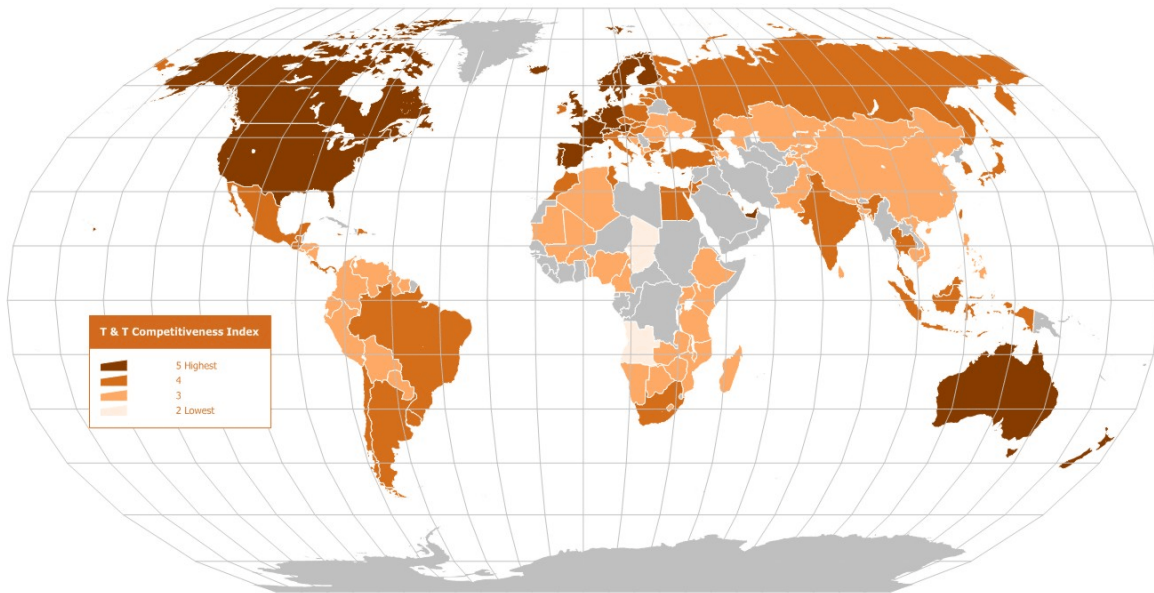


# Community Tourism News

Duncan, British Columbia

October - December, 2007



## EUROPEAN COUNTRIES DOMINATE 2007 TOURISM COMPETITIVENESS INDEX

Measured on 13 “pillars” that “aim to measure the factors and policies that make it attractive to develop the travel and tourism (T&T) sector in different countries,” the countries of the western Europe led by Switzerland top the list of 124 countries evaluated. The U.S. is fifth and Canada seventh.

The study, the first of its kind, was recently completed by the World Economic Forum: [www.weforum.org/en/initiatives/gcp/TravelandTourismReport/index.htm](http://www.weforum.org/en/initiatives/gcp/TravelandTourismReport/index.htm)

## CANADIAN COMMUNITIES LACK TOURISM PLANS

The Vancouver office of management consultants Grant Thornton LLP recently released a research report analysing local government perspectives on community tourism

development across Canada. The report conclusions are based on 164 responses made by municipal government and local tourism organization management and staff to an on-line survey conducted in early 2006.

See PLANS, 2

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## PLANS...

All 164 communities responding to the survey felt that tourism was likely, quite likely, or extremely likely to be a significant player in the development of their local economy over the next three years.

Yet, only 14% of the communities responding had a destination management plan in place. Another 20% of communities were developing management plans when the survey was taken. That leaves nearly 60% of responding communities without any tourism planning work in process or apparently even contemplated!

There is an adage that planners love repeating: A failure to plan is a plan to fail. This holds especially true for tourism. The report, *Tourism Insights 2007*, is available from the Grant Thornton web site at: [www.grantthornton.ca/index.asp](http://www.grantthornton.ca/index.asp).

## NORTH AMERICAN INDIGENOUS GAMES C O M E T O VANCOUVER ISLAND

Vancouver Island's Cowichan Tribes will be play host to the 7th North American Indigenous Games in early August, 2008. An estimated 20,000 visitors including 6,000 young athletes



**COWICHAN  
2008™**  
THE JOURNEY OF  
A GENERATION™  
LE PARCOURS  
D'UNE GÉNÉRATION™

will be coming to the Cowichan (Quw'utsun': land warmed by the sun) Valley for 12 days of athletic events. The magnitude of this event is unprecedented in the valley.

Partnership is a foundation best practice of community tourism. Partnership in a community tourism special event, particularly one of this scale, goes well beyond simply involving big name financial sponsors.

It includes volunteers. A real measure of the success of these games will lie in the ability of the organizing committee to recruit their goal of 3,000 games volunteers from all the surrounding communities. Volunteers will receive cross cultural training including learning a basic vocabulary in the Hul'qumi'num language.

Complete information on the games can be found at: [www.cowichan2008.com](http://www.cowichan2008.com).

*“ Other long-term benefits [of festivals and special events] might take the form of increased voluntarism and community group activity, intercultural interaction, and cooperation... .”*

– Donald Getz, 1991 Festival, Special Events, and Tourism

Community Tourism News is edited and published four times a year by Michael E. Kelly, AICP, MCIP in Duncan, British Columbia. The newsletter may be freely copied and distributed to others with due credit and contact information provided to recipients. Contact [newsletters@community-tourism.net](mailto:newsletters@community-tourism.net) to be added to or deleted from our distribution list, for further information, or to make contributions to future issues.

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