simpson. Upon receiving numerous queries on how one would open a bed and breakfast, he approached the successful entrepreneurs, Karen L. Etsell and Elaine Brennan and asked them to write How to Open a Country Inn.

At an early point in establishing her business, Mrs. Notarius held a seminar for potential guests at the local public library. Attendance at the first seminar was almost evenly divided between those interested in traveling and using the network and those who were interested in becoming hosts (Charles, 1984). Beverly Mathews' Start Your Own Bed & Breakfast Business - Earn Extra Cash from Your Extra Room was written from her experiences as a host and as the publisher of a trade newsletter, Bed & Breakfast Update. She encourages hosts to network with one another to share successes they have had in operating their bed and breakfasts.

A comprehensive publication, Developing a Bed and Breakfast Business Plan was published in 1988 by Robert D. Buchanan and Robert D. Espeseth. This guide, published as North Central Regional Extension Publication No. 273, was the result of research funded by the Department of Commerce under the National Sea Grant College Program. Although designed for the person who is looking to operate a bed and breakfast as a business for profit, it provides an outline to examine the bed and breakfast operation thoroughly before investing in such a business.

A twelve step plan begins with consulting with persons who have first-hand experience with a bed and breakfast operation. It is important to understand the advantages and the disadvantages of a bed and breakfast operation before making any major investment. Misunderstanding of these businesses can lead to disenchantment and failure of the project. It is even recommended that prospective hosts participate in a state or regional bed and breakfast association or in one of several apprenticeship programs around the country to improve understanding of job requirements before opening a bed and breakfast (Buchanan & Espeseth, 1988).

Additional chapters in this reference include directions to: analyze yourself and your family, develop the bed and breakfast concept, determine and research your market, forecast sales revenue, choose a location and building, develop a marketing plan, develop an organizational and operational plan, develop a plan to meet laws and regulations, develop an insurance plan, develop a financial plan, and complete the business plan (Buchanan & Epeseth, 1988). This

guideline for establishing a business plan is an excellent source of information for understanding the bed and breakfast concept and would be especially useful for economic development planners who are suggesting the promotion of these business within their communities.

Another Sea Grant Publication, Opening a Bed and Breakfast, gives a brief description of requirements for operating a bed and breakfast. The booklet gives an aspiring entrepreneur limited advice on the requirements for a homestay host. It also lists reservation services and sources of further information (Novak, 1984).

State Promotion and Development Activity

Interest in bed and breakfasts in the State of Tennessee has been exhibited to a limited degree by the State Department of Tourism. In 1987 they published a brochure, Tennessee Bed & Breakfast Homes and Country Inns. The information in this brochure was developed by the regional tourism contacts in the development districts around the state. This publication is available upon request from the Tourism Department. Fifty thousand copies were initially printed. According to state tourism department officials, this brochure is available upon request at the state welcome centers. However this brochure is not on visible display due to the department policy that such distribution of state printed brochures would be cost prohibitive (Marilyn Gargola, personal communication, December 13, 1988).

Gayle Trussell has introduced the concept of bed and breakfast as a small business opportunity in rural areas of the state. His work in tourism development for the Tennessee Valley Authority has included cooperation with the East Tennessee Community Design Center and their Rural Connections program. This program provides training and technical assistance to rural grassroots organizations working in the area of community-based economic development. Mountain City, Tennessee, recently focused on tourism-related development and has several new bed and breakfast operations as a result (Gayle Trussell, personal communication, February 1989).

Agricultural extension services in Iowa, New York, and Massachusetts assist bed and breakfast owners by providing information on the operation of a bed and breakfast from hostessing requirements to meeting health codes and other regulatory aspects of these businesses (Jim Huss, personal communication, February 1988).

Early bed and breakfast development was accomplished by individuals. In many areas, these individuals saw an advantage to forming a network. This in turn led to development of associations on a regional or state level. Michigan, Iowa, and North Carolina have established state-wide organizations. These organizations often function as a resource for hosts as well as providing an opportunity for joint promotion (Mahoney, Norman & Peterson, 1986).

Early legislative activity governing bed and breakfasts was generally on a local level. The American Bed and Breakfast Association has noted that, as of 1983, New York, North Carolina, and

Wisconsin were considering state-wide legislation regulating bed and breakfast establishments (B&B Legislative Kit, 1988).

The following discussion highlights three states which have made an effort to promote the development of bed and breakfasts. While there may be other states which support bed and breakfast development, these states seem to have made a more formal effort to promote bed and breakfasts.

West Virginia Development

The state of West Virginia is promoting the establishment of bed and breakfasts as part of their tourism development program. This determination was made for three reasons: (a) tourism is the second largest industry in the state, (b) the state has a high degree of unemployment, and (c) supplementing incomes becomes a basic need for citizens of the state (Clark, 1986).

In support of tourism promotion, the State Department of Commerce in West Virginia has worked closely with the Agricultural Extension Service to promote bed and breakfasts as small businesses within the state. The first bed and breakfast license was issued in West Virginia in 1981. There were 26 bed and breakfasts in September 1986 when the state began holding workshops; the following year there were 54. A goal was set by the Department of Commerce to increase the number of bed and breakfasts to 100 within a year (Kate Clark, personal communication, February 1988). As of January 1989, Clark estimated 75 bed and breakfasts operating in West Virginia (Personal communication, February 20, 1989).

The state offers two workshops periodically for persons interested in bed and breakfasts. The two objectives of the first workshop (Bed and Breakfast: Home-based Business Workshop) are: (a) to create interest in the establishment of a bed and breakfast home-based business as a means of increasing the income of West Virginia, and (b) to provide information concerning what establishing a bed and breakfast involves. The second workshop (Bed and Breakfast: Follow-up Home-Based Business Workshop) has as its objective to provide business-related information concerning the operation of a bed and breakfast home-based business.

West Virginia's bed and breakfast industry benefits from its proximity to Eastern metropolitan areas. A member of the Governor's Office of Economic and Community Development described the bed and breakfast rage as "taking what was essentially a means of economy travel and turning it into a stylish cultural adventure" (Kimmons, 1985). This description continues to be relevant today in West Virginia and in the rest of the United States.

Michigan Development

The State of Michigan has also developed legislation to support the establishment of bed and breakfasts. Early surveys of this industry in Michigan reported 65 bed and breakfasts in 1984 and 110 in 1985 with the number continuing to grow (Mahoney, Norman & Peterson, 1986).

A report to the governor on the proposed legislation cites the following advantages for expanding the bed and breakfast industry

in Michigan: it provides an alternative to the traditional type of lodging available to the Michigan traveler, thus diversifying Michigan's travel product; it offers new small business opportunities for Michigan residents; and it allows smaller communities, unable to support a motel development, to provide overnight lodging to visitors (B&B Legislative Kit, 1988).

In 1987, Michigan's "Governor Blanchard signed into law five bills designed to promote the bed and breakfast industry in Michigan" (Alexander & Watson-Olson, p. Appendix A).

Minnesota Development

The Minnesota Extension Service began involvement in earnest in the bed and breakfast scene with the inclusion of its name in an article by The Farmer magazine (Barbara Koth, personal communication, April 19, 1988). The Minnesota Extension Service developed a publication and a video and held approximately 25 regional or community bed and breakfast sessions. The Minnesota Office of Tourism is a cooperative partner in this development effort.

In 1986 there were less than 20 establishments in Minnesota; as of April 1988, there were over 55. The Minnesota Extension Service is changing emphasis from development to management education for all the new operators. The Minnesota Extension Service provides several workshops on starting a home-based guest business and also sponsored a state-wide conference (Barbara Koth, personal communication, April 19, 1988).

Summary

The development of bed and breakfasts from their beginnings has resulted in a variety of definitions of these businesses as states and communities define these businesses in relation to their own experiences. The general public has shown an increase in interest in these lodging accommodations and more references to bed and breakfasts are appearing in popular and current periodicals. More people are becoming familiar with the term even though the image of a bed and breakfast remains a personal one. State departments of tourism and educational programs are being developed around the country.

The next chapter deals with the planning issues which are raised by bed and breakfast operations. The study examines impacts on neighborhoods and on communities and the regulatory issues involved.

CHAPTER III

PLANNING ISSUES/CONCERNS

Introduction

The growing phenomenon of bed and breakfasts has attracted planners' attention. Although Betty Rundback and Nancy Kramer (1985) include useful information on regulations, especially zoning requirements, in a chapter entitled "How to start your own B&B", they caution potential operators to check the local zoning laws. However, since regulations are established locally, advice is very general. Bed and breakfasts, due to the size of the operations, often fall in a gray area and are often permitted under "customary home occupation" uses as long as the business does not violate the residential character of the neighborhood ("Turning a spare room," 1986).

The majority of cities have no special mention of bed and breakfasts in their zoning ordinances, however this is changing and some cities are beginning to include bed and breakfasts in their zoning ordinances (Preston, 1986). Bed and breakfasts are mentioned in ordinances under regulation of sign control, off-street parking, wastewater disposal, use of historic buildings, and limits to size of business and meal service ("Zoning news," 1984). Walla Walla, Washington's ordinance provides for bed and breakfast facilities within the city. "A bed and breakfast facility is a dwelling unit which is also utilized by the owner/operator as short term lodging

for travelers and transient guests" (Walla Walla, Washington, Ordinance No. A-3395).

Most planning issues concerning bed and breakfast establishments revolve around the question of neighborhood impact. Neighbors and planners address neighborhood impact by examining compatibility with the neighborhood, parking and traffic implications, and signage. The question of the role of bed and breakfast in historic preservation areas is a part of the above questions, but also it is a special situation which may require special handling. In the discussion of any land use question, it is helpful to understand the case law that has developed on the subject and the regulatory issues which are involved. The issues involve zoning ordinances and health and safety regulations such as water quality, food service areas, and fire codes.

Neighborhood Impact

The question of impact on a neighborhood depends on the location of the bed and breakfast. If the area is rural, there will be few neighbors to impact. However, if the area is primarily residential and zoning exists, one of the biggest hurdles in the opening of a bed and breakfast may be the neighbors' attitude. A New Rochelle, New York host says she "does not talk about bed and breakfast to the neighbors (because) you never know how people might react" (Charles, 1984). There are three areas where neighbors' concern about the impact of a bed and breakfast upon their property

values is most evident: compatibility with neighboring land uses, parking and traffic issues, and signage.

Compatibility with the Neighborhood

The size of the operation is one of the first questions to be answered when looking at neighborhood impact. If the bed and breakfast is to operate with two rooms rented out, it would be expected that the impact on the neighborhood would be little more than having houseguests (Erley, 1982).

It is not uncommon for potential operators to hold community meetings to explain how their operation will work before receiving community approval. This is especially true in areas where the idea of a bed and breakfast is new and not established. Such a lack of understanding of the concept has led some people to establish support groups which eventually became trade associations as was the case in the formation of Host Homes of the North Fork in Southold, Long Island (Wacker, 1987).

There are bed and breakfast operations existing on the small home stay scale that are undetected by the community. These hosts may register with a bed and breakfast reservation service which handles advertising and screening of guests. As far as the neighborhood knows, the hosts merely opens his home to "visitors." There are no exterior changes to the home and therefore no visible impact on the neighborhood.

Such may be the case in large urban areas where neighbors are not really aware of each other's activities. This suspicion is

supported because many guide books that include reservation services offer rooms in large cities and yet listings of individual homes cannot be found in guide books or tourism folders. Beverly Mathews says, "Hosting in private homes in this country is done in an almost clandestine manner due to severe zoning restrictions as well as a concern for personal security" (1985, p. 12).

Some planners have suggested that suburban neighborhoods should allow new uses because family demographics are changing. Bed and breakfasts have been suggested as an appropriate use within suburban neighborhoods where residents are aging and where there exist a growing number of single parents. Bed and breakfasts may offer the opportunity for a home-based business that is an untapped resource for the community (Hare & Price, 1985a).

Hare and Price suggested that "the population of the suburbs has aged substantially . . . and this phenomenon has created a need for day care for the elderly, senior centers, and a variety of other services" (Hare & Price, 1985a, p. 24). A second phenomenon in the suburbs is an increasing number of single-parent households. While these authors are primarily discussing "home-based social service providers", their article suggests that bed and breakfasts are one of the new services "people are eager to provide in their homes" and many of today's growing number of bed and breakfasts are owned by elderly people (Hare & Price, 1985a, p. 25).

An advantage of bed and breakfast for older individuals is a measure of flexibility. By joining a reservation service, the bed and breakfast operator needs to do no advertising and can accept guests

at will merely by notifying the reservation service. Such membership also precludes the need for exterior advertising.

