

If you build a place people want to visit, you build a place where people want to live.

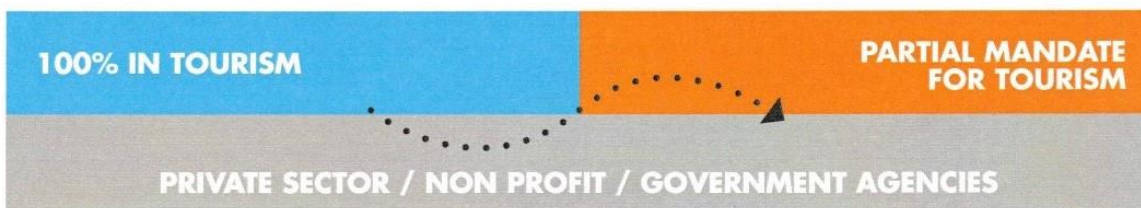
If you build a place where people want to live, you'll build a place where people want to work.

If you build a place where people want to work, you'll build a place where business needs to be.

And if you build a place where business has to be, you'll build a place where people have to visit.

Maura Gast, Past Chairman of the Board of Destination Marketing Association International and one of the best minds in community marketing

WE ALL HAVE A ROLE TO PLAY



ENABLERS: ELEMENTS CONTRIBUTING TO COMMUNITY TOURISM READINESS

Communities large and small play an important role in tourism and welcoming visitors to Alberta, both from Canada and beyond. As a community, it is important to understand and evaluate what you offer from the visitor's lens. Is your community attractive and providing the activities, services and amenities visitors are seeking? Have you assessed the local planning and support environment, and how they contribute to your community's readiness to develop as a destination?

The following elements contribute to your community's readiness to welcome visitors:

COMMUNITY ASSETS

Strong tourism communities have a variety of natural, cultural and/or built assets that attract visitors to the area; the community is attractive, well-maintained and visually appealing.

TOURISM PLANNING AND SUPPORT

Strong tourism communities acknowledge tourism as part of the community's economic make-up; have identified objectives for tourism, focused marketing and promotion activities, and a collaborative stakeholder community.

TOURISM ACTIVITIES AND SERVICES

Strong tourism communities have a variety of activities and services available to support visitors and their needs.

RESPONSIBLE, SUSTAINABLE DEVELOPMENT

Strong tourism communities create concrete policies, plans and measurements to monitor and manage development responsibly and sustainably for the long-term.



ENABLERS: COMMUNITY TOURISM READINESS CHECKLIST

SECTION 1:

For each criterion in each category, indicate your community readiness according to the scale. Enter the appropriate number in the right-hand column

- 0 = Not available or not applicable
- 1 = Below average / needs improvement
- 2 = Acceptable
- 3 = Good quality, demonstrates community pride in the physical asset
- 4 = Outstanding, it is a destination strength and differentiator

CATEGORY	COMMUNITY ASSET READINESS	SCORE
<p>COMMUNITY ASSETS</p> <p>Strong tourism communities have a variety of natural, cultural and/or built assets that attract visitors to the area; the community is attractive, well-maintained and visually appealing</p>	1. Has notable natural/scenic landscapes of interest to visitors (e.g., designated parks, geological treasures)	
	2. The primary natural/scenic areas visited by tourists are accessible to use (e.g., there is a road, trail access, signage)	
	3. Has cultural/historical attributes/attractions (e.g., archaeological, historic or heritage sites; music or other festivals of interest to visitors)	
	4. Visitors can engage with the cultural attractions of interest via self-discovery or through purchased tours/experiences	
	5. Community has man-made/built attractions (e.g., botanical gardens, monuments, recreational facilities, casinos, etc.) of interest to visitors	
	6. The community's natural, cultural and/or man-made attractions are unique or of significance provincially, nationally or internationally	
	7. Community has attributes/attractions that entice visitors year-round	
	8. The main visitor areas are visually appealing, clean and streetscapes maintained	
	9. Directional signage is provided to point visitors to the most popular attractions and areas	
	10. Public amenities such as washrooms are available	
	11. Free Wi-Fi is available for visitor use	
	12. The overall appeal, uniqueness, reputation and image of the community is favourable	
	TOTAL	/48

SECTION 2:

For each criterion indicate your community readiness according to the scale. Enter the appropriate number in the right-hand column:

- 0 = Not applicable / not available
- 1 = Weak
- 2 = Acceptable
- 3 = Good
- 4 = Outstanding

