



Tourism is a gateway to economic development

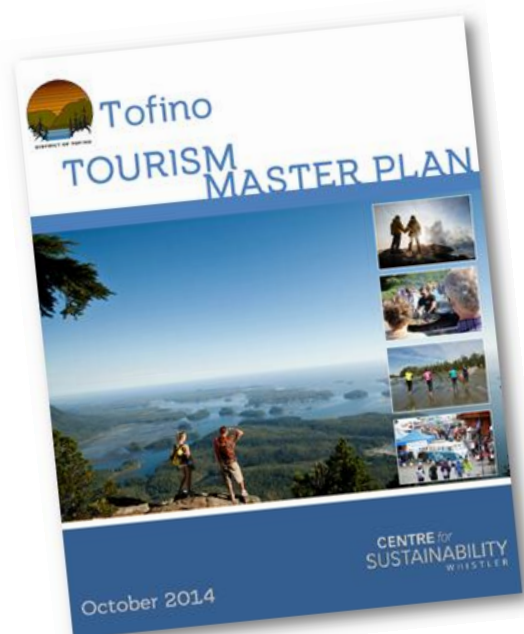
Tourism has been called the gateway to rural economic development and is a significant economic sector in many towns, regions and cities. More than any other industry, tourism requires collaboration and partnering amongst local, regional and provincial organizations as well as local citizens, business groups and operators. Done right, tourism can bring many benefits to communities; doing it right requires proactive planning and ongoing governance for community success. Our approach to community tourism planning engages the residents of the community and respects the need for tourism to support broader community goals such as local economic development, environmental protection, and enhanced quality of life for residents.

What is community based tourism planning?

A community-based tourism plan is a document informed by the community and developed collaboratively by a broad cross-section of organizations involved in tourism. The planning process provides an opportunity for business, local government, cultural organizations, other local groups and community members to:

- Identify a tourism vision and shared direction for moving forward
- Understand tourism resources, assets and potential
- Capitalize on existing and emerging tourism opportunities
- Address tourism barriers
- Prioritize the phased allocation of resources

A tourism plan is not a marketing strategy or comprehensive workplan for every tourism organization; it does not cover all that the organizations will need to do in the years ahead. Rather, it articulates what the community and tourism partners should focus on primarily – the key directions and deliverables – to achieve success together.



How is community-based tourism planning unique?

Community-based tourism planning is different than conventional tourism planning, which often focuses primarily on marketing strategies. Instead, community-based tourism planning also identifies:

- A tourism vision that supports and aligns with broader community goals
- Ways to minimize or eliminate negative impacts that could result from tourism
- How to balance economic opportunities while enhancing the culture and natural amenities of the area
- The educational requirements and support needed by residents to start their own tourism enterprises
- Local infrastructure investments or policy and regulatory changes required to support tourism initiatives
- The roles of all the community players and funding avenues required to foster tourism

Our process was buoyed by Dan's deep knowledge of historic and emerging tourism issues. The outcomes integrated our long term community goals, strengthened the relationships amongst tourism stakeholders and helped us focus on priority actions. This work has put all of the community's tourism partners on the same page, which has been invaluable.

Bob Macpherson, CAO Village of Tofino

We would be pleased to work with you, your municipality and tourism partners to design and facilitate a customized community-based tourism planning process with you.

Visit our website to learn more about our [Tourism Planning Services](#) or contact us:

Dan Wilson
604-966-4457

dwilson@whistlercentre.ca