The authors suggest "that growth in bed and breakfasts is a strong indication that women and their homes are a relatively untapped resource that can be attracted to provide home-based services" (1985b, p. 23). Bed and breakfasts can provide a challenging role for hosts and boost community pride (Hare & Price, 1985b, p. 25).

Parking and Traffic Issues

The question of added traffic in a neighborhood always seems to bring immediate concern among the residents. Since bed and breakfast operations tend toward small numbers of guests, the impact should be minor, although the perception of any kind of business in a neighborhood is that traffic will increase. Location of the bed and breakfast and the trip purpose of the guests will play a role in traffic. Guests at bed and breakfasts near a downtown may be inclined to park their cars and walk or take public transportation during their visit. Neighborhoods with large lots and wide yards may bear more impact on parking than those neighborhoods near downtowns where the residents are used to on-street parking, however homes in these neighborhoods are more likely to have off-street parking facilities.

The City of Charleston, South Carolina, which has many bed and breakfast establishments within the confines of a historic district, made special provisions for parking in their zoning ordinance. The

guests at a bed and breakfast must be provided off-street parking and it may not be in the front yard. The resulting solution is often that a long narrow driveway is used for guests while the owner uses the street in front of the house.

Since in many places guests are attracted to a bed and breakfast by reservation services, they generate little walk-in traffic (Swiatek, 1988). Furthermore, since breakfast is served, they eliminate the need for guests to leave early in the morning in search of breakfast, thus further reducing traffic impacts during peak hours.

Signage

There is a fine line between the residential character of a bed and breakfast and the commercial use of the property. In most communities and with the blessing of the host home, signs for the business are limited by the zoning ordinance. Most bed and breakfasts wish to have a successful business but since they are capitalizing on the home character of the business they also want the home to blend with the neighborhood. A small, tasteful sign on the property is usually sufficient to facilitate guests in identifying the establishment.

A limitation on signs is one standard which is used to prohibit detrimental change in the single-family character of a neighborhood. Signs are often limited in the part of the zoning ordinance sections relating to home occupations. For example, in Owosso, Michigan, identifying signs are not permitted. However, the ordinance allows a uniform bed and breakfast league or organization logo sign to be

displayed outside the home This sign may not exceed two (2) square feet, must be mounted flat against the wall of the principal building, and must be non-illuminated and unanimated (International Institute of Municipal Clerks, 1985).

Community Impact

The State of Michigan illustrates how bed and breakfasts can be used by a community. When the state was preparing to celebrate its Sesquicentennial, it endorsed bed and breakfasts as one way to provide lodging for the anticipated guests who would visit the state for the historic celebrations. A joint effort by the Department of Commerce, Michigan State University's Department of Parks and Recreation, and the Lake to Lake Bed and Breakfast Association was made to promote the development of bed and breakfasts. Bed and breakfast operators were encouraged to stress the historic significance of their buildings and their communities.

Historic Preservation

As New England was becoming the eastern seat of development for bed and breakfasts, the concept was also developing on the West Coast. California led the western development of the bed and breakfast concept. One difference in the two coasts seems to concern regulation. In New England the idea of personal use of one's personal property was a private matter and they did not see an indication of early concern regarding zoning or other planning issues, the exact opposite of the West Coast.

In 1983 the El Dorado County (California) Planning Department prepared a Bed & Breakfast Inn Study and Report which included a survey of surrounding communities' attitudes and actions. The California study related that the first inquiry for a bed and breakfast came in 1980 and was allowed under a special use permit in the home occupation provision of the Agricultural District zoning. By 1983, the local planning department established three criteria for processing bed and breakfast applications for location within residential, residential agricultural, or agricultural zone districts. A major requirement was that the structure must have historic significance. Historic significance was defined as "the relation of the structure to past historic uses, age, or a combination of past uses and the age of the structure" (Bed and breakfast establishments, PAS Reference Packet, 1984). Thus, historic preservation was an early component of bed and breakfast development. This may be one of the reasons that the general public often links bed and breakfasts with historic buildings or preservation issues.

The relationship of bed and breakfast and historic preservation involves several areas of impact. First, there is a growing interest in historic sites (Makens, 1987). This has increased attention on bed and breakfasts that are listed in the National Register of Historic Places. Secondly, the adaptive reuse of these buildings has contributed to the preservation by their owners of many large older homes which otherwise would be difficult to maintain in their original condition (Durman, 1987). Third, use of an historic building as a bed and breakfast can contribute to a preservation project by

lending stability and viability of the area. James Barron in a New York Times article stated that "B&Bs are playing an increasingly important role in saving old American Houses" (1987). He also pointed out a conflict with the definition of a bed and breakfast as the private home of the host and the capital required to renovate an historic building for use as a bed and breakfast. Since the 1986 Tax Reform Act, historic preservation federal tax credits are available only for commercial properties, therefore some investors are incorporating and using tax credits to rehabilitate a building for operation as a bed and breakfast inn.

Historic preservation issues within a community are often addressed in an overlay or district approach. An historic overlay zone is a designation placed on a structure or structures, with their attendant supporting features (i.e., landscaping, out-buildings, etc.). Properties designated through an historic overlay zone are regulated as to their appearance, and not as to use. While historic overlay may politically allow for uses that would differ from surrounding uses, technically it only affects appearance and physical survival of the structures (Ann Bennett, personal communication, February, 1989).

In Indianapolis, Indiana, a bed and breakfast is being hailed as "a welcome partial solution of what to do with historic mansions that are too big and too costly for most neighborhood uses" (Swiatek, 1988). Adaptive reuse of buildings in an historic area has long flourished in places like Charleston, South Carolina and Savannah, Georgia. Both communities have numerous bed and breakfast establishments.

The establishment of a bed and breakfast sometimes takes great perseverance. The story of Ralph and Theresa Wigginton is a case in point. They began their quest in 1983. At this time few of the San Jose, California planning commissioners had even heard of a bed and breakfast. After a year and half of paperwork, the zoning hurdle was passed with the designation of a permit which allowed a single family residential home to be used for commercial purposes as a means of preserving a historic structure. Further hurdles included getting approval of the health department, the fire codes, insurance coverage, and lodging tax departments (Better, 1988). After two years of operation the local planning department is pleased with the Wigginton's operation and has received no complaints (Better, 1988).

A similar experience was reported by Jean Lawrence in Lakeside, Michigan. In 1983 she got an informal verbal okay to open an inn in a residential zone. Neighbors feared "the inn would be a commercial resort hotel which would have destroyed the residential character of the area" (Myer, 1987, p. 17). It took time to explain to the zoning board what a bed and breakfast was before a variance was granted and the project proceeded (Myer, 1987).

Locations and Numbers of Bed and Breakfasts

Once one business receives local approval, other bed and breakfasts may follow. In some areas, this gives rise to a concern for over saturation of the market.

Ordinances in Charleston, South Carolina require that the Board of Adjustment assure that the additional guest room establishment within 150 feet of other lawfully existing guest house establishments meets the following requirements: that they (a) will not impede the access of emergency vehicles to the neighborhood, (b) will not alter the residential character of the neighborhood, and (c) the neighborhood has available adequate on-street parking to support an additional commercial establishment (City of Charleston Zoning Ordinance).

In Napa County, California, the county code states: "No use permit shall be approved for a Bed and Breakfast Establishment located within 1500 feet as measured from the base of the structure of another legally established Bed and Breakfast Establishment" (Bed and breakfast establishments, PAS Reference Packet, 1984).

The 1984 ordinance adopted by Laguna Beach, California states the maximum number of bed and breakfasts approved within a calendar year may not exceed ten. They must be located in a structure designated on the City's Historic Inventory and may not be within 300 feet of another bed and breakfast.

An additional area of concern is from commercial hotel and motel operations. However, as bed and breakfasts become more accepted, concerns are declining and "big hotel owners are learning that they aren't competing for the same market" (Myer, 1987). While both are interested in providing lodging, bed and breakfast owners do not consider themselves a threat to that market, rather

they are an alternative which provides a homelike experience (Better, 1987).

Other Aspects of Community Impact

Attitudes of neighbors go a long way in the operational development of a bed and breakfast. Many large older homes in the New England area are being used as bed and breakfasts. In some areas this additional use of single family houses "is welcome, since it preserves the older houses without disrupting the residential neighborhood" (Leaning, 1987). However, one of the stated concerns is the idea of "having a lodging house in an exclusive area of expensive year-round and vacation homes" (Leaning, 1987).

This aspect is interesting because the Cape Cod area has a tradition of allowing room rentals as a cottage industry in the area. "Many towns allow a family living in a home to rent to up to three lodgers without requiring a license" (Leaning, 1987).

Long Island is another area where bed and breakfasts have been met with varying degrees of acceptance. One Southend councilman feels that bed and breakfasts "help preserve some of the fine old homes in the area." Furthermore, "for older people, it's a way to keep up their homes after the children are grown. . .and the guests give a boost to the local economy" (Wacker, 1987). However some neighbors of an historic property which has been converted to a bed and breakfast in the Mattituck area, are unhappy since the property shares a road and beach access with other property in the compound. The neighbor is quoted saying "an appraiser said

property values could decline by 20% with the commercial bed and breakfast use in the area." This neighbor would like a bed and breakfast in an appropriate place, but feels that next door is a uniquely wrong place. He contends that the town has essentially changed the zoning on the property by allowing the special exception (Wacker, 1987).

James Barron (1987) suggested, "In some neighborhoods, according to experts in historic preservation, bed and breakfasts are doing as much as landmark designations to rescue old buildings." He stated that "B&B proprietors are refurbishing and refurnishing dilapidated mansions and once-opulent town houses."

While the attraction of a bed and breakfast is often experiencing the personal touch, the furnishing of these antique buildings with antiques is another drawing card. Even if the furnishings of the building are not authentic for the period, they contribute to the mood and ambience of the operation. According to Thomas J. Colin, editor of Historic Preservation, this is what the guests value (Barron, 1987).

Legal Aspects of Land Use

The original technique of zoning was to divide a community into districts or zones with specific activities permitted in each zone. Permitted uses were residential, commercial, and industrial with use arranged in hierarchical order. (It would be allowed to have commercial uses in an industrial zone, but not industrial uses in a

commercial zone.) Variances and special exceptions were added to zoning ordinances to provide flexibility and to protect the ordinance from invalidation. A variance could be granted when the zoning ordinance was administered so the owner could continue a non-conforming use. Downs v. Borough of Sea Bright, 12 N J Misc 11, 169 A. 342 (1933), held that the owner of a boarding house and bath establishment which was established before the area was zoned was allowed to continue those uses of his property. Zoning administrators could "authorize as a special exception a use of land differing from the uses otherwise permitted in a district, but only if in harmony with the general purpose and intent of the zoning ordinance" (Franklin, 1974).

Edward Bassett (1936) in Zoning: The Laws, Administration and Court Decisions During the First Twenty Years says "during the formative period of comprehensive zoning, it became evident that districts could not be confined to principal use only. It had always been customary for occupants of homes to carry on gainful employment as something accessory and incidental to the residence use." Customary practices within communities were not prevented if they met with no objection from the community.

Zoning ordinances may allow boarding houses as an accessory use in residential districts. They are allowed sometimes under general regulations which provide for home occupations incidental to the use of the dwelling as a residence (Bassett, 1936). The 28 American Jurisprudence 2d defines home occupation: "activities carried on by an occupant of the dwelling, usually the owner or some

member of his immediate family. . .there can be no employees or assistants, at least unless they are resident members of the family or other occupants of the dwelling" (Callies & Freilich, 1986).

Bassett (1936) further stated, "Taking boarders should be considered a proper accessory use in a residence district where the main use of the house is its occupation by the family of the person taking the boarders. In such cases there should be no display sign." However, some municipalities excluded boarding houses from residential zones on the ground that operating a boarding house was conducting a business.

A distinction was made at this time between boarding houses and rooming houses. "A rooming house is more generally excluded from residence districts than a boarding house. Roomers may be taken in a private homes, however, so long as the practice is incidental to the main use of the house" (Bassett, 1936). Hicks v. Stoermer (1928) determined if an ordinance does not allow a rooming house in a residence district, it will be prohibited as a business. In Zoning Law and Practice, E. C. Yokley (1967) uses Bassett's words, "The regulation of rooming houses follows the same general rule (as boarding houses) though more ordinances restrict roomers in residence areas than they do boarders. The test is whether or not the use is incidental to the main use as a dwelling."