CATEGORY	TOURISM PLANNING AND SUPPORT READINESS	SCORE
<p>TOURISM PLANNING AND SUPPORT Strong tourism communities acknowledge tourism as part of the community's economic make-up; have identified objectives for tourism, focused marketing and promotion, and a collaborative stakeholder community.</p>	1. Local residents, in general, are supportive of tourism	
	2. Tourism is recognized within the official Community Plan or Band Council Plan	
	3. Local government is supportive of tourism development	
	4. There is an organization with a mandate to promote tourism on behalf of the community	
	5. There is a published tourism strategic and/or marketing plan that includes the community (e.g., local or regional plan)	
	6. The community has an online tourism marketing presence (website, social media channels, etc.)	
	7. Local tourism stakeholders cooperate and collaborate on tourism related projects	
	8. Tourism assets and services have been inventoried	
	9. There is evidence that land use planning takes tourism into account	
	10. There are adequate transportation facilities/options to provide efficient access to, within and around the community and adjacent areas	
	11. There is access to sufficient qualified labour in the community	
	12. The community uses environmentally responsible management practices to support tourism development that is in harmony with the natural surroundings	
	TOTAL	/ 48

SECTION 3:

For each criterion indicate your community readiness according to the scale. Enter the appropriate number in the right-hand column:

- 0 = Not applicable / not available
- 1 = Weak
- 2 = Acceptable
- 3 = Good
- 4 = Outstanding

CATEGORY	TOURISM SERVICES AND ACTIVITIES READINESS	SCORE
TOURISM SERVICES AND ACTIVITIES Strong tourism communities have a variety of activities and services available to support visitors and their needs.	1. There are multiple tourism businesses offering year-round visitor opportunities	
	2. There are multiple tourism businesses offering seasonal (e.g. summer) visitor opportunities	
	3. Visitors are able to purchase a variety of travel activities and experiences within the community (e.g. admission to a museum, a tour)	
	4. There are unpaid visitor activities available in the community (e.g. trails, self-guided itineraries, public beaches)	
	5. There is a diversity of restaurants/food options available, year-round, for breakfast, lunch and dinner	
	6. There are accommodation options available year round	
	7. There are festivals/events that depend on visitors (more than 40 km away) for their success	
	8. There are recreational/sporting events that depend on visitors (more than 40 km away) for their success	
	9. There are retail services and rentals available for visitors to access (e.g. if your community has hiking trails, visitors can purchase hiking gear locally; if your community has mountain biking trails, there are bike rentals, and if there are local lakes/waterfront visitors can rent paddling equipment)	
	10. The community has a visitor information centre(s) with regularly scheduled operating hours during peak season, washrooms and free Wi-Fi	
		TOTAL

ADDITIONAL DESTINATION CONSIDERATIONS VALUED BY VISITORS

For each of the business readiness criteria in each category indicate, for your business, the appropriate number in the last column:

- 0 = Do not yet fulfill this criterion
- 1 = Meet some of this criterion/preliminary discussions are taking place
- 2 = Meet most of this criterion/initiatives are in development but are not yet official
- 3 = Fully meet this criterion

CATEGORY	RESPONSIBLE, SUSTAINABLE DEVELOPMENT READINESS	SCORE
<p>RESPONSIBLE, SUSTAINABLE TOURISM DEVELOPMENT</p> <p>Sustainable communities create concrete policies, plans and measurements to monitor and manage development.</p>	1. The destination has a published vision for sustainable destination management	
	2. Community development is guided by sustainability principles outlined in the official Community Plan	
	3. Tourism development is guided by sustainability principles outlined in the destination's strategic plan	
	4. The community is pursuing alignment or designation/certification with a recognized tourism sustainability program (e.g. Responsible Tourism Institute, Green Destination Standards, Green Tourism, etc.)	
	5. There is an appropriately funded organization or management structure responsible for promoting and coordinating tourism sustainability within the community	
	6. Triple bottom line (financial, environmental, cultural) measurements are incorporated as part of the destination's performance metrics	
	7. Visitor information is provided about relevant sustainability issues in the destination (e.g. water usage, recycling, sensitive natural environments) with guidelines for appropriate behaviour to minimize impacts	
	8. Facilities are provided at key visitor attractions and sites for recycling	
	9. Facilities are provided at key visitor attractions and sites for composting	
	TOTAL	/ 27