Enhancing rural tourism development in British Columbia

Central Mobilize information and resources in
Reshape policy and planning decisions
Develop a cluster of expertise in rural development
Develop an understanding of the realities of tourism development in rural areas.

Examples of How To Manuals

Tourism Research Innovation Project

WHAT IS TRIP?

Much of British Columbia’s most valuable tourism assets are in rural areas of the province. According to Statistics Canada over one half of Canadian tourists, 39 percent of USA tourists and 33 percent of overseas tourists visited rural areas of the country in 2005. While this trend is positive, many rural communities often struggle to incorporate tourism into economic development goals.

A host of partners will be working together to enhance rural tourism development in B.C. through the Tourism Research and Innovation Project (TRIP).

TRIP Objectives:
1. Mobilize information and resources in tourism development within rural communities by engaging in innovative, field-based activities.
2. Develop an understanding of the realities of rural tourism development by engaging in dialogue with community leaders and tourism entrepreneurs.
3. Enhance community based tourism development by documenting case studies, innovative practices and sharing them throughout the province.
4. Develop a cluster of expertise in rural tourism development in British Columbia by linking academic and non-academic partners.
5. Reshape policy and planning decisions and education programming in tourism development in B.C. to reflect the needs of tourism development in rural areas.

Knowledge on Tourism Development is Being Shared in the Following Ways:

WORKSHOPS AND MEETINGS
Communities that are wanting to engage in dialogue about Tourism Development can have a custom designed workshop or meeting in their community. Previous meetings have involved input from community signage, resident and Aboriginal Tourism development.

RESEARCH FORUM
Led by the University of Northern BC and BC Parks, a Research Forum on Parks and Protected Areas in B.C. is held in 2006-2008. The Research Forum brings together academics and professionals.

REGIONAL LIASONS
Four interns work in different regions of the province to mobilize knowledge in tourism. They provide workshops, engage in one-on-one assistance, develop case studies, and work on regional development initiatives.

INNOVATION SNAPSHOTS AND CASE STUDIES
Innovation Snapshots and case studies showcase examples of innovative practices by entrepreneurs and leaders in BC. The examples showcased are one of the best sources of information available.

HOW TO MANUALS
A series of user friendly ‘how to manuals’ are being developed to help communities, regions, and tourism entrepreneurs. (i.e. community signage manual and a packaging manual)

HOW TO GET INVOLVED

Entrepreneurs
Browse the website for resources, become a part of the extension tour, get your innovative practices profiled, ask our staff to locate information to help your business, or field questions for the Q and A initiative.

Community Leaders and Government Agencies
Browse the website for resources, become a host on the extension tour, have your tourism development strategies profiled in a case study, ask for information to support tourism planning, conduct a workshop or show videos, and use the how to manuals to improve your community.

Researchers and Students
Use the cases and innovation snapshots in classes, have your students do a project that provides resources for communities, engage your classes in field based activities, document footage for the video series and profile your projects and events.

RESOURCES ON TOURISM DEVELOPMENT
Two resource lists have been created on rural tourism development:
1. A list of resources (mostly on-line) available to those working in rural tourism development.
2. A series of annotated bibliographies showcasing research on rural tourism.

Partners

Vancouver Island University
Thompson Rivers University
College of the Rockies
University of Northern British Columbia
College of New Caledonia
Ministry of Tourism, Culture and the Arts
Ministry of Economic Development
BC Parks
LinkBC
Canadian Rural Partnership

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