Another type of accommodation, the hotel, was also discussed in the early days of comprehensive zoning. Some municipalities allowed hotels in residential districts (Bennett v. Inspector of Building of Cambridge, 1930). Other places required hotels to be in

business districts. Edward Bassett (1936) argued, "Travelers should be furnished with a quiet place to sleep if they want it. The attractiveness of many municipalities would be increased if a hotel could be built on a quiet street."

Many ordinances, while making provision for hotels, boarding houses, lodginghouses and multiple dwellings, make no mention of motels or tourist homes. The court has determined that for zoning purposes, motels were included in the general classification of the aforementioned, assuming that motels were not generally known at the time of drafting of comprehensive zoning (82 American Jurisprudence 2d, 1978).

The court has sometimes accepted local attitudes on the placement of motels within the zoning ordinances. Pierro v. Baxendale (1955) held that motels could be expressly prohibited from a given district. The ground for this decision was serving the public welfare. In other jurisdictions, if a motel was an expressly permitted use, it was allowed to proceed with its existence (Spicer v. Claremont, 104 NH 461, 189 A2d 496).

Moral attitudes of the times are often expressed in cases involving accommodations. They were not specifically mentioned in Pierro v. Baxendale (1955), but morals are discussed in Ewing v. Braun (1940). Judge Westerfield writes, "It is a well known fact. . . that the so-called 'tourist home' is a matter of recent origin and development and, while in some sinister aspects, the tourist home may be said to present marked differences from the rooming or lodging house of earlier years, nevertheless, insofar as the

defendants in this case are concerned, none of the objectionable features are claimed to be present."

Ewing v. Braun primarily concerns the right of the property owners to continue to operate under a non-conforming use provision although they changed their sign from "Rooms" to "Tourist Home."

The definition of the terms used to describe various accommodations is often the basis of decisions regarding the zoning of these accommodation facilities. To understand the early case law in this area, it is useful to be aware of the distinction made between inns and hotels, on one hand, and boarding, lodging, and rooming houses on the other. The 28 American Jurisprudence 543 (1940) gives this explanation:

While there is a certain similarity between inns and hotels. . .on the one hand, and boarding, lodging and rooming houses on the other, the two classes of houses differ from each other by the definition in certain fundamental characteristics. The principal distinction is that in the case of houses of the latter class; the proprietor deals with his customers individually with respect to terms and accommodations and exercises the right to reject any or all applicants at his pleasure, while in the case of inns and hotels the proprietor deals with the public generally on the basis of an implied contract and may not arbitrarily refuse to receive as a guest one who is entitled to be so received, as has been pointed out in prior sections. A boardinghouse has also been said to differ from an inn or hotel both in being less public in character and in arranging with its patrons to provide

for them during some more or less definite period. (Callies & Freilich, 1986)

Our cities have undergone many changes since the adoption of comprehensive zoning. The names, boarding and rooming houses, have remained although their place in our society has changed. Norman Williams, Jr. (1974) discussed boarding and rooming houses under the regulation of residential building types. "The proper location of boarding and rooming houses is a recurrent and difficult problem in zoning. . . (as) such facilities serve a definite housing need. . . . Under the usual pattern, existing middle-aged and older housing, usually in a rather high-density area in transition from earlier occupancy patterns and located near employment, is converted to more intensive use as boarding and rooming houses. In some areas such housing plays a significant role in the housing market, particularly in the larger cities and in coastal resorts, by making some use of existing useable housing stock in areas no longer particularly attractive for family living" (Williams, 1974). The usual vocal objections to this are the increasing density of the population and increased congestion especially concerning on-street parking. The often unspoken objection is "the notion that the existence of a boarding house lowers the social tone of the block" (Williams, 1974).

Baddour v. City of Long Beach (1938) upheld a zoning provision prohibiting rooming-, boarding- and lodginghouses in specific districts. The case also determined that in the absence of a specific definition for boardinghouse and lodginghouse, the meaning attributed to those terms will be that of general usage.

The New York Case, Kanasy v. Nugent (1954), was an important case involving boarding houses (the refusal of town officials in Ramapo to renew a license for a boarding house in a residential district, said boarding house accepted mental patients) but this case has no direct bearing on this paper's focus on boarding houses as related to bed and breakfast establishments.

Bed and breakfasts are a current extension of yesterday's tourist homes. Tourist homes predated motels and were an economical alternative to hotels and often the only accommodation available in small towns. In 1985, The Old House Journal estimated that there were close to 11,000 bed and breakfasts in the United States (Maxwell, 1985, p. 171).

A bed and breakfast is the subject of the lawsuit in Richey v. Olson. Residents of a subdivision brought action seeking permanent injunction restraining other residents from operating a bed and breakfast business which allegedly violated a restrictive covenant forbidding structures other than detached single-family dwellings. Judgment was in favor of the business and when the appeal was heard the judgment was affirmed. The judge held that the restrictive covenant addressed only the type of building permitted, and thus did not preclude operation of business which did not require alteration of the structure.

Bed and breakfasts, due to the size of the operations, are often permitted under "customary home occupation" uses as long as the business doesn't violate the residential character of the neighborhood ("Turning a spare room," 1986). Home occupation uses lie in a

borderline area between residential and commercial uses. Since discussion of the issue usually generates lively debate, most areas establish guidelines for use in considering home occupation requests.

Changing technological (e.g., microcomputers) or economic (e.g., high unemployment) conditions often force demands for types or intensities of uses not adequately addressed in existing ordinances (Hogue, 1988, p. 12). "By properly controlling home occupations, city officials can provide the opportunity for home-based work without creating a nuisance to the residential neighborhood" (Hogue, 1988).

Regulations should include a concise, understandable definition, a brief description of circumstances leading to enactment or amendment of the ordinance, a policy statement of the intent of regulation, permitted and prohibited home occupations, conditions home occupations must meet (typical elements are limits on employees, floor area, non-residents, storage and sales, traffic, parking, noise, odors, signs), and a statement of review and enforcement procedures (Hogue, 1988). Homestay types of bed and breakfasts should have little difficulty meeting the criteria for home occupations.

The emergence of bed and breakfasts in the zoning ordinances across the country indicates they are a spreading phenomenon. It remains to be seen if the courts will uphold these zoning ordinances.

Regulatory Issues

Zoning regulations within a community are adopted based on the appropriateness of land uses. Bed and breakfasts which operate

in communities with zoning ordinances generally run into problems when their owners wish to operate them in residential areas.

The areas of a town with large older homes most suitable for the development of the bed and breakfast business are usually in an area where homes are considered estate-type properties. This conflict arises because the owners/operators see the potential of the quiet residential neighborhood along with the appropriately sized home. Other areas of a town with the appropriate type building, may be located in a district of town which has questionable ambience and whose appearance may raise questions of security with potential guests.

Inquiries on bed and breakfast ordinances began to appear regularly in the early 1980's on LOGIN (Local Government Information Network). The Planning Advisory Service of the American Planning Association in Chicago reported an increase of similar requests about the same time.

Some communities have chosen not to regulate these businesses, but to allow them to operate as long as there are no complaints from the neighbors (Erley, 1982). Other communities have undertaken studies in order to develop appropriate regulations for their areas. One such early study was done in 1983 by the Department of Planning in El Dorado County, California (Bed and breakfast establishments, PAS Reference Packet, 1984). This study was a response to inquiries received about the process and procedures for establishing a bed and breakfast inn and includes

thirteen suggested criteria relating to bed and breakfasts. These criteria are:

1. Limit number of bedrooms - two (2) to five (5)
2. The structure shall remain a residential structure, i.e., the kitchen shall not be remodeled into a commercial kitchen.
3. Meals shall be served only to residents and overnight guests.
4. One nonilluminated sign may be erected on the property and shall be limited in size as specified in the zoning regulations. The sign shall compliment the nature of the use.
5. The proprietor and owner are required to occupy the property.
6. Bed and breakfast inns shall be required to comply with the El Dorado County Building Code and Environmental Health Department's requirements.
7. The structure must be within a fire district. Clearance must be received by the Planning Department from the fire district prior to utilization of a special use permit.
8. Parking ratio shall be one (1) space per room and one (1) space for the owner(s) and shall meet the standards as established by County ordinance.
9. No receptions, private parties, etc., shall be permitted.
10. A County business license must be obtained prior to operation.
11. Proposed bed and breakfast inns in single family residential, residential agricultural, and agricultural zones shall

be of local, state or federal historic significance. Historical significance for the purpose of this criteria shall be the relation of the structure(s) to past historical uses, age, or a combination of past uses and age of the structure. Documentation must be provided by the owner, accompanied by photographs and letters.

12. Bed and breakfast inns shall be processed under the home occupation provision by special use permit.

13. Short-term overnight lodging may be provided; monthly rentals shall not be permitted. (Bed and Breakfast Inn Study, p. Section 7)

The American Bed and Breakfast Association has assembled a B&B Legislative Kit which includes information on state-wide legislation in Michigan, Illinois, Iowa, Wisconsin, Minnesota, Maine, Wyoming, and Colorado. The El Dorado, California study, previously mentioned, is included as well as some information from St. Paul, Minnesota, Bellingham-Whatcom County, Washington, Montgomery County, Maryland, Charlottesville, Virginia and Washington, DC. The Association will sell the information to any interested party (B&B Legislative Kit, 1988).

Typical Zoning Ordinances

Specific inclusion of bed and breakfast in zoning ordinances is a new element. The definition of a bed and breakfast in a zoning ordinance tends to be an amendment of the definition of a boarding house and or a tourist home.

Most ordinances address the zones where a bed and breakfast is a permitted use. Certain zones may specify the size of a bed and breakfast allowed. The smaller businesses may be allowed to operate without any special restrictions in the more restrictive zones. A controversy has been raised recently in Newport, Rhode Island where "homeowner's have been allowed to rent one or two rooms 'as a matter of right'" (Borg, 1987). The community already regulates anyone who rents out three or more rooms. A proposed law would require an applicant to "prove that renting one or two rooms would not detract from the character of the neighborhood" (Borg, 1987).

Zoning ordinances which specify bed and breakfast operations generally deal with the following aspects of the business: number of rooms rented, parking requirements on the property (may require a site plan be submitted), exterior improvements of the building must not alter the character of the neighborhood, signs in size and location, residence of the owner, licenses required, and building, fire and health codes.

A community may adopt a specialized zoning ordinance for a specific purpose, as in the case of Owosso, Michigan. In 1984, the city passed Ordinance 428 to enable a single family dwelling of historic significance to conduct a bed and breakfast operation. The basis of the ordinance was:

- (a) public policy supporting the city as a tourist designation for persons interested in architectural/historical significance of single family residences, (b) to provide incentive for owners to

continue occupancy and maintenance of historic structures, and (c) to protect neighborhoods with provision of standards that prohibit nuisance and detrimental changes in the single family character of the site.

Knoxville, Tennessee, for example, has no special mention of bed and breakfasts in their zoning ordinances. According to the Metropolitan Planning Commission, bed and breakfasts are allowed to operate in the same areas as rooming houses. This would be classifications R-2, R-3, and R-4 in Knoxville and RB and OB in Knox County (Phillip McPeake, personal communication, November 18, 1986). Elsewhere bed and breakfasts are appearing in parts of ordinances which regulate signage, off-street parking, waste water disposal, use of historic buildings, and limits to size of business and meal service ("Bed and breakfast inns," 1984).

In Charlottesville, Virginia, bed and breakfasts are classified as home occupations subject to existing zoning restrictions. These restrictions allow only one employee in addition to the resident, only one small, non-illuminated sign and no exterior indication of the home occupation (Erley, 1982). Washington, DC zones bed and breakfasts as they would rooming houses and they are not allowed in a strictly single family area (LOGIN, 1987).

Wisconsin reports several cities which permit bed and breakfasts: "Appleton, in their First Residential District for up to two bedrooms for (stays) up to seven days; Madison, in their First Residential District for up to two bedrooms for (stays) up to 21 days;

Racine, in their Fourth Residential District as a 'lodging or rooming house'; Milwaukee, as a 'special use' (rooming house) conditional use in all residential districts; and Green Bay, as a conditional use in their Second Residential District" (Preston, 1986).

The City of Placerville, California only allows bed and breakfasts in structures of historical significance (Bed and breakfast inns, 1984). The municipalities of Larkspur, California and Laguna Beach, California also have a requirement that the bed and breakfast be located in an historic structure. The Zoning Ordinance of the City of Loudon, Tennessee was amended in 1984 to allow the use of any structure listed on the National Register of Historic Places as a bed and breakfast provided that the use is approved by the Board of Zoning Appeals as a special exemption.

