

# Tourism BC - Community Tourism Foundations® Program

## Program Process

In order to complete the Tourism Plan the following steps make up the process for Nakusp.

- Expression of Interest to Tourism BC (Community)
- Invitation to participate in the Community Tourism Foundations program. (Tourism BC)
- Tourism BC facilitator assigned and preliminary research conducted. (Tourism BC)
- Community familiarization by facilitator and Tourism BC representative. (Tourism BC)
- Initial exploratory meeting with community tourism stakeholders. (Tourism BC)
- Establishment of a working committee of tourism stakeholders to work with Tourism BC. (Community)
- Memorandum of Understanding between Tourism BC and lead tourism organization and/or tourism stakeholders. (Tourism BC)
- Press Release issued by Tourism BC with lead tourism organization. (Tourism BC)
- Initial meeting report. (Tourism BC Facilitator)
- Work plan outlining key activities and outcomes to be completed by the community group and Tourism BC. (Tourism BC Facilitator)
- Inventory project. (To be completed by the working committee with guidance from Tourism BC facilitator).
- Research needs identified. (Tourism BC Facilitator)
- Draft Situation Analysis (Tourism BC Facilitator)
- Planning Session (Tourism BC facilitator to conduct session with tourism stakeholders to review situation analysis, conduct SWOT, set goals and objectives for tourism plan).
- Final Situation Analysis (completed by Tourism BC facilitator / post planning session).
- Tourism Plan (draft high-level document prepared by Tourism BC facilitator).
- Presentation and feedback session of Tourism Plan to community stakeholders in person or via conference call by Tourism BC facilitator. (Tourism BC and facilitator)
- Work plan template supplied based on goals and objectives of the Tourism Plan. (Tourism BC Facilitator)
- Presentation of the tourism plan to the broader stakeholder group and residents (Open house by lead tourism organization / Community).
- Presentation of the final Tourism Plan to local government (s) for adoption by council by lead tourism organization. (Tourism BC and Community)
- Copy and distribution of Tourism Plan. (Lead tourism organization).
- Community Tourism Opportunities program discussion with the tourism region. (Lead tourism organization with the region).
- Implementation assistance throughout the process and after final plan completed. (Tourism BC facilitator and region.)
- Monthly progress updates to Tourism BC. (Community)