

Strategic Plan for Long Term Tourism Sustainability



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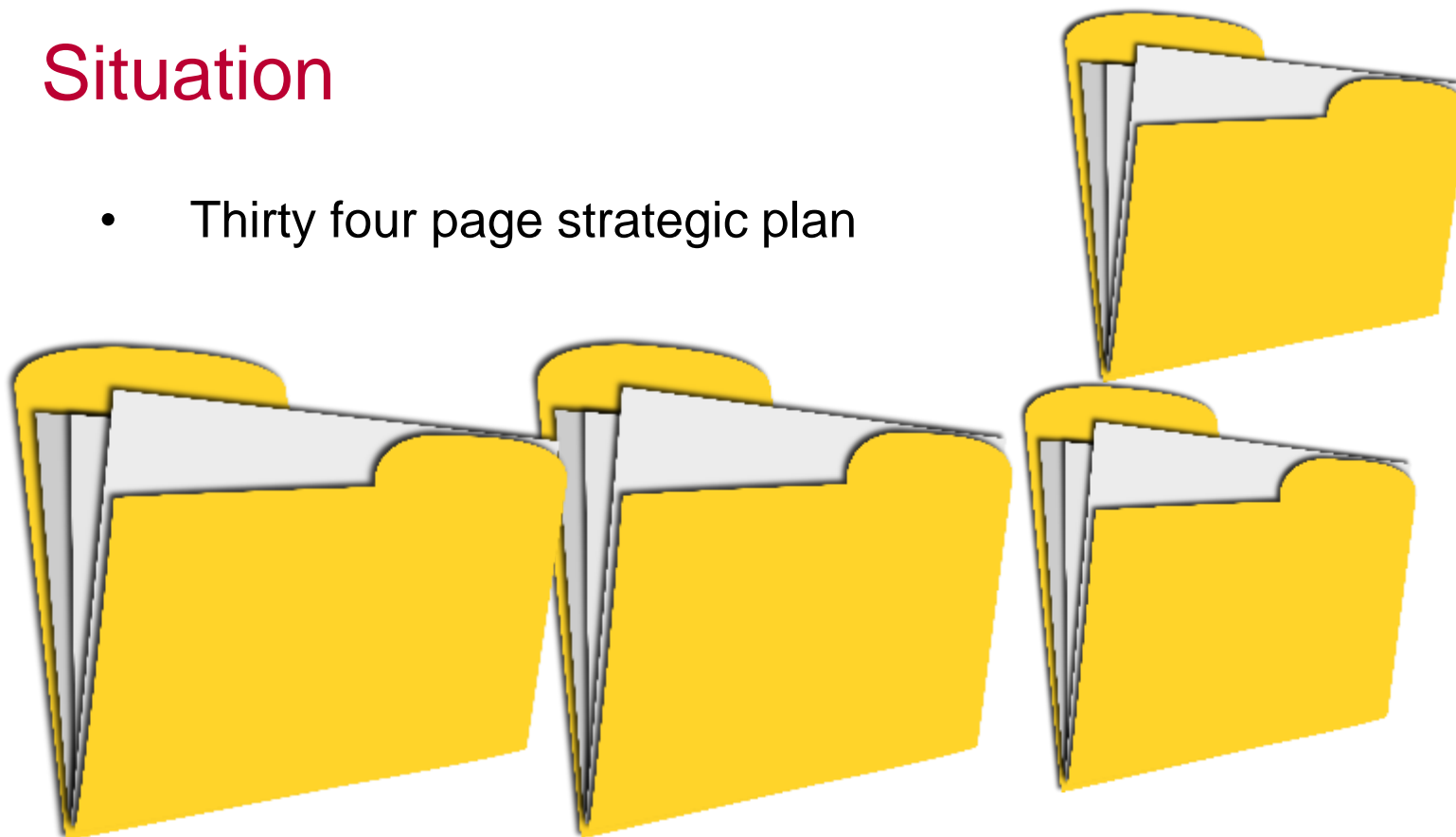