As of December 1985, the City of Savannah, Georgia amended their zoning ordinance as a result of the proliferation of bed and breakfasts within the historic district. At the time of consideration of the amendment, bed and breakfasts were treated the same as hotels/motels. The cause of concern centered around parking. In order to add parking requirements to the hotel/motel classification, the City of Savannah adopted a separate category for bed and breakfasts as an accessory use, limiting the facility to one room. This precluded the parking space requirement for bed and breakfasts (LOGIN, 1987).

The Annapolis, Maryland city code defines a bed and breakfast establishment: "A single-family, owner-occupied dwelling which is used not more than twelve (12) days in any month for the lodging of

up to four (4) transient guests at any one time, none of whom remain for more than five (5) consecutive nights each, and which provide no food or beverage service for the transient guests other than for breakfast provided in the areas of the dwelling generally utilized by the resident family for the consumption of food" and also provides eight (8) conditions for licensing of the operation (LOGIN, 1987).

Health and Safety Issues

Since bed and breakfast establishments offer lodging to the general public, there is some concern that the health and safety of the consumer is assured. Unless there is a means to assure compliance with specific regulation, some of these establishments may go unsupervised.

The concept of the home stay bed and breakfast should not require the intense regulation required for hotels and restaurants. However, the safety of the bed and breakfast user should be considered.

In order to promote the development of bed and breakfast operations and to exempt them from all the standards required for hotels/motels and restaurant businesses, several states have adopted health regulations specifically for bed and breakfast establishments. For this to be possible, it was, of course, necessary for the state to establish a definition for bed and breakfast establishments that would be covered by the rules.

West Virginia is one such state. State code excludes from the definition of a hotel any establishment where there are less than ten

bed chambers or any "summer hotel" which is not open for guests from November 15 to May 15 except for the requirement of fire escape equipment in rooms and liability of hotel keepers for loss of property and deposit of guests valuables. Bed and breakfasts are required to register with the state health department and answer questions regarding the establishment's heating system, toilet facilities, water supply, and linen supply. Regulations allow bed and breakfast homes to use a family-type kitchen under the following conditions:

1. With the exception of jams, jellies, preserves, apple butter, syrups, and honeys, home canned foods are prohibited to be served to guests.
2. Raw milk is prohibited to be served to guests.
3. Food contact surfaces of equipment and utensils shall be non-toxic, easily cleanable, and in good repair.
4. Refrigeration equipment shall be capable of maintaining potentially hazardous food at 45 degrees or below.
5. Clean utensils and equipment shall be stored in a clean, dry area protected from contamination. (West Virginia Guidelines for the Sanitation of Bed and Breakfast Homes)

The State of Indiana is also considering minimum standards for Indiana bed and breakfast establishments regarding food supplies, preparation and service.

In 1988 a task force of the Division of Food and General Sanitation of the Tennessee Department of Health and Environment was examining bed and breakfasts in the state. At the present there

is no regulation, however based on the report of the task force, bed and breakfast may be brought under the food law. There has been pressure from motels and restaurants, especially in the Gatlinburg area, to regulate bed and breakfasts (Charles Woods, personal communication, February 1988). The task force decided not to do anything. For the time being, there are no plans to regulate bed and breakfasts in people's homes because there aren't that many of them (Joe Covington, personal communication, March 10, 1989).

California Senate Bill 1981, passed in January 1987, exempts bed and breakfasts from state commercial kitchen requirements. This bill excludes "restricted food service transient occupancy establishments (which includes bed and breakfast inns)" from the California Uniform Retail Food Facilities Law (Myer, 1987). Bed and breakfasts are still subject to local ordinances and in some places this restricts breakfast service to a continental breakfast.

Fire and Building Codes

Fire codes are an additional safety issue that involves bed and breakfasts. Problems occur especially in historic structures where requirements (such as exterior fire escapes) might conflict with building appearance. Codes requiring sprinklers also concern innkeepers with antique furnishings. The fire chief in Newport, Rhode Island feels the city should "require operators of small (bed and breakfasts) to install smoke detectors, fire alarms, and fire extinguishers (Borg, 1987).

Summary

The examination of neighborhood and community impacts of bed and breakfasts operating around the United States has shown there are more questions raised as more bed and breakfasts are established. Areas known as tourist or vacation destinations seem to raise questions about the frequency of these operations and the impact on neighbors. This is more often the case in areas where neighboring homes are owned by affluent persons who fear intrusion in privacy or declining property values.

Additional impacts upon a neighborhood can result from guest parking. It may be necessary to limit the size of the bed and breakfasts in order to keep parking space requirements at a minimum.

Some communities have specifically endorsed bed and breakfasts to promote tourism and preservation. The areas have usually defined bed and breakfasts and included standards for their operation in their zoning ordinances. One reason for this is to limit the impact of intense health department requirements on these small business and at the same time still assure the public safety.

The next chapter discusses bed and breakfast operations in Tennessee from the viewpoint of owner/operators and planners.

CHAPTER IV

THE BED AND BREAKFAST INDUSTRY IN TENNESSEE

This chapter describes the bed and breakfast industry as it is operating in Tennessee based on information from returns on the research questionnaires. Locations and impacts of Tennessee bed and breakfasts will be identified. Experiences and opinions of owner/operators and planners will be discussed.

Descriptions of Establishments

Location

A questionnaire (Appendix A) developed for owner/operators of bed and breakfasts in the State of Tennessee was distributed with a cover letter and a stamped-return envelope to 60 persons. As of March 4, 1989, 40 questionnaires were returned for a return rate of 67 percent. The response rate includes the results of follow-up phone calls and a second mailing.

The brochure published by the State Department of Tourism (Appendix B) identifies bed and breakfasts operating in over one-third of the counties in the state. They can be found in the largest city (Memphis) and in small communities like Lyles and Mountain City. Based on the responses to the questionnaire, 45 percent were located within the limits of an incorporated city. Table 1 reflects information on the location of Tennessee bed and breakfasts.

Table 1. Locations of Tennessee Bed and Breakfasts

Characteristic	No.	%
Within Incorporated City Limits		
Yes	14	45
No	<u>17</u>	<u>55</u>
Total	31	100
Type of Neighborhood		
Residential: Single Family	12	36
Residential: Multi-family	4	12
Commercial	3	9
Agricultural	10	30
Other	<u>3</u>	<u>9</u>
Total	32	100

While respondents are scattered throughout the State, they do cluster around the tourism centers in the state. The Eastern region of the state is home for a great number of these businesses, especially in the Gatlinburg-Pigeon Forge area. Eighty-four percent of Tennessee bed and breakfasts are either located within incorporated limits or within 10 miles of a city.

A bed and breakfast homestay operation would be defined as a bed and breakfast whose host generally has a job outside the home and who enjoys taking in occasional guests. A bed and breakfast guesthouse differs from a homestay in that there are usually more guestrooms and it is run as a business (Sarah Sonke, personal communication, February 1989). Some businesses which fall within

the definition of homestays have been difficult to identify. There are three reservation services which list homestays within the state: Bed and Breakfast in Memphis, Bed & Breakfast Host Homes of Tennessee, and Bed & Breakfast of Middle Tennessee. Some of their members also advertise on their own but most hosts registered with these services seem to prefer to have the reservation service handle their promotion.

Only one response was received from these reservation services. From the information provided by Bed and Breakfast in Memphis, the service lists eight homes that offer bed and breakfast in a private home, European style. Most offer one room and convenient locations; they are identified as being near college campuses (both Rhodes and Memphis State), downtown, and the medical center. Descriptions of the rooms indicate they may appeal to the business traveler. For example, one offers an office area with typewriter and copy machine.

Thirty-six percent of the responding bed and breakfasts are operating in a single-family residential neighborhood (see Table 1, p. 65); 30 percent are located in an agricultural area. This reflects the distribution between urban and rural settings. While most operators defined their neighborhood, they usually ignored the question of how is your property zoned. Two special zones were listed: historic district and crafts commercial. These are special districts which have been designed to allow for specific operations within their boundaries while at the same time protecting the property owners within the area.

Overview

The survey results (Table 2) verified that bed and breakfast in the state is a relatively new business. Forty-one percent of the businesses have been in operation from one to three years and 31 percent have been in business from three to five years. Only 16 percent had been in business longer than five years. One respondent did say that their bed and breakfast had evolved from a tourist home which recently had been inherited. Only 9 percent reported that their building had been a bed and breakfast before they purchased it.

Bed and breakfasts in the state range in size from one to 25 rooms. The results indicate that in Tennessee, as in the nation, there are two types of bed and breakfasts, the homestays and the commercial inns. There are several operations in the state with 11 - 25 rooms. These would more accurately be defined as bed and breakfast inns.

Fifty percent of the respondents (Table 2) have one to three rooms and 28 percent have from four to six. Discounting the three largest reporting establishments, the average number of guests accommodated is seven and one-half.

While 38 percent of hosts reported using between 25 and 50 percent of their building for the bed and breakfast (Table 2), 30 percent report using more than 75 percent of the building for the bed and breakfast. The question was probably misinterpreted and therefore was more a reflection of the size of the family rather than

Table 2 Selected Characteristics of Tennessee Bed and Breakfasts

Characteristic	No.	%
Years in Business		
Less than 1	4	12
1 - 3	13	41
3 - 5	10	31
More than 5	<u>5</u>	<u>16</u>
Total	32	100
Number of Guest Bedrooms		
1 - 3	16	50
4 - 6	9	28
7 - 8	2	6
More than 10	3	9
No Response	<u>2</u>	<u>36</u>
Total	32	100
Percent of Building Used for Business		
Less than 25%	6	19
25% - 50%	12	38
51% - 75%	4	13
More than 75%	<u>10</u>	<u>31</u>
Total	32	100
Off-street Parking		
Provided	27	84
N/A	1	3
No Response	<u>4</u>	<u>13</u>
Total	32	100

the use of the building. Based on conversations with the hosts, it seems that some homes are almost completely open to guests while other hosts partition off their business.

Most of the reporting bed and breakfasts are operating in large homes, from 2,000 square feet to 5,000 square feet. Several of the bed and breakfasts are in very large buildings - measuring over 5,000 square feet. Several Tennessee bed and breakfasts are in very large homes (more than twenty rooms).

Operations

Reservations for overnight stays are made in advance at 71 percent of the operations. Several indicated that guests were not required to make advance reservations but most did and that was preferred. The bed and breakfasts in Tennessee are generally open year round (84 percent). The remainder of those hosts not open year round report being closed January and February. Hosts often close over the holidays and during the winter season when Tennessee does not have large numbers of vacation travelers. Table 3 shows that all Tennessee bed and breakfasts operated from April through September.

The number of guests at Tennessee bed and breakfasts reflects the size of the operations. Tennessee bed and breakfasts reported accommodating from 12 couples to 5,000 guests in 1987. These same respondents reported 14 couples to 6,000 guests for 1988. However, many of the respondents (33 percent) chose not to respond to this question.

Table 3. Bed and Breakfasts Operating Characteristics

Characteristic	No.	%
Length of Guests' Stay		
1 night	12	38
1 - 2	7	22
2 nights	9	28
More than two nights	3	9
No Response	1	3
Total	32	100
Months Open for Guests		
January	27	84
February	27	84
March	31	97
April	32	100
May	32	100
June	32	100
July	32	100
August	32	100
September	32	100
October	31	97
November	30	94
December	28	88
Open Year Round	27	84

Eighty-eight percent of the guests stayed at a Tennessee bed and breakfast from one to two nights. Length of guests' stay is reported in Table 3. Only one respondent said the average stay was longer than three days. This reflects a change in American travel patterns. Two member working families have a more difficult time getting away for long vacations and are using weekend respites for holidays and are looking for places close to home to get away for a short time (Cox, 1988). Another explanation is the use of bed and breakfasts by business persons.

Thirty percent of responding bed and breakfast operators were uncertain how much of their business was the result of returning guests. The small bed and breakfasts may have more accurate estimates of returning guests because of the size of their business. This question needs further study to determine the impact of returning guests.

Bed and breakfasts in Tennessee seem to have evolved along the lines of national trends. As development of these establishments occurred more people began to look at establishing one as an option as their children left home and/or they approached retirement. Many of the operators said that they had gotten involved because they wanted to share their historic homes with others and that they enjoyed entertaining and meeting new people. Operators reported these goals had been met by their bed and breakfast, but some decided the time requirements of the operation were too restrictive and have closed their bed and breakfast establishment.

