

1.1 Purpose

The findings of this report are intended for a wide readership, ranging from government agencies to entrepreneurs and investors. They should provide a tool to support the efforts of individuals, municipal and regional governments, First Nations, tourism operators and economic development commissions to:

- diversify local economies,
- maintain access to recreational resources for local residents, and
- minimize conflicts among resource users.

This study should contribute to integrated resource and community planning targeted towards economic, social and environmental sustainability. In addition to identifying key opportunities for tourism, this report provides a strategy for tourism development in the Shuswap region and documents the principle issues and constraints facing tourism growth today. It is acknowledged that, in some cases, the potential for conflict between recreational use and important land or water use exists. While potential conflicts are identified broadly in this document (and, in fact, have been taken into consideration when designating a resource as low, medium or high suitability), it will be important to further address issues of management if development occurs, in a way that considers all stakeholders.

The analysis is not meant to be either exclusive or exhaustive. Its objective is to identify and evaluate the product groups that appear to be most promising, and to present a framework for assessing their feasibility at a general level.

The ultimate value of this project is in identifying key opportunities and actions required to assist in the priority-setting of key players in tourism planning, and providing further direction to communities, business people and organizations involved in tourism development in the Shuswap region.