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Situation

- Thirty four page strategic plan



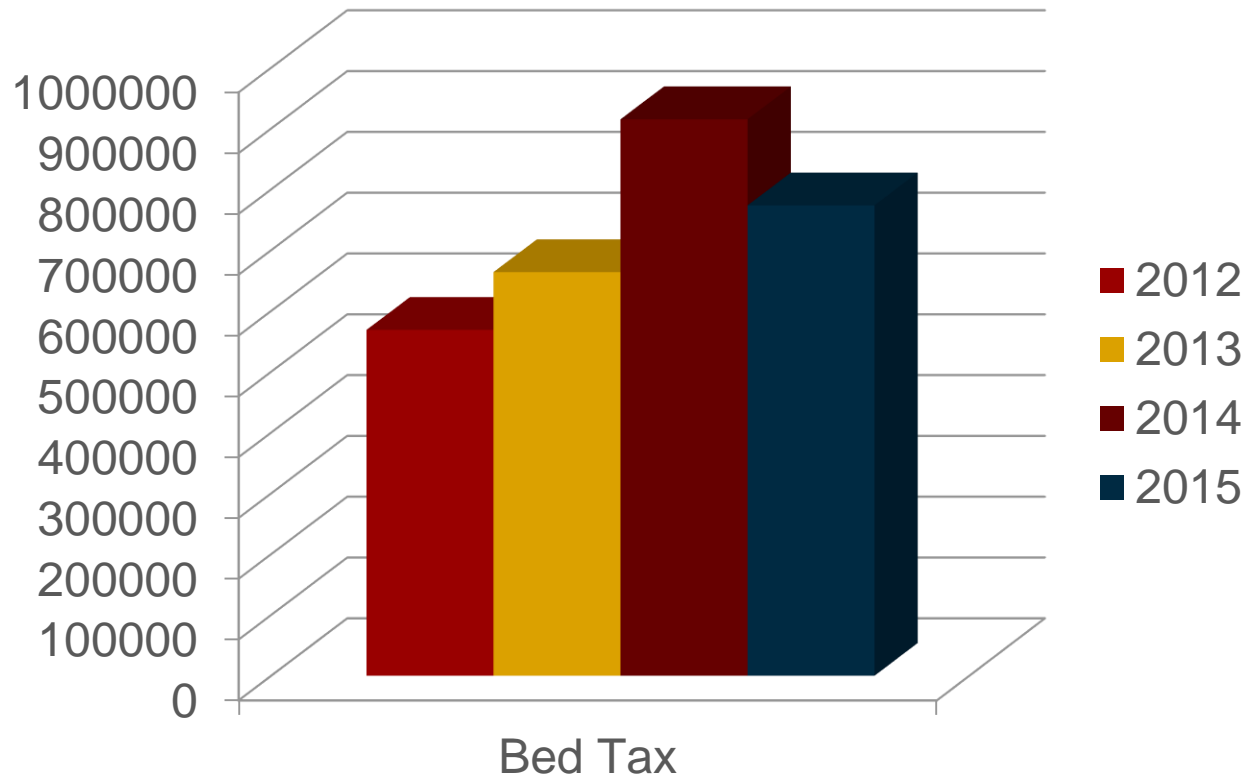
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Sudden change in revenue stream