The most positive responses from operators came from those who have an historic home and from those who use the business as a hobby and do not depend on it as the sole source of income. Several respondents indicated that they were operating the bed and breakfast to allow them to live in a glorious old home and they used the bed and breakfast income to help maintain these homes.

Respondents to the questionnaire mentioned brochures and word of mouth as the most common methods of promotion used for their businesses. Over half also depended on guidebook listings to attract their customers.

The high cost of advertising was one of the biggest problems the operators reported. Many advertised in local newspapers and depended on feature articles in these same papers to spread the news of their existence. Seven operators reported advertising in Southern Living but also commented on the high cost of doing this.

Bed and breakfasts are operating in a wide variety of homes in the State including log cabins, grist mills, Victorian mansions, and farmhouses. Bed and breakfasts are found in a variety of dwelling styles ranging from recently built ranch homes to old stagecoach inns. The majority of these businesses have been started by owners based on readings and on discussions with other bed and breakfast hosts and/or a desire to try something on their own.

There is an organization in the East Tennessee area from Knoxville to Greenville, called the East Tennessee Bed and Breakfast Association. This group meets monthly to share support and exchange information on promoting bed and breakfast development

in the area. This year they are sponsoring a weekend conference to promote the bed and breakfast organization and to provide innkeepers with additional operation education. In Middle and West Tennessee, organization of bed and breakfasts has tended to depend on reservation services.

Only four hosts reported receiving help from any state or local government offices in the establishment of their businesses. Two operators mentioned that they had talked with the State Department of Tourism and two had talked with officials about business licenses and health regulations.

The most common problems listed by bed and breakfast operators were insurance costs, the best way to spend advertising dollars, and the time required to be available at the inn. Responses varied with respect to the size of the bed and breakfast operation.

Existing Regulation

The actual zoning of bed and breakfasts in the State of Tennessee has been limited. In some areas, they are considered under the same regulations as tourist homes. Other places have simply allowed them under tourist home, hotel, or boarding house ordinances. Many of the areas in the State where bed and breakfasts have developed are not covered by any zoning regulations; in agricultural or remote areas there are few zoning regulations.

Of the larger Tennessee cities, only Johnson City has included bed and breakfasts as a defined use into their zoning ordinance. According to Julie McEuon, Johnson City planner, this has been done

because of a desire to promote this use in areas of historic significance.

An ordinance passed in Loudon, Tennessee in 1984, allows the use of a historic building as a bed and breakfast if the building in question is eligible for the National Register of Historic Places. Approval must be received from the Board of Zoning Appeals as a special exception prior to the issuance of a permit.

Many cities do not consider bed and breakfasts worth including in the zoning ordinance and merely allow them in the same areas where a hotel or motel might be located. This does not adequately address homestay type bed and breakfast operations where the homeowner rents out one room of his home. This may also explain the lack of formal inclusion in city regulations.

Some planning and zoning officials stated that if bed and breakfasts are not specifically mentioned in the zoning ordinance of a community, it gives the community a degree of control and flexibility. The existence of such a business may be ignored unless there are complaints. If there are complaints about the bed and breakfast establishment, the community then has the authority to say that such business cannot operate legally under the existing regulations. Once you begin to specify the operation by size and location you often raise questions about exceptions.

There are special situations which may allow, and in fact promote, the development of these uses within residential structures. One such situation occurs annually in the town of Shelbyville where there is an annual Walking Horse Festival. For years people have

rented rooms in their homes for this event. For one week that town probably becomes the unofficial bed and breakfast capital of Tennessee.

Another special situation was the World's Fair held in Knoxville, Tennessee in 1982. The question of bed and breakfasts arose on a large scale as people wanted to make a profit from the event. The Metropolitan Planning Commission allowed the development of bed and breakfasts under temporary use permits for the time of the fair. Some of these businesses may have continued as a result of renovations done for the fair.

Operators' Perspective on Planning Issues

The planning issues examined as concerns for bed and breakfasts are neighborhood compatibility, traffic and parking, zoning, and signage. Operators were questioned about their experiences in each of these issues.

Neighborhood Compatibility

Operators were asked if there was a problem of compatibility with neighboring land uses when they established their bed and breakfast. The majority responded that there was no problem. Several explained further that they were located in a rural area and really had no neighbors. Two operators did say that they had talked with neighbors before beginning their business. Two noted that they had been in the area first, one was a tourist home dating from the 1940s and the other was a country inn in the mountains. Two

persons responded that it required explanation and convincing neighbors that they wished to maintain and support the historic character of the neighborhood. Neighborhood acceptance may be related to understanding the commercial extent of the bed and breakfast. A common misunderstanding is that a bed and breakfast is like a motel.

Since many of the bed and breakfasts are located in rural areas or in areas where there is no zoning, these operations faced little problem with neighborhood compatibility.

Several of the operators reported there was no problem with compatibility because they were considered institutions in the community. One such example is Clardy's Guest House in Murfreesboro. Compatibility problems also are not an issue with the Lowenstein-Long House in Memphis. These homes are located in changing neighborhoods and may actually be located in areas which are now defined as commercial, therefore the question of neighborhood compatibility might be more a question of the neighbors not being compatible with the bed and breakfast.

However there are several cases where the question of compatibility has been raised in the state. One example is Greenville where the Big Spring Inn is located near the downtown in an area of historic homes many of which have maintained their residential uses. Once the sale of the property and the intended use became known, neighbors raised the question about the operation of a bed and breakfast being a commercial operation. The home has been allowed to be used as a bed and breakfast but subsequent rezoning of the

area allows the use only as an existing one and if the property is sold and a bed and breakfast is not continually operated in the building then the use will be disallowed.

A second place where a bed and breakfast raised a compatibility issue was in Athens, Tennessee. A large older home was to be purchased with the intent of using the building as a home and a bed and breakfast. The 6,000 square foot mansion was on a seven acre estate. The request to the planning commission was to allow a bed and breakfast operation as a home occupation. Residents of the area behind the house expressed concern about declining property values, noise from the property and the fear that a restaurant or club might eventually develop. The potential owner's request was denied and according to Stan Harrison of the Southeast Tennessee Local Planning Office, the neighbors later succeeded in have the zoning changed to R-1-E. This exclusive zoning does not allow any commercial use of the property, thus the development of a bed and breakfast in Athens in that home was not permitted.

Location and Regulations

There was no area of Tennessee where respondents felt there was an overabundance of bed and breakfasts. In fact, one owner said they were the only one in the city and there was only one more in the county. Another felt there is a shortage of bed and breakfast lodgings.

There are bed and breakfasts operating quietly in Tennessee. One such operation was identified in the Nashville area in the

December 1988 issue of Country Home (Culbertson). This study was unable to identify the number of such operations. The couple at this bed and breakfast limit their bed and breakfast experience to occasional guests and feel that bed and breakfast guests are an extension of the entertaining they both enjoy (Culbertson, 1988).

Most of the operators reported no problems encountered from local or state government. Several mentioned that there had been zoning changes made to accommodate their operation. One method of handling this was to have bed and breakfasts included in the current zoning ordinance. Another operator noted that government officials did not even know what a bed and breakfast was. The larger operations had applied for hotel business licenses so there was no problem with the licensing of their operations.

It is impossible to determine from the responses whether operators had even made contact with local government officials. Operators of many small homestay operations contend that most of the neighbors don't even know about their business. This follows the national pattern. Many operators think they have a good thing going and do not want to raise the potential of further intervention by government or of strict regulation. One host reported that if bed and breakfasts were strictly regulated, she would probably stop taking guests.

Operators reported that safety precautions taken for fire protection were done out of common sense or for insurance coverage. Reservation services often have membership requirements that

cover these areas and often perform regular inspections of the homes listed.

Signs

Since the bed and breakfast concept stresses a homelike atmosphere, high visibility signs are not part of the concept. However, as far as neighbors are concerned, they do not want signs in the neighborhood for fear that it will hasten commercialization within an area. Zoning ordinances which cover bed and breakfasts often contain restrictions on sign size and location. Respondents in this study stressed that if they had a sign it was small, unobtrusive, and tasteful. Several stated that they were off the regular path so a sign at their home would not be seen anyway. One rural establishment said that signs were not allowed on the nearest road since it was a designated scenic highway; an expensive permit would have allowed a sign, but owners felt it would be of little use because of its distant location from the house.

Traffic and Parking

In attempting to assess the impact of Tennessee bed and breakfasts on neighborhood traffic, a question was asked about guest parking. Respondents stated they had met the parking requirements of their guests on their own property (see Table 2, p. 68). Since many of the responding bed and breakfasts were located in rural areas, guest parking would not be likely to impact neighboring properties. In urban settings where the zoning required off-street

parking and for the larger establishments, the operators reported providing parking in backyards or private lots.

Professional Planners' Perspective

A questionnaire (Appendix A) was developed for distribution to planners dealing with bed and breakfasts. Contact was made with thirteen cities in the state which have populations over 25,000 and with the regional offices of the State of Tennessee, Department of Economic and Community Development, Division of Community Development, Local Planning Office. Response was received from 11 of the 13 cities contacted (Table 4), and from all of the Local Planning Offices in the State, for an 84 percent return rate. Cities not responding were Hendersonville and Murfreesboro.

Agency Policies

Officials were asked if there was an agency policy for bed and breakfasts. Memphis acknowledged that they would be treated as hotels or motels and Chattanooga reported allowing them in zones permitting lodging houses or motels. The latter was also the case in Knoxville. Jackson expressed concern that the biggest problem would be meeting fire and building codes which are more concerned with new construction, but the area would encourage bed and breakfasts and they would be allowed as special exceptions.

In general the response from both the local planning offices and the cities about the existence of bed and breakfasts was there might be some, but they really were not aware of them and/or had

Table 4. Tennessee Cities Surveyed for Bed and Breakfast Study

Name	Population
Chattanooga	169,728
Clarksville	54,777
Cleveland	26,924
Germantown	28,060
Hendersonville	29,434
Jackson	49,258
Johnson City	43,854
Kingsport	32,027
Knoxville	175,045
Memphis	646,174
Murfreesboro	37,661
Nashville	344,273
Oak Ridge	27,662

no problems with them. Memphis did acknowledge they had received inquiries regarding operations in residential areas.

The planning issues in the questionnaire were generally not discussed due to the cities' limited experience with bed and breakfasts. Most respondents noted that a bed and breakfast would have to meet the parking requirements of any zone in which they were located. In Memphis they would be required to provide a minimum of one space for each room and the planner felt this requirement might compromise the yard in a residential areas.

Reasons for Existence

Although most of the urban planners did not acknowledge the existence of bed and breakfasts within their communities, many speculated on why they might exist. Primarily they were seen as an appropriate reuse of large older homes. Furthermore bed and breakfasts were seen as a lodging alternative to traditional hotels and motels and an opportunity for individuals to get a better feel for a community.

Appropriate Zone Locations

Planning officials were asked to comment on appropriate zones for the location of a bed and breakfast. An overwhelming majority felt they should be encouraged in historic districts. Cleveland felt that the Central Business District would be a good location and also included the appropriate types of buildings. Germantown's historic area is also a business district but their zoning does not allow bed and breakfasts. Johnson City acknowledged that the RD-1 zones where bed and breakfasts are permitted are in the older parts of town but are not formally recognized as historic districts. Kingsport felt that a bed and breakfast would be a good adaptive reuse of buildings in an historic district. Nashville felt that bed and breakfasts could provide funds for the preservation/restoration of structures in historic districts.

Most planners responded that a bed and breakfast would not be a permitted use in a single family zone. The unqualified rejection

of this location may indicate a misconception about the operation of a bed and breakfast home stays. The Jackson planner summed the feeling of most planners: "The single-family environment needs to be protected, so bed and breakfasts should be limited in such zones. Transient lodging is best located near or adjacent to the Central Business District, business, and higher density residential zones."

An exception occurs in the city of Oak Ridge where the RG-1 (Residential, Open Space & Reserved District), the One-family Residential District, and the Two-, Three-, and Four-Family Residential Districts each allow "not more than two rooms per dwelling unit to be used for boarders or roomers." Bed and breakfasts of this size could operate in those districts. Oak Ridge would also allow bed and breakfasts in the Multiple-Family Residential and Hotel Districts where they are allowed as tourist homes, motels, or hotels. The size of the bed and breakfast establishment would not be limited in that district. However the town planner felt the city had few buildings of appropriate size for a bed and breakfast operation.

Multi-family zones were usually considered acceptable for the location of bed and breakfasts since these areas are generally the ones which currently allow rooming houses.

