



Community Tourism Foundations® Development Program

Memorandum of Understanding

Between Tourism British Columbia

And Nakusp

Activities to be undertaken:

Initial Meeting – Tourism BC and the program facilitator will conduct a meeting of key stakeholders to introduce the Community Tourism Foundations program as well as obtain information from the meeting participants.

Situation Analysis – The Tourism BC facilitator will prepare a Situation Analysis based on information gathered at the Initial Meeting and through other resources. The Situation Analysis will be presented to the community working committee and a SWOT analysis will be undertaken at the second meeting.

Tourism Plan – the Tourism BC Facilitator will prepare a tourism plan as outlined in the Planning Guide that will be presented at a subsequent meeting or by conference call.

Responsibilities:

- The community is to set up a working committee, provide the names and affiliations of the group members to Tourism British Columbia and each working committee member is to sign this MOU.
- All working committee members are to attend each Community Tourism Foundations session in-person, or via conference call if necessary.
- To ensure the best use of time, working committee members must be prepared for each meeting by completing required tasks, reading required materials, etc.
- A Community Tourism Inventory is to be provided by the community to assist the Tourism BC facilitator with the Situation Analysis. This inventory must also be in a format that can be passed on to the Tourism BC Tourism Product Management division for inclusion in marketing programs.

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- To ensure the best use of time, those participating in the second meeting must agree to read the Situation Analysis ahead of time.
- The community is to arrange, and pay for, all meeting venues, refreshments and meals, if required.
- The community is to arrange, and pay for, accommodation for the program facilitator when meeting in the community.
- The working committee is to assist Tourism BC Research Services to educate the local tourism industry on building and maintaining a performance monitoring system.

Time Frame:

Tourism British Columbia commits to providing the services of a facilitator for a period determined by Tourism British Columbia to conduct each of the above-mentioned activities.

Tourism British Columbia representative	Print Name	Date

Community Working Committee member	Print Name	Date

Community Working Committee member	Print Name	Date

Community Working Committee member	Print Name	Date

Community Working Committee member	Print Name	Date

Community Working Committee member	Print Name	Date

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