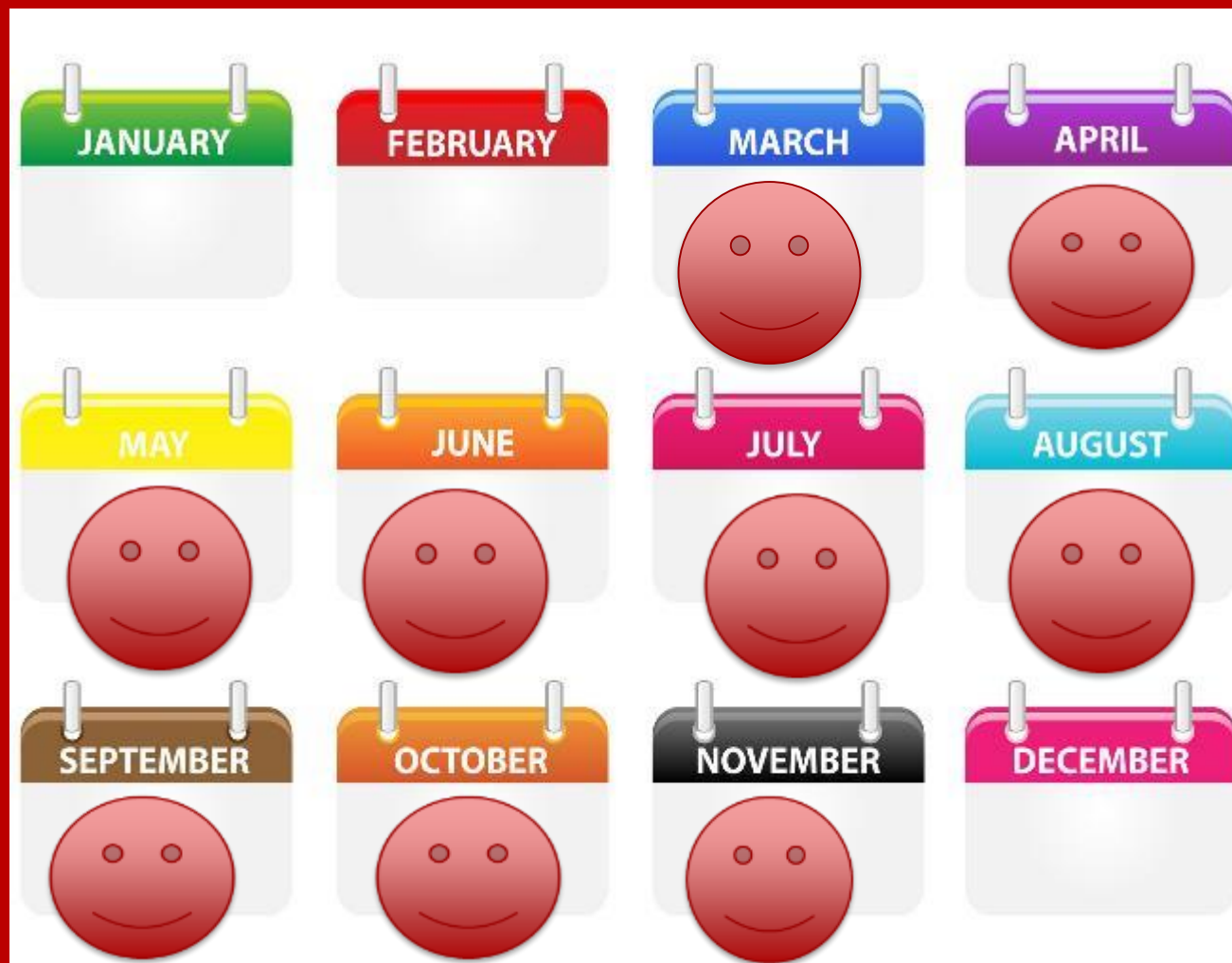
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What do we know?

1. **Tourism is a major sector of economic activity.**
2. **Tourism is in a position to make a positive contribution to the sustainable development of rural communities.**
3. **Strategic planning for long term sustainability can serve as a successful community development model.**



How can tourism progress in a sustainable way as a tool of development?



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- Develop a long term strategic plan for sustainability
- Prioritize and narrow focus of two or three achievable goals
 - Develop steps and an action plan to achieve these goals



Phase 1. Extension presented need and process for strategic plan

Phase 2. Extension researched and reviewed previous 34 page document

Phase 3. Two brainstorming sessions with community members followed by written plan



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Strategy for Sustainability

Goal

Objective

Objective

Strategy

Action

Who

When

Strategy

Action

Who

When



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