Location in commercial districts brought a mixed reaction from city planners. While they felt that bed and breakfasts were residential in character, they felt that some buildings would serve as appropriate structures for a bed and breakfast. The idea may involve homes of a large size which were originally built on the edge

of town and are now surrounded by more commercial uses. A bed and breakfast could perhaps be a use which would retain the character of the building.

Responses from the Local Planning Offices

Planners from the local planning office provide professional advice to local communities by contract. Although not all areas of the state avail themselves of this opportunity, it was felt these planners could provide a fairly accurate picture of attitudes about bed and breakfast in the more rural areas of the state.

Ironically (since many of Tennessee's bed and breakfasts are located in rural areas and small towns) the responses to the questionnaire sent to the local planning offices indicate that most planners are unaware of any bed and breakfasts in their areas. The planner in Johnson and Green Counties thought there were some but did not know their names. No problem with these businesses was anticipated depending on their size and location. Most felt they should not be in low-density residential areas while others felt that if they were limited to one or two bedrooms there would be no problem with their operation.

Planners in areas where there is an increasing focus on attracting tourism dollars seemed to be more receptive to bed and breakfast establishments. Dover, Tennessee was identified as an area where they might be an asset. The opinion often expressed was that communities would probably be hesitant about their

establishment. The question of understanding what a bed and breakfast is and how it functions may be behind this attitude.

The local planning offices stressed that in rural areas there would be little chance that the operation of a bed and breakfast would infringe upon the neighbors. Few of these areas have zoning which would prohibit a bed and breakfast.

As in the larger cities, those areas which allow boarders would pose no problem with the operation of a bed and breakfast, however there is concern that any large bed and breakfast operation would change the character of single-family residential neighborhoods. Planners often felt that each community would be a special case and that bed and breakfasts in their areas should be examined individually. Bed and breakfasts operating in these areas would provide the opportunity for quiet get-aways from hectic urban life.

One planner said that a bed and breakfast should cause no impact in a low density district, but he would be concerned about the traffic impacts in multi-family or commercial districts because they are already crowded areas.

Like the urban planners, the state planners generally felt that bed and breakfasts were appropriate uses of buildings in historic areas or in agricultural areas where a community might actually benefit from additional exposure. Local planners' general response was that if a community wanted to include bed and breakfast provisions within an ordinance, they would provide guidance.

Bed and Breakfasts as a Component of Economic Development

Bed and breakfast operations may provide a component of economic development in the areas of tourism and in historic preservation. Tennessee has a high number of tourism visitors and a large number of persons who travel through the state. Capturing these travelers can boost a tourism economy. With an increase in interest in history and historic sites, a community may choose to stress the historic elements of the community as a component of economic development. Bed and breakfast operations can serve a role in both of these dimensions.

Tourism

Bed and breakfasts which are located in areas which already have tourist attractions seem to have the greatest potential for success. One of the greatest problems the owners mentioned was the expense of advertising and promotion. Hosts of the smaller operations depend on reservation services and brochures to spread the word about their business. Almost all of the reporting bed and breakfasts listed the state's major tourist attractions as the things which attracted persons to their bed and breakfast. In the eastern part of the state, the Great Smoky Mountains was a great attractor.

Locating a bed and breakfast in an area where there are already tourist attractions may make the promotion somewhat easier, although the competition then comes from established hotels and motels

Urban planners did not see bed and breakfasts as fostering tourism because of the small number of rooms that would be available and because they felt the typical city tourist would desire a full range of services. This latter attitude may indicate a lack of understanding the home-like atmosphere of the bed and breakfast concept. In general the planners from the city felt the impacts on tourism development would be minimal.

However, planners in the more rural areas of the state had mixed opinions. One thought was that bed and breakfasts would be good because they could provide lodging in areas where there was otherwise limited opportunity to find accommodations. They also felt that a bed and breakfast could capitalize on travelers who are already using the State's interstate highway system which is a crossroads in this part of the country. One planner felt that people who stay in bed and breakfasts are a specific type and since this number is increasing, having these facilities would encourage more over-night stays in an area.

Jackson in Madison County has begun a downtown revitalization efforts and bed and breakfasts are seen as an opportunity to expand and promote this development. The Germantown planner, however, did not think much of bed and breakfasts as a development tool because as he said, "His area was not a tourist area and was not economically depressed." Oak Ridge felt that bed and breakfasts could offer limited impact locally because most of the housing stock was not appropriate for such uses.

Planners in northern Middle Tennessee felt that a bed and breakfast would have minimal impact on development because the area contained endemic poverty and was isolated from major tourist attractions. Tourists that do come to the area are primarily campers and usually would not be seeking lodging. However, this planner felt that bed and breakfasts could be a step toward the promotion of tourism growth but even this would be limited since most bed and breakfasts are not perceived as good profit making ventures.

Some rural area development programs however are using bed and breakfast as a means of improving sagging farm incomes. Two areas of the state, Mountain City and Cookeville, have these types of programs. Mary Robbins, Director of Tourism Development in the Upper Cumberland Development District has been working with bed and breakfasts in that area. Gayle Trussell of the Tennessee Valley Authority and the East Tennessee Community Design Center with the Rural Initiatives Program have been working in the Upper East Tennessee area. Mr. Trussell has helped support the development of two bed and breakfasts in the Mountain City area.

Activities of the State Department of Tourism primarily involve advertising and keeping statistics regarding development. According to Peggy Harding, bed and breakfast lodging revenue is reported under the category "Other Lodging" and at this time she sees no reason to breakout the information specifically for bed and breakfasts (Personal communication, May 19, 1988). If a bed and breakfast has a business license, their revenue must be reported. The "Other Lodging" category includes rooming houses, condos

occupied for less than thirty days by non-owners, and country inns. Selection of the category under which to report revenues is done by the operator as there is no limiting definition for bed and breakfasts and country inns.

Beyond the printing of the B&B and Country Inns brochure the state tourism department has no plans to promote the development of bed and breakfasts. According to officials, the brochure will be updated when the original supply is exhausted. The state reports receiving more inquiries about bed and breakfasts but has no plans for any special development programs (Mark Forestor, personal communication, May, 1988).

An upper East Tennessee planner suggested that a high quality bed and breakfast could attract tourism customers from the Western North Carolina area. Based on the responses from the questionnaires, planners seemed willing to consider bed and breakfast development although it was not foremost in their minds. One suggested they might operate in the area around Erwin in conjunction with the Nolichucky festival. Bed and breakfasts are seen as occasional uses and not as a full-time support opportunity.

Limited understanding of bed and breakfasts is illustrated by the comment that "my town is too close to Memphis and has few tourist attractions." Some planners do not feel bed and breakfast development would make much difference in an area because of the limited number of accommodations which they could provide (Loudon), while others see bed and breakfasts as having potential

because the area contains limited lodging facilities (Roane County and Townsend).

Thirty percent of the operators estimated that their business had no return customers or they had no way of estimating. It was the consensus of the hosts that their occupancy rate was unpredictable. The question of predictability of their business may have been misinterpreted since most operators determine whether they want to accept guests for any specific evening. Only a couple of the bed and breakfast operations are totally dependent on income from their operations.

Operators feel that their businesses depend on the weather and community events. One couple said that April and October are their busiest months. Opryland and Dollywood are both big draws and often resulted in returning guests. The town of Jonesborough depends on high occupancy rates during the story telling festival. Another bed and breakfast suggested that sports events at University of Tennessee are attractions to their home. One bed and breakfast is no longer advertising as a bed and breakfast but has said they did accept returning guests. Location in a town has been a drawing card of some hosts. They have approached the business community within their towns and have encouraged them to register their business visitors for bed and breakfast accommodations. This is an area which takes a long time to get established but once accepted within the community seems to account for more repeat customers.

Another aspect of tourism attraction is the development of attractions at the bed and breakfast itself. Several bed and breakfasts portray themselves as rural resort retreats and provide luxurious accommodations complete with jacuzzis and big screen televisions along with gourmet food. These places may demonstrate the difference between homestays and commercial ventures.

Perhaps the most accurate description of the place of bed and breakfasts in economic development came from the planner who said, "Bed and breakfasts can be an aid to tourism in many small towns and rural counties, especially if the county or town has, or is adjacent to, natural scenic beauty or a national park or lake. Many people like to 'escape' to a rural area and a bed and breakfast would offer a comfortable 'uncommercialized' lodging environment, unlike a large motel." Another feels that rural bed and breakfasts have a better chance of success if they provide "on-site" entertainment. These comments show that people go to bed and breakfasts for different reasons and the diversity of these operations may be their greatest asset.

Many of the bed and breakfasts have taken advantage of the historic elements in their communities and in their structures to attract visitors. Rugby Colony has its own guest house. The Lowenstein-Long House in Memphis is just one of several bed and breakfasts in the state which are listed on the National Register of Historic Places. Over half of the reporting bed and breakfast hosts say one of the attractions of their homes is antique furnishings.

Historic Preservation

In order to determine if bed and breakfasts are playing a role in the area of historic preservation in the State of Tennessee a series of questions were asked of bed and breakfast operators. Seventy-eight percent of the respondents (Table 5) said that their structures were not listed on the National Register of Historic Places. Thirty-two percent said their buildings were eligible for the Register, while twenty percent did not know.

The question on the use of historic tax credits was not informative, since tax credits are not available for properties which serve as the owner's residence. They are only available for commercial and rental properties. Therefore it is not surprising that only one of the respondents had used tax credits for rehabilitation.

Most bed and breakfast operators (90 percent) had not received assistance from the state or local government regarding historic preservation information. Only two persons had received assistance from a preservation group. Responses reflect some misunderstanding about potential roles of such groups although the greatest need expressed was help with the paperwork required for listing on the National Register and information on the process, its meaning, and its value. Murfreesboro's bed and breakfast owner mentioned close ties with the historic preservation department at Middle Tennessee State University in Murfreesboro; they felt they could receive any help needed.

Over half the surveyed properties (60 percent) said they were a designated local landmark or were located in an historic district.

Table 5. Historic Preservation Issues

Characteristics	No.	%
Listed on National Register		
Yes	7	22
No	<u>25</u>	<u>78</u>
Total	32	100
Eligible for Listing		
Yes	8	32
No	12	48
Don't Know	<u>5</u>	<u>20</u>
Total	25	100
Building Designated as a local landmark or part of historic district		
Yes	10	40
No	<u>15</u>	<u>60</u>
Total	25	100

The operators felt that this enhanced their operations especially in promotion efforts.

Returns from the planning officials showed positive support for bed and breakfasts serving a function/role in historic preservation. Both urban and rural planners spoke positively for this use of historic buildings but cautioned that they needed to be in appropriate locations. Bed and breakfasts were seen as an option for generating income to preserve large homes.

Smaller communities were more supportive of this use, perhaps because more appropriate structures remain in their areas. Areas where past development has been slow, may have more original structures in their inventory thereby opening the way for preservation today. A bed and breakfast operation might be the incentive to restore and maintain older structures. Several country homes in the area have been used for just that purpose. They are even attracting retirees to the area as in the case of Dan and Ruth Dorgan, owners of the Snapp Inn in Limestone, Tennessee.

Location of a bed and breakfast in a historic district, is not generally in conflict with surrounding uses and can promote adaptive reuse of structures, comments another local planning office planner. Another sees the use of historic buildings as bed and breakfasts may be more acceptable to the community than the division of the property into apartments. The location of bed and breakfasts in historic districts is applauded as making economic use of historic buildings.

Some planners see the location of a bed and breakfast in an historic district as an advantage if the district has well-defined guidelines, then rehabilitation and maintenance will adhere to these guidelines. This use would bring more people to the area to take advantage of the other historic attractions. Two areas of the state have stressed this type of development, Jonesborough and Rugby. Using existing buildings for these types of businesses does not destroy the integrity of the structures or the community.

A concern that is common in historic rehabilitation and preservation has been noted in the development of the Hurt House in Jackson, Tennessee. Building codes are often not written to accommodate the preservation of older buildings. Often the code requires changes which alter the appearance and integrity of the buildings. This concern is not directly related to bed and breakfasts but does point out a possible detriment to their development, especially if regulation of these businesses is further developed.

Summary

The bed and breakfast industry in Tennessee is dispersed across the state and operates in a wide range of facilities. There are many communities and planners who are uncertain about the role and concept of bed and breakfasts. These businesses operate without disruption in their communities. Some have the wholehearted support of their communities while others are unidentified except to interested travelers. The owners/operators depend on one another for support in operating techniques and advertising.

Planners are more supportive of the bed and breakfast concept in smaller communities and rural areas. Urban planners do not feel they are a significant issue within their communities. It is felt these businesses may have a role in tourism and in historic preservation in some areas of Tennessee.

The conclusion of this thesis discusses the future of bed and breakfast establishments in Tennessee.

CHAPTER V

SUMMARY AND CONCLUSIONS

Summary

Bed and breakfasts are operating in the State of Tennessee and their numbers are increasing. They are being promoted as tools for community development in some areas.

The regulation of these business by defining the size of their operations will be met with opposition from some persons currently operating businesses called bed and breakfasts. Most operations in the state are the home style operations and the need to restrict these operations by hotel motel regulations is probably counterproductive.

These establishments may be defined on a state level for the purpose of assuring health and safety rules. Local communities may choose to further specify these businesses in their zoning ordinances. The operation of a bed and breakfast with one or two rooms probably makes no more impact on a neighborhood than visiting relatives. More than one operator has stated the neighbors are not even aware of the bed and breakfast establishment within their neighborhood. This is most likely the case with the host home bed and breakfast. Many neighbors are not aware of the comings and going at a home unless they are friends with the owner. Based on the returns of the survey, the bed and breakfasts which are operating on the host home level are not renting rooms every night.

Operations conducted in larger homes, with an historic atmosphere, can be a positive element in a community. Bed and breakfasts should be examined as an opportunity to preserve these homes when such homes are found in a changing neighborhood. These homes may also serve as a community meeting place especially in smaller towns where meeting places are often limited. They can also provide an opportunity to preserve the history of the area.

City ordinances can specify conditions for operation of a bed and breakfast and thereby limit the neighborhood impact of bed and breakfast operations. By specifying the number of rooms available, by limiting the type of signage used, and by prohibiting exterior alterations to the building, the neighbors of these business need not fear intrusion in neighborhoods.

Bed and breakfasts in the State of Tennessee are following the national trend of homestays and country inns. A variety of types of accommodations are available. These accommodations are by no means inferior; in fact some of the State bed and breakfasts are quite elegant and deserving of the title of deluxe accommodations. Some provide lodging accommodations in areas where other options are limited. They also serve to provide visitors an opportunity to meet Tennesseans on a personal level. A bed and breakfast host can indeed be a state goodwill ambassador.

The most common problem is the explanation of how these businesses operate. They are too often equated with large commercial ventures. There are operating in the State several

businesses which are really country inns. These operations do indeed require different handling in regards to location and regulations. However, these are generally found in the central areas of communities and have existed since the founding of the town. It is vogueish to call such places a bed and breakfast and many do include breakfast in the price of accommodations. However, many usually do not have the host family in residence and although they may be quiet neighbors, they should not be categorized as bed and breakfast homestays. There are also some bed and breakfasts that, due to their size, are really homestay operations even though the intent of their operators is a full-time business and their main motive is profit.

The inspiration to visit a bed and breakfast and the desire to run a bed and breakfast come from stories of others who are operating such businesses. Often the desire to meet people and to entertain is a motivating factor. Most of the information on these businesses dismiss the regulatory aspects with "Be sure to check with the regulations in your community before starting this venture." A State organization would be able to help potential owners address the problems in Tennessee based on their experiences.

There is a need to study how the host home bed and breakfasts actually impact their neighborhoods. Regulations of these businesses especially in regards to location within residential areas may not be necessary if they are operating only one or two rooms. Further study of this topic would require that these businesses be identified and that they and their neighbors be surveyed. The short time many

of these businesses have been in operation made it difficult to determine the impact on neighborhoods.

Many of Tennessee's bed and breakfasts identified in this study are located outside of towns, in the countryside, where the impact on neighbors is minimal. Such facilities represent an opportunity to do what you want with your own property. Beyond meeting simple health and safety factors, such businesses should be allowed to operate. They can bring tourist dollars to communities which have problems attracting larger accommodations.

An understanding of these businesses and their impacts is not readily apparent in the responses of planners. This is understandable since bed and breakfasts are relatively new. Since planners are the governmental officials most often called upon to review the location and existence of these operations, they should have better information on such businesses. A State organization of bed and breakfast owners or a state representative from tourism or economic development could provide this resource. At this time, a potential operator should be prepared to educate the general public as well as government officials on bed and breakfast operations.

Bed and breakfasts can provide additional lodging opportunity for visitors to the State. Research does not indicate that they are a threat to the hotel and motel industry. It appears they will be most successful in an area to which people are already attracted, otherwise the bed and breakfast will have to have a drawing card that makes them special and will need to spend significant time and money on marketing.

A bed and breakfast can increase the number of visitors who stay in a community. While the numbers will likely be small, the positive experience of bed and breakfast guests can bring other visitors. The personal attention which one can receive in a bed and breakfast is a big asset.

Conclusions

This thesis proposed several questions regarding bed and breakfast operations in the State of Tennessee. The research has produced some information on these questions but it is only a starting point. More examination of the industry is needed.

The land use impacts of the bed and breakfast industry operating in the State of Tennessee appear to be minimal at this time. There are areas of the State and groups within the State which are promoting these businesses. There are also a number of areas where the concept is not understood. There are places in the State of Tennessee where bed and breakfasts are operating without creating problems for a neighborhood or the community. Impact depends on the size of the operation and the purpose of the owner. Location also plays a role in impact. A small bed and breakfast establishment will not attract much traffic or attention at any given time. The location within a community near the downtown or near a commercial area also is not likely to produce negative impacts. In secluded areas where a bed and breakfast operates there are only a few neighbors to impact.

A bed and breakfast attracts a special type of guest. It may be someone who travels for business purposes and enjoys the homelike atmosphere afforded by these establishments. It may be a guest who is looking for a get-away from their regular pace and/or is looking for an opportunity to enjoy something special. Another potential guest is one who finds that a bed and breakfast may offer a different level of interaction. Some guests find that a bed and breakfast offers something different from the regular hotel or motel.

A bed and breakfast establishment may offer lodging opportunities in areas where there is not sufficient tourism or visitor traffic to support a larger commercial operation such as a motel. Income from a bed and breakfast may provide incentive for an individual to maintain and/or restore historic structures.

Recommendations

One of the most enjoyable aspects of being a bed and breakfast host is meeting people. One of the biggest problems of being a bed and breakfast host is the high cost of advertising and the unpredictability of having guests. Based on the information gathered in this research, it is recommended that action be taken by the State, by bed and breakfast associations in Tennessee, and by individual owners.

The State Department of Tourism should:

1. Increase the distribution of their bed and breakfast brochure by making it visibly available at the state welcome centers.

2. Annually update this brochure to keep information current.

3. Fund a study to further collect information to assess the impacts of bed and breakfast businesses within the State. Additional research on the homestay operations is needed to verify the "minimal impact" of these operations on a neighborhood. Once this is established, the promotion of these business under the auspices of a state tourism program would allow increased visibility to travelers with a minimal expense to the owner while additional revenue would be generated within a community.

Bed and breakfast associations and reservation services should:

1. Work together and with the State to promote these businesses throughout the state
2. Encourage bed and breakfast operators to become members of a state-wide association.
3. Explore group insurance plans and sponsor legislation which supports bed and breakfasts.
4. Sponsor educational programs for members

Individual bed and breakfast operators should:

1. Educate their communities about the value of a bed and breakfast businesses within a community. Further identification of these businesses would widen the forum available for owners/operators. One of the biggest concerns is community

acceptance, especially for the homestay operation with one or two rooms within a residence in a single-family neighborhood.

2. Join local associations which can provide them with additional information regarding legislation and educational programs which can improve their businesses.

Bed and breakfasts in Tennessee are an expanding development in the tourism and lodging market. There are several areas in the State where bed and breakfasts can be a positive economic factor. Small communities which sponsor annual festivals can add to their revenues if bed and breakfast accommodations are available in the community. Many areas of Tennessee offer wilderness experiences. Some persons are attracted to these areas for day events and might stay longer if there were lodging accommodations in the form of bed and breakfasts. Some communities and smaller towns already have commercial lodging facilities such as hotels and motels, bed and breakfast operations can expand the number of guestrooms available in the community. The personal experience often found in a bed and breakfast is compatible with the personality of our state. People are friendly and proud of their heritage. A bed and breakfast operation provides an opportunity for the continuation of this type of state public relations. The success potential of these new businesses will be enhanced with the support of the State Department of Tourism, fellow hosts, and the community.

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APPENDIXES

APPENDIX A

QUESTIONNAIRE FOR OWNERS/OPERATORS

1. Are you located within the limits of an incorporated city? ☐ Yes ☐ No
If yes, size of city? _____
If no, name nearest city _____
and distance to city _____
2. Type of Neighborhood:
☐ Residential: Single family
☐ Residential: Multi-family
☐ Commercial
☐ Agricultural
☐ Other _____
3. What is the zoning for your property?

4. In establishing your B&B, was there a problem of compatibility with neighboring land uses? If yes, please explain special measures you took to be compatible with neighboring land uses.

5. An overabundance of B&Bs in some cities may result in regulations regarding the number and location of these businesses. Please explain in detail if you have been affected by this.

6. Length of time in operation:
☐ Less than 1 year
☐ 1 - 3 years
☐ 3 - 5 years
☐ longer than 5 years
7. Was your building used as a bed and breakfast prior to your purchase? ☐ Yes ☐ No
8. Does the owner live on the premises?
☐ Yes ☐ No
9. Number of guest bedrooms _____
10. How many guests can you accommodate?

11. What percentage of your building is used for the bed and breakfast?
☐ less than 25%
☐ 25%-50%
☐ 51%-75%
☐ more than 75%
12. What is the approximate size of your structure?
☐ less than 2,000 sq ft
☐ 2,000 - 3,000 sq ft
☐ 3,001 - 5,000 sq ft
☐ more than 5,000 sq ft
13. Which of the following meals are available on your premises?
☐ Continental breakfast
☐ Breakfast
☐ Lunch
☐ Dinner
☐ Other _____
14. In providing food service, have there been state or local regulations which were necessary to address?

15. Please explain how such regulations have affected your operation:

16. Is advance reservation required for over-night stays? ☐ Yes ☐ No

17. Please check the months during which you accept guests:

☐ Year Round ☐ OR

☐ Jan	☐ May	☐ Sep
☐ Feb	☐ June	☐ Oct
☐ Mar	☐ July	☐ Nov
☐ Apr	☐ Aug	☐ Dec

18. How many guests did you accommodate in 1987? _____;
1988? _____

19. What is the usual length of stay?

20. What percentage of your business is from returning guests? _____

21. What factors make your business predictable?

Can you predict an occupancy rate?

☐ No ☐ Yes If yes, what _____

22. Does your home have special features that attract bed and breakfast guests?

23. List special attractions in the area which bring people to the area?

24. From what sources have you received operational guidance in establishing your bed and breakfast?

25. Did you receive assistance from local or state government in establishing your business? Describe.

26. Did you encounter problems or obstacles from local or state government in establishing your business?
☐ No ☐ Yes (If yes, please describe)
☐ Zoning

☐ Business license

☐ Codes

☐ Other

27. Have you had to take any special measures to meet local building or fire codes?

☐ Yes ☐ No If yes, please list

28. Size and location of business signs are often addressed by city planners in zoning regulations. Has the operation of your business been affected by regulation of signs? Explain any special restrictions you have had to observe.

29. Parking in residential neighborhoods may contribute to traffic problems. How has your B&B been affected by this concern? What measures did you take, if this was a problem?

30. Do you provide off-street parking for guests? ☐ Yes ☐ No

31. Is the building listed on the National Register of Historic Places? ☐ Yes ☐ No

32. Is the building eligible for listing on the National Register of Historic Places?
☐ Yes ☐ No ☐ Don't Know

33. Have you received assistance from the state or a local government regarding historic preservation information? ☐ Yes ☐ No
Has a preservation group supplied help?
☐ Yes ☐ No

If no, what type of assistance would be helpful?

34. Did you use rehabilitation tax credits for historic properties? ☐ Yes ☐ No

35. Is the building designated as a local landmark or part of a local historic district?
☐ Yes ☐ No

36. If yes, does that designation enhance or hinder your operation?

- ☐ Word of mouth
- ☐ Reservation service
- ☐ Brochures
- ☐ B&B/Inn guidebook listings
- ☐ TV or radio advertisements
- ☐ Magazine advertisements

☐ Newspaper advertisements☐ Billboards or signs☐ Feature articles

38. What problems have you confronted in running your B&B?

39. What changes in public policy would help you in running your business?

40. In general, what were your goals in establishing your B&B?

41. Please use the space below to include any comments which you feel are relevant and which you have not had the opportunity to address in the previous questions.

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE

Return to: Carol Anne Swagler
8320 Corteland Drive
Knoxville, TN 37909

Have these been met? ☐ Yes ☐ No

QUESTIONNAIRE FOR PLANNING PROFESSIONALS

Name: _____

Planning area/jurisdiction:

Address:

1. If you are aware of bed and breakfast establishments (B&Bs) operating within your jurisdiction, please list names and addresses:

2. If there are no known B&Bs in your area, do you feel the establishment of B&Bs would cause problems? Explain your answers.

3. Does the local zoning ordinance have specific provisions for bed and breakfast establishments?

☐ Yes ☐ No

If yes, please send a copy of sections relating to B&Bs.

If no, please describe your agency's policy towards the establishment of B&B's.

4. If you have B&Bs in your area, which of the following planning issues have arisen? Please explain why.

☐ Overabundance of B&Bs in a specific area

☐ Compatibility of land uses

☐ Signs

☐ Parking

5. If there are B&Bs in your area, why do you think these businesses exist?

6. If there are no B&Bs in your area, are there local attractions which would help support the establishment of a B&B?

7. Would a bed and breakfast foster or support economic development and/or tourism in your area? Please explain your response.

8. Please comment on the location of bed and breakfast establishments. Explain why you would limit or encourage B&Bs in the following areas:

Historic districts ☐ Limit ☐ Encourage

Single family zones ☐ Limit ☐ Encourage

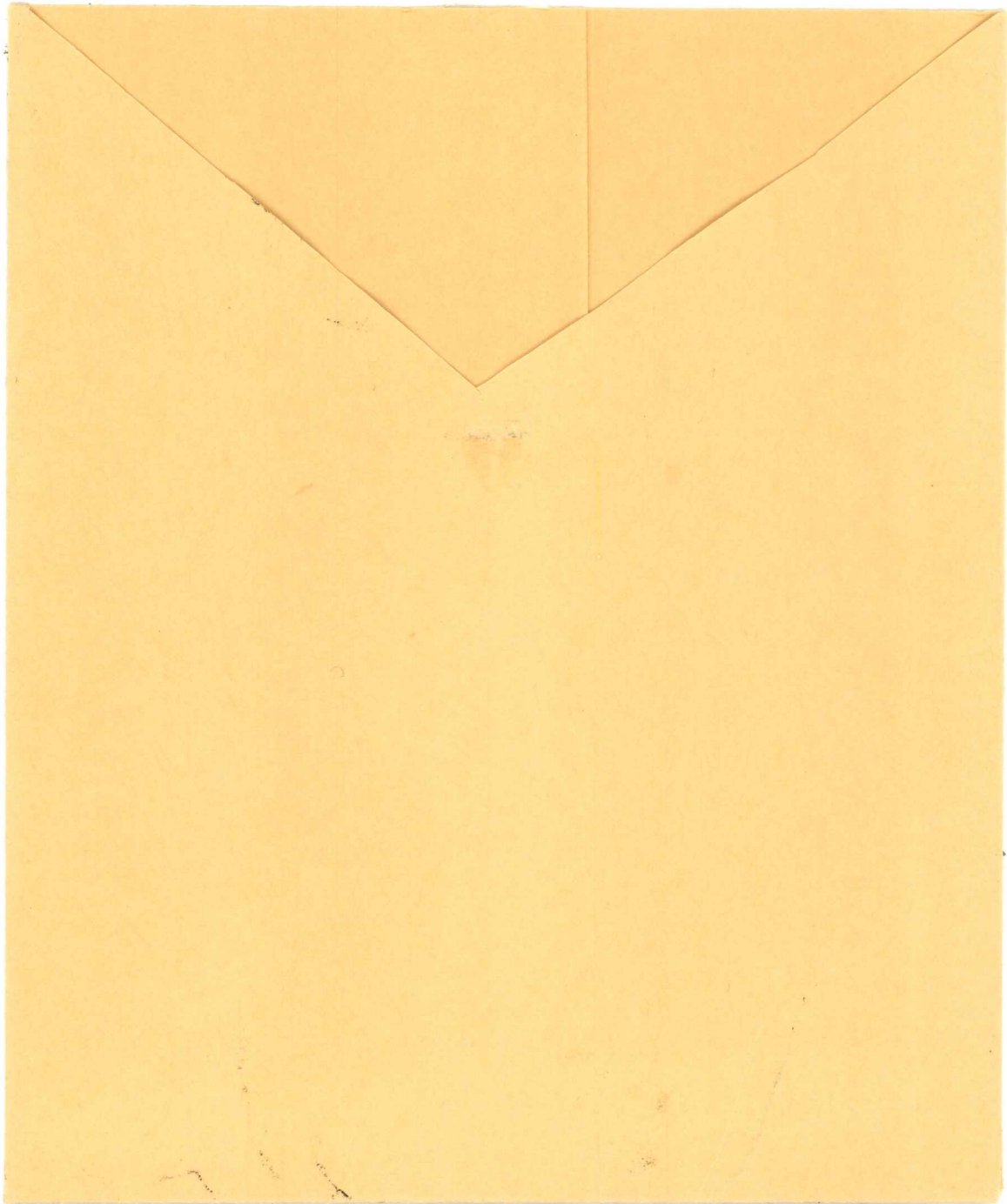
Multi-family zones ☐ Limit ☐ Encourage

Commercial ☐ Limit ☐ Encourage

Other _____ ☐ Limit ☐ Encourage

APPENDIX B

TENNESSEE BED AND BREAKFAST BROCHURE



APPENDIX C

TENNESSEE BED AND BREAKFASTS

B&B NAME	ADDRESS	CITY	ZIP
Magnolia Manor	418 N. Main St	Bolivar	38008
Eileen Herbert's Bed & Breakfast	9318 Old Smyrna Road	Brentwood	37027
Sunny Hill Farm Bed and Breakfast	6112 Murray Lane	Brentwood	37027
Alford House Bed and Breakfast	2501 Lookout Mountain Pkwy	Chattanooga	37419
Hachland Hill Inn	1601 Madison St	Clarksville	37043
Hidden Hollow Farm	Beech Creek Rd, Hwy 228	Clifton	38425
"Dun Movin" Bed & Breakfast Log House	Box 279	Cookeville	37501
Scarecrow Country Inn	1720 E. Spring St	Cookeville	38501
Mill Dale Farm Bed & Breakfast	Rt. 5 Box 370	Dandridge	37725
"The Magnolias"	P. O. Box 806	Fayetteville	37334
Old Cowan Plantation	Rt.2, Box 17	Fayetteville	37334
Windsong Farm	Rt. 3, Sweeney Hollow Rd	Franklin	37064
Buckhorn Inn	Rt. 3, Box 393	Gatlinburg	37738
Wonderland Hotel	Rt. 2	Gatlingurg	37738
Big Spring Inn	315 N. Main St	Greeneville	37743
The Inn at Pigeon Creek Farm	P. O. Box 816	Greeneville	37744
A Touch of Thyme	501 E. Watauga Ave	Johnson City	37601
Jonesborough Bed & Breakfast	100 Woodrow Ave	Jonesborough	37659
The Graustein Inn	800 Nubbin Ridge Rd	Knoxville	37923
Mountain Breeze Bed & Breakfast	501 Mountain Breeze Lane	Knoxville	37922
Windy Hill Bed & Breakfast	1031 West Park Dr	Knoxville	37909
The Middleton	800 W. Hill Ave	Knoxville	37902
Snapp Inn Bed & Breakfst	Rt.3, Box 102	Limestone	37681
River Road Inn	Rt. 1, River Rd	Loudon	37774
Silver Leaf 1815-Country Inn	Rt.1, Box 122	Lyles	37098
Lynchburg Bed & Breakfast	P. O. Box 34	Lynchburg	37352
Bed & Breakfast in Memphis	P. O. Box 41621	Memphis	38174
Lowenstein-Long House	217 N. Waldran	Memphis	38105
Edgeworth Inn	P. O. Box 365	Monteagle	37356
Hidden Acres Farm	Rt.3 Box 39 Hwy67W	Mountain City	37683
Mrs. Jewell Hamn's	Rt. 1	Mountain City	37683
The Black Gnat House	Rt. 2, Box 209	Murfreesboro	37130
Clardy's Guest House	435 E. Main St.	Murfreesboro	37130
Bed & Breakfast Host Homes of TN	P. O. Box 110227	Nashville	37222
Bed & Breakfast of Middle TN	P. O. Box 40804	Nashville	37204
Hachland Hill Vineyard	PL&C Towers, Suite 2220	Nashville	37219

B&B NAME	ADDRESS	CITY	ZIP
Miss Anne's Bed & Breakfast	3033 Windemere Circle	Nashville	37214
Parish Patch Farm & Inn	P. O. Box 27	Normandy	37360
Homestead House Inn	P. O. Box 76	Pickwick Dam	38365
Mountain Home Inn & Cottage	P. O. Box 10	Pigeon Forge	37863
Donoho Hotel	P. O. Box 36	Red Boiling Spring	37150
Red Boiling Inn	P. O. Box 40	Red Boiling Spring	37150
Hale Springs Inn	110 West Main St	Rogersville	37857
Historic Rugby British Colony	P. O. Box 8	Rugby	37733
Blue Mountain Mist Country Inn	Rt. 3, Box 490	Sevierville	37862
Hannah's House (Pigeon Forge)	Rt.3, Box 674	Sevierville	37862
Von-Bryan Inn	Rt.7, Box 91A, Wears Valley	Sevierville	37832
The Country Inn	1326 Tittsworth Lane	Seymour	37865
Magnolia Place	408 S. Main St.	Somerville	38068
Fox Trot Inn	402 May Street	Sweetwater	37874
Ledford Mill	Rt.2, Box 152, Wartrace	Tullahoma	37183
Jenny's Bed and Breakfast	2303 Ovoca Rd	Tullahoma	37388
Edna's Bed & Breakfast Home	Rt. 1, Box 353A	Vonore	37885
Walking Horse Hotel & Restaurant	P. O. Box 266	Wartrace	37183
Nolan House Inn	Rt. 4, Box 164	Waverly	37185

APPENDIX D

The following listing of books can be found in Books in Print under the heading of Hotels, Taverns, etc. These books relate to bed and breakfasts and have been included to show the number of publications which are currently in print on this topic.

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Bard, Rachel. Country Inns of the Far West: Pacific Northwest. rev. ed. 1987. One Hundred One Prod.

Barnes, Rik & Barnes, Nancy. Complete Guide to American Bed & Breakfast. 2nd. ed. 1987. Pelican.

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Beloit, Julianne. Guide to Recommended Country Inns of the West Coast (California, Oregon, Washington). Country Inn Series. 1986. Globe Pequot.

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Berger, Terry. Country Inns: The Rocky Mountains. 1983. H Holt & Co.

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- Brooks, Patricia. Country Inns of New England. 2nd rev ed. (Country Inns Series). 1988. One Hundred One Prods.
- Buelow, Carol J. Inns, Homes & Little Out of the Way Places in Wisconsin: 1988-89 Edition. rev. ed. CJB Enterprises.
- Chapin, Brenda. Guide to the Recommended Country Inns of the Mid-Atlantic States & Chesapeake Region (Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington, D.C. and West Virginia). 2nd ed. (Guide to the Recommended Country Inns ser). 1987. Globe Pequot.
- Chapin, Brenda. Recommended Country Inns of the Mid-Atlantic States & Chesapeake Region. 3rd ed. 1989. Globe Pequot.
- Chesler, Bernice. Bed & Breakfast Coast to Coast. 1986. Greene.
- _____. Bed & Breakfast in the Mid-Atlantic States. 2nd ed. 1989. Globe Pequot.
- _____. Bed & Breakfast in New England. (A Voyager Book Set). 1987. Globe Pequot.
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- _____. Bed & Breakfast in the Northeast: From Maine to Washognton, D. C. 300 Selected B&Bs. Globe Pequot.
- Coplin, Maxine. A National Guide to Guest Homes. 1981. Home on Arrange.
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Featherston, Phyllis & Ostler, Barbara F. The Bed & Breakfast Guide for the United States, Canada, Bermuda, Puerto Rico & the U. S. Virgin Islands. 3rd ed. 1987. Natl Bed

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_____. Intimate Bed & Breakfast Inns: California & the Northwest 1987-88. B. Franklin.

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